



BUREAU OF BUSINESS  
& ECONOMIC RESEARCH

# US Census 101 - plus data to narratives

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# 27<sup>th</sup> Annual NM Data Users Conference

Nov 19<sup>th</sup>

Agenda – Census Bureau Tools

## Data to Narrative

- Census Bureau Background.
- A Current New Mexico Population Narrative
  
- 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.

1790 First  
Census count

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.

*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 Bureau 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

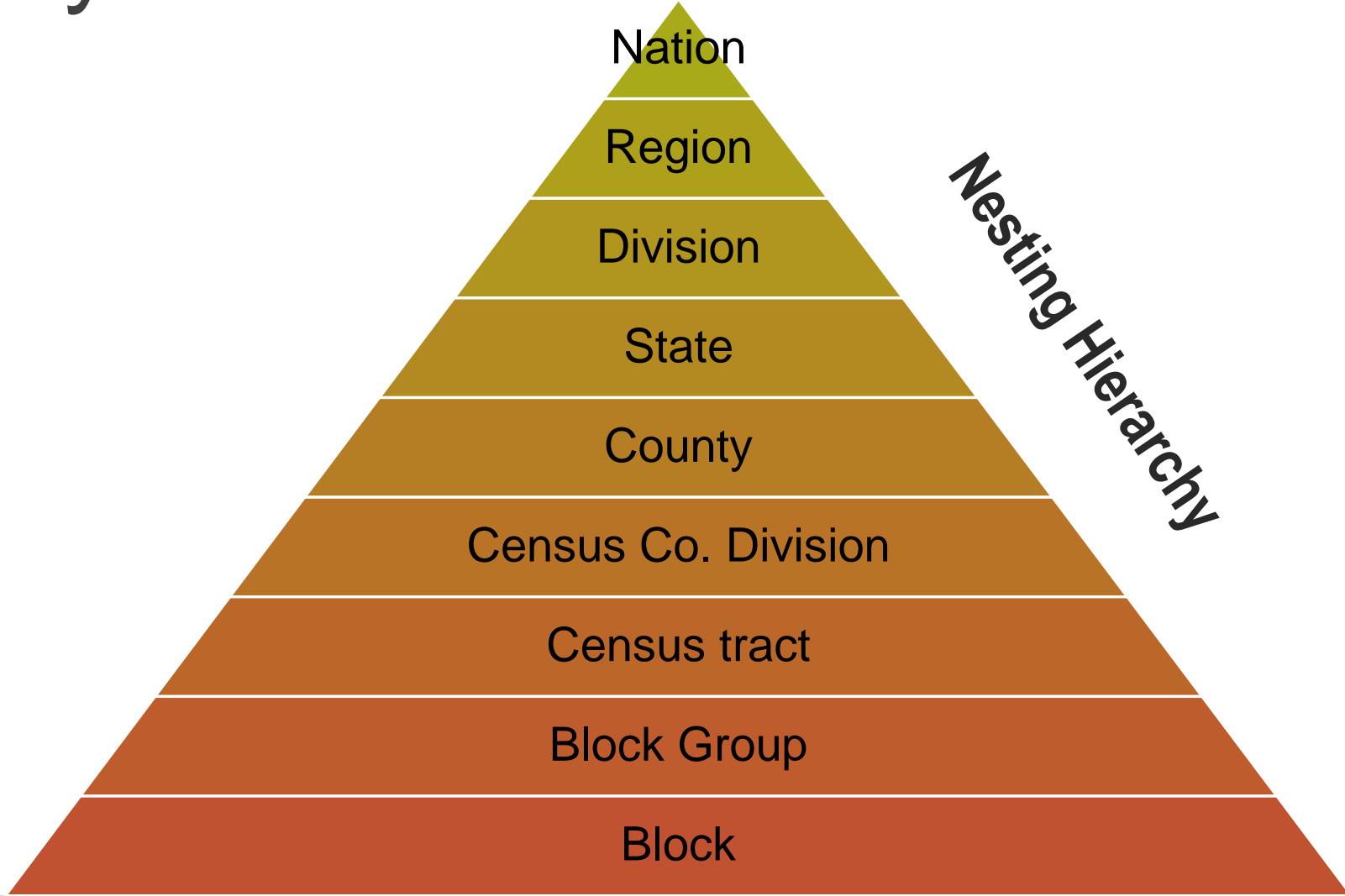


# Data has context with Geography

How does the Census Bureau work with geography?



