

NWX-US DEPT OF COMMERCE

**2012 Economic Census Informational Webinar
Response Makes a Difference
January 24, 2013
1:00 pm EST**

Coordinator: Welcome, and thank you for standing by. At this time, all participants are in a listen-only mode until the question and answer session of the call. If you'd like to ask a question during that time, please press star then one. Today's conference is being recorded. If you have any objections, you may disconnect at this time.

Now I'd like to turn over the meeting to Michael Cook. You may begin.

Michael Cook: Good afternoon everyone, and good morning to those on the West Coast. I'd like to welcome you to part two of our 2012 Economic Census Informational Webinar, Response Makes a Difference.

We're very, very excited today to bring to you this Webinar, this informative Webinar on the 2012 Economic Census. Pending the upcoming due date of February 12, we definitely want to reiterate to you guys, and you'll hear that date throughout out the Webinar, February 12 is the deadline to respond.

But moreover, I wanted to definitely thank our presenters that are in the room today. I'm going to turn it over to Chuck Brady and he's going to introduce

his team, and they're going to run through their presentation, and then after their presentation - just like all of our Webinars and the very first one that we brought to you some months ago, we will have a question and answer session.

I'd like to first let everybody know - to reiterate that if you are following us over the phones and cannot see or access the slides, presentations, you can navigate to census.gov. That's www.C-E-N-S-U-S.G-O-V, census.gov, and you'll see that we have a slider running on the home page.

It's slider position number two. It'll take you directly to our electronic press kit, and in that press kit you can see the pdf of the PowerPoint presentation that we have today. You can print them, print those slides and follow along.

Also, we would like to reiterate that we will have, after 24 hours, an archived version of the Webinar up in the electronic press kit, but also on our business site, business.gov page, which our presenters will discuss and point to later on in the presentation.

And then lastly, before we begin with our presentation, on the Q&A session, just want to remind everybody that we will start - we'll give media first as far as app and then take questions from the public.

But also, because we take title 13 very seriously here and prior to very seriously here at the Census Bureau, if you are responded in the 2012 Economic Census, we just ask that you do not identify your affiliation when you ask your question, but otherwise, go ahead and tell us who you are.

That will enable us to better ascertain your question to give you a good concise answer, so without further delay, I'm going to turn it over to Chuck. Welcome Chuck.

Chuck Brady: Thank you, (Michael). I'd also like to welcome everyone listening in on the phones and following the Webinar on their computers, to the second in a series of Webinars on the 2012 Economic Census.

We're here today to talk with business owners, trade associations, chambers of commerce, the press, and other partners, about the ongoing 2012 Economic Census. Response to the Economic Census is required by law and forms are due February 12.

The primary goal of our Webinar today is to provide businesses with the information about the Economic Census that you need. We also want to build upon the information provided in the first Webinar this past October for partners and intermediaries.

As a trusted source of information to your members and readers, we hope that the materials and tools we provide today will help you and your members and readers complete the Economic Census forms in a timely and accurate fashion.

Our Webinar today will be in five parts. First, (Kari Klinedinst), a survey statistician on my team, will provide a recap of our first Webinar on what the Economic Census is. (Kari) will also talk about the reporting options available to businesses and conduct a demonstration of our new direct Internet reporting tool.

Then (Andy Hape), our data products and data user liaison, will talk about resources available to businesses and associations. He'll provide a tour of our business help site, as well as our business.census.gov Web site, a repository of information for organizations, businesses, and data users.

(Andy) will also talk about how associations, chambers of commerce, and the media can continue to use the information provided on the Web site to help us promote response to the Economic Census, and how your efforts will benefit you.

Finally, (Michael Cook) will conclude the presentation part of our Webinar, open the Webinar up for questions from the appendices, and talk about our next steps. Let me introduce (Kari).

Kari Klinedinst: Thank you, (Chuck). It's widely known the Census Bureau conducts a census of the US population every ten years. But what is the Economic Census?

As we mentioned in our first Webinar, the Economic Census is the federal government's official five-year measure of the US economy, and is done for the years ending in two and seven. It is part of the Census Bureau's overall mission to measure not only the US population, but also the US economy.

