South Dakota State Data Conference

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Census data tools: Measuring America

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21st Century Expectation: Anywhere, Anytime Access

Meet users' expectations:

- 24/7 access to data
- Easy Access
- Timely
- Relevant

Census.Gov

Data Available on Census.gov

Decennial Census Data

- 100% Data
- 10 Questions, 10 Minutes

American Community Survey Estimates

- 1 year (65,000+)
- 5 year (all pop)

Business Datasets

- Economic Census
- NAICS
- County Business Patterns
- Foreign Trade Data
- Survey of Construction
- Economic Indicators
- Business Dynamics Statistics

Decennial Census Data

100% Data

- Not a Sample but a count of everyone.

Short Form Only in 2010

- 10 Questions, 10 Minutes

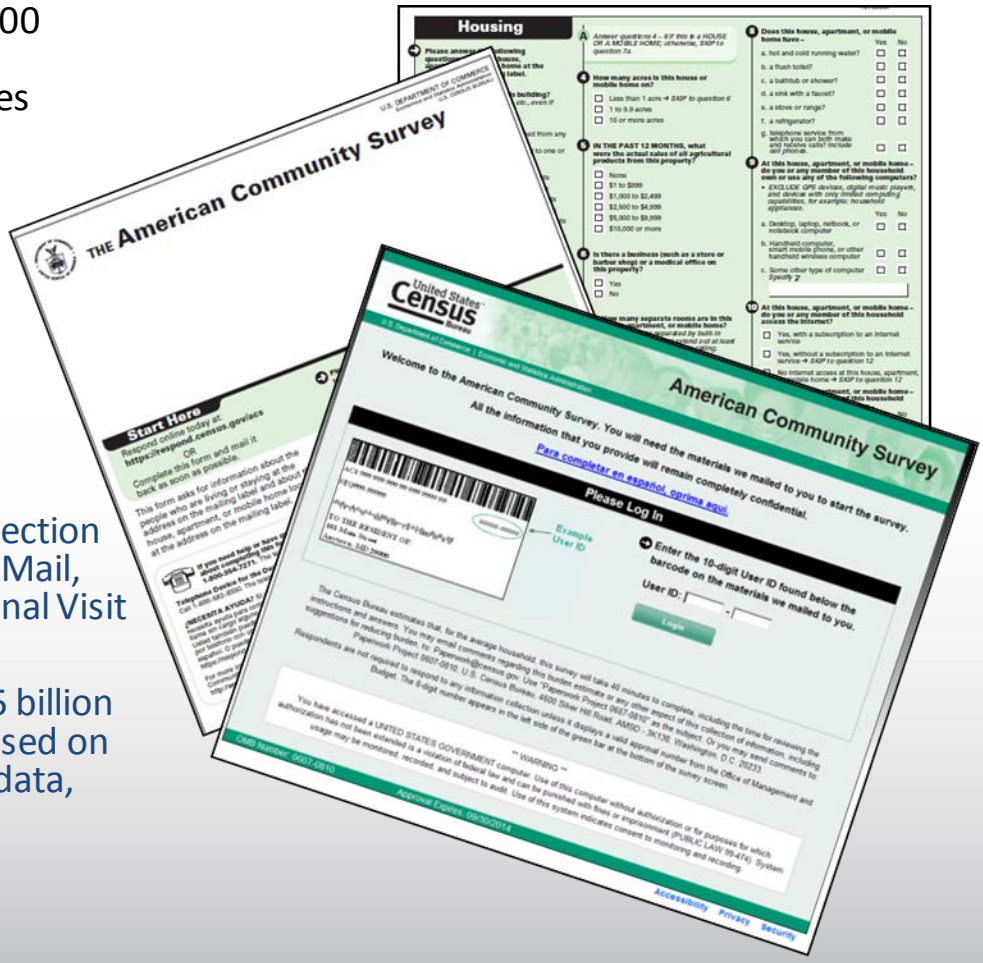
- 2010 Census Data Items:
  - Race, Ethnicity, Sex, Age, Household Relationship, Housing Tenure (own or rent)

- Geography:
  - Data is fully available at all levels of geography.

The American Community Survey

- Largest U.S. survey 3.5 Million Homes Annually
- Four Key Characteristics
  - Social
  - Economic
  - Housing
  - Demographic
- Margin of Error
- 1, and 5 Year Data Sets Estimates
- Helps inform decision makers
- Geography Limitations
  1 Year above 65K ,
  5 Year all populations

- Covers 35 topics and supports over 300 known Federal Government uses
- Has four data collection modes: Internet, Mail, Telephone, Personal Visit
- More than $675 billion are allocated based on Census Bureau data,



The Economic Census

- Conducted every five years
- Comprehensive Business Information
- Statistics on 1,000+ Industries
- Electronic Reporting Available
- Responses are Confidential

Other Census Surveys

- Survey of Business Owners
- Current Population Survey
- National Crime Victimization Survey
- Consumer Expenditure
- Survey of Income and Program Participation
- American Housing Survey
- Census of Governments

The U.S. Census Bureau conducts more than 130 surveys each year, including our nation's largest household survey, the American Community Survey and the largest business survey, Annual Retail Trade.

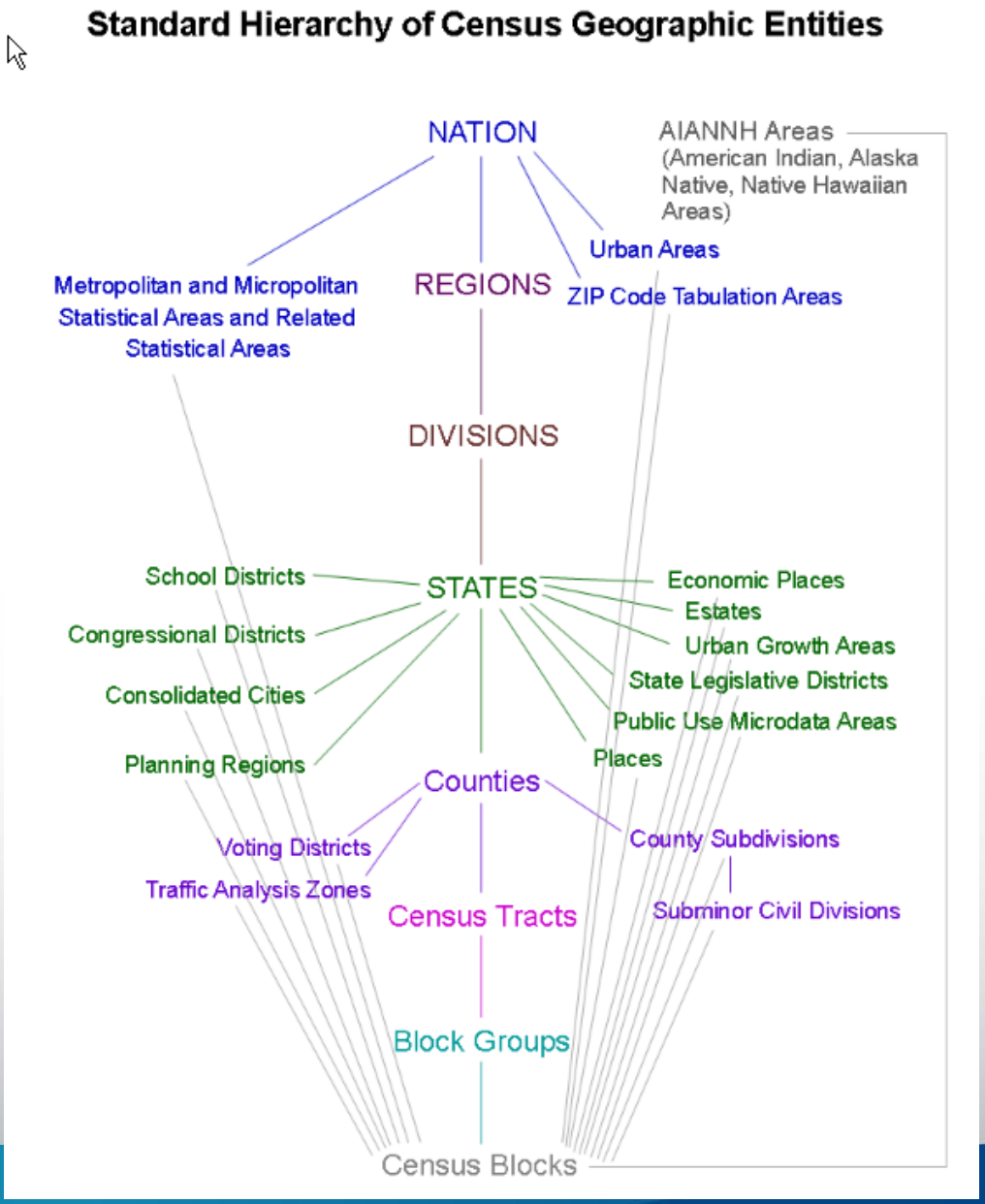
2015 Census Tests
American Community Survey (ACS)
American Housing Survey (AHS)
American Time Use Survey (ATUS)
Beginning Teacher Longitudinal Study (BTLS)
Consumer Expenditure Survey (CE)
Current Population Survey (CPS)
Housing Vacancy Survey (HVS)
Identity Theft Supplement - part of the National Crime Victimization Survey (NCVS)
La Encuesta sobre la Comunidad Estadounidense
National Ambulatory Medical Care Survey (NAMCS)
National Crime Victimization Survey (NCVS)
National Health Interview Survey (NHIS)
National Hospital Ambulatory Medical Care Survey (NHAMCS)
National Household Education Survey (NHES)
National Survey of Children's Health
National Survey of College Graduates (NSCG)
National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR)
New York City Housing and Vacancy Survey (NYCHVS)
Police Public Contact Survey (PPCS)
Population & Housing Census
Principal Follow-up Survey (PFS)
Private School Universe Survey (PSS)
Puerto Rico Community Survey
Rental Housing Finance Survey (RHFS)
Residential Finance Survey (RFS)
School Crime Supplement (SCS)
School Survey on Crime and Safety (SSOCS)
Schools and Staffing Survey (SASS)
Special Census Program
Survey of Income and Program Participation (SIPP)
Survey of Market Absorption of New Multifamily Units (SOMA)
Teacher Follow-Up Survey (TFS)
Telephone Point of Purchase Survey (TPOPS)

2012 Economic Census
2012 Economic Census (NC-99023 and NC-99026 forms)
Academic Libraries Survey
Advance Monthly Sales for Retail and Food Services (MARTS)
Annual Capital Expenditures Survey (ACES)
Annual Parole Survey & Annual Probation Survey
Annual Retail Trade Survey (ARTS)
Annual Services Report (Service Annual Survey)
Annual Survey of Jails
Annual Survey of Manufactures (ASM)
Annual Survey of Public Employment & Payroll (APES)
Annual Survey of School System Finances
Annual Survey of State Government Tax Collections (STC)
Annual Survey of State and Local Government Finances
Annual Wholesale Trade Survey (AWTS)
Building Permits Survey (BPS)
Business Dynamics Statistics (BDS)
Business R&D Surveys
Business and Professional Classification Survey (SQ-CLASS)
Census of Governments
Census of Jails
Census of Juveniles in Resident Placement (CJRP)
Census of State and Federal Adult Correctional Facilities
Commodity Flow Survey (CFS)
Common Core of Data (CCD)
Construction Progress Reporting Survey (CPRS)
County Business Patterns (CBP)
Deaths in Custody Reporting Program (DCRP)
Directory Survey of Local Governments
Export Statistics
Exports from Manufacturing Establishments
Federal Assistance Awards Data System

