

Research for 2012 Economic Census  
Questions to Intermediaries  
Outreach Assessment for the 2012 Economic Census Campaign

This survey is being administered by SurveyMonkey.com and resides on a server outside of the Census Bureau domain. The Census Bureau cannot guarantee the protection of survey responses and advises against the inclusion of sensitive personal information in any response.

1. Do you recall receiving materials about the 2012 Economic Census approximately a year ago (primarily September 2012 to September 2013)?
  - a. Yes
  - b. No
2. Prior to receiving any materials about the Economic Census, were you familiar with this program?
  - a. Yes
  - b. No
3. Please rate your impression of the Economic Census prior to receiving publicity last year.
  - a. *Very unfavorable*
  - b. *Somewhat unfavorable*
  - c. *Neutral*
  - d. *Somewhat favorable*
  - e. *Very favorable*
4. Please indicate the ways that you may have communicated with your members about the 2012 Economic Census? Mark all that apply.
  - a. *Email*
  - b. *Newsletters*
  - c. *Website*
  - d. *Other (Specify)*
  - e. *None*
5. During the 2012 Economic Census we e-mailed background material and developed a website which contained additional information. Please indicate which of the background materials you may have used from these e-mails or the website. Mark all that apply.
  - a. *Statistics*
  - b. *Story ideas*
  - c. *Promotional graphics*
  - d. *Other (Specify)*
  - e. *None*

6. Please rate your overall impression of the background materials you received from the Census Bureau about the 2012 Economic Census.
  - a. *Very unfavorable*
  - b. *Somewhat unfavorable*
  - c. *Neutral*
  - d. *Somewhat favorable*
  - e. *Very favorable*
  
7. Did you provide the 2012 Economic Census link (<http://business.census.gov>) on your website?
  - a. *Yes*
  - b. *No*
  
7. What could the Census Bureau have done better to assist you and your members with obtaining information about the 2012 Economic Census? Please specify.
  
8. What feedback or questions, if any, did you get from your members regarding the 2012 Economic Census? Please specify.
  
9. What is the best way to inform you when data from the 2012 Economic Census that is relevant to your organization's interests becomes available?
  - a. *Email*
  - b. *Phone call*
  - c. *Other (Specify)*

We estimate that it will take 5-10 minutes to complete this form. This includes time to read instructions and report the information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0897, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, D.C. 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0897" as the subject.