

# The American FactFinder — Access to Census Statistics

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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

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

Your Gateway to Census Statistics

The screenshot shows the homepage of the U.S. Census Bureau website. At the top, there is a navigation bar with links for 'People', 'Business', 'Geography', 'Data', and 'Newsroom', along with a search box. The main content area is divided into several sections:

- Business Patterns and Demographics:** A section with a map of the United States and a description of interactive statistics.
- U.S. Census Bureau Economic Indicators:** A table of key economic indicators with their values and trends.

Indicator	Value	Trend
New Residential Construction (December 2011 Report)	657,000	-4.1%
Trade Balance (November 2011 Report)	\$-47.8 B	10.4%
Business Inventories (November 2011 Report)	\$1,550.1 B	0.3%
Advance Monthly Retail Sales (December 2011 Report)	\$400.6 B	0.1%
- QuickFacts:** A section for quick access to facts about people, business, and geography.
- Census News:** A section for the latest news, including 'Census Bureau Announces Dates for Upcoming Population Estimates Releases' and 'Media Advisory -- Census Bureau Releases Findings on American Indian and Alaska Native Population During Forum at National Museum of the American Indian'.
- Stat of the Day:** A section for the day's statistic, 'Median monthly housing costs'.

At the bottom, there is a footer with the 'United States Census Bureau' logo and the text 'U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU'.

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

The screenshot shows the United States Census Bureau homepage. At the top, there are navigation tabs for 'People', 'Business', 'Geography', 'Data', and 'Newsroom'. The 'Data' tab is highlighted with a red circle, and the 'American FactFinder' link within it is also circled in red. Below the navigation, there are several content blocks: 'Census Bureau Blog', 'Random Sampling', 'Bureau Economic Indicators' (showing statistics like Initial Construction at 657,000 and Advance Monthly Retail Sales at \$400.6 B), 'QuickFacts', 'Census News' (with a sub-headline 'Census Bureau Announces Dates for Upcoming Population Estimates Releases'), and 'Stat of the Day' (Median monthly housing costs). The footer includes the United States Census Bureau logo and contact information for the U.S. Department of Commerce, Economics and Statistics Administration.

# The American FactFinder

The screenshot displays the American FactFinder search interface. A red box highlights the text: "Your source for population, housing, economic, and geographic information". The interface includes a search bar with a magnifying glass icon, navigation tabs for 'Home', 'Search', 'What We Provide', and 'Using FactFinder'. On the left, there are filters for 'Your Selections', 'Search using the options below:', 'Topics', 'Geographies', 'Race and Ethnic Groups', and 'Industry Codes'. The main search area has a 'Quick Start' section with a search input field and a 'GO' button. Below that is a 'News and Notes' section with a 'GET EMAIL UPDATES' button. On the right, there is a 'U.S. Population Clock' showing 312,897,580 as of 1506 UTC (EST+5) Jan 23, 2012. Below the clock are 'Reference Maps', 'Address Search', and 'Load Query' sections. The footer includes the United States Census Bureau logo and contact information for the U.S. Department of Commerce, Economics and Statistics Administration.

# The American FactFinder

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with links for "Feedback", "FAQs", "Glossary", and "Help". Below this is a secondary navigation bar with "MAIN", "SEARCH", "WHAT WE PROVIDE", and "USING FACTFINDER". The "SEARCH" link is highlighted with a red box. On the right side of the navigation bar, there are language options for "English" and "Español", with "English" highlighted by a red box. The main content area is titled "Your source for population, housing, economic, and geographic information". On the left, there are several search filters: "Your Selections", "Search using the options below:", "Topics", "Geographies", "Race and Ethnic Groups", "Industry Codes", and "Getting Detailed Data". The "Quick Start" section in the center has a search form with fields for "topic or table name" and "state, county or place (optional)", and a "GO" button. Below this is a "News and Notes" section with a "GET EMAIL UPDATES" button. On the right, there is a "U.S. Population Clock" showing "15:59 UTC (EST-5) Jan 23, 2012" and a population count of "312,897,591". Below the population clock are sections for "Reference Maps", "Address Search", and "Load Query". At the bottom left, there is the "United States Census Bureau" logo. At the bottom right, there is the "U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU" text.

# The American FactFinder

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with links for "Feedback", "FAQs", "Glossary", and "Help". Below this is a secondary navigation bar with "MAIN", "SEARCH", "WHAT WE PROVIDE", and "USING FACTFINDER". The "SEARCH" link is highlighted with a red box. On the right side of the navigation bar, there are language options for "English" and "Español", with "English" highlighted by a red box. The main content area is titled "Your source for population, housing, economic, and geographic information". On the left, there are several search filters: "Your Selections", "Search using the options below:", "Topics", "Geographies", "Race and Ethnic Groups", "Industry Codes", and "Getting Detailed Data". The "Quick Start" section in the center has a search form with fields for "topic or table name" and "state, county or place (optional)", and a "GO" button. Below this is a "News and Notes" section with a "GET EMAIL UPDATES" button. On the right, there is a "U.S. Population Clock" showing "7:00:07 UTC (EST-5) Jan 31, 2012" and a population count of "312,940,179". Below the population clock are sections for "Reference Maps", "Address Search", and "Load Query". A red box highlights a warning message: "American Factfinder works with Mozilla Firefox 3.6 and Microsoft Internet Explorer 7. Other browsers may not perform as expected." At the bottom left, there is the "United States Census Bureau" logo. At the bottom right, there is the "U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU" text.

# The American FactFinder

**AMERICAN FactFinder**

Feedback FAQs Glossary Help

English Español

**Your Selections**

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

**Quick Start**

Enter search term(s) and click 'GO'

topic or table name for state, county or place (optional)

GO

Or use the options on the left to begin your search

**U.S. Population Clock**

2002 UTC (EST-5) Jan 31, 2012

**312,940,179**

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**

Find Census data by entering a street address.

**Load Query**

Use Load Query to restore a previously saved query.

LOAD QUERY

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# The American FactFinder

**AMERICAN FactFinder**

Feedback FAQs Glossary Help

English Español

**Your Selections**

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

**Quick Start**

Enter search term(s) and click 'GO'

topic or table name for state, county or place (optional)

population for

GO

Or use the options on the left to begin your search

**U.S. Population Clock**

2002 UTC (EST-5) Jan 31, 2012

**312,940,179**

more population clocks

**Reference Maps**

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

United States GO

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# The American FactFinder

The screenshot shows the American FactFinder homepage. The search bar contains the text 'georgial' and a dropdown menu is open, listing various geographic areas in Georgia. A red box highlights the dropdown menu, and a red arrow points to the word 'Georgia' at the top of the list.

**U.S. Population Clock**  
 2012 UTC (EST-5) Jan 31, 2012  
**312,940,222**  
 more population clicks >

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

**Address Search**  
 Find Census data by entering a street address.  
 [GO]

**Load Query**  
 Use Load Query to restore a previously saved query.  
 [LOAD QUERY]

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# The American FactFinder

This screenshot shows a closer view of the search interface. The search bar contains 'geography (optional)' and 'Georgia'. A red arrow points to the word 'Georgia' in the search bar. A dropdown menu is open, listing various geographic areas in Georgia. A red box highlights the dropdown menu.

**Quick Start**  
 Enter search term(s) and click 'GO' ?  
 topic or table name for **geography (optional)**  
**Georgia** [GO]  
 topics  population groups

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

**News and Notes**  
**Feb 08, 2010**  
 The number of people who worked at home increased by nearly 2 million, from about 9.5 million in 1999 to about 11.3 million in 2005, according to new data released by the U.S. Census Bureau. Nearly half of these home workers had

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# The American FactFinder

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. A red circle highlights the 'SEARCH' button. Below the navigation bar, a search instruction reads: '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'. The 'Your Selections' section shows: 'People: Basic Count/Estimate: Population Total', 'Year: 2000', and 'State: Alabama, Florida, Georgia'. A 'clear all selections' link is visible at the bottom of this section. The 'Topics' section is expanded to show 'Housing'. On the right side, there is a 'Recommendations' section for the '2009 American Community Survey'. Below that, a 'Search Results' section shows '1-19 of 19' results. A table of results is displayed with columns for 'ID', 'Title', 'Dataset', and 'About'. The table contains several rows of demographic data for the year 2000.

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	?

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This is a close-up view of the 'Your Selections' section from the American FactFinder website. It displays the following selections: 'People: Basic Count/Estimate: Population Total', 'Year: 2000', and 'State: Alabama, Florida, Georgia'. At the bottom of this section, the text 'clear all selections' is circled in red, and a red arrow points to it from the right.

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# The American FactFinder

AMERICAN FactFinder

Feedback FAQs Glossary Help

English Español

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER

Your Selections

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

Search Results

Topics (age, income, year, dataset, ...)

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

Race and Ethnic Groups (race, ancestry, tribe)

Industry Codes (NAICS industry, ...)

Getting Detailed Data

The following data are available on American FactFinder:

- Decennial Censuses Taken every 10 years to collect information about the people and housing of the United States
- American Community Survey An ongoing survey that provides data about your community every year
- Puerto Rico Community Survey The equivalent of the American Community Survey for Puerto Rico
- Economic Censuses Profiles the U.S. economy every 5 years

American FactFinder works with Mozilla Firefox 3.6 and Microsoft Internet Explorer 7. Other browsers may not perform as expected.

Quick Start

Enter search term(s) and click 'GO'

topic or table name state, county or place (optional)

GO

topics  race/ancestry  industries

Or use the options on the left to begin your search

U.S. Population Clock

2010 UTC (EST-5) Jan 31, 2012

312,940,240

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

Find Census data by entering a street address

Load Query

Use Load Query to restore a previously saved query

LOAD QUERY

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# The American FactFinder

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Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections

'Your Selections' is empty

Search Results:

Selected: View Download Compare Clear All

Narrow your search: GO

Select Topics search for tables and other files in American FactFinder:

Select Topics to add to 'Your Selections'

- People
- Housing
- Business and Industry
- Year
- Product Type
- Program
- Dataset

Include archived products in your search

Selected: View Download Compare Clear All

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# The American FactFinder

The screenshot shows the American FactFinder homepage. The main heading reads "Your source for population, housing, economic, and geographic information". A red arrow points to the "Geographies" link in the left sidebar under "Search using the options below:". Other sidebar options include "Topics", "Race and Ethnic Groups", and "Industry Codes". The main content area features a search bar, a "Quick Start" section, and "News and Notes". On the right, there is a "U.S. Population Clock" showing 312,940,240 as of June 30, 2012, and "Reference Maps".

# The American FactFinder

This screenshot shows the "Select Geographies" dialog box. A red box highlights the "Geography Filter Options" list, which includes categories like Nation, Region, State, County, School District, Congressional District, State Legislative District, City or Town, Economic Place, Township/Census County Division, Census Tract, and Block Group. The dialog also shows a search bar, a "Your Geography Filters" section, and a table of "Geography Results" with columns for Geography Name, Geography Type, and About.

Geography Name	Geography Type	About
<input type="checkbox"/> United States	United States	<a href="#">?</a>
<input type="checkbox"/> All States within United States	State	
<input type="checkbox"/> Alabama	State	<a href="#">?</a>
<input type="checkbox"/> Alaska	State	<a href="#">?</a>
<input type="checkbox"/> Arizona	State	<a href="#">?</a>



# The American FactFinder

U.S. Census Bureau AMERICAN FactFinder

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER Feedback FAQs Glossary Help

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections  
\*Your Selections is empty

Search Results:  
Selected: View Download Compare Clear All

Narrow your search:  GO

Search using the options below:

- Topics (age, income, year, dataset, ...)
- Geographies (states, counties, places, ...)
- Race and Ethnic Groups (race, ancestry, hispanic, ...)
- Industry Codes (NAICS industry, ...)

Select Geographies for tables and other files in American FactFinder

List	Name	Address	Map
Select geographies to add to Your Selections			
Didn't find your geographic type? Try the Name, Address or Map geography search options instead.			
Select a geographic type			
... select a geographic type ...			
... select a geographic type ...			
United States			
State			
County			
County Subdivision			
Census Tract			
Place within State			
Estimate Universe Place			
Congressional District - 108th Congress			
Congressional District - 109th Congress			
Congressional District - 110th Congress			
Congressional District - 111th Congress			
5-Digit ZCTA			
5-Digit ZIP Code			
Economic Place			
AAJANA/RH/L			
Metro Statistical Area/Micro Statistical Area			
Metro Statistical Area/Micro Statistical Area - 2010			
CSA			
2010-2012			

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# The American FactFinder

U.S. Census Bureau AMERICAN FactFinder

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER Feedback FAQs Glossary Help

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections  
\*Your Selections is empty

Search Results:  
Selected: View Download Compare Clear All

Narrow your search:  GO

Search using the options below:

- Topics (age, income, year, dataset, ...)
- Geographies (states, counties, places, ...)
- Race and Ethnic Groups (race, ancestry, hispanic, ...)
- Industry Codes (NAICS industry, ...)

Select Geographies for tables and other files in American FactFinder

List	Name	Address	Map
Enter a street address, city and state, or a street address and ZIP code. Click 'Go'.			
Note: address search will use the latest available address data beginning with 2010 and working backwards, based on the contents of Your Selections.			
street address	city	state	zip
4600 silver hill road	suitland	Maryland	
GO			
Geographies containing 4600 Silver Hill Rd, SUITLAND, MD, 20748:			
Select geographies to add to Your Selections			
Geography Results:			
Geography Name	Geography Type		
PUMA 01107, Maryland	Public Use Microdata Area (PUMA)		
Maryland	State		
Prince George's County, Maryland	County		
District 8, Suitland, Prince George's County, Maryland	County Subdivision		
Block 1084, Block Group 1, Census Tract 0024 05, Prince George's County, Maryland	Block		
Census Tract 0024 05, Prince George's County, Maryland	Census Tract		

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# The American FactFinder

**Select Geographies**

Name | Address | **Map**

Select Geographies ?

Select State

from the map using one of the following selection tools:

Legend

**Boundaries**

- State
- '08 County

**Features**

- Street
- Stream/Waterbody

**Your Selections**

- Your Selections

Items in grey text are not visible at this zoom level

Modify the map using the options below:

**Boundaries and Features**

United States  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

# The American FactFinder

**Your Selections**

"Your Selections" is empty

**Search Results:**

Selected: View Download Compare Clear All

Search for: GO

**Select Race and Ethnic Groups**

Enter a race, ancestry, or tribe, or use the Race and Ethnic Group Filter Options below:

Enter a race or ethnic group (Asian, Black, Cherokee, ...)

