## Government Documents Interest Group (GDIG)

# Population Information at your Fingertips -- How to find it, How to use it

Friday, October 17, 2008, 11 a.m.-11:50 a.m

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# Focus of Presentation

- Specific U.S. Census Bureau sources
  (primarily websites, though some print)
- Other sources from federal and state agencies
  - Most accessible via Web
- Selected private sector sources
- Census geography covered briefly
- Historical info. covered briefly

# Benefits of Census Data to the community

- City planners – to determine locations of hospitals,  transportation needs, zoning, economic development, etc.
- Educators – locations for new schools & libraries
- Governments – to determine # below poverty level, need for assistance to economically disadvantaged with housing or food, monitor EEOC compliance, etc.
- Determine Congressional Districts

# Benefits of Census Data to library users

- Entrepreneurs/small business owners – to find out about their potential target market – demographic characteristics
- Business students - in marketing and entrepreneurship classes
- Researchers – academic, genealogy…
- Companies – determine locations for branches, economic development

# Benefits of Census Data to librarians

- Programming needs
  - Example - if community has many veterans, schedule programs tailored to their interests
- Collection Development policies
  - Example – if community has many who speak a foreign language only, purchase materials in that language
- Compile customized fact sheet for your community and include it on webpage
  - Also of use with administration or commissioners – to be able to distribute special fact sheets in order to determine possible branch locations, justify need for library, etc.

# Population/Demographic Information – where to find it

- U.S. Census Bureau – webpages, DVDs to FDLPs
  - www.census.gov
- U.S. Bureau of Labor Statistics (Dept. of Labor)
  - www.bls.gov
- State agencies (ex.: Georgia Office of Planning & Budget) ; Universities (UGA's Selig Center, etc.)
  - www.opb.state.ga.us
- Regional agencies (Atlanta Regional Commission)
- Statistical Abstract of the U.S.
- Commercial sources (some free, some expensive)

# Census Bureau home page – www.census.gov/
# Link to American FactFinder ; QuickFacts

**State & County QuickFacts (also selected cities)**

# Where to Start on the Census Page

- Census Bureau table names and terminology may be confusing to the novice Census researcher.
- Therefore, you may want to consider a *specific* demographic question as something that might be included within a *broad* "profile"
  - A profile includes many specific statistics
  - Census Bureau profiles are named "DP" –

    DP1, DP2, DP3, DP4 (to be identified later)

  - The following slides identify major "profile" sources

# Demographic Profiles – from Census websites

- **Censtats** – easy/quick; pdf tables (major data sets – DP1, DP2, DP3, DP4) – state & city levels

- **American Factfinder** (also from Census)– tables in html – (need to select "*show more*" to see the DP1, DP2, DP3, DP4 data sets -downloadable) state & city as well as ***ZIP code*** levels

- **State and County QuickFacts** (from Census)
  - Note: can access this for Georgia directly from GALILEO (titled: "Georgia Census Data" in GALILEO database list)

# Demographic Profiles – Census Sources

- American Factfinder
  - *http://factfinder.census.gov*

    (or, select from left frame of Census main web page)
  - Data sets (Decennial Census), tables DP1, DP2, DP3, DP4
  - American Community Survey (ACS)

**American FactFinder** http://factfinder.census.gov/

FACT SHEET
- Fact Sheet
- Fact Sheet for a Race, Ethnic, or Ancestry Group

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

# FACT SHEET

United States | 31522

## Zip Code Tabulation Area

**31522**

city/ town, county, or zip: 31522

state: Georgia GO

search by address »

2000 | 2006 data not available for this geography

View a Fact Sheet for a race, ethnic, or ancestry group

Census 2000 Demographic Profile Highlights: Reference Map

**show more**

| General Characteristics | Number | Percent | U.S. | | |
|---|---|---|---|---|---|
| Total population | 14,697 | | | map | brief |
| Male | 6,857 | 46.7 | 49.1% | map | brief |
| Female | 7,840 | 53.3 | 50.9% | map | brief |
| Median age (years) | 46.6 | (X) | 35.3 | map | brief |
| Under 5 years | 632 | 4.3 | 6.8% | map | |
| 18 years and over | 11,875 | 80.8 | 74.3% | | |
| 65 years and over | 3,209 | 21.8 | 12.4% | map | brief |
| One race | 14,607 | 99.4 | 97.6% | | |
| White | 13,849 | 94.2 | 75.1% | map | brief |
| Black or African American | 566 | 3.9 | 12.3% | map | brief |
| American Indian and Alaska Native | 22 | 0.1 | 0.9% | map | brief |
| Asian | 127 | 0.9 | 3.6% | map | brief |
| Native Hawaiian and Other Pacific Islander | 4 | 0.0 | 0.1% | map | brief |
| Some other race | 39 | 0.3 | 5.5% | map | |
| Two or more races | 90 | 0.6 | 2.4% | map | brief |
| Hispanic or Latino (of any race) | 262 | 1.8 | 12.5% | map | brief |

**Note that for each type of characteristic (General, Economic, Social, Housing), a “Show More” option is available for additional statistics – the resulting screen (next slide) is a demographic profile data set for each characteristic.**

# DP 1 Data Set – the General Demographic Characteristics

## Quick Tables

You are here: Main ▸ Data Sets ▸ Data Sets with Quick Tables ▸ Geography ▸ Tables ▸ Results

Use the links above to change your results | Options | Print / Download | Related Items

DP-1. Profile of General Demographic Characteristics: 2000
Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data
Geographic Area: 31522 5-Digit ZCTA

NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see http://factfinder.census.gov/home/en/datanotes/expsf1u.htm.

| Subject | Number | Percent |
|---|---|---|
| | | |
| Total population | 14,697 | 100.0 |
| | | |
| SEX AND AGE | | |
| Male | 6,857 | 46.7 |
| Female | 7,840 | 53.3 |
| | | |
| Under 5 years | 632 | 4.3 |

Can download to Excel®

scroll down for more

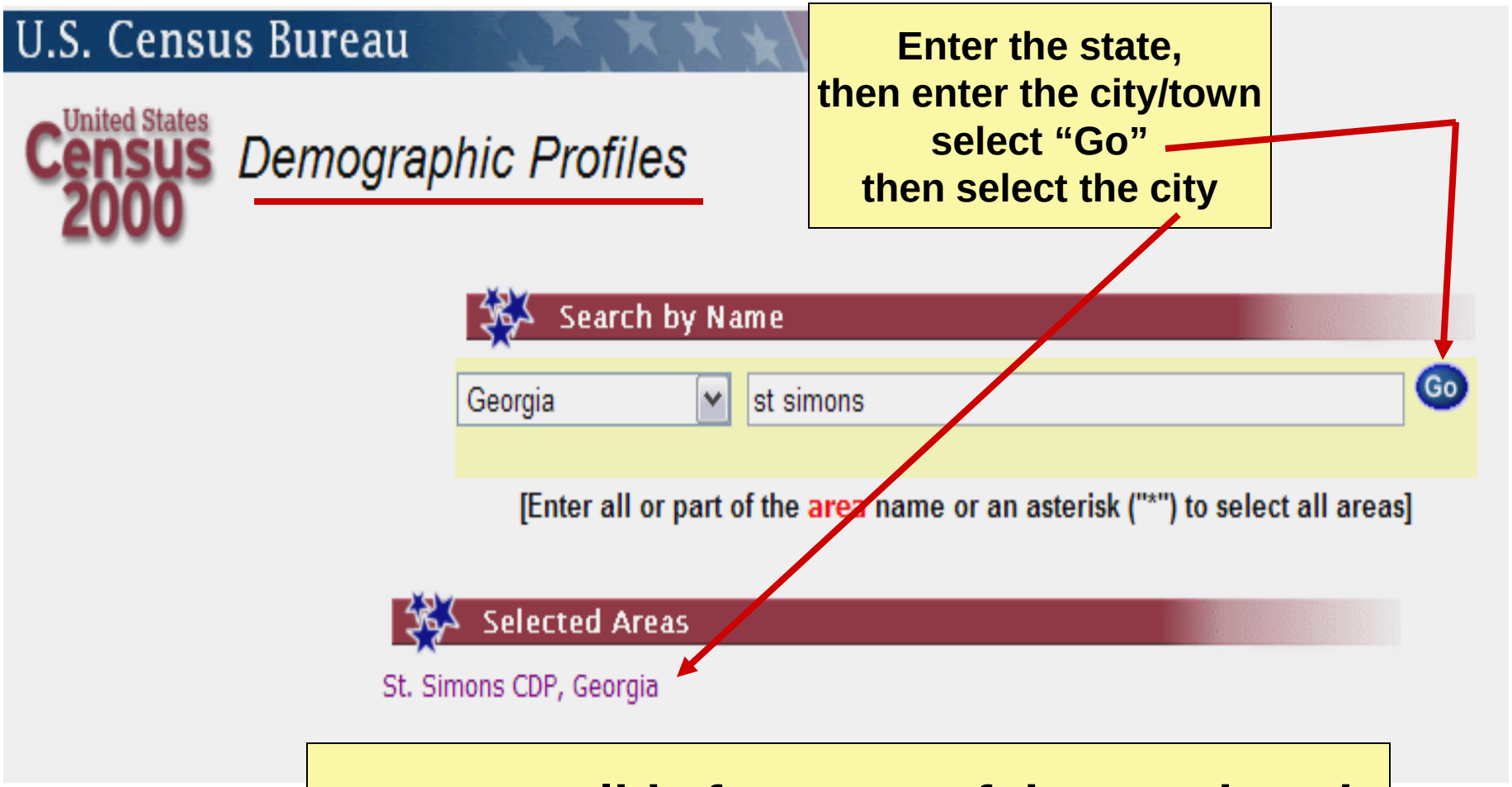
# Demographic Profiles from Census

- Censtats - generates tables in pdf format
  - State and city levels only

*http://censtats.census.gov/pub/Profiles.shtml*

# Demographic Profiles - from Censtats

http://censtats.census.gov/pub/Profiles.shtml




Enter the state,
then enter the city/town
select "Go"
then select the city

see next slide for types of data retrieved

# Demographic Profiles from Censtats

- Resulting pages have these data sets :
  - DP 1 - General Demographic Characteristics
  - DP 2 - Selected Social Characteristics
  - DP 3 - Selected Economic Characteristics
  - DP 4 – Selected Housing Characteristics

***note: all data sets are in pdf***

# DP 1 – General Demographic Characteristics

- Examples:
  - # Male ; # Female
  - Ages (5-9 year ranges) – and – Median Age
  - Race/Ethnic
  - Average size of household
  - Households with children (under 18)
  - Households with people ages 65 and over

# DP 2 – Selected Social Characteristics

- Examples:
  - Educational Attainment
  - School enrollment
  - Marital status
  - Veteran Status
  - Disability Status
  - Residence – same house/county in 1995?
  - Foreign born/native born
  - Language spoken at home
  - Ancestry

# DP 3 – Selected Economic Characteristics

- Examples:
  - Employment status (employed; in Armed Forces)
  - Commuting to work (types of transportation ; work at home ; mean travel time)
  - Occupation (6 broad categories: sales/office; management/professional; farming/fishing…)
  - Industry (13 broad categories)
  - Income (ranges) - & Median Household Income
  - Poverty status

# DP 4 – Selected Housing Characteristics

- Examples:
  - # units (i.e., single – detached ; 3-4 units ; mobile home, etc.)
  - year structure built
  - # rooms (& - median # rooms)
  - Vehicles (none ; 1 ; 2 ; 3 or more)
  - Value (broad ranges) & median value
  - Mortgage status (with a mortgage (if so, range of monthly payments) – or, no mortgage) – and - as % household income
  - Gross rent (range - & median) - & - as % household income

# Demographic Profiles – Additional Census source

- State & County QuickFacts

*http://quickfacts.census.gov*

(or, can access Georgia data directly from GALILEO database list – “Georgia Census Data”)

**Select desired state from drop-down menu**

# State & County QuickFacts

**More than 50 statistics, plus other data sets**

**Can then select a particular county, or, 1 of 20 cities**

## Georgia

Further information

Want more? Browse data sets for Georgia

| People QuickFacts | Georgia | USA |
|---|---|---|
| Population, 2006 estimate | 9,363,941 | 299,398,484 |
| Population, percent change, April 1, 2000 to July 1, 2006 | 14.4% | 6.4% |
| Population, 2000 | 8,186,453 | 281,421,906 |
| Persons under 5 years old, percent, 2006 | 7.5% | 6.8% |
| Persons under 18 years old, percent, 2006 | 26.2% | 24.6% |
| Persons 65 years old and over, percent, 2006 | 9.7% | 12.4% |
| Female persons, percent, 2006 | 50.8% | 50.7% |

# Additional Demographic Statistics from the Census Bureau

- County and City Data Book

*http://www.census.gov/statab/www/ccdb.html*

- USA Counties –
  - Some data from the 1980's; many topics

    *http://censtats.census.gov/usa/usa.shtml*

- Statistical Abstract of the U.S.

