

### **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





### **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





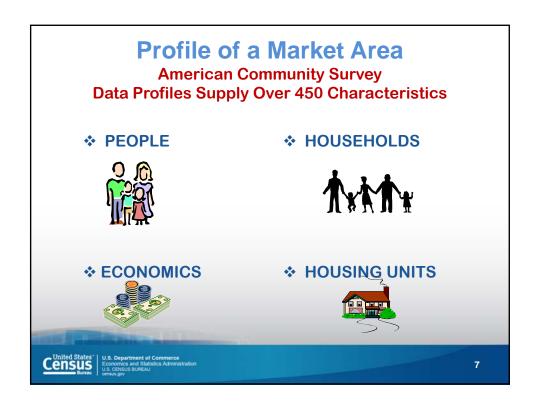
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### **Demographics of Trade Area**

- Age
- Gender
- Household income
- Occupations
- Other socio-economic data of potential customers







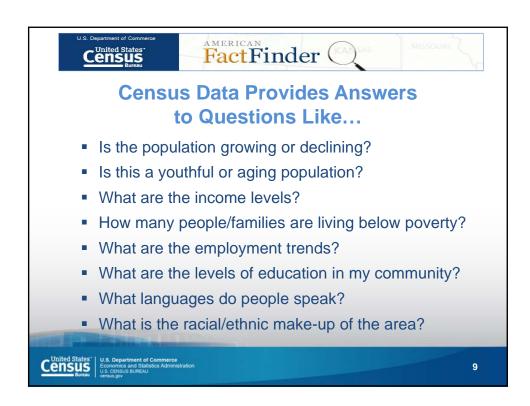
### **Several Key Questions**



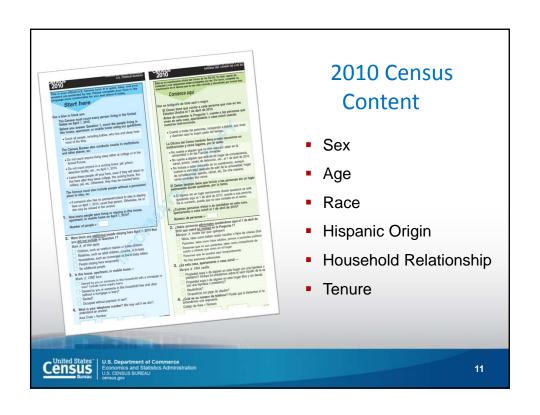


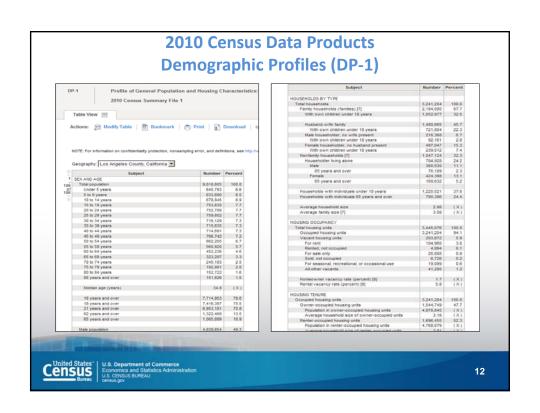
- What are the population characteristics of the trade area?
- What's the potential for future population growth?
- What is the household income level?
- What is the estimated market share?



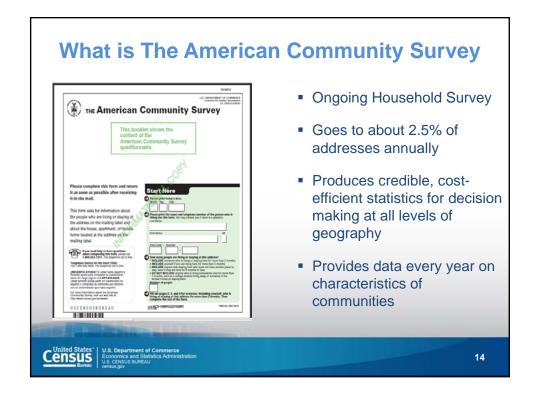


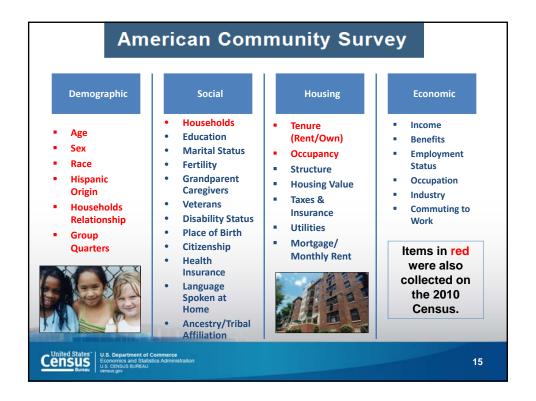
## 2010 Census U.S. Department of Commerce Census U.S. Department of Commerce Economics and Statistics Administration to commerce to commer

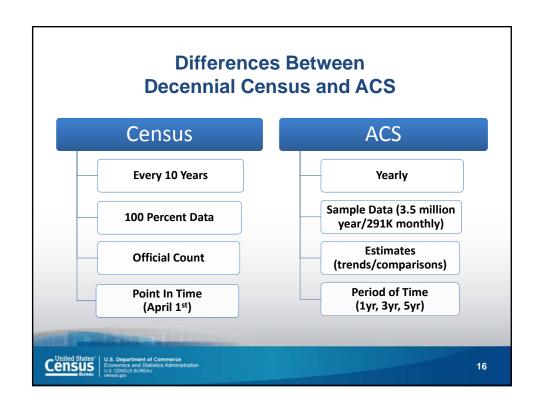


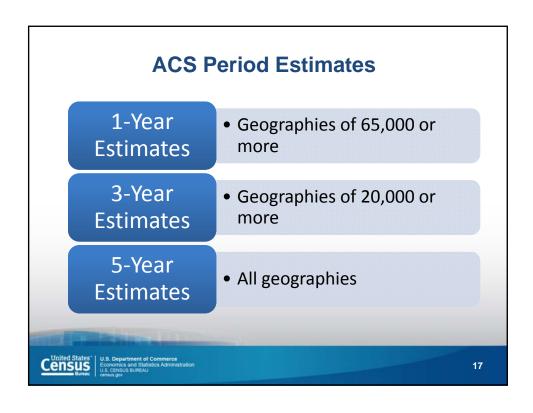


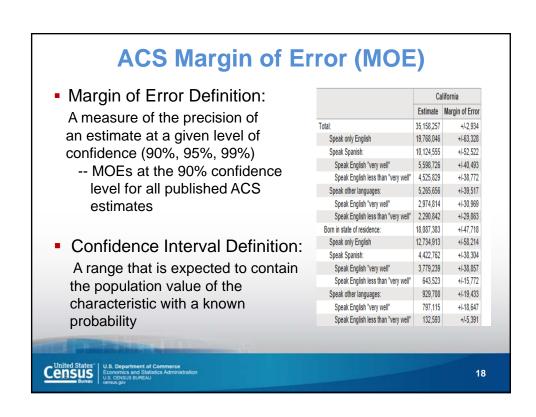
## American Community Survey (ACS) (Whited States\* U.S. Department of Commerce Economics and Salkaldon Administration and Salkaldon Ad