GO

**Your Race and Ethnic Group Filters**

"Your Race and Ethnic Group Filters" is empty

**Race/Ethnic Group Filter Options**

- Population Group Type
  - Ancestry Group (101)
  - Basic Race Category (85)
  - Country of Birth (257)
  - Race and Ethnic Group (324)
  - Tribe/Tribal Grouping alone or in any combination (581)
  - Tribe/Tribal Grouping alone (568)

**Select population groups to add to Your Selections**

**Race and Ethnic Group Results: 1-25 of 1,037** per page: 25

Code	Population Group Name	Population Group Type
<input type="checkbox"/> 001	Total population	Basic Race Category, Race and Ethnic Group
<input type="checkbox"/> 002	White alone	Basic Race Category, Race and Ethnic Group
<input type="checkbox"/> 003	White alone or in combination with one or more other races	Race and Ethnic Group
<input type="checkbox"/> 004	Black or African American alone	Basic Race Category, Race and Ethnic Group
<input type="checkbox"/> 005	Black or African American alone or in combination with one or more other races	Race and Ethnic Group
<input type="checkbox"/> 006	American Indian and Alaska Native alone (300, A01-Z99)	Basic Race Category, Race and Ethnic Group
<input type="checkbox"/> 009	American Indian and Alaska Native alone or in combination with one or more other races (300, A01-Z99) & (100-299) or (300, A01-Z99) or (400-999)	Race and Ethnic Group
<input type="checkbox"/> 012	Asian alone (400-499)	Basic Race Category, Race and Ethnic Group
<input type="checkbox"/> 031	Asian alone or in combination with one or more other races (400-499) & (100-299) or (300, A01-Z99) or (400-999)	Race and Ethnic Group

United States  
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# The American FactFinder

**Select Industry Codes** for tables and other files in American FactFinder. CLOSE

Enter an industry, product, or commodity name or code, or use the Industry Code Filter Options below:  
 (Enter an industry, product, or commodity name or code) GO

**Your Industry Code Filters**  
 "Your Industry Codes Filters" is empty

**Industry Code Filter Options**

Code Type

Include in results:

- All codes
- Individual codes
- Groups of codes

**Select industry codes to add to Your Selections**  
 Industry Code Results: 1.75 of 33,717 per page: 25

Code	Description	Code Type	About
<input type="checkbox"/> ALL	All available codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L2	All available Sector codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L3	All available Subsector codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L4	All available Industry Group codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L5	All available Industry codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L6	All available US Industry codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> 00	Total for all sectors	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-11	All available codes within Sector 11: Agriculture, forestry, fishing and hunting	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L3-11	All available Subsector codes within Sector 11: Agriculture, forestry, fishing and hunting	NAICS/NAICS Based Industry	?

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# The American FactFinder

**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

Coming Soon

- Transpose Rows and Columns
- Bookmark, Download, and Save/Restore Query

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# Exercise

## Exercise 1:

Using Census 2010 statistics, find the median age of males in Dallas and Galveston Counties, TX who identified themselves as race “Black or African American alone”.



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# Exercise Results

Hint:

AFF > Quick Start > Topic or table name = Type “median age” > Geography = Type “Dallas County, Texas” > Click “GO” > Topics > Dataset = 2010 SF1 100% Data > Close Select Topics window > Geographies > Type in text box = Galveston County, TX > Click Go > Check “Galveston County, TX” in Geography Results > Click Add > Close Select Geographies window > Select P13B > View > Create Map > Click link for answer

P13B MEDIAN AGE BY SEX (BLACK OR AFRICAN AMERICAN ALONE)  
Universe: People who are Black or African American alone  
2010 Census Summary File 1

Table View | Map View

Actions: | Ability Table | | Bookmark | | Print | | Download | | Create a Map

NOTE: For information on confidentiality protection, nonsampling error, and deductions, see <http://www.census.gov/prod/2011/doc/r01.pdf>. | View Geography Notes

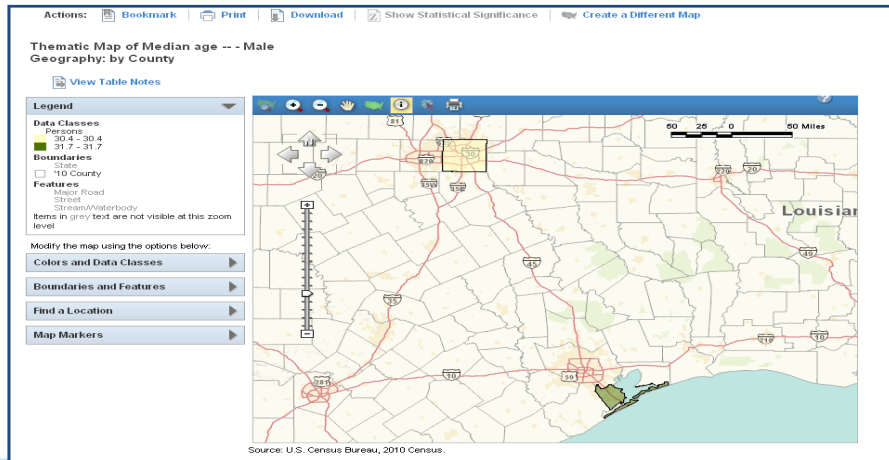
	Dallas County, Texas	Galveston County, Texas
Median age --		
Both sexes	32.5	34.2
Male	30.4	31.7
Female	34.1	36.5

Source: U.S. Census Bureau, 2010 Census.



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# Exercise Results



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# 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 8:00 AM to 5:00 PM  
Fri 8:00 AM to 4:30 PM



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# A Survey of Website Tools

*July 31, 2012*

Lisa Wolfisch  
Chief, Web and Social Media Branch  
Center for New Media & Promotions  
US Census Bureau



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The statistics tools we'll look at are . . .

- Ideal for novice statistics users
- Allow users to embed and share statistics
- Provide multiple means of access



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# Interactive Business & Demographics Map

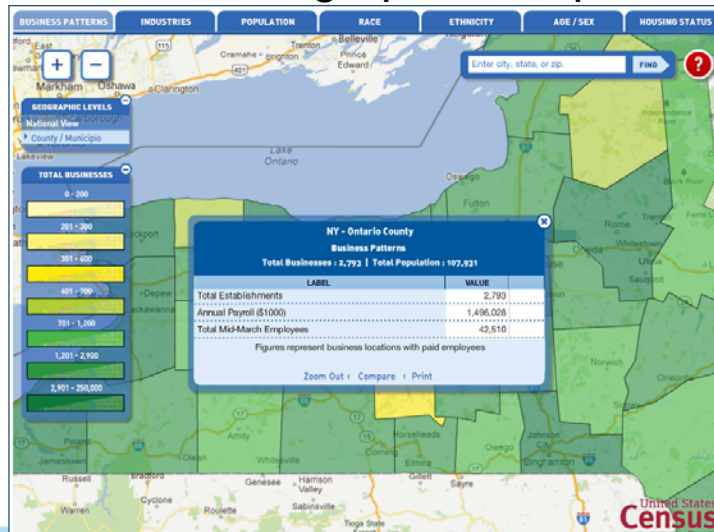
- Map interface to 2010 Census and County Business Patterns statistics down
- Browse map or enter a location
- Compare locations
- Embed statistics on your website

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



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# Interactive Business & Demographics Map



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## Interactive Population Map and Pop Finder

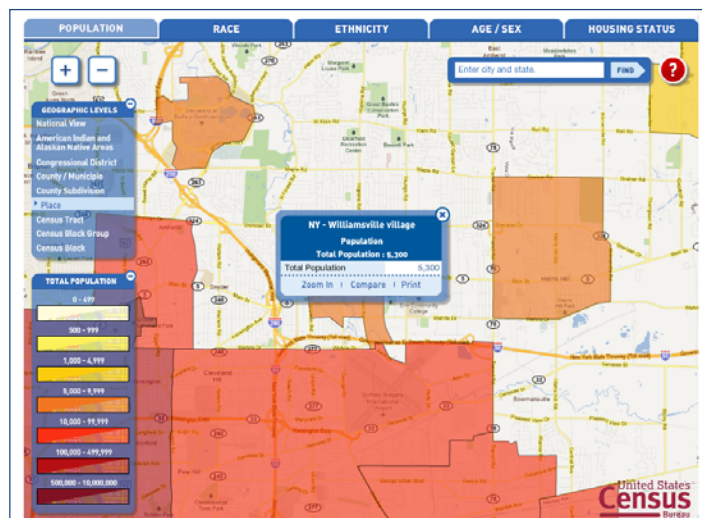
- 2010 Census statistics to the block level
- Alternate text-based interface
- Embed statistics on your website
- Compare geographies
- Printable profiles

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



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## Interactive Population Map



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## PopFinder (text version)

**2010 Census Interactive Population Search**

Map View: 2010 Census Interactive Population Map

Print | Share this page

CA - California

**Business Patterns**

Total Number of Establishments	857,831
Total Annual Payroll (\$1,000)	621,734,902
Total Mid-March Employees	12,833,709

**Industry: Establishments**

Agriculture, forestry, fishing and hunting	1,877
Mining, quarrying, and oil and gas extraction	833
Utilities	1,095
Construction	71,028
Manufacturing	40,557
Wholesale trade	59,169
Retail trade	107,371
Transportation and warehousing	21,178
Information	20,418
Finance and insurance	50,762
Real estate and rental and leasing	46,498
Professional, scientific, and technical services	111,847

**Population by Sex/Age**

Male	18,517,830
Female	18,736,126
Under 18	9,295,040
18 & over	27,958,916
20 - 24	2,765,949
25 - 34	5,317,877
35 - 49	7,872,529
50 - 64	6,589,045
65 & over	4,245,514

**Population by Ethnicity**

Hispanic or Latino	14,013,719
Non Hispanic or Latino	23,240,237

**Population by Race**

White	21,453,934
African American	2,299,072
Asian	4,861,007
American Indian and Alaska Native	362,801
Native Hawaiian and Pacific Islander	144,386
Other	6,317,372
Unspecified	1,815,384

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## State & County QuickFacts

- Profile tables with statistics from multiple Census Bureau programs
- Browse states, counties, and places
- Places with populations over 5,000
- Provides access to more statistics for further exploration
- Download, print and share profiles

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

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# QuickFacts Profile

**Missouri**

Further information Want more? [Browse data sets for Missouri](#)

People QuickFacts	Missouri	USA
Population, 2011 estimate	6,010,688	311,591,917
Population, 2010 (April 1) estimates base	5,988,927	308,745,538
Population, percent change, April 1, 2010 to July 1, 2011	0.4%	0.9%
Population, 2010	5,988,927	308,745,538
Persons under 5 years, percent, 2011	6.4%	6.5%
Persons under 18 years, percent, 2011	23.5%	23.7%
Persons 65 years and over, percent, 2011	14.2%	13.3%
Female persons, percent, 2011	51.0%	50.0%
-----		
White persons, percent, 2011 (a)	84.0%	78.1%
Black persons, percent, 2011 (a)	11.7%	13.1%
American Indian and Alaska Native persons, percent, 2011 (a)	0.5%	1.2%
Asian persons, percent, 2011 (a)	1.7%	5.0%
Native Hawaiian and Other Pacific Islander persons, percent, 2011 (a)	0.1%	0.2%
Persons reporting two or more races, percent, 2011	1.9%	2.3%
Persons of Hispanic or Latino Origin, percent, 2011 (b)	3.7%	16.7%
White persons not Hispanic, percent, 2011	80.8%	63.4%
-----		
Living in same house 1 year & over, 2006-2010	83.2%	84.2%
Foreign born persons, percent, 2006-2010	3.7%	12.7%
Language other than English spoken at home, pct age 5+ 2006-2010	5.9%	20.1%
High school graduates, percent of persons age 25+, 2006-2010	86.2%	85.0%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	25.0%	27.3%
Veterans, 2006-2010	511,253	22,652,496
Mean travel time to work (minutes), workers age 16+, 2006-2010	23.2	25.2
-----		
Housing units, 2010	2,712,729	131,704,730
Homeownership rate, 2006-2010	70.0%	66.6%



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# Contact Information

Customer Services Center

(301) 763-4636

(800) 923-8282

ask.census.gov

Customer Services Center Hours:

Mon-Thu 8:00 AM to 5:00 PM

Fri 8:00 AM to 4:30 PM



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# Overview of the Economic Census and Economic Programs

**Interagency Depository Seminar**  
**July 31, 2012**  
**US Government Printing Office**

Andy Hait & Lindsay Peters-Dawson  
Economic Planning & Coordination Division  
U.S. Census Bureau

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## 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 and other information?

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## 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 (e.g. *County Business Patterns*)
- Quarterly (e.g. *Quarterly Financial Report*)
- Monthly (e.g. *Economic Indicators*)



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## What Statistics 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)



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## What Statistics 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>

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## What Statistics 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 statistics
  - State, metro, county, and ZIP Code-level statistics for selected programs
- 2- thru 4-digit NAICS for most; 2- thru 6-digit for selected

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## What Statistics 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



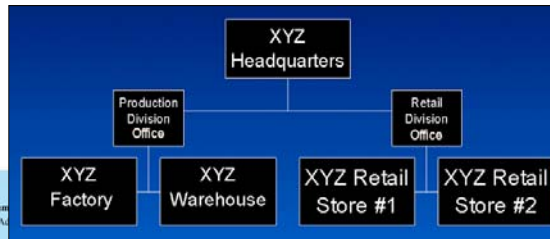
## *Establishments vs. Companies*

- *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

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

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

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



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## Why Does Census Produce These Statistics? *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
- Most annual and other programs are voluntary or are published from data from administrative sources

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10

## Legal Mandate (cont.)

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

- Prohibits the Census Bureau from releasing any statistics 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 statistics?

### Statistics Users!

#### Public Sector Uses

- Benchmark for other statistics and surveys
- Attract new businesses & assist business development
- Track economic change

#### Private Sector Uses

- Study your industry
- Better understand business markets
- Evaluate investments





## How Does Census Produce These Statistics?

### For the 2012 Economic Census

- Starting in Oct. 2012, 4.3 million establishments will be 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; online for small single-establishment businesses
- Non-response and non-mailed cases imputed using administrative data (IRS)
- For 2007: 93% response rate for largest companies, 86% overall

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13

## How Does Census Produce These Statistics?

### For the Economic Surveys and Other Programs

- Statistical random sample used for most programs
- Administrative data used for *County Business Patterns* and *Nonemployer 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)

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14

# Where Can Data Users Find the Statistics?

The screenshot shows the U.S. Census Bureau homepage. The navigation menu at the top includes 'People', 'Business', 'Geography', 'Data', 'Research', and 'Newsroom'. The 'Business' and 'Data' items are highlighted with red boxes. A red box also highlights the 'U.S. Census Bureau Economic Indicators' section, which lists various statistics such as New Residential Sales (369,000), New Residential Construction (708,000), QFR - Retail Trade (2.8¢), and Business Inventories (\$1,575.1 B).

