American Fact Finder 2 with Thematic Mapping

Brunie Sánchez
Data Dissemination Specialist
Outline

• American FactFinder Toolkit
• Data Access Tools
  – Quick Facts Beta
  – Census Explorer
• American FactFinder Overview & Thematic mapping
• 2010 Census vs. American Community Survey
• Geography
• AFF Mapping overview
2010 Census vs. ACS

2010 Census

- 100% Data
- How many people live in the U.S.?
- Point in time: April 1, 2010
- Count - People, Housing units,

American Community Survey

- Sample Data
- How do people live in the U.S.?
- Period in Time: 1yr, 3yr, 5yr
- Characteristics: Income, Poverty, Education

2000 Long Form SF3 & SF4
American Community Survey – Subjects

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Social</th>
<th>Economic</th>
<th>Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age and Sex</td>
<td>Ancestry</td>
<td>Class of Worker</td>
<td>House Heating Fuel</td>
</tr>
<tr>
<td>Group Quarters Population</td>
<td>Citizenship Status</td>
<td>Commuting to Work/</td>
<td>Kitchen Facilities</td>
</tr>
<tr>
<td>Hispanic or Latino Origin</td>
<td>Disability Status</td>
<td>Journey to Work</td>
<td>Occupancy/Vacancy Status</td>
</tr>
<tr>
<td>Race</td>
<td>Educational Attainment</td>
<td>Employment Status</td>
<td>Occupants per Room</td>
</tr>
<tr>
<td>Relationship</td>
<td>Fertility</td>
<td>Food Stamps/Supplemental</td>
<td>Owner Monthly Costs</td>
</tr>
<tr>
<td>Total Population</td>
<td>Field of Degree</td>
<td>Nutrition Assistance Program (SNAP)</td>
<td>Plumbing Facilities</td>
</tr>
<tr>
<td></td>
<td>Grandparents as Caregivers</td>
<td>Health Insurance Coverage</td>
<td>Rent Statistics</td>
</tr>
<tr>
<td></td>
<td>Language</td>
<td>Income and Earnings</td>
<td>Rooms / Bedrooms</td>
</tr>
<tr>
<td></td>
<td>Marital History</td>
<td>Industry and Occupation</td>
<td>Telephone Service Available</td>
</tr>
<tr>
<td></td>
<td>Marital Status</td>
<td>Poverty</td>
<td>Tenure</td>
</tr>
<tr>
<td></td>
<td>Place of Birth</td>
<td>Work Status</td>
<td>Units in Structure</td>
</tr>
<tr>
<td></td>
<td>School Enrollment</td>
<td></td>
<td>Value of Home</td>
</tr>
<tr>
<td></td>
<td>Residence 1 Year Ago/Migration</td>
<td></td>
<td>Vehicles Available</td>
</tr>
<tr>
<td></td>
<td>Veterans</td>
<td></td>
<td>Year Householder Moved Into Unit</td>
</tr>
<tr>
<td></td>
<td>Year of Entry</td>
<td></td>
<td>Year Structure Built</td>
</tr>
</tbody>
</table>

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Hierarchy of Select Geographic Entities in the American Community Survey

Notes:
* 5-year estimates only
** 5-year estimates only, first release in 2012 for the 2007-2011 5-year estimates

This graphic does not represent the full set of entities for which the ACS publishes data.
1. **Census Tracts** are small, relatively permanent statistical subdivisions and generally have a population of 1,500 to 8,000 (optimum 4,000).

2. **Block Groups** are subdivisions of a census tract and generally have a population of 300 to 4,000 (optimum 1,500).
American FactFinder Mapping Overview

<table>
<thead>
<tr>
<th>Reference Map</th>
<th>Thematic Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example of a reference map of the United States</td>
<td>Example of a thematic map of total number of people per state.</td>
</tr>
</tbody>
</table>

[Image of reference and thematic maps]
Thematic Map

Thematic Map of Estimate; Median household income in the past 12 months (in 2010 inflation-adjusted dollars)
Geography: by County

Legend

Data Classes
Persons
50651 - 55275
59441 - 60976
66791 - 72864
78259 - 83089
96747 - 100980

Features
Major Road
Street
Stream/Waterbody
School
Items in grey text are not visible at this zoom level

