

Economic Census Communications Leveraging Respondent Input to Improve Program Outreach October 27, 2022

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U.S. Census Bureau





Agenda

- Target Audiences
- Focus Group Research
- Data Stories Campaign
- Campaign Implementation throughout Communications Plan
- Q&A

A close-up photograph of a chef's hands cooking in a large metal pan on a gas stove. The pan contains a mixture of yellow corn, red bell peppers, and green herbs. The chef is using a metal spatula to stir the ingredients. The background is dark and out of focus, emphasizing the cooking process.

Target Audiences

Economic Census respondents and intermediary organizations are primary target audiences for 2022-2023, with broader communications also reaching secondary targets – data users.

U.S. Business Target Universe

**Data User
Target
Audience**

There are more than
~ 30 million businesses
in the United States

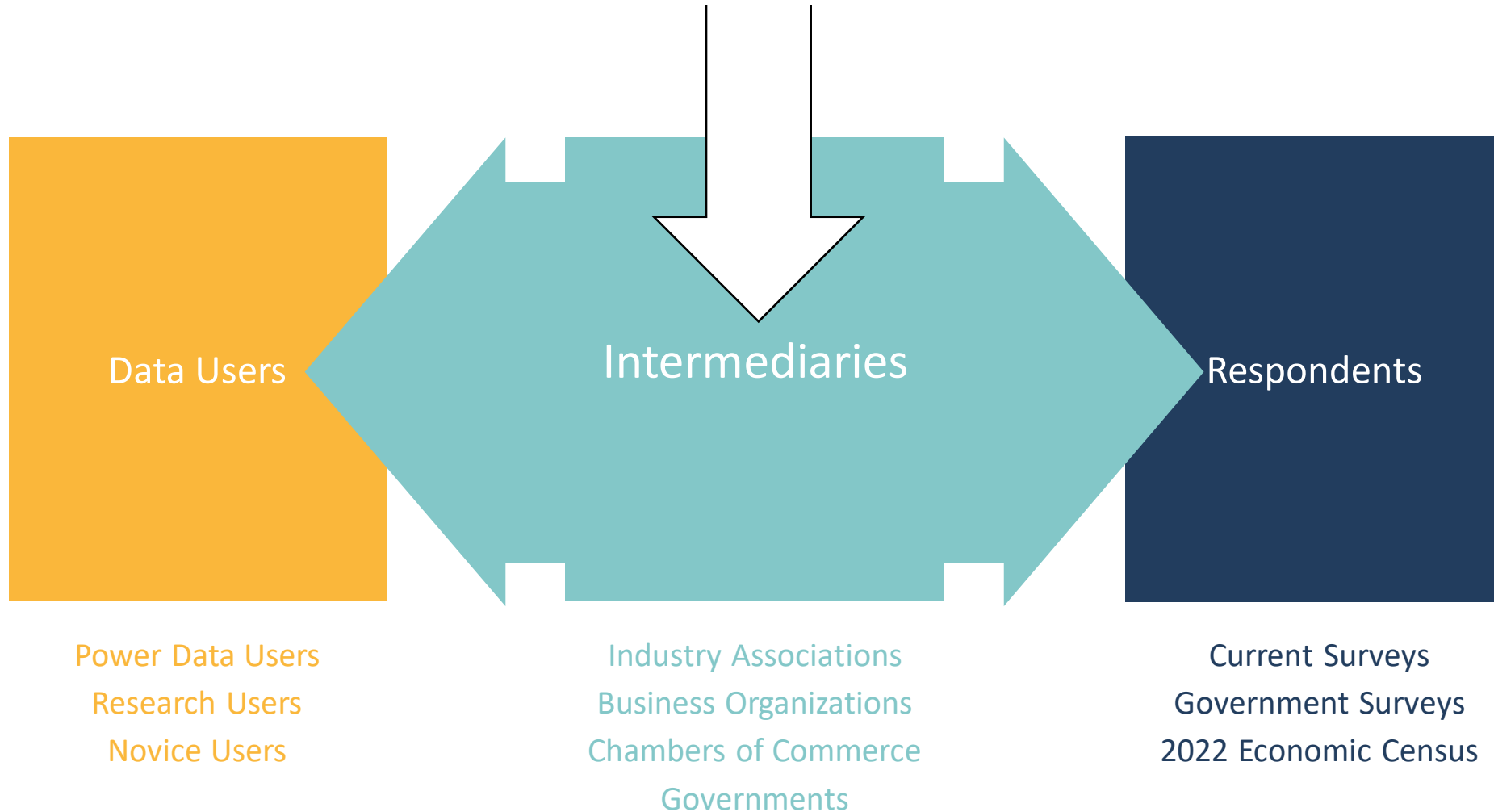
~ 8 million are employer
business establishments

