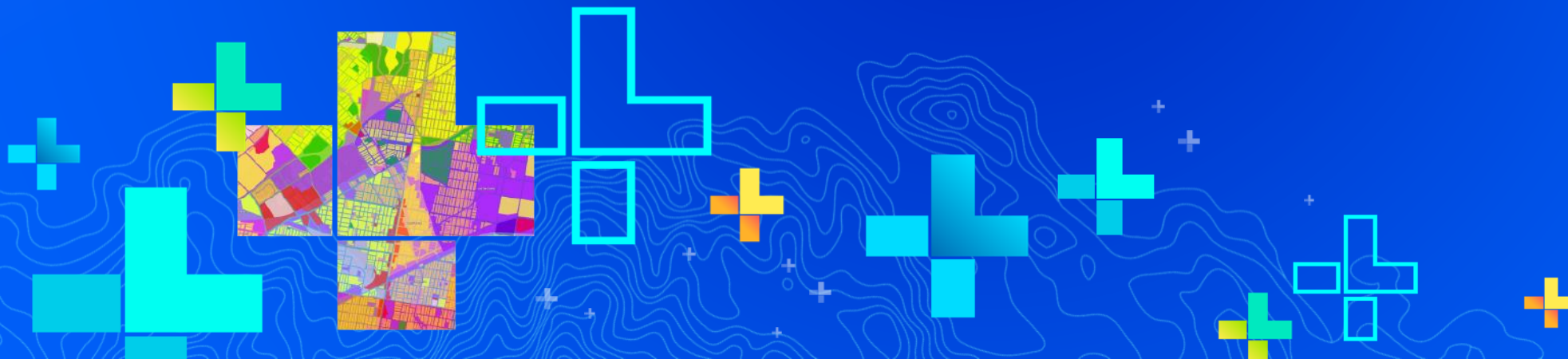




Incorporating American Community Survey Data into Your Workflows

Diana Lavery and Lisa Berry



SEE
WHAT
OTHERS
CAN'T





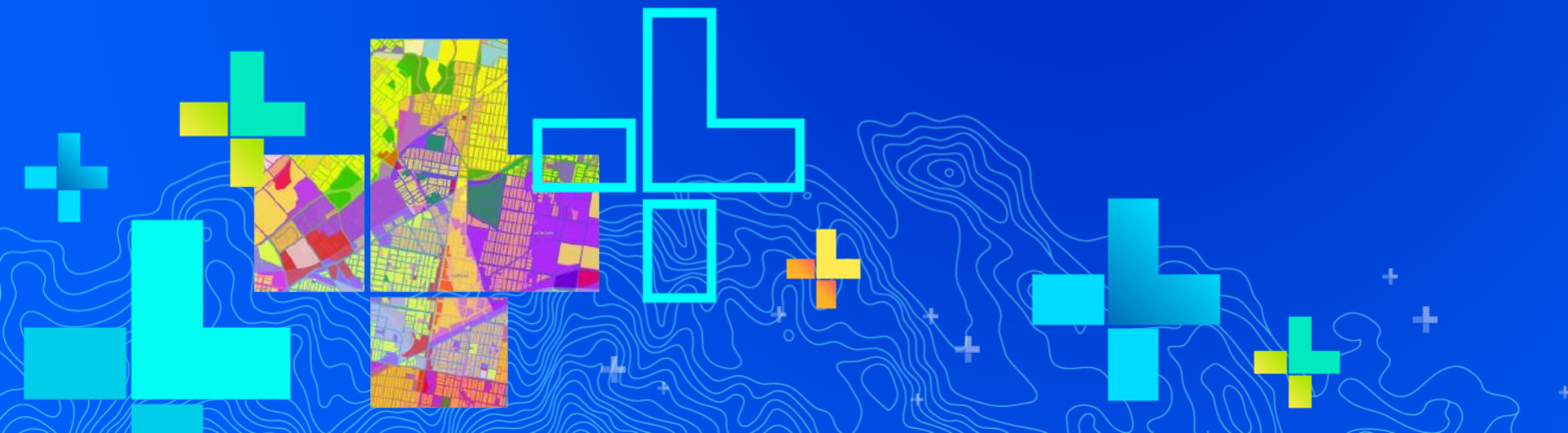
Diana Lavery

Living Atlas Cartographic
Product Engineer



Lisa Berry

Living Atlas Cartographic
Product Engineer



Agenda

Learn more about ACS data within the Living Atlas

- **Poll Questions**
- **About the Living Atlas and American Community Survey (ACS)**
- **ACS data layers in the Living Atlas**
- **Demo 1: What are they? Where do I find them? Why use them?**
- **Demo 2: How to make a custom ACS map in minutes**
- **Resources**
- **Q & A**





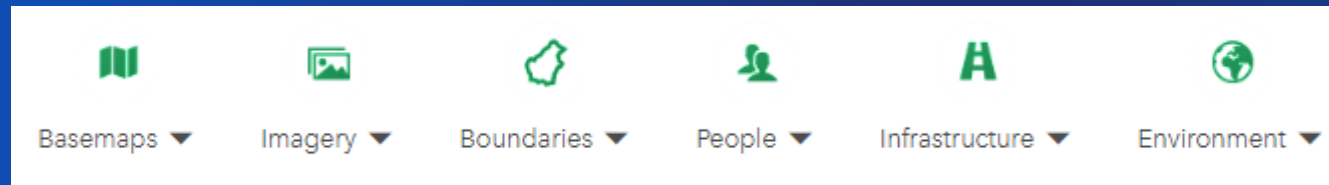
**Are you familiar with
American Community
Survey data?**



