

Persuasive Appeals Topics

These topics may be reworded into persuasive appeals after we determine level of respondent engagement through this testing.

- Revised 'Thank you' statement for end of letter:
 - **Thank you** in advance for your help. Your participation ensures that we can continue to provide you and the rest of the nation with reliable statistics about the U.S. economy.

- Uses of Economic Census Data (See Enclosure 7; Source: <https://www.census.gov/programs-surveys/economic-census/guidance/data-uses.html>)
 - Policymaking agencies of the federal government use the data to monitor economic activity and to provide assistance to businesses.
 - Local governments use the data to assess business activities and tax bases within their jurisdictions, as well as to develop programs to attract business.
 - Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
 - Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

- Census Business Builder (Source: <https://www.census.gov/data/data-tools/cbb.html>)
 - Suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.
 - Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time (see Enclosure 8).
 - Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas (see Enclosure 9).

- "America's Economy" Mobile App (See Enclosure 10; Source: <https://census.gov/mobile/economy/>)
 - A mobile application provided by the U.S. Department of Commerce, Census Bureau that provides the public access to key statistics about the health of the United States economy through a smart phone device.
 - Provides real-time updates for 21 key economic measures such as employment, manufacturing, international trade, retail sales, and residential construction and sales.

- Uses for Data by type of survey (see Enclosure 11):
 - Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most TIMELY data available
 - Annual surveys have larger samples and provide the most up-to-date TREND data available
 - Every 5 years, the Economic Census measures all businesses and provides the most COMPREHENSIVE data available
 - These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses