

# Socio-Economic & Demographic Data Tools for Proactive Planning

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## STATE OF NEW YORK CITIES: Creative Responses to Fiscal Stress

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# Socio-Economic & Demographic Data

- Why is data useful for planning?
- Where can you find reliable data for your community?
- Cautions surrounding use of sample data
- Data tools and resources

# Why is data useful (necessary) for planning?

- What are past trends?
- What are future projections?
- Does your community fit the regional pattern, or is it unique?
- What are the possible implications of these trends for your community?
- Having good data can help you plan for these changes, anticipate the changing needs of residents, and be proactive in meeting challenges and taking advantage of opportunities, i.e., **better outcomes!**

# Where can you find reliable data for your community?

U.S. Census Bureau

<http://census.gov>

PAD – Cornell Program on Applied Demographics

<http://pad.human.cornell.edu>

Headwaters Economics

<http://headwaterseconomics.org/tools/eps-hdt>

# Census Data

## **Long Form Census**

- Every Ten Years
- Most Recent 2000
- Sample: 1-in-6 Households

## **American Community Survey (ACS)**

- Annual Updates
- Most Recent 2011/2012
- Sample: 1-in-40 Households (each year)

# Census Geography:

Through its many surveys, the Census Bureau reports data for a wide variety of **geographic types**, ranging from the entire *United States* down to a *Census Block*. The geographic types that a survey reports on will depend upon the survey's purpose, and how the data were collected.



# American Community Survey (ACS)

☐ Data is currently available for all geographic areas down to the block group level.

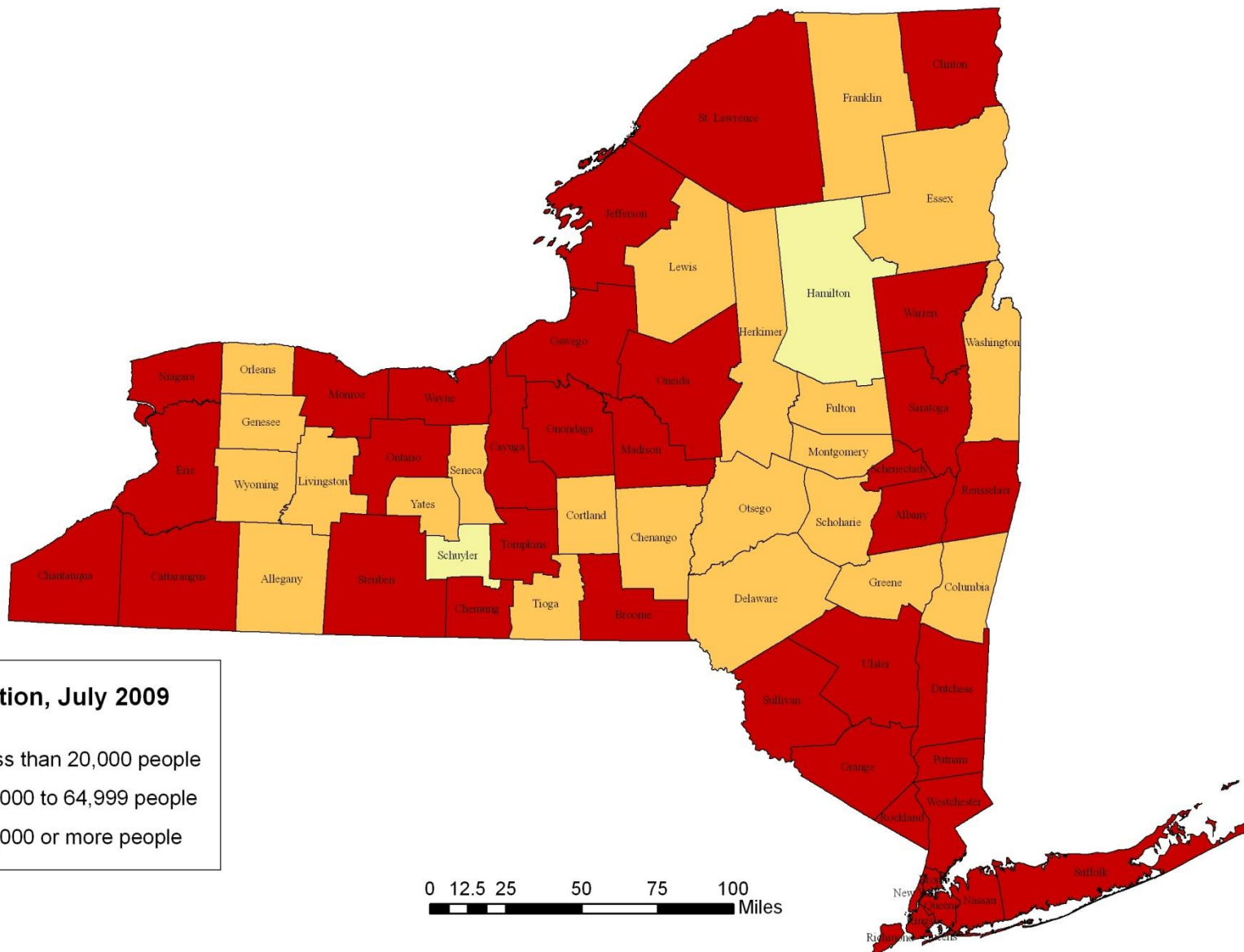
Areas with a population 65,000+: 1-Year Estimates