~ 4 million
receive the
Economic
Census

**Respondent
Target
Audience**

Priority for communications has always been to reach business audiences through intermediaries.

- Required due to budget constraints, preferred because they are trusted voices



Target Markets and Industries

Limited resources are allocated to larger markets and industries with lower historical response rates. Target segments were determined through 2017 Economic Census response data analysis.

Target MSAs and Industries

	MSAs	Industries
Tier 1	<div>New York Los Angeles Chicago Dallas Miami Houston</div>	<div>Restaurants Real Estate Doctors' Offices Contractors Construction Gas & Convenience</div>
Tier 2	<div>Atlanta Boston Seattle Denver Cincinnati Philadelphia</div>	<div>Technical Services Child & Elder Care Salons Insurance Hotels Trucking</div>

An aerial photograph of the New York City skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The Empire State Building is prominent on the right side of the frame. Other skyscrapers are visible, including the Chrysler Building on the left. The water of the harbor is visible in the distance.

Focus Group Research

14 respondent focus groups were conducted in six cities Feb-March 2022. Research included 111 total participants with mix of company size and industries. Discussions covered Economic Census awareness, response motivators, online reporting, Portal communications, and creative campaign assessment. Detailed findings report submitted in May.

Focus Group Findings — Answers → Implications and Actions

Selected Findings

1. Potential respondents are not aware of the Economic Census but make good guesses because of the name. The term “census” is connected to people.

“Basically, how many companies are in business and a detailed accounting of where all their money’s going.”

“A tally of the number of people like in each household and statistics about them, like age, race, employment, financial status...”

Focus Group Findings — Answers → Implications and Actions

Selected Findings

1. Potential respondents are not aware of the Economic Census but make good guesses because of the name. The term “census” is connected to people.
2. While participants liked seeing actual numbers in previous ads, the lack of photos was deemed “boring” vs. the other options, and the headline is “buried.”



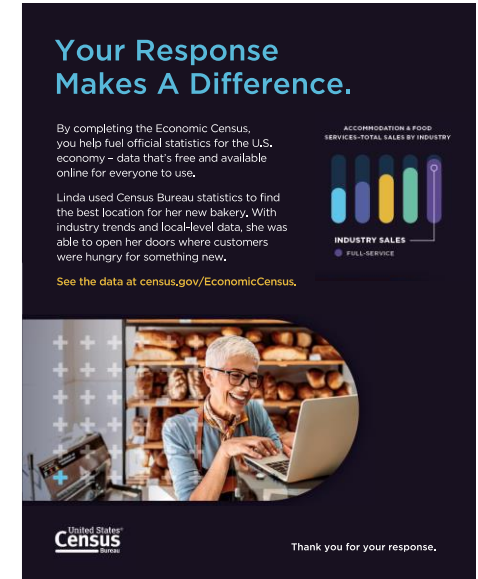
“There are no pictures... It’s not visually appealing, but it is informative.”

“They have that blurb about what the economic data is, but I guarantee you no one’s going to read the fine print...”

