

## Hidden Gems and How to Find Them on Census.gov - Transcript

Please stand by for realtime captions. Good afternoon and welcome to the webinar, hidden gems and how to find them on Census.gov. We will be getting started in about five minutes. Good afternoon. Welcome to hidden gems and how to find them on Census.gov. I'm Kathy Carmichael and today we have Heidi Crawford and Ileana Serrano from the Census Bureau. Heidi has worked for the Census Bureau for 22 years and serves as a data dissemination specialist for Alaska, Idaho, Oregon and Washington. In her role as a dissemination specialist, she provide support and training on a variety of customers interested in census data and tools. Ileana Serrano serves as a data dissemination specialist for the Census Bureau and is a veteran of three census and is essential for building and maintaining relationships with stakeholders in Illinois, Indiana, and through the dissemination of census data and informal products. Heidi and Ileana will share their presentation today which means if they start sharing, you will no longer be able to see the chat box. If you want to ask a question or just want to watch the chat traffic as they are presenting, when screen sharing begins, mouse over the blue bar at the top and when the menu drops down click on chat to enable the chat box. Take it away.

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All right. Thank you to Kathy and Ashley for inviting us today. We really appreciate that you can make our session today. Again, my name is Heidi Crawford and my partner today is Ileana Serrano . Ileana and I are a few of the data dissemination specialists across the country available to conduct training, presentations and respond to data queries from our data queries users and other customers but today's session will focus on some of our less explored tools and resources on her website. Ileana and I will take you in a tour of the website and show you how to find these gems. Webinar will last about an hour including time for questions and we have provided our slides to the FDLP staff and they will be able to share them with you afterwards. We also provided our contact information. At the end of today, you will have that, as well as our general email box if you'd like to find out who your local data dissemination specialist is. And as mentioned, the chat box is open and we will do our best to address questions through the chat during the question and we can also stay on for a few minutes at the end, as well if you would like to ask you some questions. So, to talk a little bit about what we are going to do today, first am going to start with an overview of the Census Bureau. And then we will immediately jump online so that we can demo some of these data sites and data tools and the gems we have and we will conclude with a few slides and have some time for that Q&A at the end. We've also included at the end of the deck a couple slides with the website resources so you don't feel like you have to scramble today and try to follow us. We did put those in on a couple slides so we have under each tab what we have showed you so you know where to go back and find that. And they are recording the session so you will have the video recording, as well.

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I never like to assume that all the attendees on a session know what we do at the Census Bureau and the types of data that we collect. I was like to say a few things about what we do at the Bureau. We are probably most well-known for our decennial census we conducted every 10 years and we just got done with our 2020 census last year and had started to release some of that initial data. And we also do an economic census every five years and that is typically on the years ending in 2 and 7. That's where you will get a wide variety of that data on employer businesses, and just about every type of sector, as well as many different geography levels . And we also have our American Community Survey which is our largest ongoing survey that we have that we conduct every single year. In that is more of a replacement from the census longform, 2000 was the last year we stopped doing census longform. When you people needed statistics on a sooner basis than every 10 years so we migrated some of that information into the longform through the American Kirby -- American Community Survey. And aside from those, we

conduct over 130 surveys each year. Some of them may be monthly. So maybe quarterly. Some may be biannually. But we have a number of different surveys and we will provide a link on the slide as to where you can find those.

