

## **News Media Version**

### **Soliciting Email**

Last fall, we asked for your help in informing your business readers about the 2007 Economic Census, and sent additional communications through February of this year, when forms were due back from more than 4 million businesses. Now that data collection is complete, we can proudly say that, with your help, business response was the best in years, and, in some categories, the best ever.

Please help us evaluate the promotional activities we undertook with you, and tell us how we can best assist you in the future, by completing a short survey at <http://questionweb.com/XXXXX>. Your response is voluntary, and is anonymous unless you choose to identify yourself to us.

**Survey of News Media on the 2007 Economic Census Promotion  
December 2008**

**The U.S. Census Bureau is conducting a study to evaluate its efforts in promoting the 2007 Economic Census. Your input will help us assess last year's outreach campaign and make improvements for the future.**

**Please take about 5 minutes to complete this survey. Your responses are voluntary and we will ensure your confidentiality under the provisions of Title 13 USC Section 9. We will report findings in summary form only.**

**This survey is being conducted under OMB Clearance Number 0607-0760, which expires on November 30, 2010. For further information on this clearance, please contact the Customer Liaison and Marketing Services Office at 301-763-4094. For further information about this survey, please contact the Economic Census Staff at 301-763-2547.**

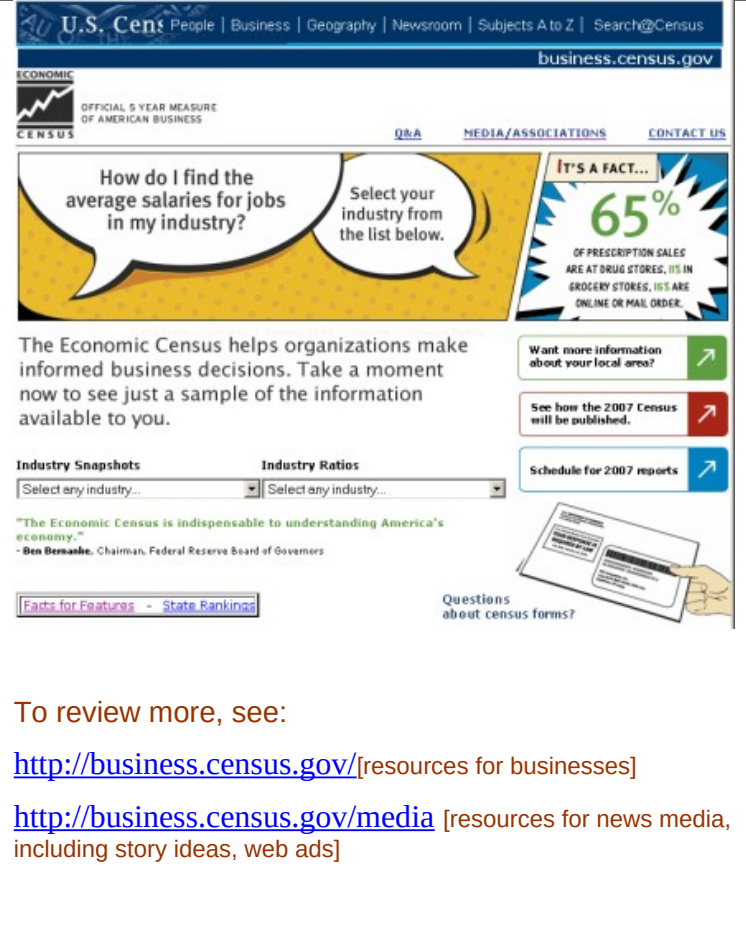
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Q1 – Do you recall receiving materials about the Economic Census (illustrated below) during the past year (primarily October 2007 to February 2008)?

Please check all that apply:

- Yes – Received letter with brochure
- Yes – Received email
- No – Do not recall

Here are some reminders of promotional materials for the 2007 Economic Census.



**U.S. Census Bureau**

To: Communications Director, \_\_[organization name]\_\_

From: Economic Census, U.S. Bureau of the Census

Right now, more than 4 million American businesses, including \_\_[sector]\_\_ businesses in \_\_[sector]\_\_, have their 2007 Economic Census forms in front of them. The forms, mailed in December, are due in less than a month, February 12, 2008. While many very small businesses were not sent a form, those businesses that did get a form are required by law (Title 13, U.S. Code) to complete and return it.

