

## Statisticians to Discuss Challenges of the 2010 Census at Joint Statistical Meetings in Washington DC

***Rebecca Blank, Commerce Under Secretary for Economic Affairs,  
Will Deliver ASA President's Invited Address Monday, August 3rd***

**ALEXANDRIA, VA (PRWEB) JULY 20, 2009** --- As the 2010 Census draws nearer, statisticians at the Joint Statistical Meetings (JSM) will discuss Census methodologies, data quality and the challenges inherent in counting all U.S. residents only once. JSM, the largest annual gathering of statisticians in North America, will be at the Washington (DC) Convention Center August 1—6, and will feature several sessions focused on the Census.

Rebecca M. Blank, newly sworn in as under secretary for economic affairs, U.S. Department of Commerce, will deliver the ASA President's Invited Address on Monday, August 3, at 4 pm. Blank will speak on "Measurement Matters: Why Good Statistics are Important to Understanding the Well-Being of American Families."

"Billed as our nation's largest peacetime mobilization, the 2010 Census is the major activity of the U.S. Census Bureau, one of the top two federal statistical agencies," said Sally Morton, ASA president. "The Census sessions will provide our members with the current status of the upcoming Census as well as a close look at the issues and challenges inherent in an undertaking of this scope."

More than 100 speakers from the U.S. Census Bureau will participate in numerous JSM roundtables and other sessions. Sessions are organized in two-hour timeframes, with several presentations of about 15 minutes, followed by Q&A.

***[Note: Members of the press can register online to attend any of the conference sessions at <http://www.amstat.org/meetings/jsm/2009/index.cfm?fuseaction=pressregistration>]***

Some of the JSM sessions focusing on the census are described below; additional sessions on this and many other subjects can be found via the JSM online program, where you can search on keywords, date, type of program, presenter's name or affiliation. Link to the program:

<http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=main>.

### **An Overview of Progress on the 2010 Census**

**Wednesday, August 5, 8:30—10:20 am, Room CC-204C**

**Presenter:** *Arnold Jackson, Associate Director for Decennial Census, U.S. Census Bureau (presentation begins at 9:50 am)*

This session describes the key operations comprising the 2010 Census, from the recently completed canvassing operation to the final dissemination of census products. In addition, the session includes discussion on progress on and challenges facing the operations, as well as what risk mitigation and contingencies plans are in place to address the challenges.

[http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract\\_details&abstractid=302821](http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract_details&abstractid=302821)

### **An Integrated Approach to Communications**

**Wednesday, August 5, 8:30—10:20 am, Room CC-204C**

**Presenters:** *Kendall Johnson and Tasha Boone, U.S. Census Bureau (this presentation begins at 9:35)*

Counting everyone in a country as large and diverse as the United States is a significant challenge. To do the job well requires reaching everyone and persuading them to answer the census, despite myriad forces working against cooperation.

[http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract\\_details&abstractid=303065](http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract_details&abstractid=303065)

**Sample Design for the Census 2010 Experimental Program**  
**Monday, August 3, 8:30—10:20 am, Room CC-143A**

**Presenter:** *Michael Bentley, U.S. Census Bureau (this presentation begins at 8:35 am)*

Since 1970, the U.S. Census Bureau has implemented an experimental program as part of the decennial census to evaluate a variety of alternative methodologies and questionnaire design strategies.

[http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract\\_details&abstractid=303644](http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract_details&abstractid=303644)

**You really have to puzzle this out: Checking residence and coverage duplications on a Census 2010 questionnaire**

**Monday, August 3, 8:30—10:20 am, Room CC-143A**

**Presenters:** *Laurie Schwede, Anissa Sorokin, and Virginia Wake, U.S. Census Bureau (this presentation begins at 9:05 am)*

The census must count everyone once, in the right place--a challenge in our diverse, mobile society. Census 2000 had an estimated 5.8 million duplicated persons. Presenters present question wording, comprehension and layout results and assess accuracy and completeness of the overcount screener, address and residence data, and identify wider implications for the census and for survey methodology.

[http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract\\_details&abstractid=305182](http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract_details&abstractid=305182)

**Decennial Census Data at the Census Bureau's Research Data Centers**

**Tuesday, August 4, 10:30 am—12:20 pm, Room CC-141**

**Presenter:** *Todd Gardner, U.S. Census Bureau (this presentation begins at 10:35 am)*

An increasing number of proposals at the Census Bureau's national network of Research Data Centers (RDC) are requesting internal demographic data. Because of the work that is being done with an eye toward providing the research community with public products that are compatible with the internal data, researchers can now do a considerable amount of preparatory work before entering an RDC.

[http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract\\_details&abstractid=305424](http://www.amstat.org/meetings/jsm/2009/onlineprogram/index.cfm?fuseaction=abstract_details&abstractid=305424)

**About JSM**

JSM is held jointly with the American Statistical Association (ASA), the International Biometric Society (ENAR and WNAR), the Institute of Mathematical Statistics (IMS), and the Statistical Society of Canada. More than 5,000 statisticians from government, industry and academia are expected to attend the 2009 JSM, which features a range of activities, including more than 2,500 presentations, panels, roundtables, poster presentations, and continuing education courses. There also is an exhibit hall (with state-of-the-art statistical products and opportunities); a career placement service; and social and networking opportunities. Complete information about the 2009 JSM is available at the JSM web site at <http://www.amstat.org/meetings/jsm/2009/>.

**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 170 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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