

On the Road to the 2010 Census

*The success of the census...
it's in our hands*

William King
July 21, 2009

USCENSUSBUREAU

United States
Census
2010

1

2010 Census Strategy



*“Count everyone,
count them once and
count them in the right place.”*

Preston Jay Waite
Former Deputy Director
U.S. Census Bureau

USCENSUSBUREAU

United States
Census
2010

2

Census History

- 1790 – The first census
- 1850 – Counting individuals
- 1920 – No reapportionment
- 1940 – First use of sampling
- 1970 – Mailout/mailback
- 2000 – Increased response rates
- 2010 – Short Form only Census



United States
Census
2010

USCENSUSBUREAU

3

The First Census

- Decennial census mandated in Constitution
- 1790, under the direction of Thomas Jefferson
- Conducted by U.S. marshals
- 3.9 million inhabitants

A historical census document from 1790, showing a list of names and numbers. The document is handwritten and appears to be a page from a census book. The text is written in cursive and includes names and numbers, likely representing the population of a specific area.

United States
Census
2010

USCENSUSBUREAU

Census 2000

- Increased response rates
- Paid advertising
- Community outreach



United States
Census
2010

USCENSUSBUREAU

Look How Far We've Come



- From shelves to a click of the mouse
- Facing new challenges
- Changing with the times
- Annual survey of characteristics

United States
Census
2010

USCENSUSBUREAU

Why a Census?

- The Constitution requires a census every 10 years to determine the number of representatives to Congress for each state based on the population.

\$3,000,000,000,000+

- In the next decade, over \$3 *trillion* in federal funding will be allocated to tribal, state and local governments using census data.

United States
Census
2010

USCENSUSBUREAU

7

Topics on the 2010 Census Form

Ten questions -- Ten minutes

- Name
- Age
- Gender
- Race
- Ethnicity
- Relationship
- Rent/own house

United States
Census
2010

USCENSUSBUREAU

8

A Major Challenge

MUST COUNT EVERYONE...

- 310 million people who speak more than 50 languages
- 130 million households

...IN THE RIGHT PLACE!

- 50 states & District of Columbia
- Puerto Rico
- Island Areas
 - Guam
 - American Samoa
 - Commonwealth of the Northern Mariana Islands
 - U.S. Virgin Islands



United States
Census 2010

USCENSUSBUREAU

Bilingual Mailing

- Major innovation for 2010
- Mailed to housing units in Spanish assistance tracts
- Mailed to about 10 million housing units in about 42 states plus D.C.
- Good mailback rates
- English questionnaire for replacement mailing



United States
Census 2010

USCENSUSBUREAU

Telephone Questionnaire Assistance

- Telephone assistance available in 5 primary languages
- Telephone service:
 - fulfillment
 - TQA
 - interviews



USCENSUSBUREAU

United States
Census
2010

Language and Translation Guides

- Census 2010 = 50 languages
- Valuable partnership tools
- Available on the 2010 Census web site
- Translation guidelines
- Language Reference Dictionary
- Translation testing and review (internal and external)
- Centralized translation contract

USCENSUSBUREAU

United States
Census
2010

Language Assistance in Field

- Some field forms in Spanish
- Language identification flashcard
- Hiring enumerators who speak the language
- Outreach materials in various languages

USCENSUSBUREAU

United States
Census
2010

What Happened to the Long Form?

- Now the *American Community Survey (ACS)* collecting information from three million households and group quarters every year.
- ACS data can be accessed now via American FactFinder at www.census.gov

The screenshot shows the U.S. Census Bureau website. The main navigation menu on the left includes 'Data Tools', 'American FactFinder', 'Jobs/Careers', 'Catalog', 'Publications', 'Are You in a Survey?', 'About the Bureau', 'Regional Offices', 'Doing Business with Us', and 'Related Sites'. The 'American FactFinder' link is circled in red. The main content area features a search bar and several categories of data: 'People & Households', 'Business & Industry', 'Geography', 'Newsroom', and 'Special Topics'. The 'Data Finders' section on the right displays 'Population Clock' with a value of 303,318,010 and 'Local Economic Indicators'.

USCENSUSBUREAU

United States
Census
2010

What to Expect in 2010

Advance letter
Questionnaire
Reminder postcard

*Some areas will receive a **bilingual English-Spanish** version of the questionnaire.*

*If you forget to return your completed questionnaire, you will receive a **replacement** questionnaire.*

USCENSUSBUREAU

United States
Census
2010

15

If a Household Doesn't Complete the Census...



...then a census taker will come to the residence to collect the information.

USCENSUSBUREAU

United States
Census
2010

16

How We Get it Done

- Hire over 1.4 million temporary employees
<http://www.census.gov/2010census/jobs/>
- Establish *partnerships* to help:
 - Convey importance of being counted to everyone
 - Help those with language challenges
 - Spread the word about census taker jobs



United States
Census
2010

17

USCENSUSBUREAU

Time Is Short

- The 2010 Census has begun – address list development
- Census Day is April 1, 2010
- Deliver apportionment counts to the President by December 31, 2010
- Deliver redistricting data to the states by April 1, 2011

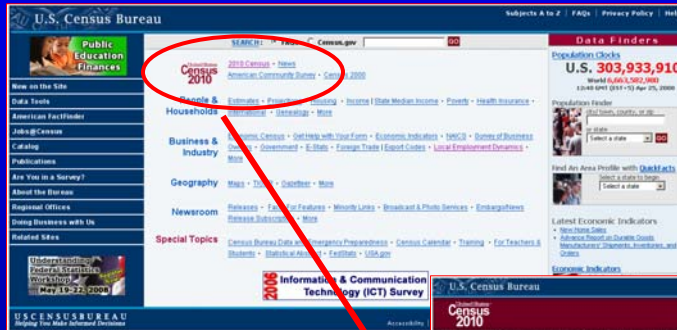
United States
Census
2010

18

USCENSUSBUREAU

For More Information

www.census.gov



www.census.gov/2010census

USCENSUSBUREAU



Questions or Comments?

Customer Liaison and Marketing Services Office
U.S. Census Bureau
Customer Services Center
1-800-923-8282 or 301-763-4636

USCENSUSBUREAU



United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010

United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010

United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010 USCENSUSBUREAU United States[™]
Census
2010

USCENSUSBUREAU

Census 101: The Executive Summary of the Census Bureau

Phillip Vidal

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

U.S. Department of Commerce
Washington, DC 20233

USCENSUSBUREAU
Helping You Make Informed Decisions

Topics Covered

- Programs
- Key Concepts
- Data Dissemination
- Odds and Ends



USCENSUSBUREAU
Helping You Make Informed Decisions

Censuses

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

- Decennial: population and housing
- Economic: business and industry
- Governments: local and state governmental units

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Uses of Decennial Census Data

There are several uses for Census data:

- Apportion seats in the U.S. House of Representatives among states
- Distribute more than \$300 billion in federal, state, local, and tribal funds annually
- Draw state legislative districts
- Benchmark U.S. population for a variety of programs

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Economic Census

- Detailed portrait of the Nation's businesses every five years (years ending in 2 and 7)
- Businesses are aggregated to industries and then grouped into 20 NAICS sectors
- Data from National to local level with product detail

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Surveys

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

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

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

American Community Survey

Provides annual and multi-year estimates on the characteristics of population and housing from a sample.

- Most substantial change in the decennial census in more than 60 years
- Replaces decennial census long form
- Continuous survey of 250,000 households monthly, 3 million households per year

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Economic Surveys

- Annual, quarterly, and monthly
- Mostly national
 - Monthly retail sales
 - Manufacturers shipments, inventories and orders
 - International trade in goods and services
 - Housing starts
 - Survey of business owners
- Economic Indicators: <http://www.census.gov/cgi-bin/briefroom/BriefRm>

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Administrative Records

Information obtained from other agencies and government entities

- Population Estimates and Population Projections: official intercensal counts
- County Business Patterns
- Exports/Imports
- Local Employment Dynamics

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Concept: 7 Race Categories

- American Indian or Alaska Native (alone)
- Asian (alone)
- Black or African American (alone)
- Native Hawaiian or Other Pacific Islander (alone)
- White (alone)
- Some other race (alone)
- Two or more races
- Note: "Alone" signifies the respondent did not choose more than one race

More Information: <http://www.census.gov/prod/2001pubs/c2kbr01-1.pdf>

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Concept: Race Data

Respondents self-identify the race(s) which they most closely identify.

- Two or More Races
 - Census 2000 first decennial census to allow for selection of two or more races
 - Ability to choose multiple races affects comparisons between previous decennial data
 - Know whether statistics presented are “one race alone” or whether they are “two or more races in combination”

USCENSUSBUREAU
Helping You Make Informed Decisions

Hispanic Origin and Race

Federal government considers Race and Hispanic origin to be two separate and distinct concepts

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

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

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

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

White

Black, African Am., or Negro

American Indian or Alaska Native — *Print name of enrolled or principal tribe.*

Asian Indian Japanese Native Hawaiian

Chinese Korean Guamanian or Chamorro

Filipino Vietnamese Samoan

Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.*

Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.*

Some other race — *Print race.*

USCENSUSBUREAU
Helping You Make Informed Decisions

Concept: Census Geography

- The Nation is divided into states
- The states are divided into counties
- The counties are divided into census tracts
- The census tracts are divided into block groups
- The block groups are divided into blocks
- Special Geographies – CDP, AIAN Areas, MSAs

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Concept: Poverty

Poverty uses a set of money income thresholds that vary by family size and composition to detect who is living below the poverty line.

Three criteria for developing poverty threshold

- Size of family
 - Number of children under 18
 - Age of householder for 1-person and 2-person households
- Thresholds are based on national level cost of living

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Data Dissemination

- American Fact Finder
- CPS Table Creator:
http://www.census.gov/hhes/www/cpstc/cps_table_creator.html
- Data Ferrett w/ Hot Reports:
<http://dataferrett.census.gov/TheDataWeb/index.html>
- Local Employment Dynamics/On the Map:
<http://lehd.did.census.gov/led/index.html>



USCENSUSBUREAU
Helping You Make Informed Decisions

Publications

- Reports on the website:
<http://www.census.gov/prod/www/titles.html>
- 2010 Promotional:
<http://2010.census.gov/partners/materials/partnership-materials.php>
- Atlas of the United States:
<http://www.census.gov/population/www/cen2000/censusatlas/>
- Statistical Abstract:
<http://www.census.gov/compendia/statab/>

USCENSUSBUREAU
Helping You Make Informed Decisions

Odds and Ends

- Genealogy/Age Search
- Reimbursable Surveys
- News/You Tube

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Genealogy/Age Search

- Census Records are released to the National Archives for genealogical purposes after 72 years (1930 was released in 2002)
- Census Bureau does not have genealogical information
- Age search can verify age/presence in country for official documents like passports
- <http://www.census.gov/genealogy/www/>

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Reimbursable Surveys

- Census Bureau collects data for other agencies
 - Agencies analyze and release the data
 - Agencies pay Census for data collection
 - Clients include Housing and Urban Development, Bureau of Justice Statistics, National Science Foundation and others

USCENSUSBUREAU
Helping You Make Informed Decisions

News/YouTube™

- News Releases: <http://www.census.gov/Press-Release/www/releases/>
- Daily Clips: Census in the Media – Have supervisor email Bonnita Hopper
- Census Channel:
<http://www.youtube.com/user/uscensusbureau>

USCENSUSBUREAU
Helping You Make Informed Decisions

Questions/Feedback

- URL: www.ask.census.gov
- URL: www.census.gov
- Online Glossary:
www.census.gov/dmd/www/glossary.html
- General Questions: 301-763-4636 or
1-800-932-8282

U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Using American FactFinder

U.S. Census Bureau
U.S. Department of Commerce
Washington, DC 20233

U.S. CENSUS BUREAU
Helping You Make Informed Decisions

1

Q. Where do I find American FactFinder?

A. At www.census.gov

The screenshot shows the U.S. Census Bureau website. The navigation menu on the left includes: New on the Site, Data Tools, American FactFinder (highlighted with a red arrow), Jobs@Census, Catalog, Publications, Are You in a Survey?, About the Bureau, Regional Offices, Doing Business with Us, and Related Sites. The main content area features sections for People & Households, Business & Industry, Geography, Newsroom, and Special Topics. The right sidebar contains Data Finders, Population Checks (U.S. 304,478,998), Population Finder, Find An Area Profile with QuickFacts, Latest Economic Indicators, and Economic Indicators.

