



2022 Economic Census Update

New Jersey State Data Center Annual Network
Meeting
October 5, 2023

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Supervisory Statistician, Respondent Outreach & Promotion Branch



Agenda

- Introduction – Census Bureau Surveys
- What is the Economic Census?
- 2022 Economic Census Data
- Data Stories Campaign
- Annual Integrated Economic Survey
- Q&A



A woman with dark hair and bangs, wearing a light blue button-down shirt and a green apron, stands with her arms crossed in a grocery store aisle. She is smiling warmly at the camera. The background shows shelves stocked with various food items, slightly out of focus.

Census Bureau Surveys

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Bureau

The 2022
Economic
Census



The Census Bureau measures more than people

- Most people know that the U.S. Census Bureau measures the population every 10 years.
- But most people don't know that **we also measure the economy.**
 - In fact, the Census Bureau conducts more than 30 economic surveys each year.
- This includes the **Economic Census** which measures U.S. businesses every 5 years.

United States
Census
2020

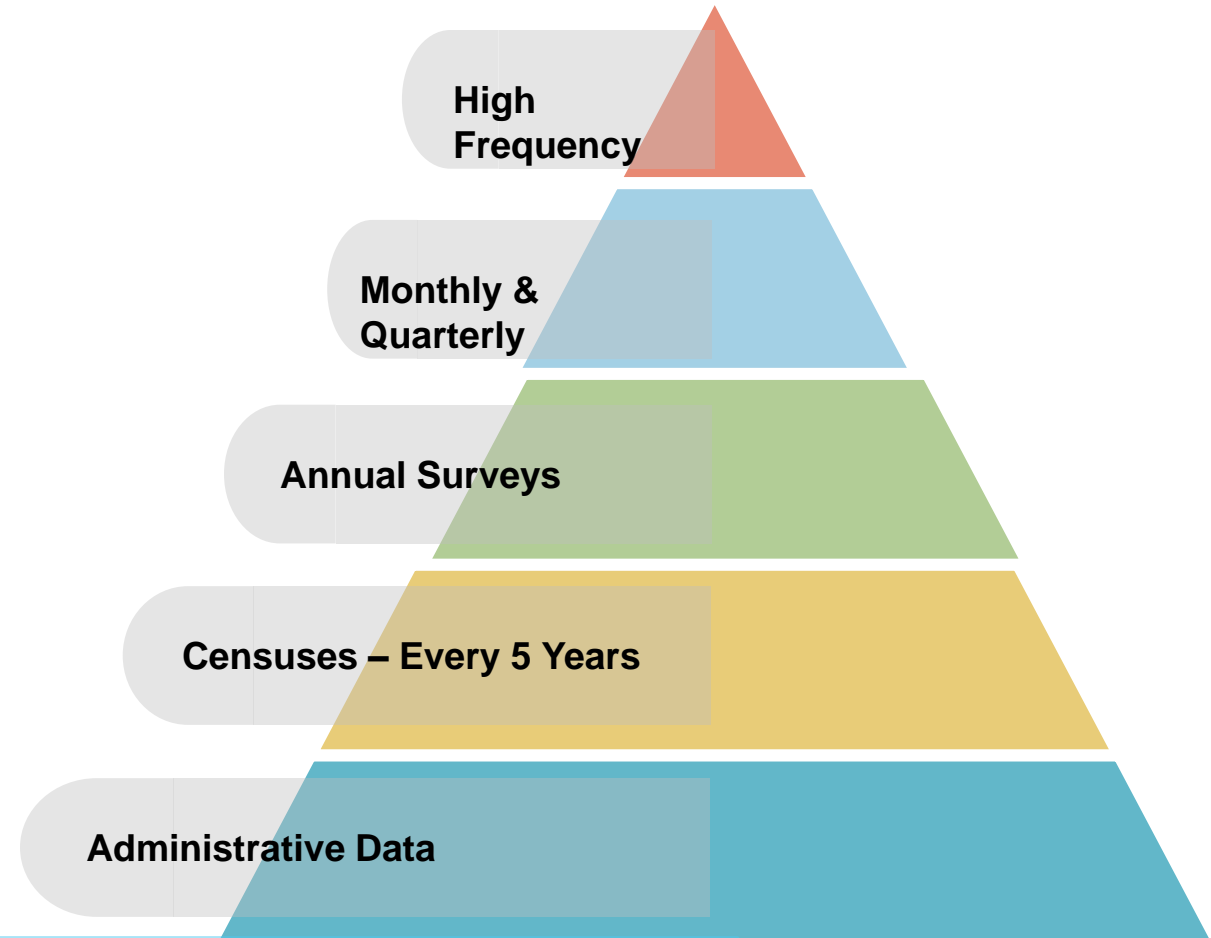
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The 2022
Economic
Census

Census Economic Programs

Census Bureau economic programs are a key source for official statistics:

- **NEW** High Frequency data
- Monthly and quarterly small sample surveys 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 Censuses measure businesses and governments and provide the most **COMPREHENSIVE** data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products



A man with a beard and a woman are in a workshop, looking at a tablet together. The man is wearing a white shirt and a dark apron, and the woman is wearing a blue denim shirt and a dark apron. In the background, there is a wooden ladder, a mannequin, and some plants.

What is the Economic Census?

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The 2022
Economic
Census

Note: Most companies do not receive the Economic Census

- Only businesses with employees, and
- Only a sample of smaller businesses are required to respond.

There are more than
~ 30 million businesses
in the United States

~ 8 million are
employer business
establishments

~ 4 million
receive the
Economic
Census

The Economic Census

- The official measure of U.S. business and the economy
- The **2022 Economic Census** collection is concluding
 - Companies report their 2022 year-end numbers
 - Data release is planned for early 2024 through 2026
- Response is mandatory under Title 13, U.S. Code
 - The Census Bureau is also required by law to keep information private and secure
 - Information is used for statistical purposes only
- Results will be free and available online



Information Required

- The Economic Census asks for the following information for each business location:
 - Employer Identification Number
 - Physical location
 - Primary business activity
 - Sales, receipts, or revenue
 - Employment and payroll
 - Industry-specific questions



