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United States®
Census
2020
NATIONAL ASSOCIATION OF REALTORS

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U.S. Census Bureau

March 2020
WHY IT MATTERS

**Fair Representation**
Results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

**It’s In the Constitution**
The U.S. Constitution requires a census every 10 years and has been conducted since 1790.

**Redistricting**
State officials use census results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

**$675 Billion**
Census data determine how more than $675 billion is spent each year, supporting vital programs in your state, county and community.
THE IMPACT ON THE COMMUNITY

- Census data will help determine where over $675 Billion will be spent in states and communities.
- Real Estate developers use Census data to build new homes and revitalize old neighborhoods.
- Census data determines where to build rental properties and how to market your business.
- Federal funding for Housing Assistance and infrastructure.
- Assistance for people transitioning out of homelessness.
- Highway planning and construction grants.
2020 CENSUS: A POPULATION COUNT

Easy
Respond online, by phone, or by mail

Safe
Your information is protected by law

Important
Responses help determine community funding and congressional representation
Historically Undercounted Audiences

- Young children
- Highly mobile persons
- Racial and Ethnic Minorities
- Persons who do not speak English proficiently
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ Persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
Language support for the 2020 Census

Over 99 percent of all U.S. households will be able to respond to the census in their language.

Over 99% of the nation’s households speak English or one of these 12 languages:

- Spanish
- Chinese\(^1\)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

\(^1\)Simplified Chinese for online questionnaire; both Mandarin and Cantonese for phone support/response.
# Language Support

<table>
<thead>
<tr>
<th>Internet Self-Response and Census Questionnaire Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 Non-English Languages</strong></td>
</tr>
<tr>
<td>Spanish</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>59 Non-English Languages</strong></td>
</tr>
<tr>
<td>Spanish</td>
</tr>
</tbody>
</table>

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2020CENSUS.GOV
SAFETY AND SECURITY

- **Responses to the 2020 Census are safe, secure, and protected by federal law.** Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies (including ICE, FBI).

- All Census Bureau staff take a lifetime **oath** to protect your personal information, and any violation comes with a **penalty** of up to $250,000 and or up to 5 years in prison.

- We continuously modernize and strengthen privacy protections in the statistics we release. **Differential privacy is the gold standard** for privacy protection in computer science and cryptography, to preserve confidentiality.
When it’s time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

Every household will have the option of responding online, by phone, or by mail.
WE'RE HIRING!

• Recruiting over 2 million individuals to work in their communities.
• Pay rates vary according to location ($13-30)
• Schedules are flexible – work 10 hours/week or full time!
• Applicants stay in the pool for the entire census.

www.2020census.gov/jobs
RELATED ECONOMIC PROGRAMS ON HOUSING

• New Residential Construction
• Building Permits
• New Residential Sales
• Construction Spending
• Characteristics of New Housing
NEW RESIDENTIAL CONSTRUCTION (NRC)

Monthly estimates of single- and multifamily permits, starts, completions, and inventories

New single-family houses
• Both attached (townhouses) and detached

New multifamily housing units
• Apartments, condominiums, senior housing such as assisted living

Data are typically released on the 12th workday of the month after the reference month

Release contains both seasonally adjusted annual rate estimates and unadjusted estimates

Estimates are used by economists, policy makers, manufacturers and retailers

https://www.census.gov/construction/nrc/index.html
BUILDING PERMITS SURVEY (BPS)

- Provides the number and valuation of units authorized by building permits
- Data reported by 20,000 permit issuing jurisdictions, approximately 9,000 are in the monthly sample.
- Only data available at the state and local level
- Local level data are released on the 18th workday after the reference month
- Data are released monthly and annually for the U.S. total and for:
  - 4 Census Regions and 9 Census Divisions
  - Metropolitan Areas
  - States & Counties
  - Individual jurisdictions

https://www.census.gov/construction/bps/
NEW RESIDENTIAL SALES (NRS)

- Data comes from the Survey of Construction.
- Data are for single-family homes and include:
  - Number sold
  - Median and average sales price
  - Number of months between construction, completion, and sale
  - Inventories of homes for sale
- Only follows homes built for sale.
- Does not include homes that are owner built, contractor built, built for rent, or the sale of existing homes.

www.census.gov/newhomesales
CONSTRUCTION SPENDING

- Provides monthly and annual estimates of the value of work done on all projects.
- Main components: private, Federal, and state and local spending.
- Construction Spending includes: labor, materials, site preparation, architectural and engineering work, overhead, taxes, and profits, etc.
- Release contains both seasonally adjusted annual rates and unadjusted estimates.
- Estimates are released on the first workday of the second month following the reference period.
- The data are important:
  The Bureau of Economic Analysis (BEA) uses Construction Spending data to estimate the Private Residential and Nonresidential Fixed Investment components of the GDP.