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Next we will go ahead and hop on line so we can start showing you where to find some of these different resources. So, we will walk through some of the different subject tabs that we have and we are going to interact with a few of the data tools, as well. With that, go ahead and we are going to go online to our Census.gov. It's very easy when you come to Census.gov to immediately start looking for whatever it is that you may be looking for. I did want to point out that we do have a search of top here. You can type in whether it's a survey or certain topic and see what that may bring your. And then we also have these different tabs right here. This is some of what Ileana and I will be going through today. We will talk about a few of the features in each tab. As you can see, there's quite a bit under some of these tabs, but we will just touch upon a few of the things we thought you might be interested in learning about, or may not know about. Before we get into the tab I'm going to talk a minute about the home page. When we look at the top, usually we have to the left some recent event or something that might be happening now or a popular news release from this example, and you will see this as a theme in a couple places I show you today, one of the things we are focusing on is we have our census open innovation labs. Some of it signaling in on the past three days. There's information here for that. We also have the pop clock which is very popular. And I will come back and show you some neat features with that. As we move down on the Hilton -- right-hand side we have a number of economic indicators. That's usually always there. And also what is typically here, in the past few years I've noticed we have a link for surveys and a link for the quick fact data tool. And I will be going back and showing you a little about that as well. Let's move down the page and you come to another spot for latest news. Whether we have a data release or something newsworthy, that's where it's going to be. And as you can see here, we have information on the count question resolution. That was released today because that is a program that we have with the 2020 census so that was something that came out today so that is featured here. And then if you come down to the America accounts stories, stories behind the numbers. What we do is we produce quite a few stories on a frequent basis about topics for data releases, newsworthy things. And what we do is we have subject matter experts from around the Bureau contribute to this. So, we will have a data release and maybe a subject matter expert that will talk about what do they see in the data. So, it's a really nice way to put together real-world examples of what we are seeing in the analysis in that data. And then if we come down, we will come to our popular visualizations. We do a lot of visualizations. Some are static and some are interactive. What they have featured here on our home page are a number of the visualizations we have created for the 2020 census. And then we have a link to where you can find those, as well. We also have a section for popular publications. Typically in the fall when we release our income and poverty and our health insurance, that's when those are the popular publications that we will produce those when we release that data, and then you can find these here. Out of COVID we created an interactive COVID hub that has a variety of our statistics, different tools of there, information from other agencies. We have that featured. And then I think this is one of the overlooked little gems we have the bottom of her website and people probably often don't scroll down here because they're looking at everything at the top. What we have is a calendar. If you click on one of these days, it will give you what's going on. For example, today you can see we have quite a few different stories and releases that we put out today. But you will find here if you're interested in a webinar, we would post that here. So, there's actually a lot of good information on the calendar. And then just coming down, this is where you can sign up for subscription. The subscription is anything, probably, that you have at your favorite store that you follow. You can determine the frequency and the subjects that you would like to follow. And overhear we are pretty much everywhere on social media. We have links to our handle here.

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I'm going to come back up here to show you a couple features I went past really quickly. First, I'm going to come in here to the population clock. A lot of people think this is a neat feature, and it is. But sometimes they just look at this webpage and they see the numbers but we actually have some good information behind that. If you scroll down, we are looking at the U.S., you can see what we have. It's the ticker for births and deaths that happen and we also have information with some of our estimates, age and sex, and information about growth and our most populous states, counties and cities, as well as density. And then you can come back here and we can click on the world. This is a really neat feature that I don't think people know much about. And what you can do is come here and click on, use the drop-down come to click on the country and get information about that country. For this example I'm going to start with the first one and we will go to Afghanistan. And then what will happen is we will get Afghanistan that will pop up. We will have some basic facts for that, as well as a map. And then you can come down and we see some comparisons, information on trade, and information on the population. This is a really nice hidden feature that we have. We have some statistics that we provide about other countries, as well.

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We are going to come back to the census home page. And there's one more feature I want to show you off of the landing page. I'm going to go into the QuickFacts tool. I want to apologize and I will mention that as I am transitioning from page to page, you will notice that it is dragging a little bit. Ileana and I have noticed some network slowness with our website. It could possibly be on one of our ends, too, but we believe there may be some network slowness happening so please bear with us as we transition and you see a little bit of that white. Next we will go into the QuickFacts tool and we would like to show you a little bit about that tool. Our QuickFacts tool is one of the most user-friendly tools. It's a nice way to go in and just look at data very quickly. I'm going to wait till the page finishes loading before I go in. It gives you a nice snapshot about your community. I know some of our other tools can be a little bit daunting for people to go into, but this one you will see is pretty user-friendly if you haven't used it before. And it allows you to compare up to six different geographies. It is for populations of 5000 or more. If you are looking at smaller populations, you would want to use the data.Census.gov tool. Net lease for here we can look at populations of 5000 or more and you can compare up to six geographies. We will do that today but I want to give you a sense for what is here. We are going to go ahead and pick my state where I live. I am out in Salem, Oregon and we will go ahead and pull Oregon up and I will go ahead and pull up the county in which I live, which is Marion County.. And then I'm going to go ahead and pull up the city. Salem. Now you see we have a bit of a comparison. By default we have the U.S. and then Oregon and then Marion County, and then Salem city. If you scroll down you will see some different statistics. We pull statistics and from a variety of different surveys so it's not all the same source. And you can see just scrolling down quickly we have population, age, sex, race and Hispanic, housing, education, economy, businesses. And if you want to find a statistic but you did not want to scroll through, we have this shortcut. If I wanted to come here and look at housing, then I cannot select housing and you can see it condenses the table and we are looking at information about housing. You can also look at the data on a map, as well as a chart, or on the dashboard. I'm going to show you the dashboard. The nice thing with the dashboard is it shows you all three of these features together. We will get the table, the map will be coming up shortly, and then if I come down, we will also get a bar chart. While those are loading them I'm going to go ahead and show you our more often. What's nice with the more often is it allows you to share it on social media. You can send the link. There we go. We are zooming in. We can share the link on social media. You can embed it. You can print. That's a nice little future with this tool. And now our map has limited so we Zoom in on the County. And then down here with the bar chart it's nice because it gives you a comparison between the county you selected and other counties. And for right now, this is based on the default population. Another feature I wanted to

