Content

• Homepage
  – Shortcuts to data

• American FactFinder: data access tool
  – Demographic programs: what you need to know
    o 2010 Census
    o Population Estimates
    o American Community Survey (ACS)

• Support
  – Census website
  – External resources
New
Homepage: census.gov

American FactFinder is the entry point for Census Bureau demographic and economic data.
Simple Data Searches
Linked from Homepage

1. QuickFacts
2. Interactive Map
3. Population Finder
1. Quick Facts

Boise City (city), Idaho

<table>
<thead>
<tr>
<th>People QuickFacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 2011 estimate</td>
</tr>
<tr>
<td>Population, 2010</td>
</tr>
<tr>
<td>Population, percent change, 2000 to 2010</td>
</tr>
<tr>
<td>Population, 2000</td>
</tr>
<tr>
<td>Persons under 5 years, percent, 2010</td>
</tr>
<tr>
<td>Persons under 18 years, percent, 2010</td>
</tr>
<tr>
<td>Persons 65 years and over, percent, 2010</td>
</tr>
<tr>
<td>Female persons, percent, 2010</td>
</tr>
<tr>
<td>White persons, percent, 2010 (a)</td>
</tr>
<tr>
<td>Black persons, percent, 2010 (a)</td>
</tr>
<tr>
<td>American Indian and Alaska Native persons, percent, 2010 (a)</td>
</tr>
<tr>
<td>Asian persons, percent, 2010 (a)</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander, percent, 2010 (a)</td>
</tr>
<tr>
<td>Persons reporting two or more races, percent, 2010</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino origin, percent, 2010 (b)</td>
</tr>
<tr>
<td>White persons not Hispanic, percent, 2010</td>
</tr>
<tr>
<td>Living in same house 1 year &amp; over, 2006-2010</td>
</tr>
<tr>
<td>Foreign born persons, percent, 2006-2010</td>
</tr>
</tbody>
</table>

Must meet population threshold of 5,000 residents for inclusion in QuickFacts

Easy access to the 2010 Census Demographic Profile and to the four ACS Data Profiles
New

2. Interactive Map

Explore Census data through a mashup of population and economic data.

Icons display 10 top-ranked U.S. counties or states in various types of business.

Click arrow.
This map includes data from the County Business Patterns program and the 2010 Census. County Business Patterns data for 2009 were released in June, 2011.
Displays information from the 2010 Census Demographic Profile (100% count)

3. Population Finder

1. (Select state on homepage)
2. Re-select state here
3. Click on Areas Within to see the four geographic types available
4. Select Places (cities)
5. Select Search (hidden) . . .
Refining Your Search

Make selection from alphabetical listing of geographies for the state.
Displays selected city (or other selected geography) on top of page and retains the selected state at the bottom.
“Megafooter” - Links to program pages and special interest pages
Publications:
Drill down to access census tables back to 1790
### Programs with national and subnational data

<table>
<thead>
<tr>
<th>Program</th>
<th>U.S.</th>
<th>States</th>
<th>Metro areas</th>
<th>Counties</th>
<th>Cities</th>
<th>ZIP Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Employment Dynamics (Qtrly Workforce Indicators)</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
</tr>
<tr>
<td>Foreign Trade, State Exports</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
</tr>
</tbody>
</table>

1. All other business and industry data are published only at the national level.
Poverty

What is “poverty?”
How is it measured?
Which survey should I use?

SAIPE provides poverty estimates of children by school district
American FactFinder
Three Simple Things You Need to Know Before Embarking on Your Search

1. What is Census geography?
2. What’s the difference between race and ethnicity?
3. Which demographic program should I use?
Census Geography Hierarchy
(with 2010 Statistical Area Criteria)
Revised 05-13-12

Central axis describes a nesting relationship

- Cities and towns -- incorporated
- Census Designated Places (CDPs):
  - Unincorporated; no size threshold
  - Separate and distinct from city/town
  - Redefined each census

- 600 to 3,000 population
- 240 to 1,200 housing units

Blocks are not defined by population and are the smallest geographic level at which data are ever released (Decennial Census, not the ACS)

- 1,200 to 8,000 population (optimum 4,000)
- 480 to 3,200 housing units
### 2010 Census Ethnicity Question

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
- □ No, not of Hispanic, Latino, or Spanish origin
- □ Yes, Mexican, Mexican American, Chicano
- □ Yes, Puerto Rican
- □ Yes, Cuban
- □ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

### 2010 Census Race Question

9. What is Person 1’s race? Mark one or more boxes.
- □ White
- □ Black, African American, or Negro
- □ American Indian or Alaska Native — Print name of enrolled or principal tribe.