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3. The “Shapes” campaign, with its story and structure, was clearly the favorite ad from all the campaigns. It was relatable and delivered the information people wanted — why to respond and how to use the data — with appreciative tone



“I can do what Linda did.”

“This is the first one where they have taken the time to explain how it is beneficial.”

“What pulled me in was ‘Your response makes a difference.’”

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4. Participants would like an insert included with the letter to deliver more information. “Respond online” message ranked lowest.



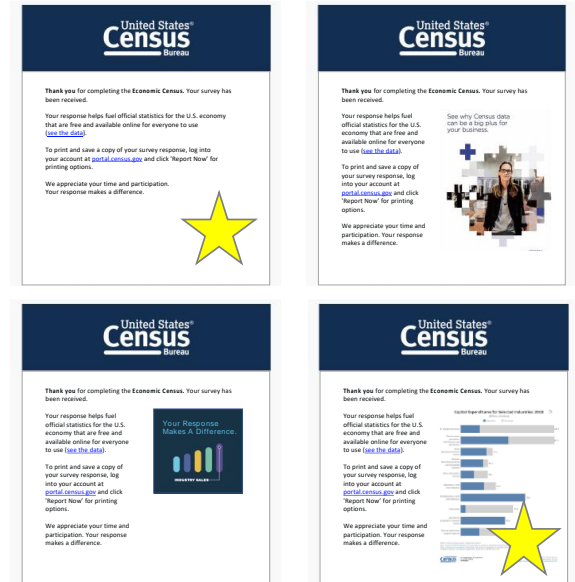
“We need [the insert.] You have a lot of people who are, and please forgive me when I say this, ignorant to this, like we have no idea.”

“[The letter, the one that defines it and why] with Linda and her example, that’s a good combination”

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5. Reaction to “Thank You” email was very positive. Versions with all type and actual data were preferred.



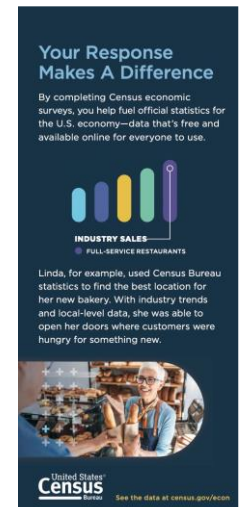
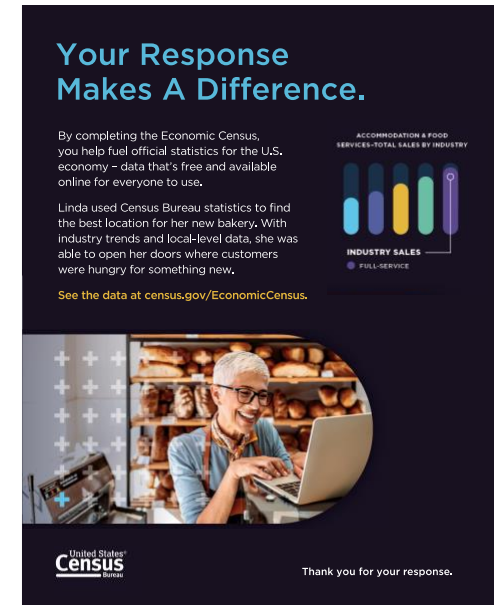
“If I had to pick one, I’m picking A. Save your ink.”

“I would keep that [industry data email]... I would want to look at that again.”

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A woman with short white hair and glasses, wearing a blue shirt and a patterned scarf, is smiling and holding two baguettes in a paper bag. She is standing in a bakery with shelves of various breads in the background. A glass display case filled with pastries is visible to her left. The scene is brightly lit, suggesting a warm and inviting atmosphere.

Data Stories Campaign

Research confirms that people are more motivated to respond when they learn that Census business data is available for them to use and that their response helps make that possible. Based on these findings, the Data Stories campaign gives specific, succinct examples of how people use Census Bureau statistics for their business, showing actual Census data.

