

Census 2010 and the Data User

Lynn Wombold addresses what we can learn from the new census, including changes in the population and geographic base.

<http://video.esri.com/watch/638/census-2010-and-the-data-user>

Video Transcription

00:01 Welcome to Census 2010 and the Data User

00:03 I'm Lynn Wombold with Esri.

00:05 I'm a demographer, and the other geographers allow me to sit in once in awhile.

00:15 This morning we're going to talk about Census 2010...

00:18 ...which is the benchmark of all demographic data for the next decade.

00:24 Before we get too far into this, I'd like to tell you yes, I have a lot of tables...

00:29 ...and facts and figures and things in here.

00:32 These presentations are going to be available online.

00:36 There will be a conference proceedings CD, but you will also be able to get this online.

00:41 So don't make yourselves crazy trying to copy down all the facts and figures.

00:45 You'll be able to get it later.

00:48 Okay, let's get started here.

00:51 When last we met, last year, we were talking about what we expected to happen with Census 2010.

00:58 This time we can talk about what's actually going...

01:02 ...what has happened and what is still happening with Census 2010.

01:06 So I'm going to speak a little bit about what's new...

01:09 ...and we're going to take a look at the counts themselves.

01:13 What we expected to find, what we've actually found...

01:17 ...and, of course, the change over the past ten years.

01:21 The wonderful thing about a decennial census is that it gives you pause...

01:25 ...to turn and see some of the longer term trends.

01:30 Sort of seeing the forest as opposed to just looking at the trees.

01:34 You see the big picture.

01:36 Demographic change tend not to be sudden.

01:39 It's not economic change, come on.

01:42 A lot of the trends occur over a very long period of time.

01:45 And if you're not a demographer, you can miss them.

01:48 So I'm here to help you see what we think are the big trends that we've seen so far.

01:53 And of course, what would we be without looking at geographic change, eh?

01:59 So. First of all, what to expect.

02:06 The data that's been released so far, we've got first the reapportionment counts.

02:12 We have gotten the redistricting data.

02:16 And those are the main reasons for the census.

02:18 We could actually just pretty much stop right now.

02:21 The apportionment counts are what you need.

02:23 That's your constitutional mandate for the census.

02:27 And the redistricting data is all released on time.

02:32 That's what a lot of the presentation this morning will be about, so...

02:40 The reapportionment counts we got actually 10 days early.

02:45 They're due by December 31st of the census year...

02:47 ...we picked them up 10 days early, thank you Census Bureau.

02:52 And that's what's going on right now, is reapportioning the House of Representatives.

02:59 Oh, my gosh.

03:03 I see what the problem is. My apologies. This is last year's presentation.

03:11 This is where we are in terms of what's new with this census.

03:18 Right now we have the apportionment counts, we have the redistricting data.

03:22 Summary file one is in progress.

03:24 As of about a week ago, I think we had 12 states there.

03:29 So what's new with this particular census...

03:31 ...just you haven't been paying attention, weren't here last year, whatever.

03:36 When they finish with releasing Summary file one...

03:40 ...state by state, that's pretty much going to be it.

03:44 There is no sample beta with this particular census.

03:47 We're done now.

03:48 Short form only, there you go.

03:51 So. It also happens to be the most expensive census to date.

03:56 Not surprising there.

03:58 It did come in under budget.

04:00 According to the bureau, everything came in under budget, so we're good.

04:04 But 14.5 billion by comparison in 2000, it was 4.5 billion.

04:14 So you're looking at an increase, either total or per capita of about 200 percent.

04:21 That's more or less how it breaks down over the past hundred years or so, quite an increase.

04:27 So when you look at the difference, the decrease in the number of questions and the amount of data...

04:33 ...the increase in the cost, I think if you put the two trends together...

04:38 ...maybe they could just text it to us the next time and save a little bit of money.

04:43 Anyhow, let's take a look at the counts and what we've got going on here.

04:55 Reapportionment counts, like I said, we got early.

04:58 The redistricting counts we also got a little bit early.

05:01 Those are due out, again, by federal law, Public Law 94171.

