

Census 2020 & Introduction to data.census.gov



**Presented By Luz M. Castillo, Assistant Regional Census Manager
U.S. Census Bureau, Los Angeles Regional Census Center**

Census Bureau Mission

To serve as the leading source of quality data about the nation's people and economy.



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Standard 2020 Census Logo

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AIAN 2020 Census Logo

**Dale forma
a tu futuro
EMPIEZA AQUÍ >**

**Censo
2020**
Puerto Rico

Puerto Rico 2020 Census Logo

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2020**

It is in the Constitution

It is in the Constitution Article 1, Section 2 of the U.S. Constitution

“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

The fact that it is in the constitution makes it's central to a democratic form of government.

Why does the Census Matter?

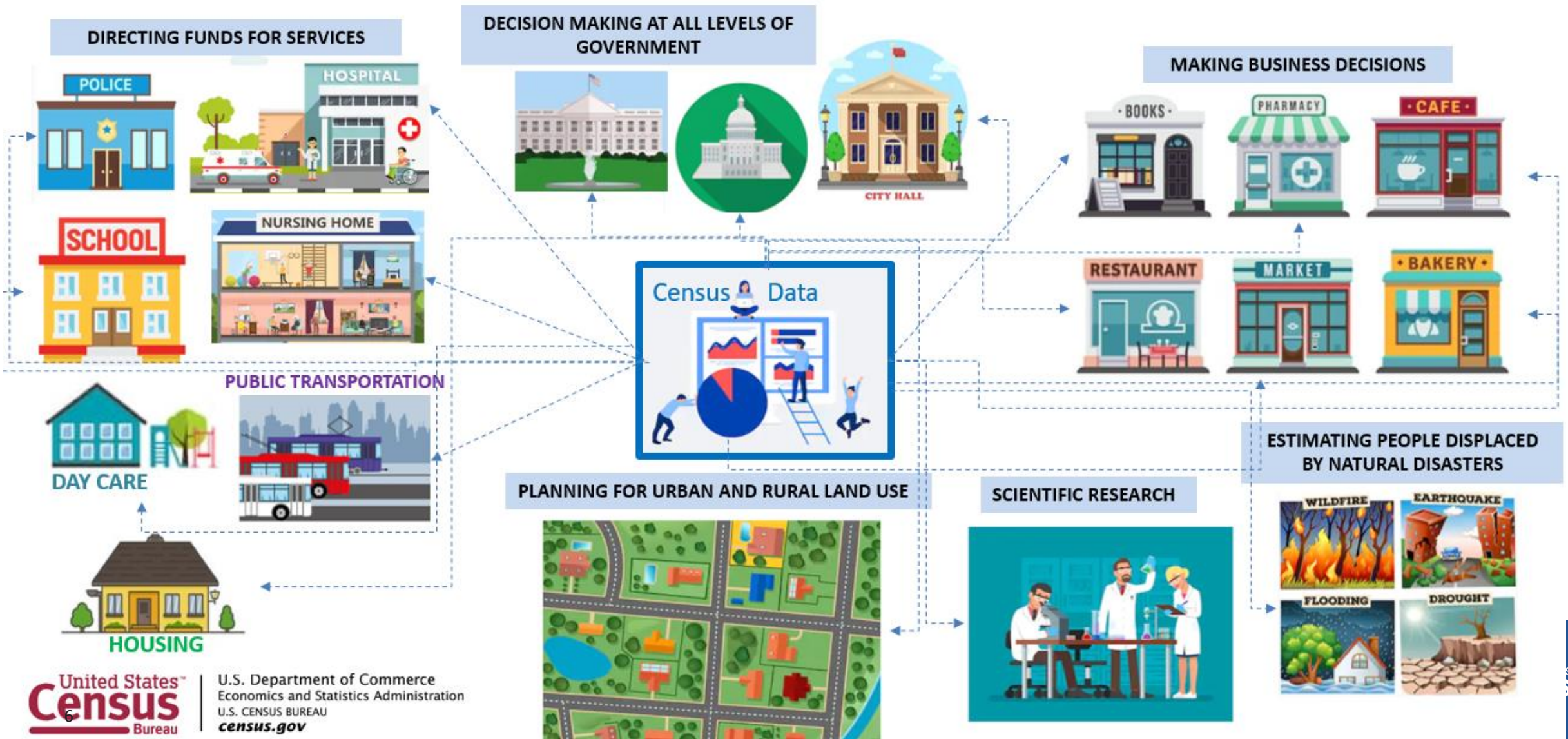
Power

- Power in Representation
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

Money

- More than \$675 Billion distributed annually
- Funding distributed based on population

