The 2010 Census—What Your Community Needs To Know
The Magnitude of the 2010 Census

- 309 Million People
- 134 Million Housing Units
- 236,000 Group Quarters Counted
- 3.8 Million People Recruited (in 2009 & 2010)
- 494 Local Census Offices
- 223,000+ Partner Organizations
- 10,250 Complete Count Campaigns
- $400 Billion+ in Federal Funds Distributed
Nebraska Effort

- 1,796,619 People
- 791,863 Housing Units
- 3 Local Census Offices
- 1,536 Partner Organizations
- $3 Billion in Federal Funds Distributed
2010 Census Key Dates

- January 17, 2010 – Advertising Launch
- March 8-10, 2010 – Advance Letters Mailed
- March 15-17, 2010 – Questionnaire Mailed
- March 18-19, 2010 – Reminder Postcard Mailed
- April 1, 2010 – CENSUS DAY
- May 1-July 10, 2010 – Non-Response Follow-Up
- December 2010 – Deliver State Population Totals to President
- March 2011 – Complete Delivery Redistricting Data to States
The Questionnaire

- 120 million questionnaire packages
- 134 million housing units contacted by mail or in person
- Each one percent increase in mailback response rate saves us about $85 million in door-to-door follow-up work
Questionnaire Content

- Number of inhabitants on **4/1/10**
- Tenure (own or rent)
- Telephone number
- Name
- Age/Date of Birth
- Gender
- Race/Ethnicity
- Household Relationship
Type of Enumeration

- 90% Mailout/Mailback
- 9% Update/Leave
- 1% Update/Enumerate
Nebraska Type of Enumeration

Percent of Housing Units
• 76.8%

Mailout/Mailback
• 22.7%

Update/Leave
• 0.4%

Update/Enumerate
Participation Rate Feedback Program
State/Local Participation Rates

2010 Participation Rates

Enter zip code or city and state. FIND

Local View
Town/Township View
Place View
Reservation View
County View
National View

US CENSUS BUREAU
Helping You Make Informed Decisions

Larry Mugler, Denver Regional Census Office
Partnership Activities

- Todd Wiltgen
- Blanca Ramirez-Salazar
2010 Census -- Why It Matters

"Just like we can’t survive without roads and bridges, the country doesn’t function well without updated census data to distribute funds to areas that most need them and to support community decisions about their own future."

— Robert M. Groves, Director of the United States Census Bureau
The Use of Census Bureau Data is About…

- Political power
- Economic power
- Advocacy power
- Community development power
- Funding power
## Census Data and Federal Funding

### Table 2. Ten Largest Census-Guided Assistance Programs, FY2008

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
<th>Department</th>
<th>FY08 Expenditures</th>
<th>Type of Assistance and Recipient</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program</td>
<td>Department of Health and Human Services</td>
<td>$261,143,624,624</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>20.206</td>
<td>Highway Planning and Construction (Federal-Aid Highway Program)</td>
<td>Department of Transportation</td>
<td>$36,795,582,685</td>
<td>Formula grants and project grants to states</td>
</tr>
<tr>
<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>Department of Housing and Urban Development</td>
<td>$15,340,853,794</td>
<td>Project grants to public housing agencies</td>
</tr>
<tr>
<td>84.027</td>
<td>Special Education Grants to States</td>
<td>Department of Education</td>
<td>$10,788,318,120</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>84.010</td>
<td>Title I Grants to Local Educational Agencies</td>
<td>Department of Education</td>
<td>$7,513,986,185</td>
<td>Formula grants to state educational agencies (local agencies are subgrantees)</td>
</tr>
<tr>
<td>10.410</td>
<td>Very Low to Moderate Income Housing Loans</td>
<td>Department of Agriculture</td>
<td>$7,268,193,451</td>
<td>Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children’s Insurance Program</td>
<td>Department of Health and Human Services</td>
<td>$7,100,682,978</td>
<td>Formula grants to states</td>
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<tr>
<td>10.557</td>
<td>Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program)</td>
<td>Department of Agriculture</td>
<td>$6,138,491,549</td>
<td>Formula grants to states</td>
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<tr>
<td>14.196</td>
<td>Section 8 Housing Assistance Payments Program (Project-based Section 8)</td>
<td>Department of Housing and Urban Development</td>
<td>$6,002,587,454</td>
<td>Direct payments to public housing agencies</td>
</tr>
<tr>
<td>93.600</td>
<td>Head Start</td>
<td>Department of Health and Human Services</td>
<td>$5,681,535,945</td>
<td>Project grants to local service providers</td>
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</tbody>
</table>
2010 Census Data Can Help Your Community Answer Questions Like…

