

2012 Data Tools for Reporters and Editors

Stacy Vidal, Public Information Office

Jan. 12, 2012

Audio conference — access information

Toll free number: 1-888-982-4490

Participant passcode: DATATOOLS

Agenda

- Topics
- Data Access Tools
- Other Resources
- Questions & Answers

People, Places and Economy

- People
 - Population size
 - Age
 - Sex
 - Race & Hispanic origin
 - Education
 - Foreign-born
 - Families
 - Language ability
- Economy
 - Income and poverty
 - Employment status
 - Health insurance coverage
 - Housing values
 - Costs of owning/renting
 - Business information
 - Economic indicators
- Places – Localize!

Data Tools

- Economic Indicators Dashboard
- QuickFacts
- County Business and Demographics Map
- American FactFinder
- Other Resources

Business Patterns and Demographics

View business and population statistics down to the county level on this interactive map. Statistics include business counts, payroll, and population counts among other demographic information.

[See More](#)



< 1 2 3 4 5 6 >

U.S. Census Bureau Economic Indicators

Manufacturers' Goods November 2011 Report <i>Released 10:00 AM EST, 1/4/12</i>	\$459.2 B New Orders	↑* 1.8%	
Construction Spending November 2011 Report <i>Released 10:00 AM EST, 1/3/12</i>	\$807.1 B	↑* 1.2%	
New Residential Sales November 2011 Report <i>Released 10:00 AM EST, 12/23/11</i>	315,000 Single-family houses	↑* 1.6%	
Advance Report Durable Goods November 2011 Report <i>Released 8:30 AM EST, 12/23/11</i>	\$207.0 B Mfd. durable goods	↑* 3.8%	

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

QuickFacts

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

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

Select a state to begin

Census News

Estimates of State Voting-Age Population: July 1, 2011

Thursday, January 05, 2012

Estimates of the number of people 18 and older in each state and Puerto Rico. The downloadable file ... [Read More](#)

[Media Advisory -- Census Bureau to Hold 2012 Data Access](#)

We changed our homepage
Tell us what you think

Stat of the Day

Native North American Language

Top Navigation

People | Business | Geography | Data | Newsroom

- Both provide similar choices (or more) as the center column of the old census.gov homepage

Bottom of the Page

Measuring America—People, Places, and Our Economy

ABOUT US

Are You in a Survey?
FAQs
Director's Corner
Regional Offices
History
Research
Jobs @ Census
Diversity @ Census
Business Opportunities
Contact Us

FIND DATA

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

BUSINESS & INDUSTRY

Help With Your Forms
Economic Indicators
Economic Census
E-Stats
Foreign Trade
Export Codes
NAICS
Government
Local Employment Dynamics
Survey of Business Owners

PEOPLE & HOUSEHOLDS

2010 Census
2000 Census
American Community Survey
Income
Poverty
Population Estimates
Projections
Health Insurance
Housing
International
Genealogy

GEOGRAPHY

Maps and Mapping
TIGER
Gazetteer

SPECIAL TOPICS

Census in Schools
Emergency Preparedness
Statistical Abstract
Fraudulent Activity & Scams
Recovery Act
USA.gov

NEWSROOM

News Releases
Release Schedule
Stat of the Day
Fact for Features
Blogs
Multimedia

