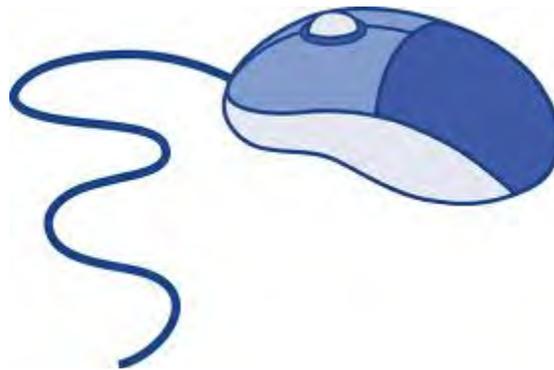


Five Clicks (or Fewer) to Census Data

Navigating the Latest Release of the American FactFinder Part 1



*Linda Clark
Data Dissemination Specialist
Los Angeles Region
linda.clark@census.gov
206-446-8794*

REFERENCE

Links from Homepage (census.gov)

QuickFacts

- Geographies: State, county, city
- Current demographic and business information
- Historic data

Interactive Map

- County maps displaying a mashup of population and economic data

Population Finder

- Product: 2010 Demographic Profile summaries
- Geographies: State, county, cities, American Indian areas, Congressional Districts

Links from Data tab on Homepage (census.gov)

Easy Stats

- Table topics: Financial, jobs, housing, people, and education by race and ethnicity
- Geographies: State, county, city, congressional districts

American FactFinder: Community Facts

- Popular facts / estimates: Population, age, business and industry, education, housing, income, origins and language, poverty, veterans
- Geographies: State, county, city, zip code

American FactFinder: Guided Search

- Prompts user for criteria by presenting search options one after another
- Simple geographic areas: nation, states, American Indian areas, cities, towns, metro areas, congressional districts, zip codes, census tracts

HOME PAGE (census.gov): QuickFacts Tool

(Population threshold of 5,000)

1. Use QuickFacts to find recent information on the city of **Long Beach** from the 2010 Census, the Population Estimates Program, the American Community Survey (ACS), and the 2007 Survey of Business Owners.

(a) What was the percent population change in Long Beach between April 1, 2010 (2010 Census) and July 1, 2012 (Population Estimates)?

(b) In 2010, what percent of Long Beach's population was Hispanic or Latino?

(c) For the period 2007-2011, what percent of Long Beach residents 25 years and over was a high school graduate or higher? (What is the data source?)

(d) In 2007 what percent of firms in Long Beach were owned by women?

Census.gov > (left column) QuickFacts > Select a state to begin = California
(Note that California and USA appear side by side for quick comparisons.)
Select city = (click down arrow to open drop down menu) Long Beach (city) > Go
(Long Beach and California now appear side by side.)

Answer (a): The percent population change in Long Beach from April 1, 2010 to July 1, 2012 was 1.2%.

Answer (b): In 2010, the percent of Hispanic or Latino persons in Long Beach was 40.8%.

Answer (c): For the 5-year period 2007-2011, 79.0% of Long Beach residents age 25+ were high school graduates or higher. (Click on "i" icon to the left of the row description) Data source is the American Community Survey 5-year estimates.

Answer (d): In 2007, 34.3% of the firms in Long Beach were owned by women.

2. How do you find more information on your selected geography (city of Long Beach)?

"Browse datasets" on the QuickFacts page is the link to the 2010 Census Demographic Profile as well as the four ACS Data Profiles (which together contain more than 450 characteristics about a selected geography)

Answer: Click on highlighted "browse data sets for Long Beach (city)" above data columns. This will take you to a QuickLinks page.

Scroll down the page to see the available data sources

Return to Homepage Tip: Click the United States Census Bureau heading at the top left of any page to return to the homepage, census.gov

Homepage (census.gov): Interactive Map Tool

3. How do you find a mashup of population and economic data for San Luis Obispo County? Directions follow:

Census.gov > (left column) Interactive Map > click anywhere on map
(red arrow) Explore the map > Get Started
(Enter city, state, or zip text box) san luis obispo county, ca > Find
Mouse over your selected county to get count of total businesses
Click in selected county and select tabs above the map one at a time for more information.
(Data sources are the 2010 Census and the 2011 County Business Patterns)
OR
To view text version
Select the Interactive Text tab top of page
Select State = California > Areas Within
Select San Luis Obispo County from drop-down menu > Display
Return to homepage

Homepage (census.gov): Population Finder Tool
(NO population threshold)

4. How do you find a summary* of the 2010 Census Demographic Profile for the Agua Caliente Indian Reservation and Off-Reservation Trust Land? Directions follow:

Census.gov > (left column) Population Finder
(Select a state . . .) California > Areas Within > (drop-down menu) AIAN Areas > Search
(drop-down menu) > Agua Caliente Indian Reservation and Off-Reservation Trust Land
(box below) Display

*Note: This is a summary of the 2010 Demographic Profile. The complete profiles are available through American FactFinder or QuickFacts Browse (problem #2, above).