*http://www.census.gov/compendia/statab/*

# Demographic Statistics CensusScope (at Univ. of Michigan)

- Social Science Data Analysis Network (SSDAN)

  Operates CensusScope database

  – Easy-to-use

  – Ideal for general trends, charts, maps, rankings

  – Some data at city level, other data at county/state

  – *http://www.censusscope.org/*

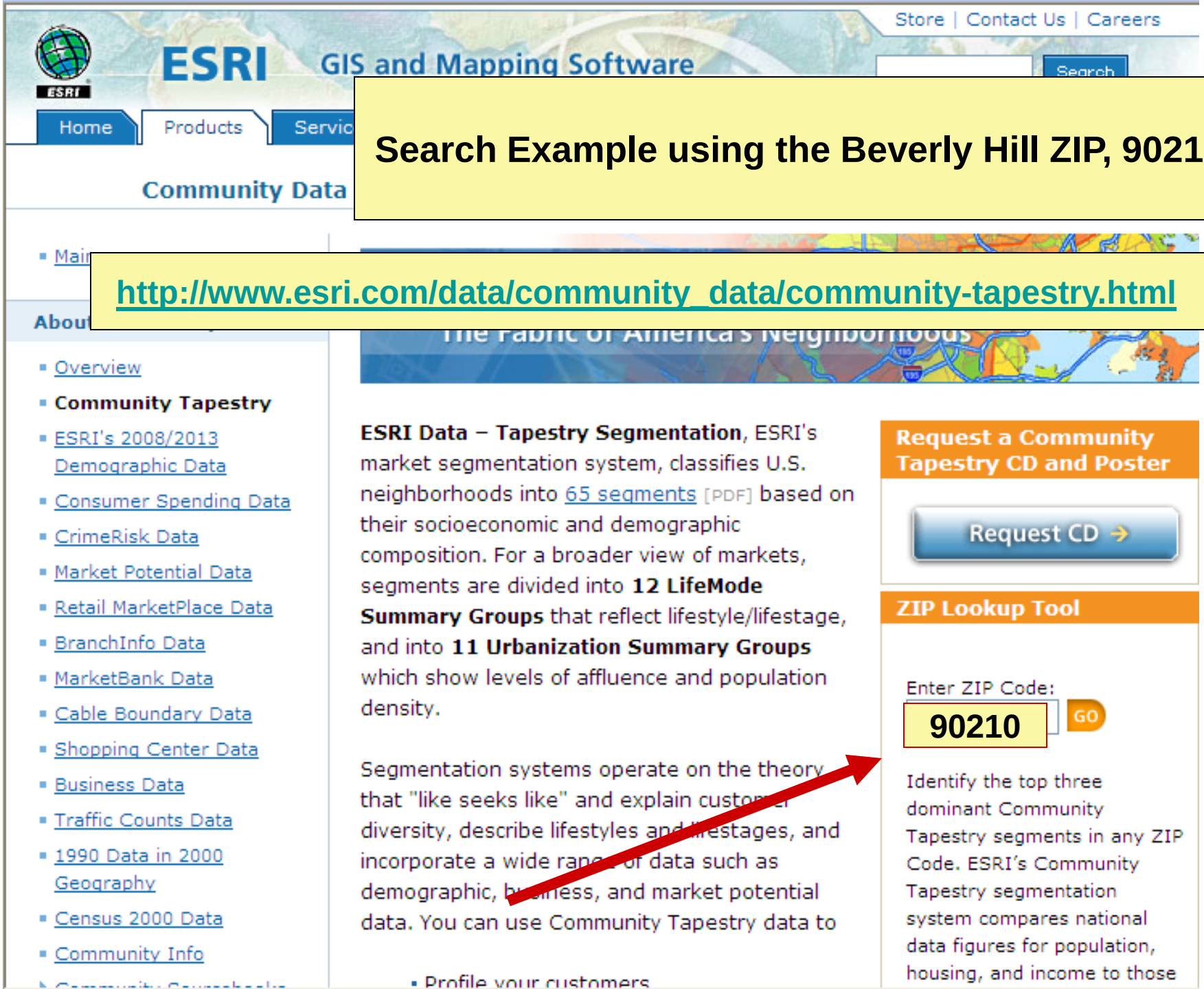
# Demographic Profiles by ZIP Code (websites)

Commercial sources – FREE and fun, but limited info. :

- My Best Segments (from Claritas/Nielsen)
- Community Tapestry (from ESRI)

# Demographic Profiles from ESRI – “Community Tapestry”

- Compares ZIP code to national average percent (%) only for:
  - Race
  - Sex
- Income – median - & - 3 broad ranges (and national average)
- Average home value (and national average)
- Displays up to 3 “segments” – pithy titles with paragraphs summarizing the area – “Top Rung”, etc.


Store | Contact Us | Careers
ESRI
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Community Data
Search Example using the Beverly Hill ZIP, 90210
http://www.esri.com/data/community_data/community-tapestry.html
Overview
Community Tapestry
ESRI's 2008/2013 Demographic Data
Consumer Spending Data
CrimeRisk Data
Market Potential Data
Retail MarketPlace Data
BranchInfo Data
MarketBank Data
Cable Boundary Data
Shopping Center Data
Business Data
Traffic Counts Data
1990 Data in 2000 Geography
Census 2000 Data
Community Info
ESRI Data – Tapestry Segmentation, ESRI's market segmentation system, classifies U.S. neighborhoods into 65 segments [PDF] based on their socioeconomic and demographic composition. For a broader view of markets, segments are divided into 12 LifeMode Summary Groups that reflect lifestyle/lifestage, and into 11 Urbanization Summary Groups which show levels of affluence and population density.
Segmentation systems operate on the theory that "like seeks like" and explain customer diversity, describe lifestyles and lifestages, and incorporate a wide range of data such as demographic, business, and market potential data. You can use Community Tapestry data to
Request a Community Tapestry CD and Poster
Request CD
ZIP Lookup Tool
Enter ZIP Code:
90210
GO
Identify the top three dominant Community Tapestry segments in any ZIP Code. ESRI's Community Tapestry segmentation system compares national data figures for population, housing, and income to those

## Top Tapestry Segments

### Segment 01 Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of $200,449 is more than three and one-half times that of the national median, and the median net worth of more than a million dollars is nearly ten times that of the national level. The median home value is $1,042,864. These educated

### Segment 03 Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is $706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or

Specific statistics (though % only) for this ZIP code, plus household income and home value

| 2008 Summary | ZIP 90210 | National |
|---|---|---|
| Total Population | 24,254 | 309,299,265 |
| Total Households | 9,517 | 116,384,754 |
| **2008 Population by Race** | | |
| White Alone | 83.3% | 72.3% |
| Black Alone | 1.6% | 12.6% |
| American Indian Alone | 0.1% | 0.9% |
| Asian or Pacific Islander Alone | 7.0% | 4.6% |
| Some Other Race Alone | 2.0% | 6.7% |
| Two or More Races | 6.0% | 2.9% |
| Hispanic Origin | 7.7% | 15.4% |
| **2008 Population by Sex** | | |
| Male | 46.9% | 49.1% |
| Female | 53.1% | 50.9% |
| **2008 Households by Income** | | |
| Median Household Income | $162,385 | $54,749 |
| HH Income Under $50K | 17.1% | 45.5% |
| HH Income $50K-$100K | 17.4% | 34.8% |
| HH Income Over $100K | 65.5% | 19.6% |
| **2008 Average Home Value** | **ZIP 90210** | **National** |
| | $1,212,816 | $260,559 |

# Demographic Profiles from Claritas/Nielsen – "My Best Segments"

- Maps area
- Pithy titles ("segments") – with *general* statistics for that *type* of segment – i.e., "upper crust" - shops at Bloomingdales, may have a Jaguar, views the Golf Channel -- *not* customized

http://www.claritas.com/MyBestSegments/Default.jsp

Please Click On
The Image Above

Welcome

USA TODAY

Readers!

You can learn about the consumer lifestyles of people who live in your neighborhood by clicking the button below and entering your ZIP Code.

ZIP Code Look-Up

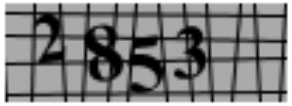
# ZIP Code Look-up

PRIZM NE

▸ PRIZM NE Segmentation System

Enter 5-digit ZIP CODE 90210

Enter the security code shown below * :




Submit

* This is to improve performance and prevent unauthorized automated scripts.

**Segment names for this ZIP**

**Beverly Hills, CA 90210's most common PRIZM NE Segments are:**

| Number | Name |
|---|---|
| 16 | Bohemian Mix |
| 07 | Money & Brains |
| 03 | Movers & Shakers |
| 01 | Upper Crust |
| 04 | Young Digerati |

Click on the segment name for more detail.
**Please Note**: Segments are listed in alphabetical order by segment name. You must log in to view segments in order of their predominant concentration of households within the selected ZIP Code.

# Demographic Profiles – print sources – general statistics

- Demographics USA – ZIP edition
- Demographics USA - County edition
  - from Trade Dimensions (part of Nielsen Co.)
  - CD-ROM ($1500), combines both titles

- Sourcebook of County Demographics
- Sourcebook of ZIP Code Demographics

  - from ESRI
  - CD-ROM ($1000), combines both titles ("Community Sourcebook – America" )

# Page from Community Sourcebook of ZIP Code Demographics

## CONSUMER TYPE

| ZIP CODE | TOP TAPESTRY CONSUMER TYPE | % 2006 HOUSE-HOLDS | ZIP CODE | TOP TAPESTRY CONSUMER TYPE | % 2006 HOUSE-HOLDS |
|---|---|---|---|---|---|
| 30176 | 42 Southern Satellites | 59.4 | 30339 | 27 Metro Renters | 40.2 |
| 30177 | 15 Silver And Gold | 100.0 | 30340 | 39 Young And Restless | 32.6 |
| 30178 | 26 Midland Crowd | 55.7 | 30341 | 36 Old And Newcomers | 19.2 |
| 30179 | 26 Midland Crowd | 75.6 | 30342 | 27 Metro Renters | 40.2 |
| 30180 | 26 Midland Crowd | 45.6 | 30344 | 52 Inner City Tenants | 24.5 |
| 30182 | 42 Southern Satellites | 87.6 | 30345 | 23 Trendsetters | 24.6 |
| 30183 | 31 Rural Resort Dwellers | 58.1 | 30346 | 27 Metro Renters | 100.0 |
| 30184 | 26 Midland Crowd | 93.1 | 30349 | 28 Aspiring Young Families | 25.3 |
| 30185 | 26 Midland Crowd | 62.0 | 30350 | 39 Young And Restless | 45.9 |
| 30187 | 17 Green Acres | 75.5 | 30354 | 51 Metro City Edge | 24.8 |
| 30188 | 12 Up And Coming Families | 36.2 | 30360 | 16 Enterprising Professionals | 35.7 |
| 30189 | 04 Boomburbs | 50.3 | 30401 | 56 Rural Bypasses | 34.7 |
| 30204 | 42 Southern Satellites | 20.7 | 30410 | 41 Crossroads | 65.4 |
| 30205 | 17 Green Acres | 48.6 | 30411 | 42 Southern Satellites | 45.8 |
| 30206 | 26 Midland Crowd | 100.0 | 30413 | 56 Rural Bypasses | 100.0 |
| 30213 | 18 Cozy And Comfortable | 35.0 | 30415 | 26 Midland Crowd | 57.3 |
| 30214 | 07 Exurbanites | 62.2 | 30417 | 56 Rural Bypasses | 41.9 |
| 30215 | 06 Sophisticated Squires | 43.9 | 30420 | 46 Rooted Rural | 53.1 |
| 30216 | 42 Southern Satellites | 45.0 | 30421 | 56 Rural Bypasses | 58.9 |
| 30217 | 42 Southern Satellites | 75.6 | 30425 | 56 Rural Bypasses | 51.8 |
| 30218 | 42 Southern Satellites | 52.5 | 30426 | 56 Rural Bypasses | 100.0 |
| 30220 | 42 Southern Satellites | 67.2 | 30427 | 25 Salt Of The Earth | 22.5 |
| 30222 | 56 Rural Bypasses | 85.7 | 30428 | 56 Rural Bypasses | 89.6 |
| 30223 | 26 Midland Crowd | 16.7 | 30434 | 56 Rural Bypasses | 67.5 |
| 30224 | 48 Great Expectations | 24.3 | 30436 | 41 Crossroads | 33.6 |