CONNECT WITH US

 Facebook
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 YouTube

Business Patterns and Demographics

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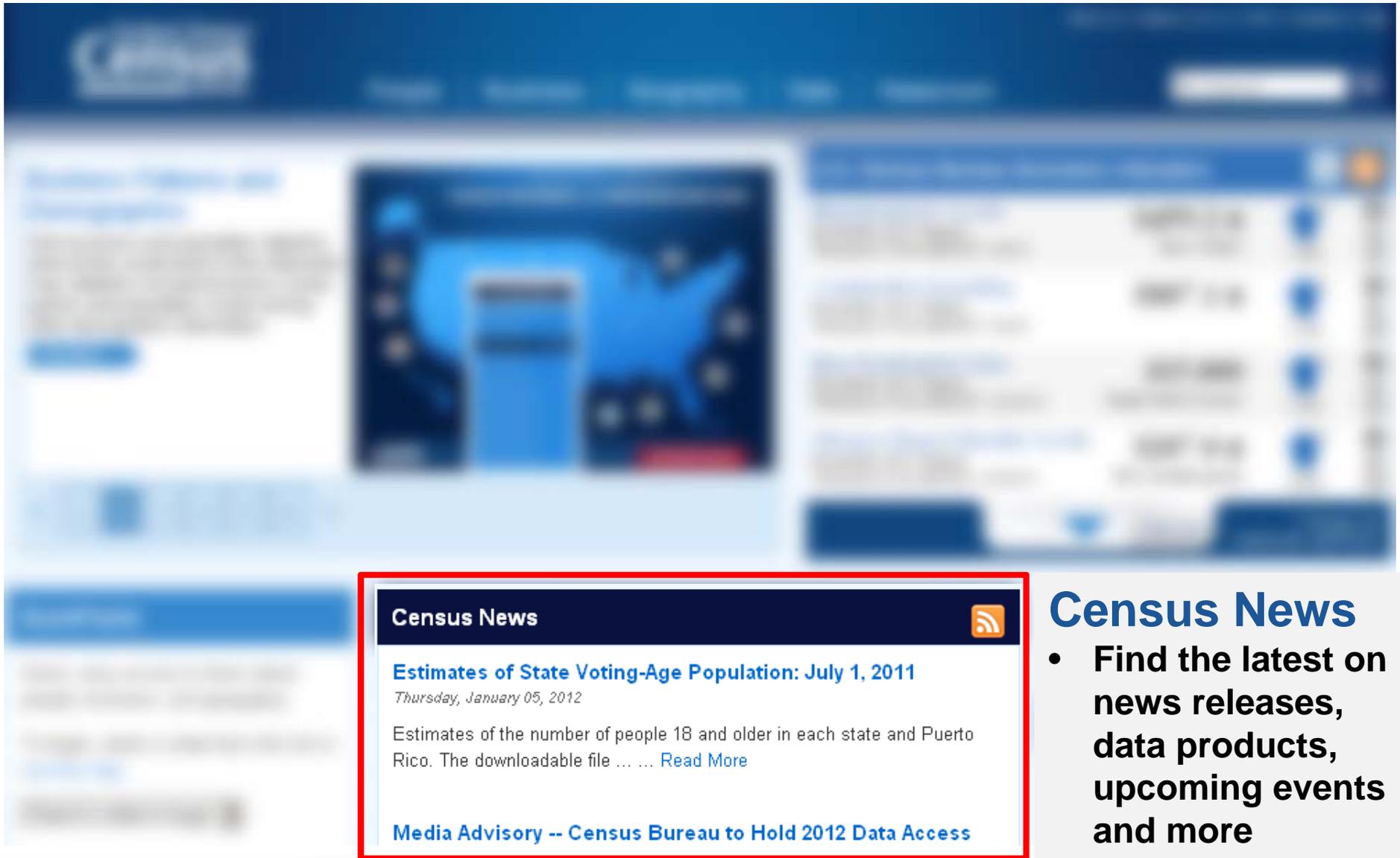
[See More](#)



< 1 2 3 4 5 6 >

Homepage Slider

- Cycles through the latest news
- Often links to press kits
- Click “See More” for more information



