

Introduction to Census Surveys and Data

ACS Demographic Data Analysis

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Dr. Brombos is the Data Dissemination Specialist for the state of New York. Her federal service began in 2018 as New York State's Partnership Coordinator for the 2020 Decennial Census.

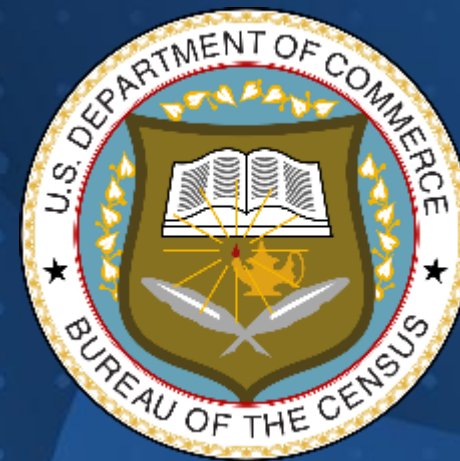
Dr. Brombos spent over 20 years working in academia as a Teacher, District Data Specialist, CIO, Academic Researcher, and University Professor, teaching courses in Data Use for Continuous School Improvement, State and Federal Compliance, University Accreditation, and Strategic Planning.

Dr. Brombos is a graduate of the University of Hawai'i at Manoa and D'Youville University with Master's Degrees in Interdisciplinary Biomedical Sciences and Secondary Science Education, and a Doctorate in Leadership in Higher Education.

In 2021 she was awarded the Bronze Medal from the Department of Commerce for Leadership throughout the Decennial Census and the COVID Pandemic.



- The Census Bureau is the federal government's largest statistical agency.
- Our mission is to serve as the leading source of quality data about America's people and economy.
- We conduct more than 130 censuses and surveys each year.
- More than \$2.8 trillion in federal funding distributed to states, communities, tribal governments and other recipients using Census Bureau data in whole or in part.



Selected Tools to Access Data

data.census.gov

My Community Explorer

Community Resilience Estimates

Opportunity Project

On The Map

Census Business Builder

SAIPE and SAIHE Interactive Tools

LEHD Suite of Tools

QuickFacts

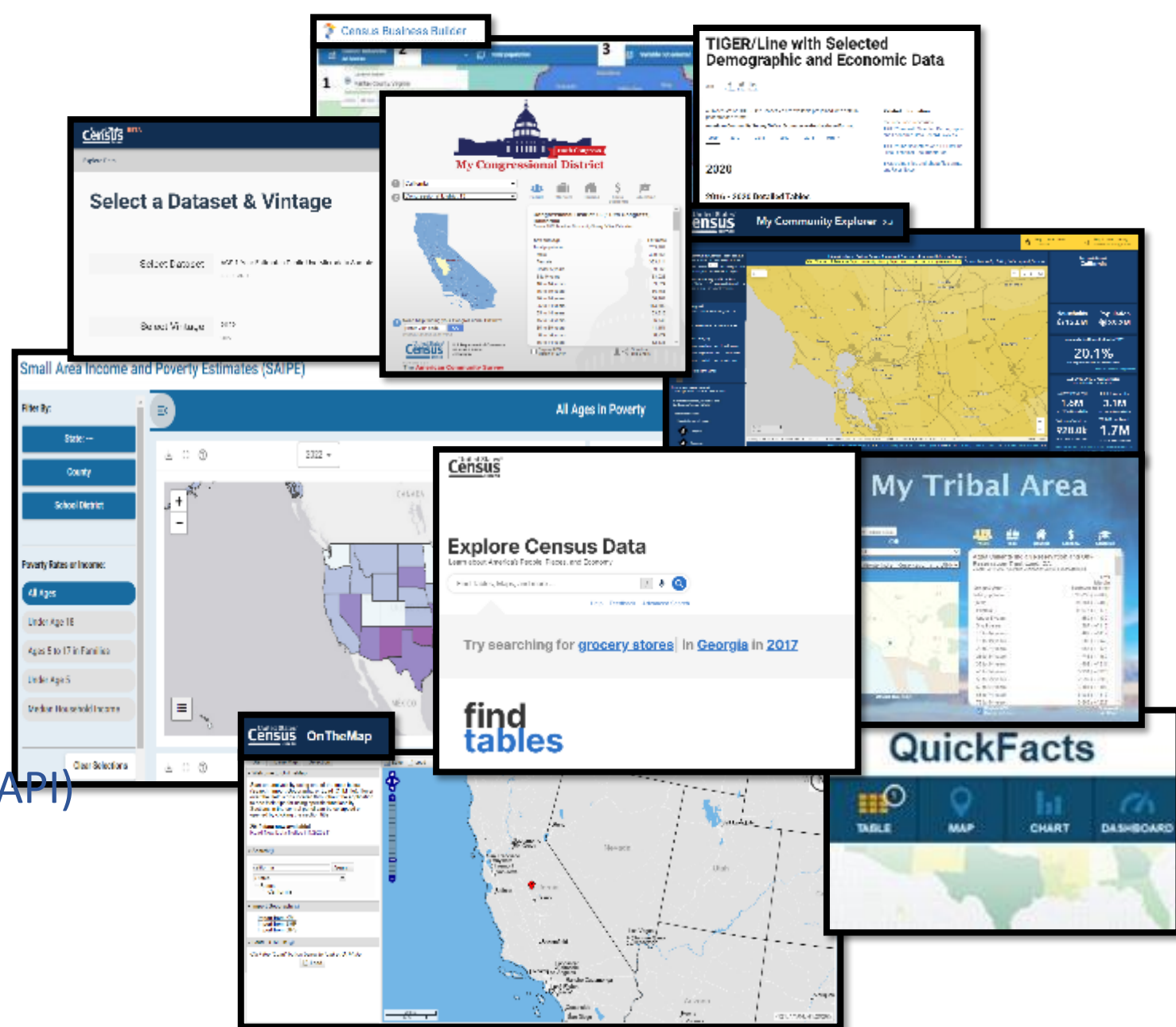
Narrative Profiles

Application Programming Interface (API)

Microdata Access (MDAT)

My Congressional District

My Tribal Area



The Decennial Census

- ✓ Every 10 Years Ending in Zero
- ✓ 100% or Complete Data
- ✓ Point in Time
- ✓ Available at Block Level
- ✓ Official Population Count

DATA COLLECTED

DEMOGRAPHIC

- ✓ Total Population
- ✓ Age
- ✓ Race
- ✓ Hispanic Origin
- ✓ Sex

HOUSING

- ✓ Tenure
- ✓ Housing type
- ✓ Units in structure



American Community Survey

- Monthly
- 3.5 million addresses per year
- Vintage 2005
- Estimates released annually
- <https://www.census.gov/programs-surveys/acs>

This booklet shows the content of the American Community Survey questionnaire.

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. The American Community Survey is one of the most important surveys conducted by the U.S. Census Bureau. This survey is one of the most important surveys for which all households are required by law to respond. The U.S. Census Bureau is required by law to protect your information.

If you need questions answered, call 1-800-354-8700.

Text Telephone (TDD) Call 1-800-582-8333.

¿NECESITA AYUDA? Llame al 1-877-834-7682.

For more information about the American Community Survey, visit <https://www.census.gov/programs-surveys/acs>.

Please print the name of the person who is the head of the household.

