Statistics, Data Tools and Community

Ron Jarmin

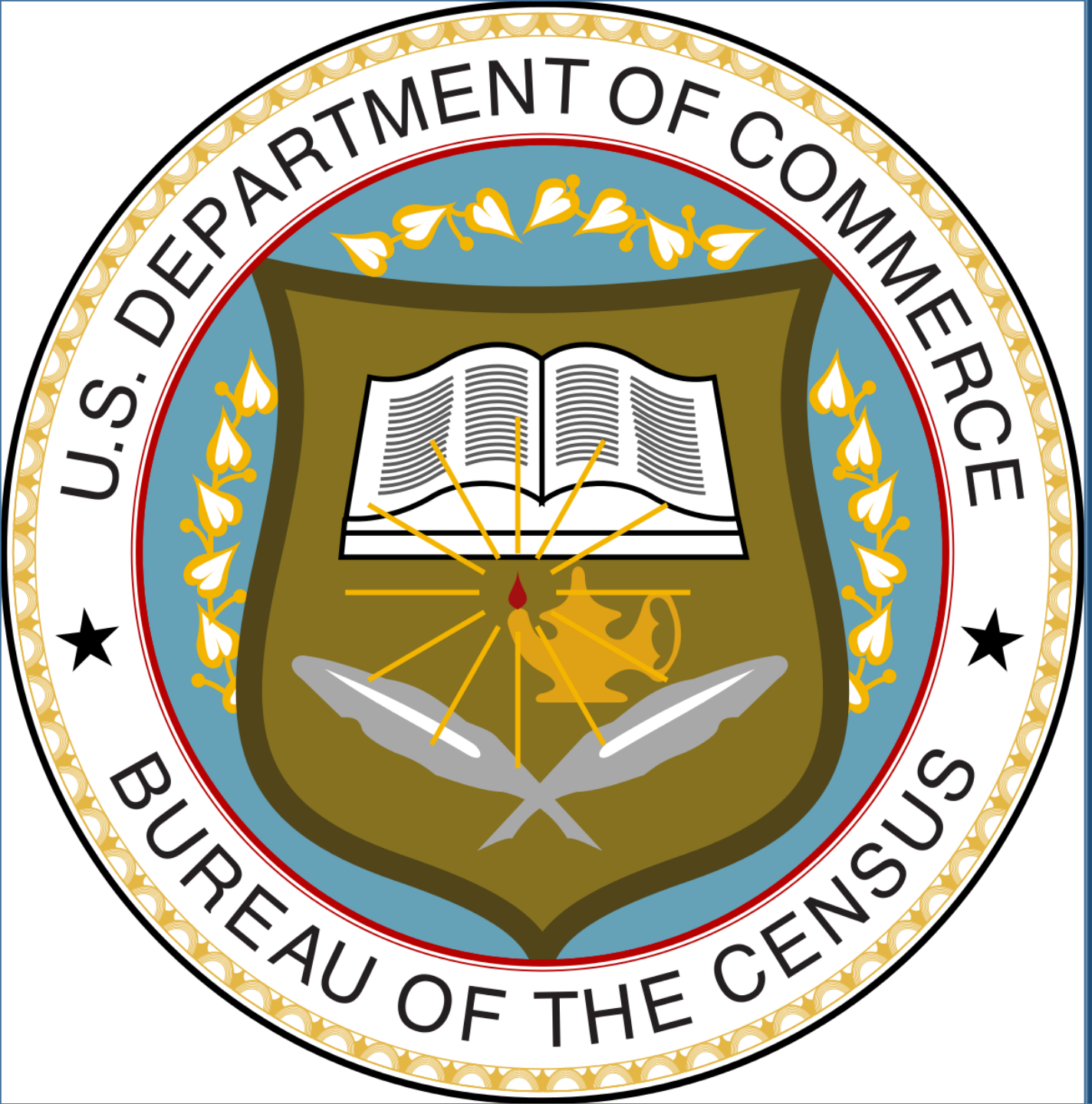
U.S. Census Bureau

The National Association of Development Organizations Research Foundation
"Afternoon with the Districts"

