

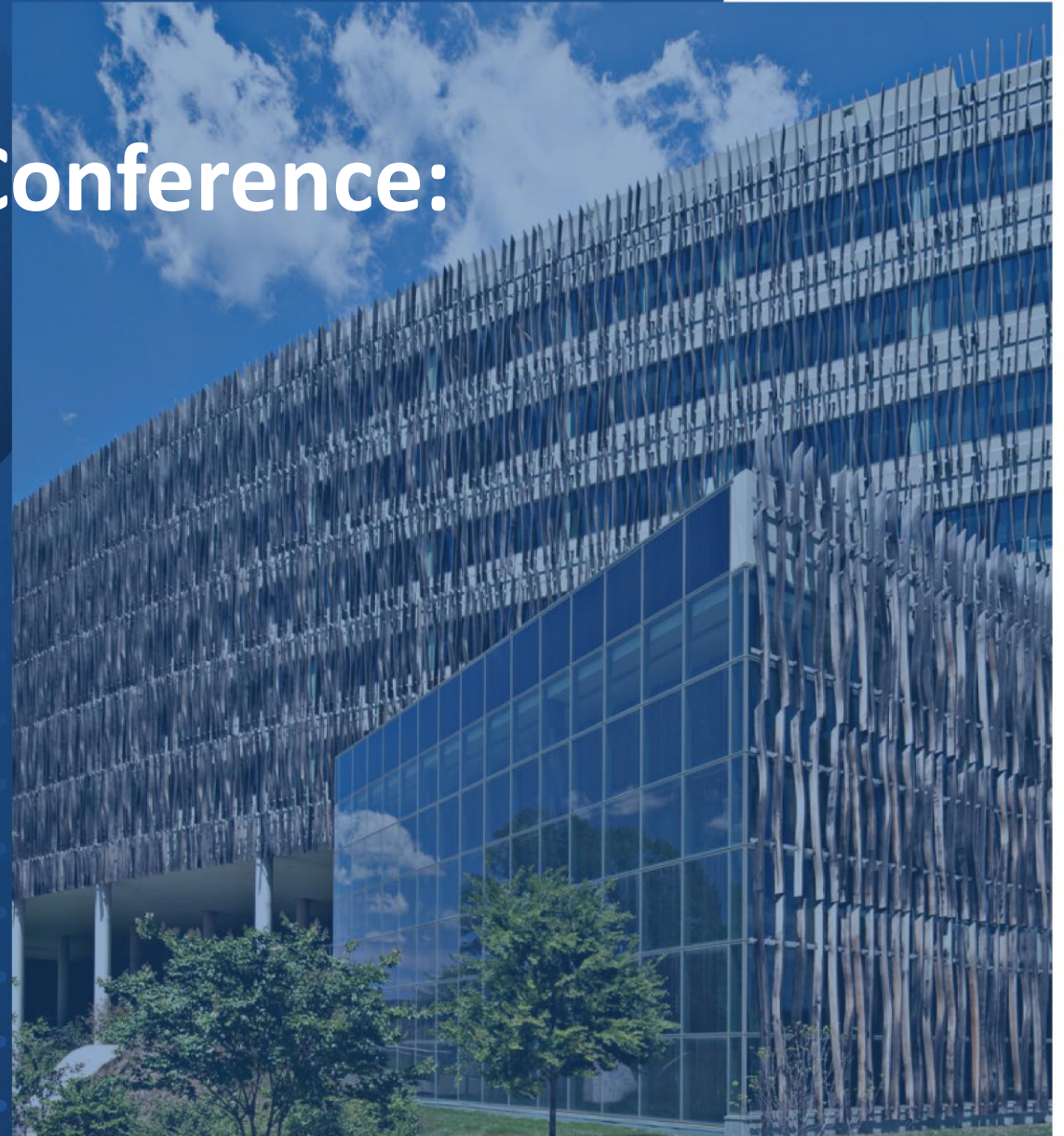
2026 Goldschmidt Media Conference: Economic Data Overview

