Incorporating American Community Survey Data into Your Workflows

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SEE WHAT OTHERS CAN'T

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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

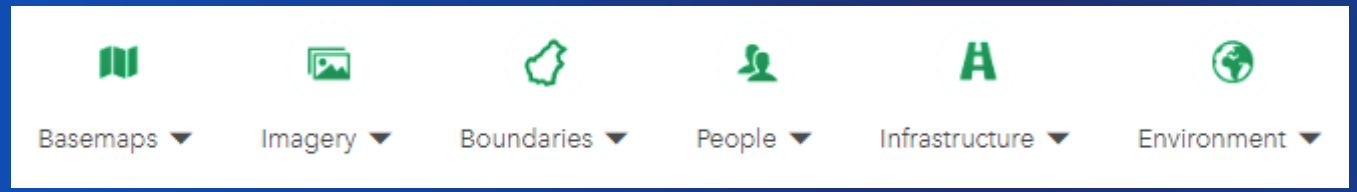
Are you familiar with American Community Survey data?

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

ArcGIS Living Atlas of the World

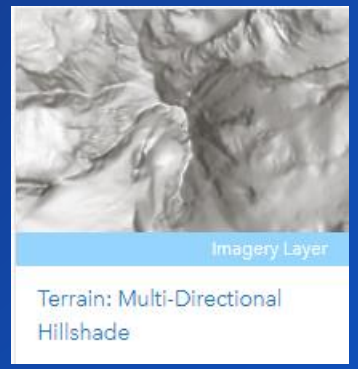
Ready-to-use data, maps, apps, and more

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

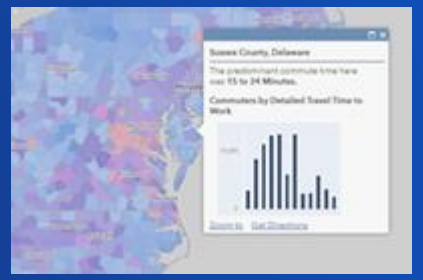
5-Year: Larger sample, therefore more reliable and available for tract-level

AMERICAN COMMUNITY SURVEY
U.S. CENSUS BUREAU

ACS covers many demographic topics

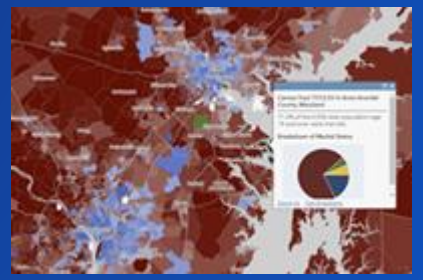
- Population
- Home Ownership
- Housing
- Journey to Work
- Income $
- Employment
- Education
- Earnings
- Poverty
- Veterans
- Computer & Internet

Life Before ACS Layers in ArcGIS Living Atlas



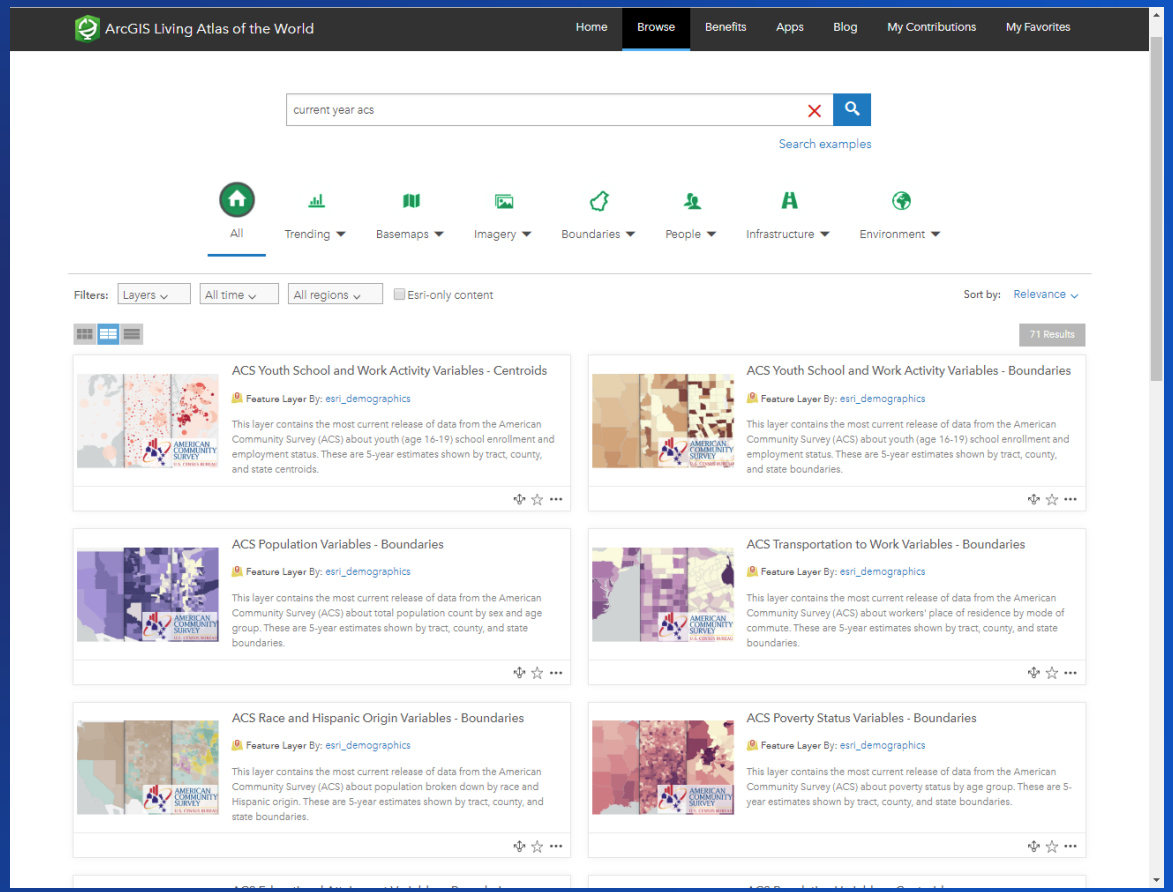
Extract/Download → Join to geography → Publish to web → Make maps

Need to repeat this every year!