**Have you ever used
Living Atlas layers to
make web maps?**

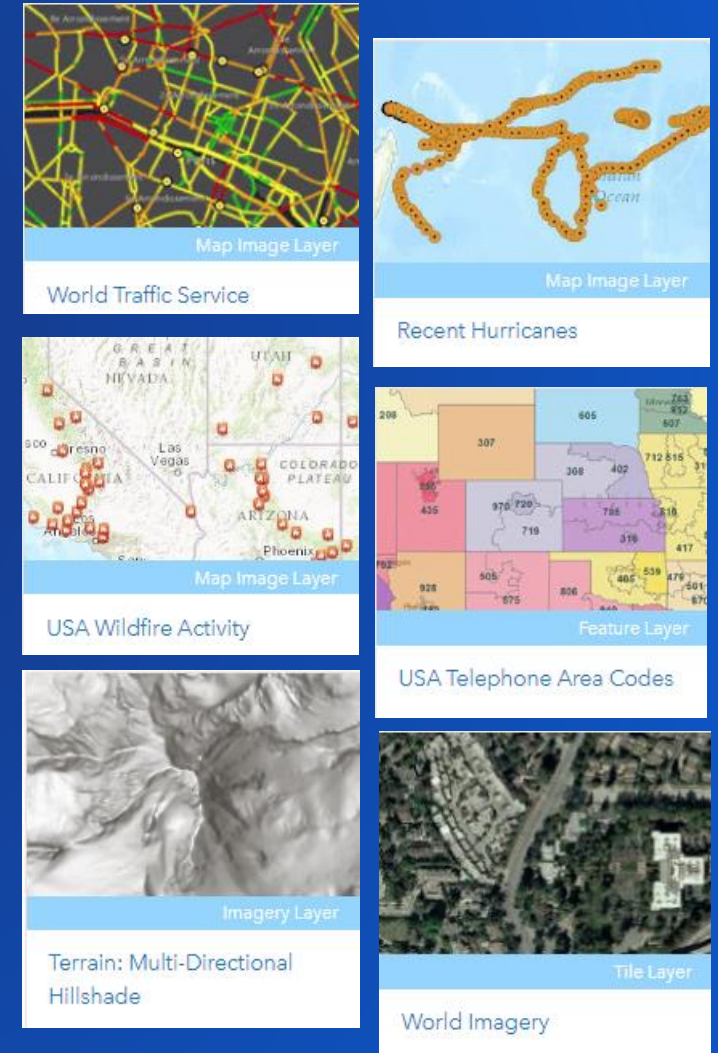
ArcGIS Living Atlas of the World

Ready-to-use data, maps, apps, and more
Categorized for easy search and browse



Authoritative data sources

Use directly within new or existing maps





American Community Survey Basics

Branch of U.S. Census Bureau

Ongoing survey of the population

Hundreds of tables released annually

1-Year and 5-Year Estimates

5-Year: Larger sample, therefore more
reliable and available for tract-level



ACS covers many demographic topics

Population 

Home Ownership 

 Housing

 Journey to Work

Income \$

Employment 

 Education

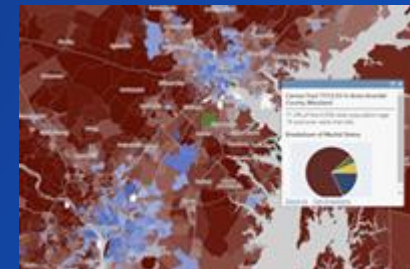
 Earnings

Poverty 

Veterans 

 Computer & Internet 

