Census Data for Business and Market Research

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U.S. Census Bureau

Agenda

- Using Census Bureau Data to Understand the Demographics of your Marketing or Trade Area
  - 2010 Census
  - American Community Survey
- Census Geography
- Accessing Census Data
- Census Bureau’s Website
  - Quick Facts
- American Factfinder
- Exercises using American FactFinder
- Questions
Market Research

DATA + JUDGMENT
(We supply the data!)

Census Data and Market Research

- Measure business competition--market share
- Site location
- Analyze trade area
- Examine trends for market planning
- Measure sales performance
- Develop advertising strategies
- Delineate sales territories
Using Census Data for Local Portraits

- 2010 Census and American Community Survey data can tell you a great deal about your local area in terms of:
  - Population
  - Economic Characteristics
  - Households
  - Housing

Demographics of Trade Area

- Age
- Gender
- Household income
- Occupations
- Other socio-economic data of potential customers
Profile of a Market Area
American Community Survey
Data Profiles Supply Over 450 Characteristics

- PEOPLE
- HOUSEHOLDS

- ECONOMICS
- HOUSING UNITS

Several Key Questions

- What are the geographic limits of the proposed trade area?
- What are the population characteristics of the trade area?
- What’s the potential for future population growth?
- What is the household income level?
- What is the estimated market share?
Census Data Provides Answers to Questions Like…

- Is the population growing or declining?
- Is this a youthful or aging population?
- What are the income levels?
- How many people/families are living below poverty?
- What are the employment trends?
- What are the levels of education in my community?
- What languages do people speak?
- What is the racial/ethnic make-up of the area?

2010 Census
2010 Census Content

- Sex
- Age
- Race
- Hispanic Origin
- Household Relationship
- Tenure

2010 Census Data Products
Demographic Profiles (DP-1)
American Community Survey (ACS)

What is The American Community Survey

- Ongoing Household Survey
- Goes to about 2.5% of addresses annually
- Produces credible, cost-efficient statistics for decision making at all levels of geography
- Provides data every year on characteristics of communities
American Community Survey

Demographic
- Age
- Sex
- Race
- Hispanic Origin
- Households Relationship
- Group Quarters

Social
- Households
- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Health Insurance
- Language Spoken at Home
- Ancestry/Tribal Affiliation

Housing
- Tenure (Rent/Own)
- Occupancy
- Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/ Monthly Rent

Economic
- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work

Items in red were also collected on the 2010 Census.

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

ACS 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

Table: ACS Margin of Error (MOE) for California

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Estimate</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>95,155,257</td>
<td>+9,194</td>
</tr>
<tr>
<td>Speak only English</td>
<td>19,760,048</td>
<td>+93,138</td>
</tr>
<tr>
<td>Speak Spanish</td>
<td>10,84,950</td>
<td>+52,232</td>
</tr>
<tr>
<td>Speak English “very well”</td>
<td>8,969,728</td>
<td>+49,486</td>
</tr>
<tr>
<td>Speak English less than “very well”</td>
<td>4,523,032</td>
<td>+38,712</td>
</tr>
<tr>
<td>Speak other languages</td>
<td>5,280,569</td>
<td>+30,617</td>
</tr>
<tr>
<td>Speak English “very well”</td>
<td>2,974,014</td>
<td>+29,385</td>
</tr>
<tr>
<td>Speak English less than “very well”</td>
<td>2,220,042</td>
<td>+27,063</td>
</tr>
<tr>
<td>Born in state of residence</td>
<td>10,887,383</td>
<td>+47,718</td>
</tr>
<tr>
<td>Spanish only English</td>
<td>12,734,593</td>
<td>+62,214</td>
</tr>
<tr>
<td>Spanish</td>
<td>4,047,782</td>
<td>+32,304</td>
</tr>
<tr>
<td>Speak English “very well”</td>
<td>3,779,258</td>
<td>+31,857</td>
</tr>
<tr>
<td>Speak English less than “very well”</td>
<td>643,520</td>
<td>+17,772</td>
</tr>
<tr>
<td>Speak other languages</td>
<td>989,750</td>
<td>+18,493</td>
</tr>
<tr>
<td>Speak English “very well”</td>
<td>787,119</td>
<td>+18,647</td>
</tr>
<tr>
<td>Speak English less than “very well”</td>
<td>182,051</td>
<td>+9,985</td>
</tr>
</tbody>
</table>
Census Geography