Areas with a population 20,000+: 3-Year Estimates

Areas below 20,000 (incl. census tracts & block groups): 5-Yr. estimates



# Counties in New York, by Population Size



**Population, July 2009**

- Less than 20,000 people
- 20,000 to 64,999 people
- 65,000 or more people





# ACS – Housing Characteristics

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

# ACS – Social Characteristics

- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

# ACS – Economic Characteristics

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

# ACS – Demographic Characteristics

- Sex
- Age
- Race
- Hispanic Origin

# Key Differences Between the ACS and Census 2000

## ACS

- Annual Updates
- Period Estimates
- Smaller Sample
- Controls are Estimates
- Margins of Error  
Published

## Census 2000

- Once a Decade
- Point Estimates
- Larger Sample
- Controls are Counts
- Margins of Error Not  
Published

# Cautions surrounding use of sample data

Remember: the ACS is based on a *sample*

- As sample size decreases relative to total population, the variation in the estimate – the margin of error - increases.
- The margin of error is a way to express how “good” an estimate is. It describes the uncertainty, because of sampling, that surrounds an estimate – it is what we predict the likely range is.
- Margins of error are reminders of the limitations of the estimates.
- The multi-year estimates may have smaller margin of errors than the single year estimates.

# U.S. Census Bureau

<http://www.census.gov>

“Quickfacts” on left-hand side of page is a good start

# Cornell PAD

## Program on Applied Demographics



The Program on Applied Demographics brings skills in demographics, economics, statistics, data gathering and data analysis. PAD works closely with the New York State Department of Economic Development, the U.S. Census Bureau and other organizations to assist them in their activities.

<http://pad.human.cornell.edu>

Maps, Data, Projections, ACS Calculator, Workshops, Publications, etc

NYS County profiles:

<http://pad.human.cornell.edu/profiles/index.cfm>

Sub-County profiles (Cities, Towns, & Villages):

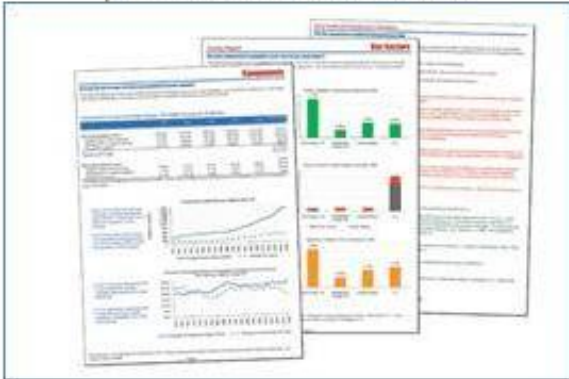
<http://pad.human.cornell.edu/profiles/subcounty/SchuylerMCD.pdf>



# Headwaters Socio-Economic Profile Toolkit – It's FREE!!!

## Socioeconomic Profile Toolkit Headwaters Economics | READ STORY

The Economic Profile System-Human Dimensions Toolkit allows users to produce detailed socioeconomic profiles of their communities.



Welcome to the Economic Profile System-Human Dimensions Toolkit which allows users to produce free, detailed socioeconomic profiles at a variety of geographic scales.

**Download** to install EPS-HDT after completing an easy, first time only, registration.

See **How to Use EPS-HDT** or **Technical Information**.

For **Custom Analysis**, contact Headwaters Economics with any questions about custom analysis.

EPS-HDT was designed and funded in partnership with the Bureau of Land Management and the U.S. Forest Service.  
(Terms of Use)

For more information, contact:  
Ray Rasker, Ph.D. at 406.570.7044 or [\[email\]](#)

### Quick Specs:

Price: Free  
File Size: 4MB  
File Type: MS Excel 2003/2007 Add-In  
Operating Systems: Windows XP/Vista/7

<http://headwaterseconomics.org/tools/eps-hdt>

Create regions, compare geographies, run 14 different reports, includes study guides, data for sub-county units as well.

# Links to some other useful data sources:

- Home Mortgage Disclosure Act Data: <http://www.ffiec.gov/hmda/default.htm>
- Postal Service Vacancy Data: <http://www.huduser.org/portal/usps/home.html>
- American Housing Survey: <http://www.census.gov/housing/ahs/>
- Survey of Building Permits: <http://censtats.census.gov/bldg/bldgprmt.shtml>
- Housing Assistance Council, Rural Data Portal: <http://www.ruraldataportal.org/>
- Thematic Maps of NYS: [http://205.232.252.81/thematic\\_maps.asp](http://205.232.252.81/thematic_maps.asp)
- State and County Quickfacts: <http://quickfacts.census.gov/qfd/>
- American FactFinder (population, income, education, and social characteristics): <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
- County Business Patterns: <http://censtats.census.gov/cbpnaic/cbpnaic.shtml>
- Net Migration Rates for U.S. Counties: <http://www.netmigration.wisc.edu/>
- New York State Department of Labor Statistics: <http://www.labor.ny.gov/stats/index.shtm>
- USDA – Economic Research Center: <http://www.ers.usda.gov/data-products/state-fact-sheets.aspx>
- Center for Urban Research - <http://www.urbanresearch.org/resources/census-2010-NYS-links-roundup>
- New York State County Health Indicator Profiles: <http://www.health.state.ny.us/statistics/chip/index.htm>
- NYS Department of Health- Health Statistics: <http://www.health.ny.gov/statistics/>
- Comparison data on purchasing power, business activity, and workforce density for all residential ZIP codes and the 100 largest metro areas in the U.S. <http://www4.uwm.edu/eti/etizip.cfm>
- Aging – NY State Office of the Aging: <http://www.aging.ny.gov/>