



August Census Release: What to know

Yoonserk Pyun
Mike Stucka
Geoff Hing
Jessica Davis
Steve Suo
Luciana Lopez

July 30, 2021

What we'll cover in this session

- **Details and timing** of the August data release
- **What** will be provided to the network by the Digital Optimization Team
- **How** to use the data and story ideas discussion

Details of the data release

- **When will the data be released?** The 2020 Census Data will likely be released on or before Aug. 16
- **What will be released?** In-depth demographic statistics from the 2020 Census.
- **How is it used?** The data will reveal how the ethnic, racial and voting age makeup of neighborhoods, cities, counties and states has changed since the 2010 census. It will inform political redistricting.
- **Why it is important:** This is an opportunity to step back and look at a decade of change. We know city and county populations change over time. To be able to see how your city or your metro area has evolved at the metro level is the richest area for storytelling.

Census data explained

- Census data: What's in it and what's not
- Diversity Index will be included for the network
- Potential issues:
 - The undercount due to the pandemic

Sample of 20/145 types of data that will be released

2020 Name
2020 GeoID
2010 Name
2010 GeoID
2020 Diversity Index
2010 Diversity Index
Diversity Index Change
Total Population
Total White Population
Total Black Population
Total American Indian Population
Total Asian Population
Total Pacific Islander Population
Total Other Race Population
Total Two or More Races Population
Total Hispanic Population
Total Not-Hispanic White Population
Total Minority Population

Our methodology: How the data came together

- Formulas have been created and verified ahead of release day by a team of data journalists in the network to compare the 2010 and 2020 census data.
- We're planning to present information for places like cities; counties; states; and the country, and showing who lived in those areas in 2010 and how that changed over time.
- We will go down to the tract level. Tracts are something like neighborhoods, typically about 4,000 people.
- Bridging this data is highly technical and complex. We carefully looked at how tracts shifted from the 2010 to the 2020 data.
- To ensure accuracy, we went back to the 2010 block level, which are small areas that typically have about 100 people.
- Blocks that moved perfectly into 2020 tracts we just count as-is. Blocks that are split into multiple tracts get apportioned by area. For example, if 29% of this block's area goes into that tract, we put 29% of that block's population into the 2020 tract for comparison.

Geographic boundaries have changed from 2010 to 2020: What this means for your stories

- 2010 tract-level populations are estimates, but should be close. You should tell readers these are estimates.
- Some city populations may have changed substantially because of annexations. We don't account for the changing area here.
- **What is a tract?** Tracts are something like neighborhoods, typically about 4,000 people.
- **To consider including in your stories that reference tracts:** Because tract boundaries have changed in some cases, USA TODAY estimated 2010 tract population counts based on their new boundaries.

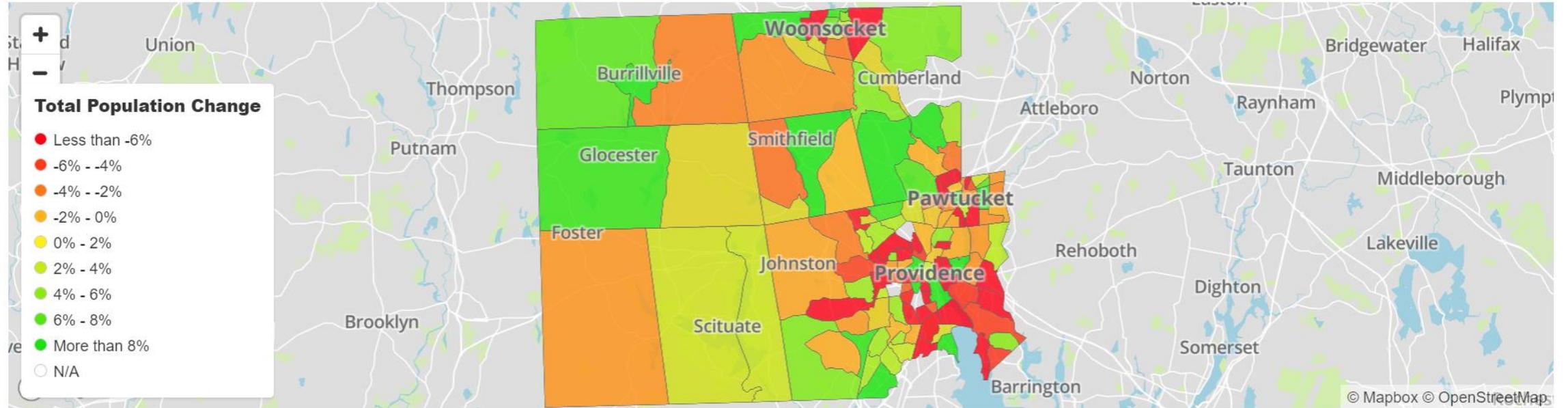
What will be provided on release day?

