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.
Census Bureau
Economic Programs
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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 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
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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
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