

What's New & Upcoming in 2014



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Regional Director, New York Regional Office
U.S. Census Bureau

New Jersey State Data Center Annual Network Meeting
June 18, 2014

Overview

- 2012 Economic Census
- 2020 Census Updates
- Commuting Statistics
- 2013 Population & HU Estimates
- 2012 County Business Patterns
- Geography Updates
- New census.gov
- Mobile Apps
- NYRO Webinars

2012 Economic Census

- National Level Data – March 2014
- Industry Series – June 2014
- Geographic Area Series – Feb. 2015

2012 Economic Census Data Rollout –
1:15 Session A, Teleconference/Lecture Hall
Andrew Haitt, U.S. Census Bureau

2020 Census Update

Targeted Address Canvassing (TAC)

- Implement a TAC operation prior to the 2010 Census
 - Statistical models, aerial imagery, & operational factors to identify blocks that need (or do not need) to be canvassed
- Evaluate statistical models & provide updates to TAC modelling team
 - Evaluate performance of out design approaches and determine recommended approach for the design decision

2020 Census Update

Optimizing Self-Response

- Increased diversity presents challenges to relying extensively on traditional self-response methods
- Research & implement response options that reflect current communications environment
 - Leverage the internet
 - Use new communications strategies, such as email and social media

2020 Census Update

Field Reengineering

- Consolidate field operations (e.g., combined - reconceptualized operations & staff activities)
- Manage cases with similar business rules and technology (e.g., use of automation & case routing)
- Utilize administrative records & adaptive design to reduce workload & increase productivity

2020 Census Update

2014 Census Test

- Compare cost and data quality across strategies aimed at reducing costs by utilizing:
 - Three contact strategies for optimizing self-response, including the use of pre-registration, email, and mail
 - Three treatments for nonresponse followup (NRFU), including the use of adaptive design and administrative records
- Scheduled to begin in July 2014
- Use the findings to inform later testing in FY 2015

Commuting Statistics

Data Source & Collection Method

American Community Survey (ACS)	American Housing Survey (AHS)	Survey of Income and Program Participation (SIPP)
Surveys 3.5 million households	Longitudinal housing unit survey	Surveys nationally 53,070 households
Monthly, year-round	Re-interviews the same housing units every other year	Revisits households four consecutive months, annually
Housing, financial, occupancy characteristics	Measures of change (or lack of changes)	Shows change in economic well-being and household dynamics over time

Commuting Statistics

Table 8. ACS Tables with Population Characteristics Available for Commuter-Adjusted Analysis

Characteristic	Universe	Detailed Tables for Total Resident Population	Detailed Tables for Total Workers Working in the Area	Detailed Tables for Total Workers Living in the Area
Total Population	Total Population	B01003	B08604	B08301
Sex	Total Population	B01001	B08406	B08006
Age	Total Population	B01001	B08501	B08101
Race	Total Population	B02001	B08505A-G	B08105A-G
Hispanic Origin	Total Population	B03002	B08505H-I	B08105H-I
Citizenship Status	Total Population	B05001/B05001PR	B08511	B08111
Language Spoken at Home	Population 5 years and over	B06007/B06007PR	B08513	B08113
Poverty Status	Population For Whom Poverty Status is Determined	B17002	B08522	B08122
Tenure	Total Population in Occupied Housing	B25008	B08537	B08137

<http://www.census.gov/hhes/commuting/files/ACS/CommuterAdjustedPopulationPaper.pdf>

Commuting Statistics

Use Easy Stats for Commuting Data

Easy Stats </>

Means of Transportation to Work for Workplace Geography
 New Brunswick city, New Jersey
 Powered by **The American Community Survey**

	Total:*	One Race						Two or More Races	
		White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race	Hispanic or Latino (any race)	
Total:	41,843	28,406	5,352	Z	5,333	Z	2,069	683	10,494
Car, truck, or van - drove alone	29,824	20,761	3,672	Z	3,792	Z	1,125	474	5,021
Car, truck, or van - carpooled	3,925	2,268	523	Z	726	Z	353	55	1,717
Public transportation (excluding taxicab)	2,260	1,321	519	Z	215	Z	169	36	717
Walked	3,835	2,644	429	Z	439	Z	253	70	1,962
Taxicab, motorcycle, bicycle, or other means	1,509	1,113	133	Z	101	Z	142	20	937
Worked at home	490	299	76	Z	60	Z	27	28	140

Source: U.S. Census Bureau. 2008-2012 American Community Survey 5-Year Estimates.

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<http://www.census.gov/easystats>

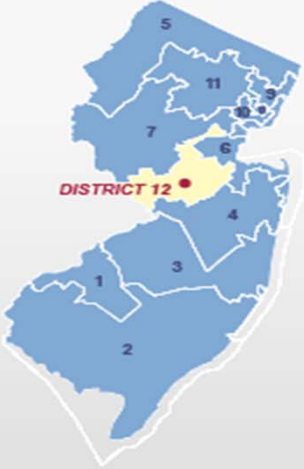
Commuting Statistics

Commuting Data by Congressional District

My Congressional District
113th Congress POWERED BY The American Community Survey

