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Census  
2020



# NATIONAL ASSOCIATION OF REALTORS



Erika H. Becker-Medina, Chief, Decennial Communications Coordination Office

Lynda Lee, Survey Statistician, Economic Management Division

U.S. Census Bureau

March 2020

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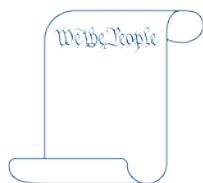
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Census  
2020

# 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





# THE ENVIRONMENT

## 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	Tagalog
Chinese <sup>1</sup>	Polish
Vietnamese	French
Korean	Haitian Creole
Russian	Portuguese
Arabic	Japanese



<sup>1</sup>Simplified Chinese for online questionnaire; both Mandarin and Cantonese for phone support/response.

# LANGUAGE SUPPORT

## Internet Self-Response and Census Questionnaire Assistance

### 12 Non-English Languages

Spanish  
Chinese  
Vietnamese  
Korean  
Russian  
Arabic  
Tagalog  
Polish  
French  
Haitian Creole  
Portuguese  
Japanese

## Language Guides (Video and Print) Language Glossaries Language Identification Card

### 59 Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American
Japanese	Gujarati	Bosnian	Dutch	Sign Language



# 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.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

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](http://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 12<sup>th</sup> 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





# 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 18<sup>th</sup> 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](http://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.

# 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 1<sup>st</sup> 2019

<https://www.census.gov/construction/chars/>



# RELATED DEMOGRAPHIC PROGRAMS ON HOUSING STATISTICS

- Current Population Survey/Housing Vacancy Survey
- American Housing Survey
- Survey of Market Absorption of New Multifamily Units
- Rental Housing Finance Survey
- American Community Survey







# AMERICAN HOUSING SURVEY 2017 RESULTS

# // MILLENNIALS

## The Millennial Home



56%  
of millennials live in  
single-family homes



39%  
of millennials live in  
multi-unit structures

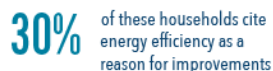
## Elements of Community



Agree that their  
neighborhood has...



## Millennial Homeowners



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

### Structure of Millennial-Headed Households



41%  
are married-couple  
households



22%  
are households  
with non-relatives



22%  
are single-person  
households



14%  
are unmarried-partner  
households



1%  
other



47%  
are households  
with children



U.S. Department of Housing and Urban Development | Office of Policy Development and Research

# CENSUS BUSINESS BUILDER

**Census Business Builder: Small Business Edition - 2.3**

**Determine the Best Location for Your Business**

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.)

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.

My Location  
or  
State, County, City/Town, or ZIP Code

Go To Map

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.)

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.)

or Search for your type of business

Industry Title, Keyword, or Type of Business

Powered by the U.S. Census Bureau and Esri. © 2017 U.S. Census Bureau

**Census Business Builder: Regional Analyst Edition - 2.3**

**Define your region**

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.

My Location  
or  
State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).  
Release: 2.3 (Build: 11)

## 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

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Bureau

Change Your Industry

Prof & Biz Services, Real Estate

Change Your Location

Virginia

Select Map Variable

Total population

Select Your Filter

Not Applied

Location

State

County

City/Town

ZIP Code

Tract

0 15 30mi

Map of Virginia and surrounding areas showing population density and major cities.

Virginia

8,365,952 (n/a)

Total population (MoE +/-)

Total population

Bar chart showing population for 2008-2012 and 2013-2017.

\$68,766

Median household income (\$319)

89%

Percent high school degree or higher (0.3%)

66.2%

Homeownership rate (0.4%)

2,973

All Employer establishments (Total) (n/a)

Total population

Legend for population density: 11,609,756 - 12,790,505; 8,960,161 - 10,052,564; 6,597,381 - 8,365,952.


Map Configuration

Default Scheme

Quantile Classing Method

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2020

# CENSUS BUSINESS BUILDER IN ACTION



LOCAL BUSINESS PROFILE  
Real Estate - Virginia

CONTENT

#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**.