April 14th, 2026

Adam Grundy

Outreach Specialist

U.S. Census Bureau, Data User and Trade Outreach Branch



Meet Your Presenter

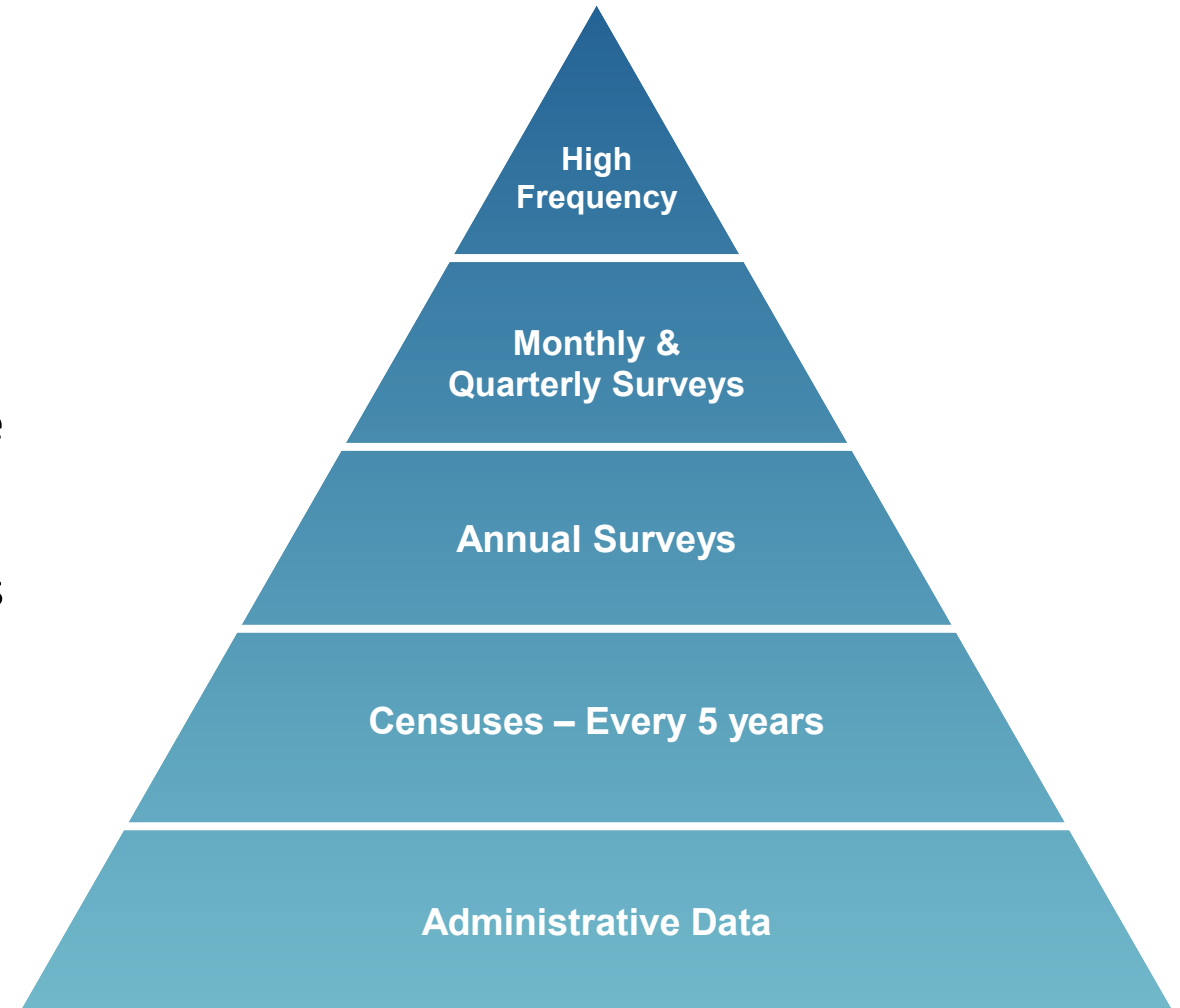
Adam Grundy:

- Supervisor in the Data User and Trade Outreach Branch
- 16+ years experience at Census
- Leads and coordinates numerous outreach activities – webinars, presentations, and articles
- Holds a bachelor's degree in Human Studies and a certification in elementary education



Census Economic Programs

- A key source for official statistics:
 - High-frequency data
 - Monthly and quarterly small sample surveys provide **TIMELY** data
 - 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



Key Census Terminology

2022 NAICS Hierarchy

NAICS (North American Industry Classification System)

- Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
- Our collection/tabulation level
- Employers (vs. Nonemployers)
- Most programs only cover employer businesses
- Nonemployers: Mostly self-employed individuals
- U.S. Code Title 13 and 26 protects business privacy and confidentiality

Level	Code	Description
Sector	51	Information
Subsector	516	Broadcasting and Content Providers
Industry Group	5161	Radio and Television Broadcasting
Industry	51611	Radio Broadcasting Stations
U.S. Industry	516110	Radio Broadcasting Stations (including advertising and AM radio stations)



Where Do These Data Come From?

Economic Census

Provides most comprehensive economic data available, conducted every five years

Annual Integrated Economic Survey

A new survey combining seven of our annual surveys into one

County Business Patterns

This program covers Establishments with Paid Employees in the U.S.

Nonemployer Statistics

This program covers Nonemployer Establishments in the U.S. (*mostly self-employed persons)

Annual Business Survey

This survey covers Employer Businesses in the U.S. and includes demographic characteristics of business owners

* These businesses include some partnerships and corporations, however the majority of nonemployers are self-employed individuals operating unincorporated businesses (known as sole proprietorships), which may or may not be the owner's principal source of income



The Economic Census

2022 Economic Census

- Conducted every 5 years, the economic census produces the most comprehensive economic data available
- Businesses reported their 2022 year-end numbers
- Responses are strictly confidential and used for statistical purposes only
- Data covers 19 economic sectors that encompass 950 NAICS industries, that span almost 20,000 geographic areas
 - Includes number of establishments, products, revenue, employment, payroll and more
 - Data released January 2024 – March 2026
- More information at census.gov/EconomicCensus



Economic Census Coverage

The Economic Census only covers businesses with paid employees



2022 Economic Census

Measuring a Changing Economy

New Content - Topics

- Remanufacturing
- Telemedicine

North American Product Classification System (NAPCS)

- Cannabis
- Cryptocurrency
- Electric Vehicles





2022 Economic Census 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

2022 Economic Census Data Releases

Series	Description	Release
First Look Report	General statistics data at the 2 – 3 digit NAICS level	January 2024
Island Area Series	<ul style="list-style-type: none"> Guam, American Samoa, Northern Mariana Islands U.S. Virgin Islands Puerto Rico 	June 2024 July 2024 December 2024
Geographic Area Statistics	General statistics data at the U.S., State, Metro Area, County, and Place level; All States simultaneously released	December 2024
Comparative & Bridge Statistics	Industries whose NAICS changed between 2022 and 2017/All 2-6 2022 NAICS for 2022 and 2017	February 2025
Establishment & Firm Size Statistics	Summary statistics at the U.S. level about revenue and employment size, concentration and legal form of organization of businesses	April 2025
Product Statistics	North American Product Classification System (NAPCS) details for industries at the U.S. and States	May 2025
Misc. Subjects	Industry-specific statistics for the U.S., states, counties, and offshore areas (geography level varies by industry) on a flow basis.	Spring 2026

