



BUREAU OF BUSINESS  
& ECONOMIC RESEARCH

# US Census Bureau 101

## Understanding Available Data

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SUZAN REAGAN, SR PROGRAM MGR DATA BANK

SREAGAN@UNM.EDU

# Alternative Presentation

Agenda – Navigating Data Tools

26<sup>th</sup> Annual NM Data Users  
Conference

November 20, 2024



BUREAU OF BUSINESS  
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## Data Tools -Census Bureau

- More than Decennial Data
  - Programs
  - Concepts
    - Geography
    - Time
- Data Tools
- Questions and Comments



# About the US Census Bureau

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Mandated by the U. S. Constitution to count the population every 10 years.

Used:

- to apportion seats in the U.S. House of Representatives;
- to define legislature districts, school district assignment area and other important areas of government;
- to distribute federal funds to local, state and tribal governments;
- to do research and make decisions such as where to build new roads or what services to provide the elderly.

1790 First  
Census count

*Both George Washington and Thomas Jefferson expressed skepticism over the final count, expecting a number that exceeded the 3.9 million inhabitants counted in the census.*





# More than just the decennial census

## Census Products - Programs

- Decennial Census
- American Community Survey
- Small Area Income and Poverty Estimates
- Census Population Estimates
- Economic Census
- Survey of Business Owners
- Nonemployer Statistics
- Economic Indicators ( Several surveys, construction, manufacturing etc.)
- Census of Governments
- Survey of Income and Program participation
- Annual Survey of Schools System Finances
- Current Population Survey



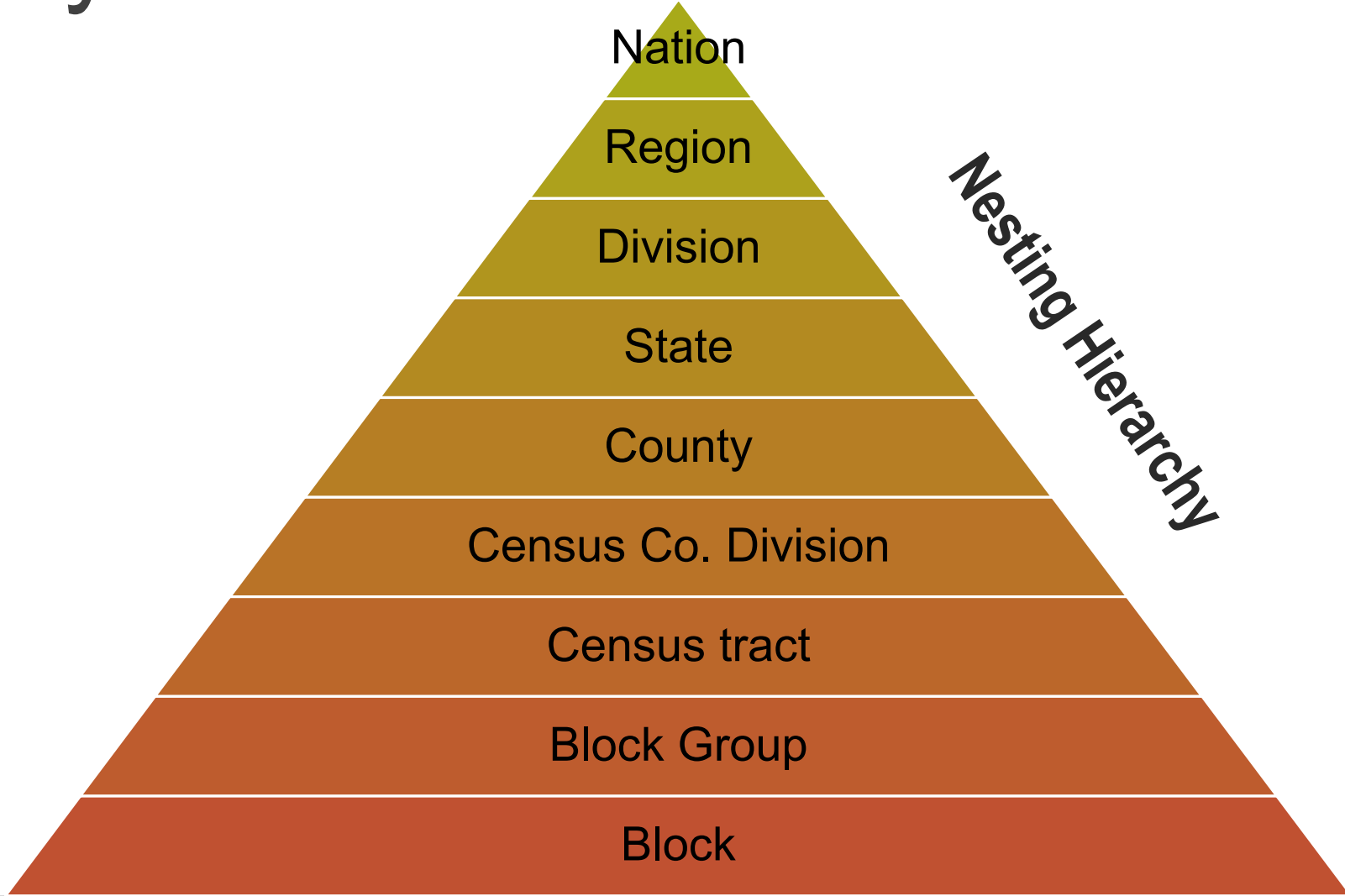


# Data has context with Geography

How does the Census Bureau work with geography?