 Display MOEs

 Configure Contents

 Download Data

 Help

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2020CENSUS.GOV

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2020

# ACCESSING CENSUS DATA: data.census.gov



## Explore Census Data

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

🔍 I'm looking for ...

[Advanced Search](#)





# CONNECT WITH US #2020Census



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



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



More information on the 2020 Census  
Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



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



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)

**American  
Community  
Survey**

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



[pinterest.com/uscensusbureau](https://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:

<https://2020census.gov/en/partners/outreach-materials.html>

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

<https://2020census.gov/en/news-events/rumors.html>

2020 Census Partners:

[www.2020census.gov/en/partners](http://www.2020census.gov/en/partners)

Regional Census Centers:

<https://2020census.gov/en/contact-us/rcc.html>

# Q&A THANK YOU!

For any business data questions, contact:

[lynda.lee@census.gov](mailto:lynda.lee@census.gov)

301-763-3044

[ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

1-800-242-2184

2020 Census contact:

[Census.partners@census.gov](mailto: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

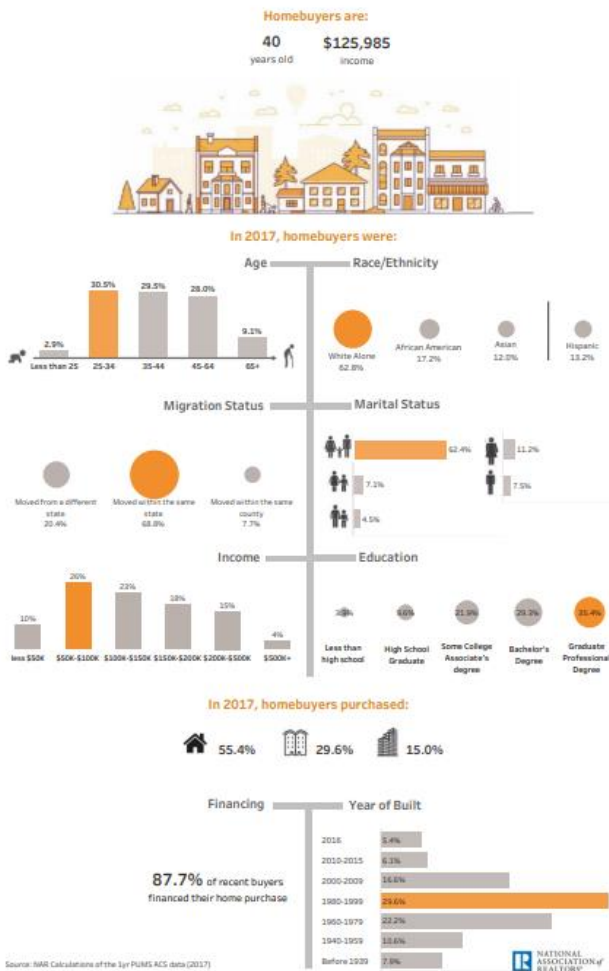
- Housing Shortage Tracker



# Home Buyers and Sellers by metropolitan area

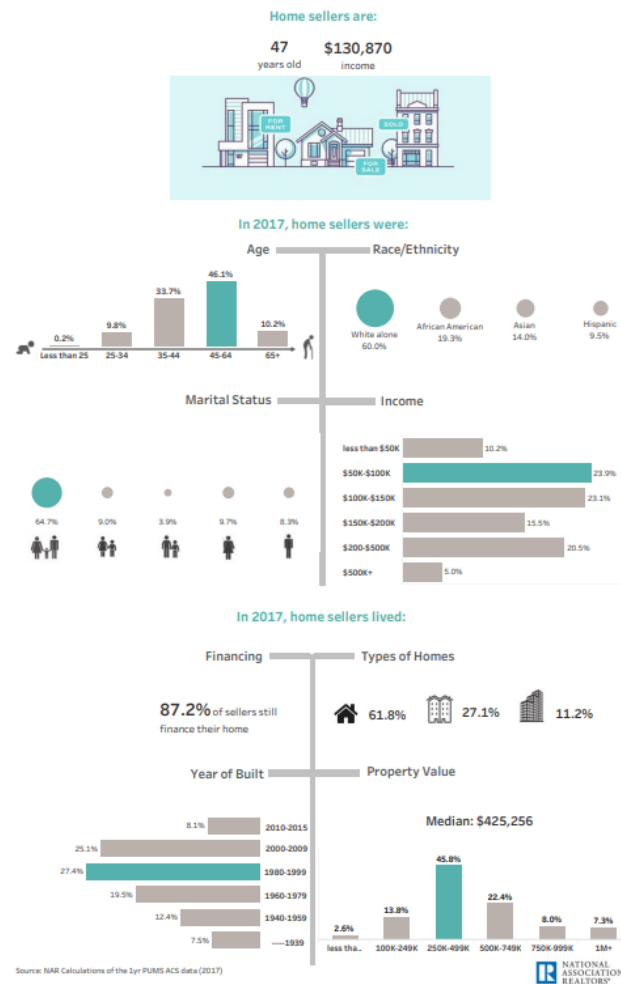
## Who is the homebuyer?

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



## Who is the home seller?

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



# 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)

Select a metro area from the dropdown

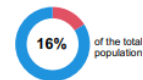
TAMPA-ST. PETERSBURG-CLEARWATER, FL

### MIGRATION IN TAMPA-ST. PETERSBURG-CLEARWATER, FL AT A GLANCE

#### Metro Area Statistics

Population (1 yr and over): 3,142,663  
Movers from a different state: 99,417  
Movers from a different county, same state: 102,563  
Movers within the same county: 299,435

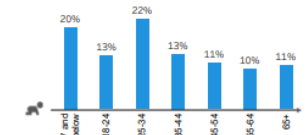
Number of recent movers: **501,415**



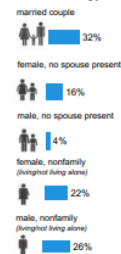
Gender:



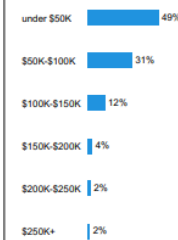
Median age: **32**



#### Household Type:



Median income: **\$50,000**



### Housing

#### Tenure:

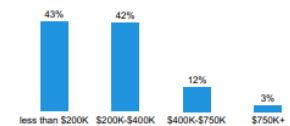
Homeowners typically live for **10** years in their homes in TAMPA-ST. PETERSBURG-CLEARWATER, FL.



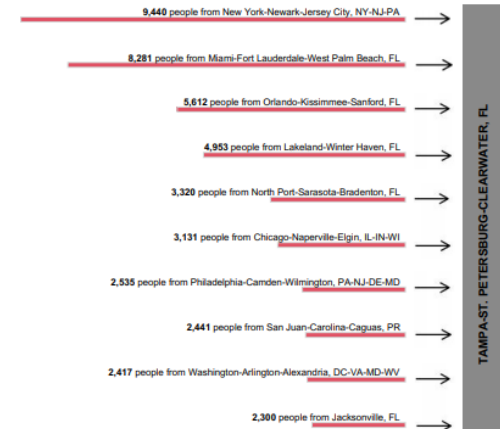
#### Affordability:

**49%** of the recent movers who are **renters** can afford to buy the typical home in TAMPA-ST. PETERSBURG-CLEARWATER, FL. (assuming 20% down payment)

Median Value of homes that recent movers bought: **\$220,800**



### Origin of Recent Movers



Sources: NAR Calculations of the 1-yr PUMS ACS data, ACS (2013-2017) migration flows