Understanding Census Geography

United States
Regions
Divisions
States
Counties
Census County Divisions
(includes Incorporated Places, Census Designated Places and Minor Civil Divisions)
Census Tracts
Block Groups
Blocks
Understanding Census Geography

- Geography provides the framework for the collection, tabulation, and dissemination of Census Data

- Success of the Census and Census surveys rest not only on collecting data, but also linking data to correct geographic areas

- Two key questions when accessing data:
  - Population data tells us: *How many?*
  - Census Geography tells us: *Where?*
Census Geography
Two Broad Categories

- **Legal and Administrative Entities**
  Geographic areas that originate from legal action, treaties, statutes, ordinances, resolutions, or court decisions.
  Specific examples: Nation, States, Counties, Incorporated Places, American Indian Reservations, Hawaiian Home Lands, Congressional Districts, Voting Districts, School Districts, Traffic Analysis Zones, ZIP Codes

- **Statistical Entities**
  Areas that evolve from practice, custom, usage, or need
  Specific examples: Regions, Divisions, Metropolitan Statistical Areas (MSA’s), Consolidated MSA’s, Primary MSA’s, Urbanized Areas, Census County Divisions, Census Tracts, Block Groups, Blocks

**Census Geographic Concepts**
Legal/Administrative and Statistical Areas

<table>
<thead>
<tr>
<th>Legal/Administrative Areas</th>
<th>Statistical Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>Regions</td>
</tr>
<tr>
<td>States</td>
<td>Divisions</td>
</tr>
<tr>
<td>Counties</td>
<td>Census County Divisions</td>
</tr>
<tr>
<td>Minor Civil Divisions</td>
<td>Census Designated Places</td>
</tr>
<tr>
<td>Incorporated Places</td>
<td>Metropolitan and Micropolitan Statistical Areas</td>
</tr>
<tr>
<td>Congressional Districts</td>
<td>Urban / Rural Areas</td>
</tr>
<tr>
<td>School Districts</td>
<td>Census Tracts</td>
</tr>
<tr>
<td>Voting Districts</td>
<td>Block Groups</td>
</tr>
<tr>
<td>ZIP Code Tabulation Areas</td>
<td>Public Use Microdata Areas</td>
</tr>
</tbody>
</table>

*Legal/Administrative Areas* - Geographic areas that originate from legal action, treaties, statutes, ordinances, resolutions, or court decisions

*Statistical Areas* - Areas that evolve from practice, custom, usage, or need
Census Geography

Census Designated Place

- No legally defined corporate limits (unincorporated area)
- Defined by the Census Bureau in co-operation with State, Tribal and local officials
- Identified in data tables by the acronym “CDP” following the place name
- All places in Hawaii are Census Designated Places
New Census Designated Places for 2010

- **Hawaii County**
  - Discovery Harbour
  - Waiohinu

- **Honolulu County**
  - East Honolulu*
  - Kalaeloa
  - Kapolei
  - Ko Olina
  - Mililani Mauka
  - Ocean Pointe*
  - Urban Honolulu*
  - Waiele
  - West Loch Estate

- **Kauai County**
  - Haena
  - Wainiha

- **Maui County**
  - Keokea
  - Kula
  - Launiupoko
  - Mahinahina*
  - Makena*
  - Manele
  - Oliinda
  - Olowalu
  - Ualapu’e
  - Wailea*

Changes in Hawaii Census Geography for 2010

<table>
<thead>
<tr>
<th>Geographic Entities</th>
<th>2010 Census</th>
<th>Census 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian / Alaska Native / Native Hawaiian Areas</td>
<td>75</td>
<td>61</td>
</tr>
<tr>
<td>Block Groups</td>
<td>875</td>
<td>645</td>
</tr>
<tr>
<td>Census Blocks</td>
<td>25,016</td>
<td>18,990</td>
</tr>
<tr>
<td>Census Tracts</td>
<td>351</td>
<td>289</td>
</tr>
<tr>
<td>Congressional Districts (108th - 112th)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Counties and Equivalents</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>County Subdivisions</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Elementary School Districts</td>
<td>N/A</td>
<td>7</td>
</tr>
<tr>
<td>Places</td>
<td>151</td>
<td>131</td>
</tr>
<tr>
<td>Secondary School Districts</td>
<td>N/A</td>
<td>43</td>
</tr>
<tr>
<td>State Legislative Districts (Lower)</td>
<td>52</td>
<td>N/A</td>
</tr>
<tr>
<td>State Legislative Districts (Upper)</td>
<td>26</td>
<td>N/A</td>
</tr>
<tr>
<td>Unified School Districts</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Voting Districts</td>
<td>344</td>
<td>341</td>
</tr>
</tbody>
</table>
Census Geography

