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August 2, 2012

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City Planning Releases New and Improved NYC Census FactFinder

August 2, 2012 – City Planning Commissioner Amanda M. Burden today announced the launch of the new NYC Census FactFinder, the Department of City Planning's (DCP) online map portal for accessing U.S. Census Bureau data. The revamped NYC Census FactFinder, developed in conjunction with the Department of Information Technology and Telecommunications (DoITT), provides users with greater flexibility in searching for the most up-to-date population profiles for specific locations in New York City. Among the wealth of information, NYC Census FactFinder users can now quickly examine 2010 Census data such as how many people rent versus own homes in their community; what the racial and age breakdown is in the blocks surrounding their home; and how many housing units there are in their neighborhood. Users can quickly and simply view 2010 Census profiles for different geographies as well as how it compares to 2000 Census data, a feature that was not previously available in NYC Census FactFinder. Not only has NYC Census FactFinder been updated with 2010 Census data, it has been completely reengineered with the look and feel of *NYCityMap*, the City's popular online map portal, and ZoLa, City Planning's interactive one-stop map tool for land use information.

Commissioner Burden said, "The NYC Census FactFinder is one of the most frequently used tools on City Planning's website, and I am happy to release this new and greatly improved version. Sifting through Census data can be a daunting task. Now, New Yorkers can easily find demographic information and, for the first time, view changes in their communities with this simple tool that will be familiar to anyone who has used ZoLa, our interactive land use map, or *NYCityMap*. NYC Census FactFinder is the latest initiative in which we are improving the ways that our award-winning website serves the public."

"There's no better source for New York City Census info than the NYC Census FactFinder, which combines a wealth of fresh data with the usability of the *NYCityMap* platform," said Colin Reilly, DoITT's Director of Citywide Geographic Information Services. "We're pleased to have once again partnered with the Department of City Planning on an application that should have wide appeal to anyone with an interest in the underlying demographics of the world's greatest city."

To begin a search on NYC Census FactFinder, first choose the type of geographic area you want to profile. The two options are:

- **Census tract:** Census tracts are small areas of New York City boroughs that cover several blocks and generally have a population of 3,000 to 4,000 people.
- **Neighborhood Tabulation Area:** Neighborhood Tabulation Areas, or NTAs, are groupings of census tracts from the 2010 Census with minimum populations of 15,000 that DCP makes available for ease of analysis. NTAs were originally created by City Planning to project populations for small areas from 2000 to 2030 for PlaNYC, Mayor Bloomberg's long-term sustainability plan for New York City. NTA boundaries and their associated names do not definitively represent neighborhoods.

After choosing the type of geographic area, select your location. You can search by **address**, **intersection**, **place of interest** (such as Grand Central Terminal, Brooklyn Borough Hall or Yankee Stadium), **census tract**, **subway station**, or **Neighborhood Tabulation Area**. Searching by intersection, census tract and Neighborhood Tabulation Area are new search options in NYC Census FactFinder that were not previously available in the tool. Alternatively, you can zoom in on a section of the map and select areas of interest. To create your own study area, you can select multiple census tracts using the buffer tool, which highlights a radius (.1 to .5 of a mile) around your selected location.

Once you have made your selection, you can view the full demographic profile for the area -- including race and Hispanic origin, household size, housing occupancy, age and more -- in the 2010 Census Profile tab. You can also compare the data for the selected area to New York City or any of the five boroughs.

In addition, under the Demographic Change tab, you can see how these data have changed over the past decade, from the 2000 Census to 2010, a feature that was not previously available in Census FactFinder. This is an important addition to the tool. Instead of looking back and forth at data sets from the two Censuses, demographic change can now be easily accessed and analyzed in Census FactFinder.

By the end of the year, Census FactFinder will be further enhanced to include demographic, socioeconomic, and housing profiles from the most recent American Community Survey, which also was not included in the previous version of Census FactFinder.

To use Census FactFinder, visit City Planning's website, www.nyc.gov/planning, and click on the Census FactFinder logo. You can also get to Census FactFinder directly by visiting <http://maps.nyc.gov/census>. First time users are encouraged to review the user guide and frequently asked questions. All NYC population data can be found at nyc.gov/population.

Department of City Planning

The Department of City Planning (DCP) promotes strategic growth, transit-oriented development, and sustainable communities in the City, in part by initiating comprehensive, consensus-based planning and zoning changes for individual neighborhoods and business districts, as well as establishing policies and zoning regulations applicable citywide. It supports the City Planning Commission and each year reviews more than 500 land use applications for actions such as zoning changes and disposition of City property. The Department assists both government agencies and the public by providing policy analysis and technical assistance relating to housing, transportation, community facilities, demography, waterfront and public space.