

Making Sense of the Census

Census Bureau Data for Grant Proposals



Economic Development Association of Skagit County (EDASC)
Mount Vernon, Washington
October 21, 2015

Useful Sources for Grant Writers

Demographic Programs

- Decennial Census
 - 100% coverage of population and housing
 - Updated every ten years (quickly out of date)
 - Richest geographical detail
 - Data released to block level
- American Community Survey (ACS)
 - First covered all U.S. counties in 2005
 - 2.5% of housing units contacted each year (per county)
 - Annual release of estimates (margins of error included)
 - Data released to block group level
 - Richest topical detail

First Steps: Know What You're Looking For

Starting a Data Search

1. Choose topic – what?

- Choice of topic limits available programs and datasets
- May include race or ethnic group

2. Choose geography – where?


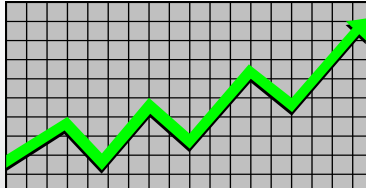

- U.S. is default geography

3. Make selection

4. Refine your search

American Community Survey (ACS) & 2010 Census

Topics

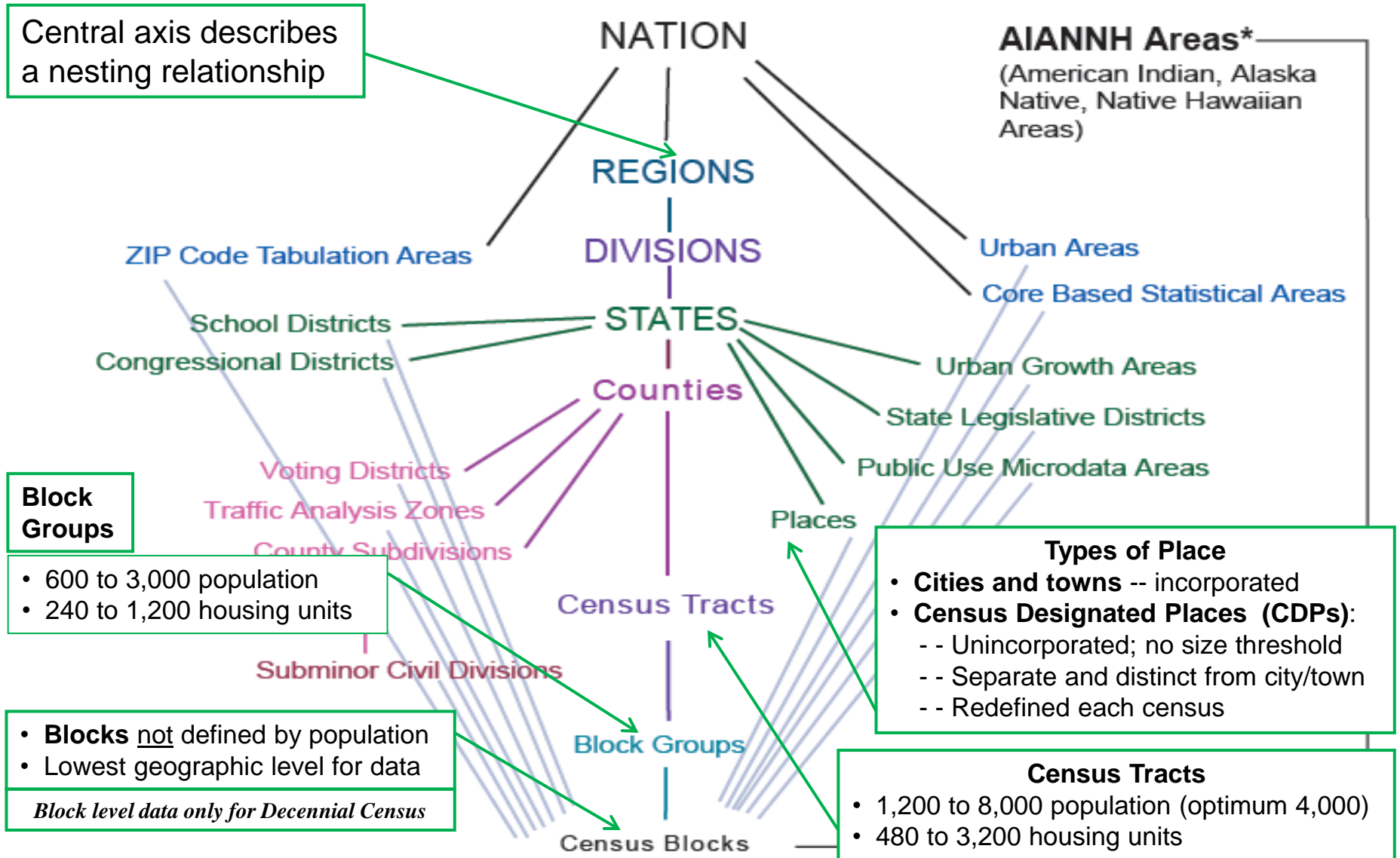
Demographic	Social	Economic	Housing
<p>Sex Age Race Ethnicity Household Relationship Group Quarters</p> 	<p>Families Education Marital Status Fertility Grandparent Caregivers Veterans Disability Status Language at Home Citizenship Migration</p>	<p>Income Poverty Food Stamps / SNAP Employment Status Occupation Industry Journey to Work Place of Work Health Insurance</p> 	<p>Tenure Occupancy Structure Housing Value Taxes / Insurance Utilities Mortgage Monthly Rent Vehicles</p> 

