United States Census Bureau

Invest Now to Measure Our Dynamic Economy
Innovation Leads to Better Business Decisions

What Is the Economic Census?

The Economic Census is the cornerstone of the United States' system of economic statistics. Its data products provide the foundation for other key measures of economic performance.

The Economic Census informs legislation and guides policy decisions, advances economic vitality, encourages economic growth, fosters job creation, supports deficit reduction, and otherwise provides for effective government.

The ongoing research will help the Census Bureau better meet these goals.

A More Complete Economic Census

■ Existing Economic Census Content ■ **Improved Content**

arts & entertainment accommodations
women-owned businesses services
mining **research & development** utilities
supply side/demand side health care
wholesale trade **business practices** construction
technological advances commodity flows
retail trade **labor market innovations**
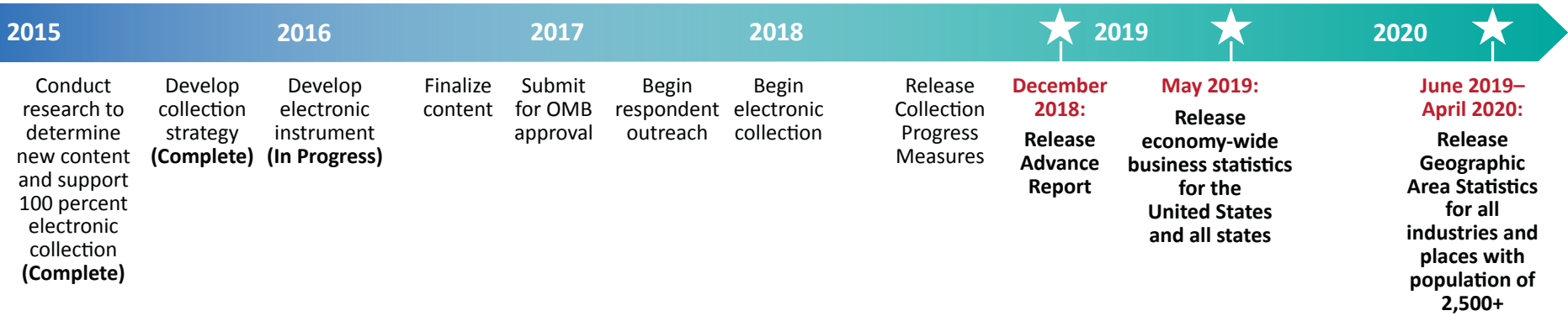manufacturing transportation & warehousing
management

Elements of an Efficient Economic Census

1 Move to 100 percent Internet collection to reduce cost and increase efficiency.

2 Reduce respondent burden by relying more on existing business records.

3 Automate operations to increase productivity.

4 Improve data products to reflect our ever-changing U.S. economy.

More Timely + More Relevant
Best Picture of Our Economy

Economic Census Timeline

BENEFITS OF RESEARCH

Provide businesses with the right tools to make data-driven decisions.

Disseminate data for use by policy-makers.

RESEARCH AND TESTING PHASE

2015		2016	2017			2018			★ 2019	★	2020 ★
Conduct research to determine new content and support 100 percent electronic collection **(Complete)**	Develop collection strategy **(Complete)**	Develop electronic instrument **(In Progress)**	Finalize content	Submit for OMB approval	Begin respondent outreach	Begin electronic collection	Release Collection Progress Measures		**December 2018:** Release Advance Report	**May 2019:** Release economy-wide business statistics for the United States and all states	**June 2019– April 2020:** Release Geographic Area Statistics for all industries and places with population of 2,500+

Four Elements of an Efficient and Relevant Economic Census

1 Moving to 100 percent Internet Collection

What are we talking about?
- Giving businesses easier ways to respond

What are we researching and developing?
- User-friendly data collection
- Better tools to communicate with the Census Bureau
- Tools to increase response and improve coverage
- Better online help

What are the intended outcomes?
- 100 percent Internet response (Internet is faster and cheaper to process than paper forms)
- More self-response
- Speedier business response (potential to release data earlier and at less cost)
- Improve coverage and data quality

2 Reducing the Burden for Businesses

What are we talking about?
- Relying more on existing business records

What are we researching and developing?
- Data sharing with other agencies
- Collecting data in its existing format from businesses
- Quality of the results
- Using administrative data to reduce the burden for small businesses

What are the intended outcomes?
- Reduce respondent burden
- Maintain or reduce costs

More Timely + More Relevant

Best Picture of Our Economy

3 Automating Operations to Increase Productivity

What are we talking about?
- Using Census Bureau-wide solutions to increase productivity and reduce cost

What are we researching and developing?
- Integrating collection and processing systems by using the Census Enterprise Data Collection and Processing (CEDCaP) system
- Developing a single delivery system for results by using the Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI) system
- Improving statistical methods for better coverage and data quality

What are the intended outcomes?
- Eliminate duplicate systems and processes
- Increase productivity
- Better allocate staff resources
- Enable users to combine Economic Census statistics with other information

4 Improving Data Products to Reflect Our Ever-Changing U.S. Economy

What are we talking about?
- Updating content to reflect the changing economy
- Disseminating more timely and relevant results

What are we researching and developing?
- Exploring adding new business areas to provide a fuller picture of the economy
- Finding ways to release data more quickly
- Better integrating content across programs
- Introducing the demand-oriented product classification, known as the North American Product Classification System (NAPCS)
- Updating the supply-oriented industry classification, known as the North American Industry Classification System (NAICS)

What are the intended outcomes?
- Capture the most accurate picture of our changing economy
- Help users find better information to make data-driven decisions
- Improve relationships with all data users