



Census 2020 Simply Good For Business



Nora runs a neighborhood bakery and is looking for the perfect location to expand her business. Aren, a car dealership owner, wants to know more about his target customers to maximize his marketing budget. What do these businesses have in common? They can use U.S. Census Bureau statistics to steer their decisions.

Boost Your Business: Data from the census can give businesses valuable insights into products, customers, and markets. It can help you determine where your potential customers are located. Or, census data can help guide your decisions of which products to place on your shelves. Do you want to enhance your business using data? Look into how to do this here: census.gov/acs

Provide Critical Services to Your Employees and Customers: Making sure everyone fills out the census questionnaire is important. For every Californian missed by the census, our state loses critical funding every year that your employees rely on, such as funds for schools, healthcare, and roads. Responses could lead to more jobs, local funding for infrastructure, and more resources for entrepreneurship. Don't let billions of dollars fly away, visit strongnation.org/CAcensus and learn how you can ensure a prosperous economy.

How Can Your Business Help?

As a business leader you are a trusted messenger in your community and can help motivate your employees and customers to respond to the **census in March and April 2020**. Here are some actions you can take:

- **Encourage employees** to complete their census questionnaires via online, by telephone, or via mail.
- **Display posters, flyers, and information** about the 2020 Census in stores, offices, and other community events.
- **Include messages promoting the census** on customer receipts, bills, employee pay statements, email newsletters, or other correspondence with customers or employees. Sample Language:

When we complete the #2020Census, we are helping to create a more prosperous future for LA County. Go to 2020Census.gov to get started.

The Census is safe, confidential, and helps secure resources for LA County for the next decade. It only takes 10 minutes to complete. Go to www.2020Census.gov or call 877-352-3676 to get started.

Have a Say in LA County's Future, participate in the 2020 Census. This short activity is truly important for strengthening communities and families in California and it only takes a few minutes.

Tap Into Existing Resources: Connect with National, State, and Local Partners

- **Take advantage of existing resources catered for a diverse population.** LA county is home to some of the most undercounted groups in the nation, and you can access free census resources catered to each of these groups here strongnation.org/articles or <https://census.lacounty.gov/>