

**THE APPALACHIAN REGION: A DATA OVERVIEW FROM THE 2007-2011 AMERICAN COMMUNITY SURVEY
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FOREWORD

The data contained in this chartbook come from the 2007-2011 American Community Survey. While the types of demographic and housing data included in Chapters 1 through 4 were also collected in the 2010 decennial census, the types of social and economic data included in Chapters 5 through 8 were not. This is because unlike previous censuses—which consisted of a “short form” of basic demographic and housing questions and a “long form” (used for a sample of households) that also asked detailed questions about social, economic, and housing characteristics—the 2010 census only had a short form.

The decennial long form has been replaced by the American Community Survey (ACS), a nationwide study collected continuously every year in every county in the United States. The ACS is designed to provide communities with reliable and timely demographic, social, economic, and housing data each year. However, the annual sample size of the ACS is much smaller than the sample size of the decennial census long form; therefore, data from five years must be combined to provide reliable estimates for geographic areas with fewer than 20,000 people. Since a number of counties in the Appalachian region have fewer than 20,000 residents, we must use the 2007-2011 ACS data to have comparable statistics for all 420 counties in the region.

The five-year ACS estimates for 2007-2011 represent concepts that are fundamentally different from those associated with data from the decennial census. While the main function of the census is to provide *counts* of people for congressional apportionment and legislative redistricting, the primary purpose of the ACS is to measure the changing *characteristics* of the U.S. population. Moreover, while the decennial census provides a “snapshot” of the U.S. population once every 10 years, the ACS has been described as a “moving video image” that is continually updated. Finally, while the census provides “point in time” estimates designed to approximate an area’s characteristics on a specific date, the ACS provides “period” estimates that represent data collected over a period of time. The five-year estimates in this chartbook, therefore, are data collected over the five-year (or 60-month) period from January 2007 through December 2011. These ACS estimates are *not* averages of monthly or annual values, but rather an *aggregation* of data collected over the five-year period.

For areas with consistent population characteristics throughout the calendar year, ACS period estimates might not differ much from those that would result from a point-in-time survey like the decennial census. However, ACS period estimates might be noticeably different from point-in-time estimates for areas with seasonal populations or those that experience a natural disaster such as a hurricane. For example, a resort community in the upper Midwest might be dominated by locals in the winter months and by temporary workers and tourists in the summer months, with a corresponding decrease in employment rates during the winter and increase in these rates during the summer. In such a community, the ACS period estimate of the percent of persons in the labor force, which is based on data across the entire calendar year, would likely be higher than the decennial census point-in-time estimate from April 1.

While five-year ACS data are needed to provide reliable estimates for areas with small populations, they can make it difficult to track trends in these areas. The 2007-2011 ACS data illustrate this problem. The 2007-2011 time period covers three distinct periods of economic activity: the months of economic growth in 2007 that preceded the onset of the recession in December of that year; the recession period itself from December 2007 through June 2009; and the beginning of the economic recovery that followed the downturn. Since the 2007-2011 ACS pools data from all three periods, it smooths out the extreme variations in economic measures that would be evident in annual data from the recent severe recession.