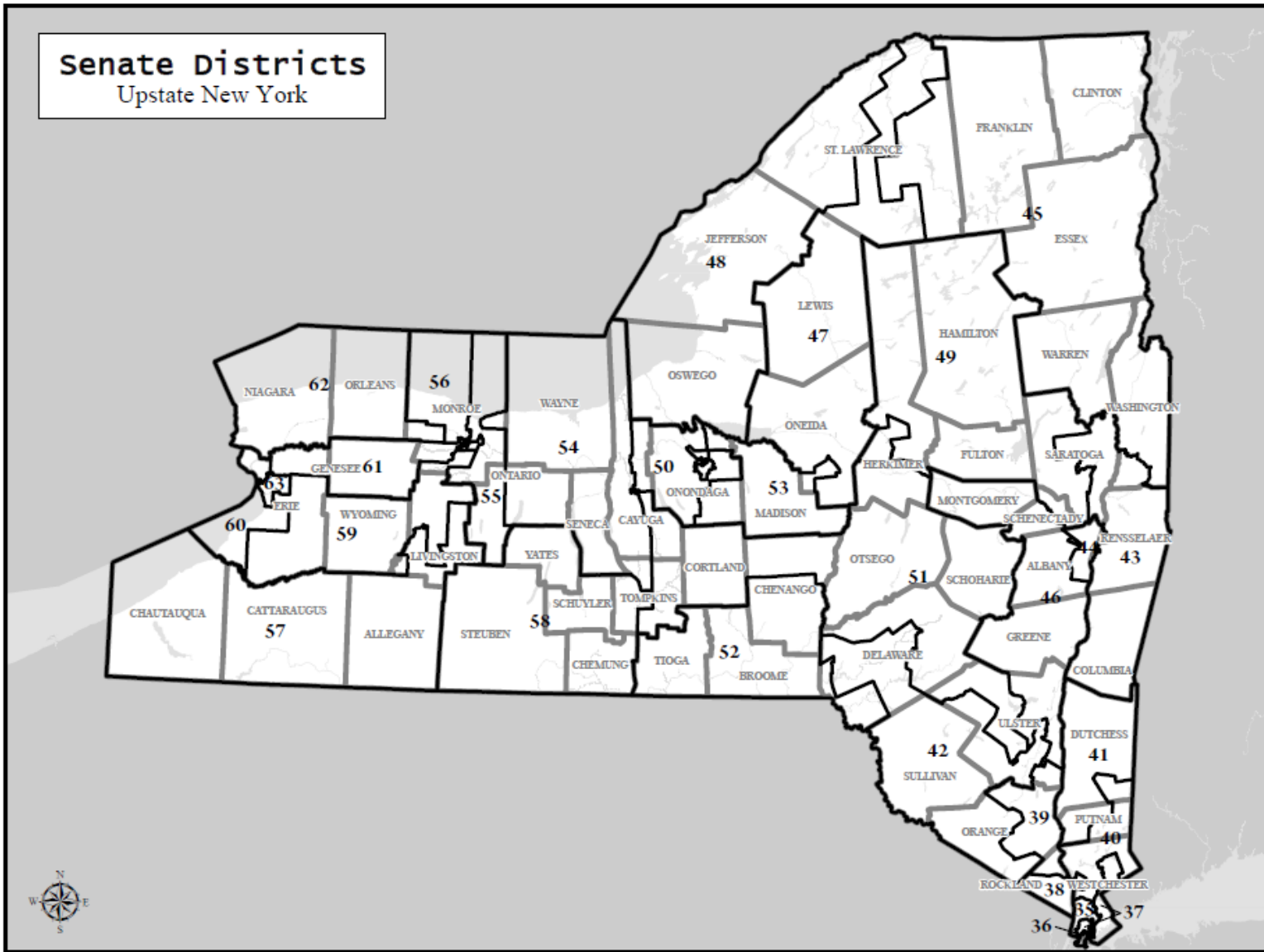


# THE 2010 CENSUS: WHERE HAS ALL THE DATA GONE?

Bob Scardamalia  
RLS Demographics, Inc.

