



**FOUNDATION FOR A
HEALTHY
KENTUCKY**

HEALTH FOR A CHANGE

**All things 2020 US Census:
Review, new products, & Kentucky connections**

May 19, 2021



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Foundation for a Healthy Kentucky's MISSION

To address the unmet health needs of Kentuckians

by . . .

- Developing and influencing policy
- Improving access to care
- Reducing health risks and disparities
- Promoting health equity

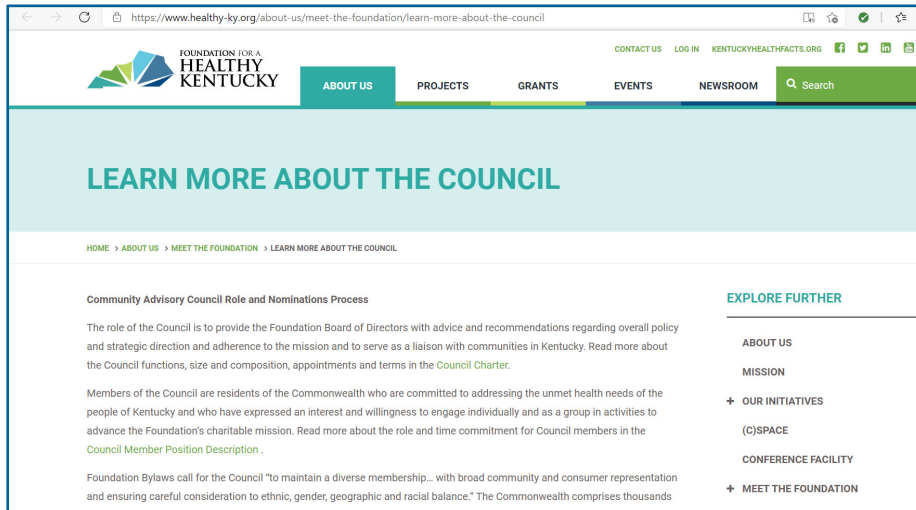
And VALUES. . .

✓ Integrity	✓ Leadership
✓ Respect	✓ Policy Equity
✓ Effectiveness	✓ Collaboration




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www.healthy-ky.org/about-us/meet-the-foundation/learn-more-about-the-council



3

www.healthy-ky.org/events/bost-health-policy-forum



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www.healthy-ky.org/events/health-for-a-change



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www.healthy-ky.org/events/health-for-a-change

✓ Thursday, **June 10** 12PM ET / 11AM CT
 Transforming Kentucky's Public Health System & the
 Critical Role of Community Collaborations

 **Health** for a **Change**



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www.healthy-ky.org

CONTACT

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[@kyhealthfacts](https://twitter.com/kyhealthfacts)



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www.kynonprofits.org/census2020



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Health for a Change

Matthew H. Ruther, PhD
Associate Professor, University of Louisville
Director, Kentucky State Data Center

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State Data Centers

National

Regional

State

Kentucky State Data Center
 Department of Urban and Public Affairs | College of Arts and Sciences | University of Louisville
 ksd@louisville.edu | 502.852.7990

Local:
 Area Development Districts, governments, libraries, etc.

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State Data Center Goals and Objectives

- **Data Dissemination**
 - Ensure that data and access are available to the general (local) public
 - Embargo access to new data releases
- **Data Analysis, Assistance, and Consultation**
 - Support data users in using and finding Census information
 - Provide access to training on the use of Census products
- **Census Promotion and Assistance with Census Programs and Products**
 - Increase public awareness of upcoming surveys and new Census products
 - Assist the Bureau with product, technology and service development
 - Maintain affiliate network

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KSDC Affiliates

- **Area Development Districts**
 - 15 regional organizations supporting planning, economic development, and social services
- **Non-profit organizations**
 - Foundation for a Healthy Kentucky, Kentucky Youth Advocates, Greater Louisville Project
- **State and local governments**
 - Children and Family Services, Transportation, Economic Development, Education and Workforce Development
- **Public and university libraries**

Annual Affiliate Meeting
 held in early August of
 each year

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KSDC Research

Projections of Population and Households
State of Kentucky, Kentucky Counties, and Area Development Districts
2015-2040
Vintage 2016

Community Health Needs Assessment
Louisville, Kentucky 2017

KENTUCKY POPULATION GROWTH: WHAT DID THE 2010 CENSUS TELL US?
MICHAEL PRICE
DECEMBER 13, 2011

Urbanization and Demographic Change in Kentucky

Male CRC Hot Spot Analysis, 1995-2018

Presence of BCBA's
At Least One BCBA | No BCBA | No BCBA, No BCBA in Neighboring County

KSDC UNIVERSITY OF LOUISVILLE

Matt Butler, PhD
Tom Sawyer
Sarah Ehrsman

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UNIVERSITY OF LOUISVILLE COLLEGE OF ARTS & SCIENCES <http://ksdc.louisville.edu>

Kentucky State Data Center

Department of Urban and Public Affairs | College of Arts and Sciences | University of Louisville
ksdc@louisville.edu | 502.852.7990

REMOTE OFFICE NOTICE: All offices are OPEN. However, to prevent the spread of COVID-19, faculty and staff are working remotely. To reach the Kentucky State Data Center, please contact Tom Sawyer / 502-852-7990 / tsawyer@louisville.edu.