The Economic Census is a source of information for nearly all US industries, and is the only comprehensive source of detailed statistics for many industries, for small communities, and for the products or services sold by businesses.

The census also provides the input for key economic indicators, including the gross domestic product. By the end of December, about 4 million employer businesses received their form for the 2012 Economic Census. These forms cover businesses in nearly all industries and in all communities in the US.

Every large and mid-size employer business should have received a form for each of their locations, but only a sample of the smaller employer businesses were mailed forms.

In addition, forms for some businesses are mailed to the company's central office, so some of our business attendees to today's Webinar may not actually see the form for their location. I've been using the phrase employer businesses.

This is because self-employed person and other businesses without paid employees are not sent forms for the Economic Census. These Economic Census forms collect basic data about businesses, including their employment, annual payroll, and total sales, or some other measure of their business output.

In addition, with more than 500 tailored, unique versions of the form, we collect information that is relevant and useful to each industry. And as (Chuck) mentioned before, businesses should complete and return their form by February 12.

Extensions may be granted for businesses that need more time to report on a case by case basis. Later, (Andy) will show you where to go online to request one of these. Response to the Economic Census is required by title 13 of the US code, and this same law protects the confidentiality of the data reported by businesses.

We plan to publish results for the 2012 Economic Census beginning in late 2013. You might be wondering what reporting options are available for the Economic Census?

For the 2012 Economic Census, we are still offering traditional paper form for businesses that prefer to complete their form this way. In addition, paper forms also include the business's user ID and password if they decide to complete the form online.

Businesses who reported electronically to the 2007 Economic Census will not have received paper forms for each of their locations. These companies were sent a cover letter, which included the user ID and password, an inventory listing each of their locations, and a sample of each of the forms their company reports on.

To make reporting as easy as possible, businesses can report electronically using one of two electronic reporting tools. New for 2012 is an online tool, direct Internet reporting, that single location businesses can use to complete their census form.

I'll be doing a brief demo of this tool in just a few moments. This tool complements the downloadable census Surveyor software that we are offering again in 2012. Surveyor is designed for multiple location companies, and includes the feature that allows companies to upload their business spreadsheets into the tool.

This tool may be featured in a future Webinar that (Chuck) will mention later. I also want to note that (Andy) will show you where to find a series of how-to videos that are available on our business help site and our business.census.gov Web site, which demonstrates the key features of both of these tools.

There are many benefits to reporting electronically, not just for the Census Bureau, but for business respondents as well. First, completing the forms electronically can be faster using these tools.

For small businesses which use our direct Internet reporting tool, all you have to do is complete the form online, as you do much of your other business reporting, submit the form to Census, and you're done.

Reporting electronically is also easier. Businesses with more than one location would have to prepare one form for each business location. By using the Census Surveyor software, they can upload their data from their own internal business spreadsheets into the application.

Electronic reporting is also more complete; as a review tool built into the software ensures that the form is completed correctly, saving you a call from the Census Bureau analysts after we receive your form. Reporting electronically is more economical for the Census Bureau, and therefore to US taxpayers, as it saves us the cost of keying in the data reported on paper forms.

And finally, when you submit online, you immediately get a confirmation of your submission. You can be confident you've completed your Economic Census and that your response has been received.

From the responses to the Economic Census that we have already received, we can see that electronic reporting is already proving to be very popular with businesses.

As of this Monday, 31% of the forms received have been submitted via our electronic reporting tool. We have already received more electronic filings than we did by the end of the 2007 Economic Census.

I'd like to now do a brief demonstration of our direct Internet reporting tool. Before we begin, I want to take a minute to make an important point. The first part of this demo shows the same steps for any company who would like to report online.

I will let you know when I get to the part that is unique to the direct Internet reporting tool. The first step is to go to our business help site. This Web site is listed on our forms and information sheets. Type into your Web browser econhelp.census.gov.

Next, you can click on the tab that says Electronic Reporting. You can also click on the box in the middle of the page that says Electronic Reporting Login. This will open the 2012 Economic Census survey portal. You will need to enter your user ID and password and click the Login button.

Your user ID and password can be found on the left hand side of the first page of your form, or on the letter that was mailed to you. It is important to note that the passwords are case sensitive. Now that you are logged into the portal, you will want to click on Report Online, which is in the upper left hand side of the list of options.

