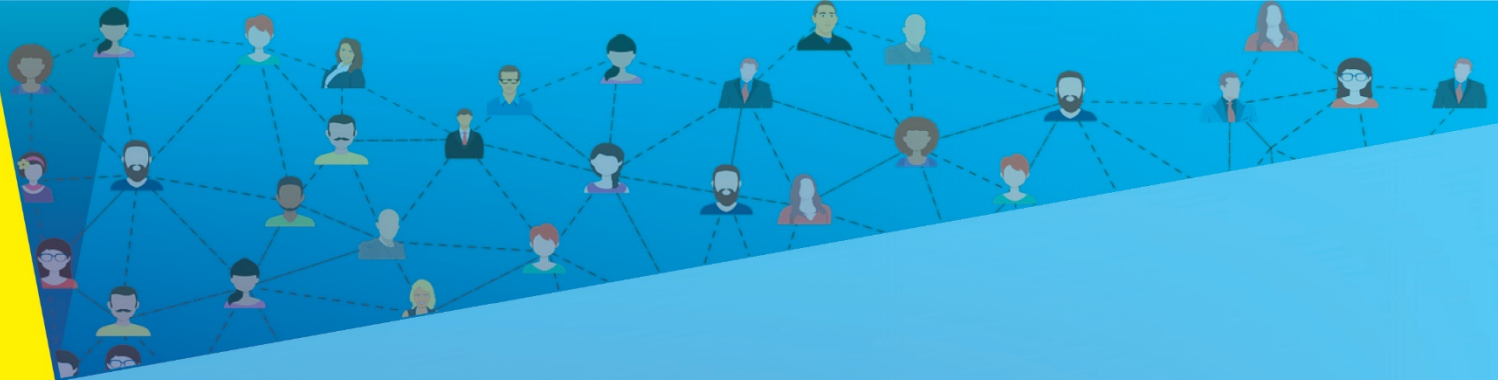


U.S. CENSUS BUREAU

2021

DATA SUMMIT

S E R I E S



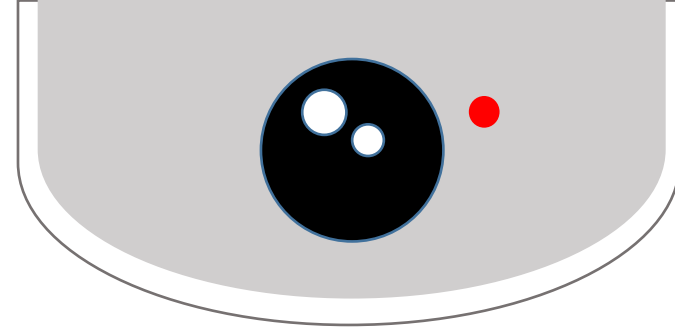
Census Bureau Data for American Indian and Alaska Native (AIAN) Population and Businesses

Jeanine Beasley

Partnership Coordinator

Chicago Region, U.S. Census Bureau





Welcome!

THIS SESSION IS BEING RECORDED:

This summit will be recorded for the benefit of attendees and other stakeholders who are unable to be present. For those who do not wish to be recorded, please take this time to opt-out and drop from this session.



House Rules

- Everyone has been **MUTED** upon entry into the session
- General questions: data-ask.census.gov or 301-763-INFO (4636) or 800-923-8282
- Request a Data Dissemination Specialist: Census.askdata@census.gov or 1-844-ASK-DATA
- Any media inquiries regarding apportionment or redistricting should reach out to Public Information Office at PIO@census.gov



Today's Session

What's the objective of today's Data Summits?

This Summit on “**American Indian and Alaska Native**” is designed for the novice data user and will show you how to explore the data and tools that the Census Bureau offers for the AIAN population and AIAN-owned businesses as well as navigate the My Tribal Area app. This web app provides quick and easy access to selected statistics from the American Community Survey (ACS). At the conclusion of this session, you will:

- Have an increased awareness of the vast data products available through U.S. Census Bureau
- Be better equipped to utilize some of the free on-line tools available on [census.gov](https://www.census.gov)
- Have resources and toolkits to assist with navigating data available through [census.gov](https://www.census.gov)





AGENDA

**Opening and Introduction
of Regional Director**

Ellisa Johnson, ARCM, Chicago Region

Welcome

Marilyn A. Sanders, Regional Director, Chicago Region

Introduction of Census Executive

Meshel Butler, AIAN Program Manager, Field (CPEP), U.S. Census Bureau

Remarks

Dr. Ron Jarmin, Acting Director, U.S. Census Bureau

Introduction of our Partners

Meshel Butler, AIAN Program Manager, Field (CPEP), U.S. Census Bureau

AIAN Partners

Remarks: Importance of Census Data for AIAN Community

Chris Kolerok, Cook Inlet Housing Authority

Gwynne Lomayesva, National Congress of American Indians

Introduction of DDS Presenter

Dionne Roberts Emegha, Partnership Coordinator, Chicago Region

**Demo of census.gov and
other Census Surveys**

David Schuler, Data Dissemination Specialist

Tips and Tools for Finding Data

David Schuler, Data Dissemination Specialist

Demographics - Housing - Business - Pulse Survey - Special Population

Q&A

David Schuler, Data Dissemination Specialist

Dionne Roberts-Emegha, Partnership Coordinator

Closing Remarks

Jeanine Beasley, Partnership Coordinator, Chicago Region

2020 Census

Apportionment: Current schedule by April 30, 2021

<https://www.census.gov/newsroom/press-kits/2021/2020-census-apportionment-counts.html>

- The U.S. Census Bureau will release the population counts that determine each state's representation in the U.S. House of Representatives.
- The first 2020 Census results will include 3 tables of population counts for each of the 50 states:
 - Apportionment population counts
 - Resident population counts
 - Overseas population counts



2020 Census

Redistricting Data: Current schedule by Sep 30, 2021

<https://www.census.gov/newsroom/press-kits/2021/2020-census-redistricting.html>

- Information states need to redraw or “redistrict” their legislative boundaries.
- Redistricting data includes block-level counts of the population by:
 - Race
 - Ethnicity (Hispanic or Latino origin)
 - Voting age
 - Housing occupancy status
 - Group quarters population
- Legacy format of summary redistricting data file to be released by mid-to-late August 2021.



Ellisa Johnson, ARCM, Chicago Region



Ellisa Johnson
ARCM

Ellisa Johnson has worked for the Census Bureau since December of 2008, when she held the position(s) as Data Dissemination Specialist for the State of Illinois and National Partnership Coordinator during the 2010 Decennial Census. As the National Partnership Coordinator for the Chicago Regional Census Bureau, she was responsible for developing census partnerships with national corporations, national associations, governors and large city mayors. Prior to serving as the Regional National Partnership Coordinator, she worked for Cook County Government as the Grants Coordinator for the Department of Planning and Development. Her primary focus was the management of the county's federal grant programs, which included the Community Development Block Grant Program, the HOME Investment Partnership Program and the Emergency Shelter Grant Program. These programs had a total annual budget of more than \$100 million for community project funding.

In 1998, Mrs. Johnson was appointed by the Board Chairman as the Project Coordinator for the 2000 Cook County Complete Count Committee Program. The County efforts under her leadership have been identified as one of the largest volunteer efforts with over 360 non-paid members, and achieved an increase in participation rates in several hard to count communities throughout Cook County.

Mrs. Johnson was selected by Ebony Magazine as one the 30 future Black leaders of America and holds a Bachelor's degree in Communications/Political Science with emphasis on Public Administration from the University of Oklahoma, located in Norman, Oklahoma.



Marilyn A. Sanders, *Chicago Regional Director*



Marilyn A. Sanders
Chicago Regional Director

Marilyn A. Sanders is currently serving as the Regional Director for the U.S. Census Bureau's Chicago Region. Her extensive career spans four Decennial Censuses and multiple Survey Data Collection innovations and improvements.

Joining the Census Bureau as a Field Representative, Mrs. Sanders has served in many different capacities and her extensive knowledge of field data collection has been an invaluable asset to the Chicago Region. Today, she oversees an eight-state region and has received many commendations during her four-decade career, earning three Bronze Medals in 1992, 2000 and 2011, and the Presidential Hammer Award in 2010. She has been nominated twice for Federal Employee of the year for her outstanding public service.

She has a strong commitment to excellence and mentoring, understanding this to be pivotal in the success of the Region. Mrs. Sanders earned her Bachelor of Arts degree in Business Management with a concentration in Economics from Stillman College in Tuscaloosa, Ala. She attended the University of South Alabama and Governor State University, pursuing post-graduate studies in Geography and Statistics. She is member of the Delta Sigma Theta Sorority.



Dr. Ron S. Jarmin, *Acting Director, U.S. Census Bureau*



Dr. Ron S. Jarmin
Acting Director

Dr. Ron S. Jarmin is the U.S. Census Bureau's acting director.

Dr. Jarmin is also currently the deputy director and chief operating officer and has been since January 2019. He performed the nonexclusive functions and duties of the director from July 2017 to January 2019 and previously served as the associate director for economic programs. He led the team for the 2017 Economic Census, overseeing a move to 100 percent Internet data collection and leveraging enterprise investments to minimize system, application, and dissemination costs. Data products from the economic census provide the foundation for key measures of economic performance, including the nation's gross domestic product.

From 2011 to 2016, Dr. Jarmin served as the assistant director for research and methodology. He oversaw a broad research program in statistics, survey methodology, and economics aimed at improving economic and social measurement within the federal statistical system. Since beginning his career at the Census Bureau in 1992, he has also served as the chief economist, chief of the Center for Economic Studies, and a research economist.

Dr. Jarmin holds a Ph.D. in economics from the University of Oregon. An elected fellow of the American Statistical Association, he has published papers in the areas of industrial organization, business dynamics, entrepreneurship, technology and firm performance, urban economics, data access, and statistical disclosure avoidance.



Chris Kolerok, Cook Inlet Housing Authority Anchorage, AK

Chris Kolerok is Director of Public Policy and Government Affairs with Cook Inlet Housing Authority (CIHA). CIHA is the Tribally Designated Housing Entity for the Cook Inlet Region and provides affordable housing and workforce housing to all people in Anchorage. CIHA's mission of independence through housing is not possible without accurate and timely census data. Prior to CIHA, Chris was President of the Bering Straits Housing Authority in Nome, AK.



Gwynne Lomayesva, NCAI



National Congress of American Indians (NCAI)

Gwynne Evans-Lomayesva is a Hopi tribal member and a Researcher at the National Congress of American Indians (NCAI) Policy Research Center. She received her Bachelor's degree from Brown University in Political Science: International Comparative Policies and her Master's degree in Public Policy from King's College London. As a NCAI Policy Research Center Researcher, she conducts research and data analysis on a broad range of issues to inform tribal policy and strategic priorities. She leads the NCAI Policy Research Center Census Information Center, serves as Chair for the national Census Information Center network, works on a National Academy of Sciences informal expert group on the Census Disclosure Avoidance System, and serves on several additional groups related to Census privacy algorithms for NCAI.

David Schuler, *Data Dissemination Specialist*



David Schuler

Data Dissemination Specialist

David Schuler is a Data Dissemination Specialist with U.S. Census Bureau. David engages citizens and connects them with Census business, economic, trade and demographic data. He teaches workshops and presentations to data users on how to use Census data tools to mine government data. This high-quality data supports business plans, grant opportunities and critical decision making.

