



COUNT ON STATS

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The Issue

General distrust in the federal government and high-level attacks against government data, specifically, pose a threat to the federal statistical system that generates data informing decision makers from Wall Street to Main Street to the halls of Congress and beyond. Without federal agencies' data collection and analysis, we would not have key insights into public health, economic trends, community issues, public safety, the environment, or countless other facets that are vital to our society.

The Campaign

The American Statistical Association (ASA), in partnership with other organizations in the statistical community, is defending the system and its important work through a public outreach initiative to enhance awareness of the importance, reliability, and trustworthiness of government data. Count on Stats is designed to elevate the public discourse about government data and the value of the system.

Count on Stats is the primary name, however to further expand the brand, the campaign may often use pre- and post-cursors, designed to be modified to reflect any topic, as follows:

- Businesses **Count on Stats**
- Policymakers **Count on Stats**
- Communities **Count on Stats**
- **Count on Stats** for Credibility
- **Count on Stats** for Accuracy

This humanizes the campaign, showing that it is not for one ideal or cause, but touches virtually every facet of our lives.

Mission

Distinguish federal statistics as absolutely essential to the functions of our economy, society, and democracy.

The public relies on government statistics and needs to understand where the data are coming from.



Campaign Goals

- **Education**
Of the public and key stakeholders and influencers regarding the system and the importance of public participation in the production and use of federal statistics.
- **Awareness**
Of the importance, integrity and trustworthiness of government data.
- **Authority**
Provide a strong, independent, and non-partisan voice that supports the federal statistical system.
- **Advocacy**
Ensure that no attack on federal statistical agencies and their work goes unanswered.

Campaign Themes

- **Accurate**
The validity of the scientific processes by which government agencies gather data.
- **Objective**
Agencies have an obligation to generate data that are apolitical.
- **Evidenced-Based**
Agencies provide data that inform decisions impacting every facet of society, government, and the economy.
- **Timely**
Government statistics are gathered, analyzed, and delivered in a manner that give an accurate glimpse into where we are right now.
- **Accessible**
The system makes data available to all.

Campaign Audiences

Ideally, the audience for this campaign is “everyone.” Understanding that massive resources, well beyond those available to us, are required to engage in such widespread outreach, we must focus our efforts on decision-makers whose support has the potential to influence a broader population. These priority audiences include elected officials—Congress, Governors, Mayors—leaders in the business community, journalists, and allied organizations which rely heavily on government statistics, and the agencies themselves.

Campaign Elements

Our engagement with target audiences will include direct outreach, immediate responses to public criticism of the system, participation in panel discussions and colloquia, byline articles and editorials, and other means to deliver our message.

Campaign Partners

We hope you join us in supporting Count on Stats, alongside the following partner organizations:

