

HOW YOUR VOICE MATTERS

Census Data's Impact on Business Decisions

WHO CARES ABOUT THE CENSUS?

YOU should!

The federal government uses the data from the U.S. Census to determine how much funding a state will receive for various programs as well as how much representation your area will have in the government. It even affects business and economic growth!

If you are not counted in the Census, your community and neighborhood could be negatively impacted!



WHY IS THE CENSUS IMPORTANT?

The U.S. Census is taken once every ten years. Company leaders may use census-derived data to make important business decisions.

What does this mean?

Using Census data, business professionals will be able to:

- Assess the potential for customers and/or employees in areas they are considering for their operations.
- Launch their companies with less risk
- Help small-town economies by bringing commerce and job opportunities to the areas

Does any of this affect you, your children, your family, or your community?

Make sure you and your family are counted in the 2020 Census. Participate in the brief survey so that businesses will find a home in your community.

“2020 Census: Counting Everyone Once, Only Once, and in the Right Place”

THE CENSUS AFFECTS LOCAL BUSINESS NEEDS

Census data can be used by company leaders to decide whether they want to establish business in your community. This may mean new employment opportunities and economic growth in your region. Without a proper count of the population, business leaders may not want to operate in your area. *That is why it is important for you to participate!*

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