David holds a Business Analysis Professional Certificate from Duke University CE, MBA from Keller Graduate School of Management and BS in Electronic Systems from Southern Illinois University. David is a Marine Corps veteran with 10 Years of active service to our country.



Objectives

- ✓ Learn about Census Bureau geography and how it builds on Census blocks
- ✓ Hear about what we do in addition to our constitutional mission
- ✓ See how we track the U.S. Economy
- ✓ Discover business data to support economic growth with Census Business Builder
- ✓ Tap into Tribal data with My Tribal Area
- ✓ Find Tribe and surrounding community information with data.census.gov and other tools



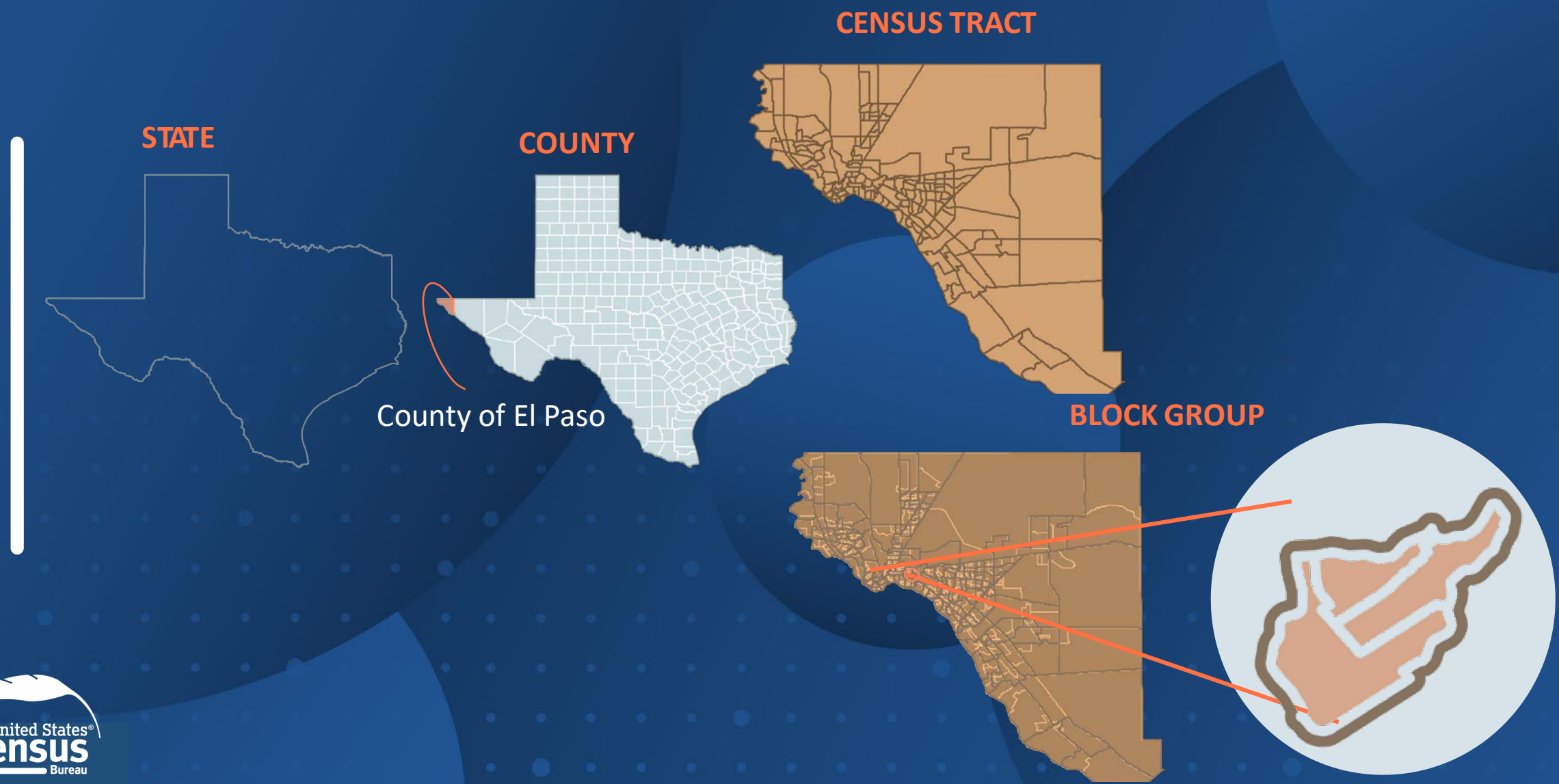
<https://www.census.gov/popclock/>

Table of Contents

1. Geography
2. Demographic Data
3. Economic Data
4. Data Tools

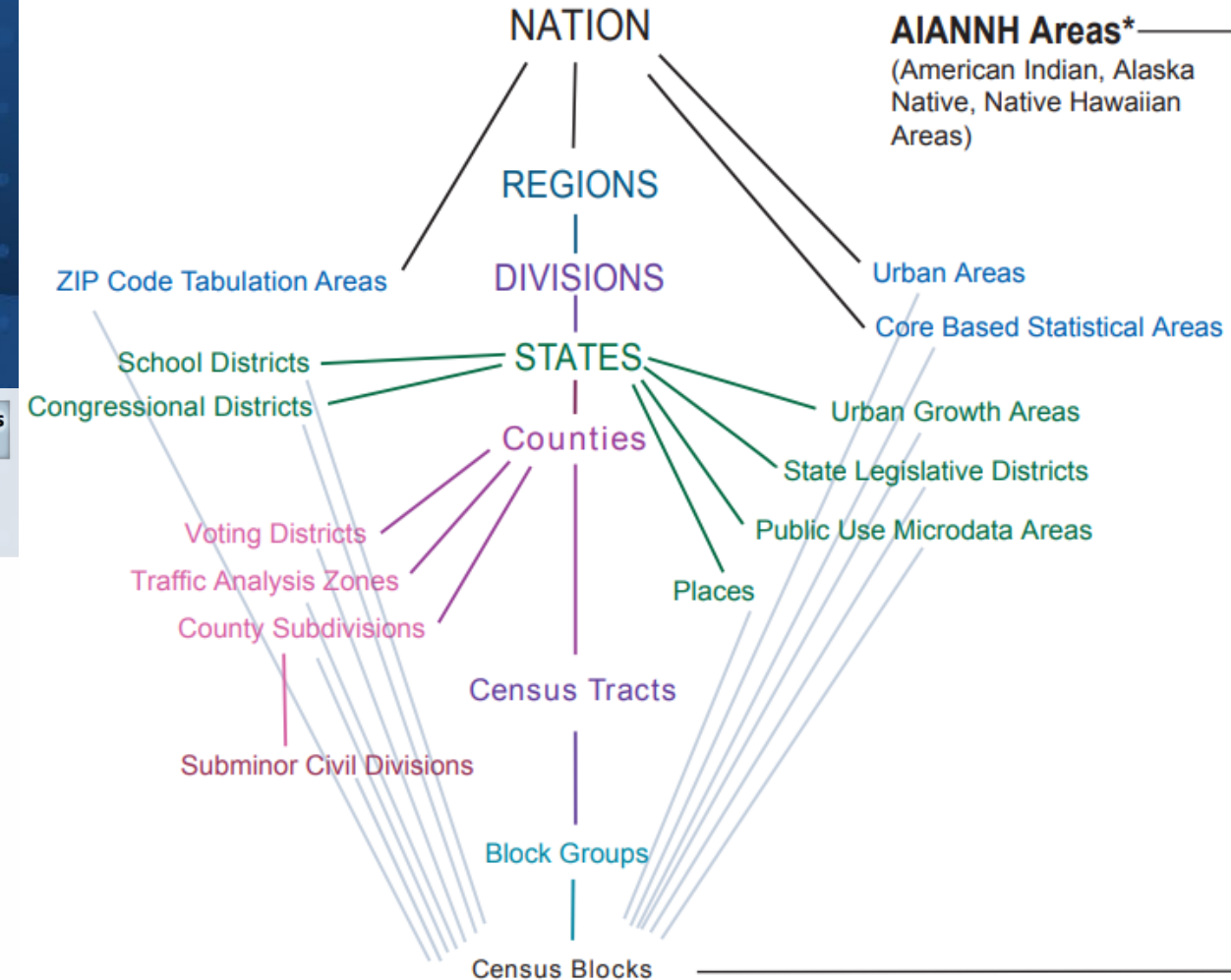
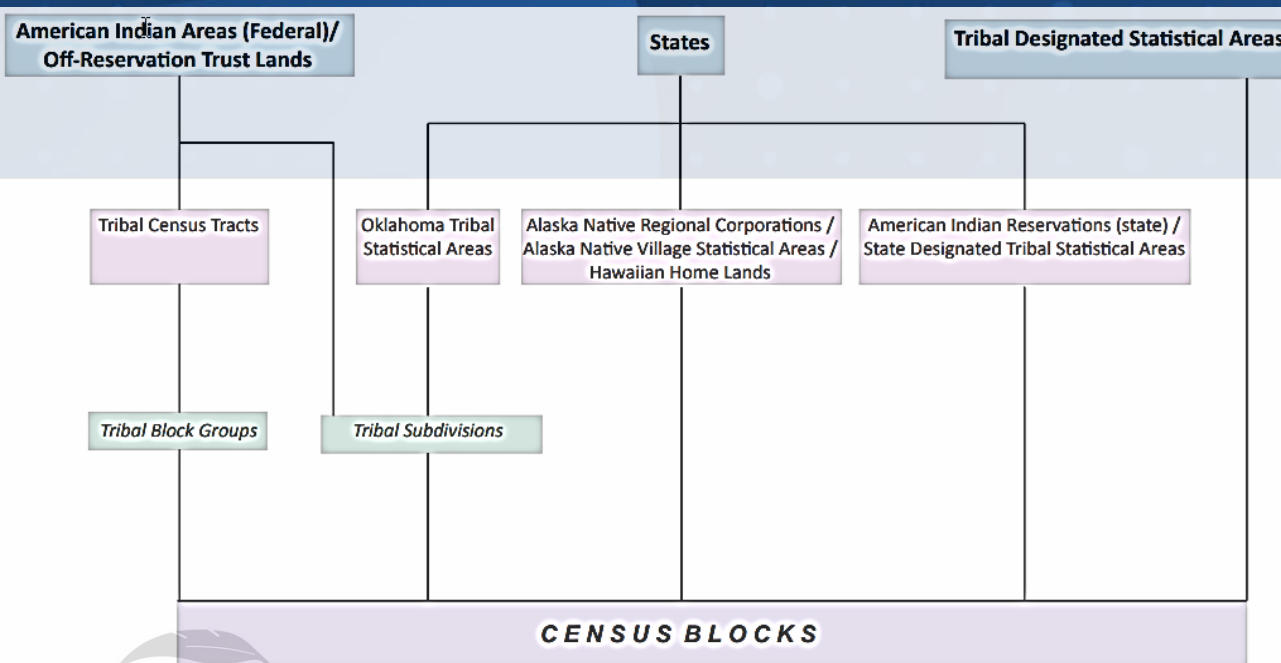


Selected Census Geographic Concepts



Behind the Data - Census Geography

- ✓ Standard Geographic Hierarchy
- ✓ Hierarchy of American Indian, Alaska Native, and Native Hawaiian Areas
- ✓ What is a Census block
- ✓ Economic Geographies VS Demographics



What is a Census block?