Modify the map using the options below:

Colors and Data Classes
- Transparency: 50%
- Number of classes: 5
- Color range (select the first and last colors):
- Classing method: Natural Breaks

Boundaries and Features

Source: U.S. Census Bureau, 2006-2010 American Community Survey
6 main parts of the map:

1. the Map Title;
2. the Legend;
3. the Map;
4. the Actions toolbar;
5. the Map tools;
6. and the Modify the map options.
Data Access Tools

• Quick Facts
• Census Explorer
  • Young Adults: Then and Now Edition
  • Population Estimates Edition
• Retail Edition
• People, Education & Income
• Commuting
Accessing Quick Facts

Advantages:

- Attract users looking for simple access to facts

Quick Facts includes statistics for all states and counties, and for cities and towns with more than 5,000 people

Source: U.S. Census Bureau
### Newark (city), New Jersey

**People QuickFacts**

<table>
<thead>
<tr>
<th>People QuickFacts</th>
<th>Newark</th>
<th>New Jersey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 2012 estimate</td>
<td>277,727</td>
<td>8,864,590</td>
</tr>
<tr>
<td>Population, percent change: April 1, 2010 to July 1, 2012</td>
<td>0.2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Population, 2010</td>
<td>277,108</td>
<td>8,791,894</td>
</tr>
<tr>
<td>Persons under 5 years, percent, 2010</td>
<td>7.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Persons under 16 years, percent, 2010</td>
<td>25.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Persons 65 years and over, percent, 2010</td>
<td>8.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Female persons, percent, 2010</td>
<td>50.5%</td>
<td>51.3%</td>
</tr>
</tbody>
</table>

**Race and Hispanic Origin QuickFacts**

<table>
<thead>
<tr>
<th>Race and Hispanic Origin QuickFacts</th>
<th>Newark</th>
<th>New Jersey</th>
</tr>
</thead>
<tbody>
<tr>
<td>White persons, percent, 2010</td>
<td>26.3%</td>
<td>68.6%</td>
</tr>
<tr>
<td>Black persons, percent, 2010</td>
<td>52.4%</td>
<td>13.7%</td>
</tr>
<tr>
<td>American Indian and Alaska Native persons, percent, 2010</td>
<td>0.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Asian persons, percent, 2010</td>
<td>1.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander, percent, 2010</td>
<td>Z</td>
<td>0.0%</td>
</tr>
<tr>
<td>Persons reporting two or more races, percent, 2010</td>
<td>3.8%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino origin, percent, 2010</td>
<td>33.8%</td>
<td>17.7%</td>
</tr>
<tr>
<td>White persons not Hispanic, percent, 2010</td>
<td>11.6%</td>
<td>59.3%</td>
</tr>
</tbody>
</table>

**Business QuickFacts**

<table>
<thead>
<tr>
<th>Business QuickFacts</th>
<th>Newark</th>
<th>New Jersey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of firms, 2007</td>
<td>16,484</td>
<td>781,622</td>
</tr>
<tr>
<td>Black-owned firms, percent, 2007</td>
<td>35.3%</td>
<td>7.7%</td>
</tr>
<tr>
<td>American Indian- and Alaska Native-owned firms, percent, 2007</td>
<td>S</td>
<td>0.4%</td>
</tr>
<tr>
<td>Asian-owned firms, percent, 2007</td>
<td>4.6%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Hispanic-owned firms, percent, 2007</td>
<td>25.0%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Women-owned firms, percent, 2007</td>
<td>33.4%</td>
<td>27.3%</td>
</tr>
</tbody>
</table>
Quick Facts Beta