05:06 Have to be released within one year of the census and so they were.

05:10 The Census Bureau has been releasing a little bit earlier.

05:14 So question of the day is, What did we expect?

05:20 For reapportionment, these numbers were put together by Kim Brace of Election Data Services...

05:27 ...but they were based upon our state population totals.

05:32 And prior to receiving the accounts, it was last fall that they put this out...

05:36 ...this is what they expected to see in terms of reapportionment of the House of

Representatives.

[05:42](#) As you can see, quite a gain in Texas.

[05:47](#) Quite a gain across the south actually.

[05:50](#) Loss in the Midwest, loss in the northeast, and the west picking up a few states.

[05:57](#) The trick with Congressional reapportionment, though, is that it is not just total population.

[06:03](#) By law they also have to take into account federal military...

[06:08](#) ...and civilian employees overseas and their dependants.

[06:12](#) At least that can be allocated back to a state.

[06:15](#) So the formula is a bit more complex than just state resident population totals.

[06:21](#) So this is what we expected to see.

[06:26](#) This is what we see.

[06:29](#) This is exactly what happened.

[06:30](#) Kim Brace got the numbers exactly right.

[06:34](#) If you look at the changes by region, that's what you get.

[06:37](#) A net gain of seven in the south, the west picked up four seats, and the losses, of course...

[06:45](#) ...continue to be concentrated primarily in the northeast.

[06:48](#) They lost five seats there, and the Midwest, they lost six seats.

[06:53](#) I should point out, though, among the states that are losing seats...

[07:00](#) ...they didn't really lose population except for Michigan.

[07:02](#) That was the only state that actually had a decline in population.

[07:07](#) The loss of a seat has more to do with population size...

[07:11](#) ...relative to the other states than it does to loss or gain of the population.

[07:18](#) The other thing that was projected accurately...

[07:21](#) ...was that they thought maybe North Carolina was close to picking up one more seat.

[07:28](#) As it turns out, the last seat in the House was assigned to Minnesota.

[07:33](#) North Carolina was close primarily because of the military overseas population...

[07:38](#) ...that actually would be assigned back to North Carolina.

[07:43](#) They picked up the last seat in 2000, barely edging out Utah.

07:47 So I guess it was Utah's turn this time.

07:50 Maybe in 2020 they will get another one.

07:53 But that's what we see in terms of reapportionment.

07:57 Right now what you see is virtually every state and local entity now dealing with redistricting data.

08:05 We don't really do redistricting, my team doesn't...

08:08 ...but what I'm going to show you is what we have seen in the data so far...

08:13 ...that will certainly affect them.

08:15 Now a year ago, we told you this is more or less what we expected to find...

08:19 ...for population counts from 2010 Census.

08:24 We expected the total pop would be around 310 million as of April 1 based upon our updates.

08:31 We expected that almost 76 percent of the population would be voters 18 and over...

08:38 ...and that's what we expected to see in terms of the race and Hispanic origin distribution.

08:45 And what I should point out here is that the tables and the graphs...

08:49 ...that I will be showing you, I'm showing race as non-Hispanic.

08:55 In other words, there's no double-counting going on here, zero-sum gain.

09:01 So this is what we expected, and this is what we found.

09:08 Little high in the population, it came in slightly under at 309 million...

09:14 ...rounding of course; 76 percent are voters.

09:18 And as it turns out, the race Hispanic origin distribution...

09:22 ...is virtually identical to what we had projected.

09:35 What it shows us though, moving on, is one of the major trends...

09:40 ...that demographers have seen for quite some time.

09:43 Whether all data users take a look at or not over the course of the decade I'm not too sure.

09:49 But I can tell you that everybody dealing with redistricting now is going to be looking at it.

09:55 One of the major trends, really, is the increasing diversity of the U.S. population.

10:00 And that's one of the things that I wanted to focus on today.

10:05 Now this is taking the same pie chart that I showed you before...

10:08 ...but here I'm showing you the proportion of change by race and Hispanic origin.

10:16 The net gain for the U.S. was 27.3 million.

