

Joint WSS and DC-AAPOR Seminar

Title: Diving into the U.S. Census Bureau Planning Database and ROAM Application: Tools for Survey and Census Planning

Date/Time: Wednesday, June 5, 2019, 12:30 – 2:00 PM (ET)

Speakers: Suzanne McArdle, Luke Larsen, and Kathleen Kephart, U.S. Census Bureau

Chair: Tom Mule, U.S. Census Bureau

Sponsors: Washington Statistical Society Chapter of the American Statistical Association and the Washington-Baltimore Chapter of the American Association of Public Opinion Research

Abstract:

The presenters will demonstrate how to use the Planning Database (PDB) and Response Outreach Area Mapper (ROAM), giving several examples of their capabilities.

The PDB is an easy-to-access dataset that is updated annually. It contains the greatest hits of American Community Survey (ACS) 5-year estimates. These include popular U.S. housing, demographic, socioeconomic, and operational statistics from the 2010 Decennial Census and the most recent ACS dataset. The PDB also contains the Low Response Score (LRS), which is a predicted mail return rate by block group and by census tract. New to the 2019 PDB are ACS 5-year internet access statistics and 5-year ACS self-response rates.

ROAM is an interactive mapping application, developed to make it easier to identify hard-to-survey areas and the socioeconomic and demographic profiles of those areas. It is based on a subset of PDB data at the census tract-level, including the LRS, poverty status, education level, race, Hispanic origin, and language spoken at home. A new version of ROAM will be released in Summer 2019.

Both of these products have many potential uses. Some examples include:

- Identifying geographic areas for special outreach and promotional efforts
- Examining expected completion rates at low levels of geography
- Linking with spatial map data to create thematic maps
- Generating reports, cross tabulations, and simple analyses

Website:

PDB: https://www.census.gov/research/data/planning_database/

ROAM: <https://www.census.gov/roam>

Location: Bureau of Labor Statistics Janet Norwood Conference Center, Room 3

To be placed on the seminar attendance list at the Bureau of Labor Statistics, you need to e-mail your name, affiliation, and seminar name to wss_seminar@bls.gov (underscore after 'wss') by noon at least two days in advance of the seminar. Please bring a photo ID to the seminar. BLS is located at 2 Massachusetts Avenue, NE. Use the Red Line to Union Station. Parking in the area of BLS is available at Union Station. For parking information, see <http://www.unionstationdc.com/parking>. No validation is available from BLS for reduced parking rates.

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