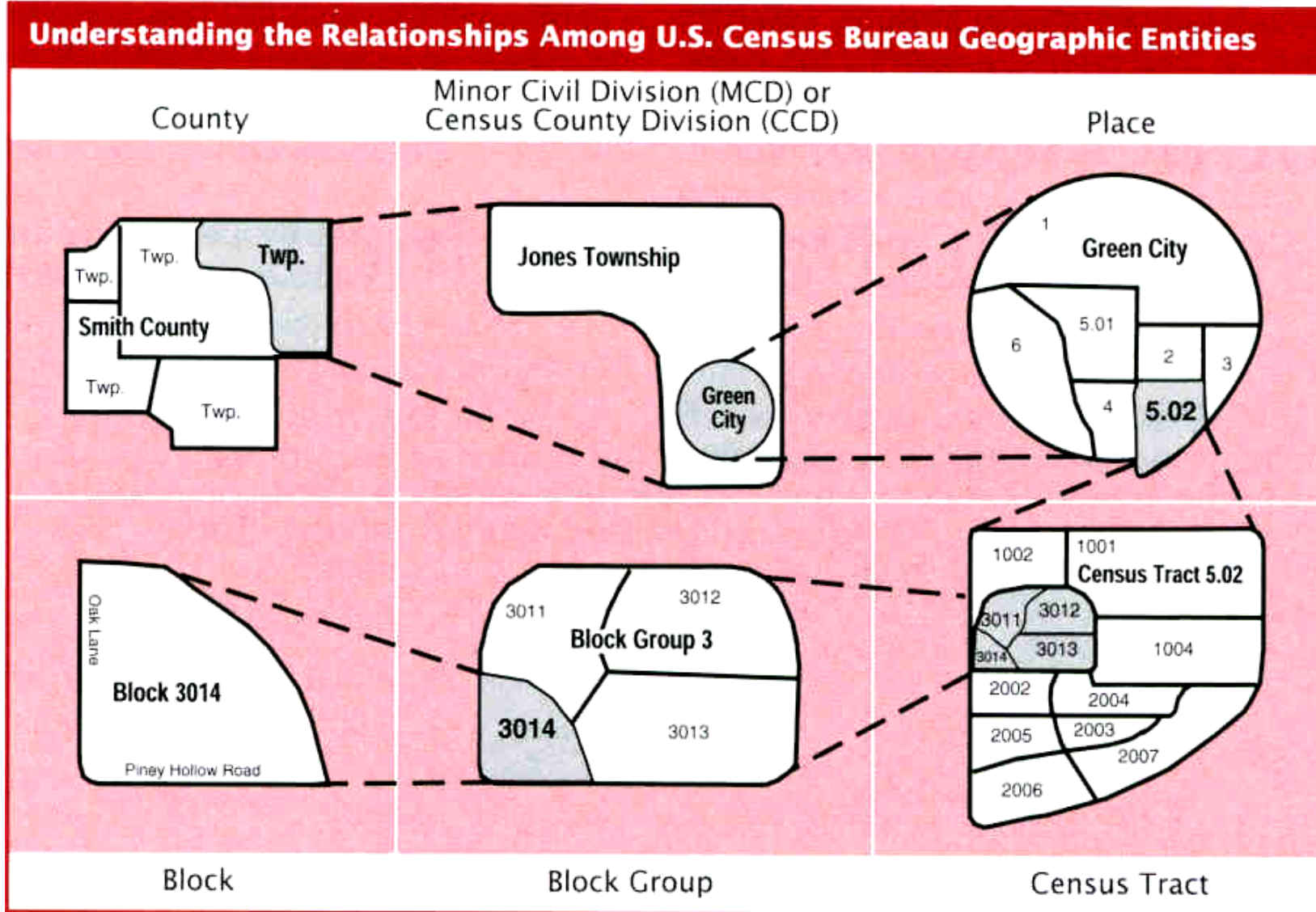
# Geography that Sums



No ACS data available for blocks – Just Decennial 2000, 2010 &, 2020  
block group data for 5 yr ACS 2023 will be available in December

# Census Blocks to County Geography

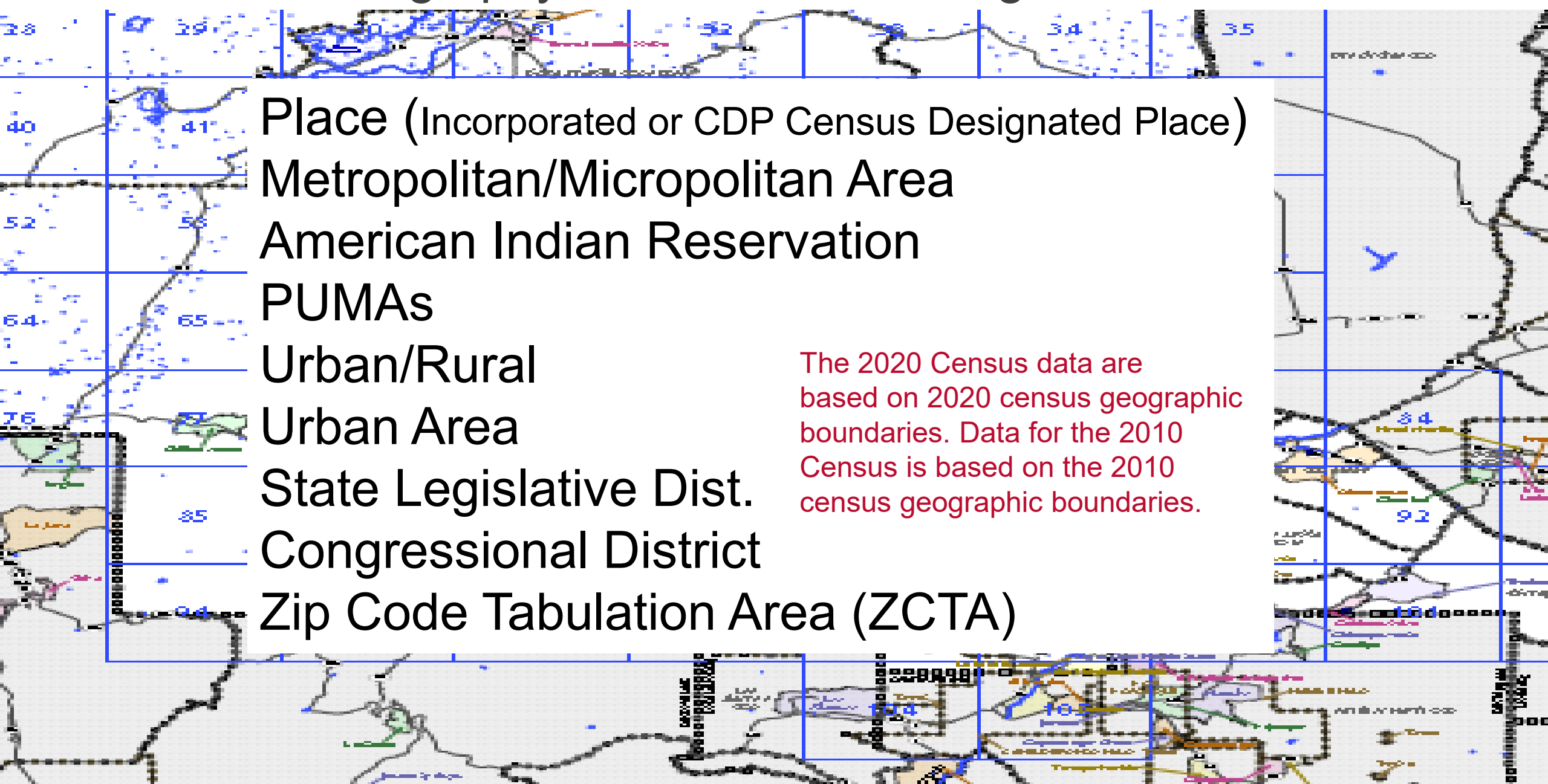
Census Small-Area Geography



# Levels of Geography that are Non-nesting

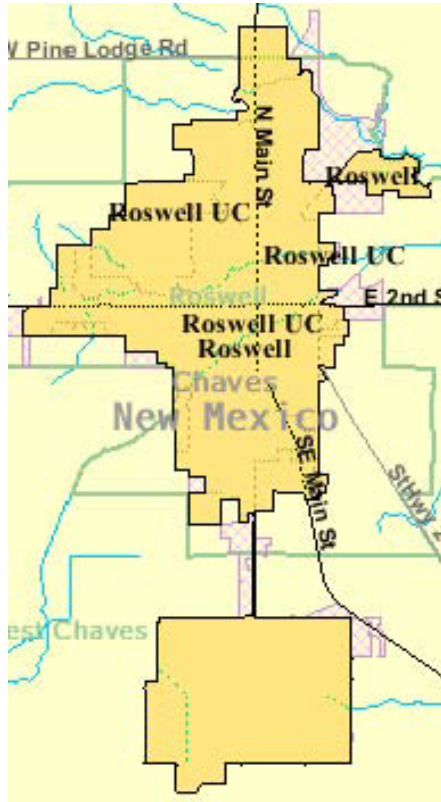
- Place (Incorporated or CDP Census Designated Place)
- Metropolitan/Micropolitan Area
- American Indian Reservation
- PUMAs
- Urban/Rural
- Urban Area
- State Legislative Dist.
- Congressional District
- Zip Code Tabulation Area (ZCTA)

The 2020 Census data are based on 2020 census geographic boundaries. Data for the 2010 Census is based on the 2010 census geographic boundaries.





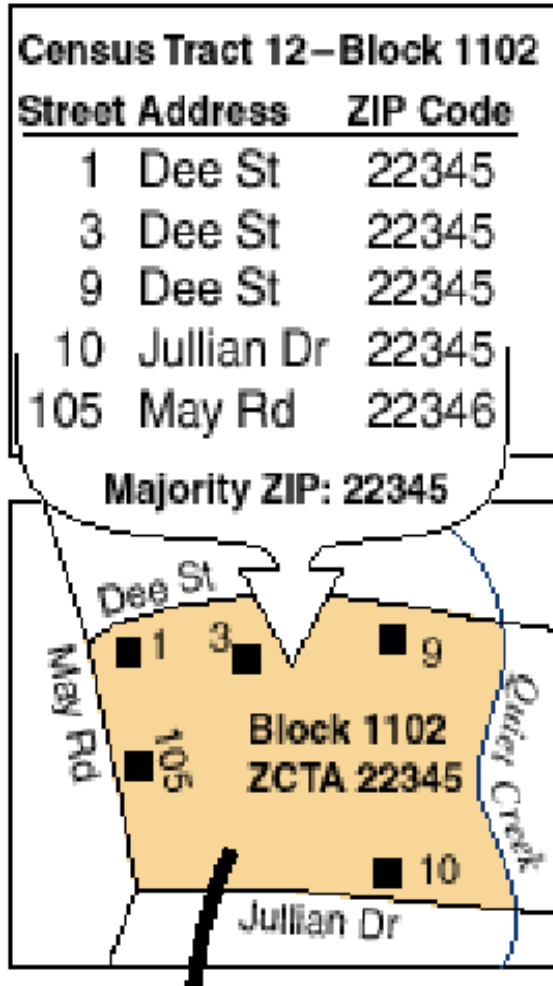
# Place Boundaries updated Regularly



Boundaries of incorporated places and other legal jurisdictions are updated regularly by local governments through the Census Bureau's Boundary and Annexation Survey (BAS).

