Start with the Address:

Building Community Profiles with U.S. Census Data

Introduction: Presenter

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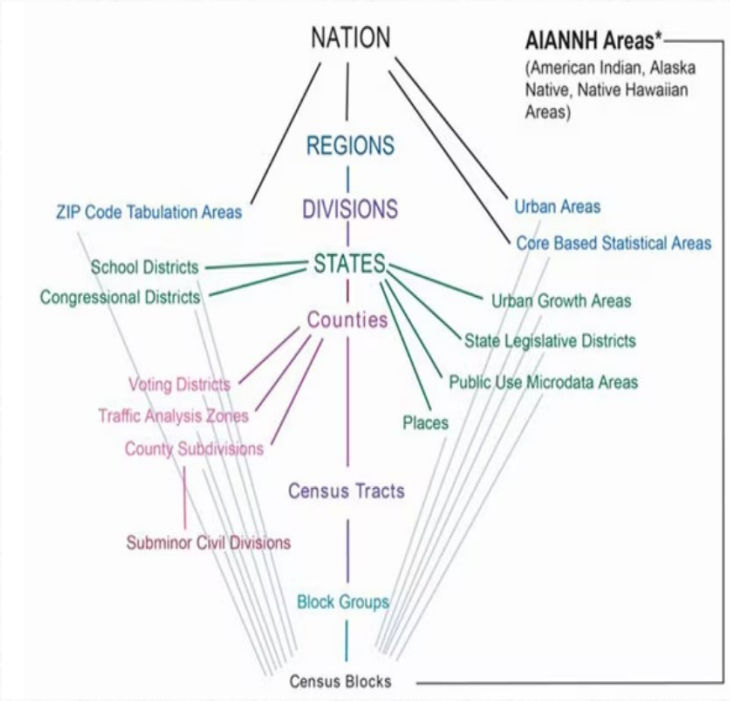
Addresses Used For the Workshop

- The searches will use addresses for businesses, public schools or civic government (county and city courthouses).
- No residential addresses will be used in the examples.
- We will focus on census tracts.

Geographic Range for Surveys/Reports



The amount (and type) of data will vary according to the geographic level.

Not every level has the same amount of data (privacy).

The smaller the geographic area, the less detailed data will be available.

Geography: Census Tract (CT)

- Subdivisions of counties
- Population size: 1,200 – 8,000 people
- Average size: 4,000 people
- Boundaries: Legal or visible/geographic features (rivers, major streets)
- Standard geographic area for analysis for communities and neighborhoods

Geography: Census Blocks Group (BG)

- Subgroups/subdivisions of census tracts
- Consist of clusters of blocks
- Numbering: 600 – 3,000 people

Definitions of Geographic Areas

- Census Bureau Glossary: https://www.census.gov/programs-surveys/geography/about/glossary.html

Starting Point for Research: Location Address

- Identify a point of interest
  - Commercial property for lease
  - School
  - Property for sale
- Record the street address
- Conduct economic and demographic research about the surrounding area

First Step: Look up the Address:

- Users can no longer search for an address on data.census.gov.
- However, there are several options to find the address on a map.

Option 1 for Addresses: TIGERweb

- The Census Bureau has a separate site to look up addresses and map them:
- https://tigerweb.geo.census.gov/tigerweb/
- Authoritative site (source of record)

Option 2: Interactive Data Maps on the Census Bureau Web Site

- 2020 Census Address Count Listing Files Viewer
- 2020 Census Demographic Data Viewer
- https://www.census.gov/programs-surveys/geography/data/interactive-maps.html

