

The Census

Vital to America's Economy
& Private Sector



C E N S U S
Business Coalition

Agenda

1

Introduction & Census Backgrounds

2

Census & ACS Business Uses

3

Current Threats to Census Data

4

How You Can Get Involved

5

Articles and Resources



Introductions and 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 and group facilities, including number of people, gender, age, race, and ethnicity

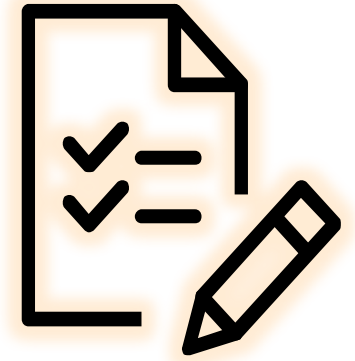
“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”



Introductions and Census Background

What is the American Community Survey?

- ❖ Ongoing annual survey of roughly 3.5 million addresses
- ❖ The Census as an exercise that happens every 10 years – when every household is counted – but it is implemented on a much smaller scale every year through the ACS and other Census survey programs.
- ❖ Produces updated information on demographic, social, and economic characteristics (race, marital status, employment status, income, etc.)
- ❖ Part of the decennial Census, replacing the “long form” in 2005



Introductions and Census Background

Why is this data important for decennial and ACS?

- ❖ Provides the foundation for redistricting at all levels of government, including the U.S. House of Representatives
- ❖ Helps the private sector make informed business decisions
 - ❖ Siting decisions
 - ❖ Run efficient marketing campaigns
- ❖ Supports small business programs and provides local economic data
 - ❖ SBDCs
 - ❖ Certain business tax incentives
- ❖ Guides federal programs



A photograph of Commerce Secretary Wilbur Ross, an older man with glasses, wearing a dark suit and a red patterned tie. He is shown from the chest up, looking slightly to his right. The background is dark and out of focus, suggesting a formal hearing or meeting setting. The lighting is dramatic, highlighting his face and the texture of his suit.

Commerce Secretary Ross on the Importance of Census Data

“Like many other business people across the United States, I have been a consumer of the data and information the [Commerce] Department provides on a periodic basis. Data the Department gathers and makes public, such as the Census data, the data that the [Bureau of Economic Analysis] puts out and [National Oceanic and Atmospheric Administration] reports, to name a few, are essential functions. I believe there is greater potential in the breadth and the depth of the data the Department provides to encourage new investment.” – Commerce Secretary Wilbur Ross at his confirmation hearing

Business Leaders on the Importance of Census Data

“Without Census data we would essentially be flying blind in trying to figure out what the demographics look like and what the social and economic makeup of any community is.” - Stephanie Cegielski, Vice President of Public Relations, International Council of Shopping Centers

“State and local chambers and retailers want to know what ethnic groups are coming into what neighborhoods and what the education level is of people nearby, so they can know where to put resources behind building new facilities. They don’t want to have to put their finger in the wind and say, ‘Let’s put billions of dollars in buildings here and see if it works.’” - Tim Maney, Executive Director for Congressional and Public Affairs at the U.S. Chamber of Commerce

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

Financial institutions use Census data in various ways;

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

Examples:

- ❖ Private loan service provider Pave, who focuses on providing loans to help young people start careers, uses ACS data to build its unique proprietary funding model that helps predict earnings over the period of a loan agreement.
- ❖ Credit Sesame, an online tool that provides financial services and free credit scores to help customers manage their finances, uses ACS data on income distribution and other demographic variables to help customers put their own financial information into context.



Census and ACS Business Uses

Marketing

- ❖ Datastory Consulting uses ACS data to advise clients about potential markets.
- ❖ Nielsen relies on Census data among other sources to calculate television viewership ratings, informing marketing decisions and advertising rates.
- ❖ Gallup assigns weights - based on Census and ACS data - 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.
- ❖ National Decision Systems merges business data with Census data to provide target marketing, market analysis, site evaluation, and direct marketing to a variety of business.