Many businesses may not realize how important this census is -- how the data, though collected only once every five years, support both public policy and business decisions, both national and local.

Please contact your members now to urge their prompt response in the Economic Census. You can base your email, newsletter blurb, or website feature on the sample editorial shown below, or use some of the ideas shown at <http://business.census.gov/media/>. Do it now, and again just before the February 12 due date.

Sample message to your members

**America Needs Business Numbers**

In December, the U.S. Census Bureau mailed Economic Census forms to more than 4 million businesses - to all large and medium businesses and many small businesses. If you received a form, the law (Title 13, U.S. Code) requires that you complete and return it. The due date is February 12, less than a month away.

Economic indicators we use all the time -- like Gross Domestic Product, monthly retail sales, and the producer price index -- all depend on the Economic Census for continued accuracy. The data are also used by businesses large and small, and by this association. Ben Bernanke says this census is "indispensable to understanding America's economy."

If you need more information or help completing the form, see the Census Bureau's business help site at [www.census.gov/econhelp](http://www.census.gov/econhelp) or call 1-800-233-6136.

America needs your numbers.

To review more, see:

<http://business.census.gov/> [resources for businesses]

<http://business.census.gov/media> [resources for news media, including story ideas, web ads]

To review more of the communications we sent you, see:

<http://business.census.gov/media/email/news promo.htm> [copies of emails and other materials sent your organization]

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Q2 – Did you include anything about the 2007 Economic Census in your publications? Mark all that apply.

- Articles
- Blogs
- On your web site
- Emails
- No, we used the material only for staff information
- Don't remember

Q3– Did you use any of the background material from the emails and web site we provided? Mark all that apply.

- Statistics about businesses in your area (such from <http://www.census.gov/econ/census/localareas.htm> or <http://www.census.gov/econ/census/topstates.html>)
- Story ideas (such from <http://www.census.gov/econ/census/media/storyideas.htm>)
- Promotional graphics (such from <http://www.census.gov/econ/census/media/printpsas.htm>)
- None
- Don't remember

Q4 – Did you link from your web site to <http://business.census.gov>?

- Yes
- No
- Don't know

Q5 – Please rate your overall reaction to the communications you received from the Census Bureau:

- Very favorable
- Somewhat favorable
- Negative

Q6 – What could we have done to better help you to provide your business readers with information about the 2007 Economic Census? Please be specific. (Write in response)

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Q7 – Did any of your members ask you any questions or give you any feedback about the 2007 Economic Census?

- Yes
  
- No

Q8 – Please share any specific feedback or questions from your members about the 2007 Economic Census:

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Q9 – Prior to last year, were you familiar with the Economic Census?

- Very familiar
- Somewhat familiar
- Did not know about it

Q10 – Please rate your impression of the Economic Census prior to receiving publicity last year.

- Very favorable
- Somewhat favorable
- Unfavorable
- No opinion

Q11 – After seeing the campaign and/or being contacted by the Economic Census last year, how have your impressions of the Economic Census changed?

- More favorable
- Less favorable
- No change
- Do not recall publicity

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2007 Economic Census data for the industries or areas you are interested in will be published starting in a few months:

March 2009: Advance report (national data for 2- and 3- digit NAICS industries)

April-December 2009: Industry Series (national data for 6-digit NAICS industries)

Sep 2009-Aug 2010: Geographic Area Series (industry data for states, metropolitan areas, counties, cities)

Q12-What is the best way to inform you when data relevant to your interests become available?

- Special Web site you can check any time
- Press releases when each new series begins
- Emails announcing the availability of data for specific industries or areas you check on a list
- Other, please specify: \_\_\_\_\_

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Q13 – Which of the following best describes your role within your organization?

- Business Editor
- Reporter
- Researcher
- Other (please specify)\_\_\_\_\_

If you would be willing to discuss your reaction to the Economic Census or this promotional effort with Census Bureau staff, please tell us how to reach you.

Name\_\_\_\_\_

Organization\_\_\_\_

Phone\_\_\_\_

Email\_\_\_\_\_



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**Thank you** for helping us help you with the Economic Census.

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For other series, see <http://www.census.gov/econ/census/guide/g07sched.htm>.

We will email you as these dates get closer.

If you have questions, contact us at 301-763-2547 or [econ@census.gov](mailto:econ@census.gov).