

# 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

2



# 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**



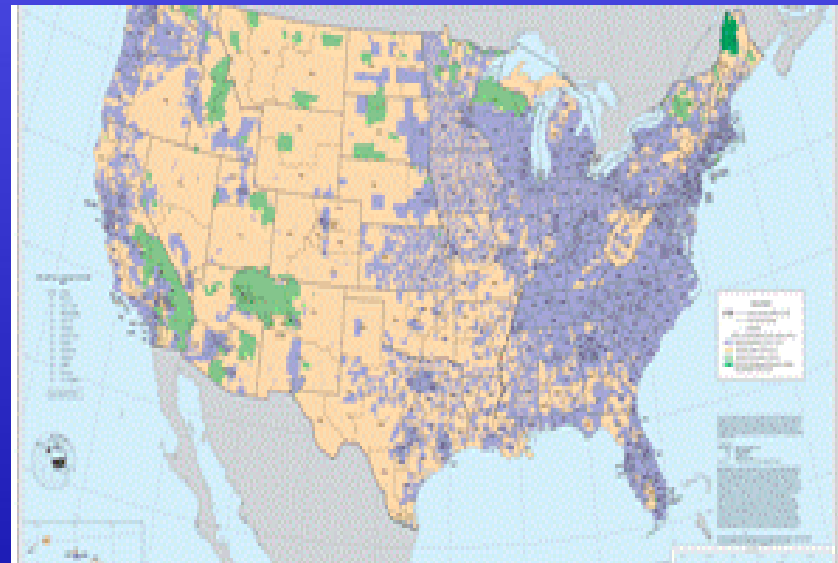
# Questionnaire Content

- 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

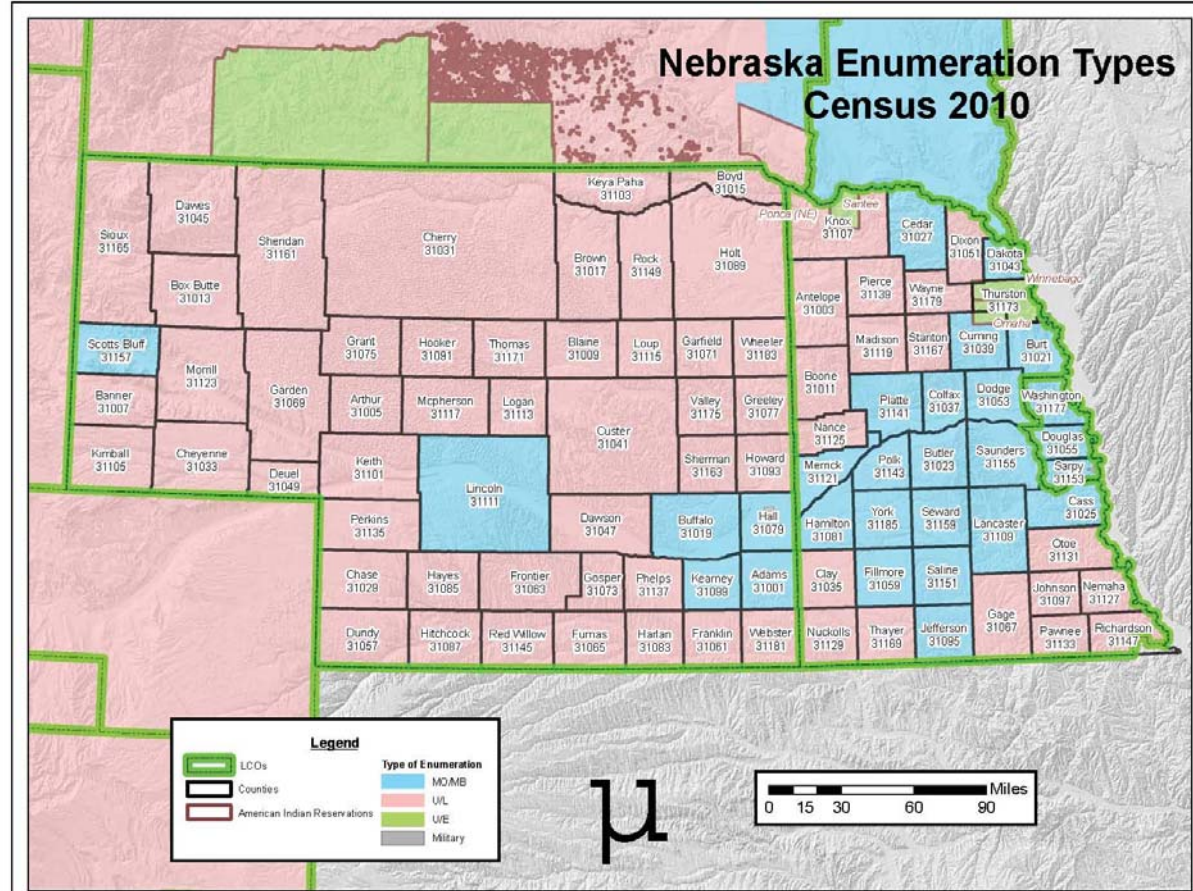
- 90 % Mailout/Mailback
- 9% Update/Leave
- 1% Update/Enumerate



# Nebraska Type of Enumeration

Percent of Housing Units

- 76.8 % Mailout/Mailback
- 22.7% Update/Leave
- 0.4% Update/Enumerate





# Participation Rate Feedback Program

United States Census 2010

THE CENSUS IS | PRESS & MEDIA | PARTNERS

Easy | Important | Safe | Empowering

March 2010, 2010  
The form is coming to you by mail, you cannot get it online.  
Fill it out. Send it back.  
Need help with any of the questions? Go to the interactive form. >

Every 10 years we take a picture of the entire country with the US Census. Every individual in that picture has a story.  
This is where these stories intersect

GET IN THE PICTURE  
Make a difference. Help the Census save American tax dollars.  
Tools, Apps, and more

Where we are right now  
The Census forms are coming in. See how your area is doing or check another state, town or region.  
Enter zip code, city, or state VIEW

Go Habla Español? Haz Clic Abajo  
Select a Language

Census Multimedia

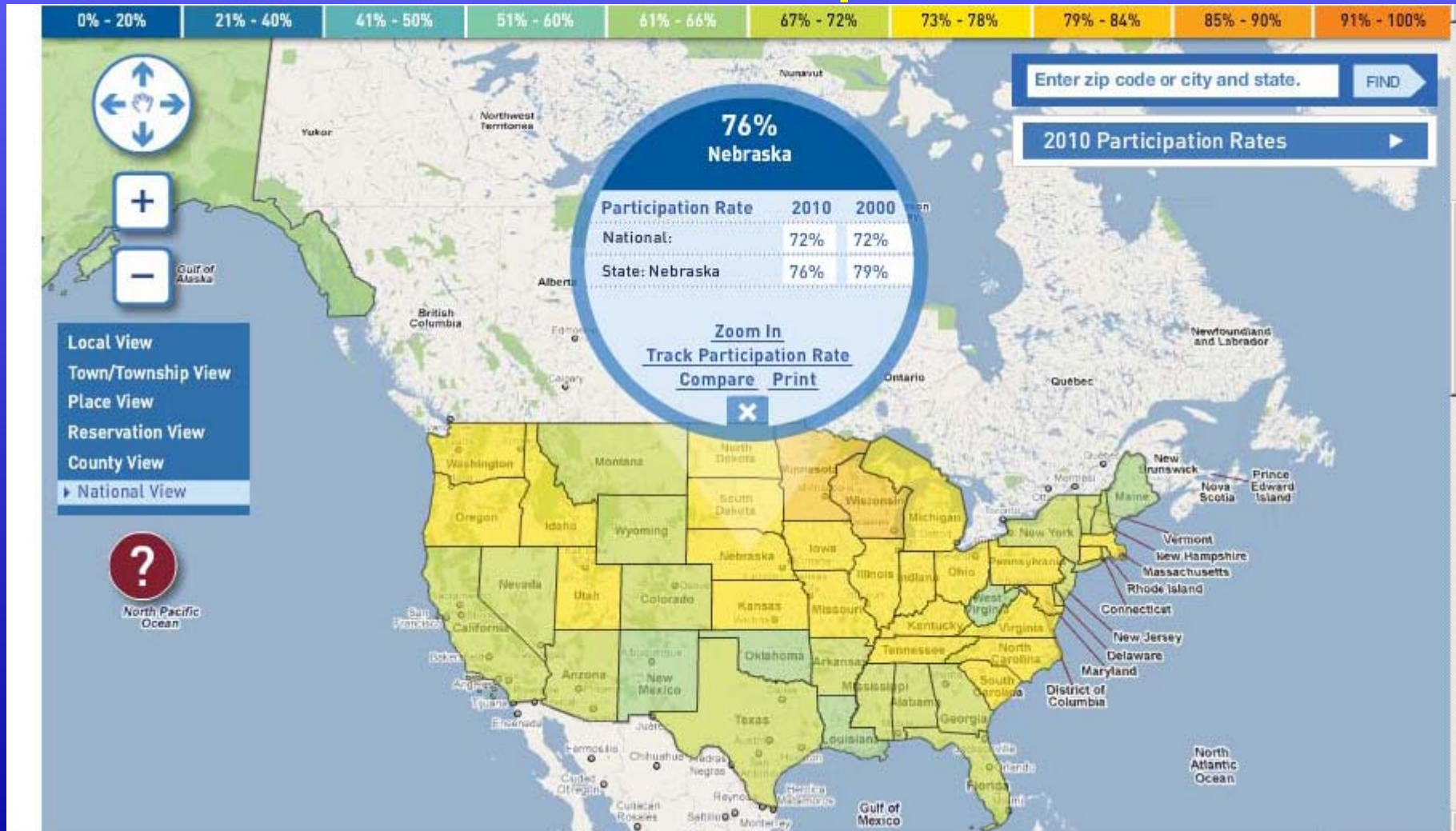
Truth Finder Episode 5 - Following the funds  
Given the current state of the economy, many people want to know exactly how the Census helps allocate money to our communities. Watch the video.  
MEDIA HUB

United States Census 2010  
IT'S IN OUR HANDS.

