SOC251 - APPLIED DEMOGRAPHY

UNDERSTANDING THE U.S. CENSUS

These lab exercises introduce you to U.S. census data. Follow the instructions provided to get to the appropriate websites.

This should work with any of the popular internet browsers. The tables may be written but all other answers have to be typed with double spaces. Tables have to clearly designed, labeled and titled. Answers have to clearly numbered and organized.

Learning Objectives:

Skill
- Using software to access and analyze census data
- Creating visual tools representing quantitative data in the form of charts or graphs
- Using real world data to enhance and support key course concepts

Substance
- Use different tools to analyze Census Data and how it describes your area

1) American Factfinder

We will use American Factfinder (an online data extraction tool) to obtain census 2000 data on the blocks we live in. We are first going to look at the **summary files (SF-1)** containing data from the short form. Since the short form collects information about everyone in the United States, it can provide us detailed data down to the block level. Follow the instructions below to get to the American Factfinder.

1. Go to the census bureau's home page at http://www.census.gov/
2. Click on American Factfinder on the left
3. Click DataSets, and choose the Decennial Census
4. Select the first data set under 2000 "Summary File 1 (SF 1)"
5. Click Detailed Tables from the pop-up menu
6. Click on the "address search" tab
7. Enter your street address, city and state or your street address and zip code and click on "Go"
8. Move the cursor down to the box containing a list of geographies and select "block" then click "Map It" to get a map of your block
9. Go back to the list of geographies, select "block" once more and then click "Add" below the box and click "Next"
10. This brings up 286 tables for your block. Pick the tables listed below and click ADD (You may select groups of tables by holding down the CTRL key as you select)
    a. P4. HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE
    b. P13 to P13 I - MEDIAN AGE BY SEX
    c. P17 to P17I - AVERAGE HOUSEHOLD SIZE
    d. P27 to P27I RELATIONSHIP BY HOUSEHOLD TYPE
    e. H15 to H15I - TENURE BY HOUSEHOLD SIZE
11. Check to be sure all your table selections have been made. Then select "SHOW RESULT". Wait for the tables to appear and click "PRINT/DOWNLOAD" tab, select download.

12. When the "DETAILED TABLES - DOWNLOAD" page comes up, make sure "RICH TEXT FORMAT" is checked and "ONLY THE TABLES AND GEOGRAPHIES ON THE SCREEN" is unchecked. Click OK. This should put your tables into a Rich Text Format readable by most word processors - including WordPerfect and Microsoft Word.
13. You can then save the file to be printed at a later time. (I think you have at least 33 pages of tables so you may want to wait till later to print).
14. Use your detailed tables to build a single table for your census block. The table will have to show the total population, the population distribution, median age (total, male, female), average household size, household types and housing tenure of householders - all by race and ethnic categories (Note that those variables showing raw counts are best represented as percentages).
15. Using the data in your clearly labeled and titled table and your map describe in less than a page the location and demographic characteristics of your neighborhood.

2). YOU ARE WHERE YOU LIVE -Claritas, Inc

Claritas is a business organization that uses census data to help businesses develop better marketing strategies. It provides organizations with a consumer database built by matching census data to consumer. Find out about the consumer profiles that exist in your neighborhood by following the instructions below.

1. Go to the Claritas, Inc website at http://www.claritas.com/
2. Read the page to get a sense of the logic behind the system.
3. Select the "About Us" tab
4. Select "Free Resources" from the left-hand navigation bar
5. Click on the link for "YOU ARE WHERE YOU LIVE"
6. Click the link at the bottom us to view this tool.
7. Choose either the PRIZM and enter your zip code
8. Read through the most common customer profiles said to exist in your neighborhood and select the one that fits you best.
9. Summarize the profile in one page— noting where it fits you and where it does not. Also how accurate are all the customer profiles in describing the other people who live near you? Do the people who live near you fit into any of the groups? Do the profiles reflect what you know about your neighborhood?

3). The State of the States Worksheet

The 2000 Census revealed some important facts and trends. No state lost population. (The District of Columbia lost population, but is not considered a state.) The U.S. population has been shifting to the west and south since the early 1800's. This trend also continued between 1990 and 2000. To learn more about how the United States changed during the last decade, answer the following questions using Table T1, "Resident Population of the United States." (see below).

Question 1
   a. Name the five states that increased by the largest percentages (grew the fastest) between 1990 and 2000. Rank them in order (1 = state with largest percent change) and give the percentage by which they grew.
   b. Looking at the map of the United States, what do you notice about these states in terms of their location?

Question 2
   a. Name the five states that added the greatest number of people during the 1990's. Rank them in order (1 = state with largest numeric change) and give the number of people added.
   b. Looking at the map of the United States, what do you notice about these states in terms of their location?

Question 3
   a. Name the five states that increased by the smallest percentages (grew the least) between 1990 and 2000. Rank them in order (1 = state with smallest percent change) and give the percentages by which they grew.
   b. Looking at the map of the United States, what do you notice about these states in terms of their location?

Question 4
   a. Name the five most populous states in 2000 and 1990. Rank them in order (1 = state with largest population).
   b. How did the ranking of the states change between 2000 and 1990?

