

South Dakota State Data Conference  
Sioux Falls, SD June 14<sup>th</sup> and 15<sup>th</sup> 2018

**Datasets and Tools that Help Measure America**

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Economics and Statistics Administration  
U.S. CENSUS BUREAU  
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# census.gov

## 21<sup>st</sup> Century Expectation: Anywhere, Anytime Access



# 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

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



<https://www.census.gov/economic-indicators/>

U.S. Census Bureau Economic Indicators		
	<b>Monthly Wholesale Inventories</b> April 2018 Report <i>Released 10:00 AM EDT, 6/8/18</i>	\$630.2 B ↑* 0.1%
	<b>Selected Services Revenue</b> 1st Quarter 2018 Report <i>Released 10:00 AM EDT, 6/7/18</i>	\$3,746.4 B ↓ -1.2%
	<b>International Trade: Goods &amp; Services</b>	\$46.2 B □

View All

\* change not statistically significant  
□ significance not reported / applicable

# 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:

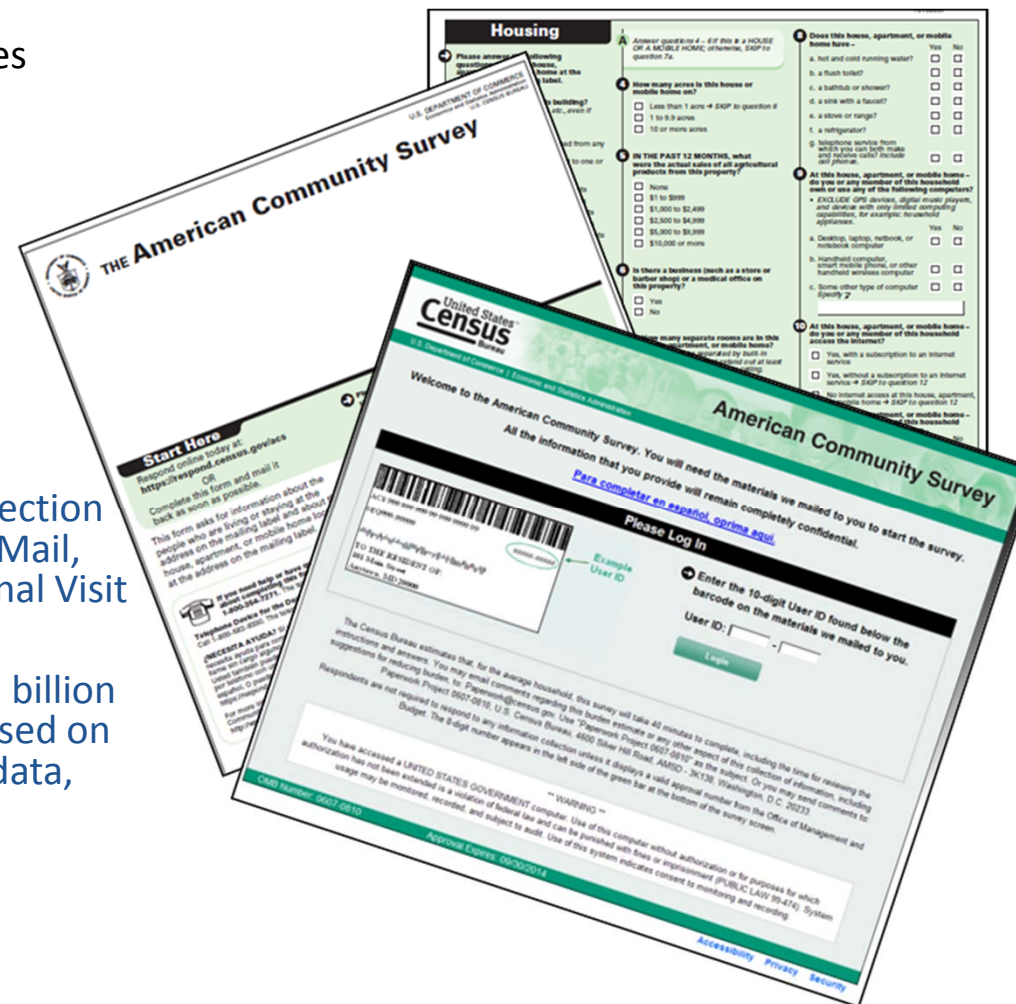
- Race, Ethnicity, Sex, Age, Household Relationship, Housing Tenure (own or rent)

Geography:

- Data is fully available at **all levels** of geography.

# The American Community Survey

- Largest U.S. survey 3.5 Million Homes Annually
- Covers 35 topics and supports over 300 known Federal Government uses
- 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
- 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

Fun Facts

Just released from the  
**2012 Economic Census**

To collect industry-specific information, the Census Bureau created over **500 unique versions** of the **Economic Census form** each tailored to an industry.



[business.census.gov](http://business.census.gov)

United States  
Census

# The Other 9 Years - Census Surveys

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



BUREAU OF  
LABOR  
STATISTICS



CENTERS FOR DISEASE  
CONTROL AND PREVENTION





[2020 Census Planning Survey](#)  
[Advance Monthly Sales for Retail and Food Services \(MARTS\)](#)  
[American Community Survey \(ACS\)](#)  
[American Housing Survey \(AHS\)](#)  
[American Time Use Survey \(ATUS\)](#)  
[Annual Capital Expenditures Survey \(ACES\)](#)  
[Annual Retail Trade Survey \(ARTS\)](#)  
[Annual Survey of Entrepreneurs \(ASE\)](#)  
[Annual Survey of Manufactures \(ASM\)](#)  
[Annual Survey of Public Employment & Payroll \(ASPEP\)](#)  
[Annual Survey of Public Pensions \(ASPP\)](#)  
[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 \(AWTS\)](#)  
[Beginning Teacher Longitudinal Study \(BTLS\)](#)  
[Boundary and Annexation Survey \(BAS\)](#)  
[Building Permits Survey \(BPS\)](#)  
[Business Dynamics Statistics \(BDS\)](#)  
[Business Expenses Supplement \(BES\)](#)  
[Business Formation Statistics \(BFS\)](#)  
[Business R&D and Innovation Survey \(BRDIS\)](#)  
[Business Research and Development Survey \(BRDS\)](#)  
[Business and Professional Classification Survey](#)  
[Census of Governments](#)  
[Census of Jails](#)  
[Census of Juveniles in Resident Placement \(CJRP\)](#)  
[Census of State and Federal Adult Correctional Facilities](#)  
[Commodity Flow Survey \(CFS\)](#)  
[Construction Progress Reporting Survey \(CPRS\)](#)  
[Consumer Expenditure Survey \(CE\)](#)  
[County Business Patterns \(CBP\)](#)  
[Current Industrial Reports](#)  
[Current Population Survey \(CPS\)](#)  
[Decennial Census of Population and Housing](#)  
[E-Commerce Statistics \(E-STATS\)](#)  
[Economic Census](#)  
[Economic Census Industry Classification Report](#)

[Economic Census of Island Areas \(IA\)](#)  
[Export Statistics](#)  
[Exports from Manufacturing Establishments](#)  
[Federal Assistance Awards Data System \(FAADS\)](#)  
[Federal Audit Clearinghouse \(FAC\)](#)  
[Foreign Trade Statistical Program](#)  
[Government Units Survey \(GUS\)](#)  
[Housing Vacancy Survey \(HVS\)](#)  
[Identity Theft Supplement](#)  
[Import Statistics](#)  
[International Programs](#)  
[International Trade Program](#)  
[Justice Assistance Data Survey](#)  
[Juvenile Residential Facility Census \(JRFC\)](#)  
[La Encuesta sobre la Comunidad Estadounidense](#)  
[La Encuesta sobre la Comunidad de Puerto Rico](#)  
[Lists and Structure of Governments](#)  
[Local Government School System Finance Survey](#)  
[Management and Organizational Practices Survey \(MOPS\)](#)  
[Manufactured Housing Survey \(MHS\)](#)  
[Manufacturers' Shipments, Inventories, and Orders Survey \(M3\)](#)  
[Manufacturers' Unfilled Orders \(M3UFO\) Survey](#)  
[Manufacturing Energy Consumption Survey \(MECS\)](#)  
[Medical Expenditure Panel Survey \(MEPS\)](#)  
[Metropolitan and Micropolitan](#)  
[Monthly Retail Trade Survey \(MRTS\)](#)  
[Monthly Wholesale Trade Survey \(MWTS\)](#)  
[National Ambulatory Medical Care Survey \(NAMCS\)](#)  
[National Census Bureau Survey](#)  
[National Crime Victimization Survey \(NCVS\)](#)  
[National Health Interview Survey \(NHIS\)](#)  
[National Hospital Ambulatory Medical Care Survey \(NHAMCS\)](#)  
[National Household Education Survey \(NHES\)](#)  
[National Juvenile Justice Directory Program](#)  
[National Prisoner Statistics \(NPS\)](#)  
[National Sample Survey of Registered Nurses \(NSSRN\)](#)  
[National Survey of Children's Health \(NSCH\)](#)  
[National Survey of College Graduates \(NSCG\)](#)

