

# The Census

Vital to America's  
Economy & Private Sector



**C E N S U S**  
Business Coalition

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# Census Background

## What is the Census?

- ❖ Required under Article I, Section II of the Constitution to count every person in the U.S. once a decade where they reside
- ❖ Collects basic information about households, including number of people, relationship to each other, gender, age, ethnicity & home ownership

*“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...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.”*



# Census Background



## What is the American Community Survey (ACS)?

- ❖ Ongoing annual survey by the Census Bureau of roughly 3.5 million addresses
- ❖ Gather information previously contained only in the long form of the decennial census, ex:
- ❖ Ancestry, educational attainment, income, language proficiency, migration, disability, employment, and housing characteristics.
- ❖ Data used by public & private sectors and other stakeholders to allocate funds, track demographic trends, plan for emergencies, and gain a detailed view of local communities.



# Census Background

What is this data used for?

- **Determines how many seats your state receives in Congress**
- **Guides distribution of more than \$675 billion in federal funding to states and communities each year**
- **Helps the private sector make informed business decisions, ex:**
  - Site location & expansion
  - Creating efficient marketing, sales, & merchandising plans
- **Supports small business programs, ex:**
  - Small Business Development Centers (SBDCs)
  - Certain business tax incentives



# Census and ACS Business Uses

## Making Informed Decisions

Census data helps the business community:

- ❖ Determine facility development, repositioning and infrastructure
- ❖ Identify sound lending opportunities
- ❖ Create efficient marketing and merchandising strategies
- ❖ Make hiring decisions and evaluate labor market
- ❖ Forecast growth and sales
- ❖ Allocate inventory
- ❖ Analyze risk



# Census and ACS Business Uses

## Retail



- ❖ Kroger relies on models that use ACS estimates to project sales for new grocery stores sites or remodeling of existing stores.
- ❖ Target uses the ACS to determine the optimal mix of goods with which to stock its stores throughout the country.
- ❖ Macy's has used Census data to analyze demographic changes and plan products to tap into these markets.
- ❖ Walgreens uses data from the ACS to determine where to place bilingual pharmacists.

# Census and ACS Business Uses

Financial Institutions use Census data to:

- ❖ Identify sound lending opportunities.
- ❖ Develop marketing programs and tailor financial programs for consumers.
- ❖ Select the best locations for branch offices and develop marketing programs.



# Census and ACS Business Uses

## Marketing

- ❖ DataStory Consulting uses ACS data to advise clients about potential markets.
- ❖ Nielsen relies on Census data to help calculate TV viewership ratings, informing marketing decisions and advertising rates.
- ❖ Gallup assigns weights to polling respondents to match weighted samples to the demographic profile of the population.
- ❖ CACI Demographics provides marketing information systems based on Census data for assessing store siting decisions and developing consumer profiles.



# Census and ACS Business Uses



## Technology

- ❖ The data-intensive tech industry uses the data in the development of their products, Ex: Amazon Web Services, Google Maps, etc.
- ❖ News syndicates, internet publishing, broadcasting and web search engines accounted for \$59.8 billion in revenue in 2012 and 4.1 percent of GDP in 2016.
- ❖ Google Earth allows users to import, analyze, and visualize Census data. Amazon Web Services allows users to access and analyze ACS data in the cloud.

# Census and ACS Business Uses | Other Industries

## Media and Advertising

- ❖ Radio stations use data to determine the potential success of a particular programming format, formulate ratings frameworks and optimize advertising revenue.
- ❖ Cable companies determine the focus of marketing through Census tract maps and block level consumer profiles.

## Insurance

- ❖ Use Census data to determine locations and estimate the performance of various offices.

## Utility Companies

- ❖ Determine where to focus rate subsidies for poor, elderly, or disabled customers by using Census, as well as for market research.

# Census and ACS Business Uses | Other Industries

## Health Care Providers

- ❖ Use Census data to determine the need for hospital services, physician hiring, construction and staffing of urgent care facilities, etc.

