

American Community Survey Data for Nonprofits

May 11, 2022

Mary Ana McKay
American Community Survey Office

Maria-Alicia Serrano
YMCA of the USA

Slides are available at <https://www.census.gov/programs-surveys/acs/news/events.html>

This webinar is being recorded. The recording will be available after the webinar.

About the U.S. Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of all 50 states and U.S. territories
 - **The American Community Survey** – the ongoing, annual survey of the social, economic, housing, and demographic characteristics of the nation's population
 - **The Economic Census** – the official five-year measure of American businesses
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the nation's leading provider of quality data about its people and economy.



American Community Survey Data for Nonprofits

Outline

- **American Community Survey (ACS) basics**
- Accessing ACS data products
- ACS data for Nonprofits
- Resources for learning more


The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality


- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** addresses and informs over **\$675 billion** of federal government spending each year
- Covers **40+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
 - 1-year Estimates (for large populations, geographies of 65,000+ population)
 - 1-year Supplemental Estimates (for small populations, geographies of 20,000+ population)
 - 5-year Estimates (for very small populations, geographies down to Census Tracts and Block Groups)

13191010


 **The American Community Survey**

Start Here


You have two ways to respond:

 Respond online today at:
<https://respond.census.gov/acs>

OR

 Complete this form and mail it back as soon as possible.

Your response is required by law.
The American Community Survey is conducted by the U.S. Census Bureau. This survey is one of only a few surveys for which all recipients are required by law to respond. The U.S. Census Bureau is required by law to protect your information.

 **If you need help or have questions about completing this form, please call 1-800-354-7271.**

Text Telephone (TTY):
Call 1-800-582-8330.

¿NECESITA AYUDA? Llame sin cargo alguno al 1-877-833-5625.

For more information about the American Community Survey, visit our website at: <https://www.census.gov/acs>

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name MI

Area Code + Number -

How many people are living or staying at this address?


- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2 - 7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

form ACS-1(2021)
(9-18-2021)

OMB No. 0607-0010
OMB No. 0607-0936



The American Community Survey

How is the American Community Survey Different From a Census?

ACS

Census

Purpose

Sample estimates

Official counts

Collects

Detailed social, economic, housing, and demographic characteristics

Basic demographics

Produces

Population and housing characteristics

Population and housing totals

New Data Every

Year

10 years

Data Reflect

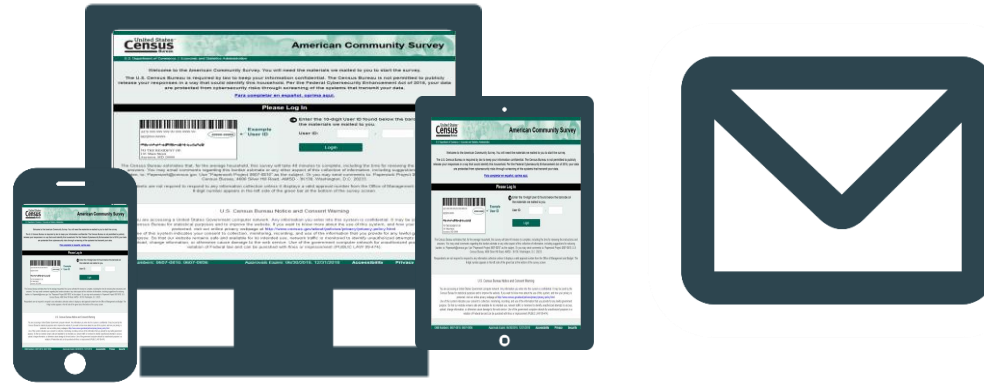
Period of time

Point in time

The American Community Survey

Data Collection Process

SELF-RESPONSE



NONRESPONSE FOLLOWUP



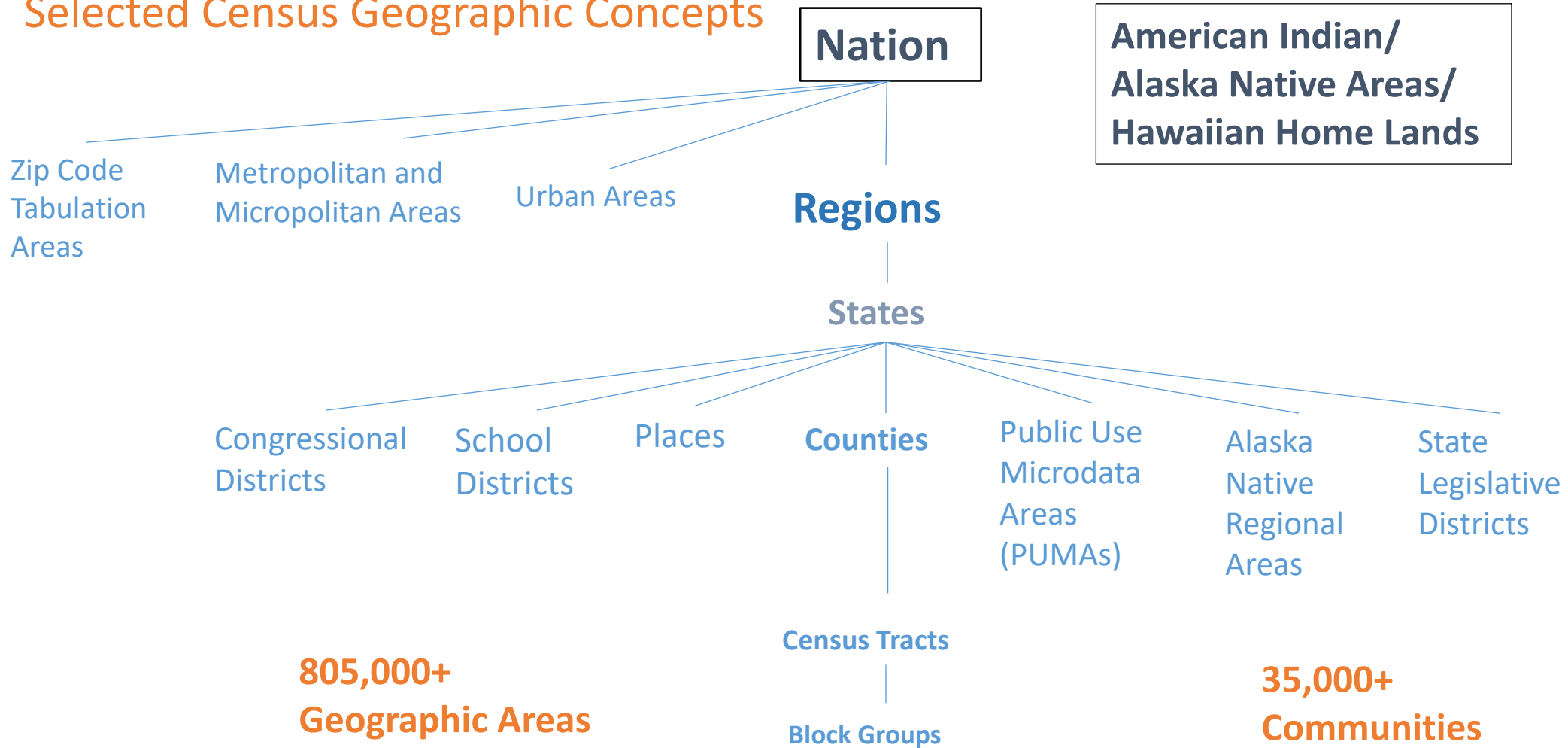
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Citizen Voting Age Population Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/Year Moved In

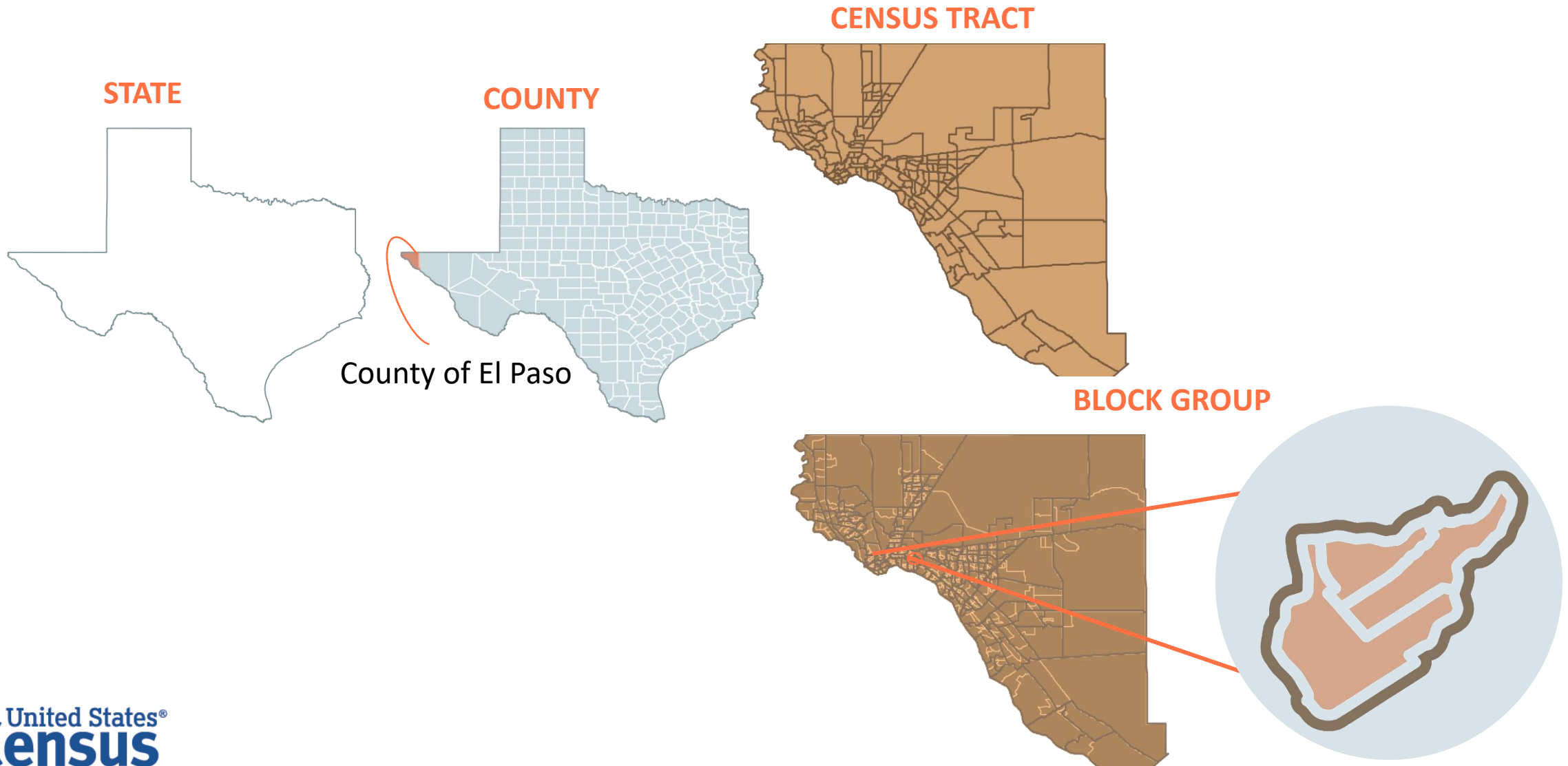
The American Community Survey

Selected Census Geographic Concepts



The American Community Survey

Selected Census Geographic Concepts



The American Community Survey

Availability of Data Products

Estimated Population of Geographic Area	1-Year Estimates	1-Year Supplemental Estimates	5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Typical Release Date (Occurs in the calendar year after data collection)	September	October	December

census.gov/programs-surveys/acs/news/data-releases.html

American Community Survey Data for Nonprofits

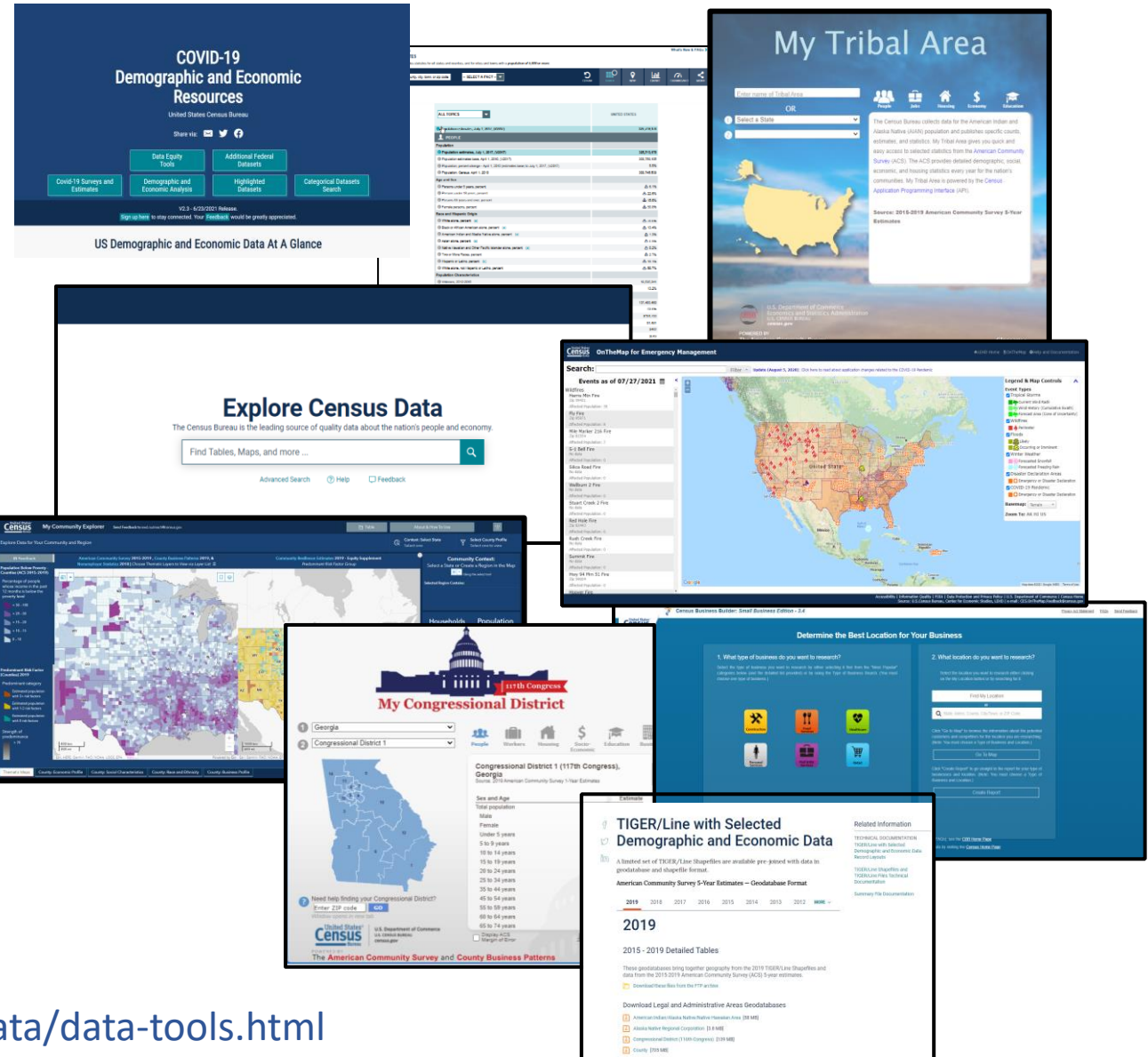
Outline

- American Community Survey (ACS) basics
- **Accessing ACS data products**
- ACS data for Nonprofits
- Resources for learning more