Census News

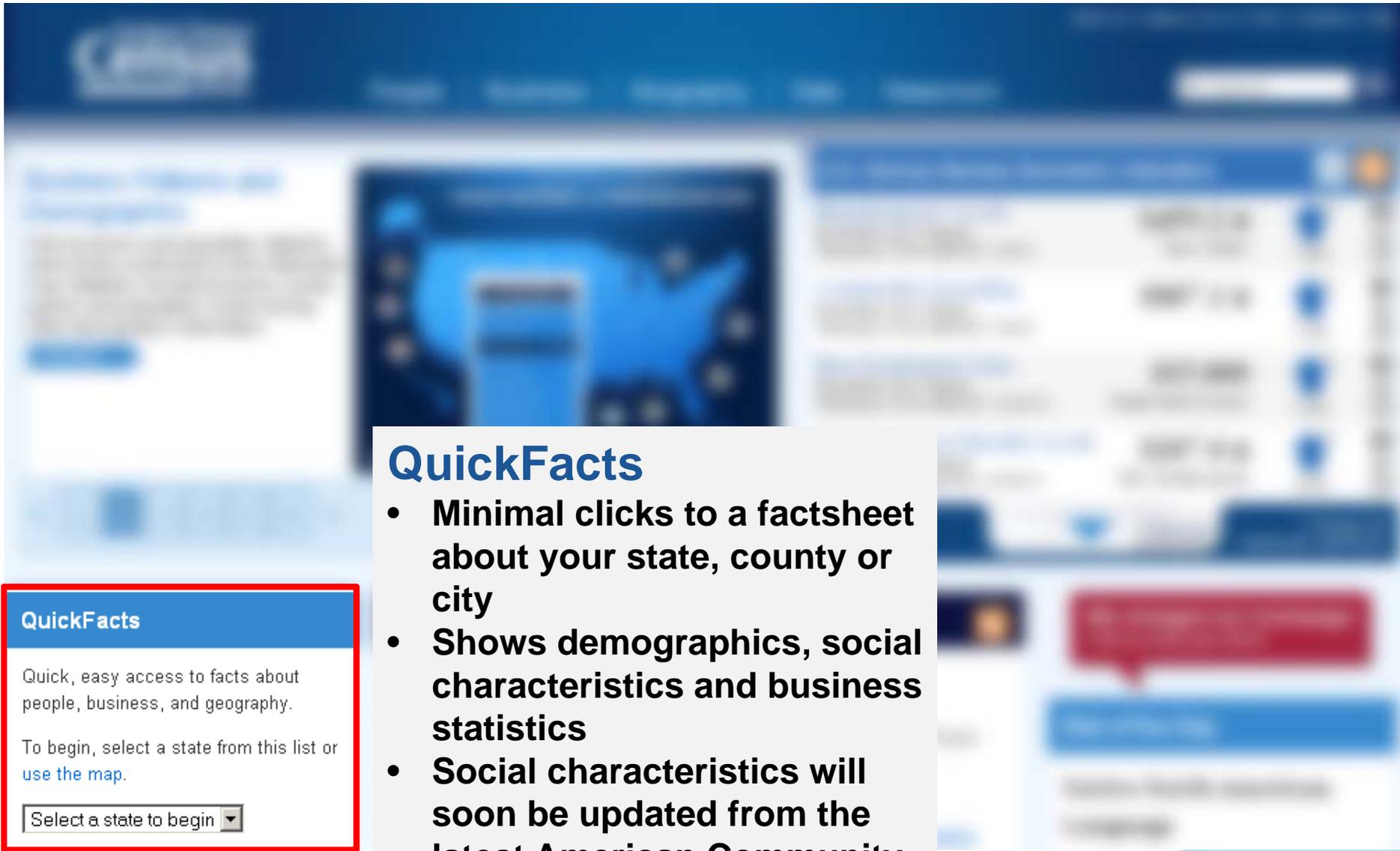
- Find the latest on news releases, data products, upcoming events and more

Economic Indicators Dashboard

- Most recently released items at top
- 13 indicators about U.S. economy
- Click on name for more info
- Updated quarterly or monthly
- Scroll down using arrow at bottom
- Can embed on your website

U.S. Census Bureau Economic Indicators			
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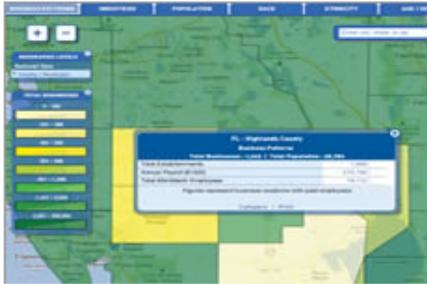
QuickFacts

- **Minimal clicks to a factsheet about your state, county or city**
- **Shows demographics, social characteristics and business statistics**
- **Social characteristics will soon be updated from the latest American Community Survey**

Scroll down the homepage...

Interactive Map

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



Interactive Map: County Business Patterns and Demographics

- County-level 2009 info on businesses, employees, industries
- 2010 Census info on population, race, ethnicity, age/sex, housing
- Options available for comparing counties and embedding on your website

Back at the top of the homepage...

American FactFinder

- More comprehensive
- Variety of datasets, topics and geographies available

- 
- A screenshot of the American FactFinder website's navigation menu. The menu is located under the 'Data' tab and is enclosed in a red rectangular box. The items in the menu are: Quick Facts, American FactFinder (circled in red), Population Finder, 2010 Census, Economic Census, Interactive Maps, Training & Workshops, Data Tools, Catalogs, and Publications.
- Quick Facts
 - American FactFinder
 - Population Finder
 - 2010 Census
 - Economic Census
 - Interactive Maps
 - Training & Workshops
 - Data Tools
 - Catalogs
 - Publications

Takes you to a transition page, until Jan. 20

What do I need to do?

