Introduction to
Demographic and Business
Data Products and Sources
Census Geographic Entities

- Nation
- Regions
- Divisions
- States
- Counties
- Census Tracts
- Block Groups
- Blocks
Census Data Products

People and Household Products

• Decennial Census
• American Community Survey
• Population Estimates
• Population Projections

Business and Industry Products

• Economic Census
• Annual Economic Surveys
People and Household Product Comparison

**Decennial Census**
- Actual counts based on limited census data of entire population

**American Community Survey**
- Estimates based on extensive survey data from a scientifically selected random sample of the population

**Population Estimates**
- Estimates based on past and present data

**Population Projections**
- Modeled based on assumptions of trends
Decennial Census
Historic Decennial Census Products

1790-1930
• Down to county level for entire nation

1940-1960
• Down to census tract level for select counties

1970-2000
• Down to census tract level 1970-1980 for entire nation
• Down to census block level 1990-2000 for entire nation
• Short Form (100%) – Count 1, STF1, SF1
• Long Form (Survey) – Count 3, STF3, SF3

2010
• Short Form Only
• Long Form replaced with American Community Survey
Decennial Census Variables

- Race
- Ethnicity
- Sex
- Age
- Household Relationship
- Housing Tenure (Own vs. Rent)
Decennial Census Products

Redistricting Data Summary File (PL 94-171)
• Population counts by race to block level

Demographic Profile
• All variables down to place level

Summary File 1
• All variables down to block or census tract level

Summary File 2
• All variables down to block or census tract level broken down into nearly 300 race-based groups
Decennial Census Products

Congressional District Summary File
State Legislative District Summary File
American Indian and Alaska Native Summary File
Summary Population and Housing Characteristics Report
Population and Housing Unit Counts Report
2010 Census Briefs
Special Reports
Public Use Microdata Sample (PUMS) Files
Advance Group Quarters Summary File
Same-Sex Couple Households Summary File
Decennial Census Preparations

- All territories are walked and every address is checked 4 times for those that need to be added or removed.

- Addresses are also updated from a variety of sources, such as USPS, utility companies, and government entities.

- Up to date addresses of all known living quarters are stored in the Master Address File (MAF).
Every address in the MAF is:

• Mailed a census form
• If no response, visited by a census taker 5 times at different times of day
• If no response, neighbor is visited by a census taker
American Community Survey
ACS Variables

Population Variables

- Marital status
- Birth place, citizenship, entry year
- School enrollment/education attainment
- Ancestry
- Migration
- Language spoken
- Veteran Status
- Disability
- Grandparents as caregivers
- Labor force status
- Place of work, journey to work
- Occupation, industry, class
- Work status
- Income
- Poverty

Housing Variables

- Value of home or monthly rent payment
- Units in structure
- Year structure built
- Number of rooms and number of bedrooms
- Year moved into residence
- Plumbing and kitchen facilities
- Telephone services
- Vehicles available
- Heating fuel
- Farm residence
- Utilities, mortgage, taxes
- Insurance and fuel costs
ACS Time Period Availability

1-Year Estimates

3-Year Estimates

5-Year Estimates
## ACS Geographic Availability

<table>
<thead>
<tr>
<th>Population Requirements</th>
<th>1-Year Estimates</th>
<th>3-Year Estimates</th>
<th>5-Year Estimates</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Places County Subdivisions</td>
<td>Places County Subdivisions</td>
<td>Census Tracts Census Block Groups</td>
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<tr>
<td>&gt; 65,000 people</td>
<td>x</td>
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<tr>
<td>&gt; 20,000 people</td>
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<tr>
<td>&lt; 20,000 people</td>
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</table>

### Use multiyear estimates when:
- No 1-year estimate is available
- Margins of error for 1-year estimates are large
- Analyzing data for small population groups
# ACS Geographic Availability

## 2009 Population Estimates

<table>
<thead>
<tr>
<th>County</th>
<th>Estimate 2009</th>
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<tbody>
<tr>
<td>Dallas County, TX</td>
<td>2,451,730</td>
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<tr>
<td>Cooke County, TX</td>
<td>38,650</td>
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<tr>
<td>Andrews County, TX</td>
<td>14,057</td>
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</table>

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Dallas County</td>
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<td>X</td>
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<tr>
<td>Cooke County</td>
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<td>Andrews County</td>
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</tbody>
</table>

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ACS Margins of Error

% Bachelor’s Degree or Higher
2005-2009 American Community Survey
5-Year Estimates

<table>
<thead>
<tr>
<th>Texas</th>
<th>Dallas County</th>
<th>City of Dallas</th>
<th>Census Tract 122.04</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.5% +/- 0.2 MOE</td>
<td>27.5% +/- 0.6 MOE</td>
<td>28.3% +/- 0.9 MOE</td>
<td>20.1% +/- 5.3 MOE</td>
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</tbody>
</table>
ACS Data Collection

- Forms mailed at the start of each month
- Currently, 250,000 mailed per month
- Currently, 3 million mailed per year
Population Estimates
Population Estimates

Demographic components of change

- Births, deaths, migration

Estimates by demographic characteristics

- Age, sex, race

Down to county level

July 1 reference level
Population Projections
Population projections by demographics

- Age, sex, race

Modeled using the cohort-component method

- Components of change
  - Fertility, mortality, net migration

- Projected separately
  - For each birth cohort
People and Household Product Use