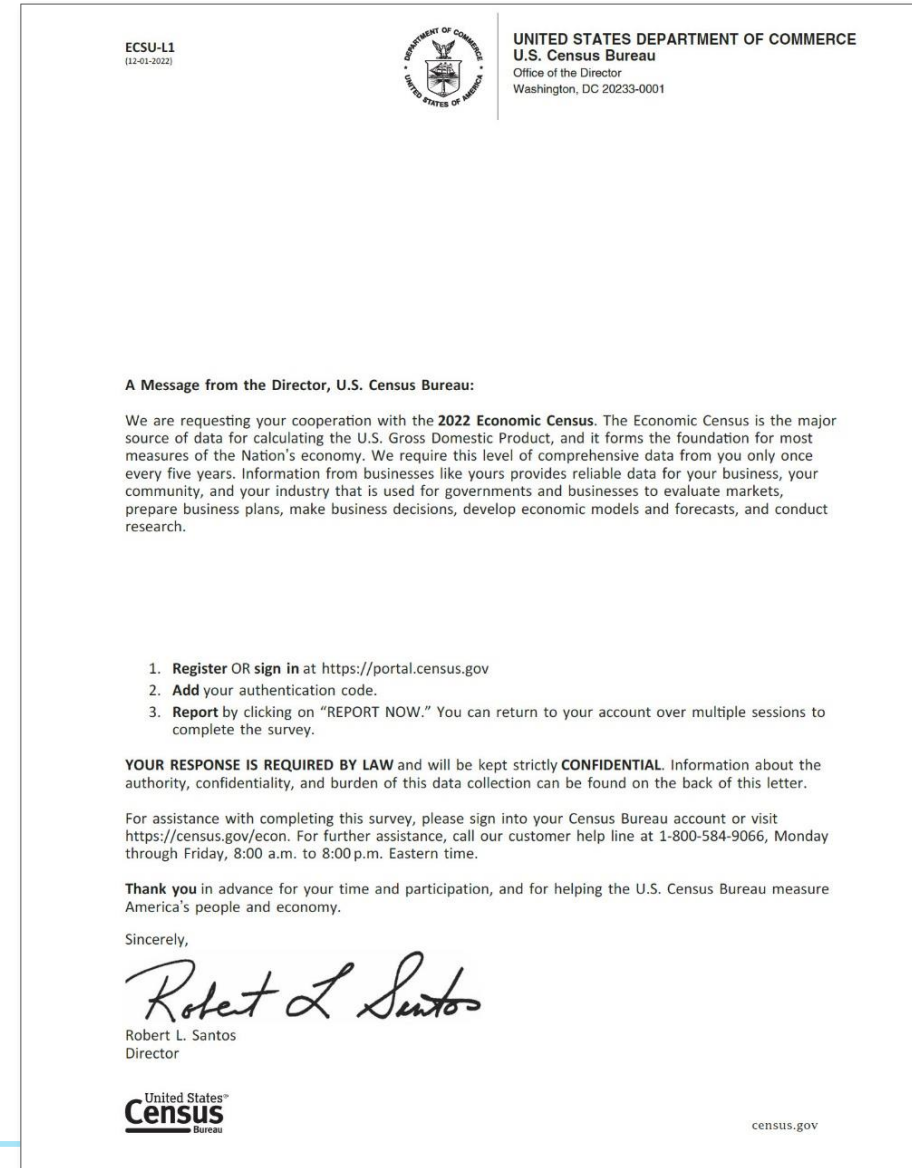
2022 Economic Census - Status

- Official letters were mailed out in January/February

Respondents were instructed to set up an online account on secure website to complete survey.

Response URL is portal.census.gov

- Due Date was March 15
- Companies requested and received time extensions
- Follow-ups have taken place over the summer
- Response rates are tracking around the same as the 2017 Economic Census
- We are still collecting response...



How you can help response

- Use key messaging where applicable in support of local businesses
 - Not every business received an Economic Census
 - Response is required by law
 - **Estimates are acceptable**
 - Direct to census.gov/econ
- Utilize census data and demonstrate how to do so
 - Census Business Builder
 - [Data.Census.Gov](https://data.census.gov)



A man with short brown hair and a light beard, wearing a blue denim shirt over a white t-shirt, is leaning forward. He is looking at a laptop screen on the left and holding a document with both hands. The background is a bar with shelves of glasses and bottles.

2022 Economic Census Data

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The 2022
Economic
Census

Economic Census Data

- The Economic Census provides the most comprehensive data available. It is the only official source of statistics down to the local level.
- Responses from each company are aggregated to create official statistics for U.S. industries and geographies.
 - Information from individual businesses can never be shared – Census is required by law to protect confidentiality.
- The Economic Census also sets the statistical benchmark for all other economic surveys – making analysis for annual, quarterly and monthly surveys possible.
- Results from all Census economic surveys are free and available online for companies to use for business planning.



Accelerated Data Release Plan

Series	Description	Planned Release
First Look Report	General statistics data at the 2 – 3 digit NAICS level	March 2024
Island Area Series	<ul style="list-style-type: none"> Guam, American Samoa, Northern Mariana Islands U.S. Virgin Islands Puerto Rico 	<ul style="list-style-type: none"> June 2024 July 2024 June 2025
Geographic Area Series	General statistics data at the U.S., State, Metro Area, County, and Place level; Complete state released	March 2025
Bridge/Comparative	Industries whose NAICS changed between 2022 and 2017/All 2-6 2022 NAICS for 2022 and 2017	June 2025
North American Product Classification System (NAPCS) Tables	Product details for industries	September 2025
Misc. Subjects	Trade specific, on a flow basis	Last release by March 2026