KSDC Home | People | Research | Data Downloads | Data Sources by Topic | Data Request | Affiliates

The Kentucky State Data Center (KSDC) is the state's lead agency in the U.S. Census Bureau's State Data Center Program and Kentucky's official clearinghouse for Census data. The State Data Center program was initiated by the U.S. Census Bureau in 1978 in order to facilitate the dissemination of Census data to data users across the state and to provide a vehicle for user feedback to the Census Bureau. The Kentucky State Data Center is housed in the Department of Urban and Public Affairs in the College of Arts and Sciences at the University of Louisville.

SDC
The U.S. Census Bureau's Premier Local Partner

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Population Estimates

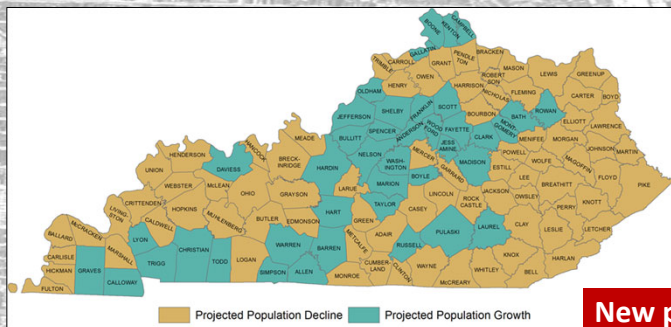
Estimates of the Components of Resident Population Change: April 1, 2010 to July 1, 2019 ¹										
	Cumulative Estimates of the Components of Population Change Census 2010 to July 1, 2019					Annual Estimates of the Components of Population Change July 1, 2018 to July 1, 2019				
	Total Pop Change	Vital Events		Natural Increase	Total Migration ²	Total Pop Change	Vital Events		Natural Increase	Total Migration ²
		Births	Deaths				Births	Deaths		
Kentucky	128,340	510,539	418,202	92,337	36,003	6,520	53,471	46,074	7,397	-877
ADDs										
BarrenRiver	24,711	34,757	27,324	7,433	17,278	2,850	3,906	2,998	908	1,942
Big Sandy	-15,091	15,850	17,897	-2,047	-13,044	-1,418	1,478	1,962	-484	-934
Bluegrass	60,197	90,575	65,894	24,681	35,516	3,711	9,610	7,413	2,197	1,514
Buffalo Trace	-1,150	6,361	6,232	129	-1,279	96	690	637	53	43
Cumberland Valley	-6,425	27,797	26,992	805	-7,230	-982	2,808	3,000	-192	-790
FIVCO	-6,423	14,530	15,382	-852	-5,571	-1,299	1,397	1,699	-302	-997
Gateway	3,255	9,432	8,127	1,305	1,950	50	978	916	62	-12
Green River	2,493	25,129	21,735	3,394	-901	-10	2,645	2,327	318	-328
Kentuckiana	49,130	113,951	86,735	27,216	21,914	973	12,004	9,607	2,397	-1,424
Kentucky River	-11,156	12,370	14,655	-2,285	-8,871	-1,161	1,170	1,556	-386	-775
Lake Cumberland	2,123	22,647	23,307	-660	2,783	793	2,353	2,485	-132	925
Lincoln Trail	9,311	32,178	23,969	8,209	1,102	1,468	3,352	2,660	692	776
Northern KY	25,588	55,797	35,517	20,280	5,308	2,554	5,961	4,059	1,902	652
Pennyrite	-7,618	28,507	22,268	6,239	-13,857	-867	3,020	2,371	649	-1,516
Purchase	-605	20,658	22,168	-1,510	905	-238	2,099	2,384	-285	47
Counties										
Adair	543	1,880	1,806	74	469	3	184	216	-32	35
Allen	1,357	2,290	2,062	228	1,129	193	239	242	-3	196
Anderson	1,285	2,355	1,985	370	915	106	252	211	41	65

