

U.S. Census Bureau

Is the principal agency in the U.S. responsible for collecting and producing data about the American people and the economy.

Explore Census Data

Data.census.gov is the new platform to access data and digital content from the U.S. Census Bureau. The vision for data dissemination through data.census.gov is to improve the customer experience by making data available from one centralized place so that data users spend less time searching for data content and more time using it. I have listed video tutorials to help get you started. As always, these videos are captioned and you can adjust the speed of playback.

- ❖ [Comprehensive data.census.gov Overview](#) 1:14:07 minutes
- ❖ [Create Thematic Maps with Data](#) 6:26 minutes
- ❖ [Access Data for you Neighborhood](#) 7:12 minutes

***Entrepreneurial Students* - A quick and easy way to find your customer base:**
[Additional Census Bureau Tools](#)

Citation example for Census Data:

Basic Format:

U.S. Census Bureau (year data was published). Name of data or report. Retrieved from [URL].

Example:

U.S. Census Bureau (2011). Selected housing characteristics, 2007-2011 American Community Survey 5-year estimates. Retrieved from http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP04.

For additional guidance on using data.census.gov, please see the Resources page at <https://www.census.gov/data/adrm/what-is-data-census-gov.html>.

- ❖ **Data Access Tools**
Links to statistical tools and downloads that can be used to analyze census data.
- ❖ **Economic Census: Historical Data**
From the U.S. Census Bureau. Released every five years, these reports provide a glimpse of industrial activity.
- ❖ **E-Commerce Statistics**
The U.S. Census Bureau site devoted to measuring the electronic economy.
- ❖ **International Data Base (IDB)**
U.S. Census Bureau. International Data Base includes demographic information, country rankings and populations information for countries worldwide.

- ❖ **Statistical Abstract Series**

The Statistical Abstract of the United States, published since 1878, is the authoritative and comprehensive summary of statistics on the social, political, and economic organization of the United States.

- ❖ **FedStats**

Provides statistical data from over 100 government agencies. Access is available by agency or by topic.

Bureau of Labor Statistics (BLS)

Statistics found here include employment and unemployment rates, and consumer price index, wholesaler price index and producer price index, consumer expenditure, labor productivity and much more.

- ❖ **American Time and Use Survey**

The American Time Use Survey provides information about "the amount of time people spend doing various activities, such as paid work, childcare, volunteering, and socializing."

- ❖ **Consumer Expenditure Survey**

The Consumer Expenditure Survey provides data about the buying habits of American consumers. It is the only Federal survey that provides information on the complete range of consumers' expenditures and incomes, and the characteristics of those consumers.

The Commerce Department provides several options for searching business and economic data.

Department of Commerce

This is a link to the main page.

Bureau of Economic Analysis

Bureau of Economic Analysis (BEA) promotes a better understanding of the U.S. economy by providing the timely, relevant, and accurate economic accounts data.

NTIS: National Technical Reports Library

The National Technical Report Library provides access to bibliographic descriptions of more than 2,000,000 unrestricted technical reports from U.S. and non-U.S. government.

HUD State of the Cities Data System (SOCDS)

The SOCDS provides data for individual metropolitan areas, central cities, and suburbs. Use the 'Quick Links' section to retrieve information first by state and then by city.

StatsAmerica

StatsAmerica is to provide actionable data for economic developers to use in site requests, developing metrics, grant writing and strategic planning. StatsAmerica is a service of the Indiana Business Research Center (IBRC) at Indiana University's Kelley School of Business.

Other Data Sites

Pew Research Center

A ton of free research that you can use to better understand your target market. Best of all, the site has a sleek UI and interactive charts that reveal more granular data as you hover over certain elements.

Population Reference Bureau

National and international population, health and environmental information.

Data Information Services Center - UWisc Madison

Contains over 825 annotated links to data-related social science related resources.

USAFacts

Nonpartisan site created by former Microsoft CEO Steve Ballmer to make government statistics easier to find and interpret.. Includes government finance data, population and demographics, and government impact.

Wisconsin Department of Transportation Traffic Counts

The Wisconsin Department of Transportation (WisDOT) provides traffic counts via an interactive map that allows you to view counts anywhere in the state. Also provides traffic forecasting, a useful tool when considering potential business site planning and traffic at a given location.

Wayback Machine

Starting in 1996, the Wayback Machine has been building a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, we provide free access to researchers, historians, scholars, people with print disabilities, and the general public. This is a great way to “see” stats that otherwise might be lost to time, such as Chamber of Commerce membership numbers, businesses that are no longer in operation, and policy changes.