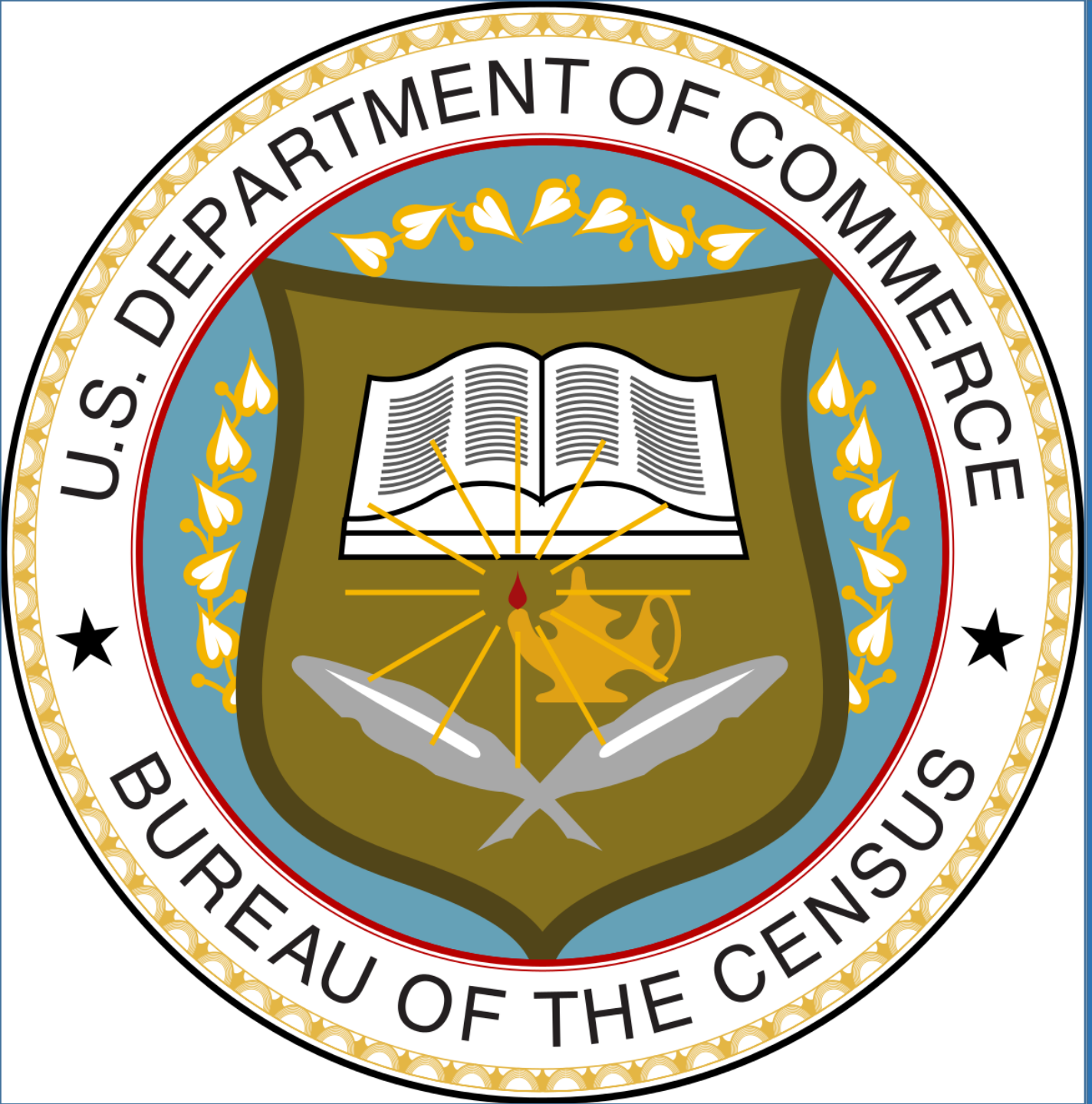
March 13, 2024

United States® Census Bureau

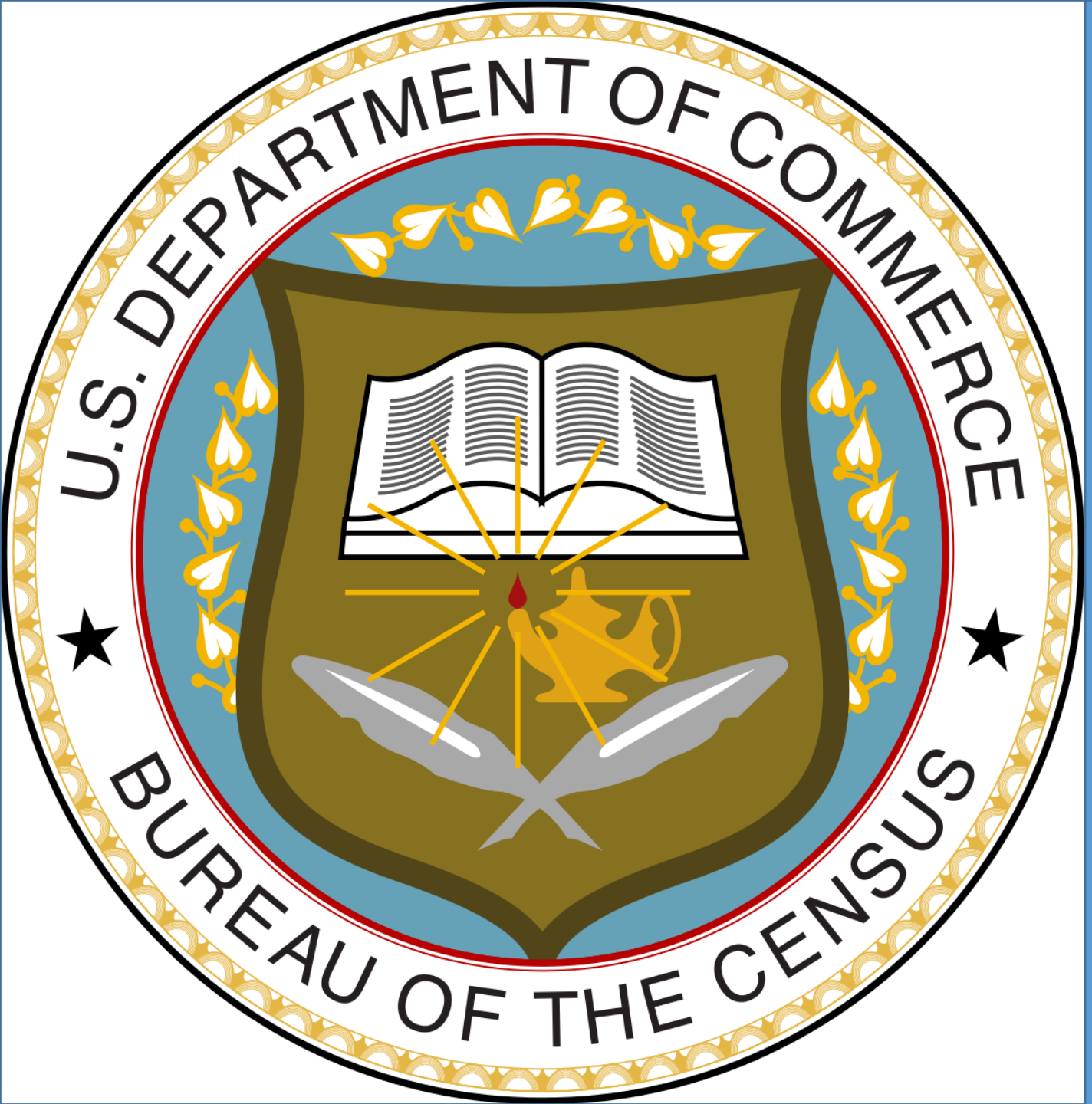
Any opinions and conclusions expressed herein are those of the author and do not reflect the views of the U.S. Census Bureau. All results have been reviewed to ensure that no confidential information is disclosed, release authorization number CBDRB-FY23-093



The federal government's largest statistical agency



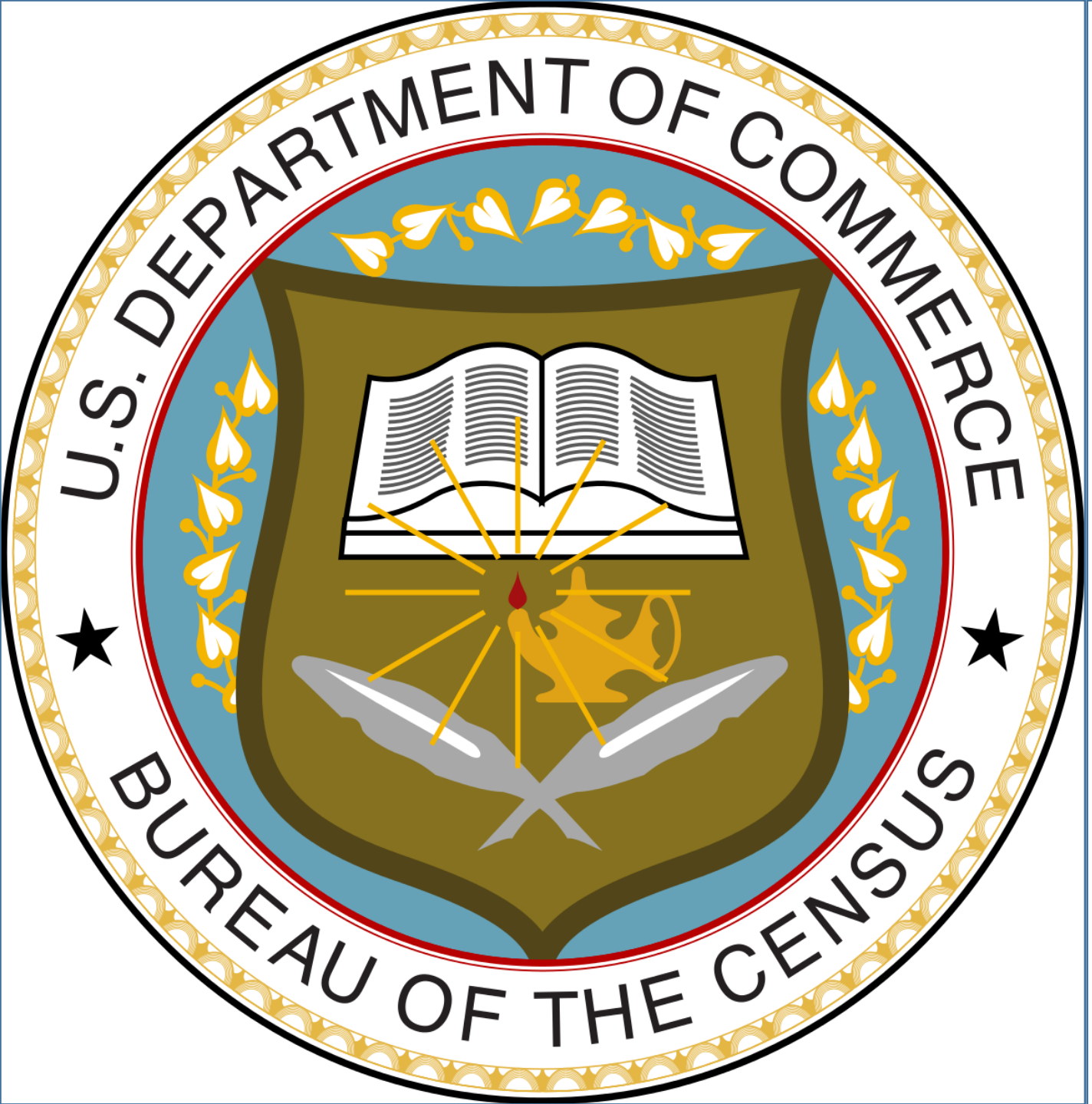
We conduct more than 100 censuses and surveys each year, including:



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)

