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MEMORANDUM FOR ACS Research and Evaluation Advisory Group

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Chief, American Community Survey Office

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Subject: ACS Messaging Research: Key Informant Interviews

Attached is the final American Community Survey Research and Evaluation report for ACS Messaging Research: Key Informant Interviews. This qualitative study gathers insights from leaders that use data professionally or work for organizations that conduct outreach to low-income, minority, or immigrant populations. The findings address both groups separately. A supplemental document of insightful quotes from open-ended questions (Appendix D) contains a wide selection of rich verbatim quotes from interview participants.

If you have any questions about this report, please contact Shelley Walker on (301) 763-4045.

Attachment

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ACS Messaging Research: Key Informant Interviews

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ACS Messaging Research: Key Informant Interviews

FINAL Report
March 28, 2014

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Note: This data collection has been approved by the Office of Management and Budget (OMB) as part of the CLMSO Generic Clearance for Data Use and Customer Evaluation Surveys, OMB No. 0607-0760. As such, the findings should not be used to draw inferences regarding the country’s population at large or any particular segment.

EXECUTIVE SUMMARY

The American Community Survey Office (ACSO) is currently conducting a series of related research projects around improving messaging and the ACS mail package among potential ACS participants. This research aims to increase participation rates in the ACS and address concerns about whether the ACS is too intrusive.

This qualitative Key Informant Interview study was designed to gather insights from leaders that use data professionally or work for organizations that conduct outreach to low-income, minority, or immigrant populations. We have organized our findings to address both groups separately. By better understanding how these groups interact with ACS data and with their communities, the Census Bureau can improve outreach and data delivery efforts. This is particularly meaningful for the high-interest populations that have low ACS self-response rates and therefore incur costly follow-up from Census Bureau field representatives in terms of time, money, and effort. The n=109 interview participants span a range of organizations across five key segments.

These interviews produced a substantial amount of information and this report represents a synthesis of closed-ended question analysis, coding on open-ended questions, and a limited selection of verbatim quotes to illustrate key points and perspectives. A supplemental document of Insightful Quotes from Open-Ended Questions (Appendix D) contains a wide selection of rich verbatim quotes from interview participants.

Based on these interviews, we offer the following recommendations for improving response rates to the ACS data collection from low-income, minority, and immigrant populations:

- **Explore novel ways to partner with local organizations to advocate for the legitimacy and value of participating in the American Community Survey**

The organizational leaders we interviewed that were experienced in outreach to high-interest communities stressed that having a local connection was critical to encourage participation. Partnership with community leaders was the most commonly cited (39%) type of communication/outreach that the Census Bureau could pursue to encourage community members to fill out a survey. They emphasized that trusted community leaders and organizations are likely to be seen as more credible messengers about local benefits of ACS participation, rather than the Census Bureau alone.

- **Demonstrate the local benefit of ACS to survey respondents**

Interview participants stressed the importance of explaining the benefits of participation and the impact the ACS has on their community. Many suggested using specific, concrete examples of how the ACS could provide positive change in their community. Several participants mentioned schools as potential examples to highlight.

- **Emphasize the impact that the ACS has on distributing federal funding, and that survey participation ensures participants' communities get their fair share of funding**

Several participants said that members of the community understood the importance of completing the decennial Census, though there was not a similar level of importance or priority placed on participating in the ACS. Particularly among low-income or minority populations, some of the local governments, Tribal governments, and non-profits we spoke to were concerned that their population is/would be under-counted and therefore might receive a decrease in federal funding.

Based on these interviews, we offer the following recommendations for encouraging further use of ACS data by key stakeholders at academic, government, non-profit, and private sectors:

- **Raise awareness among organizations and potential users that are unaware of ACS**

Nearly two in five (39%; 43 of 109) participants said their colleagues and peers likely knew nothing or almost nothing about the ACS. Over half (53%) of participants indicated that email would be an effective way to reach out to organizations like theirs to communicate benefits of ACS data. Professional conferences (19%) and workshops/training sessions (16%) were also frequently cited as key outreach methods, especially among government employees and academics/researchers.

- **Emphasize that ACS data are accurate, available to the public at no cost, more precise than other sources, and updated annually**

Among the n=103 data users we interviewed, we heard a strong desire for data that was accurate (92% very appealing), freely available to the public (79%), more precise than other sources (79%), and updated annually (75%). Among the n=53 data users we spoke with who said they use ACS data, specifically, we largely heard that the ACS is perceived as achieving those goals.

- **Develop additional training resources and continue to improve data dissemination tools**

The most common frustration about ACS data, mentioned by fully one-third of participants (34%; 18 of 53), was difficulty finding the data that they wanted. Among the n=53 ACS data users we spoke to, several expressed interest in learning how to use the updated American FactFinder, especially the updated decision-making tree feature. Participants offered a variety of suggestions to help further engage and train users on how to utilize ACS data dissemination tools.

PROJECT BACKGROUND

The American Community Survey (ACS) collects detailed socioeconomic data from about 3.5 million households in the United States and 36,000 in Puerto Rico each year. The ACS is a multi-modal survey; initially households receive a series of mailings to encourage them to respond online or by mail. Census Bureau representatives attempt to follow up with the remaining households by telephone. A sub-sample of households that cannot be matched with a telephone number is reached through in-person visits with a Census Bureau field representative. (For a full description of the ACS data collection methodology, see the 2009 ACS Design and Methodology Report.)

Resulting tabulations from that data collection are provided publicly on an annual basis. The ACS allows the Census Bureau to provide timely and relevant housing and socio-economic statistics for even small levels of geography. The ACS survey generates data that help determine how more than \$430 billion in federal and state funds for education, public health, and other public interests are distributed each year. In addition, ACS data are widely used by analysts in the private sector and academic community.

The American Community Survey Office (ACSO) is currently conducting a series of closely related research projects around ACS messaging and the mail package. These studies use a variety of qualitative and quantitative methodologies including cognitive interviews, mental modeling, quantitative surveys, and field tests. This research aims to increase participation rates in the ACS survey and improve the value of Census Bureau data products to the broader universe of data users. The Census Bureau is also developing strategies to address concerns about whether the ACS is too intrusive—especially when recipients receive phone calls or personal visits from the Census Bureau. Improving self-response rates from the initial mailings could reduce the number of those follow-up contacts that impact the public.

In addition, substantial taxpayer savings can result from greater participation in the initial self-response phases (primarily online and by mail), because of a subsequent reduction in labor-intensive telephone and in-person follow-up activities. In 2012, just under 60 percent of households self-responded to the ACS data collection (Olson, 2013). The Census Bureau anticipated a net savings of more than \$875,000 per year in nonresponse follow-up costs by using an additional reminder postcard that increased overall response rates by 1.6 percent (see Chestnut, 2010).

Previous Census Bureau analysis has identified socioeconomic and demographic characteristics that predict self-response rates. In an analysis of 2005 ACS self-response rates, characteristics such as income below the poverty line, minority, and non-citizen were associated with below average self-response participation rates. Other factors associated with lower response included being renters, single, in multi-unit buildings, having attained less than a high school education, and being under age 30 (See Bates 2007). In another large-scale government-funded non-response survey, the American Time Use Survey (ATUS), researchers found substantial support for the notion that socioeconomic factors play a role in nonresponse, suggesting that these individuals are less integrated into society and harder to reach (Abraham, Maitland, Bianchi, 2006). As a result, this study design incorporates elements to explore from organizations that conduct outreach to low-income, minority, and immigrant communities on how they effectively reach out to those high-interest communities.

RESEARCH GOALS AND OBJECTIVES

As part of the ACS Messaging and Mail Package Assessment, this study was designed to gather insights from leaders in organizations that use data professionally or conduct outreach to low-income, minority, or immigrant populations. By better understanding how these two groups interact with ACS data and with their communities, the Census Bureau can improve outreach efforts and data delivery efforts, especially to the high-interest populations that have the lowest ACS self-response rates, which currently require costly follow-up from Census Bureau field representatives. This study was specifically designed to reach beyond existing formal channels for external consultation (such as advisory boards and committees) in order to identify original approaches for the ACS.

Many ACS stakeholders in local government and community advocacy groups frequently engage with high-interest populations, especially low-income, minority, and immigrant communities that have the lowest self-response rates for the ACS. These interviews were designed to gain insight from organizations that are experienced in delivering outreach and services in the areas that have the lowest ACS self-response. Insights from these groups will likely help improve efforts to increase response rates among high-interest communities which will decrease the overall respondent burden of the ACS and decrease costs for the Census Bureau.

Additionally, investigating the changing needs of professional data-users will enable the Census Bureau to review the way that it reports ACS data to the public and to help guide improvements to online data publication so that ACS data are most useful to key ACS stakeholders. This will help support the ACSO's goal of being "valued by data users, trusted by the public, and supported by influential stakeholders" (ACS Integrated Communications Plan; 2013, pg. 2).

These open-ended discussions were designed to inventory stakeholder knowledge of ACS, identify key gaps, discuss potential themes and key messages, and assess the best communication and outreach channels. Specifically, the objectives of the Key Informant Interviews were to:

- Assess existing experience and knowledge gaps and barriers with ACS in each stakeholder segment
- Identify other information sources that data users access for population data
- Understand how to link ACS data to areas of interest for various stakeholder segments
- Find engagement opportunities to encourage greater use of ACS data by decision-makers outside of the federal government
- Highlight key barriers, outreach channels, and effective messages for reaching high-interest communities
- Recommend how to incorporate the findings, particularly with high-interest communities, into subsequent research projects, such as the ACS Refinement Messaging study

METHODOLOGY

The Key Informant Interviews used a qualitative telephone methodology to gain rich insights from leaders in organizations that use data professionally or conduct outreach to low-income, minority, or immigrant populations. We conducted n=109 in-depth telephone interviews to reach priority stakeholders from five key segments nationally.

This qualitative study used a series of quotas and a non-probabilistic sample design to understand the experience and perception of a variety of key informants and stakeholders.

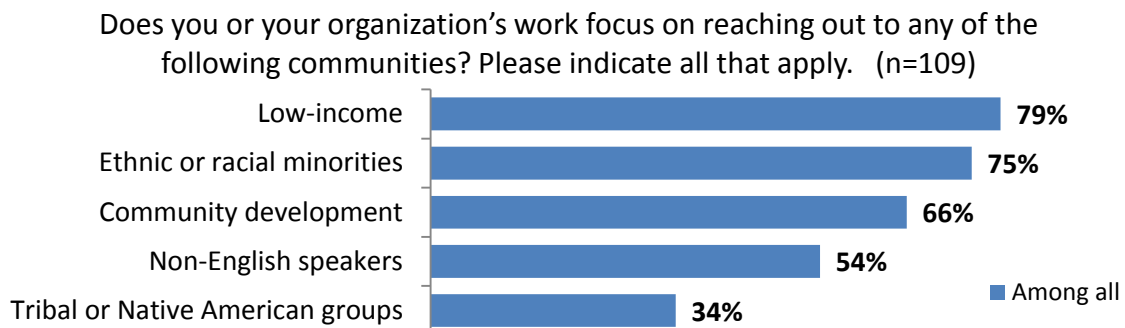
The sample sizes were designed to allow the research team to assess a broad range of stakeholders, with more interviews allotted to segments that have greater heterogeneity and a broader range of experiences. The five segments (with sample sizes) are: private sector business (n=30), academic / research (n=17), state and local government (n=19), Tribal government and organizations (n=11), and community or advocacy associations (n=32).

Universe and Participant Selection

To be interviewed, individuals had to meet two basic criteria: 1) all stakeholders held a leadership position in their organization, department, division, or group, 2) stakeholders either used data professionally or worked for an organization that conducts outreach to a low-income, minority, or immigrant population.

Among the completed interviews, over seven in ten (77 of 109) said they used social, economic, demographic, or housing-related data at least once per week. 103 of 109 interviews used data at least once per month, which qualified them as “Data Users.” These participants heard subsequent questions about data use, which explored in greater detail how participants used data in their role at their organization.

Additionally, a large portion of the participants qualified as being engaged with a high-interest community. In total, 102 of 109 interviews qualified as having organizations that conduct outreach to one of the high-interest communities. Most often, participants said their organizations conducted outreach to low-income families.



All stakeholders interviewed were from one of five segments: (1) academic and research, (2) state and local government, (3) Tribal government and organizations, (4) advocacy and community organizations, and (5) private sector business. These segments were designed to provide a broad range of perspectives and serve as a framework for data analysis. Each of the five segments had additional sampling requirements to account for unique characteristics of that segment.

In total, the contact frame for this project included the following number of records for each segment: Academic/Research (375), Tribal Governments/Organizations (300), State/Local Government (375), Advocacy (700), Private Sector Business (1600). We based the initial number of contacts for interviews on assumptions about each segment concerning the percentage of telephone completions that were bad numbers, individuals who decline to be interviewed, and participants who do not pass the screening questions. For quality control, we manually inspected each contact before fielding to ensure that the sample record was likely to result in a high-quality interview.

The n=109 interviews were distributed between the five segments to provide the broadest range of findings with a reasonable degree of confidence that additional interviews would not yield different qualitative findings. The sample distribution was justified to identify themes among the perceptions and experiences of stakeholders based on the anticipated range of experience with data use and outreach to high-interest communities. In groups that were relatively homogenous—in terms of their research and outreach efforts—fewer interviews were necessary (see Guest et al., 2006).

Like other qualitative stakeholder surveys, these interviews are not intended to draw representative conclusions about all data users or stakeholders. These interviews, however, will be useful to incorporate perspectives on how to improve ACS data dissemination and outreach to key communities. Subsequent research, such as the ACS Messaging Refinement study, will iteratively incorporate these insights.

The following section discusses how each segment is operationalized individually.

Academic/Research (n=17 interviews)

These interviews included 13 college and university professors, a researcher at a think tank, and 3 experts at national academic organizations and associations. All but one of these professors work at four-year universities, and one works at a community college. These professors taught a variety of subjects including the following:

- Sociology (6)
- Geography (3)
- Economics (2)
- History (2)
- Political Science (2)
- Humanities (1)
- Environmental Studies (1)
- Urban Planning (1)

Eight of seventeen (47%) have at least ten years of experience with their organization. Five (30%) have three or fewer years' experience.

State/Local Government (n=19 interviews)

All of the interviews came from counties that were in the lowest third of counties based on 2011 ACS response rates. First, the 3,144 counties (including parishes and city-regions that are independent of counties) of the United States were ranked by 2011 ACS self-response rates, the most current annual data available. Then government agencies and individuals were identified using commercially available leadership directories.

Of the n=19 interviews in this segment, the majority (n=13) were with municipal leaders, 4 were at the county-level, and 2 were state employees. Interviews included government workers from a mix of jurisdiction sizes, including 7 interviews from small jurisdictions (fewer than 25,000 residents), 8 from medium jurisdictions (25,000-500,000 residents), and 4 from large jurisdictions (more than 500,000 residents). Nearly half (9 of the 19) of state/local government officials we interviewed have at least ten years of experience.

The sample included a variety of job functions, including:

- Community Development (5)
- Land-use / City Planner (4)
- Business / Economic Development (3)
- Housing Department (3)
- Executive (i.e. elected officials) (2)
- Emergency Services (2)

Tribal Governments/Organizations (n=11 completed interviews)

These interviews included 10 members of Federally Recognized Tribes (6 of whom had their own reservations) and one national Tribal organization that advocates for Native Americans in general. The Tribal governments/organizations interviews included elected Tribal leaders as well as managers of housing programs and social service departments. Over half – six of eleven – of the participants from Tribal governments/organizations have at least ten years of experience with their organization.

The interviews included tribes from across the country, including the following Bureau of Indian Affairs (BIA) regions:

- Alaska region (2)
- Pacific region (2)
- Western region (2)
- Eastern Oklahoma region (2)
- Midwest region (2)
- Southern Plains region (1)

The sample for these interviews included administrators or elected officials from national Tribal organizations or individual reservations, as well as officials from some of the 12 BIA regions. In addition, state-recognized Tribal governments/organizations were eligible.

Advocacy/Community Associations (n=32 interviews)

All of the interviews came from counties that were in the lowest third of counties based on 2011 ACS response rates. Participants held a variety of roles, including management (n=14), program development (n=8), strategy (n=3), research/evaluation (n=3), communications (n=2), outreach (n=1), and government relations (n=1).

We interviewed a broad range of non-profits for this study including:

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- Advocacy groups (9)
- Grant issuing / foundations (8)
- Job skills / education (6)
- Direct assistance / service (4)
- Housing (3)
- Community health (2)

The interviews we conducted among advocacy/community individuals were split in terms of their length of employment; 12 have 3 or fewer years of experience while 14 have been with their organization for 10 or more years.

Like the State/Local Governments segment, the sample frame was developed in two stages. First, the 3,144 counties (and equivalents like parishes) of the United States were ranked by ACS self-response rates from 2011, the most current annual data available. The sample frame was developed from not-for-profit organizations located in the lowest one-third of counties.

Once the target counties were identified, the contractors developed a sample list with specific community / advocacy organizations. These organizations were required to have a physical location or provide services in a low-response county. The contractor then manually inspected the non-profit listings to remove organizations that are unlikely to address community development, poverty or low-income families, particular ethnic or racial groups, or immigrant/non-English speakers.

Private Sector Business (n=30 interviews)

The goal of this segment was to interview individuals with a wide range of experiences at private sector businesses. These interviews included a mix of business sizes: 7 small businesses (fewer than 100 employees), 10 medium businesses (100-500 employees), and 13 large (more than 500 employees).

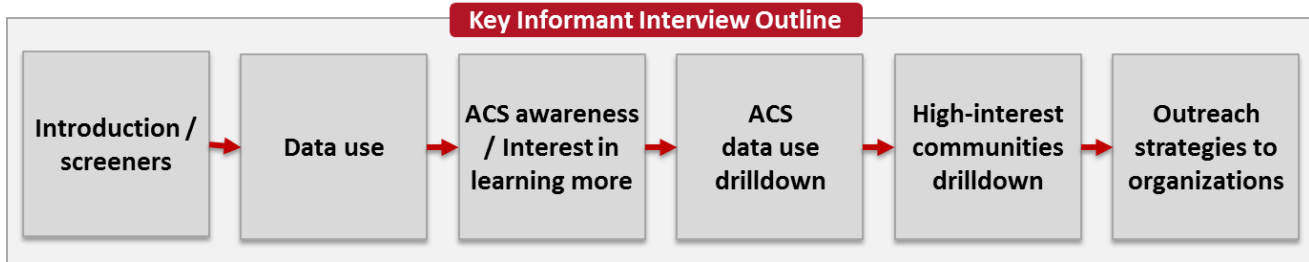
The Private Sector Business segment included individuals who worked in marketing (n=15), management (n=11), business development/sales (n=2), risk compliance (n=1), and research and development (n=1). Among the private sector businesspeople we interviewed, eighteen of thirty (60%) have at least ten years of experience with their organization.

The interviews came from a variety of industries including:

- Healthcare (9)
- Scientific / Technical services (5)
- Media (4)
- Retail (4)
- Construction (2)
- Real Estate (2)
- Transportation / Warehousing (2)
- Food service (1)
- Finance / Insurance (1)

Data Collection

Data were collected using in-depth telephone interviews to identify overarching themes based on experiences and perceptions. The semi-structured, open-ended interviews were designed to capture the wide range of experiences that participants may have with data collection and high-interest communities. The following illustration shows the general outline of the interviews:



Introduction / Screeners. The interview began with an overview of the research project and consent to record the conversation. We used 6 general screening questions and 1-3 segment-specific screening questions to ensure that the research team was interviewing the right kind of organizational leaders, who use data professionally or conduct outreach to high-interest communities.

Data use. Participants answered questions about how they use social, economic, demographic, and housing-related data in their work. This provided insight into the range of ways that organizations strategically use data. Participants also described their sources for data, including whether they use Census Bureau data.

ACS awareness / Interest in learning more. Participants shared their familiarity with the ACS, heard a description of the study, and shared whether they were interested in learning more about the survey.

ACS data use drilldown. Among ACS data users, we asked a series of questions about their experience with the dataset, including what they find most useful, least useful, and the types of data that participants wish they had better access to.

High-interest communities drilldown. Among participants whose organizations conduct outreach to low-income, minority, or immigrant communities, we asked a series of questions about how their organizations have had success engaging these high-interest communities in the past and how the Census Bureau might engage members of those communities to fill out a survey. Participants offered suggestions for messages, outreach channels, and perceived impediments to response.

Outreach strategies to organizations. All participants answered a series of questions about what makes particular demographic, housing, social, or economic data appealing and how to best reach out to leaders in organizations like themselves.

Then the interview had a series of open- and closed-ended questions to prompt exploration of relevant experiences and perceptions. Closed-ended questions were designed to classify key informants into different segments based on their occupation and the types of people they interact with on a daily basis. Open-ended questions, on the other hand, are typically most useful in elite interviews because key informants will want to provide contextual richness to their responses, allowing them to explore the subtleties and nuances of community outreach and data usage that closed-ended questions do not allow (Aberbach, Chesney, and Rockman, 1975; Bernard Brown, 1969; Deutsch, Macridis, Edinger, and Merritt, 1967; Lane, 1962). Interviewers were instructed to probe further on particular answers that seemed interesting or potentially unclear. The interviews were recorded and transcribed for analysis. All

participants were notified that the interviews were being recorded. The discussion guide for the interviews was reviewed by Census Bureau researchers who routinely design telephone studies and was tested internally by the contractor.

All interviewers were trained in qualitative interviewing and had experience with in-depth telephone interviews of senior-level, technical audiences like doctors, lawyers, and C-suite executives. Prior to the interviews, the research team reviewed relevant information regarding the ACS and the Census Bureau, including material on the ACS, an overview of the data products that ACS offers, and a description of the project design and goals.

The key informant interviews incorporated several design features to maximize response. We invited stakeholders to participate and then scheduled interviews at a convenient time. Up to six contact attempts were made during weekday business hours.

Data Analysis

The open-ended/closed-ended structure of our survey was designed to yield rich and insightful data. To conduct our analysis, we employed three sources of data from each interview: 1) closed-ended responses, 2) verbatim responses (quotes) from the open-ended questions as well as discussions with the interviewers, and 3) coding process to categorize recurring patterns and themes throughout the interviews. After reviewing transcripts of the interviews, a coding guide was developed to identify major recurring themes, in particular with regard to the open-ended data usage and community outreach questions near the end of the questionnaire.

Given the fact that our sample varied greatly in terms of demographic and occupational distribution, our coding strategy employed “manifest coding,” a process often used to categorize interviews of a similar style audience to our key informants (Aberbach, Chesney and Rockman, 1975). Where applicable, we also conducted “latent coding,” which categorized the structure of an individual participant’s response style, but the results of which were not useful for addressing the objectives of the research study.

This coding approach measured direct responses to questions as well as the number of direct responses. For example, we asked key informants about the best ways to educate people about ACS, and each direct response provided (email, regular mail, face-to-face communication, etc.) fell under “manifest coding” (Aberbach, Chesney and Rockman, 1975). Though these “manifest” codes were the most diverse in our coding scheme, they were critical to categorizing commonalities across all key informants and within specific audiences.

Codes for individual interviews were combined, by segment, to enable the research team to draw comparisons across the segment as a whole.

The coding instructions were developed by the research team after a review of a significant number of interviews. The open-ended questions were initially coded by a total of three team members who had not been previously involved in the project (and were thus not bringing any external knowledge or bias to the coding beyond the coding instructions). These codes were reviewed by research team members that were familiar with the project. We then used Cohen’s Kappa coefficient to compare the

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agreement between the initial codes and the reviewed codes. We computed a Kappa coefficient for each question, and then averaged them together to find an overall Kappa score of 0.88, which according to Fleiss (1981) and Landis and Koch (1977) represents a very high degree of inter-rater agreement. We conclude that our instructions led to a uniform coding scheme across different coders. Finally, codes for individual interviews were combined by segment to enable the research team to draw comparisons across the segment as a whole.

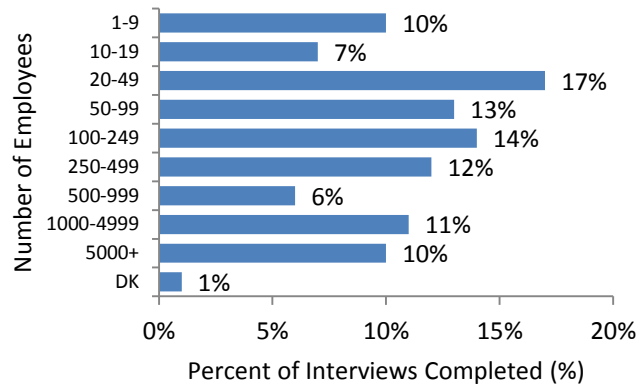
FINDINGS

Introduction/Screeners

1. How many employees currently work for your organization? Your best estimate is fine.

We interviewed a mix of small, medium, and large organizations for the Key Informant Interviews. Of the 109 interviews we completed, 19 had fewer than 20 employees, and 23 of the interviews had more than 1000 employees.

Of the five segments, the Tribal Government and Advocacy/Community organizations had relatively more small organizations in the sample than other segments, with over three in five of the interviews conducted with organizations with fewer than 100 employees. Two in five (13/30) of the Private Sector Business interviewees were with organizations that had more than 1000 employees.

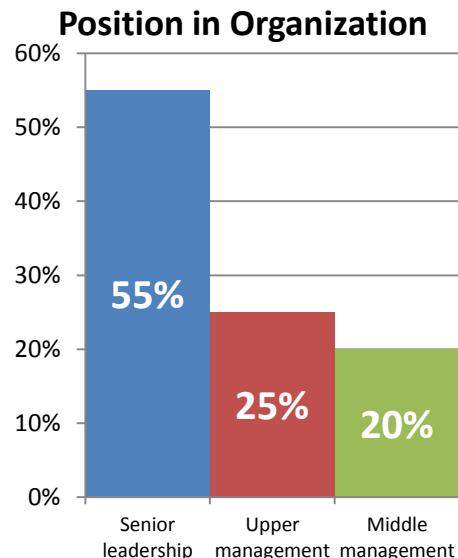


2. Which of the following best describes your position in your organization?

The Key Informant Interviews were conducted with a wide range of individuals with varying levels of leadership in their respective organizations including a small-town mayor, economics professors, a healthcare marketing vice president, and Native American chiefs. To qualify for the survey, participants had to identify as a senior leader, upper management, or middle management (for companies with over 100 employees).

Just over half (55%) of the interviews were conducted with senior leaders at their organizations, including three in four advocacy/community (75%) and Tribal government (73%) participants. In general, at smaller organizations the participant tended to identify themselves as upper management.

The academic/research segment had the highest percentage of participants who identified as middle management, in part because 13 of the 17 interviews were with college professors.

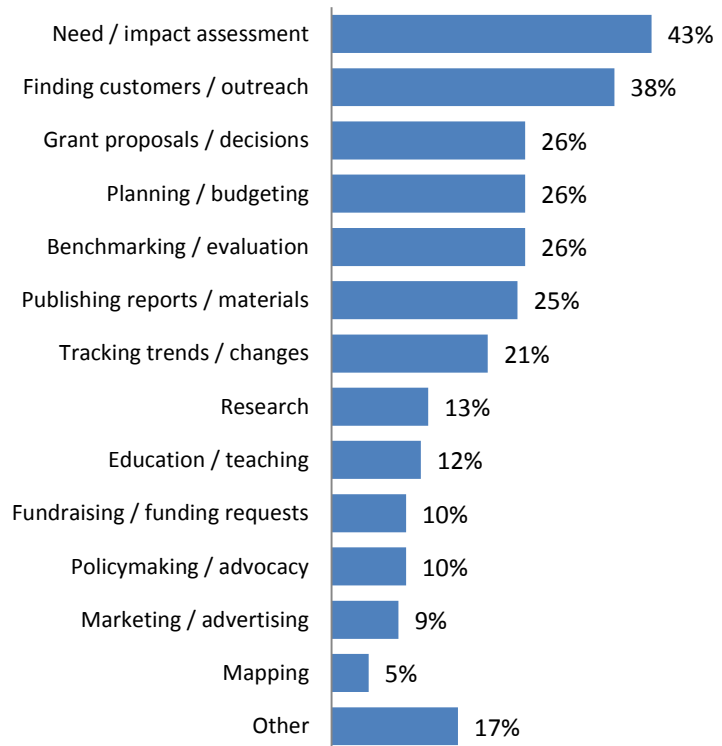


Data use

3. *How do you use social, economic, demographic, or housing related data in your work? (HEARD BY ALL DATA USERS)*

Across all the groups we talked to, we found a broad variety of data uses. We found that regardless of the organization or individual, data use is highly mission-specific. To help organize the varied responses, the research team coded the uses of data based on the precise language that the participants used. These codes were not mutually exclusive—so for example, an interview could be coded as using data for both a “need / impact assessment” and “grant proposals / decisions.”

The most frequent uses of data were for needs assessments—43% (44 of 103) of the individuals we surveyed used data to assess the needs of the community or measure the impact of their work. Many organizations (38%) said that they used data to find customers or guide outreach efforts.



Advocacy and community associations were particularly focused on needs assessments: fully two in three (22 of 32) use data to do impact assessments, often as part of a justification for foundation or government funding. Small and community/advocacy organizations were also more likely to use data to produce informational materials. Nearly half (15 of 32) of the individuals at advocacy/community organizations we talked to used data to produce informational materials or to persuade and educate policymakers.

Nonprofit Community Engagement Director: One of the things that we have to do is identify and quantify need and progress on solving particular community issues... And that directs our own work, so it helps us determine our own priorities, and then obviously it also supports our applications for resources to private and government funding.

Research Director at an organization focused on immigration: We use the data to prepare reports that we release, we publish. We also use that data to provide information to policymakers, and oftentimes we have elected officials who call us for information, say, on the impact of certain immigration policies on employment, especially.”

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Nonprofit Vice President of Government Relations: [We use data] in preparing lobbying materials and fact sheets and talking points.

Director of a Public Health Foundation: We use data for publications to inform stakeholders ranging from our grantees to legislators the full bandwidth on current health conditions in our state and the legislative and policy-making environment.

Among the individuals we surveyed, private sector businesses were most likely to use data to find or research customers (19 of 26) and/or specifically for advertising or marketing purposes (9 of 26).

Home Furniture Retail Executive: [we use data to] understand who our customer is... so we do demographic studies on who's buying furniture at our particular furniture store... We know what the population at large looks like so we'll compare our customer to the customer at large... and then we'll shift our marketing appropriately, so we know who we over-index with, we know who we under-index with, and we're going to make [marketing] adjustments to go to those groups where we under-index.

Direct Mail Company President: "if you're trying to reach a specific demographic for a cause or a need, then it's obviously a smart marketing tactic to try to understand who your audience is, who your best customer prospect will be through the use of data... if we have a campaign for a gutter guard company, you have to have homeowners and you don't really want apartment dwellers."

For the state, local, and Tribal Governments we spoke with, data are important for planning and budgeting efforts. For these groups, data help bring in funding and guide the strategic allocation of resources. In particular, Tribal Governments used data to apply for grants (10 of 11) and planning for budgets (8 of 11).

Program Director for Upper Midwest Tribe: Much of it is used for grant applications. Demographics often times are used to allocate dollars. ... Once we get the dollars, which is the primary use of demographics, then I personally, as a department head, have to determine internal demographics on how to distribute those. So there is a primary and a secondary use of demographics.

Middle Atlantic States Tribal Manager: [We use data for] planning and grant writing... determining demographic profiles of a proposed service area and determining the geographic disbursement of those we intend to serve and trying to determine their socio-economic status for the purpose of developing needs, a needs assessment.

Among the individuals at academic and research organizations with whom we spoke, demographic, social, economic, and housing data are used as a teaching tool (11 of 17) or in their research (9 of 17). Professors, especially those teaching Sociology and Geography, spoke about how important accessing data is to teach students research skills.

Professor of Sociology: [data are essential] to pass on to our students how they can understand the demographics or the makeup of all these different populations specifically related to race, ethnicity, and gender, and socioeconomic status and that kind of thing.

Professor of Geography and Urban Planning: I do the vast majority of my research using that data, so pretty extensively in order to conduct research studies as well as key study research...so I use it both for background information but then also as doing analysis. I also teach students how to use census data and other data stuff in my classes.

Professors involved with administration or management of their schools also described how they sometimes use data to guide recruiting efforts or assess the school's impact on the larger community.

Dean of Social Work: I think ultimately it's a way those data are used in our strategic planning, and in assessing our impact of our -- assessing the impact of our work.

4. *What sources of data do you typically use? Where does your data come from? Please list as many examples as you can. (HEARD BY ALL DATA USERS)*

By definition, many of the interviews we conducted were with avid data users who were aware that we were conducting interviews on behalf of the Census Bureau. The goal of this study was not to measure the prevalence of Census Bureau data use in the general public.

Our interviewees heard a range of responses from "generally Wikipedia—I'm just saying for the general stuff" to think tanks that said they use various publically available microdata sets for "98%" of their research. Despite the varying levels of sophistication, the Census Bureau was a popular data source. Fully three in four (78 of 103) participants said they use Census Bureau data. Among those who did not initially mention the Census Bureau, half (13 of 26) said that they had "used the US Census Bureau as a source for social, economic, demographic, or housing related data" when asked directly asked.

Many referenced Census data as the "best available source" for their work.

Deputy Director Immigration Group: I like the Census the best because nobody doubts the validity of it, for the most part. It's like a gold standard and so I really enjoy using that and them.

Compared to the other segments, participants from Tribal Governments and private sector businesses were less likely to mention Census data. Only half (13 of 26) of the individuals in private sector businesses mentioned Census data; many businesspeople said that they used Census data repackaged by other groups and organizations. Among the private sector businesspeople we spoke with, nearly as many used commercial data (11 of 26) as used Census data (12 of 26).

Director of Healthcare Marketing Firm: the typical place I will get data from is this place called Business Maps, it says it gets its data from the U.S. Census. So, it will tell me, based on what year the program is, it will tell me what the number of households in the market, how many are owner occupied, how many are renters, income, breakout on age groups and that sort of thing.

Direct Mail Company President: Obviously a lot of the demographic and psychographic data does come from the Census Bureau. Well, the Census has pretty much been built into data structures. So after the 2010 census taking, a lot of databases were updated with the current census information.

ACS Messaging Research: Key Informant Interviews

Among the interviews we conducted, Tribal Governments also use Census data less. Many of the individuals we spoke to in this sector specifically mentioned that they do not use Census Bureau data because they doubt its statistical validity. These Tribal organizations reported that they are more likely to use data generated in-house, as they perceived it to more accurately represent their membership.

Chairperson, Western State Tribe: For the record – all the Census Bureau that I’ve been talking to, the personnel – their Census Bureau count is totally wrong. 50% of it is wrong. Example – we have 2500 members, but according to the Census Bureau we only got 1000.

Upper Midwest Tribe’s Program Director: A lot of it comes from our enrollment department, which has membership distribution. Some of it comes from education, which has memberships, education statistics, graduates. A lot of it from an environmental standpoint comes from who lives in which watershed and that sort of thing. So a lot of it is where our membership is distributed and what is their education and income levels. That is pretty much Tribal.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector
Base (n-size)	103	17	17	11	32	26
Census Bureau	74	88	82	36	97	46
Other Federal government data (specific and unspecific)	47	76	18	36	62	31
State government data	32	24	65	36	25	23
In-house / We put out our own surveys/collect our own data	24	12	29	45	19	27
Local government data	19	18	29	9	22	15
Academic researchers/think-tanks	18	29	24	0	31	0
Commercial data	17	6	0	0	16	42
Non-profit (specific and unspecific)	11	0	6	27	16	8
The internet / Internet search	6	6	6	0	3	12
Crime report data	2	12	0	0	0	0
Other	40	35	35	55	38	42
Don't know (Vol.)	1	0	0	9	0	0

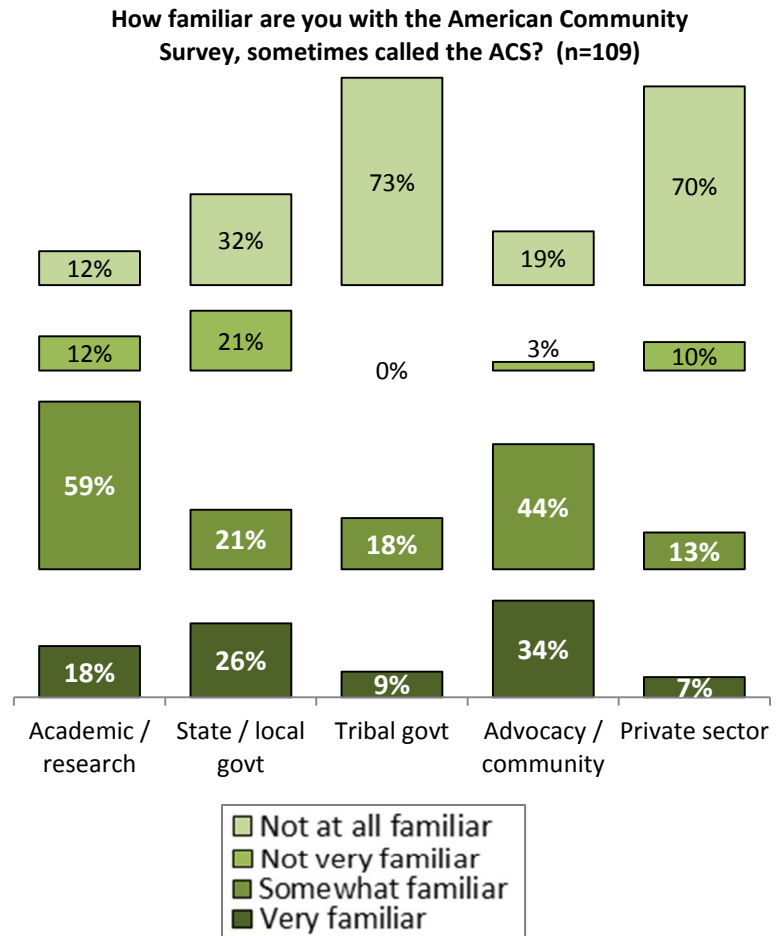
ACS awareness / Interest in learning more about ACS

5. How familiar are you with the American Community Survey, sometimes called the ACS? (HEARD BY ALL)

We found that familiarity with the ACS varied significantly across the different audiences we interviewed. Individuals who worked for advocacy and community organizations reported the highest familiarity (11 of 32 said they were “very familiar”).

Participants from Tribal Governments and private sector businesses were less likely to be familiar with the ACS, mirroring the fact that fewer of these individuals report using Census Bureau data. More than two in three (8 of 11) Tribal Government participants said they were “not at all familiar.” More than two-in-three (21 of 30) of the private sector businesspeople we spoke with said they were not familiar with the ACS.

The majority of data users (55 of 103) said that they were either “very familiar” or “somewhat familiar” with the ACS.



6. Do you know who or what organization conducts the American Community Survey? (HEARD BY THOSE THAT ARE FAMILIAR WITH THE ACS)

Among participants who were familiar with the ACS, nearly two in three (42 of 66) could identify the Census Bureau as the organization that conducts the survey. None of participants we asked identified another organization as conducting the survey.

All participants heard the following description of the ACS:

The American Community Survey is an ongoing survey conducted by the US Census Bureau that provides data every year. It gives businesses, non-governmental organizations, Federal, state, local governments, communities, and data providers the updated statistics, even for very small geographic areas. Information from the survey generates data that help determine how more than \$450 billion in federal and state funds* are distributed each year for schools, hospitals, and transportation.

*Note: the estimated amount of funding has subsequently been revised to \$430 billion.

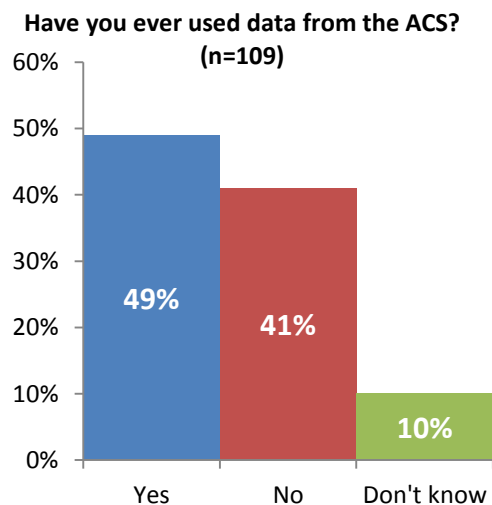
7. Based on the description you just heard, how interested would you be in learning more about the ACS and the data gathered? (HEARD BY ALL)

After this description, the overwhelming majority (87% or 95 of 109) said that they would be interested “in learning more about the ACS and the data gathered.” Among all the groups we surveyed, private sector businesspeople were the least interested in more information – 5 of 30 said that they were ‘not at all’ interested in learning more because they either used data for very specific purposes or because they already had access to the commercial databases they needed for their work.

8. Have you ever used data from the American Community Survey (ACS)? (HEARD BY ALL)

The purpose of this question was to identify individuals who could provide detailed feedback about using ACS data.

Just under half (53 of 109) of participants said they had used data from the American Community Survey. Data use was especially high among advocacy and community organizations (21 of 32 used ACS data) and academic and research organizations (10 of 17 used ACS data). As we will discuss in more detail in subsequent questions, this may reflect that these organizations are using ACS data because they are constrained in their ability to pay for subscription data packages, or it may be because universities and non-profit organizations are more likely to have a need for the kind of detailed demographic, social, economic, or housing data that the ACS provides.