Last Name (Please print) _____

First Name _____

MI _____

2 How is this person related to Person 1? ☒ Person 1

3 What is Person 1's sex? Mark (X) ONE box. ☐ Male ☐ Female

4 What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age (in years) _____

Print numbers in boxes. Month _____ Day _____ Year of birth _____

6 What is Person 1's race? Mark (X) one or more boxes AND print original race for example, Salvadoran, Dominican, Colombian, Italian, Lebanese, Egyptian, etc.

☐ White - Print, for example, Italian, Lebanese, Egyptian, etc.

☐ Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Somali, etc.

☐ American Indian or Alaska Native - Print, for example, Navajo, etc.

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish for example, Salvadoran, Dominican, Colombian, Italian, Lebanese, Egyptian, etc.

☐ Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Somali, etc.

☐ American Indian or Alaska Native - Print, for example, Navajo, etc.

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish for example, Salvadoran, Dominican, Colombian, Italian, Lebanese, Egyptian, etc.

United States[®] Census Bureau

American Community Survey

Welcome! Start here to respond:

[Responder en español](#)

Enter the User ID exactly as it appears on your survey materials.

User ID: -

Login

Can't find the User ID?

The 10-digit code appears above the address and to the right.

ACS 999 999 999 99 9999 99

SEQ999-99999

Example User ID

TO THE RESIDENT OF:
101 MAIN STREET
ANYTOWN, MD 99997

U.S. Census Bureau Notice and Consent Warning

You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <https://www.census.gov/about/policies/privacy/privacy-policy.html>.

Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify this household. Your survey answers will only be used to create statistics.

OMB Numbers: 0607-0810 0607-0936

Approval Expires: 06/30/2025

What Topics Are Available in the ACS vs. Decennial Census?

Social (DP02)

- ✓ Ancestry
- ✓ Citizenship Status
- ✓ Disability Status
- ✓ Educational Attainment & School Enrollment
- ✓ Fertility
- ✓ Grandparents as Caregivers
- ✓ Language Spoken at Home
- ✓ Marital History; Marital Status
- ✓ Migration/Residence 1 Year Ago
- ✓ Period of Military Service
- ✓ Place of Birth
- ✓ Undergraduate Field of Degree
- ✓ Veteran Status
- ✓ Year of Entry

Demographic (DP05)

- ✓ Age
- ✓ Race
- ✓ Hispanic Origin
- ✓ Sex

Economic (DP03)

- ✓ Income
- ✓ Benefits
- ✓ Employment Status
- ✓ Occupation
- ✓ Industry
- ✓ Commuting to Work
- ✓ Place of Work

Housing (DP04)

- ✓ Tenure
- ✓ Housing Value
- ✓ Occupancy
- ✓ Taxes and Insurance
- ✓ Household Size
- ✓ Utilities

What topics can you get from the 2020 Census?

- ✓ Age
- ✓ Race
- ✓ Sex
- ✓ Hispanic or Latino Origin
- ✓ Household Relationship
- ✓ Tenure (Owned vs. Rented)
- ✓ Vacancy Characteristics