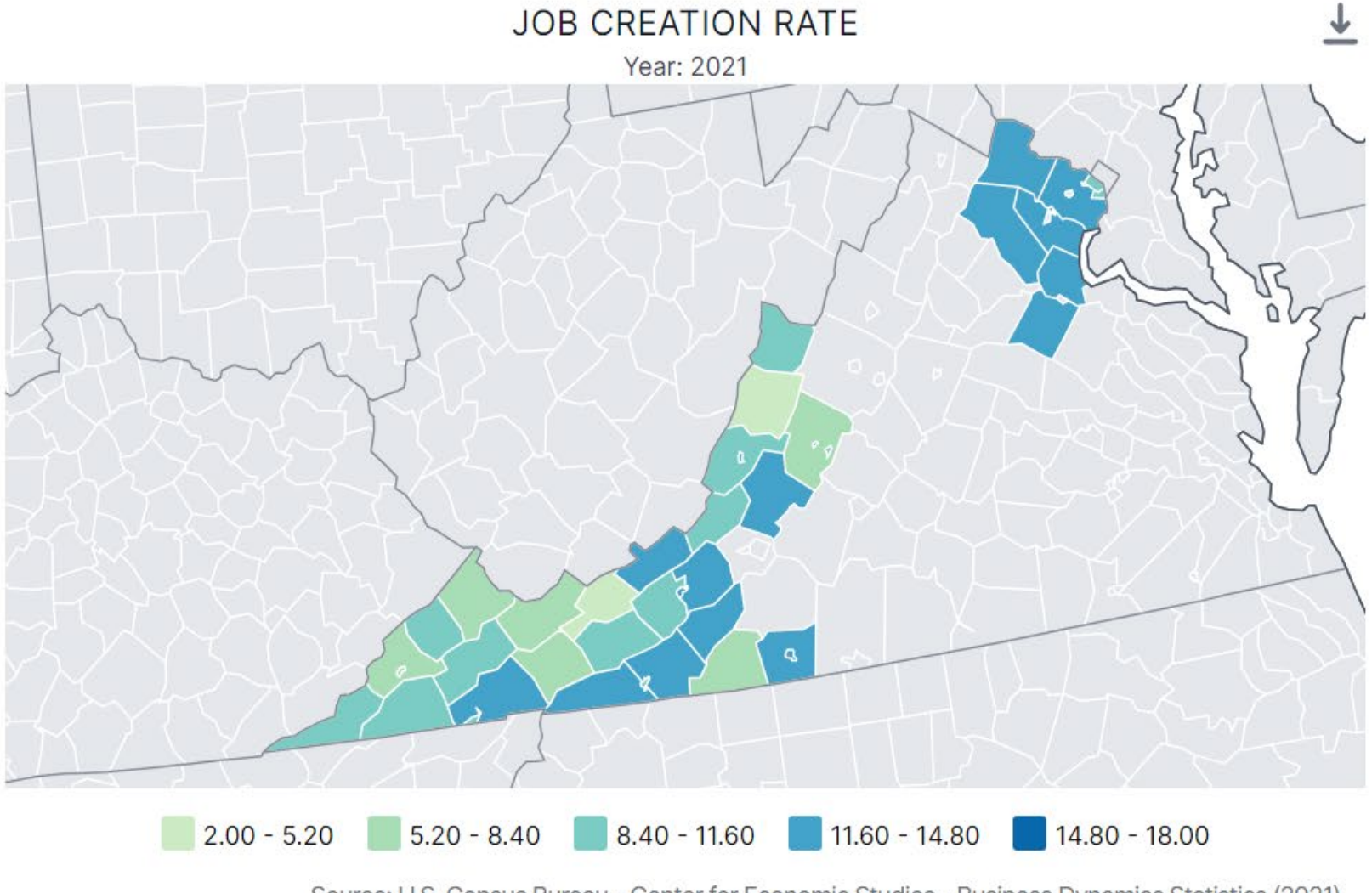
- Tracks growth and decline of businesses
  - For states, metro areas, counties
- Answers questions such as:
  - How many new businesses started in a county?
  - How many jobs did they create?
  - How many businesses closed?
  - How many jobs were lost?
  - Did existing businesses grow or shrink?
- Data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

BDS Explorer - Census Bureau

United States® Census Bureau

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

Bar | Line | Map | Table



Settings

MEASURE
Job Creation Rate

GEOGRAPHY
County
41 selections

GROUP
None

Filters

YEAR 2021

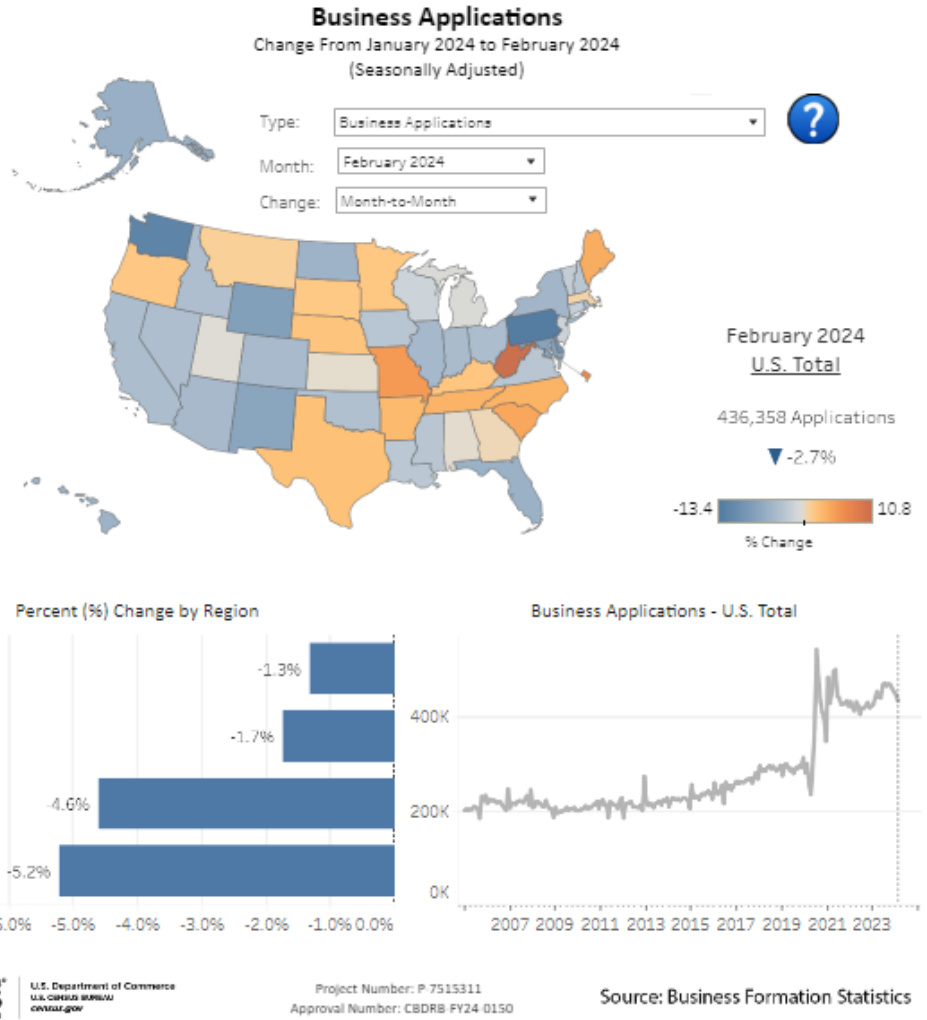
STATE

COUNTY

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

Monthly Geographical Visualization

MARCH 12, 2024



United States Census Bureau | U.S. Department of Commerce | U.S. CENSUS BUREAU | census.gov

Project Number: P 7515311
Approval Number: CBDRB FY24 0150

Source: Business Formation Statistics

NOW AVAILABLE

2022 Economic Census First Look

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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.

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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.

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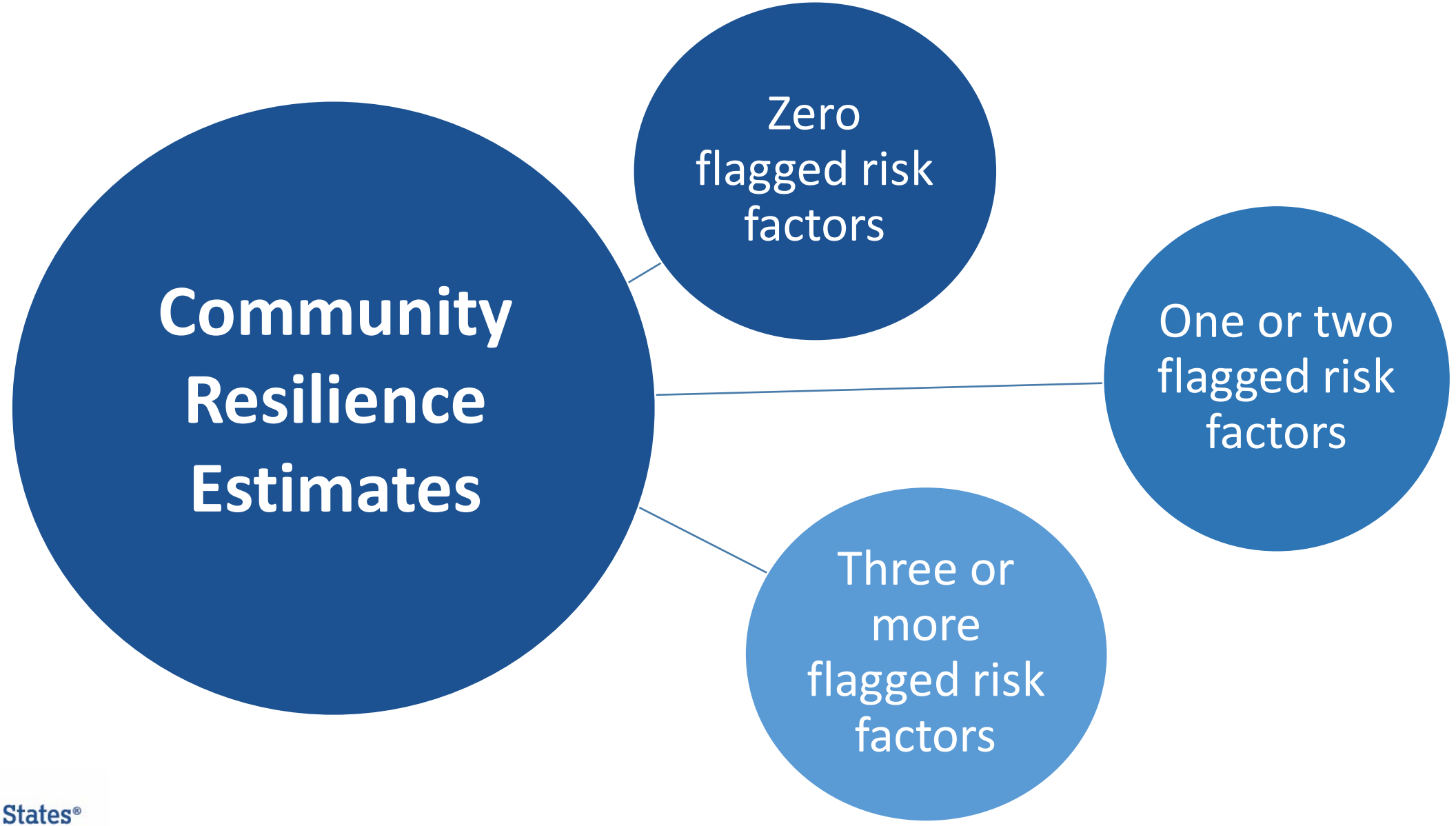
What is the CRE?
What is the CRE?
What is the CRE?
What is the CRE?
What is the CRE?



