

# Census Data Immersion: From Novice to Skilled Data Miner in 60 Minutes



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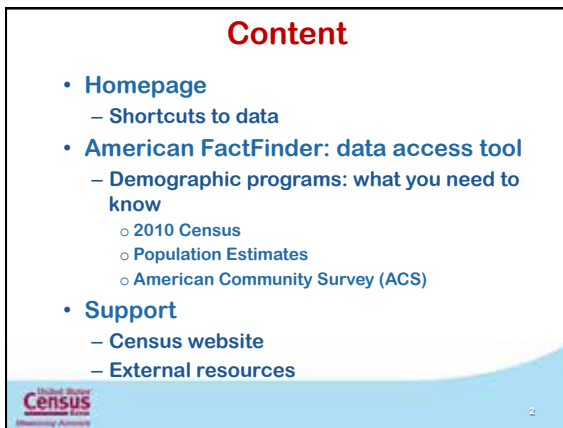
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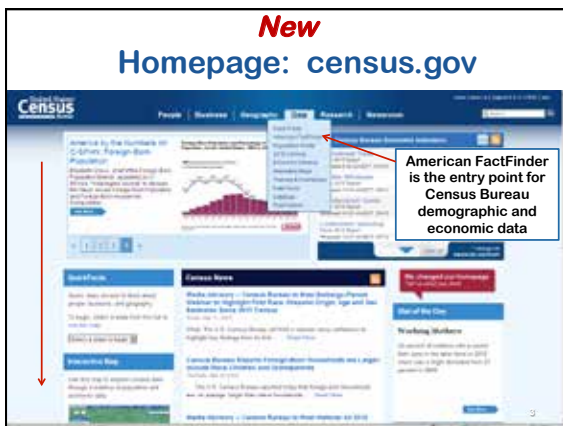
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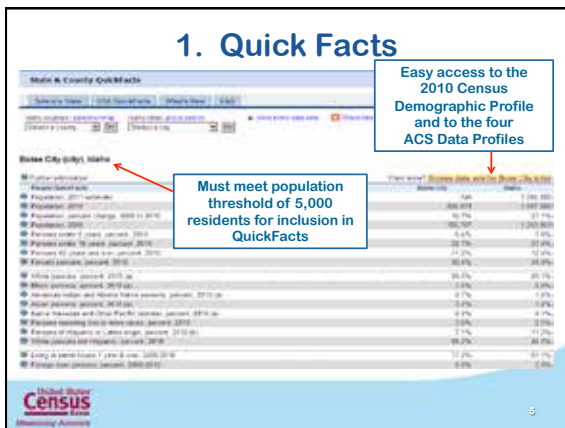
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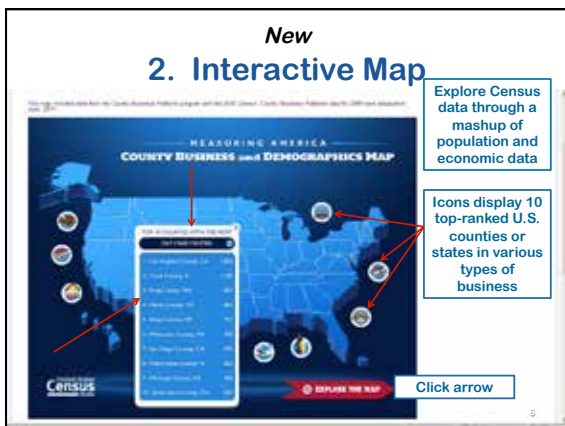
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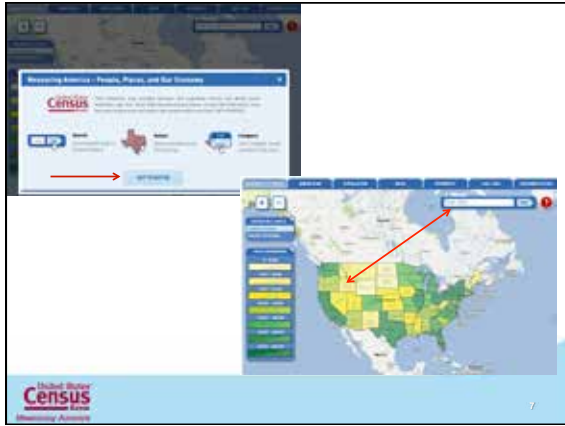
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**Displays information from the 2010 Census Demographic Profile (100% count)**

### 3. Population Finder

1. (Select state on homepage)
2. Re-select state here
3. Click on Areas Within to see the four geographic types available
4. Select Places (cities)
5. Select Search (hidden) . . .