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Population Projections

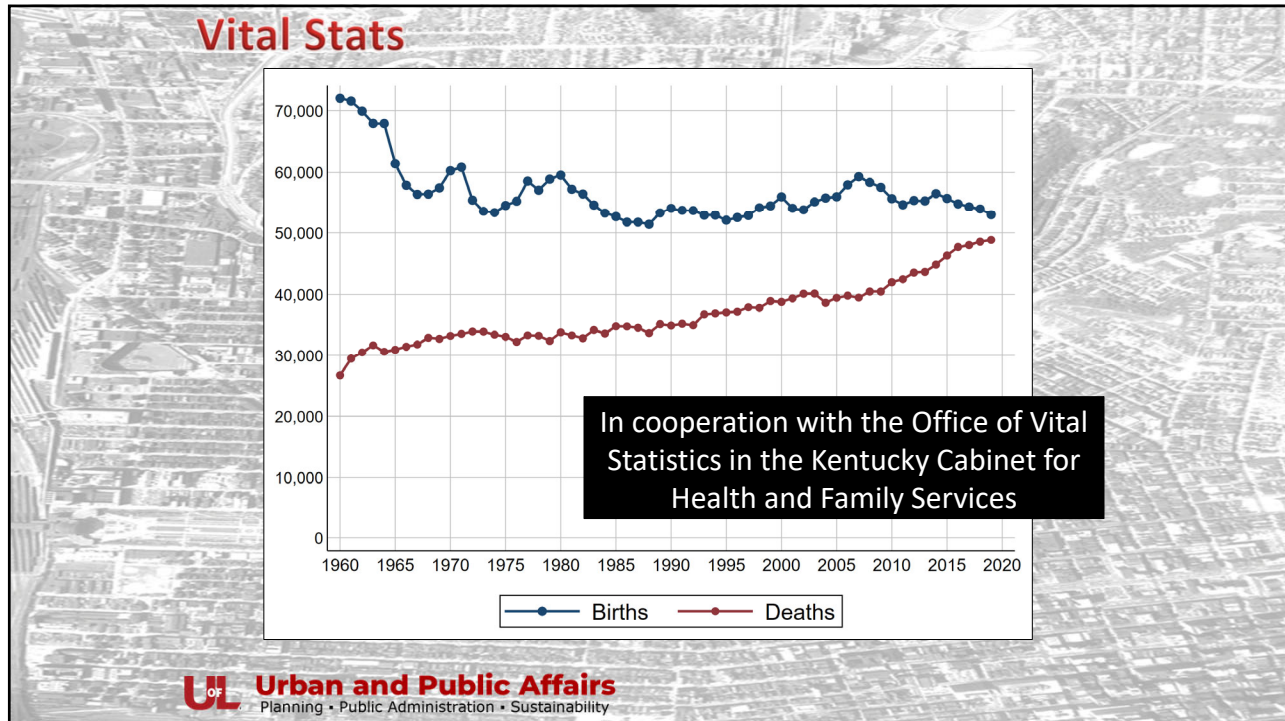
- Projections are predictions of the population in the future
- KSDC produces projections for the state and counties
- Kentucky is expected to grow by 7.8% (or 352,917 people) in the next 20 years – but 2/3 of Kentucky’s counties are expected to lose population during this time



New projections coming by the end of 2021!

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Neighborhood Profiles

HEALTH CHARACTERISTICS

Health Insurance Coverage

	PRP		Jefferson County	
	Estimate	Percent	Estimate	Percent
Population under 6 years without health insurance	48	2%	1,520	3%
Population under 18 years without health insurance	258	4%	6,435	4%
Total population without health insurance	3,111	10%	79,273	11%

Data Source: U.S. Census Bureau, 2011-2015 American Community Survey

Disability Status

	PRP		Jefferson County	
	Estimate	Percent	Estimate	Percent
Population with a disability	4,983	16%	109,054	14%

Data Source: U.S. Census Bureau, 2011-2015 American Community Survey

Food Access (2015)

	PRP		Jefferson County	
	Estimate	Percent	Estimate	Percent
Population who are low income and do not live close to a grocery store	703	2%	37,089	5%
Census tracts designated a food desert	0	-	13	-

Note: Population who are low income is defined as living at or below 200 percent of the federal poverty line. Not living close to a grocery store is defined as living further than one mile from a full-service grocery store.

Food deserts are defined at the census tract level, when the tract is considered low income and low access. A tract is considered low income if the tract poverty rate is 20% or greater, or if the tract has a median family income less than or equal to 80% of the metropolitan area's median family income. A census tract is considered to have low access if a significant number (at least 500 people) or share (at least 30%) of individuals in the tract is greater than one mile from the nearest grocery store.

Data Source: U.S. Department of Agriculture, Food Access Research Atlas

Pleasure Ridge Park Neighborhood Profile—July 2017 15

HEALTH CHARACTERISTICS

Violent Crime (2016)

	PRP	Jefferson County
Number of violent crimes	143	4,534
Violent crime rate per 100,000 population	451	600

Data Source: Louisville Metro Police Department

Note: This data only reflects crime reported to Louisville Metro Police, and excludes any violent incidences reported to the other policing agencies with jurisdiction in Jefferson County.

Violent crime is defined as cases of reported homicide, rape, robbery, and aggravated assault within the Part 1 Uniform Crime Report (UCR) hierarchy.

