



City of Seattle • Gregory J. Nickels, Mayor
Office of Economic Development • Jill Nishi, Director

Office of Economic Development 2005 Workshop Series:

“How to Create a Neighborhood Data Profile”

**New Holly Gathering Hall
Wednesday, July 13, 2005
8 am – 10 am**

Presented by

Neighborhood Business District Program
www.seattle.gov/economicdevelopment

**In partnership with
Downtown Seattle Association**



**Welcome to the Office of Economic Development (OED)
2005 Neighborhood Business District Workshop series.**

Why did we choose to host a data collection workshop?

The Neighborhood Business District Workshop series was developed after a review of our program cited the need for more training and technical assistance for local business groups. Since that time, we have offered workshops to help create a destination business district and an open house of City department resources to assist in your efforts. Additional workshops this year will focus on increasing the use of technology for small business owners and how to better understand the City's licensing and permitting requirements.

Today's workshop topic – How to Develop a Neighborhood Data Profile – can help your business group develop a tool for business recruitment and retention as well as to better match retail mix and marketing efforts to neighborhood demographics.

This workshop and manual will provide more information about the data resources available to create a neighborhood business district profile that paints a fuller picture of your area.

We hope you find this workshop helpful in your endeavors to strengthen your business district. If you have ideas for future workshops, please let us know through today's evaluation form.

Special thanks to Kelly Lawing and Paul Dobosz from the Downtown Seattle Association for assistance in preparing today's workshop materials.

About the Neighborhood Business District Program

The Neighborhood Business District (NBD) Program provides business groups with funding for projects and activities to improve business districts, including capital improvements, farmers' markets, restoration of building facades, and training for business group members. We host quarterly workshops on information valuable to your business group and its members. We publish a how-to booklet "Guide to Create a Thriving Business District" that provide details on how to plan and implement business district improvement projects. We are available to speak to your business group membership meetings about our services.

Please contact Rob Watt at 684-3348 for more information about our NBD Program services or see our website at www.seattle.gov/economicdevelopment

Has your Neighborhood Business Association or Chamber decided to put together an economic profile of your area?

Do you need updated data to help market your business district to existing customers and recruit interested businesses?

Does your business district group know all they should about their primary customer base?

Does your business district group know what demographic data is currently available on the Web?

Where do you start? Where do you get help?

This manual will begin to answer your questions about creating an economic profile for your Neighborhood Business District. It will also provide you with a list of sources and people that can help.

- **The first step is to determine what geographic area to include in your economic profile?** How many blocks or miles around your business district will you include to research data? You can create your own area or utilize an existing mapped area. There are current demographic data reports based on neighborhood planning areas in the City of Seattle based on the 2000 US Census information. If you're looking for more specific information, such as Historic Ballard or a few block area surrounding Market Street, then it's going to be a bit more difficult. The information is still available, it will take more time to find the information.
- **The second step is to decide what information you're going to include in your profile.**
Basic demographic information such as age, income, household makeup and race are available through the US Census. It is important to note, the US Census provides information on **residents not workers**.

If you're creating a profile of the **people who work in the neighborhood**, you will want to search the Puget Sound Regional Council's website for "**Covered Employment**". These statistics are released once a year. Please see page 5 of this manual for further explanation.

Other information such as traffic counts, parking inventories, and permits for development may be available about your area. See the index at the back of this manual for more information.

First Step: How do you determine the geographic area?

Finding data for a larger geographic area is easier than carving out a couple of blocks. To help develop your areas, the first step is to determine which Census Tract you are in. There are several resources that will get you to the Census Map that you will need. For our purposes we'll use the Puget Sound Regional Council, the City of Seattle, and American Factfinder. **(For US Census definitions please see page 17.)**

Step-by-step instructions for three resources to determine your census tract:

Puget Sound Regional Council <http://www.psrc.org>

1. From the PSRC Homepage
2. Click on "MAPS / DATA / PUBLICATIONS"
3. Click on "MAP FILES" – A page titled "Geography" will appear
4. Under the first map section you will notice there is a Census Tract Map
5. Click on MAPS
6. Under Census Tract Maps: click on SEATTLE (listed under King County heading)
7. Once the map loads look for your location.