The American Community Survey

Selected Ways to Access Data

- QuickFacts
- My Community Explorer
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- data.census.gov
- Census COVID-19 Data Hub
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)



The American Community Survey

data.census.gov

Welcome to the new data.census.gov website

Microdata Help FAQ Feedback

United States[®]
Census
Bureau

Tables Maps Pages

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

Find Tables, Maps, and more ...

Advanced Search ? Help Feedback

data.census.gov

census.gov/data/what-is-data-census-gov.html



American Community Survey Data for Nonprofits

Outline

- American Community Survey (ACS) basics
- Accessing ACS data products
- **ACS data for Nonprofits**
- Resources for learning more
- Questions



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

EXPANDING ACCESS TO DATA THROUGH AN INSIGHTS HUB

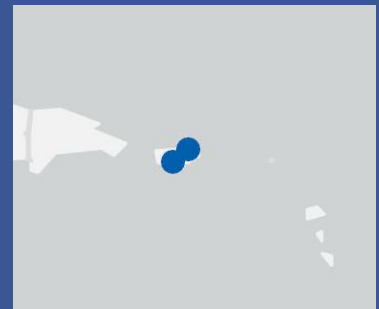
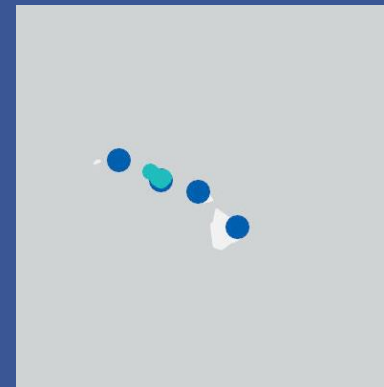
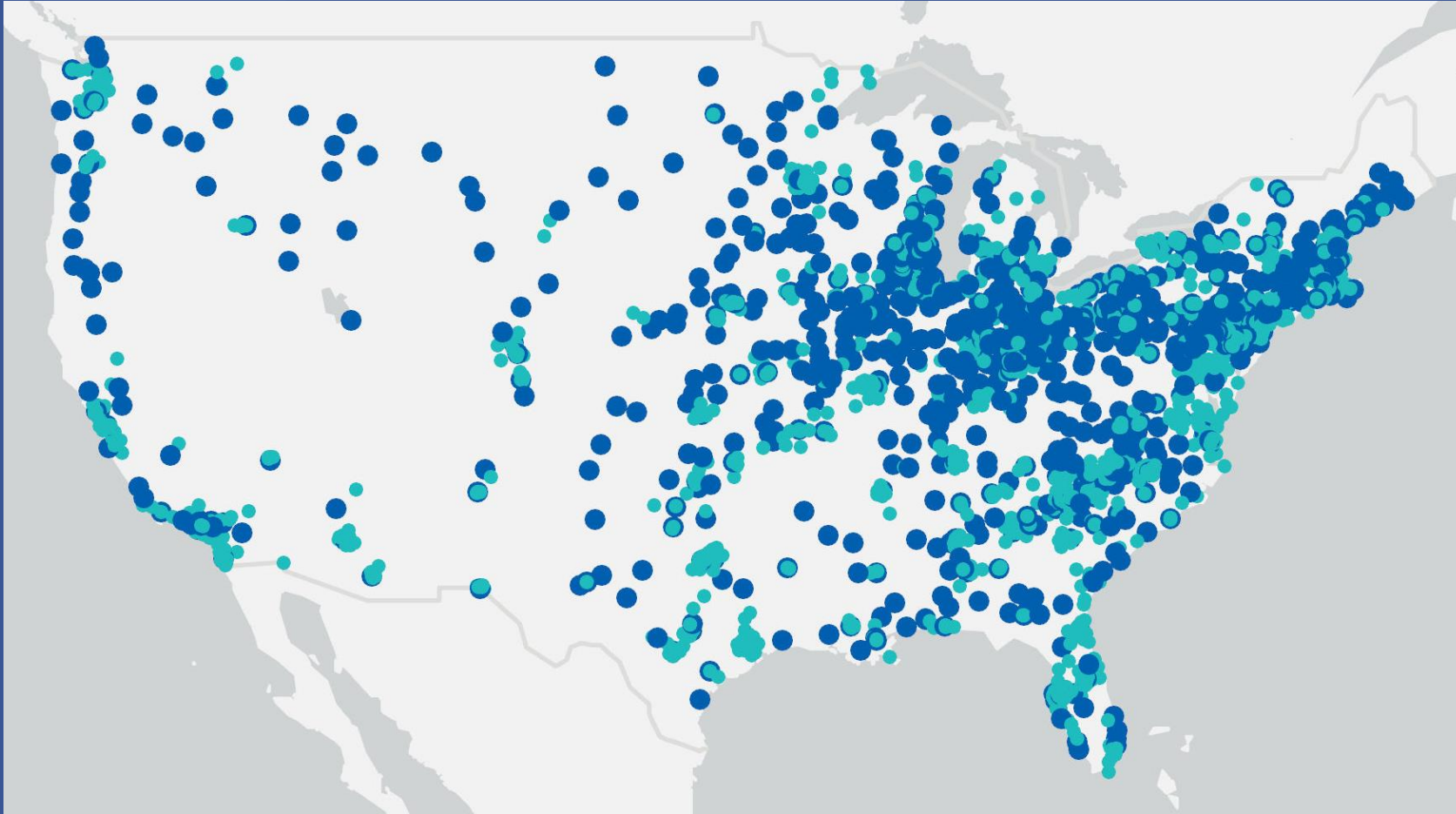
“By involving more people in the data journey, organizations provide new and relevant skills to their employees of all levels.”

- Nahla Davies
<https://nahlawrites.com/>



INTRODUCTIONS

THE YMCA



OUR PURPOSE

Strong Community

Community's specific needs
are met

People and groups can
pursue goals

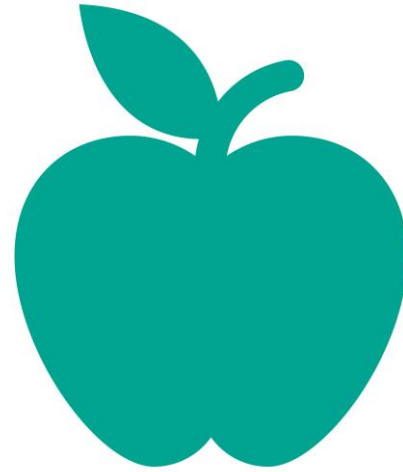
All community members
thrive

Community can mobilize
when resources are needed

OUR AREAS OF FOCUS




Youth Development



Healthy Living



Social Responsibility



When combined and given a context, data become information that can be compared, sorted, and analyzed to **answer important questions about how to change programs and policies** to improve both community conditions and people's lives.