ACS Period Estimates



**1-Year
Estimates**

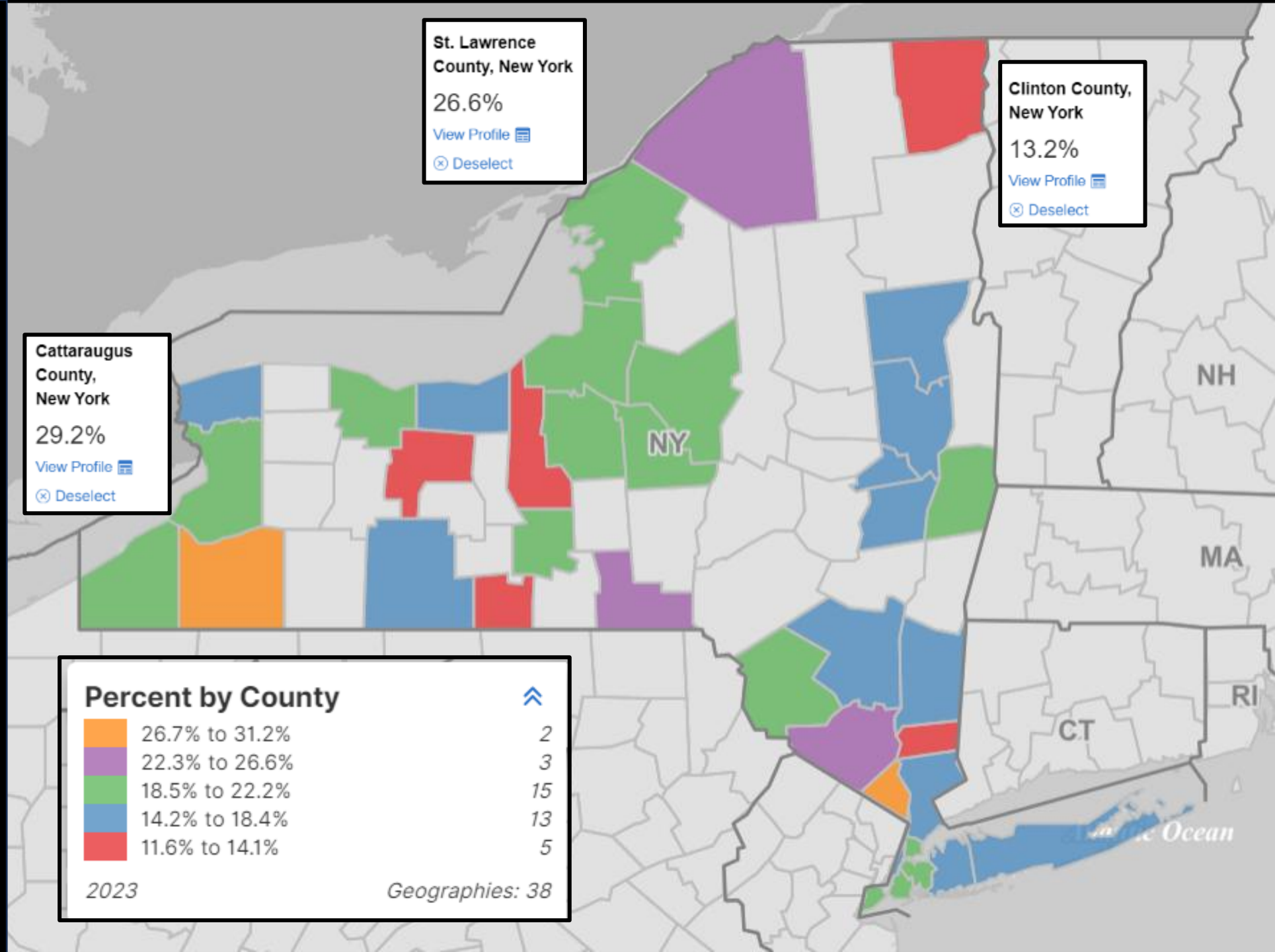
- Geographies of 65,000 or more
-

**5-Year
Estimates**

- All geographies
-

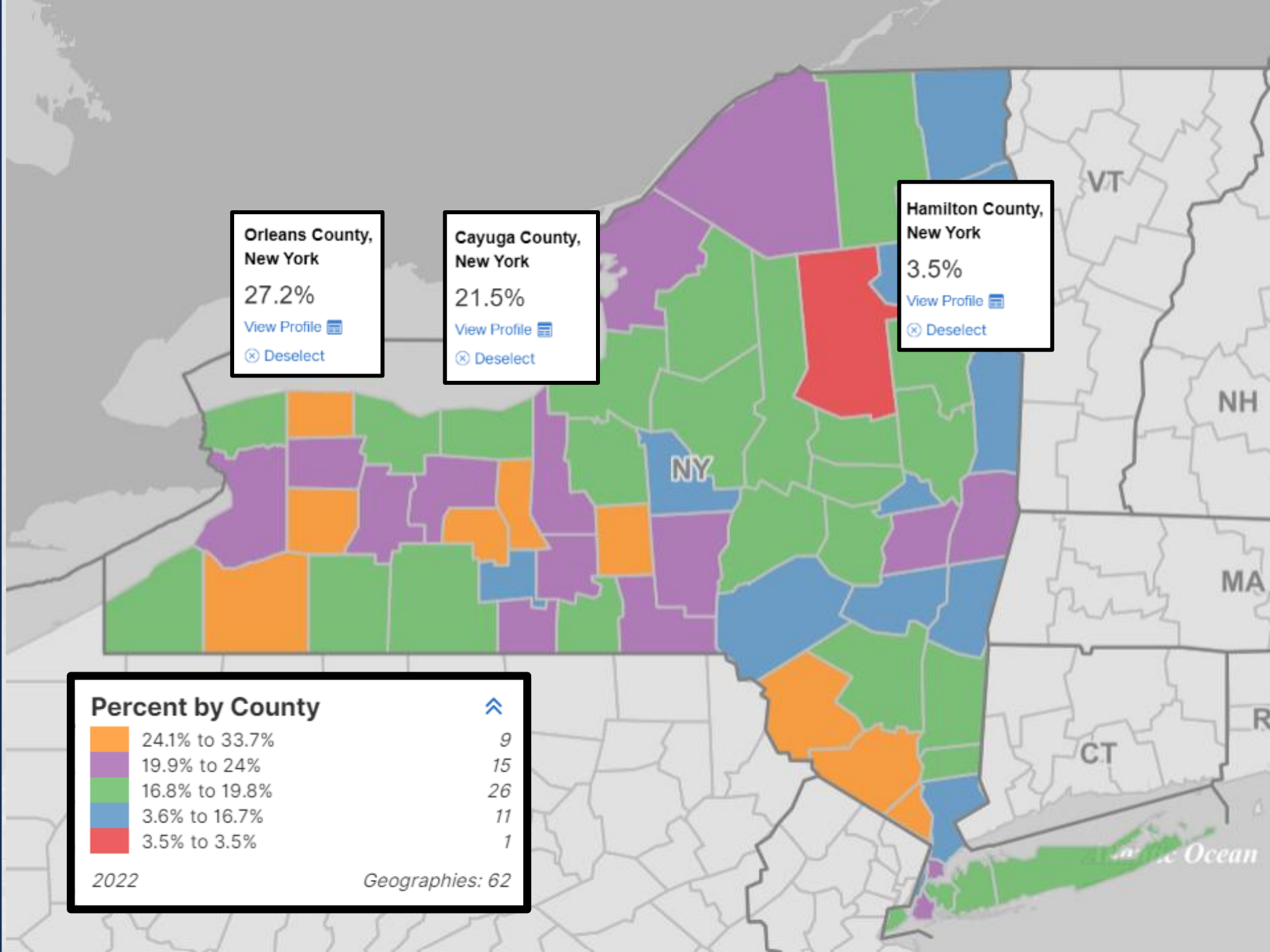
Married-couple family household with own children aged 6- 18 years

1-yr estimates



Married-couple
family household
with own children
aged 6- 18 years

5-yr estimates



0 Filters

Search for a filter



Geographies

Nation >

State >

County >

County Subdivision >

Place >

ZIP Code Tabulation Area >

Metropolitan/Micropolitan
Statistical Area >

Census Tract >

Block >

Block Group >

All Geographies >

Select Geographies

Geographic Entities

Summary Levels

Search Geographies

Region >

School District (Elementary) >

School District (Secondary) >

School District (Unified) >

School District Administrative Area >

State >

State Legislative District (Lower Chamber) >

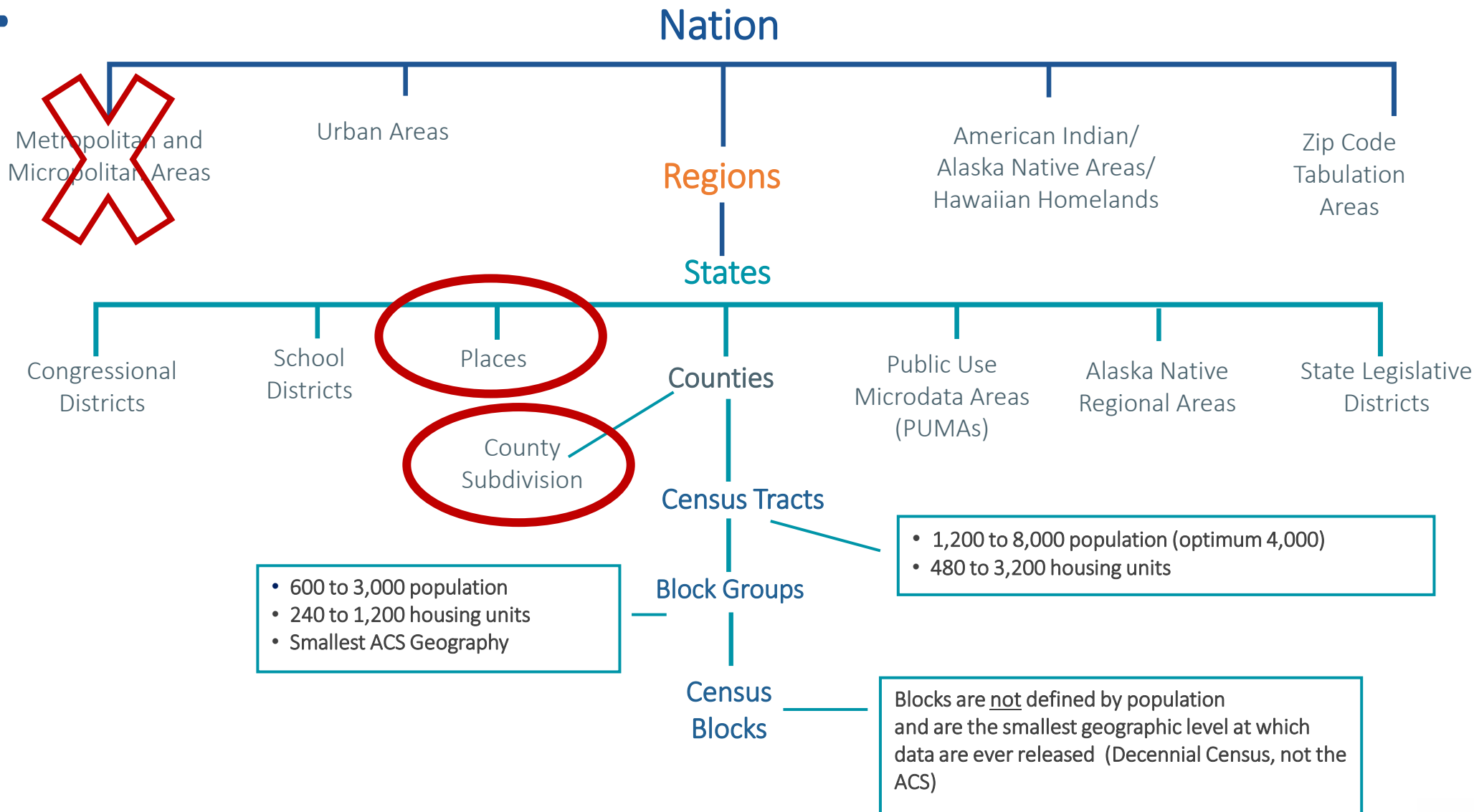
State Legislative District (Upper Chamber) >

