



Census 2020

Once every decade, America comes together to count every resident in the United States. The goal is to count everyone once, and only once, and in the right place.

Beginning mid-March, every household should receive a postcard in the mail to participate in Census 2020. Once you get the invitation, you can respond by mail, phone or online. **National Census Day is April 1, 2020.**

It Matters

Census 2020 is Ohio's chance to make sure that every individual is counted and has a voice. This opportunity to count the population only comes once every decade and shapes how Ohio spends and operates for the next 10 years.

- ✓ It's **easy**; the Census asks you questions about you such as your name and birthday. It typically takes around 10 minutes to complete.
- ✓ It's **safe**; all Census responses are kept confidential and cannot be shared - even with law enforcement. All responses are encrypted.
- ✓ It's **important**; it determines the distribution of billions of dollars in federal funding to local communities like yours. The count also guides where new schools and hospitals are needed and where to add public safety resources.



Employers of all sizes need accurate U.S. Census data to plan for future job growth and make key business decisions. Large employers in Franklin County use Census data to understand the local labor supply and consumer needs and preferences.

– Columbus Complete Count Committee

Impacts

Census data provides the base for population and demographic intelligence. Businesses use this market research to guide:

- Hiring choices
- Finding customers
- Purchasing decisions
- Increasing sales
- Logistics

How to Promote

There are many ways that your business can easily promote Census 2020 and encourage your community and employees to get counted.

This could include:

- Adding Census information in correspondence with customers (bills, emails, etc.).
- Encouraging employees to be counted and spread the word.
- Linking to www.Census.Ohio.Gov on your company website.
- Hosting an informational Census Q&A session with your employees.
- Inviting a Census Bureau speaker to visit your company or an event.
- Promoting the benefits of taking the Census on your social media to educate both customers and employees. See example below.



An example of promoting the Census on social media.



Mike DeWine, Governor
Jon Husted, Lt. Governor

Development
Services Agency

Lydia L. Mihalik, Director

Our Goal: Make sure every Ohioan is counted.