

# Exploring Census Data Tools and Apps

Presenter: (Luke) Anh Nguyen  
Data Dissemination Specialist

Data Dissemination Branch  
Customer Liaison & Marketing Services Office  
U.S. Census Bureau

Cell: [404-291-0980](tel:404-291-0980)

Email: [anh.t.nguyen@census.gov](mailto:anh.t.nguyen@census.gov)

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

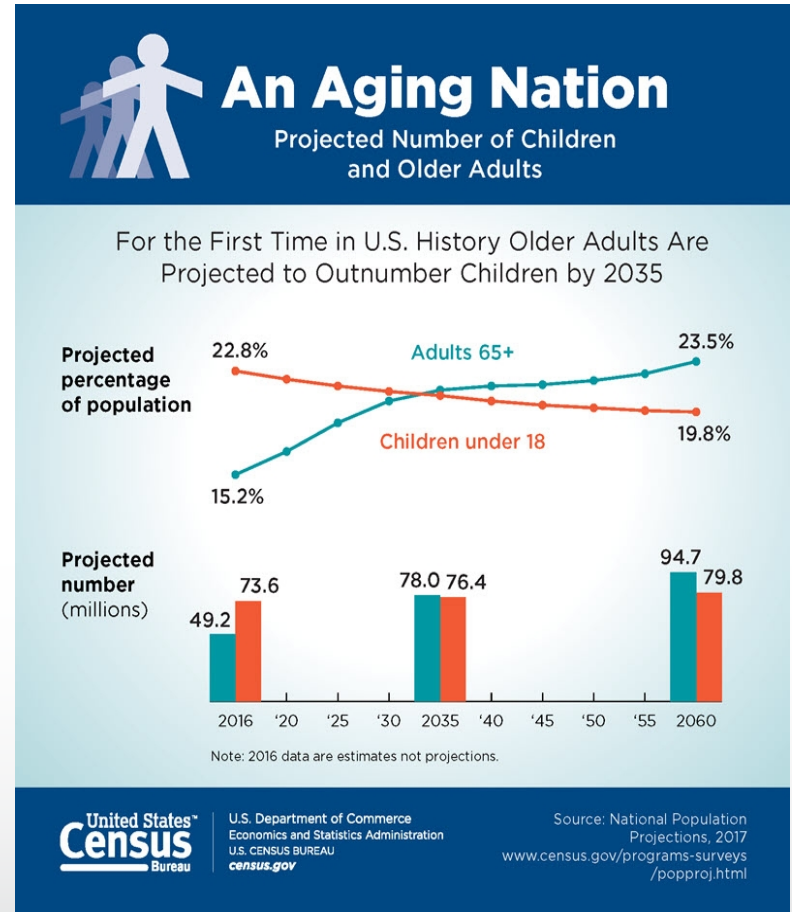
# U.S. Population Projected to Cross 325 Million Threshold

## Driving Population Growth

### An Aging Nation

# America Counts

## Stories Behind The Numbers



# America Counts: Stories Behind The Numbers

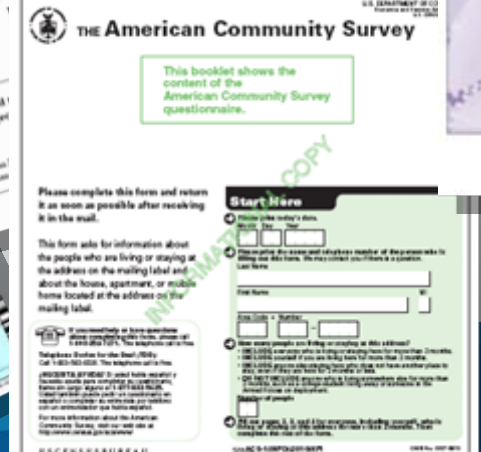
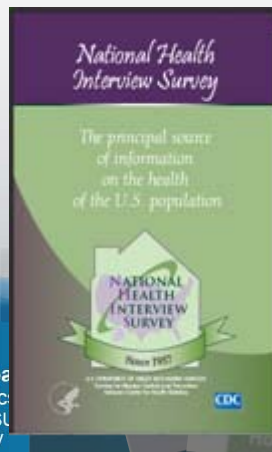


# Trends to Track

- **Aging of the Population**
- **Declining Household Size**
- **Changing Household Composition**
- **Grandparents as Caregivers**
- **Mothers with Infants Returning to the Labor Force**
- **Children Living in Poverty**
- **Growth of Racial and Ethnic Groups**