Items in **red** were also collected on the **2010 Census**

Census Geography Hierarchy

(with 2010 Statistical Area Criteria)

Revised 02-19-13



How to Get at the Data

Data Access Tools

- Simpler data tools
 - No training required: fairly self-explanatory
 - Fast: Cut the clicks!
 - Each one has its own limitations
 - Each one has its own benefits
- American FactFinder (AFF)
 - Main portal to Census data
 - All geographies and topics covered
 - Drawback: more difficult to use

Simpler Data Tools / Products

- Smart Search
- QuickFacts
- Easy Stats
- Census Explorer
- Population Finder
- American FactFinder
 - Key Word Search (Data Profiles)
- American Community Survey (Narrative Profiles)

Homepage: [census.gov](https://www.census.gov)

“Smart Search” text box

Enter geography and topic in text box

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Seattle, WA poverty

United States
Census
Bureau

Topics
Population, Economy

Geography
Maps, Products

Library
Infographics, Publications

Data
Tools, Developers

Surveys/Programs
Respond, Survey Data

Newsroom
News, Blogs

About Us
Our Research



Introducing a Mobile Friendly Experience on Census.gov

Our new mobile friendly experience provides easier access to statistics on America's people, places, and economy from your laptop, tablet, or smartphone.



Seattle, WA poverty

Search Features & Tips

Seattle city, WA | Individuals below poverty level

13.6 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Results

Search results

About 125,000 results for 'Seattle, WA poverty'

Web

Image

Video

Seattle (city) QuickFacts from the US Census Bureau

Seattle Washington; Population, 2014 estimate : 668,342: ... Persons below poverty level, percent, 2009-2013 : 13.6%: 13.4% Business QuickFacts Seattle Washington;...

http://quickfacts.census.gov/qfd/states/53/5363000.html

King County QuickFacts from the US Census Bureau

King County Washington; Population, 2014 estimate : ... Persons below poverty level, percent, 2009-2013 : ... Seattle-Tacoma-Bellevue, WA Metro Area : 1:

http://quickfacts.census.gov/qfd/states/53/53033.html

Businesses that Received Forms in 2012: Washington - U.S ...

Small Area Income and Poverty Supplemental ... The U.S. Census Bureau provides data for the Federal, ... Seattle-Tacoma-Bellevue, WA Metropolitan Statistical Area...

http://www.census.gov/econ/census/media/forms/wa.html

Seattle city, Washington QuickLinks from the US Census Bureau

Seattle city, Washington QuickLinks. Share this page ... Poverty. Population Estimates. Population Projections. Health Insurance. Housing. International.

http://quickfacts.census.gov/qfd/states/53/5363000lk.html

Bellingham (city) QuickFacts from the US Census Bureau

Bellingham Washington; Population, 2014 estimate : 83,365: 7,061,530: ... Persons below poverty level, percent, 2009-2013 : 24.1%: 13.4% Business QuickFacts Bellingham