Census Data is important



Your Answers are Protected by Law

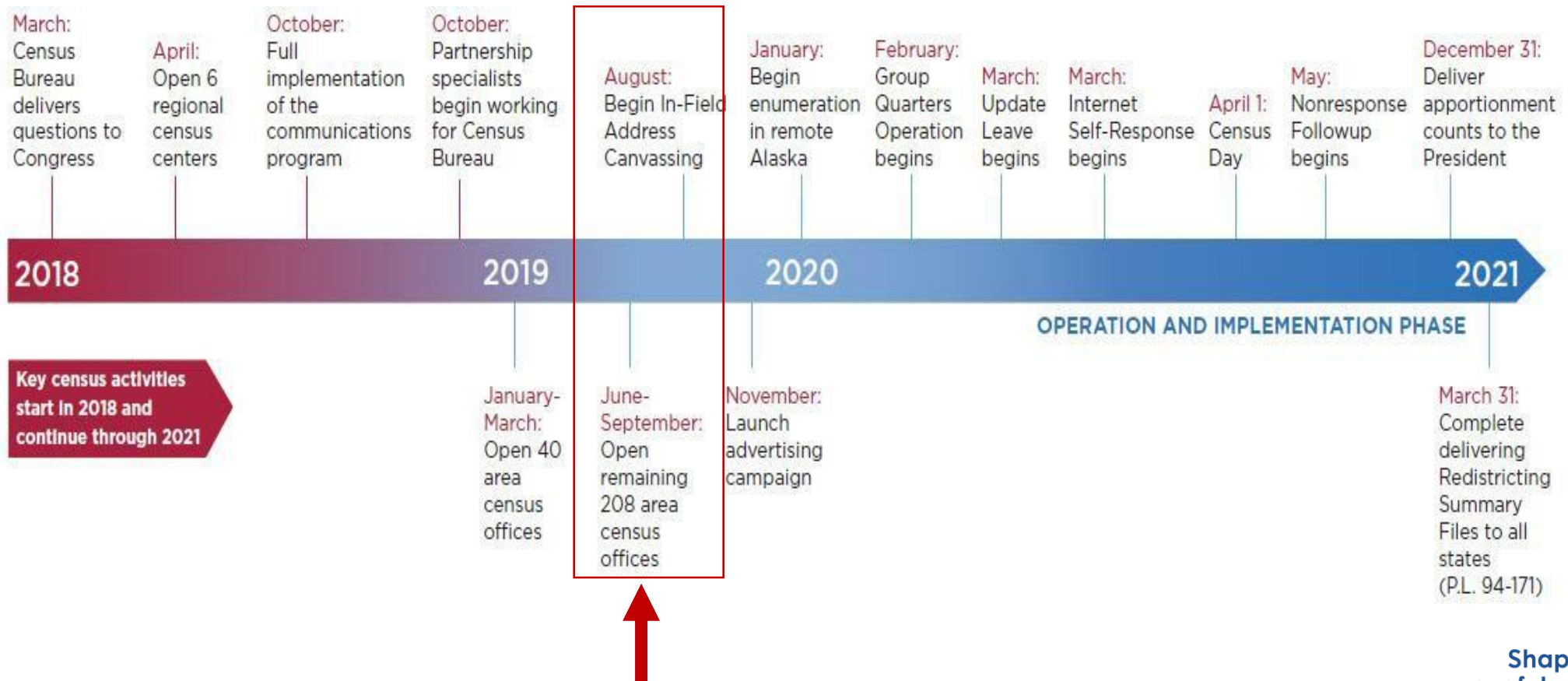
Title 13 of the U.S. Code

- **The Census is Confidential and required by Law**
- **Results of the Census are reported in Statistical format only**
- **We do not share a respondents personal information or responses with any other government agencies**
- **All Census Employees swear to a lifetime oath to protect respondent information**
- **Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000**

Statistical Data on census.gov — Quick Facts

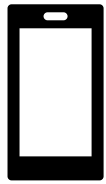
All Topics ▾	Antioch city, California ✕	Contra Costa County, California ✕
Population estimates, July 1, 2018, (V2018)	111,535	1,150,215
PEOPLE		
Population		
Population estimates, July 1, 2018, (V2018)	111,535	1,150,215
Population estimates base, April 1, 2010, (V2018)	102,745	1,049,204
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	8.6%	9.6%
Population, Census, April 1, 2010	102,372	1,049,025
Age and Sex		
Persons under 5 years, percent	△ 6.4%	△ 5.7%
Persons under 18 years, percent	△ 25.9%	△ 22.8%
Persons 65 years and over, percent	△ 10.8%	△ 15.3%
Female persons, percent	△ 51.5%	△ 51.1%
Race and Hispanic Origin		
White alone, percent	△ 44.0%	△ 65.9%
Black or African American alone, percent (a)	△ 20.1%	△ 9.5%
American Indian and Alaska Native alone, percent (a)	△ 0.8%	△ 1.0%
Asian alone, percent (a)	△ 10.9%	△ 17.7%
Native Hawaiian and Other Pacific Islander alone, percent (a)	△ 1.0%	△ 0.6%
Two or More Races, percent	△ 9.0%	△ 5.3%
Hispanic or Latino, percent (b)	△ 33.3%	△ 25.7%
White alone, not Hispanic or Latino, percent	△ 29.7%	△ 43.8%

2020 Census Timeline



Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 12-20	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

New Ability to Self Respond Starting March 12, 2020



Internet



Phone



Paper Form



In-person

****12 languages plus English will be supported (Internet & Phone)***

WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Supporting Linguistically Diverse Populations Language Access

Internet Self-Response (ISR) & \ Census Questionnaire Assistance (CQA)

- 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**:
Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- * *Chinese (Simplified)* for ISR;
- ** *Chinese (Mandarin and Cantonese)* for CQA
- Language Selection Criteria: 60,000 or more housing units

Language Guides (Video and Print) Language Glossaries Language Identification Card

- 59 Non-English Languages
- Language Guides include American Sign Language, braille, large print

Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials

- Spanish

Communications and Partnership

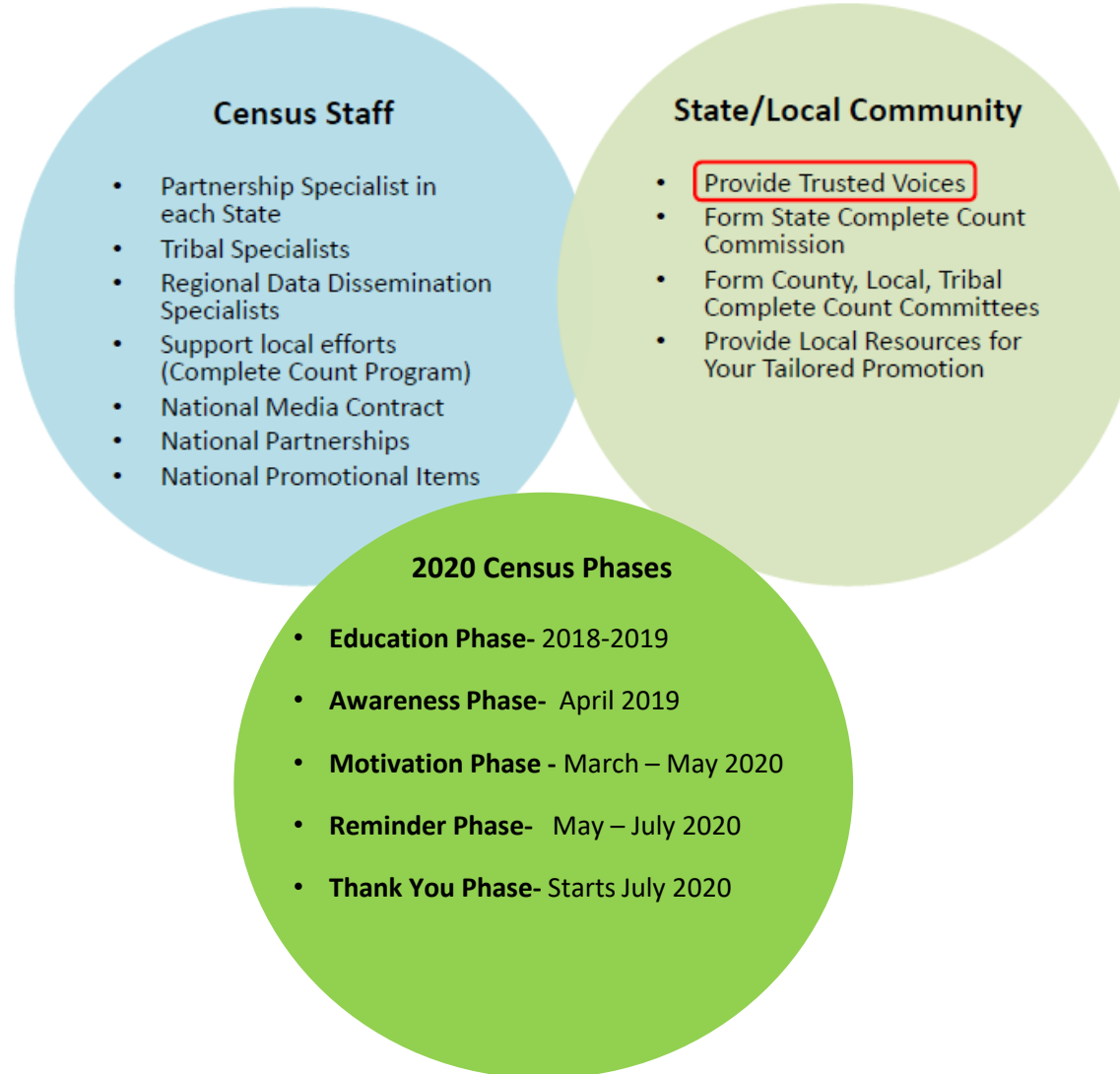
- Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)
- Procedures and Materials to Support Partnership Specialists and Partners
- Support Materials for Regional Offices and Partnership Specialists

