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New Web Tools

Census Data Center

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Spring Issue I: New Web-Tools!

New [QuickFacts](#) from Census Bureau

The new and improved QuickFacts, introduced by the Center for New Media and Promotion, has many new features including side-by-side comparisons of geographies, mapping and charting features. Plus, users can download information or share in social media.

Illustrations:

QuickFacts
UNITED STATES [What's New & FAQs >](#)
[Tell us what you think >](#)

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

-- SELECT A FACT --
RESET
TABLE
MAP
CHART
DASHBOARD
DOWNLOAD

Table

ALL TOPICS Q = Browse more datasets UNITED STATES SOUTH DAKOTA BROOKINGS COUNTY, SOUTH DAKOTA Enter s

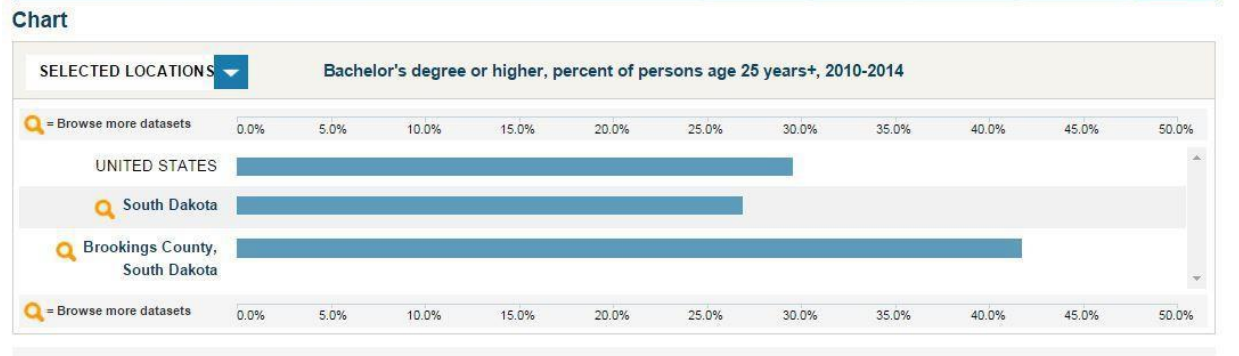
PEOPLE

Population	UNITED STATES	SOUTH DAKOTA	BROOKINGS COUNTY, SOUTH DAKOTA
Population estimates, July 1, 2015, (V2015)	321,418,820	858,469	NA
Population estimates, July 1, 2014, (V2014)	318,857,056	853,175	33,314
Population estimates base, April 1, 2010, (V2015)	308,758,105	814,191	NA
Population estimates base, April 1, 2010, (V2014)	308,758,105	814,191	31,965
Population, percent change - April 1, 2010 (estimates base) to July 1, 2015, (V2015)	4.1%	5.4%	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2014, (V2014)	3.3%	4.8%	4.2%
Population, Census, April 1, 2010	308,745,538	814,180	31,965

QuickFacts
UNITED STATES [What's New & FAQs >](#)
[Tell us what you think >](#)

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

-- SELECT A FACT --
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[My Congressional District](#)

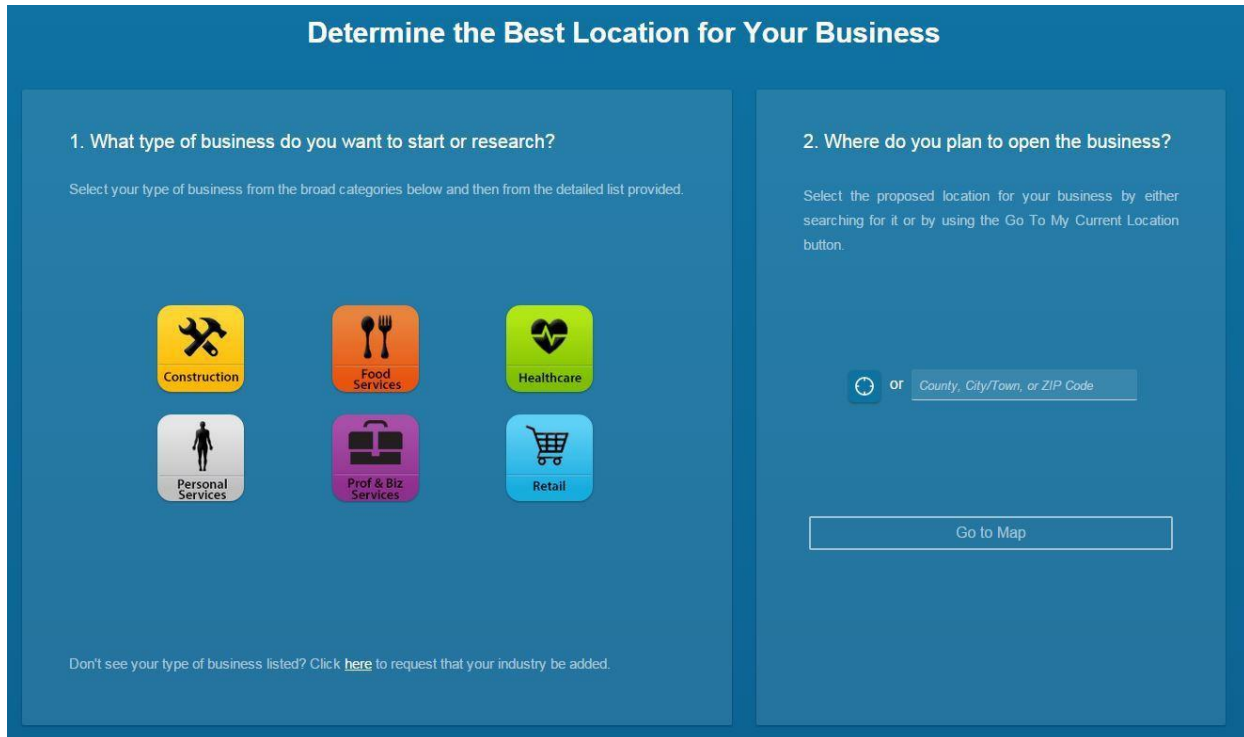
This web-tool features Congressional district-level data from County Business Patterns, which includes number of paid employees, first-quarter and annual payroll, and total number of establishments. For the first time, the U.S. Census Bureau's Business Patterns statistics are now available for the nation's 435 congressional districts for the 114th Congress. The newly updated web application includes [County Business Patterns](#) data¹ at the congressional district level.