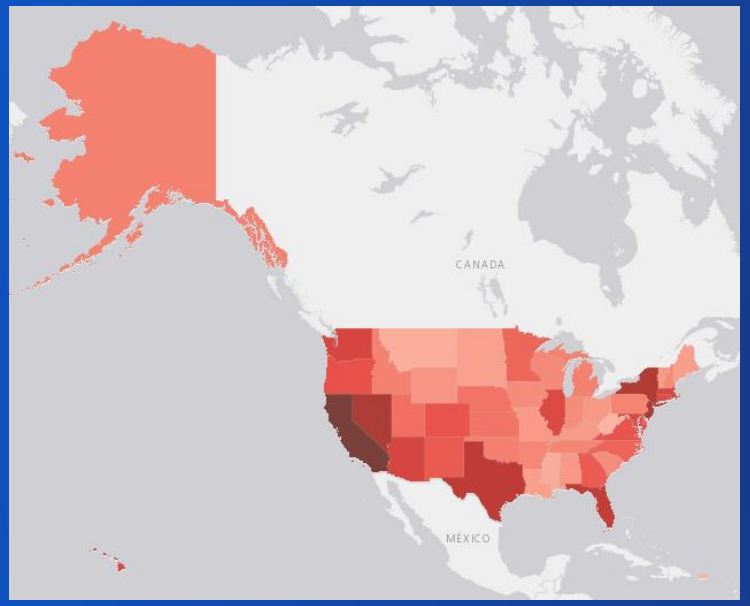


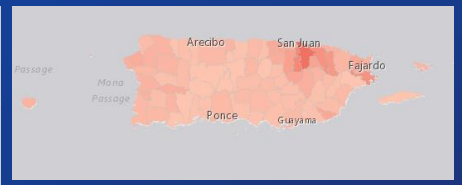
Now, there are ACS Hosted Feature Layers in Living Atlas!

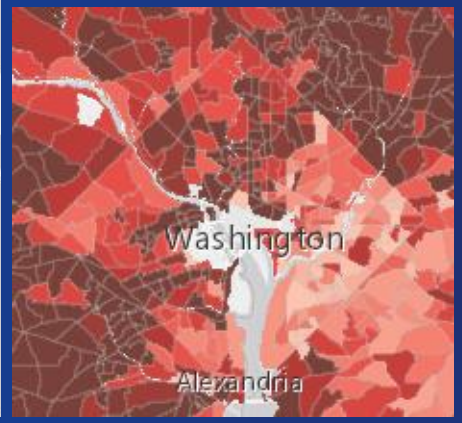
- 5-Year estimates
- State, County, and Tract
- Data straight from Census API
- Updated annually within days of Census releasing new estimates
- Joined to boundaries from TIGER
- 80+ popular ACS tables grouped by topic



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

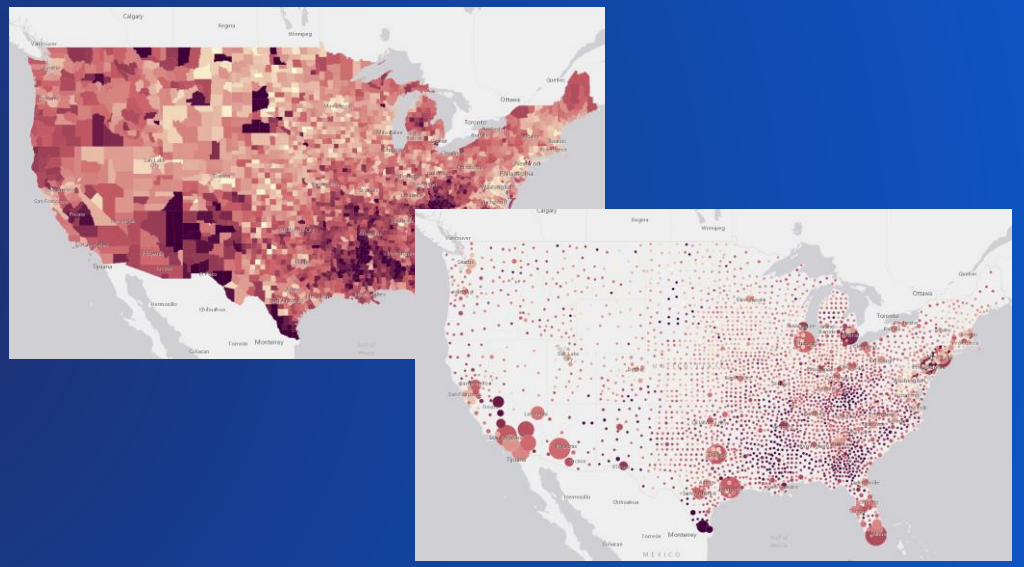






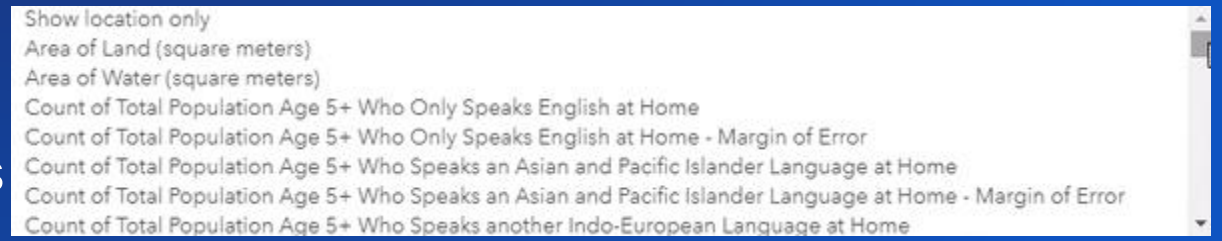
Full data for all 50 states plus Puerto Rico and Washington D.C.