Census Tract

- Small, relatively permanent statistical subdivision of a county
- Census tracts are designed to be relatively homogeneous units with respect to population characteristics, economic status, & living conditions
- 1,200 to 8,000 population (optimum 4,000)
- 480 to 3,200 housing units
- Use for site location
- Aggregate census tracts to delineate communities, neighborhoods, social service delivery areas, planning areas, marketing or trade areas

---

2010 Census Tract Criteria

<table>
<thead>
<tr>
<th>CT type</th>
<th>Threshold type</th>
<th>Optimum</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard CTs &amp; AER/ORTL/HHL CTs</td>
<td>Population threshold</td>
<td>4,000</td>
<td>1,200</td>
<td>8,000</td>
</tr>
<tr>
<td></td>
<td>Housing Unit threshold</td>
<td>1,600</td>
<td>480</td>
<td>3,200</td>
</tr>
<tr>
<td>Special land use CTs</td>
<td>Area measurement threshold for an urban area (square miles)</td>
<td>None</td>
<td>1.0</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Area measurement threshold outside an urban area (square miles)</td>
<td>None</td>
<td>10</td>
<td>None</td>
</tr>
<tr>
<td>Water CTs</td>
<td>Population threshold</td>
<td>Zero or very little, or within the standard CT thresholds</td>
<td>None</td>
<td>100</td>
</tr>
</tbody>
</table>

New Census Tracts Coding Series

9400-9499  Any tract with a majority of population and/or area on Hawaiian Home Lands
9800-9899  Special Land Use tracts
9900-9999  Water Census Tracts
Any tract with a majority of population and/or area on Hawaiian Home Lands

Census Geography

Block Group

- Subdivision of a census tract
- Block group is the smallest geographic unit for the tabulation of sample data
- Block group consists of all blocks within a census tract with the same beginning number
- 600 to 3,000 population
- 240 to 1,200 housing units

Block

- Smallest geographic unit for which the Census Bureau tabulates 100% data (decennial census)
- Many blocks correspond to individual city blocks bounded by streets
- However blocks, especially in rural areas, may include many square miles and may have boundaries that are not streets
Census Geography Hierarchy
(with 2010 Statistical Area Criteria)
Revised 02-19-13

Central axis describes a nesting relationship

Types of Place
- Cities and towns -- incorporated
- Census Designated Places (CDPs):
  - Unincorporated; no size threshold
  - Separate and distinct from city/town
  - Redefined each census

Block Groups
- 600 to 3,000 population
- 240 to 1,200 housing units
- Blocks not defined by population
- Lowest geographic level for data

Census Tracts
- 1,200 to 8,000 population (optimum 4,000)
- 480 to 3,200 housing units

Block level data only for Decennial Census
Maps and Mapping Resources

Go to www.census.gov | Place cursor over the Geography tab and click on Maps and Data

Census Tract Maps

Step 1: Click on Reference Maps

Step 2: Reference Maps, Click on Census Reference Maps
**Step 3: Select 2010 Census Tract Maps**

Reference Maps include a variety of map types that show the boundaries and names of geographic areas for which the Census Bureau calculates statistical data. In some cases, the name is only in the form of a geographical place, such as a census tract number. Some types of reference maps include geographic features and their identifiers that are coincident with the boundary. Examples are roads and water features. Reference maps can include additional features such as railroads to aid users in orienting themselves to the area depicted on the map.

Click on the title below to expand the section and read more information.

<table>
<thead>
<tr>
<th>Census Reference Maps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference Maps from the 2010 Census: Census 2000 and the 1950 Census</td>
</tr>
<tr>
<td><strong>Census Tract Maps</strong></td>
</tr>
<tr>
<td>Total Tract Maps</td>
</tr>
<tr>
<td>P.L. 94-193 County Block Maps</td>
</tr>
<tr>
<td>P.L. 94-193 Voting Legislative Districts</td>
</tr>
<tr>
<td>School District Maps</td>
</tr>
<tr>
<td>Reapportionment Maps (FCP)</td>
</tr>
<tr>
<td>Change in Congressional Apportionment, 1933-2000 (FCP)</td>
</tr>
<tr>
<td>2010 Census Local Census Offices with Type of Publication Area</td>
</tr>
</tbody>
</table>

