



Welcome 2019 Goldschmidt Data Workshop U.S. Census Bureau

Agenda

- Welcome Remarks
- The Public Information Office
- 2020 Census
- Overview of Census Bureau Surveys and Programs
 - Demographic Programs
 - Economic Programs

Between Decennial Censuses

- Produce annual demographic statistics through the American Community Survey, Current Population Survey, population estimates and 100+ other surveys/programs.
- Collect economic data through monthly and annual surveys, as well as the Economic Census every five years.

American Community Survey

- Ongoing monthly survey sent to 3.5 million addresses/year.
- Data goes back to 2005.
- Produces timely data for small areas and population groups previously collected on the decennial long form.
- Covers 35+ topics (employment, occupation, veterans status, commuting, etc.) and supports 300+ known federal government uses.
- Estimates released annually.

When to Use ACS 1-Year vs 5-Year Estimates

| | 1-Year | 5-Year |
|-----------------------|--------|--------|
| Single Year Estimates | X | |
| Small Area Estimates | | X |
| Demographic Detail | X | X |

Current Population Survey

- One of the oldest, largest and most well-recognized surveys in the United States.
- Primary source of monthly labor force statistics, and monthly demographic statistics on 30+ topics such as:
 - Educational attainment.
 - Families and living arrangements.
 - Income, poverty and health insurance.
 - Mover rates, etc.

Population Estimates

- Produces most up-to-date population numbers between decennial censuses.
- Estimates released four times a year:
 - National and state (December).
 - County and metropolitan/micropolitan (April).
 - City and town (May).
 - National, state and housing units (May).
 - National, state and county demographics (June).

Demographic Recap

Primary surveys/programs conducted between censuses:

- American Community Survey
- Current Population Survey
- Population estimates

| | American Community Survey | Current Population Survey | Population Estimates |
|----------|---------------------------|---------------------------|----------------------|
| National | X | X | X |
| Local | X | | X |

Note: There are 100+ surveys and programs conducted by the Census Bureau each year.

- Placeholder for Adam presentation

- Placeholder for Andy presentation

- Placeholder for Earlene/Joyce presentation

Newsroom

The screenshot shows the U.S. Census Bureau Newsroom website. At the top is a dark blue navigation bar with the 'United States Census Bureau' logo on the left, a search bar, and several menu items: 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. Below the navigation bar is a breadcrumb trail: '// Census.gov / Newsroom'. The main heading is 'Newsroom'. On the left is a vertical sidebar menu with links: 'About', 'Facts for Features', 'Press Releases', 'Press Kits', 'Stats for Stories', and 'Tip Sheets'. The main content area has a sub-heading 'The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media.' followed by a 'Read More' link. Below this is a list of links: 'U.S. Census Bureau Profile America', 'Events/Release Schedule', 'C-SPAN's America by the Numbers', 'Subscription Requests', 'Our Leadership', 'Videos', 'Embargoed Releases', 'Social Media/Blogs', and 'En Español'. There are also 'Economic Indicators' listed. To the right of the text is a photograph of a television news studio with a camera on a tripod. Below the main text is a 'News' section with two entries. The first entry is dated 'FEBRUARY 06, 2019' and is titled 'U.S. Census Bureau Releases Revised Economic Indicator Calendar'. The second entry is dated 'FEBRUARY 05, 2019' and is titled 'U.S. Census Bureau Streamlines Reporting for Retailers'. In the bottom right corner of the page, there is a small 'is this page helpful?' poll with a 'Yes' button.

[Subscribe](#) to our Newsroom for updates on news releases, embargoed releases and upcoming events.

Upcoming Releases and Events

- April 1 – One Year Out from Census Day
- April 9 – Small Area Health Insurance Estimates News Release
- April 18 – 2018 Population Estimates for Counties, Metropolitan, Micropolitan and Puerto Rico Municipios (Embargo starts April 16)

America Counts: Stories Behind the Numbers



The screenshot shows the top navigation bar of the United States Census Bureau website. The main content area features a large aerial photograph of a desert city with a dark blue overlay containing the text "Fast Growth in the Desert Southwest Continues". Below the photo is a "Population" tag. The article title is "About 14.6 Million People Live in 40 Counties in Five States" by Paul J. Mackun, dated February 11, 2019. A sub-headline reads: "This story is part of an occasional series highlighting population and regional trends in the United States." The text begins: "The Desert Southwest encompasses some of the country's most arid territory and yet continues to be a fast-growing region of the United States. In 2016, approximately 14.6 million people lived in the Desert Southwest's 40". To the right of the text is a smaller aerial photo of a coastal city with a "POPULATION" tag and a "Is this page helpful?" feedback widget.

Accessible on our home page, through the library tab or direct link.

[www.census.gov/
AmericaCounts](http://www.census.gov/AmericaCounts)

America Counts features stories using Census Bureau data that give real-world application and context to the data.

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