• How many people live here?
• How has the number of people changed?
• How old or young are the people?
• What race and ethnicity are they?
• How many families are there?
• How many single parents?
• How many own or rent their home?
Brief Data Overview

• Census Geography

• 2010 Census Data Release Schedule

• Importance of Redistricting Data File

• Community Profiles (DP-1)

• American FactFinder

• American Community Survey
2010 Census Geography

• **Political Areas:**
  - States, Counties, Cities, American Indian Reservations, School Districts, Minor Civil Divisions, etc…

• **Statistical Areas:**
  - Census Tracts, Census Blocks, Census Designated Places, Traffic Analysis Zones, etc…
Small Area Hierarchy
Census Tracts, Block Groups, Blocks
## 2010 Census Data Products

### Release Schedule

<table>
<thead>
<tr>
<th>Planned Release Date</th>
<th>Data Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/10</td>
<td>Apportionment Population Counts</td>
</tr>
<tr>
<td>2/11 – 3/11</td>
<td>Census Redistricting Summary File (P.L. 94-171) for States</td>
</tr>
<tr>
<td>5/11</td>
<td>Demographic Profile</td>
</tr>
<tr>
<td>6/11 – 8/11</td>
<td>Summary File 1 for States</td>
</tr>
<tr>
<td>12/11 – 4/12</td>
<td>Summary File 2 for States</td>
</tr>
<tr>
<td>12/12</td>
<td>American Indian and Alaska Native Summary File</td>
</tr>
<tr>
<td>1/13</td>
<td>Congressional District Summary File (113th Congress)</td>
</tr>
</tbody>
</table>
2010 Census Data Release Schedule

2010 CENSUS DATA PRODUCTS:

February 2011 - March 2011
- Census Redistricting Data (P.L. 94-171)
  - Summary File for States:
    - Population counts for race and Hispanic or Latino categories
    - State housing unit counts by occupancy status (occupied units, vacant units)
    - Lowest Level Geography: Blocks

March 2011 - February 2012
- 2010 Census Briefs:
  - Analysis of topics including graphs and tables
  - Topics based on 2010 Census questions
  - Similar to the Census 2000 Briefs series
  - Lowest Level Geography: Largest Places

April 2011
- National Summary File of 2010 Census Redistricting Data (P.L. 94-171):
  - Population and housing unit counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian Areas

May 2011
- Demographic Profile:
  - Selected population and housing characteristics
  - Includes Congressional Districts of the 111th Congress
  - Lowest Level Geography: Places / Functioning Minor Civil Divisions

June 2011 - August 2011
- Summary File 1 (SF 1) for States:
  - Population counts for 63 race categories and Hispanic or Latino
  - Population counts for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
  - Selected population and housing characteristics
  - Lowest Level Geography: Blocks

June 2011 - June 2013
- 2010 Census Special Reports:
  - Detailed analysis of topics including graphs, tables, and maps
  - Similar to the Census 2000 special report series

November 2011
- National Summary File 1 (SF1) Update:
  - Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas

May 2012
- National Summary File 2 (SF2) Update:
  - Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas

May 2012 - December 2012
- Summary Population and Housing Characteristics Report Series:
  - Data table on age, sex, race, Hispanic origin, households, families, housing tenure and occupation population density, and area

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Larry Mugler, Denver Regional Census Office

Page 21
Redistricting Data File

• Deliver DVD to redistricting officials in each state on a flow basis (2/11-3/11)

