

Business 320: Census Information

- US Censuses: *decennial* census completed every *ten* years. First one occurred in 1790. Almost the entire 1890 census was burned in a fire in 1921. 2010 is a Census year.
- Personal information is not released to the public for 72 years.

US Census Bureau: <http://www.census.gov/>

American FactFinder www.factfinder.census.gov

Data Finder: allows you to search by zip codes then select Fact Sheet for detailed information. Each Fact Sheet provides general, social, economic and housing characteristics. There is also a show more option.

-Tabs to the left provide you with additional

-Tabs along the top include a FAQ link and a glossary of census terms.

Data Sets: located on the left-hand column. Allows you to pick and choose which data sets are included in your search. Choose *Data Sets*, then *click on a survey*, then *click next to the data set* you want the information to come from. Click Detailed Tables, pick a geographic site (this also includes zip codes). You have to ADD your selections to the search box. Then you can select tables and click Show Results.

Universities, and other institutions use the census data to help their members:

- University of Wisconsin, Madison:
<http://www4.uwm.edu/eti/PurchasingPower/purchasing.htm>

Free Purchasing Power Profiles and Workforce Density Data for All Census Tracts and Residential ZIP Codes in US.

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