

## Modernizing the Census Faster, More Cost-Effective and More Relevant

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The enormous challenge of accurately counting every man, woman and child in a country as large as the United States – a constitutional mandate – pushes the U.S. Census Bureau to constantly search for ways to improve the quality, efficiency and cost-effectiveness of the census. Ever since it helped usher in the computer age as the first client of the world's first commercially available computer, UNIVAC 1, the Census Bureau has been at the vanguard of modern information collection, processing and analysis.

The Census Bureau now is on the verge of launching some of the boldest and most significant changes in modern history to the way it does business. Together these changes should result in more timely and relevant information, better response rates and cost savings. They include:

- 1. Providing Current Data Every Year** – In today's fast-paced world, 10 years is too long to wait for the demographic, housing and socio-economic information that decision-makers need to meet the changing needs of their communities. For government and business, planning between censuses is like operating with a blindfold on -- costly decisions often are made on the basis of outdated data. The new American Community Survey will ask the same questions as the census long form that was sent to about 1-in-6 households in Census 2000. This survey will be sent monthly to a sample of addresses throughout the United States and Puerto Rico. Eventually, it will produce up-to-date data every year for every state, city, county and census tract (neighborhood) in the country.
- 2. Streamlining the 2010 Census** – The new American Community Survey allows the Census Bureau to conduct the census using only a short form, which counts the population and some basic characteristics. This will permit more efficient data collection. A higher final response rate is anticipated because a shorter form allows for more ways to respond and more methods to count everyone.
- 3. Automating Data Collection: GPS and Handhelds** – Field workers for the 2010 Census will be entering data directly on the latest in handheld computers, eliminating data entry errors that can result when paper notes are transcribed. They also will be using Global Positioning System software on the handheld computers to ensure they are in the correct location and to update address records instantly in the field. The new technology will allow the Census Bureau to reduce the use of paper – resulting in considerable savings, quicker analysis and greater accuracy.

For more information, visit the American Community Survey Web page at <http://www.census.gov/acs/www>.

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Media contact:

Stephen Buckner  
Public Information Office  
U.S. Census Bureau  
(301) 763-3691  
e-mail: [pio@census.gov](mailto:pio@census.gov)