

PRESS RELEASE

Cupertino, CA 95014

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CENSBase 5- New Software from Gerstco, Inc.

Gerstco, Inc. announces the release of its newest software product, ***CENSBase 5***, which incorporates data files from the U.S. Census Bureau's most recent Equal Employment Opportunity Tabulation of the 2006-2010 American Community Survey, into a single source for use in federal contractor Affirmative Action Program Planning. ***CENSBase 5*** is an optimized, easy-to-use and powerful, data-mining tool, providing a flexible gateway to the latest U.S. Census civilian labor force demographics. *NOTE: Federal Contractors must use the Census 2010 data for Affirmative Action Plans as of: January 1, 2014.*

NEW in CENSBase 5

CENSBase 5 Data Set – The software represents a significant technology upgrade with many new features and options when compared to prior CENSBase 2000 data. Most importantly, ***CENSBase 5*** is designed using a completely new database that offers many new criteria for performing demographic and Occupation calculations in: *Industry, Education, Age, Salary Levels, Geographies, Unemployment Status, EEO Groupings, EEO-1 Categories and Citizenship areas.*

Citizenship Filter – Demographic calculations in ***CENSBase 5*** are easily performed by tallying ALL employees in a workforce, or by selecting only those who are U.S. Citizens, (the software comes with an option for making this decision). By default, the 'Citizenship' checkbox has been left unchecked to include both citizens and non-citizens. Checking this option will select headcounts for U.S. Citizens, only.

New Geographies – ***CENSBase 5*** contains several updates to available geographies, including: Worksite Flows, providing the ability to perform calculations based on areas from where people work, and from where people commute, by *County Sets, Core-Based Statistical Areas, Individual States, All of the U.S., and geographic Populations over and under 100,000 people, including Hawaii and Puerto Rico.*

Additional Options – In addition to the familiar focus options of: *Industry, Earnings, and Education*, ***CENSBase 5*** provides three more focus areas: (1) *Age*, (2) *Unemployment Status*, and (3) *a combination of Unemployment Status and Age*. Five new 'filters' *Federal Jobs, State and Local Jobs, EEO Groups, EEO-1 Categories and Civilian Labor Force (Private Sector) jobs, can be viewed in their own Groupings.*

Transition from Census 2000 to Census 2010 Occupations – An additional resource is available in the ***CENSBase 5 Help Folder*** that can assist users in making the transition from Census 2000 Job Occupation Codes to 2010 Occupations. This is important because Census 2010 Job Classification Codes (JCCs) are now 4 digits codes and prior Census 2000 JCCs were 3 digits. The ***Help Folder*** file contains a full description of each 2010 Census JCC for ease-of-use in decision-making. The 2010 Census File contains 489 Job Codes; the 2000 Census contained 473 JCCs. The definitions of many JCCs have changed from Census 2000 to 2010.

A Demo version of ***CENSBase 5*** is on Gerstco's website (www.gerstco.com). The stand-alone version is now available in DVD format. ***CENSBase 5*** is also integrated into ***AAPBase***, Gerstco's software for Affirmative Action Planning for release in late August 2013.

For additional/ordering information, contact Gerstco's Software Hotline at 800.700.0937, ext. 210.