

# Demystifying the Process of and Accessing and Using Census Bureau Data

COMPASS of SW Idaho  
February 26, 2013  
Meridian



# Census Bureau Demographic Programs

## What We Can Offer

- Censuses
- Surveys
- Estimates

**What's the difference?**



# Data Collection

- Censuses (**Decennial Census**)
  - 100-percent count
- Surveys (**American Community Survey**)
  - Random sample of households
    - From Census Bureau's Master Address File
- Estimates (**Population Estimates Program**)
  - Administrative records (births, deaths) and formulas (net migration)



# Census Bureau Demographic Programs

## What We Can Offer

- Censuses
- Surveys
- Estimates

**Why should it matter to you?**



# Data Dissemination

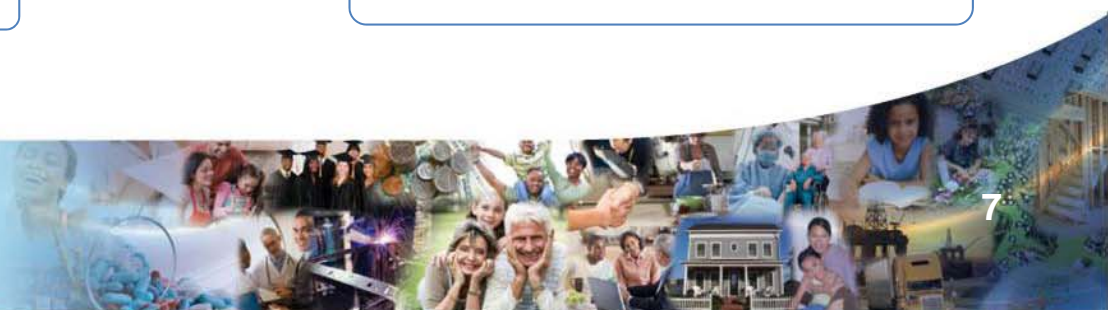
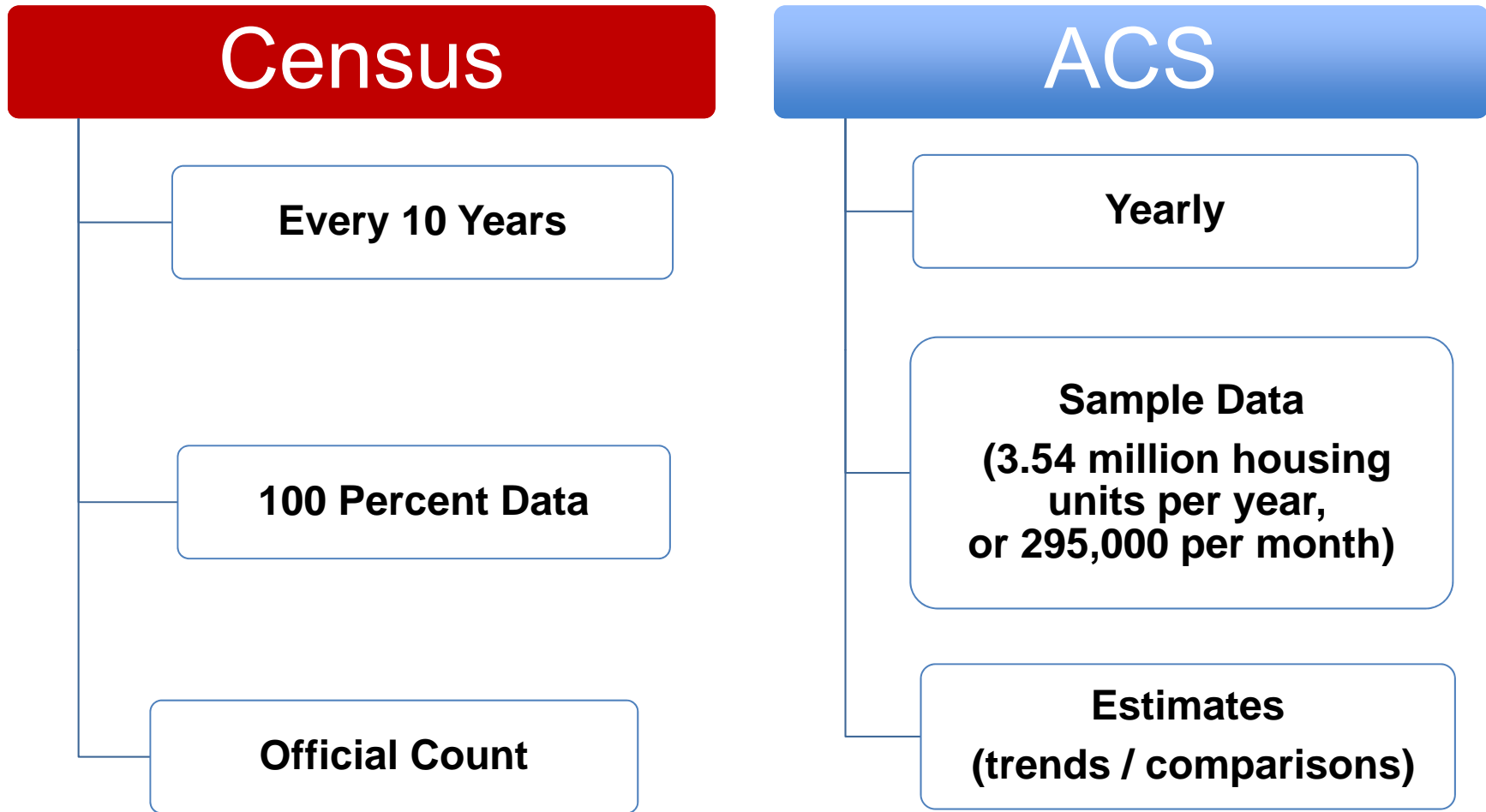
- Censuses **(Decennial Census)**
  - 100% coverage of population and housing
  - Updated every ten years (quickly out of date)
  - Data released to block level (rich geographical detail)
- Surveys **(American Community Survey)**
  - About 2% of U.S. housing units contacted each year
  - Annual release of estimates with margins of error (currency of data vs. reliability of data)
  - Data released to block group level
- Estimates **(Population Estimates Program)**
  - Reliable estimates built on census benchmark
  - Lean geographical or topical detail



# Comparing the Programs

Comparison: Census Bureau Demographic Programs			
	Decennial Census	Population Estimates Program	American Community Survey
<b>Purpose / Uses</b>	Apportionment of seats in Congress Redistricting Allocation of Federal funding Planning at state and local levels	Survey controls Allocate Federal funding intercensal yrs Denominators for statistical rates Planning at state and local levels	Provide timely detailed demographic, social, economic, and housing data about the country's communities every year.
<b>Temporal frame</b>	Point-in-time	Point-in-time	Period estimate
<b>Reference date</b>	April 1 Year ending in zero	July 1 Intercensal years	<u>None</u> . Estimates describe entire period, which may be: 1-year (areas with 65,000 population plus) 3-year (areas with 20,000 population plus) 5-year period (all areas including ZCTAS, down to block group)
<b>Periodicity</b>	Every 10 years ("snapshot")	Annual	Ongoing survey Data collection every month ("video")
<b>Burden on respondent</b>	Mandatory	None	Mandatory
<b>Authority</b>	Article I, Section 2 Constitution U.S. Code Title 13, Sections 141 and 193	Title 13, Section 181	U.S. Code Title 13, Sections 141 and 193
<b>Methodology</b>	100% enumeration Every resident, every housing unit, and every group quarters	Vital records (from states) plus formulas for calculation of net migration	Random sample from Master Address File: 3.54 million HUs/year (295,000/month) Increase from 2.9 million—June 2011 mailout
<b>Modes of Personal contact</b>	Mail or drop off questionnaire; personal visit follow-up to non-responding addresses	<u>No contact with residents</u> . Census Bureau headquarters works with individual states	Mail Telephone Personal visit
<b>Management hub(s)</b>	Temporary Regional Census Centers	Census Headquarters	Census Regional Offices (6)
Data			
<b>Output</b>	Counts	Counts	Characteristics
<b>Topics</b>	Age Sex Race and ethnicity, Household relationships Tenure (own or rent home)	<b>U.S., state, county totals:</b> Age, sex race, ethnicity, housing  <b>Incorporated place totals:</b> Population only	See Quick Reference Guide :  "American Community Survey Data Release Timetable, Topics Covered by the ACS"
<b>Lowest level of release</b>	Block	Incorporated place	Block group

