

SDC & CIC Annual Training Conference

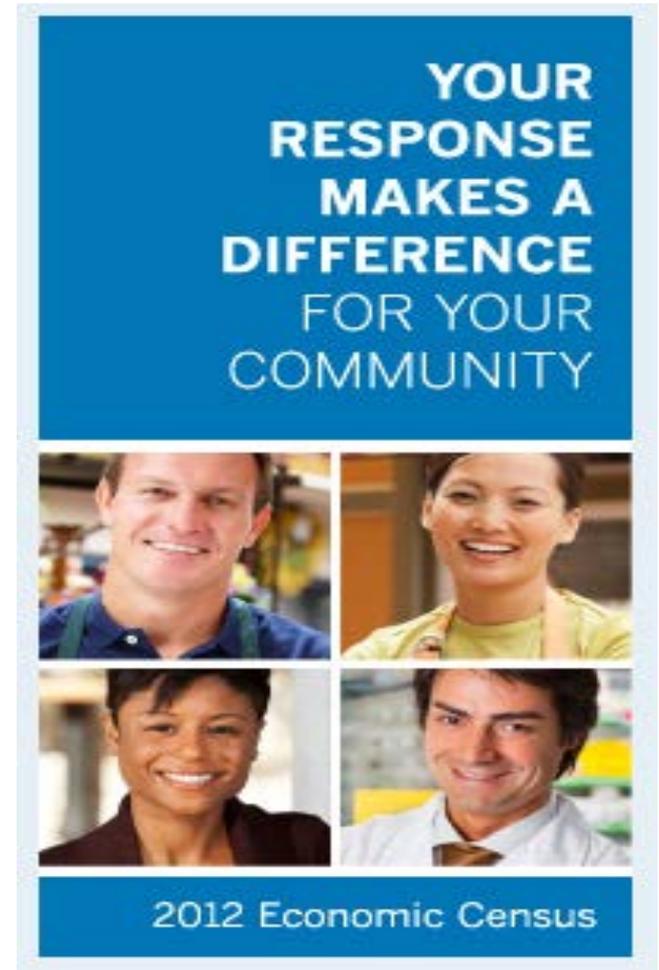
2012 Economic Census and You

Justin Keller
EPCD

October 17, 2012

Outline

- Economic Census Background
- Publicity and Promotion Campaign
- business.census.gov
- Next Steps



The Economic Census

- The U.S. Government's official 5-year measure of American business and economy
- Part of the Census Bureau's mission to measure its people, places, and our economy

Measuring America—People, Places, and Our Economy

Who Will Receive a Form?

- About 4.2 million employer businesses in all industries and communities
- Most very small businesses will not get a form
- Nonemployers are excluded from the Economic Census

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
RT-44101 (10-27-2011)

2012 ECONOMIC CENSUS
Automobile Dealers

OMB No. 0607-0927; Approval Expires 12/31/2013
(Please correct any errors in this mailing address.)

DUE DATE
FEBRUARY 12, 2013

Need help or have questions?

- Read the accompanying information sheet(s) before answering the questions.
- Visit econhelp.census.gov
- Call 1-800-233-8136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

RT-44101

Report Online - It's fast and secure!
Go to: econhelp.census.gov - OR - Mail your completed form to: U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples: 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025 [] [] [] [] [] [] [] [] [] []

2 PHYSICAL LOCATION
A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to **line B** 0038 Number and street [] [] [] [] [] [] [] [] [] []

