Census Data for Businesses

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U.S. Census Bureau

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Agenda

- Importance of Census Data
- Censuses, Surveys and Estimates
  - Social, Economic, Demographic, Housing Data
  - Economic Programs Data
- Other Resources
- Selected ACS city-level characteristics
- Census Data Tools and Apps
Demographic Data

- Decennial Census
- American Community Survey (ACS)
- Population Estimates Program
Decennial Census

- Constitutional Mandate
  - Article 1, Section 2
  - 23 Censuses since 1790
- Congressional Reapportionment
- Redistricting
- Data is used to distribute federal funds
Congressional Apportionment

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Washington (10)</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
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</table>
### Congressional Seats Apportionment

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Illinois</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>Ohio</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Texas</td>
<td>32</td>
<td>36</td>
</tr>
<tr>
<td>California</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Florida</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Louisiana</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>New York</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>19</td>
<td>18</td>
</tr>
</tbody>
</table>
Apportionment of the U.S. House of Representatives Based on the 2010 Census

Change from 2000 to 2010
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House

Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.
Figure 2.
Percentage Distribution of Seats in the U.S. House of Representatives by Region:
1910 to 2010
(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/p194-171.pdf)

Sources: U.S. Census Bureau, 2010 Census at <www.census.gov/population/apportionment>; and 2000 Census of Population and Housing, Population and Housing Unit Counts, United States Summary (P2HC3-1, Part 1), Table 3.
Demographic Data

- Decennial Census
- American Community Survey (ACS)
- Population Estimates Program
ACS History

1940-2000 • Decennial Census: Short Form & Long Form

2005 • American Community Survey Replaces Decennial Long Form

2010 • Decennial Census: Short Form Only
Differences Between Decennial Census and ACS

**Census**
- Every 10 Years
- 100 Percent Data
- Official Count
- Point In Time (April 1st)

**ACS**
- Yearly
- Sample Data (3.5 million year/291K monthly)
- Estimates (trends/comparisons)
- Period of Time (1yr, 3yr, 5yr)
ACS Period Estimates

1-Year Estimates
• Geographies of 65,000 or more

3-Year Estimates
• Geographies of 20,000 or more

5-Year Estimates
• All geographies
American Community Survey
Demographic Characteristics

- Age
- Race
- Sex
- Hispanic Origin
American Community Survey
Social Characteristics

- Education
- Marital Status
- Fertility
- Grandparent/Caregivers
- Veterans
- Disability Status

- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation
American Community Survey
Economic Characteristics

- Income
  - Social Security Income
  - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
  - Medicare
  - Medicaid

Income, Poverty & Health Insurance
American Community Survey Statistics for Pittsburgh Metro Area, 2007–2012

- Median household income (in 2012 inflation-adjusted dollars)
- Percentage of people in poverty
- Percentage of people without health insurance

Source: 2007–2012 American Community Survey
For more information, visit census.gov
American Community Survey

Housing Characteristics

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent
### ACS Data Products

**Annual Releases with Population Thresholds**

<table>
<thead>
<tr>
<th>Data Product (next release)</th>
<th>Population Threshold of Statistical Area</th>
<th>Year of Data Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year Estimates (September)</td>
<td>65,000 +</td>
<td>2005</td>
</tr>
<tr>
<td>5-Year Estimates (December)</td>
<td>All Areas *</td>
<td>All Areas *</td>
</tr>
</tbody>
</table>

**Year(s) of Data Collection**

- **1-Year Estimates (September):**

- **3-Year Estimates (October):**

- **5-Year Estimates (December):**

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level.

Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007 – 2011 estimates.
Demographic Data

- Decennial Census
- American Community Survey (ACS)
- Population Estimates Program
Population Estimates

- Population totals available for the United States, states, counties, places and Puerto Rico
- Components of change available for nation, states and counties
- Based on births, deaths and migration
Population Estimates
Current Estimates Data

- Population counts
  - Nation - age, sex, race, and Hispanic origin
  - States - age, sex, race, and Hispanic origin
  - Counties - age, sex, race, and Hispanic origin
  - Incorporated places - total population only