U.S. CENSUS BUREAU
Helping You Make Informed Decisions

Page 2

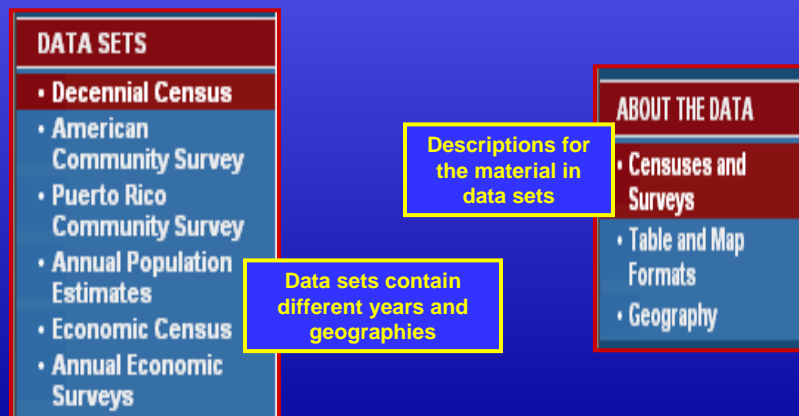
Q. What is the American FactFinder (AFF)?

A. A data access tool that provides the ability to create a query.

The screenshot shows the American FactFinder website interface. At the top, the U.S. Census Bureau logo is visible. Below it, a navigation bar includes links for 'Main', 'Search', 'Feedback', 'FAQs', 'Glossary', 'Site Map', and 'Help'. The 'Main' link is circled in red. The main content area is titled 'Your source for population, housing, economic, and geographic data'. It features a 'Fast Access to Information' section with a 'Get a Fact Sheet' form that includes fields for 'city/town, county, or zip' and 'state', along with a 'GO' button. Below this, there are sections for 'Getting Detailed Data' and 'Special Interest'. The 'Getting Detailed Data' section lists several data sets: 'Decennial Census', 'American Community Survey', 'Puerto Rico Community Survey', 'Population Estimates Program', and 'Economic Census'. The 'Special Interest' section lists 'Annual Economic Surveys'. On the right side, there is a 'Population Data' section with a 'Population Finder' tool and a 'U.S. Population Clock' showing 304,479,032 as of June 30, 2008. A 'What's New' section highlights updates to population estimates and the release of 2006 American Community Survey data.

Q. What kind of data is available through the AFF?

A. Demographic and economic data for various years at various geographies.



Q. How do I get easy access to the data?

A. Fact Sheets give fast answers to data.

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
FACT SHEET

United States | Virginia | Fairfax County
Fairfax County, Virginia

city/town, county, or zip
Fairfax county
state
Virginia
search by address x

2005-2007 2000

2005-2007 American Community Survey 3-Year Estimates - [what's this?](#) [Narrative Profile](#) | [Reference Map](#)

Data Profile Highlights:

NOTE: Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns, and estimates of housing units for states and counties.

Social Characteristics - show more >>	Estimate	Percent	U.S.	Margin of Error
Average household size	2.73	00	2.60	+/-0.02
Average family size	3.30	00	3.19	+/-0.03
Population 25 years and over	675,523			+/-203
High school graduate or higher	00	92.6	84.0%	00
Bachelor's degree or higher	00	58.4	27.0%	00
Civilian veterans (civilian population 18 years and over)	87,864	11.7	10.4%	+/-2,133
Disability status (population 5 years and over)	72,732	7.9	15.1%	+/-2,705
Foreign born	278,498	27.7	12.5%	+/-4,657
Male, Now married, except separated (population 15 years and over)	229,892	58.6	52.6%	+/-2,821
Female, Now married, except separated (population 15 years and over)	225,157	55.0	48.5%	+/-3,350
Speak a language other than English at home (population 5 years and over)	317,856	33.9	19.5%	+/-5,081
Household population	990,268			+/-202
Group quarters population	00	00	00	00
Economic Characteristics - show more >>	Estimate	Percent	U.S.	Margin of Error
In labor force (population 18 years and over)	569,956	72.4	64.7%	+/-3,558
Mean travel time to work in minutes (workers 16 years and over)	31.1	00	25.1	+/-0.3
Median household income for 2007 (inflation adjusted)				

Q. Can I get easy information on race or ethnicity?

A. Yes! Fact Sheets are available by race, ethnicity and ancestry group.

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
FACT SHEET

Select a Race, Ethnic, or Ancestry Group

SELECT A RACE, ETHNIC, OR ANCESTRY GROUP

Enter a population group (enter all or part of the population group name)

Explain Race or Ethnic Groups | Explain Ancestry Groups

Select a population group and click 'Go'

- White alone
- White alone or in combination with one or more other races
- Black alone
- Black alone or in combination with one or more other races
- AIAN alone
- .. American Indian alone
- .. Alaska Native alone
- AIAN alone or in combination with one or more other races
- .. American Indian alone or in any combination
- .. Alaska Native alone or in any combination
- Asian alone
- .. Asian Indian alone

Note: the following abbreviations are used to conserve space:
Black - Black or African American
AIAN - American Indian and Alaska Native
NHPI - Native Hawaiian and Other Pacific Islander

Fact Sheets for race, ethnic, and ancestry groups

- are only available for areas that meet Census 2000 required thresholds.
- are not available for ZIP codes.

Q. How do I find data on a specific subject?

A. Use "People" to find demographic and socioeconomic data.

The screenshot shows the U.S. Census Bureau website's 'People' section. The 'PEOPLE' menu is highlighted with a blue box, listing categories such as Basic Counts / Population, Age and Sex, Aging, Disability, Education, Employment, Income, Origins and Language, Poverty, Race and Ethnicity, Relationships, and Veterans. A red arrow points to the 'Basic Counts / Population' link. The main content area displays 'Basic Counts / Population' for the United States, with options for 2005-2007 and 2000 data. A search box is visible on the right.

Q. What housing characteristics are available?

A. You can get Physical and Financial characteristics for housing.

The image shows two side-by-side screenshots of the U.S. Census Bureau website's housing characteristics sections. The left screenshot shows the 'Physical Characteristics' section, with the 'HOUSING' menu highlighted in red and a red circle around the 'Physical Characteristics' link. The right screenshot shows the 'Financial Characteristics' section, with the 'HOUSING' menu highlighted in red and a red circle around the 'Financial Characteristics' link. Both screenshots show a search box and a list of links for various housing characteristics.

Q. Which data set should I use?

A. It depends on the year and geography you need.

DATA SETS

- Decennial Census
- American Community Survey
- Puerto Rico Community Survey
- Annual Population Estimates
- Economic Census
- Annual Economic Surveys

DECENNIAL

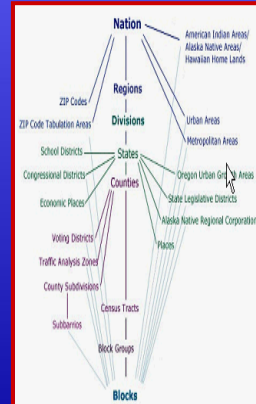
Census 2000 | 1990 Census

The Decennial Census occurs every 10 years, in years ending in zero, to count the population and housing units for the entire United States. Its primary purpose is to provide the population counts that determine how seats in the U.S. House of Representatives are apportioned. [more...](#)

2000

Census 2000 Summary File 1 (SF 1) 100-Percent Data
Summary File 1 presents counts and information [age, sex, race, Hispanic/Latino origin, household relationship, whether residence is owned or rented] collected from all people and housing units.

Census 2000 Summary File 2 (SF 2) 100-Percent Data
Population and housing characteristics [iterated for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes].



Q. Which data set do I choose?

A. It depends on the subject PLUS year and geography.



What We Ask - the Short Form and the Long Form

100-percent characteristics (short form): A limited number of questions were asked of every person and housing unit in the United States. Information is available on:

Age	Sex
Hispanic or Latino origin	Tenure (whether the home is owned or rented)
Household relationship	Vacancy characteristics
Race	

Sample characteristics (long form): Additional questions were asked of a sample of persons and housing units (generally 1 in 6 households). Data are provided on:

Population

Ancestry
Disability
Grandparents as caregivers
Income in 1999
Labor force status
Language spoken at home and ability to speak English
Marital status
Migration (residence in 1995)
Occupation, industry, and class of worker
Place of birth, citizenship, and year of entry
Place of work and journey to work
School enrollment and educational attainment
Veteran status
Work status in 1999

Housing

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

Summary File 1:
- 100% data
- 7 race categories
- includes Summary File 2
- more than 60 detailed races)

Summary File 3:
- sample data on many topics
- includes Summary File 4
- more detailed race and ancestry categories

Q. What would my query look like?

A. Here are the steps to select geography and subject.

The left screenshot shows the 'Select Geography' page. It includes a breadcrumb trail: 'You are here: Home > Data Sets > Data Sets with Detailed Tables > Geography > Census 2000 Summary File 1 (SF 1) 100-Percent Data, Detailed'. Below this, there are search options: 'list', 'name search', 'address search', 'map', and 'geo within geo'. A red arrow points to the 'Select a geographic type' dropdown menu, which is currently set to 'County'. Below that, there is a 'Select a state' dropdown menu set to 'Virginia'. A list of 'All Counties' in Virginia is shown, including Accomack, Albemarle, Alexandria, Alleghany, Amelia, Amherst, and Appomattox. A red arrow also points to the 'Add' button at the bottom of this list. The 'Current geography selections' section shows the same list of counties. The right screenshot shows the 'Select Tables' page. It has a breadcrumb trail: 'You are here: Main > Data Sets > Data Sets with Detailed Tables > Census 2000 Summary File 1 (SF 1) 100-Percent Data, Detailed'. It includes search options: 'by subject', 'by keyword', and 'show all tables'. A red arrow points to the 'Add' button below the table selection list. The 'Current table selections' section shows 'P1. Total Population' and 'P7. Race (Total Population)'.

Q. Can I map my data results?

A. Yes. Thematic maps show geographic patterns.

The screenshot shows the 'Thematic Maps' page. The breadcrumb trail is: 'You are here: Home > Data Sets > Data Sets with Thematic Maps > Geography > Themes > Results'. The main content area shows 'TM-HB09, Percent of Housing Units Built 1995 to March 2000: 2000' for 'Suitland-Silver Hill CDP, Maryland by Census Tract'. A red circle highlights the 'Change...' button in the left sidebar. A red arrow points to the 'Display map by:' dropdown menu, which is currently set to 'Census Tract'. The map shows a geographic area with different shades of green and yellow representing different data classes. A blue box on the right contains the text: 'Maps are referred to as "themes" - Geography can be revised on the results page from Original selection - Change the look of the map using links for features and boundaries'.