Seattle city, Washington

2013 Population Estimate

652,405

Source: Vintage 2013 Population Estimates: Subcounty Population Places and MCDs

Median Household Income

\$ 65,277

Source: 2009-2013 American Community Survey 5-Year Estimates

Individuals below poverty level

13.6 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Educational Attainment: Percent high school graduate or higher

93.2 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Health Insurance Coverage: Percent uninsured

11.3 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Total Housing Units

309,205

Source: 2009-2013 American Community Survey 5-Year Estimates

QuickFacts



Census.gov (middle of page -- U.S. map) > Select a state to begin

- Benefits: current data, easy access, variety of demographic and business topics
- Links to historic data (through “Browse data sets”)
- Geographies: State, county, place
 - Incorporated city or town
 - Census Designated Place (CDP)
- Limitations: Population threshold of 5,000

Easy Stats

1 Select Geography

Washington

Optional:
Refine by
 County Place

2 Choose a topic:

Financial Jobs Housing People Education

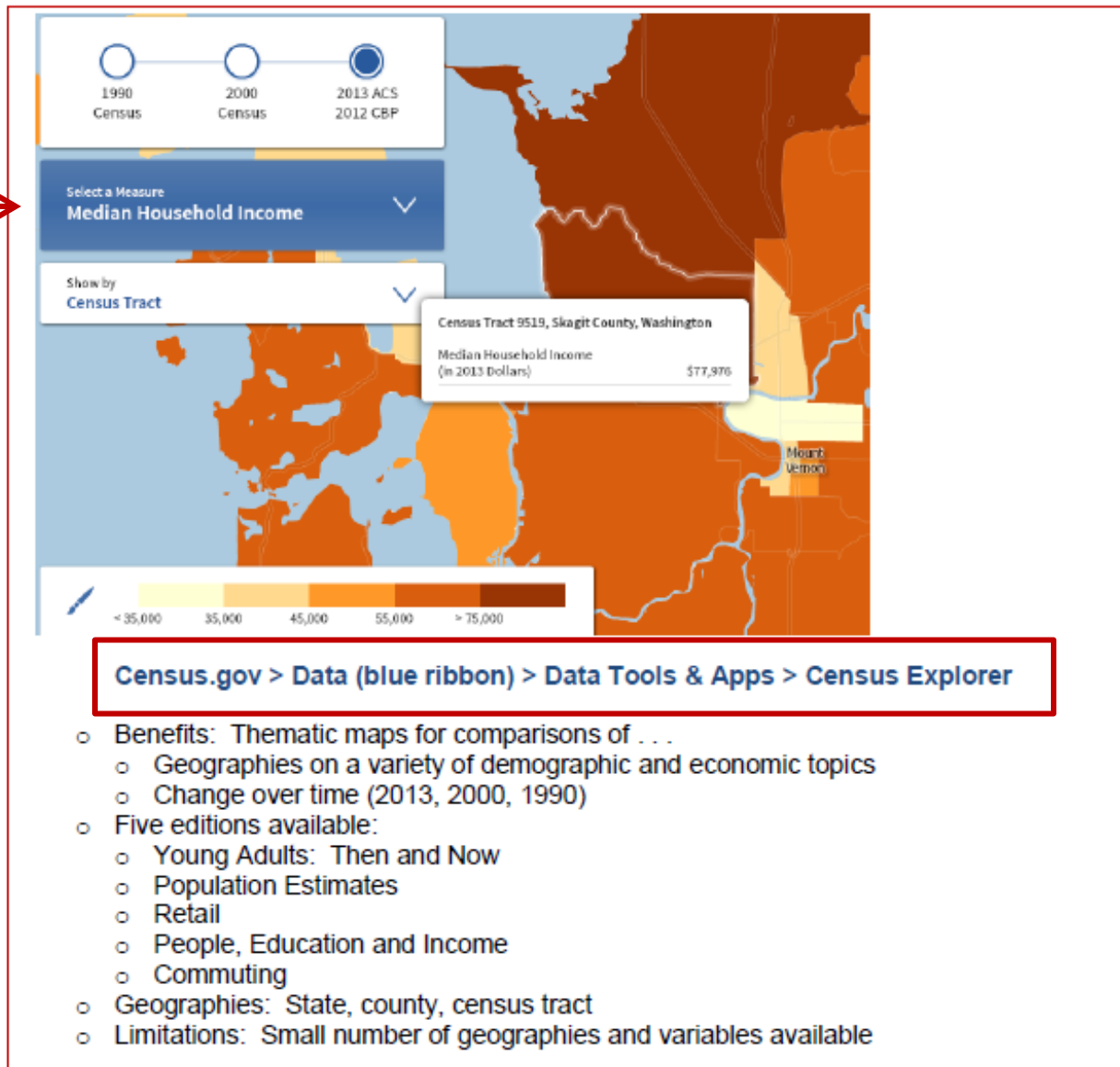
Current Table: None

3 Get Results Clear Choices

Census.gov > Data (blue ribbon) > Data Tools & Apps > Easy Stats

- Benefits: Topics all cross-tabulated by race and ethnicity
- Geographies: State, county, city
- Topics: financial (6 tables) , jobs (5), housing (3) , people (5), education (2)
- Limitations: Tables are pre-selected

Census Explorer



Population Finder

2010 Demographic Profile
Print | Share this page | Connect with us

WA - Mount Vernon city

Population

Total Population	31,743
------------------	--------

Housing Status
(In housing units unless noted)

Total	12,058
Occupied	11,342
Owner-occupied	8,604
Population in owner-occupied (number of individuals)	17,880
Renter-occupied	4,738
Population in renter-occupied	13,415

Census.gov footer > FIND DATA column > Population Finder

- o Benefits:
 - o Many geographies available
 - o Summary of 2010 Census Demographic Profile (100% count)
 - o All-inclusive: No population threshold