# WHAT NOT TO DO!



# INTRODUCTION

- ◎ Census Data – The Changing Landscape
- ◎ The American Community Survey
- ◎ Buyer Beware
- ◎ Making Sense of it All

# 2010 CENSUS REVIEW

## ◎ A Basic Headcount

- Fulfill Constitutional Requirements
- Fulfill Requirements of the Voting Rights Act
- Address Based Enumeration from the Master Address File
- Short and Simple Questionnaire
- Traditionally Provided Socio-Economic and Housing Characteristics

# THE DECENNIAL CENSUS NO LONGER PROVIDES

- ◉ Income/Poverty
- ◉ Education
- ◉ Employment
- ◉ Travel to Work
- ◉ Language Spoken
- ◉ Disability
- ◉ Housing Value/Rent
- ◉ Housing Structure and Finance

# THE “NEW” AMERICAN COMMUNITY SURVEY

- ◉ A Large Continuous Survey
- ◉ 250,000 Households Every Month
  - Drawn from the same Master Address File
  - Need to continuously update addresses
- ◉ Provides “Annual” Estimates
  - 1-year, 3-year, and 5-year period averages
- ◉ Provided for ALL Census Geographies Down to the Block Group Level – for certain periods
- ◉ Similar But Not the Same as the Census

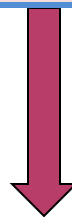
# DATA COLLECTION AND TIMING

**Decennial Census**

Reference Date	2010				
	March	April	May	June	July
April 1, 2010	Mail	Mail/Phone	Phone/Visit	Visit	Done

**American Community Survey**

Collection Month	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012
November 2011	Mail	Phone	Visit	Drop		
December 2011		Mail	Phone	Visit	Drop	
January 2012			Mail	Phone	Visit	Drop



Total January  
Interviews

# ACS DATA PRODUCT RELEASE

Data Product	Population Threshold	Year of Data Release							
		2006	2007	2008	2009	2010	2011	2012	2013
		Year(s) of Data Collection							
1-year Estimates	65,000+	2005	2006	2007	2008	2009	2010	2011	2012
3-year Estimates	20,000+			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012
5-year Estimates	All Areas					2005-2009	2006-2010	2007-2011	2008-2012

**Data products are released in the year following the single-year or the last year of the multi-year period in which data are collected.**



# CENSUS AND ACS DIFFERENCE

## Fundamentally Different Data Collection Instruments

- ◉ Reference Period
  - The Census is a point in time count (4-1-10); the ACS accumulates 12 months of surveys for a calendar year estimate
- ◉ CAN NOT think of annual ACS estimates as centered within a specific period (annual, 3-year, 5-year)
  - Not all data is from that calendar year though – income refers to “the last 12 months...”
- ◉ Sample Size
  - Smaller than the traditional Census Long Form
  - Sampling rate declines as the nation grows

# CENSUS AND ACS DIFFERENCE

## Conceptual Differences

- ◉ Residency Rules
  - Decennial Census – “Usual Place of Residence”
  - ACS – resident for 2+ months (seasonality)
- ◉ Sample Weighting
  - Census – small sub-county sample weighting areas
  - ACS – city, town, village estimates of total population – no characteristics
- ◉ Data Allocation – why there’s no “missing data”
  - Census – high rates
  - ACS – better, trained interviewers

# CENSUS AND ACS DIFFERENCE

## Now it Gets Tricky!!

- ◉ Period Rather than Point Estimates
- ◉ Fire Hose of Data EVERY year
- ◉ Multiple Numbers EACH Year for the Same Area
  - 2011 release for areas of 65,000 or more
    - 1-year estimate (2010 collection)
    - 3-year estimate (2008-2010 collection)
    - 5-year estimate (2006-2010 collection)
  - Areas of 20,000 to 65,000
    - 3-year estimate (2008-2010 collection)
    - 5-year estimate (2006-2010 collection)
  - Areas under 20,000
    - 5-year estimate ONLY (2006-2010 collection)

# COLLECTING INCOME DATA

## Measuring Income Over a 12 Month Period - Traditional Census

Previous Calendar Year												Month of Survey Response											
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
x	x	x	x	x	x	x	x	x	x	x	x												
												Res											

