



# Census Data: From Collection to Dissemination

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US Census Bureau

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2020

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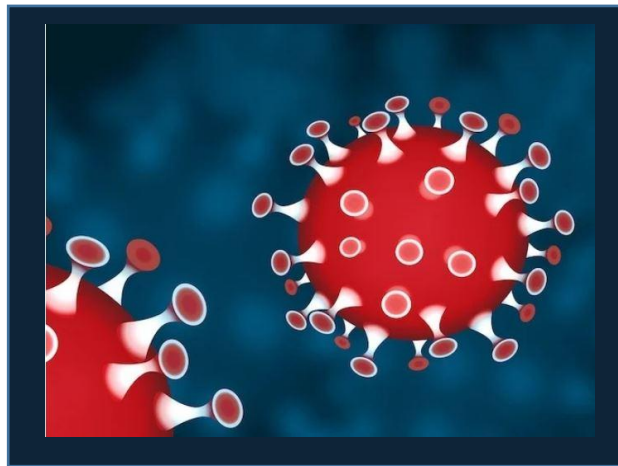
Noemi Mendez is a Data Dissemination Specialist with the US Census Bureau where she has worked for the past 16 years.

In addition to her work with the Census Bureau, Noemi teaches GIS and data visualization courses at Johns Hopkins University and Temple University.

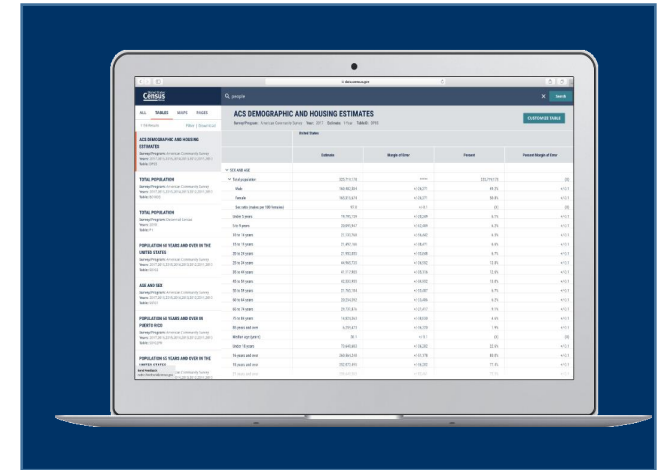
# A Story In Three Acts



**ACT 1: Data Collection**



**ACT 2: Change in Plans**



**ACT 3: Data Dissemination**

# ACT 1: Data Collection

- Online, Phone, In Person
- More Remote Workers
- Materials In More Languages
- Targeted Advertising
- Planning Resources
- Administrative Data







**Respond to the 2020 Census today to help your community for the next 10 years.**

It's easy to respond online, by phone, or by mail. When everyone is counted, our communities have the opportunity to get the funding they need for things like health care, education, emergency services, and more.

For more information, visit:  
**2020CENSUS.GOV**

**Llena el Censo del 2020 hoy y ayuda a tu comunidad durante los próximos 10 años.**

Responder es fácil y lo puedes hacer por internet, por teléfono o por correo. Cuando todas las personas son contadas, nuestras comunidades tienen la oportunidad de recibir los fondos que necesitan para cosas como servicios de salud, educación, servicios de emergencia y más.

Para más información visita:  
**2020CENSUS.GOV/es**

Shape  
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2020



**Shape the future for every generation.**

Responses to the 2020 Census will influence funding in your community for services that help every generation—from newborn babies to the oldest among us. Count everyone in your home to benefit you, your children, and future generations.