- o Geographies: State, county (minor civil divisions, census tract, block group, block), city, American Indian / Alaska Native area
- o Limitations: Data now 5 years old

American FactFinder Key Word Search: Data Profiles

DP03

SELECTED ECONOMIC CHARACTERISTICS

2009-2013 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

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.

Subject	Mount Vernon city, Washington			
	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	23,692	+/-428	23,692	(X)
In labor force	14,566	+/-627	61.5%	+/-2.3
Civilian labor force	14,434	+/-631	60.9%	+/-2.3

**Census.gov > Data (blue ribbon) > Data Tools & Apps > American FactFinder
Advanced Search tab (continue instructions below)**

- Benefits: Most popular product--four profiles with more than 450 topics
- Geographies: State, county, city, metro area, American Indian Reservation, census tract, ZIP code tabulation area
- Limitations: None noted

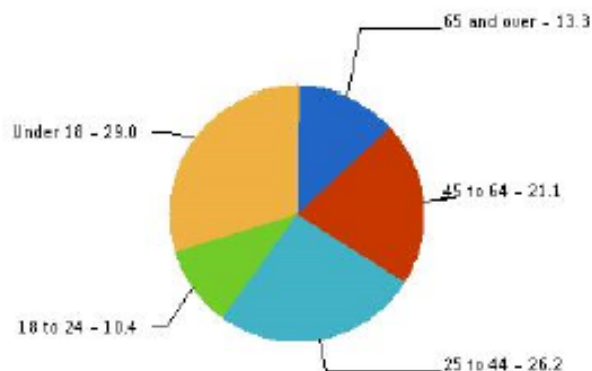
American Community Survey Narrative Profiles

► Population

In 2009-2013, Mount Vernon, Washington has a total population of 32,100 -- 16,200 (51 percent) females and 15,900 (49 percent) males. The median age was 32.2 years. An estimated 29 percent of the population was under 18 years and 13 percent was 65 years and older.

Age Distribution of People in Mount Vernon, Washington in 2009-2013

[click graph to view data in table format](#)

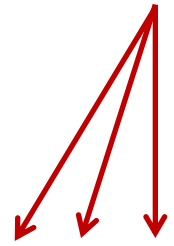


[Census.gov footer](#) > **PEOPLE & HOUSEHOLDS** column > American Community Survey (continue instructions below)

- **Benefits:** The four data profiles in text, with colorful pie charts and bar graphs; statistically and grammatically correct
- **Geographies:** State, county, city, metro area, American Indian Reservation, census tract, ZIP code tabulation area
- **Limitations:** Some sections may be omitted due to lack of reliable data

FAQs, Glossary, Help

American FactFinder



[Feedback](#) [FAQs](#) [Glossary](#) [Help](#)

U.S. Department of Commerce
United States Census Bureau

AMERICAN **FactFinder**

MISSOURI KANSAS VIRGINIA KENTUCKY NORTH

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:

▶ 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](#).