2020 Census Language Program

Language List: All Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM



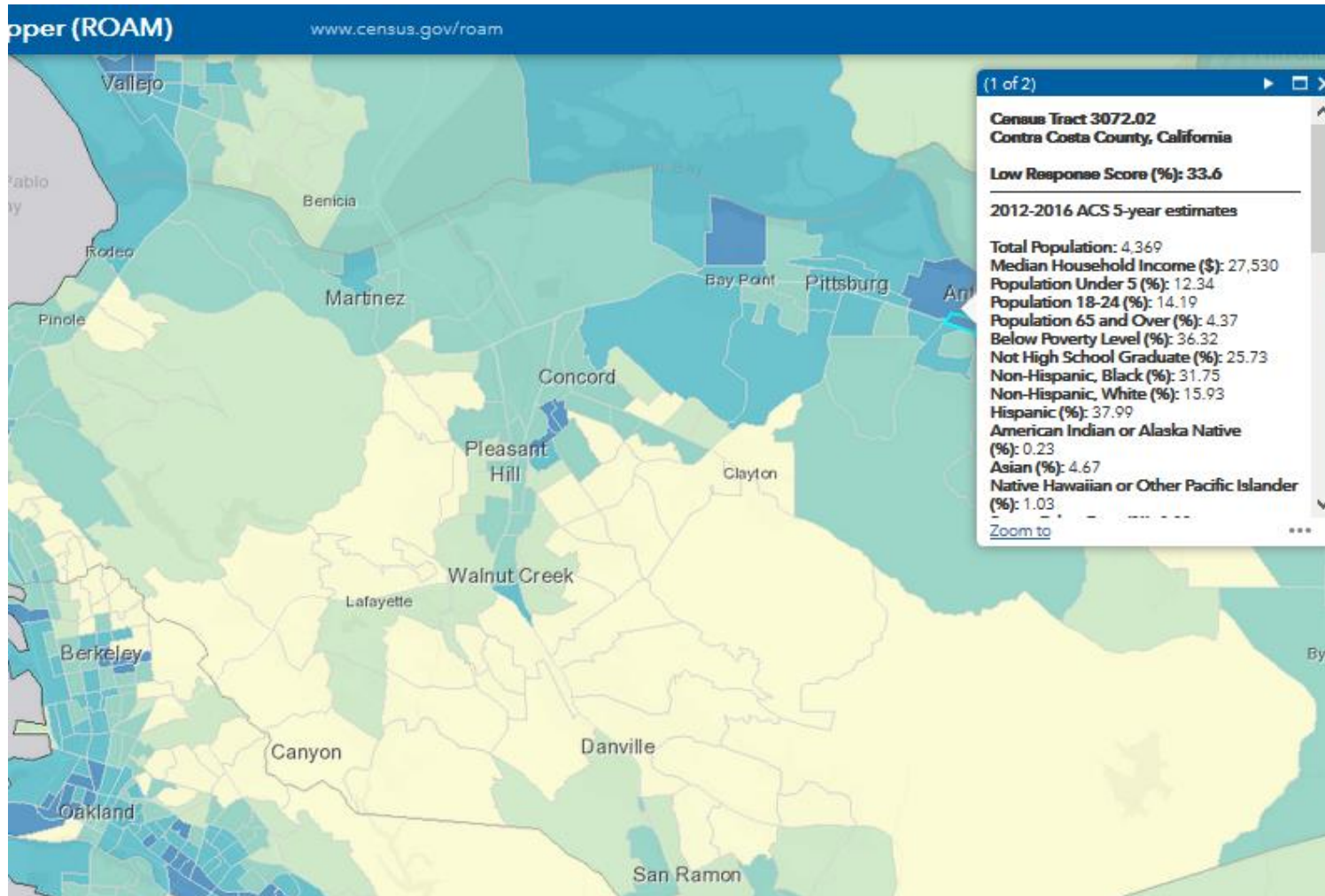
How Partnership Specialists can Help

- Plan and conduct local outreach activities with all levels of potential partners and stakeholders
- Promote and Implement local Partnership agreements with local governments, agencies, commissions, community and faith-based organizations, educational Institutions and businesses
- Conduct Complete Count Committee training to local Governments and community groups
- Develop and present 2020 Census updates
- Conduct and Facilitate Meetings
- Participate in local engagement activities
- Identify and staff information tables at events, conferences and meetings
- Respond to 2020 Census and Census Bureau program inquiries
- Promote Census Jobs in your area
- Solicit trusted voices and community leaders
- Support Area Census office with operational requirements; Ex. Testing, training sites, Identifying Transitory Locations etc.
- Be the Census Face in your Community



Who are the Hard-to-Count

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
- Veterans
- Senior Citizens
- Renters
- Farm workers/Migrant Workers
- Native Hawaiian and Other Pacific Islanders
- American Indian and Alaska Natives



Response Out Area Mapper (ROAM) Public mapping application that displays characteristics of hard-to-count areas from the PDB 2012-2016 ACS 5-year estimates
Census tract level
<https://www.census.gov/roam>

Language Options:

English



2020 Census Jobs





2020 Census Jobs available in Alameda and Contra Costa Counties

One application qualifies you for any of the following positions:

Position	Pay rate
Office Clerks	\$20.00 per hour
Office Operations Supervisors	\$26.00 per hour
Census Field Supervisors	\$27.50 per hour
Enumerators (Census Takers)	\$25.00 per hour
Recruiting Assistants	\$27.50 per hour



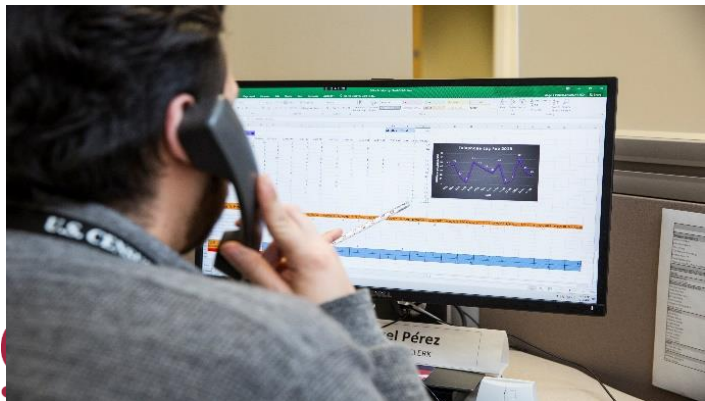
- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application

33 Question Assessment
Plus 9 Supervisory questions
if interested in Supervisory
Positions



Apply today!

