



## Census Pro Documentation

### Introduction:

Census Pro is our name for *both* our Census Demographics data, and our Data Extractor, which allows our clients to select just the data they need, in the format they need it. For instance, the Census provides 23 different age breakdowns (0-4, 5-9, etc.). We allow our clients to select just the age groupings they want.

Subscribers can also download all of our data from our web site, in one file. The .zip file is called, 'tu-census.zip.' It contains both a CSV file and an Excel spreadsheet, optimized for easy viewing.

### Excel File:

We include this spreadsheet, which has tooltips for each column (just click on the column or column label to view). We color-code each section of data, which is logically arranged:

1	2	3	4	5	6	7	8	9	10	11
ZCTA	Primary_City	State	Primary_County	ZIP_Type	Latitude	Longitude	Land_Area	Water_Area	Pop_2010	Pop_2000
01000	Worcester	MA	Hampden		42.069809	-72.619921	11	1.3	16,769	16,576
01001	Worcester	MA	Hampshire		42.376584	-72.500397	55	1.7	29,049	36,794
01002	Worcester	MA	Hampshire		42.389941	-72.524108	1	0	10,372	0
01003	Worcester	MA	Worcester		42.410455	-72.107496	44	0.5	5,079	5,077
01004	Worcester	MA	Hampshire		42.277181	-72.409675	53	2.3	14,649	13,017
01008	Blandford	MA	Hampden		42.17586	-72.945938	54	1.8	1,263	1,235

### 5-Digit ZIP Code vs. ZCTA:

The Census Bureau created what's called ZCTAs. Normally, especially in urban and suburban areas, ZCTAs are *very close approximations* of ZIP Codes and are a grouping of Census Blocks (the smallest Census areas, averaging about 40 people per Block) which would be found in a ZIP Code. Because of overlaps and other factors, they may not always cover exactly the same area as a ZIP Code, but are the closest approximation of a ZIP Code which exists.

Our Census Pro product contains only ZCTAs, but we normally will refer to them as ZIP Codes for simplicity and because we will combine Census data with our ZIP Code information. Note: if a ZIP Code was not in existence at the time of the last Census, then we won't have information on that area.

Also note: There are about 33,000 ZCTAs and over 41,000 ZIP Codes. The 'extra' ZIP Codes are mainly PO Boxes and business ZIP Codes where there are no residences. This product

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only contains ZCTAs. We have a **Parent ZIP Codes** product that will map PO Boxes and other ZIPs which don't have a ZCTA (they are called 'Point ZIPs') to the 'parent' ZIP Code (the ZIP that the PO Box is located within).

**Q. Can I Get This Data from the Census Bureau?:**

**A.** The Census data that is available at the Census Bureau's site consists of tens of thousands of fields of information and often requires downloading multiple files and 'pasting them together.' We have spent many hours downloading what we believe are the most important Census and related data elements from various locations and combined them with our existing ZIP Code data. We maintain the data throughout the year, so you don't have to.

**Data Extraction Tool:**

We have created a simple, yet very powerful Data Extractor tool that allows you to pick and choose just the fields that you want and export them into the format that is best for you. Following are some instructions for using our Census Data Extraction tool:

If you've purchased this data, make sure that you are logged in to the site, so that you have unlimited extracts. If you're just trying the demo data, you are limited in how much data that you can extract.

**Tool Overview:**

On a desktop or tablet, the page will initially open up to show you two side-by-side sections:

Choose Fields	Preferences
<input type="checkbox"/> Select All	<b>Download File Type</b>
<input type="checkbox"/> ID	<input checked="" type="radio"/> CSV (*.csv) <input type="radio"/> Excel (*.xlsx)
<input type="checkbox"/> ZCTA ?	<b>Geographic Filter</b>
<input type="checkbox"/> State ?	<input checked="" type="radio"/> Postal Code <input type="radio"/> Place Name
<input type="checkbox"/> Primary County ?	<input type="text" value="Exam. 90210"/>
<input type="checkbox"/> Primary City ?	<input type="button" value="Export Data"/>
<input type="checkbox"/> ZIP Type ?	
Geography	
Population	

From the left column, you can select just the fields that you need. Normally, you will want to check all fields ID section. You can click on any of the remaining sections to expand them

and then check off the demographics that you need. For instance, here we've selected two demographics from the Families section:

Families	
<input checked="" type="checkbox"/>	Family Total <span>?</span>
<input checked="" type="checkbox"/>	Family Size <span>?</span>
<input type="checkbox"/>	Family Est <span>?</span>
<input type="checkbox"/>	Family Est MOE <span>?</span>
<input type="checkbox"/>	Family Average Family Income Estimate <span>?</span>

Note above that when we moved the mouse over the question mark next to any field, it will brought up a tool tip giving more information about that field.

On the right side, you can choose the file format that you want exported. You can also limit the export to a particular ZIP Code or State:

## Preferences

### Download File Type

CSV (\*.csv)  Excel (\*.xlsx)

### Geographic Filter

Postal Code  Place Name

California ▼

**Export Data**

When you click on the 'Export Data' button, it will prompt you where to download the file, plus the file name.