Subminor Civil Division >

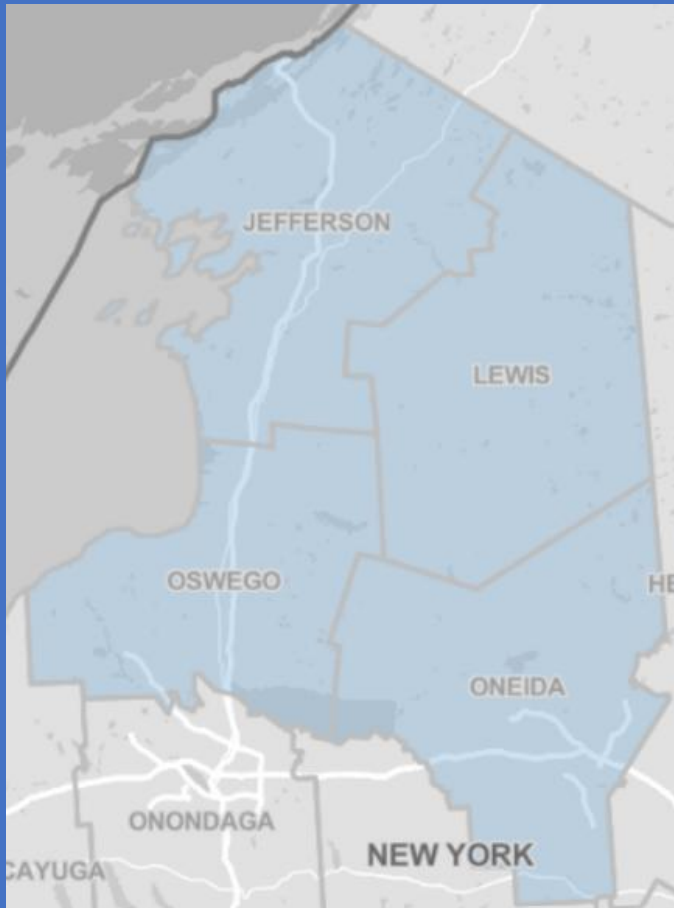
Super Public Use Microdata Area >

Tribal Block Group >

Available Geographies



COUNTIES



COUNTY SUBDIVISIONS

Towns and Cities



COUNTY SUBDIVISIONS

Towns and Cities

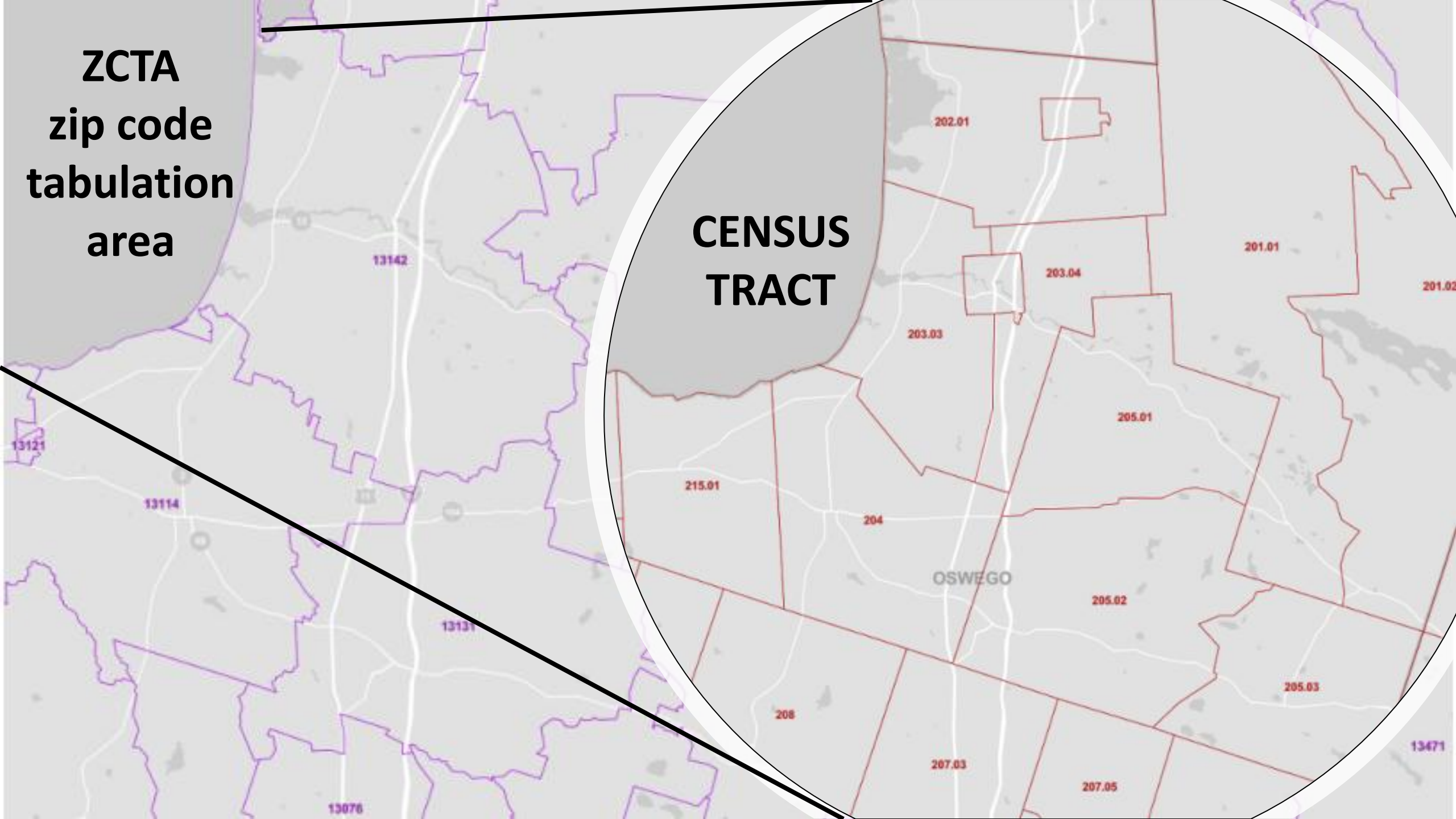
PLACES

Cities, Villages,
and CDPs



**ZCTA
zip code
tabulation
area**

**CENSUS
TRACT**



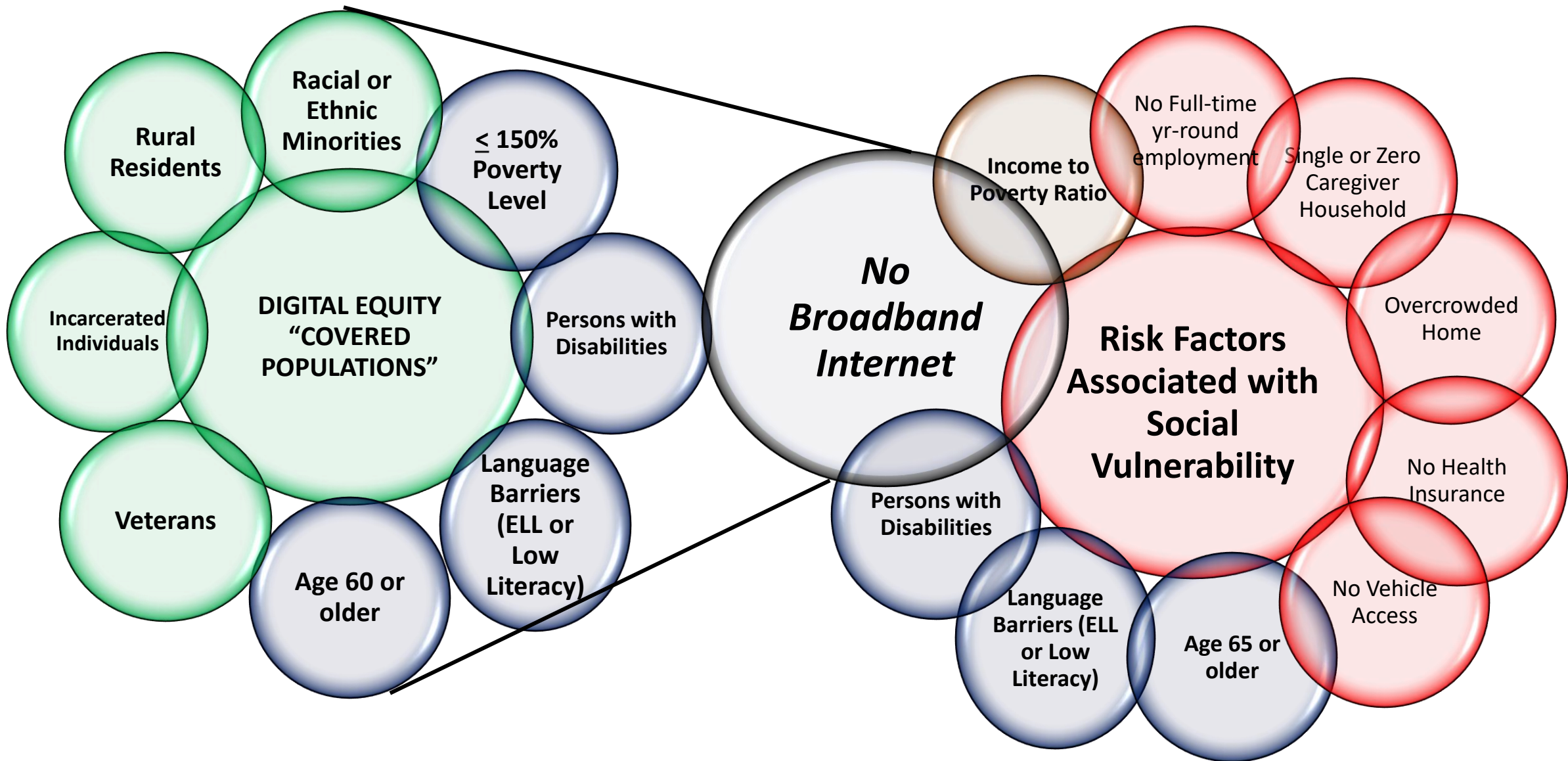
Census Data as a Strategic Initiative

Key Value Propositions:

- **Population-Level Insights:** Who needs services and where they are located
- **Educational Baseline:** Current attainment levels by demographics and geography
- **Trend Analysis:** longitudinal patterns showing community trajectory
- **Equity Identification:** Gaps between different population groups
- **Resource Targeting:** Data-driven allocation of limited training resources

The Problem Without Census Data:

- Programs designed on assumptions rather than evidence
- Misaligned training offerings and community needs
- Inequitable resource distribution
- Poor performance outcomes



QuickFacts



- Compare up to Six Geographies Side-by-Side
- Easy to access to common data
- data table, chart, map or dashboard
- Share, Embed and Download
- Useful for Community Profiles
-

All Topics	Watertown town, Jefferson County, New York	Watertown city, New York	Jefferson County, New York
Population estimates, July 1, 2024, (V2024)	5,464	24,038	113,140
Population estimates base, April 1, 2020, (V2024)	5,916	24,677	116,716
Population, percent change - April 1, 2020 (estimates base) to July 1, 2024, (V2024)	-7.6%	-2.6%	-3.1%
Population, Census, April 1, 2020	5,913	24,685	116,721
Population, Census, April 1, 2010	4,470	27,023	116,229
Age and Sex			
Persons under 5 years, percent	8.0%	7.0%	7.3%
Persons under 18 years, percent	24.1%	22.5%	24.0%
Persons 65 years and over, percent	19.7%	15.4%	15.6%
Female persons, percent	50.4%	49.5%	47.3%
Race and Hispanic Origin			
White alone, percent	84.5%	81.5%	87.1%
Black alone, percent (a) (a)	2.8%	5.7%	6.5%
American Indian and Alaska Native alone, percent (a) (a)	0.2%	0.6%	0.7%
Asian alone, percent (a) (a)	6.7%	1.9%	1.8%
Native Hawaiian and Other Pacific Islander alone, percent (a) (a)	0.0%	0.0%	0.4%
Two or More Races, percent	3.7%	8.5%	3.5%
