Mining the Wealth of Demographic Data: American FactFinder

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Population Research Center
College of Urban and Public Affairs
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

### HISPANIC OR LATINO AND RACE

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>3,421,399</td>
<td>3,831,074</td>
<td>409,675</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>279,664</td>
<td>409,675</td>
<td>130,011</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>3,141,735</td>
<td>3,421,403</td>
<td>279,668</td>
</tr>
<tr>
<td>White Alone</td>
<td>2,857,616</td>
<td>3,005,848</td>
<td>148,232</td>
</tr>
<tr>
<td>Black or African American Alone</td>
<td>53,325</td>
<td>64,984</td>
<td>11,659</td>
</tr>
<tr>
<td>American Indian and Alaska Native Alone</td>
<td>40,130</td>
<td>42,706</td>
<td>2,576</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>100,333</td>
<td>139,436</td>
<td>39,103</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander Alone</td>
<td>7,398</td>
<td>12,697</td>
<td>5,300</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>4,550</td>
<td>5,502</td>
<td>952</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>82,733</td>
<td>109,839</td>
<td>27,106</td>
</tr>
</tbody>
</table>

### RACE ALONE OR IN COMBINATION

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>3,421,399</td>
<td>3,831,074</td>
<td>409,675</td>
</tr>
<tr>
<td>White</td>
<td>3,055,670</td>
<td>3,337,309</td>
<td>281,639</td>
</tr>
<tr>
<td>Black or African American</td>
<td>72,647</td>
<td>98,479</td>
<td>25,832</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>85,667</td>
<td>109,223</td>
<td>23,556</td>
</tr>
<tr>
<td>Asian</td>
<td>127,339</td>
<td>186,281</td>
<td>58,942</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>16,019</td>
<td>25,785</td>
<td>9,766</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>176,866</td>
<td>231,789</td>
<td>54,923</td>
</tr>
</tbody>
</table>
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.
### Subjects Included in the American Community Survey

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Social Characteristics</th>
<th>Housing Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Marital Status and Marital History*</td>
<td>Year Structure Built</td>
</tr>
<tr>
<td>Sex</td>
<td>Fertility*</td>
<td>Units in Structure</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>Grandparents as Caregivers</td>
<td>Year Moved Into Unit</td>
</tr>
<tr>
<td>Race</td>
<td>Ancestry</td>
<td>Rooms</td>
</tr>
<tr>
<td>Relationship to Householder</td>
<td>Place of Birth, Citizenship, and Year of Entry</td>
<td>Bedrooms</td>
</tr>
<tr>
<td>(e.g., spouse)</td>
<td>Language Spoken at Home</td>
<td>Kitchen Facilities</td>
</tr>
<tr>
<td></td>
<td>Educational Attainment and School Enrollment</td>
<td>Plumbing Facilities</td>
</tr>
<tr>
<td></td>
<td>Residence One Year Ago*</td>
<td>House Heating Fuel</td>
</tr>
<tr>
<td>Economic Characteristics</td>
<td>Veteran Status, Period of Military Service, and VA-service</td>
<td>Telephone Service Available</td>
</tr>
<tr>
<td>Income</td>
<td>connected disability rating*</td>
<td>Farm Residence</td>
</tr>
<tr>
<td>Food Stamps Benefit*</td>
<td>Disability</td>
<td></td>
</tr>
<tr>
<td>Labor Force Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry, Occupation, and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class of Worker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place of Work and Journey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>to Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work Status Last Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicles Available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Insurance Coverage*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Fertility, Residence one Year Ago, Marital History, VA Service-Connected Disability Rating, Food Stamps Benefit and Health Insurance Coverage are new for the ACS, compared to the 2000 long form of the census.

Source: Subjects Planned for the 2010 Census and American Community Survey, U.S. Census Bureau.
<table>
<thead>
<tr>
<th>Type of period estimate</th>
<th>Calendar year(s) of monthly data collection</th>
<th>Release year (late summer or fall)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-year period estimate for areas with 65,000 or more people</td>
<td>2005-2007</td>
<td>2006</td>
</tr>
<tr>
<td>5-year period estimate for all areas including those with fewer than 20,000 people</td>
<td>2005-2009</td>
<td>2006-2010</td>
</tr>
</tbody>
</table>

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

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.

Respond Online
- It’s safe, secure and confidential.
- It’s economical.
Census Geography Hierarchy
(with 2010 Statistical Area Criteria)
Revised 10-29-11

Central axis describes a nesting relationship

Blocks are not defined by population and are the smallest geographic level at which data are ever released (Decennial Census, not the ACS)

- 1,200 to 8,000 population (optimum 4,000)
- 480 to 3,200 housing units
- 600 to 3,000 population
- 240 to 1,200 housing units

• Cities and towns -- incorporated
• Census Designated Places (CDPs)
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/
We welcome you to the Population Research Center (PRC) where census and other demographic information is easily accessible for timely, accurate, and relevant analyses of demographic studies in Oregon.
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 local planning, grant applications, and expansion decisions. Contact the Center at 503-725-3822 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.
Office of Financial Management

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.

Annexations

- American Community Survey
- Decennial Census
  - 2010
  - 2000
  - 1990

Get estimates

- Age, sex, race, and Hispanic origin
- April 1 population
- History
- Housing
- Migration
- Population density
- Small areas
- Special areas

Find forecasts & projections

- Age, sex, race, and Hispanic origin
- Growth Management Act county projections
- State population forecast

Get GIS data

State Data Center
Contact us
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


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


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


PSU Population Research Center
www.pdx.edu/prc
April, 2013