

# Census 101: What You Must Know

Data Education and Outreach Branch  
Customer Liaison and Marketing Services Office  
U.S. Census Bureau



## Purpose

- Using the search function on our site
- Finding what you need: quick & easy



# Key [www.census.gov](http://www.census.gov) site

Subjects  
A to Z



# Subjects A-Z

U.S. Census Bureau | People | Business | Geography | Newsroom | **Subjects A to Z** | Search@Census

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**A**

- Access Data Tools
- Accommodation and Food Services
- Acquisition Management / Procurement Activities
- Address List Review
- Administrative and Support and Waste Management and Remediation Services (Economic Census)
- Advance Monthly Retail Sales
- Advisory Committee
- African Americans - see Race
- Age**
  - Age by Race, 2000 Census (Official)
  - Age Data
  - Age Search Information
  - Baby Boomers
  - Elderly (65+) / Older (55+) Population
  - Grandparents and Grandchildren

**New on the Site**

- Media Advisory -- Census Bureau Launches 2010 Census in Schools Program in Broward County, Florida
- China's Population to Peak at 1.4 Billion Around 2026
- Texting More Than Doubles in the Last Year
- Facts for Features -- Valentine's Day 2010: Feb 14
- The 2010 Statistical Abstract of the United States
- 2008 Service Annual Survey: Truck, Transportation, Messenger Services and Warehousing
- State Government Revenues Fall 16 Percent
- Household Economic Studies: A



# Key [www.census.gov](http://www.census.gov) sites

Tools & topics

Data finders



# Key [www.census.gov](http://www.census.gov) sites

Subject matter



# Census

Definition: Canvass of a given area, resulting in a count of entire population or universe of collection units such as housing units or businesses

- Decennial: population and housing  
<http://2010.census.gov/2010census/>



<http://2010.census.gov/2010census/popmap/>



# History Site

[http://www.census.gov/history/www/through\\_the\\_decades/fast\\_facts/](http://www.census.gov/history/www/through_the_decades/fast_facts/)

The screenshot shows the U.S. Census Bureau History Site. The main content area is titled "POP Culture: 1880" and features a list of historical events related to the 1880 census. Below the list are two tables: "The 1880 Census" and "1880 Population by Race".

| The 1880 Census                                  |            | 1880 Population by Race |            |            |
|--|------------|-------------------------|------------|------------|
|  | 1880       | Race                    | Population | Percentage |
| Total Population                                 | 50,195,289 | White                   | 40,108,543 | 79.9%      |
| Population per square mile of land area          | 14.9       | Black                   | 5,704,244  | 11.4%      |
| Percent increase of population from 1870 to 1880 | 25.0       | Other                   | 4,382,502  | 8.7%       |
| White population per square mile                 | 14.9       | Hispanic                | 102,000    | 0.2%       |
| Number of States                                 | 37         | Asian                   | 100,000    | 0.2%       |
| State  | 48,796,300 | Native                  | 100,000    | 0.2%       |
| Cost per State census                            | 1.0        | Other                   | 100,000    | 0.2%       |
| State capital or population                      | 10,000     | Other                   | 100,000    | 0.2%       |
| Number of enumerators                            | 10,000     | Other                   | 100,000    | 0.2%       |
| Number of questions                              | 10,000     | Other                   | 100,000    | 0.2%       |
| Number of questions asked                        | 10,000     | Other                   | 100,000    | 0.2%       |



## Census- continued

- Economic: business and industry  
<http://www.census.gov/econ/census07/index.html>

- Governments: local and state governmental units  
<http://www.census.gov/govs/index.html>



## Key [www.census.gov](http://www.census.gov) sites

Subject  
matter



The screenshot shows the U.S. Census Bureau website. The main content area features a large banner for '2010 Census State Data Profiles' with a map of the United States. Below this banner, there are several navigation links. The link for 'American Community Survey' is circled in red. Other visible links include 'People & Households', 'Business & Industry', 'Geography', 'Newsroom', and 'Special Topics'. The right sidebar contains 'Data Finders' with the population count 'U.S. 311,791,305' and 'Population Finder' tools.

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## Surveys

Definition: Data collected from sample of population, that represents the full population

- American Community Survey: detailed demographic information
- Current Population Survey: labor force information
- Economic Surveys
- Other Surveys:  
<http://www.census.gov/aboutus/surveys.html>

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# Data Dissemination

- American FactFinder
- CPS Table Creator:  
[http://www.census.gov/hhes/www/cpstc/cps\\_table\\_creator.html](http://www.census.gov/hhes/www/cpstc/cps_table_creator.html)
- DataFerrett and HotReports:  
<http://dataferrett.census.gov/>
- Local Employment Dynamics/On the Map:  
<http://lehd.did.census.gov/led/>



# Press Releases

<http://www.census.gov/newsroom/releases/>



YouTube™

<http://www.youtube.com/uscensusbureau>



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## Search Options

### FAQ

- Knowledge base

### Search

- Knowledge base + Google

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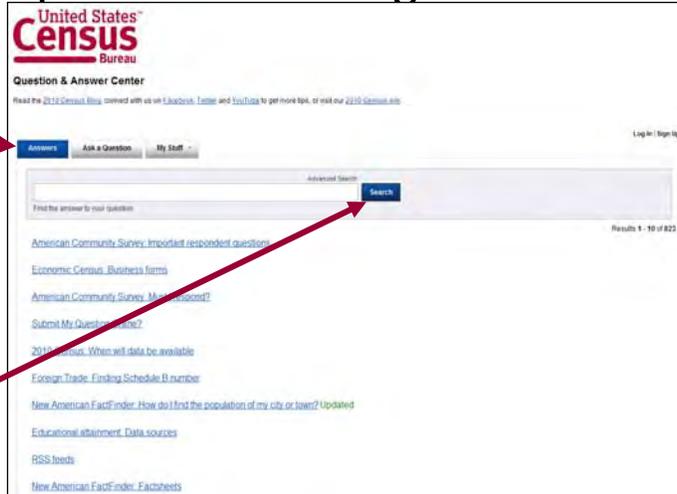
# The FAQ Homepage <http://ask.census.gov>

**Tabs**

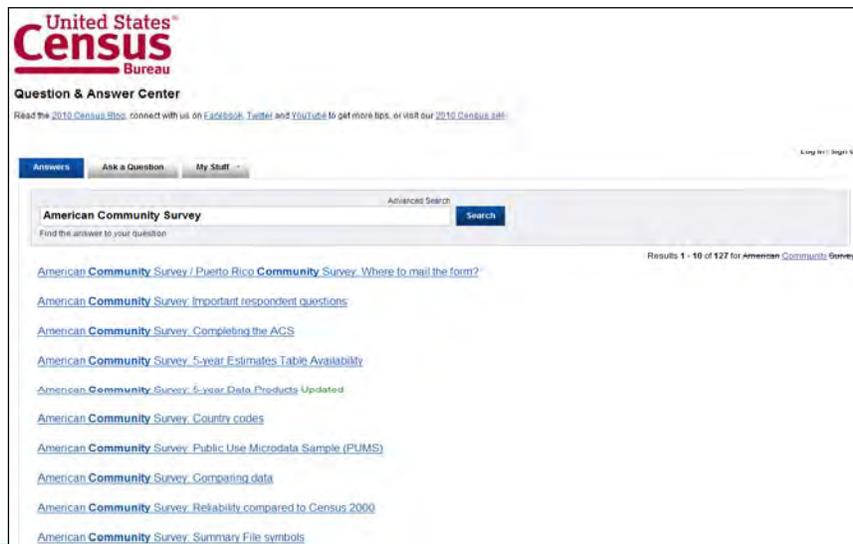
- Answers
- Ask a Question
- My Stuff

**Tool**

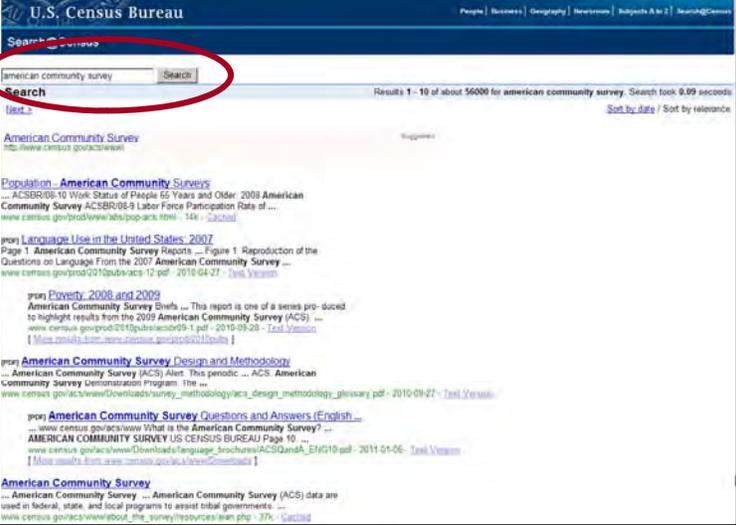
- Search



# FAQ Search Tool



# Google Results within FAQ



U.S. Census Bureau

Search

American community survey Search

Search Results 1 - 10 of about 56000 for american community survey. Search took 0.99 seconds

Sort by date / Sort by relevance

American Community Survey  
<http://www.census.gov/acs/>

Population - American Community Surveys  
... ACSBR08-10 Week Status of People 65 Years and Older: 2008 American Community Survey ACSBR08-9 Labor Force Participation Rate of ...  
[www.census.gov/prod/2010pubs/acs-10a.pdf](http://www.census.gov/prod/2010pubs/acs-10a.pdf)

Language Use in the United States: 2007  
Page 1 American Community Survey Reports -- Figure 1 Reproduction of the Questions on Language From the 2007 American Community Survey ...  
[www.census.gov/prod/2010pubs/acs-12.pdf](http://www.census.gov/prod/2010pubs/acs-12.pdf) - 2010-04-27 - Text Version

Poverty, 2008 and 2009  
American Community Survey Briefs -- This report is one of a series produced to highlight results from the 2009 American Community Survey (ACS) ...  
[www.census.gov/prod/2010pubs/acs-11.pdf](http://www.census.gov/prod/2010pubs/acs-11.pdf) - 2010-09-29 - Text Version  
[ More results from www.census.gov/prod/2010pubs ]

American Community Survey Design and Methodology  
... American Community Survey (ACS) Alert: This periodic ACS American Community Survey Demonstration Program. The ...  
[www.census.gov/acs/www/download/survey\\_methodology/acs\\_design\\_methodology\\_glossary.pdf](http://www.census.gov/acs/www/download/survey_methodology/acs_design_methodology_glossary.pdf) - 2010-09-27 - Text Version

American Community Survey Questions and Answers (English)  
... [www.census.gov/acs/www/What is the American Community Survey?](http://www.census.gov/acs/www/What%20is%20the%20American%20Community%20Survey/) ...  
AMERICAN COMMUNITY SURVEY US CENSUS BUREAU Page 10 ...  
[www.census.gov/acs/www/Download/language\\_brochures/ACSQandA\\_ENG10.pdf](http://www.census.gov/acs/www/Download/language_brochures/ACSQandA_ENG10.pdf) - 2011-01-06 - Text Version  
[ More results from www.census.gov/acs/www/Download ]

American Community Survey  
... American Community Survey ... American Community Survey (ACS) data are used in federal, state, and local programs to assist local governments ...  
[www.census.gov/acs/www/about\\_the\\_survey/resources/learn.php](http://www.census.gov/acs/www/about_the_survey/resources/learn.php) - 37x - Contact

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## Contact Information

The Customer Services Center

Customer Liaison and Marketing Services  
Office

(301) 763-INFO

(800) 923-8282

# US Census Bureau Geographic Entities and Concepts

Geography Division



## Geographic Concepts

- Addresses vs. Geographic features and entities
- Legal/Administrative vs. Statistical
- Nesting relationships (or the lack of)
- Small area geography (tracts, block groups, blocks)
- Dangers of definitions (boundaries vs. perceptions)
- Calculated geography (ZCTAs, UAs)
- Products and Resources - find more information



## **MTDB** **(MAF/TIGER Database)**

**Geographic information** (roads, rivers, railroads, map spots, map features)

**Attributes** (names, addresses, codes)

**Legal and Statistical Boundaries** for data collection, processing and tabulation operations



## **Master Address File (MAF)**

Up to date inventory of all known living quarters in the United States (all 50 states) and Puerto Rico

Contains

- The street address, or a comparable location description
- The mailing address, if different from the physical street address
- Census block location of every known living quarters in the United States and related Island Areas
- Geographic codes linking the address to census geography