## Measuring Income Over a 12 Month Period - ACS

2009												2010											
Previous 12 Month Period												Month of Survey Response											
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
x	x	x	x	x	x	x	x	x	x	x	x	Res											
	x	x	x	x	x	x	x	x	x	x	x	x	Res										
		x	x	x	x	x	x	x	x	x	x	x	x	Res									
			x	x	x	x	x	x	x	x	x	x	x	x	Res								
				x	x	x	x	x	x	x	x	x	x	x	x	Res							
					x	x	x	x	x	x	x	x	x	x	x	x	Res						
						x	x	x	x	x	x	x	x	x	x	x	x	Res					
							x	x	x	x	x	x	x	x	x	x	x	x	Res				
								x	x	x	x	x	x	x	x	x	x	x	x	Res			
									x	x	x	x	x	x	x	x	x	x	x	x	Res		
										x	x	x	x	x	x	x	x	x	x	x	x	Res	

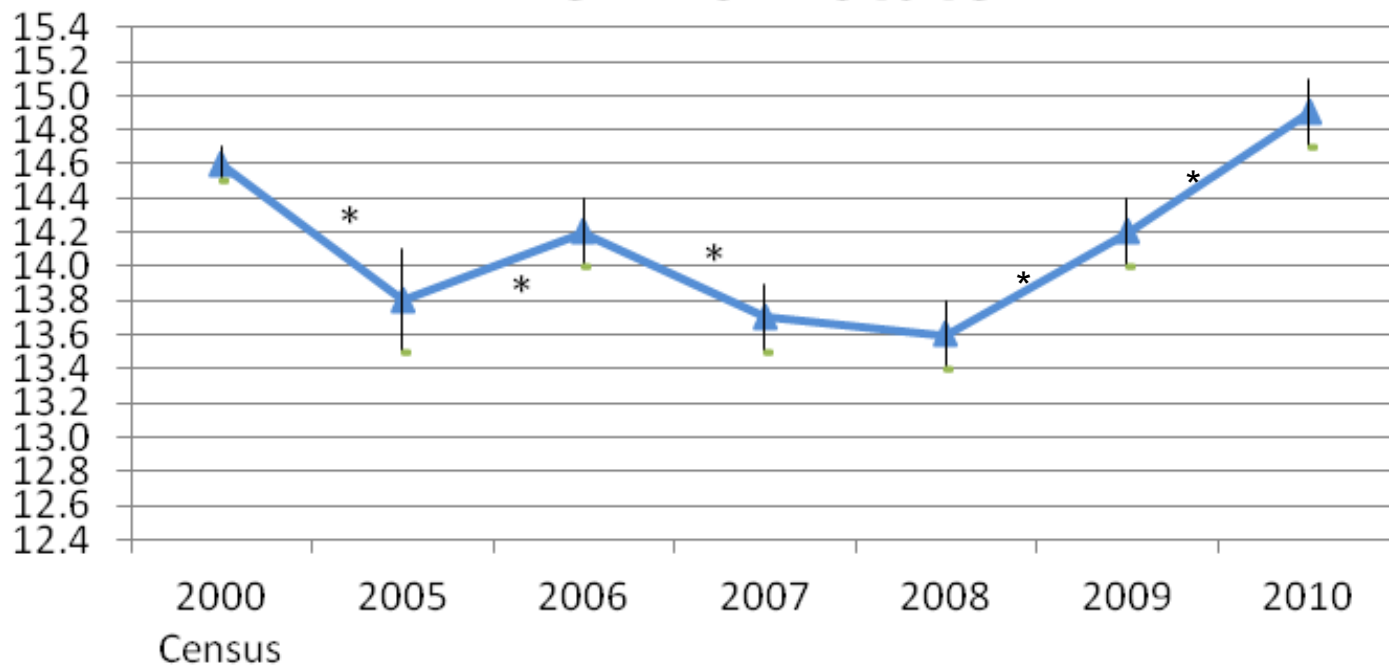
# HOW TO KNOW WHAT TO USE

## Never Mix Up Period Estimates!

Currency	Reliability
1-year estimates provide information based on the most current year	Sample sizes producing estimates may be small and impact statistical reliability
3-year estimates provide information based on the last year and the 2 years before that	3-year estimates are based on 3 times as many sample cases as 1-year estimates with generally smaller margins of error
5-year estimates provide information based on the last year and the 4 years before that	5-year estimates are based on 5 times as many sample cases as 1-year estimates – smaller margins of error

