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American Statistical Association Becomes Official 2010 Census Partner

ALEXANDRIA, VA (PRWEB) MARCH 7, 2009 – The American Statistical Association (ASA), the nation’s preeminent statistical society, has become an official 2010 Census Partner, working with the Census Bureau to help ensure a full and accurate count and to support the goals of the 2010 census.

“The accuracy and completeness of census data are critical to decision makers,” said Sally Morton, ASA president. “Accurate census data drive the engine of good public policy. Not only do census data influence how trillions of dollars will be spent over the next 10 years, the data also help shape decisions about such services as public health, education, and transportation.

“Because the Census Bureau is the largest federal statistical agency, we felt it was imperative to be as supportive as possible of the 2010 census,” Morton said. “We hope that we can educate people about the importance of filling out and returning the questionnaire, as well as remind them that all responses are confidential. Census employees regard privacy as paramount and only report data in aggregated reports which make identification impossible. This is totally in line with the ASA’s policy about data privacy.”

The goal of the Census Bureau’s Partnership Program is to combine the strengths of local governments, community-based organizations, faith-based organizations, schools, media, businesses and others, to ensure a complete and accurate 2010 census. The Census Bureau will provide promotional materials, regular updates and data assistance to partners to assist in this effort. Through its partnerships, the Census Bureau hopes to ensure that the 2010 census message is delivered to every corner of the nation.

As an official partner, ASA will:

- Provide an ASA liaison to the Census Bureau
- Promote awareness of the 2010 census to its 18,000 members
- Use its web site and publications to remind members to return census questionnaires on time

About the American Statistical Association

The American Statistical Association (ASA), a scientific and educational society founded in Boston in 1839, is the second oldest continuously operating professional society in the United States. For more than 160 years, ASA has been providing its 18,000 members serving in academia, government, and industry and the public with up-to-date, useful information about statistics. The ASA has a proud tradition of service to statisticians, quantitative scientists, and users of statistics across a wealth of academic areas and applications. For additional information about the American Statistical Association, please visit the association’s web site at <http://www.amstat.org> or call 703.684.1221.

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