United States® Census Bureau

2022 Community Resilience Estimates

Zoom to State: Select one state

Zoom to County: Select one or more counties

Number of Social Vulnerability Components: 0 Components | 1-2 Components | 3+ Components

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.

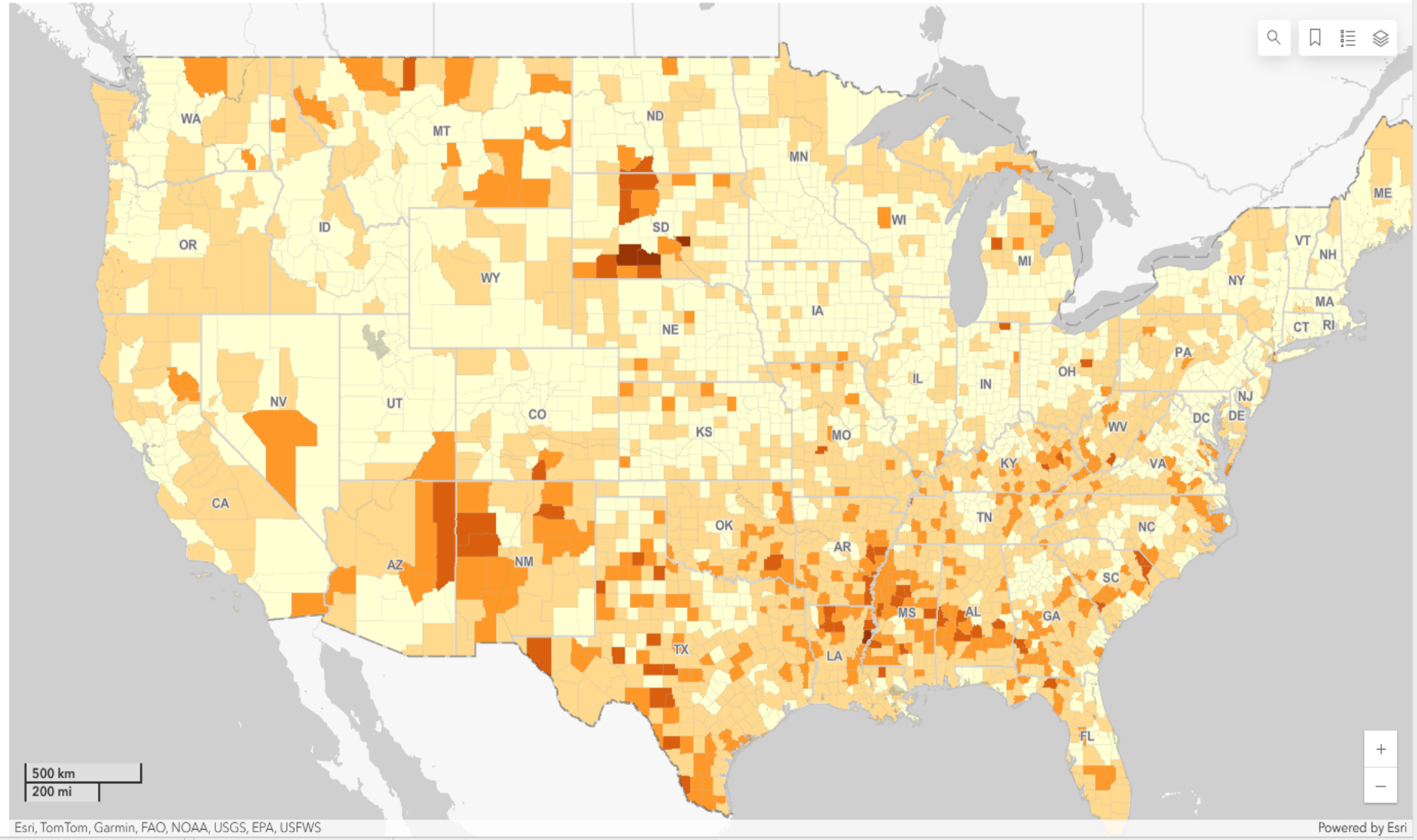
Individual and household characteristics from the 2022 American Community Survey (ACS) were modeled, in combination with data from to Population Estimates Program to create the CRE.

Components of Social Vulnerability from the 2022 ACS include:

- Income to Poverty Ratio
- Single or Zero Caregiver Household

Thematic Components of Social Vulnerability based on the components selected above

Use Layer List below to turn on and off supplemental layers



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

United States® Census Bureau

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)*

United States® Census Bureau

United States® Census Bureau | EDA

EDA-Census Poverty Status Viewer

High Poverty Area (County/Tract) | Persistent Poverty County

ABOUT THIS MAP

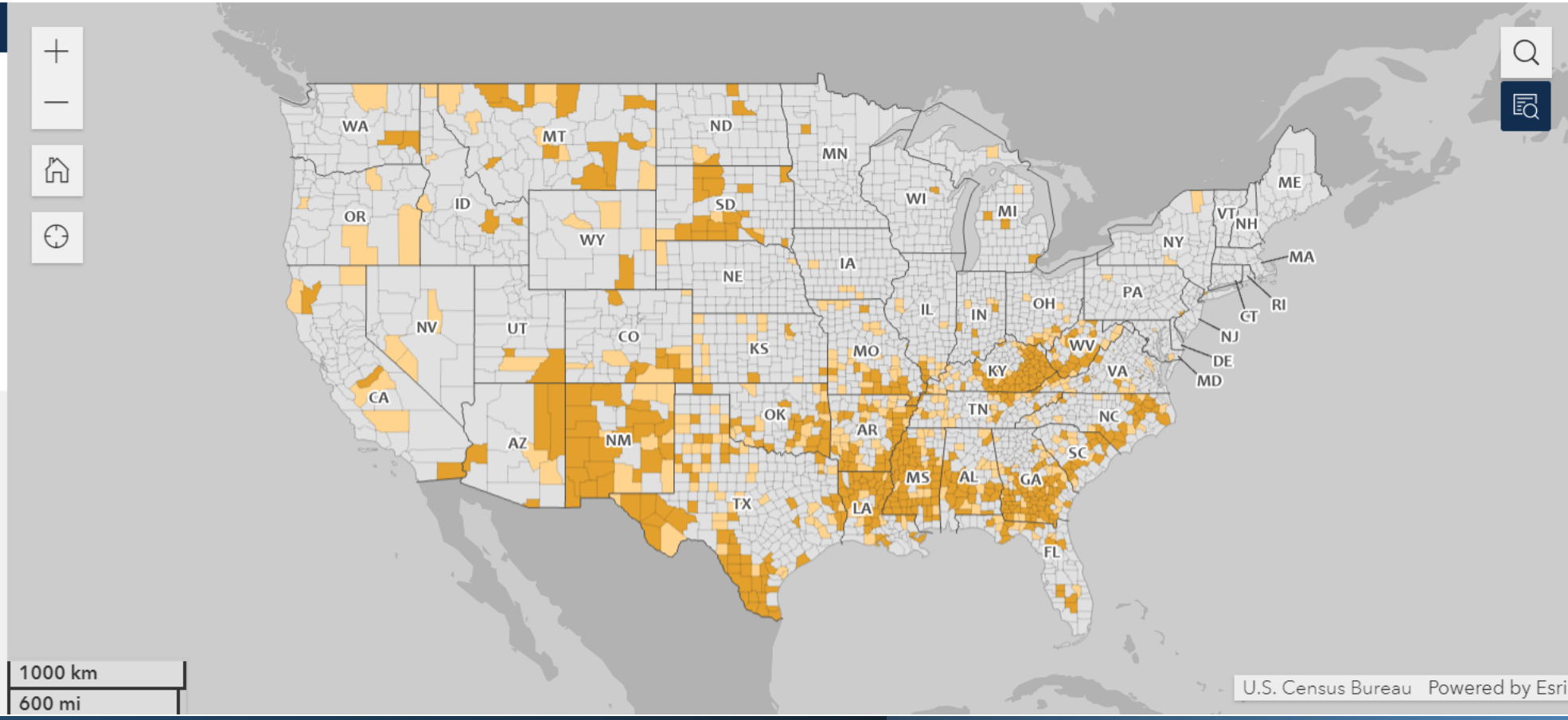
The **EDA-Census Poverty Status Viewer** was developed by the U.S. Census Bureau to support the Commerce Department's Economic Development Administration (EDA).

