

# Overview of the Economic Census

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# Background

- Conducted for years ending in 2 and 7
- Covers more than 28 million establishments
  - 7.4 employer businesses
  - 21.1 nonemployer businesses
- Forms sent to less than 20% of businesses
- Administrative records used for very small businesses and all non-employers

# Economic Census Scope and Coverage

- ***Economic Census programs***
- Minerals  
Construction  
Manufactures  
Wholesale  
Retail, Accommodations  
Service Industries  
Transportation  
Communication, Utilities  
Finance, Insurance, Real Estate Services
- Survey of Business Owners  
Business Expenses Survey  
Economic Census of Puerto Rico, Guam, Virgin Islands, Commonwealth of the Northern Mariana Islands, American Samoa  
Commodity Flow Survey (BTS)
- ***Covers data for 1000 industries, 13,000 goods and services products, and 15,000 different geographies***

# The Economic Census Has a Unique Role

- Economic Census

- Benchmark quality
- Emphasis on levels
- Broad industry coverage
- Rich industry and geographic detail
- Rich content
- Provides data for maintaining sampling frames

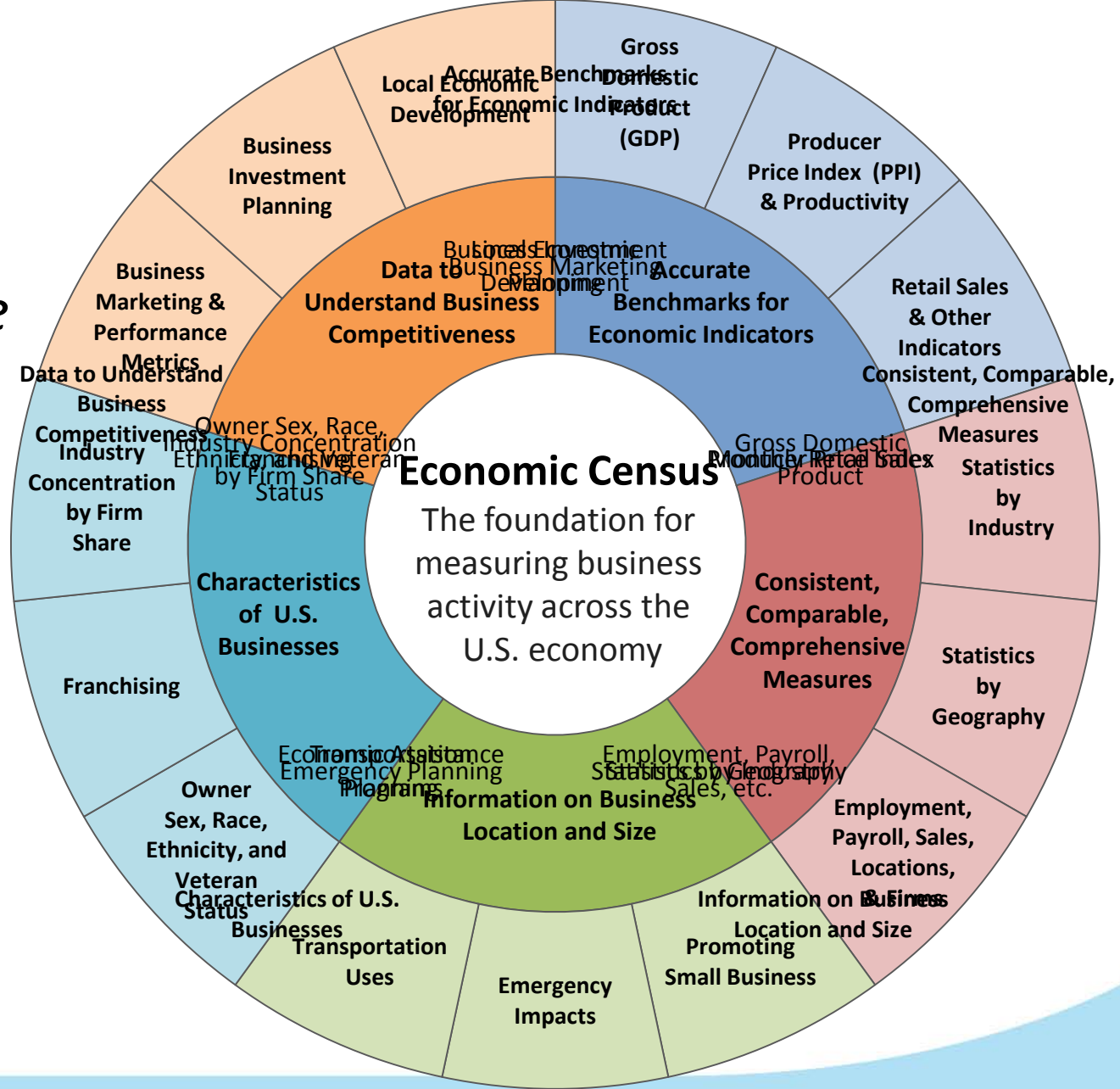
*40 billion  
data cells,  
1,641 data  
product  
releases*

