Census Data for Business Entrepreneurs

David Kraiker, US Census Bureau

NJ Libraries - Grow Business, 2022-10-06
• ACS vs Decennial
• Background Information
• 4 Tools
• Walk-through of Tools
“Current” Surveys

**HUD:** American Housing Survey
**NYC:** Housing Vacancy Survey: NYC
**US Dept Labor:** Consumer Expenditure, Current Population Survey
**US Dept of Justice:** Nat’l Crime & Victimization Survey
**CDC:** Nat’l Health Interview, Nat’l Ambulatory Medical Cure Survey; Nat’l Hospital
**Census Bureau:** Survey of Income & Program Participation (SIPP); American Community Survey (ACS) Economic Census (EC)
Decennial Census

- A Snapshot every 10 years
- Official Count of the Population
- Basic Characteristics (10 questions)
- Every housing unit accounted for
Decennial Census

- Includes Homeless & Group Quarters
- 2020: first time on-line
- All other Censuses based on this.
- Block-level data availability
American Community Survey

• Annual sample size of 3.5 mil addresses
• Data collected by mailed questionnaire, in person and online
• Geographic levels: Nation to Block Group; PUMAs
• Data yearly (1- and 5-year data)
American Community Survey

- About 72 Questions
- “Deep” Characteristics
- In tables, refer to: “B-, C-, S-, and DP” id’s
- Cross tabulations.
- Tract-level availability
<table>
<thead>
<tr>
<th>Social (DP02)</th>
<th>Economic (DP03)</th>
<th>Housing (DP04)</th>
<th>Demographic (DP05)</th>
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<tr>
<td>Educational Attainment</td>
<td>Income &amp; Earnings</td>
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<td>Total Population</td>
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<td>Marital Status</td>
<td>Class of Worker</td>
<td>Occupancy &amp; Structure</td>
<td>Sex &amp; Age</td>
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<td>Employment Status</td>
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<td>Mortgages/Monthly</td>
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<td>Degree</td>
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<td>Monthly costs</td>
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United States Census Bureau
The ACS Questionnaire

• Questions 5 & 6

• Is Person X of Hispanic, Latino, or Spanish Origin?

• What is Person X’s race?
The ACS Questionnaire

- Questions 13 & 14
- What is this person’s ancestry or ethnic origin?
- Does this person speak a language other than English at home?
Census Geographies in a Nutshell

Other Geographies:
- ZCTA; Place; MCD; Congressional District; School District, PUMAs

In NJ:
- County Subdivision = Municipality

In NY:
- Co. Sub = Cities & Towns

Census geographies: blocks, block groups, tracts, counties, and states. Source: Esri
Thresholds for ACS data

- ACS 1-year data *(Sept release)*
  - Large Cities
  - County
  - Congressional District
  - Census Tract
  - County
  - Place/MCD
  - ZCTA’s
  - 65,000

- ACS 5-year data *(Dec release)*
  - PUMAs
  - 100,000

Other geographies available – large MOE’s

4,000
data.census.gov

- Aka “Explore Census Data”
- URL: data.census.gov
- Use Advanced Search
- Years back to 2000
- Multiple Surveys
Census Business Builder

- Two Versions
- Small Biz
  - For Small Biz Owner
  - Analyze Single Biz
  - Create Reports
- Regional Analyst
  - Planning Regions
  - Create/Aggregate
The Narrative Profile

• Smart Phone Friendly

• Select Single Geography and Year

• 5-Year Data

• Data is “Collapsible”

• Not Copyrighted
Quickfacts

- States, Counties, Cities & Towns > 5000 people
- No ZIP Codes
- Socio, Economic, Biz Data, Geographic Data
- Updates Throughout the Year
- Iphone accessible
- Desktop accessible with Tables, etc.
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