




Introduction to Data Interpretation

Workshop 1





The **Data Skills Census Workshops** were organized and designed by the Washington Technology Industry Association (WTIA) to support Census 2020 outreach efforts. We are a trade association that combines the power of member companies to solve problems they cannot easily solve alone.

Our mission is to build a strong technology sector in a thriving community



Agenda

- >> Participant Introductions
- >> Introduction to reading data visualizations
- >> Overview of Census surveys, data sets, and data tools
- >> Practice using Census ROAM data tool (solo)
- >> Practice using Census ROAM data tool (team)
- >> Questions?

Data Definition

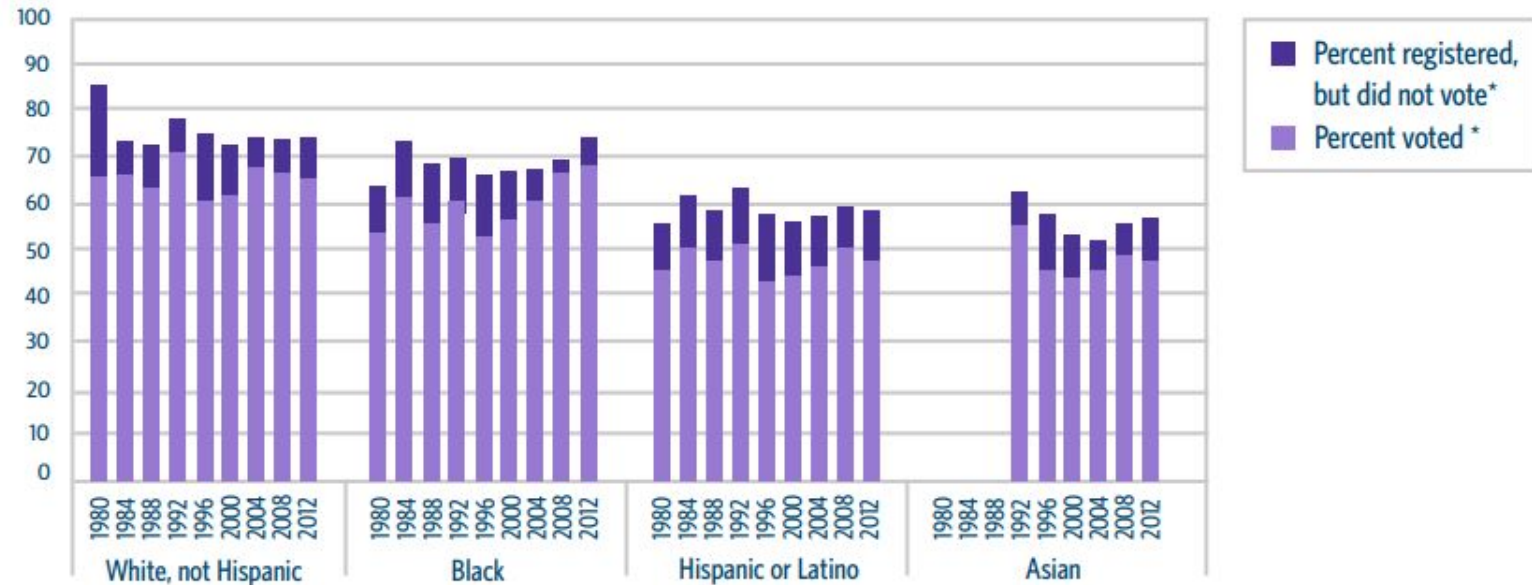
- >> Facts and statistics collected together for reference or analysis.