Federal Audit Clearinghouse (FAC)
Import Statistics
Information & Communication Technology Survey (ICTS)
Justice Assistance Data Survey
Juvenile Residential Facility Census (JRFC)
Local Government School System Finance Survey
Management and Organizational Practices Survey (MOPS)
Manufactured Homes Survey (MHS)
Manufacturers' Shipments, Inventories, and Orders Survey (M3)
Manufacturers' Unfilled Orders Survey (M3UFO)
Manufacturing Energy Consumption Survey (MECS)
Medical Expenditure Panel Survey (MEPS)
Monthly Retail Trade Survey (MRTS)
Monthly Wholesale Trade Survey (MWTS)
National Juvenile Justice Directory Program
National Prisoner Statistics (NPS)
Nonemployer Statistics
Public Libraries Survey (PLS)
Quarterly Financial Report (QFR)
Quarterly Services Survey (QSS)
Quarterly Summary of State and Local Government Tax Revenue (QTAX)
Quarterly Survey of Plant Capacity Utilization (QPC)
Quarterly Survey of Public Pensions
Quarterly Workforce Indicators (QWI)
Report of Organization (COS)
State Library Agencies Survey
Statistics of U.S. Businesses (SUSB)
Survey of Business Owners and Self-Employed Persons (SBO)
Survey of Construction (SOC)
Survey on Sexual Violence (SSV)
Value of Construction Put in Place

Geography Atlas https://www.census.gov/geo/reference/webatlas/

The standard hierarchy of census geographic entities displays the relationships between legal, administrative, and statistical boundaries maintained by the U.S. Census Bureau.



Census Business Builder:

Regional Analyst Edition (CBB: RAE) v. 2.2

https://cbb.census.gov/rae/#
https://cbb.census.gov/sbe/#

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.

Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

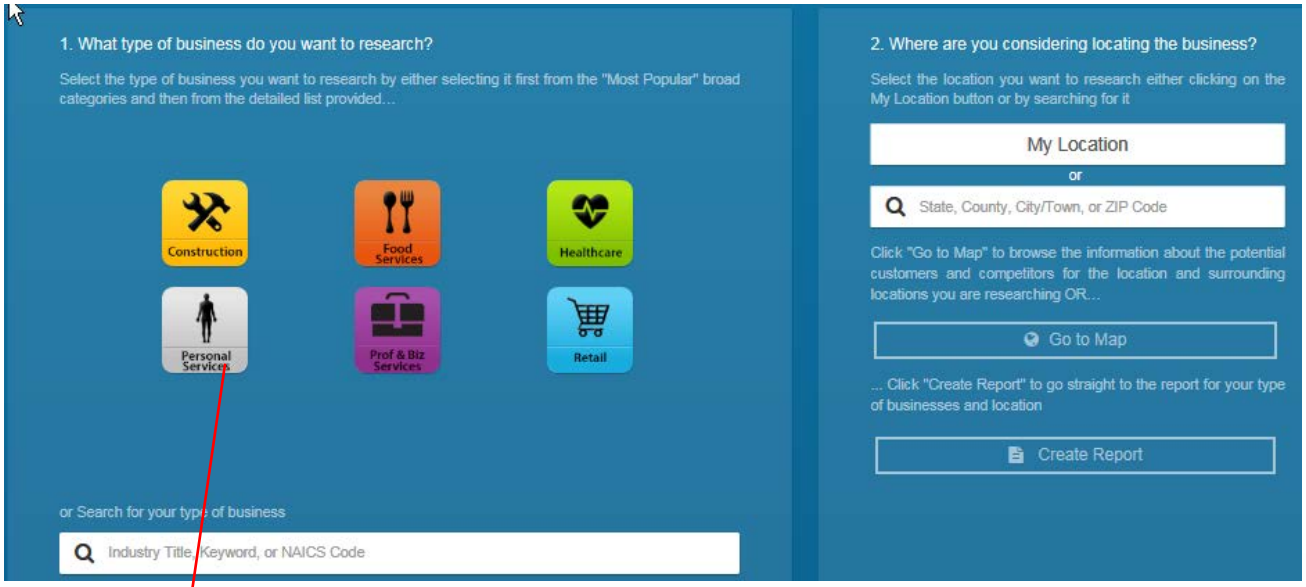
Census Business Builder:

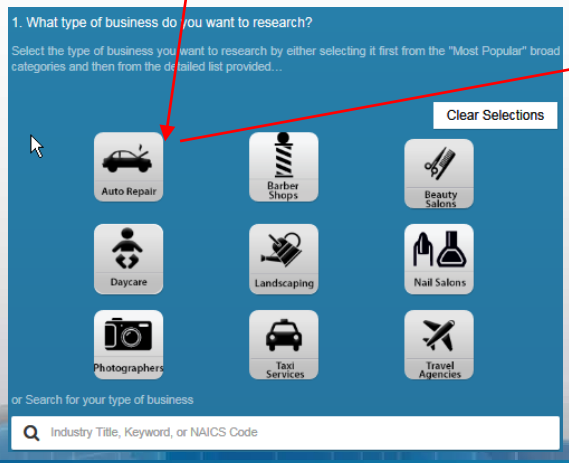
https://cbb.census.gov/rae/#
https://cbb.census.gov/sbe/#

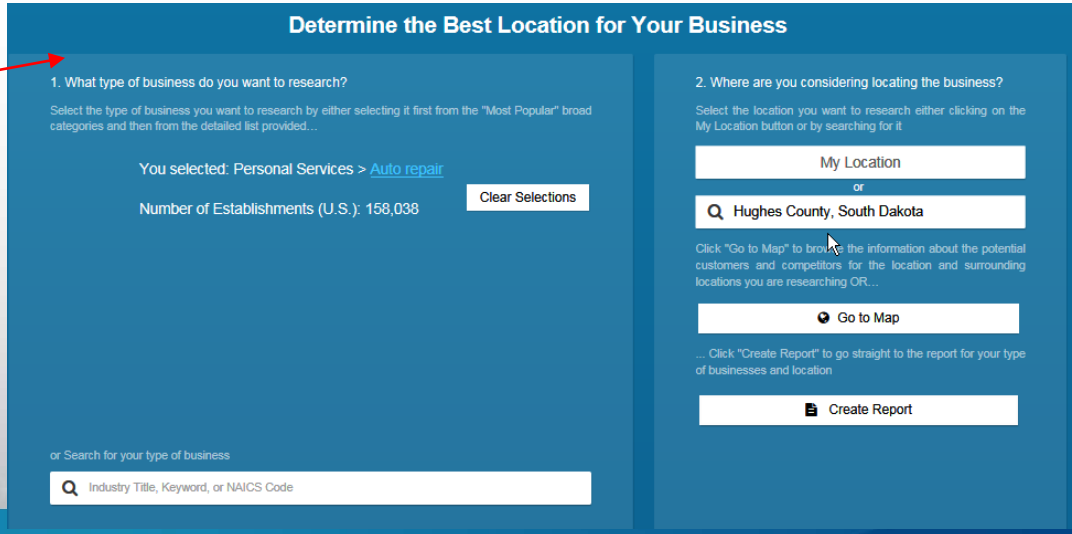
Key Features:

- Easy to use menus to select your type of business and location
- Interactive maps to browse data about the selected area and types of businesses
- Downloadable reports (including charts) that can be easily incorporated into your research
- Expanded, customizable dashboard
- Download data directly from the map
- New, interactive Profile Reports for Businesses and Regions
- Optimized for your smart phone or tablet
- Small Business Edition: Access to all types of businesses via a new NAICS Search
- Regional Analyst Edition: Build your region from either Cities/Towns or Counties

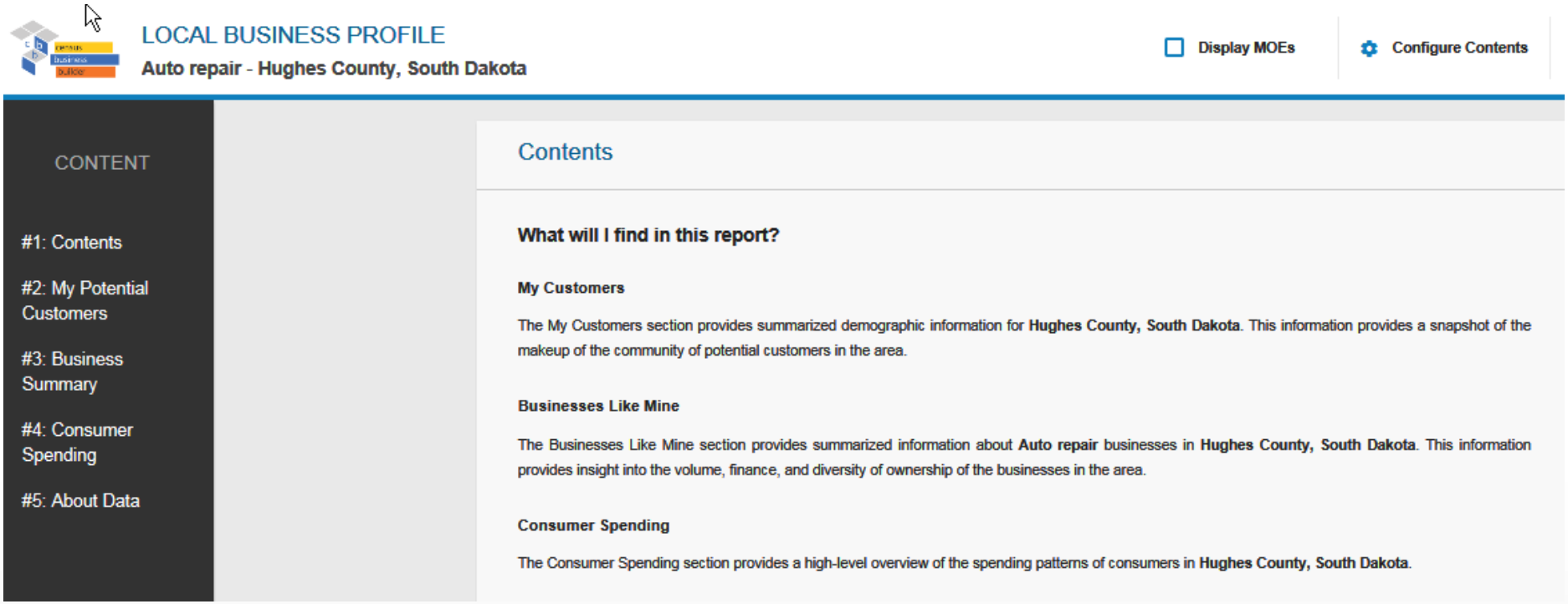
https://cbb.census.gov/sbe/#
Small Business Edition







Create a Report

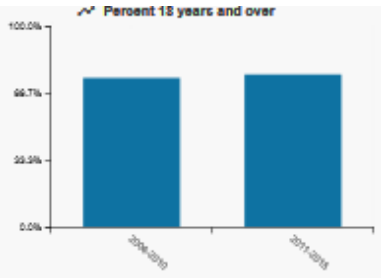


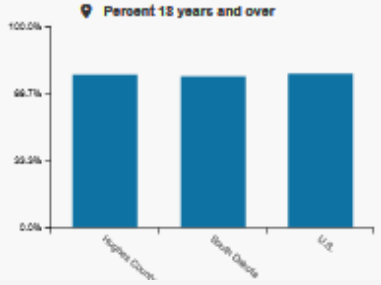
https://cbb.census.gov/sbe/#

My Potential Customers

Demographic Characteristics (2015)