Hispanic or Latino, percent (b) (b)	2.4%	6.8%	8.0%
White alone, not Hispanic or Latino, percent	84.3%	80.2%	81.0%
Population Characteristics			
Veterans, 2019-2023	398	1,939	9,485
Foreign-born persons, percent, 2019-2023	6.6%	4.3%	4.7%
Housing			
Housing Units, July 1, 2024, (V2024)	X	X	62,169
Owner-occupied housing unit rate, 2019-2023	56.1%	41.6%	54.1%
Median value of owner-occupied housing units, 2019-2023	\$204,700	\$149,800	\$181,000
Median selected monthly owner costs - with a mortgage, 2019-2023	\$1,717	\$1,315	\$1,510
Median selected monthly owner costs -without a mortgage,	\$500	\$550	\$554

NARRATIVE PROFILES



Can obtain more data in smaller geographies

2021 2020 2019 2018 2017 2016 2015 2014

2017 - 2021 ACS 5-Year Narrative Profile

✓ Use Geography Selector - or - Use Address Lookup

Select a Geography Type

☐ Nation ☐ County ☐ ZIP Code Tabulation Area

☐ State ☒ County Subdivision ☐ Metropolitan/Micropolitan Statistical Area

☐ Place ☐ American Indian Area/Alaska Native Area

☐ Census Tract ☐ Land

New York

Erie County, New York

Buffalo city, Erie County, New York

Industries

Occupations

Commuting to Work

Income

Poverty and Participation in Government Programs

Health Insurance

Population

Households and Families

Nativity and Foreign-Born

Language

Geographic Mobility

Education

Disability

Employment Status and Type of Employer

Explore Census Data

Learn about America's People, Places, and Economy

Find Tables, Maps, and more ...



[Help](#) [Feedback](#) [Advanced Search](#)

Try searching for [poverty](#) in [Georgia](#) in [2020](#)

find
tables



Topics

Business and Economy >

Education >

Employment >

Families and Living
Arrangements >

Government >

Health >

Housing >

Income and Poverty >

Populations and People >

Race and Ethnicity >

Search Housing

Financial Characteristics >

Health and Safety Characteristics >

New and Existing Units >

Occupancy Characteristics >

Owner/Renter (Householder) Characteristics >

Physical Characteristics >

Vacancy >

☐ Absorption Rate

☒ Homeownership Rate

☐ Housing



Topics

Learn more about the concepts and tables covered by the Census and American Community Survey. We want to help you use this data better, so [let us know](#) if there are topics you'd like to see us explain.