## Real Estate

- ❖ Appraisal companies use Census data to establish an inventory of existing real estate, forecast future demand, and help value real estate / rental market
- ❖ Home builders use ACS data on population, household income, and housing units to help determine the need for constructing various types of housing & infrastructure

## Legal Services

- ❖ Attorneys & courts use Census data to ensure equitable racial/ethnic representation on juries.



# Census and ACS Business Uses

## Revenues of Government Data-intensive

Industry Name	2012 Revenues (\$billions)
News Syndicates	\$2.3
Internet Publishing and Broadcasting and Web Search	\$57.5
Real Estate Related Services	\$12.0
Management Consulting Services	\$131.7
Marketing Research and Public Opinion Polling	\$17.3
Total	\$220.8

Source: U.S. Department of Commerce



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# Census and ACS Business Uses

## Economic Development

Federal, state and local economic development incentives, strategies for economic growth and funding for business programs and services are based on data from the Census and ACS.

- ❖ The Arkansas Economic Development Commission uses the data to conduct baseline analyses of communities for targeting economic development investments.
- ❖ The Oklahoma Department of Commerce uses Census data to identify high poverty and low-income areas by Census Tract that will receive special consideration for economic development incentives.

# Census and ACS Business Uses

## Federal Programs

A recent study at George Washington University found:

- ❖ In FY2015, the nation received \$590 billion from the 16 largest Census-guided federal assistance programs
- ❖ There were about 300 Census-guided federal programs in FY2015, with total outlays of approximately \$700 billion
- ❖ Medicaid relies on per-capita income statistics derived from Census state population estimates to disburse \$311 billion
- ❖ Highway Planning & Construction uses Census population estimates and ACS data on state median income to distribute \$38 billion



# Concerns about the 2020 Census

- ❖ New Technology
- ❖ Legislative Factors
- ❖ Public Awareness Gap

United States™  
**Census**  
**2020**

# Field Testing Uncertainty

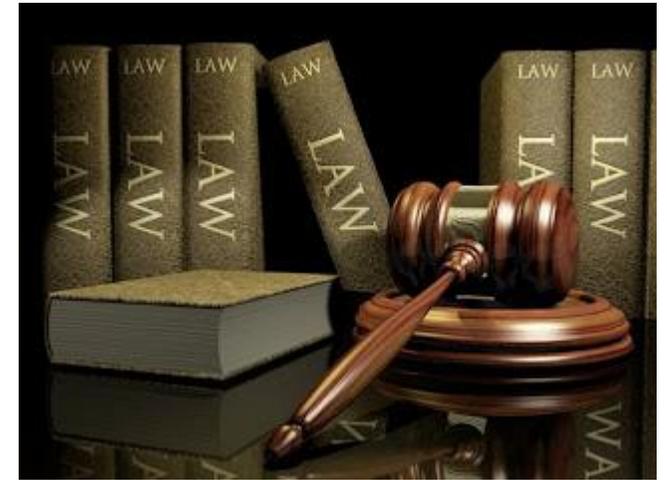
Without resources to thoroughly test new data collection methods, the 2020 Census is at risk. GAO placed the 2020 Census on its list of “high-risk” programs.

- ❖ The Bureau has cut 2018 end-to-end test for 50 new IT systems from three sites to just one
- ❖ The Bureau will use first-time technologies to conduct the 2020 Census
  - ❖ Using the internet to increase self-response
  - ❖ Equipping field workers with mobile devices to record answers
  - ❖ Using outside data sources to minimize follow-up



# Legislative Factors

- ❖ Making American Community Survey response voluntary rather than mandatory may potentially reduce response rates, increase costs, and require additional households to be surveyed and receive follow-up
- ❖ The late addition of questions, such as citizenship status, may have unforeseen effects on participation rates and accuracy of responses.



# Public Awareness

- ❖ General lack of public awareness around the purpose, uses, and importance of the census nationally and locally.
- ❖ Significance of business and commercial uses of census & ACS data is underappreciated by the business community
- ❖ Lack of understand around local impact of census to wide array of public funding decisions.