# Differences



# Census Geography





# Importance of Geography

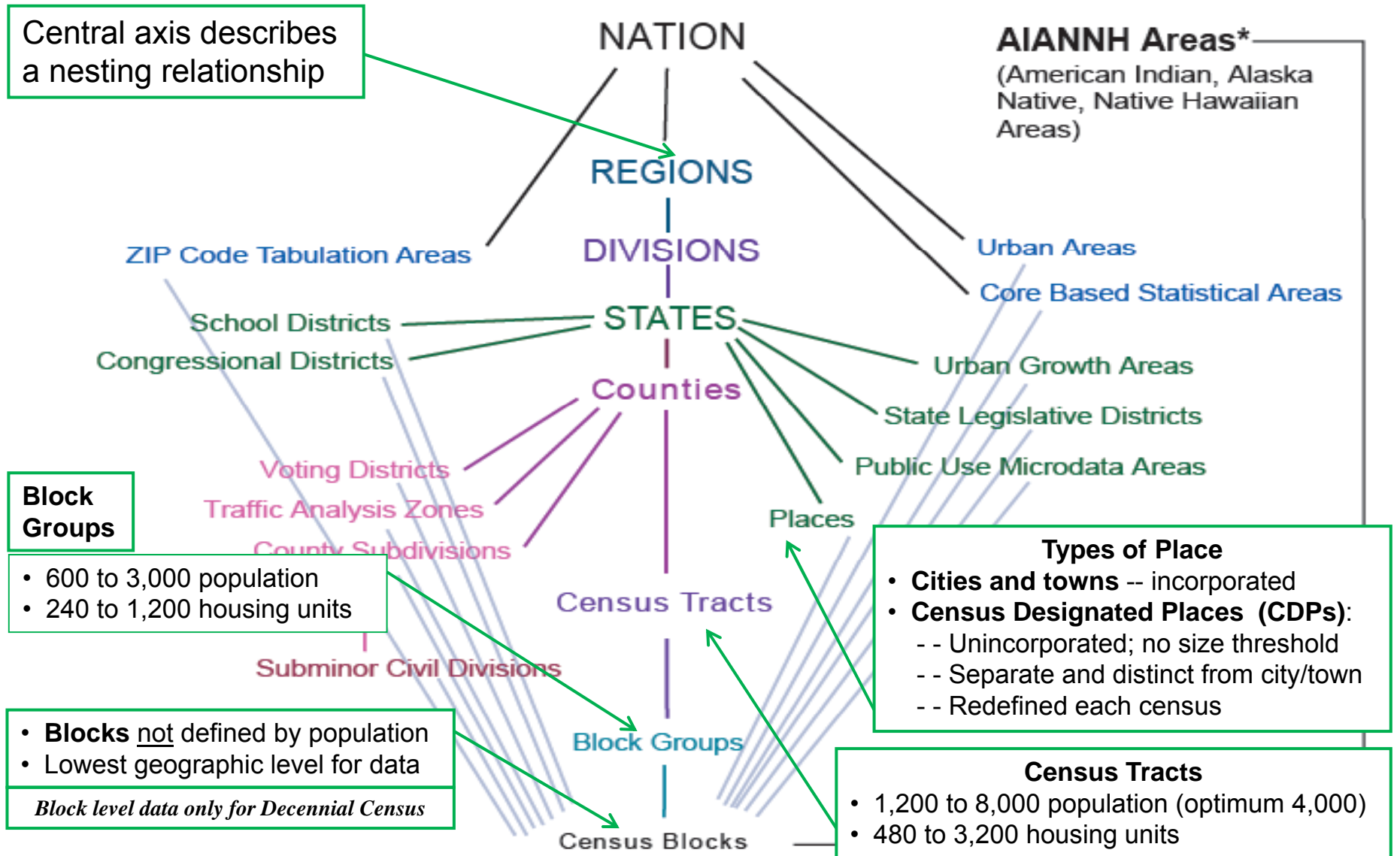
- Provides standard framework for data
  - Collection
  - Tabulation
  - Dissemination
- All data “hitched to the planet” appropriately
  - People
  - Housing
  - Businesses



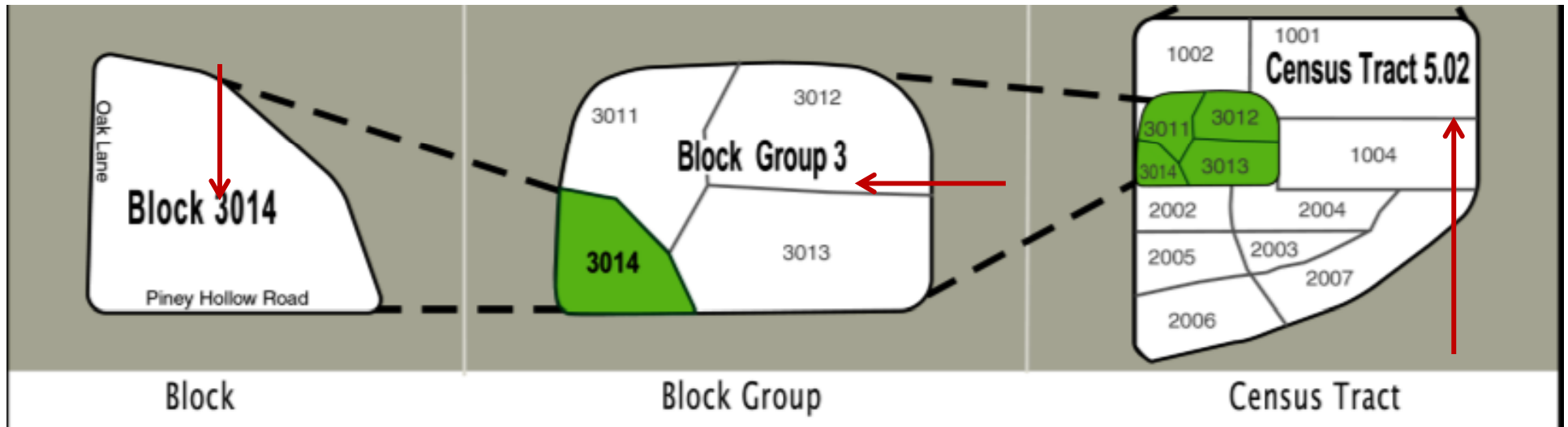
# Census Geography Hierarchy

(with 2010 Statistical Area Criteria)

Revised 02-19-13



# Small Area Geography Hierarchy



- **Block number:** Blocks have 4-digit numbers – their block group number (“3” in this illustration) is the first digit.
- **Block group number:** Always a single digit (1 to 9).
- **Census tract number:** A decimal indicates that a census tract has been split, usually because it has exceeded the optimum size (housing units or population). This enables comparability from census to census.
- **Decennial Census:** Lowest level of geography on American FactFinder (AFF) - - **block**.
- **American Community Survey:** Lowest level of geography on AFF - - **census tract**; on the FTP (download) site - - **block group**.

## Maps & Data

- Maps & Data Main Page

### Maps

- Census Data Mapper
- Reference
- Thematic
- Maps Available for Purchase

### Data

- TIGER Products
- Partnership Shapefiles
- Relationship Files
- Comparability Files
  - Places
  - County Subdivisions
- Gazetteer Files
- Block Assignment Files
- Name Lookup Tables
- Tallies
- LandView

## Maps & Data

Find geographic data and products such as the TIGER/Line Shapefiles, KMLs, TIGERweb, cartographic boundary files, geographic relationship files, and reference and thematic maps.



### Maps

#### [Census Data Mapper](#)

The Census Data Mapper is a web mapping application intended to provide users with a simple interface to view, save and print county-based demographic maps of the United States.

#### [Reference Maps](#)

Reference maps are designed to show the geographic locations of features and boundaries. These maps usually contain features, such as roads and rivers, and boundaries, such as county, place, census tracts, or many more. These maps do not contain demographic data and are used solely to show the location of and relationship between boundaries and features. For interactive reference maps see TIGERweb.

### Geographic Data

#### [TIGER Products](#)

Geospatial Files and Applications from our MAF/TIGER database. Tools for use in GIS software, Web Mapping Services (WMS) to use in your applications, and browsers to view geographic data.

#### [Partnership Shapefiles](#)

The Partnership Shapefiles are used in our partner programs to share data with and capture data from our partners.

#### [Relationship Files](#)

Relationship files help users compare different vintages of geography, such as Census 2000 blocks to 2010 Census blocks in text format.