Life Before ACS Layers in ArcGIS Living Atlas



Extract/Download

Join to
geography

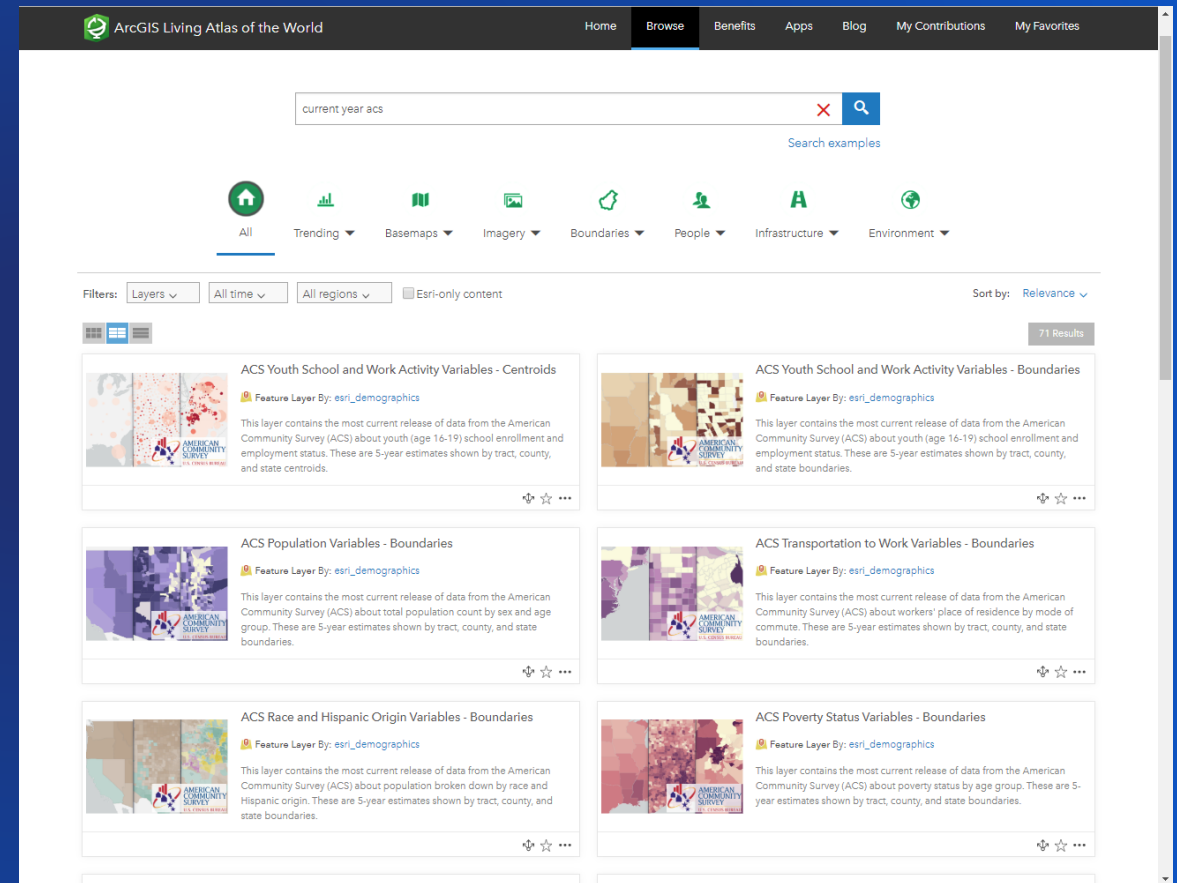
Publish to
web

Make maps

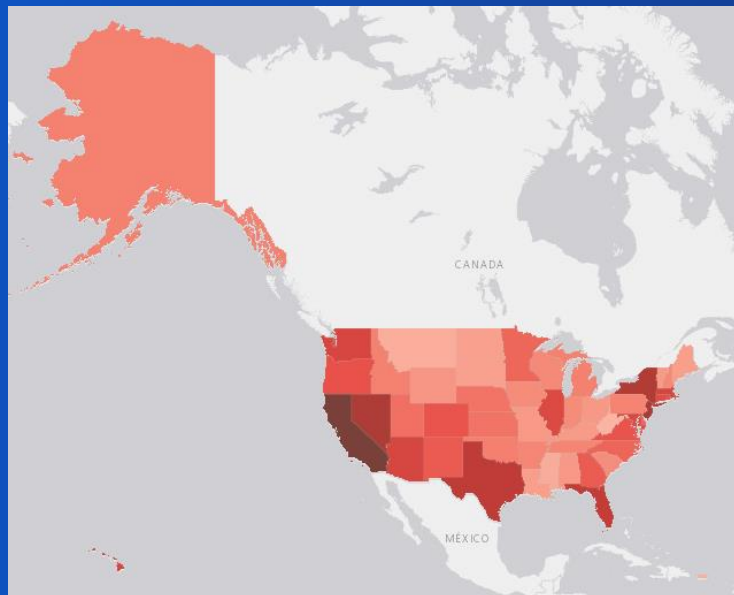
**Need to repeat
this every year!**

Now, there are ACS Hosted Feature Layers in Living Atlas!

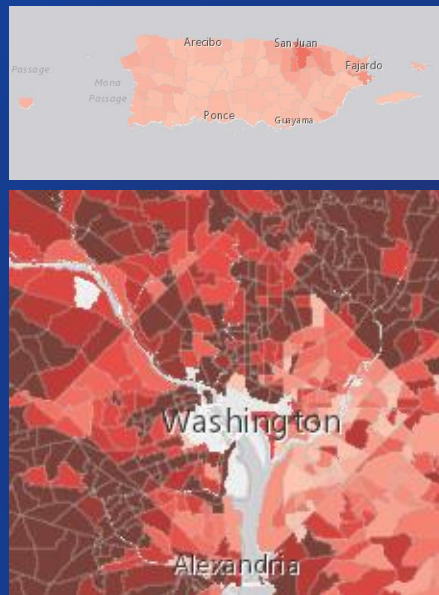
- 5-Year estimates
- State, County, and Tract
- Data straight from Census API
- Updated annually within days of Census releasing new estimates
- Joined to boundaries from TIGER
- 80+ popular ACS tables grouped by topic



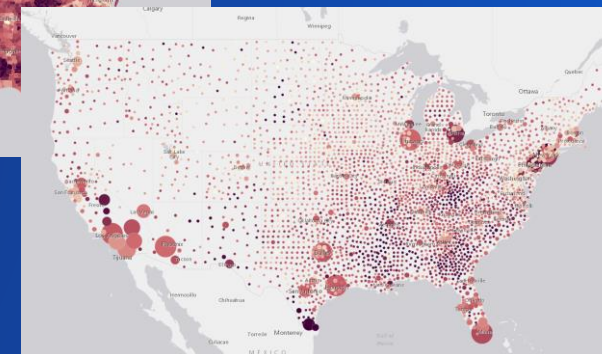
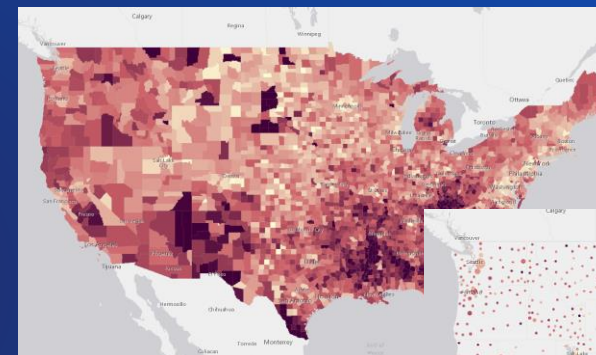
Now, there are ACS Hosted Feature Layers in Living Atlas!



Full data for all 50 states plus Puerto Rico and Washington D.C.



