

# 2007 Economic Census Account Manager Program

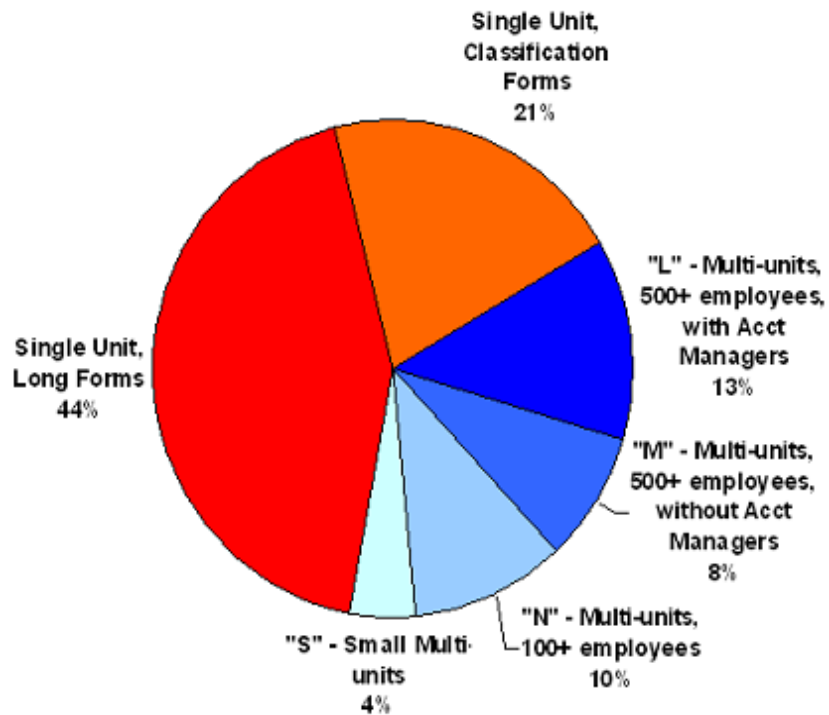
**Bob Marske**  
US Census Bureau

# What is the Economic Census

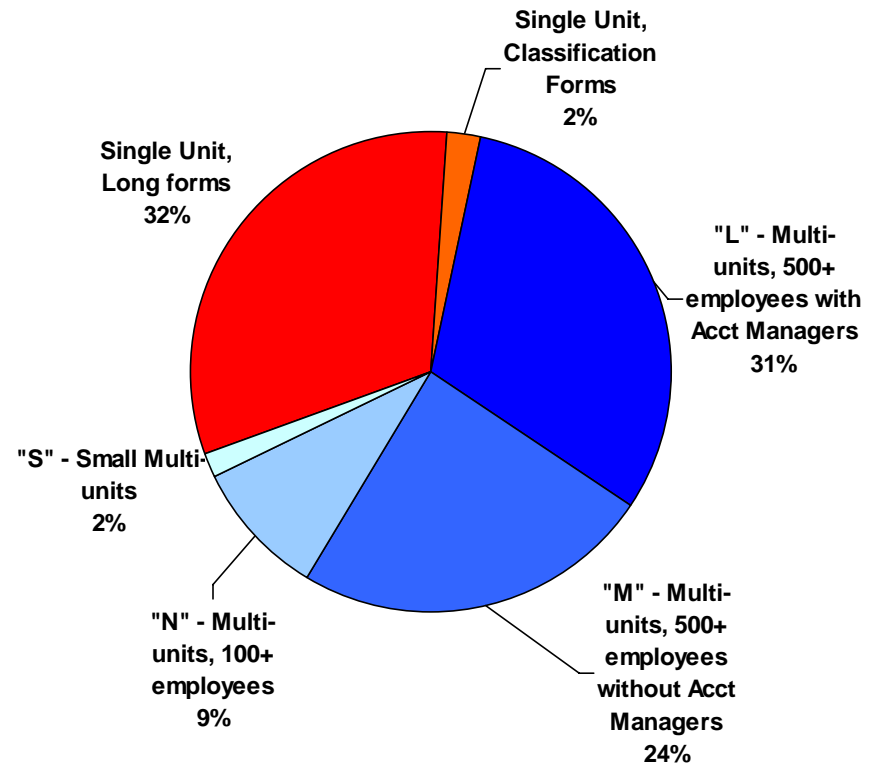
- Every 5 years
  - Capital, labor, and material inputs
  - National, state, and local output by industry
  - Benchmarks for GDP, other key statistics
  - Establishes official NAICS industry measures
  - Benchmarks and sampling frame for surveys
  - Key resource for business marketing & planning
- Establishment-based data collection
  - Very small businesses do not get forms
  - Businesses can report electronically

# Census Mailout by Company Size

## Number of Forms vs Contribution to Total Payroll



Share of  
Forms Mailed



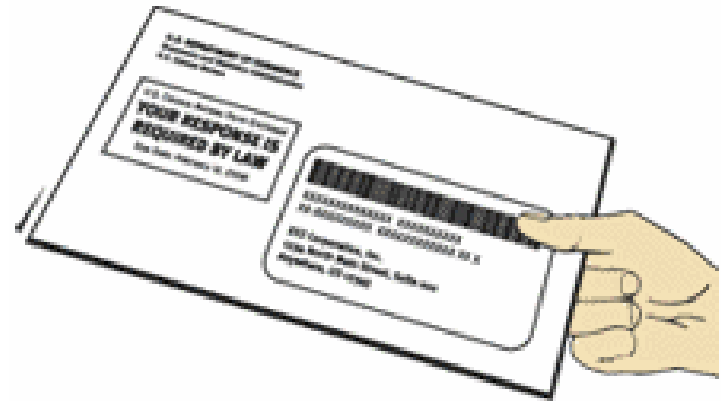
Share of  
Total Payroll

# Large Business Challenges

- Very important to understanding the economy
- Timely response is important for timely publication
- Sources of burden
  - Little institutional knowledge of a census taken 5 years ago
  - Fiscal years, record keeping, other inconsistencies
  - Likely included in other surveys of their industries
- Data providers probably not data users
- Want to report electronically