1 New Jersey
2 Congressional District 12

People Jobs Housing Economic Education



Percent Unemployed 9.4%

Commuting to Work Estimate

Workers 16 years and over	351,537
Car, truck, or van -- drove alone	252,432
Car, truck, or van -- carpooled	32,275
Public transportation (excluding taxicab)	27,659
Walked	9,216
Other means	10,713
Worked at home	19,242
Mean travel time to work (minutes)	31.8

Occupation Estimate

Civilian employed population 16 years and over	359,029
Management, business, science, and arts occupations	158,915
Service occupations	57,732
Sales and office occupations	85,680

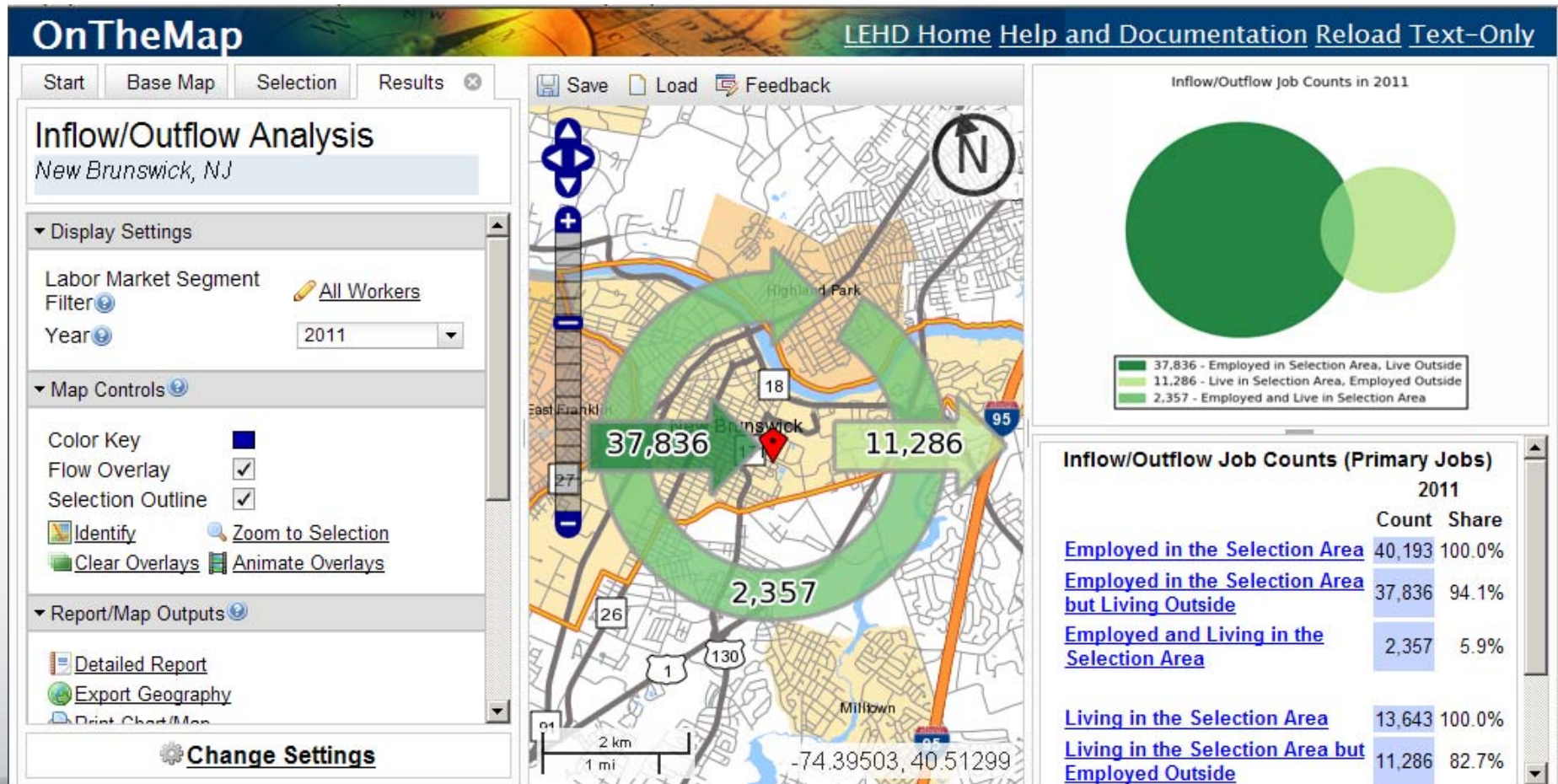
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United States Census Bureau | U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