Data displayed as of:  
April 27, 2010

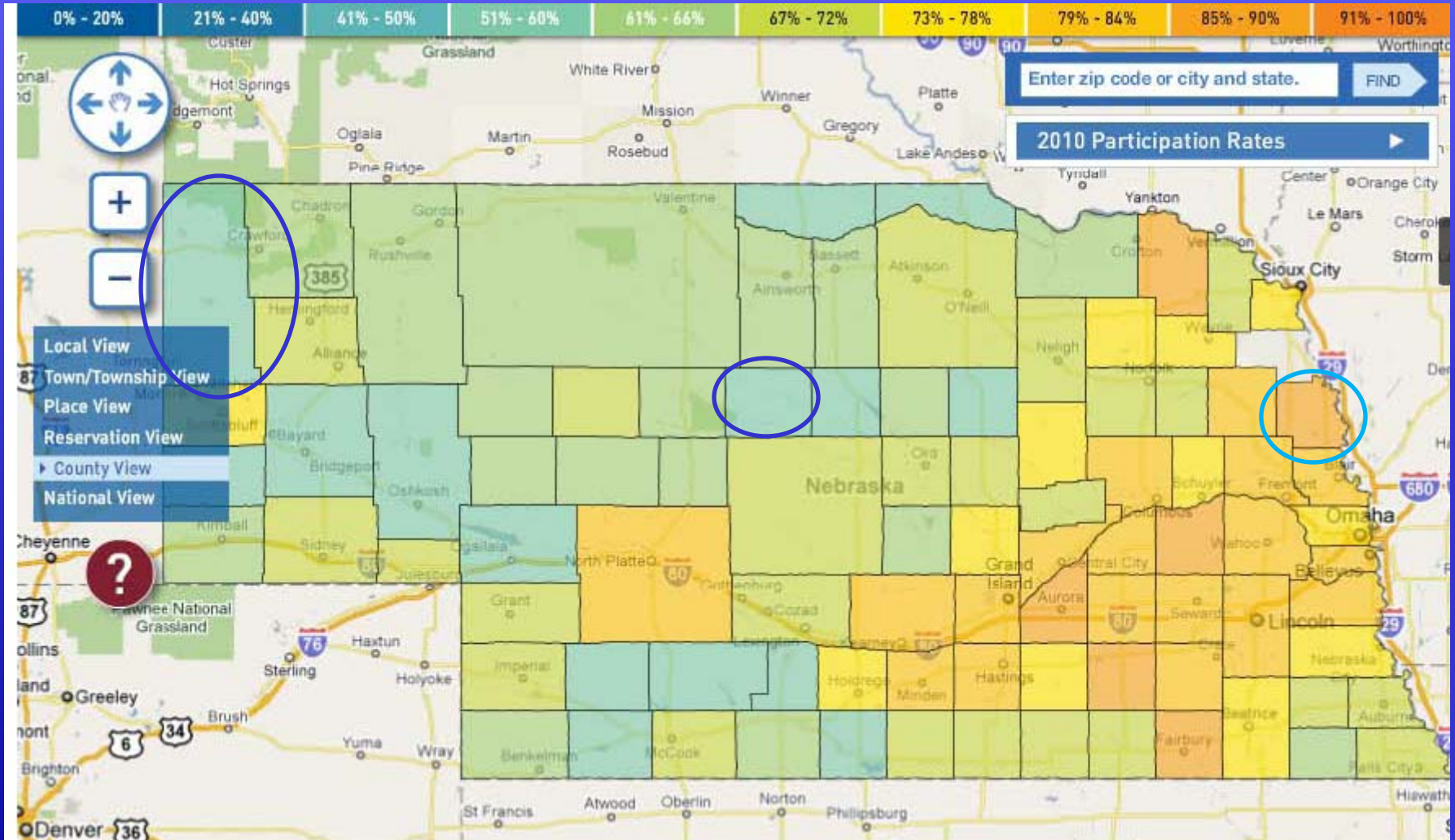
National  
72%  
Participation Rate

# State/Local Participation Rates





# State/Local Participation Rates



# 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**

CFDA #	Program Name	Department	FY08 Expenditures	Type of Assistance and Recipient
93.778	Medical Assistance Program	Department of Health and Human Services	\$261,143,624,624	Formula grants to states
20.205	Highway Planning and Construction (Federal-Aid Highway Program)	Department of Transportation	\$36,795,552,695	Formula grants and project grants to states
14.871	Section 8 Housing Choice Vouchers	Department of Housing and Urban Development	\$15,340,653,794	Project grants to public housing agencies
84.027	Special Education Grants to States	Department of Education	\$10,786,318,120	Formula grants to states
84.010	Title I Grants to Local Educational Agencies	Department of Education	\$7,513,986,165	Formula grants to state educational agencies (local agencies are subgrantees)
10.410	Very Low to Moderate Income Housing Loans	Department of Agriculture	\$7,268,193,451	Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals
93.787	State Children's Insurance Program	Department of Health and Human Services	\$7,100,682,976	Formula grants to states
10.557	Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program)	Department of Agriculture	\$6,138,491,549	Formula grants to states
14.195	Section 8 Housing Assistance Payments Program (Project-based Section 8)	Department of Housing and Urban Development	\$6,002,587,454	Direct payments to public housing agencies
93.600	Head Start	Department of Health and Human Services	\$5,681,535,945	Project grants to local service providers

# 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

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

# 2010 Census Data Release Schedule

## 2010 CENSUS DATA PRODUCTS:

*February 2011 - March 2011*

**Census Redistricting Data (P.L. 94-171)  
Summary File For States:**

- State 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 111<sup>th</sup> 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 Tables on age, sex, race, Hispanic origin, households, families, housing tenure and occupation population density, and area

**USCENSUSBUREAU**

*Helping You Make Informed Decisions*

Larry Mugler, Denver Regional Census Office

# 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, 111<sup>th</sup> 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



# Demographic Profile—DP-1

**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]

Subject	Number	Percent	Subject	Number	Percent
<b>Total population</b> .....	<b>554,636</b>	<b>100.0</b>	<b>HISPANIC OR LATINO AND RACE</b>		
<b>SEX AND AGE</b>			<b>Total population</b> .....	<b>554,636</b>	<b>100.0</b>
Male.....	280,207	50.5	Hispanic or Latino (of any race).....	175,704	31.7
Female.....	274,429	49.5	Mexican.....	120,664	21.8
Under 5 years.....	37,769	6.8	Puerto Rican.....	1,632	0.3
5 to 9 years.....	34,473	6.2	Cuban.....	669	0.1
10 to 14 years.....	31,315	5.6	Other Hispanic or Latino.....	52,739	9.5
15 to 19 years.....	32,259	5.8	Not Hispanic or Latino.....	378,932	68.3
20 to 24 years.....	45,534	8.2	White alone.....	287,997	51.9
25 to 34 years.....	113,676	20.5	<b>RELATIONSHIP</b>		
35 to 44 years.....	86,420	15.6	<b>Total population</b> .....	<b>554,636</b>	<b>100.0</b>
45 to 54 years.....	71,000	12.8	In households.....	541,917	97.7
55 to 59 years.....	22,573	4.1	Householder.....	239,235	43.1
60 to 64 years.....	17,191	3.1	Spouse.....	83,016	15.0
65 to 74 years.....	30,643	5.5	Child.....	131,799	23.8
75 to 84 years.....	23,369	4.2	Own child under 18 years.....	103,404	18.6
85 years and over.....	8,414	1.5	Other relatives.....	40,288	7.3
Median age (years).....	33.1	(X)	Under 18 years.....	14,886	2.7
18 years and over.....	432,870	78.0	Nonrelatives.....	47,579	8.6
Male.....	217,604	39.2	Unmarried partner.....	15,737	2.8
Female.....	215,266	38.8	In group quarters.....	12,719	2.3
21 years and over.....	410,987	74.1	Institutionalized population.....	6,216	1.1
62 years and over.....	72,300	13.0	Noninstitutionalized population.....	6,503	1.2
65 years and over.....	62,426	11.3	<b>HOUSEHOLD BY TYPE</b>		
Male.....	24,695	4.5	<b>Total households</b> .....	<b>239,235</b>	<b>100.0</b>
Female.....	37,731	6.8	Family households (families).....	119,300	49.9
<b>RACE</b>			With own children under 18 years.....	55,598	23.2
One race.....	533,842	96.3	Married-couple family.....	83,016	34.7
White.....	362,180	65.3	With own children under 18 years.....	35,890	15.0
Black or African American.....	61,649	11.1	Female householder, no husband present.....	25,923	10.8
American Indian and Alaska Native.....	7,290	1.3	With own children under 18 years.....	15,212	6.4
Asian.....	15,611	2.8	Nonfamily households.....	119,935	50.1
			Householder living alone.....	94,044	39.3
			Householder 65 years and over.....	22,604	9.4