10:22 And what you can see here is that well over half of that net gain is due to...

10:28 ...the increase in the Hispanic origin population. 56 percent.

10:35 A distant second place, of course, would be the Asian Pacific Islander population.

10:42 And what you see is the White non-Hispanic population contributing only eight percent...

10:50 ...of the net increase in the U.S. population.

10:54 If you look at the growth rates, you can see the difference.

10:59 Hispanic origin, that's 43 percent of the course of the decade.

11:05 What you see is the White non-Hispanic population increased only 1.2 percent.

11:13 That is not an annual number.

11:15 That's for the 10 years.

11:19 So the overall change in the total population was not even 10 percent for the entire decade.

11:26 Why?

11:27 64 percent of the population is White non-Hispanic or Anglo is a term we use in New Mexico.

11:37 Basically pulls down the growth rate.

11:41 Hispanic population of 43 percent but, as you can see, the Asian Pacific Islander...

11:46 ...the base is smaller but the rate of growth is almost the same at 42.7.

11:52 Other rapidly growing groups, the multiracial population, of course.

11:58 Almost a 30 percent increase over the course of the decade.

12:03 And this is, of course, the first decade that we've had the opportunity to measure it.

12:07 It was Census 2000 that introduced the possibility of reporting more than one race, so.

12:15 The only thing you can conclude from looking at this and looking at the growth rates...

12:20 ...over the course of the past decade is that diversity is the key.

12:24 That is the future.

12:25 That's what's going on.

12:29 Now if you want to measure diversity, what we did was we came up with an index...

12:33 ...after 2000 that we thought would help us out.

12:36 In effect what this index does is it shows us the likelihood of two people from the same area...

12:44 ...drawn at random, being from different race ethnic groups.

12:49 That's all it is.

12:51 The values range from zero, which is absolutely no diversity...

12:56 ...everybody in the area, same race or ethnic group.

13:00 It doesn't say anything about the composition...

13:02 ...it doesn't tell you which group, it just says they're all the same.

13:05 To one hundred.

13:07 At one hundred it means that the population of the area is equally divided...

13:12 ...among all the race ethnic groups.

13:15 As you can see, the U.S. diversity index has definitely increased in the past 10 years.

13:21 And for the record, yes, we estimated a diversity index of 61 before we saw the census.

13:29 If you really want to see what's going on, though, it does help to drill down and look at...

13:34 ...this is county-level data, the diversity index in 2000.

13:38 The first year.

13:39 As you can see, the most diverse areas are definitely along the southern border and up the coastal areas.

13:50 Points of immigration, no doubt.

13:54 In 2000, there were four states where White non-Hispanics became the minority.

14:05 New Mexico, California.

14:08 For the purposes here we treat the District of Columbia as a state.

14:11 Definitely the District, and Hawaii.

14:17 2010, another state joined the list...Texas.

14:23 And we have a few other states that are definitely headed in that direction.

14:28 If these trends continue, you can expect to see Florida, Georgia, Maryland, and Nevada join the list.

14:36 The thing of it is, 15 states experienced a decline.

14:41 Not necessarily in overall population, but in the White non-Hispanic definitely.

14:45 While the Hispanic population actually doubled in nine states.

14:51 What makes it interesting, though, is if you can look at the actual change.

14:58 The areas that were the least diverse...back one...that's 2000.

15:07 As you can see, the areas that are least diverse are up in New England, West Virginia, North Dakota.

15:15 2010, and there's your change.

15:21 All aspects, all areas, the diversity of the population is definitely increasing.

15:28 It is a clear trend, and if this hasn't convinced you, take a look at it by age.

15:37 This particular graph shows you the change for the total population and the population 18 and over.

15:44 The adult population.

15:47 And the growth rates are quite a bit different.

15:51 For most of the groups, the population 18 and over appears to be growing more quickly.

15:58 This quite frankly is just an effect of aging, that's all it is.

16:02 The population's getting older, deal with it.

16:04 It's also reflecting immigration.

16:09 Where you really see the contrast, though...

16:11 ...is when you look at the under 18 population compared to the over 18 population.