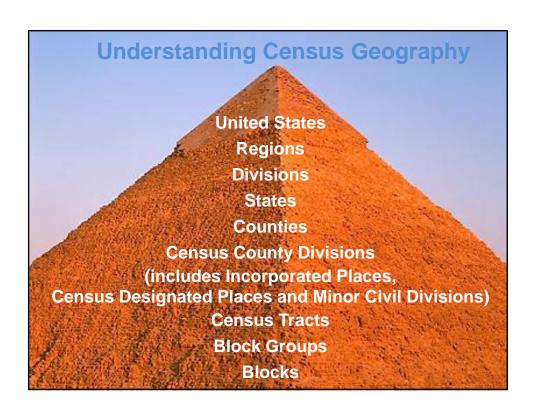


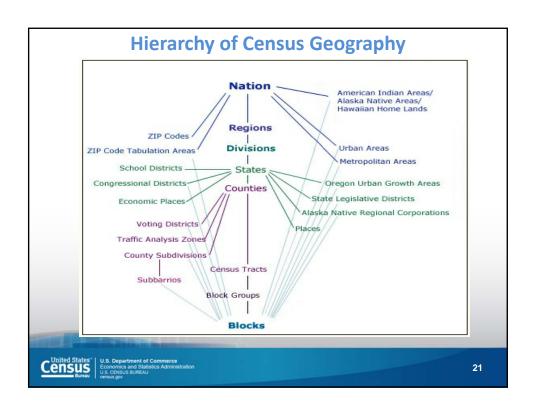






# Census Geography Us. Department of Commerce Exposures and States Administration Users (BUREAU Commerce Exposures (BUREAU Commerc





### **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



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## Census Geographic Concepts Legal/Administrative and Statistical Areas

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

 ${}^{\star}\textbf{Legal/Administrative Areas} \text{ - Geographic areas that originate from legal action, treaties, statutes,}$ 

ordinances, resolutions, or court decisions

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

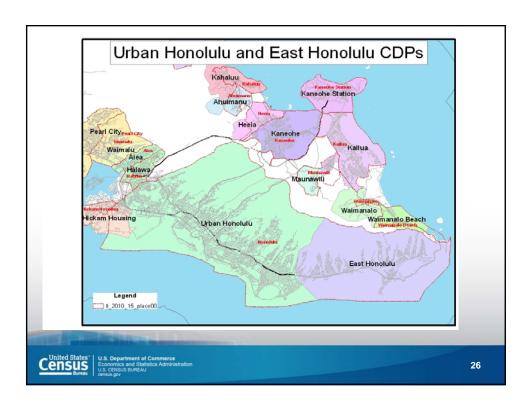


### **Census Geography**

### 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 Kauai County Haena

Haena Wainiha

Honolulu County

East Honolulu\*
Kalaeloa
Kapolei
Ko Olina
Mililani Mauka

Ocean Pointe\*
Urban Honolulu\*

Waikele

West Loch Estate

Maui County

Keokea Kula

Launiupoko Mahinahina\* Makena\* Manele Olinda Olowalu Ualapu' e Wailea\*



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### **Changes in Hawaii Census Geography for 2010**

Geographic Entities	2010 Census	Census 2000
American Indian / Alaska Native / Native Hawaiian Areas	75	61
Block Groups	875	646
Census Blocks	25,016	18,990
Census Tracts	351	286
Congressional Districts (108th - 112th)	2	2
Counties and Equivalents	5	5
County Subdivisions	44	44
Elementary School Districts	N/A	7
Places	151	131
Secondary School Districts	N/A	43
State Legislative Districts (Lower)	52	N/A
State Legislative Districts (Upper)	26	N/A
Unified School Districts	1	1
Voting Districts	344	341



### **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



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### **2010 Census Tract Criteria**

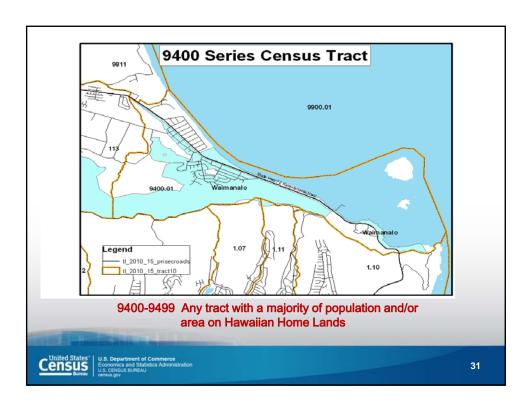
CT type	Threshold type	Optimum	Minimum	Maximum
Standard CTs & AIR/ORTL/HHL CTs	Population threshold	4,000	1,200	8,000
	Housing Unit threshold	1,600	480	3,200
Special land use CTs	Area measurement threshold for an urban area (square miles)	None	1.0	none
	Area measurement threshold outside an urban area (square miles)	None	10	none
	Population threshold	Zero or very little, or within the		
		standard CT thresholds		
Water CTs	Area measurement threshold			
Water C15	(square miles)	None	100	none

### **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





### **Census Geography**

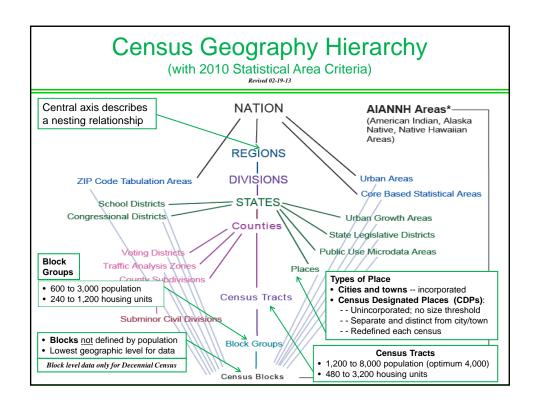
### **Block Group**

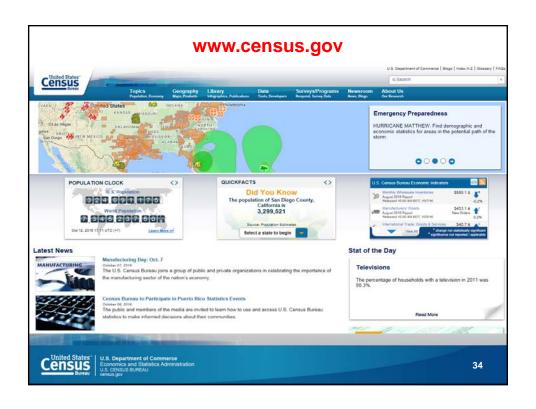
- Subdivision of a census tract
- Block group is the smallest geographic unit for the tabulation of sample data
- Block group consists of all blocks within a census tract with the same beginning number
- 600 to 3,000 population
- 240 to 1,200 housing units

