

U.S. Census Bureau Data: QuickFacts, and American FactFinder



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Agenda

- Introduction
- Overview of the Census Bureau
- The American Community Survey
- Live Demo: Accessing and Mapping Data (QuickFacts, American FactFinder)
- The Future of Data Dissemination (CEDSCI)
- Questions/Feedback

Introduction:

Who are we and what do we do?

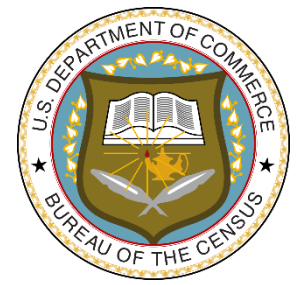
Data Dissemination Specialists for the U.S. Census Bureau provide free training to the public (individuals, organizations, government officials, and others) to help them understand and work with the data collected by the Census.

Jeremy McMaster:

- Data Dissemination Specialist for the U.S. Census Bureau since 9/2016
- Coverage Area – New York (primary) & New Jersey (backup)
- Previously worked for FEMA as a Senior Watch Analyst, the NWS as a Meteorological Technician, and the Air Force as a Weather Forecaster
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What is Data Dissemination?

- *Process of communicating, distributing and/or transmitting statistical data to data users*
- *Dissemination method is a non-proprietary open system using the internet and media to reach target groups*
- *On May 9, 2013, open, machine-readable data became the new default for government information*



What does the Census Bureau do?

The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.

Decennial Census

- Every 10 years, counts people

American Community Survey (ACS)

- Ongoing; data released annually; Social, Economic, Housing, and Demographic data

Other Surveys (over 130 annually)

- Current Population Survey (CPS); National Crime and Victimization Survey (NCVS); Health Interview Survey (HIS); Consumer Expenditure Survey (CE); Population Estimates; Economic Census; [Census of Governments](#); American Housing Survey

Why We Conduct a Census

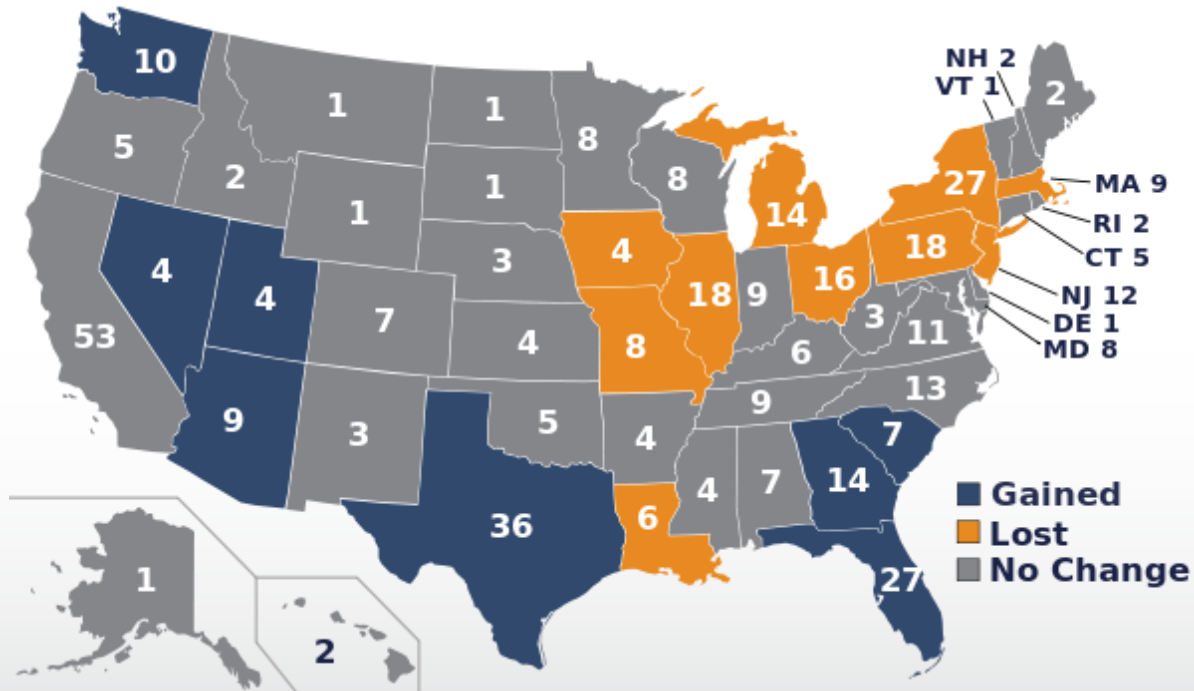
Article I, Section 2 of the Constitution of the United States:

*"**Representation** and direct **Taxes** shall be apportioned among the several States which may be included within this Union, according to their respective Numbers.*

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within **every subsequent Term of ten Years**, in such Manner as they shall by Law direct."*

2010 Reapportionment

State	2010 apportionment population ¹			Number of representatives										
	Total	Resident population	U.S. population overseas	2010	2000	1990	1980	1970	1960	1950	1940	1930	1920 ²	1910
New Jersey	8,807,501	8,791,894	15,607	12	13	13	14	15	15	14	14	14	12	12



State	Population				
	2010	2000	1990	1980	1970
New Jersey	8,791,894	8,414,347	7,730,188	7,365,011	7,171,112