mention that I forgot to show earlier is if you click on the I, it will tell you what the source of the data is. For this example this figure is from our population estimates program. That's nice to see what the source is because, again, this is pulled in from a variety of different sources.

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Okay. I have shown you some things from the landing page and now we are going to go back to the census home page and look at our about tab. Under the about tab is where you will find information if you wanted to know a little bit more about what we do at the Bureau, who we are, what we do. We also have a staff directory link. For me, sometimes when I've gone to other government agency websites and I'm looking for somebody, it's been , sometimes, I never find the staff directory. It's pretty well hidden. But it's nice that we do have a link to our staff directory and that you can actually be able to find that. So here is that link if you want to find somebody from the Census Bureau. And what I wanted to feature on here is our history section. We do have a history staff here at the Census Bureau that does a variety of different things. We have on the history site information about our past directors, information about the facilities, notable alumni. We have history about some of our major programs. If you wanted to see some of our questionnaires from the past for our senses, you could find that here. Really what I think one of the neat features here is information for people that do genealogy. Ileana and I have a co-worker that does genealogy as a hobby so it's really nice because we have been able to one some things from Susie about what we have for people interested in genealogy. Right now the latest vintage of census available is 1940 but because we just did another census and, the 1950 records will be available next spring. If you're interested and that from a historical perspective or interested in that from a genealogy perspective, look for that next spring. You will see on the census home page, and some other places we will have information because we will probably do some webinars and different article releases about this release. That will be big news. Another feature we have one here is an ability to search census records. Sometimes, people may have a hard time finding documentation if they are trying to get a passport and we can do a census records search. His costs about \$65 and it takes 3 to 4 weeks. But if you needed a passport expedited, we can do that as well for an additional small, \$20 fee to turn that around quickly. He would fill out this form and provide your payment and then we have staff that actually would go through the census records to try to help you find what you might be looking for whether it's information for something like a passport, or you can see proof of age, genealogy, or if you have another need. I think that is a nice feature that we have. We also like to share that we do visit with congressional offices sometimes and they get requests for helps with records. So that something would like to share with them, as well.

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I'm going to come back to the census home page. Sorry. One other thing. We do have a few other resources. If you click on these, they will bring you to other resources that we have , and we do have a lot more for the genealogy through these two links. In the sake of time, I will go through those today but I do want to make sure I mentioned those, as well. We come back to the census home page and we are going to move to another section. This is going to be our information section. This is a few topics. This is where you find information, the media would find information from our newsroom. But there is a lot of useful features under there that I would like to point out to you that you may be interested in. And we also have under here , some information about our statistics and schools program. So, I thought you might be interested in that. So, we will go ahead and switch to that over here in just a second. And that's where I have educators and students. This is going to bring us to our statistics and schools page. The statistics and schools program used to mainly exists around the census, so every 10 years. But we found a need after the 2010 census to make this an evergreen program so we ended up creating a staff that is around all the time and continues to produce a variety of products for K-12 primarily. You come to the statistics and schools. With this program, we want to bring real-life data to the classroom. We collect all these great statistics and we thought they should be shared with teachers, as well as students. So we