• Included:
  • First release of official population counts for all levels of geography
  • First race and Hispanic origin counts
  • Counts for 63 race combinations
  • Total population and age 18+
  • Housing unit counts (occupied and vacant)

• Geography:
  • States to blocks
  • Voting districts, state legislative districts, 111th Congressional Districts, school districts
Demographic Profile

- Released via American FactFinder - May 2011
- Includes:
  - Race and Hispanic origin
  - Households
  - Families
  - Age and sex
  - Population in Group Quarters
  - Housing Tenure (owner/renter)
  - Housing Occupancy Rates
  - Housing Vacancy Rates
- Geography:
  - Nation, states, counties, places, American Indian and Alaska Native Areas
### Table DP-1. Profile of General Demographic Characteristics: 2000

**Geographic Area:** Denver city, Colorado

*For information on confidentiality protection, nonsampling error, and definitions, see text*

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
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<tbody>
<tr>
<td><strong>SEX AND AGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>280,007</td>
<td>50.5</td>
</tr>
<tr>
<td>Female</td>
<td>274,429</td>
<td>49.5</td>
</tr>
<tr>
<td>Under 5 years</td>
<td>37,769</td>
<td>6.8</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>34,473</td>
<td>6.2</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>31,315</td>
<td>5.6</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>32,259</td>
<td>5.8</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>45,534</td>
<td>8.2</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>113,676</td>
<td>20.5</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>86,420</td>
<td>15.6</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>71,000</td>
<td>12.8</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>22,573</td>
<td>4.1</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>17,191</td>
<td>3.1</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>30,643</td>
<td>5.5</td>
</tr>
<tr>
<td>85 years and over</td>
<td>23,369</td>
<td>4.2</td>
</tr>
<tr>
<td>Median age (years)</td>
<td>33.1</td>
<td>(X)</td>
</tr>
<tr>
<td><strong>RACE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One race</td>
<td>533,842</td>
<td>96.3</td>
</tr>
<tr>
<td>White</td>
<td>362,150</td>
<td>65.3</td>
</tr>
<tr>
<td>Black or African American</td>
<td>61,649</td>
<td>11.1</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>7,290</td>
<td>1.3</td>
</tr>
<tr>
<td>Asian</td>
<td>15,611</td>
<td>2.8</td>
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</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HISPANIC OR LATINO AND RACE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>554,636</td>
<td>100.0</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>175,794</td>
<td>31.7</td>
</tr>
<tr>
<td>Mexican</td>
<td>120,604</td>
<td>21.6</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>1,632</td>
<td>0.3</td>
</tr>
<tr>
<td>Cuban</td>
<td>669</td>
<td>0.1</td>
</tr>
<tr>
<td>Other Hispanic or Latino</td>
<td>52,739</td>
<td>9.5</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>379,932</td>
<td>68.3</td>
</tr>
<tr>
<td>White alone</td>
<td>287,997</td>
<td>51.9</td>
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</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RELATIONSHIP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>554,636</td>
<td>100.0</td>
</tr>
<tr>
<td>Households</td>
<td>541,917</td>
<td>97.7</td>
</tr>
<tr>
<td>Householder</td>
<td>230,236</td>
<td>43.1</td>
</tr>
<tr>
<td>Spouse</td>
<td>63,016</td>
<td>15.0</td>
</tr>
<tr>
<td>Child</td>
<td>131,799</td>
<td>23.8</td>
</tr>
<tr>
<td>Own child under 18 years</td>
<td>103,400</td>
<td>18.6</td>
</tr>
<tr>
<td>Other relatives</td>
<td>40,288</td>
<td>7.3</td>
</tr>
<tr>
<td>Under 18 years</td>
<td>14,696</td>
<td>2.7</td>
</tr>
<tr>
<td>Nonrelatives</td>
<td>47,579</td>
<td>8.6</td>
</tr>
<tr>
<td>Unmarried partner</td>
<td>15,737</td>
<td>2.8</td>
</tr>
<tr>
<td>In group quarters</td>
<td>12,719</td>
<td>2.3</td>
</tr>
<tr>
<td>Institutionalized population</td>
<td>6,216</td>
<td>1.1</td>
</tr>
<tr>
<td>Noninstitutionalized population</td>
<td>6,503</td>
<td>1.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOUSEHOLD BY TYPE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total households</td>
<td>239,235</td>
<td>100.0</td>
</tr>
<tr>
<td>Family households (families)</td>
<td>119,300</td>
<td>49.9</td>
</tr>
<tr>
<td>With own children under 18 years</td>
<td>55,598</td>
<td>23.2</td>
</tr>
<tr>
<td>Married-couple family</td>
<td>63,016</td>
<td>34.7</td>
</tr>
<tr>
<td>With own children under 18 years</td>
<td>35,690</td>
<td>10.6</td>
</tr>
<tr>
<td>Female householder, no husband present</td>
<td>29,923</td>
<td>10.6</td>
</tr>
<tr>
<td>With own children under 18 years</td>
<td>25,923</td>
<td>10.6</td>
</tr>
<tr>
<td>Nonfamily households</td>
<td>119,935</td>
<td>50.1</td>
</tr>
<tr>
<td>Householder living alone</td>
<td>94,044</td>
<td>39.3</td>
</tr>
<tr>
<td>Householder 65 years and over</td>
<td>22,604</td>
<td>9.4</td>
</tr>
</tbody>
</table>
Summary File 1

