Section I

Census … Population Estimates …

American Community Survey
Overview 2010 Census

Definitions and Terminology

• Ethnicity and Race
• Census Geography
• Questionnaire Content (varies by program)
Overview 2010 Census

Census Bureau Demographic Programs

• Decennial Census
• Population Estimates Program
• American Community Survey
Overview 2010 Census

Resources

• Census.gov
• Data Tools
• American FactFinder
How is the Census Data Used

- Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data.

- Census data guide local decision-makers on where to build new roads, hospitals, child-care and senior centers, schools, business development and more.

- Census data determine how many seats each state will have in the U.S. House of Representatives.
Importance of 2010 Census

- The census helps employers understand where the next generation of workers is coming from, which will influence recruitment efforts.

- Scientific research depends on census data. College and university students use census information for reports, statistical profiles and other research projects.

- Census figures help establish fair-market rents and enforce fair lending practices.
2010 Census: Questionnaire Topics

- (Name)
- Sex
- Age
- Date of birth
- Ethnicity
- Race
- Relationship of people within household
- Rent / own house (tenure)
- (Coverage questions)
8. Is Person 1 of Hispanic, Latino, or Spanish origin?
- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1’s race? Mark one or more boxes.
- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe.
- Asian Indian
- Japanese
- Native Hawaiian
- Chinese
- Korean
- Guamanian or Chamorro
- Filipino
- Vietnamese
- Samcan
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race.
2010 Census Data Products

• **Redistricting File (QT-PL)**
  - State and sub-state counts down to the block level are shown for the total population and the population 18 years and over for 63 race groups and Hispanic or Latino origin; and not Hispanic or Latino by 63 race groups. (Released: February 3 - March 24, 2011)

• **Summary File 1 (SF1)**
  - This file shows detailed tables on age, sex, households, families, relationship to householder, housing units, detailed race and Hispanic or Latino origin groups, and group quarters. Most tables are shown down to the block or census tract level. (Released: June 16 - August 25, 2011)

• **Summary File 2 (SF2)**
  - This file shows detailed tables on age, sex, households, families, relationship to householder, housing units, and group quarters. Most tables are shown down to the census tract level. Tables are repeated by 75 major race groups, 114 American Indian and Alaska Native groups, 47 Asian groups, 43 Native Hawaiian and Other Pacific Islander groups, and 51 Hispanic or Latino origin groups. (Released: December 15, 2011 - April 2012)
Census Geography Hierarchy
(with 2010 Statistical Area Criteria)

Revised 10-29-11

Central axis describes a nesting relationship

• Cities and towns -- incorporated
• Census Designated Places (CDPs)

• 1,200 - 8,000 population (optimum 4,000)
• 480 - 3,200 housing units

• 600 - 3,000 population
• 240 - 1,200 housing units

• Blocks not defined by population
• Smallest geographic level at which data are released (Census, not ACS)
Population Estimates Program
Annual Releases in the Intercensal Years

• **Population counts**
  – Nation - - age, sex, race, and Hispanic origin
  – States - - age, sex, race, and Hispanic origin
  – Counties - - age, sex, race, and Hispanic origin
  – Incorporated places - - total population only

• **Housing unit counts**
  – Nation
  – States
  – Counties
# Population Estimates

## Schedule of New Estimates

The annual population and housing unit estimates are released on a flow basis throughout the year, beginning with the national and state total estimates release in December and ending with the state and core housing unit estimate release during the following summer.

<table>
<thead>
<tr>
<th>Population Detail</th>
<th>Latest Data Available</th>
<th>Date of Next Release (7/1/2011 data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National and State population and demographic components of population change</td>
<td>7/01/2011</td>
<td>12/2012 (7/01/2012 data)</td>
</tr>
<tr>
<td>Puerto Rico Commonwealth population estimates</td>
<td>7/01/2011</td>
<td>12/2012 (7/01/2012 data)</td>
</tr>
<tr>
<td>State and Puerto Rico Commonwealth population 18 and over</td>
<td>7/01/2011</td>
<td>1/2013 (7/01/2012 data)</td>
</tr>
<tr>
<td>County population and demographic components of population change</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>Puerto Rico municipio population</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>Metropolitan and micropolitan statistical area population and demographic components of population change</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>National population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>State population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>Puerto Rico Commonwealth population by age and sex</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>County population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>Puerto Rico municipio population by age and sex</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>National, State, and County housing units</td>
<td>7/01/2009</td>
<td>6/2012</td>
</tr>
<tr>
<td>Incorporated place and minor civil division population</td>
<td>7/01/2009</td>
<td>6/2012</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Population Division

Questions? / 1-866-758-1050
American Community Survey (ACS)

- Given competing demands and limited resources at their disposal, governments need to carefully ascertain appropriate funding levels for their initiatives.

