

Census Basics and American FactFinder (AFF)

The path to finding social & economic data!

New Mexico Data Users Conference

November 19, 2015

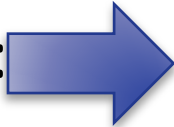


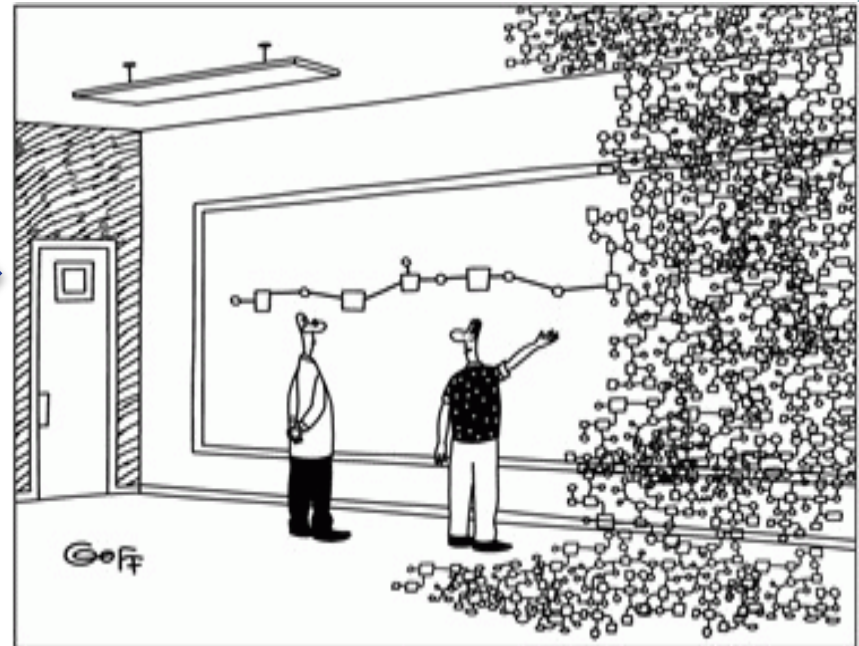
Suzan Reagan
Sr. Program Mgr Data Bank



Bureau of Business & Economic Research
THE UNIVERSITY of NEW MEXICO

Agenda

- BRIEF Overview
 - US Census Bureau
 - Products
 - Decennial Census
 - American Community Survey
 - Geography & data concepts
- Census Website
- American FactFinder: 
- Caveats
- Tips to finding data sets
- Questions



“This is where it starts getting a little complicated.”

About the US Census Bureau



Mandated by the U. S. Constitution to count the population

1790 First
Census count

Used:

- to apportion seats in the U.S. House of Representatives
- to define legislature districts, school district assignment area and other important areas of government
- to distribute federal funds to local, state and tribal governments
- to do research and make decisions such as where to build new roads or what services to provide the elderly.

Both George Washington and Thomas Jefferson expressed skepticism over the final count, expecting a number that exceeded the 3.9 million inhabitants counted in the census.

More than just the decennial census

Census Products - Programs

- Decennial Census
- American Community Survey
- Small Area Income and Poverty Estimates
- Census Population Estimates
- Economic Census
- Survey of Business Owners
- Nonemployer Statistics
- Economic Indicators
 - (Several surveys, construction, manufacturing etc.)
- Census of Governments
- Survey of Income and Program participation
- Annual Survey of Schools System Finances
- Current Population Survey



Census \ Survey

Decennial Census



- A one-point-in-time snapshot of population and housing
- Available for small areas
- Not as current as ACS
- Limited topics (100% data)

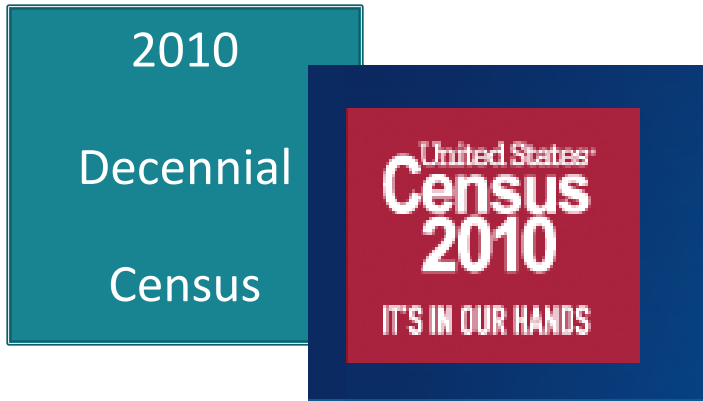
American Community Survey



- Most current data available w/ annual updates
- Limited data for small areas
- 1 yr., 3 yr., & 5 yr. estimates
- Estimates may have large margins of error



When to Use...



Short-form 100% Counts

Population

Sex, Age, Hispanic Origin, Race,
Relationship to head of
Household

Housing Data

Tenure (Owned or Rented)

Constitutionally required for
redistricting



Long-form

Comprehensive Socioeconomic
and detailed housing data.

Selected topics: Ancestry,
Disability, Citizenship, Educational
Attainment, Income, Class of
worker, Tenure in house,
Plumbing Facilities

In danger of losing funding



ACS Subject Topics



Demographic

Age Sex Race
Hispanic Origin
Rel. to Householder

Economic

Income
Food Stamp Benefit
Labor Force Status
Industry
Occupation
Class of Worker
Place of Work
Journey to Work
Work Status Last Year
Vehicles Available
Health Ins. Coverage

Social

Marital Status/History
Fertility Ancestry Disability
Grandparents as Caregivers

Place of Birth

Citizenship

Year of Entry

Language Spoken at Home

Educational Attainment

School Enrollment

Residence 1 Year Ago

Veteran Status

Period of Military Service

VA Service-Connected Disability

Housing

Year Built

Units in Structure

Year Moved into Unit

Room Bedrooms

Kitchen Facilities

Plumbing Facilities

House Heating Fuel

Telephone Serv. Available

Farm Residence

Tenure (Owner/Renter)

Housing Value

Rent

Monthly Owner Costs

With a decennial census you can only change questions every ten years. With ACS they can modify/add/delete questions more easily. Review Comparisons at:

ACS- <http://www.census.gov/programs-surveys/acs/guidance/comparing-acs-data.html>

Decennial - http://www.census.gov/history/www/through_the_decades/index_of_questions/

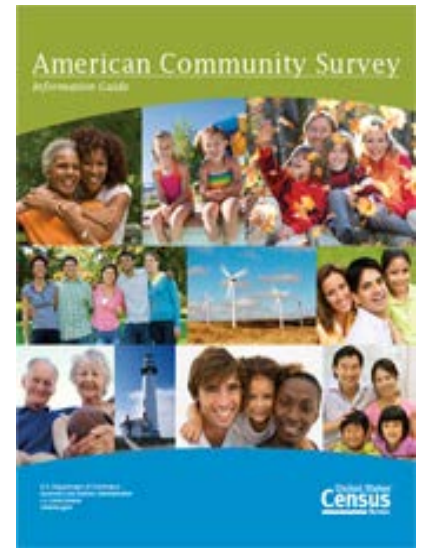


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ACS Products

- Data Profiles
- *Narrative Profiles*
- Subject tables – percent!
- Ranking tables
- Detailed tables
- Geographic comparison tables
- Public use microdata sample file

(40% sample of ACS file, create crosstabs)