Block

- Statistical areas bounded by visible features.
- The building blocks for all geographic boundaries the Census Bureau tabulates data for, such as tracts, places, and American Indian Reservations.
- Generally small in area. In a city, a census block looks like a city block bounded on all sides by streets.
- Census blocks in suburban and rural areas may be large, irregular, and bounded by a variety of features, such as roads, streams, and transmission lines.
- In remote areas, census blocks may encompass hundreds of square miles.

Block Group

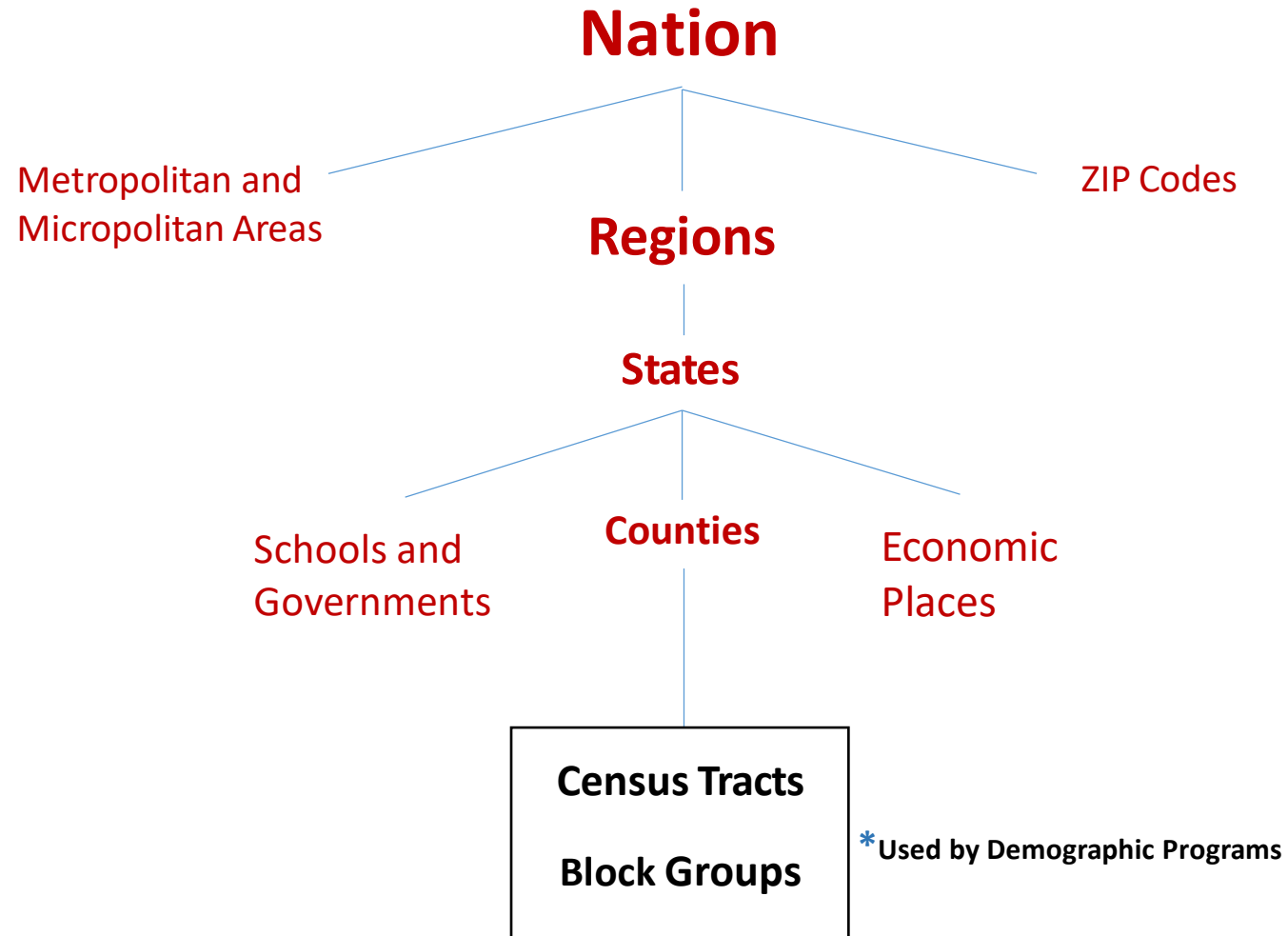
- Statistical divisions of census tracts, and generally contain between 600 and 3,000 people.
- Optimum size of 1,500 people.
- There are about 39 blocks per census block group

Tract

- Census tracts generally have a population size between 1,200 and 8,000 people.
- Optimum size of 4,000 people.
- A census tract usually covers a contiguous area; however, the spatial size of census tracts varies widely depending on the density of settlement.



Economic Geographic Levels



Geographic Differences *between*

Census Economic Programs and the American Community Survey

	Economic Programs	ACS
<i>Places/Economic Places</i>	Economic Places	Places
<i>ZCTAs/ZIP Codes</i>	ZIP Codes	ZCTAs
<i>Tribal Geographies</i>	Tribal Businesses	Tribal Areas
<i>Public Geographies</i>	Schools and Governments themselves	School Districts, Congressional Districts, State Legislative Districts
<i>Extras</i>	N/A	Census Tracts, Urban/Rural, PUMAs



2. Demographic Data



2020 Census Planning Survey
Advance Monthly Sales for Retail and Food Services (MARTS)
American Community Survey (ACS)
American Housing Survey (AHS)
American Time Use Survey (ATUS)
Annual Business Survey (ABS) Program
Annual Capital Expenditures Survey (ACES)
Annual Retail Trade Survey (ARTS)
Annual Survey of Entrepreneurs (ASE)
Annual Survey of Manufactures (ASM)
Annual Survey of Public Employment & Payroll (ASPEP)
Annual Survey of Public Pensions (ASPP)
Annual Survey of School System Finances
Annual Survey of State Government Tax Collections (STC)
Annual Survey of State and Local Government Finances
Annual Wholesale Trade Survey (AWTS)
Beginning Teacher Longitudinal Study (BTLS)
Boundary and Annexation Survey (BAS)
Building Permits Survey (BPS)
Business Dynamics Statistics (BDS)
Business Expenses Supplement (BES)
Business Formation Statistics (BFS)
Business R&D and Innovation Survey (BRDIS)
Business Research and Development Survey (BRDS)
Business and Professional Classification Survey
Census of Governments
Census of Jails
Census of Juveniles in Resident Placement (CJRP)
Census of State and Federal Adult Correctional Facilities

Commodity Flow Survey (CFS)
Construction Progress Reporting Survey (CPRS)
Consumer Expenditure Survey (CE)
County Business Patterns (CBP)
Current Industrial Reports
Current Population Survey (CPS)
Decennial Census of Population and Housing
E-Commerce Statistics (E-STATS)
Economic Census
Economic Census Industry Classification Report
Economic Census of Island Areas (IA)
Export Statistics
Exports from Manufacturing Establishments
Federal Assistance Awards Data System (FAADS)
Federal Audit Clearinghouse (FAC)
Foreign Trade Statistical Program
Government Units Survey (GUS)
Housing Vacancy Survey (HVS)
Identity Theft Supplement
Import Statistics
International Programs
International Trade Program
Justice Assistance Data Survey
Juvenile Residential Facility Census (JRFC)
La Encuesta sobre la Comunidad Estadounidense
La Encuesta sobre la Comunidad de Puerto Rico
Lists and Structure of Governments
Local Government School System Finance Survey
Management and Organizational Practices Survey (MOPS)
Manufactured Housing Survey (MHS)
Manufacturers' Shipments, Inventories, and Orders Survey (M3)

Manufacturers' Unfilled Orders (M3UFO) Survey
Manufacturing Energy Consumption Survey (MECS)
Metropolitan and Micropolitan
Monthly Retail Trade Survey (MRTS)
Monthly Wholesale Trade Survey (MWTS)
National Ambulatory Medical Care Survey (NAMCS)
National Census Bureau Survey
National Crime Victimization Survey (NCVS)
National Health Interview Survey (NHIS)
National Hospital Ambulatory Medical Care Survey (NHAMCS)
National Household Education Survey (NHES)
National Juvenile Justice Directory Program
National Prisoner Statistics (NPS)
National Sample Survey of Registered Nurses (NSSRN)
National Survey of Children's Health (NSCH)
National Survey of College Graduates (NSCG)
National Survey of Fishing, Hunting, & Wildlife-Associated Recreation
New York City Housing and Vacancy Survey (NYCHVS)
Nonemployer Statistics (NES)
Police-Public Contact Survey (PPCS)
Population Projections
Population and Housing Unit Estimates
Principal Follow-up Survey (PFS)
Private School Universe Survey (PSS)
Puerto Rico Community Survey (PRCS)
Quarterly Financial Report (QFR)

Quarterly Services Survey (QSS)
Quarterly Summary of State & Local Tax Revenue (QTAX)
Quarterly Survey of Plant Capacity Utilization (QPC)
Quarterly Survey of Public Pensions (QSPP)
Quarterly Workforce Indicators (QWI)
Redistricting Data Program
Rental Housing Finance Survey (RHFS)
Report of Organization
Residential Finance Survey (RFS)
School Crime Supplement (SCS)
School District Review Program (SDRP)
School Survey on Crime and Safety (SSOCS)
Schools and Staffing Survey (SASS)
Service Annual Survey (SAS)
Small Area Health Insurance Estimates (SAHIE) Program
Small Area Income and Poverty Estimates (SAIPE) Program
Special Census Program
Statistics of U.S. Businesses (SUSB)
Survey of Business Owners and Self-Employed Persons (SBO)
Survey of Construction (SOC)
Survey of Income and Program Participation
Survey of Market Absorption of New Multifamily Units (SOMA)
Survey of Program Dynamics (SPD)
Survey on Sexual Violence (SSV)
Teacher Follow-Up Survey (TFS)
Telephone Point of Purchase Survey (TPOPS)
Value of Construction Put in Place Survey

