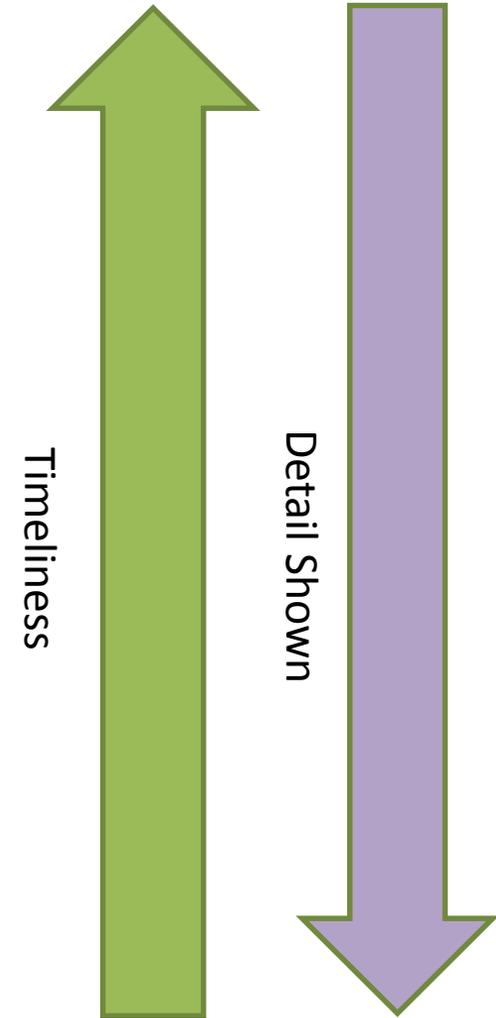


The 2017 Economic Census – Discussion on How to Promote

2017 CIC Annual Training Conference
August 10, 2017

Presented by:
Andrew W. Hait
U.S. Census Bureau

- Monthly and Quarterly Data
 - Leading Economic Indicators, like the *M3* and *Monthly Retail Trade*
- Annual Data
 - *Annual Survey of Manufactures*
 - *County Business Patterns* and *Nonemployer Statistics*
- Quinquennial and Other Data
 - *Economic Census*
 - *Survey of Business Owners* and Other Related Programs



Economic Census

- Done on the years ending in “2” and “7”
- Reflects business activity conducted during the **calendar year**
- Covers **employer businesses** in the U.S.
- Covers businesses in all NAICS sectors except:
 - Agriculture
 - Public Sector
 - Other selected exclusions (see [census.gov/econ/census/help/naics_other_classification_systems/codes_not_covered.html](https://www.census.gov/econ/census/help/naics_other_classification_systems/codes_not_covered.html))
- Very accurate



The Econ Census Offers...

- Over **200** unique industry statistics
- National-, state-, metro-, county-, **place-**, and ZIP Code-level data (varies by sector)
- Industry detail: 2- thru **6-digit** NAICS codes
- **Product** Lines
- Additional cross-tabs, including:
 - Business employment and sales **size**
 - **Taxable** and **tax exempt** business