# ERROR – WE NEVER WORRIED!

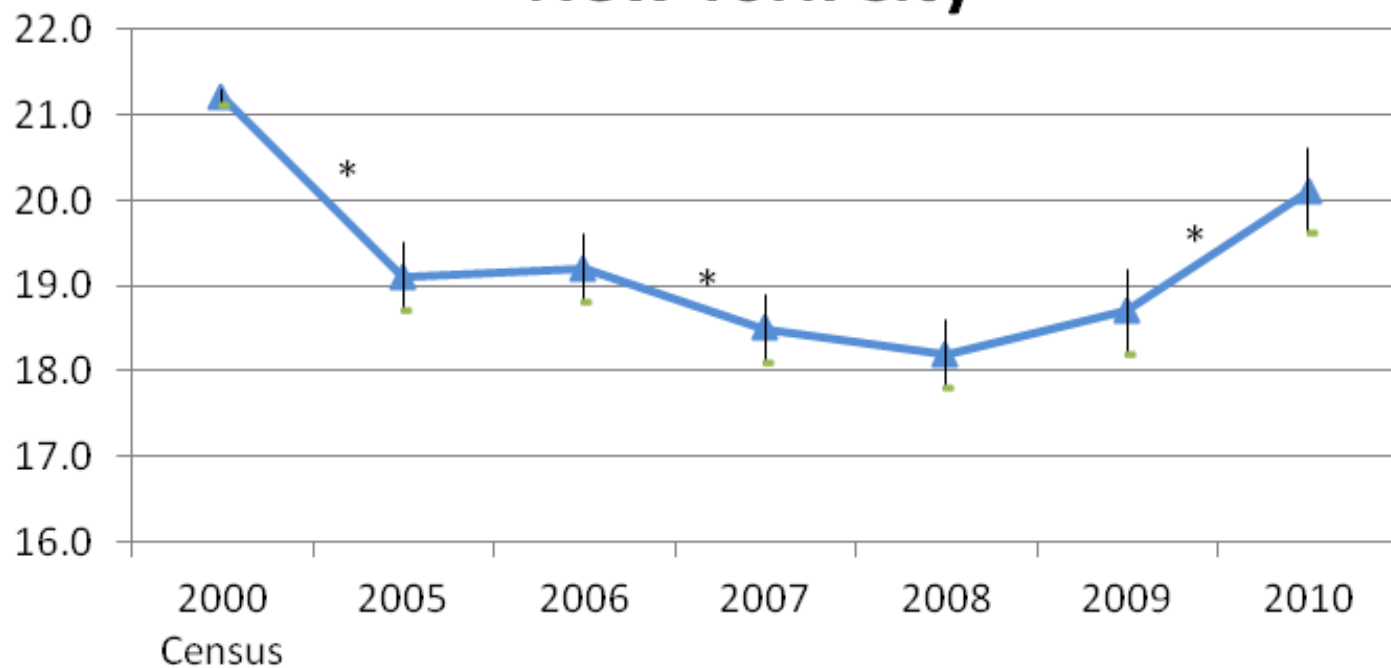
## ACS 1-Year Poverty Rates, New York State