[National Survey of Fishing, Hunting, & Wildlife-Associated Recreation](#)  
[New York City Housing and Vacancy Survey \(NYCHVS\)](#)  
[Nonemployer Statistics \(NES\)](#)  
[Police-Public Contact Survey \(PPCS\)](#)  
[Population Projections](#)  
[Population and Housing Unit Estimates](#)  
[Principal Follow-up Survey \(PFS\)](#)  
[Private School Universe Survey \(PSS\)](#)  
[Puerto Rico Community Survey \(PRCS\)](#)  
[Quarterly Financial Report \(QFR\)](#)  
[Quarterly Services Survey \(QSS\)](#)  
[Quarterly Summary of State & Local Tax Revenue \(QTAX\)](#)  
[Quarterly Survey of Plant Capacity Utilization \(QPC\)](#)  
[Quarterly Survey of Public Pensions \(QSP\)](#)  
[Quarterly Workforce Indicators \(QWI\)](#)  
[Redistricting Data Program](#)  
[Rental Housing Finance Survey \(RHFS\)](#)  
[Report of Organization](#)  
[Residential Finance Survey \(RFS\)](#)  
[School Crime Supplement \(SCS\)](#)  
[School District Review Program \(SDRP\)](#)  
[School Survey on Crime and Safety \(SSOCS\)](#)  
[Schools and Staffing Survey \(SASS\)](#)  
[Service Annual Survey \(SAS\)](#)  
[Small Area Health Insurance Estimates \(SAHIE\) Program](#)  
[Small Area Income and Poverty Estimates \(SAIPE\) Program](#)  
[Special Census Program](#)  
[Statistics of U.S. Businesses \(SUSB\)](#)  
[Survey of Business Owners and Self-Employed Persons \(SBO\)](#)  
[Survey of Construction \(SOC\)](#)  
[Survey of Income and Program Participation](#)  
[Survey of Market Absorption of New Multifamily Units \(SOMA\)](#)  
[Survey of Program Dynamics \(SPD\)](#)  
[Survey on Sexual Violence \(SSV\)](#)  
[Teacher Follow-Up Survey \(TFS\)](#)  
[Telephone Point of Purchase Survey \(TPOPS\)](#)  
[Value of Construction Put in Place Survey](#)

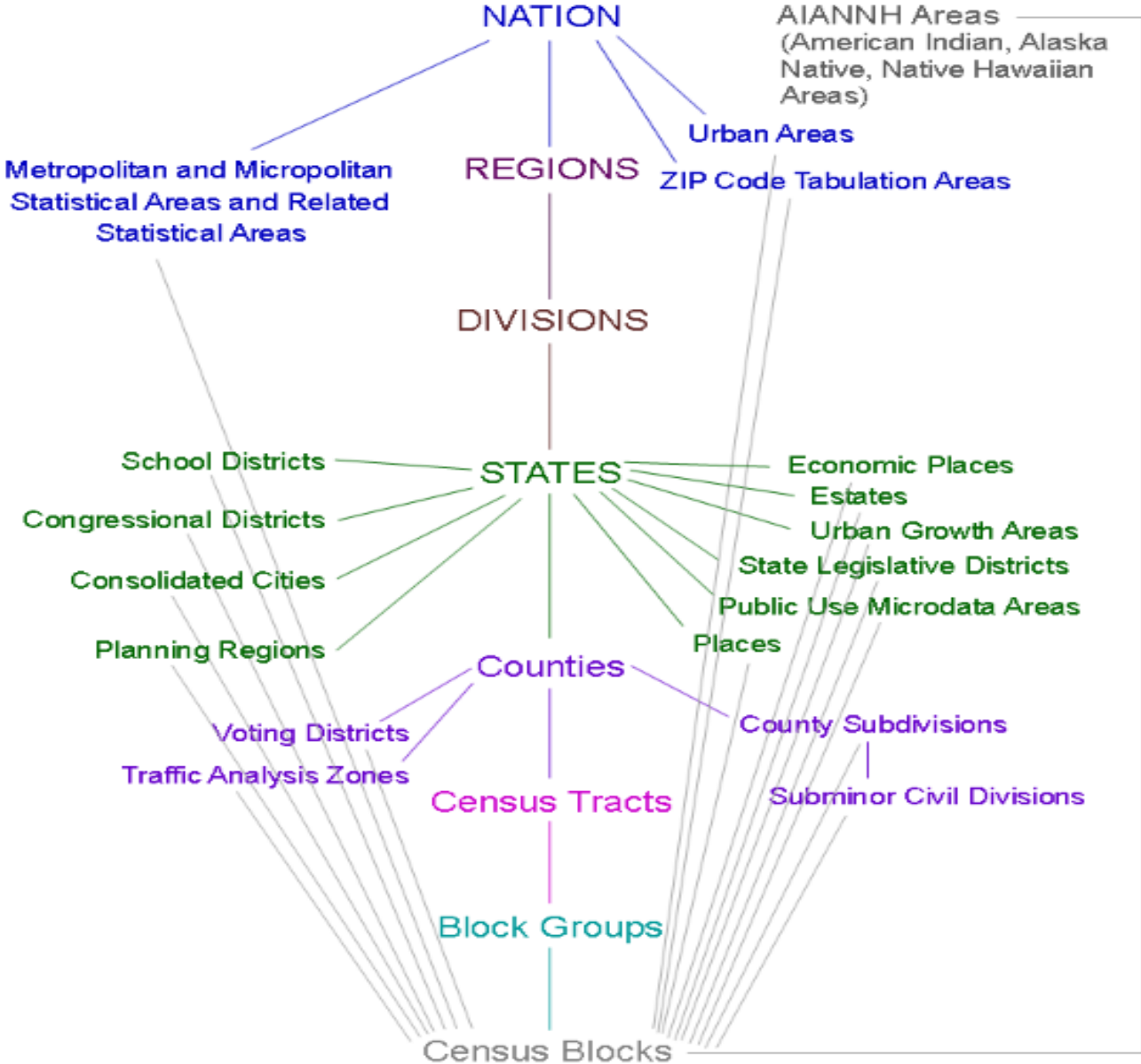


**U.S. Department of Commerce**  
**Economics and Statistics Administration**  
**U.S. CENSUS BUREAU**  
***census.gov***

**The U.S. Census Bureau conducts more than 130 surveys each year,**  
<https://www.census.gov/programs-surveys/surveys-programs.html>

### Standard Hierarchy of Census Geographic Entities

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



# American Factfinder Advanced Search

<http://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>

**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**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)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

*To search for tables and other files in American FactFinder:*

**1** Enter search terms and an optional geography and click GO

topic or table name  state, county or place (optional)  **GO** 

topics  race/ancestry  industries  occupations

-- or --

Select from **Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.**

- these are added to 'Your Selections'
- the Search Results are updated

**2** Next, select **Geographies** (states, counties, cities, towns, etc.)

- these are added to 'Your Selections'
- the Search Results are updated

**3** Select one or more Search Results and click **View**

**Your Selections**  
 'Your Selections' is empty  
[load search](#) | [save search](#)

**To search for tables and other files in American FactFinder:**

Select Geographies

**List** | **Name** | **Address** | **Map**

Enter a street address, city and state, or a street address and ZIP code. Click 'Go'. ?

Note: address search will use the latest available address data beginning with 2016 and working backwards,

street address:  city:  state:  zip:

**GO**

Geographies containing 925 E Sioux Ave, PIERRE, SD, 57501:  
 Select geographies to add to Your Selections

**Geography Results:**

Geography Name	Geography Type	Geography Code	About
Midwest Region	Region	020	
West North Central Division	Division	030	
South Dakota	State	040	
Hughes County, South Dakota	County	050	
Pierre city, Hughes County, South Dakota	County Subdivision	060	
Block 2015, Block Group 2, Census Tract 9779, Hughes County, South Dakota	Block	100	
Census Tract 9779, Hughes County, South Dakota	Census Tract	140	
Block Group 2, Census Tract 9779, Hughes County, South Dakota	Block Group within Census Tract	150	
Pierre city, South Dakota	Place within State	160	
Pierre, SD Micro Area	Metro/Micro Statistical Area	310	
Pierre city, SD; Pierre, SD Micro Area	Principal City (or part) within State within Metro/Micro Statistical Area	312	
Pierre, SD Urban Cluster (2010)	Urban Area	400	
Congressional District (at Large) (115th Congress), South Dakota	Congressional District	500	
State Senate District 24 (2016), South Dakota	State Legislative District (Upper)	610	
State House District 24 (2016), South Dakota	State Legislative District (Lower)	620	
PierreCity Voting District (22), Hughes County, South Dakota	Voting District/Remainder	700	
Lakota Region PUMA, South Dakota	Public Use Microdata Area (PUMA)	795	
ZCTA5 57501	5-Digit ZCTA	860	
ZIP 57501 (Pierre, SD)	5-Digit ZIP Code	861	
Pierre School District 32-2, South Dakota	School District (Unified)/Remainder	970	
Pierre city, South Dakota	Economic Place	E60	

**Your Selections**  
 Search using...  
 Place within State  
 Pierre city, South Dakota

[clear all selections and start a new search](#)

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

**Search using the options below:**

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

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

**Select Geographies**

**List** | **Name** | **Address** | **Map**

Enter a street address, city and state, or a street address and ZIP code. Click 'Go'. ?

Note: address search will use the latest available address data beginning with 2016 and working backwards, based on the contents of Your !

street address:  city:  state:  zip:

**GO**

Geographies containing 925 E Sioux Ave, PIERRE, SD, 57501:  
 Select geographies to add to Your Selections

Find address or place

**Select Geographies**

Select From  
 most requested geography types  
 more geography types

Select  
  
 from the map using one of the following selection tools:

- 
- 
-

Close the select Geography window and the available data is displayed



ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/> S0101	<a href="#">AGE AND SEX</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0101	<a href="#">AGE AND SEX</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0102	<a href="#">POPULATION 60 YEARS AND OVER IN THE UNITED STATES</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0102	<a href="#">POPULATION 60 YEARS AND OVER IN THE UNITED STATES</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0103	<a href="#">POPULATION 65 YEARS AND OVER IN THE UNITED STATES</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0103	<a href="#">POPULATION 65 YEARS AND OVER IN THE UNITED STATES</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0501	<a href="#">SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0501	<a href="#">SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0502	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0502	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0503	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: EUROPE</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0503	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: EUROPE</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0504	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: AFRICA, NORTHERN AMERICA, AND OCEANIA</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0504	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: AFRICA, NORTHERN AMERICA, AND OCEANIA</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0505	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: ASIA</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0505	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: ASIA</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0506	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: LATIN AMERICA</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0506	<a href="#">SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: LATIN AMERICA</a>	2015 ACS 1-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0601	<a href="#">SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES</a>	2015 ACS 5-year estimates	<a href="#">i</a>
<input type="checkbox"/> S0601	<a href="#">SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES</a>	2015 ACS 1-year estimates	<a href="#">i</a>

# Guidance for Data Users

<https://www.census.gov/programs-surveys/acs/guidance.html>

- [Subjects Included in the Survey](#)
- [Which Data Table or Tool Should I Use?](#)
  - [Data Tools Chart](#)
  - [Table IDs Explained](#)
- [When to Use 1-year, 3-year, or 5-year Estimates](#)
- [Handbooks](#)
- [Comparing ACS Data](#)
  - [ACS/Census Table Comparisons](#)
- [Statistical Testing Tool](#)
- [Training Presentations](#)

## ▼ Element 1: Table Type

Table ID Characters	Type of Table	Contains	
B	Detailed Tables	Base Table	Most detailed estimates on all topics for all geographies
C		Collapsed Table	Similar information from its corresponding Base Table (B) but at a lower level of detail because one or more lines in the Base Table have been grouped together
K20	Supplemental Table	The only source of 1-year statistics for selected geographies with populations of 20,000-64,999	
S	Subject Table	A span of information on a particular ACS subject, such as veterans, presented in the format of both estimates and percentages	
R	Ranking Table	State rankings across approximately 90 key variables	
GCT	Geographic Comparison Table	Comparisons across approximately 95 key variables for geographies other than states such as counties or congressional districts	
DP	Data Profile	Broad social, economic, housing, and demographic information in a total of four profiles	
NP	Narrative Profile	Summaries of information in the Data Profiles using nontechnical text	
CP	Comparison Profile	Comparisons of ACS estimates over time in the same layout as the Data Profiles	
S0201	Selected Population Profile	Broad ACS statistics for population subgroups by race, ethnicity, ancestry, tribal affiliation, and place of birth	

## ▼ Element 4: Race Iteration (Selected Tables Only)

For selected tables, an alphabetic suffix follows to indicate that a table is req

Code	Race or Ethnic Group
A	White Alone
B	Black or African American Alone
C	American Indian and Alaska Native Alone
D	Asian Alone
E	Native Hawaiian and Other Pacific Islander Alone
F	Some Other Race Alone
G	Two or More Races
H	White Alone, Not Hispanic or Latino
I	Hispanic or Latino

## ▼ Element 2: Subject (B, C, K20, S, R, and GCT Tables Only)

The next 2 characters identify the subject of the table. Profiles (DP, NP, CP, and S0201) cover multiple topics, so they do not have any characters to indicate a subject.

Subject Number	Subject Name	Subject Number	Subject Name
01	Age; Sex	16	Language Spoken at Home
02	Race	17	Poverty Status
03	Hispanic or Latino Origin	18	Disability Status
04	Ancestry	19	Income
05	Citizenship Status; Year of Entry; Foreign Born Place of Birth	20	Earnings
06	Place of Birth	21	Veteran Status; Period of Military Service
07	Migration/Residence 1 Year Ago	22	Food Stamps/Supplemental Nutrition Assistance Program (SNAP)
08	Commuting (Journey to Work); Place of Work	23	Employment Status; Work Status Last Year
09	Relationship to Householder	24	Industry, Occupation, and Class of Worker
10	Grandparents and Grandchildren Characteristics	25	Housing Characteristics
11	Household Type; Family Type; Subfamilies	26	Group Quarters
12	Marital Status; Marital History	27	Health Insurance Coverage
13	Fertility	28	Computer and Internet Use
14	School Enrollment	98	Quality Measures
15	Educational Attainment; Undergraduate Field of Degree	99	Allocation Table for Any Subject

# Select Total Population. All available tables with total population are listed

**Your Selections**

Search using...  
 People:Basic County Estimate:  
 Population Total  
 County  
 Douglas County, Nebraska

clear all selections and start a new search  
 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)

**Industry Codes**  
 (NAICS industry, ...)

**EEO Occupation Codes**  
 (executives, analysts, ...)

**Search Results: 1-25 of 279 tables and other products match 'Your Selections'**

Refine your search results: topic or table name state, county or place (optional) GO ?

topics race/ancestry industries occupations

1 Selected: View Download Compare Clear All Reset Sort ?

★ - Suggested search results for **Population Total**

Show results from: All available years

ID	Table, File or Document Title	Dataset	About
<input checked="" type="checkbox"/>	PEPANNRES ★ Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	DP05 ★ ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2015 ACS 5-year estimates	?
<input type="checkbox"/>	DP-1 ★ Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	?
<input type="checkbox"/>	PEPAGESEX Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties, and Puerto Rico Commonwealth and Municípios: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	PEPALL5N Annual Estimates of the Resident Population by Sex, Single Year of Age, Race Alone or in Combination, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	PEPALL6N Annual Estimates of the Resident Population by Sex, Single Year of Age, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	PEPASR5H Annual Estimates of the Resident Population by Sex, Age, Race Alone or in Combination, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	PEPASR6H Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	PEPSR6H Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties: April 1, 2010 to July 1, 2016	2016 Population Estimates	?
<input type="checkbox"/>	B00001 UNWEIGHTED SAMPLE COUNT OF THE POPULATION	2015 ACS 5-year estimates	?
<input type="checkbox"/>	B00001 UNWEIGHTED SAMPLE COUNT OF THE POPULATION	2015 ACS 1-year estimates	?
<input type="checkbox"/>	B01003 TOTAL POPULATION	2015 ACS 5-year estimates	?

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

Table View

Actions: Modify Table Add/Remove Geographies Bookmark/Save Print Download Create a Map

Not all rows may be displayed below. Click Back to Search to select other geographies using the search options on the left.  
 The table contains a total of 45,093 data rows.

Geography	April 1, 2010		Population Estimate (as of July 1)						
	Census	Estimates Base	2010	2011	2012	2013	2014	2015	2016
Douglas County, Nebraska	517,110	517,116	518,675	524,557	531,307	537,483	543,312	549,168	554,995

Versions of this table are available for the following years:  
 2016  
 2015  
 2014  
 2013  
 2012  
 2011

## Modify a table and Transpose Columns

Table View

Actions: Hide Table Tools Add/Remove Geographies Bookmark/Save Print Download Create a Map

Table Tools: Reset Table Show Hidden Rows/Columns Transpose Rows/Columns  
 Click 'Back to Search' to select other tables or geographies

Legend: show/hide rows and columns collapse/expand data categories rearrange columns rearrange rows sort ascending/descending filter rows

Not all rows may be displayed below. Click Back to Search to select other geographies using the search options on the left.  
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Geography	April 1, 2010		Population Estimate (as of July 1)						
	Census	Estimates Base	2010	2011	2012	2013	2014	2015	2016
Douglas County, Nebraska	517,110	517,116	518,675	524,557	531,307	537,483	543,312	549,168	554,995

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 2012  
 2011

Table View

Actions: Hide Table Tools Add/Remove Geographies Bookmark/Save Print Download

Table Tools: Reset Table Show Hidden Rows/Columns Transpose Rows/Columns  
 Click 'Back to Search' to select other tables or geographies

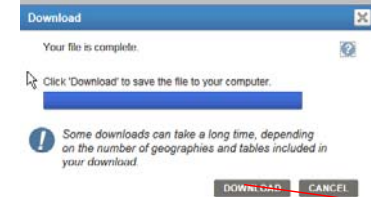
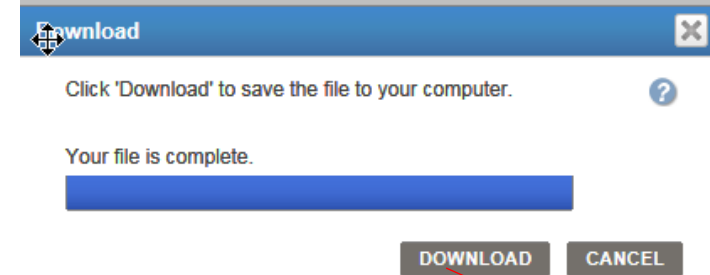
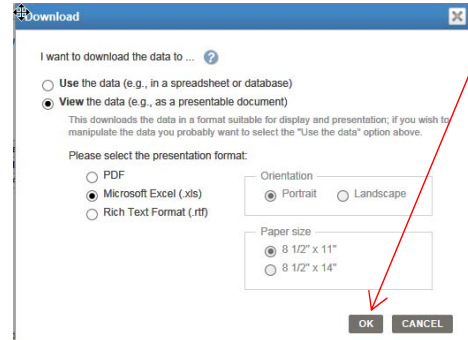
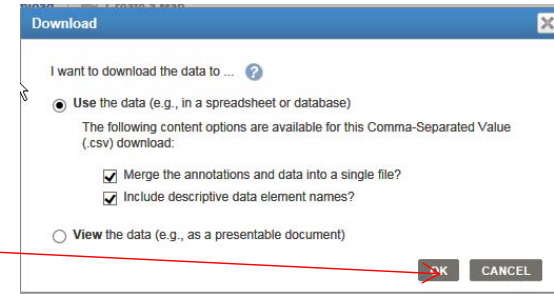
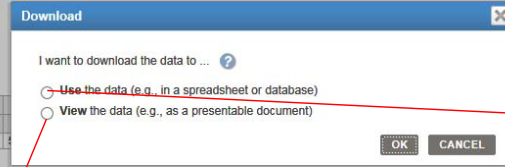
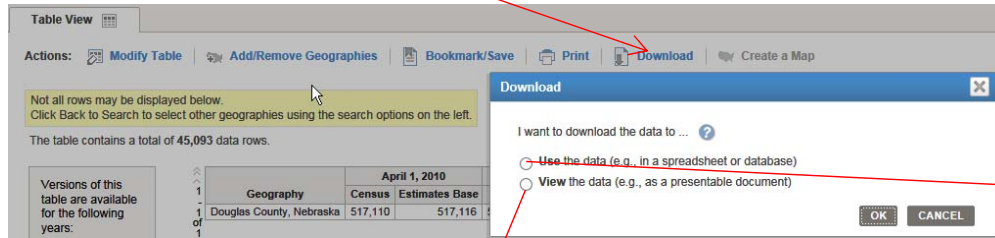
Legend: show/hide rows and columns collapse/expand data categories rearrange columns rearrange rows sort ascending/descending filter rows

Note: This is a modified view of the original table.  
 Not all columns may be displayed below. Click Back to Search to select other geographies using the search options on the left.  
 The table contains a total of 45,093 data columns.

Geography	April 1, 2010		Population Estimate (as of July 1)						
	Census	Estimates Base	2010	2011	2012	2013	2014	2015	2016
Douglas County, Nebraska	517,110	517,116	518,675	524,557	531,307	537,483	543,312	549,168	554,995

Versions of this table are available for the following years:  
 2016  
 2015  
 2014  
 2013  
 2012  
 2011

# Download Data



Output file is a PDF or \*.XLS

Output file is a Zip file with \*.CVS files

(If File dialog does not appear Check Popup blocker and turn off)

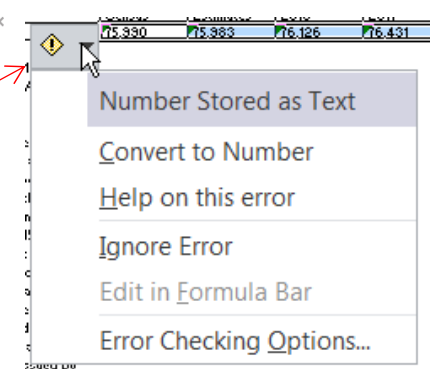


PEPANNRES: Annual Estimates of the 2016 Population Estimates

Geography	April 1, 2010		Population Estimate (as of July 1)						
	Census	Estimates	2010	2011	2012	2013	2014	2015	2016
Douglas County, Nebraska	517,110	517,116	518,675	524,557	531,307	537,483	543,312	549,168	554,995

Notes:  
The estimates are based on the 2010 Census and reflect changes to the April

Notice the Yellow Triangle And green triangles in each Cell upper left corner.



Select all cells with green arrows, Hover over yellow triangle, Select Down arrow, Select "Convert to number" Now the cells are filterable



# 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

1. What type of business do you want to research?  
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

2. Where are you considering locating the business?  
Select the location you want to research either clicking on the My Location button or by searching for it

My Location  
or  
State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location and surrounding locations you are researching OR...

Go to Map

... Click "Create Report" to go straight to the report for your type of businesses and location

Create Report

or Search for your type of business  
Industry Title, Keyword, or NAICS Code

1. What type of business do you want to research?  
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

Clear Selections

Auto Repair  
Barber Shops  
Beauty Salons  
Daycare  
Landscaping  
Nail Salons  
Photographers  
Taxi Services  
Travel Agencies

or Search for your type of business  
Industry Title, Keyword, or NAICS Code

Determine the Best Location for Your Business

1. What type of business do you want to research?  
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

You selected: Personal Services > [Auto repair](#)  
Number of Establishments (U.S.): 158,038  
Clear Selections

2. Where are you considering locating the business?  
Select the location you want to research either clicking on the My Location button or by searching for it

My Location  
or  
Hughes County, South Dakota

Go to Map

... Click "Create Report" to go straight to the report for your type of businesses and location

Create Report

or Search for your type of business  
Industry Title, Keyword, or NAICS Code


# Create a Report



LOCAL BUSINESS PROFILE

Auto repair - Hughes County, South Dakota

Display MOEs

 Configure Contents

CONTENT

- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: About Data

## 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 **Auto repair** 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**

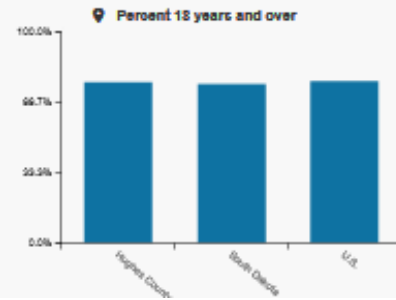
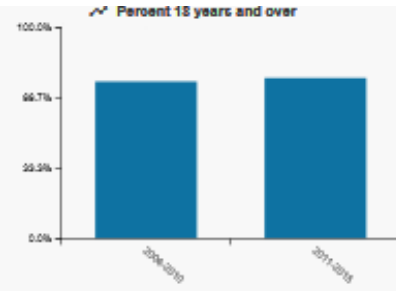
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Hughes County, South Dakota**.

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

# My Potential Customers

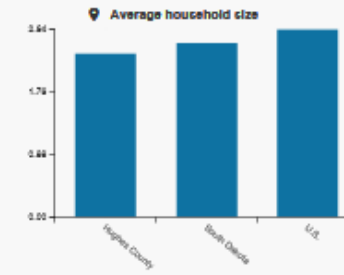
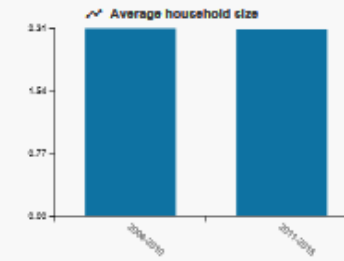
## Demographic Characteristics (2015)

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	73.5%	↗	📍
Percent 65 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)

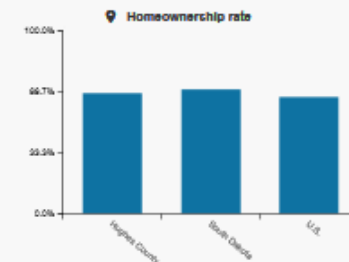
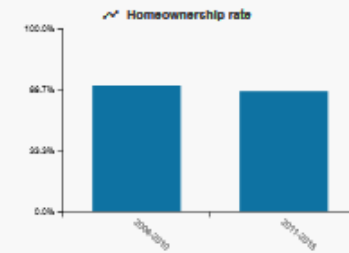
Name	Estimate		
Percent Bachelor's degree or higher	32.9%	↗	📍
Median household income	\$69,177	↗	📍
Percent in poverty	10.2%	↗	📍
Percent high school degree or higher	90.5%	↗	📍
Percent population 16 years and over in labor force	71.8%	↗	📍
Percent employed	69.5%	↗	📍
Percent disabled	9.8%	↗	📍
Percent with 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%	↗	📍



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

## Housing Characteristics (2015)

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:

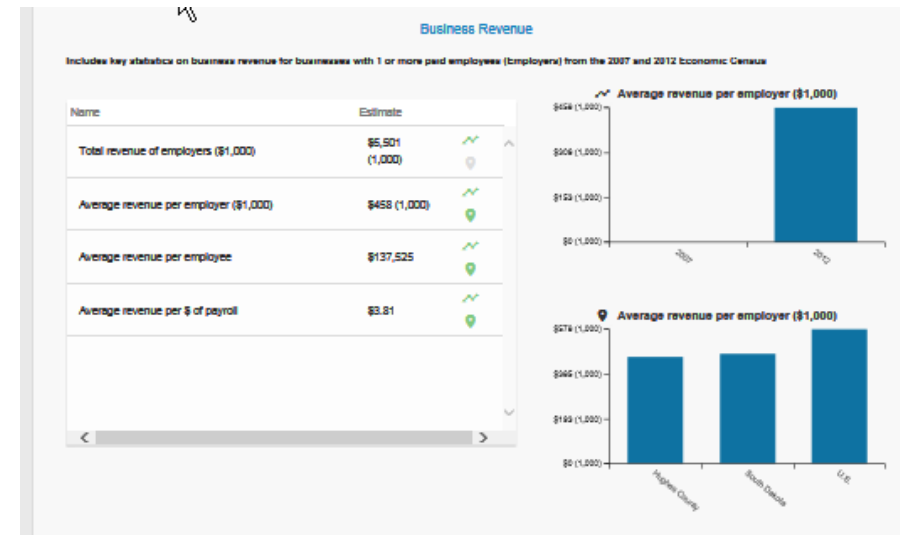
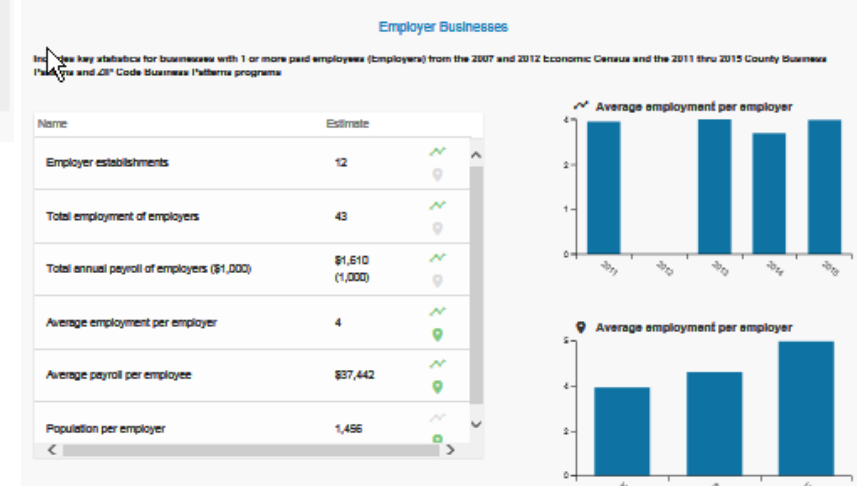
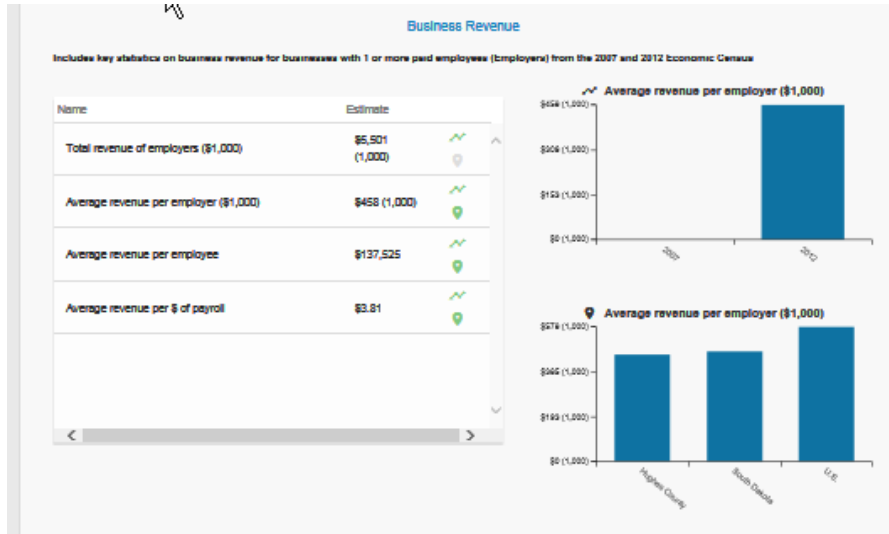
**8111**

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



## Consumer Spending

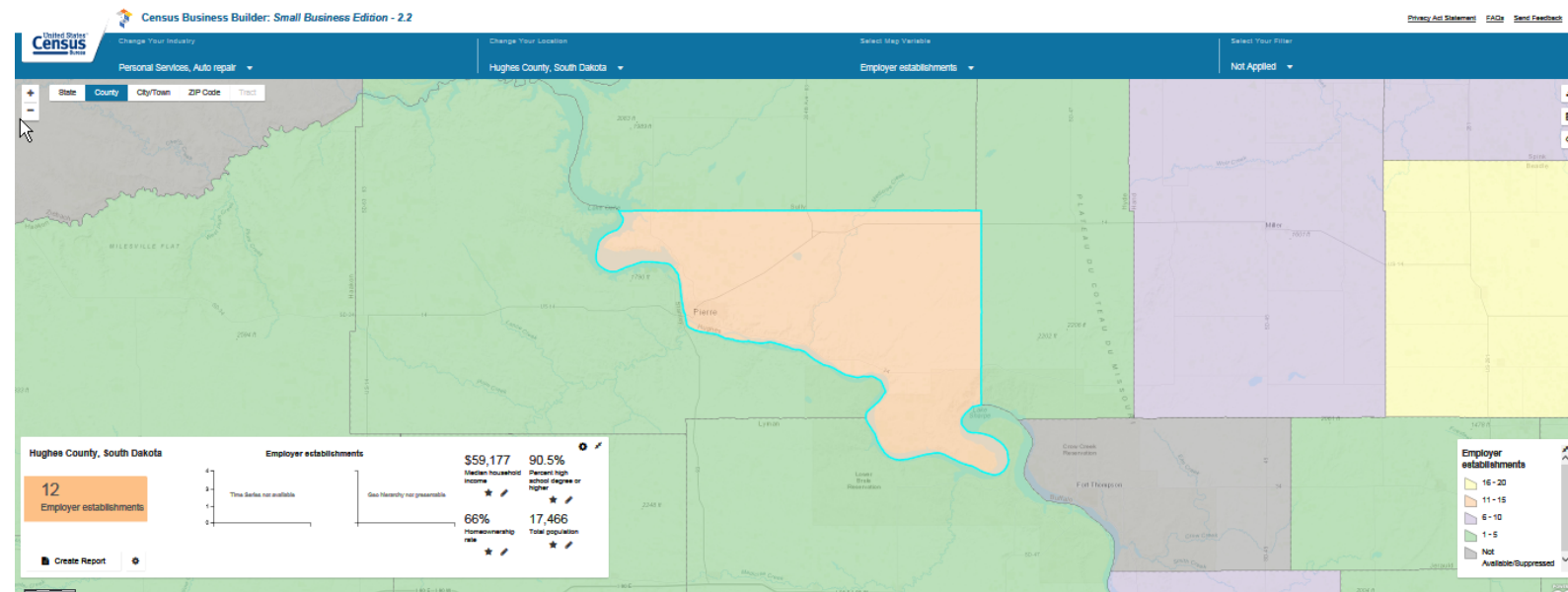
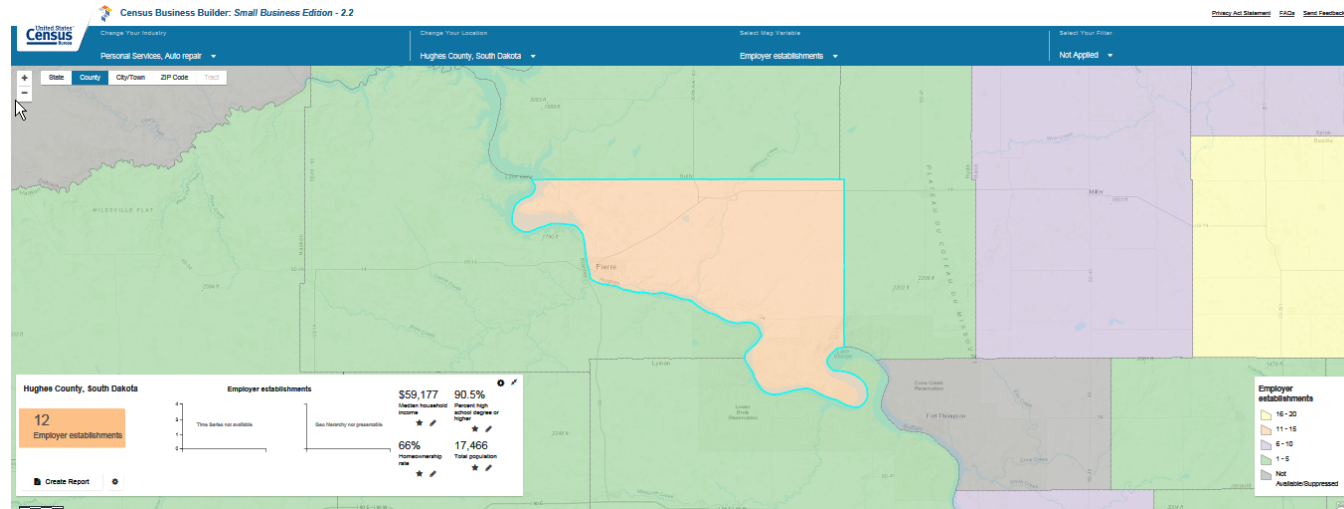
Includes information on per capita consumer expenditures from the 2015 American Community Survey 5-year estimate and Ear

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 Footwear	\$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: [Earl \(2016\)](#)

## Go To Map

Analyze a characteristic visually on the map





<https://cbb.census.gov/rae/#>  
Regional Analyst Edition

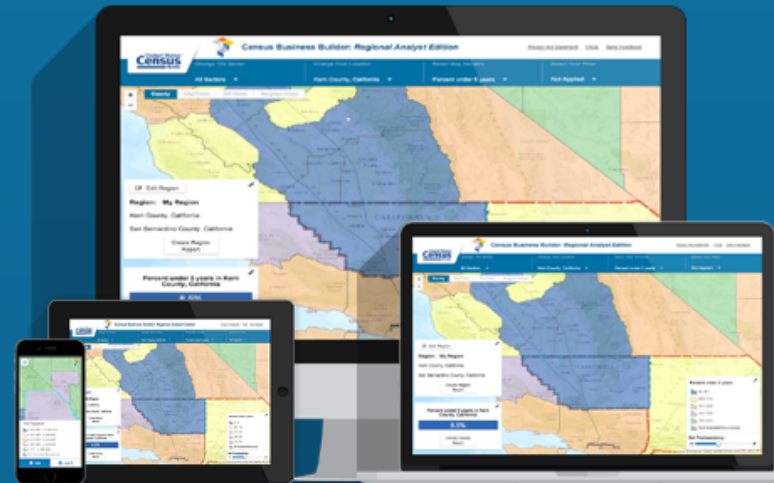
## Define your region

1. What is the primary county or city/town in your region?

Select the primary county or city/town in your region by either clicking on the My Location button or by searching for it

My Location

or



State County City/Town ZIP Code Tract

Region: Hughes Connected Counties

- Lyman County, South Dakota
- Stanley County, South Dakota
- Sully County, South Dakota
- Hughes County, South Dakota

Create Region Report Edit Region

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.

