

Census Bureau 101: The Census And What We Do The Other Nine Years

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U.S. Census Bureau

Census Mission



To serve as the leading source of quality data about the Nation's people and economy.

What We Do

Data we collect:

- Population & Housing Census: 10 years
- Economic Census: 5 years
- Census of Governments: 5 years
- American Community Survey: Annually
- Other Surveys: Varies
- Economic Indicators: Varies

Census Bureau

- Mandated in 1787
- Constitution Article 1, Section 2
- Census Act March 1790
- First country in the world to implement a comprehensive and regular count of its population

How Our Data Is Used

1. To determine the distribution of Congressional seats to states--mandated by the U.S. Constitution.
 - used to apportion seats in the U.S. House of Representatives.
 - used to define legislature districts, school district assignment areas and other important functional areas of government.
2. To make decisions about what community services to provide.
3. To distribute more than \$400 billion in federal funds to local, state and tribal governments each year.

Who Uses Our Data

Businesses

Grant Writers

Researchers

Media

Policymakers

Local/State/Federal Government

Students/Teachers



How to Use Census Data

Three Things You Need To Know:

1. Geography (State, County, ZIP or Census Tract)

2. Subject

- **Demographic** (Age, Sex, Race/Ethnicity, Poverty)
- **Economic** (Number of Businesses, Types, etc.)

3. Time Frame

- 2000/2010 Census
- 2005-2012 ACS
- 2007 Economic Census
- Annual Surveys/Reports

Demographic Data Sources

Decennial Census:

- Conducted Every 10 years
- Official **Count** of Population
- Basic Data

American Community Survey (ACS):

- Monthly Survey of US population
- **Characteristics** of the US Population
- 5% sample of housing units
- 1 and 5 year samples (based on population thresholds)

Decennial Census

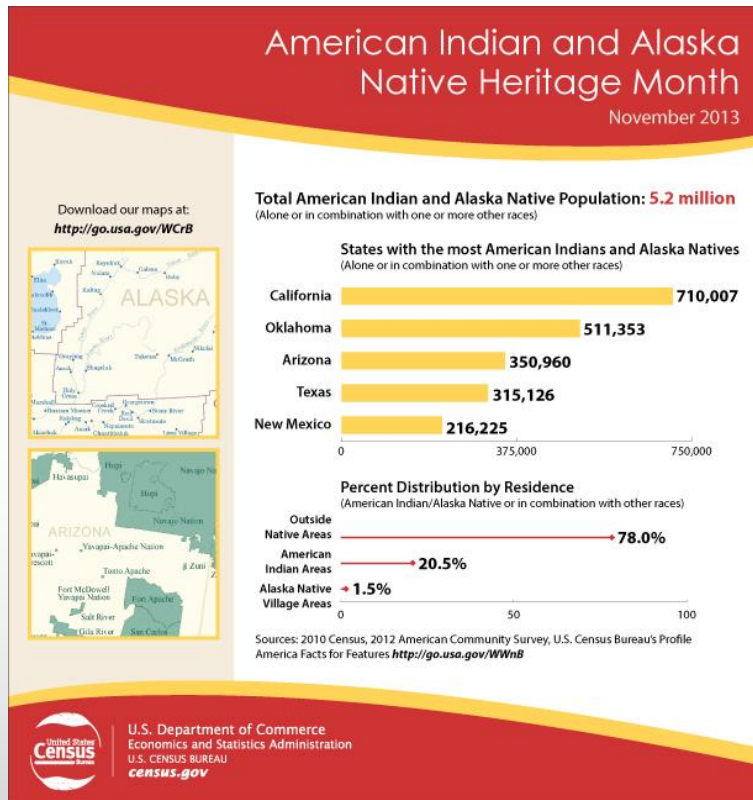
2010 Census – One of the shortest forms in history, “10 Questions in 10 Minutes”

Subjects asked in 2010:

- How many people in home (on April 1, 2010)?
- Is home/apartment/mobile home owned or rented?
- Sex/age of people living in home?
- Racial makeup of people living in home?
- Are people of Hispanic or Latino origin?

American Community Survey

Demographic Characteristics



- Age
- Race
- Sex
- Hispanic Origin

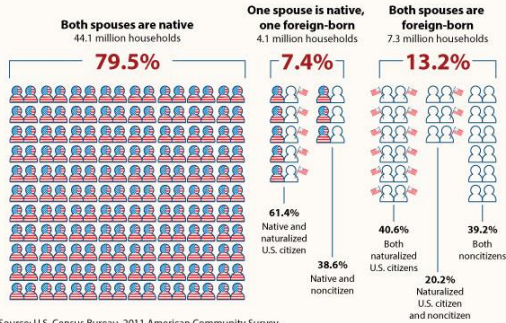
American Community Survey

Social Characteristics

Married-Couple Households by Nativity and Citizenship

Out of 55.5 million married-couple households in the United States ...

