

Mining the Wealth of Demographic Data: American FactFinder

OLA/WLA 2013
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Outline

- Decennial Census and American Community Survey (ACS) overview
- Census Geography
- Population Estimates
- FactFinder Demonstration

Decennial Census: Historical Perspective

- Short Form
 - Questions asked of all persons residing in U.S.
 - Age, Gender, Race/Hispanic origin, Household relationship, Housing Tenure
 - 100% Data Products
- Long Form (1940-2000)
 - Questions asked of a sample of 1 of 6 Housing Units; 15% of the population in 2000
 - Economic, Social, and Housing Information
 - Sample data products

2010 Census

Use data from the 2010 Census to obtain counts of population and housing units and their basic characteristics (sex, age, race, Hispanic origin, household composition, occupancy and homeowner status)

2010 Census

- April 1, 2010
- An “actual enumeration” (The 2010 Census aimed to count all U.S. residents—citizens and non-citizens alike)
- **Only 10 questions on the 2010 Census form**

NO LONG FORM!

2010 Census: Race and Ethnicity

	2000		2010		change	
HISPANIC OR LATINO AND RACE¹						
Total population	3,421,399	100.0%	3,831,074	100.0%	409,675	12.0%
Hispanic or Latino (of any race)	275,114	8.0%	450,062	11.7%	174,748	63.5%
Not Hispanic or Latino	3,146,085	92.0%	3,381,012	88.3%	234,927	7.5%
White Alone	2,857,616	83.5%	3,005,848	78.5%	148,232	5.2%
Black or African American Alone	53,325	1.6%	64,984	1.7%	11,659	21.9%
American Indian and Alaska Native Alone	40,130	1.2%	42,706	1.1%	2,576	6.4%
Asian Alone	100,333	2.9%	139,436	3.6%	39,103	39.0%
Native Hawaiian and Other Pacific Islander Alone	7,398	0.2%	12,697	0.3%	5,299	71.6%
Some Other Race Alone	4,550	0.1%	5,502	0.1%	952	20.9%
Two or More Races	82,733	2.4%	109,839	2.9%	27,106	32.8%

	2000		2010		change	
RACE ALONE OR IN COMBINATION²						
Total population	3,421,399	100.0%	3,831,074	100.0%	409,675	12.0%
White	3,055,670	89.3%	3,337,309	87.1%	281,639	9.2%
Black or African American	72,647	2.1%	98,479	2.6%	25,832	35.6%
American Indian and Alaska Native	85,667	2.5%	109,223	2.9%	23,556	27.5%
Asian	127,339	3.7%	186,281	4.9%	58,942	46.3%
Native Hawaiian and Other Pacific Islander	16,019	0.5%	25,785	0.7%	9,766	61.0%
Some Other Race	176,866	5.2%	231,789	6.1%	54,923	31.1%

2010 Census and ACS

The 2010 Census shows the *number* of people
who live in the U.S. and the American Community

Survey shows *how* people live

ACS

Use data from the American Community Survey to obtain detailed demographic, social, economic, and housing characteristics, such as income, poverty, employment, and educational attainment.

ACS

- An ongoing survey that provides data every year
- A sample of the population
- **All ACS data are survey *estimates*.** To help you interpret the reliability of the estimate, the Census Bureau publishes a margin of error (MOE) for every ACS estimate.

Collection and Release Dates of Data from the ACS (Pattern repeats after 2010)

Type of period estimate	Release year (late summer or fall)						
	2006	2007	2008	2009	2010	2011	2012
	Calendar year(s) of monthly data collection						
1-year period estimate for areas with 65,000 or more people	2005	2006	2007	2008	2009	2010	2011
3-year period estimate for areas with 20,000 or more people			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011
5-year period estimate for all areas including those with fewer than 20,000 people					2005-2009	2006-2010	2007-2011

Source: Table reproduced from U.S. Census Bureau, 2008; Citro and Kalton (2007: Table 2-6, page 50)

American Community Survey

Question Corner for Survey Respondents

Why is the Census Bureau calling me?

If you don't mail back your form or if you leave questions blank, we may call you. [More](#).

< Prev Next >

Language Brochures

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

العربية Arabic

中文 Chinese

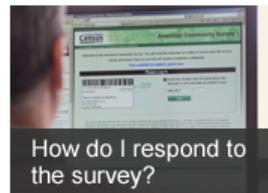
English English

Français French



What is the American Community Survey?

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



How do I respond to the survey?

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



How do I get started using ACS data?

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

SEARCH

Current Data Profiles

[Quick Links](#) to Nation or State level Profiles

United States Go

Data by Topic

People

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

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



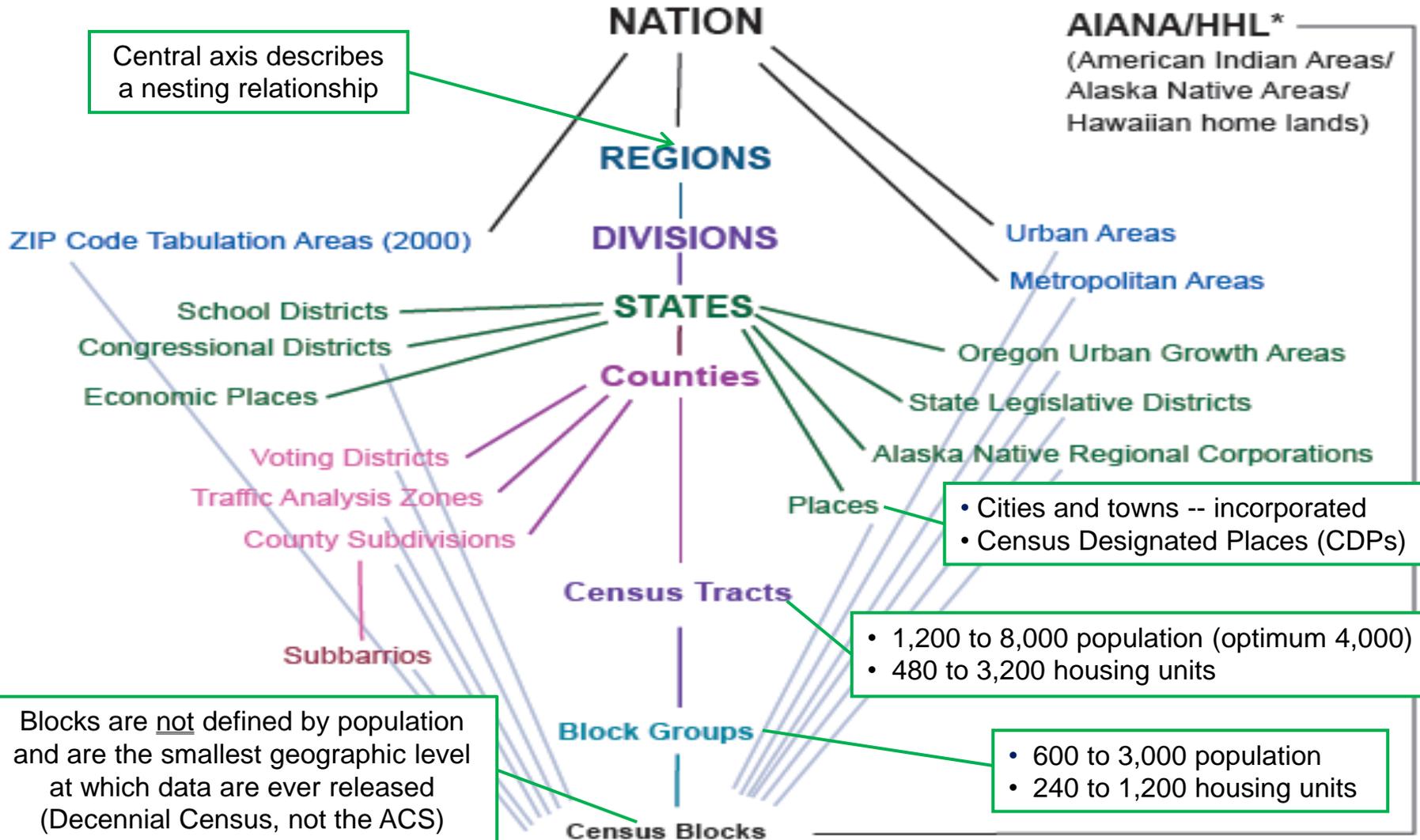
Respond Online

- ▶ It's safe, secure and confidential.
- ▶ It's economical.

Census Geography Hierarchy

(with 2010 Statistical Area Criteria)

Revised 10-29-11



Census Geography

- **Census Tracts**—small, relatively permanent statistical subdivisions of a county or equivalent area [usually 2,500-8,000 people, PDX MSA avg. ~ 4,400]
- **Block Groups (BG)**—a subdivision of Census Tracts containing a cluster of Census Blocks [usually 600-3,000 people, optimum size 1,500]
- **Blocks**—smallest geographic area; bounded on all sides by visible features (e.g. streets, streams, railroad tracks) and by invisible boundaries (e.g. city, town, and county limits)

Census Geography

- **Place**—Places, for the reporting of census data, include census designated places (CDP), consolidated cities, and incorporated places (cities, towns, villages, etc.).
- **ZCTA**—A ZIP Code[®] tabulation area (ZCTA[™]) is a statistical geographic entity that approximates the delivery area for a U.S. Postal Service five-digit ZIP Code. ZCTAs do not precisely depict ZIP Code delivery areas, and do not include all ZIP Codes used for mail delivery.

Population Estimates

- PSU Population Research Center – pdx.edu/prc
- Washington Office of Fin. Mgmt. – ofm.wa.gov/pop
- Census Bureau – census.gov/popest/



Portland State University

College of Urban & Public Affairs:
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POPULATION RESEARCH CENTER



We welcome you to the Population Research Center (PRC) website where census and other demographic information is easily accessible for you. We provide timely, accurate, and relevant analyses of demographic information for Oregon.

[Census 2010 Data \[Oregon\]](#)[Census Information](#)[Datasource Links](#)[2010 Annual SDC Meeting](#)[Events](#)[2009 Annual SDC Meeting](#)[Affiliates](#)[Teaching and Training](#)[Applied Research](#)

FAQs

[Where can I find Building Permit Reports? »](#)

[Where can I find Building Permit Reports? »](#)

[Where can I find detailed demographic data for Oregon, individual counties, or incorporated cities? »](#)

[go to faqs](#)

PSU » College of Urban & Public Affairs » PRC » Oregon Census State Data Center

Oregon Census State Data Center



Charles Rynerson, Coordinator

The Oregon State Data Center (SDC) and Business and Industry Data Center (BIDC) represent federal-state cooperative programs sponsored by the U.S. **Department of Commerce, Bureau of the Census**. The Population Research Center (PRC) is the lead agency responsible for administering these programs in Oregon. The Data Center program operates through four "Coordinating" agencies and twenty-five state, local, and university "**Affiliates**" across Oregon. The Oregon SDC also participates in **teaching and training**. For more in-depth studies that require **applied research, consulting services, and customized tabulations**, the Population Research Center research faculty offer extensive experience and knowledge. Our custom demographic portraits have helped many local and regional communities and state agencies with their fiscal planning, grant applications, and expansion decisions. Contact the Center at 503-725-3922 for more information.

The State Data Center (SDC) Program is one of the Census Bureau's longest and most successful partnerships. It is a cooperative program between the states and the Census Bureau that was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments.

The Business and Industry Data Center Program (BIDC) was added in 1988 to meet the needs of local business communities for economic data. SDC lead organizations are appointed by the Governor of that state.



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Home » Population

Population

The Forecasting division conducts research on a variety of issues related to the state budget, public policy, and demographics. The Population unit develops official state and local population estimates and projections for use in the allocation of certain state revenues, growth management, and other planning functions.

As the official partner of the U. S. Census Bureau for Washington state, the Population unit helps disseminate information about the characteristics of Washington's population, housing, and economy and provide guidance to a variety of stakeholders in accessing and using demographic information.



Find population estimates

What's new

- ▶ First look at 2010 state population
- ▶ Get email notification publications

See also...