# 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

# Summary File 2

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

## Table subjects:

- Households
- Families
- Age and Sex
- Population in Group Quarters by Type
- Housing Units

## Repeated for more than 250 population groups:

- Filipino alone
- Paiute alone
- Korean alone
- Mexican alone
- Colombian alone
- Guatemalan alone or in combination
  - Apache alone or in combination
- White; American Indian and Alaska Native
  - Black alone or in combination

## • 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](http://www.census.gov)

**U.S. Census Bureau**      FAQs   Subjects A to Z   Help   SEARCH:  **GO**

**Father's Day**  
**Facts For Features**  
New on the Site  
**DATA TOOLS**  
**American FactFinder** (circled in red)  
Jobs@Census  
Catalog  
Publications  
Are You in a Survey?  
About the Bureau  
Regional Offices  
Doing Business with Us  
Related Sites

Connect with us on Facebook  
United States Census 2010  
Director's Blog

**United States Census 2010**  
IT'S IN OUR HANDS.  
We can't move forward until you give your answers back.  
Open your door to the Census Taker  
▶ Multimedia   ▶ News   ▶ Jobs  
▶ For Partners   ▶ Census in Schools  
▶ En Espanol   ▶ Road Tour   ▶ Census on Campus

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**Data Finders**  
**Population Clocks**  
Data displayed as of: April 27, 2010  
**National 72%** Participation Rate  
**U.S. 309,204,611**  
World 6,819,031,094  
11:01 UTC (EST+5) May 05, 2010

**Population Finder**  
city/ town, county, or zip  
or state  
Select a state **GO**

**Find An Area Profile with QuickFacts**  
Select a state to begin  
Select a state

**Latest Economic Indicators**  
• [Manufacturers' Shipments, Inventories, and Orders](#)  
• [Construction Spending](#)

**Economic Indicators**  
Select an indicator  
Select an indicator

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Accessibility | Information Quality | FOIA | Data Protection & Privacy Policy | U.S. Dept of Commerce



# 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 Form

The image shows a thumbnail of the American Community Survey form. It features the title 'The American Community Survey' and a green box stating 'This booklet shows the content of the American Community Survey questionnaire.' Below this, there is a 'Start Here' section with a '1' and a '2' indicating the order of sections. The form includes various fields for personal information and a 'Return to Office' section.

2010 Census Form

The image shows a thumbnail of the 2010 Census form. It features the title '2010 Census Form' and a 'Start Here' section with a '1' and a '2' indicating the order of sections. The form includes various fields for personal information and a 'Return to Office' section.

# 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

Social	Economic	Housing
Education	Income	Own/rent
Marital status	Benefits	Occupancy
Grandparent caregivers	Employment status	Structure
Fertility	Occupation	Housing value
Veterans	Industry	Taxes
Disability status	Commuting	Insurance
Place of birth	Place of work	Utilities
Citizenship		Mortgage/rent
Year of entry		
Language spoken at home		
Ancestry/tribal affiliation		

# 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>

- Data Profiles
- Narrative Profiles
- Selected Population Profiles
- Ranking Tables
- Subject Tables
- Detailed Tables
- Geographic Comparison Tables
- Thematic Maps
- Custom Tables
- Summary File
- Public Use Microdata Samples

# ACS—DP 2, 3 and 4

**Table DP-2. Profile of Selected Social Characteristics: 2000**

Geographic area: Denver city, Colorado

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>SCHOOL ENROLLMENT</b>					
Population 3 years and over enrolled in school.....	130,485	100.0	<b>NATIVITY AND PLACE OF BIRTH</b>		
Nursery school, preschool, Kindergarten.....			Total population.....	554,636	100.0
Elementary school (grades 1-8).....			Native.....	458,035	82.6
High school (grades 9-12).....					
College or graduate school.....					

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

Geographic area: Denver city, Colorado

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>EMPLOYMENT STATUS</b>					
Population 16 years and over.....	445,977	100.0	<b>INCOME IN 1999</b>		
In labor force.....	301,714	67.7	Households.....	239,415	100.0
Civilian labor force.....	301,434	67.6	Less than \$10,000.....	24,286	10.1
Employed.....	284,340	63.8	\$10,000 to \$14,999.....	15,173	6.3
Unemployed.....	17,094	3.8	\$15,000 to \$24,999.....	31,541	13.2
Percent of civilian labor force.....	5.7	(X)	\$25,000 to \$34,999.....	34,121	14.3
Armed Forces.....	280	0.1	\$35,000 to \$49,999.....	41,136	17.2
Not in labor force.....	144,263	32.3	\$50,000 to \$74,999.....	43,712	18.3
Females 16 years and over.....	222,149	100.0	\$75,000 to \$99,999.....	21,836	9.1
In labor force.....	136,398	61.4	\$100,000 to \$149,999.....	16,662	7.0
Civilian labor force.....			\$150,000 to \$199,999.....	4,912	2.1
Employe.....					
Own chi.....					
All parents in.....					

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

Geographic area: Denver city, Colorado

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>COMMUTING WORKERS</b>					
Car, truck, or Public transp.....			<b>OCCUPANTS PER ROOM</b>		
Walked.....			Occupied housing units.....	239,235	100.0
Other means.....			1.00 or less.....	220,758	92.3
Worked at ho.....			1.01 to 1.50.....	8,249	3.4
Mean travel t.....			1.51 or more.....	10,228	4.3
Employe.....			<b>Specified owner-occupied units.....</b>		
16 yea.....				104,286	100.0
<b>OCCUPATIO</b>					
Management occupations.....			<b>VALUE</b>		
Service occu.....			Less than \$50,000.....	840	0.8
Sales and off.....			\$50,000 to \$99,999.....	10,303	9.9
Farming, fish.....			\$100,000 to \$149,999.....	31,054	29.8
Construction, occupations.....			\$150,000 to \$199,999.....	26,922	25.8
Production, tr.....			\$200,000 to \$299,999.....	21,331	20.5
occupations.....			\$300,000 to \$499,999.....	10,040	9.6
			\$500,000 to \$999,999.....	3,237	3.1
			\$1,000,000 or more.....	559	0.5
			Median (dollars).....	165,800	(X)
			<b>MORTGAGE STATUS AND SELECTED MONTHLY OWNER COSTS</b>		
			With a mortgage.....	79,329	76.1
			Less than \$300.....	314	0.3
			\$300 to \$499.....	2,465	2.4
			\$500 to \$699.....	6,954	6.7
			\$700 to \$999.....	20,208	19.4
			\$1,000 to \$1,499.....	30,434	29.2
			\$1,500 to \$1,999.....	11,266	10.8
			\$2,000 or more.....	7,688	7.4
			Median (dollars).....	1,134	(X)
			Not mortgaged.....	24,957	23.9
			Median (dollars).....	279	(X)
			<b>SELECTED MONTHLY OWNER COSTS</b>		



# 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

# American Community Survey (ACS)



ACS Main | About the ACS | Access Data | How to Use the Data | About the Data | FAQs | Site Map | Search ACS

## ACS Alerts

Alert 72 - released  
12/18/2009

## Contact Us

Contact the American Community Survey Office by phone at **1-800-923-8282** or visit [ask.census.gov](http://ask.census.gov) for further information on the American Community Survey.

## News Releases

**April 27th, 2010**  
New Census Bureau Report Analyzes Nation's Linguistic Diversity

**December 7th, 2009**  
The Foreign-Born Labor Force in the United States: 2007

**October 27th, 2009**  
Census Bureau Releases 2006-2008 American Community Survey Data

[more News Releases »](#)

[Media Tool Kit »](#)

## THE AMERICAN COMMUNITY SURVEY

- is an on-going survey
- is sent to a sample of the population
- tells us what the population looks like and how it lives
- helps communities determine where to locate services and allocate resources

## THE AMERICAN COMMUNITY SURVEY AND THE 2010 CENSUS

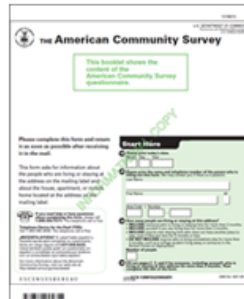
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A random sample of addresses also receives an **American Community Survey form**.