City of Seattle <http://www.cityofseattle.gov>

1. From the City of Seattle' Homepage, use the search feature in the upper right corner of the Home page to search for "Census Tracts." Select: [DPD - Population & Demographics: Census 2000 Data for Census ...](#)
2. Click on REFERENCE MAPS
 - CENSUS TRACTS MAPS:
 - TRACT MAPS FOR SEATTLE:
 - BLOCK MAPS:

The maps may appear to be a little compact when you open them making them a little difficult to read. Print them out and this should alleviate this problem for you.

American Factfinder, The official US Census web page <http://factfinder.census.gov>

1. From the American Factfinder Homepage, locate the tool bar located on the left side of the screen
2. Click on MAPS & GEOGRAPHY
3. Click on REFERENCE MAPS (** note: on this page the third link is for a tutorial on "Creating & Using Maps")
4. A large map of the United States will load.
5. Click on WASHINGTON STATE

There are several levels that you will click through as you locate your area. You may find it easier to use this option if you already know your Census Tract and are looking for the Block Groups and/or Blocks in your area. If you are going to research information from the Census, you will need to work your way through this process to learn what your Tract level or city / town level is. This information will help you locate additional data for your reports.

Second Step: What information to include in the profile?

The profile can be as detailed as you would like it to be. A good starting point is to think of your intended audience and how you want to use the data:

- What are the five or so things they want to know?
- Is the profile going to be used to solicit potential business to your area? Would they like to know more about the residents or perhaps that there are already 9 coffee shops located in a 3-block radius?
- What demographic information do you need?
 - What is the median income of the residents?
 - What is the median age group in your area?
- Where are the foot traffic counts in your main business areas?
- What are the peak times for business?

Now you have your questions, what's next? Where do you get your information? How do you start?

The following list of user-friendly resources will help you locate more information for your profile. The index for this manual also lists specific topic listings and page numbers for a quick reference.

Data Resources:

- **Puget Sound Regional Council (PSRC)** www.psrc.org

“The Puget Sound Regional Council is an association of cities, towns, counties, ports, and state agencies that serves as a forum for developing policies and making decisions about regional growth and transportation issues in the four-county central Puget Sound region. “

This is a user-friendly site that is a wonderful source of information. You can find all kinds of information, including: Covered Employment numbers, different types of maps, and the regional parking report, just to name a few. The key is to look through the different reports to see the geographic areas already defined and determine if the areas are useful to you. A lot of reports are given at the Census Tract level or city/ town levels only.

The PSRC is an excellent way to access the 2000 U.S. Census. The PSRC has started to digest the 2000 Census and produce localized reports. Again, remember that most of the reports are done on the Census Tract level or city / town level. If you are looking for a smaller portion of your census tract(s), i.e. group block or block level, the American Factfinder website is the best place to gather data by your Census block(s). This process has been made as easy as possible, see the information below.

Did you know data is available about the employees in your area? This information is collected by the State of Washington and reported as “covered employment.”

What is Covered Employment?

This series consists of employment for those firms, organizations and individuals whose employees are covered by the Washington Unemployment Insurance Act. Covered employment excludes self-employed workers, proprietors, CEOs, etc., and other non-insured workers. Typically, covered employment has represented 85-90% of total employment. The employment data represents the number of jobs during March of each year. Note that this includes part-time and temporary employment, and if a worker holds more than one job, each job would appear in the database.

