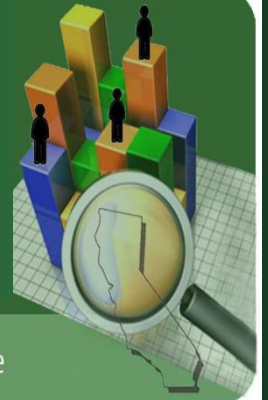




# CALIFORNIA STATE DATA CENTER NETWORK HANDBOOK



Demographic Research Unit | California Department of Finance

*Prepared by  
California State Data Center  
Demographic Research Unit  
Department of Finance*

*April 9, 2015*

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# CALIFORNIA STATE DATA CENTER NETWORK HANDBOOK

**WELCOME** to the California State Data Center Network! We are here to help you succeed. We have put together this welcome packet in order to help you get acquainted with the information and resources at your disposal.

## CALIFORNIA STATE DATA CENTER (CASDC)

The CaSDC was established in January 1, 1979 within the Demographic Research Unit (DRU) of the California Department of Finance to serve as the central point for the dissemination of census data in California. The SDC program was instituted by the U.S. Census Bureau to improve public access to and understanding of census data.

## NETWORK

The CaSDC local network is composed of five regional and 35 affiliate centers located throughout the State. Working with the CaSDC, these regional and affiliate centers provide census-related products and services to all 58 California counties. To obtain a complete listing of the CaSDC network, visit our website at [www.dof.ca.gov/research/demographic/overview/documents/SDC\\_NETWORK\\_Handout\\_20150408.pdf](http://www.dof.ca.gov/research/demographic/overview/documents/SDC_NETWORK_Handout_20150408.pdf).

## SERVICES AND PRODUCTS

The CaSDC provides:

- Expert consultation and technical assistance on census data analysis and mapping
- Program-specific assistance for the use of Census Bureau data to many different entities, including state agencies, the Legislature, local governments, academics, and the public sector
- Customized tabulations and maps
- Efficient access to Census Bureau data and data products, including timely data summaries, research, and statistical reports
- User training workshops on all aspects of demographic data to a broad range of users

The CaSDC library houses a broad spectrum of data sources including:

- Publications and maps from decennial censuses since 1960
- Censuses of Agriculture
- Economic censuses
- Special and periodic reports
- American Community Survey documentation and reports

## CALIFORNIA LIAISON TO THE CENSUS BUREAU

The CaSDC represents California with the Census Bureau to:

- Review and provide feedback to the Census Bureau on operational issues, data usability, and data user needs and concerns
- Provide local expertise to assist the Census Bureau in resolving data quality issues
- Act as a liaison between California local governments and the Census Bureau, promoting local participation and conducting training workshops regarding Census Bureau outreach programs
- Develop, coordinate, and participate in Census Bureau operational and geographic programs
- Recommend program improvements
- Act as beta testers for new software and online applications
- Serve as the Governor's Liaison for Census Bureau programs

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## WHO'S WHO

### THE CALIFORNIA STATE DATA CENTER (CASDC)

The CaSDC is your primary contact for information, training, and assistance. There are three staff members in the CaSDC. The phone number is (916) 327-0103 and the extensions are noted below:

Staff	E-mail	Phone Extension
Julie Hoang, Manager	<a href="mailto:julie.hoang@dof.ca.gov">julie.hoang@dof.ca.gov</a>	2531
Jonathan Buttle, Research Specialist	<a href="mailto:jonathan.buttle@dof.ca.gov">jonathan.buttle@dof.ca.gov</a>	2538
Karen Duong, Research Specialist	<a href="mailto:karen.duong@dof.ca.gov">karen.duong@dof.ca.gov</a>	2546

### CENSUS BUREAU - LOS ANGELES REGIONAL OFFICE (LARO)

The LARO is responsible for all data collection (surveys and decennial census), data dissemination, and geographic operations for California, Nevada, Oregon, Washington, Idaho, and Alaska. The LARO Regional Director is James "Jamey" Christy.

The Information Services Program (ISP) within the LARO is a valuable resource. ISP staff can provide technical assistance, including help on Internet access to American FactFinder and other Census Bureau websites. In addition, they have staff available to conduct workshops and make presentations at your location upon request.

If you have an immediate data need and the CaSDC staff are unavailable, contact the Information Services Program at [LARO.ISP-Partnership@census.gov](mailto:LARO.ISP-Partnership@census.gov).