2017 Economic Census



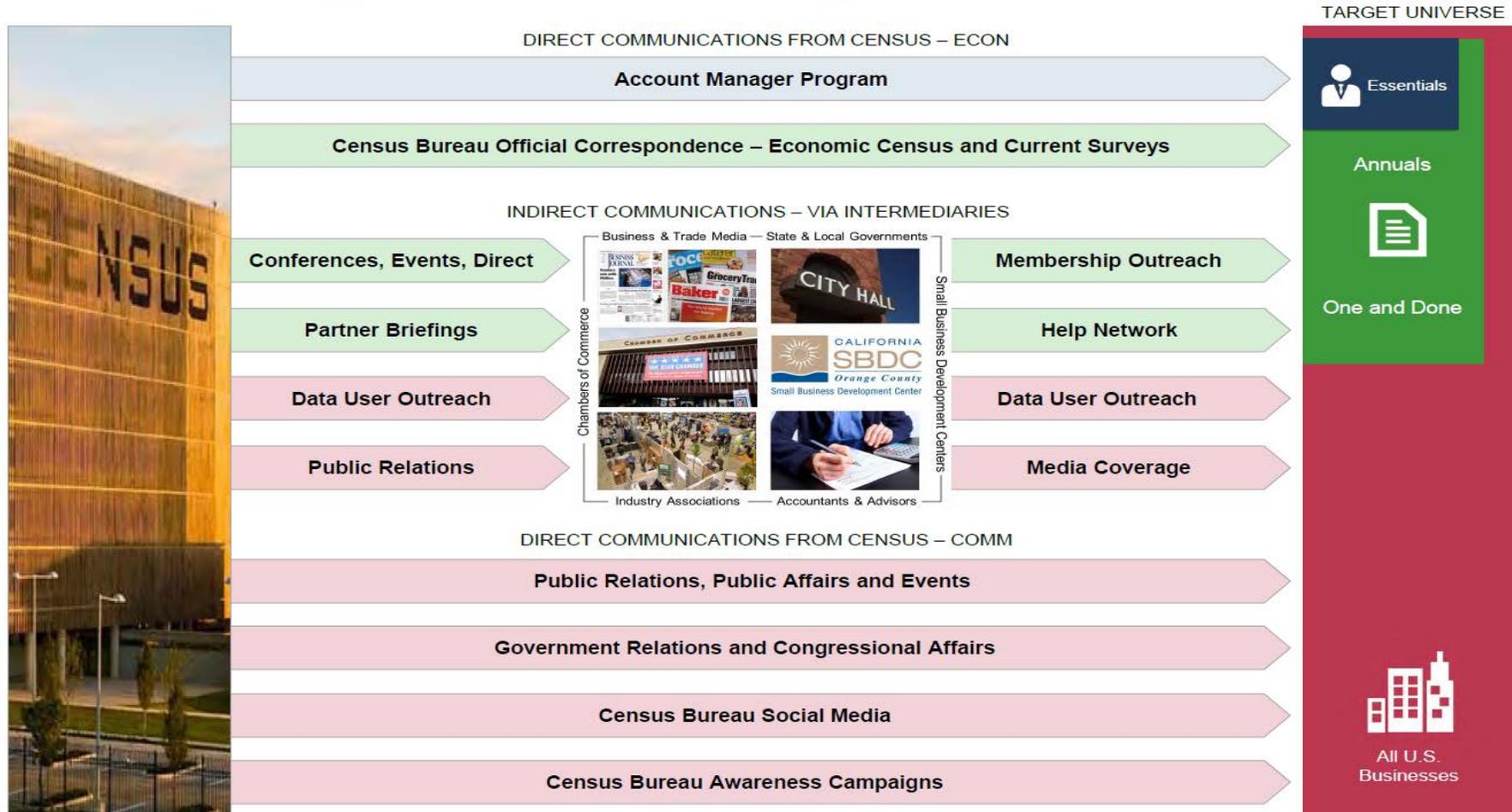
What's New for 2017?

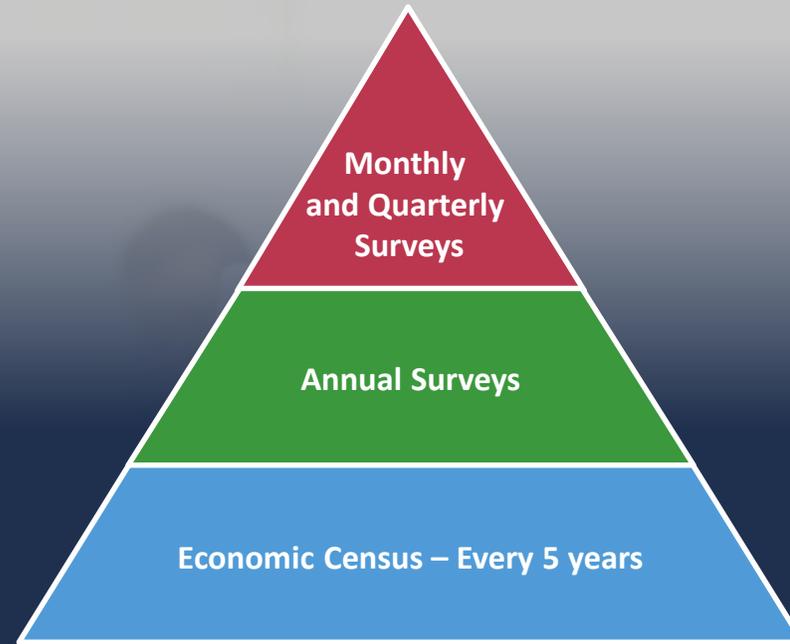
- **Online-only response** (no paper form)
- New Reporting **Tool**
- Respondent **Portal** – Users create individual accounts
- **Later** mailing & due dates