[Census Business Builder](#)

Two web tools are included in Census Business Builder:

- The [Small Business Edition](#) presents data for a single type of business and geography at a time
- The [Regional Analyst Edition](#) presents data for all sectors of the economy and for one or more counties

Illustration of the Small Business Edition:



The screenshot shows a web application interface titled "Determine the Best Location for Your Business". It is divided into two main sections:

1. What type of business do you want to start or research?
Select your type of business from the broad categories below and then from the detailed list provided.

Below this text are six colored icons representing business categories: Construction (yellow), Food Services (orange), Healthcare (green), Personal Services (grey), Prof & Biz Services (purple), and Retail (blue).

At the bottom of this section, it says: "Don't see your type of business listed? Click [here](#) to request that your industry be added."

2. Where do you plan to open the business?
Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.

Below this text is a search input field with a magnifying glass icon and the text "County, City/Town, or ZIP Code". To the left of the input field is a circular refresh icon and the word "or".

At the bottom of this section is a "Go to Map" button.

¹The County Business Patterns data, provide the only detailed annual information on the number of establishments, employees, and annual payroll for nearly 1,200 industries at the national, state, county and now congressional district levels.

Change Your Industry
Retail, Clothing Stores
Change Your Location
Minnehaha County, South Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied

County City/Town ZIP Code Neighborhood

Please Select a Map Variable

Primary Category

My Potential Customers Other Businesses Like Mine Consumer Spending

Secondary Category

Demographic Characteristics Socioeconomic Characteristics Housing Characteristics

Map Variables

Total population

Percent under 5 years old

Percent under 18 years old

Percent 18 years and over

These data are subject to sampling and non-sampling errors. See [Metadata](#) on the ACS Home Page for more information. Includes key information that you can use to better understand your market. For additional variables, see [www.census.gov](#).

170,342

Total population

- 136,747 - 170,342
- 103,151 - 136,746
- 69,556 - 103,150
- 35,960 - 69,555
- 2,365 - 35,959
- Not Available/Suppressed

Set Transparency:

Est. HERE, DeLorme, Intermap, USGS, NGA, USDA, EPA, NPS

[Print page](#)

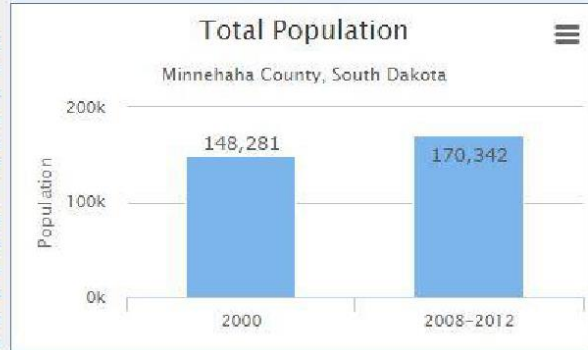
Local Business Profile of Clothing Stores (NAICS 4481) in Minnehaha County, South Dakota

Who are my Potential Customers?

Demographic Characteristics

Total population:	170,342
Percent under 5 years old:	7.6%
Percent under 18 years old:	24.9%
Population 18 and over:	75.1%
Population 65 years old and over:	11.1%
Average household size:	2.47
Race Breakout	
White:	88.11%
Black:	3.81%
American Indian or Alaska Native:	2.59%
Asian:	1.62%
Native Hawaiian or Pacific Islander:	0.00%
Two or more races:	1.86%
Some other race:	2.00%
Hispanic or Latino:	4.2%

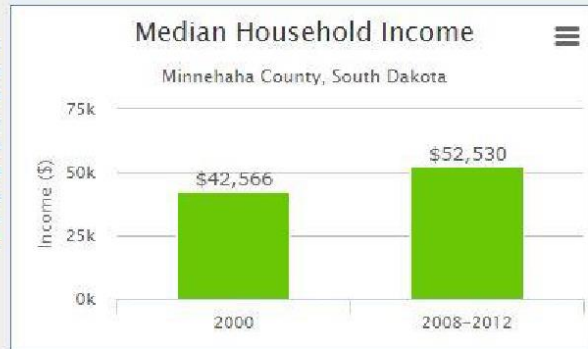
For more demographic data and margins of error, go [here](#).



Socioeconomic Characteristics

Median household income:	\$52,530
Population with high school degree or more:	90.8%
Population with Bachelor's degree or more:	28.7%
Population in poverty:	10.7%
Employment rate:	71.3%
Population 16 or over in labor force:	75.0%
Population with a disability:	8.9%
Population with health insurance coverage:	89.8%
Average travel time to work (mins.):	17.1

For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).



Housing Characteristics

Owner-occupied housing units:	43,189
Renter-occupied housing units:	23,711
Single-family detached housing units:	45,310
Homeownership rate:	64.6%
Vacancy rate:	6.7%
Median value of owner-occupied housing units:	\$148,600
Median selected monthly owner cost:	\$1,058

