



# Business for the 2020 Census

*The Business for the 2020 Census Task Force* is a free, invitation-only, virtual network of senior leaders from major companies, trade associations and business membership organizations. The dual objectives of the Task Force are to i) communicate high-level business support for a robust 2020 Census and ii) encourage employees, customers and/or residents to participate in the decennial count.

Business for the 2020 Census is hosted by [ReadyNation](#) (a project of the Council for a Strong America), a nonprofit, bipartisan business membership organization that supports executives to promote public policies and programs that build a stronger workforce and economy. This work is funded by a consortium of major US-based philanthropies.

---

## Highlights of this unique, time-limited network (summer 2018–2020) are as follows:

- There are **no meetings** and **no dues**.
- The list of **members will be publicly available on the Task Force webpage**.
- Business leaders join the Task Force with company or organization endorsement of their role. Membership does not obligate company or organization action.
- **Members may decide on their level of participation on a case-by-case basis.** For example, members will be invited to participate in tactics such as signing earned media pieces (e.g., op-eds); communications (e.g., phone call, emails, meetings) with Members of Congress; and activities that encourage employees, customers, and the general public to complete their census forms in 2020.
- The Task Force will **not** weigh in about the merits of including a citizenship question on census forms, but members must not have publicly supported the inclusion of such a question.
- **Any request for action that a member considers will be fully supported by our team** with relevant research tools, talking points, etc. to make the opportunity as streamlined as possible and minimize the member's time if (s)he chooses to participate.

*See reverse side for additional context about the importance of the census.*

---

ReadyNation will also support local, state and national business leaders who are not members of the Task Force through a free, private nationwide network.

Please contact Jeff Connor-Naylor at [jnaylor@readynation.org](mailto:jnaylor@readynation.org) with any questions or if you are interested in supporting a robust 2020 Census.

# An Accurate 2020 Census is Crucial for Business

The U.S. Constitution mandates a count of all residents every ten years. The census provides detailed data about the characteristics of the population that no other body produces, and its breadth and accuracy help to fuel a strong economy and workforce.

## Businesses and government need an accurate 2020 Census:

- ✓ **Data from the census serves, at most companies, as the foundation for data-driven business decision making.** It provides them with crucial demographic information about customers, the workforce and the economic landscape. Companies also rely on private, commercial databases, but these require a benchmark to test their quality and accuracy. The census provides the strongest available benchmark.
- ✓ **The census is used to effectively allocate \$800 billion in federal funding** including key investments in the economy such as transportation, education and workforce development resources.
- ✓ **The census is used to determine how many seats each state receives in Congress.**

## The 2020 Census needs adequate resources:

The Census Bureau is planning its first online census in 2020, with the aim of reducing costs by decreasing the number of workers going door-to-door to collect information. The Bureau, however, has received less funding than the Secretary of Commerce requested in Fiscal Years 2012-2017, impacting its ability to prepare for the decennial count, which is the largest peacetime mobilization conducted by the government. Although Congress appropriated significant resources in FY 2018, the Census Bureau had already been forced to cancel multiple regional field tests among other planned activities. Ensuring adequate resources are appropriated in FY 2019 and FY 2020 is critical.

## Business can help:

Once the census is in the field, businesses can play a key role by encouraging residents of the United States, including hard-to-count segments of the population, to participate. Young children, rural households and minority residents have historically been difficult to count and are at particular risk of being under-represented if the census lacks support in their communities. Businesses with employees, stores and offices in regions where hard to count populations live are especially valuable in helping to ensure a complete count.

See ReadyNation's brief, [Data for a Strong Economy](#), for additional context.

**The Business for the 2020 Census Task Force is hosted by ReadyNation**

1212 New York Ave NW, Suite 300, Washington, DC 20005  
2020census@readynation.org • (202) 464-7005 • [strongnation.org/census](http://strongnation.org/census)