



# CENSUS 2020

Sign on to **#CommitToCount** in Arkansas

Every 10 years, the U.S. Constitution mandates a count of every person in America. Northwest Arkansas is one of the fastest growing regions in the country and will need an accurate count of all residents to sustain and support this growth.



NWA businesses use census data to determine **marketing and growth opportunities**. The data describes where people live, their living arrangements, ages, income, educational attainment, commuting patterns, and occupations.



Arkansas receives almost **\$10 billion**<sup>1</sup> annually in federal funding based on census information that helps pay for hospitals, fire departments, schools, roads, and many more services.



Every uncounted resident means a loss of approximately **\$3,300** each year for the next 10 years. Even a **1%** undercount in **2020** may result in nearly **\$185 million** in lost funds over a **10-year period** for Washington and Benton counties alone.<sup>2</sup>

## APRIL 1, 2020 IS NATIONAL CENSUS DAY

By this date, every home will receive an invitation to participate in the 2020 census. Households should respond in one of three ways: **online, by phone, or by mail.**

### HOW BUSINESSES CAN HELP

NWA has a high number of difficult-to-count populations. To help achieve an accurate count, employers and managers can implement the following actions:



Display multilingual flyers and integrate social media messages into your digital marketing



Include messages promoting the census on customer receipts and in utility bills, credit card bills, statements, and emails to customers



Promote employee census completion through inserts in pay stubs and general company communications



Provide dedicated time to allow employees to complete their questionnaires and provide computer equipment in a private common area to respond confidentially



Partner with trusted voices in your community to reach some hard-to-count employees

### KEY DATES

**March 2020:** Census notifications mailed to all housing units and self-response begins

**April 1, 2020:** Nationwide Census Day

**May 2020 through July 2020:** In-person home visits begin for non-respondents

**December 2020:** Census Bureau delivers apportionment counts to the president and Congress

**January/February 2021:** Total population counts publicly available

**March 31, 2021:** State population counts available

<sup>1</sup>Counting for Dollars 2020: the Role of the Decennial Census in the Geographic Distribution of Federal Funds, GW Institute of Public Policy

<sup>2</sup>What's The Big Deal About The 2020 Census?, Arkansas Advocates for Children and Families

Additional resources available at [EngageNWA.org/Census](https://EngageNWA.org/Census)

