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:

    o Identify the size of their markets
    o Evaluate new business opportunities
    o Select the most appropriate locations for their operations
    o Make investment decisions
    o 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:
    o An article about the Census for publication in employee communications and on your business's intranet site.
    o 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.
- 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 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.