# Did You Know?

- The Census Bureau conducts more than 130 surveys each year.
- Demographic Surveys
- Economic Surveys
- Survey Sponsors
  - [Bureau of Justice Statistics \(BJS\)](#)
  - [Bureau of Labor Statistics \(BLS\)](#)
  - [Bureau of Transportation Statistics \(BTS\)](#)
  - [Department of Housing and Urban Development \(HUD\)](#)
  - [National Center for Education Statistics \(NCES\)](#)
  - [National Center for Health Statistics \(NCHS\)](#)
  - [The National Science Foundation \(NSF\)](#)
  - [The Social Security Administration \(SSA\)](#)



# Federal Law

## Title 13 Protections

### Title 13 Protections: Private Information is Never Published

- No names
- No addresses including [GPS Coordinates](#)
- No Social Security Numbers
- No telephone numbers

## Confidentiality

### How do we protect your information?






- Personally identifiable information
- Restricted Access
- Federal prison sentence of up to five years
- A fine of up to \$250,000, or both.

# Decennial Census

- Age
- Sex
- Relationship
- Hispanic Origin
- Race
- Number of People Living in Housing Unit
- Housing Tenure

The image displays a collage related to the 2010 U.S. Census. On the left is a photograph of the official census form, titled 'This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.' The form includes instructions for filling it out and lists questions such as 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?' and 'What is Person 1's sex?'. A vertical column of numbers from 1 to 10 is positioned in the center, with a red line running through it. To the right, a partial view of the form shows questions about race and ethnicity, including 'Is Person 1 of Hispanic, Mexican, or Puerto Rican origin?' and 'What is Person 1's race?'.

# American Community Survey

 <p><b>Employment</b> The ACS asks whether respondents are employed, unemployed, and out of the labor force. It also asks about weeks and hours worked and about industry and occupation.</p>	 <p><b>Income and Housing Costs</b> The ACS asks several questions about the money you receive from various sources and your regular living expenses such as rents, mortgages, taxes, and utilities.</p>	 <p><b>Housing Characteristics</b> The ACS asks questions about plumbing, kitchen facilities, and other housing features to help identify areas with substandard housing. Questions about the size and age of housing also flag local problems like overcrowding, health hazards, and congestion.</p>
 <p><b>Education</b> The ACS asks about school enrollment, gathering information on America's students from nursery school to graduate school and on whether they are in a private or public school. It also asks about educational attainment—did the respondent earn a high school diploma or the equivalent, a bachelor's degree, or higher?</p>	 <p><b>Commuting</b> The ACS asks about your daily commute—where you go, how you get there, what time you leave for work, and how long it takes—to understand where people are traveling during a normal day.</p>	 <p><b>Owners and Renters</b> The ACS asks about whether you own or rent your home, and the amount of monthly rent or how much the home and property are worth.</p>
 <p><b>Veterans</b> The ACS asks about a person's military service, where veterans are moving throughout the country, their ages, and their VA service-connected disability rating status to understand veterans' needs at the community level. Though the Department of Veterans Affairs (VA) maintains veterans' records, the ACS provides additional statistics about all veterans, regardless of whether they utilize VA services.</p>	 <p><b>Disability and Health Insurance</b> The ACS asks about a person's difficulty with specific daily living tasks: Do you have difficulty seeing or hearing? Do you have difficulty walking or climbing stairs or in dressing or bathing? The ACS also asks whether people have health insurance, including type of health insurance for those who have health coverage plans.</p>	 <p><b>People and Relationships</b> The ACS asks respondents about their age, sex, race, Hispanic origin, and their relationship to others in the household.</p>



# Economic Census

- Conducted every five year
  - Measures of American business and the economy
  - Required by law.
- 
- Informs legislation
  - Guides policy decisions that
  - Advances economic vitality, Encourages economic growth
  - Fosters job creation
  - Supports deficit reduction

**United States™ Census Bureau** Invest Now to Measure Our Dynamic Economy  
Innovation Leads to Better Business Decisions

### What Is the Economic Census?

The Economic Census is the cornerstone of the United States' system of economic statistics. Its data products provide the foundation for other key measures of economic performance.

The Economic Census informs legislation and guides policy decisions, advances economic vitality, encourages economic growth, fosters job creation, supports deficit reduction, and otherwise provides for effective government.