- Released via American FactFinder June-August 2011
- Includes:

  **Table subjects:**
  - Households
  - Families
  - Age and Sex
  - Population in Group Quarters by Type
  - Housing Units

  **By Major Race Categories:**
  - Black or African American alone
  - American Indian and *Alaska* Native alone
    - Asian alone
  - Native Hawaiian and Other Pacific Islander alone
    - Some Other Race alone
    - Two or more races alone
    - Hispanic or Latino

- Geography:
  - States to blocks

---

*US Census Bureau*
*Helping You Make Informed Decisions*

Larry Mugler, Denver Regional Census Office
Summary File 2

• Released via American FactFinder-Dec/11-Apr/12
• Includes:

<table>
<thead>
<tr>
<th>Table subjects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Households</td>
</tr>
<tr>
<td>• Families</td>
</tr>
<tr>
<td>• Age and Sex</td>
</tr>
<tr>
<td>• Population in Group Quarters by Type</td>
</tr>
<tr>
<td>• Housing Units</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Repeated for more than 250 population groups:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Filipino alone</td>
</tr>
<tr>
<td>• Paiute alone</td>
</tr>
<tr>
<td>• Korean alone</td>
</tr>
<tr>
<td>• Mexican alone</td>
</tr>
<tr>
<td>• Colombian alone</td>
</tr>
<tr>
<td>• Guatemalan alone or in combination</td>
</tr>
<tr>
<td>• Apache alone or in combination</td>
</tr>
<tr>
<td>• White; American Indian and Alaska Native</td>
</tr>
<tr>
<td>• Black alone or in combination</td>
</tr>
</tbody>
</table>

• Geography:
  • States to census tracts
    • No Block Groups or Blocks
American Factfinder Data Retrieval System

- An integrated Census Bureau web site

- Access to data from:
  - 2010 Census
  - Economic Censuses
  - American Community Survey Data
  - Surveys and Estimates
How do I get to the American FactFinder?

www.census.gov
ACS and 2010 Census

THE AMERICAN COMMUNITY SURVEY AND THE 2010 CENSUS

Every address receives a 2010 Census form.
A random sample of addresses also receives an American Community Survey form.

Both require your response.
Learn more.
American Community Survey: What is it?

