

Statistics, Data Tools and Community

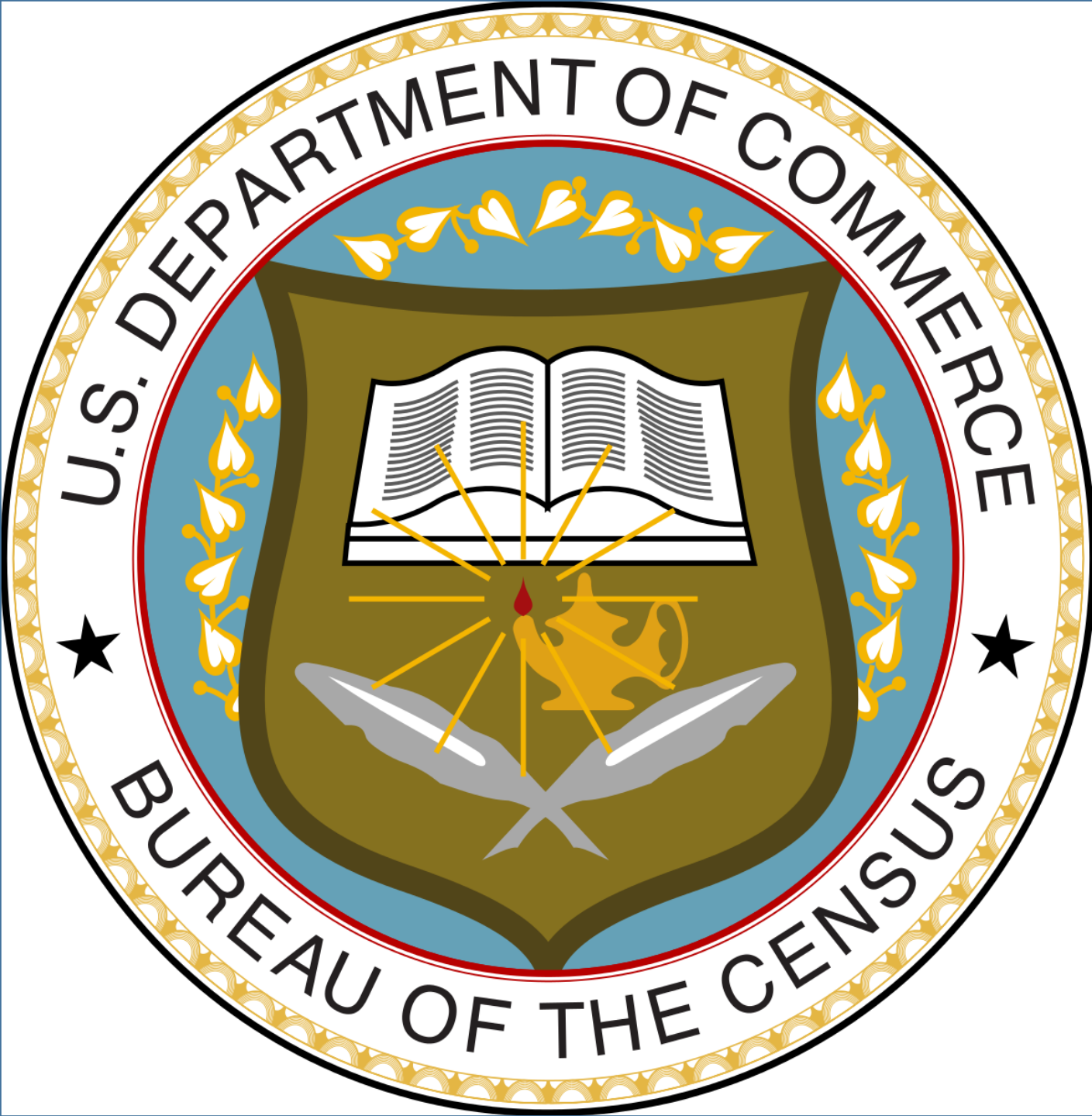
Ron Jarmin

U.S. Census Bureau

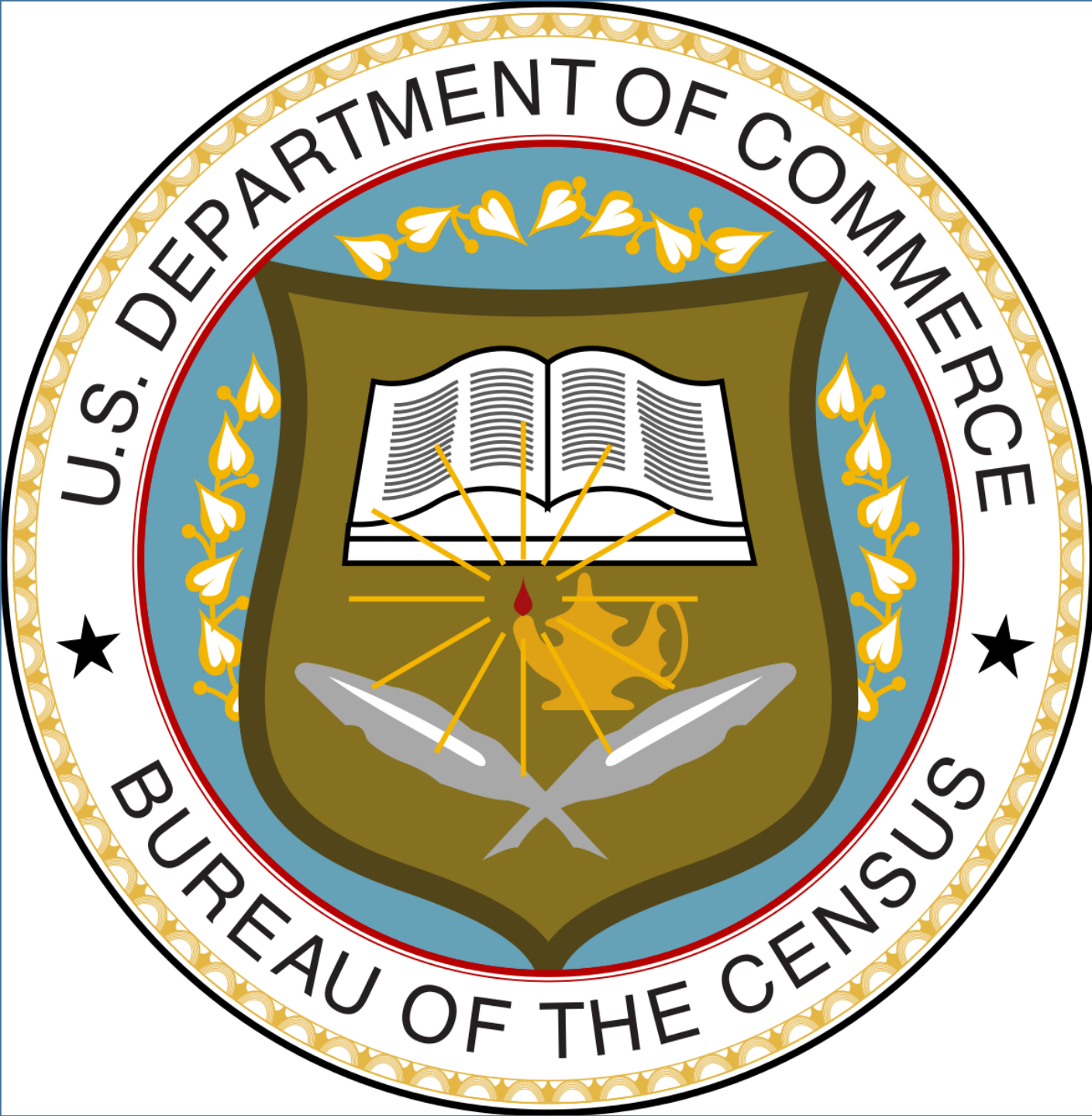
The National Association of Development Organizations Research
Foundation

“Afternoon with the Districts”