The ongoing research will help the Census Bureau better meet these goals.

### A More Complete Economic Census

■ Existing Economic Census Content ■ Improved Content

arts & entertainment accommodations  
women-owned businesses services  
mining **research & development** utilities  
**supply side/demand side** health care  
wholesale trade **business practices** construction  
**technological advances** commodity flows  
retail trade **labor market innovations**  
manufacturing transportation & warehousing  
management

### Elements of an Efficient Economic Census

- 1 Move to 100 percent internet collection to reduce cost and increase efficiency.
- 2 Reduce respondent burden by relying more on existing business records.
- 3 Automate operations to increase productivity.
- 4 Improve data products to reflect our ever-changing U.S. economy.

More Timely  
+ More Relevant  
Best Picture  
of Our  
Economy

### Economic Census Timeline

**RESEARCH AND TESTING PHASE**

2015	2016	2017	2018	2019	2020
Conduct research to determine new content and support 100 percent electronic collection (Complete)	Develop collection strategy (Complete) / Develop electronic instrument (In Progress)	Finalize content / Submit for OMB approval	Begin respondent outreach / Begin electronic collection	Release Collection Progress Memorandum	December 2019: Release <b>Business Outlook Report</b> / May 2020: Release <b>Inventory with Business Outlook</b> for the United States and all states
					June 2020 - April 2021: Release <b>Geographic Area Statistics</b> for all industries and states with populations of 2,500+

**BENEFITS OF RESEARCH**

- Provide businesses with the right tools to make data-driven decisions.
- Disseminate data for use by policy-makers.