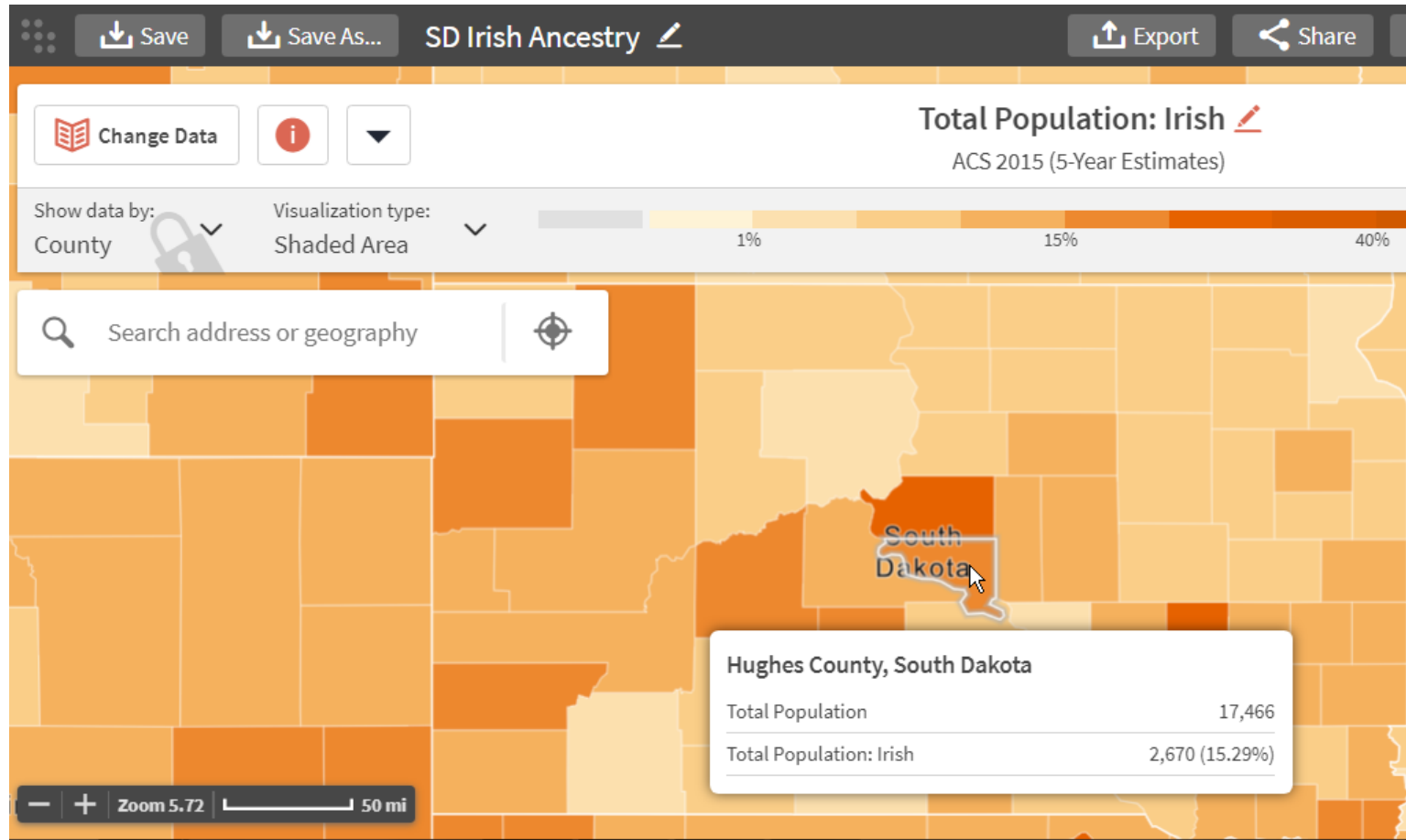
**Businesses Like Mine**

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**

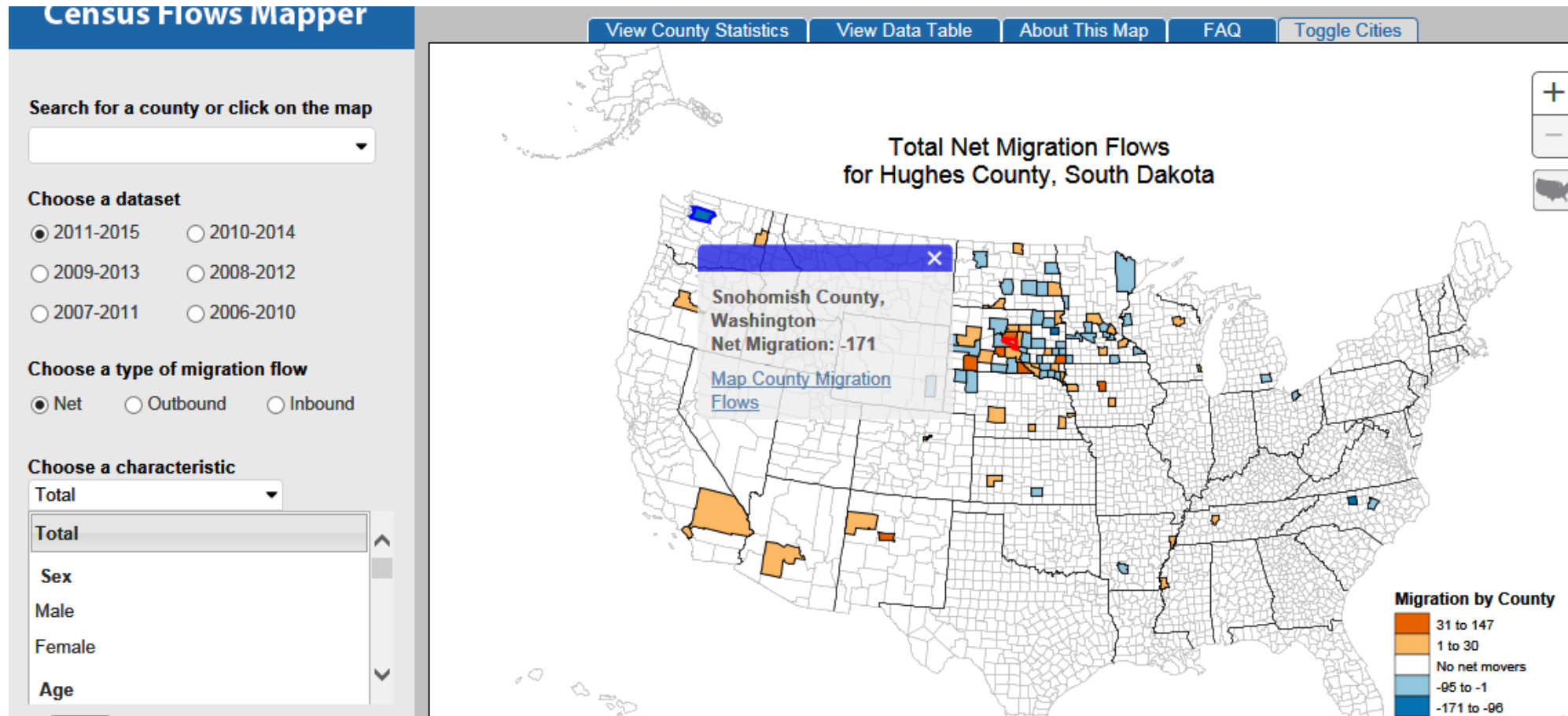
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Hughes County, South Dakota.

