**Key Points: Why should I complete my Census form?**

* The Census happens only once every 10 years and it’s important that every Hoosier household complete the Census form on April 1, 2020.
* Everyone counts. Federal funding for programs benefiting Hoosiers and their communities is based on Census results.
* All Census responses are private and are not shared with anyone – including other government agencies.

**How does the Census benefit me and my neighbors?**

* Census data is used to apportion congressional seats.
* Census data is used to apportion seats in the Indiana House of Representatives.
* Census data drives funding for and delivery of many federal programs, up to $1,200 per person.
* Medicaid, WIC food grants, social services
* Schools
* Transportation funding
* Programs for seniors
* Emergency supplies

**What is the Census process?**

* The U.S. Constitution requires a count of all people living in the United States every 10 years. The United States Census Bureau is charged with counting the population.
* The Census count does not differentiate between citizens and non-citizens; ALL people living in the U.S. are counted.
* The Census Bureau uses address lists (updated this year) to send a Census form to each residence in the country.
* Residences include homes, apartments, residential facilities, dorms, shelters, and non-traditional housing structures.

April 1, 2020 is Census Day.

* Forms will arrive in the U.S. mail in mid- to late-March 2020.
* Census forms are available in multiple languages.
* Census responses should reflect all people living in a residence as of April 1, 2020.
* Responses should also reflect those people who live in the residence most of the year.

**Are Census responses confidential?**

* Data you provide to the U.S. Census Bureau through the 2020 Census Form is private.
* Data is not shared with federal, state, or local government agencies.
* Data is not shared with law enforcement.
* Names and addresses collected as a part of the Census are used to verify that each resident is counted only once. *Names and addresses* *are not provided to law enforcement*.

**How does the Census impact the business community?**

* The 10-year Census count is the underpinning of many critical economic indicators, from the per capita GDP to the unemployment rate.
* Census data supports market research and forecasts.
* Businesses of all types and sizes use Census data to:
	+ Identify the size of their markets
	+ Evaluate new business opportunities
	+ Select the most appropriate locations for their operations
	+ Make investment decisions
	+ Assess the labor supply

**How can businesses help spread the word?**

Begin planning and organizing now so that your business is ready to help promote the Census next February and March.

*Employee Communication*

* Use the speaking points on the front of this flyer to create:
	+ An article about the Census for publication in employee communications and on your business’s intranet site.
	+ Posters or flyers highlighting the Census to hang on employee bulletin boards.

*Customer Outreach*

* Add a link from your business’s website to [www.census.indiana.edu](file:///D%3A%5CSpecial%20Requests%5CCensus%202020%5Cupdated%20reports%5Cwww.census.indiana.edu).
* Mention the Census in your direct mail campaigns.
* Include a Census message in your billing information.

*Community Outreach*

* Request that your organization be listed as a Census partner on the [www.census.indiana.edu](http://www.census.indiana.edu) website.
* Present information about the Census at local association events and philanthropic meetings (including Rotary, Lions, Kiwanis, etc.)
* Serve as a spokesperson for the Census in your community
* Sponsor a Census event in your community.
* In March 2020: Use exterior signage to encourage everyone to complete the Census form.
* On April 1, 2020: Use exterior signage to announce National Census Day.