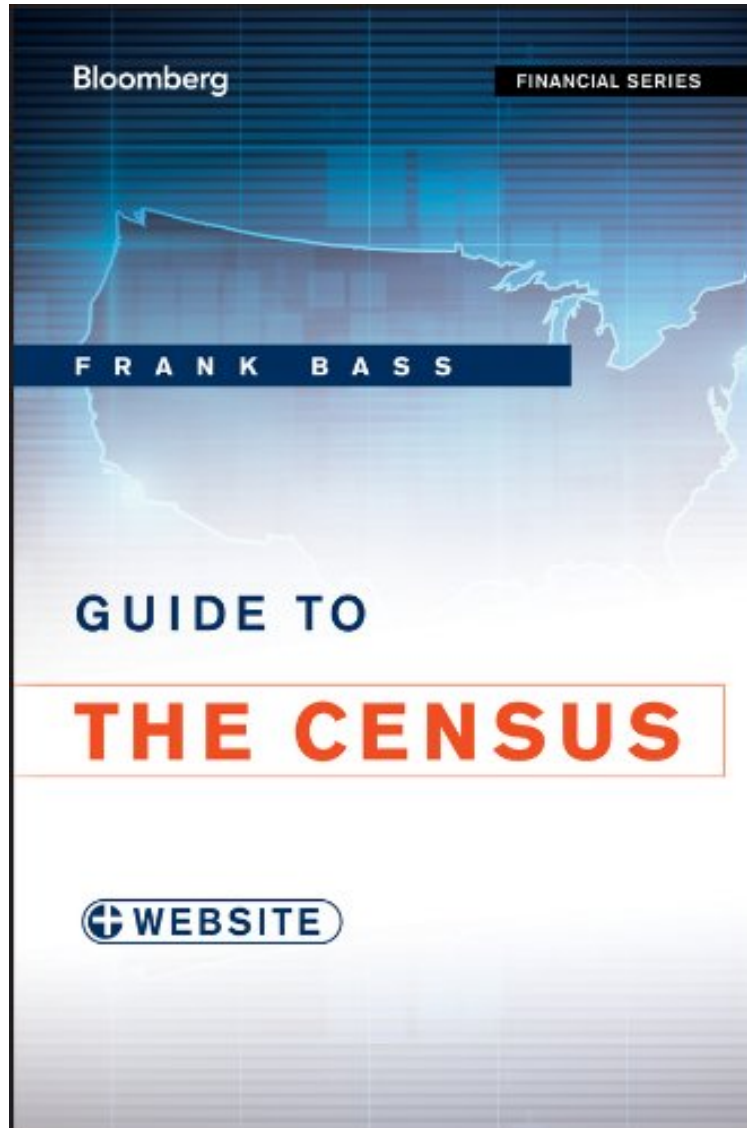


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Guide to the Census (Bloomberg Financial)

Frank Bass

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Frank Bass : Guide to the Census (Bloomberg Financial) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guide to the Census (Bloomberg Financial):

1 of 2 people found the following review helpful. helpful for applied researchers using census dataBy Christinegreat bookprovides useful programming examplescurrent to current version of census datauseful for applied researchersgreat explanations of methods.

How to parse, analyze, and incorporate census data This handy resource offers a reference guide for anyone interested

in tailoring specific Census data to their needs. It includes computer coding (SAS v9.x) software for extracting targeted data from thousands of Census files, as well as primers on using online tools and mapping software for analyzing data. The book offers thorough coverage of all aspects of census data including its historical significance, suggestions for parsing housing, occupation, transportation, economic, health, and other data from the census, and much more. Offers an guide to analyzing Census data that can have an impact on financial markets as well as housing and economic data boding ill or well for the future of the economy It includes computer coding (SAS v9.x) scripts for extracting specific data from Census files Offers guidance on using thousands of variables from Census results released every year and American Community Survey data now released every year The only one-stop guide to analyzing and using annual and decennial Census data Bass offers a practical guide for leveraging information compiled by the Census to further research as well as business interests.