United States™  
**Census**  
Bureau

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

9



# census.gov

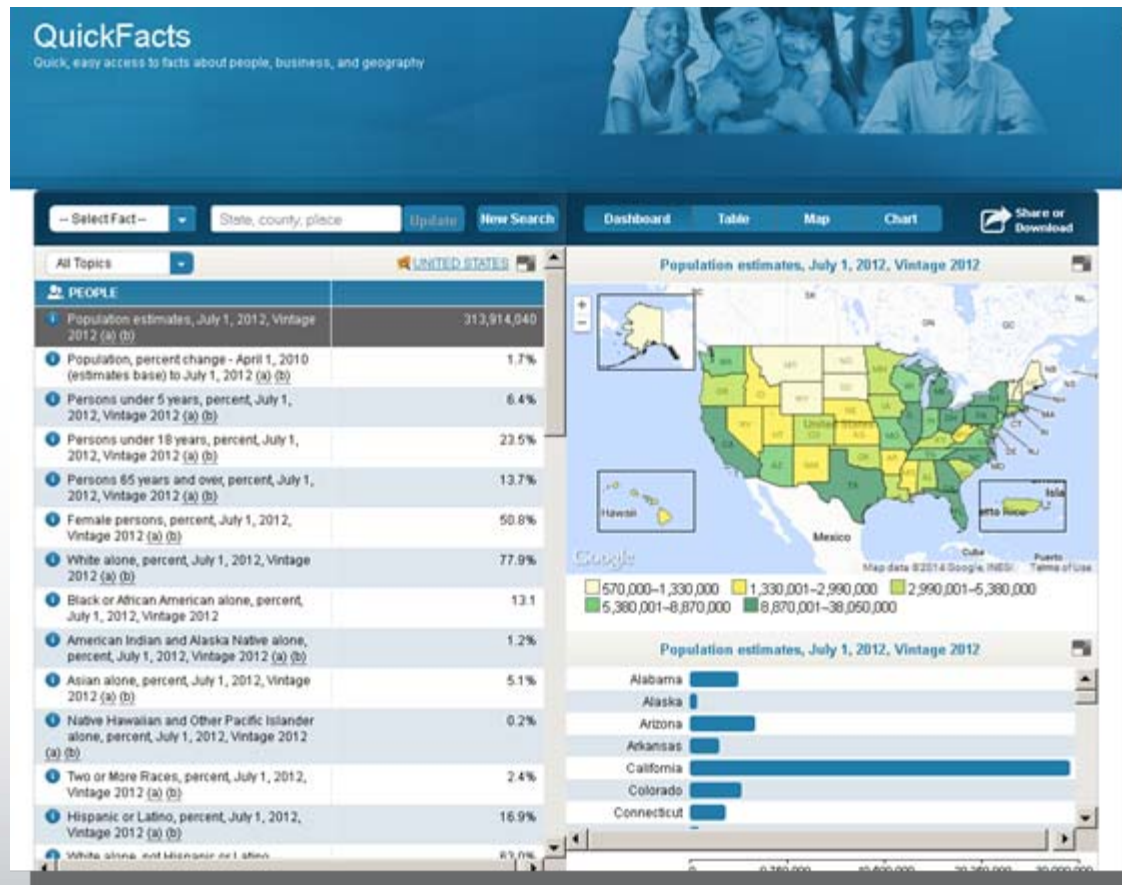
## Data Tools and Apps

The screenshot displays the homepage of the United States Census Bureau website. At the top right, it lists 'U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs' and includes a search bar. The main navigation bar features several categories: 'Topics' (Population, Economy), 'Geography' (Maps, Products), 'Library' (Infographics, Publications), 'Data' (Tools, Developers), 'Surveys/Programs' (Respond, Survey Data), 'Newsroom' (News, Blogs), and 'About Us' (Our Research). Below this, a grid of buttons provides access to 'Data Main', 'Data Tools & Apps' (with a dropdown arrow), 'Developers', 'Mobile Apps', 'Product Catalog', 'Related Sites', 'Software', 'Training & Workshops', and 'Visualizations'. A featured article titled 'Demographic & Economic Profiles of Electorates by State' is highlighted, with a sub-headline 'The U.S. Census Bureau presents a variety of statistics that give an overall profile of the state's voting-age population and industries.' The article includes a small image of hands holding documents and a social media sharing bar at the bottom right.

# QuickFacts

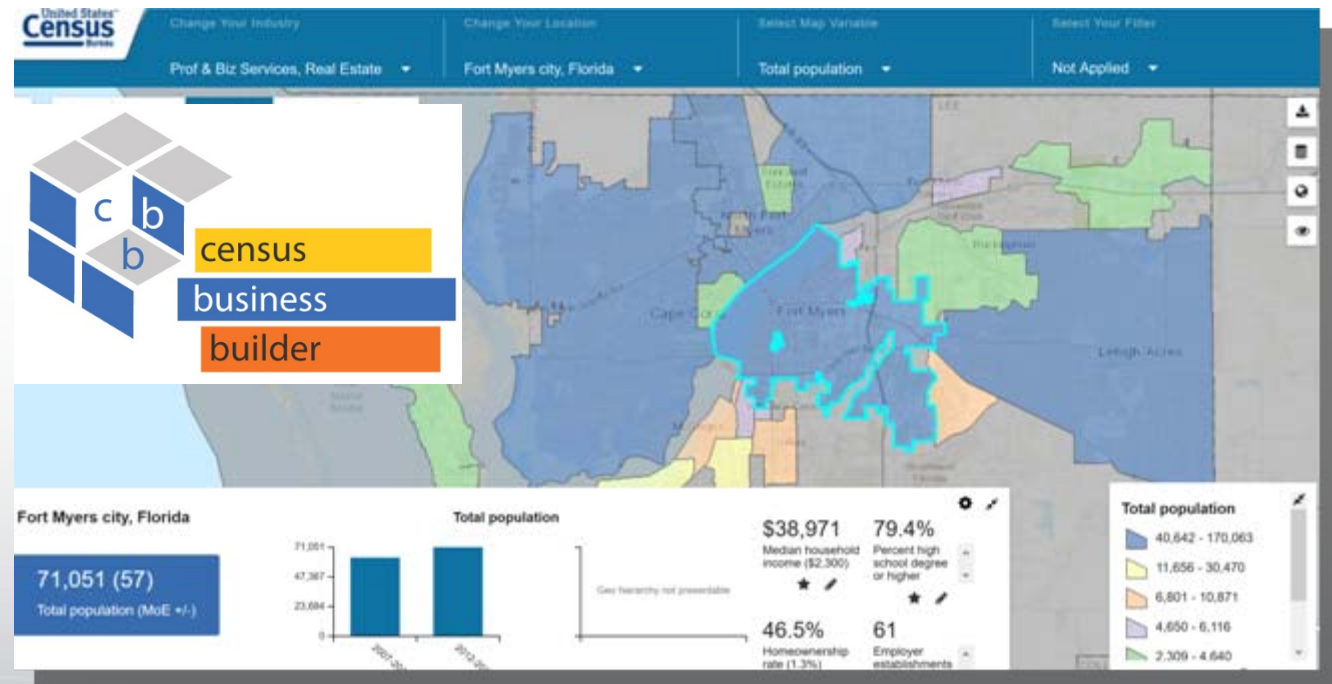
Statistics for all states and counties, and for cities and towns with a **population of 5,000 or more.**