• A large, continuous survey
  - Key component of the 2010 census program.
  - Replaces census sample questionnaire (long form).
  - Produces characteristics, not a population count.
  - More current information: annual data rather than once every 10 years.
  - Produces information for small areas including tracts, block groups and population subgroups.
## ACS Characteristics

<table>
<thead>
<tr>
<th>Social</th>
<th>Economic</th>
<th>Housing</th>
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<tbody>
<tr>
<td>Education</td>
<td>Income</td>
<td>Own/rent</td>
</tr>
<tr>
<td>Marital status</td>
<td>Benefits</td>
<td>Occupancy</td>
</tr>
<tr>
<td>Grandparent caregivers</td>
<td>Employment status</td>
<td>Structure</td>
</tr>
<tr>
<td>Fertility</td>
<td>Occupation</td>
<td>Housing value</td>
</tr>
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<td>Veterans</td>
<td>Industry</td>
<td>Taxes</td>
</tr>
<tr>
<td>Disability status</td>
<td>Commuting</td>
<td>Insurance</td>
</tr>
<tr>
<td>Place of birth</td>
<td>Place of work</td>
<td>Utilities</td>
</tr>
<tr>
<td>Citizenship</td>
<td></td>
<td>Mortgage/rent</td>
</tr>
<tr>
<td>Year of entry</td>
<td>Language spoken at home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancestry/tribal affiliation</td>
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</table>
ACS Data Products

- ACS includes a wealth of data
- ACS produces 1-year and multi-year estimates
- ACS data products put these data at the fingertips of those who need them:
  - [http://factfinder.census.gov](http://factfinder.census.gov)

<table>
<thead>
<tr>
<th>Data Profiles</th>
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<tr>
<td>Narrative Profiles</td>
</tr>
<tr>
<td>Selected Population Profiles</td>
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<tr>
<td>Ranking Tables</td>
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<tr>
<td>Subject Tables</td>
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<td>Detailed Tables</td>
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<td>Geographic Comparison Tables</td>
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<td>Thematic Maps</td>
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<td>Custom Tables</td>
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<tr>
<td>Summary File</td>
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<tr>
<td>Public Use Microdata Samples</td>
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### Table DP-2. Profile of Selected Social Characteristics: 2000

Geographic area: Denver city, Colorado

<table>
<thead>
<tr>
<th>Subject</th>
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<th>Percent</th>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIVITY AND PLACE OF BIRTH</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>554,636</td>
<td>100.0</td>
<td>Non-Hispanic</td>
<td>458,035</td>
<td>82.8</td>
</tr>
</tbody>
</table>

### Table DP-3. Profile of Selected Economic Characteristics: 2000

Geographic area: Denver city, Colorado

<table>
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<tr>
<th>Subject</th>
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<th>Percent</th>
<th>Subject</th>
<th>Number</th>
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<tbody>
<tr>
<td>INCOME IN 1999</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>239,416</td>
<td>100.0</td>
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</tbody>
</table>

### Table DP-4. Profile of Selected Housing Characteristics: 2000

Geographic area: Denver city, Colorado

<table>
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<tr>
<th>Subject</th>
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<th>Percent</th>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCUPANTS PER ROOM</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupied housing units</td>
<td>239,235</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**COMMENTS**: 
1. This table provides a detailed profile of various social, economic, and housing characteristics for Denver city, Colorado. The data is based on a sample and includes information on nativity, place of birth, employment status, income in 1999, and housing characteristics.
2. The tables are structured to provide a comprehensive overview, with each row representing a specific characteristic and its corresponding number and percentage.
3. The data is organized to facilitate easy comparison and analysis, with clear headings and subheadings for each section.
4. The tables include a variety of data points, such as income levels, employment statuses, and housing units, providing a rich source of information for demographic study.

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**IPA: Denver Regional Census Office**

Larry Mugler, Denver Regional Census Office

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**US CENSUS BUREAU**

Helping You Make Informed Decisions
Compass Products—How Can I Access ACS Data

- General Data Users
- Business Community
- High School Teachers
- Media
- Congress
- State and Local Governments
- Federal Agencies
- Researchers
- Users of Data for Rural Areas
- Users of Data for American Indians and Alaska Natives
The American Community Survey (ACS)

The American Community Survey (ACS) is an ongoing survey that provides detailed information about the population and housing characteristics of the United States. It is a sample survey that provides data for every state, county, and other small areas. ACS data are used by government agencies, businesses, researchers, and the general public to make informed decisions. The survey includes questions about demographics, housing, employment, education, health insurance, and more.