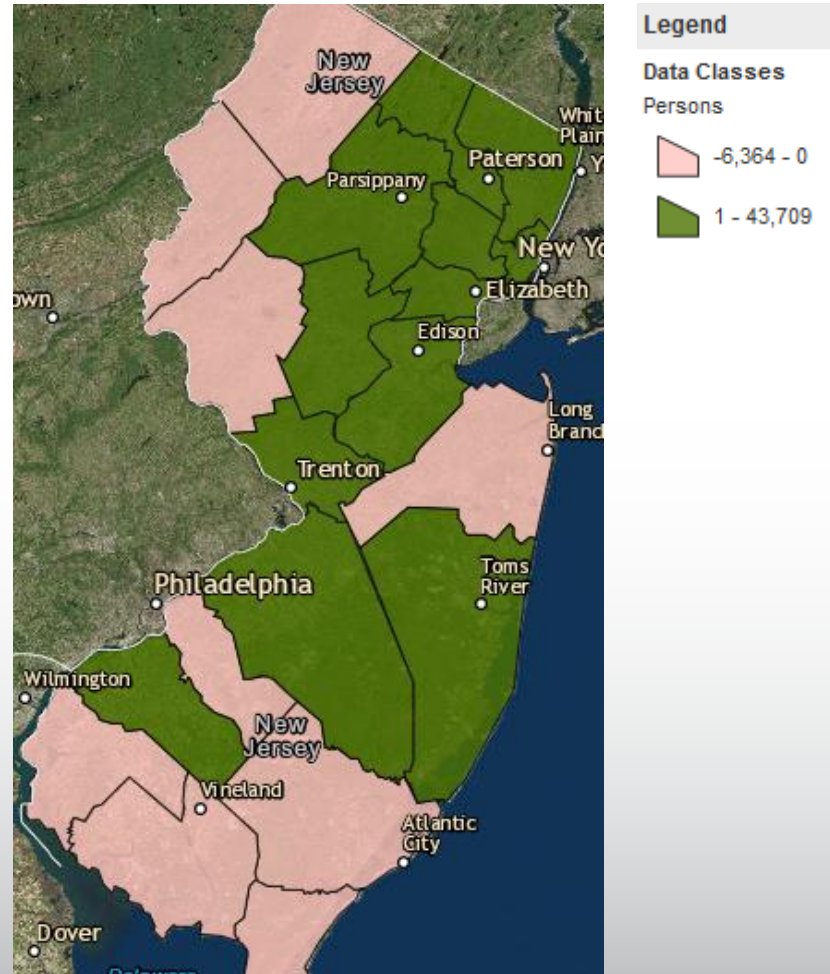
Census Methods: 1950 through 2000

- **Short Form** to 5 out of 6 households:
 - 6 demographic questions
 - 1 housing question
- **Long Form** to 1 out of 6 households:
 - Same as above plus
 - 26 population questions
 - 20 housing questions

Lingering Problem

Thematic Map of Cumulative Estimates of the Components of Population Change - April 1, 2010 to July 1, 2016 - Total Population Change
Geography: by County

Because the census was only conducted once every 10 years, the data became unrepresentative in changing communities



Solution:

American Community Survey

- Began in 2005 with a sample of households each month
- 3.54 Million housing units annually
- The only source of local statistics for 40 topics (education, employment, housing, disability, commuting, income, etc.)
- New Data Annually – including small geographies

2010 Census vs. ACS

2010
Census

100 % Data

How many
people live in the
U.S.?

Point in time
April 1, 2010

Count - People,
Housing units,

American
Community
Survey

Sample Data

How do people
live in the U.S.?

Period in Time
1yr, 5yr

Characteristics
Income, Poverty,
Education

ACS CONTENT



Social

- Household Type
- Marital Status
- Education
- Grandparent Caregivers
- Veterans
- Disability Status
- Poverty
- Citizenship
- Language

Demographic

- Age
- Sex
- Race
- Hispanic Origin

Economic

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work

Housing

- Tenure
- Housing Value
- Occupancy
- Taxes & Insurance
- Household Size
- Utilities

ACS Period Estimates

1-Year Estimates

- Geographies of 65,000 or more

5-Year Estimates

- All geographies

Selected Census Geographic Concepts

Legal/Administrative Areas

- Nation
- States
- Counties
- Incorporated Places
- Minor Civil Divisions
- Congressional Districts
- State Legislative Districts
- School Districts
- Zip Code Tabulation Areas (ZCTAs)

Statistical Areas

- Regions (NE, MW, S, W)
- Divisions (There are 9)
- Census Designated Places
- Census County Divisions
- Public Use Microdata Areas (PUMA)
- Census Tracts
- Block Groups

Easiest Data Tool

QuickFacts

<https://www.census.gov/quickfacts/>

Basic facts for states,
counties, cities, and towns
(population >4,999)

Live Demo

QuickFacts Question

www.census.gov

“Data” on top ribbon

“Data tools and apps”

“QuickFacts”

What is the population estimate for Morris County, NJ for July 1, 2016?

Live Demo

QuickFacts Answer

What is the population estimate for Morris County, NJ for July 1, 2016?

