

# AMERICAN COMMUNITY SURVEY

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# Outline/Agenda

- American Community Survey (ACS) Foundation & Basics
- Case Studies Using ACS Data
- Accessing ACS Data Products
- Resources For Learning More

# THE AMERICAN COMMUNITY SURVEY<sup>7</sup>

## THE FOUNDATION

*The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people.*

# The American Community Survey The Foundation

*The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality*

The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment

Surveys **3.5 million** addresses and informs over **\$675 billion** of Federal government spending each year


Covers **40+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year

Three key annual data releases:

- 1-year Estimates (for large populations)
- 1-year Supplemental Estimates (for small populations)
- 5-year Estimates (for very small populations)

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U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU


 **THE American Community Survey**

**This booklet shows the content of the American Community Survey questionnaire.**

**Start Here**

Respond online today at:  
<https://respond.census.gov/acs>  
OR  
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

 If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

**Telephone Device for the Deaf (TDD):**  
Call 1-800-582-8330. The telephone call is free.

**¿NECESITA AYUDA?** Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our website at: <http://www.census.gov/acs>

➔ Please print today's date.  
Month  Day  Year

➔ Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name  MI


Area Code + Number  -

➔ How many people are living or staying at this address?  
• **INCLUDE** everyone who is living or staying here for more than 2 months.  
• **INCLUDE** yourself if you are living here for more than 2 months.  
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.  
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

➔ Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

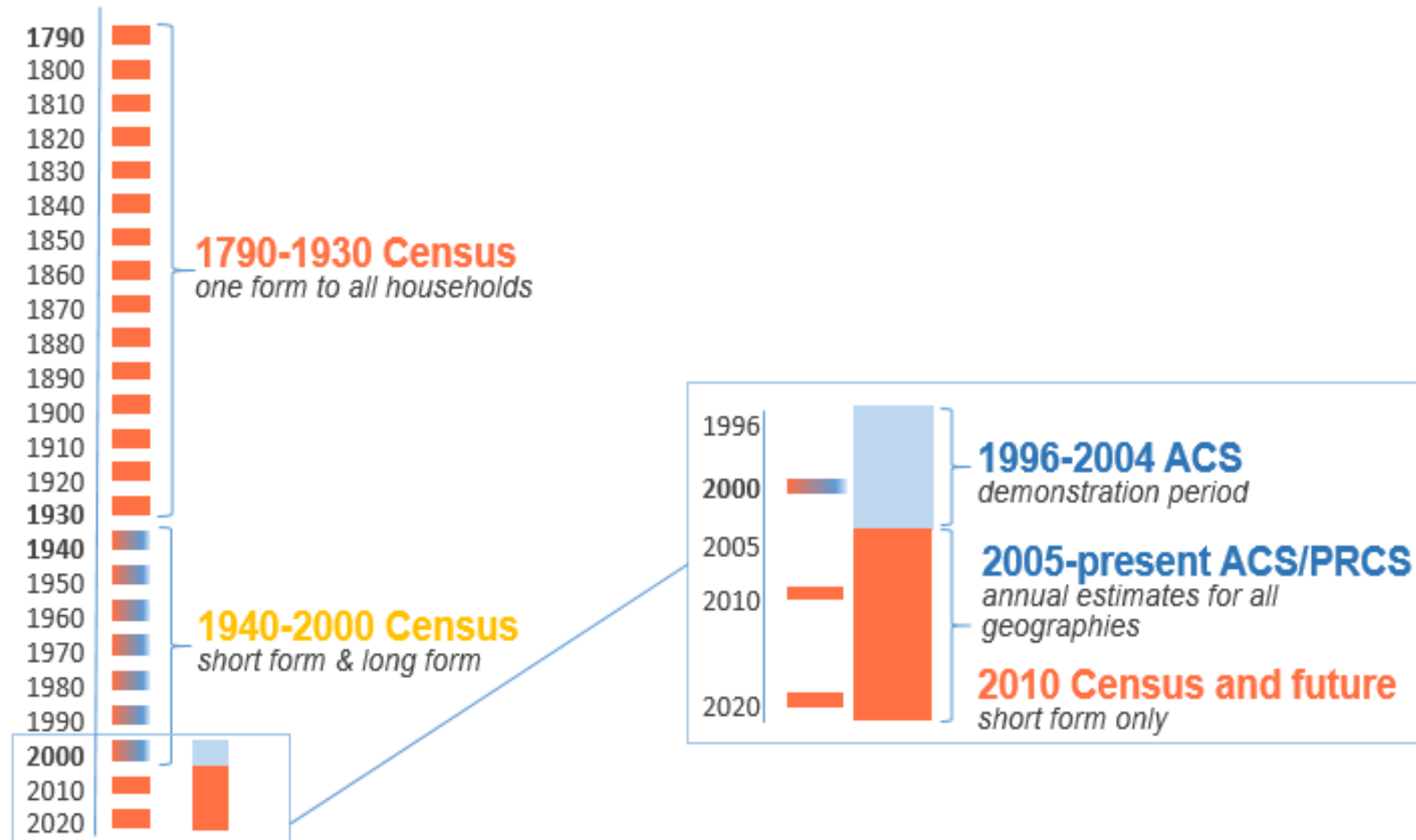
FORM ACS-1 (INFO) (2019)  
OMB No. 0607-0810  
OMB No. 0607-0536



