







## Demonstration of the new “Regional{Pop}Stats” interactive web map

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### Description

Staff from the Research & Special Projects Division and GIS/IS will provide a demonstration on the new “Regional{Pop}Stats” interactive web map. This map will be useful to planners, other government agency staff, and residents seeking to find US Census data for customizable areas and perform comparisons to other areas in the region. In addition, the map indicates each custom estimate’s level of reliability.

### Overview

The “Regional{Pop}Stats” website allows users to access custom estimates based on an interactive selection of Block Groups, the smallest US Census boundaries for which inter-decennial demographic data is available. The Census data used by the interactive web map is the 2013 5-Year American Community Survey (ACS) and 2010 Decennial Census at the Block Group levels. The 2013 5-Year ACS data is also available at the County level. Thus, the 2013 5-Year ACS data can be pulled by users at the County or Block Group levels for jurisdictions in the region, including the counties of Montgomery, Prince George’s, and Howard in MD; the cities of Alexandria, Falls Church, and Fairfax and the counties of Arlington, Fairfax, and Loudoun in VA; and the District of Columbia. The 2013 ACS data encompasses information related to a population’s demographics—such as age, race and ethnicity, or commute mode—and housing characteristics, such as housing cost burden, occupancy, or tenure. The 2010 Decennial Census is only available for Montgomery County and includes residential unit counts, age, and race and ethnicity.

The “Regional{Pop}Stats” interactive web map allows users to select their own combination of Block Groups in the County and see the data within the web map or download the data for additional analysis. For example, a user can download data for a custom grouping of Block Groups in the Bethesda area and compare its demographic or housing characteristics to downloaded data from Block Groups in Tysons Corner.

Because the 2013 5-Year ACS is a survey from a continuous sampling of the population over the course of sixty months, it contains an associated sampling error or “differences [that] are likely to exist between the characteristics of the sampled population and the larger group from which the sample was chosen”<sup>1</sup>. In order to inform users about the measure of sampling error and discern the reliability of the estimate, the interactive web map calculates a coefficient of variation for each individual estimate and estimates based on an aggregation of Block Groups. The coefficient of variation indicates the “relative amount of sampling error associated with a sample estimate...and is used to assess the reliability of an estimate”<sup>2</sup>. Based on thresholds for each estimate’s coefficient of variations, the interactive web map displays a *reliable, less reliable, or not reliable* text prompt with all reported data. This is done for the sake of transparency in communicating when there should be confidence or caution when using or interpreting results from the interactive web map.

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<sup>1</sup> US Census Glossary, [https://www.census.gov/glossary/#term\\_Samplingerror](https://www.census.gov/glossary/#term_Samplingerror)

<sup>2</sup> “Things that May Affect the Estimates from the American Community Survey” presentation, US Census Bureau.