- ▶ American Commun...
- ▶ County & city data
- ▶ Decennial census
- ▶ Frequently requeste...
- ▶ State Population S...
- ▶ Washington State

Annexations

[American Community Survey](#)

Decennial Census

- ▶ 2010
- ▶ 2000
- ▶ 1990

[Find research briefs & publications](#)

Get estimates

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- ▶ [Growth Management Act county projections](#)
- ▶ [State population forecast](#)

Get GIS data

[State Data Center](#)

[Contact us](#)

2012 Data Access Tools

The U.S. Census Bureau held a webinar to familiarize reporters and editors with data access tools and new features on the Census Bureau website.

[See More](#)



- Quick Facts
- American FactFinder**
- Population Finder
- 2010 Census
- Economic Indicators
- Interactive Maps
- Training & Workshops
- Data Tools
- Catalogs
- Publications

U.S. Bureau Economic Indicators

Trade Balance Report AM EST, 1/13/12	-\$47.8 B	↑	10.4%
Inventories Report AM EST, 1/12/12	\$1,550.1 B	↑	0.3%
Monthly Retail Sales Report AM EST, 1/12/12	\$400.6 B	↑*	0.1%
Monthly Wholesale November 2011 Report Released 10:00 AM EST, 1/10/12	\$468.9 B	↑*	0.1%

< 1 2 3 4 5 6 >

[View All](#) * change not statistically significant

QuickFacts

Quick, easy access to facts about people, business, and geography.

To begin, select a state from this list or [use the map](#).

Alabama

Interactive Map

Use this map to explore Census data through a mashup of population and economic data.

Census News

Media Advisory -- Census Bureau Technical Webinar to Highlight Upcoming Population Estimates Releases

Friday, January 13, 2012

What: The U.S. Census Bureau will hold a technical webinar to provide the media with a look ahead ... [Read More](#)

Census Bureau Executive Roderick Little Selected for 2012 Fisher Lectureship and Award

Thursday, January 12, 2012

The 2011 Committee of Presidents of Statistical Societies Fisher Lectureship Committee has named Census Bureau exec ... [Read More](#)

We changed our homepage
Tell us what you think

Stat of the Day

State Government Revenue

Total state government revenue increased to \$2.0 trillion in 2010, up 79.0 percent from \$1.1 trillion in 2009. This was a result mainly from large increases in social insurance trust revenue.

FactFinder Tables by Census Bureau Program (# of tables, April 2013)

- American Community Survey (39,323) ←
- American Housing Survey (105)
- Annual Survey of Manufactures (99)
- Business Expenses Survey (8)
- Business Patterns (82)
- Commodity Flow Survey (213)
- Census of Governments (7)
- Decennial Census (8,476) ←
- Economic Census (1,957)
- EEO Tabulation (169)
- Nonemployer Statistics (32)
- Population Estimates (26)
- Survey of Business Owners (396)
- Annual Survey of State Government Tax Collections (7)

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U.S. Census Bureau Data Tools

Census Bureau home page: <http://www.census.gov/>

Census Bureau FactFinder: <http://factfinder2.census.gov>

FactFinder webinar and tutorials:

http://www.census.gov/newsroom/releases/archives/news_conferences/2012-01-11_newaff_webinar.html

Small Area Income and Poverty Estimates: <http://www.census.gov/did/www/saipe/>

Other Data Tools from the Census Bureau: <http://www.census.gov/main/www/access.html>

Census data experts in other states: <http://www.census.gov/sdc/network.html>

Other resources for retrieving Demographic Data

Oregon annual population estimates: <http://www.pdx.edu/prc/annual-population-estimates>

Oregon data profiles compiled by PSU-PRC: <http://www.pdx.edu/prc/census-2010-data-for-oregon>

PSU Library Statistics/Demographics Research Guide:

<http://guides.library.pdx.edu/content.php?pid=232948&sid=1927839>

Minnesota Population Center (NHGIS and IPUMS): <http://www.ipums.org/>

Inter-university Consortium for Political and Social Research: <http://www.icpsr.umich.edu>

Missouri Census State Data Center: <http://mcdc.missouri.edu/>

World Data

Population Reference Bureau – DataFinder: <http://www.prb.org/DataFinder.aspx>

United Nations Population Division: <http://www.un.org/esa/population/>

PSU Population Research Center

www.pdx.edu/prc

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