Since you are already logged into the survey portal, it will guide you into the appropriate tool for electronic reporting for your company. What I am going to show you for the rest of the demo is the direct Internet reporting tool, so let's continue.

At this point, you will need to provide your user ID and password again, and you can see on this screen an example of where you would find that information on the form. You are now able to start your form. This table shows the forms you need to complete, along with each form's status, problem pages, and a view or print option.

To begin filling out your form, click on the Start button next to the form listed. The direct Internet reporting tool is designed to look like your paper

forms. You will navigate through the form by using the Next and Previous buttons.

The navigation buttons are the only way to save the data you have entered on this screen. You are also able to go back to the main menu at any time. It is important to note that after 50 minutes of inactivity, you will have to log in again.

As I mentioned, a review tool's built into the software to ensure that the form is completed correctly. To help you find any problems, the tool will highlight error in warning. Errors must be fixed in order to submit your form. Once you have completed all of your forms and have zero errors, the Submit Forms button will become active.

You can also see the status has been updated to complete since there are no problem pages. Click View or Print PDF to print the copy of all your completed forms for your records. This next step is very important. You must hit the Submit Forms button to send your response.

You will then be prompted to certify your forms by providing all of your contact information. After this is complete, you will need to hit the Next button. And finally, this brings you to the submission confirmation screen. Press the Print Page button to print your confirmation for your records.

Thank you in advance for completing the 2012 Economic Census. I'm now going to turn the Webinar over to (Andy), who'll discuss the resources available to businesses and associations, and give a tour of our business help site and our business.census.gov Web site.

Andrew Hait: Thank you, (Kari). With the due date of February 12 rapidly approaching, let's now review the resources available to businesses, associations, and the media, and how you all can help us get the word out about the Economic Census.

Let's first take a brief tour of the business help site. As (Kari) just demonstrated, to access this site, go to econhelp.census.gov. The features of this site are divided into four main areas. The left navigation panel, the central panel, the tab bar, and the right navigation panel. Let's review each of these areas.

Prominently displayed at the top of the left panel is the due date for the 2012 Economic Census, February 12. Immediately below the due date is the link to the BHS main site. This link brings you to information about the additional business and economic surveys conducted by Census.

Below this link are links to two of the key tools on the help site, the secure messaging center and online services. The secure messaging center provides a protected communication environment for Census staff and respondents to exchange information.

Online services provide respondents with additional tools for reporting, including the ability to request time extension. Next are a series of links to general information about the Economic Census. This includes changes for 2012, general information about the program, facts about the data requested in the census, and information on using the statistics.

Finally, a glossary of terms, an archive of past sample Economic Census forms, a link to submit feedback, legal and confidentiality information, and a site map provided under additional links.

The center panel of the business help site provides links to the main features of the site. The first box provides a direct link to the electronic reporting portal that is appropriate for each business. Through this link, single location businesses are directed to our direct Internet reporting tool, and multi-location businesses are directed to Census Surveyor.

The second box provides a link to the drop-down menu of sample 2012 Economic Census forms and instructions. The third box provides a link to frequently asked questions about the 2012 Economic Census, including general questions, questions about reporting online, and economic sector-specific questions.

Finally, the fourth box links to the other business surveys conducted by Census, classified by industry. The tab bar provides access to some of the same tools available in the center pane, but it also includes links to the how-to videos we have created for each of the business help site tools that (Kari) mentioned earlier.

The tab bar also provides respondents with contact information for Census staff if they need additional help or information using one of three contact options.

The final area of the business help site is the right panel. This area provides a search tool of the BHS site, as well as key dates updated to reflect the most timely and relevant information.

Below this are links to related sites, including the North American Industry Classification system Web site, that respondents might be interested in to

complete their form. Last, a link to the business.census.gov promotional and informational site is provided, which I will discuss in just a moment.

As you just saw, the business help site offers a lot of information to help businesses complete their Economic Census forms. However, our efforts to help promote response to the Economic Census began over a year ago with our outreach activities with trade associations, chambers of commerce, and other organizations who rely on the statistics from the Economic Census.

Business associations like the International Franchise Association and the National Restaurant Association have partnered with us to get the word out to their member businesses about the importance of the Economic Census to their organizations.

