RESPONSE MAKES A DIFFERENCE

2012 Economic Census Informational Webinar

January 24, 2013
Today’s Speakers

Host: Charles Brady
Chief, Customer & Respondent Outreach Team

Presenters: Kari Klinedinst
Survey Statistician

Andrew Hait
Data Products and Data User Liaison

The U.S. Census Bureau Measures the Nation's People, Places, and our Economy

#econcensus
Why We Are Here Today

• To provide an update on the 2012 Economic Census which is currently underway

• To educate respondents about the Census, reporting options and requirements – due date February 12th

• To provide information on response promotion and how associations and the media can help

business.census.gov/webinar
What is the Economic Census?
The Economic Census

- The U.S. Government’s official 5-year measure of American business and economy
- Part of the Census Bureau’s mission to measure its people, places, and our economy
- The only source of detailed information by industry, geography, and products
- Provides the building blocks for GDP
Who Received a Form?

• About 4 million businesses received forms in November and December
• Includes employer businesses in all industries and communities
• Most very small businesses will not get a form
What’s Asked and When is it Due?

• Forms include basic data about businesses as well as questions tailored to specific industries

• Forms are due by February 12, 2013

• Response is required by law
What reporting options are available?
Reporting Options

Paper

- Businesses received one form for each location (unless requested electronic reporting)

- Form includes ID and password needed for electronic response and online tools

- Letter and inventory list sent to prior electronic reporters
Electronic Reporting

- **NEW** online *Direct Internet Reporting* tool for single-location businesses
- Downloadable *Census Surveyor* software for multi-location businesses
Benefits of Electronic Reporting

- **Faster** Complete form online, submit, and you’re done
- **Easier** Businesses with 2+ locations can import spreadsheets into software
- **More Complete** Edits ensure form is correct
- **More Economical** Reduces cost to the Census Bureau to process the Economic Census
- **Peace of Mind** Instantly receive confirmation of receipt
Welcome to the 2012 Economic Census Business Help Site (BHS) home page. This site is designed to help businesses complete the 2012 Economic Census. You can use the tabs above or the icons below to browse through the site. If you are looking to report your data online please click the "Electronic Reporting" tab above or on the icon below with the image stating "Electronic Reporting-Login." You will need your username and password found on the front page of your report form. If you are looking to report a survey other than the 2012 Economic Census, please click on the icon below for "Other Business Surveys" and then select the appropriate survey from the list.
Demo of Direct Internet Reporting

You are here: 2012 Economic Census Main

2012 Economic Census Business Help Site

Welcome to the 2012 Economic Census Business Help Site (BHS) home page. You can use the tabs above or the icons below to browse the site.

Electronic Reporting

Tools

- Secure Messaging Center
- Online Services

General

Learn more at business.census.gov
Demo of Direct Internet Reporting

Welcome to the 2012 Economic Census Survey Portal.

Please log in with the User ID and Password printed on your survey form.

User ID: [blank]  
Password: [blank]

Login

NOTE: Password is case sensitive.

You can access the following:
- Report Electronically
- Secure Messaging Center
- Filing Status
- Time Extension
- List Forms
- Additional Forms
- Remail Forms
- Decryption Key / Passphrase (CD-ROM only)
- Company Surveys
Demo of Direct Internet Reporting
Demo of Direct Internet Reporting

Welcome to the 2012 Economic Census

This website provides businesses an opportunity to complete the 2012 Economic Census online.

- To access electronic reporting, re-enter your User ID and Password issued to you by the Census Bureau, then click "Login".
- Note: Your session will expire if you remain on one screen for 50 minutes without navigating to another screen.

For help, call 1-800-233-6136 8:00 a.m. - 6:00 p.m. EST, Monday through Friday within the U.S., Puerto Rico, and Virgin Islands. For other areas, see our technical support directory on the Business Help Site.

** WARNING **
You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has been denied is illegal.penalties for misuse may be severe.
Demo of Direct Internet Reporting

2012 Economic Census
The foundation for measuring business activity across the U.S. economy

Main Menu
Please complete all forms listed below. You will have an opportunity to review your responses at the end of each form.