0032 No - Enter physical location 0036 City, town, village, etc. 0037 State 0038 ZIP Code [] [] [] [] [] [] [] [] [] []

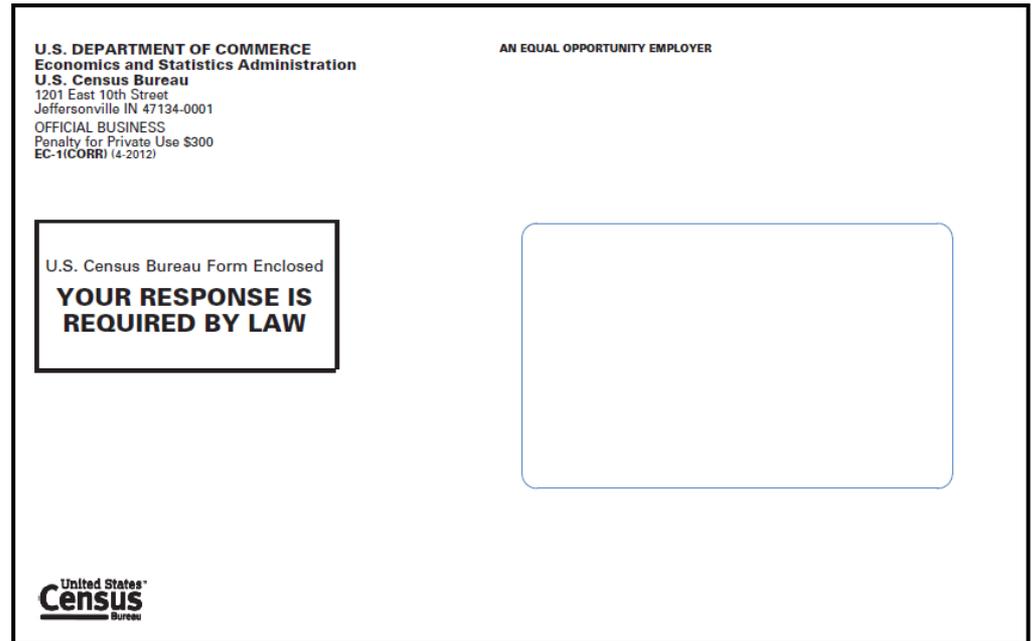
44101012

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT CONTINUE ON PAGE 2

When is it Due?

- Businesses will receive their forms in November and December
- Forms are due by **February 12, 2013**
- Response is required by law



Publicity and Promotion Goals



- Increase % of online reporting
- Maintain overall response rate of 86%
- Improve timeliness of survey response
- Increase awareness and value perception

Data Providers

- Who are the data providers?
- How will we communicate?
- What is priority amongst data providers?



Focus Segments

2012 FOCUS SEGMENTS

Markets

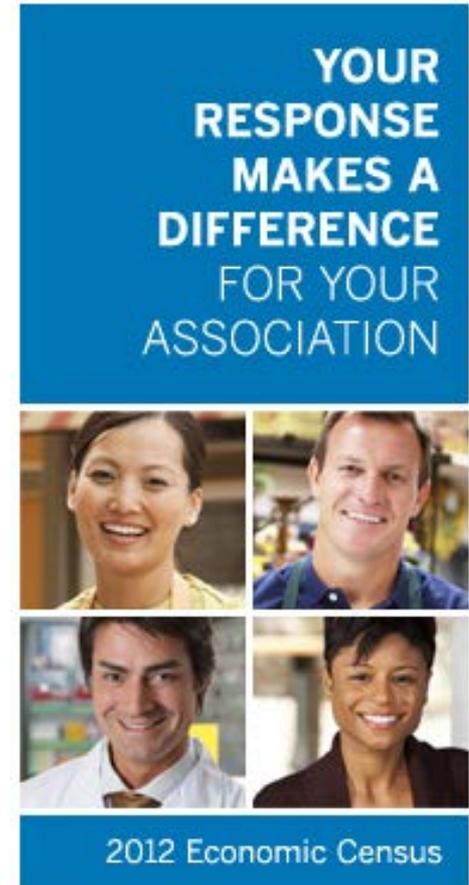
1. New York
2. Boston
3. Miami
4. Philadelphia
5. Atlanta
6. Washington, DC
7. Providence
8. Houston
9. Los Angeles
10. Phoenix