<http://www.census.gov/mycd>

Commuting Statistics

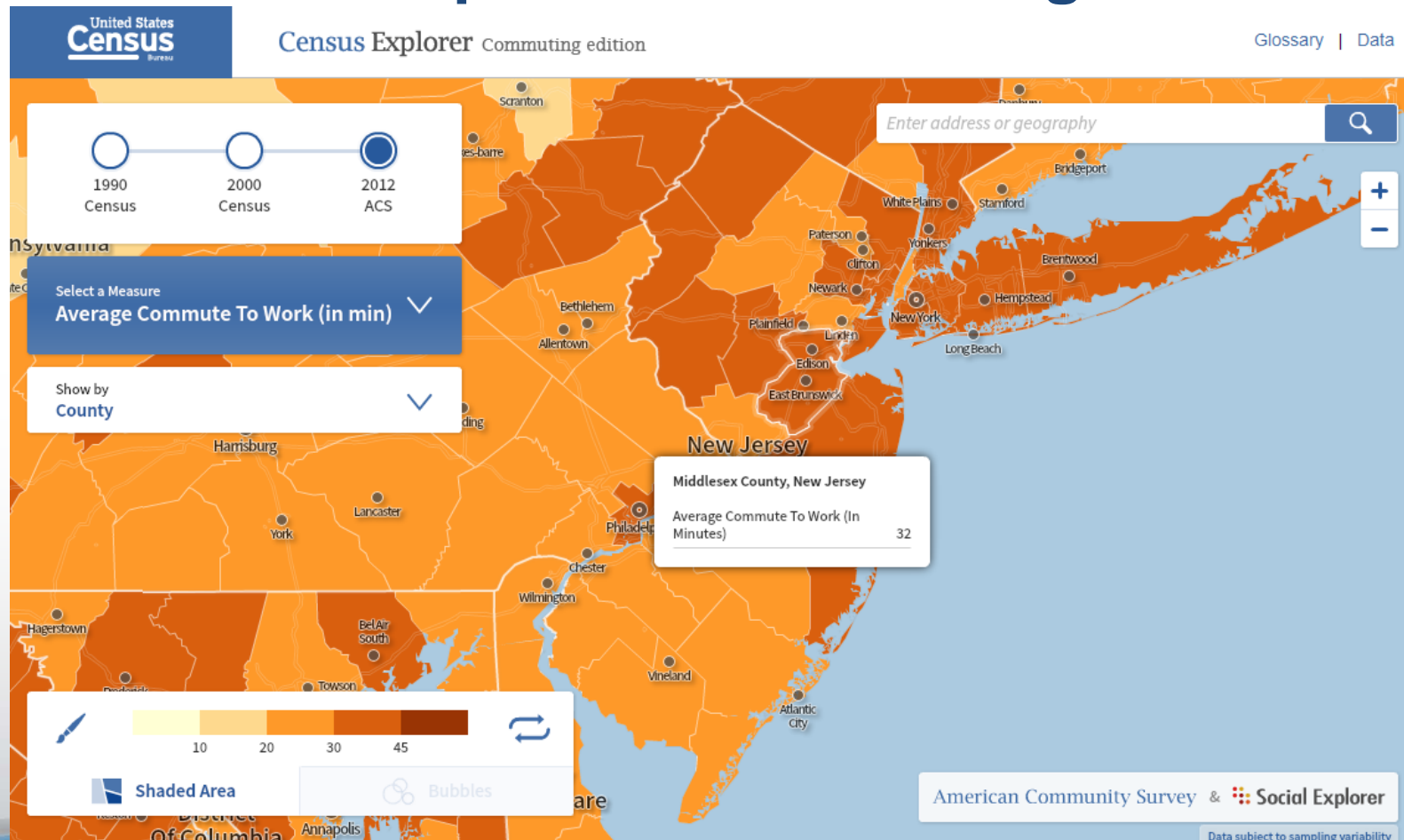
Inflow/Outflow Analysis



<http://onthemap.ces.census.gov>

Commuting Statistics

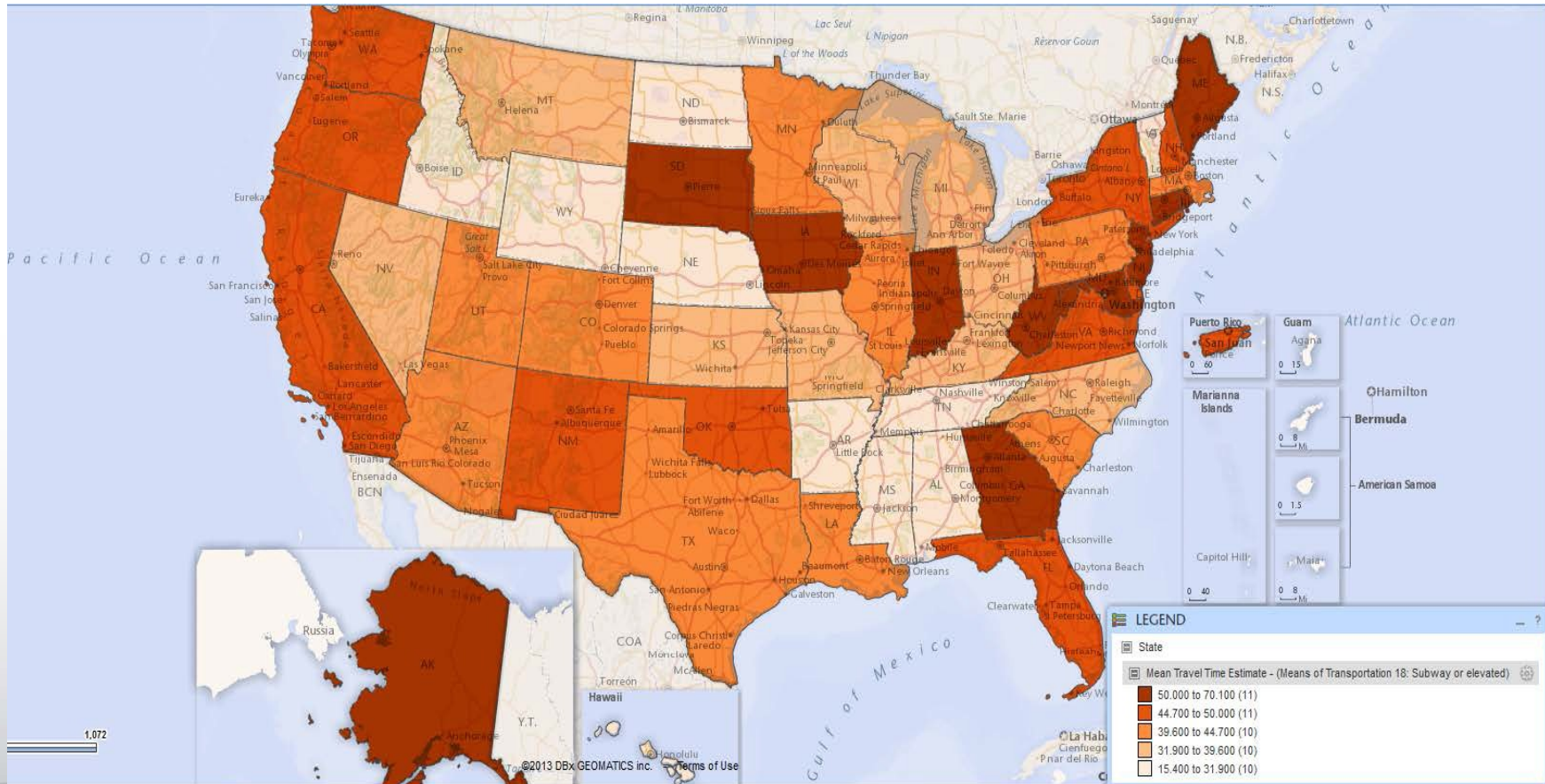
Census Explorer – Commuting Edition



<http://www.census.gov/censusexplorer/censusexplorer-commuting.html>

Commuting Statistics

Census Transportation Planning Products



<http://www.ctpp.transportation.org/Pages/default.aspx>

2013 Population Estimates

Table 2. The 15 Most Populous Cities: July 1, 2013

Rank	Area Name	State Name	2013 Total Population
1	New York city	New York	8,405,837
2	Los Angeles city	California	3,884,307
3	Chicago city	Illinois	2,718,782
4	Houston city	Texas	2,195,914
5	Philadelphia city	Pennsylvania	1,553,165
6	Phoenix city	Arizona	1,513,367
7	San Antonio city	Texas	1,409,019
8	San Diego city	California	1,355,896
9	Dallas city	Texas	1,257,676
10	San Jose city	California	998,537
11	Austin city	Texas	885,400
12	Indianapolis city (balance)	Indiana	843,393
13	Jacksonville city	Florida	842,583
14	San Francisco city	California	837,442
15	Columbus city	Ohio	822,553

Source: U.S. Census Bureau, Population Division, Vintage 2013 Population Estimates