What Counts? Harnessing Data for America's Communities

Insight Tools

The Insights Hub is available to all Y staff with a Link account. Security and permissions for each tool vary 1) depending on the information being provided and 2) the responsibility of the YMCA staff person. YMCA of the USA, Alliance Partner and Regional Service Hub staff can access individual Y level information at a national level ("global access"). In general, YMCA staff may only be able to see information pertaining to their Y, national or regional aggregates.



Community Insights:
Powered by Y-USA
Access: Alliances, Hub Staff,
and Y-USA.



Community Insights Lite:
Powered by Y-USA



Movement Insights 2.0



DIG Metrics

Access: CEOs, CVOs, DIG leads
at each association, Alliances,
Hub Staff, and Y-USA.



National Insights



Shared Agenda Analysis



Common Metrics 2.0

Access: CEOs, CVOs, Alliances,
Hub Staff, and Y-USA.



Financial Benchmark
Report 2.0

Access: Y CEOs, CVOs, CFOs,
and other financial designees



YMCAs Diabetes Prevention
Program



Insights Feedback Form



The Science of
Strengthening Community



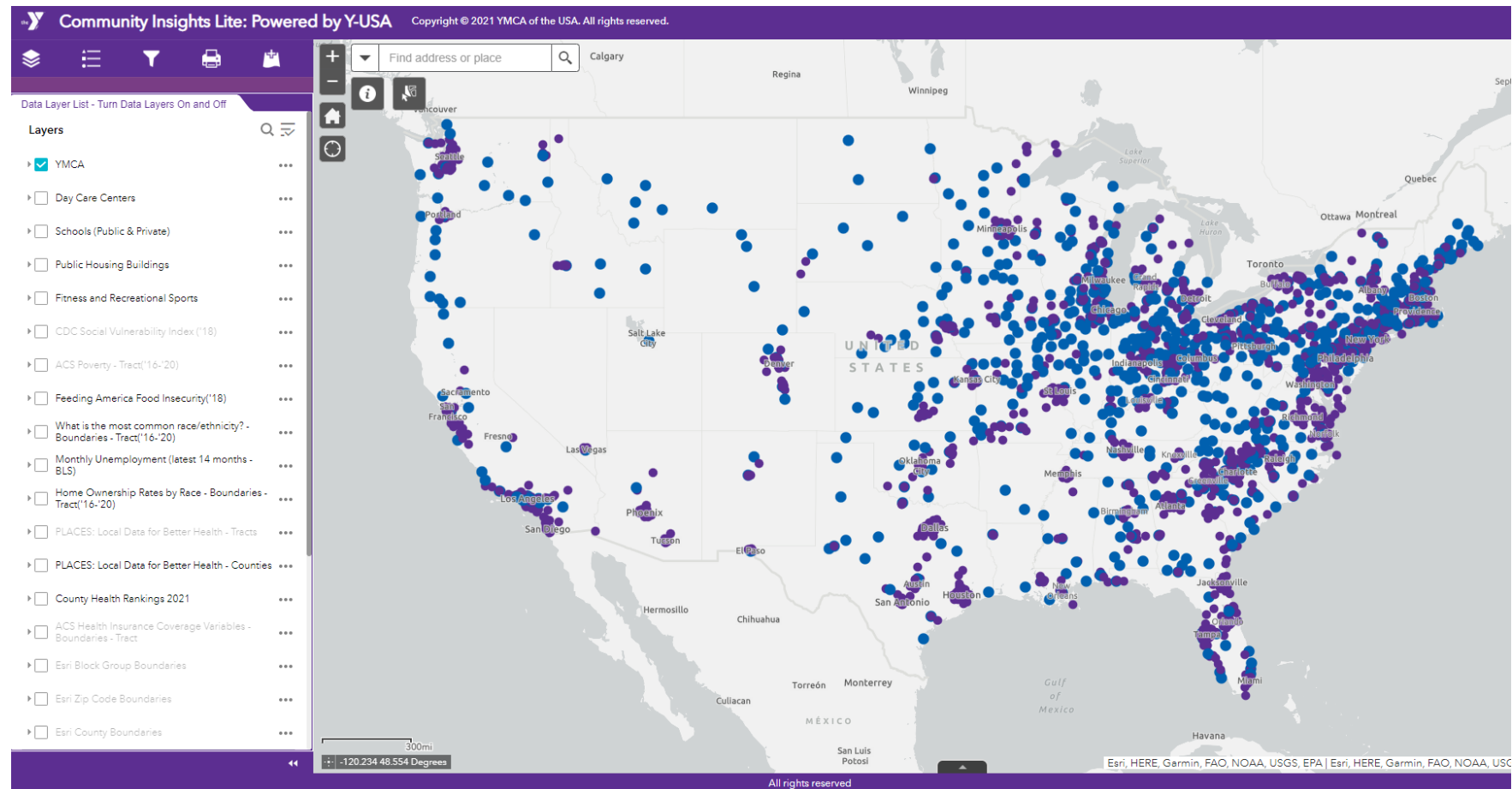
Understanding Community



COMMUNITY INSIGHTS

COMMUNITY INSIGHTS

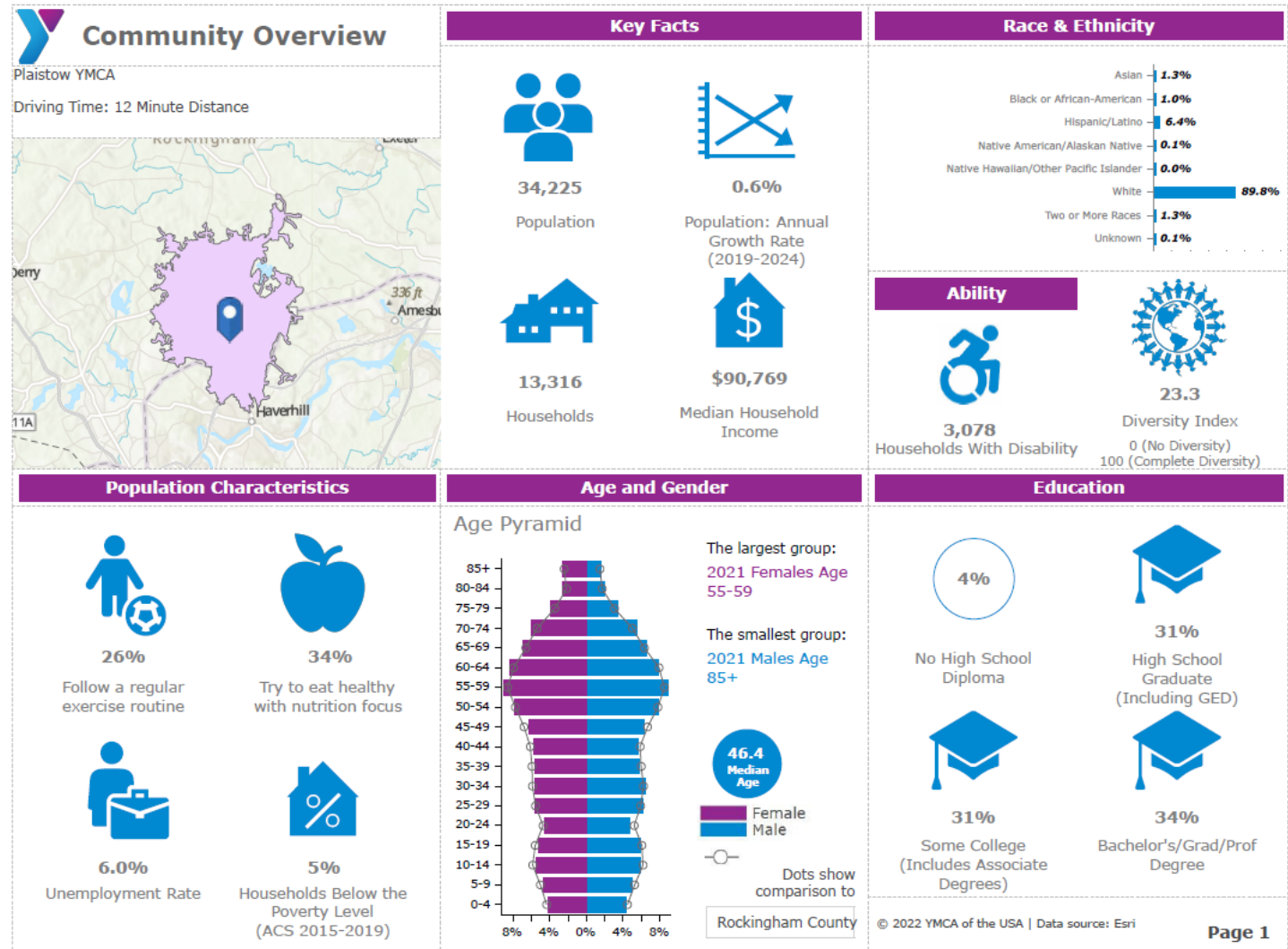
- Understand community context
- Visualize data