# Beta – new!

# 2010 Census Data Mapper

## Geography

- Main
- About
- Maps & Data
- Reference
- Partnerships
- Education
- Research

### Maps & Data

- Maps & Data Main Page

### Maps

- Census Data Mapper
- Reference
- Thematic
- Maps Available for Purchase

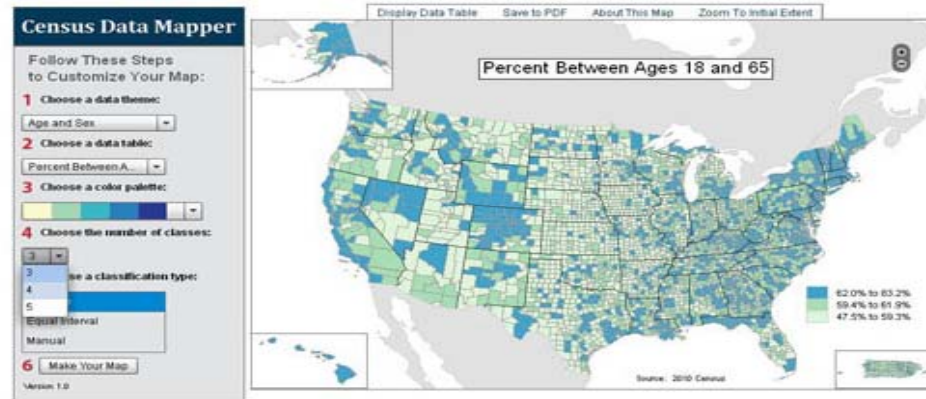
### Data

- TIGER Products
- Partnership Shapefiles
- Relationship Files
- Comparability Files
  - Places
  - County Subdivisions
- Gazetteer Files
- Block Assignment Files
- Name Lookup Tables
- Tallies
- LandView

## Census Data Mapper - Beta

The Census Data Mapper is a web mapping application intended to provide users with a simple interface to view, save and print county-based demographic maps of the United States. The data are from the 2010 Census.

Please click on the image or link below to launch the application.



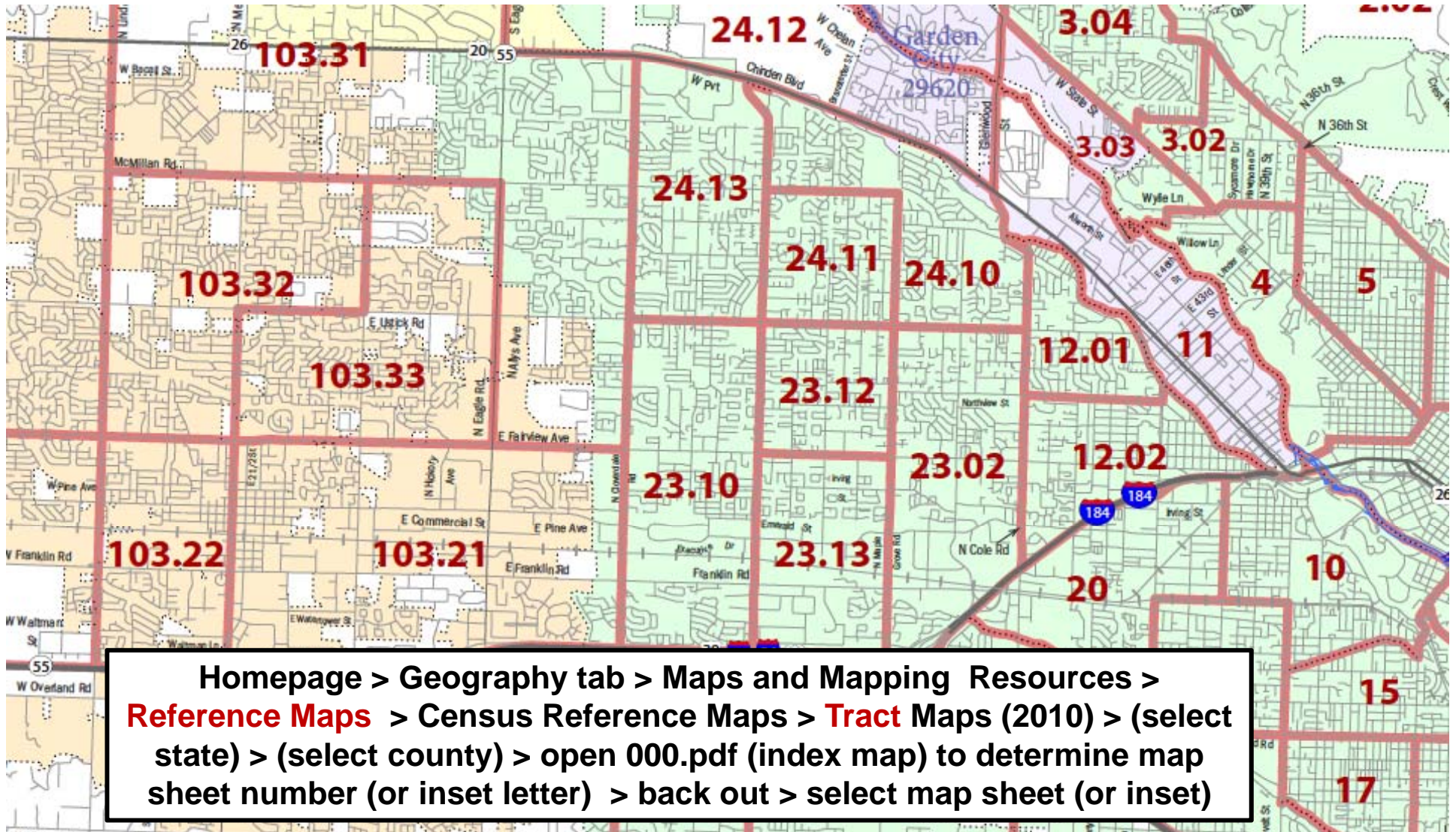
[Launch the Census Data Mapper](#)

### Application Requirements:

- To view this application, you will need the [Adobe Flash Player](#) available for free from Adobe.

# 2010 Census Tract Reference Maps

(block maps also available)



# Race and Ethnicity



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

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., 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 Ethnicity Question (asked since 1970)

## 2010 Census Race Question (asked since 1790)

9. What is Person 1's race? Mark  one or more boxes.

- White
  - Black, African Am., or Negro
  - American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴
- 
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↴ |  |

- Some other race — *Print race.* ↴



# Decennial Census



# 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

## Questions It Can Answer

- How many people live here? How many females? How many males?
- How many children under 5? How many seniors 65 and older?
- What percent are African American? Hispanic?
- Are the people in the household related? How so?



# Population Estimates Program (PEP)



# 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



# American Community Survey (ACS)



# American Community Survey History

1940-2000

- Decennial Census:  
Short Form & Long Form

2005

- American Community Survey  
replaces Decennial Long Form

2010

- Decennial Census:  
Short Form only



# Topics

## Census and the ACS

Demographic	Social	Economic	Housing
<p>Sex</p> <p>Age</p> <p>Race</p> <p>Ethnicity</p> <p>Household Relationship Group</p> <p>Quarters</p>	<p>Families</p> <p>Education</p> <p>Marital Status</p> <p>Fertility</p> <p>Grandparents</p> <p>Veterans</p> <p>Disability Status</p> <p>Language at Home</p> <p>Citizenship</p> <p>Migration</p>	<p>Income</p> <p>Poverty</p> <p>Food Stamps/SNAP</p> <p>Employment Status</p> <p>Occupation</p> <p>Industry</p> <p>Journey to Work</p> <p>Place of Work</p> <p>Health Insurance</p>	<p>Tenure</p> <p>Occupancy</p> <p>Structure</p> <p>Housing Value</p> <p>Taxes &amp; Insurance</p> <p>Utilities</p> <p>Mortgage</p> <p>Monthly Rent</p> <p>Vehicles</p>

Items in **red** were also collected on the **2010 Census**





# American Community Survey In a Nutshell

- Strengths
  - Data are current
  - Rich topical detail
- Challenges
  - Reliability issues due to sample size
    - Small areas
    - Small population groups
  - Data user must consider margin of error (MOE) when using ACS estimates



# Demographic Program Resources



# Quick Reference Guide



## Quick Reference Guide

- **American FactFinder (AFF)** Downloading
- **Decennial Census**
  - Coverage, Product Types, Table ID Codes
- **Population Estimates Program (PEP)**
  - Coverage, Product Types, Table ID Codes
- **American Community Survey (ACS)**
  - Coverage, Caveats, Product Types, Table ID Codes
- **Demographic Program Comparisons**
- **Census Geography Hierarchy**