Question 5
   a. Name the five least populous states in 2000 and 1990. Rank them in order (1 = state with smallest population).
   b. How did the ranking of the states change between 2000 and 1990?
Question 6
   Based on the information gathered above, which region* (see regions listed below) do you think increased by the largest percentage between 1990 and 2000? Include facts to support your answer.

Question 7
   Based on the information gathered above, which region* (see regions listed below) do you think increased by the largest numeric value between 1990 and 2000? Include facts to support your answer.

*Census Bureau Regions

Northeast CT, MA, ME, NH, NJ, NY, PA, RI, VT
South AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA,WV
Midwest IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
West AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

Table T1. Resident Population of the United States April 1, 2000 and April 1, 1990

Area	April 1, 2000	April 1, 1990	Numeric Change	Percent Change	State Rank as of April 1, 2000	State Rank as of April 1, 1990
Alabama	4,447,100	4,040,587	406,513	10.1	23	22
Alaska	626,932	550,043	76,889	14.0	48	49
Arizona	5,130,632	3,665,228	1,465,404	40.0	20	24
Arkansas	2,673,400	2,350,725	322,675	13.7	33	33
California	33,871,648	29,760,021	4,111,627	13.8	1	1
Colorado	4,301,261	3,294,394	1,006,867	30.6	24	26
Connecticut	3,405,565	3,287,116	118,449	3.6	29	27
Delaware	783,600	666,168	117,432	17.6	45	46
District of Columbia	572,059	606,900	-34,841	-5.7	(NA)	(NA)
Florida	15,982,378	12,937,926	3,044,452	23.5	4	4
Georgia	8,186,453	6,478,216	1,708,237	26.4	10	11
Hawaii	1,211,537	1,108,229	103,308	9.3	42	41
Idaho	1,293,953	1,006,749	287,204	28.5	39	42
Illinois	12,419,293	11,430,602	988,691	8.6	5	6
Indiana	6,080,485	5,544,159	536,326	9.7	14	14
Iowa	2,926,324	2,776,755	149,569	5.4	30	30
Kansas	2,688,418	2,477,574	210,844	8.5	32	32
Kentucky	4,041,769	3,685,296	356,473	9.7	25	23
Louisiana	4,468,976	4,219,973	249,003	5.9	22	21
Maine	1,274,923	1,227,928	46,995	3.8	40	38
Maryland	5,296,486	4,781,468	515,018	10.8	19	19
Massachusetts	6,349,097	6,016,425	332,672	5.5	13	13
Michigan	9,938,444	9,295,297	643,147	6.9	8	8
Minnesota	4,919,479	4,375,099	544,380	12.4	21	20
Mississippi	2,844,658	2,573,216	271,442	10.5	31	31
Missouri	5,595,211	5,117,073	478,138	9.3	17	15
Montana	902,195	799,065	103,130	12.9	44	44
Nebraska	1,711,263	1,578,385	132,878	8.4	38	36
Nevada	1,998,257	1,201,833	796,424	66.3	35	39
New Hampshire	1,235,786	1,109,252	126,534	11.4	41	40
New Jersey	8,414,350	7,730,188	684,162	8.9	9	9
New Mexico	1,819,046	1,515,069	303,977	20.1	36	37
New York	18,976,457	17,990,455	986,002	5.5	3	2
North Carolina	8,049,313	6,628,637	1,420,676	21.4	11	10
North Dakota	642,200	638,800	3,400	0.5	47	47
Ohio	11,353,140	10,847,115	506,025	4.7	7	7
Oklahoma	3,450,654	3,145,585	305,069	9.7	27	28
Oregon	3,421,399	2,842,321	579,078	20.4	28	29
Pennsylvania	12,281,054	11,881,643	399,411	3.4	6	5
Rhode Island	1,048,319	1,003,464	44,855	4.5	43	43
South Carolina	4,012,012	3,486,703	525,309	15.1	26	25
South Dakota	754,844	696,004	58,840	8.5	46	45
Tennessee	5,689,283	4,877,185	812,098	16.7	16	17
Texas	20,851,820	16,986,510	3,865,310	22.8	2	3
Utah	2,233,169	1,722,850	510,319	29.6	34	35
Vermont	608,827	562,758	46,069	8.2	49	48
Virginia	7,078,515	6,187,358	891,157	14.4	12	12
Washington	5,894,121	4,866,692	1,027,429	21.1	15	18
West Virginia	1,808,344	1,793,477	14,867	0.8	37	34
Wisconsin	5,363,675	4,891,769	471,906	9.6	18	16
Wyoming	493,782	453,588	40,194	8.9	50	50
Total Resident Population1	**281,421,906**	**248,709,873**	**32,712,033**	**13.2**	**(NA)**	**(NA)**
Northeast	53,594,378	50,809,229	2,785,149	5.5	(NA)	(NA)
Midwest	64,392,776	59,668,632	4,724,144	7.9	(NA)	(NA)
South	100,236,820	85,445,930	14,790,890	17.3	(NA)	(NA)
West	63,197,932	52,786,082	10,411,850	19.7	(NA)	(NA)
Puerto Rico	3,808,610	3,522,037	286,573	8.1	(NA)	(NA)
Total Resident Population Including Puerto Rico	**285,230,516**	**252,231,910**	**32,998,606**	**13.1**	**(NA)**	**(NA)**