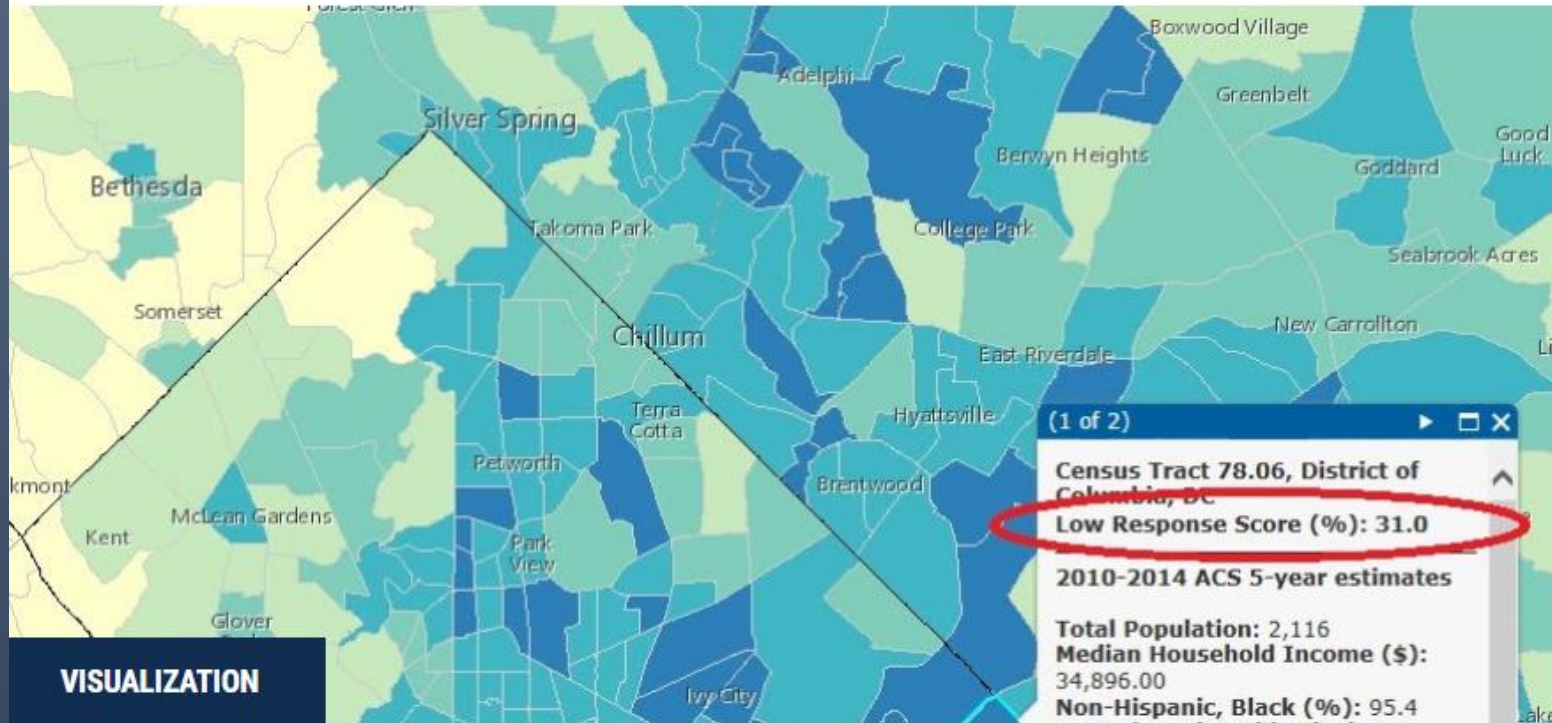
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# Response Outreach Area Mapper (ROAM)

Learning about each hard-to-count area allows you to create tailored communication and outreach campaigns and plan ahead for resources in order to engage your community in the census.