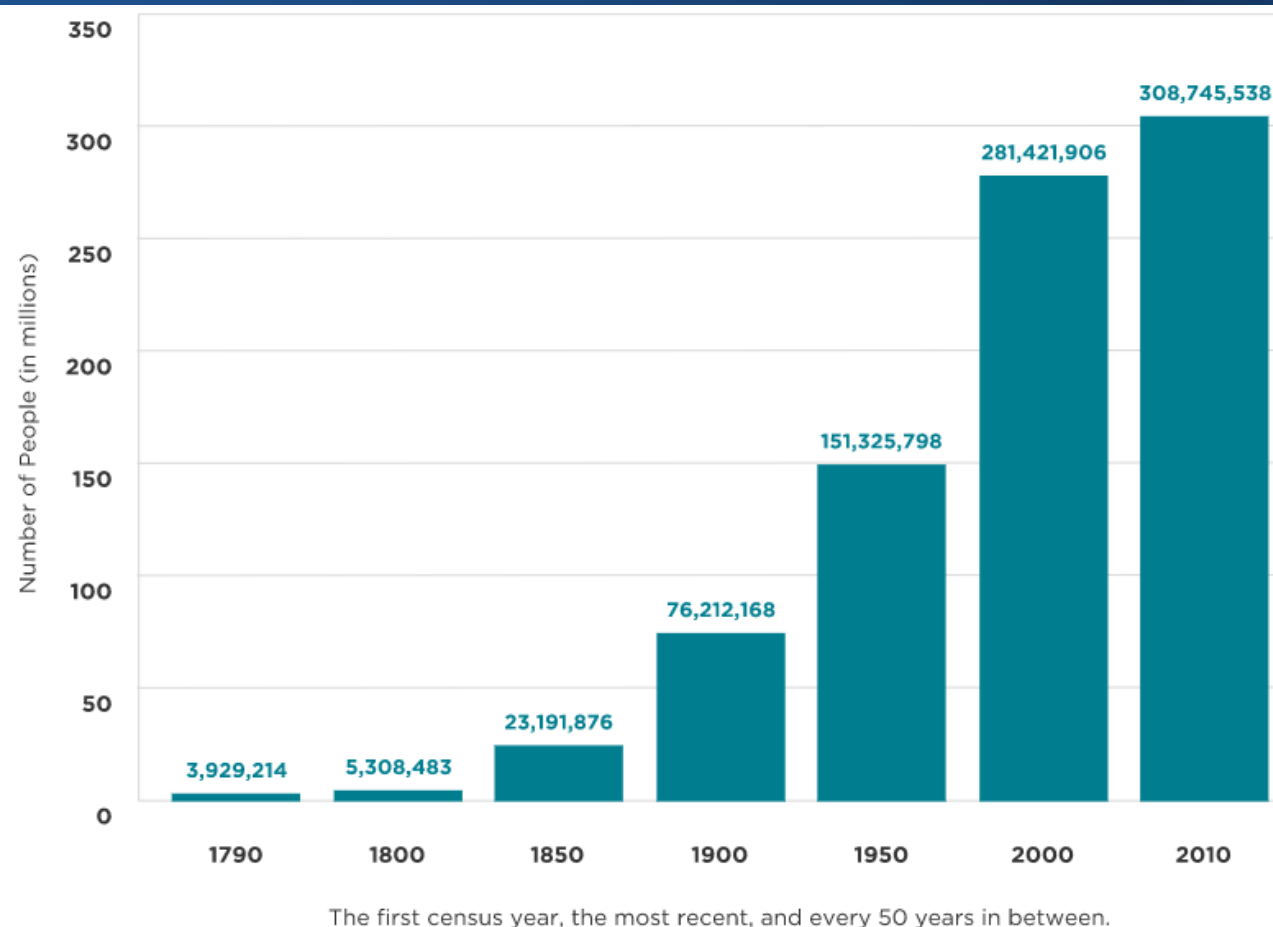


Our other work

The U.S. Census Bureau conducts more than 130 surveys each year

<https://www.census.gov/programs-surveys/surveys-programs.html>

Decennial Census



- **The goal is to count everyone once, only once, and in the right place.**
 - ✓ The census asks questions of people in homes and group living situations.
 - ✓ How many people live or stay in each home, and the sex, age and race of each person.
- **Apportionment of Congress**
 - ✓ Constitutionally Mandated by Article 1 Section 2
 - ✓ Total population count of each state. Determines the number of representative per state.
 - ✓ Delivered to the President by 4/30/21
- **Redistricting Data**
 - ✓ Public Law 94-171 Block, Block Group, Tract, County
 - ✓ Delivered to the states by 9/30/21
- **Data products at all geographic levels**
 - ✓ Detailed Tables
 - ✓ Publicly available on data.census.gov CY 2022



American Community Survey

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics
- Surveys 3.5 million addresses annually
- Helps determine over \$675 billion of federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year



Three key annual data releases:

1-year Estimates:

September

Population of 65,000 or more

1-year Supplemental Estimates:

October

Population of 20,000 or more

5-year Estimates:

December

No population threshold

What Topics Are Available?

SOCIAL

- Ancestry
- Citizenship
- Citizen Voting Age
- Disability
- Educational Attainment
- Fertility
- Grandparents
- Language
- Marital Status
- Migration
- School Enrollment
- Veterans

DEMOGRAPHIC

- Age
- Hispanic Origin
- Race
- Relationship
- Sex

ECONOMIC

- Class of Worker
- Commuting
- Employment Status
- Food Stamps (SNAP)
- Health Insurance
- Hours/Week, Weeks/Year
- Income
- Industry & Occupation

HOUSING

- ❖ Computer & Internet Use
- ❖ Costs (Mortgage, Rent, Taxes, Insurance)
- ❖ Heating Fuel Home Value Occupancy
- ❖ Plumbing/Kitchen Facilities Structure
- ❖ Tenure (Own/Rent) Utilities
- ❖ Vehicles

POPULATION



Guidance for Data Users

<https://www.census.gov/programs-surveys/acs/guidance.html>

- [Subjects Included in the Survey](#)
- [Which Data Table or Tool Should I Use?](#)
 - [Data Tools Chart](#)
 - [Table IDs Explained](#)
- [When to Use 1-year, 3-year, or 5-year Estimates](#)
- [Handbooks](#)
- [Comparing ACS Data](#)
 - [ACS/Census Table Comparisons](#)
- [Statistical Testing Tool](#)
- [Training Presentations](#)

Handbooks for Data Users

<https://www.census.gov/programs-surveys/acs/guidance/handbooks.html>

▼ Element 4: Race Iteration (Selected Tables Only)

For selected tables, an alphabetic suffix follows to indicate that a table is repeated.

Code	Race or Ethnic Group
A	White Alone
B	Black or African American Alone
C	American Indian and Alaska Native Alone
D	Asian Alone
E	Native Hawaiian and Other Pacific Islander Alone
F	Some Other Race Alone
G	Two or More Races
H	White Alone, Not Hispanic or Latino
I	Hispanic or Latino

▼ Element 1: Table Type

Table ID Characters	Type of Table	Contains
B	Detailed Tables	Base Table
C		Collapsed Table
K20	Supplemental Table	
S	Subject Table	
R	Ranking Table	
GCT	Geographic Comparison Table	
DP	Data Profile	
NP	Narrative Profile	
CP	Comparison Profile	
S0201	Selected Population Profile	

▼ Element 2: Subject (B, C, K20, S, R, and GCT Tables Only)

The next 2 characters identify the subject of the table. Profiles (DP, NP, CP, and S0201) cover multiple topics, so they do not have any characters to indicate a subject.

Subject Number	Subject Name	Subject Number	Subject Name
01	Age; Sex	16	Language Spoken at Home
02	Race	17	Poverty Status
03	Hispanic or Latino Origin	18	Disability Status
04	Ancestry	19	Income
05	Citizenship Status; Year of Entry; Foreign Born Place of Birth	20	Earnings
06	Place of Birth	21	Veteran Status; Period of Military Service
07	Migration/Residence 1 Year Ago	22	Food Stamps/Supplemental Nutrition Assistance Program (SNAP)
08	Commuting (Journey to Work); Place of Work	23	Employment Status; Work Status Last Year
09	Relationship to Householder	24	Industry, Occupation, and Class of Worker
10	Grandparents and Grandchildren Characteristics	25	Housing Characteristics
11	Household Type; Family Type; Subfamilies	26	Group Quarters
12	Marital Status; Marital History	27	Health Insurance Coverage
13	Fertility	28	Computer and Internet Use
14	School Enrollment	98	Quality Measures
15	Educational Attainment; Undergraduate Field of Degree	99	Allocation Table for Any Subject

Understanding and Using American Community Survey Data

What Users of Data for American Indians and Alaska Natives Need to Know

Issued March 2021

What Users of Data for American Indians and Alaska Natives Need to Know

https://www.census.gov/content/dam/Census/library/publications/2021/acs/acs_aian_handbook_2021.pdf

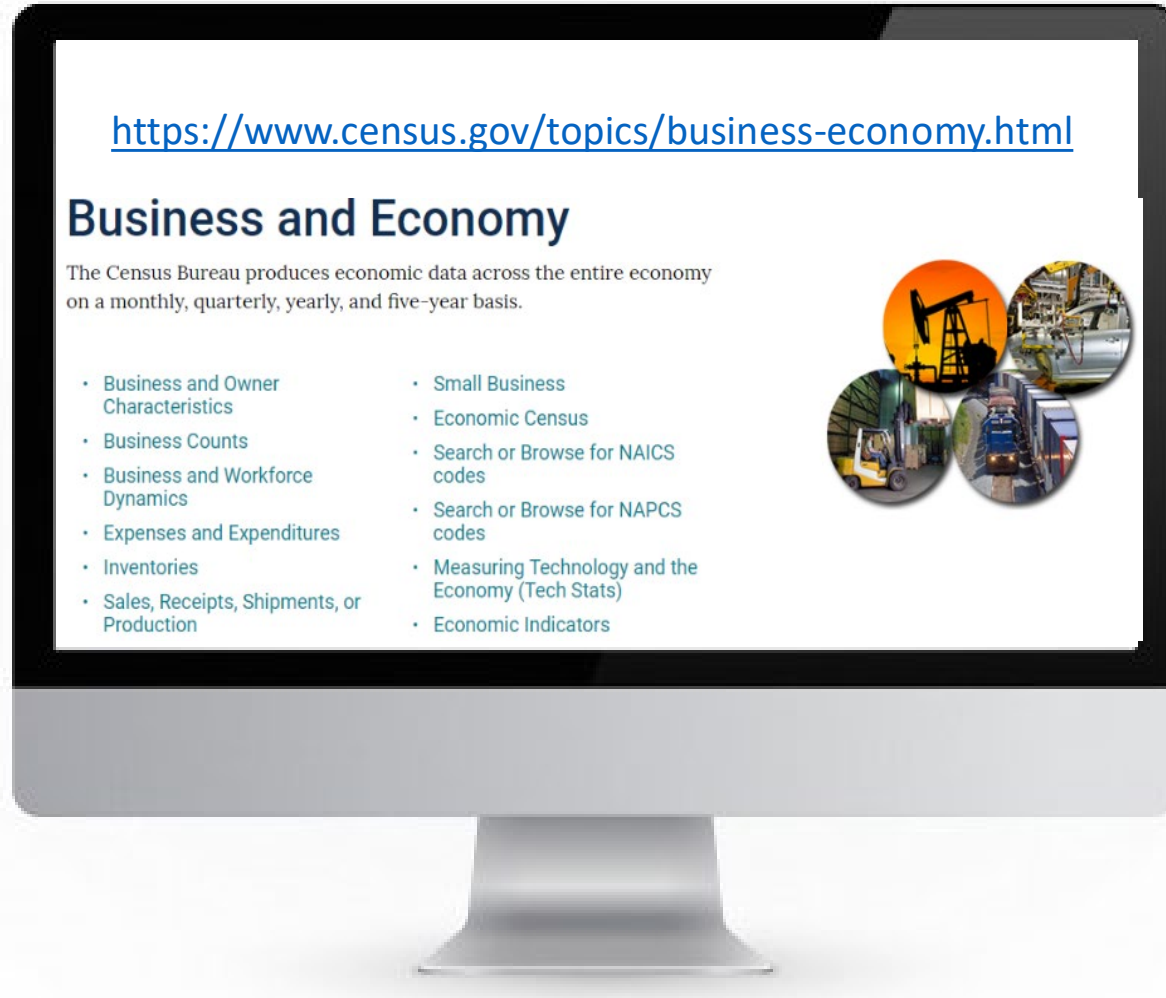


3.

