Build Your Own ACS Data Profile: Improving the accessibility and customization of the American Community Survey data for Minnesota communities

Ellen Wolter
Wilder Research
What is MN Compass?

Minnesota Compass provides a common foundation of information to effectively address community issues and measure progress in solving them.
Minnesota Compass Key Topics

- Aging
- Children & Youth
- Civic Engagement
- Demographics
- Disparities
- Early Childhood
- Economy
- Education
- Environment
- Health
- Housing
- Immigration
- Public Safety
- Transportation
- Workforce
Get in-depth data profiles for Minnesota communities.

Browse all profiles

Build your own profile

Search by name

e.g. East Gull Lake

Special Projects

Duluth neighborhoods

Iron Range Resources & Rehabilitation Service Area

Minneapolis-St. Paul neighborhoods

Twin Cities region

Choose Your Data Adventure: Build Your Own Data Profile!

Get ready to choose your own data adventure, Minnesota! The Build Your Own statewide data tool is here. In this article, Compass

Student proficiency on educational assessments remains flat

About 6 in 10 Minnesota students meet state standards in 3rd grade reading, 5th grade science, and 8th grade math. Trends in student achievement across all three areas are mixed.

GEOGRAPHIC PROFILES

Find data organized by geographic area. Get profiles for the state, Minnesota's 7 regions, 87 counties, cities with populations of 1000+, and select neighborhoods.

VIEW NOW>

STAY INFORMED
Minnesota Compass Regional Profiles

Regions
Southwest

Counties
Big Stone Chippewa Cottonwood Jackson Kandiyohi
Lac qui Parle Lincoln Lyon McLeod Meeker
Murray Nobles Pipestone Redwood Renville
Rock Swift Yellow Medicine

Cities (1,000+)

[Map of Minnesota showing regions and cities]
Individuals below the poverty level by detailed age
Minnesota, 2017

Individuals below the poverty level
By county, 2017

Individuals below the poverty level
By region, Minnesota, 2017

Sources:
U.S. Census Bureau, Small Area Income and Poverty Estimates.
IRON RANGE RESOURCES & REHABILITATION SERVICE AREA

Find at-a-glance trends and data by neighborhood and workforce. Profiles are:

**MINNEAPOLIS-SAINT PAUL NEIGHBORHOODS**

Find at-a-glance trends and data for Minneapolis-Saint Paul neighborhoods including population, housing, and employment.

- Click on a neighborhood area within the map for more details and for links to the profiles.
- Choose from the map views drop-down to see additional maps with data.
- Scroll down to view the list of neighborhoods by name.
- Download the neighborhood data file with margins of error.

**DULUTH NEIGHBORHOODS**

Find at-a-glance trends and data for Duluth neighborhoods including population, housing, and employment.

- Click on a neighborhood area within the map for more details and for links to the profiles.
- Choose from the map views drop-down to see additional maps with data.
- Scroll down to view the list of neighborhoods by name.

Select map views of the data: Neighborhood areas map
Improving access to data for all Minnesota communities
<table>
<thead>
<tr>
<th>City</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria</td>
<td>Grand Rapids</td>
</tr>
<tr>
<td>Austin</td>
<td>Hibbing</td>
</tr>
<tr>
<td>Bemidji</td>
<td>Rochester</td>
</tr>
<tr>
<td>Brainerd</td>
<td>St. Cloud</td>
</tr>
<tr>
<td>Crookston</td>
<td>Willmar</td>
</tr>
<tr>
<td>Fergus Falls</td>
<td>Worthington</td>
</tr>
</tbody>
</table>

@MNCompass
There’s more than one greater Minnesota.
45% of Minnesotans live in greater Minnesota

And infinite other ways that greater Minnesotans define and draw their community boundaries
What we heard...

about data needs in Minnesota

“How many residents living in my Economic Development Region are without a car or are housing cost-burdened?”

“How do educational attainment, unemployment, and poverty rates compare across school districts in my region?”

“How does my community fit into the bigger picture of the region?”

“How many children in my five-county program service area live in poverty and how does it compare to the entire region?”
BUILD YOUR OWN

Select the data YOU want!