498,423

Table

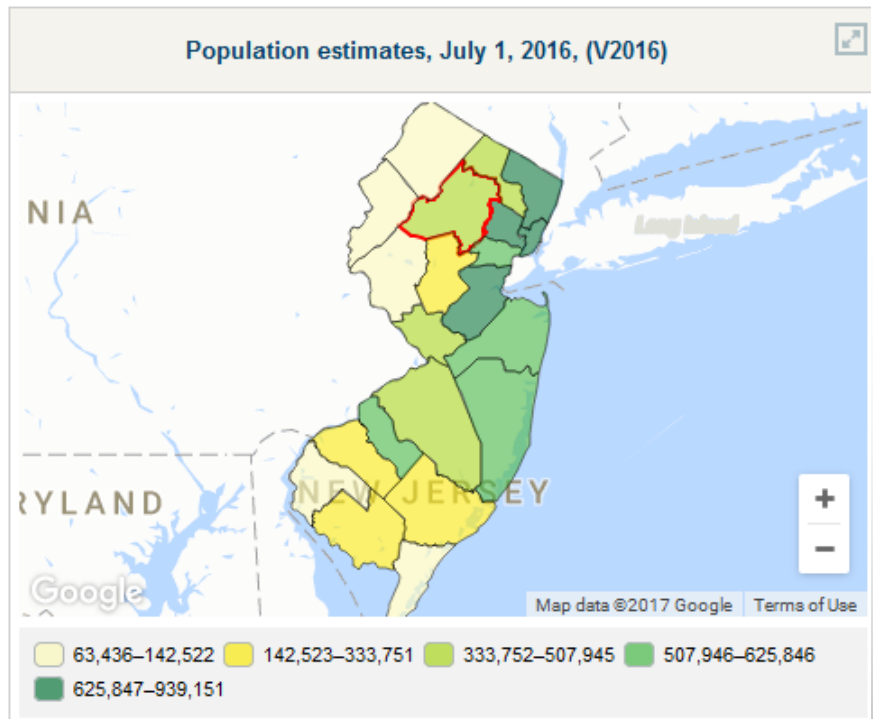
ALL TOPICS ▼ MORRIS COUNTY, NEW JERSEY

PEOPLE

Population

Population estimates, July 1, 2016, (V2016)	498,423
Population estimates, July 1, 2015, (V2015)	499,509
Population estimates base, April 1, 2010, (V2016)	492,315
Population estimates base, April 1, 2010, (V2015)	492,279
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	1.2%
Population, percent change - April 1, 2010 (estimates base) to July 1, 2015, (V2015)	1.5%
Population, Census, April 1, 2010	492,276

Map



American FactFinder

<https://factfinder.census.gov>

The screenshot shows the American FactFinder website interface. At the top left is the United States Census Bureau logo. A search bar is located at the top right. The main navigation bar includes the following categories: Topics (Population, Economy), Geography (Maps, Products), Library (Infographics, Publications), Data (Tools, Developers), Surveys/Programs (Respond, Survey Data), Newsroom (News, Blogs), and About Us (Our Research). Below this, a secondary navigation bar features 'Data Main', 'Data Tools & Apps', 'Developers', and 'Mobile Apps'. The 'Data Tools & Apps' section contains a white box with the text: 'Find information using interactive applications to get statistics from multiple surveys.' and a link for 'Data Tools & Apps Main'. To the right of this box is a list of tools: 'American FactFinder', 'Census Business Builder', 'Census Explorer', 'My Congressional District', 'QuickFacts', 'U.S. and World Population', and 'Clock'. At the bottom, there are several more navigation buttons: 'Product Catalog', 'Related Sites', 'Combining Data', 'Software', 'Training & Workshops', and 'Visualizations'.

American FactFinder

- Step one: Click on “ADVANCED SEARCH”

United States
Census
Bureau

AMERICAN
FactFinder

KANSAS MISSOURI KENTUCKY VIRGINIA NORTH CAROLINA

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD CENTER

▶ Community Facts

▶ Guided Search

▼ **Advanced Search**

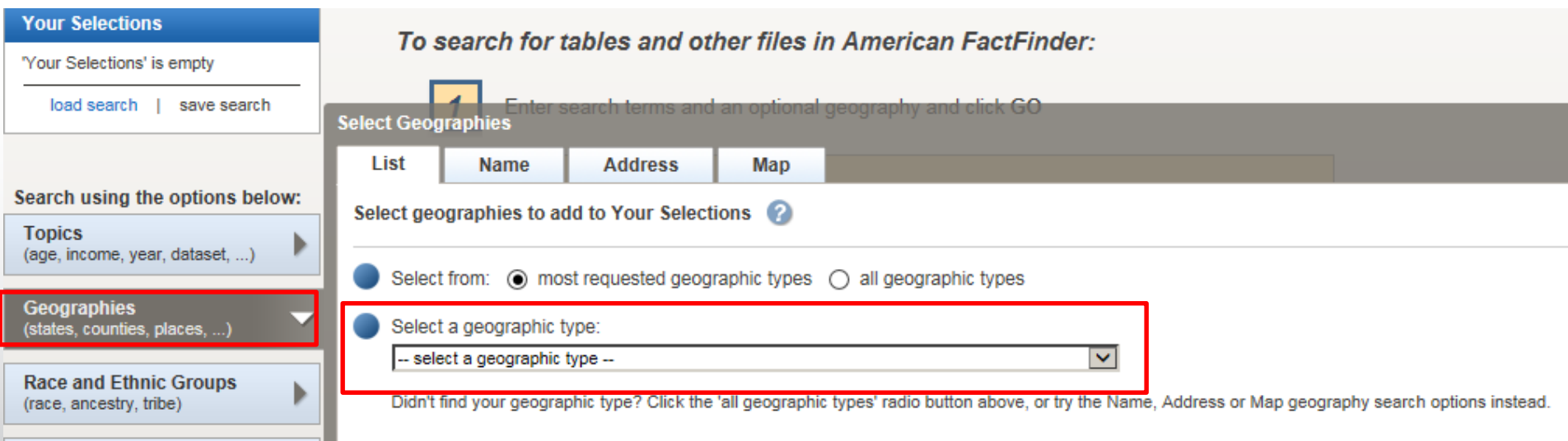
Search all data in American FactFinder, with access to all geographic types and datasets.