Boundaries and Centroids



Pre-calculated percentages

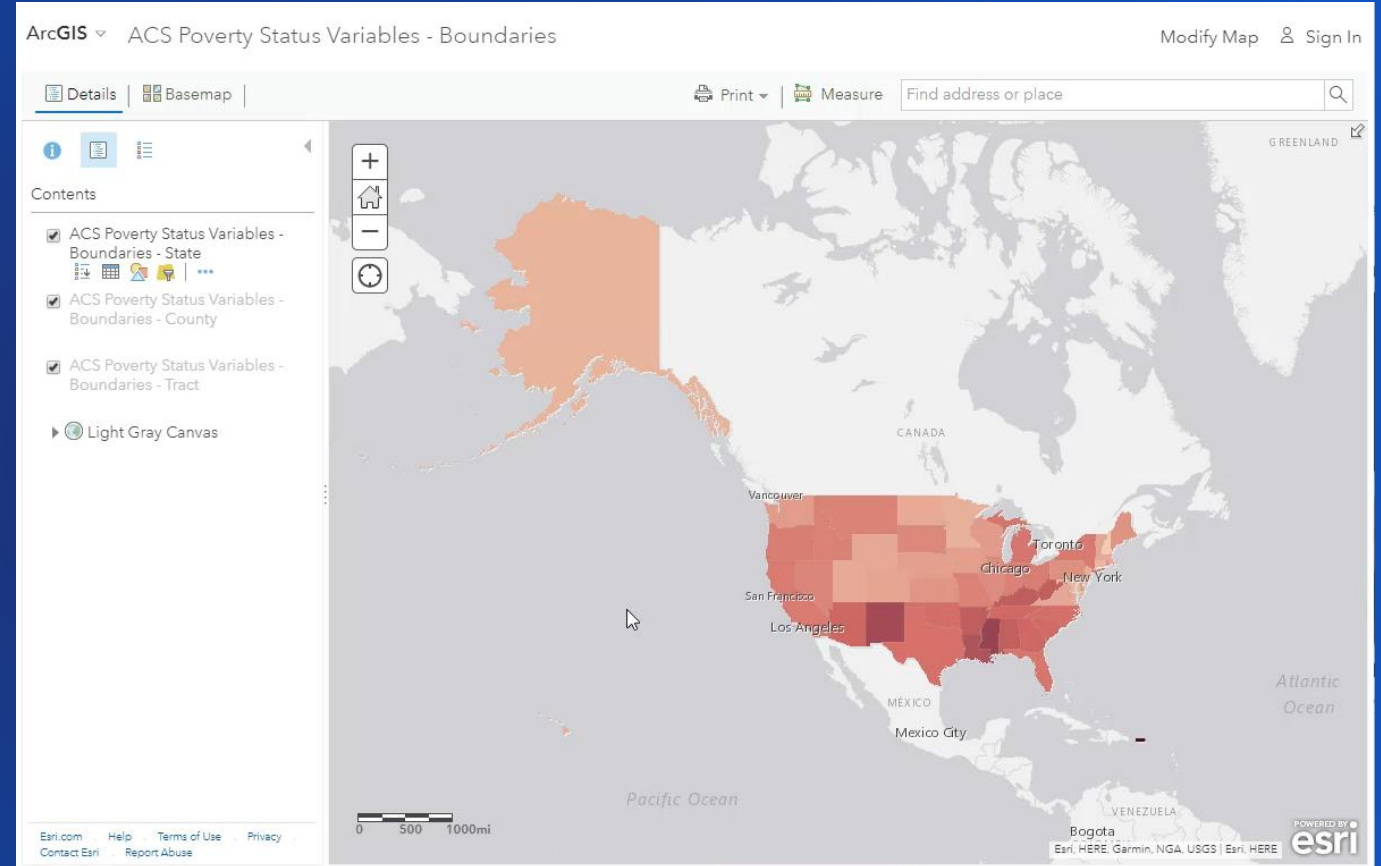
Full alias names on all fields

Show location only
Area of Land (square meters)
Area of Water (square meters)
Count of Total Population Age 5+ Who Only Speaks English at Home
Count of Total Population Age 5+ Who Only Speaks English at Home - Margin of Error
Count of Total Population Age 5+ Who Speaks an Asian and Pacific Islander Language at Home
Count of Total Population Age 5+ Who Speaks an Asian and Pacific Islander Language at Home - Margin of Error
Count of Total Population Age 5+ Who Speaks another Indo-European Language at Home

What Does this Mean?

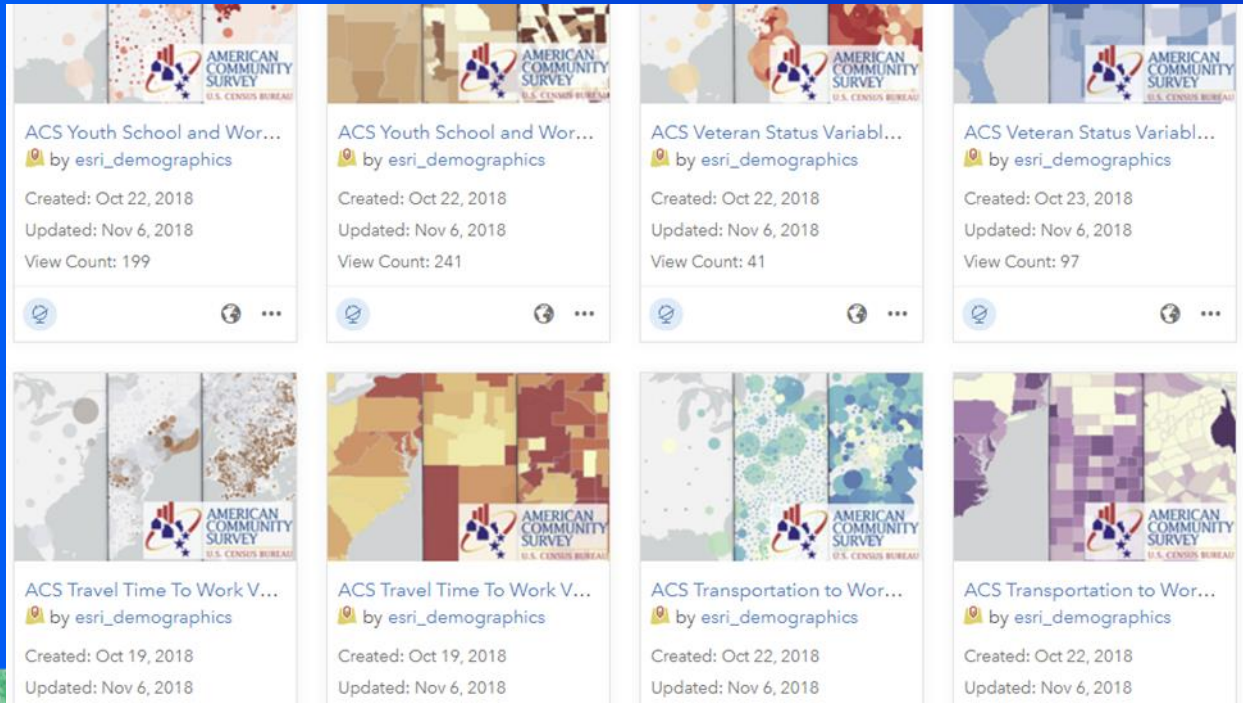
Start mapping ACS data right now!