Boundaries and Centroids



Pre-calculated percentages

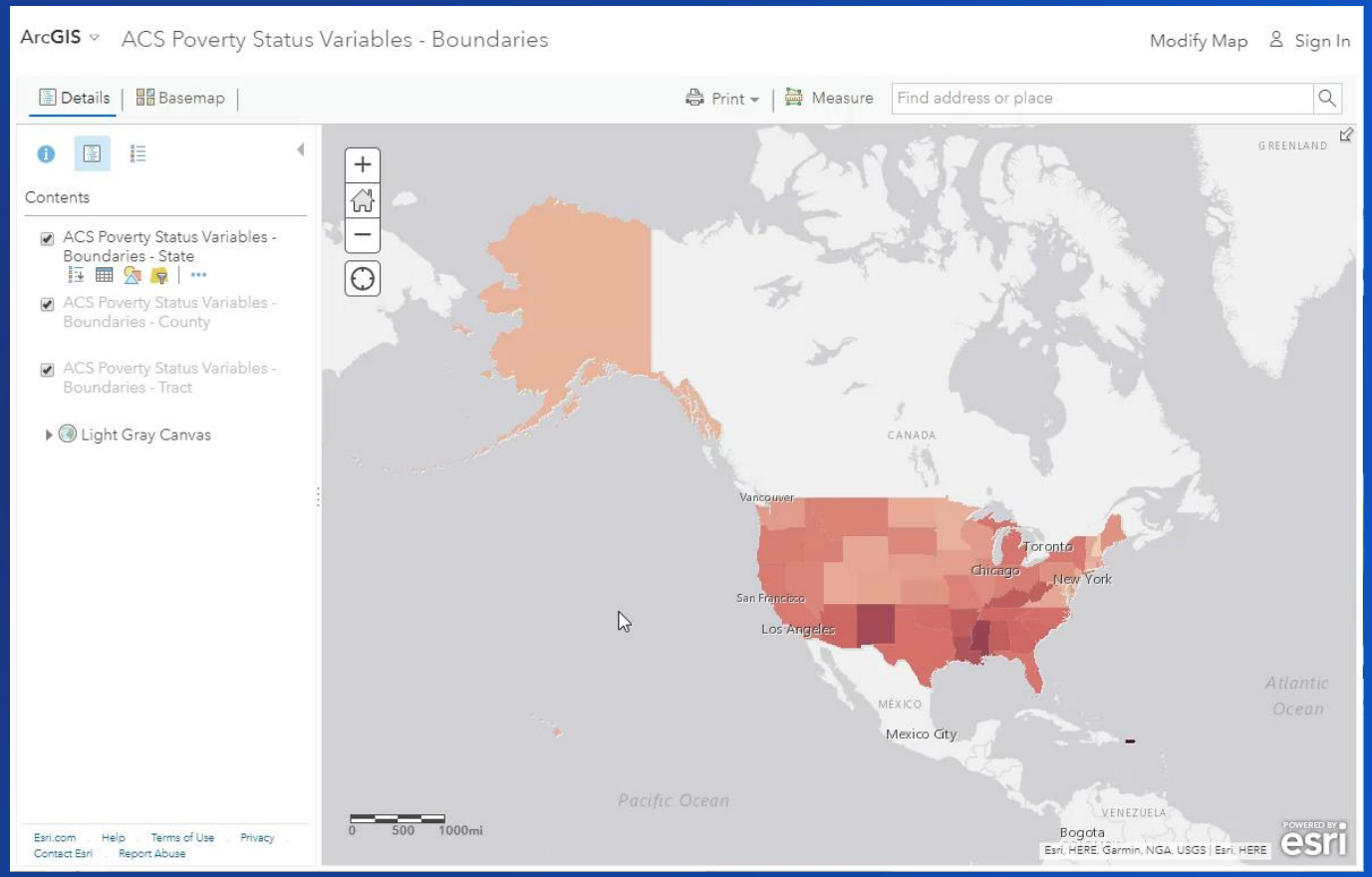
Full alias names on all fields

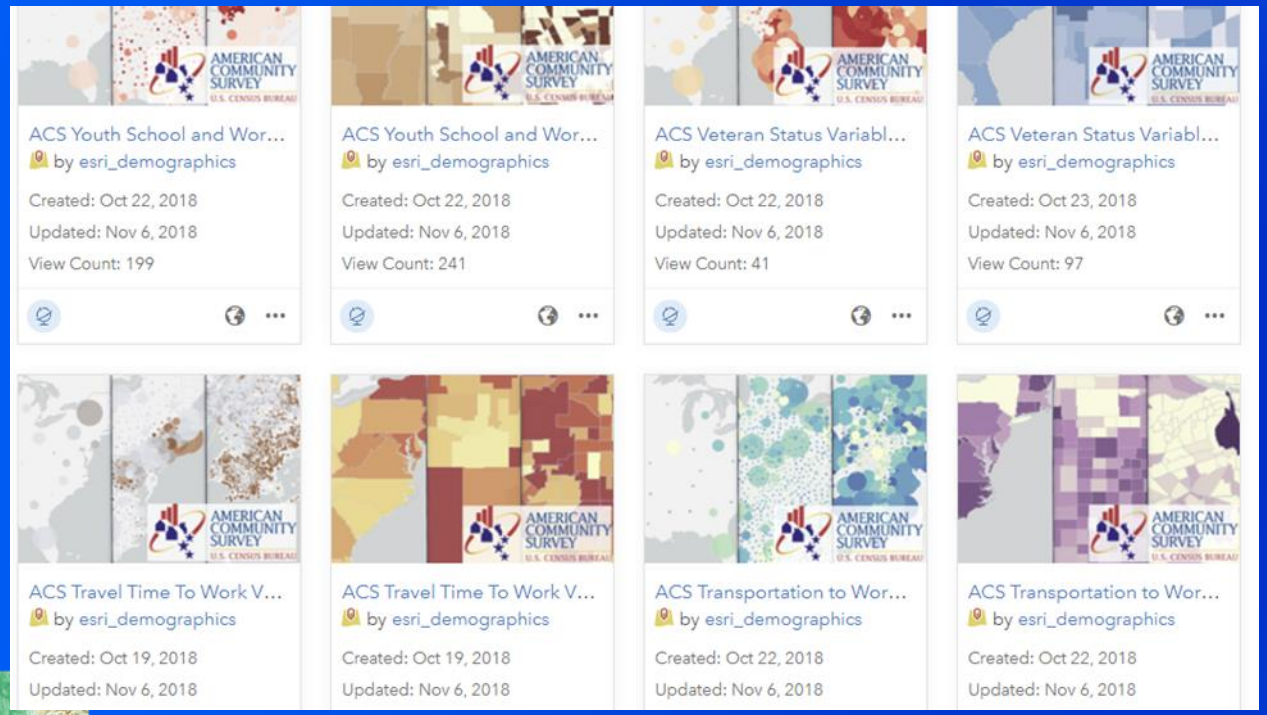


What Does this Mean?

Start mapping ACS data right now!

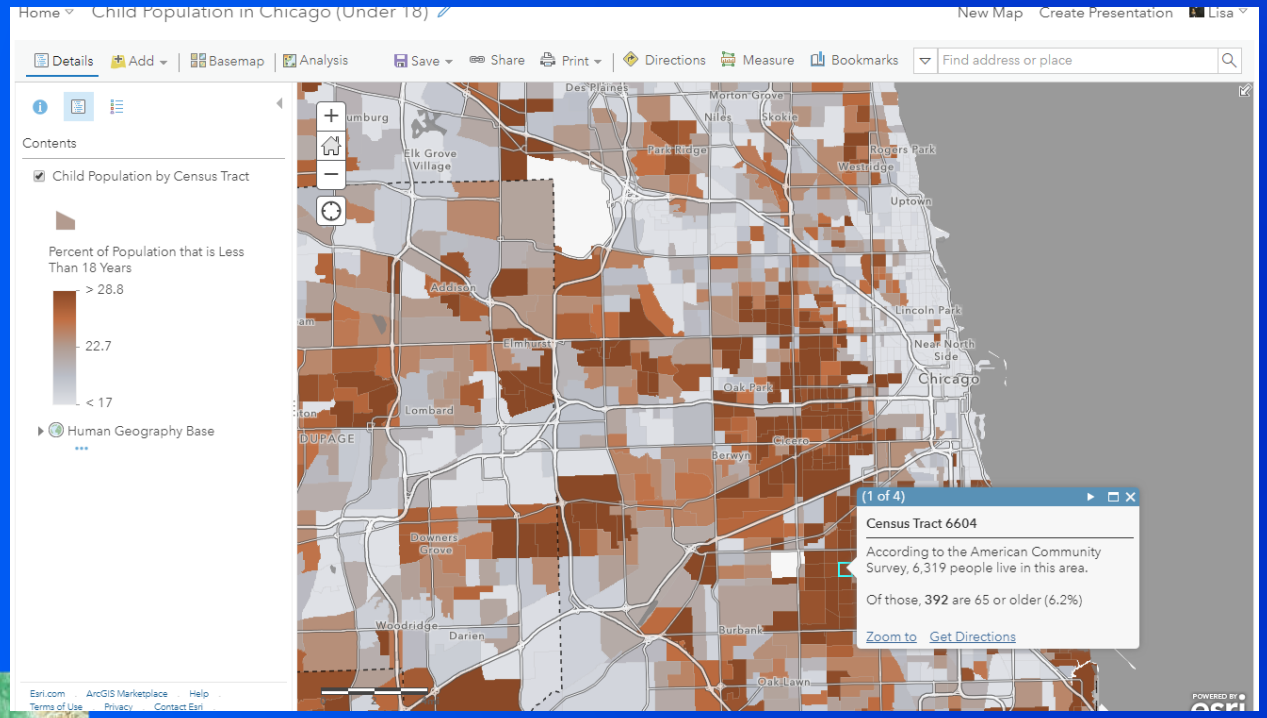
- Access ACS data quickly and easily
- Maps already have default cartography and pop-up to get you started
- Easily adjust the map to show a different attribute
- Start using ACS within your existing maps and analysis and apps
- Layers are Public (meaning no credits required)





