

# Introducing the 2007 Economic Census

## **What is the Economic Census?**

- The Economic Census aggregates data about our nation's 26 million businesses to provide the most comprehensive, detailed, and authoritative facts about the American Economy.
- Every 5 years, firms like yours receive a form for each U.S. location of their company.
- There are over 500 versions of the census report form, each tailored to particular industries or types of activity.

## **Is my company required to report?**

- **Yes.** Your response is required by law.
- Title 13, U.S. Code, requires firms to complete and return Economic Census report forms.

## **Is my response confidential?**

- **Yes.** Your response is confidential. We use your information solely to develop summary statistics. Your responses can only be seen by persons sworn to uphold the confidentiality provisions of the law and are exempt from the Freedom of Information Act.
- Title 13 prohibits the Census Bureau from publishing any data that could reveal the identity or activities of an individual firm.
- The law protects from disclosure any copies of census reports that you retain in your records.

## **When and how do we report?**

- Your forms will be mailed to the address you confirm or correct on the enclosed Contact Exchange Card between **October** and **December** of **2007**.
- Mail packages will include:
  - An **inventory list** of forms you will receive for each location of your company and its subsidiaries. The list will identify the specific report forms required.
  - A paper **report form for each location** of your company. The number and type of report forms your company receives will depend on its size and diversity, and is based on the information you reported to us in previous annual Reports of Organization (Form NC-99001).

- Please let us know on the enclosed Contact Exchange Card if you plan to report electronically.

- **Completed forms are due February 12, 2008.**

## **Can my company report electronically?**

- **Yes.** Download our free Surveyor software from the Internet or request it on CD-ROM.
- Report each location individually **or** use the software to create or import a spreadsheet for all locations.
- See the enclosed information about electronic reporting or visit [www.census.gov/econhelp](http://www.census.gov/econhelp).

## **Will the 2007 forms differ from the forms my firm completed for 2002?**

*Good news!* Not much has changed since 2002. However, we have made several improvements that should make filing easier, including:

- 1. Electronic reporting is easier**  
Over the past 5 years we have incorporated many features requested by companies into our Surveyor software. See the insert on Electronic Reporting or visit [www.census.gov/econhelp](http://www.census.gov/econhelp) for more information.
- 2. More relevant content**  
Items related to Leased Employment, Supply Chain, and E-Commerce were deleted. Inquiries on franchising, outsourcing, and health and pension benefit expenses were added to selected forms to better measure changing business characteristics.
- 3. More standardized product detail**  
All industries will report sales lines and revenue sources according to the new North American Product Classification System (NAPCS). This will allow us to produce product data that is comparable across industries.

## Introducing the 2007 Economic Census—con.

### **What is the period covered?**

- Each report form requests data for **calendar year 2007**, and employment and payroll must be reported on this basis.
- **If your fiscal year is different** from the calendar year, estimates are acceptable for sales, production, and most other data.

See the instructions provided with each form for additional guidance.

### **What operational units of my company are covered?**

- Most companies will receive a separate report form for **each of their locations covered by the Economic Census**.
- Instruction sheets supplied with each form explain how a location is defined and what detailed information is required for each location.

### **What kind of data will we be asked to report?**

- All businesses are asked to report some basic information for each of their locations. Additional industry-specific items are also included. See the enclosed table, "Major Data Items at a Glance," for more details.

### **Can I see samples of the report forms?**

Sample forms will be available for review in mid-2007 at [www.census.gov/econhelp](http://www.census.gov/econhelp).

### **What if a form does not apply to one of my locations?**

If you receive a report form for one of your locations that does not seem to apply to its operations, please inform your census contact.

Please also see the Business Help Site [www.census.gov/econhelp](http://www.census.gov/econhelp) for a discussion of this topic.

### **Can I use estimates?**

**Yes.** Since the data you report will be used to compile statistical summaries, we ask that you provide your best estimate for any information that is not readily available from your business records.

### **What happens to the data my company supplies?**

- We will combine the information you supply with that from other firms and publish summary reports by industry and geographic area.
- You can see data compiled from previous censuses at [www.census.gov/econhelp](http://www.census.gov/econhelp).

### **How does the Economic Census relate to other Census Bureau surveys I receive?**

- The Economic Census provides the foundation on which these sample surveys are based, and response to the Census helps keep those surveys accurate and up-to-date. Most of the Census Bureau's monthly, quarterly, and annual business surveys will continue without change during the Economic Census year, with two exceptions:
  - Form NC-99001, Report of Organization, will be replaced by the report forms for individual locations that make up the Economic Census.
  - Form MA-10000, Annual Survey of Manufactures, will be expanded to include additional manufacturing questions needed for the Economic Census.

### **Who uses the data, and for what?**

**Public sector:** The Economic Census serves as the cornerstone of the nation's federal economic statistics programs. It provides key source data for major indicators like GDP, Producer Price Indexes, and the Index of Industrial Production.

**Producer Price Indexes:** Businesses like yours use Economic Census data to study market share, product trends, and business markets; choose site location; identify sales territories; forecast sales; and evaluate investments. Associations, researchers, business reporters, and economic analysts use the data to assess growth and change in industries and local areas.

### **What if I have questions?**

- The Census Bureau's Business Help Site provides answers to many business questions. *Please bookmark it!* [www.census.gov/econhelp](http://www.census.gov/econhelp)
- Contact information is provided in this folder and on the enclosed card. Please keep it for future reference.