Business for the 2020 Census

The Business for the 2020 Census network is a **free, virtual**, bipartisan listserv for business persons across the United States from companies, trade associations and business membership organizations. The dual objectives of the Network are to communicate widespread business support for an accurate 2020 Census including adequate federal funding, and later, if members desire, assistance with encouraging participation in the census among residents.

The Network 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.

Highlights of this unique, time-limited network (ends in 2020) are as follows:

- Membership is **private**, the list is never shared publicly.
- **No dues** to participate.
- No meetings, the network is virtual.
- Members **participate as individuals**, with title and business affiliation listed for identification purposes only if and when members agree to participate in an opportunity.
- **No obligations**: Members choose their level of participation on a case-by-case basis. Members will be invited to lend their name to tactics such as business sign-on letters, earned media pieces (e.g., op-ed); and communications with Members of Congress (e.g., phone call, emails, meetings). Later, members will receive opportunities to help educate and encourage employees, customers and the general public to complete census forms.
- **Time to participate is minimal**: Members agree to receive approximately 6-10 emails *per year*, *many of which are informational.* Any actual request for action that a member considers will be fully supported by our team with draft op-eds, talking points, etc. to make the opportunity as streamlined as possible and minimizing the member's time if (s)he chooses to participate.

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

ReadyNation is also supporting an invitation only business leader task force in support of a robust 2020 Census that will be comprised of high-level executives from major companies, trade associations and business membership organizations.

Visit strongnation.org/census for more information and to join the Network. Please send an email to 2020census@readynation.org with any questions.

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.
- ✓ An inaccurate count may impact the calculations and/or decisions about: the national unemployment rates, interest rates, inflation rates, exports, the Consumer Price Index, housing sales, construction figures and entrepreneurship.
- ✓ **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.

Business for the 2020 Census is hosted by *ReadyNation*
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