Birth Measures

	PRP	Jefferson County
Births to mothers who smoked during pregnancy	17%	12%
Births to mothers without a high school degree	14%	15%
Births to unmarried mothers	54%	47%
Low birthweight births	9%	9%
Teen birth rate per 1,000 women age 15-19	38	33

Data Source: Kentucky Cabinet for Health and Family Services, Department of Public Health

Premature Death

	PRP	Jefferson County
Years of potential life lost before age 75 per 100,000 population (age-adjusted)	6,830	8,229

Data Source: Kentucky Cabinet for Health and Family Services, Department of Public Health

Pleasure Ridge Park Neighborhood Profile—July 2017 16

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Other Sources of Health Data

KSDC Home People Research Data Downloads **Data Sources by Topic** Data Request Affiliates

KSDC Home > Data Sources by Topic > Health

Introduction

Health topics include **maternal and child health, health behaviors, access to care, and health outcomes.**

There are several sources of health data discussed here.

- Centers for Disease Control and Prevention (CDC) ← **CDC WONDER BRFSS**
- Small Area Health Insurance Estimates
- Kentucky Health Facts
- KIDS COUNT Data Center
- County Health Rankings
- Kentucky Cancer Registry

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The PLACES Project

- The PLACES project relies on an innovative multilevel regression and poststratification approach that links geocoded health surveys and high spatial resolution population demographic and socioeconomic data
- The approach accounts for the associations between individual health outcomes, characteristics, and spatial contexts and factors at multiple levels
- The primary data sources for this project are the Behavioral Risk Factor Surveillance System, 2010 Decennial Census, and American Community Survey

BRFSS is a CDC-sponsored survey, administered by states, of risk behaviors, chronic health conditions, and use of preventive services – 7,974 respondents in Kentucky (2019)

PLACES
LOCAL DATA FOR BETTER HEALTH

Learn more about PLACES and how to use it to improve the public health in your community.

How does PLACES fit a current need?

PLACES provides a unique, multilevel regression and poststratification approach to analyze health outcomes by sub-population area. Local data allow for more health-related policy-making, targeting, and action to better understand the health status of residents and how they differ in response to health behaviors. The CDC WONDER BRFSS provides a unique, multilevel regression and poststratification approach to analyze health outcomes by sub-population area. Local data allow for more health-related policy-making, targeting, and action to better understand the health status of residents and how they differ in response to health behaviors.

What is the purpose of PLACES?

PLACES provides data for all counties, independent and non-independent, major cities, and ZIP codes. Includes data for the entire US. Includes health-related information (e.g., cancer screening, health insurance) (e.g., counties, health insurance, and cancer screening) (e.g., health insurance, cancer screening, and cancer screening) (e.g., health insurance, cancer screening, and cancer screening).

What is the unique value of PLACES?

- Research outcomes data at a granular level to create smaller cities and rural areas, and that were previously unavailable.
- Includes information on socioeconomic factors, such as income, education, and health insurance, and other factors that are not available in other data sources.
- Includes information on geographic and demographic data.

How can these data advance health and economic equity?

- Inform the development and implementation of effective and targeted prevention and intervention programs and policies.
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Number of ZIPs: 3,142
 Populated Areas: 28,424
 Counties: 120
 ZIP Code Subdivisions: 32,409


More details of project in support of the CDC WONDER BRFSS (2019)

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The PLACES Project

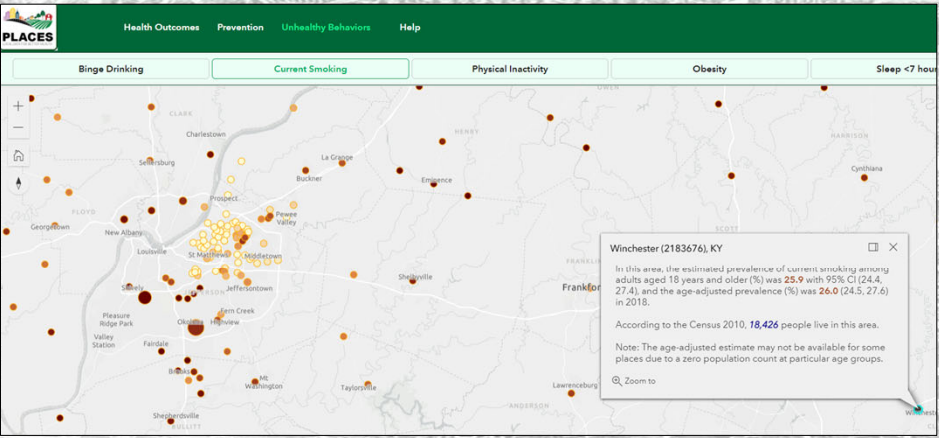
Health Outcomes	Prevention	Unhealthy Behaviors
Arthritis	Health Insurance	Binge Drinking
Asthma	Annual Checkup	Current Smoking
High BP/Cholesterol	Dental Visit	Physical Inactivity
Cancer	BP Medication	Obesity
Kidney Disease	Cholesterol Screening	Sleep <7 Hours
COPD	Mammography	
Heart Disease	Cervical Cancer Screen	
Diabetes	Colorectal Cancer Screen	
Mental Health	Preventive Services	Geographic Levels
Physical Health		County
Stroke		City
Teeth Loss		ZIP Code
		Census Tract