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# Housing Shortage Tracker

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

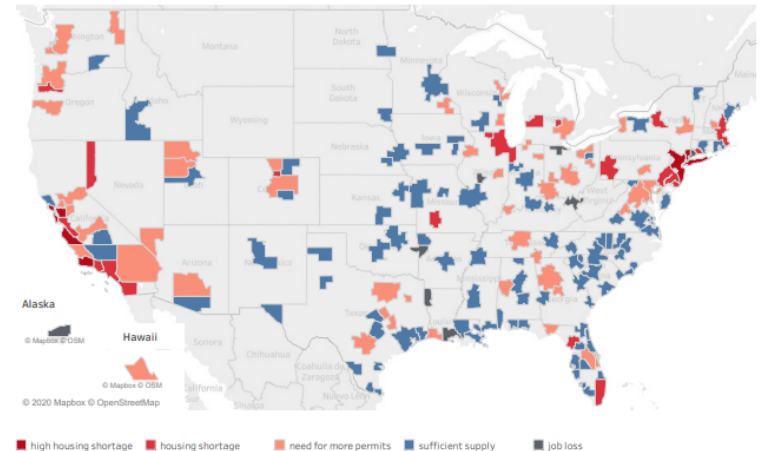
**Houston, TX:** a new single-family permit is issued for every 1 new job



The **Housing Shortage Tracker** computes how many new permits are issued for every new job in 178 metropolitan areas. **Based on the historical average, 1 permit is issued for every 2 new jobs.** However, that is not the case for many metropolitan areas.

See below which metropolitan areas need to build more houses in order housing supply to keep up with the increased de.

Select number of units  
for permits  
single-family unit permit



## San Francisco-Oakland-Hayward, CA

Permits (single-family units)	Permits (total units)	New jobs
13,658	50,216	167,800

### Notes

1. A negative ratio shows that there were job losses in the area
2. We compared the 3-year job creation (ending in February 2019) with the number of permits issued in the same period.

# 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

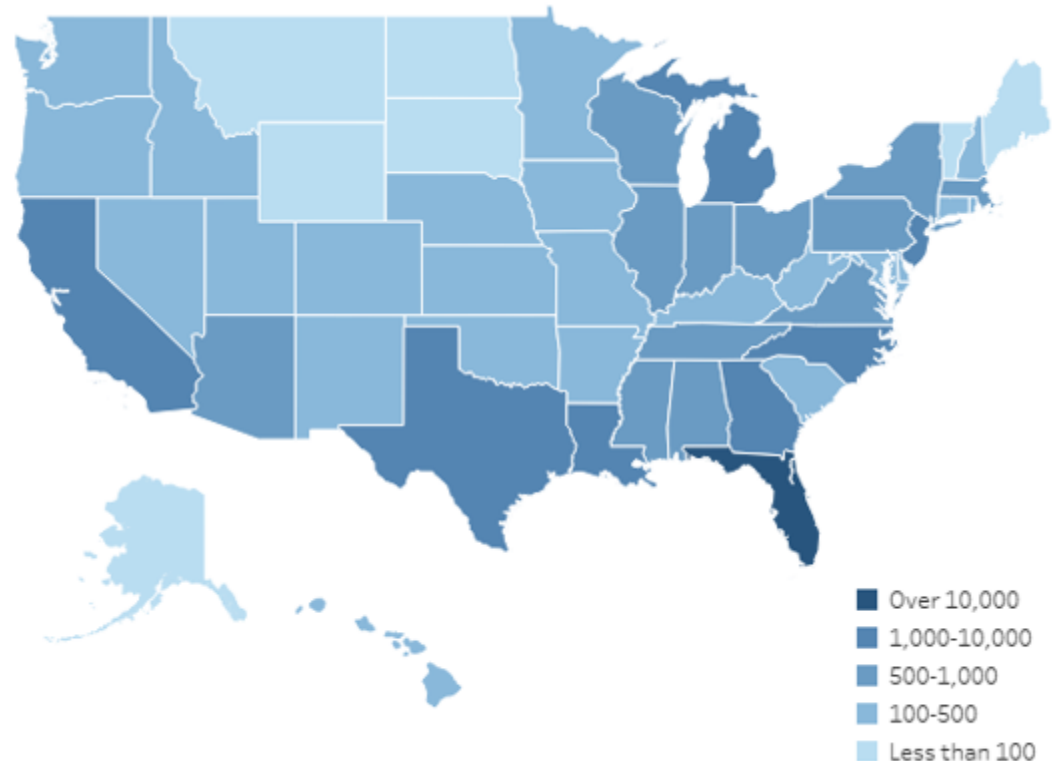
About 40,000 closings per month or 1,300 per day

