

Talking Points

- The Economic Census is the official 5-year measure of American business. Collected for years ending in "2" and "7", Economic Census results serve as the foundation for the gross domestic product (GDP) and other indicators of economic performance. The statistics are also used by trade associations, economic development agencies, and many individual businesses.
- Nearly 4 million businesses will receive 2012 Economic Census forms, most in December 2012.
- Forms will be due February 12, 2013.
- Companies receive forms tailored to their industry and size.
- Forms ask basic operating data for each location — employees, payroll, value of goods or services produced in 2012.
- Businesses can complete the paper forms provided or can report via the Internet, using user names and passwords provided with the forms.
- To reduce the burden on the business community, forms are not sent to businesses without paid employees, nor to most very small employers. Forms for each establishment of multi-location companies are sent to company headquarters.
- Compliance is required by law; responses are confidential (Title 13, U.S. Code).
- Timely and accurate response means better information for industries and communities.
- At business.census.gov you can find
 - [Sample forms](#)
 - Graphics about [your industry or area](#) from the last Economic Census
 - [Videos](#)
 - How businesses and communities [use the statistics](#)