Boundaries of CDPs, census tracts, block groups, blocks and other areas are updated before each census via Census Bureau/local planning programs such as the Participant Statistical Area Program (PSAP).

# Zip Code Tabulation Area



ZIP Code Tabulation Areas or ZCTAs – have a close approximation to actual postal ZIP Code coverage, but are defined by census boundaries.

(Can't split a block down the middle.)



# New Mexico American Indian Geographies



29 Tribal areas (23 Federally recognized tribes)



Reservations and associated trust lands.



Joint Use areas



Three areas extend into other states.



Census Designated Place

# Data is part of & Measured in...



The actual occurrence versus when the information is collected versus when the data are available.

Annual

Monthly

Quarterly

Bi-Annual

Every Other Year

Every 3 or 5 Years

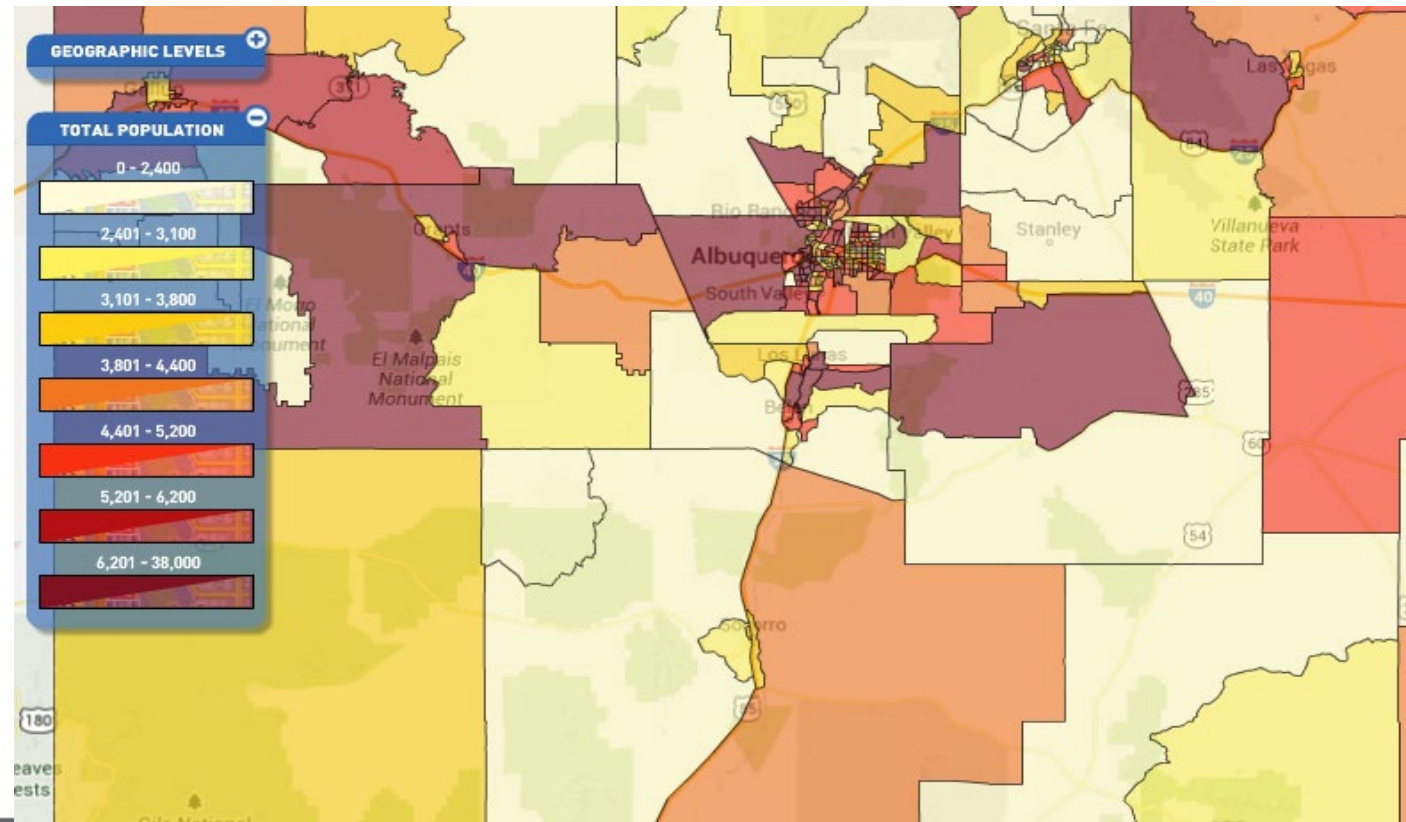
Every 10 Years (Decennial)

Look for - Schedule of Release  
Source – Date & Date of retrieval



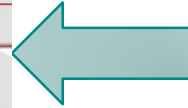
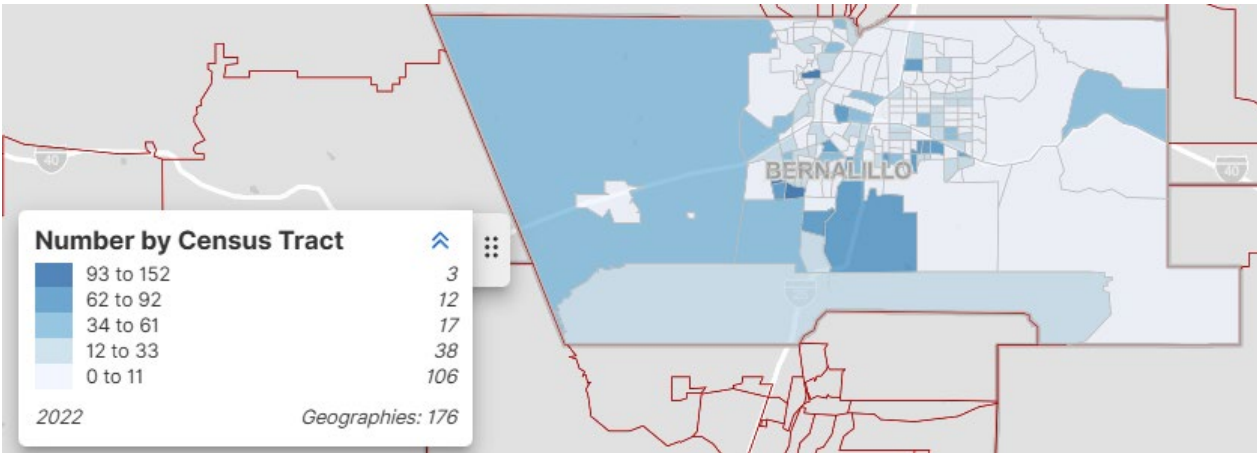
# American Community Survey Geography and Time

- Areas of 65,000 or more have 1-yr and 5-yr est.
- Census tracts (and block groups) have only 5-year est.