have engaged with teachers to help us design products and resources for this website. We say they are created by teachers for teachers. They cover a lot of the core subject areas such as social studies, math, English, geography, sociology. On the home page we provide a little bit of information. Everything is free. We don't charge for this. Everything is up on the website. And if you come down, we have quick links to some of the subject matter activities. We also create some other activities called warm-up activities and fun fact. So the teacher had time before their class or sometime at the end of the day and they want to do something fun with five minutes, we have created some of these activities . I know there are a lot of librarians and libraries across the country that also do activities in their libraries with kids and they can be used, librarians can use these too. We also have some activities at four at home and caregivers. There are a lot of uses beyond just the classroom for these activities. We are always looking for people to partner with us and we have information. We have a tool for the students. The QuickFacts told that I showed you , that's pretty easy to navigate so students in middle and high school could navigate that. But we also created a tool just for our younger students and it focuses on some of our data that kids will be interested in. Maybe the number of toymakers or ice cream shops. And we did recently redesigned this so it's pretty slick and nice-looking. Just like with census, you can sign up for updates for SIS, as well. And we also have a variety of different videos that we link to. And then we recently joined up with Pintrest. We do have some activities through Pintrest, as well.

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Is one more feature I like to show you on this but we do have a variety of tabs across here but one feature I did want to show you was our activities and you can find the activities either by topic or you can find them by grade levels. I also want to mention that out of the pandemic, one of the really neat things we did is we created a variety of toolkits for home and distance learning activities. If parents or caregivers were looking for things they could do at home, we have information here. And included in the home and distance learning, we also have pre-K, as well. We also created pre-K activities for the decennial census, as well. But with the evergreen, it's typically more K-12.

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Okay. Let's go back to the census home page. Hopefully that was some interesting information. One of the things that I do within my position as I still hope that staff. I hope them during the 2020 census with that program and working with partners and going out to conferences and exhibits and presenting on it. I know I have a little bit of passion myself for that program and the different things that we provide. Provide to students, teachers, parents, caregivers, and librarians.

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We are going to go to the information for tab and I will also go into the media and newsroom. This is geared some toward the media, but there are a lot of nice features under here that can be used for anybody. And I'm going to show you a couple of those. We have different observances. We may have a particular observance on a day or a particular observance on a month. For example, November was American in need and Alaska heritage month. We had some things we put together packages. Data we put together for that observance. We come to the newsroom and you will see at the top some different links. We do have news. I can see this may be related to our CQ are beliefs that I saw we put out today. It looks like in other languages, which we sometimes do. We do typically sometimes with releases to English and Spanish, but as you can see here it looks like we did some other languages, as well. Then we will have links to the tip sheets and I will talk about the tip sheets. And then facts for features, and then some of those press kits. What's nice with the press kits, and I know Ileana uses them, and I do as well, it's nice because we have put together a whole bunch of resources in one package. Sometimes it's nice if you're looking for different things to just go to that decades package. I'm going to come up your and one of the things I wanted to show you quickly here is our facts for features.