16:20 And what we see here, plain and simple, is that in the under 18 population...

16:26 ...White non-Hispanic, black non-Hispanic, American Indian non-Hispanic...

16:33 ...the children are decreasing.

16:39 Adults still growing, but children, not so much.

16:43 Where you see the growth in the under 18 population and the children, multiracial, definitely.

16:53 Asian Pacific Islander, Hispanic origin.

16:59 The fastest growing group here is the multiracial group.

17:03 It is the youngest.

17:05 Of course, we've only been tracking it recently, but it is showing the fastest growth.

17:14 Again, looking at the pie chart and looking at children.

17:18 Population under 18 by race.

17:20 Hispanic origin, this is what we see as of 2010.

17:27 If you remember, there were five states now in which White non-Hispanic became a minority.

17:33 But when you look to the children...

17:34 ...there are now 11 states in which White non-Hispanic has become the minority.

17:42 The proportion, too, is different.

17:45 Among children, it's only 54 percent.

17:50 If you look at adults only, it's 67 percent.

17:56 And the proportion of Hispanic children, it's almost one in four.

18:01 Whereas, if you look at it for the adult population, it's only 14 percent.

18:06 It's quite a bit different.

18:08 If you want a glimpse of the future.

18:13 On the one hand, we have current voters population 18-plus...

18:17 ...on the other hand we have future voters population under 18.

18:23 This is what you're looking at in terms of the diversity of the population of voters in the future.

18:33 Now this isn't really a projection.

18:35 I'm not extrapolating births here or immigration trends.

18:40 These people are already here, they've already been born, that's the future right there.

18:47 Increasing diversity.

18:51 Now it will change over time, to be sure.

18:55 Because frankly, we are looking at changes in immigration rates and changes in fertility.

19:01 That kind of goes without saying.

19:06 Immigration has cut back.

19:09 In fact, immigration from the United States has increased.

19:13 It's entirely possible there are some early signs right now...

19:16 ...that we are now looking at net outflow in terms of migration streams.

19:23 The diversity is there, though, as you can see.

19:26 Birth rates are dropping, migration is changing.

19:30 So whether or not it continues in the same vein will be interesting see over the course of the decade.

19:36 I can tell you yes, that birth rates are dropping for all race origin groups.

19:42 Not multiracial, we don't have that data yet.

19:45 They actually introduced a change to the birth certificate in 2003.

19:50 But as of 2008, only 30 states are actually reporting it...

19:55 ...so you don't really get a feel for multiracial fertility rates just yet.

20:01 Right now though, they're pretty much down across the board.

20:04 Seriously, if you want to see how the economy is doing...

20:11 ...forget the Index of Consumer Confidence, just look at the birth rates.

20:15 Trust me, it's a great early warning signal.

20:18 Okay, now, let's see if you've all been paying attention.

20:22 Pop quiz time.

20:28 You've seen the trends in diversity so far.

20:32 When do you think that children in all areas...

20:35 ...well, let's just say for the U.S. as a whole, will become minority White non-Hispanic?

20:41 Any guesses? 2016? Anybody? Too early, you're right. 2040? It's too late, you're right.

20:53 2023? A few votes for 2023. All right, 2032. It's moving quickly.

21:05 On the rise, current trends, the decline in immigration and fertility rates change it.

21:11 Okay, now we know the pop under 18 is moving more quickly.

21:15 What about adults?

21:18 And here we're looking at just when the children become minority, when do the adults follow suit?

21:24 When can you expect that? Ten years later? No takers. Twenty? A few. Twenty-five.

21:38 Anybody going for the long run?

21:42 Another twenty years after the children.

21:46 Okay. Now for the bonus round.

21:50 When will the Hispanic population become the majority group?

21:55 Any guesses? 20 years? Okay? 50 years? 30? 40? Ah, 40 has it.

22:14 You have been paying attention.

[22:15](#) Now, either that or I've stacked the deck fairly well.

[22:22](#) Diversity, as I said, is one of the major trends.

[22:26](#) The other one that we're going to take a look at is housing.

