

The American Community Survey: New Developments and Innovative Applications

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Outline

- American Community Survey (ACS) Data Users Group
- ACS Data Releases
- ACS Data Products
- Census Application Programming Interface (API) & Developers Forum
- Applications using ACS estimates
- ACS Content Review



- Why a data users group?
 - Provide data users a greater chance to network
 - Share experiences in using ACS statistics
 - Share purposes and results of using ACS statistics
 - Allow Census a broader understanding of data users and uses
- Membership is free and open to all interested ACS data users

2012 ACS Data Releases

http://www.census.gov/acs/www/data_documentation/2012_release/

1-year estimates	3-year estimates	5-year estimates
Sept. 19, 2013	Oct. 24, 2013	Dec. 5, 2013

ACS 3-Year Comparison Profiles

- 3-Year comparison profiles for data year 2012 available October 24th
- Two periods of non-overlapping 3-Year estimates (2007-2009 and 2010-2012) available with statistical significance
- Social, economic, and housing characteristics available using the same format as the 1-year comparison profiles
- Due to differing population controls, the demographic profile (CP05) will be available beginning in data year 2013

Census API

<http://www.census.gov/developers/>

- Purpose is to improve access to Census Bureau data and encourage innovation
- Nearly 3500 developer keys distributed to software developers
- Currently available ACS datasets
 - 2011 ACS 113th Congressional Districts
 - 2007-2011 5-Year ACS Summary File
 - 2006-2010 5-Year ACS Summary File
- Future ACS datasets
 - 5-Year ACS Summary File
 - 1- and 3-Year ACS Summary File (NEW)
 - 1-, 3-, and 5-Year Data Profiles (NEW)

Census Developers Forum

<http://apiforum.ideascale.com/>



- Community for Census API developers
 - Nearly 900 members on the developers forum
- Developers submit questions, provide feedback, and share ideas
- How does it work?
 - Users submit their ideas
 - User community discusses and votes for ideas
 - Best ideas bubble up to the top

Applications Using ACS Estimates


- Apps developed by Census
 - Easy Stats
 - My Congressional District
 - Dwellr
 - Pop Quiz

Easy Stats

<http://www.census.gov/easystats/>

 Easy Stats 

1 Select Geography





Texas

Optional:
Refine by
☐ County ☒ Place ☐ Congressional District


Houston city, Texas


2 Choose a topic:

 Financial

 Jobs

 Housing

 People

 Education

Current Table: None

3

Get Results

Clear Choices

About Easy Stats

Easy Stats gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the American Community Survey. With the American Community Survey, detailed demographic and economic statistics are available every year for the nation's communities and their people.

This interactive tool provides the latest statistics about where you live. You can search different geographies including states, counties, incorporated places (towns/cities) and census designated places (CDP). With Easy Stats, you can view detailed racial, age and sex breakdowns and much more.

Powered by
The American Community Survey
and Census API

 U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

My Congressional District


<http://www.census.gov/mycd/>


My Congressional District


113th Congress POWERED BY The American Community Survey


1

2

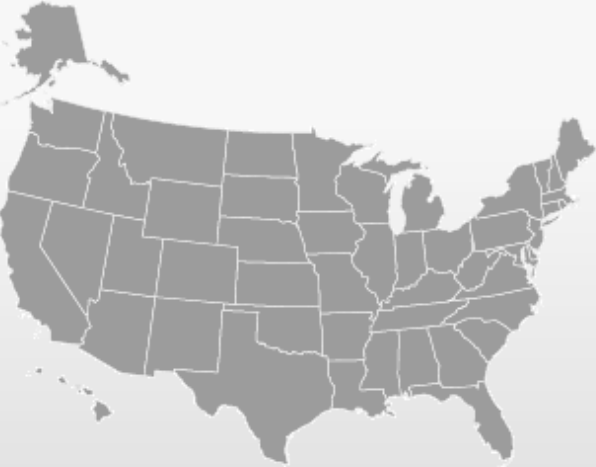
 People

 Jobs

 Housing


 Economic

 Education



My Congressional District gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the American Community Survey. The American Community Survey provides updated detailed demographic, social and economic statistics every year for the nation's communities.