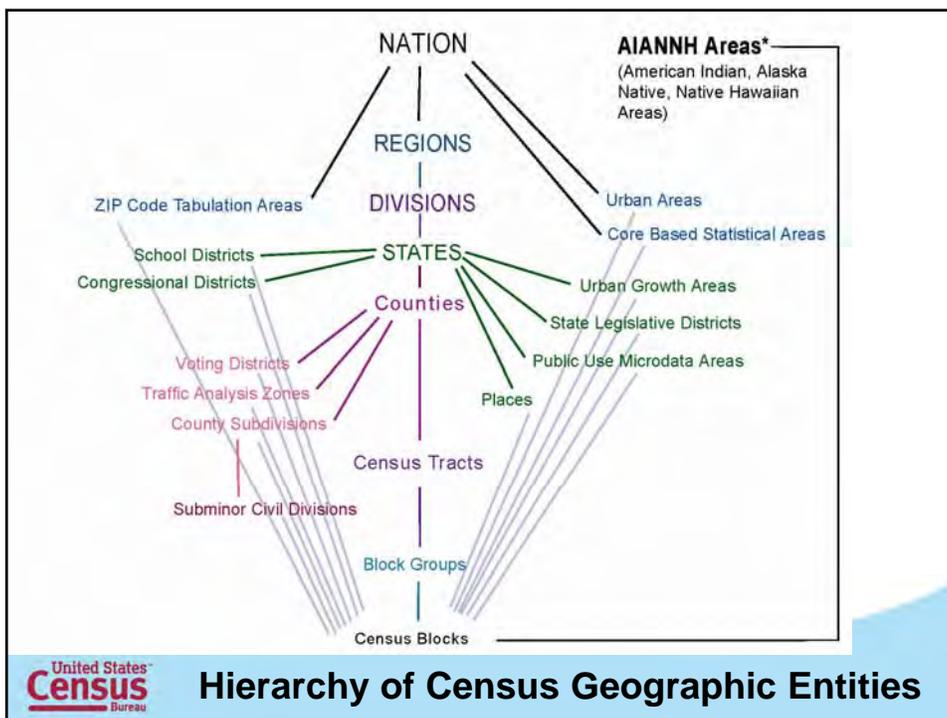
# Geographic Entities

## Legal/Administrative

- States
- Counties
- Minor civil divisions
- Congressional districts
- School districts
- Incorporated places

## Statistical

- Census tracts
- Metropolitan/Micropolitan statistical areas
- Urban areas
- Census designated places

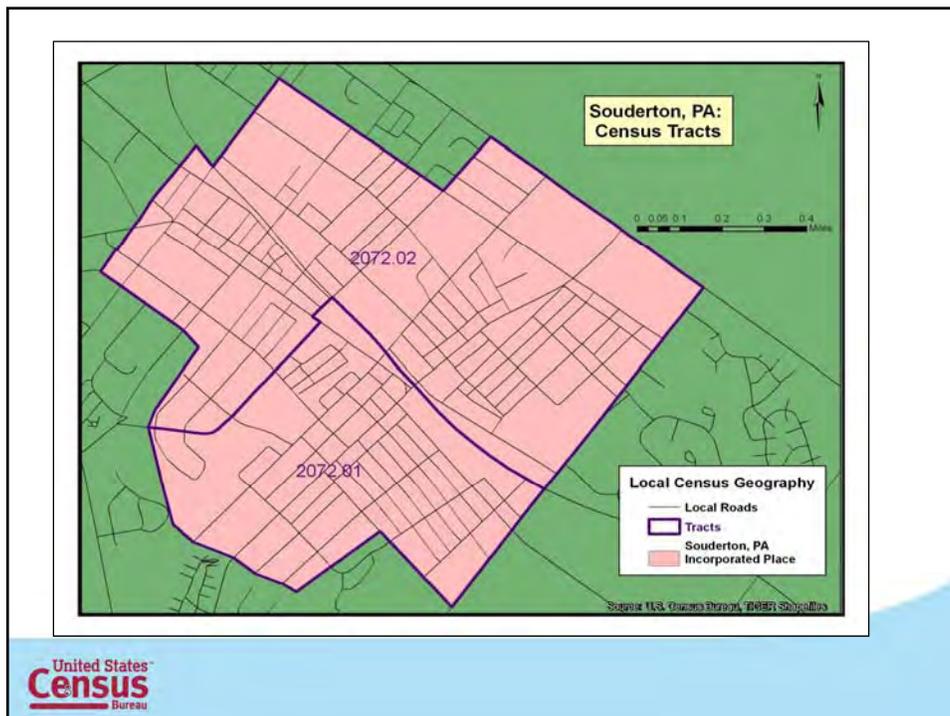


Hierarchy of Census Geographic Entities

## Small Geographic Areas

### Census Tracts

- Small, relatively permanent, consistent statistical subdivisions of a county
- Size: optimally 4,000 people; range between 1,200 and 8,000
- About 65,000 census tracts Census 2000; a little over 74,000 for Census 2010
- Defined nationwide for the first time in Census 2000



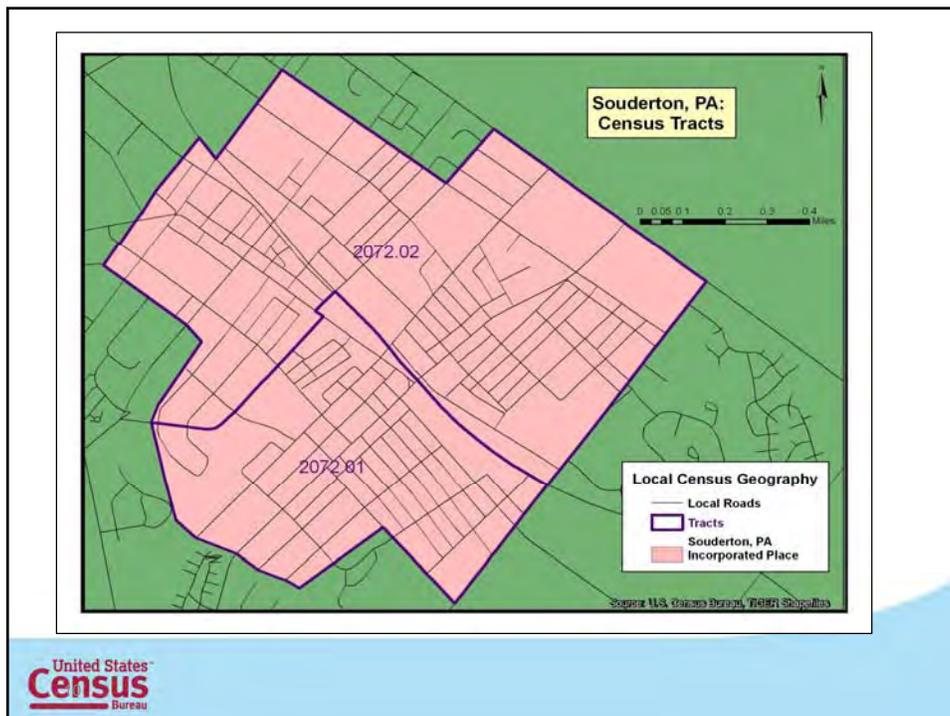
## Small Geographic Areas – continued

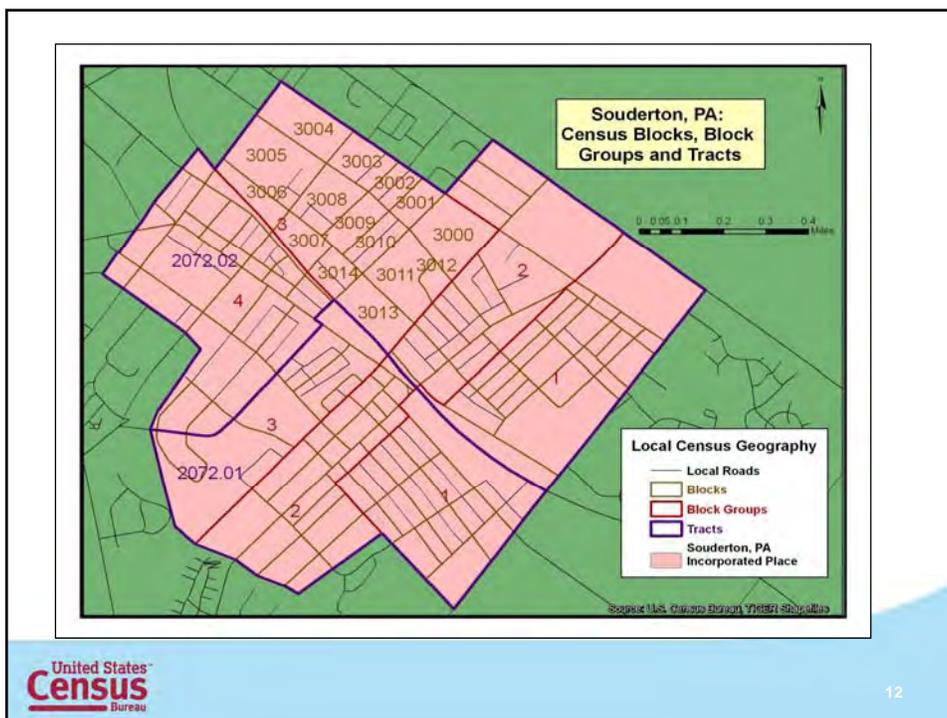
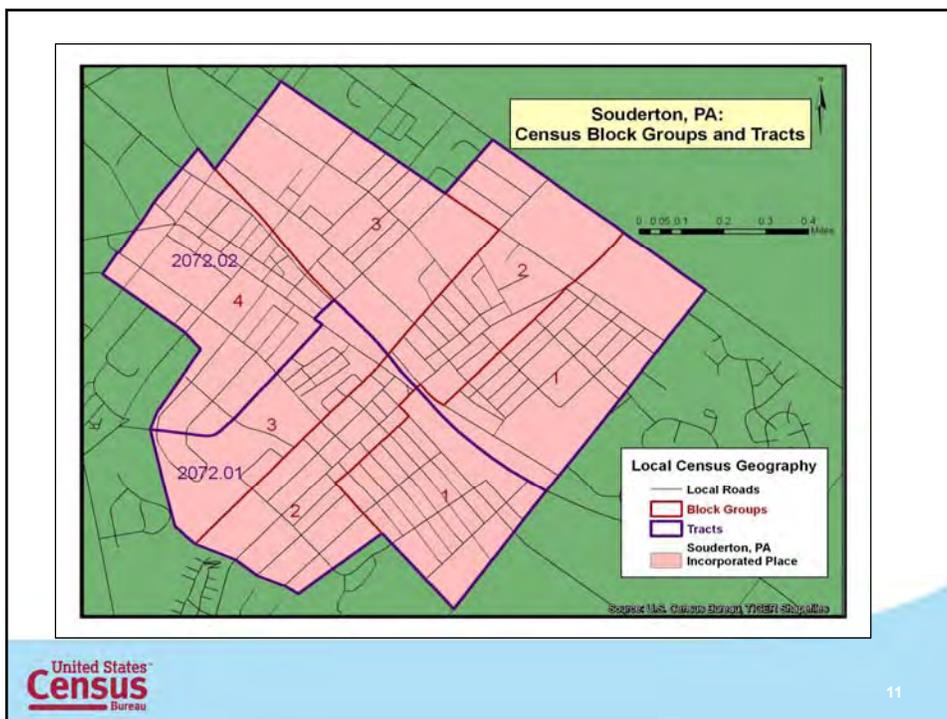
### Block Groups

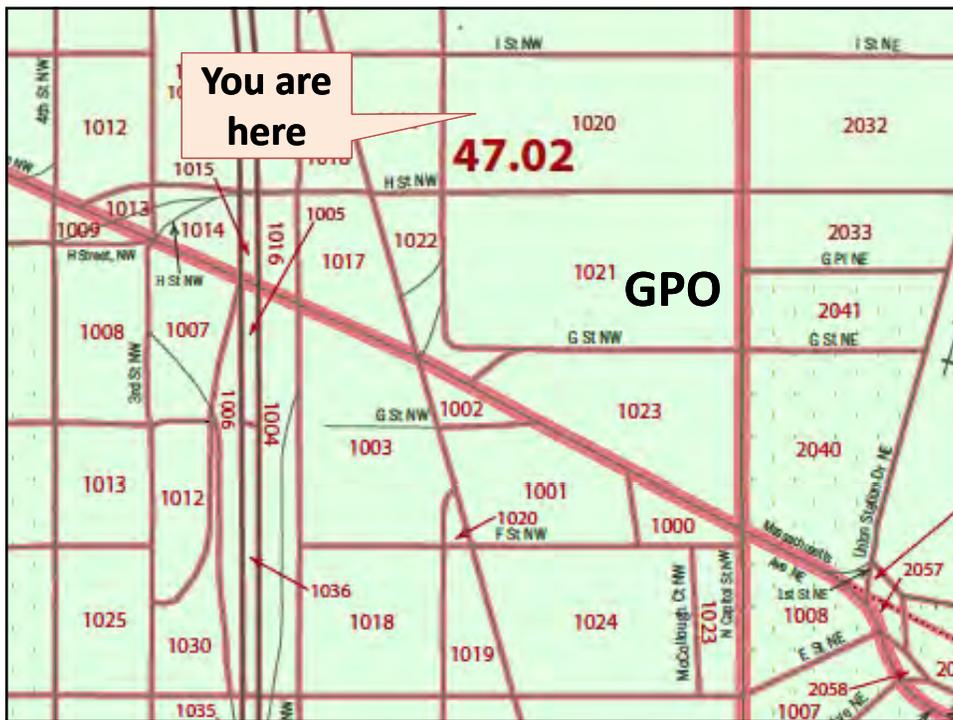
- Smallest units for tabulation of sample data
- Population ranges from 600 to 3,000
- Nest within census tracts

### Blocks

- Smallest units for 100% data tabulation
- Cover entire nation
- Nest within all other types of geographic areas
- Generally bounded by visible features or boundaries