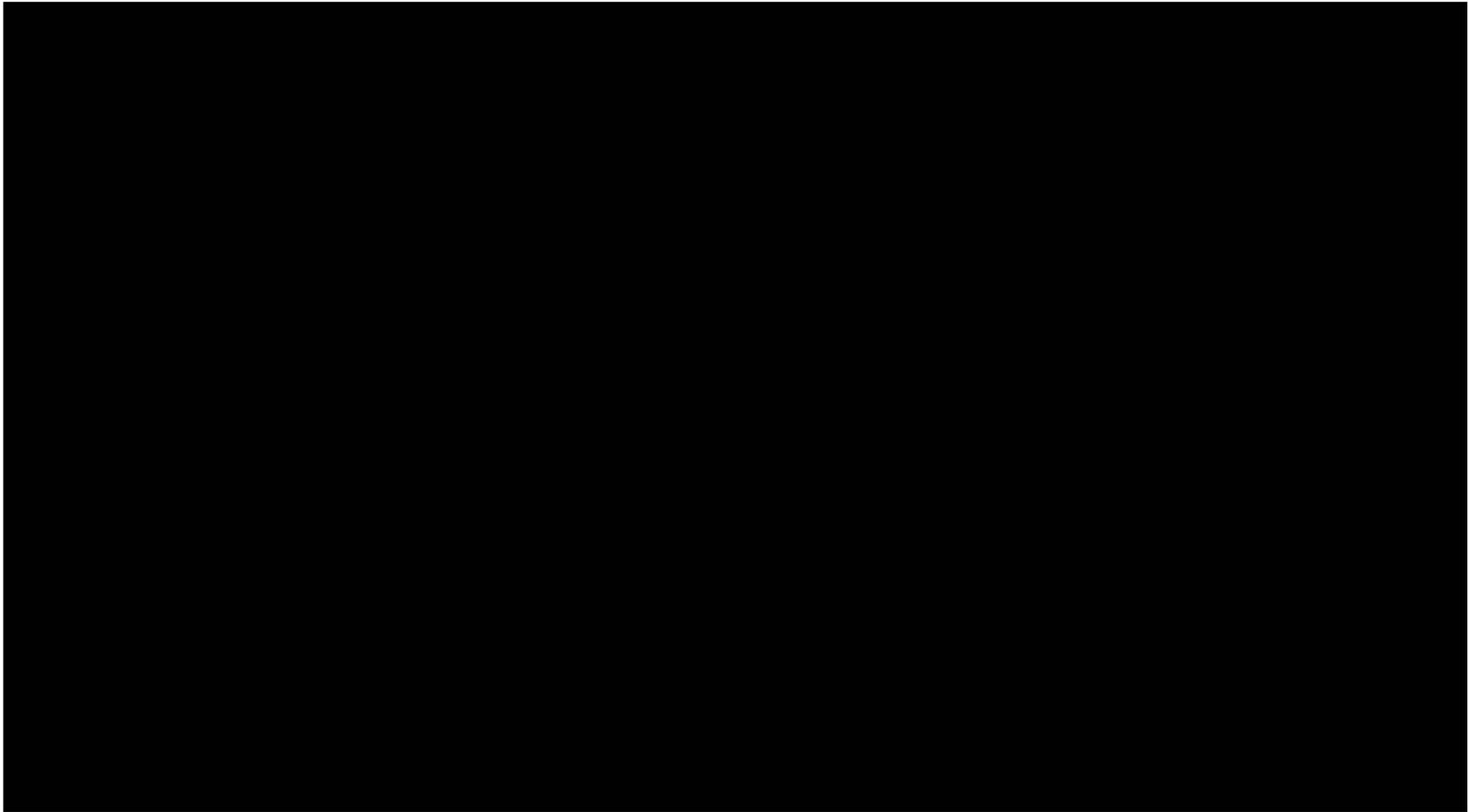
Industries

1. Restaurants
2. Hotels & Motels
3. Gas & C-Stores
4. Bars
5. Electronics Stores
6. Beauty Salons
7. Real Estate Related
8. Auto Body & Repair
9. Home Construction
10. Day Care

Outreach and Promotion

- Partnerships with
 - trade associations
 - chambers of commerce
 - other organizations





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Economic Census

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[PROMOTIONAL TOOLS >](#)

The Census Bureau Measures America
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The data you provide improves our statistics.
The information we provide benefits your business.

[Learn More >](#)

- ▶ [What is the Economic Census?](#)
- ▶ [Why is it important to respond?](#)
- ▶ [How can I use Census Bureau economic statistics?](#)

Industry and Local Business Snapshots

Year	Value
2002	\$147
2007	\$176

[See economic statistics >](#)

Video Testimonials

[Watch videos >](#)

Key Dates

Oct - Dec 2012
Forms mailed out
February 12, 2013
2012 forms due
December 2013
First statistics available

[Full Schedule >](#)

YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY



2012 Economic Census

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**The data you provide improves our statistics.
 The information we provide benefits your business.**

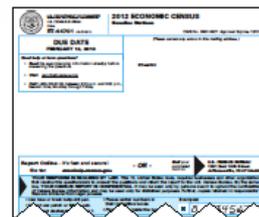
[Learn More >](#)

What is the Economic Census?

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. It is conducted by the U.S. Census Bureau, and response is required by law.