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Using the *Build your own data* tool

**Customized data profiles**

#1 Build a Profile  
#2 Compare Profiles  
#3 Draw a Profile
Build your own profile data

Data Sources:
- American Community Survey (5-year estimates)
- Longitudinal Employment Household Dynamics Data
- Decennial Census
Data available for Minnesota communities

Available geographies:

- Counties
- Cities
- School districts
- Minnesota Initiative Foundation Region
- Economic Development Region
- MN House Districts
- MN Senate Districts
- US Congressional Districts
- Zip codes
- Census tracts
Step 1:
Choose a geography view 🔄

- Statewide
- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Regions
- Economic Development Regions
- MN Senate Districts

Step 2:
Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3:
Compare (optional)

Add Comparison

View Profile  Start Over
Step 1:
Choose a geography view

Statewide
- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions
- MN House Districts

Step 2:
Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3:
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View Profile  Start Over
Step 1:
Choose a geography view

- Statewide
- Cities
- Counties
- School Districts
- Economic Development Regions
- MN House Districts
- MN Senate Districts

Step 2:
Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3:
Compare (optional)
Add Comparison

View Profile
Start Over
# Data profile

**Selected County:** St. Louis

## Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>St. Louis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total population (2013-2017)</strong></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>200,294</td>
</tr>
<tr>
<td><strong>Gender and age (2013-2017)</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>100,596</td>
</tr>
<tr>
<td>Female</td>
<td>99,698</td>
</tr>
<tr>
<td>Under 5 years</td>
<td>10,336</td>
</tr>
<tr>
<td>5-9 years</td>
<td>10,168</td>
</tr>
<tr>
<td>10-14 years</td>
<td>11,470</td>
</tr>
<tr>
<td>15-17 years</td>
<td>6,408</td>
</tr>
<tr>
<td>18-24 years</td>
<td>25,582</td>
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<tr>
<td>25-34 years</td>
<td>23,389</td>
</tr>
<tr>
<td>35-44 years</td>
<td>21,610</td>
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<td>45-54 years</td>
<td>25,123</td>
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<td>55-64 years</td>
<td>30,597</td>
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<td>65-74 years</td>
<td>19,738</td>
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<tr>
<td>75-84 years</td>
<td>10,632</td>
</tr>
<tr>
<td>85 years and older</td>
<td>5,171</td>
</tr>
<tr>
<td>17 years and younger</td>
<td>38,472</td>
</tr>
<tr>
<td>18-64 years</td>
<td>126,281</td>
</tr>
<tr>
<td>65 years and older</td>
<td>35,541</td>
</tr>
</tbody>
</table>
Using the *Build your own data* tool

#1 Build a Profile
Adventure #1

Build a profile with More than one geography

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Adventure #1

More examples
Eastern Washington County United Way Service Area
Adventure #1

More examples

St. Cloud
Area MSA

Step 1:
Choose a geography view

Statewide
Cities
Counties
School Districts
Minnesota Initiative Foundation Region
Economic Development Regions
MN House Districts
MN Senate Districts

Step 2:
Make selections
Click on the map to pick area(s) for your profile.
Clear all

(✓) Stearns
(✓) Benton

Step 3:
Compare (optional)
Add Comparison
#2

Compare Profiles

Using the *Build your own data* tool

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Adventure #2

Compare Cities & Cities

Alexandria

Fergus Falls
Adventure #2

Compare Cities & Economic Development Regions

Fergus Falls
Alexandria
West Central EDR
Adventure #2

Compare Counties & School Districts

St. Louis County

School districts within St. Louis County

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#3 Draw a Profile

Using the *Build your own data* tool

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Adventure #3

Draw profiles
Northern & Southern St. Louis County

“Being able to customize the data, with or without the city of Duluth”
Adventure #3

Draw profiles
Greater Twin Cities United Way service area

Step 1:
Select a reference layer
- None
- Statewide
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions

Step 2:
Select a drawing tool
- Shape
- Line
- Point
- Buffer 1.0 Mi

Click on the map to begin drawing. Double click to finish drawing lines or shapes.

Nothing selected.

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Adventure #3

Draw profiles
Greater Thief River Falls
How does it work?

- Contracted with Excensus, LLC to build API & custom selection interface
How does it work?

For “predefined,” “standard” areas:

- Custom built API
- Use recent 5-year ACS & LEHD data

Standard Geographies

- State
- Counties
- Cities
- School districts
- Congressional districts
- Zip codes
- Census tracts
How does it work?

For “custom” areas:
- Derived census tract-level allocation weights from 2010 household counts
- Most recent 5-year ACS & LEHD data
- If fewer than 1,500 households for custom areas: 2010 Decennial Census

Custom Geographies
- Economic Development Regions
- Transit lines
- Minneapolis neighborhoods
- Duluth neighborhoods
- Greater Minnesota
- Custom drawn areas
How does it work?

For “custom” areas:

- Custom areas do not conform to census tracts
- Mapping tool calculates allocation ratio based on the portion of the census tract(s) within a selected area
- Allocation ratio determined by percentage of 2010 housing units within tract(s) that fall within the selected area
- Data within the selected area are then summed to produce aggregate results
Questions?

ellen.wolter@wilder.org

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