The LARO is located at:

15350 Sherman Way, Suite 400  
Van Nuys, CA 91406-4224  
(818) 267-1700 or 1-800-992-3529

### CUSTOMER LIAISON MARKETING SERVICES OFFICE (CLMSO)

The CLMSO Data Users Branch (DUB) within the Census Bureau oversees the national State Data Center program. The CLMSO arranges annual meetings, coordinates the mail out of Census Bureau products, and collects and assembles the information in the annual activities report. Our contacts are Sam Aherrera at 301-763-3956, [samuel.s.aherrera@census.gov](mailto:samuel.s.aherrera@census.gov) or Tom Edwards at 301-763-2184, [thomas.w.edwards@census.gov](mailto:thomas.w.edwards@census.gov).

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## SDC STEERING COMMITTEE

The Steering Committee is comprised of nine members elected from the SDC lead or coordinating agencies throughout the country. Members serve a three-year term and may serve only two consecutive terms. Network members are welcome to contact any steering committee member at any time.

The states and territories are divided into tree-states, allowing steering committee members to reach out to their tree states to gather input into critical issues that affect the network or to inform them about important events. States and territories are also encouraged to contact their tree state steering committee member if they have any questions or issues. Communication is key and the steering committee welcomes and encourages communication among members. The current tree state diagram and contact information can be found on the clearinghouse website at:

[sdcclearinghouse.wordpress.com/](http://sdcclearinghouse.wordpress.com/).

## YOUR RESPONSIBILITIES

### JOINT STATISTICAL AGREEMENT (JSA)

The Joint Statistical Agreement will be signed by each affiliate or regional data center and the Department of Finance's Demographic Research Unit. The JSA spells out what is expected of you and what the CaSDC provides in return. If you would like a copy of your JSA, please contact Karen Duong of the CaSDC staff.

### FEEDBACK

On a regular basis, the Census Bureau may request input from local organizations within the SDC network. This input is vital to ensure that the interests of your organization and your data needs are considered by the Census Bureau when developing programs and products.

### MAILING LIST

It is critical that any changes to your contact person, mailing address, e-mail and phone number be forwarded to the CaSDC. We will send the changes to CLMSO in order to ensure that your contact information is always up-to-date. The Census Bureau may ship items directly to you, so it is essential that we have an accurate mailing list.

### ANNUAL REPORT

Each year in May or June, the CaSDC will collect information on your activities, such as workshops, presentations, and the number of data requests that you responded to. The CaSDC will summarize these reports and prepare a single report for California. Copies of past annual reports can be found at [www.census.gov/sdc/annualreport.html](http://www.census.gov/sdc/annualreport.html) and are used by CLMSO to help justify program resources, including staffing, products, etc. Completing your annual report is essential to the existence of the program.

### ASSISTANCE WITH CENSUS BUREAU PROGRAMS

The CaSDC network routinely volunteers to assist a number of Census Bureau programs. Such assistance may include hosting a workshop, advertising upcoming surveys or the decennial census, and participating in or arranging outreach events. If you volunteer to assist with a Bureau program, it is important that you follow through, as the Bureau will divert time and resources to other activities where

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there are no partners offering assistance. It is also very important that local organizations assist with Bureau programs, as this is one way that we can help improve the quality of the data that we use in our work.

## COMMUNICATIONS

### E-MAILS AND LISTSERV

The CaSDC will regularly send e-mail to the CaSDC network. These will be announcements of new products, requests for input, or invitations to webinars and meetings.

You are encouraged to subscribe to the national SDC listserv to communicate with other SDC organizations, CLMSO, and others in our network by posting an announcement or by asking assistance for your questions. The listserv is one of the quickest ways to get help from your network colleagues throughout the country. The listserv is provided by the University of California, Berkeley and the address for sending messages is: [sdc\\_mlist@lists.berkeley.edu](mailto:sdc_mlist@lists.berkeley.edu). Only CaSDC staff can request to add or delete a CaSDC network member from this mailing list. So if you wish to subscribe, please contact CaSDC staff. As mentioned above, Census Bureau staff subscribe to this listserv in addition to network members. As always, the usual rules of polite e-mail behavior and listserv etiquette apply.