## Response Outreach Area Mapper (ROAM)

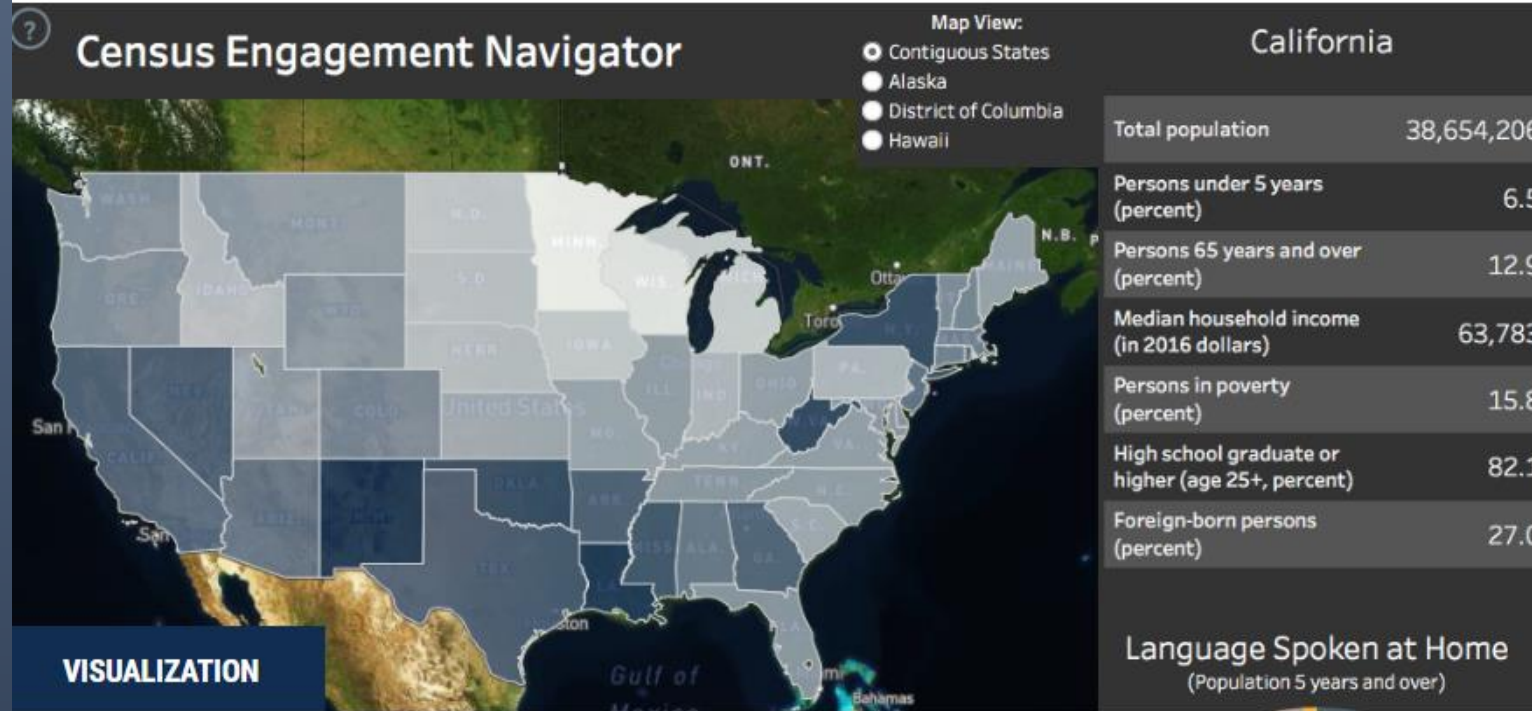
This interactive map makes hard-to-survey areas easier to identify using American Community Survey (ACS) estimates available in the Planning Database.

[View More](#) >



# Census Engagement Navigator

The navigator combines the 2010 Census mail return rate and latest American Community Survey statistics down to the census tract level. This information allows community leaders, local and federal government, and policy makers to identify areas that may need more engagement in Census Bureau surveys.