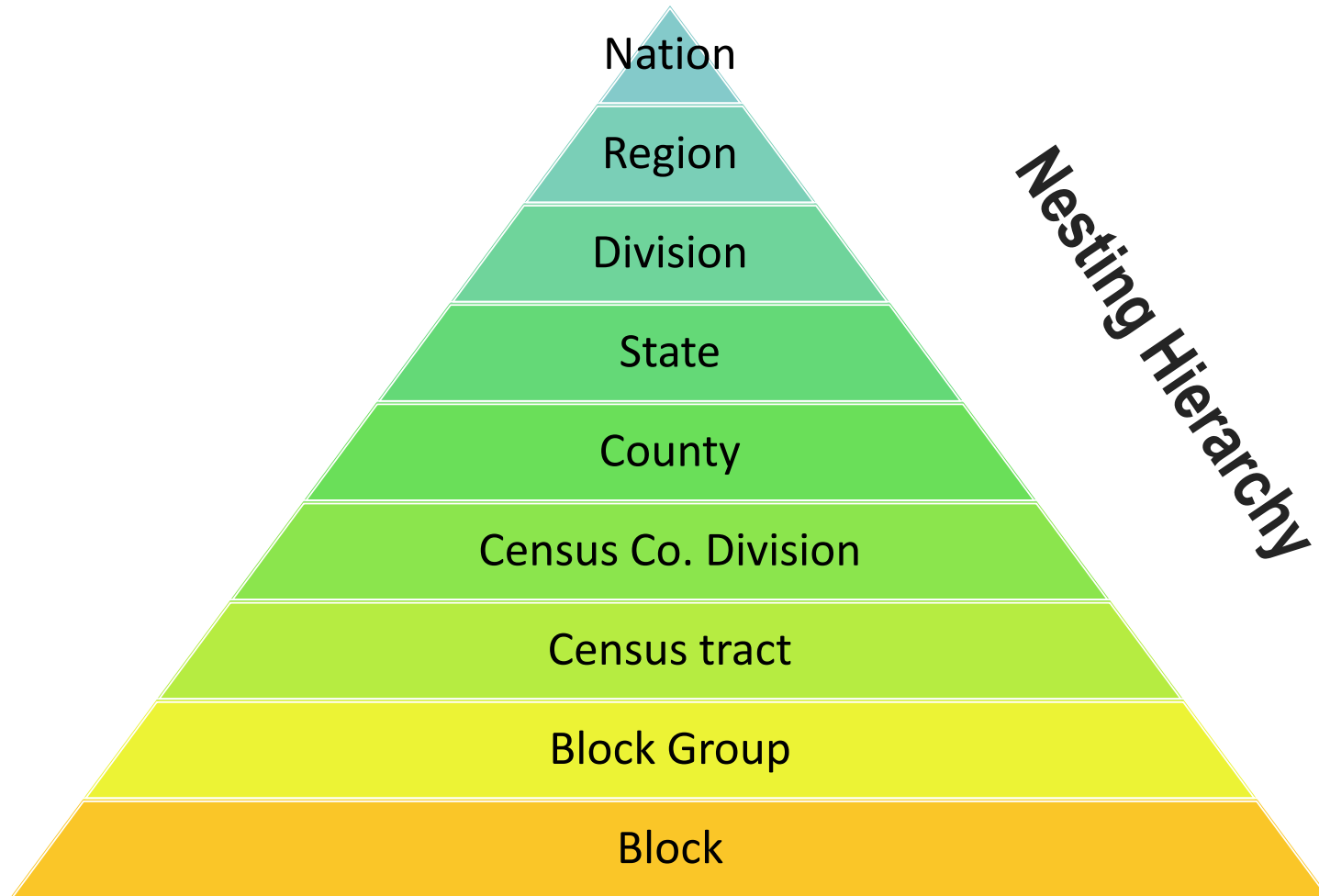


Data has context with Geography

How does the Census Bureau work with geography?



Geography that Sums



No ACS data available for blocks

block group data is now available for 5 yr ACS 2013 in AFF



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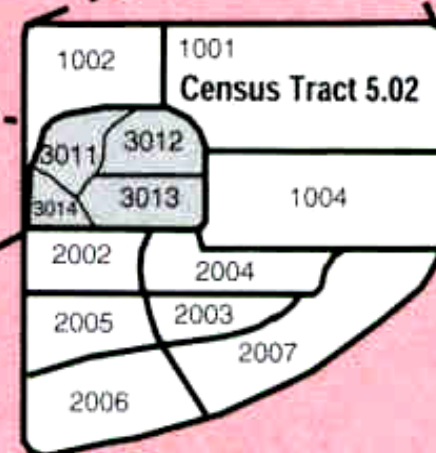
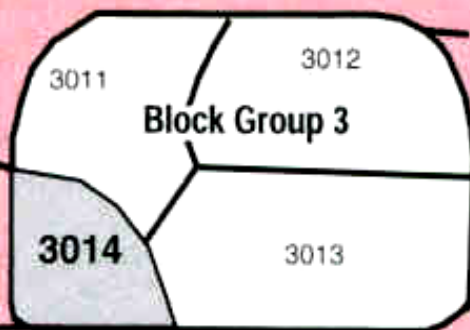
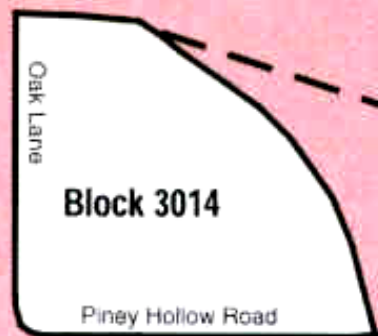
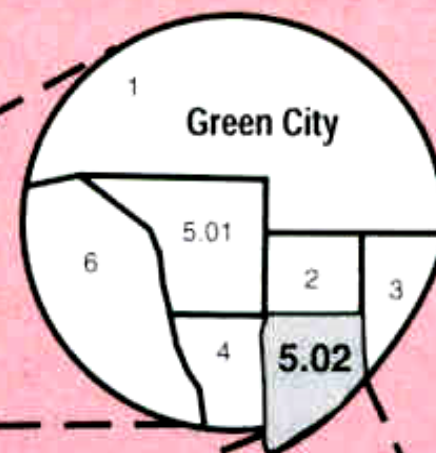
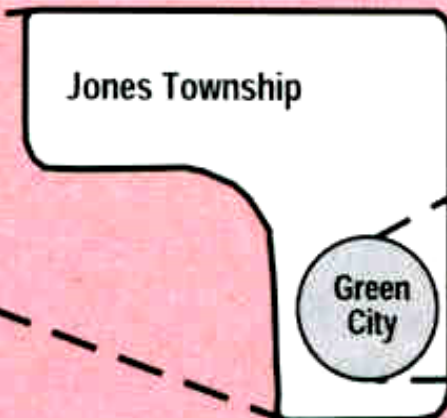
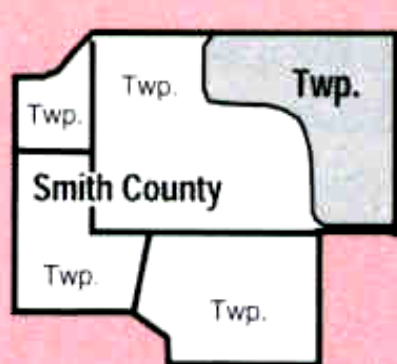
Census Small-Area Geography

Understanding the Relationships Among U.S. Census Bureau Geographic Entities

County

Minor Civil Division (MCD) or
Census County Division (CCD)