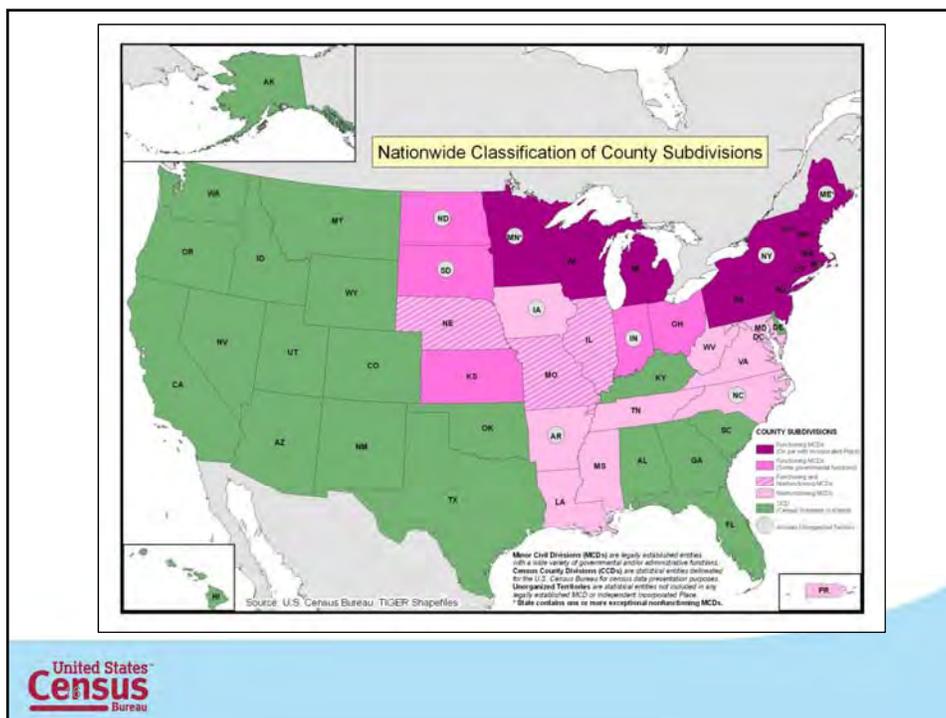
# County Subdivisions

## Minor Civil Divisions (MCDs)

- Legally bounded entity
- Subcounty entities in 29 states, the District of Columbia, Puerto Rico, and the Island Areas
- May have a formal government with elected officials

## Census County Divisions (CCDs)

- Statistical entity
- Subcounty units that have stable boundaries and recognizable names in 21 states
- No minimum or maximum population guidelines



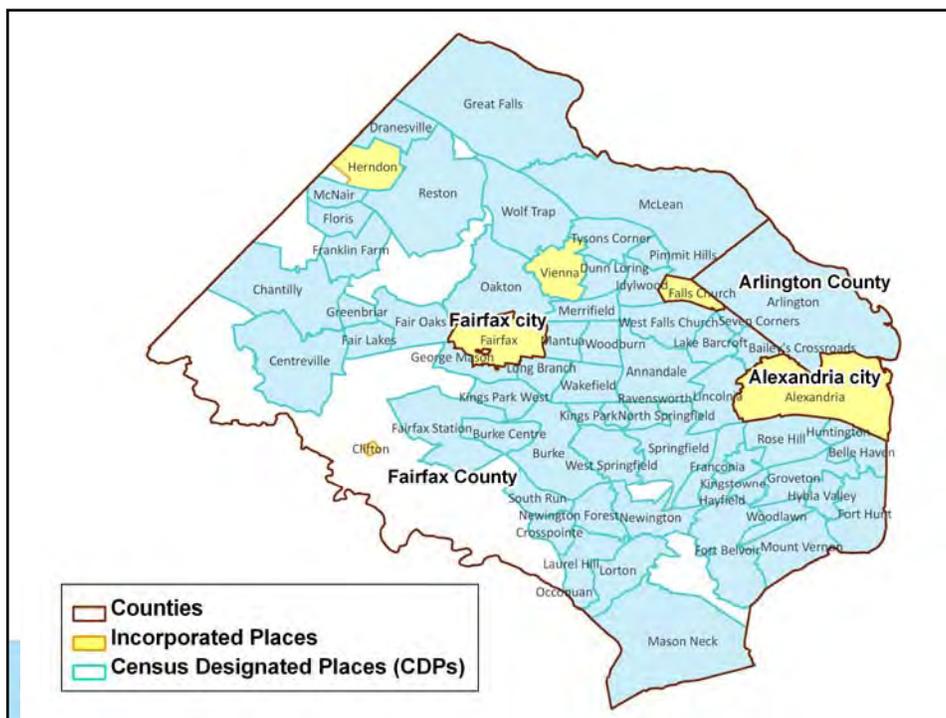
## Places

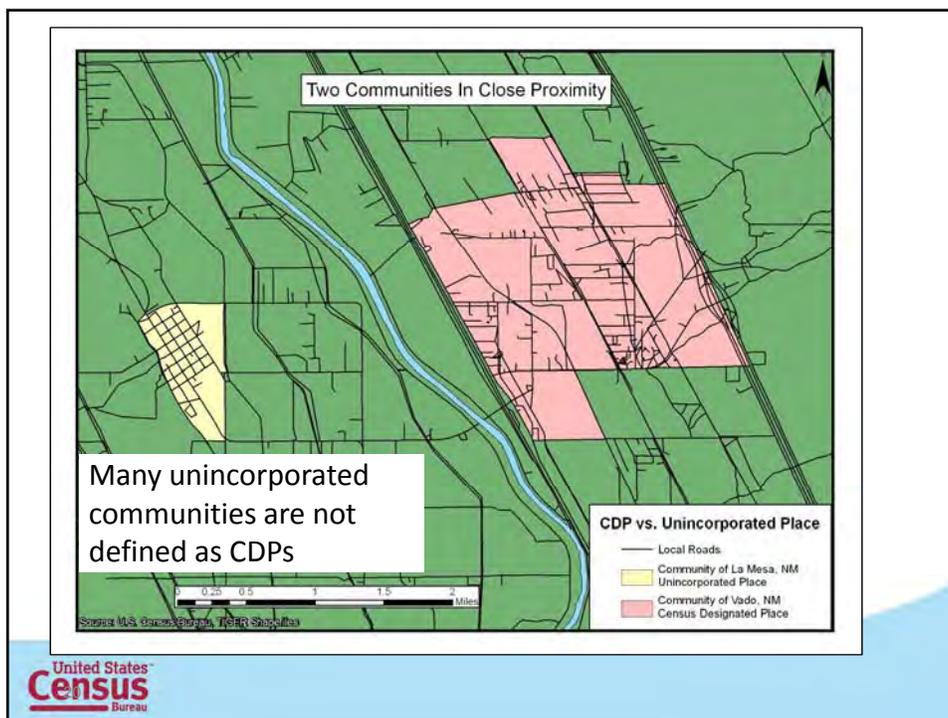
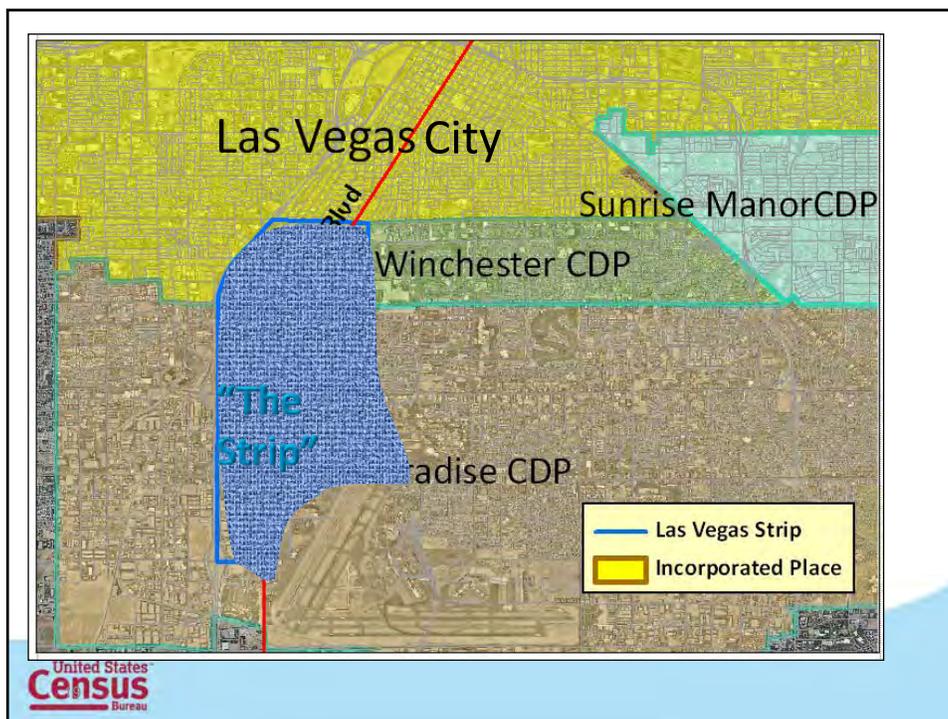
### Incorporated Places

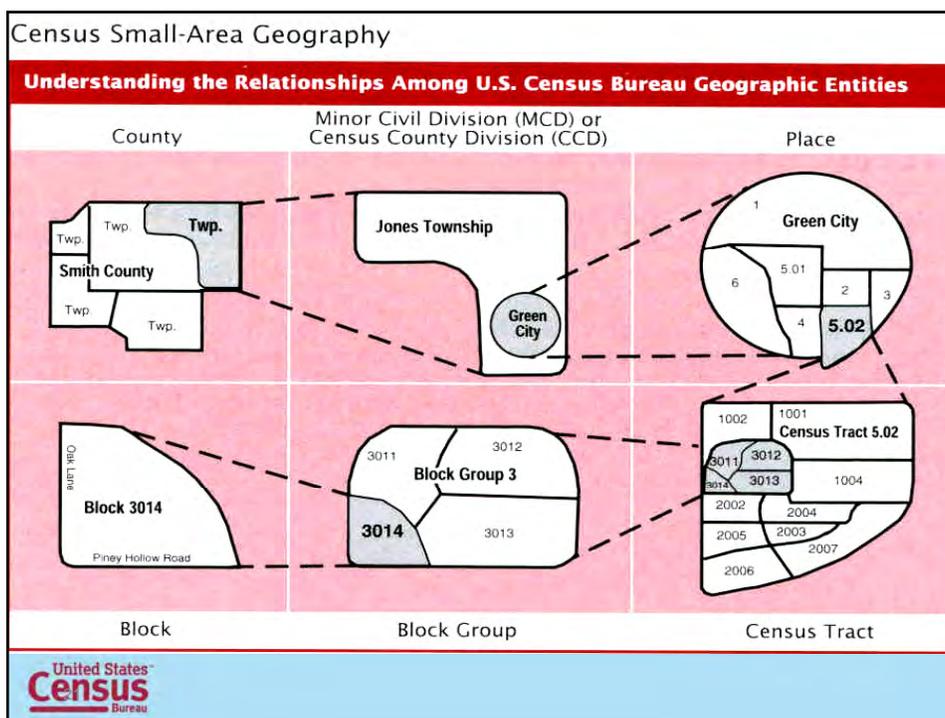
- Legally bounded entity
- Referred to as cities, boroughs, towns, or villages, depending on the state
- Some form of local governance (city council, mayor, etc) recognized by the state

### Census Designated Places (CDPs)

- Statistical entity
- Area with a concentration of population, housing, and commercial structures identifiable by name; not within an incorporated place







## Geographic Programs

### [2010 Census Local Update of Census Addresses \(LUCA\)](#)

The Local Update of Census Addresses program, also known as LUCA, is a decennial census geographic partnership program that will allow the Census Bureau to benefit from local knowledge in developing its Master Address File (MAF) for the 2010 Census. Tribal, state, and local governments can contribute to a more complete and accurate census for their community by reviewing and commenting on the list of housing unit and group quarters addresses that the Census Bureau will use to deliver questionnaires within their community.

### [2010 Census New Construction Program](#)

The 2010 Census New Construction program will help ensure that the U.S. Census Bureau's address list is as complete and accurate as possible by Census Day, April 1, 2010. The Census Bureau is updating its address list by field canvassing all blocks in the spring/summer of 2009. The New Construction program is the opportunity for Tribal and Local governments to submit city style mailing addresses for units constructed after the address canvassing operation. Addresses must have basic construction (closing the structure to the elements) completed by Census Day.

### [Boundary and Annexation Survey \(BAS\)](#)

Determining the inventory of legally defined entities and the correct names, legal descriptions and boundaries of counties and equivalent areas, minor civil divisions, incorporated places, American Indian reservations and American Indian off-reservation trust lands.