Economic Data



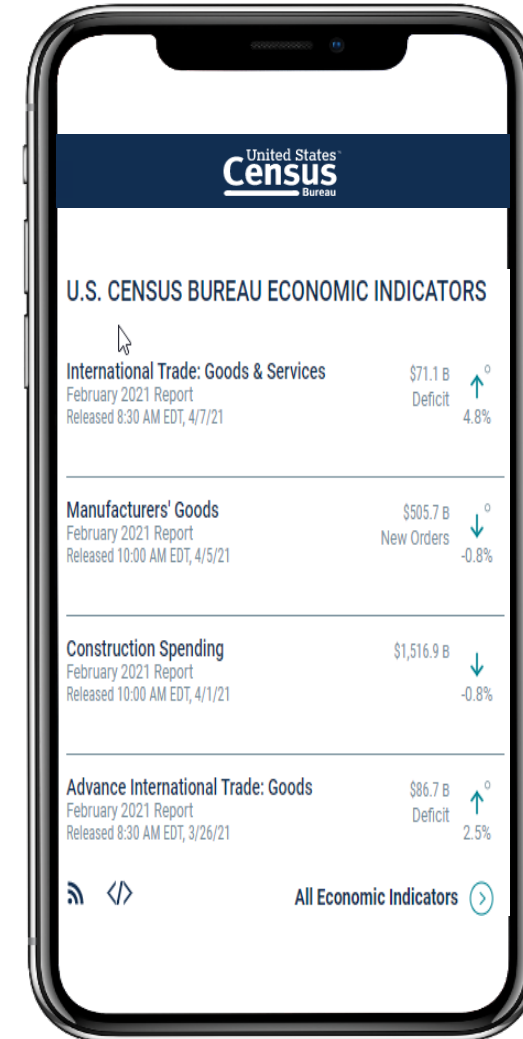
Census Bureau produces Economic Data



- ✓ Census Bureau Economic Surveys are a key source for official statistics companies can use
- ✓ Monthly and Quarterly are small sample surveys that provide the TIMELIEST data available
- ✓ Annual surveys have larger samples and provide the most up-to-date TREND data available
- ✓ Every 5 years, the Economic Census measures all businesses and provides the most COMPREHENSIVE data available
- ✓ These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Economic Indicators

- The Census Bureau produces 13 of the 36 Principle Federal Economic Indicators.
- We collect the data that produces 6 more indicators reported by other federal statistical agencies.
- More than 30 million U.S. business enterprises; 330 million Americans; and 93,000 tribal, state, and local governments rely on our data to make informed decisions.



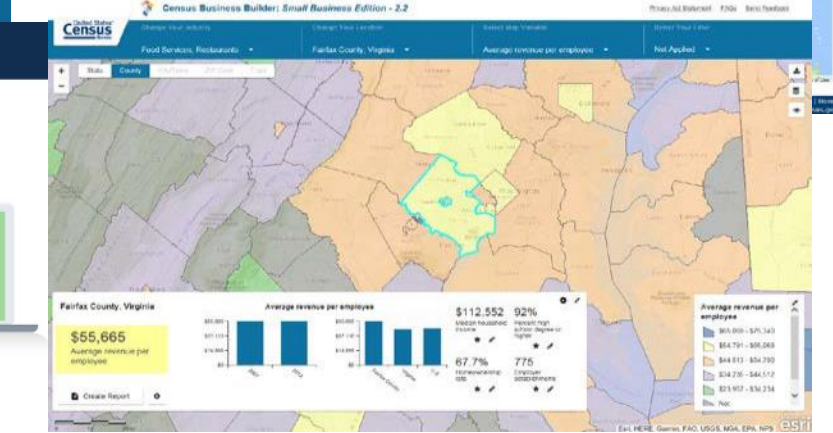
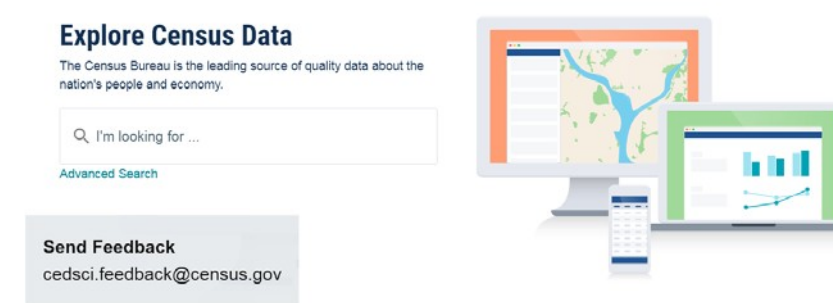
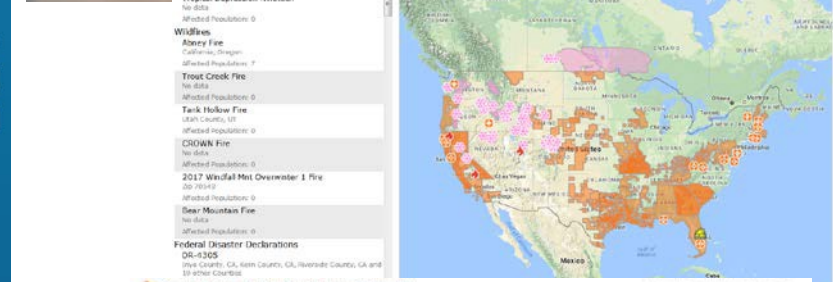
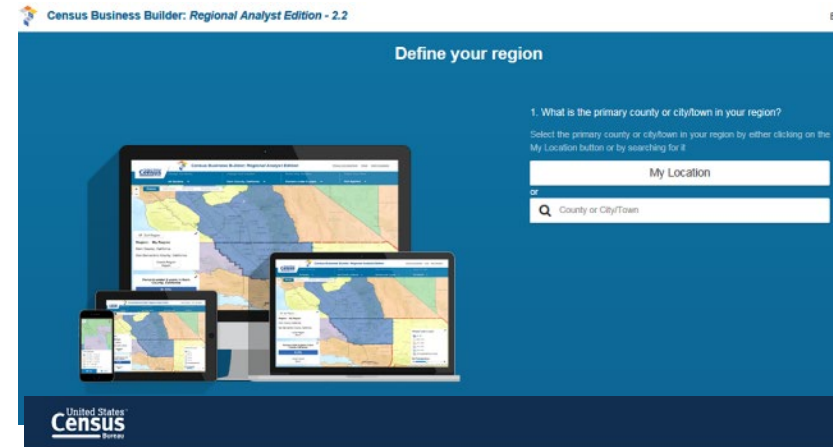
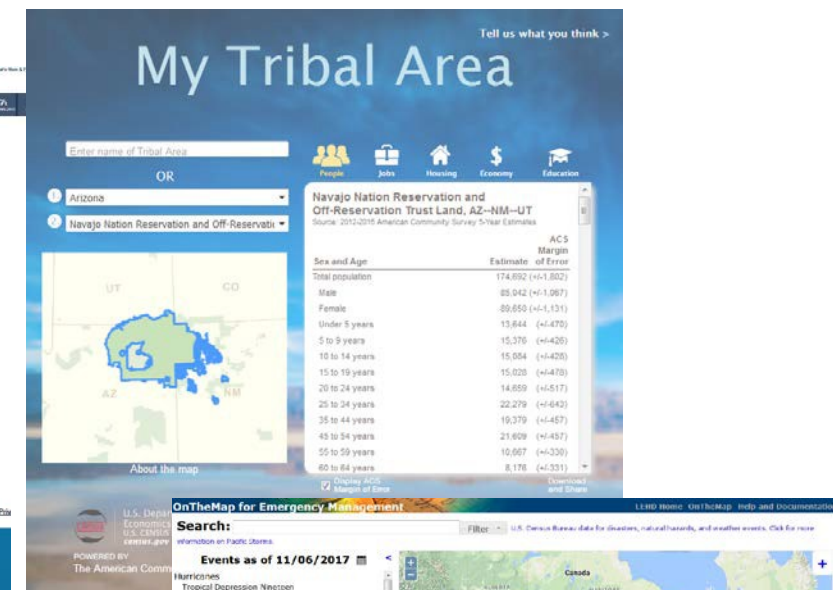
<https://www.census.gov/economic-indicators/>

4. | Data Tools



Selected Ways to Access Data

- QuickFacts
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- data.census.gov



<https://census.gov/data/data-tools.html>

My Tribal Area

<https://www.census.gov/tribal>

American Community Survey 2015-2019 5 Year Estimates [Demographic, social, economic, and housing]

My Tribal Area provides comprehensive maps, data profiles and downloadable features for each Tribal area. Users can also share a link to the application on social media or generate an embed code to include the tool on their own website.

These estimates support **Driven Data Decisions** for:

- Tribal Economic Development
- Community Planners
- Grant Writers
- Indian Health Services
- Reservation Schools
- Tribal Leaders
- Partners to Tribal Nations



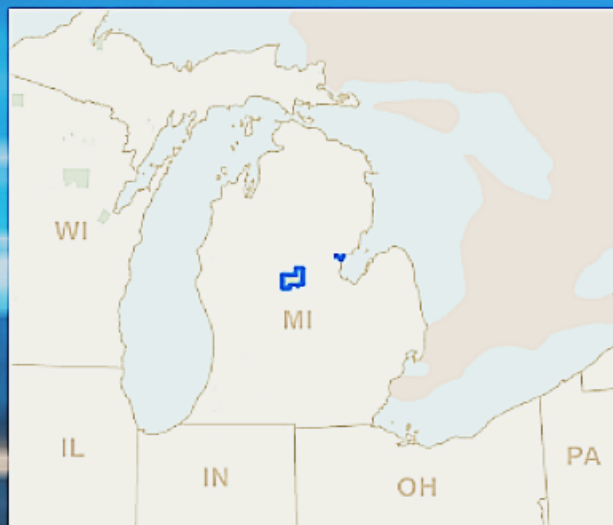
My Tribal Area

Enter name of Tribal Area

OR

1. Michigan

2. Isabella Reservation



About the map



Isabella Reservation, MI

Source: 2015-2019 American Community Survey 5-Year Estimates

Sex and Age	ACS Margin Estimate of Error
Total population	27,339 (+/-544)
Male	13,613 (+/-384)
Female	13,726 (+/-399)
Under 5 years	1,502 (+/-151)
5 to 9 years	1,559 (+/-161)
10 to 14 years	1,719 (+/-140)
15 to 19 years	1,744 (+/-167)
20 to 24 years	2,156 (+/-323)
25 to 34 years	3,969 (+/-268)
35 to 44 years	3,240 (+/-161)
45 to 54 years	3,613 (+/-215)
55 to 59 years	1,978 (+/-163)
60 to 64 years	1,779 (+/-143)
65 to 74 years	2,352 (+/-144)
75 to 84 years	1,186 (+/-106)
85 years and over	542 (+/-96)