Place



Block

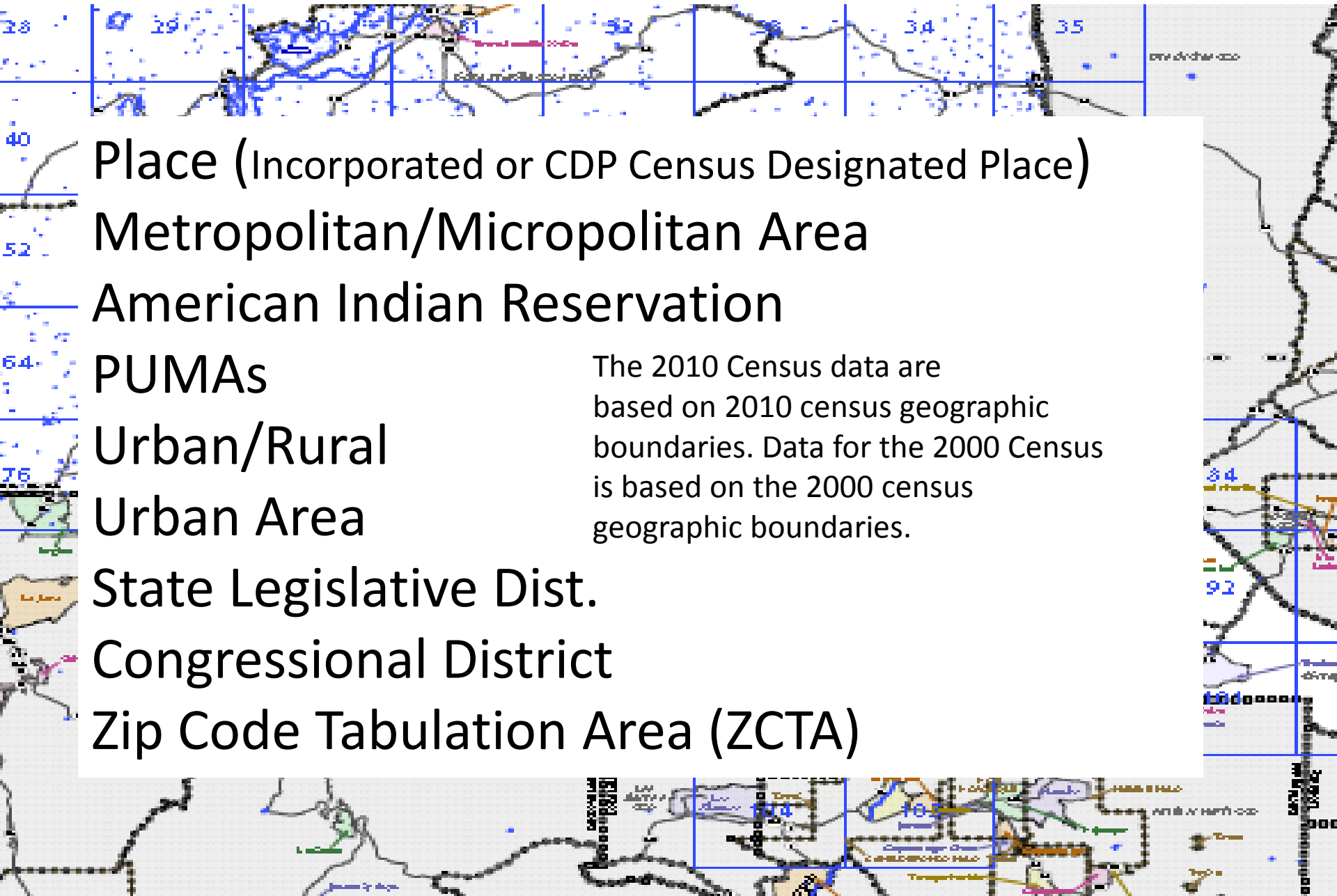
Block Group

Census Tract

Levels of Geography that are Non-nesting

- Place (Incorporated or CDP Census Designated Place)
- Metropolitan/Micropolitan Area
- American Indian Reservation
- PUMAs
- Urban/Rural
- Urban Area
- State Legislative Dist.
- Congressional District
- Zip Code Tabulation Area (ZCTA)

The 2010 Census data are based on 2010 census geographic boundaries. Data for the 2000 Census is based on the 2000 census geographic boundaries.



Place Boundaries updated Regularly

Boundaries of incorporated places and other legal jurisdictions are updated regularly by local governments through the Census Bureau's Boundary and Annexation Survey (BAS).

Boundaries of CDPs, census tracts, block groups, blocks and other areas are updated before each census via Census Bureau/local planning programs such as the Participant Statistical Area Program (PSAP).

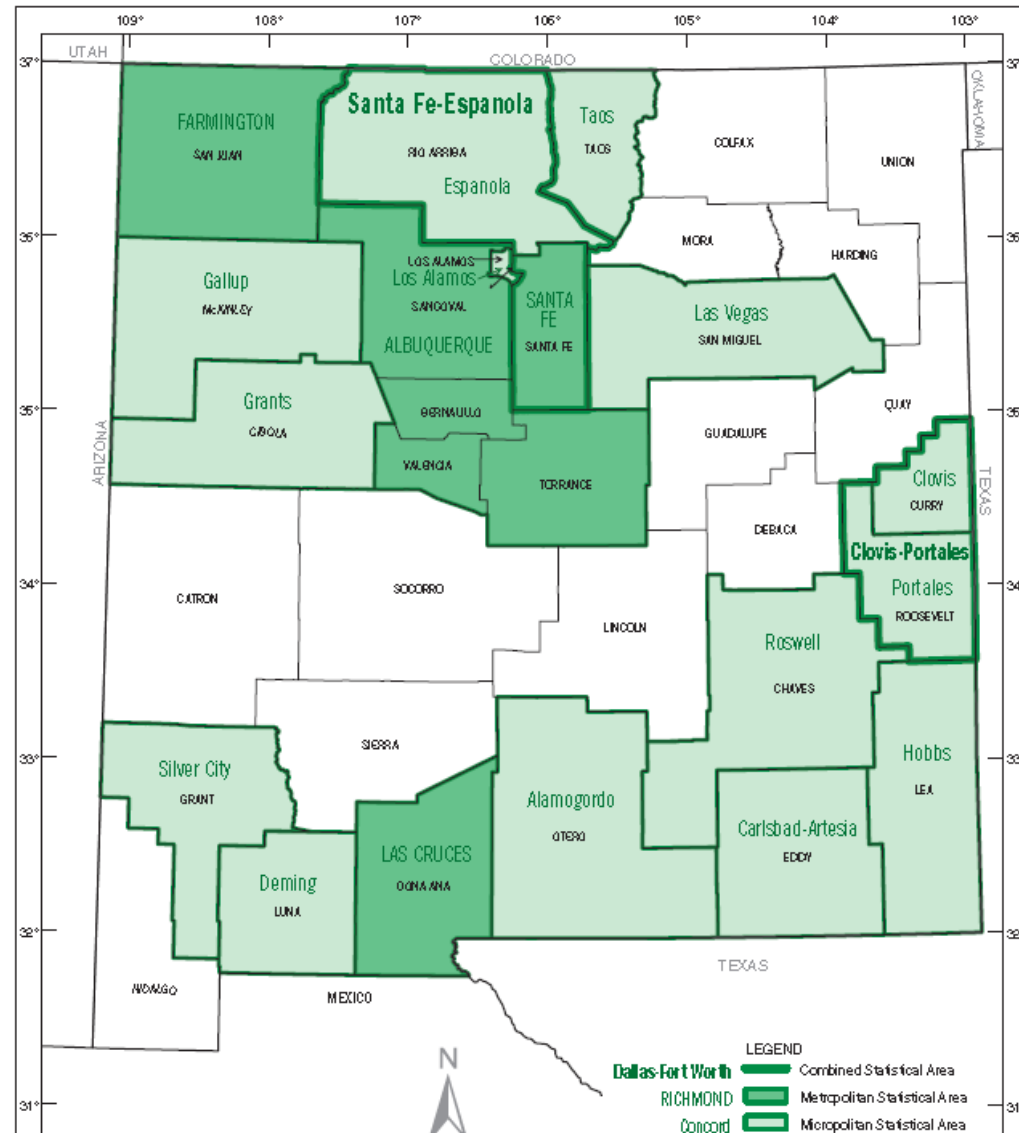


Metropolitan Statistical Areas (MSA) & Micropolitan Statistical Areas

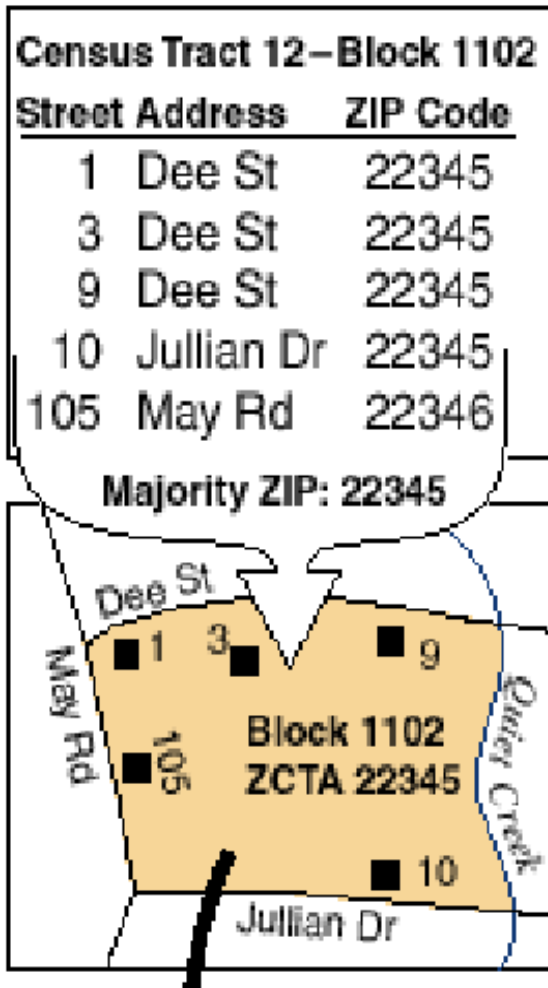
- Consist of a single county or multiple, contiguous cos.
- Contain large central core city (50K+ population)
- High economic integration between counties within an MSA
- Micropolitan Statistical Area similar but with central core city of 10-50K population
- Defined by Office of Mgt. & Budget (OMB)
 - determined for 2010 Census in June 2003
 - updated in Feb 2013.
 - OMB Bulletin No. 13-01
 - The file has 21 Metro & Micro areas for NM.
 - Note: El Paso-Las Cruces, TX-NM Combined Statistical Area

For more information about MSAs go to www.census.gov/population/metro

NEW MEXICO - Core Based Statistical Areas and Counties



Zip Code Tabulation Area



ZIP Code Tabulation Areas or ZCTAs – have a close approximation to actual postal ZIP Code coverage, but are defined by census boundaries.

