US CENSUS

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LIVE WELL
SAN DIEGO
The Constitution

Constitution Article 1, Section 2 of the U.S. Constitution
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

The fact that it is in the constitution makes it central to a democratic form of government.
Why does the Census Matter?

Power
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

Money
- More than $675 Billion distributed annually
- Funding distributed based on population
Census Data is important

- Directing Funds for Services
- Decision Making at All Levels of Government
- Making Business Decisions
- Planning for Urban and Rural Land Use
- Scientific Research
- Estimating People Displaced by Natural Disasters

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
New Abilities to Self Respond

Internet  Phone  Paper Form  In-person

*12 languages plus English will be supported (Internet & Phone)
Your Answers are Protected by Law
Title 13 of the U.S. Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- **We do not share a respondent’s personal information or responses with any other government agencies**
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of $250,000
2020 Census Jobs

Position Pay rate
Office Clerks $20.00 per hour
Office Operations Supervisors $26.00 per hour
Census Field Supervisors $27.50 per hour
Enumerators (Census Takers) $25.00 per hour
Recruiting Assistants $27.50 per hour

One application qualifies you for any of the following positions:

Apply today!
2020census.gov/jobs
1-855-JOB-2020 (1-855-562-2020)
The U.S. Census Bureau is an Equal Opportunity Employer
Next Steps for the 2020 Census

- Prepare our community to be counted
- Invite Partnership Specialists and census staff to present at your network meetings, events, festivals.
  Help us to engage our community
- Apply for Census Jobs and help recruit a diverse staff for the Area Census Offices
### CA Federal Funding

Census data informs how $115 billion is distributed annually among state, local, and tribal governments for programs like:

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>$55,457,936,000</td>
</tr>
<tr>
<td>Federal Direct Student Loans</td>
<td>$8,636,764,223</td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program</td>
<td>$7,327,700,086</td>
</tr>
<tr>
<td>Medicare</td>
<td>$6,735,374,256</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$3,543,298,741</td>
</tr>
<tr>
<td>Federal Pell Grant Program</td>
<td>$3,611,600,000</td>
</tr>
<tr>
<td>Section 8 Housing Vouchers</td>
<td>$3,545,946,000</td>
</tr>
</tbody>
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IMPACT TO SAN DIEGO COUNTY

73%

San Diego Census Mail Participation Rate in 2010

416,427 San Diegans

Requiring follow-up by Census enumerator in 2010
IMPACT TO SAN DIEGO COUNTY

11,500*

Estimated net undercount in 2020 based on 2010 Census

$ 1,950*

Potential per person Federal funds available

$ 23 Million*

Amount of Money San Diego stands to gain or lose every year over the next decade
IMPACT TO SAN DIEGO COUNTY

49 hard to count census tracks with a population of 256,000

Participation rate is lower than 70%
The American Community Survey
American Community Survey History

1940-2000
- Decennial Census: Short Form & Long Form

2005
- American Community Survey Replaces Decennial Long Form

2010
- Decennial Census: Short Form Only
<table>
<thead>
<tr>
<th>Estimate Type</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year Estimates</td>
<td>Geographies of 65,000 or more</td>
</tr>
<tr>
<td>3-Year Estimates</td>
<td>Geographies of 20,000 or more *discontinued after 2013</td>
</tr>
<tr>
<td>5-Year Estimates</td>
<td>All geographies</td>
</tr>
</tbody>
</table>
Decennial Census and ACS

**Census**
- Every 10 Years
- 100 Percent Data
- Official Count
- Point In Time (April 1st)

**ACS**
- Yearly
- Sample Data (3.5 million year/291K monthly)
- Estimates (trends/comparisons)
- Period of Time (1yr, 3yr, 5yr)
# ACS Data Products and Release Schedule

<table>
<thead>
<tr>
<th>Data Product (next release)</th>
<th>Year of Data Release</th>
</tr>
</thead>
</table>

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level.

Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007 – 2011 estimates.
American Community Survey
Demographic Characteristics

- Age
- Race
- Sex
- Hispanic Origin
American Community Survey
Social Characteristics

Married-Couple Households by Nativity and Citizenship

Out of 55.5 million married-couple households in the United States ...

- Both spouses are native: 44.1 million households (79.5%)
- One spouse is native, one foreign-born: 4.1 million households (7.4%)
- Both spouses are foreign-born: 7.3 million households (13.2%)

- 61.4% Native and naturalized U.S. citizens
- 36.6% Native and noncitizens
- 20.2% Naturalized U.S. citizens
- 39.2% Both noncitizens

Source: U.S. Census Bureau, 2011 American Community Survey

- Education
- Marital Status
- Fertility
- Grandparent/Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation
American Community Survey
Economic Characteristics

- Income
  - Social Security Income
  - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
  - Medicare
  - Medicaid
American Community Survey
Housing Characteristics

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent
Total Households

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Median Age

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Married Couples

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Place of Birth

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Foreign Born Population - Citizenship

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Less Than High School Diploma

Source: U.S. Census Bureau, 2011-2015 American Community Survey
High School Diploma or Equivalent

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Bachelor's Degree

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Graduate or Professional Degree

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Median Household Income

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Families below Poverty Level

Source: U.S. Census Bureau, 2011-2015 American Community Survey
Tenure

Source: U.S. Census Bureau, 2011-2015 American Community Survey
✓ Bring our data experts to you.
   Request a free data training for your organization

✓ Subscribe to Census.gov/academy.
   Join our educational hub to receive our updates and training products

✓ Receive our Data Gems.
   These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

✓ Get access to our data courses.
   You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

✓ Interact with our instructors via webinars.
   Learn about our data releases and tools while attending these live virtual classes.

Contact us:
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