Forms go out to more than 4 million businesses, including large, medium and small companies representing all U.S. locations and industries. Respondents are asked to provide a range of operational and performance data for their companies.

As part of the U.S. Census Bureau's mission to measure America's economy, the next Economic Census will be conducted for the year ending December 2012.



Preview forms

Related Sites

[» "The Economic Census: How it Works for You" - Download brochure \[pdf\]](#)

[» FAQs](#)

[▶ Why is it important to respond?](#)

[▶ How can I use Census Bureau economic statistics?](#)

Industry and Local Business Snapshots



Video Testimonials



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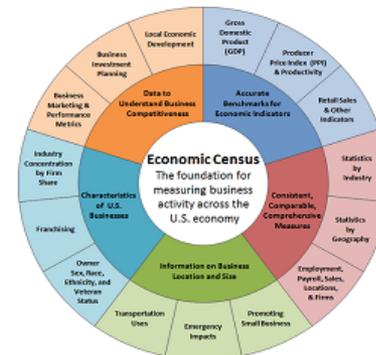
In this section:

- [Comparing My Business](#)
- [Comparing My Community](#)
- [Identifying New Markets](#)
- [Creating Business Plans](#)

Using Economic Statistics

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).



[See uses of the Economic Census](#)

Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example >](#)

Compare my community to others



Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example >](#)

Identify business markets



Business owners and managers can analyze information for their customers at the local level to identify unsaturated or

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Comparing My Business

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Comparing my business to industry totals and averages

The manager of a furniture manufacturing firm is researching the sales and productivity of her business and employees.

She compares the sales per employee of her business and other ratios to industry averages from the Economic Census. She becomes concerned when statistics from the Economic Census show that her company's sales and productivity are lower than the industry average.

She uses this information to convince the company's Board of Directors that it should upgrade their production technology, provide additional staff training, and evaluate their workforce skill sets.

See the [Snapshot](#) for this industry.

Compare your business to industry averages for Furniture and related product manufacturing (NAICS 337)

Enter your annual revenue amount in whole dollars	Enter your annual payroll in whole dollars	Enter your total number of employees	Enter the number of establishments you have
<input type="text" value="2526478"/>	<input type="text" value="654789"/>	<input type="text" value="19"/>	<input type="text" value="1"/>

Industry Ratios	Your Business	Industry Average 2007	Industry Average 2002
Value of shipments per Establishment (\$)	2,526,478	3,911,027	3,372,762
Value of shipments per Employee (\$)	132,973	165,495	127,476
Value of shipments per \$ of Payroll	3.86	4.84	4.37
Annual Payroll per Employee (\$)	34,463	34,159	29,199
Employees per Establishment	19.0	23.6	26.5

Measuring America—People, Places, and Our Economy

Economic Census: Industry Snapshot



[Census.gov](#) > [Business & Industry](#) > [Economic Census](#) > [Industry Snapshots](#) > Snapshots

Compare your business to industry averages for
Furniture and related product manufacturing (NAICS 337)

Enter your annual revenue amount in whole dollars	Enter your annual payroll in whole dollars	Enter your total number of employees	Enter the number of establishments you have
<input type="text" value="2526478"/>	<input type="text" value="654789"/>	<input type="text" value="19"/>	<input type="text" value="1"/>

Calculate Your Ratios

Industry Ratios	Your Business	Industry Average 2007	Industry Average 2002
Value of shipments per Establishment (\$)	2,526,478	3,911,027	3,372,762
Value of shipments per Employee (\$)	132,973	165,495	127,476
Value of shipments per \$ of Payroll	3.86	4.84	4.37
Annual Payroll per Employee (\$)	34,463	34,159	29,199
Employees per Establishment	19.0	23.6	26.5

Source: 2007 and 2002 Economic Census
Data in this Snapshot only include establishments with paid employees. See [Industry Snapshot FAQs](#). All figures are in current dollars for the period shown, and do not reflect changes in prices. Figures for "Your Business" represent user input, and are not retained in the system.

Comparison
of business
to industry
averages

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Snapshots Center

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These one-page reports provide selected statistics about industries and local business communities to illustrate the range of information available from the Economic Census.

Industry Snapshots

Featured Industries

Select an Industry

Find Your Industry

Enter keyword or NAICS code

[All Industry Snapshots >](#)

Want to see more statistics for your industry/area?

Full tables are located in [American FactFinder](#).

