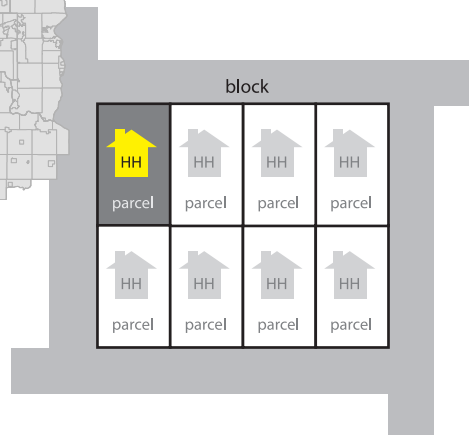
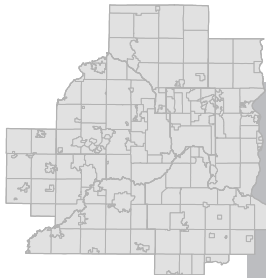
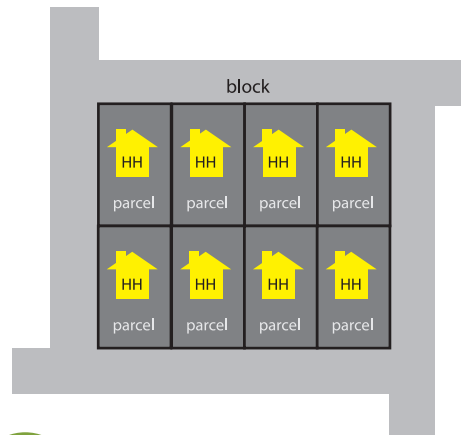


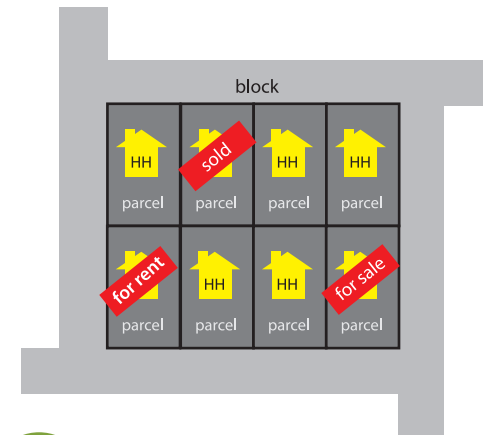
What is Excensus data?



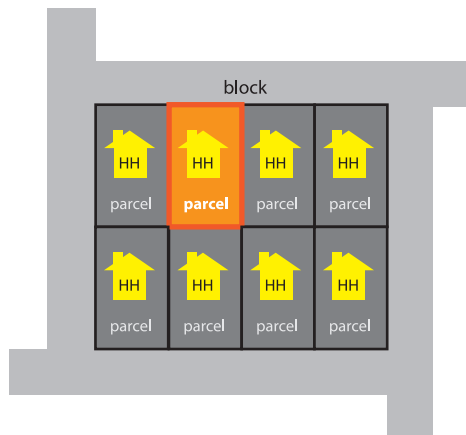
1 Household level data
(for the Twin Cities 7-County Metro)



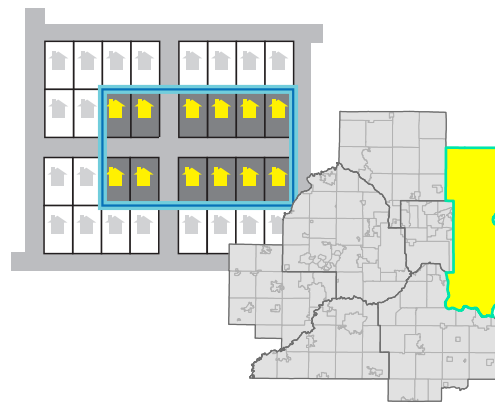
2 Counts every household
(doesn't use estimates)



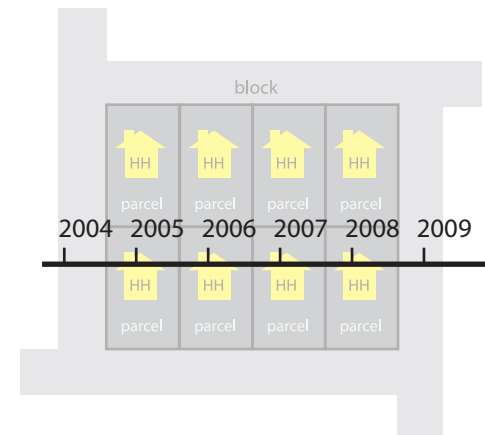
3 Tracks residential change
(flow and usage)



4 Data can be joined to GIS parcel data
(creating an even richer demographic dataset)



5 Data can be summarized by any geographic level
(by unique parcel groups, individual cities, counties, or the entire metro)



6 Data updated annually
(Current dataset includes 2004-2009)

How does **Excensus** data compare to **Census** data?

		Excensus	Census	
			2010 Census	ACS
1	Household level data for the Twin Cities 7-County Metro	●	●	
2	Based on actual household counts, not estimates	●	●	
3	Householder age data available	●		
	Household type data available	●	●	●
	Ownership status data available	●	●	●
4	Can be joined to parcel data to provide additional demographic data	●		
5	Custom data aggregation to summarize data for any geography	●		
6	Updated annually to track trends	●		●

Figure created July 2010