

# Population Data Help Businesses Make Decisions

## Key Takeaways

1. Businesses use population data to determine the demand for their product or service. This can inform decisions such as whether to expand services, hire more staff, or open new locations.
2. Population data allow businesses to better understand their customers, which can influence the products they offer or how their products are showcased and marketed.
3. Insights regarding the available workforce can help businesses determine where they can find new hires and how competitive the labor market may be.
4. The ACS and Census data provide free, public data, ensuring access to marketing intelligence and workforce patterns for businesses large and small.

## Want to Learn More?

Click on a topic to learn about the ways **population data helps businesses**.

- [Comparing Businesses with Census Bureau Data](#) (4 minutes)
  - [Using the ACS for Business Uses and Economic Development](#) (4 minutes)
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