The ACS is replacing the Decennial Census for most data collection purposes. The ACS provides data on a more frequent basis (every year) and includes more detailed and frequent updates on topics of interest. The ACS is a key source of information for understanding the rapidly changing nature of the population and is used by policymakers, researchers, and businesses to make informed decisions.

The ACS is available online through the American FactFinder website, which allows users to browse, download, and create custom tables of data.

The ACS Compass Products:
Handbooks, Powerpoint Presentations, and other educational materials to help you understand and use the American Community Survey data.

2008 ACS Data Release
FOR IMMEDIATE RELEASE: TUESDAY, JUNE 22, 2010

Census Bureau Releases 2009 City Population Estimates

The U.S. Census Bureau today released July 1, 2009, population estimates for each of the nation’s incorporated places, including cities, boroughs and villages and minor civil divisions, such as towns and townships. The new estimates are not 2010 Census population counts. They are, however, the last estimates to use 2000 Census results as a base.
Major Surveys Conducted by the Census Bureau

- American Community Survey
- Current Population Survey
- Consumer Expenditure Survey
- Survey of Income and Program Participation
- National Crime Victimization Survey
- National Health Interview Survey
- American Housing Survey-National
How the Data are used
Many federal, state, local and tribal governments use census data to:

- Decide the location of new housing and public facilities,
- Examine the demographic characteristics of communities, states, and the USA,
- Plan transportation systems and roadways,
- Determine quotas and creation of police and fire precincts,
- Create localized areas for elections, schools, utilities, etc.
Civil Rights

- federal agencies and private litigants use data on race, ethnicity, national origin, sex, age, and disability to monitor compliance with civil rights laws and to determine where disparities exist and remediation is required.
Local government

- Resource needs
- Facility planning
- Population movement
Percent moving in 5 years by ZIP

Data Classes

- **Percent**
  - 11.1 - 24.3
  - 37.3 - 57.1
  - 37.8 - 46.4
  - 47.5 - 62.5
  - 67.7 - 100.0

Features

- **Major Road**
- **Street**
- **Stream/Waterbody**
- **Stream/Waterbody**

NOTES: The map is based on data from the 2000 Census. For more information, visit the Census Bureau’s website at https://www.census.gov.

Source: 2000 Census

Larry Mugler, Denver Regional Census Office
Transportation planning

- Model validation
  - Household travel surveys
  - Mode shares
- Key household characteristics
  - Workers in HH
  - Travel mode to work
Transportation Planning

What is the CTPP?

The Census Transportation Planning Package is a set of special tabulations from the long form of the decennial census designed by transportation planners for transportation planners.

It summarizes the data:
- Flows between Home and Work
- At Workplace
- At Residence

CTPP 2000

US CENSUS BUREAU
Helping You Make Informed Decisions

Larry Mugler, Denver Regional Census Office
Bike/Walk modeling

- Employment density
- Share of multi-family dwelling units of total units
- Local workers/job balance
- Distance to college campus
Estimating travel characteristics

<table>
<thead>
<tr>
<th>Income Quartile</th>
<th>Median Distance</th>
<th>Mean Distance</th>
<th>Median Time</th>
<th>Mean Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $25000</td>
<td>5.87</td>
<td>9.50</td>
<td>14.8</td>
<td>18.0</td>
</tr>
<tr>
<td>$25000 - $45000</td>
<td>7.71</td>
<td>11.57</td>
<td>16.8</td>
<td>20.2</td>
</tr>
<tr>
<td>$45000 - $75000</td>
<td>9.33</td>
<td>13.13</td>
<td>18.2</td>
<td>21.8</td>
</tr>
<tr>
<td>&gt; $75000</td>
<td>9.94</td>
<td>13.46</td>
<td>18.9</td>
<td>22.5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8.58</td>
<td>12.37</td>
<td>17.6</td>
<td>21.1</td>
</tr>
</tbody>
</table>

