AMERICA’S ESSENTIAL ECONOMIC AND SOCIAL DATA AT RISK

The ACS is Vital For U.S. Businesses

Businesses use the ACS for planning and economic investment
- Site selection
- Estimating sales potential
- Understanding the workforce
- Developing marketing strategies

WHAT TYPE OF WORKERS ARE THERE IN TARGET AREA:
The type of worker lets us further refine our zip code targeting

Management & Professionals % by Zip Code

![Chart showing percentage of management and professionals by zip code](source: 2016 American Community Survey, U.S. Census Bureau s2406 Table)

Market research and data analytics firms use ACS data for
- Measuring the U.S. media audience
- Defining Designated Market Areas (DMAs)
- Setting rates for advertising and programming
- Producing statistically representative samples for surveys and opinion polls

The Census Project provides this report on the origins of the American Community Survey (ACS) from the outdated census “long form”. It provides detailed examples of how the ACS provides robust, accurate data critical for the government, businesses, and non-profits to make informed decisions. It follows this discussion with an analysis of current limitations of the survey and recommendations to improve the quality, timeliness, and completeness of the data.

Learn How America’s Vital Data is At Risk