[2020census.gov/jobs](https://www.2020census.gov/jobs)

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer

Next Steps

- **Prepare your community to be counted in the 2020 Census**
- **Invite Partnership Specialists and census staff to present at your network meetings, events, festivals. Help us to engage your community**
- **Apply for Census Jobs and Help us to recruit a diverse staff for the ACO's**

2020 Census Operational Timeline



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2020 Census Data Products

Apportionment Data

- **2020 Census Apportionment Data for the President of the United States to provide to Congress by December 31, 2020.**
- **Apportionment Data Products Include:**
 - Apportionment Population and Number of Representatives (for the 50 States).
 - Resident Population (for the 50 states, the District of Columbia, and Puerto Rico).
 - Federally Affiliated Overseas Population (for 50 states and the District of Columbia).
- **The data and maps are published to the Census Bureau website after a press conference with the media**

2020 Census Data Products

Redistricting Data

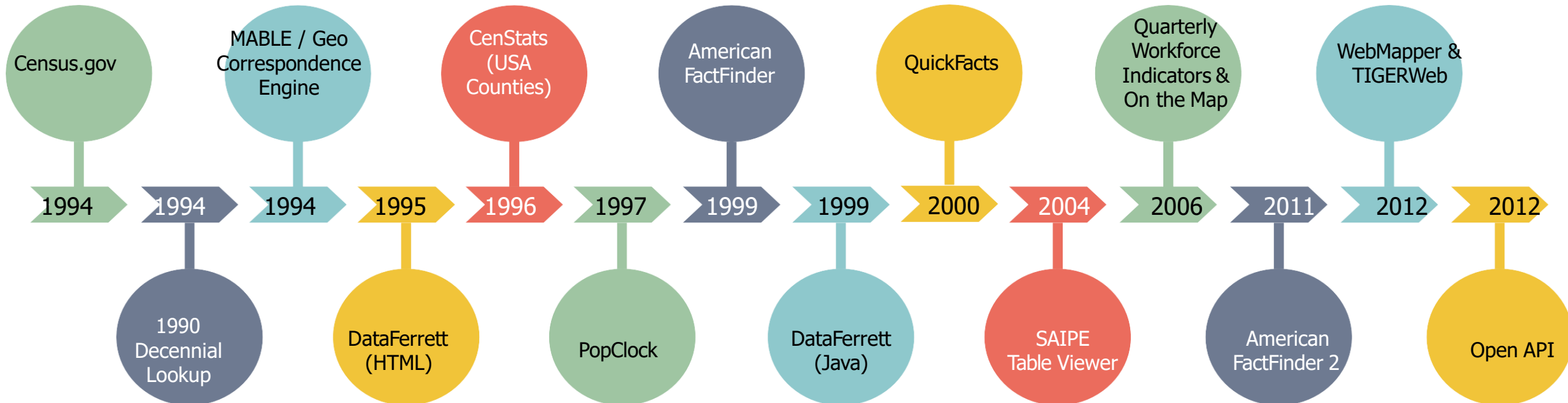
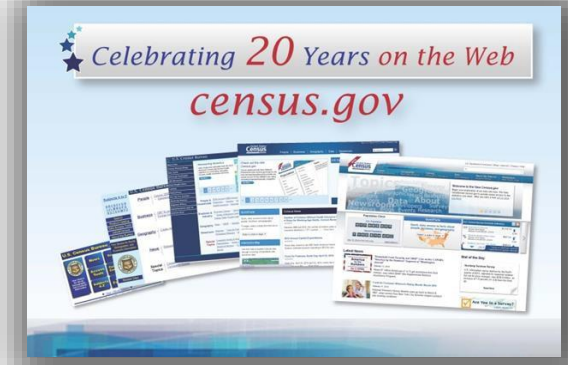
- **2020 Census data products for use by the states to delineate congressional and state and local legislative redistricting as required by Public Law 94-171. Provided by April 1, 2021.**
- **2010 Census P.L. 94-174 Redistricting Data Summary File Tables**
 - Table P1 - Race
 - Table P2 - Hispanic or Latino, and not Hispanic or Latino by Race
 - Table P3 - Race for the Population 18 Years and Over
 - Table P4 - Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 Years and Over
 - Table H1 - Occupancy Status (Housing)

2020 Census Data Products

Other Data Products

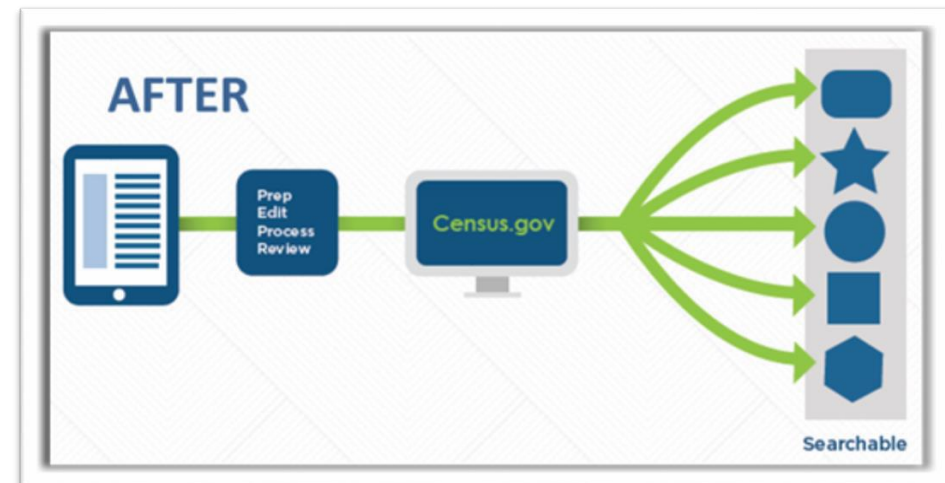
- **2020 Census data for use by the public.**
 - Demographic Profiles
 - Summary File 1 – showing population and housing characteristics
 - Summary File 2 – Population and Occupied Housing Unit Characteristics iterated by Race/Hispanic Origin/AIAN tribe categories; summary files for congressional districts and state legislative districts reflecting the most recent boundary changes submitted to the Census Bureau; and an American Indian Alaska Native summary file.
- **2020 Census Data Products released through data.census.gov**

Census Bureau Online History



New Enterprise Dissemination

- ✓ Streamline access to data
- ✓ Maintain the best of our current tools
- ✓ Reduce redundancies and operational costs
- ✓ Provide greater access to Census Bureau API



Vision – Integrate new platform with census.gov

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Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

U.S. Census Bureau Releases Revised Economic Indicator Calendar

[Read More](#)

The U.S. Census Bureau announced updates to the 2019 economic indicator release schedule through the March statistical month.