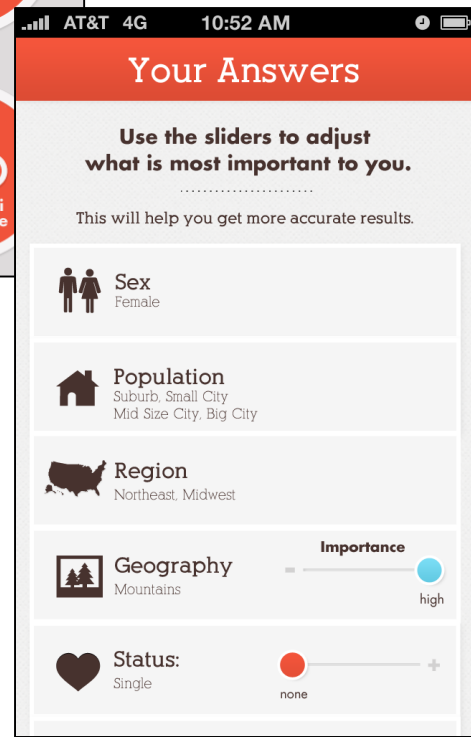
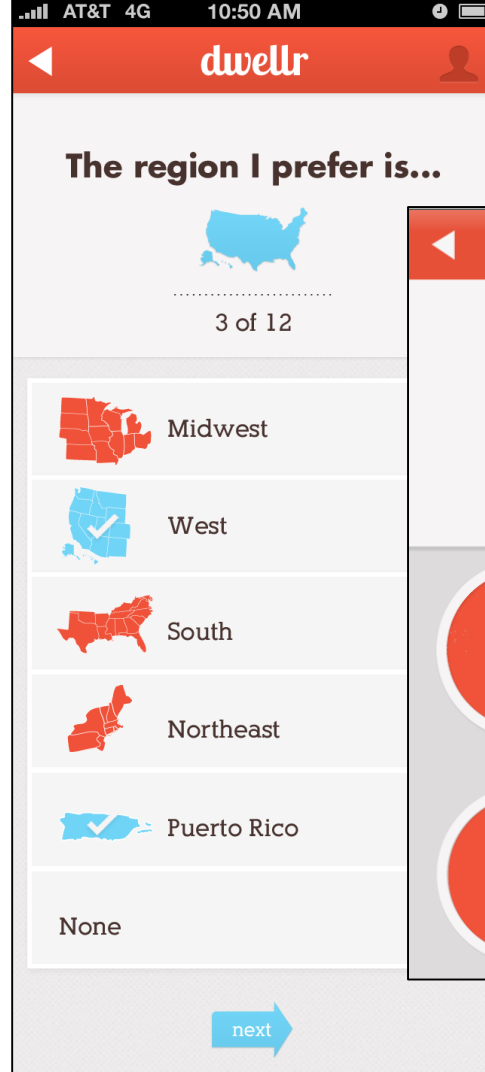
With My Congressional District, you can view statistics covering age, employment, education, and much more. My Congressional District is powered by the American Community Survey and Census Application Programming Interface (API).