We are also working with organizations like the Association of Small Business Development centers to reach out to their business counselors who work with entrepreneurs, who look to them for guidance.

In addition, many of you or your member companies or leaders may have already heard from us via our company contact program. A Census account manager is assigned to each of the more than 1,500 largest companies in the country.

These companies together have nearly 900,000 locations in the US. Account managers provide individual assistance to their companies, including helping them make the most of the electronic reporting tool that (Kari) discussed. Our Census employees are an indispensable resource to these companies, and we encourage these businesses to take full advantage of them.

In addition to our outreach with associations and other organizations, we also have a wide variety of resources available that cover what the Economic Census is and why it is so important to businesses. One of these, business.census.gov, provides a wealth of information about the Economic Census.

This site includes answers to the three questions we often hear from businesses. What is the Economic Census, why is it so important, and how can I use the data? It also provides a direct link to our business help site, where respondents can go to report online.

The site also features videos and materials that can help businesses meet the February 12 Economic Census due date. Let's review these materials now. By clicking on the Help with Forms tab, businesses can access a variety of information about the Economic Census.

First, businesses can view sample 2012 Economic Census forms by clicking on Preview Forms under How to Report. These forms are also available on the business help site as I demonstrated earlier.

Businesses can also view a checklist that outlines the types of materials the business owner or other respondent might want to gather to help them complete their Economic Census form. This checklist is available under How to Prepare.

Finally, businesses can view other general information about the Economic Census, including facts about the census, key dates, and FAQs. So how can trade associations, chambers of commerce, and other organizations help? These groups can also use the wealth of information provided on the business.census.gov Web site to learn more about the Economic Census.

The widgets provided can be used to direct your association members and leaders to business.census.gov. The story ideas and other materials on the Web site can be used in articles in your new letters and magazines, and on your organization's Web site.

We've already had dozens of groups post information about the Economic Census in their communications, but we're certainly looking forward to even more. Finally, these materials can also be used in the emails you send out to your members and the blogs you post on your sites.

Business owners often rely on these communications from you as a source of information for their business. The national local media also have a key role in getting the word out about the Economic Census. The same materials that are useful to organizations can also be used by the media in articles about the census.

This Web site includes estimates of the number of forms mailed by industry and geography, including counts by state, council, and metropolitan area, and are useful in telling the local story about the Economic Census.

We also encourage the media to use the information presented in the snapshots and in the how to use data guides to learn how they can use the data to better understand their industry and community, and to grow the businesses in their areas.

Let me now turn the Webinar back over to (Chuck), who will wrap up the Webinar.

Chuck Brady: Thank you to all our Webinar attendees for your interest in the Economic Census. I'd like to encourage our business attendees to visit the business help site to report online. The tool makes responding to the Economic Census faster and easier.

I'd also like to encourage our association attendees to visit the business.census.gov Web site for general information about the Economic Census, and for promotional tools and other materials. As (Michael) mentioned earlier, today's archived Webinar will be available within 24 hours, and can be found on business.census.gov under the same Webinar tab that you went to for more information about today's presentation.

We'd also like to encourage associations and our other partners to take part and follow the conversation about the Economic Census by using hash tag [econcensus](#). And finally, I'd like to encourage you to attend our next Webinar, tentatively scheduled with this coming fall.

This Webinar will be geared more for data users and will feature the data that will be released from the 2012 Economic Census, as well as statistics available from our other annual, quarterly, and monthly economic surveys. As (Kari) mentioned earlier, we're also considering conducting a Webinar specifically featuring the Census Surveyor application.

This is the electronic reporting tool used by companies with more than one location. Please check back on our business.census.gov Webinar page - excuse me, business.census.gov/Webinar for more information about these upcoming Webinars.

With that, let me thank you again for participating in today's event, and turn the Webinar back over to (Michael Cook) to open the Webinar for questions.

Michael Cook: Thanks (Chuck). Operator, we're ready for our first question, if people have readied themselves in the queue. Also, I'd just like to reiterate what was mentioned at the beginning of the Webinar because of title 13 concerns.

If you are a respondent to the Economic Census, we definitely would like to ask you not to identify your affiliation before asking your question.