\* Significant Difference at 90% CI

# ERROR – WE NEVER WORRIED!

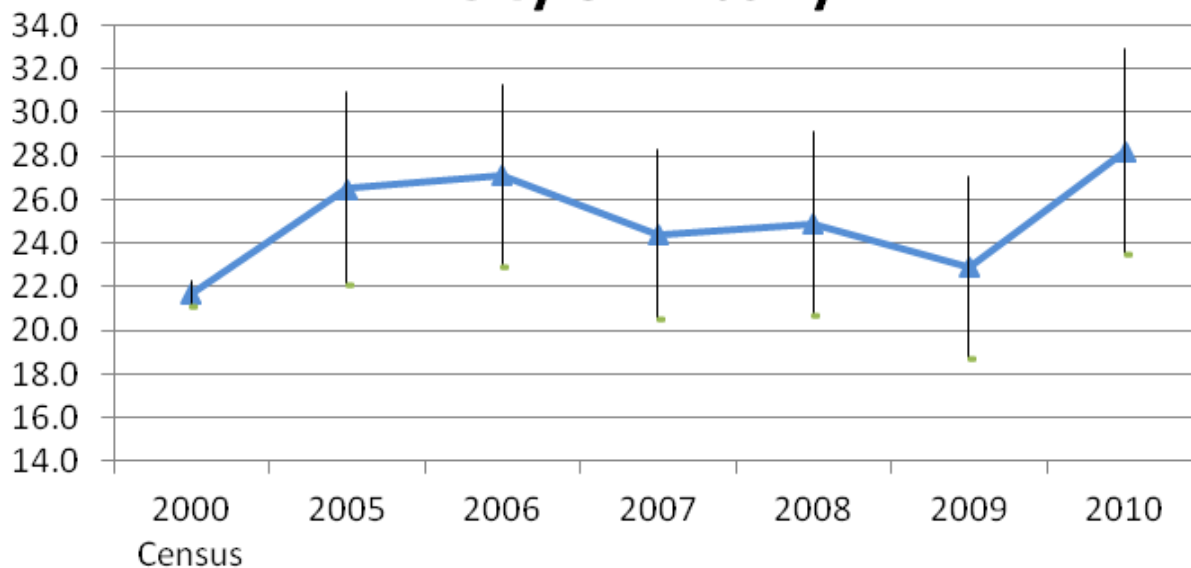
## ACS 1-Year Poverty Rates, New York City



\* Significant Difference at 90% CI

# ERROR – WE NEVER WORRIED!

**ACS 1-Year Poverty Rates,  
City of Albany**



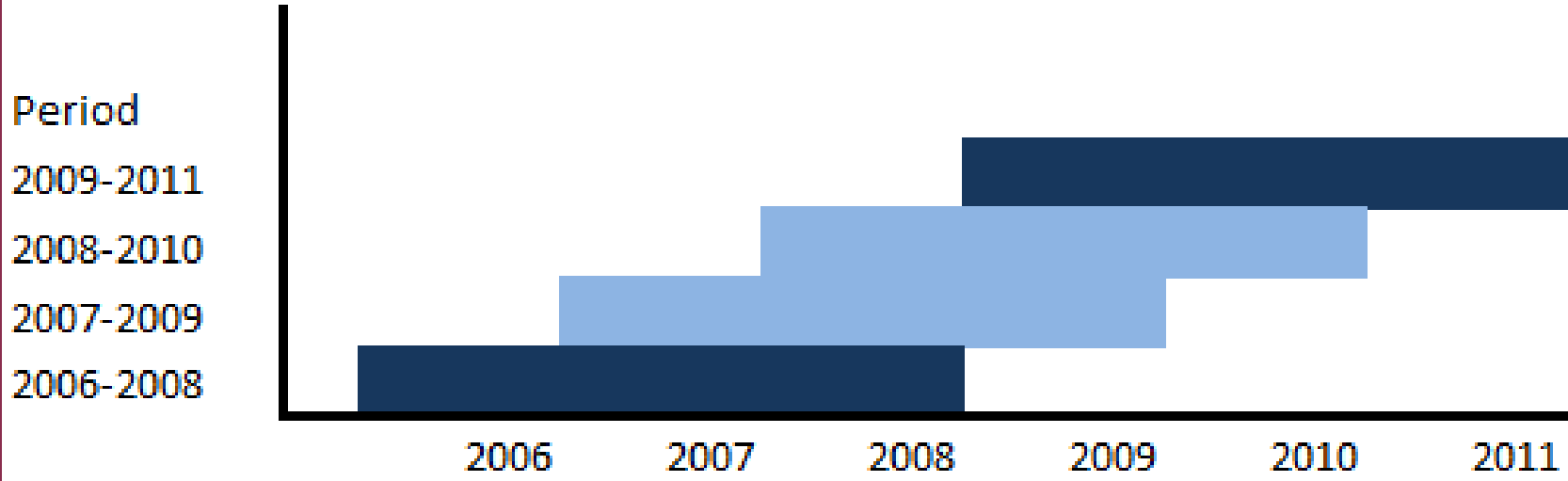
\* Significant Difference at 90% CI

Data Product Year	Poverty Rate	Year of Data Release						
		2006	2007	2008	2009	2010	2011	2012
1-year ACS Estimates	Albany City	26.5	27.1	24.4	24.9	22.9	28.2	na
3-year ACS Estimates				26.7	25.3	24.7	24.7	na
5-year ACS Estimates						25.4	25.3	na