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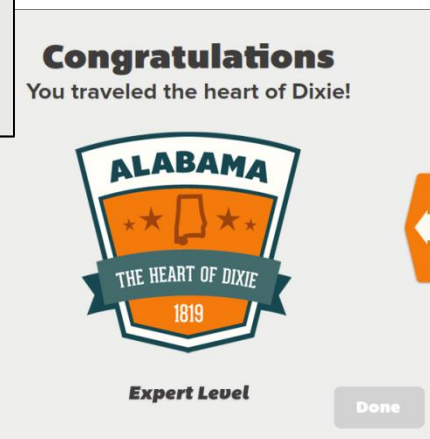
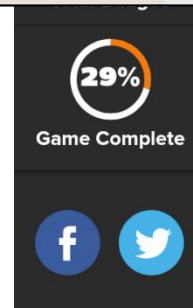
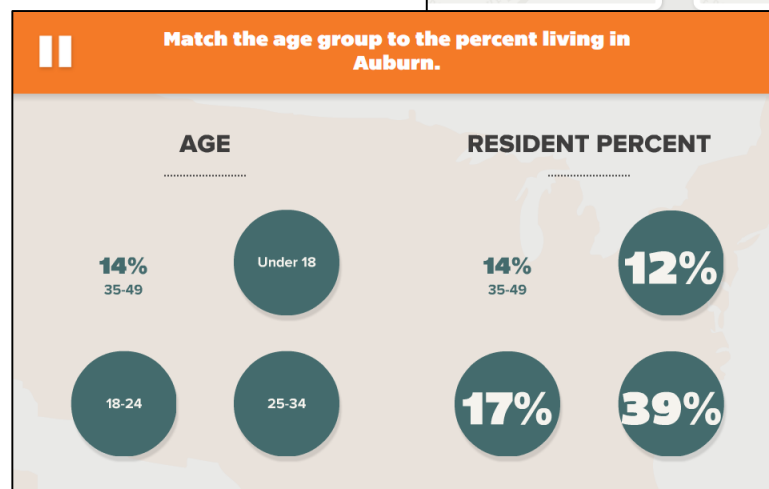
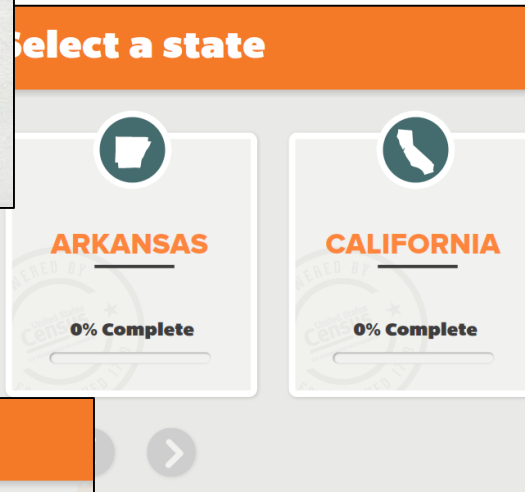
Dwellr

- Uses mobile app user's demographics, occupation , geographic and lifestyle preferences to determine places around the U.S. that may be appealing to them.
- Generate interest in places and ACS data for further exploration on Census.gov.
- Users can return at any time to check their saved preferences against any specified location, including their current location (tract) using the phone's GPS.



PoP Quiz

- Teaches the user information about the U.S. through an engaging approach.
- Each state will have five questions associated with it.
- When the user answers all the questions for a state, they will be awarded with a badge that they may share via Facebook or Twitter.
- When the user has completed all states, they will be able to complete a final challenge on the U.S.



ACS Content Review Background

- Apr 2011 - began comprehensive assessment of ACS program
- Jun 2012 - OMB initiated process to confirm and update information about federal agencies' authority for ACS questions
- Aug 2012 – Interagency Council of Statistical Policy (ICSP) formed, in part, to ensure ACS would “provide the most useful information with the least amount of burden”
- ACS Content Review is next logical step

ACS Content Review Methodology

In order to evaluate ACS content to determine which variables were most valuable, we decided on a cost-benefit analysis in which:

- “cost” is the difficulty in obtaining quality information
- “benefit” is the usefulness and quality of the data

The Census Bureau then identified and selected the decision criteria that fit into these two categories.