# Census.gov > (footer > About Us column) Census Questionnaires

You are here: [Census.gov](#) > History

## History



History Main

Agency History

Innovations

Programs

Through the Decades

Genealogy

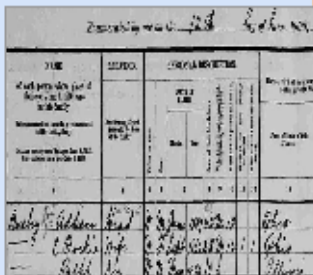
Reference

FAQs

### New on the Site

- [Distribution of Slaves in 1860](#)
- [The "72-Year Rule"](#)
- [Census Records](#)

### Featured Photo



The [1900 Census](#) recorded the family of Addison and E. Prockie Busbey. Prockie was born September 20, 1862, the day her father, William Coggeshall, received a telegram informing him that the president had

### U.S. Census Bureau History: The

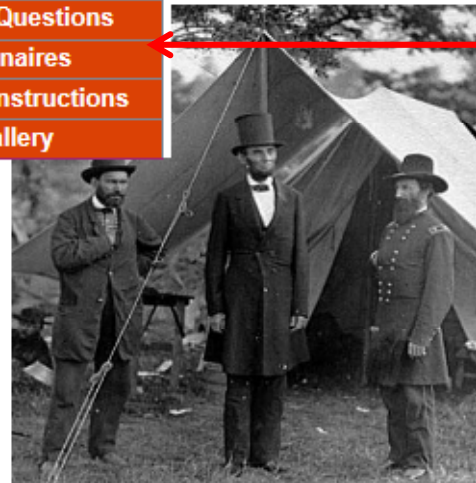
On January 1, 1863, the [Emancipation Proclamation](#) went into effect, freeing all slaves in Confederate territory. After discussing the idea with his cabinet on [July 1862](#), Lincoln waited for a strong Union victory in the Civil War before announcing his decision to free slaves. In September 1862, Union troops prevented a Confederate invasion of Maryland at the [Battle of Antietam](#), providing Lincoln the opportunity to issue the [Preliminary Emancipation Proclamation](#).

Although the importation of slaves into the United States had been banned in [January 1808](#), slavery was not abolished until the [13th Amendment](#) was ratified in December 1865. Below are a few facts from the U.S. Census Bureau concerning the Civil War and emancipation:

- The [1850 Census](#) recorded 3.2 million slaves in the United States. By [1860](#) there were nearly 4 million slaves in the nation, 89 percent of whom lived in states that became part of the Confederacy.
- Between [1850](#) and [1860](#), 3,000 slaves were freed by slave owners. During the decade, the number of slaves gaining freedom decreased in Delaware and Florida but increased in seven states: Alabama, Georgia, Louisiana, Maryland, Mississippi, North Carolina, and Tennessee.
- The total number of people who escaped from [slavery](#) decreased between 1850 and 1860.

- Fast Facts
- Overview
- Index of Questions
- Questionnaires
- Census Instructions
- Image Gallery

### Information



President Abraham Lincoln at Antietam, MD, October 3, 1862. Photo courtesy of the Library of Congress.

### This Month in Census History

In January 1994, the U.S. Census Bureau introduced a new questionnaire for the [Current Population Survey](#). This questionnaire was designed solely for use in [computer-assisted interviewing](#). Computer-assisted interviewing allows the use of more complex questions without increasing the burden on the respondents.

### Did You Know?

The [1870 Census](#) was the first to record all African Americans by name. Prior to emancipation, slaves were documented



# Census Questionnaires

## In this Section:

- 2010
- 2000
- 1990
- 1980
- 1970
- 1960
- 1950
- 1940
- 1930
- 1920
- 1910
- 1900
- 1890
- 1880
- 1870
- 1860
- 1850
- 1840
- 1830
- 1820
- 1810
- 1800
- 1790

## Questionnaires

Since the first census in 1790, the U.S. Census Bureau has collected data using a census "schedule," also called a "questionnaire." Between 1790 and 1820, U.S. Marshals conducting the census were responsible for supplying paper and writing-in headings related to the questions asked (i.e., name, age, sex, race, etc.). In 1830, Congress authorized the printing of uniform schedules for use throughout the United States.

The 1940 Census included separate questionnaires to count the population and collect housing data. The 1960 and later censuses combined population and housing questions onto a single questionnaire mailed to households or completed during a census taker's visit.

Between 1970 and 2000, the U.S. Census Bureau used two questionnaires. Most households received a short-form questionnaire asking a minimum number of questions. A sample of households received a long-form questionnaire that included additional questions about the household. The 2010 Census had just one questionnaire consisting of ten questions.



*President Obama completes his 2010 Census questionnaire.*



# Census.gov > (footer > People & Households column) ACS Questionnaires

U.S. Department of Commerce

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**United States Census Bureau**

People | Business | Geography | Data | Research | Newsroom

Search  Go

Census.gov > American Community Survey

## American Community Survey

Main | About the Survey | Guidance for Data Users | Data & Documentation | Methodology | Library

**Methodology** ▼

- Methodology Main
- Sample Size and Data Quality
- 2006 Content Test
- Questionnaire Archive ←
- Special Data Studies

**Question Corner for Survey Respondents**

**Q Is the American Community Survey legitimate?**

Yes. The American Community Survey is legitimate. It is a survey conducted by the U.S. Census Bureau. [More.](#)

[What is the American Community Survey?](#)

The American Community Survey (ACS) is an ongoing statistical survey that samples a small percentage of the population every year -- giving communities the information they need to plan investments and services. [Learn more.](#)

[How do I respond to the survey?](#)

Learn ways to [respond to the ACS or get help with the survey](#). Learn more about how we [protect your privacy](#); why you were [selected](#); why it's important to [participate](#); why we ask specific [questions](#) and more in [About the Survey](#).

[How do I get started using ACS data?](#)

Start learning about the ACS with three tips about the data. Find additional information about geography in the ACS, comparison guidance, and user specific handbooks. Learn more in [Guidance for Data Users](#).

**SEARCH**

[Current Data Profiles](#)

Quick Links to Nation or State level Profiles

United States  **Go**

[Data by Topic](#)

**People**

- Age and Sex / Aging
- Ancestry
- Disability
- Commuting to Work
- Education
- Employment
- Family/Relationships

5-Year Estimates Released! ACS: Measuring Dynamic Changes EEO Special Release [New—Respond Online](#)

العربية Arabic

# Comparing ACS Estimates

U.S. Department of Commerce

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**Census**  
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Census.gov > American Community Survey

## American Community Survey

Main | About the Survey ▼ | **Guidance for Data Users ▼** | Data & Documentation ▼ | Methodology ▼ | Library ▼

**Guidance Main**  
Geography and the ACS  
When to Use 1-year, 3-year, or 5-year Estimates  
**Comparing ACS Data** ←  
Handbooks for Data Users  
Training Presentations  
E-Tutorial

**Question Corner**  
for Survey Respondents

**Q** How do you protect my information?  
We never reveal your identity to anybody else. By law, the Census Bureau cannot share respondents' answers with anyone, -- not the IRS, not the FBI, not the CIA, and not with any other government agency. [More](#).

[< Prev](#) [Next >](#)

**Language Brochures**  
Questions and Answers about the American Community Survey in 11 languages. [pdf format]

العربية Arabic  
中文 Chinese

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**People**

- Age and Sex / Aging
- Ancestry
- Disability
- Commuting to Work
- Education
- Employment
- Family/Relationships
- Health Insurance

**5-Year Estimates Released!** [ACS: Measuring Dynamic Changes](#) [EEO Special Release](#) [New—Respond Online](#)

### 2007-2011 ACS 5-Year Estimates Are Now

# Choose Comparison Tool & Year

Census.gov > American Community Survey > Guidance for Data Users: Comparing ACS Data

## American Community Survey

Main | About the Survey | **Guidance for Data Users** | Data & Documentation | Methodology | Library

- Guidance Main
- Geography and the ACS
- When to Use 1-year, 3-year, or 5-year Estimates

### Comparing ACS Data

- ▶ ACS/Census Table Comparisons
- ▶ 2011
- ▶ 2010
- ▶ 2009
- ▶ 2008
- ▶ 2007
- ▶ 2006

- Handbooks for Data Users
- Training Presentations
- E-Tutorial

### Comparing ACS Data

Print | Share this page | Connect with us

The strength of the American Community Survey is in estimating characteristic distributions. We recommend users compare derived measures such as percents, means, 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.