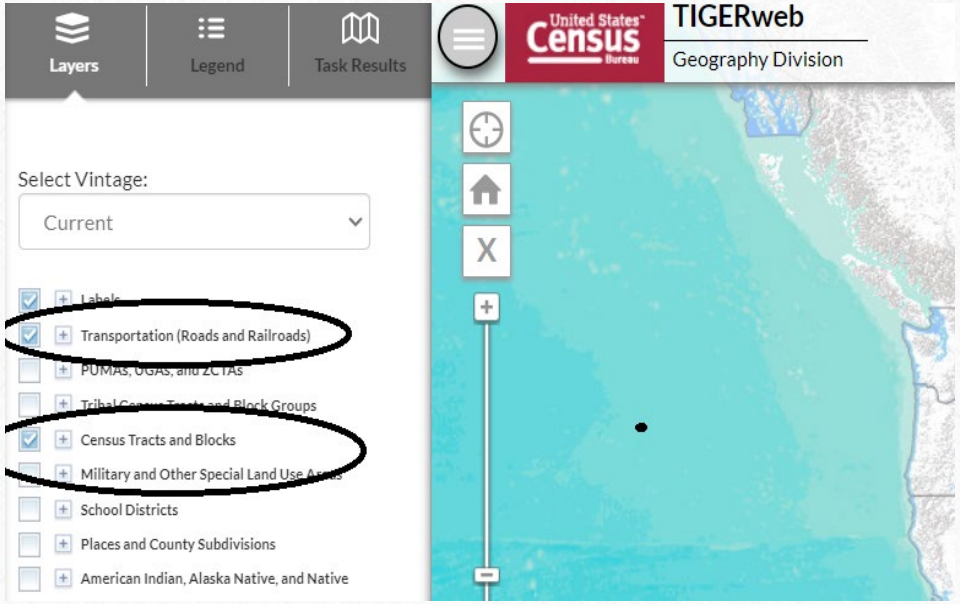
Option 3 for Addresses: Census Reporter

- Web site supported by several organizations, including Northwestern University, Oregon State University, the Knight Foundation, etc.
- Address: https://censusreporter.org/
- Not affiliated with the Census Bureau, but it is an authoritative site for Census data and maps
- Very helpful with finding challenging street addresses

Other Issues with Addresses

- If an organization has a physical (street) address and a P.O. box, search for the physical address.
- If you need to use official Census data OR if you need to analyze the data in Excel or CSV-format, record the Census Tract number and then go to data.census.gov.

Finding Addresses: TIGERweb

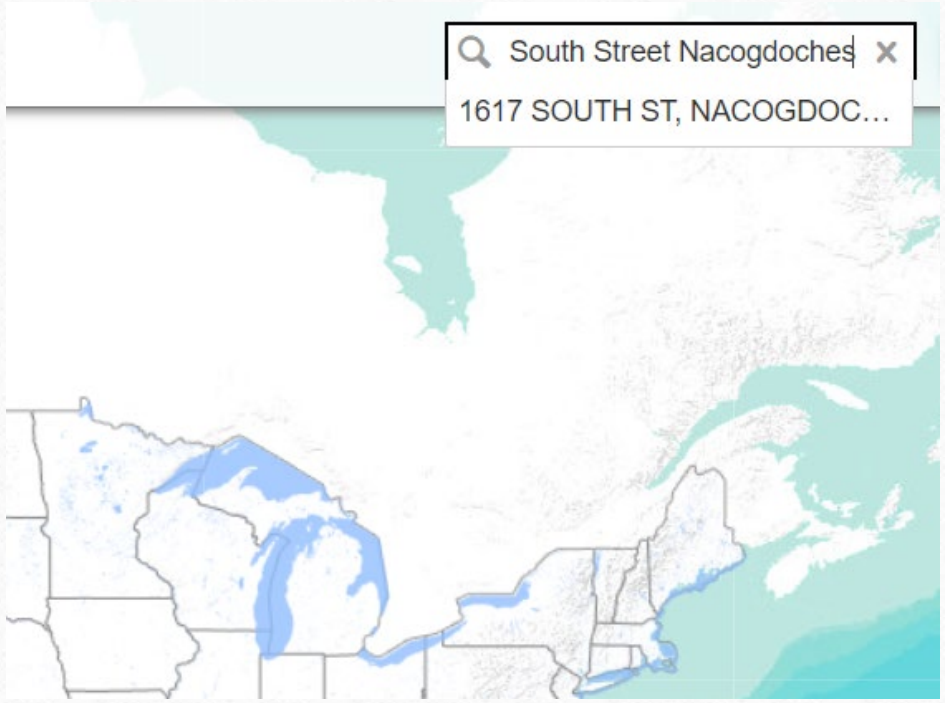


In the "Layers" section, select:
"Transportation"
"Census Tracts and Blocks."