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Facts for features consist of some of the collection and statistics from the borough's demographic and economic subject areas that would pertain to things like holidays, anniversaries, observances, or newsworthy items in the news. One of the main purposes of these stories or facts for features or the stats for stories is to put information to assist the media in writing feature stories for some of these commemorations. Again, they can be used in social media. They can be used in reports. They can be used in presentations. So I just want to show you for November for American Indian and Alaska heritage, Alaska Native heritage month what we put together. And with the facts for features on the left-hand side, you may have also seen stats for stories. It's similar to facts for features. It may be something commemorating the day but still newsworthy statistics with some links. If we look at facts for features and you come down here, we may have a visualization. I am going to talk a little bit about those and we did mention that on the home page. We have some that are static and some that are interactive. With this particular story, we went ahead and put in a static visualization. Then we have some statistics. You will see we have put together a stat and we tell you what the sources and we have a link to that. The same here. Another statistic and a different source. And you can see as we scroll down, statistic and a different source. And as you come down, we have links to our previous years, some of the graphics that we did regarding American Indian and Alaska native populations, and then you can see some other notes down here. I wanted to show you that feature. Again, stat for stories is similar, but may provide, perhaps, for a day, commemorative day, but also provides information and statistics. And then I'm going to come in here and I like to show our tip sheets. And I really like the tip sheets because it's a really nice one stop shop to find information about our data releases, news releases, something that might be going on with a survey or upcoming release. We also write a variety of blogs. Typically management or subject expert management will write blogs so there will be links to the blogs. We will go ahead and go into our top tip sheet here. And have a look. For the 2020 data release we've been having a lot of different subject matter and the management has been writing a number of blogs to talk about that data because it is so important and so many people use it, and we want to be transparent about what we are doing at the Bureau. So we have been releasing a number of the blogs so people know what is going on with the data and what they are seeing with the data come and went the date it will be released. So looking at this tip sheet, we will sometimes talk about products, upcoming products. I mentioned when I went to the census home page that we may see a theme in several places with our opportunity project and the summit. We saw it as a newsworthy item because it's happening right now and we've also included on our tip sheet. I mentioned the 2020 census and the blogs. These are links to a lot of the different logs that have been written regarding the 2020 census. We will have information when we have something to sure about American Community Survey. Anything from the demographic programs, our economic programs, asked for features. I just showed you that. Upcoming in February is national African-American and Black history month so we will have a story for that. And the stats for stories that I mentioned, similar to facts for features that we provide information, typically, for certain days and observances. You can see a list of some of the ones we have that her recent or upcoming. Information for media. And then you can come down here and see more information for a recent release we have for the American Community Survey. So, this is a nice feature. Ileana, do you show this to some of your customers, and is there a particular feature you like to share with your customers that you find helpful for them on the tip sheets?

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Yeah. The tip sheet for me is my go to to see about what is current and being talked about at the census in regards to the topic of the date of release for up and coming so I can prep for questions that may come as a result. But because we are in the throes of the 2020 federal census data release phase, the portion on the tip sheet that refers to data processing, anything on 2020, you will find there in regards to blogs that give you insights into processing, the quality, the new methodologies must so on and so forth. The geography. Everything related to that process of the data release is there. So, I don't have to

go into the work site and click around and find all the sources. The tip sheet usually condenses everything for you. I use this as a resource for individuals who are looking for information. It guides them through anything you would like to read up on with regard to the topic.

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Another person who is, like me, really finds a good use in our tip sheets and what we pull together for these. Thank you, Ileana .

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The last thing I would like to do is I'm going to end what I wanted to show you under our information for tab and I will show you just one more thing and then transition it over to Ileana so she can show you some features, as well. The last thing I'm going to show you today for my part will be under the library. We also have links here to our America counts stories. Those blogs we talked about on the tip sheet. I'm going to show you the infographics and visualizations. You saw this already on a couple spots on our website. We saw that on the census main page where we have links to several of the 2020 visualizations that we did. We just sought in the facts and features that we featured a graphic there. I'm going to go ahead and show you another link you will see a large variety of all the different visualizations that we have. You can see that we have them listed by year. And for 2021, we can start with the most recent and you can see we have already done quite a number just for 2021. You can see some of the different topics as I'm scrolling through and they cover a wide variety. One of the ones I'm going to point out , another example of our static is one that we did four seasons greetings. I actually use this one in a session I had last week. I was doing a session with Fairbanks, Alaska , and in Fairbanks is the town of North Pole. I thought it was neat we did this graphic and the North Pole showed on there because it is a festive me. And what we did is we created this graphic, this visual with festive names, festive-sounding places in the U.S. We took that 2020 data and incorporated it. That's the source. I wanted to give you another example of a static visualization. Here we had North Pole that I used and showed everybody last week. Also because I live in Oregon, we have our small town of unity, Oregon. And it's nice what some of these because you will see the source down here and you also have the opportunity if you wanted to embed the graphic and also down here you can see if you wanted to download it as a picture or a PDF and use that, you have that ability, as well. Everything on the census website is free. We just ask that when you do use our data that you source us.

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I'm going to show you one last little thing here as we go back to I shoot you an example of static. And we also have some interactive visualizations, as well. Here is an example of our 2020 population visualization. Ileana , have you been showing your customers using some of these different visualizations with some of your customers, as well? These interact as ones we've used for 2020?