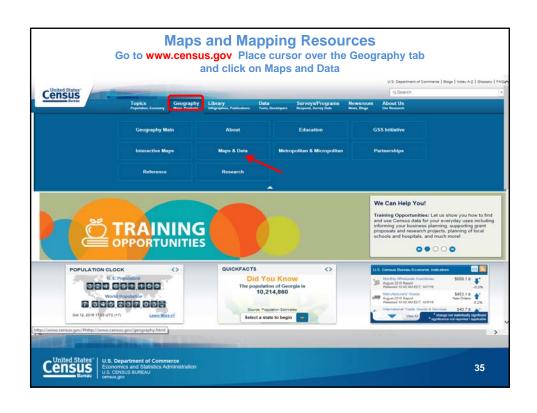
### **Block**

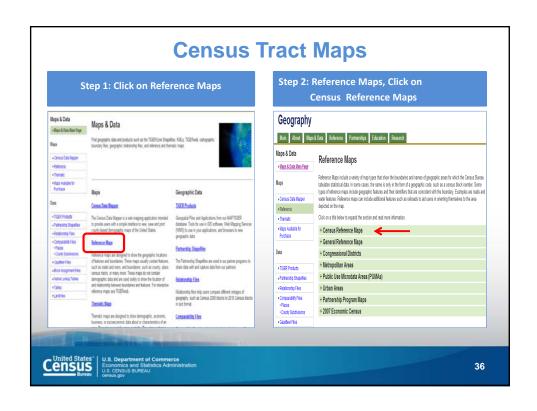
- Smallest geographic unit for which the Census Bureau tabulates 100% data (decennial census)
- Many blocks correspond to individual city blocks bounded by streets
- However blocks, especially in rural areas, may include many square miles and may have boundaries that are not streets