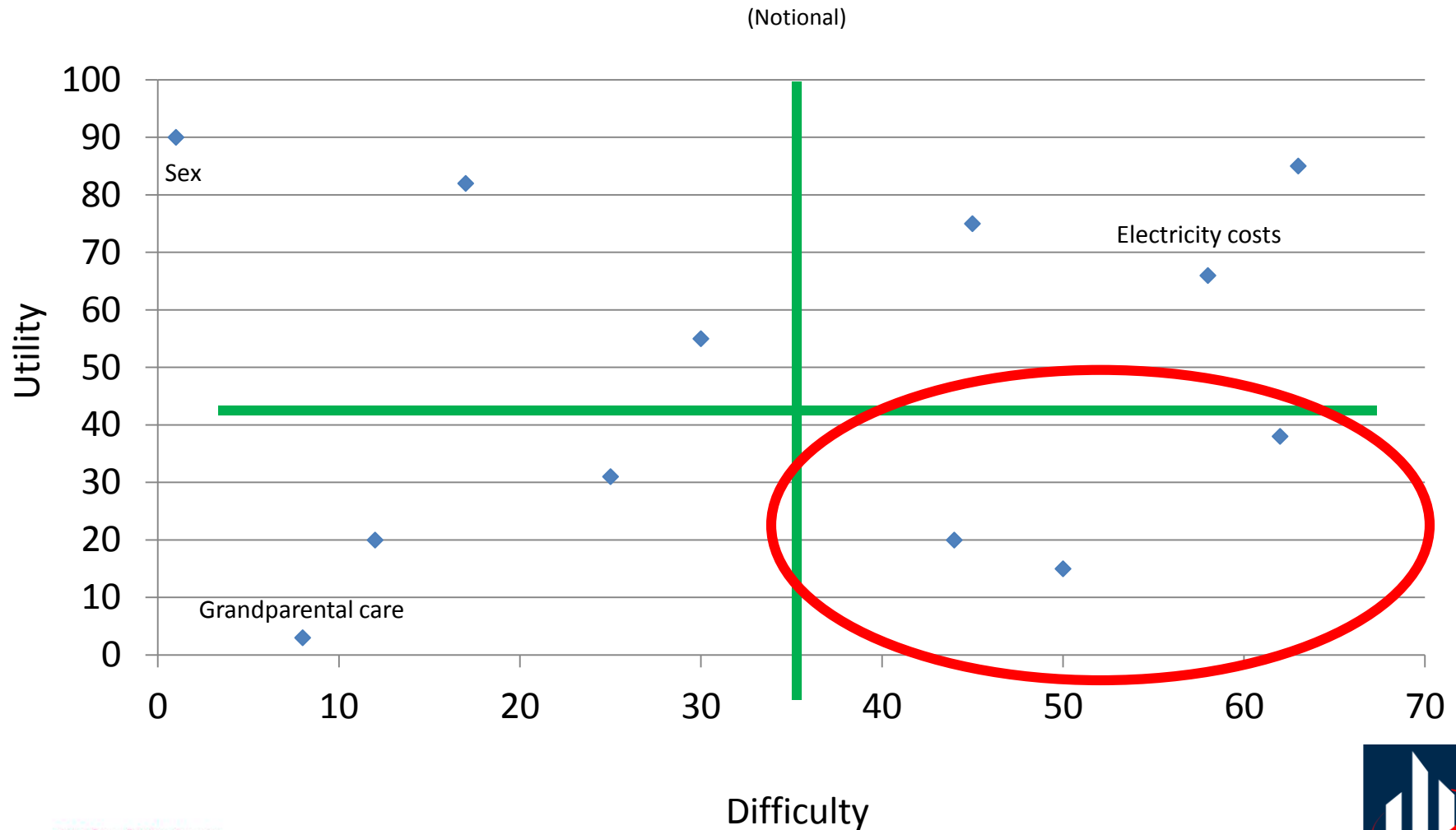
Decision Criteria

The Census Bureau has identified 18 decision criteria in all:

- 12 that measure the utility and quality of a variable
- 6 that measure the difficulty of obtaining information

The Census Bureau will rely on federal agencies to provide information for about one-third of the criteria, and we will provide the information for the remaining criteria.

Scatter Plot



ACS Content Review Decision Criteria

- Utility
 - Number of Statutory, Regulatory, and Programmatic Uses
 - Lowest Statutory, Regulatory, and Programmatic Geographic Levels
 - County-Level Interquartile Range in Values
 - Used to administer ACS
 - Used to select frame for a Federal Survey
 - Used to produce other Census Bureau products
 - Other data sources exist
 - Median County-level Coefficients of Variation

ACS Content Review Decision Criteria

- Difficulty
 - Cognitive Burden
 - Sensitivity
 - Overall Difficulty
 - Number of Complaints
 - Seconds to Answer
 - Median Item Response Rate at County Level

Contact Information

Visit the ACS/PRCS website:

www.census.gov/acs

Contact by telephone:

1-800-923-8282

Submit a question:

<https://ask.census.gov>