Community Indicators for Municipalities

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Agenda

➢ About the Vermont State Data Center & Census Bureau Data Dissemination

➢ Why Community Indicators

➢ Common Community Indicators

➢ Indicator Analysis Overview

➢ The Decennial Census and the American Community Survey

➢ Data Sources

➢ Data Search Tutorial

About Vermont's Census State Data Center

The VT SDC is a liaison for the U.S. Census Bureau and Vermont data users that:

▶ Conducts Data Trainings

▶ Responds to Data Requests

▶ Provides Data Access

▶ Assists with Census Data Collection

About Census Bureau Data Dissemination

- ✓ **Bring Census Bureau data experts to you.**

  - ▶ Free data training for your organization.

- ✓ **Receive our <u>Data Gems</u>.**

  - ▶ Short "how-to" videos provide a quick way to increase your knowledge of Census data. Get them in your inbox!

- ✓ **Get access to our <u>Courses</u>.**

  - ▶ Video-tutorials designed for different skill levels.

- ✓ **Interact with our instructors via <u>Webinars</u>.**

  - ▶ Learn about data releases and tools while attending these live virtual classes.

Census.gov/Academy

Why Community Indicators?

> To Understand The Community Story
> &
> To Help Make Decisions

Common Community Indicators

➤ **Population**

   ➤ Count, Age, Race & Ethnicity, Migration, Wellbeing

➤ **Finances & Economy**

   ➤ Unemployment, Wages, Poverty, Jobs, Industries

➤ **Housing**

   ➤ Affordability, Owners & Renters, Value, Vacancy

➤ **Natural & Built Environment**

   ➤ Land Use, Transportation, Climate, Pollution

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Indicator Analysis

➤ A number by itself doesn't tell us much.
➤ Analysis techniques provide the context, the data story.

➤ Two primary forms of community data analysis:
  ➤ Longitudinal/Trend analysis (Over Time)
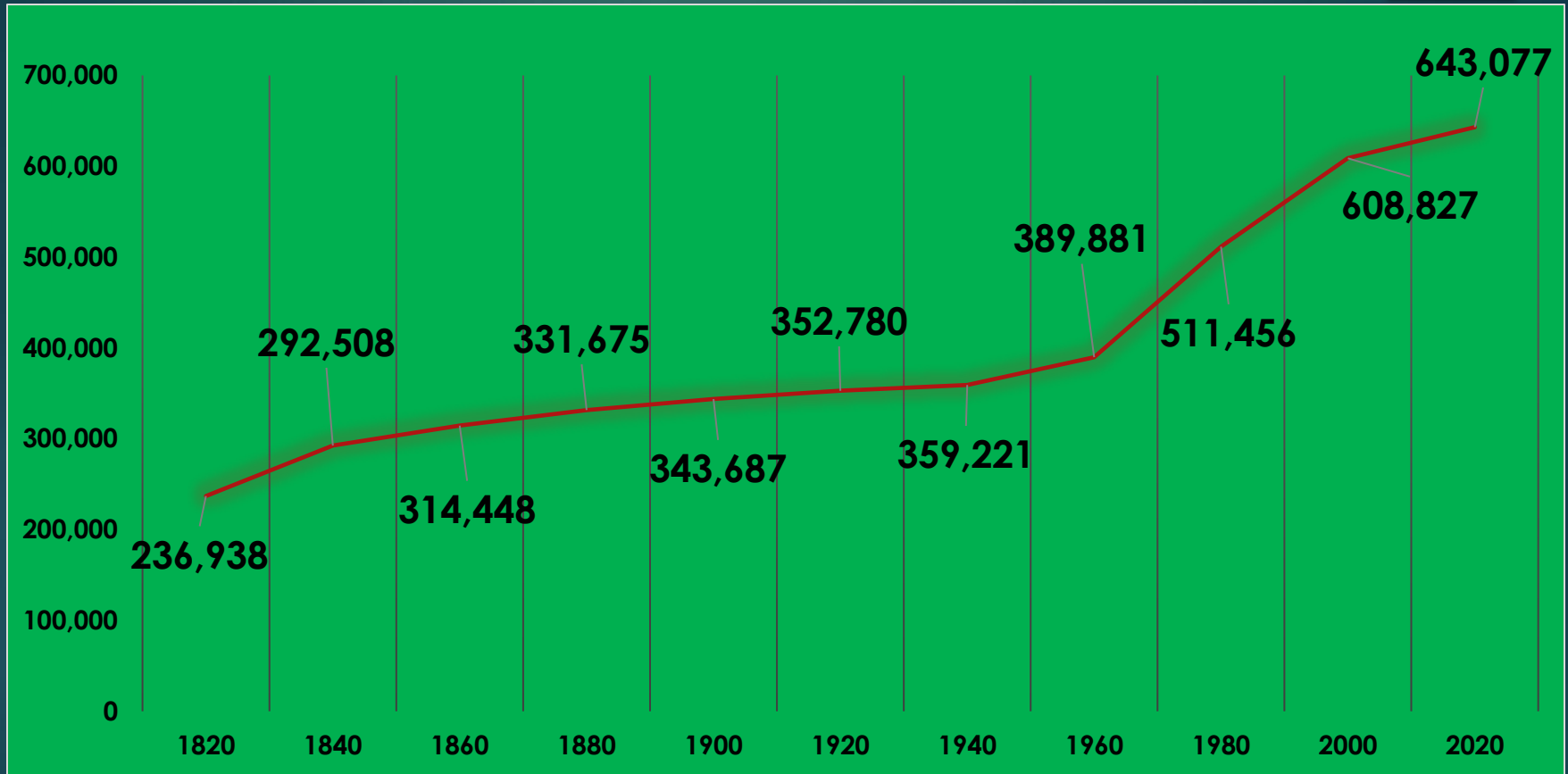 ➤ Comparative analysis

