

Economic Census Response Promotion New Jersey SDC Network Meeting

June 20, 2018



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 the United States
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **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.

**Decennial Population
and Housing Census
Every 10 years**

**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic
surveys every year**

Census Bureau Economic Programs





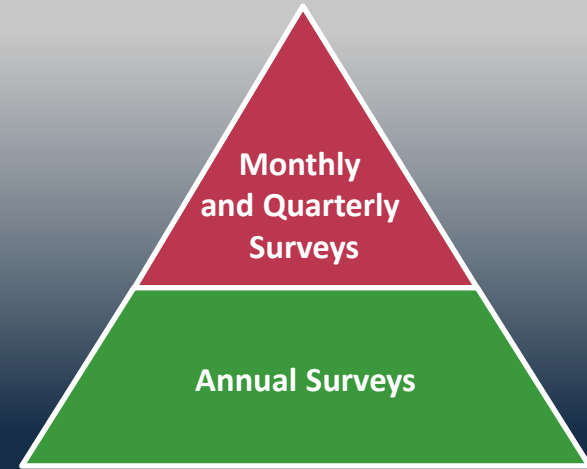
Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:



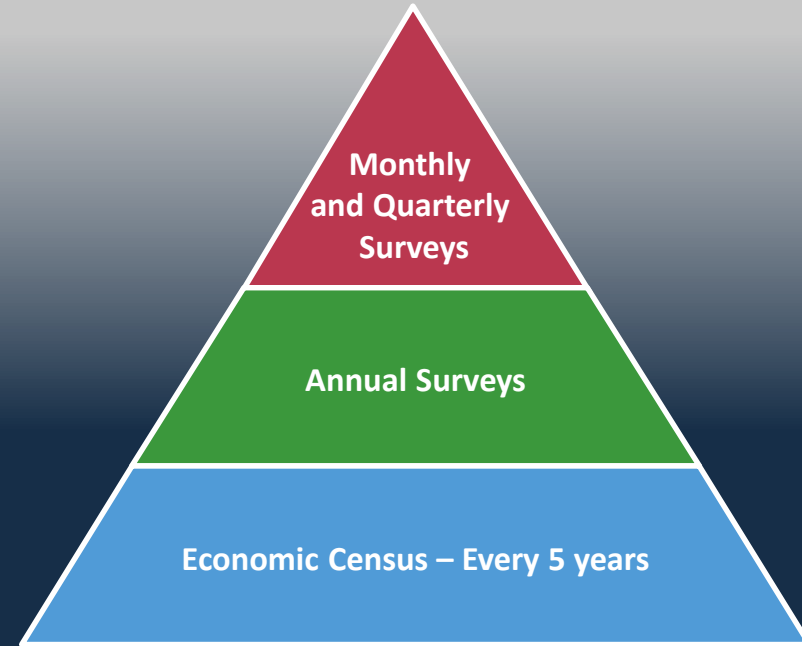
Census Economic Surveys

- 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



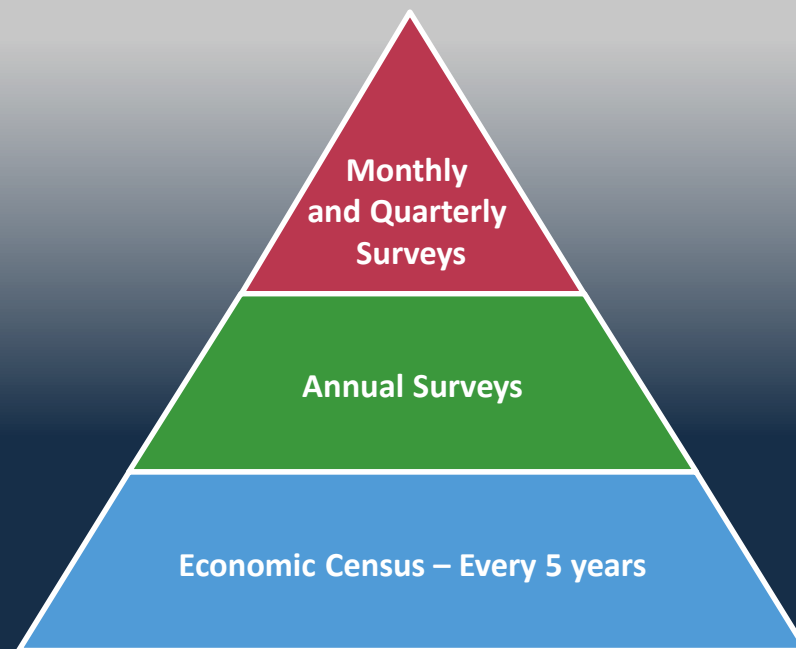
Census Economic Surveys