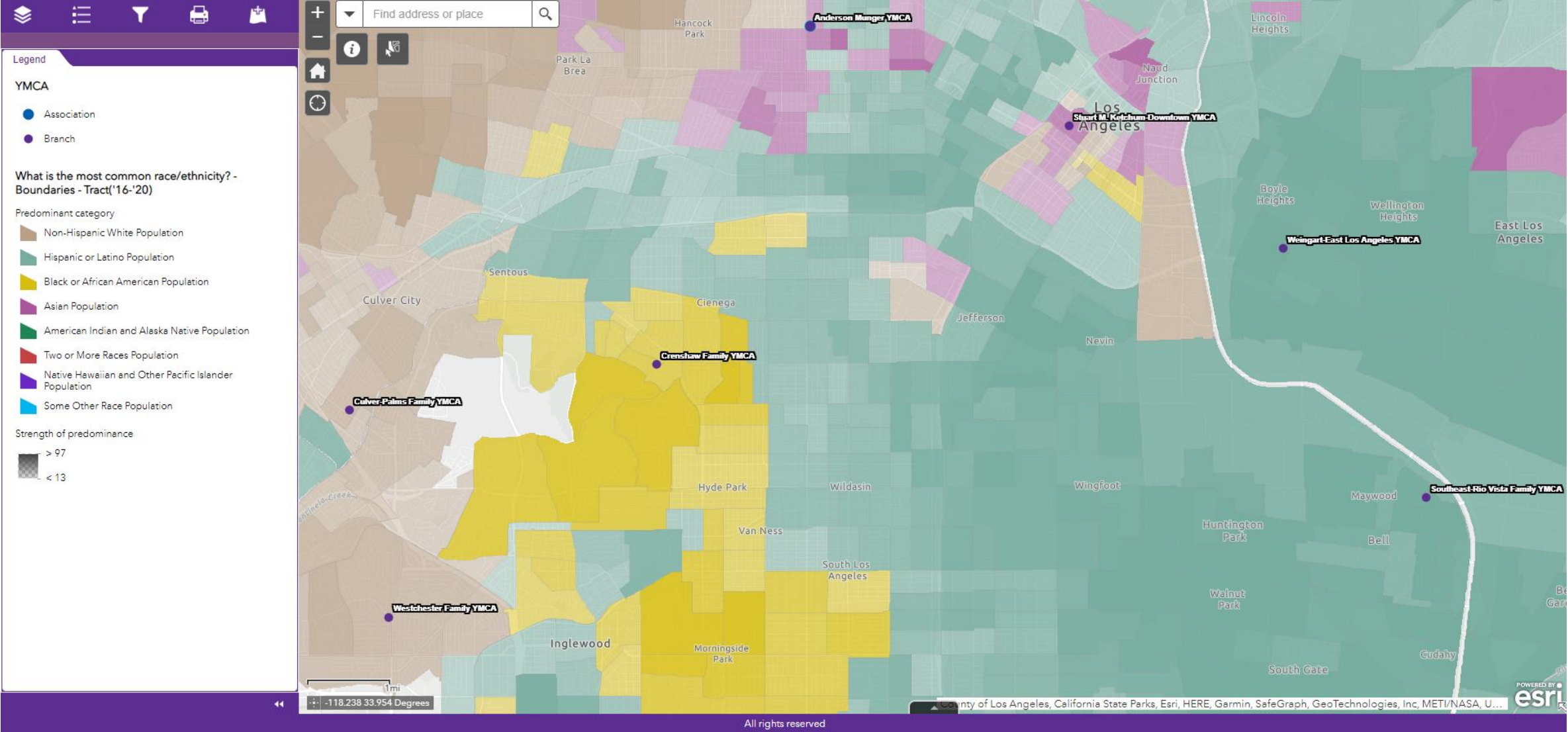
COMMUNITY INSIGHTS

Share insights through

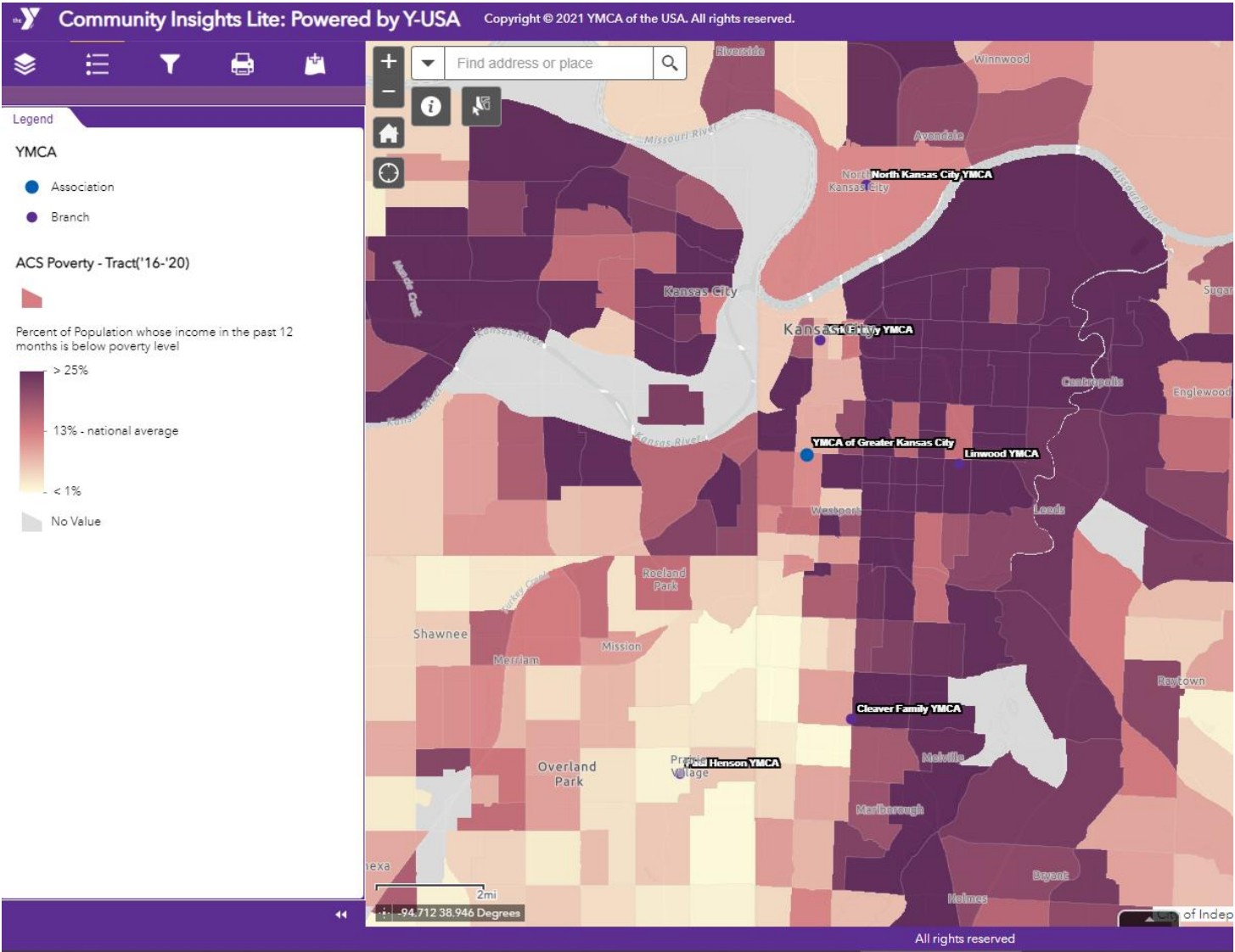
- Maps
- Infographics



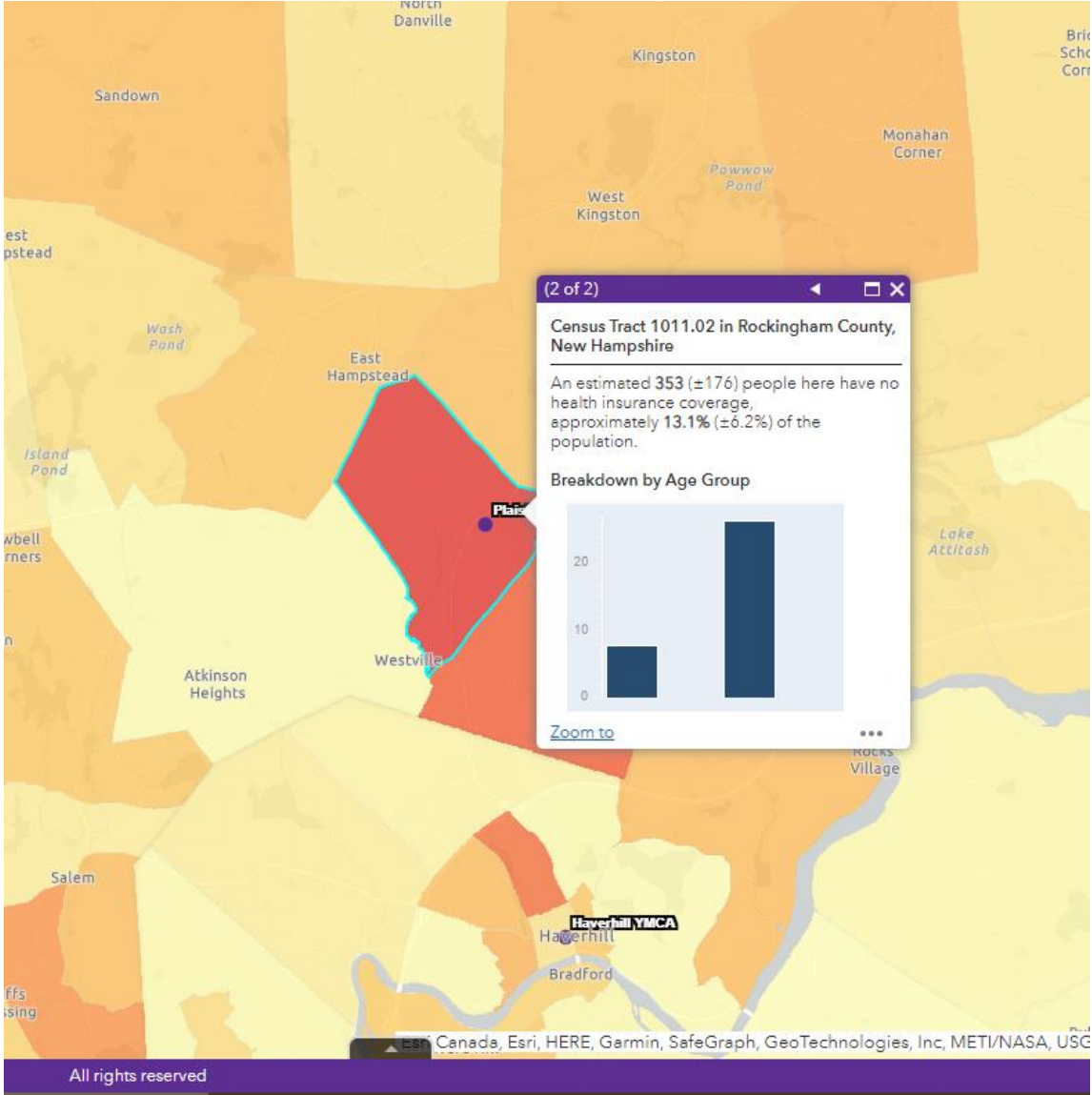
DESCRIBE OUR COMMUNITIES



EXPAND MEMBER ENGAGEMENT



EXPAND REACH AND IMPACT





THANK YOU

YMCA OF THE USA
Maria-Alicia Serrano
Senior Director of Insight Solutions
Maria-Alicia.Serrano@ymca.net

American Community Survey Data for Nonprofits

Outline

- American Community Survey (ACS) basics
- Accessing ACS data products
- ACS data for Nonprofits
- **Resources for learning more**

The American Community Survey

Main Page

The screenshot shows the main page for the American Community Survey (ACS) on the United States Census Bureau website. The page features a dark blue header with the Census Bureau logo and a search bar. Below the header is a navigation menu with options like 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area includes a breadcrumb trail, a sidebar with a list of topics, a large heading for 'American Community Survey (ACS)', a descriptive paragraph, a video player, and three call-to-action buttons: 'RESPOND NOW', 'Find ACS Data', and 'Subscribe'. The 'Data' section is partially visible at the bottom.

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)

WITHIN OUR SURVEYS & PROGRAMS

- About the ACS
- Data
- Geography & ACS
- Guidance for Data Users
- Information For...
- Library
- Methodology
- Microdata
- News & Updates
- Operations and Administration
- Respond to the ACS
- Technical Documentation

American Community Survey (ACS)

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.



RESPOND NOW

Find ACS Data

SUBSCRIBE

Complete the ACS

Subscribe

Data

The American Community Survey

Why We Ask

American Community Survey


[← Back to Topics Page](#)

Why We Ask Questions About...

Commuting / Journey to Work

We ask questions about where people work, how they get there, when they leave home, and how long it takes, to create statistics about commuting, or a person's journey to work.

