The 2017 Economic Census – How to Help Us Promote Response

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Presented by:
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U.S. Census Bureau
- Monthly and Quarterly Data
  - Leading Economic Indicators, like M3 and Monthly Retail Trade
- Annual Data
  - Annual Survey of Manufactures
  - County Business Patterns
- 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”
- 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)
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
• Additional cross-tabs, including:
  • Business employment and sales **size**
  • Taxable and tax exempt business

▪ Very accurate
2017 Economic Census
What’s New for 2017?

- Directorate initiative for 100% online response
- Respondent Portal – Users create individual accounts
- New Reporting Tool
- Later mailing & due date
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
- Theses surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses
When it was time for James to open his second restaurant, he used U.S. Census Bureau statistics to help pick the location. With industry trends and ZIP Code level data, he identified a downtown spot with high potential to grow his business. Where did these statistics come from? They came from James’ restaurant and all the other businesses who reported their information in Census Bureau surveys. Together, their responses fueled the local, state, and national economic statistics used for planning and decision-making.
Economic Census Response Steps

1. **READ LETTER:** Official letter from the Census Bureau with company’s authentication code arrives late January 2018. Save this letter.

2. **GO TO WEBSITE:** www.report.census.gov

3. **CREATE ACCOUNT:** Similar to other online accounts with email username, password, and security questions. Set up account on first visit.

4. **SIGN IN:** Enter authentication code from official letter to unlock company’s Economic Census survey.

5. **PREPARE TO REPORT:** Print out census questions as a worksheet or download spreadsheet for multiple locations. Delegate others to assist.

6. **INPUT DATA:** Enter company data via online reporting screens or multi-unit spreadsheet upload. Review and confirm responses.

7. **SUBMIT RESPONSE:** Due March 15, 2018. Submission receipt and copy of completed response can be saved electronically and printed out.

8. **SEE THE RESULTS:** www.census.gov/EconomicCensus
   Visit to see where survey data goes and how to use Census statistics.
Economic Census Timing–3 Dates to Remember

January 15, 2018
Economic Census program including letters with authentication codes launches January 15, 2018

February 15, 2018
“5-minute webinar” series to assist with reporting launches February 15, 2018

March 15, 2018
Deadline for Economic Census response is March 15, 2018

• Communications from Census to inform membership will be provided
• Full suite of promotional materials will be available Summer 2017
What You Can Do

- Spread the word!
- Disseminate promotional and informational items that we provide to you
  - *Coming June 2017*
- Stay connected
Summary

- Census 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

- An Andy Story...
Questions
Thank You!

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