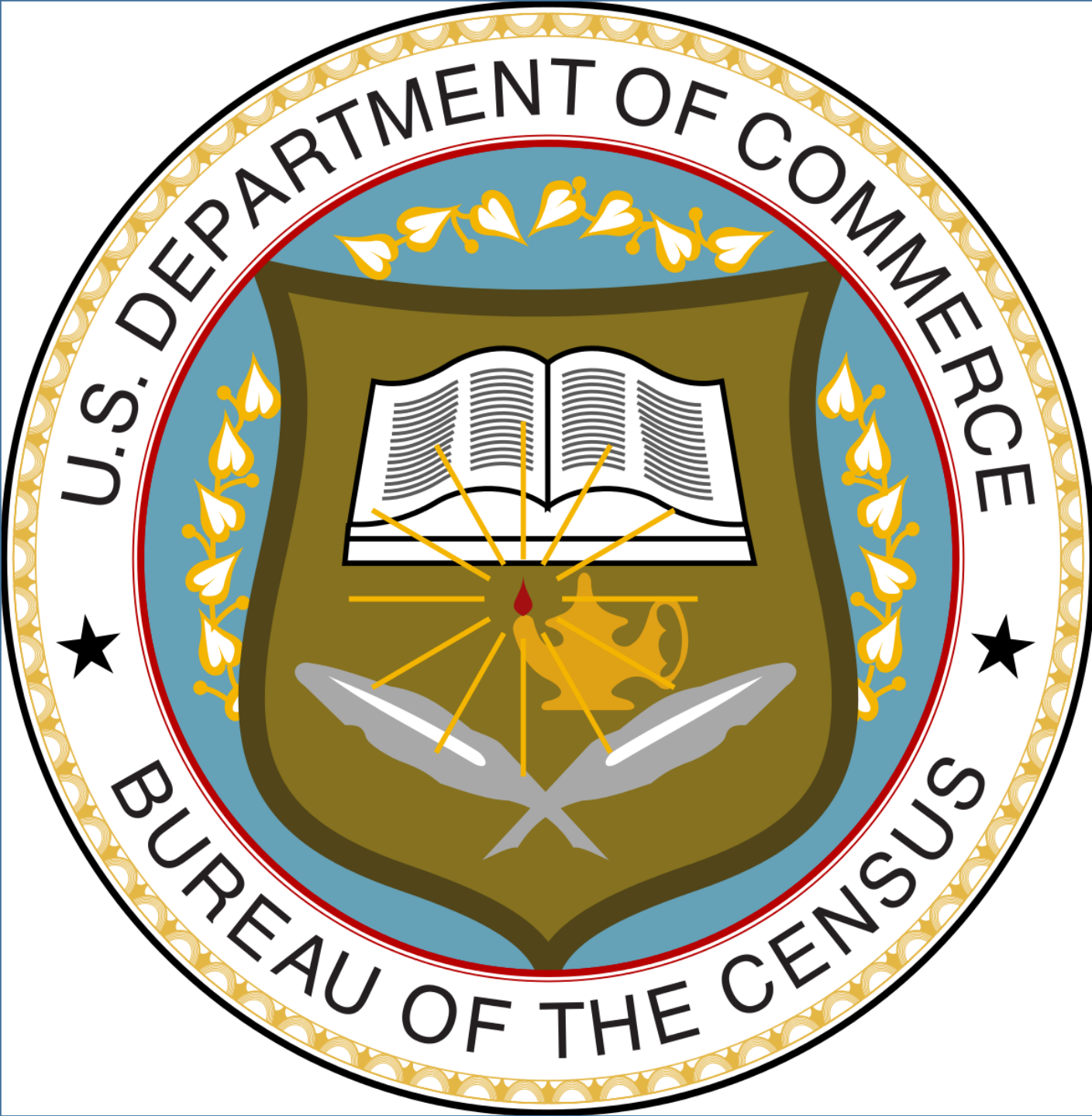
March 13, 2024



The federal
government's largest
statistical agency



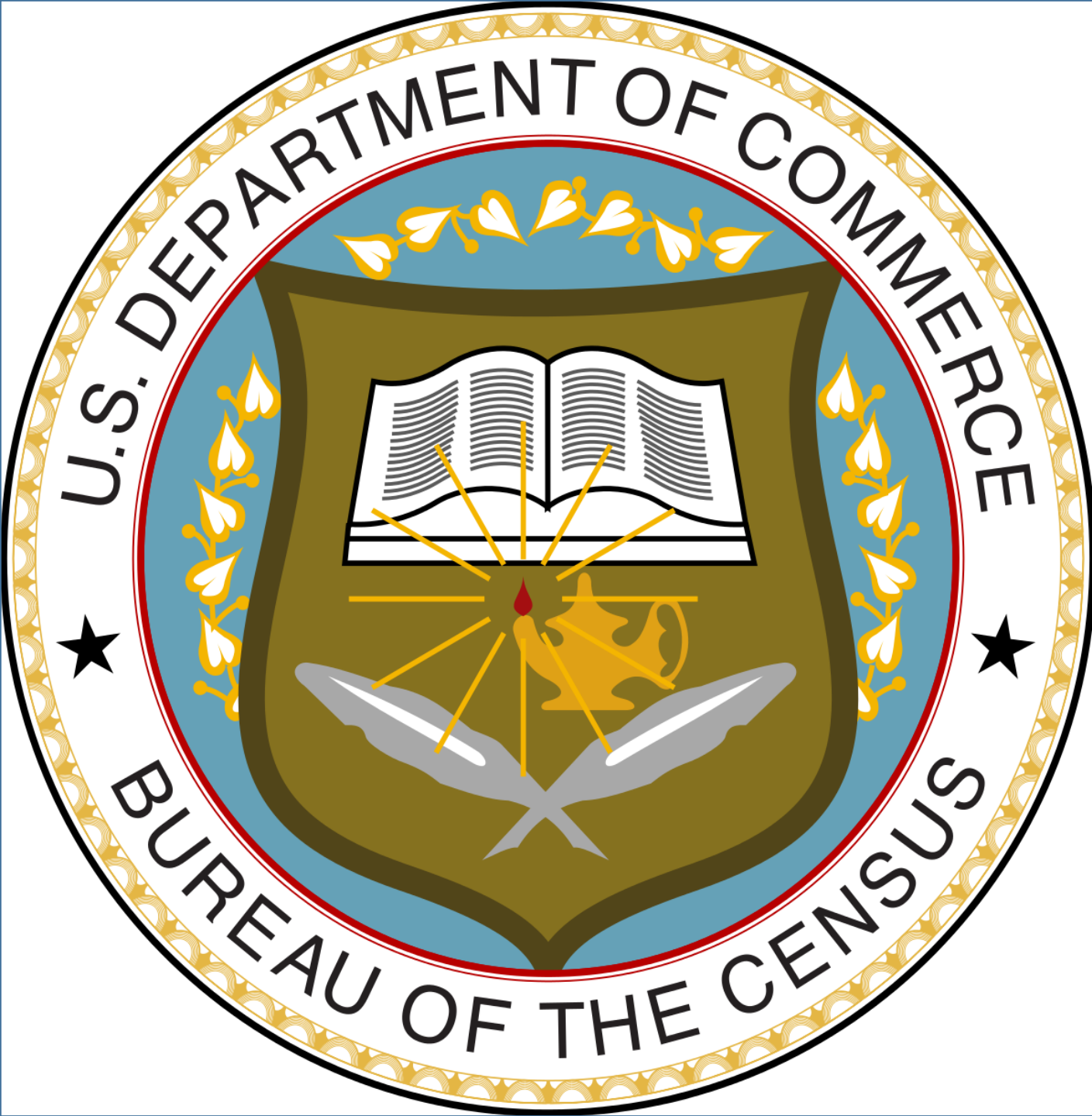
We conduct more than 100 censuses and surveys each year, including:



The Decennial Census – the once-a-decade population and housing count of all 50 states and U.S. territories

The Economic Census – the once-a-five-year measure of American businesses

The American Community Survey – the ongoing, annual survey of the social, economic, housing, and demographic characteristics of the nation's population



**Our mission is to
serve as the
nation's leading
provider of
quality data
about its people
and economy**

Business Dynamics Statistics (BDS)

- Tracks growth and decline of businesses
 - For states, metro areas, counties
- Answers questions such as:
 - How many new businesses started in a county?
 - How many jobs did they create?
 - How many businesses closed?
 - How many jobs were lost?
 - Did existing businesses grow or shrink?
- Data visualization tool (+download capabilities)

[BDS Explorer - Census Bureau](#)

Rate of job creation in Appalachian Region VA counties compared to Northern VA counties