Immigration Into the United States: 2000-2010



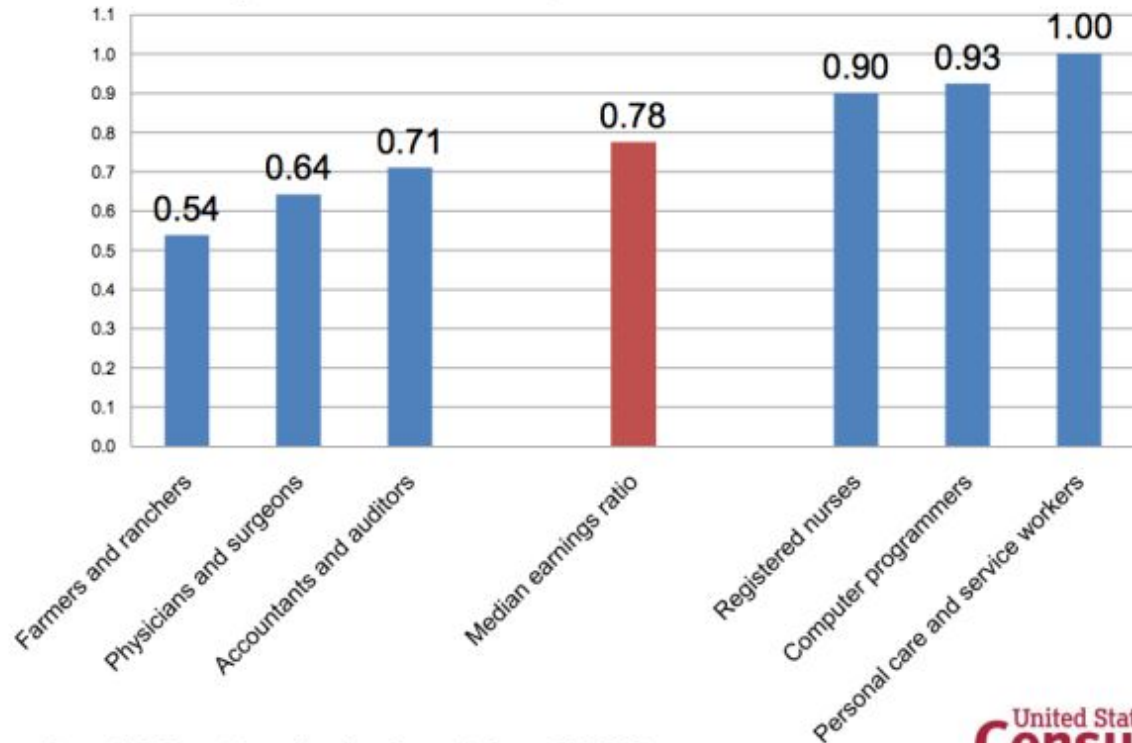
Data source: U.S. Census Bureau, American Community Survey, 2000-2010.

Item 2: Percent Registering and Voting by Race and Hispanic or Latino Origin, Presidential Elections



* Each full bar represents the total percentage of voters who registered.

Ratio of Women's to Men's Median Earnings in Selected Occupations for Full-Time, Year-Round Workers: 2007-2009



Source: U.S. Census Bureau, American Community Survey, 2007-2009

United States[™]
Census
Bureau

Census Data....

- » Determines representation in House of Representatives.
- » Determines funding for many federal programs (more than \$675 billion a year).
- » Determines school districts, legislative districts.
- » Is used for population, transportation, emergency management planning.
- » Is used by businesses for market research.

Census Terms

- » Census Tracts: man-made concept by Census Bureau - an area roughly equivalent to a neighborhood for analyzing populations

Example: Census Tract 420.06, Snohomish County, Washington

- » Zip Code: man-made concept by US Postal Services.

Example: 98275 – Mukilteo, WA

- » City Limits and Neighborhood / Districts: state, provincial, or territorial law.

Example: you see it on various maps.

Census Surveys

The screenshot shows the United States Census Bureau website. The browser's address bar displays 'census.gov'. The website's header includes the 'United States Census Bureau' logo and a search bar. Below the header is a navigation menu with the following items: 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/PROGRAMS' (which is highlighted with a red underline), 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The 'SURVEYS/PROGRAMS' section is expanded, showing a grid of links to various surveys and programs. The grid is organized into four columns. The first column contains links to 'Help for Survey Participants', '2020 Census', '2020 Census Operational Information', '2010 Census', and 'American Community Survey (ACS)'. The second column contains links to 'American Housing Survey (AHS)', 'Annual Business Survey (ABS)', 'Annual Survey of Manufactures (ASM)', 'Census of Governments', and 'County Business Patterns (CBP)'. The third column contains links to 'Current Population Survey (CPS)', 'Economic Census', 'International Programs', 'Metro and Micro Areas', and 'Population Projections'. The fourth column contains links to 'Small Area Income and Poverty', 'Statistics of U.S. Businesses', 'Survey of Business Owners', 'Survey of Income and Program Participation (SIPP)', and 'All surveys and programs'.