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# Decennial Census and the American Community Survey



# The American Community Survey

## Content Overview

### POPULATION

#### **SOCIAL**

Ancestry  
Citizenship  
Citizen Voting Age Population  
Disability  
Educational Attainment  
Fertility  
Grandparents  
Language  
Marital Status  
Migration  
School Enrollment  
Veterans

#### **DEMOGRAPHIC**

Age  
Hispanic Origin  
Race  
Relationship  
Sex

#### **ECONOMIC**

Class of Worker  
Commuting  
Employment Status  
Food Stamps (SNAP)  
Health Insurance  
Hours/Week, Weeks/Year  
Income  
Industry & Occupation

### HOUSING

Computer & Internet  
Costs (Mortgage, Rent,  
Taxes, Insurance)  
Heating Fuel  
Home Value  
Occupancy  
Plumbing / Kitchen Facilities  
Structure  
Tenure (Own/Rent)  
Utilities  
Vehicles  
Year Built / Year Moved In

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## Selected Census Geographic Concepts



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## Availability of Data Products

Estimated Population of Geographic Area	1-Year Estimates	1-Year Supplemental Estimates	5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
<b>Release Dates</b>	September 26, 2019	February 6, 2020	December 19, 2019

[census.gov/programs-surveys/acs/news/data-releases.html](https://census.gov/programs-surveys/acs/news/data-releases.html)

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# CASE STUDIES USING ACS DATA<sup>1</sup>

*Public officials, planners, and entrepreneurs use this information to assess the past and plan the future.*

# The American Community Survey

## ACS Data in Action



### New Orleans Smoke Alarm Program

- Lack of smoke detectors lead to fatal fires.
- ACS data identified homes at risk:
  - Poverty / low income homes
  - Occupants aged 5 years or less or 60 years or more
- NOFD pinpointed households in need of smoke alarms using ACS.



### King County Property Tax Exemption

- Property Tax Exemption Program available to low income homeowners, but King County had low enrollment level.
- ACS data (PUMS) used to identify potential applicants.
  - 40,000 households eligible, only 15,000 enrolled.
- 50% increase in new applicants



### Evacuteer – New Orleans

- Emergency Management Planning after Hurricane Katrina using ACS.
- Evacuteer used ACS data to plan locations for 17 evacuation points.
  - Measured social vulnerability: Public Transportation, vehicle availability, disability status, age, poverty status, etc.