Bar 

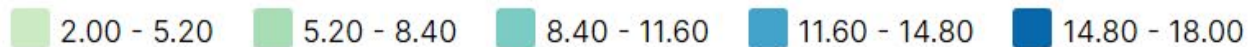
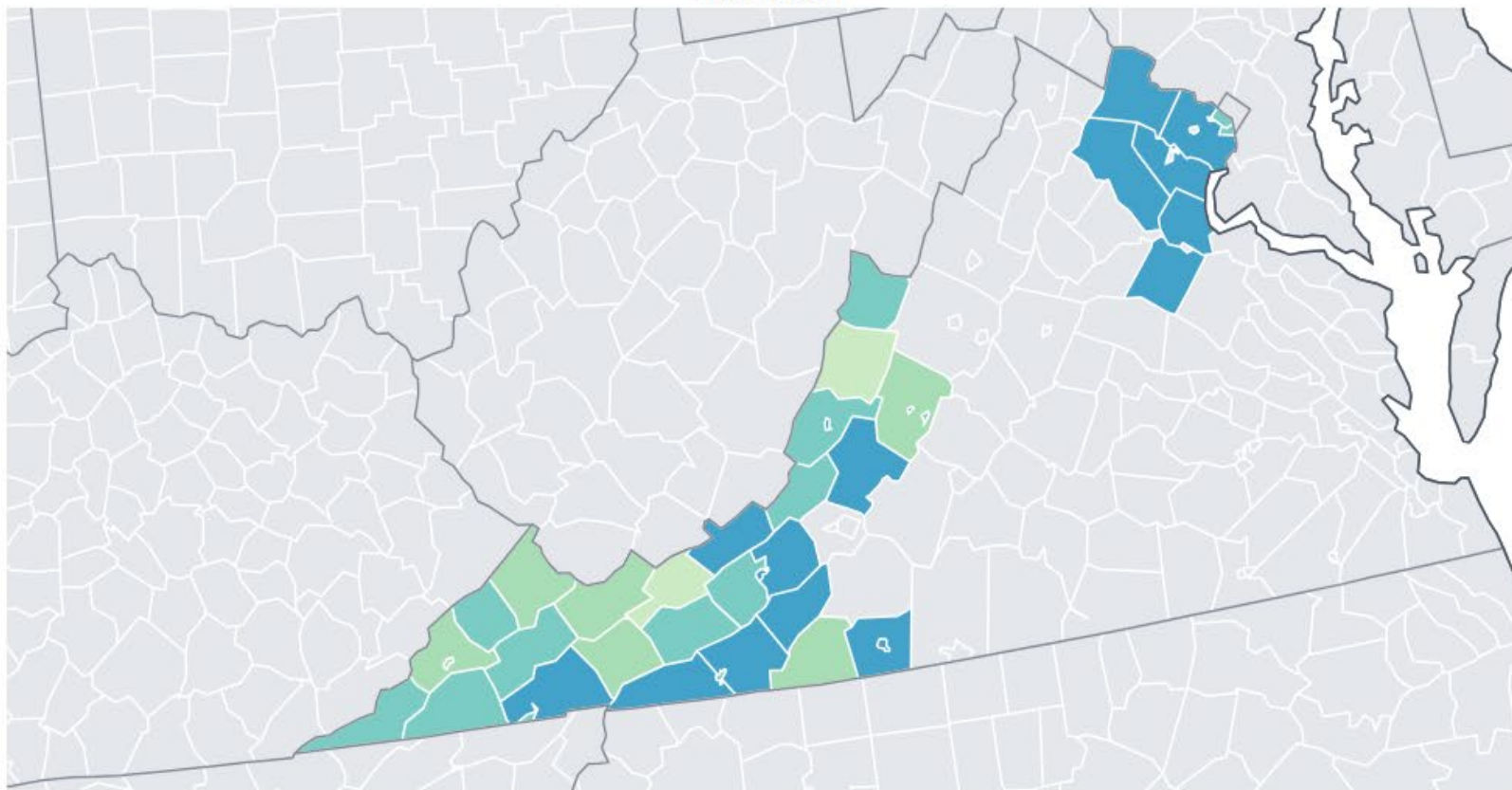
Line 

Map 

Table 

JOB CREATION RATE

Year: 2021



Source: U.S. Census Bureau - Center for Economic Studies - Business Dynamics Statistics (2021)

Settings



MEASURE

Job Creation Rate



GEOGRAPHY

County

[41 selections](#)

GROUP

None

Filters



YEAR 2021

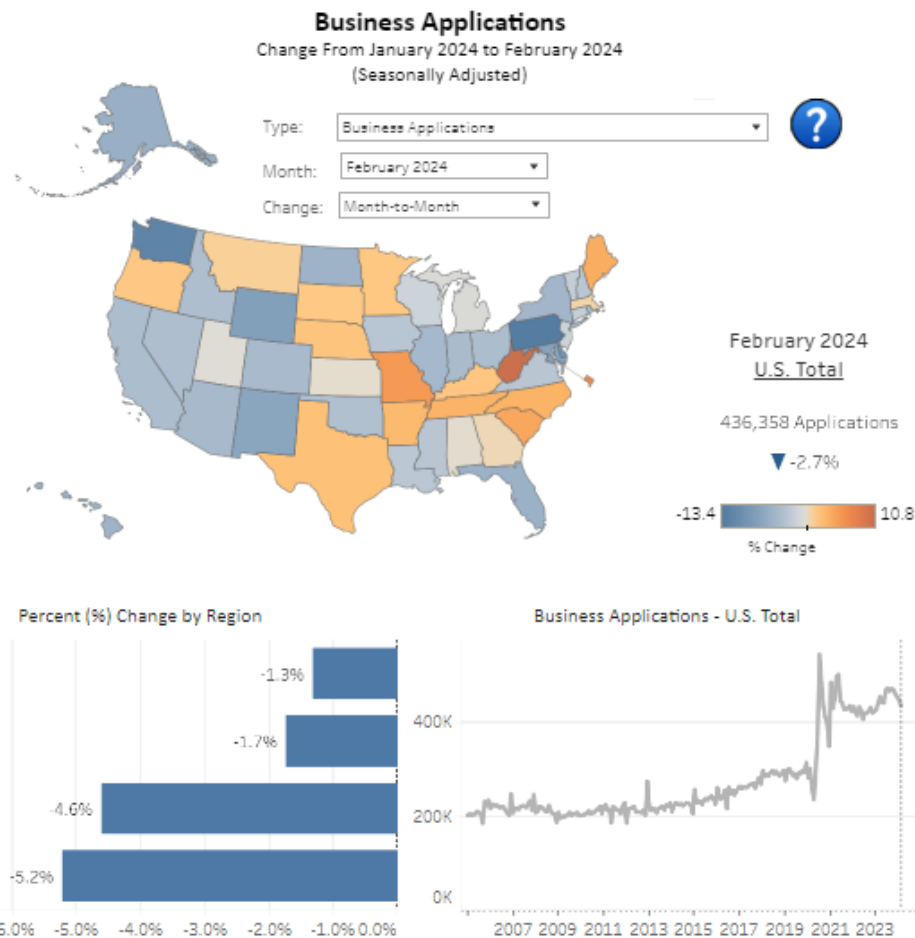
STATE

COUNTY

Business Dynamic
Statistics are
Backward Looking
but the Business
Formation
Statistics are
Forward Looking

Monthly Geographical Visualization

MARCH 12, 2024





NOW AVAILABLE

2022 Economic Census First Look

United States[®]
Census
Bureau

The 2022
Economic
Census

Major modernizations for the 2022 Economic Census include:

- **New content capturing data on emerging topics, such as use and acquisition of business technologies, exported and imported services, telemedicine services, and cannabis.**
- **Expanded industry coverage to fill an identified data gap on support activities for crop production and animal production not captured in the Census of Agriculture.**
- Innovations to the collection instrument—including using machine learning to allow respondents to search industry and product codes—that save time, reduce burden, and decrease the number of cases that require analytical review.
- Collection strategy changes to maximize the use of electronic communication through respondent outreach, email messaging, and phone systems.
- Processing improvements and enhanced tools to optimize review.
- Coordinated respondent and data user outreach paired with website improvements for a better respondent and data user experience.

The Need for the Community Resilience Estimates

COVID-19 pandemic presented the need for timely, accurate, and customizable information about the population.

Many groups reached out to the Census Bureau for data.



What is the CRE?