BROWSE BY TOPIC	EXPLORE DATA	LIBRARY	SURVEYS/ PROGRAMS	INFORMATION FOR...	FIND A CODE	ABOUT US
Help for Survey Participants			American Housing Survey (AHS)	Current Population Survey (CPS)	Small Area Income and Poverty	
2020 Census			Annual Business Survey (ABS)	Economic Census	Statistics of U.S. Businesses	
2020 Census Operational Information			Annual Survey of Manufactures (ASM)	International Programs	Survey of Business Owners	
2010 Census			Census of Governments	Metro and Micro Areas	Survey of Income and Program Participation (SIPP)	
American Community Survey (ACS)			County Business Patterns (CBP)	Population Projections	All surveys and programs	

Census Data Sets

DATASET | DECEMBER 2019

SAIPE School District Estimates for 2018

View and download 2018 school district estimates for Small Area Income and Poverty Estimates.

DATASET | DECEMBER 2019

SAIPE State and County Estimates for 2018

View and download 2018 state and county estimates for Small Area Income and Poverty Estimates.

DATASET | DECEMBER 2019

SAIPE Model Input Data

These datasets provide the aggregated tax, SNAP benefits, and poverty universe data used in producing the SAIPE estimates.

DATASET | NOVEMBER 21, 2019

County Business Patterns: 2017

DATASET | SEPTEMBER 10, 2019

2018 Supplemental Poverty Measure (SPM) Research File

These files enable researchers to replicate the SPM poverty estimates described in report P60-268 (The Supplemental Poverty Measure: 2018).

DATASET | MARCH 2019

2015-2016 SUSB Employment Change Datasets

DATASET | FEBRUARY 22, 2019

Citizen Voting Age by Race and Ethnicity 2013-2017

View and download the Citizen Voting Age by Race and Ethnicity special tabulation from the 2013-2017 5-Year ACS dataset.

DATASET | DECEMBER 2018

2016 SUSB Annual Datasets by Establishment Industry

DATASET | 2018

SAIPE School District Estimates for 2017

View and download 2017 school district estimates for Small Area Income and Poverty Estimates.

DATASET | SEPTEMBER 21, 2017

2016 Supplemental Poverty Measure (SPM) Research File

These files enable researchers to replicate the SPM poverty estimates described in report P60-261 (The Supplemental Poverty Measure: 2016).

DATASET | 2017

2017 Accommodation and Food Services (NAICS Sector 72)

DATASET | 2017

2017 Administrative and Support and Waste Management and Remediation Services (NAICS Sector 56)

DATASET | 2017

2017 Arts, Entertainment, and Recreation (NAICS Sector 71)

DATASET | 2017

2017 Construction (NAICS Sector 23)

DATASET | 2017

2017 Core Business Statistics

DATASET | 2017

2017 Educational Services (NAICS Sector 61)

DATASET | 2017

2017 Finance and Insurance (NAICS Sector 52)

DATASET | 2017

2017 Health Care and Social Assistance (NAICS Sector 62)

DATASET | 2017

2017 Information (NAICS Sector 51)

DATASET | 2017

2017 Management of Companies and Enterprises (NAICS Sector 55)

DATASET | 2017

2017 Manufacturing (NAICS Sector 31-33)

DATASET | 2017

2017 Mining, quarrying, and oil and gas extraction (NAICS Sector 21)

DATASET | 2017

2017 Other Services (except Public Administration) (NAICS Sector 81)

Census Data Tools

DATA TOOL

Census 2000 EEO Data Tool

Select levels of geography based on residence or workplace. The estimates present information for various occupation groupings by race and ethnicity and sex.

DATA TOOL

Census Business Builder (CBB)

Census Business Builder offers small business owners selected Census Bureau & other statistics to guide their research for opening or expanding their business.

