

## Demographics and Economic Information for Countries, Companies and Industries

### Resources and Tips

#### 1. US Information

- a. **US Census Bureau** (see last page for detailed census info)

<http://www.census.gov/>

- American Factfinder  
<http://factfinder.census.gov/home/saff/main.html?lang=en>  
includes 1990 and 2000 census data
- Zip Code Statistics  
<http://www.census.gov/epcd/www/zipstats.html>

- b. **Bureau of Labor and Statistics: Demographics**

Includes information on consumer spending, how people spend their time, what they earn, etc.

<http://www.bls.gov/bls/demographics.htm>

- c. **Social Explorer** : Provides easy access to demographic information about the United States, from 1790 to present. This is the free, scaled-down version of Social Explorer. You can use it by going to the "Maps" or "Reports" section. Not all variables are visible in the Free version

<http://www.socialexplorer.com/pub/home/home.aspx>

#### 2. International Information

- a. IPUMS-International : a project originating from the University of Minnesota dedicated to collecting and distributing census data from around the world.

<https://international.ipums.org/international/>

- b. **Census of Canada**

<http://www12.statcan.ca/english/census01/home/index.cfm>

- c. **SEDAC (Socioeconomic Data and Applications Center)** : one of the Distributed Active Archive Centers (DAACs) in the Earth Observing System Data and Information System (EOSDIS) of the U.S. National Aeronautics and Space Administration. SEDAC focuses on human interactions in the environment. Its mission is to develop and operate applications that support the integration of socioeconomic and Earth science data and to serve as an "Information Gateway" between the Earth and social sciences.

<http://sedac.ciesin.columbia.edu/data.html>

#### 3. Business Information

- a. **Marketline** : Visit [ais.aiiresources.com](http://ais.aiiresources.com) for the link.

Marketline is a subscription-based service that provides detailed reports including:

- Industry profiles offering standardized market data (including size & segmentation) and competitive analysis
- Company profiles for 50,000 public and private organizations
- Country profiles with summaries and standardized data
- Base Drivers Database featuring key macro-economic, social, demographic and industry statistics for 215 countries
- Use the Find Information tab to find information by industry.

- b. **WGSN (Worth Global Style Network)** : A subscription-based international fashion news and forecasting site. Includes news and a lot of images. Password protected.

[www.wgsn.com](http://www.wgsn.com)

- c. **WWD (Women's Wear Daily)** : a fashion daily newspaper. Essential fashion industry reading.

- [www.wwd.com](http://www.wwd.com) on-campus access only. Five users at a time; if you can't access the site, try again later.
- Archives via Proquest, 2000 – present, password protected. Visit [ais.aiiresources.com](http://ais.aiiresources.com) for the link.

- d. **Proquest/ABI Inform** : Business oriented articles from a database of published articles.

- Visit [ais.aiiresources.com](http://ais.aiiresources.com) for the link. Password protected.
- Click the Databases selected link at the top
- Uncheck everything except the top three options that begin with ABI
- Click continue

## Definitions

**AFF (American Factfinder)** – The section of the Census site where searchable demographics information is located

**Dataset** – Examples: Census 2000 data, 1990 Census data, 1997 Economic Census data. Most datasets are accessible via all of the portals.

**GICS (Global Industry Classification Standard)** – 8-digit codes that correspond to various business or industrial activities, such as Oil & Gas Drilling or Wireless Telecommunication Services. Used internationally. Created through a collaboration between Standard & Poor's and Morgan Stanley Capital International.

**Mean** – the average of a set of numbers

**Median** – the middle value of a set of numbers; ½ is more, ½ is less

**NAICS (North American Classification System)** – Codes used by business and government to classify and measure economic activity in Canada, Mexico and the United States. Created and maintained by the Census Bureau.

**Portal** – Method of accessing data and/or maps via AFF. The AFF portals are: Basic Facts - Tables, Quick Tables, Geographic Comparison Tables, Detailed Tables, "See list of all tables", Basic Facts - Maps, Thematic Maps, Reference Maps.

**SIC (Standard Industrial Classification)** – Codes are from an older system that has mostly been replaced by NAICS; however, certain government departments and agencies, such as the U.S. Securities and Exchange Commission (SEC), still use the SIC codes. Created and maintained by the Department of Labor.

**Subject** – General subject area for which one might want to find a table or thematic map. Examples: age, race, education, income, poverty. The subjects that are available depend on the dataset. Some portals require only that you choose a subject; others require only that you choose a table; others require only that you choose a variable.

**SWOT** – A report detailing an organization's **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. Commonly found in marketing plans and strategic planning documents.

**Table** – In AFF, a systematic, predefined arrangement of data presented in rows and columns, often on a single subject; or, an arrangement of data created on request.

**Type of table** – AFF includes several types of tables, for example: Quick Tables (QT), Geographic Comparison Tables (GCT), Detailed Tables (P) or (H), Demographic Profiles (DP). A given portal, such as Basic Facts - Tables, may provide access to two or more types of tables.

**Variable** – A single data element that appears in a table or that is displayed on a thematic map. Examples: urban population; number of high school graduates among persons 25 years and older.

## US CENSUS TIPS

Most of the time, we think of the Census as being the total population count of the United States (or any area, for that matter). But, the Census Bureau-- a division of the Department of Commerce, actually collects and disseminates data from several surveys, including:

1. [Decennial Census of Population and Housing](#) Taken every ten years ending in a zero, it's mandated by the Constitution, partially in order to determine congressional representation and partly to figure out how to fund and organize social programs.
2. [Economic Census](#) \*Occurs every five years ending in a 2 or a 7 and is used to determine the state of business in America. Good for statistical reports on industries (Retail Trade; Arts, Entertainment & Recreation; etc.)
3. [American Community Survey](#) Occurs every year and is sent out to a smaller sample than the Decennial. The aim is to maintain data collection in between Decennial Censuses.
4. [Population Reports](#) Published every year and include estimates and projections, as well as topic-specific reports. Looking for total US population? Looking for the number of foreign-born people living in Seattle? Looking for the average age of your neighborhood? Use this section for most information needs. In each module you can view national data or view data for a particular geographic area by filling in address, zip code, and/or state.

### Fact Sheet

The Fact Sheet is an easy, one-stop spot to find basic Census data including total population, age, race, housing, education, language, economics, and homes. It includes highlights from the 2000 demographic profiles. From **American FactFinder** click on the **Fact Sheet** link located on the left-hand side of the screen, or go directly to [Fact Sheet](#).

### People

The People module gives more in-depth information than the Fact Sheet. Find data on: age and sex, population counts, estimates, and projections, housing, group quarters, urban v. rural, aging, disability, education, language, school enrollment, gender, employment, income, poverty, occupation, ancestry, foreign-born populations, race and ethnicity, household, marital status, transportation, and veterans. From **American FactFinder** click on the **People** link located on the left-hand side of the screen, or go directly to [People](#).

### Housing

Use the Housing module to find home values, ownership, and mortgage information. From **American FactFinder** click on the **Housing** link located on the left-hand side of the screen, or go directly to [Housing](#).

### Business and Government

Find business and industry, foreign trade, governments, and housing starts in the Business and Government module. From American FactFinder click on the **Business and Government** link located on the left-hand side of the screen, or go directly to [Business and Government](#).

### Data Sets

Data sets provide in-depth information not found in the Fact Sheets. Use [Data Sets](#) to find detailed tables on all the surveys done by the Census Bureau. Click on the link for Data sets on the left-hand side of the screen. Learn more about Data Sets from the [Census Overview](#).

Data sets are listed for each survey and program area the census conducts. Click on the tabs at the top of the page to change data sets. Data sets are given for:

**Decennial Censuses** - 1990 and 2000

**Decennial Supplementary Surveys** - conducted annually from 2000 - 2002

**American Community Survey [ACS]** - conducted annually beginning in 1996

**Economic Censuses and Surveys** - 1997

**Population Estimates** - conducted annually beginning in 2000

Get more help on Data Sets by using the **Help** option at the top of the page, or consult a librarian.

## How do I...?

### How do I find my census tract?

Click on [Enter a street address](#). To find your **census tract** enter your address. You will also find your **block group**, **block**, **voting district**, and **traffic analysis zone**. You can then get census information for that particular location.

### How do I find total US population?

The US Population Clock is located on the American FactFinder homepage: <http://factfinder.census.gov/>. The Population Clock gives up to the minute population counts. Click on [real-time population clocks](#) to find world population.

### How do I find information about Seattle and the Belltown neighborhood?

Go to [People](#) and enter either the AiS address or just the city of Seattle on the first page. Click Go and choose the type of data you wish to view.

For example, find the percentage of high school graduates by entering the AiS zip code -- 98121. Then scroll down to **Education** and click on **School Enrollment**. Scroll down to see the percentage of the population that is high school graduates.

### How do I get more information on the Census?

Find more on census information including links to state and local census information, reference books, and other resources by going to the Library's [Census Information and Sources](#) page.

### How do I cite information on American FactFinder?

The US Census Bureau has outlined rules for citing information found from their sources. Basic rules from the US Census Bureau are as follows:

1. Author (last name, first name)--if applicable, followed by "US Census Bureau;"<sup>1</sup>
2. Within quotation marks, title of census survey source or output/work, and/or html title (if different from the previous title);
3. If available, the publication/issue/release (or "last revised") date, e.g., "published 27 December 1996;"
4. Universal resource locator (URL) of the tile page, if applicable, or the page where cited material appears--this should be set off by angle brackets (< >);
5. If there is no visible publication date, you may note the date, within parenthesis, when you accessed the data, e.g., "(accessed: 7 January 1997)."

Source: <http://www.census.gov/main/www/citation.html>

### *Example:*

US Census Bureau; "The Foreign-Born Population, (Table) 1. Selected Characteristics of the Population by Citizenship: 1994;" published 4 October 1996; <<http://www.census.gov/population/www/socdemo/foreign.html>>

Find out more about citing from the US Census Bureau: <http://www.census.gov/main/www/citation.html>

## Business Resources and Instruction