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

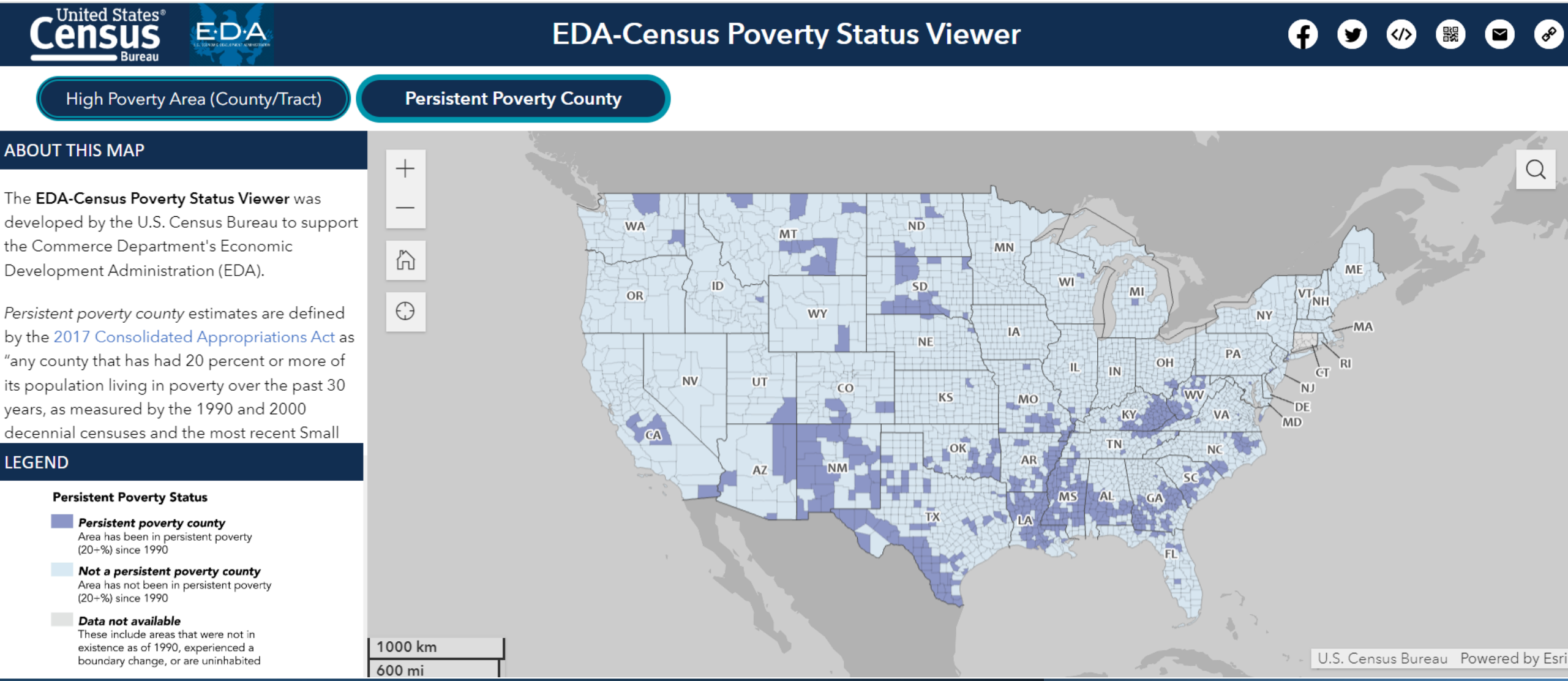
LEGEND

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

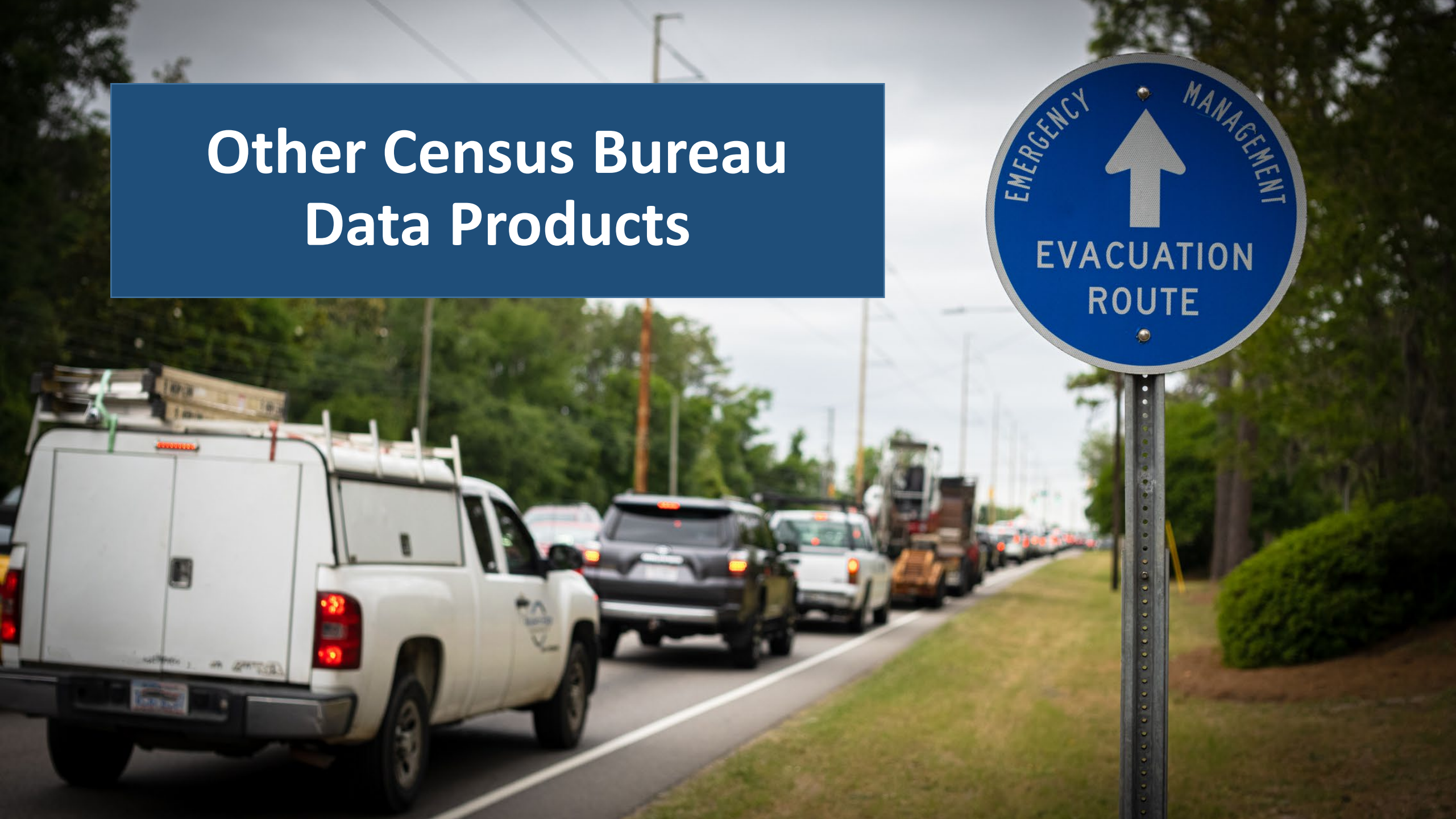


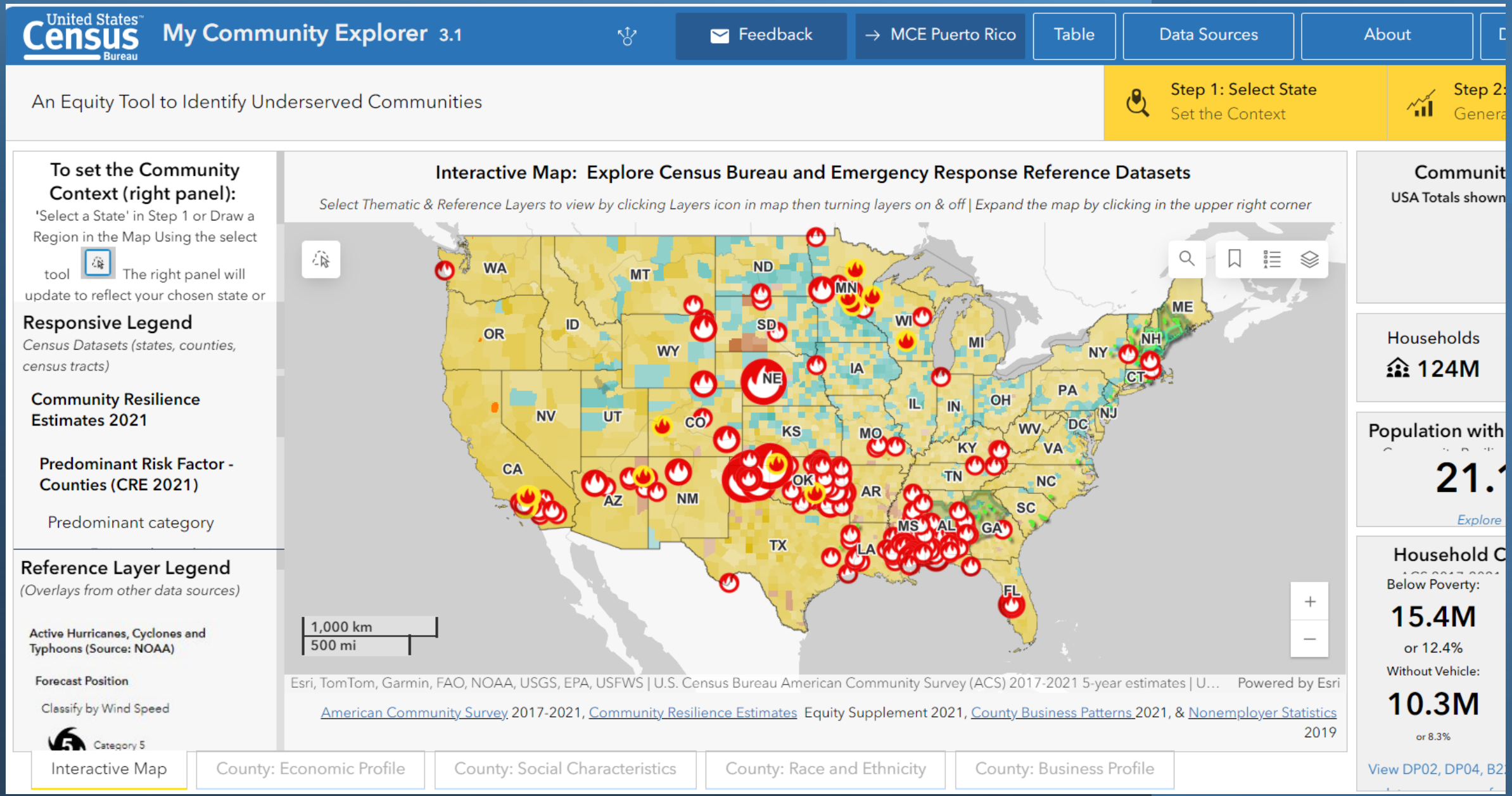
Single-Year Tract Level Poverty Estimates