- Monthly, Quarterly, and Annual Surveys

- Timely estimates
- Emphasis on short-term trends (period-to-period change)
  - Track the business cycle
  - Provide source data for quarterly GDP estimates
- Limited sector/industry coverage
- Limited industry and geographic detail
- Limited content

*Economic  
indicators*

*Reliable business statistics from the Economic Census are critical to evaluating the condition of the American economy*



# Time Line of 2012 Economic Census Activities

2009      2010      2011      2012      2013      2014      2015      2016

**Program Planning and Preparation**

**Collection Activities**

**Post-collection**

**Micro-Referral Processing**

**Macro Review and Analysis**

**Dissemination**

**2017 Program Planning and Preparation**

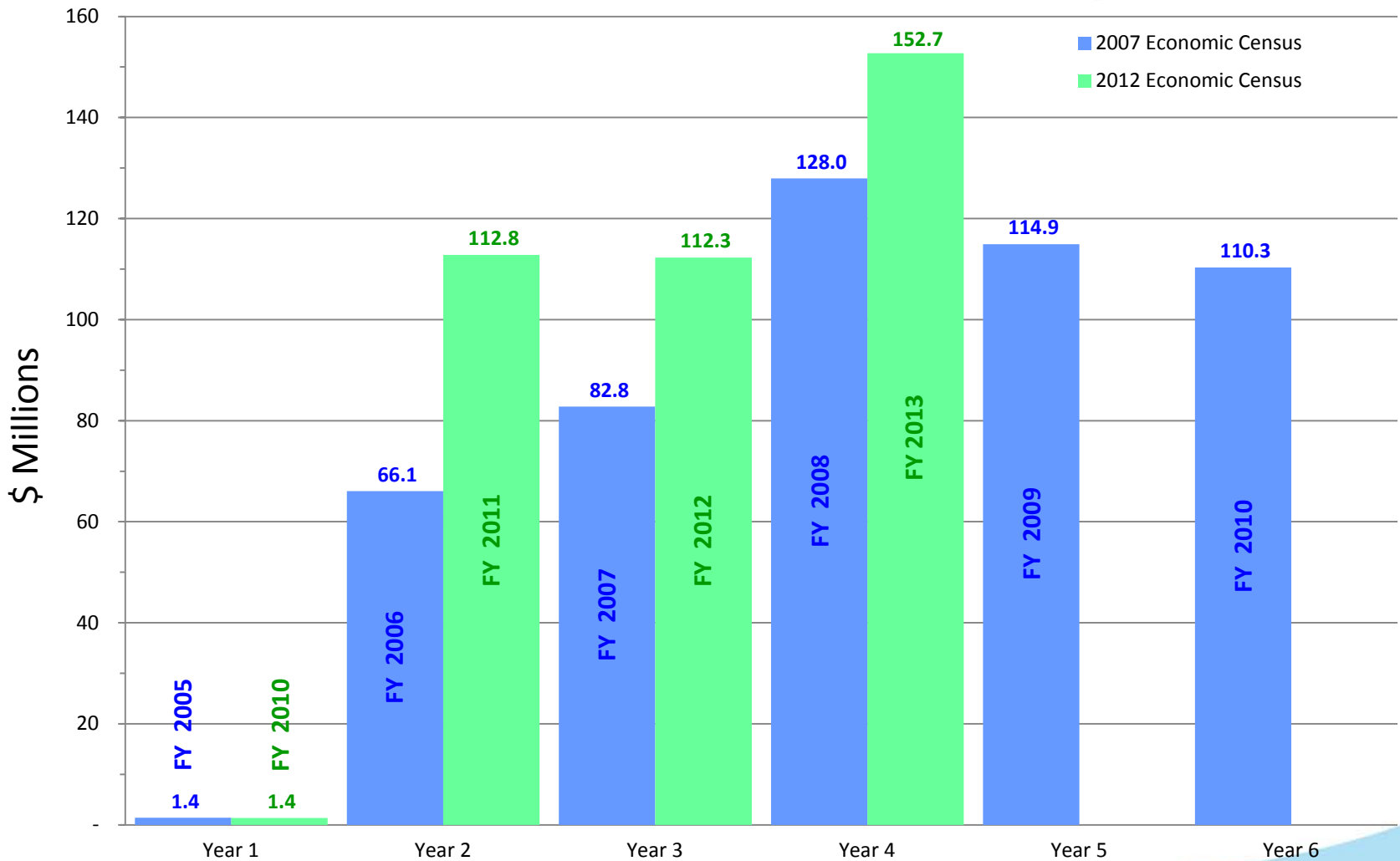
# Economic Census Budget

Reference Year	Six-Year Cycle Costs (\$1,000)	Percent Change
1982	\$83,124	—
1987	97,902	+18%
1992	155,939	+59%
1997 *	215,968	+38%
2002	321,636	+49%
2007	503,445	+57%
2012	n/a	+30%‡

\* Census of Agriculture moved to the National Agricultural Statistics Service

‡ Estimated

# 2007 & 2012 Economic Census Cycle Costs





# ***Objectives for 2012:***

## **Ensure useful and relevant of programs**

- Use of newly-developed parts of the North American Product Classification System (NAPCS) for manufacturing, wholesale, and retail sectors. (All service sector industries collected on NAPCS in 2007)
- 2012 revisions to the North American Industry Classification System (NAICS), including:
  - Less industries for manufacturing.
  - Clarified classification of factoryless goods producers.
- Added product detail to manufacturing to account for Current Industrial Report industries and the green economy
- Added enterprise inquiries for innovation and manufacturing services; new enterprise classification system; new enterprise statistics

# *Objectives for 2012:*

## Reduce Respondent Burden

### Offer Direct Internet Reporting for Singleunits: Target = 20%

Final 2007 Economic Census Response		
	Check-in Rate	Electronic/Total
Overall (hit target)	86%	29%
Multiunit establishments	91%	54%
From ~1,300 largest companies*	96%	89%
Single-unit establishments	81%	3%

Hit a key performance target for the 2007 Economic Census.

\* I.e., response for establishments of about 1,300 large multi-establishment companies covered by the Account Managers Program.

# Reduce Respondent Burden Modernize Business Help Site

The screenshot shows a Windows Internet Explorer browser window displaying the U.S. Census Bureau Business Help Site for the Report of Organization (COS) survey. The browser's address bar shows the URL <http://bhs.econ.census.gov/bhs/cos/index.html>. The website header features the U.S. Census Bureau logo and navigation links for People, Business, Geography, Newsroom, Subjects A to Z, and Search@Census. The main heading is "Business Help Site". Below this, a navigation bar includes "COS Main", "About the Survey", "Electronic Reporting", "Online Services", "Forms & Instructions", "FAQs", and "Contact Staff".