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

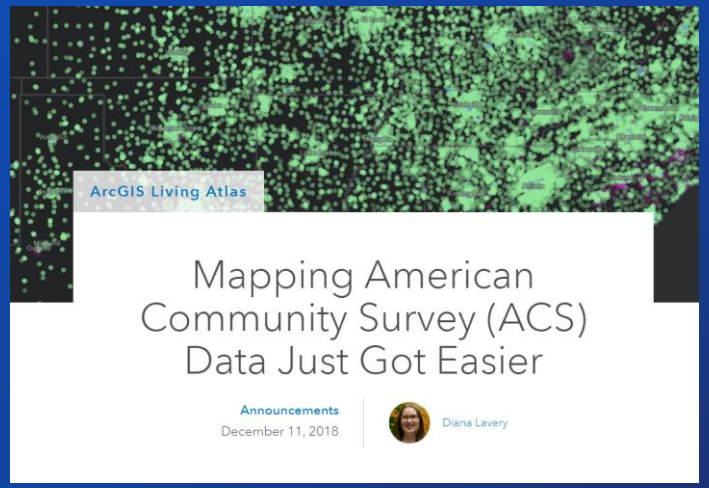
- Filter to your state
- Choose a new attribute to map
- Configure pop-up differently
- Save and Share within an app

Recap

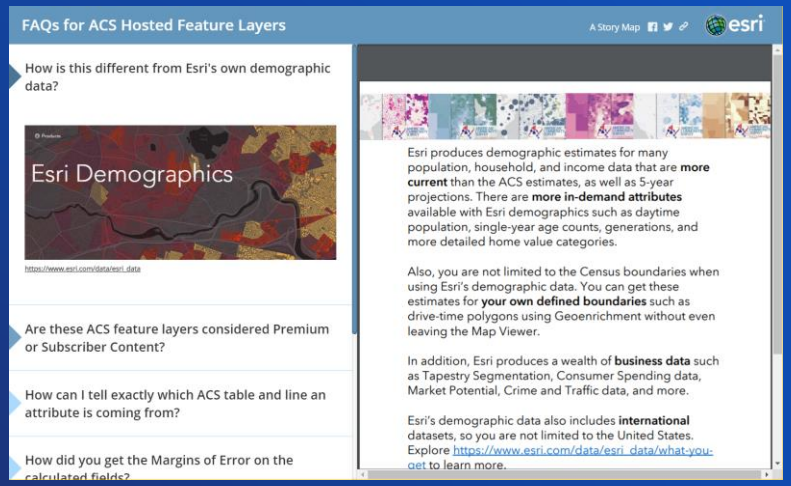
These layers are READY TO USE

- **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**

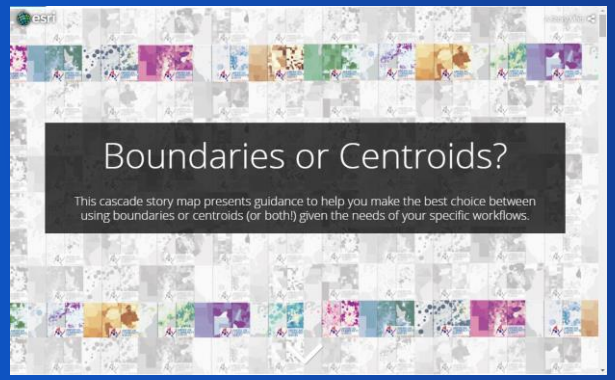
Resources



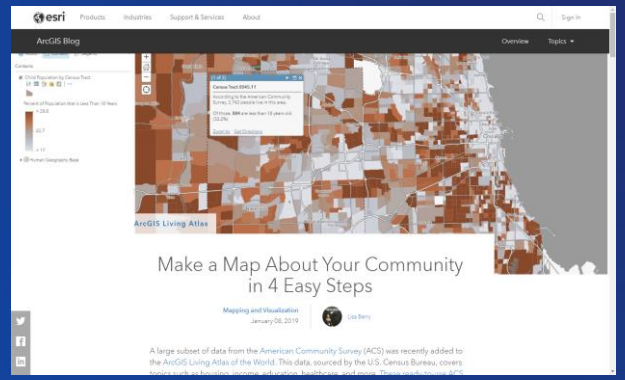
[More Info - Blog]



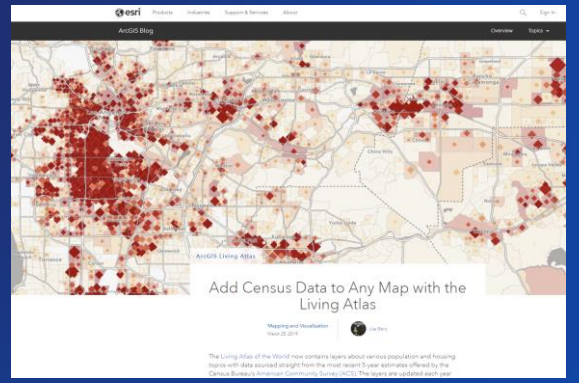
[FAQ - Story Map]