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The PLACES Project (Cities)

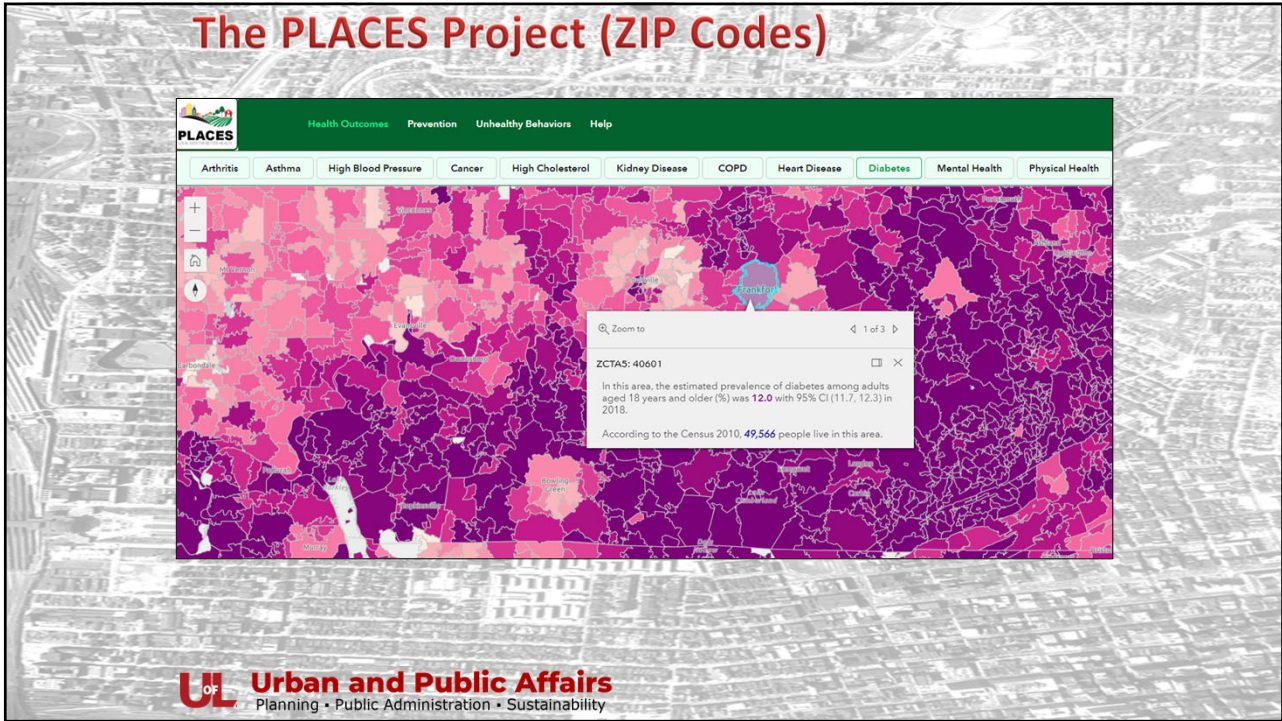




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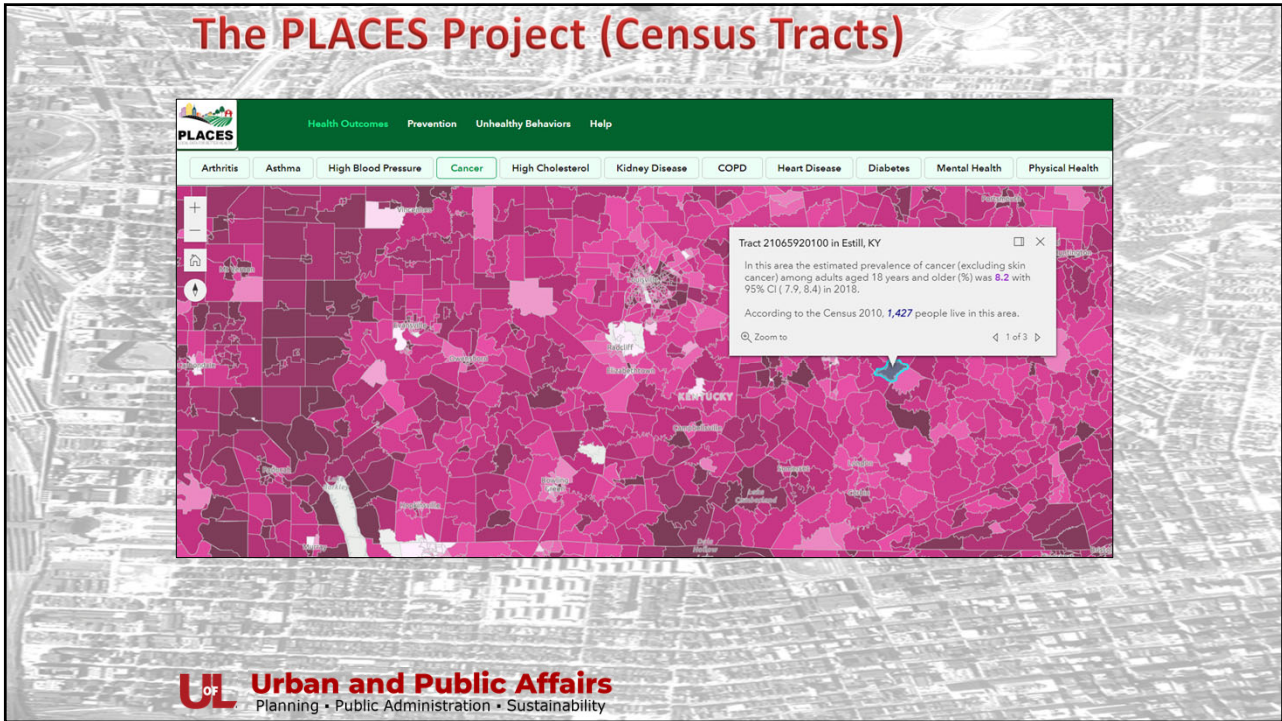
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The PLACES Project (ZIP Codes)



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The PLACES Project (Census Tracts)



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Health for a Change

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 @ky_sdc

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Thank You to Our Partners.

Foundation for a Healthy Kentucky

United States Census Bureau

ERIN PEABODY
 PARTNERSHIP SPECIALIST

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Thank YOU!


Thank you to Kentucky's 4,000+ 2020 Census Partners!

YOU...

- ...Promoted civic duty/responsibility
- ...Encouraged fair political representation
- ...Helped direct vital federal dollars back to your communities for public health, education, infrastructure, youth and senior services, and more