SHOW ME ALL

▶ Download Center

American FactFinder

- Step two: Select your geography
 - County Subdivision = All Boroughs, Cities, Towns, Villages, and Townships in NJ



Your Selections

"Your Selections" is empty

[load search](#) | [save search](#)

Search using the options below:

Topics
(age, income, year, dataset, ...)

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

Race and Ethnic Groups
(race, ancestry, tribe)

To search for tables and other files in American FactFinder:

Enter search terms and an optional geography and click GO

Select Geographies

List | Name | Address | Map

Select geographies to add to Your Selections ?

Select from: most requested geographic types all geographic types

Select a geographic type:
-- select a geographic type --

Didn't find your geographic type? Click the 'all geographic types' radio button above, or try the Name, Address or Map geography search options instead.

American FactFinder

- Step three: After you select your geography, click “ADD TO YOUR SELECTIONS”
 - Tip – click the “Map” tab to ensure you have the correct geography selected

The screenshot displays the American FactFinder search results page. The top navigation bar shows 'Your Selections' and 'Search Results: 1-25 of 33,143 tables and other products match "Your Selections"'. The left sidebar contains search filters: 'Search using...' (highlighted with a red box) showing 'County Subdivision' and 'All County Subdivisions within New York', and 'Search using the options below:' with categories like Topics, Geographies, Race and Ethnic Groups, Industry Codes, and EEO Occupation Codes. The main content area has tabs for 'List', 'Name', 'Address', and 'Map' (highlighted with a red box). Below the tabs, there are options to 'Select geographies to add to Your Selections', including radio buttons for 'most requested geographic types' (selected) and 'all geographic types', a dropdown for 'County Subdivision - 060', a dropdown for 'New York', and a dropdown for '-- select a county --'. A text box contains 'All County Subdivisions within New York'. At the bottom, there is a red-bordered button labeled 'ADD TO YOUR SELECTIONS' and a button labeled 'ABOUT THIS GEOGRAPHY'.

American FactFinder

- Step four: Click the “Topics” tab on the left side of the screen

The screenshot displays the American FactFinder interface. At the top, a blue banner reads "Your Selections" on the left and "Search Results: 1-25 of 33,143 tables and other products match 'You'" on the right. Below the banner, the left sidebar contains search filters. Under "Search using...", the selected criteria are "County Subdivision" and "All County Subdivisions within New York", with a "clear all selections and start a new search" link. Below this are "load search" and "save search" buttons. The "Search using the options below:" section has two tabs: "Topics" (highlighted with a red box) and "Geographies". The "Topics" dropdown menu is open, showing options: "Topics (age, income, year, dataset, ...)", "Geographies (states, counties, places, ...)", "People", "Housing", "Year", "Product Type", "Program", and "Dataset". The main content area on the right is titled "Select Topics to add to 'Your Selections'" and lists the same topic categories with plus signs. A note states: "Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left." At the bottom of this area is a checkbox for "Include archived products in your search".

American FactFinder

- Step five: Select your Dataset (ACS 5-year or ACS 1-year)
 - Note: ACS 1-year estimates are only available for geographies containing 65,000+ people

The screenshot displays the American FactFinder search results page. At the top, a blue banner reads "Your Selections" on the left and "Search Results: 1-25 of 33,143 tables and other products match 'You'" on the right. Below the banner, the left sidebar contains "Search using..." with the selected criteria "County Subdivision" and "All County Subdivisions within New York". It also includes a "clear all selections and start a new search" link and "load search" and "save search" buttons. Below this, there are sections for "Search using the options below:" with "Topics" (age, income, year, dataset, ...) and "Geographies" (states, counties, places, ...). The main content area is titled "Select Topics to add to 'Your Selections'". It lists several topics with plus signs: People, Housing, Year, Product Type, Program, and Dataset. The "Dataset" option is highlighted with a red rectangular box. Below the list, a note states: "Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left." At the bottom of this section, there is a checkbox labeled "Include archived products in your search" with a question mark icon.

American FactFinder

- Step six (optional): Select your “Product Type” (Data Profile usually contains adequate information)

The screenshot displays the American FactFinder search results page. On the left, the 'Your Selections' panel shows the dataset '2015 ACS 5-year estimates' and the county subdivision 'All County Subdivisions within New York'. Below this, there are buttons for 'load search' and 'save search'. The main search results area at the top indicates 'Search Results: 1-25 of 1,019 tables and other products match 'Your Selections''. A 'Select Topics' dialog box is open in the center, titled 'Select Topics to add to 'Your Selections''. The dialog lists several topic categories: 'People', 'Housing', 'Product Type', and 'Dataset'. Under the 'Product Type' category, 'Data Profile (4)' is highlighted with a red box. Other sub-items listed include 'Detailed Table (947)', 'Geography Header (1)', 'Quick Table (4)', and 'Subject Table (67)'. A note at the bottom of the dialog states: 'Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.' There is also a checkbox for 'Include archived products in your search'.

