Find the Stats You Need with the American Community Survey (Part 1)

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http://www.mbkcons.com/teaching/acspart1/

The American Community Survey (ACS) website was redesigned in late 2015. It works seamlessly with American FactFinder (AFF). Learn how to navigate the new sites, build new profiles, and use the provided report programs and menus.

The site is huge. The demographic, economic, and statistical information delivered is complex.

Part one of this workshop will serve as both an introduction and refresher to the statistics available on American Community Survey and American FactFinder at the Bureau of the Census.
American Community Survey (ACS)

http://www.census.gov/programs-surveys/acs/

American Community Survey, part of the Census Bureau

Collects information in 1, 5, and 10 year increments in 4 major categories:

- Demographic
- Economic
- Housing
- Social
  - Read more about the subjects about which the ACS collects information

http://www.census.gov/programs-surveys/acs/guidance/subjects.html
Questionnaires seek info about:

- Jobs
- Occupations and income
- Education
- Veterans’ service
- Home ownership
- Race and ancestry
- And more.
  - Here’s a link to the current 2016 questionnaire
    http://www.census.gov/programs-surveys/acs/about/forms-and-instructions/2016-form.html

Uses of ACS and its output resource American FactFinder (AFF)

- Marketing
- Industry
- Road and Bridge building – infrastructure
- Education planning – building, consolidating, and closing schools
- City growth and planning
American FactFinder (AFF)
http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

AFF Community Information
http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml
AFF Guided Search

http://factfinder.census.gov/faces/nav/jsf/pages/guided_search.xhtml
AFF Advanced Search

http://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml

• Select tables that include information about:
  • A variety of topics by age, income, year, etc.
  • Geography
  • Industry
  • Race
  • And more
Changes to Maps in AFF

• Select geographical area on the map by drawing boundaries
• Base maps are available as topographic, satellite imagery, and
• Reference maps – have an advanced search geographic overlay or search query option
  • Search using the map
  • Using addresses
  • Using geographical features or landmarks – “Washington Monument”
  • Using airport names
  • Using longitude and latitude -104.67, 39.86

• Basic Map Tools in AFF

How Geography is calculated or described by US Census Bureau

http://factfinder.census.gov/faces/nav/jsf/pages/using_factfinder.xhtml?page=census_geography
AFF – other searching options

Other resources with data collected from the ACS

- Interactive Maps [http://www.census.gov/geography/interactive-maps.html](http://www.census.gov/geography/interactive-maps.html)
- State and Local Government [http://www.census.gov/govs/local/](http://www.census.gov/govs/local/)
Other resources on the AFF page

- Frequently Asked Questions – which include blogs from the Dept of Commerce
- Glossary of terms
- Information about searching AFF and using ACS data.


- Real estate statistics for geographical areas
- Rentals, purchases and leases
- Even mortgages
Next session – March 28, 2016

Economic statistics at ACS, AFF, and the US Census Bureau

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ACS / American Fact Finder Workshop


ACS Data Guidance Handbooks and materials http://www.census.gov/programs-surveys/acs/guidance.html

ACS Data Users Group http://www.acsdatausers.org/


U.S. Census Bureau offers a series of “Stats in Action” videos on YouTube https://www.youtube.com/playlist?list=PL52BEB5AD3B502B96

An example of how ACS, AFF, and other data are being used and applied by Zillow, a real estate information company https://youtu.be/7j9Fk0qGmG0