[22:31](#) Let's face it, this was the predominant trend in the past decade.

[22:36](#) Fascinating stuff.

[22:37](#) Now you understand I'm still just working off of the redistricting data that we got.

[22:42](#) So I have total housing units, occupied housing units...

[22:47](#) ...which the Census Bureau added this time to the redistricting data.

[22:51](#) Thank you, Census Bureau.

[22:53](#) And there are also a few profiles out there for higher levels, the U.S. and the states that I've looked at.

[22:59](#) But most of this data really is based upon dual housing units/occupied housing units.

[23:07](#) Now the trend in diversity has been going on for years.

[23:10](#) The change in the housing market, we are really looking at the past.

[23:15](#) And as you will see, the present and probably the future for the next few years.

[23:23](#) What Census 2010 is going to do is document both the rise and fall in the housing market.

[23:30](#) So I'm going to take you back a little bit to the point...

[23:35](#) ...at which the housing market really started to change.

[23:38](#) And that would be in 2005.

[23:41](#) For anybody who has been reading our trend analysis annually...

[23:45](#) ...I'm sure you all have...fascinated by demographic trend analysis.

[23:50](#) 2005 is when we started to call warning shots.

[23:55](#) The housing market was booming.

[23:57](#) Home value appreciation was incredible.

[24:01](#) But that's what started us wondering.

[24:03](#) We took a look at it and said, Really?

[24:07](#) Because the appreciation in home value was way exceeding the change in household income.

[24:16](#) And yet we were also seeing rates of home ownership increase...problem!

[24:23](#) ...So we did take a look at the mortgage market.

[24:26](#) We did take a look at who was buying and where.

[24:30](#) And we did expect that appreciation was going to start to slow down.

[24:34](#) What we were saying was, there is a problem here.

[24:38](#) Home value cannot appreciate that rapidly that fast for that many years.

[24:43](#) And it had been going up.

[24:45](#) So the Federal Reserve Board, fortunately, saw the same thing...

[24:49](#) ...and they had fired the first warning shot.

[24:51](#) Hello, we're going to increase interest rates.

[24:55](#) And yes, that was one of the accelerants in this trend, low interest rates.

[25:01](#) So, 2006, the question was, What's the future of the housing market?

[25:07](#) Mortgage rates were definitely rising now.

[25:11](#) The inventories were going up too.

[25:14](#) And it was at this point in time that construction really had contributed...

[25:20](#) ...enormously to the housing inventory.

[25:24](#) It had kept the economy going.

[25:26](#) It was one of the few growth sectors in the economy at the time.

[25:29](#) We weren't adding that many jobs.

[25:32](#) However, like I said, the warning shots were there.

[25:35](#) And 2006 is when everybody started to see it fall apart, no doubt.

[25:42](#) Slower growth, definitely.

[25:44](#) New home sales were already down.

[25:47](#) However, as of 2006 we hadn't seen the economic fallout.

[25:53](#) We saw that in 2007.

[25:56](#) Then the question become, What just happened?

[26:00](#) And did somebody get the number of that bus?

[26:04](#) Mortgage rates were increasing, and at this point in time, we saw the side effect.

[26:09](#) The change in the housing market touched the economy.

26:13 GDP dropped one percentage point.

26:17 And when it's growing at three percent a year, one percentage point matters.

26:22 And there was a problem.

26:23 There was very serious problems indicated.

26:27 In hindsight, yes, the National Bureau of Economic Research did say...

26:32 ...that the Great Recession started in December of 2007.

26:36 This is based upon our updates, which we did a little bit earlier.

26:39 And like I said, the warning signs were there.

26:42 A lot of people assumed that we were headed into recession at this point in time.

26:47 By 2008, however, what we saw was that the problem was much larger than anybody had anticipated.

26:56 Where a lot of people were expecting it to start getting better, it was getting worse.

27:02 More things were coming to light, it was more or less like...

27:06 ...watching Rupert Murdoch's newspapers fall apart.

27:11 It became deeper, it became more endemic.

27:15 It was touching every aspect of the economy.