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You just hit upon the one that is the popular one right now because after every decennial we release what is known as the center population. This tool not only pinpoints the results of this decade result, but also you can use it to look at the historical trend, if you will, and also because it has been enhanced you can look at the center of population for your state if you're interested it. This is something really good that provides a little bit of engagement with the public that is looking for this kind of information.

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In the essence of time we want dive into this but you will see you can pick, if you wanted to, the decennial year for which you wanted to see that center population, and as Ileana mentioned, we have the state, as well. You can go when and not just look at what we have for the U.S. but you can go in for your individual state. As you can see we have a lot of different visualizations here. With that, I'm going to go ahead and and my piece and I will turn it over to Ileana so she can go ahead and show you some of our features. Thank you for going to the website with me and, hopefully, we found some information.

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All right. Hello, everyone. Now, as we go into the second part of the presentation, I want to say that you will be listening to me, Ileana, and like Heidi, I too disseminate census data and help our data users navigate and understand or endeavor to understand our many and varied data sources and data extraction tools. We are going to go through the remaining tabs that we started off with. First I would like to direct your attention to the middle tab, surveys and programs. This is, aside from the topic tab, this is really the one that has the meat and potatoes because we do over 130 census and surveys annually. And if we are looking for information on that particular survey, program or census, this is the page where you would go to. And as it previewed and one of the slides on the deck, we do have the American Community Survey. This is the long form replacement, if you will, that provides the characteristics data that a lot of people request and are curious about, and it goes down to the place at the block level if you're looking at geography. The page has anything and everything that you would want to ever know about the American Community Survey. The gem in here is basically understanding the questions that we ask, why we ask. In order to see the questions that are -- the network has been really crawling this morning. And after the date of page opens up, there is another link you need to click on. This is at the left under data tables. And this will bring you to the page that will allow us to look at why we asked the questions and, basically, the information about the questions that we ask and why we ask them. Let me go back one more. I may have overshoot my mark there. People usually ask us why we ask all these questions. A lot of our respondents find the questions intrusive. And it is not that we are just asking questions at random. We are looking at questions that are basically supporting our programs. They are congressionally mandated and we don't just arbitrarily ask. They are tested before we even ask it. I will come back to the page because I'm not finding it where I said it was supposed to be. Anyway. These are the questions that support our programs, provide data to our data users, our researchers, and also give information on the communities that we are living and, if you will. So, I will find that page for you in a moment. Right now, and another thing we have that is another gem is the data narrative profile. And like the tool that Heidi previewed, they QuickFacts tool. This gives you a way to get to the info other than in the table format. You can generate your report and copy and paste it or snag it or clip it. It will give you a different format of looking at these analytical reports. On this page you can start looking at data. You don't have to go to some of the other tools. Right here we have data profiles. Those are your tables but we will go to the second panel which gives you narrative profiles. Activate the tool by coming down into the main panel. So, you can get different vintages up here if you like and these are the graphic selections available for you. For instance, if I wanted to see in Kentucky where all these tornadoes hit over the weekend, let me see the county that sustained the most damage, I can click the button for County, select the stated 10 and she was a county and I believe there were a couple of counties but I believe one that sustained the most damage was Warren County. And then we can come and get the narrative profile. This, when it generates, will give you information for the guards to characteristics of the population of the town, or that county, I should say. So we can engage in terms of the impact and you see those pictures in the news where you have others destroyed housing. You can come in and look at the type of households that were affected. Come down and look at characteristics of the population. Education. Transitional accommodations need to be sought out and employment. Anyway. It's a preview of what's in there that you can get, these analytical reports and they are not all in table format. The links come if you wanted to look at the specific source or server that produced it, it is right there. It is the 2015 to 2019 vintage of the ACS. This is not downloadable so you will need to look at the panel or the subject that you want. You can close them all and then go straight to the one that you're interested in and open up that panel and click to look at the result. That is under the ACS in the data table link. As we go through here again, let's see if I can pop back. Back to the page. Here is the question why we ask. And here you can, again, right away it starts giving me data from the survey. Different questions I asked. Why we ask them. As an example let's look at computer and Internet use. This is basically the content or the reasoning behind the logic of why we have the question. Here you