- Access ACS data quickly and easily
- Maps already have default cartography and pop-up to get you started
- Easily adjust the map to show a different attribute
- Start using ACS within your existing maps and analysis and apps
- Layers are Public (meaning no credits required)



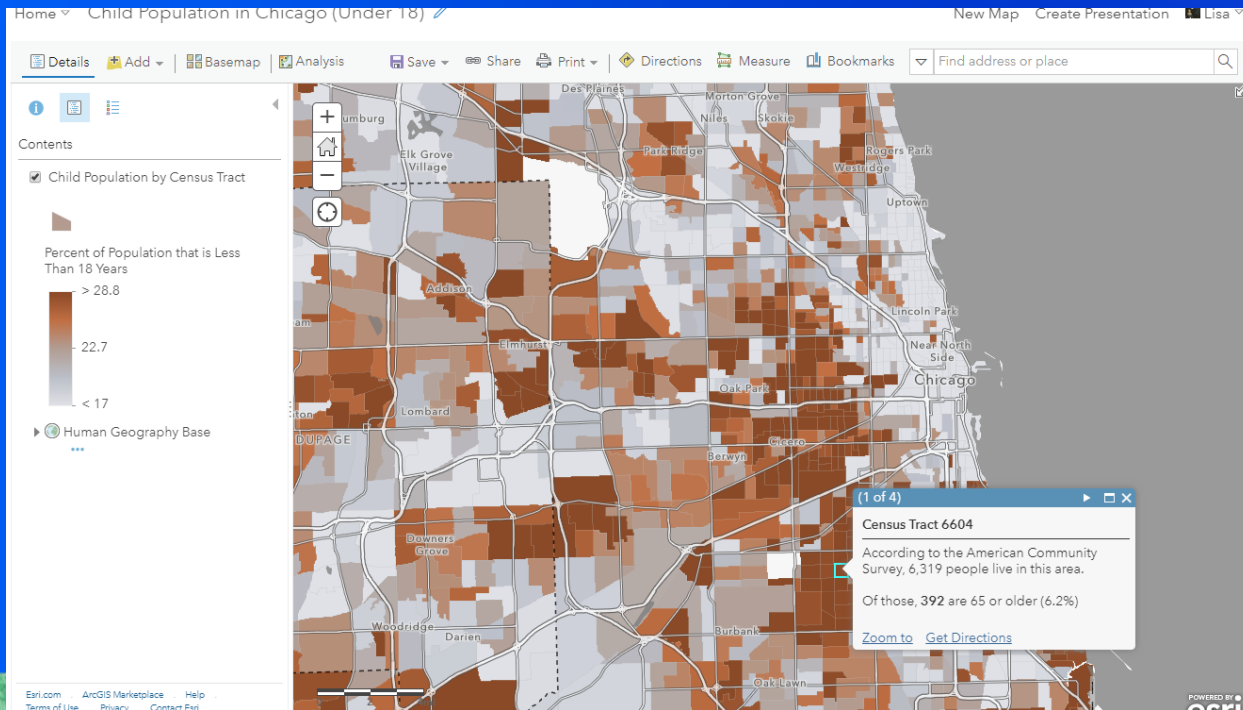
Access the layers Multiple Ways

- ArcGIS Online
 - Living Atlas website
 - My Content
 - Map Viewer
 - AGOL Content Group
- ArcGIS Pro



I Want to Make My Own Web Map

- Filter to your state
- Choose a new attribute to map
- Configure pop-up differently
- Save and Share within an app