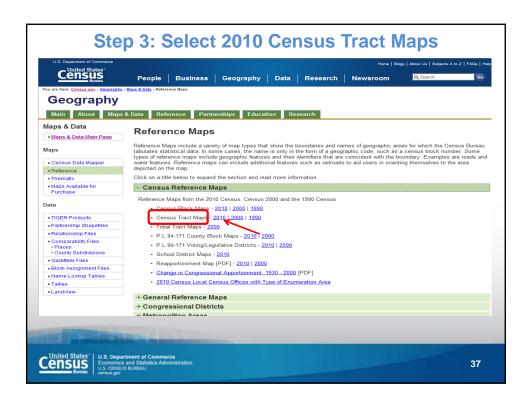


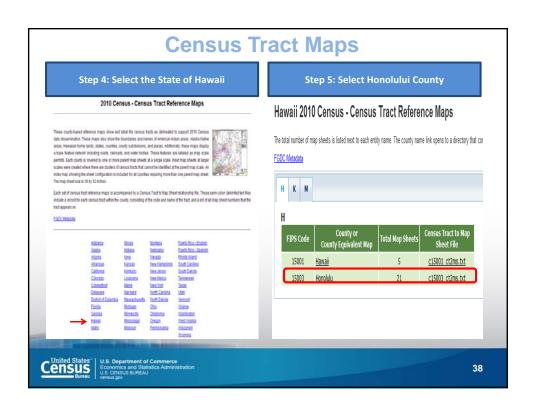


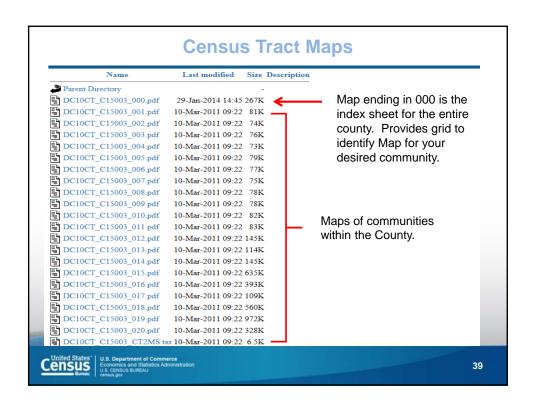


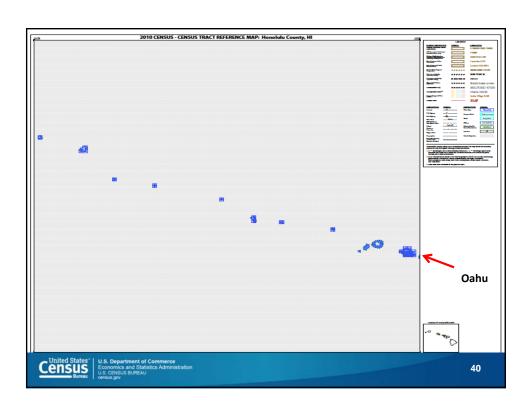


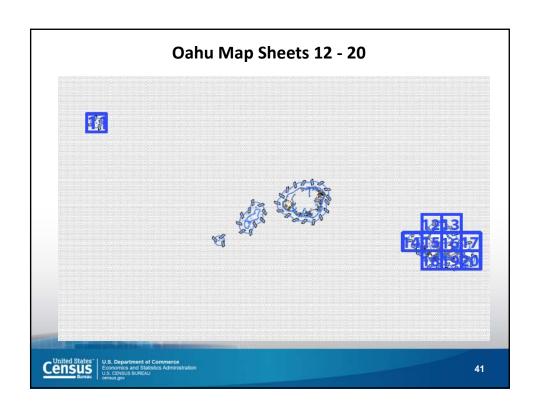


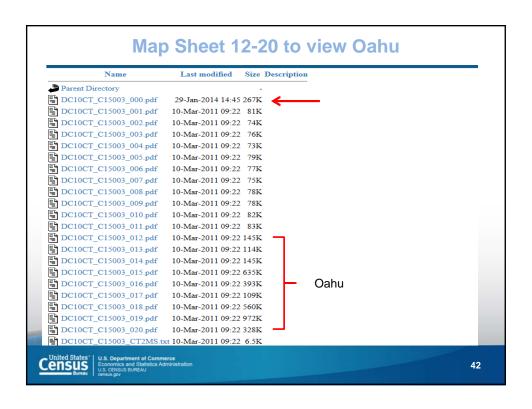


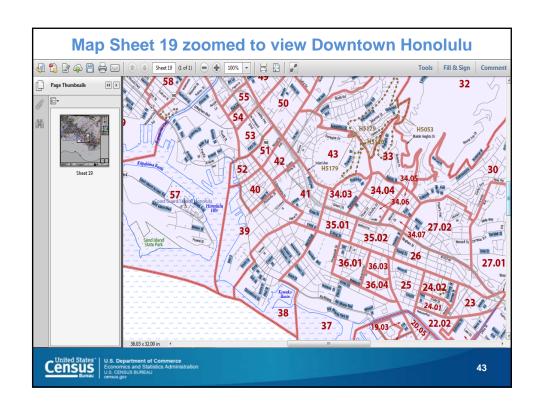




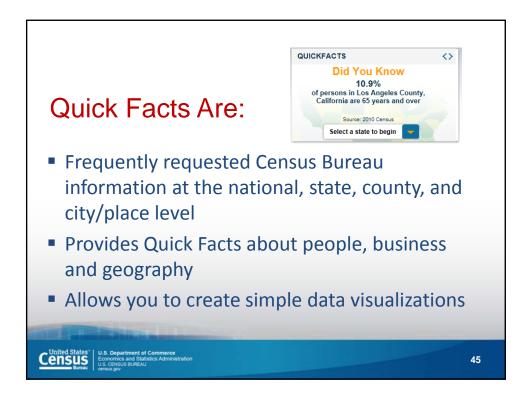




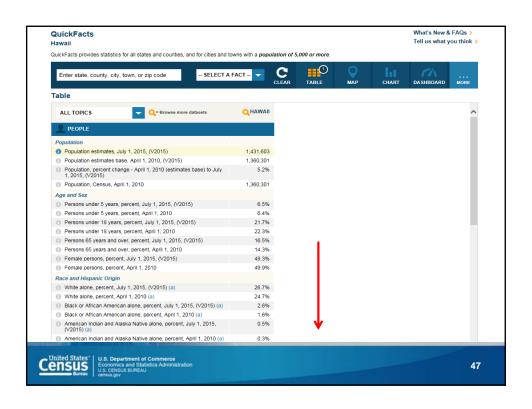


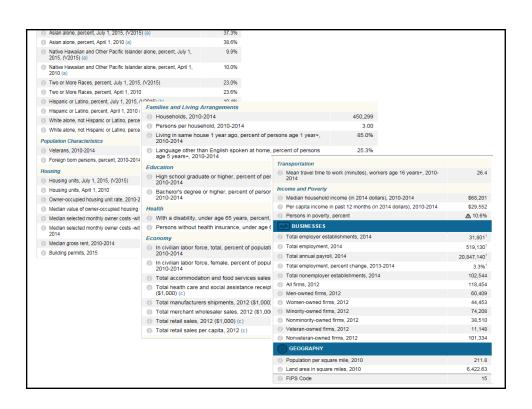


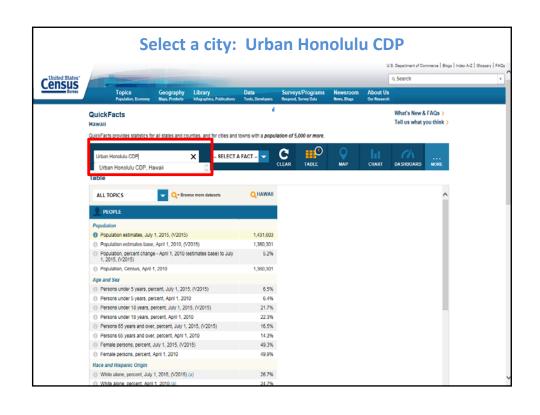


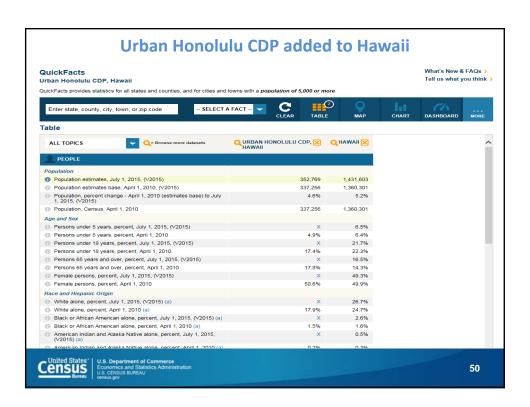












## **Accessing the Data**

### **American FactFinder**



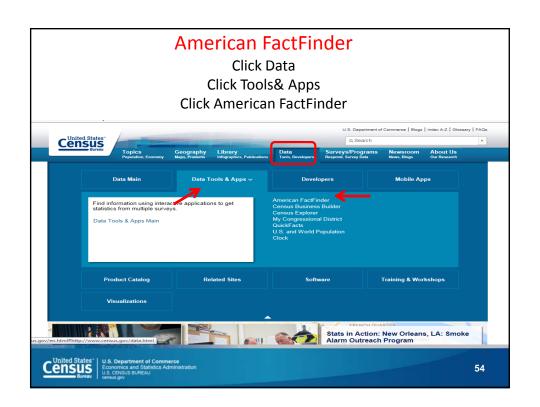
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### **American Fact Finder Exercise**

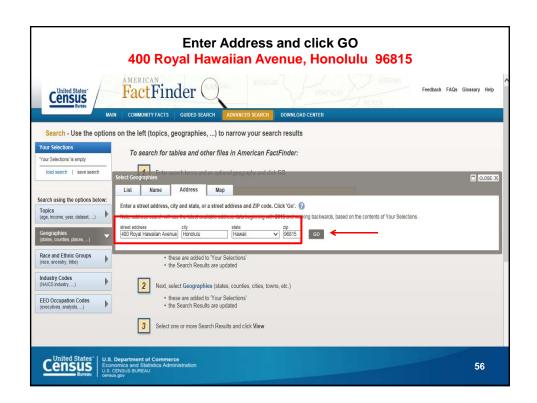
- ✓ Conduct an Address Search: 400 Royal Hawaiian Avenue, Honolulu 96815
- ✓ Compare your <u>Census Tract</u> to Your ZCTA (zip code) City, County and State
- √ View the 2014 Demographic Profiles for each of your geographies
- √ View profiles in your kit