POPULATION CLOCK March 02, 2019

USA
328,511,321

World
7,556,229,680

U.S. CENSUS BUREAU ECONOMIC INDICATORS

Homeownership Rate 64.8% ↑*
4th Quarter 2018 Report
Released 10:00 AM EST, 2/28/19 0.6%PTS

Rental Vacancy Rate 6.6% ↓*
4th Quarter 2018 Report
Released 10:00 AM EST, 2/28/19 -0.3%PTS

Data in the New Platform: American Community Survey

Data Product	2010	2011	2012	2013	2014	2015	2016	2017
Detailed Tables	✓	✓	✓	✓	✓	✓	✓	✓
Subject Tables	✓	✓	✓	✓	✓	✓	✓	✓
Supplemental Tables	–	–	–	–	✓	✓	✓	✓
Selected Population Profiles							✓	✓
Data Profiles	✓	✓	✓	✓	✓	✓	✓	✓
Comparison Profiles	✓	✓	✓	✓	✓	✓	✓	✓
Selected Population Tables (5-Year)		–	–	–	–		–	–
American Indian Alaska Native Tables (5-Year)		–	–	–	–		–	–

✓ : Available now

Blank cell: Coming soon

Data in the New Platform: Decennial and Econ

Data Product	2010	2011	2012	2013	2014	2015	2016	2017
Decennial Census (Summary File 1, 113 th & 115 th Congress Detailed Tables)	✓	–	–	–	–	–	–	–
Economic Census US Basic Data	–	–	✓	–	–	–	–	
County Business Patterns	–	–	✓	✓	✓	✓	✓	
Non-Employer Statistics	–	–	✓	✓	✓	✓	✓	
Survey of Business Owners (Company Summary & Characteristics of Business Owners)	–	–	✓	–	–	–	–	–

✓: Available now

Blank cell: Coming soon

Upcoming Milestones

Spring 2019

Summer 2019

Fall 2019

- **First data releases exclusively on new platform (Nonemployer and Public Sector)**

- **End of new data releases on American FactFinder**

- **Major releases 2018 ACS & 2017 Economic Census**

Feedback on data.census.gov we recently implemented

“No easy way to change years or datasets when looking at a table.”

“Advanced Search: Find results with...is very confusing.”

“The table names are truncated and you have to do a lot of clicking to find the table you need.”

“There seems to be a lot of white space in the tables, limiting how much is visible when first navigating to the table.”

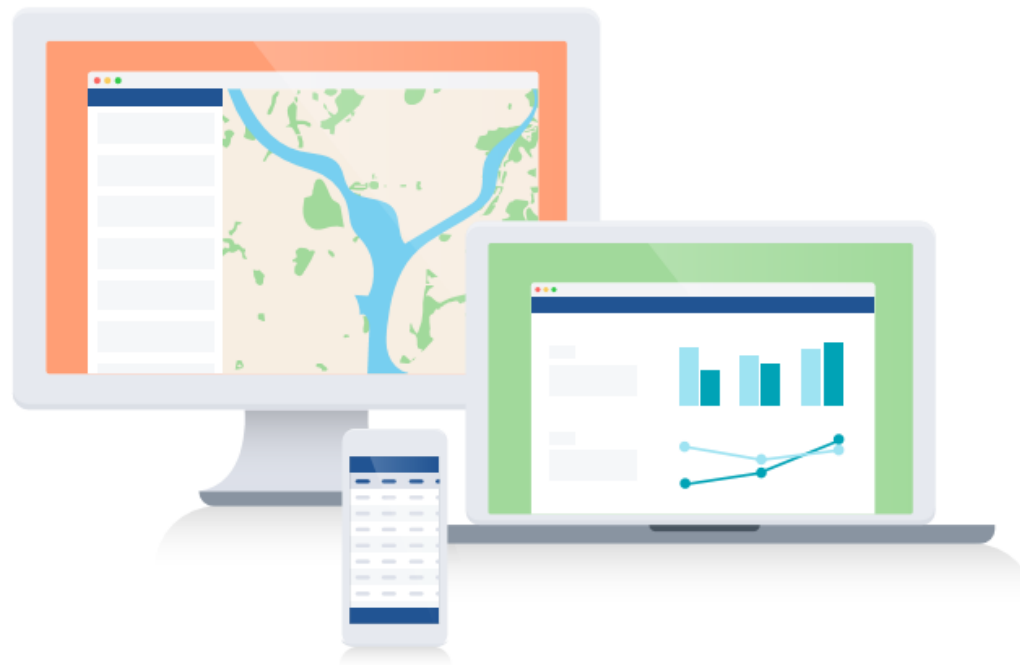


“Occasionally I had to wait five whole minutes for it to load. The system was often slow and froze.”

“If you hadn't said something about the tiny "t", I would have kept thinking that the only data loaded in EDDE were data for 2017 ACS 1-Year.”

“Seems to be no back buttons to change search variables, just browser buttons.”