- To come from USA TODAY politics team: What we know about the Census data, including information about the diversity index and how the tracts might or might not have changed.
- The Digital Optimization Team's Yoonserk Pyun will provide:
 - Maps showing the change between 2010 and 2020 data for US, state, county, tracts (embed code will be provided for use by all)
 - Hosted on data sites on local sites in the network
 - USA TODAY graphics may provide additional visualizations not hosted on the DOT data sites
 - CSV with Census data broken down:
 - By state that will include US, state, county, tracts, county-sub (city)
 - By county that will include US, state, county, tracts
 - Additionally, two other files will include all geographic levels and all geographic levels except tracts
 - CSV sample: <http://data.tallahassee.com/media/jsons/census/csv/RI-44007.csv>
 - More detail can be found in [this Google sheet](#), including a list of DOT data sites

Live demo of the map based on sample data

Map

Total Population Change



What types of maps will be available to embed in Presto?

Primary Key	Map
diversity-index	Diversity Index
diversity-index-change	Diversity Index Change
total-population-change	Total Population Change
total-population-change-18	Total Population Change: Age 18+
hispanic-population	Hispanic Population Percent
hispanic-population-change	Hispanic Population Change
total-housing-units-change	Total Housing Units Change
occupied-housing-units-change	Occupied Housing Units Change
occupied-housing-units	Occupied Housing Units Percent

Diversity Index history and use

- The [USA TODAY Diversity Index](#) is a number -- on a scale from 0 to 100 -- that represents the chance that two people chosen randomly from an area will be different by race and ethnicity.
- A score of 0 would mean everyone had the same race and ethnicity; a score of 100 would mean everyone in an area had a distinctly different combination of race and ethnicity.
- The index is calculated using current federal standards for race and ethnicity, which are treated as separate concepts.
- The index was invented in 1991 by Phil Meyer of the University of North Carolina and Shawn McIntosh of USA TODAY.

Diversity Index			
	2020	2010	Change
Diversity Index	60.00	53.00	7.00↑

Timing of the release

- The data will take between 3 to 6 hours, and perhaps longer, on release day.
- Updates will be provided via a network [Teams channel](#) and via email.

Story ideas from USA TODAY

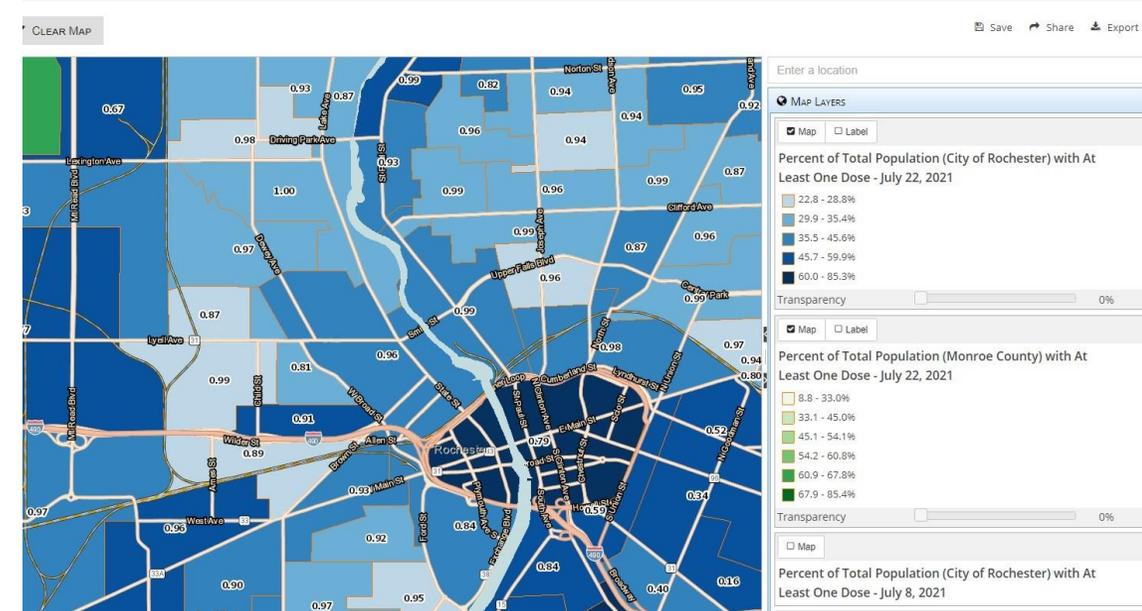
- From the politics team:
 - For the states that lost seats: what population are they losing, in terms of gender, race and ethnicity?
 - For the states that gained people, same thing - who were their additions
 - Especially for the states that gained people, how different are those new population additions than the folks who were already there?
- From the nation team:
 - If redistricting maps were created according to where ethnic groups live
 - Young people are less white than ever (In 2011, white Americans were a minority of the youth population in 10 states)
- Money team (longer term):
 - The five or ten neighborhoods and/or cities that have seen the biggest increase in housing vacancies in the last decade.