About Census Partnerships

From corporations to policymakers, foundations and non-profits to software developers, the U.S. Census Bureau partners across sectors and industries to help America work better through data. Together, we harness the power of our data, support each other's missions, and co-create solutions to increase data use and participation in Census Bureau surveys and programs. Connect with the partnerships team at census.partners@census.gov to learn more.



Envisioning our Future 27

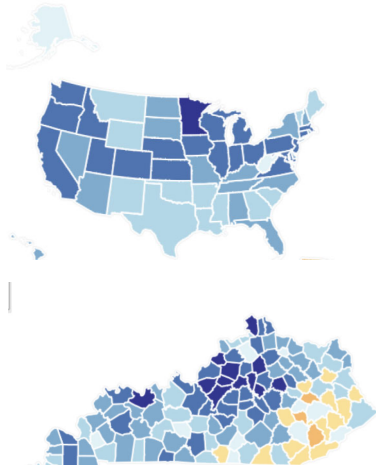
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Thank YOU!

SELF-RESPONSE RATES:


Nation:	67.0%
Kentucky:	68.2%
Louisville-Jefferson County:	72.1%
Lexington-Fayette County:	71.2%

**Note: Self-response is only part of how census data is collected and does NOT include Non-Response Follow-Up (door-to-door efforts), Group Quarters enumeration, or other operations.*





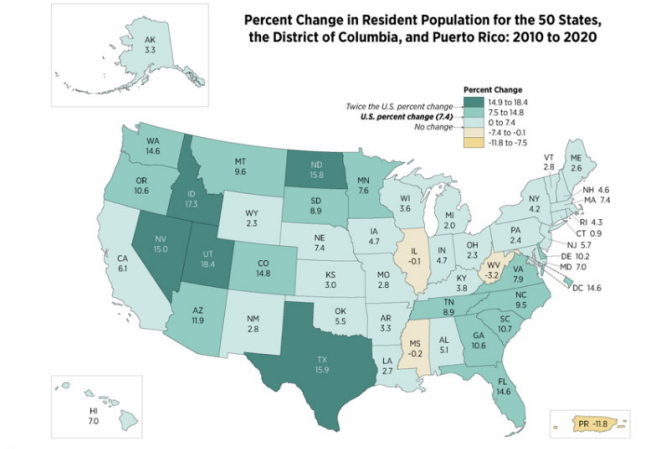
Self-Response Rate (%) 28



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Thank YOU!