### Census Data Elements Available:

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Our data contains information from the last Census taken (every 10 years), referred to as ‘**Counts**’ since they send out the Census form to each household. These are similar to the older Census ‘Short Form.’

We also have ‘**Estimates**’ which are from the Census Bureau’s ‘**American Community Survey**.’ These are from annual surveys. They send these out to a sample of the population (not every household). These surveys are similar to the older Census ‘Long Form.’ These have much more detailed info than the Short Form, such as income, age breakdowns, male/female/age breakdowns, households, families, housing, educational attainment, etc.

After they receive the surveys, the Census Bureau releases both a 1-year survey and a 5-year combined survey. Their sample rate is small, so we’ve found that the 5-year info seems to be more precise than the 1-year.

**2020 Census Counts:**

As of May, 2023, the Census Bureau has released all 2020 Census. They were very late in releasing this data due to COVID and other factors. We now have the counts in our product.

Note: some detailed race that we had in 2010 are not in the 2020 Census data, so we’re still including these 2010 breakdowns. These specific race categories are: Chinese, Filipino, Japanese, Korean, Vietnamese, Other Asian, Mexican, Puerto Rican, Cuban, Other Hispanic. Also, we were no longer able to find the Total Number of Family Households figure.

**Census Estimates:**

All estimates in our product are from the latest estimates, which usually are published by us in the April and July quarterly releases of our data (different estimates are released by the Census Bureau at different times).

**Important Note:** The demographics which are updated annually (**estimates**) are listed below in this document in a **bold** font. Also, in **Excel**, when you click on the column heading in the first row in the Spreadsheets, it will tell you the year for Counts or will says ‘Estimate’ if it’s from the latest estimates. Here’s some examples of tooltips:

35	36	
In_College	<b>Attained_No_High_School</b>	<b>Attair</b>
2,649		
2,123		
2,437		
2,401		

Estimate of those who Attained < 9th Grade

195	196
<b>White</b>	<b>White_Non_Hispanic</b>
14,	2020 total White 14,370
18,	alone (includes 17,439
8,	Hispanic and 8,009
4,	Latinos). 4,455

The following data elements are available per ZIP Code:

- Basic Information:
  - ZCTA, along with its primary City, State and County (note: a ZIP Code can cross multiple cities, states and counties, so we just include the primary).
  - ZIP Code Type (blank-General Delivery, e-Exclusively used for PO Boxes, b-Business / Government private use, m-Military use)
  - Latitude / Longitude, Land Area (2020), Water Area (2020)
- Population Information:
  - 2020 Population from the 2020 Counts.
  - 2010 Population from the 2010 Counts.
  - 2000 Population from the 2000 Counts.
  - Population Density (persons per square mile of land) (2020).
  - Urban and Rural population per ZCTA.
  - **Population Estimate ACS & MOE (Margin of Error)** – this is the American Community Survey estimate at the ZCTA level. Note: we recommend that you *don't* rely on this too heavily. Over time, the ACS data should become more accurate, but we recommend using our Population Estimate Factor which has proven to be more reliable overall.
  - **Population Estimate Factor** (since the last Census). *This is something that we create on our own (it's not available from the Census or competitors).* This is our estimate of how the population has changed since the last decennial census. Currently, that's the 2010 Census (will change to 2020 Census data in early 2022). To get a current estimate, multiply that figure (2010 Population) by the Population Estimate Factor to get the latest estimate. For instance, if the factor is 1.1 and the population was 1,000, it's now estimated to be 1,100. We update this estimate annually.
  - **Population Estimate Level.** This is the Level of detail that we were able to achieve in determining our Population Estimate Factor. It will be either 'City' or 'County.' The Census releases some accurate city estimates for larger cities, so we use that when available, but for smaller towns, we use the county estimates.

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- **Projections:** these are unique to GreatData and are figures that we derived estimating what the population will be in 5 and 10 years from the date the latest version of our file. We also give you a factor that you can use in adjusting our population figures in order to get an estimate of what that figure will be in 5 or 10 years. Note: the projection factors are based on the changes in population since the 2010 Census Counts.
- Total Males
- Total Females
- **Group Quarters:**
  - These are people living in institutional group quarters (residential treatment centers, group homes, juvenile and correctional institutions, nursing homes), plus non-institutional group quarters (college / university student housing, military barracks, etc.)
- **Military Status Estimates:**
  - Active Military: currently in the military, reserves or National Guard.
  - Veterans: no longer in the military and not in the reserves.
  - Civilians 18 and Over.
- **In School Estimates:**
  - Estimates of those currently in preschool, kindergarten, elementary school (up to 8<sup>th</sup> grade), high school or college / graduate school.
- **Educational Attainment Estimates:**
  - We break down those who are over 18 and have attained No High School, Some High School, High School Graduate /GED, Some College, Associates Degree, Bachelor's Degree or Graduate / Professional Degree.
- Household Counts from the Last Census (families are included in these figures):
  - Total Households and Average Household Size.
- **Household Estimates:**
  - Note: the Average Household Size is updated not only every 10 years, but also annually in the latest estimates.
  - Latest Household Estimate and Margin of Error.
  - Average and Median Household Income and Margins of Error
  - Estimated Number and amount of Households with Income from:
    - Earnings
    - Retirement
    - Social Security
    - Social Security Supplemental Income
    - Cash Assistance
  - Estimated Number of Households receiving Food Stamps

