



IT'S IN OUR HANDS MARYLAND!

How Businesses Use Census Data

In FY2007 alone Maryland received over \$5.8 billion in federal formula-based grants (\$1,000 per person per year)

- Businesses rely on census data for locating new establishments and recruiting employees
- Businesses use census demographics and household characteristics for marketing their products
- Census data help direct federal and state funding to communities in need. A stronger local economy benefits businesses by attracting employees and local residents as customers

As a business leader you can partner with the U.S. Census Bureau to convey the importance of participating in the next census to ensure no one is left uncounted.

Achieving a complete and accurate Census is in our hands.

<http://www.census.maryland.gov/>

Census Timeline

- December 2008 - Local Census Offices begin to open in Maryland
- Spring 2009 - Address canvassing to verify the mailing list for census questionnaires
- March 2010 - Census forms mailed to households, special populations (nursing homes, correctional institutions, college dormitories)
- *April 1, 2010* - Census Day
- December 31, 2010 - Apportionment counts for Congressional seats by State delivered to the President
- April 1, 2011 - Redistricting data delivered to the states for redrawing Congressional & Legislative districts



THE SUCCESS OF THE CENSUS IS IN OUR HANDS

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Census
2010