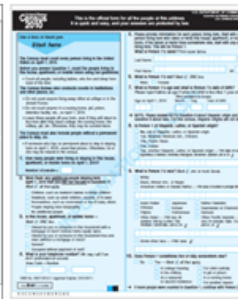
**Both require your response.**

[Learn more.](#)

American Community Survey Form



2010 Census Form



## HIGHLIGHTS

[2008 ACS Data Release](#)

## Get Data

### American FactFinder

Now Available  
[2006-2008 ACS 3-Year Data](#)  
[2008 ACS 1-Year Data](#)

## The ACS Compass Products



Handbooks, Powerpoint Presentations, and other educational

materials to help you understand and use the American Community Survey data.




# Population Estimates

U.S. Census Bureau

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FOR IMMEDIATE RELEASE: TUESDAY, JUNE 22, 2010 SHARE

## 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.

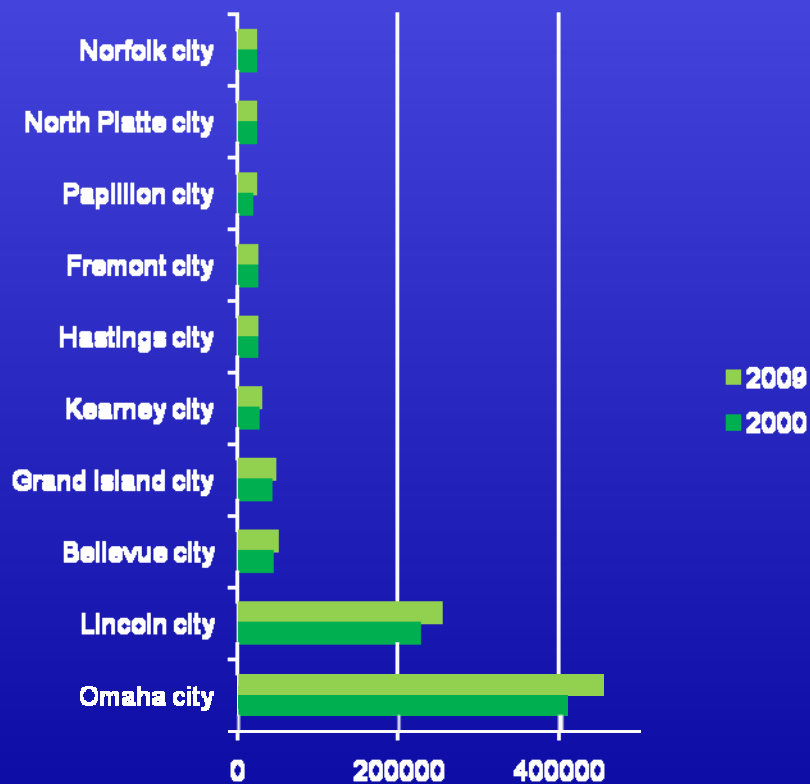
**Release Information**

CB10-90  
Contact: Robert Bernstein  
Public Information Office  
301-763-3030/763-3762  
(phone/fax)

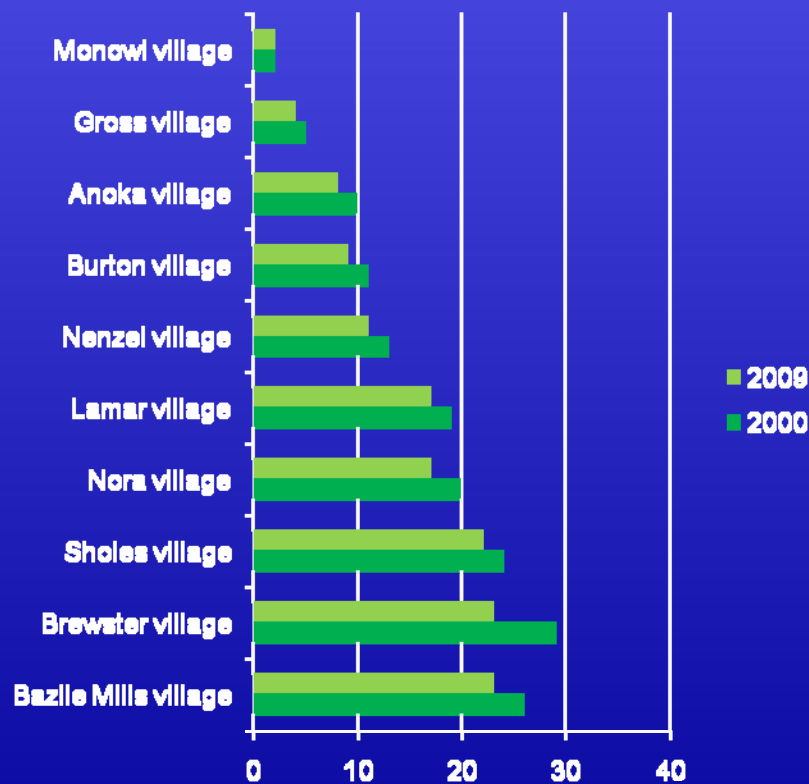
[Detailed tables](#)  
[State contacts](#)

# Nebraska Places, 2009

## Ten largest



## Ten smallest

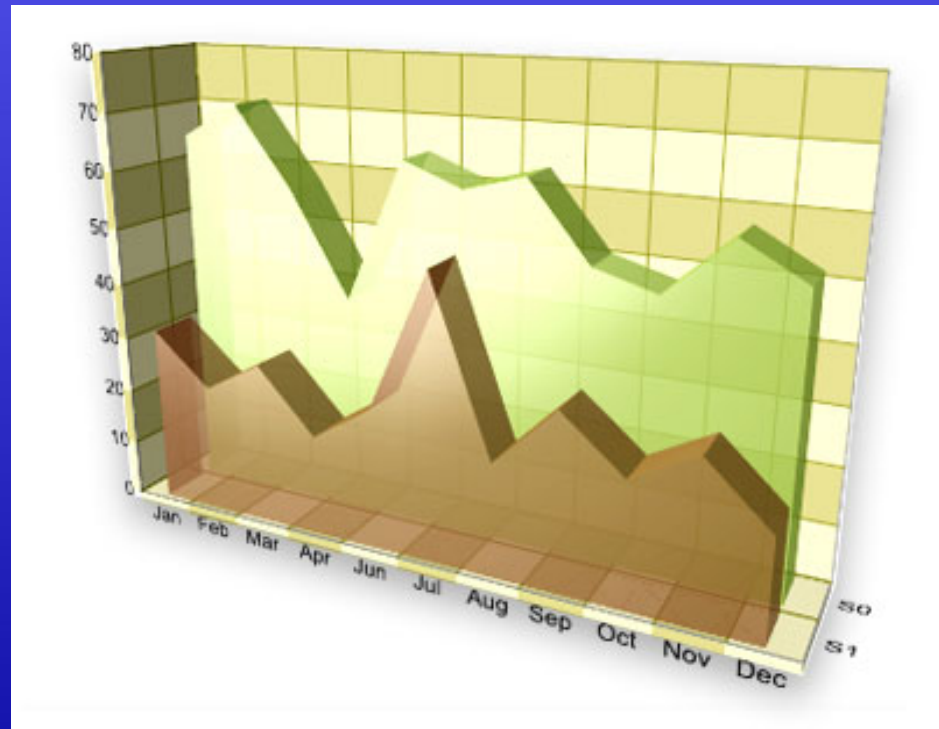


# Major Surveys Conducted by the Census Bureau

- 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.