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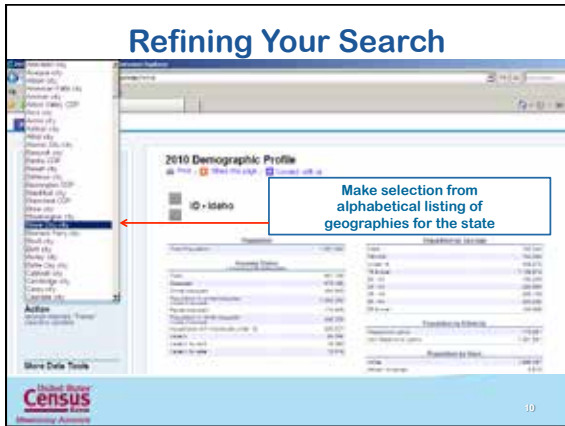
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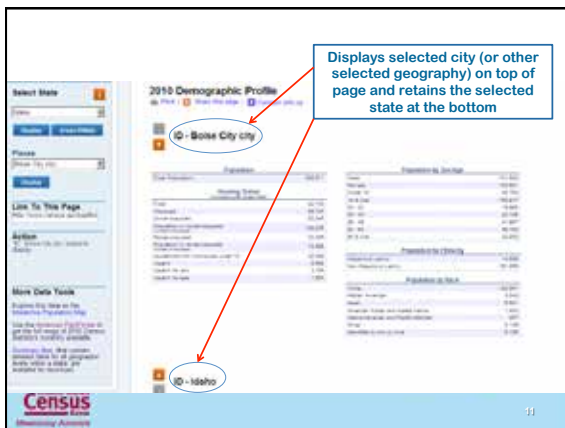
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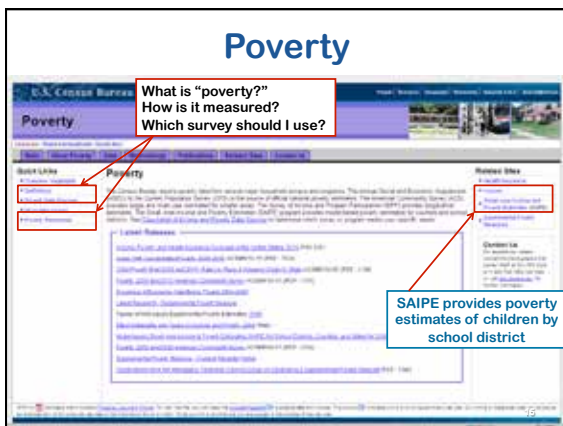
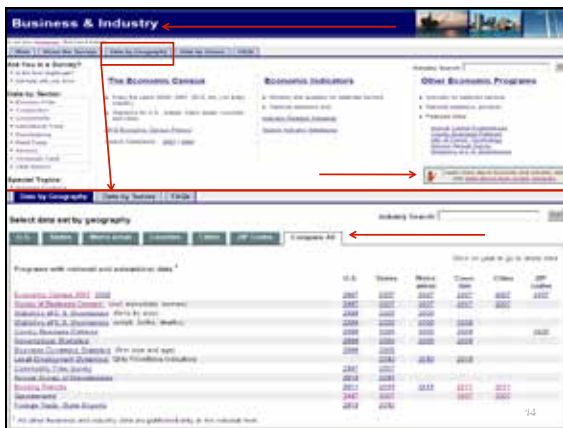
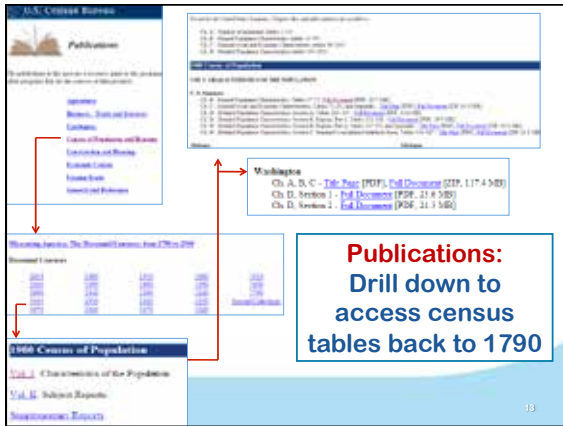
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### American FactFinder Three Simple Things You Need to Know Before Embarking on Your Search

1. What is Census geography?
2. What's the difference between race and ethnicity?
3. Which demographic program should I use?