- Tables
- Maps
- Charts
- Customize
- Share
- Embed
- Download



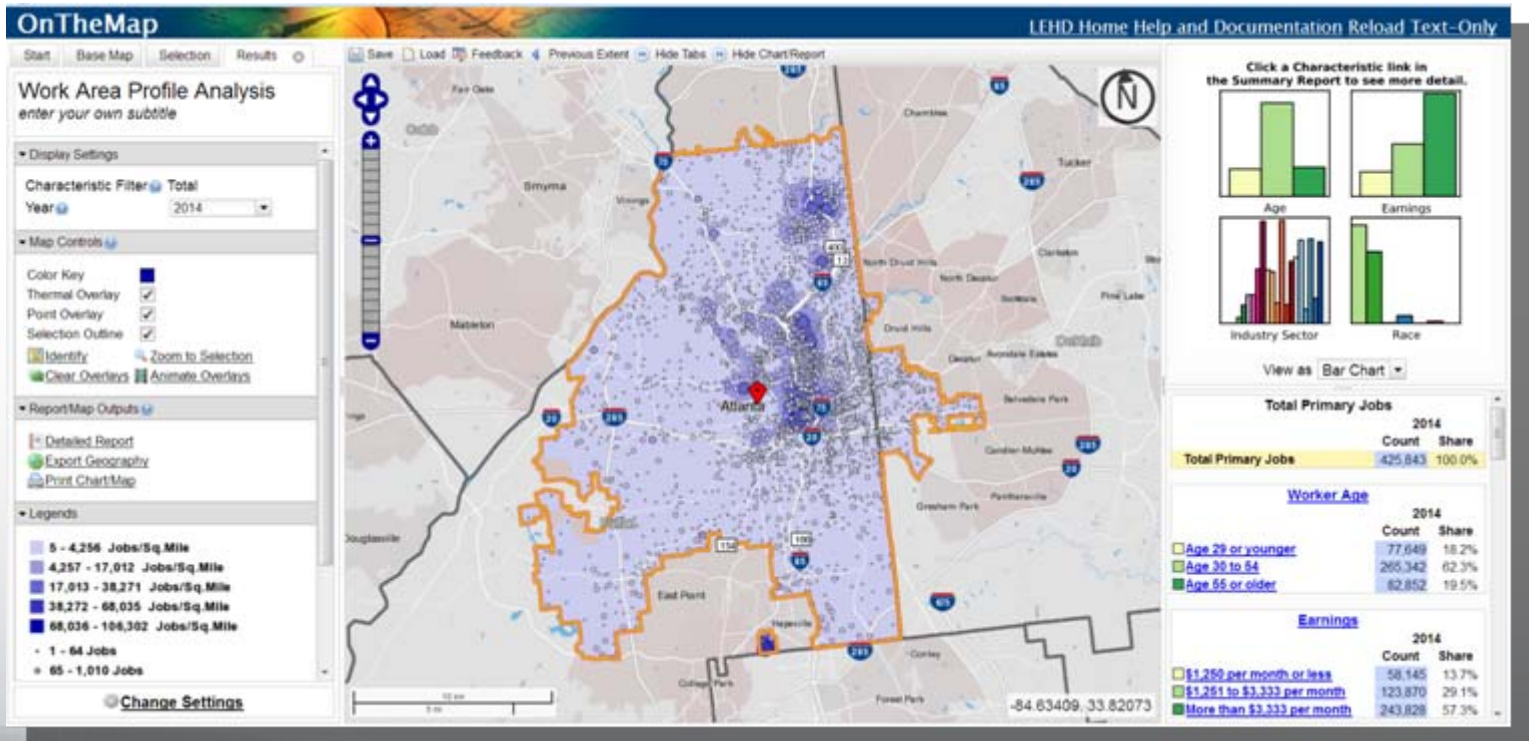
# Census Business Builder

- Data for small business they want to open.
- Easy to use, customer-focused.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or customer base.
- Compare data to neighboring counties, state, and national averages.
- Downloadable and printable business reports.