The Covered Employment Major industrial categories are:

1. Construction/Resources (Const/Res)
2. Finance, Insurance, Real Estate and Services (FIRES)
3. Manufacturing
4. Retail
5. Wholesale Trade, Transportation, Communication and Utilities (WTCU)
6. Government
7. Education
8. Services

How to Look Up Covered Employment

1. On the main page, click on MAPS / DATA / PUBLICATIONS located on the left side bar.
2. Click on DATA PRODUCTS – this will lead you to the DATA page.
3. You are now on the DATA page – across the top there is a tool bar. Click on DEMOGRAPHICS.
4. Click on COVERED EMPLOYMENT ESTIMATES.
5. The report is given by Census Tract so you’ll need to look up your Census Tract number through another resource.

- **American Factfinder** http://factfinder.census.gov/home/saff/main.html?_lang=en

This is the official website for the U.S. Census Bureau. All of the information is free. Tips for this website:

- Read everything on the main page.
- Spend some time determining your geographic area. The site will walk you through it.
- Check out the “Maps and Geography” on the sidebar

Please remember the U.S. Census only gives information on the residents of a geographic area. The Census does not provide information on the workers within a geographic area. If you are looking for information on people who work in your

geographic area, but do not live there – go to the PSRC (see above) and look up “Covered Employment”.

Examples of the types of reports that you’re able to access at American Factfinder:

The Decennial Census is taken every 10 years to collect information about the people and housing of the United States.

The American Community Survey is an ongoing survey that provides data about your community every year.

The Economic Census profiles the U.S. economy every 5 years.

The Population Estimates Program publishes population numbers between censuses.

Once you have figured out your geographic area on American Factfinder, you are ready to start creating reports:

1. On the left tool bar click on DATA SETS.
2. Read all of the descriptions of the different reports to see which one would fit the information that you’re most likely looking for. For this example we’re going to use SF1.
3. Click on DETAILED TABLES
4. This is where knowing your geography is necessary. Walk through each of the steps as you are cued. When you get to the fourth cue it ask which Census Tract you would like, notice the “Map It” button to the right. Once you pick your Census Tract you can click on it and the table will pull it up. This is a very handy tool especially when you are attempting to figure out which Block Groups and Blocks are located in your Census Tract. Take a moment and get familiar with this tool.
5. Click “ADD” after you have gone through the process of picking out your geography.
6. After you’ve picked your geography click “NEXT” and this will take you to the list of reports. It will only give you the reports that it has available for the area you requested. There are an overwhelming number of options. Read through several times and play around with the reports. You will notice a, “What’s this” button – click on it to see what information the individual reports provide and how they are presented.
7. As you decide which reports you are going to use, you’ll need to click on the “ADD” button which will move them into the last cue.
8. When you are finished click on “SHOW RESULTS”.
9. You’ve looked at the results and decided that you want to save them. On the upper tool bar there is a “Print / Download” option. Click on it.
10. It will bring up a page with several options. Generally it’s easiest to go with the default option, which is “Comma delimited”. This option is compatible with Microsoft Excel Spreadsheets. This will lay out the reports so the topics are on the left side and the numbers are on the top. It is the easiest way to read the reports.

Government Websites

1. City of Seattle www.seattle.gov

The City of Seattle's website has a lot of information on various department websites. Below are some helpful links with a brief description to help you get started.

Frequently we are asked: How do I find information about the revenue of my business district? In short, this information is not available on a neighborhood level at this time. If it were available, the revenues for chain stores or businesses with two or more locations within the City would not be recorded in your area. (These businesses report revenue to the City for all locations together for tax purposes.) Also, it may not answer the right question. If revenues have increased by 20%, does this really mean that a business district is healthier? If a new larger store opened in the business district during this time, but several smaller stores closed, does this represent an improvement for the shopping district?

Given these challenges, OED is looking for other ways to provide valuable information about how to measure the health of a business district. Information in this manual provides more information about the data resources available to create a neighborhood business district profile that paints a fuller picture of your area.