# Another page from Community Sourcebook of ZIP Code Demographics – Spending Potential Indices



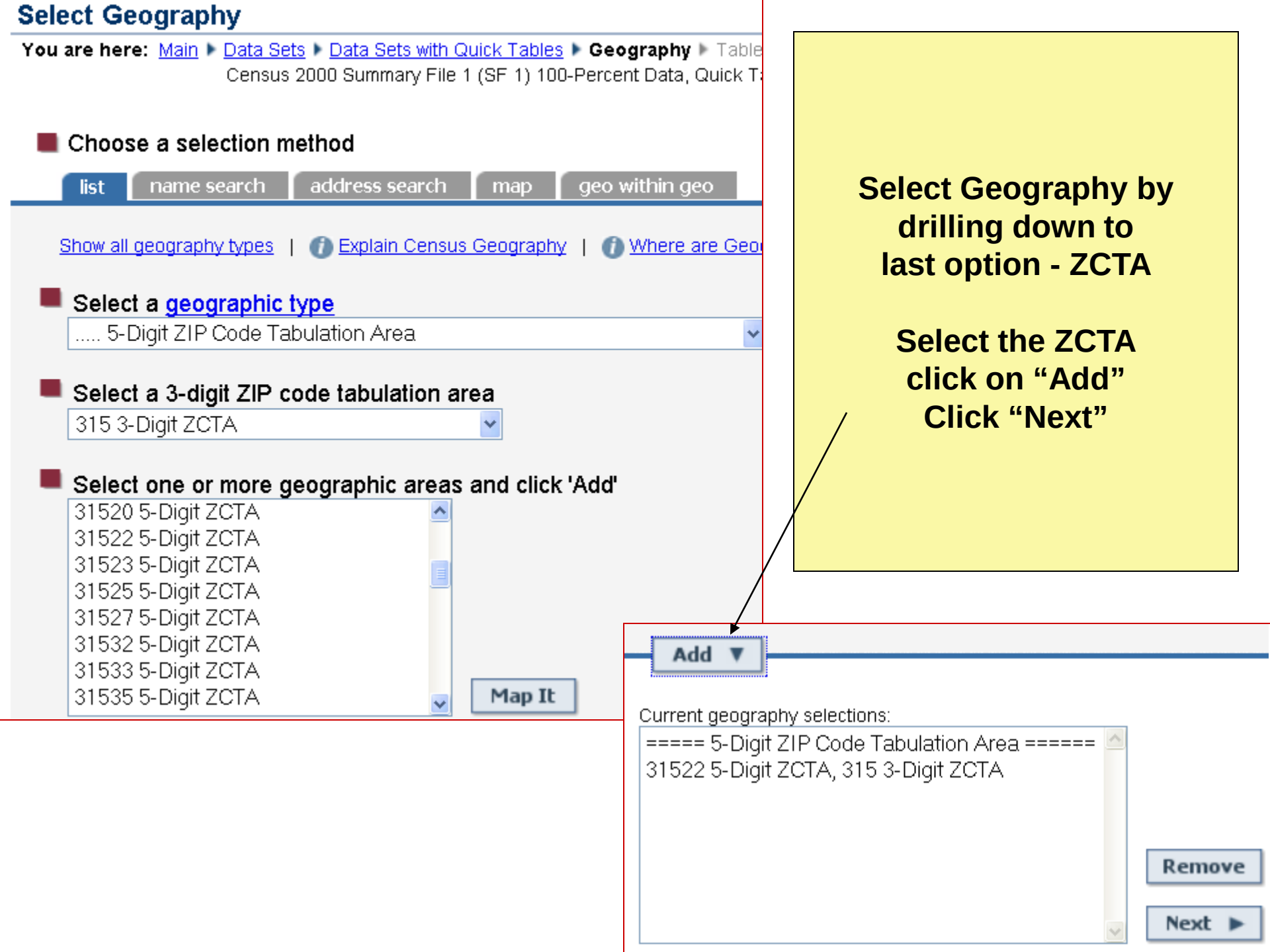
ZIP Code

| # | POST O NAM | THE HOME | | | | | | ENTERTAINMENT | | | | | | PERSONAL | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Improvements | | Furnishings | | | | | | | | | | | | | |
| | | Home Repair | Lawn & Garden | Computers & Hardware | Major Appliances | TV, Radio, Sound Equipment | Furniture | Dine out/ Carry out | Sports Equipment | Fees & Tickets | Toys & Games | Travel | Cable TV | Apparel & Services | Auto Repairs | Health Insurance | Pets & Supplies |
| 30339 | ATLANTA | 120 | 118 | 167 | 139 | 163 | 159 | 170 | 113 | 158 | 158 | 149 | 156 | 125 | 160 | 131 | 157 |
| 30340 | ATLANTA | 81 | 80 | 102 | 91 | 99 | 99 | 102 | 71 | 96 | 98 | 93 | 96 | 75 | 100 | 86 | 100 |
| 30341 | ATLANTA | 102 | 98 | 128 | 114 | 123 | 122 | 128 | 89 | 122 | 120 | 117 | 118 | 94 | 126 | 106 | 124 |
| 30342 | ATLANTA | 167 | 158 | 209 | 180 | 201 | 202 | 210 | 144 | 205 | 195 | 194 | 193 | 155 | 200 | 166 | 201 |
| 30344 | ATLANTA | 59 | 61 | 73 | 65 | 75 | 70 | 76 | 50 | 70 | 73 | 68 | 76 | 56 | 72 | 68 | 73 |
| 30345 | ATLANTA | 164 | 142 | 163 | 153 | 150 | 159 | 155 | 118 | 171 | 149 | 162 | 145 | 117 | 157 | 137 | 164 |
| 30346 | ATLANTA | 108 | 111 | 165 | 132 | 163 | 153 | 171 | 108 | 152 | 156 | 144 | 157 | 125 | 157 | 129 | 152 |
| 30349 | ATLANTA | 71 | 71 | 88 | 79 | 87 | 86 | 89 | 62 | 83 | 86 | 80 | 84 | 65 | 87 | 76 | 88 |
| 30350 | ATLANTA | 119 | 120 | 165 | 140 | 161 | 160 | 167 | 112 | 153 | 157 | 146 | 154 | 123 | 160 | 130 | 157 |
| 30354 | ATLANTA | 47 | 50 | 63 | 56 | 66 | 60 | 66 | 43 | 59 | 64 | 58 | 67 | 49 | 63 | 59 | 62 |
| 30360 | ATLANTA | 100 | 97 | 123 | 109 | 118 | 120 | 122 | 86 | 118 | 117 | 113 | 114 | 90 | 119 | 102 | 121 |
| 30401 | SWAINSBORO | 56 | 74 | 56 | 65 | 64 | 58 | 64 | 49 | 49 | 65 | 57 | 69 | 44 | 64 | 75 | 79 |
| 30410 | AILEY | 60 | 69 | 59 | 66 | 63 | 61 | 62 | 50 | 55 | 65 | 59 | 64 | 44 | 64 | 68 | 76 |
| 30411 | ALAMO | 60 | 84 | 53 | 69 | 62 | 57 | 61 | 52 | 44 | 66 | 55 | 68 | 41 | 65 | 80 | 88 |
| 30413 | BARTOW | 54 | 79 | 49 | 65 | 59 | 53 | 58 | 48 | 39 | 62 | 50 | 66 | 39 | 62 | 77 | 83 |
| 30415 | BROOKLET | 79 | 98 | 73 | 86 | 79 | 77 | 79 | 65 | 67 | 82 | 74 | 84 | 54 | 82 | 92 | 104 |
| 30417 | CLAXTON | 54 | 72 | 50 | 62 | 57 | 53 | 56 | 47 | 43 | 60 | 51 | 62 | 38 | 59 | 70 | 76 |
| 30420 | COBBTOWN | 52 | 75 | 46 | 61 | 54 | 49 | 53 | 46 | 38 | 57 | 48 | 60 | 35 | 57 | 71 | 77 |
| 30421 | COLLINS | 49 | 70 | 43 | 58 | 51 | 47 | 51 | 43 | 36 | 54 | 45 | 57 | 34 | 54 | 67 | 73 |
| 30425 | GARFIELD | 59 | 84 | 52 | 69 | 62 | 56 | 61 | 52 | 43 | 65 | 54 | 69 | 41 | 65 | 80 | 87 |
| 30426 | GIRARD | 48 | 70 | 43 | 58 | 53 | 47 | 52 | 43 | 35 | 55 | 45 | 59 | 34 | 55 | 68 | 74 |
| 30427 | GLENNVILLE | 64 | 78 | 62 | 70 | 68 | 64 | 67 | 54 | 57 | 70 | 63 | 72 | 47 | 68 | 78 | 83 |
| 30428 | GLENWOOD | | | | | | | | | | | | | | | | |

# ZCTAs (ZIP Code Tabulation Areas)

- Developed by the Census Bureau
- "generalized area representations of the ZIP Code *service* areas"
  - Note: they are NOT exact representations of the ZIP Code *delivery* areas
- Not stable over time
- Frequently cross county and place boundaries

- More info. at: *www.census.gov/geo/ZCTA/zcta_brch_prnt.pdf*


Select Geography
You are here: Main ▸ Data Sets ▸ Data Sets with Quick Tables ▸ Geography ▸ Table
Census 2000 Summary File 1 (SF 1) 100-Percent Data, Quick T
Choose a selection method
list
name search
address search
map
geo within geo
Show all geography types | Explain Census Geography | Where are Geo
Select a geographic type
..... 5-Digit ZIP Code Tabulation Area
Select a 3-digit ZIP code tabulation area
315 3-Digit ZCTA
Select one or more geographic areas and click 'Add'
31520 5-Digit ZCTA
31522 5-Digit ZCTA
31523 5-Digit ZCTA
31525 5-Digit ZCTA
31527 5-Digit ZCTA
31532 5-Digit ZCTA
31533 5-Digit ZCTA
31535 5-Digit ZCTA
Map It
Select Geography by drilling down to last option - ZCTA
Select the ZCTA click on “Add” Click “Next”
Add ▼
Current geography selections:
===== 5-Digit ZIP Code Tabulation Area ======
31522 5-Digit ZCTA, 315 3-Digit ZCTA
Remove
Next ▶

# Why is Census Geography Important?

- Census Bureau quote: [the Bureau] “doesn’t have a mandate to do ZIP Code mapping so we don’t claim that any ZIP product we have is definitive or complete”
- ZIP Codes are designed to be linear postal delivery routes

# ZIP ; Census Tract

- Example:

  The Buckhead branch of the Atlanta-Fulton Public Library system recently moved – ONE block over. This is in a *different* ZIP code area; but the SAME Census Tract.

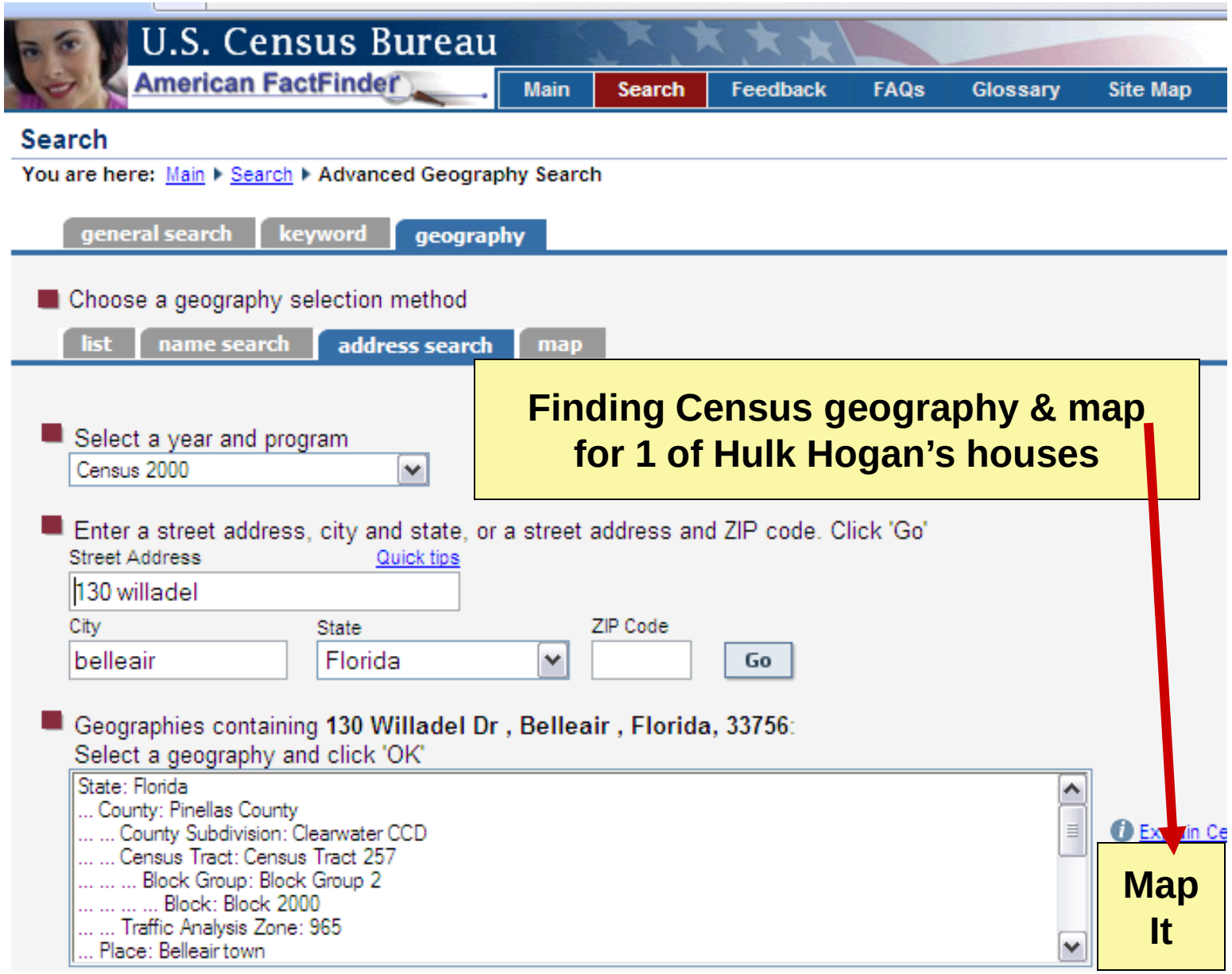
  In this case, the Census Tract statistics are representative of the area around the library.