News and Notes

GET EMAIL UPDATES



Dec 17, 2013

The 2008-2012 American Community Survey 5-year estimates are now available...

Assistance with AFF

- ? How to Use American FactFinder
- ? American FactFinder Virtual Tour
- ? Additional Help Resources
- ? Language
- ? Programs, Datasets and Tables
- ? Tables and Products
- Tutorials**
- ? People and Housing Information T
- ? Business and Industry Informatio
- ? Introduction to Geographies Tutor
- ? Guided Search Tutorial
- ? Advanced Search: Using Text Sea
- ? Advanced Search: Topic Search T
- ? Advanced Search: Searching for G
- ? Advanced Search: Search Using P
- ? Advanced Search: Search Using Ir
- ? Advanced Search: Search Using E
- ? Advanced Search: Working with S
- ? Modify a Table Tutorial
- ? Transpose Rows and Columns Tut
- ? Bookmark Tutorial
- ? Download Tutorial
- ? Create a Map Tutorial
- ? American FactFinder Virtual Tour
- Community Facts
- Guided Search
- Advanced Search
- Download Options
- Using Data
- Tables
- Maps
- Narrative Profiles
- Glossary

- Click **Help** (AFF mainpage, top right)
 - Online User Guide
 - **Tutorials**
 - Community Facts
 - Guided Search
 - Advanced Search
 - Download Options
 - Using Data
 - Tables
 - Maps
 - Narrative Profiles
 - Glossary

Citation Style

American FactFinder (AFF)

The screenshot shows the American FactFinder website interface. At the top left is the United States Census Bureau logo. The main header features the 'AMERICAN FactFinder' logo with a magnifying glass icon over a map of the United States. Navigation links include 'Feedback', 'FAQs', 'Glossary', and 'Help'. A secondary navigation bar contains 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD OPTIONS'. Language options for 'English' and 'Español' are also present. A yellow banner below the navigation bar contains a message: 'Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.' The main content area on the left lists 'Community Facts', 'Guided Search', 'Advanced Search', and 'Download Options'. The 'Community Facts' section includes a search input field with the placeholder text 'e.g., Atlanta, GA' and a 'GO' button. On the right, there is a large image of a smiling young woman in a classroom. A red box highlights the 'FAQs' link in the top navigation bar, with a red arrow pointing to a larger red box at the bottom right containing the text: 'FAQs contain citation style for AFF tables and maps'. Below the main content area, there is a 'News and Notes' section with a date of 'Jan 29, 2013' and a snippet of text: 'The Demographic Profile for Guam is available...'. The bottom left corner contains a paragraph: '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](#).'

FAQs contain citation style for AFF tables and maps

Citing AFF Tables and Maps

Frequently Asked Questions ADA/508 friendly site

Text FAQ #

Explore Topics
Browse by Group

▶ Top Questions

▶ 2000 and Earlier

Search results



[American FactFinder: How do I cite tables and maps in American FactFinder?](#)

Dynamically generated tables, maps, and files from American FactFinder:(Use semicolons to separa... *(more)*

[Help! I read about your data in the newspapers, but I don't know which data source it came from.](#)

Best place to look for starters is the Latest News Releases on... *(more)*

Provide Comparisons

Tips for Making Data *Sing!*

- Then : Now
 - Vintages – across time
- We : They
 - Population groups
- Here : There
 - Geographies
- Actual : Goal
 - What it is : what we want it to be
- Or a combination of the above



Benefits of Census Bureau Data

- Comparable nationwide
- Collected regularly
- Uniform methodology
- Recognized as gold standard
- Available / accessible
- **FREE!**

Workshop Information and Data Questions

Linda Clark

Data Dissemination Specialist
Alaska, Idaho, Oregon, Washington
U.S. Census Bureau

linda.clark@census.gov

Mobile: 206-446-8794

Los Angeles Regional Office

818-267-1725 or

888-806-6389 (toll-free)



Thank you!