Coordinator: And if you'd like to ask a question, please press star one and record your name clearly.

Michael Cook: And while we're waiting for people to raise themselves in the queue, I'd like to point out to everyone the America's Economy mobile app that we currently have available to provide statistics from 16 key economic indicators from the Census Bureau and the Bureau of Economic Analysis and the Bureau of Labor Statistics.

It's available for both Android and Apple devices. You can simply and easily visit www.census.gov/mobile for more information and to download the app. Operator, do we have any callers in the queue?

Coordinator: I have no questions at this time.

Michael Cook: Just in case we're waiting for others to ready themselves in the queue, before we log off, we definitely want to make sure that everybody has this information readily available. For more information, we ask for everyone from the media to please contact directly our public information office.

You can reach us at 301-763-3030. Also, for those that are interested in contacting econ - our Economic Census area directly, you can contact our

customer and respondent outreach plants by calling toll free 1-877-790-1876 or 301-763-2547 for those people who are local to the DC metro area.

And also via email at econ.2012@census.gov, and of course our Web site is business.census.gov. Operator, do we have any questions?

Coordinator: Yes, our first question comes from (Tori Anges).

Michael Cook: Hi (Tori), you can ask a question.

Tori Anges: Can you hear me?

Michael Cook: Yes, loud and clear.

Tori Anges: Okay, so my question was is this mandatory reporting, like some of the other reports? I know some things from the Census are actually not mandatory.

Michael Cook: Yes it is. It's required by title 13 of the US code. A response is mandatory.

Tori Anges: Okay. I joined late, so sorry. Thank you.

Michael Cook: All right.

Coordinator: Next question comes from (Brenda Jackson) at Marketing Media.

Michael Cook: Hi (Brenda).

Brenda Jackson: Hello. Yes, my question is I have a Marketing Media company, and so why do - I get a lot of the government information, and I just send it out to the

television stations in our area, because I don't hear any reporting on the things that are coming from the government. So am I being redundant in doing this?

Michael Cook: No, I don't think that you're being redundant at all. I think any vehicle to get the word out to potential respondents is valuable. So we really appreciate your help.

Brenda Jackson: All right, well thank you.

Michael Cook: Thank you.

Coordinator: Next question comes from (Brian Walsh).

Brian Walsh: Yes, in 07, there were probably about seven to ten forms filed for my company. When I got the hard copy paper package of reports for the 2012 census, there were probably - I'm guessing, I don't know, 20 to 40 forms. Now I would imagine they're not all required, are they?

Chuck Brady: They are all required. We can't speak for your specific situation; there may be reasons why you received more, depending on the ownership status of each of those establishments. If you want to talk about your specific situation, please feel free to call us on one of the numbers that (Michael) had listed. There it is right there on the screen, and we can talk about your situation in detail.

Brian Walsh: And my manager is very good, he's very supportive. But I guess, are you thinking that because I got - I received all of these paper forms, are you thinking that the Census Bureau is expecting all of them to be completed?

Chuck Brady: If you received a form, then yes. At this point in time, we're expecting the forms to be completed.

Brian Walsh: Okay.

Coordinator: Once again, to ask a question, please press star then one. One moment. (Amy Bitner), your line is open.

Amy Bitner: Yes, I was wondering. You guys had said that response deadlines for the Economic Census is February 12. Do you guys have, up to this point, like any response rate information?

Chuck Brady: We do, we're starting to collect response rate information right now, but really what we have isn't ready for public consumption. But yes, we're starting to track response rates right now. We hope again that we receive a majority of our receipts by February 12.

Amy Bitner: Is that information that will be available eventually, like what the - maybe response rate was by a particular geography? Is that something you guys eventually publish, or?

Chuck Brady: We've never published that in the past.

Amy Bitner: Oh okay.

Chuck Brady: We're talking - we're considering it now, and just weighing our options about how we can release that information, or if we can even release that information.

Amy Bitner: Okay.

Coordinator: Next question comes from (Dave Shucher).

Dave Shucher: Hello.

Michael Cook: Hey (Dave).

Dave Shucher: Hi. Forgive me if I'm asking a question that you've already answered, but has there been any significant changes from the prior Economic Census to this year?