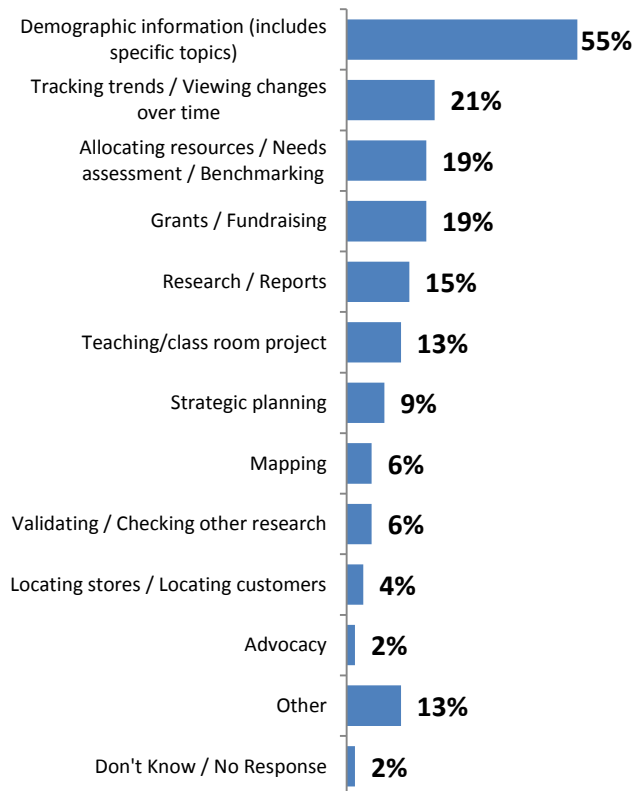
Mirroring trends seen elsewhere in this study, participants from Tribal governments and private sector businesses were less likely to have used ACS data. Among individuals in Tribal Government, 4 of 11 had used ACS data before. Less than a third (9 of 30) of interviews in private sector business said they had used ACS data before.

ACS data use drilldown

9. What did you use this data for? (HEARD BY ACS DATA USERS)

Of the 53 participants who used ACS data, they most frequently used it for the demographic data. Academic/Research participants were also very likely to use the data for teaching/classroom projects. The second biggest use of ACS data was for tracking changes in demographics and trends, although this was mainly driven by state/local government, Tribal government, and advocacy group participants. The data was also used to help allocate resources and contribute towards grants / fundraising, which was also driven by state/local government, Tribal government, and advocacy group participants.

Those in the academic/research community are using the ACS data most of all for teaching. Several professors we talked with said that ACS data are a good tool to demonstrate how populations shift in the classroom setting. Since there are so many variables to work with, the ACS allows students to experiment and learn with the data. Two professors mentioned using ACS data extensively for their research projects and articles.



Professor of Geography: Last semester I tried having students do a community indicators project and they had to present some facets of the community using and number of sources of data but one of those was the American Community Survey.

Dean of Social Work: I used it for looking at demographic change within target geographic areas, and I also have used it for looking at civic engagement/social cohesion. Analyses of that as it relates to demographic change.

Professor of Economics: I've used this data to look at trends in income inequality and wage inequality by location—by metropolitan area overtime. I'm currently using this data to try to understand trends in neighborhood gentrification

The advocacy/community groups we interviewed use ACS data to a high degree for tracking changes in demographics (6 of 21) and comparing current data to previous data for the same region, or to other parts of the city, region, or the country as a whole. They said they use the ACS data to help determine needs and priorities for their future outreach (5 of 21).

Director of Policy Research Center: For demographic profiles at the national level. We're also developing regional profiles based on our region. We used [ACS] as part of analysis, policy analysis, and research analysis to identify needs and priorities. But we also used it to compare the quality of data under ACS, particularly to in hard-to-reach Tribal communities and rural communities, as compared to the Decennial.

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Nonprofit Foundation Evaluation Manager: I think benchmarking, and then kind of to assess how many people were in our certain parishes when it was available at that level. I want to say maybe that's where the poverty statistics come from as well. And maybe some age breakdowns.

State/local government participants are using ACS data for a wide variety of tasks, be it tracking demographic changes, the composition of their constituencies, or as part of a formal needs assessment for a grant submission.

Municipal Planning Manager: Annual population change; again, composition of population; those demographic shifts, we're always looking at that; income is another factor that we use it for. That data mostly to plug into grant applications, rather than planning purposes per se.

One Community Development Manager, who initially said he didn't use ACS data, said he used ACS data for a federal grant on an annual basis.

Community Development Director: Let me look it up and see what the Web page looks like. Oh, that's how I get onto the Census Bureau so yes.

INTERVIEWER: Oh, you have used it? Okay.

PARTICIPANT: Yeah. That's how – I'll do this to get onto the census data I want.

INTERVIEWER: Okay, so by name, it didn't ring a bell?

PARTICIPANT: No, it did not ring a bell to me.

INTERVIEWER: Okay, okay. So you have used data from the American Community Survey?

PARTICIPANT: Yes. Yes, we have. I use it for our federal HUD grant that we apply for each year annually.

The four Tribal Government participants we spoke with who use ACS data said they used ACS data to bolster their grant applications and to demonstrate their membership is an underserved population.

President of a Southern Tribe: Healthcare, and our roads and grants...I think just with our own community, our population and usage our particular roads... and to improve or rehab some of our existing [infrastructure].

Program Director for Upper Midwest Tribe: To immerse our community within a regional context, we would need data to demonstrate basically statistics that would show us as an underserved population that requires federal services. I feel like I'm a bureaucrat [having just said that].

Among the nine private sector participants we interviewed who use ACS data, the primary use was to help them understand the local markets that they, or their clients are going to be selling their services to. The data are also used to help determine where to expand to new locations to best leverage the needs of the surrounding community.

Hospital Vice President: Probably anything from overall market information to trying to figure out where to place a clinic or a location for us – that's generally what they use that kind of data for.

Marketing Director: I will use the Census data including the ACS to help better understand some of the groups that we're looking at as we try to build out our strategies.

Private Sector Research Vice President: Well, the primary purpose was for building up a project area's existing conditions, and establishing the profile of the people in the economy of that area.

10. How did you learn about the ACS / ACS data? (HEARD BY ACS DATA USERS)

We heard about four main ways that people learned about the ACS. One of the most common was through the Census website. Several participants said that when they were searching for a certain type of data that was either not available through the decennial census or for which they wanted a newer version, they naturally found what they needed in the ACS.

Professor of Geography: I probably just went to the Census Bureau website. That's the most likely place where I found out about it.

Non-profit job training development and research director: I think it was just, when I first became acquainted with the US Census Bureau information online a number of years ago, and found it to be a really quality resource in finding a lot of demographic information.

Community Development Director: By going through Census.gov.

Professor of Political Science: It's public information available, I mean, it's widely available, so it's referred to in all census data, and it's part of almost everything that we do, so the reference is constant.

Another way that several participants, especially those in the advocacy / community segment learned about ACS data was through exposure during either their graduate or undergraduate programs.

Nonprofit Community Engagement Director: Before I worked here, I was at an institute at the university here... that was helpful to work with people who were very familiar with the Census.

Nonprofit Real Estate Development Director: I actually learned about it probably initially when I was a student in grad school. More recently, I've been listening to and hearing and getting reports on a lot of transportation data that comes through ACS

Nonprofit Program Director: I was a sociology major, so in my undergrad.

Some of the participants, especially private sector businesspeople, stated that they heard about the ACS through a meeting or seminar hosted by the Census Bureau. Several of these meetings occurred many years ago.

Marketing Manager: It's been years ago when it first started a rollout of the Census Bureau, who was getting ready to do, I believe, the 2000 Census. I went to a seminar and talked about it.

Hospital Vice President: It was several years ago. I actually learned about it from a meeting that the Census Bureau must have had with one of our television partners...it was a television and network meeting and they were brought in to discuss that survey.

Low-income assistance planning director: We were approached by the Census Bureau.

Finally, one of the ways that the most experienced researchers learned about the ACS was when the Census Bureau made the switch from the long form to short form Census and replaced it with the ACS.

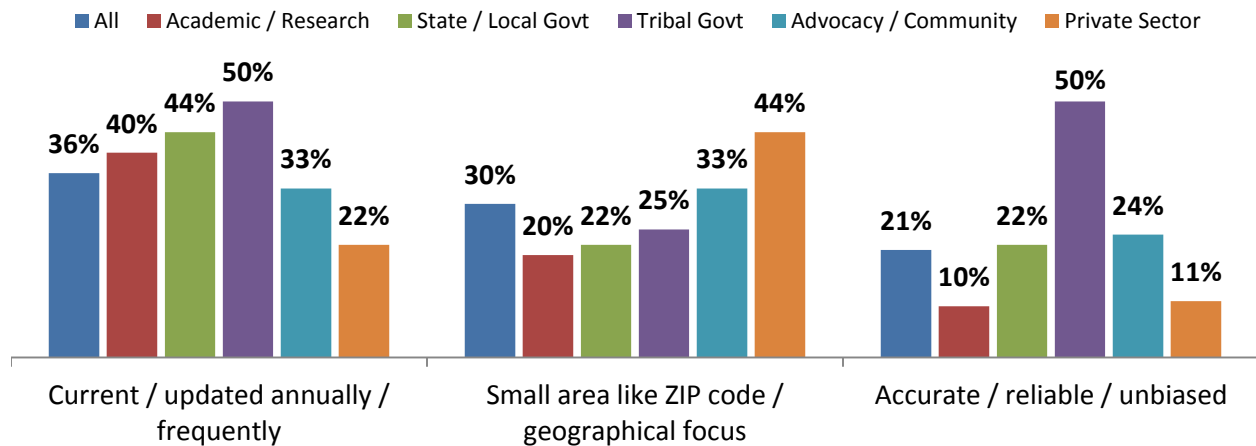
Professor of Geography: It's been years. Probably where I became most aware of it was when they proposed to switch all the long-form data from the regular Census, to transition that to ACS.

Professor of Geography and Planning: It was our primary source for more detailed information, and at the time, this was before it had got in...it had become...it had replaced the long form Census

11. What do you find most useful about the data provided by ACS? (HEARD BY ACS DATA USERS)

The two advantages that participants we interviewed said were most useful about ACS data were (1) the frequency with which it's updated and (2) the precision the ACS has in terms of smaller areas and ZIP codes. The smaller geographic areas were particularly relevant to those in private sector businesses, who want to figure out what the best place would be to open a new location. Academics/researchers found the wide range of the data available to be particularly useful, likely because it enables them to study a wider set of variables to confirm their hypotheses.

**What do you find most useful about the data provided by ACS?
(n=53)**



Among the 10 academic/research participants who use ACS data that we interviewed, the two most frequently cited benefits were the ability to look at various subsets of data to compare multiple variables and how frequently updated the data are.

Professional Academic Association: Well, the way that we can break out age by race by gender – I mean, the way that you can get at the breakdowns, those are helpful.... obviously what we can get in terms of geography, there are some very small places that we can estimate.

Dean of Social Work: I think the level of geographic specificity is helpful. I think secondly, the frequency with which the data are made available is certainly very helpful to having a more contemporary picture on some of these matters. And certainly the overall data quality and representativeness of the data is incredibly valuable.

Professor of Geography and Planning: It really gets at the sort of questions that I need answered, regarding...it's information on income, jobs and employment and then specifically for

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me, housing costs, housing quality, housing tenure – whether people rent or own – so that’s what I primarily use it for.

Advocacy/community participants we spoke with stressed the fact that the ACS is updated regularly. The nature of the data cycles allows them to track trends and respond accordingly with their outreach programs and funding cycles.

Immigration Reform Research Director: Most useful is that it’s updated regularly. That’s very important, particularly when we’re talking about growth over time of different populations, and performance economically and in the job market. So the fact that it’s updated yearly is very, very helpful.

Low-income Assistance Planning Director: It provides current and consistent data.

Senior Director for Evaluation: Well, it’s more up to date than the Decennial Census. It’s more detailed than the Decennial Census, I think. I mean, that’s – and it’s in the American FactFinder so you can pull whatever queries you want and that’s great. You can download it in spreadsheets.

State /local government participants were also very interested in getting the most up-to-date data, and consider the ACS data to be the best available in that regard.

Community Development Director: Being updated annually. Being updated more often than just doing a ten year census. [ACS offers] more current information.

Municipal Planning and Economic Development Director: Well, it’s what we in the profession call the “best available data”, so it’s kind of like our go-to source if we have to provide something, we can go there and provide it. I can’t think of any specific thing right off bat.

The four Tribal Government participants we spoke with used the data primarily for applying to grants and said the reliability and timeliness of the data was useful to help gain more funding.

President Southern Tribe: Most useful? Numbers. The numbers seem to be more exact than anything else that we have used.

Private sector businesspeople found the localized data to be extremely useful in selecting of new locations.

Marketing Manager: I guess, you know, that it does break it down to, you know, the smaller geographic areas. That’s probably it.

Hospital Vice President: Well, for us we use it primarily to help us decide on where we’re going to place new clinics and how it can best give us information to target certain consumers for healthcare services.

Civil Engineering Firm Vice President: A lot of that data really allows us to see the dynamics of the big growth here in our region, specifically when we’re targeting projects for each of the communities that we work in.

12. What do you find least useful about the data provided by ACS? What do you wish was different? (HEARD BY ACS DATA USERS)

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector
Base	53	10	9	4	21	9
Difficulty with the website/accessing data	38	22	25	33	45	50
Statistical non-reliability / Small sample size / Sampling error / Doesn't include everyone	21	33	50	0	10	12
Need more detailed data / Need data broken down further into (specific) groups	15	11	38	33	10	0
Areas that are not included in published data	10	0	0	33	20	0
Other	10	22	12	67	0	0
Don't Know / No Response	15	11	12	0	10	38

The most common complaint about ACS data from participants was that they had difficulty finding the data that they wanted. This issue was common across all of the segments, but impacted most of all the private sector and advocacy / community groups. Local and state government was more likely to have issues with the fact that the ACS doesn't include everyone at the Census block level unlike the decennial Census. They wanted to be able to break down the data in a more geographically precise manner, but didn't feel comfortable with the sample sizes. There were also several participants who expressed confusion or concern about how the margins of error were calculated, and whether the small geography estimates were reliable given the sample sizes.

Academics and researchers are worried about the fact that ACS has a much lower sample size than the previous long form census or the decennial Census. 3 of 10 academics expressed concerns that they didn't fully understand how the sampling or estimation process works, and expressed some doubt about how reliable the numbers, especially for small areas, could be.

Professor of Geography and Planning: I guess one of my concerns is that it has a smaller sample size now than it used to, and so while they've increased the...it's more up to date, the sample size is smaller, and so I have some concerns regarding generalizability

Professional Academic Association: From what I understand, these are estimates and not actual census... so it's inter-year estimates. That's the one kind of question we always have about using it, is how good are the estimates? Like, how close are they? We have quite a bit of confidence in them, but when you're a scientist that's always the question when you're dealing with a sample versus census.

Education Policy Researcher: As a general comment, I'd say it was difficult to navigate the site to get to what I wanted.

Advocacy and community participants were concerned most of all with the accessibility of the data that they need. Several expressed concerns about being very busy or under-staffed, and that they didn't have time to dig through the FactFinder website for the information they wanted without frustration. One foundation director noted that they paid for a subscription to a site they knew provided data from

the Census, because they struggled to find the information they needed from the Census Bureau website.

Nonprofit Program Director: the census website isn't necessarily user-friendly, if you're a non-academic. So, if we were to get a report, it would be great if we were to just get an updated report, like if we pulled these numbers a year ago, as soon as you get updated numbers, if we could get that information, as well, as opposed to actively having to seek it out.

Non-Profit Government Relations: A lot of times the data we need is buried, you just have to dig for it. And it would be great just to have it up front in some of the releases.

Immigration reform research director: I think the revamping of the website that was done I think last year has made it more difficult to get the data easily. I thought the earlier website was much easier to navigate than the current one. For me, I was familiar with it, but I think to get something, if I go in there with a particular objective to find something, [the old website] was much easier for me and quicker. I could do it much more quickly, say, if I wanted to know foreign-born population in North Dakota I could more easily find it in the old site than I can ... the [newer website] to me it seems like there's a lot more steps to get to it. I mean, I haven't mastered it, but I think talking with other people, they would agree. It's more difficult to get what you want. You know, get in and out, quickly.

Non-profit foundation low-income director: I wish it was easier to use it directly on the census side, and be able to search it and manipulate it. I wish I didn't have to rely on other intermediaries to make the data useful for me. I think it would be really helpful if the census would think through a much more user-friendly interface for ACS that would help ordinary people to ask simple questions and get simple answers to them. It's really hard to get, you know, specific use. It's really hard to even just look at general things based on different kinds of geographies, and that's why we end up subscribing to, I don't know, *relatively expensive data intermediaries to help us to present and manipulate ACS data*

For state/local government participants we interviewed, one of the biggest issues they were having was that they didn't have the full range of data that was available with the complete population sample in the decennial census. There were also some concerns that the new data interface was difficult to use.

Metropolitan Economic Development Director: I wish I had a better feeling for the accuracy of the data... the problem is we just can't as users in the world, we can't know all the work that goes into how those numbers are produced. So that – at least with the census I knew, I pretty much knew how it was done, and so I could live with the margin of errors. If you look at some of the margin of errors in data that goes along with some of the ACS numbers, you'll see some pretty big swings in terms of, you know, margin of error.

Sheriff: I think that people need to be able to find that information easier... But when you go to their site, you're able to get US Census data but it's harder to manage and it's not one of those things where you go on the website and you can just click right on something and find it. You have to do some searching so I think the access is tougher that way. If it was easier to find and look at quickly, I think that would help with all groups probably.

Tribal government participants were looking for more individualized outreach, given that they feel their situations are more nuanced and different than the majority of ACS data users.

Program Director for Upper Midwest Tribe: We've been targeted as a Tribal nation before, but we really don't get any specific feedback. I always like to know when I'm speaking with Census people. They understand the sovereignty issues and that we are an independent nation, but we do not receive back, to my knowledge, a sub-set Tribal demographic. It would be interesting to see... There are twelve tribes in Michigan. I would like to see comparative statistics; I think that would be extremely interesting. They're probably out there. I would probably have to know how to extract them, but I don't and it would be nice if there was some type of solicitation that... "Here you go, department heads. Thank you for all your cooperation. Here is a summary of Tribal findings in the state of Michigan."

Private sector participants were struggling with the new data interface of American FactFinder, and felt like it took someone who understood more of a data perspective to parse through what was available after the most recent website changes.

President Direct Mail Company: I think it's the format. I'm not really the IT guy, so I'm not an expert to tell you that. I just know it's massive and it needs to be manipulated. And it takes a pretty sophisticated set of tools.

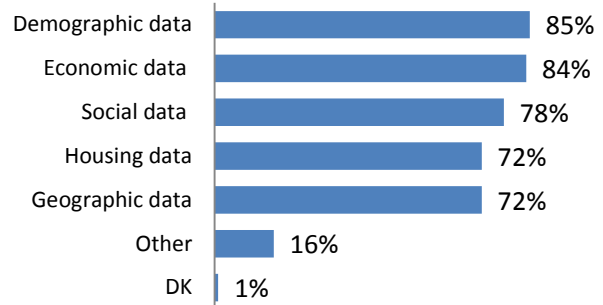
Marketing Manager: ... It's sometimes hard to get, you know, find the information that you're looking for. [I wish it was] something more intuitive of how you find the information. It's very nice that it is active and you can pull queries that you're looking for specifically but sometimes it's hard to find the specific data set that you're looking for.

Television Research Director: Well, I wish the website was easier to use. Well, you know, it changed recently, and I was just not familiar with it

13. Which of the following types of data would it benefit your organization to have more or better access to? (HEARD BY ALL, CLOSE-ENDED QUESTION)

While participants stated that they had access to high quality data about demographics from the current ACS, they still wanted to have more/better access to demographic data in the future. This desire for better access to demographic data was expressed by almost every participant who worked for advocacy/community organizations. A high percentage (87%) of private sector business and academic/research participants (74%) also stated that an increase in accessibility to demographic data would benefit their organizations.

There was also significant interest in increased access to both economic and social data across the board. The interest for better access to economic data was expressed by almost all advocacy/community and Tribal government participants, while almost all of the academic and advocacy/community participants felt that their organizations would benefit from increased access to social data.



The advocacy/community and academic/research participants expressed overwhelming interest for increased access to data across the board. While these employees for advocacy and academic organizations expressed the highest levels of interest, there is a vast hunger overall for access to high quality data by all types of participants that we interviewed.

High-interest communities drilldown

All participants who work for organizations that do outreach to high-interest communities (low-income, minority, or immigrant populations) heard the following introduction:

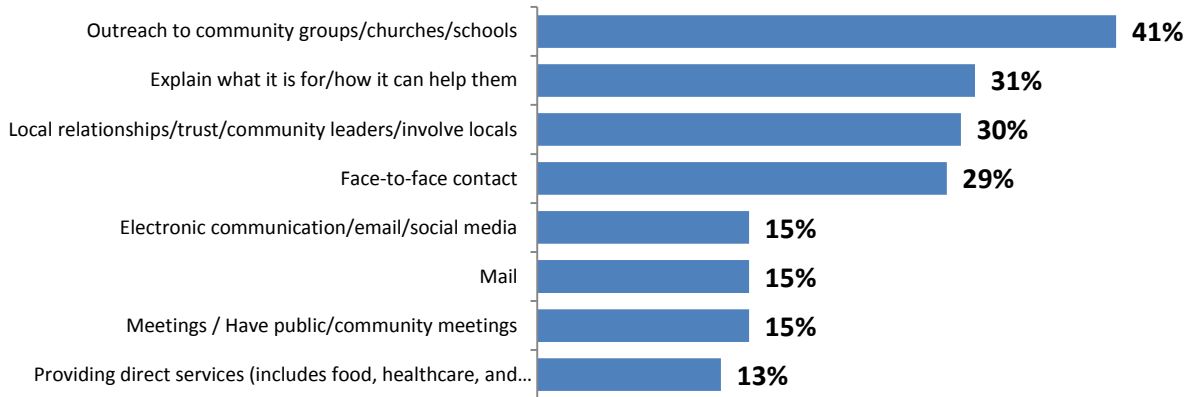
Many people know that the Census Bureau counts all the people in America once every ten years. However, many people may not know that the Census Bureau collects and releases statistical information about Americans in the years in-between the ten-year counts. The Census Bureau collects this data through the American Community Survey also known as the ACS.

As a result, when some Americans receive a request to participate in the ACS in the mail from Census Bureau, they are unsure of the legitimacy of the questionnaire and may choose not to participate. The Census Bureau is exploring ways to raise awareness of this survey and increase participation. The following questions will ask for your input around ways to increase participation in the American Community Survey, particularly among *[specific high interest communities the respondent identified in Q4]*.

14. What would you say are the best ways to engage with members of the communities you work with? (Probe, if necessary: what have you done in the past that has worked well for your organization?) (HEARD BY HIGH-INTEREST COMMUNITY)

Many participants answered this question in the context of the Census Bureau conducting the ACS. At the highest level, among the participants surveyed there was a strong notion that interpersonal contact was important when dealing with hard to reach populations. While there were different insights about how best to format these discussions (one on one, group discussions, town hall meetings, outreach to specific groups), the four in ten (42 of 102) participants said that impersonal forms of communication were less likely to have an impact.

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Whether reaching out to the community at large through outreach to community groups or reaching out through civic leaders, participants agreed that the best message to motivate members of the community would be to convey the importance of how the community might benefit if they were to participate in the survey.

Professional Academic Association: Draw specific examples about how a school in their area received extra funding because the data was... there was local community change, and data was updated, and they were able to go ahead and get more federal funding for their school, perhaps, instead of having to wait ten years for getting an increase. These real stories I think are very compelling to people. ... Having some kind of story – whenever we do any kind of thing like that, we try to think about the local context or the regional context and try to speak about what people care about there.

Nonprofit Real Estate Development Director: You have to give it a good, you know, “This is the reason, the importance of filling it out,” as well, not just that it’s coming. That’s actually something that I’ve – we’ve been thinking about on different scales, different levels, or different way of reaching out to our population in the work that we do. I think it would very much apply to the ACS survey, as well.

The strongest theme across all of the interviews was that communicating the direct benefits to communities of participating in the ACS through trusted channels (community/civic leaders or trusted organizations/associations) would be the most effective means to reach out to these hard to reach communities. As a companion, any mass media campaigns should be targeted through older technologies such as radio, newspapers, or billboards.

In-person communication was cited as being more effective for two key reasons; the logistical aspect of obtaining other contact information, and the relative distrustfulness of these communities towards the government. Several participants mentioned that trying to maintain an accurate database of phone numbers or accurate email addresses was next to impossible given the fact that for many of these families’ phone numbers and email addresses change frequently.

Vice President of Programming for Grantmaking Foundation: That would be on the ground. Phone calls will not work. You need to be in community centers, in libraries, in places where you can speak to people.

Major City Fire Department Director of Research: In low-income communities, canvassing in person is about all that works. You have to make sure the awareness that the importance of the data, that it has a direct impact on their lives, is articulated clearly.

They suggested that the only really effective way to communicate information to these groups was to have someone familiar with the community go out and engage members in person. One of the ways they suggested doing so was to work within the integral organizations and associations within the communities which were influential parts of their lives. It should be noted that there was a range of different kinds of organizations that various participants identified.

Dean of Social Work: I think certainly working through trusted community leaders and organizations, and so I think that varies by target group. In some communities, I think faith organizations are absolutely essential. I think others, there are social and civic organizations that are particularly influential in the lives of individuals.

Nonprofit Research Director: We have a lot of partnerships developed with local community-based organizations, and then with our community college partners. So if you're inside those people, you use either mass communication efforts to an already-established network for those organizations; or they'll do fliering and other types of outreach to the communities where those groups serve.

This concept of tapping prominent, trusted members of the community refers back to the distrust of the federal government and concerns that the survey may be a scam or fraud, especially since many households many not be familiar with the ACS like they are with the decennial.

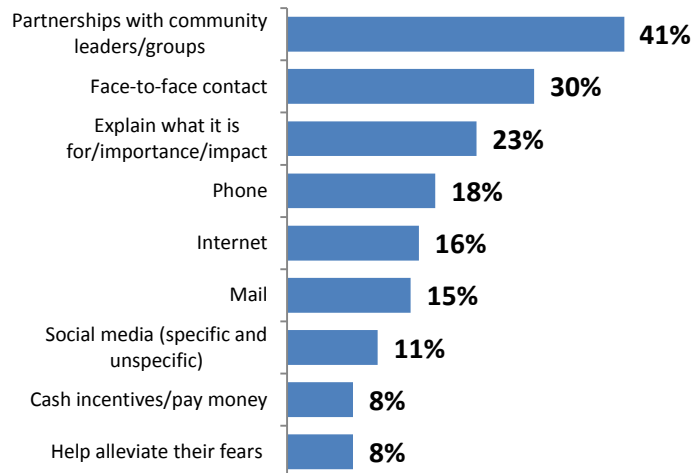
Tribal Manager, Middle Atlantic States: I'm saying that a community leader needs to endorse the ACS and tell the community members to answer the survey, that it is legitimate, that it is helpful, and that the community benefits from the data that comes from the ACS.

Professor of Geography and Planning: I particularly work with low income and minority communities who are particularly suspicious of the government, so this is one thing that I think the Census lost in getting rid of the long form, because when they using the long form Census, it was part of the Census, and so it had a legitimacy that possibly the ACS does not, and so I'm not really sure how to accomplish that except to maybe tie...definitely tie the ACS back within the Census.

Director of Planning, State Housing Finance Agency: Like using people who are already a part of the community, they might be community leaders that they identify with and then that person, they'll listen to them – probably substantially more than they would an anonymous but well-meaning individual from the Census Department.

Professor of History: I think the obvious would be civic leaders who speak for those communities. I think it's a question of trust generally in our society, and particularly minority groups have uncomfortable feeling that the inquiry is going to be a preface to some kind of law enforcement effort. So you need civic leaders to offer the assurance that it's not about invading their privacy, or tracking them down. It is really about learning more about the community.

Most participants agreed that using new age media such as social media or email blasts would be relatively ineffective in reaching out to these communities. There was some mention that older technologies such as radio, billboards, or flyers might be more effective as means of mass communication.



Non-profit foundation low-income director: “Particularly [for] the low income, and the minority, and the, like, recent immigrants ... we found that, whatever you want to call it, “old school media” works very well. Like radio is very good for getting messages out to that audience. And less so higher tech communications through the internet, because as you probably already know, there’s quite a profound digital divide that limits access to lots of those folks to that kind of messages. So I would say radio, and even billboards are very helpful.”

15. What type of outreach and communications from the Census Bureau do you think would work best to reaching members of your community to fill out a survey?

Working to reach members of the community and getting them to fill out a survey in many way mirrors the challenge of disseminating information about specific programs to these organizations as mentioned above.

The participants we interviewed identified three potential benefits from an endorsement from known civic leaders and organizations: it could (1) help raise awareness of the survey, (2) reinforce the benefits the community will receive from participation, and (3) alleviate skepticism associated with a federal program. The local message could also include any of local tweaks (language, tone, etc.) which would help the message connect better at a local level.

Professor of Sociology: I just think that folks need to be a stakeholder in it – they need to see the benefit to them to be involved. Going to leaders of a community and then getting them to buy in and then you have insiders who can help.

Housing Non-profit chair: I think that if you look at reaching out to all Tribal council presidents; regional corporations, regional housing authority; village council offices, I think that that would give you a good mixture of leadership to represent their areas.

Tribal Manager, Middle Atlantic States: But people won’t respond until a trusted community member and/or community leader endorses this. It’s kind of like the Decennial Census. You get the word out, you make people aware first, you tell them it’s important, and it’s not just the government agent standing in front of people saying it’s important. It’s their Tribal – Yeah, it’s their Tribal community leader, a trusted voice that says, “I want you to participate in this survey. You’re going to get a phone call. You’re going to get a letter or you go on this website, fill it out,

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and help out the Census Bureau by filling out the survey because we, our community, will benefit from your participation.

Professor of Geography: Let's say a township newsletter goes out and it would say, "Well, the American Community Survey, you can expect it in your mailbox. It looks like this. The return address is this and if it doesn't look like that, then you can be worried but this is what it looks like," or, "There's some hallmarks of it that you should expect to see and if you don't see these then it's not genuine."

Participants also stressed the importance of emphasizing that participation in the survey would not come back to harm them in any way, and instead will only stand to benefit their community. This skepticism is important on two main fronts; a distrust of the intentions of the federal government, and a fear about citizenship status / immigration enforcement, especially in immigrant communities.

Professor of Geography: I think people are more likely to participate, and I know I myself would be more likely to participate, if I was guaranteed that this was legitimate. I think that you have to work on that, on the legitimacy, because people are... They'll say anything... They'll put all kinds of personal information on Facebook, but they're doing it themselves. It's different when someone else comes and wants your information.

Non-Profit President: The door-to-door, or to go where they're at, to go where many large numbers are already that already have kind of that safe place...A lot of the population that we serve, due to a number of reasons, have fear for whatever it is. We don't typically talk about status with folks, but we do know that if there is some... We're talking legal status, we're talking mixed status homes, so a lot of it is fear for them, fear for their families. Because some of them already have trust in us or trust in a place where they're getting some services.

Several participants offered to partner with the Census Bureau to help promote the ACS.

Director of Policy Research Center: Personal face-to-face outreach, but I think also investing in more long-term investments in census administration, so it's not just a one-off every ten years or every three to five years, because there can be a lot of distrust with people just showing up in a community to collect information, certainly from the government. These are people that are in the community more regularly, who can have a more long-term relationship with the census about data and data management, in addition to census administration – I think that would increase the trust and show that demographic data is important. But I think the other piece is continuing to invest in the census information centers because we do provide that more ongoing support around data and data engagement between census administrations.

Director of Workforce Studies Center: I think an organized partnership would work well for us. It would be – We've done this in the past; but if we had an ongoing relationship when, you know, the community survey was going out; we could alert different segments of our organization to enlist the support of members in the outreach.

Comprehensive Community Action Program Assistant Director: well if they go to agencies like us, we're a Community Action Agency, and there's about a thousand of us nationwide that they could partner with us to reach that population, because we all-- our mission is to serve low-income people.

Community Development Director: Well, an email or a letter to us letting us know what's happening so we could – And then, you know, whatever your promotional – Giving us your promotional information so we could also use it and put it in our – Because we, you know, like for our – A lot of communities send out local newsletters and does press releases and so forth but we would also do that. We'd put it on our website. We'd put it on our Facebook page. We'd try to make it as known as possible to the people itself.

One of the other, less feasible, ideas floated by several participants is the concept of incentives to encourage participation. While this has traditionally been a surefire method to increase participation rates in surveys, it is almost certainly not viable from a Census Bureau perspective simply due to the massive scale of the survey. One potential avenue which might merit exploration is the concept is partnering with local business and organizations who might offer incentives for participation in a survey from the Census Bureau.

Healthcare Public Relations Manager in Indian Territory: Like, fill it out, and you'll be entered into a drawing to win something kind of thing. Like, what's in it for them?

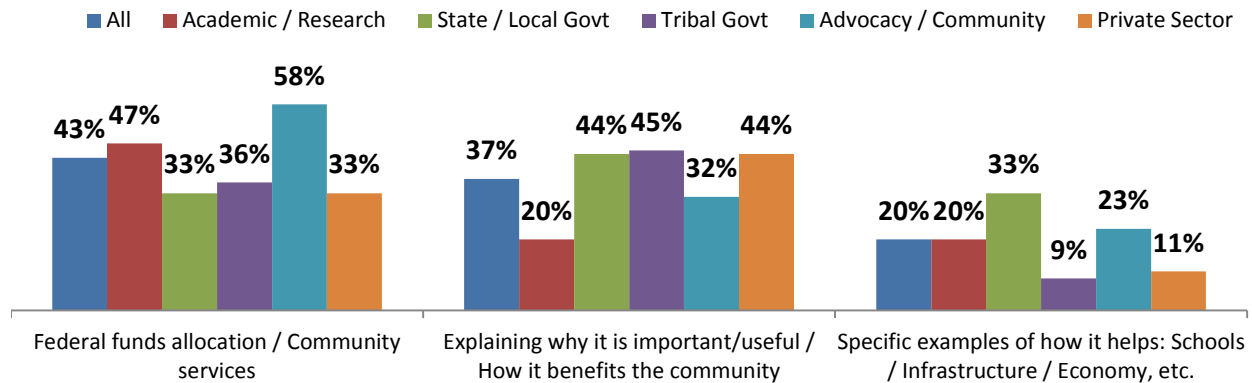
Municipal Planning and Economic Development Director: I'm going to slip this into your utility bill. Please respond. It's bull. Let's be honest. If somebody feels that they can get five bucks out of responding to a survey or a gift card, that always seems to get a response, even if it might not be a legitimate response. That has typically elicited a response.

Food Depository Program Developer: Public access so that people know what it is, and we're having it so that, like, you get – if you phone it in, like, you get a five-dollar coupon off somewhere.

16. *What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS?*

According to the survey participants, one of the most important aspects of the ACS to communicate in any form of outreach is that participating in the American Community Survey influences the distribution of federal funding. This was considered especially important by advocacy and community groups. While everyone except academic/research participants agreed that an almost equally important point was explaining why the ACS is important and how it could benefit the community, it was state/local governments who had the biggest focus on attempting to provide specific examples to help motivate their constituents.

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A large number of survey participants felt that it was important to emphasize that there was going to be federal funding distributed every year, and that not responding to the survey was doing a disservice to the community by undercounting the area and therefore depriving them of possible federal resources. There was some suggestion that while members of the community understood that it was important to fill out the decennial Census, that there wasn't the same level of importance being given to participation in the ACS, even though it carries similar funding weight.

Nonprofit Research Director: I think by helping them understand that their response to surveys can help bring needed resources to their communities is probably one of the more effective strategies you could take.

Non-profit foundation low-income director: And then the other is that there are really tangible benefits from participating, because more accurate counts might lead to better delivery of public resources through formula funding. And then so one of the things that probably escapes a lot of people is how much funding is actually delivered through formula, and what formula funding even means.

Marketing Manager: I think understanding, you know, the ongoing, you know, ramifications of the information, meaning that this does affect funding, even to the somewhat same level as the Decennial Census.

As a more nuanced addition to the conversation about how community participation leads to increased chances of federal funding, several participants suggested communicating that a lack of participation could result in reduced federal funding.

Major City Fire Department Director of Research: It needs to be made clear that the funding and money for grants and development goes to the specific communities where they live. That money follows an accurate count, not an under-count.

Municipal Planning Director: Well the message is simply that without them we can't get an accurate count; they can't get the benefits they need. So they need to participate if they would like to benefit.

While discussing the proverbial ‘stick’ of lack of federal funds was considered an effective tool, bringing up the ‘carrot’ of the benefits communities could receive from participation was considered similarly if not equally effective. Helping the community is considered a stronger message than simply helping themselves in many regards because they may feel a sense of responsibility towards their peers.

Director Academic Association: I think that the message that you used in your description is what resonates most, is that complete and accurate data from this survey helps the community.

Director of Center for Workforce Studies: An articulation of the benefits of participation. How resources can be redistributed, or allocated. A very clear articulation of benefits would help.

Nonprofit Foundation Evaluation Manager: I think if you could link it to helping the community, and how it benefits the local community – that would help.

Healthcare Nonprofit Outreach Director: The things that we have found motivate people are if you can connect it to how it’s important to their family or their community. If you can make the message such that: “Fill out this survey because it’s going to help our children,” or somehow making the message around family and community seems to resonate the best, and people are more willing to do things.

One of the key pieces to ensuring that an explanation of benefits to the community is well received according to participants was demonstrating specific, concrete examples of how the ACS could provide positive change in their community. Schools more often than not came up as a potential target of these specific examples, mostly because it was a universal public good across communities.

Education Policy Researcher: I think, talking about the way that resources are allocated to schools and how the reporting and accuracy of the sampling affect that.

Professor of Geography and Planning: I think you need to sell the research as beneficial to that community, and so doing things like increasing funding for local schools. If you can get an accurate count of children under five in this neighborhood, maybe they’ll get more funding. And so...but I think that would have to be relatively nuanced depending on the makeup of the community

Dean of Social Work: On the other hand, providing concrete examples of how those resource allocations have played out in the very local community, I think could be motivating, but I don’t think that those aggregate statements are for most people... But making it more concrete to the specific local environment is really important.

Finally, participants (especially those who do outreach in immigrant communities) identified that there should be a message on the confidentiality of responses and how their data are being protected. This was a key issue for encouraging cooperation in immigrant communities because undocumented immigrants are very concerned about dealing with any sort of federal government agent or agency.

Non-profit foundation low-income director: I think there are two. One is that it's safe to participate; that there will be no possible kind of negative impacts of actually participating. And this is particularly true among the recent immigrants, and particularly undocumented immigrants who would feel potentially exposed by participation.

Immigration Nonprofit Research Director: Confidentiality, assurance that it is not going to be used in immigration enforcement, so they're really important messages. It is always better received if it's somebody who speaks the native language as a native.

City Economic Development Coordinator: That the data is not being shared, that's its confidential, that you're not going to be—it's not going to be sent over to the big computer in the sky and end up with immigration, it's not going to end up with child protective services. I mean they're going to have folks in that kind of scenario that are going to need confidence that they could speak to you and not have adverse consequences as a result of answering the knock at the door.

Overall, participants felt that both the 'carrot' of community benefits and the 'stick' of missing out on federal funding could both be effective talking points for motivating community members to participate. There was a strong sentiment that merely talking about amorphous 'benefits' would be more effectively bolstered by referencing specific benefits communities could expect to see, perhaps even offering examples of how federal funding has helped in the past.

Outreach Strategies to Organizations

All participants heard the following introduction:

The Census Bureau and the American Community Survey (ACS) want to more effectively reach out to community and business leaders in order to communicate the benefits of the ACS. These next questions look at some specific benefits to using ACS data.

17. What do you think is the biggest benefit your organization receives from using Census or other government data? (HEAR BY GOVERNMENT DATA USERS)

One of the biggest and most important benefits that organizations, companies, and local governments receive from using Census data is that it helps to shape their strategic plans for outreach/policy. It allows them to have data-driven insights based on understanding the communities they serve and work in. It helps dictate what new programs should be rolled out, what new policy initiatives should be pushed forward, and how their previous efforts might have landed within the community. They also state that it helps uncover emerging areas of need, which helps them stay a step ahead of demand.

Director of Center for Workforce Studies: It helps see emerging areas of need, concentrations of poverty and other problems; and that helps us, you know, prepare responses, develop proposals for funding, develop new programs – things like that.

Nonprofit Community Engagement Director: Well the two big benefits, one is that it does literally direct our work. So we are data-driven. I mean we do need to understand what is going on in the community. You know, we do the qualitative work, too. But that groundwork is really important for making points in the community about directions that we're going, and understanding where we need to go.

City Economic Development Coordinator: Well it gives us an idea of where our population is going and in the changing demographics within the overall population growth. It shows us where median income is going and we can balance that data with other—in our case sales tax revenue, so it provides an indicator in which direction are we going. Is the median income getting better, or are we backsliding, or do we have some changes in demographic that are going to affect the overall economic climate in our area?

Senior Leadership of Federal Reservation: With the strategic planning, looking at area demographics for income and what have you for our membership... but we also have a service area, which encompasses some surrounding counties that we monitor for our membership that reside there. So economically and program wise it benefits us to have some of that data available

More than simply providing many organizations with valuable strategic insights, the fact that this valuable information is available for free enables organizations and academics to perform the services and research that they would not otherwise be able to do.

Professional Academic Association: I don't even know how to say it – we wouldn't even be doing what we're doing without it. If we had to pay for it we wouldn't do it. We would not be able to do this. So the fact that it's free and that it exists is... I mean... I can't even imagine being able to provide the kind of... even [inaudible] sort of the watchdog role of "what is really going on?" ... We are seen as using authoritative [data]; it's seen as highly accurate, ACS in particular – it is currency.

Professor of Geography: It's available and it's free. There is a lot of information out there but I don't have to pay \$3,000 for it.

Census data enables other organizations to survive by giving them the ammunition necessary to formulate grants and obtain funding to provide the services essential to their community. The unimpeachable validity of Census data lends itself to grant proposals, and more clearly frame the needs for the types of services which they're requesting funding for.

Nonprofit Foundation Evaluation Manager: that it is government data, it's pretty accepted for any kind of grants, or RFP's that you're applying for. You don't have to question the validity or the information that's there. So it's – And you can also compare it. It allows you to benchmark yourself against other regions or states in the United States

Nonprofit Research Director: I guess really helping us frame the need for the types of service we provide, so that there's a clear picture of what it is we're trying to accomplish, and why we're trying to accomplish it in the ways we're going about it.

Head of City Planning Commission: Probably more solid grant applications to apply for new programs or new community development assistance.

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Hospital Marketing Coordinator: We use that type of data in grant applications and that type of thing to get funding and grant funding into our hospital because we are a tier one county, and we deal with a large percentage of Medicare and Medicaid patients.

Census data not only allows organizations to make their cases in grant proposals, but also allows them to demonstrate a mandate for providing the services that they carry out. It helps both members and supporters gain a better understanding the effects that key issues have on their community. Given that the data can be compared across regions, it also allows specific areas to be able to demonstrate that they are being inadequately served by federal funding.

Non-profit job training development and research director: I think having that data to exemplify the needs of that community, you knowing showing what is the unemployment rate in the community, what are some of these higher-level statistics that we can communicate to local government organizations in the community to indicate the need for our services.

Non-Profit Government Relations Director: It certainly helps our members and our supporters understand the importance of a given issue and the effect that this issue is having in terms of populations or groups. It gives it more credibility, obviously.

Program Director for Upper Midwest Tribe: The demography puts us in context with the regional community, the other Tribal communities, and statistically shows us as being underserved, properly served, or over-served in some cases.

Another key benefit of Census data are the high quality of the data accessible to organizations. Because it is so complete and informative, with a wide breadth of information, it is a go-to source for organizations that are looking to pare demographic data even down to the smallest parcels. Given the high quality of the data and the depth of information, it engenders a high level of trust among data users. The reliability and large size of the survey contribute to this trust.

Professor of Sociology: Well, I trust the quality of the data because it's coming from the Census, so it's good quality, and I mean, for my purposes there's not really any other source of data to get comparable data on places across the United States.

Professor of Economics: Any sort of government data—it's actually—government data is absolutely essential for my job. It's the most complete, most informative data there is on almost every aspect of society so if want to come up with policy evaluation, or policy prognosis for improving government policy, we need to have high quality data, and the only source of high quality data on almost anything demographic is the government.

Professor of Geography and Planning: Well, just being able to get the breadth of information, especially having...conducting my own surveys, there is a level of information...I do a lot of research like on segregation. There is no way that I'll be able to map segregation patterns at the neighborhood level myself, and so being able to not only use the data in a straight forward, descriptive manner.

Professor of Public Policy and Administration: I would say the reliability of it. And having it over time, and in some cases, over a long period of time.

Healthcare Nonprofit Outreach Director: For us it's useful because it's usually a large sample size, so it's a lot more reliable than some of our small samples

Non-profit foundation low-income director: It’s the information – it provides with as accurate a picture as we can get of what’s actually going on in the places we care about on the ground.

President Direct Mail Company: The vast resources that the government has. I have to believe the validity of it. I would be leery about some so-called compiled data from outside of a government agency because you just don’t know what the true source is.

The information provided by the Census Bureau, specifically the ACS, is considered by participants to be much timelier than any other source of data accessible to them. Instead of having to work with data that may well be over 5 years old from the decennial Census, they have access to data that allows them to keep up with the evolving demographic trends.

Immigration Policy Nonprofit Executive: Well, the ACS specifically is more timely than the old long-form data from the Census. Before the ACS, you’re getting into 6, 7, 8 years after the data was collected is kind of getting long in the tooth and not very useful. So, the frequency with which it’s collected is one of the big selling points of the ACS

Immigration Nonprofit Research Director: We get timely information of socio demographic data on the populations of interest, namely the foreign born, for us.

18. Thinking generally about demographic, housing, geographic, social, or economic data sources, how appealing are the following traits to your organization? Data that is... (HEARD BY GOVERNMENT DATA USERS)

For this question, participants heard a series of attributes and were asked to rate whether they found that very appealing, somewhat appealing, neither appealing or unappealing, somewhat unappealing or very unappealing. The goal is to identify the kinds of traits that government data users find valuable—potentially for featuring in Census Bureau communications about why the ACS is a valuable resource to the community.

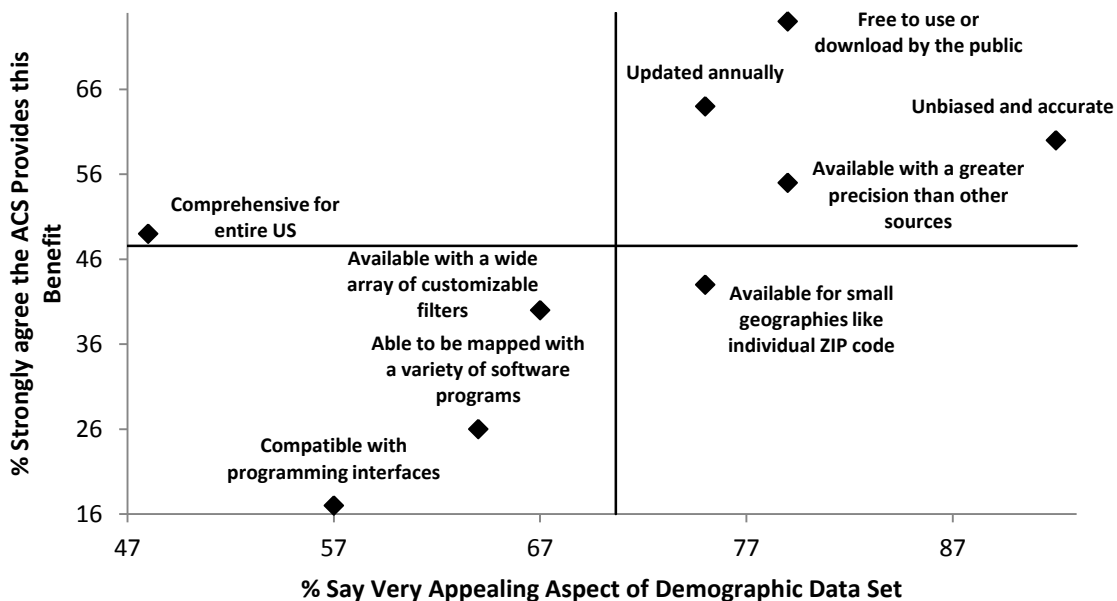
Nearly seven in eight (92 out of 109) participants found a data source that is unbiased and accurate to be a very appealing feature. Academic/research participants also found that data that was free to use was highly appealing, perhaps due to their constrained budgets. The only aspects of Census data that were not necessarily as appealing were that it was comprehensive for the US and that it was compatible with various programming interfaces. Participants likely are not as enthusiastic about the comprehensive data, likely because their organizations are primarily focused on their local communities.

(% Very Appealing)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector
Base	109	17	19	11	32	30
Unbiased and accurate	92	88	95	55	100	97
Free to use or download by the public	79	94	68	64	88	73
Available with a greater precision than other sources	79	76	84	55	88	77
Available for small geographies like individual ZIP code	75	71	79	64	81	73
Updated annually	75	65	74	36	97	73
Available with a wide array of customizable filters	67	53	47	45	84	77
Able to be mapped with a variety of software programs	64	71	63	45	72	60
Compatible with programming interfaces	57	65	37	55	66	57
Comprehensive for entire US	48	71	42	9	59	40

19. Do you agree or disagree that ACS data is...? (HEARD BY ACS DATA USERS)

Among participants who used ACS data, we asked a further set of questions about whether they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed that the attribute applied to the ACS.

ACS data users generally stated that the ACS data delivered on the aspects that were important to the participants at large. The key tenets that ACS can promise and easily deliver on are providing data that is: free to use, unbiased, and updated annually. ACS users tended to be more skeptical that the data was able to be mapped with a variety of software programs or that it was compatible with programming interfaces.



This exercise suggests the ACS should present itself as an unbiased, accurate survey that has greater precision than other sources, is updated annually, and is free to use. These are the most appealing aspects to both data users in general, and also the aspects that users of ACS data feel that the ACS delivers on best.

20. (AMONG ACS DATA USERS) What do you believe is the most compelling reason for an organization like yours to use ACS data?

The participants we spoke with described a range of benefits, with no singular benefit distancing itself far from the others. The comprehensive and reliable nature of the data were both huge selling points, but the way that it helps participants to better understand their community/customers in order to do their jobs is compelling as well. Participants even cited the importance of ACS data in strategic initiatives or obtaining funding / grants.

The research team wanted to capture what participants said was the single most compelling reason for an organization to use ACS data. The following table represents the single benefit that. For participants

that listed several reasons and did not select a single one, we coded the first response given as the most “top of mind” to that participant.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector
Base	53	10	9	4	21	9
Accuracy / reliable / statistical validity	17	0	11	25	33	0
Better understand the community / customers	15	30	11	0	10	22
Comprehensive	11	30	0	0	10	11
Needed in order for us to do our jobs	11	0	22	0	10	22
Current/updated information	9	20	0	0	10	11
Decision making / strategic planning	8	0	11	0	14	0
Easy-to-use	6	10	11	0	0	11
Free to use or download	6	10	11	25	0	0
Funding / grants	6	0	11	25	5	0
Others	8	0	0	0	10	22
Not asked by interviewer	4	0	11	25	0	0

In particular for academics and community/outreach participants, the large sample size and breadth of information that the ACS offers is unparalleled by any other source. It also allows them to study trends and shifts because of the yearly update and comprehensive nature of the data.

Professor of Geography: The Census data is the best baseline we have for understanding communities locally and across the country and demographic trends, and whether it be talking about things in the classroom such as demographic shifts, growth of the Hispanic population, what have you, that’s our source of data.

Professor of Economics: There’s simply no other data source available that has the sample sizes and the geographic coverage that the ACS does, and the frequency, too

Foundation Director of Communications: There’s nothing else that compares to it, of a company as a comprehensive data source.

Another compelling reason to use ACS data is its reliability, boosted by the Census Bureau’s strong reputation in this area. Since the ACS is conducted by the Census Bureau, the data are considered unbiased and accurate. This allows organizations to cite it without fear that anyone will challenge the validity of the data.

Nonprofit Foundation Evaluation Manager: It’s a reliable source of data that can be trended and compared to other areas.

Immigration reform research director: It’s freely available, and it’s unbiased and accurate. I think it has a very good reputation for accuracy. So relying on, citing that as evidence makes us -- it’s a trusted source.

Tribal government and advocacy/community participants also pointed out another benefit of ACS’s accurate data. When applying for grants, the facts provided by the ACS are not only very helpful in helping them demonstrate need, but also because they are accepted as facts due to their source.

Community Development Director: Oh, there are a number of reasons. One: For funding, you know, to apply for different federal and state grants. Two: Just to see what's going on within our own community and any changes that we need to make as a result of it.

Program Director for Upper Midwest Tribe: I think that the most compelling reason is back to the grants. I think it shows us and evaluates our needs. That's a lot of thinking for a short answer.

Alaska Village President: If we were to use that data, it would be more for writing a grant or receiving money for our community. Because you have facts there, and you have something to work with.

21. What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

All participants heard the following introduction:

Now we would like to ask you about [*specific audience segment, such as "academic or research community" or "Tribal organizations"*] in general, and how you think the Census Bureau and the American Community Survey (ACS) might more effectively engage those leaders.

In terms of communicating with organizations in a way that would be most effective in terms of gaining their engagement would likely be through an email outreach. While some participants consider email to be impersonal and not having the same level of commitment as in-person outreach from Census, it is outweighed by the convenience factor that many participants need.

Email blasts were by far the most commonly cited method of preferred communication across almost all of segments. The only group who did not specifically mention email outreach to a large degree was the Tribal Government segment. Participants cited email as a preferred method because it takes up a relatively small amount of their time, is in a format that was easy for them to deal with and respond to, and because it is something they would not mind frequently receiving. Several participants cited that something sent out weekly would be the right amount of contact for them. A few participants stressed that these emails needed to be sent to the correct person in the organization, generally someone either in information systems or in marketing. One participant mentioned that they already received daily email blasts from the Census Bureau, so there is likely some room for more promotion of existing resources.

Professional Academic Association: I guess for me, like an email digest or some kind of story would be compelling.

Professor of Sociology: Well many people in my work are, as many professionals are, are very busy and distracted and so sometimes they're not—they just need things to be somewhat readily put on their radar, so I personally think the occasional email with updates.... ..oh, they've got a new updated data set, I might check it or something like that, so that is very effective and it's probably the most effective.

Nonprofit Community Engagement Director: Email is the best way, I mean, I do a lot of-- I mean, you can sign up for all these grant.gov things and they send you stuff when things are released. It seems like that would be a simple way. And you could really kind of select things that you want to be notified about. That would be the easiest for me.

Nonprofit Real Estate Development Director: I think email would be useful but it has to be the right person. It has to be to like our Information Systems person, you know. It's not just a blanket email to everybody and it gets lost.

Metropolitan Economic Development Director: Well, I get almost a daily update from Census Bureau; I'm on the email list, so that is actually pretty helpful. That tells me what new products are out there – that type of thing. What new things are out there? I mean a lot of times it doesn't have anything to do with I am interested in, but occasionally I will "Oh, look at that."

Entertainment Vice President of Business and Development: The best way to communicate with my organization is to either call or send mail to... anyone in senior leadership from a marketing perspective.

Another key method of informing stakeholders of new datasets is through industry publications. Participants stated that this would likely be an efficient use of resources because they would be able to use existing channels of information distribution to carry the Census message, which people would be more likely to receive.

Dean of Social Work: I think there are a number of discipline-specific journals that I think individuals use, and having the Census perhaps making known the availability of data, either directly or through investigators, is the best way for, to draw-- to bring it to people's attention. E-mail, and industry publications, web preferably. I think that there are a number of publications that appeal to the non-profit community. One, being Chronicle of Philanthropy; another- well, others just being a variety of blogs that are geared towards the non-profit community, and I think a lot of communicators look to those for health, and finding free, and easy to use resources to help them do their jobs, and certainly explaining the ease, and the use of the census through the channels, and through sort of key-opinion leaders, would be an effective way of empowering people to use the data on their own.

Senior Director for Evaluation: Yeah, I'd say maybe either email or... although I would never sign up for it... or going through – maybe I would say going through our professional associations, like I use like the American Evaluation Association as a filter so if they announce something, I'll get that announcement so I think maybe outreach to professional associations might really help.

While it is likely an exercise that would end up being too costly and time consuming, several participants expressed a desire to have Census staff come and speak to them one on one about the new data sets and how best to use them. This was especially true for Tribal government participants.

Professor of Sociology: I guess emails to faculty researchers on campus. Perhaps actual someone coming and doing a presentation about the data and its possible uses.

Executive Director, Midwest Tribe: Send representatives, informing us of the new data, or whatever's new with the Census, like a one-to-one. Set up a table on the campus area with the tribe. I know there will a lot of inquiries, wanting to know or wanting to find out "what are you doing here?" – that kind of thing.

Program Director for Upper Midwest Tribe: I think that we're probably generating some ideas here with this liaison being Native American, outreaching with me early on, and then developing a plan. So I think actual outreach to the department heads within the government who have access to the community would be the role... We get a lot of agency correspondence that is all looked at, but probably 80% is ignored.

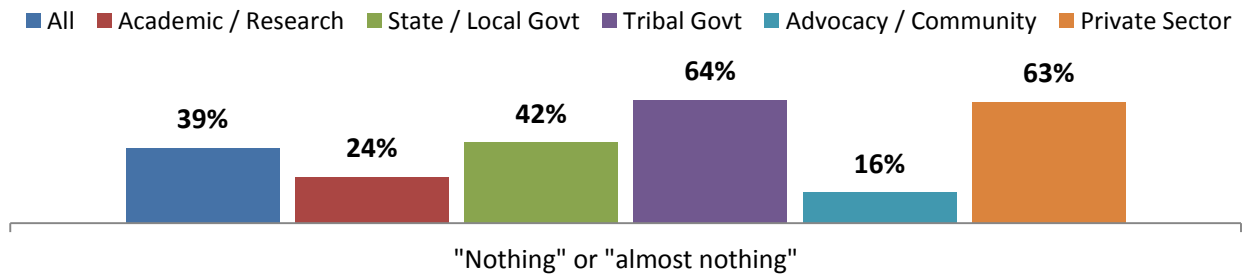
A few participants mentioned going to trade association conferences might be a beneficial way to talk to people about new data sets, especially relating to their particular field.

Vice President of Programming for Grantmaking Foundation: Emails are probably the best. I mean... getting to the trade association conferences would be [another good] place.

Professor of History and Social Studies: You know I think it sounds corny as heck, but I think that it's going to annual conferences and putting up a booth. That sounds – but if you had a little swag and some freebies for them, it will let them know.

22. *What do you think people in your field know about the American Community Survey?*

A plurality (43 out of 109) of participants said that they thought their peers knew nothing or almost nothing about the ACS. This was especially true among Tribal Government and Private Sector participants (7 out of 11 and 19 out of 30 respectively).



Only 12% of participants said that their peers / colleagues know a lot about the ACS, with most of this familiarity being driven by Academics and those in Advocacy / Community groups who work in specialized fields like Sociology, Geography or local economic analysis.

Several participants noted that they thought many people used ACS data without necessarily knowing very much about the ACS. One sociology professor who said he didn't recognize the name or that the ACS happened every year still thought that many sociologists were using the data.

23. *What do you think would be the best way to educate people in your field about the benefits of ACS data?*

Among advocacy groups, Tribal governments, and private sector business participants, email was the most commonly cited tool to best educate people in their fields about the benefits of ACS data. Academic/research participants were much more likely to favor professional conferences, workshops/training sessions, or a website. State/local government and Tribal government participants also more heavily favored workshops, a website, or even in-person visits to explain the benefits of the

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ACS data. Many participants had various suggestions for alternative means of demonstrating the benefits, which ranged from making sure the ACS was given credit in academic papers where their data was used, to having specific PowerPoint presentations put together and given by members of the community, to putting the content on one of their favorite blogs. While all of this is potentially useful, there was very little which enabled centralization of information.

The research team wanted to capture what participants said was the single most effective way to communicate with leaders in organizations that use ACS data. The following table represents the top method to communicate to participants. For those that listed several reasons and did not offer a priority for which was best, we coded the first response given as the most “top of mind” to them.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector
Base	109	17	19	11	32	30
Email	53	29	32	55	75	57
Professional Conferences	19	35	5	36	19	13
Mail	16	6	5	27	9	30
Workshops/training sessions	16	29	37	0	9	7
Website	12	24	26	0	6	7
In-person	11	12	21	36	6	0
Other	39	89	69	73	47	27

Those in the academic/research sphere were most likely to say that professional conferences were the best way to reach out and educate their colleagues on the benefits of ACS data. They feel this is where their colleagues are most open to learning about new ideas, and where they tend to congregate. They were also very interested in webinars/recorded training session to help them better understand the data and how it could benefit them.

Professor of History: One of the ways to access the people who would be most likely interested was to go through the associations that do the kind of history that draws on this kind of data. ...associations that meet regularly and have conferences, and if you have a representative there or if you got onto their website, I’m sure they would be open to that

Professor of Geography and Planning: But one thing that I have found really helpful is doing kind of a webcast or a podcast, and so if there is some sort of training session that the Census is doing in D.C. and I can like download it at a later date or pop in live and watch that, that’s something that is extremely valuable to me.

Advocacy/community participants in general said they believed in email most of all, because they’re understaffed, but were also open to the concept of webinars.

Non-Profit Government Relations Director: I think email really is the best because my experience in the non-profit field tells me that many of these organizations are under-staffed and under-funded.

Non-profit job training development and research director: I think email... I would say no more than quarterly. But if there were updates, say like on new indicators, or how to use it on pulling

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our own reports, then I think having a more frequent communications calendar could be valuable. Maybe weekly or monthly.

Foundation Director of Communications: I think free webinars, and some guest blog posting on blogs that are geared towards people, communicators, and non-profit, and also non-programmed officers, and grant raters, I think in general, what we actually belong to an association here in New York called Philanthropy, New York, which could be a perfect organization to partner with on a webinar, or an in-person program to explain how to use the data, because I think having this census data, in my own work, it's really for everyone to learn how to use it, and how to be able to put it in context. I don't think mail. I do think e-mail. I think every 6 months, to update on current available data, with an action of either finding out for a webinar, or attending an in-person breakfast briefing on the data, if you wanted to help hold them in major cities – that could also be helpful.

State/local government participants were more likely to say that training/tutorials would be the best way to educate them about the benefits of ACS data. They believe that once they understand how to use the data, the benefits will become obvious.

Planning Manager: Tutorials, probably. If they were on the website, or seminars are always effective; go through regional planning agencies, they always seem to draw a very good audience when there have been changes. Like when the American FactFinder went to the updated version; the seminars at our regional planning agency were very well-attended, and that was very useful. So you get to talk to somebody, rather than trying to flip emails back and forth, and you can be very specific about your question; or they can help you flesh it out, if you're not quite sure what you're asking. I like that format probably best of all.

Major City Fire Department Director of Research: Training. If we had some way to provide training, and increase the awareness of some of the data among the Command Staff, we would probably find a lot more applications... For what I need, the data I need to issue statistics, for example, is served by the data I can make work now, but if I were to see the data and learn more about it I am sure I could find more uses for it if it were easy to use.

While Tribal government participants mentioned that email would be a good way to educate people about the ACS, there was sentiment from several participants that official federal government communications might not be well received, and that they would likely respond better to a native presenter coming into the community and doing direct outreach.

Tribal Manager, Middle Atlantic States: We've had to rely on someone coming in from the outside and informing us and it's usually a government agent and usually government agents can't be trusted so that's why the trusted voice of the community member endorsing today's government agent is important.

Program Director for Upper Midwest Tribe: I think to engage all twelve tribes through a conference, or to tag onto an existing Tribal conference as a presentation, as part of that conference, and just show... If a Tribal person could do a PowerPoint that shows just how useful this is, they're probably talking to all tribes, they're probably going to tell you the grant aspect. So if the Tribal liaison could do a presentation and show the utility of this, bring in GIS, bring in some technical aspects of it, teach us how we can access it.

Participants from private sector businesses were also fairly receptive to email contacts to help describe the benefits, but also were open to direct mailing or seminar/webinars.

Marketing Manager: I think, again, for the business leaders, I think, you know, working with Chambers of Commerce about specific information and how to utilize it would be a way to get that word out. Probably a multi-level campaign that would include both direct mail and email and then result in some sort of workshop seminar type of situation so it would be kind of a combination of those three.

Healthcare Public Relations Manager in Indian Territory: I would say the same thing, like a mailing, or maybe, like a seminar, or something? You could get everybody together, you could network, and talk about it.

24. *Thank you for participating in this study. Those are all the questions we have. Is there anything else that you would like to add?*

At the end of the discussion, the interviewer invited participants to share any closing thoughts they wanted to share with the Census Bureau. We find there were three themes in the approach.

First, many participants wished to convey their appreciation for the ACS, and the data it provides. It allows many participants (especially in community advocacy organizations) to continue to provide the services that they otherwise would not be able to provide. Some of the participants noted that they wanted the ACS to continue into the future, even though they knew about concerns in Congress.

Professor of Sociology: We absolutely have to protect the ACS. It's just very concerning to us to think that we would possibly lose either the frequency, or scope in any way, and my impression is – I can only speak for the academic side – my impression is that that would be true in the private sector as well.

Immigration Policy Nonprofit Executive: It's a vital thing. We can't do our job without it. Frankly, the government can't do its job without it, so put me down as a strong supporter of continuing the expanding of what the Census does.

Healthcare Nonprofit Outreach Director: I think the US government should keep putting money into this sort of thing. We always need representative data. If we don't have it, then we often can't do the work that we do in the health field.

Non-profit housing Associate Director: I love the ACS; I want it to continue to be around.

Many participants expressed a desire to have an easier to use tool to access data including better search capabilities, easy-to-use filters, and the desire for greater flexibility in breaking out the data for their specific uses. Issues with the data interface were mentioned in at least a third of the interviews without the participant having to be prompted in any way.

Director of Planning, State Housing Finance Agency: Just my specific needs in my specific industry is that we need greater flexibility in breaking information out by income band and the customizable filter question would be really a substantial benefit if you could set the parameters of the income band that the data was filtered by yourself.

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Professor of Sociology: it's pretty time consuming to get down to what I'm actually needing, looking for, and so any way that the Census Bureau could make it easier with search boxes or whatever to say, "Okay. This is exactly what I'm looking for. Can you just take me there so that I don't have to suffer through all this other stuff?"

Professor of Geography: Just change that FactFinder. I'm not saying it's awful. I mean, I see the value in it because you can do things that you can't do, but it's just really tough to... If someone just wants to pick out – other than looking at their community profile and just typing in their community – if I want to know what's the number of blacks or the number of Asians or the number of whatever in each county in Pennsylvania or each state in the country, I should be able to grab that without having to pick up 27 other things at the same time

Immigration reform research director: As you can tell, we use it [the ACS] and rely on it quite a bit. So my only complaint is that I don't think the website revision is as user friendly as the old one. ... The filters especially. Because you can find, you can search by country of origin, you can search by age, or race, or income level, or education level. And usually it will come up in, you'd have a table, which you could come through that. But now you have three or four pages of tables, and it's hard to comb through those and find the one that you need most immediately, so you end up clicking on a lot of links which don't give you the information that you're looking for. So maybe... I would say, maybe the filters aren't as good as the old ones were. And it may be that I haven't mastered it yet.

Major City Fire Department Director of Research: The website is awful and always changing. It's just not clear. We've made the data we have work, and remapped it, but if it were easier to use we would find more ways to use it.

Finally, several participants noted they didn't know the data they used was from the ACS and that they only thought about the Census Bureau in general. They said it is important to emphasize the value that ACS is providing in addition to the decennial census to help establish a distinct ACS brand.

Non-Profit President: I think we all utilize it. There is no doubt any of my peers in the non-profit sector that wouldn't utilize it. I just don't know if that's what I know that it's called more than... We're always saying Census data. I think when we put credit into our proposals, I don't think we're saying ACS, I think we're saying Census data, 2012, 2010. I think that's pretty funny.

Education Policy Researcher: I guess being transparent about how data from ACS is used on a regular basis – or could be more commonly used or useful to various groups.

Private Sector Research Vice President: You can't live off 10-year-old data. So yeah, [the Census Bureau] has to engage. It's really a multi-channel multifaceted process.

RECOMMENDATIONS AND NEXT STEPS

Based on n=109 Key Informant Interviews, we have organized our findings to separately address leaders in organizations that use data professionally and organizations that conduct outreach to low-income, minority, or immigrant populations.

Based on the Key Informant Interviews, we offer the following recommendations for improving response rates to the ACS data collection from low-income, minority, and immigrant populations:

- **Explore novel ways to partner with local organizations to advocate for the legitimacy and value of participating in the American Community Survey**

The organizational leaders who we spoke to with high-interest community outreach experience were certain that a local connection was critical for encouraging participation. Partnerships with community leaders was the most commonly cited (39%) type of communication/outreach from the Census Bureau which would encourage community members to fill out a survey. These community leaders and organizations have greater trust built up in the community and are likely more credible messengers about local benefits from participation in the ACS than the Census Bureau.

Some participants suggested that tapping into community organizers and leaving more of a footprint in the individual communities with a longer-term relationship with civic organizations and outreach infrastructures would be beneficial for all involved.

The challenge with any ACS partnership directed at increasing response is figuring out how to communicate with in-sample households in an efficient and cost effective manner. On average, only 3% of households are selected for participation per year, though some small and low-response areas have substantially higher proportions of their population that are sampled for the survey. It seems potentially useful to explore ways to incorporate partnerships in the ACS mail process, potentially as part of the existing mail materials or as a separate mail item.

- **Demonstrate the local benefit of ACS to survey respondents**

Interview participants also stressed the importance of an explanation of benefits to the community. Many suggested using specific, concrete examples of how the ACS could provide positive change in their community. Several participants mentioned schools a potential target of these specific examples, because they are a part of every community.

- **Emphasize the impact that the ACS has on distributing federal funding, and that survey participation ensures that participants' communities get their fair share of funding**

There was some suggestion that while members of the community understood that it was important to fill out the decennial Census, that there wasn't the same level of importance being given to participation in the ACS. Particularly with low-income or minority populations, some of the local governments, Tribal governments, and non-profits we spoke to were concerned about an under-count and a resulting decrease in federal funding.

Fully four in ten (43%; 44 of 102) said the most effective messages related to the availability of community services or the allocation of federal funds. Several participants stressed that there was going to be federal funding distributed every year, and that not responding to the survey was doing a disservice to the community by undercounting the area and therefore depriving them of possible federal resources.

Based on the Key Informant Interviews, we offer the following recommendations for encouraging further use of ACS data by key stakeholders in the non-profit, academic, government, and private sectors:

- **Raise awareness among organizations and potential users that are unaware of ACS**

Nearly four in ten (39%; 43 of 109) participants said their colleagues and peers likely knew nothing or almost nothing about the ACS. Only one in eleven (12%; 13 of 109) participants were coded as saying their peers knew a lot about the survey.

Over half (53%) of participants indicated that email would be an effective way to reach out to organizations like theirs to communicate benefits of ACS data. Professional conferences (19%) and workshops / training sessions (16%) were also frequently cited as key outreach methods, especially among government employees and academics / researchers.

There may be a missing opportunity to use the existing Census Bureau website to cross-promote the American Community Survey. One of the most common paths for participants to learn about the ACS and the data it provides was through the Census website itself. At least five ACS data users said they learned about the ACS through Census.gov, including several who noted that they have been using ACS data for years, but were unaware what the particular source of the data was until they accessed the website during the interview.

- **Emphasize that ACS data are accurate, available to the public at no cost, more precise than other sources, and updated annually**

Among the n=103 data users we interviewed, we heard a strong desire for data that were accurate (92% very appealing), freely available to the public (79%), have greater precision than other sources (79%), and updated annually (75%). Among the n=53 ACS data users that we spoke with, we heard that the ACS is perceived as achieving those goals.

- **Develop additional training resources and continue to improve data dissemination tools**

The most common frustration about ACS data, mentioned by fully one-third of participants (34%; 18 of 53), was difficulty with finding the data that they wanted. Among the n=53 ACS data users we spoke to, a number mentioned an interest in learning how to use the updated American FactFinder, especially with its updated decision-making tree. This was a common theme across data users from all five segments, but impacted most of all the private sector businesses and advocacy / community groups who seemed to be the most time compressed. Several participants said that, even though they knew the information was available from the Census Bureau, they subscribed to expensive data intermediaries to help them find and manipulate the data they needed for their work.

Several participants expressed a desire to have Census staff come and speak to them one on one about the new data sets and how best to use them. A few participants mentioned going to trade association conferences might be a beneficial way to talk to people about new data sets.

APPENDIX A: SPECIFIC DATA TABLES**1. How many employees currently work for your organization? Your best estimate is fine.**

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
1-9 employees	10	0	21	27	9	3	11	8	8	11
10-19 employees	7	6	0	0	22	0	8	9	8	7
20-49 employees	17	24	5	18	28	7	17	17	17	17
50-99 employees	13	6	21	18	9	13	13	15	15	14
100-249 employees	14	12	16	18	16	10	14	14	17	14
250-499 employees	12	18	11	9	6	17	10	12	11	13
500-999 employees	6	6	5	9	3	7	6	6	8	5
1,000-4,999 employees	11	18	11	0	3	20	11	10	6	10
5,000+ employees	10	12	5	0	3	23	11	8	9	11
Don't know (Vol.)	1	0	5	0	0	0	1	1	2	0

2. Which of the following best describes your position in your organization?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Senior leadership (i.e. C-level executive)	55	35	42	73	75	47	56	55	51	55
Upper management (i.e. Vice president)	25	24	26	18	19	33	25	26	26	25
Middle management (i.e. Director / Manager)	20	41	32	9	6	20	18	19	23	21
Senior worker (i.e. Analyst / Researcher / Account manager / etc.)	0	0	0	0	0	0	0	0	0	0
Entry Level	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

3. How often does your work involve the use of social, economic, demographic, or housing related data?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Daily	41	35	26	55	50	40	44	46	45	39
2-3 times per week	16	12	16	18	19	13	17	18	21	17
Once per week	14	6	26	9	16	10	15	13	11	15
2-3 times per month	12	29	11	9	6	10	13	14	13	12
About once per month	12	18	11	9	9	13	13	9	6	12
2-3 times per year	3	0	5	0	0	7	0	0	4	3
About once per year	1	0	5	0	0	0	0	0	0	1
Less than once per year	2	0	0	0	0	7	0	0	0	2
Never	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

4. Does you or your organization's work focus on reaching out to any of the following communities? Please indicate all that apply.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Low-income	79	59	74	100	97	67	79	77	77	84
Ethnic or racial minorities	75	76	53	82	97	63	75	76	75	80
Young people or children	72	53	63	100	84	63	71	74	68	75
Senior citizens or elderly Americans	71	24	79	100	81	70	71	72	70	75
Academic groups	67	94	37	82	72	60	68	67	72	68
Community development	66	47	89	91	69	50	66	67	79	71
Non-English speakers	54	47	53	45	66	50	53	53	55	58
Tribal or Native American groups	34	41	21	91	31	20	33	36	34	36
None of the above	3	0	5	0	0	7	3	1	2	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

5. What is your organization's mission? One response permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Provide services to the community/customers	31	6	26	73	28	37	31	31	28	29
Education	18	88	0	0	16	0	19	22	23	19
Research	17	41	5	0	12	23	18	21	19	16
Community development	14	0	47	9	9	7	15	15	19	15
Address poverty, hunger, low-incomes	12	6	0	0	38	0	13	17	15	13
Healthcare / Community health	10	0	0	9	9	23	10	8	8	11
Housing	9	6	21	9	12	0	9	12	13	10
Produce jobs / Vocational training	8	0	5	0	19	7	8	8	8	9
Promote/preserve native lifestyle / Tribal membership	6	0	0	55	0	0	6	5	4	6
Make profit	5	0	0	0	0	17	5	3	2	4
Public policy / Advocacy	4	0	0	0	12	0	4	5	4	3
Grant-making / Philanthropy	4	0	0	0	12	0	4	5	6	4
Address immigrants / immigration	4	0	0	0	12	0	4	5	6	3
Address environmental concerns	4	0	16	9	0	0	4	4	2	4
Other	12	24	16	0	9	10	11	12	9	12
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

6. Who are your primary customers, users, or stakeholders? Multiple answers permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Citizens / Residents	37	12	95	0	31	33	35	36	36	38
Academics	24	94	16	9	19	0	24	26	28	23
Businesses/employers	17	0	26	9	16	27	17	19	23	17
Customers	14	0	0	0	0	50	13	8	8	14
Policymakers	13	24	11	0	16	10	14	15	23	13
Low-income/disadvantaged community	13	0	0	18	38	0	14	17	17	14
Tribal community	12	0	0	91	9	0	13	12	11	13
Non-profit community	8	6	0	0	25	0	9	12	13	9
Other researchers	4	12	0	0	6	0	4	5	4	2
Member organizations	3	0	0	0	9	0	3	4	2	3
Advertisers	3	0	0	0	0	10	3	3	4	3
Employees	3	0	0	0	0	10	2	1	2	3
Donors	3	0	0	0	9	0	3	4	6	3
Media	2	0	0	0	6	0	2	3	2	1
Other	27	24	21	9	25	40	25	27	34	26
Don't know (Vol.)	1	0	5	0	0	0	1	0	0	1

7. How long have you been employed by this organization?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Less than one year	9	12	5	9	6	13	9	9	11	9
2-3 years	17	18	11	9	31	7	17	14	15	18
4-5 years	7	6	11	0	9	7	8	8	8	7
6-9 years	17	18	26	27	9	13	17	18	19	17
10-19 years	31	24	21	36	38	33	30	31	32	31
20+ years	19	24	26	18	6	27	20	21	15	19
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

8. How do you use social, economic, demographic, or housing related data in your work?

Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	103	17	17	11	32	26	103	78	51	96
Need/impact assessment	43	18	47	45	69	23	43	47	51	45
Finding/researching customers / Outreach / Recruitment	38	29	24	27	25	73	38	35	35	39
Grants(including government programs)	26	0	35	91	31	4	26	27	29	28
Planning / Budgeting	26	12	41	73	22	12	26	27	27	27
Benchmarking / Evaluation	26	24	24	55	25	19	26	26	27	27
Informational / For preparing reports/publications/articles	25	12	18	18	47	15	25	27	27	24
Tracking trends/changes	21	47	35	0	12	15	21	24	24	21
Research	13	53	0	0	9	4	13	15	16	12
Teaching tool	12	65	0	0	3	0	12	13	16	11
Fund-raising / Funding requests	10	0	0	18	22	4	10	12	12	10
Policymaking / Advocacy	10	0	6	0	28	0	10	13	14	10
Advertising / Marketing / PR / Promotional materials	9	0	0	0	0	35	9	9	8	8
Mapping	5	12	18	0	0	0	5	4	2	4
Other	17	12	24	27	12	15	17	17	12	16
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

9. What sources of data do you typically use? Where does your data come from? Please list as many examples as you can.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	103	17	17	11	32	26	103	78	51	96
Census	74	88	82	36	97	46	74	92	92	74
Other Federal government data (specific and unspecific)	47	76	18	36	62	31	47	50	51	45
State government data	32	24	65	36	25	23	32	32	45	33
In-house / We put out our own surveys/collect our own data	24	12	29	45	19	27	24	23	18	24
Local government data	19	18	29	9	22	15	19	21	20	21
Academic researchers/think-tanks	18	29	24	0	31	0	18	19	20	19
Commercial data	17	6	0	0	16	42	17	15	22	17
Non-profit (specific and unspecific)	11	0	6	27	16	8	11	13	8	11
The internet	6	6	6	0	3	12	6	4	2	6
Crime report data	2	12	0	0	0	0	2	3	0	2
Other	40	35	35	55	38	42	40	36	39	39
Don't know (Vol.)	1	0	0	9	0	0	1	1	2	1

10. Was Census Bureau data mentioned (coded by interviewer)

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	103	17	17	11	32	26	103	78	51	96
INCLUDED CENSUS BUREAU	76	82	76	64	97	50	76	100	94	76
DID NOT INCLUDE CENSUS BUREAU	23	18	18	36	3	50	23	0	6	23
Don't know (Vol.)	1	0	6	0	0	0	1	0	0	1

11. Were other government data sources mentioned (coded by interviewer)

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	103	17	17	11	32	26	103	78	51	96
INCLUDED OTHER GOVERNMENT SOURCES	68	82	76	82	75	38	68	73	76	70
DID NOT INCLUDE OTHER GOVERNMENT SOURCES	31	18	18	18	25	62	31	27	24	29
Don't know (Vol.)	1	0	6	0	0	0	1	0	0	1

12. (AMONG THOSE WHO DID NOT INCLUDE CENSUS DATA, INCLUDING NON-DATA USERS) Have you ever used the US Census Bureau as a source for social, economic, demographic, or housing related data?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	26	3	4	5	100	13	26	0	4	24
Yes	50	67	25	40	0	62	50	0	100	50
No	50	33	75	60	100	38	50	0	0	50
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

13. How familiar are you with the American Community Survey, sometimes called the ACS?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very familiar	20	18	26	9	34	7	21	28	42	21
Somewhat familiar	31	59	21	18	44	13	32	36	43	31
Not very familiar	9	12	21	0	3	10	10	8	6	9
Not at all familiar	39	12	32	73	19	70	37	28	9	39
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

14. (AMONG THOSE THAT ARE VERY, SOMEWHAT, OR NOT VERY FAMILIAR) Do you know who or what organization conducts the American Community Survey?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	66	15	13	3	26	9	65	56	48	62
US Census Bureau	64	60	54	67	81	33	63	70	75	63
Other	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	36	40	46	33	19	67	37	30	25	37

15. Based on the description you just heard, how interested would you be in learning more about the ACS and the data gathered?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very interested	51	65	63	27	56	40	52	60	60	52
Somewhat interested	36	29	32	64	25	43	35	28	30	36
Not very interested	2	0	0	0	6	0	2	3	2	1
Not at all interested	8	6	5	9	3	17	8	5	4	8
Don't know (Vol.)	3	0	0	0	9	0	3	4	4	3

16. Have you ever used data from the American Community Survey (ACS)?

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Yes	49	59	47	36	66	30	50	62	100	50
No	41	41	47	55	16	60	40	27	0	39
Don't know (Vol.)	10	0	5	9	19	10	11	12	0	11

17. What did you use this data for? (PROBE: What do you use ACS data for most of all)**Multiple responses permitted.**

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Demographic information (specific and unspecific)	55	60	33	75	67	33	57	58	55	57
Tracking / Viewing changes and trends in demographics	21	10	22	25	29	11	22	23	21	20
Allocating resources / Needs assessment / Benchmarking	19	0	11	75	24	11	18	17	19	18
Grants / Fundraising	19	0	22	50	24	11	20	21	19	20
Research / Reports	15	20	22	0	14	11	14	15	15	16
Teaching	13	60	11	0	0	0	14	15	13	14
Strategic planning	9	0	11	25	5	22	10	8	9	8
Mapping	6	0	11	0	10	0	6	6	6	4
Validating/checking other research	6	0	22	0	5	0	6	6	6	6
Locating stores / Locating customers	4	0	0	0	5	11	4	4	4	4
Advocacy	2	0	0	0	5	0	2	2	2	2
Other	13	20	11	0	14	11	14	15	13	12
Don't know (Vol.)	2	0	0	0	5	0	2	2	2	2

18. What do you find most useful about the data provided by ACS? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Current / Updated frequently	36	40	44	50	33	22	37	38	36	37
Small area/geographical focus	30	20	22	25	33	44	29	31	30	27
Accurate / Reliable / Unbiased	21	10	22	50	24	11	22	23	21	22
Specific demographic data	17	10	11	0	24	22	18	19	17	18
Range of data available	13	40	0	0	14	0	14	15	13	14
Tracking changes/growth	11	10	11	0	10	22	12	12	11	12
Able to use customize filters	8	20	0	0	10	0	8	8	8	8
Has data on native/indigenous populations	4	0	0	25	5	0	4	4	4	4
Validating other research	4	0	11	0	5	0	4	4	4	4
More precise than other sources	2	0	0	25	0	0	2	2	2	2
Has data on poverty	2	0	11	0	0	0	2	2	2	2
Other	17	20	11	50	5	33	18	15	17	18
Don't Know / No Response	6	0	0	0	10	11	4	4	6	6

19. What do you find least useful about the data provided by ACS? What do you wish was different? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Difficulty with the website/accessing data	38	22	25	33	45	50	38	39	38	39
Statistical non-reliability / Small sample size / Sampling error / Doesn't include everyone	21	33	50	0	10	12	19	20	21	20
Need more detailed data / Need data broken down further into (specific) groups	15	11	38	33	10	0	15	16	15	15
Areas that are not included in published data	10	0	0	33	20	0	11	11	10	11
Doesn't have the data that I need	8	11	12	0	10	0	9	9	8	7
Confusing	6	0	0	33	10	0	6	7	6	7
Delay in data being made available / Unable to get current data	6	0	0	0	10	12	6	7	6	7
Lack of context/methodological information	4	11	0	0	5	0	4	5	4	4
Need block group level data	4	0	12	0	5	0	4	5	4	2
Changes year-to-year	2	0	0	0	0	12	2	2	2	2
Other	10	22	12	67	0	0	11	9	10	11
Don't Know / No Response	15	11	12	0	10	38	15	14	15	13

20. (AMONG DATA USERS THAT DO NOT USE THE ACS) Where do you get your social, economic, demographic, or housing related data? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	7	9	7	11	19	53	31	0	48
Census	47	57	33	43	64	42	47	74	0	46
Any other source named	77	86	78	100	73	68	77	71	0	77
Don't Know / No Response	4	0	0	0	0	11	4	0	0	4

21. (ALL RESPONDENTS HEARD THE FOLLOWING QUESTION) Which of the following types of data would it benefit your organization to have more or better access to? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Demographic data (i.e. age, gender, race, ethnicity)	85	82	74	73	97	87	84	90	92	87
Economic data (i.e. unemployment rates, household income, poverty data)	84	82	84	91	94	73	85	86	91	86
Social data (i.e. statistics about school enrollment, family size, marital status)	78	94	53	73	91	73	79	83	83	79
Housing data	72	82	74	73	75	63	74	81	85	73
Geographic data	72	76	42	64	88	77	74	78	79	72
Other (vol.)	16	12	0	27	19	20	15	15	17	17
Don't know (Vol.)	1	0	0	0	0	3	1	0	0	0

22. What would you say are the best ways to engage with members of the communities you work with? (Probe: what have you done in the past that has worked well for your organization?) Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	102	15	18	11	31	27	96	73	51	102
Outreach to community groups/churches/schools	41	20	33	27	58	44	40	44	51	41
Explain what it is for/how it can help them	31	73	17	45	23	22	31	33	33	31
Local relationships/trust/community leaders/involve locals	30	33	33	45	29	22	30	33	37	30
Face-to-face contact	29	20	50	55	29	11	29	27	22	29
Electronic communication/email/social media	15	7	6	27	23	11	15	16	14	15
Mail	15	7	28	27	3	19	14	15	12	15
Meetings / Have public/community meetings	15	7	22	27	13	11	12	12	8	15
Providing direct services (includes food, healthcare, and other benefits)	13	0	6	27	19	11	12	12	14	13
TV	8	7	0	9	3	19	8	5	6	8
Phone calls	8	7	6	9	10	7	8	10	10	8
Assure them their information is private/will not be shared / Do not make them feel like the government is going after/spying on them	8	33	11	0	3	0	8	10	12	8
Radio	7	0	0	0	13	11	7	5	6	7
Newspapers	6	0	0	27	3	7	4	4	6	6
Webpage	6	7	0	9	10	4	5	7	4	6
Newsletters	5	0	0	18	3	7	5	7	4	5
Flyers	4	0	0	27	3	0	4	4	2	4
Cash incentives	3	0	0	9	3	4	3	4	4	3
Billboards	3	7	0	0	6	0	3	4	4	3
Others 1-7	17	13	0	0	19	33	16	14	14	17
Don't Know / No Response	0	0	0	0	0	0	0	0	0	0

23. What type of outreach and communications from the Census Bureau do you think would work best to reaching members of your community to fill out a survey? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	102	15	18	11	31	27	96	73	51	102
Partnerships with community leaders / Outreach to community leaders or groups	41	53	33	45	45	33	41	41	47	41
Face-to-face contact	30	13	44	45	32	22	30	29	29	30
Explain what it is for/how it can help them/how important it is	23	27	17	27	16	30	23	21	14	23
Phone	18	7	17	45	16	15	19	19	20	18
Internet	16	7	22	27	10	19	15	18	12	16
Mail	15	7	17	45	3	19	15	16	12	15
Social media (specific and unspecific)	11	7	6	9	13	15	10	10	12	11
Cash incentives/pay money	8	0	6	0	13	11	7	8	8	8
Help alleviate their fears / Make sure they know it is legitimate / Assure them their information is private/will not be shared	8	13	0	9	6	11	6	7	8	8
Email	8	7	28	0	6	0	6	8	10	8
TV	7	0	6	18	6	7	7	8	8	7
Radio	7	0	0	9	19	0	7	10	10	7
Paid Advertising	6	7	6	0	6	7	6	7	10	6
Greater presence in the community	5	0	11	9	3	4	4	3	4	5
Flyers	5	0	11	18	3	0	5	5	4	5
Media coverage/earned media / PR	3	0	0	0	3	7	3	3	4	3
Text messages	2	0	0	0	6	0	2	3	4	2
Newsletters	2	7	6	0	0	0	2	3	4	2
Newspaper	2	7	0	0	3	0	2	3	2	2
Other	20	27	22	18	16	19	20	18	14	20
Don't Know / No Response	6	7	6	0	0	15	5	4	8	6

24. What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS? Multiple responses permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	102	15	18	11	31	27	96	73	51	102
Federal funds allocation / Community services	43	47	33	36	58	33	43	48	49	43
Explaining why it is important/useful / How it benefits the community	37	20	44	45	32	44	39	32	29	37
Specific examples of how it helps: Schools / Infrastructure / Economy, etc.	20	20	33	9	23	11	20	19	18	20
No negative consequences from government (IRS, Immigration, welfare agency)	14	7	17	27	16	7	15	14	12	14
Having a person the community trusts deliver information/conduct the census	10	7	0	45	6	7	9	8	10	10
Where the message is available: Google / Fliers / Newspapers	7	7	6	18	0	11	5	5	10	7
Civic participation	6	7	6	9	10	0	6	8	10	6
Confidentiality/anonymity	6	0	17	0	10	0	5	5	6	6
Incentives	5	7	0	0	6	7	5	7	8	5
Target specific groups/people	5	7	6	9	3	4	5	5	2	5
How the data influences policy	3	0	0	0	10	0	3	4	6	3
Hold a special event/luncheon	3	0	0	18	3	0	3	1	4	3
Other	13	13	11	55	3	7	12	11	6	13
Don't Know / No Response	7	20	11	0	0	7	6	7	10	7

25. (AMONG GOVERNMENT DATA USERS) What do you think is the biggest benefit your organization receives from using Census or other government data? One response permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	52	6	8	5	9	24	46	21	16	48
Understanding the community/needs	13	0	0	20	44	8	15	29	19	15
Funding/grants	12	0	25	40	0	8	13	10	6	12
Accurate / Reliable / Unbiased	6	17	0	0	0	8	7	10	12	4
Small area/geographical focus	6	0	12	0	11	4	7	14	6	6
Free to use or download	4	17	0	0	0	4	4	5	6	4
Helping others understand an issue/need / Utilizing specific data in our presentation/to advocate for our constituents	4	0	0	0	22	0	4	10	6	4
Seeing/tracking trends	4	17	0	0	11	0	4	10	12	4
Has data on poverty	2	0	0	0	0	4	2	0	0	2
Current / Updated frequently	2	0	0	0	11	0	2	5	6	2
Validating other research	2	17	0	0	0	0	2	0	0	2
Allocating resources	2	0	12	0	0	0	2	0	0	2
None / No biggest benefit received	0	0	0	0	0	0	0	0	0	0
Others	8	17	0	20	0	8	9	5	6	8
Don't Know / No Response	37	17	50	20	0	54	28	5	19	33

26. (AMONG GOVERNMENT DATA USERS) Thinking generally about demographic, housing, geographic, social, or economic data sources, how appealing are the following traits to your organization? Data that is...

1. Free to use or download by the public

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	79	94	68	64	88	73	80	85	94	79
Somewhat appealing	16	6	26	27	9	17	15	14	6	17
Neither appealing nor unappealing	4	0	0	9	3	7	4	1	0	2
Somewhat unappealing	1	0	0	0	0	3	1	0	0	1
Very unappealing	1	0	5	0	0	0	1	0	0	1
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

2. Comprehensive for entire US

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	48	71	42	9	59	40	50	54	51	46
Somewhat appealing	35	24	16	55	38	43	36	36	40	36
Neither appealing nor unappealing	9	6	26	18	0	7	7	6	8	10
Somewhat unappealing	5	0	5	9	3	7	4	1	0	4
Very unappealing	3	0	11	0	0	3	3	3	2	3
Don't know (Vol.)	1	0	0	9	0	0	1	0	0	1

ACS Messaging Research: Key Informant Interviews

3. Available for small geographies like individual ZIP code

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	75	71	79	64	81	73	76	85	87	76
Somewhat appealing	19	12	16	27	19	23	18	13	9	19
Neither appealing nor unappealing	6	18	5	9	0	3	6	3	4	5
Somewhat unappealing	0	0	0	0	0	0	0	0	0	0
Very unappealing	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

4. Compatible with programming interfaces

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	57	65	37	55	66	57	58	64	58	57
Somewhat appealing	27	12	37	36	31	20	25	19	30	28
Neither appealing nor unappealing	7	6	16	0	0	13	8	8	6	7
Somewhat unappealing	5	12	0	9	0	7	4	4	2	4
Very unappealing	1	0	5	0	0	0	1	1	2	0
Don't know (Vol.)	4	6	5	0	3	3	4	4	2	4

5. Able to be mapped with a variety of software programs

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	64	71	63	45	72	60	65	72	68	66
Somewhat appealing	26	24	21	36	25	27	25	22	26	25
Neither appealing nor unappealing	3	0	5	0	0	7	2	1	4	3
Somewhat unappealing	5	6	0	18	3	3	5	3	0	4
Very unappealing	1	0	5	0	0	0	1	1	2	0
Don't know (Vol.)	2	0	5	0	0	3	2	1	0	2

ACS Messaging Research: Key Informant Interviews

6. Unbiased and accurate

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	92	88	95	55	100	97	92	95	92	91
Somewhat appealing	6	6	5	36	0	3	6	3	6	7
Neither appealing nor unappealing	1	6	0	0	0	0	1	1	2	1
Somewhat unappealing	1	0	0	9	0	0	1	1	0	1
Very unappealing	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

7. Available with a wide array of customizable filters

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	67	53	47	45	84	77	65	71	72	69
Somewhat appealing	24	24	37	45	16	17	25	19	21	24
Neither appealing nor unappealing	3	6	5	0	0	3	3	4	2	3
Somewhat unappealing	4	18	0	9	0	0	4	5	4	4
Very unappealing	2	0	5	0	0	3	2	1	2	0
Don't know (Vol.)	1	0	5	0	0	0	1	0	0	1

8. Available with a greater precision than other sources

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	79	76	84	55	88	77	81	87	85	79
Somewhat appealing	17	12	16	45	9	20	16	9	11	19
Neither appealing nor unappealing	1	0	0	0	0	3	1	0	0	0
Somewhat unappealing	1	6	0	0	0	0	1	1	2	1
Very unappealing	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	2	6	0	0	3	0	2	3	2	1

9. Updated annually

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Very appealing	75	65	74	36	97	73	77	83	81	75
Somewhat appealing	21	29	21	64	3	20	21	15	13	22
Neither appealing nor unappealing	4	6	5	0	0	7	2	1	6	4
Somewhat unappealing	0	0	0	0	0	0	0	0	0	0
Very unappealing	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0

27. (AMONG ACS DATA USERS) Do you agree or disagree that ACS data is...?

1. Free to use or download by the public

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	74	70	67	25	81	89	73	75	74	73
Somewhat agree	23	20	33	75	14	11	24	21	23	24
Somewhat disagree	2	10	0	0	0	0	2	2	2	2
Strongly disagree	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	2	0	0	0	5	0	2	2	2	2

2. Comprehensive for entire US

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	49	60	22	25	57	56	49	50	49	49
Somewhat agree	34	40	56	50	19	33	35	33	34	33
Somewhat disagree	4	0	11	0	5	0	4	4	4	4
Strongly disagree	6	0	0	25	10	0	6	6	6	6
Don't know (Vol.)	8	0	11	0	10	11	6	6	8	8

ACS Messaging Research: Key Informant Interviews

3. Available for small geographies like individual ZIP code

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	43	40	44	25	48	44	41	40	43	43
Somewhat agree	25	30	11	75	14	33	25	25	25	25
Somewhat disagree	17	10	33	0	19	11	18	19	17	18
Strongly disagree	4	0	0	0	10	0	4	4	4	4
Don't know (Vol.)	11	20	11	0	10	11	12	12	11	10

4. Compatible with programming interfaces

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	17	30	0	25	14	22	18	17	17	18
Somewhat agree	43	50	22	25	48	56	43	44	43	43
Somewhat disagree	11	10	33	25	0	11	12	12	11	12
Strongly disagree	2	0	0	25	0	0	2	0	2	2
Don't know (Vol.)	26	10	44	0	38	11	25	27	26	25

5. Able to be mapped with a variety of software programs

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	26	40	22	0	24	33	27	27	26	24
Somewhat agree	32	40	22	25	33	33	31	31	32	33
Somewhat disagree	6	10	11	0	0	11	6	6	6	6
Strongly disagree	2	0	0	25	0	0	2	0	2	2
Don't know (Vol.)	34	10	44	50	43	22	33	35	34	35

6. Unbiased and accurate

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	60	60	44	50	62	78	59	56	60	59
Somewhat agree	28	40	33	50	24	11	29	31	28	29
Somewhat disagree	2	0	0	0	5	0	2	2	2	2
Strongly disagree	4	0	11	0	5	0	4	4	4	4
Don't know (Vol.)	6	0	11	0	5	11	6	6	6	6

7. Available with a wide array of customizable filters

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	40	40	33	0	52	33	39	40	40	39
Somewhat agree	38	50	22	75	29	44	39	40	38	37
Somewhat disagree	6	0	22	0	5	0	6	6	6	6
Strongly disagree	2	0	0	25	0	0	2	0	2	2
Don't know (Vol.)	15	10	22	0	14	22	14	15	15	16

8. Available with a greater precision than other sources

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	55	50	33	25	67	67	55	54	55	53
Somewhat agree	28	30	56	75	19	0	29	29	28	29
Somewhat disagree	4	10	0	0	0	11	4	4	4	4
Strongly disagree	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	13	10	11	0	14	22	12	12	13	14

9. Updated annually

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Strongly agree	64	90	44	25	67	67	67	67	64	63
Somewhat agree	19	10	44	50	14	0	20	19	19	20
Somewhat disagree	11	0	11	25	10	22	10	10	11	12
Strongly disagree	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	6	0	0	0	10	11	4	4	6	6

28. (AMONG ACS DATA USERS) What do you believe is the most compelling reason for an organization like yours to use ACS data? One response permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	53	10	9	4	21	9	51	48	53	51
Accuracy / Reliable	17	0	11	25	33	0	18	19	17	18
Better understand the community/customers	15	30	11	0	10	22	14	15	15	16
Comprehensive	11	30	0	0	10	11	12	10	11	12
Needed in order for us to do our jobs	11	0	22	0	10	22	12	12	11	10
Current/updated information	9	20	0	0	10	11	10	8	9	10
Decision making /strategic planning	8	0	11	0	14	0	8	8	8	8
Easy-to-use	6	10	11	0	0	11	6	6	6	4
Free to use or download	6	10	11	25	0	0	6	6	6	6
Funding/grants	6	0	11	25	5	0	6	4	6	6
Others	8	0	0	0	10	22	6	6	8	8
Not Asked	4	0	11	25	0	0	4	4	4	4

29. What do you think would be the best way to educate people in your field about the benefits of ACS data? One response permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Email	53	29	32	55	75	57	53	60	57	54
Professional Conferences	19	35	5	36	19	13	20	19	25	19
Mail	16	6	5	27	9	30	16	13	8	16
Workshops/training sessions	16	29	37	0	9	7	17	18	21	16
Website	12	24	26	0	6	7	13	15	17	12
In-person	11	12	21	36	6	0	12	13	8	12
Phone	6	6	0	18	3	7	6	5	2	6
Webinars	6	6	0	0	16	3	7	9	9	6
Seminars	6	0	11	9	3	7	5	5	6	6
Professional associations	6	12	5	9	6	3	7	9	8	6
Through the government/government agencies	6	0	11	9	3	7	5	5	8	6
If it is important information, as often as needed	6	0	0	0	12	7	6	5	4	6
Social media (includes Twitter, Facebook, Instagram)	5	12	5	0	6	0	5	5	9	5
Newsletters	5	12	11	0	0	3	4	5	8	5
Industry publications	5	6	0	0	6	7	5	6	6	4
Ads/commercials	4	0	11	0	0	7	3	0	0	4
Demos/tutorials	4	12	5	9	0	0	4	3	4	4
Through non-profit organizations	3	0	0	0	6	3	2	1	2	3
Other	39	65	42	55	38	20	39	41	40	38
Don't Know / No Response	2	0	0	9	0	3	2	1	2	2

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Quarterly is good / More than quarterly is too much	18	0	11	27	28	20	19	19	23	18
Once a month is good / More than once a month is too much	12	6	16	9	9	17	10	10	4	12
Twice a year is good / More than twice a year is too much	9	6	0	9	9	17	10	10	6	10
Once a week is good / More than once a week is too much	5	0	0	0	6	10	5	6	6	4
Once a year is good / More than once a year is too much	4	0	11	9	0	3	4	5	4	4
Every two weeks/twice a month is good / More than every 2 weeks/twice a month is too much	3	0	0	0	9	0	3	4	6	3

30. What do you think people in your field know about the American Community Survey?
One response permitted.

(% interviews conducted)	All	Academic / Research	State / Local Govt	Tribal Govt	Advocacy / Community	Private Sector	Data User	Census Data User	ACS Data User	High-Interest Community
Base (n-size)	109	17	19	11	32	30	103	78	53	102
Almost nothing/nothing	39	24	42	64	16	63	37	26	17	40
Aware of it / Familiar with it	15	35	11	9	16	7	16	18	23	13
A lot	12	18	16	0	16	7	13	17	23	11
It depends on the person/organization	10	6	16	0	16	7	11	12	9	11
A little	2	0	0	18	0	0	2	1	2	2
Know more than most/the general public	2	0	0	0	3	3	2	3	4	2
Some	0	0	0	0	0	0	0	0	0	0
Others	13	18	16	0	19	7	13	17	17	14
Don't Know / No Response	7	0	0	9	16	7	8	8	6	8

APPENDIX B: WORKS CITED

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APPENDIX C: KEY INFORMANT INTERVIEW DISCUSSION GUIDE

<p style="text-align: center;">American Community Survey, US Census Bureau Key Informant Interviews Discussion Guide (v1.1)</p>
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Note:

- Text within **## HASHES ##** denotes comments (not read by interviewer). For example, **## IF XX ##** indicates certain conditions must be met for the question to be heard.
- Text with **/* BRACKETS */** denotes survey logic (also not read by interviewer). For example, **/* TERMINATE */** indicates the respondent is not eligible for the survey, and the interview will end. This does not count as a complete.

The Key Informant Interviews consist of n=100 telephone, open-ended/semi-structured discussions with stakeholders representing five key segments. Interviews will be recorded in order to be transcribed.

The interviews are designed to inventory stakeholder knowledge of ACS, identify key information gaps and barriers, discuss potential themes and messages, and assess best communication and outreach channels as it relates to key stakeholders.

All stakeholders interviewed will hold a leadership position in their organization, department, division, or group. In addition, all stakeholders must either use data professionally or work for an organization that conducts outreach to a low-income, minority, or immigrant population. Stakeholders will be sampled using commercially available leadership directories or contact lists.

Towards a goal of interviewing a broad cross-section of stakeholders, we will sample from the following five segments:

- n=15 from Academic / Research
- n=15 from State / Local Government
- n=10 from Tribal Government / Organizations
- n=30 from Advocacy / Community Associations
- n=30 from Private Sector Business

Introduction

/* DISPLAY */ Hello, my name is _____ and I'm calling from PSB Interviewing, an independent research firm working on behalf of the US Census Bureau to help improve communications and program outreach. We are conducting interviews among individuals and organizations like yours and we would like to include your opinions.

Before we start, I want to tell you a few things about the survey. Your participation in this survey is voluntary, but your responses are important. You can choose not to answer any question. I want to assure you your answers will be kept anonymous and we intend to protect your anonymity by not asking for your name, address, or other personal information that could easily identify you..

The survey takes approximately 20 to 25 minutes to complete. It has been approved by US Office of Management and Budget approval number XXX, expiring on XXX. If you have any questions or comments about this survey you may send them to an email address and telephone number I will provide at the conclusion.

I want to inform you that this session will be recorded so that I can have more of a free-flowing discussion with you and not have to pause to take notes.

If you are willing to participate, I would like to start off with a few questions to see if you qualify for this study.

/* QParticipate */ Are you willing to participate in this study?

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**

/* TERMINATE */
/* TERMINATE */

Screening questions ## HEARD BY ALL ##

/* QSAMPLE */ /* CODE */ Audience

- 1) ACADEMIC / RESEARCH
- 2) STATE / LOCAL GOVERNMENT
- 3) TRIBAL GOVERNMENT / ORGANIZATIONS
- 4) ADVOCACY / COMMUNITY ASSOCIATIONS
- 5) PRIVATE SECTOR BUSINESS

1. How many employees currently work for your organization? Your best estimate is fine. **(OPEN END WITH PRECODES, READ CHOICES IF NECESSARY)**

- 1) 1-9 employees
- 2) 10-19 employees
- 3) 20-49 employees
- 4) 50-99 employees
- 5) 100-249 employees
- 6) 250-499 employees
- 7) 500-999 employees
- 8) 1,000-4,999 employees
- 9) 5,000+ employees
- 10) Don't know **(DO NOT READ)**

2. Which of the following best describes your position in your organization? **(READ CHOICES IF NECESSARY) /* OPEN END */**

- 1) Senior leadership (i.e. C-level executive)
- 2) Upper management (i.e. Vice president)
- 3) Middle management (i.e. Director / Manager) **##TERMINATE IF Q2 =C1-4 ##**
- 4) Senior worker (i.e. Analyst / Researcher / Account manager / etc.)
/* TERMINATE */
- 5) Entry Level **/* TERMINATE */**
- 6) Don't know **(DO NOT READ) /* TERMINATE */**

3. How often does your work involve the use of social, economic, demographic, or housing related data? **(If necessary, prompt with examples such as age / income / employment data / household sizes data)**

(OPEN END WITH PRE CODES, ONLY READ IF NECESSARY)

- | | |
|-------------------------------------|------------------------|
| 1) Daily | ## DATA USER ## |
| 2) 2-3 times per week | ## DATA USER ## |
| 3) Once per week | ## DATA USER ## |
| 4) 2-3 times per month | ## DATA USER ## |
| 5) About once per month | ## DATA USER ## |
| 6) 2-3 times per year | |
| 7) About once per year | |
| 8) Less than once per year | |
| 9) Never | |
| 10) Don't know (DO NOT READ) | |

4. Is your or your organization's work focus on reaching out to any of the following communities? Please indicate all that apply. **(READ CHOICES)**

/* RANDOM ROTATE CHOICES */ /* MULTIPLE RESPONSES PERMITTED */

- | | |
|---|--|
| 1) Low-income | ## HIGH-INTEREST COMMUNITY ## |
| 2) Ethnic or racial minorities | ## HIGH-INTEREST COMMUNITY ## |
| 3) Tribal or Native American groups | ## HIGH-INTEREST COMMUNITY ## |
| 4) Non-English speakers | ## HIGH-INTEREST COMMUNITY ## |
| 5) Community development | ## HIGH-INTEREST COMMUNITY ## |
| 6) Academic groups | |
| 7) Specific types of professions or careers | |
| 8) Young people or children | |
| 9) Senior citizens or elderly Americans | |
| 10) None of the above | /* DO NOT ROTATE */ /* EXCLUSIVE */ |

/* Q_QUALIFY_MP */ Qualify /* CODE */ /* MULTIPLE RESPONSES PERMITTED */

- | | |
|----------------------------|----------------------------|
| 1) DATA USER | ## IF Q5 = C1-C5 ## |
| 2) HIGH-INTEREST COMMUNITY | ## IF Q6 = C1-C5 ## |
| 3) NEITHER | ## IF ELSE ## |

/* Q_QUALIFY_SP */ Qualify /* CODE */

- | |
|--|
| 1) ## IF Q_QUALIFY_SP = C1 OR C2 ## QUALIFIES |
| 2) ## IF Q_QUALIFY_MP = C3 ## DOES NOT QUALIFY /* TERMINATE */ |

Screening questions: HEARD BY ACADEMIC / RESEARCH SEGMENT ONLY

5. **## IF ACADEMIC / RESEARCH (QSAMPLE = C1) ##** Which of the following best describes your organization? **(READ CHOICES)**

- 1) Elementary / Middle school **/* TERMINATE */**
- 2) High school / Secondary school **/* TERMINATE */**
- 3) Community College
- 4) 4-year University
- 5) Think tank / policy institute
- 6) Research organization
- 7) Academic association (Association of American Educators, National Social Science Association, etc.)
- 8) Don't know **(DO NOT READ)** **/* TERMINATE */**
- 9) Refused **(DO NOT READ)** **/* TERMINATE */**

6. **## IF QPREV = C3 OR 4 ##** What is your area of teaching / expertise? **(OPEN END WITH PRE-CODES DO NOT READ ANSWER CHOICES)**

- 1) Anthropology **## QUALIFIES ##**
- 2) Architecture
- 3) Art (Visual / Performing / etc.)
- 4) Astronomy
- 5) Biology
- 6) Business Administration
- 7) Chemistry
- 8) Communications
- 9) Computer Science
- 10) Cultural studies **## QUALIFIES ##**
- 11) Economics **## QUALIFIES ##**
- 12) Engineering
- 13) English
- 14) Environmental studies
- 15) Gender studies **## QUALIFIES ##**
- 16) Geography **## QUALIFIES ##**
- 17) History **## QUALIFIES ##**
- 18) Humanities **## QUALIFIES ##**
- 19) International studies
- 20) Market research **## QUALIFIES ##**
- 21) Mathematics
- 22) Medicine / Nursing / Dentistry
- 23) Philosophy
- 24) Political science **## QUALIFIES ##**

Appendix C: Key Informant Interview Discussion Guide

- 25) Psychology
- 26) Sociology
- 27) Statistics
- 28) Survey research
- 29) Other **/* SPECIFY */**

QUALIFIES
QUALIFIES
QUALIFIES

/* QSUBJECT SCREENER */

- 1) **## IF AT LEAST ONE SUBJECT QUALIFIES ##** Academic / Researcher qualifies
- 2) **## IF OTHERWISE ##** Does not qualify, end interview **/* TERMINATE */**

Screening questions: HEARD BY STATE / LOCAL GOVERNMENT SEGMENT ONLY

7. **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** Which of the following best describes the level of government you are in? **(READ CHOICES)**
- 1) Municipal (City / town)
 - 2) County
 - 3) State
 - 4) Federal
- ## QUOTA TO NO MORE THAN 5 ##**
/* TERMINATE */
8. **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** How many residents are in your jurisdiction? **(READ CHOICES)**
- 1) <25,000 residents
 - 2) 25,000 – 500,000 residents
 - 3) >500,000 residents
 - 4) Don't know / Unsure **(DO NOT READ)**
- ## QUOTA AT LEAST 3 ##**
QUOTA AT LEAST 3
QUOTA AT LEAST 3
QUOTA ≤ 3
9. **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** What best describes the function of your department or organization? **/* OPEN END */**

Screening questions: HEARD BY TRIBAL GOVERNMENT / ORGANIZATION ONLY

10. **## IF TRIBAL GOVERNMENT / ORGANIZATION (QSAMPLE = C3) ##** Which of the following best describes your organization? **(READ CHOICES)**

- 1) National Tribal organization
- 2) Government or organization for Federally Recognized Tribe
- 3) Government or organization for State Recognized Tribe
- 4) Other **(DO NOT READ)** **/* TERMINATE */**
- 5) Don't know **(DO NOT READ)** **/* TERMINATE */**

/* Q12a */ ## IF FED OR STATE RECOGNIZED TRIBE (Q12 = C2 OR C3) ##

Does your Tribal organization represent a single reservation or multiple reservations of the same tribe?

- 1) A single reservation
- 2) Multiple reservations of the same tribe
- 3) Other **/* SPECIFY */**
- 4) Don't know **(DO NOT READ)**

11. **## IF TRIBAL GOVERNMENT / ORGANIZATION (QSAMPLE = C3) ##** Code Bureau of Indian Affairs (BIA) region **/* CODE */**

QUESTION WILL BE CODED AUTOMATICALLY FROM SAMPLE

- 1) Alaska region **## QUOTA TO NO MORE THAN 3 ##**
- 2) Northwest region **## QUOTA TO NO MORE THAN 3 ##**
- 3) Pacific region **## QUOTA TO NO MORE THAN 3 ##**
- 4) Western region **## QUOTA TO NO MORE THAN 3 ##**
- 5) Navajo region **## QUOTA TO NO MORE THAN 3 ##**
- 6) Rocky Mountain region **## QUOTA TO NO MORE THAN 3 ##**
- 7) Southwest region **## QUOTA TO NO MORE THAN 3 ##**
- 8) Great Plains region **## QUOTA TO NO MORE THAN 3 ##**
- 9) Southern Plains region **## QUOTA TO NO MORE THAN 3 ##**
- 10) Eastern Oklahoma region **## QUOTA TO NO MORE THAN 3 ##**
- 11) Midwest region **## QUOTA TO NO MORE THAN 3 ##**
- 12) Eastern region **## QUOTA TO NO MORE THAN 3 ##**
- 13) Other

Screening questions: HEARD BY ADVOCACY / COMMUNITY ORGANIZATION ONLY

12. **## IF ADVOCACY / COMMUNITY ORGANIZATION (QSAMPLE = C4) ##**
Which of the following best describes your role in your organization? **(READ CHOICES)**

- 1) Accounting
- 2) Clerical / Administrative
- 3) Communications
- 4) IT
- 5) Human Resources
- 6) Management
- 7) Outreach
- 8) Partnerships
- 9) Program development
- 10) Strategy
- 11) Other **(DO NOT READ) /* SPECIFY */**

Screening questions: HEARD BY PRIVATE SECTOR BUSINESS ONLY

13. **## IF PRIVATE SECTOR (QSAMPLE = C5) ##** Business size **/* CODE */**
- | | | |
|-----------|---------------------------|-------------------------------|
| 1) Small | ## IF Q2 = C1-4 ## | ## QUOTA AT LEAST 5 ## |
| 2) Medium | ## IF Q2 = C5-6 ## | ## QUOTA AT LEAST 5 ## |
| 3) Large | ## IF Q2 = C7-9 ## | ## QUOTA AT LEAST 5 ## |
14. **## IF PRIVATE SECTOR BUSINESS (QSAMPLE = C5) ##** Which of the following best describes your role in your organization? **(READ CHOICES)**
- | | |
|--|------------------------|
| 1) Accounting | /* TERMINATE */ |
| 2) Business development | |
| 3) Clerical / Administrative | /* TERMINATE */ |
| 4) IT | /* TERMINATE */ |
| 5) Human Resources | /* TERMINATE */ |
| 6) Management | |
| 7) Marketing | |
| 8) Research & Development | |
| 9) Sales | |
| 10) Other (DO NOT READ) /* SPECIFY */ | |
15. **## IF PRIVATE SECTOR BUSINESS (QSAMPLE = C5) ##** What is your organization's primary type of business? **(OPEN END WITH PRE-CODES DO NOT READ ANSWER CHOICES)**
- | | |
|--|------------------------|
| 1) Agriculture | /* TERMINATE */ |
| 2) Mining / Oil & Gas extraction | /* TERMINATE */ |
| 3) Utilities | |
| 4) Construction | |
| 5) Manufacturing | /* TERMINATE */ |
| 6) Wholesale trade | |
| 7) Retail trade | |
| 8) Transportation / Warehousing | |
| 9) Information | |
| 10) Finance / Insurance | |
| 11) Real Estate | |
| 12) Professional / Scientific / Technical services | |
| 13) Management of companies / enterprises | |
| 14) Waste management | |
| 15) Education | |
| 16) Healthcare | |
| 17) Arts / Entertainment / Recreation | |
| 18) Accommodations / Food service | |
| 19) Other /* SPECIFY */ | |

Participant profile questions ## HEARD BY ALL ##

16. What is your organization's mission? /* OPEN END */

/* Q18a */ Who are your primary customers, users, or stakeholders? /* OPEN END */

17. How long have you been employed by this organization? **(OPEN END WITH PRE-CODES)**

- 1) Less than one year
- 2) 2-3 years
- 3) 4-5 years
- 4) 6-9 years
- 5) 10-19 years
- 6) 20+ years
- 7) Don't know **(DO NOT READ)**

Data use, data sources, and unaided ACS awareness

HEARD ONLY BY DATA USERS (Q_QUALIFY_MP = C1)

18. **## IF DATA USER ##** How do you use social, economic, demographic, or housing related data in your work? **(Probe, if necessary: for example, do you use external data for evaluation or planning purposes, comparing or benchmarking with others, for locating new customers or users?) /* OPEN END */**
19. **## IF DATA USER ##** What sources of data do you typically use? Where does your data come from? **(Probe: Please list as many examples as you can) (PROBE ON UNFAMILIAR SOURCES) /* OPEN END */**

/* QCENSUSDATA */ (DO NOT READ) Was Census Bureau data mentioned

CODED BY INTERVIEWER

- 1) Included Census Bureau
 - 2) Did not include Census Bureau
 - 3) Don't know **(DO NOT READ)**
20. **## IF DID NOT INCLUDE CENSUS BUREAU DATA (QCENSUSDATA = C2 OR C3) ##** Have you ever used the US Census Bureau as a source for social, economic, demographic, or housing related data?
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**

Data use, data sources, and unaided ACS awareness ## HEARD BY ALL ##

/* DISPLAY */ I'm now going to ask you some questions about a specific survey that you may or may not be familiar with.

21. How familiar are you with the American Community Survey, sometimes called the ACS? **(READ CHOICES)**

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar
- 5) Don't know **(DO NOT READ)**

22. **## IF Q23 = C1 – C3 ##** Who conducts the ACS?
(OPEN END WITH PRE-CODES, DO NOT READ ANSWER CHOICES)

- 1) US Census Bureau
- 2) Other **/* SPECIFY */**
- 3) Don't know **(DO NOT READ)**

/* DISPLAY */ The American Community Survey is an ongoing survey conducted by the US Census Bureau that provides data every year. It gives businesses, non-governmental organizations, Federal, state, local governments, communities, and data providers the updated statistics, even for very small geographic areas. Information from the survey generates data that help determine how more than \$450 billion in federal and state funds are distributed each year for schools, hospitals, and transportation.

23. Based on the description you just heard, how interested would you be in learning more about the ACS and the data gathered? **(READ CHOICES)**

- 1) Very interested
- 2) Somewhat interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know **(DO NOT READ)**

24. Have you ever used data from the American Community Survey (ACS)?

- 1) Yes **## ACS USER (Q26=C1) ##**
- 2) No
- 3) Don't know **(DO NOT READ)**

THE FOLLOWING QUESTIONS ARE HEARD ONLY BY ACS USERS

25. **## IF ACS USER ##** What did you use this data for? (PROBE: What do you use ACS data for most of all) **/* OPEN END */**
26. **## IF ACS USER ##** How did you learn about the ACS / ACS data? **/*OPEN END*/**
27. **## IF ACS USER ##** What do you find most useful about the data provided by ACS? **/* OPEN END */**
28. **## IF ACS USER ##** What do you find least useful about the data provided by ACS? What do you wish was different? **/* OPEN END */**

THE FOLLOWING QUESTION IS HEARD ONLY BY NON ACS USERS

29. **## IF NOT ACS USER (Q26=C2 OR C3) ##** Where do you get your social, economic, demographic, or housing related data? **(OPEN END WITH PRE-CODES)**
 - 1) Census
 - 2) Any other source named **/* SPECIFY */**

THE FOLLOWING QUESTION IS HEARD BY ALL

30. Which of the following types of data would it help your organization to have more or better access to? **(READ CHOICES)**
/* MULTIPLE RESPONSE PERMITTED */ /* RANDOM ROTATE CHOICES */
 - 1) Demographic data
 - 2) Housing data
 - 3) Geographic data
 - 4) Social data
 - 5) Economic data (i.e. unemployment rates, household income, poverty data)
 - 6) Other **/* SPECIFY */ (DO NOT READ) /* DO NOT ROTATE */**
 - 7) Don't know **(DO NOT READ) /* DO NOT ROTATE */**

DATA COLLECTION DRILLDOWN

**## HEARD ONLY BY INDIVIDUALS WITH HIGH INTEREST COMMUNITY EXPERIENCE
(Q-QUALIFY_MP = C2) ##**

/* DISPLAY */ ## IF HIGH INTEREST COMMUNITY ## Many people know that the Census Bureau counts all the people in America once every ten years. However, many people may not know that the Census Bureau collects and releases statistical information about Americans in the years in-between the, ten-year counts, using the data it collects through the American Community Survey also known as the ACS. As a result, when some Americans receive a request to participate in the ACS in the mail from Census Bureau, they are unsure of the legitimacy of the questionnaire and may choose not to participate. The Census Bureau is exploring ways to raise awareness of this survey and increase participation. The following questions will ask for your input around ways to increase participation in the American Community Survey.

31. **## IF HIGH INTEREST COMMUNITY ##** What would you say are the best ways to engage with members of the communities you work with? **(Probe: what have you done in the past that has worked well for your organization?)**
/* OPEN END */
32. **## IF HIGH INTEREST COMMUNITY ##** What type of outreach and communications from the Census Bureau do you think would work best to reach members of your community? **/* OPEN END */**
33. **## IF HIGH INTEREST COMMUNITY ##** What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS? **/* OPEN END */**

OUTREACH STRATEGIES ## HEARD BY ALL ##

/* DISPLAY */ The Census Bureau and the American Community Survey (ACS) want to more effectively reach out to community and business leaders in order to communicate the benefits of the ACS. These next questions look at some specific benefits to using ACS data.

34. **## IF USES GOVERNMENT DATA (Q23=C1 OR C2 OR C3 OR C4) ##** What do you think is the biggest benefit your organization receives from using Census or other government data? **/* OPEN END */**

/* METRIC A */ Thinking generally about demographic, housing, geographic, social, or economic data sources, how appealing are the following traits to your organization? Data that is...

- 1) Very appealing
- 2) Somewhat appealing
- 3) Neither appealing nor unappealing
- 4) Somewhat unappealing
- 5) Very unappealing
- 6) Don't know **(DO NOT READ)**

FOR ACS USERS, IMMEDIATELY ASK METRIC B QUESTION FOR EACH ITEM FROM Q38-Q46 AFTER ASKING METRIC A QUESTION

/* METRIC B */ Do you agree or disagree that ACS data is...?
ONLY ASKED IF ACS USER (Q28=C1)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree
- 5) Don't know **(DO NOT READ)**

/* RANDOM ROTATE SERIES */

35. Free to use or download by the public
36. Comprehensive for entire US
37. Available for small geographies like individual ZIP code
38. Compatible with programming interfaces

39. Able to be mapped with a variety of software programs
40. Unbiased and accurate
41. Available with a wide array of customizable filters
42. Available with a greater precision than other sources
43. Updated annually

/* END SERIES */

44. **## IF ACS USER (Q26=C1) ##** What do you believe is the most compelling reason for an organization like yours to use ACS data? **/* OPEN END */**
45. What would be the most effective way for the Census Bureau / ACS to communicate to an organization like yours about new data / information available for use? **## (Probe: email, phone call, in-person visit, advertisements, industry publications, etc.) ## /* OPEN END */**

/* DISPLAY */ Now we would like to ask you about the business or organization community at large, and how you think the Census Bureau and the American Community Survey (ACS) might more effectively engage those leaders.

46. What do you think people in your field know about the ACS?
/* OPEN END */
47. What do you think would be the best way to educate people in your field about the benefits of ACS data? **(PROBE: Do you think they would prefer to be contacted by mail? Email? How frequently would be too often to contact them?) /* OPEN END */**
48. Thank you for participating in this study. Those are all the questions we have. Is there anything else that you would like to add? **/* OPEN END */**

/* DISPLAY */ If you have any questions or comments about this survey you may send to Sam Hagedorn at shagedorn@psasurveys.com. Thank you for participating in this process. (If requested, mailing address is attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20007)

Key Informant Interviews: Insightful Quotes

**FINAL
March 28, 2014**



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OVERVIEW

The American Community Survey Office (ACSO) is currently conducting a series of related research projects around improving messaging and the ACS mail package among potential ACS participants. This research aims to increase participation rates in the ACS and address concerns about whether the ACS is too intrusive.

This qualitative Key Informant Interview study was designed to gather insights from n=109 leaders in organizations that use data professionally or conduct outreach to low-income, minority, or immigrant populations. By better understanding how these two groups interact with ACS data and with their communities, the Census Bureau can improve outreach and data delivery efforts, especially to the high-interest populations that have the lowest ACS self-response rates and subsequent costly follow-up from Census Bureau field representatives. The interview participants came from a wide range of organizations from five segments ranging from private sector businesses to Tribal governments.

These are the best quotes pulled from the interviews we conducted. While there are quotes from every interview included in this document, we have selected only the best quotes from each question to ensure that this document pulls together the rich qualitative insights that respondents offered. Quotes are organized by question and then across the five segments we surveyed. This document is intended to share a variety of the rich perspectives that we heard in the interviews we conducted.

Note: Where useful, these quotes have been lightly edited to improve clarity by removing extraneous phrases, crosstalk with the interviewer, or grammatical errors. This data collection has been approved by the Office of Management and Budget (OMB) as part of the CLMSO Generic Clearance for Data Use and Customer Evaluation Surveys, OMB No. 0607-0760. As such, the findings should not be used to draw inferences regarding the country's population at large or any particular segment.

How do you use social, economic, demographic, or housing related data in your work?

1. HOW DO YOU USE SOCIAL, ECONOMIC, DEMOGRAPHIC, OR HOUSING RELATED DATA IN YOUR WORK?

ACADEMIC / RESEARCH

Professional Academic Association: We need data to compare who's in their [inaudible] areas and where opportunities exist, or how well are they doing to actually engage the population broadly, diversely.

Education Policy Researcher: We use it to evaluate and plan, but also to put out to our stakeholders and inform the field.

Professor of Sociology: I'll use it in my teaching as appropriate, to give examples of what's going on in society or historically, and second, I use it in my research.

Dean of Social Work: I think ultimately it's a way those data are used in our strategic planning, and in assessing our impact of our -- assessing the impact of our work.

Professor of Sociology: Whatever topic we are talking about, I try to show the main government sites or private enterprise site where they can get facts and data related to our sociological topic.

Professor of Sociology: When I teach research methods, we talk a lot about the resources that are out there for secondary data analysis, so looking at FBI data and census tract data and all of the sources of data that are available to students for free to do research on various questions

Professor of Sociology: To pass on to our students how they can understand the demographics or the makeup of all these different populations specifically related to race, ethnicity, and gender, and socioeconomic status and that kind of thing

Professor of Geography: I use Census information in working with communities to see what their future needs might be in terms of community facilities, in terms of zoning, land use demands, and these sorts of things – so I use it both in a service purpose and I use it both for a teaching purpose and ideally somewhere I would turn that into research but that rarely happens.

Professor of Economics: These sorts of data are kind of central to my research and I try to understand various patterns—demographic patterns in the data, and, in particular, try to use this data—these sorts of data along with other types of data, especially involving infrastructure to recover cozzled relationships

Professor of Geography: I use it as a teaching tool because students have to get... I teach GIS, and students need to learn how to use data that doesn't come canned with the software or their

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

tutorial. They also wind up doing projects, and many, many students do projects that involve this type of social, demographic, economic data.

Professor of Geography and Planning: I do the vast majority of my research using that data, so pretty extensively in order to conduct research studies as well as key study research...so I use it both for background information but then also as doing analysis. I also teach students how to use census data and other data stuff in my classes.

Professor of Sociology: I use it in my classes, because I teach demography, graduate demography, and research methods, so I draw from social, economic demographics, vital statistics, data, constantly in my teaching. And then I use census data heavily in my own personal research.

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Policy Nonprofit Executive: We analyze the immigration-related data and look for the impact of immigration on the United States, and we publish papers with that data. In fact, Census data is one of the main sources of information for what we publish

Healthcare Nonprofit Outreach Director: We use data for comparisons. We use a lot of health-related data for looking at health disparities in our population, health outcomes. We also look at trends over time for demographic shifts in population between urban and rural areas, and looking at how health outcomes differ by demographic groups, like education or income levels.

Nonprofit Community Engagement Director: one of the things that we have to do is identify and quantify need and progress on solving particular community issues. So, especially in describing need, we would certainly be using economic, health, and social data. And housing data. Um, I think that's sort of the ground piece of it. And that directs our own work, so it helps us determine our own priorities, and then obviously it also supports our applications for resources to private and government funding.

Nonprofit Research Director: We use it in a couple of ways. One is to help us frame and understand the need for our services in different regional areas across the US. And another way that it's important to us is to help us understand contextually where clients fit into the broader population; as well as when we're working on more specific evaluations or analyses, trying to construct appropriate comparison groups

Nonprofit Evaluation Director: We use it to assess the need of the community. So we look at unemployment rates, poverty—other poverty indicators. We look at a lot of school data in the neighborhood, so amount—number of students with free or reduced lunch, graduation rates. We use them to establish the need of the community and what the baseline is for that community.

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

Housing Non-profit chair: We utilize the data in defining or identifying or perhaps defining the need for affordable housing

Non-Profit Government Relations: I think it's always helpful to have information on family size and break down – with as much precision as possible; and poverty data.

Low-income assistance planning director: We use the data as a basis for funding applications, and to do community assessments to identify gaps in service.

Immigration reform research director: We use the data to prepare reports that we release, we publish. We also use that data to provide information to policymakers, and oftentimes we have elected officials who call us for information, say, on the impact of certain immigration policies on employment, especially. On jobs. And on tax policies, on fiscal matters.

Non-profit foundation low-income director: Three ways. One is we use it to benchmark, and understand, and scope out the – kind of the problems that we're trying to deal with, like socioeconomic issues, racial injustice – those kinds of things. We also use the data to – in the extent that we can – to track progress, and changing those indicators. And we use them a lot in communicating and helping to, whatever, bring to attention high-level policymakers. Now there's the kind of the depth of some of the issues that we care about. ... We use all sorts of data. We use lots of primary data our colleagues collect with these surveys and stuff. We use secondary data that includes census, ACS... other census based surveys, like the ZIP or other things. We use data that we derive from public agencies, state and local. So – and we also use administrative data that we can get in some of the cities and regions in which we work.

Non-profit job training development and research director: I use it to provide a rationale for the services, to provide community/state level, regional indicators to demonstrate the need for our services. And so it's just primarily in different communications materials and grant applications.

Non-profit housing Associate Director: We use it to help drive some of our problematic goals. So focusing on data that can backup with what we already anecdotally, and also trying to make a case for directing resources to this community. So using a lot of the economic data, the language data, reliance on food stamp benefits – different data sets that can make a case for why we're either seeking funding, or if we're trying to make a case for some policy issue that the city is dealing with. We use the data for those purposes.

Director of Development: We use it on a regular basis for grants. We use it to help make the case, and to help make the presentation more compelling.

Vice President of Programming for grant-making foundation: To make informed decisions for our grant-making.

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

Foundation Director of Communications: We need to present information to build an understanding of the social and economic conditions in our community, and how non-profits that we support are working to make our communities more equitable, and to address much of the disparity that exists in the data that's presented.

Senior Director for Evaluation: Well, first we use it to... We get data about the people served by these multi-service organizations so that we can describe their services and assess the needs of their communities, so that's essentially internal data, and then we also seek out external data like from the census, too, basically to compare to our internal data to see if, you know, "Are the communities that we're serving representative of the geographic areas where they are?" or, you know, "Are there pockets of needs that we're not addressing?" and things like that.

Deputy Director of Immigration Group: ... [We use it for] a program that sort of covers a lot of different aspects of what we call "immigrant integration" where an immigrant tries to basically integrate into this country, and so one of the major services would be English language skills, and so we'd like to know, you know, what metropolitan areas have heavy populations of those who, in your terms, speak English less-than-well. That's one of your terms. That's one of the Census Bureau terms. So you know, we use a lot of data like that. We might in the future use it for healthcare needs, for housing needs... You know, it can really run the gamut.

Community Action Executive Director: It's also used not only for planning but for providing program services, particularly in the determination of eligibility [...] So that individual programs – for example, a family coming in for assistance with their energy bills, we would need to collect demographic information, household size, household income to see where they fall on the federal poverty level or area median income charts, etcetera, and then of course there are a number of other categories that may be relevant in providing other services.

Foundation President and CEO: We use it for strategic community-development projects. We use it for analyzing our context. We use it for education, for advocacy. We use it to inform new housing development that we might be doing. We use it to inform program services. We use it to- as a base line data, when we're looking to measure impact, so we need to have a base line data, and we use other systems to look at impact

Foundation for Public Health Director: The first level would be our grant making when we prepare Request for Proposals or applications. The other side is our research side, which is our policy side, and we do that to assess current conditions, to assess current legislative proposals on the state and federal levels, and we also prepare publications to inform stakeholders ranging from our grantees to

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

legislators the full bandwidth on current health conditions in our state and the legislative and policy-making environment

Food Depository Program Developer: I take all of the county census checks. Our service area is all of one county, and so I get all the census checks within that county, and then I – for many different data points with different table through American Fact Finder, and then I’ll aggregate it off to the community area level, because that’s kind of the level analysis that the [inaudible] analysis that we work with. So then we can talk about that level of geography for things like the poverty rates, or different groups, and the... yeah, the poverty levels, unemployment, which are all indicators of food and security.

Nonprofit Hunger Program Senior Vice President of Government Relations: In preparing lobbying materials and fact sheets and talking points; communications out to our network of food banks.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: We use it to determine the allocation of state and federal financial resources to provide affordable housing and address the needs of the population.

Planning Manager: An overview of the city, we’re looking at changes historically, in the absence of any other kinds of data sets that we have at hand. And for grant applications for planning purposes, looking at Census tracts and blocks; again, looking at the dynamics of population change. Those would be the primary ways, looking at income, especially; that’s important for targeting different areas for special kinds of programs – though I’m not so much involved in that community development side, but – in coordination with their programs to establish... we consider our zoning district, and opportunities for people for housing and business use.

Sheriff: So we cover all that service for the total population. We have contracts with two cities in our county for dispatch services and one contract for law enforcement service and we use population numbers in coming up with costs to run the 911 Center based on population per city and county-wide population.

Municipal Government Executive: We use [social, economic, demographic, and housing related data] for generalized forecasting and we also use it for informational purposes for businesses looking to relocate in into the area to give them an idea of the demographics, and the change—particularly the history of the demographic change.

Major City Fire Department Director of Research: The main thing is we take the granular level census data and work with GIS Group to estimate commonly used [a major city] boundaries so we can map the data to geographic areas the residents of [a major city] recognize, not just zip codes.

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

City Housing Coordinator: To apply for grants that are needed sometimes to provide—we use a lot of our demographics and data to apply for grants.

City Economic Development Coordinator: Typically people that are interested in locating a business in the area will ask, “what is the demographic makeup of the area?” What is the ethnicity? What is the median income? So they’re—we’re not doing the analysis for them, we’re providing the data. Now what they do on their end with the data to determine if it’s a site—or is this location that we’re interested in.

Community Development Director: We use it for a lot of our grants that we apply for and that we report on, our federal grants. If we are trying to determine what the makeup of our community is, to see what the needs of our community are, how they’re shifting...

Metropolitan Economic Development Director: Primarily we use it for the doing economic and growth projection studies for our city to determine what services will be needed in the future. So, we will do projections going out until the year 2040 in 5 year increments, looking and trying to figure out what kind of infrastructure we will need to accommodate the anticipated growth in population. That type of thing.

Municipal Planning and Economic Development Director: We are currently working on whether or not it would be beneficial for the city to require a masonry ordinance, for instance, for new residential startups. We dove into the census data pretty hard to look at median household income, median home price. We looked at the percentage of owner occupied housing to try to paint a picture and correlation between. Whether or not the data kind of firms up whether or not something would be affordable for the majority of our residents to be able to afford an all-brick house. That was the most recent example that we’ve done. So, we do have quite a bit. We’re involved with community programs. Of course, that evolved based on census data in terms of where we are in terms of our citizens’ ability to make a certain amount of money. That first example I gave you was the most recent clear-cut example in how we view census data.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Planning and grant writing... determining demographic profiles of a proposed service area and determining the geographic disbursement of those we intend to serve and trying to determine their socio-economic status for the purpose of developing needs, a needs assessment.

Executive Director, Midwest Tribe: Mainly we have grants and contracts that we have to be in compliance with in order to have the services provided, and the stipulation on how to and what to do.

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

Chairperson, Upper Midwest Reservation: We incorporate it into the mission employing different types of strategies based on data, such as housing, education, general welfare.

Chairperson, Western State Tribe: Sometimes we use it for health purposes, to justify why we're applying for a certain amount of dollars from the federal government. Especially everything like education, health, welfare, economics.

Alaska Tribal Administrator: I have to deal with it every day to deal with tribal members, and, grants... we have to plan on what the community would need for, let's see here, our Community Plan, how we're going to use our grant, how to seek grants.

Program Director for Upper Midwest Tribe: Much of it is used for grant applications. Demographics oftentimes are used to allocate dollars. ... Once we get the dollars, which is the primary use of demographics, then I personally, as a department head, have to determine internal demographics on how to distribute those. So there is a primary and a secondary use of demographics... We do pay attention to other tribes, what works, what hasn't worked, but we don't fully rely on that either. As part of sovereignty, we have a mission to create our own efforts for grants and such, but being a tribal community, we do interact with other tribes to see what works, what doesn't work, that sort of thing.

PRIVATE SECTOR BUSINESS

Hospital Marketing Coordinator: We look at it to assist trends, outward migration, average income, percent of the population that's insured, percent below the poverty line.

President Direct Mail Company: And also in terms of research in advance. And obviously if you're trying to reach a specific demographic for a cause or a need, then it's obviously a smart marketing tactic to try to understand who your audience is, who your best customer prospect will be through the use of data. If you target appropriately, then hopefully your campaign will be a success. Economic data and housing data, obviously if we have a campaign for a gutter guard company, you have to have homeowners and you don't really want apartment dwellers.

Healthcare Marketing Director: Well, we have a magazine that we send out. Since women are major decision makers, we have a publication we send out and so we look at look at our – we have to sort it because we can't send it to every household, so we sort it by women, head of household, or women – excuse me – women in the household. And also what's their financial – what's the household income, that's one way we use it.

Healthcare Marketing Director: Population statistics – how we are growing, not growing and they'll be able to plan out whether we should make a request for beds or for OR suites or whatever. But I also

Appendix D: Key Informant Interviews—Insightful Quotes

How do you use social, economic, demographic, or housing related data in your work?

use it when I take a look at zip code data – ZIP code analysis – and I have a tool I use, Business Maps, and I pull it up and it's got some projections on zip code data.

Healthcare Marketing Director: Because of the Affordable Healthcare Act, we have to do a community health needs assessment every three years. We have an outside vendor called Healthy Community's Institute. They're out of California. They do our health needs assessment. It's on going secondary data. The US Census is one of those data sources it pulls from, as an example of secondary data. It also pulls from Robert Wood Johnson. It also pulls from health departments...that sort of thing. It pulls from a lot of different sources of data. It pulls that together, puts it into a health needs assessment. Then we rank the data based on area of need... We look at all of those things as part of our community health needs assessment, so they are put into an implementation plan, and we address areas of need that show up most frequently.

Furniture Executive: We understand who our customer is. Right? So we do demographic studies on who's buying furniture at our particular furniture store so what we'll do is we'll take... We know what the population at large looks like so we'll compare our customer to the customer at large and who's doing their advertising and then we'll shift our marketing appropriately, so we know we over-index with, we know who we under-index with, and we're going to make adjustments to go to those groups where we under-index.

National Convenience Store Vice President of Marketing: Housing relating data in that would be used in modeling stores to determine whether we build in that community or not.

Regional Fast Food Chain Vice President of Marketing: Look for changing trends and the restaurant trade areas that we operate in.

Civil Engineering Firm Vice President: We use that data to put together grant applications for a lot of our clients to get funding for municipal projects. For example, water plants, sewer plants, sewer collection systems, and any type of improvements associated with utility infrastructure.

What sources of data do you typically use? Where does your data come from?

2. WHAT SOURCES OF DATA DO YOU TYPICALLY USE? WHERE DOES YOUR DATA COME FROM?

ACADEMIC / RESEARCH

Professor of Sociology: Oh man, that is a variety. We use government data sets. I've used general social survey on a lot of my stuff, but I don't—speaking for myself, I mostly use general social survey.

Professor of Geography and Planning: I conduct my own surveys, so I collect primary data through my own usually survey research...I do some case study and more qualitative stuff, but I conduct my own surveys – usually public opinion stuff – but then I also use the standard census data, the American Community Survey and the American Housing Survey pretty ostensibly.

Professor of History and Social Studies: Data will come from census.gov – in terms of a specific place to retrieve the data. Then it would be for me when I show students how to conduct research, I'll go to the Census Bureau website and do FactFinder or community survey, those types of things. Depending on the questions that the students are asking I say, "This is a wealth of information, but it is up to you to find it."

Professor of Sociology: Well, we do use census data, and we use data from archival sources, some that I've collected myself. We use data that other researchers have gathered, that are not available necessarily through a public site. And most of our census data we obtain through the University of Minnesota.

Director Academic Association: Typically survey data sets that the census bureau provides, or from a number of other large data sets that are generation through

ADVOCACY / COMMUNITY ASSOCIATION

Nonprofit Real Estate Development Director: Usually what we can find through websites. Sometimes we work directly with universities, particularly with the University of California at Berkeley, so we have access to interns and students who are doing professional reports for us on neighborhoods, and so they would be the ones gathering the data and we would get the kind of summarized data from them.

Foundation Grant Manager: The census, and we may use other research data that's been developed by Universities, or other studies that have been funded, but invariably we find that those studies to in part have been driven by the census, as well.

Non-Profit Government Relations Director: I should add one of the problems with some of the Census information is that there's not always a breakdown by gender

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

Immigration reform research director: I use Census Bureau, Bureau of Labor Statistics, you know, American Community Survey. And we rely on academics as well who do work, either in economic, environmental, or immigration sectors.

Non-profit foundation low-income director: We use intermediaries very often that help us to kind of understand and manipulate the data. We work directly through some of the census data centers in places like University of North Carolina, University of Southern California, the University of Minnesota. We work with – we – sometimes we download and, you know, analyze ourselves primary data, but more often than not, the data we use is analyzed by some other intermediary, or in some ways massaged by other intermediaries, because I don't know if this is relevant, but we really find it hard to get data that we can really effectively use directly from people like the census. So we really rely on other people to get it for us, like policy map.

Non-profit job training development and research director: I use the American Community Survey quite a bit, for local/regional data. That's the primary -- I'll usually look up local studies and reports from advocacy research organizations in the region, or some of the larger research firms like MDRC and whatnot.

Housing Non-profit Associate Director: The ACS is really helpful, and we use – a lot of data we actually use GIS, and so we're a member of a GIS cooperative. Because we're a non-profit we're eligible for this New York State GIS cooperative clearing house, so we use all kinds of different data sets. We use **spatial** data. We use economic data. All kinds of different data sets, but we typically use either GIS to map **spatial** data, and then we interface that with the tabular data that the census provides. And the census actually does – the American Community Survey makes it easy to map it.

Senior Director for Evaluation: For the most part, it's internal data so it's coming from our affiliate organizations, and then my go-to source for comparison is largely the census and then also I look for other data sources, stuff like economic indicators.

Director of Policy Research Center: A lot of federal agencies, so definitely U.S. Census, and that includes the Decennial [?], ACS. We also use quite a bit from the Department of Health and Human Services, the Department of Education, all of the agencies really. Department of Energy. We also use quite a bit of health data from what's called AHRQ, over at the National Institute for Health.

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

Deputy Director of Immigration Group: So I really like the Census the best because nobody doubts the validity of it, for the most part. It's like a gold standard and so I really enjoy using that and them. I'm trying to think other than Pew who I use as sources. Yeah. So I'd be using the DHS, the Department of Homeland Security. You know, they have Immigration also housed in them so like, you know, USCIS, for instance, which is, you know, handles a lot of citizenship and immigration issues, things like that... Probably we have at some point used data from both the Department of Education and the Department of Labor. Actually I know I've used – I definitely have used stuff from Department of Labor. Now that I think about it, I've used – I did quite a big Power Point just on Department of Labor data on like where immigrants tend to work.

Community Action Executive Director: We do everything from internet searches to the local county [...]There's a local civic organization that collects information and does what they call a State of the County Report, which is very beautifully done, so it's nice to have that piece. We will do Census, US Census searches looking at quick facts and whatever we can to try to bird-dog, you know, specific data that we're after, but there's actually a long list of both usually web sites or manuals.

Foundation President and CEO: So, we use the American Community Survey. We have a subscription to policy maps, so that we can get any, as much data basically from different sources. We also do survey work, ourselves, so we use success measures, data systems; we use some of their survey tools for several lines of business.

Foundation for Public Health Director: We use a lot of census data, especially the kind of uninsured or the insurance that comes out every summer. We use that. We use data from our Department of Medicaid or Mental Health Med

Food Depository Program Developer: I use census data all the time and then pretty much anything that comes out of the USDA, and the Bureau of Labor and Statistics

Nonprofit Hunger Program Senior Vice President of Government Relations: My staff mostly pulls data from USDA on food and security; from the Bureau of Labor Statistics; Census Bureau; the Administration on Aging; those are the primary sources that I can think of.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: We use Census, American Community Survey, state funded secondary research through surveying and a collection of other types of data at a state level and at a community level. HMDA data, Mortgage Bankers of America, and then individual surveying.

Planning Manager: U.S. Census; and it comes from the state. Also, the employment statistics are very important, that we get from the [state government]; and our local resources from the assessors, we

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

can do a quite a bit with the level of data that the provider can provide as well, in terms of values and score for the property and use and that sort of thing.

Sheriff: [We] use population numbers that they get annually that are certified estimates from [state university]. A little bit of the US Census information – of course they use that in their calculations.

Major City Fire Department Director of Research: The 10-year census. I use summary files to block level from the Census and then work with our GIS group to aggregate the data in meaningful areas so when we respond with data to the public—they expect us to know how many people are on their neighborhood, for example—we use data that makes sense to them.

Community Development Director: Let me look here on my list. Okay. I use the Census Bureau... American Fact Finder, which I think is part of the Census Bureau... [A state finance site]... HUD actually also puts out some data sets so I'll use the data sets provided by HUD... and those would probably be my main ones.

Metropolitan Economic Development Director: Okay. It comes from a number of different places. We get our control numbers – well we do utilize the Census Bureau data. Of course that information is periodic, and so we do utilize that as a kind of a control number – that is for population. And then for socioeconomics we use the data that we can get – you know – from the regular census, or the American Fact Finder and all that kind of good stuff for the interim years. But, for housing, population and land use projections we actually maintain our own database. It's a GIS or a LAN structure occupancy style database. So we actually have very detailed land use data that we maintain on a weekly basis.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Where does the data come from? We go to American Fact Finder and we draw down either 2010 Census data or the data from the American Community Survey. We add that to any other statistical data or other analysis that may have been done by any other non-profit and/or say a state agency or something if they come up with statistics in an area that we're trying to serve or that we intend to try to serve. We develop a comprehensive makeup of data for that area but it is basic what I call 'socio-economic data' on the individuals that live there.

Executive Director, Midwest Tribe: We have 37 federally funded programs, which we operate on a daily basis. Whatever participant numbers, whatever financial numbers, we provide for each participant to be involved in a program. They can be going to school, or they can pay for their tuition, or... it depends. Each situation is different.

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

Chairperson, Upper Midwest Reservation: We do [use external data], but we don't find it generally useful. A lot of the national data or even state data is not accurate because they don't have the correct numbers for tribal people.

Chairperson, Upper Midwest Reservation: Sometimes we are required to use that data for different federal grants and on different applications. [usually Bureau of Indian Affairs or US Forest Service data]

Chairperson, Western State Tribe: Well, you know, for the record – all the Census Bureau that I've been talking to, the personnel – their Census Bureau count is totally wrong. 50% of it is wrong. Example – we have 2500 members, but according to the Census Bureau we only got 1000.

Alaska Tribal Administrator: Some from tribal members' input, um, federal data. Like from government agencies. Well, we get stuff through BIA -- Bureau of Indian Affairs; EPA; and just stuff like that. Not really Census information.

Program Director for Upper Midwest Tribe: A lot of it comes from our enrollment department, which has membership distribution. Some of it comes from education which has memberships, education statistics, graduates. A lot of it from an environmental standpoint comes from who lives in which watershed and that sort of thing. So a lot of it is where our membership is distributed and what is their education and income levels. That is pretty much tribal. We don't rely on very much federal data. Yes, [we use external data] when it comes to geo-political, geography, that sort of thing. We rely on GIS federal data, the state [inaudible]. The human aspect is pretty well internal.... I'm the one with the most knowledge of the land, and I bring in traditional values from a land perspective... There is also another component of the tribe that you're not going to hear from me, and that's the whole health aspect of it. They may actually have more federal demographics that they would use census data. So you're actually getting the perspective of the land manager, and of course how land ties in with the tribal community. You're not getting the health aspect. I can predict that they would use more Census data than I would, but I'm not sure. They're tied in with Indian Health Services, which I'm certain would have more of a human component. So there is probably a little bias here. I'm the one that does communicate with the Census people, and no one in the health department does.

PRIVATE SECTOR BUSINESS

Television Chief Research Officer: We use it to project our audiences and define our audiences for advertiser, and also to develop demographic profiles for the development of our programming.

Marketing Manager: Our primary resource is a survey. It's a syndicated survey, Scarborough Research, and then we use Census data that's extrapolated through the Nielsen Claritas data sources, and then direct third-party sources would be directly the Census and state information, local information

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

that's generated for specific industries like housing, real estate, and that type of thing, so a variety of things.

Healthcare Marketing Director: Either I'll go online and just do a search for data, but sometimes I'll get it – the typical places I will get data from is this place called Business Maps, it says it gets its data from the U.S. Census. So, it will tell me, based on what year the program is, it will tell me what the number of households in the market, how many are owner occupied, how many are renters, income, breakout on age groups and that sort of thing.

Hospital Vice President: I generally purchase lists through third party vendors and have relationships with data companies that help provide that information to us. Our big one is Buxton, another one is the Cox Media Group, another is Coffey Communications. Those are the big three.

Healthcare Marketing Director: USDA provides some, which is again a governmental. Other than that...and another one we have...this is on foreclosures, would be the US Department of Housing and Urban Development. Other than that, everything comes from the Census... Robert Wood Johnson Foundation...RWJF, and we also use Stats Indiana, which is stats.indiana.edu. We use Indian Department of Public Health, a site called Indy Indicators...and that's probably about it.

President Direct Mail Company: Obviously a lot of the demographic and psychographic data does come from the Census Bureau. Well, the Census has pretty much been built into data structures. So after the 2010 census taking, a lot of databases were updated with the current census information

INTERVIEWER: So would you say that you use Census data indirectly primarily, or you access from the Census website regularly?

President Direct Mail Company: I don't know. It's not regularly, that's for sure – it's just a monster database, and it takes an awful lot of manipulation.

Television Research Director: Marshall Marketing, Scarborough Data, the Census, State and local governments. Those would be the big providers. Oh—and well, we use-- utilize the information from our television stations, from the Nielsen Company.

Furniture Executive: Well, *Furniture Today*, which is our major industry magazine, they do... They publish a lot of data, and then there is an industry consulting group called Man, Armistead, and Epperson out of North Carolina and they spend a lot of time sifting through data that applies to the furniture industry so we also get a lot of information from them, so between Furniture Today, the consulting firm, or also investment bankers – as well as independent studies that we commission – that's where we get that information. We also pull some data from the Department of Commerce but that's really tough.

Appendix D: Key Informant Interviews—Insightful Quotes

What sources of data do you typically use? Where does your data come from?

National Convenience Store Vice President of Marketing: I use the Census, and we input that information into our scan data...and then I use it to determine what items we might sell in what type of areas. We also use roof top traffic counts...all of that when we're modeling stores to decide the best location.

What do you use this data for? (Among ACS Data Users Only)

3. WHAT DID YOU USE THIS DATA FOR? (AMONG ACS DATA USERS ONLY)

ACADEMIC / RESEARCH

Director Academic Association: these data are generally used to set a context, within which to understand case studies or to compare histories or trajectories of multiple cases, or finally, to estimate the impact of change by some development proposal.

Dean of Social Work: I used it for looking at demographic change within target geographic areas, and I also have used it for looking at civic engagement/social cohesion. Analyses of that as it relates to demographic change.

Professor of Geography: last semester I tried having students do a community indicators project and they had to present some facets of the community using and number of sources of data but one of those was the American Community Survey.

Professor of Economics: I've used this data to look at trends in income inequality and wage inequality by location—by metropolitan area overtime. I'm currently using this data to try to understand trends in neighborhood gentrification

Professor of Geography: Class demonstrations. I was gathering data for class demonstrations.

Professor of Geography and Planning: I used the data of the ACS to analyze...mostly racial breakdowns, demographic data and housing data at the block group level, or block level, so for a variety of different research projects.

ADVOCACY / COMMUNITY ASSOCIATION

Healthcare Nonprofit Outreach Director: We used it for research manuscripts, looking at our population to see how representative our study data was to larger population demographics.

Nonprofit Community Engagement Director: Really it's to help us understand poverty and trends in poverty, and then within the poverty, the most affected populations. So we're really use it a lot for the poverty piece.

Nonprofit Foundation Evaluation Manager: I think benchmarking, and then kind of to assess how many people were in our certain parishes when it was available at that level. I want to say maybe that's where the poverty statistics come from as well. And maybe some age breakdowns.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you use this data for? (Among ACS Data Users Only)

Nonprofit Real Estate Development Director: We're trying to determine areas where there could be over-crowding, a need for additional multi-family housing... Some of the neighborhoods that we live in, it's more we need to actually get a little deeper into not just the data but it helps to find out where we have large households so that we can start determining if those are potentially a concentration of over-crowded residences and where we could possibly provide multi-family – relieve some of that pressure on the housing need in those neighborhoods.

Immigration reform research director: For demographics, both-- We do a lot of work, obviously, for immigration, so we have look at foreign-born population. The increases over time. We also look at household, the size of household, economic information. I know there's several types of information Survey. Or several different ways in which it's presented. Um, so we use it for-- We mine it as much as we can.

Low-Income Non-profit Foundation Director: We work regionally. We use it to benchmark kind of the characteristics of the places in which we work, and then we use it to update kind of progress, or to track progress on moving some of the indicators that we're able to generate through the use of that data. We use it to track the impact of public expenditures, in terms of moving the needle on different things, whatever it might be; like housing costs, or housing plus transportation costs. We also use it to map out the configuration of the different places based on where people of different economic – socioeconomic status live in the region. So we create these opportunity maps. We do – I mean we do hundreds of different things using ACS data.

Non-profit Job Training Development and Research Director: I used it to find demographic information on different populations. I'll use it to find labor force information, primarily. And I really like using the American Community Survey for its ability to pull data at a smaller, more local level. I can pull it by city, county, MSA, and so on.

Housing Nonprofit Associate Director: I used it to create maps of economic data in our neighborhood. So income disparity, change over time, reliance on food stamp benefits, demographic data.

Foundation Director of Communications: The data was used to present a current picture of socio-economic conditions in Brooklyn, New York, and to track changes, and trends over time, typically dating to previous periods, as soon as 2 years to 20 years to provide comparison.

Senior Director for Evaluation: ...most recently in this job, I was using it to poll density of African American population by county and... I guess that was just... I guess it was basically just density, yeah. That's the last thing I did was just density of African Americans in population by county.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you use this data for? (Among ACS Data Users Only)

Director of Policy Research Center: For demographic profiles at the national level. We're also developing regional profiles based on our region. We used it as part of analysis, policy analysis, and research analysis to identify needs and priorities. But we also used it to compare the quality of data under ACS, particularly to in hard-to-reach tribal communities and rural communities, as compared to the Decennial.

Foundation President and CEO we've used it to educate the community, or state legislators, or you know, national and federal legislators. We used it to educate donors, we've used it to educate corporate entities, we've used it to inform need, you know, need, and especially when we need to do fundraising, or investment [...] Measuring poverty, measuring employment, measuring subsets, certain demographics, subsets of constituencies that we serve, community development related information

Food Depository Program Developer: for census-tract level demographics, and poverty rates, and unemployment rates

STATE / LOCAL GOVERNMENT

Metropolitan Economic Development Director: Yes, I think the ACS we use it again for that summary purpose and we have used it for small area studies. For instance I'm working on a project – a redevelopment project – in a neighborhood right next to downtown [major city]. And we have used it, basically, just to get a demographic profile for that neighborhood. So that's the kind of thing we'll use it for.

Community Development Director: Let me look it up and see what the web page looks like. Oh, that's how I get onto the Census Bureau so yes.

INTERVIEWER: Oh, you have used it? Okay.

RESPONDENT: Yeah. That's how – I'll do this to get onto the census data I want.

INTERVIEWER: Okay, so by name, it didn't ring a bell?

RESPONDENT: No, it did not ring a bell to me.

INTERVIEWER: Okay, okay. So you have used data from the American Community Survey?

RESPONDENT: Yes. Yes, we have. I use it for our federal HUD grant that we apply for each year annually.

Municipal Planning Manager: Annual population change; again, composition of population; those demographic shifts, we're always looking at that; income is another factor that we use it for. That data mostly to plug into grant applications, rather than planning purposes per se.

What do you use this data for? (Among ACS Data Users Only)

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Grant proposal writing. The only other thing to add to it would be to do a General Needs Assessment of those who respond American Indian or Alaska Native, whether single race or in combination with some other race, to determine how many people and what is their profile for the purposes of assessing needs for social programs, some economic development – although we are primarily oriented toward delivering social services – and so yes, it is for needs assessment and to use that to substantiate a proposal for grants to provide services.

President Southern Tribe: Healthcare, and our roads and grants...I think just with our own community, our population and usage our particular roads... and to improve or rehab some of our existing [infrastructure].

Program Director for Upper Midwest Tribe: To immerse our community within a regional context, we would need data to demonstrate basically statistics that would show us as an underserved population that requires federal services. I feel like I'm a bureaucrat.

PRIVATE SECTOR BUSINESS

Marketing Manager: In some cases, I use it for migration information. That's one thing specifically. I use it for population estimates, rankings, city/state rankings of populations, comparisons against other cities and states...

Private Sector Research Vice President: Well, the primary purpose was for building up a project areas existing conditions, and establishing the profile of the people in the economy of that area. The limitations that I've run against with ACS is on those micro levels, and the interface with the ACS on the website for the US Census Bureau. Limitations being when I was aggregating several census tracts, or census blocks, I would run up against the limits, and you may have corrected that by now, but I was running up against limitations of how many I could aggregate at a single time, as I defied my project area.

Marketing Director: I will use the Census data including the ACS to help better understand some of the groups that we're looking at as we try to build out our strategies.

Hospital Vice President: Probably anything from overall market information to trying to figure out where to place a clinic or a location for us – that's generally what they use that kind of data for.

Television Research Director: Sales and marketing purposes.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you use this data for? (Among ACS Data Users Only)

Civil Engineering Firm Vice President: A lot of that data is used in the preparation of grant applications in order to determine if a community qualifies as a disadvantaged community for grant funds, so that's how we use that information.

How did you learn about the ACS? (Among ACS Data Users Only)

4. HOW DID YOU LEARN ABOUT THE ACS / ACS DATA? (AMONG ACS DATA USERS ONLY)

ACADEMIC / RESEARCH

Director Academic Association: Colleagues or by reading published articles in which the source is cited.

Professor of Political Science: It's public information available, I mean, it's widely available, so it's referred to in all census data, and it's part of almost everything that we do, so the reference is constant.

Professor of Geography: It's been years. Probably where I became most aware of it was when they proposed to switch all the long-form data from the regular Census, to transition that to ACS.

Professor of Economics: I think I first learned about the ACS one— I looked at the IPUMS.org website about 10 years ago and saw it was there—kind of annual version of the census—micro data.

Professor of Geography: I probably just went to the Census Bureau website. That's the most likely place where I found out about it.

Professor of Geography and Planning: as a graduate student. It was our primary source for more detailed information, and at the time, this was before it had got in...it had become...it had replaced the long form Census

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Nonprofit Research Director: I guess the first time I learned of it was at the Population Association of America. The professional association of demographers.

Nonprofit Community Engagement Director: Before I worked here, I was at an institute at the university here, the University of South Carolina, so I-- That was helpful to work with people who were very familiar with the Census.

Nonprofit Real Estate Development Director: I actually learned about it probably initially when I was a student in grad school. More recently, I've been listening to and hearing and getting reports on a lot of transportation data that comes through ACS

Nonprofit Program Director: I was a sociology major, so in my undergrad.

Appendix D: Key Informant Interviews—Insightful Quotes

How did you learn about the ACS? (Among ACS Data Users Only)

Housing Non-profit Chair: We had a presentation done through... with the US Census... My impression was that I wasn't sure that it would actually provide an accurate assumption...is the ACS the sampling communities of smaller geographic size population? So if... for some rural parts of Alaska, you may only get one household; a sampling of one household. And that one household may not define the characteristics of that community... The ACS may be beneficial in urban areas, but not when it comes down to rural communities.

Low-income assistance planning director: We were approached by the Census Bureau.

Immigration reform research director: When I started here at the organization, that was something that we had been using for many years, so that's when I began to use it.

Non-profit foundation low-income director: Well I've been working with census data for forty years, so I learned about it when I was even part of some working groups that were talking about how to design the ACS, and I was one of the people that helped to advocate for having the ACS created and implemented.

Non-profit job training development and research director: I think it was just, when I first became acquainted with the US Census Bureau information online a number of years ago, and found it to be a really quality resource in finding a lot of demographic information.

Foundation Director of Communications: Through a partnership that we've had with the local university, to do data collection. The partnership is no longer in place, but we've been able to continue to build our internal knowledge by referring directly to the census data, through the website.

Director of Policy Research Center: We used quite a bit of the U.S. Census products, whether that be Fact-finder, Data Ferret, and as I mentioned we are also a census information center here, so we had access to trainings that the Census Bureau provides.

Food Depository Program Developer: Graduate school

STATE / LOCAL GOVERNMENT

Planning Manager: It seemed to be relatively easy to find. When you're searching for data, it comes up, if the regular Census data isn't available, then that is what's automatically presented to you. Even if you weren't looking for it, it's hard for us to avoid it, I think.

City Economic Development Coordinator: I think I found it on the website. Because I'm brand new in this position, I was literally surfing the website trying to get a sense of what kind of data and demographic information is out there.

Appendix D: Key Informant Interviews—Insightful Quotes

How did you learn about the ACS? (Among ACS Data Users Only)

Community Development Director: By going through Census.gov.

Metropolitan Economic Development Director: Well I'm pretty much always – pretty much up to speed on census related stuff. I've been kind of the demographics and census and growth projections guy for [a major city] for 25 years, so, I kind of have – I am familiar with where all the data sources are. I just knew that after the 2000 Census, you know, when they shifted from doing the really detailed census in 2000 to the less detailed version in 2010. And then the ACS happened somewhere in those mid 2000's, I'm pretty familiar with why that occurred, and the ramifications of that for local governments.

PRIVATE SECTOR BUSINESS

Marketing Manager: It's been years ago when it first started a rollout of the Census Bureau, who was getting ready to do, I believe, the 2000 Census. I went to a seminar and talked about it.

Private Sector Research Vice President: I went to the website, and I couldn't find my dusty any old census data.

Hospital Vice President: It was several years ago. I actually learned about it from a meeting that the Census Bureau must have had with one of our television partners...it was a television and network meeting and they were brought in to discuss that survey.

Television Research Director: From the Census website.

What do you find most useful about the data provided by ACS? (Among ACS Data Users Only)

5. WHAT DO YOU FIND MOST USEFUL ABOUT THE DATA PROVIDED BY ACS? (AMONG ACS DATA USERS ONLY)

ACADEMIC / RESEARCH

Professional Academic Association: Well, the way that we can break out age by race by gender – I mean, the way that you can get at the breakdowns, those are helpful.... obviously what we can get in terms of geography, there are some very small places that we can estimate.

Dean of Social Work: I think the level of geographic specificity is helpful. I think secondly, the frequency with which the data are made available is certainly very helpful to having a more contemporary picture on some of these matters. And certainly the overall data quality and representativeness of the data is incredibly valuable.

Professor of Sociology: Well, it just gives us basic numbers, although I have a lot of questions about how flawed it is. [There is uncertainty about how the sampling process impacts the validity of the population estimates].

Professor of Economics: its sort of has become the replacement for the standard long form and so I think the ACS is really important given that we no longer have the long form.

Professor of Geography: The fact that it exists is useful and that you can look at different variables in not ten-year increments. The fact that it comes out so regularly, I think, is a big plus because when you're working with demographic data, socio-economic data, something from 2000 is really not valid in 2010.

Professor of Geography and Planning: it really gets at the sort of questions that I need answered, regarding...it's information on income, jobs and employment and then specifically for me, housing costs, housing quality, housing tenure – whether people rent or own – so that's what I primarily use it for.

Professor of History and Social Studies: I like the uniformity of the questions and I like to be able to examine an issue both very granular at specific point in time, but also bigger picture. It provides at least a reference point. And I like the breadth and depth of it. I don't use it as much as I should, but I know that it's there if I need something that I want to go into – it would be the source that I would go to, that's what I like about it.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find most useful about the data provided by ACS? (Among ACS Data Users Only)

ADVOCACY / COMMUNITY ASSOCIATION

Healthcare Nonprofit Outreach Director: Most useful is seeing how representative our surveys or our studies are, so that we can say how generalizable our results are; but also just looking at general trends in the population and identifying groups that we need to do more outreach to, who have more health disparities

Nonprofit Real Estate Development Director: It really provides a more up-to-date and more current picture of what's happening in the region or in the city or just in the Bay area and it just makes for a fresher set of information than waiting for the ten year survey that happens

Low-income Assistance Planning Director: It provides current and consistent data.

Immigration Reform Research Director: Most useful is that it's updated regularly. That's very important, particularly when we're talking about growth over time of different populations, and performance economically and in the job market. So the fact that it's updated yearly is very, very helpful.

Non-profit foundation low-income director: Well, you don't have to wait ten years for updates of data relevant to lower levels of geography, particularly kind of, metropolitan regions and states is, it's survey-based, but it's very analytic, and it's very useful, and I think very accurate and it really helps us to kind of understand what's going on in a more time sensitive way than just the annual census.

Non-profit job training development and research director: Being able to pull it at the geographic level that I need for whatever paper or document I'm working on. And also the fact that there's a large number of indicators on there.

Non-profit housing Associate Director: think using comparative data. So showing change over time is really helpful in our neighborhood. [For example] Looking at the change from, like, 2000 to 2010, what's happened in our neighborhood.

Foundation Director of Communications: The data- I've found the snap shot data of our county to be the most useful, 'cause we're in a place, specific organization, and so to have data that's available on our county, but also, on the census tracts, so we can see how certain neighborhoods compare against each other.

Senior Director for Evaluation: Well, it's more up to date than the Decennial Census. It's more detailed than the Decennial Census, I think. I mean, that's – and it's in the American Fact Finder so you can pull whatever queries you want and that's great. You can download it in spreadsheets.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find most useful about the data provided by ACS? (Among ACS Data Users Only)

Director of Policy Research Center: That it includes data on American Indian/Alaska Native alone, American Indian/Alaska Native in combination, and American Indian/Alaska Native alone and in combination. Other federal agencies don't provide access to that sort of data.

Deputy Director of Immigration Group: It's great that you can break it down into various geographic subsets so you can do it by state, you can do it by metropolitan statistical area, you can do it by various... You can break it down like that. There's also a lot of different data sets so like there's a lot of data on there, which is also helpful.

Foundation President and CEO: the ability to both aggregate data in a particular census tracts, or on areas, as well as kind of getting specific demographic data of subsets of populations, giving information about really a picture, contextual picture of our service area.

Food Depository Program Developer: It's easy to extract and work with in other software.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: The ability to do comparative analysis of changes in the housing market and the demographics of the people in the housing market over time.

Municipal Government Executive: It is most useful as a starting point for localized data analysis. [It] is fresher and has had passed a more rigorous test; it's good to use as a starting point before for our localized needs. It's a good jumping off point and it's useful to be able to compare the official census count and then subsequent ACS releases.

County Community Development Manager: [The most useful is] the decision in 2010 to take the ACS data down to the Census tract level.

City Economic Development Coordinator: It's easy to find and I think with a little more understanding I could use the data and present it in a forum that would be beneficial for a potential industrial client.

Community Development Director: Being updated annually. Being updated more often than just doing a ten year census. [ACS offers] more current information.

Municipal Planning and Economic Development Director: Well, it's what we in the profession call the best available data, so it's kind of like our go-to source if we have to provide something, we can go there and provide it. I can't think of any specific thing right off bat.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Well, the primary federal agencies that we contract with require this data as part of the proposal. If we can present accurate or the latest data, then when we say we

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find most useful about the data provided by ACS? (Among ACS Data Users Only)

have a need, we have the data to substantiate that need and most times, that's the criteria that these federal agencies require before they give us the grant. We have the grant so it's working.

Tribal Manager, Middle Atlantic States: We're able to determine the economic status of those people who are Indian and in doing so, since most of the grant proposals that we write are providing social services to needy individuals, then the ACS data helps us identify who are the people in a certain geographic region that are Indian, and out of all of the people who responded Indian, how many of them are on the lower end of the socio-economic scale, and if we come up with significant enough numbers, then we just try to plug into the formula that the federal agency has that says, "We'll give you so much money if you'll provide for the needs, whether they be housing, social services, child welfare, whatever." That's how we use that data.

President Southern Tribe: Most useful? Numbers. The numbers seem to be more exact than anything else that we have used.

Program Director for Upper Midwest Tribe: Probably just basically how underserved we actually are in some regards, and how well-served we are in others.

PRIVATE SECTOR BUSINESS

Marketing Manager: I guess, you know, that it does break it down to, you know, the smaller geographic areas. That's probably it.

Private Sector Research Vice President: It's somewhat difficult here to divide this between the user interface, and the data itself. Alright, all I can say is in more general terms, it helps me to understand the market area, or project area that I am interested in gaining knowledge about.

Hospital Vice President: Well, for us we use it primarily to help us decide on where we're going to place new clinics and how it can best give us information to target certain consumers for healthcare services.

Television Research Director: It's timely, it's up-to-date. It gives us additional insight into trends as it relates to population and economics in our markets.

Marketing Director: That is lets me get to lower level of information.

Television Research Director: It's timely, it's up-to-date. It [also] gives us additional insight into trends as it relates to population and economics in our markets.

Civil Engineering Firm Vice President: A lot of that data really allows us to see the dynamics of the big growth here in our region, specifically when we're targeting projects for each of the communities that we work in.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find most useful about the data provided by ACS? (Among ACS Data Users Only)

Hospital Vice President: Well, for us we use it primarily to help us decide on where we're going to place new clinics and how it can best give us information to target certain consumers for healthcare services.

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

6. WHAT DO YOU FIND LEAST USEFUL ABOUT THE DATA PROVIDED BY ACS? WHAT DO YOU WISH WAS DIFFERENT? (AMONG ACS DATA USERS ONLY)

ACADEMIC / RESEARCH

Professional Academic Association: From what I understand, these are estimates and not actual census... so it's inter-year estimates. That's the one kind of question we always have about using it, is how good are the estimates? Like, how close are they? We have quite a bit of confidence in them, but when you're a scientist that's always the question when you're dealing with a sample versus census.

Education Policy Researcher: As a general comment, I'd say it was difficult to navigate the site to get to what I wanted.

Dean of Social Work: I would have liked to see a greater level of detail in the items, but that's not unlike most other large-scale, nationally representative data sources.

Professor of Geography: I don't feel as confident in understanding that from a statistical point of view. I know in general how it works but I get worried I might be placing too much or too little confidence in the numbers that I'm using because I present these numbers to other people as the numbers

Professor of Economics: Well—so, being able to know—so the thing that was really nice about the long form that is not well replicated by the ACS is that the long form gave you a much better snapshot and the ACS gives you this moving window of 5 years for a census tract, and so it would be really nice to have a – maybe a slightly larger ACS, or something done with census years to get a – to be able to get a snapshot back of neighborhood level demographics

Professor of Geography and Planning: I guess one of my concerns is that it has a smaller sample size now than it used to, and so while they've increased the...it's more up to date, the sample size is smaller, and so I have some concerns regarding generalizability

Professor of History and Social Studies: it helps me provide a context, a better picture, but it doesn't answer specific questions. It doesn't answer usually the research question I have. It helps me set up a context for it though.

ADVOCACY / COMMUNITY ASSOCIATION

Healthcare Nonprofit Outreach Director: I guess making sure that it does capture younger people and that it captures people who only have cellphones and making sure it's as representative as possible and is capturing as many people as possible.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

Immigration Policy Research Director: I wish they would release more of the file – they only release 40% of the data they collect for the public use file. They release the entire current population survey, I think they should release the entire American Community Survey. So then your data – the way the ACS the CPS is set up now, if I want to know information about 600 counties, I can do it but that is it – but I could double or triple the number of counties you can't get all the way up to over 3000 counties. I could be much more geographically specific or look at smaller groups in more statistically robust way if they would release the whole darn thing, which I assume for anonymity reasons and how paranoid the bureau has become they're just not going to do.

Nonprofit Community Engagement Director: it's missing some pieces. So the thing that can making it complicated to present is that you're using data from different years and sources, and, you know, it gets confusing for people who like things very simple.

Nonprofit Foundation Evaluation Manager: measuring more things at a more local level, or country level. I know sometimes they roll things up for three years, five years, one year; but to have a little bit more available at the county level.

Nonprofit Program Director: the census website isn't necessarily user-friendly, if you're a non-academic. So, if we were to get a report, it would be great if we were to just get an updated report, like if we pulled these numbers a year ago, as soon as you get updated numbers, if we could get that information, as well, as opposed to actively having to seek it out.

Non-Profit Government Relations: A lot of times the data we need is buried, you just have to dig for it. And it would be great just to have it up front in some of the releases.

Immigration reform research director: I think the revamping of the website that was done I think last year has made it more difficult to get the data easily. I thought the earlier website was much easier to navigate than the current one. For me, I was familiar with it, but I think to get something, if I go in there with a particular objective to find something, [the old website] was much easier for me and quicker. I could do it much more quickly, say, if I wanted to know foreign-born population in North Dakota I could more easily find it in the old site than I can ... the [newer website] to me it seems like there's a lot more steps to get to it. I mean, I haven't mastered it, but I think talking with other people, they would agree. It's more difficult to get what you want. You know, get in and out, quickly.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

Non-profit foundation low-income director: I wish it was easier to use it directly on the census side, and be able to search it and manipulate it. I wish I didn't have to rely on other intermediaries to make the data useful for me. I think it would be really helpful if the census would think through a much more user-friendly interface for ACS that would help ordinary people to ask simple questions and get simple answers to them. It's really hard to get, you know, specific use. It's really hard to even just look at general things based on different kinds of geographies, and that's why we end up subscribing to, I don't know, relatively expensive data intermediaries to help us to present and manipulate ACS data... I would say I would like to understand that incidents of housing cost burdens in a metropolitan region, or to look at the – Yeah, well, I mean something like housing costs for instance; look at the combined expenses that people might pay for housing and transportation. So look at the supply of various types of housing and how it maps out in a particular region – and that's just in the housing world. I mean it's also looking at changes in places like in metropolitan regions in terms of shifts of population over time, instances of poverty at different levels of definition of poverty based on adjusted incomes.

Non-profit job training development and research director: At times it can be a little burdensome to go through the different reports. Sometimes that's a little bit confusing. And to go back. Usually I can find data from two or three years ago, but pulling data even further from them, I've found that it usually takes me quite a bit of time.

Non-profit housing Associate Director: I don't think I've ever found it least useful. I think it's all very useful.

Foundation Director of Communications: It would be helpful if there was a bit of context provided with the data that would explain how the numbers are updated every year... because I think a lot of people understand the 10 year census, but don't understand how the community survey is developed. I think population data is often very different from what people perceive to be true, and then I also think that we'd love to see more data on not just per-capita, or per individual, but collective, when it comes to wealth in the county, and I think some of the clarification around the racial, and ethnic breakdowns, particularly when it comes to Latino communities, and how they're classified.

Senior Director for Evaluation: Well, like I said, I'm just – I'm not in love with the new interface. I think the main difference is in the old interface, you would first select which data set you were pulling from and then select which data points you wanted and now it seems backwards. You select the data points and then you get this huge list of different data sets, which just doesn't make as much sense to me but it's not a big deal. I'll work it out. I'll master it.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

Director of Policy Research Center: The method of data collection and outreach under ACS has led to significant undercounts of American Indian/Alaska Native populations, particularly our youth. And that's part of the rolling mail-out method of collecting data. The Decennial numbers were those that we could count on in a different way, because it went to one out of every two households. The ACS data is also... it doesn't collect the sort of employment information that is needed in Indian country, and it's being proposed to be used by the Department of Interior, to replace tribal counts, and we're actually right in the middle of writing up some comments on this piece. So it doesn't collect information from communities using the term "joblessness" or "employment" in ways that are useful to many tribal communities.

Foundation President and CEO: I remember we were trying to find something, and they were no longer- ACS was no longer capturing that

Comprehensive Community Action Program Assistant Director: Well when, say, for the 2010 Census, some of that data is just coming out now, and it takes a while for that data to be available for me

Food Depository Program Developer: I mean one this is like the way the tables are that the labels are kind of – can be difficult to work with... like the column header. Especially if you're working with really large data sets, they're – and different tables. So it can get kind of confusing.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: What I wish was different is that the breakdown of all of the variables as related to demographics in the housing industry was done based on income percentages. So that you could tell what the demographics of a population below a certain income level are.

Planning Manager: One thing that I would like – if you were to ask me if I have a clear understanding of how [those] numbers are calculated, I wouldn't.

Sheriff: I think that people need to be able to find that information easier... But when you go to their site, you're able to get US Census data but it's harder to manage and it's not one of those things where you go on the website and you can just click right on something and find it. You have to do some searching so I think the access is tougher that way. If it was easier to find and look at quickly, I think that would help with all groups probably.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

County Community Development Manager: Well, right not we've got, you know, infant mortality, and low birth rate and fertility and stuff; but what we don't have is things like insurance rates. Those were there briefly before the change in the American Community Survey. And the one-year estimates we used to have, the rates of insured, uninsured, underinsured – we don't have access to those anymore. So, you know, I'd love to be able to see insured rates,... healthcare data that comes out of organizations like Vital Health Statistics and stuff. It would be great if we could have that in the American Community Survey.

City Economic Development Coordinator: Well one thing that I didn't – in our area—I think this is right, I can't remember—in the white or Caucasian bucket is also Hispanic because I think that's considered a – I can't remember the term, but its lumped in the same bucket, and we would typically look at Hispanic population and demographics separately from Caucasian, African American, and Asian, and basically everything else. Because it's all in that same bucket, it's difficult to pull that data out—or I believe that's what was kind of holding me up. We really needed to look at the Hispanic portion of our area, and yet it was all lumped in with white Caucasian.

STATE/LOCAL GOVERNMENT SECTOR- I mean it's not... it's limited in the sense that if people don't, like, take the surveys, you don't get a broad spectrum, or accurate data as you'd like.

Metropolitan Economic Development Director: I wish I had a better feeling for the accuracy of the data... the problem is we just can't as users in the world, we can't know all the work that goes into how those numbers are produced. So that – at least with the census I knew, I pretty much knew how it was done, and so I could live with the margin of errors. If you look at some of the margin of errors in data that goes along with some of the ACS numbers, you'll see some pretty big swings in terms of, you know, margin of error.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: I think it just requires more training. You know, this is what the Census Bureau can and should continue to do is provide training for data users, especially new ones and especially people in Indian country that don't know how to access it or get intimidated by the size of the American Fact Finder site and the different directions it can take you. It's like peeling away layers of an onion. You just keep seeing more and more.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you find least useful about the data provided by ACS? What do you wish was different? (Among ACS Data Users Only)

Program Director for Upper Midwest Tribe: We've been targeted as a tribal nation before, but we really don't get any specific feedback. I always like to know when I'm speaking with Census people. They understand the sovereignty issues and that we are an independent nation, but we do not receive back, to my knowledge, a sub-set tribal demographic. It would be interesting to see... There are twelve tribes in Michigan. I would like to see comparative statistics; I think that would be extremely interesting. They're probably out there. I would probably have to know how to extract them, but I don't and it would be nice if there was some type of solicitation that... "Here you go, department heads. Thank you for all your cooperation. Here is a summary of tribal findings in the state of Michigan."

PRIVATE SECTOR BUSINESS

President Direct Mail Company: I think it's the format. I'm not really the IT guy, so I'm not an expert to tell you that. I just know it's massive and it needs to be manipulated. And it takes a pretty sophisticated set of tools.

Marketing Manager: ... It's sometimes hard to get, you know, find the information that you're looking for. [I wish it was] something more intuitive of how you find the information. It's very nice that it is active and you can pull queries that you're looking for specifically but sometimes it's hard to find the specific data set that you're looking for. We have smaller municipalities in the area. It would be nice to be able to break those out. Some of it does but some of it doesn't always, so it would be nice to be able to look at those individually.

Private Sector Research Vice President: I am familiar with it. I'm still, I would say struggling a little bit with it, as I'm such an old dog, I'm well anchored in the old, dusty, old census data, and as I had established certain patterns of the usage of the data, especially census tract, and census block level, I am still trying to best understand how to use the ACS when I'm dealing with these micro levels, because of their need to combine multiple years of ACS to tease out information at certain micro levels, while they have macro levels with sufficient information with a single year of ACS data... [The issue is] primarily the interface, and maybe I need additional education, and knowledge on how to use the multi-year ACS to most constructively provide me the information that I'm looking for.

Television Research Director: Well, I wish the website was easier to use. Well, you know, it changed recently, and I was just not familiar with it

*What would you say are the best ways to engage with members of the communities you work with?
(Among High-Interest Community Organizations Only)*

7. WHAT WOULD YOU SAY ARE THE BEST WAYS TO ENGAGE WITH MEMBERS OF THE COMMUNITIES YOU WORK WITH? (AMONG HIGH-INTEREST COMMUNITY ORGANIZATIONS ONLY)

ACADEMIC / RESEARCH

Professional Academic Association: draw specific examples about how a school in their area received extra funding because the data was... there was local community change, and data was updated, and they were able to go ahead and get more federal funding for their school, perhaps, instead of having to wait ten years for getting an increase. These real stories I think are very compelling to people. ... Having some kind of story – whenever we do any kind of thing like that, we try to think about the local context or the regional context and try to speak about what people care about there.

Professor of Sociology: I would think that showing these groups how the data might be useful to them in, I don't know, community discussions or something like that.

Dean of Social Work: I think certainly working through trusted community leaders and organizations, and so I think that varies by target group. In some communities, I think faith organizations are absolutely essential. I think others, there are social and civic organizations that are particularly influential in the lives of individuals.

Professor of Sociology: We just need to know numbers and have data available for those who are trying to provide and do things for the country, from the neighborhood and community level all the way to the federal level. I do think that it would have to start with the younger generation and it would have to come some way through mass media where the message goes out that to empower you, you have to vote and you have to be a part of the Census. You have to be counted

Professor of History: I think the obvious would be civic leaders who speak for those communities. I think it's a question of trust generally in our society, and particularly minority groups have uncomfortable feeling that the inquiry is going to be a preface to some kind of law enforcement effort. So you need civic leaders to offer the assurance that it's not about invading their privacy, or tracking them down. It is really about learning more about the community.

Professor of Sociology: If you want to increase participation in those “between year” surveys, perhaps a message about, “Make a difference in how your tax dollars are spent. Bring more money to your city.”

Professor of Sociology: you don't have to talk to every individual, you have to talk to the leader of a group, whether its informal, or formal. If you can get the trust of somebody they trust, they're in. To do that there should be a face to face of some kind even if its minimal.

Appendix D: Key Informant Interviews—Insightful Quotes

*What would you say are the best ways to engage with members of the communities you work with?
(Among High-Interest Community Organizations Only)*

Professor of Geography: The Census Bureau works really closely with the locals in terms of addressing and mapping and so on and maybe that model could be applied to the idea of getting a better return or having people trust things a bit more. The trouble is, I don't know... That's something that you can't really measure the effectiveness of it, I don't think... or it might not work. I don't know but it seems to me there might be a way of reaching out through local officials to raise the awareness of those things

Professor of Economics: I would let them know a lot of the investment in their communities is determined by an accurate data collection from the surveys, and number two, let them know that if they don't respond, someone is going to come knocking on their door and ask them in person.

Professor of Geography: if the Census Bureau could somehow send texts in addition to some of these other things, and old media, old advertising media like billboards, to legitimize this so people don't think the ACS is... someone is trying to get my data for nefarious purposes or this is a scam.

Professor of Geography and Planning: I particularly work with low income and minority communities who are particularly suspicious of the government, so this is one thing that I think the Census lost in getting rid of the long form, because when they using the long form Census, it was part of the Census, and so it had a legitimacy that possibly the ACS does not, and so I'm not really sure how to accomplish that except to maybe tie...definitely tie the ACS back within the Census

Professor of History and Social Studies: I know that you do this already, but to impress upon – well first of all there is the issue of is it legitimate in privacy and I think people are just scared to divulge any personal information, and of course there is a large growing culture of people who don't trust the government no matter what's going on – for whatever reason think it is part of a world conspiracy. I guess they don't understand the benefit of it. That the outcome is pretty critical to their – not only just distribution of funds, but also government policies

ADVOCACY / COMMUNITY ASSOCIATION

Non-Profit Government Relations Director: direct involvement by the leaders in these various – of these various groups has really been, we found, the most effective way to work with them and to help us become more aware or more sensitive to their needs and concerns.

Nonprofit Community Engagement Director: I think that the communication would have to come from folks that are providing services to them. So, for example, all communities have some kind of crisis assistance – typically, a ministry. And if folks that they trusted could kind of endorse that you need-- that it's helpful if you participate in this because it helps the government kind of direct resources, I think that that would help people feel some comfort.

Appendix D: Key Informant Interviews—Insightful Quotes

*What would you say are the best ways to engage with members of the communities you work with?
(Among High-Interest Community Organizations Only)*

Nonprofit Research Director: We have a lot of partnerships developed with local community-based organizations, and then with our community college partners. So if you're inside those people, you use either mass communication efforts to an already-established network for those organizations; or they'll do fliering and other types of outreach to the communities where those groups serve.

Healthcare Nonprofit Outreach Director: Truthfully, what tends to work at getting people is showing up at their door and/or calling them on the phone one by one—which is the most expensive option.

Nonprofit Real Estate Development Director: You have to give it a good, you know, "This is the reason, the importance of filling it out," as well, not just that it's coming. That's actually something that I've – we've been thinking about on different scales, different levels, or different ways of reaching out to our population in the work that we do. I think it would very much apply to the ACS survey, as well.

Nonprofit Program Director: From the standpoint of targeting an older population, or low-income population, I would suggest partnering with community service providers, automatic offices who's partnered with them; churches are still- especially in the African-American community, churches are huge. Our specific community has a lot of churches, and many of them are well-attended both by people that live in the community, and people that have grown, and left the community, but they still come back to these churches.

Non-Profit President For us, it has been the radio. It has been that exposure to radio in different ways. Low income, depending upon the station, it's typically geared toward kind of the ethnic populations. For instance, gearing towards African-American radio stations and then the Spanish language radio stations.

Immigration reform research director: It's difficult for people, if they're in a particular situation, to understand the trends. So I think for us, it's to explain to them that, you know, the situation you're in, be it unemployment or earnings or what have you, you know, here are some national trends. There may be even trends within your local area. So that it helps them to put their individual self into a larger picture. I think that's how we communicate -- to use the data to find all these numbers, but here's what it really means, in your area, or nationwide, or here's a trend over time. So I think that's been the way we've used it best.

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Non-profit foundation low-income director: Particularly [for] the low income, and the minority, and the, like, recent immigrants ... we found that, whatever you want to call it, “old school media” works very well. Like radio is very good for getting messages out to that audience. And less so higher tech communications through the internet, because as you probably already know, there’s quite a profound digital divide that limits access to lots of those folks to that kind of messages. So I would say radio, and even billboards are very helpful. And also direct messaging through, whatever, community meetings and other things is also very helpful... especially if they can do it through trusted third parties... like community organizers and others so that – especially with the ethnic community working through community organizing intermediaries like the National Council of La Raza, or The Urban League, or other folks who have legitimacy in those communities.

Director of Center for Workforce Studies: Well, I guess providing information to social workers, and then they can help pass the information onto the people that they work with.

Vice President of Programming for Grantmaking Foundation: That would be on the ground. Phone calls will not work. You need to be in community centers, in libraries, in places where you can speak to people.

Senior Director for Evaluation: For us it would be to go through our affiliate organizations, the multi-service organizations I mentioned, so you know, if we received information here, we would have to get it out to those organizations in order for it to get through to communities, to the actual people who will be receiving the survey.

Director of Policy Research Center: Investing in local people and those who have familiarity with tribal communities and tribal outreach. Really the on-the-ground, face-to-face liaisons and people, and as much ahead of the Census, the Decennial, as would be possible. And certainly with the ACS, since it is rolling, I know that mail administration, through the mail, is used. However, there continue to be challenges with mail delivery and access to U.S. Postal Service facilities in Indian country. We just received a notice from the postmaster general talking about potential closures of the limited number that exist in tribal communities. So mail administration shouldn’t be the only method of collecting information. You really need some local, on-the-ground liaisons and organizations to reach out.

Community Action Executive Director: We also work together with a large network of providers that come together and thereby multiplying, you know, our effectiveness by trying to get the word out when certain things are available .

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Foundation President and CEO: Part of that is having a history of programs that make a difference, and where folks can trust you, but secondly, we also- a second component is, we do community engagement, so we engage with residents in neighborhoods, and in our rental housing programs, etc, and we do some leadership development training, and so that's important, secondly, and then thirdly, much of the work that we do as a community development organization is comprehensive, multi-sector collaborations

Foundation for Public Health Director: There might be a way of getting representative focus groups to participate that we could get snapshots of America that might not come from just sending out surveys or kind of passive responses. I don't know if the federal government has a lot at its disposal – maybe some sort of vouchers for something, especially for low-income families.

STATE / LOCAL GOVERNMENT

Municipal Planning and Economic Development Director: Working in city government, there's the perception that any data captured is going to be used to our benefit and not so much theirs... If I can get an advocate in the community, sort of a civic leader to kind of dispel some of the myths, the data is typically more forthcoming than us just saying, "Here, please respond to these questions."

Community Development Director: Partnership. If we knew that the Census Bureau was sending this out then we could also help advertise for them and let people know that this is a survey, because this is one of our biggest issues with the last ten year census they did. Based on the census information that was submitted, we know it's not accurate and when we spoke to different residents and did our own survey to figure out why our numbers were not the way they should've been, we found out a lot has to do because of a very high non-English speaking community as well as a very high ethnic community. A lot of them were afraid to fill that form out. They weren't sure if someone was going to come after them from completing that form and I think the partnership [would be beneficial]. We would definitely – if someone contacted us, we would definitely help in promoting it to let people know, "Fill this out," or, "Come in and we can help you show you what you need to do," or just something so the community is at ease, not feeling like the government's after them somehow... and I know for sure when the next ten year census comes – and we know that's coming – we ourselves will take on that more proactive role because not having that accurate information hurts our funding levels tremendously, so we definitely would want to do our part to make sure, so that would be a big thing, I think. I think if you have the partnership of your local community that's out there also advocating for the people to submit this information that would help a lot.

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Municipal Planning Manager: We do it through churches; social service agencies; housing authority; schools to some extent, like through PTA kinds of things where you have parental involvement; those seem to be effective, because we do have a very high rate of returns [on our surveys]

Director of Planning, State Housing Finance Agency,: Like using people who are already a part of the community, they might be community leaders that they identify with and then that person, they'll listen to them – probably substantially more than they would an anonymous but well-meaning individual from the Census Department

Major City Fire Department Director of Research: In low-income communities, canvassing in person is about all that works. You have to make sure the awareness that the importance of the data, that it has a direct impact on their lives, is articulated clearly.

City Economic Development Coordinator: Well I think—and I'm speaking a little bit off the cuff—but I think in our area—and I don't know if this is true or not, but there is a perception that the census is only counting a fraction of Hispanic population that's actually present. I mean, you know, immigration, and what kind of legal status are you in, and if you come into my house and someone sees 14 children, am I going to get reported to child protective services? So some of that—to really get an accurate count—it's literally going to be knocking on doors. Sending somebody a letter even with the Census Bureau logo I don't think is going to get an accurate count or get someone to really complete the survey. It's almost going to have to be face-to-face meeting, especially with families that are living in poverty. There's always a question that, yeah, we see the census data, but how much are we underestimating our in poverty population because they are relatively transient, they're relatively difficult to get a hold of, and even when you do find folks in that kind of situation, they're hesitant to talk to anybody that represents the government.

Municipal Planning Director - I would say probably get – the closest communities to them would be maybe their city hall, or a non-profit organization that they have access – because if they're low income, they're usually going through family central, those organizations that help them to, you know, somehow survive daily. So providing food, whether it's food banks. So if you can get them involved to get the word out that you're doing a survey, then you might get a better response.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Certainly word of mouth... A community leader who can demonstrate that he or she is, you know, a key stakeholder in this, the use of this data for the betterment of the community. That would be the best voice of recommendation or endorsement followed by a public relations campaign to make people aware that the ACS is an ongoing thing and that it is valuable and is an enhancement to the Decennial Census. I think a lot of people don't

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understand that... I'm saying that a community leader needs to endorse the ACS and tell the community members to answer the survey, that it is legitimate, that it is helpful, and that the community benefits from the data that comes from the ACS.

Chairperson, Western State Tribe: We do that through general meetings. Gather people together, and we also provide newsletters.

President Southern Tribe: Community newsletter and because we are so close, you know there is a – a local newspaper to the South of us, and another to the West of us. As far as that goes we could post some, notify us and we could post something around our community to let them know.... [email is probably not a very effective way.] unless you're, unless you work within the community here. Most people don't have internet access.. [it doesn't matter the type of person who would come out]. Black or white would work, you know, but they would be more responsive to a native, you know.

Alaska Tribal Administrator: Probably through meetings. I think it would be better for somebody locally, that people know [rather than someone from outside]. [email] would probably work. Quite a few people have access to the internet. usually face-to-face [works best]. Meetings, and we go on out and we do our own-- if we have surveys, we do them ourselves.

Program Director for Upper Midwest Tribe: We did the last two Censuses. We did have an outreach participant who came and... sort of a rally. They were from Detroit and they said they would have some funding to conduct a lunch, some type of outreach to bring in participants because typically they had a low participation rate. So they actually had a specific program that they came [the person who did this was not native but] I think you could recruit directly from the tribe and then train that person. That person would come back to the tribe with training and... We're, to a degree, a close community and if it was developed from within that would be useful.... Let's say cooperative outreach. If the federal liaison could energize someone through a small training program and then come back with that person, I think that would give it much more credibility and participation.

PRIVATE SECTOR BUSINESS

President Direct Mail Company: I would look for community leaders in those organizations that are most effective and active within those communities, to engage with those leaders on how they could provide some assistance in terms of bringing credibility to this American Community Survey

Healthcare Marketing Director: I would say that they need to have a trusted source to tell them about it. And for instance we do some outreach with a nursing program that goes out to churches and talk with the churches. Maybe through the principals, we work with the high school students. We have a training program for high school students. That is a useful way to go about it. But I do think it is important that somebody they have confidence in tells them that something is viable, because you

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know, reaching people through television and radio or social media or online media can help them, but I think the most effective way is when you talk to them.

Healthcare Public Relations Manager in Indian Territory: It's really hard to get anybody to participate in anything like that. So... offer food or [to reach Native Americans], advertise in their native paper.

Healthcare Marketing Director: To get leaders of different communities, be that African American...be that low-income, that maybe have a voice within those communities to help communicate our message, so that message isn't coming directly from the hospital. It's coming from people that are on the grounds that actually live and work and play with those people. They understand how they operate, but again, it happens on an individual basis. A survey in the mail isn't something that would be a high priority from those people unless it would be addressed from or a message given by somebody that they're familiar with and trust.

Television Chief Research Officer: We are a media organization so we count a lot on public service announcements on the media, and we provide organizations with access to public service announcements. We also track the performances of the public service announcements, and we know they are highly effective, particularly in dealing with low economic groups, and various ethnic minorities, and also specifically targeted people in terms of seniors and the elderly.

Marketing Manager: Promotion of the ACS and then probably some grassroots type of efforts.

Marketing Executive: Yeah, well I mean we make phone calls. I mean I feel like we have a pretty high contact rate. And I know me personally, if I receive something in the mail that's unwarranted or unsolicited, I would probably think it's spam. Especially if it comes from American Community Survey.

Hospital Vice President: For engagement, probably the best thing is partnerships with community agencies, other non-profits that tend to be able to bring folks together. It could be anything from the a Development Coalition here in our region to a church organization to a rotary club...any of those kinds of organizations.

Consumer research executive: Working through a social organization that they would be affiliated with or participate in or know people that are. And somewhat related to that is also directing efforts to get to these communities by using people like themselves... Meaning people of that same ethnic group... to decrease any element of distrust or uncertainty.

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Television Research Director: Well, I'm going to be partial here. Obviously, I mean, we are a television company. And uh everything, you know, we see is that television is the way to reach the masses... That's what every research shows. People are spending more and more time with television. Even those groups which you mentioned typically watch television more than, say, more affluent groups. Second, I would have to say community outreach... non-profit agencies which are in those communities. Churches. Any organization, again, that offers aid to lower-income [families].

What type of outreach and communications from the Census Bureau do you think would work best to reach members of your community to fill out a survey? (Among High-Interest Community Organizations Only)

8. WHAT TYPE OF OUTREACH AND COMMUNICATIONS FROM THE CENSUS BUREAU DO YOU THINK WOULD WORK BEST TO REACH MEMBERS OF YOUR COMMUNITY TO FILL OUT A SURVEY? (AMONG HIGH-INTEREST COMMUNITY ORGANIZATIONS ONLY)

ACADEMIC / RESEARCH

Professional Academic Association: The stories. Definitely stories, narratives. And then some overall statistics of course, like big numbers, like on a national scale what impact that has had, to be able to do that data year to year. And then something to bring it home at the same time.

Director Academic Association: They're community-based institutions that may be faith-based institutions that may be schools or cultural centers or, in some cases, sort of social service delivery entities that have gained the trust and confidence of people in the kinds of communities you mention, and I think that they are important to engage in promoting participation.

Education Policy Researcher: Using social media to identify and work with people who are respected in communities to amplify how they can be useful.

Professor of Sociology: I just think that folks need to be a stakeholder in it – they need to see what's the benefit to them to be involved. Going to leaders of a community and then getting them to buy in and then you have insiders who can help.

Dean of Social Work: I think to the extent possible, having members of the target community themselves doing face-to-face outreach is, for many of these groups, the most effective strategy. I think web-based strategies are not typically very effective with some of the group you're mentioning.

Professor of History: I think it would be similar to the kind of language that's used on decennial basis to get cooperation with the census. Civic pride, speaking for your community, emphasizing that the lion's share of federal and state funds are allocated based on this kind of information, so it serves the community if you have a voice

Professor of Sociology: maybe from ethnic group organizations that have mailing lists, list serves, reaching out to folks in their community where there's already trust built.

Professor of Sociology: you would try to figure out a way to determine who the most influential people in any group is, whether it's a neighborhood, or especially some kind of community organization, and [build a personal relationship].

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Professor of Geography: Let's say a township newsletter goes out and it would say, "Well, the American Community Survey, you can expect it in your mailbox. It looks like this. The return address is this and if it doesn't look like that, then you can be worried but this is what it looks like," or, "There's some hallmarks of it that you should expect to see and if you don't see these then it's not genuine."

Professor of Geography: I think people are more likely to participate, and I know I myself would be more likely to participate, if I was guaranteed that this was legitimate. I think that you have to work on that, on the legitimacy, because people are... They'll say anything... They'll put all kinds of personal information on Facebook, but they're doing it themselves. It's different when someone else comes and wants your information.

Professor of Geography and Planning: one thing I think has not been explored is email and web-based data collection, and I think part of that is there's been a hesitance to do that because there's not great coverage as far as web access, especially for communities of color, but there's been a lot of advancement in that realm. The coverage is getting better and better every day, and I think if by working with community groups and public libraries and other sort of access points, I think it would be possible to get that data from the web.

Professor of History and Social Studies: people that other people trust, not necessarily celebrities but people who would be sort of like an advertising champion sort of thing. I participate in the ACS it's my privilege. This helps for better representation in my district. This helps for better funding. We don't want the money to go to waste. Something like that – that really gets right at the basics

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Nonprofit Research Director: advertising, working with community leaders is an important way of improving responses. I'm trying to give the people – that it is important to train Census Bureau employees to do a lot of the knocking on door when people don't respond.

Nonprofit Community Engagement Director: Just even the familiarity that you see things in schools, or flyers, and community spaces, you know, I think that people just-- There's just no awareness that this happens more than every 10 years, so.... And I think that's really the battle, is just to make that clear.

Nonprofit Real Estate Development Director: Radio I think is probably I would say the number one, although like I said, I would include and put out there social media as like a number two... It's connecting with community organizations who can then get that word out, you know, and say, you know – like sending a post to the community organizations who hopefully are connected to the ACS

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site and then that's how – then those messages could then be passed on directly to the communities that we serve.

Foundation Grant Manager: I think if you have someone represented—a representative that may travel or go around as opposed to just having a PSA, or a radio spot, or a call—actually having a live person, or physical person to communicate about the survey that could offer feedback for any questions that our constituents or the communities may have.

Housing Non-profit chair: I think that if you look at reaching out to all tribal council presidents; regional corporations, regional housing authority; village council offices, I think that that would give you a good mixture of leadership to represent their areas.

Non-Profit Director: Reach low-income demographics through calling mobile phones, text messaging, or direct mail.

Non-Profit President The door-to-door, or to go where they're at, to go where many large numbers are already that already have kind of that safe place...A lot of the population that we serve, due to a number of reasons, have fear for whatever it is. We don't typically talk about status with folks, but we do know that if there is some... We're talking legal status, we're talking mixed status homes, so a lot of it is fear for them, fear for their families. Because some of them already have trust in us or trust in a place where they're getting some services,

Low-income assistance planning director: Spanish-speaking TV stations and radio stations. Working with individual programs with small groups.

Immigration reform research director: Explain to them how important it is that the information is used for not just, you know, apportioning, but also the allocation of funds. Of federal funds.

Non-profit foundation low-income director: outreach through radio ads, and probably direct outreach through kind of the trusted sort of parties, like these national organizing networks.

Non-profit housing Associate Director: Well one issue is we have a lot of Chinese speakers, and also a lot of the elderly Chinese are illiterate; so realizing that not everyone can read is a big issues. And if the Census has a way to do direct outreach – I know that's really expensive and cumbersome, but especially in neighborhoods where there are language barriers, or age barriers, or whatever, doing actual personal outreach.

Director of Center for Workforce Studies: I think an organized partnership would work well for us. It would be – We've done this in the past; but if we had an ongoing relationship when, you know, the

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community survey was going out, we could alert different segments of our organization to enlist the support of members in the outreach.

Foundation Director of Communications: I think direct e-mail, linking to online surveys, protected online surveys, and I think... I think maybe Facebook, an invitation shared via Facebook.

Director of Policy Research Center: Much personal face-to-face outreach, but I think also investing in more long-term investments in census administration, so it's not just a one-off every ten years or every three to five years, because there can be a lot of distrust with people just showing up in a community to collect information, certainly from the government. These are people that are in the community more regularly, who can have a more long-term relationship with the census about data and data management, in addition to census administration – I think that would increase the trust and show that demographic data is important. But I think the other piece is continuing to invest in the census information centers because we do provide that more ongoing support around data and data engagement between census administrations.

Community Action Executive Director: It would need to be made available in English and Spanish. Maybe some sort of flier that lets them know just what you said a few minutes ago: "This is part of the ongoing efforts by the Census Bureau and nothing to be worried or afraid of. Just answer the survey and it helps us all serve better."

Comprehensive Community Action Program Assistant Director: well if they go to agencies like us, we're a Community Action Agency, and there's about a thousand of us nationwide that they could partner with us to reach that population, because we all-- our mission is to serve low-income people.

Food Depository Program Developer: Public access so that people know what it is, and we're having it so that, like, you get – if you phone it in, like, you get a five-dollar coupon off somewhere

Nonprofit Hunger Program Senior Vice President of Government Relations: -- I think making it easy and quick and intuitive, probably a short, very short, targeted survey would be the best.

STATE / LOCAL GOVERNMENT

Major City Fire Department Director of Research: Canvassing is about all that works. In-person contact is important. Another piece of mail, even from the Census Bureau, won't have the same impact as a live person at the door.

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Housing Finance Corporation Executive Manager: [What other means of communicating would work to fill out the survey?] Well, again, it would have to be, say a tribal member has been contacted by the US census, and the problem is, in villages, or in communities, small communities across the state, is that the phone service is not always reliable.

Community Development Director: Well, an email or a letter to us letting us know what's happening so we could – And then, you know, whatever your promotional – Giving us your promotional information so we could also use it and put it in our – Because we, you know, like for our – A lot of communities send out local newsletters and does press releases and so forth but we would also do that. We'd put it on our website. We'd put it on our Facebook page. We'd try to make it as known as possible to the people itself. The most important thing is making sure it's in the different languages so they can read it because if it's not in the different languages then it will definitely get tossed because they don't understand it, and it's got to be in such a way where it's very reader-friendly and it's not – You can't have all the legal mumbo-jumbo in there that people just stop reading. It has to be simple.

Municipal Planning and Economic Development Director: The I'm going to slip this into your utility bill. Please respond. It's bull. Let's be honest. If somebody feels that they can get five bucks out of responding to a survey or a gift card, that always seems to get a response, even if it might not be a legitimate response. That has typically elicited a response. But I don't know if it's a of the questions, because people tend to just put a name down and just get what they can get.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: But people won't respond until a trusted community member and/or community leader endorses this. It's kind of like the Decennial Census. You get the word out, you make people aware first, you tell them it's important, and it's not just the government agent standing in front of people saying it's important. It's their tribal – Yeah, it's their tribal community leader, a trusted voice, that says, "I want you to participate in this survey. You're going to get a phone call. You're going to get a letter or you go on this website, fill it out, and help out the Census Bureau by filling out the survey because we, our community, will benefit from your participation."

Executive Director, Midwest Tribe: They might think it's a solicitor or some prank call or that kind of thing, even though it's legit

Chairperson, Western State Tribe: I notice that's the only government agency that don't do that. There's no government-to-government. We've stressed that to the Census Bureau time and time,

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that it takes a member of a tribe to go get the Census... the President of the United States said, he signed an executive order to all federal governments that there should be a government-to-government relationship. And the Census Bureau doesn't do government-to-government. They just have one gathering per year and that's it.

Alaska Tribal Administrator: I think the best is one-on-one. I think most of them would throw it [something sent by mail] away.

Program Director for Upper Midwest Tribe: We're very community-oriented. If during one of these outreach sessions we could actually ask the community, but I think actually filling it out en masse rather than just having it dropped off at their homes or mailed to their homes... If there were a couple sessions where they could be filled out as the community, I don't know if that's something even viable... We often get the community together through some cultural or food activity, so I would think that would also be successful for Census gatherers... I don't think that [internet/electronic outreach] would be helpful. Electronic would probably only reach a sub-sect of the population.

Senior Leadership of Federal Reservation: A lot of times phones aren't available in the areas that [the Census has] reached. Probably a different approach to the mail-outs that are going out, maybe explaining about the surveys; that's the only way, because [tribal members] think they're scams. To explain that it isn't a scam, and that it is a legitimate document... Generally when we have an item that's higher priority-level then we include it at our community meetings.

PRIVATE SECTOR BUSINESS

President Direct Mail Company: Online it's getting challenging because 30% or 40% of the population now is accessing the internet through a smartphone, and that brings its own challenges in terms of interaction and engagement. Telephone – well then obviously you guys would be exempt from the “do not call” regulations, but there's even a growing population that's clipping the wires, so you're going to miss 25% or 30% of the population if you just try to reach everybody through their land lines. Direct mail can be effective. If you gave them some sort of reward and obviously how it's going to benefit them, it's really a win-win. “What's in it for me?” – that's what everybody wants to know.

Healthcare Public Relations Manager in Indian Territory : Like, fill it out, and you'll be entered into a drawing to win something kind of thing. Like, what's in it for them?

Private Sector Research Vice President: Now we're getting into marketing. The communications outreach would probably take some kind of educational advertising campaign to the households,

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just to explain that you *do* have this ongoing need for data collection, that you're only talking to the statistical sample of households within the US, and that you're willing to pay them to participate.

Healthcare Marketing Director: go through social media and through the public and going out to – having somebody putting boots on the ground talking to groups. We have rotary clubs, we have a lot of different groups that would meet and that would be a good topic to raise with them.

Hospital Administrator: I think through direct mailing, and I think also a piece that would be important to have in the message is how their data will be utilized. I think, um, we've had some people in the past that have been concerned that their information would not necessarily be kept confidential.

Land and Leasing Director: All fall we have a festival every weekend. You can have people set up booths in those festivals, and people come by. They're always looking for freebies

Hospital Vice President: Certainly through some of our educational facilities here, universities that we have here, they tend to have a good pulse for working with those different coalition groups and whatnot. I think that the Universities certainly serve a big piece, along with the churches.

Banking executive: Good luck with that one. Trying to get people to understand that something is legitimate is hard in this day and time when you are taught to question everything. I mean, even from my perspective, I would be likely to throw something like that away unless I felt confident that it was legitimate...and I think it would come better as an introduction from someone that's already within the group established. I can tell you email would be dead last to get any participation that would be honest and worthwhile. I mean I would delete that as spam immediately, and I'm not in any of those protected classes.

Television Research Director: Television. I would say social media, which continues to grow. Facebook, of course, is far and away number one. But I wouldn't want to limit it to just that, because of-- there are niche social medias that, you know, are growing, which may appeal to those group

Civil Engineering Firm Vice President: I would say a little bit of media, and mailers, and maybe some literature targeting the schools, so schools can send those out with students and educating the kids to educate the parents.

What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS? (Among High-Interest Community Organizations Only)

9. WHAT MESSAGES OR KEY POINTS DO YOU THINK WOULD BE MOST EFFECTIVE TO MOTIVATE MEMBERS OF YOUR COMMUNITY TO PARTICIPATE IN THE ACS? (AMONG HIGH-INTEREST COMMUNITY ORGANIZATIONS ONLY)

ACADEMIC / RESEARCH

Professional Academic Association: I do think that things like jobs, schools – those are things that are really important to everybody, of course, but especially if you're disadvantaged or marginalized in some way.

Director Academic Association: I think that the message that you used in your description is what resonates most, is that complete and accurate data from this survey helps the community...something you had said earlier is that these data help the community by deciding how a whole bunch of federal investments are spent each year – facilities and services.

Education Policy Researcher: I think, talking about the way that resources are allocated to schools and how the reporting and accuracy of the sampling affect that.

Dean of Social Work: On the other hand, providing concrete examples of how those resource allocations have played out in the very local community, I think could be motivating, but I don't think that those aggregate statements are for most people... But making it more concrete to the specific local environment is really important.

Professor of History: civic leaders are very important, but I also think the administrators of agencies that are dependent on federal funds have to be made aware that there is an ongoing role in the Census Department, and often its social welfare agencies that have direct contact with the communities that the Census Department wants to have access to their opinions.

Professor of Sociology: I think to somehow to prove to them or get them to understand that in no way will them participating in the survey come back on them. And that's hard to do because people are pretty—right now, to a degree they've always been, but it seems like in our current culture environment people are pretty hesitant

Professor of Geography: since everybody understands how the programs are funded on the basis of population, I think that's where that description of the American Community Survey probably works well and it underscores how this is used to allocate funds. I think that's just the way you have to go.

Professor of Geography and Planning: I think you need to sell the research as beneficial to that community, and so doing things like increasing funding for local schools. If you can get an accurate

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count of children under five in this neighborhood, maybe they'll get more funding. And so...but I think that would have to be relatively nuanced depending on the makeup of the community

ADVOCACY / COMMUNITY ASSOCIATION

Healthcare Nonprofit Outreach Director: The things that we have found motivate people are if you can connect it to how it's important to their family or their community. If you can make the message such that: "Fill out this survey because it's going to help our children," or somehow making the message around family and community seems to resonate the best, and people are more willing to do things.

Immigration Nonprofit Research Director: Confidentiality, assurance that it is not going to be used in immigration enforcement, so they're really important messages. It is always better received if it's somebody who speaks the native language as a native.

Nonprofit Community Engagement Director: You know, again, the way we do it is that we appeal that you'd matter, it *matters* that people understand what your situation is. And so of course we're trying to make sure that they're, you know, they feel like people need to understand that they're in a *bad* situation, but that isn't necessarily the case for everybody. So I think you could still appeal to the fact that, you know, we need to understand your place in the community, your life in the community

Nonprofit Foundation Evaluation Manager: I think if you could link it to helping the community, and how it benefits the local community – that would help.

Nonprofit Real Estate Development Director: All of this helps the local jurisdictions and states and things to really get a better picture and more accurate picture of where the funds should be going and somehow connect, making that message clear. It's like, "This is why you're doing it, because it affects the level of services you're going to get and the level of money that the city will be able to allocate to the things that you're concerned about."

Nonprofit Research Director: I think by helping them understand that their response to surveys can help bring needed resources to their communities is probably one of the more effective strategies you could take.

Foundation Grant Manager: Highlighting the benefits of sharing the information and having that information goes in our roles up in to the larger picture of how monetarily and in other ways the communities are best served when they are a part of the survey—when they are counted.

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Non-Profit President For the Census? It's basically their whole piece about this being anonymous, this being... well, not anonymous, but you're counting to better serve a community. So, the value it is to fill this out, number one. To be counted and why it's important to be counted, but also not to fear. I mean, you do have a population who doesn't know where the information is going and might feel like, "Okay I've got someone in my family or in the household..." – and I don't know how you typically count that. When you're counting households, are you counting everyone in the household regardless of status?

Low-income assistance planning director: They should be trying to get information out so local leaders can identify their needs, and develop needed policies and programs.

Immigration reform research director: The importance of having that data collected regularly. Particularly in the field for education, public education. It's hard to plan ahead if you don't know how many kids are going to be enrolled that year. So, that leads to things such as overcrowding, and lack of resources, and budget deficit.

Non-profit foundation low-income director: I think there are two. One is that it's safe to participate; that there will be no possible kind of negative impacts of actually participating. And this is particularly true among the recent immigrants, and particularly undocumented immigrants who would feel potentially exposed by participation. And then the other is that there is really tangible benefits from participating, because more accurate counts might lead to better delivery of public resources through formula funding. And then so one of the things that probably escapes a lot of people is how much funding is actually delivered through formula, and what formula funding even means... A lot of people don't know that a significant portion of the federal budget is actually allocated out according to formulas that are based on local population size. And so not being counted is very important via whatever the delivery of all sorts of those public benefits... the transfer payments.

Non-profit job training development and research director: I think linking information from the ACS to policy, and having more accurate information based on filling out the survey will mean that policymakers have better information about economic issues, demographics, so that way public funding can be better allocated, based on better survey information.

Non-profit housing Associate Director: I think showing them how the data is used to influence policy, or how the data could be used to influence policy, and to bring more resources to their community.

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Director of Center for Workforce Studies: An articulation of the benefits of participation. How resources can be redistributed, or allocated. A very clear articulation of benefits would help.

Vice President of Programming for Grantmaking Foundation: Giving them an incentive, wherever that could be, and ensuring confidentiality.

Foundation Director of Communications: I think connecting it to resources, the allocation of resources, and I think also connecting it to surprising information, learning more about their community, if they don't know, and also being able to chart changes over time in a community with solid data, and not just intuition, or perception.

Senior Director for Evaluation: Well, again, that's a little outside my expertise but because we are a civil rights organization, we would probably link it to a civil rights message about equity and parity and participation, stuff like that, but I would leave that to our communications people. See, I don't know if it would actually motivate members. I just think it would be what we would say. That we've worked really hard to be counted and we want our counts to be accurate, and whether that's just about how many people there are in the Decennial Census or about what – how we're doing relative to other people... because we have put out... We have a whole separate division that compares data about different racial and ethnic communities every year and publishes a big book on it so it's really important to us to have accurate data that shows, you know, how close we're getting to parity. That's a big part of our mission so...

Director of Policy Research Center: I think information about how the census has tried to make data available and accessible to American Indians, Alaska Natives – not just asking for data collection, because that can feel like surveillance, and that's something that our communities are very sensitive to. So really showcasing how the census has tried to return information and data back to communities – I think that messaging. So giving really clear messages about how the data is used... I also think potentially featuring some tribes or tribal organizations that have had success in using census data, or have a more long-term relationship with tribes. So I think a lot of our members and constituencies want to understand how this data is being collected and what it's being used for, and how it can benefit their community planning efforts.

Deputy Director of Immigration Group: You need to convince them of their self-interest to respond, so there's got to be – and I don't know that answer. The Census needs to look at that and needs to maybe focus group it with certain groups and figure out, you know, what it is... what are the messages that are going to move, you know, whichever people it is you're trying to reach out to?

Community Action Executive Director: The word 'demographic' is not a word you'd want to use in the communication but good information, and so I think anything that would motivate someone to think they could improve their community by providing information would be a good strategy

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Foundation President and CEO: Why is data being collected? You know, in a time when the NSA is collecting data on us whether we want it or not, you know, people are fearful, and at a time when the government is deporting, and separating families here in the South West, where you have actually children getting separated from their parents, and no legal recourse, there's a lot of fear, and the government is- people may not distinguish between different branches of government, and their roles may not be totally aware of that.

Comprehensive Community Action Program Assistant Director: That there's a ultimate benefit for completing that survey, in terms of good, accurate data that could bring resources into the community, whether they're financial resources or other types of resources.

Foundation for Public Health Director: Empowering us for a better future. Some sort of forward-thinking messaging campaign that lets Missourians think that participating in this will make life better for them.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: More accurate numbers from the American Community Survey means more money being allocated into your community. People don't understand what they get out of it, then they won't respond.

Sheriff: I would say it would be a benefit to us to participate in it so that somebody better understands our needs as far as economic growth and development and stuff like that.

Head of City Planning Commission: Basically how it's going to better their community is the chief message that would probably get people active around here... You know, how is it going to improve our schools? How is it going to improve our monetary situation? You know, how it affects them directly would be the best message to get across to them.

Major City Fire Department Director of Research: It needs to be made clear that the funding and money for grants and development goes to the specific communities where they live. That money follows an accurate count, not an under-count.

City Housing Coordinator: [So are you saying that you think it would be better instead of having the Census Bureau mail it to the houses to have them give you the surveys in bulk and have you distribute them?] We could distribute those with our monthly flyer. That's the only information they get about the town, plus if we would say please look at this and please fill it out and send it to city hall, they would do that.

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Housing Finance Corporation Executive Manager: There's a lot of instances in the local communities where extended families, folks living together, because of the housing shortage, so lots of times, there's concern that all the people are not fully counted in that household, and that scenario may change from time to time, as families to have extended family living with them, and that's something that's a concern, to the communities.

City Economic Development Coordinator: That the data is not being shared, that's its confidential, that you're not going to be—it's not going to be sent over to the big computer in the sky and end up with immigration, it's not going to end up with child protective services. I mean they're going to have folks in that kind of scenario that are going to need confidence that they could speak to you and not have adverse consequences as a result of answering the knock at the door.

Municipal Planning Director: Well the message is simply that without them we can't get an accurate count; they can't get the benefits they need. So they need to participate if they would like to benefit.

Community Development Director: For us it would be letting them know that by participating in these surveys, it could help your community with additional funding to do different things your community may need to do, I mean, because that's what it does. It relates back to funding. That's how they get their funding. It's based on these censuses.

Municipal Planning and Economic Development Director: I personally like when people are made aware of the benefits of their participation in any survey. When something comes in from the federal level, and you're one of several millions of folks who will get this, there's almost this sense of, "Well, why should I respond? Who cares if I respond or not?" I think if they in the census could almost explain. Here's how it benefits you at your local level. This data is used to do the following. Because here in Texas, we get quite a few folks that are probably not here legally. They make up the majority of some of the lower ranking workforce. It's difficult for me to capture truly who is moving into the community and who is moving out because they're not documented. So part of it is, how do you get people to respond when there's a fear factor involved? So that's also another issue.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: There's something in it for you. It's not just for the good of the government, through the voice of a trusted leader, whether it's a community leader or family leader, endorsing participation and endorsing that the outcome will benefit the community.

Executive Director, Midwest Tribe: I guess it's more knowledge of it, that it's there. Again, like I said, a lot of them don't even know it exists.

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Chairperson, Upper Midwest Reservation: I think the Census did an ad campaign about being country, etc. that seemed to work really well. Also the tribe did several blurbs before the census to our tribal members, for example, giving them the correct category to write in regarding race, etc.

Chairperson, Western State Tribe: Through the tribal government itself. That's what the Census Bureau should do – they should come to... I realize that for the [Western state] they couldn't do it. They can go to the tribal entities or the tribal organization. They tell the organization who they are and what their purpose is. And then after they tell them their purpose, then they work with the administration to get the data, whatever the data they're required to have.

Chairperson, Western State Tribe: [on trust issues with the Federal government] They've got to have that trust. Who you are. What's the purpose of you getting that information? "You're using me."

Executive Director, Western State Tribe: They need to communicate that this information helps us get what we need. It arms us with the info we need to communicate to the rest of the world what our needs are. Some of the challenges are lack of education, lack of transportation, and access to Internet.

President Southern Tribe: Fill out for community betterment... I think just don't know it. You know, they don't know that we need these figures for grants and for our clinic... Well hopefully we could do that with fliers, you know fliers, community fliers.

Alaska Tribal Administrator: just explain the importance of why they're doing it... probably just have a meeting with them, and talk with them. Explain it to them, so they understand why they're doing the survey ... I think there's an issue [about tribal members trusting the government]. I don't think they trust the government very much. That's all I do know.

Program Director for Upper Midwest Tribe: I think when the liaison would come to the reservation for the first time, they should outreach to me and then I can help outreach to the other department directors, such as health, housing, and education. We could, as government leaders, help answer that... each department would have a little bit different slant on that, but I do think bringing all of the departments together and coming up with a unified vision of what would help... It would definitely be some sort of luncheon, PowerPoint presentation, and let the tribe have a cultural input to that. I think this last Census, they got it, they sent a liaison, but she wasn't quite effective enough, as she could have been. So there could be some improvement in that... In tribal communities there is always a degree of wariness of federal agencies, but on the other hand they're seeing the benefits through funding.

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What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS? (Among High-Interest Community Organizations Only)

Senior Leadership of Federal Reservation: The purpose and the necessity of collecting the data, and where it's used at, and how it's used. It affects how those [federal spending] determinations are made. Generally most tribal people are familiar with government officials. So I'd say particularly explain who they are and what their position is, and it gives them probably a better chance at being heard. If it's done by, you know, written communication, then I would just assume that they would have to find ways of what's most effective in conveying that it's legitimate.

PRIVATE SECTOR BUSINESS

Hospital Marketing Coordinator: I think that letting them know that filling out the survey information would likely increase the amount of federal dollars in the community that would support programs for people who are in low socioeconomic situations.

Healthcare Public Relations Manager in Indian Territory : I guess maybe filling this out will give us better information to help support programs, and services on the reservation, you know? I mean, getting that message out there.

Television Chief Research Officer: The concept that the – that to get a focus—to get a national focus on the issues that relate to them, and to get the economic focus on products and services that would best serve them from the private sector, it is necessary for the total—their total participation in the economy to be properly represented in the surveys, and if they do not participate in these surveys, they are leading to under-representation, and the decision making process that will determine what products and services are made and how their needs are addressed by the private economy, and the public economy.

Marketing Manager: I think understanding, you know, the ongoing, you know, ramifications of the information, meaning that this does affect funding, even to the somewhat same level as the Decennial Census.

Hospital Administrator: I don't want to sound like a conspiracy theorist, but with the whole NSA issue that's out there, I think that there's people that are latching onto that and feeling that the government is not being private with their information, and getting too much, so to speak. I think maybe some specific, concrete examples on how it would benefit them. You know, if you have a concrete example of the particular disease that affects a particular ethnic group, um, and how people who maybe don't have the socioeconomic means or the insurance coverage or the finances to be able to cover treatment, some success stories on how people in those situations have been helped.

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Hospital Vice President: I think the “why” behind the data and why it’s important to have, why it’s important for businesses to know the data, to make the best decision for their business and to support the community, and also for everything from grant funding to community partnership funding that could be available to support their community.

Healthcare Marketing Director: I think that the main message that needs to be communicated is that if they want to impact change among their own lives, their friends and families lives, then they need to participate. Because if organizations that have resources...financial or otherwise...don’t have the data and information that they need, we can’t impact change.

Banking executive: Understanding that responding to it is ultimately to benefit their community. I mean, that the whole goal is to understand the community they live in, to give them assistance. I think giving maybe an insert pamphlet of what the point is of the response. When they respond, where does that information go and what is it being used for. Give them that information, so that they can make their own decision on why it’s worthwhile.

Television Research Director: how important it is for the community to ensure that the community get it fair share, if you will, of dollars that are distributed by the government, and that they have a better understanding of what’s going on.

National Convenience Store Vice President of Marketing: Probably an explanation of why it affects them taking the survey, or how it would...

Civil Engineering Firm Vice President: That’s a good question. I think the data is very important in order for a lot of communities to receive funding for a lot of the improvements that are necessary in a lot of their communities, I think if you get the participation of these people to help with the data, it allows us as the engineers to be able to respond and put in applications to get the funding in place for these areas. I think this information would—telling the people that this information is needed in order to try to help them with get funding for infrastructure and improvement projects and so forth, and the, per say, improvements necessary for communities.

What do you think is the biggest benefit your organization receives from using Census or other government data? (Among Government Data Users)

10. WHAT DO YOU THINK IS THE BIGGEST BENEFIT YOUR ORGANIZATION RECEIVES FROM USING CENSUS OR OTHER GOVERNMENT DATA? (AMONG GOVERNMENT DATA USERS)

ACADEMIC / RESEARCH

Professional Academic Association: I don't even know how say it – we wouldn't even be doing what we're doing without it. If we had to pay for it we wouldn't do it. We would not be able to do this. So the fact that it's free and that it exists is... I mean... I can't even imagine being able to provide the kind of... even [inaudible] sort of the watchdog role of "what is really going on?" ... We are seen as using authoritative [data]; it's seen as highly accurate, ACS in particular – it is currency.

Professor of Sociology: Well, I trust the quality of the data because it's coming from the Census, so it's good quality, and I mean, for my purposes there's not really any other source of data to get comparable data on places across the United States.

Dean of Social Work: I would argue that it provides a foundation for most of the human behavioral and social science that happens within a university environment.

Professor of Political Science: the most important benefit is developing, and understanding of the community that you're studying in its broadest forms, in terms of gender, in terms of age group, in terms of income, in terms of employment, in terms of education, so that data helps you develop a truly customized profile, and that's the most important benefit.

Professor of Sociology: Federal financial funding and state funding and grants and loans would probably be the biggest. We just received a Title 3 grant from the U.S. government, which is, I think, a \$2.1 million grant over the next three years. I would think that would be the biggest way

Professor of Sociology: Free access to important data for our students and learning about research.

Professor of Sociology: Fairly easily accessible, and often fits nicely with whatever software packages we're using whether its SAS, or SPFS. I don't know if you know either one of those are, but data collecting, data analyzing software, so one of the things that's been most amazing about using data and the US Census stuff as part of that for sure, is that its not hard to find rich data that can be easily processed and analyzed, and so it cuts down on the time of putting things together and gets to the actual analysis of the problem.

Professor of Geography: I think the benefit for me in terms of outreach is I can help communities better understand what their needs are going to be in terms of facilities and services over the next ten year time frame

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What do you think is the biggest benefit your organization receives from using Census or other government data? (Among Government Data Users)

Professor of Public Policy and Administration: I would say the reliability of it. And having it over time, and in some cases, over a long period of time.

Professor of Economics: Any sort of government data—its actually—government data is absolutely essential for my job. It's the most complete, most informative data there is on almost every aspect of society so if want to come up with policy evaluation, or policy prognosis for improving government policy, we need to have high quality data, and the only source of high quality data on almost anything demographic is the government.

Professor of Geography: It's available and it's free. There is a lot of information out there but I don't have to pay \$3,000 for it.

Professor of Geography and Planning: Well, just being able to get the breadth of information, especially having...conducting my own surveys, there is a level of information...I do a lot of research like on segregation. There is no way that I'll be able to map segregation patterns at the neighborhood level myself, and so being able to not only use the data in a straight forward, descriptive manner.

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Policy Nonprofit Executive: Well, the ACS specifically is more timely than the old long-form data from the Census. Before the ACS, you're getting into 6, 7, 8 years after the data was collected is kind of getting long in the tooth and not very useful. So, the frequency with which it's collected is one of the big selling points of the ACS.

Healthcare Nonprofit Outreach Director: For us it's useful because it's usually a large sample size, so it's a lot more reliable than some of our small samples

Immigration Nonprofit Research Director: We get timely information of socio demographic data on the populations of interest, namely the foreign born, for us.

Nonprofit Community Engagement Director: Well the two big benefits, one is that it does literally direct our work. So we are data-driven. I mean we do need to understand what is going on in the community. You know, we do the qualitative work, too. But that groundwork is really important for making points in the community about directions that we're going, and understanding where we need to go. The second one really is about pursuing resources, because you need to demonstrate, you know, what you're trying to address. I mean, you have to describe what you're trying to address, and so that data is really critical

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Nonprofit Foundation Evaluation Manager: that it is government data, it's pretty accepted for any kind of grants, or RFP's that you're applying for. You don't have to question the validity or the information that's there. So it's – And you can also compare it. It allows you to benchmark yourself against other regions or states in the United States

Nonprofit Research Director: I guess really helping us frame the need for the types of service we provide, so that there's a clear picture of what it is we're trying to accomplish, and why we're trying to accomplish it in the ways we're going about it.

Nonprofit Program Director: Well, you're able to make informed decisions about- again, specifically from the same point of the programming that we're developing; the strategies around retail recruitment, and even small business recruitment. We know, based upon the demographics, and the data, you know, what the community looks like, despite the fact, we've had significant change, so our census from 10 years ago does not look the same as the census we just pulled, so it's understanding where these lost people, understanding what certain segments of population have grown so that we can have a more effective strategy

Foundation Grant Manager: It gives us a clear picture of our constituents, yet helps us with our strategic planning in terms of our work.

Non-Profit Director: It gives us the ability to identify community needs or opportunities.

Non-Profit Government Relations Director: It certainly helps our members and our supporters understand the importance of a given issue and the effect that this issue is having in terms of populations or groups. It gives it more credibility, obviously.

Non-Profit President: Really to be able to show the need in a lot of ways.

Immigration reform research director: It's to be able to comment on policy matters using most recent and relevant data. To be able to argue, hopefully effectively, in favor of policy recommendations based on, you know, up-to-date information.

Non-profit foundation low-income director: It's the information – it provides with as accurate a picture as we can get of what's actually going on in the places we care about on the ground.

Non-profit job training development and research director: I think having that data to exemplify the needs of that community, you knowing showing what is the unemployment rate in the community, what are some of these higher-level statistics that we can communicate to local government organizations in the community to indicate the need for our services.

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Director of Center for Workforce Studies: It helps see emerging areas of need, concentrations of poverty and other problems; and that helps us, you know, prepare responses, develop proposals for funding, develop new programs – things like that.

Vice President of Programming for Grantmaking Foundation: Well, for us, because we're seven counties, it's going down to the geographic level with the information.

Foundation Director of Communications: I think the data confirms the existence of needs, but also the existence of resources in our community, and it elucidates the diversity of our community, and the changes underway in our community overtime, and how to accurately talk about who lives in our community, and what their lives are like without just making assumptions.

Director of Policy Research Center: It helps us to provide us direction and anchor points when it comes to establishing research and policy priorities.

Deputy Director of Immigration Group: We can use that data to advocate for our constituents and advocate for, you know – basically fulfill our mission statement and both put it into action and also to raise the resources necessary to put it into action.

Community Action Executive Director: So to me, it's important to inform the community and it's very important to have solid data

Foundation President and CEO: it's really that aggregated data, or special subsets that we may not have, or we may not know.

Comprehensive Community Action Program Assistant Director: It documents the true need in the community.

Foundation for Public Health Director: We're able to pinpoint need and to better tailor our funding opportunities.

Nonprofit Hunger Program Senior Vice President of Government Relations: It helps us tell a comprehensive story about what's going on at the community level, and nationally, in terms of hunger and food insecurity

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What do you think is the biggest benefit your organization receives from using Census or other government data? (Among Government Data Users)

STATE / LOCAL GOVERNMENT

Sheriff: Well, on the immediate side, you know, with our budgeting process annually and everything, we benefit from that... I mean, it's not like a profit thing but we do benefit financially because it helps keep our emergency services and our emergency responders going. I think there could be a long-term benefit in economic development by using that and I'm sure that our economic development folks and some of our other county agencies do use that data for different reasons, you know – probably largely economic development.

Head of City Planning Commission: Probably more solid grant applications to apply for new programs or new community development assistance.

Major City Fire Department Director of Research: When we are able to reformat the data to the way our residents expect to see it, and the same way our statistics are collected, we get the benefit of communicating data to the public and affecting their perceptions for their specific areas.

City Housing Coordinator: It just all boils down to trust. That's all it boils down to.

City Economic Development Coordinator: Well it gives us an idea of where our population is going and in the changing demographics within the overall population growth. It shows us where median income is going and we can balance that data with other—in our case sales tax revenue, so it provides an indicator in which direction are we going. Is the median income getting better, or are we backsliding, or do we have some changes in demographic that are going to affect the overall economic climate in our area?

Municipal Planning Director: Having a general idea is one thing, but seeing it in writing helps you to make better decisions.

Municipal Planning and Economic Development Director: If we see that we're trending in a certain way, it does help in shaping policy decisions. Sometimes we use the data to our benefit if we're going after grants. For instance, if the EPA has a grant and we can use some of the data for the census to firm up why we think we're eligible for this grant or what-have-you, that's been a perfect opportunity. It also helps the planning staff in our briefing to the city councils to say, "Listen. We've noticed that over the last five years the median home price has done this. The average size of the typical family has increased." We use that data to justify initiatives that we're trying to get rolled out. It's helpful in that regard.

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TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: Grants. In many cases, some of the core federal government agencies that provide the grants to us specify Census Bureau data as the reliable source.

Tribal Manager, Middle Atlantic States: you're going to get somewhat reliable but not totally reliable and totally comprehensive data but it's better than nothing.

Executive Director, Midwest Tribe: I can't really see it as benefitting other than looking at logistics of it and numbers. It's mainly our programs.

Program Director for Upper Midwest Tribe: The demography puts us in context with the regional community, the other tribal communities, and statistically shows us as being underserved, properly served, or over-served in some cases.

Senior Leadership of Federal Reservation: With the strategic planning, looking at area demographics for income and what have you for our membership... but we also have a service area, which encompasses some surrounding counties that we monitor for our membership that reside there. So economically and program wise it benefits us to have some of that data available.

PRIVATE SECTOR BUSINESS

Hospital Marketing Coordinator: We use that type of data in grant applications and that type of thing to get funding and grant funding into our hospital because we are a tier one county, and we deal with a large percentage of Medicare and Medicaid patients.

President Direct Mail Company: The vast resources that the government has. I have to believe the validity of it. I would be leery about some so-called compiled data from outside of a government agency because you just don't know what the true source is.

Marketing Director: It's reliable. It's believable. It's also easy to access.

Consumer research executive: It's making sure that we accurately represent the distribution across different communities, demographics, sociographic characteristics in our research project.

Entertainment Vice President of Business and Development: If it is accurate, higher sales. It will have a direct impact on revenue. I don't think your challenge is getting people to want to use the data, your challenge is getting people to want to give you data

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think is the biggest benefit your organization receives from using Census or other government data? (Among Government Data Users)

Healthcare Marketing Director: It helps us to understand the makeup of our community and determine what sorts of healthcare services will meet the needs that they might have, and specifically, that's it.

Furniture Executive: Well, it's free hopefully. I mean, that's pretty big and you guys – and the government is studying the entire population of the United States. I'd like to think that they're studying it better than anybody else but I'm not sure if that's 100% true... but there's no agenda and that's really the primary.

National Convenience Store Vice President of Marketing: Probably the economic and the demographics of the somewhat rural communities. We're not located in major metropolitan areas, so it's good to know what that information comes from in the under 200,000 population communities.

Civil Engineering Firm Vice President: The data that we use really allows us to tell our clients that they—it allows them to make decisions on whether to move forward on a project, especially when they qualify as a disadvantaged community. What we try to do is utilize data in a way that presents to the person—to the agency, a funding agency, that this is a low-income area and they don't have the means to finance a project or the repairs—it also shows that the repairs can afford a project. It allows them to say we qualify as a disadvantaged community, let's go after this project, let's go after this agent, and possibly get some grant funds available, and that's really how we use a lot of this data to help a lot of these municipalities move forward with improvements in their surrounding communities.

*What do you believe is the most compelling reason for an organization like yours to use ACS data?
(Among ACS Data Users Only)*

11. WHAT DO YOU BELIEVE IS THE MOST COMPELLING REASON FOR AN ORGANIZATION LIKE YOURS TO USE ACS DATA? (AMONG ACS DATA USERS ONLY)

ACADEMIC / RESEARCH

Dean of Social Work: it provides an empirical foundation for nearly all decision making and knowledge development, and operational decision making, that occurs at our institution.

Professor of Geography: The Census data is the best baseline we have for understanding communities locally and across the country and demographic trends, and whether it be talking about things in the classroom such as demographic shifts, growth of the Hispanic population, what have you, that's our source of data. That's the only source

Professor of Economics: There's simply no other data source available that has the sample sizes and the geographic coverage that the ACS does, and the frequency, too

Professor of Geography: It gives me the level of information that I want, the geographic level... [inaudible] tracts block groups, something like that, if I can get stuff... finer spatial resolutions. And it's free and it's easy to get and map.

Professor of Geography and Planning: Really because it's the only comprehensive source of information regarding individual and household traits.

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Nonprofit Research Director: they're one of the few surveys that identifies the foreign born. That's the most important thing, because if I can't do that then it is worthless to me. And the ACS has the question, there is lots of surveys that don't but the ACS does.

Nonprofit Foundation Evaluation Manager: It's a reliable source of data that can be trended and compared to other areas.

Immigration reform research director: It's freely available, and it's unbiased and accurate. I think it has a very good reputation for accuracy. So relying on, citing that as evidence makes us -- it's a trusted source.

Non-profit job training development and research director: I would say to use data to back up the need for the different services that we provide, and creating a sense of urgency for our funders.

Appendix D: Key Informant Interviews—Insightful Quotes

*What do you believe is the most compelling reason for an organization like yours to use ACS data?
(Among ACS Data Users Only)*

Non-profit housing Associate Director: It's to support the work that we're doing, by being able to unbiased report on the realities of demographics and economy in our neighborhood.

Vice President of Programming for Grantmaking Foundation: To make the best investment we can in the community. Most informed investment.

Foundation Director of Communications: There's nothing else that compares to it, of a company as a comprehensive data source.

Senior Director for Evaluation: Credibility. You know, we need to... Knowing the statistical profile of our community makes us more credible.

Director of Policy Research Center: Most compelling reason would be the lack of access to Decennial data. As the ACS has instituted the short form, as opposed to the Decennial long form, our sense is there's a movement away from the Decennial data. So if we don't have access to the Decennial data, what we're left with is ACS. It is not preferred or better quality, but it's what we have.

Comprehensive Community Action Program Assistant Director: Unbiased data that we can show the true need in our community

Food Depository Program Developer: Public information. I mean that it's free, and... I mean, yeah, it's the best way of knowing how to – or what's going on in a small geography. It's an estimate, but it's the most accurate that we're going to get likely.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: We have to understand our customers before we can tailor programs to meet their needs. And by customers I mean people in the housing industry, you know the citizens of [State].

Planning Manager: We don't have access to our residents, to collect this kind of data in a practical manner. So it's really our only resource that covers so many aspects of the community.

Municipal Government Executive: The fact that it is easily obtainable and is free to use. Obviously we have other local sources that we can draw from, but ... I think that's a great starting point to be able to have a standardized methodology nationwide so that we can see how we compare with our peers.

Appendix D: Key Informant Interviews—Insightful Quotes

*What do you believe is the most compelling reason for an organization like yours to use ACS data?
(Among ACS Data Users Only)*

City Housing Coordinator: It lets us gage our city whether it's growing, or whether it's not growing, or whether we—annexation is another thing we need to look at.

County Community Development Manager: Primarily, I have a set of data quality criteria that I use, and the fact that it comes from a federal or statewide agency is one of my top criteria. I think it's having a consistent picture of our population. Though that's not a really good answer, because you can look at other federal websites and get completely different population numbers. There is a presumption that the multiple products that the Census has are all coming from common sources and there's consistency within it. I mean I'm going to get different numbers if I'm looking at a decennial versus a five-year, or three-year, one-year or maybe one of the other products.

City Economic Development Coordinator: It allows us to give more accurate data to industrial clients that are interested in investing in our area.

Municipal Planning Director: To get updated information which we can't collect ourselves.

Community Development Director: Oh, there's a number of reasons. One: For funding, you know, to apply for different federal and state grants. Two: Just to see what's going on within our own community and any changes that we need to make as a result of it.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: To save us the time from going out and gathering the data with our own resources. The convenience and the certain degree of reliability of the data is the compelling reason why we would go get ACS data.

Program Director for Upper Midwest Tribe: I think that the most compelling reason is back to the grants. I think it shows us and evaluates our needs. That's a lot of thinking for a short answer.

Village President: If we were to use that data, it would be more for writing a grant or receiving money for our community. Because you have facts there, and you have something to work with.

PRIVATE SECTOR BUSINESS

Marketing Manager: That, you know, it does provide the demographic snapshot of the community and that would be a compelling reason.

Private Sector Research Vice President: In order to perform our work.

Appendix D: Key Informant Interviews—Insightful Quotes

*What do you believe is the most compelling reason for an organization like yours to use ACS data?
(Among ACS Data Users Only)*

Hospital Vice President: I think probably a comprehensive snapshot of what's going on in our region, and also benchmarking for future data sets to know how things have shifted or moved within the community.

Banking executive: Um, to just know your market, your footprint. To understand your customers and your residents and your businesses within those markets, so that you can tailor your services to what their needs are.

Television Research Director: It keeps our business up-to-date, uh, on our communities, and also the business climate in those communities.

Civil Engineering Firm Vice President: It just really helps us out tremendously, and again, without it we wouldn't be able to do our jobs.

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

12. WHAT WOULD BE THE MOST EFFECTIVE WAY FOR THE CENSUS BUREAU TO COMMUNICATE TO AN ORGANIZATION LIKE YOURS ABOUT NEW DATA / INFORMATION AVAILABLE FOR USE?

ACADEMIC / RESEARCH

Professional Academic Association: I guess for me, like an email digest or some kind of story would be compelling.

Director Academic Association: I don't think printed matter or mass emails will work – I think at the best you're needing to focus on regional coalitions and making personal appearances and talking to people face to face...., I think that you can deal with inter-organizational coalitions and consortia without having to go to every single one of the members of those...the organizational members of those inter-organizational groups.

Professor of Sociology: I guess emails to faculty researchers on campus. Perhaps actual someone coming and doing a presentation about the data and its possible uses.

Dean of Social Work: I think there are a number of discipline-specific journals that I think individuals use, and having the Census perhaps making known the availability of data, either directly or through investigators, is the best way for, to draw-- to bring it to people's attention.

Professor of Sociology: Well many people in my work are, as many professionals are, are very busy and distracted and so sometimes they're not—they just need things to be somewhat readily put on their radar, so I personally think the occasional email with updates or—you know sometimes it just puts things back in my mind that have slipped out or haven't thought about in a while, so that seems fairly simple, but for me that kind of—oh, they've got a new updated data set, I might check it or something like that, so that is very effective and it's probably the most effective.

Professor of Geography: One good way of doing it – and I'm not sure it's the most effective way but I think it's a good way – is through the state data centers and those folks, I mean, I like them personally and they reach out every once in a while. They send a monthly newsletter

Professor of Economics: I'd much prefer the Census Bureau use its resources to collect better data than to try to market themselves.

Professor of Geography: Email is probably best because academics have all different kinds of schedules so you could have an onsite visit but maybe... That might not be a bad idea. An onsite visit, say, to a university with someone coming to explain Census data

Appendix D: Key Informant Interviews—Insightful Quotes

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

Professor of Geography and Planning: one thing I would love, and I honestly don't know if they do it or not, is create classroom power points for how to download and use Census data, and/or ACS data and/or the American Housing Survey, because that's extremely time consuming for me to put those together, especially when they keep changing the interface, and so it would be...I know that they go and do this. I know that people at the Census will go and do training sessions, it would just be fantastic if they could upload some of this stuff

Professor of History and Social Studies: You know I think it sounds corny as heck, but I think that it's going to annual conferences and putting up a booth. That sounds – but if you had a little swag and some freebies for them, it will let them know.

ADVOCACY / COMMUNITY ASSOCIATION

Nonprofit Community Engagement Director: Email is the best way, I mean, I do a lot of-- I mean, you can sign up for all these grant.gov things and they send you stuff when things are released. It seems like that would be a simple way. And you could really kind of select things that you want to be notified about. That would be the easiest for me.

Foundation Director of Communications: E-mail, and industry publications, web preferably. I think that there are a number of publications that appeal to the non-profit community. One, being *Chronicle of Philanthropy*; another- well, others just being a variety of blogs that are geared towards the non-profit community, and I think a lot of communicators look to those for health, and finding free, and easy to use resources to help them do their jobs, and certainly explaining the ease, and the use of the census through the channels, and through sort of key-opinion leaders, would be an effective way of empowering people to use the data on their own.

Nonprofit Real Estate Development Director: I think email would be useful but it has to be the right person. It has to be to like our Information Systems person, you know. It's not just a blanket email to everybody and it gets lost.

Nonprofit Research Director: There's some of the advocacy groups that are really focused on policy initiatives in these areas, do a lot of distribution around new information or data releases that are out. I think that often catches our attention, and so that might also -- even more than necessarily being in the journal itself., making sure that those policy-focused organizations that do a lot of the organizing in communities around these things, that they know it's going on in their weekly or monthly newsletters.

Appendix D: Key Informant Interviews—Insightful Quotes

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

Non-Profit President: This is my general preference, and I do this a lot with my peers, but I think email is primary. Like I said, there are some organizations that will hit me on a weekly basis, and there are some organizations that will hit me maybe once a month. I do take the time, particularly for that, because I've either subscribed or in one way or another have made it a point to say, "This is where I want it to come, directly to my inbox." So for me I would say email and depending on how updated or how much the information you have that's valuable and timely, I don't think it's anything for us to get something as limited as once a month or as much as once a week if it's relevant and it really does provide that information necessary.

Low-income assistance planning director: Emails or webinars.

Immigration reform research director: I would say emails. And then to alert us to, you know, if there were new features, you know, that we wanted to learn about, perhaps they could set up training or use a tutorial online. But I think for most people today, email's the best way to reach them.

Non-profit foundation low-income director: By email, but it would be buttressed very well by personal visits. If someone came in very once and a while to kind of describe what the census had would be very useful. Not all the time, but it could be every once in a while... I would say once every few years. It doesn't have to be annually, but to kind of update people on where the census is, what it's doing, where it's going. Maybe annually would be good.

Non-profit job training development and research director: I would say email, or industry publication....there's a number of policy advocacy organizations that will send out weekly updates, and those can be really helpful. I'm blanking on the names. Like there's one I really like: The Spotlight on Poverty and Opportunity.