Source: 1990 Census
School districts

- School locations
- Attendance area boundaries
- Enrollment versus population
- Student performance
Political/Statistical Geographic Hierarchy

Figure A-1. Standard Hierarchy of Census Geographic Entities

- NATION
  - REGIONS
    - DIVISIONS
      - States
        - Congressional Districts
        - School Districts
        - Voting Districts
        - County Subdivisions
        - Census Tracts
        - Subbarrios
        - Block Groups
        - Blocks
  - AIANHHS

- UGAs
- SLDs
- ANRCs
- Places
- TAZs

AIANHH: American Indian Area/Native Hawaiian Area
ANRC: Alaska Native Regional Corporation
SLD: State Legislative District (upper & lower chambers)
TAZ: Traffic Assignment Zone
UGA: Oregon Urban Growth Area
ZCTA*: ZIP Code Tabulation Area
Percent of Children Under 18 Years Below Poverty Level in the Past 12 Months

<table>
<thead>
<tr>
<th>Geographic area</th>
<th>Percent</th>
<th>Margin of Error (+/-)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nebraska</td>
<td>14.2</td>
<td>0.7</td>
</tr>
<tr>
<td>SCHOOL DISTRICT, UNIFIED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BELLEVUE PUBLIC SCHOOLS</td>
<td>11.6</td>
<td>5.6</td>
</tr>
<tr>
<td>COLUMBUS PUBLIC SCHOOLS</td>
<td>6.9</td>
<td>5.0</td>
</tr>
<tr>
<td>ELKHORN PUBLIC SCHOOLS</td>
<td>4.9</td>
<td>4.5</td>
</tr>
<tr>
<td>FREMONT PUBLIC SCHOOLS</td>
<td>20.0</td>
<td>5.8</td>
</tr>
<tr>
<td>GRAND ISLAND PUBLIC SCHOOLS</td>
<td>17.8</td>
<td>4.9</td>
</tr>
<tr>
<td>HASTINGS PUBLIC SCHOOLS</td>
<td>15.2</td>
<td>6.2</td>
</tr>
<tr>
<td>KEARNEY PUBLIC SCHOOLS</td>
<td>14.4</td>
<td>5.5</td>
</tr>
<tr>
<td>LINCOLN PUBLIC SCHOOLS</td>
<td>13.4</td>
<td>1.7</td>
</tr>
<tr>
<td>MILLARD PUBLIC SCHOOLS</td>
<td>2.6</td>
<td>1.1</td>
</tr>
<tr>
<td>NORFOLK PUBLIC SCHOOLS</td>
<td>14.1</td>
<td>5.2</td>
</tr>
<tr>
<td>NORTH PLATTE PUBLIC SCHOOLS</td>
<td>11.7</td>
<td>6.0</td>
</tr>
<tr>
<td>OMAHA PUBLIC SCHOOLS</td>
<td>22.5</td>
<td>1.9</td>
</tr>
<tr>
<td>PAPILLION-LA VISTA PUBLIC SCHOOLS</td>
<td>7.2</td>
<td>2.6</td>
</tr>
<tr>
<td>RALSTON PUBLIC SCHOOLS</td>
<td>12.5</td>
<td>6.4</td>
</tr>
<tr>
<td>WESTSIDE COMMUNITY SCHOOLS</td>
<td>9.7</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2008

Larry Mugler, Denver Regional Census Office
In April 2000, 5.2 million first-through-twelfth graders attended private schools, or 10.4 percent of students in those grades.
Elementary and High School Private School Enrollment: 2000

- Total: 10.4
- Boys: 10.2
- Girls: 10.5
- White alone: 12.2
- Black or African American alone: 5.9
- American Indian and Alaska Native alone: 5.5
- Asian alone: 10.4
- Native Hawaiian and Other Pacific Islander alone: 6.8
- Some other race alone: 4.7
- Two or more races: 9.3
- Hispanic or Latino (of any race): 5.9
- White alone, not Hispanic or Latino: 12.8
## Grand Island Public Schools, School Enrollment: 2006-08