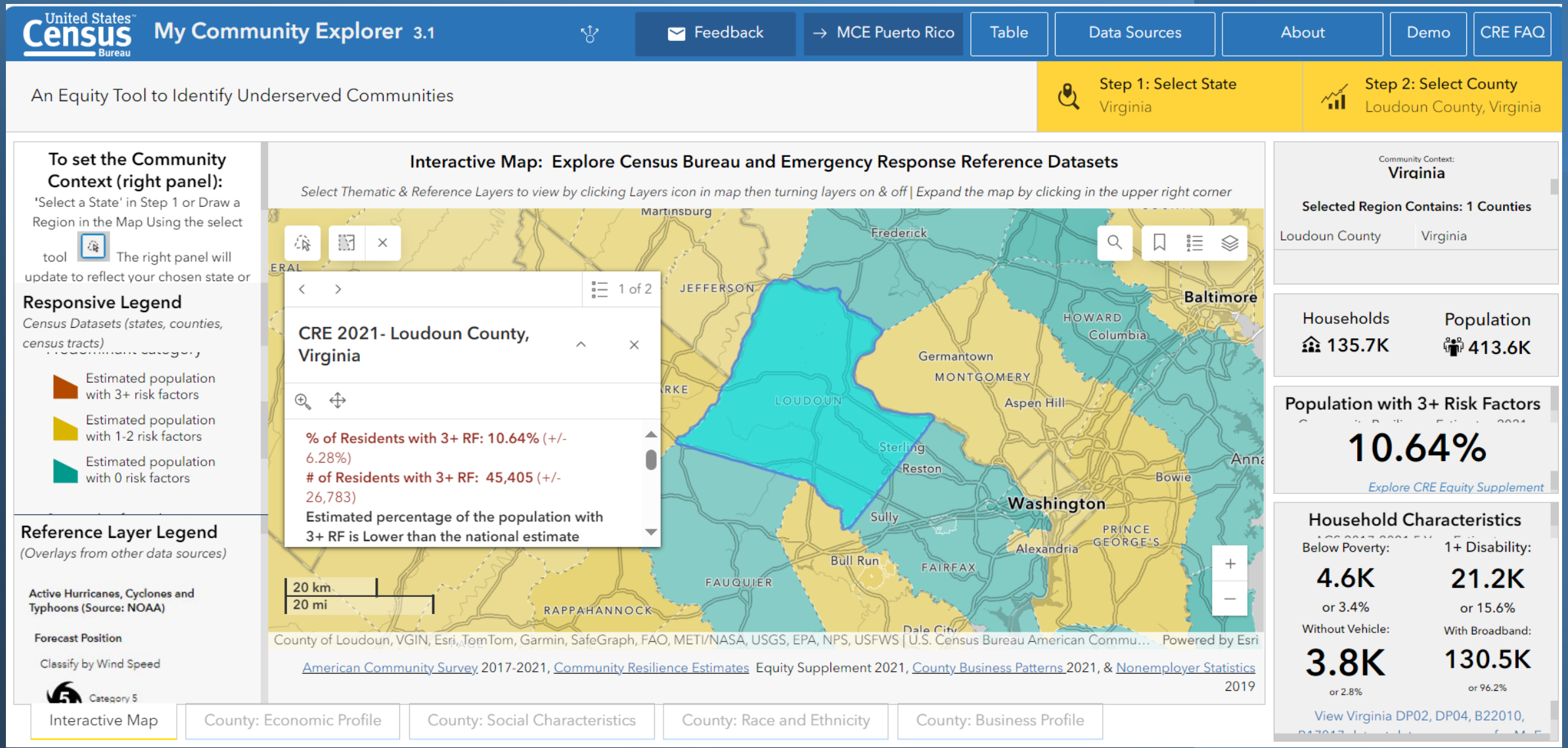


Single-Year Tract Level Poverty Estimates

Other Census Bureau Data Products




United States Census Bureau
My Community Explorer 3.1
Feedback
MCE Puerto Rico
Table
Data Sources
About
An Equity Tool to Identify Underserved Communities
Step 1: Select State
Set the Context
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
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
DC
NJ
CT
NH
ME
1,000 km
500 mi
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.
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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→ MCE Puerto Rico
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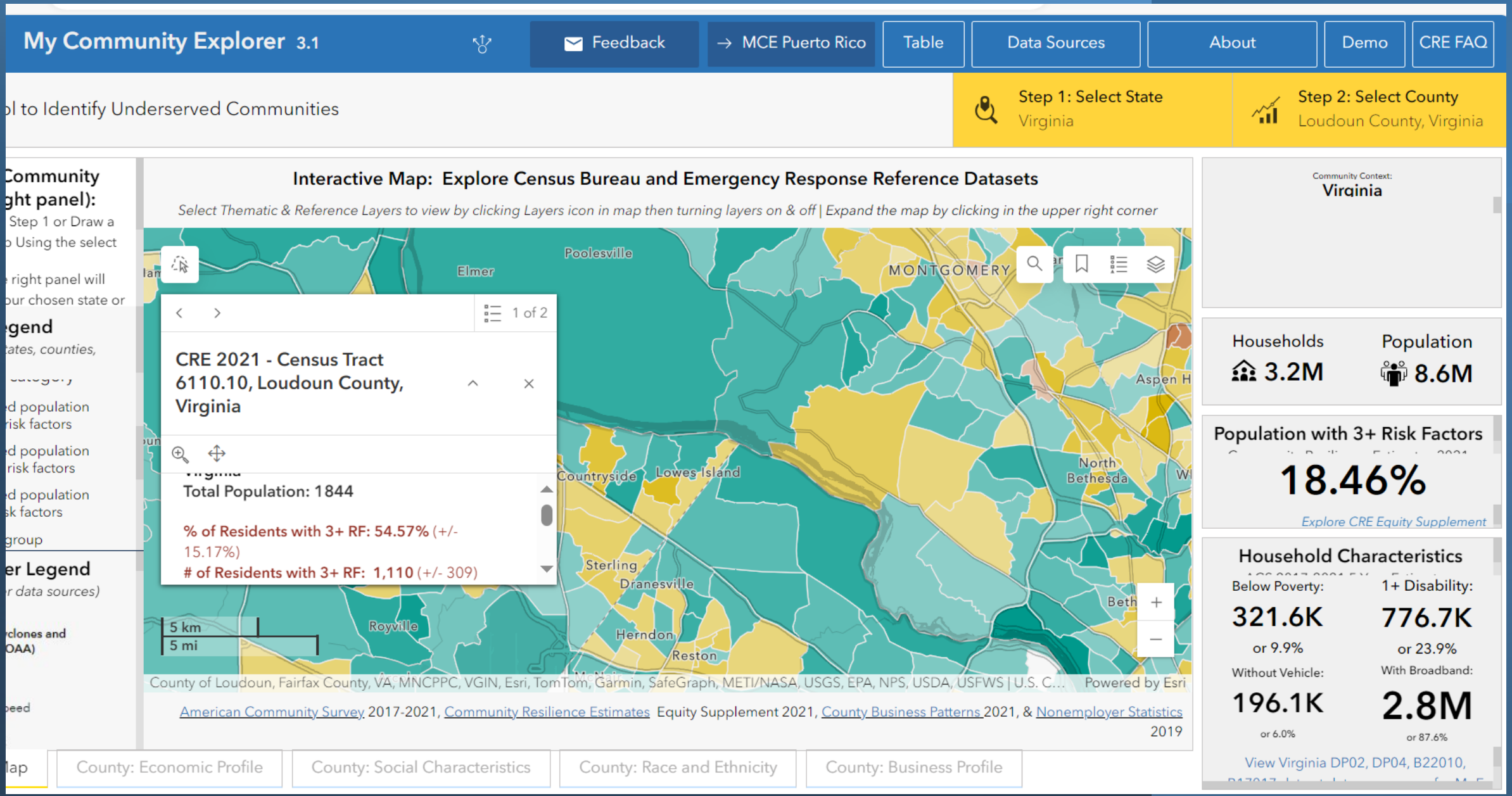
Demo
CRE FAQ
An Equity Tool to Identify Underserved Communities
Step 1: Select State
Virginia
Step 2: Select County
Loudoun County, Virginia
To set the Community Context (right panel):
'Select a State' in Step 1 or Draw a Region in the Map Using the select tool The right panel will update to reflect your chosen state or
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: 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
1 of 2
CRE 2021- Loudoun County, Virginia
% of Residents with 3+ RF: 10.64% (+/- 6.28%)
# of Residents with 3+ RF: 45,405 (+/- 26,783)
Estimated percentage of the population with 3+ RF is Lower than the national estimate
Martinsburg
Frederick
JEFFERSON
LOUDOUN
HOWARD
Columbia
Baltimore
Germantown
MONTGOMERY
Aspen Hill
Sterling
Reston
Bowie
Washington
Sully
PRINCE GEORGE'S
Alexandria
Bull Run
FAIRFAX
FAUQUIER
RAPPAHANNOCK
20 km
20 mi
