

Name _____

Make Data Speak

Data available from the U.S. Census Bureau is listed below. You can also reference **Activity Item 1: Data Available From the Census Bureau**.

- | | |
|---|--|
| % in poverty | % of people with a bachelor's degree or higher |
| # of female-owned business | % of people who speak a language other than English |
| # of minority-owned businesses | # of people per household |
| % of households with a computer | owner-occupied housing unit rates |
| % of people who are high school graduates | % of people who lived where they live now a year ago |

1. Record the statistic that your group wants to research: _____

Write in the name of the cities your group has chosen for City 1 and City 2. Then complete the chart below with data points for all five locations using [QuickFacts](https://www.census.gov/quickfacts/) (<https://www.census.gov/quickfacts/>).

Location	Data Point
U.S. National:	
My State:	
My ZIP Code:	
City 1:	
City 2:	



2. Work with your group to make an infographic based on the data collected. You must use data from all five locations.

3. Now join your group in presenting the infographic to the class. Consider the following factors and include them in your presentation:

- Why is this statistic important?
- How can businesses use this information when making decisions?
- How could you improve your statistic at the city, state, and national level?

Note: “Improving” a statistic would mean *increasing* a positive statistic (for example, high school graduation rates) or *decreasing* a negative one (such as people who do not have health insurance.)

- Which regions or states would need the most assistance in improving your statistic?

Home Extension

Take your student worksheet home and share it with an adult in your home. Share with them the data you collected and how you think your statistic could improve within your city, state, or country. Remind them that the 2020 Census is coming soon and ask who will be completing the form for your household.

Word Bank and Vocabulary

Word Bank

You can use the following words to help you discuss answers with your classmates and to write answers on your worksheet.

infographic	population	government	poverty
ancestry	census	business	owner-occupied
proficiency	data	education	statistics





Key Vocabulary

	Infographic: A way to display data visually
	Ancestry: Where a person's family came from
	Population: The number of people living in a certain area
	Living arrangements: Where and how people live, like in an apartment or house, with family members or alone
	Poverty: Severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education, and information
	Statistics: Collection and analysis of numerical data in large quantities
	Proficiency: A high degree of skill



Activity Item 1: Data Available From the Census Bureau

Fact	United States
PEOPLE	
Population	
Population estimates, July 1, 2018, (V2018)	327,167,434
Population estimates base, April 1, 2010, (V2018)	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	6.0%
Population, Census, April 1, 2010	308,745,538
Age and Sex	
Persons under 5 years, percent	6.1%
Persons under 18 years, percent	22.4%
Persons 65 years and over, percent	16.0%
Female persons, percent	50.8%
Race and Hispanic Origin	
White alone, percent	76.5%
Black or African American alone, percent	13.4%
American Indian and Alaska Native alone, percent	1.3%
Asian alone, percent	5.9%
Native Hawaiian and Other Pacific Islander alone, percent	0.2%
Two or More Races, percent	2.7%
Hispanic or Latino, percent	18.3%
White alone, not Hispanic or Latino, percent	60.4%
Population Characteristics	
Veterans, 2013-2017	18,939,219
Foreign born persons, percent, 2013-2017	13.4%
Housing	
Housing units, July 1, 2018, (V2018)	138,537,078
Owner-occupied housing unit rate, 2013-2017	63.8%
Median value of owner-occupied housing units, 2013-2017	\$193,500
Median selected monthly owner costs -with a mortgage, 2013-2017	\$1,515
Median selected monthly owner costs -without a mortgage, 2013-2017	\$474
Median gross rent, 2013-2017	\$982
Building permits, 2018	1,328,827



Activity Item 1: Data Available From the Census Bureau (Cont.)

Families & Living Arrangements	
Households, 2013-2017	118,825,921
Persons per household, 2013-2017	2.63
Living in same house 1 year ago, percent of persons age 1 year+, 2013-2017	85.4%
Language other than English spoken at home, percent of persons age 5 years+, 2013-2017	21.3%
Computer and Internet Use	
Households with a computer, percent, 2013-2017	87.2%
Households with a broadband Internet subscription, percent, 2013-2017	78.1%
Education	
High school graduate or higher, percent of persons age 25 years+, 2013-2017	87.3%
Bachelor's degree or higher, percent of persons age 25 years+, 2013-2017	30.9%
Health	
With a disability, under age 65 years, percent, 2013-2017	8.7%
Persons without health insurance, under age 65 years, percent	10.2%
Economy	
In civilian labor force, total, percent of population age 16 years+, 2013-2017	63.0%
In civilian labor force, female, percent of population age 16 years+, 2013-2017	58.2%
Total accommodation and food services sales, 2012 (\$1,000)	708,138,598
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	2,040,441,203
Total manufacturers shipments, 2012 (\$1,000)	5,696,729,632
Total merchant wholesaler sales, 2012 (\$1,000)	5,208,023,478
Total retail sales, 2012 (\$1,000)	4,219,821,871
Total retail sales per capita, 2012	\$13,443
Transportation	
Mean travel time to work (minutes), workers age 16 years+, 2013-2017	26.4
Income & Poverty	
Median household income (in 2017 dollars), 2013-2017	\$57,652
Per capita income in past 12 months (in 2017 dollars), 2013-2017	\$31,177
Persons in poverty, percent	12.3%