# Where Can Data Users Find the Statistics?

## *Economic Indicators*

- Accessed by clicking on *Economic Indicators* dashboard
- Data released in Press Releases, MS Excel spreadsheets, and in new Database adjusted system
- Release calendar available on menu bar at top of page

The screenshot shows the 'Economic Indicators' dashboard. It features a search bar for indicators, a 'GET EMAIL UPDATES' button, and a table for 'New Residential Sales'. The table shows current and previous data, including the percentage change and the next release date.

Indicator	Current	Previous
New Residential Sales	369,000	343,000
% change	+7.6%	-1.2%
Release Date	June 25, 2012	April 2012

# Where Can Data Users Find the Statistics?

## All Economic Programs

- Accessed by clicking on **Business** link off Census.gov
- Includes program links; selected data in HTML & other formats

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Home | About Us | Business A to Z | Flickr | Help

People | Business | Geography | Data | Research | Newsroom

Business & Industry

Are You in a Survey?  
• Is this form legitimate?  
• Get help with your form

Economic data for states

Industry Search:

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

Programs with data for states	Latest data	
<a href="#">Economic Census</a>	2007	Sales, employment, payroll for establishments
<a href="#">Survey of Business Owners</a>	2007	Sales, employment, payroll for firms by sex and ethnicity of owner
<a href="#">Statistics of U.S. Businesses</a>	2009	Employment and payroll for firms by employment size
<a href="#">County Business Patterns</a>	2009	Employment and payroll for establishments, employment size
<a href="#">Nonemployer Statistics</a>	2009	Receipts for establishments with no paid employees
<a href="#">Business Dynamics Statistics</a>	2010	Age of enterprise, births and deaths for firms by employment size
<a href="#">Local Employment Dynamics</a>	2011	Quarterly employment, job creation, earnings by age, sex & sector
<a href="#">Annual Survey of Manufacturers</a>	2010	Value of shipments, employment, payroll for manufacturers
<a href="#">Commodity Flow Survey</a>	2007	Movement of shipments from selected industries
<a href="#">Building Permits</a>	2012	Number of housing units authorized by building permits by size
<a href="#">Governments</a>	2010	Federal, state, and local governments and governmental activities
<a href="#">Foreign Trade, State Exports</a>	2011	Goods exported by state of origin

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

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# Where Can Data Users Find the Statistics?

## Economic Census & Select Surveys

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AMERICAN FactFinder

Feedback FAQs Glossary Help

English | Español

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

Quick Start

Enter search term(s) and click 'GO'

topic or table name  state, county or place (optional)

GO

topic  race/ethnicity  industries

Or use the options on the left to begin your search

Address Search

Find Census data by entering a street address.

View the American FactFinder Data Release Schedule

Download large volume data from the Census Bureau's FTP Site

Reference Maps

Reference Maps show selected geographic boundaries for an area along with existing features, such as roads.

United States

News and Notes

May 24, 2012

The 2006-2010 American Community Survey (ACS) Selected Population Tables (SPT) are now available for the U.S., states, the District of Columbia, Puerto Rico and many smaller geographic areas, including census tracts. This dataset provides detailed data on social, economic, demographic and housing for up to 362 race, Hispanic, tribal, and ancestry groups. Availability of SPT tables for a population group is limited to population groups with at least 50 unweighted sample cases in a particular geographic area. This dataset provides many estimates that were previously available in the Census 2000 Summary File 4 (SF4). [more >](#)

United States

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## Where Can Data Users Find Other Information on the *Economic Census*?

The screenshot shows the homepage of the Economic Census website. At the top, there is a navigation bar with links for People, Business, Geography, Data, Research, and Newsroom. Below this is a search bar. The main content area is divided into several sections: 'New for 2012' with links to 'Preview Forms', 'FAQs', and 'Información en español'; 'What Businesses Need to Know' with a 'GET INFO' button; 'Let's Get the Word Out' with a 'PROMOTIONAL TOOLS' button; 'The Census Bureau Measures America' with a 'LEARN MORE' button; and 'GET EMAIL UPDATES'. The central section features a headline: 'The data you provide improves our statistics. The information we provide benefits your business.' with a 'Learn More' link. Below this are three sub-sections: 'What is the Economic Census?', 'Why is it important to respond?', and 'How can I use Census Bureau economic statistics?'. There are also sections for 'Industry and Local Business Snapshots' with a bar chart, 'Video Testimonials' with a video player, and 'Key Dates' listing 'Oct - Dec 2012 Forms mailed out', 'February 12, 2013 2012 forms due', and 'December 2013 First statistics available'. A 'Full Schedule' link is also present. At the bottom right, there is a section titled 'YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY' with a grid of photos of people and the text '2012 Economic Census'.

## Contact Information

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# Overview of the Economic Census and Economic Programs

## Presentation Exercises and Handouts

**Interagency Depository Seminar**  
**July 31, 2012**  
**US Government Printing Office**

Andy Hait & Lindsay Peters-Dawson  
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U.S. Census Bureau



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## Presentation Handouts and Exercises

- Exercises
  1. NAICS Search and What's Available (Business & Industry page)
  2. 2010 County Business Patterns (AFF)
  3. 2007 Economic Census (AFF)
  4. Current Economic Indicators (Monthly Retail Trade page)
- Handouts
  - NAICS Sectors
  - Economic Census NAICS Exclusions
  - Economic Census Geographies by NAICS Sector



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## Exercises

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**Sample Scenario:** An entrepreneur has contacted you about his interest in opening a fast-food restaurant. He is looking for information from the Census Bureau. What can you provide him that will help him better understand this industry, develop his business plan, and identify a good place to locate the business?

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## Exercise 1

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What programs at the Census Bureau provide data on *fast food restaurants* that he might be able to use?

(Hint – Use the *Industry Statistics Sampler (ISS)*, which can be accessed off the *Business and Industry* page)

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## Exercise 1 Steps & Answer

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- Go to the [Business & Industry](#) page by clicking on the word “[Business](#)” at the top of Census.gov, type in “[restaurants](#)” in the [Industry Search](#) box, and click [Go](#)
- Click on [722211 \(Limited Service Restaurants\)](#) in the results table

Data on this industry are available in the *Annual Retail Trade* survey, in *County Business Patterns*, in the *Statistics of US Business*, in the *Economic Census*, and in the *Survey of Business Owners*.

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## Exercise 2

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He is thinking about opening his new fast-food restaurant in Middlesex County, NJ. How many fast-food restaurants were there in 2010 and how does this compare to the other counties in the state? Is this a good county to put his restaurant in?

(Hint – Use the data from the *County Business Patterns (CBP)* program, available on the CBP web site) (Will be available in *American FactFinder* on 7/17)

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## Exercise 2 Steps

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- Click on the *County Business Patterns* shortcut under the *Guide to All Data Sources* tab on the *ISS*. This will bring you to the CBP web site.
- To select the counties:
  - Select *New Jersey* from the *Select a state* list and click *Go!*
  - Select *Middlesex, NJ* from the *Arenaname* list and click *Go!*
- To select the industry:
  - Click the *Detail* button next to NAICS 72 and scroll down to view the data for NAICS 722211.
- To compare Middlesex County to other counties in NJ
  - Click the *Compare* button next to 722211

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2010 County Business Patterns

722211 Limited-service restaurants

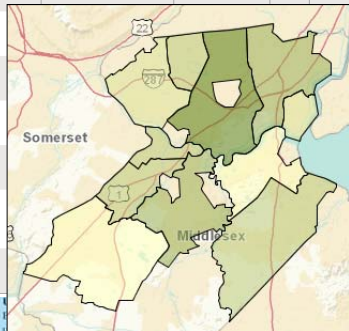


Area Name	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)	Total Establishments	Annual payroll per employee	2010 Population Estimate	Population per establishment	Number of employees									
								1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more	
<b>New Jersey</b>	<b>58,057</b>	<b>183,439</b>	<b>816,959</b>	<b>6,486</b>	<b>\$14,072</b>	<b>8,801,624</b>	<b>1,357</b>	<b>3,743</b>	<b>1,011</b>	<b>768</b>	<b>839</b>	<b>114</b>	<b>10</b>	<b>1</b>	<b>0</b>	<b>0</b>	
Bergen, NJ	5,770	20,160	88,192	768	\$15,285	906,541	1,180	466	113	96	86	7	0	0	0	0	
Middlesex, NJ	4,919	15,804	70,285	620	\$14,288	810,986	1,308	381	96	60	75	8	0	0	0	0	
Essex, NJ	4,708	15,613	67,031	508	\$14,238	784,228	1,544	310	79	43	59	16	1	0	0	0	
Monmouth, NJ	4,843	15,285	71,624	502	\$14,789	630,966	1,257	276	80	75	59	9	3	0	0	0	
Hudson, NJ	3,230	11,439	49,772	474	\$15,409	635,294	1,340	310	72	42	45	5	0	0	0	0	
Ocean, NJ	3,530	10,567	50,991	420	\$14,445	577,603	1,375	243	67	45	58	6	1	0	0	0	
Morris, NJ	3,690	12,047	51,943	384	\$14,077	492,694	1,283	197	65	57	61	4	0	0	0	0	
Camden, NJ	3,977	11,784	50,158	377	\$12,612	513,607	1,362	201	52	50	63	10	1	0	0	0	
Passaic, NJ	2,784	9,291	40,520	332	\$14,555	501,860	1,512	208	42	37	39	6	0	0	0	0	
Union, NJ	3,183	10,071	43,384	315	\$13,630	537,661	1,707	184	41	33	55	1	0	1	0	0	
Burlington, NJ	3,723	10,772	45,527	312	\$12,229	449,149	1,440	135	60	53	54	10	0	0	0	0	
Mercer, NJ	2,546	8,053	34,674	266	\$13,619	366,789	1,379	158	40	27	34	5	2	0	0	0	
Somerset, NJ	2,201	7,411	32,089	250	\$14,579	324,194	1,297	139	36	36	39	0	0	0	0	0	
Cape May, NJ	680	1,894	16,395	192	\$24,110	97,253	507	147	24	12	8	1	0	0	0	0	
Atlantic, NJ	2,010	5,825	26,818	189	\$13,342	274,685	1,453	93	35	25	33	2	1	0	0	0	
Gloucester, NJ	2,357	6,617	28,852	176	\$12,241	288,581	1,640	78	27	33	26	12	0	0	0	0	
Cumberland, NJ	1,207	3,116	14,319	105	\$11,863	157,149	1,497	55	20	12	11	7	0	0	0	0	
Hunterdon, NJ	626	1,954	8,433	91	\$13,471	128,373	1,411	56	19	9	5	2	0	0	0	0	
Sussex, NJ	732	2,034	8,846	85	\$12,085	149,239	1,756	43	21	9	11	1	0	0	0	0	
Warren, NJ	794	2,214	9,693	82	\$12,208	108,714	1,326	46	13	8	15	0	0	0	0	0	
Salem, NJ	547	1,488	7,413	38	\$13,552	66,058	1,738	17	9	6	3	2	1	0	0	0	

## Exercise 2 – Extra Credit!

Which township or borough (Economic Place) within Middlesex County reported the highest sales of limited-service eating places in 2007 and how do the other places in the county compare?

(Hint – Use the Economic Place data from the *Economic Census*, available in *American FactFinder*)

Geographic area name	2007 North American Industry Classification System (NAICS) code	Meaning of 2007 North American Industry Classification System (NAICS) code	Meaning of Type of operation or tax status code code	Year code	Number of employer establishments	Employer 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
New Jersey	7222	Limited-service eating places	Total	2007	8,826	4,362,403	1,019,726	78,578
Edison township, New Jersey	7222	Limited-service eating places	Total	2007	125	70,789	15,825	1,108
Woodbridge township, New Jersey	7222	Limited-service eating places	Total	2007	103	52,443	12,562	940
East Brunswick township, New Jersey	7222	Limited-service eating places	Total	2007	52	39,059	8,732	615
New Brunswick city, New Jersey	7222	Limited-service eating places	Total	2007	75	26,842	6,563	530
North Brunswick township, New Jersey	7222	Limited-service eating places	Total	2007	52	25,315	5,746	427
Old Bridge township, New Jersey	7222				45	22,710	4,400	381
South Plainfield borough, New Jersey	7222				41	22,105	5,168	399
Perth Amboy city, New Jersey	7222				45	18,441	3,914	308
Piscataway township, New Jersey	7222				26	18,146	4,310	357
South Brunswick township, New Jersey	7222				28	14,952	3,036	251
Sayreville borough, New Jersey	7222				33	13,878	4,216	301

## Exercise 3

He is considering offering drive-thru service in his restaurant. How common is this in NJ fast-food restaurants, and what percentage of his food sales should he expect might come from drive-thru service?

(Hint – Use the *Product Lines* data from *Economic Census* for the *Accommodation and Foodservices* sector, available in AFF)

## Exercise 3 Steps & Answer

- Return to the [ISS](#) and click on the [AFF](#) link next to [Economic Census](#)
- Click on the link to the [Product Lines](#) table
- To view the data for New Jersey
  - Click the [Back to Search](#) button
  - Click the [Geographies](#) search option, then [State](#) from the [Geographic Type](#) list, then [New Jersey](#) from the list and then the [Add To Your Selections](#) button.
- Select the [Product Lines](#) file (EC0744SLLS1) from the list.

Of the 6,659 limited-service restaurants in NJ, 1,229 offered *Meals, snacks, and other food items dispensed via drive-through service*, accounting for **\$685.3 Million (21.2%)** of the total **\$3.2 Billion** in this industry.

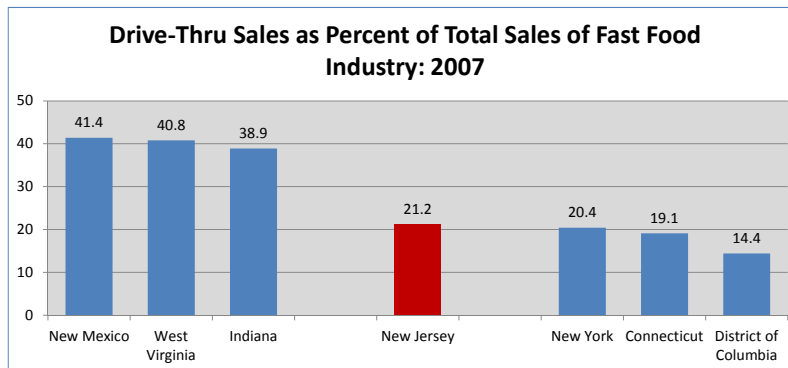
United States  
**Census**  
Bureau

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13

## Exercise 3 – Extra Credit!

How does New Jersey compare to other states in terms of the drive-thru sales for fast-food restaurants?



(Ranked 26<sup>th</sup>)

United States  
**Census**  
Bureau

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14

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## Exercise 4

---

What were the total sales of *Limited-Service Eating Places* (NAICS 7222) through the latest month and how does this compare to the prior period?