- □ Asian Indian
- □ Japanese
- □ Native Hawaiian
- □ Guamanian or Chamorro
- □ Samoan
- □ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.

- □ Chinese
- □ Korean
- □ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.

- □ Filipino
- □ Vietnamese
- □ Some other race — Print race.

- □ Other

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**NOTE:** Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
2010 Census

Questionnaire Topics

- (Name)
- Sex
- Age
- Date of birth
- Ethnicity
- Race
- Relationship of people within household
- Rent / own house (tenure)
- (Coverage questions)
# 2010 Census

## Data Release Schedule

### 2010 Data Products: United States

*At a Glance*

(Version 1.9)

**Revised May 9, 2012**

<table>
<thead>
<tr>
<th>Planned Release Date¹</th>
<th>Standard Data Products</th>
<th>Lowest Level Geography</th>
</tr>
</thead>
</table>
| **States:** Released February 3, 2011 — March 24, 2011 | 2010 Census Redistricting Data (P.L. 94–171) Summary File:  
- State population counts for race and Hispanic or Latino categories  
- State housing unit counts by occupancy status (occupied units, vacant units)  
*Media: Internet tables, DVD, download capability* | Blocks |
| **National:** Released April 14, 2011 | National Summary File of Redistricting Data:  
- Population and housing unit counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian Areas  
*Media: Internet tables, download capability* | American Indian, Alaska Native, and Native Hawaiian areas |
| **States:** Released May 5–26, 2011 | Demographic Profile:  
- Selected population and housing characteristics  
- Includes Congressional Districts of the 111th Congress | Places/Functioning Minor Civil Divisions² |
Population Estimates
Intercensal Year Releases

- Population counts
  - Nation - age, sex, race, and Hispanic origin
  - States - age, sex, race, and Hispanic origin
  - Counties - age, sex, race, and Hispanic origin
  - Incorporated places - total population only

- Housing unit counts
  - States
  - Counties
# Population Estimates

## Release Schedule

### Schedule of New Estimates

The annual population and housing unit estimates are released on a flow basis throughout the year, beginning with the national and state total estimates release in December and ending with the state and county population and housing unit estimate release during the following summer.

<table>
<thead>
<tr>
<th>Population Detail</th>
<th>Latest Data Available</th>
<th>Date of Next Release (7/1/2011 data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National and State population and demographic components of population change</td>
<td>7/01/2011</td>
<td>12/2012 (7/01/2012 data)</td>
</tr>
<tr>
<td>Puerto Rico Commonwealth population estimates</td>
<td>7/01/2011</td>
<td>12/2012 (7/01/2012 data)</td>
</tr>
<tr>
<td>State and Puerto Rico Commonwealth population 18 and over</td>
<td>7/01/2011</td>
<td>1/2013 (7/01/2012 data)</td>
</tr>
<tr>
<td>County population and demographic components of population change</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>Puerto Rico municipal population</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>Metropolitan and micropolitan statistical area population and demographic components of population change</td>
<td>7/01/2009</td>
<td>4/2012</td>
</tr>
<tr>
<td>National population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>State population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>Puerto Rico Commonwealth population by age and sex</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>County population by age, sex, race, and Hispanic origin</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>Puerto Rico municipal population by age and sex</td>
<td>7/01/2009</td>
<td>5/2012</td>
</tr>
<tr>
<td>National, State, and County housing units</td>
<td>7/01/2009</td>
<td>6/2012</td>
</tr>
<tr>
<td>Incorporated place and minor civil division population</td>
<td>7/01/2009</td>
<td>6/2012</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Population Division

Questions? / 1-866-766-1060

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*United States Census Bureau
Measuring America*
American Community Survey (ACS)

Content

• Four types of characteristics
  – Social
  – Economic
  – Housing
  – Demographic