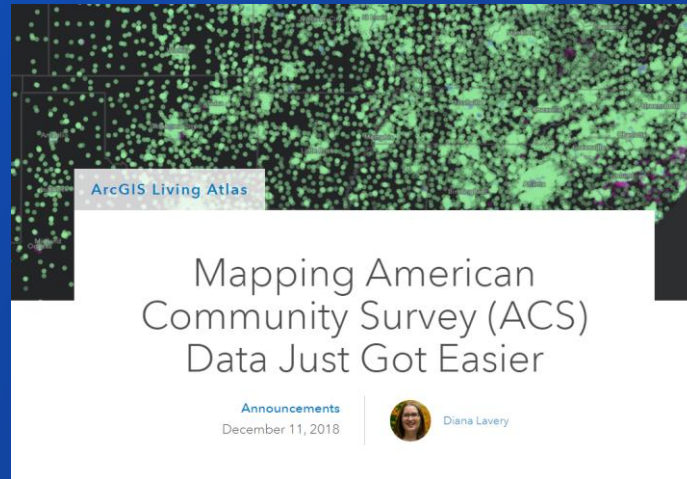
Recap

These layers are READY TO USE

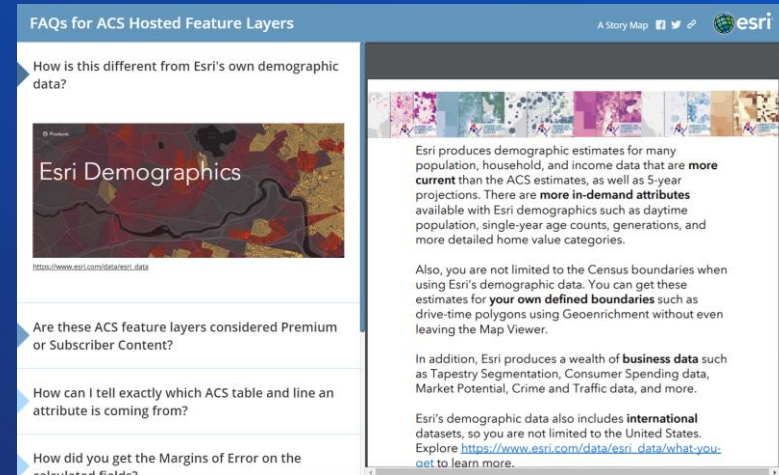
- **Always have the most current data**
 - Data is refreshed each year
- **5-year estimates at state/county/tract**
- **Boundaries/centroids**
- **Default cartography/pop-ups**
- **Calculated fields**
- **Clear alias names**