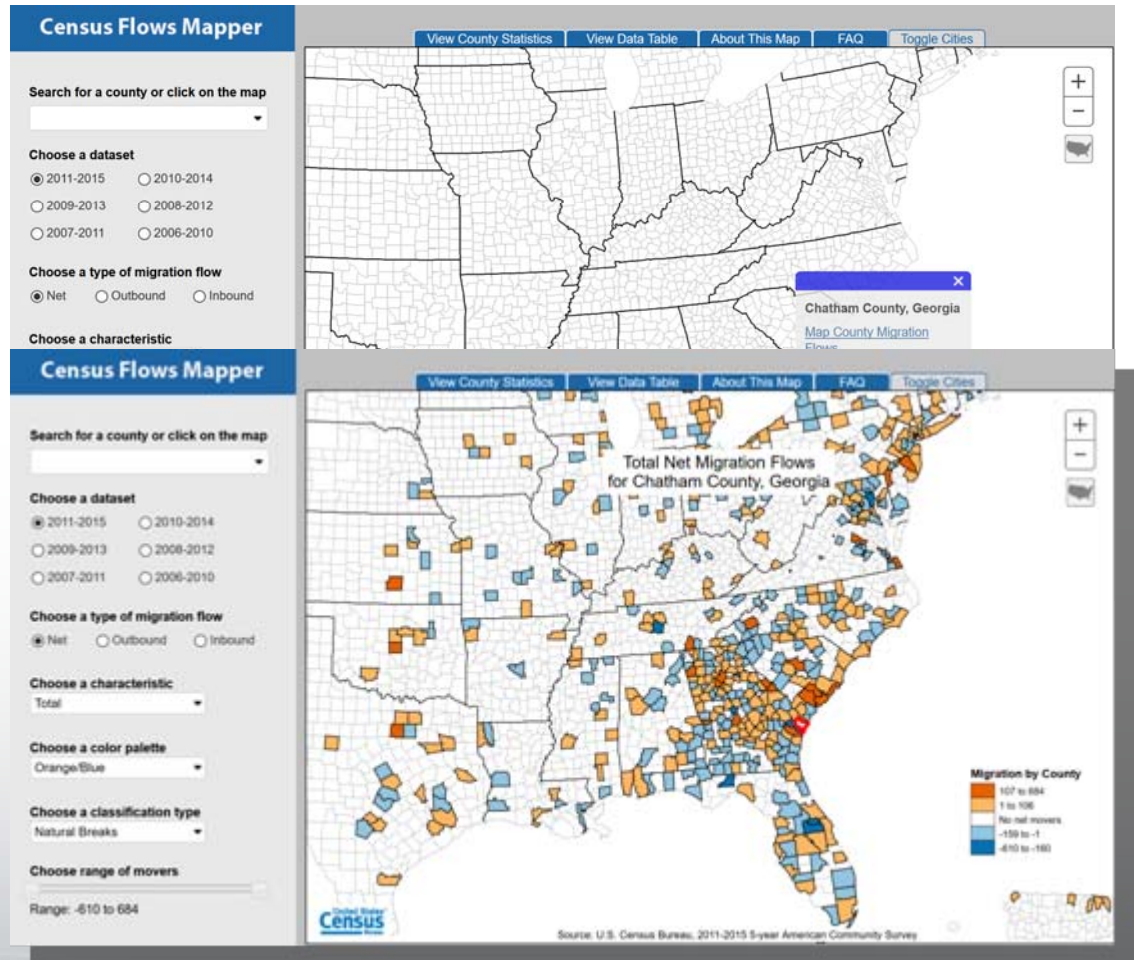
# OnTheMap

Where Workers Live and Where Workers Work



# Census Flow Mapper

a simple interface to view and save **county-to-county migration flows** maps of the United States, Using American Community Survey data.