(Hint – Use the *Monthly Retail Trade* Economic Indicator Report)

---

## Exercise 4 Steps & Answer

---

- Go to the Economic Indicators page by clicking on the *Economic Indicators* banner in the top right corner of census.gov
- Select the “*Advance Monthly Sales for Retail and Food Services*” survey from the list by clicking on the survey title
- Click the “*Excel (1992-present)*” link to the right of the “Retail and Food Service Sales” bullet under *Monthly Retail Trade Report*.
- Scroll down to NAICS 7222 under “NOT ADJUSTED”

When this handout was created, the latest data was for April 2012. The preliminary monthly value for April was **\$18,611** (in \$ Millions), down slightly from the \$19,406 reported in March. The cumulative year-to-date value was **\$72,405**. This is **up \$3,926 (5.7%)** from the \$68,479 published for the same period in 2011.

---

## Additional Exercises to Do Later

---

What other types of data does the Census Bureau offer that he might find useful? Maybe something about the types of food sold in fast-food restaurants in New Jersey?

(Hint – Use the data from the *Miscellaneous Subjects* files from the *Economic Census* for the *Accommodation and Foodservices* sector, available in AFF)

---

## Additional Exercise Steps

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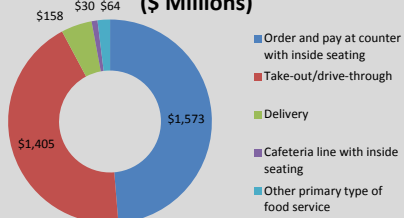
- Click on the [American FactFinder](#) link under the Data tab on census.gov
- Expand the [Topics](#) menu, then the “+” next to [Program](#), and select “[Economic Census](#)” from the list. [Economic Census](#) will be added to the [Your Selections](#) box. Close the menu.
- To select the industry:
  - Expand the [Industry Codes](#) menu, expand the [Industry Sector](#) menu and select [72, Accommodation & Food Svcs](#), and finally select [722211](#) from the [Industry Code Results](#) list.
  - Click [Add](#) to put this code in the [Your Selections](#) box. Close the menu.

## Additional Exercise Steps (cont)

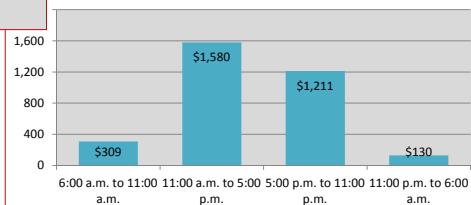
- To select the Geography:
  - Expand the **Geographies** menu, select **New Jersey** from the **Geographic Results** list, and click **Add** to put this item in the **Your Selections** box. Close the menu.
- Select the appropriate table from the **Search Results** list

## Additional Exercise Results

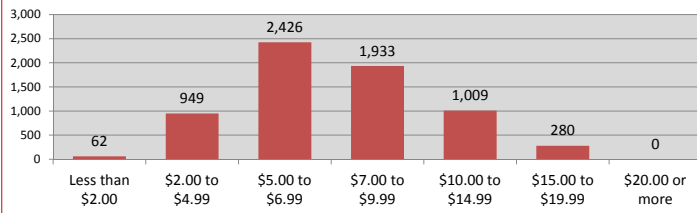
**Fast-Food Restaurant Sales in NJ by Type of Food Service: 2007**  
(\$ Millions)



**Fast-Food Restaurant Sales in NJ by Day Part: 2007 (\$ Millions)**



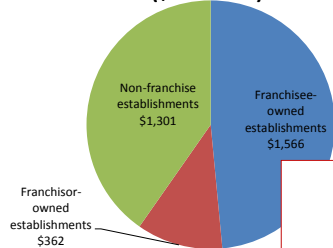
**Number of Fast-Food Restaurants in NJ by Average Cost per Meal: 2007**



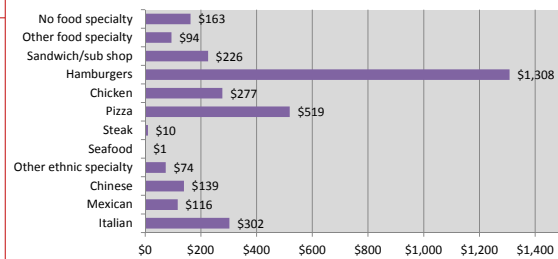
**Fast-Food Restaurant Sales in NJ by Average Cost per Meal: 2007 (\$ Millions)**



**Fast-Food Restaurant Sales in NJ by Franchise Status: 2007 (\$ Millions)**



**Fast-Food Restaurant Sales in NJ by Principal Menu Type: 2007 (\$ Millions)**



# Handouts

## NAICS Sectors

- |       |  |    |   |
|-------|--|----|---|
| 11    | <i>Agriculture, Forestry, Fishing, and Hunting</i> | 54 | <i>Professional, Scientific and Technical Services</i>                          |
| 21    | <i>Mining</i>                                      | 55 | <i>Management of Companies and Enterprises</i>                                  |
| 22    | <i>Utilities</i>                                   | 56 | <i>Administrative and Support and Waste Management and Remediation Services</i> |
| 23    | <i>Construction</i>                                | 61 | <i>Educational Services</i>   |
| 31-33 | <i>Manufacturing</i>                               | 62 | <i>Health Care and Social Assistance</i>  |
| 42    | <i>Wholesale Trade</i>                             | 71 | <i>Arts, Entertainment and Recreation</i>                                       |
| 44-45 | <i>Retail Trade</i>                                | 72 | <i>Accommodation and Food Services</i>  |
| 48-49 | <i>Transportation and Warehousing</i>              | 81 | <i>Other Services (except Public Administration)</i>                            |
| 51    | <i>Information</i>                                 | 92 | <i>Public Administration</i>  |
| 52    | <i>Finance and Insurance</i>                       |    |   |
| 53    | <i>Real Estate and Rental and Leasing</i>          |    |   |

Not covered by Econ Census; Partial coverage in Econ Census



## What's NOT Covered in the Economic Census?

### Whole Industries Excluded:

- 11: Agriculture, forestry...
- 482: Rail transportation
- 525: Funds, trusts
- 6111-6113: Schools & colleges
- 8131: Religious organizations
- 81393: Labor Unions
- 81394: Political organizations
- 814: Private Households
- 92: Public administration

### Partial Exclusions:

- Public utilities
- Post exchanges
- Gov't-owned buses, subways
- Gov't-owned ambulance services
- Gov't-owned hospitals **ARE** covered

*[Note: Most of these industries ARE covered in other federal statistics programs.]*



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## Econ Census Geographic Coverage

Sector	States	MA's	Counties	Places	ZIP Codes
21: Mining	X				
22: Utilities	X	X			
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X			
51: Information	X	X	X	X	
52: Finance and Insurance	X	X			
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprise	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

# US Census Bureau Geographic Entities and Concepts

Geography Division



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## 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



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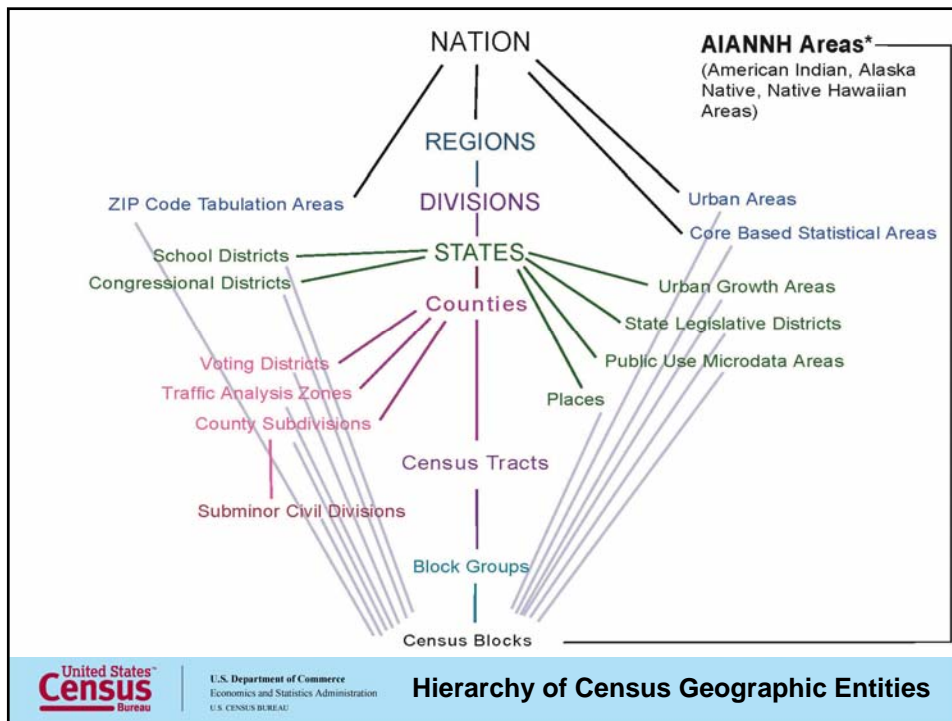
# Geographic Entities

## Legal/Administrative

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

## Statistical

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



## Small Geographic Areas

### 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

### Block Groups

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



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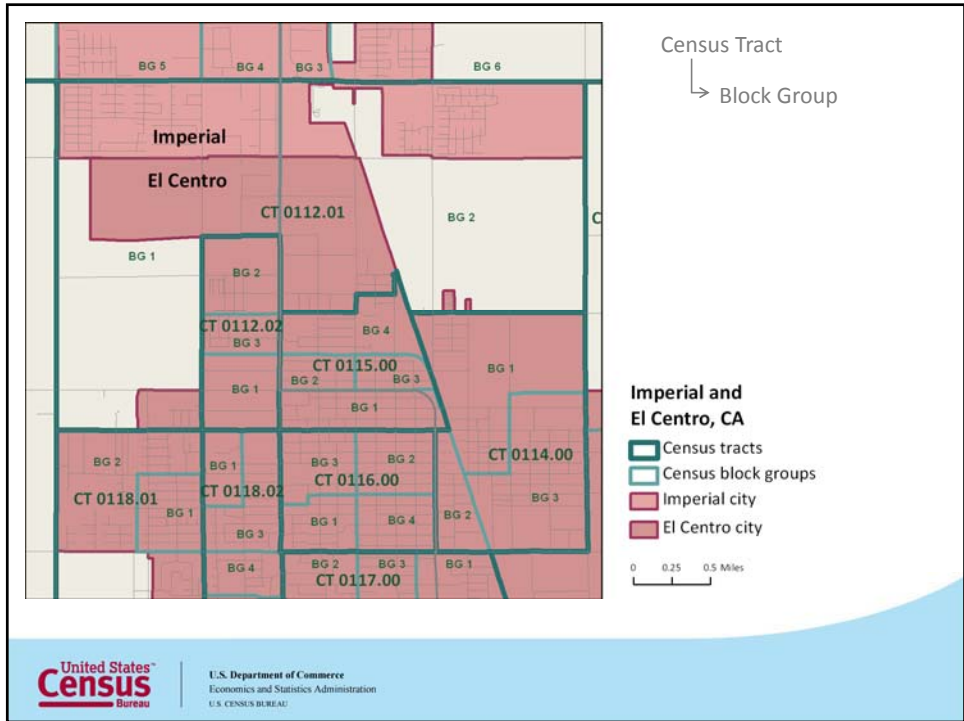
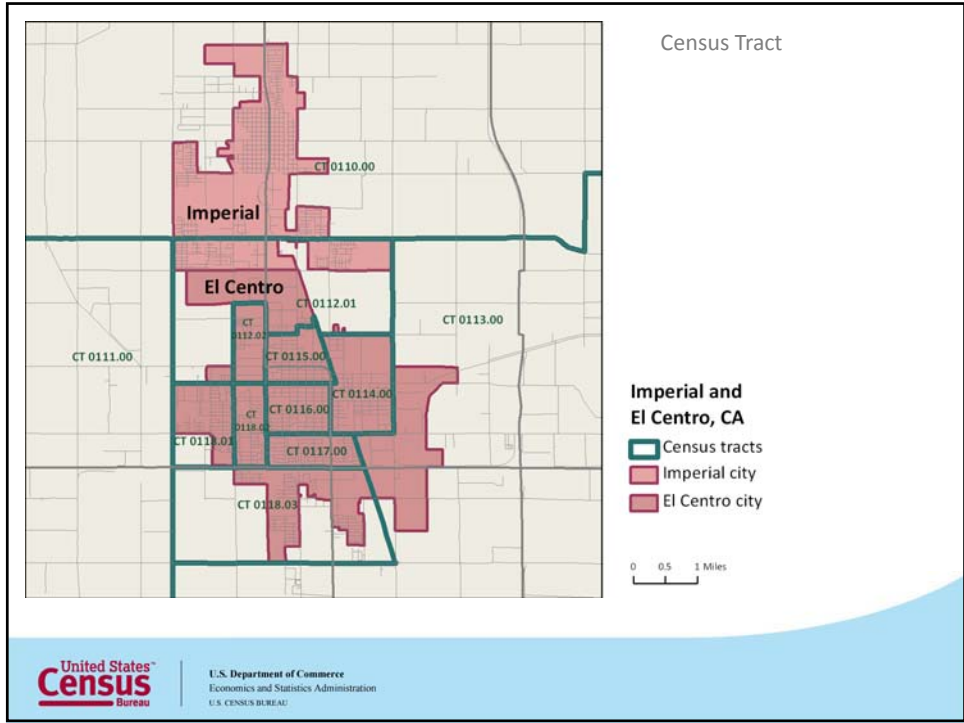
## Small Geographic Areas

