



Executive Summary: Business Counts

How Business Can Contribute to an Accurate 2020 Census

Every ten years, the U.S. Constitution mandates a count of every person in America, and the next such census will be conducted in 2020. Data from the count is an important tool utilized by businesses every day, and its accuracy is critical for strengthening the economy.

In 2020, the U.S. Census Bureau, will, for the first time, be encouraging residents to complete an online questionnaire to reduce the overall cost of the census, although paper and phone options will still be available. This provides new opportunities to utilize cost-effective, internet-based tactics to encourage employees, customers and the public to participate early.

Many segments of the population have been more difficult to enumerate in previous counts. These include young children, rural households and communities of color. Companies who interact with these populations as employees or customers can help achieve a complete census by encouraging them to respond early. Below are a sample of actions companies can consider.

Get Help: Connect with National, State and Local Partners

- ✓ **Create or connect with a state or local Complete Count Committee (CCC).** CCCs develop place-specific strategies to educate and encourage public participation. Learn more at <https://www.census.gov/2020completecount>.
- ✓ **Become a U.S. Census Bureau Partner.** The U.S. Census Bureau provides an array of free support and materials. Learn more at [census.gov/partners](https://www.census.gov/partners).
- ✓ **Join the National Business Network for an Accurate Census.** The network is a free, private listserv for business people. It distributes information and provides opportunities to support the census. Learn more at strongnation.org/census.

Utilize Digital Media:

- ✓ **Post messages, videos and a link** to the official 2020 Census web page on company websites, Twitter, Facebook, Instagram and YouTube encouraging participation.

Directly Encourage Employees and Customers to Respond:

- ✓ **Display posters, flyers and information** about the 2020 Census in stores, staff offices, schools, parades, festivals and other community events.

- ✓ **Include inserts promoting the census** in bills, statements, or other correspondence with customers.
- ✓ **Encourage employees** to complete their census questionnaires and potentially allow them to do so at work in a private common area equipped with computers or tablets.
- ✓ **Run promotional messages (possibly in multiple languages) in weekly store circulars** or other customer publications.

Support State and Local Efforts:

- ✓ **Sponsor or speak at local, state and national events** about the importance of the census to build awareness among the business community and the general population
- ✓ **Participate in a public census kick-off event** publicizing the 2020 Census and encouraging residents in a given region to complete their census questionnaires.
- ✓ **Contribute financially or offer volunteers** to local and state-based efforts promoting the census.

Engage the Media:

- ✓ **Host a local television station or news reporter** at your office, store or an Area Census Office to promote the importance of the count.
- ✓ **Lend an executive, a celebrity or a character to participate in Public Service Announcements (PSAs).**
- ✓ **Promote the 2020 Census on popular television shows**, especially those featuring high-profile celebrities.

Contribute Your Expertise and Products:

- ✓ **Google** partnered with the Census Bureau in 2010 to provide daily data on Google Maps about response rates in localities across the country.
- ✓ **AT&T** supported a widget built by **Jess3** and **Mobile Commons** in 2010 that allowed users to send messages to friends and family by simply entering their contact info.

For more detailed information about how to help achieve a complete count, read the [full report](#) or contact Jeff Connor-Naylor at jnaylor@readynation.org.

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