(Can't split a block down the middle.)



Census Geography on the website

<http://www.census.gov/geography.html>

Links to maps

- TIGER Files for GIS
- Area Definitions
- Boundary Changes
- And more...

U.S. Department of Commerce

United States Census Bureau

Topics: Population, Economy | Geography: Maps, Geographic Data | Library: Infographics, Publications | Data: Tools, Developers | About the Bureau: Research, Surveys

Geography

About this Section
Geography is central to the work of the Census Bureau, providing the framework for survey design, sample selection, data collection, tabulation, and dissemination. Geography provides meaning and context to statistical data.
[Read More](#)

Education
GSS Initiative
Interactive Maps
Maps & Data
Metropolitan & Micropolitan
Partnerships
Reference
Research

Latest

[Maps & Data](#) | [Reference](#) | [Partnerships](#) | [GSS Initiative](#)

TIGER Products
Spatial extracts for use in GIS software from the MAF/TIGER database, containing features such as roads, rivers, and legal and statistical geographic areas.

TIGERweb
A web-based application giving users a way to view geographic data, including roads, rivers, legal and statistical areas, without having to download data.

Reference Maps
Reference maps easily show the boundaries and names of geographic areas for which statistical data is tabulated.

Tell us what YOU think



People | Business | Geography | Data | Research | Newsroom

Search

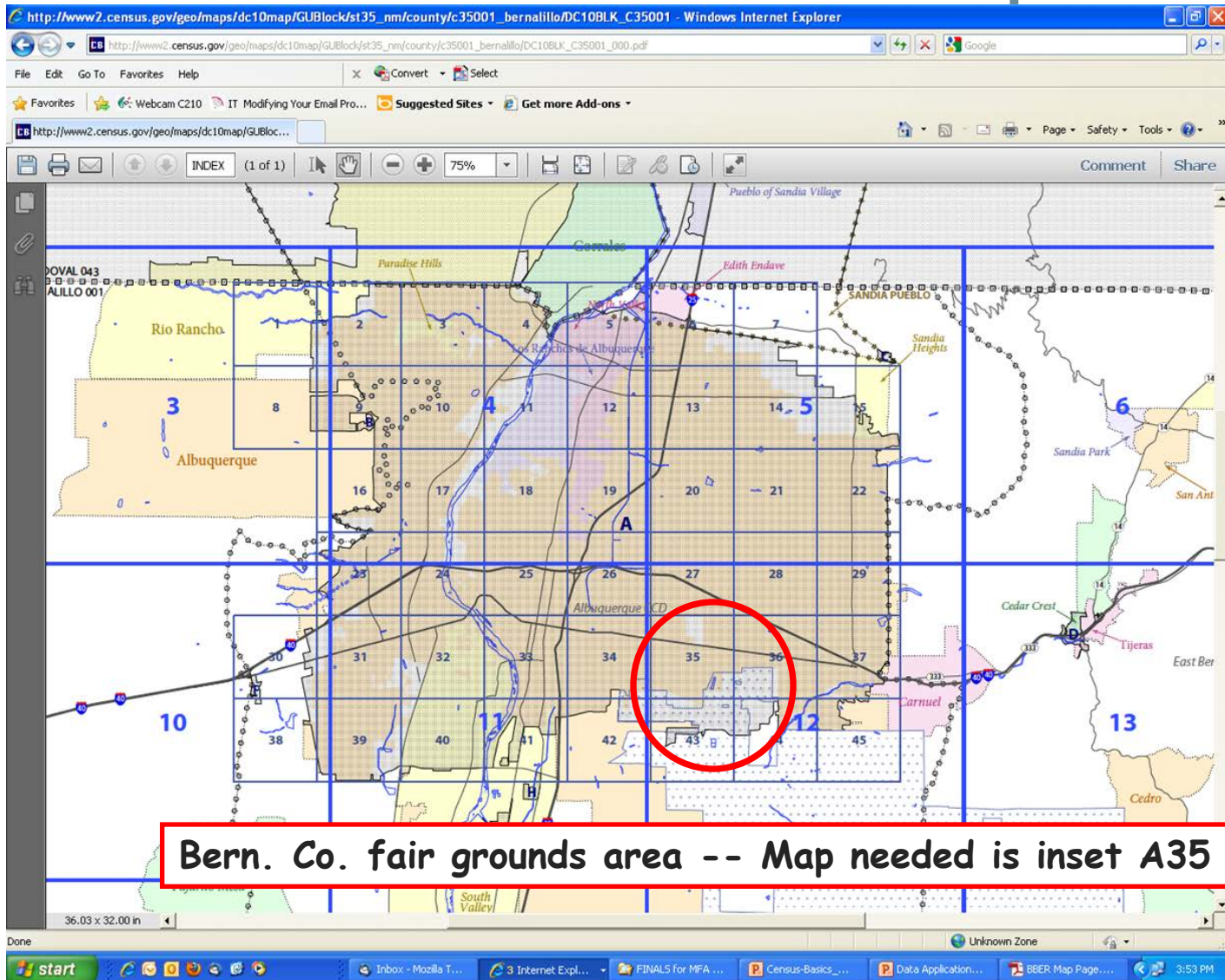
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Name	Last modified	Size	Description
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DC10BLK_C35001_004.pdf	23-May-2011 13:52	647K	
DC10BLK_C35001_005.pdf	23-May-2011 13:52	484K	
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DC10BLK_C35001_012.pdf	23-May-2011 13:52	438K	
DC10BLK_C35001_013.pdf	23-May-2011 13:52	477K	
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DC10BLK_C35001_015.pdf	23-May-2011 13:52	146K	
DC10BLK_C35001_016.pdf	23-May-2011 13:52	143K	
DC10BLK_C35001_017.pdf	23-May-2011 13:52	205K	
DC10BLK_C35001_018.pdf	23-May-2011 13:52	350K	
DC10BLK_C35001_019.pdf	23-May-2011 13:52	168K	
DC10BLK_C35001_020.pdf	23-May-2011 13:52	228K	
DC10BLK_C35001_021.pdf	23-May-2011 13:52	242K	
DC10BLK_C35001_A01.pdf	23-May-2011 13:52	107K	
DC10BLK_C35001_A02.pdf	23-May-2011 13:52	246K	

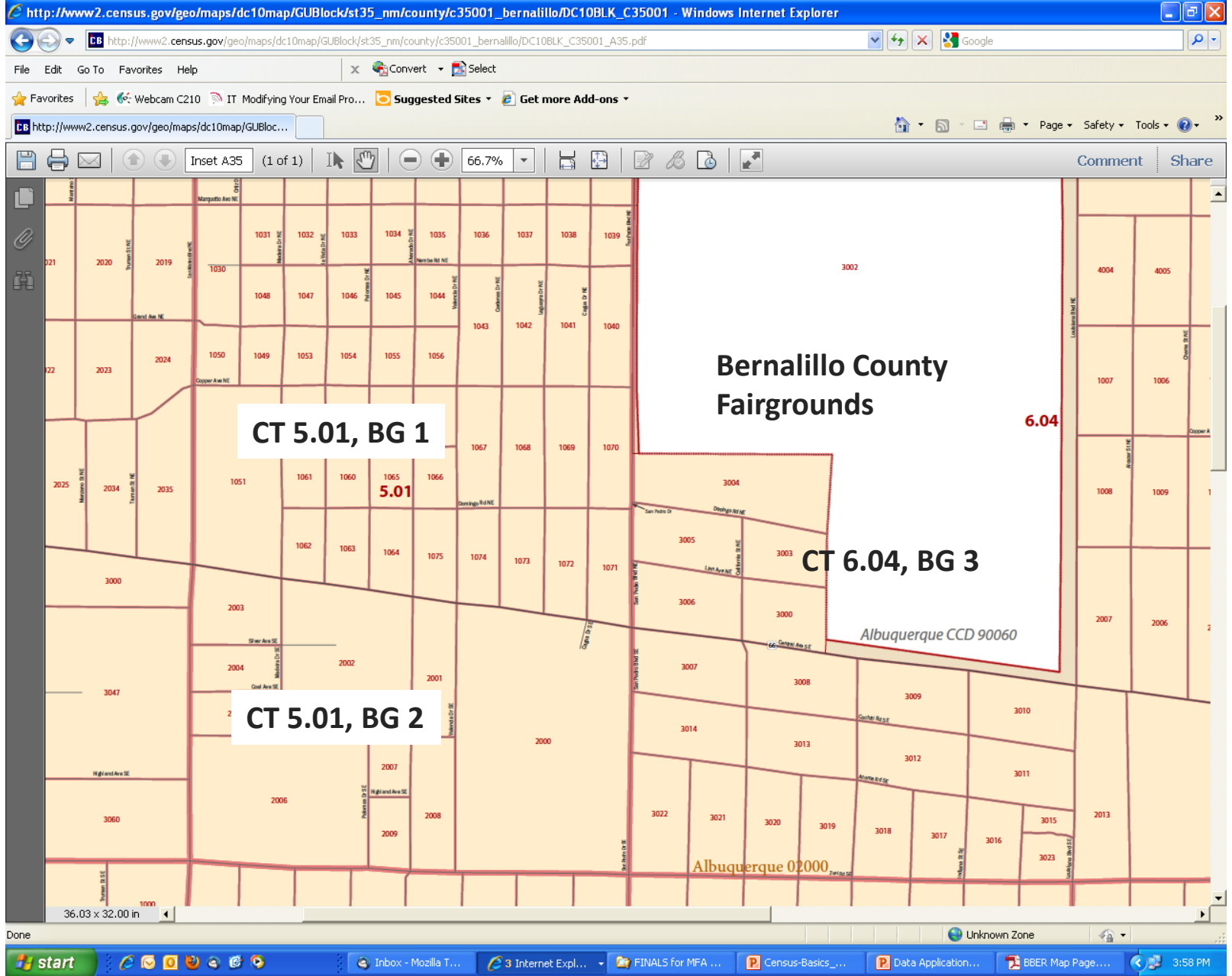
Be sure to look for the "Index" map from each map set.

This will help you orient yourself geographically and decide which maps to look at for your specific geography needs.

