

# Businesses Can Contribute to Better Data Collection

## Key Takeaways

1. Businesses can support state and local efforts by sponsoring, advertising, or participating at events that build awareness to the importance of population surveys, such as the Census and ACS.
2. Businesses can host media campaigns or engage with the media to promote participation in population surveys.
3. Businesses can focus upon readying their employees and customers to take the Census by displaying posters, spreading flyers, or running promotional messages within their stores.
4. Depending upon the type of business, businesses can lend their expertise or product to Census awareness campaigns.
5. National campaigns and local institutions have resources and partnership opportunities that can guide business involvement.
6. Sharing why population data matters to their operations, businesses can equip stakeholders with compelling examples in support of better Census and ACS data collection.

## Want to Learn More?

To learn about **tactics used during the 2020 Census**, read: “[Business for the 2020 Census](#)”  
(15 minutes)

Scroll to the next page for more ways to **encourage employees, customers, and audiences beyond the workplace** to complete the ACS and Census surveys,

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# How Can My Business Support Data Collection?

## How do I encourage my employees to complete their surveys?

- Discuss the ACS or Census at staff meetings or within newsletters.
- Post informational flyers within the workplace.
- Host Census workers or Complete Count Committee members to company spaces to provide onsite educational materials, help people read through forms, or to sign people up for civic engagement opportunities.
- Appoint an employee to oversee the company's census planning.

## How do I encourage my customers to complete their surveys?

- Promote the ACS or Census on social media.
- Combine ACS or Census messaging with commercials.
- Print facts about the ACS or Census on store receipts.
- Post Census materials as an advertisement on customer registration forms.
- Provide giveaway items or coupons to reward completion of surveys.
- Invite Complete Count Committee members to talk with customers.

## How do I support Census Bureau surveys beyond my workplace?

- Share your story. Tell organizations that are supporting better collections of ACS and Census data, such as Florida TaxWatch, how the data benefits you.
  - Engage with the media, such as doing an interview for a radio station or writing a guest column for a newspaper, to promote participation in population surveys.
  - Join or start a Complete Count Committee.
  - When serving on community boards or as a member of associations, recommend a focus upon ACS and Census issues.
  - Lend your expertise or product to Census outreach campaigns.
  - If able, fund Census outreach. For larger companies, plan ahead and include Census initiatives in your community outreach budget.
  - Host census outreach trainings.
  - Partake in advocacy. For example, if government officials are making choices regarding the ACS or Census, consider signing a letter or offering a testimony regarding how the data is important to you.
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