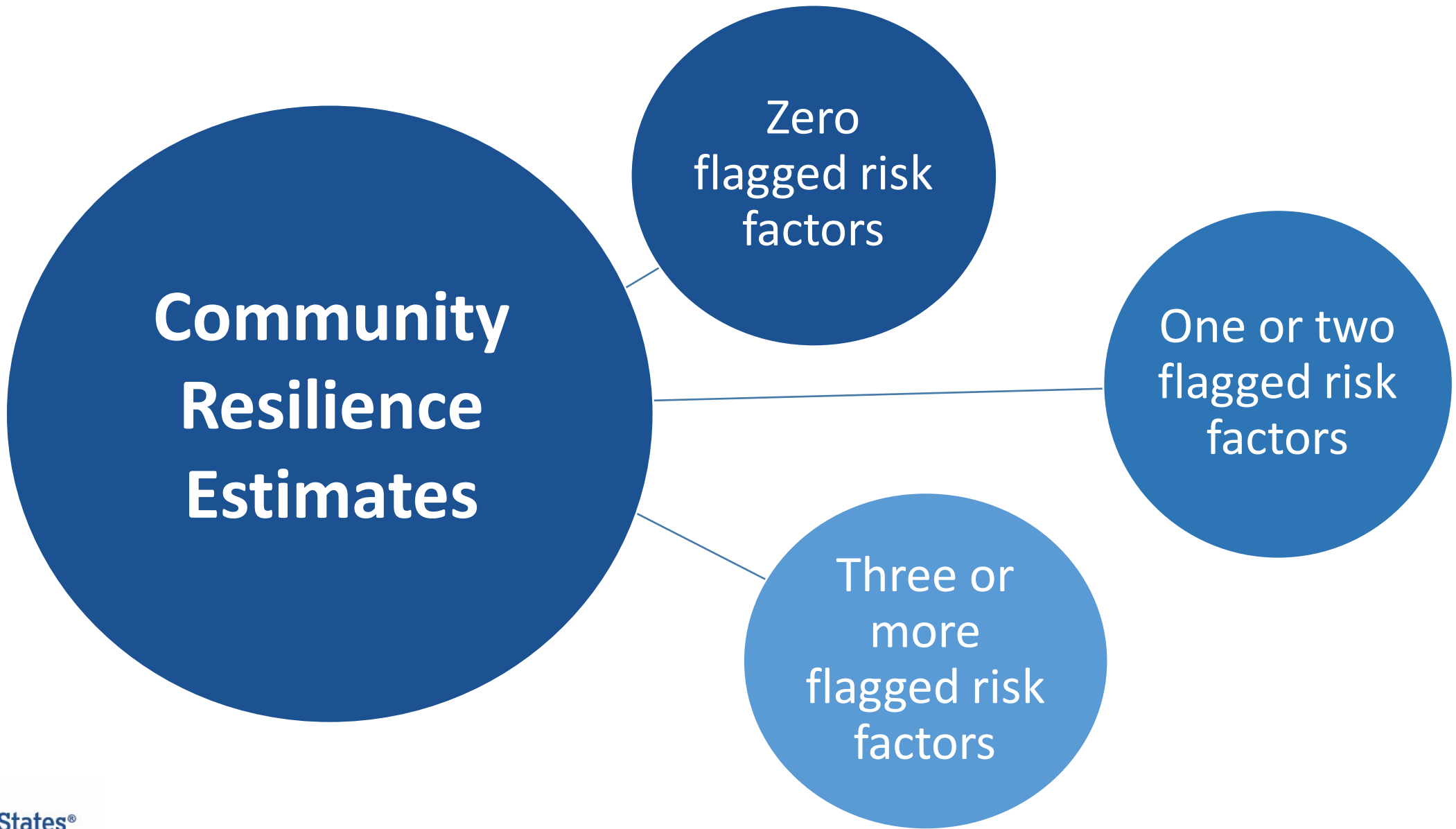
What is the CRE?

What is the CRE?

What is the CRE?

What is the CRE?



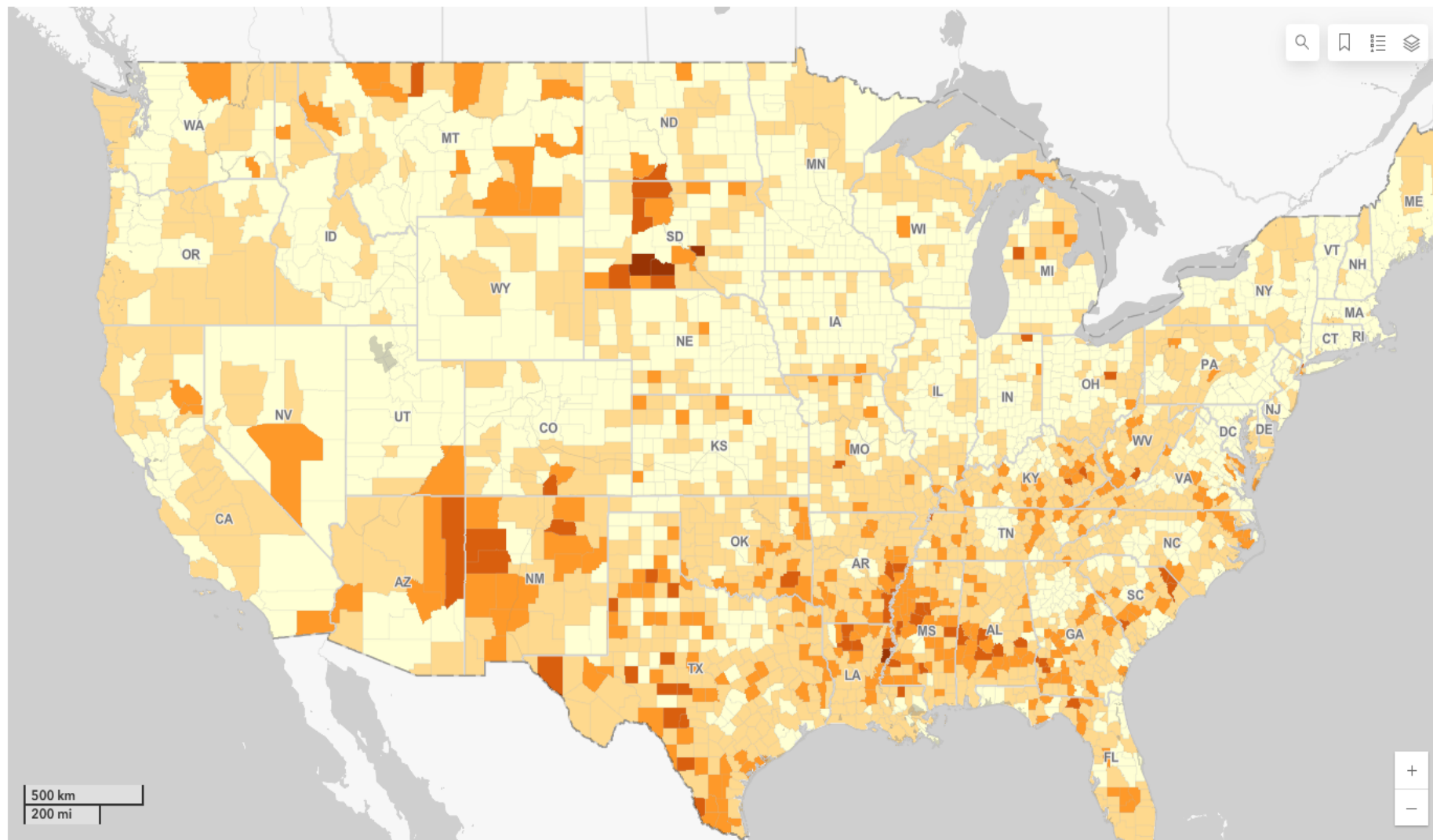
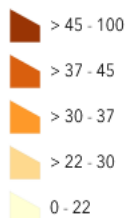


Thematic Components of Social Vulnerability based on the components selected above

Use Layer List below to turn on and off supplemental layers

Thematic Components of Social Vulnerability (Counties) 2022

Estimated Population (%)



Esri, TomTom, Garmin, FAO, NOAA, USGS, EPA, USFWS

Powered by Esri

Community resilience is the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic. When disasters occur, recovery depends on the community's ability to withstand the effects of the event. In order to facilitate disaster preparedness, the Census Bureau has developed new small area estimates, identifying communities where resources and information may effectively mitigate the impact of disasters.

Variation in individual and household characteristics are determining factors in the differential impact of a disaster. Some groups are less likely to have the capacity and resources to overcome the obstacles presented during a hazardous event. Resilience estimates can aid stakeholders and public health officials in modeling these differential impacts and developing plans to reduce a disaster's potential effects.

Individual and household characteristics from the 2022 American Community Survey (ACS) were modeled, in combination with data from to Population Estimates Program to create the CRE.

Components of Social Vulnerability from the 2022 ACS include:

- Income to Poverty Ratio
- Single or Zero Caregiver Household

Social Vulnerability map

Predominant Group map

Statistical Difference map

Benefits of Using the CRE

To identify most at-risk populations for equitable distribution of the resources, use the CRE.

Timeliest, most statistically accurate, and granular measure of vulnerability

Small area methodologies are proven

The CRE advances the years of work on the SVI and SoVI



Poverty Status Viewer

Poverty Status Viewer

- We developed the Poverty Status Viewer, in coordination with the Economic Development Administration, to display Persistent Poverty Counties and High Poverty Areas.
- The tool is used to assist EDA to identify areas for the equity [investment priorities](#).
- The tool displays areas of persistent poverty and high poverty.
- Produced annually. Most recently released March 12.