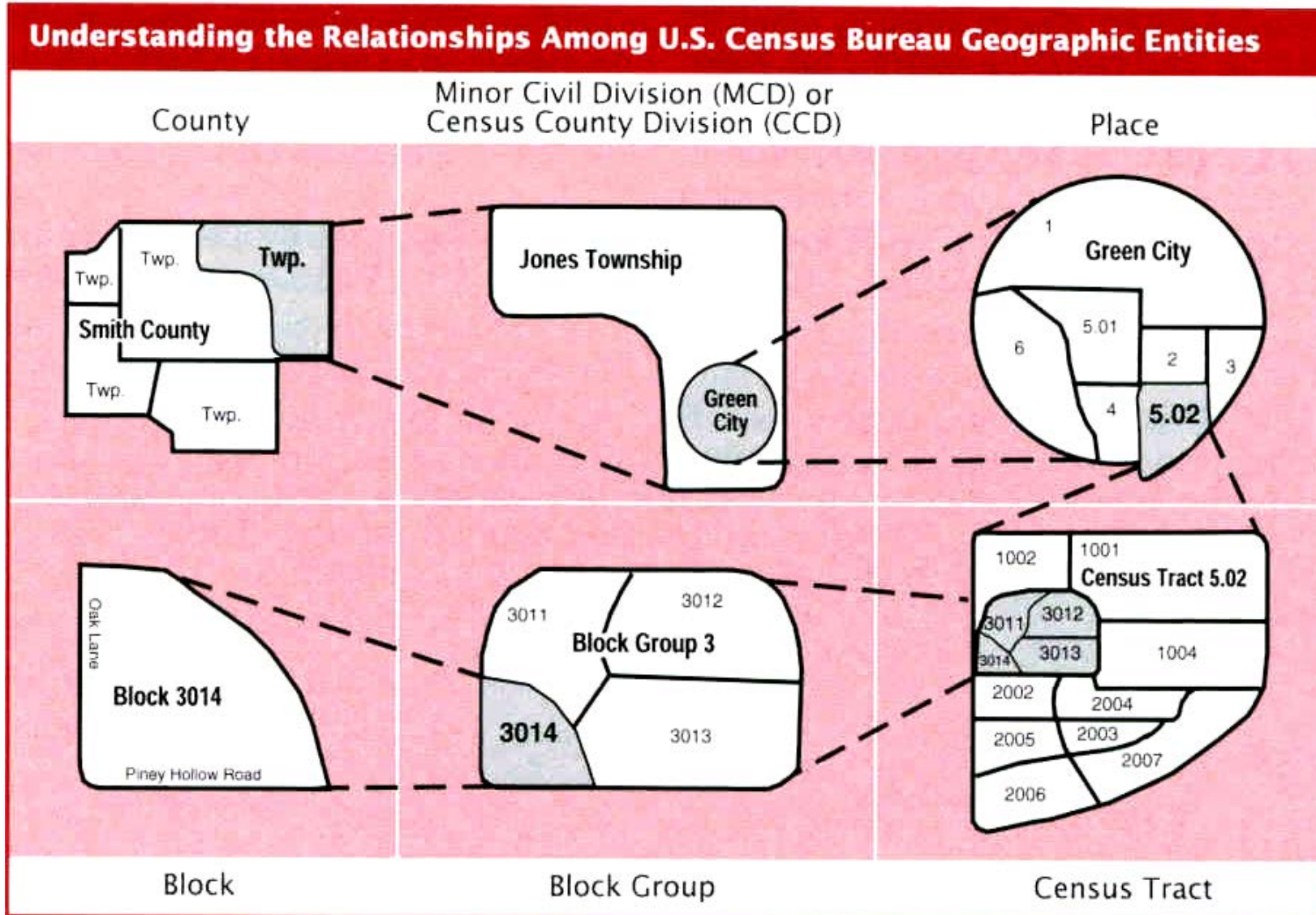
# Geography that Sums



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

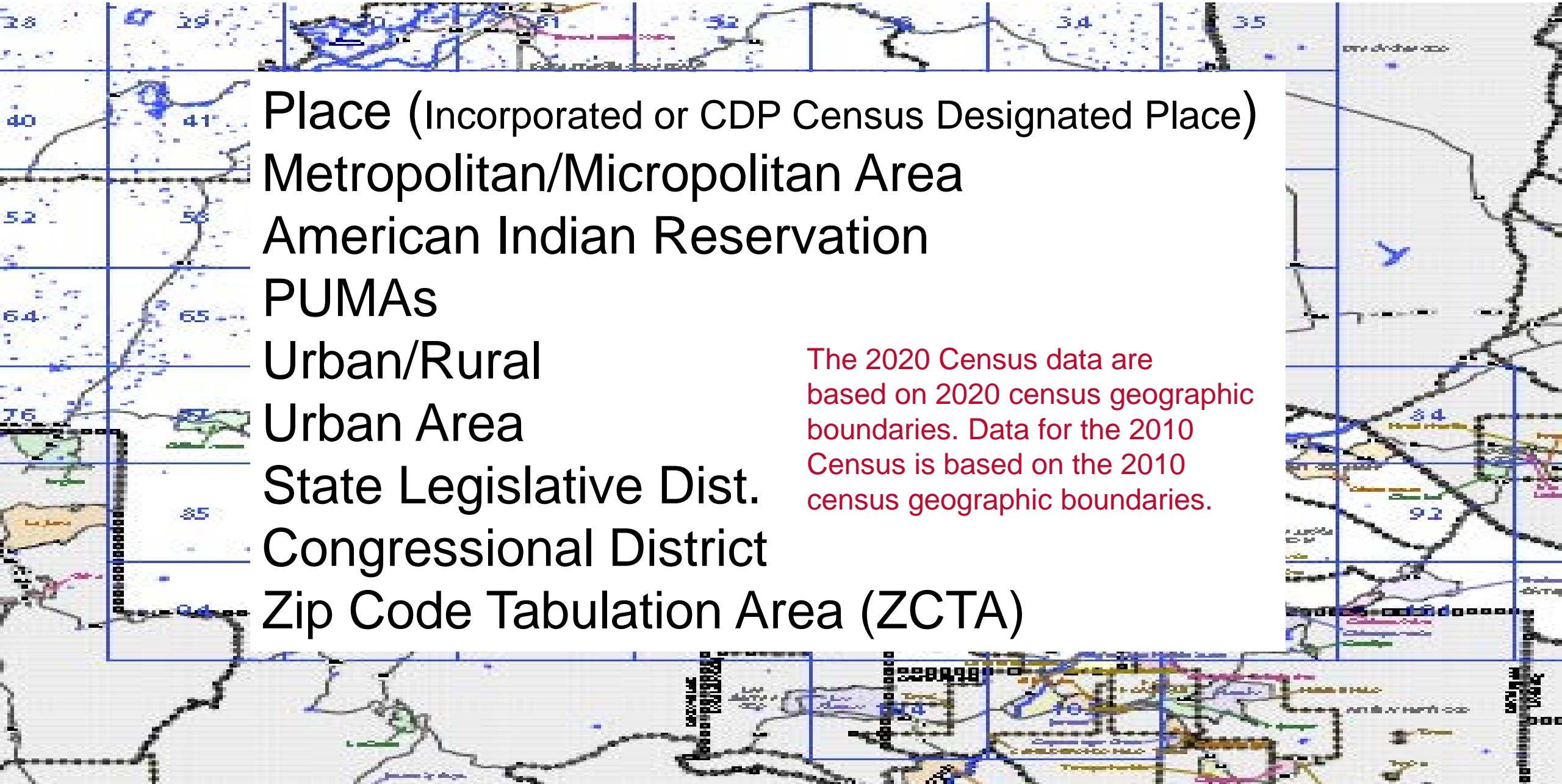
## Census Small-Area Geography



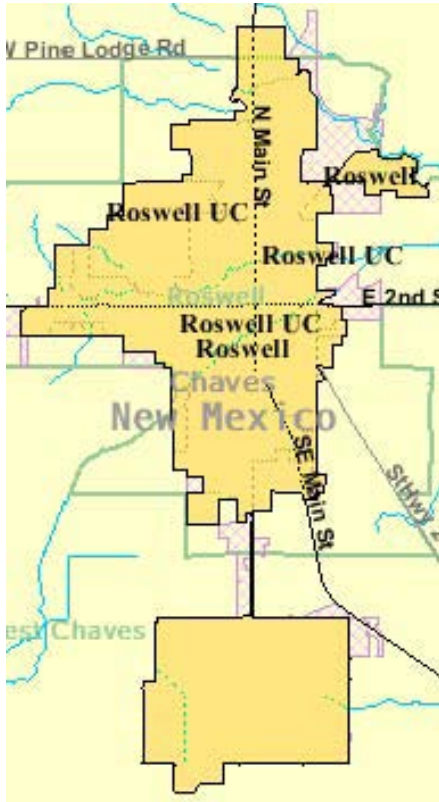
# Levels of Geography that are Non-nesting

- 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

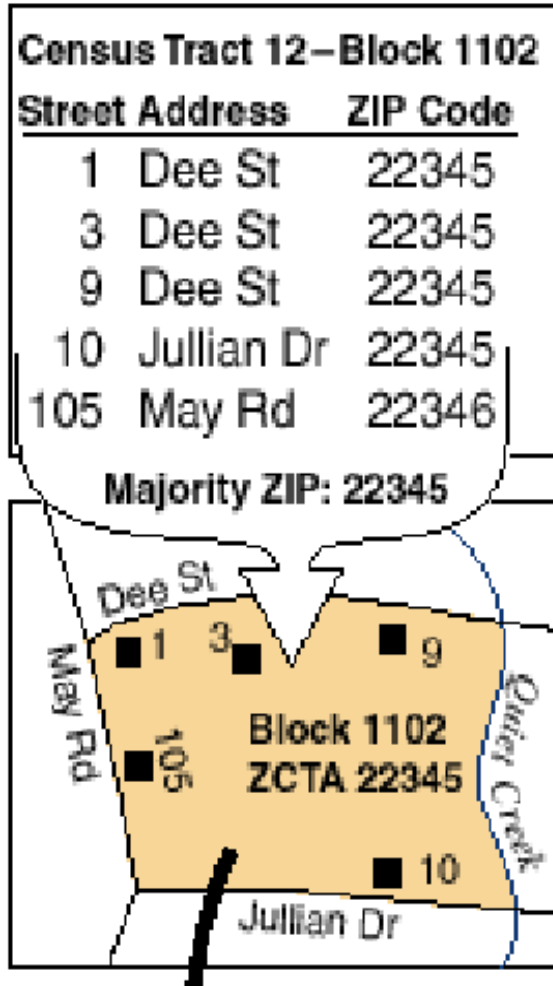


Boundaries of incorporated places and other legal jurisdictions are updated regularly by local governments through the Census Bureau's Boundary and Annexation Survey (BAS).

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.)

# 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

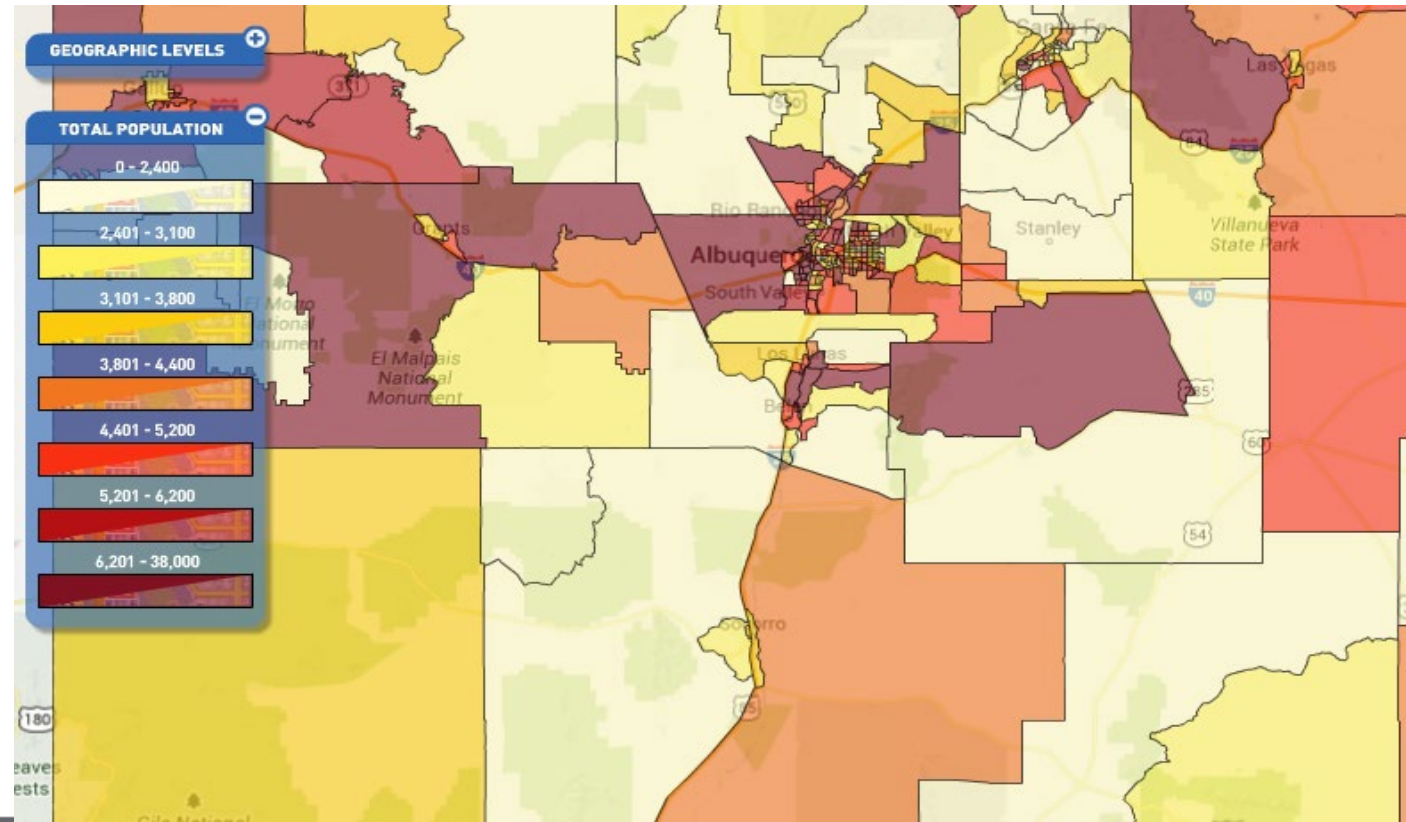
Every 10 Years (Decennial)