- **City of Seattle's Demographic and Quick Facts website**

Check out the Seattle Datasheet which provides information about various topics from the economy, tourism, transportation, education and quality of life. <http://www.seattle.gov/oir/datasheet>

Data also available in Spanish, French, Italian, Chinese and Japanese on this website.

- **Seattle's Official Census Page**

The City's Population & Demographics website provides population, housing and geographic data, reports, and other information for Seattle and its neighborhoods. <http://www.seattle.gov/DCLU/demographics/default.asp>

Note: Due to budget reductions, the City no longer has a demographer on staff to update information. An easy way to make sure you are using the most current information is to look at the last time a page was updated and to see if an external source was referenced. If so, you may be able to get more current information by going directly to the source. For example the Tourism statistics on the City of Seattle's page reference the Seattle Convention and Visitor's Bureau and are from 1999. If you check the Seattle Convention and Visitor's Bureau website, http://www.seeseattle.org/aboutus/vis_stats.asp, to find the most current statistics available, from 2003.

- **Seattle Department of Transportation (SDOT)**

- Neighborhood Parking Study (completed in 1998 and 1999)

- Includes on- and off-street parking data for 26 Seattle neighborhoods and parking management best practices.

- <http://www.seattle.gov/transportation/parking/parkingstudy.htm>

- Traffic Counts

- The City of Seattle has count traffic in the majority of neighborhoods. There is an easy to read interactive map. The volumes on the map segments represent the Average Annual Daily Traffic (AAWDT) (5-day, 24-hour) for that section of roadway. For more information about traffic flow data, call 206-684-5102. A printed version of this map is available at Seattle Municipal Tower, 700 5th Avenue, 37th Floor, Permit Counter.

- <http://www.seattle.gov/transportation/tfdmaps.htm>

- **Department of Planning and Development (DPD)**

- Seattle Planning Information and Data Resources (SPIDR)

- Using the SPIDR TractMapper, one can access and explore population and demographic data, as well as crime data and the location of City facilities and services. This tool includes interactive maps!

- <http://www.seattle.gov/DPD/planning/comprehensive/spidr/expldata.htm>

- Look up permit information for developments within your neighborhood

- <http://www.seattle.gov/dpd/permits/>

- **Seattle Police Department (SPD)**

- Crime data by census tract – please read the home page for more information about what statistics are available.

- <http://www.seattle.gov/police/crime/default.htm>

- **Human Services Department (HSD)**

- Human Service Demographic Standards

- A sub-committee composed of funders and service providers collaborated to define a standard set of elements that all providers will collect and report to the City of Seattle, King County and United Way.

- <http://www.seattle.gov/humanservices/OutcomeAlignment/Demographics.htm>

Homeless Youth Demographics

<http://www.seattle.gov/humanservices/fys/HomelessYouth/HomelessYDemographicData.htm>

Seattle's 2001-2004 Consolidated Plan for HUD

The Consolidated Plan (Con Plan) is a planning document used by cities, counties and states to identify housing, homeless, human and economic development needs and to develop the long-term strategies to address them.

<http://www.seattle.gov/humanservices/director/ConsolidatedPlan/default.htm>

▪ **Department of Information Technology (*DoIT*)**

Technology Survey (2004)

This report assesses the current level of information technology access and literacy among Seattle's residents and explores residents' perceptions about information technology. This survey also examines the needs and uses of information technology by small businesses.

<http://seattle.gov/tech/indicators/surveysummary.htm>

2. **King County** <http://www.metrokc.gov>

This is a good resource if you are preparing a comparison profile and are looking for city, county or state demographic statistics. There are a limited number of individual neighborhood reports on this site.

- On the main page click on "Census Viewer". This is a user-friendly feature and it will walk you through the 2 steps that are necessary.
 - a. The first step is to pick your geography. This tool provides data for most King County cities, WA State and some defined areas of the City of Seattle. This tool does not provide the information by Census Tract level.
 - b. On this page you are able to pick your topic and scroll through the 10 different demographic elements. If your neighborhood is not present on the list than pick any neighborhood to see the county and state statistics.