American FactFinder

- Step seven: Click “CLOSE” and your search results will be displayed. Click on the hyperlink to open your table.

The screenshot displays the American FactFinder search results page. On the left, the 'Your Selections' panel shows the search criteria: Dataset: 2015 ACS 5-year estimates, Product Type: Data Profile, and County Subdivision: All County Subdivisions within New York. Below this are buttons for 'load search' and 'save search'. The main search results area shows 'Search Results: 1-4 of 4 tables and other products match "Your Selections"'. A 'Select Topics' dialog box is overlaid on the results, with a red box highlighting the 'CLOSE X' button in its top right corner. The dialog box contains a list of topics to add to the selections: People, Housing, Product Type (with sub-options: Detailed Table (947), Geography Header (1), Quick Table (4), Subject Table (67)), and Dataset. A note states: 'Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.' There is also a checkbox for 'Include archived products in your search'. In the background, a table of search results is visible, with columns for Dataset and About. The table lists four entries for '2015 ACS 5-year estimates'.

Dataset	About
2015 ACS 5-year estimates	i
2015 ACS 5-year estimates	i
2015 ACS 5-year estimates	i
2015 ACS 5-year estimates	i

Live Demo

American FactFinder Question

www.census.gov

“Data” on top ribbon

“Data tools and apps”

“American Factfinder”

What is the median household income in Morris County?

Hint: 2015 ACS 5 Yr. Estimate Data Profile 3 (DP03)

Live Demo

Answer

What is the median household income in Morris County?

\$100,214

Subject	Morris County, New Jersey			
	Estimate	Margin of Error	Percent	Percent Margin of Error
INCOME AND BENEFITS (IN 2015 INFLATION-ADJUSTED DOLLARS)				
Total households	180,093	+/-995	180,093	(X)
Less than \$10,000	4,872	+/-483	2.7%	+/-0.3
\$10,000 to \$14,999	3,754	+/-481	2.1%	+/-0.3
\$15,000 to \$24,999	9,139	+/-662	5.1%	+/-0.4
\$25,000 to \$34,999	8,658	+/-685	4.8%	+/-0.4
\$35,000 to \$49,999	13,945	+/-795	7.7%	+/-0.4
\$50,000 to \$74,999	25,394	+/-1,025	14.1%	+/-0.6
\$75,000 to \$99,999	24,043	+/-973	13.4%	+/-0.5
\$100,000 to \$149,999	36,703	+/-1,217	20.4%	+/-0.7
\$150,000 to \$199,999	21,234	+/-870	11.8%	+/-0.5
\$200,000 or more	32,351	+/-819	18.0%	+/-0.4
Median household income (dollars)	100,214	+/-1,277	(X)	(X)
Mean household income (dollars)	134,252	+/-1,630	(X)	(X)

Live Demo

American FactFinder Question

www.census.gov

“Data” on top ribbon

“Data tools and apps”

“American Factfinder”

What County in NJ pays the highest and lowest median rent?

Hint: Select All Counties in NJ, then use 2015 ACS 5 Yr. Estimate Data Profile 4 (DP04)

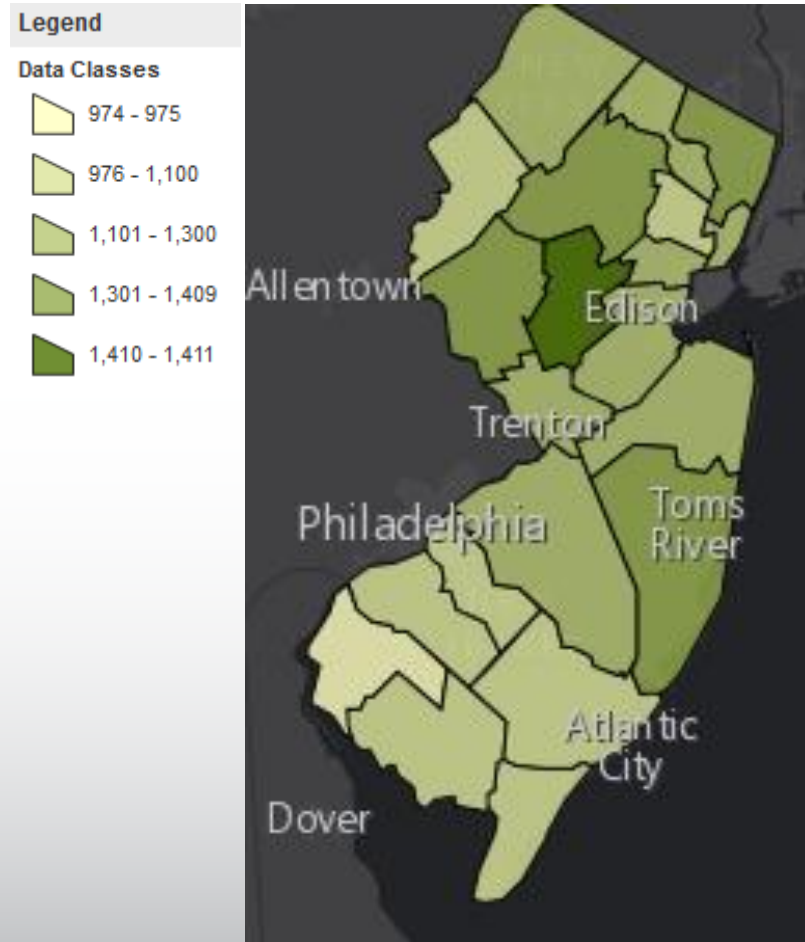
Live Demo Answer

What County in NJ pays
the highest and lowest
median rent?