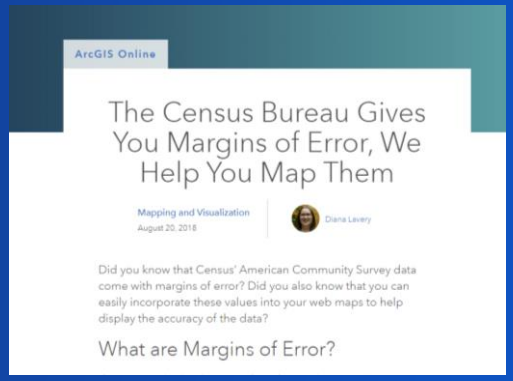
[Boundaries or Centroids? – Story Map]



[Make a Map About Your Community in 4 Steps - Blog]

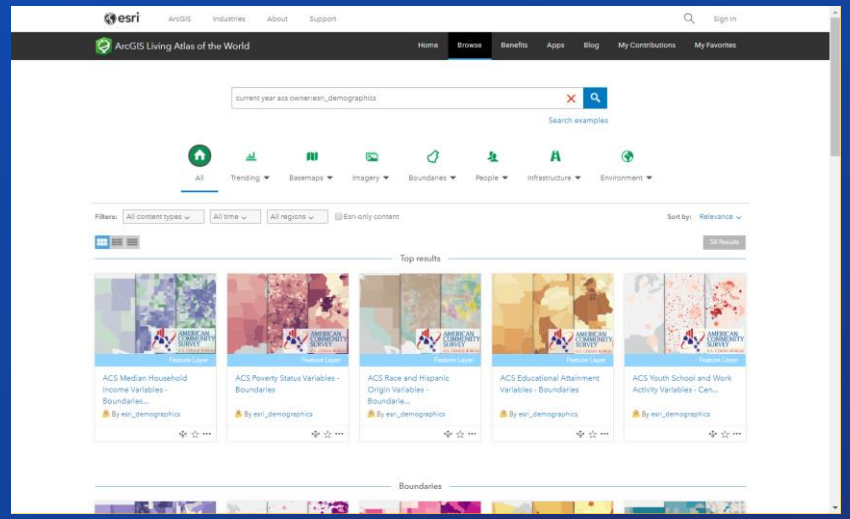


[Add Census Data to Any Map with the Living Atlas - Blog]

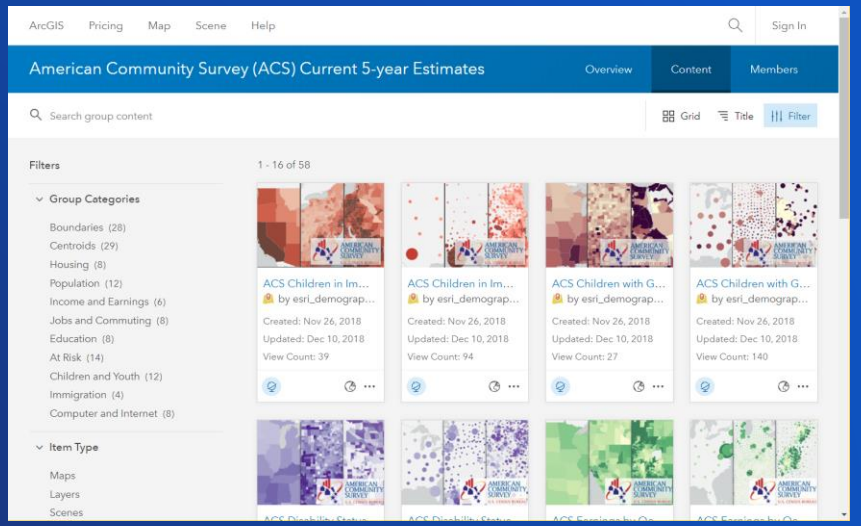


[Census Gives You MOE, We Help You Map Them - Blog]

