

Census Miscounts Interfere with Data Needed by Businesses

Key Takeaways

1. Employers and workers make decisions based upon estimates that rely upon the Census Bureau, so if the data is wrong, economic opportunities could be left undiscovered.
2. Businesses benefit from community infrastructure such as well-developed roads and effective school systems. Census miscounts limit the federal dollars that fund improvements to the infrastructure upon which businesses rely.
3. Census and ACS data help businesses identify where their business could thrive. While setting up a coffee shop in downtown Miami likely has the necessary workforce and customer base, planning the placement of a coffee shop in a rural area needs promising population data to ensure the business has a place within the community.
4. When businesses make operational decisions, such as how much to pay employees or how to market a product, complete Census and ACS data provides insights for optimal choices.
5. Companies may use Census and ACS data in their products and services; for example, Nielsen uses the data to estimate the number of people who watched the Super Bowl and marketing agencies compare their survey samples to the Census estimates.

Want to Learn More?

To learn about **economic consequences** of the Census:

- Listen to [The economic impacts of a census miscount](#) (9 minutes)
 - Read [“The Economic Impacts of the 2020 Census and Business Uses of Federal Data”](#) (11 minutes)
 - Read [“Nielsen Remains Committed to Data Science Principles Ahead of Census 2020”](#) (4 minutes)
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