Vice President of Programming for Grantmaking Foundation: Emails are probably the best. I mean... getting to the trade association conferences would be [another good] place.

Senior Director for Evaluation: Yeah, I'd say maybe either email or... although I would never sign up for it... or going through – maybe I would say going through our professional associations, like I use like the American Evaluation Association as a filter so if they announce something, I'll get that announcement so I think maybe outreach to professional associations might really help.

Foundation President and CEO e-mail and industry publications

Appendix D: Key Informant Interviews—Insightful Quotes

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency,: Probably email, and or phone call. We don't do, we work with the department of labor, it would be more for us, and education about what you can get out of the American Community Survey and then we would work with the department of labor to make sure to do the work for us

Major City Fire Department Director of Research: We don't get any communication back from the Census Bureau. They could make announcements via an email list. We need more clarity on how to gain technical advice how to use the specific data and the tools. The website is very confusing and has similar information in more than one place, and some information about the data and how to use it is not available at all.

City Housing Coordinator: It shouldn't be delivered in the mail. It shouldn't be through an email, or whatever. I think it should be someone to deliver the paperwork with the message in person. It has to be. I think it carries more weight.

City Economic Development Coordinator: It would be nice at my level to say that when something new is added there's an email blast—hey we've released a new data set, and it's good that it's not once every ten years. If you're updating the data, and you're updating these things every year with different sets of data, or the results from different pieces of a survey, to know what is going on with that would be beneficial.

Metropolitan Economic Development Director: Well, I get almost a daily update from Census Bureau, I'm on the email list, so that is actually pretty helpful. That tells me what new products are out there – that type of thing. What new things are out there? I mean a lot of times it doesn't have anything to do with I am interested in, but occasionally I will "Oh, look at that."

Municipal Planning and Economic Development Director: I would say for a direct mail out or email to individuals such as the city manager, the mayor, because they're in a position where they can disseminate the information throughout the organization. Now, being a planner, I typically get quite a bit of information sent to me, but I can tell you that getting the information sent directly to your top individuals is beneficial. It really helps in how information gets distributed.

Appendix D: Key Informant Interviews—Insightful Quotes

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: People that use the data are people that are smart enough to get it and put it to use for community planning and/or grant writing, so generally making them aware of it through some sort of communication – most likely a letter explaining it and again identifying the potential use of the data and how it benefits the data user. How it benefits and also some sort of a guide on how to access the data as easily as possible would be extremely helpful... addresses are generally easier to pull together than email listings or phone numbers

Village President: All the tribal councils come together with the BIA, and they go over all the programs. If you could get BIA involved with this, for the census on how the Native American people can be counted, that would be one way to do it.

Executive Director, Midwest Tribe: Send representatives, informing us of the new data, or whatever's new with the Census, like a one-to-one. Set up a table on the campus area with the tribe. I know there will a lot of inquiries, wanting to know or wanting to find out "what are you doing here?" – that kind of thing.

Chairperson, Upper Midwest Reservation: Phone communication would be the best way to communicate—the fact that the ACS is out there to different individual organizations and multi tribal organizations.

President Southern Tribe: Yes, email, phone it all works. ... Yes, I'd like to get the information and have somebody go over it with me.

Program Director for Upper Midwest Tribe: I think that we're probably generating some ideas here with this liaison being Native American, outreaching with me early on, and then developing a plan. So I think actual outreach to the department heads within the government who have access to the community would be the role... We get a lot of agency correspondence that is all looked at, but probably 80% is ignored.

PRIVATE SECTOR BUSINESS

Broadcasting Station Manager: Information packets – mail. Why I should open the packet should be evident on the outside. It may be enough that it is from the Census Bureau, but make sure there is a message on the outside that justifies me opening the packet. And make sure the Census matches the desired target demographic with the media they use – particularly ethnic communities. I know they did a lousy job in the last Census in 2010 communicating with African-American communities.

Appendix D: Key Informant Interviews—Insightful Quotes

What would be the most effective way for the Census Bureau to communicate to an organization like yours about new data / information available for use?

Hospital Marketing Coordinator: I would say email. Industry publications. Once a quarter would be plenty.

Hospital Marketing Director: Email with data links.

President Direct Mail Company: A little better Public Relations, I gather, and better targeting. It's not hard to identify direct marketing companies and marketing companies.

Television Chief Research Officer: The—probably through an online informational website, and applications for smart phones and tablets.

Private Sector Research Vice President: Well, the Census Bureau newsletter capabilities. Through their website, and e-mail... and then beyond that would be availability of webinars, workshops, classes.

Healthcare Marketing Director: if you could get one of the senior executives of the organization to want to talk to the whole organization about it – that would be valuable. So, if you could get the President of the health system, it would be valuable to talk with a V.P. who could make a presentation useful

Hospital Administrator: Email notification to our primary governmental contact, and direct mailing.

Entertainment Vice President of Business and Development: The best way to communicate with my organization is to either call or send mail to... anyone in senior leadership from a marketing perspective.

Banking executive: Work through the regulatory agencies. We have to submit HMDA data through the FFIEC. If you pushed that back to us through the same company. I pay attention to those emails because I have to.

Television Research Director: Well, again, we are a broadcasting organization, so those that cater to our business, but from a national standpoint, your *Forbes*, your *Businessweek*, your *New York Times*, your *Wallstreet Journal*, whether it be through articles or whether it be through advertisements

What do you think people in your field know about the American Community Survey?

13. WHAT DO YOU THINK PEOPLE IN YOUR FIELD KNOW ABOUT THE AMERICAN COMMUNITY SURVEY?

ACADEMIC / RESEARCH

Professional Academic Association: We've responded to queries and campaigns for when... that ACS is a threat. So I feel like they know a lot. What always helps a lot with our group is we have a good number of members, high level, and members from the Census Bureau who do come to our conferences, and they present what's new. The rooms are packed. That's very effective, in my opinion, to get out new kinds of information, and also to make sure that the community is supportive of any kind of threats to funding levels or changes, or removal of data, specific data that people feel are important – that always gets the word out when they show up in person at our conferences.

Director Academic Association: I think the general level of awareness is moderate at best.

Education Policy Researcher: I would think that people who work closer with community data directly and social and demographic data are more familiar with using it and trying to integrate it with other data sources they have in order to get a more complete data set.

Dean of Social Work: But I think there's a capacity issue among many non-profits, which is if you don't have the expertise in-house to take advantage of, or analyze, even in a nominal way, Census-related data for your specific circumstances, I think you're less likely to pay attention to it. I think having the kinds of interfaces that you mentioned – or the web-based interfaces – if those are truly made visible to non-profits, and they understand how they can leverage those data for their operations and planning and so forth, I think you would find greater use, if the technical expertise to do so were kept low.

Professor of Sociology: I didn't know your survey by name and that it was an annual thing instead of every ten years but my sense is that sociologists are using it regularly so I'm not sure quite how to answer that question. I just – I think the name – We're at a loss for the name.

Professor of Economics: I think most people in my field know it exists and know it's the source of national demographic information. I know probably more about it than most because just because I use it and not everybody does.

Professor of Geography and Planning: I think we see it as an extraordinarily valuable data source, but I know that there are some concerns about – as I said before – how extensive the sampling is at a small geography level. And so one of the things that makes it so valuable is that it is available for those small geographies but I don't know if we're all really convinced that it's as accurate as is purported, and so I know that that is one concern.

What do you think people in your field know about the American Community Survey?

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Policy Nonprofit Executive: as far as people who research numbers related to immigration, they're all familiar with the American Community Survey. They kind of have to be, because you can't be in this business without it.

Immigration Nonprofit Research Director: other non-profits don't even know it exists. In my field the knowledge of the ACS is extensive among demographers who study the foreign born. It is kind of a bread and butter survey. There's only 2 or 3 surveys you can use. A lot of the other surveys don't ask.

Nonprofit Research Director: I think, if they're data-oriented, they're at least somewhat familiar with it. I think if they're not, then they're probably less familiar with the American Community Survey itself, and are more aware of just the fact that the Census Bureau has data on demographics; but they may not know much beyond which specific sources of data are available through the Census Bureau

Nonprofit Program Director: It depends on the agency, and so I think it's definitely hit or miss, as far as what people know. They may have received data, but they may not actively be pulling the data themselves, so I think just letting folks know the frequency in which that data is updated would be great

Housing Non-profit chair: I feel that people are reluctant to really accept the ACS. I think that perhaps a better presentation and understanding of why and how the data will be collected, and how often it would be collected. It would better help folks understand.

Immigration reform research director: I would say most people are aware, but if not, then they probably aren't up to speed. I think, generally when there's a discussion related to the field I'm working in, most everyone, if you say ACS, is aware of what that stands for and what data there is available. The ACS and CPS –Current Population Survey—are the two big ones that people really rely upon.

Non-profit foundation low-income director: Oh, I think they know quite a bit. I think they – in fact most of the non-profits that I work with would probably use it regularly

Non-profit job training development and research director: I would say that a good proportion don't know very much about it. And especially if they're working primarily with just their own agency data.

Non-profit housing Associate Director: Well, I mean if you're talking about non-profits in general, I don't know if – you know, non-profits can bridge so many different disciplines, but people in housing I think are extremely aware of the American Community Survey.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think people in your field know about the American Community Survey?

Foundation Director of Communications: I think very little. I think that there's just more of an awareness for the census, and census data in general, but very little awareness of the American community survey, how often it's released, how the information is collected. I do think that there's awareness that the data that the American community service- or American community survey features, is available online. I don't know that too many people in a non-profit industry have had experience searching for themselves, and using it well.

Community Action Executive Director: I know that we are viewed as highly conversant with data and doing community needs assessments but most of our partners also undertake those assessments and I think they have some [knowledge of it].

Example Comprehensive Community Action Program Assistant Director: I would say that probably 80% of our—or higher—of our staff don't know about it. But again, that's because they don't have a need to know.

Foundation for Public Health Director: I have never heard anyone really talk about census data outside of the uninsured numbers every July or August.

Food Depository Program Developer: I think people who are in my position know very well, but people outside – people who are not actually doing the – in research positions or program development don't know it as much.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: In my field, they know that it is out there. They know that it is a source of data, and they know that it is updated more frequently than the census. Beyond that - I don't know if they know a lot of details. People that rely on data to do stuff know a lot more.

Planning Manager: I think everybody knows what it is and how to find it, and that we make limited use of it. There is only so much of it available. It doesn't cover the range of things in the full census. And it's community-wide, so we don't have it by tract or block group. So it's only a broad view of a sample that – it's sort of unclear how it's selected.

Head of City Planning Commission: I'd say most people in my field would probably know a great deal about it if they're in the larger government entity. I'd say the smaller communities, which probably have less need for the data, would probably know less.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think people in your field know about the American Community Survey?

Municipal Planning and Economic Development Director: I think most planners are aware of it, and I can tell you that I had a conversation with our senior planner today, and she was the opposite of me. She was very disappointed with the changes that were done to the website and thought that it worked to her detriment because she was so used to looking at it a certain way. I could tell you that based on — we planners typically use it on an as needed basis. But in almost every instance, the first couple of go-rounds are mostly frustration because you can't quite get there within a couple seconds of getting to the web page. It's almost like you want to say, "Here it is! I've got it." I don't want to have to fish around for it. Once we get there, the data is wonderful.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Tribal Manager, Middle Atlantic States: I don't know that I want to vouch for other tribes, but my contemporaries here in this community know very little.

Chairperson, Upper Midwest Reservation: Very little.

Program Director for Upper Midwest Tribe: I would say only marginally. I know there is data generated in between years, but I didn't have a name for it or a good visualization of it. So, that would be somewhat.

PRIVATE SECTOR BUSINESS

President Direct Mail Company: I've been in this field, this business 40 years and you asked me and I wasn't... the top-of-mind recognition wasn't there. So my peers – I'd say they're very limited on their knowledge.

Healthcare Public Relations Manager in Indian Territory : Not in our area, anyway, I wouldn't say too much.

Television Chief Research Officer: Probably—they know it exists and they know that they see some data coming out of it, but they don't know the—I don't think they are familiar with the scope of it.

Marketing Manager: I would say that business community leaders in general may not and small business definitely probably does not, although they may but that's where there would definitely be wider usage and need for it because it's one of the only sources that they could, you know, receive without a hefty, you know, fee type of thing so...

Private Sector Research Vice President: In my field, I would say that- because we do socioeconomic research, there would be a tendency to be more knowledgeable about the ACS than, say, the general public.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think people in your field know about the American Community Survey?

Marketing Director: I think people in my field are somewhat aware of the survey because in my field we go and use the census information, and as you're searching for, whether its household level information or geography defined information, you come across it in your search. That's how I found out about it.

Healthcare Marketing Director: I think that probably it's 50-50 that some people who are very aware of it. I was aware of the fact that the Census...although it wasn't done every ten years...that a survey was sent out, I just wasn't familiar with what it was called and what that was. So I knew that their data was updated more frequently than that, so I would say there are some people that are very familiar.

National Convenience Store Vice President of Marketing: My guess is that there's a somewhat precise people who know about it and probably already use it.

Civil Engineering Firm Vice President: I know that a lot of people in our field use the American Community Survey for the same—of a lot of the same projects we do. In our industry, it's used tremendously.

What do you think would be the best way to educate people in your field about the benefits of ACS data?

14. WHAT DO YOU THINK WOULD BE THE BEST WAY TO EDUCATE PEOPLE IN YOUR FIELD ABOUT THE BENEFITS OF ACS DATA?

ACADEMIC / RESEARCH

Director Academic Association: Through coursework and training modules that students would get in the course of their graduate training.

Education Policy Researcher: I think if you did have some of the interfaces that were mentioned on the rating scale about data that you gave, such as being able to incorporate other sources information about it, reliability and validity and precision, as well as to make it customizable.

Professor of Sociology: I mean, particularly in academia, showing its utility for comparative studies of various social phenomenon that are going on. You can look at cross sections of places across the US and then of course over time changes in various social and cultural factors.

Professor of Political Science: I think the combination of e-mails, and webinars, and invitation to participate in conferences, or regional conferences, reaching out to universities, all the universities have what are called sponsored, and research offices.

Professor of Sociology: sending an email and then doing video conferences, having things available... Having a film, some type of media, something that's easily accessible. I don't mean to do something as simple as You Tube, but send an email and "This is where you can find out information."

Professor of History: one of the ways to access the people who would be most likely interested was to go through the associations that do the kind of history that draws on this kind of data. ...associations that meet regularly and have conferences, and if you have a representative there or if you got onto their website, I'm sure they would be open to that

Professor of Sociology: certainly in academic articles that are published, to give credit to you all when secondary data is being used – that would get our attention if we saw that again and again. I regularly attend the academic conferences, especially regional sociology conferences, and to have presenters at these conferences refer to your data as being useful, user-friendly sites, that kind of thing, that would encourage me to give it a try

Professor of Economics: And so I'll say, most people use the IPUMS.org website as a ways of accessing the ACS and census micro data because they do it—they provide it in a way that's much more transparent than the census website does.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think would be the best way to educate people in your field about the benefits of ACS data?

Professor of Geography and Planning: But one thing that I have found really helpful is doing kind of a webcast or a podcast, and so if there is some sort of training session that the Census is doing in D.C. and I can like download it at a later date or pop in live and watch that, that's something that is extremely valuable to me

Professor of Sociology: My sense is that most people don't want to be educated about it until they need it. And so I think... yeah, having information easily available, and easily navigated, for someone who is going to the Census Bureau website and they're just exploring

ADVOCACY / COMMUNITY ASSOCIATION

Healthcare Nonprofit Outreach Director: Usually, it just comes down to when somebody starts needing to use it, and then they try and find out more information. I think certainly getting it out through other federal agencies, how the data can be used, getting examples of how the data is usable is very helpful. I think there's a nice little info-graphics on the website that's good too, but some concrete examples of how communities are using the data are very helpful

Nonprofit Program Director: Partnering with our funders, so having it come from the top down, because many of the funders are moving to focus more on data, where before, it may be acceptable to provide a quantitative story, many of them definitely are moving towards a quantitative story, and many of the non-profits don't necessarily have budgets to engage in Nielsen, because those reports are costly

Housing Non-profit chair: I think that people don't have a lot of time to dedicate to just trying to understand ACS... I'm kind of keen on the webinars.

Non-Profit Government Relations Director: I think email really is the best because my experience in the non-profit field tells me that many of these organizations are under-staffed and under-funded.

Low-income assistance planning director: Workshops at conferences for community action partnerships, or state associations.

Non-profit foundation low-income director: So I would say that email kind of broadcasts are probably a good way, so long as it doesn't become overwhelming. I would say maybe every few weeks kind of thing. But I think it would also be really important to get in front of people at their meetings. I mean almost every collection of non-profits has annual meetings in which they kind of get together and talk about issues; and it would be very useful for the census to be able to send somebody out that could actually get in front of people and to show them what's available, what's new and how they can use it, because I think that kind of information is—that knowledge kind of atrophies over time among the organizations. And a lot of people aren't really familiar and updated on that can be done with the data from time to time.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think would be the best way to educate people in your field about the benefits of ACS data?

Non-profit job training development and research director: I think email... I would say no more than quarterly. But if there were updates, say like on new indicators, or how to use it on pulling our own reports, then I think having a more frequent communications calendar could be valuable. Maybe weekly or monthly.

Vice President of Programming for Grantmaking Foundation: I think it's partnering with local data experts to give your message. So here there's Data Drive Detroit. If you're to do a workshop with them, you're going to get people's attention probably a little bit more. They're familiar with them.

Foundation Director of Communications: I think free webinars, and some guest blog posting on blogs that are geared towards people, communicators, and non-profit, and also non-programmed officers, and grant raters, I think in general, what we actually belong to an association here in New York called Philanthropy, New York, which could be a perfect organization to partner with on a webinar, or an in-person program to explain how to use the data, because I think having this census data, in my own work, it's really for everyone to learn how to use it, and how to be able to put it in context. I don't think mail. I do think e-mail. I think every 6 months, to update on current available data, with an action of either finding out for a webinar, or attending an in-person breakfast briefing on the data, if you wanted to help hold them in major cities – that could also be helpful.

Foundation Director of Communications: I think information about how it is similar to and different from Decennial. A lot of the questions that we get asked, giving examples of how ACS data has been used effectively would be good to get people to understand more about it. Probably those two things.

Foundation for Public Health Director: I would say that if the Census Bureau really wanted to do it, to get more people to use it, they need more in-person presentations to business leaders and to not-for-profits who might potentially use it. I think that they need to work with a communications firm or some consultants to come up with a very slick and very engaging presentation. Just going out and having somebody talk about the data sources and how they can be accessed will have zero impact on greater usage.

Food Depository Program Developer: they learn about it through their research personnel. I mean because otherwise they... I mean people especially at leadership level, they don't have the time to go through everything [...] on a organizational level, I think it's always going to be through their commitment to having a research person onboard... if that how they're going to learn about it.

What do you think would be the best way to educate people in your field about the benefits of ACS data?

STATE / LOCAL GOVERNMENT

Planning Manager: Tutorials, probably. If they were on the website, or seminars are always effective; go through regional planning agencies, they always seem to draw a very good audience when there have been changes. Like when the American Fact Finder went to the updated version; the seminars at our regional planning agency were very well-attended, and that was very useful. So you get to talk to somebody, rather than trying to flip emails back and forth, and you can be very specific about your question; or they can help you flesh it out, if you're not quite sure what you're asking. I like that format probably best of all.

Municipal Government Executive: I think you can start in going back to particularly university college, either undergraduate or graduate programs in planning and geography and making sure those are known quantities, and the occasional workshop for existing practitioners would probably be helpful.

Major City Fire Department Director of Research: Training. If we had some way to provide training, and increase the awareness of some of the data among the Command Staff, we would probably find a lot more applications... For what I need, the data I need to issue statistics, for example, is served by the data I can make work now, but if I were to see the data and learn more about it I am sure I could find more uses for it if it were easy to use.

City Economic Development Coordinator: There might be some kind of a summary version. Some kind of a working man's executive summary of how to look at the data, and how to interpret the data. Some of these surveys come with several—two or three cover sheets discussing statistical this and statistical that, and the margin of error. It would take an engineer or a mathematician, or a statistician to even read through those summaries and understand what you're reading. I'm kind of a layperson—something that would explain to someone who doesn't have a doctorate in statistics—how do you use the data, how do you interpret the data?

Municipal Planning Director: Email. I mean every now and then maybe a newsletter... online newsletter that they could send with updated information of what's new, what are they doing different, and maybe educating how to search for stuff in case most people are new to the site and not sure how to export data out of it.

Metropolitan Economic Development Director: I think the Census Bureau actually does a pretty good job of letting people know that it is out there and that the website is there – it kind of directs you to the American Fact Finder and all that kind of good stuff. I don't know that there is much else that you could do.

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think would be the best way to educate people in your field about the benefits of ACS data?

Municipal Planning and Economic Development Director: Probably the American Planning Association (APA) had a good relationship with the Census Bureau and almost anything you do through our professional organization, we all get the latest and greatest through APA. Have a more visible — I guess I should say being more visible at conferences and things like that. National planning conferences. Not just having a booth. I would recommend that individuals involved with the census bureau actually put on presentations at national conferences... it would be very warmly received by the people in attendance at that conference.

TRIBAL GOVERNMENTS / ORGANIZATIONS

Village President: The Census Bureau came out here, and they were taking people's census of how many lived in our community, and a lot of them were upset because they didn't realize that the Census was taking place, and the importance of the Census until after. You've got to make it eye-catching for people to understand it. This is important for us! We need to understand why we're counting...They need to understand the participation.

Tribal Manager, Middle Atlantic States: Get into the areas of common ground. For instance, all of the different tribes belong to organizations, associations, and it is at those association meetings where the Census Bureau can and should continue to have a presence

Tribal Manager, Middle Atlantic States: We've had to rely on someone coming in from the outside and informing us and it's usually a government agent and usually government agents can't be trusted so that's why the trusted voice of the community member endorsing today's government agent is important.

Executive Director, Midwest Tribe: Probably mail. A lot of them [members] don't even have an email account

Appendix D: Key Informant Interviews—Insightful Quotes

What do you think would be the best way to educate people in your field about the benefits of ACS data?

Program Director for Upper Midwest Tribe: I think to engage all twelve tribes through a conference, or to tag onto an existing tribal conference as a presentation, as part of that conference, and just show... If a tribal person could do a PowerPoint that shows just how useful this is, they're probably talking to all tribes, they're probably going to tell you the grant aspect. So if the tribal liaison could do a presentation and show the utility of this, bring in GIS, bring in some technical aspects of it, teach us how we can access it. I think at some type of unified forum, get a tribal liaison to give some type of presentation, that would probably be helpful... Well, things tend to heat up towards... Let me back up a minute there. I get a number of Census inquiries, and of course they heat up towards the ten years, but if they could bundle together a little bit and be less confusing... I get land/boundary people, I get the actual Census people, I get a lot of land inquiries. I'm not so sure how that fits in the whole things, so maybe they need to be bundled together. Like I said early on, I'm not even sure they all talk to each other. They seem to be in the same agency but they're not tied together somehow. So all of the Census people need to talk, unify, let the tribal nations know what their mission is, and clarify it. I'm a little confused... And then if I had a liaison that I knew was tracking the reservation boundaries, another one was tracking health, but there was a unified, single point of contact and that they talked to the other tribes, then we're starting to pull together a viable program.

PRIVATE SECTOR BUSINESS

Broadcasting Station Manager: Direct mail. The same as I said before – give me a reason to open it.

President Direct Mail Company: Well, there are industry trade shows and industry trade publications. That would be a very good means of reaching a targeted audience.

Healthcare Public Relations Manager in Indian Territory : I would say the same thing, like a mailing, or maybe, like a seminar, or something? You could get everybody together, you could network, and talk about it.

Television Chief Research Officer: A well-developed website that would provide top line, executive summary kind of information to them.

Marketing Manager: I think, again, for the business leaders, I think, you know, working with Chambers of Commerce about specific information and how to utilize it would be a way to get that word out. Probably a multi-level campaign that would include both direct mail and email and then result in some sort of workshop seminar type of situation so it would be kind of a combination of those three.

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What do you think would be the best way to educate people in your field about the benefits of ACS data?

Healthcare Marketing Director: The best way with a national conference. We have a lot of leaders in the industry, 1,500 people come out to these events [conferences]... I'd say get somebody on the schedule for that and you got a couple of weeks probably to put something together to offer to them before – so you could put a presentation on about the data it would probably be widely attended.

Banking executive: You could work through the state banking agencies if you wanted to as well, but the FDIC holds forums and roundtables about CRA-related initiatives and actions, and the OCC has a means to communicate with its banks. So, you know, tag on to the infrastructure they already have built, because then you've got the right audience.

Furniture Executive: I think that some advertising would be helpful but I would grab a couple acute business leaders in specific businesses and make a phone call. Reach out to industry leaders and then it'll percolate down. And if it's useful data, it's never too often. We all spend a lot of money trying to understand what motivates people and who's out there.

Is there anything else that you would like to add?

15. THANK YOU FOR PARTICIPATING IN THIS STUDY. THOSE ARE ALL THE QUESTIONS WE HAVE. IS THERE ANYTHING ELSE THAT YOU WOULD LIKE TO ADD?

ACADEMIC / RESEARCH

Director Academic Association: No, although I will say that I know that the funding for the ACS come under some, say, microscopic inspection by certain politicians and we are eager to see a continuum.

Education Policy Researcher: I guess being transparent about how data from ACS is used on a regular basis – or could be more commonly used or useful to various groups.

Professor of Political Science: I think the data interaction between universities, and the census bureau would be helpful, with the census bureau playing a lead role in contacting universities, and working with them.

Professor of Sociology: it's pretty time consuming to get down to what I'm actually needing, looking for, and so any way that the Census Bureau could make it easier with search boxes or whatever to say, "Okay. This is exactly what I'm looking for. Can you just take me there so that I don't have to suffer through all this other stuff?"

Professor of Geography: Just change that Fact Finder. I'm not saying it's awful. I mean, I see the value in it because you can do things that you can't do, but it's just really tough to... If someone just wants to pick out – other than looking at their community profile and just typing in their community – if I want to know what's the number of blacks or the number of Asians or the number of whatever in each county in Pennsylvania or each state in the country, I should be able to grab that without having to pick up 27 other things at the same time

Professor of Sociology: we absolutely have to protect the ACS. It's just very concerning to us to think that we would possibly lose either the frequency, or scope in any way, and my impression is – I can only speak for the academic side – my impression is that that would be true in the private sector as well.

ADVOCACY / COMMUNITY ASSOCIATION

Immigration Policy Nonprofit Executive: It's a vital thing. We can't do our job without it. Frankly, the government can't do its job without it, so put me down as a strong supporter of continuing the expanding of what the Census does.

Appendix D: Key Informant Interviews—Insightful Quotes

Is there anything else that you would like to add?

Healthcare Nonprofit Outreach Director: I think the US government should keep putting money into this sort of thing. We always need representative data. If we don't have it, then we often can't do the work that we do in the health field. I guess it's always just a plug that more data is better.

Immigration Nonprofit Research Director: be careful about advertising the ACS too much to people on Capitol Hill, even though that's where the money comes from, because if Congress was actually aware the bureau was collecting this data between the censuses, political support – particularly among Republicans would go down. I know this for a fact. I love the survey. I'm kind of a Republican myself, but I'm telling you that they need to think hard about the political impact of making politicians in Congress too aware of the survey.

Non-Profit Government Relations Director: -- He said there's a failure . Census just doesn't provide gender – the gender breakout on a lot of key questions and you have to go back and really dig for it.

Non-Profit President I think we all utilize it. There is no doubt any of my peers in the non-profit sector that wouldn't utilize it. I just don't know if that's what I know that it's called more than it's... We're always saying Census data. I think when we put credit into our proposals, I don't think we're saying ACS, I think we're saying Census data, 2012, 2010. I think that's pretty funny.

Non-Profit President: I appreciate the time and the ability to be able to provide the insight I think I could provide. Yeah, you've made me aware. Now I'm going to have to go on the website and go, "It is ACS."

Immigration reform research director: As you can tell, we use it [the ACS] and rely on it quite a bit. So my only complaint is that I don't think the website revision is as user friendly as the old one. ... the filters especially. Because you can find, you can search by country of origin, you can search by age, or race, or income level, or education level. And usually it will come up in, you'd have a table, which you could come through that. But now you have three or four pages of tables, and it's hard to comb through those and find the one that you need most immediately, so you end up clicking on a lot of links which don't give you the information that you're looking for. So maybe... I would say, maybe the filters aren't as good as the old ones were. And it may be that I haven't mastered it yet.

Non-profit foundation low-income director: I think the ACS is one of the best tools that we've had in this century for helping us to kind of understand what's going on in the country. And I think it would be something that we should continue to invest in heavily

Non-profit housing Associate Director: I love the ACS, I want it to continue to be around.

Appendix D: Key Informant Interviews—Insightful Quotes

Is there anything else that you would like to add?

Foundation Director of Communications: Yes, I would like to add one other thing about how the definition of American Indian/Alaska Native is established. There are ongoing conversations now about changing some of the racial and ethnic categories, particularly in line with the Hispanic indicator. We're very concerned about this. The census we've held up as a model for collecting, as I've mentioned – American Indian/Alaska Native alone, in combination, and alone and in combination – but there's an ongoing need to consult with tribes about any changes to the definition of American Indian/Alaska Native that the Census Bureau uses. I'd just like to put that in there and remind the Census Bureau any chance I get.

Comprehensive Community Action Program Assistant Director: I use this survey quite a bit, so I am a fan of the survey. I think it's good useful data for me, anyways. Uh, and it's proven to be very effective in making our case for many of our grants and programs and program planning, so I do use the data.

Foundation for Public Health Director: I mean, this goes to a political environment that the Census Bureau probably could affect in a very small way but we live in a time in which data doesn't equal fact and, "How do you overcome that?" is the challenge at hand. One strategy might be more people knowing about the survey and knowing about the work. The other is a media campaign to demonstrate how it can be used and what it might produce.

Food Depository Program Developer: Stuff with healthcare would be great. Like, people who have any type of illnesses, or if they can – if they have health insurance, or they have – I mean if they have diabetes, you know, things that are kind of under those standardized, understood [inaudible] conditions, or things that affect – I don't know. They just go into a lot of other areas related to poverty, or certain nutrition related healthcare issues.

STATE / LOCAL GOVERNMENT

Director of Planning, State Housing Finance Agency: Just my specific needs in my specific industry is that we need greater flexibility in breaking information out by income band and the customizable filter question would be really a substantial benefit if you could set the parameters of the income band that the data was filtered by yourself.

Municipal Government Executive: I would say one of the things that would be helpful, not only for me but for [others] who use the data, is that they understand the limitations of the data. There are limitations to it and an estimate is an estimate, and it's always subject to change....those sources of discrepancy should probably be explained a little more- how those sources of discrepancies could affect the data.

Appendix D: Key Informant Interviews—Insightful Quotes

Is there anything else that you would like to add?

County Government Director: I believe that historically, when there's a big war or famine, or some other disaster in some [parts of the world], a lot of those people are going to start coming into the country, so as way to quickly capture that in statistics...because there's different quotas from different countries how many people can enter [the United States] but they can change [that policy] if there are accurate statistics.

Head of City Planning Commission: You know, I'd say the biggest thing to getting more people on board with this idea of what the census could do for them is probably starting at a lower level – what it does for them before they're professionals. Educating at an earlier stage in life is probably more beneficial than trying to catch people professionally developed.

Major City Fire Department Director of Research: The website is awful and always changing. It's just not clear. We've made the data we have work, and remapped it, but if it were easier to use we would find more ways to use it.

City Housing Coordinator: I wish you'd send some information and I would really like to sit down with my mayor and discuss it because he's all about that. He's all about numbers but he's also about—we've gotten the short end of the stick for so many years but a lot of it is our fault because we [just don't know] about these programs. [For many programs] its beneficial for small towns like ours because small towns get left out.

City Economic Development Coordinator: I feel good that you guys are out doing a survey and trying to improve not only the quality and depth of the data, but kind of how it can be used and represented.

Community Development Director: The only thing is if you guys are sending out surveys, contact the local governments and we will help get the information out on how important it is for these people, for the residents to fill them out and submit them because it's not only important to you but it's also important to the local government. That'd be the only other thing that I could say.

Municipal Planning and Economic Development Director: I do appreciate your call. I can tell you that I personally have the census bureau saved as one of my favorites because I use it on an as needed basis. I'll tell you that I think reaching out to people such as myself, you're probably going to see some commonality there in our answers. But I would just say most people associate the census with we come out every few years, we get data, and we go away. I think it just needs to be understood that we collect data all the time. You have access to it all the time just as it. So I would just simply say keep a very visible profile and keep preaching that, look, we've got data for you on an annual basis, not just every three to five years or ten years. I think it will, for us, sink in and help us.

Is there anything else that you would like to add?

TRIBAL GOVERNMENTS / ORGANIZATIONS

Senior Leadership of Federal Reservation: Just that I do support the process. It helps clarify things, and I do see the value of the data, so we are happy to see that it's carried out in a good way.

PRIVATE SECTOR BUSINESS

Hospital Marketing Coordinator: In marketing, I am interested in Census information about my specific community, but that's not information that changes so regularly that I have to look at it frequently.

Television Chief Research Officer: Well the other thing is, of course, in these types of surveys, in this new world of multi-media world is the utilization—the actual—as part of the community survey, a comprehensive discussion of how people are receiving information in their media consumption would be a very valuable and critical part of this survey. This would be in terms of informing the business community about the media consumption patterns of the US, but also for the Census themselves and understanding how to best communicate with the general population and the business community.

Private Sector Research Vice President: You can't live off 10-year-old data. So yeah, [the Census Bureau] has to engage. It's really a multi-channel multifaceted process.

Healthcare Marketing Director: I just think that the amount of data of all of those that could be provided in rural counties...the more data that we can have for rural counties is obviously very helpful.

Civil Engineering Firm Vice President: No, I think everything was great, and I think especially in our industry and the civil engineering industry, making contact with other firms and letting them know what's out there and sending our literature, or any type of information that relates to the ACS would really help.

Appendix D: Key Informant Interviews—Insightful Quotes

AMONG ORGANIZATIONS THAT DO OUTREACH TO KEY COMMUNITIES: What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS?

[The following are highlights from an interview with an avid Census Bureau data user. It has been edited for ease of reading and to remove crosstalk with the interviewer. Different topics of the conversation have been identified with paragraph breaks]

County Community Development Manager: [Please offer] more users assistance on how to use all the various tools. I've been working with the Census, and specifically the American Community Survey for about ten years, and I still am pretty certain I'm only utilizing probably about 60% of the site. You know, no one likes going to the American Community Survey website. And when they switched to the new American Fact Finder – even more job security [for me] because it's even more baffling to people.

County Community Development Manager: One of my biggest challenge is, is combating the word "Survey." There are a lot of misconceptions out there about the survey that it's sampling, that it's not accurate. I can't tell you how many times I've had to explain: "No, this is not five years worth of data." So little things like that that say – you know, so there's a lot of confusion in layman terms...[for example] people think the survey says over five years, 25% of the population has gotten a bachelor's degree. Because you're working with a smaller geographical unit and have chosen to use a five-year survey, it is more stable. You know, so yeah, find a name that [doesn't have that confusion].

County Community Development Manager: ...Oh! Here's a great piece of feedback: when I get challenged on the separation between race and ethnicity, and I need to be able to document why the Census Bureau does it the way they do it, it'd be great if we had an understandable definition.

County Community Development Manager: You look at the amount of data, the quality of data, and just the sheer dollars and cents that you see going to this product; it would be great if they would invest more into quality user assistance, and just making that data more accessible. I would love to see a matrix of the products available, and the types of information contained within those products. So for example: if I know that I'm looking for poverty data – and this is beyond the American Community Survey, but, you know, where else would I be able to look, and how do I make the decision of which of the products I'm going to use? For example, the only reason I know that the five-year estimates are more stable for smaller communities is because I was writing a community assessment where I had to explain the American Community Survey. I should have known that from the very beginning, that since I'm dealing with, you know, down to the city level, which some of these cities are only population 15,000, that I should always use the five-year estimates. The other feedback that I would give is to have the ability to with one click, take away the margin of error numbers. [Currently,] I have to manually remove the margin of errors for both the percentages and the estimate every time I do that.

Appendix D: Key Informant Interviews—Insightful Quotes

AMONG ORGANIZATIONS THAT DO OUTREACH TO KEY COMMUNITIES: What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS?

INTERVIEWER: Okay. So you don't – and I'm looking for a little clarification here, because in other interviews I've heard people very much want margin of error data.

County Community Development Manager: Oh, absolutely! I want it too. I want to be able to see it, but I also want to be able to remove it. So in my dataset I have three years of data. I have 2009, 2010, 2011... I want to be able to see it because of a threshold...that would be great if you could add that in. If I'm pulling data, and I don't want to see data that surpasses a particular margin of error threshold... You know, that I can set that, instead of getting all the way down my dataset and realizing, "Wow! That margin of error is half the number." For all I know I could be able to set it as a parameter, I just don't know how.... So if I'm looking at a Census tract that is really, really small, and I'm looking at something like how many grandparents are taking care of their grandchildren, and it says, "40 give or take 100," yeah, help shield [data users] from that.

County Community Development Manager: Looking at topics. Oh, no, you guys released 2012. Yeah, create an email list for when there are data releases.

INTERVIEWER: Yeah. And you would have known, except I'm presuming you went to the website?

County Community Development Manager: Yeah, because on the website right now I just got done actually entering 2011. The fact that you guys just released 2012 changes my entire week. So that's a good example.

County Community Development Manager: For every one of the American Community Survey product for all the states in the nation, all the counties in the nation, all the Census tracts in the state, all the cities in my community, and all the school districts in our region. So that works out to about 4,700 different geographical units times three. Okay, so that's not up to 15,000 rows for each indicator. And I have to manually remove the margin of error every time I do a query.

County Community Development Manager: Hold on. If you don't mind, I'm going to bring up the...

INTERVIEWER: Not at all, because you're raising a little more sophisticated level of problems than what I've heard. [Loads content onto her computer]

County Community Development Manager: So what program.... There was something else that just... Yeah, I think that's the biggest one, is the margin of error. So, you'll provide me – the Census will provide me that data. So if I'm looking at a Census tract that is really, really small, and I'm looking at something like how many grandparents are taking care of their grandchildren, and it says, "40 give or take 100," yeah, help shield people from that.

INTERVIEWER: Is it possible to set a parameter and eliminate that, or are you asking that there be a parameter that you can set?

Appendix D: Key Informant Interviews—Insightful Quotes

AMONG ORGANIZATIONS THAT DO OUTREACH TO KEY COMMUNITIES: What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS?

County Community Development Manager: I'm either asking that there is a parameter that I can set a threshold for margin of error, or if there is one already, then have better user assistance so I know that.

INTERVIEWER: Let's you know what it is. Sure. Great. Anything else at all?

County Community Development Manager: I think that is it. I'm just looking at the geography table.

Right now, I'm trying to recall what I have [encountered]... [please] make exporting the data cleaner.

INTERVIEWER: Cleaner in what way?

County Community Development Manager: I don't see a rhyme or reason in it, but sometimes I will –

Alright, so 2012 is really – which means I'm going to start pulling the 2012 data out, primarily from the DP files, which is, you know, the big five. Select – economic characteristics, housing characteristics, social characteristics... et cetera. So I can't select all of my geographic units at once; I'll select my 14 communities, right, and it'll just show up as columns on the table. Sometimes it gives me a drop list, which means that I have to download and export that individually. One at a time, when I have over 4,700 of them... you know, there's only so much data you guys can transfer, but let me know that I can only select fifty at a time, or twenty at a time.

County Community Development Manager: Oh, and that's a huge one! I'll pull out Washington State as an example. Alright, so I have a query, and let me pull out a topic. So I'm just going to do age and sex. Okay. I've pulled it out, your percentages. When I export or download this table – I'm looking at ACS demographic housing estimates – and I download it, and I opt to download it into Excel, it – and I'm doing this as I'm talking, so I'm not... it does not – the percentage columns, it doesn't come out in plain text. So the data type in Excel says "general," and so I'm looking at a percentage. So I click – so I'm looking right now at the number of males 18 and over in Washington State is 49.9%. I go up to Excel and click the percent button, and it turns it into...

INTERVIEWER: 495, or...?

County Community Development Manager: Yes. Percent... [to the Census Bureau] use decimals please.

If they could just present percent whole numbers and decimals, and stop worrying about percentages, because I actually have to go in and multiply all my percentages.

INTERVIEWER...Would it help to have Excel-specific, or tool-specific selectors?

County Community Development Manager: Well it says it's an Excel-specific. I can choose between a PDF, Excel or a RPF file, and I'm doing it in Excel, and yeah.

County Community Development Manager: On the modified table option... [please] give me the ability to close out entire sections. So the demographic table that I just told you I pulled, I have three main [inaudible] sex and age, race, Hispanic or Latino, and race. The Census does a great job of letting me say, "You know, I don't want that particular indicator." And so I uncheck the little checkmark, and it goes away. But for me to remove all – let's say I just wanted the race and Hispanic, or Latino and

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race, and I didn't want any of the sex and age... I have to uncheck one, two... like twenty different checkboxes. It doesn't let me just take out the sex and the age... and then I [still] have to get rid of the margin of errors. There's a lot of work I do even before I download it and export it.

INTERVIEWER: Is it fair to ask or fair to say you've run across these examples by working with the data?

Not by reading instructions and... because you said previously that the user –

County Community Development Manager: Yeah, what instructions, and where do you find them?

INTERVIEWER: Yeah, yeah. And you found those, quite frankly, missing?

County Community Development Manager: [concerning Census site feedback] Not that I – Well, there's a feedback button on the site, but there is a presumption that this is the Census, and they're pretty busy.