Story ideas (short-to-medium term) from the Rochester Democrat and Chronicle

- **Housing and Eviction filings.** The moratorium for evictions is currently extended to August 31 in New York state. Access to eviction filings in our market is only through the county court system. We would be looking at the census tract data for understanding the makeup of the households most impacted by the eviction filings we aggregate for analysis. The slow pace of rent relief payments to vulnerable renting households is a major issue. So household income data and etc. would help us report that out.
- Further out, we are planning coverage that looks at the long-term impact of zoning laws on home ownership opportunity and wealth creation. That's when doing decade-to-decade Census data comparisons will be informative. (We have shockingly low levels of home ownership among BIPOC).

Story ideas (short-to-medium term) from the Rochester Democrat and Chronicle

- **COVID vaccination and transmission rates.** One zip code area in our market has been identified as a hot spot due to the **above** state average transmission rates, and the **below** state average rate for vaccine uptake. (There are others almost identical). A Rochester-area health data project has **mapped the census tracts for vaccine uptake AND added the ability to overlay the CDC's Social Vulnerability Index*** to the census tracts. Here's an example. The lighter the blue, the lower the vaccination % uptake, The numeral 1.0 is the highest vulnerability rating.
- The updated Census data would help build our knowledge of the households in these tracts, and enable us to better report on community outreach efforts, track the spending supposed to reach this community and inform our involvement in supporting efforts to address community misinformation.



***Social Vulnerability Index**

“Every community must prepare for and respond to hazardous events, whether a natural disaster like a tornado or disease outbreak, or a human-made event such as a harmful chemical spill. A number of factors, including poverty, lack of access to transportation, and crowded housing may weaken a community’s ability to prevent human suffering and financial loss in a disaster. These factors are known as social vulnerability.”