Construction-related businesses use the data for economic forecasts, market research, and financial decision making.

www.census.gov/constructionspending
CHARACTERISTICS OF NEW HOUSING

• Provides national and regional annual data on the characteristics of new privately-owned residential structures, such as:
  - Square footage
  - Number of bedrooms and bathrooms
  - Type of wall material
  - Sales prices

• All characteristics are available at a national level, with many available at a regional level

• The most recent release was June 1st 2019

https://www.census.gov/construction/chars/
• Current Population Survey/Housing Vacancy Survey
• American Housing Survey
• Survey of Market Absorption of New Multifamily Units
• Rental Housing Finance Survey
• American Community Survey
### The Millennial Home

- **Own**: 38%
- **Rent**: 62%

- 56% of millennials live in single-family homes
- 74% have moved less than 50 miles since 2016
- 39% of millennials live in multi-unit structures

### Elements of Community

- Agree that their neighborhood has...
  - 46% good schools
  - 8% a lot of serious crime

### Millennial Homeowners

- 77% first-time homeowners
- $149,500 median purchase price for those 25-29
- $172,000 median purchase price for those 30-34

### Millennial Housing Trends (25- to 34-year-olds)

#### Structure of Millennial-Headed Households

- 41% are married-couple households
- 22% are single-person households
- 14% are unmarried-partner households
- 47% are households with children

- 61% have done some home improvement in the past 2 years
- 30% of these households cite energy efficiency as a reason for improvements
Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more (USDA & third party)
- Leverage existing Census investments (Esri, API)
- Use latest technology (Cloud)
- Provide for free

To access: https://www.census.gov/data/data-tools/cbb.html
CENSUS BUSINESS BUILDER IN ACTION

LOCAL BUSINESS PROFILE
Real Estate - Virginia

CONTENTS

#1: Contents
#2: My Potential Customers
#3: Business Summary
#4: Building Permits
#5: Consumer Spending
#6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for Virginia. 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 Real Estate businesses in Virginia. 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 Virginia.
ACCESSING CENSUS DATA: data.census.gov
CONNECT WITH US #2020Census

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:

More information on the 2020 Census:
http://www.census.gov/2020Census

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

pinterest.com/uscensusbureau
CENSUS MATERIALS

To access list of our surveys & programs, visit:

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

2020 Census Outreach:


Rumors page, to share rumors if you are hearing any:


2020 Census Partners:

www.2020census.gov/en/partners

Regional Census Centers:

Q&A THANK YOU!

For any business data questions, contact:
lynda.lee@census.gov
301-763-3044
ewd.outreach@census.gov
1-800-242-2184

2020 Census contact:
Census.partners@census.gov
How NAR uses the Census Data Products

Nadia Evangelou
Senior Economist & Director of Forecasting
NATIONAL ASSOCIATION OF REALTORS®
March 4, 2020
Census Data Products

- American Community Survey (ACS)
  detailed tables, Public Use Microdata Sample (PUMS) data

- Building Permits Survey (BPS)

- New Residential Home Sales
  (by type of home)

- 2010 Census data
Projects using the American Community Survey

- Home Buyers and Sellers by metropolitan area

- Ad Hoc Releases
  
  *Most Popular Areas for Millennials: Where They Move and Stay*

- Domestic migration at local level and characteristics of recent movers

- Housing Shortage Tracker
Home Buyers and Sellers by metropolitan area

Who is the homebuyer?

in Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area

In 2017, homebuyers were:

- **Age**:
  - 25-34: 20.0%
  - 35-44: 30.0%
  - 45-54: 25.0%
  - 55-64: 15.0%
  - 65+: 10.0%
- **Race/Ethnicity**:
  - White: 55.0%
  - African American: 25.0%
  - Asian: 5.0%
  - Hispanic: 5.0%
- **Marital Status**:
  - Married: 40.0%
  - Single: 40.0%
  - Divorced: 15.0%
  - Widowed: 5.0%
- **Income**:
  - Under $40k: 20.0%
  - $40k-$80k: 40.0%
  - $80k-$120k: 20.0%
  - $120k-$160k: 10.0%
  - $160k+: 5.0%
- **Education**:
  - Less than high school: 5.0%
  - High school graduate: 25.0%
  - Some college: 40.0%
  - Bachelor’s degree: 20.0%
  - Advanced degree: 10.0%

In 2017, homebuyers purchased:

- 55.4% Conventional
- 39.3% FHA
- 15.0% Other

Who is the home seller?

in Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area

In 2017, home sellers were:

- **Age**: 47 years old
- **Race/Ethnicity**:
  - White: 60.0%
  - African American: 15.0%
  - Asian: 10.0%
  - Hispanic: 5.0%
- **Marital Status**:
  - Married: 55.0%
  - Single: 30.0%
  - Divorced: 10.0%
  - Widowed: 5.0%
- **Income**:
  - Less than $40k: 5.0%
  - $40k-$80k: 20.0%
  - $80k-$120k: 25.0%
  - $120k-$160k: 20.0%
  - $160k+: 20.0%

In 2017, home sellers lived:

- **Financing**:
  - Conventional: 70.0%
  - FHA: 20.0%
  - Other: 10.0%
- **Type of Homes**:
  - Single family: 45.0%
  - Townhome: 20.0%
  - Condo: 15.0%
  - Apartment: 10.0%
  - Other: 10.0%
- **Year of Built**:
  - 2000-2010: 40.0%
  - 2011-2020: 30.0%
  - 2021+: 30.0%
- **Property Value**:
  - Under $400k: 60.0%
  - $400k-$600k: 30.0%
  - $600k+: 10.0%

Source: NAR Calculations of the LI RMLS ACS data (2019)
Ad Hoc Releases
Most popular areas for Millennials; where they move and stay

**PUMS ACS data** for the 100 largest metro areas:

- Share of Millennials to total population
- Share of millennial recent movers to recent movers of any age
- Median Income for Millennials
- Median Income for Millennial Recent Movers

For example, in **Madison, WI**,
- **75%** of the recent movers were Millennials
- **32%** of the total population were Millennials
- Income for millennial movers: $68,500
- These millennials who moved recently can afford to buy **29% of the homes currently listed for sale**
Domestic migration at local level and characteristics of recent movers

PUMS ACS data for 381 metro areas:

- Migration data (number of recent movers from different state, different county, within the same county)
- Demographics of these movers
- Housing characteristics
- Migration flows (origin of these recent movers)
The **Housing Shortage Tracker** computes how many new permits are issued for every new job.

Based on the historical average, **1 permit is issued for every 2 new jobs**.

Data available for **178 metropolitan areas**

For instance,

**San Francisco, CA:** a new single-family permit is issued for every 12 new jobs

**Houston, TX:** a new single-family permit is issued for every 1 new job
Projects using 2010 Census Data

- Calculate how many homes are located in the flooding zone

- Benchmark Existing Home Sales (EHS)
How many homes are located in a flooding zone

**Nationwide**
About 40,000 closings per month or 1,300 per day

**Most impacted states**
Florida (13,500 closings)  
Texas (3,150 closings)  
California (1,850 closings)

Benchmark Existing Home Sales (EHS)

2000

13% downward revision
using Decennial Census

2010

11-16% downward revision
using ACS estimates

<table>
<thead>
<tr>
<th>Year</th>
<th>Reported Annual EHS</th>
<th>Re-Benchmarked EHS</th>
<th>Revision</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5,652,000</td>
<td>5,018,000</td>
<td>-11%</td>
</tr>
<tr>
<td>2008</td>
<td>4,913,000</td>
<td>4,123,000</td>
<td>-16%</td>
</tr>
<tr>
<td>2009</td>
<td>5,156,000</td>
<td>4,335,000</td>
<td>-16%</td>
</tr>
<tr>
<td>2010</td>
<td>4,908,000</td>
<td>4,182,000</td>
<td>-15%</td>
</tr>
<tr>
<td>Total</td>
<td>20,629,000</td>
<td>17,658,000</td>
<td>-14%</td>
</tr>
</tbody>
</table>
Thank you

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