County of Loudoun, VGIN, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS | U.S. Census Bureau American Commu... Powered by Esri
American Community Survey 2017-2021, Community Resilience Estimates Equity Supplement 2021, County Business Patterns 2021, & Nonemployer Statistics 2019
Community Context:
Virginia
Selected Region Contains: 1 Counties
Loudoun County
Virginia
Households
135.7K
Population
413.6K
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,
Interactive Map
County: Economic Profile
County: Social Characteristics
County: Race and Ethnicity
County: Business Profile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Loudoun County, Virginia
Community
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Step 1 or Draw a
Using the select
right panel will
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d population
risk factors
d population
risk factors
d population
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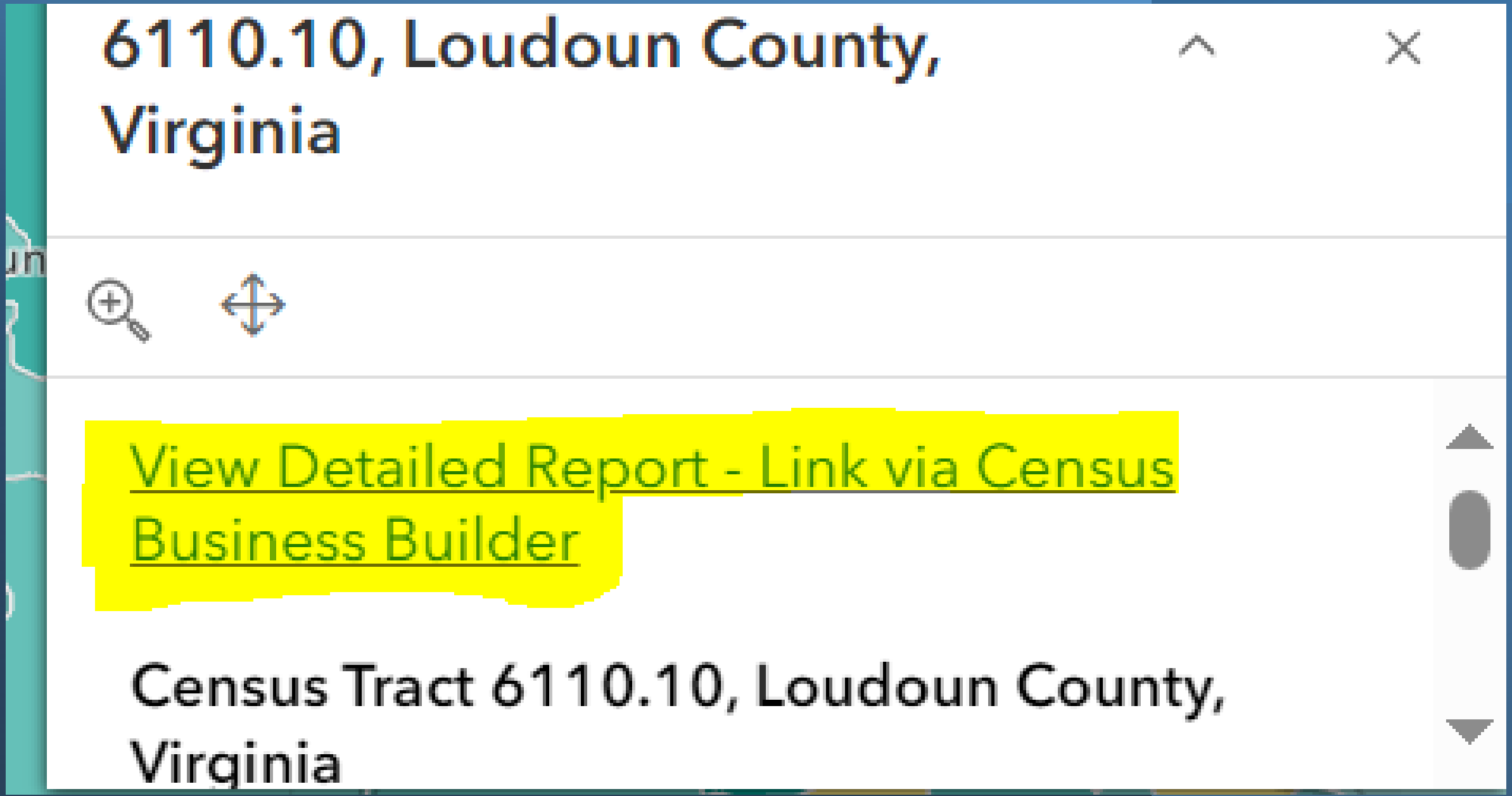
peed
Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets
Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner
Poolesville
Elmer
MONTGOMERY
Aspen H
North Bethesda
Countryside
Lowes Island
Sterling
Dranesville
Herndon
Reston
Royville
Beth
1 of 2
CRE 2021 - Census Tract 6110.10, Loudoun County, Virginia
Total Population: 1844
% of Residents with 3+ RF: 54.57% (+/- 15.17%)
# of Residents with 3+ RF: 1,110 (+/- 309)
5 km
5 mi
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,
lap
County: Economic Profile
County: Social Characteristics
County: Race and Ethnicity
County: Business Profile


