

# UNDERSTANDING THE 2010 CENSUS AND THE AMERICAN COMMUNITY SURVEY & WHAT IT MEANS FOR IOWA DATA USERS JULY 2011

State Data Center

State Library of Iowa

[www.iowadatacenter.org](http://www.iowadatacenter.org)



# 2010 Census and the American Community Survey

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- 2010 Census : Short form collected from *all* households and group quarters
- American Community Survey (ACS): Combined short and long forms collected from a *sample* of households and group quarters



# Counts and Estimates

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- Population counts are produced from the decennial census
- ACS data are estimates, not counts of the population or housing



# 2010 Census

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- ❑ Total population count
- ❑ Sex
- ❑ Age
- ❑ Race
- ❑ Hispanic Origin
- ❑ Household relationship
- ❑ Owned/rented



# American Community Survey

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## Demographic Characteristics



- Sex
- Age
- Race
- Hispanic Origin

# American Community Survey

## 6 Social Characteristics



- Education
- Marital Status
- Fertility
- Grandparent  
Caregivers
- Veterans
- Disability Status

# American Community Survey

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## Economic Characteristics

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work



# American Community Survey

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## Housing Characteristics



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







# American Community Survey

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## Methodology

- About 3 million addresses each year
- Mail out and mail back
- Continuously collected



# American Community Survey

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## Similarities with Census 2010

- Same demographic characteristics reported
- Same broad set of political and statistical geographic areas including census tracts and block groups



# American Community Survey

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## Key Differences from Census 2010

- 2010 census data do not include social, economic, or housing characteristics
- Beginning in 2010, data for all geographic areas will be produced every year versus once every 10 years
- Census 2010 data describe the population and housing as of April 1, 2010 while ACS data describe a period of time



# American Community Survey

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- Goal of ACS is to produce data comparable to the 2000 census long form data
- Estimates will cover the same geographic areas as 2000 census but with smaller sample sizes
- Smaller sample sizes results in reductions in the reliability of estimates



# Time Periods for Estimates

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- **Point in time estimate:** Characteristics of an area on a specific date, such as April 1 (decennial census)
- **Period estimate:** Average characteristics of an area over a specific time period, such as one calendar year (ACS)
- **Multi-year estimate:** A period estimate that encompasses more than one calendar year, such as 3 or 5 calendar years (ACS)



# Population Thresholds for ACS Estimates

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	<b>1-year estimates</b>	<b>3-year estimates</b>	<b>5-year estimates</b>
65,000 + people	X	X	X
20,000+ people		X	X
Less than 20,000 people			X

# Iowa Geographic Area Types

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Type of Geographic Area	Total Number of Areas	Number of Areas with a Population of 65,000 or more	Number of Areas with a Population of 20,000 or more
Congressional districts*	5	5	5
Metropolitan statistical areas	9	9	9
Micropolitan statistical areas	15	0	12
Urban areas	98	8	16



# Iowa Geographic Area Types

Type of Geographic Area	Total Number of Areas	Number of Areas with a Population of 65,000 or more	Number of Areas with a Population of 20,000 or more
Counties	99	9	35
Townships	1,660	0	0
Places	947	5	22
School districts	364	7	29



# Accessing data from the 2010 Census and the American Community Survey

# State Data Center website

www.iowadatacenter.org

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## State Data Center

The State Data Center of Iowa is your source for population, housing, business and government statistics about Iowa, including data from the U.S. Census Bureau, Iowa state agencies, and other state and federal sources. We're here to help--if you don't find what you need, contact us!

(State Data Center staff,  
Gary Krob and Betty Johnston)



## News and Announcements

- 2010 population, race, and Hispanic or Latino block data by county
- Information on the American Community Survey
- Subscribe to the SDC mailing list to receive announcements about new data releases and training

## Featured Data

- Women in Iowa: 2011
- Accessing the new State Data Center website
- Population and Race data from the 2010 Census

### Related Sites

- American Fact Finder
- US Census Bureau
- Population Estimates Program
- Census Tract Look-up

« March 2011 »

Su	Mo	Tu	We	Th	Fr	Sa
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# State Data Center data