# USE NON-OVERLAPPING ESTIMATES

## Use of Overlapping Periods



# ONE MORE GOTCHA!

## ◉ Geography

- Latest ACS geography reflects the 2010 Census geography
- Previous year's ACS data will be 2000 Census geography
- Need to be aware of legal boundary changes over time

# ALWAYS!

- ⦿ Make sure geographic boundaries haven't changed
  - Especially for Census tracts and block groups
- ⦿ Compare similar period estimates
  - Don't compare a 1-year estimate for one area to a 3-year estimate for a different area
- ⦿ Use non-overlapping periods when possible
  - Compare 2005-2007 with 2008-2010
- ⦿ Determine if you need currency or accuracy
  - 1-year estimates have greater margins of error

# AMERICAN FACTFINDER 2

The screenshot shows the American FactFinder 2 web application in a browser window. The browser's address bar displays the URL `factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml`. The page header features the U.S. Census Bureau logo and the 'AMERICAN FactFinder' title. A navigation bar includes links for 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER', along with language options for 'English' and 'Español'. The main content area is divided into several sections: 'Your Selections' (currently empty), 'Search using the options below:' with filters for Topics, Geographies, Race and Ethnic Groups, and Industry Codes; 'Getting Detailed Data' with links to Decennial Census, American Community Survey, and Puerto Rico Community Survey; 'Your source for population, housing, economic, and geographic information'; a 'Quick Start' section with a search form; 'News and Notes' with recent updates; a 'U.S. Population Clock' showing 313,181,690; 'Reference Maps'; 'Address Search'; and a 'Load Query' section. The browser's status bar at the bottom indicates the date and time as March 22, 2012.

American FactFinder

factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

AVG Secure Search

Most Visited Getting Started Latest Headlines Pin It

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

U.S. Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER English Español

**Your Selections**

"Your Selections" is empty

**Search using the options below:**

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**Getting Detailed Data**

The following data are available on American FactFinder:

- Decennial Census**  
Taken every 10 years to collect information about the people and housing of the United States
- American Community Survey**  
An ongoing survey that provides data about your community every year
- Puerto Rico Community Survey**  
The equivalent of the American Community Survey for Puerto Rico
- Economic Census**

**Your source for population, housing, economic, and geographic information**

**American FactFinder works with Mozilla Firefox 3.6 and Microsoft Internet Explorer 7. Other browsers may not perform as expected.**

**Quick Start**

Enter search term(s) and click 'GO'

topic or table name for state, county or place (optional)

GO

topics race/ancestry industries

Or use the options on the left to begin your search

**News and Notes** GET EMAIL UPDATES

Mar 08, 2012

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. Data has been released for: NV, NM, CT, DC, OK, OR, FL, MA, MS, WA, ND, RI, TN, TX, AR, HI, IA, MD, AK, LA, MI, and NJ. SF 2 provides detailed data on age, sex, households, families, the group quarters population, and occupied housing units for up to 331 race, Hispanic or Latino origin, and tribal population groups. Presentation of SF 2 tables for a population group is subject to a threshold of 100 or more people of a particular group in a particular geographic area. [more >](#)

Mar 01, 2012

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. Data has been released for: NV, NM, CT, DC, OK, OR, FL, MA, MS, WA.

**U.S. Population Clock**

16:04 UTC (EST+5) Mar 14, 2012

**313,181,690**

[more population clocks >](#)

**Reference Maps**

Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.