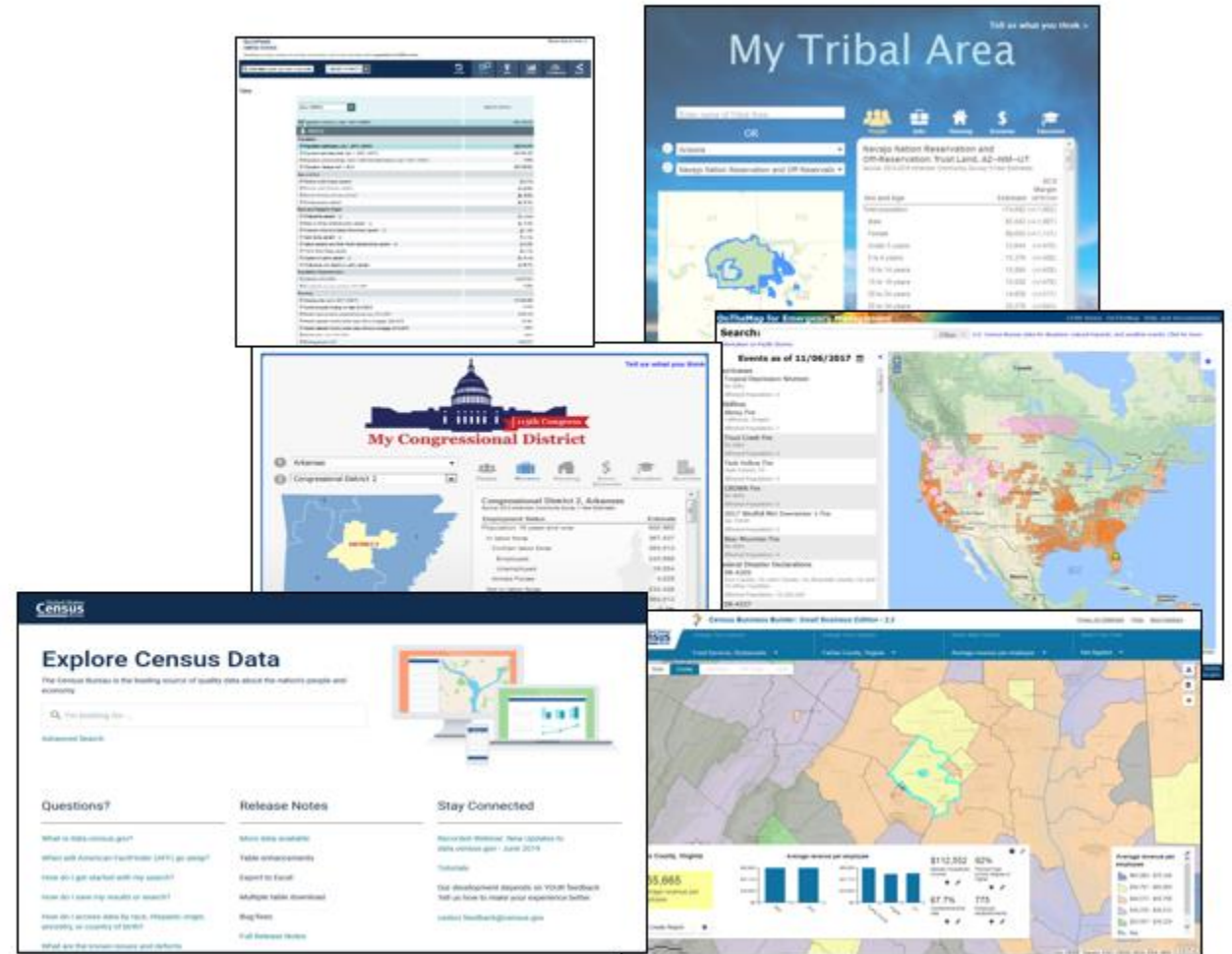
# ACCESSING ACS DATA PRODUCTS

*Through the ACS, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics.*

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## Selected Ways to Access Data

- QuickFacts
- OnTheMap for Emergency Management
- Census Business Builder
- Application Programming Interface (API)
- data.census.gov



[census.gov/data/data-tools.html](https://census.gov/data/data-tools.html)

