



## BUSINESS LEADERS SPEAK OUT ABOUT THE ECONOMIC CENSUS

### Alan Greenspan, Chairman, Federal Reserve Board of Governors

"The Economic Census is indispensable to understanding America's economy. It ensures the accuracy of the statistics we rely on for sound economic policy and for successful business planning. Returning your Economic Census form helps us all."

### Thomas J. Donohue, President, United States Chamber of Commerce

"Sound and timely economic data are the fuel that powers economic decision making. Data are used by Congress, the Federal Reserve, regulatory agencies, and American businesses to formulate and evaluate fiscal, monetary, and regulatory policies and to develop business plans and financing strategies. Without sound economic data, policy makers in both the public and private sector would be flying blind.

"I urge all American businesses to participate in the census and to provide complete and accurate data. American businesses and the American people will be the benefactors."

### Kathleen Cooper, Under Secretary, US Department of Commerce

"The economic statistics that most people are familiar with – like retail sales, Gross Domestic Product, and many others – have their origins in the data collected in the 5-year Economic Census. The economic indicators we read every day – for policy and personal decisions – are built on the quality of the Economic Census data."

### William Dunkelberg, Chief Economist, National Federation of Independent Business

"This is our chance. If we all fill them out and we all send the data in, then the information that policy makers look at in Washington and at the State level will be information from small businesses – that part of the economy that we think is the most vital and most important.

"Businesses can use these data to find out what's happening in their own markets. That will make our small businesses much more effective in serving consumers and growing and creating jobs."

### Jerry J. Jasinowski, President, National Association of Manufacturers

"Hard, reliable data are critical in evaluating where American business is and where it needs to go. This information is found in the Economic Census, a clear, understandable, document that has become indispensable to American industry.

"It is my hope that manufacturing firms and businesses of every type will fill out their survey forms so that the Economic Census can remain the invaluable tool it has become."

### Gail Fosler, VP/Chief Economist, The Conference Board

"Economic Census, and the economic data that the census provides, is one of the great information bargains that is available both to the public and to business. Business often spends thousands of dollars, sometimes hundreds of thousands of dollars, for information...and core of that information is what is provided for a nominal cost from the US Census Bureau."

### Manuel Gutierrez, Manager-Market Research, Kohler Plumbing Fixtures

"We are looking forward to the 2002 Economic Census. We use that data to assess markets, to assess our potential, and to interpret our market share, and to validate our market share estimates. And therefore, since we know what our sales are, we can estimate our penetration of that particular market."

### Diane Swonk, Chief Economist and Executive Vice President, Bank One

"The census data are sometimes the only light we have in an increasingly dense forest of global information. Without it, we would be surely lost. It is a critical component of strategic decision making and risk management."

[MORE](#)

2002 Economic Census  
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Department of Commerce  
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**C. Mark Dadd, President, Wellspring Advisors**

"It's essential that we take part in the Economic Census. We live in a world where people make decisions based on fact. Both in the business world, and in government. This is going to provide one of the best sources of data about what's going on in your industry and the industries you sell to, and in the regions around the country."

**Roger Brinner, Chief Economist, Parthenon Group**

"When the Economic Census form arrives, look at it as a valuable use of your time. That information will help all of us as a nation perform more efficiently and probably more equitably. So, take the time, treat it as a real responsible act as a citizen, and you will benefit."

**Maurine Haver, President, Haver Analytics.**

"There is just a wide variety of ways that these economic data come to play in businesses. They use them to decide where to locate a plant, or where to build a shopping center. They use them to figure out what the market demand is for their products, and how much they should produce."

**Mickey Levy, Chief Economist for the Bank of America**

"It behooves businesses to take the time to fill out the forms seriously and honestly. The information generated can affect public policy and economic performance at the national and local levels. Everybody is really a participant, and they are affected either directly or indirectly by the quality of their Economic Census responses."

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