3. **State of Washington** <http://access.wa.gov/home.aspx>

Washington State's main webpage offers data collected from various state agencies as well as information on population and employment.

**Washington State Community, Trade and Economic Development,
Business and Project Development**

<http://www.choosewashington.com/>

Provides information for businesses interested in relocating or expanding in Washington State. Information includes State Data, Washington Industries, Business Resources, and Location Search tool. Keep in mind that it's mainly on the city, county or state level.

Department of Revenue

For tax revenue statistics at the City level, visit the State of Washington's Department of Revenue at <http://dor.wa.gov/>

1. Upper Left side of the tool bar click on STATISTICS & REPORTS. This link will lead you to a list of all of the different reports that are available. On the left tool bar you may "Create a Report" or "Need Assistance". When you create a report it will give you the option of picking your geography. The smallest geography available is the city level.

Other Organizations

1. Local Economic Development Agency

enterpriseSeattle http://www.edc-sea.org/Research_Data/economic_demographics.cfm

This site is a good source for county and national demographic statistics, such as population (by age & race), income, employment, cost of living and retail sales.

2. Local News Publications (*No subscription necessary*):

Seattle Post-Intelligencer <http://seattlepi.nwsourc.com/>

The Webtowns, which are located under the Neighborhood tab on the left, provides a quick snap shot of the census data for different neighborhoods and Cities outside Seattle. It will also give you a list of news articles regarding the same area.

Puget Sound Business Journal- (PSBJ) <http://www.bizjournals.com/seattle/>

This does require a FREE registration in order to read the articles on the site. You can search for business related articles about your area. The archives are available for the past 9 years.

3. Local News Publications (*Subscriptions Required*):

Daily Journal of Commerce- (DJC) <http://www.djc.com>

The DJC has a very extensive online archive for the past 15 years. In addition you can also review & track all Master Use Permits (MUP) and Permits announcements that are issued by local municipalities. This enables you to follow projects in your neighborhood. Projects can also be tracked through the DJC website, as the current permit status is posted in real time. Bidding information is also available. The DJC focuses on Oregon, Washington, Montana, Idaho, and Alaska.

4. Commercial Property Management Companies

The following Commercial Property Management companies are national organizations that provide some form of research on their websites. The reports are generally provided at the city level and you will most likely not find information on your individual neighborhood. However, if you're looking for information on Seattle as a whole these are good places to start. Read the small print on their individual reports to ensure that you're aware of what is included in the report. For example:

CB Richard Ellis no longer counts all of the class 'A' buildings downtown when compiling their vacancy reports.

CB Richard Ellis - Real Estate Worldwide <http://www.cbre.com/index>

Colliers International - Commercial Real Estate Consultants
<http://www.colliers.com/Corporate/>

Trammel Crow Company <http://www.trammellcrow.com/home.asp>

Cushman & Wakefeild <http://www.cushmanwakefield.com/globhome.html>

Grubb & Ellis <http://www.grubb-ellis.com/>

Grubb & Ellis provides one-page market reports, which provides a general overview but does not break down market statistics. The in-depth reports are available for purchase online.

5. Other Helpful Sites

Downtown Seattle Association (DSA) <http://downtownseattle.com>

If your area is located in one of the City Center neighborhoods you can contact the Research and Market Analysis department for assistance.

Sustainable Seattle <http://www.sustainableseattle.org>

Sustainable Seattle is a resource & catalyst for urban sustainability. Seattle residents can access demographic and open space/parks information at the neighborhood scale by viewing their new interactive maps.

OfficeSpace <http://www.officespace.com>

OfficeSpace allows you to look at regional statistics without having a subscription to the site. With a subscription, you can access all of the neighborhood statistics (often by buildings within the neighborhood you are searching).

Dupree + Scott Apartment Advisors <http://www.dsaa.com/>

Dupree + Scott Apartment Advisors publishes a newsletter and research reports for apartment investors, lenders, brokers, appraisers, developers, and public agencies involved in the rental housing market in the Puget Sound region.

Conducting your own research

Here are several suggestions to conduct your own research for your business district.

1. **The Development Guide** – the Downtown Seattle Association tracks all of the development projects within downtown boundaries. A project is followed from the discussion phase through completion. The information is available on the DSA website and is updated twice a year.

How To Do It Yourself

To conduct a version of this for your own area, use the Daily Journal of Commerce as your main resource (does require a subscription). You could also gather information through free avenues by taking the information off of the boards posted at the future construction sites and looking up the information on the City's DCLU web page. The Seattle Times, The Seattle PI, The Puget Sound Business Journal are also good resources for looking up future and current construction projects in your area.

2. **The Street Level Retail & Service Survey**- DSA tracks all of the street level addresses and major malls within the downtown area. The address, not the businesses is tracked thus allowing the DSA to get a better view of the neighborhoods. Conducting studies annually will allow you to trend the information. Trending will allow you to track what types of businesses are prevalent in your neighborhood and what has changed since the last time the survey was conducted.

The DSA verifies that the address is correct and which business is located there. By tracking the address and not the building, you could determine over a period of time that 600 Main has had 9 business located in it and they were x, y and z. If you tracked the business and not the address you could determine that Business X has moved 3 times and the addresses were 1, 2 & 3.

How To Do It Yourself

If you would like to conduct your own version of the Street Level Survey the following are the basic steps for this process.

1. **Decide what information you are going to gather.**
2. **Decide what time of year you'll conduct the survey.**
3. **You will then contact the businesses (depending on the size of your geographic area) or simply walk the streets.** A directory of the area is a good starting point, if available.
4. **Analyzing the information once collected.** You'll want to compile all of the information into one report so that you can share it easily with your audience.

3. Pedestrian Counts

Pedestrian Counts can provide both an established as well as prospective business with information on time and location of the area's highest concentration of foot traffic.

How To Do It Yourself

The following are the basic steps for this process.

1. **Decide on your desired locations.** How many main intersections are there in your neighborhood or Business District? Is there a main shopping area? Do you just want to count the traffic walking down specific sidewalks?
2. **Decide what time of year to conduct the survey.** Seasonal differences will play a role in the number of people you count in your neighborhood.
3. **Organize a group of volunteers or staff and gather your equipment.** The basic equipment needed: hand held counter, clipboard, and a log sheet. The number of volunteers will depend on the number of locations. Figure that each volunteer will be able to count one direction at a time. If you have one main intersection and you wish to count all four directions then you'll need four people.
4. **Decide on how long of a period of time you wish to count.** Remember to count at least a couple of days so that you can provide an average.
5. **There are several factors to take into account such as the weather or any annual events that would bring larger crowds into the area.** Weekend verse weekday traffic. Generally on the weekends and or evenings you'll get a truer sense of the residential traffic. The lunchtime counts might give you an idea of area workers who are running errands and dining out.
6. **Analyzing the information once it is collected.** You'll want to compile all of the information into one report so that you can share it easily with your audience.

Need to ask a Person for Research Help?

1. Free Services

The Seattle Public Library - Business Librarian <http://www.spl.org>

You can save time and energy by having a business librarians find answers to your questions or show you cost effective ways to search the Web. You can receive research assistance from a librarian to analyze your company's competitors, as well as help on how to research the latest industry trends, forecast, or market size.

Contact Sally Wermcrantz, Seattle Public Business Librarian, 386-4645

The Puget Sound Regional Council

Deana McLaughlin, Library Manager
Margaret Warwick, Research Librarian
Doris Dungan, Cataloging Librarian
Phone (206) 464-7532
Email: infoctr@psrc.org

Washington State Community, Trade and Economic Development Business and Project Development

The Business and Project Development Team welcomes your questions and requests. Call (360) 725-4100 or email busdevinfo@cted.wa.gov.
Seattle office located at 2001 Sixth Avenue, Suite 2600 Seattle, WA 98121

2. Services for Hire

There are countless number of firms and individuals which can provide your organization with data about your neighborhood business district. If you've worked with a firm you'd like to recommend to others, please contact Tinná White (733-9254) at the Neighborhood Business District Program.