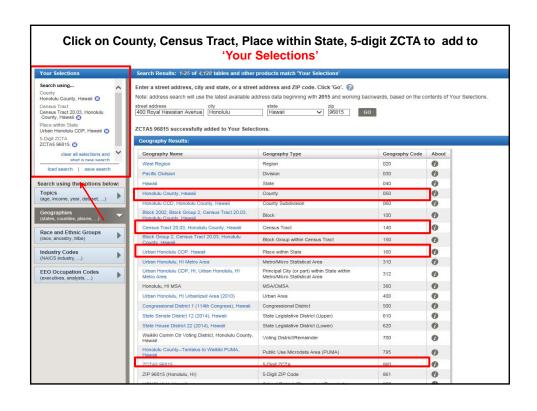


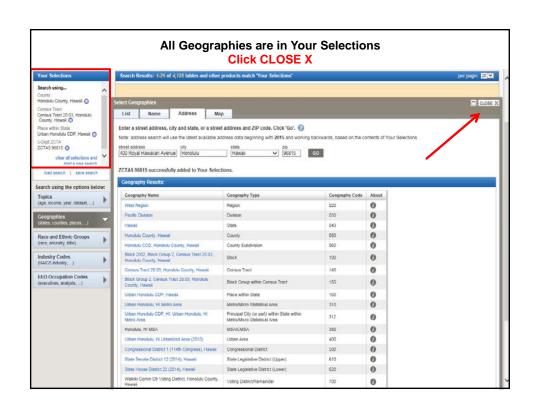


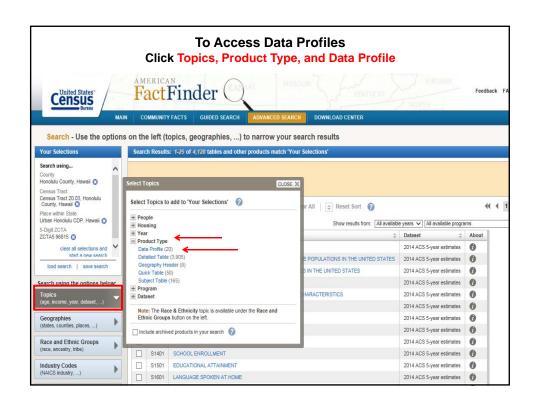


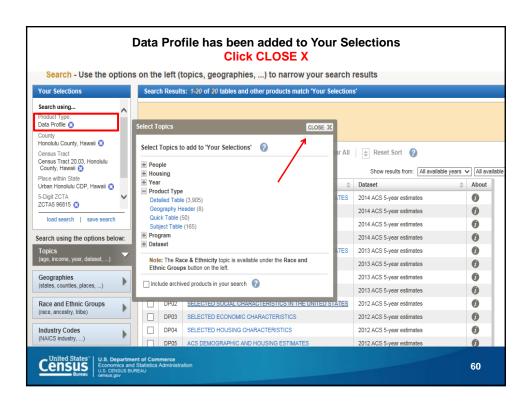


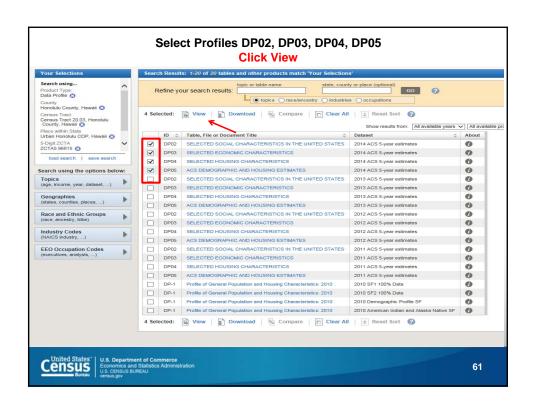


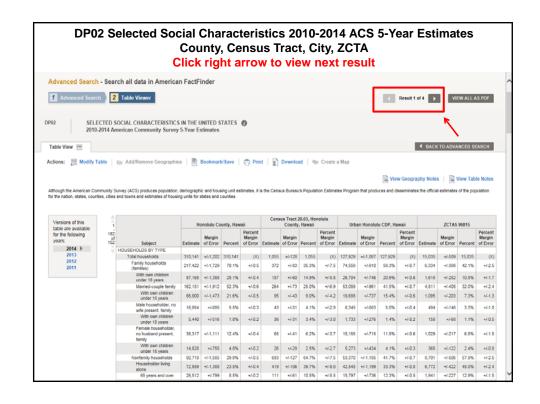


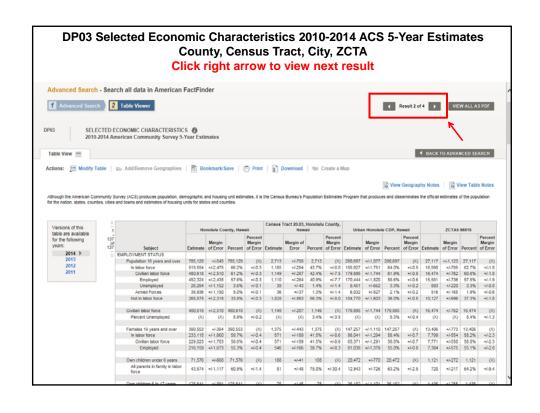


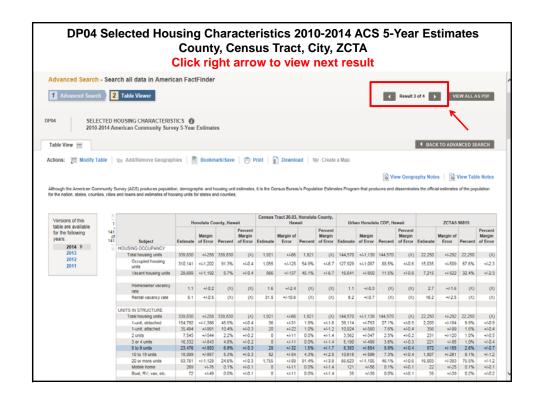


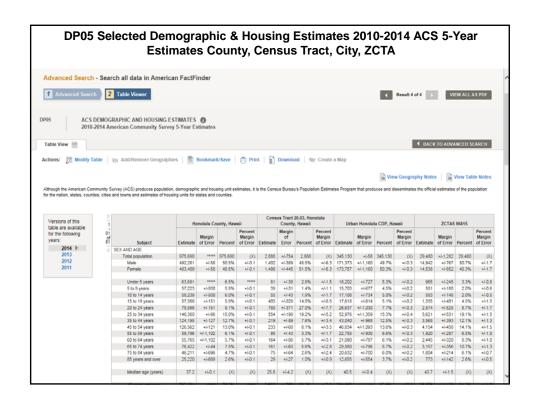


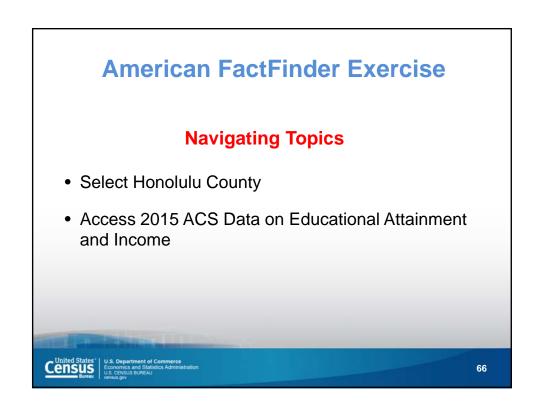




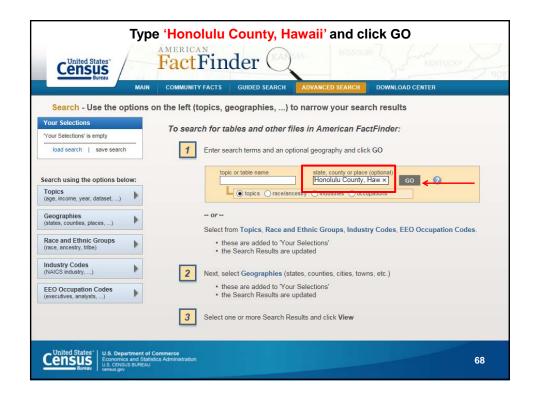


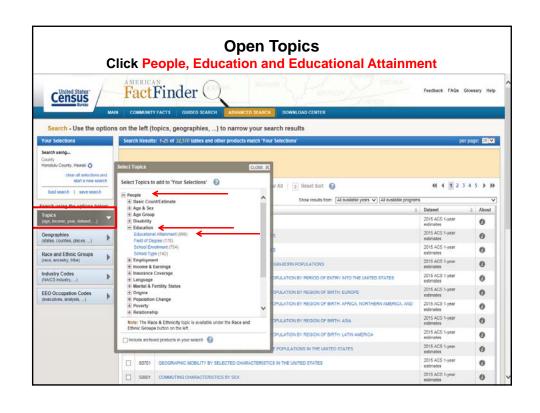


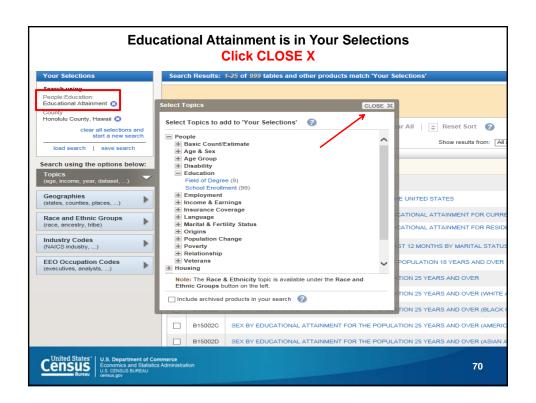


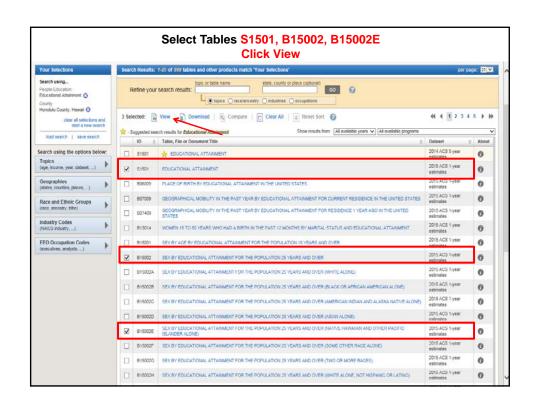