Commuting patterns and characteristics are crucial to planning for improvements to road and highway infrastructure, developing transportation plans and services, and understanding where people are traveling in the course of a normal day.



Your privacy concerns

"I Don't Want Everyone to Know What Time I Leave"

We use your confidential survey answers to create statistics like those in the results below and in the full tables that contain all the data—no one is able to figure out your survey answers from the statistics we produce. The Census Bureau is legally bound to strict confidentiality requirements. Individual records are not shared with anyone, including federal agencies and law enforcement entities. By law, the Census Bureau cannot share respondents' answers with anyone—not the IRS, not the FBI, not the CIA, and not with any other government agency.

Questions as they appear on the form

We ask five questions about a person's journey to work to create a profile of a community's commuting patterns.

[View Questions](#)

census.gov/acs/www/about/why-we-ask-each-question

The American Community Survey Data Tables and Tools

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) / ACS Data

WITHIN AMERICAN COMMUNITY SURVEY (ACS)

Custom Tables

Data Tables

Data Tools

Data via API

Data via FTP

Equal Employment Opportunity (EEO)

Experimental Data

Race/Ethnicity and American Indian & Alaska Native

Summary File

Variance Replicate Estimate Tables

American Community Survey Data

The American Community Survey (ACS) releases new data every year through a variety of data tables that you can access with different data tools. Learn more about the different types of tables and profiles powered by ACS data. We also have information about other special datasets, such as the ACS Experimental Data, ACS Summary File, and ACS Public Use Microdata Sample (PUMS) files.

Get Started Accessing ACS Data

Check out data.census.gov, the Census Bureau's main data dissemination tool. Here, you can access tables and maps with ACS data. You can also view data.census.gov Resources for step-by-step guidance, video tutorials, FAQs, and more.

GO TO DATA.CENSUS.GOV

data.census.gov Resources

Related Information

Data

data.census.gov Resources

You May Be Interested In

RELATED TOPICS

Contact Us

AROUND THE BUREAU

Email Updates

MOST POPULAR

Share Your ACS Data Story

census.gov/programs-surveys/acs/data.html

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) / ACS Data / ACS Data Tables

WITHIN DATA

Data Profiles

Geographic Comparison Tables

Narrative Profiles

Ranking Tables

Subject Tables

Supplemental Tables

Table IDs Explained

American Community Survey Data Tables

There are many types of tables and profiles from the American Community Survey (ACS). Learn more about our data products, including a description of each product, geographic areas covered, and tools containing these products, to help you access the information you need from the ACS.

Need help using data.census.gov or the Application Programming Interface (API)? Check out [How-to Materials for Using data.census.gov](#) and [ACS Data via API](#).

Related Information

How-to Materials for Using data.census.gov

American Community Survey Data via API

Table IDs Explained

You May Be Interested In

RELATED TOPICS

Contact Us

AROUND THE BUREAU

Email Updates

MOST POPULAR

Share Your ACS Data Story

EXPAND ALL | COLLAPSE ALL

▼	Data Profiles (DP) – Broad social, economic, housing, and demographic information in a total of four profiles
▼	Narrative Profiles – Summaries of information in the Data Profiles using nontechnical text
▼	Comparison Profiles (CP) – Comparisons of ACS estimates over time in the same layout as the Data Profiles
▼	Selected Population Profiles (S0201) – Broad ACS statistics for

Respond to the ACS
Learn how

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) / ACS Data / ACS Data Tools

WITHIN DATA

Custom Tables

Data Tables

Data Tools

Data via API

Data via FTP

Equal Employment Opportunity (EEO)

Experimental Data

Race/Ethnicity and American Indian & Alaska Native

Summary File

Variance Replicate Estimate Tables

American Community Survey Data Tools

[Data.census.gov](https://data.census.gov) is the Census Bureau's primary tool for accessing data from the American Community Survey (ACS). However, there are many other ways to access ACS estimates and microdata. Learn more about our data tools, along with the product type, year(s) available & data set(s), and geographies included, to help you access the information you need from the ACS.

We also have an [ACS Data Products Availability spreadsheet](#) to help you figure out if your data product is available in data.census.gov, the API, and/or the FTP site.

Related Information

How-to Materials for Using data.census.gov

How-to Materials for Using the Microdata Access

American Community Survey Data via API

You May Be Interested In

RELATED TOPICS

Contact Us

AROUND THE BUREAU

Email Updates

MOST POPULAR

Share Your ACS Data Story

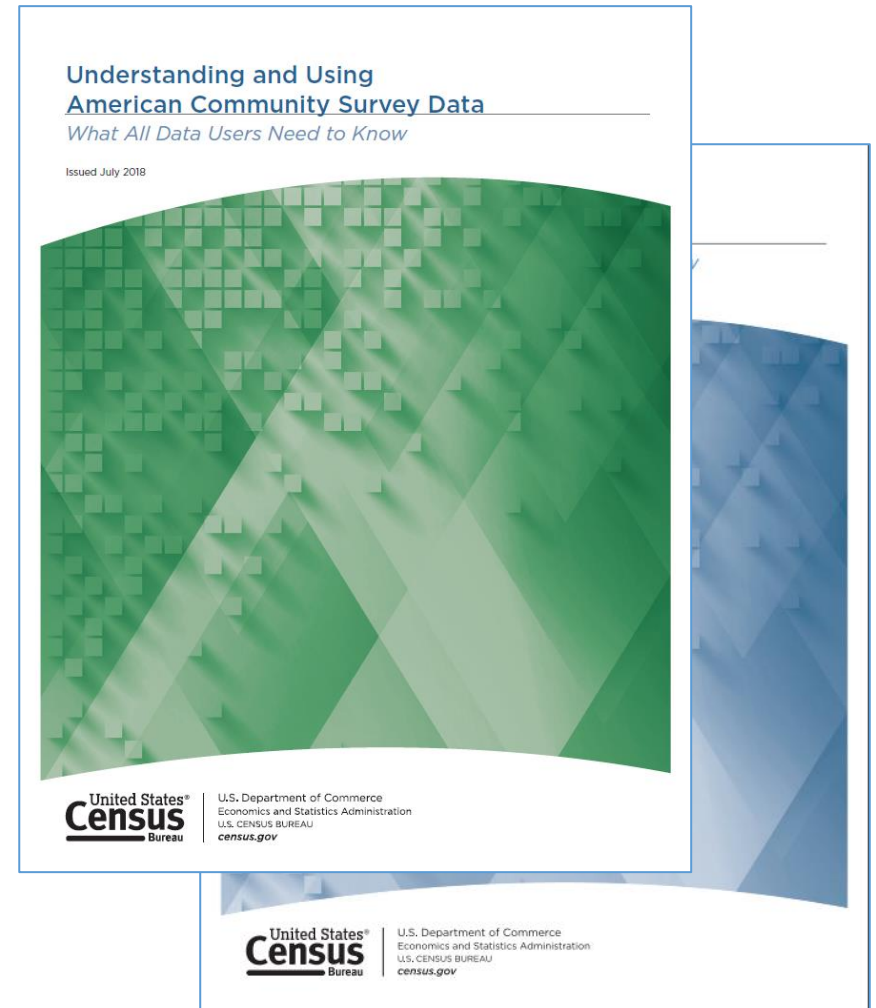
EXPAND ALL | COLLAPSE ALL

Topics/Product Type Included:	Year(s) Available & Data Set(s) Included:	Geographies Included:
▼	data.census.gov – Census Bureau's primary data dissemination tool	
▼	QuickFacts – Provides quick, easy access to facts about people, business, and geography	
▼	My Congressional District – Interactive tool that provides the latest	