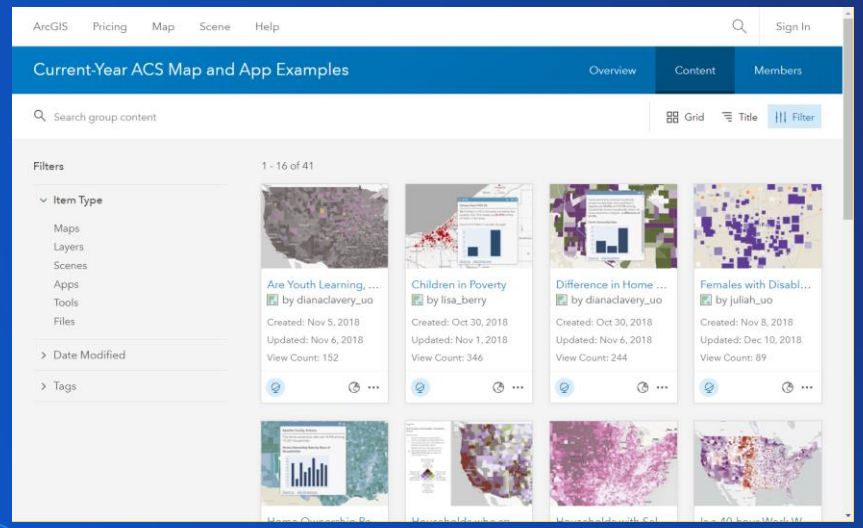
Accessing the ACS Layers



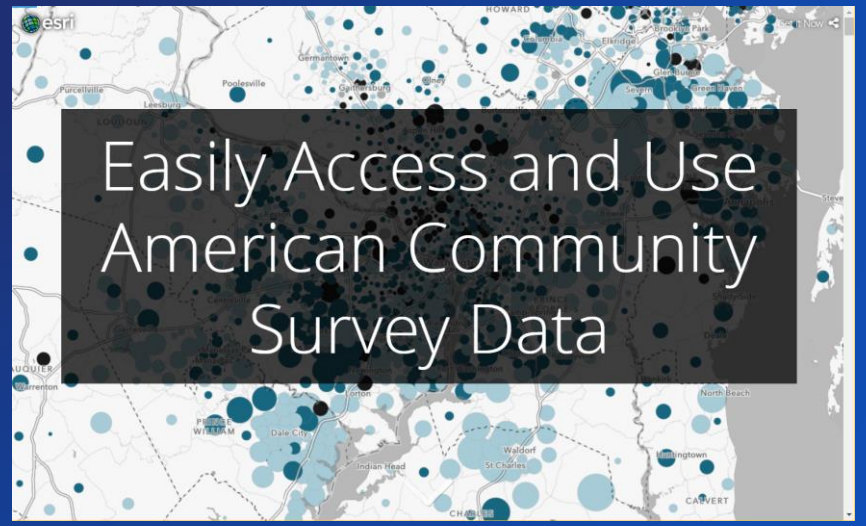
[ArcGIS Living Atlas website]



[AGOL Group containing layers]

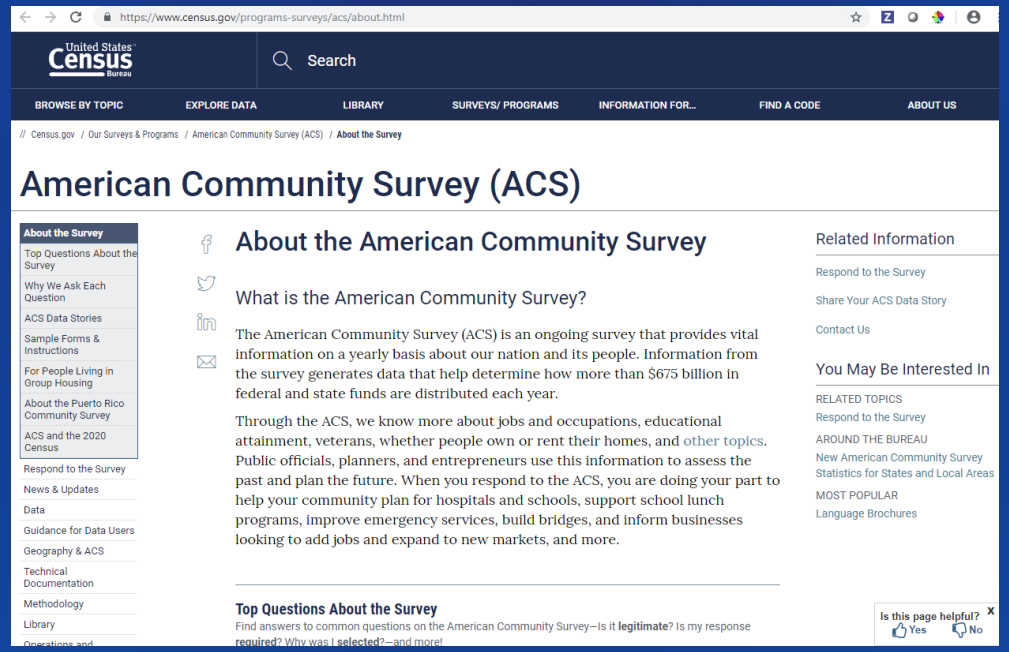


[AGOL Group Containing Map and App Examples]



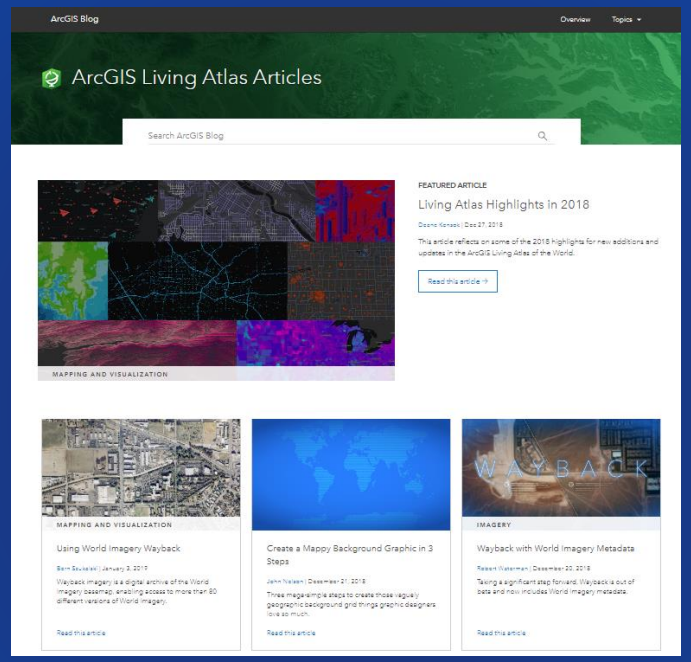
[Getting Started - Story Map]