Local Business Snapshots

State Snapshots (PDF)

Select a State

Metropolitan Area Snapshots



- ★ Atlanta
- ★ Baltimore
- ★ Boston
- ★ Chicago
- ★ Dallas
- ★ Denver
- ★ Detroit
- ★ Houston
- ★ Minneapolis
- ★ New Orleans
- ★ New York
- ★ Philadelphia
- ★ Phoenix
- ★ Providence
- ★ San Francisco
- ★ Seattle

**YOUR
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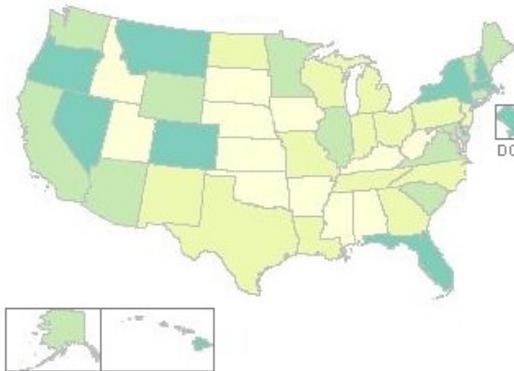
2012 Economic Census

Economic Census: Industry Snapshot

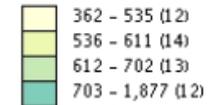
Full-Service Restaurants (NAICS 7221)

DID YOU KNOW?

Full-service restaurants in the District of Columbia reported the highest sales per business in 2007 (\$1.7 Million), while businesses in South Dakota reported the lowest (\$565 thousand). The national average was \$847 thousand.



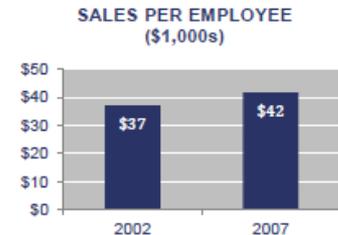
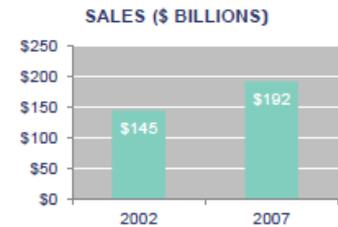
Sales Per Capita (\$)



Industry Snapshot

KEY INDUSTRY STATISTICS

	2002	2007	% Change
Number of establishments	195,659	220,089	12.5%
Sales (\$ Millions)	144,650	192,259	32.9%
Annual payroll (\$ Millions)	46,064	63,259	37.3%
Total employment	3,904,628	4,603,747	17.9%
Sales per establishment (\$1,000)	739	874	18.2%
Sales per employee (\$1,000)	\$37	\$42	12.7%
Sales per \$ of payroll	3	3	-3.2%
Payroll per employee (\$)	11,797	13,741	16.5%
Employees per establishment	20	21	4.8%
Sales per capita (\$)	503	638	26.8%
Population per establishment	1,470	1,369	-6.8%



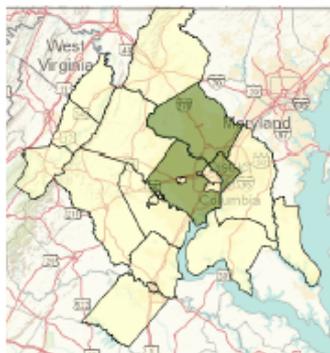
Local Business Snapshot

Economic Census: Local Business Snapshot

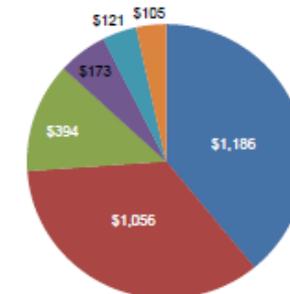
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area

DID YOU KNOW?

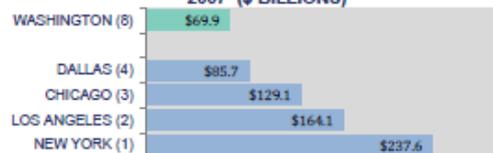
The Professional, Scientific, and Technical Services sector was the largest employer in the Washington, DC metro area and this same sector reported the highest 2007 sales (\$ 98.1 Billion). The Washington, DC metro was ranked 4th among U.S. metros in the number of businesses in the Professional, Scientific, and Technical Services sector (28,378 establishments).