• Characteristics, not population counts
Topics Covered by the ACS

- 01 = Age and Sex
- 02 = Race
- 03 = Hispanic or Latino Origin
- 04 = Ancestry
- 05 = Foreign Born, Citizenship; Year of Entry; Nativity
- 06 = Place of Birth
- 07 = Residence 1 Year Ago; Migration
- 08 = Journey to Work; Workers; Commuting
- 09 = Children; Household Relationship
- 10 = Grandparents; Grandchildren
- 11 = Household Type; Family Type; Subfamilies
- 12 = Marital Status and History
- 13 = Fertility
- 14 = School Enrollment
- 15 = Educational Attainment
- 16 = Language Spoken at Home and Ability to Speak English
- 17 = Poverty
- 18 = Disability
- 19 = Income (Households and Families)
- 20 = Earnings and Income (Individuals)
- 21 = Veteran Status
- 22 = Food Stamps
- 23 = Employment Status; Work Experience; Labor Force
- 24 = Industry & Occupation; Class of Worker
- 25 = Housing
- 26 = Group Quarters
- 27 = Health Insurance
- 99 = Imputation table for any topic

Proposed Content Updates for 2013

- Computer and internet usage
- Food stamps (Supplemental Nutritional Assistance Program – SNAP)
- Parental place of birth
- Veteran’s status
- Wages, salary, and property income
# The American Community Survey (ACS) Data Release Timetable

<table>
<thead>
<tr>
<th>Data Product (release month)</th>
<th>Population Threshold of Statistical Area</th>
<th>Year(s) of Data Collection</th>
<th>Year of Data Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year Estimates (September)</td>
<td>65,000 +</td>
<td>2005 - 2012</td>
<td>2006 - 2008 - 2012</td>
</tr>
<tr>
<td>3-Year Estimates (October)</td>
<td>20,000 +</td>
<td>2005 - 2012</td>
<td>2006 - 2008 - 2012</td>
</tr>
<tr>
<td>5-Year Estimates (December)</td>
<td>All Areas*</td>
<td>2005 - 2012</td>
<td>2006 - 2008 - 2012</td>
</tr>
</tbody>
</table>

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level.
* Zip Code Tabulation Area (ZCTA) estimates will first be available in 2012, with the 2007-2011 estimates.
Support
ACS Compass Products

Help for data users on a variety of subjects.
Intended Audiences

ACS Compass Handbooks

- General Data Users
- Businesses
- High School Teachers
- Congress
- Federal Agencies
- Media
- PUMS Users
- Researchers

- Rural Areas
- State and Local Governments
- American Indian and Alaska Native Populations
- Puerto Rico Community Survey
An Overview of the American Community Survey [PPT 5.0MB]  
Speaker Notes [PDF 52KB]

Basics of the American Community Survey program and website, with information on content, survey methodology, and data products. How the ACS supplements the 10-year census with continuous social, economic, housing, and demographic data.

Data Products from the American Community Survey [PPT 2.4MB]  
Speaker Notes [PDF 53KB]

Examples and suggestions for using 4 types of data profiles, 4 types of tables, thematic maps, and Public Use Microdata Sample (PUMS) Files. How period estimates and sampling error measures could affect your results.

Things that May Affect the Estimates from the American Community Survey [PPT 215KB]  
Speaker Notes [PDF 60KB]

Because the American Community Survey is a sample survey, sampling error is inevitable. How 4 different measures of sampling error are calculated, what they mean, and how you can use them to draw appropriate conclusions. Plus a brief look at non-sampling error and population controls.

Understanding Multiyear Estimates from the American Community Survey [PPT 592KB]  
Speaker Notes [PDF 49KB]

Explains 1-year, 3-year, and 5-year period estimates and when to use each one. Introduction to interpreting the data and making comparisons using multiyear estimates.

Geographic Areas and Concepts for the American Community Survey [PPT 2.3MB]  
Speaker Notes [PDF 45KB]

Get the most out of ACS data by knowing how geographic areas are defined in different ways and different estimates. The difference between legal and administrative areas is important.

Introduction to the Public Use Microdata Sample (PUMS) File from the American Community Survey [PPT 612KB]  
Speaker Notes [PDF 44KB]

Reasons to access PUMS data for small or unique population groups and housing characteristics.
ACS Questionnaires

American Community Survey

New Statistics Offer New Insight into Race, Tribal, Hispanic Origin and Ancestry Groups

Explore new U.S. race and ethnicity statistics, available for the first time since the 2000 Census. The American Community Survey is the only annual source of key demographic, socioeconomic and housing characteristic data for the entire nation.
Comparing ACS Estimates
Comparing ACS Estimates

The strength of the American Community Survey is in estimating characteristic distributions. We recommend users compare derived measures such as percents, medians, and rates rather than estimates of population totals.