The main content area is titled "REPORT OF ORGANIZATION (COS)". It includes a "Due Date: 30 days after receipt" notice and a "BHS Main / Surveys" link. A "SERVICES" section lists various options like "Secure Messaging Center", "Online Services", "Filing Status", "Remail Forms", "Print Forms", "Time Extensions", "Description Key / Passphrase (CD-ROM Only)", and "Company Calendar". An "ADDITIONAL LINKS" section includes "Glossary", "Form Archive", and "Surveys Schedule".

The central text area contains a welcome message and a list of bullet points: "Welcome to the Report of Organization home page. This site is designed to help businesses complete the Report of Organization Survey. It describes highlights, clarifies coverage and content, facilitates computer uses, and identifies other sources of assistance. Please [contact staff](#) if you have any questions." The bullet points are: "BHS Main / Surveys will take you to the BHS Main page or to select another survey", "About the Survey tab provides detailed information about the survey", "The Electronic Reporting tab will direct you to report your company's data electronically", "The Online Services tab will allow you to request or print a copy of paper report form(s), request a time extension, and obtain a filing status for your company", "The Forms & Instructions tab allows you to view or print a sample copy of report form(s) or instructions", and "The FAQs tab provides the answers to commonly asked questions".

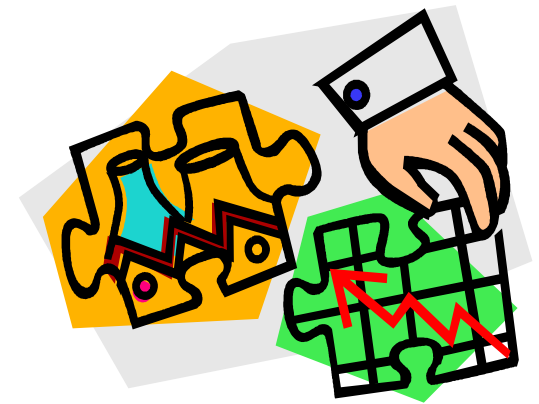
On the right side, there is a search box with "Search" and "Advanced Search" buttons. Below this are sections for "ANNOUNCEMENTS" (a yellow box with the text "Welcome to the new Business Help Site."), "DATA PRODUCTS" (with a link to "Using Economic Data"), and "RELATED SITES" (listing "North American Industry Classification System (NAICS)", "Census Bureau Economic Programs", and "2007 Economic Census Business Help Site").

The browser's taskbar at the bottom shows an "Error on page." notification, a "Start" button, and several open applications including "Novell-delivered Applicati...", "Print Screen Deluxe - Un...", and "Report of Organizatio...". The system clock shows "10:22 AM".

# Reduce Respondent Burden

## Expand Account Manager Program

- Account Managers assist Large (L) companies with reporting.
- Expand from 1300 to 2000 companies (approx 400,000 to 775,000 establishments )
- 61 % of multiunit payroll, 40 percent of multiunit establishments



# Reduce Respondent Burden

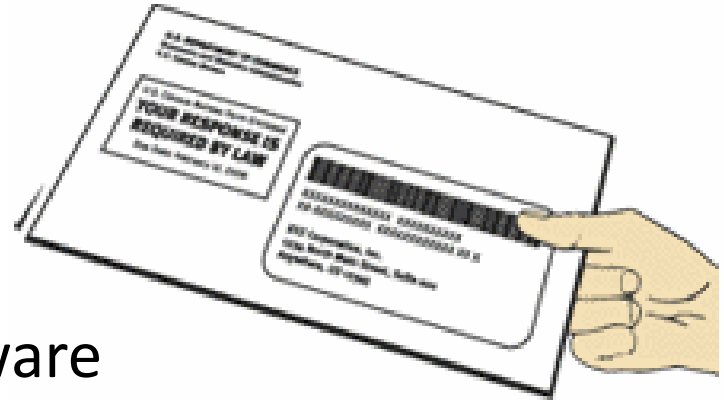
# Expand Outreach to Businesses

- Expand Advance Mailing to 80,000
  - Contacted 15,000 in 2007
  - Resulted in higher response
- Aggressively Market Electronic Tools
- Focus on 20 Segments for Response: Minority businesses, Industries, Selected Metro's