Andrew Hail: Sure, this is (Andy). I'll kind of outline a few of the changes. In terms of the classification system for our businesses, there are some new industries and some industries codes that are changing for the 2012 Economic Census.

Those changes are reflected in the forms that we actually mailed to the businesses, so we can make sure that we actually classify those businesses correctly. There are also some changes that we normally would have every census year, in terms of the data items that we're actually collecting.

This census, we've added some new enquiries on some of our forms on enterprise activity, operations of an entire corporation, things like (wizard) development, things among those lines, so there's some new questions there.

Every census we reevaluate the product detail that we collect on our census form to be consistent with the kinds of products that are being made today. We've long ago stopped making buggy whips, so we removed that as a detail product from our census forms.

But of course, we're trying to collect detailed product information that is meaningful to today's industry, and certainly as (Kari) pointed out, one of our major changes for 2012 is this new direct Internet reporting tool. Through the

2007 Economic Census, businesses only had the Census Surveyor option to be able to fill out their form electronically.

That application was wonderful for corporations, for businesses that have multiple locations, because for a lot of the reasons that (Kari) pointed out in her presentation, how much easier it is to bring in the information from your company into that application.

But for a small, single location business, that application would just be difficult to use. So this census, of course, we've now added this direct Internet reporting, online reporting tool where these small, single location businesses can now go online and fill out their form and submit it completely electronically.

So that's probably our single largest change for the 2012 census, in addition to the other kinds of things that we mentioned. You will also notice when we start to publish data that we have pretty substantially expanded the level of geographic detail that we are planning on publishing for the census.

Publishing data for many more small communities than what we have in the past, but again, you wouldn't really notice that on the form. That's more going to be in terms of what we actually publish. So does that answer your question?

Dave Shucher: Yes, thank you.

Andrew Hait: Okay, you're welcome.

Coordinator: Next question comes from (Eve Lu).

Eve Lu: Hi. My question is what if some businesses received those forms and they misplaced them and lost them. How do they obtain the user name and password again?

Chuck Brady: You could call up the number that we've designated and we can set up a re-mail of the forms. You can call the electronic - our electronic reporting operations branch at 800-838-2640.

Eve Lu: I'm sorry, 800-838 -

Chuck Brady: 2640.

Eve Lu: 2640.

Chuck Brady: 40. Yes.

Eve Lu: Got it.

Chuck Brady: I'll repeat it one more time. 1-800-838-2640 for electronic reporting questions, and to receive a re-mail of your forms.

Eve Lu: Okay, terrific. That's what I needed. Thank you.

Chuck Brady: You're welcome.

Coordinator: Next question comes from (Daphne Maffis).

Daphne Maffis: Hi, yes, I have a question, I guess it's about filling out the form. I received a list of like pre-identified locations of operations for our company, like it's a

list of about 1,000 of them, and some of them are in operation, some of them are not in operation anymore.

So I noticed that there's like a - online when you're doing it through the Census Surveyor, you have to either pick the number one, two, three, four, or five, so I don't know. I was hoping I could just have someone explain what the numbers mean.

I've been able to read it through the Census Surveyor, I just wanted to hear someone explain what the numbers mean, if that's possible.

Kari Klinedinst: Yes, I believe that - I'm sorry, this is (Kari). I believe it's in the third row down. It will give the explanation of the three different ones, so it'll tell you what one, two, three, four, and five stand for. I know off the top of my head one is in operations.

Daphne Maffis: Yes.

Kari Klinedinst: And then I think five would be the cease operation. But it should - when you're in your spreadsheet, you should be able to see that. You can also use the sample form as a guide.

Daphne Maffis: Okay.

Kari Klinedinst: And then also, just also a phone number that we just mentioned. If you have a question about the form, you can contact - go to our business help site and either send us a secure message through that, or call us at 1-800-838-2670. Oh, sorry, 2640, and we'll be able to assist you specifically with your company question.

Daphne Maffis: Okay. I noticed that some of the spellings were incorrect, so I'm assuming that if I - whatever it is that I submit with the correction, that will just automatically change it.

Kari Klinedinst: It will if you are on the mailing address tab of the form.

Daphne Maffis: Okay.