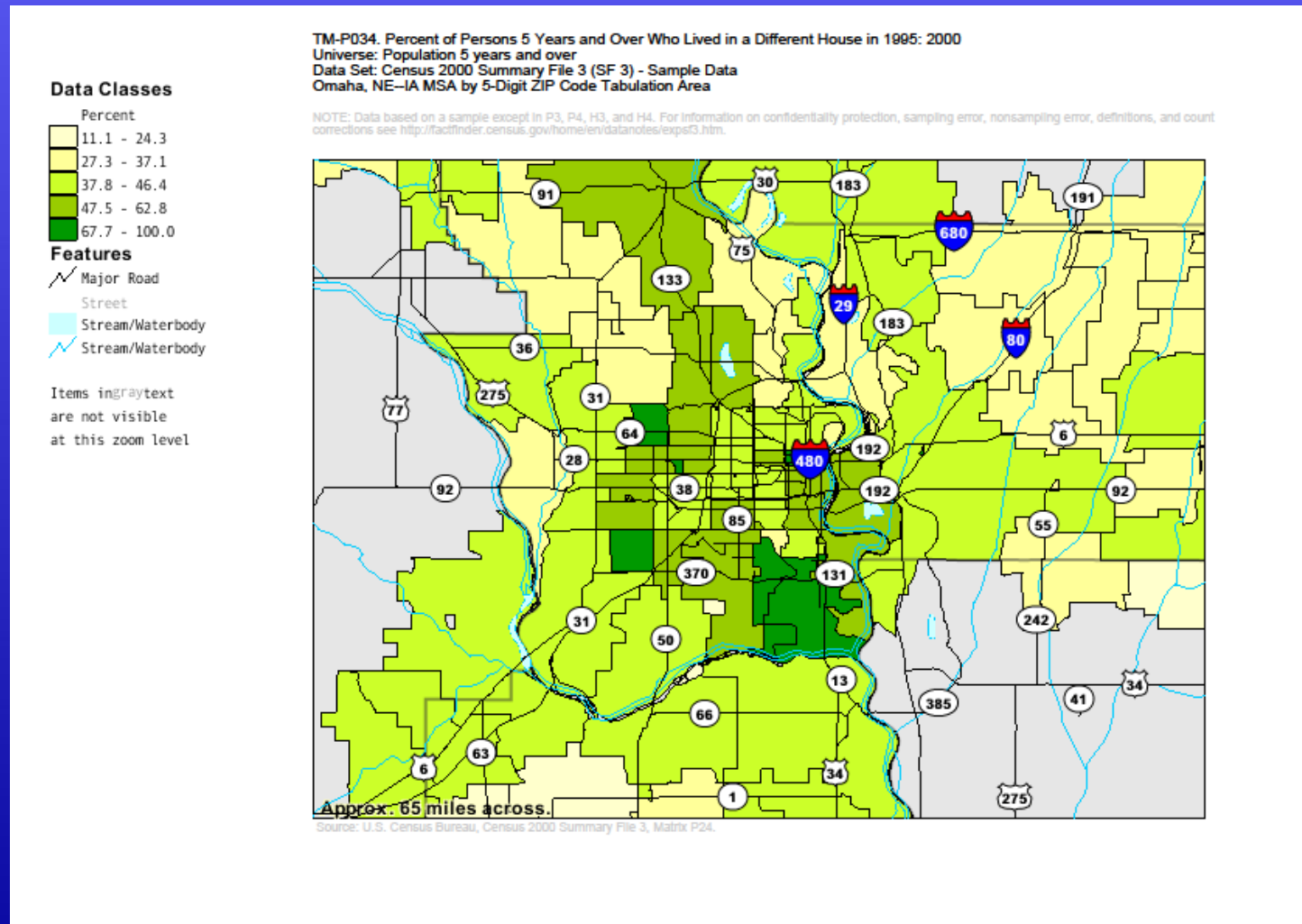
# Civil Rights

- 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





# 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



# 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

Income Quartile	Median Distance	Mean Distance	Median Time	Mean Time
< \$25000	5.87	9.50	14.8	18.0
\$25000 - \$45000	7.71	11.57	16.8	20.2
\$45000 - \$75000	9.33	13.13	18.2	21.8
> \$75000	9.94	13.46	18.9	22.5
TOTAL	8.58	12.37	17.6	21.1

**Source: 1990 Census**

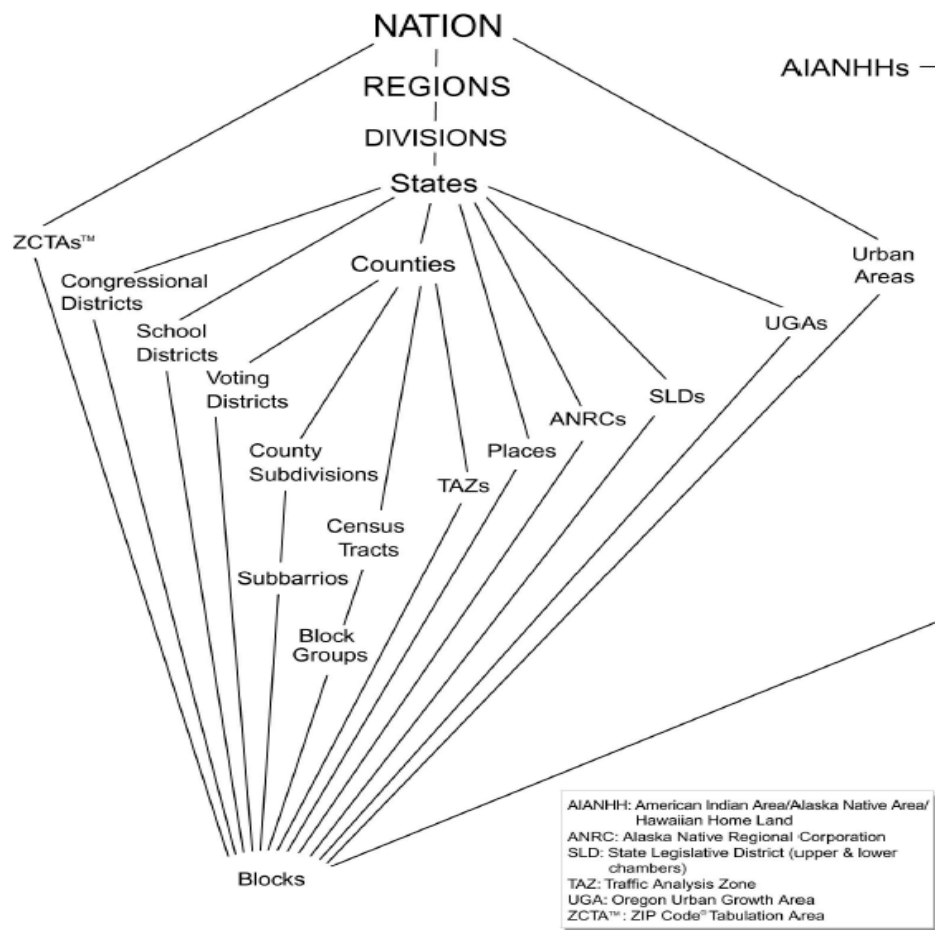
# School districts

- School locations
- Attendance area boundaries
- Enrollment versus population
- Student performance



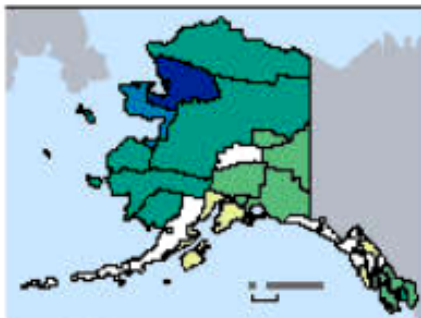
# Political/Statistical Geographic Hierarchy

Figure A-1. **Standard Hierarchy of Census Geographic Entities**



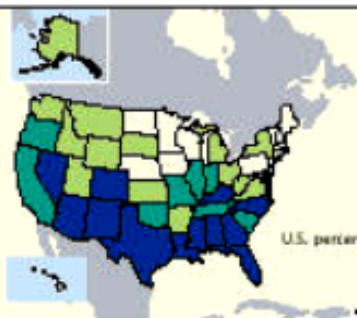
# Percent of Children Under 18 Years Below Poverty Level in the Past 12 Months

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

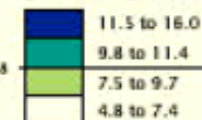


## High School Dropouts: 2000

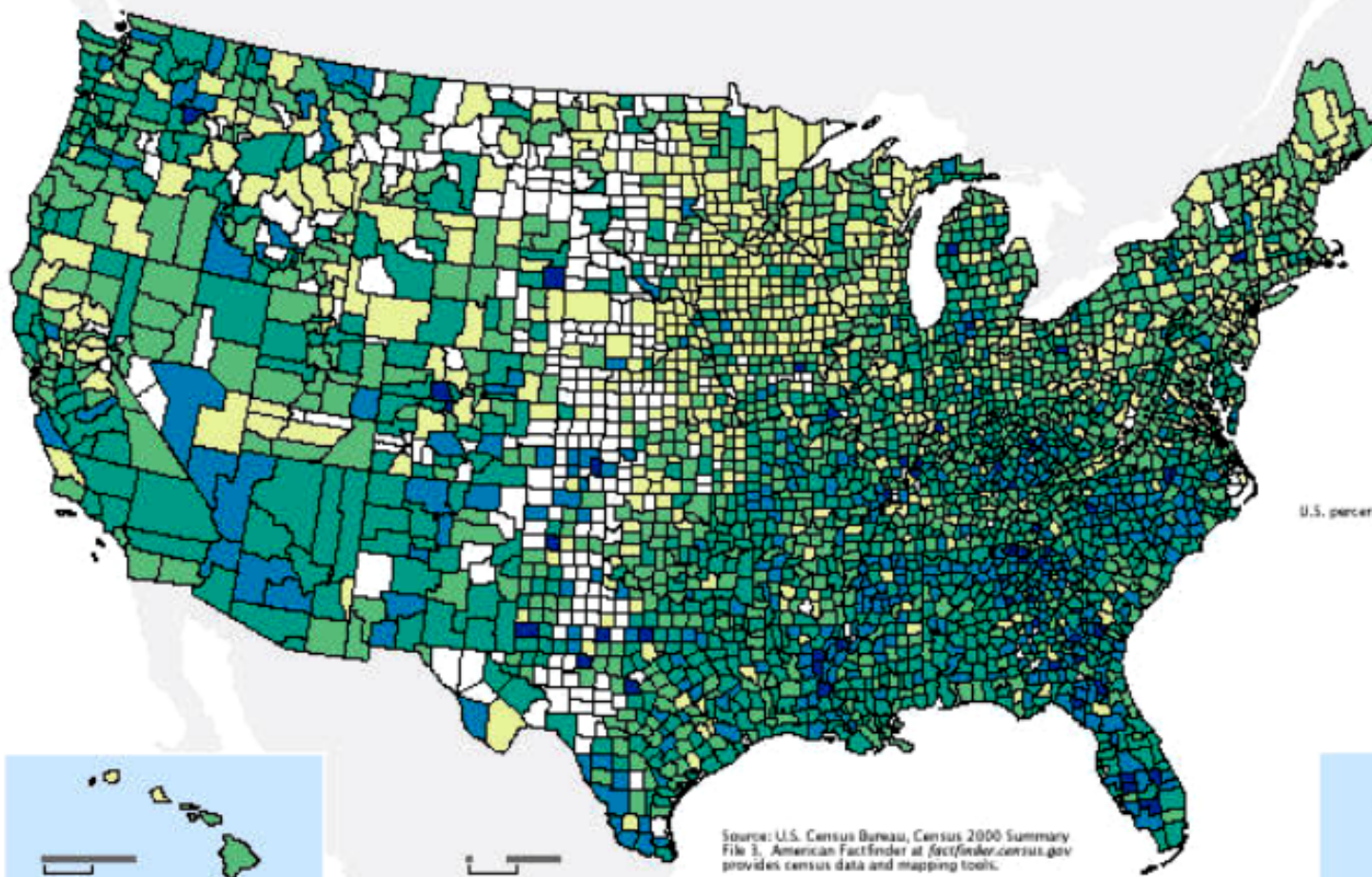
(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [www.census.gov/prod/cen2000/doc/sf3.pdf](http://www.census.gov/prod/cen2000/doc/sf3.pdf))