# Census Tracts

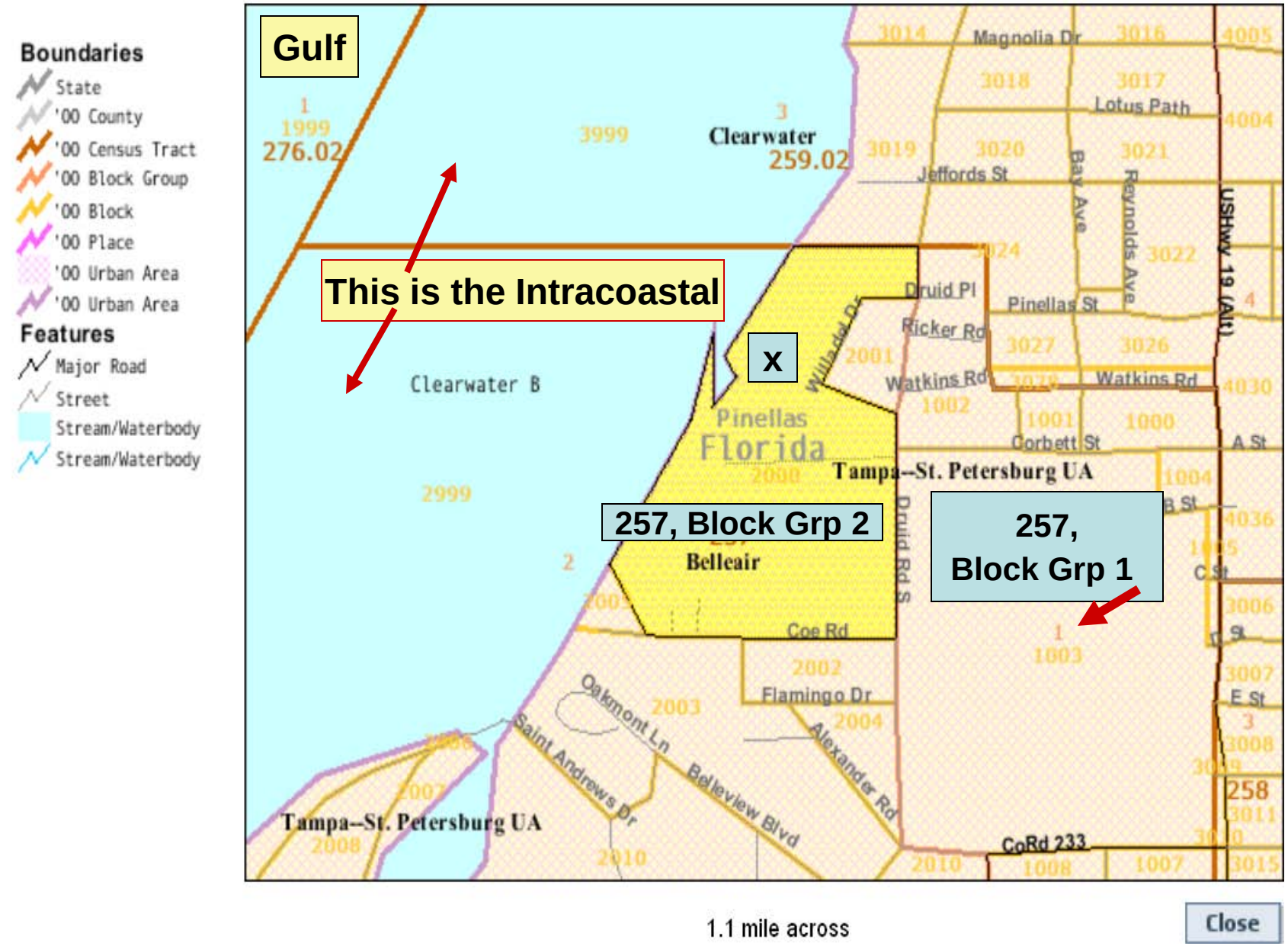
- Approx. 4,000 people in each tract ; 65,443 in U.S.
  - "small, relatively permanent statistical subdivisions of a county", with *similar* demographic characteristics
  - determined by local committees
  - normally follow visible features (natural boundaries)
  - data collected every 10 years with the Census – so, no updates – and ***not*** in American Community Survey
  - future – there ***will be*** annual data available

# Finding a Census Tract for an Address

**Address Search box**


U.S. Census Bureau
American FactFinder
Main
Search
Feedback
FAQs
Glossary
Site Map
Search
You are here: Main ▸ Search ▸ Advanced Geography Search
general search
keyword
geography
Choose a geography selection method
list
name search
address search
map
Finding Census geography & map for 1 of Hulk Hogan's houses
Select a year and program
Census 2000
Enter a street address, city and state, or a street address and ZIP code. Click 'Go'
Street Address
Quick tips
130 willadel
City
belleair
State
Florida
ZIP Code
Go
Geographies containing 130 Willadel Dr , Belleair , Florida, 33756:
Select a geography and click 'OK'
State: Florida
... County: Pinellas County
... ... County Subdivision: Clearwater CCD
... ... Census Tract: Census Tract 257
... ... ... Block Group: Block Group 2
... ... ... ... Block: Block 2000
... ... Traffic Analysis Zone: 965
... Place: Belleair town
Map It

Block 2000, Block Group 2, Census Tract 257, Pinellas County, Florida



# Confidentiality and the Census

- In order to protect privacy, the Census Bureau uses “data swapping”
- Sample of households is selected and matched on a set of key variables with households in other areas that have similar characteristics (such as the same # adults ; same # children)
- Often occurs within a neighboring area

# American FactFinder

other options to access data

# SF 1 Data Set – American FactFinder (Decennial Census)

- SF 1 - asked of *everyone* – basic data – from the short form (about 7 questions)
  - Age
  - Gender
  - Hispanic Origin (asked since 1970)
  - Race
  - People in household (names too) & relationship
  - "Tenure" – do you own or rent
  - 286 Tables

# SF 3 Data Set – American FactFinder (Decennial Census)

- SF 3 - asked of a *sample* – much more data, but, as the geography gets smaller, it's less and less accurate
- Counts and cross tabulations of items asked on the long form (income, occupation, education, etc.)
- 813 Tables

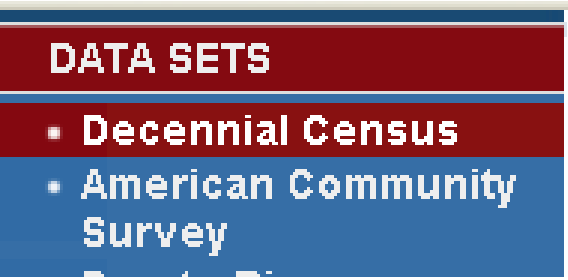
# SF 2 ; SF 4 Data Sets

- SF 2 – Racial/Ethnic Groups
  - Detailed categories
  - 36 Population Tables ; 11 Housing Tables

- SF 4 –
  - Includes Ancestry data
  - 336 categories

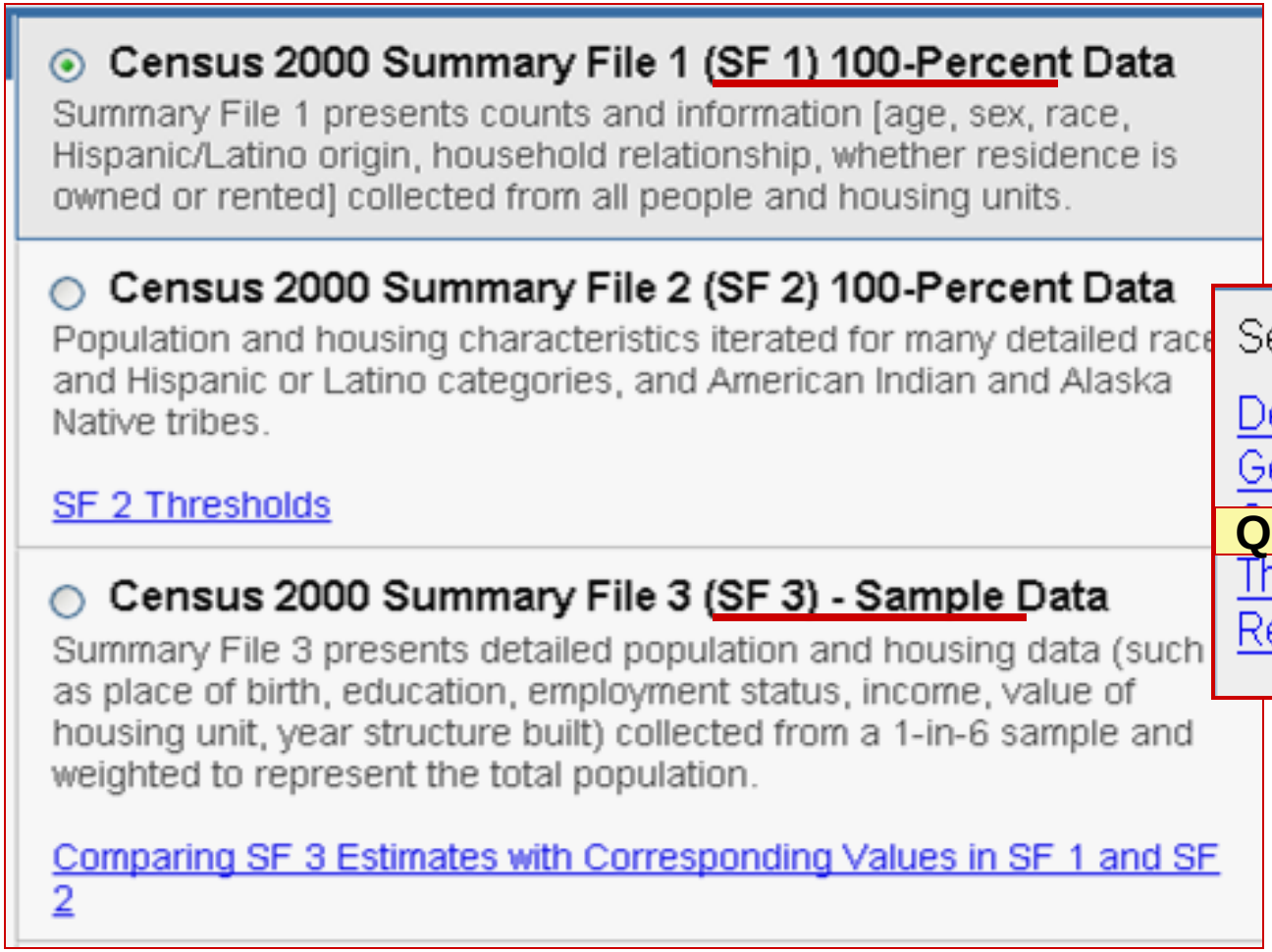
# Searching Data Sets from American FactFinder

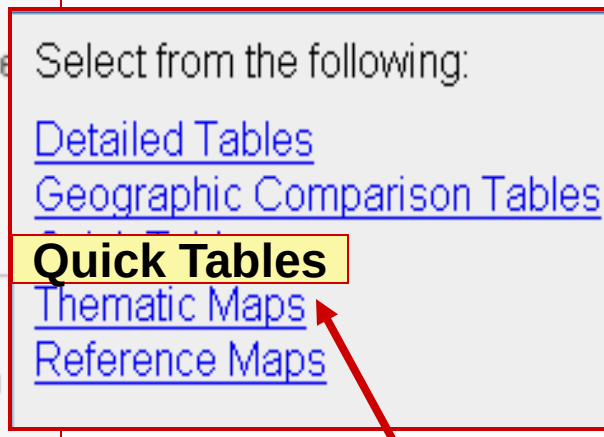
- Caveat:  May need to close Internet browser and start over if you want to redo your search




**American FactFinder**

- Select DATA SETS
  - Select Decennial Census
    - Select either SF 1 or SF 3 Data Set




**Recommend "Quick Tables"**

# Radius data – effective tool

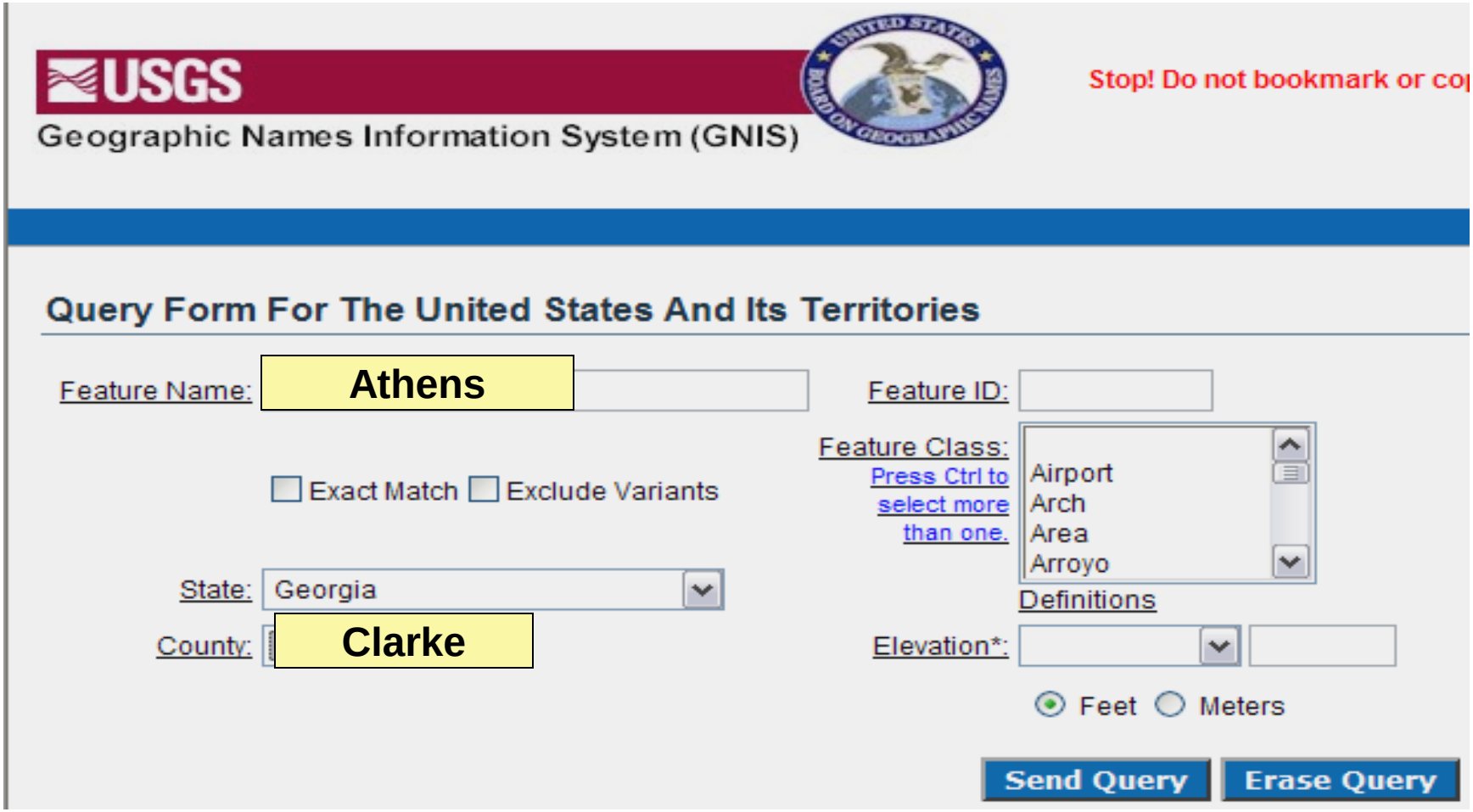
- No need to be concerned with political boundaries (county lines, state lines)
- Can create your *own* custom area
- Often used in business plans
- Flexible choices – 1, 3, 10 miles, etc.