Release Date: May 2014

http://www.census.gov/newsroom/releases/pdf/cb14-89_pop_table2.pdf

2013 Population Estimates

COUNTY	NAME	ESTIMATESBASE2010	POPESTIMATE2013	DIFF2010-13	%CHNG2010-13
Morris	Riverdale borough	3559	4060	501	14.08%
Hudson	Secaucus town	16260	18311	2051	12.61%
Somerset	Raritan borough	6881	7706	825	11.99%
Hudson	Harrison town	13620	15227	1607	11.80%
Gloucester	Woolwich township	10200	11258	1058	10.37%
Bergen	Wood-Ridge borough	7626	8406	780	10.23%
Hudson	East Newark borough	2406	2640	234	9.73%
Bergen	East Rutherford borough	8913	9733	820	9.20%
Burlington	Cinnaminson township	15569	16763	1194	7.67%
Burlington	New Hanover township	7385	7942	557	7.54%



Sussex	Stanhope borough	3610	3522	-88	-2.44%
Warren	Harmony township	2667	2601	-66	-2.47%
Sussex	Franklin borough	5066	4937	-129	-2.55%
Sussex	Hamburg borough	3277	3193	-84	-2.56%
Cape May	West Wildwood borough	603	587	-16	-2.65%
Monmouth	Eatontown borough	12709	12262	-447	-3.52%
Monmouth	Sea Bright borough	1412	1359	-53	-3.75%
Cumberland	Maurice River township	7976	7662	-314	-3.94%
Monmouth	Union Beach borough	6245	5805	-440	-7.05%
Ocean	Mantoloking borough	296	261	-35	-11.82%