<table>
<thead>
<tr>
<th>Subject</th>
<th>Total</th>
<th>Enrolled population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>In public school</td>
</tr>
<tr>
<td>Population 3 years and</td>
<td>10874</td>
<td>9864</td>
</tr>
<tr>
<td>over enrolled in school</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursery school, preschool</td>
<td>582</td>
<td>367</td>
</tr>
<tr>
<td>Kindergarten to 12th</td>
<td>8938</td>
<td>8285</td>
</tr>
<tr>
<td>grade</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kindergarten</td>
<td>982</td>
<td>982</td>
</tr>
<tr>
<td>Elementary: grade 1 to</td>
<td>2845</td>
<td>2786</td>
</tr>
<tr>
<td>grade 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elementary: grade 5 to</td>
<td>2171</td>
<td>1952</td>
</tr>
<tr>
<td>grade 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school: grade 9 to</td>
<td>2940</td>
<td>2565</td>
</tr>
<tr>
<td>grade 12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** American Community Survey, 2008
Faith-Based

- Understand the neighborhood
- Determine community needs
- Plant new congregations
Community organizations

- Locate facilities
- Identify social service needs
- Find volunteers
Percent over 25 with college degree by Zip

TM-P042. Percent of Persons 25 Years and Over with Bachelor's Degree or Higher: 2000
Universe: Population 25 years and over
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data
Lincoln, NE MSA by 5-Digit ZIP Code Tabulation Area


Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrix P042.

Source: 2000 Census
Noise pollution

“Low-income families have clearly been targeted in this study.” Sound Pollution.org used census data to lobby San Francisco to reduce noise from electric buses. Go to the petition site and read the census data cited to help augment their case.
Environmental justice

• “This data shows that Phillips has a higher number of both elderly and children under the age of 5 within its boundaries.” A neighborhood in Minneapolis used census data to push for further examination of the environmental and physiological impact of a proposed energy facility. Read the actual petition that was filed in court.
Growth impacts

• “Florida is rapidly being developed, increasing the threats to wildlife” Save the Manatee Club petitions Florida Fish and Wildlife Conservation Commission to step up protection of Florida’s at-risk species using census data. Go to the official press release
Business – Gauge the Competition

• Manufacturer compared statistics for his company with industry-wide figures in census reports. Census figures helped him convince the company's Board of Directors to reduce administrative staff and take other measures to increase productivity and profitability.
Business – Market Share

• A restaurant supply wholesaler calculated that it had roughly an 11-percent market share--its own sales divided by state totals for similar businesses-- in its primary sales region in the northern mountain states. The wholesaler used that figure as a target when it expanded into Arizona and New Mexico.
Business – Site Location

• A major food store chain uses retail census data and population figures to estimate potential weekly food store sales in the trade area for each of its stores. These estimates allow the company to calculate market share for each existing store, and to evaluate prospective sites for new stores.
Business – Site Location

• Developer of nursing homes uses census data to locate areas with senior populations
Percent over 65 with disability by block group

Data Classes

- Percent
- 0.0 - 15.0
- 15.5 - 32.1
- 32.2 - 46.8
- 47.2 - 67.1
- 68.2 - 100.0

Features

- Major Road
- Street
- Stream/Waterbody


Source: 2000 Census

Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrix P42.
Business – Labor force

• labor force skills necessary for a specific industry.
• fair employment practices.
Percent of workers in Production, Transportation and Material Moving by block group

Source: 2000 Census
Transportation industry average monthly wages, 1999-2009

Source: Local Employment Dynamics

Source: U.S. Census Bureau, Local Employment Dynamics
Partnership and Data Services Program

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The Census Bureau serves as the leading source of quality data about the nation’s people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.

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Phone: 720-475-3670
Fax: 720-533-4237
E-mail: dmrcensus@census.gov

Making Census Bureau Data Work For You
"Placing Census Data in Your Hands!"

Your Table Is Waiting on the Internet...
Let the Partnership and Data Services staff guide you to the data you need. Visit our website at www.census.gov to access data. If you need assistance contact us at 720/475-3670 or by e-mail at dno.census@census.gov.
Questions and Comments...