The U.S. Census Bureau’s Innovative Technologies

Cavan Capps
Chief, TheDataWeb Applications Branch
Data Integration Division
Data without Context is Dead

- Give data context by topic area
- Organize data to reveal important patterns
- Use complementary data to flesh out a portrait
- Turn data into actionable information
Turn of the Century

- Books of statistical tables that analysts transcribe from
- Web pages of statistical tables that analysts can copy from
- Analysts working alone or in small groups
The Census Bureau’s Breakthrough Technologies

✓ **TheDataWeb** is a network of public and private databases—a virtual data warehouse on the Internet.

✓ **DataFerrett** is a web browser that searches TheDataWeb and allows analysts to recode variables, add calculations and create custom tables.

✓ **HotReports** use DataFerrett to retrieve data from TheDataWeb to produce interactive web pages with custom tables, maps, graphs and text.
Internet Technology Tends towards Sharing...

- Frameworks, networks, and toolsets
- Social statistical networks with public and private input
- Snap-in components for viewing and discussing data
The Internet is the Silk; Metadata is the Spider

✓ Translates programming languages
✓ Defines locations
✓ Identifies dataset variables
✓ Sets usage rules across independent databases
TheDataWeb Defined

An infrastructure for linking different databases into a single virtual data warehouse that supports different...

- vendors
- file structures
- data types
- file security models
DataFerrett: TheDataWeb Browser

Free online open source software
DataFerrett Features

- Data manipulation and variable recoding
- Frequencies, cross- and multi- dimension (nested) tabulations
- Spreadsheet formulas
- Mapping & graphing
- Publishing to HTML and PDF
Integrates Live Data from Federal, State, Local & Private Sources
HotReports MASHUPS
Custom, Interactive, Web-based

- Target issues
- Target audiences
- Reuse data
- Built-in statistical intelligence
- Reference data
- Intuitive interface
Elements of **HotReports**

**Maps**
- TABLES
- CHARTS/GRAPHS
- DYNAMICALLY UPDATED TEXT

**Occupancy Status**
- Owner Occupied
- Renter Occupied
- Vacant

**Labor Force Size by Age (All Industries)**

**Average Mortgage Amount for Home Purchases by Census Tract**
- Dollars
  - 72362+ -- 17732
  - 17732+ -- 28228
  - 28228+ -- 38729
  - 38729+ -- 49221
  - 49221+ -- 59714
  - 59714+ -- 70214
  - 70214+ -- 8071

**Top 20 Industries (by Number of Employes)**

<table>
<thead>
<tr>
<th>Industry NAICS 4-digit</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Companies and Enterprises</td>
<td>32,000</td>
</tr>
<tr>
<td>General Medical and Surgical Hospitals</td>
<td>24,843</td>
</tr>
<tr>
<td>Full-service restaurants</td>
<td>21,792</td>
</tr>
<tr>
<td>Employment services</td>
<td>18,872</td>
</tr>
<tr>
<td>Building Equipment Contractors</td>
<td>11,397</td>
</tr>
<tr>
<td>Services to Buildings and Dwellings</td>
<td>11,286</td>
</tr>
<tr>
<td>Religious organizations</td>
<td>10,532</td>
</tr>
<tr>
<td>Offices of physicians</td>
<td>9,829</td>
</tr>
<tr>
<td>Insurance carriers</td>
<td>9,791</td>
</tr>
<tr>
<td>Department stores</td>
<td>9,750</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>9,194</td>
</tr>
<tr>
<td>Computer Systems Design and Related Services</td>
<td>8,196</td>
</tr>
<tr>
<td>Nonresidential Building Construction</td>
<td>7,763</td>
</tr>
</tbody>
</table>

**Education Levels**

In St. Louis County, Missouri, 89.9% of the population 25 years and older had a high school diploma or more education compared with 84.5% in the entire nation.

Additionally, 35.3% of the county’s population had a Bachelor’s degree or more compared with 22.2% of the nation’s population.
Community HotReports for Economic Development

To begin, select a state and county to view:

Alabama
Autauga County, Alabama

This site, Community HotReports for Economic Development, provides access for users seeking economic indicators for states and counties.

For areas that experience economic disruptions due to natural disasters, plant closings, base closings, and other economic changes, such as abrupt increases in employment, this HotReport shows pertinent economic indicators in unified on-line reports from many data sources.

Available HotReports include:

* Economic Indicators
* Community Assets
* Demographics
* Housing Characteristics
* And more!