2013 Housing Unit Estimates

COUNTY_ID	COUNTY_NAME	ESTIMATESBASE2010	HU_ESTIMATE2013	DIFF2010-13	%CHNG2010-13
34035	Somerset County, New Jersey	123124	125077	1953	1.59%
34017	Hudson County, New Jersey	270340	274509	4169	1.54%
34015	Gloucester County, New Jersey	109796	111439	1643	1.50%
34023	Middlesex County, New Jersey	294801	298102	3301	1.12%
34005	Burlington County, New Jersey	175614	177026	1412	0.80%
34003	Bergen County, New Jersey	352388	355088	2700	0.77%
34021	Mercer County, New Jersey	143169	144222	1053	0.74%
34039	Union County, New Jersey	199490	200769	1279	0.64%
34011	Cumberland County, New Jersey	55834	56191	357	0.64%
34041	Warren County, New Jersey	44925	45167	242	0.54%
34025	Monmouth County, New Jersey	258409	259789	1380	0.53%
34001	Atlantic County, New Jersey	126647	127278	631	0.50%
34027	Morris County, New Jersey	189845	190739	894	0.47%
34033	Salem County, New Jersey	27417	27542	125	0.46%
34007	Camden County, New Jersey	204947	205785	838	0.41%
34037	Sussex County, New Jersey	61919	62167	248	0.40%
34009	Cape May County, New Jersey	98309	98686	377	0.38%
34019	Hunterdon County, New Jersey	49487	49665	178	0.36%
34029	Ocean County, New Jersey	278051	279015	964	0.35%
34013	Essex County, New Jersey	312954	313726	772	0.25%
34031	Passaic County, New Jersey	176104	176159	55	0.03%

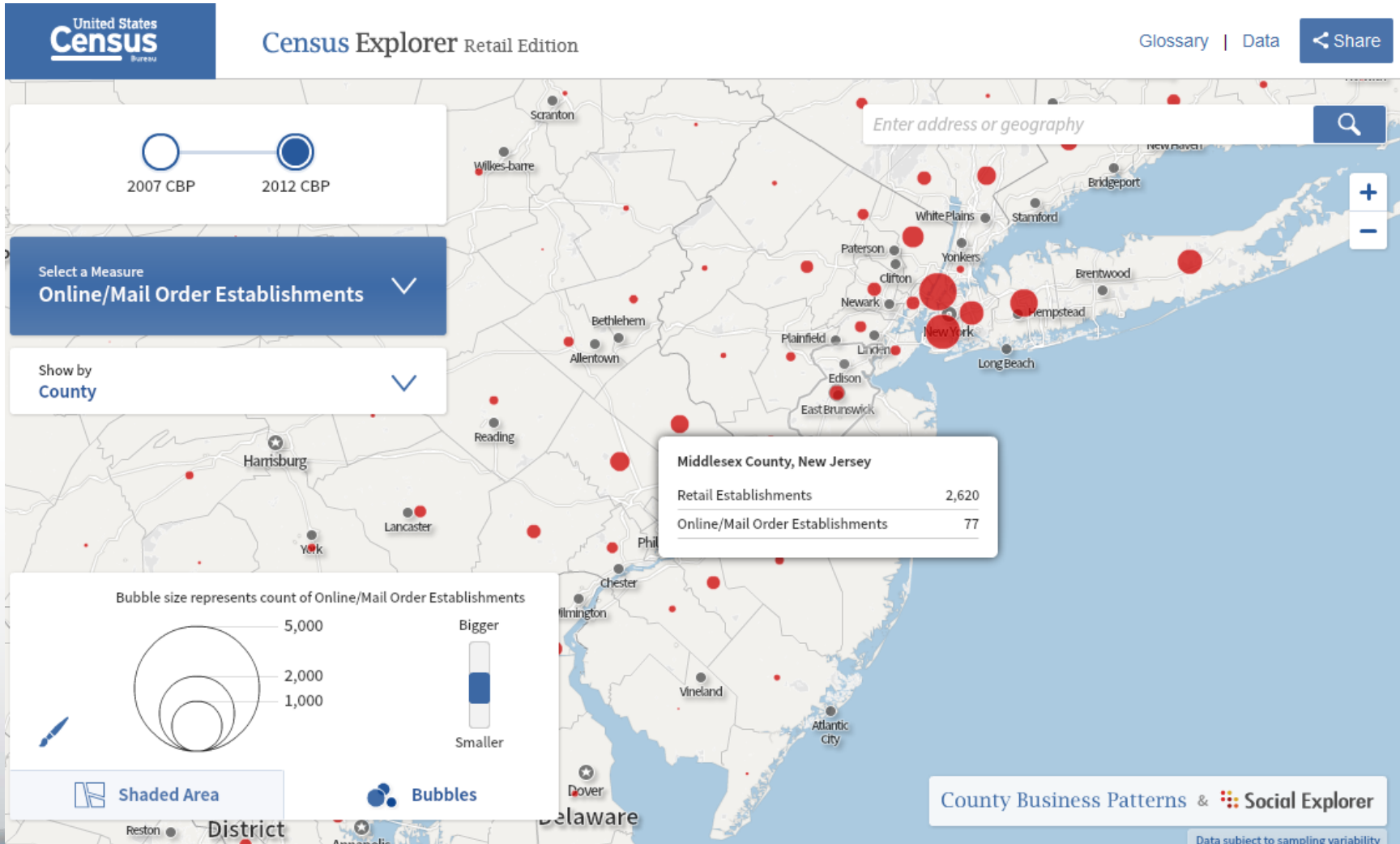
County Business Patterns: 2012

Provides subnational economic data by industry

- Utility :
 - Studying the economic activity of small areas
 - Analyzing economic changes over time
 - Benchmark for other statistical series, surveys, and databases between economic censuses
- Extracted from the Business Register
 - Company Organization Survey provides data for multi-establishment companies
 - Single-establishment company data are obtained from various surveys
- ZIP Code Business Patterns available mid-June