Q. What is a reference map?

A. A map that shows selected geographic boundaries.

Reference Maps

Reference Maps show selected geographic boundaries for an area along with sampling frames, such as census tracts. Boundaries are available for geographic areas for which tracts or data were ever tabulated. For more details see Reference Maps. Choose from the selection below:

Select a secondary grouping:

- 2000 Census Tracts and Blocks
- 2000 Congressional Districts
- 2000 Metropolitan Areas
- 2000 Economic Places
- 2000 Census Tracts and Blocks
- 2000 Metropolitan Areas
- 2000 Census Tracts and Blocks
- 2000 Census Tracts and Blocks

Select a state or enter a ZIP code. Click "Go".

State: ZIP Code:

Working with Reference Maps

You can change the view of the Reference Map by:

- selecting a different geographic area by using the map at the top of the page
- changing the boundaries displayed on the map by clicking the boundaries...
- clicking on the zoom and pan buttons, changing or dragging the map

Reference Maps

Change...

- Boundaries and features
- Position on...
- 20746
- 20746
- 20746
- 20746
- The selected

Click map to: Zoom in Zoom out

Approx. 7 miles across

Legend

Boundaries

- State
- County
- Census Tract
- Block Group
- Block
- Place
- Urban Area
- Urban Area

Features

- Road
- Water
- Stream/Waterbody
- Stream/Waterbody

State boundaries are not visible at this zoom level

Results show the census tracts for the Zip Code/ZCTA 20746

- Select the type of geography
- Enter the location
- Click "Go"

USCENSUSBUREAU
Helping You Make Informed Decisions

Page 13

Q. When will ACS data be available for populations of 20,000 or more?

A. 3-year estimates are available right now!

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Main Data Sets

AMERICAN COMMUNITY SURVEY

Load Query | Clear all selections

The American Community Survey is a nationwide survey designed to provide communities a fresh look at how they are changing. The Puerto Rico Community Survey is the equivalent of the American Community Survey for Puerto Rico. [more...](#)

[2007 Quick Guide](#) | [Errata Notes](#)

2007

- 2005-2007 American Community Survey 3-Year Estimates**
 - Data from the American Community Survey and the Puerto Rico Community Survey
 - Collected during calendar years 2005, 2006 and 2007
 - Available for geographic areas with populations of 20,000 or more
- [Explain 1-year vs. 3-year estimates](#)
- 2007 American Community Survey 1-Year Estimates**
 - Data from the American Community Survey and the Puerto Rico Community Survey
 - Collected during calendar year 2007
 - Available for geographic areas with populations of 65,000 or more

Other Resources

- [American Community Survey Main Page](#)
- [Quality Measures](#)
- [Public Use Microdata Sample \(PUMS\)](#) - download data and view documentation
- [Download Center](#)
- [Download 1996-2004 data via FTP](#)
- [Explain Table and Map Formats](#)

Select from the following:

- [Data Profiles](#)
- [Selected Population Profiles](#)
- [Subject Tables](#)
- [Detailed Tables](#)
- [Geographic Comparison Tables](#)
- [Thematic Maps](#)
- [Reference Maps](#)
- [Custom Table](#)
- [Enter a table number](#)
- [List all tables](#)
- [List all maps](#)
- [Download PUMS data](#)
- [About this data set](#)

USCENSUSBUREAU
Helping You Make Informed Decisions

Page 14

Q. What data do I get with ACS Population Profiles?

A. Housing, economic, social and demographic characteristics.

U.S. Census Bureau
American FactFinder

Selected Population Profile

You are here: Main > Data Sets > Geography > Population Groups > Results

Change...
[Geography \(State, county, zip\)](#)
[Population Group](#)

• Subject Definitions
 • Quality Measures

Maryland
 S0201. Selected Population Profile in the United States
 Population Group: Puerto Rican
 Data Set: 2005-2007 American Community Survey 3-Year Estimates
 Survey: American Community Survey

NOTE: For information on confidentiality protection, sampling error, nonsampling error, and definitions, see the survey methodology.

Subject	Total population	Margin of Error	Puerto Rican	Margin of Error
Total population	5,597,843		34,362	+/-2,597
TOTAL NUMBER OF RACES REPORTED				
One race	98.1%	+/-0.1	92.4%	+/-1.7
Two races	1.7%	+/-0.1	6.8%	+/-1.6
Three races	0.1%	+/-0.1	0.8%	+/-0.8
Four or more races	0.0%	+/-0.1	0.2%	+/-0.2
SEX AND AGE				
Male	48.3%	+/-0.1	48.8%	+/-2.2
Female	51.7%	+/-0.1	51.2%	+/-2.2
Under 5 years	6.7%	+/-0.1	10.8%	+/-2.3
5 to 17 years	17.7%	+/-0.1	25.3%	+/-2.8
18 to 24 years	9.5%	+/-0.1	9.8%	+/-1.7
25 to 34 years	12.8%	+/-0.1	17.4%	+/-2.0
35 to 44 years	15.5%	+/-0.1	13.9%	+/-1.9
45 to 54 years	15.3%	+/-0.1	12.0%	+/-2.0
55 to 64 years	10.8%	+/-0.1	6.2%	+/-1.0
65 to 74 years	6.1%	+/-0.1	3.1%	+/-0.6
75 years and over	5.5%	+/-0.1	1.5%	+/-0.5
Median age (years)	37.2	+/-0.1	27.4	+/-1.4
18 years and over	75.6%	+/-0.1	64.0%	+/-2.5
21 years and over	71.3%	+/-0.1	59.1%	+/-2.2
62 years and over	14.3%	+/-0.1	5.9%	+/-1.2
85 years and over	11.6%	+/-0.1	4.6%	+/-0.9
Under 18 years	1,366,886	+/-403	12,358	+/-1,513
Male	51.0%	+/-0.1	52.6%	+/-5.4
Female	49.0%	+/-0.1	47.4%	+/-5.4
18 years and over	4,230,957	+/-403	21,964	+/-1,535

Q. Does AFF have data on businesses & industries?

A. Economic Fact Sheets provide fast access to those data.

Business...

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
 FACT SHEET
 PEOPLE
 GEOGRAPHY
 BUSINESS AND GOVERNMENT
 • Economic Fact Sheet
 • Economic Fact Sheet
 • Industry
 • Business and Industry
 • Foreign Trade
 • Government

ABOUT THE DATA
 DATA SETS
 DOWNLOAD CENTER
 MAPS
 TOOLS AND REFERENCES

Economic Fact Sheet

United States
 United States

city/town, county, or zip
 state
 -- select a state --
[search by address](#)

Find an Economic Fact Sheet for a **specific industry**.
[Reference Map](#)

Selected Statistics from the 2002 Economic Census
2002 Economic Sectors

2002 NAICS sector	Number of establishments	Sales, shipments, receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees
22 Utilities	17,103	396,907,044	42,417,930	663,044
42 Wholesale trade	435,521	4,634,755,112	259,653,080	5,878,405
44-45 Retail trade	1,114,637	3,056,421,997	302,113,581	14,647,675
48-49 Transportation & warehousing	199,618	382,152,040	115,988,733	3,650,859
51 Information	137,678	891,845,956	194,670,163	3,736,061
52 Finance & insurance	440,268	2,803,854,868	377,790,172	6,578,917
53 Real estate & rental & leasing	322,815	335,587,706	60,222,584	1,948,657
54 Professional, scientific, & technical services	771,305	886,801,038	376,090,052	7,243,505
56 Management of companies & enterprises	49,308	107,064,264	178,996,060	2,605,292
56 Administrative & support & waste management & remediation services	350,583	432,577,580	206,439,329	8,741,854
61 Educational services	49,319	30,690,707	10,164,378	430,164
62 Health care & social assistance	704,526	1,207,299,734	495,845,829	15,052,255
71 Arts, entertainment, & recreation	110,313	141,904,109	45,169,117	1,848,674
72 Accommodation & food services	565,590	449,498,718	127,554,483	10,120,951

Q. How much detail can I get about businesses?

A. Industry data by NAICS code for sales, establishments and number of employees. Geographic detail varies by industry.

U.S. Census Bureau
American Factfinder

Detailed Statistics

You are here: [Main](#) > [Data Sets](#) > [Select an Economic Data Set](#) > [Results](#)

Use the menus to change your results

This is a filtered view of the selected data set. Use the [modify filters](#), [reset filters](#), or [view current filters](#)

rows 1-2 of 2

2002 Economic Census
Release Date: 1/1/2002
Sector: 00; All sectors; Geographic Area States; Economy Wide Key Statistics: 2002

(NOTE: Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.)

Geographic Area	2002 NAICS code	Meaning of 2002 NAICS code	Meaning of Type of op or tax stat code	Footnote	Year	Number of establishments	Bls, shops, rcpts, rev (\$1,000)	Annual payroll (\$1,000)	Number of employees
Nevada	713210	Casinos (except casino hotels)	All establishments		2002	82	571,495	148,751	8,365
Nevada	713210	Casinos (except casino hotels)	Establishments subject to federal income tax		2002	82	571,495	148,751	8,365

rows 1-2 of 2

Q. Can I get data on business owners?

A. Yes. Gender and race data for Nation, states and some counties.

Geography Quick Report

You are here: [Main](#) > [Data Sets](#) > [Quick Reports](#) > [Geography](#) > [Results](#)

[Print / Download](#) | [Related Items](#)

NAICS Detail:
Table 1. Geography selected and where NAICS = 00 ("All SBO Industries" Total) | Go

San Francisco County, CA

Table 1. Selected Statistics of Business Ownership by Gender, Hispanic or Latino Origin, and Race: 2002 Population: 754,019

(NOTE: Includes firms with paid employees and firms with no paid employees. The U.S. totals are based on the 2002 Economic Census, whereas the gender, Hispanic or Latino origin, and race estimates are based on the 2002 Survey of Business Owners. Detail may not add to total because a Hispanic or Latino firm may be of any race. Moreover, each owner had the option of selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each industry and geographic area in which they operate. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Introduction Text](#). See [additional note](#) for the definition of SBO Group.)

2002 NAICS code	Kind of business	SBO Group	All firms		Firms with paid employees			
			Number of firms	Total receipts (\$1,000)	Number of firms	Total receipts (\$1,000)	Number of employees	Annual payroll (\$1,000)
00	Total for all sectors	All firms	91,873	109,989,668	25,275	106,270,711	508,068	27,272,103
00	Total for all sectors	Female-owned	(0) 28,459	(0) 4,886,117	(0) 4,890	(0) 3,854,337	(0) 38,993	(0) 994,394
00	Total for all sectors	Hispanic or Latino	5,305	1,153,940	973	1,012,289	52,537	443,283
00	Total for all sectors	Black or African American	(0) 2,634	(0) 317,703	(0) 367	(0) 243,148	(0) 4,424	(0) 106,794
00	Total for all sectors	American Indian and Alaska Native	493	44,326	S	S	S	S
00	Total for all sectors	Asian	19,639	(0) 5,405,124	(0) 5,916	(0) 4,755,720	38,492	(0) 1,098,989
00	Total for all sectors	Native Hawaiian and Other Pacific Islander	288	61,364	S	S	S	S

Source: U.S. Bureau of the Census, 2002 Survey of Business Owners

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
r: Revised.
S: Withheld because estimate did not meet publication standards.

Q. How do I know where I am in the AFF?

A. AFF “breadcrumbs” show your path and where you are now.

Detailed Tables

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Data Sets with Detailed Tables](#) ▶ [Geography](#) ▶ [Tables](#) ▶ **Results**

Use the links above to change your results | [Options](#) | [Print / Download](#) | [Related Items](#)

[P6. RACE \[8\] - Universe: Total population](#)
Data Set: [Census 2000 Summary File 3 \(SF 3\) - Sample Data](#)

NOTE: [Corrected counts](#) are available for one or more geographies displayed in this table.

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expst3.htm>.