Somerset: \$1,411

Salem: \$974

Thematic Map of Estimate; GROSS RENT - Occupied units paying rent - Median (dollars)
Geography: by County



Live Demo

American FactFinder Question

www.census.gov

“Data” on top ribbon

“Data tools and apps”

“American Factfinder”

Create a map showing the percentage of Asian population by Census Tract in Middlesex County

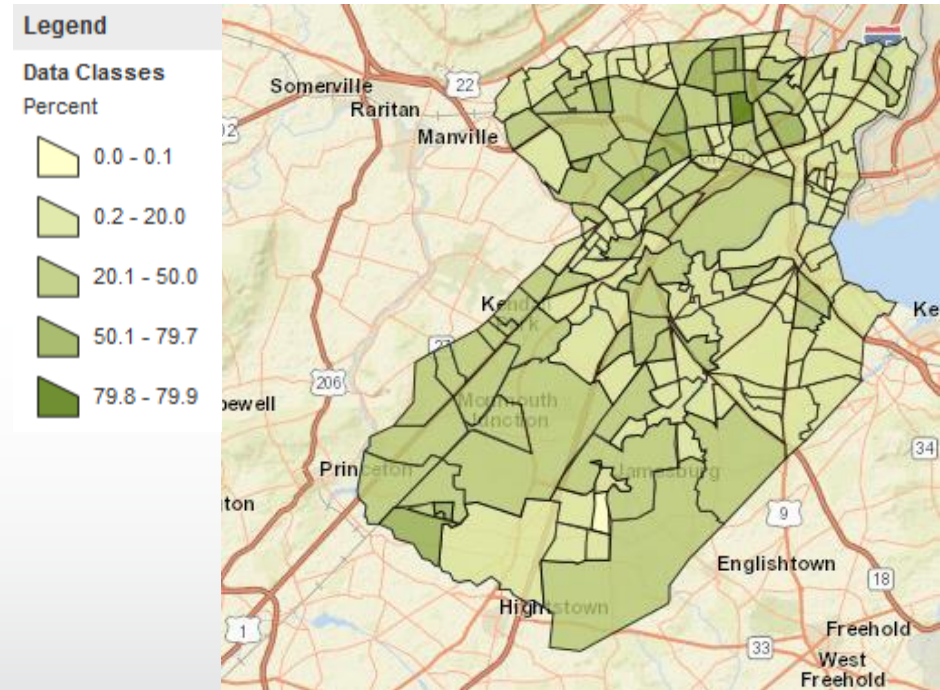
Hint: Select All County Subdivisions in NJ, then use 2015 ACS 5 Yr. Estimate Data Profile 4 (DP04)

Live Demo

Answer

Create a map showing the percentage of Asian population by Census Tract in Middlesex County

Thematic Map of Percent; RACE - One race - Asian
Geography: by Census Tract



Live Demo

American FactFinder Question

www.census.gov

“Data” on top ribbon

“Data tools and apps”

“American Factfinder”

What Census Tract in Newark has the longest commute time to work?

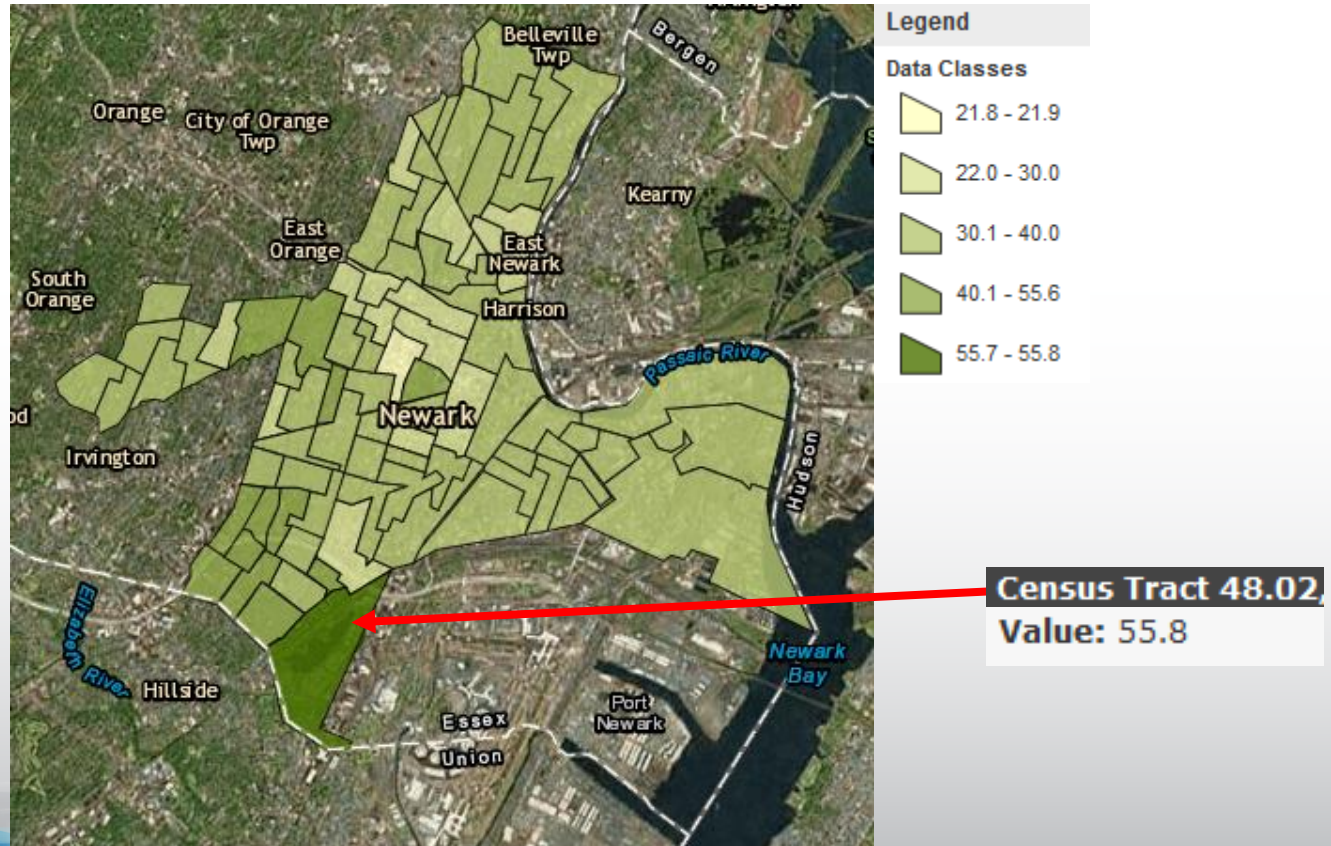
Hint: Add Newark (County Subdivision) to shopping basket, then click “map” and manually add Census Tracts within Newark to shopping basket; select DP03