[Getting Started](#)

[Table Codes](#)

[Children](#)

[Computers and Internet](#)

[Employment](#)

[Health Insurance](#)

[Language](#)

[Poverty](#)

[Seniors](#)

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[Disability](#)

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[Housing](#)

[Marital Status](#)

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[Sexual Orientation and Gender](#)

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[Commute](#)

[Education](#)

[Group Quarters](#)

[Income and Earnings](#)

[Migration](#)

[Race and Hispanic Origin](#)

[Technical Tables](#)

Housing

In addition to questions about people, Census collects extensive data about housing, including costs and physical characteristics of homes.

Overview

While people often think of the Census as asking questions about people, the American Community Survey also gathers extensive data about the housing conditions of respondents, including whether they own or rent their home, [how much they spend on housing](#), and the [physical characteristics of homes](#). The ACS primarily reports housing data in tables with codes beginning with 25.

Most of the tables count the number of housing units for a given characteristic. However, a few tables estimate the number of people living in owned or rented housing units.

A housing unit is anything from a house to an apartment or even a boat if a person is currently living there.

Basic Counts

The Census provides a couple of tables which establish basic counts of housing units, as well as their occupancy status.

Code	Title
B25001	Housing Units
B25002	Occupancy Status

Sample survey questions on this topic

- 1
- Which best describes this building?**
Include all apartments, flats, etc., even vacant.
- ☐ A mobile home
- ☐ A one-family house detached from other house
- ☐ A one-family house attached to more houses
- ☐ A building with 2 apartments
- ☐ A building with 3 or 4 apartments
- ☐ A building with 5 to 9 apartments
- ☐ A building with 10 to 19 apartments
- ☐ A building with 20 to 49 apartments
- ☐ A building with 50 or more apartments
- ☐ Boat, RV, van, etc.

Tenure

Occupied housing units in the ACS are split into two categories: renter-occupied and owner-occupied. This distinction is known as “tenure” (think “tenant”). There are dozens of tables in the primary “housing” category which crosstabulate tenure with other responses.

Code	Title
B25003 [†]	Tenure
B25007	Tenure by Age of Householder
B25008 [†]	Total Population in Occupied Housing Units by Tenure
B25009	Tenure by Household Size
B25010 [†]	Average Household Size of Occupied Housing Units by Tenure
B25011	Tenure by Household Type (Including Living Alone) and Age of Householder
B25012	Tenure by Families and Presence of Own Children
B25013	Tenure by Educational Attainment of Householder
B25014 [†]	Tenure by Occupants Per Room
B25015	Tenure by Age of Householder by Occupants Per Room
B25016	Tenure by Plumbing Facilities by Occupants Per Room
B25020	Tenure by Rooms
B25021	Median Number of Rooms by Tenure
B25022	Aggregate Number of Rooms by Tenure
B25026	Total Population in Occupied Housing Units by Tenure by Year Householder Moved Into Unit

MARGINS OF ERROR

ACS estimates are at a 90 percent confidence level.

Using the MOEs, data users can calculate a range expected to contain the value of an estimate 90 percent of the time.

DP02 Selected Social Characteristics in the United States		
American Community Survey 2023: ACS 1-Year Estimates Data Profiles		
Missing data for your geographies? Try switching to ACS 5-year estimates instead. Learn More.		
Label	Oneida County, New York	
	Estimate	Margin of Error
▼ HOUSEHOLDS BY TYPE		
▼ Total households	96,767	±1,409
▼ Married-couple household	39,561	±2,301
▼ Cohabiting couple household	8,754	±1,555
With children of the householder under 18 years	3,321	±1,260
▼ Male householder, no spouse/partner present	20,187	±2,126
With children of the householder under 18 years	1,501	±644
▼ Householder living alone	15,287	±1,861
65 years and over	5,221	±1,172

This Data Profile for **Oneida County** ACS 1-year estimates indicate that there were 15,287 **one-person households in 2023** with an MOE of +/-1861.

By adding and subtracting the MOE from the point estimate, we can calculate the **90 percent confidence interval** for that estimate are:

(15,287 – 1,861) **between 13,426 and 17,148** (15,287 + 1,861)

Data.Census.Gov

The town of West Monroe is preparing for a massive investment from Micron.

Can the town and surrounding area supply Micron with qualified employees? (S1501, (S2404, S2413 industry))

Can the town and surrounding area provide Micron employees with substantial housing? (S2506)

What is the current income and poverty rate of people in the area? (S1902, S1701)

Will relocating families find successful schools? (Central Square Central School District, data.nyseg.gov Oswego County)