Kentucky Resident Population:
2020: 4,505,836 (3.8% growth)



US Census Bureau

Data Resources

Events

Partnerships

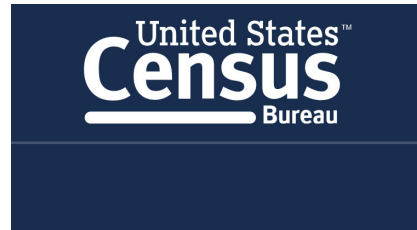


Thank YOU!



U.S. Census Bureau Data Products and Tools

- American Community Survey (ACS)
- data.census.gov
- Census QuickFacts
- Household Pulse Survey



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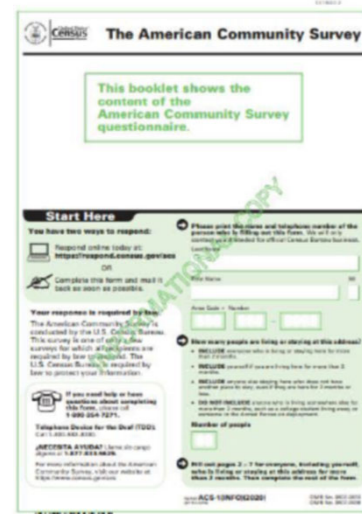
Thank YOU!



American Community Survey

- The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million U.S. addresses and informs over \$675 billion of federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based federal government uses

<https://www.census.gov/programs-surveys/acs>



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data.census.gov

<https://data.census.gov/cedsci/>

Newest platform for accessing data from the U.S. Census Bureau, all in ONE centralized location.

- Data includes population, educational attainment, median household income, employment status, housing units and other statistics
- Designed for adding data to reports, grant proposals, or forecasting
- Draws from Decennial Census, American Community Survey, Economic Census, and other Census Bureau surveys



data.census.gov



Explore Census Data

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

Find Tables, by

SEARCH

Advanced Search Help Feedback

Envisioning our Future 33

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Jefferson County, KY

OCCUPATION BY SEX FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER

5/19/2021 Census - Table Results

Note: This is a modified view of the original table produced by the U.S. Census Bureau. This download or printed version may have missing information from the original table.

Label	Jefferson County, Kentucky		Percent Female
	Total	Percent Male	
▼ Total	302,639	50.4%	49.4%
▼ Management, business, science, and arts occupations:	136,148	46.3%	53.7%
▼ Management, business, and financial occupations:	61,088	53.0%	47.0%
Management occupations	41,213	57.0%	43.0%
Business and financial operations occupations	19,875	44.4%	55.4%
▼ Computer, engineering, and science occupations:	22,895	78.1%	21.9%
Computer and mathematical occupations	12,055	80.3%	19.7%
Architecture and engineering occupations	7,918	86.3%	13.7%
Life, physical, and social science occupations	2,722	44.4%	55.4%
▼ Education, legal, community service, arts, and media occupations:	41,332	34.7%	65.3%
Community and social service occupations	6,136	33.0%	67.0%
Legal occupations	5,042	51.9%	48.1%
Educational instruction, and library occupations	21,148	26.4%	73.6%
Arts, design, entertainment, sports, and media occupations	4,354	50.1%	49.9%
▼ Healthcare practitioners and technical occupations:	36,853	23.4%	76.6%
Health diagnosing and treating practitioners and other technical occupations	26,116	26.1%	73.9%
Health technologists and technicians	8,664	23.3%	76.7%
▼ Service occupations:	61,208	40.0%	60.0%
Healthcare support occupations	8,397	13.7%	86.3%
▼ Protective service occupations:	8,796	74.8%	25.2%
Firefighting and prevention, and other protective service workers including supervisors	8,000	80.0%	20.0%
Law enforcement workers including supervisors	2,881	64.0%	36.0%
Food preparation and serving related occupations	22,043	38.4%	61.6%
Building and grounds cleaning and maintenance occupations	11,909	47.0%	53.0%
Personal care and service occupations	18,983	26.4%	73.6%
▼ Sales and office occupations:	76,264	37.7%	62.3%
Sales and related occupations	36,099	47.0%	53.0%
Office and administrative support occupations	38,177	28.3%	71.7%
▼ Natural resources, construction, and maintenance occupations:	22,862	64.4%	35.6%
Farming, fishing, and forestry occupations	433	70.9%	29.1%
Construction and extraction occupations	13,332	66.3%	33.7%
Installation, maintenance, and repair occupations	8,897	93.4%	6.6%
▼ Production, transportation, and material moving occupations:	66,335	70.3%	29.7%
Production occupations	29,871	64.3%	35.7%
Transportation occupations	14,456	89.9%	10.1%
Material moving occupations	22,008	67.3%	32.7%

POVERTY STATUS IN THE PAST 12 MONTHS OF INDIVIDUALS BY SEX BY EDUCATIONAL ATTAINMENT

5/19/2021 Census - Table Results

Note: This is a modified view of the original table produced by the U.S. Census Bureau. This download or printed version may have missing information from the original table.

