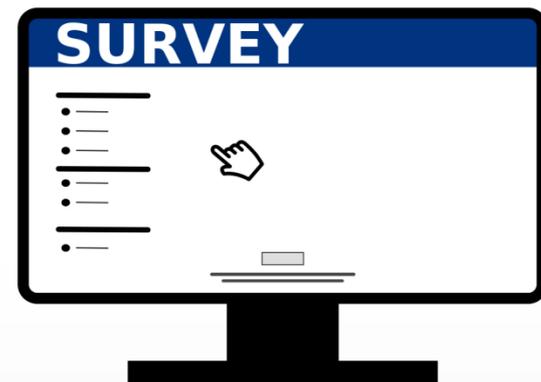


2017 Economic Census – Response Promotion

- 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**