Building a Community Profile Through An Address

- We would like to learn more about the community in which this business is located:
- 1617 South St., Nacogdoches, TX 75964

Searching TIGERweb For an Address



Type in the full mailing/postal address in the search box.

The closest match will appear below the search line.

Select the closest match.

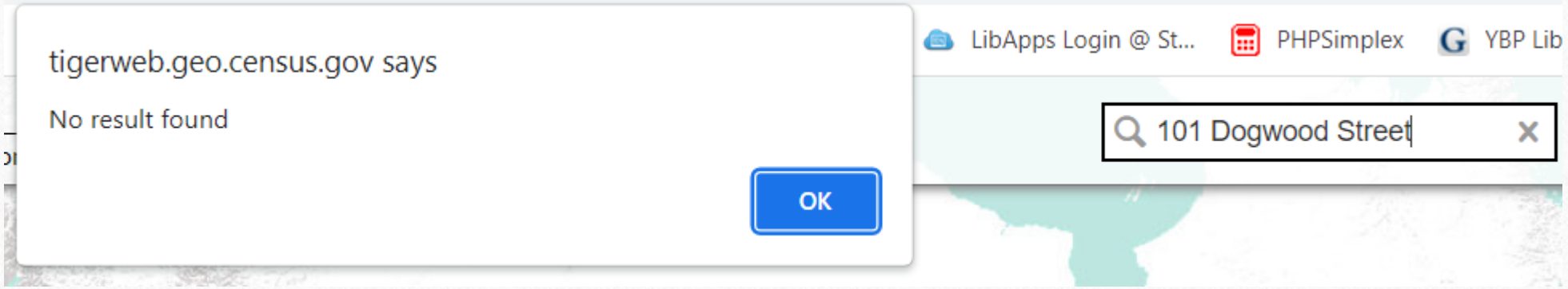
TIGERweb Search: 1617 South Street, Nacogdoches, TX

Business (green circle)
Located in:
CT 9508 (Census Tract)
Between Block Groups 2 and 3
Boundary for CT 9508:
Press Road

Problem Address in TIGERweb: Pineland City Hall

- Address for Pineland City Hall:
- 101 Dogwood St., Pineland, TX 75968

Results from TIGERweb



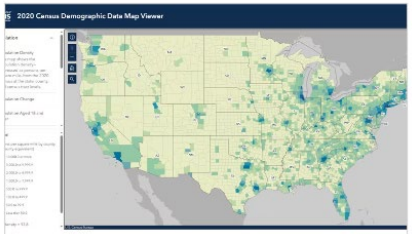
Option 2: Interactive Maps from the Census Bureau Web Site

Interactive Maps

Share Facebook X (Twitter) LinkedIn

Work with interactive mapping tools from across the Census Bureau.