# ACS - data.census.gov

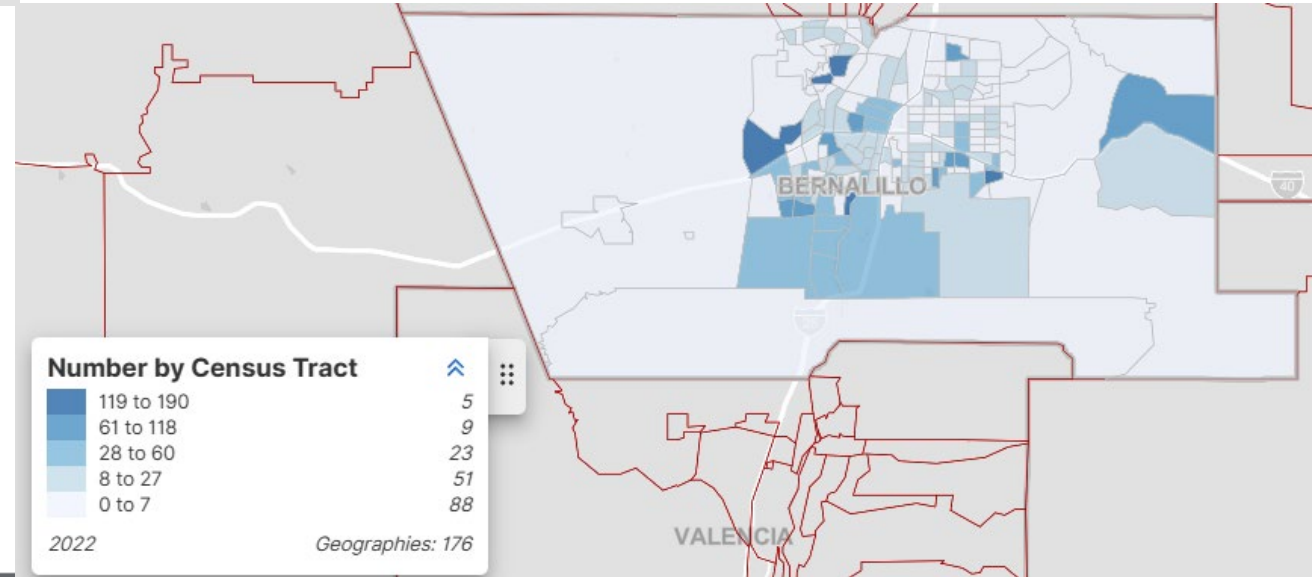
No schooling completed Total 5,725



Female  
Total 5,369



Male Total 6,136



2022 American Community Survey 5 year estimates table B15002 Sex by Educational Attainment for the population 25 years and over.

[https://data.census.gov/map/050XX00US35001\\$060000,35001\\$140000/ACSDT5Y2022/B15002/B15002\\_003E?text=B15002&layer=VT\\_2022\\_140\\_00\\_PY\\_D1&loc=35.0446,-106.7512,z8.4985](https://data.census.gov/map/050XX00US35001$060000,35001$140000/ACSDT5Y2022/B15002/B15002_003E?text=B15002&layer=VT_2022_140_00_PY_D1&loc=35.0446,-106.7512,z8.4985)



# Quick Facts

## QuickFacts

California; Texas; Colorado; Arizona; New Mexico; United States

[What's New & FAQs](#)

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

CLEAR
TABLE
MAP
CHART
DASHBOARD
MORE

### Table

All Topics	California	Texas	Colorado	Arizona	New Mexico	United States
<b>Population per square mile, 2020</b>	253.7	111.6	55.7	62.9	17.5	93.8
<b>PEOPLE</b>						
<b>Population</b>						
Population Estimates, July 1 2022, (V2022)	39,029,342	30,029,572	5,839,926	7,359,197	2,113,344	333,287,557
Population Estimates, July 1 2021, (V2021)	39,142,991	29,558,864	5,811,297	7,264,877	2,116,677	332,031,554
Population estimates base, April 1, 2020, (V2022)	39,538,245	29,145,428	5,773,733	7,151,507	2,117,527	331,449,520
Population estimates base, April 1, 2020, (V2021)	39,538,245	29,145,428	5,773,733	7,151,507	2,117,527	331,449,520
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	-1.3%	3.0%	1.1%	2.9%	-0.2%	0.6%
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-1.0%	1.4%	0.7%	1.6%	0.0%	0.2%
Population, Census, April 1, 2020	39,538,223	29,145,505	5,773,714	7,151,502	2,117,522	331,449,281
Population, Census, April 1, 2010	37,253,956	25,145,561	5,029,196	6,392,017	2,059,179	308,745,538
<b>Age and Sex</b>						
Persons under 5 years, percent	5.7%	6.5%	5.4%	5.5%	5.4%	5.7%
Persons under 18 years, percent	22.4%	25.3%	21.4%	22.2%	22.4%	22.2%
Persons 65 years and over, percent	15.2%	13.1%	15.1%	18.3%	18.5%	16.8%
Female persons, percent	50.0%	50.1%	49.3%	50.1%	50.2%	50.5%
<b>Race and Hispanic Origin</b>						
White alone, percent	71.1%	77.9%	86.5%	82.0%	81.3%	75.8%