- What do you need to get started?
  - latitude and longitude of a specific point

# Finding Latitude & Longitude

- US GNIS for landmarks and features (post offices, libraries, churches, schools, etc.) ***http://geonames.usgs.gov/pls/gnispublic***
- TerraServer (from Microsoft Corp) *http://terraserver.microsoft.com/*
  - Need street address
  - Special feature – can order the map
- ReferenceUSA or similar subscription database
  - **Caveat**: records may contain inaccurate coordinates

# Using the U.S. GNIS (Geographic Names Information System)



# U.S. GNIS Result for Athens (3rd screen)

## Feature Query Results

Click the feature name for details and to access map services
Click any column name to sort the list ascending ▲ or descending ▼

| Feature name | Feature Id | Class | County | Latitude | Longitude | State | Map | Ele(m)* ▲ | Ele(ft)* |
|---|---|---|---|---|---|---|---|---|---|
| Athens | 354407 | Populated Place | Clarke | 335739N | 0832241W | GA | Athens West | 228 | 748 |
| Clarke Central High School | 1672698 | School | Clarke | 335703N | 0832323W | GA | Athens West | 229 | 751 |
| Athens Plaza Shopping Center | 1672642 | Locale | Clarke | 335625N | 0832729W | GA | Athens West | 230 | 755 |
| Athens Academy | 1672630 | School | Clarke | 335814N | 0832442W | GA | Athens West | 231 | 758 |
| Athens Regional Library | 1672644 | Building | Clarke | 335737N | 0832236W | GA | Athens West | 231 | 758 |
| Athens City Hall | 1672635 | Building | Clarke | 335734N | 0832235W | GA | Athens West | 232 | 761 |
| Athens Post Office | 1672643 | Post Office | Clarke | 335736N | 0832239W | GA | Athens West | 232 | 761 |
| | 1672723 | Park | Clarke | 335735N | 0832234W | GA | Athens West | 232 | 761 |
| Athens Area Vocational-Technical School | 1672632 | School | Clarke | 335921N | 0832024W | GA | Athens East | 236 | 774 |
| Athens Commerce Park | 1672636 | Locale | Clarke | 335615N | 0832838W | GA | Athens West | 238 | 781 |
| Athens Trade Center | 1672646 | Locale | Clarke | 335635N | 0832919W | GA | Athens West | 238 | 781 |
| Athens-Ben Epps Airport | 326788 | Airport | Clarke | 335654N | 0831936W | GA | Athens East | 240 | 787 |
| Navy Pre-Flight School Athens (historical) | 2099644 | Military (Historical) | Clarke | 335701N | 0831922W | GA | Athens East | 244 | 801 |
| Athens Christian School | 1672633 | School | Clarke | 340048N | 0831930W | GA | Hull | 250 | 820 |

**Downtown Athens**

# Radius – Next Steps

- Our example: radius for the:
  Downtown Athens Historic District
  - listed on previous slide as:
    Latitude 335735N
    Longitude 0832234W

  Now, go to the following website:
- Missouri Census Data Center –
  Circular Area Profiles
  - quick and (fairly) easy [need to input lat./long. in specific format, though -- see next slide]

*http://mcdc2.missouri.edu/websas/caps.html*

# Missouri Census Data Center

http://mcdc2.missouri.edu/websas/caps.html

## Circular Area Profiles (CAPS)

This application will aggregate 2000 Census data to approximate circular areas as specified by the user using a point location and 1 or more radius values. Data used are from Summary File 3, the standard MCDC extract.
**See the notes page for more details.**

**Enter coordinates for the site in decimal degrees:** See **Usage Notes** for links to web sites where you can enter an address and get its lat-long coordinates. Or, if you do not have a specific address in mind, use the Census Bureau's Gazetteer application to look up centroid coordinates for cities, ZIPs, townships, etc.

**Latitude:** 33.57.35 (or, enter 5-digit ZIP/ZCTA code)

**Longitude (west assumed):** 83.22.34 (dd.mm.ss format may be used for minutes & seconds)

**(Optional) Enter a name for your Site:** Downtown Athens

**Enter up to 5 radius values, separated by blanks, in ascending order:** 1, 5, 10, 25 ← miles

**Select the geographic units to be aggregated:**

- Let CAPS decide based on smallest radius.
- Block Groups (a few table cells will be missing)
- MCDS (less precise - do not use for smaller circles, i.e. < 10)

**Select the Demographic Table(s) of Interest:** (See Sample report)

- All Tables
- Population Basics
- Age
- Race and Hispanic
- Relationship of Persons in Households

Note: can select other Tables – we selected "Age"

**Uncheck to *suppress* auxiliary report showing county pops within circle(s)** ☑

**Check to see detailed geographic units within circle(s) report.** ☐ ← For lists of Census Tracts in this report, select this

Generate Report

## 25-mile radius of Downtown Athens (within Georgia)

**Post-Census Population Estimate and Projection Figures [1]**
Population for Jan. 1, 2007 ***estimated*** to be **336,684** persons.
Population for Jan. 1, 2012 ***projected*** to be **382,135** persons.

| Subject | Number | Percent | SF3 Table |
|---|---|---|---|
| 2. Age | | | |
| Universe: Total Population | | | |
| Under 5 | 18,162 | 6.5 | P8 |
| Age 5 to 9 | 19,171 | 6.9 | |
| 10 to 14 | 18,688 | 6.7 | |
| 15 to 17 | 10,441 | 3.7 | |
| 18 to 19 | 12,941 | 4.6 | |
| 20 to 24 | 33,206 | 11.9 | |
| 25 to 34 | 42,679 | 15.3 | |
| 35 to 44 | 41,372 | 14.8 | |
| 45 to 54 | 33,251 | 11.9 | |

**Radius=25**

| County | Total Pop |
|---|---|
| Banks GA | 4,531 |
| Barrow GA | 32,736 |
| Elbert GA | 638 |
| Franklin GA | 3,419 |
| Greene GA | 2,060 |
| Jackson GA | 38,889 |
| Madison GA | 18,304 |
| Morgan GA | 4,460 |
| Oconee GA | 6,483 |
| Oglethorpe GA | 7,981 |
| Walton GA | 25,016 |
| radius | 144,517 |
| | 279,036 |

# American Community Survey (ACS) – from Census Bureau

- On-going
- Focuses on social, economic, housing, and demographic *characteristics*
- Largest household survey in the U.S. (annual size of approx. 3 million)
- Conducted by mail, telephone, and personal visits -- random *sample*
  - No household will receive the survey more often than once every five years
- "tells us what the population looks like & how it lives"

# American Community Survey

- 42 questions (2005 ACS)
- 2006 ACS data - for areas of ≥ 65,000 population
- 2007 ACS data – just released Aug. 26, 2008
  - Goal for 2008 was for data to be available for areas of 20,000 or more (3-year estimates for all characteristics are due to be released in Dec.)
- For areas with < 25,000 population, will take several years to accumulate a large enough sample to provide estimates
- In comparing years, note: increased sample sizes, and more geographic areas covered now

# Useful ACS Tables

- Ranking Tables  (note: unique to ACS)
  - State-by-State
  - Almost 100 Tables from which to choose

- Geographic Comparison Tables

# ACS -- Ranking Table

**R1701. Percent of People Below Poverty Level in the Past 12 Months (For Who Poverty Status is Determined): 2007**
**Universe: Population for whom poverty status is determined**
Data Set: **2007 American Community Survey 1-Year Estimates**
Survey: **American Community Survey, Puerto Rico Community Survey**

NOTE. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology.

| Rank | State | Percent | Margin of Error |
|---|---|---|---|
| 1 | Mississippi | 20.6 | +/-0.7 |
| 2 | Louisiana | 18.6 | +/-0.5 |
| 3 | New Mexico | 18.1 | +/-0.8 |
| 4 | Arkansas | 17.9 | +/-0.6 |
| 5 | Kentucky | 17.3 | +/-0.5 |
| 6 | Alabama | 16.9 | +/-0.5 |
| 6 | West Virginia | 16.9 | +/-0.6 |
| 8 | District of Columbia | 16.4 | +/-1.4 |
| 9 | Texas | 16.3 | +/-0.2 |
| 10 | Oklahoma | 15.9 | +/-0.5 |
| 10 | Tennessee | 15.9 | +/-0.5 |
| 12 | South Carolina | 15.0 | +/-0.5 |
| 13 | Georgia | 14.3 | +/-0.3 |
| 13 | North Carolina | 14.3 | +/-0.3 |

# Population Estimates

- Census Bureau uses data collected by the ACS to create estimates
- *Official* estimates, though, are from the Bureau's Population Estimates Program
  - 8 of the general tables can be found easily in the ACS Data Set for Ranking Tables
  - More detailed geographic levels can be found via American FactFinder – for access to popular tables, see: *http://factfinder.census.gov/home/en/official_estimates.html*

# Population Estimates

## Popular Tables

**Total Population** estimates for:

- ○ United States and States
- ○ Counties within a State
- ◉ Cities and Towns within a State — **Georgia** — GO

**Housing Unit** estimates for:

- ○ United States and States
- ◉ Counties within a State — --- select a state --- — GO

**Age, sex, race, and Hispanic origin** estimates. Select the U.S., a state, or a county and click 'Go'.

- ◉ United States — GO
- ○ State
- ○ County

**Ranked Geographic Comparison Tables** for the United States by State:

- Median Age
- Sex Ratio
- Percent of Population Who Are 65 Years and Over
- Percent of Population Who Are 85 Years and Over
- Age Dependency Ratio
- Child Dependency Ratio
- Old-Age Dependency Ratio

# Official population estimates for cities in Georgia year-by-year (in rank order)

## Georgia -- Place

**GCT-T1-R. Population Estimates (geographies ranked by estimate)**

Data Set: **2007 Population Estimates**

Note: For information on errors stemming from model error, sampling error, and nonsampling error, see: http://www.census.gov/popest/topics/methodology.

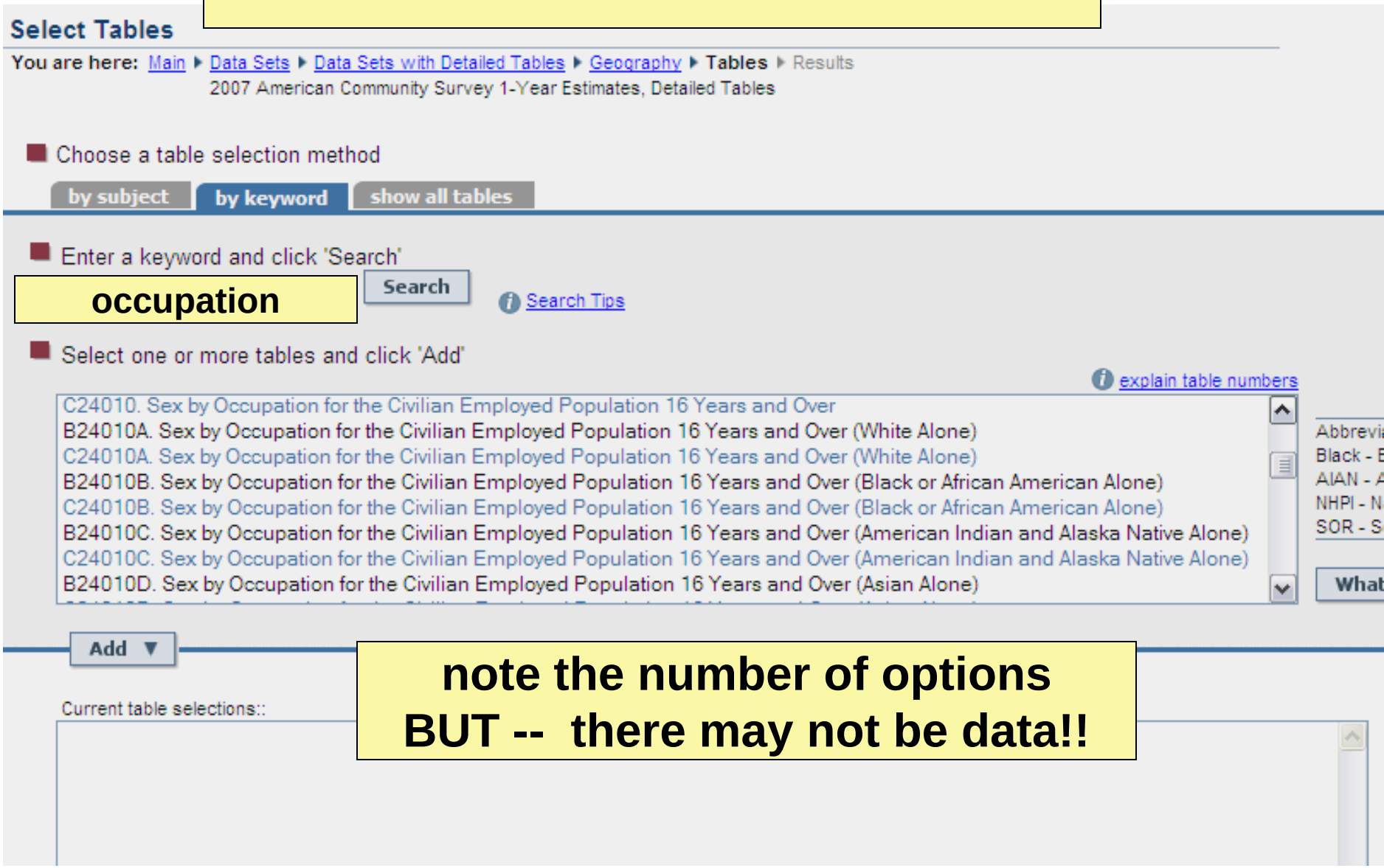
| Rank | Geographic area | Population Estimates | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | July 1, 2007 | July 1, 2006 | July 1, 2005 | July 1, 2004 | July 1, 2003 | July 1, 2002 | July 1, 2001 | July 1, 2000 |
| | Georgia | 9,544,750 | 9,342,080 | 9,107,719 | 8,921,371 | 8,740,008 | 8,591,169 | 8,422,127 | 8,230,919 |
| | **PLACE** | | | | | | | | |
| 1 | Atlanta city | 519,145 | 498,522 | 483,108 | 468,800 | 457,015 | 442,498 | 430,678 | 420,620 |
| | DeKalb County (part) | 37,316 | 35,925 | 34,745 | 33,586 | 32,677 | 31,880 | 30,830 | 30,122 |

# ACS -- Geographic Comparison Table

If select "Georgia – County", available categories are displayed; result is a table displaying the result for each county

| Geographic area | Percent |
|---|---|
| | |
| Georgia | 10.2 |
| | |
| COUNTY | |
| Barrow County | 12.7 |
| Bartow County | 8.5 |
| Bibb County | 11.1 |
| Bulloch County | 8.2 |
| Carroll County | 9.7 |
| Chatham County | 13.0 |
| Cherokee County | 9.4 |
| Clarke County | 6.4 |
| Clayton County | 12.0 |
| Cobb County | 10.2 |
| Columbia County | 16.5 |
| Coweta County | 11.6 |
| DeKalb County | 7.2 |

# ACS – "Detailed Tables"




**note the number of options**
**BUT -- there may not be data!!**

**"Asian alone" yields only 6 category types**

**NOTE: this table name starts with "C"**

C24010D. SEX BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER (ASIAN ALONE) - Universe: CIVILIAN EMPLOYED ASIAN ALONE POPULATION 16 YEARS AND OVER

Data Set: 2007 American Community Survey 1-Year Estimates

Survey: American Community Survey

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

For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology.