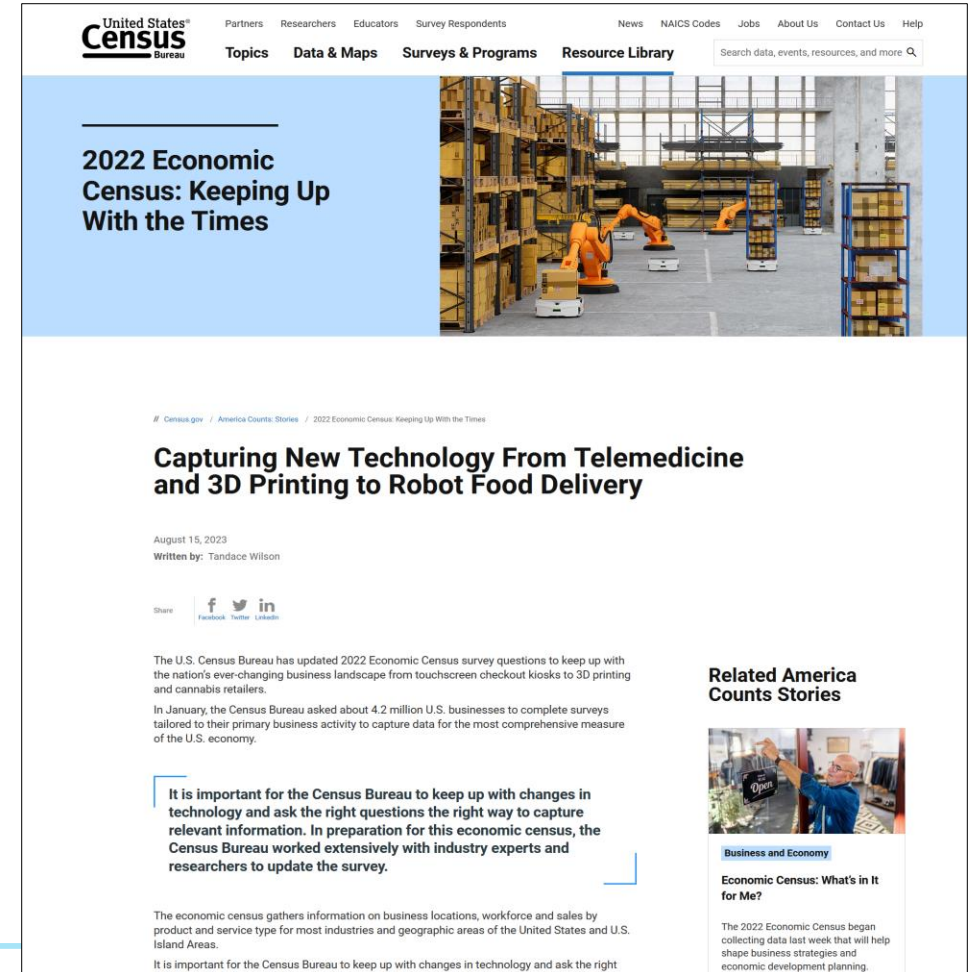
New Content - Measure the changing economy

Topics

- Business Technologies
 - Touchscreens and Kiosks
 - Additive manufacturing (3D Printing)
 - Radio-Frequency Identification (RFID)
 - Industrial and service robots
- Remanufacturing
- Telemedicine

NAPCS

- Cannabis (also KOB)
- Cryptocurrency
- Electric Vehicles



The screenshot shows the United States Census Bureau website. The header includes the logo and navigation links: Partners, Researchers, Educators, Survey Respondents, News, NAICS Codes, Jobs, About Us, Contact Us, and Help. Below the header is a search bar and a menu with Topics, Data & Maps, Surveys & Programs, and Resource Library. The main content area features a large blue banner with the text "2022 Economic Census: Keeping Up With the Times" and a photo of a warehouse with yellow robotic arms. Below the banner is a section titled "Capturing New Technology From Telemedicine and 3D Printing to Robot Food Delivery" with a date of August 15, 2023, and a byline of Tondace Wilson. The article text discusses the Census Bureau's updated 2022 Economic Census survey questions and the importance of capturing relevant information. A sidebar on the right titled "Related America Counts Stories" includes a link to "Economic Census: What's in It for Me?" and a photo of a person holding a sign.

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Topics Data & Maps Surveys & Programs Resource Library

Search data, events, resources, and more Q

2022 Economic Census: Keeping Up With the Times

Census.gov / America Counts: Stories / 2022 Economic Census: Keeping Up With the Times

Capturing New Technology From Telemedicine and 3D Printing to Robot Food Delivery

August 15, 2023
Written by: Tondace Wilson

Share Facebook Twitter LinkedIn

The U.S. Census Bureau has updated 2022 Economic Census survey questions to keep up with the nation's ever-changing business landscape from touchscreen checkout kiosks to 3D printing and cannabis retailers.

In January, the Census Bureau asked about 4.2 million U.S. businesses to complete surveys tailored to their primary business activity to capture data for the most comprehensive measure of the U.S. economy.

It is important for the Census Bureau to keep up with changes in technology and ask the right questions the right way to capture relevant information. In preparation for this economic census, the Census Bureau worked extensively with industry experts and researchers to update the survey.

The economic census gathers information on business locations, workforce and sales by product and service type for most industries and geographic areas of the United States and U.S. Island Areas.

It is important for the Census Bureau to keep up with changes in technology and ask the right

Related America Counts Stories

Business and Economy

Economic Census: What's in It for Me?

The 2022 Economic Census began collecting data last week that will help shape business strategies and economic development planning.

New Content - Industry Expansion

New Industry Subsectors

- 1151 – Support Activities for Crop Production
- 1152 – Support Activities for Animal Production

2022 Focus for NAICS 115

- Frame coverage
- Basic data items
 - Primary business activity
 - Receipts
 - Employment, payroll



A woman with dark hair pulled back, wearing a dark green ribbed sweater, stands with her arms crossed in a clothing store. She is smiling at the camera. The background shows racks of clothes, a table with folded items, and indoor plants. The text "Data Stories" Campaign is overlaid in white.

“Data Stories” Campaign

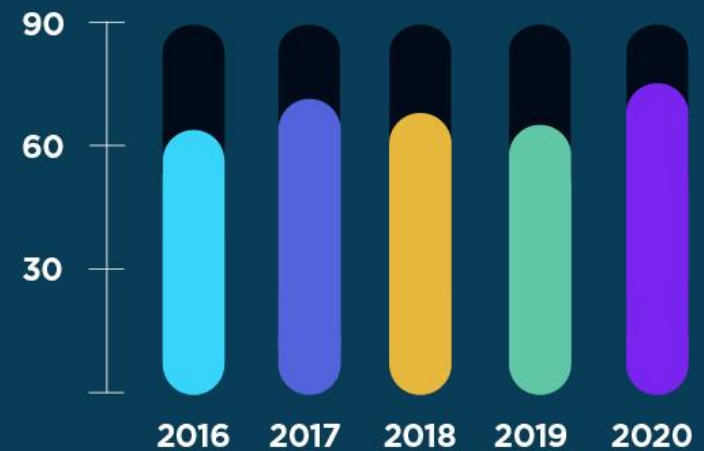
Your Response Makes a Difference

MEET SARA

Sara used Census Bureau data to help plan shift coverage for her factory — statistics made possible by your response to the Economic Census.