6110.10, Loudoun County, Virginia
View Detailed Report - Link via Census Business Builder
Census Tract 6110.10, Loudoun County, Virginia

United States Census Bureau

My Community Explorer for Puerto

Feedback | → MCE | Table | Data Sources | About

An Equity Tool to Identify Underserved Communities

Select Gene

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

5 Category 5

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

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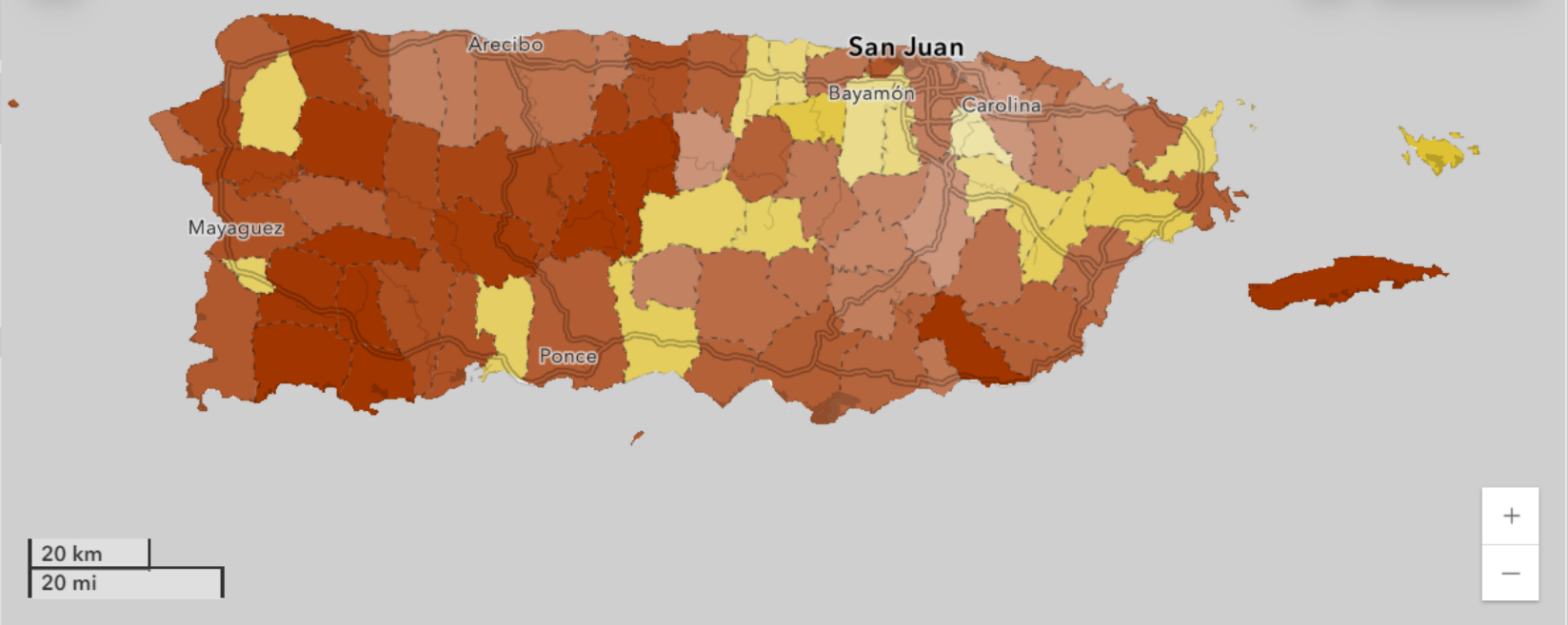


Esri, TomTom, Garmin, Foursquare, SafeGraph, FAO, METI/NASA, USGS, NPS, USFWS

Powered by Esri

Puerto Rico Community Survey 2015-2019, Community Resilience Estimates for Puerto Rico 2019 & County Business Patterns 2021

Communi

Commonwealth Tot

Households

1.2M

Individuals wit

1.

Learn more

Household

Below Poverty:

535.2k

or 44.9%

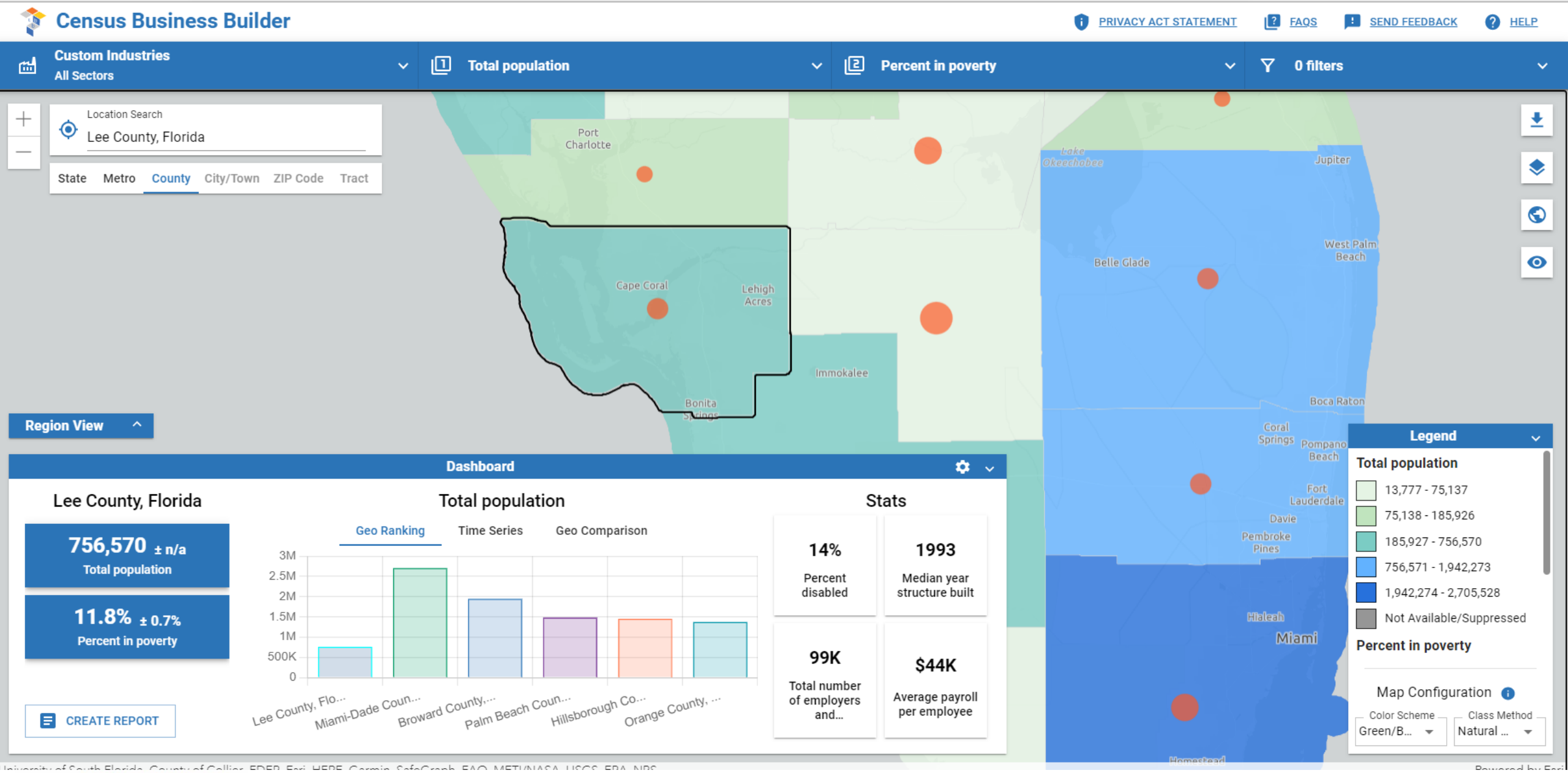
Without Vehicle:

191.5k

or 16.1%

View Puerto Rico DP

Interactive Map | Municipio: Economic Profile | Municipio: Social Characteristics | Municipio: Race and Ethnicity | Municipio: Business Profile



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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

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Thank You!
For Data Tools visit: Data Tools and Apps (census.gov)
Advancing Equity with Data: census.gov/equity
Contact us at census.askdata@census.gov or call 844-ASK-DATA