27:18 And what you had then was the housing market setting up a feedback group.

27:23 Because at this point in time, you still had delinquencies, interest rates were going up...

27:28 ...there were foreclosures, and now people were losing their jobs which was adding to the foreclosures.

27:37 So it became a vicious cycle, and it became problematic.

27:42 2008, in fact, was the first year that we actually saw home value decline.

27:49 It has in the past, but it hadn't in 10 years, so it was something to see.

27:55 What we also saw here, too, were that the inventories had continued to grow.

28:00 It took the construction industry quite a while to actually slam on the breaks.

28:06 And really, for about a year what we had were gross sectors...

28:10 ...in things like lawyers to get you out of real estate contracts.

28:17 People who were paying attention in tracking foreclosures.

28:21 Talk about depressing! But yes, those were the growth sectors.

28:26 At this point in time, too, population growth slowed.

28:30 Fertility rates were down.

28:31 I mean, we didn't have the numbers then, but demographer, hello, studied them for years.

28:37 I knew they were down. Everybody did.

28:40 The population just flat-out quit moving.

28:43 They didn't move into attractive areas, areas where home value depreciated.

28:49 They didn't move out of areas that they had been leaving.

28:53 Out-migration stopped, in-migration stopped.

28:56 Everything slowed down.

29:00 So by 2009, what people were saying was, What recovery?

29:07 Technically the Great Recession did end in June of 2009.

29:12 That's how the economists called it, 18 months long.

29:17 The problem we have, of course, is the unemployment.

29:21 It is what they call a lagging economic indicator.

29:24 It is not the first sign of a recession.

29:28 But it will certainly knock the steam out of recovery...

29:30 ...if you do not get unemployment down and job growth back up.

29:36 It's really fairly straightforward.

29:41 What we had on top of all of this, first the interest rates.

29:46 When those went up, then we had a problem.

29:49 A lot of people did go into foreclosure.

29:52 It was creative financing.

29:55 It was the imbalance between household income and home value.

30:01 But when the housing market collapse touched the entire economy...

30:05 ...now you have unemployment driving foreclosures.

30:09 What all of this did was to produce an enormous increase in vacancies...home vacancies.

30:17 And that's the problem that we're looking at now.

30:21 The vacancy rate in 2000 was 9 percent.

30:25 That's fairly low.

30:28 By 2008, it was up at 10.5 percent.

30:33 So based upon all of this, what did we expect?

30:37 We expected to find 132 million housing units, we expected the vacancy rate...

30:44 ...would be closer to 12 percent, we expected to find a little over 116 million households.

30:54 In a nutshell, we expected an increase of 15.8 million in the housing inventory...

31:02 ...and an increase of 4.6 million in the number of vacant housing units.

31:07 In other words, almost 30 percent of the total.

31:11 We also expected that owner occupancy would decrease.

31:19 It was 66.2 percent in 2000 and we knew it was going down.

31:24 So what do we actually find?

31:31 Fewer housing units if Census 2010 actually counted them all correctly.

31:38 Vacancy rate a little bit lower than what we had anticipated.

31:43 Number of households almost exactly what we were calling.

31:48 And the rate of home ownership actually down below what we had.

31:52 Hah! And they thought we were pessimistic.

31:57 So that's what we found.

31:59 So what was the net effect over the whole decade?

32:02 The rise and fall of the housing market?

32:07 This is what we expected in change based upon our 2010 updates that would be in the orange there.

32:15 What we actually see according to the census is, of course, in the white.

32:24 The changes were very close.

32:27 Looks like we over estimated vacant units a bit but, again, that depends upon...

32:31 ...whether or not Census 2010 got it all right.

32:34 Unfortunately, median home value is no longer available.

32:39 We can't calibrate that.

32:41 However, since that was one of the culprits behind the change in the housing market...

32:45 ...I had to throw it up there.

32:48 To understand what these trends convey, though, you need to break it down geographically.

32:55 What you see here is a disparity.

32:58 There is a difference between population change and housing change.

33:03 Now to a certain degree, that can be expected.

33:08 But the regional differences do emphasize the gap...