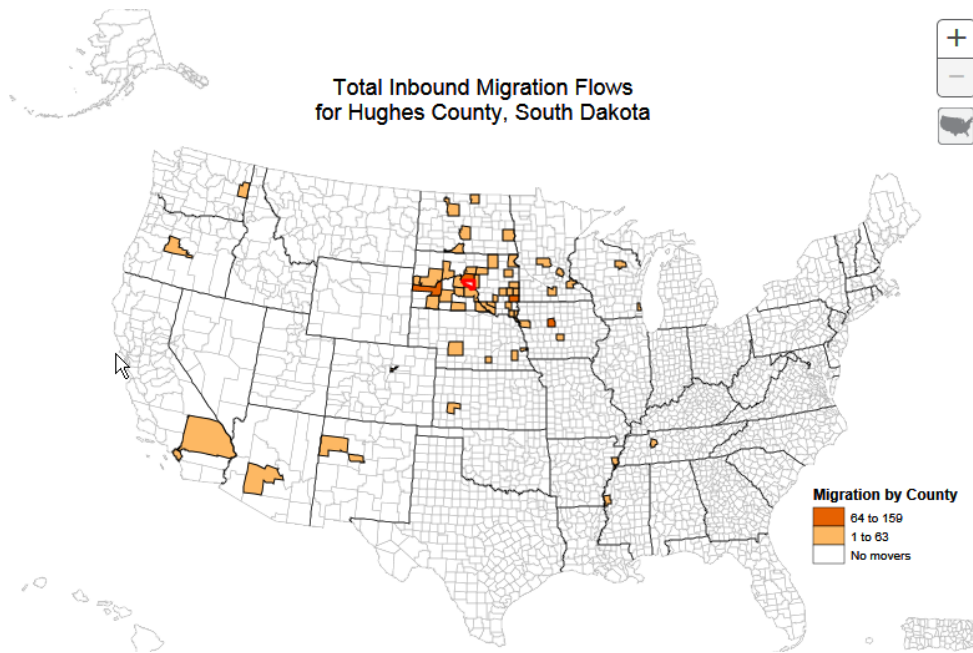
### Irish Ancestry in South Dakota



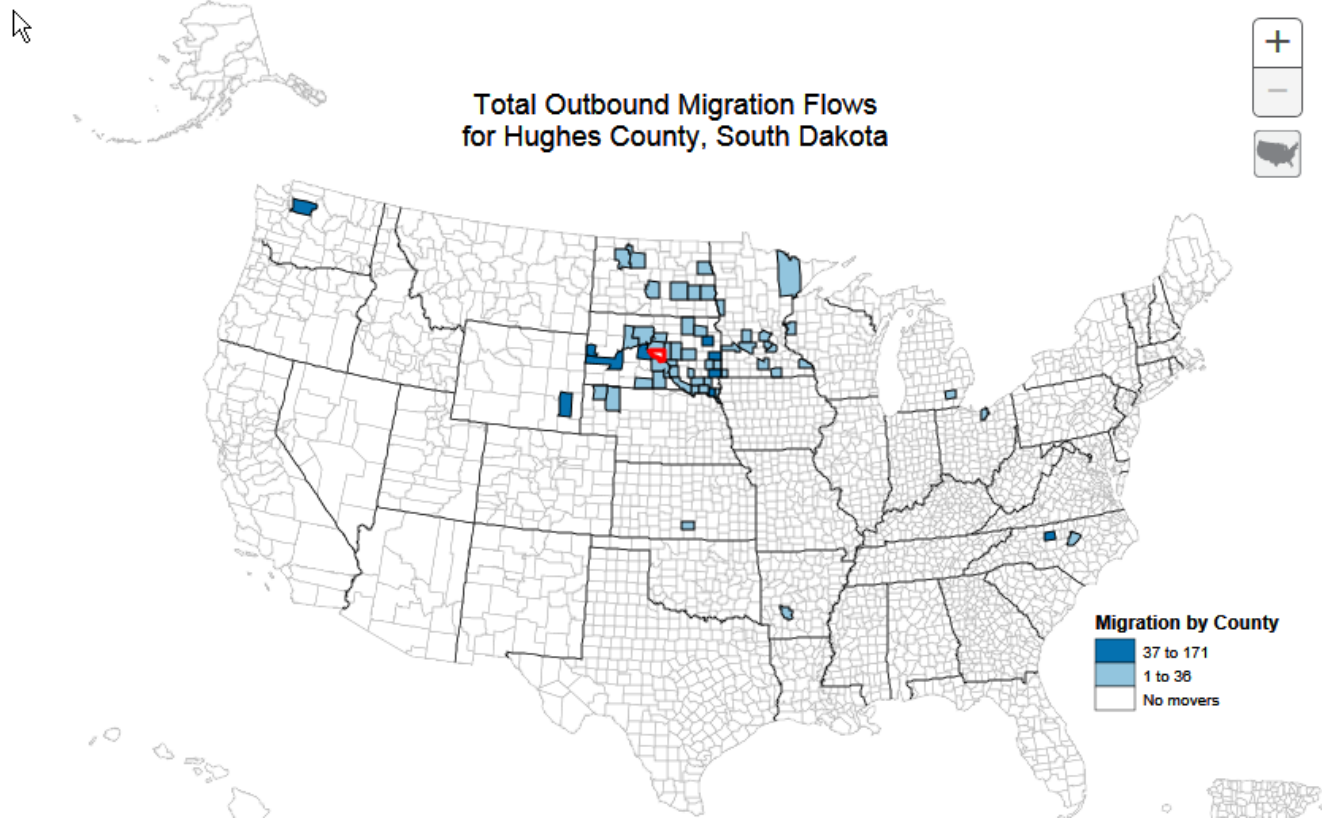
# Census Flows Mapper, Population Migration , In-out-net

<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

**QuickFacts**  
Selected: Pierre city, South Dakota; UNITED STATES  
QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Enter state, county, city, town, or zip code  - SELECT A FACT -

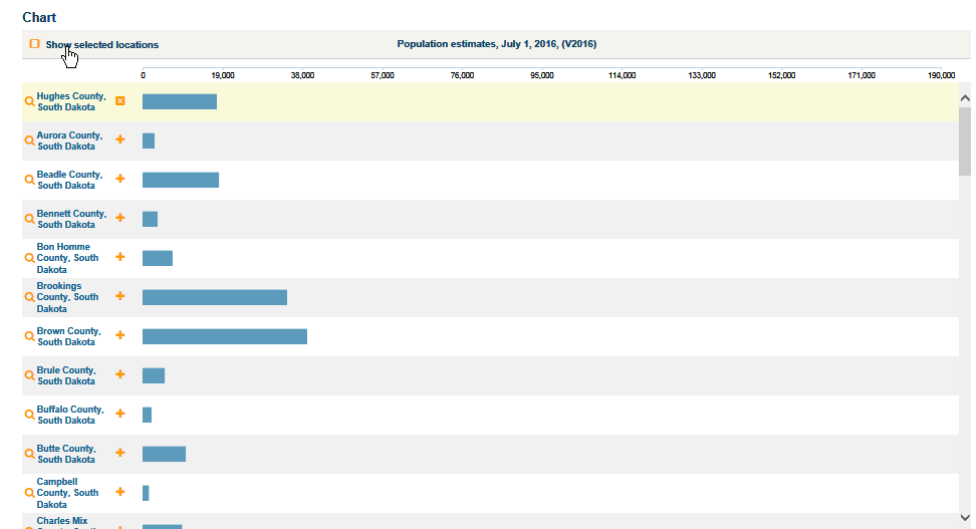
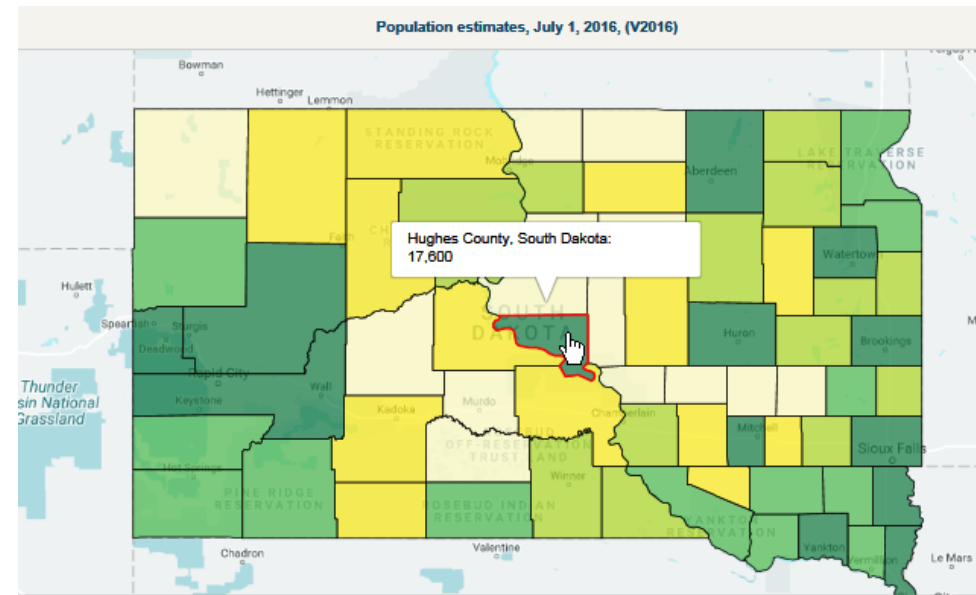
CLEAR TABLE MAP CHAR

ble

ALL TOPICS

Pierre city, South Dakota UNITED STATES

Population estimates, July 1, 2016, (V2016)	14,068	323,127,513
<b>PEOPLE</b>		
<b>Population</b>		
Population estimates, July 1, 2016, (V2016)	14,068	323,127,513
Population estimates base, April 1, 2010, (V2016)	13,646	308,745,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	2.7%	4.7%
Population, Census, April 1, 2010	13,646	308,745,535
<b>Age and Sex</b>		
Persons under 5 years, percent, July 1, 2016, (V2016)	X	6.2%
Persons under 5 years, percent, April 1, 2010	6.5%	6.5%
Persons under 15 years, percent, July 1, 2016, (V2016)	X	22.8%
Persons under 15 years, percent, April 1, 2010	22.9%	24.0%
Persons 65 years and over, percent, July 1, 2016, (V2016)	X	15.2%
Persons 65 years and over, percent, April 1, 2010	13.9%	13.0%
Female persons, percent, July 1, 2016, (V2016)	X	50.5%
Female persons, percent, April 1, 2010	52.2%	50.5%
<b>Race and Hispanic Origin</b>		
White alone, percent, July 1, 2016, (V2016) (a)	X	76.9%
Black or African American alone, percent, July 1, 2016, (V2016) (a)	X	13.3%
American Indian and Alaska Native alone, percent, July 1, 2016, (V2016) (a)	X	1.3%
Asian alone, percent, July 1, 2016, (V2016) (a)	X	5.7%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2016, (V2016) (a)	X	0.2%
Two or More Races, percent, July 1, 2016, (V2016)	X	2.6%
Hispanic or Latino, percent, July 1, 2016, (V2016) (b)	X	17.5%
White alone, not Hispanic or Latino, percent, July 1, 2016, (V2016)	X	61.3%
<b>Population Characteristics</b>		