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Trend Analysis

➤ Vermont's Population in 2020 was 643,077

➤ So what?

➤ What does this mean?

200 Years of Vermont Population

Trend Analysis gives us a better understanding of where we currently are by allowing us to look back at where we've come from.

Comparative Analysis

➢ We have analyzed Vermont's population trend over time.

➢ So, what is the greater context?

➢ Comparative Analysis provides more of the story.

2020 Residential Populations- Ranked

State	Population	State	Population
California	39,538,223	Oregon	4,237,256
Texas	29,145,505	Oklahoma	3,959,353
Florida	21,538,187	Connecticut	3,605,944
New York	20,201,249	Puerto Rico	3,285,874
Pennsylvania	13,002,700	Utah	3,271,616
Illinois	12,812,508	Iowa	3,190,369
Ohio	11,799,448	Nevada	3,104,614
Georgia	10,711,908	Arkansas	3,011,524
North Carolina	10,439,388	Mississippi	2,961,279
Michigan	10,077,331	Kansas	2,937,880
New Jersey	9,288,994	New Mexico	2,117,522
Virginia	8,631,393	Nebraska	1,961,504
Washington	7,705,281	Idaho	1,839,106
Arizona	7,151,502	West Virginia	1,793,716
Massachusetts	7,029,917	Hawaii	1,455,271
Tennessee	6,910,840	New Hampshire	1,377,529
Indiana	6,785,528	Maine	1,362,359
Maryland	6,177,224	Rhode Island	1,097,379
Missouri	6,154,913	Montana	1,084,225
Wisconsin	5,893,718	Delaware	989,948
Colorado	5,773,714	South Dakota	886,667
Minnesota	5,706,494	North Dakota	779,094
South Carolina	5,118,425	Alaska	733,391
Alabama	5,024,279	District of Columbia	689,545
Louisiana	4,657,757	**Vermont**	**643,077**
Kentucky	4,505,836	Wyoming	576,851