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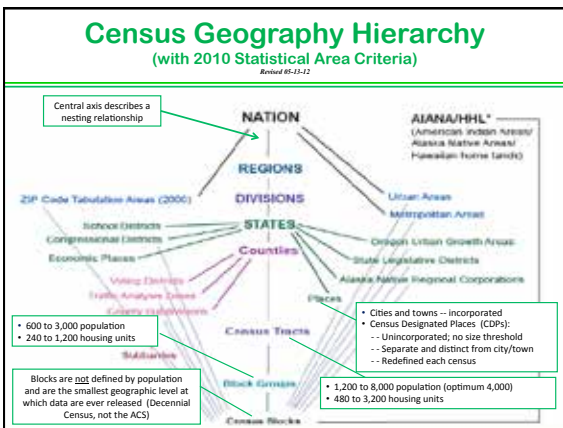
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**2010 Census Race Question**

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — Print name for census, together (Cuban American, Mexican American, Spanish, and so on)

**2010 Census Ethnicity Question**

9. What is Person 1's race? Mark  one or more boxes.

White

Black, African Am., or Negro

American Indian or Alaska Native — Not race if unable or unwilling to state

Asian Indian  Japanese  Native Hawaiian


Chinese  Korean  Guamanian or Chamorro

Filipino  Vietnamese  Samoan

Other Asian — Print race for person living in the U.S. (e.g., Indian, Pakistani, Bangladeshi, and so on)

Other Pacific Islander — Print race of person living in the U.S. (e.g., Tokelauan, Niuean, and so on)

Some other race — Print race




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
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**2010 Census**  
**Questionnaire Topics**

- (Name)
- Sex
- Age
- Date of birth
- Ethnicity
- Race
- Relationship of people within household
- Rent / own house (tenure)
- (Coverage questions)



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
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**2010 Census**  
**Data Release Schedule**

United States  
**Census 2010**

**2010 CENSUS DATA PRODUCTS:**  
**UNITED STATES**  
*(U.S. Census Bureau)*  
(Version 1.9) Revised May 8, 2012

| Planned Release Date <sup>1</sup>                        | Standard Data Products  | Lowest Level Geography                                    |
|--|---|---|
| State<br>Released<br>February 3, 2012—<br>March 24, 2012 | <b>2010 Census Redistricting Data (P.L. 112-241) Summary File:</b><br>• State population counts for race and Hispanic or Latino categories<br>• State housing unit counts by occupancy status (occupied units, vacant units)<br>Mode: Internet only, PDF, download capability | Block   |
| National<br>Released April 14, 2012                      | <b>National Summary File of Redistricting Data:</b><br>• Population and housing unit counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian areas<br>Mode: Internet only, download capability                              | American Indian, Alaska Native, and Native Hawaiian areas |
| State<br>Released May 3-26, 2012<br>National             | <b>Demographic Profiles:</b><br>• Selected population and housing characteristics<br>• Includes 2000 and 2010 data for the 111 <sup>th</sup> Congress   | Place/Functioning Place/Civil Division <sup>2</sup>       |



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**Population Estimates**  
**Intercensal Year Releases**

- Population counts
  - Nation -- age, sex, race, and Hispanic origin
  - States -- age, sex, race, and Hispanic origin
  - Counties -- age, sex, race, and Hispanic origin
  - Incorporated places -- total population only
- Housing unit counts
  - States
  - Counties



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## Population Estimates Release Schedule

The screenshot shows the 'Population Estimates' page from the U.S. Census Bureau. It features a navigation bar with links like 'Home', 'About Estimates', 'Data', 'Methodology', 'Releases', 'Request Data', and 'Contact Us'. Below the navigation bar is a section titled 'Schedule of New Estimates' with a brief introduction. The main content is a table with the following columns: 'Population Items', 'Latest Data Available', and 'Date of Next Release (ESTIMATED)'. The table lists various demographic and population metrics, such as 'Total U.S. population' and 'Population by race, sex, and Hispanic origin', along with their respective release dates.