Percent of population, aged 16 to 19, not enrolled and not a high school graduate by state



U.S. percent 9.8



Percent of population, aged 16 to 19, not enrolled and not a high school graduate by county



U.S. percent 9.8

White box: Fewer than 300 people aged 16 to 19 (data not shown)

Source: U.S. Census Bureau, Census 2000 Summary File 3, American Factfinder at [factfinder.census.gov](http://factfinder.census.gov) provides census data and mapping tools.

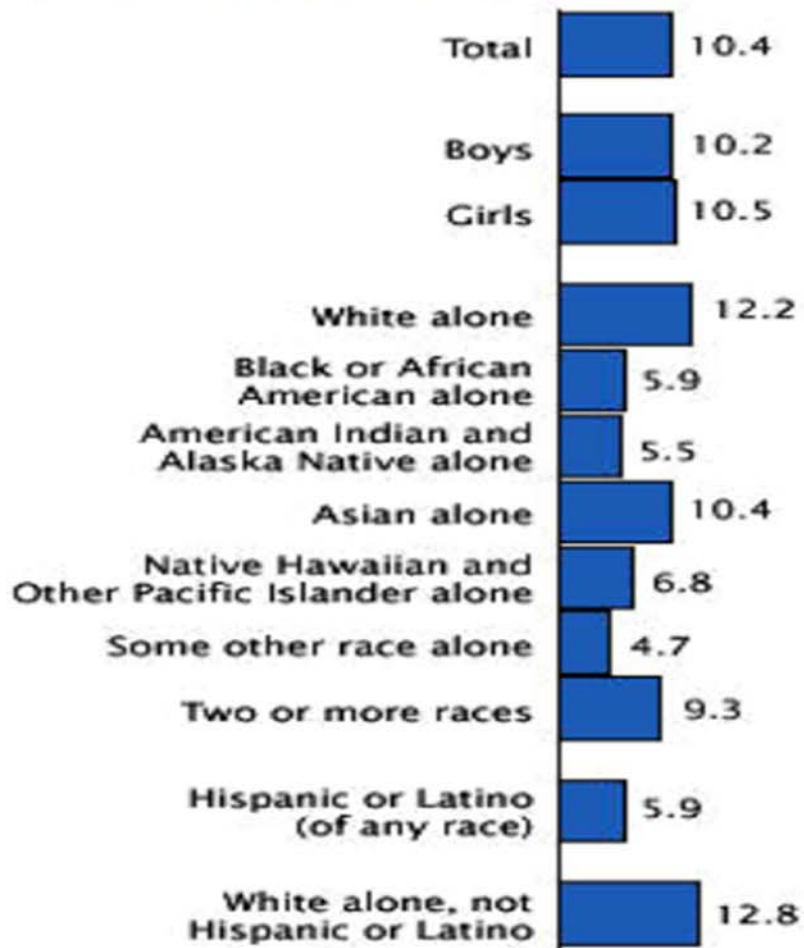
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Helping You Make Informed Decisions

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





# Grand Island Public Schools, School Enrollment: 2006-08

Subject	Total	Enrolled population	
		In public school	In private school
<b>Population 3 years and over enrolled in school</b>	<b>10874</b>	<b>9864</b>	<b>1010</b>
Nursery school, preschool	582	367	215
Kindergarten to 12th grade	8938	8285	663
Kindergarten	982	982	0
Elementary: grade 1 to grade 4	2845	2786	59
Elementary: grade 5 to grade 8	2171	1952	219
High school: grade 9 to grade 12	2940	2565	375

**Source: American  
Community Survey, 2008**

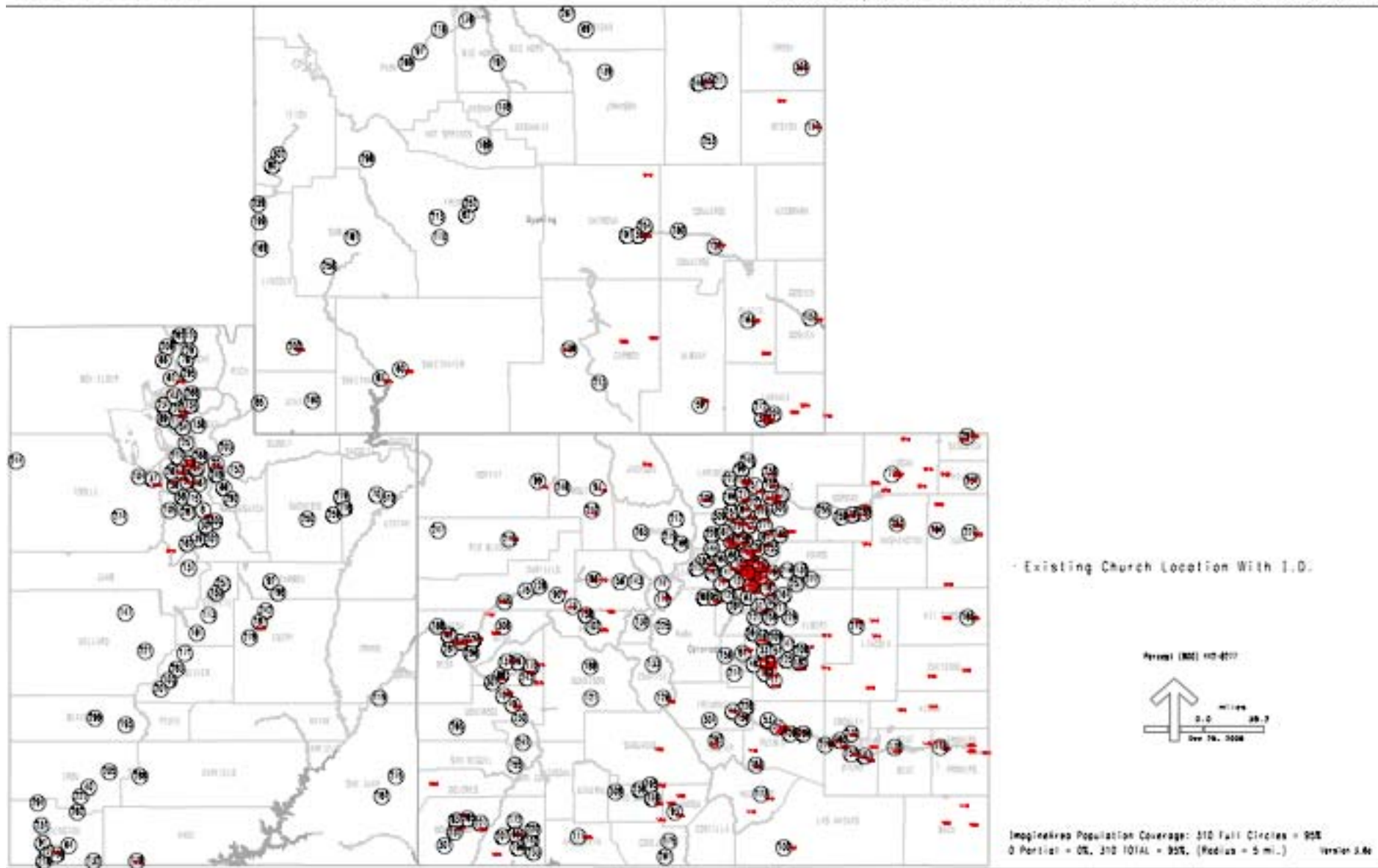


# Faith-Based

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

REFERENCE

ROCKY MOUNTAIN CONFERENCE  
COLORADO, UTAH AND WYOMING BY IMAGINEAREA WITH COUNTIES



Source: Percept, Inc.