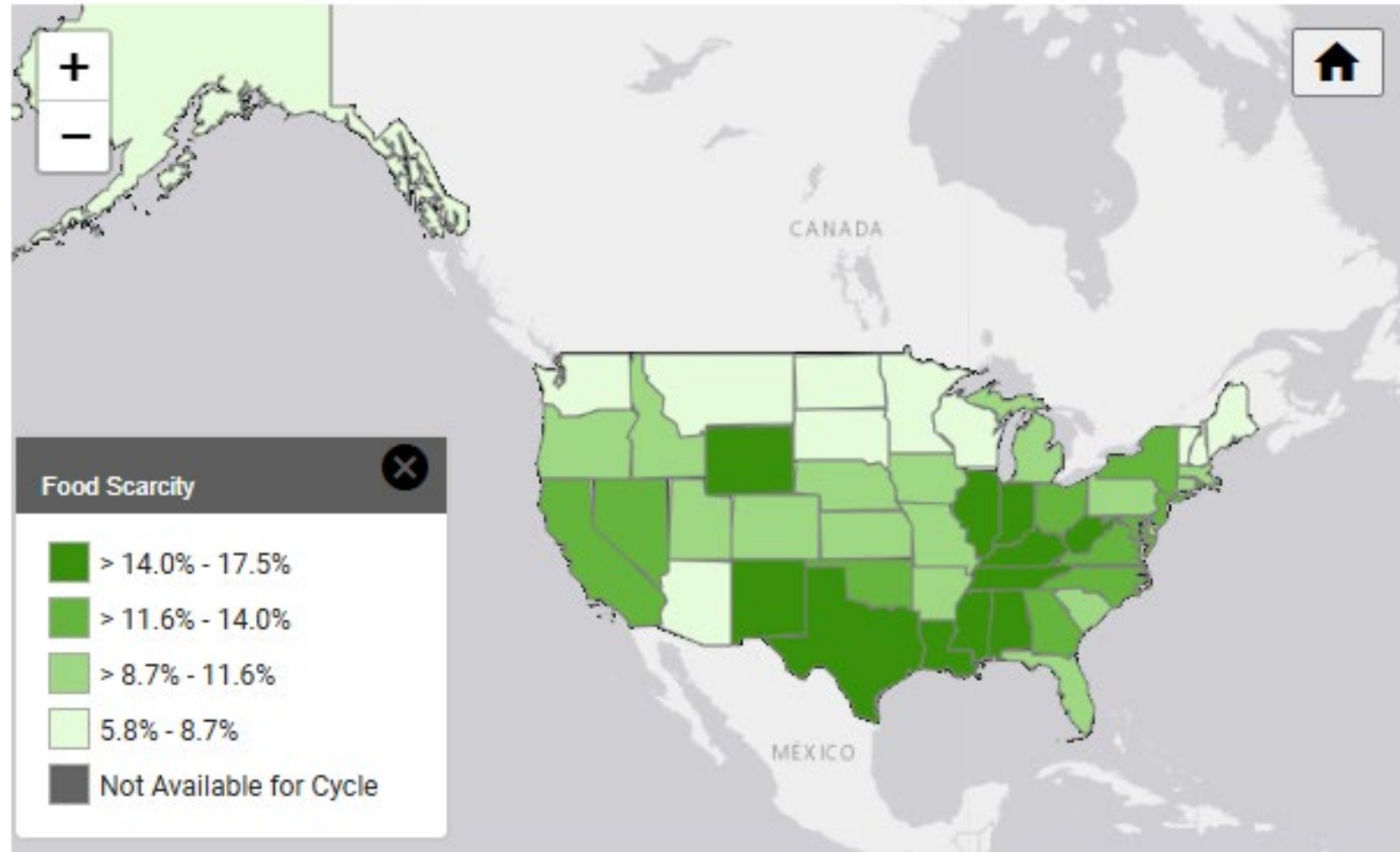


# Household Pulse Survey

<https://www.census.gov/data-tools/demo/hhp/#/>

Download Help

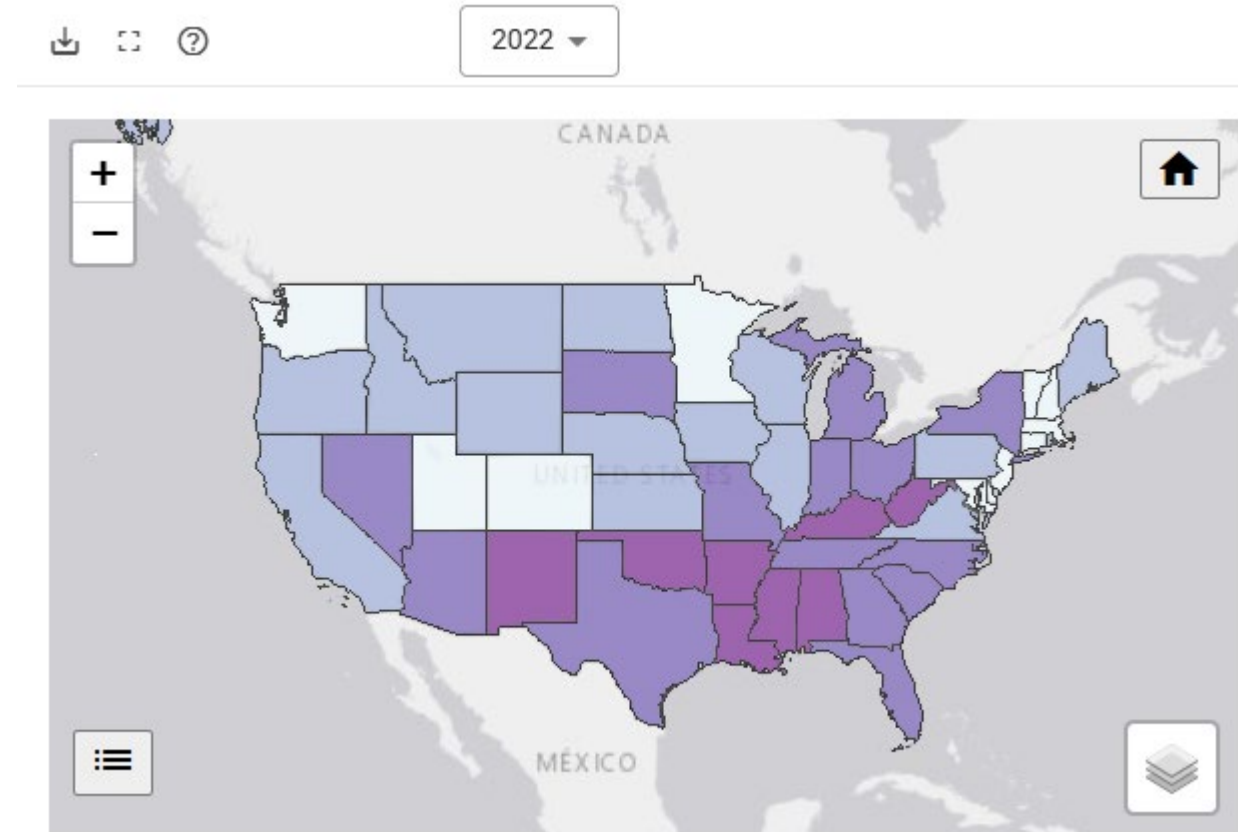
August 20 - September 16, 2024



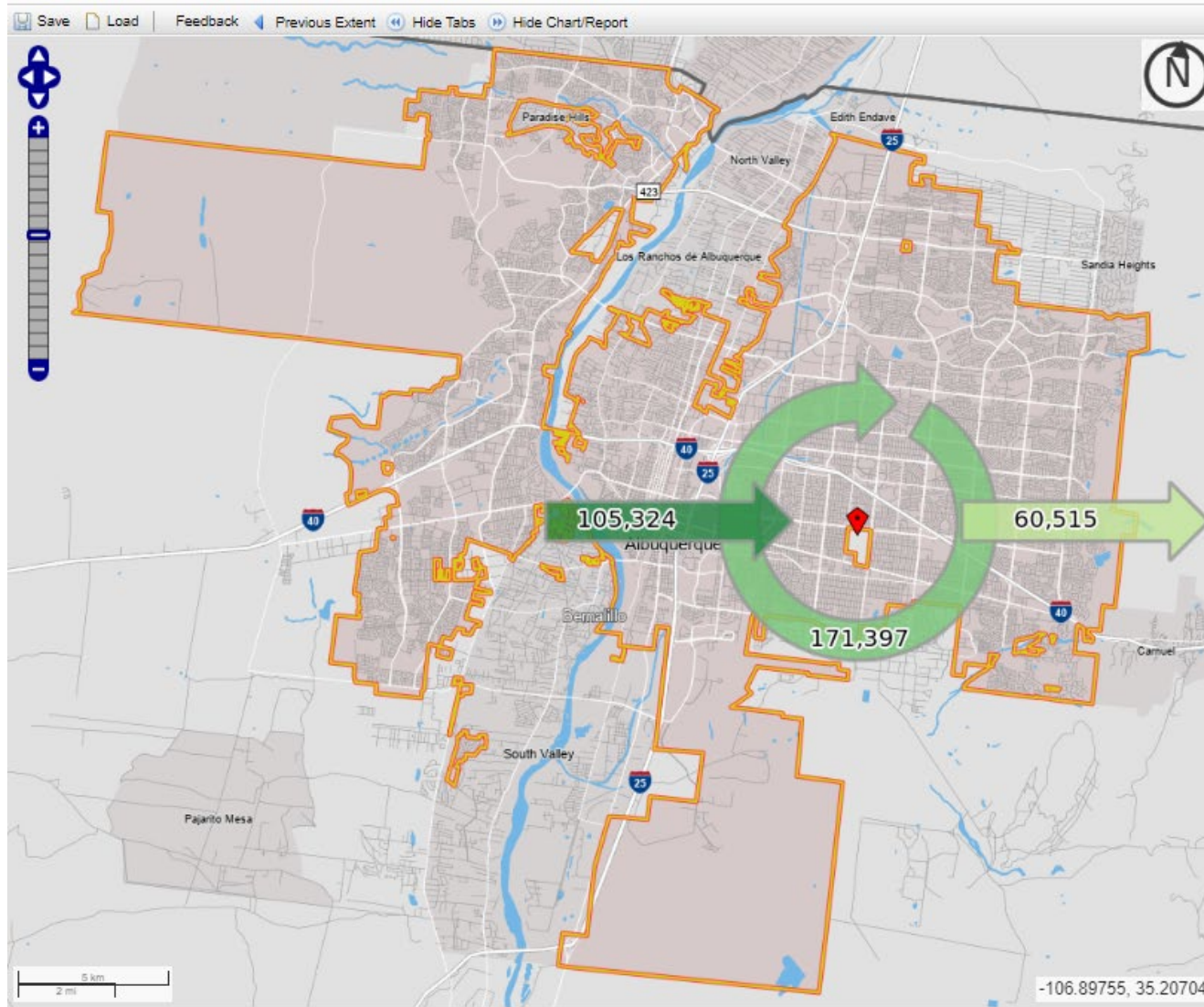


# Small Area Income and Poverty Estimates (SAIPE)

## All Ages in Poverty



# LEHD OnTheMap



Inflow/Outflow Job Counts in 2019



- 105,324 - Employed in Selection Area, Live Outside
- 60,515 - Live in Selection Area, Employed Outside
- 171,397 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (Primary Jobs)

	2019	
	Count	Share
<a href="#">Employed in the Selection Area</a>	276,721	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	105,324	38.1%
<a href="#">Employed and Living in the Selection Area</a>	171,397	61.9%
<a href="#">Living in the Selection Area</a>	231,912	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	60,515	26.1%
<a href="#">Living and Employed in the Selection Area</a>	171,397	73.9%

[Reset Highlighting](#)



Zoom to State:  
Select one state

Zoom to County:  
Select one or more counties

Category of Social Vulnerability Components:

0 Components

1-2 Components

3+ Components

data from the Population Estimates Program to create the CRE.