can get data right away and a visualization after that, as well. And you can actually look at the questions. You can click on those available for you. I want to go into them because of the system being kind of slow and we got to move on with the session. The next one that I want to show you is the browse by topic. This tab also has a lot of content and you can go down a rabbit hole very easily by following these links on this tab. I wanted to highlight for you a couple of the sites that are not too well known and one is the public sector. If you click on that, you are going to get a different type of data, not so much as characteristics you will get a combination of government-type data, business data, and demographic data. These are the links to the particular items available there. What I wanted to show you just getting into another election. If you wanted to see data with regards to our past election results in terms of who voted and how we are voting, this page gives you a lot of good data from that and it gives you visualizations, you can see a map of the area, and the data comes from the Current Population Survey. This is a survey [ Indiscernible - low volume ] But we have subject questions that come in monthly. They change monthly, biannually depending on the sponsor and this is how we get the voting registration data. What is in the public section by topic. Another area that is interesting is our geography tab. Basically all of our data is attached to geography. By coming into that tab you are going to have available for you a lot of different items. You've got data, you've got line shape files, geographic backgrounds or GIS software, so on and so forth. HUD programs. I wanted to show you these interactive maps. These are basically mapping tools. We have the OnTheMap exploring a planet dynamics. We have one for emergency management. This is a partnership between the Census Bureau, NOAA, FEMA, and there's a new one that came in. Essentially if you are curious about the effects of the tornado, use this mapping tool to look at the population of the communities and the businesses impacted by that tornado. And if you're not dimly or with census geography, the TIGERWeb mapping tool will help you identify the geographies meaning you want to track mobile data, you can go to TIGERWeb and locate those tract numbers for a community or neighborhood. You name it, you can get at there. The next one is the explore data tab. Second from the left. This one is basically your entry portal into any of our extraction tools . Guidance and tools for developers if you are a power user of data and you have visualization software that you want to use data with, come here and explore that. The one I want to show you is explore data mean. This is the entry portal to the data extraction tool. Last week we had a complete enhancement to the tools. If you haven't been in this tool in the last couple of months, I recommend making a trip to that site. Do some general data lookups because it has changed. Functionality is the same but it's just how things are placed and additional features are definitely better. With this tab you can also enter and use QuickFacts , plus access other data tools available through this site. And you also have access to the visualizations that we have here. This is the site that basically is your data lookup site. Go into go data at data.Census.gov and start your casual query or go to the advanced search if you know what you want. You know the survey engine of the data point. This is where you go to set up your parameters and start digging for data. And you have the profiles available. Maps and visualizations you can click through. And if you are inclined to produce your own estimates, we have our micro data access point right here. Coming back up to our main page. The next one is census academy. This is basically our entry point to our continuing education with regards to census data. This is the site that will provide a means of looking up or receiving training, and it allows you to look up what our offerings are in the future in terms of our webinars, and our archived webinars that you can have access to. The gem on this site is not only can you compartmentalize what it is you are looking for with regards to topic or variables, you can also look at our baby gems. These are basically three or five minutes videos that walk you through a particular class. Right now we are looking at redistricting data. There is a whole course. If you wanted to work with redistricting data and understand how it is, what it is, and what the controversy is about this data, the limitations of the data, this is where you would go. Also come up here on top we have one called data gems. You can get business gems. All these are available for you. We are constantly thinking up new ways to produce content for data users so they can not fear using our tools

and our data. These webinars, you can look at upcoming webinars and prerecorded webinars. Whenever we do these [ Indiscernible - low volume ] In a couple of weeks to get the recording and the transcript, as well. And if you are inclined or want to look at a particular survey, program or data such as the census data tools or local dynamics, you can request a data training by submitting a form right here on top. So, can you share with us why the data is important white is we do what we do?

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Array. Hopefully you can hear me. I unmuted.

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Yep. Got you now.

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Yes. I think our data is available for a variety of uses. We work with so many different people. Of course we have a lot of librarians on here. We do work with librarians. We work with people in academia. I know that we both probably works with students. I've helped with courses for actors classes. Teaching them about geography. We work with state, tribal, local governments. We work with grant writers. Sometimes there are specific data sense that grant writers need for their grants. Sometimes they cite census as a resource for those grants so we help them find data. So, there is a lot of uses. When you're thinking about a community and making plans for your community for schools and hospitals and your infrastructure, such as roads, you need to know how many people work in your community you might look at some of our data to see how people commute and get to work. So, there are a lot of touch points for our data on top of some of the things that Ileana mentioned with why we conduct the census coming. Providing that data to the president and all the states that they can use for making decisions, and also for redistricting, as well.