View the noncollapsed version of this table.

| | Clayton County, Georgia | | Cobb County, Georgia | |
|---|---|---|---|---|
| | Estimate | Margin of Error | Estimate | Margin of Error |
| Total: | 6,225 | +/-1,217 | 14,959 | +/-1,017 |
| Male: | 3,253 | +/-610 | 8,137 | +/-699 |
| Management, professional, and related occupations | 105 | +/-113 | 4,166 | +/-942 |
| Service occupations | 752 | +/-349 | 539 | +/-346 |
| Sales and office occupations | 1,083 | +/-575 | 1,738 | +/-643 |
| Farming, fishing, and forestry occupations | 0 | +/-296 | 154 | +/-239 |
| Construction, extraction, maintenance, and repair occupations | 421 | +/-362 | 617 | +/-460 |
| Production, transportation, and material moving occupations | 892 | +/-425 | 923 | +/-553 |
| Female: | 2,972 | +/-852 | 6,822 | +/-713 |
| Management, professional, and related occupations | 244 | +/-171 | 3,288 | +/-647 |
| Service occupations | 943 | +/-591 | 385 | +/-227 |
| Sales and office occupations | 673 | +/-405 | 2,105 | +/-800 |
| Farming, fishing, and forestry occupations | 72 | +/-125 | 0 | +/-296 |
| Construction, extraction, maintenance, and repair occupations | 28 | +/-43 | 0 | +/-296 |
| Production, transportation, and material moving occupations | 1,012 | +/-666 | 1,044 | +/-562 |

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

B24010D. SEX BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER (ASIAN ALONE) - Universe: CIVILIAN EMPLOYED ASIAN ALONE POPULATION 16 YEARS AND OVER

Data Set: 2007 American Community Survey 1-Year Estimates

Survey: American Community Survey

View the collapsed version of this table. Geographies missing from this table are listed below the table.

NOTE: Data for the following geographic area(s) cannot be displayed because [illegible] all.

Geography:

Clayton County, Georgia
Cobb County, Georgia

**sample cases too small**

**This table name starts with “B”**
**Note that the table starting with “C” does have data (previous slide)**

# Many more categories when “Asian alone” not selected

C24010. SEX BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER - Universe: CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER
Data Set: 2007 American Community Survey 1-Year Estimates
Survey: American Community Survey

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.

For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology.

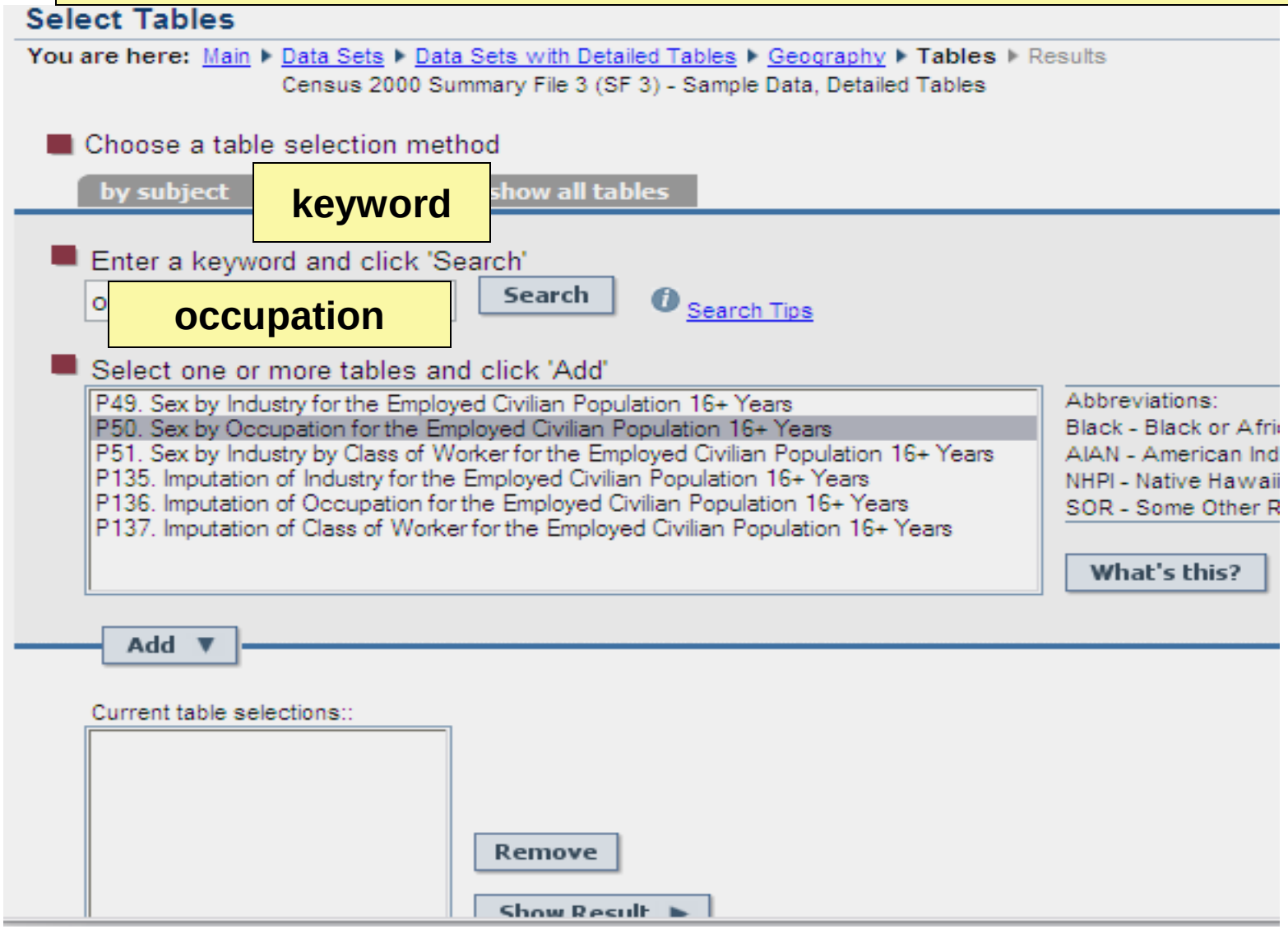
View the noncollapsed version of this table.

| | Clayton County, Georgia | | Cobb County, Georgia | |
|---|---|---|---|---|
| | Estimate | Margin of Error | Estimate | Margin of Error |
| Total: | 128,237 | +/-3,608 | 355,712 | +/-5,013 |
| Male: | 64,323 | +/-2,239 | 195,621 | +/-2,778 |
| Management, professional, and related occupations: | 11,510 | +/-2,021 | 77,869 | +/-4,160 |
| Management, business, and financial occupations: | 6,571 | +/-1,521 | 39,830 | +/-2,726 |
| Management occupations | 4,092 | +/-1,121 | 28,897 | +/-2,521 |
| Business and financial operations occupations | 2,479 | +/-1,036 | 10,933 | +/-1,638 |
| Professional and related occupations: | 4,939 | +/-1,327 | 38,039 | +/-3,439 |
| Computer and mathematical occupations | 472 | +/-333 | 9,835 | +/-1,707 |
| Architecture and engineering occupations | 531 | +/-376 | 7,684 | +/-1,224 |
| Life, physical, and social science occupations | 153 | +/-187 | 1,841 | +/-692 |
| Community and social services occupations | 973 | +/-749 | 2,454 | +/-746 |
| Legal occupations | 353 | +/-297 | 2,119 | +/-714 |
| Education, training, and library occupations | 1,062 | +/-448 | 5,651 | +/-1,496 |
| Arts, design, entertainment, sports, and media occupations | 1,068 | +/-770 | 4,572 | +/-1,318 |
| Healthcare practitioner and technical occupations: | 327 | +/-261 | 3,883 | +/-1,032 |
| Health diagnosing and treating practitioners and other technical occupations | 160 | +/-191 | 3,247 | +/-1,013 |
| Health technologists and technicians | 167 | +/-175 | 636 | +/-438 |
| Service occupations: | [illegible] | [illegible] | [illegible] | [illegible] |

# Custom Table

- Useful when you perform a search with a resulting table that is:
  - l-o-n-g and you need just a brief part of it
  - potentially confusing (i.e., sex by occupation tables – the way the table is displayed)
    - recommended strategy is to do the search first using “quick tables” or “detailed tables”, then, knowing the categories to select, redo search using “custom tables”

# Search for “occupation” in Decennial Census Data Set – SF 3 (questions asked of the sample)



**Example showing result for "Detailed Tables" all occupational categories listed; if you only need several, "Custom Table" will work best**

## 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 It

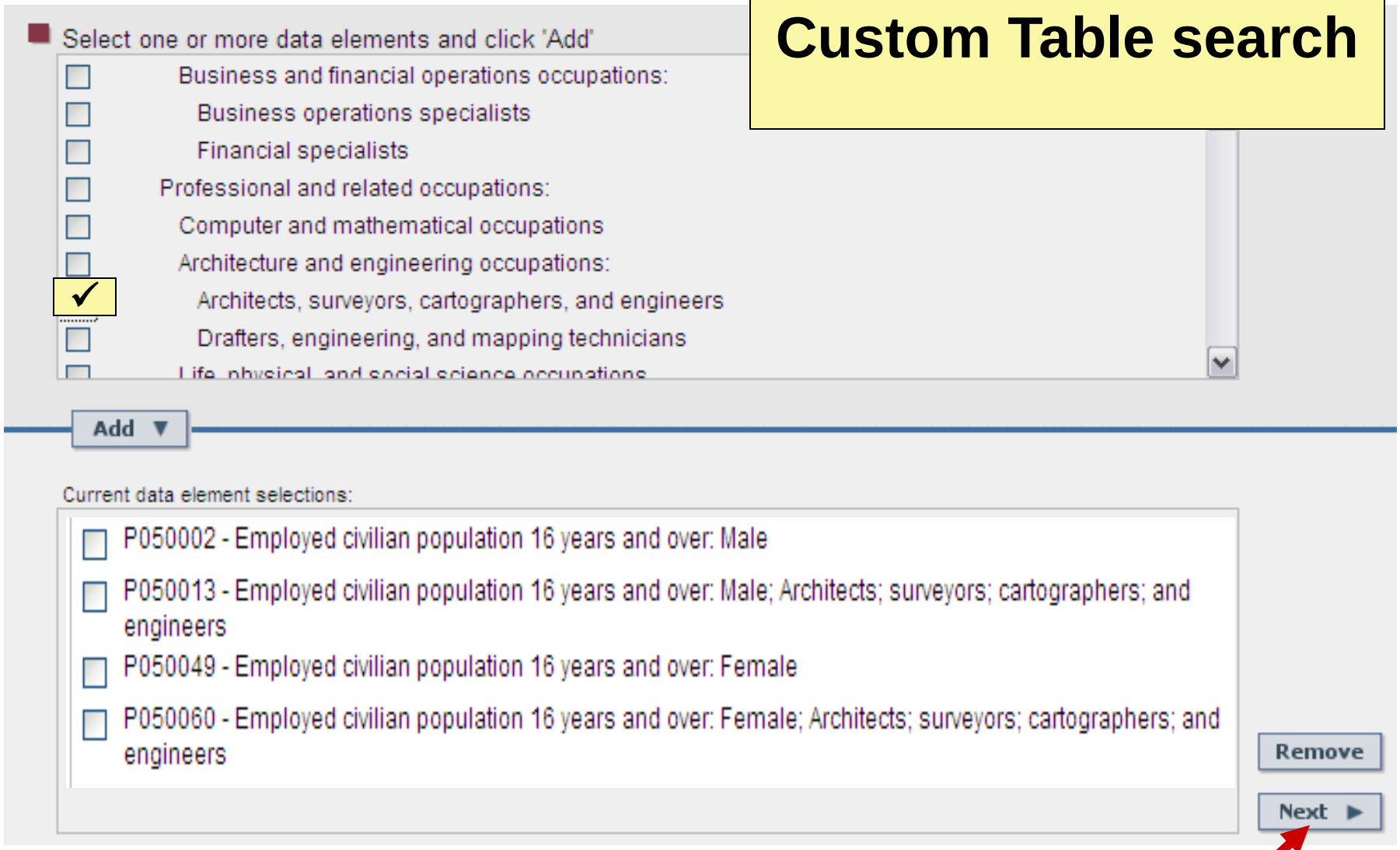
P50. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER
[95] - Universe: Employed civilian population 16 years and over
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definit and count corrections see http://factfinder.census.gov/home/en/datanotes/expsf3.htm.

