

GENERAL INFORMATION...

The **American Community Survey** will be conducted in every county, American Indian and Alaska Native Area, Hawaiian Home Land, and in Puerto Rico. Each month a sample of households will receive a questionnaire.

Need more information?



Phone
1-888-456-7215 (toll-free)



E-mail
cmo.acs@census.gov



Web site
www.census.gov/acs/www

Responses to the **American Community Survey** are protected by law. Census Bureau employees are sworn to protect the confidentiality of your information.

WHAT OTHERS ARE SAYING...

"Our communities cannot put their concerns on hold. The **American Community Survey** is an important new resource that will provide critical, timely data to help them assess and respond immediately to their residents' vital concerns."

(U.S. Secretary of Commerce Donald Evans)

The **American Community Survey** is a valuable survey that will have a positive impact on all Americans. *(National Council of La Raza)*

The **American Community Survey** is vital to economic development and for wise government and business decision-making. **The American Community Survey** is an improvement over the census long form because it provides small area information annually, instead of once a decade. *(Joan Naymark, Director of Research and Planning for Target Inc.)*

The **American Community Survey** is a federal investment that will yield significant dividends in better plans, better local decisions, better neighborhoods. *(American Planning Association)*

The **American Community Survey** is a cost-efficient, high-quality solution that needs to be adopted now. *(University Consortium for Geographic Information Science)*

How can you and your community benefit from the **American Community Survey**?

ACS

Living by the Numbers: Your role in The American Community Survey



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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

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Helping You Make Informed Decisions

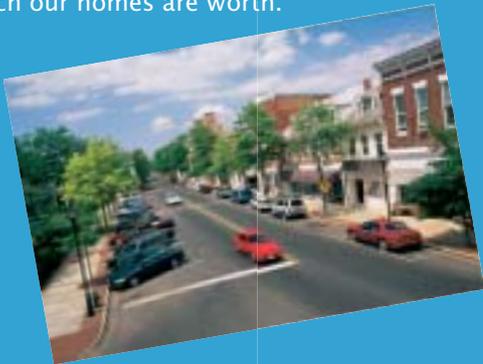
United States
Census
2010

CHARTING YOUR COMMUNITY'S CHANGES...

Have you ever thought much about how or why new roads, schools, after-school programs, or hospitals are placed in your community? How long it takes fellow commuters to get to work? Why it took so long for your favorite restaurant to get to your neighborhood? Where you would go if disaster struck nearby? How your community has changed over the years? What evidence exists to prove it? What makes your community attractive to new businesses or tourists? Why there isn't an Automated Teller Machine (ATM) or video store on your corner?

The answers lie in the numbers...numbers that reflect who we are, what our communities look like, how our communities have changed, how those changes impact our daily lives, and most important, how our communities are meeting the needs those changes created...numbers like those collected during the census every 10 years. Those same numbers play a critical role for states and local communities in determining their share of federal money for schools, roads, senior citizen centers, and other services.

Until now, those numbers were provided by what is known as the census long form, which goes to certain households during the 10-year census. Long form results provided population and housing characteristics such as our education levels, whether we are working and how long it takes us to get to work, what languages we speak at home, and how much our homes are worth.



TRACKING TRENDS THROUGH THE YEARS...

But wait! What about the changes that occur in the other 9 years?

The face of our communities can change radically in a matter of minutes. But how can we understand the impact if we can't accurately gauge what changes actually occurred? The U.S. Census Bureau is moving rapidly toward a whole new way of census-taking to help answer those questions.

The **American Community Survey** is a new nationwide survey designed to provide communities a fresh look at how communities are changing. It is a critical element in the Census Bureau's new approach to future censuses.

- Short form only: The **American Community Survey** replaces the long form in future censuses, returning the 10-year census to its original purpose of counting the population.
- Updated information every year: The **American Community Survey** provides current, up-to-date numbers every year.
- More efficient uses of taxpayers' dollars: The **American Community Survey** helps improve the census process and provides communities nearly ten times the information.

The **American Community Survey** doesn't count the population, but it does provide the numbers that reflect what the population looks like and how it lives.

That's where YOU enter the picture. Your community's ability to provide the goods and services you need is only as good as the information at its disposal and federal tax dollars can only be allocated to communities where they are most needed if current information is available. That is why community support for the **American Community Survey** is vital.

NUMBERS IN ACTION...

Emergency planning: The Baystate Medical Center in Springfield, Massachusetts, is exploring the use of the **American Community Survey** data, combined with other sources, in their plans for responding to catastrophic events. This information could be shared with county officials in case of an emergency need to lock down schools, close post offices, isolate a neighborhood, or evacuate part of a hospital.

Community health issues: Fulton County, Pennsylvania, officials used the **American Community Survey** to deliver the precise number of flu vaccines to an elderly population that was scattered throughout this large, rural, mountainous county.



Business: Firms such as dry cleaners and coffee shops that target morning rush-hour customers can use the **American Community Survey** to determine the times that local residents leave for work and whether they are driving or taking public transportation.



YOUR CONCERNS –Looking to start a new business? Moving to a new town? Maybe you are in charge of a local civic organization and in need of an up-to-date community profile. The **American Community Survey** provides the information—the numbers—you need to make the choices that are right for you. Right now and every year not just once a decade.