Local Business Profile
Hardware Manufacturing
Los Angeles County, CA
Average employment per employer



25 Total # employer establishments (2020)

\$53K Average payroll per employee (2020)

Source: Census Business Builder Local Business Profile,
<https://cbb.census.gov/sbe/>



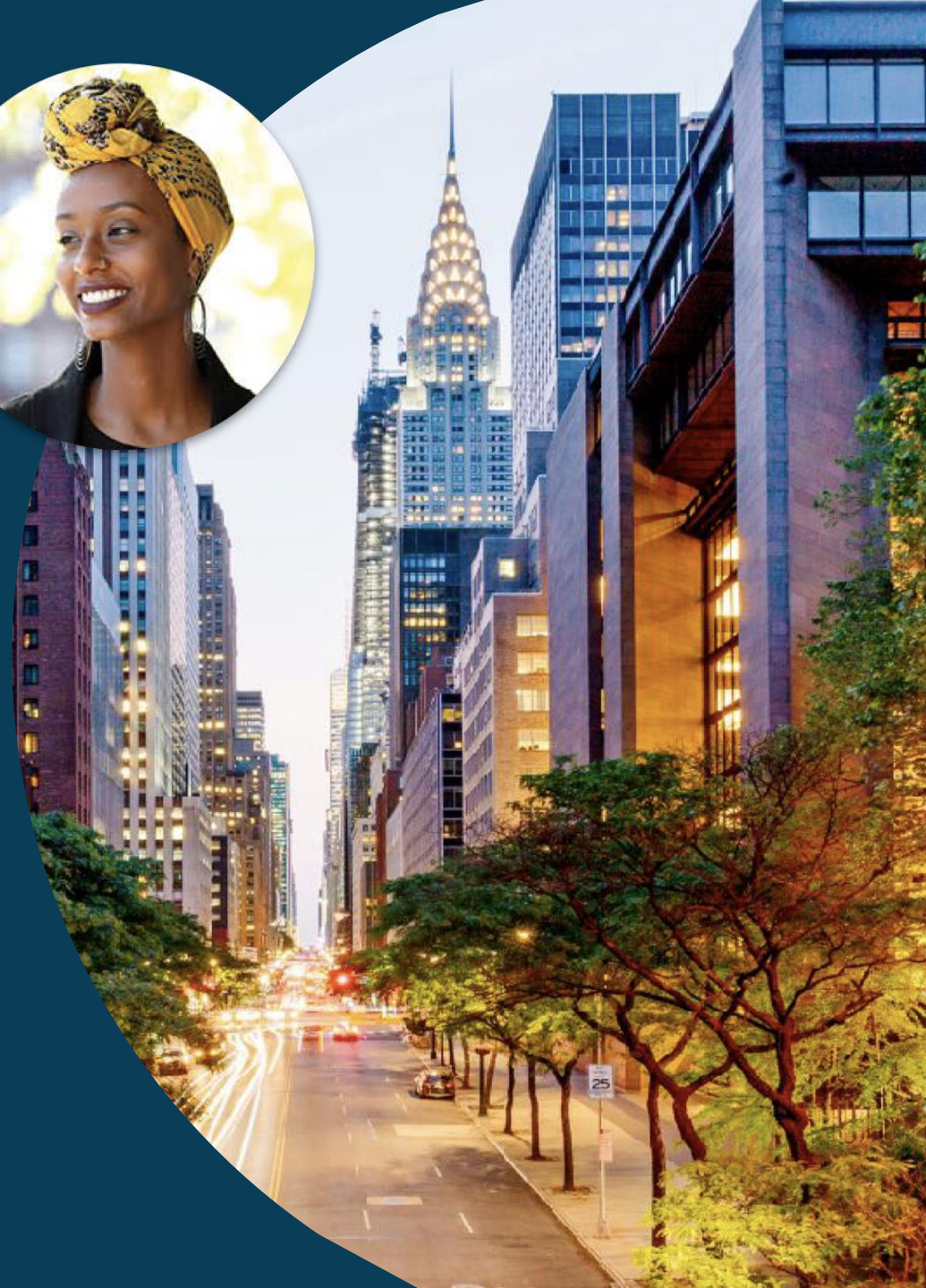
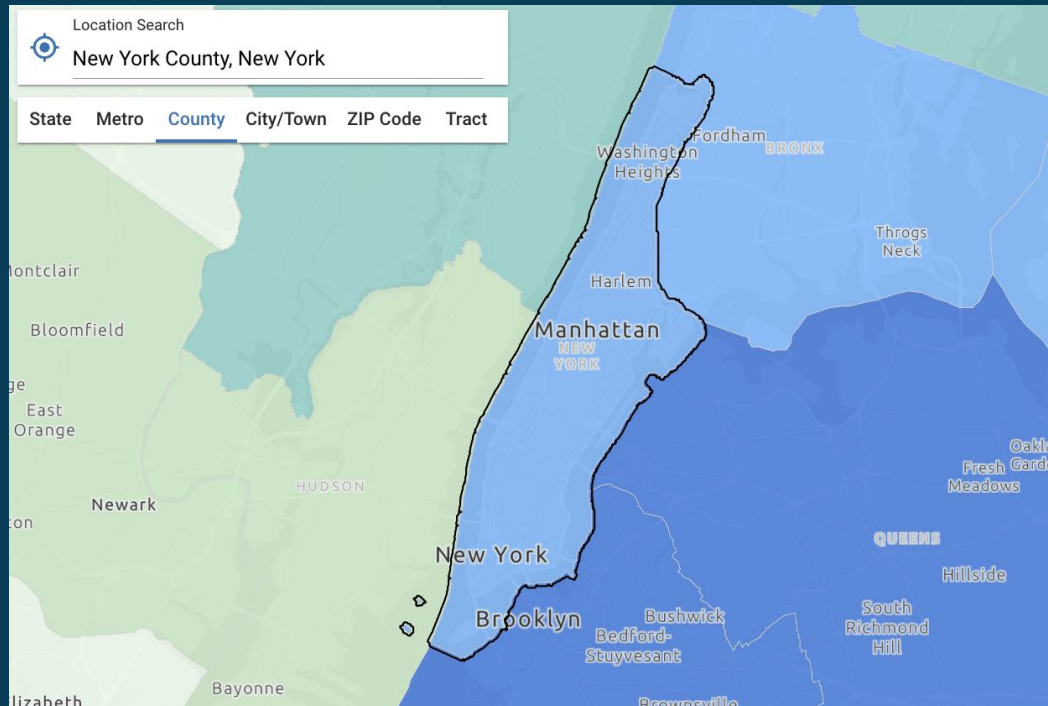
Census Business Builder

cbb.census.gov

Your Response Makes a Difference

MEET PAULA

Paula's team used Census data to set their economic development plan for Manhattan – statistics made possible by your response to the Economic Census.