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



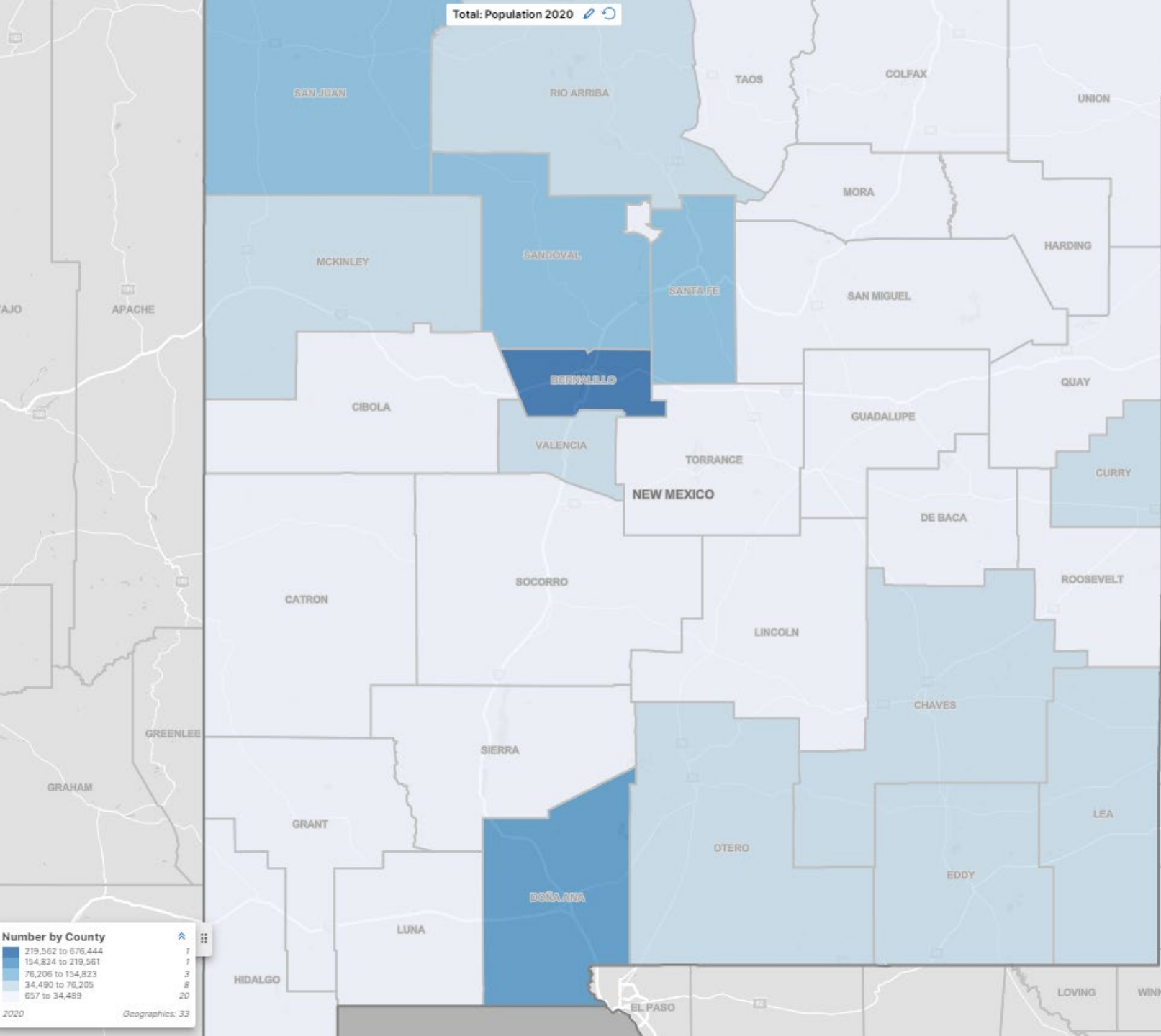
# American Community Survey Geography and Time

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



Tell a story  
with data!





# NM Population

**2020**

NM Decennial Population... 2,117,522

**2024**

**US Census Population Estimate Program:**

**NM Population... 2,130,256**

Added 12,734 population

Population densities vary across the state as  
New Mexico has Urban and Rural Area.

NM Geographic Area (Counties that Lost Population)	Annual Change, July 1, 2023 to July 1, 2024						
	Total Population Change <sup>1</sup>	Vital Events			Net Migration		
		Natural Change	Births	Deaths	Total	International <sup>2</sup>	Domestic
<b>New Mexico</b>	<b>9,092</b>	<b>-1,437</b>	<b>20,833</b>	<b>22,270</b>	<b>10,532</b>	<b>12,103</b>	<b>(X)</b>
Bernalillo County	-825	-142	6,579	6,721	-675	3,943	-4,618
Catron County	-8	-54	14	68	46	0	46
Cibola County	-55	-90	231	321	33	39	-6
Colfax County	-5	-81	92	173	75	77	-2
Curry County	-165	148	640	492	-311	234	-545
De Baca County	-15	-14	15	29	-1	0	-1
Harding County	-8	4	8	4	-13	1	-14
Hidalgo County	-13	-11	33	44	-1	22	-23
Lincoln County	-22	-147	145	292	125	31	94
McKinley County	-128	-76	764	840	-57	162	-219
Mora County	-29	-22	35	57	-6	0	-6
Quay County	-150	-78	64	142	-73	-1	-72
Roosevelt County	-166	5	216	211	-171	7	-178
San Juan County	-90	-25	1,357	1,382	-69	241	-310
San Miguel County	-205	-136	202	338	-73	23	-96
Sierra County	-146	-183	88	271	36	3	33
Socorro County	-61	-49	153	202	-12	23	-35
Taos County	-2	-171	227	398	173	167	6
Union County	-46	-40	32	72	-5	0	-5

NM Geographic Area (Gained population)	Annual Change, July 1, 2023 to July 1, 2024						
	Total Population Change <sup>1</sup>	Vital Events			Net Migration		
		Natural Change	Births	Deaths	Total	International <sup>2</sup>	Domestic
New Mexico	9,092	-1,437	20,833	22,270	10,532	12,103	(X)
Doña Ana County	2,832	262	2,315	2,053	2,563	1,694	869
Eddy County	782	110	731	621	672	334	338
Grant County	29	-225	227	452	255	96	159
Guadalupe County	51	-13	28	41	63	43	20
Lea County	1,648	241	868	627	1,400	1,671	-271
Los Alamos County	255	14	157	143	237	197	40
Luna County	305	50	349	299	254	260	-6
Otero County	357	45	741	696	313	546	-233
Rio Arriba County	34	-174	402	576	208	186	22
Sandoval County	1,814	-167	1,301	1,468	1,988	435	1,553
Santa Fe County	1,258	-444	1,109	1,553	1,708	1,309	399
Torrance County	287	-27	158	185	317	4	313
Valencia County	1,550	36	825	789	1,522	148	1,374



# US Births

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In 2022, the average woman gave birth for the first time at 27.4 years old, according to the most recent data from the Centers for Disease Control and Prevention. This was up from 2011, when the average mom was 25.6 at the birth of her first child.