<https://www.atsdr.cdc.gov/placeandhealth/svi/index.html>

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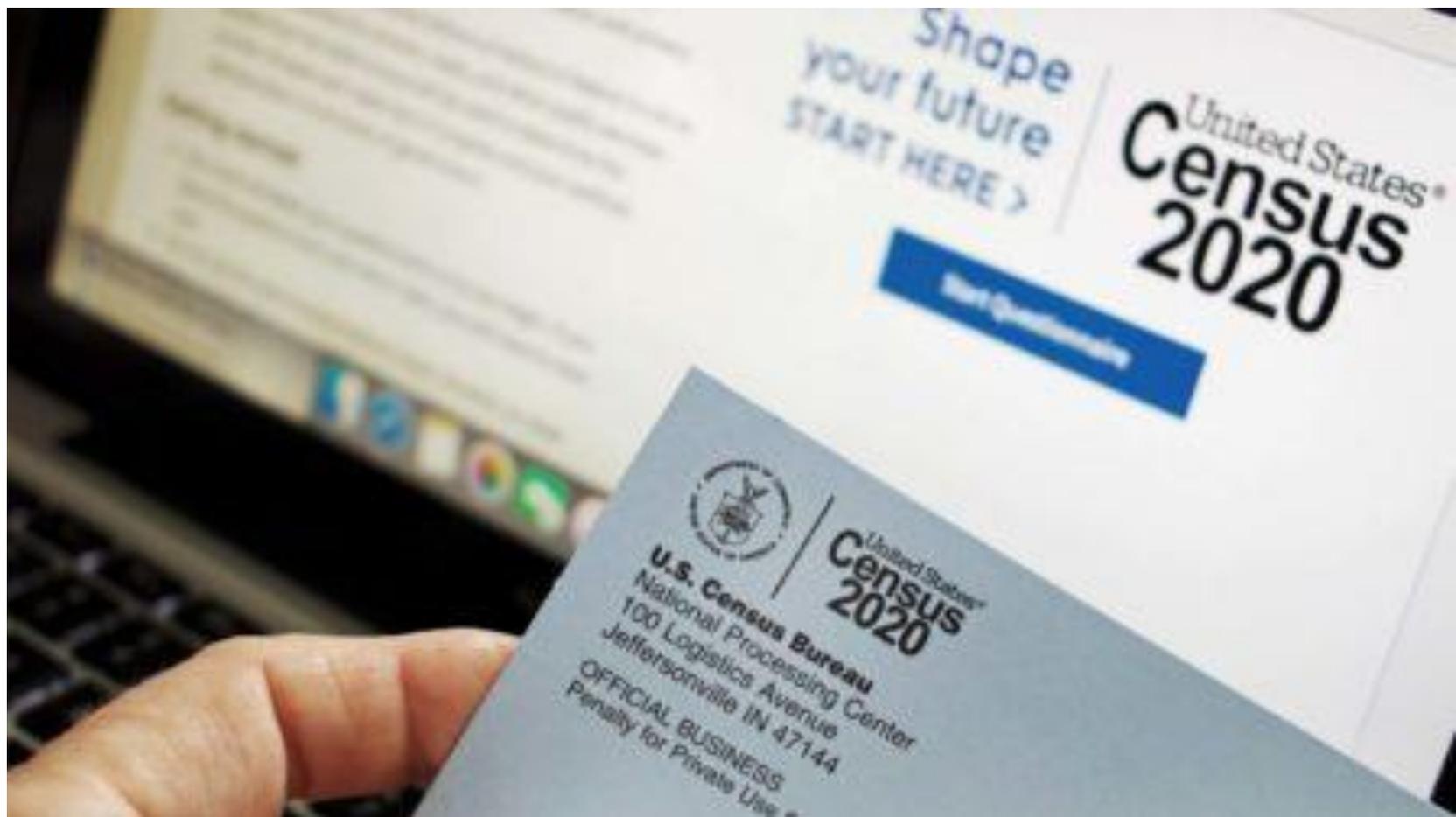
- **Gun Violence intervention programs and policing reform.** As part of our public safety reporting focusing on the impact of gun violence we would be looking to mesh the insights of the 2020 Census data with other data points around shootings incidents including homicides, which are mapped in various ways in our market. Along with colleagues in Wilmington and elsewhere, the D&C is also looking at comparing the efficacy of a range of gun violence disruption programs that have been tried in those communities over the years.
- **Census data would help us report on affected communities with greater nuance.** The D&C coverage area is also in the midst of a lengthy police reform process, which includes increased federal intervention and a number of mental health response initiatives. We anticipate the Census products will help us as we continue to monitor all those efforts.

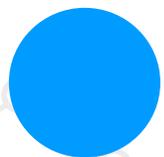
Discussion

- What kind of stories do you plan to create following the release of the 2020 census data (please note if they are short or long term)?
- What other thoughts or questions do you have about the 2020 Census data? What do you need help processing or navigating?

Resources

- **USA TODAY Network Teams Channel:** [Census 2020](#)
- **Poynter Webinar:** [Census Stories Beyond the Numbers](#)
 - Help journalists prepare to cover the changing demographics of their communities
 - One-hour webinar
 - Aug. 11 at 2 p.m. ET
 - Free
- **For IRE Members Only:** [IRE conference recording on Census data](#)
- **Next call:** Wednesday, Aug. 4 at 3 p.m. ET (invite coming)





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NETWORK**

THANK YOU.