- 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



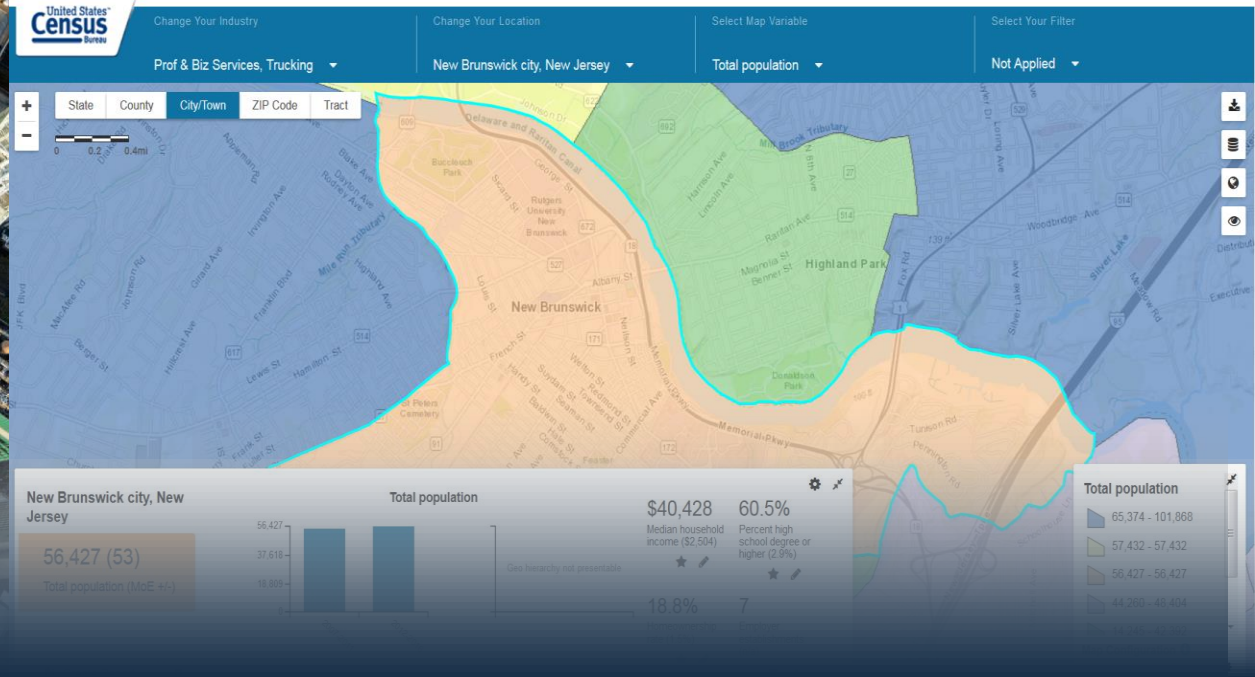
Census Economic Surveys

- 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



Census Economic 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



Census Bureau Economic Statistics – New Brunswick, New Jersey

- Monthly and Quarterly data:
 - \$ 224.3 Bil in quarterly revenue, US Total – Transportation & Warehousing (2017 Q4 Quarterly Services Survey)
- Annual data:
 - 1,123 establishments of Transportation & Warehousing in Middlesex County, NJ (2016 County Business Patterns)
- Economic Census 5-year data:
 - \$ 26.5 Bil in annual revenue and 7,004 establishments in Transportation & Warehousing – New Jersey (2012)