ACCOMODATION AND FOOD SERVICES SALES BY INDUSTRY: 2007 (\$ MILLIONS)



TOTAL RETAIL SALES IN THE TOP METRO AREAS: 2007 (\$ BILLIONS)



- FULL-SERVICE RESTAURANTS
- LIMITED-SERVICE EATING PLACES
- HOTELS AND MOTELS
- FOOD SERVICE CONTRACTORS
- BARS
- ALL OTHER

EMPLOYMENT STATISTICS IN TOP 5 INDUSTRY SECTORS IN THE WASHINGTON DC METRO AREA: 2007 AND 2002

2007 NAICS Code	2007 NAICS Defined	Number of employees (Sector Ranking Statistic)			Payroll per Employee (\$)		
		2007	2002	Change	2007	2002	Change
54	Professional, scientific, and technical services	466,835	383,316	83,519	\$82,371	\$66,236	\$16,136
44-45	Retail trade	271,527	255,349	16,178	\$26,055	\$22,836	\$3,219
62	Health care and social assistance	269,815	237,336	22,479	\$44,698	\$37,367	\$7,331
56	Administrative and support and waste management and remediation services	237,517	203,356	34,161	\$36,015	\$27,799	\$8,215
72	Accommodation and food services	219,832	189,351	30,481	\$18,264	\$15,282	\$3,003

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more statistics on this industry, visit business.census.gov

Source: Economic Census; Economy-Wide Key Statistics File

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2012 Economic Census

What Businesses Need to Know

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Later this year, millions of businesses will receive a mailing package from the U.S. Census Bureau. Businesses will be asked to provide a range of operational and performance data for their companies' operations in 2012.

General information

- ["The Economic Census: How it Works for You" brochure](#) [pdf]
- [2012 Economic Census Facts for Local Businesses](#) [pdf]
- [Frequently Asked Questions](#)

How to Report

- **Paper.** All businesses have the option to report on paper forms.
- **Electronic.** All businesses have the option to report electronically. The mailing package businesses receive will have a User ID and Password to access the secure section of the Census Bureau Business Help Site.
- [Preview forms](#)

How to Prepare:

- Review the sample report forms to see the kind of information requested. (*Checklist coming soon*)
- Identify where in the company this information is stored.
- Take a look at the [Industry and Local Business Snapshots](#) to see how the data are compiled.
- Browse [how Census statistics are used](#) and see their value to businesses and the community.

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Let's Get the Word Out!

In November and December 2012, millions of businesses across America will receive an Economic Census form. You can provide information about how their efforts will help your community or your industry — and their business.

To have impact, information about the Economic Census needs to reach business people in as many different ways and as often as possible from now through February 2013. They can be better prepared to respond if they are aware of when to expect a form and what will be required, and, know that their response is important.

We have information and tools to help you get the word out:

- [Media and Trade Press](#)
- [Business Associations and Chambers of Commerce](#)
- [Public Agencies](#)
- [Franchise Businesses](#)
- [Small Businesses](#)

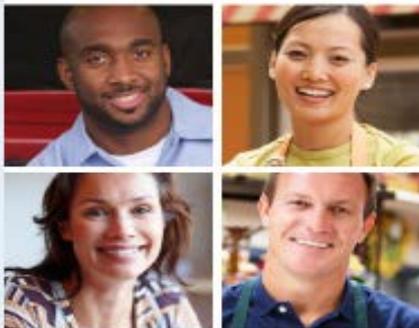
What Businesses Need to Hear from You...and When

Any time	Economic Census collects data that benefits your business
Nov 2012	Economic Census forms coming to some businesses in November, most in mid December
Dec 2012	Watch for your form
Jan 2013	Complete your form. Your industry / community is counting on you
Feb 12, 2013	Forms due. In a pinch? 30-day extensions are available

2012 Economic Census
**YOUR RESPONSE
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Measuring America—People, Places, and Our Economy

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learn more

(links to business.census.gov)

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- [An Overview of Business.Census.Gov](#)
- [The Economic Census... A Governor's Montage](#)
- [Your Response Makes a Difference... for Business Planning](#)
- [Your Response Makes a Difference... for Small Businesses](#)

Industry Videos

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- [Your Response Makes a Difference... for the Real Estate Industry](#)
- [Your Response Makes a Difference... for the Restaurants Industry](#)
- [Your Response Makes a Difference... for Small Businesses](#)

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Webinar on October 11

[Print](#) | [Share this page](#) | [Connect with us](#)**JOIN US FOR A SPECIAL WEBINAR ON THURSDAY, OCTOBER 11 AT 1:00 PM EST**

In November & December, 2012 Economic Census forms will land on the desks of businesses across the country. Among the recipients will be members of your organization, and they'll look to you to for help.