<http://www.census.gov/geo/www/programs.html>

### Geographic Products and Information

**Products at a Glance**

- An overview of 2010 Census geographic and cartographic products, including planned release dates [\[PDF\]](#) [\[TXT\]](#)

**Reference Information**

- Block Assignment Files
  - [Block Assignment Files](#)
  - [Name Look-Up Tables](#)
- Geographic Terms and Concepts
- Hierarchy Diagrams
  - [American Indian Area/Alaska Native Area/Hawaiian Home Lands](#) [\[PDF\]](#)
  - [Census Bureau Legal and Statistical Geographic Entities](#) [\[PDF\]](#)
- New Incorporations (2000 - 2010) [\[Excel\]](#) [\[TXT\]](#)
- [State Area Measurements and Internal Point Coordinates](#)
- [Urban Area Information](#)

**Maps**

- Reference**
  - [2010 Census Local Census Offices with Type of Enumeration Areas](#)
- Thematic**
  - [2010 Census Total Population and Population Change Maps](#)

**Relationship Files**

- [Block Relationship Files](#)

**Tallies of Geographic Entities**

- [Gazetteer Files](#)
- [Geographic Tallies by Entity Type](#)
- [Geographic Tallies by State](#)
- [Tallies of Census Blocks by State or State Equivalent](#)
- [Changes in Number of Census Blocks Between 2000 and 2010](#) [\[PDF\]](#) [\[TXT\]](#)

**TIGER/Line Shapefiles**

- [2010 TIGER/Line Shapefiles](#)


<http://www.census.gov/geo/www/>

## Accessing Shapefiles

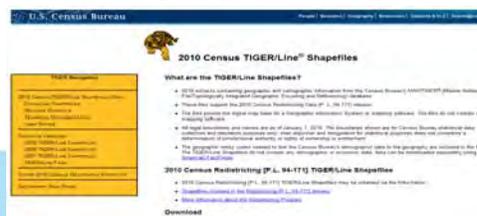
Public product created from the MAF/TIGER Data Base (MTDB)

Digital files containing geographic features, attributes, legal and statistical boundaries

Covers United States, Puerto Rico, and Island Areas

Future releases in shapefile format

[www.census.gov/geo/www/tiger/index.html](http://www.census.gov/geo/www/tiger/index.html)



## Questions?

### **Geographic area concepts, criteria, codes, and attributes:**

Geographic Standards  
and Criteria Branch: 301-763-3056

### **Geographic products:**

Geographic Products Branch: 301-763-1128



## Exercise 1

### Task 1

- From [www.census.gov](http://www.census.gov), navigate to the **Geography Page** → **2010 Census Geographic Products**  
*Q: How many different reference maps are there?*

### Task 2

- Identify the link to **Geographic Tallies by Entity Type**.  
*Q: How many 2010 census blocks are there in New York?*

### Task 3

- Navigate to block maps
- Find the block map that contains the GPO.  
*Q: What is the number of the block of the GPO?*



## Exercise 2

Navigate to the Geographic Programs web page

### Tasks

1. How many Geography programs are there?
2. Navigate to the BAS web page
3. Open a BAS map
4. Download or open a map or shapefile



## Exercise 3

- Go to the Census homepage ([www.census.gov](http://www.census.gov).)
- Click on Subjects A to Z
- Search for more information on Urban Areas (UAs)

### Questions:

1. How many types of UAs are there?
2. Name them and list their population thresholds
3. Navigate to the Geography homepage, and then find the same Urban Areas page.



## Exercise 4

- Navigate to Census tract info page from the main Geography web page

### Questions:

1. Determine which 2000 census tract you live in.
2. Determine which 2010 census tract you live in.
3. Are the tract numbers the same?
4. Determine which census tract you are in right now (hint: the address is 732 North Capitol Street, NW, Washington, DC 20401)
5. "Map" one of the above selections (1-3)



## Questions?

### **Geographic area concepts, criteria, codes, and attributes:**

Geographic Standards  
and Criteria Branch: 301-763-3056

### **Geographic products:**

Geographic Products  
Management Branch: 301-763-1128



## Urban Area Classification: Census 2010

### Two types of Urban Areas:

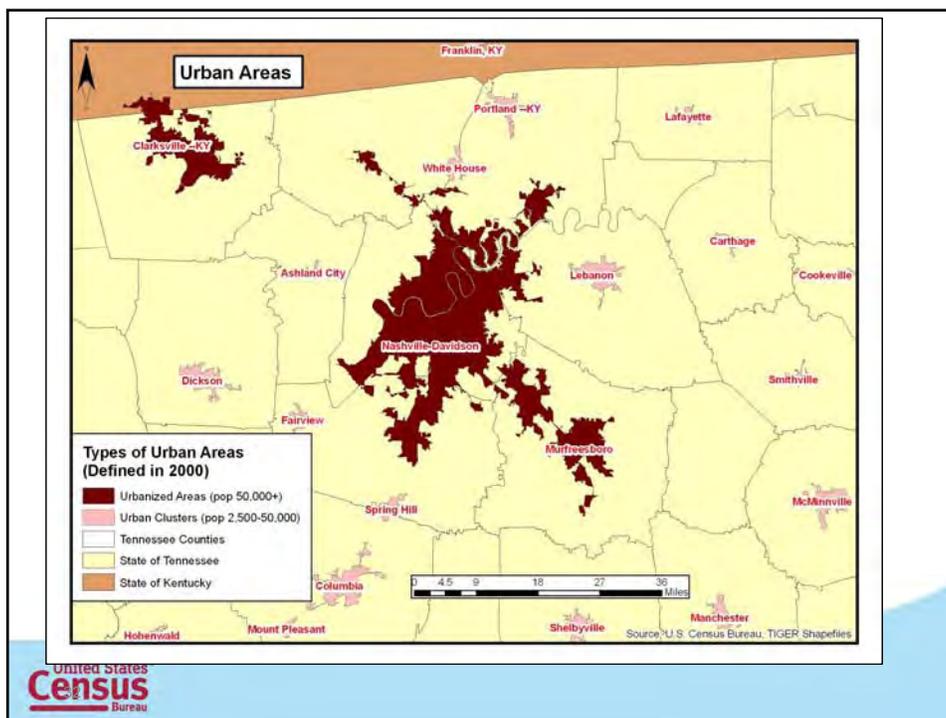
1. Urbanized Areas of 50,000 or more people
2. Urban Clusters of 2,500 up to 50,000 people

### Classification Changes:

- Substantial changes to urban area concept and criteria adopted for Census 2000
- Both defined based on population density at the census block and block group levels
- Area definitions announced in March 2002 with updates in August and November 2002
- Urban areas will be redefined following the 2010 Census

[www.census.gov/geo/www/ua/ua\\_zk.html](http://www.census.gov/geo/www/ua/ua_zk.html)

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## Counties and County Equivalents

- Counties in 48 states
- Independent Cities in MD, MO, NV, and VA
- Parishes in Louisiana
- Cities, Boroughs, Municipality, Census Areas in Alaska
- Municipios in Puerto Rico
- Islands and Districts in American Samoa
- Municipalities in the Northern Marianas
- Islands in the Virgin Islands
- District of Columbia and Guam each treated as a county equivalent

## Core Based Statistical Area Classification

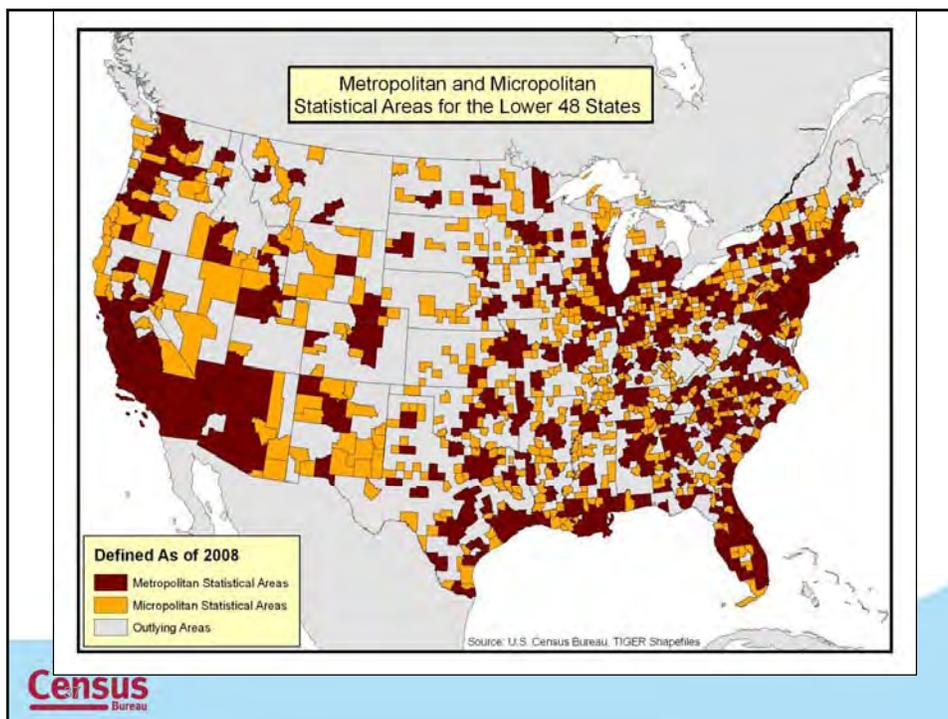
- Core Based Statistical Area (CBSA) – refers to both metropolitan and micropolitan statistical areas; county-based areas, defined based on commuting patterns
- Metropolitan Statistical Area - must have at least one UA
- Micropolitan Statistical Area - must have at least one UC with a population of at least 10,000
- Metropolitan Division – subdivision of a metropolitan statistical area

## Core Based Statistical Area Classification – continued

- Combined Statistical Area – represents a grouping of adjacent CBSAs
- New England City and Town Area – a city- and town-based equivalent to the county-based CBSAs
- Principal City – a place that occupies a more important social and economic

## Core Based Statistical Area Examples





| Census Tract 12-Block 1102 |          |  |
|----------------------------|----------|--|
| Street Address             | ZIP Code |  |
| 1 Dee St                   | 22345    |  |
| 3 Dee St                   | 22345    |  |
| 9 Dee St                   | 22345    |  |
| 10 Jullian Dr              | 22345    |  |
| 105 May Rd                 | 22346    |  |

**Majority ZIP: 22345**

### Creating Zip Code Tabulation Areas (ZCTAs)

- Approximate ZIP Code distribution
- A “calculated” geography
- Composed of whole blocks
- ZCTAs do not nest cleanly within other geography

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# 2010 Census Data Products Overview

## Census Data

- Uniform and official information on the residents
- Available for all geographic areas
- Provides information on:
  - Social, demographic, economic, and housing characteristics

## Census 2010 Data Uses

- Apportionment
- Redistricting
- Administration of agencies
- Distribution of federal funds
- Assessment of areas with high-risk population in the event of a natural disaster
- Effective emergency management operations

## New for Census 2010

- Short-form-only census
- Decennial Census will no longer collect sampled demographic, socioeconomic and housing data

# Census 2000 and 2010 Data Products

- Summary Files 1 and 2
  - Basic demographic and housing information from all people and housing units
  - Available for 2000 and 2010
  
- Summary Files 3 and 4
  - Detailed demographic, socioeconomic, and housing information from a sample of people and housing units
  - NOT available for 2010

# Comparison of the Most Commonly Used Files

| Census Bureau<br>Data Products | Population |        | Demographic and Socioeconomic Characteristics |            |               |                       | Housing Characteristics |        |                       | Lowest<br>Geography | Questionnaire<br>Source |
|--------------------------------|------------|--------|---|------------|---------------|-----------------------|-------------------------|--------|-----------------------|---------------------|-------------------------|
|                                | 100%       | Sample | Age & Sex                                     | Race       | Ethnicity*    | Detailed <sup>1</sup> | Vacancy                 | Tenure | Detailed <sup>2</sup> |                     |                         |
| Summary File 1                 | X          |        | X   | 63 groups  | Hisp/Not Hisp |                       | X                       | X      |                       | Block               | Census 2000, 2010       |
| Summary File 2                 | X          |        | X   | 132 groups | 39 groups     |                       | X                       | X      |                       | Census Tract        | Census 2000, 2010       |
| Summary File 3                 |            | X      | X   | 8 groups   | Hisp/Not Hisp | X                     | X                       | X      | X                     | Census Tract        | Census 2000             |
| Summary File 4                 |            | X      | X   | 132 groups | 39 groups     | X                     | X                       | X      | X                     | Census Tract        | Census 2000             |
| ACS 5-year File                |            | X      | X   | 8 groups   | Hisp/Not Hisp | X                     | X                       | X      | X                     | Block Group         | ACS 2005-2009           |

# Data NOT Available for Census 2010

## <sup>1</sup> Detailed Demographic/Socioeconomic Characteristics:

Marital Status  
Ancestry  
Language spoken at home and ability to speak English  
Place of birth, citizenship, and year of entry  
Migration  
Disability  
Grandparents as caregivers  
School attainment and educational status  
Veteran status  
Labor force status  
Place of work and journey to work  
Occupation, industry, and class of worker  
Work status for previous year  
Income for previous year  
Poverty status for previous year

## <sup>2</sup> Detailed Housing Characteristics:

Vehicles available  
Units in structure  
Year structure built  
Year moved into residence  
Number of rooms and number of bedrooms  
Plumbing and kitchen facilities  
Telephone service  
Heating fuel  
Farm residence  
Utilities, mortgage, taxes, insurance, and fuel costs  
Value of home or monthly rent paid