☒ Display ACS
Margin of Error

Download
and Share



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

POWERED BY
The American Community Survey

Glossary >

Local Employment Dynamics (LED) Data

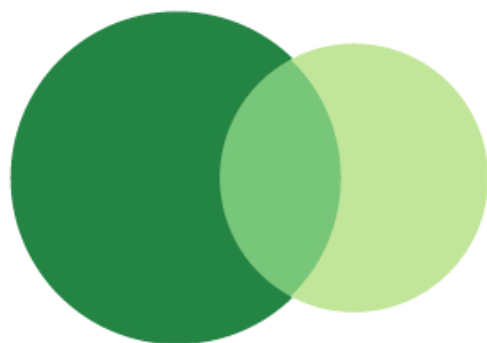
- Inflow/Outflow
- Distance/Direction
- By NAICS

Labor market data

- Detailed workforce

On The Map

Inflow/Outflow Job Counts in 2018

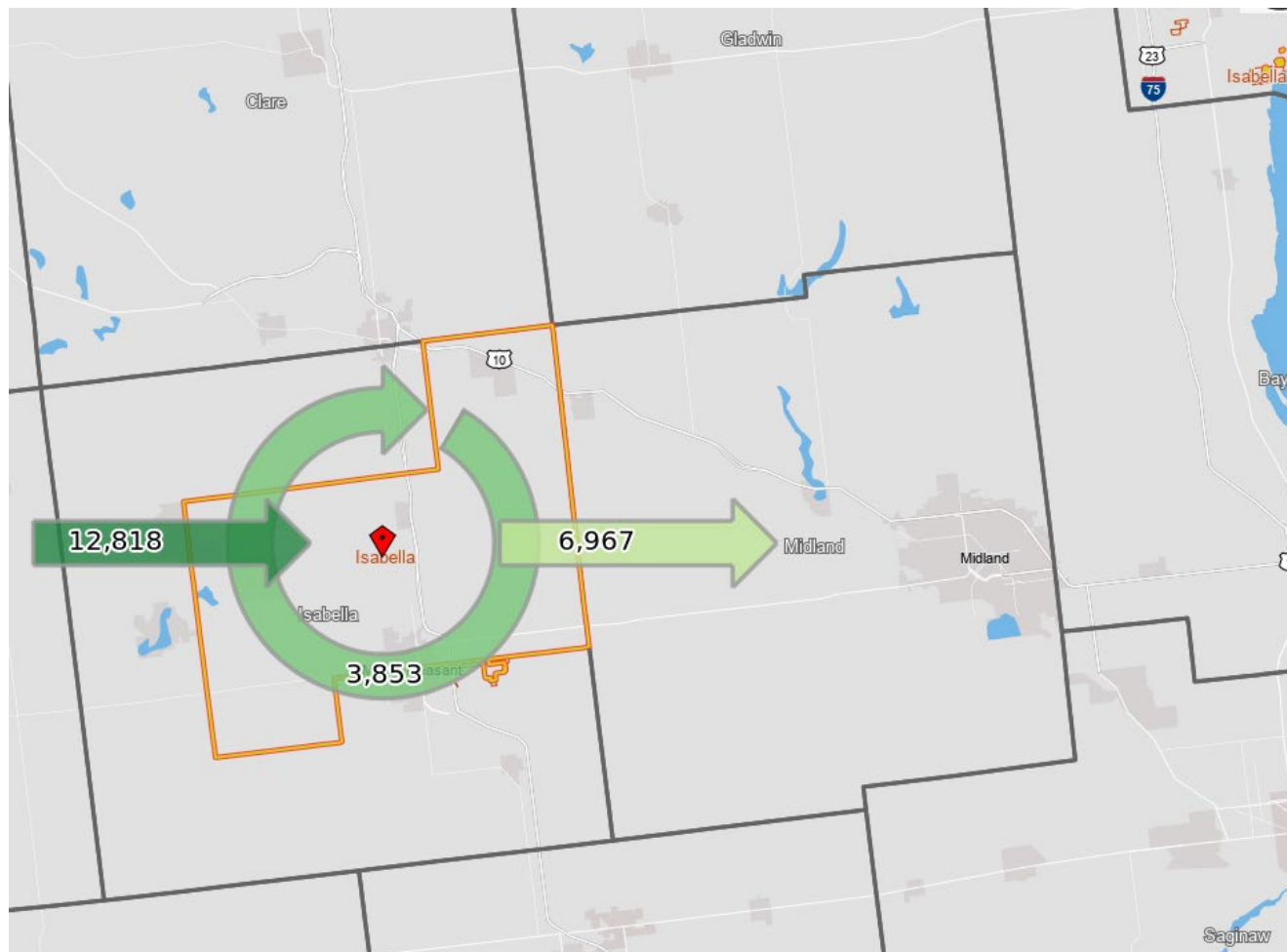
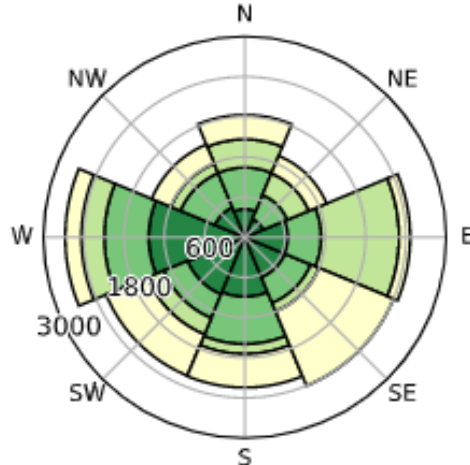


- 12,818 - Employed in Selection Area, Live Outside
- 6,967 - Live in Selection Area, Employed Outside
- 3,853 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (All Jobs) 2018

	Count	Share
Employed in the Selection Area	16,671	100.0%
Employed in the Selection Area but Living Outside	12,818	76.9%
Employed and Living in the Selection Area	3,853	23.1%
Living in the Selection Area	10,820	100.0%
Living in the Selection Area but Employed Outside	6,967	64.4%
Living and Employed in the Selection Area	3,853	35.6%

Job Counts by Distance/Direction in 2018
All Workers

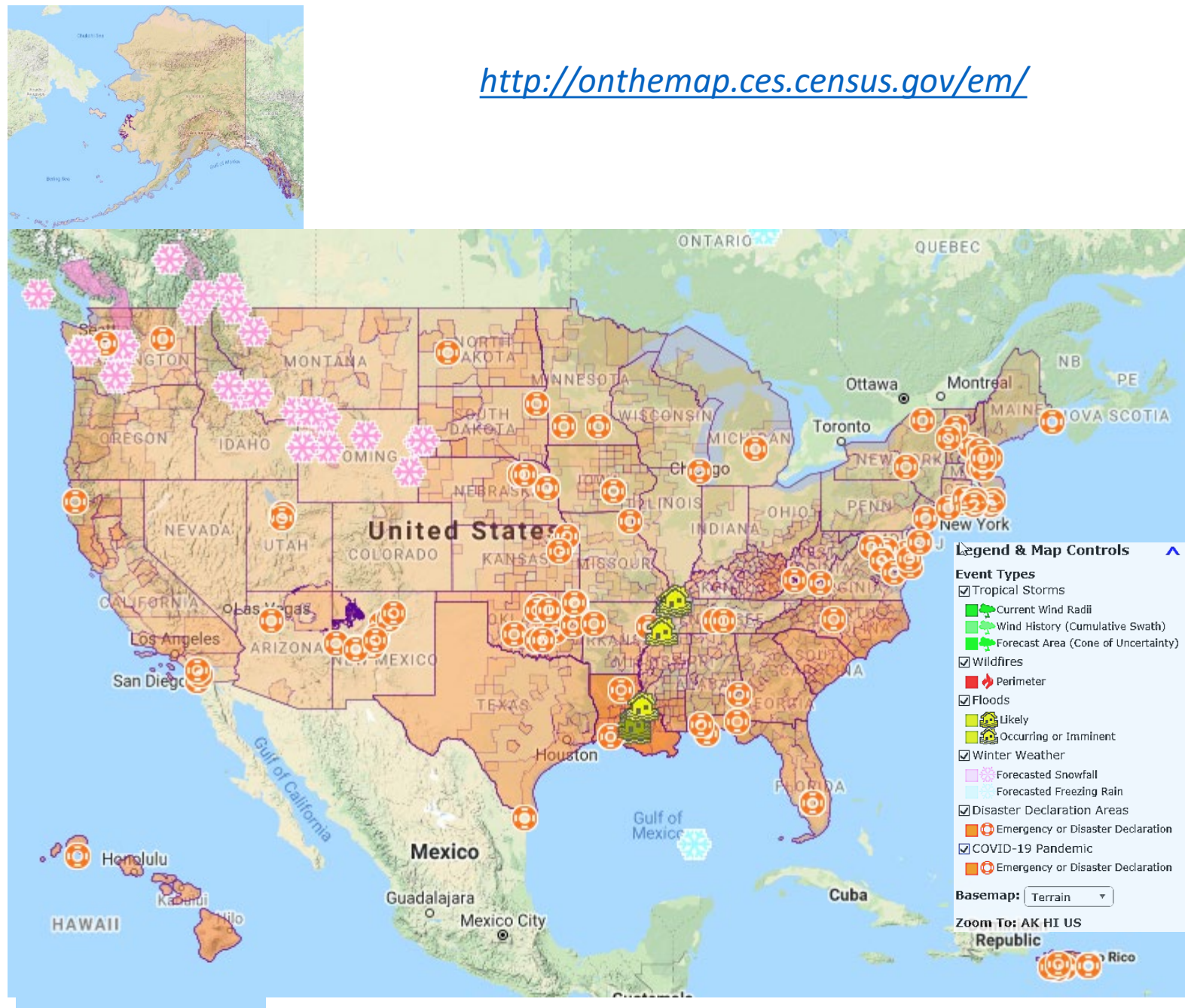


OnTheMap for Emergency Management

<http://onthemap.ces.census.gov/em/>

OnTheMap for Emergency Management provides immediate information for rapidly changing hazard event areas. It allows federal, state, and local incident teams to understand the disasters potential impact. The tool is built around Census Bureau's LEHD Employment and ACS demographic Data. The program automatically incorporates real time data from other federal agencies.