- Housing unit counts
  - States
  - Counties
US Population Projections

- 2015: 321,363
- 2020: 333,896
- 2025: 346,407
- 2030: 358,471
- 2035: 369,662
- 2040: 380,016
- 2045: 389,934
- 2050: 399,803
- 2055: 409,873
- 2060: 420,268

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Overview

- Importance of Census Data
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  - Social, Economic, Demographic, Housing Data
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- Other Resources
- Selected ACS city-level characteristics
- Census Data Tools and Apps
Economic/Business Data

- 2012 Economic Census
  - Advance Report
- County Business Patterns (2012)
- ZIP Code Business Patterns (2012)
- Survey of Business Owners (2015)
- Nonemployer Statistics (2012)
- Local Employment Dynamics
Economic Census

- Conducted every five years (years ending in 2 and 7)
- Provides information economic information down to the zip code level
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Multi-Sector</td>
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<tr>
<td>Mining</td>
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<tr>
<td>Utilities [2]</td>
<td></td>
<td></td>
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<tr>
<td>Construction</td>
<td></td>
<td></td>
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<tr>
<td>Manufacturing</td>
<td></td>
<td></td>
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<tr>
<td>Wholesale Trade</td>
<td></td>
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<tr>
<td>Retail Trade [3]</td>
<td></td>
<td></td>
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<tr>
<td>Services [1]</td>
<td></td>
<td></td>
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<tr>
<td>Economic Census of the Island Areas</td>
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<tr>
<td>Annual Survey of Manufactures</td>
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<tr>
<td>Commodity Flow Survey</td>
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<tr>
<td>County Business Patterns</td>
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<tr>
<td>Nonemployer Statistics</td>
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<tr>
<td>Survey of Business Owners</td>
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</tr>
</tbody>
</table>

[1]: Combination of sectors: 51, 54, 55, 56, 61, 62, 71 and 81 (This is for services) [2]: Combination of sectors: 22, 48, 49, 52, 53 (This is for Utilities & Finance) [3]: Combination of sectors: 44-45, 72 (This is for Retail Trade)
County Business Patterns (CBP)

- Annual release
- Includes several variables:
  - Number of paid employees
  - Payroll (first quarter and annual)
  - Total establishments
    - Establishments by number of paid employees
- Does not include:
  - Nonemployer statistics
  - Revenue or sales
Zip Code Business Patterns

- Release shortly after CBP
- It provides the number of by employment –size classes
- Detailed by industry in the U.S.
## Zip Code Business Patterns

<table>
<thead>
<tr>
<th>Data Products</th>
<th>Tentative Release Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woman-Owned Business</td>
<td>June 2015</td>
</tr>
<tr>
<td>Hispanic-Owned Business</td>
<td>July 2015</td>
</tr>
<tr>
<td>Black-Owned Business</td>
<td>August 2015</td>
</tr>
<tr>
<td>American Indian and Alaska Natives-Owned Business</td>
<td>September 2015</td>
</tr>
<tr>
<td>Asian-Owned Business</td>
<td>October 2015</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Isladers-Owned Business</td>
<td>October 2015</td>
</tr>
<tr>
<td>Veteran-Owned Business</td>
<td>November 2015</td>
</tr>
<tr>
<td>Company Summary</td>
<td>December 2015</td>
</tr>
<tr>
<td>Characteristics of Businesses</td>
<td>December 2015</td>
</tr>
<tr>
<td>Characteristics of Businesses Owners</td>
<td>December 2015</td>
</tr>
</tbody>
</table>
Nonemployer Statistics

- Provides subnational economic data for businesses that have no paid employees
- Most non-employers are self-employed individuals operating unincorporated businesses (known as sole proprietorships)
In Summary

Economic Programs data from the Census Bureau can be an invaluable source of information in a business plan to measure:

- The target market of a business
- The overall health and composition of the industry and competing businesses
- The impact of complementary businesses on the location of the business
- The roll that business suppliers can have on the location of a business
Overview

- Importance of Census Data
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  - Other Resources
- Selected ACS city-level characteristics
- Census Data Tools and Apps
Households

808,700

290,800

53,200

42,500

37,200

King County  Seattle  Bellevue  Kent  Renton

Source: American Community Survey 5-Year Estimates 2010-2014
Scenario 1: Which City has the largest % Married Couples?

