Agenda

• Importance of Census Bureau Data
• Decennial Census and the American Community Survey (ACS)
• Accessing Census Bureau Data
  • Easy data tools
• Accessing Census Bureau Data
  • Advanced Searching via API
  • Custom Visualizations
Decennial Census

• Constitutional Mandate
  • Article 1, Section 2
  • 23 Censuses since 1790

• Congressional Reapportionment

• Redistricting

• Data is used to distribute federal funds
### California Population Growth

<table>
<thead>
<tr>
<th></th>
<th>Census 2000</th>
<th>Census 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>California Population</strong></td>
<td>33,871,648</td>
<td>37,253,956</td>
</tr>
</tbody>
</table>
California Resident Population Percent Change

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>60.10%</td>
</tr>
<tr>
<td>1920</td>
<td>44.10%</td>
</tr>
<tr>
<td>1930</td>
<td>65.70%</td>
</tr>
<tr>
<td>1940</td>
<td>21.70%</td>
</tr>
<tr>
<td>1950</td>
<td>53.30%</td>
</tr>
<tr>
<td>1960</td>
<td>48.50%</td>
</tr>
<tr>
<td>1970</td>
<td>27.00%</td>
</tr>
<tr>
<td>1980</td>
<td>18.60%</td>
</tr>
<tr>
<td>1990</td>
<td>25.70%</td>
</tr>
<tr>
<td>2000</td>
<td>13.80%</td>
</tr>
<tr>
<td>2010</td>
<td>10.00%</td>
</tr>
</tbody>
</table>
California Congressional Apportionment

<table>
<thead>
<tr>
<th>Year</th>
<th>California (53)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910 (Existing)</td>
<td>11</td>
</tr>
<tr>
<td>1920</td>
<td>0</td>
</tr>
<tr>
<td>1930</td>
<td>9</td>
</tr>
<tr>
<td>1940</td>
<td>3</td>
</tr>
<tr>
<td>1950</td>
<td>7</td>
</tr>
<tr>
<td>1960</td>
<td>8</td>
</tr>
<tr>
<td>1970</td>
<td>5</td>
</tr>
<tr>
<td>1980</td>
<td>2</td>
</tr>
<tr>
<td>1990</td>
<td>7</td>
</tr>
<tr>
<td>2000</td>
<td>1</td>
</tr>
<tr>
<td>2010</td>
<td>0</td>
</tr>
</tbody>
</table>
Overview

• Importance of Census Bureau Data

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<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940-2000</td>
<td>Decennial Census: Short Form &amp; Long Form</td>
</tr>
<tr>
<td>2005</td>
<td>American Community Survey Replaces Decennial Long Form</td>
</tr>
<tr>
<td>2010</td>
<td>Decennial Census: Short Form Only</td>
</tr>
</tbody>
</table>
### Differences Between Decennial Census and ACS

<table>
<thead>
<tr>
<th>Census</th>
<th>ACS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every 10 Years</td>
<td>Yearly</td>
</tr>
<tr>
<td>100 Percent Data</td>
<td>Sample Data (3.5 million year/291K monthly)</td>
</tr>
<tr>
<td>Official Count</td>
<td>Estimates (trends/comparisons)</td>
</tr>
<tr>
<td>Point In Time (April 1st)</td>
<td>Period of Time (1yr, *3yr, 5yr)</td>
</tr>
</tbody>
</table>

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
ACS Period Estimates

1-Year Estimates
- Geographies of 65,000 or more

3-Year Estimates
- Geographies of 20,000 or more *discontinued after 2013

5-Year Estimates
- All geographies
American Community Survey
Demographic Characteristics

• Age
• Race
• Sex
• Hispanic Origin
American Community Survey
Social Characteristics

- Education
- Marital Status
- Fertility
- Grandparent/Caregivers
- Veterans
- Disability Status

- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry/Tribal Affiliation

Married-Couple Households by Nativity and Citizenship

Out of 55.5 million married-couple households in the United States...

- Both spouses are native: 44.1 million households (79.5%)
- One spouse is native, one foreign-born: 4.7 million households (7.4%)
- Both spouses are foreign-born: 7.3 million households (13.2%)

Source: U.S. Census Bureau, 2011 American Community Survey
American Community Survey
Economic Characteristics

- Income
  - Social Security Income
  - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
  - Medicare
  - Medicaid
American Community Survey
Housing Characteristics

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent
## ACS Data Products and Release Schedule

<table>
<thead>
<tr>
<th>Data Product (next release)</th>
<th>Population Threshold of Statistical Area</th>
<th>Year of Data Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level. Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007 – 2011 estimates.
Margin of Error (MOE)

- Margin of Error Definition:
  A measure of the precision of an estimate at a given level of confidence (90%, 95%, 99%)
  -- MOEs at the 90% confidence level for all published ACS estimates

- Confidence Interval Definition:
  A range that is expected to contain the population value of the characteristic with a known probability
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