Data Products Guide

Note: Depending on the data product, only some data for certain geographic areas are available.

Start here: factfinder2.census.gov – Any search for data on American FactFinder begins with refining the search results, using the left-hand options. The options help to narrow your search to the specific dataset you need.

Data Profiles - provide broad fact sheets on the social, economic, housing, & demographic characteristics (Lowest geographic level: Blocks)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Data Profile** (This will then appear above in **Your Selections**)
4. Close the Selected Topics Menu
5. From the left-hand options, click on **Geographies** (This will narrow your search to a specific place)
6. From the drop-down menu, Select a geographic type, choose **Census Tracts**
7. From the Select a state drop-down menu, choose **New York**
8. From the Select a county menu, choose **Onondaga**
9. In the next menu, select **All Census Tracts in Onondaga County, New York**
10. Click **Add to Your Selections** and **Close** to exit the Geographies menu
11. Click on the title, **SELECTED SOCIAL CHARACTERISTIS IN THE UNITED STATES**, with the dataset, 2010 ACS 5-year estimates
12. View table

Narrative Profiles – Summarizes the information in the data profiles using different types of graphs (Lowest geographic level: city/town)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Narrative Profile**
4. Again, from the left-hand options, click on **Geographies**
5. From the drop-down menu, Select a geographic type, choose **Place within State**
6. From the Select a state drop-down menu, choose **New York**
7. Then scroll down to find and select **Syracuse city, New York**
8. Click **Add to Your Selections**
9. Click **Close** to exit the Geographies menu
10. Choose the table titled, **Population and Housing Narrative Profile: 2010**, with the dataset, 2010 ACS 1-year estimates
11. View table

Comparison Profiles – Shows ACS data side-by-side from the different places and years (Lowest geographic level: city/town)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Comparison Profile**
4. Again, from the left-hand options, click on **Geographies**
5. Select a geographic type: **Place within State**
6. Select a state: **New York**

7. Holding down the control key on your keyboard, select **Albany city, Rochester city,** and **Syracuse city, New York** – can also choose to compare different years for one geographic area.
8. Click **Add to Your Selections** and **Close** to exit the Geographies menu
9. Choose the table titled, **SELECTED HOUSING CHARACTERISTIS**, with the dataset, 2010 ACS 1-year estimates
10. View table and compare cities

Detailed Tables – Most detailed tables for ACS and Census data (Available at all geographic levels)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Detailed Tables**
4. Again, from the left-hand options, click on **Geographies**
5. From the drop-down menu, Select a geographic type, choose **Census Tracts**
6. From the Select a state drop-down menu, choose **New York**
7. Select a county: **Onondaga**
8. Select **All Census Tracts in Onondaga County, New York**
9. Click **Add to Your Selections** and **Close** to exit the Geographies menu
10. In the Narrow your search box, type **Income** and click **Go**
11. Check the boxes next to the tables with the ID numbers B19001A and B19001B: **HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2010 INFLATION-ADJUSTED DOLLARS)** for **White Alone Householder and Black or African American Alone Householder**, with the dataset, 2010 ACS 5-year estimates. Click the View icon. To view the results for both selected races, click Results 1 of 2 or 2 of 2 in the upper right hand corner.
12. View data
13. Under Actions, click Modify Table. Click Transpose Rows/Columns the columns and rows so that the Census Tract IDs are rows and the income headings are columns.

Geographic Comparison Tables - Compare geographic areas other than states for key variables; ACS and summary Files; (Lowest geographic level: county)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Geographic Comparison Table**
4. Again, from the left-hand options, click on **Geographies**
5. Select a geographic type: **County**
6. Select a state: **New York**
7. Select a geographic area (hold down the control key): **Onondaga County, Oneida County and Madison County, New York**
8. Click **Add to Your Selections** and **Close** to exit the Geographies menu
9. click on the title, **Occupied Housing Characteristics: 2010 – County – Census Tract**
10. Scroll down to view table

Selected Population Profiles – Provide broad social, economic, and housing profiles for large population groups (Lowest geographic level: city/town)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Selected Population Profile**
4. Again, from the left-hand options, click on **Geographies**
5. Select a geographic type: **State**