If you have created links or bookmarks into the legacy American FactFinder, they will not work after January 20, 2012. A how-to guide for [Building Deep Links into the New American Factfinder](#) is available. When the legacy American FactFinder is discontinued, any deep links into that system will no longer work.



for data from
Census 2010 and 2000
2010 American Community Survey
Population Estimates
Economic Census
Annual Economic Surveys

go to

factfinder2.census.gov

[Learn more about the New American FactFinder](#)



for data from the
2000-2009 American Community Survey,
Economic Census

go to

factfinder.census.gov

Your Selections

'Your Selections' is empty

Topics ?

Geographies

(states, counties, places, ...)

Population Groups

(race, ancestry, ...)

Industry Codes

(NAICS, ...)

Legacy American FactFinder

The following data are available on the legacy American FactFinder System:

- 2007 Economic Census
- 2009 American Community Survey
- 2009 Population Estimates

Your source for population, housing, economic, and geographic data



Quick Start

Enter search term(s) and click 'GO' ?

topic or table name geography (optional)

for

topics population groups industries

Or use the options on the left to begin your search

News and Notes

GET EMAIL UPDATES

Dec 15, 2011

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. States that have been released are: NV and NM. SF 2 provides detailed data on age, sex, households, families, the group quarters population, and occupied housing units for up to 331 race, Hispanic or Latino origin, and tribal population groups. Presentation of SF 2 tables for a population group is subject to a threshold of 100 or more people of a particular group in a particular geographic area. more »

U.S. Population Clock

23:37 UTC (EST+5) Jan 11, 2012

312,837,126

more population clocks

Reference Maps

Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.

United States

Address Search



Find Census data by entering a street address.

Search - Use the options on the left (search, topics, geographies, ...) to find the data you're looking for

Your Selections

Place
Boston city, Massachusetts ✖

[clear all selections](#)

Search within Results for...

GO

Topics ?

- People
- Housing
- Year
- Product Type
- Program
- Dataset

Include archived products ?

Geographies ▶
(states, counties, places, ...)

Population Groups ▶
(race, ancestry, ...)

Industry Codes ▶

Search Results: 1-25 of 15,966 per page: 25

Selected: [View](#) | [Download](#) | [Compare](#) | [Clear All](#) ?

	ID	Title	Dataset	About
<input type="checkbox"/>	DP-1	Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	i
<input type="checkbox"/>	DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF2 100% Data	i
<input type="checkbox"/>	DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2010 ACS 1-year estimates	i
<input type="checkbox"/>	DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2010 ACS 3-year estimates	i
<input type="checkbox"/>	DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2010 ACS 5-year estimates	i
<input type="checkbox"/>	DP02PR	SELECTED SOCIAL CHARACTERISTICS IN PUERTO RICO	2010 ACS 1-year estimates	i
<input type="checkbox"/>	DP03	SELECTED ECONOMIC CHARACTERISTICS	2010 ACS 1-year estimates	i
<input type="checkbox"/>	DP03	SELECTED ECONOMIC CHARACTERISTICS	2010 ACS 3-year estimates	i
<input type="checkbox"/>	DP03	SELECTED ECONOMIC CHARACTERISTICS	2010 ACS 5-year estimates	i
<input type="checkbox"/>	DP04	SELECTED HOUSING CHARACTERISTICS	2010 ACS 1-year estimates	i
<input type="checkbox"/>	DP04	SELECTED HOUSING CHARACTERISTICS	2010 ACS 3-year estimates	i
<input type="checkbox"/>	DP04	SELECTED HOUSING CHARACTERISTICS	2010 ACS 5-year estimates	i
<input type="checkbox"/>	DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2010 ACS 1-year estimates	i
<input type="checkbox"/>	DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2010 ACS 3-year estimates	i
<input type="checkbox"/>	DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2010 ACS 5-year estimates	i

Search Results: 1-25 of 15,966

per page: 25

3 Selected:

[View](#)

[Download](#)

[Compare](#)

[Clear All](#)

?