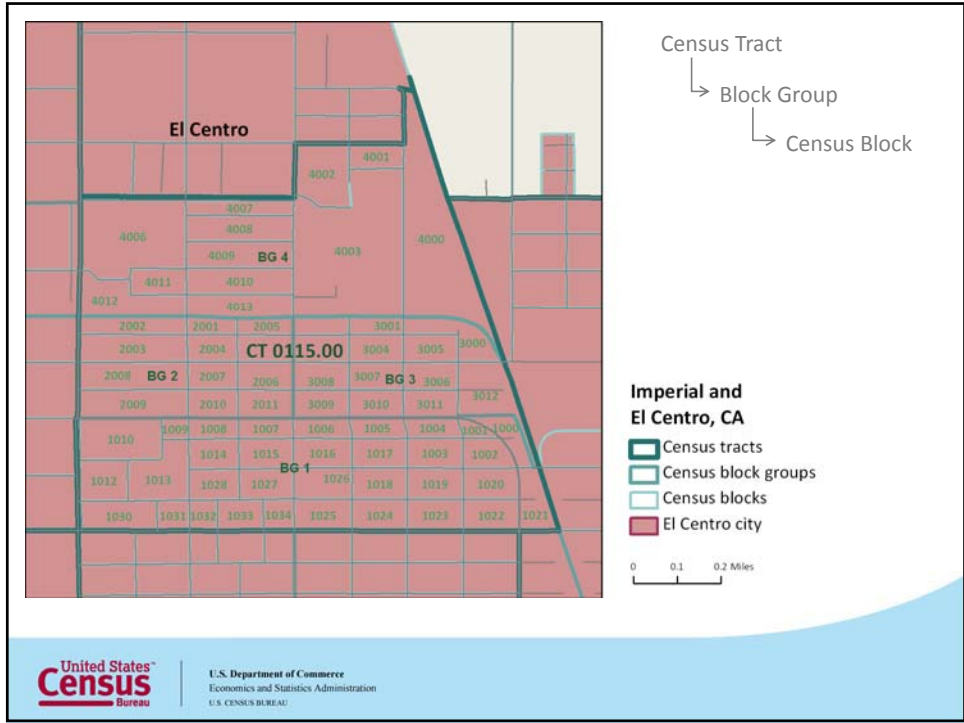
### Census Tracts

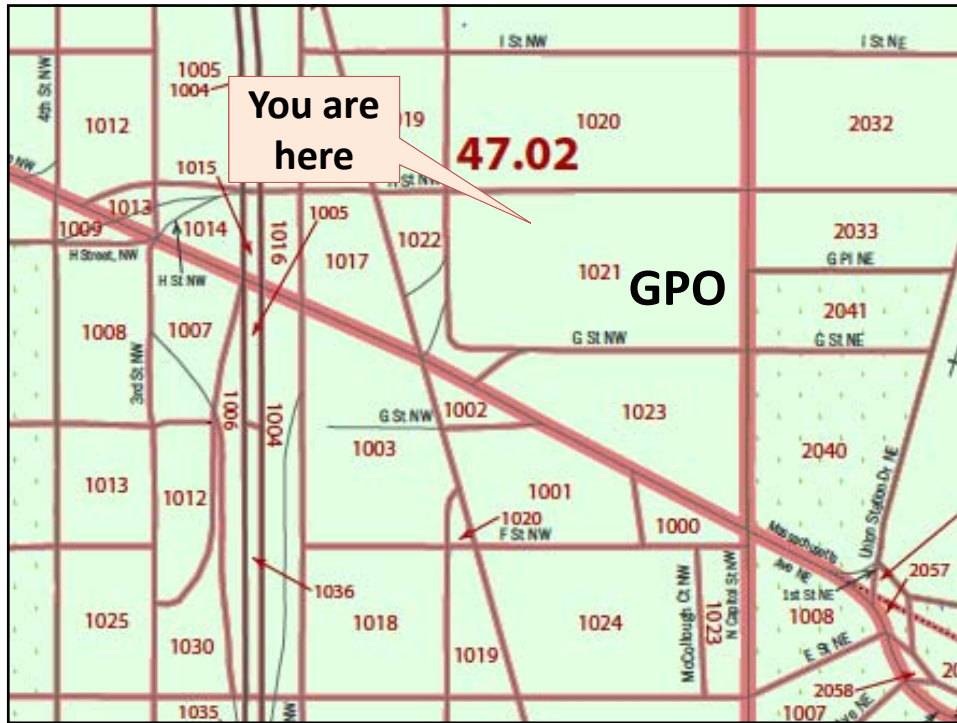
- Small, relatively permanent, consistent statistical subdivisions of a county
- Size: optimally 4,000 people; range between 1,200 and 8,000
- About 65,000 census tracts Census 2000; a little over 74,000 for Census 2010
- Defined nationwide for the first time in Census 2000



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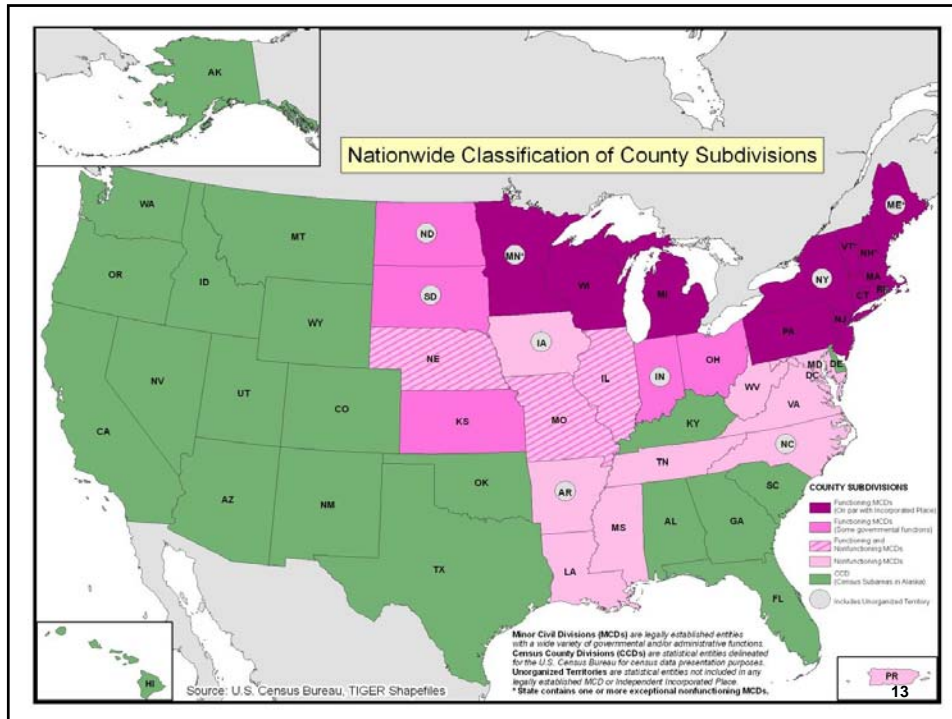
## County Subdivisions

### 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

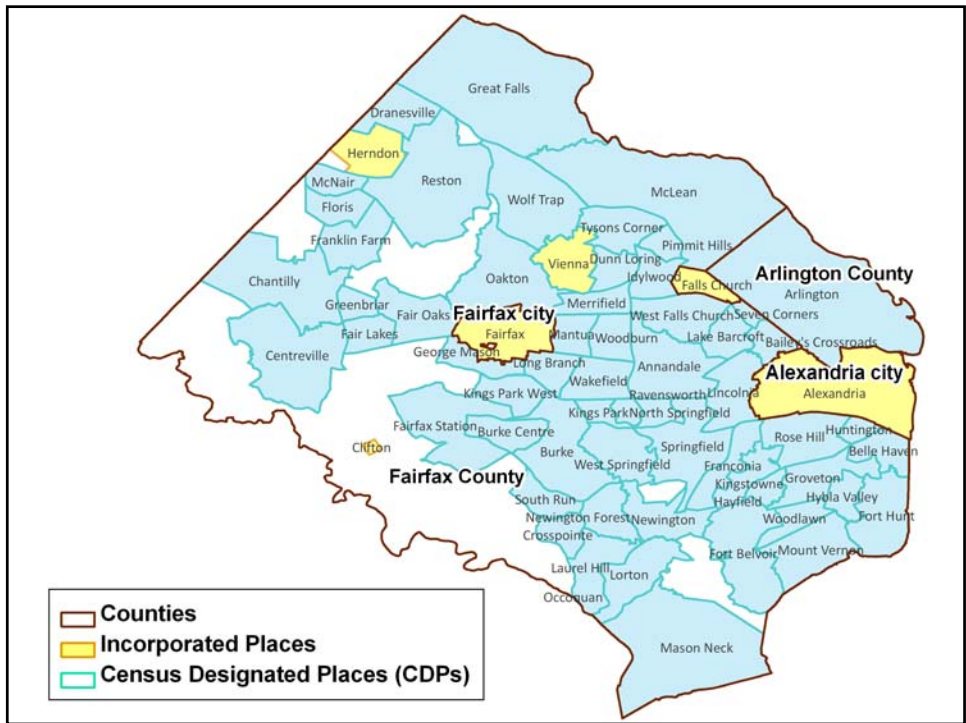
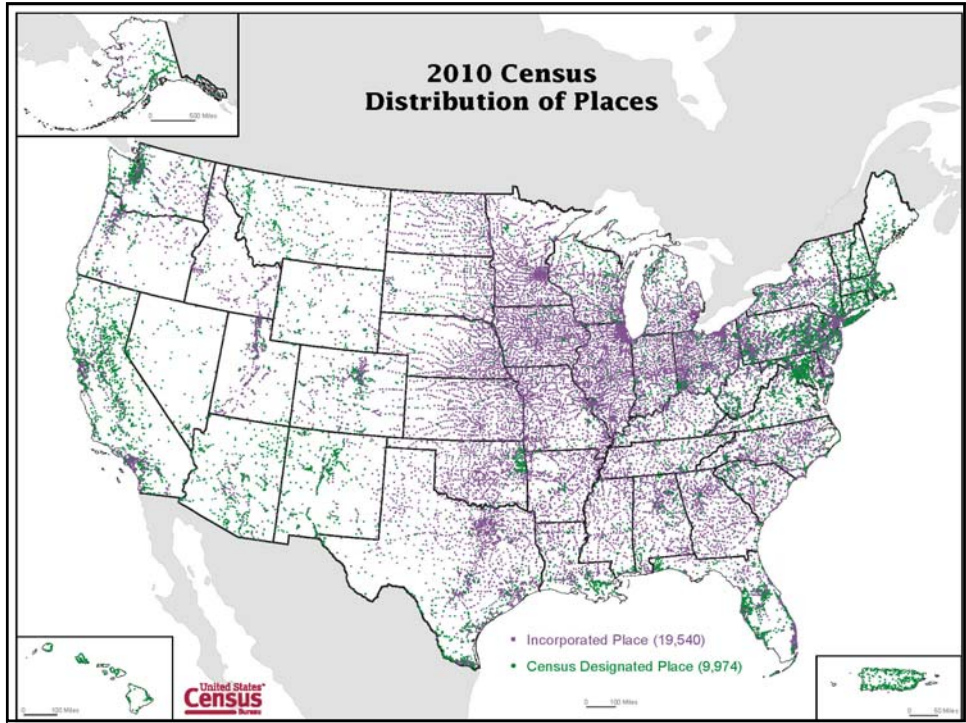
### Incorporated Places

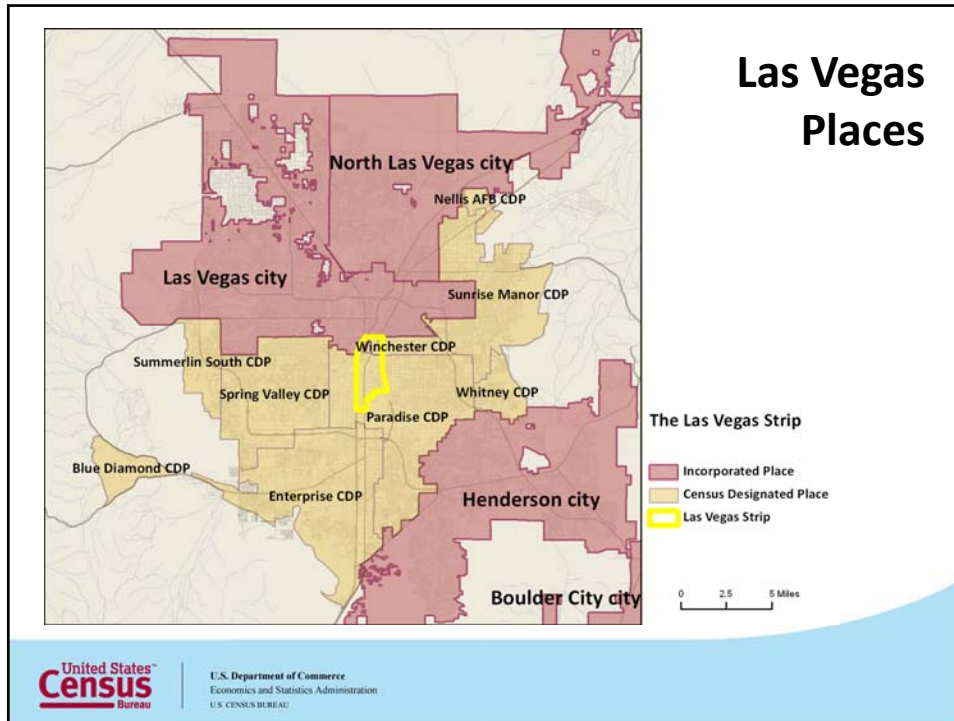
- Legally bounded entity
- Referred to as cities, boroughs, towns, or villages, depending on the state
- Some form of local governance (city council, mayor, etc) recognized by the state