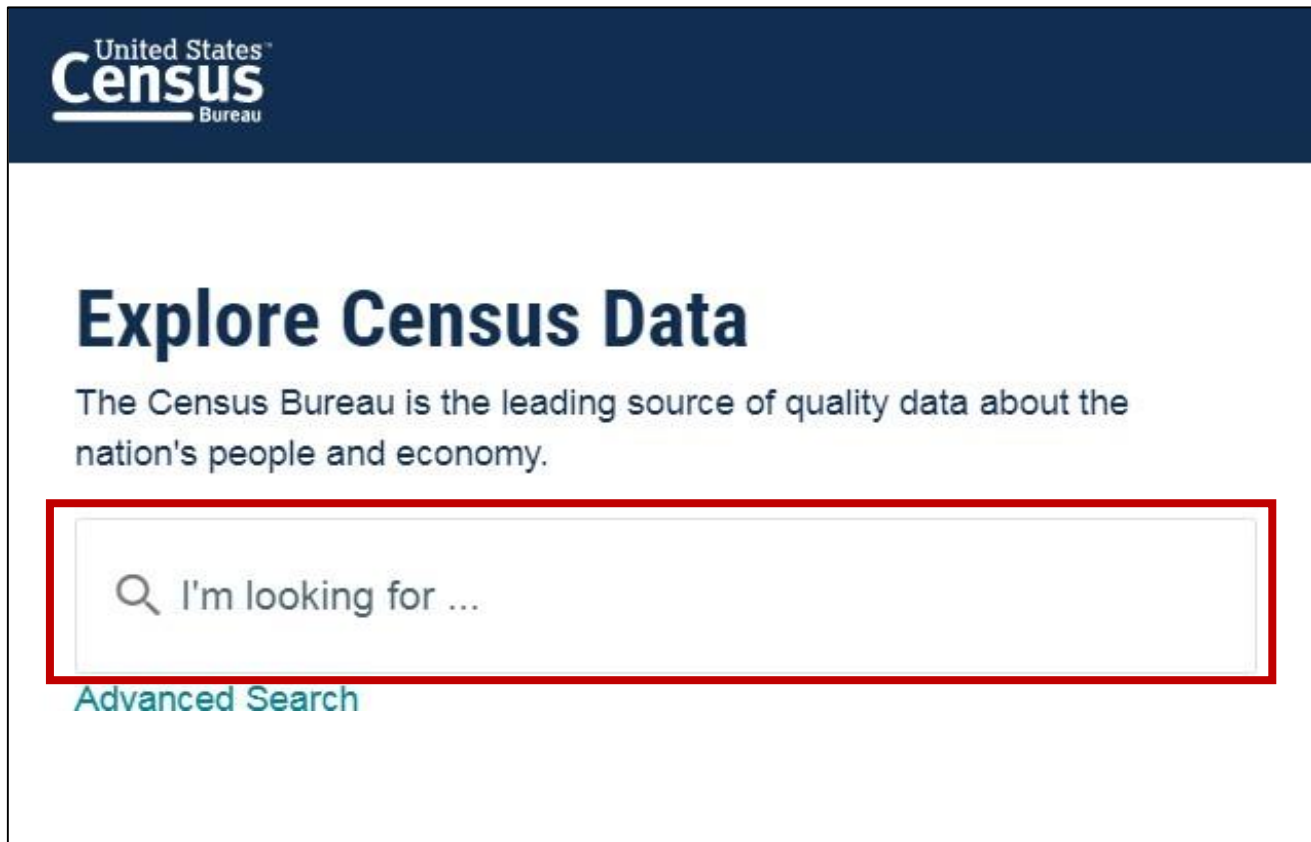
data.census.gov



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Single Search – Quick Wins for All Users



The screenshot shows the top of the United States Census Bureau website. The header includes the logo "United States Census Bureau". Below the header is a section titled "Explore Census Data" with a subtext: "The Census Bureau is the leading source of quality data about the nation's people and economy." A search bar is highlighted with a red border, containing a magnifying glass icon and the text "I'm looking for ...". Below the search bar is a link labeled "Advanced Search".

Use for quick wins to find things like:

- **Simple statistics**
e.g. health insurance in California
- **Profile for a single geography**
e.g. California profile
- **NAICS**
531110
- **Table ID**
B19001
- **Groups of tables**
CP (Comparison Profiles)

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.



- health insurance in California
- health insurance in Los Angeles County, California
- health insurance in Los Angeles city, California
- health insurance in Orange County, California
- health insurance in San Diego County, California

Tables

PUBLIC HEALTH INSURANCE COVERAGE BY TYPE AND SELECTED CHARACTERISTICS

Survey/Program: American Community Survey
Years: 2017,2018,2015 Table: S2704

	California					
	Total		Public Coverage		Percent Public Coverage	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Civilian noninstitutiona...	39,046,835	+/-5,485	14,991,751	+/-70,608	38.4%	+/-0.2
▼ COVERAGE ALONE OR...						
▼ Medicare coverage al...	(X)	(X)	5,887,168	+/-25,782	15.1%	+/-0.1
UNITS: 19	9,201,472	+/-11,001	1,000,000	+/-5,000	1.1%	+/-0.1

PUBLIC HEALTH INSURANCE STATUS BY SEX BY AGE

Survey/Program: American Community Survey
Years: 2017,2018,2015,2014,2013,2012,2011,2010 Table: B27003

PUBLIC HEALTH INSURANCE BY WORK EXPERIENCE BY SEX

Survey/Program: American Community Survey
Years: 2017,2018,2015,2014,2013,2012,2011,2010 Table: B27014

[VIEW ALL TABLES \(86\)](#)

Maps

PUBLIC HEALTH INSURANCE COVERAGE BY TYPE AND SELECTED CHARACTERISTICS

Survey/Program: American Community Survey
Years: 2017,2018,2015 Table: S2704



39,046,835

39,046,835

PUBLIC HEALTH INSURANCE STATUS BY SEX BY AGE

Survey/Program: American Community Survey
Years: 2017,2018,2015,2014,2013,2012,2011,2010 Table: B27003

PUBLIC HEALTH INSURANCE BY WORK EXPERIENCE BY SEX

Survey/Program: American Community Survey
Years: 2017,2018,2015,2014,2013,2012,2011,2010 Table: B27014

Feedback
askback@www.census.gov

[VIEW ALL MAPS \(86\)](#)

Advanced Search – More Complex Searches

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

🔍 I'm looking for ...

[Advanced Search](#)

Advanced Search

Find results with...

e.g. age, sex, population

Refine your search

🔍 Search for a filter...

FILTERS

Topics
Geography
Years
Surveys
Codes

Advanced Search – More Complex Searches

United States
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Search

FILTERS

- Topics
- Geography
- Years
- Surveys
- Industries

« **TOPICS**

- Business and Economy
- Education
- Employment
- Families and Living Arrangements
- Government
- Health
- Housing
- Income and Poverty
- Populations and People
- Race and Ethnicity

Search Query

VIEW QUERY

VIEW ALL RESULTS

- **Survey/Program or Table Type**
e.g. ACS 1-Year Detailed Tables
- **Geographies with complex names**
e.g. Census Tract 100.01, Orange County, CA
- **Collections of geographies**
e.g. All places in the United States
- **Cross tabulations**
e.g. Health insurance by full/part-time by sex
- **Detailed pop groups**
Race, Tribal, Hispanic Origin, Ancestry, and country of birth groups

Feedback on data.census.gov we are working on now

“After backing out and starting over, I received the message “Sorry, that table is too large to display.”

“The geo selection feature in data.census.gov is very poorly designed as of right now!”

“Is it possible to have the column heading wrap in a cell rather than have to be 'stretched' out because it is on one line?”

“When selecting geographies, the list also is somewhat in alphabetical order but also somewhat not. It is confusing.”

“I get that many users don't want to bother with MOEs...but as a scientific bureau, we should have MOEs displayed as a default. They're very important for

“I want the ability to select more geographies in bulk like “All census tracts in the US and PR”



Current Geo Filter Experience

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Search

FILTERS

- Topics
- Geography**
- Years
- Surveys
- Industries

« GEOGRAPHY

- American Indian Area (Reservation or Statistical Entity Only) (or part)-County (or part)
- State-American Indian Area (Off-Reservation Trust Land Only)/Hawaiian Home Land
- State-American Indian Area/Alaska Native Area/Hawaiian Home Land-American Indian Area (Off-Reservation Trust Land Only)/Hawaiian Home Land (or part)-Tribal Subdivision/Remainder (or part)
- State-American Indian Area/Alaska Native Area/Hawaiian Home Land-American Indian Area (Off-Reservation Trust Land Only)/Hawaiian Home Land (or part)-County (or part)

