



# Welcome 2020 Goldschmidt Data Workshop U.S. Census Bureau

# Agenda

- Welcome Remarks
- The Public Information Office
- 2020 Census
- Census Bureau Surveys and Programs
- [data.census.gov](https://data.census.gov)
- 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 (March).
  - 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.

# Newsroom

The screenshot shows the top navigation bar of the U.S. Census Bureau website. It includes the logo, 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, the page title is "Newsroom". On the left, there is a sidebar with links: About, Facts for Features, Press Releases, Press Kits, Stats for Stories, and Tip Sheets. The main content area features a 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 and a list of categories: U.S. Census Bureau Profile America, C-SPAN's America by the Numbers, Our Leadership, Embargoed Releases, En Español, Economic Indicators, Events/Release Schedule, Subscription Requests, Videos, and Social Media/Blogs. There is a video player showing a camera on a tripod. Below this, there are two news items: "U.S. Census Bureau Releases Revised Economic Indicator Calendar" and "U.S. Census Bureau Streamlines Reporting for Retailers". A small "is this page helpful?" poll is visible in the bottom right corner.

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



# America Counts: Stories Behind the Numbers

The screenshot shows the top of the America Counts website. At the top left is the 'United States Census Bureau' logo. To its right is a search bar. Below the logo and search bar is a navigation menu with links for 'BY TOPIC', 'BY STATE', 'LEARN', 'SUPPORT/ISSUES', 'INTERNATIONAL', 'FOR A JOB', and 'ABOUT'. Below the navigation menu is a banner image featuring a 'United States Census 2020' sign and a blue light fixture. A dark blue overlay at the bottom left of the banner contains the text '2020 Census Recruitment Campaign Kicks Off Today'. Below the banner is a list of articles. The first article is titled 'Census Bureau Holding Jobs Events All Over the Country' and includes a sub-headline 'AHEAD OF COUNTS STATE | OCTOBER 20, 2019'. To the right of the article text is a small image of a person walking on a sidewalk with a 'BELLEVUE' sign at the bottom.

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

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

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

# Tell Us What You Think!

Please fill out the feedback form  
included in your press kit.

# Public Information Office

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