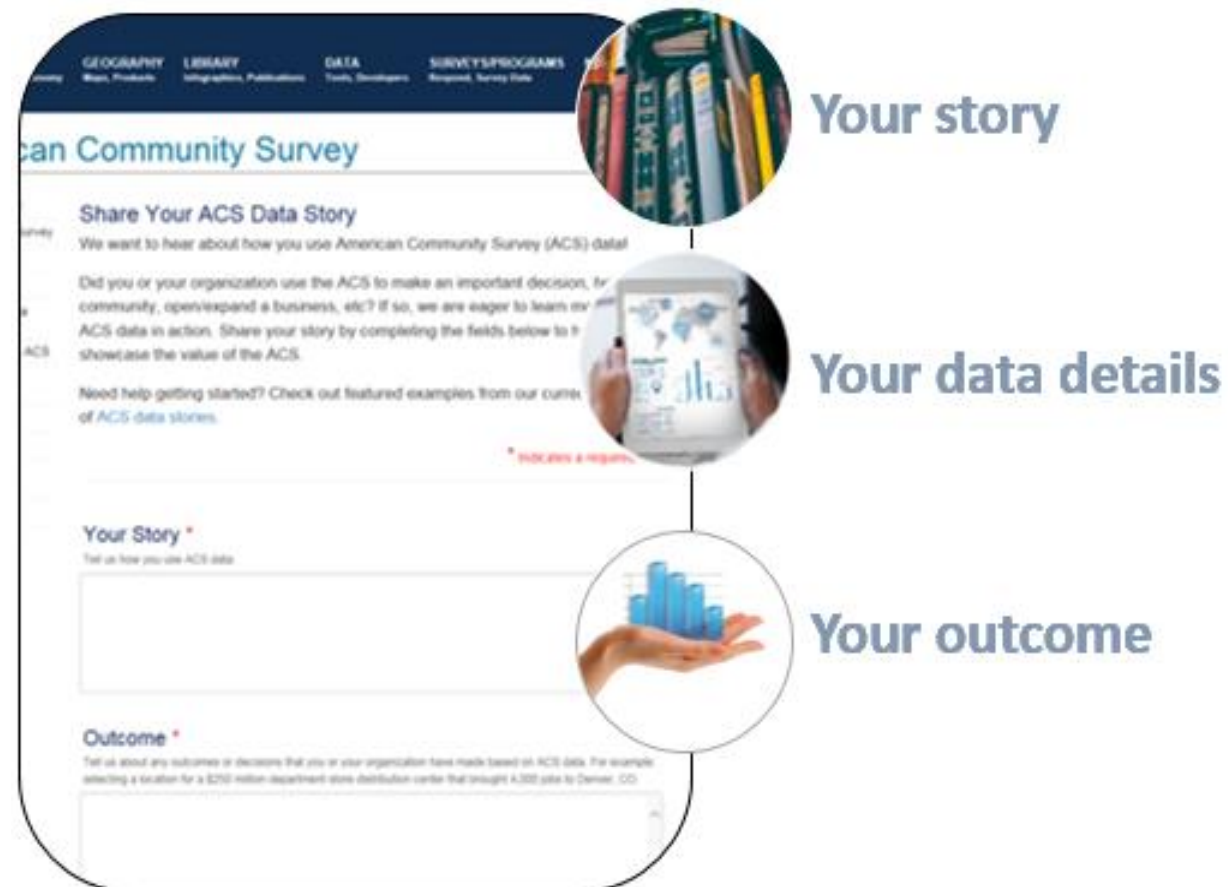
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# RESOURCES FOR LEARNING MORE

*The American Community Survey works for you, your organization, and your community.*



# The American Community Survey Data Tells Stories. Tell Us Yours!



The screenshot shows the 'Share Your ACS Data Story' form on the American Community Survey website. The form is titled 'Share Your ACS Data Story' and includes a sub-header 'We want to hear about how you use American Community Survey (ACS) data!'. The form contains three main sections: 'Your Story', 'Your data details', and 'Your outcome'. Each section has a text input field and a small icon to its right. The 'Your Story' section has a red asterisk and a small red note '\* Indicates a required field'. The 'Your data details' section has a red asterisk. The 'Your outcome' section has a red asterisk. The form is part of a larger page with a dark blue header containing navigation links: 'GEOGRAPHY', 'LIBRARY', 'DATA', and 'SURVEYS/PROGRAMS'. The 'GEOGRAPHY' link has a sub-link 'Maps, Products'. The 'LIBRARY' link has a sub-link 'Infographics, Publications'. The 'DATA' link has a sub-link 'Tools, Developers'. The 'SURVEYS/PROGRAMS' link has a sub-link 'Regional, Survey Data'. The form is also part of a larger page with a light blue background and a dark blue header.

