

CENSUS 2020

INTEGRAL AT EVERY CORPORATE LEVEL

EFFECTS THAT CASCADE THROUGH ALL BUSINESSES

SMALL COMPANIES:

MOUNTAIN BIKE MANUFACTURER

- Utilized Census Bureau data to drive decisions that improved his **startup** business.
- Identified potential customers, locations, competitors, and partners.
- Compared payroll and sales per employee for the 9 potential areas to launch the company to familiarize with the going rate for positions they were hiring.



MEDIUM COMPANIES:

RESTAURANTEUR



- Looked at Products Line data from the Census bureau to properly expand his existing **medium size** business.
- Analyzed sales breakdown of similar restaurants in his state and determined that it was beneficial to expand and install drive-through windows in his pre-existing restaurant locations to increase profits.

LARGE COMPANIES:

UTILITY TRUCK REPAIR SERVICE PROVIDER

- Launched expansion efforts through the use of interactive mapping provided from the Census in order to improve their existing **large** business.
- Identified areas in which new facilities could be opened to better serve their markets, shortening the distance from constituents to service centers, and increasing satisfaction survey scores in the process.



EVERY BUSINESS:

OVERLYING ECONOMIC INDICATORS



- An inaccurate Census count may impact the calculations and/or decisions about interest rates, inflation rates, CPI, and exports.
- These benchmarks effect **every** business, no matter how small or large.

COMMIT 2B COUNTED

source material from:
<https://www.census.gov/programs-surveys/economic-census/guidance/data-uses.html>