QuickFacts
census.gov/quickfacts

U.S. Census Bureau QuickFacts

census.gov/quickfacts

An official website of the United States government

United States Census Bureau

QuickFacts

New York County, New York; United States

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

Enter state, county, city, town, or zip code

-- Select a fact --

CLEAR

TABLE

MAP

CHART

DASHBOARD

MORE

What's New & FAQs

SELECT TOPIC

BUSINESSES

Table

Businesses

New York County, New York

United States

Population Estimates, July 1 2021, (V2021)

1,576,876

331,893,745

BUSINESSES

Businesses

Total employer establishments, 2020

99,048

8,000,178

Total employment, 2020

2,355,277

134,163,349

Total annual payroll, 2020 (\$1,000)

275,961,220

7,564,809,878

Total employment, percent change, 2019-2020

1.2%

0.9%

Total nonemployer establishments, 2019

219,769

27,104,006

All employer firms, Reference year 2017

86,330

5,744,643

Men-owned employer firms, Reference year 2017

52,638

3,480,438

Women-owned employer firms, Reference year 2017

18,965

1,134,549

Minority-owned employer firms, Reference year 2017

20,596

1,014,958

Nonminority-owned employer firms, Reference year 2017

56,168

4,371,152

Veteran-owned employer firms, Reference year 2017

2,374

351,237

Nonveteran-owned employer firms, Reference year 2017

74,680

4,968,606

About datasets used in this table

Value Notes

Estimates are not comparable to other geographic levels due to methodology differences that may exist between different data sources.

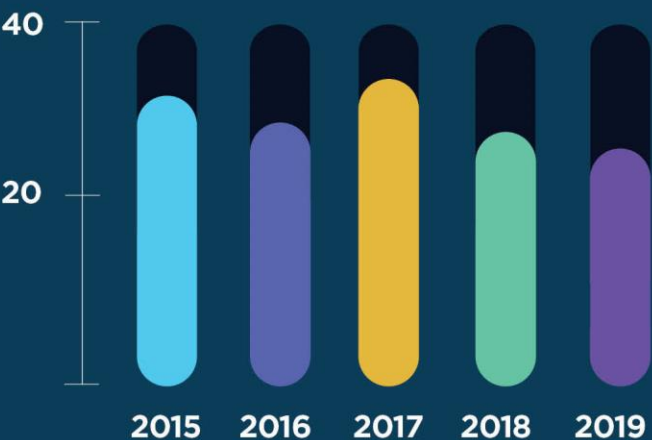
MEET JOSEPH

Joseph used Census Bureau data to help secure a small business loan — statistics made possible by your response to the Economic Census.

Thank you for your response.