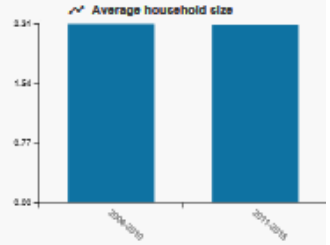
Name	Estimate
Total population	17,466
Percent 18 years and over	76.2%
Percent under 5 years	7.0%
Percent under 18 years	23.8%
Percent 21 years and over	73.9%
Percent 65 [illegible] and over	14.6%
Percent White	83.30%
Percent Black or African American	0.76%
Percent American Indian and Alaska Native	10.76%
Percent Asian	0.53%
Percent Native Hawaiian and Other Pacific Islander	0.00%
Percent some other race	0.83%
Percent two or more races	3.82%
Percent Hispanic (of any race)	2.68%

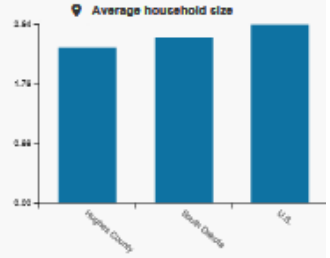




Socioeconomic Characteristics (2015)

Name	Estimate
Percent Bachelor's degree or higher	32.9%
Median household income	$59,177
Percent in poverty	10.2%
Percent high school degree or higher	90.5%
Percent population 16 years and over in labor force	71.8%
Percent employed	69.5%
Percent disabled	9.8%
Percent with health coverage	91.8%
Average travel time to work (mins)	10.6
Percent workers using public transportation	0.4%
Percent veterans	9.2%
Percent foreign born	1.1%
Percent speaking Spanish at home	1.7%

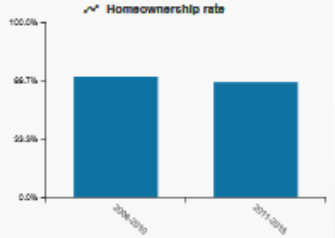


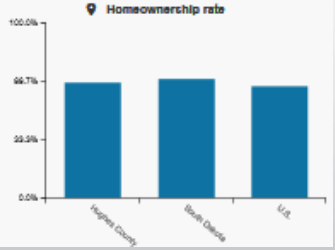


Housing Characteristics (2015)

Includes information on housing characteristics from the 2006-2010 and the 2011-2015 American Community Survey 5-Year Estimates

Name	Estimate
Owner-occupied housing units	4,698
Renter-occupied housing units	2,419
Single-family detached units	4,883
Homeownership rate	66.0%
Vacancy rate	8.3%
Median owner-occupied housing unit value	$167,800
Median selected monthly owner cost	$887
Median rent (housing)	$578
Median year structure built	1975





Business Summary

Sector Code:

8111

Sector Name:

Auto repair

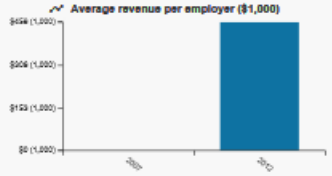
Sector Description:

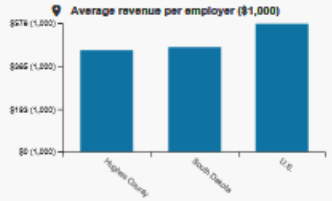
Auto repair - Includes businesses that primarily provide repair and maintenance services (including electrical and body) for cars, trucks, vans, and trailers

Business Revenue

Includes key statistics on business revenue for businesses with 1 or more paid employees (employers) from the 2007 and 2012 Economic Census

Name	Estimate
Total revenue of employers ($1,000)	$5,501 (1,000)
Average revenue per employer ($1,000)	$458 (1,000)
Average revenue per employee	$137,525
Average revenue per $ of payroll	$3.81

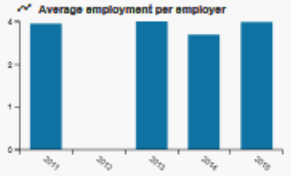


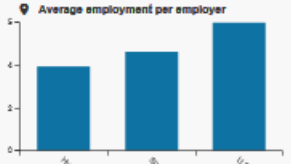


Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2007 and 2012 Economic Census and the 2011 thru 2015 County Business Patterns and ZIP Code Business Patterns programs

Name	Estimate
Employer establishments	12
Total employment of employers	43
Total annual payroll of employers ($1,000)	$1,610 (1,000)
Average employment per employer	4
Average payroll per employee	$37,442
Population per employer	1,456





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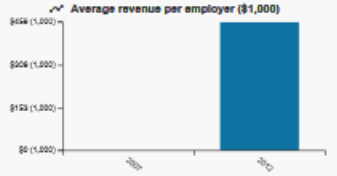
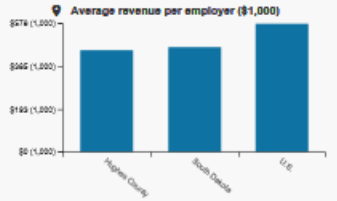
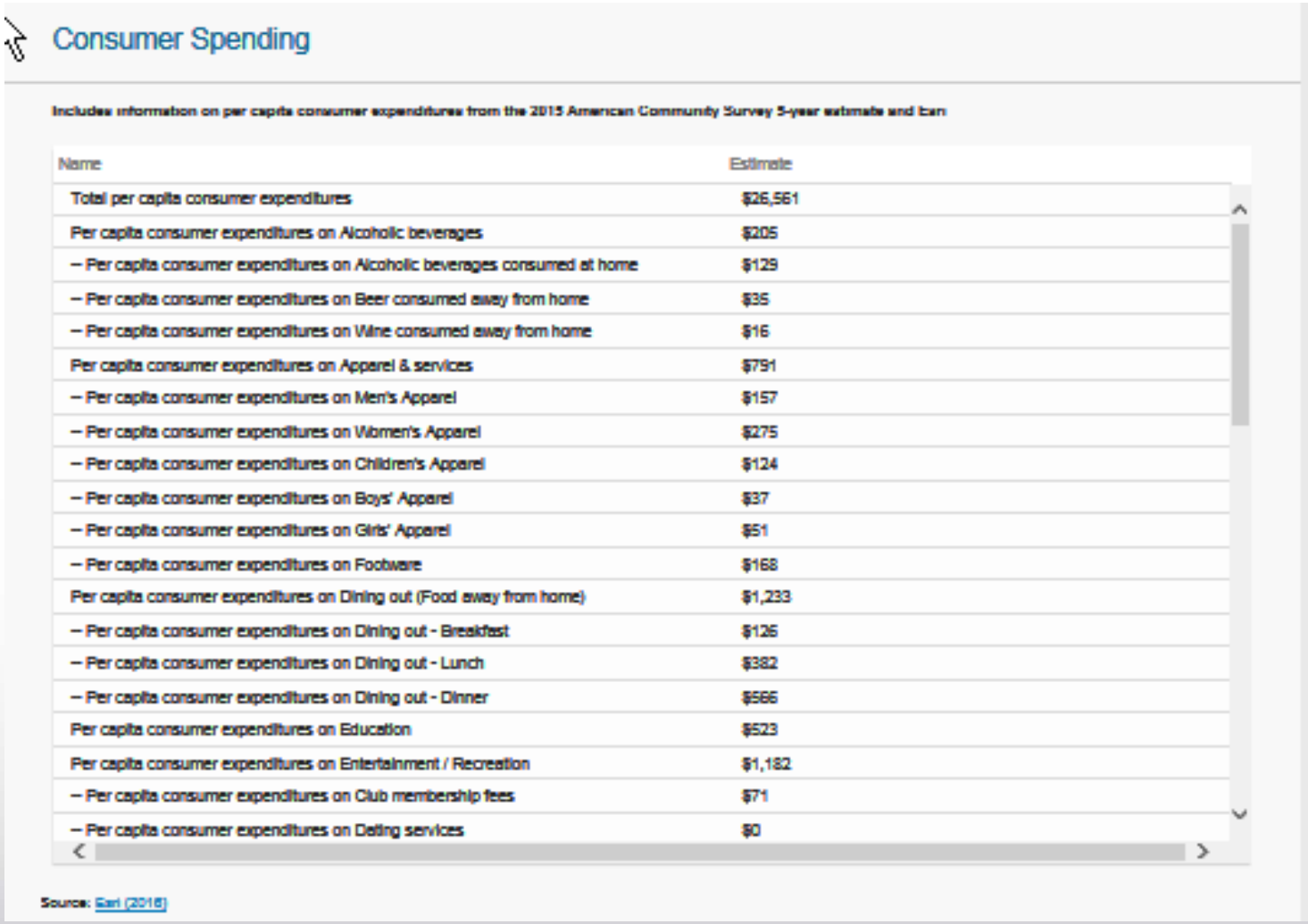






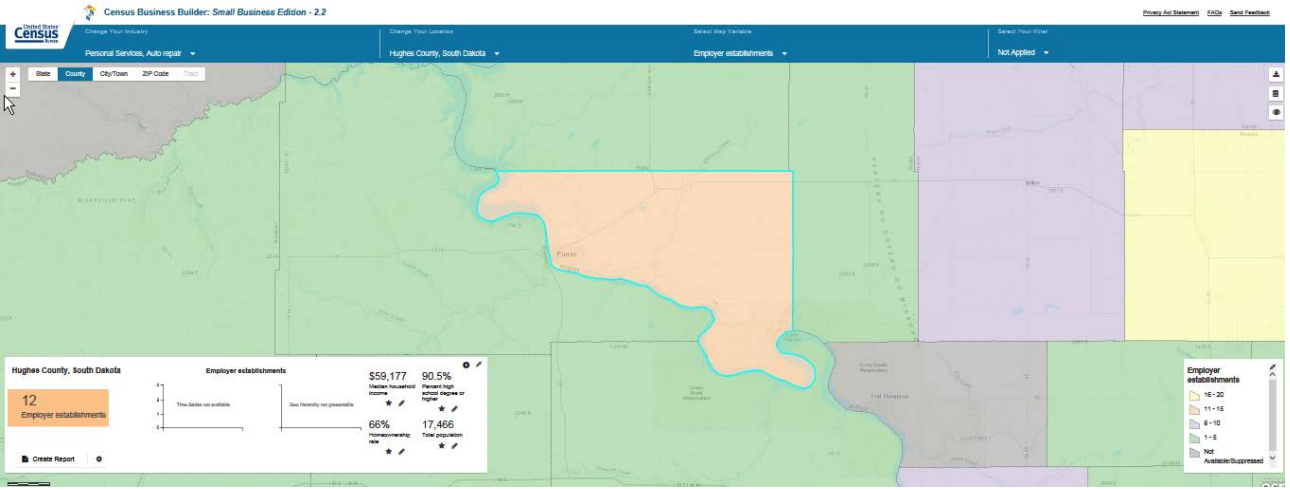
Consumer Spending

Includes information on per capita consumer expenditures from the 2015 American Community Survey 5-year estimate and Esri

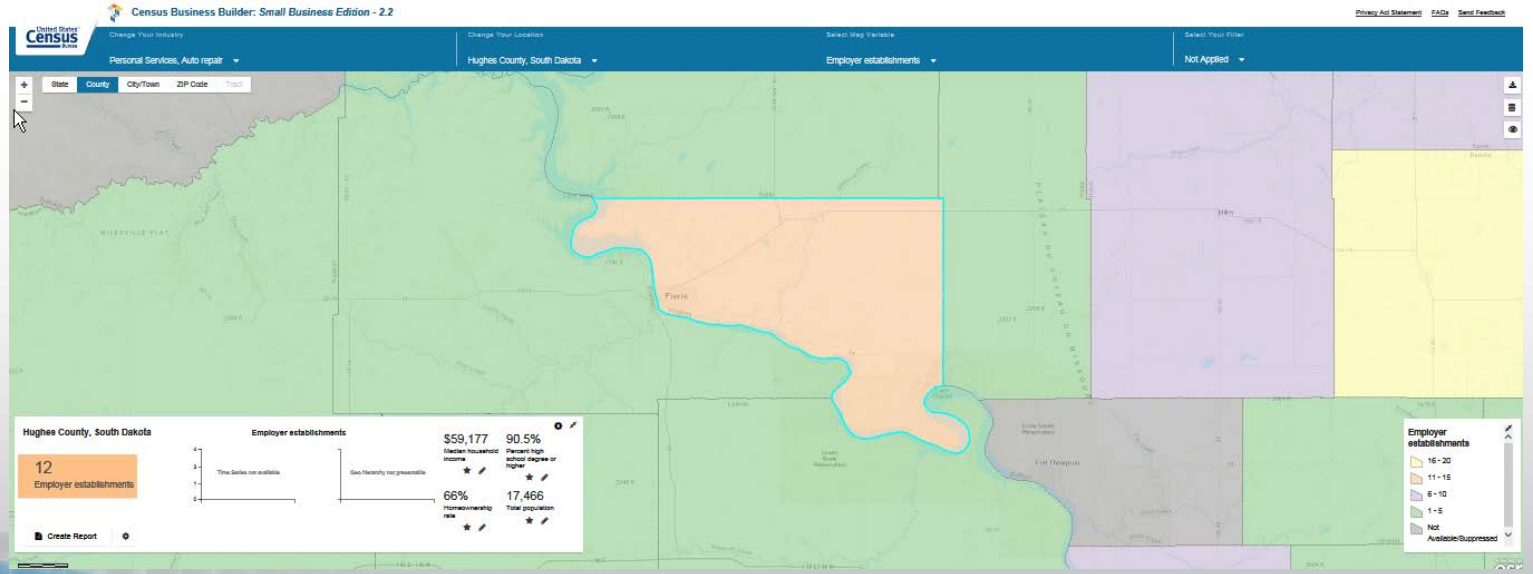
Name	Estimate
Total per capita consumer expenditures	$26,561
Per capita consumer expenditures on Alcoholic beverages	$205
– Per capita consumer expenditures on Alcoholic beverages consumed at home	$129
– Per capita consumer expenditures on Beer consumed away from home	$35
– Per capita consumer expenditures on Wine consumed away from home	$16
Per capita consumer expenditures on Apparel & services	$791
– Per capita consumer expenditures on Men's Apparel	$157
– Per capita consumer expenditures on Women's Apparel	$275
– Per capita consumer expenditures on Children's Apparel	$124
– Per capita consumer expenditures on Boys' Apparel	$37
– Per capita consumer expenditures on Girls' Apparel	$51
– Per capita consumer expenditures on Footware	$168
Per capita consumer expenditures on Dining out (Food away from home)	$1,233
– Per capita consumer expenditures on Dining out - Breakfast	$126
– Per capita consumer expenditures on Dining out - Lunch	$382
– Per capita consumer expenditures on Dining out - Dinner	$566
Per capita consumer expenditures on Education	$523
Per capita consumer expenditures on Entertainment / Recreation	$1,182
– Per capita consumer expenditures on Club membership fees	$71
– Per capita consumer expenditures on Dating services	$0

Source: Esri (2016)

Go To Map

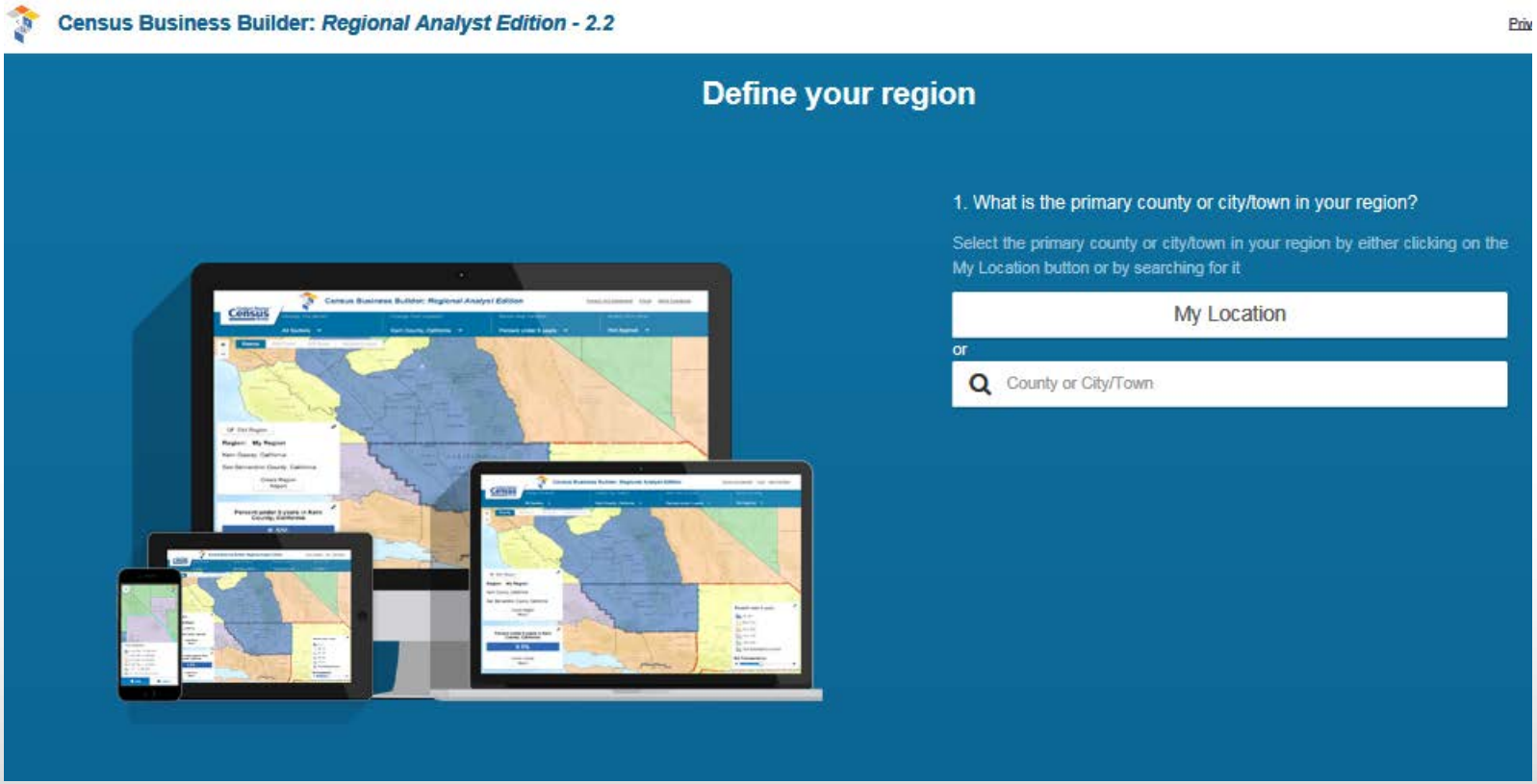


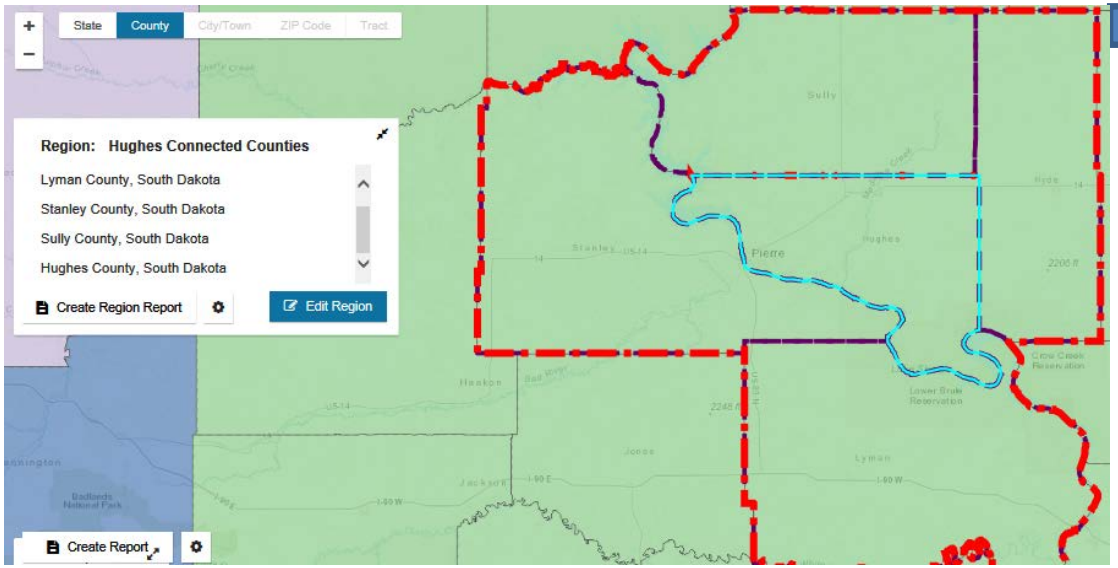
Analyze a characteristic visually on the map



https://cbb.census.gov/rae/#

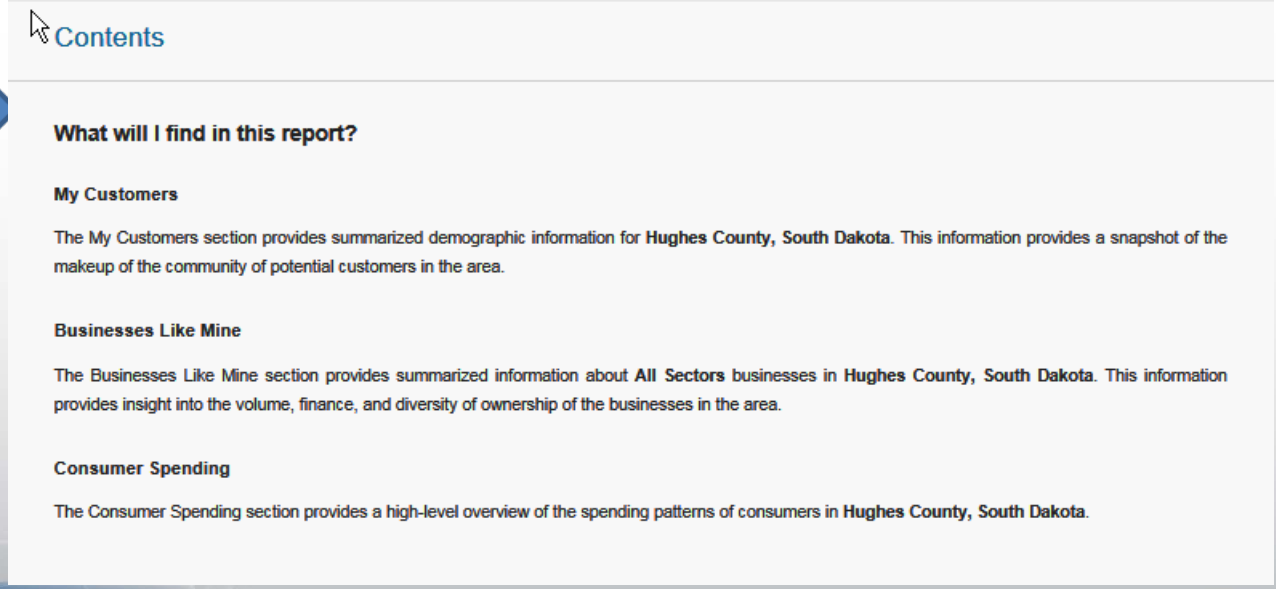
Regional Analyst Edition





Define your Regional Area

Create a Report
Summary or Detailed



Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **Hughes County, South Dakota**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **Hughes County, South Dakota**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Hughes County, South Dakota**.

On The Map

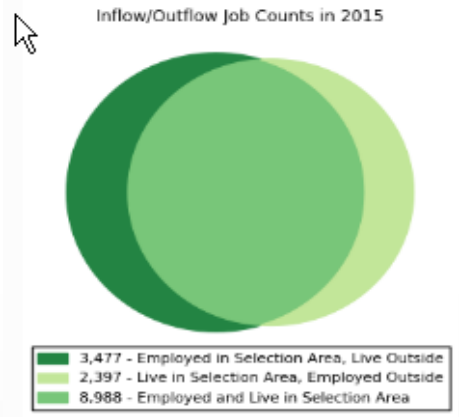
https://onthemap.ces.census.gov/

Local Employment Dynamics (LED) Data

- Inflow/Outflow
- Distance/Direction
- By NAICS

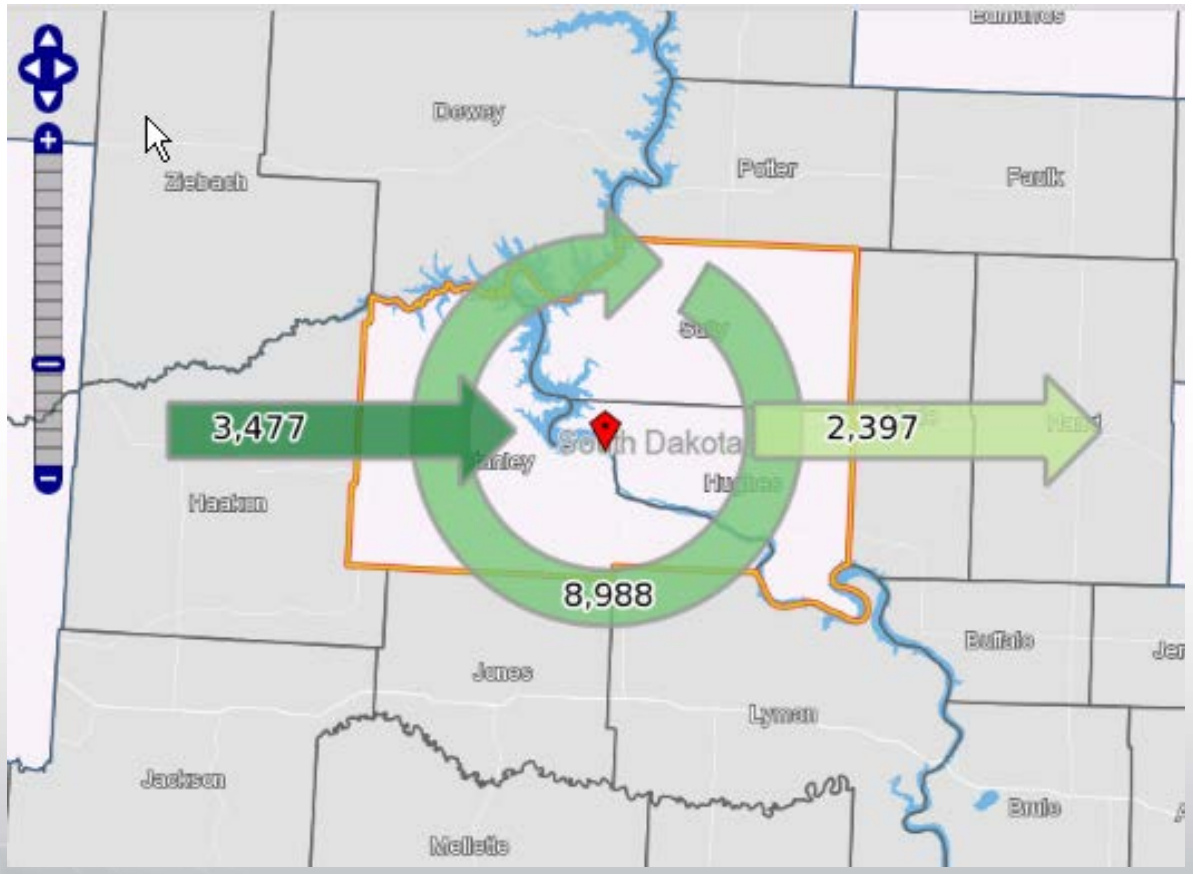
Labor market data

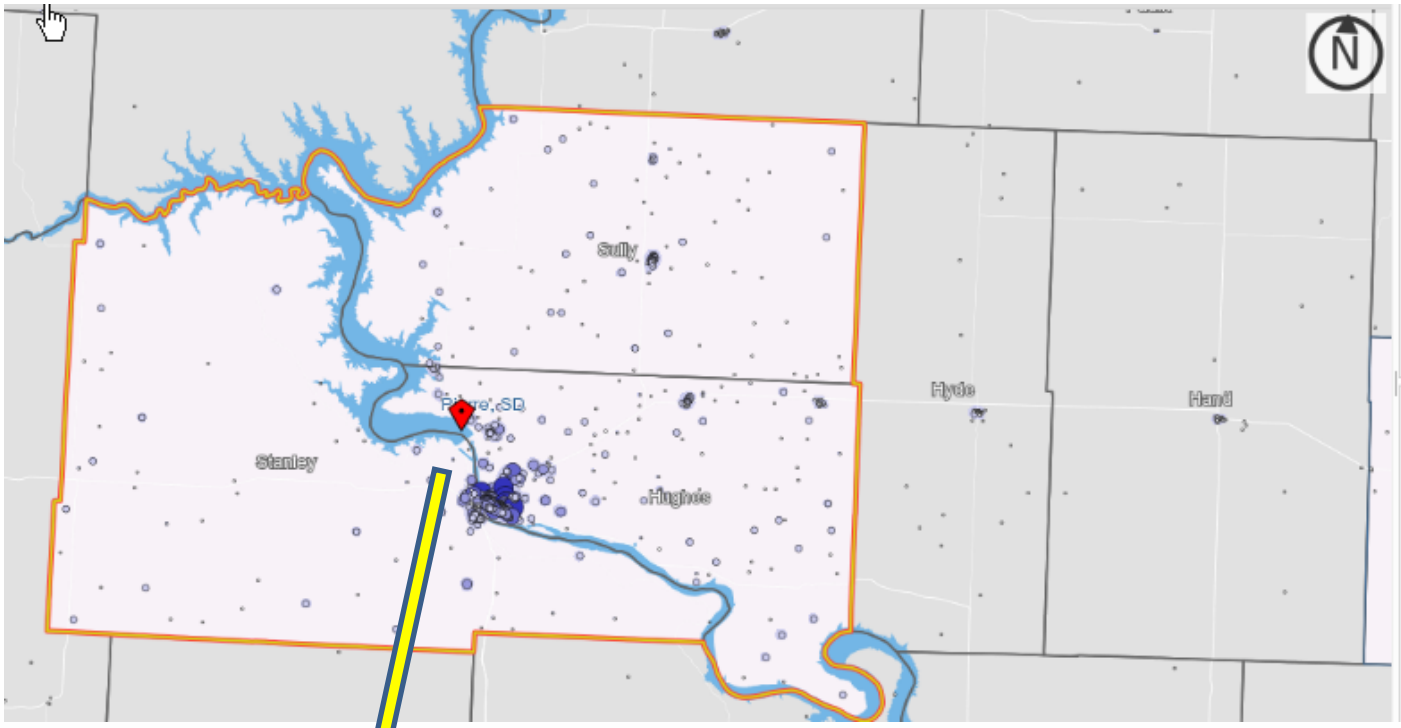
- Detailed workforce

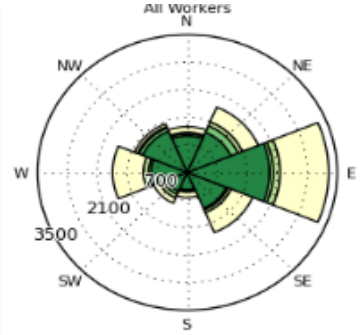


Inflow/Outflow Job Counts (All Jobs)

	2015 Count	Share
Employed in the Selection Area	12,465	100.0%
Employed in the Selection Area but Living Outside	3,477	27.9%
Employed and Living in the Selection Area	8,988	72.1%
Living in the Selection Area	11,385	100.0%
Living in the Selection Area but Employed Outside	2,397	21.1%
Living and Employed in the Selection Area	8,988	78.9%







View as Radar Chart

Jobs by Distance - Work Census Block to Home Census Block

	2015 Count	2015 Share
Total All Jobs	12,465	100.0%
Less than 10 miles	7,887	63.3%
10 to 24 miles	636	5.1%
25 to 50 miles	654	5.2%
Greater than 50 miles	3,288	26.4%

Pierre, SD

from Metropolitan/Micropolitan Areas (CBSA)
Selection Area: 3,388.175 Sq. Mi
Census Blocks: 1,989

Perform Analysis on Selection Area

Change Selection Area
Add Advanced Selection

Analysis Settings

Distance/Direction Analysis in 2015 by All Jobs

Home/Work Area
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").
- Home
- (•) Work

Analysis Type
Determines the type of results that will be generated for the selected area.
- Area Profile
  - Labor Market Segment: All Workers
- Area Comparison
  - Areas to Compare: Places (Cities, CDPs, etc.)
  - Labor Market Segment: All Workers
- (•) Distance/Direction
- Destination
  - Destination Type: Places (Cities, CDPs, etc.)
- Inflow/Outflow
  Note: Home/Work choice does not affect results

Year
Determines the year(s) of data that will be processed in the analysis.
- ☑ 2015
- ☐ 2014
- ☐ 2013
- ☐ 2012
- ☐ 2011
- ☐ 2010
- ☐ 2009
- ☐ 2008
- ☐ 2007
- ☐ 2006
- ☐ 2005
- ☐ 2004
- ☐ 2003
- ☐ 2002

Job Type
Determines the scope of jobs that will be processed in the analysis.
- (•) All Jobs
- Primary Jobs
- All Private Jobs
- Private Primary Jobs

Detailed Report View

Export to PDF | Export to XLS | Export to HTML

Work Area Profile Report

Total All Jobs

	2015 Count	2015 Share
Total All Jobs	12,465	100.0%

Jobs by Worker Age

	2015 Count	2015 Share
Age 29 or younger	2,585	20.7%
Age 30 to 54	6,595	52.9%
Age 55 or older	3,285	26.4%

Jobs by Earnings

	2015 Count	2015 Share
$1,250 per month or less	3,166	25.4%
$1,251 to $3,333 per month	4,211	33.8%
More than $3,333 per month	5,088	40.8%

Jobs by Worker Educational Attainment

	2015 Count	2015 Share
Less than high school	898	7.2%
High school or equivalent, no college	3,272	26.2%
Some college or Associate degree	3,499	28.1%
Bachelor's degree or advanced degree	2,211	17.7%
Educational attainment not available (workers aged 29 or younger)	2,585	20.7%

Jobs by Worker Sex

	2015 Count	2015 Share
Male	6,075	48.7%
Female	6,390	51.3%

Report Settings

Analysis Type	Area Profile
Selection areas as	Work
Year(s)	2015
Job Type	All Jobs
Labor Market Segment	All Workers
Selection Area	Pierre, SD from Metropolitan/Micropolitan Areas (CBSA)
Selected Census Blocks	1,989
Analysis Generation Date	10/12/2017 22:41 - OnTheMap 6.5
Code Revision	d6ec994dcb416ba9b4b1b6cb2b4d690f01609fc9
LODES Data Version	20160219

Jobs by NAICS Industry Sector

	2015 Count	2015 Share
Agriculture, Forestry, Fishing and Hunting	278	2.2%
Mining, Quarrying, and Oil and Gas Extraction	6	0.0%
Utilities	18	0.1%
Construction	930	7.5%
Manufacturing	92	0.7%
Wholesale Trade	503	4.0%
Retail Trade	1,537	12.3%
Transportation and Warehousing	340	2.7%
Information	223	1.8%
Finance and Insurance	600	4.8%
Real Estate and Rental and Leasing	135	1.1%
Professional, Scientific, and Technical Services	1,003	8.0%
Management of Companies and Enterprises	20	0.2%
Administration & Support, Waste Management and Remediation	155	1.2%
Educational Services	705	5.7%
Health Care and Social Assistance	1,336	10.7%
Arts, Entertainment, and Recreation	230	1.8%
Accommodation and Food Services	1,171	9.4%
Other Services (excluding Public Administration)	384	3.1%
Public Administration	2,799	22.5%

Jobs by Worker Race

	2015 Count	2015 Share
White Alone	11,517	92.4%
Black or African American Alone	58	0.5%
American Indian or Alaska Native Alone	643	5.2%
Asian Alone	84	0.7%
Native Hawaiian or Other Pacific Islander Alone	4	0.0%
Two or More Race Groups	159	1.3%

Jobs by Worker Ethnicity

	2015 Count	2015 Share
Not Hispanic or Latino	12,166	97.6%
Hispanic or Latino	299	2.4%

Jobs by Worker Educational Attainment

	2015 Count	2015 Share
Less than high school	898	7.2%
High school or equivalent, no college	3,272	26.2%
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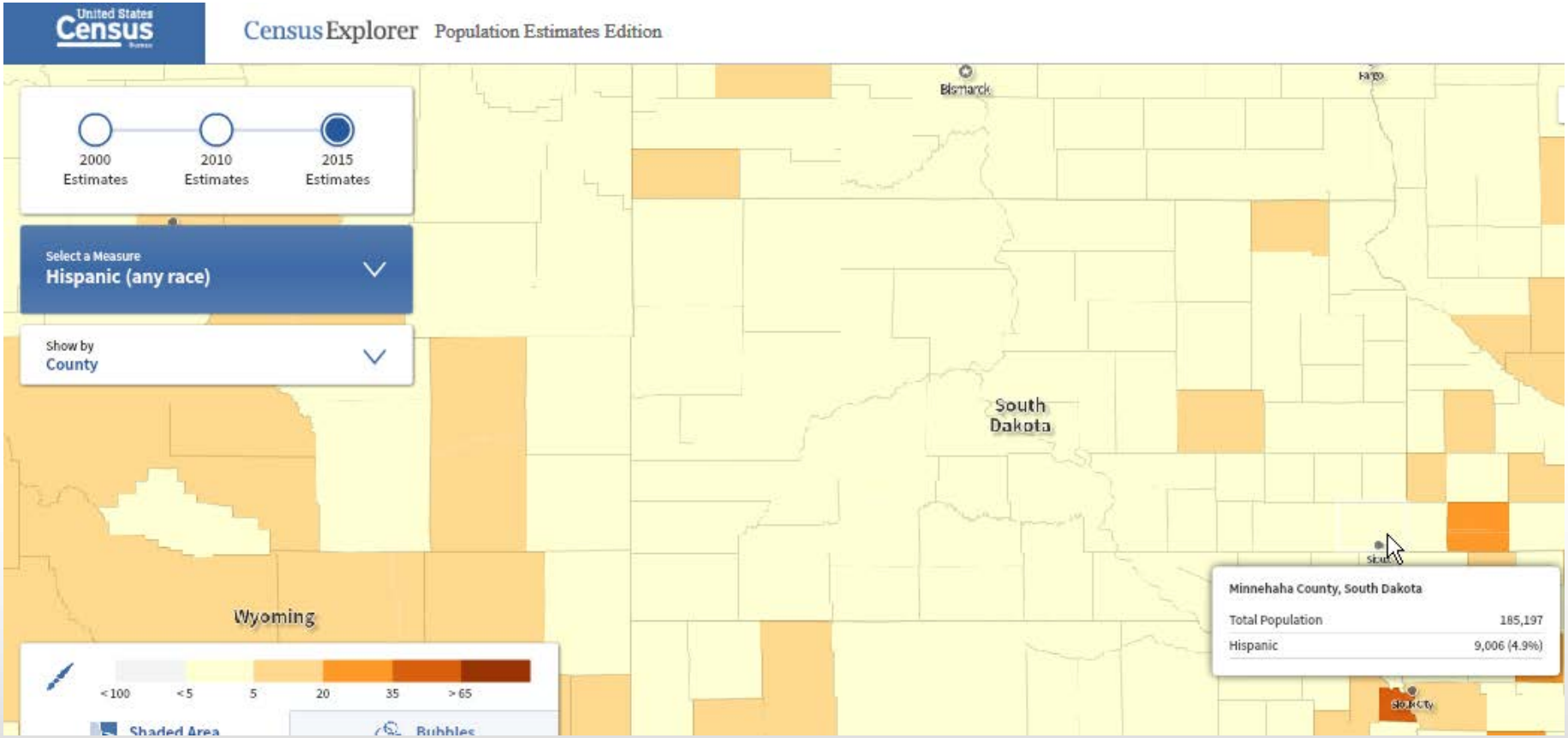
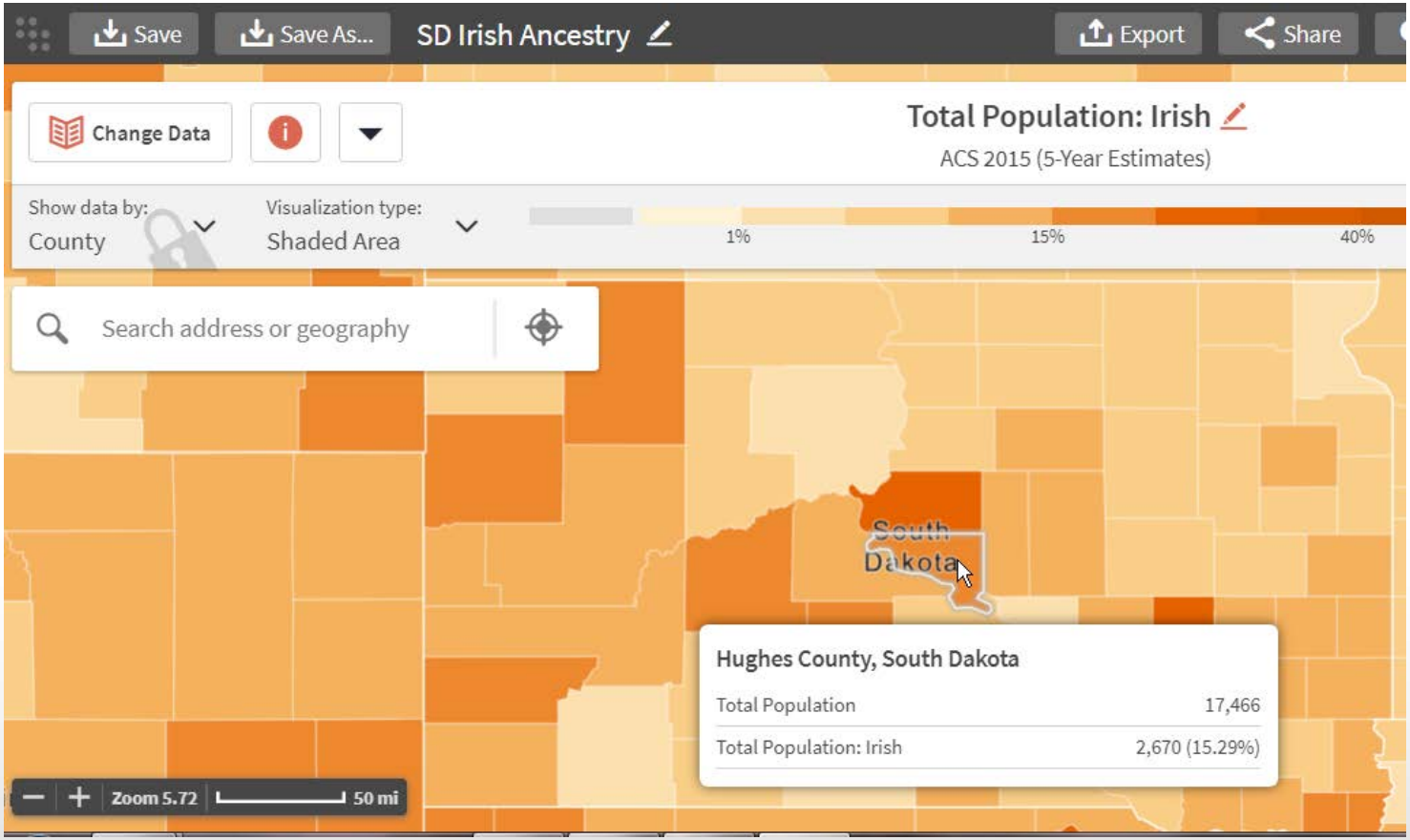
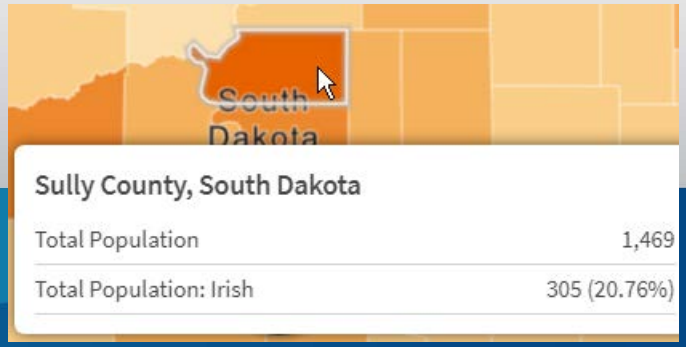
Census Explorer http://www.census.gov/censusexplorer/censusexplorer-popest.html