Send Feedback
cedsci.feedback@census.gov

« ALABAMA

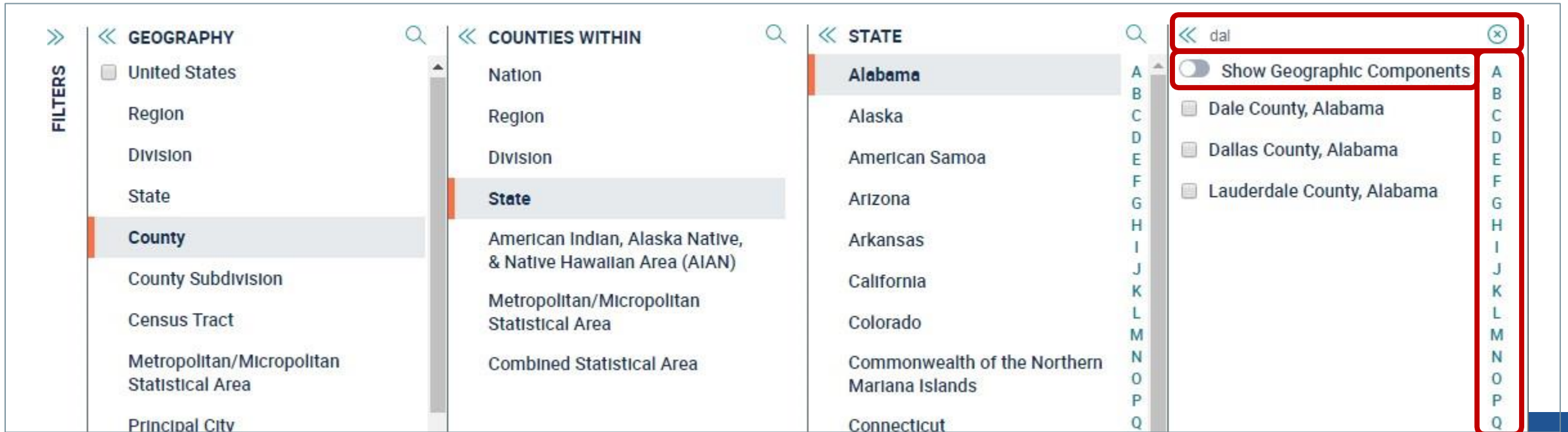
- Butler County, Alabama -- Rural
- Butler County, Alabama -- Urban
- Calhoun County, Alabama
- Calhoun County, Alabama -- Rural
- Calhoun County, Alabama -- Urban
- Chambers County, Alabama
- Chambers County, Alabama -- Rural
- Chambers County, Alabama -- Urban
- Cherokee County, Alabama

- Long list
- No hierarchy
- Common summary levels buried
- Lazy loading (geographies pull up in sections from the API)

Plans to Improve the Geo Filter

Make it easier for users to:

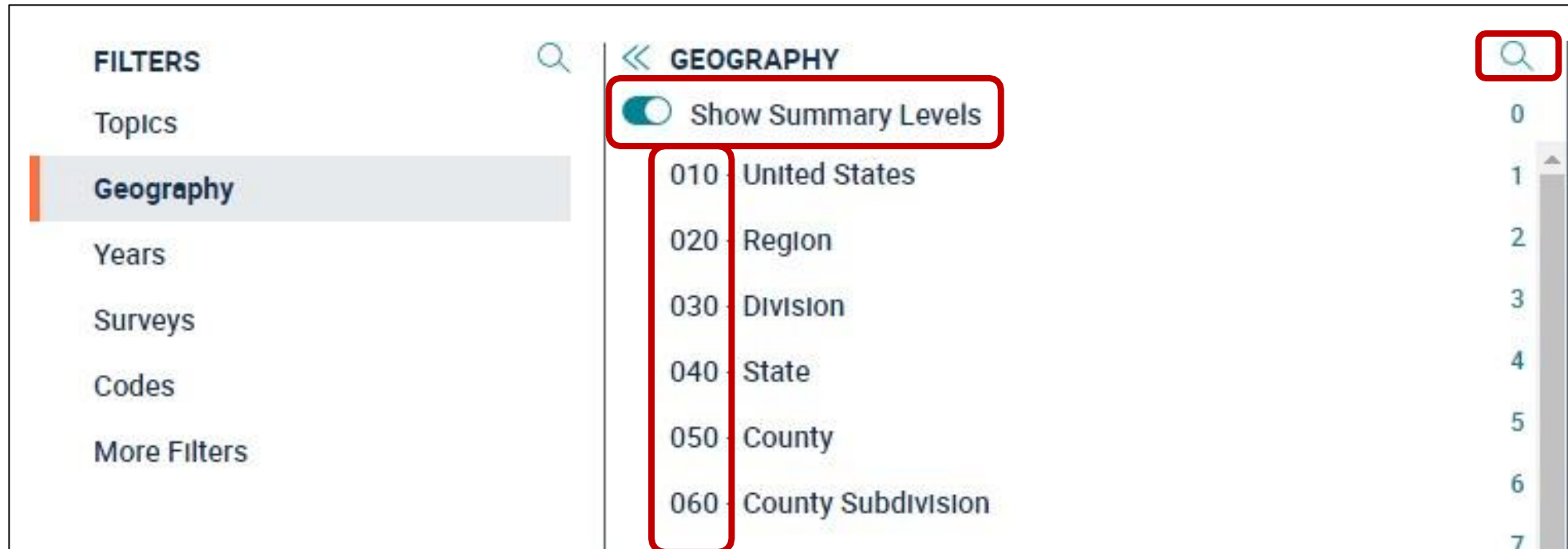
- Select their desired geographic level
- Select geographies from long lists of results



Plans to Improve the Geo Filter

Make it easier for users to:

- Select their desired geographic level



*This is a wireframe only to show some of the user needs that we are working to meet. The exact build may differ and could come incrementally across multiple future releases.