United States GO

**Address Search**

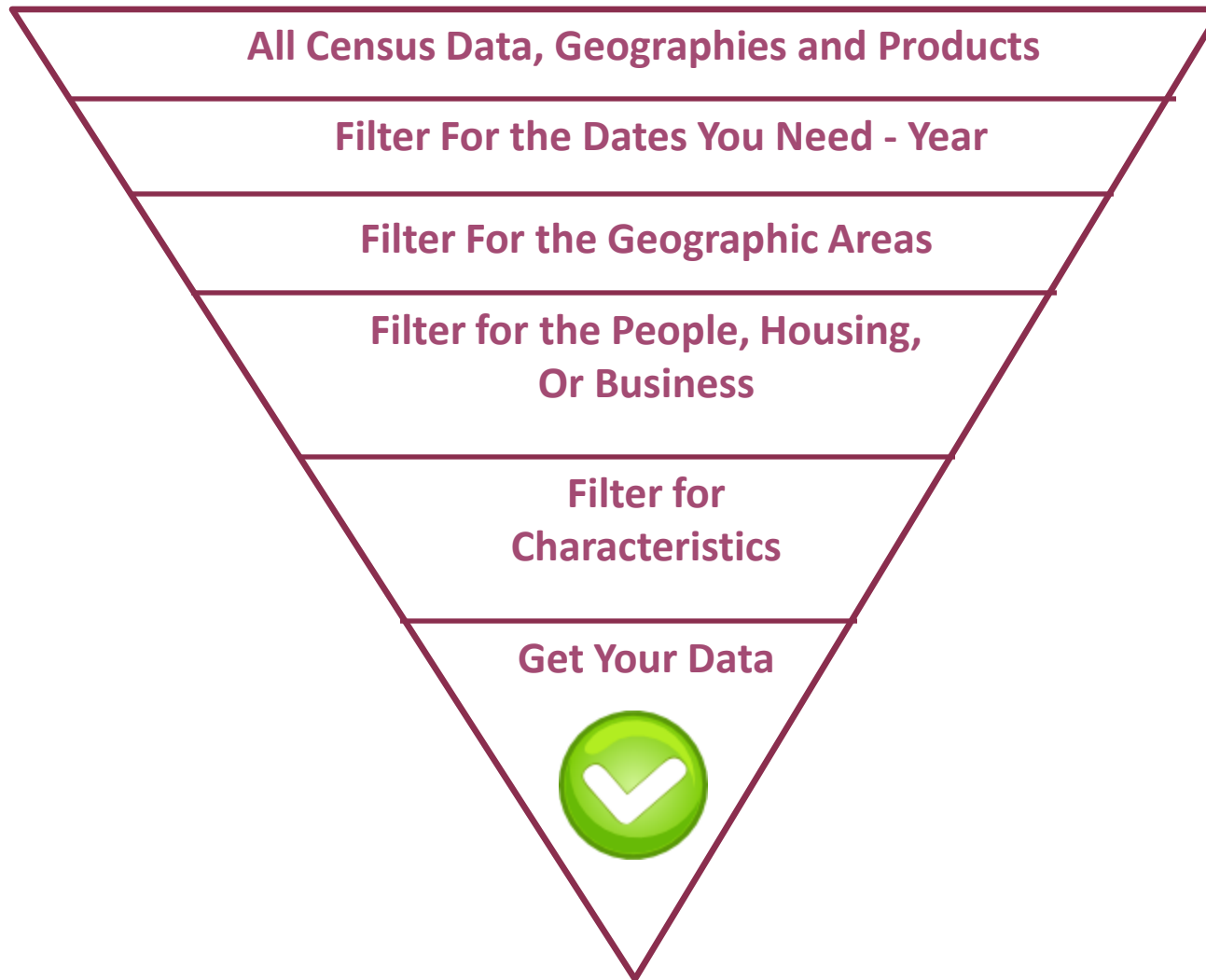
Find Census data by entering a street address.

**Load Query**

Use Load Query to restore a previously saved query

LOAD QUERY

# AMERICAN FACTFINDER: A LESSON IN FILTERING



# THREE MOST IMPORTANT OPTIONS

The screenshot shows the American FactFinder website interface. A red box highlights the 'Your Selections' section, which currently shows 'Your Selections' is empty. Another red box highlights the 'Topics' and 'Geographies' filter options. A text box overlay lists the following filter options: People, Housing, Business, Year, Product Type, Program, and Dataset. The main content area displays the U.S. Population Clock showing 313,181,690 as of March 14, 2012. Other sections include Reference Maps, Address Search, and Load Query.