	Miami-Dade County, Florida
Total	2,253,362
White alone	1,570,990
Black or African American alone	452,333
American Indian and Alaska Native alone	4,841
Asian alone	30,692
Native Hawaiian and Other Pacific Islander alone	605
Some other race alone	102,436
Two or more races	91,465

U.S. Census Bureau
Census 2000

Q. How do I clear a query?

A. On the Data Sets page, click on “Clear all selections.”

Data Sets

[Main](#) [Search](#) [Feedback](#) [FAQs](#) [Glossary](#) [Site Map](#) [Help](#)

POPULATION FINDER [Main](#) ▶ [Data Sets](#)

FACT SHEET **DECENNIAL** [Load Query](#) | [Clear all selections](#)

PEOPLE

HOUSING [Census 2000](#) [1990 Census](#)

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

- **Decennial Census**
- American Community Survey
- Puerto Rico Community Survey
- Annual Population Estimates
- Economic Census

The Decennial Census occurs every 10 years, in years ending in zero, to count the population and housing units for the entire United States. Its primary purpose is to provide the population counts that determine how seats in the U.S. House of Representatives are apportioned. [more...](#)

Other Resources

- [Census 2000 Gateway](#)
- [Count Question Resolution \(PDF - 45 KB\)](#)
- [Census 2000 Notes and Errata \(PDF - 2.2 MB\)](#)
- [Census 2000 SF 1 - SF 4 Data Corrections in American FactFinder](#)
- [Download Center](#)
- Download data sets via [FTP](#)

[Explain Table and Map Formats](#)

Overview of Economic Programs, Data Products and Dissemination



presented by:

Andy Hait
Economic Planning and Coordination Division



Presentation Outline

- **Economic Programs Terminology**
- **Data Product Organization**
- **Disclosure and Other Data Suppressions**
- **Economic Programs and Data Products**

Terminology

Census Bureau Data Types

- **Economic**
data collected from **businesses**
- **Demographic**
data collected from **people & households**

U.S. Census Bureau

2010 Census · News · Become a Census Taker
 American Community Survey · Census 2000

People & Households · Estimates · Projections · Housing · Income | State Median Income · Poverty · Health Insurance · International · Genealogy · More

Business & Industry · Economic Census · Get Help with Your Form · Economic Indicators · NAICS · Survey of Business Owners · Government · E-Stats · Foreign Trade | Export Codes · Local Employment Dynamics · More

Geography · Maps · TIGER · Gazetteer · More

Newsroom · Releases · Facts For Features · Minority Links · Broadcast & Photo Services · Embargo/News Release Subscription · More

Special Topics · Census Bureau Data and Emergency Preparedness · Events Calendar · Training · For Teachers & Students · Statistical Abstract · FedStats · USA.gov

Apply now to be a census taker!

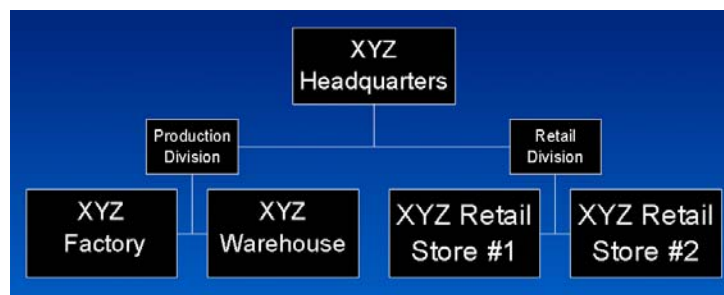
U.S. Census Bureau
 Helping You Make Informed Decisions

Accessibility | Information Quality | FOIA | Data Protection & Privacy Policy | U.S. Dept. of Commerce

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



Employers vs Nonemployers

Employers

- **Businesses with 1 or more paid employees**
- **Covered by the Economic Census**

Nonemployers

- **Businesses with no paid employees**
- **Make up about 3/4 of all US businesses but less than 5% of business receipts/revenue**
- **NOT covered by the Economic Census** (primarily published in the *Nonemployer Statistics* reports)

Data Product Organization

Categories for Economic Data

- **Industry** (business activity)
- **Product** (what business makes or sells)
- **Geography** (where business located)
- **Time Period** (period covered)
- **Other Cross-Tabs** (business size, legal form of organization, etc.)
- **Data Items** (employment, sales, etc.)



Industry Classifications

- **North American Industry Classification System (NAICS)**
 - Launched in 1997 as part of NAFTA
 - Updated every 5 years
- **Standard Industrial Classification System (SIC)**
- **Bridge Codes**
 - Every Census Year (relate “old” basis to “new” and visa versa)





NAICS Hierarchy

<i>Level</i>	<i>Code</i>	<i>Description</i>
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

NAICS Sectors

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

Not covered by Econ Census; Partial coverage in Econ Census

NAICS Sectors (cont.)

11 Agriculture, Forestry, Fishing, and Hunting – Covered by the **Census of Agriculture** published by the US Dept of Agriculture and partially covered by **County Business Patterns** and **Nonemployer Statistics**.

48-49 Transportation and Warehousing – Excludes the US Postal Service and railroads. Both covered by **US Dept of Transportation, Bureau of Transportation Statistics** (For 2002 and before, also excluded airlines.)

61 Educational Services – Excludes elementary & secondary schools, colleges/universities, and professional schools. All covered by **US Dept of Ed**.

81 Other Services (except Public Administration) – Excludes labor, political, and religious organizations and private households. Labor unions covered by **Statistics of US Business** (Census Bureau), political parties by **Congressional Quarterly**, religious orgs by non-government sources.

92 Public Administration – Covered by the **Census of Governments** published by the Census Bureau

The screenshot shows the U.S. Census Bureau website. The top navigation bar includes 'U.S. Census Bureau', 'FAQs | Subjects A to Z | Help', and a '2010 Economic Census' banner. The main content area is divided into several sections: 'People & Households', 'Business & Industry', 'Geography', and 'Newroom'. The 'Business & Industry' section contains a link to 'NAICS' which is highlighted with a red box. Below this, there is a section for the 'North American Industry Classification System (NAICS)' with a search bar and an 'INTRODUCTION' section. The search bar is also highlighted with a red box. The 'INTRODUCTION' section provides information about the NAICS system, its development, and where to find the manual. At the bottom, there is a small image of the 'North American Industry Classification System' manual cover.

Exercise 1

What is the NAICS Code for landscaping services?

Product Classifications

- **NAICS Product Codes**
 - Cover the Mining and Manufacturing sectors only
 - Ex: "Wines, red grape, 14 percent or less alcohol content"
- **Product Line Codes**
 - Cover all sectors except Mining, Manufacturing, and Construction
 - Ex: "Bakery products baked on premises", sold by Grocery stores
- **Kinds of Business & Types of Construction Codes**
 - Cover the Construction sector only
 - Ex: "Single-family houses, detached", built by New single-family general contractors

Econ Geography Levels

- **United States**
- **Census Regions and Divisions**
- **States (and equivalents)**
- **Metro Areas**
- **Counties (and equivalents)**
- **Places (cities, towns, villages, etc.)**
- **ZIP Codes**

Econ Census Geographic Coverage

Sector	States	MA's	Coun- ties	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

Data Disclosure and Suppressions

Withholding Data

- **U.S. Code, Title 13 and Title 26**
 - Can't release data that would disclose the identity of individual companies
 - Data suppressed with "(D)" in tables/files via complex program (employment size ranges shown)
- **Other Data Suppressions**
 - High sampling/non-sampling errors or poor (or questionable) responses from companies (data suppressed with "(S)" or "(s)" in tables/files
 - Data not available or not comparable (data suppressed with "(N)" or "(X)" in tables files
 - Publication minimums (data row not shown)

Casinos (except casino hotels)

NAICS: [713210](#)

Table 1. Selected Industry Statistics for the U.S. and States: 2002

[NOTE: Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.]

Geography	Number of establishments	Number of employees	Annual payroll (\$1,000)	Sales, shipments, receipts, or revenue (\$1,000)	2002 population estimate
United States	356	105,792	2,531,905	12,386,830	288,368,698
Arizona	6	3,366	76,037	805,159	5,456,453
California	42	24,882	657,557	3,261,384	35,116,033
Colorado	22	2,901	78,036	377,623	4,506,542
Florida	14	1,855	42,856	184,824	16,713,149
Georgia	1	b	D	D	8,560,310
Illinois	5	6,283	153,414	1,028,567	12,600,620
Indiana	3	h	D	D	6,159,068
Iowa	9	4,813	86,730	391,073	2,936,760
Kansas	3	g	D	D	2,715,884
Louisiana	9	9,064	197,741	691,862	4,482,646
Massachusetts	1	c	D	D	6,427,801
Michigan	6	i	D	D	10,050,446
Minnesota	4	649	13,304	46,647	5,019,720
Mississippi	5	3,054	53,265	252,583	2,871,782
Missouri	8	5,180	125,963	655,743	5,672,579
Montana	24	c	D	D	909,453
Nevada	82	8,365	148,751	571,495	2,173,491
New Mexico	9	5,605	133,300	678,907	1,855,059
New York	4	603	14,133	69,259	19,157,532
North Dakota	2	e	D	D	634,110
Oregon	4	1,329	29,813	110,445	3,521,515
South Carolina	3	c	D	D	4,107,183
South Dakota	46	1,244	21,343	108,722	761,063
Washington	41	9,940	230,612	811,037	6,068,996
Wisconsin	3	g	D	D	5,441,196

Source: U.S. Bureau of the Census, 2002 Economic Census

Economic Programs and Data Products

Economic Census vs. Surveys

Economic Census

- Every 5 years
(years ending in 2 & 7)
- Expansive industry and product detail
- Detailed geography
- Federally mandated

Economic Surveys

- Monthly, quarterly and annual
- Limited detail
- Primarily national
- Most voluntary or from administrative data

Economic Census Pub Series'

- **Industry Series** - Selected national-level industry and product data published by sector and industry
- **Geographic Area Series** - Selected national-, state-, and other geographic-level data published by sector and geography
- **Subjects/Summary Series** - Selected summary data published by sector (including Products, Size, and Misc Subjects reports)
- **ZIP Codes** – Establishment counts by sales size for selected sectors
- **Core Business Statistics Series** - Selected multi-sector data
- **Economy-Wide Key Statistics (EWKS) file** – Aggregated key data from pub series' listed above (and others)

Related Economic Programs

- **Commodity Flow Survey (CFS)** - Selected national- and finer-level data on the movement of products across the U.S. by mode of transportation (plus other breakouts).
 - **Economic Census of Island Areas** – Selected industry, product, and other data for American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.
 - **Survey of Business Owners (SBO)** – Selected national- and finer-level industry data for women- and minority-owned firms and the characteristics of these firms and their owners.
- (New for 2007: Corresponding data for veteran-owned business and veteran business owners.)

The screenshot displays the homepage of the U.S. Census Bureau website. At the top, the URL **www.census.gov** is prominently displayed. Below it, the navigation bar includes links for **FAQs**, **Subjects A to Z**, **Help**, and a **SEARCH** field with a **GO** button. The main content area is organized into several sections:

- Left Sidebar:** Contains navigation links such as **New on the Site**, **Data Tools** (highlighted with a red box), **American FactFinder**, **Jobs@Census**, **Catalog**, **Publications**, **Are You in a Survey?**, **About the Bureau**, **Regional Offices**, **Doing Business with Us**, and **Related Sites**. A **Census Atlas of the United States** banner is also present.
- Center Column:** Features the **United States Census 2010** logo and a list of links for **2010 Census**, **News**, **Become a Census Taker**, **American Community Survey**, and **Census 2000**. It also includes sections for **People & Households**, **Business & Industry**, **Geography**, **Newsroom**, and **Special Topics**.
- Right Column:** Titled **Data Finders**, it includes a **Population Clocks** section showing **U.S. 305,755,628** and **World 6,758,591,481** as of Feb 05, 2009. Below this are interactive tools like **Population Finder** and **Find An Area Profile with QuickFacts**.