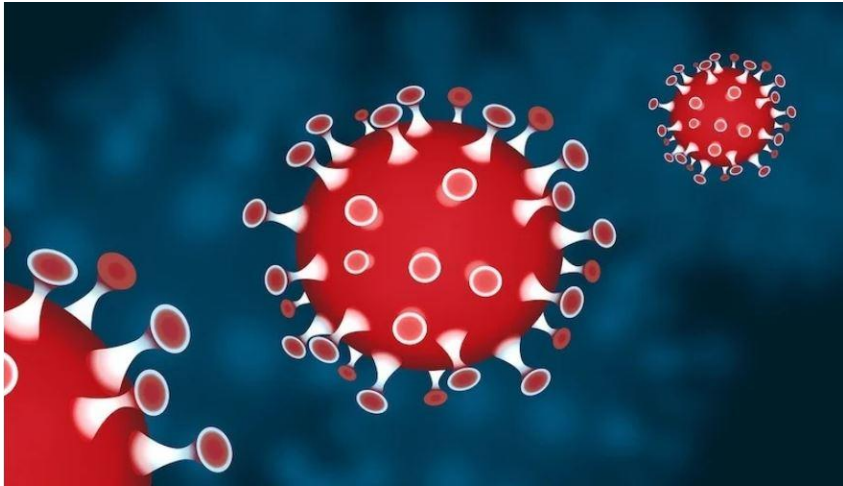


## Census Engagement Navigator

This interactive, data visualization allows users to quickly understand what areas of the country had high or low return rates in the 2010 census.

[View More](#) 

# ACT 2: Change in Plans



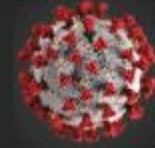
- COVID-19
- Suspension of Field Activities
- Limited Field Work
- Promoting Online Response
- COVID-19 Data Hub



- COVID-19 Data Hub
- Business Formation Statistics
- Small Business Pulse Survey

## COVID-19 HUB

Demographic and Economic Resources  
U.S. Census Bureau  
<https://covid19.census.gov/>



The U.S. Census Bureau's COVID-19 Hub contains demographic and economic data designed to help guide decision-making related to the COVID-19 pandemic. The interactive platform includes key demographic data from the American Community Survey and key data on businesses with one or more paid employees from the County Business Patterns program. The hub was built in collaboration with ESRI and leverages many features of the ArcGIS platform and solution templates.

The platform, released as a beta version, will be updated periodically as the COVID-19 recovery evolves and as we receive feedback from users.

Key features of this platform are described below.

### Impact Planning Report

The COVID-19 Impact Planning Report allows users to browse dashboards with key demographic and business data for the nation, states and counties. Information is presented in an interactive, two-sheet visualization that allows for further exploration and downloading.



### Demographic and Economic Analysis

The Demographic and Economic Analysis policy maps provide additional details for selected statistics in interactive maps that can be incorporated into the user's own products.



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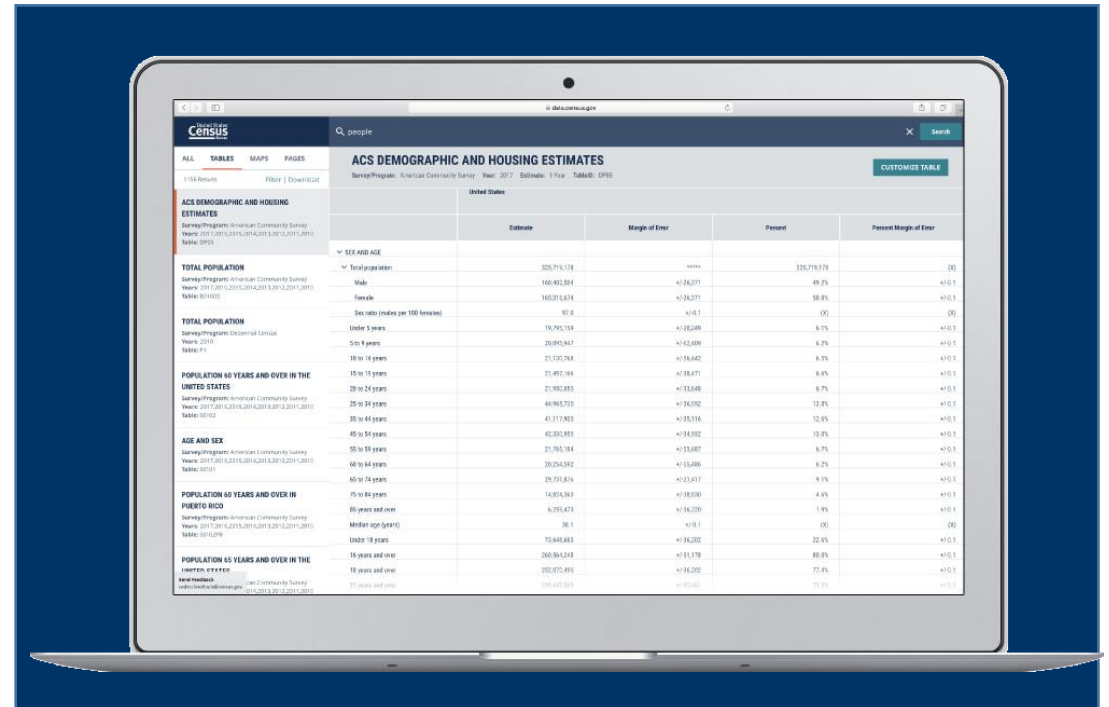
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April 23, 2020