<http://data.iowadatacenter.org>

State Data Center of Iowa

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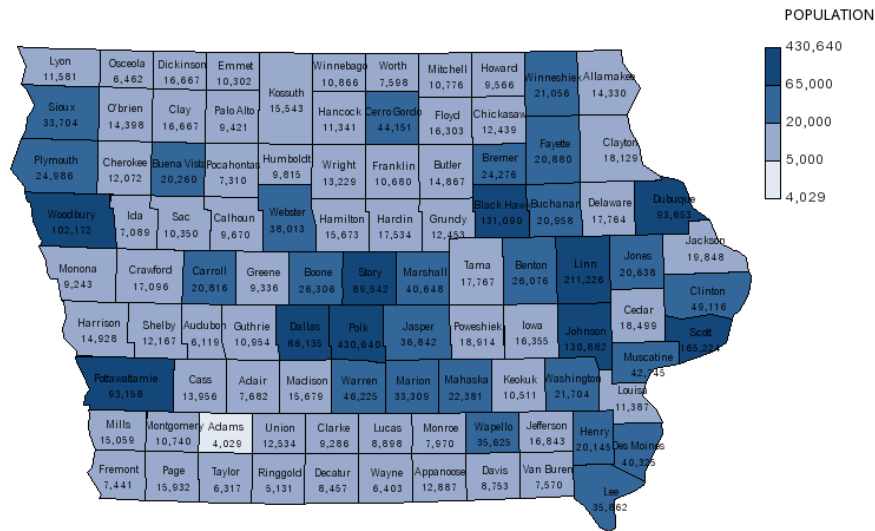
- Iowa Data Center
- Name
  - NEW DATA
  - Population Profiles
  - Population and Households
  - Government
  - Business and Industry
  - Iowa Department of Human Services
  - Total Population
  - Total Population (2010 only)
  - Total Population and Percent Change
  - Total Population for Cities in Iowa by County
  - Total Population for Census Tracts by County
  - Total Population for Townships in Iowa by County
  - Race and Hispanic or Latino Origin
  - Occupancy Status

Search:

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[Access previous version of the State Data Center Web site](#)

## Iowa County Population: 2010



Source agency name  
Source agency program

U.S. Census Bureau  
Decennial Census

# 2010 Census portal

<http://2010.census.gov/2010census/data/>

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## Data

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[Other Census Data](#)

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Explore the  
2010 Census  
Form

## 2010 Census Data

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### Redistricting Data

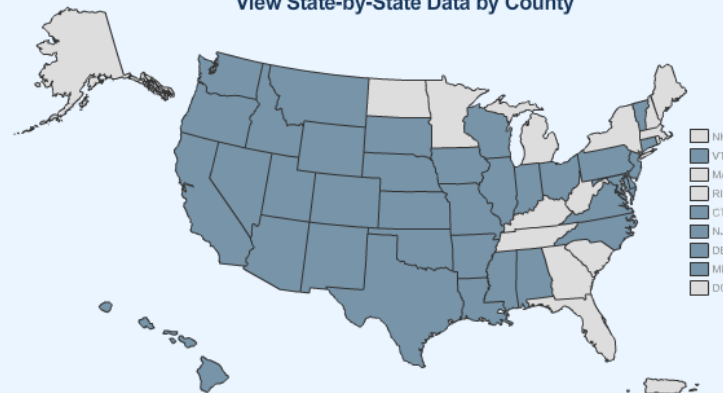
Click on a blue state in the map tool below to view county level Census data. Data for states shaded gray have not yet been released. The Census Bureau will deliver state data on a rolling basis through March. [See what states are coming next.](#)

2010 CENSUS RESULTS

VIEW FULL SCREEN

### 2010 Census Bureau Redistricting Data

View State-by-State Data by County



United States  
Census

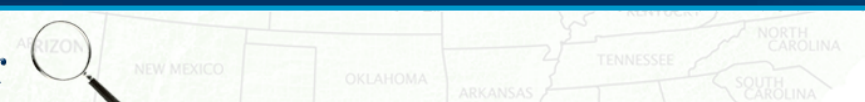
**Additional Data:** To access data from multiple geographies within the state, such as census blocks, tracts, voting districts, cities, counties and school districts, visit American Factfinder: <http://factfinder2.census.gov>.

# The American Factfinder

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U.S. Census Bureau


AMERICAN FactFinder



**The NEW American FactFinder is now available!**

The transition from the legacy American FactFinder to the NEW American FactFinder will continue through the fall of 2011. Data on the legacy FactFinder will be moved to the NEW FactFinder in the coming months. [Frequently Asked Questions »](#)

The legacy American FactFinder will be discontinued in the fall of 2011.



for data from  
**Census 2010** (beginning in February 2011)  
and **Census 2000**  
go to  
**factfinder2.census.gov**

[Learn more](#) about the New American FactFinder

For information about the release of data from the 2010 Census, see the [2010 Census Data Products release schedule](#)



for data from the  
**American Community Survey,**  
the **Economic Census,**  
and **Population Estimates**  
go to  
**factfinder.census.gov**

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# State Data Center Services

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- Facts online
- Answers to data requests
- Custom data tabulations
- Data mapping
- Statistical profiles of Iowa communities and Iowa population groups
- Consultations on appropriate uses of data
- Referrals to quality data sources

# For More Information:

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## State Data Center

**Gary Krob, Coordinator**  
**(515) 281-6618**

**(800) 248-4483**

**[census@lib.state.ia.us](mailto:census@lib.state.ia.us)**

**[www.iowadatacenter.org](http://www.iowadatacenter.org)**