### Census Designated Places (CDPs)

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

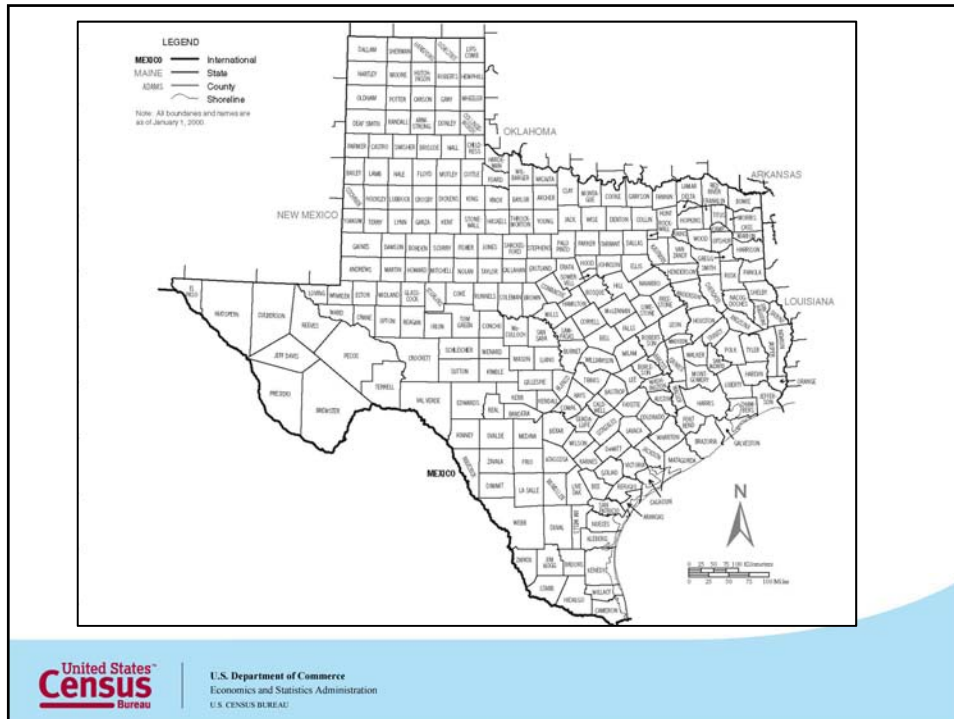






## Counties and County Equivalents

- 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

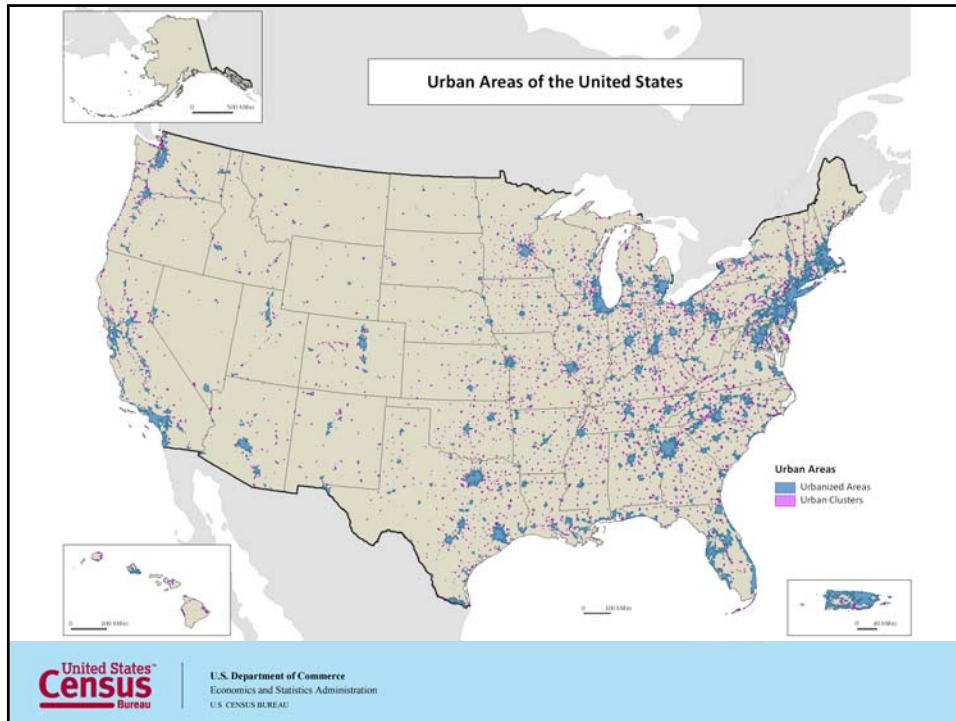


## Census 2010 Urban Areas

- Represent densely developed territory, the “urban footprint”
- Contain residential, commercial, and other nonresidential urban land uses.
- Cross all other geographic units within the nation
- Begin with a dense core of at least 1,000 people per square mile

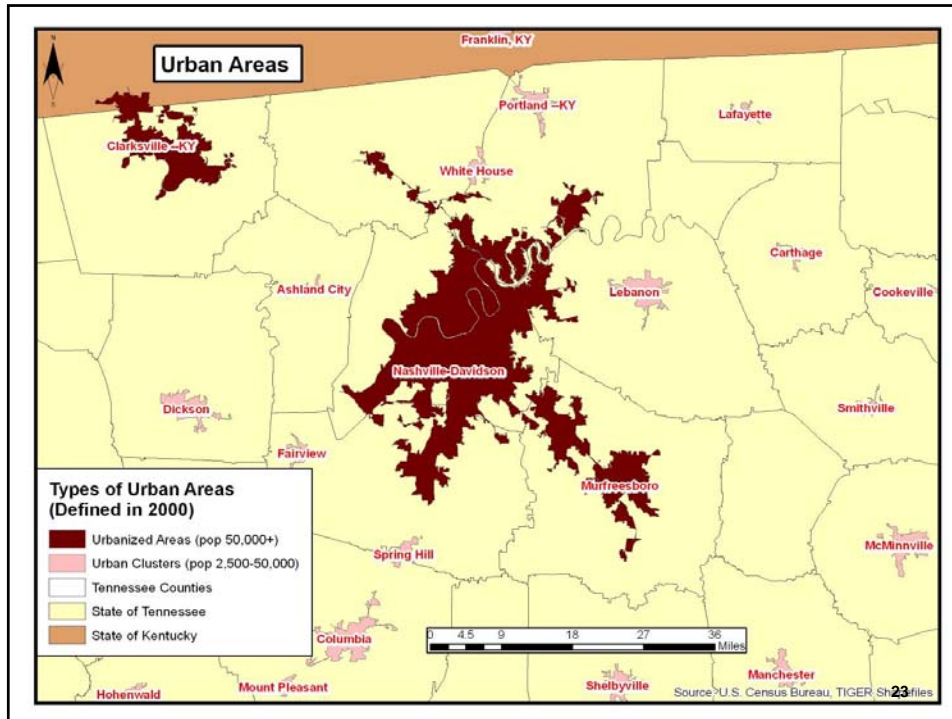
### Two types of Urban Areas

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



## Core Based Statistical Areas (CBSA)

- In 2003, CBSA replaced terms “Metropolitan/Micropolitan Areas”, and other related geographic terms.
- U.S. Office of Management and Budget (OMB) defines CBSAs to provide a nationally consistent set of geographic units
- Built from county/counties associated with a dense urbanized area or urban cluster of at least 10,000 population
- Represents an area with a high economic/social integration
- Integration assessed through commuting flow between adjacent counties and the core.
- CBSAs include metropolitan divisions, combined statistical areas (CSAs), New England city and town areas (NECTAs), NECTA divisions, and combined NECTAs.



## Core Based Statistical Area Classification

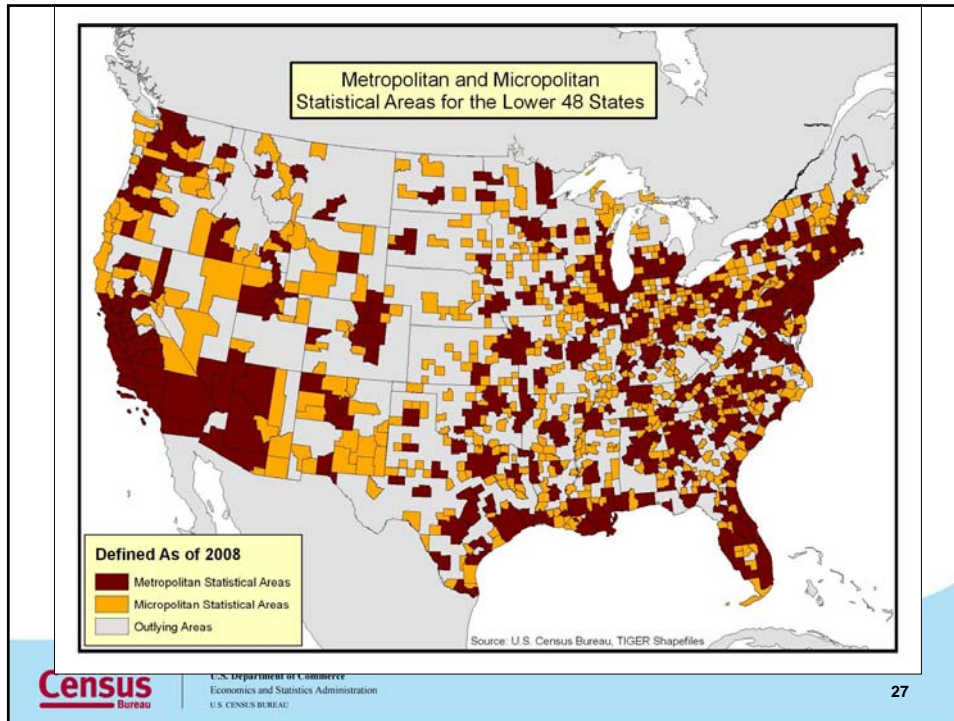
- Core Based Statistical Area (CBSA) – refers to both metropolitan and micropolitan statistical areas; county-based areas, defined based on commuting patterns
- Metropolitan Statistical Area - must have at least one UA
- Micropolitan Statistical Area - must have at least one UC with a population of at 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 May Road	22345
12 Julian Drive	22345
3 May Road	22345
14 Julian Drive	22345
5 Dee Lane	22346

Most frequently occurring ZIP Code:  
**22345**

### ZIP Code Tabulation Areas (ZCTAs)

- Approximate USPS ZIP Code distribution for housing units
- Represent the most frequently occurring ZIP Code within an area
- A calculated geography
- Composed of whole blocks
- ZCTAs do not nest cleanly within other geography
- 2010 ZCTAs exclude large water bodies and unpopulated areas

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28

## 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>



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## 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?*



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## Exercise 2

Navigate to the Geographic Programs web page

### Tasks

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



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## 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.



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## 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)



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## Questions?

### **Geographic area concepts, criteria, codes, and attribute**

Geographic Standards

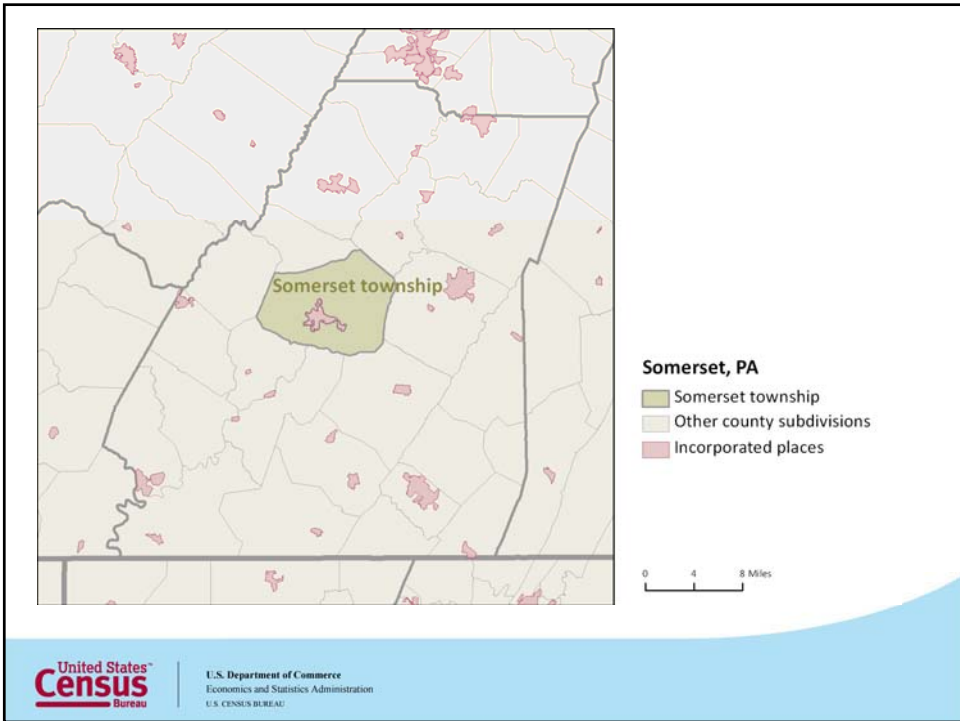
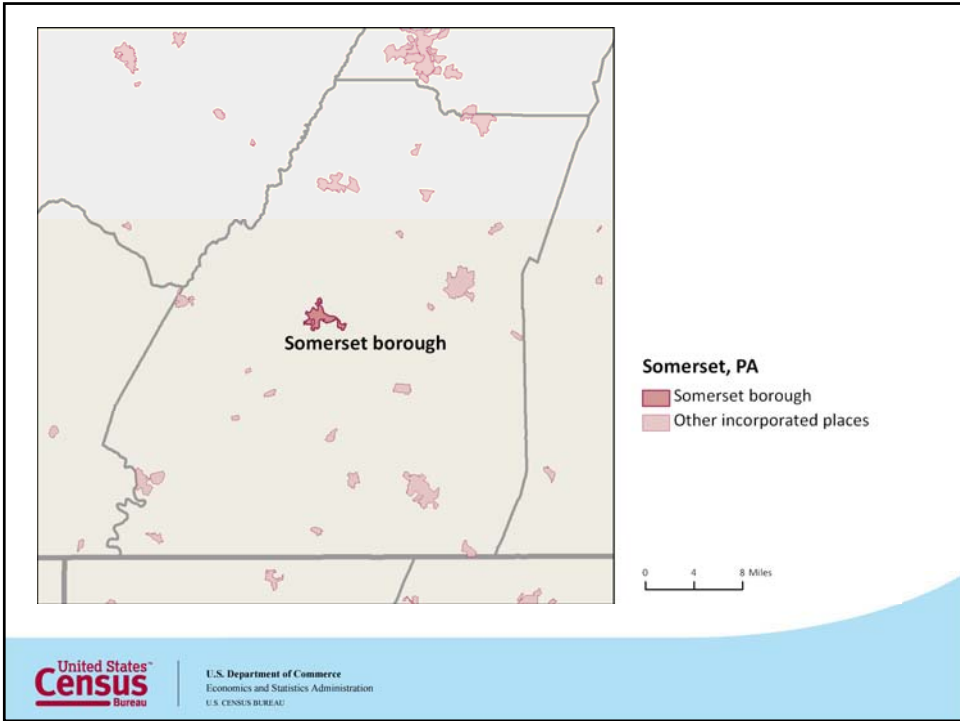
and Criteria Branch: 301-763-3056