Social Explorer https://www.socialexplorer.com/fd0ad74161/explore

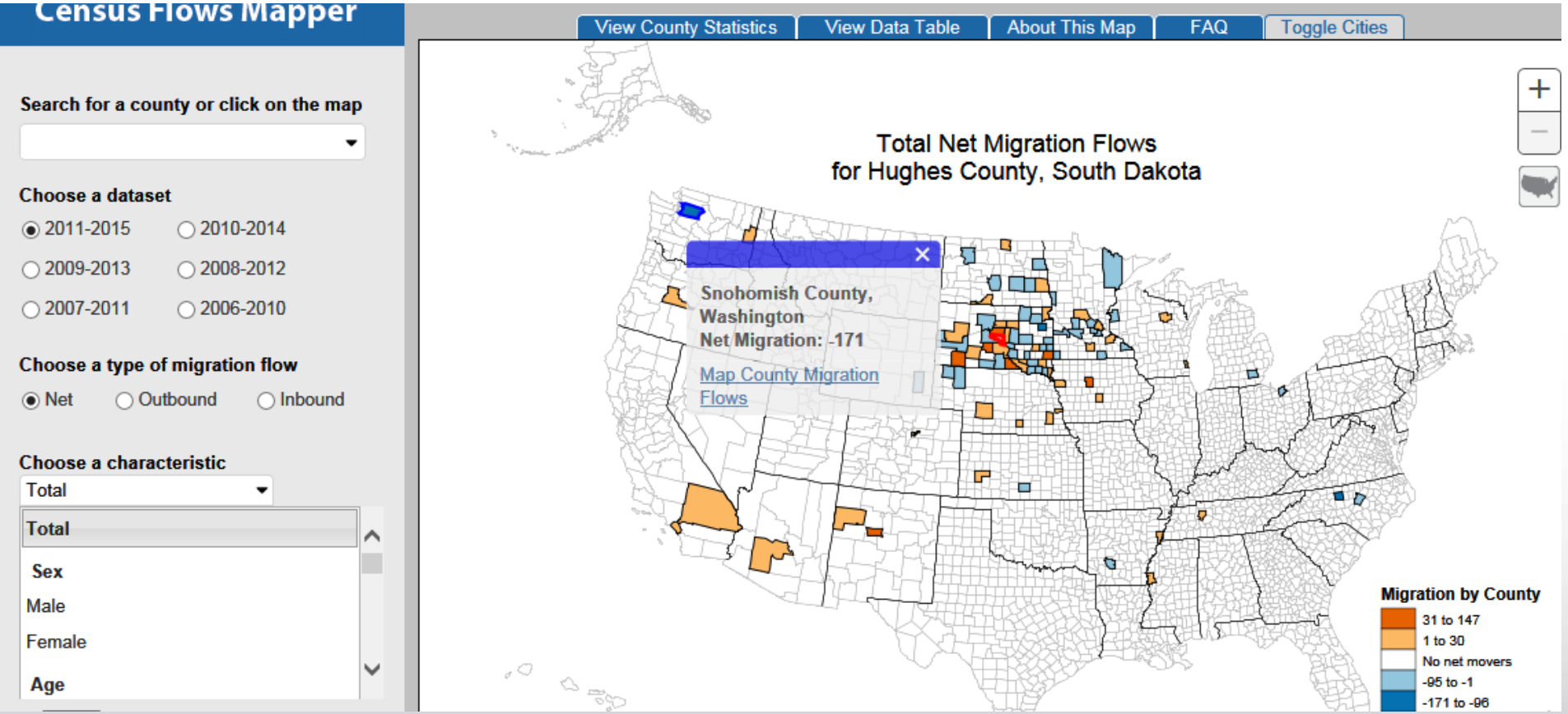
Irish Ancestry in South Dakota

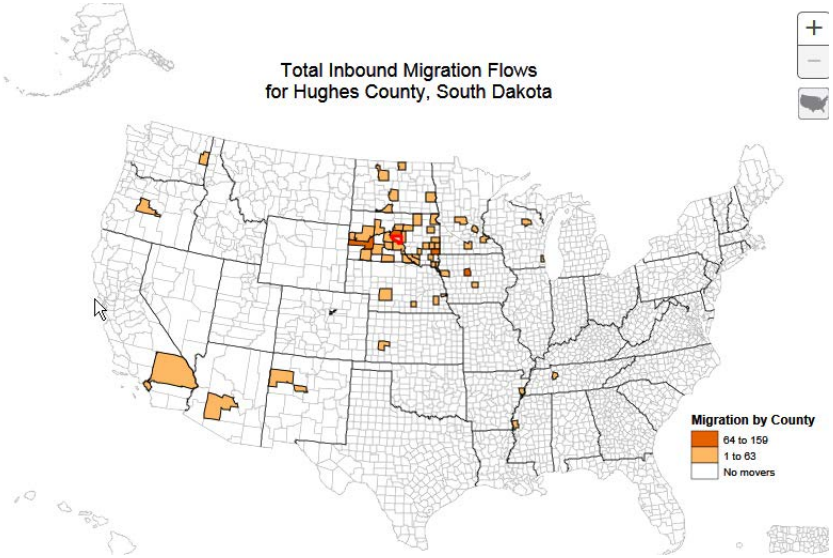




Census Flows Mapper, Population Migration , In-out-net

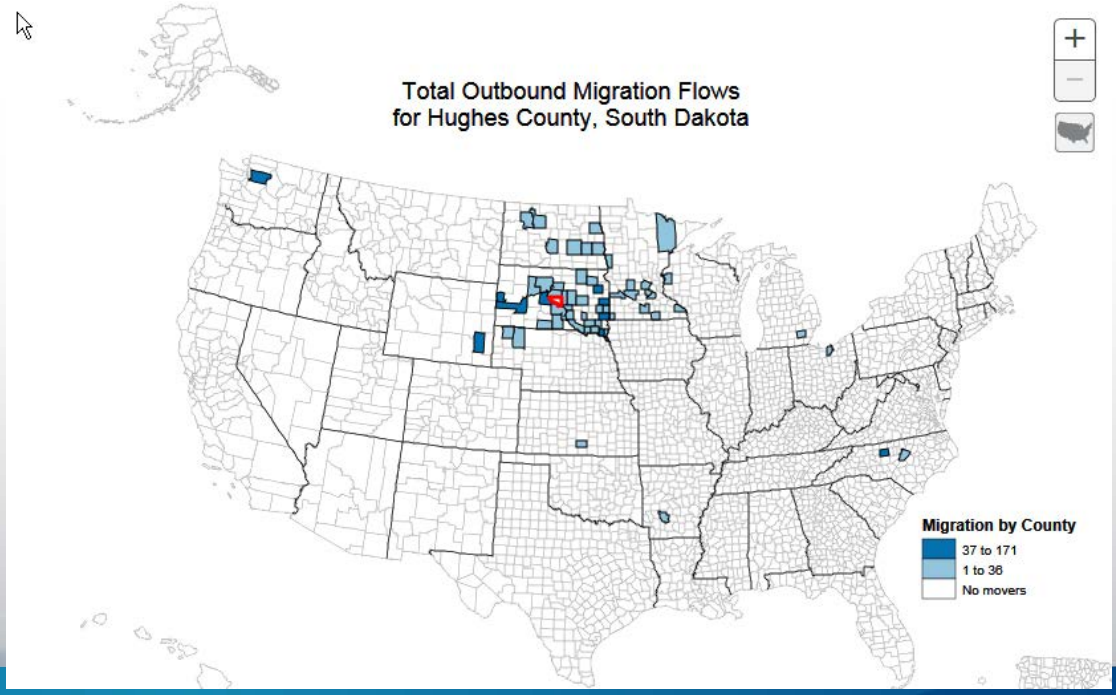
https://flowsmapper.geo.census.gov/map.html