<https://www.cdc.gov/nchs/data/nvsr/nvsr73/nvsr73-02.pdf>

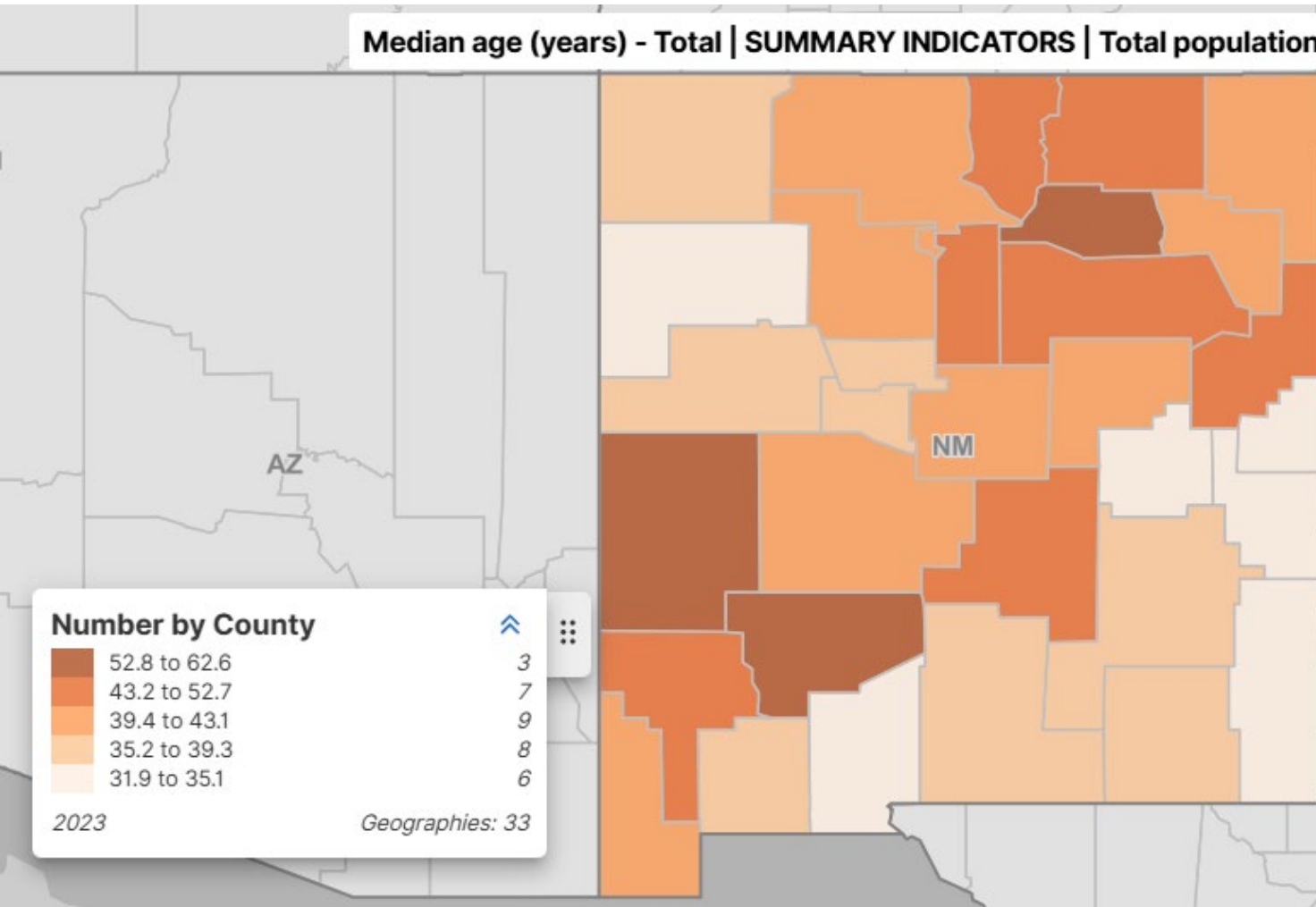


# NM Median Age

2023

US Median Age... 38.7

Median age (years) - Total | SUMMARY INDICATORS | Total population



**NM Median Age ... 39.2**  
 Male ... 38.0  
 Female... 40.4

### Counties with older populations

Catron... 62.6  
 Mora... 58.5  
 Sierra... 57.3

### High Population Counties -

Bernalillo...39.3      Doña Ana... 34.0  
 San Juan... 38.0      Sandoval...41.1  
 Santa Fe...48.5

### Counties with younger populations

De Baca...35.1      Curry... 31.9  
 Roosevelt...32.0      Lea... 32.5  
 Doña Ana...34.0      McKinley... 34.1



# Suzan's Data Narrative

## New Mexico Population Change



Aging Population



Less Births



Migration



Rural and Urban areas



# Government Shutdown



Alternative US Census Data Sources:

- MCDC: Missouri Census Data Center <<https://mcdc.missouri.edu/>>
- NHGIS: National Historical Geographic Information System <<https://www.nhgis.org/>>
- Census Reporter <<https://censusreporter.org>>
- IPUMS: Integrated Public Use Microdata Series (Minnesota Population Center) <<https://usa.ipums.org/usa/index.shtml>>
- Esri for mapping users includes US Census Bureau data sets <<https://www.esri.com/en-us/home>>
- DRP Data Rescue Project Portal <<https://portal.datarescueproject.org/>>

Let us hope the Federal Government does not shutdown again in 10 weeks.



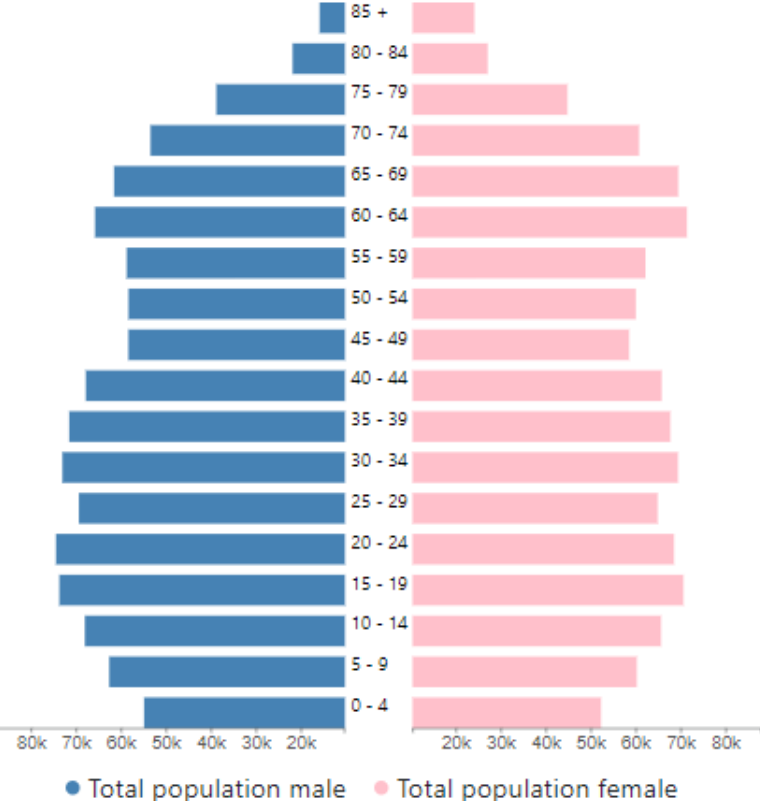


Data Tools!

# BBER Population pyramids on web

Population Pyramid - 2023

New Mexico

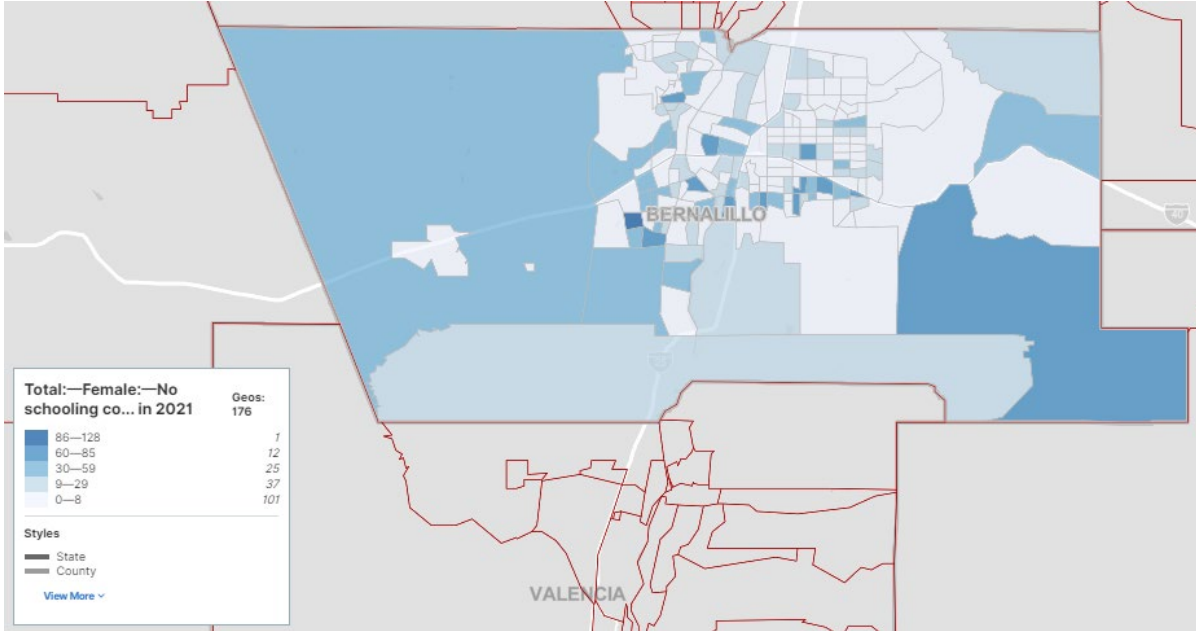


<https://bber.unm.edu/data/counties?county=Bernalillo>

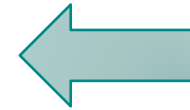
Data Source: 2023 US Census Bureau, Population Division