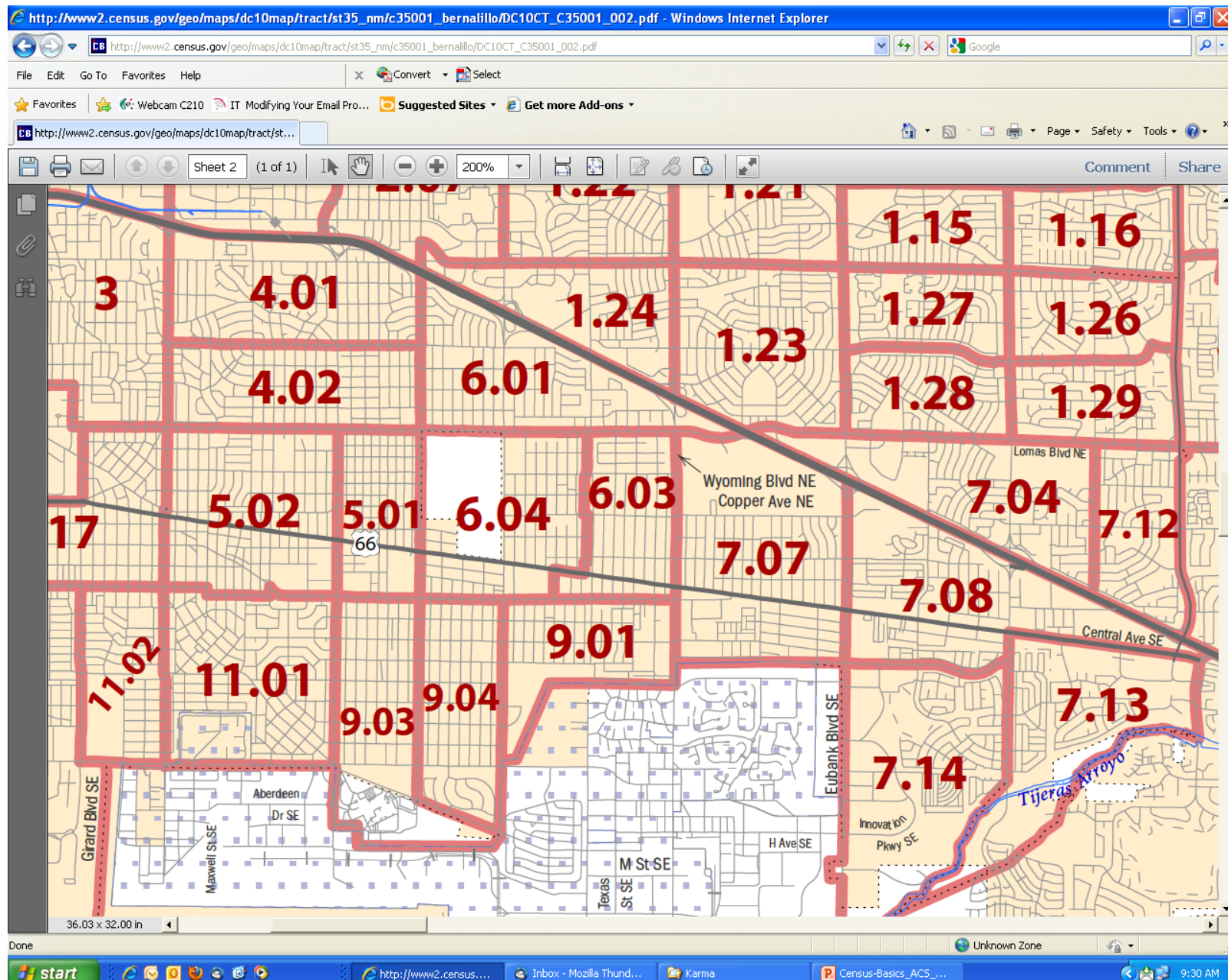
Census and ACS Maps



2010 Census map with block level detail



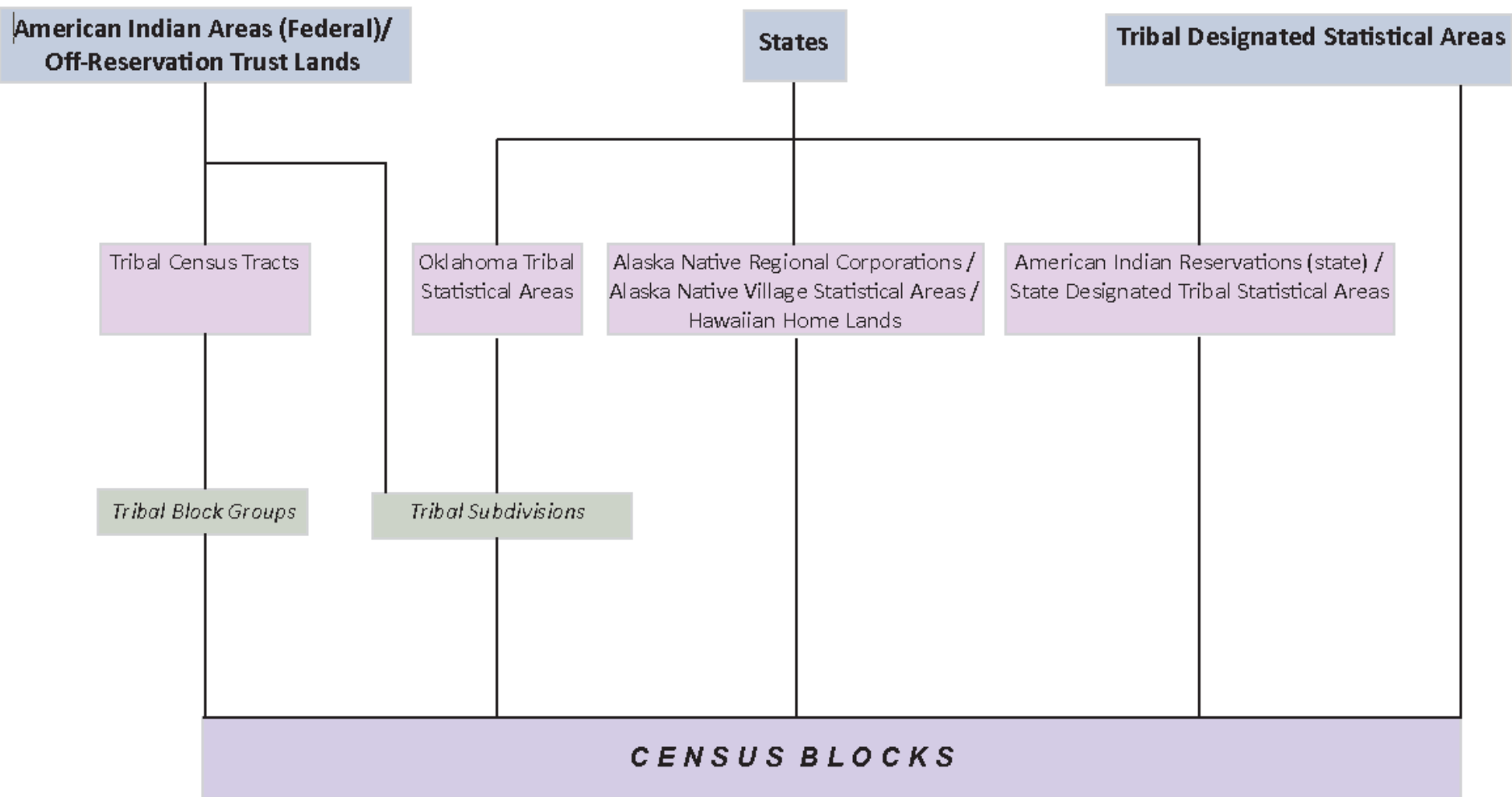
2010 Census map with Census tract level detail



Geographies:

American Indian, Alaska Native, and Native Hawaiian Areas

Hierarchy of American Indian, Alaska Native, and Native Hawaiian Areas



New Mexico American Indian Geographies



29 areas



Reservations and associated trust lands.



Joint Use areas



Three areas extend into other states.



Census Designated Place



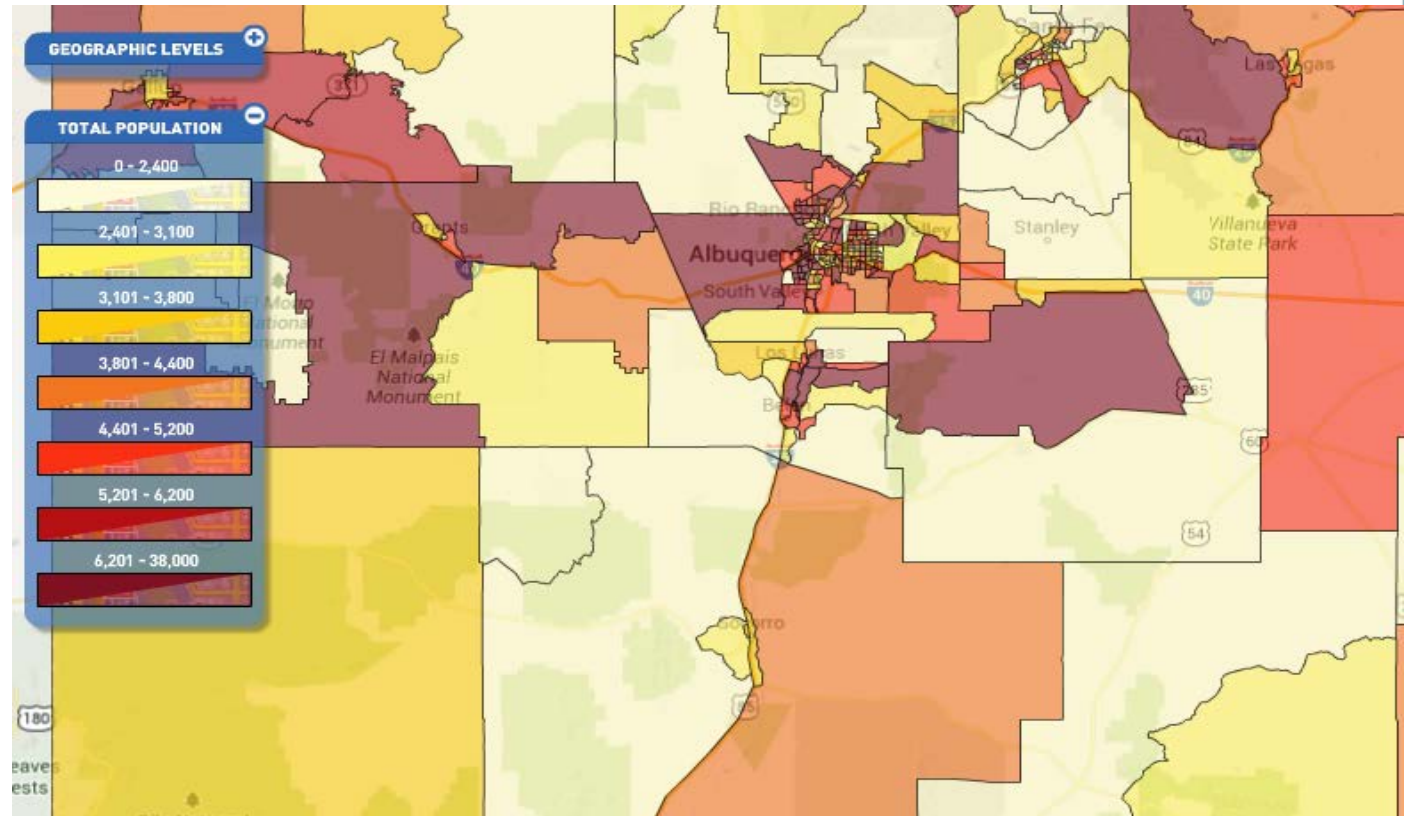
<http://www.census.gov/geo/maps-data/maps/2010tribaltract.html>



ACS Geography and Time

- Areas of 65,000 or more have 1-yr, 3-yr and 5-yr est.
- Areas of 20,000 or more have 3-year and 5-year est.
- Census tracts (and block groups) have only 5-year est.

3yr Gone!



Basic Steps to use American Factfinder

1. Start at: <http://factfinder2.census.gov>
2. Advanced Search
3. “Geographies” make selections
4. “Topics” - select a data set
5. Select data tables
6. View selected
7. Print or download



Start at <http://factfinder.census.gov/>

The screenshot shows the American FactFinder website in a browser window. The address bar displays <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>. The page header includes the U.S. Department of Commerce logo, the American FactFinder title, and a navigation menu with options like MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD OPTIONS. A search input field is present with the text "Enter a state, county, city, town, or zip code:" and a "GO" button. The main content area features a "Community Facts" section with a description and a search input field containing "e.g., Atlanta, GA". Below this are links for "Guided Search", "Advanced Search", and "Download Options". A large photograph of a smiling young woman is positioned to the right of the search input. The bottom section contains "News and Notes" with a "GET EMAIL UPDATES" button, a date of "Sep 26, 2013", and a link to "view all news, release schedules, and more". There are also sections for "Using American FactFinder", "What We Provide", "Address Search", and "Reference Maps".

U.S. Department of Commerce
United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS English Español

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:
e.g., Atlanta, GA

Guided Search

Advanced Search

Download Options

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

Using American FactFinder

Learn about American FactFinder's [functions and features](#).

What We Provide

The following data are available on American FactFinder:

- American Community Survey [more »](#) | [get data »](#)
- American Housing Survey [more »](#) | [get data »](#)
- Annual Economic Surveys [more »](#)

News and Notes

Sep 26, 2013
Data from the 2012 Census of Governments: Organization are now available...