Table

<table>
<thead>
<tr>
<th>Topic</th>
<th>Ponce Municipio, Puerto Rico</th>
<th>San Juan Municipio, Puerto Rico</th>
<th>Puerto Rico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population estimates, July 1, 2013, (V2013)</td>
<td>157,116</td>
<td>374,682</td>
<td>3,615,095</td>
</tr>
<tr>
<td>Population estimates base, April 1, 2010, (V2013)</td>
<td>188,327</td>
<td>395,326</td>
<td>3,725,799</td>
</tr>
<tr>
<td>Population percent change - April 1, 2010 (estimates base) to July 1, 2013, (V2013)</td>
<td>-5.5%</td>
<td>-5.2%</td>
<td>-3.0%</td>
</tr>
<tr>
<td>Persons under 5 years, percent, July 1, 2013, (V2013)</td>
<td>5.9%</td>
<td>5.3%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Persons under 18 years, percent, July 1, 2013, (V2013)</td>
<td>23.0%</td>
<td>20.5%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Persons 65 years and over, percent, July 1, 2013, (V2013)</td>
<td>17.3%</td>
<td>18.8%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Female persons, percent, July 1, 2013, (V2013)</td>
<td>51.9%</td>
<td>54.1%</td>
<td>52.2%</td>
</tr>
<tr>
<td>White alone, percent, July 1, 2013, (V2013) (a)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Black or African American alone, percent, July 1, 2013, (V2013) (a)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone, percent, July 1, 2013</td>
<td>X</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

Census.gov/quickfacts
Quick Facts Beta - Dashboard

Table

<table>
<thead>
<tr>
<th>ALL TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN JUAN MUNICIPIO, PUERTO RICO</td>
</tr>
</tbody>
</table>

Population estimates base, April 1, 2010, (V2013)
- 395,326

Population, percent change - April 1, 2010 (estimates base) to July 1, 2013, (V2013)
- -5.2%

Persons under 5 years, percent, July 1, 2013, (V2013)
- 6.3%

Persons under 18 years, percent, July 1, 2013, (V2013)
- 20.5%

Persons 65 years and over, percent, July 1, 2013, (V2013)
- 18.8%

Map

Population estimates, July 1, 2013, (V2013)
## Quick Facts Beta - QuickLinks

### QuickLinks for San Juan Municipio, Puerto Rico

#### People QuickLinks

- [American Community Survey](#)
  - Estimates based on a sample of households over a 5-year period:
    - Social Characteristics
    - Economic Characteristics
    - Housing Characteristics
    - Demographic and Housing estimates

- [Demographic profile from the 2010 Census](#)
  - Demographic Profile

- [Census 2000 population, demographic, and housing information](#):
  - Complete counts from questions collected on both the short form and the long form:
    - General Demographic Characteristics
    - Population by Race and Hispanic or Latino origin: Puerto Rico counties Places in Puerto Rico

<table>
<thead>
<tr>
<th>Persons under 5 years, percent, July 1, 2013</th>
<th>July 1, 2018</th>
<th>2010</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census 2000 population, demographic, and housing information:</td>
<td>Complete counts from questions collected on both the short form and the long form:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Demographic Characteristics</td>
<td></td>
<td>5.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Population by Race and Hispanic or Latino origin: Puerto Rico counties Places in Puerto Rico</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons under 5 years, percent, July 1, 2013</td>
<td>July 1, 2018</td>
<td>2010</td>
<td>2000</td>
</tr>
<tr>
<td>Census 2000 population, demographic, and housing information:</td>
<td>Complete counts from questions collected on both the short form and the long form:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Demographic Characteristics</td>
<td></td>
<td>5.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Population by Race and Hispanic or Latino origin: Puerto Rico counties Places in Puerto Rico</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

[United States Census Bureau](https://www.census.gov)
Census Explorer: How To

Select a measure:
- Median household income
- Total population
- 65 and over
- Foreign born
- High school graduate or more
- Bachelor’s degree or more
- In labor force
- Owner occupied
- Median household income
Census Explorer: How To

Select a Topic

Select a Measure
Median household income

Total population
65 and over
Foreign born
High school graduate or more
Bachelor's degree or more
In labor force
Owner occupied
Median household income
Census Explorer: How To

Select a Geography
Search Options, Tools and Tips
Find Your Topic of Interest
Topics / subtopics

www.census.gov Select Data Drop down box; Select American Fact Finder

Subtopics are available for selection from here
Sign up for email updates
Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code: nj

New Jersey
We found more results for your geography search >>

Census 2010 Total Population
8,791,894 Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census
- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and H
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)
Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code: [Input field] GO

New Jersey

Median Household Income

71,637

Source: 2008-2012 American Community Survey 5-Year Estimates

Popular tables for this geography:

- 2012 American Community Survey
  - Selected Economic Characteristics (Employment, Commute, Occupation, Income, Poverty, ...)
  - Income in the Past 12 Months (Households, Families, ...)
  - Earnings in the Past 12 Months (Sex, Educational Attainment, ...)
  - Employment Status (Age, Race, Sex, Poverty, Disability, Education, ...)
  - Occupation by Sex and Median Earnings in the Past 12 Months

- Census 2000
  - Selected Economic Characteristics (Employment, Commute, Occupation, Income, Health Insurance, ...)
  - Want more? Use Guided Search or Advanced Search, or visit Census.gov's Quick Facts.
Guided Search - Step-by-step access to Census Information

Choose from one of the following and click Next.

- I'm looking for information about people.
  (age, sex, income, poverty, education, ...)

- I'm looking for information about housing.
  (housing units, household type, value of home, ...)

- I'm looking for information about businesses or industries.
  (annual payroll, sales and receipts, number of employees, ...)

- I'm looking for information from a specific dataset.

- I want to search for a table number or a table title.
  (P1, EC0700A1, b04*, Social Characteristics, ...)

Note that the guided search searches for tables using a subset of search methods and most requested geographies. For more search options and to select from all available geographies, use the Advanced Search.
Search - Use the options on the left (topics, geographies, ...) to narrow your search results

To search for tables and other files in American FactFinder:

1. Enter search terms and an optional geography and click GO

```
<table>
<thead>
<tr>
<th>topic or table name</th>
<th>state, county or place (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

-- or --

Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.

- these are added to 'Your Selections'
- the Search Results are updated

2. Next, select Geographies (states, counties, cities, towns, etc.)

- these are added to 'Your Selections'
- the Search Results are updated

3. Select one or more Search Results and click View
Create A Map

1. Click on "Create a Map".

2. Click on a data value in the table to map.

3. Enter the median household income in the past 12 months.

Source: U.S. Census Bureau 2006-2010 American Community Survey
Select **Values to Map**

MEDIAN HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2010 INFLATION-ADJUSTED DOLLARS)

Universe: Households

2006-2010 American Community Survey 5-Year Estimates

### Table View

**Actions:**
- Modify Table
- Bookmark
- Print
- Download
- Create a Map

**Click on a data value in the table to map.**

**Select a Data Value to Map**

The selected data values to map are:

- **Estimate:** Median household income in the past 12 months (in 2010 inflation-adjusted dollars)
- **by:** County

---

**United States**

United States Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Thematic Map

Thematic Map of Estimate: Median household income in the past 12 months (in 2010 inflation-adjusted dollars)
Geography: by County

Legend
Data Classes
Persons
50651 - 55275
59441 - 60976
66791 - 72864
78259 - 83089
96747 - 100980

New Jersey

Source: U.S. Census Bureau, 2006-2010 American Community Survey
Modify Map Colors, Classes & Transparency

Thematic Map of Estimate: Median household income in the past 12 months (in 2010 inflation-adjusted dollars)
Geography: by County

Modify the map using the options below:

- **Transparency**: 10%
- **Number of classes**: 2
- **Color range (select the first and last colors)**:
  - First color: #FF0000
  - Last color: #FF6500
- **Classing method**: User Defined

Classing method: Define classes.
Values range from 50651 to 100980 Persons.

Source: U.S. Census Bureau, 2006-2010 American Community Survey

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

Thematic Map of Estimate: Median household income in the past 12 months (in 2010 inflation-adjusted dollars)
Geography: by County

Modify the map using the options below:
Colors and Data Classes
Boundaries and Features
Find a Location
Map Markers
Add markers and text to the map by selecting the marker or text tool.

Click the map to add text.

Text: Bergen

Source: U.S. Census Bureau. 2006-2010 American Community Survey
Map Download Options

Download

Select a download format and click OK.

Comma delimited (.csv) format (data rows only)
- Data and annotations in a single file
- Data and annotations in separate files

Presentation-ready formats
- PDF
- JPEG image (.jpg)
- Microsoft Excel (.xls)
- Rich Text Format (.rtf)

Orientation
- Portrait
- Landscape

Paper size
- 8 1/2” x 11”
- 8 1/2” x 14”

Spatial Data formats
- Shapefiles (.zip)
  (includes the data used to create the map in .csv format)

[PDF] or .psd indicate a document in Adobe’s Portable Document Format. To view the file you will need the Adobe® Acrobat® Reader® available free from Adobe.

OK CANCEL
### FactFinder

**Regional Population Change :**

**Source:** American Community Survey 2010-2014 5-Year Estimates

#### Data Notes:

- Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate is shown by the range around it. This range is the amount of time the estimate can be expected to be within 90% of the time. For more information, please see the [American Community Survey](https://www.census.gov/acs/www/)

#### Data Limitations:

- Data are not available for all areas and are subject to varying levels of accuracy. The precision of the estimates varies depending on the size of the population, the sample size, and other factors. For more information, please see the [American Community Survey](https://www.census.gov/acs/www/)

#### Data Sources:

- U.S. Census Bureau
- American Community Survey

---

#### Data Table:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Region A</td>
<td>100,000</td>
<td>110,000</td>
<td>+10,000</td>
</tr>
<tr>
<td>Region B</td>
<td>150,000</td>
<td>140,000</td>
<td>-10,000</td>
</tr>
<tr>
<td>Region C</td>
<td>200,000</td>
<td>220,000</td>
<td>+20,000</td>
</tr>
</tbody>
</table>

---

#### Map:

A map showing population changes from 2010 to 2014 for various regions in the United States.
Rich Text Format

Download will open in Word

% Personas Bajo Niveles de Pobreza en los Últimos 12 Meses

Leyenda

27.9 - 37.1
38.4 - 46.0
47.0 - 52.1
52.4 - 56.8
58.1 - 64.7

Source: U.S. Census Bureau, 2006-2010 American Community Survey
Address Search

Left Navigation Bar

Your Selections

'Your Selections' is empty

Search using the options below:

Topics

- Select Geographies
  - List
  - Name
  - Address

- Race and Ethnic Groups
  - (race, ancestry, tribe)

- Industry Codes
  - (NAICS industry, ...)

Main Page Icon

Address Search

Find Census data by entering a street address.

Create Neighborhood Data!

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

Your Selections

Search using...
Block Group within Census Tract
Block Group 1, Census Tract 69, New York County, New York

clear all selections and start a new search

Select Geographies

List | Name | Address | Map

Enter a street address, city and state, or a street address and ZIP code. Click "Go".
Note: address search will use the most available address data beginning with 2010 and working backwards, but street address accuracy may vary by data year.

city: New York
state: New York
zip: 10014

GO

Geography Results:

<table>
<thead>
<tr>
<th>Geography Name</th>
<th>Geography Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUMA 03910, New York</td>
<td>Public Use Microdata Area (PUMA)</td>
</tr>
<tr>
<td>New York</td>
<td>State</td>
</tr>
<tr>
<td>New York County, New York</td>
<td>County</td>
</tr>
<tr>
<td>Manhattan borough, New York County, New York</td>
<td>County Subdivision</td>
</tr>
<tr>
<td>Block 1015, 1013, 1013, 1013, 1013, 1013, 1013, 1013</td>
<td>Block</td>
</tr>
<tr>
<td>Census Tract 69, New York County, New York</td>
<td>Census Tract</td>
</tr>
<tr>
<td>Block Group 1, Census Tract 69, New York County, New York</td>
<td>Block Group within Census Tract</td>
</tr>
<tr>
<td>New York city, New York</td>
<td>Place within State</td>
</tr>
<tr>
<td>New York-White Plains-Wayne, NY-NJ Metro</td>
<td>Metro Division within Metro Statistical Area</td>
</tr>
</tbody>
</table>
Address Search Map

Select Geographies:
- Select State
- From the map using one of the following selection tools:
  - Mouse

Modify the map using the options below:
- Boundaries and Features
- Find a Location
- Map Markers
Thank you!

Brunie Sánchez
Data Dissemination Specialist
brunilda.sanchez@census.gov

New York Regional Office
New.york.regional.office@census.gov
212-584-3440

Please complete evaluation online at:

http://questionweb.com/59212/

Lead Census Facilitator: Brunie Sanchez
Regional Location: Select New York