

U.S. Census Bureau Resources for Reporters

Society for Advancing Business Editing and Writing
March 22, 2022

Leslie Malone and Jewel Jordan
Public Information Office

Agenda

- Introduction to Census Bureau Data
- Data Equity
- Race and Ethnicity Statistics

Census 101: Intro to Census Bureau Data

Jewel Jordan, Public Affairs Specialist, U.S. Census Bureau

Census Bureau Overview

Mission

To measure America's people and economy.

Every 10 Years (Decennial Census)

Count every person living in the United States once, only once, and in the right place.

Every Year

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 5 years.

Public Information Office

- Visit the Census Bureau newsroom and sign up for media alerts. <https://www.census.gov/newsroom.html>
- E-mail or call us for statistics or interviews with subject matter experts.
- pio@census.gov or 301-763-3030 or 877-861-2010.

Census.gov Newsroom

- News Releases and Media Advisories
 - <https://www.census.gov/newsroom/press-releases.html>
- Press Kits
 - <https://www.census.gov/newsroom/press-kits.html>
- Biweekly Tip Sheet
 - <https://www.census.gov/newsroom/tip-sheets.html>
- Embargoed News Releases
 - https://www.census.gov/newsroom/releases/archives/embargoed_releases/
- Blogs
 - https://www.census.gov/about/contact-us/social_media.html
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Newsroom

The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media.

[Read More](#)

- 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
- Social Media/Blogs



News

America Counts: Stories Behind the Numbers

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

www.census.gov/AmericaCounts



Community Resilience Estimates Tool Examines At-Risk Factors From Low Income to Lack of Health Insurance

R. CHASE SAWYER, BETHANY DE SALVO AND TIM ALLEN
MARCH 15, 2022

Tornadoes, high winds, flooding and severe storms ravaged parts of Kentucky, Tennessee and Illinois last December.

A new U.S. Census Bureau tool helps the Federal Emergency Management Agency



POPULATION
Measuring Community Resilience Equitably
The Census Bureau's Community Resilience Estimates program releases dataset and

2020 Census

- Latest 2020 Census Releases
 - <https://www.census.gov/programs-surveys/decennial-census/decade/2020/planning-management/release/about-2020-data-products.html>
- Apportionment and Redistricting Data Now Available:
 - Apportionment results include state counts and redistricting results include local counts by race, ethnicity and voting age
 - <https://www.census.gov/programs-surveys/decennial-census/decade/2020/2020-census-results.html>
- Comparisons can be made back the 2010 Census and other decennial censuses.

American Community Survey

- Ongoing monthly survey sent to 3.5 million addresses/year.
- Produces timely data for small areas and population groups previously collected on the decennial long form.
- Covers 35+ topics (employment, occupation, veteran status, commuting, etc.) and supports 300+ known federal government uses.
- 1-Year and 5-Year estimates released annually.
- Data goes back to 2005.
- COVID-19 Impact on the 2020 ACS release:
 - 5-Year Press Kit - <https://www.census.gov/newsroom/press-releases/2021/acs-5-year-estimates.html>.
 - 1-Year Press Kit - <https://www.census.gov/newsroom/press-kits/2021/impact-pandemic-2020-acs-1-year.html>.

Key Dates

- November 30, 2021: 2020 ACS 1-Year Experimental Estimates*
- March 17, 2022: 2016–2020 ACS 5-Year Estimates
- September 2022: 2021 ACS 1-Year Estimates
- December 2022: 2017–2021 ACS 5-Year Estimates

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.

<https://www.census.gov/programs-surveys/cps.html>

Key Dates

- September: Income, Poverty, Health Insurance
- November: Families and Living Arrangements

Population Estimates

- Produces most up-to-date population numbers between decennial censuses.
- Provides population counts for nation, state, counties, and incorporated places.
- Housing unit totals are available at national and state levels.

<https://www.census.gov/programs-surveys/popest.html>

Key Dates

- March 22, 2022: County and metro/micro areas
- May 2022: Cities and towns
- May 2022: National, state, and county housing units
- June 2022: National, state, and county demographics
- December 2022: National, state, and Puerto Rico

Pulse Survey

Household Pulse Survey

- The survey asks questions about how unemployment insurance benefits, the Child Tax Credit, sexual orientation and gender identity, rent/mortgage arrears, utility arrears and restrictions, summer catch-up education activities for grades K-12, preventative health care for children, the COVID-19 vaccination, and transportation have been affected by the ongoing crisis.
- Available on a monthly basis.
- Access statistics: <https://www.census.gov/data-tools/demo/hhp/>.