At the bottom of the page, there is a footer with the text **U.S. CENSUS BUREAU** and **Helping You Make Informed Decisions**, along with links for **Accessibility**, **Information Quality**, **FOIA**, **Data Protection & Privacy Policy**, and **U.S. Dept. of Commerce**. A **Apply now to be a census taker!** banner is also visible.

Econ Release Formats on AFF

- **Fact Sheets**
 - Selected data for all sectors presented in a table
- **Quick Reports (QRs)**
 - Selected data for an industry or geography presented in a table
- **Thematic Maps**
 - Selected data (including ratios) presented in a map
- **Detailed Datasets**

Econ Census Fact Sheets

The screenshot displays the American FactFinder website interface. At the top, the U.S. Census Bureau logo and 'American FactFinder' branding are visible. A navigation menu includes 'Main', 'Search', 'Feedback', 'FAQs', 'Glossary', 'Site Map', and 'Help'. Below the menu, a sidebar on the left lists various data categories: POPULATION FINDER, FACT SHEET, PEOPLE, HOUSING, BUSINESS AND GOVERNMENT (highlighted with a red box), ABOUT THE DATA, DATA SETS, DOWNLOAD CENTER, MAPS, TOOLS AND REFERENCES, and Address Search... The main content area is titled 'Econ Census Fact Sheets' and features a 'Fast Access to Information' section with a form to request a fact sheet. Below this, the 'Getting Detailed Data' section lists several data sources: Decennial Census, American Community Survey, Puerto Rico Community Survey, Population Estimates Program, Economic Census, and Annual Economic Surveys. On the right side, there are sections for 'Population Data' (including a 'Population Finder' tool and a 'U.S. Population Clock' showing 305,753,494), and 'What's New' (listing updates to American FactFinder, 2008 Population Estimates, and 2006 Annual Survey of Manufactures).

Sample Fact Sheet

U.S. Census Bureau American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
FACT SHEET
PEOPLE
HOUSING
BUSINESS AND GOVERNMENT

Business... Main > Economic Fact Sheet

ECONOMIC FACT SHEET

United States

city/town, county, or zip
state
-- select a state -- GO
[search by address >](#)

Find an Economic Fact Sheet for a [specific industry](#). [Reference Map](#)

Selected Statistics from the 2002 Economic Census
2002 Economic Sectors

	2002 NAICS sector	Number of establishments	Sales, shipments, receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees	more >
22	Utilities	17,103	398,907,044	42,417,830	663,044	more >
44-45	Retail trade	1,114,637	3,056,421,997	302,113,581	14,647,675	more >
48-49	Transportation & warehousing	199,619	382,152,040	115,988,733	3,650,859	more >
51	Information	137,678	891,845,956	194,670,163	3,736,061	more >
52	Finance & insurance	440,268	2,803,854,868	377,790,172	6,578,817	more >
53	Real estate & rental & leasing	322,815	336,587,706	60,222,584	1,948,657	more >
54	Professional, scientific, & technical services	771,305	886,801,038	376,090,052	7,243,505	more >
55	Management of companies & enterprises	49,308	107,064,264	178,996,060	2,605,292	more >
56	Administrative & support & waste management & remediation service	350,583	432,577,580	206,439,329	8,741,854	more >
61	Educational services	49,319	30,690,707	10,164,378	430,164	more >
62	Health care & social assistance	704,526	1,207,299,734	495,845,829	15,052,255	more >

QRs, TMs, and Datasets

U.S. Census Bureau American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
FACT SHEET
PEOPLE
HOUSING
BUSINESS AND GOVERNMENT

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

Fast Access to Information

Get a Fact Sheet for your community...

city/town, county, or zip
state
-- select a state -- GO
[or select a state using a map >](#)

Getting Detailed Data

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

See the [Count Question Resolution Program](#) for information on Census 2000 count corrections.

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

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

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

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

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

Population Data

Population Finder
Use the [Population Finder](#) to view population trends for your community.

U.S. Population Clock
12:52 GMT (EST+5) Feb 05, 2009
305,753,494
[more population clocks >](#)

What's New

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

Updates to American FactFinder released December 9, 2008. [more >](#)

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

2007 Commodity Flow Survey data are now available from the Economic Census [Data Sets page](#).

2006 Annual Survey of Manufactures has been [updated](#). New data are now available

Address Search...
Enter a [street address](#) to find Census 2000 data

- Browser Notes
- Confidentiality
- Citing FactFinder

AFF Economic Census Page

ECONOMIC CENSUS
Load Query | Clear all selections

2007 Economic Census
2002 Economic Census
1997 Economic Census

Economic Census data from 2007, 2002 and 1997 are available in American FactFinder. [more...](#)

Other Resources

- [All Economic Programs](#)
- [North American Industry Classification System \(NAICS\)](#)
- [Data Release Schedule](#)
- [Economic Census Main Page](#)

2002

2002 Economic Census and Surveys

- **Start here** for easy access to key statistics:
 - Number of establishments
 - Sales, receipts, revenue, shipments, or business done
 - Annual payroll
 - Number of employees

Note: 2002 Economic Census [data revision notices](#).

[Quick Reports](#) - data by industry or geography

[Thematic Maps](#) - display statistical data on a map

Economy-Wide Key Statistics - includes the key statistics listed above. Will cover the U.S., states, counties, places, and metropolitan areas across all industries.

- **Detailed Statistics** from 2002 Economic Census and Surveys
 - **Core Business Statistics** include the following:
 - Comparative Statistics - 2002 and 1997
 - Bridge Between 2002 and 1997 NAICS
 - **Search for data sets** - by geography, industry/product, or data item
 - Economic Census data sets by sector...

21: Mining	54: Professional, Scientific, and Technical Services
22: Utilities	55: Management of Companies and Enterprises
23: Construction	56: Administrative and Support and Waste

Sample Industry Quick Report

U.S. Census Bureau
American FactFinder

[Main](#) | [Search](#) | [Feedback](#) | [FAQs](#) | [Glossary](#) | [Site Map](#) | [Help](#)

Industry Quick Report

You are here: [Main](#) > [Data Sets](#) > [Quick Reports](#) > [Industry](#) > [Results](#)

[Print / Download](#) | [Related Items](#)

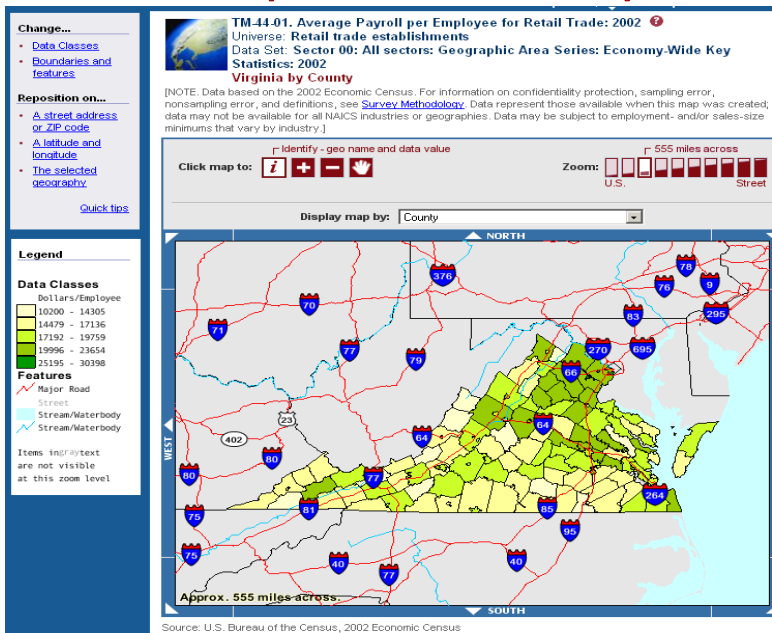
Construction machinery mfg

NAICS: [33312](#)

Table 1. Selected Industry Statistics for the U.S. and States: 2002
 [NOTE: Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.]

Geography	Number of establishments	Number of employees	Annual payroll (\$1,000)	Sales, shipments, receipts, or revenue (\$1,000)	2002 population estimate
Alabama	10	622	29,094	165,184	4,486,508
Arizona	7	270	12,353	61,368	5,456,453
Arkansas	8	c	D	D	2,710,079
California	64	923	38,490	161,418	35,116,033
Florida	25	522	18,619	104,593	16,713,149
Georgia	15	1,008	40,440	404,030	8,560,310
Idaho	9	339	12,199	53,201	1,341,131
Illinois	52	8,908	511,041	4,460,373	12,600,620
Indiana	29	1,083	43,147	279,515	6,159,068
Iowa	32	7,097	299,919	2,934,906	2,936,760
Kansas	22	1,940	77,104	661,499	2,715,884
Kentucky	12	1,154	42,571	273,038	4,092,891
Louisiana	9	e	D	D	4,482,646
Maine	4	225	9,221	71,408	1,294,464
Massachusetts	12	268	11,225	46,592	6,427,801
Michigan	27	1,103	44,043	280,475	10,050,446
Minnesota	32	1,574	70,475	396,477	5,019,720
Missouri	10	637	28,079	146,165	5,672,579
Nebraska	6	f	D	D	1,729,180
New Mexico	6	106	4,232	15,548	1,855,059
New York	28	714	29,097	133,012	19,157,532
North Carolina	21	2,562	110,808	1,949,560	8,320,146
North Dakota	9	g	D	D	634,110
Ohio	50	2,097	78,362	468,308	11,421,267
Oklahoma	23	2,573	95,750	552,798	3,493,714

Sample Thematic Map



AFF Economic Census Page

U.S. Census Bureau

American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

- Decennial Census
- American Community Survey
- Puerto Rico Community Survey
- Annual Population Estimates
- Economic Census**
- Annual Economic Surveys

DOWN LOAD CENTER

MAPS

TOOLS AND REFERENCES

2007 Economic Census

2007 Economic Census | [Load Query](#) | [Clear all selections](#)

Economic Census data from 2007, 2002 and 1997 are available in American FactFinder. [more...](#)

2007 Economic Census and Surveys

- Start here** for easy access to key statistics:
 - Number of establishments
 - Sales, receipts, revenue, shipments, or business done
 - Annual payroll
 - Number of employees
- Economy-Wide Key Statistics** - Includes the key statistics listed above. Will cover the U.S., states, counties, places, and metropolitan areas across all industries.
- Detailed Statistics** from 2007 Economic Census and Surveys
 - Core Business Statistics** include the following:
 - Advance Report
 - Comparative Statistics - 2007 and 2002
 - [Browse Releases 2007 and 2002 NAICS](#)
 - 2007 Franchise Establishment Statistics
 - Search for data sets** - by geography, industry/product, or data item

Economic Census data sets by sector:

- 31: Manufacturing
- 42: Wholesale Trade
- 44: Retail Trade

NOTE: 2007 Economic Data are released on a flow basis. Some geographies and/or industries may not yet be available. See the [2007 Economic Census Release Schedule](#) for more information.

Econ AFF Features

- To find data, you can:
 - **Search** for datasets (by geography, industry, or other dimensions, or by data item)
 - **List** datasets (by program, survey, or sector)
- Once you're in a file, you can:
 - **Filter** within a dataset
 - **Modify** display (show/hide/create/move columns)
 - **Sort** data in table
 - **Print** and **Download** data (plus FTP site)
 - **Access** textual metadata

Sample Detailed Dataset View

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Detailed Statistics

You are here: [Main](#) > [Data Sets](#) > [Select an Economic Data Set](#) > [Results](#)

Use the menus to change your results: [Filter Rows](#) | [Print / Download](#) | [Related Items](#)

Displayed is an unsorted preview of the **72,816** rows of this result.