Creative Direction – From Focus Group Research

“Shapes” campaign Linda ad should be the platform for final creative campaign development

- Tell relatable data usage stories – but with fewer words
- Show pictures of business people in action vs. just looking at camera
- Photo and story need to be the hero of the campaign – shapes and colors are secondary elements
- Feature “Your Response Makes a Difference” and say “thank you” – appreciative tone.
- When data chart is used, refer to actual data
- Dark background is preferred, but light background can also be incorporated into campaign elements

Your Response Makes A Difference.

By completing the Economic Census, you help fuel official statistics for the U.S. economy – data that’s free and available online for everyone to use.

Linda used Census Bureau statistics to find the best location for her new bakery. With industry trends and local-level data, she was able to open her doors where customers were hungry for something new.

See the data at census.gov/EconomicCensus.

ACCOMMODATION & FOOD SERVICES-TOTAL SALES BY INDUSTRY

INDUSTRY SALES

FULL-SERVICE

United States[®]
Census
Bureau

Thank you for your response.

Tell relatable data
usage stories – but
with fewer words

MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery – statistics made possible by your response to the Economic Census.

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Census Business Builder – Local Business Profile

BAKERIES in Montgomery County, Maryland

Sector Code: 311811

Refer to actual data.



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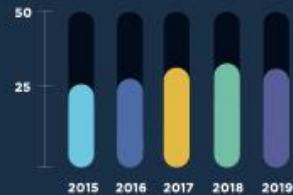
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Thank you for your response.

Sector Code: 311811 – Bakeries
Montgomery County, MD
All Employer Establishments



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2022 Economic Census – Data Stories Campaign IN DEVELOPMENT



Jerome used Census Bureau data to project hiring needs for his new construction site.

New York City – Queens County, NY



Annie used Census Bureau data to set salary levels for her medical staff.

Dallas – Dallas County, TX



Angelo used Census Bureau data to find the best location for his new restaurant.

Chicago – Cook County, IL



Linda used Census Bureau data to help find the best location for her new bakery.

Columbus – Franklin County, OH



Manuel used Census Bureau data for inventory planning and shipping projections.

Houston – Harris County, TX



Helen used Census Bureau data to to secure a small business loan for her shop.

Los Angeles – Los Angeles County, CA



Paula's team used Census Bureau data to set their economic development plan for the city.

Atlanta – Fulton County, GA



Alex used Census Bureau data to help set sales prices for new home listings.

Miami – Miami-Dade County, FL



Kevin used Census Bureau data to help project staffing needs for next quarter.