# ACT 3: Data Dissemination

- Response Rate Tracker
- API
- Data.Census.Gov



The screenshot displays the Data.Census.Gov interface for the American Community Survey (ACS) Demographic and Housing Estimates. The page is titled "ACS DEMOGRAPHIC AND HOUSING ESTIMATES" and shows data for the United States. The table includes columns for Estimate, Margin of Error, Percent, and Percent Margin of Error. The data is organized into sections such as Total Population, Sex and Age, and Population 65 Years and Over in the United States.

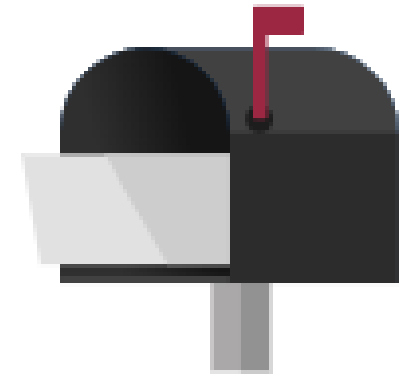
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>TOTAL POPULATION</b>				
Total population	325,719,178	****	100.0%	(0)
Male	160,803,804	+/-36,371	49.2%	+/-0.1
Female	164,915,374	+/-36,371	50.8%	+/-0.1
<b>SEX RATIO (males per 100 females)</b>	97.8	+/-0.1	(0)	(0)
<b>POPULATION UNDER 18 YEARS</b>				
Under 5 years	19,790,158	+/-28,249	6.1%	+/-0.1
5 to 9 years	28,990,947	+/-42,699	9.2%	+/-0.1
10 to 14 years	21,530,769	+/-38,642	6.6%	+/-0.1
15 to 17 years	21,497,186	+/-38,471	6.6%	+/-0.1
<b>POPULATION 18 YEARS AND OVER IN THE UNITED STATES</b>				
18 to 24 years	21,900,093	+/-32,048	6.7%	+/-0.1
25 to 34 years	46,960,755	+/-78,962	14.4%	+/-0.1
35 to 44 years	41,117,803	+/-59,516	12.6%	+/-0.1
45 to 54 years	42,203,893	+/-58,902	13.0%	+/-0.1
55 to 64 years	21,791,984	+/-33,887	6.7%	+/-0.1
65 to 74 years	28,254,982	+/-43,686	8.7%	+/-0.1
75 to 84 years	29,278,876	+/-43,437	9.1%	+/-0.1
85 years and over	14,803,263	+/-18,690	4.6%	+/-0.1
<b>POPULATION 65 YEARS AND OVER IN PUERTO RICO</b>				
65 years and over	6,955,473	+/-16,500	1.9%	+/-0.1
<b>MEDIAN AGE (years)</b>				
Median age (years)	38.1	+/-0.1	(0)	(0)
<b>POPULATION 18 YEARS AND OVER IN THE UNITED STATES</b>				
Under 18 years	79,649,683	+/-136,202	22.9%	+/-0.1
18 years and over	246,069,494	+/-153,178	77.1%	+/-0.1
<b>POPULATION 65 YEARS AND OVER IN THE UNITED STATES</b>				
18 years and over	262,871,491	+/-156,202	77.8%	+/-0.1
65 years and over	109,447,351	+/-52,451	34.1%	+/-0.1

# Resources

- <https://2020census.gov/en/response-rates.html>
- <https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>
- <https://data.census.gov/cedsci/>
- <https://www.census.gov/developers/>
- <https://www.census.gov/library/visualizations/2017/geo/roam.html>
- <https://www.census.gov/engagement-navigator>



# Thank You



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