Company Address
ECON SINGLE
4700 SILVER HILL ROAD
SUITLAND, MD 207640000

- Below are your forms for the 2012 Economic Census. You will be able to submit your data to the Census Bureau once all your forms are completed without errors.
- Note: You can only submit your data once a day.

<table>
<thead>
<tr>
<th>Action</th>
<th>Status</th>
<th>Form</th>
<th>OMB</th>
<th>Due Date</th>
<th>Problem Pages</th>
<th>View/Print PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not</td>
<td>MI-21101: Crude Petroleum and Natural Gas Extraction</td>
<td>No.: 0667-0939 Expiration: 12/31/2013</td>
<td>Feb. 12, 2013</td>
<td>0 With Errors 0 With Warnings</td>
<td></td>
</tr>
<tr>
<td>Start</td>
<td>Started</td>
<td>NC-99520: Ownership or Control</td>
<td>No.: 0667-0939 Expiration: 2013-12-31</td>
<td>Feb. 12, 2013</td>
<td>0 With Errors 0 With Warnings</td>
<td></td>
</tr>
</tbody>
</table>

Announcements
Welcome to the Census Bureau's Direct Internet Reporting website.
Demo of Direct Internet Reporting
Demo of Direct Internet Reporting

MI-21101 Crude Petroleum and Natural Gas Extraction

ERROR

In order to submit forms in the mining sector you must complete Item 7, Employment and Payroll.

EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer’s Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) in Item 1.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company’s EIN.
- Temporary staffing obtained from a staffing service.
- Subcontractors and their employees.

For further clarification, click Help.

A. Number of employees

1. Number of mining, production, development and exploration workers for pay period including March 12

2. Number of other employees for pay period including March 12

3. TOTAL (Add lines A1 and A2)

B. Payroll before deductions

(Exclude employer’s cost for fringe benefits.)

1. Annual payroll

   a. Mining, production, development, and exploration workers

   b. All other employees

   Check if None

   2012

   Number

   Report in Thousands
Demo of Direct Internet Reporting

**Company Address**

ECON SINGLE

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SUITLAND, MD 207640000

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**Action** | **Status** | **Form** | **OMB** | **Due Date** | **Problem Pages** | **View/Print PDF**
--- | --- | --- | --- | --- | --- | ---
Review | Completed 12/12/2012, 13:33:58 | MI-21101: Crude Petroleum and Natural Gas Extraction | No.: 0607-0939 Expiration: 12/31/2013 | Feb. 12, 2013 | 0 With Errors 0 With Warnings | ![View/Print PDF](image)
Review | Completed 12/11/2012, 15:51:56 | NC-99520: Ownership or Control | No.: 0607-0939 Expiration: 2013-12-31 | Feb. 12, 2013 | 0 With Errors 0 With Warnings | ![View/Print PDF](image)

**Announcements**

Welcome to the Census Bureau’s Direct Internet Reporting website.
Demo of Direct Internet Reporting

Certification
This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?
- Yes
- No - Enter time period covered

Name of person to contact regarding this report:

Telephone:

Internet e-mail address:

From:
(YYYYMM)

To:
(YYYYMM)

Title:

Fax:

Date Completed:
(MMDDYYYY)

Cancel
Next
Demo of Direct Internet Reporting

2012 Economic Census
The foundation for measuring business activity across the U.S. economy

Submission Confirmation

Thank You for Completing the 2012 Economic Census.
To print or save a PDF copy of your completed form, return to the Main Menu.
To end this session, Logout and close your browser.

Census File Number: 6010000501
Submission Date: 12/12/2012, 13:34:25

Company Information:

ECON SINGLE
4700 SILVER HILL ROAD
SUITLAND, MD 207640000

- Your filing status will update in 2-3 business days.
- To check your filing status:
  ○ Go to econhelp.census.gov
  ○ Click on the "Electronic Reporting" button
  ○ Enter your User ID and Password
  ○ Click "Log in"
  ○ Under Online Services, click on "Filing status"

Print Page Main Menu
How can we help?
Tour of the Business Help Site

2012 Economic Census Business Help Site

Electronic Reporting

2012 Economic Census
Electronic Reporting

To view and/or select other surveys we support on the Business Help Site, either click the "Other Business Surveys" button above or select "BHS Main / Surveys" hyperlink in the upper left panel under the due date.
Tour of the Business Help Site