6. Select a state: **New York**
7. Click **Add to Your Selections** and **Close** to exit the Geographies menu
8. Choose the table titled, **SELECTED POPULATION PROFILE IN THE UNITED STATES**, with the dataset, 2010 ACS 3-year estimates
9. Scroll to view the table

Subject Tables – Include more detailed ACS data, classified by subject (Lowest geographic level: census tract)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Subject Table**
4. Again, from the left-hand options, click on **Geographies**
5. Select a geographic type: **Census Tract**
6. Select a state drop-down menu: **New York**
7. Select a county: **Onondaga County**
8. Select **All Census Tracts within Onondaga County, New York**
9. Click **Add to Your Selections** and **Close** to exit the Geographies menu
10. Choose the table titled, **AGE AND SEX**, with the dataset, 2010 ACS 5-year estimates
11. View table – see other census tracts by clicking arrows in top right corner

Ranking Tables - Provides state or county rankings of estimates across 86 key variables (Lowest geographic level: county)

1. From the left-hand options, click on **Topics**
2. Click on **Product Type**
3. Select **Ranking Table**
4. Again, from the left-hand options, click on **Geographies**
5. Select a geographic type: **State**
6. Choose **New York**
7. Click **Add to Your Selections** and **Close** to exit the Geographies menu
8. Choose the first table by clicking on the title, **Population Estimates (geographies ranked by estimate) – Geography: United States—States – State – County / County Equivalent**
9. Scroll down to view table

To Format and Download Tables (once you have found your desired results, follow these directions):

1. Above the top of the table, click on **Modify Table**
2. Click **Transpose Rows/Columns** to change layout of table
3. Uncheck any columns or rows you don't want or need
4. Use arrows to change the order of columns or rows
5. Then the table is in the format you wish to download it in, click **Download** at the top of the table
6. Under **Presentation-ready formats**, click **Microsoft Excel (.xls)**
7. Click **Ok**
8. When file is complete, click **Download** button

Another way to search Geographies (such as block groups that are not found in the List tab)

1. From the left-hand options, click on **Geographies**
2. At the top of the pop-up menu, choose the **Name** tab
3. The different Geography Filter Options offer different ways to narrow your search to a specific geographic level

Thematic Maps - Interactive, online maps that can be used to display Census data
*Notes: Can only be created from a table that includes data for more than one location of the same geographic type, (i.e. two or more states); be aware of mapping ACS data (Margin of Error); try to map percentages only

1. Begin with selecting your **Topics** from the left-hand options
2. Click: **+People** → **+Education** → **Educational Attainment**
3. Next, select your **Geographies**
4. Select a geographic type: **Census Tract**
5. Select a state: **New York**
6. Select a county: **Onondaga County**
7. Select **All Census Tracts within Onondaga County, New York**
8. Click **Add to Your Selections** and **Close** to exit the Geographies menu
9. Choose the table titled, **EDUCATIONAL ATTAINMENT**, with the dataset, 2006-2010 American Community Survey 5-Year Estimates
10. In the Actions tab, click on **Create a Map**
11. Click a value in the table
12. In the pop-up window, click **SHOW MAP**
13. In the drop down menus on the left, you can edit the map: colors, add boundaries and labels, etc.

Practice with Economic data

1. Begin with selecting your **Geographies**
2. Select a geographic type, choose **County**
3. Select a state: **New York**
4. Hold down the control key and select: **Madison County, Onondaga County, Oneida County, Oswego County**
5. Click **Add to Your Selections** and **Close** to exit the Geographies menu
6. From the left-hand options, select **Industry Codes**
7. In the Industry Code Filter Options, click **+Industry Sector** → **00: Total for All Sectors**
8. In the search results, choose **Total for all sectors** and **Close** to exit the Industry Codes menu
9. Click the first title: **2010 County Business Patterns: Geography Area Series: County Business Patterns**

Interactive Data Access Tools (Decennial Census) www.census.gov/main/www/access

County Business & Demographic Interactive Map – www.census.gov/cbdmap
Interactive map of population and economic Census data

Interactive Population Map – 2010.census.gov/2010census/popmap
Interactive map of Census data down to the block level with subjects: population, race, ethnicity, age/sex, and household status. Compare different areas with charts from maps

QuickFacts – quickfacts.census.gov/qfd
Frequently requested information at national, state, county, and city levels

Population Finder – www.census.gov/popfinder
Demographic data that can be quickly found down to the block level