Sector Code: 4531— Florists
Montgomery County, MD
All Employer Establishments



7 Average number of employees

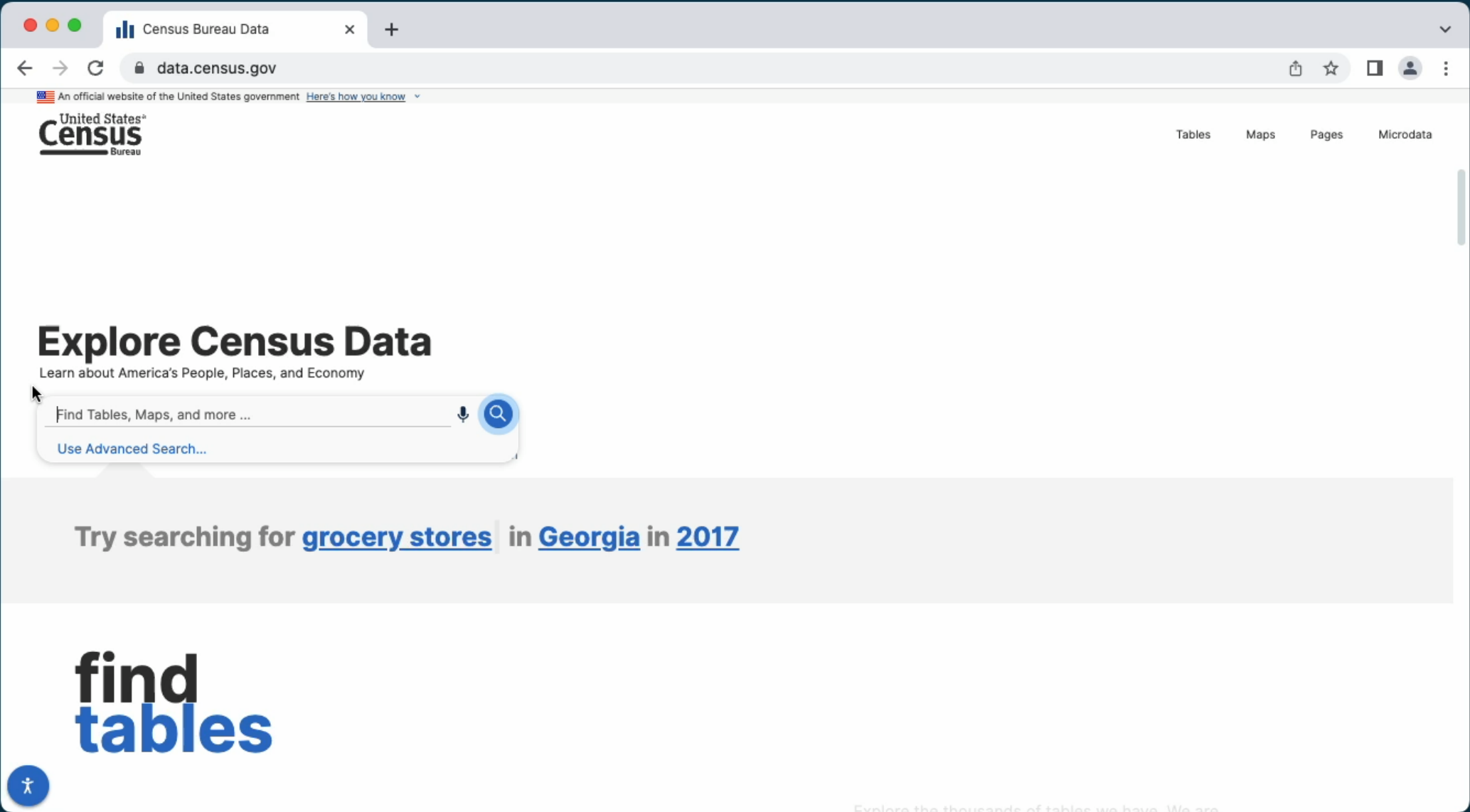
\$27K Average payroll per employee

Source: Census Business Builder Local Business Profile. cbb.census.gov/sbe



data.census.gov

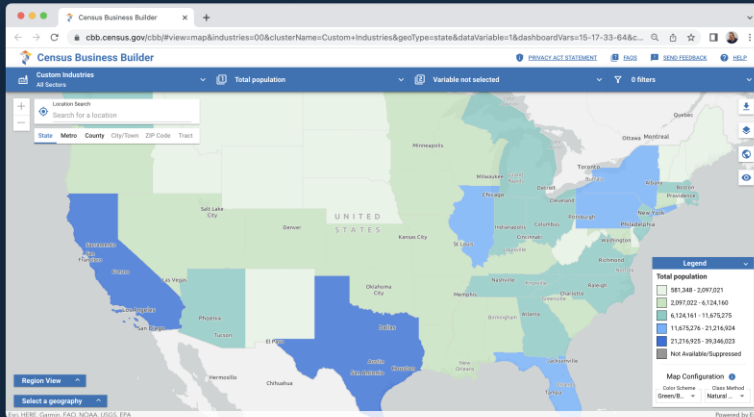
data.census.gov



Census Bureau Data Tools – Free and Available Online

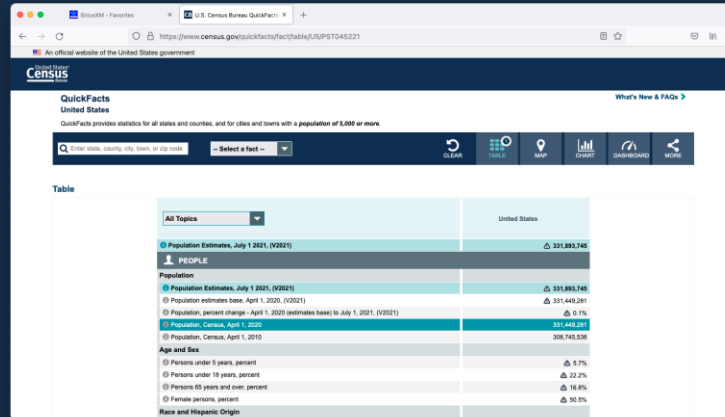
Data by industry and geography

cbb.census.gov



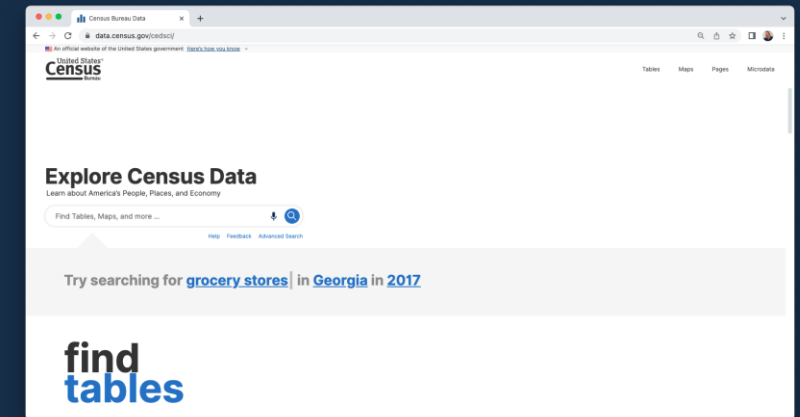
Data by geography

census.gov/quickfacts



Explore all Census Bureau data

data.census.gov



A smiling woman with her hair pulled back, wearing a dark green textured sweater, stands with her arms crossed in a clothing store. The background shows racks of clothes, a table with folded items, and indoor plants.

“Data Stories” Campaign

Phase Two – Data Awareness & Usage [IN DEVELOPMENT]

2023 Research Findings

- Survey respondents simply want to know that the information they provide is being used and that Census data exist – **they will likely just glance at data shown in the ads.**
- But **data users are more likely to scrutinize the charts and data presented** and think through how they would actually use them for decision making.
 - They are looking to “**connect the dots**” from the statistics shown in the ad to use case.
- There is need for more detailed data and stronger alignment with case examples in next-round Data Story ads.





Grow your business with
Census data.

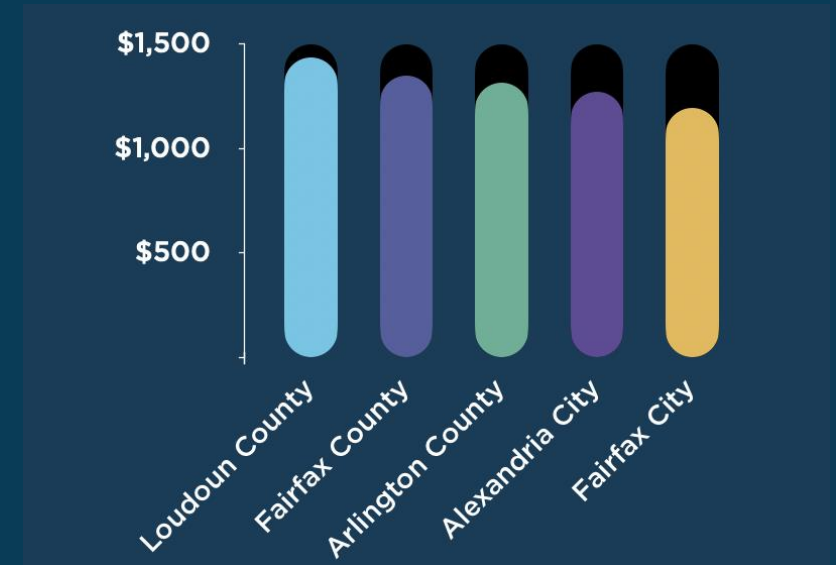
MEET KARI

Kari used Census Bureau data to help pick Loudoun County as the location for her new women's clothing store outside Washington, D.C.

