

American Community Survey Program Updates

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Outline

- **ACS Program Review**
- Survey Improvements
- Data Release Updates

ACS Program Review

- ACS recently delivered first 5-year data products in December 2010
- Census Bureau Director commissioned team to conduct a comprehensive program review
- Began in April 2011, expected to be complete by December 2012

Program Review Scope

Internal Review Elements

- Strategic Review
- Business Processes
- Systems Engineering Processes
- Program Management Processes

External Review Elements

- Product Line Review
- Communication and Stakeholder Analysis
- Methodology Improvements
- Research and Evaluation

Program Review: Product Line

- Interviews with federal data users – ongoing
- Population Reference Bureau (PRB) workshop with data users – June 2011
- Census workshop with federal data users – July 2011
- Committee on National Statistics (CNSTAT) at National Academies, Workshop with non-federal data users – late 2011
- Interchange with Advisory Committees

Program Review: Communications

- Inventory stakeholders
- Communication strategy
- Briefing new members of Congress – completed
- Data Users Group

Program Review: Methods

- Draft of ACS operations baseline
- Commissioned CNSTAT Panel to review critical methodological issues (starts Fall 2011)
- Interchange with Advisory Committees

Program Review: Research and Evaluation

- Inventory of current research projects
- Document current process for identifying research projects
- Determine alignment of current research projects to the emerging strategic plan

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- **Survey Improvements**
- Data Release Updates

ACS Sample Size Increase

- Sample expanded from 2.9 million to 3.54 million addresses per year
- Sample increase began for
 - Mailout in June 2011
 - CATI in July 2011
 - CAPI in August 2011

Reallocation of Sample to Improve Small Area Estimates

- Objective: improve the reliability of the estimates for small areas
- Increased sampling rates for small tracts and governmental units
- Slightly decreased sampling rates in larger tracts
- Began in January 2011

Computer Assisted Personal Interview Modification

- CAPI follow-up for all non-mailable and non-responding addresses in:
 - American Indian areas with estimated American Indian population > 10%
 - All Hawaiian Homelands
 - All Alaska Native Village Statistical Areas
 - All remote Alaska sample (began January 2011)
- Increases total field workload by roughly 27,000 cases per year

Possible New Content

- Two new topics tested
 - Computer Ownership/Internet Access
 - Parental Place of Birth
- Late in testing phases
 - Testing and Analysis complete
 - OMB and federal agencies briefed on results
 - Census and OMB making final determinations
- Would be implemented in 2013 or later

Possible Internet Response Mode

- First test (April 2011) – analysis underway
- Second Test (planned for November 2011)
 - Aimed at making tweaks to improve response rates and reduce costs
- Would implement in January 2013 or later

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Data Release Updates

- 2010 Based Population Controls
- Revised 2010 Geography
- Occupation Code Changes
- 2010 ACS Briefs
- New American FactFinder

Thank you!

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Expected improvements

- Five-year Coefficients of Variation (CVs) for a sample statistic, by tract size

| Tract Size Category | CVs before reallocation and sample expansion | CVs after reallocation, before sample expansion (2.9M) | CVs after reallocation and sample expansion (3.54M) |
|---------------------|----------------------------------------------|--------------------------------------------------------|-----------------------------------------------------|
| <400 | 66% | 41% | 35% |
| 401 – 1,000 | 41% | 30% | 25% |
| 1,001 – 2,000 | 29% | 29% | 25% |
| 2,001 – 4,000 | 26% | 29% | 25% |
| 4,001 – 6,000 | 19% | 29% | 25% |
| >6,000 | 15% | 28% | 25% |