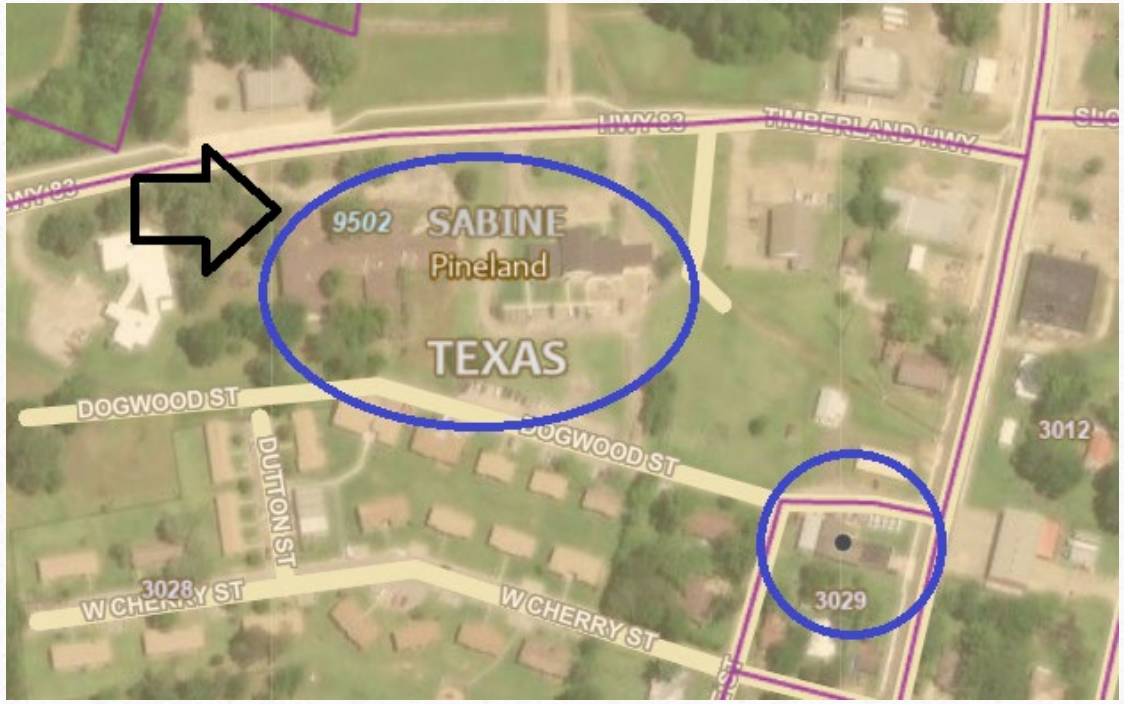
2020 Census Address Count Listing Files Viewer



2020 Census Demographic Data Viewer

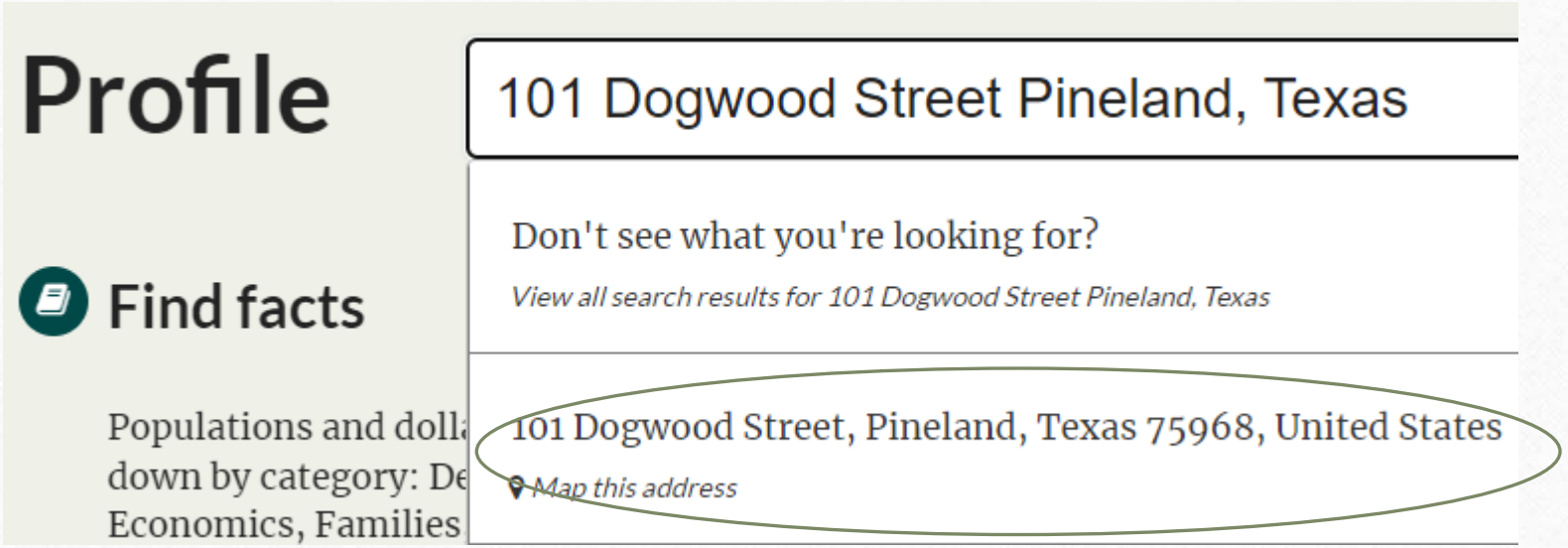
Results (Eureka!):
Census Address Count Listing Files Viewer