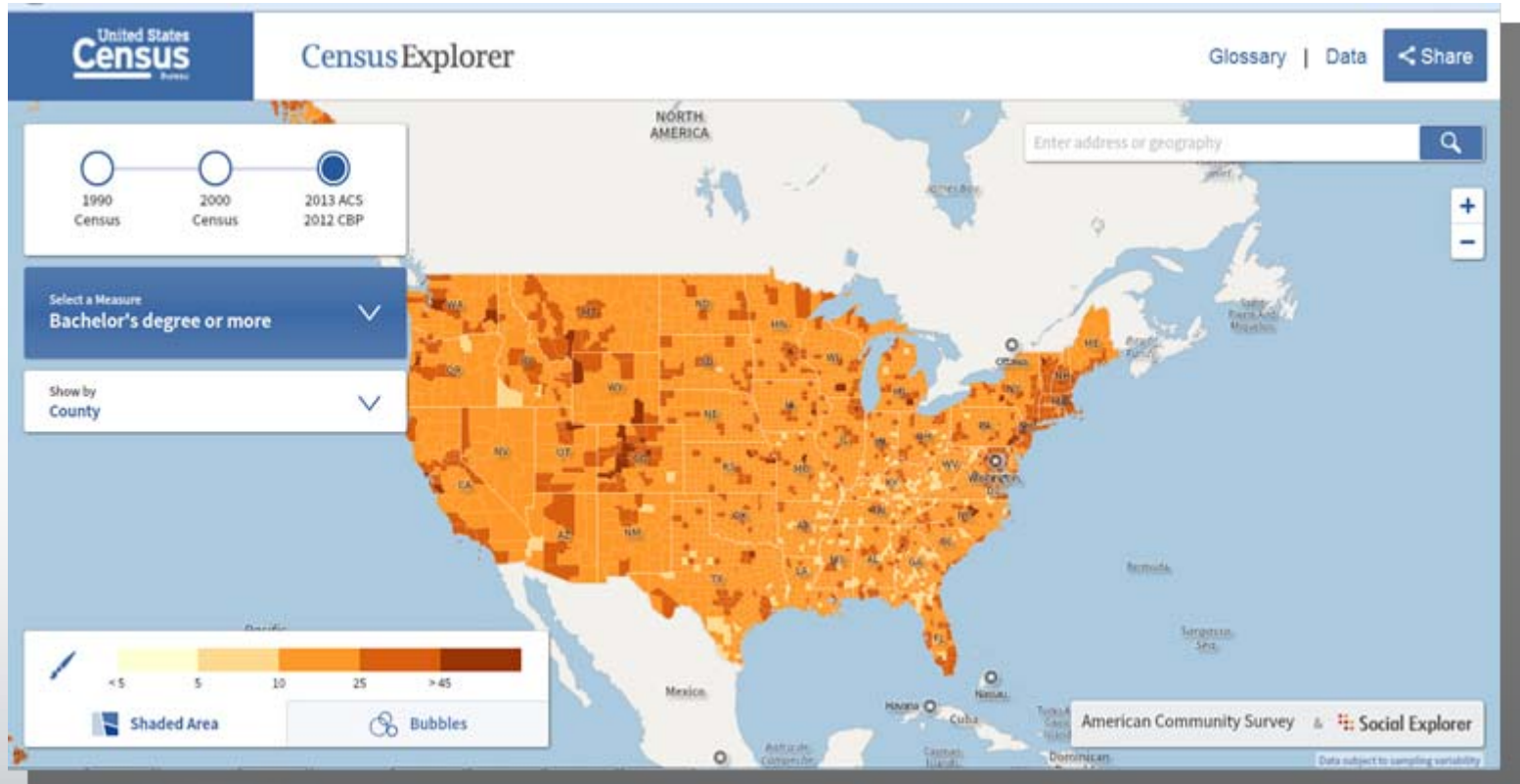


# Census Engagement Navigator

Demographics of these neighborhoods with high or low return rates in the 2010 census,



# Census Explorer





# American FactFinder



AMERICAN  
FactFinder



[Feedback](#) [FAQs](#) [Glossary](#) [Help](#)

MAIN

COMMUNITY FACTS

GUIDED SEARCH

ADVANCED SEARCH

DOWNLOAD CENTER

English

Español



**The January 2016 update to American FactFinder is here!**

Read about upgrades to reference maps, thematic maps, and more in the [January 2016 Updates to American FactFinder](#).

For information on all software updates, see the Software Updates section on the [News and Notes](#) page.

## ▼ Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

GO

## ▶ Guided Search

## ▶ Advanced Search

## ▶ Download Center





**Question?**



**Feedback Evaluation**

<http://questionweb.com/59212/>



**[census.askdata@census.gov](mailto:census.askdata@census.gov)**



**1-844-ASK-DATA**

**1-844-275-3282**

**Thank You!**

**(Luke) Anh Nguyen**

[anh.t.nguyen@census.gov](mailto:anh.t.nguyen@census.gov)

404.291.0980