- National Weather Service's (NWS)
- National Hurricane Center
- Department of Interior (DOI)
- Department of Agriculture (DOA)
- Federal Emergency Management Agency (FEMA)



Nearby Events

Federal Disaster Declarations

DR-4547
Iosco County, MI, Saginaw County, MI, Arenac County, MI and 2 other Counties
Affected Population: 351,276

EM-3525
Midland County, MI, Gladwin County, MI
Affected Population: 109,321

COVID-19 Pandemic

DR-4494
Keweenaw County, MI, Alger County, MI, Ontonagon County, MI and 80 other Counties
Affected Population: 9,883,640

Shallow dive into data & maps



Analysis Area:

Event Area

Household Type

Universe: Population in households
Source: American Community Survey, 2015-2019. [Source info](#)

Characteristic	Estimate	Margin of Error
Total	332,146	±589
In family households	269,856	±1,596
In nonfamily households	62,290	±1,514

- Race
- Hispanic or Latino Origin
- Ability to Speak English by Age
- Ability to Speak English by Language Spoken at Home
- Disability Status by Poverty Status
- Disability Status by Age
- Ratio of Income to Poverty Level in the Past 12 Months
- Poverty Status in the Past 12 Months
- Population 65 Years and Over Living Alone
- Households With One or More People 65 Years and Over
- Earnings in the Past 12 Months for Households
- Social Security Income in the Past 12 Months for Households
- Supplemental Security Income (SSI) in the Past 12 Months for Households
- Public Assistance Income in the Past 12 Months for Households
- Retirement Income in the Past 12 Months for Households
- Households Receiving Food Stamps/SNAP in the Past 12 Months
- Year Structure Built
- Aggregate Value of Owner Occupied Housing
- House Heating Fuel
- Mobile Homes
- Vehicles Available



Business Builder Small Business Edition

<https://cbb.census.gov/sbe/>

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

You selected: Personal Services > [Auto repair](#)

Number of Establishments (U.S.): 159,882

Clear Selections

or Search for your type of business

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report



1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

Auto Repair

Barber Shops

Beauty Salons

Daycare

Landscaping

Nail Salons

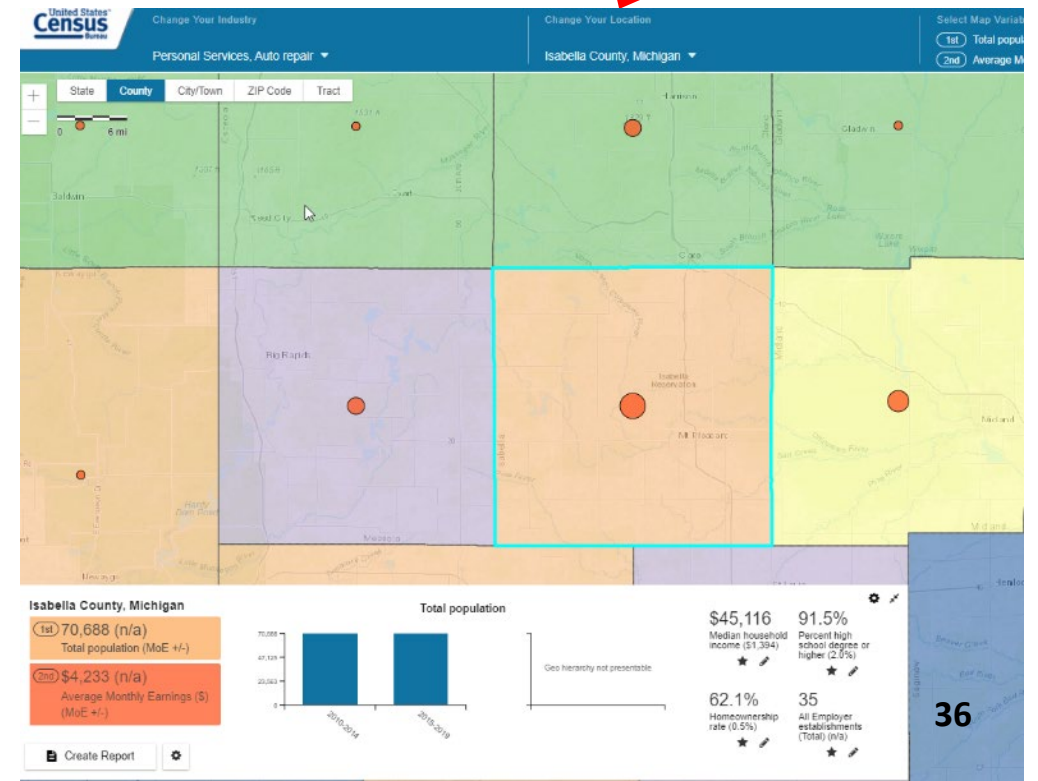
Photographers

Taxi Services

Travel Agencies

or Search for your type of business

Clear Selections



Create a Report



LOCAL BUSINESS PROFILE

Auto repair - Isabella County, Michigan

CONTENT

#1: Contents

#2: My Potential Customers

#3: Business Summary

#4: Consumer Spending

#5: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **Isabella County, Michigan**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **Auto repair** businesses in **Isabella County, Michigan**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Isabella County, Michigan**.



<https://cbb.census.gov/sbe/#>

Business Builder Regional Analyst Edition

<https://cbb.census.gov/rae/#>



Census Business Builder: *Regional Analyst Edition* - 3.3.2

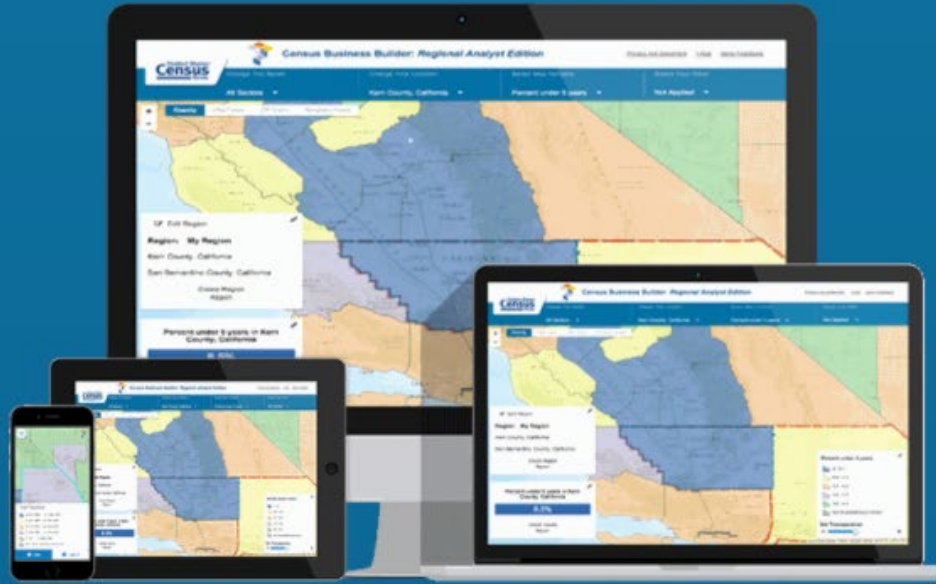
What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

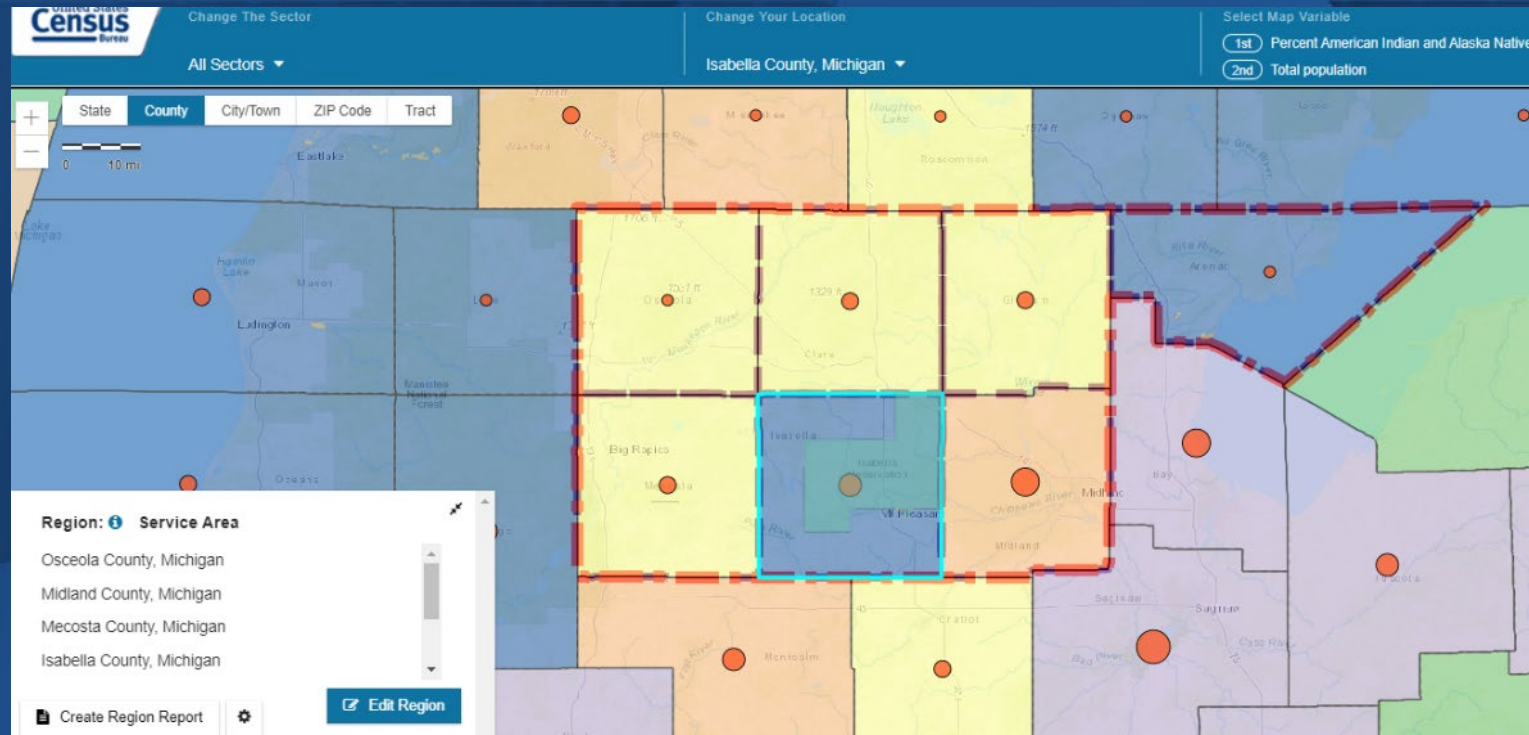
Find My Location

or

 State, County, City/Town, or ZIP Code







Create a Report
Summary or Detailed



LOCAL BUSINESS PROFILE

All Sectors - My region

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **Service Area**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **Service Area**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Service Area**.

Service Area is comprised of:

- [Arenac County, Michigan](#)
- [Clare County, Michigan](#)
- [Gladwin County, Michigan](#)
- [Isabella County, Michigan](#)
- [Mecosta County, Michigan](#)
- [Midland County, Michigan](#)
- [Osceola County, Michigan](#)

Data Live Demo

Advanced Search

Table ID (e.g., DP05)

Narrow search with filters

FIND A FILTER

Q e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

TOPICS

Business and Economy

Education

Employment

Families and Living Arrangements

Government

Health

Housing

Income and Poverty

Populations and People

Race and Ethnicity

RACE AND ETHNICITY

☐ -02 - All available basic races alone or in combination

☐ -03 - All available basic race combinations

American Indian and Alaska Native

Asian

Black or African American

Hispanic or Latino

Native Hawaiian and Other Pacific Islander

☐ Native Hawaiian and Pacific Islander

Not Hispanic or Latino

Some Other Race

AMERICAN INDIAN

☐ American Indian

☐ -07 - All available tribal groupings

☐ -08 - All available tribes

☐ 007 - American Indian alone

☐ 010 - American Indian alone or in any combination

☐ 01B - American Indian alone (300,A01-M38,M41-M42)

☐ 193 - American Indian tribes, specified, alone or in any combination (A01-M38, T01-Z99) & (100-299) or (300, A01-Z99) or (400-999)

☐ 278 - American Indian tribes, specified, alone (A01-M38, T01-Z99)

AMERICAN INDIAN

☐ 50B - American Indian alone (300,A01-M43) or in any combination

☐ 7A1 - American Indian alone or in any combination (A01-M43) & (100-299) or (300, A01-Z99) or (400-999)

Abenaki

Ak-Chin

Algonquian

Apache

<https://data.census.gov>

United States
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Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

Q Find Tables, Maps, and more ...