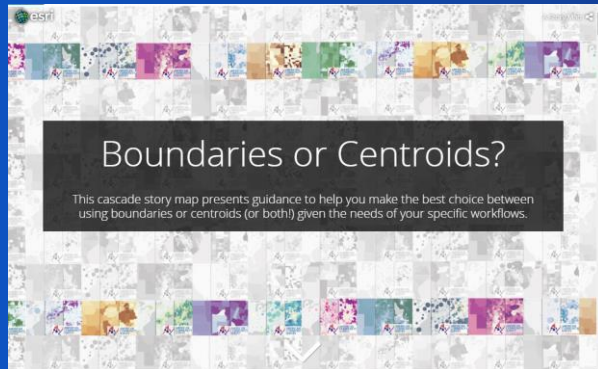
Resources



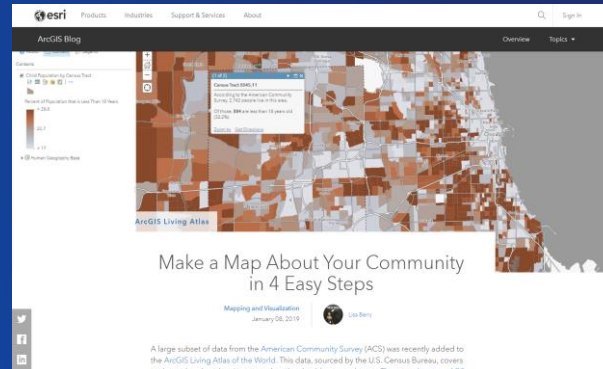
More Info - Blog



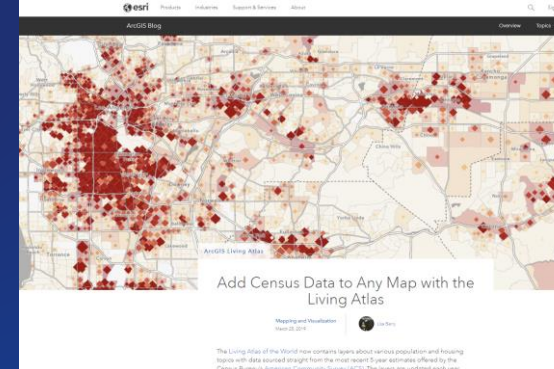
FAQ - Story Map



Boundaries or Centroids? – Story Map



Make a Map About Your Community in 4 Steps - Blog



Add Census Data to Any Map with the Living Atlas - Blog

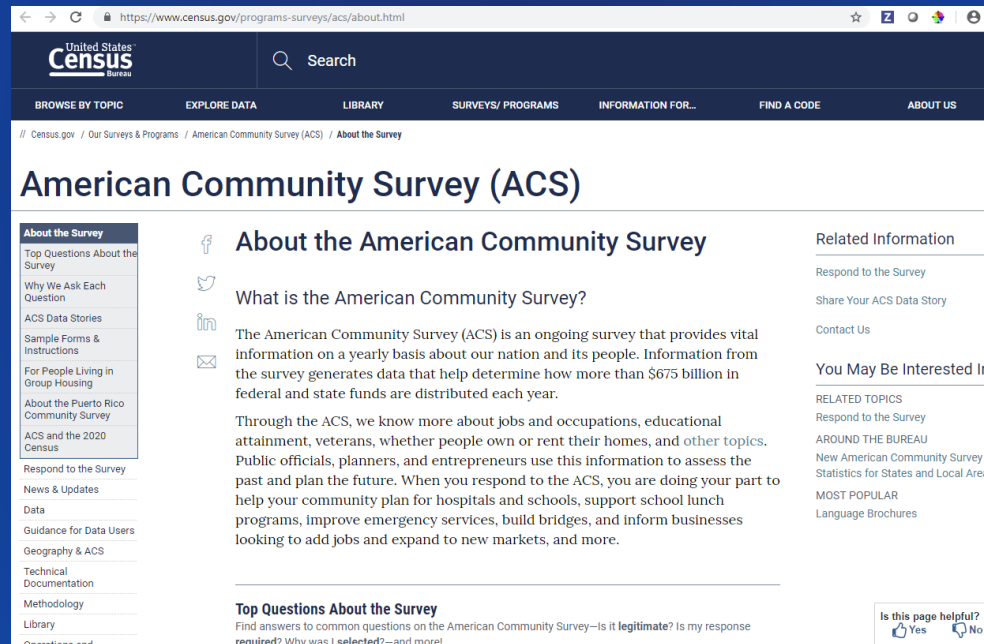


Census Gives You MOE, We Help You Map Them - Blog

AGOL Group Containing Map and App Examples



American Community Survey Official Site



The screenshot displays the official website of the American Community Survey (ACS) on the United States Census Bureau's domain. The browser's address bar shows the URL <https://www.census.gov/programs-surveys/acs/about.html>. The website features a dark navigation bar with the "United States Census Bureau" logo and a search bar. Below this, a horizontal menu lists various sections: "BROWSE BY TOPIC", "EXPLORE DATA", "LIBRARY", "SURVEYS/ PROGRAMS", "INFORMATION FOR...", "FIND A CODE", and "ABOUT US". The main content area is titled "American Community Survey (ACS)" and includes a left-hand sidebar with a "Table of Contents" listing topics such as "Top Questions About the Survey", "Why We Ask Each Question", "ACS Data Stories", "Sample Forms & Instructions", "For People Living in Group Housing", "About the Puerto Rico Community Survey", "ACS and the 2020 Census", "Respond to the Survey", "News & Updates", "Data", "Guidance for Data Users", "Geography & ACS", "Technical Documentation", "Methodology", "Library", and "Operations and". The main content area is divided into three columns. The first column, titled "About the American Community Survey", includes social media icons for Facebook, Twitter, LinkedIn, and Email, followed by the heading "What is the American Community Survey?". The second column contains a paragraph explaining that the ACS is an ongoing survey providing vital information on a yearly basis about the nation and its people, and that it generates data that help determine how more than \$675 billion in federal and state funds are distributed each year. The third column, titled "Related Information", lists links for "Respond to the Survey", "Share Your ACS Data Story", and "Contact Us". Below this, a section titled "You May Be Interested In" lists "RELATED TOPICS" (Respond to the Survey), "AROUND THE BUREAU" (New American Community Survey Statistics for States and Local Areas), and "MOST POPULAR" (Language Brochures). At the bottom of the main content area, there is a section titled "Top Questions About the Survey" with a subheading "Find answers to common questions on the American Community Survey—is it legitimate? Is my response required? Why was I selected?—and more!". A small feedback box in the bottom right corner asks "Is this page helpful?" with "Yes" and "No" buttons.

United States
Census
Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

// Census.gov / Our Surveys & Programs / American Community Survey (ACS) / About the Survey

American Community Survey (ACS)

About the Survey

- Top Questions About the Survey
- Why We Ask Each Question
- ACS Data Stories
- Sample Forms & Instructions
- For People Living in Group Housing
- About the Puerto Rico Community Survey
- ACS and the 2020 Census
- Respond to the Survey
- News & Updates
- Data
- Guidance for Data Users
- Geography & ACS
- Technical Documentation
- Methodology
- Library
- Operations and

About the American Community Survey

What is the American Community Survey?

The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people. Information from the survey generates data that help determine how more than \$675 billion in federal and state funds are distributed each year.

Through the ACS, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics. Public officials, planners, and entrepreneurs use this information to assess the past and plan the future. When you respond to the ACS, you are doing your part to help your community plan for hospitals and schools, support school lunch programs, improve emergency services, build bridges, and inform businesses looking to add jobs and expand to new markets, and more.

Related Information

- Respond to the Survey
- Share Your ACS Data Story
- Contact Us

You May Be Interested In

RELATED TOPICS

- Respond to the Survey

AROUND THE BUREAU

- New American Community Survey Statistics for States and Local Areas

MOST POPULAR

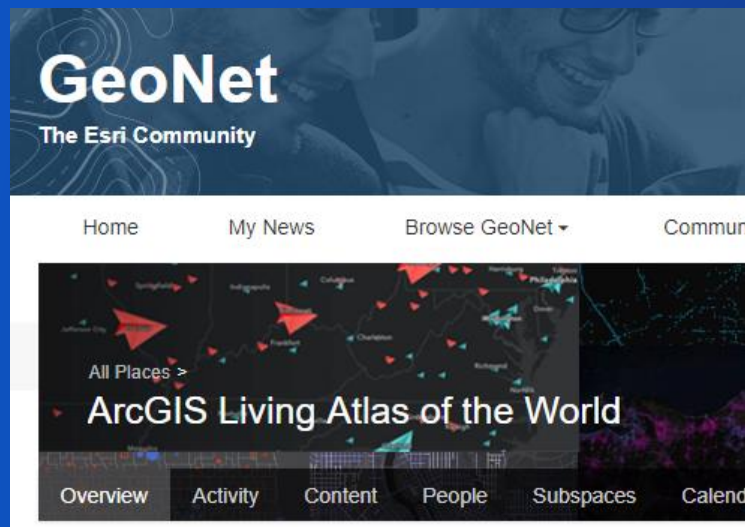
- Language Brochures

Top Questions About the Survey

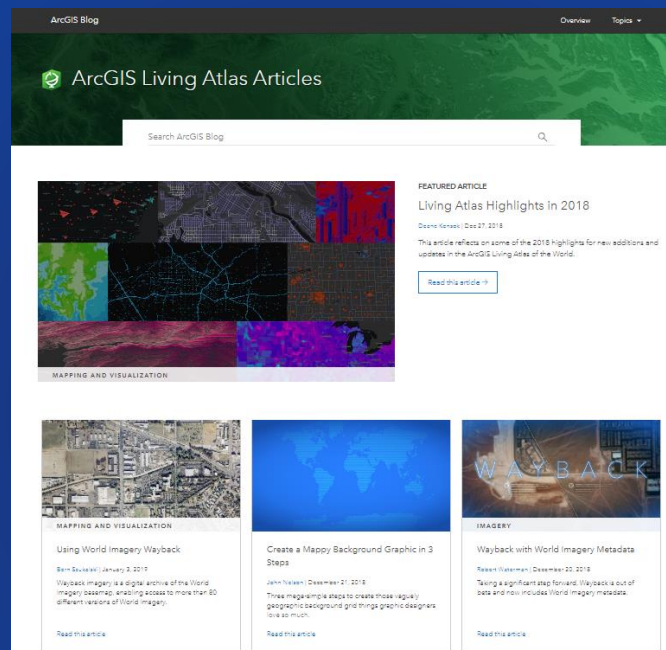
Find answers to common questions on the American Community Survey—is it legitimate? Is my response required? Why was I selected?—and more!