# Digital Products for the 21<sup>st</sup> Century – Open Data

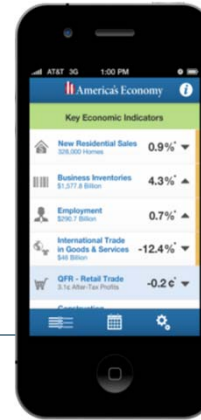
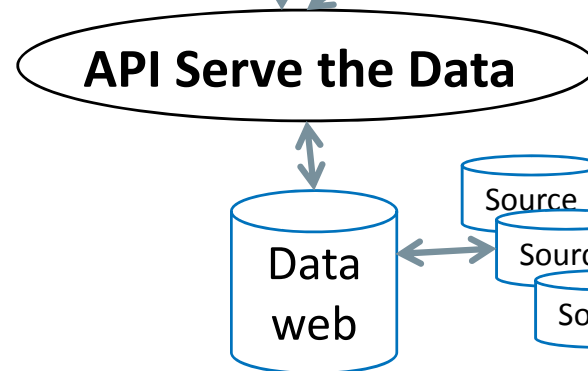
- APIs and Mobile Apps provide new methods of data access
- APIs become the source for new tools on census.gov

<https://www.census.gov/developers/>  
Register and get your Keys to 170+ Data sets

Apps



APIs





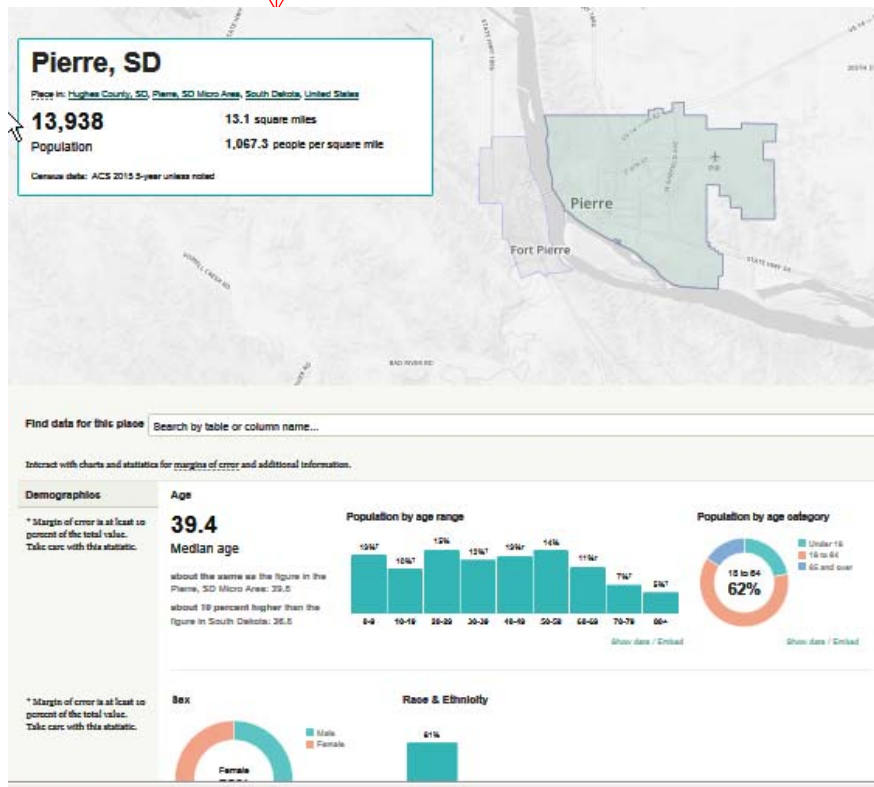
The CitySDK is a collaboration between the US Census Bureau, the Department of Commerce, HUD, USDA, and other agencies in the federal government. The goal is to support civic innovation (through the efforts like Code for America) and streamline the development of applications that use open data. <https://uscensusbureau.github.io/citysdk/>



# 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/>



Census Reporter

Use your current location or double-click to place the marker

Search for an address

Search for an address

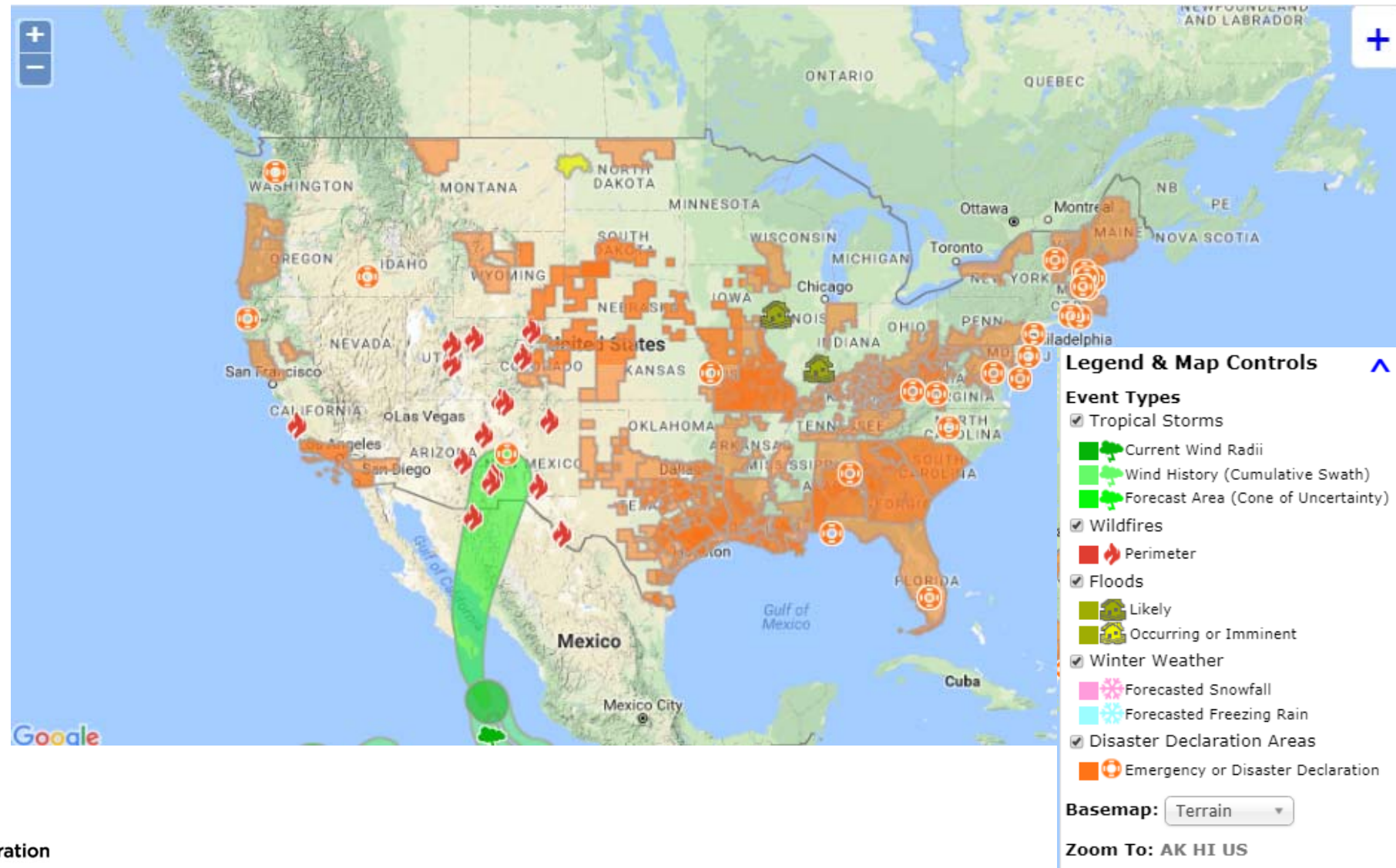
925 W Sioux Ave, Pierre, South Dakota 57501 is in:

- Block Group 3, Hughes, SD (block group)
- Census Tract 5779, Hughes, SD (census tract)
- 57501 (ZIP code)
- Pierre School District 32-2, SD (school district (unified))
- Lakota Region PUMA, SD (PUMA)
- Pierre, SD (place)
- Pierre city, Hughes County, SD (county subdivision)
- State House District 24, SD (state house (lower))
- State Senate District 24, SD (state house (upper))
- Congressional District (at Large), SD (congressional district)
- Hughes County, SD (county)
- Pierre, SD Urban Cluster (urban area)
- Pierre, SD Micro Area (metro area)
- South Dakota (state)
- West North Central Division (division)
- Midwest Region (region)
- United States (nation)

# OnTheMap for Emergency Management

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

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.



## CENSUS DATA & TOOLS

Complete list of Census Tools

<https://www.census.gov/data/data-tools.html>

### A Few of Dave's personal favorites

Quick Facts Profiles

<https://www.census.gov/quickfacts/fact/table/US/PST045217>

American Fact Finder advanced search

<https://factfinder.census.gov/faces/nav/jsf/pages/searchresult.s.xhtml?refresh=t>

Census Business Builder (CBB)

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

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

North American Industry Classification System (NAICS)

<http://www.census.gov/eos/www/naics/>

On The Map

<http://onthemap.ces.census.gov>

Response Outreach Area Mapper (ROAM)

<https://census.gov/roam>



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
*census.gov*

## NON CENSUS SITES

Census Reporter

<http://censusreporter.org/>

Social Explorer

<http://www.socialexplorer.com/>

Small Business Administration

<http://business.usa.gov>

Other Federal Statistical Agencies

<https://www.usa.gov/statistics>

Minnesota Population Center

<http://www.pop.umn.edu/>

National Historical Geographic Information System (NHGIS)

<https://www.nhgis.org/>

Missouri State Data Center

<http://mcdc2.missouri.edu>

Federal Statistical Research Data Center

<https://www.census.gov/about/adrm/fsrdc/locations/kansas-city.html>

# Continue the Conversation

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312 636 2552



Email [david.f.schuler@census.gov](mailto:david.f.schuler@census.gov)

Sign up for and manage alerts at

<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



@uscensusbureau, #ACSDData



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



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