\* Hisp = Hispanic or Latino  
Not Hisp = Not Hispanic or Latino

## 2010 Data Release Schedule

- Tabulation and Publications for
  - 50 states
  - District of Columbia
  - Puerto Rico
- Summary Files
  - Quick tables and demographic profiles
  - Geographic comparison tables
  - Ranking tables

## 2010 Data Release Schedule

- Total Population Counts
  - March 2011
  - Block level
  - Population counts for race and Hispanic or Latino categories
  - Housing unit counts by occupancy status
- Redistricting Data
  - March 2011
  - Block level
  - Population and housing unit counts

## 2010 Data Release Schedule

- Demographic Profiles
  - May 2011
  - Places/Functioning Minor Civil Divisions
  - Selected population and housing characteristics
  - Includes Congressional Districts of the 111th Congress

## 2010 Data Release Schedule

- Summary File 1 (SF 1)
  - June - August 2011
  - Blocks/Census Tracts
  - Population counts
  - For many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
  - Updates will follow

## 2010 Data Release Schedule

- Summary File 2 (SF 2)
  - December 2011 – April 2012
  - Census Tracts
  - Population and Housing characteristics
  - Iterated for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
  - Updates will follow

## 2010 Data Release Schedule

- Reports Series
  - Summary Population and Housing Characteristics
    - May - December 2012
    - Places
    - Data tables on age, sex, race, Hispanic origin, households, families, housing tenure and occupancy, population density, and area measurements
    - Nation, 50 States, the District of Columbia, and Puerto Rico

## 2010 Data Release Schedule

- Reports Series (cont.)
  - Population and Housing Unit Counts
    - April 2013 – September 2013
    - Places
    - Data tables providing selected historical population and housing unit counts
    - Includes tables on population density and area measurements
    - Nation, 50 States, the District of Columbia, and Puerto Rico

## 2010 Data Release Schedule

- Congressional District Summary File
  - 113<sup>th</sup> Congress
  - January 2013
  - Census Tracts within Congressional Districts
  - Retabulation of Summary File 1 for newly redistricted Congressional Districts

## 2010 Data Release Schedule

- State Legislative District Summary File
  - 113<sup>th</sup> Congress
  - January 2013
  - Places
  - Retabulation of Summary File 1 for State Legislative Districts drawn following the 2010 Census
- Legislative District Geographic Supplement
  - Blocks
  - No characteristics
  - Only total population and housing unit counts

## 2010 Data Release Schedule

- American Indian and Alaska Native Summary File
  - December 2012
  - American Indian and Alaska Native Areas
  - Population and housing characteristics iterated for many detailed American Indian and Alaska Native tribes
  - Same content as Summary File 2

## 2010 Data Release Schedule

- 2010 Census Briefs
  - March 2011 – February 2012
  - Analysis of topics including graphs and tables
  - Topics based on 2010 Census questions
  - Largest Places

## 2010 Data Release Schedule

- 2010 Census Special Reports
  - June 2011 – June 2013
  - Detailed analysis of topics including graphs, tables, and maps
  - Includes an “Atlas”
  - Largest Places

## 2010 Data Release Schedule

- Public Use Microdata Sample (PUMS) Files
  - To be determined
  - PUMAs of 100,000+ population

## 2010 Data Release Schedule

- Thematic Maps
  - available as a function in American FactFinder
- Download Capability
  - FTP site
  - American FactFinder

## Hands-on Practice and Exercises

# 2010 Census Home

<http://2010.census.gov/2010census/>

The screenshot shows the 2010 Census Home page. The top navigation bar includes "2010 Census Home", "Press & Media", "Partners", "Students & Teachers", and "Census.gov". Below this is a secondary navigation bar with "ABOUT", "DATA", "CONNECT", and "MULTIMEDIA", along with a search box. The main content area features a "2010 Census Summary File 1" section with a text description and a "See More" button. To the right is an interactive map of Alabama with a pop-up window for "AL - Congressional District 04" showing the following racial and ethnic data:

| Race              | Total Population |
|-------------------|------------------|
| White             | 610,100          |
| African American  | 22,510           |
| Asian             | 2,251            |
| AMIAN             | 2,249            |
| NHPI              | 346              |
| Two or more Races | 15,872           |
| Total             | 754,487          |

At the bottom left of the page is the "United States Census Bureau" logo, and at the bottom right is the page number "23".

# 2010 Census Data

The screenshot shows the "2010 Census Data" page. The top navigation bar is identical to the previous page. The main content area is titled "2010 Census Data" and includes several sections:

- 2010 Census Demographic Profiles:** A section with a "FactFinder" link and text describing the profiles.
- 2010 Census Population Profile Maps:** A section with a map thumbnail and text describing the maps.
- 2010 Census Briefs:** A section with text about the Hispanic population and other demographics.

On the left side, there is a "Data" sidebar with links to "2010 Census Data", "Apportionment Data", "Economic Data", "Center of Population", "Other Census Data", and "Interactive Population Map". Below this is a "Read, Watch, Connect" section with links to "Director's Blog", "Connect with Us", "Multimedia Center", "Contact Us", "2010 Census Mail Performance", and "File Map". At the bottom left is the "United States Census Bureau" logo, and at the bottom right is the page number "24".

# Apportionment Data

**Apportionment Data**

**Resident Population**  
The U.S. resident population includes the total number of people in the 50 states and the District of Columbia. The resident population of the United States on April 1, 2010, was 308,745,539 an increase of 9.7 percent over the 281,421,900 counted during the 2000 Census.

**POPULATION GROWTH**

**Apportionment**  
"Apportionment" is the process of dividing the 435 memberships, or seats, in the House of Representatives among the 50 states based on the population figures collected during the decennial census. The number of seats in the House has grown with the country. Congress sets the number in law and increased the number to 435 in 1913. The Constitution set the number of representatives at 65 from 1787 until the first Census of 1790, when it was increased to 105 members.

The first decennial census was conducted in 1790 and has been taken every ten years as mandated by Article I, Section 2 of the U.S. Constitution. Since the first census, conducted by Thomas Jefferson, the decennial count has been the basis for our representative form of government as envisioned by our nation's Founding Fathers. In 1790, each member of the House of Representatives represented about 34,000 residents. Today, the House has more than quadrupled in size, and each member represents about 19 times as many constituents. In 2000, each member of the House of Representatives represented a population of about 647,000.

The apportionment population consists of the resident population of the 50 states, plus the overseas military and federal civilian employees and their dependents living with them who could be allocated to a state. The populations of the District of Columbia and Puerto Rico are excluded from the apportionment population because they do not have voting seats in the U.S. House of Representatives.

The apportionment totals are calculated by a congressionally defined formula in accordance with Title 2 of the U.S. Code.

Read more about the history of Congressional apportionment.

# Redistricting Data

**Redistricting Data**

**2010 Census Redistricting Data**  
Decennial census data are used for geographically defining state legislative districts, a "redistricting" process that begins in 2011. County level data by state is available through the Census Bureau's interactive map tool. For more local area data about your state, visit [American FactFinder](#).

The census data allow state officials to realign congressional and state legislative districts in their states, taking into account population shifts since the last census and assuring equal representation for their constituents in compliance with the "one-person, one-vote" principle of the 1965 Voting Rights Act.

View [Guide to 2010 Census Redistricting Data](#).

**Additional 2010 Census Data Products**  
Additional data products will be released from the 2010 Census. View the list of products and the data release schedule. All 2010 Census data can be viewed on the new [American FactFinder](#).

**2010 Census Briefs**  
Population Distribution and Change, 2000 to 2010  
An Overview: Race and Hispanic Origin and the 2010 Census

VIEW 2010 CENSUS DATA  
AMERICAN  
**FactFinder**

# Center of Population

**Center of Population**

Each decade, after it tabulates the decennial census, the Census Bureau calculates the center of population. The National Mean Center of Population based on the 2010 Census is near Plato, Mo. — an incorporated village in Texas County.

The center is determined as the place where an imaginary, flat, weightless, and rigid map of the United States would balance perfectly if all residents were of identical weight. In 2000, Edgar Springs, Mo., was announced as the new U.S. population center.

Historically, the center of population has followed a trail that reflects the sweep of the nation's brush stroke across America's population canvas. The sweep reflects the settling of the frontier, waves of immigration and the migration west and south. Since 1790, the location has moved in a westerly, then a more southerly pattern. In 2000, the new center of population was more than 1,000 miles from the first center in 1790, which lies near Chestertown, Md.

Learn the mean center of population for each state.

**Center of Population, 1790 - 2010**

The location is determined as the place where an imaginary, flat, rigid map of the United States would balance perfectly if all residents were of identical weight. View all 2010 Census data on American Factfinder.

**Center of Population in 1790:**  
Kent County, Maryland  
in the year of settlement.

**Kent County, Maryland**  
LAF in 1790, when the first U.S. census was taken. Four decades after it, Shiloh, Mo. was announced as the center of population. Subsequently, it has followed a trail that reflects the sweep of the nation's brush stroke across America's population canvas — the settling of the frontier, waves of immigration and the migration west and south. Since 1790, the location has moved in a westerly, then a more southerly pattern.

# Other Census Data

**Other Census Data**

In addition to the decennial census, the U.S. Census Bureau collects and releases the following data products:

**Economic Census** — every 5 years  
The economic census provides a detailed portrait of the United States' economy once every five years, from the national to the local level. Government agencies, businesses, entrepreneurs, researchers and others use economic data to develop public policy, evaluate industry growth, plan disaster relief services, assist local businesses and much more.

**Census of Governments** — every 5 years  
The Census of Governments provides data about how governments are organized, how many people they employ and payroll amounts, and the finances of governments. Federal statistical agencies use the data to measure the nation's economic and financial performance. State and local governments use the data to develop programs and budgets, assess financial conditions, and perform comparative analyses. Analysts, economists, market specialists, and researchers use these data to measure the changing characteristics of the government sector of the economy and to conduct public policy research.

**American Community Survey** — annually  
The American Community Survey (ACS) is an ongoing survey that provides data every year, giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than 800 billion in federal and state funds are apportioned each year.

**Demographic, Economic and Other Surveys**  
A survey is a method of collecting and analyzing social, economic, and geographic data. Throughout the decade between censuses we are continually conducting surveys to produce a general view and comprehensive study of the United States' social and economic conditions. Demographic surveys include the Current Population Survey, and Women and Minority-Owned Business Survey. Economic surveys include the Survey of Business Owners and County Business Patterns.

**Economic Indicators**  
Economic indicators released by the Census Bureau include data on manufacturing, retail and food service sales, housing vacancies and ownership and international trade. View the economic indicators release schedule.

# Interactive Population Map

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# The American FactFinder

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U.S. Census Bureau  
AMERICAN FactFinder

Feedback FAQs Glossary Help

Home Search What We Provide Using FactFinder

Your source for population, housing, economic, and geographic data

View 2010 Census tables. Note that data continue to be released on a state-by-state basis. Population counts are included in most tables.  
View video tutorials to help you get started using the NEW American FactFinder.

U.S. Population Clock  
1600 UTC (EST) on Apr 04, 2011  
**311,103,046**  
2010 Population Clock

Reference Maps  
Reference Maps show selected geographic boundaries for use along with existing features, such as roads.  
United States GO

Address Search  
Find Census data by entering a street address.

Did you know?  
Each year, U.S. residents produce 1 billion new pages of documents. Follow us on Facebook at [http://www.facebook.com/AmericanHistoryMonth](#).

United States Census Bureau

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# Questions

United States Census Bureau

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## Contact Information

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U.S. Census Bureau

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301-763-1781



# Overview of the Economic Census and Economic Programs

U.S. Government Printing Office  
Interagency Depository Seminar  
August 2, 2011

Andy Hait & Lisa Marrone  
Economic Planning & Coordination Division  
U.S. Census Bureau



## Overview

- What economic programs does the Census Bureau conduct?
- What data do these programs offer and what businesses are covered?
- Why does Census produce these data?
- How does Census produce these data?
- Where can data users find the data?