Components of Social Vulnerability from the 2022 ACS include:

- Income to Poverty Ratio
- Single or Zero Caregiver Household
- Crowding
- Communication Barrier
- Households without Full-time, Year-round Employment
- Disability
- No Health Insurance
- Age 65+
- No Vehicle Access
- No Broadband Internet Access

The thematic components of social vulnerability map classifies the data into categories based on natural breaks in the distribution, rounded for clarity.

### Initial Release Date

January 30th, 2024

### Access the Web Services

- [Tract Feature Service](#)
- [County Feature Service](#)
- [State Feature Service](#)

### Learn More

[Community Resilience Estimates FAQs](#)

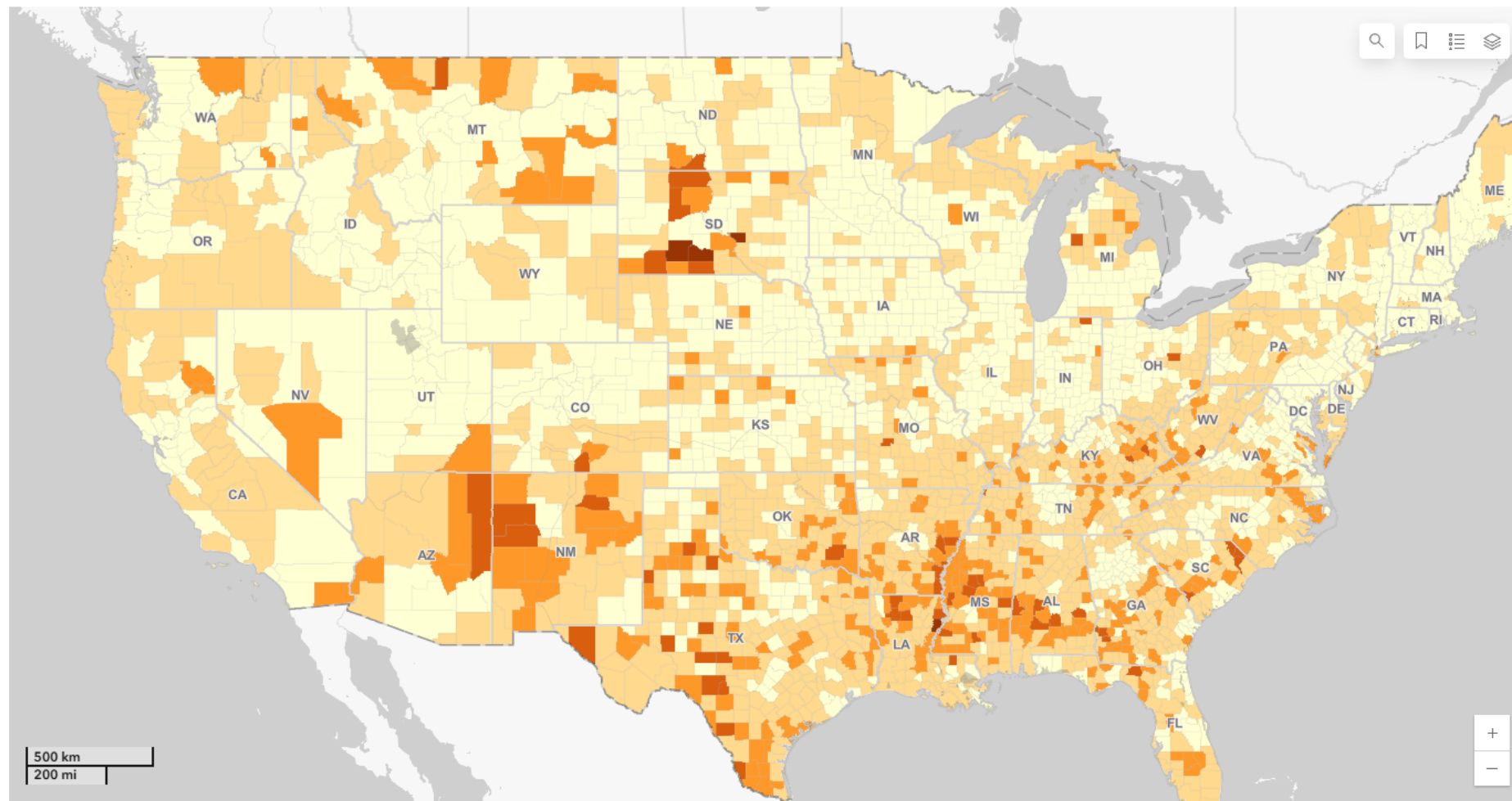
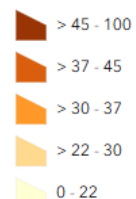
- [Quick Guide](#) [[< 1.0 MB](#)]
- [Download Data](#) [[17 MB](#)]
- [File Layout](#) [[< 1.0 MB](#)]

## Thematic Components of Social Vulnerability based on the components selected above

Use Layer List below to turn on and off supplemental layers

### Thematic Components of Social Vulnerability (Counties) 2022

Estimated Population (%)



Esri, TomTom, Garmin, FAO, NOAA, USGS, EPA, USFWS

Powered by Esri

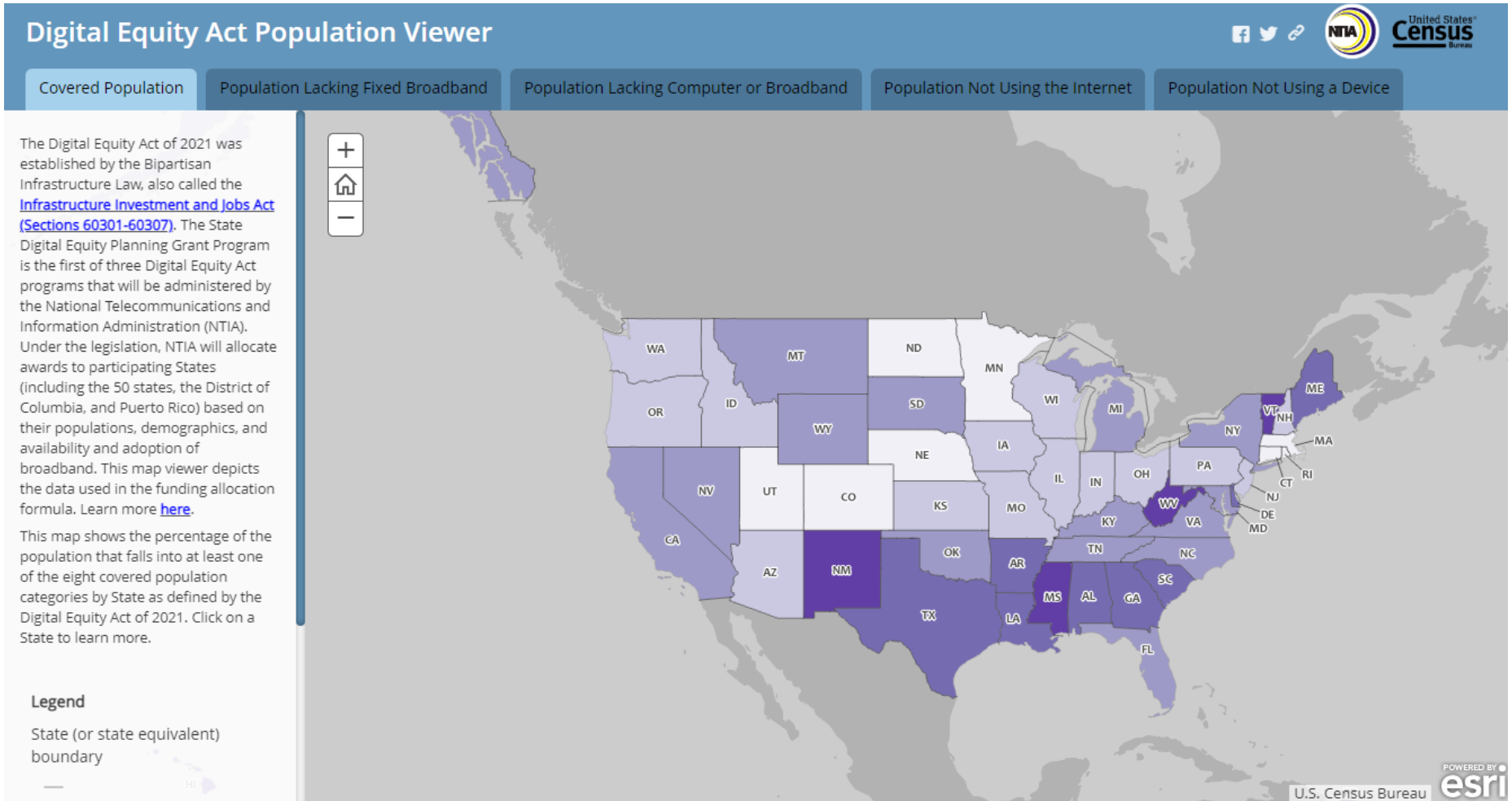
Social Vulnerability map

Predominant Group map

Statistical Difference map



# Equity Data



# My Community Explorer

United States Census Bureau My Community Explorer 2.2 Send Feedback to [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

