



Who is the Census Business Coalition (CBC)?

The Census Business Coalition (CBC) is a non-partisan coalition comprised of American enterprises, associations, foundations, and business owners who recognize an accurate and secure census as an economic imperative, and commit to working together to educate their employees and customers as to the necessity of a successful 2020 Census.

Why is CBC needed?

The U.S. Constitution requires the federal government to conduct the census every 10 years to count the nation's entire population, because the founders of our nation envisioned it as a vehicle for gathering data to guide fair and informed governance.

The census is a vital tool for business development and growth. Businesses use data derived from the census and the American Community Survey to guide strategic development, operational decisions, and investment of resources. Unreliable data would impact businesses' ability to make decisions or disrupt their business altogether and make it more difficult for governments to make sound economic policy decisions about hospitals, schools, transportation and other infrastructure. Acting Census Bureau director Ron Jarmin recently explained: "the business community is by far the largest consumer of census data in the country."

While many efforts are already concentrated on advocacy, the CBC will concern itself with education and outreach, serving as a hub of census-related information and a repository of resources for business leaders, corporate executives and entrepreneurs. We aim to reach them by engaging trade associations, chambers of commerce and other business-minded civil groups. The CBC aims to educate these constituencies on the risks facing the census, the business impact of these risks, and most importantly, how they can help prevent, overcome and minimize them. Simply put, we are focused on helping the private sector contribute to securing a complete count in 2020.

The Business Case for a Complete, Accurate Census: Examples

- The census and American Community Survey (ACS) guide the distribution of \$700 billion in federal funds annually.



- Businesses use Census data to tailor their goods and services to regional, local, even neighborhood differences.
- Businesses rely on the data to make key growth, marketing, site selection, and workforce decisions, to better serve customers and create jobs.
- Homebuilders use data to determine where to build certain types of housing, such as apartments in markets high in people age 25-34 and renters.
- Data are used by state and local governments to make decisions on road construction, public transportation, healthcare facilities and other critical infrastructure
- Congress uses the data to allocate grants for:
 - Homeland security
 - Highway planning and construction
 - Medicaid & substance abuse treatment
 - Community development & rural electrification
 - Public transit
 - Low income housing
 - Special and adult education
 - Home energy assistance
 - Rural business and industry development loans,
 - Water and waste disposal systems
 - Mental health services
 - Rural broadband access
 - Crime victim assistance
 - Coastal zone management,
 - Outreach to disabled veterans
 - Natural disaster recovery, and hundreds of other programs.

All these programs have direct impact on communities across our nation and the millions of businesses, large and small, which serve them every day.