# 2020 Census Timeline

## Census Testing Schedule

### 2018:

- ❖ End-to-end test in Providence County, RI the final test of new methods, integrated Census operations (mobile technology, internet, administrative records, geospatial data), and IT systems before 2020
  - ❖ **Canceled due to budget constraints:** end-to-end Census test sites in Pierce County, WA and southern WV
- ❖ Census Bureau submits 2020 Census questions to Congress by April 1<sup>st</sup>
- ❖ Launch 2020 Census Partnership Program

### 2019:

- ❖ Open and staff ~250 Area Census Offices (rolling basis)
- ❖ Begin recruitment for temporary census workforce of 350,000 - 500,000 (Fall)
- ❖ Begin early advertising and promotion targeting hard-to-count communities/populations (Late Fall)

### 2020:

- ❖ Enumeration starts (door-to-door interviewing) (Late January)
- ❖ Launch national advertising campaign (February)
- ❖ Self-response phase of Census (Internet; mail; phone) (Mid-March to late April, with April 1st Census Day)
- ❖ Nonresponse follow-up operation, encompassing estimated 50 million occupied housing units that didn't self-respond (tent. Late April thru July)

# How Can You Get Involved? (1 of 2)

## Your Voice Matters

**Raise Your Voice:** publish an op-ed, write a letter to the editor, use social media to share reliable news & information on the Census.

**Educate Your Members / Employees / Customers / Community:** help all stakeholders understand why this is important and why they should get counted...e.x. **host an event** with a local opinion leader to discuss what the census means for your community

**Use Your Influence:** make a secure and accurate Census a priority: encourage your local chamber of commerce, trade association, or civic groups to get involved. encourage your elected representatives at all levels to host briefings or town halls on this issue.



# How Can You Get Involved? (2 of 2)

## Get Out the Count - Raise Awareness

**Promote the Count:** find creative ways to educate your employees, customers and members about the importance of Census participation, such as signage, printed materials, online and social media campaigns

**Provide Support to Census Groups:** provide resources to local groups working on grassroots initiatives like community education and advocacy around the Census, as well as nonprofit organizations focused on “getting out the count”



# Corporations and Business Associations that Support the Census



# Appendix

# Articles & Resources - Part One

FCW - [Census funding falls short of Obama-era plans](#)

FCW - [Census pares down critical dress rehearsal](#)

NPR's Code Switch - [Could A Census Without A Leader Spell Trouble In 2020?](#)

Forbes - [U.S. Census Troubles Threaten Future Real Estate Development](#)

Bloomberg - Census May Take Hit as Business Data, Redistricting at Stake

The Economist - [America's census is in trouble](#)

Brookings Institution - [The 2020 Census may be wildly inaccurate—and it matters more than you think](#)

Seattle Times - [High-tech 2020 Census: Grant it enough money to make it count](#)



# Articles & Resources -Part Two

GW Institute of Public Policy:

- ❖ Andrew Reamer, “Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds,” August 18, 2017. <https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

The Hamilton Project and American Enterprise Institute:

- ❖ Nicholas Eberstadt et al, “In Order That They Might Rest Their Arguments on Facts: The Vital Role of Government-Collected Data,” March 2017. [https://www.aei.org/wp-content/uploads/2017/03/THP\\_GovDataFacts\\_0317\\_Fixed.pdf](https://www.aei.org/wp-content/uploads/2017/03/THP_GovDataFacts_0317_Fixed.pdf)

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- ❖ “Fostering Innovation, Creating Jobs, Driving Better Decisions: The Value of Government Data”, July 2014.  
<http://www.esa.doc.gov/sites/default/files/revisedfosteringinnovationcreatingjobsdrivingbetterdecisions-thevalueofgovernmentdata.pdf>

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- ❖ “High-Risk Areas: Progress on Many High-Risk Areas, While Substantial Efforts Needed on Others,” February 2017. <http://www.gao.gov/assets/690/682765.pdf>

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The Council for Community and Economic Research, “How Census Data Helps to Support Oklahoma Create and Retain Jobs.”

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Jack Fitzpatrick, “Census May Take Hit as Business Data, Redistricting at Stake,” Bloomberg, August 16<sup>th</sup>, 2017. <https://thecensusproject.org/recent-media/census-may-take-hit-as-business-data-redistricting-at-stake/>

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