**Coming soon: Tract-level single year Poverty Estimates (experimental)*

High Poverty Area (County/Tract)

Persistent Poverty County

ABOUT THIS MAP

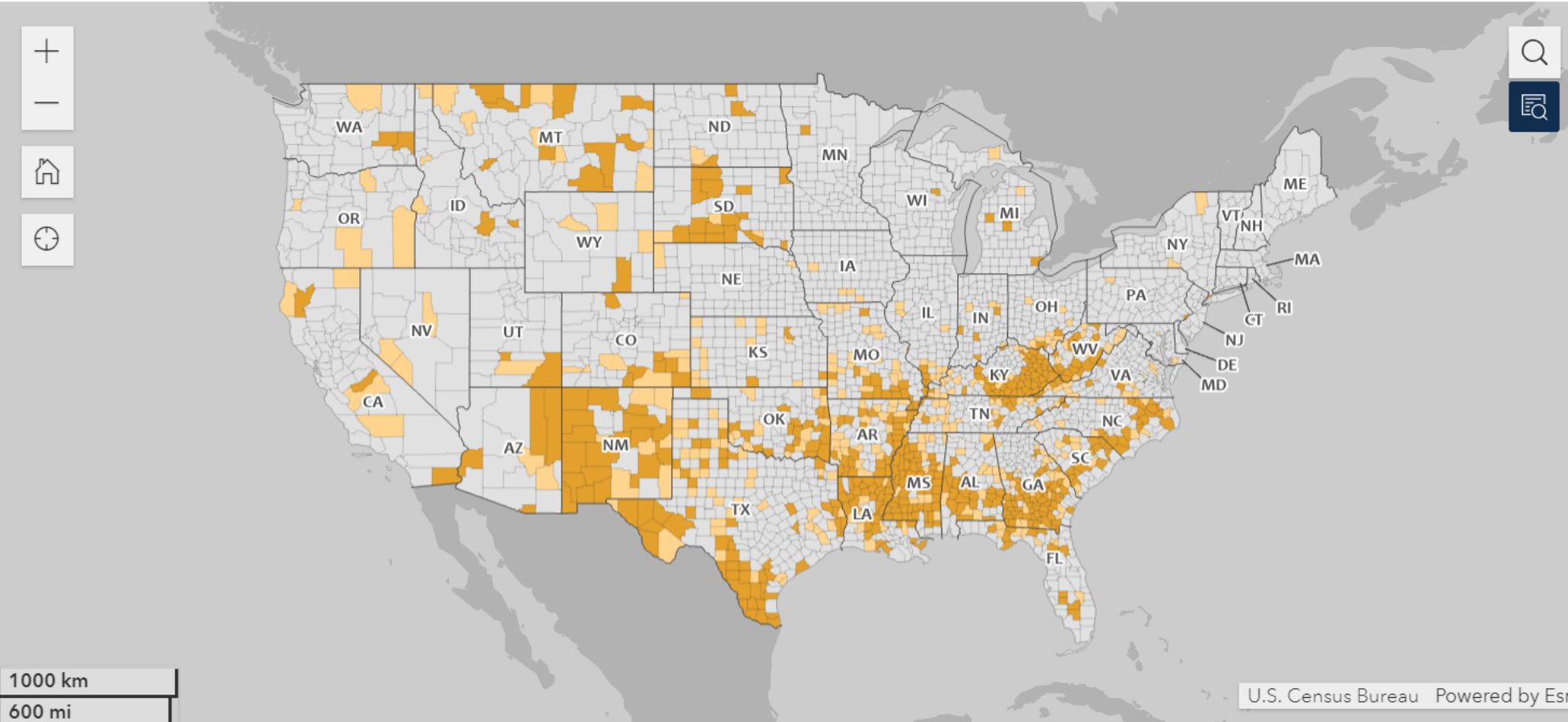
The **EDA-Census Poverty Status Viewer** was developed by the U.S. Census Bureau to support the Commerce Department's Economic Development Administration (EDA).

High poverty area estimates include poverty data for the population for whom poverty status is determined using the 2018-2022 American Community Survey 5-year estimates. Estimates go down to the census tract level. Although

LEGEND

High Poverty Status

- **High poverty area**
20% of the population or more are below the poverty level
- **Possible high poverty area**
The confidence interval includes "20% of the population or more are below the poverty level," but the point estimate is lower than that threshold
- **Not a high poverty area**
Areas that do not meet either of these criteria
- **Data not available**
Data is not shown for these areas



U.S. Census Bureau Powered by Esri

Single-Year Tract Level Poverty Estimates

High Poverty Area (County/Tract)

Persistent Poverty County

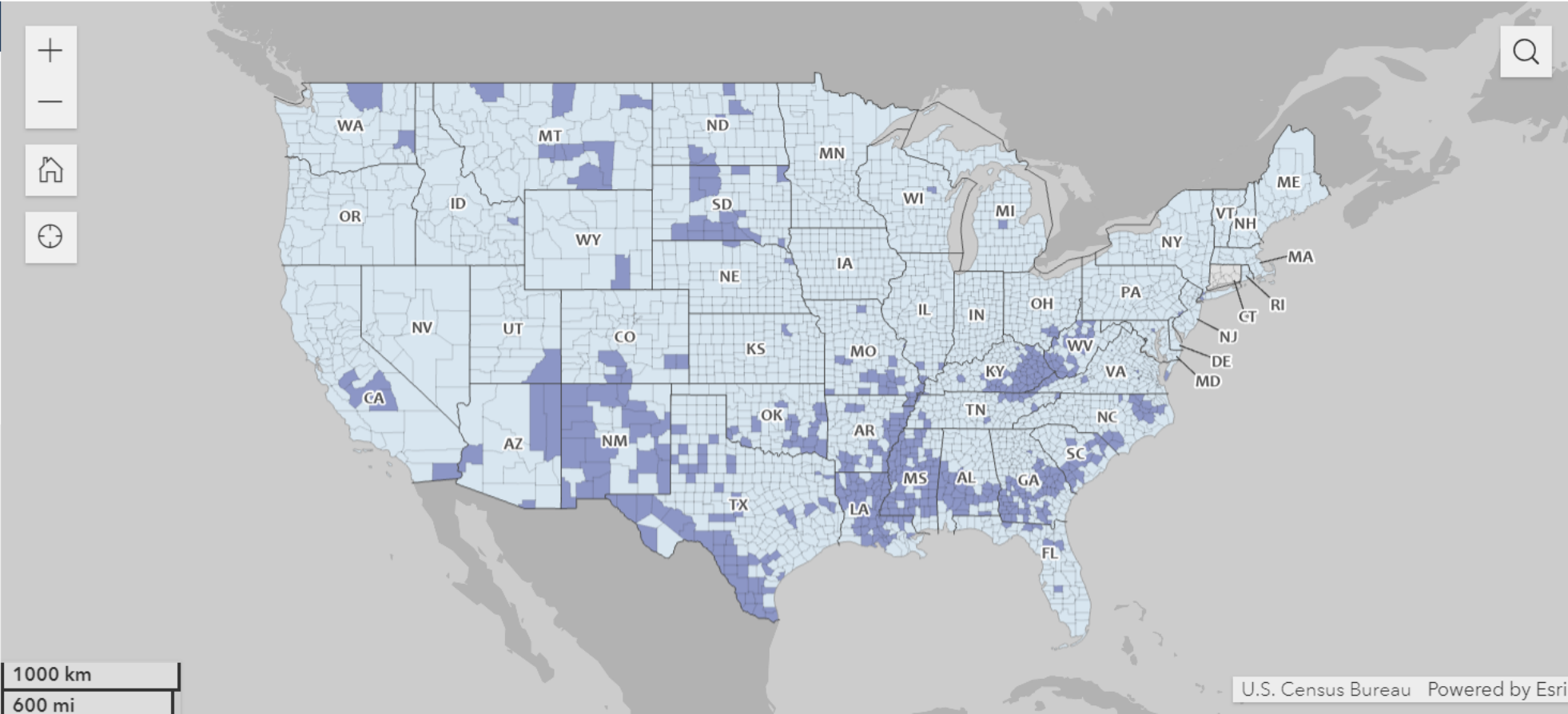
ABOUT THIS MAP

The **EDA-Census Poverty Status Viewer** was developed by the U.S. Census Bureau to support the Commerce Department's Economic Development Administration (EDA).