There are also a number of additional announcement e-mail lists you may wish to sign up for, including:

List	Address to Subscribe
Census Bureau News Release and Other News Products	<a href="http://public.govdelivery.com/accounts/USCENSUS/subscriber/new?">public.govdelivery.com/accounts/USCENSUS/subscriber/new?</a>
Census Mailing Lists - Review to see which other alerts may be of interest to you	<a href="http://lists.census.gov/mailman/listinfo">lists.census.gov/mailman/listinfo</a>
Federal Register Notices	<a href="http://listserv.access.gpo.gov">listserv.access.gpo.gov</a>
Bureau of Economic Analysis (BEA) e-mail subscription - Get news about current BEA releases	<a href="http://www.bea.gov/_subscribe/index_vocus.htm">www.bea.gov/_subscribe/index_vocus.htm</a>
Demographic Research Unit e-mail list - announcements of new products and data	<a href="http://mailinglists.dof.ca.gov/mailman/listinfo/demographicresearch/">mailinglists.dof.ca.gov/mailman/listinfo/demographicresearch/</a>

## MEETINGS

The CaSDC will host an annual meeting for the California network. This meeting is an opportunity for network members to discuss issues that are relevant to the entire network, attend on-site workshop training, and also strengthen working relationships.

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In addition to the state meeting, the Census Bureau holds two meetings per year for the network; mid-year (spring) and annual (fall). The mid-year meeting is held during the same week as the Population Association of America (PAA) annual meeting. The PAA meeting schedule can be found at [www.popassoc.org](http://www.popassoc.org).

The annual meeting is held at Census Bureau headquarters in Suitland, Maryland and is a training meeting / workshop. The Bureau provides daily transportation between the hotel and the Bureau during the meeting days. The Bureau may pay for one person from each state, either the lead or a representative appointed by the lead, to travel and attend the annual meeting. Minutes and handouts from the fall and spring meeting can be found on the SDC Clearinghouse and the Census Bureau's websites at [sdcclearinghouse.wordpress.com/](http://sdcclearinghouse.wordpress.com/) and [www.census.gov/sdc/confpres.html](http://www.census.gov/sdc/confpres.html), respectively.

The SDC steering committee holds monthly conference calls to address issues with CLMSO or other Census Bureau staff. In addition, the committee meets in February and June at headquarters to be briefed on upcoming events, programs, and partnership opportunities for the network. The minutes and handouts from these meetings are on the Clearinghouse website at [sdcclearinghouse.wordpress.com/](http://sdcclearinghouse.wordpress.com/).

If you have any concerns or issues that you would like the steering committee to address or inquire about on behalf of the network, please contact your tree state steering committee member at [sdcclearinghouse.wordpress.com/](http://sdcclearinghouse.wordpress.com/).

## RESOURCES

### TRAINING/WEBINARS

You have many training resources available including Census Bureau-sponsored meetings, the Los Angeles Regional Office, or the CaSDC Network annual meeting and ad hoc topical workshops. Training can be provided by CaSDC, LARO, or Headquarter Census Bureau staff.

CLMSO and the Public Information Office (PIO) also coordinate webinars for the network on pertinent topics. These webinars are an excellent way to learn and interact with Bureau staff regarding critical, timely issues, all in the comfort of your own office! Another advantage of these webinars is that they reduce the need and cost of travel allowing you and your staff to attend selective webinars based on their application and subject.

Training tools are available on the clearinghouse website at [sdcclearinghouse.wordpress.com](http://sdcclearinghouse.wordpress.com/). Just search for "training".

### STATE DATA CENTER PROGRAM GUIDE

The Census Bureau maintains the SDC Program Guide, which presents an overview of the program, including the vision, mission, and history. The most recent version of the Guide is as of June 2013 (<http://www.census.gov/sdc/guide.pdf>). The Guide lists the goals and objectives of the program, along with the core competencies, the structure, and the relationship between the SDC Program and the BIDC (Business Industry Data Center) Program. The Guide contains the most recent steering committee by-laws, a list of past and current steering committee members, and a timeline as to when states joined the State Data Center program. Also contained within this document are the most recent Memorandum of Agreement (MOA) and a list of Regional Office Directors.

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## STATE DATA CENTER WEBSITES

### California Demographic Research Unit (DRU) Website

The California DRU website is part of the Department of Finance website at [www.dof.ca.gov/research/demographic](http://www.dof.ca.gov/research/demographic). This site contains the products and data of the DRU and data extracts by county and place from the 2000 and 2010 decennial censuses and the American Community Survey. In addition, the handouts and agenda for the CaSDC annual meetings are also uploaded to this site.