American Community Survey Official Site

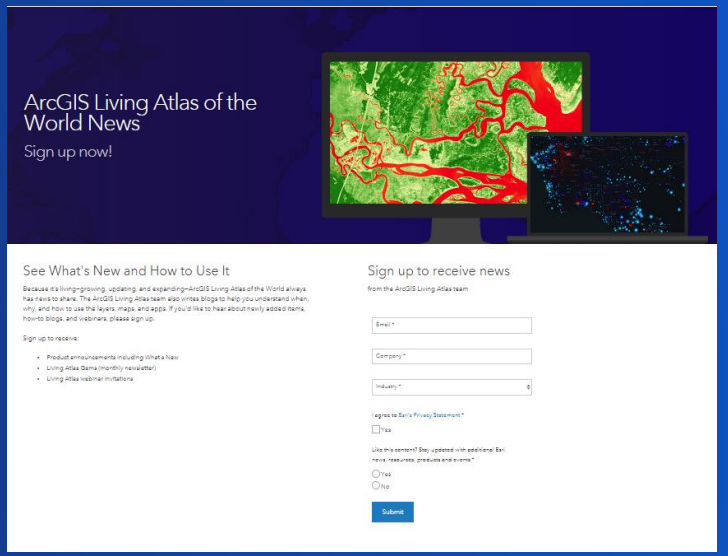


Keep up with the latest Living Atlas updates

[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

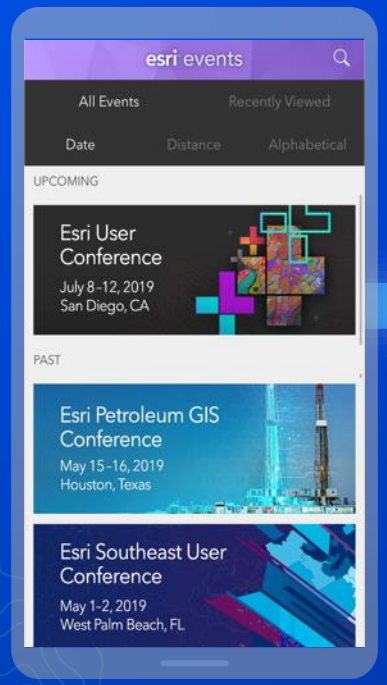
Questions?

Diana Lavery
DLavery@esri.com

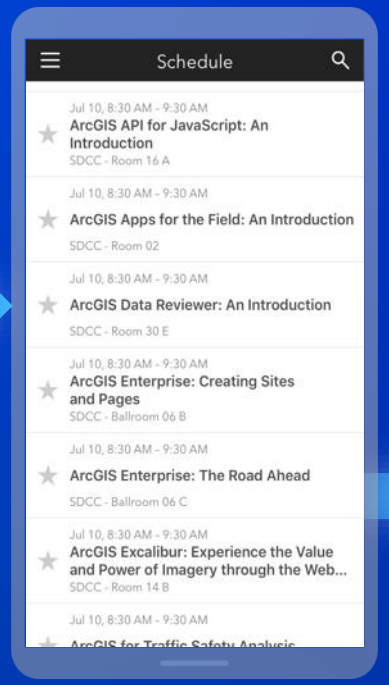
Lisa Berry
LBerry@esri.com

Please Share Your Feedback in the App

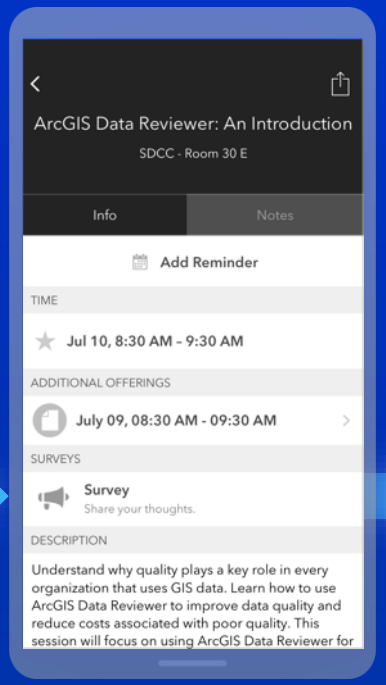
Download the Esri Events app and find your event



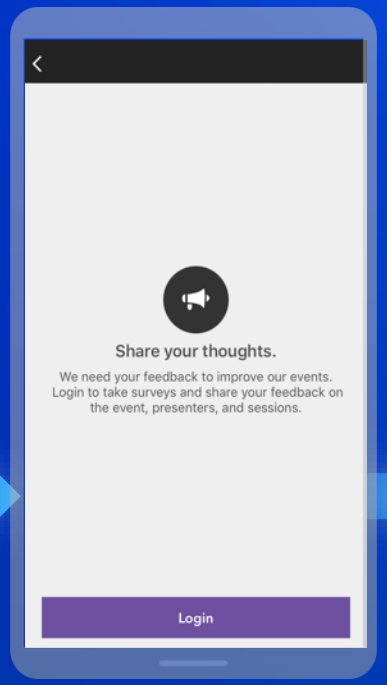
Select the session you attended



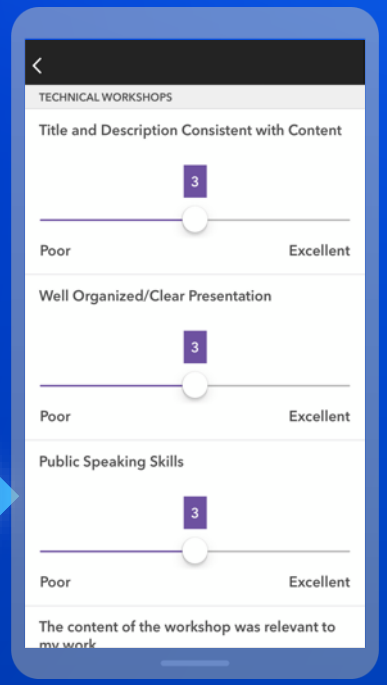
Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"



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