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Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. People in your community use census data in all kinds of ways, such as these:

Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.

Local government officials use the census to ensure public safety and plan new schools and hospitals.

Real estate developers and city planners use the census to plan new homes and improve neighborhoods.