◀ 1 2 3 4 5

	ID	Title	Dataset	About
<input checked="" type="checkbox"/>	DP-1	Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	i
<input type="checkbox"/>	DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF2 100% Data	i
<input checked="" type="checkbox"/>	DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2010 ACS 1-year estimates	i
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<input checked="" type="checkbox"/>	DP03	SELECTED ECONOMIC CHARACTERISTICS	2010 ACS 1-year estimates	i

Search Results

- Profiles toward the top provide the best overview of the geography
- Check the boxes next to table names you're interested in, then click "View"
- Dataset column tells the source

Results - Click [Back to Search](#) to select other tables or geographies

← BACK TO SEARCH

← Result 1 of 3 →

VIEW ALL

DP-1 Profile of General Population and Housing Characteristics: 2010 Demographic Profile Data

Table View

Map View

Actions: [Modify Table](#) | [Bookmark](#) | [Print](#) | [Download](#)

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see [ht](#)

Geography: [Boston city, Massachusetts](#)

Subject	Number	Percent
SEX AND AGE		
Total population	617,594	100.0
Under 5 years	32,420	5.2
5 to 9 years	26,823	4.3
10 to 14 years	26,523	4.3
15 to 19 years	49,826	8.1
20 to 24 years	88,129	14.3
25 to 29 years	74,691	12.1
30 to 34 years	53,393	8.6
35 to 39 years	40,656	6.6

Table Page

- Shows one table you selected at a time
- Navigate to the other tables you selected using the arrows in the top right
- The geography you selected is displayed above the table
- Use the print or download options if you're interested
- Click "Back to Search" when you want to return to search page

Back on the Search Results page...