From the Inside FlapThe U.S. Census Bureau employs 4,285 full-time employees dedicated to gathering, processing, and analyzing quality data about the nation's people, across an array of categories, including age, ethnicity, living conditions, marital status, household status, individual and household incomes, health and disabilities, level of education, and more. The Bureau also compiles vital information about changes in population growth and geographical distribution, as well as vital demographic information nationally, regionally, and locally. In short, the U.S. Census Bureau is a gold mine of useful information for the savvy professional who understands the value of the data it collects and knows how to use it to further their business interests. The trick is knowing how to access and sift through the thousands of terabytes of data stored in the Bureau's databases. Enter *Guide to the Census*. Written by a veteran journalist and Bloomberg data editor ("an information behemoth—a news aggregator, government contract database, Congressional staff directory, and source for policy research and analysis all in one website." —New York Times), *Guide to the Census* gives you the knowledge and tools you need to access and successfully navigate Census data and explores the nearly limitless ways in which that data can be leveraged to market your products or services, grow your company, and promote every aspect of your company's success. Painstakingly researched and written in clear, precise, journalistic prose, *Guide to the Census* delivers: In-depth coverage of all aspects of Census data, including housing, occupation, transportation, economic, health, and other data, and more Tips on analyzing Census data that can affect financial markets, as well as housing and economic data boding ill or well for the future of the economy Clear, step-by-step guidance on how to use online tools and mapping software for analyzing data Computer coding (SAS v9.x) scripts for extracting specific data from Census files Priceless pointers on how to use thousands of variables from Census results released each year and American Community Survey data also now released every year An indispensable resource for everyone from corporate strategists, marketing professionals, and financial analysts, to merchandisers, commercial developers, and new product designers and developers, *Guide to the Census* is a comprehensive guide to accessing, parsing, and analyzing Census data and putting it to work in your business.

From the Back CoverPraise for *Guide to the Census* "Frank Bass is a Census expert without equal. From his telling of the first Census in 1790 (no, he didn't cover it!), Frank provides a masterful account of America's once-a-decade nose-counting. Frank has taught the secrets of Census reporting to literally hundreds of reporters. Now he gives everyone the special Bass primer on how to read between the lines and decipher the dense demographic language of the country's most important statistical abstract." —Sandy Johnson, former Associated Press bureau chief in Washington "Guide to the Census provides an essential road map through the riches offered by the Census. Bass is the perfect guide and pulls off the near-impossible: he digs deeply into the data and explores complicated concepts while making the whole experience entertaining." —Mark Horvit, executive director, Investigative Reporters and Editors (IRE) "The U.S. Census Bureau gathers a trove of newsworthy data year-round, yet still too few journalists know how to mine it for stories. Veteran data reporter Frank Bass has gathered just about everything that anyone who needs to use demographics should understand into this very readable, well-organized, clearly illustrated, and highly informative guide. I've worked with Census data for decades, and I confess I learned a lot while reading it." —Steve Doig, Knight Chair in Journalism, Arizona State University "Frank Bass has been my go-to expert in Census, computer-assisted reporting, and journalism in general for years. He excels in clarity and precision, whether he's explaining a complex story to the reader or guiding journalists to work with dense databases. Frank continues that role in *Guide to the Census*, leading you through the significance of Census information and the best practices of using the no-longer-overwhelming data. If you're going to use Census data, read this book and keep it close at hand!" —Jeff Porter, special projects director, Association of Health Care Journalists "Uncovering golden nuggets of information using Census data can be a daunting task. You can select reported data and just touch the surface of what it implies or try to dive deeper for more meaningful results. But help has arrived from Frank Bass, who provides a fresh approach and shares the latest techniques to help you gain greater insights from Census data. And with his deep historical research of this decennial event, *Guide to the Census* is also a must-read for students of American history and political science." —Paul Kent, Vice President, Big Data, SAS "The Annual Community Survey now joins the U.S. decennial Census as an essential resource for tracking population and housing shifts in America. This comprehensive guide draws on Frank Bass's extensive experience to highlight how to mine each to their greatest

advantage. It is well designed for analysts in the business and policy worlds as well as the general public."

—William H. Frey, Demographer and Senior Fellow, The Brookings Institution "Guide to the Census is a clear, concise, easy-to-understand primer for policymakers and business leaders who want a comprehensive source about the intersection of population and socioeconomic trends in the United States."

—Susan Goldberg, executive editor, Bloomberg News

About the Author Frank Bass is an award-winning journalist who has used Census data for more than three decades. He is the author of *The Associated Press Guide to Internet Research and Reporting*, and he has lectured extensively about demographic research throughout the United States. Bass was the lead news manager for the AP's coverage of the 2000 Census. He joined Bloomberg in 2010 and is a data editor for Bloomberg News in New York. He was also the data editor for coverage of the 2010 Census for the State and Municipality team as well as a consultant for the Projects and Investigations team. Bass has worked at the *Wall Street Journal*, the *Houston Post* (where he was the 1994 Texas Headliners Foundation Reporter of the Year) and the *Alabama Journal*, where he shared the 1988 Pulitzer Prize for General News Reporting.