| | Clayton County, Georgia | Cobb County, Georgia |
|---|---|---|
| Total: | 114,468 | 329,136 |
| Male: | 57,897 | 178,424 |
| Management, professional, and related occupations: | 10,424 | 73,746 |
| Management, business, and financial operations occupations: | 5,519 | 38,232 |
| Management occupations, except farmers and farm managers | 3,789 | 27,770 |
| Farmers and farm managers | 19 | 97 |
| Business and financial operations occupations: | 1,711 | 10,365 |
| Business operations specialists | 1,037 | 5,360 |
| Financial specialists | 674 | 5,005 |
| Professional and related occupations: | 4,905 | 35,514 |
| Computer and mathematical occupations | 1,262 | 12,105 |
| Architecture and engineering occupations: | 893 | 7,569 |
| Architects, surveyors, cartographers, and engineers | 549 | 6,269 |
| Drafters, engineering, and mapping technicians | 344 | 1,300 |
| Life, physical, and social science occupations | 92 | 1,488 |

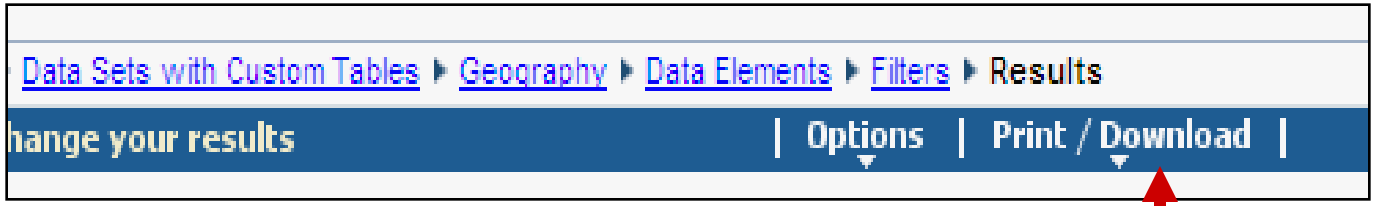
**extensive list of categories**

# Custom Table search




**Build a search; select the check box for each desire category and then select “add”. When finished, select**

# Resulting “custom table”




**And, download option**

You have selected 2 geographies.

| | P050002 | P050013 | P050049 | P050060 |
|---|---|---|---|---|
| | Employed civilian population 16 years and over: Male | Employed civilian population 16 years and over: Male; Architects; surveyors; cartographers; and engineers | Employed civilian population 16 years and over: Female | Employed civilian population 16 years and over: Female; Architects; surveyors; cartographers; and engineers |
| Clayton County, Georgia | 57,897 | 549 | 56,571 | 40 |
| Cobb County, Georgia | 178,424 | 6,269 | 150,712 | 835 |

# General Books on Demographics

- New Strategist publications – inexpensive, and on a wide range of national topics
  - Household Spending: Who spends how much on what
  - Who's Buying by Age
  - Baby Boom: Americans Born 1946 to 1964
  - Generation X: Americans Born 1965 to 1976
  - Millennials: Americans Born 1977 to 1994

** full list at *www.newstrategist.com* **

# Demographic Information from Trade Periodicals

- Can yield many general statistics about consumer purchases and general spending habits
  - Example:  Your user wants information on how often people in your community eat out – a periodical article might include a survey or other data – with a statistic such as “people in a household of 2 or less eat out 3 times a week”.  This type of research can be used in a business plan.

# Georgia Sources

- Office of Planning & Budget
  - http://www.opb.state.ga.us/

  (select “Publications”→ “Other Publications”→ “Georgia Population Projections 2015” [18 pages]
- Georgia Census Data (GALILEO database)
  - Direct link to Georgia search in the Census Bureau database State & County QuickFacts
- Georgia Statistical Abstract (from UGA)

# Demographic Databases (subscription)

- SimplyMap (from Geographic Research)
  - easy-to-use interface
  - easy to generates maps/reports
  - easy to combine locations to be searched

- DemographicsNow (SRC software – vendor, Gale Cengage)

# SimplyMap Database

Quickly go to any location in the USA.

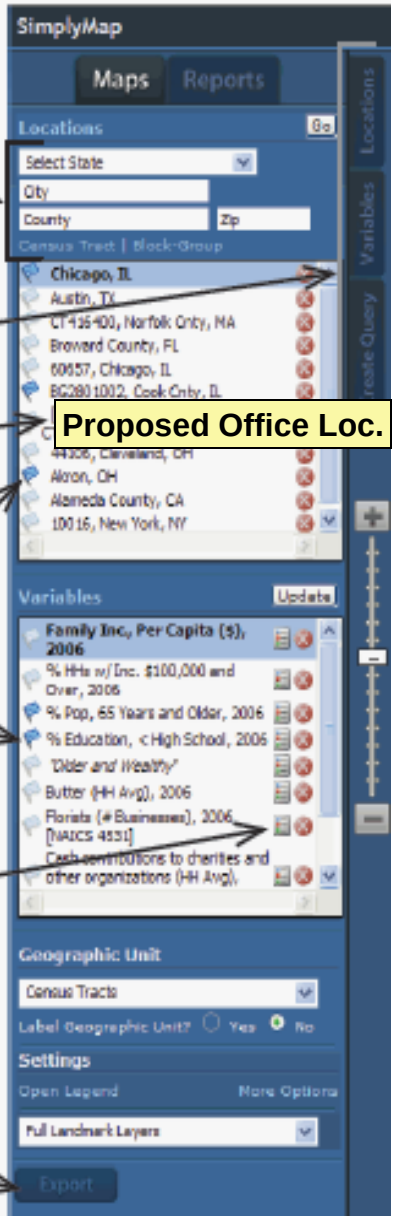
Manage locations and variables, and query areas based on one or more condition.

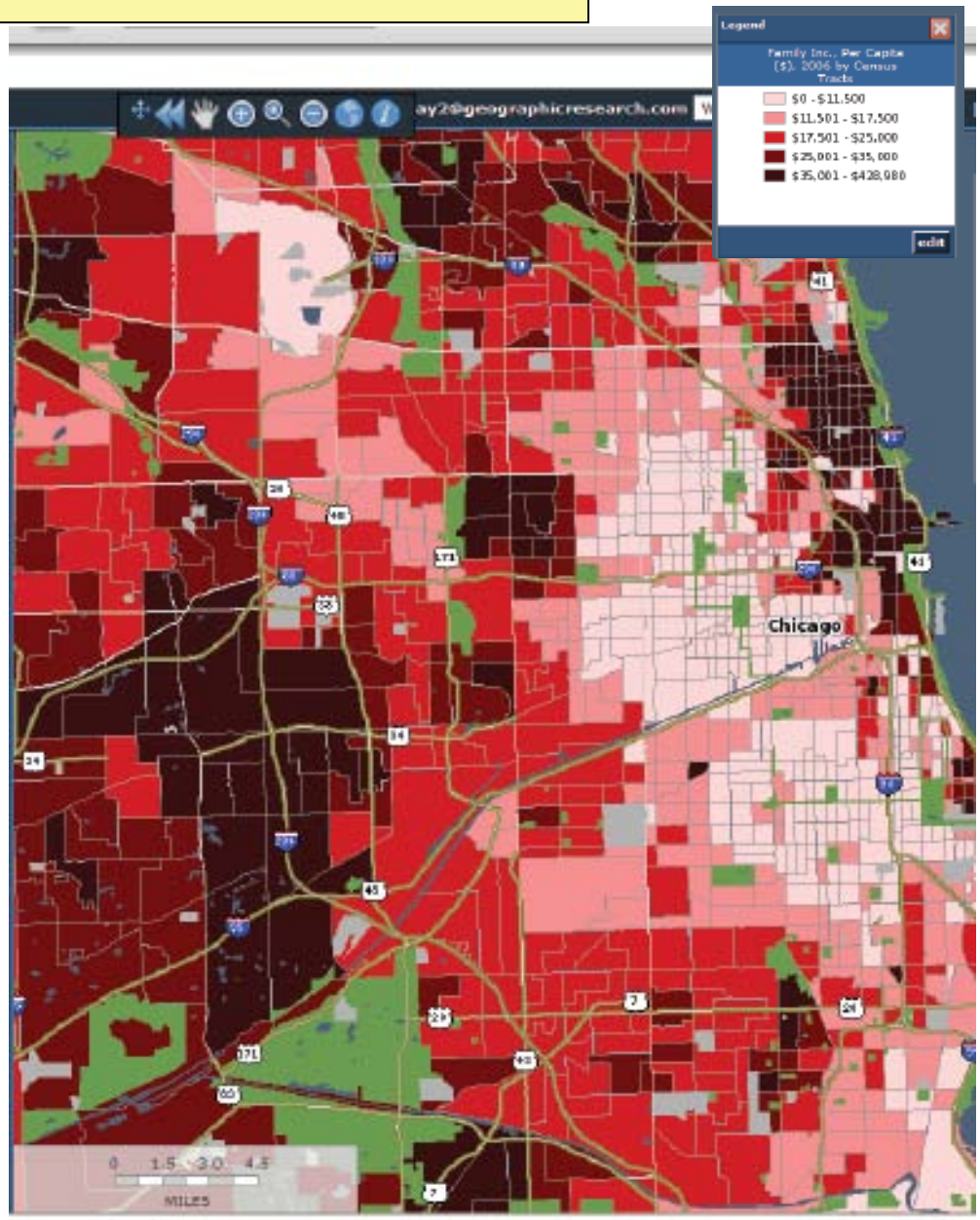
Give Census Tracts and Block Groups "nicknames" for easy recognition.

Click on the flag to "bookmark" any location or variable for quick and easy retrieval.

Customize how each variable is displayed: change category values, colors, border width, etc.

Easily export data and high-resolution images.



# Census 2010 and beyond

- Everyone receives short form
- NO LONG FORM ! -- but…
- ACS (American Community Survey) replaces the long form -
  - Sent to about 1 in 480 people in U.S. each year
  - 47 questions (submitted to Congress March 2008)
  - New questions re health insurance coverage, marital history, and military service-related disability status

# Historical Census Information

- Historical Statistics of the United States – Millennial ed. (issued in 2006 in print and online)
  - Bicentennial ed. available on Census website along with:
  - Statistical Abstract of the U.S. (from 1878 onward)
    - *http://www.census.gov/prod/www/abs/statab.html*
- 1790-1990 available on Census website - *http://www.census.gov/prod/www/abs/decennial/index.htm*
- **Historical Census Browser** (from Univ. of Virginia) - *http://fisher.lib.virginia.edu/collections/stats/histcensus/*
- Population and Housing Items…1790-2000 (questions asked) *http://www.lib.umich.edu/govdocs/census2/censubj.pdf*

# Historical Census – Genealogy

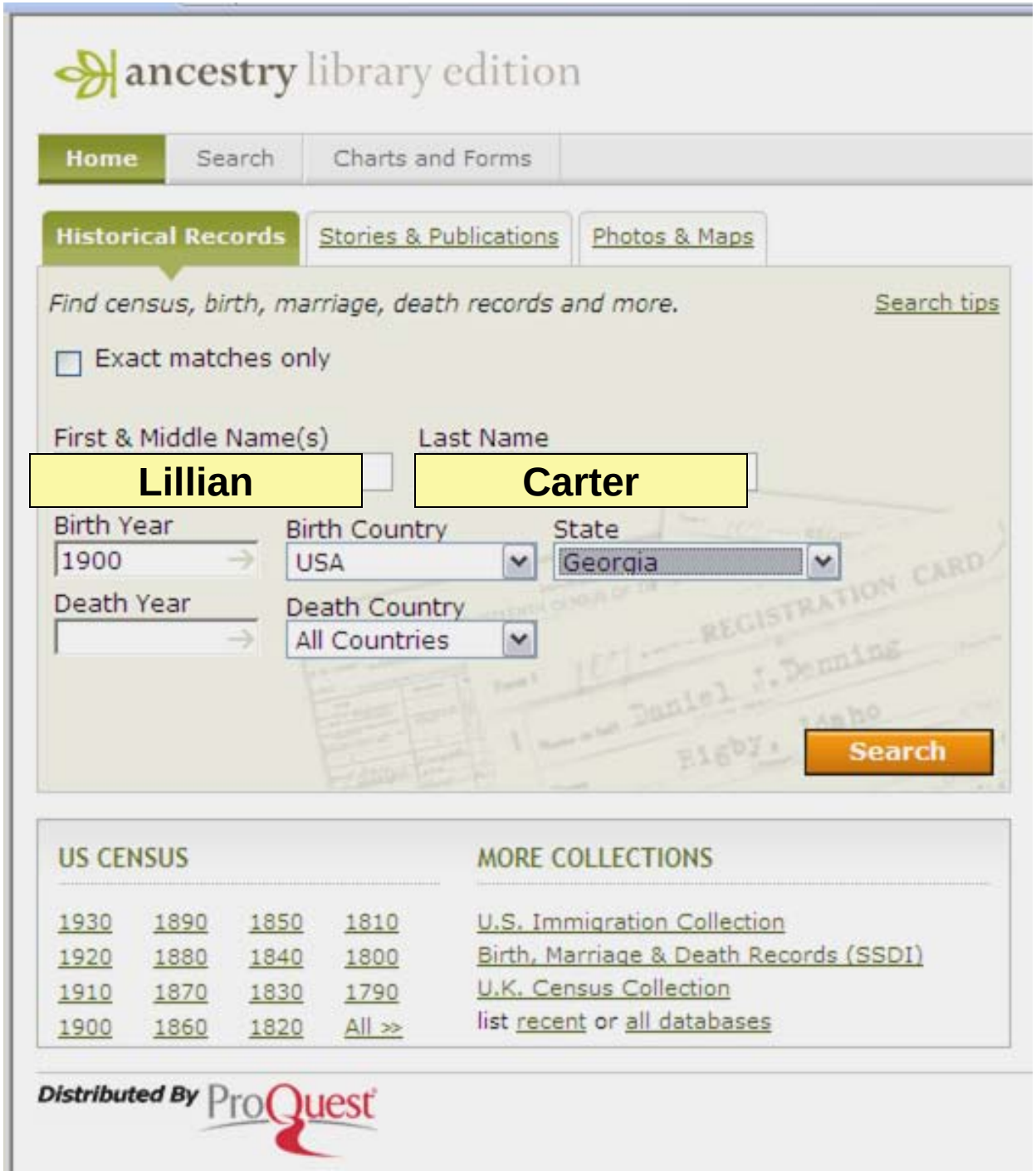
- Census information for individuals for 1930 Census is now publicly available (72 years)

  (yes, names and ages of each person in household can now be viewed)

  – Ancestry – Library edition (GALILEO database)
    - Also includes many military records, immigration, birth/death records, etc.
  – National Archives - Southeast Region (in Morrow, on Clayton State Univ. campus)

    *http://www.archives.gov/southeast/*

**Ancestry (Library ed.) GALILEO Database – In-library Use only**



1930 United States Federal Census
Census & Voter Lists
View Image

Name: Lillian Carter
Spouse: Jesse J
Birth: abt 1901
Residence: 1930 - Ware, Bacon, Georgia

1930 United States Federal Census
Census & Voter Lists
View Image

Name: Lillian Carter
Spouse: Earl
Birth: abt 1899
Residence: 1930 - Militia District 884, Sumter, Georgia

**Source Citation:** Year: *1930*; Census Place: *Militia District 884, Sumter, Georgia*; Roll: *385*; Page: *17A*; Enumeration District: *18*; Image: *486.0*.