To sort rows and manipulate columns from this data set, use the options on the **Filter Rows** menu to restrict the result to **15,000** rows or less.

2002 Economic Census
Release Date: 1/1/2002
[Sector 00: All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2002](#)

[NOTE: Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.]

Geographic Area Name	2002 NAICS code	Meaning of 2002 NAICS code	Meaning of Type of op or tax stat code	Footnote id	Year	Number of establishments	Sls, shps, rcpts, rev (\$1,000)	Annual payroll (\$1,000)	Number of employees
Ohio	21	Mining	Total		2002	777	2,421,333	435,731	10,825
Ohio	211	Oil and gas extraction	Total		2002	225	868,366	61,614	1,455
Ohio	2111	Oil and gas extraction	Total		2002	225	868,366	61,614	1,455
Ohio	21111	Oil and gas extraction	Total		2002	225	868,366	61,614	1,455
Ohio	211111	Crude petroleum and natural gas extraction	Total		2002	222	D	D	5
Ohio	211112	Natural gas liquid extraction	Total		2002	3	D	D	5
Ohio	212	Mining, except oil and gas	Total		2002	344	1,410,973	318,892	7,797
Ohio	2121	Coal mining	Total		2002	58	662,460	147,975	3,283
Ohio	21211	Coal mining	Total		2002	58	662,460	147,975	3,283
Ohio	212111	Bituminous coal and lignite surface mining	Total		2002	45	345,808	60,910	1,555
Ohio	212112	Bituminous coal	Total		2002				

Exercise 2

How many landscaping businesses were there in the U.S. in 2002 and which state had the most?

Hint – Use the 2002 Economic Census Industry Quick Reports in American FactFinder

New 2007 Econ Census web page

2007 Economic Census

You are here: [Census.gov](#) > [Business & Industry](#) > 2007 Economic Census

[Main](#) | [Get Data](#) | [User Guide](#) | [Data Release Schedule](#) | [Definitions](#) | [Contact Info](#) | [Search](#) | [Site Map](#)

GET DATA

- 2007 Economic Census
- 2002 Economic Census

Looking for PDFs?

NEWS

- Professional, Scientific, and Technical Services Industry Series
- Census Bureau Announces Guam Economy Grew by 36 Percent in Sales Between 2002 and 2007
- Wholesale Trade Industry Series

More [News Releases](#)

Check out Industry Snapshots

[business.census.gov](#)

RELATED SITES

- Sample 2007 Forms
- 2002 Economic Census
- North American Industry

OVERVIEW

- The economic census profiles U.S. national and local economies every 5 years. [Learn More](#)
- New to the economic census? [Learn More](#)
- Data are released over time only in [American FactFinder](#).
- See [what's new](#) for this economic census.
- Find out how to [get data](#).

Want to be notified when your data are available? [Learn More](#)

KEY DATES

DATA FOR ...

- Preliminary national industry totals: 2- and 3-digit NAICS
- Preliminary totals: selected 6-digit NAICS
- Nation, states, counties, places and metropolitan areas

See the [data release schedule](#) for more information.

WILL BE PUBLISHED ...

- Now Available! [Get Data](#)
- Releasing Now! [Get Data](#)
- October 2009 - August 2010

VIDEOS: USING AMERICAN FACTFINDER

[Intro Video](#)

NOTIFY ME!

[Email me](#) when my industry is published

business.census.gov

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

business.census.gov

Business Data You Can Use

[PRESS RELEASES](#) [CONTACT US](#)

When can I get 2007 Economic Census data for my industry? Sign up for notification below.

THIS JUST IN...

MANUFACTURING SHIPMENTS INCREASED **36%**

WHILE EMPLOYMENT FELL 9% 2002 TO 2007.

The Economic Census helps organizations make informed business decisions.

- 2007 Advance data: [Summary](#) and [2007-2002 Comparative Statistics](#)
- Detailed 2007 [industry data](#) are being published through 2009
- State and local data for 2007 will start in November

Check out our library of other available data:

Graphic [Industry Snapshots](#)
(2007 / 2002)

[Data for your local area](#)
(2002 Economic Census)

[Industry Statistics Sampler](#)
(includes links to annual & monthly sources)

[Guide to 2007 Data](#)

[2007 Release Schedule](#)

[How People Use the Data](#)

"Sound and timely economic data are the fuel that powers economic decision-making."
Thomas J. Donohue, President, United States Chamber of Commerce

ECONOMIC
OFFICIAL 5 YEAR MEASURE
OF AMERICAN BUSINESS
CENSUS

NOTIFY ME!

[E-mail me](#) when my industry is published

Economic Surveys

- **Economic Indicators**
 - 12 surveys for selected key sectors
 - Collected by Census but released by Commerce
- **Other current economic surveys**
 - **Current Industrial Reports** – Cover products of selected manufacturing industries
 - **Retail e-Commerce Sales** – Covers electronic sales of merchandise in the U.S.

www.census.gov

U.S. Census Bureau FAQs | Subjects A to Z | Help SEARCH:

American Community Survey
NEW DATA

U.S. Census 2010

2010 Census · [News](#) · [Become a Census Taker](#)
[American Community Survey](#) · [Census 2000](#)

People & Households · [Estimates](#) · [Projections](#) · [Housing](#) · [Income](#) | [State Median Income](#) · [Poverty](#)
· [Health Insurance](#) · [International](#) · [Genealogy](#) · [More](#)

Business & Industry · [Economic Census](#) · [Get Help with Your Form](#) · [Economic Indicators](#) · [NAICS](#)
· [Survey of Business Owners](#) · [Government](#) · [E-Stats](#)
· [Foreign Trade](#) | [Export Codes](#) · [Local Employment Dynamics](#) · [More](#)

Geography · [Maps](#) · [TIGER](#) · [Gazetteer](#) · [More](#)

Newsroom · [Releases](#) · [Facts For Features](#) · [Minority Links](#) · [Broadcast & Photo Services](#)
· [Embargo/News Release Subscription](#) · [More](#)

Special Topics · [Census Bureau Data and Emergency Preparedness](#) · [Events Calendar](#)
· [Training](#) · [For Teachers & Students](#) · [Statistical Abstract](#) · [FedStats](#) · [USA.gov](#)

Apply now to be a census taker!

Data Finders

Population Clocks
U.S. 305,755,628
World 6,758,591,481
20:20 GMT (EST+6) Feb 09, 2009

Population Finder
city/ town, county, or zip
or state
Select a state

Find An Area Profile with QuickFacts
Select a state to begin
Select a state

Latest Economic Indicators
• [Manufacturers' Shipments, Inventories, and Orders](#)
• [Construction Spending](#)

Economic Indicators
Select an indicator
Select an indicator

U.S. CENSUS BUREAU Accessibility | Information Quality | FOIA | Data Protection & Privacy Policy | U.S. Dept. of Commerce
Helping You Make Informed Decisions

Economic Surveys (cont.)

- **Other annual economic surveys**
 - Annual Survey of Manufacturers
 - Annual Retail Trade and Annual Wholesale Trade Surveys and Services Annual Survey
 - many others...
- **Other related economic programs**
 - **Statistics of U.S. Businesses** – Data for the US and states by industry and “enterprise” employment size; “births” & “deaths” data
 - **Census of Governments** – Federal, state, and local
 - **Foreign Trade** – Imports/Exports

Annual Economic Programs

• County Business Patterns

- Numbers of establishments, employment, and payroll by industry
- National-, state-, metro area-, county-, and ZIP Code-level data
- Businesses with 1 or more paid employees.

• Nonemployer Statistics

- Numbers of establishments and sales by industry
- National-, state-, metro area-, and county-level data
- Businesses without paid employees.

www.census.gov

The screenshot displays the U.S. Census Bureau website. At the top, the header includes the U.S. Census Bureau logo, navigation links for 'FAQs', 'Subjects A to Z', and 'Help', and a search bar. The main content area is divided into several sections:

- Left Navigation Menu:** Includes links for 'New on the Site', 'Data Tools', 'American FactFinder', 'Jobs@Census', 'Catalog', 'Publications', 'Are You in a Survey?', 'About the Bureau', 'Regional Offices', 'Doing Business with Us', and 'Related Sites'. A 'Census Atlas of the United States' banner is also present.
- Central Content Area:** Features the 'United States Census 2010' logo and a list of links for '2010 Census', 'News', 'Become a Census Taker', 'American Community Survey', and 'Census 2000'. Below this are sections for 'People & Households', 'Business & Industry' (highlighted with a red box), 'Geography', 'Newsroom', and 'Special Topics'. The 'Business & Industry' section includes links for 'Economic Census', 'Get Help with Your Form', 'Economic Indicators', 'NAICS', 'Survey of Business Owners', 'Government', 'E-Stats', 'Foreign Trade', 'Export Codes', 'Local Employment Dynamics', and 'More'.
- Right Content Area:** Features a 'Data Finders' section with 'Population Clocks' showing 'U.S. 305,755,628' and 'World 6,758,591,481'. Below this is a 'Population Finder' search box and a 'Find An Area Profile with QuickFacts' section. At the bottom right, there are 'Latest Economic Indicators' and 'Economic Indicators' sections.
- Footer:** Contains the U.S. Census Bureau logo, the tagline 'Helping You Make Informed Decisions', and links for 'Accessibility', 'Information Quality', 'FOIA', 'Data Protection & Privacy Policy', and 'U.S. Dept. of Commerce'.

U.S. Census Bureau

Business and Industry
Census Bureau Economic Programs

See what Economic Census data can do for you! business.census.gov

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

Search

Are You In A Survey?

American Factfinder

Latest Economic Indicator

Manufacturers' Shipments, Inventories, and Orders

New orders for manufactured goods in December decreased \$14.8 billion or 3.9 percent to \$362.4 billion.

Previous: -6.5 November 2008 % change
Current: -3.9 December 2008 % change

[Economic Briefing Room](#) · [Indicator Release Schedule](#) · [Historical Time Series](#)

USCENSUSBUREAU

Get help with your firm

Economic Census * MA-10000 * NC-99001 * RD1 * QSS * QFR * M3

Index of Farms

E-commerce Data

Industry Statistics Sampler
Links to all data for an industry

Programs Overview

Current Quarter

Multisector

Enter keyword

Industry Search

Economic Statistics by Geography, Sector, and Frequency

Click on year to go to latest data.

Programs with national and subnational data

	U.S.	States	Metro areas	Counties	Cities	ZIP codes
Economic Census	2002	2002	2002	2002	2002	2002
Survey of Business Owners (incl. minorities, women)	2002	2002	2002	2002	2002	
Statistics of U.S. Businesses (firms by size)	2006	2006	2006			
Statistics of U.S. Businesses (retail, health, death)	2005	2005	2005	2005		
County Business Patterns	2006	2006	2006	2006		2006
Nonemployer Statistics	2006	2006	2006	2006		
Business Dynamics Statistics (firm size and age)	2005	2005				
Local Employment Dynamics (only Workforce Indicators)			2007	2007		
Commodity Flow Survey	2002	2002				
Annual Survey of Manufactures	2006	2006				
Building Permits	2008	2008	2008	2008	2008	
Governments	2007	2007		2007	2007	
Foreign Trade: State Exports	2007	2007				

Other national data

Multi-sector data: [Annual Capital Expenditures Survey \(ACES\)](#) 2007

Sector-specific data: [Construction, Manuf.](#)

Exercise 3

What was the total number of landscaping businesses in Maryland in 2006?