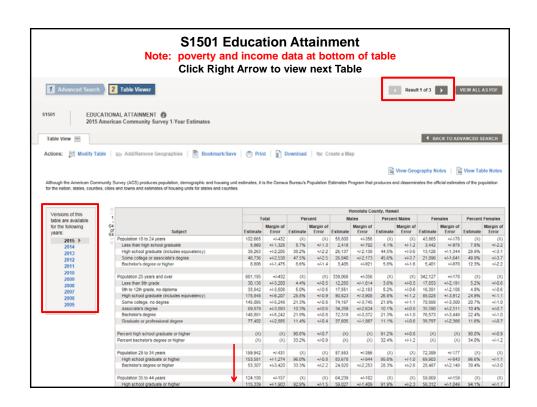


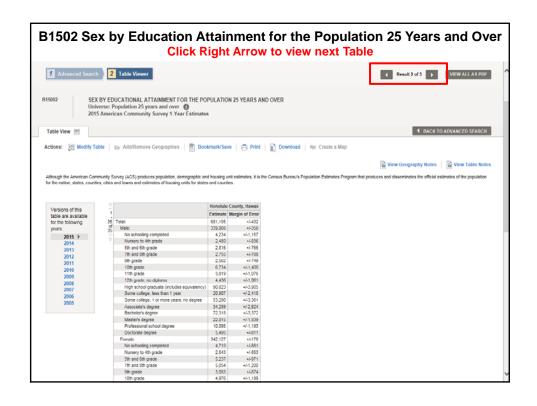


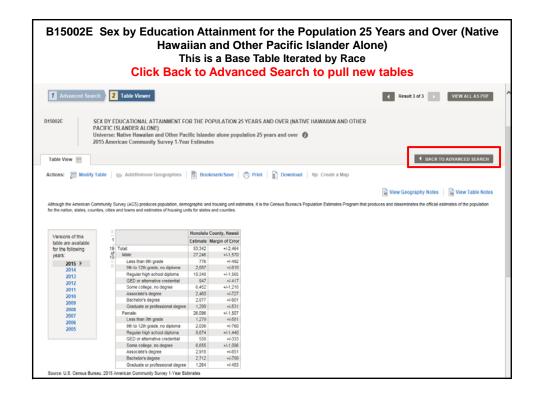












## **American FactFinder Exercise**

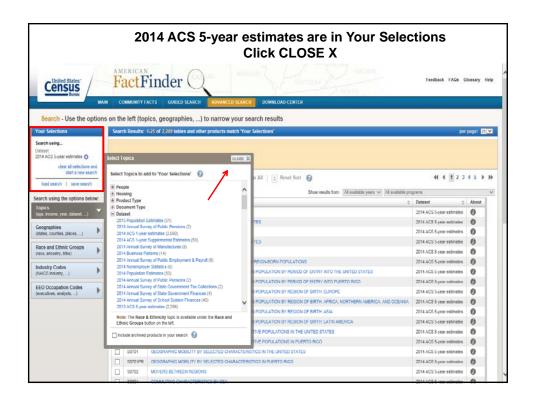
- Use Geographies Tab to select All Places (Census Designated Places) Within Honolulu County
- Access 2014 ACS 5-Year Tables
  - Median Value of Owner-Occupied Housing Units
- Modify and Download Tables
- Create a thematic map

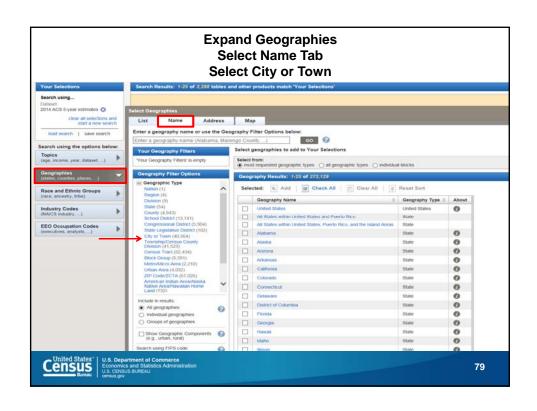


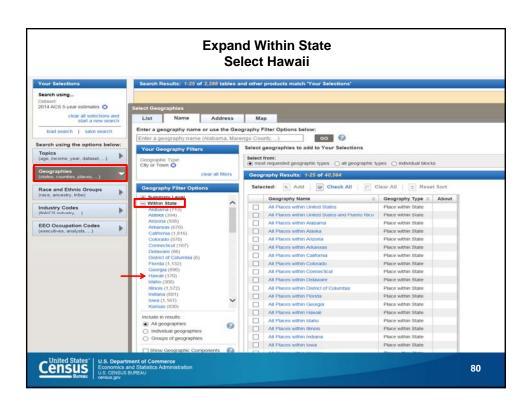
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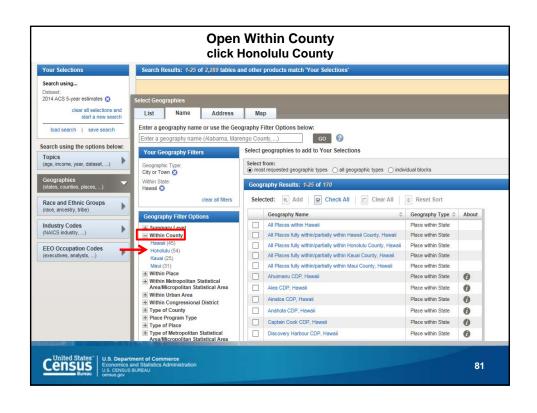