By taking part in this webinar, you can be ready to answer their questions, and provide the kind of support and guidance these businesses have come to expect. Here are some of the highlights:

- Find out more about the Economic Census and why response is so important
- See how businesses can report electronically
- Learn what you need to know to help the businesses who will look to you for guidance
- Find out how you can help us get the word out

This webinar is the first in a series of webinars about the 2012 Economic Census. The next webinar, scheduled for mid-January, is primarily intended for businesses who will have just received their Economic Census forms. Please check back here this fall for more information.

 [Mark your calendar now](#) (Outlook/iCal) and don't miss this chance to discover why response makes a

Reporting Options

- Electronic Reporting
 - **NEW** online *Direct Internet Reporting* tool for single-location businesses
 - Downloadable *Surveyor* software for multi-location businesses
- Paper forms

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

2012 Economic Census

The foundation for measuring business activity across the U.S. economy

United States™
Census Bureau
Economic Statistics

Welcome to the 2012 Economic Census

This website provides businesses an opportunity to complete the 2012 Economic Census online.

- To access electronic reporting, re-enter your User ID and Password issued to you by the Census Bureau, then click "Login".
- **Note: Your session will expire if you remain on one screen for 50 minutes without navigating to another screen.**

User ID:

Password: (case sensitive)

Login

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

2012 ECONOMIC CENSUS

OMB No. 1545-0047
(Please correct any errors in)

EXAMPLE

DUE DATE

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-4136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

EIN: XX-XXXXXXX
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Password: XXXXXXXXXX

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How to Get Help

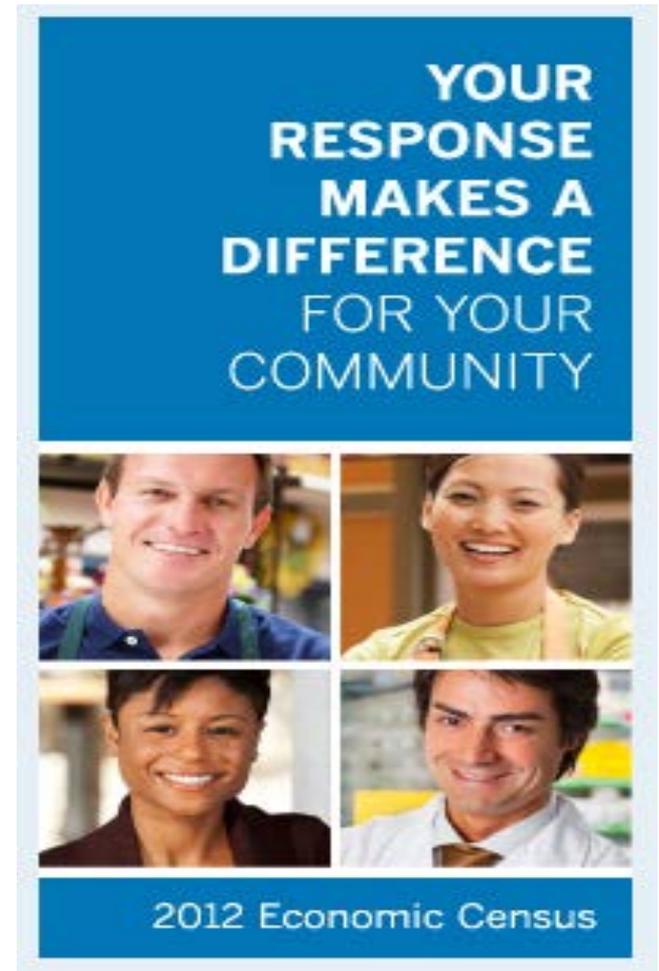
- Help with Reporting: See the Business Help Site (econhelp.census.gov)