Live Demo

Answer

What Census Tract in Newark has the longest commute time to work?

Thematic Map of Estimate; COMMUTING TO WORK - Mean travel time to work (minutes)
Geography: by Census Tract



Using Data to Tell Your “Story”

Sometimes, a table will display information better than a map

PEPANRES: Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016 Population Estimates

Geography	April 1, 2010	Population Estimate (as of July 1)		Raw Change	Raw Change Rank	Percent Change	Percent Change Rank
	Census	2015	2016				
Lakewood township, Ocean County, New Jersey	92,843	99,231	100,758	1527	1	1.54	
Toms River township, Ocean County, New Jersey	91,239	90,847	91,837	990	3	1.09	
Hoboken city, Hudson County, New Jersey	50,005	53,551	54,379	828	7	1.55	
Monroe township, Middlesex County, New Jersey	39,132	43,866	44,604	738	8	1.68	
Fort Lee borough, Bergen County, New Jersey	35,345	36,619	37,577	958	4	2.62	
Princeton, Mercer County, New Jersey	12,307	30,333	31,249	916	5	3.02	9
Glassboro borough, Gloucester County, New Jersey	18,579	19,227	19,835	608		3.16	8
Secaucus town, Hudson County, New Jersey	16,264	19,074	19,822	748	9	3.92	5
Harrison town, Hudson County, New Jersey	13,620	15,323	16,231	908	6	5.93	3
Weehawken township, Hudson County, New Jersey	12,554	14,016	15,138	1122	2	8.01	1
New Providence borough, Union County, New Jersey	12,171	12,423	12,758	335		2.70	10
East Rutherford borough, Bergen County, New Jersey	8,913	9,139	9,856	717	10	7.85	2
Wood-Ridge borough, Bergen County, New Jersey	7,626	8,229	8,600	371		4.51	4
Mount Arlington borough, Morris County, New Jersey	5,050	5,271	5,455	184		3.49	6
Washington township, Burlington County, New Jersey	687	672	695	23		3.42	7

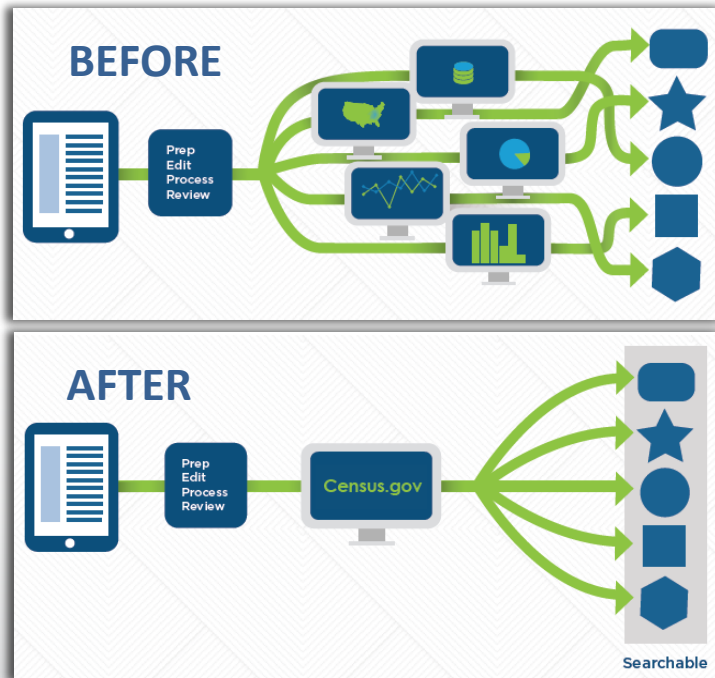
Suggested Citation:

Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016

Source: U.S. Census Bureau, Population Division

Release Dates: For the United States, regions, divisions, states, and Puerto Rico Commonwealth, December 2016. For counties, municipios, metropolitan statistical areas, micropolitan statistical areas, metropolitan divisions, and combined statistical areas, March 2017. For cities and towns (incorporated places and minor civil divisions), May 2017.