# ACS - data.census.gov



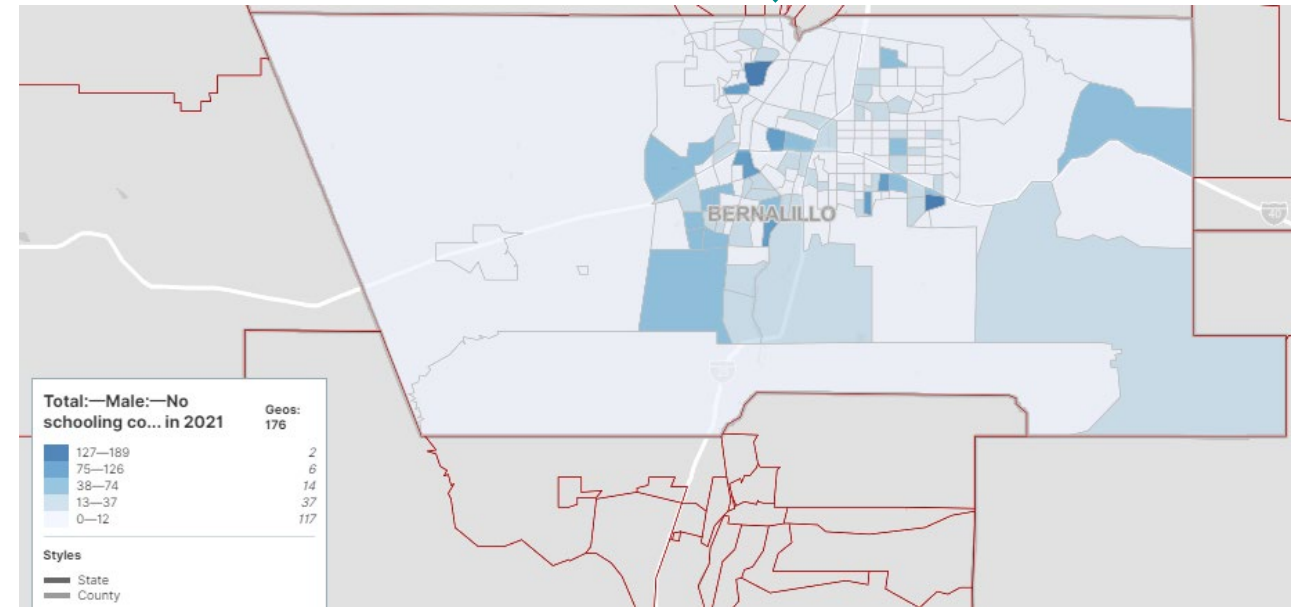
No schooling completed Total 5,725



Female Total 2,843



Male Total 2,882



2021 American Community Survey 5 year estimates table B15002 Sex by Educational Attainment for the population 25 years and over.

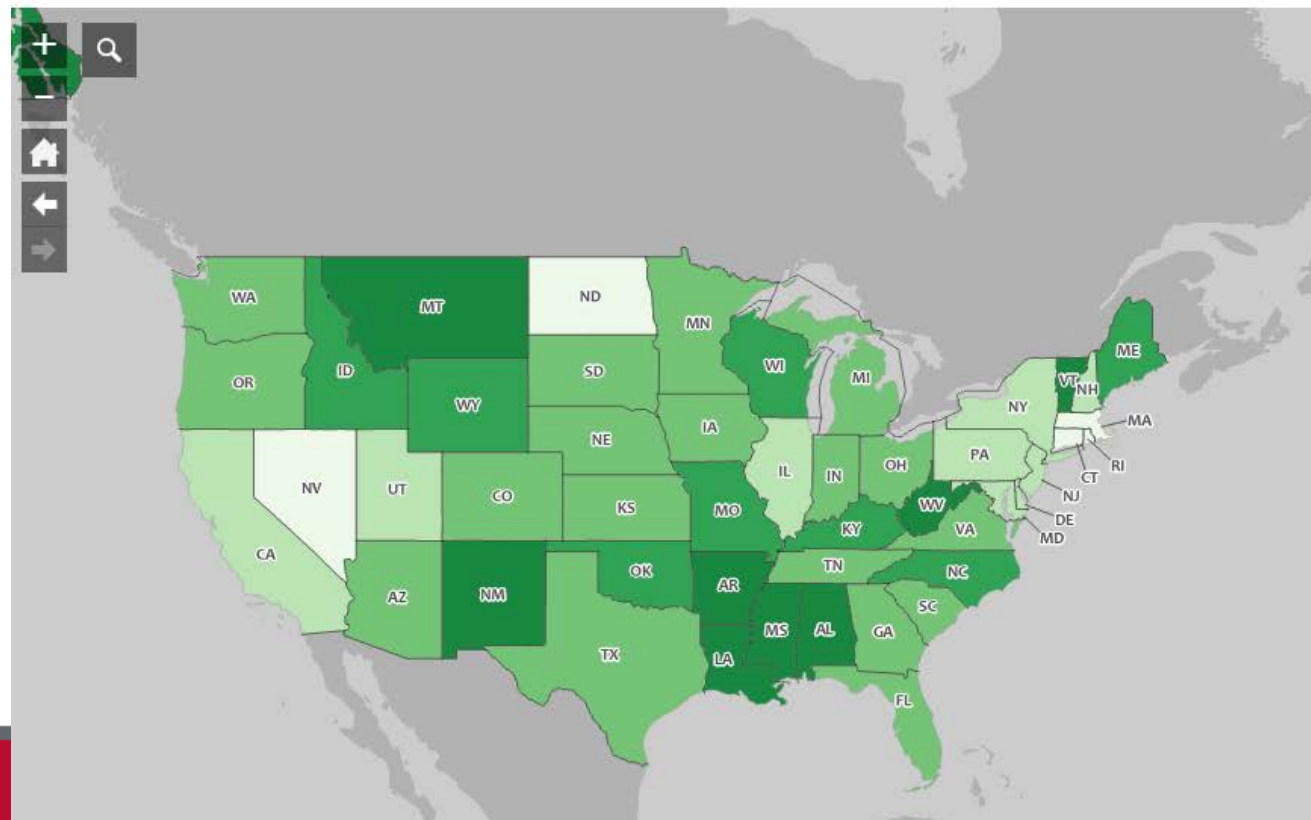
[https://data.census.gov/map?text=B15002&g=0500000US35001\\$060000,35001\\$140000&tid=ACSDT5Y2021.B15002&cid=B15002\\_003E&layer=VT\\_2021\\_140\\_00\\_PY\\_D1&mode=thematic&loc=34.9859,-106.6675,z9.2013](https://data.census.gov/map?text=B15002&g=0500000US35001$060000,35001$140000&tid=ACSDT5Y2021.B15002&cid=B15002_003E&layer=VT_2021_140_00_PY_D1&mode=thematic&loc=34.9859,-106.6675,z9.2013)

# Population Lacking Fixed Broadband

In New Mexico 16.5% of the population lacks access to fixed broadband service delivering advertised speeds of at least 100 Mbps download and 20 Mbps upload.

U.S. Census Bureau | National Telecommunications and Information Administration

## Digital Equity Act Population Viewer



About  
Columbia, and Puerto Rico) based on their populations, demographics, and availability and adoption of broadband. This map viewer depicts the data used in the funding allocation formula.

For the best viewing experience, use the checkbox in the *Layer List*

### Layer List

- Population Lacking Fixed Broadband
- Population Lacking Computer or Broadband
- Population Not Using the Internet
- Population Not Using a Device

### Legend

#### Population Lacking Fixed Broadband

Percent by state (or state equivalent)

- 15.0 or more
- 10.0 to 14.9
- 5.0 to 9.9
- 2.5 to 4.9
- Less than 2.5

This map shows the percentage of the population living in places where fixed broadband service delivering advertised speeds of at least 100 Mbps download and



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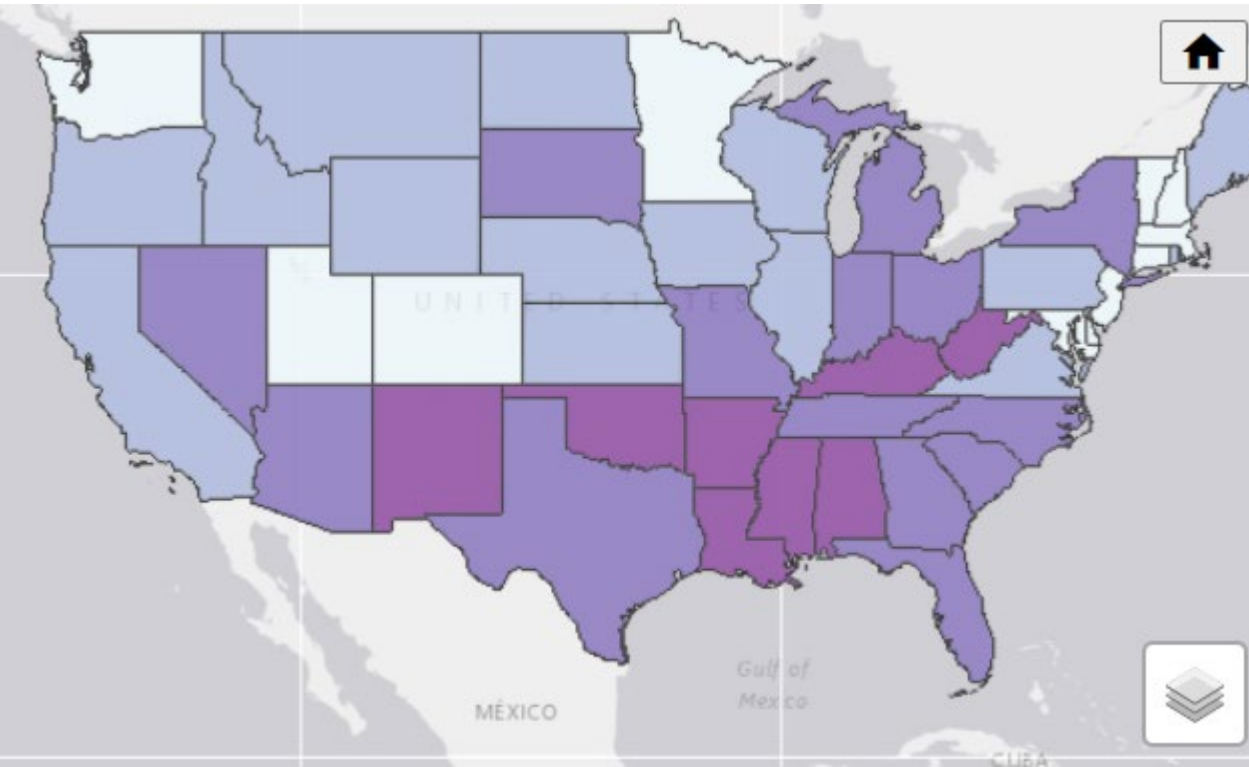
<https://mtgis-portal.geo.census.gov/arcgis/apps/webappviewer/index.html?id=c5e6cf675865464a90ff1573c5072b42>