Closeup: Pineland City Hall

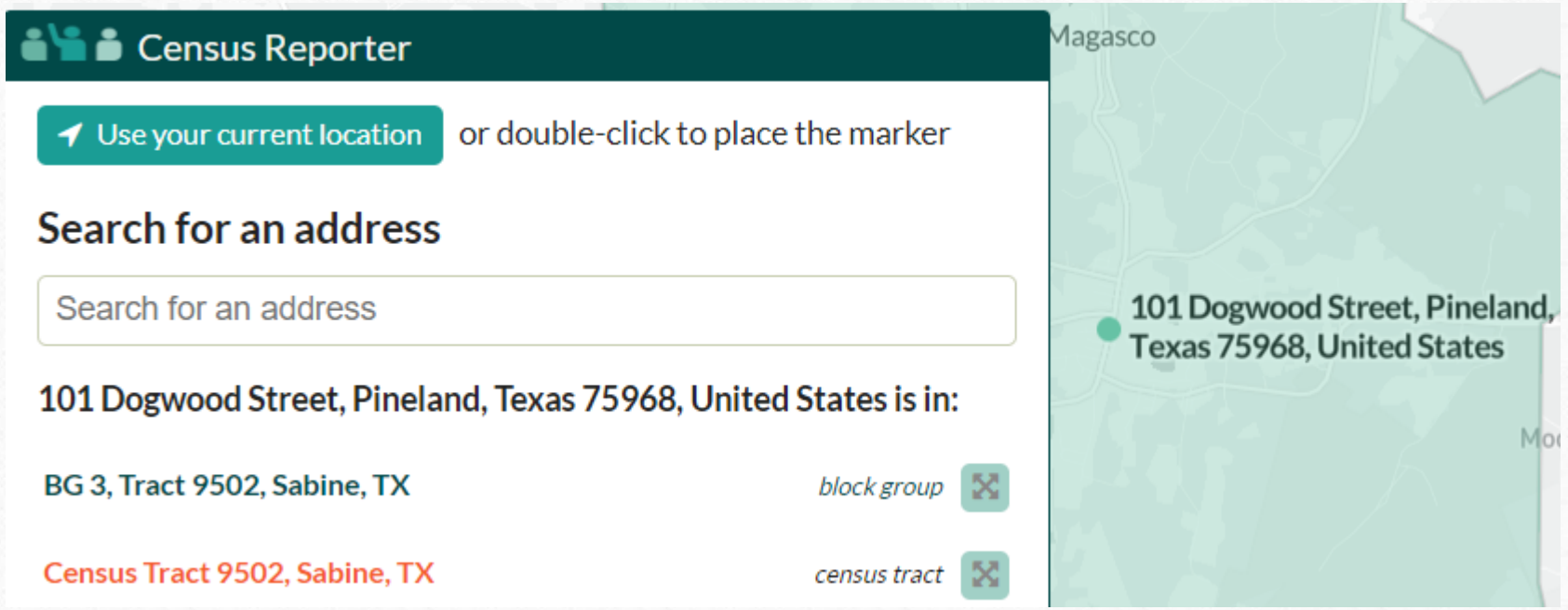


The city hall is located in CT 9502.
Click on the point for the courthouse to get basic data about the Census Block (3029).

