

# HOW CAN YOUR BUSINESS HELP WITH THE CENSUS

On April 1, Chicagoans will have the opportunity to fill out their census. This is also the first year the census can be filled out digitally. The private sector relies heavily on census data to learn about the population, gain market insights, make strategic decisions, and more! Large private sector businesses can help make this initiative a great success by providing information, support, and access to the general public.

## HERE ARE SOME WAYS TO HELP:

### 1. PROVIDE CENSUS KIOSKS AT BUSINESS LOCATIONS:

Add census kiosks to your stores, factories, or high-volume office locations as a way to offer digital access to employees who may struggle in filling out the census digitally.

### 2. DISTRIBUTE CENSUS INFORMATION TO THE GENERAL PUBLIC:

Add inserts to bills and include census information in electronic communications reminding customers about the census and why it's safe and easy to fill out.

### 3. MAKE THE CENSUS VISIBLE:

Place city-provided signs and placards in your business informing people about the census, it is especially important to highlight free WIFI that is available on Census Day.

### 4. ENCOURAGE PARTICIPATION THROUGH FREEBIES:

Similar to voting initiatives, offer discounts and giveaways for customers who fill out the census.

### 5. PARTICIPATE IN COMMUNITY EVENTS:

Attend a resource or community engagement fair to teach neighborhood residents about the census and how to fill it out.

Chicagoans can begin filling out the census in mid-March and enumeration continues until July 2020.

If you are willing to support any of these suggestions or have other ideas to help increase census participation, please contact the City of Chicago's Mayor's Office at [Census@cityofchicago.org](mailto:Census@cityofchicago.org)