2012 Economic Census Reference Webinar Series

What Else Is New for the 2012 Economic Census

Webinar # 4 of 4
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Outline

- Updated business.census.gov site
- Product updates
- New *Enterprise Statistics* Report
About

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.

In October through December 2012, forms were sent out to nearly 4 million businesses, including large, medium and small companies representing all U.S. locations and industries. Respondents were asked to provide a range of operational and performance data for their companies.

Some industries are not covered by programs outside of the economic census. View a full list here.

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

Why is it important?

Data from the Economic Census is important for your industry, your community and your business.

- Your trade association and chamber of commerce rely on information from the Census for economic development and business decisions.
- Government agencies, analysts and business organizations nationwide also rely on Census information for planning and key economic reports.
- Information provided by the Economic Census can also help you support decisions and planning for your own business.

See examples >
New for 2012

The 2012 Economic Census will feature a number of important changes from its predecessor, the 2007 Economic Census, which will affect data users. See below (and the accompanying pages) for more information.

- Industry Classification Updates
- Product Classification Updates
- Geographic Updates
- New Enterprise Statistics
- Reporting Changes
A new home for the ISP

Finding Data Page

The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy.

Choose one of the paths below to search for the data you need:

- Find Economic Data by Industry
  - View the new Industry Statistics Portal
  - View an Industry Snapshot
  - Want to learn more? Visit the Industry Classifications Help Center.

- Find Economic Data by Geography
  - View Snapshots of selected geographies
  - Want to learn more? Visit the Geography Help Center.

- Find Economic Data by Topic
  - Topics (NAICS industry, year, dataset, ...)
  - Want to learn more? Visit the Data Help Center.

- Find Demographic Data
  - Need data on age, race, and ethnicity, income, and other demographic variables? Visit the Demographic Data landing page.
Finding Data Page (cont.)

The B&I page updated
Finding Data Page (cont.)

Mirrors the AFF Topics menu

The Most Popular Economic Topics in American FactFinder

The Census Bureau conducts over 100 surveys each year to measure the nation’s people, places, and economy. The Economic Programs conducted by the Census Bureau cover business activity on the local and national levels. If you are interested in data about people and households, please visit the People and Households page.

Choose one of the paths below to search for the data you need:

- Find Economic Data by Industry
  - View the new Industry Statistics Portal
  - or
  - View an Industry Snapshot
    - Want to learn more? Visit the Industry Classifications Help Center.

- Find Economic Data by Geography
  - View Snapshots of selected geographies
  - Want to learn more? Visit the Geography Help Center.

- Find Demographic Data
  - Need data on age, race, ethnicity, income, and other demographic variables? Visit the Demographic Data landing page.
Help us identify real-life examples...

**Uses of Census Data**

The Economic Census provides detailed statistics that are important for industries and communities. These statistics can be used 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.

**Compare my business to others**

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.

**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 lists to identify market share and trends.

**Identify business markets**

Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

**Use data in business plans and loan applications**

Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.
Organizations Page

Economic Census
business.census.gov

In this section:

Organizations

Economic statistics from the Census Bureau can help your organization and its members.

Resources for your Organization

- General Information
- How to use economic data
- Find economic data for your industry
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.

Media

- Press Information Office
- Economic Census Press Releases
- Find economic data
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.

Reference Materials

- Fact Sheets
- Online Ads & Links to Us
- Print Materials
- Respondents Landing Page
- Sample Articles
- Story Ideas
- Talking Points
- Videos:
  - HowTo Videos, Informational Videos, Industry Videos, NABE
- Who gets a form
American FactFinder Page

In this section:
- Advanced Search
- Community Facts
- Data Manipulation
- Guided Search
- Reading Tables
- What geographies are available for economic data?

AFF Quick Links
- AFF Mainpage
- Deep Link Guide
- Economic Census Release Schedule
- Glossary of Terms
- User Guide [PDF 3.1MB] [Updated 1/29/13]

AFF Help Content
- Advanced Search
- Community Facts
- Data Manipulation
- Guided Search
- Reading Tables
- What Geographies are available for economic data?

[PDF] or [ ] denotes a file in Adobe’s Portable Document Format. To view the file, you will need the Adobe® Reader® available free from Adobe.
Contact Us Page

Economic Census
business.census.gov

Contact Us
Print | Share this page | Connect with us

General Economic Census information
  - Phone: (301)783-2547 or 1(877)790-1876
  - E-mail: econ.2012@census.gov

Data Users
For General help using the data as well as help understanding NAICS and the data for specific industries or programs, you can find contact information by economic program and by industry.

For questions about Industry Codes, please visit the NAICS website.

For help in your local area
  - Census Bureau Regional Offices in 12 large cities have information specialists who can answer questions about availability and uses of census data.
  - State Data Centers and their affiliates, located in all states and most U.S. territories, have data for their respective areas.
  - Federal Depository Libraries in the reference sections of many university and community libraries maintain collections of Economic Census reports and electronic media.

Respondents
For help with your form, including information on how to use our Secure Messaging Center, see the Business Help Site.
NAPCS

- Started for the 2002 EC
- Updates completed for 12 of 18 EC sectors
Enterprise Statistics

- Resuming for the 2012 EC
- Prototype 2007 tables
- Annual series from 2013+

See: www.census.gov/econ/esp/
Any other Questions:

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Thank You!