Alternate Method to Locating Addresses: Censusreporter.org



Results from Census Reporter



Results from Census Reporter

101 Dogwood Street, Pineland, Texas 75968, United States is in:

BG 3, Tract 9502, Sabine, TX	*block group*
Census Tract 9502, Sabine, TX	*census tract*
75968	*ZIP code*
West Sabine Independent School District, TX	*school district (unified)*
Deep East Texas COG (East) & Jasper County PUMA, TX	*PUMA*
Pineland, TX	*place*
Pineland CCD, Sabine County, TX	*county subdivision*

Results from Census Reporter

- Maps are interactive
- Provides a good snapshot of a community
- Good infographics
- The user cannot download the data into Excel
- "Census Reporter does not currently offer any access to past data. We recommend data.census.gov or ipums.org for those who need data from earlier ACS releases or other Census data products." (Web site)

Comparison

TIGER, Address Count and Census Reporter

1040 Grand Concourse, Bronx, New York 10456, United States is in:

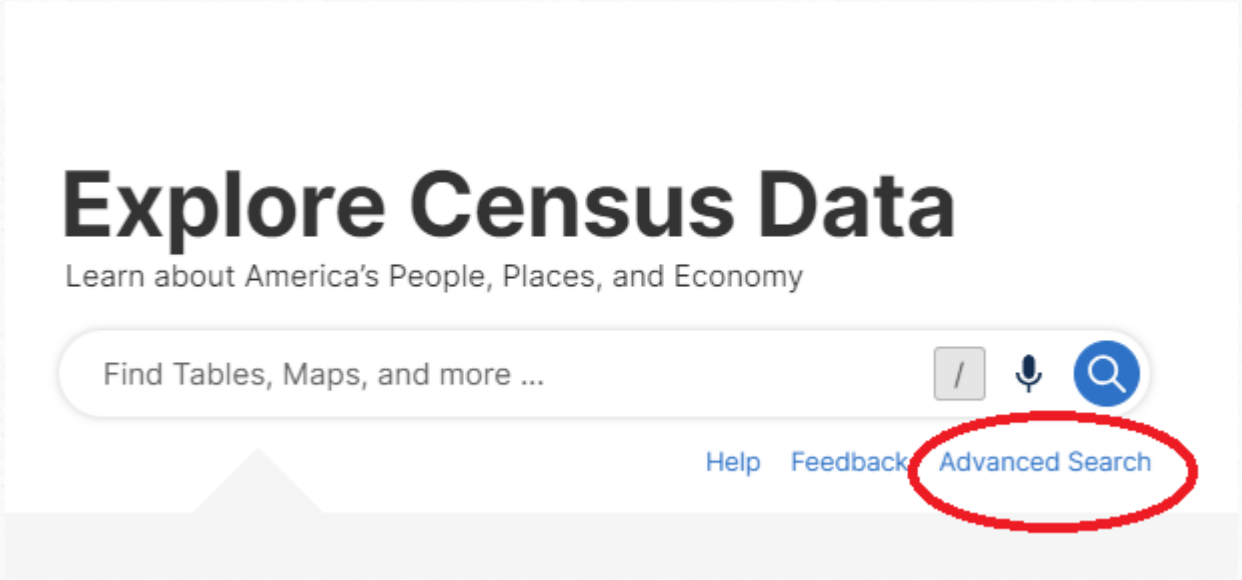
BG 2, Tract 181.02, Bronx, NY	*block group*
Census Tract 181.02, Bronx, NY	*census tract*
10456	*ZIP code*
New York City Department Of Education, NY	*school district (unified)*
NYC-Bronx Community District 4--Highbridge & Concourse PUMA, NY	*PUMA*
New York, NY	*place*
Bronx borough, Bronx County, NY	*county subdivision*