Census economic statistics are free and available online. [LEARN MORE](#)



Annual Consumer Expenditures per Household on Women's Apparel – Washington, D.C. suburbs



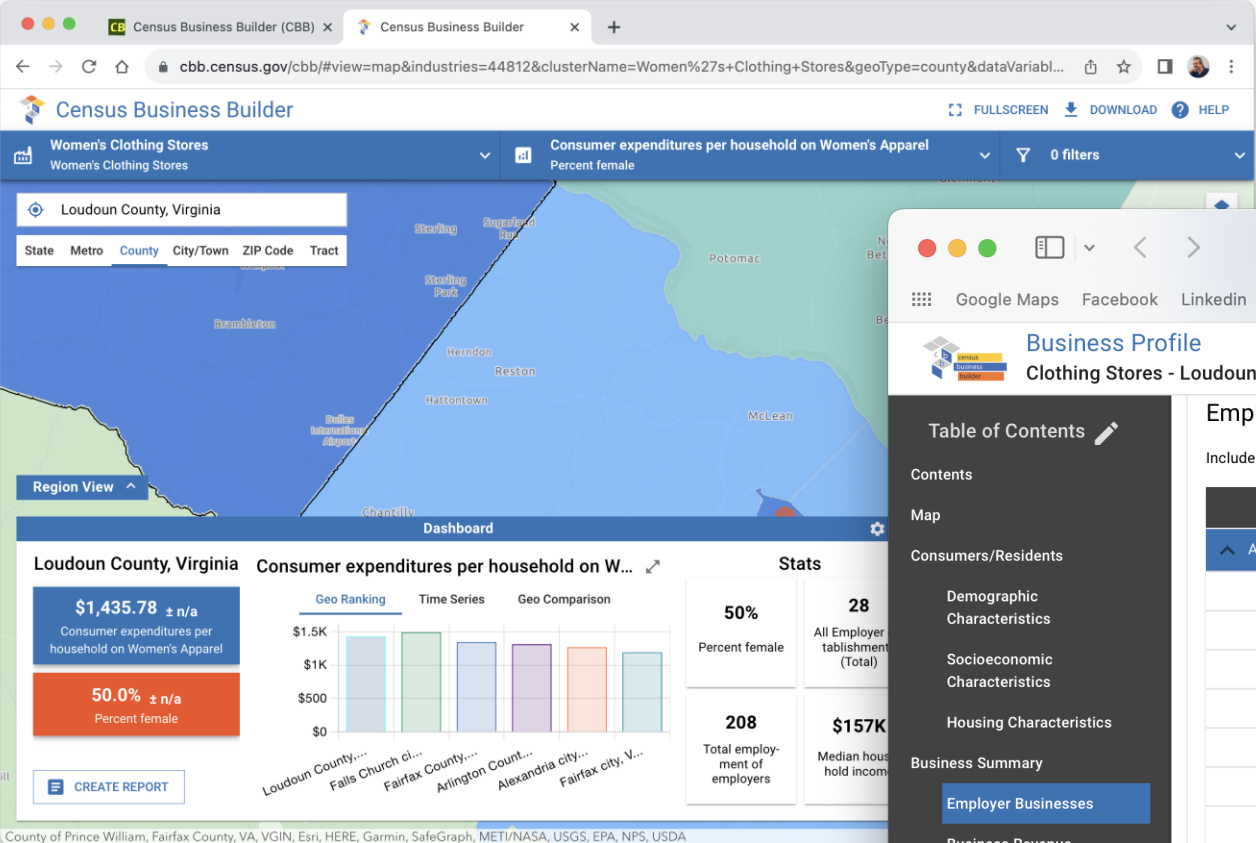
Loudoun County, Virginia – Census Statistics

\$1,436 Annual spending per household on women's apparel (2021)