## What Economic Programs Does the Census Bureau Conduct?

### The Economic Census

- Every 5 years, on the years ending in “2” and “7”

### Economic Surveys and Other Programs

- Annual (i.e. *County Business Patterns*)
- Quarterly (i.e. *Quarterly Financial Report*)
- Monthly (i.e. *Economic Indicators*)



## What Data Do These Programs Offer?

### Economic Census

- Over 150 unique industry statistics, including the number of businesses, employment, annual payroll, and sales
- National and state-level data for all covered sectors
- Metro, county, place, and ZIP Code for selected sectors
- 2- thru 6-digit NAICS codes
- 18 of the 20 NAICS sectors covered; excluded:
  - Agriculture (covered by USDA/NASS)
  - Governments (covered by Census of Governments)



## What Data Do These Programs Offer? (cont.)

### *A Sidebar... the North American Industry Classification System (NAICS)*

- Launched in 1997 as part of NAFTA
- Updated every 5 years
- Hierarchical

| <i>Level</i>          | <i>Example</i> |  |
|-----------------------|----------------|--|
| <b>Sector</b>         | <b>51</b>      | <b>Information</b>                       |
| <b>Sub-Sector</b>     | <b>515</b>     | <b>Broadcasting (except Internet)</b>    |
| <b>Industry Group</b> | <b>5151</b>    | <b>Radio and Television Broadcasting</b> |
| <b>Industry</b>       | <b>51511</b>   | <b>Radio Broadcasting</b>                |
| <b>U.S. Industry</b>  | <b>515112</b>  | <b>Radio Stations</b>                    |

## What Data Do These Programs Offer? (cont.)

### Economic Surveys and Other Programs

- Selected industry statistics (vary by program)
  - *County Business Patterns* – number of establishments, employment, & payroll
  - *Monthly Retail Trade* – sales & inventories
- Primarily national-level data
  - State, metro, county, and ZIP Code-level data for selected programs
- 2- thru 4-digit NAICS for most; 2- thru 6-digit for selected

## What Data Do These Programs Offer? (cont.)

### Economic Surveys and Other Programs (cont.)

- Industry statistics by Race, Ethnicity, Gender, and Veteran Status available from the *Survey of Business Owners*

| Geographic Area Name    | 2007 NAICS code | Meaning of 2007 NAICS code | Meaning of Gender code     | Meaning of Ethnicity code | Meaning of Race code  | Footnote identifier | All firms (number) | Receipts (\$1,000) | Employer firms (number) | Employer receipts (\$1,000) | Employees (number) | Annual payroll (\$1,000) | Nonemployer firms (number) | Nonemployer receipts (\$1,000) |
|-------------------------|-----------------|----------------------------|----------------------------|---------------------------|---|---------------------|--------------------|--------------------|-------------------------|-----------------------------|--------------------|--------------------------|----------------------------|--------------------------------|
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | All firms                 | All firms   |                     | 5,366              | 9,199,109          | 1,469                   | 9,046,733                   | 31,094             | 782,146                  | 3,897                      | 152,376                        |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | All firms                 | Black or African American   |                     | 353                | 15,862             | S                       | S                           | S                  | S                        | 333                        | 4,302                          |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | All firms                 | Asian   |                     | 304                | 416,580            | 142                     | 406,264                     | 540                | 9,999                    | 163                        | 10,316                         |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | All firms                 | All firms classifiable by gender, ethnicity, race, and veteran status                         |                     | 5,037              | 3,752,780          | 1,153                   | 3,604,205                   | 11,862             | 352,425                  | 3,884                      | 148,575                        |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | All firms                 | Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status |                     | 329                | 5,446,329          | 316                     | 5,442,529                   | 19,232             | 429,720                  | S                          | S                              |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | Hispanic                  | All firms   |                     | S                  | S                  | S                       | S                           | S                  | S                        | S                          | S                              |
| Anne Arundel County, MD | 44-45           | Retail trade               | All firms                  | Non-Hispanic              | All firms   |                     | (p)4,964           | (p)3,733,483       | (p)1,122                | (p)3,587,493                | (p)11,789          | (p)351,041               | 3,841                      | 145,990                        |
| Anne Arundel County, MD | 44-45           | Retail trade               | Female-owned               | All firms                 | All firms   |                     | 2,089              | 236,859            | 176                     | 203,367                     | 996                | 21,589                   | 1,912                      | 33,493                         |
| Anne Arundel County, MD | 44-45           | Retail trade               | Male-owned                 | All firms                 | All firms   |                     | (p)1,927           | (p)3,109,049       | (p)659                  | (p)3,017,677                | (p)8,857           | (p)287,723               | (p)1,268                   | (p)91,371                      |
| Anne Arundel County, MD | 44-45           | Retail trade               | Equally male-/female-owned | All firms                 | All firms   |                     | (p)1,021           | (p)406,672         | 318                     | 383,161                     | 2,010              | 43,113                   | S                          | S                              |

## What Types of Businesses Do These Programs Cover?

### Employer Establishments

- Businesses with 1+ employees (file IRS form 941)
- Covered by the Economic Census and most of the other economic programs

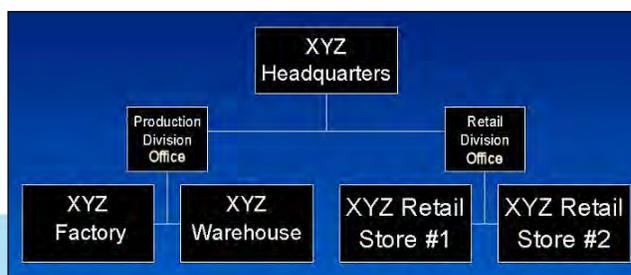
### Nonemployer Establishments

- Businesses with no paid employees (independent contractors) (usually File IRS form 1040 Schedule C)
- Make up **75%** of all businesses in the US but **< 4%** of receipts/revenue
- Covered by the *Nonemployer Statistics* program only

## What Types of Businesses Do These Programs Cover? (cont.)

### *Another Sidebar... Establishments vs. Companies*

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



## Why Does Census Produce These Data? *Legal Mandate*

The Economic Census is required by law under United States Code, Title 13

- Authorizes the Census Bureau to conduct a quinquennial economic census
- Also protects confidentiality of individual companies
- Annual and other programs are voluntary or are published from data from administrative sources

## Legal Mandate (cont.)

### Privacy and the United States Code, Title 13

- Prohibits the Census Bureau from releasing any data that would disclose the identity of individual **companies**
  - Results in suppression of data in published tables
  - Establishment counts and employment ranges shown

| Geographic Area Name    | 2007 NAICS code | Meaning of 2007 NAICS code                        | Number of employer establishments | Employer 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 nonemployer establishments | Nonemployer sales, shipments, receipts, revenue, or business done (\$1,000) |
|-------------------------|-----------------|---|-----------------------------------|--|--------------------------|--|--------------------------------------|---|
| Anne Arundel County, MD | 441             | Motor vehicle and parts dealers                   | 223                               | 2,118,846  | 176,179                  | 4,747  | 291                                  | 42,181  |
| Anne Arundel County, MD | 44111           | New car dealers                                   | 38                                | 1,579,686  | 115,721                  | 2,886  | N                                    | N   |
| Anne Arundel County, MD | 44112           | Used car dealers                                  | 36                                | 133,837  | 10,797                   | 307  | 129                                  | 25,670  |
| Anne Arundel County, MD | 44121           | Recreational vehicle dealers                      | 3                                 | D  | D                        | b  | D                                    | D   |
| Anne Arundel County, MD | 44122           | Motorcycle, boat, and other motor vehicle dealers | 81                                | D  | D                        | f  | 110                                  | 12,569  |
| Anne Arundel County, MD | 44131           | Automotive parts and accessories stores           | 42                                | 57,747   | 9,295                    | 401  | N                                    | N   |
| Anne Arundel County, MD | 44132           | Tire dealers                                      | 23                                | 37,852   | 9,484                    | 294  | N                                    | N   |

## Why Does Census Produce These Data? *Data Users!*

### Public Sector Uses

- Benchmark for other statistics and surveys (Census and other agencies)
- Track economic change
- Attract new businesses
- Assist with business development



## Why Does Census Produce These Data? *Data Users!*

### Private Sector Uses

- Study your industry
  - Market share
  - Product trends
  - Strategic planning
- Study business markets
  - Site locations/expansions
  - Sales territories and sales forecasting
- Evaluate investments
  - Market size
  - Data used for loan applications/business plans



## How Does Census Produce These Data?

For most economic programs, data are collected from the **Establishments** of a company

- Gives most accurate data
- Gives most detailed levels of industry and geography

Few programs are **Company**-based (*Quarterly Financial Report*)



## How Does Census Produce These Data?

### For the 2007 Economic Census

- 4.7 million establishments mailed one of over 500 unique forms (tailored to specific industry)
  - All large & mid-size employers
  - Sample of small employers
- Electronic response also offered for larger companies
- Non-response and non-mailed cases imputed using administrative data (IRS)
- 93% response rate for largest companies, 86% overall



## How Does Census Produce These Data?

### For the Economic Surveys and Other Programs

- Statistical random sample used for most programs
- Administrative data used for *County Business Patterns* and *Non-employer Statistics*
- Electronic response also offered
- Non-response and non-mailed cases imputed using administrative data (IRS)
- Lower response rates in comparison to Census (measures of reliability published)



## Where Can Data Users Find the Data?

The screenshot shows the U.S. Census Bureau homepage. The main content area features the 2010 Resident Population of 308,745,538. A sidebar on the left contains navigation links such as 'American FactFinder', 'Data Tools', and 'Publications'. A central section titled 'Business & Industry' lists links for 'Economic Census', 'Survey of Business Owners', and 'Foreign Trade'. On the right, there are sections for 'Census Blogs', 'Data Finders', and 'Population Clocks' showing the U.S. population at 310,793,065. A red box highlights the 'American FactFinder' link in the sidebar, and another red box highlights the 'Economic Indicators' link in the 'Data Finders' section.

## Where Can Data Users Find the Data? *Economic Indicators*

- Accessed by clicking on [Economic Indicators](#) link off Census.gov
- Data released in Press Releases and data tables in MS Excel format (including historical data)
- Release calendar available on menu bar at top of page

The screenshot shows the 'Economic Indicators' page on the U.S. Census Bureau website. The page title is 'Economic Indicators'. Below the title, there is a navigation bar with links for 'Main', 'Economic Indicator Calendar', and 'Census Bureau Economic Programs'. A search box is present with the text 'Select an indicator' and a 'View all' button. The main content area features a section titled 'Manufacturers' Shipments, Inventories, and Orders' with a 'CHART' icon. Below this, there is a table with columns for 'Current' and 'Previous' data. The table shows a 0.1% change in current data and a -0.6% change in previous data. A 'Program Overview' link is provided. The page footer includes the U.S. Census Bureau logo and the text 'United States Census Bureau'.

| Manufacturers' Shipments, Inventories, and Orders  |  | Current                      | Previous                      |
|--|--|------------------------------|-------------------------------|
| New orders for manufactured goods in July increased \$0.6 billion or 0.1 percent to \$409.5 billion. |  | 0.1<br>% change<br>July 2010 | -0.6<br>% change<br>June 2010 |

## Where Can Data Users Find the Data? *Economic Surveys*

- Accessed by clicking on [Business & Industry](#) link off Census.gov
- Data released in HTML tables and other formats

U.S. Census Bureau

**Business & Industry**

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 Expenses
- Capital Expenditures
- Concentration
- E-Commerce
- Economic Studies
- North American Industry

**Select data set by geography**

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

| Programs with data for states  | Latest date |  |
|--------------------------------|-------------|--|
| Economic Census                | 2007        | Sales, employment, payroll for establishments                      |
| Survey of Business Owners      | 2007        | Sales, employment, payroll for firms by sex and ethnicity of owner |
| Statistics of U.S. Businesses  | 2007        | Employment and payroll for establishments by employment size       |
| County Business Patterns       | 2008        | Births, deaths, expansions, contractions for establishments        |
| Nonemployer Statistics         | 2008        | Employment and payroll for establishments, employment size         |
| Business Dynamics Statistics   | 2005        | Receipts for establishments with no paid employees                 |
| Local Employment Dynamics      | 2009        | Age of enterprise, births and deaths for firms by employment size  |
| Annual Survey of Manufacturers | 2009        | Quarterly employment, job creation, earnings by age, sex & sector  |
| Commodity Flow Survey          | 2007        | Value of shipments, employment, payroll for manufacturers          |
| Building Permits               | 2010        | Movement of shipments from selected industries                     |
| Government                     | 2007        | Number of housing units authorized by building permits by size     |
| Foreign Trade, State Exports   | 2009        | Federal, state, and local governments and governmental activities  |
|                                |             | Goods exported by state of origin                                  |

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

United States Census Bureau

## Where Can Data Users Find the Data? *Economic Surveys (cont.)*

- 3 surveys also accessible on [Annual Economic Surveys](#) page on American FactFinder (legacy system)

- Annual Survey of Manufactures
- Business Patterns
- Nonemployer Statistics

U.S. Census Bureau

**American FactFinder**

Main Search Feedback FAQs Glossary Site Map Help

Your source for population, housing, economic, and geographic data

**Fast Access to Information**

Get a Fact Sheet for your community.

city/town, county, or zip

state:  GO

or select a state using a map

**Getting Detailed Data**

Decennial Censuses - taken every 10 years to collect information about the people and housing of the United States  
[learn more](#) | [get data](#)

American Community Survey - an ongoing survey that provides data about your community every year  
[learn more](#) | [get data](#)

Puerto Rico Community Survey - the equivalent of the American Community Survey for Puerto Rico  
[learn more](#) | [get data](#)

Population Estimates Program - population numbers between censuses  
[learn more](#) | [get data](#)

Economic Census - profiles the U.S. economy every 5 years  
[learn more](#) | [get data](#)

Annual Economic Surveys - data from the Annual Survey of Manufactures, County Business Patterns and Nonemployer Statistics  
[learn more](#) | [get data](#)

**What's New**

2008 Population Estimates for the U.S. and states are now available from the [Data Sets page](#)

Updates to American FactFinder released Dec 16, 2008: [more](#)

2005-2007 American Community Survey 3-Year Estimates are now available for cities, counties and other areas with populations of 20,000 or more from the [Data Sets page](#)

2007 Community Block Survey data are now available from the [Economic Census Data Sets page](#)

2006 Annual Survey of Manufactures has been updated. New data are now available

United States Census Bureau

## Where Can Data Users Find the Data? *Economic Census*

Available on *Economic Census* page on Old American FactFinder

- 2007, 2002, & 1997 Economic Census and Economic Census of Island Areas
- 2007 & 2002 Survey of Business Owners
- 2007 & 2002 Commodity Flow Survey

The screenshot shows the old American FactFinder interface. The 'Economic Census' link is highlighted with a red box in the 'Getting Detailed Data' section. Other visible links include 'Annual Economic Surveys', 'Population Estimates Program', and 'Puerto Rico Community Survey'.



