Esri Adds Value to American Community Survey Data

Reliability Symbols and Additional Geographies Make the Data Easier to Use

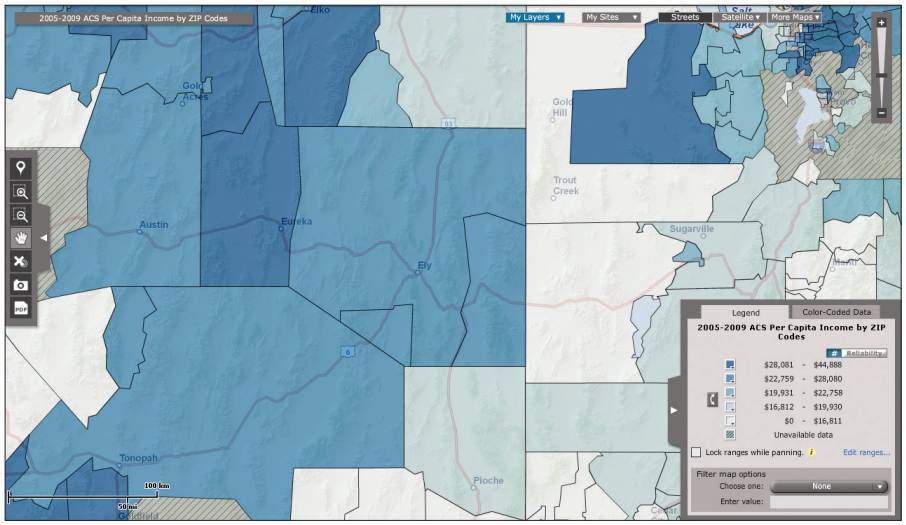
In 2010, the Census Bureau changed how it collects decennial census data by eliminating its traditional long form and replacing it with the American Community Survey (ACS), which collects data on income, poverty status, education, the labor force, journey to work, marital status, languages spoken, ancestry, and home value. As the ACS is conducted on a much smaller sample than the traditional census, this sample size produces larger sampling errors. The Census Bureau reports these sampling errors as margins of error (MOE) for each ACS estimate. Esri has eliminated the need for you to interpret the MOE by developing a reliability flag so you can easily interpret the accuracy of each estimate.

Customize trade area analyses with ACS data in nonstandard geographies.

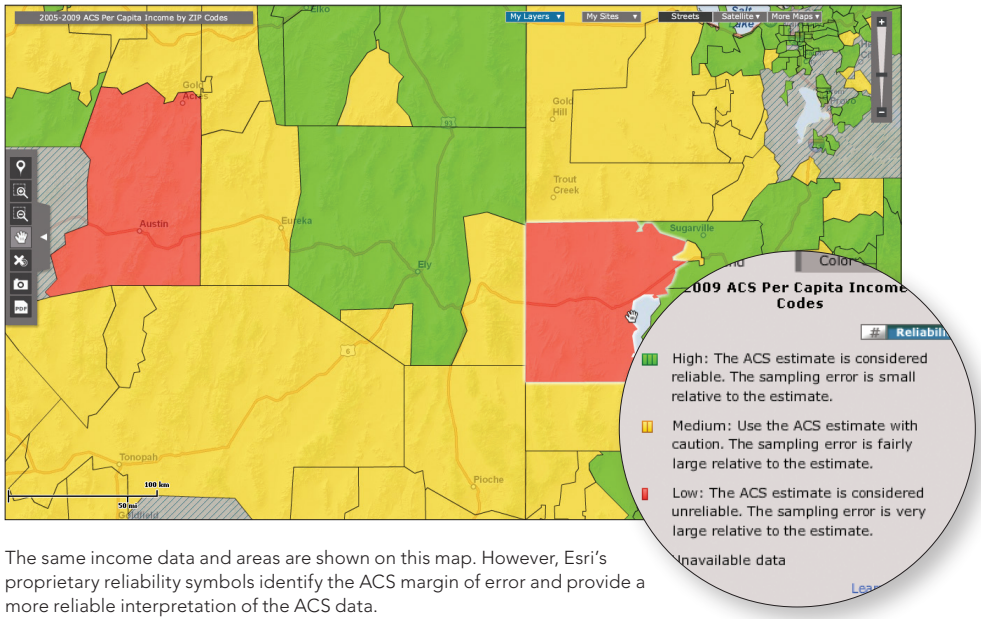
In addition to standard census geographies, such as counties and block groups, Esri also gives you the option to generate custom analyses for more granular geographies not available from the Census Bureau, including ZIP Codes, drive times, and hand-drawn polygons.

Base your analyses on a solid foundation.

Only Esri offers color-coded symbols in ACS reports and maps from Esri® Business Analyst™ and Community Analyst. Green, yellow, and red symbols alert you when a sampling error is too large for the data to be trusted.



In this map, higher-income areas, based on ACS data, are shown in dark blue.



The same income data and areas are shown on this map. However, Esri's proprietary reliability symbols identify the ACS margin of error and provide a more reliable interpretation of the ACS data.

To learn more about Esri's enhancements to ACS data and to purchase ACS summary reports, visit **esri.com/acs**.

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