# Response Promotion Strategies

- Message on envelope (Mandatory)
  - Toll-free number
  - Business Help Site
  - Improved electronic reporting software
  - Multiple reminders (reminders)
  - Letters from top legal official
- 
- Advance information and account managers
  - Trade association and other intermediary outreach
  - **Awareness campaign:**
    - **What's in it for ME (my business)?**



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# Economic Census

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New for 2012  
[Preview Forms](#)  
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### What Businesses Need to Know

[GET INFO >](#)

### Let's Get the Word Out

[PROMOTIONAL TOOLS >](#)

### The Census Bureau Measures America

[LEARN MORE >](#)

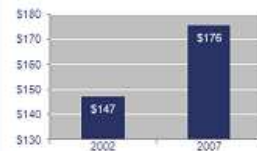
[GET EMAIL UPDATES](#)

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



[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 >](#)



2012 Economic Census

## Economic Census: Industry Snapshot

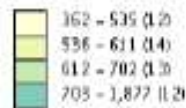
### Full-Service Restaurants (NAICS 7221)

#### 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.



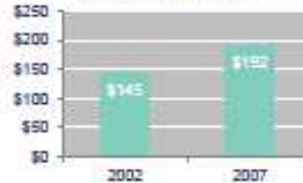
Sales Per Capita (\$)



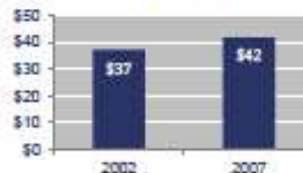
#### KEY INDUSTRY STATISTICS

	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	15.5%
Employees per establishment	20	21	4.8%
Sales per capita (\$)	503	638	26.8%
Population per establishment	1,470	1,369	-6.8%

SALES (\$ BILLIONS)



SALES PER EMPLOYEE (\$1,000s)



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

For more statistics on this industry, visit [business.census.gov](http://business.census.gov)

Source: Economic Census; Economy-Wide Key Statistics File

United States  
**Census**  
Bureau  
Economic Statistics

# Industry Snapshots



## 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 (26,376 establishments).



NUMBER OF PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES BUSINESSES IN WASHINGTON, DC METRO COUNTIES: 2007

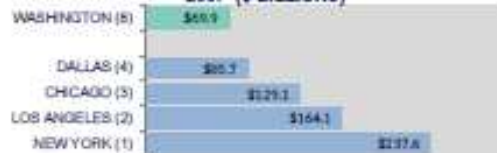
Establishments  
28 - 1772  
4595 - 7475

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



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

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



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 Statistics)			Payroll per Employee (\$)		
		2007	2002	Change	2007	2002	Change
54	Professional, scientific, and technical services	498,835	383,316	85,519	\$42,371	\$66,238	\$16,138
44-45	Retail trade	271,527	255,940	15,178	\$26,055	\$22,836	\$3,219
62	Health care and social assistance	250,815	237,336	22,479	\$44,898	\$37,987	\$7,331
56	Administrative and support and waste management and remediation services	237,517	203,356	34,161	\$36,015	\$27,790	\$8,215
72	Accommodation and food services	210,832	180,351	30,481	\$18,284	\$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](http://business.census.gov)

Source: Economic Census; Economy-Wide Key Statistics File

United States  
**Census**  
Bureau  
Economic Statistics

# Local Business Snapshots

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### In this section:

- Comparing My Business
- Comparing My Community
- Identifying New Markets
- Creating Business Plans

## 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"/>
<input type="button" value="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

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## Business Associations & Chambers of Commerce

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Starting in the Fall 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 an 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.

### You Can Help Promote the 2012 Economic Census!

**Talk about it.** In your meetings, let your members know the census is coming. Use our [fact sheet](#) [pdf] to tell them how the Economic Census benefits your industry or community.

**Publish an article.** Adapt [drop-in text](#), or use these [story ideas](#) to develop your own article. We will update the content available here through 2012. See our timeline to the right.

**E-mail your members,** starting this summer. Let them know what to expect in the 2012 Economic Census.

**Prepare your staff.** Your staff can better assist your members or clients if they have our [fact sheet](#) [pdf] about the Economic Census.