Label	Jefferson County, Kentucky	
	Total	Estimate
▼ Total	528,023	58,056
▼ Income in the past 12 months below poverty level:	21,634	5,700
▼ Male	10,994	3,025
Less than high school graduate	3,215	825
High school graduate (includes equivalent)	3,322	825
Some college, associate's degree	3,215	825
Bachelor's degree or higher	3,215	825
▼ Female	10,640	2,675
Less than high school graduate	12,170	3,000
High school graduate (includes equivalent)	12,170	3,000
Some college, associate's degree	12,170	3,000
Bachelor's degree or higher	3,448	875
▼ Income in the past 12 months at or above poverty level:	466,947	52,356
▼ Male	235,834	13,829
Less than high school graduate	58,367	63,468
High school graduate (includes equivalent)	87,936	87,936
Some college, associate's degree	87,936	87,936
Bachelor's degree or higher	341,133	13,391
▼ Female	131,391	18,527
Less than high school graduate	60,401	75,881
High school graduate (includes equivalent)	75,881	75,881
Some college, associate's degree	75,881	75,881
Bachelor's degree or higher	91,430	91,430

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Thank YOU!

Census QuickFacts

<https://www.census.gov/quickfacts/>

QuickFacts
United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

-- Select a fact --

🔄 CLEAR
📊 TABLE
📍 MAP
📈 CHART
📌 DASHBOARD
⚙️ MORE

What's New & FAQs >

Table

All Topics	United States
Population estimates, July 1, 2019, (V2019)	328,238,023
PEOPLE	
Population	
Population estimates, July 1, 2019, (V2019)	328,238,023
Population estimates base, April 1, 2010, (V2019)	308,768,105
Population, percent change -April 1, 2010 (estimates based to July 1, 2019, (V2019)	6.3%
Population, Census, April 1, 2010	308,745,938
Age and Sex	
Persons under 5 years, percent	6.0%
Persons under 18 years, percent	22.3%
Persons 65 years and over, percent	16.8%
Female persons, percent	50.9%
Race and Hispanic Origin	
White alone, percent	70.3%
Black or African American alone, percent (x)	13.4%
American Indian and Alaska Native alone, percent (x)	1.3%
Asian alone, percent (x)	5.9%
Native Hawaiian and Other Pacific Islander alone, percent (x)	0.2%
Two or More Races, percent	2.9%

Envisioning our Future 35

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Census Bureau COVID-19 Data Hub

<https://covid19.census.gov/>

The U.S. Census Bureau's COVID-19 Hub contains demographic and economic data designed to help guide decision-making related to the COVID-19 pandemic.

- **Economic Data**
 - Business Formation Statistics
 - Small Business Pulse Survey
- **Demographic Data**
 - Household Pulse Survey
 - Community Resilience Estimates

COVID-19 Interactive Data Hub and Other Resources

The U.S. Census Bureau's COVID-19 Hub contains demographic and economic data designed to help guide decision-making related to the COVID-19 pandemic.

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Thank YOU!

COVID-19 Household Pulse Survey

Survey topics include:

- Expected Loss in Employment Income
- Telework
- Food Security
- Housing Insecurity
- Likelihood of Eviction or Foreclosure
- Difficulty Paying for Usual Household Expenses

Food Scarcity

Percentage of adults in households where there was either sometimes or often not enough to eat in the last 7 days

Week 28

Week 28

State	Food Scarcity Percentage
Mississippi	~10.3%
Kentucky	~7.5%
Alabama	~7.5%
Texas	~5.5%
West Virginia	~5.5%
Georgia	~5.5%
Nevada	~3.6%

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Stay in Touch

Screen sharing

Working remotely

Video conference

Video meeting

Events

Remote team meeting

Partnerships

Working from home

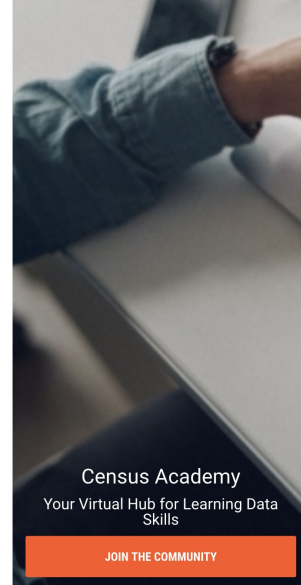
Remote connection

Intercommunication

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Thank YOU!

- Attend a free, virtual **Census Bureau Data Summit**, ongoing now through August 2021: <https://www.census.gov/data/academy/webinars/2021/data-summit-series.html>
- Join **Census Academy**, Your Virtual Hub for Learning Data Skills at: <https://www.census.gov/data/academy.html>
- Subscribe to the **latest US Census Bureau news and updates** at: <https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



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Thank YOU!

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