U.S. Census Bureau



# Small Area Income and Poverty Estimates (SAIPE)

In 2022, New Mexico had 17.3 percent of people in Poverty. Mississippi (19.2), Louisiana (18.6) and West Virginia (17.4) where the three states with higher poverty rates.



# Community Resilience Estimates

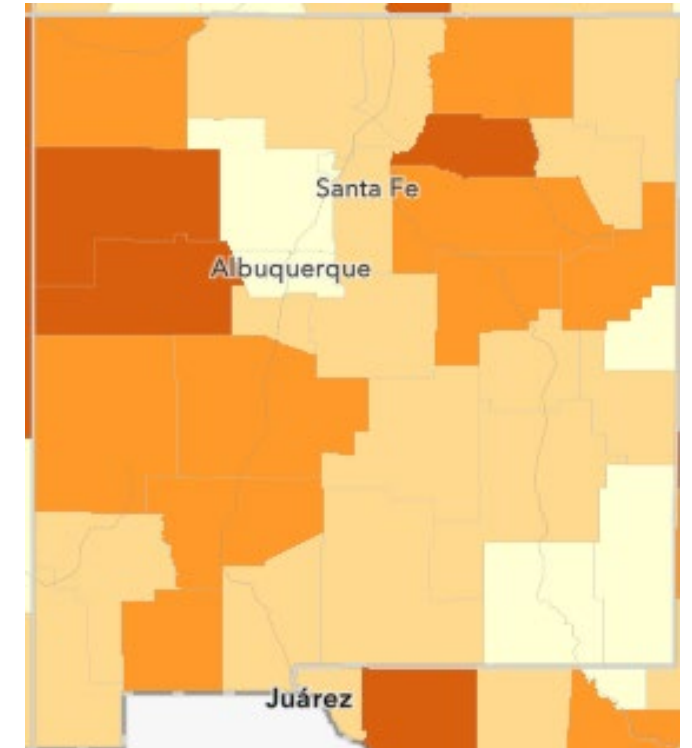
## How fast can an area recover from a disaster?

*Variation in individual and household characteristics are determining factors in the differential impact of a disaster. Some groups are less likely to have the capacity and resources to overcome the obstacles presented during a hazardous event.*

*New Mexico has 3 counties McKinley, Cibola and Mora with high vulnerability scores (3+ Components) and an additional 9 counties with 1 to 2 components.*

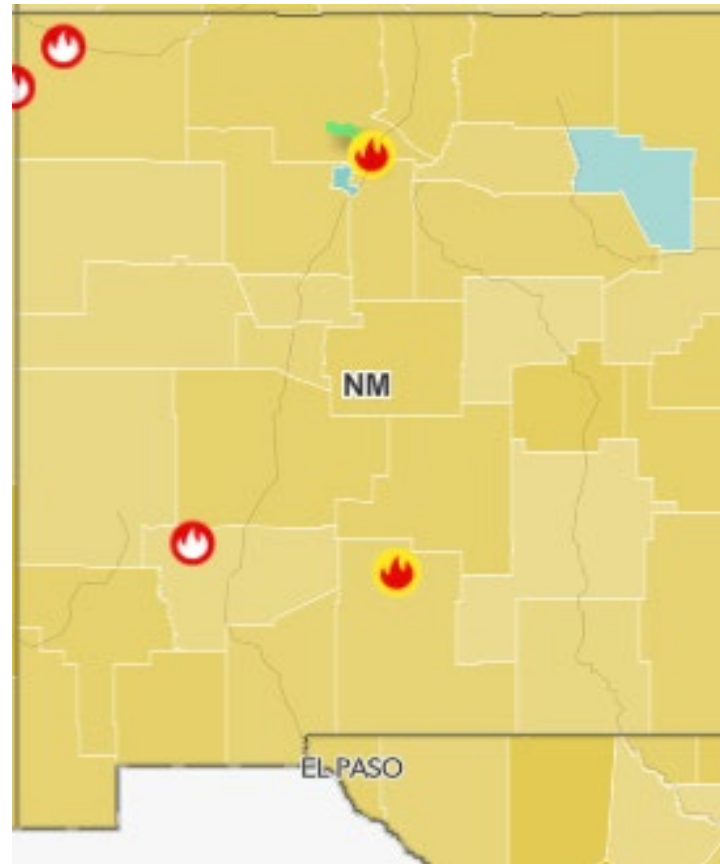
### **Components of Social Vulnerability from the 2022 ACS include:**

- 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



# My Community Explorer

There are currently 4 wildfires fires burning in New Mexico (4/24/2024)



Data on/for current disasters

# 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
Population per square mile, 2020	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%