DATA TOOL

Health Insurance Interactive Data Tool

An interactive application for exploring data from the Small Area Health Insurance Estimates (SAHIE) program.

DATA TOOL

Income and Poverty Interactive Data Tool – Latest Version

An interactive application for exploring data from the Small Area Income and Poverty Estimates (SAIPE) program.

DATA TOOL

Industry Snapshots

The Industry Snapshots present key statistics from the Economic Census and per capita ratios using data from Population Estimates for a user-selected industry.

Response Outreach Area Mapper

The screenshot shows a web browser window with the URL `census.gov/roam`. The browser's address bar and tabs are visible at the top. The page header features the United States Census Bureau logo and a search bar. Below the header is a navigation menu with links: [BROWSE BY TOPIC](#), [EXPLORE DATA](#), [LIBRARY](#), [SURVEYS/ PROGRAMS](#), [INFORMATION FOR...](#), [FIND A CODE](#), and [ABOUT US](#). An orange banner below the navigation menu reads: "We are hiring thousands of people for the 2020 Census. Click to learn more and apply." The main content area has a large heading "Response Outreach Area Mapper" and a dropdown menu labeled "Sections". Below this, the date "JUNE 2019" is displayed. The main text describes the ROAM application, its purpose, and provides links to related resources.

United States
Census
Bureau

Search

[BROWSE BY TOPIC](#) [EXPLORE DATA](#) [LIBRARY](#) [SURVEYS/ PROGRAMS](#) [INFORMATION FOR...](#) [FIND A CODE](#) [ABOUT US](#)

We are hiring thousands of people for the 2020 Census. Click to learn more and apply.

