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## Census Pro Documentation

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### Introduction:

Census Pro is a unique product which takes Census data, along with other marketing info and allows our clients to select the precise data which meets their needs, in the format they need it. For instance, the Census provides 23 different age breakdowns (0-4, 5-9, etc.). We allow our client to select *and aggregate* the ages they want (0-17, for instance).

We also improve on basic Census data. We provide a **population estimate adjustment factor**. For instance, if the population grew 10% since the time of the last Census, it will be 1.1 and you can multiply all of the population fields by that factor. Note: the Census only provides ZIP Code counts every ten years. It provides estimates for larger cities and for all counties annually, so we will use those estimates to create this factor.

You can also go to the Bureau of Labor Statistics' web site (BLS.gov) and calculate the Consumer Price Index between the time of the last Census and today in order to get an approximate factor to adjust the wage figures by. There are also Cost of Living Adjustments and other ways to estimate the wages, which can be complex and vary by region, so we don't provide a factor with the data.

### Product Info:

#### **5-Digit ZIP Code:**

For the 2000 Census, the Census Bureau created what's called ZCTAs. These are approximations of ZIP Codes and are a combination of Census Blocks (the smallest Census areas) which would be found in a ZIP Code. Because of overlaps and other factors, they won't cover exactly the same area as a ZIP Code, but are the closest approximation of a ZIP Code which exists.

Our 5-digit ZIP products use ZCTAs, but will be called ZIP Codes for simplicity and because we will combine Census data with our ZIP Code information. **Note:** if a ZIP Code was not in existence at the time of the last Census, then we won't have information on that area.

#### **Base Product:**

The base product will include the ZIP Code, along with its corresponding State, Primary City and Primary County. This is the same as our Pro-ZIP Code base product.

#### **Census Add-ons:**

A custom file will be generated for each client to provide them with precisely the Census add-on data which they require in the format which suits them best. Note: because of the high levels of piracy in this industry, we won't make all of our add-ons available to any one client and reserve

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the right to 'seed' our data with identification information so that we can trace the source of the data if it becomes publicly available. Any seeding of the data will not significantly impact the accuracy of the data. The following add-ons are available per ZIP Code:

- Population Information:
  - 2000 population
    - Total Males
    - Total Females
    - Population density (persons per square mile of land)
  - Current population estimates (based on our exclusive formula):
    - Latest population estimate
    - Population estimate factor
    - Population estimate level (based on nearest city / county)
- Age Information:
  - Median age – All
    - Median age – Males
    - Median age – Females
  - Age Breakdowns (available by Male & Female)
    - 0-4, 5-9, 10-14, 15-17, 18-19, 20, 21, 22-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-61, 62-64, 65-66, 67-69, 70-74, 75-79, 80-84, 85+
- Family Information (to be considered a family, there must be at least two persons in the housing unit related by birth, marriage or adoption):
  - Total Families (Census Summary File 1 & 2 figures)
  - Average Family Size
  - Family Income Brackets (in 1999 dollars, but can be adjusted by cost of living): < \$10K, 10-15K, 15-20K, 20-25K, 25-30K, 30-35K, 35-40K, 40-45K, 45-50K, 50-60K, 60-75K, 75-100K, 100-125K, 125-150K, 150-200K, > 200K
- Household Information (families are included in these figures):
  - Total Households (Census Summary File 1 & 2 figures)
  - Average Household Size
  - Median Household Income (in 1999)
  - Household Income Brackets (same as above for families)
  - Households with and without wage earners
  - Unmarried Partner households:
    - Male – Female
    - Male – Male
    - Female – Female
- Individual Income Information (in 1999 dollars, but can be adjusted by cost of living):
  - Per capita income
  - Aggregate income (all income earned in ZIP Code ages 15+)
  - Individuals at or below poverty line:
    - Percentage of ZIP Code below poverty line
    - Individuals earning less than 50% of the poverty line
    - Individuals earning between 50-74% of the poverty line
    - Individuals earning between 75-99% of the poverty line

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- Racial Information concerning Hispanic or Latino:
  - Total Hispanic or Latino
  - Total non-Hispanic / Latino
- Racial Information – basic info:
  - Total White Alone
  - Total Black Alone
  - Total Asian Alone
  - Total American Indian / Alaskan Native Alone
  - Total Hawaiian / Pacific Islander Alone
  - Total other than above
  - Total with two or more races

**Note:** we also have great business data *by ZIP Code* which is not currently part of our Online Data Extractor system, but we can generate a custom file for you. Fields included:

- Employee Information:
  - Total Employees in this ZIP Code
  - Total Employees Flag (if there is a possibility that you could identify the employer by these stats, the government assigns a flag for the range of the total employees in this ZIP Code (A=0-19, B=20-99, etc.)
- Payroll Information:
  - Total payroll in the first quarter of the year surveyed
  - Total annual payroll of the year surveyed
- Employer Information
  - Total number of business establishments
  - Total number of business establishments with 1-4 employees
  - Total number of business establishments with 5-9 employees
  - Total number of business establishments with 10-19 employees
  - Total number of business establishments with 20-49 employees
  - Total number of business establishments with 50-99 employees
  - Total number of business establishments with 100-249 employees
  - Total number of business establishments with 250-499 employees
  - Total number of business establishments with 500-999 employees
  - Total number of business establishments with 1000 or more employees

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