# Response Promotion Initiatives

- Message on envelope
- Toll-free number
- Business HelpSite
- Multiple mails
- Letters from top legal official
- Enhanced electronic reporting software
- Advance information for 15,000 largest companies
- Account Managers for 1,200 largest companies



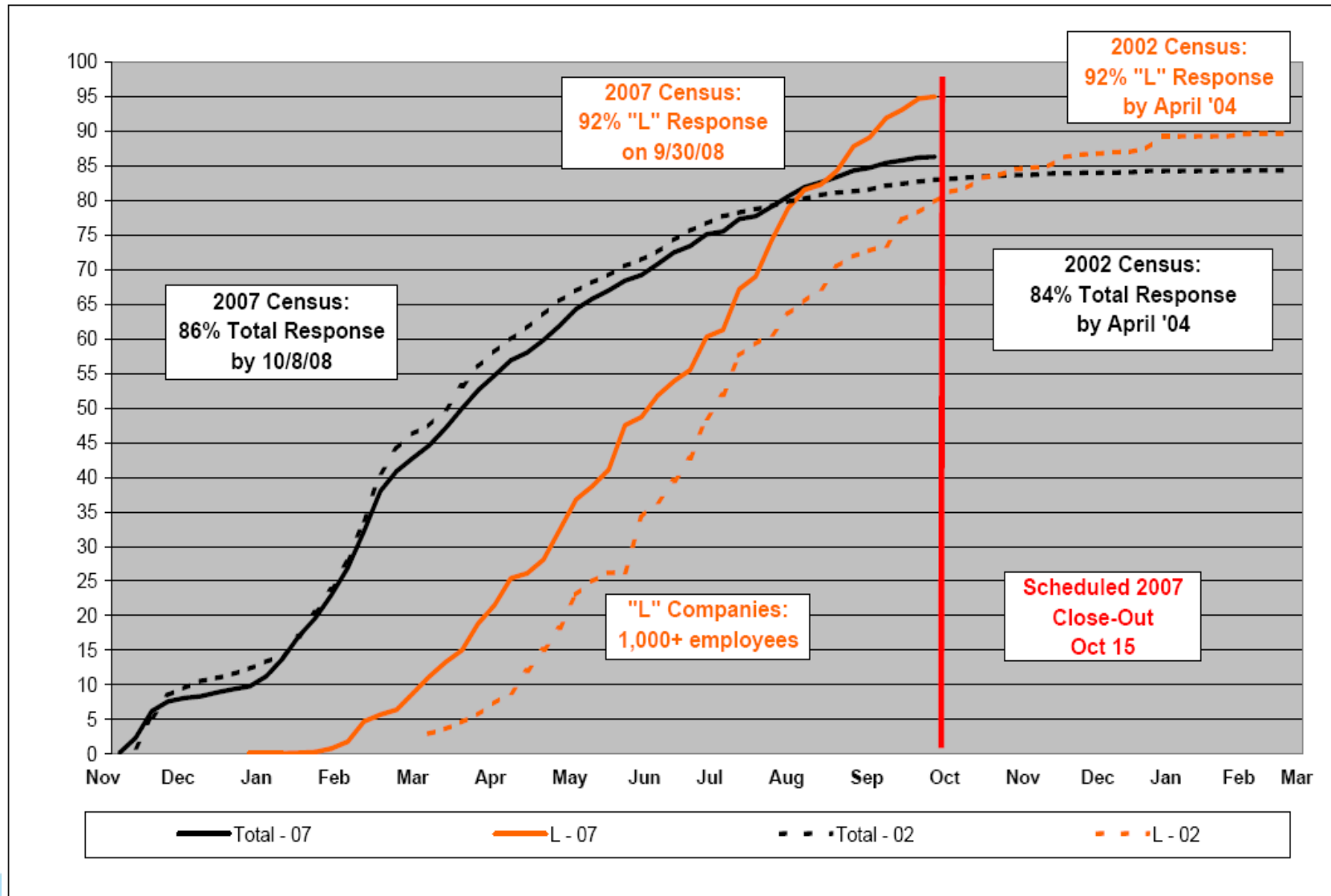
# Advance Information

- Sent six months before census mailout
- What you will receive ... and when
- Contact exchange card
  - The name of your Account Manager
  - Tell us who should receive the census forms

# Account Managers

- Understand business circumstances
  - Company reporting calendar
- Assist and advocate
- Accelerate response
- Help with electronic reporting
- Account Managers helped
  - The right forms to the right person at the right time
  - Adapt business records to census request
  - Helped businesses report electronically

# Response Exceeds Targets





# How and why it worked

- Large company response 4% higher, 6 months earlier
  - 98 % reported electronically
- Why it worked
  - Feedback from businesses and previous Account Managers
  - Hands-on training and e-mail bulletins
  - Recordkeeping / MIS
  - Tracking charts and report-cards
  - Commitment
    - AM role in performance plans
    - Senior executives as AMs

# Looking ahead to 2012

- Large companies
  - More Account Managers for more companies
  - Investigating an online business portal
- Small businesses
  - Accelerating publication to increase relevance
  - Online web-based census form
  - Business climate study and model-based analysis to guide publicity and outreach
  - Raising awareness of importance of the data

Questions?