Location Search  
New Mexico

State Metro County City/Town ZIP Code Tract



Region View

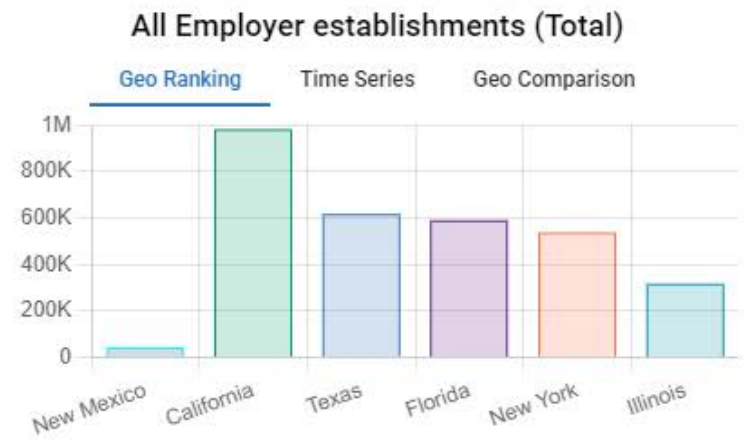
Dashboard

**New Mexico**

**43,587 ± n/a**  
All Employer establishments (Total)

**n/a**  
Variable not selected

CREATE REPORT



**Stats**

**\$51K**  
Median household income

**87%**  
Percent high school degree or higher

**44K**  
All Employer establishments (Total)

**68%**  
Home ownership rate

**Legend**

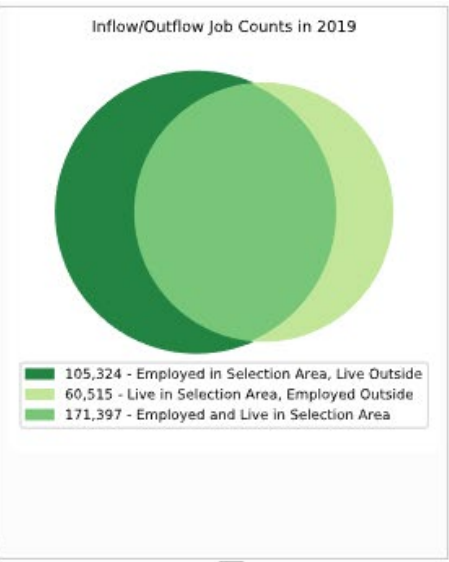
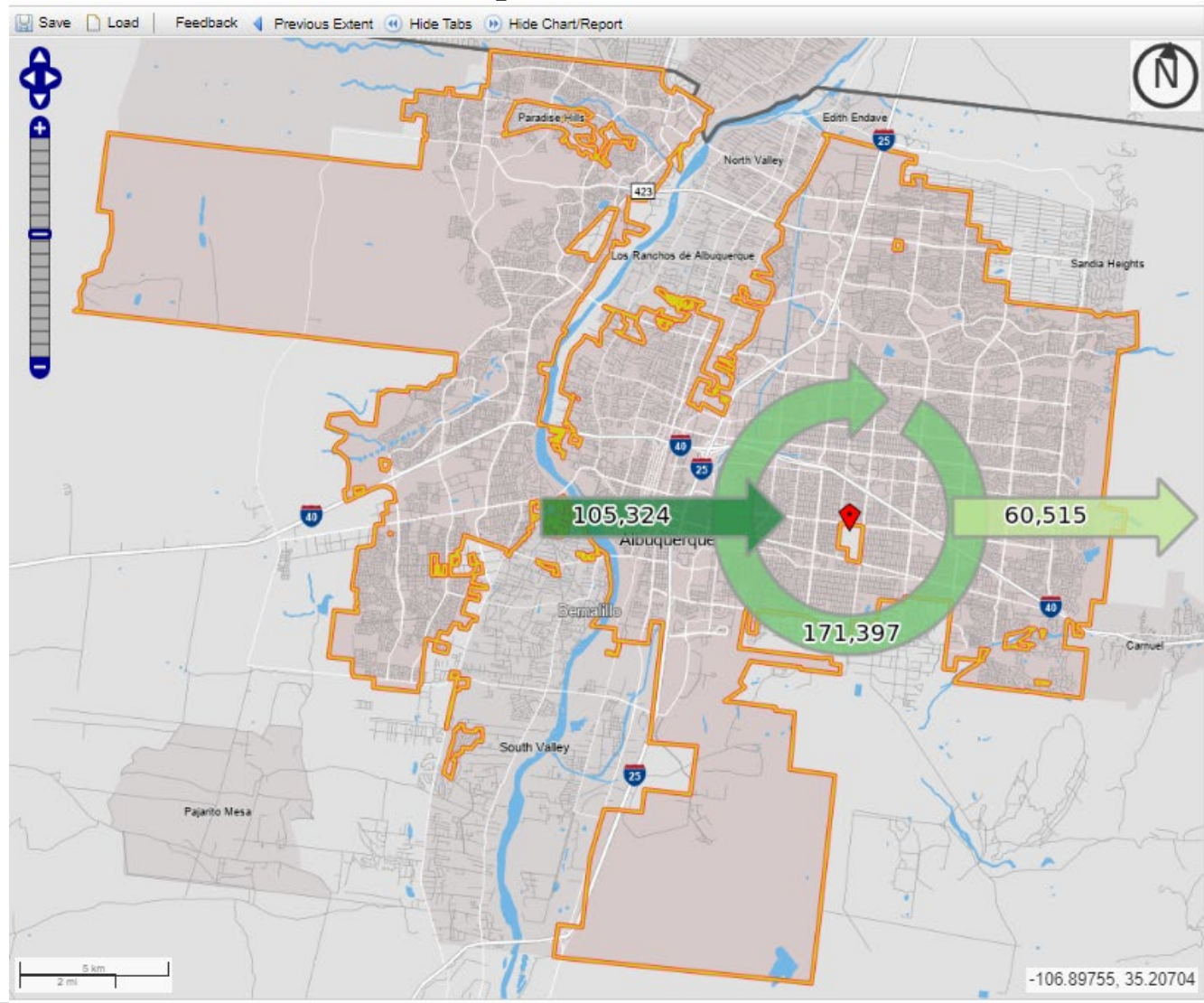
All Employer establishments (Total)

- 43,587
- 43,588 - 73,982
- 73,983 - 93,595
- 93,596 - 175,965
- 175,966 - 618,272
- Not Available/Suppressed

Map Configuration

Color Scheme: Coral | Class Method: Natural ...

# LEHD OnTheMap



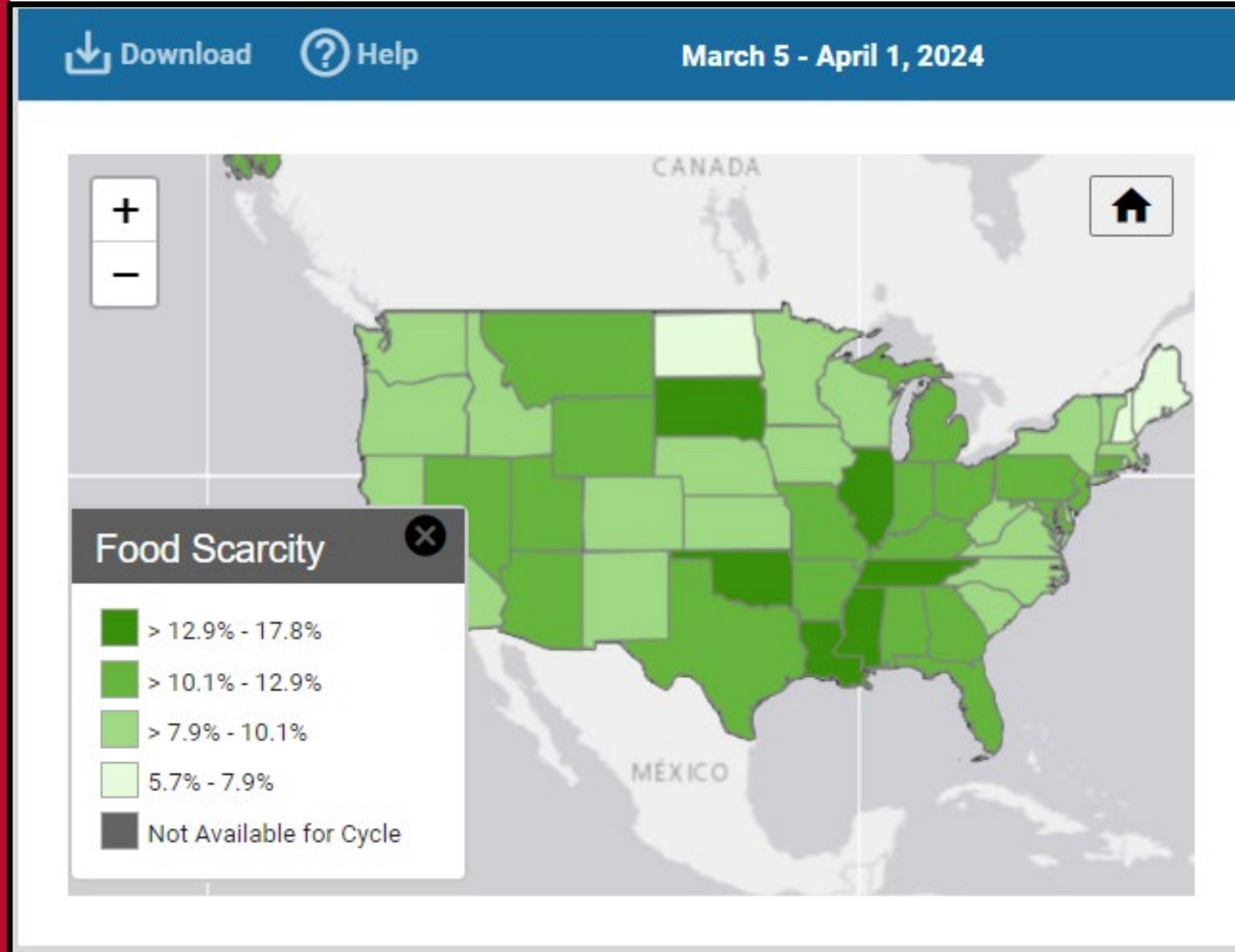
Inflow/Outflow Job Counts (Primary Jobs) 2019

	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%

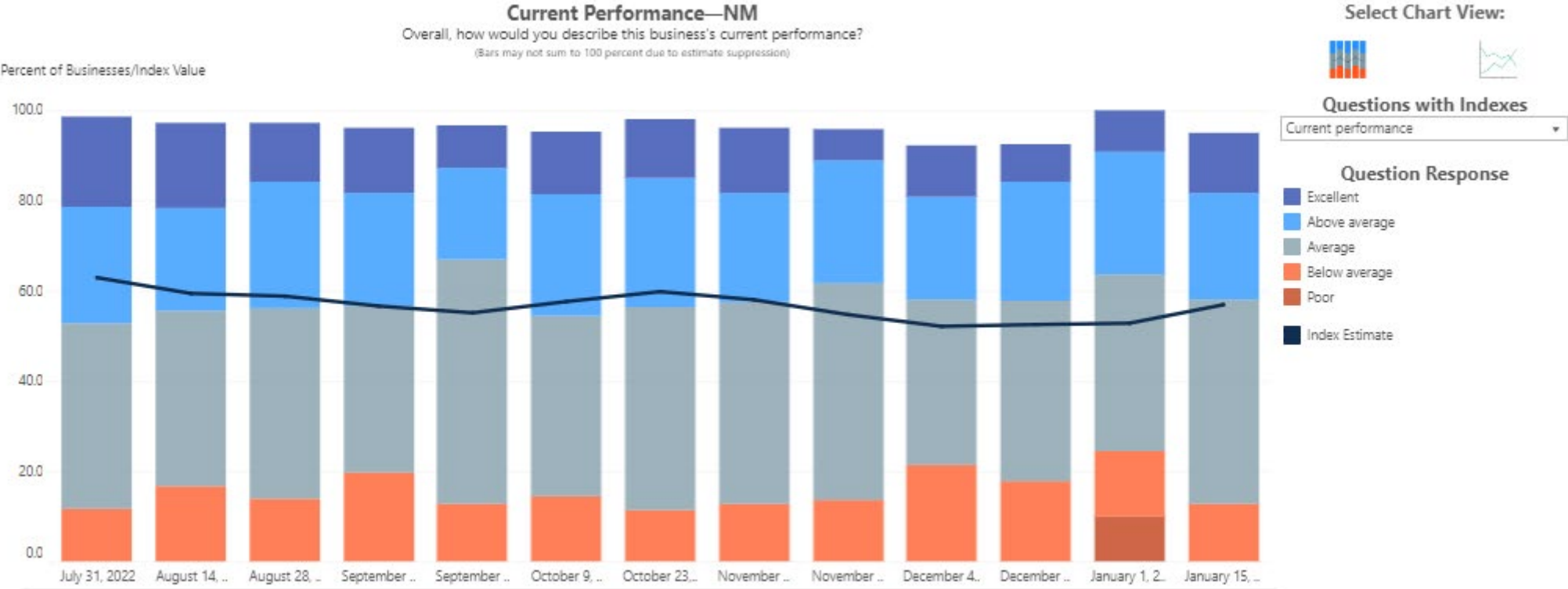
[Reset Highlighting](#)

