

"Marketing Radar"

Arthur C. Nielsen, Jr.

This is how the Chairman of the Board of one of the country's largest marketing research firms describes the value of the Census to the nation's business community.

If you own or manage a business, you are a marketer. But you can't market successfully unless you know to whom you are selling. You must understand your consumer. To do this, you need accurate information about the population, and lots of it.

It's easy

You can get an enormous amount of this kind of valuable marketing research data from the Census Bureau. All it takes is a phone call or letter.

Just answer the Census

All you have to do is create this information. Just answer it and encourage your employees to do the same. The more people who answer the Census, the more valid the information will be. So, it's in your best interest to participate.

**We're counting on you.
Answer the Census.**

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