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Thank you. One of the most innovative ways to use data that came out of this endeavor, like Heidi said, from last decade is the statistics program. How to incorporate statistics in the classroom. Nowadays we are playing more attention to data. Different kinds of data. For school. For kids to be introduced to it. Great tool. On this slide I want to invite you to interact with us socially. We want to invite you to subscribe. Infographics, survey, program data. Please let us know what you're interested in and this is our contact information. Feel free to contact Heidi on myself with questions . If it's more of a regional nature, we will definitely get you in touch with your local dissemination specialist operating in your area. I guess we could do some Q&A if there are?

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Ileana , I did reach out. Of looking at the chat during the session and I did see we had a few questions come in. I know for a few of the ones that came in, I did not know them off the top of my head so I did reach out to each of them privately to let them know that we can look into those and follow-up. On the few that came in. Deborah was looking for information on crime statistics but I don't know which data point or two off the top of my head so I said I would follow up with her. We also had Carolyn who was interested in looking at our pop clock, how are we also assist getting, are we able to get that real time data to account for the deaths from COVID and how we are incorporating those. I told her I do not know without talking to some of the subject matter expert from the population area , so we would have to look into that, as well. And I know that Jenny had a question about a particular state in quick facts. I said that we would follow up, as well.

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All right.

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I don't know if anybody else has any other questions? I'm trying to search through the chat right now to see if anything else came in. We know that it is 11:00. It is the top of the hour so we understand people may need to sign off for the next meeting or their work but we can hang out here for another minute or

so. And as Ileana pointed out, you will have this deck with our emails so you can feel free to reach out to us anytime after the session.

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Heidi , I was keeping track of the questions too and I think you've gotten most of those. We had a technical question that we answered on the side and I put out a chat reminder for questions so, we can hang in here for a couple minutes. Payment and I did see you put that in the chat.

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Sorry. I'd also like to offer in the chat that our data is available 24/7 and also our services are at no cost. If you need a workshop, let us know and we will work with you.

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Okay. Which type would go to define older PDFs of U.S. statistical abstracts?

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I have to look at that one. I don't know off the top of my head, Ileana .

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I think that it would be in the library. We stop doing axis a while ago but I think there archived by topic. We would have to look at it by topic. We can double check and let you know.

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Yes. Thank you for putting that in the chat. We appreciate those of you online. We have a link to our evaluation. And we would appreciate, it's very brief with a few questions but we would appreciate if you wouldn't mind filling that out and providing us with feedback on today's session. We are always looking for ways to improve our trainings and, of course, we always want to know what to our customers need and what would they like training on. If you don't mind taking a couple minutes to do that. We really appreciate that.

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There is a question that says someone asked about special glossaries? I did not see that one when I was going through.

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Yes. I did not see that either. We do have a glossary on our census home page. We used to actually have it off the census home page and no I think they put it under our data tools and apps. We do have, I know, even glossary and, yes, well, if you mean special, I know some of the subject matter areas may also have some glossaries as well I've seen a couple of those.

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There is a comment following up as and where to find the glossaries.

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Okay. I believe you can find the glossary under our data tools. And let me see real quick. Under our Explorer data and then it's going to be under data tools and apps. That's real have a whole list of all the different tools. Just scroll down and look for G for glossary.

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Okay. They were pointing out that special glossaries are important. Some terms are not in the regular glossary and the regular glossary wasn't loading well.

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Yes. I have seen that before. Yes. I have seen that where it sometimes had trouble loading. Actually, I will just put in a plug. I worked on, in the past, one of the gems that Ileana showed us from census academy. I worked on one for the glossary . I had created a new one, I don't know if they put that up there, but I noticed when I was working on them, I felt that sometimes the glossary can be a little slow so just bear with it. You may have to go in and go back in. I did notice that sluggishness.

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Okay. We need to wrap up. I would like to thank Heidi and Ileana for sharing all this great information today . And, everyone who came in and attended the webinar. Thanks so much and we will see you next time.

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Thank you for having us.

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Okay. Goodbye.

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Goodbye.