Decennial Census
  • Use for population counts

American Community Survey
  • Use for characteristics of the population and to view trends over time

Population Estimates
  • Use for population counts in intercensal years

Population Projections
  • Use for future planning
Economic Census

• Conducted every 5-years
• Down to county, place, and zip code level

Annual Economic Surveys

• Various surveys conducted monthly, quarterly, annually, and every 5 years
• Varies, but usually down to county level
Economic Census Variables

- Number of establishments
- Sales, receipts, revenue, shipments, business done
- Annual payroll
- Number of employees
- Employee wages
# Annual Economic Surveys

**Annual Capital Expenditures Survey**
**Annual Public Employment Survey**
**Annual Retail Trade Survey**
**Annual Survey of Manufactures**
**Annual Survey of State and Local Government Finances**
**Annual Wholesale Trade Survey**
**Building Permits**
**Business Dynamics Statistics**
**Business R & D and Innovation Survey**
**Consolidated Federal Fund Report**
**County Business Patterns**
**Current Industrial Reports**
**E-Stats (E-Commerce Statistics)**
**Exports from Manufacturing Establishments**
**Federal Audit Clearinghouse**
**Information and Communication Technology Survey**
**Local Government School System Finance Survey**
**Medical Expenditure Panel Survey**
**Nonemployer Statistics**
**Profile of U.S. Exporting Companies**
**Service Annual Survey**
**State Government Tax Collections Survey**
**State and Local Government Public-Employee Retirement Systems**
**Statistics of U.S. Businesses**
**Survey of Construction**
**Tax Collections**

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Data Sources
Demographic and Business Data Sources

- Census Bureau FTP Server (Census only)
- American FactFinder (Census only)
- National Historical GIS (Census only)
- Social Explorer (Census only)
- SimplyMap (Census and Business)
- Esri Community Analyst and Business Analyst Online (Census and Business)
- Infogroup InfoUSA/ReferenceUSA (Business only)
American FactFinder Data Products

Decennial Census (2000-2010)
American Community Survey (2005-2011)
Economic Census (2002-2007)
Selected Annual Economic Surveys
  • Annual Survey of Manufacturers
  • Business Expenses Survey
  • Commodity Flow Survey
  • County Business Patterns
  • Nonemployer Statistics
  • Survey of Business Owners
National Historical GIS Data Products

Decennial Census (1790-2010)
American Community Survey (2010)
Agricultural Census (1840-1950)
Census of Religious Bodies (1950-1952)
County Business Patterns (1970-2002)
SABINS (School Attendance Boundaries)
Social Explorer Data Products

Decennial Census (1790-2010)

American Community Survey (2005-2010)


Religion – InfoGroup data (2009-2010)
SimplyMap Data Products

Census Data
Consumer Expenditure
Business Counts
Market Segments
Quality of Life
Consumer Price Index
Retail Sales
Sales Potential

MRI Consumer Survey
Claritas PRIZM
SimmonsLOCAL
Points of Interest
# Esri Community Analyst Data Products

<table>
<thead>
<tr>
<th>Esri Demographics (2010/15, 2011/16)</th>
<th>Health Insurance</th>
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<tbody>
<tr>
<td>Access to Care</td>
<td>Health Status</td>
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<tr>
<td>Adult Preventive Services Use</td>
<td>Housing Affordability</td>
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<tr>
<td>American Community Survey</td>
<td>HUD Income Limits</td>
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<tr>
<td>Birth Measures</td>
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<td>Building Permits</td>
<td>Infant Mortality</td>
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<td>Business Locations (BAO only)</td>
<td>Infectious Disease Cases</td>
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<td>Business Summary</td>
<td>Major Shopping Centers</td>
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<tr>
<td>Decennial Census (1990-2010)</td>
<td>Map Data (BAO only)</td>
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<tr>
<td>Consumer Spending</td>
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<td>Crime Indices</td>
<td>Poverty</td>
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<td>Death Measures</td>
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<td>EPA Enforcement</td>
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<td>Food Access</td>
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<td>Food Consumption</td>
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<td>Food Stamps</td>
<td>Traffic Counts</td>
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</table>

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InfoUSA/ReferenceUSA Data Products

US Businesses (14 million businesses)
US New Businesses (4 million businesses)
US Standard White Pages (89 million residents)
US Healthcare (855,000 physicians and dentists)
US Consumers/Lifestyles (203 million consumers)
US New Movers/Homeowners (300,000 weekly)
# Data Sources Export Comparison

<table>
<thead>
<tr>
<th><strong>TABULAR DATA</strong></th>
<th><strong>American FactFinder</strong></th>
<th><strong>Social Explorer</strong></th>
<th><strong>National Historical GIS</strong></th>
<th><strong>SimplyMap</strong></th>
<th><strong>Census Bureau FTP</strong></th>
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Census GIS Products

TIGER/Line Shapefiles
- 2007-2012
- Full geographic detail
- Extensive attributes

Shapefiles with Demographic Data
- 2010
- Selected variables from SF1 Demographic Profile, including total population, total housing units, median age, population 16 and over, population 65 and over, race, relationship, average household size, etc.

Cartographic Boundary Files
- Generalized geographic detail (1:500k, 5m, 20m) with accurate coastlines
- Limited attributes

Keyhole Markup Language (KML)
- 2010
- For use in Google Earth