



American Community Survey

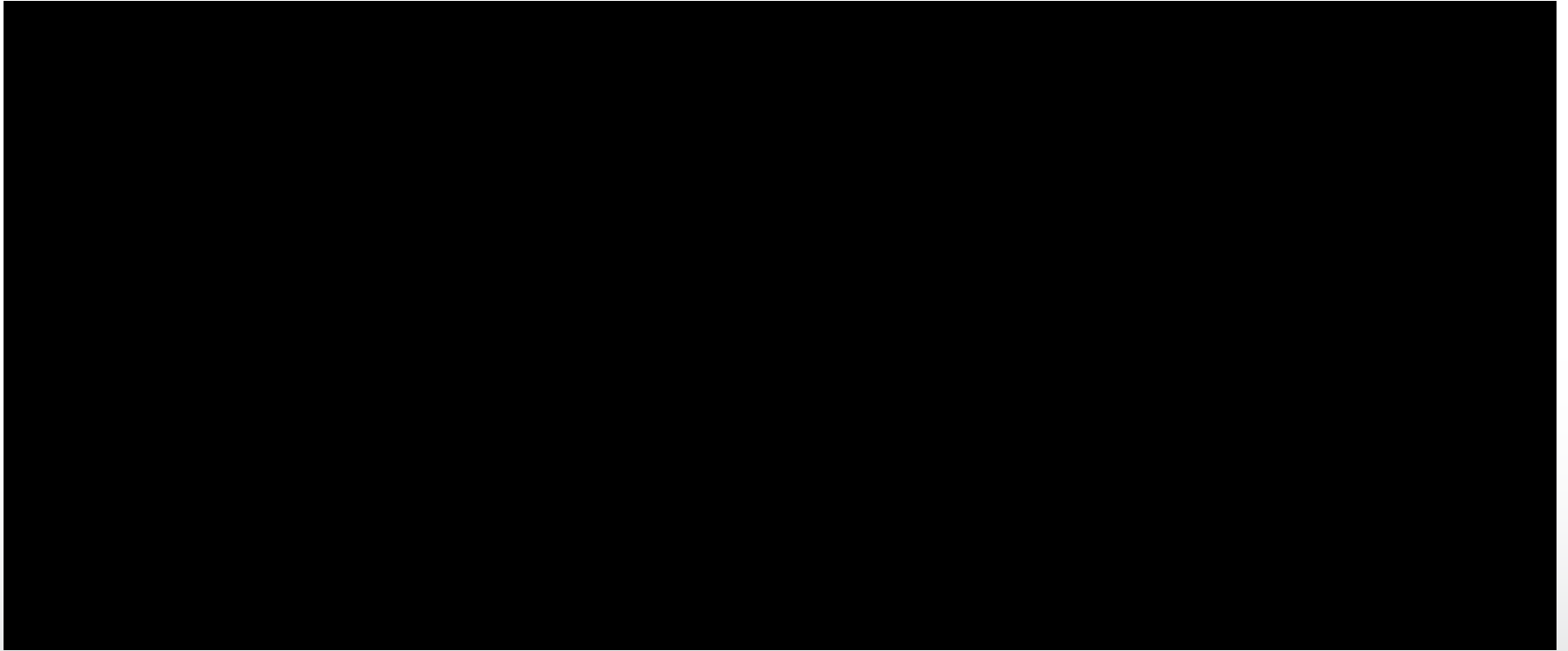
Exploring Data Uses

September 13, 2016

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American Community Survey Office

Stats in Action: Zillow



“We’re very grateful for this data. Its been so important to us being able to do what we do and to continue doing what we’re doing for decades in the future.”

Types of ACS Data Users

- Business
- Federal Agency
- Education Institution
- Industry or Trade Association
- Media
- General Public
- Non Profit
- Regional or Local Agency
- Research Institution
- State Agency

Business: Walgreens

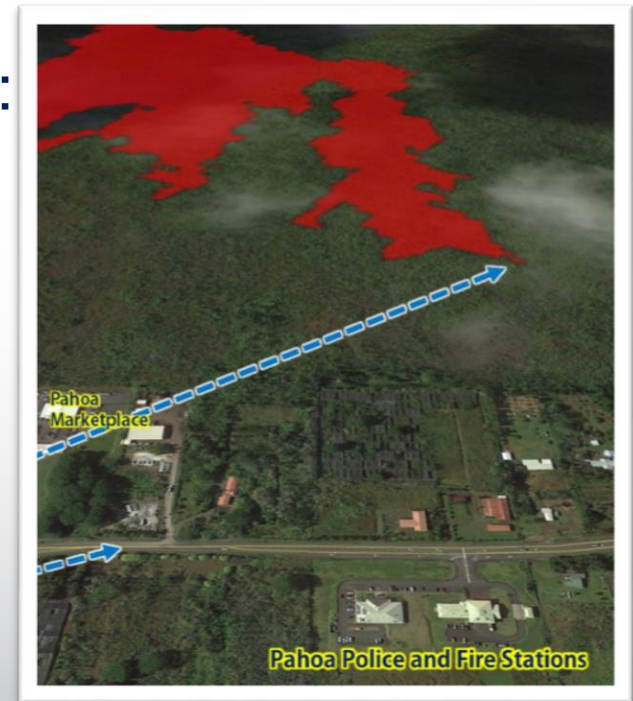
- Benefits of neighborhood-level language data
- ACS data helped Walgreens identify the need for a Polish speaking pharmacist in a suburban Chicago store location

"We try to find pharmacists or store staff that speak English and [any] other language that's predominant in a community," said Walgreens spokesman Robert Elfinger. "It makes for a more helpful staff."