Can I compare...?

- American Community Survey 1-Year estimates with other data?
  - ACS 1-year estimates with Census 2000
  - ACS 1-year estimates from different years.

Tools and Resources

- Table-specific Guidance
- Topic-specific Guidance (by year)
- Comparison Quick Guide (2009)
Comparing ACS Estimates: Three Possible Outcomes

Comparing 2010 American Community Survey Data

The 2009 ACS and 2010 ACS 1-year estimates use a different Census base year for the population estimates used in the ACS weighting. As a result, users should use caution when making comparisons across years. Specifically, estimates of the number of people in a given location (population size) are not strictly comparable between these two years. In general, the change to more current population estimates is not expected to have a meaningful impact in the percent distributions, rates, or ratios for non-demographic characteristics for many of the largest geographic areas. The Census Bureau is currently researching the effect on these distributions. For more details, visit the ACS Research Note Change in Population Controls.

Guidance on comparing 2005-2007 ACS 3-year estimates to 2008-2010 ACS 3-year estimates

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Age and Sex (01)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Racial (02)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic Origin (03)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry &amp; Occupation; Class of Worker (24)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing (25)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedrooms</td>
<td>Compare with Caution (Details) 1</td>
<td>Compare with Caution (Details)</td>
<td>The question was not asked in the 2010 Census</td>
</tr>
<tr>
<td>Contract and Gross Rent</td>
<td>Do Not Compare (Details) 2</td>
<td>Compare with Caution (Details)</td>
<td>The question was not asked in the 2010 Census</td>
</tr>
<tr>
<td>Cost of Utilities</td>
<td>Compare 3</td>
<td>Compare with Caution (Details)</td>
<td>The question was not asked in the 2010 Census</td>
</tr>
</tbody>
</table>
## Aggregating ACS Estimates

### How to Calculate the New MOE

<table>
<thead>
<tr>
<th>Geography</th>
<th>Estimate</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tract 1</td>
<td>5,264</td>
<td>+/- 1,624</td>
</tr>
<tr>
<td>Tract 2</td>
<td>6,508</td>
<td>+/- 1,395</td>
</tr>
<tr>
<td>Tract 3</td>
<td>4,364</td>
<td>+/- 1,026</td>
</tr>
<tr>
<td>Tract 4</td>
<td>6,865</td>
<td>+/- 1,909</td>
</tr>
<tr>
<td>TOTAL</td>
<td>23,001</td>
<td>+/- 5,954</td>
</tr>
</tbody>
</table>

Apply the formula:

$$MOE_{agg} = \pm \sqrt{\sum_{c} MOE_{c}^2}$$

New Estimate = 23,001  Equal to the sum of the estimates
New MOE = +/- 3,046  Less than the sum of the MOEs

The estimates in this example are fictitious.

Note the ACS easy calculator next slide.
Oklahoma Department of Commerce

ACS Calculator (the easy way!)

American Community Survey Calculators

Last updated: December 8, 2010

For further information, please contact:
Oklahoma Department of Commerce
Steve Barker
E-mail: steven_barker@okcommerce.gov
Phone: 1-405-815-5182 or 1-800-879-6552
www.okcommerce.gov

Quick Links
- ACS Made Easy
- Change Confidence Interval to 95% or 99% - Values
- Change Confidence Interval to 95% or 99% - Percentages
- Add ACS estimates together - Values
- Add ACS estimates together - Percentages
- Calculate a ratio
- Change a value to a percentage
- Change a percentage to a value
- Calculate percent change or percent difference

Full text of Census advice used to develop these calculators

Additional Information

2010 Reference Maps
- Census Tracts
- County / Blocks

Home page > Geography > Maps and Mapping Resources > Map Products (this page) > (select type of map) > (select state) > (select county) > open 000.pdf (index map) and zoom in to determine map sheet (or inset) > back out > select map sheet (or inset)
Thank you!

Workshop Information and Data Questions

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