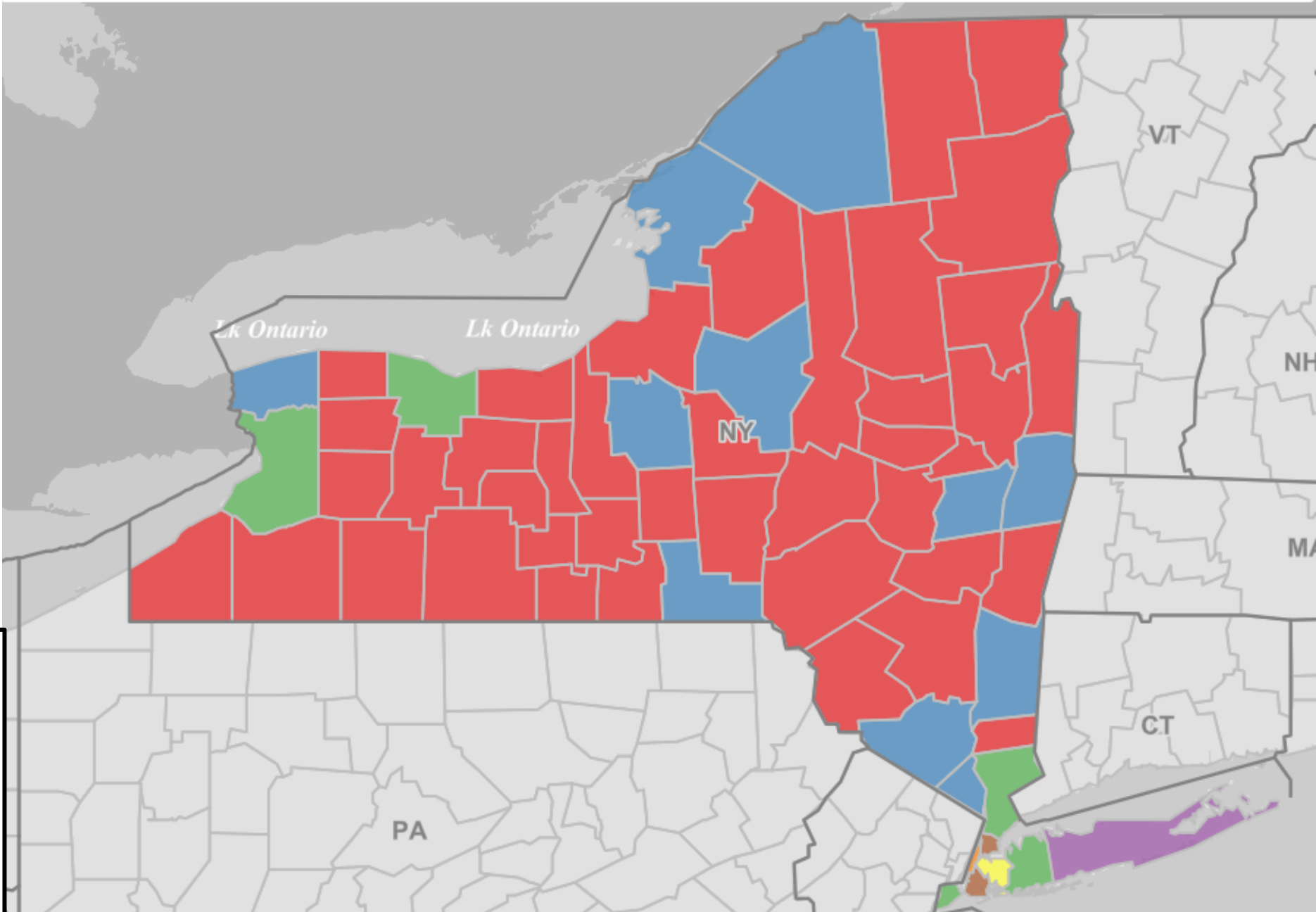


**Census Bureau and NTIA
Digital Equity Act
Data and Funding Allocations**

Educational-Digital Gap Analysis

- **ACS Table B28006:**
Educational Attainment by Presence of a Computer and Type of Internet
- **ACS Table B28004:**
Computer Access by Household Income
- **Geographic Analysis:**
Rural vs. urban digital access patterns using census tract data

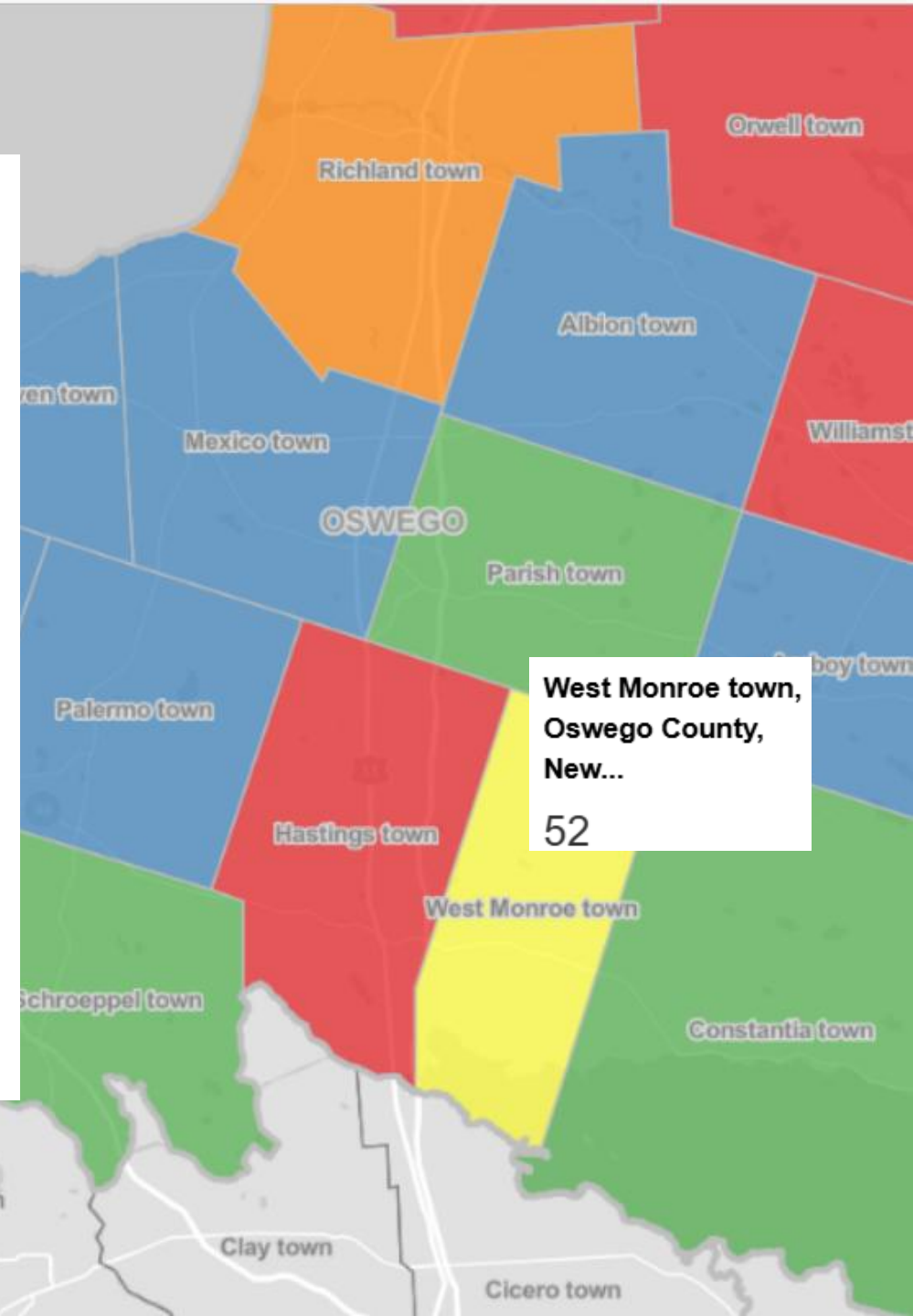
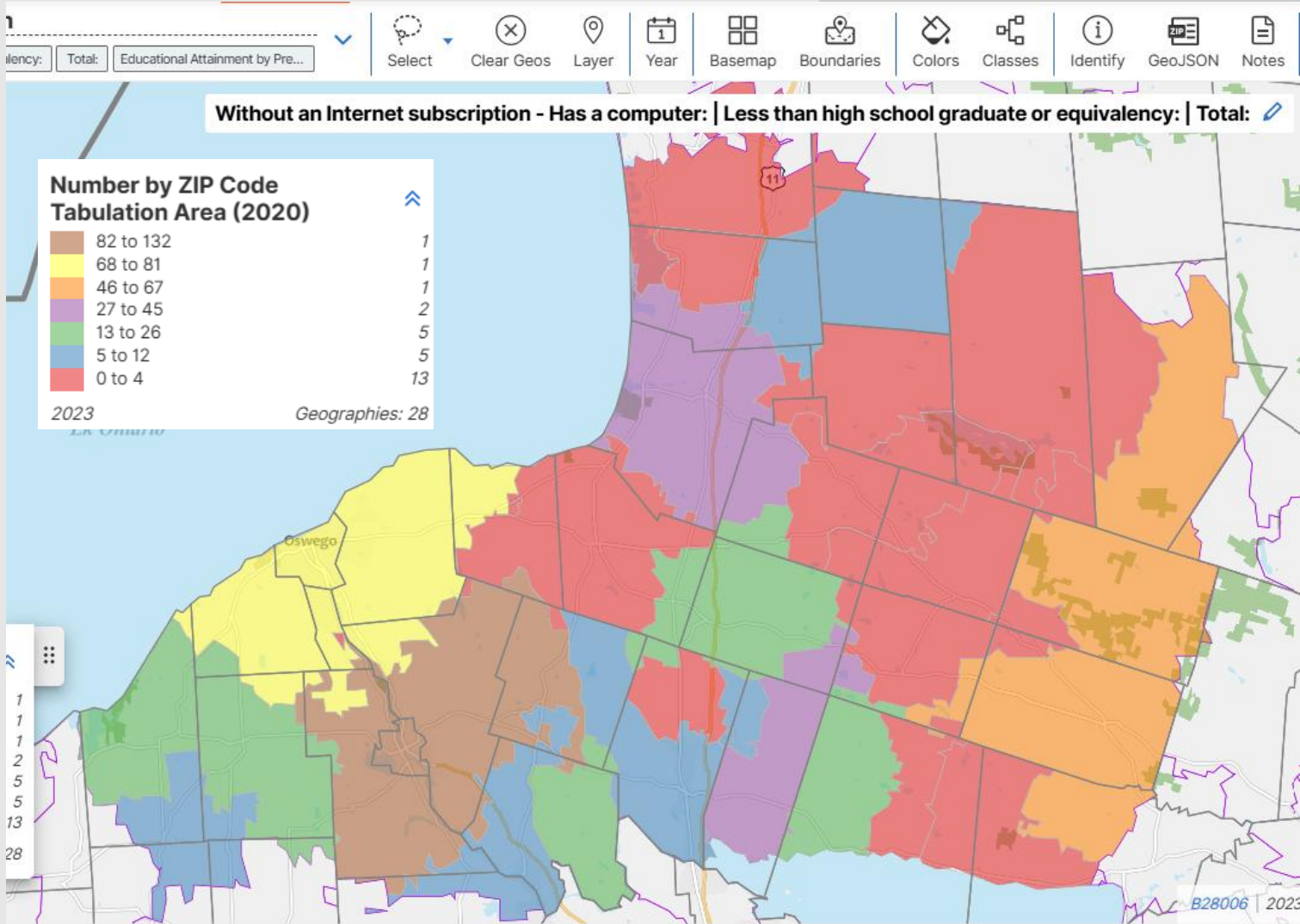
Without an Internet subscription - Has a computer: | Less than high school graduate or equivalency: | Total: [↗](#)