Left Navigation Panel

- Due Date
- BHS Main Site
- Tools
- General Information
- Additional Links
Welcome to the 2012 Economic Census Business Help Site (BHS) home page. This site is designed to help businesses complete the 2012 Economic Census. You can use the tabs above or the icons below to browse through the site. If you are looking to report your data online please click the "Electronic Reporting" tab above or on the icon below with the image stating "Electronic Reporting-Login." You will need your username and password found on the front page of your report form. If you are looking to report for a survey other than the 2012 Economic Census, please click on the icon below for "Other Business Surveys" and then select the appropriate survey from the list.
Tour of the Business Help Site

2012 Economic Census
Business Help Site

Tab Bar

• Provides access to some of the same features accessed from the Center Panel, plus…

• Videos

• Contacts
Tour of the Business Help Site

Right Navigation Panel

- BHS Search
- Key Dates
- Links to Related Sites
- Business.census.gov
Outreach and Promotion

- Partnerships with
  - trade associations
  - chambers of commerce
  - other organizations
Company Contacts

- Account Manager Program for largest companies
Information for Businesses

What Businesses Need to Know

Later this year, millions of businesses will receive a mailing package from the U.S. Census Bureau. Businesses will be asked to provide a range of operational and performance data for their companies' operations in 2012.

How to Report:

- **Paper**: All businesses have the option to report on paper forms.
- **Electronic**: All businesses have the option to report electronically. The mailing package businesses receive will have a User ID and Password to access the secure section of the Census Bureau Business Help Site.
- **Preview forms**

How to Prepare:

- Review the **How to Prepare** checklist for a general overview of what you need to prepare.
- Review the **sample forms** to see the kind of information requested.
- Identify where in the company this information is stored.
- Take a look at the **Industry and Local Business Snapshots** to see how the data are compiled.
- Browse **how Census statistics are used** and see their value to businesses and the community.

**General Information**

- "The Economic Census: How it Works for You" brochure [pdf]
- 2012 Economic Census Facts for Local Businesses [pdf]
- Frequently Asked Questions
- 2012 Economic Census Program Information
How Your Organization Can Help

- Learn more about the Economic Census
- Use the materials on BCG
  - Widgets
  - Newsletters and articles
  - Email blasts
  - Blogs

Learn more at business.census.gov
How the Media Can Help

- Learn more about the Economic Census
- Use the materials on BCG
  - Counts of forms mailed
- Use the data

**Maryland**

Businesses to Receive 2012 Economic Census Forms

In October through December 2012, more than 4 million businesses in America will receive economic census forms, including most businesses with paid employees.

In the figures below, areas may not add to higher level totals due to rounding and a limited number of businesses not yet classified by county.

<table>
<thead>
<tr>
<th>Maryland and its Counties</th>
<th>Estimated forms mailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>76,000</td>
</tr>
<tr>
<td>Allegany County, MD</td>
<td>1,000</td>
</tr>
<tr>
<td>Anne Arundel County, MD</td>
<td>7,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maryland Metropolitan and Micropolitan Areas</th>
<th>Estimated forms mailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore-Towson, MD Metropolitan Statistical Area</td>
<td>38,000</td>
</tr>
<tr>
<td>Cambridge, MA Metropolitan Statistical Area</td>
<td>400</td>
</tr>
<tr>
<td>Cumberland, MD-WV Metropolitian Statistical Area (MD part)</td>
<td>1,000</td>
</tr>
</tbody>
</table>
Webinar Wrap-Up

• Visit econhelp.census.gov to report online
• Visit business.census.gov for general information
• Visit business.census.gov/webinar for materials from this webinar
• Take part (#econcensus)
• Please attend our next webinars
  – Fall 2013 (Geared to data users)
  – TBD (Census Surveyor)
Let’s answer your questions
America’s Economy Mobile App

- www.census.gov/mobile

- 16 Key Economic Indicators, including International Trade, Construction, and Retail Trade

- Available for iPhone, iPad and Android devices
For More Information

• Media Inquiries:
  – Public Information Office: 301-763-3030

• Customer and Respondent Outreach Branch
  – Toll Free at 1-877-790-1876
  – 301-763-2547

• E-mail: econ.2012@census.gov

• business.census.gov