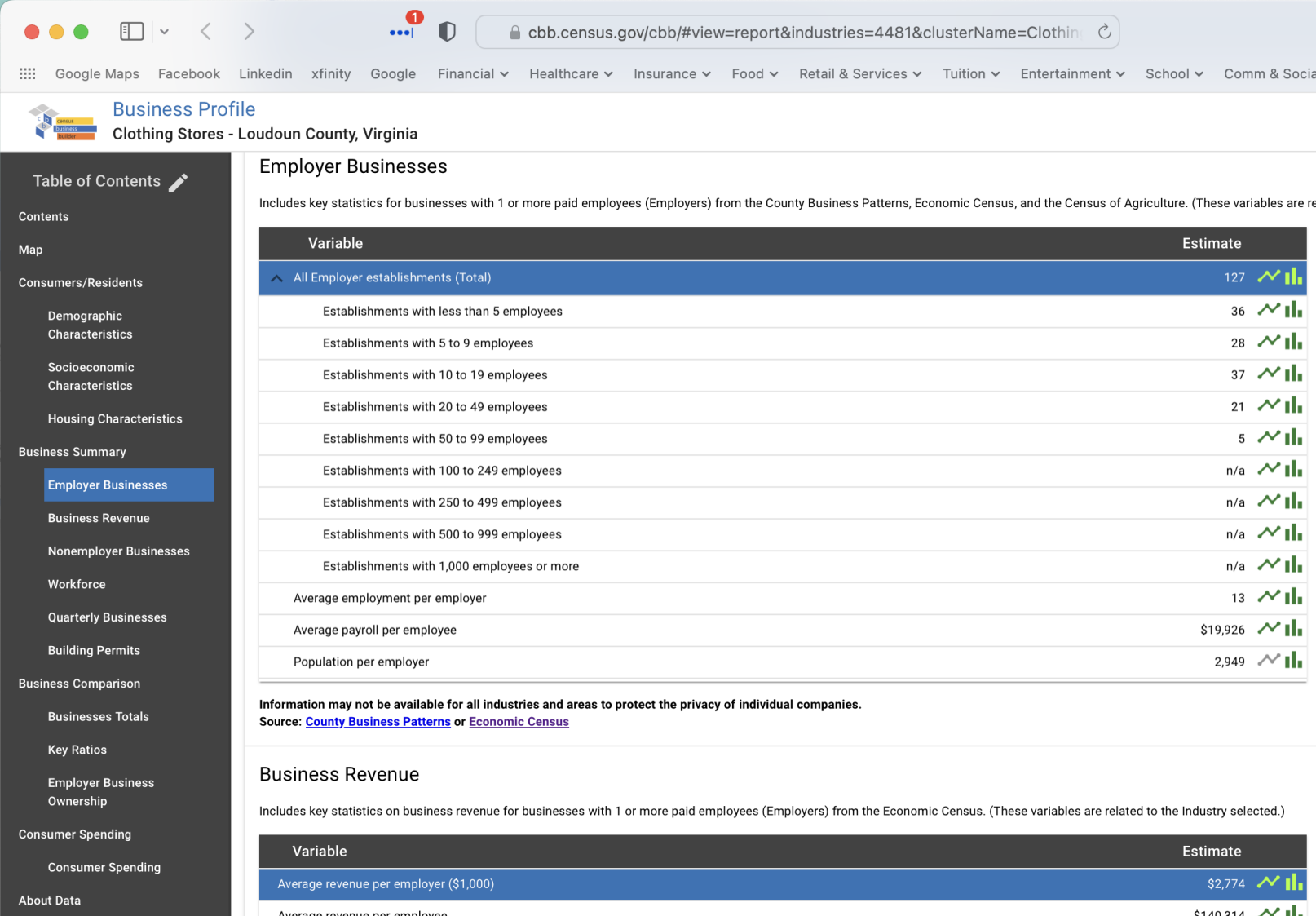
50.0% Female

28 Women's clothing stores, employer establishments (2021)

Source: Census Business Builder Local Business Profile, <https://cbb.census.gov/sbe>



Data from Census Business Builder

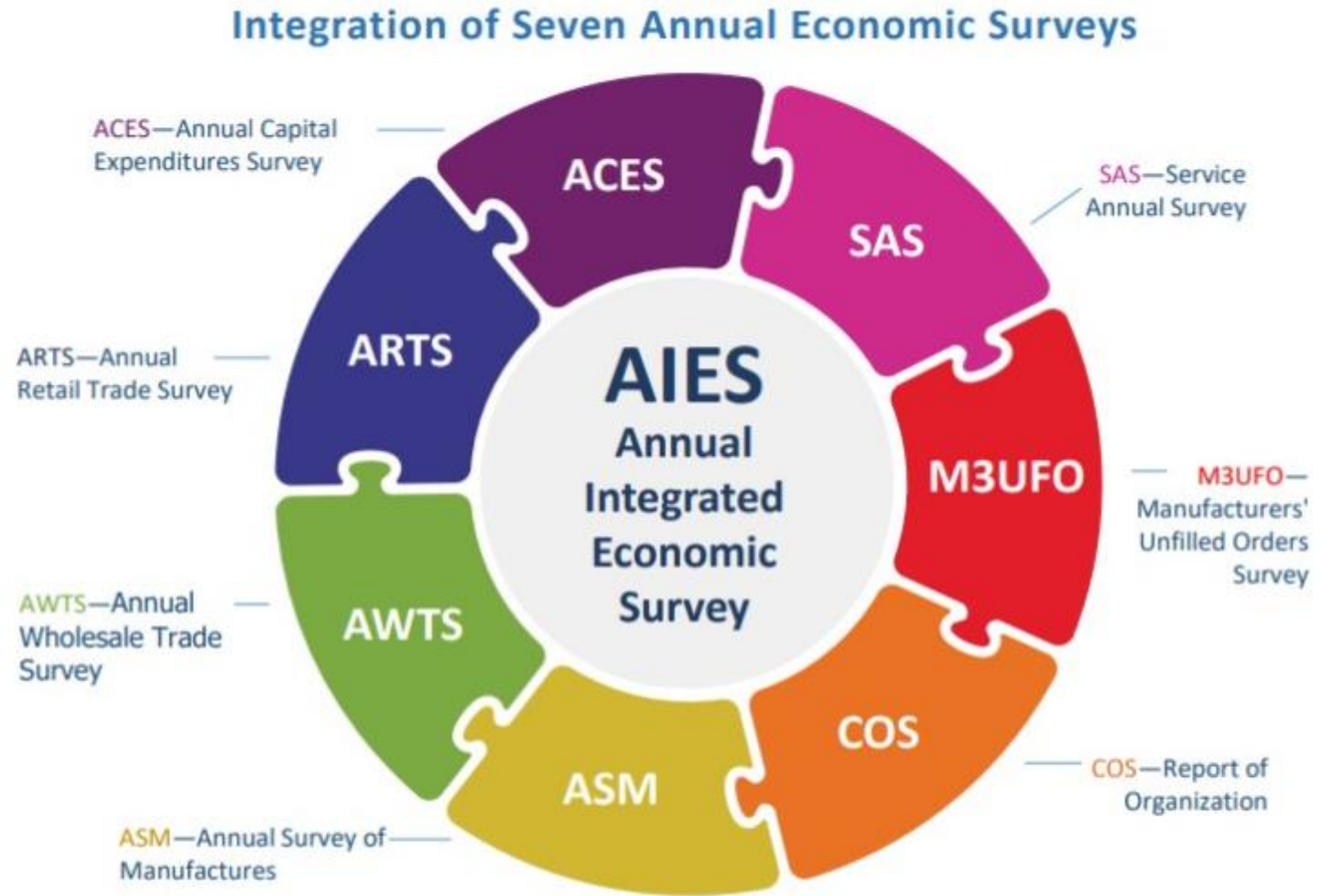


A man with dark hair and glasses, wearing a blue button-down shirt, is sitting at a desk and smiling while working on a laptop. He is wearing a watch on his left wrist. To his left is a small glass terrarium with a succulent. The background is a large window showing a blurred cityscape with mountains in the distance.

Annual Integrated Economic Survey

Annual Integrated Economic Survey (AIES)

Streamlined design that integrates and replaces seven existing annual business surveys into **ONE** single survey.



Annual Integrated Economic Survey (AIES)

What is collected in the AIES?

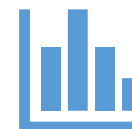


Current questions from seven existing annual surveys



Wide range of economic data including:

- Business Characteristics & Classifications
- Employment
- Revenues
- Operating Expenses
- Assets
- Robotic Equipment
- Other Trade or Industry Specific Content



Data across industries and sectors

- Agriculture
- Mining
- Construction
- Manufacturing
- Wholesale
- Retail
- Services



Geographic location

Annual Integrated Economic Survey (AIES)

Next Steps:

- Sample collection begins by invitation - Fall of 2023
- Existing annual surveys begin transition process - Winter 2023
- AIES Launch - Spring 2024

More information/updates can be found at :

www.census.gov/aies

Contact us at: ECON.AIES.Help@census.gov

Q & A





Thank You

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