Planning for the Future

- Standardize Content
 - Align content between Annual and Economic Census collections
- Leverage External & Alternative Data
 - Explore alternative data sources to reduce reliance on survey collection
- Identify Emerging Topics
 - Stay ahead by identifying relevant topics for data collection
- Accelerate Data Production
 - Streamline processes to produce data faster
- Create Interactive & Flexible Data Products
 - Enhance accessibility with dynamic and adaptable data tools



What Is the Annual Integrated Economic Survey (AIES)?



About the AIES

- Newly designed survey that **replaces and integrates seven annual business surveys** into one survey
- Provides the most comprehensive **national, regional, divisional**, and **state** level data on business revenues, expenses, payroll, and employment on an **annual basis**
- Sent to approximately **350,000 companies** that cover domestic and nonfarm employer businesses
- Participation is mandatory and responses are protected under strict confidentiality rules to ensure data privacy

Discontinued Surveys

- Annual Capital Expenditures Survey (ACES)
- Annual Retail Trade Survey (ARTS)
- Annual Survey of Manufactures (ASM)
- Annual Wholesale Trade Survey (AWTS)
- Manufacturers' Unfilled Orders Survey (M3UFO)
- Report of Organization (COS)
- Service Annual Survey (SAS)

Origins of the AIES

- A National Academy of Sciences (NAS) panel studied the annual economic surveys administered by the U.S. Census Bureau and provided recommendations in 2018
- Main drivers of this effort include:
 - Meeting data user needs
 - Improve efficiencies
 - Reducing costs
 - Reducing respondent burden



What Are the Benefits of the AIES?

- Modernized collection instrument **reduces respondent burden** and promotes **higher data quality**
- **Geographically granular** data on an annual basis
- Timely data releases and a **uniform publication schedule**
- Enhanced **operational efficiencies** through standardized data collection

AIES Status by Survey Year



2023	<ul style="list-style-type: none">• Launched: March 2024• First Look (Preliminary) Published: July 2025• Main Release: February 2026• Experimental Data Release: Spring 2026
2024	<ul style="list-style-type: none">• Launched: March 2025• Closed: Fall 2025• Data Releases: Summer/Fall 2026
2025	<ul style="list-style-type: none">• Launched: March 2026

Available AIES Data

- **Summary Statistics**

- Sale, Value of Shipments, or Revenue
- Annual Payroll
- First-Quarter Payroll
- Employment
- Production Workers
- Inventories
- Expenses

- **Industry Expenses**

- **Inventory Valuation Statistics**

- **Products by Industry Statistics**

- **Customer and E-Commerce Statistics**

- Revenue by Class of Customer
- E-Commerce
- Telemedicine
- Inpatient Days/Revenue
- Outpatient Visits/Revenue
- Revenue by Type of Payer
- Electronic Health Record Systems

- **Experimental Data Releases**

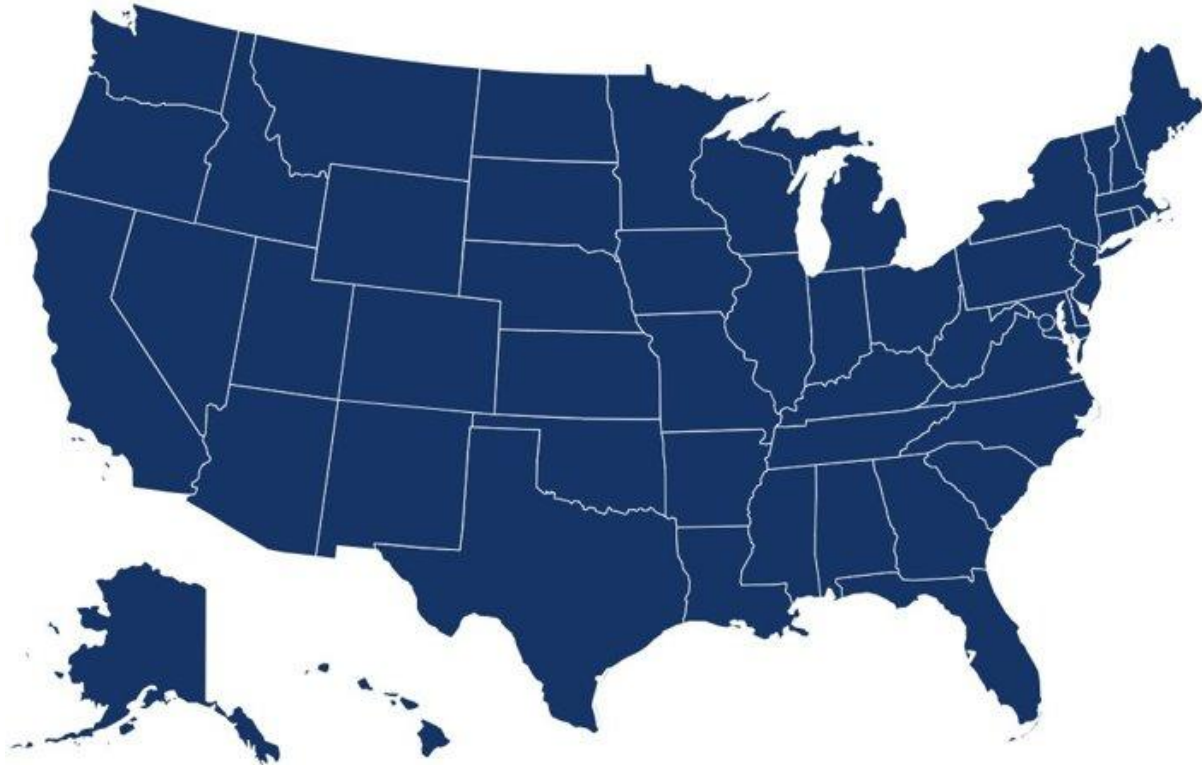
- Summary Statistics by State (Retail, Services, Wholesale)
- NAPCS (Products)
- *Coming Soon:*
 - Capital Expenditures