Persistent poverty county estimates are defined by the [2017 Consolidated Appropriations Act](#) as "any county that has had 20 percent or more of its population living in poverty over the past 30 years, as measured by the 1990 and 2000 decennial censuses and the most recent Small

LEGEND

- Persistent Poverty Status**
- Persistent poverty county**
Area has been in persistent poverty (20+%) since 1990
 - Not a persistent poverty county**
Area has not been in persistent poverty (20+%) since 1990
 - Data not available**
These include areas that were not in existence as of 1990, experienced a boundary change, or are uninhabited



Single-Year Tract Level Poverty Estimates

Other Census Bureau Data Products





An Equity Tool to Identify Underserved Communities



Step 1: Select State
Set the Context



Step 2:
Genera

To set the Community Context (right panel):

'Select a State' in Step 1 or Draw a Region in the Map Using the select



tool. The right panel will update to reflect your chosen state or

Responsive Legend

Census Datasets (states, counties, census tracts)

Community Resilience Estimates 2021

Predominant Risk Factor - Counties (CRE 2021)

Predominant category

Reference Layer Legend

(Overlays from other data sources)

Active Hurricanes, Cyclones and Typhoons (Source: NOAA)

Forecast Position

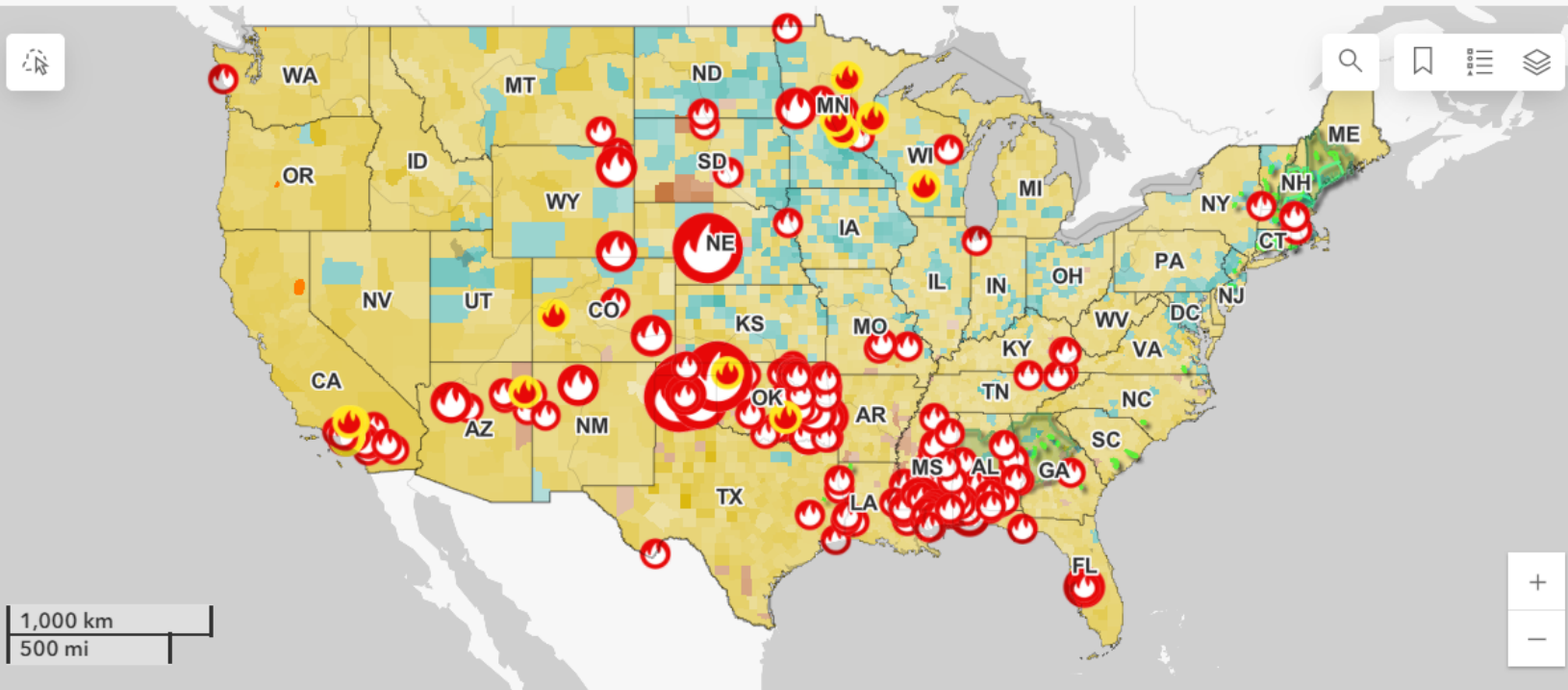
Classify by Wind Speed



Category 5

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner



Esri, TomTom, Garmin, FAO, NOAA, USGS, EPA, USFWS | U.S. Census Bureau American Community Survey (ACS) 2017-2021 5-year estimates | U... Powered by Esri

[American Community Survey](#) 2017-2021, [Community Resilience Estimates](#) Equity Supplement 2021, [County Business Patterns](#) 2021, & [Nonemployer Statistics](#)

2019

Communit

USA Totals shown

Households

124M

Population with

21.1

Explore

Household C

Below Poverty:

15.4M

or 12.4%

Without Vehicle:

10.3M

or 8.3%

View DP02, DP04, B2

Interactive Map

County: Economic Profile

County: Social Characteristics

County: Race and Ethnicity

County: Business Profile

An Equity Tool to Identify Underserved Communities

Step 1: Select State
Virginia

Step 2: Select County
Loudoun County, Virginia

To set the Community Context (right panel):

'Select a State' in Step 1 or Draw a Region in the Map Using the select tool The right panel will update to reflect your chosen state or region.

Responsive Legend

Census Datasets (states, counties, census tracts)

- Estimated population with 3+ risk factors
- Estimated population with 1-2 risk factors
- Estimated population with 0 risk factors

Reference Layer Legend

(Overlays from other data sources)

Active Hurricanes, Cyclones and Typhoons (Source: NOAA)

Forecast Position

Classify by Wind Speed



Category 5

Interactive Map

County: Economic Profile

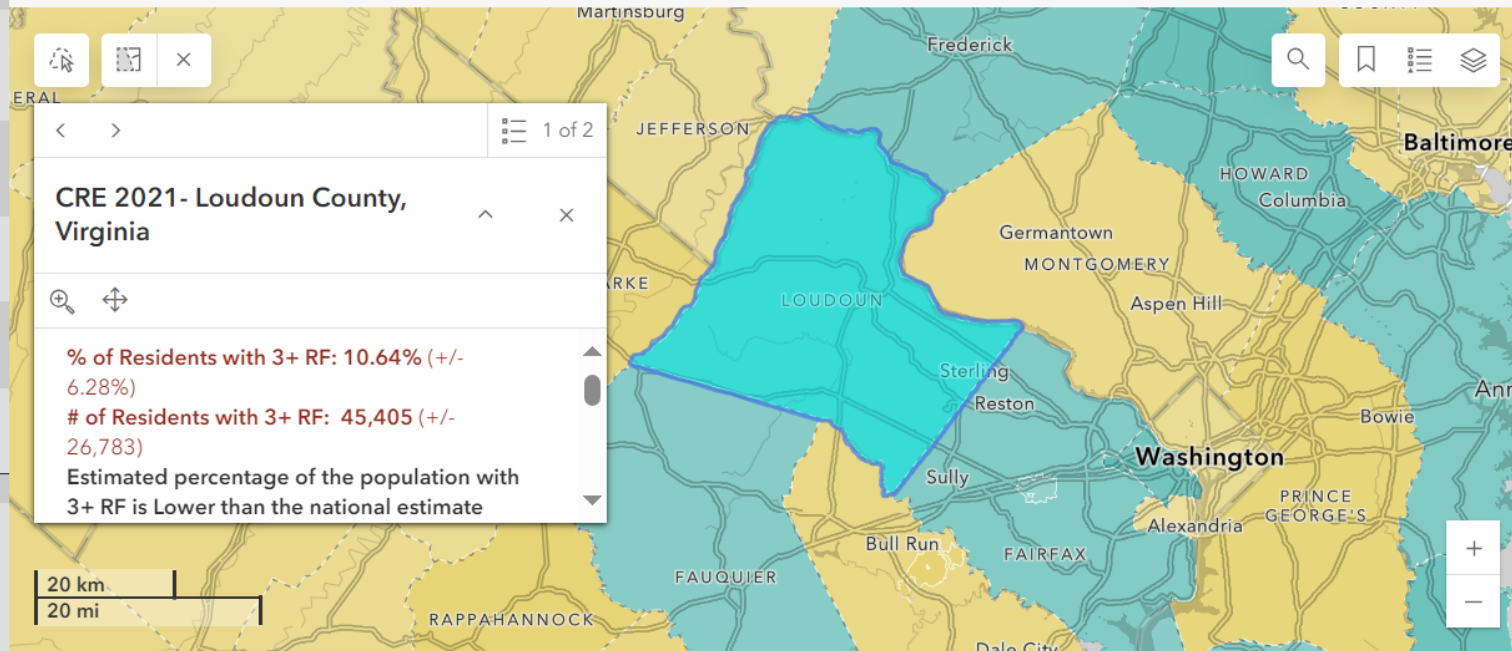
County: Social Characteristics

County: Race and Ethnicity

County: Business Profile

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner



Community Context:
Virginia

Selected Region Contains: 1 Counties

Loudoun County Virginia

Households 135.7K	Population 413.6K
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Population with 3+ Risk Factors