Denver – Denver County, CO

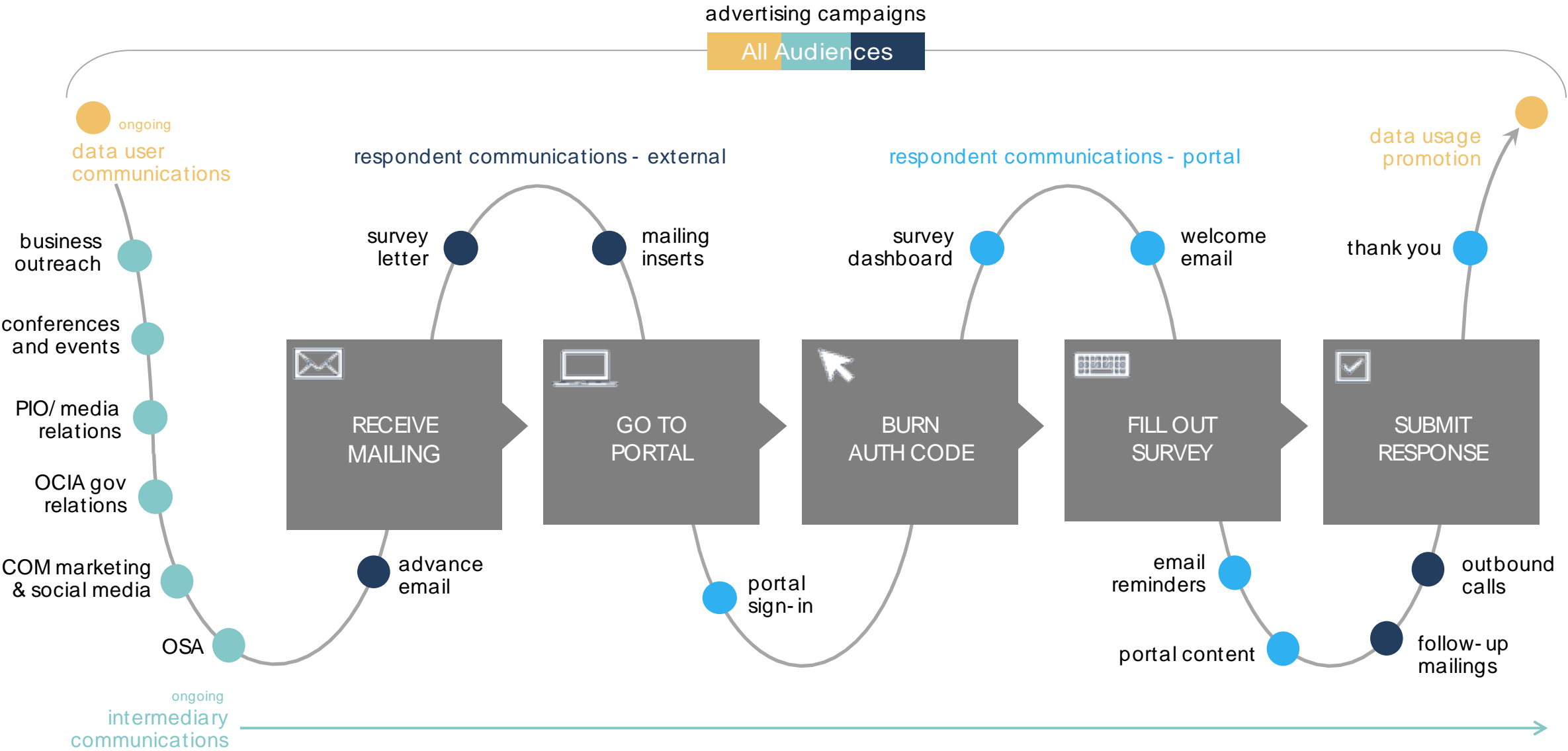


Benita used Census Bureau data to help find the best location for her new shop.

San Juan – San Juan Municipio, PR

Communications Plan

The 2022 Economic Census Communications Plan covers all steps in the “Respondents’ Journey.” It incorporates intermediary outreach, target-segment events and advertising, official mailings from the Census Bureau, and customized communications from the Respondent Portal. Plan development has been a closely coordinated effort across our Economic and Communications Directorates.



WHAT IS THE ECONOMIC CENSUS?

The Economic Census is the U.S. government's official 5-year measure of American businesses and the economy.

It provides the most comprehensive data available at the national, state, and local level, representing all industries and geographies.

Response is due by March 15, 2023 and is required by law.

FOR MORE INFORMATION, VISIT:

[Census.gov/econ](https://census.gov/econ)



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Thank you for
your response.

Your response
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U.S. Census Bureau Economic Surveys

The Census Bureau conducts more than 30 economic surveys each year, providing official statistics companies can use:

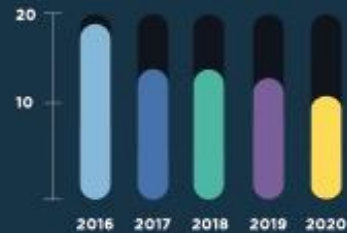
- Monthly and quarterly surveys have smaller samples and provide the most timely data available.
- Annual surveys have larger samples and provide the most up-to-date trend data available.
- Every five years, the Economic Census measures all businesses and provides the most comprehensive data available.