33:12 ...particularly in the northeast and the Midwest as you can see.

33:16 There are some reasons why you can see housing unit growth increase.

33:22 If an area in 2000, for example, had a fairly good sized demand...

33:29 ...a good, robust housing market, they probably had a low vacancy rate and room for more building.

33:37 The other thing you need to take into account with vacancies, of course is seasonal units.

33:41 According to the census, a seasonal unit would be tabulated as vacant...

33:48 ...because it is not occupied all year round, usual place of residence.

33:53 So. And there was definitely an increase in the number of seasonal units...

33:58 ...over the course of the decade.

34:01 Some of what fueled boom was demographic change.

34:06 You had the coming of age of Gen Y, and you had the Baby Boomers looking at it going...

34:11 ...Oh, my gosh, look at the increase in home value.

34:15 I'll put my retirement money in real estate.

34:19 So yes, they did.

34:21 So you had investment opportunities...

34:23 ...there were second homes, there were demographic changes that affected this as well.

34:30 And that has to do with some of the discrepancies.

34:32 So let's break it down a little bit more.

34:36 There you see the change in vacant units versus total housing units.

34:41 Yipes. There definitely is a gap there.

34:48 But can we account for it?

34:52 Here we're looking at seasonal housing units as well.

34:58 There was quite a bit of a growth market there.

35:02 But what you can see from this is that the seasonal vacants do not account...

35:08 ...for the incredible growth of vacant housing units.

35:13 In fact, the increase in seasonal units represents only 23 percent of the total increase in vacant units.

35:23 That's not what was going on here.

35:26 What's going here is over-building, plain and simple.

35:32 And there you have it.

35:33 The past decade, the current problem, and the next few years.

35:40 Vacant units are still sitting out there.

35:42 There is a huge inventory sitting out there of homes.

35:47 And home value isn't going to change.

35:49 Things aren't going to change until that inventory comes down a little bit.

35:54 Ironically, there are still some growth markets out there.

35:58 They're for rentals.

36:01 Some cities are now coming up with shortage in their rental housing market...

36:06 ...but overall for single family homes and owner-occupied homes, no.

36:14 Until the inventory comes down, there's your problem.

36:18 The housing unit growth way exceeded population demand.

36:23 And again, these trends do become clearer when you take it down.

36:27 There we have Census 2000, those are the vacancy rates.

36:33 The darker areas that you see on this map are highlighting primarily seasonal areas, really.

36:41 If you look at the upper portion of Michigan, if you look at Colorado...

36:47 ...you practically see the ridgeline of the Rockies right there.

36:52 Seasonal units for the most part.

36:54 Areas that are very light here, where you have a very low vacancy rate.

36:59 Could be one of two things.

37:00 Either very little activity at the time or an area in which the vacancy rate...

37:06 ...had grown too low because of higher demand.

37:12 There's the same map in 2010.

37:16 A little bit darker, a little bit different.

37:21 And yes, it is showing areas of growth from 2000 to 2010.

37:27 Where you can really see it, though, is when you look at the change...

37:32 ...2000 to 2010 the increase in vacancies.

37:36 At this point in time a lot of your seasonal areas have dropped off the map.

37:41 What you're looking at here are housing markets that overheated and over built.

37:50 Quite simply, here in the darker areas the housing activity exceeded...

37:54 ...either demand or they ability to pay the mortgage.

38:01 And this is going to dampen activity in the near future.

38:04 Until this inventory comes down, it is going to affect housing change in the near future.

38:11 Because the bottom line is this, this is a maturing society.

38:16 Growth rates are coming down.

38:19 Fertility rates are coming down.

38:21 Birth rates are down right now.

38:26 National trends, of course, don't affect every market equally.

38:32 There's your population change.

38:36 You can see areas of activity on there, to be sure, in the south, along the coast, and the west.

38:43 But as you can see, for most of the country, there isn't that much in the way of population change.

38:50 Variation in local markets, to be sure.

38:54 But hopefully this has shown you a little bit about...

38:57 ...how these national trends can affect your local markets.