The Future of Data Dissemination: *Center for Enterprise Dissemination Services and Customer Innovation (CEDSCI)*

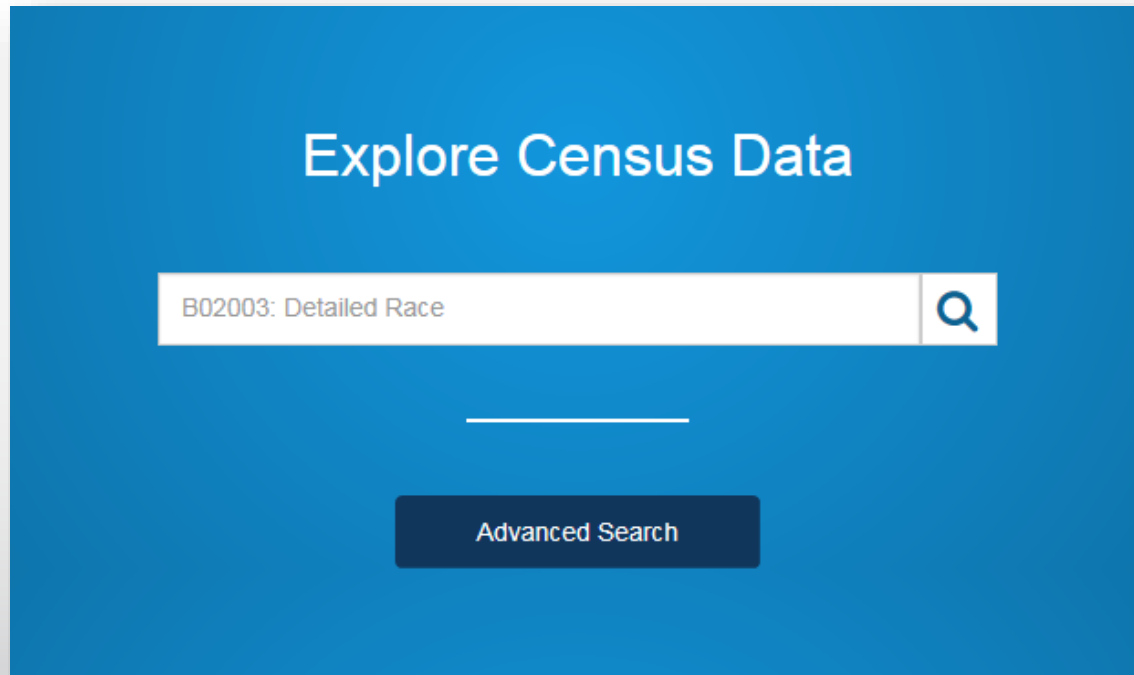


Role of the program:

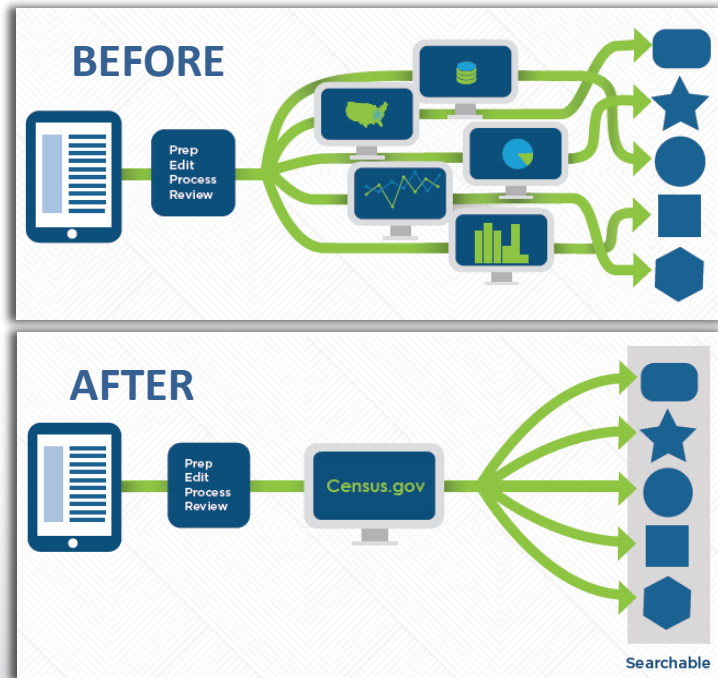
- ✓ Centralize and standardize metadata, data, and software
- ✓ Create a customer-oriented platform for easy access to Census Bureau data
- ✓ Move dissemination from duplicative tools to streamlined, efficient platform

One Dissemination Platform

** Preview available at data.census.gov **



Remember, the Future of Census Bureau Data Dissemination Depends on You!



Visit data.census.gov and provide your feedback!

Don't forget:

- *This is an early preview; phased releases will continue as we test, develop, and incorporate feedback.*
- *For official Census Bureau data, continue to use the tools available on [Census.gov](https://census.gov).*

Questions / Feedback

Jeremy McMaster:

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- Contact: Jeremy.a.mcmaster@census.gov or 646-951-0958

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