The **Puget Sound Research Forum** is a professional organization for local Puget Sound research users & suppliers.

Contact : (206) 283-6148 or <http://www.pugetsoundresearchforum.org>

Census Training

There are many companies that offer census training. The US Census posts training opportunities and has on-line tutorials at

<http://www.census.gov/mso/www/training/index.htm>

Helpful Census Definitions

Census tract (CT)

A small, relatively permanent statistical subdivision of a county delineated by a local committee of census data users for the purpose of presenting data. Census tract boundaries normally follow visible features, but may follow governmental unit boundaries and other non-visible features in some instances; they always nest within counties. Designed to be relatively homogeneous units with respect to population characteristics, economic status, and living conditions at the time of establishment, census tracts average about 4,000 inhabitants. They may be split by any sub-county geographic entity.

Block group (BG)

A subdivision of a census tract (or, prior to 2000, a block numbering area), a block group is the smallest geographic unit for which the Census Bureau tabulates sample data. A block group consists of all the blocks within a census tract with the same beginning number.

Example: block group 3 consists of all blocks within a 2000 census tract numbering from 3000 to 3999. In 1990, block group 3 consisted of all blocks numbered from 301 to 399Z.

Block

A subdivision of a census tract (or, prior to 2000, a block numbering area); a block is the smallest geographic unit for which the Census Bureau tabulates 100-percent data. Many blocks correspond to individual city blocks bounded by streets, but blocks - especially in rural areas - may include many square miles and may have some boundaries that are not streets. The Census Bureau established blocks covering the entire nation for the first time in 1990. Previous censuses back to 1940 had blocks established only for part of the nation. Over 8 million blocks are identified for Census 2000.

Quick Points to Remember

- | |
|--|
| <ol style="list-style-type: none">1. Census tract – Largest area that is measured2. Block group – smaller than Census tract – collection of blocks3. Block – smallest unit of measurement |
|--|

Summary File – SF

There are four Summary Files based on Census 2000. These are among the most detailed data products available from the population and housing census. Summary File 1 (SF 1) and Summary File 2 (SF 2) focus on the information collected on the census short form – namely on age, sex, race, Hispanic/Latino origin, households, families, housing units, and owner/renter status. Summary File 3 (SF 3) and Summary File 4 (SF 4) focus on social, economic and housing characteristics compiled from a sample of approximately 19 million housing units (about 1 in 6 households) that received the Census 2000 long-form questionnaire. Topics include income, education,

occupation, ancestry, disability, foreign birth, commuting, household financial arrangements, year housing structure built and many other population and housing subjects.

100 - percent (or SF 1) - gives exact numbers even for very small groups and areas, whereas **Sample Data (or SF 3)** gives estimates for small groups and areas such as tracts and small places that are less exact. The goal of sample data is to identify large differences among areas or large changes over time. Estimates for small areas and small population groups often do exhibit large changes from one census to the next, so having the capability to measure them is worthwhile.

100-percent data: The information in this file includes age, sex, race, Hispanic or Latino origin, household type, relationship, group quarters, whether the residence is owned or rented (tenure), and vacancy status.

Sample data - presents in-depth population and housing data collected on a sample basis from the Census 2000 long form questionnaire, as well as the topics from the short form 100-percent data (age, race, sex, Hispanic or Latino origin, tenure [whether a housing unit is owner- or renter-occupied], and vacancy status). It includes population totals for ancestry groups. It also includes selected characteristics for a limited number of race and Hispanic or Latino categories.

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American Factfinder 6

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