**Step 4: Select the State of Hawaii**

**Step 5: Select Honolulu County**

<table>
<thead>
<tr>
<th>Hawaii 2010 Census - Census Tract Reference Maps</th>
</tr>
</thead>
<tbody>
<tr>
<td>The total number of map sheets is listed next to each entity name. The county name link opens to a directory that contains FIPS codes.</td>
</tr>
<tr>
<td><strong>FIPS Code</strong></td>
</tr>
<tr>
<td>15201</td>
</tr>
<tr>
<td>15201</td>
</tr>
</tbody>
</table>

United States Department of Commerce Census Bureau

37

38
Map ending in 000 is the index sheet for the entire county. Provides grid to identify Map for your desired community.

Maps of communities within the County.

Oahu
Accessing the Data

Quick Facts
Quick Facts Are:

- Frequently requested Census Bureau information at the national, state, county, and city/place level
- Provides Quick Facts about people, business and geography
- Allows you to create simple data visualizations

www.census.gov
In QuickFacts, click ‘Select a state to begin’, and highlight ‘Hawaii’
## QuickFacts

**Hawaii**

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 25,000 or more.

### Table

<table>
<thead>
<tr>
<th>ALL TOPICS</th>
<th>PEOPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
</tr>
<tr>
<td>Population estimates, July 1, 2018</td>
<td>1,431,833</td>
</tr>
<tr>
<td>Population estimates, April 1, 2018, 5yr</td>
<td>1,393,331</td>
</tr>
<tr>
<td>Population, percent change, April 1, 2018 to July 1, 2019</td>
<td>5.2%</td>
</tr>
<tr>
<td>Population, Census, April 1, 2010</td>
<td>1,393,331</td>
</tr>
<tr>
<td><strong>Age and Sex</strong></td>
<td></td>
</tr>
<tr>
<td>Persons under 5 years, percent, July 1, 2015, 5yr</td>
<td>6.5%</td>
</tr>
<tr>
<td>Persons under 5 years, percent, April 1, 2010</td>
<td>6.5%</td>
</tr>
<tr>
<td>Persons under 15 years, percent, July 1, 2015, 5yr</td>
<td>21.7%</td>
</tr>
<tr>
<td>Persons under 16 years, percent, April 1, 2010</td>
<td>22.1%</td>
</tr>
<tr>
<td>Persons 65 years or over, percent, July 1, 2015, 5yr</td>
<td>10.5%</td>
</tr>
<tr>
<td>Persons 65 years or over, percent, April 1, 2010</td>
<td>14.3%</td>
</tr>
<tr>
<td>Female persons, percent, July 1, 2015, 5yr</td>
<td>49.1%</td>
</tr>
<tr>
<td>Female persons, percent, April 1, 2010</td>
<td>49.3%</td>
</tr>
</tbody>
</table>

### Race and Hispanic Origin

- White alone, percent, July 1, 2015, 5yr | 26.7%
- White alone, percent, April 1, 2010 | 24.1%
- Black or African American alone, percent, July 1, 2015, 5yr | 2.4%
- Black or African American alone, percent, April 1, 2010 | 1.6%
- American Indian and Alaska Native alone, percent, July 1, 2015, 5yr | 0.5%
- American Indian and Alaska Native alone, percent, April 1, 2010 | 0.1%
- Hispanic or Latino, percent, July 1, 2015, 5yr | 25.9%
- Hispanic or Latino, percent, April 1, 2010 | 25.9%

### Education

- Bachelor's degree or higher, percent, 2010-2014 | 38.4%
- Bachelor's degree or higher, percent, 2010-2014 | 38.4%

### Housing

- Median gross rent, 2010-2014 | 731.0
- Building permits, 2015 | 15

### Income and Wealth

- Median household income, 2010-2014 | 55,492
- Median housing unit value, 2010-2014 | 180,448

### Business

- Total employer establishments, 2014 | 31,601
- Total nonemployer establishments, 2014 | 107,721
- Total nonemployer establishments, 2014 | 107,721

### Land Use

- Total employment, 2014 | 514,147
- Total nonemployer establishments, 2014 | 107,721

### Transportation

- Median household income, 2010-2014 | 55,492
- Median housing unit value, 2010-2014 | 180,448

### Vital Statistics

- Births, 2010-2014 | 100,334
- Deaths, 2010-2014 | 43,090

### Social and Economic Characteristics

- Median household income, 2010-2014 | 55,492
- Median housing unit value, 2010-2014 | 180,448

