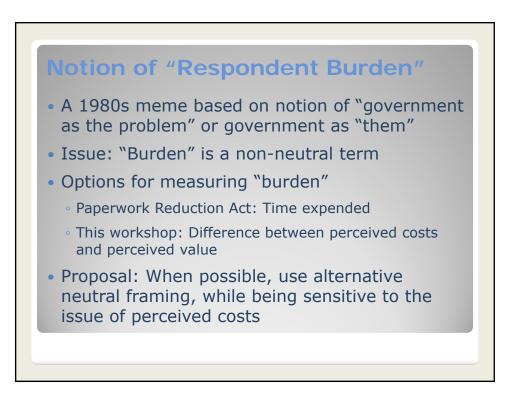
Communicating the American Community Survey's Value to Respondents

Andrew Reamer, Research Professor George Washington Institute of Public Policy George Washington University

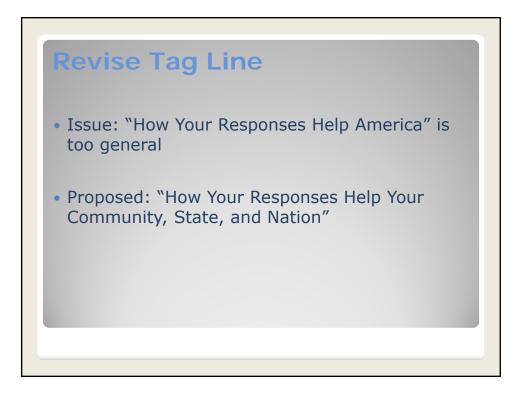
Workshop on Respondent Burden in the American Community Survey Washington, DC

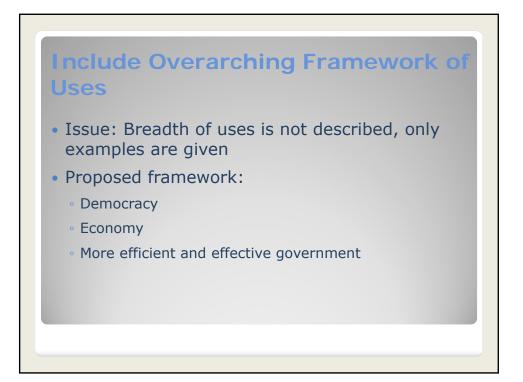
March 8, 2016

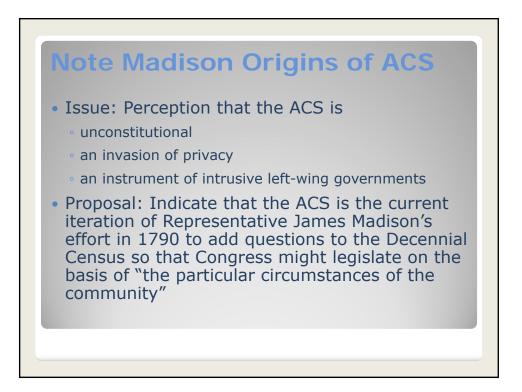




- 1) Revise tag line
- 2) Include overarching framework of uses
- 3) Note ACS origins Madison's proposal
- 4) Emphasize community fair share
- 5) Indicate community response rate
- 6) Redesign "Why We Ask" broaden and highlight examples
- 7) Test use of Census Partnership Program with ACS





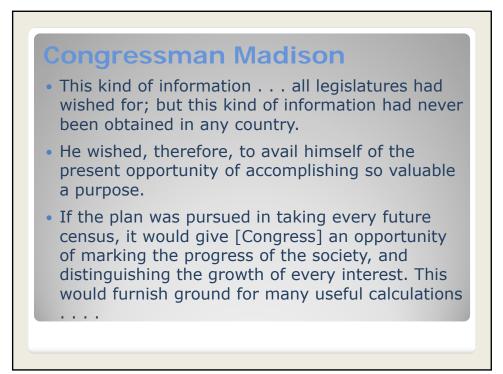


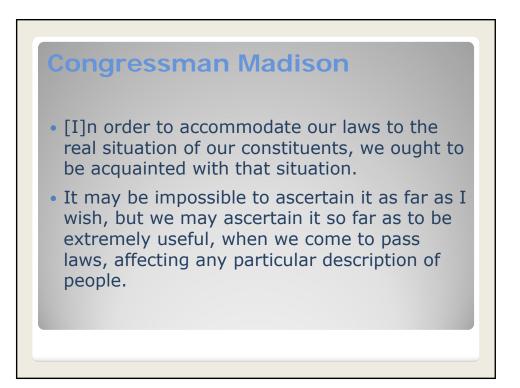
Congressman Madison

- [Congress] had now an opportunity of obtaining the most useful information for those who should hereafter be called upon to legislate for their country if this bill [Census Act of 1790] was extended so as to embrace some other objects besides the bare enumeration of the inhabitants;
- it would enable them to adapt the public measures to the particular circumstances of the community.

Congressman Madison

- In order to know the various interests of the United States, it was necessary that the description of the several classes into which the community was divided, should be accurately known;
- on this knowledge the legislature might proceed to make a proper provision for the agricultural, commercial and manufacturing interests, but without it they could never make their provisions in due proportion.





Congressman Madison

- [Mr. Page (VA-7) thought this particular method of describing the people, would occasion an alarm among them; they would suppose the Government intended something

 besides gratifying an idle curiosity . . . all their measures are suspected of policy.]
- Madison: [T]he people would suppose the information was required for its true object, namely to know in what proportion to distribute the benefits resulting from an efficient General Government.