Is this page helpful?

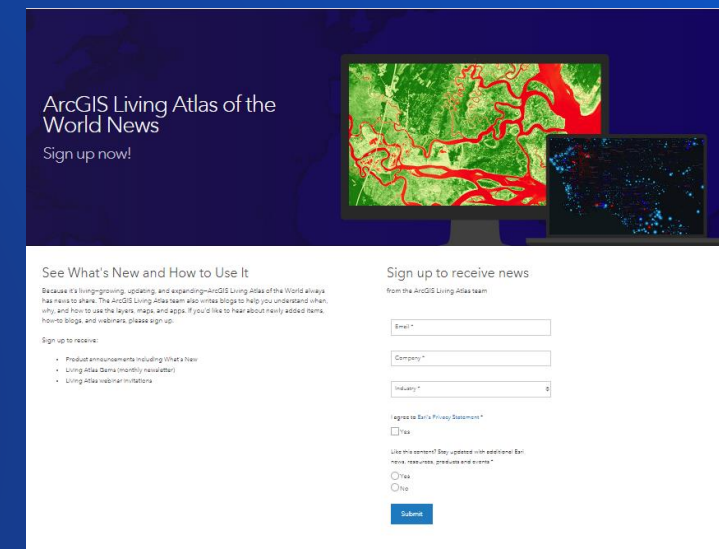
Keep up with the latest Living Atlas updates



Join the
Conversation



Read the blog



Receive the
newsletter



<http://esriurl.com/ACSdata>

Links to Resources



More sessions to check out

**ArcGIS Online: Exploring Your
Data with Smart Mapping**
Thursday 4-5pm Room 2



Questions?



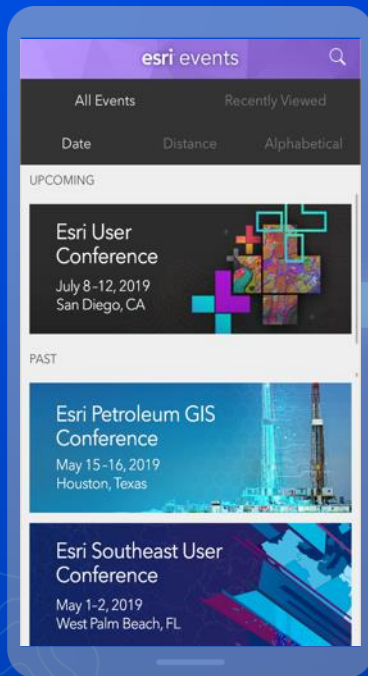
Diana Lavery
DLavery@esri.com



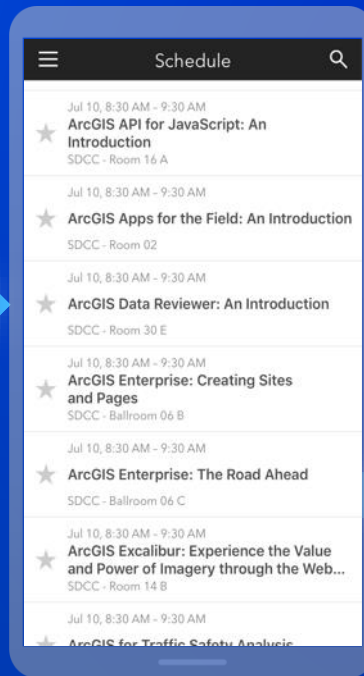
Lisa Berry
LBerry@esri.com

Please Share Your Feedback in the App

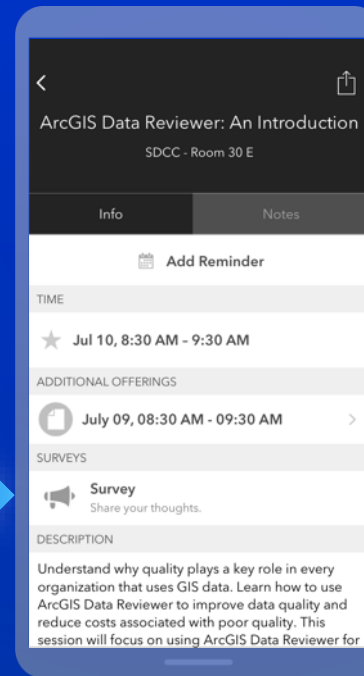
Download the Esri Events app and find your event



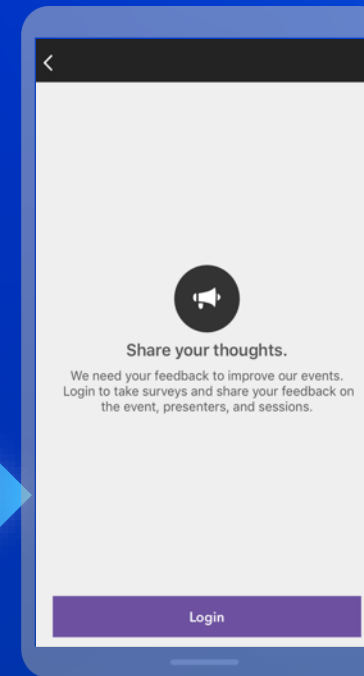
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"