### Travel Time to Work

- Median travel time to work (in minutes), workers age 16 years and over | 30.4
Select a city: Urban Honolulu CDP

QuickFacts

Urban Honolulu CDP, Hawaii

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Urban Honolulu CDP added to Hawaii

QuickFacts, Urban Honolulu CDP, Hawaii

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.
Accessing the Data

American FactFinder

American Fact Finder Exercise

✓ Conduct an Address Search:
  400 Royal Hawaiian Avenue, Honolulu  96815

✓ Compare your Census Tract to Your ZCTA (zip code)
  City, County and State

✓ View the 2014 Demographic Profiles for each of
  your geographies

✓ View profiles in your kit
American FactFinder
Click Data
Click Tools& Apps
Click American FactFinder
Click on County, Census Tract, Place within State, 5-digit ZCTA to add to ‘Your Selections’

All Geographies are in Your Selections
Click CLOSE X
To Access Data Profiles
Click Topics, Product Type, and Data Profile

Data Profile has been added to Your Selections
Click CLOSE X
Select Profiles DP02, DP03, DP04, DP05

Click View

DP02 Selected Social Characteristics 2010-2014 ACS 5-Year Estimates
County, Census Tract, City, ZCTA

Click right arrow to view next result
American FactFinder Exercise

Navigating Topics

- Select Honolulu County
- Access 2015 ACS Data on Educational Attainment and Income
Type ‘Honolulu County, Hawaii’ and click GO
Open Topics
Click People, Education and Educational Attainment

Educational Attainment is in Your Selections
Click CLOSE X
Select Tables S1501, B15002, B15002E
Click View

S1501 Education Attainment
Note: poverty and income data at bottom of table
Click Right Arrow to view next Table
### B1502E Sex by Education Attainment for the Population 25 Years and Over (Native Hawaiian and Other Pacific Islander Alone)

This is a Base Table Iterated by Race

#### Table View

<table>
<thead>
<tr>
<th>Race</th>
<th>Less than 9th grade</th>
<th>9th to 11th grade</th>
<th>12th grade or GED</th>
<th>High School diploma or equivalent</th>
<th>Some college, no degree</th>
<th>Associate’s degree</th>
<th>Bachelor’s degree</th>
<th>Master’s degree or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau 2019 American Community Survey 5-Year Estimates
American FactFinder Exercise

- Use Geographies Tab to select All Places (Census Designated Places) Within Honolulu County
- Access 2014 ACS 5-Year Tables
  - Median Value of Owner-Occupied Housing Units
- Modify and Download Tables
- Create a thematic map
Expand Geographies
Select Name Tab
Select City or Town

Expand Within State
Select Hawaii
Open Within County
click Honolulu County

Click on link or check box All Places fully within/partially within Honolulu Co. & click Add
Select Median Value (Dollars)
Click View

Modify Table
### Click Transpose Rows/Columns

**Table View**

**Actions:** Hide Table Tools, Add/Remove Geographies, Bookmark/Save, Print, Download, Create a Map

**Table Tools:** Reset Table, Show Hidden Rows/Columns, Transpose Rows/Columns

**Legend:**"show/hide table rows and columns, show/hide table categories, rearrange columns, rearrange rows, sort according to values, sort according to text values

**Note:** This is a modified view of the original table.

Although this American Community Survey (ACS) produce 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Median value (dolars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>556,820</td>
</tr>
<tr>
<td>2015</td>
<td>562,080</td>
</tr>
<tr>
<td>2014</td>
<td>569,350</td>
</tr>
<tr>
<td>2013</td>
<td>574,730</td>
</tr>
<tr>
<td>2012</td>
<td>580,350</td>
</tr>
<tr>
<td>2011</td>
<td>585,170</td>
</tr>
<tr>
<td>2010</td>
<td>590,000</td>
</tr>
<tr>
<td>2009</td>
<td>594,870</td>
</tr>
</tbody>
</table>

**Source:** U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

### Transpose Rows/Columns

**Download**

**Table View**

**Actions:** Hide Table Tools, Add/Remove Geographies, Bookmark/Save, Print, Download, Create a Map

**Table Tools:** Reset Table, Show Hidden Rows/Columns, Transpose Rows/Columns

**Legend:** show/hide table rows and columns, show/hide table categories, rearrange columns, rearrange rows, sort according to values, sort according to text values