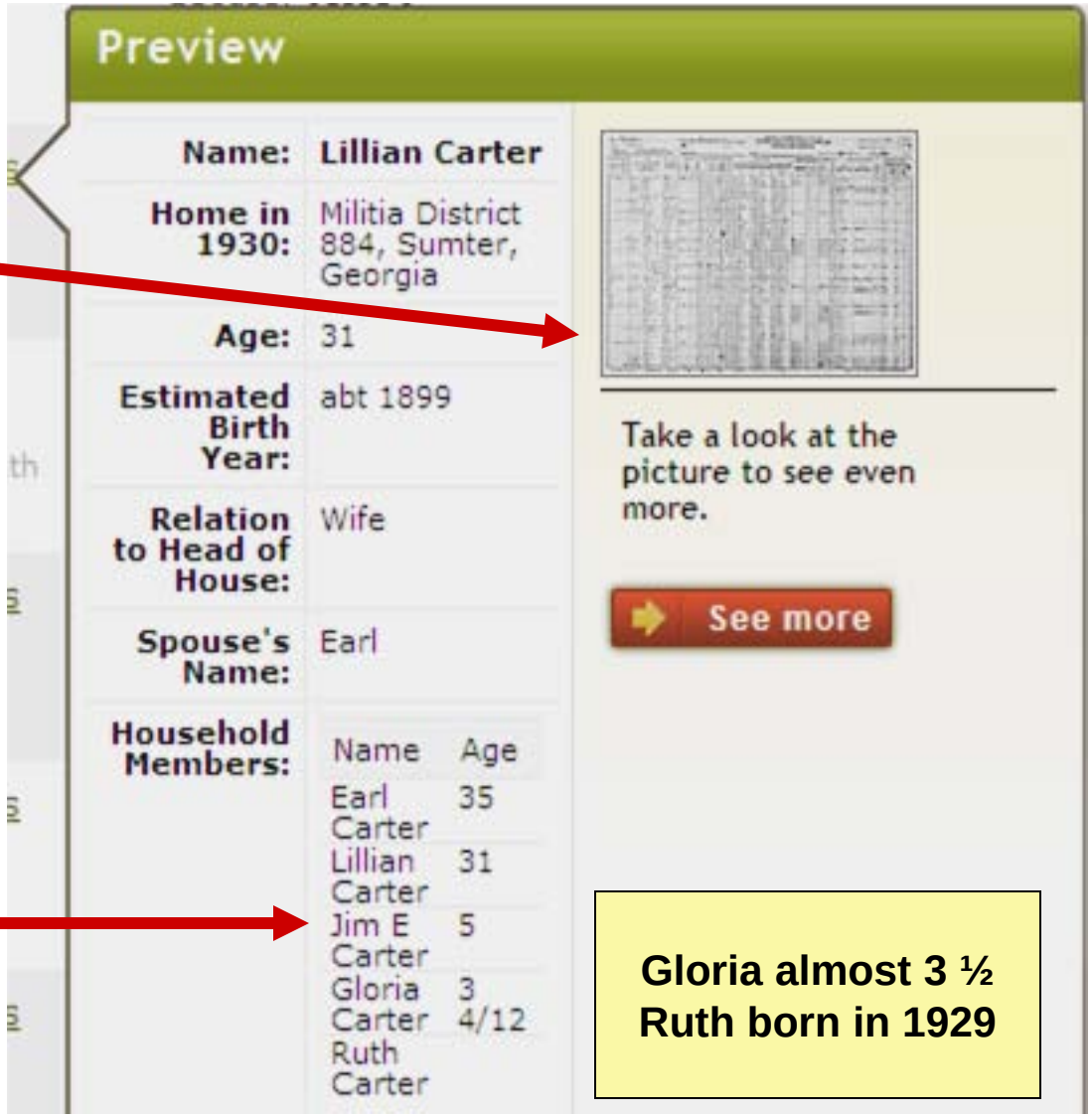
**Source Information:**
Ancestry.com. *1930 United States Federal Census* [database on-line]. Provo, UT, USA: The Generations Network, Inc., 2002. Original data: United States of America, Bureau of the Census. *Fifteenth Census of the United States, 1930*. Washington, D.C.: National Archives and Records Administration, 1930. T626, 2,667 rolls.

**Description:**
Containing records for approximately 123 million Americans, the 1930 United States Federal Census is the largest census released to date and is the most recent census available for public access. The census gives us a glimpse into the lives of Americans in 1930, and contains information about a household's family members and occupants including: birthplaces, occupations, immigration, citizenship, and military service. The names of those listed in the census are linked to actual images of the 1930 Census. Learn more...

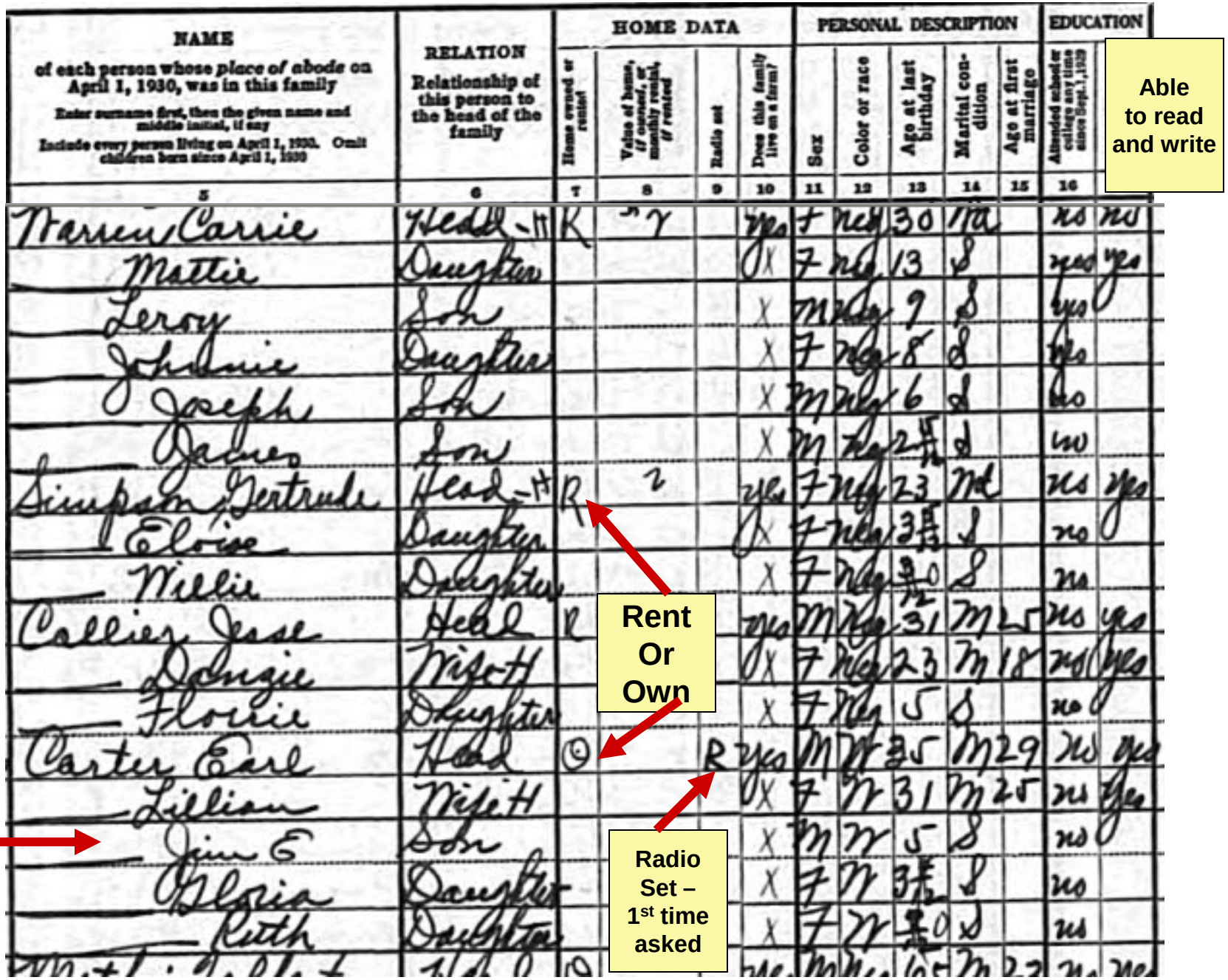
**Actual 1930 image of Census record available**

**(Disregard note to install viewer; select "click here" to view image)**

**Note: Jim E., age 5, listed (i.e., Pres. Jimmy Carter)**




**Gloria almost 3 ½**
**Ruth born in 1929**



| NAME of each person whose place of abode on April 1, 1930, was in this family. Enter surname first, then the given name and middle initial, if any. Include every person living on April 1, 1930. Omit children born since April 1, 1930 | RELATION Relationship of this person to the head of the family | HOME DATA: Home owned or rented | HOME DATA: Value of home, if owned, or monthly rental, if rented | HOME DATA: Radio set | HOME DATA: Does this family live on a farm? | PERSONAL DESCRIPTION: Sex | PERSONAL DESCRIPTION: Color or race | PERSONAL DESCRIPTION: Age at last birthday | PERSONAL DESCRIPTION: Marital condition | PERSONAL DESCRIPTION: Age at first marriage | EDUCATION: Attended school or college any time since Sept. 1, 1929 | EDUCATION: Able to read and write |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| Warren Carrie | Head-H | R | 7 | | yes | F | Neg | 30 | Wd | | no | no |
| Mattie | Daughter | | | | X | F | Neg | 13 | S | | yes | yes |
| Leroy | Son | | | | X | M | Neg | 9 | S | | yes | |
| Johnnie | Daughter | | | | X | F | Neg | 8 | S | | yes | |
| Joseph | Son | | | | X | M | Neg | 6 | S | | no | |
| James | Son | | | | X | M | Neg | 2 5/12 | S | | no | |
| Simpson, Gertrude | Head-H | R | 2 | | yes | F | Neg | 23 | Wd | | no | yes |
| Eloise | Daughter | | | | X | F | Neg | 3 5/12 | S | | no | |
| Willie | Daughter | | | | X | F | Neg | 3/12 0 | S | | no | |
| Collier Jesse | Head | R | | | yes | M | Neg | 31 | M | 25 | no | yes |
| Dangie | Wife-H | | | | X | F | Neg | 23 | M | 18 | no | yes |
| Florrie | Daughter | | | | X | F | Neg | 5 | S | | no | |
| Carter Earl | Head | O | | R | yes | M | W | 35 | M | 29 | no | yes |
| Lillian | Wife-H | | | | X | F | W | 31 | M | 25 | no | yes |
| Jim E | Son | | | | X | M | W | 5 | S | | no | |
| Gloria | Daughter | | | | X | F | W | 3 5/12 | S | | no | |
| Ruth | Daughter | | | | X | F | W | 3/12 0 | S | | no | |
| [illegible] | [illegible] | O | | | yes | M | Neg | 65 | M | 22 | no | yes |

Rent Or Own

Radio Set – 1st time asked

# Sources of Information

- FDLPs – the websites of the Federal Depository Library that serves your area
  - Other library websites, especially :
    - Univ. of Michigan Documents Center – “Census Toolkit”

*http://www.lib.umich.edu/govdocs/census2/centool.pdf* [31 pages]

    - Vanderbilt University *http://www.library.vanderbilt.edu/romans/census/*

# Sources of Information (Census Bureau guides)

- Census Bureau Education & Training webpage

  *http://www.census.gov/mso/www/training/index.htm*

- State Data Center Program

  *http://www.census.gov/sdc/www/*

  Best for data user needing technical assistance with manipulating large data files from the DVDs

# Selected Guides to the Census

- Lavin, Michael. Understanding the Census: a guide for marketers, planners, grant writers, and other data users.

  Oryx Pr., 1996.
- Riche, Martha Farnsworth. The Who, What, and Where of America: understanding the Census results.

  Bernan Pr., 2003.

This presentation is available at

http://www.prism.gatech.edu/~bw21/Population_information_at_your_fingertips.pdf

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