**Link to our website.** Direct your members to information and uses of Census Bureau Economic Statistics at [business.census.gov](#).

**Make a statement.** Ask your president to make a public statement endorsing the Economic Census because of its benefits to your industry or community. Issue a press release or write a letter to the editor of your local newspaper. Please [e-mail us a copy](#).

**Stay in touch.** Follow us on [Twitter](#) and [Facebook](#), and sign up to receive [e-mails](#) with periodic updates and messages to pass along to your readers, and with tips on using economic census data.

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

Any time	Economic Census collects data that benefits your business
Fall 2012	Economic Census forms coming to some businesses in October, others in 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  
MAKES A  
DIFFERENCE

# *Objectives for 2012:*

## **Improve Key Systems**

- Complete migration to Blade/Linux information technology platforms and an updated software architecture.
- Intelligent Computer-Assisted Data Entry (iCADE), which will use optical character recognition for selected numeric data.
- Next-generation on-demand laser printing for report forms
- Introduce better analytic tools; develop for 2017 architecture framework

# 2012 Economic Census Milestones

- 03/12 Advance mailing to 80,000 largest companies
- 09/12-12/12 Preparation and assembly of **4.6 million mailing packages**
- 10/12-03/13 Run first wave of Economic Census promotional materials
- 10/12 Mail 775,000 forms to 2,000 largest companies
- 10/12 Business Help Site, Toll-free assistance, Electronic Reporting
- 12/12 Mail Economic Census SU and remaining MU report forms
- **02/12/13 Economic Census due date**
- 09/13 National Processing Center units complete collection/ processing
- 10/13 Complete initial tabulations and begin HQ review.
- **12/13 First Economic Census data product (Advance report)**
- 4Q/14 Industry series completed
- 2Q/16 Final product released

# 2012 Economic Census Release Schedule -- Proposed

- Advance Report: 12/2013
  - 3 months ahead of 2007 Economic Census timing
  - 1 year after end of reference period
- Industry Series Reports: 2/2014 – 11/2014
- Geographic Area Series Reports: 11/2014 – 8/2015
- MCD Subject/Summary Reports: 2/2015 – 10/2016
- SSSD Lines & Size Reports: 10/2015 – 12/2015
- Comparative, Bridge, and Franchise Reports: 3/2016 – 6/2016
- ZIP Codes Reports: 6/2016

# “New” American FactFinder (AFF2)

The  
replacement  
source for  
these same  
economic data  
as well as data  
from the  
Decennial  
Census and  
other  
demographic  
programs

The screenshot displays the American FactFinder (AFF2) website. At the top, the U.S. Census Bureau logo is visible, along with the 'AMERICAN FactFinder' title and a navigation menu including 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. There are also links for 'Feedback', 'FAQs', 'Glossary', and 'Help', and language options for 'English' and 'Español'. The main content area is divided into several sections: 'Your Selections' (currently empty), 'Topics' (with a search icon), 'Geographies' (states, counties, places, etc.), 'Population Groups' (race, ancestry, etc.), and 'Industry Codes' (NAICS, etc.). A 'Legacy American FactFinder' section lists available data from the 2007 Economic Census, 2009 American Community Survey, and 2009 Population Estimates. A 'Load Query' section allows users to restore saved queries. The central 'Quick Start' section features a search form with fields for 'topic or table name' and 'geography (optional)', a 'GO' button, and radio buttons for 'topics', 'population groups', and 'industries'. Below this is a 'News and Notes' section with a 'GET EMAIL UPDATES' button and a news item dated August 31, 2011, regarding the 2010 Census population counts for the U.S. Virgin Islands. On the right side, there are three additional widgets: 'U.S. Population Clock' showing the time (16:13 UTC) and date (Sep 06, 2011) along with the population count '312,153,346'; 'Reference Maps' with a dropdown for 'United States' and a 'GO' button; and 'Address Search' with a street sign icon and instructions to find data by entering a street address. A 'Did you know?' section is partially visible at the bottom right.

# Questions?