### Official SDC Website

The official SDC website, which is housed and maintained by the Census Bureau, is located at [www.census.gov/sdc/](http://www.census.gov/sdc/). This site contains a listing of network leads and coordinating agencies, program guidance, annual reports, meeting presentations, and links to key 2010 Census and Economic Census activities and programs.

### The SDC/BIDC Clearinghouse

Indiana University houses the SDC/BIDC Clearinghouse. This website is extremely comprehensive and provides the network with member lists, steering committee members and minutes, SDC network meeting minutes, shared code, documents, best practices, tools, research, events, training, and links to census documents and program-related information. Staff time and resources from Indiana University are provided voluntarily. To access the SDC/BIDC Clearinghouse, go to [sdcclearinghouse.wordpress.com](http://sdcclearinghouse.wordpress.com).

The steering committee maintains the calendar of events that is located on the clearinghouse website. If you know of an event or would like to have your network meeting posted to this calendar, please contact the steering committee.

### STATS Indiana

Indiana University has developed *STATS Indiana*, which prepares profiles for all states and counties in the U.S. using data from the U.S. Department of Commerce (Census Bureau and Bureau of Economic Analysis) and U.S. Department of Labor (Bureau of Labor Statistics). These profiles are online at [www.stats.indiana.edu/topic/profiles.asp](http://www.stats.indiana.edu/topic/profiles.asp).

### The Missouri Census Data Center

The Missouri Census Data Center prepares and posts data for use by the entire network. Resources on this website include ACS data and profiles, circular area profiles, IRS migration data and profiles, population estimates, decennial census data and profiles, and more. This popular website is available at [mcdc2.missouri.edu](http://mcdc2.missouri.edu).

The network is very appreciative of the dedication of staff and resources from the University of California, Indiana University, and the University of Missouri. Without these partners, our communications and resources would be limited.



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## CENSUS BUREAU WEBSITES

There will be many Census Bureau websites that you will bookmark as you become an expert in Census Bureau data, methodology, and programs. Below are some key Census Bureau links that are frequently used.

Description	Link
Census Bureau (main home page)	<a href="http://www.census.gov">www.census.gov</a>
American FactFinder (AFF)  Access to Decennial Census, American Community Survey, Puerto Rico Community Survey, Population Estimates Program, Economic Census, Annual Economic Surveys	<a href="http://factfinder2.census.gov">factfinder2.census.gov</a>
American Community Survey (ACS)	<a href="http://www.census.gov/acs/">www.census.gov/acs/</a>
American Community Survey Handbooks for Data Users  Handbooks on how to use and analyze the ACS data designed for various audiences	<a href="http://www.census.gov/acs/www/guidance_for_data_users/handbooks/">www.census.gov/acs/www/guidance_for_data_users/handbooks/</a>
American Community Survey (ACS) Public Use Microdata Sample	<a href="http://www.census.gov/acs/www/Products/PUMS/acspums_archived.html">www.census.gov/acs/www/Products/PUMS/acspums_archived.html</a>
Building Permits	<a href="http://www.census.gov/construction/bps/">www.census.gov/construction/bps/</a>
Census Population Estimates	<a href="http://www.census.gov/popest/">www.census.gov/popest/</a>
County Business Patterns	<a href="http://www.census.gov/econ/cbp/">www.census.gov/econ/cbp/</a>
Decennial Management Glossary - includes Acronyms and Abbreviations	<a href="http://www.census.gov/dmd/www/glossary.html">www.census.gov/dmd/www/glossary.html</a>
Economic Census	<a href="http://www.census.gov/econ/census/">www.census.gov/econ/census/</a>
Survey of Business Owners	<a href="http://www.census.gov/econ/sbo/">www.census.gov/econ/sbo/</a>