<http://www.census.gov/econ/cpd/index.html>

County Business Patterns: 2012



<http://www.census.gov/censusexplorer/censusexplorer-retail.html>

Latest Data Releases

Release Topic	Date
Commuting	May 5-16
Population Estimates for Cities and Towns	May 22
National, State and County Housing Unit Estimates	May 22
Non-employer Statistics	April 24 HTML May 22 AFF
County Business Patterns	May 29 HTML June 26 AFF
Zip Business Patterns	June 12 HTML June 26 AFF
Census of Governments: Finances- Survey of School System Finances 2012	June 18

Census Geography Updates

- Geographic Partnership Programs
 - GSS Initiative (GSS-I)
 - Boundary & Annexation Survey
 - Redistricting
 - 2020 Census
- Products
 - Census Geocoder
 - TIGER Geodatabases with American Community Survey (ACS) data
 - TIGERweb
 - TIGER Products
 - InDevelopment

Census Geography Updates

Partnership Programs

- BAS – expected to resume this fall (2015 BAS)
 - Annual Survey (usually)
 - Work with state & local governments (>44,000)
 - Tribal BAS – recently signed agreement with National American Indian Housing Council (NAIHC) to improve tribal participation
- Verification phase of School District Program*
- Redistricting Data Programs
 - Adding 114th Congressional Districts*
 - Adding updated State Legislative Districts*
- Preparing for 2020 Partnership Programs
 - LUCA – conducting local feedback workshops now
 - PSAP/TSAP –work with local & tribal governments to define statistical geographic areas (e.g. census tracts, tribal block groups, CDPs)

* Will appear in 2014 summer public products

Census Geography Updates

Products Update

- **Census Geocoder**
 - Single Address, Latitude/Longitude, Batch (up to 1000 at a time)
 - Geocodes to address ranges in TIGER/Line shapefiles
 - <http://geocoding.geo.census.gov/geocoder>
- **TIGER Geodatabases with ACS Data**
 - Includes most of ACS tables for 2008-2012 – Geography to Block Group
 - Data are RELATED (not joined) in Geodatabase
- **TIGERweb**
 - Interactive Reference Map Viewer & Web Mapping Service (WMS)
 - Imagery available as background
 - http://tigerweb.geo.census.gov/tigerwebmain/tigerweb_main.html
- **In Development**
 - Adding ACS data to TIGERweb
 - Adding County Business Patterns to TIGER data in geodatabases

TIGER Products

Which product should I use?

Product	Best For...	File Format	Type of Data	Level of Detail	Descriptive Attributes	Vintages Available
<u>TIGER/Line Shapefiles</u>	Most mapping projects--this is our <i>most comprehensive dataset</i> . Designed for use with GIS (geographic information systems).	Shapefiles (.shp) and database files (.dbf)	Boundaries, roads, address information, water features, and more	Full detail (not generalized)	Extensive	2006 - 2013, CD 113
<u>TIGER Geodatabases</u>	Useful for users needing national datasets or all major boundaries for by state. Designed for use in ArcGIS. Files are extremely large.	Geodatabase (.gdb)	Boundaries, roads, address information, water features, and more	Full detail (not generalized)	Limited	2013
<u>TIGER/Line Shapefiles & Geodatabases with Demographic Data</u>	Demographic analysis from selected attributes from the 2010 Census, 2006-2010 ACS 5-year estimates, 2007-2011 ACS 5-year estimates, and 2008-2012 ACS 5-year estimates for selected geographies. Designed for use with GIS.	Shapefiles (.shp) and Geodatabases	Boundaries, Population Counts, Housing Unit Counts, 2010 Census Demographic Profile 1 attributes, 2006-2010 ACS 5-year estimates data profiles, 2007-2011 ACS 5-year estimates data profiles.	Full detail (not generalized)	Limited	2010, 2006-2010 ACS, 2007-2011 ACS, 2008-2012 ACS
<u>Cartographic Boundary Files</u>	Small scale (limited detail) mapping projects clipped to shoreline. Designed for thematic mapping using GIS.	Shapefiles (.shp)	Selected boundaries	Less detail (generalized)	Limited	2010, 2000, 1990
<u>KML Prototype Files</u>	Viewing data or creating maps using Google Earth, Google Maps, or other platforms that use KML.	KML (.kml)	Selected boundaries	Less detail (generalized)	Limited	2010
<u>TIGERweb</u>	Viewing spatial data online or streaming to your mapping application.	Interactive viewer, HTML data files, plus REST and WMS map services	Boundaries, roads, address information, water features, and more	Detailed	Extensive	2012, 2010, 2012 ACS and 2011 ACS

<http://www.census.gov/geo/maps-data/data/tiger.html>

Welcome to the NEW census.gov

The screenshot shows the census.gov website in a Windows Internet Explorer browser window. The address bar displays "http://www.census.gov/". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The website's header features the "United States Census Bureau" logo on the left and a search bar on the right. A navigation menu below the header includes "Topics", "Geography", "Library", "Data", "About the Bureau", and "Newsroom". The main content area features a large banner for "Biking to Work Increases 60 Percent Over Last Decade" with an illustration of a person on a bicycle. Below the banner are three widgets: "Population Clock" showing U.S. and World population counts, "QuickFacts" with a state selection dropdown, and "U.S. Census Bureau Economic Indicators" listing reports like "New Residential Construction" and "Business Inventories". The footer of the browser window shows "Trusted sites" and a 100% zoom level.