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## American Community Survey (ACS) Content

- Four types of characteristics
  - Social
  - Economic
  - Housing
  - Demographic
- Characteristics, not population counts

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### Topics Covered by the ACS

|   |   |
|---|---|
| 03 = Age and Sex  | 15 = Educational Attainment                               |
| 07 = Race   | 18 = Language Spoken at Home and Ability to Speak English |
| 09 = Hispanic or Latino Origin                          | 19 = Poverty  |
| 04 = Ancestry   | 16 = Disability   |
| 05 = Foreign Born, Citizenship, Year of Entry, Nativity | 14 = Income (Households and Families)                     |
| 06 = Place of Birth                                     | 20 = Earnings and Income (Individuals)                    |
| 09 = Residence 3 Year Ago, Migration                    | 21 = Veterans Status                                      |
| 08 = Journey to Work, Workers, Commuting                | 22 = Food Stamps  |
| 05 = Child, Adolescent and Adult Relationship           | 23 = Employment Status, Work Experience, Labor Force      |
| 10 = Grandchildren, Grandchildren                       | 24 = Industry & Occupation, Class of Worker               |
| 11 = Household Type (Family Type), Subfamilies          | 25 = Housing  |
| 12 = Marital Status and History                         | 26 = Group Quarters                                       |
| 13 = Fertility  | 27 = Health Insurance                                     |
| 14 = School Enrollment                                  | 28 = Transportation Table for any trip                    |

**Proposed Content Updates for 2013**

- Computer and internet usage
- Food stamps (Supplemental Nutrition Assistance Program - SNAP)
- Parental place of birth
- Veterans status
- Wages, salary, and property income

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The American Community Survey (ACS) Data Release Timetable

| Data Product (release month) | Population Threshold of Statistical Area | Year of Data Release |      |             |             |             |             |             |             |
|------------------------------|--|----------------------|------|-------------|-------------|-------------|-------------|-------------|-------------|
|                              |  | 2006                 | 2007 | 2008        | 2009        | 2010        | 2011        | 2012        | 2013        |
| 1-Year Estimates (December)  | 45,000+                                  | 2005                 | 2006 | 2007        | 2008        | 2009        | 2010        | 2011        | 2012        |
| 3-Year Estimates (October)   | 20,000+                                  |                      |      | 2005 - 2007 | 2006 - 2008 | 2007 - 2009 | 2008 - 2010 | 2009 - 2011 | 2010 - 2012 |
| 5-Year Estimates (December)  | All Areas*                               |                      |      |             |             | 2005 - 2009 | 2006 - 2010 | 2007 - 2011 | 2008 - 2012 |

\* All Areas - All legal, administrative, and statistical geographic areas down to the blockgroup level.  
 \* Zip Code Tabulation Area (ZCTA) estimates will first be available in 2012, with the 2007-2011 estimates.

United States Census Bureau  
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**Support**

United States Census Bureau  
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**ACS Compass Products**

United States Census Bureau  
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
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### Intended Audiences ACS Compass Handbooks

- General Data Users
- Businesses
- High School Teachers
- Congress
- Federal Agencies
- Media
- PUMS Users
- Researchers
- Rural Areas
- State and Local Governments
- American Indian and Alaska Native Populations
- Puerto Rico Community Survey

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### ACS Training Presentations with Speaker Notes

[All Trainers @ the American Community Survey \(PPT 6.00K\)](#)  
[Speaker Notes \(PDF 1.00K\)](#)  
 What is all the American Community Survey program and website, with information on content, using methodology, and data products, from the ACS perspective. The program includes data collection, editing, processing, and geographic data.

[Data Products from the American Community Survey \(PPT 2.40K\)](#)  
[Speaker Notes \(PDF 1.00K\)](#)  
 Examples and suggestions for using a type of data product, a type of table, a specific step, and Public Use Microdata Sample (PUMS) files. Non-spatial tables and sampling error avoidance could affect your results.

