2017 Economic Census – Response Promotion

- Continue to work with **associations**, chambers of commerce, and other business organizations
  - Strong **response** rates and quality reporting helps guarantee **quality data** for YOU
  - What **materials** do you need to reach out to your businesses and customers?
- Hawaii use case...
Collection Changes

 **Electronic Only** – no paper forms

 **Collection strategies**
   *Focused support* of hard to reach industries and geographies
   *Possible delayed mailing* to accommodate when most businesses close their books
Content Changes

- NAICS updates – Federal Register Notice was open for comment thru September 2015
- Increased implementation of North American Product Classification System (NAPCS)
- Geography – Data for the full list of Places (no more Economic Places) plus other changes
- New dissemination system