(Hint – include both employers (from CBP) and non-employers (from Nonemployer Statistics))

Summary

- **When comparing data across economic programs, censuses, surveys, sectors or years**
 - Industry or Geographic vintages and comparability
 - Business classification and other survey methodologies
 - Survey coverage
 - Consistency of data items and their definitions
 - Source of raw, tabulated statistics
 - Report release timing
- **When using economic data (especially sorting)**
 - Effect of disclosures and other suppressions
 - Publication thresholds

QUESTIONS?

Andrew.W.Hait@census.gov

(301)763-6747

Exercise Answers

Exercise 1 Answer

- a. Select “NAICS” under the *Business & Industry* section of www.census.gov
- b. Enter keyword “landscaping” in 2007 NAICS Search box and click the 2007 NAICS Search button
- c. Travel agencies are classified in NAICS 561730 (part of the *Administrative and Support and Waste Management and Remediation Services* sector)

Exercise 2 Answer

Select "American FactFinder" from the navigation section of www.census.gov

- a. Click "get data" under Economic Census
- b. Click the "2002 Economic Census" tab
- c. Select "Quick Reports", and then "2002 Economic Census" under Industry Quick Reports
- d. Choose NAICS 561730 by either:
 - i. Typing "561730" or "landscaping" in the Search box, or
 - ii. Selecting the industry thru the filter option
- e. Click "Show result" after selecting the code
- e. There were **76,102** landscaping businesses in the U.S. in 2002, and **California** had the most (**7,389**).

Exercise 3 Answer

EMPLOYERS:

- i. Select "Business and Industry" on www.census.gov
- ii. Click "2006" to the right of "County Business Patterns"
- iii. Choose "Maryland" from the "Select a state" menu, click "Go", and then "Submit"
- iv. Click the "Detail" button next to NAICS 56 (Admin, support, waste mgt, remediation services)

There were **1,907** employer landscapers in Maryland in 2006, employing 15,921 people with over \$492 million in annual payroll

NONEMPLOYERS:

- i. Select "Business and Industry" on www.census.gov
- ii. Click "2006" to the right of "Nonemployer Statistics"
- iii. Choose "Maryland" from the "Select a state" menu and click "Go"
- iv. Click the "More" button next to NAICS 56 (Admin, support, waste mgt, remediation services)

There were **3,943** nonemployer landscapers in Maryland in 2006 with \$13 million in sales

Total: 5,850 establishments

American Community Survey Fundamentals

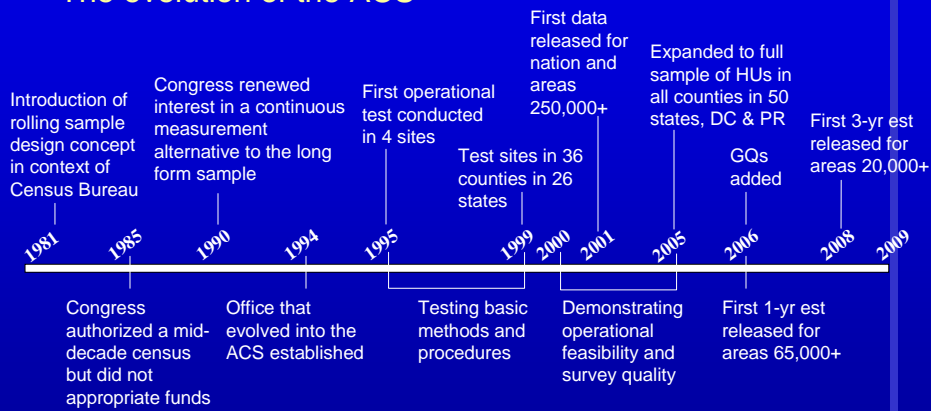
William King
July 21, 2009

What is the American Community Survey?

A large, continuous survey that:

- has an initial sample of about 3 million addresses per year
- produces characteristics of population and housing
- produces estimates for small areas and small population groups

How We Got Here The evolution of the ACS



USCENSUSBUREAU

3

Developing the ACS

The ACS was developed to:

1. Focus the decennial census on improving the population count
2. Provide characteristic data more than once every 10 years
3. Allow use of more current data to measure change and detect trends

USCENSUSBUREAU

4

Decennial Census

- Census 2000 used 2 forms:
 1. “short” form- basic demographic and housing
 2. “long” form- collected more in-depth information
- Only a sample of the population received the long form

Census 2000 and ACS Similarities

- Most questions are the same
- Many of the same basic statistics are released
- 5-year estimates will be produced for same broad set of geographic areas
 - including census tracts and block groups

Census 2000 and ACS Key Differences

- ACS data now available for larger and mid-sized areas
- ACS data for small geographic areas and population groups will be produced every year starting in 2010
- ACS data describe a period of time and published data are based on 12 months, 36 months, or 60 months

2010 Census and the ACS

- | <u>2010 Census</u> | <u>ACS</u> |
|--|---|
| • U.S. population <u>count</u> | • U.S. population <u>characteristics</u> |
| • Short form <u>only</u> | • Includes same short form questions as well as detailed characteristic questions |
| • Only long form is for U.S. territories, except Puerto Rico | • Conducted in Puerto Rico |
| • “Usual residence” rule | • “Current residence” rule |

Target Population

- Resident population of the United States and Puerto Rico
- Living in housing units and group quarters
- Current residents at the selected address

American Community Survey Group Quarters

- Place where people live or stay that is normally owned or managed by an entity or organization providing housing or services for the residents.
- 2 categories of group quarters:
 - Institutional
 - Non-institutional

Operations



ACS Content

- 4 types of characteristics:
 - Social
 - Economic
 - Housing
 - Demographic
- Characteristics, not population counts

Period Estimates

- Describe the average characteristics over a specific period of time
- Contrast with point-in-time estimates
 - Do not describe the characteristics on a specific date
- Period is 1 year, 3 years, or 5 years for ACS

Understanding Period Estimates

From *The Washington Post*:

“...were compiled from three years of responses from the Census Bureau's American Community Survey, which collects information from more than 250,000 households a month. The recently released data cover 2005 to 2007, with information from locations with as few as 20,000 residents.”

Source: Weiss, E.M. A Dubious Distinction: The Longest Ride in U.S. *The Washington Post*. February 3, 2009:A01.

Types of ACS Estimates

<u>Publication thresholds</u>	<u>1-year estimates</u>	<u>3-year estimates</u>	<u>5-year estimates</u>
65,000+ people	X	X	X
20,000+ people		X	X
Less than 20,000 people			X

ACS Geographies

Source: U.S. Census Bureau ACS Compass Products, 2008. Based on the population sizes of geographic areas from the July 1, 2007, Census Bureau Population Estimates and geographic boundaries as of January 1, 2007.

% of areas receiving estimates

	<u>1-yr</u>	<u>3-yr</u>	<u>5-yr</u>
States and DC	100	100	100
Congressional districts	100	100	100
Public Use Microdata Areas	99.9	100	100
Metropolitan Statistical Areas	99.4	100	100
Micropolitan Statistical Areas	24.3	95.5	100
Counties and county equivalents	25	57.8	100
School districts	6.6	23.6	100
American Indian and Alaska Native areas and Hawaiian homelands	2.5	6.0	100
Places – cities, towns	2.0	8.2	100
Townships and villages	0.9	4.7	100
ZIP code tabulation areas	0	0	100
Census tracts	0	0	100
Census block groups	0	0	100

ACS Data Release Schedule

Data Product	Population Size of Area	Data released in:						
		2006	2007	2008	2009	2010	2011	2012
1-Year Estimates for Data Collected in:	65,000+	2005	2006	2007	2008	2009	2010	2011
3-Year Estimates for Data Collected in:	20,000+			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011
5-Year Estimates for Data Collected in:	All Areas*					2005-2009	2006-2010	2007-2011

* Five-year estimates will be available for areas as small as census tracts and block groups.
Source: US Census Bureau

Hypothetical situation:

If Census 2010 contained a long form, detailed characteristic data would not be available until 2012

Data Products

- Profiles
 - Data Profiles
 - Narrative Profiles
 - Comparison Profiles
 - Selected Population Profiles
- Tables
 - Detailed Tables
 - Subject Tables
 - Ranking Tables (states)
 - Geographic Comparison Tables
- Thematic Maps
- Public Use Microdata Sample (PUMS) Files
 - 1-year and 3-year files

Data Products Comparison Profiles

An * indicates that the estimate is significantly different (at a 90% confidence level) than the estimate from the most current year. A 'c' indicates the estimates for that year and the current year are both controlled; a statistical test is not appropriate.

	2007 Percent Distribution	2006 Percent Distribution	Statistical Significance
Selected Social Characteristics in the United States: 2007			
HOUSEHOLDS BY TYPE			
Total households	112,377,977	111,617,402	*
Family households (families)	66.8%	66.8%	
With own children under 18 years	31.1%	31.3%	*
Married-couple family	49.7%	49.7%	
With own children under 18 years	21.4%	21.5%	*
Male householder, no wife present, family	4.6%	4.6%	
With own children under 18 years	2.3%	2.2%	
Female householder, no husband present, family	12.5%	12.5%	
With own children under 18 years	7.4%	7.4%	
Nonfamily households	33.2%	33.2%	
Householder living alone	27.3%	27.3%	
65 years and over	9.1%	9.1%	
Households with one or more people under 18 years	34.4%	34.6%	*
Households with one or more people 65 years and over	23.4%	23.2%	*
Average household size	2.61	2.61	
Average family size	3.20	3.20	
RELATIONSHIP			
Population in households	293,499,975	291,332,841	c
Householder	38.3%	38.3%	
Spouse	19.0%	19.0%	
Child	30.5%	30.5%	
Other relatives	6.7%	6.7%	

USCENSUSBUREAU

19

Data Products Selected Population Profiles

United States

S0201. Selected Population Profile in the United States

Country of Birth: Japan

Data Set: 2007 American Community Survey 1-Year Estimates

Survey: American Community Survey

Subject	Total population	Margin of Error	Japan	Margin of Error
Total population	301,621,159		352,933	+/-11,315
TOTAL NUMBER OF RACES REPORTED				
One race	97.8%	+/-0.1	97.9%	+/-0.4
Two races	2.0%	+/-0.1	2.1%	+/-0.4
Three races	0.1%	+/-0.1	0.0%	+/-0.1
Four or more races	0.0%	+/-0.1	0.0%	+/-0.1
SEX AND AGE				
Male	49.3%	+/-0.1	34.9%	+/-1.2
Female	50.7%	+/-0.1	65.1%	+/-1.2
LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Population 5 years and over	280,950,438	+/-17,610	346,391	+/-10,699
English only	80.3%	+/-0.1	18.5%	+/-1.1
Language other than English	19.7%	+/-0.1	81.5%	+/-1.1
Speak English less than "very well"	8.7%	+/-0.1	50.8%	+/-1.5
EMPLOYMENT STATUS				
Population 16 years and over	236,416,572	+/-47,218	329,589	+/-9,485
In labor force	64.8%	+/-0.1	52.6%	+/-1.5
Civilian labor force	64.4%	+/-0.1	52.5%	+/-1.5
Employed	60.3%	+/-0.1	50.7%	+/-1.6
Unemployed	4.1%	+/-0.1	1.9%	+/-0.4
Percent of civilian labor force	6.3%	+/-0.1	3.4%	+/-0.8
Armed Forces	0.4%	+/-0.1	0.1%	+/-0.1
Not in labor force	35.2%	+/-0.1	47.4%	+/-1.5

USCENSUSBUREAU

20

Data Products Detailed Tables for Quality Measures

■ Choose a table selection method

by subject by keyword **show all tables**

■ Select one or more tables and click 'Add'

[i explain table numbers](#)

B98001. Unweighted Housing Unit Sample
 B98002. Unweighted Group Quarters Population Sample
 B98011. Housing Unit Coverage Rate
 B98012. Total Population Coverage Rate by Sex
 B98013. Total Population Coverage Rate by Weighting Race and Hispanic or Latino Groups
 B98014. Group Quarters Population Coverage Rate
 B98021. Housing Unit Response and Nonresponse Rates with Reasons for Noninterviews
 B98022. Group Quarters Population Response and Nonresponse Rates with Reasons for Noninterviews
 B98031. Overall Person Characteristic Imputation Rate
 B98032. Overall Housing Unit Characteristic Imputation Rate

Add ▼

Data Products Detailed Tables – Collapsed Version

[C16007. AGE BY LANGUAGE SPOKEN AT HOME FOR THE POPULATION 5 YEARS AND OVER - Universe: POPULATION 5 YEARS AND OVER](#)
 Data Set: [2007 American Community Survey 1-Year Estimates](#)
 Survey: American Community Survey

View the [noncollapsed version of this table](#).