Comparative Analysis provides context.
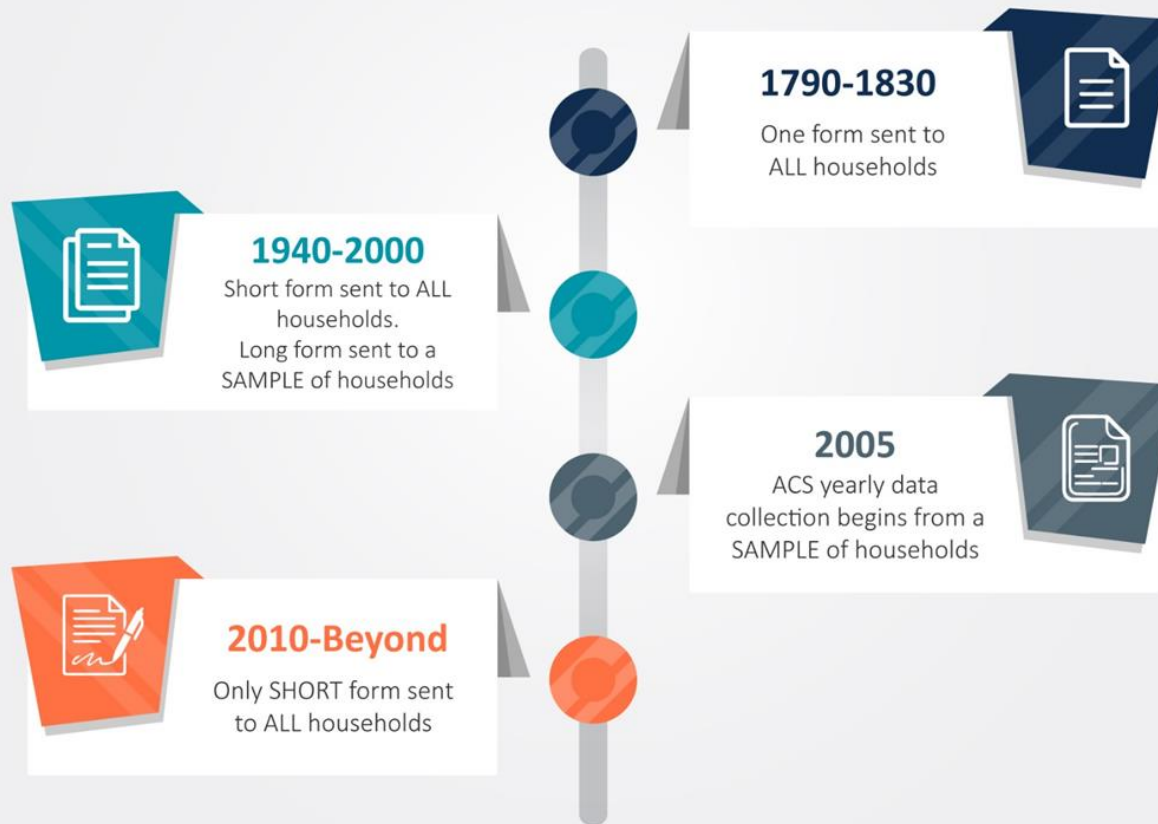
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The Decennial Census

➢ Historically, the primary source for U.S. population data.

  ➢ Enshrined in the Constitution.

  ➢ Used for Redistricting and Reapportionment.

➢ Conducted every ten years.

  ➢ But a ten-year data cycle is not timely.
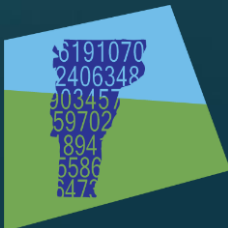
➢ Enter: The American Community Survey(**ACS**).