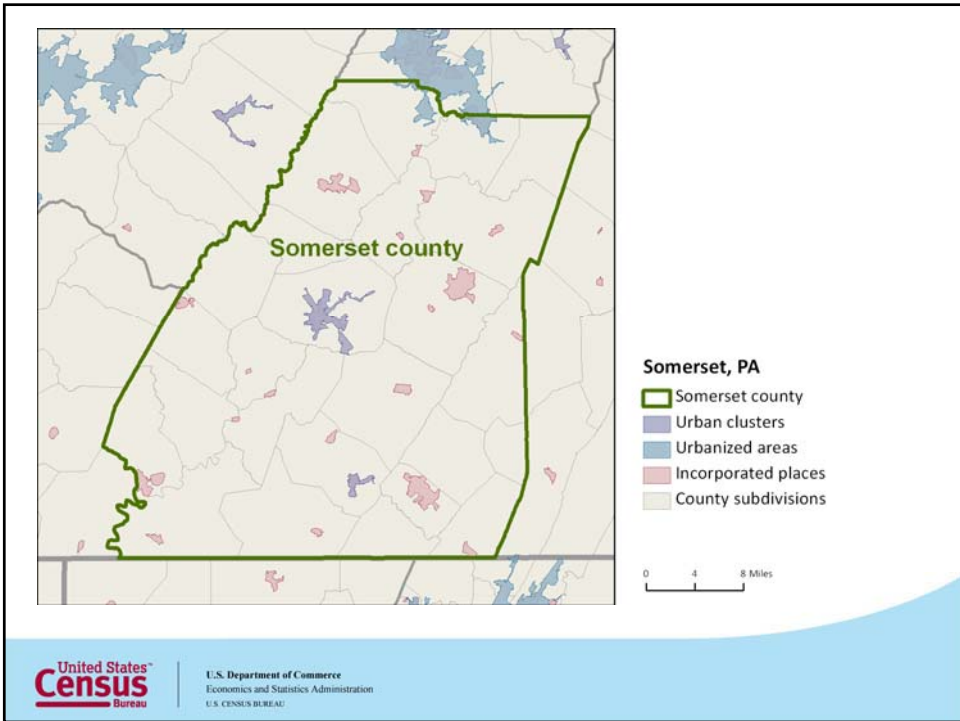
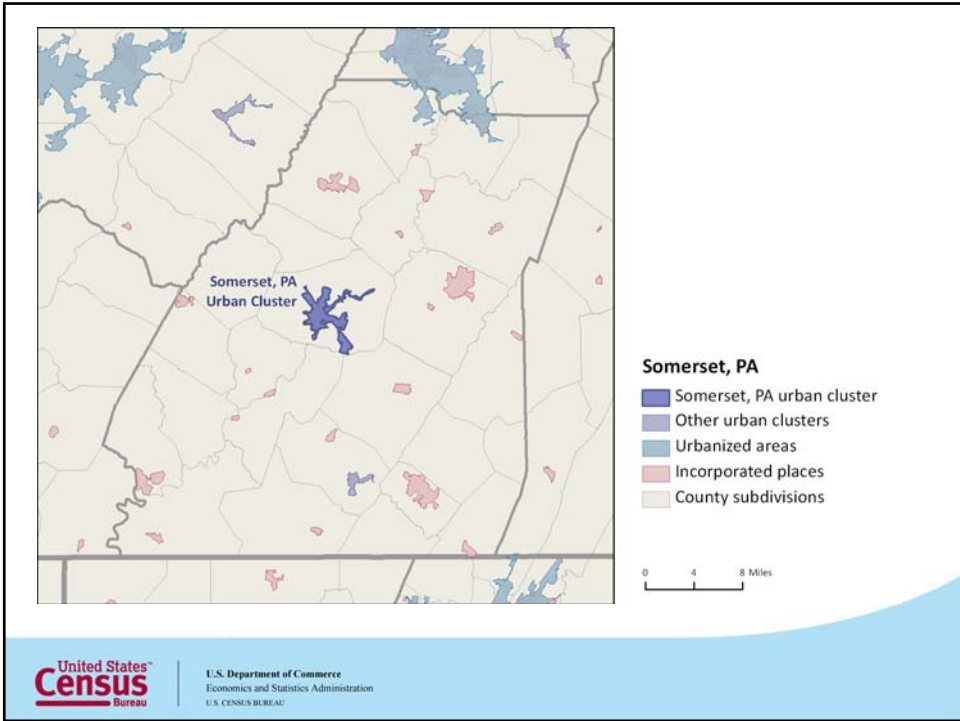
### **Geographic products**

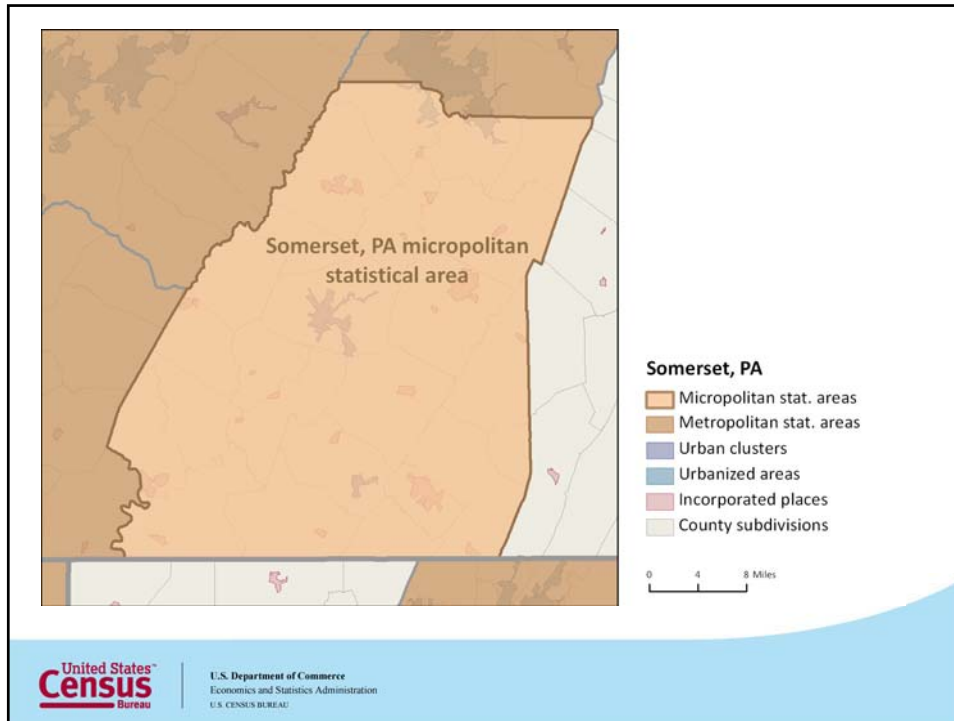
Geographic Products Branch: 301-763-1128



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## Questions?

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

Geographic Standards  
and Criteria Branch: 301-763-3056

### **Geographic products:**

Geographic Products Branch: 301-763-1128

# American Community Survey Overview

2012 Annual Interagency Depository Seminar  
July 31, 2012

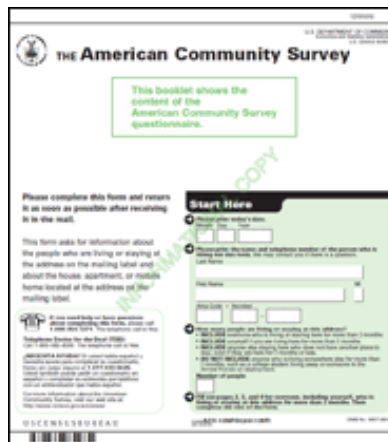
Gretchen Gooding  
American Community Survey Office  
U.S. Census Bureau

## Outline

- **American Community Survey (ACS) basics**
- Resources for learning more
- Accessing ACS statistics products in American FactFinder (AFF)
- Questions

## What is the ACS?

- A large national survey that uses continuous measurement methods to produce detailed population and housing estimates each year
- Designed to produce critical information that had previously come from the decennial census



The image shows the cover of the American Community Survey questionnaire booklet. The title "THE American Community Survey" is prominently displayed at the top. Below the title, a green box contains the text: "This booklet shows the content of the American Community Survey questionnaire." The cover also features a "Start Here" section with instructions for completing the form and returning it in the mail. A large, diagonal watermark reading "INTERNET COPY" is overlaid on the image.

## Census / ACS History

- **1790-1930**  
Census: one form to all households (4-54 questions)
- **1940-2000**  
Census: short form and long form
- **2000**  
ACS: large-scale demonstration
- **2005-present**  
ACS / PRCS: full implementation
- **2010**  
Census: short form only



## 2010 Census vs. ACS

### 2010 Census

- Official counts
- Population totals
- Every 10 years
- Point in time

### ACS

- Sample estimates
- Population characteristics
- Yearly
- Period of time

## ACS Data Collection: Households

### Phase 1: Mail

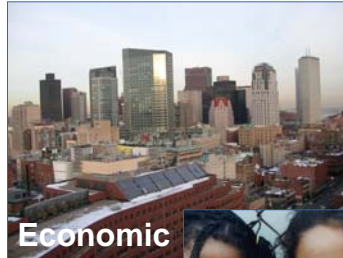
### Phase 2: Telephone

### Phase 3: Personal Visit

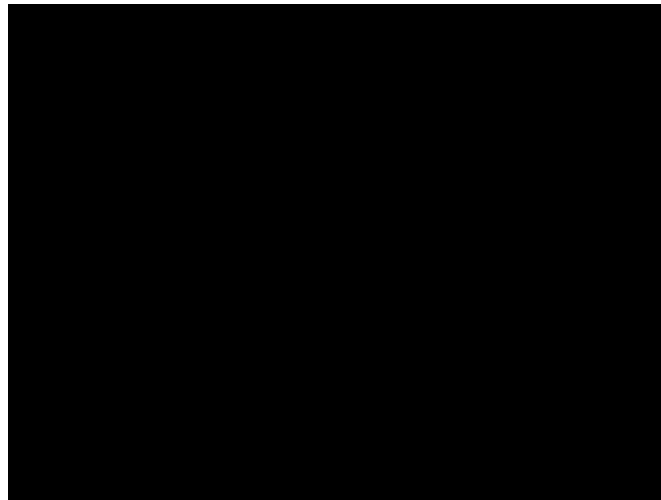




# American Community Survey Content



# How Target Uses the ACS



## 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

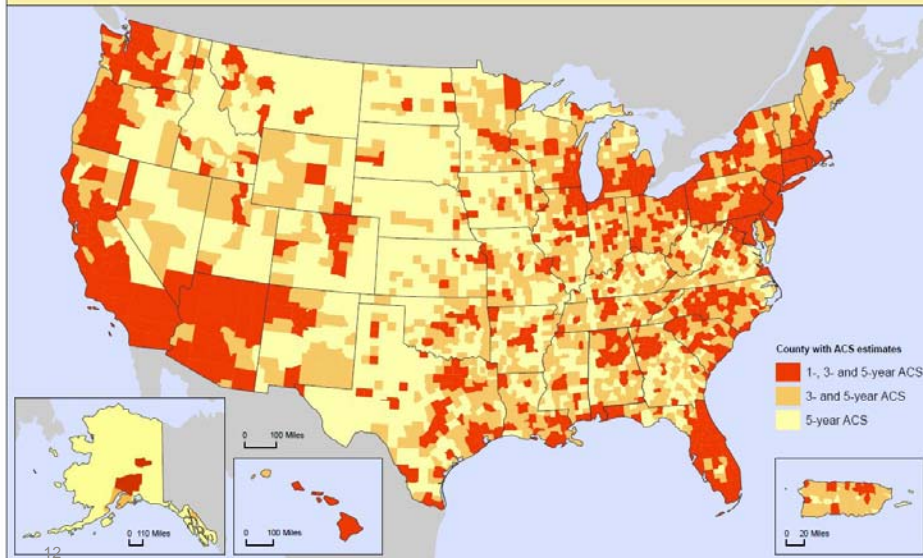
## Availability of ACS Statistics Products

Estimated Population of Geographic Area	Type of ACS Estimates Released
65,000 or more	1-year, 3-year, 5-year
20,000 to 64,999	3-year, 5-year
Less than 20,000	5-year

## Statistics Products Release Schedule

Type of Estimate	Year of Data Release						
	2006	2007	2008	2009	2010	2011	2012
	Year(s) of Data Collection						
1-Year	2005	2006	2007	2008	2009	2010	2011
3-Year	NA	NA	2005-2007	2006-2008	2007-2009	2008-2010	2009-2011
5-Year	NA	NA	NA	NA	2005-2009	2006-2010	2007-2011

2009 American Community Survey by County in United States



## Outline

- American Community Survey (ACS) basics
- **Resources for learning more**
- Accessing ACS statistics products in American FactFinder (AFF)
- Questions

## ACS Main Page

Census.gov / American Community Survey

### American Community Survey

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

**Question Corner for Survey Respondents**

Why do you ask what time I leave for work?

We ask about what time you leave for work to develop statistics on commuting patterns. Commuting data are essential for planning highway improvements and devising public transportation services. [More.](#)

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

**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 current information they need to plan investments and services. [More.](#)

**Why is it important to respond?**

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.](#)

**How do I get started using ACS data?**

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.](#)

**Explore the Form**

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

Explore new U.S. race and ethnicity statistics, available for the first time since the 2000 Census. The American Community Survey is the only annual source of key

legal area

**Current Data Profiles**

Quick Links to Nation or State level Profiles

United States

**Data by Topic**

**People**

- Age and Sex / Aging
- Ancestry
- Disability
- Education
- Employment
- Family/Relationships
- Income and Earnings
- Language
- Population Change
- Poverty
- Race and Ethnicity

## American Community Survey

### Learning More

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

## Outline

- American Community Survey (ACS) basics
- Resources for learning more
- **Accessing ACS statistics products in American FactFinder (AFF)**
- Questions

# Census Bureau Homepage

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

# American FactFinder

<http://factfinder2.census.gov>

## Statistics Products

### Profiles

- Data Profiles
- Narrative Profiles
- Comparison Profiles
- Selected Population Profiles

### Tables

- Detailed Tables
- Subject Tables
- Ranking Tables
- Geographic Comparison Tables

## American FactFinder: Exercise Questions

### Goal

Start with a basic research question(s) and navigate to the appropriate table used for answering it.

## Exercise Questions

- **1** -- What is the percentage of people 25 and older in the District of Columbia with a bachelor's degree or higher in 2010?

*[Hint]* Go to: <http://factfinder2.census.gov>. Under "Topics," click on "Program," then select "American Community Survey"

## Exercise Answer #1

- The percentage of people 25 and older in the District of Columbia with a bachelor's degree or higher in 2010 is **50.1 percent**.
- Source: DP02 Selected Social Characteristics in the US or S1501 Educational Attainment



# Question 1

U.S. Census Bureau  
AMERICAN FactFinder

Feedback FAOs 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, ...)

Legacy American FactFinder  
The following data are available on the legacy American FactFinder System:  
• 2007 Economic Census  
• 2009 American Community Survey  
• 2009 Population Estimates

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

The full set of 2010 ACS products for all areas of 65,000 or more are now available in American FactFinder.  
View video tutorials to help you get started using the NEW American FactFinder.

U.S. Population Clock  
15:28 UTC (EST-5) Oct 11, 2011  
**312,401,490**  
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  
Find Census data by entering a street address.

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  
GET EMAIL UPDATES  
Sep 27, 2011  
The Census Bureau released new information on same-sex couples from the 2010 Census including the number of married couples and a set of preferred

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Economics and Statistics Administration  
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23

Select Geographies

Enter a geography name or use the Geography Filter Options below:  
Enter a geography name (Alabama, Marengo County, ...) GO ?