Activity Item 1: Data Available from the Census Bureau (Cont.)

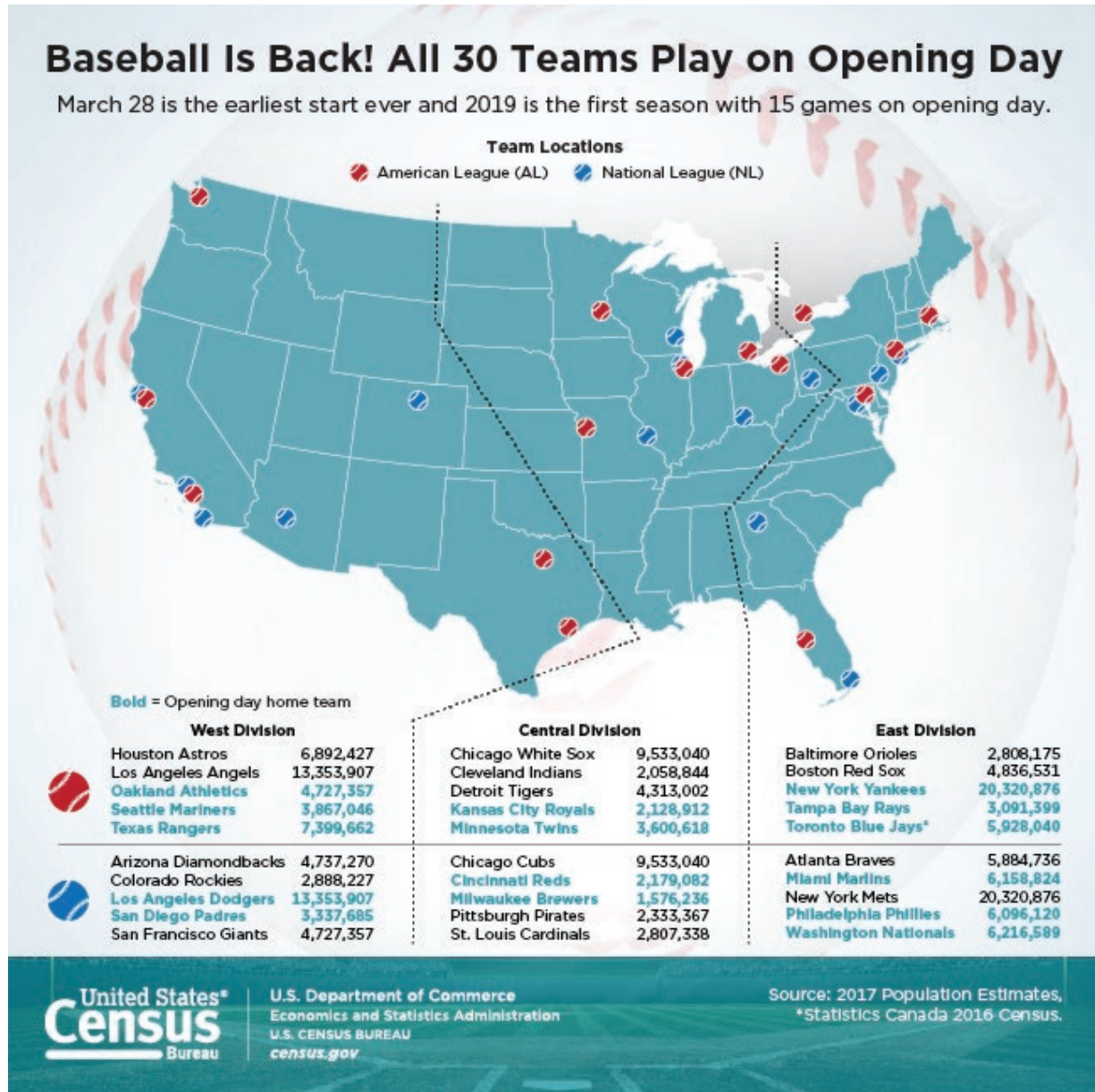
BUSINESSES	
Total employer establishments, 2016	7,757,807
Total employment, 2016	126,752,238
Total annual payroll, 2016 (\$1,000)	6,435,142,055
Total employment, percent change, 2015-2016	2.1%
Total nonemployer establishments, 2017	25,701,671
All firms, 2012	27,626,360
Men-owned firms, 2012	14,844,597
Women-owned firms, 2012	9,878,397
Minority-owned firms, 2012	7,952,386
Nonminority-owned firms, 2012	18,987,918
Veteran-owned firms, 2012	2,521,682
Nonveteran-owned firms, 2012	24,070,685
GEOGRAPHY	
Population per square mile, 2010	87.4
Land area in square miles, 2010	3,531,905.43