- Seattle
- Bellevue
- Kent
- Renton
Married Couples

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County</td>
<td>46.4%</td>
</tr>
<tr>
<td>Seattle</td>
<td>35.1%</td>
</tr>
<tr>
<td>Bellevue</td>
<td>54.4%</td>
</tr>
<tr>
<td>Kent</td>
<td>47.3%</td>
</tr>
<tr>
<td>Renton</td>
<td>42.6%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2010-2014
Households with Children <18 yrs. Old

King County: 29.0%
Seattle: 20.0%
Bellevue: 31.0%
Kent: 38.0%
Renton: 32.0%

Source: American Community Survey 5-Year Estimates 2010-2014
Place of Birth

- **US Native Population**
- **Foreign Born**

<table>
<thead>
<tr>
<th>Location</th>
<th>US Native Population</th>
<th>Foreign Born</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County</td>
<td>79.0%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Seattle</td>
<td>82.0%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Bellevue</td>
<td>65.0%</td>
<td>35.0%</td>
</tr>
<tr>
<td>Kent</td>
<td>73.0%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Renton</td>
<td>72.0%</td>
<td>28.0%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2010-2014
Foreign Born Population - Citizenship

- Naturalized Citizens
- Not a US Citizen

King County: 48.0% (Naturalized), 52.0% (Not a US Citizen)
Seattle: 52.0% (Naturalized), 48.0% (Not a US Citizen)
Bellevue: 42.0% (Naturalized), 58.0% (Not a US Citizen)
Kent: 48.0% (Naturalized), 52.0% (Not a US Citizen)
Renton: 52.0% (Naturalized), 48.0% (Not a US Citizen)

Source: American Community Survey 5-Year Estimates 2010-2014
Language Spoken at Home

- King County: 26.0%
- Seattle: 23.0%
- Bellevue: 39.0%
- Kent: 39.0%
- Renton: 36.0%

Source: American Community Survey 5-Year Estimates 2010-2014
Language at Home

- **King County**: Spanish 25.0%, Other Indo-European 19.0%, Asian and Pacific 48.4%, Another Languages 8.5%
- **Seattle**: Spanish 24.2%, Other Indo-European 12.9%, Asian and Pacific 41.9%, Another Languages 5.6%
- **Bellevue**: Spanish 30.8%, Other Indo-European 30.7%, Asian and Pacific 52.3%, Another Languages 3.6%
- **Kent**: Spanish 28.5%, Other Indo-European 28.3%, Asian and Pacific 31.8%, Another Languages 9.1%
- **Renton**: Spanish 28.5%, Other Indo-European 19.3%, Asian and Pacific 46.7%, Another Languages 5.6%

Source: American Community Survey 5-Year Estimates 2010-2014
Scenario 2: Which City has the largest % High School Drop Outs?

- Seattle
- Bellevue
- Kent
- Renton
Less Than High School Diploma

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County</td>
<td>7.9%</td>
</tr>
<tr>
<td>Seattle</td>
<td>6.9%</td>
</tr>
<tr>
<td>Bellevue</td>
<td>4.4%</td>
</tr>
<tr>
<td>Kent</td>
<td>15.2%</td>
</tr>
<tr>
<td>Renton</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2010-2014
High School Diploma or Equivalent

King County: 16.7%
Seattle: 11.2%
Bellevue: 11.5%
Kent: 26.4%
Renton: 24.4%

Source: American Community Survey 5-Year Estimates 2010-2014
Some College - No Degree

- King County: 20.1%
- Seattle: 16.9%
- Bellevue: 14.7%
- Kent: 24.3%
- Renton: 22.9%

Source: American Community Survey 5-Year Estimates 2010-2014
Associate's Degree

King County: 8.2%
Seattle: 7.1%
Bellevue: 7.3%
Kent: 9.7%
Renton: 9.4%

Source: American Community Survey 5-Year Estimates 2010-2014
Bachelor's Degree

King County: 29.2%
Seattle: 34.4%
Bellevue: 36.9%
Kent: 17.4%
Renton: 22.4%

Source: American Community Survey 5-Year Estimates 2010-2014
Graduate or Professional Degree