Census.gov - Windows Internet Explorer
http://www.census.gov/

United States Census Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

Topics: Population, Economy | Geography: Maps, Geographic Data | Library: Infographics, Publications | Data: Tools, Developers | About the Bureau: Research, Surveys | Newsroom: News, Events, Blogs

Biking to Work Increases 60 Percent Over Last Decade

The Census Bureau's first-ever biking and walking to work report is out just in time for National Bike to Work Week. The report shows that biking to work increased by 60% over the last decade. Many U.S. cities are also seeing an increase in bicycle commuters.

1 2 3 4 5 6 7

Population Clock

U.S. Population: 318,076,820^U
World Population: 7,167,258,620^W
May 20, 2014 17:41 UTC (+4) [Learn More >>](#)

QuickFacts

Quick, easy access to facts about people, business, and geography.

Select a state to begin

U.S. Census Bureau Economic Indicators

New Residential Construction	1,072,000	↑*
April 2014 Report	Housing starts	13.2%
Released 8:30 AM EDT, 5/16/14		
Business Inventories	\$1,717.2 B	↑
March 2014 Report		0.4%
Released 10:00 AM EDT, 5/13/14		
Advance Monthly Retail Sales	\$434.6 B	↑*

[View All](#) * change not statistically significant
significance not reported / applicable

Latest News

Stat of the Day

Trusted sites | 100%

Welcome to the NEW census.gov

- What's new
 - Topic Based Navigation
 - Contextual Navigation
 - Fresh Look
 - Homepage Application Carousel
- Coming Soon
 - Improved Search
 - Full Migration of Content

21st Century Expectation: Anywhere, Anytime Access

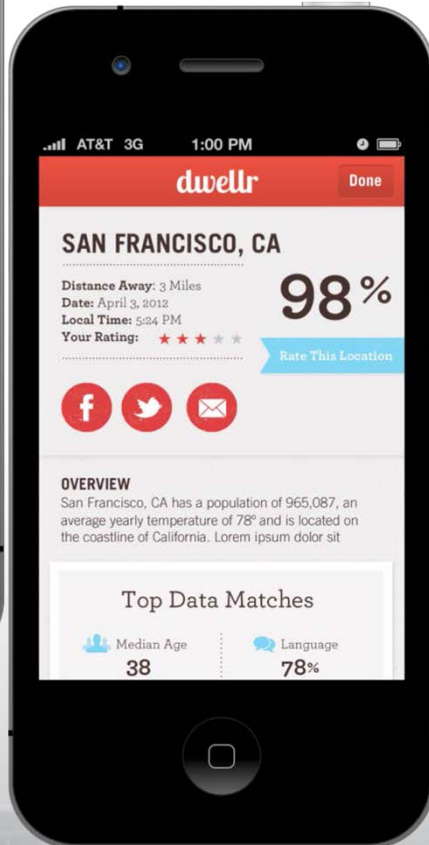
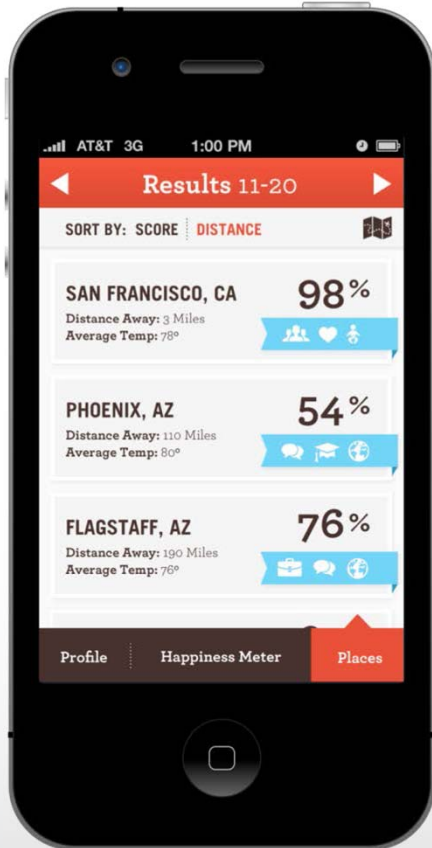
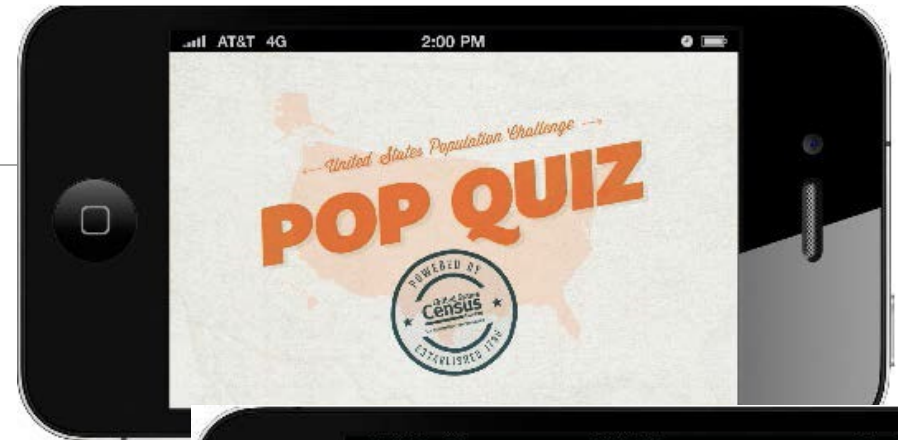
Meet users' expectations:

<http://www.census.gov/mobile/>

- 24/7 access to data
- Easy Access
- Timely
- Relevant

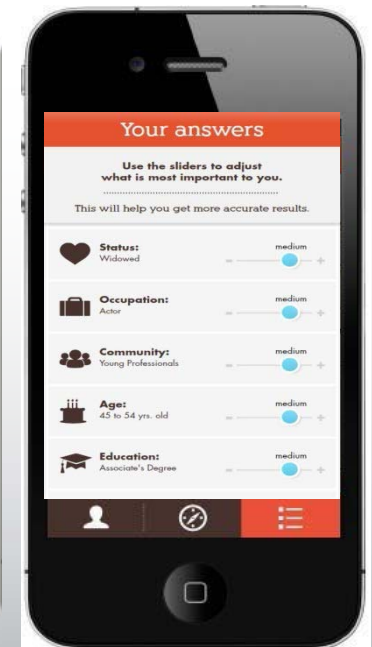
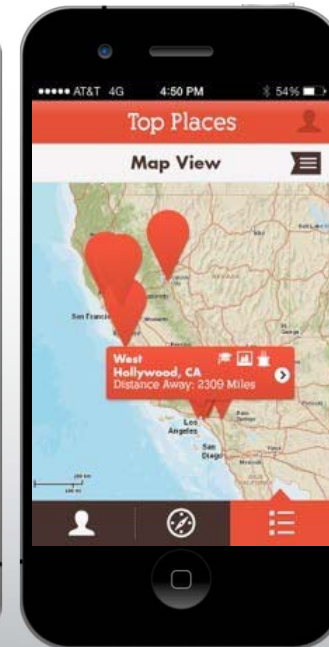
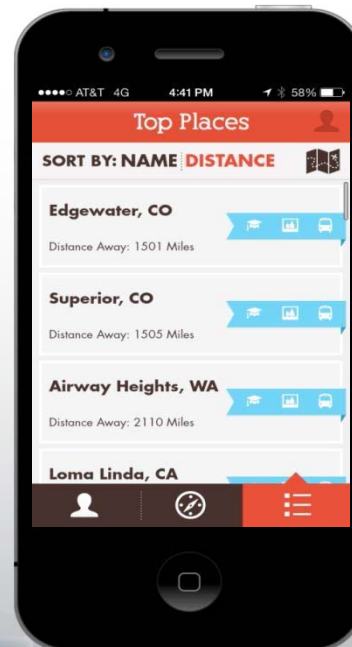


Statistics at Your Finger Tips



dwellr Mobile App

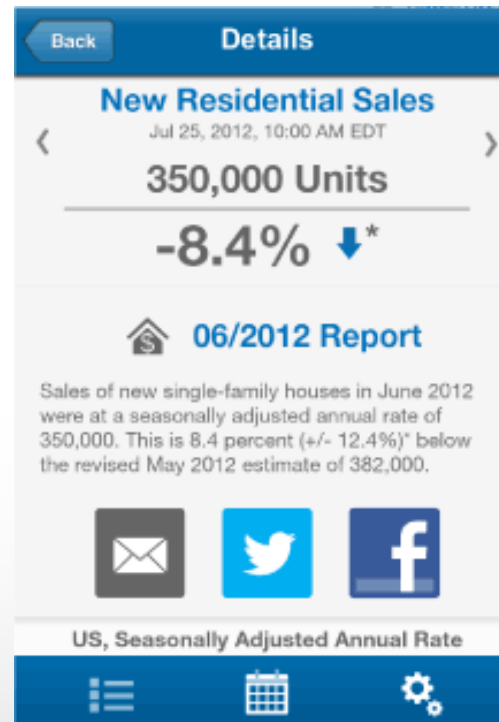
- Uses American Community Survey Data from the US Census Bureau to match user preferences to thousands of places across the nation.
- Displays statistics based on user preferences and also provides access to social characteristics table in AFF
- Provides users the top 25 places matching their preferences. Shows map view of top cities.
- Users can share top matches through social networks (email, Facebook and Twitter)
- Engages our audiences in new ways through relevant experiences
- Increases usage of Census Bureau statistics



America's Economy App

Key Features::

- Quick overview of indicators
- Detailed page for each indicator with trend data
- Share indicators on Facebook, Twitter & via email
- View release dates for indicators
- Set up notifications and custom views



NYRO Webinars

Free Data Access Summer Camp

- Data access training throughout summer 2014
 - As of today (18 June) – 15 webinars remaining
 - Led by NYRO Data Dissemination Specialist
 - For schedule & to register, please visit:
http://www.census.gov/regions/pdf/2014_%20Census_Summer_Camp_Webinars_Announcement%20_Final.pdf
- Training topics
 - Older Population In America
 - Data Ferret: Accessing ACS-PUMS Data
 - Hispanics By The Numbers
 - Advanced American Fact Finder (AFF) with Thematic Mapping
 - Business by the Numbers: Accessing Business and Economic Data
 - LED – On the Map
 - Voting Data

Contact Information



U.S. Census Bureau –
New York Regional Office
Partnership & Data Services
(212) 584-3440

http://www.census.gov/regions/new_york/