Your Geography Filters  
'Your Geography Filters' is empty

Geography Filter Options

Geographic Type  
Nation (1)  
State (52)  
County (3,373)  
City or Town (186,665)  
Congressional District (7,826)  
Census Tract (170,429)  
Metro/Micro Area (1,223)  
ZIP Code/ZCTA (159,688)  
Other (176,138)

Summary Level  
Within State  
Geographic Component  
Geographic Vintage

Include in results:  
 All geographies  
 Individual geographies  
 Groups of geographies

Show Geographic Components (e.g., urban, rural)  
 Show most requested

Select geographies to add to Your Selections  
Geography Results: 1-25 of 705,205 per page

1 Selected: Add Check All Clear All

Geography Name	Geography Type	About
<input type="checkbox"/> United States	Nation	f
<input type="checkbox"/> All States within United States	State	f
<input type="checkbox"/> Alabama	State	f
<input type="checkbox"/> Alaska	State	f
<input type="checkbox"/> Arizona	State	f
<input type="checkbox"/> Arkansas	State	f
<input type="checkbox"/> California	State	f
<input type="checkbox"/> Colorado	State	f
<input type="checkbox"/> Connecticut	State	f
<input type="checkbox"/> Delaware	State	f
<input checked="" type="checkbox"/> District of Columbia	State	f
<input type="checkbox"/> Florida	State	f
<input type="checkbox"/> Georgia	State	f
<input type="checkbox"/> Hawaii	State	f

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Economics and Statistics Administration  
U.S. CENSUS BUREAU

24

- Check the box next to “District of Columbia” and select “Add”
- Or click on “District of Columbia”
- “State: District of Columbia” will appear in “Your Selections”

**Your Selections**

State  
District of Columbia

Search within Results for...  
GO

**Topics**

- People
- Housing
- Business and Industry
- Year
- Product Type
- Program
- Dataset**
  - 2010 ACS 1-year estimates (2,103)
  - 2010 SF 1, 100% Data (125)
  - 2010 Redistricting Data SF (PL 94-171) (23)
  - 2010 Demographic Profile SF (2)
  - 2010 National Redistricting Data SF (7)
  - 2010 Annual Survey of Manufactures (2)
  - 2009 Business Patterns (2)
  - 2009 Nonemployer Statistics (2)
  - 2009 Population Estimates (13)
  - 2008 Business Patterns (2)

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25

- Under “Dataset,” select “2010 ACS 1-year estimates”
- “Dataset: 2010 ACS 1-year estimates” will appear in “Your Selections”

**Your Selections**

Dataset:  
2010 ACS 1-year estimates

State  
District of Columbia

Search within Results for...  
bachelors  
GO

**Topics**

- People**
  - Basic Count Estimate
  - Age & Sex
  - Age Group
  - Disability
  - Education**
    - Educational Attainment (69)
    - Field of Degree (14)
    - School Enrollment (38)
    - School Type (5)
- Employment
- Income & Earnings
- Insurance Coverage
- Language
- Marital & Fertility Status
- Origins
- Population Change
- Poverty
- Race & Ethnicity
- Relationship

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26

- Under “People,” click on the “+” icon next to “Education”
- Next, select “Educational Attainment”
- “People: Education: Educational Attainment” will appear in “Your Selections”
- Type “bachelors” in the “Search within Results for...” box, then click “GO”

- Click on the title of the table to view
- Or check the box next to your tables of interest and select “View”

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 Economics and Statistics Administration  
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27

## Table S1501: Educational Attainment

Table View
Map View

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

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

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns.

Subject	District of Columbia					
	Total		Male		Female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 18 to 24 years	86,262	+/-526	30,522	+/-326	47,800	+/-4
Less than high school graduate	12.1%	+/-2.2	15.8%	+/-3.1	9.0%	+/-2.8
High school graduate (includes equivalency)	20.0%	+/-2.7	22.2%	+/-5.1	18.2%	+/-3.0
Some college or associate's degree	39.5%	+/-3.4	38.5%	+/-4.8	42.0%	+/-4.4
Bachelor's degree or higher	20.4%	+/-2.9	25.4%	+/-5.2	30.0%	+/-3.4
Population 25 years and over	416,824	+/-662	195,701	+/-605	221,123	+/-485
Less than 8th grade	4.7%	+/-0.7	5.3%	+/-1.0	4.2%	+/-0.6
9th to 12th grade, no diploma	7.9%	+/-0.7	8.0%	+/-0.9	7.8%	+/-0.8
High school graduate (includes equivalency)	20.3%	+/-1.0	19.8%	+/-1.5	20.8%	+/-1.5
Some college, no degree	13.0%	+/-1.0	12.5%	+/-1.4	15.0%	+/-1.3
Associate's degree	3.2%	+/-0.5	2.9%	+/-0.7	3.4%	+/-0.7
Bachelor's degree	23.2%	+/-1.0	23.3%	+/-1.5	23.1%	+/-1.2
Graduate or professional degree	26.9%	+/-1.0	20.1%	+/-1.6	25.9%	+/-1.3
Percent bachelor's degree or higher	50.1%	+/-0.9	48.8%	+/-1.4	48.9%	+/-1.0
Population 25 to 34 years	126,322	+/-555	60,153	+/-555	66,169	+/-4
High school graduate or higher	92.7%	+/-1.3	91.7%	+/-1.6	94.0%	+/-1.6
Bachelor's degree or higher	65.6%	+/-2.1	61.4%	+/-3.3	69.4%	+/-2.9

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28

## Exercise Questions

- **2** -- What state had the greatest percentage of children below the poverty level in 2010? What was the percentage? Where did Virginia rank?

## Exercise Answer #2

- **Mississippi** had the greatest percentage of children below the poverty level in 2010 at **32.5 percent**.
- Virginia ranked **43<sup>rd</sup>** at 14.5 percent +/-0.6.
- Source: R1704 Percent of Children Under 18 Years Below Poverty Level in the Past 12 Months (For Whom Poverty Status is Determined)

## Question 2

Topics ?

- People
- Housing
- Business and Industry
- Year
- Product Type
- Program
- Dataset
  - 2010 ACS 3-year estimates (1,996)
  - 2010 ACS 1-year estimates (2,003)**
  - 2010 SF 1 100% Data (429)
  - 2010 Redistricting Data SF (PL 94-171) (23)
  - 2010 Demographic Profile SF (2)
  - 2010 National Redistricting Data SF (7)
  - 2010 Annual Survey of Manufactures (2)
  - 2009 Business Patterns (2)
  - 2009 Nonemployer Statistics (2)
  - 2009 Population Estimates (13)
  - 2008 Business Patterns (2)

Include archived products ?

- Under “Dataset,” select “2010 ACS 1-year estimates”
- “Dataset: 2010 ACS 1-year estimates” will appear in “Your Selections”

Your Selections

Dataset:  
2010 ACS 1-year estimates ✕  
[clear all selections](#)

Search within Results for...

Topics ?

- People
- Housing
- Year
- Product Type
  - Comparison Profile (5)
  - Data Profile (5)
  - Detailed Table (1,471)
  - Geographic Comparison Table (1,425)
  - Geographic Header (1)
  - Narrative Profile (1)
  - Public Use Microdata Sample (2)
  - Quick Tables (5)
  - Ranking Table (87)**
  - Selectest Population Profile (2)
  - Subject Table (70)
- Document Type
- Dataset

Include archived products ?

- Under “Product Type,” select “Ranking Table”
- “Product Type: Ranking Table” will appear in “Your Selections”
- Type “poverty” into in the “Search within Results for...” box, then click “GO”

U.S. Census Bureau American FactFinder

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

Your Selections: Search: Poverty, Dataset: 2010 ACS 1-year estimates, Product Type: Ranking Tables

Search Results: 1 of 4

ID	Title	Dataset	Alerts
R1701	PERCENT OF PEOPLE BELOW POVERTY LEVEL IN THE PAST 12 MONTHS (FOR WHOM POVERTY STATUS IS DETERMINED) - United States - States, and Puerto Rico	2010 ACS 1-year estimates	
R1702	PERCENT OF RELATED CHILDREN UNDER 18 YEARS BELOW POVERTY LEVEL IN THE PAST 12 MONTHS - United States - States, and Puerto Rico	2010 ACS 1-year estimates	
R1703	PERCENT OF PEOPLE 65 YEARS AND OVER BELOW POVERTY LEVEL IN THE PAST 12 MONTHS - United States - States, and Puerto Rico	2010 ACS 1-year estimates	
<b>R1704</b>	<b>PERCENT OF CHILDREN UNDER 18 YEARS BELOW POVERTY LEVEL IN THE PAST 12 MONTHS (FOR WHOM POVERTY STATUS IS DETERMINED) - United States - States, and Puerto Rico</b>	<b>2010 ACS 1-year estimates</b>	

- Click on the title of the table to view
- Or check the box next to your tables of interest and select "View"

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### R1704: Percent of Children Under 18 Years Below Poverty Level in the Past 12 Months (For Whom Poverty Status is Determined)

Rank	Geographical Area	Percent	Margin of Error
	United States	21.6	+/-0.2
1	Mississippi	32.5	+/-1.5
2	District of Columbia	30.4	+/-3.8
3	New Mexico	30.0	+/-1.9
4	Alabama	27.7	+/-1.1
5	Arkansas	27.6	+/-1.3
6	Louisiana	27.3	+/-1.0
7	Kentucky	26.3	+/-1.1
8	South Carolina	26.1	+/-1.2
9	Tennessee	25.7	+/-1.0
9	Texas	25.7	+/-0.4
11	West Virginia	25.5	+/-1.8
12	North Carolina	24.9	+/-0.7
13	Georgia	24.8	+/-0.7
14	Oklahoma	24.7	+/-1.1
15	Arizona	24.4	+/-1.1
16	Florida	23.5	+/-0.6
16	Michigan	23.5	+/-0.7
18	Ohio	23.3	+/-0.6
19	California	22.0	+/-0.4
19	Nevada	22.0	+/-1.6
21	Indiana	21.7	+/-0.8
22	Oregon	21.6	+/-0.9
23	New York	21.2	+/-0.5
24	Missouri	20.9	+/-0.8
25	Montana	20.1	+/-2.1
26	Illinois	19.4	+/-0.5
27	Pennsylvania	19.1	+/-0.6
27	Wisconsin	19.1	+/-0.8
29	Idaho	19.0	+/-1.3
29	Rhode Island	19.0	+/-2.2
31	Kansas	18.4	+/-1.3
32	Nebraska	18.2	+/-1.5
32	South Dakota	18.2	+/-2.0
32	Washington	18.2	+/-0.9
35	Delaware	18.1	+/-2.1
36	Maine	17.8	+/-1.5
37	Colorado	17.4	+/-1.0
38	Vermont	16.7	+/-2.1
39	Iowa	16.3	+/-1.0
40	North Dakota	16.2	+/-2.0
41	Utah	15.7	+/-1.0
42	Minnesota	15.2	+/-0.7
43	New Jersey	14.5	+/-0.7
43	Virginia	14.5	+/-0.6
45	Massachusetts	14.3	+/-0.7
45	Wyoming	14.3	+/-2.6
47	Hawaii	13.9	+/-1.7
48	Maryland	13.0	+/-0.8
49	Alaska	12.9	+/-1.6
50	Connecticut	12.8	+/-0.9
51	New Hampshire	10.0	+/-1.5

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## Exercise Questions

- **3** -- How many occupied housing units in the District of Columbia, Maryland, and Virginia lack complete plumbing facilities in 2008-2010? What is the corresponding margin of error?

## Exercise Answer #3

	Estimate	Margin of Error
DC	1,710	480
Maryland	9,036	871
Virginia	15,482	1,139

Source: B25048 Plumbing Facilities for Occupied Housing Units

# Question 3

The screenshot shows the American FactFinder homepage. In the left sidebar, under 'Your Selections', the 'Geographies' link is circled in red. The main content area includes a search bar, a 'Quick Start' section with a search form, and a 'U.S. Population Clock' showing 312,401,490 as of Oct 11, 2011.

The screenshot shows the 'Select Geographies' interface. On the left, under 'Geographic Filter Options', the 'District of Columbia' checkbox is circled in red. On the right, a table lists various geographies with checkboxes for selection.

Geography Name	Geography Type	About
<input type="checkbox"/> United States	Nation	<a href="#">?</a>
<input type="checkbox"/> All States within United States	State	<a href="#">?</a>
<input type="checkbox"/> Alabama	State	<a href="#">?</a>
<input type="checkbox"/> Alaska	State	<a href="#">?</a>
<input type="checkbox"/> Arizona	State	<a href="#">?</a>
<input type="checkbox"/> Arkansas	State	<a href="#">?</a>
<input type="checkbox"/> California	State	<a href="#">?</a>
<input type="checkbox"/> Colorado	State	<a href="#">?</a>
<input type="checkbox"/> Connecticut	State	<a href="#">?</a>
<input type="checkbox"/> Delaware	State	<a href="#">?</a>
<input checked="" type="checkbox"/> District of Columbia	State	<a href="#">?</a>
<input type="checkbox"/> Florida	State	<a href="#">?</a>
<input type="checkbox"/> Georgia	State	<a href="#">?</a>
<input type="checkbox"/> Hawaii	State	<a href="#">?</a>

- Check the box next to “District of Columbia,” “Maryland,” and “Virginia” and select “Add”
- “State: District of Columbia, Maryland, Virginia” will appear in “Your Selections”



The screenshot shows the 'Your Selections' section with three states selected: District of Columbia, Maryland, and Virginia. Below it is a search bar and a 'Topics' section. In the 'Topics' section, the 'Dataset' category is expanded, and '2010 ACS 3-year estimates (1,100)' is circled in red.

- Under “Dataset,” select “2010 ACS 3-year estimates”
- “Dataset: 2010 ACS 3-year estimates” will appear in “Your Selections”

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39

The screenshot shows the 'Your Selections' section with the dataset '2010 ACS 3-year estimates' selected along with the same three states. In the 'Topics' section, the 'Housing' category is expanded, and 'Physical Characteristic' is further expanded. 'Plumbing Facilities (10)' is circled in red.

- Under “Housing,” click on the “+” icon next to “Physical Characteristics”
- Next, select “Plumbing Facilities”
- “Housing: Physical Characteristic: Plumbing Facilities” will appear in “Your Selections”

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40

- Click on the title of the table to view
- Or check the box next to your tables of interest and select "View"

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41

## B25048: Plumbing Facilities for Occupied Housing Units

**B25048** | **PLUMBING FACILITIES FOR OCCUPIED HOUSING UNITS**  
 Universe: Occupied housing units ⓘ  
 2008-2010 American Community Survey 3-Year Estimates

[Table View](#) | [Map View](#)

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

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

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. For 2008 to 2009, the Population Estimates Program provides intercensal estimates of the population for the nation, states, and counties.

	District of Columbia		Maryland		Virginia	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total	256,081	+/-2,038	2,122,789	+/-4,746	2,996,092	+/-6,125
Complete plumbing facilities	254,371	+/-2,075	2,113,733	+/-4,882	2,970,610	+/-6,183
Lacking complete plumbing facilities	1,710	+/-480	9,036	+/-871	15,482	+/-1,139

Source: U.S. Census Bureau, 2008-2010 American Community Survey

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42

## Outline

- American Community Survey (ACS) basics
- Resources for learning more
- Accessing ACS data products in American FactFinder (AFF)
- **Questions**

## Contact Information

Visit the ACS/PRCS website:

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

Contact by telephone:

1-800-923-8282

Submit a question:

<https://ask.census.gov>