Census and ACS Business Uses

Technology

- ❖ The data-intensive tech industry uses the data in the development of their products
- ❖ i.e. Amazon Web Services, Esri, Google Maps, Tableau Maps, Autodesk, Mapbox, GeoLytics
- ❖ The data-intensive tech industries of news syndicates, internet publishing, broadcasting and web search accounted for \$59.8 billion in revenue in 2012 and 4.1 percent of GDP in 2016.

Google Maps and Google Earth allow users to import, analyze, and visualize Census data.

Amazon Web Services allows users to access and analyze ACS data in the cloud.

Small tech firm GeoLytics provides software to make Census data easier to access, analyze, and map.

Esri uses Census data to create its mapping software, which the country's largest businesses use to figure out where their customers are and what they want.

Applied Geographic Solutions' "Demographic Dimensions" database, based fully on 2010 Census and ACS data, is a modeling database that provides detailed geographical information useful for creating statistical models, site signature reports, and general executive summary information.

Census and ACS Business Uses

Other Industries

Media and Advertising

- ❖ News sources rely on Census data to profile demographics of neighborhoods, cities, counties, states, and other geographic areas.
- ❖ Radio stations use data to determine the potential success of a particular radio format, formulate ratings information and optimize advertising revenue.
- ❖ Cable television companies determine the focus of marketing through Census tract maps and block-group level customer profiles.

Insurance Companies

- ❖ Insurance companies use Census data to determine locations and estimate the performance of various offices.

Utility Companies

- ❖ 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

- ❖ Health care providers use Census data to determine the need for hospital services, physicians, urgent care facilities, or other medical services.

Real Estate

- ❖ Real estate appraisal companies use Census data to establish an inventory of existing real estate, the current and future demand for real estate, and the value of real estate.
- ❖ Housing data provider Ribbon Demographics uses ACS data on population, household income, and housing units to help determine the need for various types of housing.

Legal Services

- ❖ Attorneys 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	



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 Maryland Department of Commerce uses Census data to determine eligibility for various incentive policies.
- ❖ 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 by Andrew Reamer of George Washington University found:

- ❖ In FY2015, the 50 states plus the District of Columbia received \$589.7 billion from the 16 largest Census-guided federal assistance programs
- ❖ For 15 of the 16 programs, the amount of funds a state received was guided by its 2010 Census count
- ❖ Estimated that 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 and Construction uses Census population estimates and American Community Survey data on state median income to distribute \$38 billion

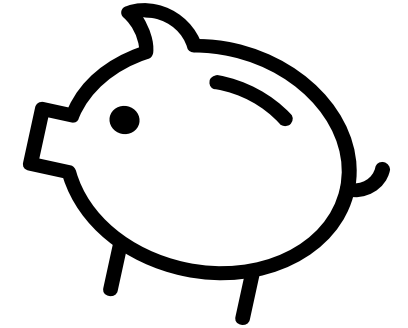


Current Threats to Census Data

- ❖ Inadequate Funding
- ❖ Field Testing Uncertainty
- ❖ Harmful Legislation
- ❖ Leadership Vacuum



Current Threats to Census Data



Inadequate Funding

- ❖ Congress directed that the 2020 Census not exceed the cost of the 2010 count.
 - ❖ To address population, diversity, and other increased challenges, the Bureau adapted and integrated tech, with a greater reliance on commercial data and administrative datasets (federal and state government records).
- ❖ Furthermore, Congress has not met the Bureau's funding request in any year of this Census cycle (starting in FY2012).
- ❖ There has been significant cuts to the communications and partnerships program for the Decennial Census and inaccuracy of Census results from significant undercounts of POC, low-income, small children, etc.



United States
Census
2020



Current Threats to Census Data

Field Test Uncertainty

Without resources to test new cost-effective methods, the 2020 Census is at high risk. GAO put the 2020 Census on its list of high-risk programs.