[view all news, release schedules, and more »](#)

Address Search

Find Census data by entering a [street address](#).

Reference Maps

Select Advanced Search

The screenshot shows the American FactFinder website interface. The browser address bar displays the URL `http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtmll`. The page header includes the U.S. Department of Commerce logo, the 'United States Census Bureau' logo, and the 'AMERICAN FactFinder' title. A navigation menu at the top contains the following items: MAIN, COMMUNITY FACTS, GUIDED SEARCH, **ADVANCED SEARCH** (circled in red), and DOWNLOAD OPTIONS. On the right side of the header, there are links for Feedback, FAQs, Glossary, and Help, along with language options for English and Español. The main content area features a 'Community Facts' section with a search input field containing 'e.g., Atlanta, GA' and a 'GO' button. Below this are links for 'Guided Search', 'Advanced Search', and 'Download Options'. A large photograph of a smiling young woman in a classroom is positioned to the right of the search input. The bottom section of the page includes 'News and Notes' with a 'GET EMAIL UPDATES' button, a date of 'Sep 26, 2013', and a link to 'view all news, release schedules, and more'. Below this is an 'Address Search' section with a 'FIND ADDRESS' button and a link to 'Find Census data by entering a street address'. The final section is 'Reference Maps'.

Select Geographies

The screenshot shows the American FactFinder search results page. The browser address bar displays the URL: <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refr>. The page header includes the U.S. Department of Commerce logo, the American FactFinder logo, and navigation links for Feedback, FAQs, Glossary, and Help. The main navigation bar contains links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, **ADVANCED SEARCH**, and DOWNLOAD OPTIONS.

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

Your Selections
"Your Selections" is empty

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**

Note: Your Selections

The screenshot shows the American FactFinder search results page. A red box highlights the 'Your Selections' dropdown menu, which is currently set to 'State' and 'New Mexico'. Below the dropdown, there are navigation options: 'clear all selections and start a new search' and 'Search using...'. The search results are displayed in a table with columns for 'List', 'Name', 'Address', and 'Map'. The table lists various demographic and geographic data points, such as 'AGE AND SEX', 'POPULATION 60 YEARS AND OVER IN THE UNITED STATES', and 'SELECTED POPULATION PROFILE IN THE UNITED STATES'. The search results are filtered to show 1-25 of 34,452 tables and other products matching the 'Your Selections'.

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AMERICAN FactFinder

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

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

Your Selections

Search using...
State
New Mexico

clear all selections and start a new search

Select Geographies

List Name Address Map

Select geographies to add to Your Selections

Select from: most requested geographic types all geographic types

Select a geographic type:
State - 040

Select one or more geographic areas and click Add to Your Selections:

- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico**
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma

ADD TO YOUR SELECTIONS

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

Table ID	Table Name	Year	Estimate Type
S0101	AGE AND SEX	2012 ACS 1-year	estimates
S0102	POPULATION 60 YEARS AND OVER IN THE UNITED STATES	2012 ACS 1-year	estimates
S0103	POPULATION 65 YEARS AND OVER IN THE UNITED STATES	2012 ACS 1-year	estimates
S0201	SELECTED POPULATION PROFILE IN THE UNITED STATES	2012 ACS 1-year	estimates
S0501	SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS	2012 ACS 1-year	estimates
S0502	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES	2012 ACS 1-year	estimates

Narrow down tables with the “Topics”

U.S. Department of Commerce
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AMERICAN FactFinder

Feedback FAQs Glossary

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

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

Your Selections

Search using...
State
New Mexico

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 44,782 tables and other products match "Your Selections" per page: 25

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

topics race/ancestry industries occupations

Selected: View Download Compare Clear All Reset Sort

Show results from:

	ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/>	S0101	AGE AND SEX	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0102	POPULATION 60 YEARS AND OVER IN THE UNITED STATES	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0103	POPULATION 65 YEARS AND OVER IN THE UNITED STATES	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0501	SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0502	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0503	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: EUROPE	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0504	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: AFRICA, NORTHERN AMERICA, AND OCEANIA	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0505	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: ASIA	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0506	SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: LATIN AMERICA	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0601	SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0701	GEOGRAPHIC MOBILITY BY SELECTED CHARACTERISTICS IN THE UNITED STATES	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0801	COMMUTING CHARACTERISTICS BY SEX	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0802	MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0804	MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS FOR WORKPLACE GEOGRAPHY	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0804	MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS FOR WORKPLACE GEOGRAPHY	2014 ACS 1-year estimates	
<input type="checkbox"/>	S0804	MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS FOR WORKPLACE GEOGRAPHY	2014 ACS 1-year estimates	

Check the table and then view

http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=1

American Fa... MyUNM Login ...

Convert Select

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

Your Selections

Search using...
State
New Mexico

clear all selections and start a new search

Search using the options below:

- Topics (age, income, year, dataset, ...)
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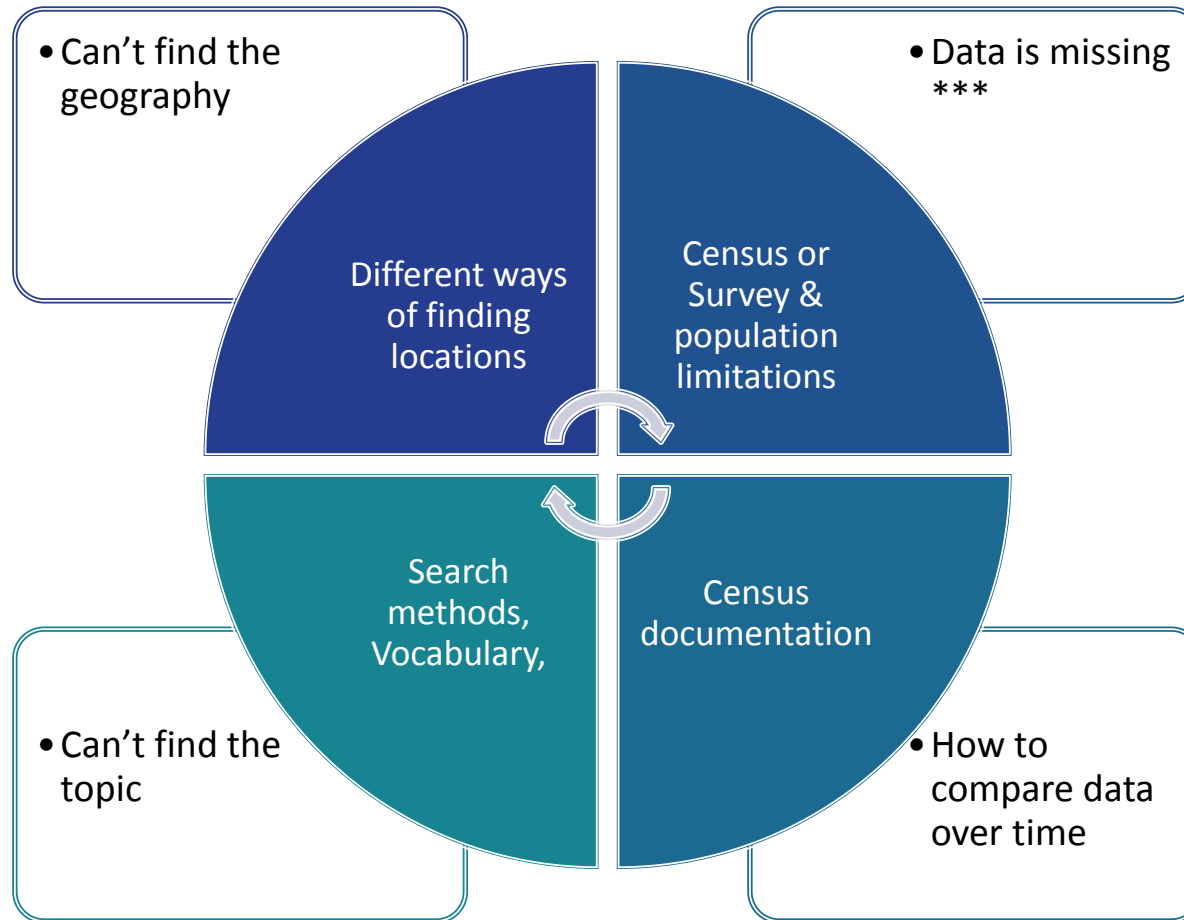
Refine your search results: ?