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Description	Link
Historic population counts by County (1900-1990)	<a href="http://www.census.gov/population/www/censusdata/cencounts/">www.census.gov/population/www/censusdata/cencounts/</a>
Historic population counts by County and Incorporated City for California (1850-2010)	<a href="http://www.dof.ca.gov/research/demographic/state_census_data_center/historical_census_1850-2010/">www.dof.ca.gov/research/demographic/state_census_data_center/historical_census_1850-2010/</a>
Historical Decennial Census of Population and Housing Reports	<a href="http://www.census.gov/population/www/censusdata/hiscendata.html">www.census.gov/population/www/censusdata/hiscendata.html</a>
History of the decennial census, including questionnaires and instructions (1790-2000)	<a href="http://www.census.gov/prod/2002pubs/pol02marv.pdf">www.census.gov/prod/2002pubs/pol02marv.pdf</a>
Local Employment Dynamics and On-the-Map  A marrying of demographic and employment data by industry	<a href="http://lehd.did.census.gov/led/">lehd.did.census.gov/led/</a> <a href="http://lehd.did.census.gov/led/datatools/onthemap.html">lehd.did.census.gov/led/datatools/onthemap.html</a>
Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states	<a href="http://www.census.gov/did/www/saipe/">www.census.gov/did/www/saipe/</a>
Business and Industry Census Programs	<a href="http://www.census.gov/econ/">www.census.gov/econ/</a>
Census Bureau - A-Z index	<a href="http://www.census.gov/main/www/a2z/">www.census.gov/main/www/a2z/</a>
Census Bureau FTP site	<a href="http://www2.census.gov/">www2.census.gov/</a>
Census Bureau Newsroom	<a href="http://www.census.gov/newsroom.html">www.census.gov/newsroom.html</a>
Census Bureau Staff Search	<a href="http://www.census.gov/cgi-bin/main/email.cgi">www.census.gov/cgi-bin/main/email.cgi</a>
Census Bureau, CLMSO, State Data Center Program	<a href="http://www.census.gov/sdc/">www.census.gov/sdc/</a>
Census Bureau, Customer Liaison Marketing Services Office (CLMSO)	<a href="http://www.census.gov/clo/www/clo.html">www.census.gov/clo/www/clo.html</a>

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## DATA TOOLS

In addition to the American FactFinder, the Census Bureau has other online tools that you might find useful. Some examples of these tools are listed below.

Description	Link
<p>Current Population Survey (CPS) Table Creator</p> <p>Allows users to create customized tables from the CPS Annual Social and Economic Supplement</p>	<p><a href="http://www.census.gov/cps/data/cpstablecreator.html">www.census.gov/cps/data/cpstablecreator.html</a></p>
<p>Data Ferrett</p> <p>A tool and data librarian that searches and retrieves data across federal, state, and local surveys, executes customized variable recoding, creates complex tabulations and business graphics</p>	<p><a href="http://dataferrett.census.gov/">dataferrett.census.gov/</a></p>
<p>Landview</p> <p>A viewer for the Environmental Protection Agency, U.S. Census Bureau, and U.S. Geological data and maps displaying Census 2000 data</p>	<p><a href="http://www.census.gov/geo/landview/">www.census.gov/geo/landview/</a></p>
<p>Listing of data access tools</p>	<p><a href="http://www.census.gov/data/data-tools.html">www.census.gov/data/data-tools.html</a></p>
<p>ACS Summary File Retrieval Tool</p> <p>An Excel application to extract data from the ACS Summary File. There is a version for each year.</p>	<p><a href="http://www.census.gov/acs/www/data_documentation/summary_file/">www.census.gov/acs/www/data_documentation/summary_file/</a></p>

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## WEBSITES FOR COMMONLY REQUESTED DATA

Description	Link
<p>Bureau of Economic Analysis, U.S. Department of Commerce</p> <p>Gross Domestic Product (GDP) for the nation, states, and metropolitan areas; National Income and Product Accounts (NIPA); state quarterly personal income, state annual personal income, metropolitan area and county personal income</p>	<p><a href="http://www.bea.gov">www.bea.gov</a></p>
<p>Bureau of Labor Statistics, U.S. Department of Labor</p> <p>Employment, unemployment, unemployment rates, employment and wages by industry, employment and wages by occupation, consumer price index, benefits</p>	<p><a href="http://www.bls.gov">www.bls.gov</a></p>
<p>Federal Bureau of Investigation (FBI) Uniform Crime Reporting Program</p>	<p><a href="http://www.fbi.gov/about-us/cjis/ucr/ucr">www.fbi.gov/about-us/cjis/ucr/ucr</a></p>
<p>Federal Reserve Bank of St. Louis (FRED)</p> <p>The Federal Reserve System's centralized economic database Interest rates, CPI, Money supply, banking data, GDP, etc.</p>	<p><a href="http://research.stlouisfed.org/fred2/">research.stlouisfed.org/fred2/</a></p>
<p>Internal Revenue Service (IRS) Statistics of Income Branch</p>	<p><a href="http://www.irs.gov/uac/Tax-Stats-2">www.irs.gov/uac/Tax-Stats-2</a></p>
<p>National Cancer Institute, Surveillance Epidemiology and End Results (SEER)</p> <p>Population by age, race, sex</p>	<p><a href="http://seer.cancer.gov/resources/">seer.cancer.gov/resources/</a></p>
<p>University of Virginia's Library</p> <p>Historical Census Information (1790 – 1960)</p>	<p><a href="http://mapserver.lib.virginia.edu/">mapserver.lib.virginia.edu/</a></p>