## Where Can Data Users Find the Data? *Economic Census and Surveys*

Being migrated to New American FactFinder system

The screenshot shows the new American FactFinder interface. The 'Economic Census and Surveys' link is visible in the 'Quick Start' section. The interface is more modern and user-friendly, with a clear search bar and navigation options.



## Contact Information

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(301)763-1138



# The New American FactFinder New Frontier to Census Data

Kim Brown  
Customer Liaison and Marketing Services Office  
U.S. Census Bureau



[www.census.gov](http://www.census.gov)  
Your Gateway to Census Data

The screenshot shows the homepage of the U.S. Census Bureau website. On the left is a navigation menu with links for 'Learn More', 'New on the Site', 'Data Tools', 'American FactFinder', 'Jobs@Census', 'Catalog', 'Publications', 'Are You in a Survey?', 'About the Bureau', 'Regional Offices', 'Doing Business with Us', and 'Related Sites'. The main content area features a large banner for '2010 RESIDENT POPULATION' with the number '308,745,538' and a map of the United States. Below this are sections for 'People & Households' and 'Business & Industry' with various links. On the right, there are sections for 'Read our Census Blog', 'Data Finders' (including 'Population Clocks' showing 'U.S. 311,929,736'), and 'Population Finder' with search fields for city, town, county, or zip, and state selection.



[www.census.gov](http://www.census.gov)  
Your Gateway to Census Data

**2010 RESIDENT POPULATION**  
**308,745,538**

**United States Census Bureau**

## The New American FactFinder

**The NEW American FactFinder is now available!**

The transition from the legacy American FactFinder to the NEW American FactFinder will continue through the fall of 2011. Data on the legacy FactFinder will be moved to the NEW FactFinder in the coming months. [Frequently Asked Questions](#) »

The legacy American FactFinder will be discontinued in the fall of 2011.

for data from  
**Census 2010** (beginning in February 2011)  
and **Census 2000**  
go to  
[factfinder2.census.gov](http://factfinder2.census.gov)

Learn more about the New American FactFinder

for data from the  
**American Community Survey**,  
the **Economic Census**,  
and **Population Estimates**  
go to  
[factfinder.census.gov](http://factfinder.census.gov)

For information about the release of data from the 2010 Census, see the [2010 Census Release Schedule](#).

**United States Census Bureau**

# The New American FactFinder

The screenshot shows the U.S. Census Bureau American FactFinder website. At the top, the U.S. Census Bureau logo is on the left, and navigation links for 'Feedback', 'FAQs', 'Glossary', and 'Help' are on the right. Below the logo is a search bar with a magnifying glass icon. A navigation menu contains 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. Language options for 'English' and 'Español' are also present. The main content area features a 'Your Selections' sidebar on the left with categories like 'Topics', 'Geographies', 'Population Groups', and 'Industry Codes'. The central 'Quick Start' section includes a search form with fields for 'topic or table name' and 'geography (optional)', and radio buttons for 'topics', 'population groups', and 'industries'. To the right, the 'U.S. Population Clock' displays '14:04 UTC (EST-5) Jan 07, 2011' and a population of '310,596,379'. Below this is a 'Reference Maps' section with a dropdown for 'United States' and a 'GO' button. The bottom of the page features the United States Census Bureau logo.

# The New American FactFinder

This screenshot is identical to the one above but includes red rectangular boxes highlighting several key areas: the 'Feedback', 'FAQs', 'Glossary', and 'Help' links; the 'English' and 'Español' language options; the 'Your Selections' sidebar; the 'Quick Start' search form and its associated radio buttons; the 'U.S. Population Clock' showing a population of 309,689,333; the 'Reference Maps' section; and the 'Address Search' section.

# The New American FactFinder

U.S. Census Bureau  
AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER English Español

Your Selections  
"Your Selections" is empty

Topics ?

Geographies (states, counties, places, ...)

Population Groups (race, ancestry, ...)

Industry Codes (NAICS, ...)

Load Query  
Use Load Query to restore a previously saved query  
LOAD QUERY

Your source for population, housing, economic, and geographic data

Quick Start  
Enter search term(s) and click 'GO'

topic or table name for geography (optional)  
GO

topics population groups industries

Or use the options on the left to begin your search

Data Available on Legacy American FactFinder  
Data from the 2007 Economic Census are available on the legacy American FactFinder system.  
Data from the 2009 American Community Survey are available on the legacy American FactFinder system.  
Data from the 2009 Population Estimates are available on the legacy American FactFinder system.

U.S. Population Clock  
14:04 UTC (EST-5) Jan 07, 2011  
310,596,379  
more population clocks

Reference Maps  
Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.  
United States GO

Address Search

United States Census Bureau

# The New American FactFinder

U.S. Census Bureau  
AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER English Español

Your Selections  
"Your Selections" is empty

Topics ?

Geographies (states, counties, places, ...)

Population Groups (race, ancestry, ...)

Industry Codes (NAICS, ...)

Load Query  
Use Load Query to restore a previously saved query  
LOAD QUERY

Your source for population, housing, economic, and geographic data

Quick Start  
Enter search term(s) and click 'GO'

topic or table name for geography (optional)  
Population for  
GO

B00001: UNWEIGHTED SAMPLE COUNT OF THE POPULATION  
OR  
B01003: TOTAL POPULATION  
OR  
B05008: PLACE OF BIRTH FOR THE FOREIGN-BORN POPULATION

Data Available on Legacy American FactFinder  
Data from the 2007 Economic Census are available on the legacy American FactFinder system.  
Data from the 2009 American Community Survey are available on the legacy American FactFinder system.  
Data from the 2009 Population Estimates are available on the legacy American FactFinder system.

U.S. Population Clock  
14:21 UTC (EST-5) Jan 07, 2011  
310,596,443  
more population clocks

Reference Maps  
Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.  
United States GO

Address Search

United States Census Bureau

# The New American FactFinder

The screenshot shows the homepage of the American FactFinder website. At the top, there is a navigation bar with 'MAIN' circled in red, 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. The 'English' and 'Español' language options are also visible. Below the navigation bar, the main content area is divided into several sections. On the left, there are 'Your Selections' (empty), 'Topics', 'Geographies', 'Population Groups', 'Industry Codes', and 'Load Query' sections. The central 'Quick Start' section contains a search form with 'topic or table name' and 'geography (optional)' fields, and a 'GO' button. A red arrow points to the 'GO' button, and a red box highlights the dropdown menu that appears below the 'geography' field, listing various geographic entities in Georgia. To the right, there is a 'U.S. Population Clock' showing '310,596,501' as of Jan 07, 2011, and 'Reference Maps' and 'Address Search' sections. The United States Census Bureau logo is at the bottom left.

# The New American FactFinder

This is a close-up view of the search interface. The 'Quick Start' section is visible, showing the search form with 'topic or table name' and 'geography (optional)' fields. A red arrow points to the 'GO' button. A red box highlights the dropdown menu that appears below the 'geography' field, listing the following geographic entities: Georgia, Appling County, Georgia, Atkinson County, Georgia, Bacon County, Georgia, Abbeville city, Georgia, Acworth city, Georgia, Adairsville city, Georgia, Abbeville CCD, Wilcox County, Georgia, Abbottsford CCD, Troup County, Georgia, Acworth-Kennesaw CCD, Cobb County, Georgia, Acworth city, Cobb County, Georgia, Adairsville city, Bartow County, Georgia. Below the search form, there is a 'Data Available on Legacy American FactFinder system' section with links to 2007 Economic Census, 2009 American Community Survey, and 2009 Population Estimates. A 'News and Notes' section is also visible, dated Feb 08, 2010, with a headline about home workers. The United States Census Bureau logo is at the bottom left.

# The New American FactFinder

The screenshot shows the American FactFinder interface. At the top, there are navigation links: MAIN, SEARCH (highlighted with a red circle), WHAT WE PROVIDE, and USING FACTFINDER. Below the navigation is a search bar with the text "Search - Use the options on the left (search, topics, geographies, ...) to find the data you're looking for".

On the left side, there are two main sections: "Your Selections" and "Topics".

**Your Selections:**

- People: Basic Count/Estimate: Population Total
- Year: 2000
- State: Alabama, Florida, Georgia
- clear all selections

**Topics:**

- People
  - Basic Count Estimate
  - Age & Sex
  - Age Group
  - Origins
  - Race & Ethnicity
  - Relationship
  - Housing

On the right side, there is a "Recommendations" section for the "2009 American Community Survey" and a "Search Results" table. The search results table shows 1-19 of 49 results. The table has columns for "Id", "Title", "Dataset", and "About".

| Id    | Title   | Dataset            | About |
|-------|---|--------------------|-------|
| DP-1  | Profile of General Demographic Characteristics: 2000  | 2000 SF1 100% Data | ?     |
| H010  | TOTAL POPULATION IN OCCUPIED HOUSING UNITS(1)   | 2000 SF1 100% Data | ?     |
| H011  | TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (3)  | 2000 SF1 100% Data | ?     |
| H011A | TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (WHITE ALONE HOUSEHOLDER) (3)                    | 2000 SF1 100% Data | ?     |
| H011B | TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (BLACK OR AMERICAN INDIAN ALONE HOUSEHOLDER) (3) | 2000 SF1 100% Data | ?     |

At the bottom left, the United States Census Bureau logo is visible.

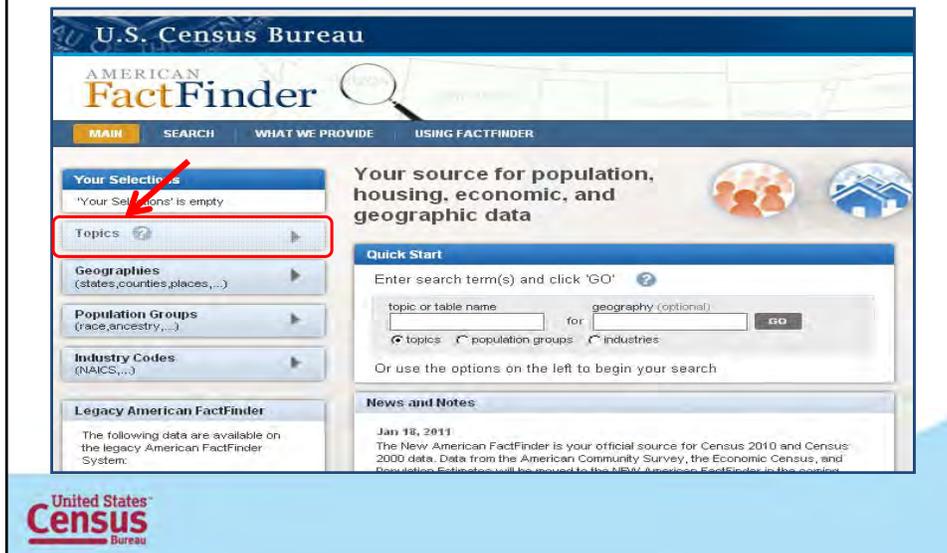
# The New American FactFinder

This is a close-up view of the "Your Selections" section from the previous screenshot. It shows the following selections:

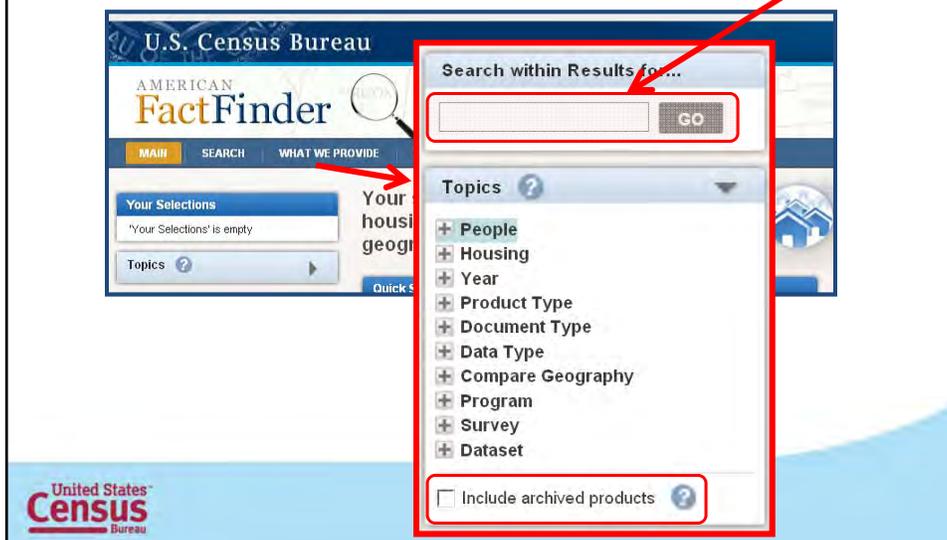
- People: Basic Count/Estimate: Population Total
- Year: 2000
- State: Alabama, Florida, Georgia
- clear all selections (highlighted with a red circle and a red arrow pointing to it)

The United States Census Bureau logo is visible at the bottom left.