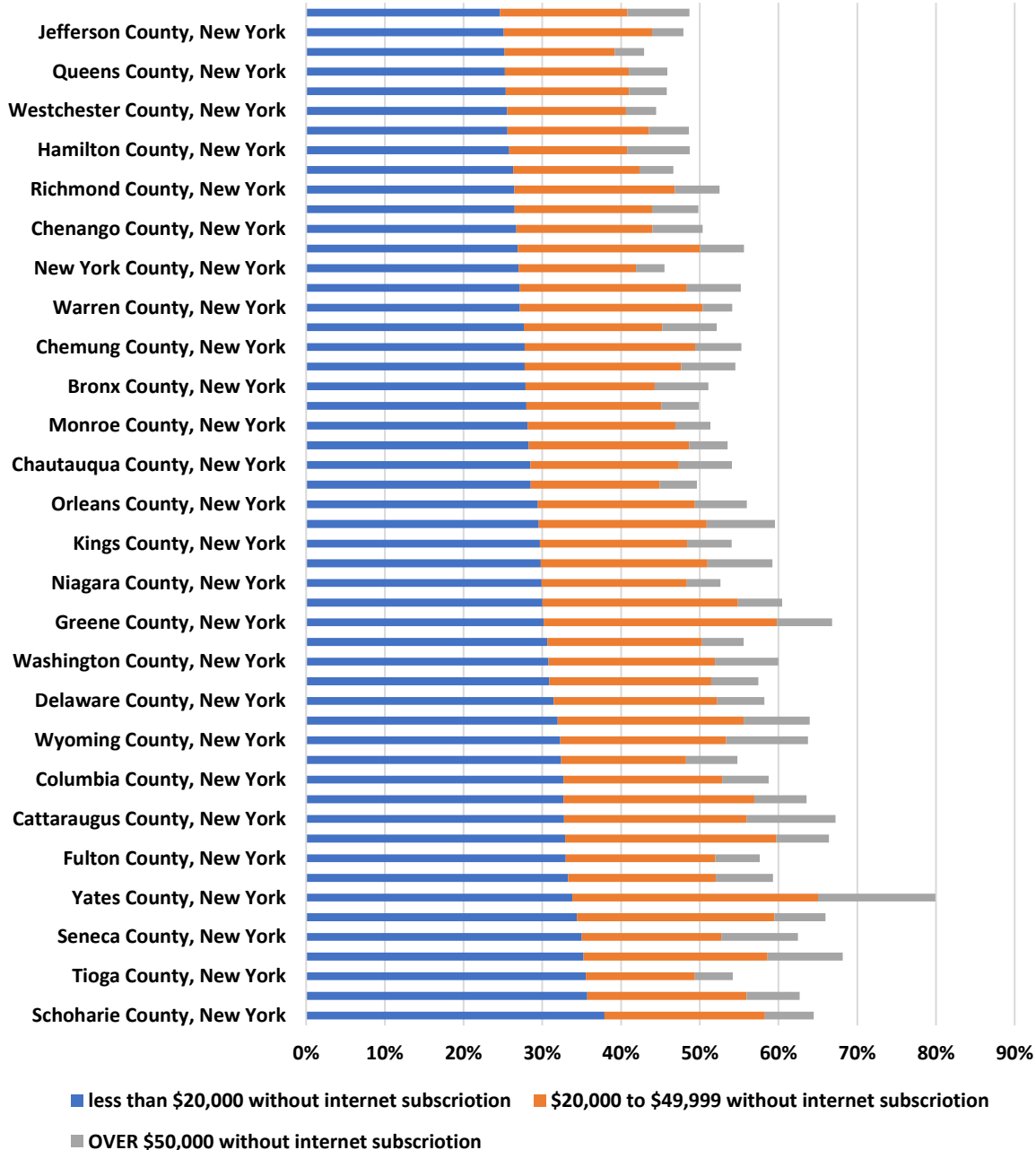
Number by County		
19,131 to 25,183	2	
13,383 to 19,130	1	
10,190 to 13,382	1	
4,692 to 10,189	1	
1,985 to 4,691	5	
695 to 1,984	11	
19 to 694	41	

2023

Geographies: 62



Access to internet by income



Suggested Strategic Response:

- Target digital literacy programs in census tracts with <70% high school completion
- Coordinate infrastructure investment with educational gaps using census tract mapping
- Align with Workforce Development Agencies to provide digital literacy training.

Federal Integration:

- Digital Equity Act funding prioritized using Census demographic analysis
- WIOA digital literacy training aligned with Skilling America technology priorities

Data Integration and Analysis Best Practices : Practical Implementation Strategies

Census Data Collection Protocol:

1. **Start with ACS 5-year estimates** for stable demographic baselines
2. **Use 1-year estimates** for large geographic areas needing current data
3. **Supplement with PUMS** for custom analysis needs
4. **Integrate Decennial Census** for long-term trend analysis

Analysis Methodology:

- **Geographic Layering:** Census tract → County → Regional analysis for comprehensive understanding
- **Demographic Cross-Tabulation:** Age + Education + Income + Geography for precise targeting
- **Longitudinal Tracking:** Compare multiple ACS releases to identify trends and emerging needs
- **Equity Assessment:** Systematic comparison across racial, ethnic, and socioeconomic groups

Get in Touch

Census.askdata@census.gov
1-844-ASK-DATA

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Measuring America—People, Places, and Economy

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