	United States	
	Estimate	Margin of Error
Total:	280,950,438	+/-17,610
5 to 17 years:	53,237,254	+/-25,343
Speak only English	42,318,910	+/-46,666
Speak Spanish	7,872,291	+/-34,011
Speak all other languages	3,046,053	+/-36,690
18 to 64 years:	189,872,626	+/-26,305
Speak only English	150,634,696	+/-85,397
Speak Spanish	24,333,144	+/-59,411
Speak all other languages	14,904,786	+/-62,263
65 years and over:	37,840,558	+/-17,617
Speak only English	32,552,347	+/-31,473
Speak Spanish	2,341,642	+/-12,969
Speak all other languages	2,946,569	+/-21,333

Source: U.S. Census Bureau, 2007 American Community Survey

Total:
5 to 17 years:
Speak only English
Speak Spanish
Speak other Indo-European languages
Speak Asian and Pacific Island languages
Speak other languages

Data Products

Geographic Comparison Tables

Geographic area	Percent	Margin of Error
Virginia	1.8	+/-0.1
COUNTY		
Loudoun County	6.8	+/-0.6
Prince William County	4.8	+/-0.5
Fairfax city	1.8	+/-0.9
Fairfax County	1.4	+/-0.2
Alexandria city	1.4	+/-0.5
Arlington County	0.8	+/-0.3
Manassas city	0.6	+/-0.5

Source: U.S. Census Bureau, 2005-2007 American Community Survey

Accessing ACS data

American FactFinder – <http://factfinder.census.gov>

The screenshot shows the American FactFinder website. The top navigation bar includes 'Main', 'Search', 'Feedback', 'FAQs', 'Glossary', 'Site Map', and 'Help'. A left sidebar menu lists categories like 'POPULATION FINDER', 'FACT SHEET', 'PEOPLE', 'HOUSING', 'BUSINESS AND GOVERNMENT', 'ABOUT THE DATA', 'DATA SETS', 'DOWNLOAD CENTER', 'MAPS', and 'TOOLS AND REFERENCES'. The main content area displays '2007 American Community Survey 3-Year Estimates' and '2007 American Community Survey 1-Year Estimates'. A right sidebar titled 'Other Resources' lists links such as 'American Community Survey Main Page', 'Quality Measures', 'Public Use Microdata Sample (PUMS)', 'Download Center', and 'Download 1996-2004 data via FTP'. A 'Select from the following:' box offers options like 'Data Profiles', 'Selected Population Profiles', 'Subject Tables', 'Detailed Tables', 'Geographic Comparison Tables', 'Thematic Maps', 'Reference Maps', and 'Custom Table'.

Data Products

Public Use Microdata Sample (PUMS)

ACS Public Use Microdata Sample (PUMS) 2005-2007 3-Year

You are here: [Main](#) > [Data Sets](#) > ACS PUMS 2005-2007 3-Year

PUMS Data and Documentation:

- 2007 1-Yr
- 2005-2007 3-Yr
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000

The Public Use Microdata Sample files, or PUMS, are a sample of the actual responses to the American Community Survey and include most [population and housing characteristics](#). These files provide users with the flexibility to prepare customized tabulations and can be used for detailed research and analysis. Files have been edited to protect the confidentiality of all individuals and of all individual households. For an overview of the file, please see the [American Community Survey PUMS overview](#).

The 2005–2007 American Community Survey Three-Year PUMS file contains the same sample of actual responses provided in the 2005, 2006, and 2007 One-Year PUMS files. For an overview of the files, please see the American Community Survey Multyear PUMS overview.

The one-year 2007 PUMS file is also available (see left menu).

Download 2005-2007 3-Year PUMS Data

Select a data type, data format, and state. Click 'GO'.

Data Type

- Population Records
- Housing Records

Data Format

- CSV (comma separated values)
- PC SAS Data Set
- UNIX SAS Data Set

State

United States

Documentation

- [Subjects available in PUMS files](#)
- [2007 PUMS top coded values](#)
- [2005-2007 PUMS Code Lists](#)
 - [Ancestry](#)
 - [Geographic Equivalency Files:](#)
 - [One-Percent PUMA](#)
 - [Five-Percent PUMA](#)
 - [Group Quarters](#)
 - [Hispanic Origin](#)
 - [Industry](#)
 - [Language](#)
 - [Migration](#)
 - [Migration PUMA](#)
 - [Occupation](#)
 - [Place of Birth](#)
 - [Place of Work](#)
 - [Place of Work PUMA](#)
 - [Race 1 \(9 categories\)](#)
 - [Race 2 \(67 categories\)](#)
 - [Race 3 \(72 categories\)](#)
 - [State Code List](#)

USCENSUSBUREAU

25

PUMS

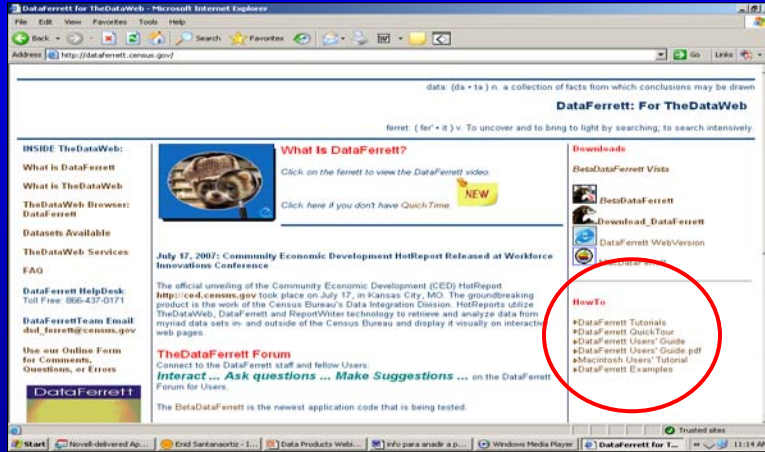
DataFerrett

The screenshot shows the U.S. Census Bureau website. The main navigation bar includes "Subjects A to Z", "FAQs", "Privacy Policy", and "Help". A search bar is present with "SEARCH" and "GO" buttons. The "Data Finders" section is highlighted, showing "Population Clocks" and the number "U.S. 303,304,418". A pop-up window titled "U.S. Census Bureau Data Access Tools" is overlaid on the page. It lists several tools: "The American FactFinder", "Census 2000 EEO Data Tool", "Interactive Internet Tools" (including Censtats, QuickFacts, Online Mapping Tools, US Gazetteer, DataFerrett, and Community Economic Development HotReport), and "DataFerrett" (described as a tool and data librarian that searches and retrieves data across federal, state, and local levels).

USCENSUSBUREAU

26

DataFerrett

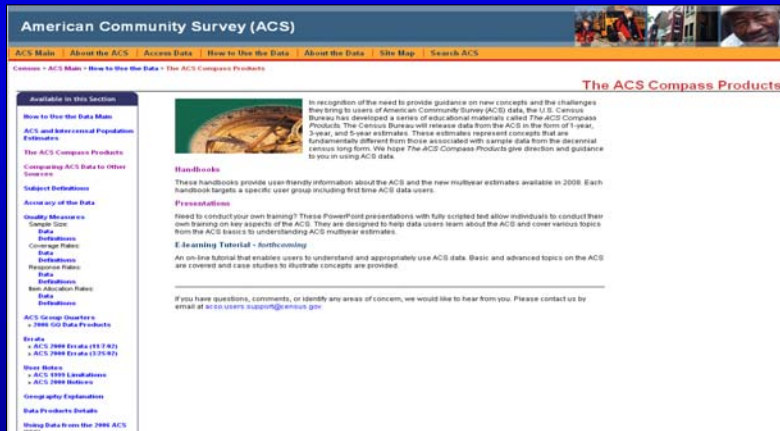


<http://dataferrett.census.gov/>

USCENSUSBUREAU

27

Learning More The ACS Compass Products



http://www.census.gov/acs/www/UseData/Compass/compass_series.html

USCENSUSBUREAU

28

The ACS Compass Products

A Compass for Understanding and Using American Community Survey Data

Released

- General Data Users
- Businesses
- High School Teachers
- Congress
- Federal Agencies
- Media
- PUMS
- State and Local Governments
- Puerto Rico Community Survey (PRCS) – in English

Coming Soon

- Researchers
- Rural Areas
- American Indian and Alaska Native Populations
- Puerto Rico Community Survey (PRCS) – in Spanish

http://www.census.gov/acs/www/UseData/Compass/compass_series.html

USCENSUSBUREAU

29

The ACS Compass Products

A Compass for Understanding and Using American Community Survey Data

- Fully scripted PowerPoint presentations
 - An Overview of the ACS
 - Things that May Affect the Estimates
 - Understanding Multiyear Estimates
 - Data Products
 - Geographic Areas and Concepts
 - Introduction to the PUMS files
- E-learning ACS Tutorial (*forthcoming*)

USCENSUSBUREAU

30

For more information

Subscribe to “ACS Alert”

<http://www.census.gov/acs/www/Special/Alerts.htm>

Visit the ACS/PRCS website:

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

Contact by telephone:

301-763-1405

Contact by email:

acso.users.support@census.gov

Q. Can I download my query?

A. Yes. You can select from many formats.

The screenshot shows a web interface for downloading data. On the left, a table displays population data for Miami-Dade County, Florida. A red arrow points from the 'Download' link in the top navigation bar to the 'Download' dropdown menu on the right. The dropdown menu lists various file formats for download, including CSV, Excel, and a database-compatible format.

	Miami-Dade County, Florida
Total	2,253,382
White alone	1,570,890
Black or African American alone	452,333
American Indian and Alaska Native alone	4,841
Asian alone	30,692
Native Hawaiian and Other Pacific Islander alone	605
Some other race alone	102,436
Two or more races	91,465

U.S. Census Bureau
Census 2000

Download

- Select download options and click 'OK'
- Download file format (data rows plus headings and footnotes)
 - Comma delimited (.csv)
(.csv is compatible with spreadsheet programs such as Microsoft Excel)
 - Comma delimited (.csv) (transpose rows and columns)
 - Tab delimited (.txt)
 - Tab delimited (.txt) (transpose rows and columns)
 - Rich Text Format (.rtf)
 - Rich Text Format (.rtf) (transpose rows and columns)
 - Microsoft Excel (.xls)
 - Microsoft Excel (.xls) (transpose rows and columns)
- Database compatible (data rows only) - the download file is a zip file containing one or more data files and a geographic content file. Geographic codes are included in the database compatible download.
 - Microsoft Excel (.xls)
 - Comma delimited (.txt)
 - Pipe delimited (.txt)

Contact Information:

Greg Pewett

Gregory.R.Pewett@census.gov

Customer Services Center

(301) 763-4636

(800) 923-8282

Customer Services Center Hours:

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

Fri- 8:30 AM to 4:30 PM

Ask.census.gov