- ACS provides dynamic information that reflects the rapidly changing economy.

- Assists in policy planning and identifying strategic trends.

Needs Assessment

Developing a General Plan

Implementing the Selected Plan
ACS Content

• Four types of characteristics
  – Social
  – Economic
  – Housing
  – Demographic

ACS=Estimates, not population counts
ACS - Social Characteristics

- Education
- Marital Status
- Fertility
- Veterans
- Disability
- Grandparent Caregivers

- Language
- Place of Birth
- Citizenship
- Year of Entry
- Ancestry
- Tribal Affiliation
ACS - Economic Characteristics

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
ACS - Housing Characteristics

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

- Sex
- Age
- Race
- Hispanic Origin
- Household Relationships
<table>
<thead>
<tr>
<th>Data Product</th>
<th>Population Threshold of Statistical Area</th>
<th>Year of Data Release</th>
<th>Year(s) of Data Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year Estimates</td>
<td>65,000 +</td>
<td>2006</td>
<td>2007</td>
</tr>
</tbody>
</table>

1-Year and 3-Year ACS Estimates

To help users determine which estimates to use, a basic comparison of 1-year and 3-year estimates is provided below. Additional information about the interpretation and use of 1-year and multi-year estimates is available on the ACS website:

http://www.census.gov/acs/www/guidance_for_data_users/comparing_data/


- The 2010 ACS 1-year estimates are based on data collected between January 2010 and December 2010:
  - Published for selected geographic areas with populations of 65,000 or greater
  - Represent the average characteristics over calendar year 2010
  - Have a smaller sample size than the 3-year estimates
  - Are more current than the 3-year estimates


- The 2008-2010 ACS 3-year estimates are based on data collected between January 2008 and December 2010:
  - Published for selected geographic areas with populations of 20,000 or greater
  - Represent the average characteristics over a 3-year period of time
  - Have a larger sample size than the 1-year estimates
  - Are less current than the 1-year estimates

2006-2010 ACS 5-Year Estimates released December 8, 2011; some new 5-year data products to be released in 2012

The 5-year ACS estimates (based on data collected from 2006 to 2010) were released in December 2011. The Census Bureau will release a 5-year estimate annually, dropping the oldest year and averaging the most recent five years of data. The Census Bureau does not publish estimates for small numbers of people if there is a probability that an individual can be identified. Note: Census tracts and block groups will be released in the 5-year estimates only, even if their population meets the threshold of 20,000 required for a 3-year estimate. Zip Code Tabulation Area (ZCTA) estimates will first be available in 2012, with the release of the 2007-2011 estimates.

*All Areas = All legal, administrative, and statistical geographic areas down to the block group level.

(Rev. 01-20-12)
ACS Questionnaires

American Community Survey

Latest Updates
- Notice on 2011 ACS Survey Improvements (posted 05/31/11)
- 2007-2009 ACS 3-year PUMS Files Released (posted 02/22/11)
- 2005-2009 ACS 5-year PUMS Files Released (posted 02/08/11)
- 2007-2009 ACS 3-year Data Released (posted 01/11/11)

Did You Receive a Survey?
Learn why you were selected; why you should participate; how to respond; why we ask specific questions; and more.

Methodology
- Methodology Main
- Sample Size and Data Quality
- 2006 Content Test
- Questionnaire Archive
- Special Data Studies

Library
- 2005
- 2006
- 2007
- 2008

American Community Survey data can be accessed using American FactFinder, the Census Bureau's data visualization tool.
Learning More
The ACS Compass Products

http://www.census.gov/acs/www/UseData/Compass/compass_series.html
The ACS Compass Products
A Compass for Understanding and Using American Community Survey Data

- General Data Users
- Businesses
- High School Teachers
- Congress
- Federal Agencies
- Media
- Puerto Rico Community Survey
- PUMS Users
- Researchers
- Rural Areas
- State and Local Governments
- American Indian and Alaska Native Populations
**Alternative Commuting Modes**

This May, communities across the country celebrated Bike to Work Day.

Data collected from the American Community Survey in 2009 show the percent of bicycle-commuters varies widely from city to city.

In Boulder, CO 12.3% of commuters rode their bikes to work.
American Community Survey

- 2010 Products - released
- 2011 Products - release schedule
  - 1 year (2011) estimates - September 2012
  - 3-year (2009-2011) estimates - October 2012
What Data?
2010 Census  …  ACS

• 2010 Census

Provide **counts** of every person residing in the United States for the purposes of Congressional apportionment and legislative redistricting.

• American Community Survey

Designed to provide **estimates** * that describe the average characteristics of an area over a specific time period.

* Margin Of Error (MOE)

Data for the American Community Survey are collected continuously throughout the year. Interviews conducted between January 1st and December 31st of a given year are aggregated to produce annual estimates for calendar years.
Thank you!

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