Table Data Sources About & How To Use Video Demo

Step 1: Select State New Mexico Step 2: Select County Generate a Profile

Interactive Map: Explore Census Bureau and Emergency Response Reference Datasets

Select Thematic & Reference Layers to view by clicking Layers icon in map then turning layers on & off | Expand the map by clicking in the upper right corner

Feedback

To set the Community Context (right panel): 'Select a State' in Step 1 or Draw a Region in the Map Using the select tool

The right panel will update to reflect your chosen state or region.

Responsive Legend

Census Datasets (states, counties, census tracts)

Predominant Risk Factor - Counties (CRE 2019)

Predominant category

- Estimated population with 3+ risk factors
- Estimated population with

Reference Layer Legend (Overlays from other data sources)

- Active Hurricanes, Cyclones and Typhoons (Source: NOAA)
- Forecast Position
- Classify by Wind Speed

Households 780.2k Population 2.1M

Community Resilience Estimates

26.6% est. Population with 3+ Risk Factors

Explore CRE Equity Supplement

ACS 2015-2019 5-Year Estimates Household Characteristics

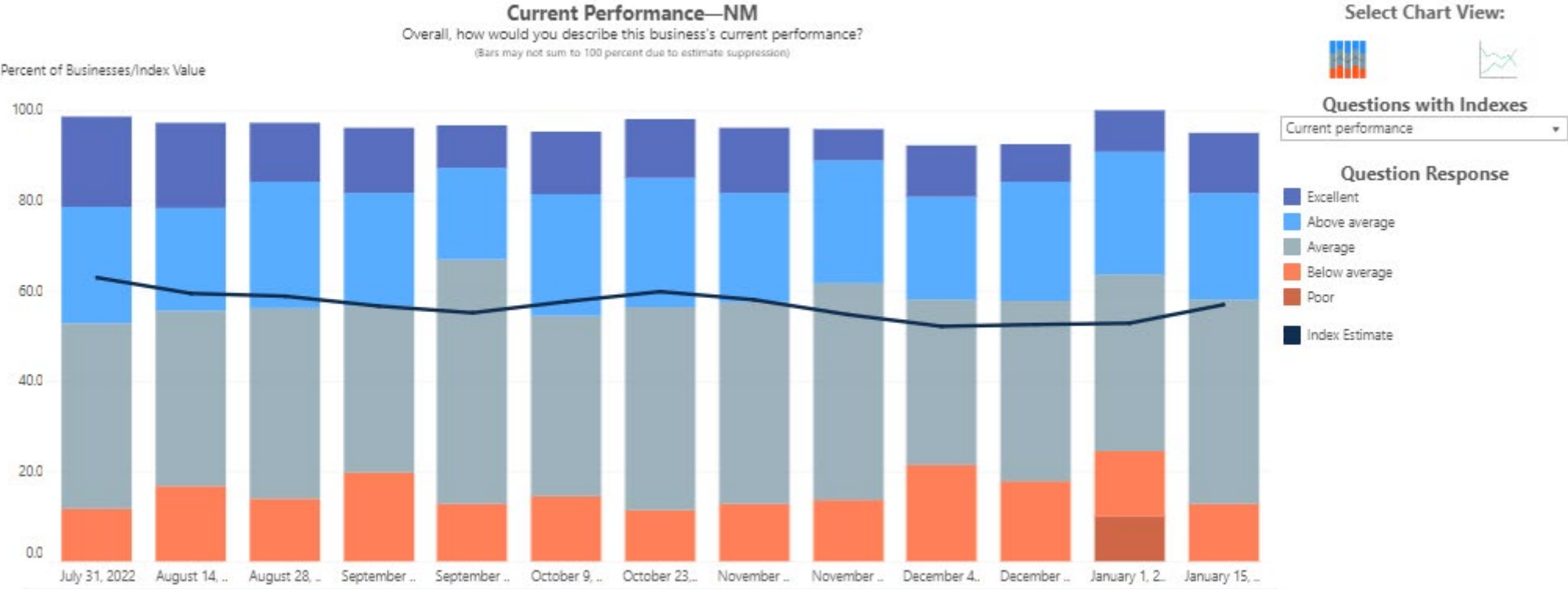
Below Poverty: 140.4k or 18.0% of Households	1+ Disability: 229.6k or 29.4% of Households
Without Vehicle: 44.6k or 5.7% of Households	With Broadband: 198.2k or 74.6% of Households

New Mexico State University, Texas Parks & Wildlife, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA | NHC, JTWC, Esri

American Community Survey 2015-2019, Community Resilience Estimates Equity Supplement 2019, County Business Patterns 2020, & Nonemployer Statistics 2018

Interactive Map County: Economic Profile County: Social Characteristics County: Race and Ethnicity County: Business Profile