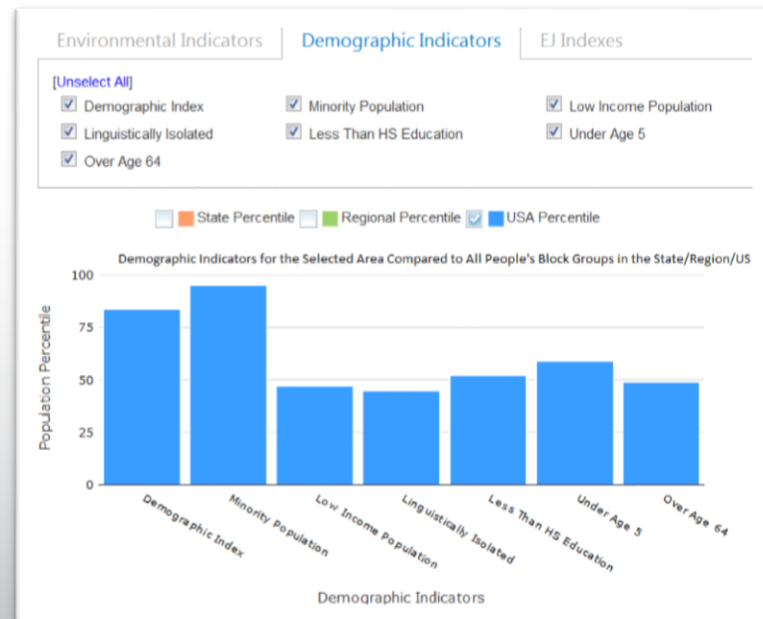
Education Institution: University of Hawai'i at Hilo

- Creating public awareness by joining ACS economic, demographic, traffic, and education data with lava flow maps
- Maps showed potential impact to:
 - 9,400 people
 - 257 business establishments
 - Up to 15,000 commuters
 - 1,600 students



Federal Agency: Environmental Protection Agency

- EJSCREEN combines ACS demographic data with environmental data
- Allows the EPA and the public to see how environmentally at risk an area is
- Indicators include:
 - Lead paint
 - Ozone quality
 - Percent low-income
 - Linguistic isolation
 - Traffic proximity



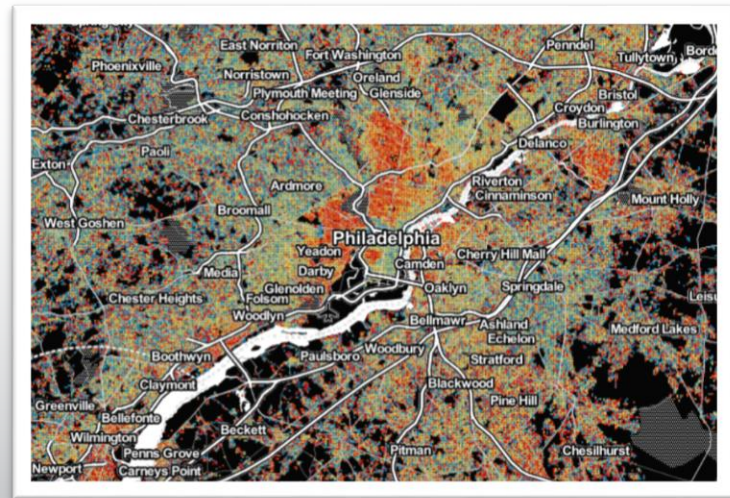
Media: 24/7 WallSt

- Combined Bureau of Economic Analysis and ACS data to determine relative worth of a dollar for each state
- Value of a dollar ranged from \$0.86 (Hawaii) to \$1.15 (Mississippi)



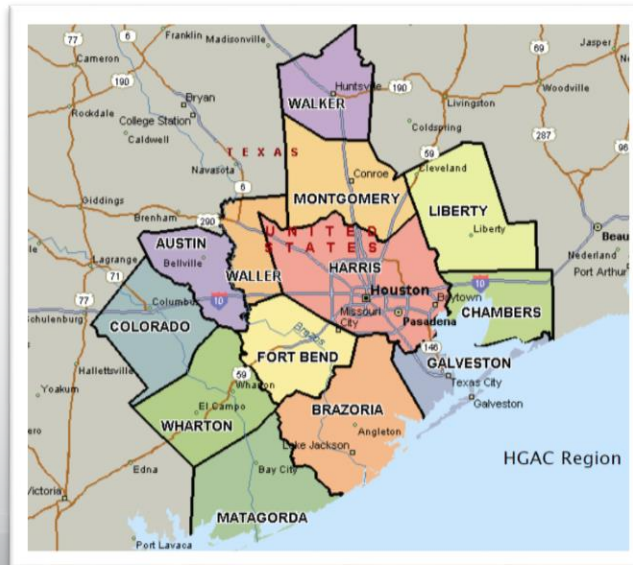
Nonprofit: RTI International

- U.S. Obesity Viewer predicts community obesity
- Enables communities to be proactive with things such as nutrition education programs, farmers markets, and public park initiatives
- Predictions based on ACS statistics such as:
 - Educational Attainment
 - Household Size
 - Income
 - Age