 = 500,000 households



Source: U.S. Census Bureau, 2011 American Community Survey

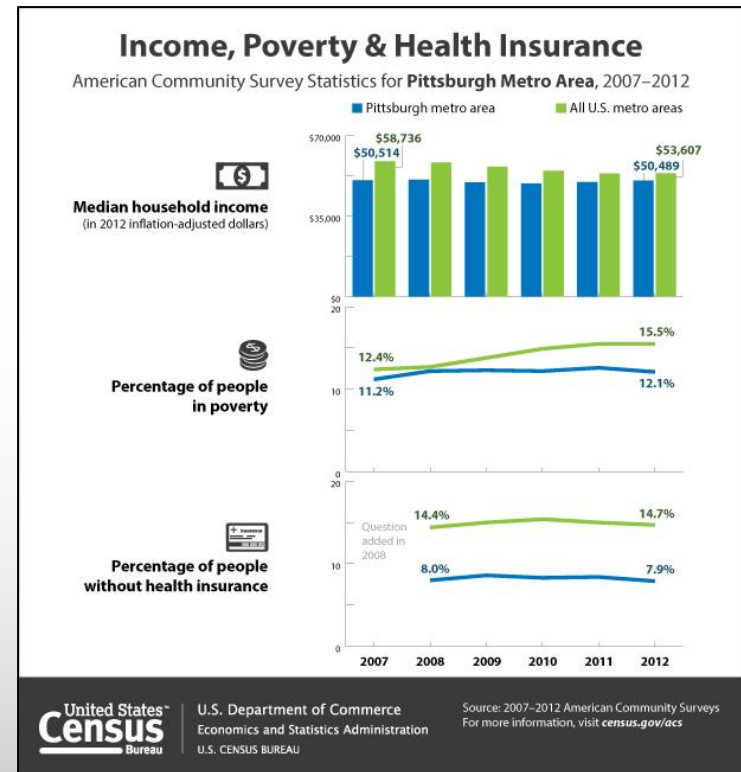
 U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

- Education
- Marital Status
- Fertility
- Grandparent/
Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken
at Home
- Ancestry / Tribal
Affiliation

American Community Survey

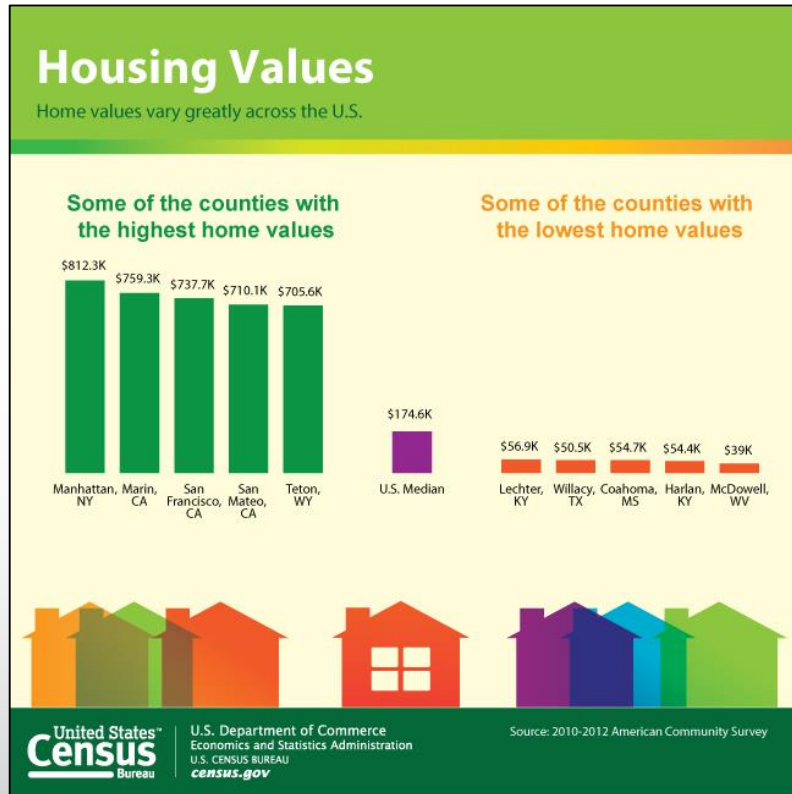
Economic Characteristics

- Income
 - Social Security Income
 - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
 - Medicare
 - Medicaid



American Community Survey

Housing Characteristics



- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

Economic Census

- The U.S. Government's official five-year measure of American business and the economy.
- Forms were sent to more than 4 million businesses representing all U.S. locations and industries.
- Economic Census conducted on years that end in 2 and 7.
- Last Economic Census was conducted in 2012.
- Data from 2012 data will be released over the next few years.

Uses of Economic Data

- Compare Your Business To Others
- Compare Your Community To Others
- Identify Business Markets
- Use Data In Business Plans and Loan Applications.

Other Census Data Tools

[Data Visualization Gallery](#) - A weekly exploration of Census data used to promote visualization and make data accessible to a broader audience.

[QuickFacts](#) - State and County QuickFacts provides frequently requested Census Bureau information at the national, state, county, and city level.

[Censtats](#) - Applications available include: Census Tract Street Locator, County Business Patterns, Zip Business Patterns, International Trade Data, and more.

[DataFerrett](#) is a tool and data librarian that searches and retrieves data across federal, state, and local surveys, executes customized variable recoding, creates complex tabulations and business graphics.

[Local Employment Dynamics](#) produces new, cost effective, public-use information combining federal, state and Census Bureau data on employers and employees.

Thank You.

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