Return to homepage

Homepage (census.gov): Easy Stats

5. How many Asian females 25 years and over in Los Angeles County had a bachelor's degree or higher? (What is the margin of error for this estimate?) The data source is the 2007-2011 American Community Survey 5-year estimates.

Census.gov > Data tab > Easy Stats
Select a state = California > Refine by county > Select a county = Los Angeles County
Choose a topic = Education
Sex by Educational Attainment for the Population 25 years and Over > Get Results
Click checkbox below table, left side: Display Margin of Error

Answer: 255,580 (+/-2,621)

Return to homepage



American FactFinder (AFF): factfinder2.census.gov

Homepage > Data tab > American FactFinder (or URL above)
Main tab = AFF Mainpage

What's on the New (released 01-29-13) AFF Mainpage?

Top right of page

- Feedback (*use this to ask questions, offer ideas for better navigation, complain, compliment!*)
- FAQs (*database built from questions of data users*)
- Glossary (*excellent*)
- Help – User Guide and Tutorials (*12 total, 3-7 minutes each, all scripted*)

Blue toolbar (tabs)

- Main
- Community Facts (*alternate way to access Demographic Profile (2010) and Data Profiles (ACS)*)
- Guided Search
- Advanced Search
- Download Options
- English (*default*) / Espanol (*Puerto Rico tables*)

Left column

- Using American FactFinder (*functions and features*)
- What We Provide (*program information and links to the data*)
- Deep Linking Guide

Lower right column

- News and Notes (*includes data release schedules and software update notes*)
- Get Email Updates (*Connect With Us!*)
- Address Search (*quick access to census geography and related data*)
- Reference Maps (*portal to customizable maps*)
- Load Query (*access saved tables and correlated geographies—not session-specific*)

AFF COMMUNITY FACTS

6. **Find estimates for the city of San Diego (from the American Community Survey) for the period 2007-2011:**

(a) How many residents were foreign born?

(b) How many veterans lived in the city?

AFF Mainpage

Community Facts text box: san diego, california > (grab San Diego city, California) > GO
Origins and Language filter bar

Answer (a): 334,890 were foreign born

Veterans filter bar

Answer (b): 96,160 veterans

AFF GUIDED SEARCH: Refining a Search Step by Step

7. **Find American Community Survey (ACS) estimates for the city of Oakland:**

(a) What percent of people were living below the poverty level in 2011?

(b) What was the per capita income for Black or African American (alone or in combination) residents in the period 2006-2010? (What is the dataset?)

AFF Guided Search (tab in blue bar)

(default radio button) I'm looking for information about people > Next

(Note Arrow 2. Topics is activated)

Expand Poverty (click on "+") = Select "Poverty"

(Note Your Selections box shows 3,567 tables are available based on your filter)

Click Next (or you may click Arrow 3. Geographies)

(Top text box) enter oakland, california > GO (Your Selections = 1,850 tables) > Next

Arrow 4. Race/Ethnic Groups > Skip This Step

Arrow 5. Search Results > Click hyperlink for S1701 Poverty Status in the Past 12 Months (2011 ACS 1-year estimates)

Answer (a): 21.0% (with an MOE of +/-2.0%)

Instructions (b):

Click the grey arrow, Back to Search Results (right side, top of page)

Delete the word "Poverty" from the Your Selections box (click on "x" following entry)

Click 2 Topics to choose another subject: Expand Income & Earnings

Income/Earnings (Individuals) >

4 Race/Ethnic Groups arrow > Select from Race/Ethnic Groups

005 Black or African alone or in combination > Next

(Arrow 5. Search Results) > Choose B19301, Per Capita Income in the Past 12 Months (2010 ACS 5-Year Selected Population Tables)

Answer (b): \$23,669 (+/- \$817) was the per capita income for Black or African American individuals alone or in combination (2006-2010 ACS Selected Population Tables)