**Note:** This is a modified view of the original table.

Although this American Community Survey (ACS) produce 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Median value (dolars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>556,820</td>
</tr>
<tr>
<td>2015</td>
<td>562,080</td>
</tr>
<tr>
<td>2014</td>
<td>569,350</td>
</tr>
<tr>
<td>2013</td>
<td>574,730</td>
</tr>
<tr>
<td>2012</td>
<td>580,350</td>
</tr>
<tr>
<td>2011</td>
<td>585,170</td>
</tr>
<tr>
<td>2010</td>
<td>590,000</td>
</tr>
<tr>
<td>2009</td>
<td>594,870</td>
</tr>
</tbody>
</table>

**Source:** U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates
<table>
<thead>
<tr>
<th>Location</th>
<th>Type</th>
<th>Median Value (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahuimanu CDP, Hawaii</td>
<td>Estimate</td>
<td>508,808</td>
</tr>
<tr>
<td>Ahuimanu CDP, Hawaii</td>
<td>Margin of Error</td>
<td>+122,232</td>
</tr>
<tr>
<td>Aiea CDP, Hawaii</td>
<td>Estimate</td>
<td>566,309</td>
</tr>
<tr>
<td>Aiea CDP, Hawaii</td>
<td>Margin of Error</td>
<td>+21,299</td>
</tr>
<tr>
<td>Ewa Beach CDP, Hawaii</td>
<td>Estimate</td>
<td>798,496</td>
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<tr>
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<td>Margin of Error</td>
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<tr>
<td>Ewa Beach CDP, Hawaii</td>
<td>Estimate</td>
<td>318,500</td>
</tr>
<tr>
<td>Ewa Beach CDP, Hawaii</td>
<td>Margin of Error</td>
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<tr>
<td>Ehau CDP, Hawaii</td>
<td>Estimate</td>
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</tr>
<tr>
<td>Ehau CDP, Hawaii</td>
<td>Margin of Error</td>
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</tr>
<tr>
<td>Ewa Villages CDP, Hawaii</td>
<td>Estimate</td>
<td>429,900</td>
</tr>
<tr>
<td>Ewa Villages CDP, Hawaii</td>
<td>Margin of Error</td>
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</tr>
<tr>
<td>Haiku CDP, Hawaii</td>
<td>Estimate</td>
<td>756,100</td>
</tr>
<tr>
<td>Haiku CDP, Hawaii</td>
<td>Margin of Error</td>
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<tr>
<td>Hakalau CDP, Hawaii</td>
<td>Estimate</td>
<td>576,400</td>
</tr>
<tr>
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</tr>
<tr>
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</tr>
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<tr>
<td>Heeia CDP, Hawaii</td>
<td>Estimate</td>
<td>703,100</td>
</tr>
<tr>
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<td>Margin of Error</td>
<td>+37,675</td>
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<tr>
<td>Hilo CDP, Hawaii</td>
<td>Estimate</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Margin of Error</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Estimate</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Margin of Error</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Estimate</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Margin of Error</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Estimate</td>
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</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Margin of Error</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Estimate</td>
<td>.</td>
</tr>
<tr>
<td>Hilo CDP, Hawaii</td>
<td>Margin of Error</td>
<td>.</td>
</tr>
</tbody>
</table>
Reset Table

Although the American Community Survey (ACS) produces population, demographic, and housing unit estimates, it is the Census Bureau’s Population Estimates Program that produces states, counties, cities and towns, and estimates of housing units for states and counties.

Create a Map

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.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates
Mapping Data

To map data, you must have a table containing at least two or more “like” geographies, i.e., two cities, two counties, two states.

Create a Map
Highlight a Data Row
Click on a Value
Click Show Map

Click colors and data classes
Click Color Range

Select Color

Click OK
Color Range Changed
Change Classing Method from Natural Breaks to User Defined

Enter Values
Click GO
Click Boundaries and Features

Click Boundaries

Check Boundary and Check Label for 2014 Place
click UPDATE
American FactFinder Exercise

• Use Geographies Tab to select Zip Code Tabulation Areas (ZCTAs) Within Honolulu County

• Access 2014 ACS 5-Year Tables
  • Median Household Income

• Create a thematic map
Resources: Need Assistance?

Data Dissemination Branch
Customer Liaison and Marketing Services Office
U.S. Census Bureau

(888) 806-6389 Toll Free

Jerry.B.Wong@census.gov