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The ARF Partners with the U.S. Census Bureau to Raise Awareness and Participation for the 2020 Census

Census Day will be observed on April 1st, 2020 nationwide

New York, NY March 19, 2020 – The ARF (Advertising Research Foundation) has partnered with the U.S. Census Bureau to help build awareness of and encourage participation in the 2020 Census.

As a national partner, the ARF will support the marketing and awareness efforts around the census, such as hosting events, providing speaking opportunities and advertising.

The 2020 Census has been a focus for the ARF over the past year. Data from each census not only determines congressional representation and informs federal funding, but also serves as a baseline for market research and business decisions. As such, the ARF encourages participation in the 2020 Census by the American public, as it holds special significance for the U.S. advertising and market research communities.

“The accuracy and reliability of census data is dependent on civic participation. Low participation would have detrimental effects on our industry for the next ten years, as insights sourced from this data would be skewed and unreliable,” said Scott McDonald, chief executive officer and president, the ARF. “We urge both our members and the overall industry to support and preserve this institution.”

“The ARF is a trusted leader and advocate for the advertising and research industry, and this partnership will help us ensure the success of the 2020 Census through raising awareness so that all communities get a complete and accurate count,” said Dr. Ron Jarmin, deputy director and chief operating officer, U.S. Census Bureau.

Beginning in mid-March, households will receive official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail. Census Day will be observed on April 1st 2020 nationwide.

For more information on the 2020 Census, please visit www.2020census.gov.

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About the ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.