Kari Klinedinst: Because there will be multiple tabs if you're on - you just have to be on the appropriate question that asks about the name and address, so it will make your updates to that part.

Daphne Maffis: Okay, thank you.

Chuck Brady: And (Daphne), we also encourage large companies who have an account manager, to work with that account manager. And if not, call the number that we previously stated and we can possibly set up a company without an account manager to actually have one.

Daphne Maffis: Oh, that'd be wonderful. Okay, thank you.

Coordinator: Next question comes from (Tori Anges).

Tori Anges: Hi, my question was, was a paper copy form mailed out to every company, or for those of us who usually prefer to do it online were not - did we not receive paper copies? I haven't received my paper copy, that's why I was wondering.

Kari Klinedinst: Okay, did you - if a company reports electronically, they should have been mailed an inventory list, so it'd be a list of all your locations. And then within that, there should also be a sample form.

Tori Anges: Did not receive those.

Kari Klinedinst: Okay.

Tori Anges: So I'll check with some other people at the company who possibly - I just didn't want to bother anyone if not.

Kari Klinedinst: Okay. And if - you can also call the toll free number in the presentation. If you want to call that number and just ask for (Kari), I can help you later. We can walk through this.

Tori Anges: All right. Thank you.

Kari Klinedinst: You're welcome.

Coordinator: Our last question comes from (Brenda Jackson).

Brenda Jackson: Hi, my question is can we quote any information from today's conversation, or should we stick with the content presented today? And I'm with Marketing Media.

Chuck Brady: When you say quote information, you're talking about take snippets of it and use it in another presentation? Or?

Brenda Jackson: Yes, because like some of you made comments today, like you or (Mike) or (Kari), and I was taking notes on that. So should I not take quotes from you all

and just stick to the content that you presented online, because I was following online.

Chuck Brady: Either/or. This is obviously on the record, and as mentioned before, the complete Webinar will be archived and posted on our Web site in about 24 hours. So you'll be able to have access to it there, and also what we do to be ADA compliant, when we put up the Webinar in our electronic press kit in the news room, we also post a transcript. So you'll be able to see it verbatim.

Brenda Jackson: Oh okay.

Chuck Brady: What questions were asked and what our answers were to the questions.

Brenda Jackson: Okay, now where can I get that?

Chuck Brady: If you access the Internet right now and go to www.census.gov, right now slider image number two takes you directly to our electronic press kit in the news room on census.gov. And you can just bookmark that URL, because that's the URL where we'll be putting the transcript.

Brenda Jackson: Okay. All right, thank you.

Chuck Brady: Thank you. You're very welcome.

Coordinator: Next question comes from (Brian Walsh).

Brian Walsh: Yes, just quickly, sorry, follow up on the inventory list that you just mentioned. Are separate forms required for each location listed on the inventory list?

Kari Klinedinst: Yes. I think this would be a good question for you to call later about as well, because - so in your inventory list you'll have a location, and then the third column is a form number. That is the appropriate form number that should be filled out for each location.

However, in some certain - in some cases, in the, I think it's the second column, there might be a letter, and some of those letter indicate that you can do consolidated reporting.

So this is really a case by case basis, so if you're looking at your inventory list and have questions, I would call us later, and we can really get into details about your company.

Brian Walsh: Great.

Kari Klinedinst: Okay, thank you.

Brian Walsh: Thank you.

Coordinator: We have no further questions.

Michael Cook: Great, and before we conclude the Webinar, just wanted to take you through the points of contact for more information. Again, if needed, please contact the public information office at 301-763-3030, and also you can contact our customer and respondent outreach branch at toll free 1-877-790-1876.

And then also you can get us on email at econ.2012@census.gov or our Web site is business.census.gov. And I know that there was a phone number that we had given out a number of times today during the presentation. I wanted to make sure and get that out to everybody.

It's 1-800-838-2640, and that's our phone number for our electronic reporting area here, dealing with the 2012 Economic Census. And then lastly, before we get off the phone, want to remind you again that all businesses should complete and return their forms on February 12.

I'd like to thank everybody for joining our Webinar today, and look forward to people completing their 2012 Economic Census, and let us know if you need any help. Thanks everybody.

Coordinator: This concludes today's conference, please disconnect at this time.

END