Browse data.census.gov

Finding research information about the Census Tract

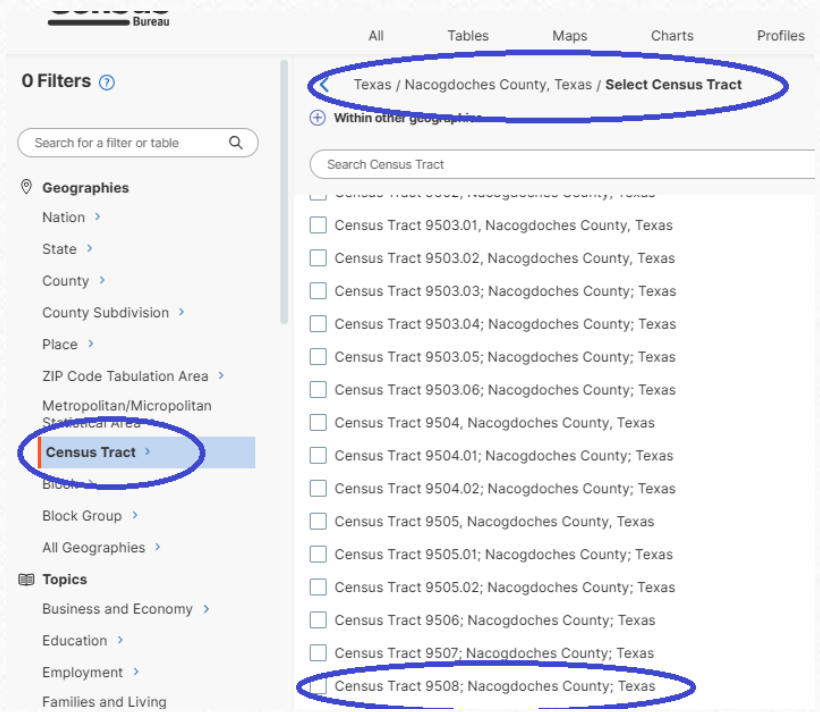
Returning to CT 9508: Nacogdoches County

Starting Point: data.census.gov



On the first screen, click on "Advanced Search"

Browse for CT 9508



Select
Census Tract
Texas
Nacogdoches County
Census Tract 9508

Data Visualization: Data-Ink Ratio

- Introduced by Edward Tufte in *The Visual Display of Quantitative Information.*
- All types of visualization: tables, charts, maps, etc.
- Goal: Clean, uncluttered visualization

Data-Ink: Definition

- "The 'ink' necessary to show the data in a given chart (which cannot be removed without altering the integrity of the chart."
- Source: Neil Richards, "Is White Space Always Your Friend?"

Non-Data-Ink: Definition

- "The 'ink' used in creating any elements of the chart deemed not absolutely necessary to show the data."
- Source: Neil Richards

Data-Ink Ratio

- Data-Ink Ratio = Data-Ink / Non-Data-Ink
- The higher the ratio, the better

“Chartjunk”: Tufte

- Elements that are not necessary or distracting
- Richards: Definition is subject/relative
  - Charts need a context or story for the reader to understand the essential point of the data.
  - Some elements might need to be added.
  - Encroach on the data-ink ratio/territory to provide balance
  - Richards: Uses about 90 % of Tufte’s principles.

Resources: Data-Ink Ratio

- Tufte, E. R. (2001). *The visual display of quantitative information*. Graphics Press.
- Richards, N. (2022). Is White Space Always Your Friend? In *Questions in Dataviz: A Design-Driven Process for Data Visualization* (pp. 59–70). AK Peters/CRC Press. https://doi.org/https://doi.org/10.1201/9781003240211

Recommended Resources: Census Bureau

- Recorded Webinars: https://www.census.gov/data/academy/webinars.html
- YouTube Channel: https://www.youtube.com/user/uscensusbureau
- 2020 Census Demographic Profile and Demographic and Housing Characteristic Press Kit: https://www.census.gov/newsroom/press-kits/2023/2020-demographic-profile-and-dhc.html
- Glossary (including the geographies): https://www.census.gov/programs-surveys/geography/about/glossary.html

Other Recommended Resources

- State Data Center Network: https://www.census.gov/about/partners/sdc/member-network.html
- Councils of Government:
  - Area, regional councils
  - Unique studies on population in the local geographic area