Data Equity

Leslie Malone, Public Affairs Specialist, U.S. Census Bureau

Data Equity

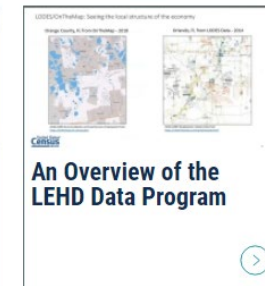
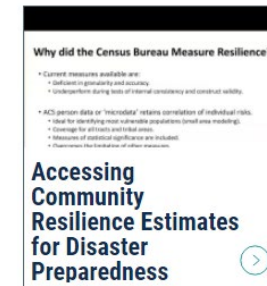
- Census Bureau surveys and programs have long measured equity gaps across demographic groups.
- Publicly available data and tools can help identify vulnerable and underserved communities.
- The Census Bureau is committed to raising awareness about data, tools, and resources available to help federal, state, local governments and community groups identify underserved communities and equitably distribute resources.

<https://www.census.gov/about/what/data-equity.html>

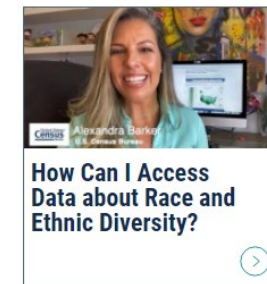
Data for Equity

- Demographic Data
- Data Tools
- Public Assistance Program Metrics
- Diversity Measurement
- Data Education

Videos



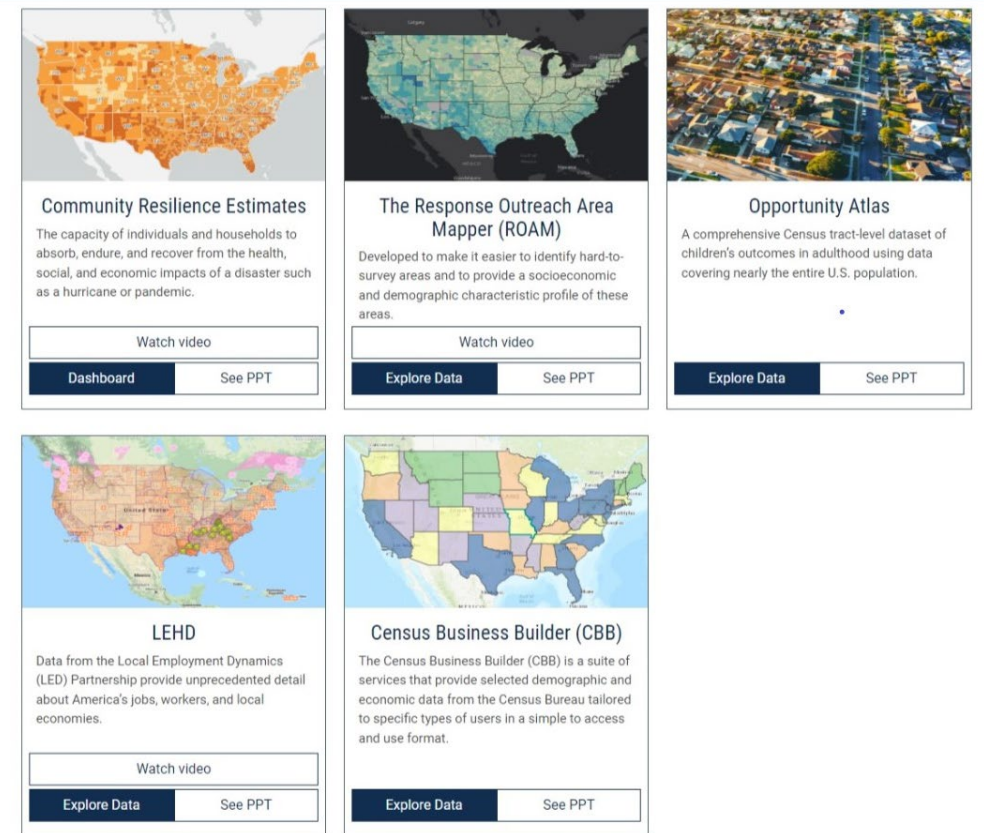
Data Gems



<https://www.census.gov/about/what/data-equity.html>

Data Equity Tools

- Community Resilience Estimates
- The Response Outreach Area Mapper
- Opportunity Atlas
- LEHD
- Census Business Builder
- Household Pulse Survey
- Income and Poverty Interactive Data Tool



Community Resilience Estimates
The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

The Response Outreach Area Mapper (ROAM)
Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

Opportunity Atlas
A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

LEHD
Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

Census Business Builder (CBB)
The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

<https://www.census.gov/about/what/data-equity/tools.html>

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Visit the Census Newsroom www.census.gov to sign up for **regular updates** on the census operations timeline, data sources and press releases



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