Datasets and Tools that Help Measure America

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21st 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/
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
The Other 9 Years - 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, https://www.census.gov/programs-surveys/surveys-programs.html
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
Close the select Geography window and the available data is displayed.
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

<table>
<thead>
<tr>
<th>Type of Table</th>
<th>Contains</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Detailed Tables Base Table Contained in Counties, Including Data for All Geographic Areas</td>
</tr>
<tr>
<td>C</td>
<td>Collected Table Similar to its corresponding Base Table (B), but at a lower level of detail because some or more than one of the Table Service (T) variables have been grouped together</td>
</tr>
<tr>
<td>K20</td>
<td>Subject Table Only some of Subject Table (S) data have been shown for selected subcategories of people in Table 200000, such as persons of color or age groups</td>
</tr>
<tr>
<td>S</td>
<td>Subject Table A subject table contains data on selected subcategories of people in Table 200000, such as persons of color or age groups</td>
</tr>
<tr>
<td>R</td>
<td>Ranking Table State rankings across approximately 50 key variables</td>
</tr>
<tr>
<td>GCT</td>
<td>Geographic Comparison Table Provides state rankings across approximately 50 key variables for geographical areas other than those of sub-counties or congressional districts</td>
</tr>
<tr>
<td>DP</td>
<td>Data Profile Detailed social, economic, housing, and demographic information in a total of 50 profiles</td>
</tr>
<tr>
<td>NP</td>
<td>Narrative Summary Summaries of information in the Data Profile on non-racial data</td>
</tr>
<tr>
<td>CP</td>
<td>Comparison Profile Comparison of ACS estimates over time in the same layout as the Data Profile</td>
</tr>
<tr>
<td>SEZ3H</td>
<td>Selected Population Profile Most ACS estimates for population subgroups by race, ethnicity, and nativity, tribal affiliation, and place of birth</td>
</tr>
</tbody>
</table>
Select Total Population. All available tables with total population are listed

Modify a table and Transpose Columns
Download Data

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

Output file is a PDF or *.XLS

Output file is a Zip file with *.CVS files

For file dialog does not appear Check Popup blocker and turn off

Download Data
Output file is a PDF or *.XLS
If File dialog does not appear Check Popup blocker and turn off
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
Output file is a Zip file with *.CVS files
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 smartphone 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

LOCAL BUSINESS PROFILE
Auto repair - Hughes County, South Dakota

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 (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>17,402</td>
</tr>
<tr>
<td>Percent 15 years and over</td>
<td>75.2%</td>
</tr>
<tr>
<td>Percent 16 years and over</td>
<td>72.8%</td>
</tr>
<tr>
<td>Percent under 5 years</td>
<td>7.3%</td>
</tr>
<tr>
<td>Percent 5 to 9 years</td>
<td>23.1%</td>
</tr>
<tr>
<td>Percent 10 to 17 years</td>
<td>75.7%</td>
</tr>
<tr>
<td>Percent 18 years and over</td>
<td>14.4%</td>
</tr>
<tr>
<td>Percent Black or African American</td>
<td>83.9%</td>
</tr>
<tr>
<td>Percent American Indian and Alaska Native</td>
<td>11.7%</td>
</tr>
<tr>
<td>Percent Asian</td>
<td>8.0%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>3.6%</td>
</tr>
<tr>
<td>Percent two or more races</td>
<td>3.6%</td>
</tr>
<tr>
<td>Percent Hispanic (of any race)</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

#### Socioeconomic Characteristics (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$93,177</td>
</tr>
<tr>
<td>Percent in poverty</td>
<td>13.2%</td>
</tr>
<tr>
<td>Percent high school diploma or higher</td>
<td>50.1%</td>
</tr>
<tr>
<td>Percent population 15 years and over</td>
<td>71.3%</td>
</tr>
<tr>
<td>Percent married</td>
<td>69.9%</td>
</tr>
<tr>
<td>Percent divorced</td>
<td>9.9%</td>
</tr>
<tr>
<td>Percent with health coverage</td>
<td>91.4%</td>
</tr>
<tr>
<td>Percent in labor force</td>
<td>82.1%</td>
</tr>
<tr>
<td>Percent public transportation</td>
<td>0.4%</td>
</tr>
<tr>
<td>Percent veterans</td>
<td>9.2%</td>
</tr>
<tr>
<td>Percent foreign born</td>
<td>1.1%</td>
</tr>
<tr>
<td>Percent owning home at owner</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

#### Housing Characteristics (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-occupied housing units</td>
<td>4,620</td>
</tr>
<tr>
<td>Owner-occupied housing units</td>
<td>2,419</td>
</tr>
<tr>
<td>One-person units</td>
<td>0.3%</td>
</tr>
<tr>
<td>Homeownership rate</td>
<td>62.3%</td>
</tr>
<tr>
<td>Average rent</td>
<td>$1,477</td>
</tr>
<tr>
<td>Average rental</td>
<td>$717</td>
</tr>
<tr>
<td>Average home purchase</td>
<td>$225</td>
</tr>
<tr>
<td>Average home purchase</td>
<td>$225</td>
</tr>
<tr>
<td>Average property tax</td>
<td>74%</td>
</tr>
</tbody>
</table>
**Business Summary**

**Sector Code:** 8111

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

---

**Employee Businesses**

- **Number of businesses:** 12
- **Average employment per establishment:** 4
- **Total annual payroll:** $78,346 (1,020)
- **Average annual expenditure per employee:** $17,141
- **Average number of employees:** 1,438

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**Business Expenses**

- **Total revenue:** $31,450
- **Average revenue per employer:** $8,013
- **Average revenue per establishment:** $10,155

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**Business Income**

- **Total revenue:** $31,450
- **Average revenue per employer:** $8,013
- **Average revenue per establishment:** $10,155

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**Notes:**

- Data is estimated and subject to change.
- Figures include all establishments with paid employees, regardless of size.
## Consumer Spending

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total per capita consumer expenditures</td>
<td>$26,561</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Alcoholic beverages</td>
<td>$205</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Alcoholic beverages consumed at home</td>
<td>$129</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Beer consumed away from home</td>
<td>$35</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Wine consumed away from home</td>
<td>$16</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Apparel &amp; services</td>
<td>$791</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Men's Apparel</td>
<td>$167</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Women's Apparel</td>
<td>$275</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Children's Apparel</td>
<td>$124</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Boys' Apparel</td>
<td>$87</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Girls' Apparel</td>
<td>$51</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Footwear</td>
<td>$168</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Dining out (Food away from home)</td>
<td>$1,233</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Breakfast</td>
<td>$136</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Lunch</td>
<td>$382</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Dinner</td>
<td>$666</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Education</td>
<td>$623</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Entertainment / Recreation</td>
<td>$1,182</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Club membership fees</td>
<td>$71</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dating services</td>
<td>$0</td>
</tr>
</tbody>
</table>

Source: ESI (2018)
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

What will I find in this report?

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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.

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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/](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](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/
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/searchresults.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

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

312 636 2552

Email david.f.schuler@census.gov
Sign up for and manage alerts at
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

@uscensusbureau, #ACSData

facebook.com/uscensusbureau

@uscensusbureau