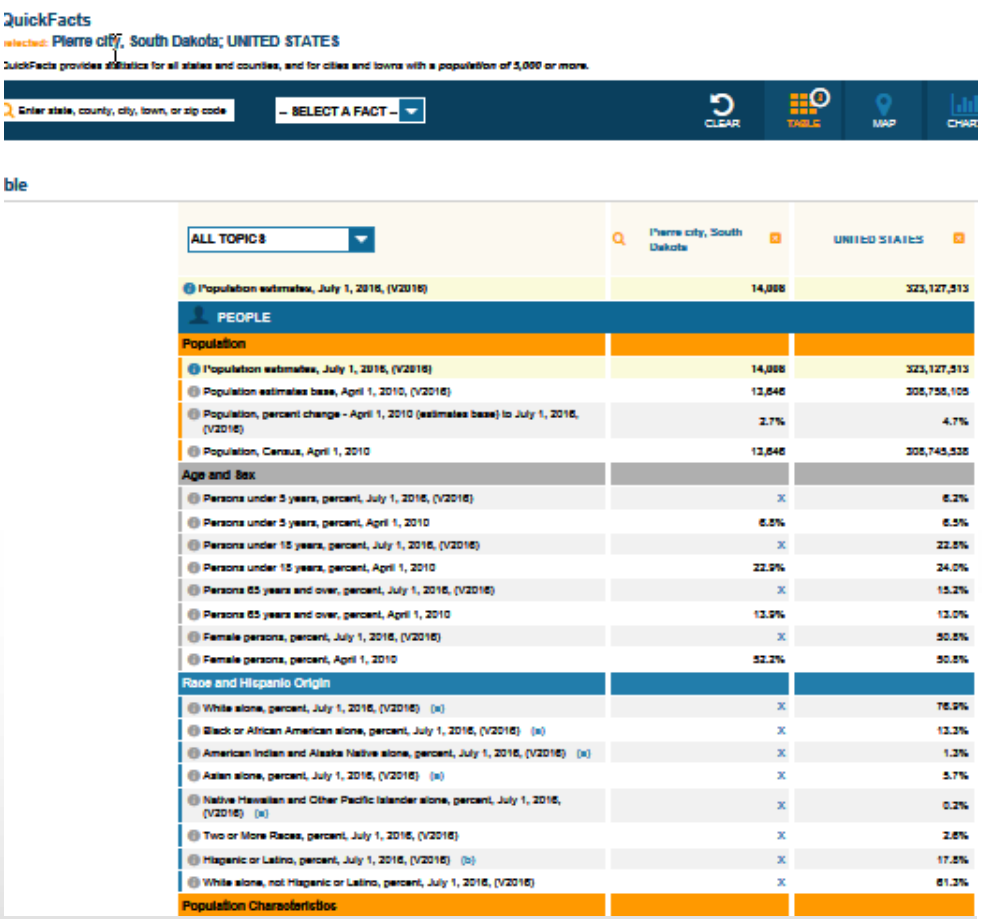
IN
Where are they coming From

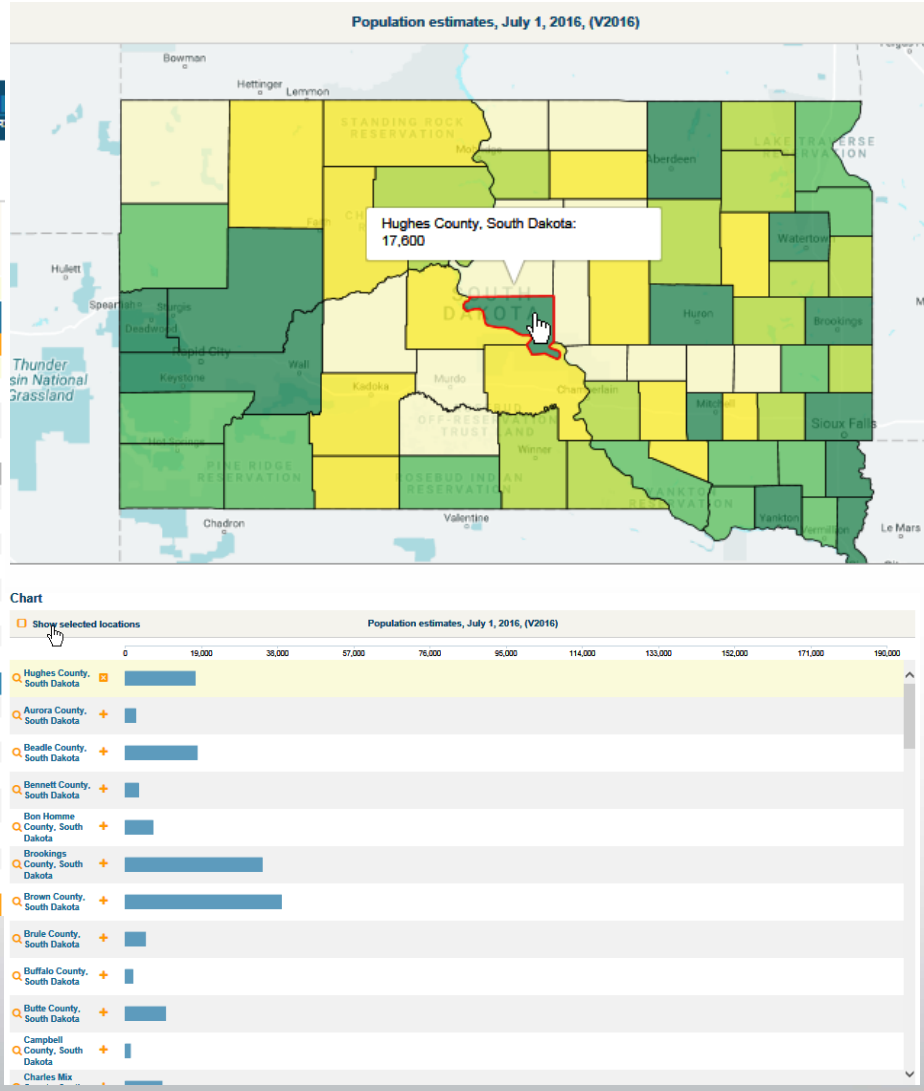
Out
Where are they Migrating to



Quick Facts https://www.census.gov/quickfacts/

For populations over 5000



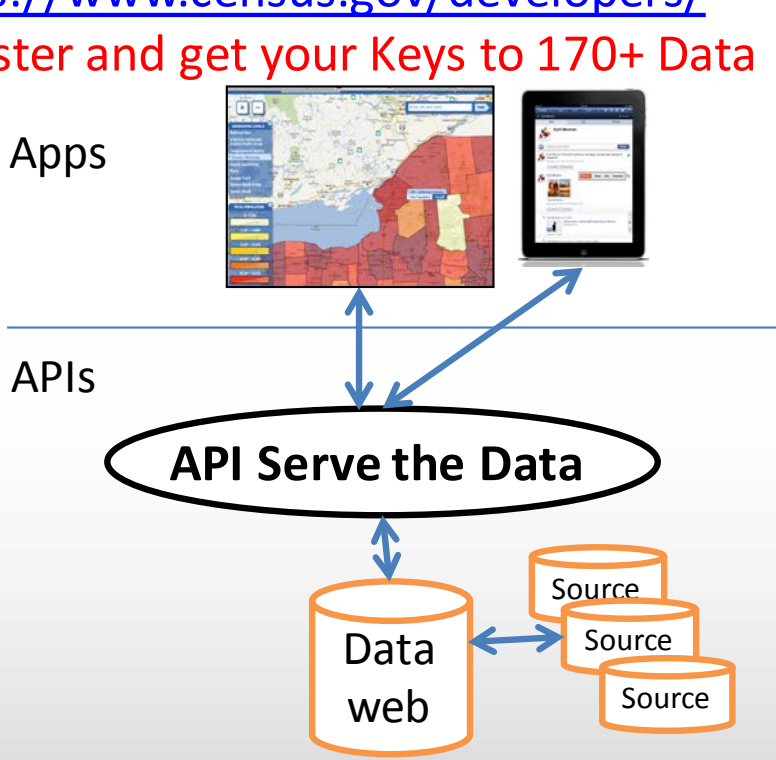


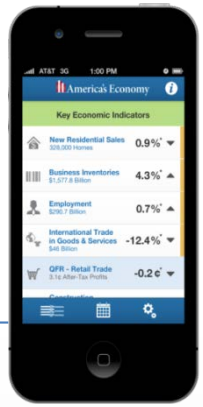
Digital Products for the 21st Century – Open Data

- APIs and Mobile Apps provide new methods of data access
- APIs become the source for new tools on census.gov

https://www.census.gov/developers/

Register and get your Keys to 170+ Data sets



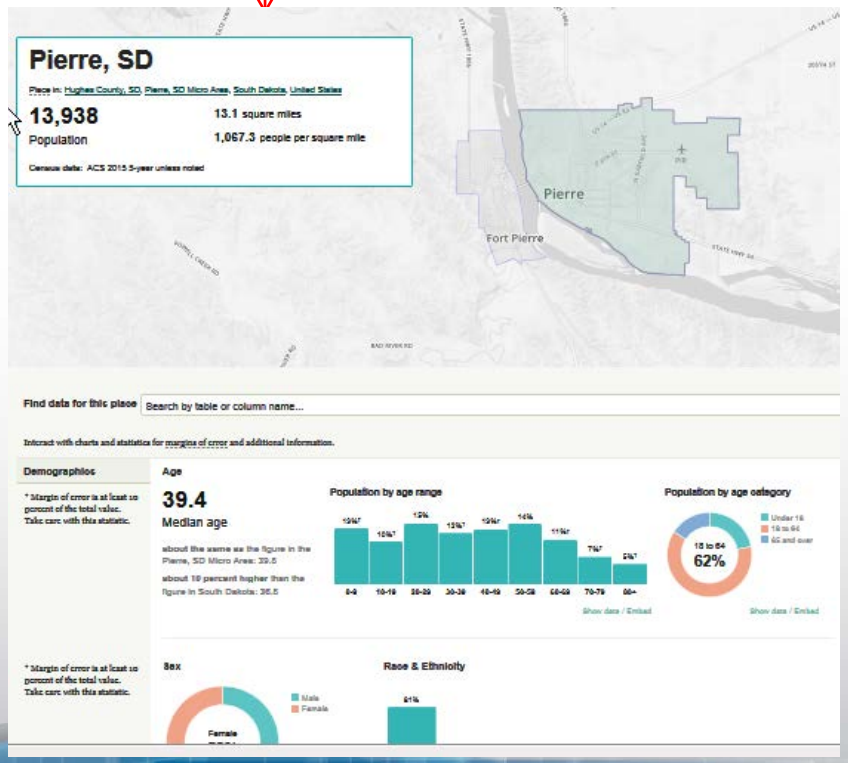


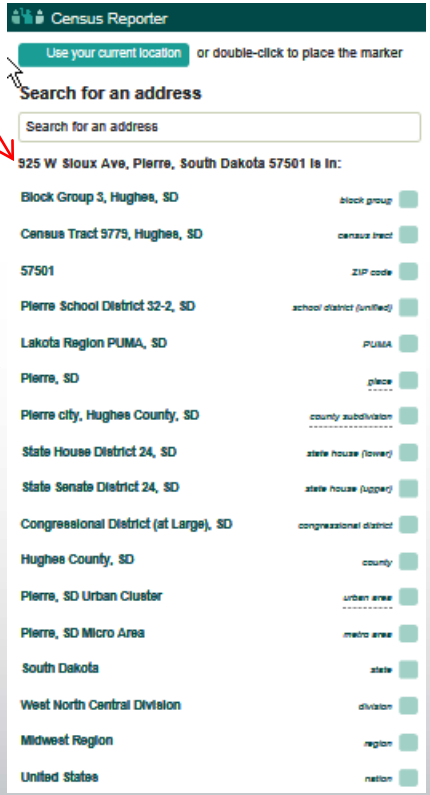
The CitySDK is a collaboration between the US Census Bureau, the Department of Commerce, HUD, USDA, and other agencies in the federal government. The goal is to support civic innovation (through the efforts like Code for America) and streamline the development of applications that use open data. https://uscensusbureau.github.io/citysdk/

Census Reporter API's at work Http://CensusReporter.org/locate

https://censusreporter.org/locate/?lat=44.372497&lng=-100.364366&address=925 W Sioux Ave, Pierre, South Dakota 57501

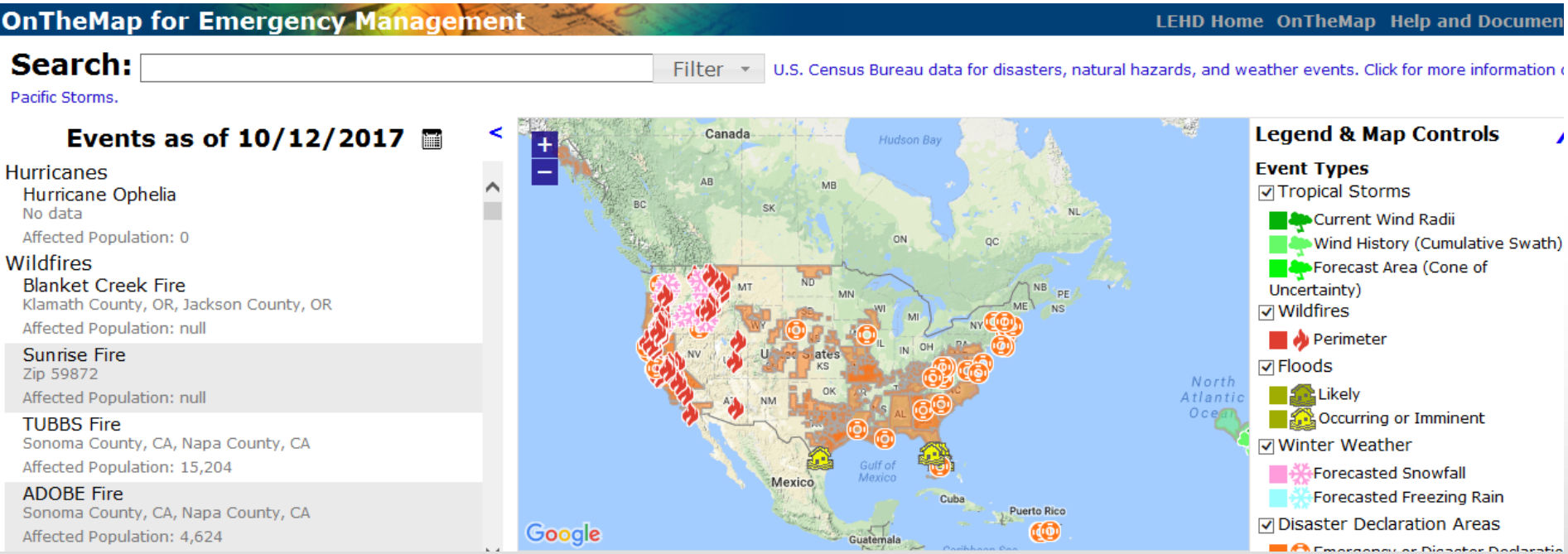
https://censusreporter.org/profiles/16000US4649600-pierre-sd/





http://onthemap.ces.census.gov/em/

OnTheMap for Emergency Management provides real-time access to a range of detailed U.S. Census Bureau data about the people living and working in areas being affected by hurricanes, floods, wildfires, winter storms, and federal disaster declaration areas.



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