# Household Pulse Survey

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



# Business Trends and Outlook Survey

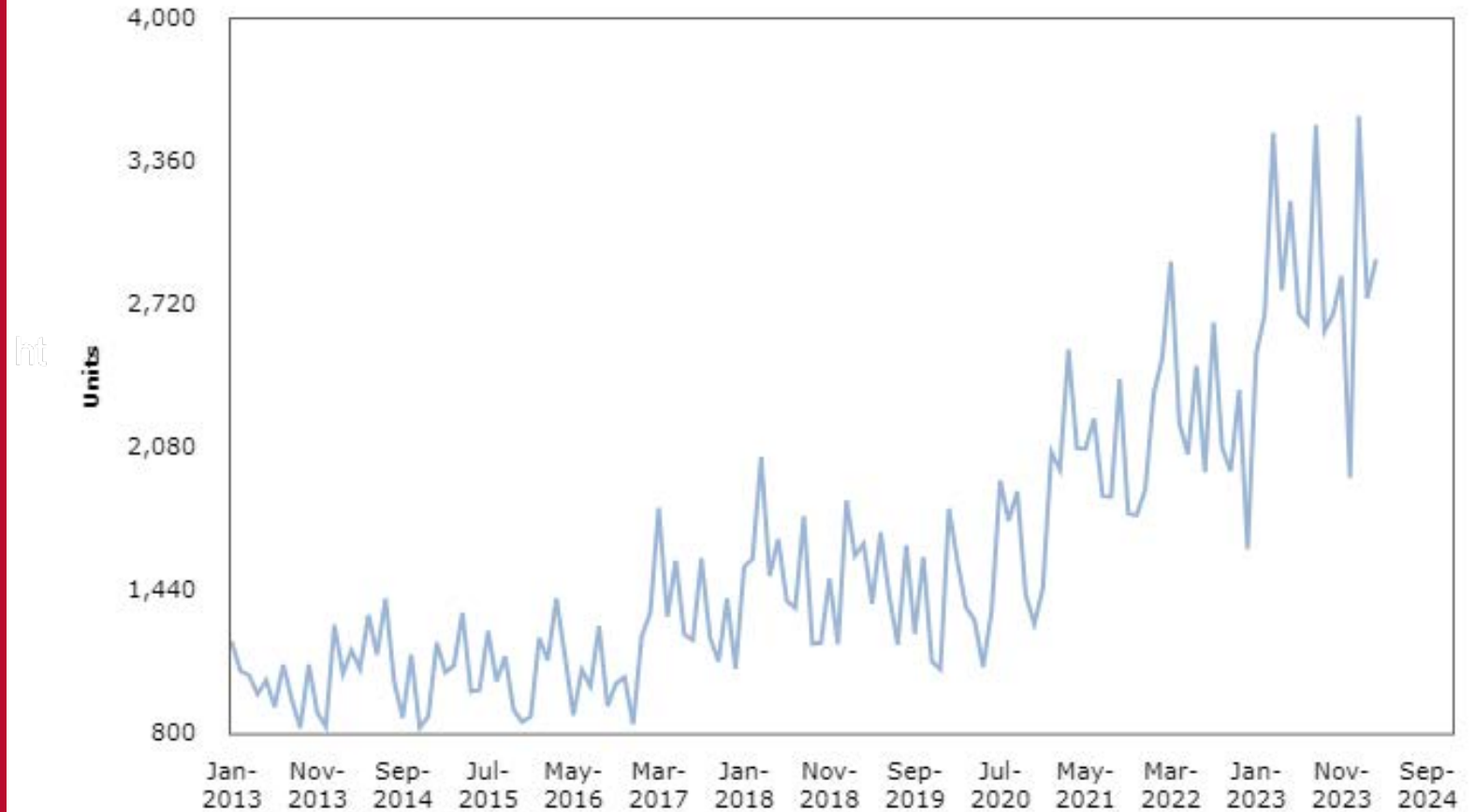


# New Business Applications

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-2013 to Dec-2024

Not Seasonally Adjusted Business Applications



Data Extracted on: April 24, 2024 (5:34 pm) EDT

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

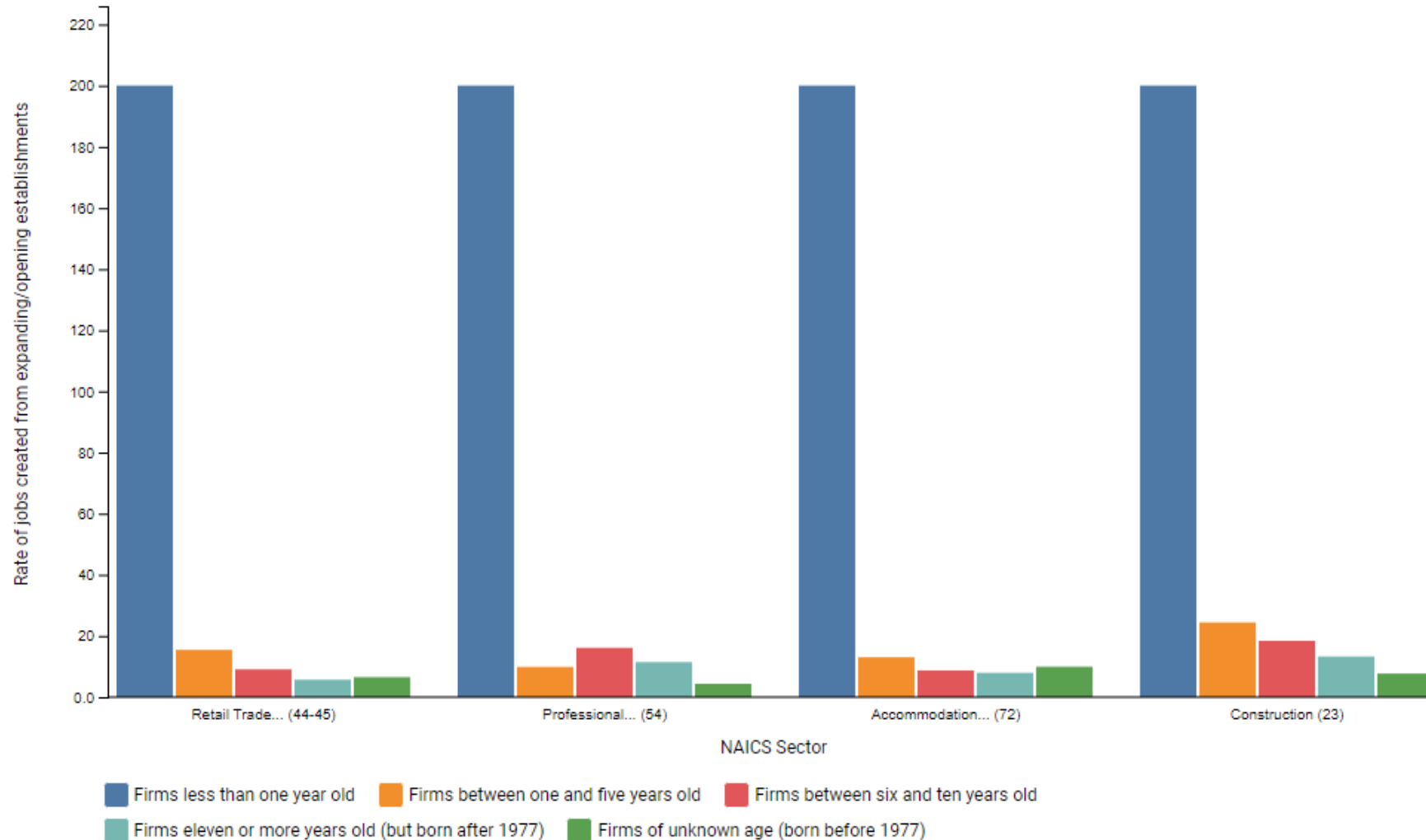


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United States  
Census  
Bureau

# BDS explorer

JOB CREATION RATE  
Year: 2020 | State: New Mexico



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



# Thank You!

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*Suzan Reagan, Sr Program Manager BBER – Data Bank*

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*Website: [bber.unm.edu](http://bber.unm.edu)*