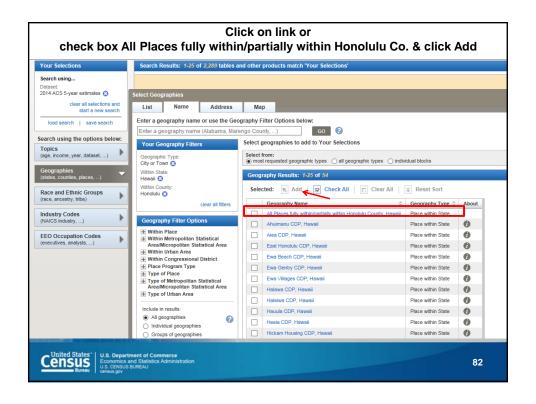


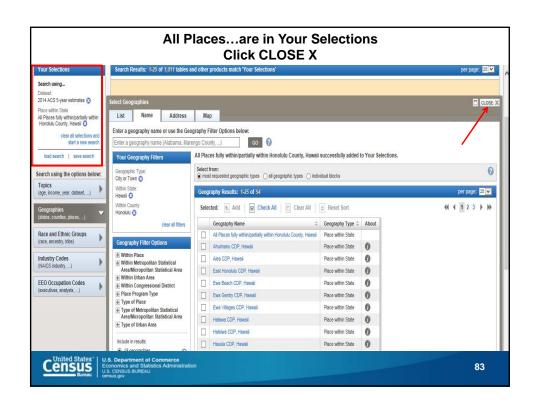


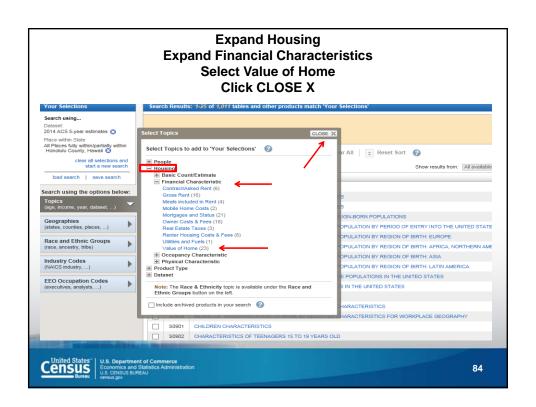


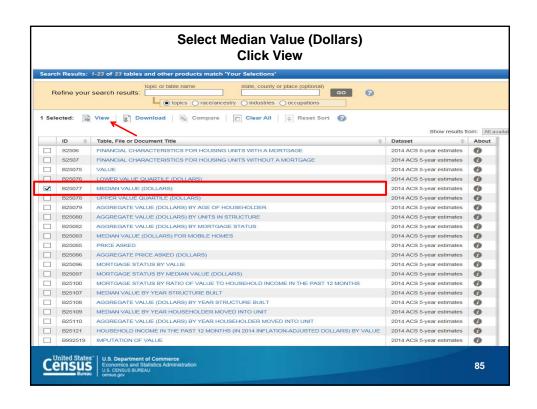


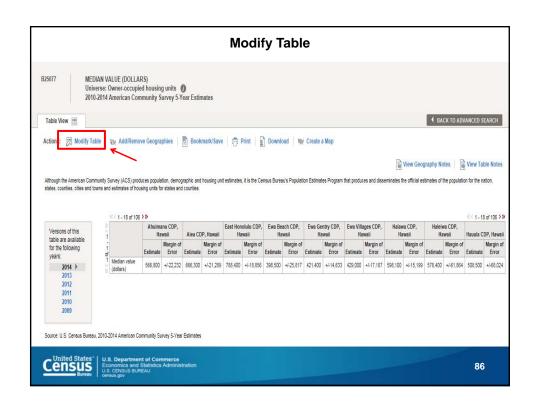


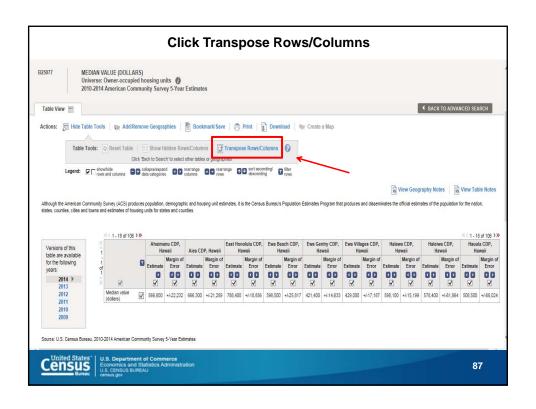


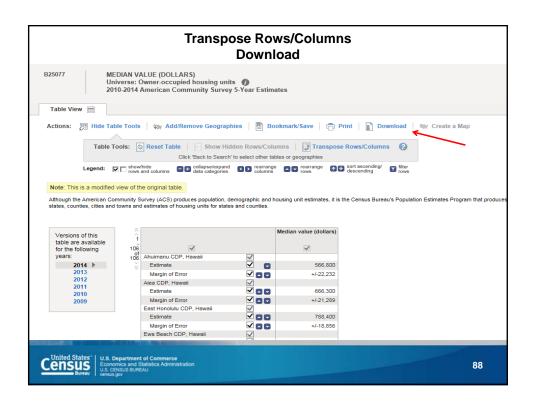


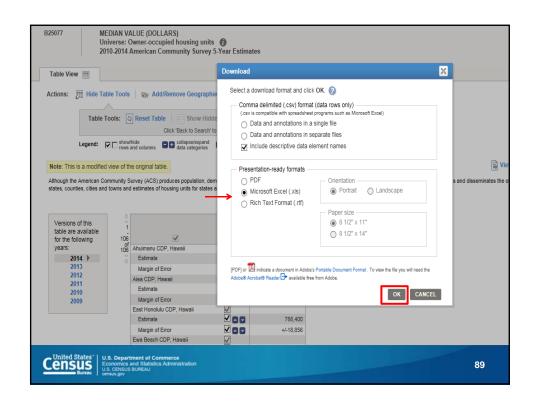


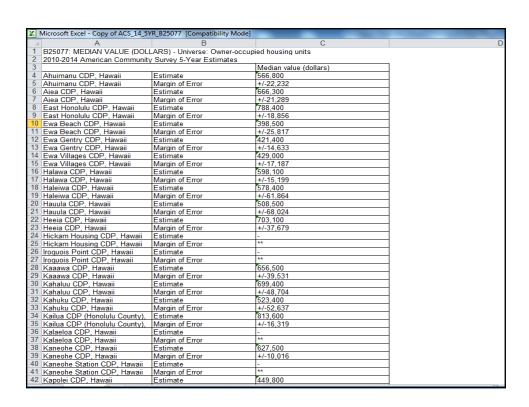


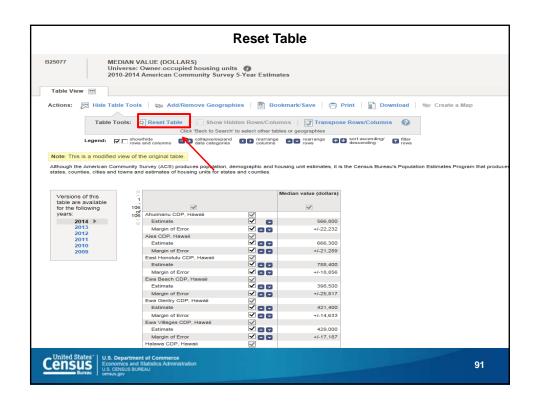


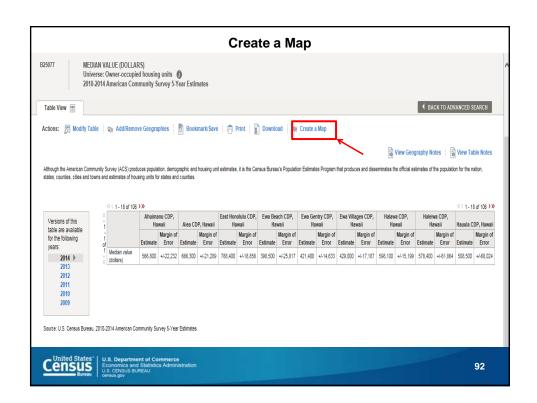




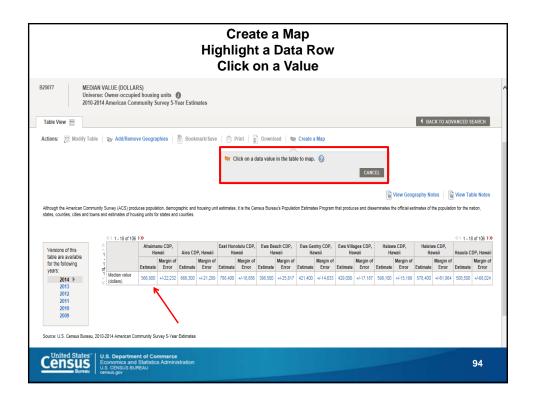


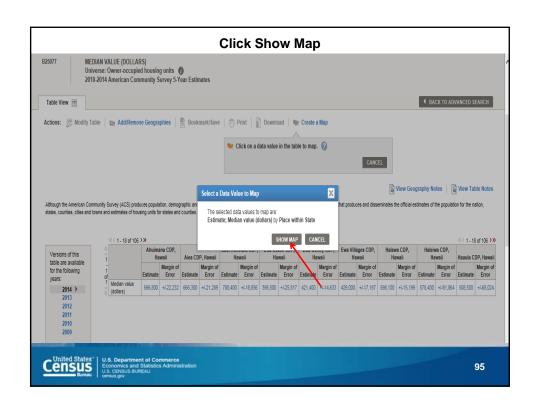


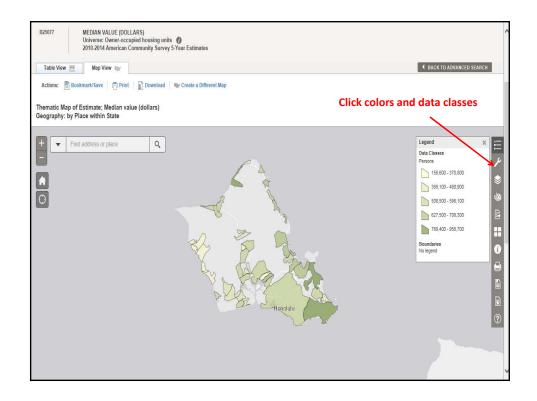


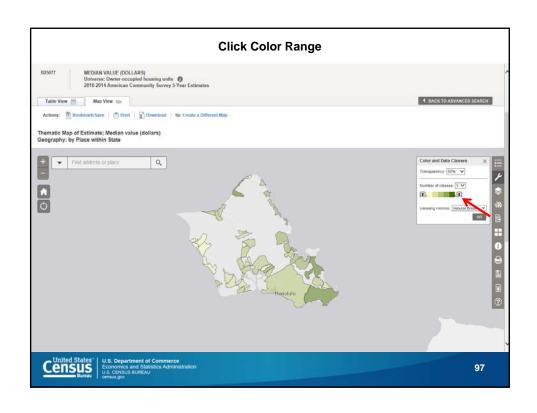


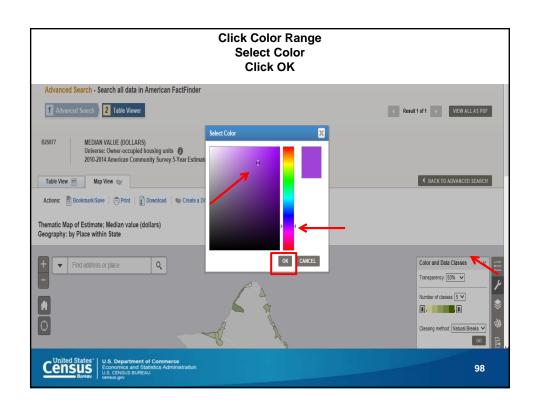