[Things that May Affect the Estimates from the American Community Survey \(PPT 19.6K\)](#)  
[Speaker Notes \(PDF 4.00K\)](#)  
 Because the American Community Survey is a sample survey, sampling error is inevitable. There is a different measure of sampling error for different estimates, what they mean, and how you can use them to draw appropriate conclusions. This is a brief look at non-sampling error and population control.

[Understanding Geographic Estimates from the American Community Survey \(PPT 10.0K\)](#)  
[Speaker Notes \(PDF 4.00K\)](#)  
 Explain 1-year, 3-year, and 5-year period estimates and when to use each one. Introduction to interpreting the data and making comparisons using multiple estimates.

[Geographic Areas and Concepts for the American Community Survey \(PPT 2.00K\)](#)  
[Speaker Notes \(PDF 4.00K\)](#)  
 Get the most out of all ACS data by knowing how geographic areas are defined to different uses and different estimates. The difference between legal and administrative areas is important.

[Introduction to the Public Use Microdata Sample \(PUMS\) Files from the American Community Survey \(PPT 11.0K\)](#)  
[Speaker Notes \(PDF 4.00K\)](#)  
 Welcome to some PUMS data for social or sector association groups and learning characteristics.



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### ACS Questionnaires



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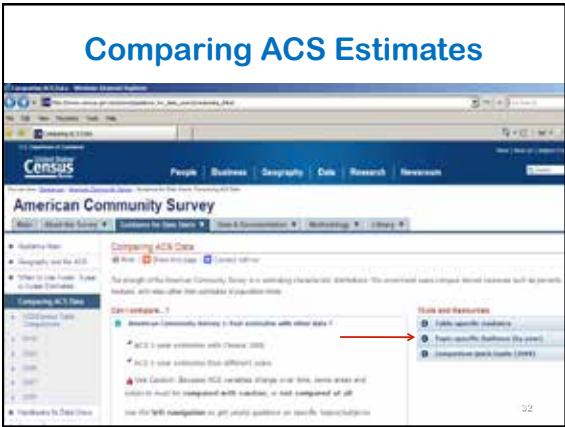
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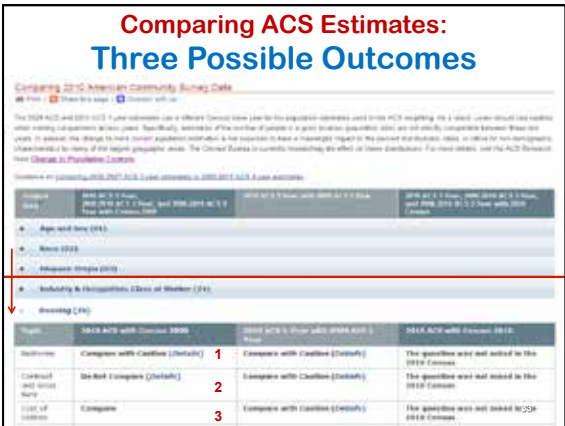
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### Aggregating ACS Estimates How to Calculate the New MOE

| Geography    | Estimate      | Margin of Error  |
|--------------|---------------|------------------|
| Tract 1      | 5,284         | +/- 1,624        |
| Tract 2      | 6,508         | +/- 1,395        |
| Tract 3      | 4,364         | +/- 1,026        |
| Tract 4      | 6,865         | +/- 1,909        |
| <b>TOTAL</b> | <b>23,001</b> | <b>+/- 5,954</b> |

Apply the formula:  $MOE_{agg} = \pm \sqrt{\sum MOE_c^2}$

**New Estimate = 23,001**    Equal to the sum of the estimates  
**New MOE = +/- 3,046**    Less than the sum of the MOEs

The estimates in this example are fictitious.  
Note the ACS easy calculator next slide. →

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### Oklahoma Department of Commerce ACS Calculator (the easy way!)

[www.okcommerce.gov/data-and-research/demographics-and-population-data/](http://www.okcommerce.gov/data-and-research/demographics-and-population-data/)

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### 2010 Reference Maps

- Census Tracts
- County / Blocks

Home page > Geography > Maps and Mapping Resources > Map Products (this page) > (select type of map) > (select state) > (select county) > open 000.pdf (index map) and zoom in to determine map sheet (or inset) > back out > select map sheet (or inset)

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**Thank you!**

**Workshop Information**  
and  
**Data Questions**



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Los Angeles Region  
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818-267-1725 or  
888-806-6389 (toll-free)

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