Still doing

- **Targeted support** for hard to reach industries & areas
- **Account Manager** program
- **Response promotion**

Response Promotion Strategy





Census Bureau Surveys

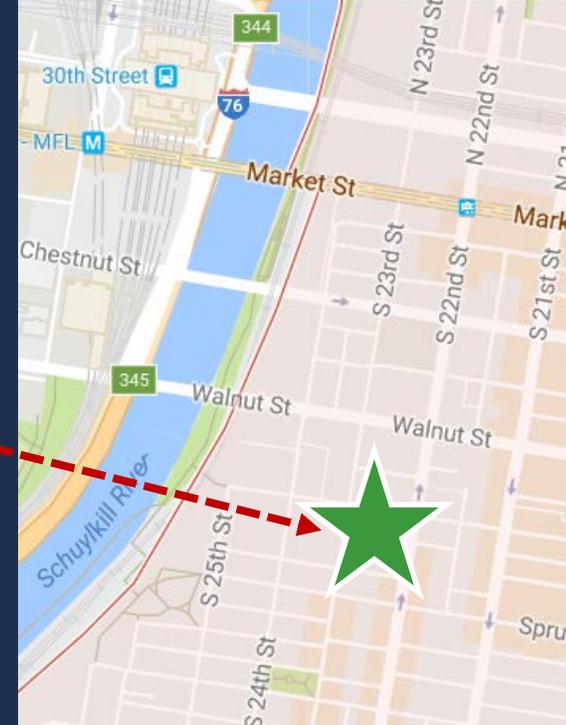
- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses



Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



Using Census Bureau Statistics

- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online
- With industry trends and zip code level data, he identified a downtown spot with high potential for growth

Where did these statistics come from?

- They came from James' first restaurant and all the other companies who responded to Census Bureau surveys. Together, their data fueled the local, state, and national statistics used for planning and decision making.



About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census.
- The next Economic Census will be conducted in 2018. Companies report their 2017 year-end numbers.
- Response is required by law.
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure.
- Response for the Economic Census is required online. This reduces the time needed for response, improves accuracy, and provides significant cost savings for taxpayers.
- Results from the Economic Census are free and available to guide business decisions and policy-making.

Content Changes



- **NAICS updates** – See the NAICS web site (<http://www.census.gov/eos/www/naics/>), including the Federal Register Notices (http://www.census.gov/eos/www/naics/federal_register_notices/fedregister.html)
- Increased implementation of North American Product Classification System (**NAPCS**)
- Geography – **Place** and **Metro Area** changes
- **New dissemination system**

2017 NAICS – Selected Changes

- Split Crude Petroleum Extraction and Natural Gas Extraction
- Combine Household Cooking, Refrigerator/Freezer, Laundry, and Other Major Appliances
- Combine Department Stores and part of Discount Department Stores
- Combine Warehouse Clubs and Supercenters with other part of Discount Department Stores
- Combine Electronic Shopping, Electronic Auctions, and Mail-Order Houses
- Breakout Nanotechnology R&D



What You Can Do

RIGHT NOW... Set the Stage

- Use the data from the EC and our other monthly, quarterly, and annual econ programs
- Spread the word about it's value!
- Stay connected

LATER

- Disseminate promotional and informational items that we will provide for TN and your industries

Summary

- The U.S. Census Bureau is not just the Decennial Census! We provide a wealth of **business data** that can help users understand their local economy
- Lots of **changes** coming for the **2017 EC**
- **Garbage In = Garbage Out...** we need your help to **promote response**

Questions



Thank You!

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