Data Handbooks

Available

- All Data Users
- American Indian and Alaska Natives (AIAN)
- Application Programming Database (API)
- Business
- Geography
- Journalists
- Public Use Microdata Sample
- Puerto Rico Community Survey
- Researchers
- Rural
- State and Local Government
- Summary File



The American Community Survey

Technical Documentation Page

The screenshot shows the top navigation bar of the Census Bureau website with the logo and a search bar. Below the navigation bar are several menu items: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. The main content area features a breadcrumb trail: // Census.gov / Our Surveys & Programs / American Community Survey (ACS) / Technical Documentation. On the left, there is a sidebar with links to various ACS resources: Code Lists, Definitions, and Accuracy; Data Suppression; Errata Notes; Table & Geography Changes; Table Shells and Table List; and User Notes. Social media icons for Facebook, Twitter, and LinkedIn are also present. The main content area has a large heading 'Technical Documentation' followed by an introductory paragraph. Below this are several sections: 'Code Lists, Definitions, and Accuracy', 'User Notes', 'Errata Notes', 'Data Suppression', 'Table & Geography Changes', and 'Table Shells and Table List'. On the right side, there is a 'Related Information' section with links to 'American Community Survey Data', 'Share Your ACS Data Story', 'Contact Us', and 'You May Be Interested In'. The 'You May Be Interested In' section includes sub-sections for 'RELATED TOPICS', 'AROUND THE BUREAU', and 'MOST POPULAR'. At the bottom left of the page, there is a 'Respond to the ACS' logo with the text 'Learn how'.

census.gov/programs-surveys/acs/technical-documentation.html

The American Community Survey

Glossary

The screenshot shows the United States Census Bureau Glossary page. At the top left is the logo. Below it is a breadcrumb trail 'Census > Glossary' and the title 'Glossary'. A search bar with the placeholder 'Search Term' and a 'Search' button is present. To the right of the search bar is a notification: 'You may SAVE terms to a list and VIEW, MODIFY or PRINT that list by clicking on this icon.' with a document icon and the number '0'. Below the search bar is a navigation bar with the text 'Search for terms using the alphabet below:' and a row of letters from # to Z, with 'A' highlighted. The main content area is titled 'Results' and shows '111 Terms Returned'. The results are listed in two columns. The first column contains: AES Applicant, AES downtime filing citation, AESDirect, AIDS, ART, Ability to speak English, Accessibility, Accommodation and Food Services, Accounts Receivable, and Accuracy. The second column contains: Accuracy and Coverage Evaluation (A.C.E.), Acquisition, Acreage, Active members (of retirement systems), Actual Production, Adjustments, Administrative Entities, Administrative and Support and Waste Management and Remediation Services, Administrative costs (of retirement systems), and Administrative data. At the bottom of the results area is a pagination control: '<< < 1 2 3 4 5 6 > >>' with '1' highlighted.

The American Community Survey

Data Tell Stories. Tell us Yours!

The screenshot shows the 'Share Your ACS Data Story' page. At the top, there are navigation links: 'LIBRARY', 'SURVEYS/ PROGRAMS', and 'INFORMATION FOR...'. Below the navigation is a breadcrumb trail: 'census.gov / Our Surveys & Programs / American Community Survey (ACS) / Share Your ACS Data Story'. The main heading is 'Share Your ACS Data Story'. The text below reads: 'We want to hear about how you use American Community Survey (ACS) data to help you... Did you or your organization use the ACS to make an important decision, help you open/expand a business, etc? If so, we are eager to learn more about A... your story by completing the fields below to help us showcase the v... Need help getting started? Check out featured examples from our c... stories.' There is a note: 'Note: If you have questions or need assistance with ACS data, please c... acso.users.support@census.gov. You can also reach out to the ACS Online...'. Below the note is a 'Privacy Act Statement (click to read)' with 'OMB Control NO: 0690-0030' and 'Expiration Date: 07/31/2023'. The 'Your Story *' section has a sub-heading 'Tell us how you use ACS data.' and a large text input area. Three circular callouts are overlaid on the right side of the screenshot: 'Your story' with a bookshelf image, 'Your data details' with a hand holding a tablet showing a world map and bar chart, and 'Your outcome' with a hand holding a bar chart.

census.gov/acs/www/share-your-story

census.gov/programs-surveys/acs/about/acs-data-stories.html



- Purpose:
 - Improve understanding of the value and utility of ACS data.
 - Promote information sharing among data users about key ACS data issues and applications.
- Includes users group website and online community
- ACS Data Users Conference
- Membership is free and open to all interested ACS data users

acsdatacommunity.prb.org

Data Dissemination and Training

- ✓ **Bring our data experts to you.**

Request a free data training for your organization.

- ✓ **Receive our Data Gems.**

These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- ✓ **Get access to our Courses.**

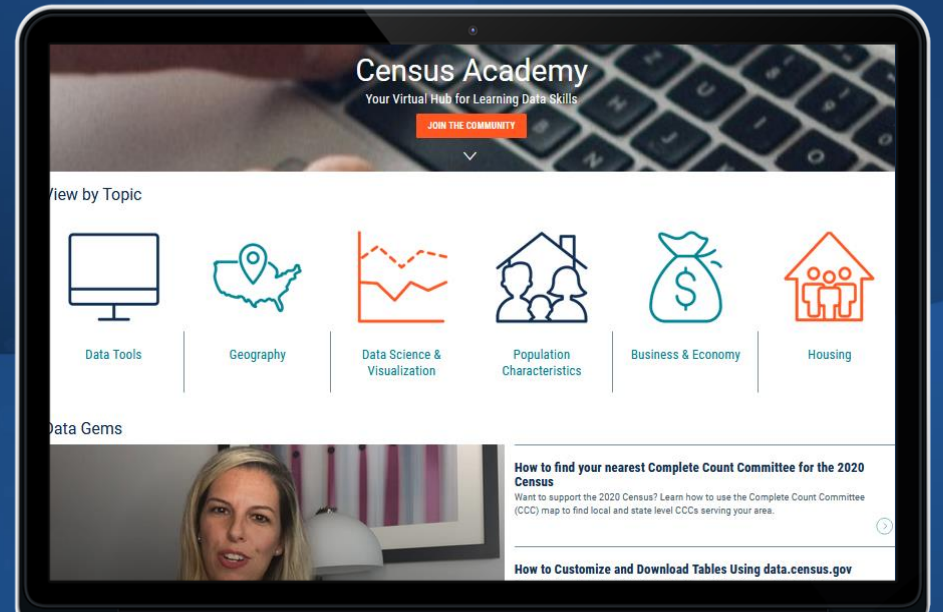
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- ✓ **Interact with our instructors via Webinars.**

Learn about our data releases and tools while attending these live virtual classes.



Census.gov/Academy



Contact us:

Census.askdata@census.gov

1-844-ASK-DATA

*Share your ideas and feedback at
census.academy@census.gov*

The American Community Survey

Continuing the Conversation

Customer Service Center

1-800-923-8282

Email Us

ACS acso.users.support@census.gov

Maria-Alicia Serrano (YMCA of USA)

Maria-Alicia.Serrano@ymca.net

Website

census.gov/acs

Email Alerts

<https://public.govdelivery.com/accounts/USCENSUS/signup/12426>

Social Media @uscensusbureau

#ACSdata

Source Us

U.S. Census Bureau, [YYYY – YYYY] American Community Survey [1/5]-year estimates