King County: 17.8%
Seattle: 23.5%
Bellevue: 25.1%
Kent: 6.9%
Renton: 9.3%

Source: American Community Survey 5-Year Estimates 2010-2014
High School or higher

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County</td>
<td>92.0%</td>
</tr>
<tr>
<td>Seattle</td>
<td>93.1%</td>
</tr>
<tr>
<td>Bellevue</td>
<td>95.5%</td>
</tr>
<tr>
<td>Kent</td>
<td>84.7%</td>
</tr>
<tr>
<td>Renton</td>
<td>88.4%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2010-2014
% of civilian population reporting a disability

King County: 10.0%
Seattle: 9.0%
Bellevue: 6.0%
Kent: 11.0%
Renton: 10.0%

Source: American Community Survey 5-Year Estimates 2010-2014
% Population Employed

- King County: 64.0%
- Seattle: 67.0%
- Bellevue: 62.0%
- Kent: 61.0%
- Renton: 66.0%

Source: American Community Survey 5-Year Estimates 2010-2014
Employer Type

- Private Wage & Salary workers
- Federal, state, or local government
- Self-employed (not incorporated business)

King County: 81.5% Private, 12.6% Federal, 1.1% Self-employed
Seattle: 79.3% Private, 14.5% Federal, 6.1% Self-employed
Bellevue: 86.2% Private, 8.3% Federal, 5.3% Self-employed
Kent: 82.3% Private, 12.7% Federal, 4.9% Self-employed
Renton: 85.0% Private, 10.5% Federal, 4.4% Self-employed

Source: American Community Survey 5-Year Estimates 2010-2014
Commuting to Work (Mean Travel)

- King County: 27.0
- Seattle: 26.0
- Bellevue: 22.0
- Kent: 30.0
- Renton: 29.0

Source: American Community Survey 5-Year Estimates 2010-2014
**Scenario 3:** Which Cities have the lowest and highest Median Household Incomes?

- Seattle
- Bellevue
- Kent
- Renton
Median Household Income

- King County: $73,035
- Seattle: $67,635
- Bellevue: $92,524
- Kent: $57,490
- Renton: $65,223

Source: American Community Survey 5-Year Estimates 2010-2014
Families below Poverty Level

- King County: 8%
- Seattle: 8%
- Bellevue: 5%
- Kent: 15%
- Renton: 9%

Source: American Community Survey 5-Year Estimates 2010-2014
Female Householder (no husband) below Poverty Level

- King County: 23%
- Seattle: 22%
- Bellevue: 18%
- Kent: 32%
- Renton: 22%

Source: American Community Survey 5-Year Estimates 2010-2014
With Health Insurance  | No Health Insurance
---|---
King County  | 89% 11%
Seattle  | 90% 10%
Bellevue  | 91% 9%
Kent  | 84% 16%
Renton  | 85% 15%

Source: American Community Survey 5-Year Estimates 2010-2014
Scenario 4: Which City has a higher percentage of Renters?

- Seattle
- Bellevue
- Kent
- Renton
Margin of Error (MOE)

- **Margin of Error Definition:**
  A measure of the precision of an estimate at a given level of confidence (90%, 95%, 99%)
  -- MOEs at the 90% confidence level for all published ACS estimates

- **Confidence Interval Definition:**
  A range that is expected to contain the population value of the characteristic with a known probability

*Note:* *The previous slides’ data are not tested for statistical significance*
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Mobile Apps
census.gov/mobile
America’s Economy

- Provides the latest data for the principal federal economic indicators, including BEA and BLS; 20 indicators
- Allows businesses to have this information at their finger tips when making important decisions everyday.
- Added BLS’s Consumer Price Index (CPI), Producer Price Index (PPI) and Non-farm Payroll; Rental Vacancy Rates
dwellr

- Uses your preferences to create a list of top 25 places and gives you information about each one.
- Uses the GPS feature in your phone to provide you with statistics for your current location.
- Uses statistics that are powered by the American Community Survey,
This new mobile app from the Census Bureau challenges a user's knowledge of the 50 states and the District of Columbia.

Census PoP Quiz is available for download to Android and Apple products.
Census Data Products

- Population Finder
- Quick Facts
- Business Builder
- Census Explorer
- Community Facts in AFF
- Narrative Profiles
- Address Search & Census Tract Data
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