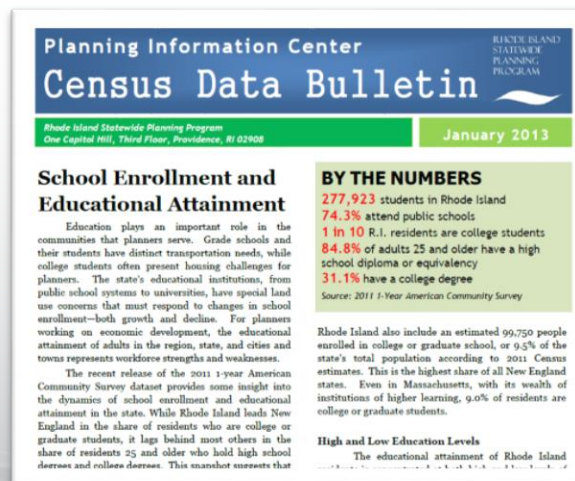
Regional Agency: Regional Hospital Preparedness Council, TX

- Data crucial to disaster response planning
- ACS data helped identify vulnerable populations living in the Houston-Galveston area flood zone
 - 92 medical care facilities identified
 - 555,112 people with functional needs identified



State Agency: Rhode Island Statewide Planning Program

- Identifying “brain drain”
- Within New England, Rhode Island has -
 - The highest percentage of residents enrolled in college (9.5%)
 - The second lowest percentage (31.1%) of residents who hold a bachelors or graduate degree



Soliciting Data User Feedback

- Two sources of feedback
 - April 2016: The Data Product Redesign Group, consisting of 19 advanced data users, solicited for feedback on ACS data product lines
 - April – June 2016: 27k emails sent to the wider ACS data user community requesting feedback on overall ACS data dissemination; 667 responses received

Data User Feedback

Key Findings

- PUMS are highly valued
- American Factfinder not intuitive/user friendly
- Most users unaware of all data product options
- County, State, and Census Tract are top three most used geographies
- Of the 667 data users who responded to the emails:
 - 88% satisfied with ACS data products content
 - 98% indicated data were meeting their needs
 - 73% satisfied with dissemination methods

Continue the Conversation #ACSData



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau



More information on the American
Community Survey:
<http://www.census.gov/acs>



twitter.com/uscensusbureau



(800) 923-8282 or
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youtube.com/user/uscensusbureau



acso.users.support@census.gov



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AMERICAN COMMUNITY SURVEY DATA USERS GROUP

- Purpose:
 - Improve understanding of the value and utility of ACS data.
 - Promote information sharing among data users about key ACS data issues and applications
- Membership is free and open to all interested ACS data users
- Webinars and special sessions at professional meetings planned
- Users group website and online community

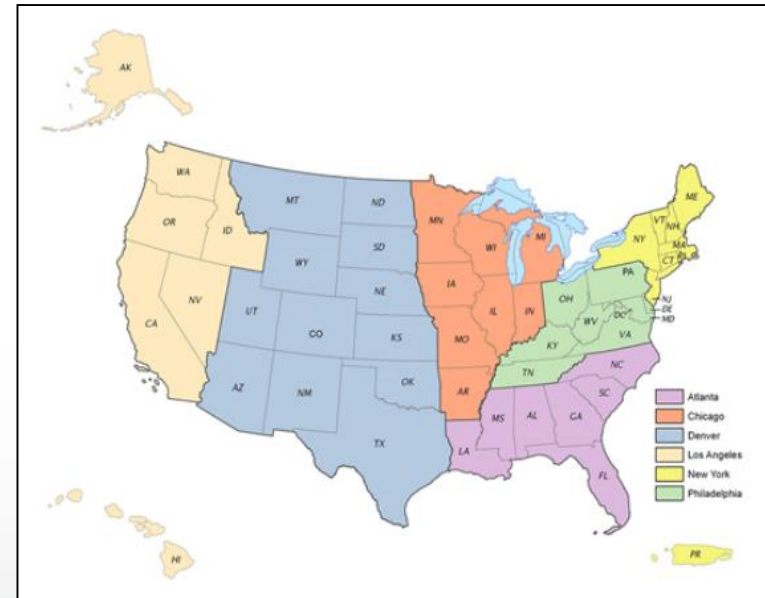
<http://www.acsdatausers.org/>

Need Local Stats?

- Assistance Near You!

Our regional data staff can help you access local statistics from the ACS or offer training to help build your skills. Contact us at the following address:

clmso.ddb.questions@census.gov



Questions?