SEARCH

Advanced Search ? Help Feedback



Resources on census.gov

My Tribal Area

<https://www.census.gov/tribal>

Data.census.gov advanced search

<https://data.census.gov>

Census Business Builder (CBB)

<https://www.census.gov/data/data-tools/cbb.html>

North American Industry Classification System (NAICS)

<https://www.census.gov/naics/>

On The Map

<https://onthemap.ces.census.gov>

Response Outreach Area Mapper (ROAM)

<https://census.gov/roam>

Quick Facts Profiles, Population >5000

<https://www.census.gov/quickfacts>

Non-Census Sites

Census Reporter

<https://censusreporter.org/>

Social Explorer

<https://www.socialexplorer.com/>

Small Business Administration

<https://www.usa.gov/business>

Other Federal Statistical Agencies

<https://www.usa.gov/statistics>

Minnesota Population Center

<https://www.pop.umn.edu/>

National Historical Geographic Information System (NHGIS)

<https://www.nhgis.org/>

Missouri State Data Center

<http://mcdc2.missouri.edu>

Federal Statistical Research Data Center

<https://www.census.gov/about/adrm/fsrdc/locations/kansas-city.html>

Complete list of Census Tools

<https://www.census.gov/data/data-tools.html>



**Questions,
feel free to
contact:**

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312-636-2552

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1-844-ASKDATA

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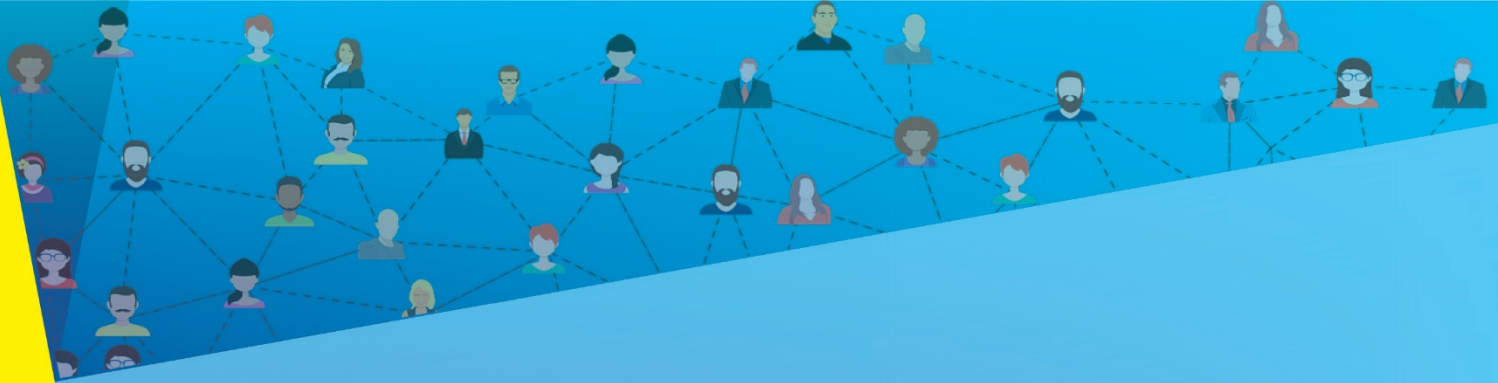


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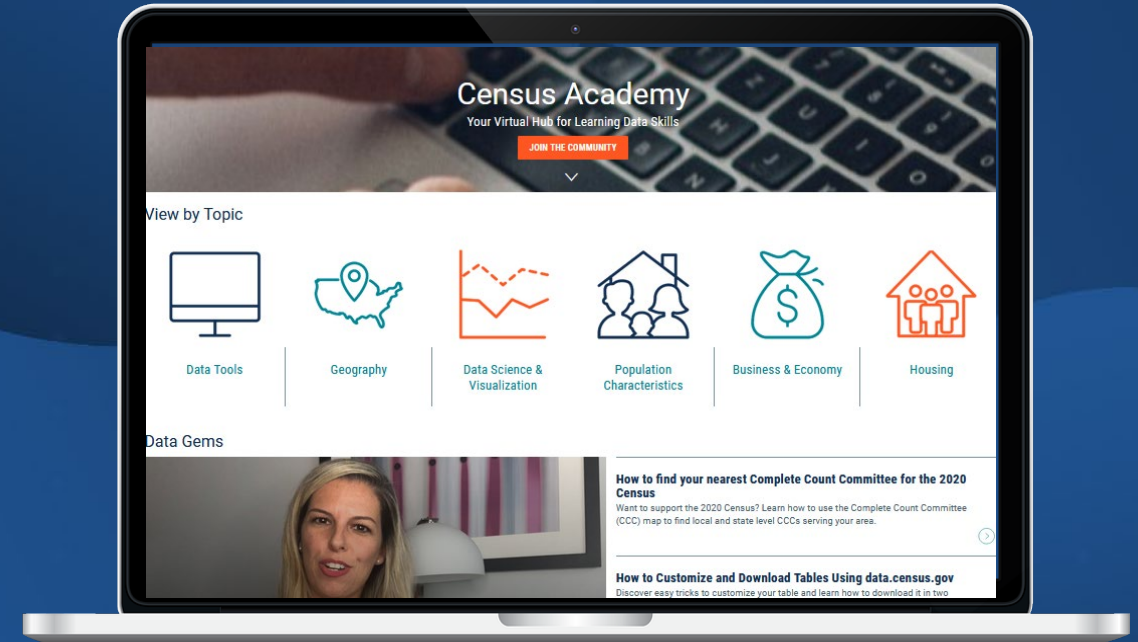
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2021 Data Summit Series

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Description

You are Invited to join the U.S. Census Bureau's 2021 Data Summit Series. Designed for the novice data user, the series will present a high-level overview of several data products and demonstrate how they can be used to assist organizations and businesses identify data-driven solutions to challenges.

All Webinars in this Series

April 08, 2021

Census Data for Everyone: Why it Should Matter to You

Learn about how your responses to Census Bureau surveys are used to create publicly available data products.

>

April 13, 2021

Census Bureau Data for the AIAN Population and Businesses

This webinar will show you how to explore the data and tools that the Census Bureau offers for the AIAN population and AIAN-owned businesses.

>

April 15, 2021

Census Bureau Data for Philanthropic and Non-Profit Organizations

This webinar will take a dive into data from decennial censuses, various surveys, and examine statistics to give a more complete portrait of those you serve.

>

April 20, 2021

Accessing Census Bureau Data for Rural Communities

This webinar will teach basic Census geography, rural vs. urban terminology, as well as tools and tables using the ACS for the contemporary rural landscape.

>

The logo of the United States Census Bureau, featuring a stylized eagle with its wings spread, above the text "United States Census Bureau".

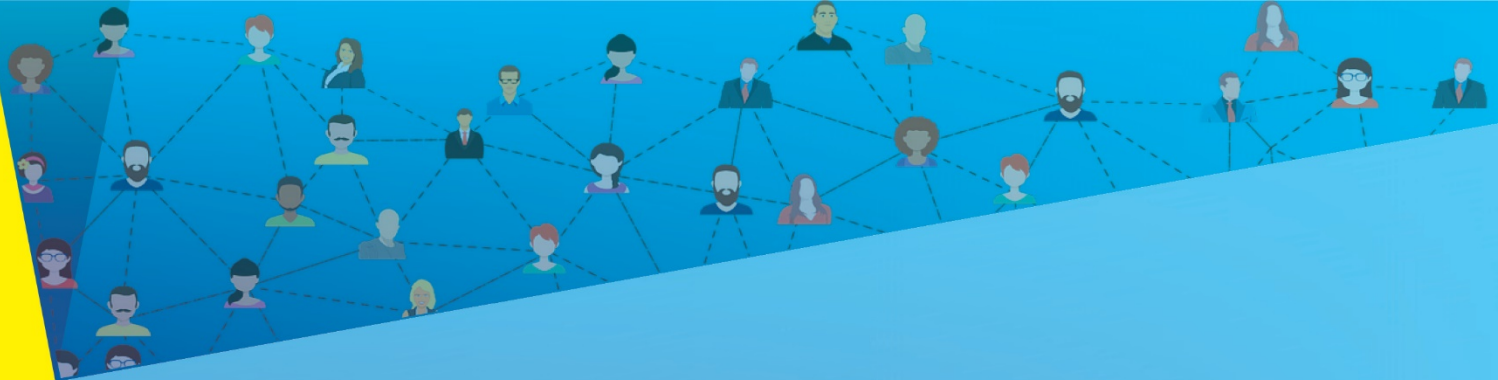
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U.S. CENSUS BUREAU

2021

DATA SUMMIT

S E R I E S



We want your Feedback...

There are three ways to tell us what you think about today's session

EMAIL: Be on the lookout! CPEP will send you a post-summit email with a general question. Please reply.

REGIONAL OFFICE: Contact your regional office via phone or email.

LOCAL PARTNERSHIP TEAM: Connect with your local partnership specialist for any of your needs, and/or thoughts.

Let us know how we did...

<https://questionweb.com/59112/>



Regional Offices – Contact Information

Atlanta Regional Office:

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Philadelphia, PA 19106-2320

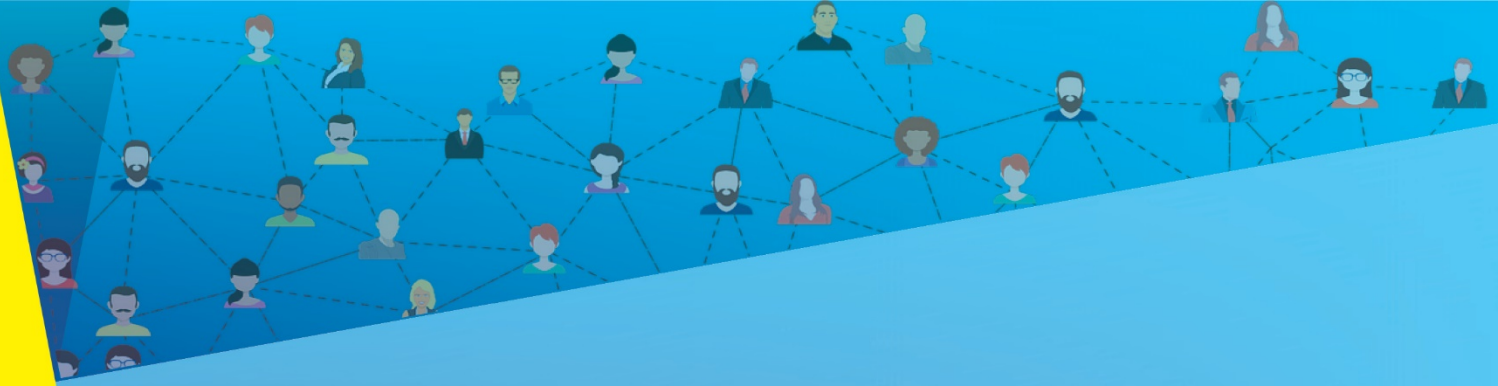
215-717-1800 or 800-262-4236

Philadelphia.Regional.Office@census.gov



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Partnership Coordinator

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THANK YOU
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