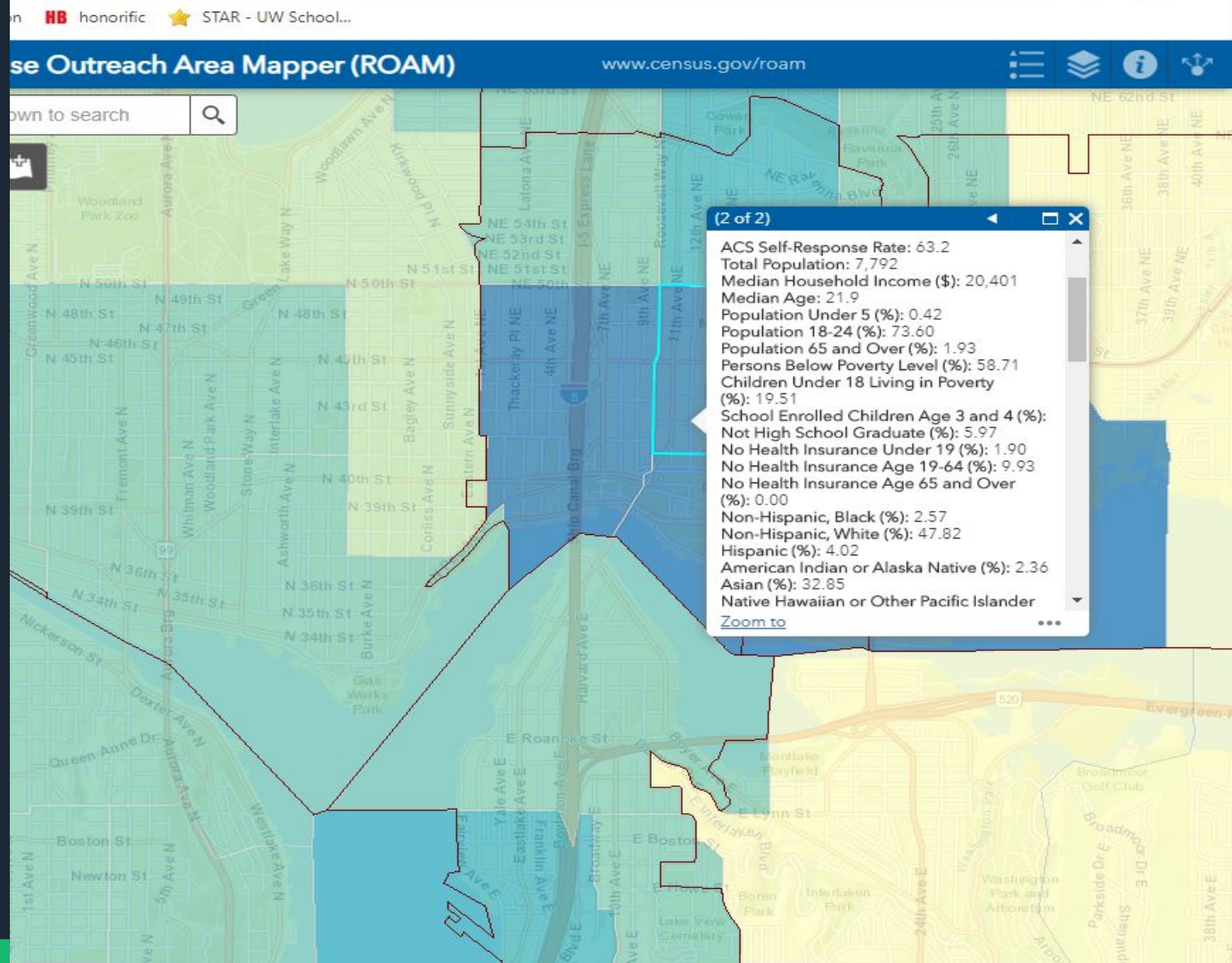
Response Outreach Area Mapper

Sections

JUNE 2019

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#). Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see [The Low Response Score \(LRS\): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations](#) and [The 2020 Census at a Glance: Plan Census Outreach with the Response Outreach Area Mapper tool](#).

gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=...



ROAM

Look up on census.gov/roam the census tract for:

- » Where you live
- » Where you work
- » Another place in the US you lived (or grew up)

ROAM

Get into groups of 3-4 people and share a few interesting things you learned about:

- » Where you live
- » Where you work
- » Another place in the US you lived (or grew up)

Competition Time

Please move on to Exercise 3.

The group who completes Exercise 3 the fastest will win a prize!

ROAM Group Exercise

Determine which of the census tracts in your team's pool of census tracts would be the appropriate answer for these questions:

- » If you were a private developer, where would you build a high end shopping mall (like University Village)?
- » If you were an early learning education nonprofit, where would you build a pre-school?
- » If you were the state government, where would you put a free health clinic?
- » If you were Comcast or CenturyLink, where would you advertise your discounted internet services?
- » If you were Census, where would you focus your Census outreach efforts?

Other Data Sources

Sources from SPL:

- » Most are accessible from home with a library card and pin number. On the topic of starting a business, we have a list of those at this link:
<https://www.spl.org/programs-and-services/business/business-resources/tools-to-start-your-business>
- » A couple highlights from the link above:
 - DemographicsNow
 - RMA eStatement Studies
 - ReferenceUSA

Other Data Sources (continued)

More General:

- » Statistical Abstract of the United States – some of these reports are based on things that can be found in the Census, but others come from a wide variety of government data sources.
- » Microsoft Imagine Academy. We also offer free Microsoft Office Specialist (MOS) and Microsoft Technology Associate (MTA) exams.
- » <https://www.spl.org/online-resources/online-learning/microsoft-imagine-academy>

Here's Seattle Public Library's complete list of online resources:

<https://www.spl.org/online-resources/a-z-online-resources>

Next Steps

- » Write down any questions you still have on note cards with your contact info and we'll get them answered
- » Fill out survey
- » Those who attend Workshop 3: Data Visualization will get free access to Data Story Academy online courses for FREE for a limited time (valued at \$300)

Upcoming Workshops

Seattle Public Library

- » Workshop 2: Basic Data Visualization - 1/30 (4-6 pm)
- » Workshop 3: Data Visualization- 2/8 (12-2 pm)

Lake Washington Institute of Technology

- » Workshop 2- 1/28 (4-6 pm)
- » Workshop 3- 2/5 (4-6 pm)

Kent Regional Library

- » Workshop 2- 1/31 (4-6 pm)
- » Workshop 3- 2/7 (4-6 pm)