## Mapping Data To map data, you must have a table containing at least two or more "like" geographies, ie..two cities, two counties, two states.

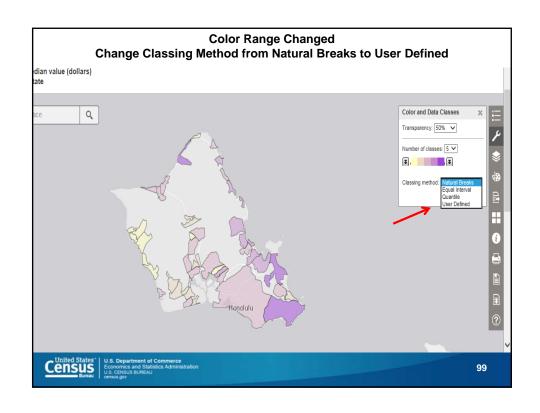


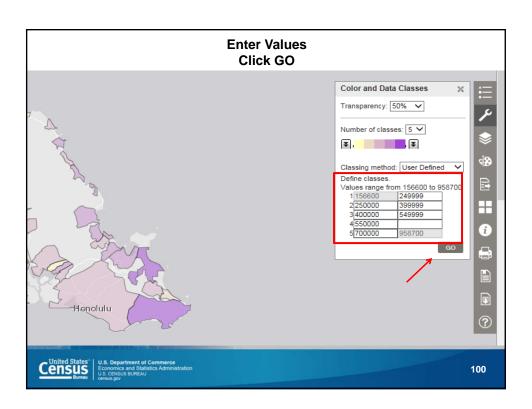


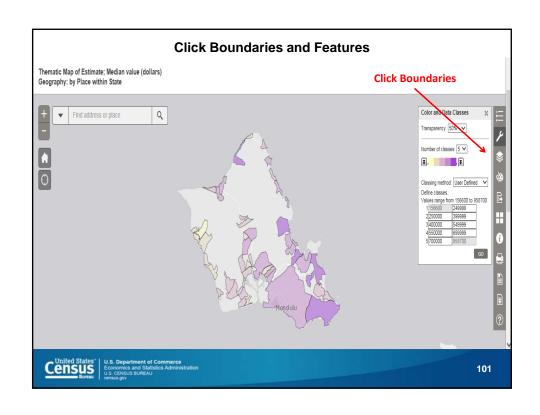


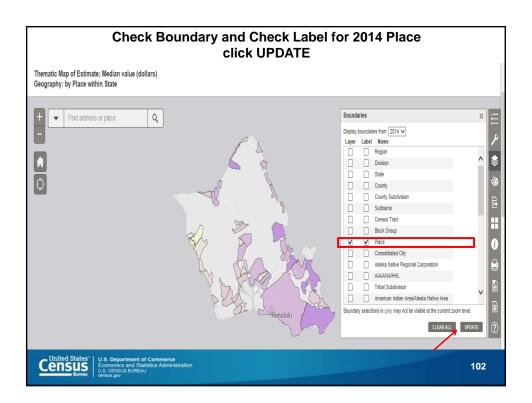
















- Use Geographies Tab to select Zip Code Tabulation Areas (ZCTAs) Within Honolulu County
- Access 2014 ACS 5-Year Tables
  - Median Household Income
- Create a thematic map



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



(888) 806-6389 Toll Free



Jerry.B.Wong@census.gov



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