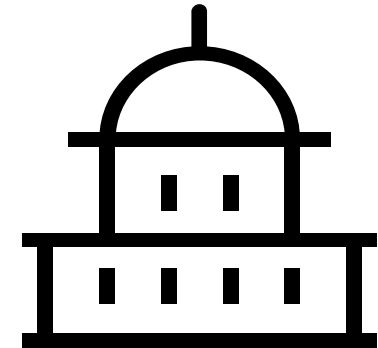
- ❖ The Bureau has cut 2018 end-to-end test for 50 new IT systems from three sites to just one
- ❖ The Bureau will use untested tech for the 2020 Census
 - ❖ Using the internet to increase self-response
 - ❖ Equipping field workers with mobile devices to record answers
 - ❖ Using outside data sources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



Current Threats to Census Data

Harmful Litigation

- ❖ Make ACS response voluntary rather than mandatory (H.R. 1305 + appropriations amendments in previous years)
 - ❖ Reduce response rates
 - ❖ Increase costs, requiring more households and follow-up
- ❖ Require questions on citizenship, immigration & legal status (appropriations amendments)
 - ❖ Would create a “chilling effect” and drive response rates down, jeopardizing accuracy and increasing census costs



Current Threats to Census Data

Leadership Vacuum

- ❖ Former Director of the Census Bureau John Thompson resigned on June 30, 2017
- ❖ President Trump has not nominated a candidate to replace him
- ❖ Lack of administration appointments at the Commerce Department, including a Deputy Secretary
- ❖ Critical time as the Bureau ramps up for the 2020 Census



How You Can Get Involved



How You Can Get Involved

Time is Running Out

Congress must ensure a sufficient funding ramp-up for the 2020 Census.

October 1, 2017 – FY 2018 starts, with the federal government operating under a temporary spending measure (called a Continuing Resolution, or CR) that keeps government agencies running at prior year funding levels through December 8. Congress must pass a final omnibus FY 2018 appropriations bill by then.

February 2018 – President Trump submits his FY 2019 budget request to Congress.

February – September 2018 – Congress holds hearings, drafts, and votes on FY 2019 appropriations bills.

October 1, 2018 – Fiscal Year 2019 begins.



How You Can Get Involved

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 Bluefield-Beckley-Oak Hill area of WV
- ❖ Census Bureau submits 2020 Census questions to Congress by April 1st
- ❖ 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 You Can Get Involved

Your Voice Matters

Raise Your Voice: publish an op-ed, write a letter to the editor, use social media and contact your Congressional representatives.

Educate Your Members / Employees: as a trade association or a company, help stakeholders understand why this is important and why they should get involved.

Host an Event: host an event with a member of Congress or local opinion leader.

Use Your Influence: make a fully funded and accurate Census an advocacy priority for your government affairs team, encourage your local chamber of commerce or trade association to get involved, and encourage your elected representatives to host briefings or town halls on this issue.



How You Can Get Involved

Get Out the Count

Support the Count: find creative ways to educate your employees, customers and members about the importance of Census participation, such as a company competition or incentives for filling out the Census.

Provide Support to Census Groups: provide resources to groups working on raising awareness and advocacy around the Census.

Provide tech expertise to the Census Bureau: encourage tech sector input, including access to the top innovators and entrepreneurs, funding impact-oriented community projects to mobilize grassroots movement, and creating a nationwide network of public-private partnerships committed to the Census mission.