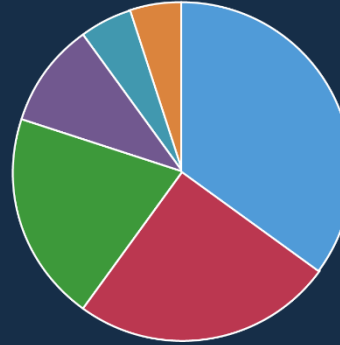
Using Census Bureau Statistics



Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



■ Full-service restaurants

Using Census Bureau Statistics

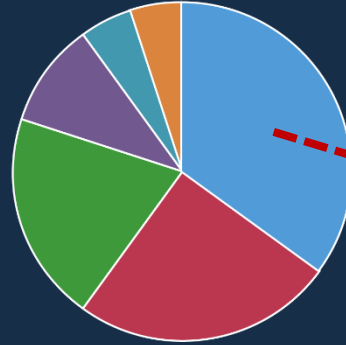
- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online



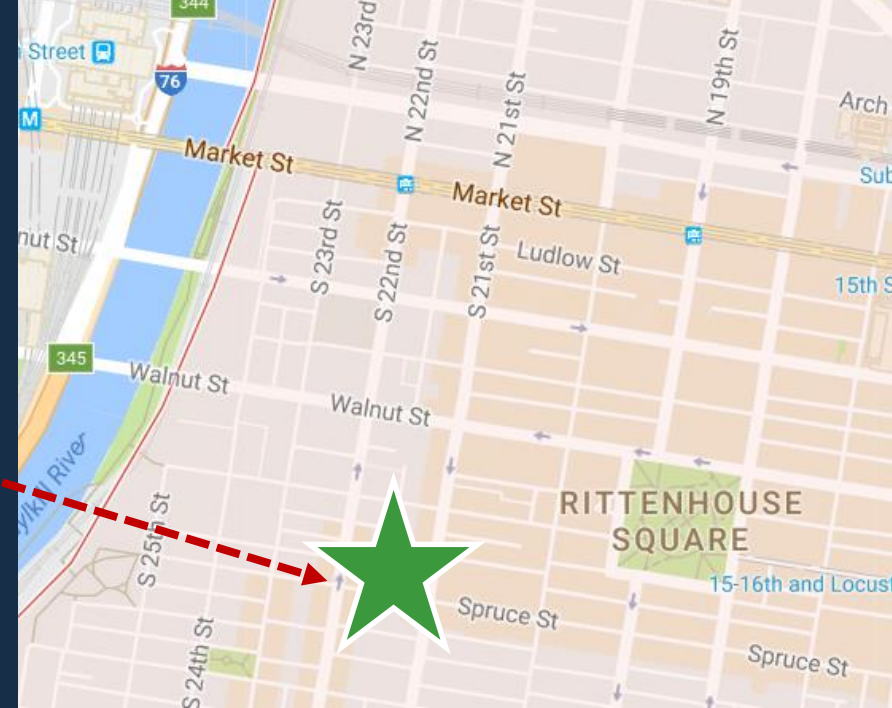
Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



■ Full-service restaurants



Using Census Bureau Statistics

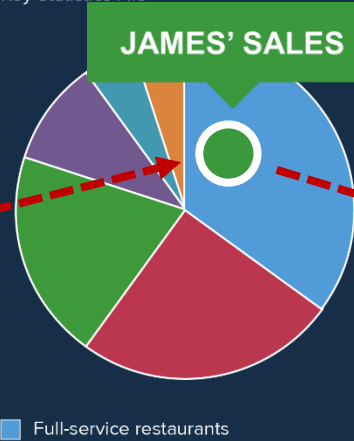
- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online
- With industry trends and zip code level data, he identified a downtown spot with high potential for growth



Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



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.

2018 Communications Campaign www.census.gov/EconomicCensus



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 2017 Economic Census began in May 2018. Companies reported their 2017 year-end numbers. Due Date was 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 launched in May 2018
 - Official letters mailed with web address and unique company code to access online survey
 - Deadline for response was June 12, 2018
- Respondents were 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 is available online and via telephone
- Information and resources are available at www.census.gov/EconomicCensus



2018 Communications Campaign

www.census.gov/EconomicCensus

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.

Learn more at census.gov/EconomicCensus.

*SOURCE: U.S. COMMERCE DEPARTMENT, 2018 ECONOMIC CENSUS OF THE UNITED STATES

United States
Census
Bureau

THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

United States
Census
Bureau

LEARN
MORE



WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS?



DATA FROM THE NATION'S BUSINESSES

+

STATS ON EVERY INDUSTRY AND GEOGRAPHY

=

ONE VALUABLE RESOURCE FOR YOUR BUSINESS

THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

United States
Census
Bureau

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.

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



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