MEET LINDA

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Linda used Census Bureau data to help find the best location for her new bakery — statistics made possible by your response to Census economic surveys.

Local Business Profile Bakeries — Franklin County, Ohio Average employment per employer



28 Total # employer establishments (2020)

\$26K Average payroll per employee (2020)

Source: Census Business Builder Local Business Profile, cbb.census.gov/sbs



¿QUÉ ES EL CENSO ECONÓMICO?

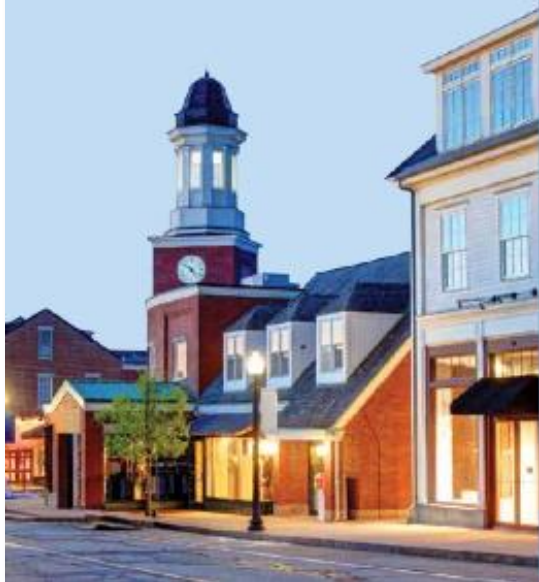
El Censo Económico es la medida oficial del gobierno de los Estados Unidos sobre los negocios y la economía americana, provista cada 5 años.

La misma provee los datos más detallados disponibles a nivel nacional, estatal y local, representando así todas las industrias y geografías.

La respuesta vence el 15 de marzo de 2023 y es exigida por ley.

PARA MÁS INFORMACIÓN, VISITE:

[Census.gov/econ](https://census.gov/econ)



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Gracias por
su respuesta.

Su respuesta
hace diferencia.





Oficina del Censo de los Estados Unidos Encuestas Económicas

La Oficina del Censo realiza anualmente más de 30 encuestas sobre la economía, proporcionando estadísticas oficiales que las compañías pueden utilizar:

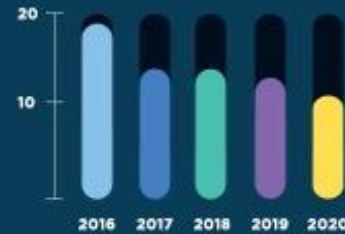
- Las encuestas mensuales y trimestrales poseen muestras pequeñas y proporcionan los datos disponibles más actualizados.
- Las encuestas anuales poseen muestras más grandes y proporcionan los datos disponibles más actualizados sobre tendencias en el mercado.
- Cada cinco años, el Censo Económico mide todos los negocios y proporciona los datos disponibles más detallados.

CONOZCA A LINDA

CONOZCA A LINDA

Linda utilizó los datos de la Oficina del Censo para ayudarla a encontrar la mejor localización para su nueva repostería — estadísticas que existen gracias a su respuesta al Censo Económico.

Perfil Local del Negocio
Reposterías — Condado de Franklin Ohio
Promedio de empleo por establecimientos con empleados



28 Número total de establecimientos con empleados (2020)

\$26mil Promedio de nómina por empleado (2020)

Fuente de información: Census Business Builder Local Business Profile, cbb.census.gov/lbp





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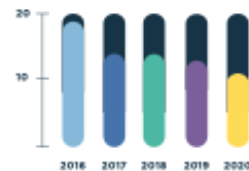
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Local Business Profile
Bakeries — Franklin County, Ohio
Average employment per employer



Source: Census Business Builder Local Business Profile, cbsa.census.gov/lbp



WHEN IT'S TIME, RESPOND ONLINE
at [portal.Census.gov](https://portal.census.gov)

Thank you for
your response.



Economic Census

2022-2023 Communications Campaign



Q & A