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Description	Link
<p>U.S. Department of Agriculture, National Agricultural Statistical Service (NASS)</p> <p>Census of Agriculture, many periodic reports on local agricultural issues</p>	<p><a href="http://www.nass.usda.gov/">www.nass.usda.gov/</a></p>
<p>U.S. Department of Education, Institute of Educational Sciences, National Center for Education Statistics</p> <p>Public school data, public school data, college and university data</p>	<p><a href="http://ies.ed.gov">ies.ed.gov</a> <a href="http://nces.ed.gov">nces.ed.gov</a></p>
<p>U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics</p> <p>Birth and death statistics; health care, hospital, and insurance surveys; workplace safety, injuries</p>	<p><a href="http://www.cdc.gov">www.cdc.gov</a></p>
<p>U.S. Department of Housing and Urban Development</p> <p>HUD's median household income estimates, income limits for various HUD programs, fair market rents</p>	<p><a href="http://www.huduser.org">www.huduser.org</a></p>
<p>U.S. Equal Employment Opportunity Commission</p> <p>Census statistics, employment statistics, special reports</p>	<p><a href="http://www.eeoc.gov/eeoc/statistics/">www.eeoc.gov/eeoc/statistics/</a></p>
<p>U.S. Government Data Portal</p> <p>Portal to government data and information</p>	<p><a href="http://www.usa.gov">www.usa.gov</a></p>

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Description	Link
U.S. Office of Management and Budget, Information & Regulatory Affairs, Statistical Programs & Standards  Information about the federal statistical system, including plans, release schedules for principle economic statistics, standards for race & ethnicity, classification systems, etc.	<a href="http://www.whitehouse.gov/omb/inforeg_statpolicy/">www.whitehouse.gov/omb/inforeg_statpolicy/</a>
U.S. Statistical Abstract	<a href="http://www.census.gov/compendia/statab/">www.census.gov/compendia/statab/</a>

Please let the CaSDC staff know of other websites that should be added to the lists contained within this living document. Thank you and welcome!

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## APPENDIX A - BIBLIOGRAPHY

An Annotated SDC Core Library  
(Beyond Census reports and technical documentation)

Anderson, Margo J. (editor). (2000) Encyclopedia of the U.S. Census. CQ Press, Washington, DC. (This is an A-to-Z overview of all aspects of the census and related programs, with a history that goes back to 1790.)

Boettcher, Jennifer C. and Gaines, Leonard M. (2004) Industry Research Using the Economic Census: how to find it, how to use it. Greenwood Press, Westport, CT. (This provides an overview of the 1997 and 2002 Economic Censuses. Although some things changed for the 2007 Economic Census, much did not and the majority of this book is still useful.)

Lavin, Michael R. (1996) Understanding the Census: a guide for marketers, planners, grant writers and other data users. Epoch Books, Inc., Kenmore, NY. (This is a very readable overview of the decennial census. It is somewhat dated in the details because it was written for the 1990 census, but many topics covered, such as procedures and geographic areas, have been tweaked relatively little since 1990.)

Taeuber, Cynthia M. (2006) American Community Survey Data for Community Planning Victoria, B.C., Canada: Trafford Publishing.

U.S. Bureau of the Census. (1994) Geographic Areas Reference Manual. (This provides a good overview of the Census Bureau's geographic concepts and how they developed over time.)

U.S. Census Bureau. (2009) A Compass for Understanding and Using American Community Survey Data. (This series of handbooks provide a good, readable introduction to the ACS. Each handbook is targeted for a specific audience, so it is probably useful to have the ones for your primary audiences. The handbook for the **general user** provides an excellent introduction to the ACS and the data products from it. The handbook for the **PUMS data users** provides a description of this kind of product, with special emphasis on the ACS PUMS, and an introduction to DataFerrett for producing PUMS tabulations. A common set of appendices is included in each report. These contain useful, but more technical, information and are good references.)

U.S. Office of Management and Budget. North American Industrial Classification System. United States, 2007 (The official source for classifying industries in federal statistical data.)