Powered by TheDataWeb

US Census Bureau
**County Level Baseline**
- Workforce, Income, Employment & Education
- Unemployment Rate
- Age Pyramid
- Population

**Topics**
- Economics
- Demographics
- Housing
- Transportation
- Community Assets

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**St Louis County, Missouri**

### General Characteristics

#### Population Size (in thousands)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5</td>
<td>146</td>
</tr>
<tr>
<td>5-9</td>
<td>190</td>
</tr>
<tr>
<td>10-14</td>
<td>231</td>
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<tr>
<td>15-19</td>
<td>274</td>
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<tr>
<td>20-24</td>
<td>278</td>
</tr>
<tr>
<td>25-29</td>
<td>272</td>
</tr>
<tr>
<td>30-34</td>
<td>268</td>
</tr>
<tr>
<td>35-39</td>
<td>264</td>
</tr>
<tr>
<td>40-44</td>
<td>260</td>
</tr>
<tr>
<td>45-49</td>
<td>256</td>
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<tr>
<td>50-54</td>
<td>252</td>
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<td>55-59</td>
<td>248</td>
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<tr>
<td>60-64</td>
<td>244</td>
</tr>
<tr>
<td>65-69</td>
<td>240</td>
</tr>
<tr>
<td>70-74</td>
<td>236</td>
</tr>
<tr>
<td>75-79</td>
<td>232</td>
</tr>
<tr>
<td>80-84</td>
<td>228</td>
</tr>
<tr>
<td>85+</td>
<td>224</td>
</tr>
</tbody>
</table>

### General Area Statistics for St Louis County, Missouri

- Population (2005): 1,081,666
- Average annual wage (2004): $42,502
- Number in labor force (2004): 582,923
- Number employed (2004): 539,349
- Unemployment rate (2004): 5.4%
- Median household income*: $54,288
- Median housing value*: $185,000
- Median gross rent**: $717
- Per capita personal income*: $32,186
- Poverty rate*: 9.0%
- High school graduates*: 89.5%
- Bachelor's degree or higher*: 35.2%

* May be from ACS 2003 or Census 2000

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**Relocation Data for Industry**

Industries looking to relocate often consider areas in terms of the number of people in its workforce and their education, its unemployment rate, its wage rates, its housing stock, and educational and transportation infrastructures.

The unemployment rate of 5.4% in St Louis County, Missouri in 2004 was lower than the national unemployment rate of 5.5% for the same period.

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**Age Distribution in St Louis County, Missouri**

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HotReport: Housing Characteristics

St Clair County, Illinois

Housing Overview

Average Mortgage Amount for Home Purchases by Census Tract

Thousands of Dollars
- 414+ — 63
- 83+ — 85
- 85+ — 107
- 107+ — 129
- 129+ — 153
- 153+ — 173
- 173+ — 194

Housing Values

The average mortgage for a home purchased in 2005 was $107,817 in St Clair County, Illinois. Homeowners reported in the 2000 Census that the median value of their home was $77,700.

Housing Shortage or Surplus

There were 111,496 housing units in St Clair County, Illinois with 69,025 of them occupied by the owners and 31,891 of them occupied by renters.

The percentage of owner-occupied units was 62.4%.

Of the 9.9% of housing units that were vacant, 2,093 of them were for rent.

The average number of people in a household was 2.5.

*Data may be from ACS 2005 or Census 2000.

Occupancy Status

Data Sponsored by State Data Centers - II and OA
**Source: May be from ACS 2005 or Census 2000.
Integrating Information for Emergency Response

Demographic Profile of Hurricane Wilma Affected Counties
(This profile includes general demographic characteristics, poverty data, general school information, and shelter information.)

Click on a county in the population map below to view the statistics for that county:

Total Population by County

Shelters - Brevard County, Florida

Source: Florida Shelter data, 2004

Schools - Brevard County, Florida

Note: All schools may not appear due to a lack of information.
Sampling of DataFerrett Agencies

✓ Australian Bureau of Statistics (National Data Network)
✓ Harvard University (Virtual Data Center)
✓ Centers for Disease Control (Environmental Health Network)
✓ Bureau of Labor Statistics
✓ National Center for Health Statistics
Contact Us

http://thedataweb.org

Cavan Capps
Chief, TheDataWeb Applications Branch
Data Integration Division
U.S. Census Bureau

cavan.paul.capps@census.gov
301-763-3778 work
866-437-0171 Help Desk toll free
301-908-6216 cell

DataFerrett Team Email:

dsd_ferrett@census.gov