10.64%

[Explore CRE Equity Supplement](#)

Household Characteristics

Below Poverty: 4.6K or 3.4%	1+ Disability: 21.2K or 15.6%
Without Vehicle: 3.8K or 2.8%	With Broadband: 130.5K or 96.2%

[View Virginia DP02, DP04, B22010, B23017, B23018, B23019, B23020, B23021, B23022, B23023, B23024, B23025, B23026, B23027, B23028, B23029, B23030, B23031, B23032, B23033, B23034, B23035, B23036, B23037, B23038, B23039, B23040, B23041, B23042, B23043, B23044, B23045, B23046, B23047, B23048, B23049, B23050, B23051, B23052, B23053, B23054, B23055, B23056, B23057, B23058, B23059, B23060, B23061, B23062, B23063, B23064, B23065, B23066, B23067, B23068, B23069, B23070, B23071, B23072, B23073, B23074, B23075, B23076, B23077, B23078, B23079, B23080, B23081, B23082, B23083, B23084, B23085, B23086, B23087, B23088, B23089, B23090, B23091, B23092, B23093, B23094, B23095, B23096, B23097, B23098, B23099, B23100, B23101, B23102, B23103, B23104, B23105, B23106, B23107, B23108, B23109, B23110, B23111, B23112, B23113, B23114, B23115, B23116, B23117, B23118, B23119, B23120, B23121, B23122, B23123, B23124, B23125, B23126, B23127, B23128, B23129, B23130, B23131, B23132, B23133, B23134, B23135, B23136, 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How to Identify Underserved Communities



Step 1: Select State
Virginia



Step 2: Select County
Loudoun County, Virginia

Community Legend panel):

Step 1 or Draw a
Using the select

right panel will
our chosen state or

Legend

states, counties,

category

and population
risk factors

and population
risk factors

and population
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group

Layer Legend

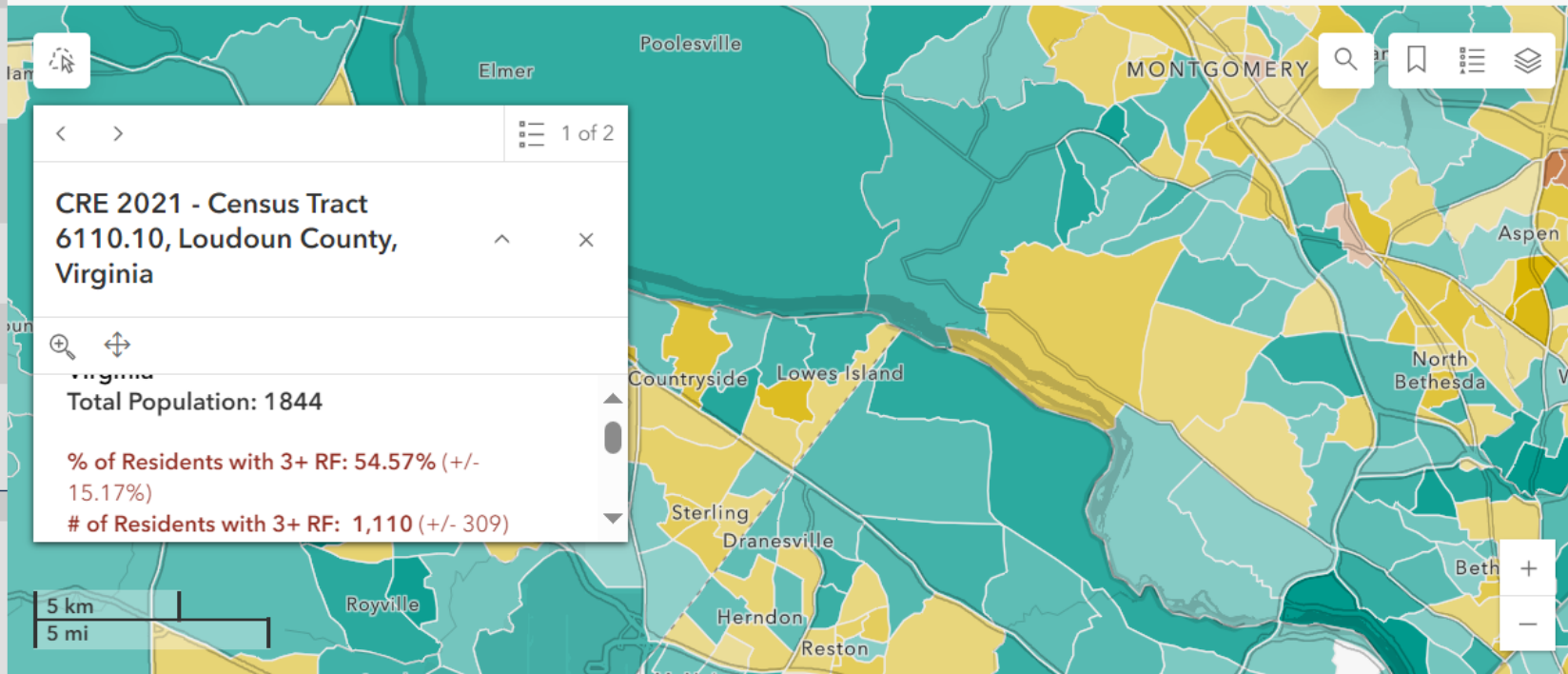
for data sources)

clones and
(OAA)

speed

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner



County of Loudoun, Fairfax County, VA; MNCPPC, VGIN, Esri, TomTom, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, USFWS | U.S. C... Powered by Esri

[American Community Survey 2017-2021](#), [Community Resilience Estimates](#) Equity Supplement 2021, [County Business Patterns 2021](#), & [Nonemployer Statistics](#)

2019

Community Context:
Virginia

Households
3.2M

Population
8.6M

Population with 3+ Risk Factors

18.46%

[Explore CRE Equity Supplement](#)

Household Characteristics

Below Poverty:
321.6K
or 9.9%

1+ Disability:
776.7K
or 23.9%

Without Vehicle:
196.1K
or 6.0%

With Broadband:
2.8M
or 87.6%

[View Virginia DP02, DP04, B22010, B17017, B17018, B17019, B17020, B17021, B17022, B17023, B17024, B17025, B17026, B17027, B17028, B17029, B17030, B17031, B17032, B17033, B17034, B17035, B17036, B17037, B17038, B17039, B17040, B17041, B17042, B17043, B17044, B17045, B17046, B17047, B17048, B17049, B17050, B17051, B17052, B17053, B17054, B17055, B17056, B17057, B17058, B17059, B17060, B17061, B17062, B17063, B17064, B17065, B17066, B17067, B17068, B17069, B17070, B17071, B17072, B17073, B17074, B17075, B17076, B17077, B17078, B17079, B17080, B17081, B17082, B17083, B17084, B17085, B17086, B17087, B17088, B17089, B17090, B17091, B17092, B17093, B17094, B17095, B17096, B17097, B17098, B17099, B17100, B17101, B17102, B17103, B17104, B17105, B17106, B17107, B17108, B17109, B17110, B17111, B17112, B17113, B17114, B17115, B17116, B17117, B17118, B17119, B17120, B17121, B17122, B17123, B17124, B17125, B17126, B17127, B17128, B17129, B17130, B17131, B17132, B17133, B17134, B17135, B17136, 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6110.10, Loudoun County,
Virginia



[View Detailed Report - Link via Census
Business Builder](#)

Census Tract 6110.10, Loudoun County,
Virginia





An Equity Tool to Identify Underserved Communities



To set the Community Context (right panel):

Draw a Region in the Map Using the select tool



The right panel will update to

Responsive Legend

Census Datasets (commonwealth, municipios, census tracts)

