



Encourage Employees, Customers, and Communities to Complete the Census NOW

Deadline is October 15!

The Census is important for Maryland businesses. Census data is used to understand your markets and your opportunities for the next ten years including:

- Customer base
- Pricing strategies
- Site location
- Resource distribution
- Loan applications
- Advertising decisions
- Customer demographics
- Company expansions
- Real estate opportunities
- Business development

Here are some easy ways to spread the word:

- Include Census messaging and/or a “Take the Census Now” button on your webpage or in your emails and newsletters.

Take the Census Now! It only takes 10 minutes! [2020Census.gov](https://2020census.gov)

Download the button graphic here



and hyperlink the button to <https://my2020census.gov>

- **Include Census messages on your social media pages:**
census.maryland.gov/Pages/media-resources/social-media.aspx
- [Print a sign](#) to post in your business or distribute as a flyer

For more information contact

Kristin Fleckenstein kristin.fleckenstein@maryland.gov

or

Randall Nixon randall.nixon2@maryland.gov