# Business Trends and Outlook Survey

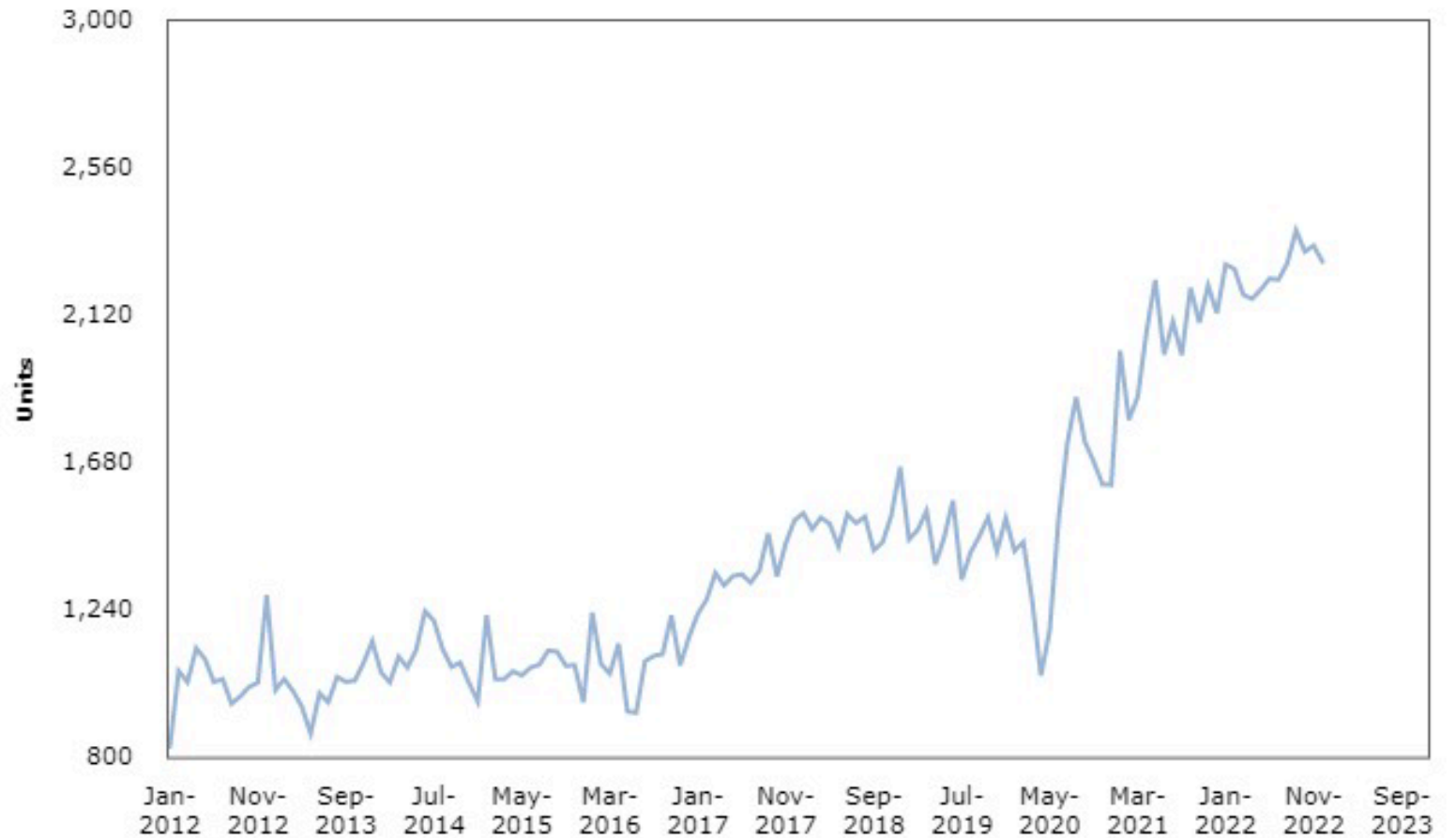


# New Business Applications

US Census Bureau Business Formation Statistics  
<https://www.census.gov/econ/bfs/index.html>

Source: Business Formation Statistics  
Total for All NAICS: New Mexico  
Jan-2012 to Dec-2023

Seasonally Adjusted Business Applications

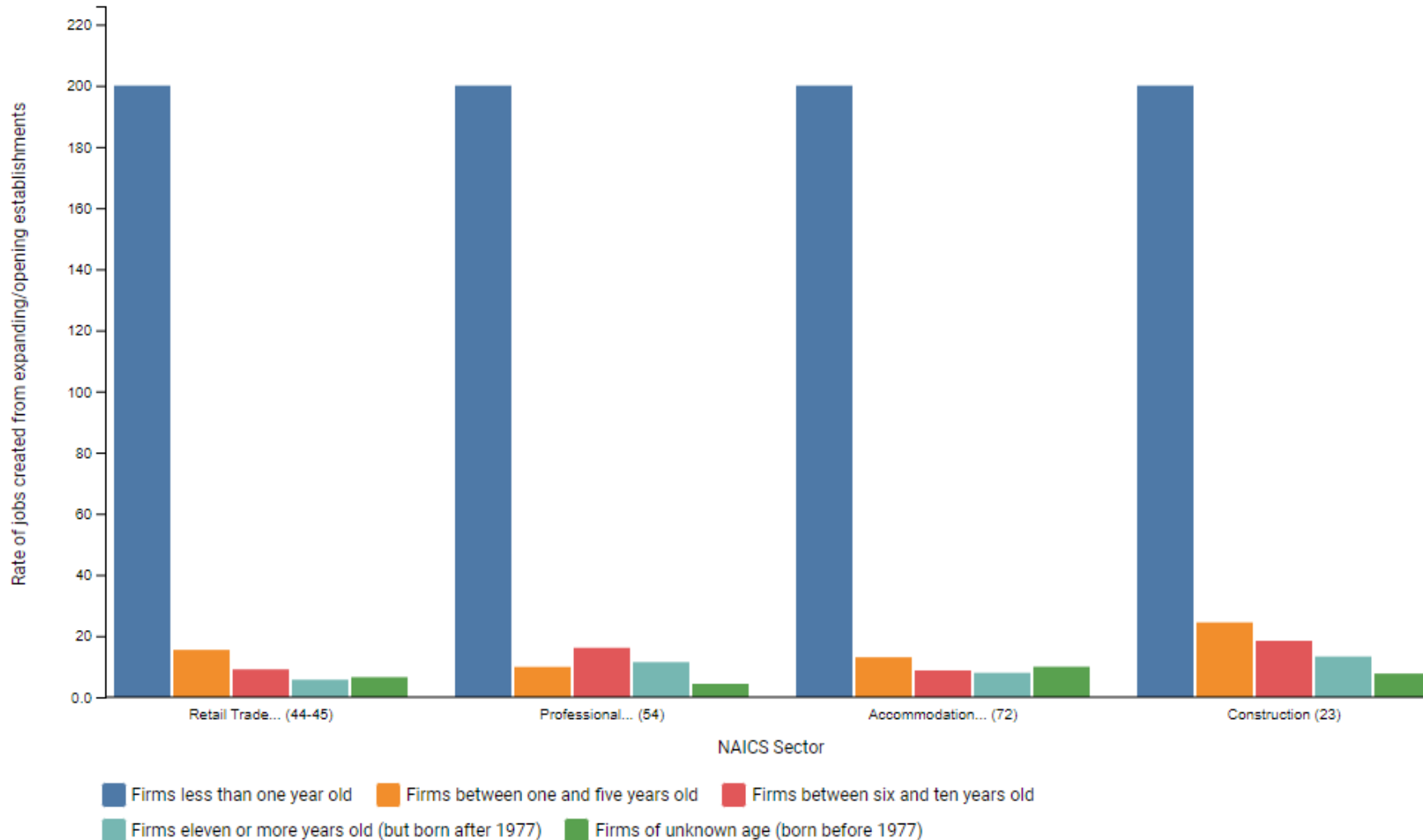


Data Extracted on: January 31, 2023 (1:16 pm) EST

These data and subject to sampling and nonsampling error. For more information see <https://www.census.gov/econ/bfs/methodology.html>

# BDS explorer

JOB CREATION RATE  
Year: 2020 | State: New Mexico



Source: U.S. Census Bureau - Center for Economic Studies - Business Dynamics Statistics (2020)





Custom Industries  
All Sectors

Total annual payroll of employers (\$1,000)  
Percent employed

0 filters

New Mexico

STATE METRO COUNTY CITY/TOWN ZIP CODE TRACT

Flagstaff

Farmington

Gallup

Santa Fe

Albuquerque

NEW

Amarillo



DETAILED VIEW REGION VIEW

### New Mexico

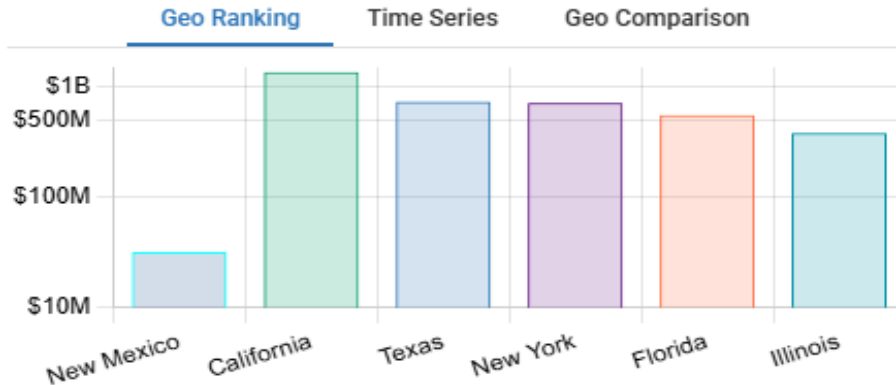
\$31,979,149 ± n/a

Total annual payroll of employers (\$1,000)

53.2% ± 0.3%  
Percent employed

CREATE REPORT

### Total annual payroll of employers (\$1,000)



### Stats

<b>\$59K</b> Median household income	<b>87%</b> Percent high school degree or higher
<b>45K</b> All Employer establishments (Total)	<b>69%</b> Home ownership rate

### Legend

#### Total annual payroll of employers (\$1,000)

- \$737,188,384
- \$162,647,099
- \$73,540,249
- \$31,979,149
- Not Available/Suppressed

#### Map Configuration

Color Sch... Class Met...  
Coral Natura...



# Thank You!

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*Contact Information: Suzan Reagan, Sr Program Manager BBER – Data Bank*

*Phone: (505) 277-3038 MTWF*

*Email: [sreagan@unm.edu](mailto:sreagan@unm.edu)*