**U.S. Census Bureau**  
**AMERICAN FactFinder**

Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER English Español

**Your Selections**  
"Your Selections" is empty

**Search using the options below:**

- Topics (age, income, year, dataset, ...)
- Geographies (states, counties, places, ...)
- Race and Ethnic Groups (race, ancestry, tribe)
- Industry Codes (NAICS industry, ...)

**Getting Detailed Data**  
The following data are available on American FactFinder:

- Decennial Census**  
Taken every 10 years to collect information about the people and housing of the United States
- American Community Survey**  
An ongoing survey that provides data about your community every year
- Puerto Rico Community Survey**  
The equivalent of the American Community Survey for Puerto Rico
- Economic Census**

**Let's you filter on:**  
People  
Housing  
Business  
Year  
Product Type  
Program  
Dataset

**U.S. Population Clock**  
16:04 UTC (EST+5) Mar 14, 2012  
**313,181,690**  
[more population clocks >](#)

**Reference Maps**  
Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.  
United States

**Address Search**  
Find Census data by entering a street address.

**Load Query**  
Use Load Query to restore a previously saved query

**GET EMAIL UPDATES**

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. Data has been released for: NV, NM, CT, DC, OK, OR, FL, MA, MS, WA, ND, RI, TN, TX, AR, HI, IA, MD, AK, LA, MI, and NJ. SF 2 provides detailed data on age, sex, households, families, the group quarters population, and occupied housing units for up to 331 race, Hispanic or Latino origin, and tribal population groups. Presentation of SF 2 tables for a population group is subject to a threshold of 100 or more people of a particular group in a particular geographic area. [more >](#)

Mar 01, 2012  
The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. Data has been released for: NV, NM, CT, DC, OK, OR, FL, MA, MS, WA.

# SELECT GEOGRAPHIES

Select Geographies

Name Address Map and Ethnic Groups, or Industry Codes or

Enter a geography name or use the Geography Filter Options below:

Enter a geography name (Alabama, Marengo County, ...) GO ?

**Your Geography Filters**

"Your Geography Filters" is empty

**Geography Filter Options**

- ☐ Geographic Type
  - Nation (1)
  - State (62)
  - County (6,373)
  - City or Town (186,744)
  - Congressional District (7,626)
  - Census Tract (170,429)
  - Metro/Micro Area (1,223)
  - ZIP Code/ZCTA (156,768)
  - Other (176,138)
- ☒ Summary Level
- ☒ Within State

Include in results:

☒ All geographies ?  
☐ Individual geographies  
☐ Groups of geographies

☐ Show Geographic Components (e.g., urban, rural)

Search using geographic codes ?  
 FIPS codes [dropdown]  
 GO

**Select geographies to add to Your Selections**

Select from:  
☒ most requested summary levels ☐ all summary levels ☐ individual blocks ?

**Geography Results: 1-25 of 705,364** per page: 25

Selected: ☐ Add | ☒ Check All | ☐ Clear All |

	Geography Name	Geography Type	About
<input type="checkbox"/>	United States	United States	
<input type="checkbox"/>	All States within United States	State	
<input type="checkbox"/>	Alabama	State	
<input type="checkbox"/>	Alaska	State	
<input type="checkbox"/>	Arizona	State	
<input type="checkbox"/>	Arkansas	State	
<input type="checkbox"/>	California	State	
<input type="checkbox"/>	Colorado	State	
<input type="checkbox"/>	Connecticut	State	
<input type="checkbox"/>	Delaware	State	
<input type="checkbox"/>	District of Columbia	State	
<input type="checkbox"/>	Florida	State	
<input type="checkbox"/>	Georgia	State	
<input type="checkbox"/>	Hawaii	State	
<input type="checkbox"/>	Idaho	State	
<input type="checkbox"/>	Illinois	State	

# RLS DEMOGRAPHICS

P.O. Box 160

Rensselaerville, NY 12147

(518) 703-0724 (cell)

(518) 797-3163 (home)

[bob@rlsdemographics.com](mailto:bob@rlsdemographics.com)