## Most impacted states

Florida (13,500 closings)

Texas (3,150 closings)

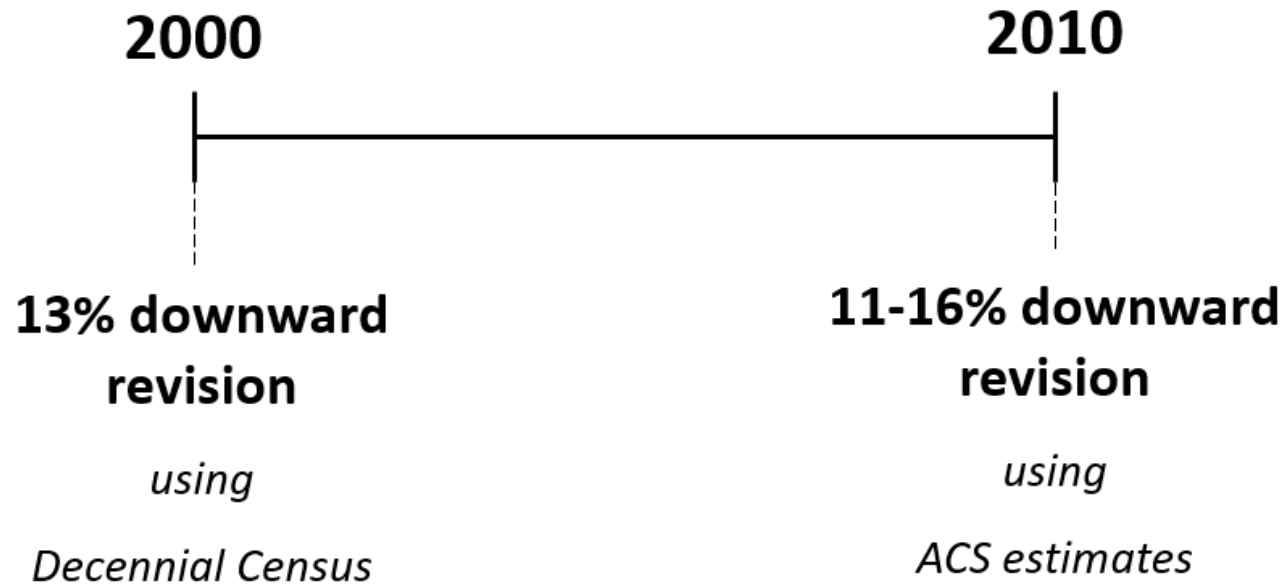
California (1,850 closings)



<https://www.nar.realtor/blogs/economists-outlook/how-many-home-sales-will-be-affected-by-a-nfip-lapse>



# Benchmark Existing Home Sales (EHS)



	Reported Annual EHS	Re-Benchmarked EHS	Revision
2007	5,652,000	5,018,000	-11%
2008	4,913,000	4,123,000	-16%
2009	5,156,000	4,335,000	-16%
2010	4,908,000	4,182,000	-15%
Total	20,629,000	17,658,000	-14%

# Thank you

Email: [nevangelou@nar.realtor](mailto:nevangelou@nar.realtor)

LinkedIn: [www.linkedin.com/in/nadiaevangelou](http://www.linkedin.com/in/nadiaevangelou)