# Survey on the Display of Sampling Error in American Community Survey (ACS) Data Products March 2008

The U.S. Census Bureau is conducting a study for two purposes:

To obtain information about the use of the measure of sampling error we present with American Community Survey (ACS) estimates

To gain insight into ACS data users' preference, if any, for a particular measure of sampling error

The results of this survey will aid the Census Bureau in determining the measure(s) of sampling error to provide with the ACS data tables.

We estimate that the survey should require 10 minutes of your time. Your answers will only be used to help us make informed decisions about possible revisions to the way we display sampling error. Your responses are voluntary, and we ensure your confidentiality under the provision of Title 13 USC Section 9.

We will report findings in summary form only. Findings will be posted when available on the U.S. Census Bureau's Web site at:

http://www.census.gov/mso/www/npr/mktbrfs.html.

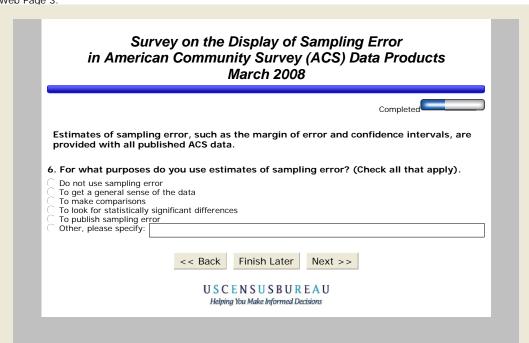
The Office of Management and Budget approval number for this survey is 0607-0760. Without this number we could not conduct this survey or ask for your participation. Approval expires November 30, 2010.

Start

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	Completed
	ou use American Community Survey (ACS) data? (Check all that
pply).  State/local government em Census Bureau employee Other federal employee Contractor Student Journalist Businessperson Academic researcher Other, please specify:	ployee
	ACS data products? (Select only one).
Daily Weekly Monthly	, , ,
Less than once a month  . Which ACS data produ	icts do you use? (Check all that apply).
	3
Data Profiles Data Profiles Relected Population Profiles Ranking Tables Subject Tables Detailed Tables Geographic Comparison Ta Thematic Maps Other, please specify:	bles
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Imagine that for  $\underline{your\ job}$  you are writing a report about young people and find two relevant ACS Data Tables.

Table 1: Prince George's County, Maryland			
Under 5	66,183	+/- 422	
5-9	57,917	+/- 3,624	
10-14	65,199	+/- 3,624	
15-19	57,851	+/- 946	

Table 2: State of Wyoming				
Age Group	Estimated Total	Lower Limit	Upper Limit	
Under 5	31,029	30,125	31,933	
5-9	28,392	26,293	30,491	
10-14	32,677	30,668	34,686	
15-19	33,123	31,876	34,370	

- 7. Which of these tables did you find easier to use for your job?
- Table 1 (with margin of error displayed)
  Table 2 (with confidence intervals displayed)
- 8. Why do you find this table easier to use?

9. Is there any other information that would be useful to you	ı?
Yes	

If yes, please elaborate.

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## Survey on the Display of Sampling Error in American Community Survey (ACS) Data Products March 2008 Completed 10. For your job, which measures of sampling error are useful to you when working with ACS data? (Check all that apply). Confident Margin of error Standard error Coefficient of variation Other, please specify: << Back Finish Later Next >> USCENSUSBUREAU Helping You Make Informed Decisions

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### Survey on the Display of Sampling Error in American Community Survey (ACS) Data Products March 2008

Thank you for taking the time to help us in completing this survey!

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