EVOLUTION OF
THE DECENNIAL CENSUS

1790-1830
One form sent to ALL households

1940-2000
Short form sent to ALL households.
Long form sent to a SAMPLE of households

2005
ACS yearly data collection begins from a SAMPLE of households

2010-Beyond
Only SHORT form sent to ALL households

The American Community Survey (ACS)

➢ Since 2010:
- ➢ Continuous sample of the population
- ➢ Annual data releases
- ➢ Single & Multi-year estimates
  - ➢ 1-year estimates for areas with a population of 65,000 or more
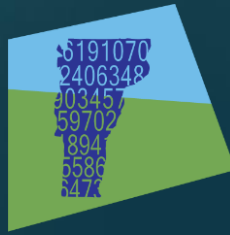 - ➢ 5-year estimates for all smaller areas

Decennial and ACS Contrast

Decennial Census

- Every ten years
- Core Demographics

Population, home-ownership, gender, age, race & ethnicity.

American Community Survey (ACS)

- Annual Updates
- All other Indicators Income, Poverty, Transportation, Disability, Employment, Housing, etc.

Decennial and ACS Contrast

What Topics Are Available in the ACS vs. Decennial Census?

Social (DP02)
- ✓ Ancestry
- ✓ Citizenship Status
- ✓ Disability Status
- ✓ Educational Attainment & School Enrollment
- ✓ Fertility
- ✓ Grandparents as Caregivers
- ✓ Language Spoken at Home
- ✓ Marital History; Marital Status
- ✓ Migration/Residence 1 Year Ago
- ✓ Period of Military Service
- ✓ Place of Birth
- ✓ Undergraduate Field of Degree
- ✓ Veteran Status
- ✓ Year of Entry

Demographic (DP05)
- ✓ Age
- ✓ Race
- ✓ Hispanic Origin
- ✓ Sex

Economic (DP03)
- ✓ Income
- ✓ Benefits
- ✓ Employment Status
- ✓ Occupation
- ✓ Industry
- ✓ Commuting to Work
- ✓ Place of Work

Housing (DP04)
- ✓ Tenure
- ✓ Housing Value
- ✓ Occupancy
- ✓ Taxes and Insurance
- ✓ Household Size
- ✓ Utilities

What topics can you get from the 2020 Census?
- ✓ Age
- ✓ Race
- ✓ Sex
- ✓ Hispanic or Latino Origin
- ✓ Household Relationship
- ✓ Tenure (Owned vs. Rented
- ✓ Vacancy Characteristics

United States Census Bureau

For a full list of ACS topics and why we ask each question, go to: Census.gov/acs

Local Indicator Resources

➤ Demographics: <u>VT State Data Center</u>

➤ Housing: <u>Vermont Housing Finance Agency</u>

➤ Employment: <u>Vermont Department of Labor</u>

➤ Health: <u>Vermont Department of Health</u>

➤ Environment: <u>Vermont Agency of Natural Resources</u>

➤ Education: <u>Vermont Agency of Education</u>

Census Bureau Resources

➢ **My Community Explorer**: An interactive map that measures inequality and helps identify underserved communities.

➢ **Census Business Builder:** Sector & Industry data and workforce characteristics.

➢ **OnTheMap**: Transportation data about where workers are employed, where they live & commute. Includes an emergency management map tool.

➢ **Data.Census.Gov**: Most comprehensive Census Bureau data portal.

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Data.Census.Gov

- **American Community Survey**- Social Indicators
- **American Housing Survey**- Comprehensive housing indicators
- **Annual Economic Surveys**
  - Annual Survey of Manufactures
  - Business Patterns
  - Non-employer Statistics (Sole Proprietorships)
- **Annual Surveys of Governments**- Detailed government structure, organization, function, finances, and employment.
- **Census of Governments**- Organization, employment, and finances of all state and local governments.
- **Commodity Flow Survey-** Data on the movement of goods originating from the United States.
- **Decennial Census**- Total population count with Age, Sex, Race & Ethnicity. Constitutional Mandate used for Reapportionment.
- **Economic Census**- Detailed industry and business data.
- **Survey of Business Owners**- By industry and by Gender, Ethnicity, race, and veteran status of owners.
- **Population Estimates Program**- Estimated population totals

Live Data Tool Demo

Thank You

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