AIES Data



National Level Data

Subsector 336 - Transportation Equipment Manufacturing



Estimated Revenue

\$1.2 Trillion (0.2)

Estimated Annual Payroll

\$13.2 Billion (0.2)

Estimated First Quarter
Payroll

\$3.5 Billion (0.2)

Estimated Employment

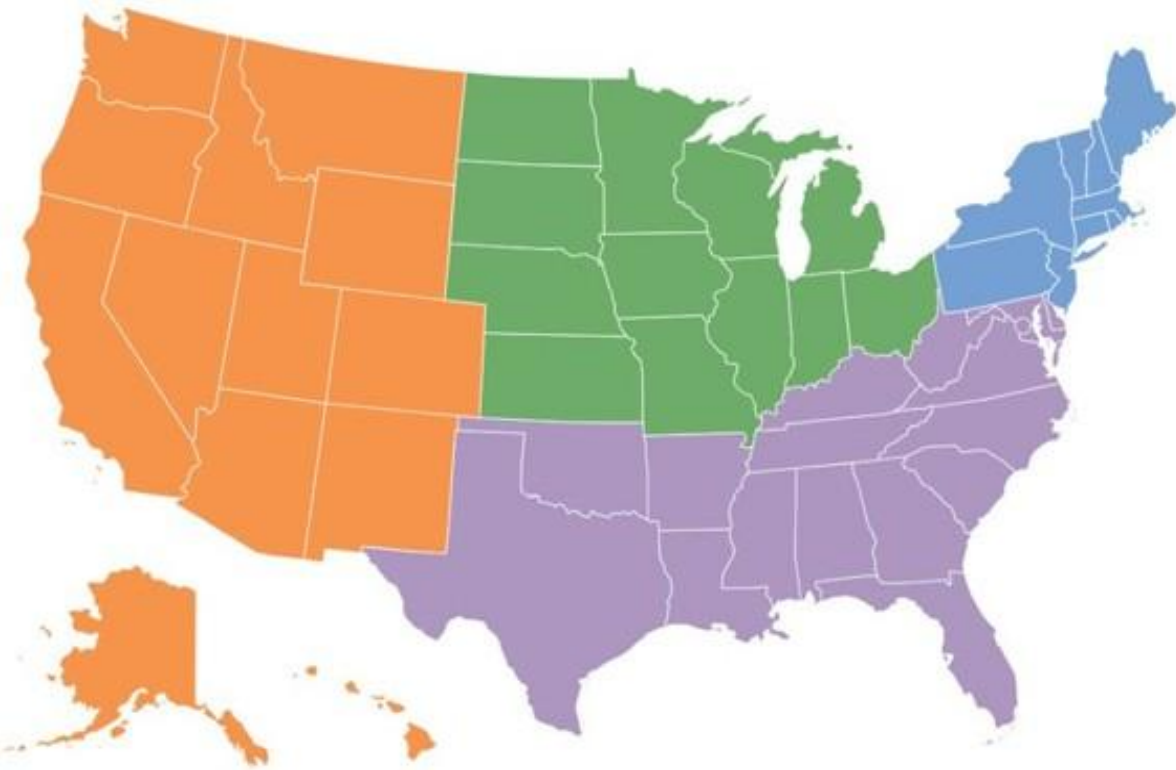
1,696,307 (0.3)

Note: Coefficients of variation (CVs) are in parentheses (%). "Revenue" represents "Sales, Value of Shipments, or Revenue" in the source data.

Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

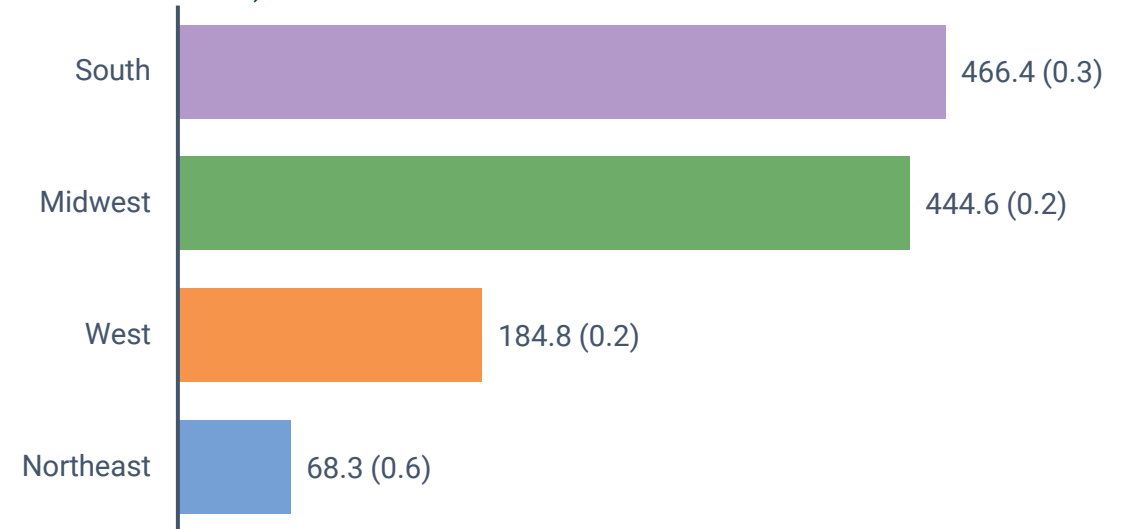
Regional Level Data

Subsector 336 - Transportation Equipment Manufacturing



Top Regions for Transportation Equipment Manufacturing by Revenue: 2023

(In billions of dollars)

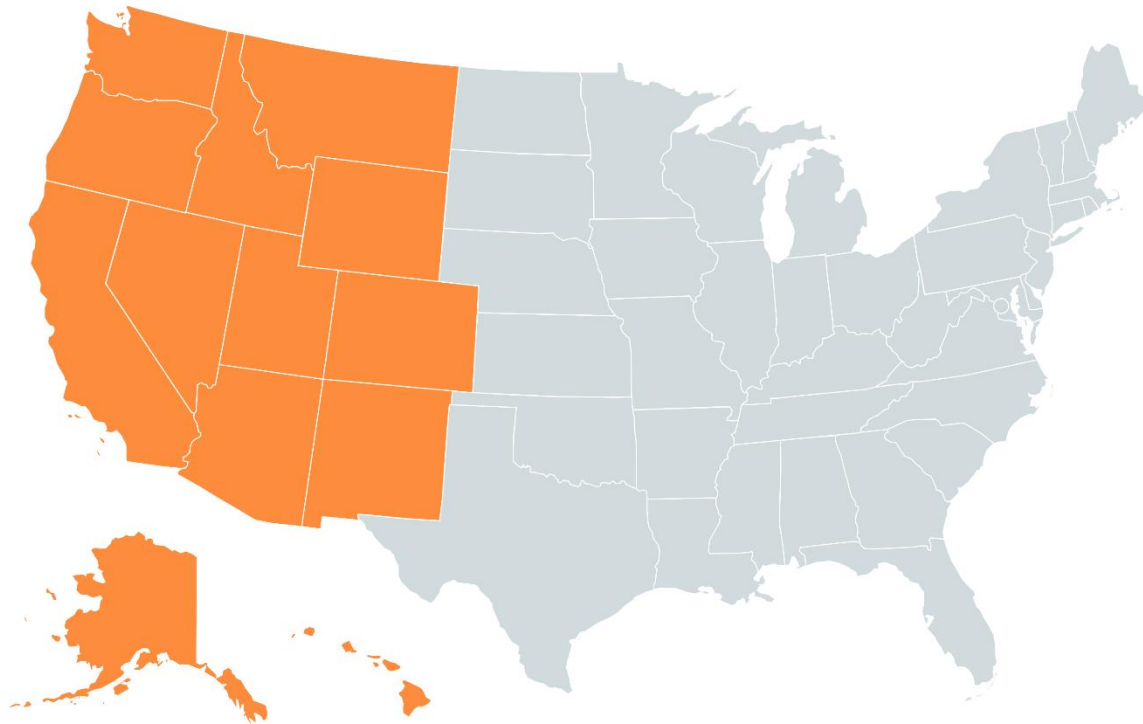
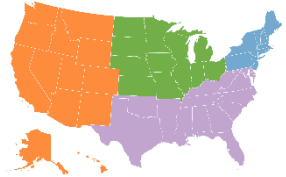


Note: Coefficients of variation (CVs) are in parentheses (%). "Revenue" represents "Sales, Value of Shipments, or Revenue" in the source data.

Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Regional Level Data

Subsector 336 - Transportation Equipment Manufacturing



West Region

Estimated Revenue

\$184.8 Billion (0.2)

Estimated Annual Payroll

\$27.6 Billion (0.3)

Estimated First Quarter
Payroll

\$7.6 Billion (0.3)

Estimated Employment

281,732 (0.6)

Division Level Data

Subsector 336 - Transportation Equipment Manufacturing



Pacific Division

Estimated Revenue
\$138.1 Billion (0.3)

Estimated Annual Payroll
\$21.0 Billion (0.4)

Estimated First Quarter Payroll
\$5.8 Billion (0.3)

Estimated Employment
214,088 (0.6)

Note: Coefficients of variation (CVs) are in parentheses (%). "Revenue" represents "Sales, Value of Shipments, or Revenue" in the source data.
Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.



State Level Data

Subsector 336 - Transportation Equipment Manufacturing



California

Estimated Revenue

\$88.6 Billion (0.4)

Estimated Annual Payroll

\$11.3 Billion (0.6)

Estimated First Quarter Payroll

\$3.0 Billion (0.6)

Estimated Employment

118,648 (1.0)

Note: Coefficients of variation (CVs) are in parentheses (%). "Revenue" represents "Sales, Value of Shipments, or Revenue" in the source data.

Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

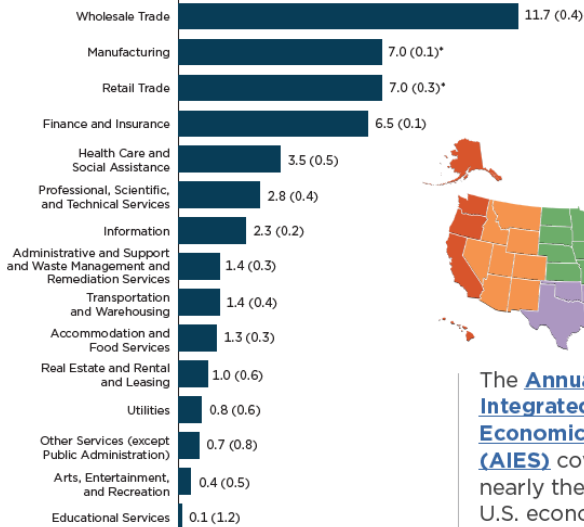
AIES Data Products

Economic Snapshots by Industry and Geography

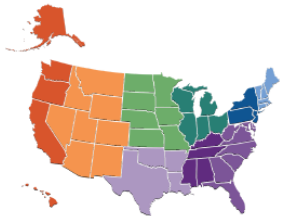
Selected Statistics From the Newly Released 2023 Annual Integrated Economic Survey

Revenue by Selected Sectors in the United States: 2023

(In billions of dollars)



* The difference between the published estimates (in thousands) is not statistically significant at the 90 percent level.
 Note: Coefficients of variation (CVs) are in parentheses (%).
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.



The Annual Integrated Economic Survey (AIES) covers nearly the entire U.S. economy and captures detailed data across multiple geographies.

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The Northeast Region

\$79,413

Average annual pay per employee in Publishing Industries in the East North Central Division in 2023.

Coefficient of variation (CV) = 0.9%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Annual Payroll Sectors in the East North Central Division in 2023

(In billions of dollars)

Administrative Support and Waste Management and Remediation Services
 Finance and Insurance
 Health Care and Social Assistance
 Manufacturing
 Professional, Scientific, and Technical Services

Note: Coefficients of variation (CVs) are in parentheses (%).
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

In 2023, Carriers and Couriers earned \$31.5 billion in revenue in England

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

In 2023, Machinery Manufacturing earned \$130.0 billion in revenue in the East North Central Division.

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

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The Midwest Region

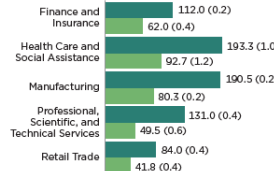
\$121,167

Average annual pay per employee in Publishing Industries (except Internet) in the East North Central Division in 2023.

Coefficient of variation (CV) = 0.9%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Annual Payroll by Division for Selected Sectors in the Midwest Region: 2023

(In billions of dollars)



Note: Coefficients of variation (CVs) are in parentheses (%).
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

In 2023, Machinery Manufacturing earned \$130.0 billion in revenue in the East North Central Division.

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

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The South Region

150.132

Average annual pay per employee in Publishing Industries in the East North Central Division in 2023.

Coefficient of variation (CV) = 0.9%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Annual Payroll Sectors in the East North Central Division in 2023

(In billions of dollars)

Administrative Support and Waste Management and Remediation Services
 Finance and Insurance
 Health Care and Social Assistance
 Information
 Manufacturing
 Professional, Scientific, and Technical Services

Note: Coefficients of variation (CVs) are in parentheses (%).
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

In 2023, Carriers and Couriers earned \$31.5 billion in revenue in England

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

In 2023, Machinery Manufacturing earned \$130.0 billion in revenue in the East North Central Division.

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

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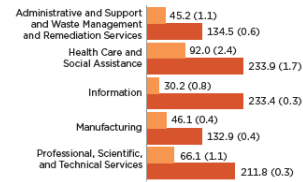
The West Region

In 2023, Data Processing, Hosting, and Related Services earned \$134.7 billion in revenue in the Pacific Division.

Coefficient of variation (CV) = 0.6%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Annual Payroll by Division for Selected Sectors in the West Region: 2023

(In billions of dollars)



Note: Coefficients of variation (CVs) are in parentheses (%).
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Average annual pay per employee in Food Services and Drinking Places in the Mountain Division in 2023.

Coefficient of variation (CV) = 0.8%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

Average annual pay per employee in Food Services and Drinking Places in the Mountain Division in 2023.

Coefficient of variation (CV) = 0.8%
 Source: U.S. Census Bureau, 2023 Annual Integrated Economic Survey.

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Note: Data are based on the 2017 North American Industry Classification System (NAICS). Data are representative of employer firms only. Data are subject to sampling variability and nonsampling error. Estimates of sampling variability are measured using coefficients of variation (CVs). National-level estimates have been tested for statistical significance at the 90 percent confidence level. Division-level estimates have not been tested for statistical significance and, therefore, caution should be used in drawing conclusions from the estimates and comparisons shown. "Revenue" represents "Sales, Value of Shipments, or Revenue" in the source data. Derived statistics are calculated using the published table AIES08BASIC. Average Pay per Employee: (annual payroll) divided by (number of employees) per NAICS code. Information on survey methodology is available in the technical documentation of the Annual Integrated Economic Survey (AIES) at www.census.gov/programs-surveys/aies/technical-documentation/methodology.html. The U.S. Census Bureau has reviewed the 2023 AIES data products to ensure appropriate access, use, and disclosure avoidance protection of the confidential source data (Project No. P-7529190 and Disclosure Review Board [DRB] approval number: CDB23-F75-0352).

