U.S. Census Bureau
Economic Census

SDC Annual Conference
April 10, 2018
Opening Remarks

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U.S. Census Bureau
Agenda

• Economic Census Overview
• Promoting Response
• Example Partner Briefing
• How You Can Help
• Preview of Videos
• Q&A
The Economic Census

- Measures U. S. businesses every 5 years
- Covers employer businesses in 18 industrial sectors
- Implements the North American Product Classification System (NAPCS)
- Online Response is required
Economic Census Dates

- Classification letter mailed February 1
  - Due March 15
- Long form letter mailing May 1
  - Due June 12
- Data available starting September 2019
- Data releases completed by December 2021
Promoting Response
Available Tools

• Communications Campaign
  • Partner Briefing
  • Messaging
  • Hard copy materials

• Promotional Materials available at census.gov/EconomicCensus
  • Talking Points
  • Print & Online Advertising
  • Videos
Promoting Response
Current Efforts

• Social Media & Email marketing
• Deskside Visits with Intermediaries
• Conferences
• “9-8-7” Campaign
• Meetings in Target Markets
Agenda

• Introduction & Objectives
• Census Bureau Overview
• Census Economic Surveys
• The Economic Census
• Q&A
About the Census Bureau

• The U.S. Census Bureau is the federal government’s largest statistical agency.

• We conduct more than 130 censuses and surveys each year, including
  - The Decennial Census – the once-a-decade population and housing count of all 50 states
  - The American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American business

• Our mission is to serve as the leading source of quality data about America’s people, places, and economy.
The American Community Survey (ACS)
American Community Survey

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• Designed to produce critical information on small areas and small population groups previously collected on the decennial long form

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- Reports on more than 35,000 communities, 930,000 “geographic areas.”
Census Bureau Economic Programs
Census Economic Surveys

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- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses
Census Economic Surveys
Additional Information
Economic Indicators

• 17 Census Bureau surveys that provide key economic statistics for nearly every sector
  - Monthly, including:
    • Retail Trade Survey, Building Permits, and Exports/Imports
  - Quarterly Financial Report; Quarterly Services Survey
• Sample surveys
• Shown at the national level only, except:
  - Building Permits/Housing Starts
  - International Trade data
• Released on the Economic Indicators Briefing Room: www.census.gov/economic-indicators/index.php
International Trade

- 10 Census Bureau surveys that provide monthly and annual U.S. exports and imports statistics at the national, state, and port levels
- Also provides data by Commodity Classification
  - e.g. Beer and Ale sales across multiple industries (liquor stores, grocery stores, convenience, etc.)
- Issues export regulations from the U.S.
- See census.gov/foreign-trade/data/index.html
Annual Economic Programs

- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
  - County Business Patterns: National, State, Metro, County, ZIP Code
  - Non-Employer Statistics: National, State, Metro, County
  - Annual Survey of Manufacturers: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools
Public Sector (Governments)

- 5 surveys that provide economic statistics about state and local governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
  - Organization and Structure
  - Government Employment
  - Government Finances
  - Released on American FactFinder, Excel files, and other Census tools
Census Bureau Data Tools

- **QuickFacts** – provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**

- **Census Business Builder (CBB)** – a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format

- **Industry Statistics Portal (ISP)** – provides access to the Census Bureau programs that provide economic data for a user-selected industries

- **American FactFinder (AFF)** – American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys
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• 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.
Census Bureau Economic Statistics – Providence, RI

• Monthly and Quarterly data:
  – Details
• Annual data:
  – Details
• Economic Census 5-year data:
  – Details
Economic Census Overview
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 is conducted in May 2018. Companies report their 2017 year-end numbers. Due Date is June 12th.

• 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 is required online. This reduces the time needed for completion, 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
Information Required

The Economic Census asks for the following information by location

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions
Economic Census Response

• Program launches in May 2018
  - Official letters mailed with web address and unique company code to access online survey
  - Deadline for response is June 12, 2018
• Respondents will be instructed to set up online account on secure website to complete survey
  - New requirement for Census Bureau economic surveys
  - Similar to other online accounts with email username, password, security questions
• Key changes include
  - Online response requirement, new reporting instrument for businesses with multiple locations, change in data collection timeframe
• Help will be available online and via telephone
• Information and resources are available at [www.census.gov/EconomicCensus](http://www.census.gov/EconomicCensus)
Communications to your Organization
Three dates to remember: “9-8-7”
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Official letters with online access codes are arriving at respondent businesses. Organizations asked to distribute email invitation to May 17th Webinar.
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June 7th
Organizations asked to distribute Due Date Reminder email to membership in advance of Economic Census response deadline – June 12th
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• Details and emails to forward will be sent in the weeks prior to each date
• Additional information and promotional materials are available for download at www.census.gov/EconomicCensus
2018 Communications Campaign

8,792 PET STORES +

8,848 SOFTWARE PUBLISHERS* +
$26 BILLION IN COMPUTER STORE SALES* =
PARENTS BEGGING THEIR CHILDREN FOR TECH SUPPORT

THE ECONOMIC CENSUS. SEE HOW IT ALL ADDS UP.

DATA FROM THE NATION’S BUSINESSES
+
STATS ON EVERY INDUSTRY AND GEOGRAPHY =
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS?

MESSAGING

TALKING POINTS
You'll have many opportunities to speak publicly about the upcoming Economic Census. Talking points are provided here to help you clearly articulate the most important messages, as well as develop content for web, email, social media and print materials.

BACKGROUND
• 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.

www.census.gov/EconomicCensus
2018 Communications Campaign  www.census.gov/EconomicCensus
How You Can Help

• You are your community’s trusted voice
• Spread the word/Carry the message
• Distribute materials
• Be the boots on the ground
• Promote the value of response
Q & A
Contact Us

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