⚠ Use Caution: Because ACS variables change over time, some areas and subjects must be **compared with caution**, or **not compared at all**.

Use the **left navigation** to get yearly guidance on specific topics/subjects.

#### Tools and Resources

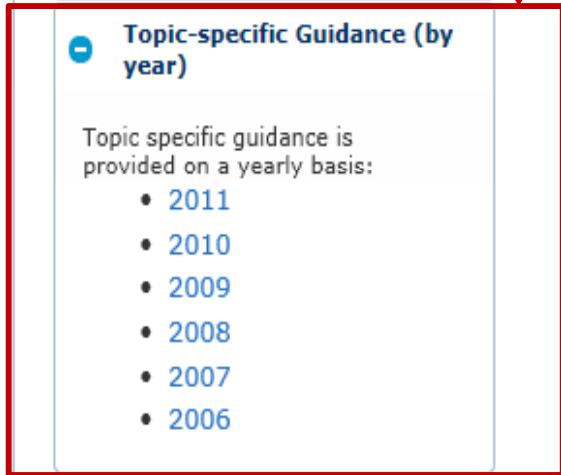
##### Table-specific Guidance

##### Topic-specific Guidance (by year)

Topic specific guidance is provided on a yearly basis:

- 2011
- 2010
- 2009
- 2008
- 2007
- 2006

##### Comparison Quick Guide (2009)





# Four Possible Recommendations

+ Veteran Status (21)

+ Food Stamps (22)

+ Employment Status; Work Experience; Labor Force (23)

+ Industry & Occupation; Class of Worker (24)

- Housing (25)

Topic	2011 ACS with Census 2000	2011 ACS 1-Year with 2010 ACS 1-Year	2011 ACS with Census 2010
Bedrooms	Compare with Caution <i>(Details)</i> <b>1</b>	Compare <b>3</b>	The question was not asked in the 2010 Census <b>4</b>
Contract and Gross Rent	Do Not Compare <i>(Details)</i> <b>2</b>	Compare	The question was not asked in the 2010 Census
Cost of Utilities	Compare	Compare	The question was not asked in the 2010 Census
Gross Rent as a Percentage	Do Not Compare <i>(Details)</i>	Compare	The question was not asked in the 2010 Census

# Aggregating ACS Estimates

## How to Calculate the New MOE

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

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 6, 2010

For further information, please contact:

Oklahoma Department of Commerce

Steve Barker

E-mail: [steven\\_barker@okcommerce.gov](mailto:steven_barker@okcommerce.gov)

Phone: 1-405-815-5182 or 1-800-879-6552

[www.okcommerce.gov](http://www.okcommerce.gov)

Quick Links
<a href="#">ACS Made Easy</a>
<a href="#">Change Confidence Interval to 95% or 99% - Values</a>
<a href="#">Change Confidence Interval to 95% or 99% - Percentages</a>
<a href="#">Add ACS estimates together - Values</a>
<a href="#">Add ACS estimates together - Percentages</a>
<a href="#">Calculate a ratio</a>
<a href="#">Change a value to a percentage</a>
<a href="#">Change a percentage to a value</a>
<a href="#">Calculate percent change or percent difference</a>
<a href="#">Full text of Census advice used to develop these calculators</a>
<a href="#">Additional Information</a>

Contact Info / ACS made easy / Confidence Interval - Value / Confidence Interval - Percent / Adding Data - Value

[www.okcommerce.gov/data-and-research/demographics-and-population-data/](http://www.okcommerce.gov/data-and-research/demographics-and-population-data/)



# ACS Compass Products

U.S. Department of Commerce

Home | About Us | Subject



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Search

You are here: [Census.gov](#) > American Community Survey

## American Community Survey

Main | About the Survey | **Guidance for Data Users** | Data & Documentation | Methodology | Library

### Question Corner

**Q** Why did I get the American Community Survey form?

Your address was selected as part of a sample. Your responses will represent other households in your community. [More.](#)

### Explore the Form



### Language Brochures

Questions and Answers about the American Community Survey in 11 languages. [\[pdf\]](#)

- Guidance Main
- Geography and the ACS
- When to Use 1-year, 3-year, or 5-year Estimates
- Comparing ACS Data
- Handbooks for Data Users
- Training Presentations
- E-Tutorial

**Help for data users on a variety of subjects**

The American Community Survey (ACS) is an ongoing statistical survey that samples a small percentage of the population every year giving communities the current information they need to plan investments and services. [More.](#)

Your answers to the American Community Survey help federal, state and local leaders make decisions that affect your community. Learn more about [how your responses impact your community.](#)

Start learning about the ACS with three tips about the data. Find details about geography, comparison guidance, and user specific handbooks. Learn more in [Guidance for Data Users.](#)

### 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



SEARCH

Current Data Profiles

Quick Links to Nation or State level Profiles

United States Go

Data by Topic

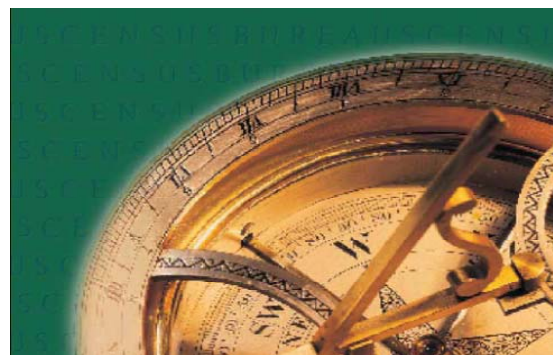
### People

- Age and Sex / Aging
- Ancestry
- Disability
- Commuting to Work
- Education
- Employment
- Family/Relationships
- Income and Earnings
- Language
- Origins
- Population Change

# 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



# Homepage Footer

## Programs and Special Interest

Measuring America—People, Places, and Our Economy

### ABOUT US

Are You in a Survey?  
FAQs  
Director's Corner  
Regional Offices  
History  
Research  
Scientific Integrity  
Jobs @ Census  
Diversity @ Census  
Business Opportunities  
Contact Us

### FIND DATA

QuickFacts  
American FactFinder  
Easy Stats  
Population Finder  
2010 Census  
Economic Census  
Interactive Maps  
Training & Workshops  
Data Tools  
Developers  
Catalogs  
Publications

### BUSINESS & INDUSTRY

Help With Your Forms  
Economic Indicators  
Economic Census  
E-Stats  
Foreign Trade  
Export Codes  
NAICS  
Governments  
Local Employment Dynamics  
Survey of Business Owners

### PEOPLE & HOUSEHOLDS

2010 Census  
2000 Census  
American Community Survey  
Income  
Poverty  
Population Estimates  
Population Projections  
Health Insurance  
Housing  
International  
Genealogy

### GEOGRAPHY

Maps and Data  
TIGER  
Gazetteer  
SPECIAL TOPICS  
Statistics in Schools  
Tribal Resources (AIAN)  
Emergency Preparedness  
Statistical Abstract  
Special Census Program  
Fraudulent Activity & Scams  
Recovery Act  
USA.gov  
BusinessUSA.gov

### NEWSROOM

News Releases  
Release Schedule  
Fact for Features  
Blogs  
Multimedia

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[Accessibility](#) | [Information Quality](#) | [FOIA](#) | [Data Protection & Privacy Policy](#) | [U.S. Dept of Commerce](#)

United States Census Bureau

# Publications: [Census.gov/prod/www](https://www.census.gov/prod/www)

## Access tables back to 1790 Census

### Publications

Publications Main

#### Quick Links

<a href="#">Agriculture</a>
<a href="#">Business - Trade and Services</a>
<a href="#">Catalogs</a>
<a href="#">Census of Population and Housing</a>
<a href="#">Construction and Housing</a>
<a href="#">Economic Census</a>
<a href="#">Foreign Trade</a>
<a href="#">General and Reference</a>
<a href="#">Governments</a>
<a href="#">Manufacturing &amp; Mineral Industries</a>
<a href="#">Population</a>
<a href="#">Statistical Abstracts</a>
<a href="#">Technical Documentation &amp; Working Papers</a>
<a href="#">Transportation</a>

### Census of Population and Housing

The census tells us who we are and where we are going as a nation. The census helps our communities determine where to build everything from schools to supermarkets, and from homes to hospitals. It helps the government decide how to distribute funds and assistance to states and localities. It is also used to draw the lines of legislative districts and reapportion the seats each State holds in Congress.

All documents are in PDF format with a filesize ≤1MB unless otherwise stated.

For access to volumes not available, please contact your local [Federal Depository Library](#).

[Measuring America: The Decennial Censuses from 1790 to 2000](#) [16.5 MB]

[Census of Population and Housing, 2010](#)

[Census of Population and Housing, 2000](#)

[Census of Population and Housing, 1990](#)

[Census of Population and Housing, 1980](#)

[Census of Population and Housing, 1970](#)

[Census of Population and Housing, 1960](#)

[Census of Population and Housing, 1950](#)

[Census of Population and Housing, 1940](#)

[Census of Population and Housing, 1930](#)

[Census of Population and Housing, 1920](#)

[Census of Population and Housing, 1910](#)

#### Tip:

Use Ctrl + F with key word(s) to navigate the scanned tables

#### [Census of Population and Housing, 1960](#)

[Information about the 1960 Census](#)

[1960 Census of Population](#)

[1960 Census of Population and Housing](#)

[1960 Census of Housing](#)

[Other 1960 Census Reports](#)

[Census of Population and Housing, 1950](#)

[Census of Population and Housing, 1940](#)

# Census.gov > (footer > People & Households column)

## Poverty

The screenshot shows the U.S. Census Bureau website's 'Poverty' page. The page has a blue header with the U.S. Census Bureau logo and navigation links for People, Business, Geography, Newsroom, Subjects A to Z, and Search@Census. Below the header is a purple banner with the word 'Poverty' in white. A navigation bar contains links for Main, About Poverty, Data, Methodology, Publications, Related Sites, and Contact Us. The main content area is divided into three columns: Quick Links, Poverty (main content), and Related Sites. The Quick Links column has a red box around it containing links for Overview / Highlights, Definitions, Poverty Data Sources, Microdata Access, and Poverty Thresholds. The main content area has a red box around the top section containing the text: 'What is "poverty?"', 'How is it measured?', and 'Which survey should I use?'. Below this is a paragraph of text about poverty data sources. A 'Latest Releases' section contains a list of links to various reports and publications. The Related Sites column has a red box around it containing links for Health Insurance, Income, Small Area Income and Poverty Estimates (SAIPE), and Experimental Poverty Measures. A 'Contact Us' section is also present. A large red box on the right side of the page contains the text: 'SAIPE provides poverty estimates of children by school district'. At the bottom of the page, there is a footer with a disclaimer about PDF files and non-government web sites. The browser's address bar shows 'Internet' and '100%' zoom.

**What is "poverty?"  
How is it measured?  
Which survey should I use?**

**Quick Links**

- Overview / Highlights
- Definitions
- Poverty Data Sources
- Microdata Access
- Poverty Thresholds

**Poverty**

The Census Bureau reports poverty data from several major household surveys and programs. The Annual Social and Economic Supplement (ASEC) to the Current Population Survey (CPS) is the source of official national poverty estimates. The American Community Survey (ACS) provides single and multi-year estimates for smaller areas. The Survey of Income and Program Participation (SIPP) provides longitudinal estimates. The Small Area Income and Poverty Estimates (SAIPE) program provides model-based poverty estimates for counties and school districts. See [Description of Income and Poverty Data Sources](#) to determine which survey or program meets your specific needs.

**Latest Releases**

- [Income, Poverty, and Health Insurance Coverage in the United States: 2010](#) (P60-239)
- [Areas With Concentrated Poverty: 2006-2010](#) (ACSB/10-17) [PDF - 764k]
- [Child Poverty Brief 2009 and 2010: Rates by Race & Hispanic Origin by State](#) (ACSB/10-05) [PDF - 1.3M]
- [Poverty: 2009 and 2010 American Community Survey](#) (ACSB/10-01) [PDF - 737k]
- [Dynamics of Economic Well-Being: Poverty 2004-2006](#)
- [Latest Research - Supplemental Poverty Measure](#)
- Tables of NAS-based Experimental Poverty Estimates: [2009](#)
- [Effect of Benefits and Taxes on Income and Poverty: 2009](#) (R&D)
- [Model-based Small Area Income & Poverty Estimates \(SAIPE\) for School Districts, Counties, and States for 2009](#)
- [Poverty: 2008 and 2009 American Community Survey](#) (ACSB/09-01) [PDF - 234k]
- [Supplemental Poverty Measure -- Federal Register Notice](#)
- [Observations from the Interagency Technical Working Group on Developing a Supplemental Poverty Measure](#) [PDF - 138k]

**Related Sites**

- Health Insurance
- Income
- Small Area Income and Poverty Estimates (SAIPE)
- Experimental Poverty Measures

**Contact Us**

For assistance, please contact the Demographic Call Center Staff at 301-763-2422 or 1-866-758-1060 (toll free) or visit [ask.census.gov](http://ask.census.gov) for further information.

[PDF] or denotes a file in Adobe's [Portable Document Format](#). To view the file, you will need the [Adobe® Reader®](#) available free from Adobe. This symbol indicates a link to a non-government web site. Our linking to these sites does not constitute an endorsement of any products, services or the information found on them. Once you link to another site you are subject to the policies of the new site.



# Economic Programs

## A Case Study Small Business Startup



# Small Business Scenario

You want to open a neighborhood toy store

In either King or Snohomish County, Washington.

You will manage the day-to-day operations yourself,

but will probably need to hire at least one employee.

You will need: a **Marketing Plan** and a **Business Plan**  
How can our **demographic** and **economic** data help you?



## Marketing Plan

# Who Are Your Customers?

- Do you have a specific customer in mind?
- What kind of toys are you going to carry?
- High-end?
- Electronic?
- Educational?
- Executive toys for office desks?
- Scrabble in Russian?
- All of the above?



## Marketing Plan

# Easy Access to Demographic Data

- Path
  - Census.gov > **QuickFacts** > Select State > County > Browse datasets > People QuickLinks
- Products
  - 2010 Census Demographic Profile
  - 2011 1-year American Community Survey Data Profiles
    - Demographic Characteristics
    - Social Characteristics
    - Economic Characteristics
    - Housing Characteristics



# Marketing Plan

## The ACS & Census

Demographic	Social	Economic	Housing
<u>Sex</u> <u>Age</u> <u>Race</u> <u>Hispanic Origin</u> Household Relationship Group Quarters	<u>Families</u> <u>Education</u> Marital Status Fertility Grandparents Veterans <u>Disability Status</u> <u>Language at Home</u> Citizenship Migration	<u>Income</u> Poverty Benefits: Food Stamps / SNAP Employment Status <u>Occupation</u> Industry Journey to Work Place of Work Health Insurance	Tenure Occupancy Structure Type <u>Housing Value</u> Taxes & Insurance Utilities Mortgage Monthly Rent <u>Vehicles</u>
<b>Underlined topics might be useful in a marketing plan.</b>			



# Getting Started

## NAICS Code for Toy Stores

- North American Industry Classification System
  - Launched in 1997 as part of NAFTA
  - Codes are updated every 5 years
  - Hierarchical

<i>Level</i>	<i>Code</i>	<i>Examples</i>
Sector	45	Retail Trade
Sub-Sector	451	Sporting Goods, Hobby, Book, and Music Stores
Industry Group	4511	Sporting Goods, Hobby, and Musical Instrument Stores
<b>Industry</b>	<b>45112</b>	<b>Hobby, Toy, and Game Stores</b>
U.S. Industry	451120	Hobby, Toy, and Game Stores

# Getting Started

## Finding the NAICS Code Online

Main

History

Development  
Partners

Federal  
Register Notices

NAPCS

FAQs

### NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

### Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

### 451120 Hobby, Toy, and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

Cross-References. Establishments primarily engaged in--

- Retailing toys, games, and hobby and craft supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing artists supplies or collectors' items, such as coins, stamps, autographs, and cards--are classified in U.S. Industry [453998](#), All Other Miscellaneous Store Retailers (except Tobacco Stores);
- Retailing new computer software (e.g., game software)--are classified in Industry [443120](#), Computer and Software Stores;
- Retailing used toys, games, and hobby supplies--are classified in Industry [453310](#), Used Merchandise Stores; and
- Retailing new sewing supplies, fabrics, and needlework accessories--are classified in Industry [451130](#), Sewing, Needlework, and Piece Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451120	451120	451120	Craft supply stores (except needlecraft)
451120	451120	451120	Hobby shops
451120	451120	451120	Magic supply stores
451120	451120	451120	Pottery (unfinished pottery to be painted by customer on premises) stores
451120	451120	451120	Toy stores
451120	451120	451120	Toy stores, electronic