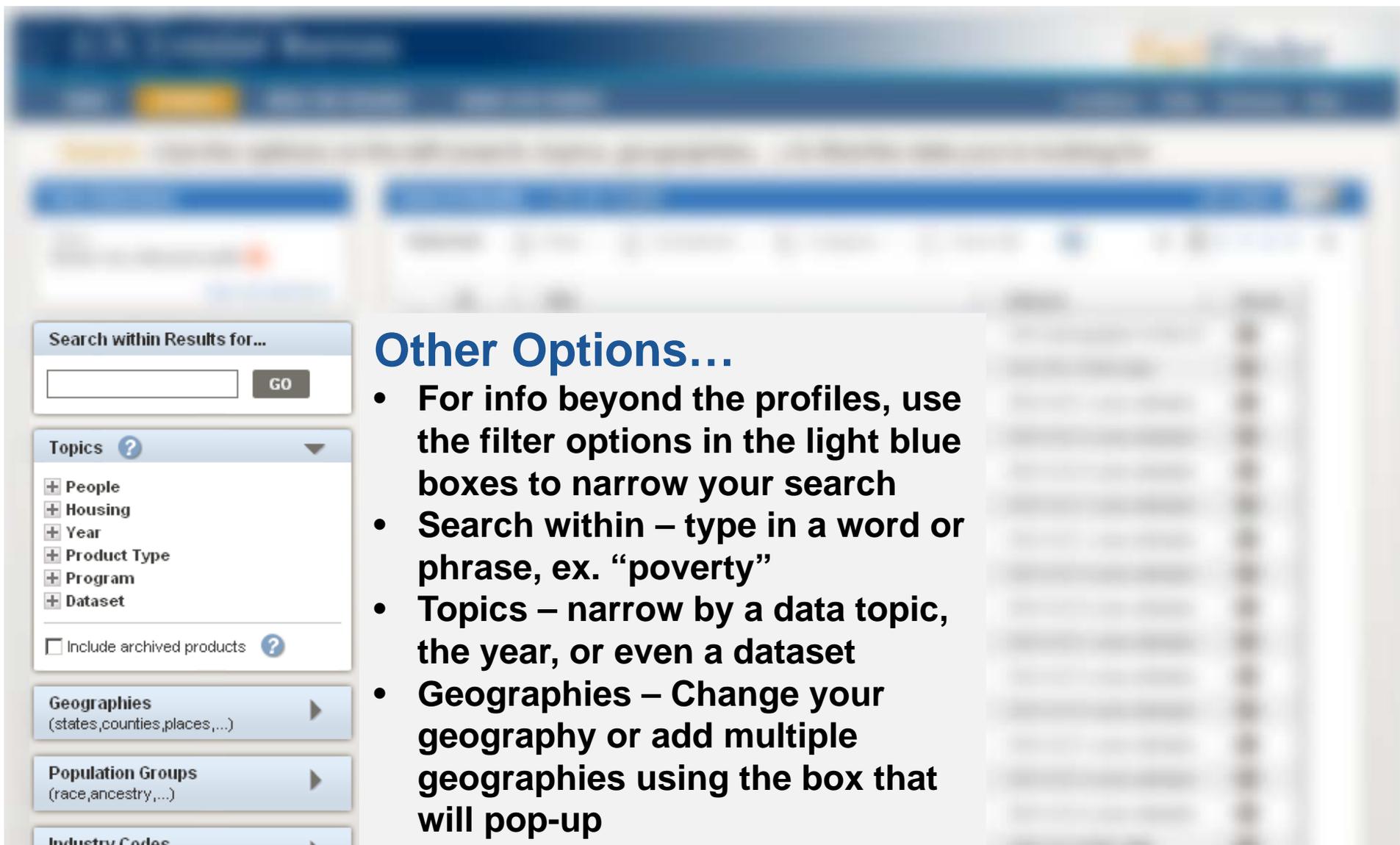
Your Selections

Place
Boston city, Massachusetts ✕

[clear all selections](#)

Your Selections

- Notice that it tracks the filters you select as you go
- To remove a filter, click on the ✕



Search within Results for...

Other Options...

- For info beyond the profiles, use the filter options in the light blue boxes to narrow your search
- Search within – type in a word or phrase, ex. “poverty”
- Topics – narrow by a data topic, the year, or even a dataset
- Geographies – Change your geography or add multiple geographies using the box that will pop-up

Back on census.gov...

Bureau				Search					
People		Business		Geography		Data		Newsroom	
Age and Sex	Health Insurance	Population Projections	Related Content	2010 Census	2000 Census	American Community Survey	Estimates		
Ancestry	Hispanic Origin	Poverty							
Births	Housing	Race							
Children	Immigration	Same Sex Couples							
Commuting (Journey to Work)	Income	School Districts							
Computer and Internet Use	Industry and Occupation	School Enrollment							
Congressional Apportionment	International Data Base	Small Area Health Insurance Estimates							
Deaths	International Statistics	Small Area Income and Poverty Estimates							
Disability	Labor Force Statistics	Veterans							
Educational Attainment	Language Use	Voting and Registration							
Families and Living Arrangements	Marital Status and Living Arrangements	Wealth and Asset Ownership							
Fertility	Marriage and Divorce	Well-Being							
Foreign-Born	Metropolitan and Micropolitan Statistical Areas	Work at Home							
Genealogy	Migration								
Geographical Mobility/Migration	Population Estimates								

People

- Many of these topics are available in the other tools we showed
- Others have reports and tables not in AFF or QuickFacts (ex. Voting and Registration)
- Section also links to more info about the surveys or programs that are the sources of the data

Bureau		People	Business	Geography	Data	Newsroom	Search
Data by Geography	Data by Survey			Data by Sector	Special Topics	Related Content	
U.S.	Advance Monthly Sales for Retail and Food Services			Economy-Wide	Business Dynamics	Economic Census	
State	Annual Capital Expenditures Survey			Construction	Business Expenses	Get Help with Your Form	
Metro Area	Annual Public Employment Survey			Governments	Concentration	Survey of Business Owners	
Counties	Annual Retail Trade Survey			International Trade	E-Commerce	Government	
Cities	Annual Survey of Manufactures			Manufacturing	Economic Studies	E-Stats	
ZIP Code	Annual Survey of State and Local Government Finances			Retail Trade	Historical Data	Foreign Trade	
Compare All	Annual Wholesale Trade Survey			Services	NAICS	Export Codes	
	View All			Wholesale Trade	NAPCS	Local Employment Dynamics	
				Other Sectors	Small Business		
					Women/Minorities		

Business

- More info on the topics found in the interactive map and indicator dashboard
- Other topics also available such as Governments (shows financial info about state and local governments)
- More info to come on 2012 Economic Census

People | Business | **Geography** | Data | Newsroom

2010 Census Geographic Products

Topologically Integrated Geographic Encoding and Referencing System (TIGER®)

Geographic Support System (GSS) Initiative

Resources for Understanding Census Geography

Geographic Programs

Maps and Mapping Resources

Census 2000 Geographic Products

Census Tract Resources

LandView® 6

Contact Us

Geography

- **TIGER Shapefiles are useful for creating your own interactive maps using GIS software**
- **Helpful reference resources**

Newsroom

- **Releases** – latest news
- **Tip Sheets** – biweekly, announce what's coming up (recap recently released too)
- **Facts for Features** – fun facts about holidays or other milestones
- **Embargo subscription** is also available

Newsroom

- Releases
- Tip Sheets
- Facts for Features
- Multimedia Gallery
- Minority Links
- Contact Us

Contact Us

Public Information Office

News media

301-763-3030

pio@census.gov

Non-media

1-800-923-8282

ask.census.gov