Community Resilience Estimates for PR 2019

Community Resilience Estimates for Puerto Rico 2019 - Municipios

Predominant category

Reference Layer Legend

(Overlays from other data sources)

Active Hurricanes, Cyclones and Typhoons (Source: NOAA)

Forecast Position

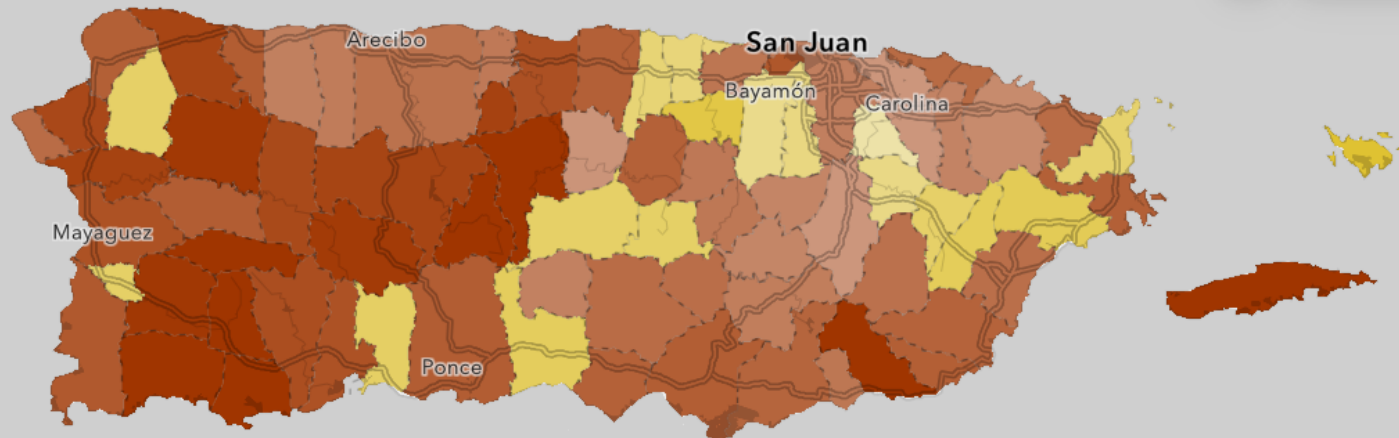
Classify by Wind Speed



Category 5

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner



Esri, TomTom, Garmin, Foursquare, SafeGraph, FAO, METI/NASA, USGS, NPS, USFWS

Powered by Esri

[Puerto Rico Community Survey 2015-2019](#), [Community Resilience Estimates](#) for Puerto Rico 2019 & [County Business Patterns 2021](#)

Community Resilience

Commonwealth Total

Households

1.2M

Individuals with

1.

[Learn more](#)

Household

2015-2019

Below Poverty:

535.2k

or 44.9%

Without Vehicle:

191.5k

or 16.1%

[View Puerto Rico DP](#)

[data at data.census.gov](#)

Interactive Map

Municipio: Economic Profile

Municipio: Social Characteristics

Municipio: Race and Ethnicity

Municipio: Business Profile

Custom Industries
All Sectors

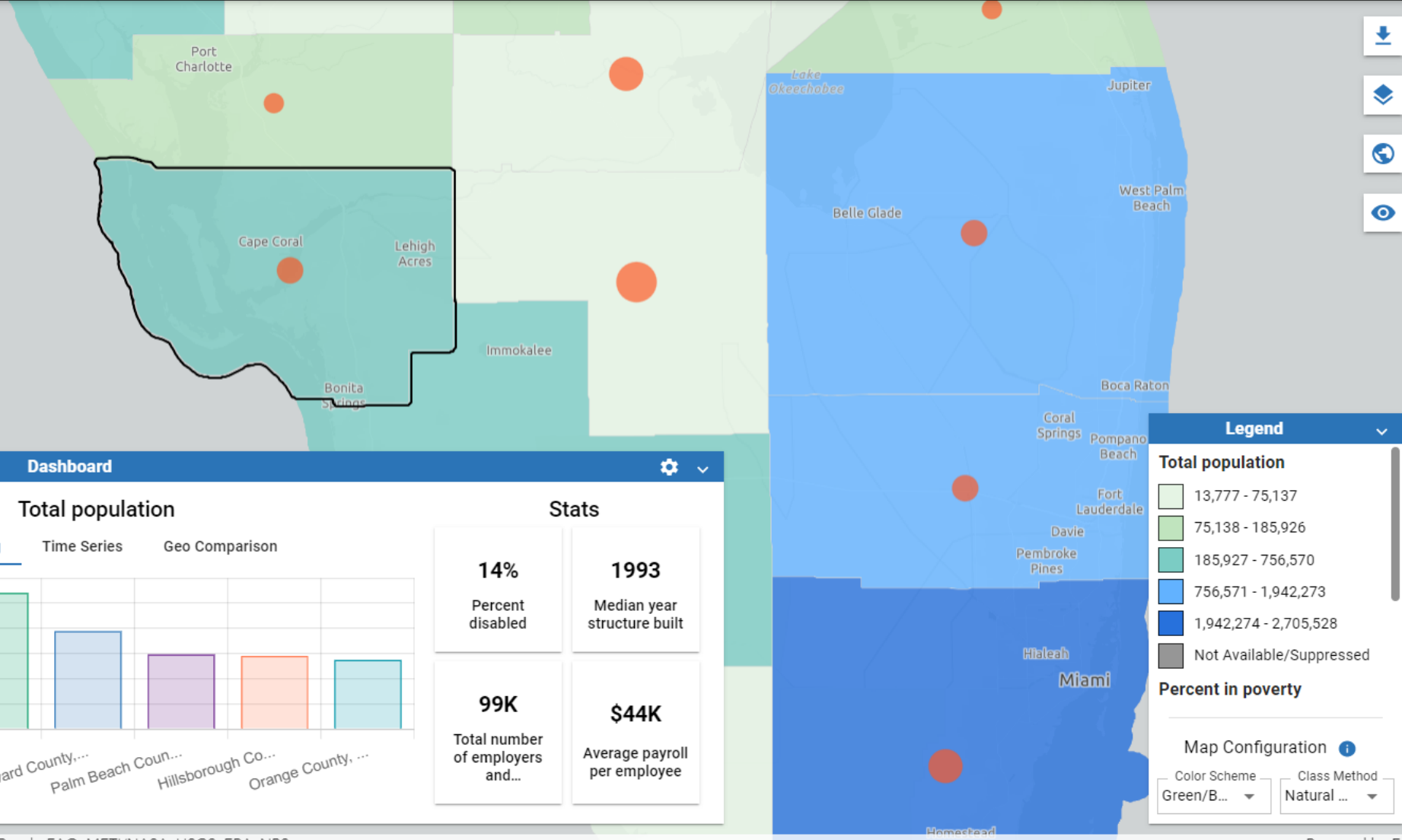
Total population

Percent in poverty

0 filters

Location Search
Lee County, Florida

State Metro **County** City/Town ZIP Code Tract



Region View

Dashboard

Lee County, Florida

756,570 ± n/a
Total population

11.8% ± 0.7%
Percent in poverty

[CREATE REPORT](#)

Total population

Geo Ranking | Time Series | Geo Comparison

County	Total Population
Lee County, Florida	756,570
Miami-Dade County	~2.7M
Broward County	~1.9M
Palm Beach County	~1.4M
Hillsborough County	~1.4M
Orange County	~1.3M

Stats

14%
Percent disabled

1993
Median year structure built

99K
Total number of employers and...

\$44K
Average payroll per employee

Legend

Total population

- 13,777 - 75,137
- 75,138 - 185,926
- 185,927 - 756,570
- 756,571 - 1,942,273
- 1,942,274 - 2,705,528
- Not Available/Suppressed

Percent in poverty

Map Configuration

Color Scheme: Green/B...
Class Method: Natural ...

University of South Florida, County of Collier, ESRI, Esri, HERE, Garmin, SafeCoast, EAQ, METI/NASA, USGS, EPA, NPS

During the Breakouts Visit:

- **Chip Walker** for My Community Explorer and Census Business Builder
- **Bethany DeSalvo** and **Chase Sawyer** for Community Resilience Estimates and the Poverty Status Viewer
- **Martha Stinson** for Business Dynamics Statistics
- **Cathy Hartz** and **Robin Bachman** for general Census Bureau data tools and products



Thank You!

For Data Tools visit: [Data Tools and Apps \(census.gov\)](https://data.census.gov/ToolsApps)

Advancing Equity with Data: census.gov/equity

Contact us at census.askdata@census.gov or call 844-ASK-DATA