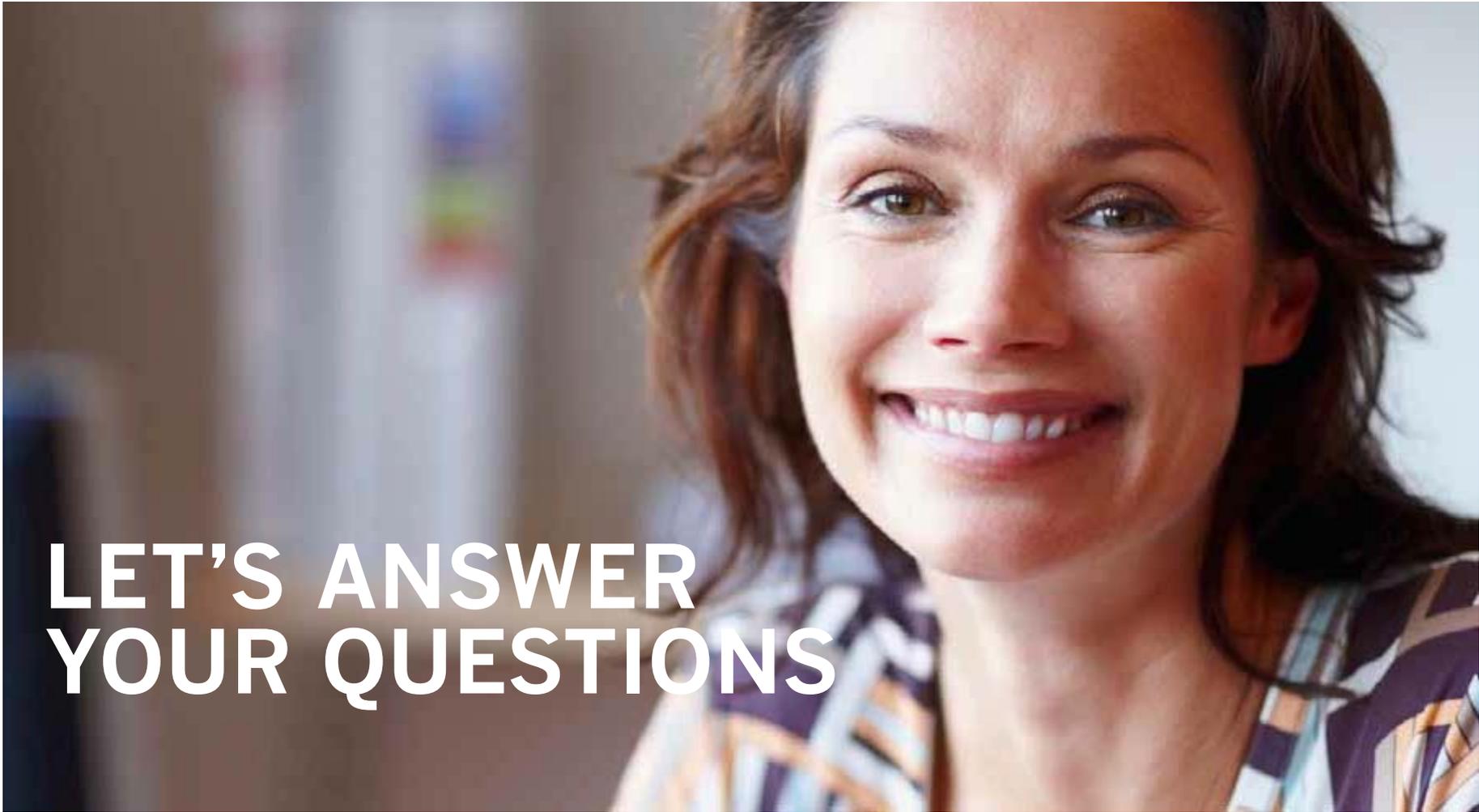
 <p>U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU</p> <p>FORM AF-72201 (10-27-2011)</p>	<p>2012 ECONOMIC CENSUS Food Services and Drinking Places</p> <p>OMB No. 0607-0927: Approval Expires 12/31/2013</p>
<p>DUE DATE FEBRUARY 12, 2013</p>	<p><i>(Please correct any errors in this mailing address.)</i></p>
<p>Need help or have questions?</p> <ul style="list-style-type: none">• Read the accompanying information sheet(s) before answering the questions.• Visit econhelp.census.gov• Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.	<p>AF-72201</p>

- General information about the Economic Census
 - econ@census.gov
 - (301)763-2547 or 1(877)790-1876

One Voice: 2012 Economic Census

- Local outreach
- Resources & general information at business.census.gov
- Help reporting at econhelp.census.gov





LET'S ANSWER YOUR QUESTIONS

Thank You!

For more information contact us at:

Phone: (301)763-2547

E-mail: econ@census.gov