- **Household Income:** these are breakdowns of households with income in various ranges from less than \$10,000 to over \$200,000.
- **Worker Earnings Estimates:**
  - These breakdown wages from earnings (average worker, average male, average female).
- Family Counts
  - Total Families and Average Family Size as of the last Census.
- **Family Estimates:**
  - Latest Estimate of Total Families and the Margin of Error
  - Average / Median Family Income and the Margins of Error
- **Individual Income Information Estimates:**
  - Per Capita Income and the Margin of Error
- **Poverty Statistics Estimates:**
  - This includes the poverty universe, which is slightly less than the total population (.65%). Not sure who is excluded from this number.
  - Estimate of the number of people determined to be in poverty, plus the Margin of Error.
  - Breakdowns by age groups of those in poverty (under 18, 18-64, 65 and up) and the Margin of Error.
- Age Counts from the last Census:
  - Median age – All
    - Median age – Males
    - Median age – Females
  - Age Breakdowns (including the total, plus broken down by Male & Female):
    - Total, 0-4, 5-9, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44,
    - 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80-84, 85+
  - Age Groupings: Under 18, 18 & Over, 18 & Over Males/Females, 21 & Over, 62 & Over, 65 & Over, 65 & Over Males/Females and 85 & Over.
- **Current Population and Age Estimates:**
  - Total Population Estimate.
  - Estimated Median Age, including for Males and Females.
  - Estimate Age Breakdowns by Gender, including Total Males and Females, including Specialty Ranges: 18 and Over, 60 and Over and 65 and Over.
  - Average, Old and Child dependency ratios. These are an important estimate of what the ratio of dependent people (children and elderly) to ‘producers’ (those in the workforce – age 18-64) is. For instance, the average dependency for the U.S. was 49 in 2010 (49 dependent people for every 100

in the workforce [18-64]), and it was 53.7 in 2019, because of the aging population.

- Note: we also break this down with the Old Dependency ratio (those age 65 and up, compared to the number of workers [18-64], and the Child Dependency ratio (those under 18, compared to the number of workers).
- Racial Information, broken down various ways:
  - White (2020)
  - White, Non-Hispanic (2020)
  - Black (2020)
  - American Indian or Alaskan Native (2020)
  - Asian (2020)
  - Hawaiian / Pacific Islander (2020)
  - **Asian Indian**
  - **Chinese**
  - **Filipino**
  - **Japanese**
  - **Korean**
  - **Vietnamese**
  - **Other Asian**
  - **Mexican**
  - **Puerto Rican**
  - **Cuban**
  - **Other Hispanic**
  - Total Hispanic (2020)
  - **Non-Hispanic**
  - Total other race than above (2020)
  - Total with two or more races (2020)
- Racial Information concerning Hispanic or Latino:
  - Total Hispanic or Latino
  - Total non-Hispanic / Latino
- Racial Information – basic info:
  - Total White Alone
  - Total Black Alone
  - Total American Indian or Alaskan Native alone
  - Total Asian Alone
  - Total Hawaiian / Pacific Islander Alone



- Total other than above
- Total with two or more races
- **Miscellaneous info:**
  - Estimate Percentage of people foreign born.
  - Total Business establishments
- **Housing Units Estimates:**
  - Total Housing Units
  - Total Occupied Housing Units
  - Total Owner-Occupied Housing Units
  - Total Renter-Occupied Housing Units
  - Vacant (Total, For Sale, For Rent & Seasonal) Housing Units
  - Number of Mobile Homes
  - Number of Single-Family Units
  - Number of Duplexes
  - Number of multi-unit buildings, broken down by size (3-4, 5-9, 10-19, 20+)
  - Heating Fuel / Source (Utility Gas, LP or Bottled Gas, Electric, Oil, Coal, Wood, Solar, Other)
  - Housing Age: includes housing build since 2010, 2000-2009, each decade from 1940-1999, and housing built prior to 1940. We include Margin of errors for each of these breakdowns.
  - The Average and Median Gross Rents paid, along with the Margin of Error. This includes average utilities.
  - Average and Median Home Values based on the latest Census Bureau's American Community Survey, including the Margin of Error. **Note:** this is based on the homeowner's response to the survey and shouldn't be relied upon as an accurate assessment of the current value.
  - Estimate of the number of Homes valued in various price ranges.
  - Mortgage information (units with and without a mortgage, plus monthly costs (includes mortgage cost, taxes, insurance, electricity, heating fuel, and condominium fees). Also, includes if the monthly costs are over 30% of Household Income. Note: the total number of housing units with and without a mortgage equals the Owner-Occupied Housing Units.