# Community organizations

- Locate facilities
- Identify social service needs
- Find volunteers

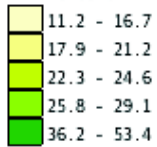
# Percent over 25 with college degree by Zip

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

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

## Data Classes

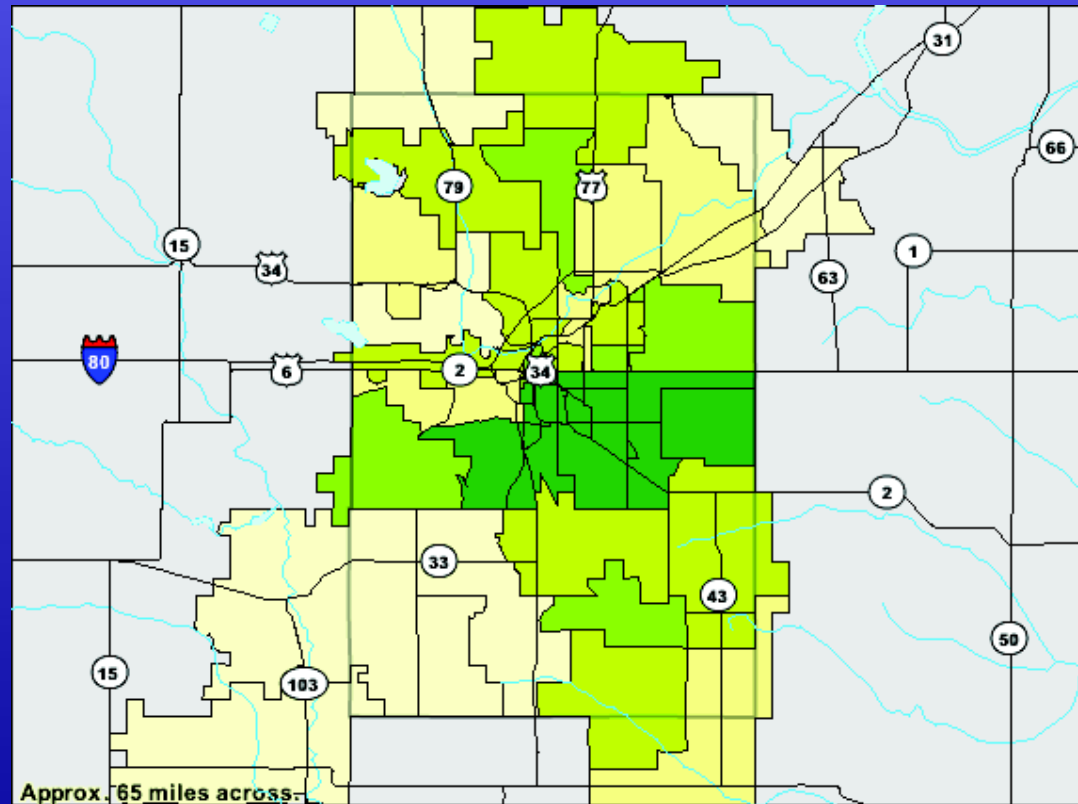
Percent



## Features

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

Items in gray text  
are not visible  
at this zoom level



Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrix P37.

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.

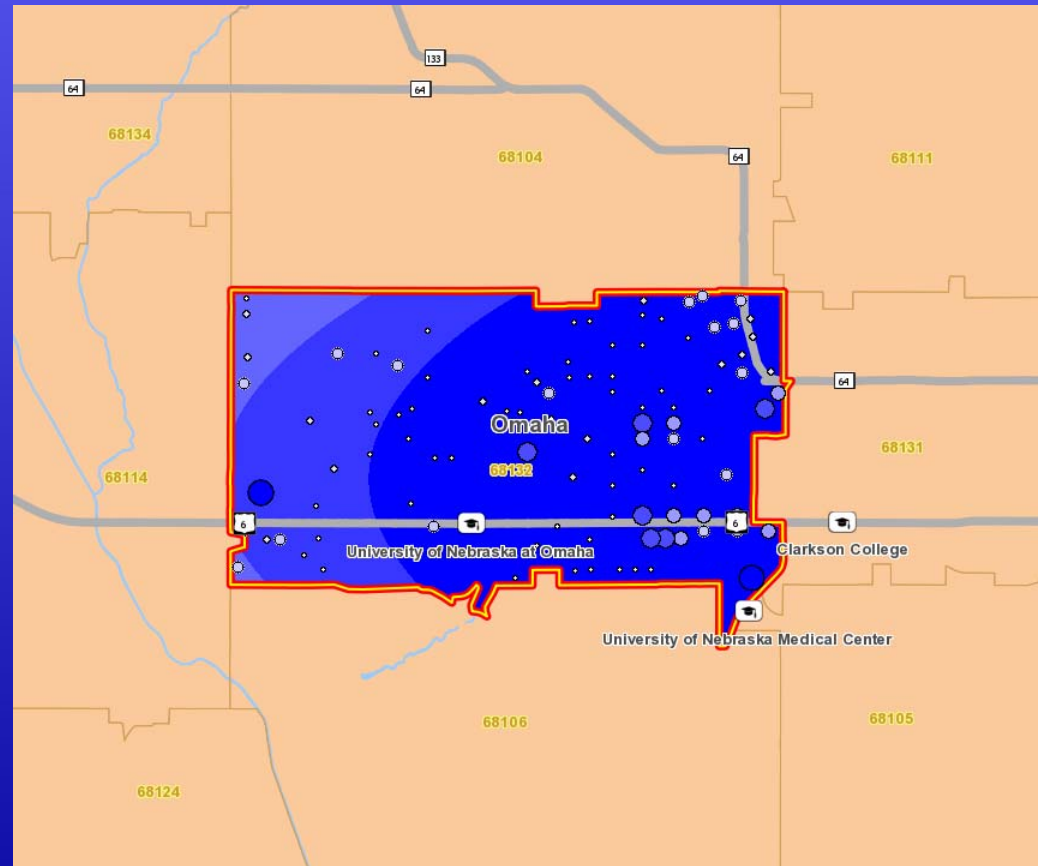
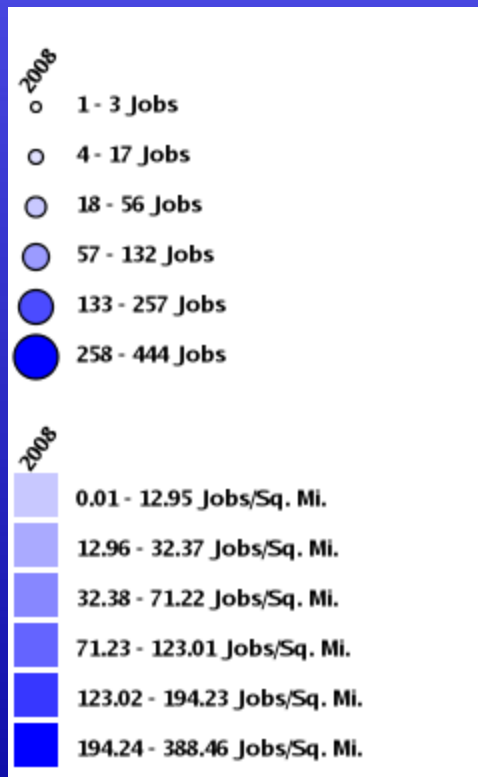
# Business – Market Share

- 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.