**Your story**

**Your data details**

**Your outcome**

[census.gov/acs/www/share-your-story](https://census.gov/acs/www/share-your-story)

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- Purpose:
  - Improve understanding of the value and utility of ACS data.
  - Promote information sharing among data users about key ACS data issues and applications.
- Includes users group website and online community
- ACS Data Users Conference
- Membership is free and open to all interested ACS data users

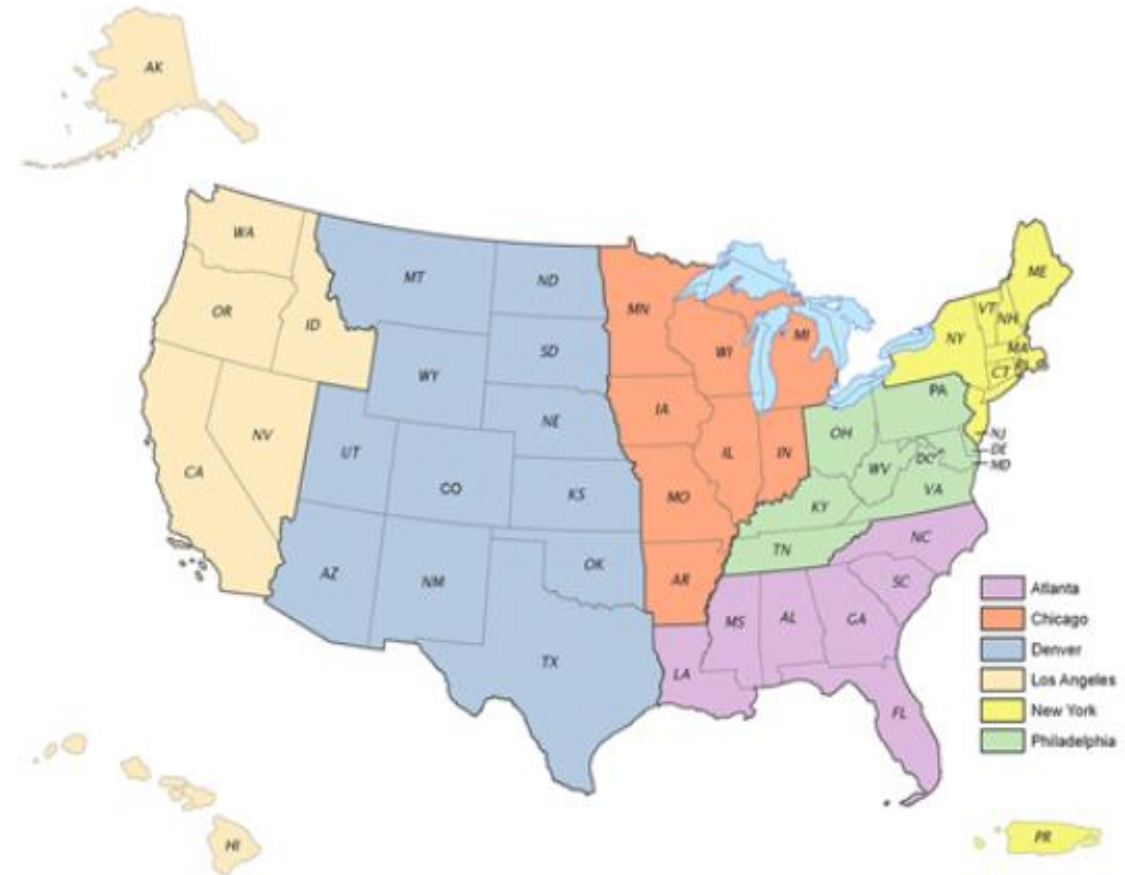
[acsdatacommunity.prb.org](https://acsdatacommunity.prb.org)

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# The American Community Survey

## What can county officials do to help their community to encourage participation in ACS?

- It is a legitimate survey & respondent confidentiality is PROTECTED!
- Visit [Census.gov/acs](https://www.census.gov/acs)
  - [Our Why We Ask Each Question](#)
  - [Guidance for Data Users](#) and more!
- FREE Assistance Near You!  
Regional data staff can help you access statistics from the ACS or offer training to help build your skills.
  - Contact a Data Dissemination Specialist at:  
**1-844-ASK-DATA**  
**(1-844-275-3282)**  
[census.askdata@census.gov](mailto:census.askdata@census.gov)
- Contact OEB directly at:  
**1-800-923-8282**  
[acso.users.support@census.gov](mailto:acso.users.support@census.gov)



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# THANK YOU

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Next – Demonstration on [data.census.gov](https://data.census.gov)

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