39:03 So finally, let's take a look at geographic change.

39:09 Very important if you want to compare 2000 to 2010.

39:14 Keep in mind, please, all areas are subject to change.

39:19 The Census Bureau got very busy in the past decade, and you will see all areas changing.

39:28 They've adjusted state lines, they've adjusted county lines.

39:32 There are differences here.

39:37 The statistical areas, oh for Pete's sake, those are always subject to change.

39:41 You know that.

39:42 Tracts tends to be fairly constant.

39:44 Block groups, not so much.

39:48 CDP census designated places.

39:51 Ah, they're not incorporated so technically they're statistical.

39:56 They come and go with every census to there's always change there.

40:02 Metropolitan areas will not change just yet.

40:05 But that's coming.

40:06 And of course, all of the favorite areas, at least judging by what users call for on our website ZIP Codes...

40:16 ...polygons, that sort of a thing, they are all subject to change as well.

40:21 Because the underlying geography has changed.

40:27 So this little table shows you change in inventory, inventory only.

40:38 Yes, there are a couple new counties in Alaska.

40:40 Alaska does tend to be rather casual with their counties.

40:45 Tracts, yes. Block groups...blocks.

40:48 The Census Bureau got real busy with the water blocks.

40:51 A lot of those are water blocks.

40:53 But as you can see, and this is just changing inventory, this isn't change in the boundaries of these places.

41:01 And you need to be careful if you're going in to do a comparison.

41:09 Quite simply, you can have an area that has exactly the same geocode, same everything...

41:18 ...and yet the boundary has changed.

41:21 You really do need to pay attention to what you're looking at.

41:28 So, we're to expect these? Yes.

[41:30](#) Because the underlying blocks and block groups have changed.

[41:34](#) If you look at a new ZIP Code, if you run a new polygon, a new circle...

[41:39](#) ...if you're a favorite site, your numbers will be different.

[41:45](#) What you need to bridge the two is a correspondence file.

[41:51](#) 2000-2010.

[41:53](#) We're building that right now.

[41:55](#) We're using boundary files, we're using coordinates, that's how we know that there are so many changes.

[42:01](#) We are also using the Census Bureau's tabulation block to tabulation block correspondence file.

[42:07](#) Basically everything we can get our hands on.

[42:11](#) Why do you need a correspondence file?

[42:13](#) This is a great example.

[42:16](#) This little block group is shown in black in one corner.

[42:21](#) That's your 2000 boundary.

[42:26](#) In Cyan there, the larger boundary, that's the 2010.

[42:32](#) It's a little block group in California.

[42:36](#) It's in the same neighborhood, it has exactly the same geocode.

[42:42](#) 2010 and 2000.

[42:44](#) But as you can see, it is not the same block group.

[42:50](#) Don't go by the geocodes.

[42:53](#) You need a correspondence file if you're going to do the comparison.

[42:57](#) Just be careful.

[42:58](#) Like I said, the Census Bureau did realign a lot of the boundaries.

[43:02](#) They invested a lot in it, and we see changes.

[43:06](#) We have seen blocks that were assigned to one county now being assigned to a different county.

[43:12](#) So yeah, there was a lot of realignment of blocks and really yes, you do need to pay attention to it.

[43:19](#) So, what are our coming attractions?

[43:23](#) New Congressional Districts, the point of the whole census...

[43:26](#) ...will be introduced in 2013 with the 113th Congress.

[43:31](#) They're busy redoing the redistricting...they're redistricting right now.

[43:35](#) Revised metropolitan areas for those of you who like micropolitan, metropolitan.

[43:41](#) Basically the core base statistical areas.

[43:44](#) Those will be realigned in 2013 as well.

[43:49](#) The release of SF1 will be done in August.

[43:55](#) And what's going on right now is the CQR count question resolution program.

[44:01](#) This is where local communities have the opportunity to challenge their Census 2010 counts.

[44:07](#) And yes, there may be changes.

[44:11](#) That will be forthcoming.

[44:13](#) So we have my team, the data development team.

[44:18](#) We do appreciate your interest in demographic data and Census 2010.