Plans to Add More Checkboxes to Select All Geos in a List

« TEXAS

All counties in Texas

Anderson County, Texas

Anderson County, Texas -- Rural

Anderson County, Texas -- Urban

Andrews County, Texas

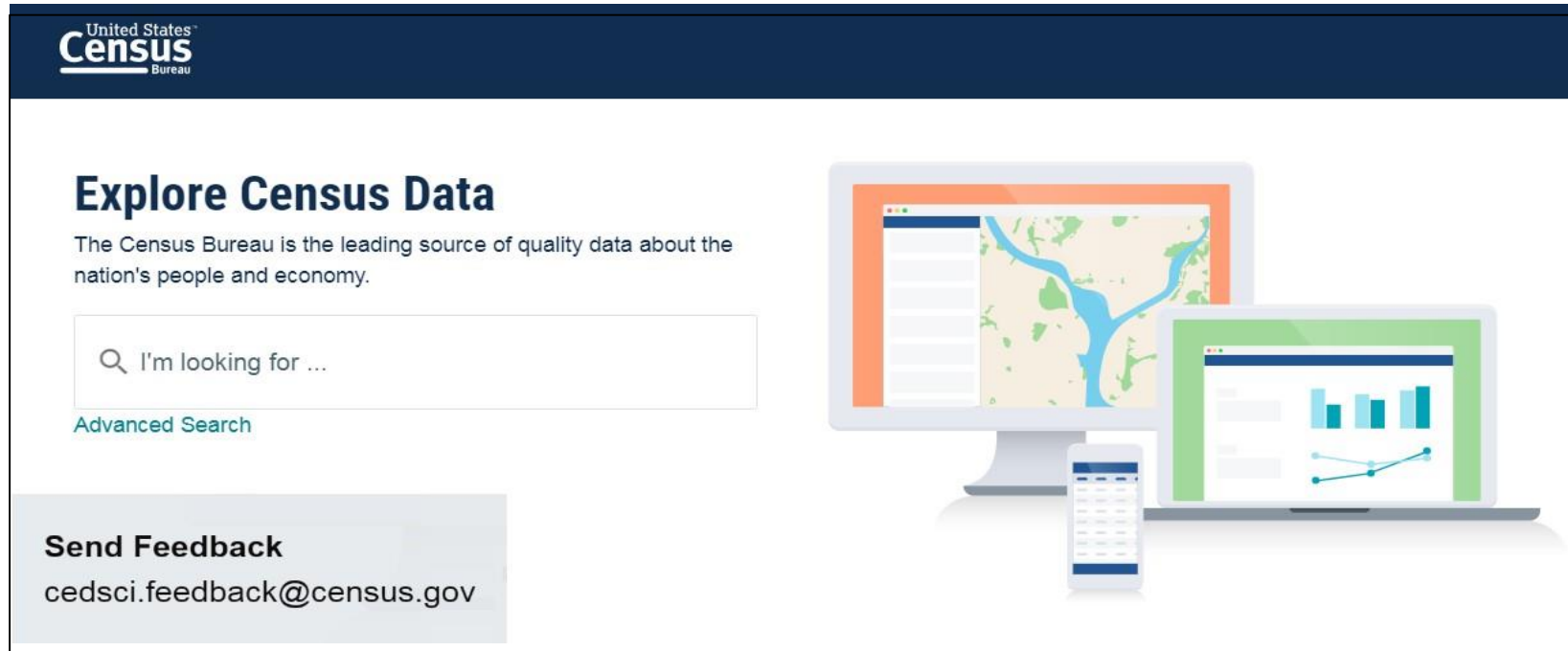
Andrews County, Texas -- Rural

Andrews County, Texas -- Urban

Angelina County, Texas

Pseudo Geo	ETE	PL	Demos
All Divisions (100) within United States (100)		X	
All States (100) within United States and Puerto Rico (100)		X	
All States (100) within United States, Puerto Rico, and the Island Areas (100)		X	
All Counties (100) within United States (100)		X	
All Counties (100) within United States and Puerto Rico (100)		X	
All Counties (100) within State (100)		X	
All Counties (100) fully/partially within Congressional District (500)		X	
All County Subdivisions (100) within State (100)		X	
All County Subdivisions (100) within County (100)		X	
All County Subdivisions (100) fully/partially within Congressional District (500)		X	
All Blocks (100) within County (100)		X	
All Blocks (100) within Census Tract (100)		X	
All Blocks (100) within Place within State (100)		X	
All Census Tracts (100) within United States (100)		X	
All Census Tracts (100) within State (100)		X	
All Census Tracts (100) within County (100)		X	
All Census Tracts (100) fully/partially within Congressional District (500)		X	
All Block Groups (100) within State (100)		X	
All Block Groups (100) within County (100)		X	
All Block Groups (100) fully/partially within Congressional District (500)		X	
All Congressional Districts (116th Congress) (100) within United States (100)		X	
All Congressional Districts (116th Congress) (100) within State (100)		X	
All State Legislative Districts, Upper Chamber (100) within State (100)		X	
All County Subdivisions (or parts) (100) within State Legislative District (Upper) (100)		X	
All Census Tracts (100) within CSA (100)		X	
All Block Groups (100) fully/partially within Metro/Micro Statistical Area (100)		X	
All Block Groups (100) fully/partially within Metro Division within Metro Statistical Area (100)		X	
All Block Groups (100) within CSA (100)		X	
All Places (100) fully/partially within Metro/Micro Statistical Area (100)		X	
All Places (100) fully/partially within Metro Division within Metro Statistical Area (100)		X	
All Places (100) fully/partially within CSA (100)		X	

Our Development Depends on YOUR Feedback



United States
Census
Bureau

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

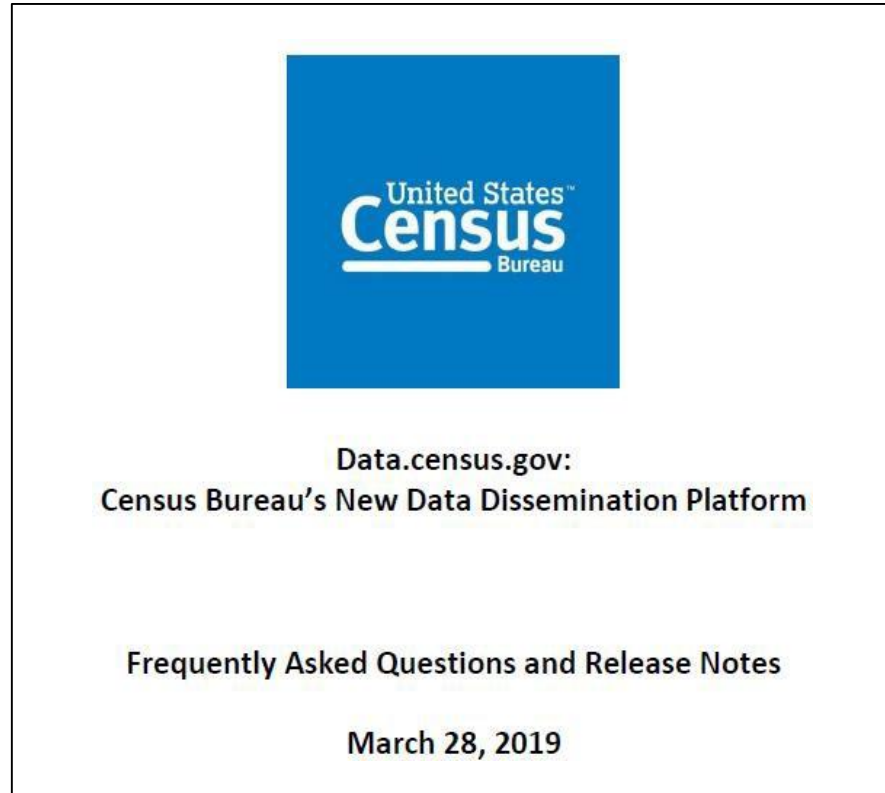
🔍 I'm looking for ...

[Advanced Search](#)

Send Feedback
cedsci.feedback@census.gov

Check out our preview platform at data.census.gov and provide comments at cedsci.feedback@census.gov.

Learn More – Release Notes and FAQs



Includes:

- Answers to common questions
- Chart of available data
- List of features and functionality
- Known Issues

data.census.gov/assets/faqs-release-notes.pdf

Upcoming Webinars



data.census.gov Update
June 20th at 11am PST

Using the Census API with the ACS
June 26th at 11am PST

Census Academy Series
April-June (58 webinars)

census.gov/data/academy/webinars/upcoming.html

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