# Workers in UN-O zipcode



Source: Local Employment  
Dynamics, 2009

# Business – Site Location

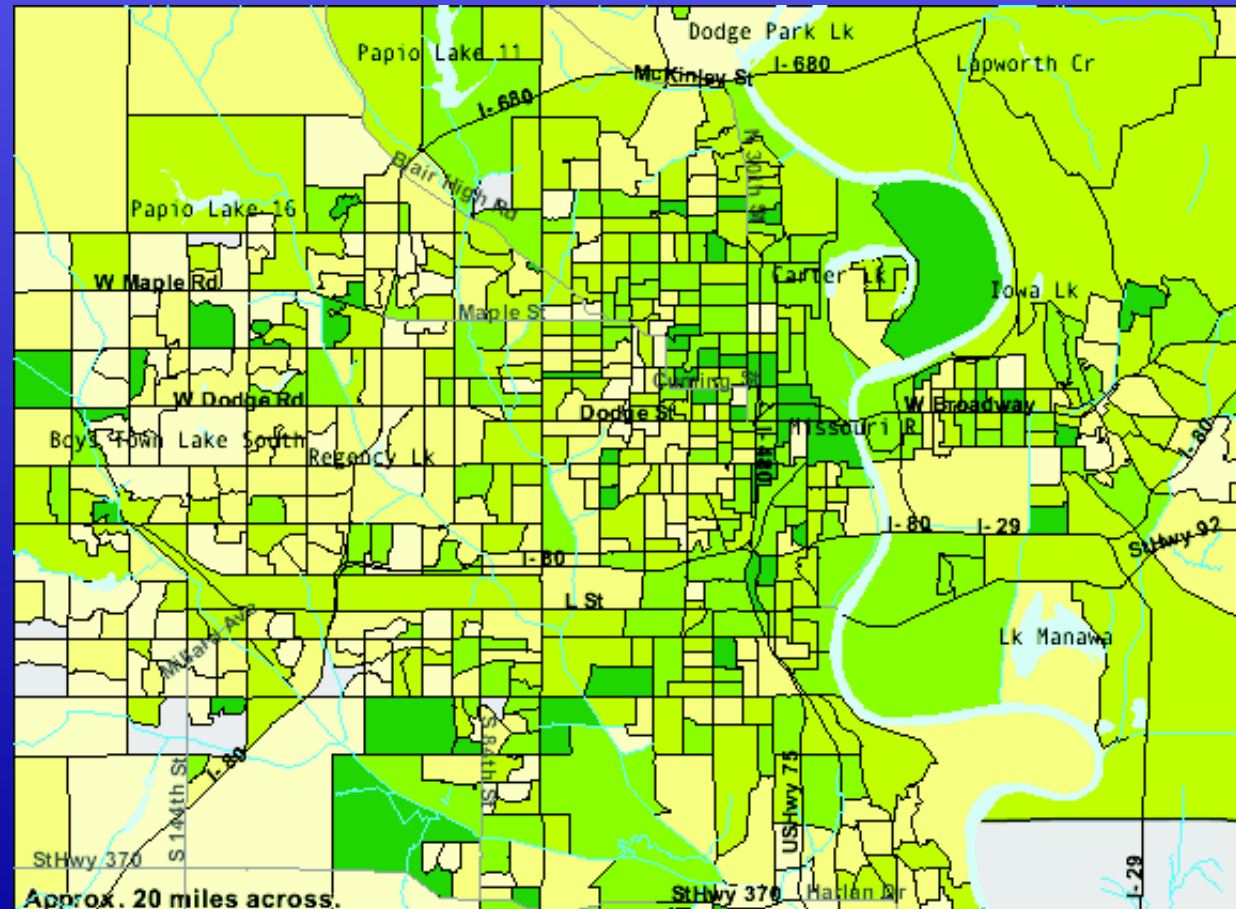
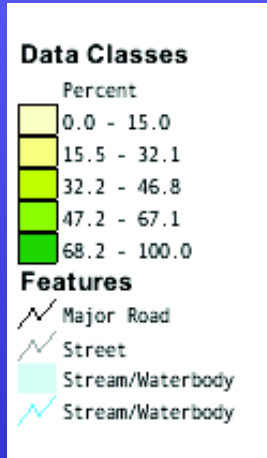
- Developer of nursing homes uses census data to locate areas with senior populations



# Percent over 65 with disability by block group

TM-P047. Percent of Persons 65 Years and Over With a Disability: 2000  
 Universe: Civilian noninstitutionalized population 65 years and over  
 Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data  
 Omaha, NE-IA MSA by Block Group

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.



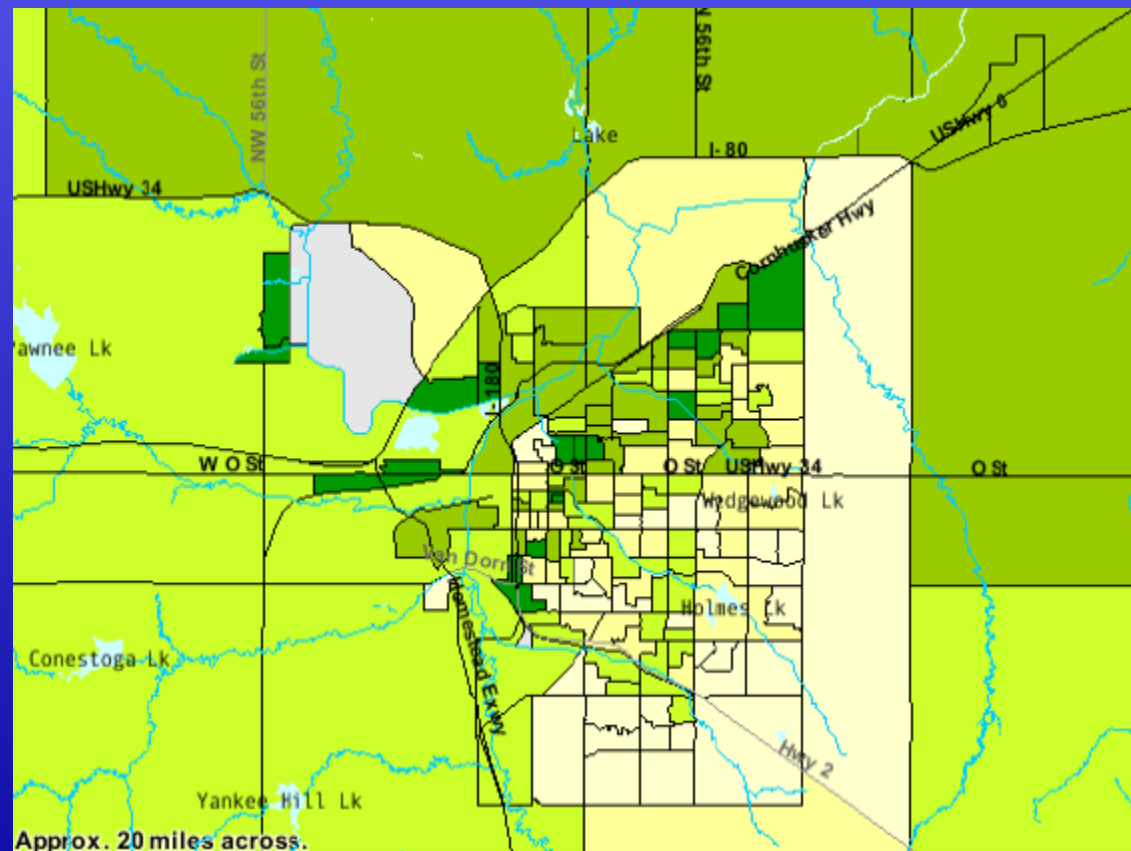
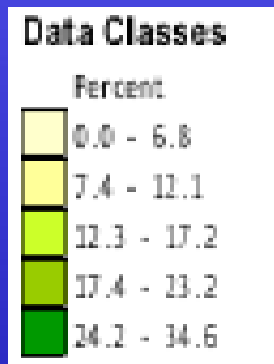
Source: 2000  
Census

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

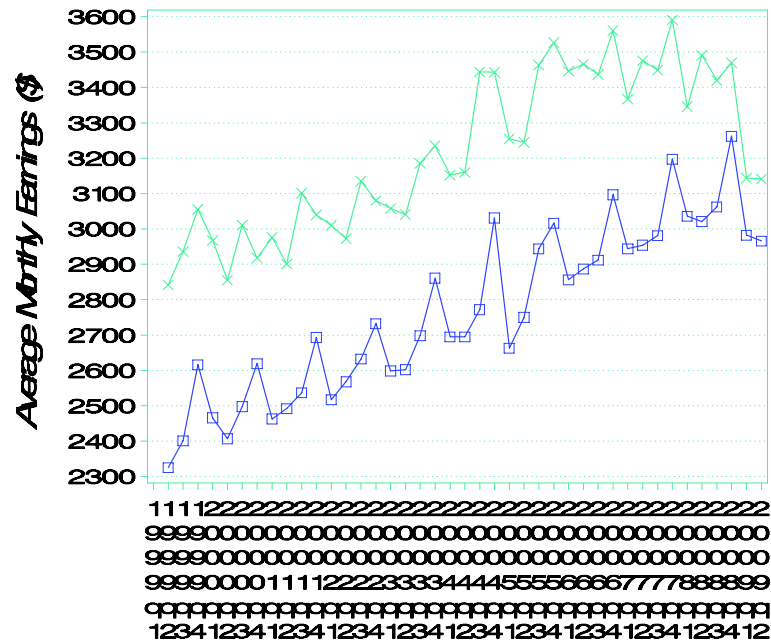


Source: 2000  
Census

# Transportation industry average monthly wages, 1999- 2009

Source: Local  
Employment  
Dynamics

Trends in Average Monthly Earnings  
State=Nebraska, Metro (Nebraska part only) = Lincoln, NE,  
Industry=48-49 Transportation and Warehousing  
Private Firms Only  
(Only Nebraska part of Lincoln, NE metro is included in report)



Source: U.S. Census Bureau, Local Employment Dynamics

# Partnership and Data Services Program

## 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](http://www.census.gov) to access data. If you need assistance contact us at 720/475-3670 or by e-mail at [dnro.census@census.gov](mailto:dnro.census@census.gov).



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Larry Mugler, Denver Regional Census Office

# Questions and Comments...