# Business Plan: Economic Program Definitions

## Types of Businesses

- Employer establishments
  - Businesses with 1 or more employees
  - Covered by most of the economic programs
- Nonemployer establishments
  - Businesses with no paid employees. Make up **75%** of all businesses in the U.S., but **< 4%** of receipts / revenue
  - Coverage
    - Economic Census
    - Nonemployer Statistics
    - Survey of Business Owners

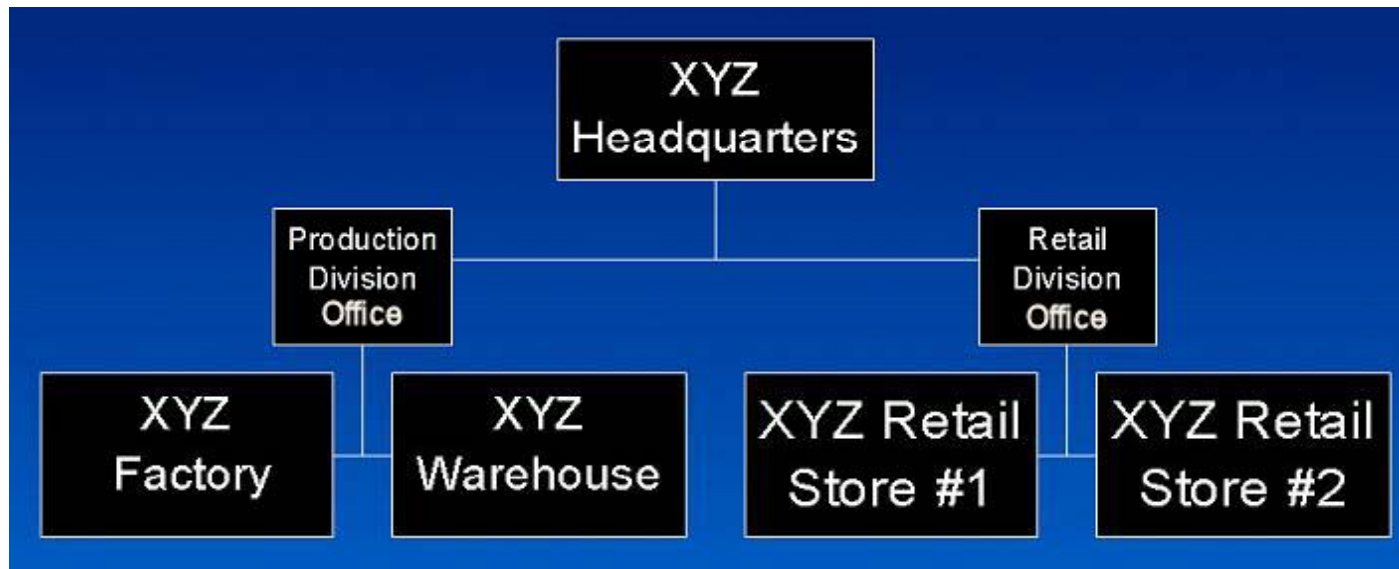




# Business Plan: Economic Program Definitions

## Establishments vs. Companies

- **Establishment** – A store, warehouse, factory, or other type of business at a single physical location – each location receives an Economic Census form
- **Company** (or firm) – One or more establishments under common ownership or control



# Business & Industry



You are here: [Census.gov](http://Census.gov) » Business & Industry

- Main
- About the Surveys
- Data by Geography**
- Data by Survey
- FAQs

## Are You in a Survey?

- Is this form legitimate?
- Get help with your form

## Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade
- Services
- Wholesale Trade
- Other Sectors

## Special Topics:

- Business Dynamics

## The Economic Census

- Every five years (2002, 2007, 2012, etc.) for every industry.
- Statistics for U.S., states, metro areas, counties, and cities.

[2012 Economic Census Preview](#)

Search Databases: [2007](#) | [2002](#)

## Economic Indicators

- Monthly and quarterly for selected sectors.
- National statistics only.

[Indicator Release Schedule](#)

[Search Indicator Databases](#)

Industry Search:

## Other Economic Programs

- Annually for selected sectors.
- National statistics, primarily.
- Featured Sites:

[Annual Capital Expenditures](#)  
[County Business Patterns](#)  
[Info. & Comm. Technology](#)  
[Service Annual Survey](#)  
[Statistics of U.S. Businesses](#)

Learn more about business and industry data with [slide shows from recent seminars](#).

- Data by Geography**
- Data by Survey
- FAQs

## Select data set by geography

Industry Search:

- U.S.**
- States
- Metro areas
- Counties
- Cities
- ZIP Codes
- Compare All




Click on year to go to latest data.

	U.S.	States	Metro areas	Counties	Cities	ZIP codes
<a href="#">Economic Census 2007, 2002</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>
<a href="#">Survey of Business Owners</a> (incl. minorities, women)	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	
<a href="#">Statistics of U.S. Businesses</a> (firms by size)	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>			
<a href="#">Statistics of U.S. Businesses</a> (estab. births, deaths)	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2008</a>	<a href="#">2008</a>		
<a href="#">County Business Patterns</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>		<a href="#">2009</a>
<a href="#">Nonemployer Statistics</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>		
<a href="#">Business Dynamics Statistics</a> (firm size and age)	<a href="#">2009</a>	<a href="#">2009</a>				
<a href="#">Local Employment Dynamics: Qtrly Workforce Indicators</a>		<a href="#">2010</a>	<a href="#">2010</a>	<a href="#">2010</a>		
<a href="#">Commodity Flow Survey</a>	<a href="#">2007</a>	<a href="#">2007</a>				
<a href="#">Annual Survey of Manufactures</a>	<a href="#">2010</a>	<a href="#">2010</a>				
<a href="#">Building Permits</a>	<a href="#">2011</a>	<a href="#">2011</a>	<a href="#">2011</a>	<a href="#">2011</a>	<a href="#">2011</a>	
<a href="#">Governments</a>	<a href="#">2007</a>	<a href="#">2007</a>		<a href="#">2007</a>	<a href="#">2007</a>	
<a href="#">Foreign Trade: State Exports</a>	<a href="#">2010</a>	<a href="#">2010</a>				

<sup>1</sup> All other business and industry data are published only at the national level

# Business Plan: Economic Program Definitions

## Geographic Coverage

Economic Programs: Data Release Thresholds	U.S.	States	Metro Areas	Counties	Cities	ZIP Codes
<a href="#">Annual Survey of Manufactures</a>	<a href="#">2010</a>	<a href="#">2010</a>				
<a href="#">Building Permits</a>	<a href="#">2012</a>	<a href="#">2012</a>	<a href="#">2012</a>	<a href="#">2012</a>	<a href="#">2012</a>	
<a href="#">Business Dynamics Statistics</a> (firm size and age)	<a href="#">2010</a>	<a href="#">2010</a>				
<a href="#">Commodity Flow Survey</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>			
<a href="#">(County) Business Patterns</a> 	<a href="#">2010</a>	<a href="#">2010</a>	<a href="#">2010</a>	<a href="#">2010</a>		<a href="#">2010</a>
<a href="#">Economic Census 2007, 2002</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>
<a href="#">Enterprise Statistics</a>	<a href="#">2007</a>					
<a href="#">Foreign Trade: State Exports</a>	<a href="#">2011</a>	<a href="#">2011</a>				
<a href="#">Governments</a>	<a href="#">2010</a>	<a href="#">2010</a>		<a href="#">2009</a>	<a href="#">2009</a>	
<a href="#">Local Employment Dynamics</a> Quarterly Workforce Indicators 		<a href="#">2011</a>	<a href="#">2011</a>	<a href="#">2011</a>		
<a href="#">Nonemployer Statistics</a>	<a href="#">2010</a>	<a href="#">2010</a>	<a href="#">2010</a>	<a href="#">2010</a>		
<a href="#">Statistics of U.S. Businesses</a> (firms by size)	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>		
<a href="#">Statistics of U.S. Businesses</a> (establishment births, deaths)	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>	<a href="#">2009</a>		
<a href="#">Survey of Business Owners</a> (minorities, women, veterans) 	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	<a href="#">2007</a>	

\*\*All other Business and Industry data are published only at the national level\*\*

# Business Plan: Economic Program Content

## Economic Census (Quinquennial)

- County level
  - Employers
    - Number of establishments
    - **Value** of sales, shipments, receipts, or revenue
    - Annual payroll
    - Number of paid employees
  - Nonemployers
    - Number of establishments
    - **Value** of sales, shipments, receipts, or revenue
- ZIP Code level
  - **Value** of sales, shipments, receipts, revenue by range
  - Number of establishments