topics race/ancestry industries occupations

1 Selected [View](#) [Download](#) [Compare](#) [Clear All](#) ?

	ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/>	DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2012 ACS 1-year estimates	i
<input checked="" type="checkbox"/>	DP03	SELECTED ECONOMIC CHARACTERISTICS	2012 ACS 1-year estimates	i
<input type="checkbox"/>	DP04	SELECTED HOUSING CHARACTERISTICS	2012 ACS 1-year estimates	i
<input type="checkbox"/>	DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2012 ACS 1-year estimates	i
<input type="checkbox"/>	CP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2012 ACS 1-year estimates	i
<input type="checkbox"/>	CP03	SELECTED ECONOMIC CHARACTERISTICS	2012 ACS 1-year estimates	i
<input type="checkbox"/>	CP04	SELECTED HOUSING CHARACTERISTICS	2012 ACS 1-year estimates	i

Typical Difficulties & Data Caveats



ACS Sample Size



- Topics
Population, Economy
- Geography
Maps, Products
- Library
Infographics, Publications
- Data
Tools, Developers
- Surveys/Programs
Respond, Survey Data
- Newsroom
News, Blogs
- About Us
Our Research

American Community Survey

About the Survey

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Guidance for Data Users

Geography & the ACS

Technical Documentation

Methodology

Design and Methodology Report

Sample Size and Data Quality

Sample Size

Sample Size Definitions

Response Rates

Response Rates Definitions

Coverage Rates

Coverage Rates Definitions

Item Allocation Rates

Item Allocation

Sample Size

New Mexico

[Download Sample Size](#)

Initial Addresses and Sample Selected and Final Interviews

Year	Housing Units		Group Quarters People		
	Initial Addresses Selected	Final Interviews	Initial Sample Selected	Final Actual Interviews	Final Synthetic Interviews #
2014	25,768	16,173	1,190	909	677
2013 *	25,812	15,242	1,165	815	756
2012	25,661	16,689	1,206	793	677
2011	24,484	14,548	1,196	808	777
2010	21,986	12,779	1,055	692	N/A
2009	21,472	12,615	1,033	700	N/A
2008	21,216	12,792	1,031	801	N/A
2007	20,936	12,588	923	575	N/A
2006	19,895	12,397	897	674	N/A
2005	19,901	11,862	N/A	N/A	N/A
2004	7,156	4,387	N/A	N/A	N/A
2003	7,078	4,444	N/A	N/A	N/A
2002	6,418	3,995	N/A	N/A	N/A
2001	7,692	4,861	N/A	N/A	N/A
2000	7,563	4,593	N/A	N/A	N/A

Comparability of 2010 Census to ACS

Sampling issues & Margin of errors & survey question & time frame

www.census.gov/programs-surveys/acs/guidance/comparing-acs-data/2014.html



American Community Survey (ACS)

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[Data](#)

Guidance for Data Users

[Subjects Included in the Survey](#)

[Which Data Tool Should I Use?](#)

[When to Use 1-year, 3-year, or 5-year Estimates](#)

[Handbooks](#)

Comparing ACS Data

[ACS/Census](#)

Comparing 2014 American Community Survey Data

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Learn more about making the following comparisons:

- Comparing the 2014 ACS estimates with Census 2000 (second column below)
- Comparing the 2014 ACS 1-year with the 2013 ACS 1-year estimates (third column below)
- Comparing the 2014 ACS estimates with 2010 Census (fourth column below)

Subject Area*	2014 ACS 1-Year with Census 2000	2014 ACS 1-Year with 2013 ACS 1-Year	2014 ACS 1-Year with 2010 Census
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[Collapse All](#)

▼ Age and Sex (01)

Topic	2014 ACS with Census 2000	2014 ACS 1-Year with 2013 ACS 1-Year	2014 ACS with 2010 Census
Age	Compare with Caution The entire population continually ages into older	Compare	Compare

Census Population Estimates Program

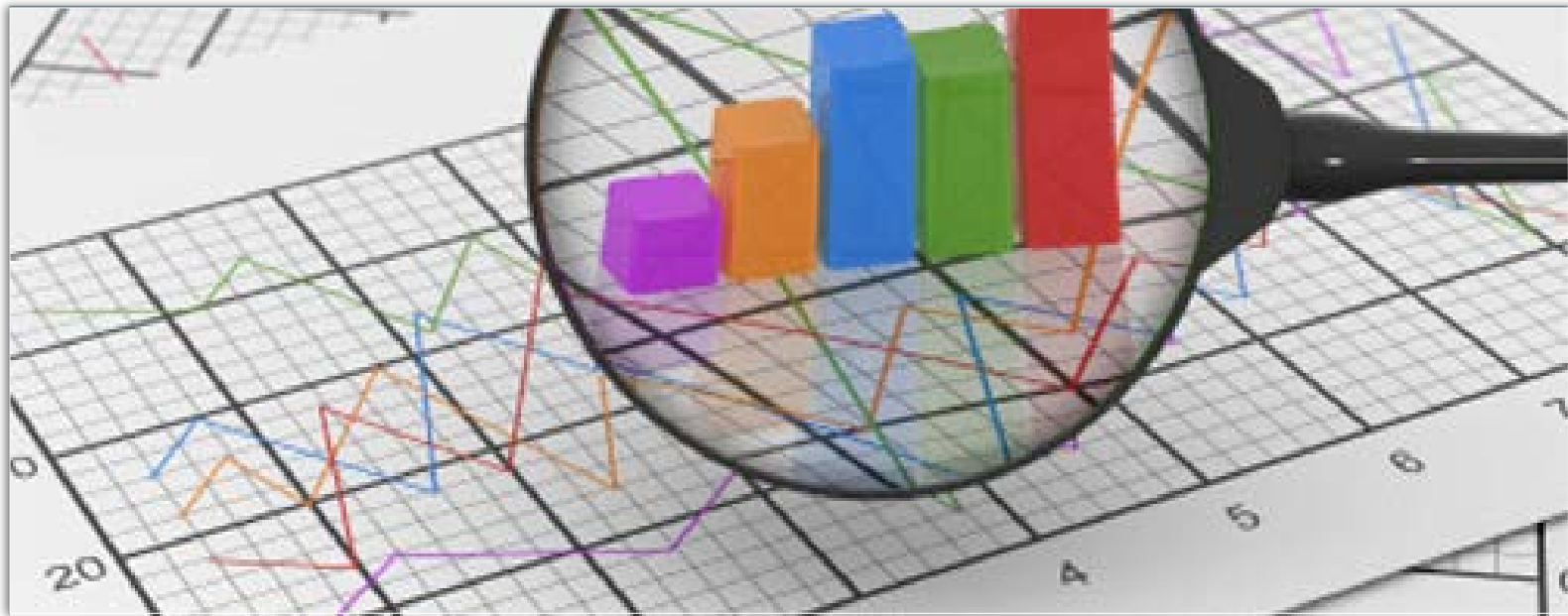
Warning: Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

<http://www.census.gov/popest/>



Clues for finding the *right* data set

The Census is only one source of data



Places to start from

- Census

- Statistical Abstract <http://www.census.gov/compendia/statab/>

- NMDWS laser.state.nm.us

- Publications Center looking for:

New Mexico Annual Social & Economic Indicators



Who to Contact when you need assistance

My contact information
appears at
the end of this presentation.

Additionally, State Data Center
affiliates in New Mexico are
good contacts for census
data and assistance. To find
contacts in your area go to
bber.unm.edu/affils.htm



Exercise 1

You are applying for a federal grant to assist in early childhood development for families in poverty in Gallup. Your grant has a section for identifying the target population and its demographics.

- 1) What are the basic demographics of McKinley county?
- 2) How many families with children under 5 are below the poverty level?
- 3) What is the Median Household Income in McKinley?
- 4) How many families are without health insurance?

Can you find this data for Gallup or other small population local area?



Exercise 2

You would like to open up a Gas Station in Gallup. Part of your business plan is to analyze the local market.

- 1) How many Gas Stations are in the area?
- 2) What is there annual payroll?
- 3) How does that compare to other similar areas like Farmington?



Thank You!

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