Corporations and Business Associations that Support the Census



Articles & Resources

FCW, May 23rd, 2017 – [Census funding falls short of Obama-era plans](#)

FCW, July 11th, 2017 – [Census pares down critical dress rehearsal](#)

NPR's Code Switch, July 15th, 2017 – [Could A Census Without A Leader Spell Trouble In 2020?](#)

Forbes, July 25th, 2017 – [U.S. Census Troubles Threaten Future Real Estate Development](#)

Bloomberg, August 16th, 2017 – Census May Take Hit as Business Data, Redistricting at Stake

The Economist, August 31st, 2017 – [America's census is in trouble](#)

Brookings Institution, August 31st, 2017 – [The 2020 Census may be wildly inaccurate—and it matters more than you think](#)

Seattle Times, September 6th, 2017 – [High-tech 2020 Census: Grant it enough money to make it count](#)

The Week, September 7th, 2017 – [Ending DACA could royally screw up the Census. That's a problem for the GOP](#)



Articles & Resources – On the Census

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

U.S. Department of Commerce Economics and Statistics Administration:

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

U.S. Department of Commerce, Economics and Statistics Administration:

- ❖ “The Value of the American Community Survey: Smart Government, Competitive Businesses, and Informed Decisions,” April 2015. <http://www.esa.gov/sites/default/files/the-value-of-the-ac.s.pdf>

GAO

- ❖ “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>

National Academies Press:

- ❖ “Modernizing the U.S. Census,” 1995. <https://www.nap.edu/read/4805/chapter/18>



Sources

“What is the American Community Survey?,” The Census Bureau. <https://www.census.gov/programs-surveys/acs/about.html>

“Modernizing the U.S. Census,” National Academies Press, 1995. <https://www.nap.edu/read/4805/chapter/18>

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

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

The Council for Community and Economic Research, “How Census Data is Utilized to Support Arkansas’s Economic Development Efforts”

The Council for Community and Economic Research, “How Census Data is Utilized to Support Maryland’s Economic Development Efforts”

The Council for Community and Economic Research, “How Census Data is Utilized to Support Nevada’s Economic Development Efforts”



Sources

Government Printing Office, "Prepared Statement of Wilbur L. Ross, Jr., Nominee For Secretary, United States Department Of Commerce," January 18, 2017. <https://www.gpo.gov/fdsys/pkg/CHRG-115shrg25974/html/CHRG-115shrg25974.htm>

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

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

"Fostering Innovation, Creating Jobs, Driving Better Decisions: The Value of Government Data", U.S. Department of Commerce Economics and Statistics Administration, July 2014. <http://www.esa.doc.gov/sites/default/files/revisedfosteringinnovationcreatingjobsdrivingbetterdecisions-thevalueofgovernmentdata.pdf>

"The Value of the American Community Survey: Smart Government, Competitive Businesses, and Informed Decisions," U.S. Department of Commerce, Economics and Statistics Administration, April 2015. <http://www.esa.gov/sites/default/files/the-value-of-the-ac.s.pdf>

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



Sources

Doreen McCallister, "Census Bureau Director Resigns As Agency Faces Funding Debate," NPR, May 10, 2017.
<http://www.npr.org/sections/thetwo-way/2017/05/10/527726718/census-bureau-director-resigns-as-agency-faces-funding-debate>

The Census Project, "American Community Survey Fact Sheet: Business Community,"
https://censusproject.files.wordpress.com/2016/01/business_acs-fact_sheet-june2014.pdf

"Data.world Census Data Now Available as AWS Public Dataset," Amazon Web Services, April 26, 2017.
<https://aws.amazon.com/blogs/publicsector/data-world-census-data-now-available-as-aws-public-dataset/>

"H.R.1305 - American Community Survey Act," 115th Congress. <https://www.congress.gov/bill/115th-congress/house-bill/1305?q=%7B%22search%22%3A%5B%22h.r.+1305%22%5D%7D&r=1>

"H.R.3600 - Census Accuracy Act of 2017," 115th Congress. <https://www.congress.gov/bill/115th-congress/house-bill/3600?q=%7B%22search%22%3A%5B%22census%22%5D%7D&r=1>



Contact

DeVere Kutscher

Principal

Public Private Strategies

devere@publicprivatestrategies.com

www.publicprivatestrategies.com

**PUBLIC PRIVATE
STRATEGIES**