# The New American FactFinder



# The New American FactFinder



# The New American FactFinder

U.S. Census Bureau  
AMERICAN FactFinder

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER

Your Selections  
Your Selections is empty

Topics ?

**Geographies**  
(states, counties, places,...)

Population Groups  
(race, ancestry,...)

Industry Codes  
(NAICS,...)

Legacy American FactFinder  
The following data are available on the legacy American FactFinder System.

Your source for population, housing, economic, and geographic data

Quick Start  
Enter search term(s) and click 'GO'

topic or table name for geography (optional)  
GO

topics population groups industries

Or use the options on the left to begin your search

News and Notes  
Jan 18, 2011  
The New American FactFinder is your official source for Census 2010 and Census 2000 data. Data from the American Community Survey, the Economic Census, and Population Estimates will be moved to the New American FactFinder in the coming weeks.

United States Census Bureau

# The New American FactFinder

Search - Use the options on the left (search, topics, geographies, ...) to find the data you're looking for

Your Selections  
Your Selections is empty

Search within Results for: /60

Topics ?

Geographies (states, counties, places,...)

Population Groups (race, ancestry,...)

Industry Codes (NAICS,...)

Geography Filter Options

Geographic Type

- Nation (1)
- State (62)
- County (5,899)
- City or Town (126,416)
- Congressional District (7,031)
- Census Tract (78,023)
- Metro/Micro Area (1,135)
- ZIP Code/ZCTA (186,081)
- Other (110,291)

Summary Level

- Within State
- Within Region
- Within Division
- Within County
- Type of County
- Within Place
- Place Program Type
- Type of Place
- Within County Subdivision

United States Census Bureau

# The New American FactFinder

The screenshot shows the American FactFinder search interface. On the left, there are navigation panels for 'Your Selections', 'Search within Results for...', 'Topics', 'Geographies', 'Population Groups', and 'Industry Codes'. The main area displays 'Search Results: 1-25 of 4,412' with a table listing results. A red arrow points to the 'Select Geographies' dialog box, which is highlighted with a red border. The dialog box has three tabs: 'Name', 'Address', and 'Map'. The 'Address' tab is selected, showing a search prompt: 'Enter a street address, city and state, or a street address and ZIP code. Click 'Go''. Below the prompt are input fields for 'street address', 'city', 'state' (a dropdown menu), and 'zip', followed by a 'GO' button. A note states: 'Note: address search will use 2008 address data, based on the contents of Your Selections.'



# The New American FactFinder

This screenshot shows the 'Select Geographies' dialog box with the 'Map' tab selected. The dialog box is divided into several sections. At the top, there are tabs for 'Name', 'Address', and 'Map', with 'Map' being the active tab. Below the tabs, there is a 'Select Geographies' dropdown menu and a 'State' dropdown menu. A red box highlights the 'State' dropdown. Below these, there is a section for 'from the map using one of the following selection tools:' with a red box highlighting a set of selection tools. A 'Legend' section is also visible, listing 'Boundaries' (State, '00 county) and 'Features' (Street, Stream/Waterbody). Under 'Your Selections', a yellow shaded area on the map is highlighted. The map itself shows a geographical area in Georgia, with various roads and boundaries. A scale bar at the top right indicates 20, 10, 0, and 20 Miles.



# The New American FactFinder

The screenshot displays the American FactFinder interface. At the top, it shows 'Search Results: 1-25 of 4,412'. Below this, there's a table with columns for ID, Title, Dataset, and About. The first row shows 'DP-1 General Demographic Characteristics' from the '2006 Population Estimates' dataset. A red box highlights a search input field with the text 'Enter a population group (race, ancestry, tribe, ...) or use the Population Group Filter Options below:' and a 'GO' button. To the left, a sidebar contains navigation options: 'Your Selections', 'Search within Results for...', 'Topics', 'Geographies (states, counties, places, ...)', 'Population Groups (race, ancestry, ...)', and 'Industry Codes (NAICS, ...)'. The 'Population Groups' section is expanded, showing 'Your Population Group Filters' and 'Population Group Filter Options' which include: Race and Ethnic Origin, Race Combination, Race Permutation, Hispanic or Latino, Ancestry, Region of Birth, and Tribe Type. On the right, a table titled 'Population Group Results: 1-25 of 1,683' is shown with columns for Code, Population Group Name, and Population Category. The first three rows are: 001 Total population (Basic Race Category, Race and Ethnic Group), 002 White alone (Basic Race Category, Race and Ethnic Group), and 586 White in combination with one or more other races (Race and Ethnic Group).



# The New American FactFinder

**The NEW American FactFinder is here!**

Learn more about the features and functions of the NEW American FactFinder.

- ▶ Download a brief **informational brochure**
- ▶ Take a **Virtual Tour**
- ▶ View tutorials of American FactFinder's features and functions:
  - ▶ **Quick Start**
  - ▶ **Topic Search**
  - ▶ **Search using Geographies, Population Groups and Industry Codes**
  - ▶ **Working with Search Results**
  - ▶ **Create a Map**
  - ▶ **Modify a Table**
  - ▶ **Accessing the 2010 Census Redistricting Data (P.L. 94-171) Summary File**



## Exercise

### Exercise 1:

Using Census 2000 data, find the median age of males in Dallas and Galveston Counties, TX who identified themselves as race “Black or African American alone”.

## Exercise Results

Hint:

AFF > Quick Start > Topic or table name = Type “median age” > Geography = Type “Dallas County, Texas” > Click “GO” > Topics > Year = 2000 > Geographies > Within state = Texas > Within county = Galveston > Check “Galveston County, TX” in Geography Results > Click Add > Close overlay window > Select P013B > View > Create Map > Click link for answer

The screenshot shows the Census 2000 data viewer interface. The title is "MEDIAN AGE BY SEX (BLACK OR AFRICAN AMERICAN ALONE) [1]". The subtitle is "Difference: Black or African American alone population". The table below shows the median age by sex for Dallas County, Texas and Galveston County, Texas.

|             | Dallas County, Texas | Galveston County, Texas |
|-------------|----------------------|-------------------------|
| Median age— |                      |                         |
| Both sexes  | 38.7                 | 32.9                    |
| Male        | 38.2                 | 30.1                    |
| Female      | 39.0                 | 34.6                    |

## The American FactFinder

Contact Information:  
Customer Services Center  
(301) 763-4636  
(800) 923-8282  
[ask.census.gov](http://ask.census.gov)

### Customer Services Center Hours:

Mon-Thu 8:30 AM to 5:30 PM  
Fri 8:30 AM to 4:30 PM



# American Community Survey

Gretchen Gooding  
American Community Survey Office  
U.S. Census Bureau



## Outline

- American Community Survey basics
- Accessing ACS data products
- Resources for learning more



## What is the ACS?

A large, continuous survey that:

- samples approximately 3.54 million resident addresses per year (about 290,000 per month)
- produces characteristics of population and housing (similar to Census 2000 long form)
- produces estimates for small areas and small population groups

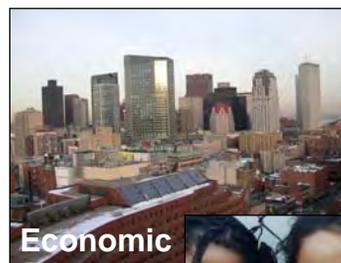
## 2010 Census and the ACS

| 2010 Census   | ACS                                 |
|---|-------------------------------------|
| • Population <u>count</u>                           | • Population <u>characteristics</u> |
| • Short form <u>only</u>                            | • Includes short form questions     |
| • Only long form is for U.S. territories, except PR | • Conducted in Puerto Rico          |
| • “Usual residence” rule                            | • “Current residence” rule          |
| • Point in time                                     | • Period of time                    |

## Operations



## American Community Survey Content



## Selected Census Geographic Concepts

### Legal/Administrative Areas

- Nation
- States
- Counties
- Incorporated Places
- Minor Civil Divisions
- Congressional Districts
- State Legislative Districts
- School Districts

### Statistical Areas

- Regions
- Divisions
- Census Designated Places
- Census County Divisions
- Public Use Microdata Areas (PUMA)
- Census Tracts
- Block Groups

## ACS Period Estimates

- Describe the average characteristics over a specific period of time
- Contrast with point-in-time estimates  
Describe characteristics as of a specific date, such as April 1, 2010
- Period is 1 year, 3 years, or 5 years data (combined for 12 months, 36 months, or 60 months)

## American Community Survey Data Products Release Schedule

| Population Size<br>of Area | Data Product                                  | Data released in: |               |               |               |
|----------------------------|---|-------------------|---------------|---------------|---------------|
|                            |   | 2008              | 2009          | 2010          | 2011          |
| 65,000+                    | 1-Year Estimates<br>for Data<br>Collected in: | 2007              | 2008          | 2009          | 2010          |
| 20,000+                    | 3-Year Estimates<br>for Data<br>Collected in: | 2005-<br>2007     | 2006-<br>2008 | 2007-<br>2009 | 2008-<br>2010 |
| All Areas*                 | 5-Year Estimates<br>for Data<br>Collected in: |                   |               | 2005-<br>2009 | 2006-<br>2010 |

\*Five-year estimates will be available for areas as small as census tracts and block groups.

## 2010 ACS Data Release (Tentative)

| Product          | Availability   |
|------------------|----------------|
| 1-Year estimates | September 2011 |
| 3-Year estimates | October 2011   |
| 5-Year estimates | December 2011  |

PUMS files will be released 1 month after estimates.

## New This Year

- Updated geographic boundaries and definitions for selected statistical geographies – consistent with 2010 Census
- Population controls used in weighting include results of 2010 Census
- Selected Population Tables and American Indian and Alaska Native Population Tables – scheduled for Spring 2012
- New topics for 2008-2010 ACS 3-year estimates
  - Health insurance coverage, marital history, service-connected disability status & ranking, disability

## How to Access ACS Data Products

The screenshot shows the U.S. Census Bureau website. The main content area features a large graphic for the 2010 Resident Population, which is 308,745,538. Below this, there are several sections: 'Learn more about your state' with links to Data Map, News, Animation, Director's Blog, and Video; 'People & Households' with links to American Community Survey, Estimates, Projections, Housing, Income, State Median Income, Poverty, Health Insurance, International, Genealogy, Census 2000, and More; 'Business & Industry' with links to Economic Census, Get Help with Your Firm, Economic Indicators, NAICS, Survey of Business Owners, Government, E-Stats, Foreign Trade, Export Codes, and Local Employment Dynamics; and 'Geography' with links to Maps, TIGER, Gazetteer, and More. There is also a 'Newsroom' section with links to Releases, Facts for Features, and Product Schedule. On the right side, there is a 'Data Finders' section with a 'Population Clocks' showing U.S. population at 310,923,058 and World population at 6,903,444,381. Below this is a 'Population Finder' tool and a 'Find An Area Profile with QuickFacts' tool. The bottom of the page features the U.S. Census Bureau logo and the website address www.census.gov.

## American FactFinder

**United States Census Bureau**

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## Selected Yearly Products

| 2009 ACS 1-Year  | 2007-2009 ACS 3-Year   | 2005-2009 ACS 5-Year  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Data Profile</li> <li>• Comparison Profile</li> <li>• Selected Population Profile</li> <li>• Ranking Tables</li> <li>• Subject Tables</li> <li>• Detailed Tables</li> <li>• Geographic Comparison Tables</li> <li>• Public Use Microdata Sample File</li> </ul> | <ul style="list-style-type: none"> <li>• Data Profile</li> <li>• Selected Population Profile</li> <li>• Subject Tables</li> <li>• Detailed Tables</li> <li>• Geographic Comparison Tables</li> <li>• Public Use Microdata Sample File</li> </ul> | <ul style="list-style-type: none"> <li>• Data Profile</li> <li>• Subject Tables</li> <li>• Detailed Tables</li> <li>• Geographic Comparison Tables</li> <li>• Public Use Microdata Sample File</li> </ul> |

## Where to Go to Learn More

The screenshot shows the U.S. Census Bureau's American Community Survey website. The header includes the U.S. Census Bureau logo and navigation links for People, Business, Geography, Newsroom, Subjects A to Z, and Search@Census. The main navigation menu includes Main, About the Survey, Guidance for Data Users, Data & Documentation, Methodology, and Library. The page content is organized into several columns: 'Latest Updates' with links to error reports and notices; 'Did You Receive a Survey?' with a photo of a person holding a survey form; 'New Data Every Year!' with information on yearly releases and data availability; 'Language Brochures' listing various languages; 'Alternative Commuting Modes' with a link to 'Alternative Commuting'; and a 'Data by Geography' section with a search box for city, town, county, or zip, and a dropdown for state selection. There is also a 'Data by Topic' section and a 'People' section with a link to 'Age and Sex'.

[www.census.gov/acs](http://www.census.gov/acs)

## American Community Survey Learning More

- ACS Main Page
- Guidance on Comparing ACS Data to Other Sources
- The ACS Compass Products
- ACS E-learning Tutorial
- Design and Methodology Report

## Contact Information

Visit the ACS/PRCS website:

[www.census.gov/acs](http://www.census.gov/acs)

Contact by telephone:

301-763-1405

Contact by email:

[acso.users.support@census.gov](mailto:acso.users.support@census.gov)