AIES Data Products

Visualizing the U.S. Economy: Explore Sectors by Geography

Select Statistics From the 2023 Annual Integrated Economic Survey

Revenue

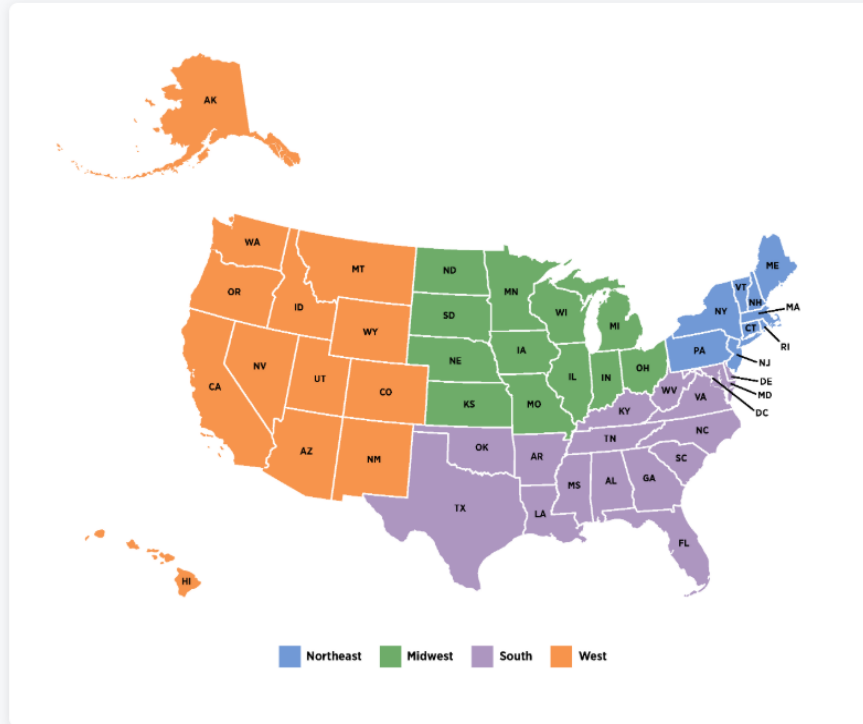
Annual Payroll

First-Quarter Payroll

Number of Employees

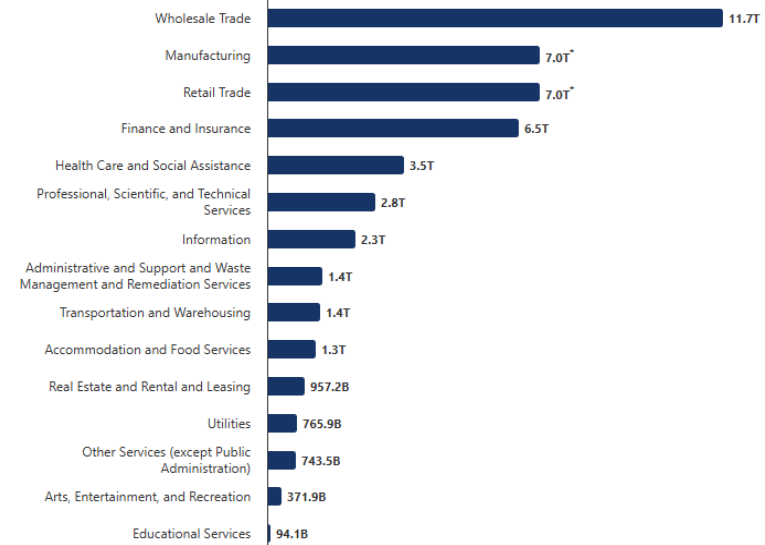
[View Full Dataset](#)

The United States by Region



Revenue by Select Sectors in the United States: 2023

Select a Sector to View Subsector Data
(In dollars)



AIES Data Products

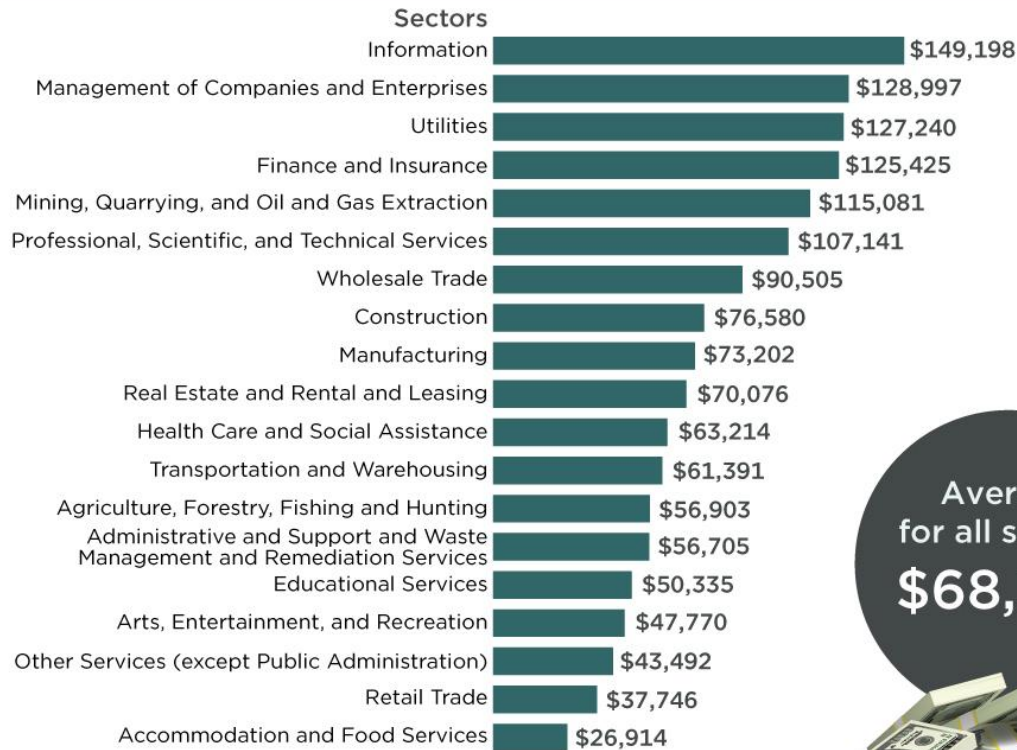
America Counts: Stories Behind the Numbers

