The 2017 Economic Census – An Update

2017 KY SDC Webinars
August 3, 2017

Presented by:
Charles F. Brady
U.S. Census Bureau
• Monthly and Quarterly Data
  – Leading Economic Indicators, like the **M3** and Monthly Retail Trade

• Annual Data
  – Annual Survey of Manufactures
  – County Business Patterns and Nonemployer Statistics

• 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”
• Reflects business activity conducted during the calendar year
• 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)
• Very accurate
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
• Product Lines
• Additional cross-tabs, including:
  • Business employment and sales size
  • Taxable and tax exempt business
What’s New for 2017?

• Online-only response (no paper form)
• New Reporting Tool
• Respondent Portal – Users create individual accounts
• Later mailing & due dates

Still doing
• Targeted support for hard to reach industries & areas
• Account Manager program
• Response promotion
Response Promotion Strategy

DIRECT COMMUNICATIONS FROM CENSUS – ECON
- Account Manager Program
- Census Bureau Official Correspondence – Economic Census and Current Surveys

INDIRECT COMMUNICATIONS – VIA INTERMEDIARIES
- Conferences, Events, Direct
- Member Briefings
- Data User Outreach
- Public Relations

DIRECT COMMUNICATIONS FROM CENSUS – COMM
- Public Relations, Public Affairs and Events
- Government Relations and Congressional Affairs
- Census Bureau Social Media
- Census Bureau Awareness Campaigns

TARGET UNIVERSE
- Essentials
- Annuals
- One and Done
- All U.S. Businesses
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
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses
Using Census Bureau Statistics

• When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online

• 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.
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 will be conducted in 2018. Companies report their 2017 year-end numbers.
- 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 for the Economic Census is required online. This reduces the time needed for response, 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.
Content Changes

• **NAICS updates** – See the NAICS web site (http://www.census.gov/eos/www/naics/), including the Federal Register Notices (http://www.census.gov/eos/www/naics/federal_register_notices/fedregister.html)

• Increased implementation of North American Product Classification System (**NAPCS**)

• Geography – **Place** and **Metro Area** changes

• **New dissemination system**
2017 NAICS – Selected Changes

• Split Crude Petroleum Extraction and Natural Gas Extraction

• Combine Household Cooking, Refrigerator/Freezer, Laundry, and Other Major Appliances

• Combine Department Stores and part of Discount Department Stores

• Combine Warehouse Clubs and Supercenters with other part of Discount Department Stores

• Combine Electronic Shopping, Electronic Auctions, and Mail-Order Houses

• Breakout Nanotechnology R&D
What You Can Do

RIGHT NOW... Set the Stage
– Use the data from the EC and our other monthly, quarterly, and annual econ programs
– Spread the word about it’s value!
– Stay connected

LATER
– Disseminate promotional and informational items that we will provide for KY and your industries
Summary

• The U.S. Census Bureau 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
Questions
Thank You!

Contact me at:

charles.f.brady@census.gov
(301)763-6707