# Business Plan: Economic Program Sample Table

## 2007 Economic Census EC0700A1

2007 NAICS Code 45112: Hobby, toy, and game stores									
County	EMPLOYER DATA				NONEMPLOYER DATA		TOTAL		
	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual Payroll (\$1,000)	Number of paid employees for pay period including March 12	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Average sales, shipments, receipts, revenue, or business done per establishment (\$1,000)
King	97	\$101,380	\$13,636	922	97	\$7,994	194	\$109,374	\$564
Pierce	31	\$48,547	\$6,485	489	29	\$1,370	60	\$49,917	\$832
Snohomish	32	\$42,967	\$5,557	398	47	\$4,140	79	\$47,107	\$596
Spokane	22	\$23,258	\$2,460	224	31	\$2,177	53	\$25,435	\$480
Thurston	9	\$14,666	\$1,674	140	12	\$1,006	21	\$15,672	\$746
Clark	13	\$12,748	\$2,150	123	30	\$2,122	43	\$14,870	\$346
Benton	8	\$13,982	\$1,901	120	12	\$708	20	\$14,690	\$735
Yakima	10	\$14,080	\$1,999	117	11	\$181	21	\$14,261	\$679
Kitsap	12	\$13,139	\$1,638	130	13	\$1,023	25	\$14,162	\$566
Whatcom	13	\$9,656	\$1,481	137	12	\$980	25	\$10,636	\$425

Table was downloaded, sorted, and formulas applied - - green columns are calculated.

# Business Plan: Economic Program Sample Table

## Economic Census EC0744Z9

EC0744Z9

Retail Trade: ZIP Code Series  
2007 Economic Census

Number of Establishments by Sales Size Range by ZIP Code for the Pacific States: 2007



Table View

Actions: [Modify Table](#) | [Bookmark](#) | [Print](#) | [Download](#) | [Create a Map](#)

[View Geography Notes](#) | [View Table Notes](#)

Not all rows may be displayed below.  
Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 695,648 data rows.

Includes only establishments of firms with payroll. Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology \[pdf\]](#).

Geographic area name	2007 North American Industry Classification System (NAICS)	Meaning of 2007 North American Industry Classification System (NAICS)	Meaning of Sls/rcpts/rev size of estabs operated entire year code	Year	Number of establishments
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	All establishments	2007	8
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	8
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue less than \$100,000	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$100,000 to \$249,999	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$250,000 to \$499,999	2007	1
ZIP 98004 (Bellevue, WA)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of \$1,000,000 or more	2007	5

# Business Plan: Economic Program Content

## County Business Patterns (annual)

- County and ZIP code levels
  - Number of establishments
  - Number of paid employees for pay period including March 12
  - First-quarter payroll
  - Annual payroll
- No revenue data



# Business Plan: Business Patterns Sample Table

## County Business Patterns CB1000A1

Market penetration illustration

D E F G H I

Sorted in descending order

1	2010 COUNTY BUSINESS PATTERNS: CB1000A1									
2	NAICS Code 45112: Hobby, toy, and game stores									
3	County	Number of Establishments	Paid Employees for Pay Period including March 12, 2010	First Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)	Employees per Establishment	Annual Payroll per Employee	2010 Census Population	2010 Population per Establishment	
4	King	92	865	\$4,030	\$16,820	9	\$19,445	1,931,249	20,992	
5	Pierce	32	404	\$1,396	\$5,881	13	\$14,557	795,225	24,851	
6	Snohomish	30	358	\$1,204	\$5,335	12	\$14,902	713,335	23,778	
7	Spokane	26	191	\$676	\$3,168	7	\$16,586	471,221	18,124	
8	Thurston	8	130	\$411	\$1,851	16	\$14,238	252,264	31,533	
9	Clark	10	140	\$405	\$1,819	14	\$12,993	425,363	42,536	
10	Whatcom	13	108	\$296	\$1,322	8	\$12,241	201,140	15,472	
11	Kitsap	11	98	\$306	\$1,316	9	\$13,429	251,133	22,830	



Table was downloaded, sorted, and formulas applied - - green columns are calculated.



## Summary

# Data for Your Business Plan

- Overview of local industry in 2010
  - Where are your competitors?
    - Number of competing establishments
  - What are their costs?
    - Number of employees
    - Annual payroll
  - What were their sales?
    - Revenue (2007)
- Decisions based on data analysis
  - Location of your business
  - What products are to be sold
  - Hiring staff



## Summary

# Data for Your Marketing Plan

- Market segmentation
  - Who are your customers . . .end-users?
  - What groups of consumers will buy from you?
  - Where do they live?
- Decisions based on data analysis
  - How will you advertise to your customers?
  - What is your competitive edge?



# Business Analysis

=

## DATA

+

## JUDGMENT

(We supply the data!)



## Another Useful Data Source

# Local Employment Dynamics

- Partnerships: Census Bureau and states
- Administrative records + censuses + surveys
- JOBS, JOBS, JOBS
- Public-use data tools



# Local Employment Dynamics

## Quarterly Workforce Indicators (QWI)

- Totals by state / county / metro / WIA
  - Indicators
    - Total employment
    - Job Flow (new hires / separations)
    - Average earnings (totals / new hires)
  - Other criteria
    - All firms by age / size / NAICS sector
    - Private firms by age / size / NAICS sector
    - Employees
      - By age group and sex / education and sex / race / ethnicity



# Local Employment Dynamics

## Industry Focus

- In-depth information about a particular industry
- Information about those who work within a given industry
- Searchable by *all* sectors, or by *particular* sectors within an industry

# Local Employment Dynamics On the Map (OTM)

## Key data in map format

- Characteristics of local labor force
- Commuting patterns
- In-flow / out-flow
- Worker concentration
- Workers by industry

## Summary

# Power of Data: Comparisons!

- Comparing one thing to another
  - Geography(ies)
  - Population group(s)
- Tracking change over time
  - One geography (Ada County)
  - One group (Latinos)
- General information
  - Two data points do not define a trend!





# Summary

## Where Do You Start?

- What are your topics?
- For what geographical area(s)?
- What year(s) are you interested in?
- Is there a race/ethnicity iteration available for the dataset you are selecting?



# Census Bureau State Data Center Network Data and Technical Resource

Idaho Department of Labor  
317 W. Main St.  
Boise, ID 83735

Ms. Janell Hyer  
208-332-3570 x3220  
FAX 208-334-6455  
[janell.hyer@labor.idaho.gov](mailto:janell.hyer@labor.idaho.gov)



# Idaho State Data Center

## Idaho Department of Labor

**IDAHO** Idaho Department of Labor  
Labor Market Information

Calendar of Events  
News Releases

in | | f | BUY IDAHO

- Agency Home
- LMI Home
- Idaho Economy
- Population/Census
- Regional Labor Markets
- Wages & Income
- Employment & Unemployment
- Publications
- Occupations
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### Population

Population data is released by the Census Bureau's Population Estimates Program. Total population estimates for states, counties and incorporated places are released annually. Data series for births, deaths and domestic and international migration are used to update the decennial 2000 census base counts. These estimates are used in federal funding allocations, as denominators for vital rates and per capita time series, as survey controls and for monitoring recount demographic changes. With each new issue of the July 1 estimates, the Census Bureau reviews the estimates for each year back to the last census. Previously published estimates are superseded. The state data are released at the end of the calendar year. The county and sub-county population data are updated in late spring or early summer.

#### RELEASE DATES FOR 2010 CENSUS DATA PRODUCTS

#### Migration to Urban Idaho Persisted in 2000s

The migration from rural to urban Idaho continued unabated between 2000 and 2010. Eighty percent of the state's population growth over the decade occurred in the 11 metropolitan counties, according to new 2010 census figures released Thursday by the U.S. Census Bureau. The Boise, Idaho Falls and Coeur d'Alene metropolitan areas posted growth rates above the statewide rate of 21.1 percent. Pocatello and Lewiston, which showed little growth in the expansion but did not seem to be hit as hard during the recession, recorded single-digit percentage increases. Statewide the population grew 273,000 to nearly 1.57 million. Read more ...

The Census Bureau report is available online at <http://factfinder2.census.gov/main.html>.

### Data

#### Idaho Census Tables 2010

##### 2010 Population Estimates

Idaho	1,567,582
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##### Cities

Boise	205,671
Nampa	81,557
Coeur d'Alene	44,137
Idaho Falls	56,813
Pocatello	54,255
Lewiston	31,894

#### Idaho Census Tables 2000

# Workshop Information and Data Questions

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