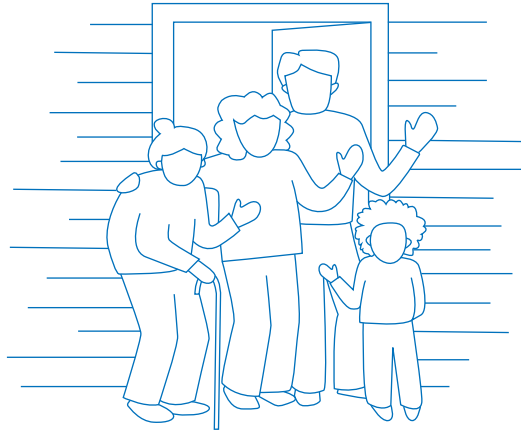


# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

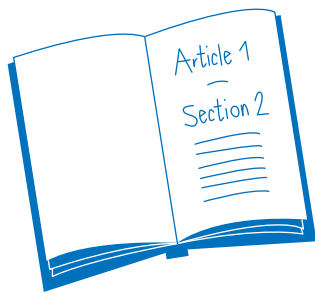
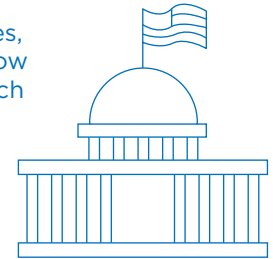
## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



## It's about fair representation.

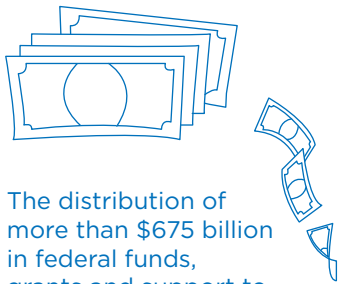
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It's in the constitution.

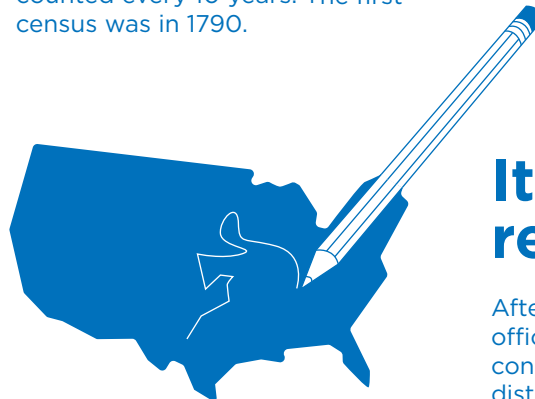
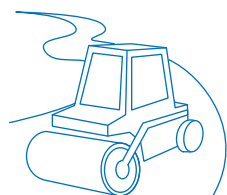
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

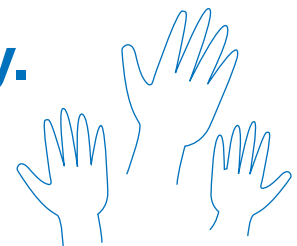


## It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

## Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



# Partnership Fact Sheet: Businesses

The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. These data are valuable to businesses—they help inform better decision-making regarding business expansions, closures, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your customers and employees.

Census data:

- Provide the basis for distributing grants for economic development and inform business decisions, such as local business expansion.
- Create projections of growth and help you identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations.
- Determine how much funding your community receives and its representation in government.

## CHALLENGES FOR THE 2020 CENSUS

- **Digital Divide** - The Census Questionnaire will be moving online for the first time, which could pose issues for those with limited Internet access or literacy.
- **Decreased Resources Available** - The Census has been federally funded at the same level as in 2010, despite population increases. The number of local Census Bureau centers and offices have been cut in half.
- **Lack of Census Education** - Census testing indicates confusion around the purpose and far-reaching impacts of the Census, as well as concerns about data security.

## HARD TO COUNT COMMUNITIES

Census Bureau researchers have noted that some communities are at higher risk of being undercounted:

- Seniors
- Children (Age 0-5)
- Low-Income Households
- Immigrant Households
- People of Color
- Students at local colleges/universities

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As a trusted voice in your community, you have an important role to play in the success of the 2020 Census.

These are some of the many ways you can get involved:

- Host a workshop with your company's leaders, employees, or influential partners to discuss possible solutions to 2020 Census challenges.
- Use provided tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to your employees and customers about the importance and benefits of participating in the 2020 Census. You can even invite the Jefferson Regional Foundation to speak to them.
- Add 2020 Census digital content to your website and link to [2020census.gov](https://2020census.gov).
- Encourage your customers to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).