Source: U.S. Census Bureau, QuickFacts

<https://www.census.gov/quickfacts/fact/table/US/PST045218>



Activity Item 2: Sample U.S. Census Bureau Infographics

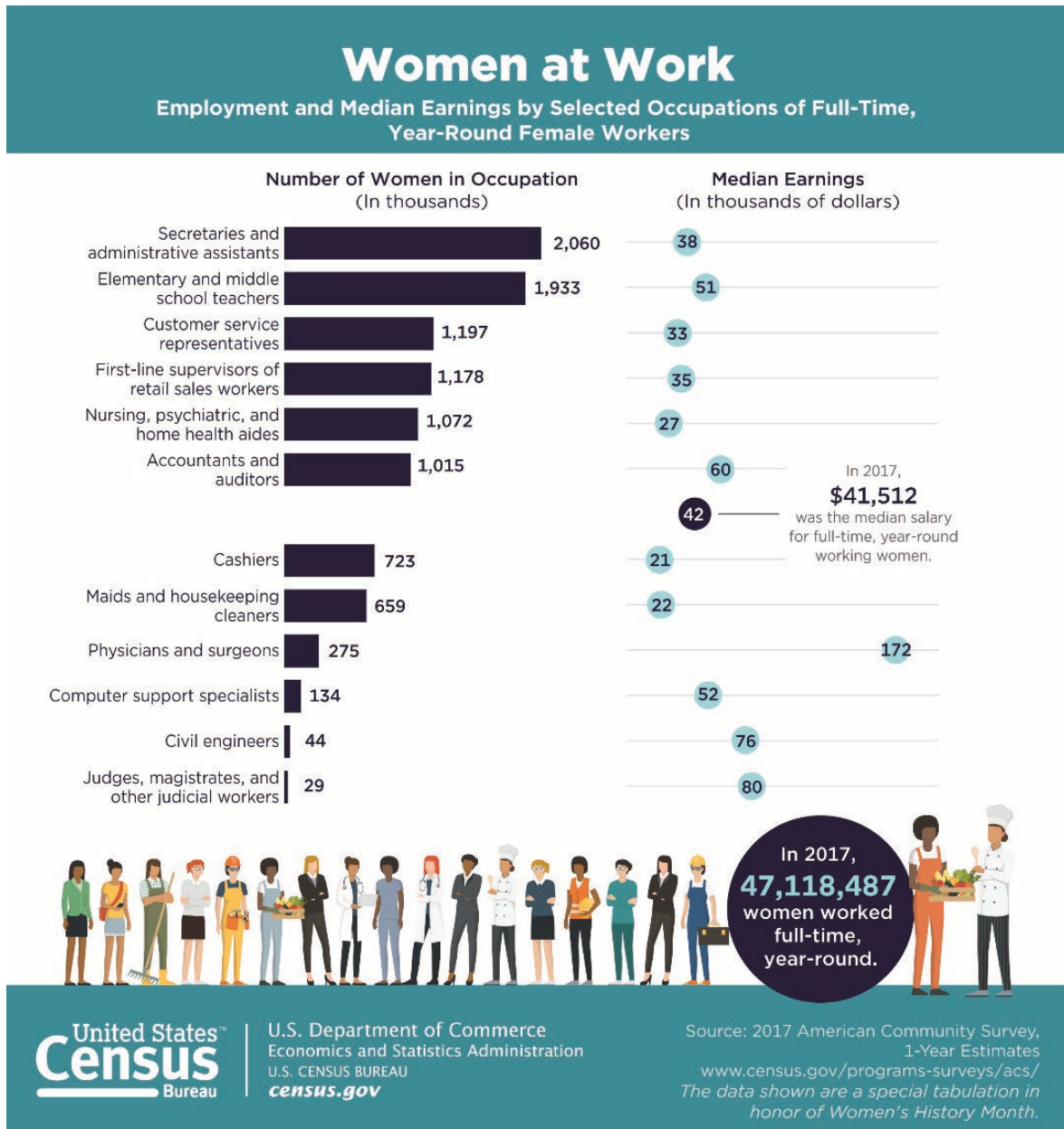


Source: U.S. Census Bureau, 2017 Population Estimates

<https://www.census.gov/content/dam/Census/library/visualizations/2019/comm/opening-day-2019.jpg>



Activity Item 2: Sample U.S. Census Bureau Infographics (Cont.)

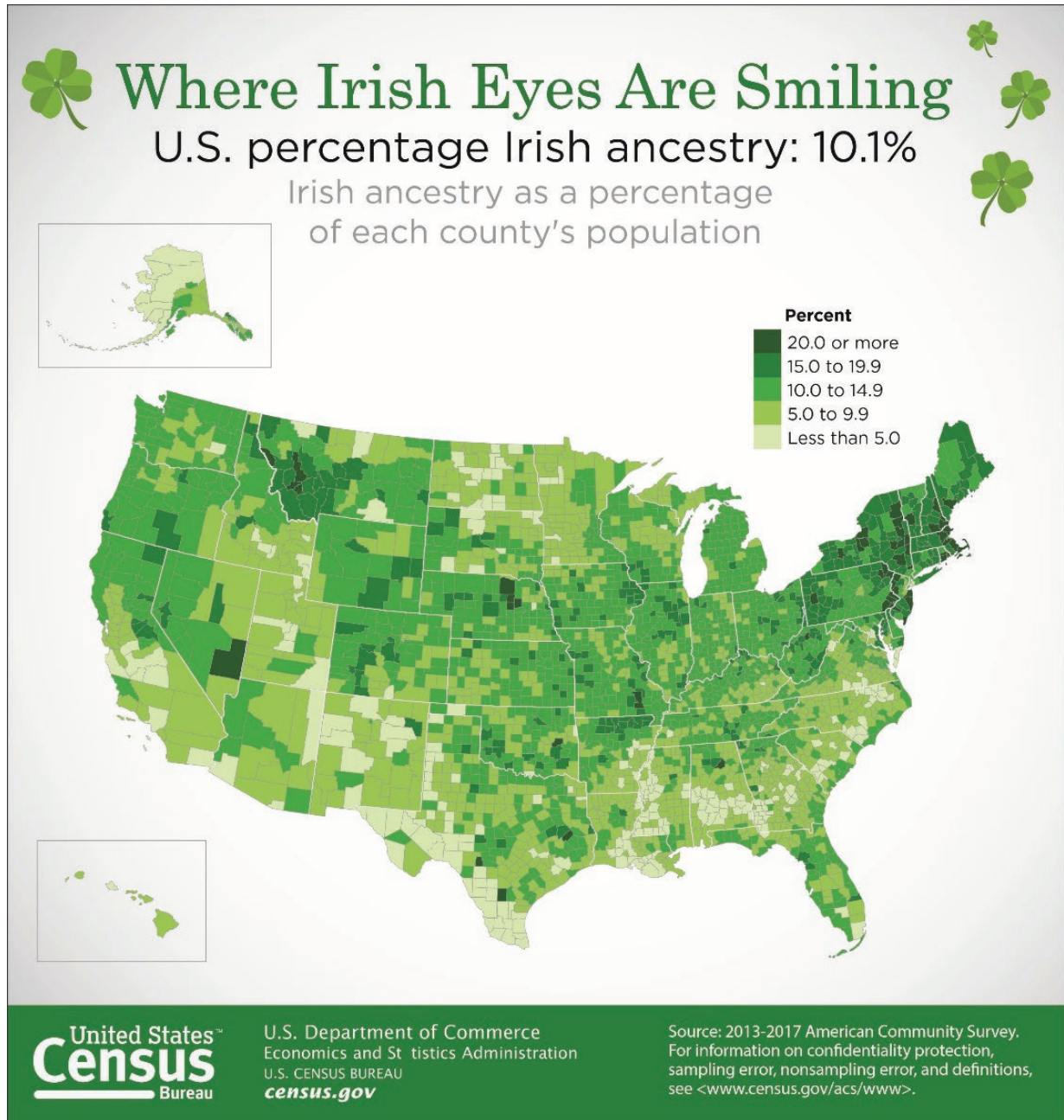


Source: U.S. Census Bureau, 2017 American Community Survey, 1-Year Estimates

<https://www.census.gov/content/dam/Census/library/visualizations/2019/comm/womens-earnings-by-occupation.jpg>



Activity Item 2: Sample U.S. Census Bureau Infographics (Cont.)



Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

<https://www.census.gov/content/dam/Census/library/visualizations/2019/comm/irish-american.pdf>