**Big Improvements to
the Annual Integrated
Economic Survey
(AIES)**



What Is County Business Patterns (CBP)?

Average Annual Pay Per Employee



Average
for all sectors
\$68,342



- This program covers Employer Establishments in the U.S.
- Is published annually
 - Latest data available (as of April 2026) is for calendar year 2023
 - 2024 data is expected in September 2026
- Includes statistics on the number of establishments, employment, and payroll for nearly every 2- thru 6-digit NAICS code
- Data are published at the national, state, metro area, county, congressional district, and ZIP Code levels
 - CBP also covers the 5 U.S. territories: American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, & U.S. Virgin Islands

Note: The economic sectors shown reflect 2017 North American Industry Classification System (NAICS) definitions. Rankings may vary slightly due to nonsampling error and disclosure avoidance methods used to protect the confidentiality of the data. Number of employees is for the pay period including March 12. Average annual pay per employee for all sectors includes data for establishments where industry classification is unknown. For more information on methodology including disclosure avoidance methods, visit www.census.gov/programs-surveys/cbp/technical-documentation.html.

What Is County Business Patterns (CBP)?

How Does Manufacturing Compare to Other Industries?

Average Annual Payroll Per Employee by Industry



Note: The economic sectors shown reflect 2017 North American Industry Classification System (NAICS) definitions. Rankings may vary slightly due to nonsampling error and disclosure avoidance methods used to protect the confidentiality of the data. Number of employees is for the pay period including March 12. Average annual pay per employee for all sectors includes data for establishments where industry classification is unknown. For more information on methodology including disclosure avoidance methods, visit <www.census.gov/programs-surveys/cbp/technical-documentation.html>.

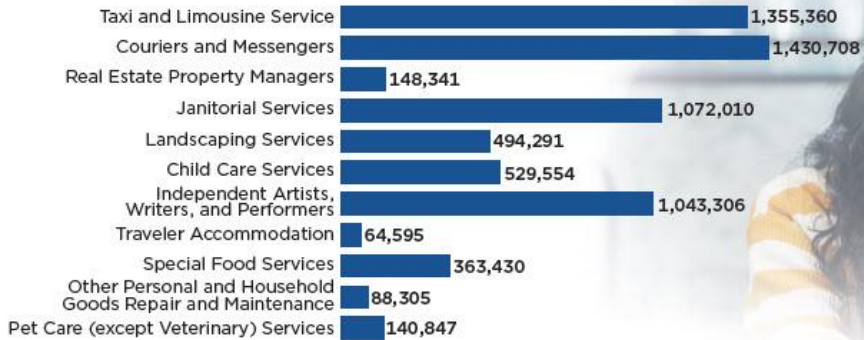
- Data are also shown by employment size of the establishment and by legal form of organization
- Other facts about CBP:
 - See <https://www.census.gov/programs-surveys/cbp.html> for more information about this program
 - Interactive Data Viz (for 2022 data) here: <https://www.census.gov/library/visualizations/interactive/county-business-patterns-by-industry-2022.html>

What Are Nonemployer Statistics (NES)?

THE GIG IS UP↑

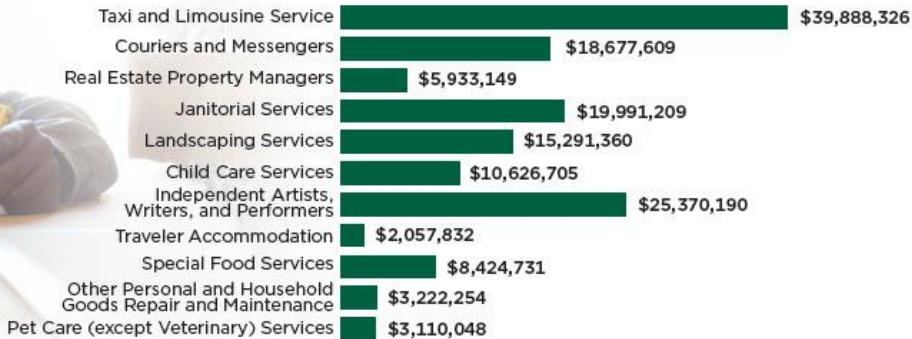
2023 Nonemployer Statistics Measures Growing Gig Economy Activity

Number of Individual Proprietorships In Selected Industries



Receipts for Individual Proprietorships In Selected Industries

(In thousands)



Note: The industries shown reflect 2022 North American Industry Classification System (NAICS) definitions and were selected because individual proprietorships classified in these industries are likely to have some portion of their receipts attributed to gig activities. The portion of receipts attributed to gig activities is unknown because this information is not available in the administrative data used to produce Nonemployer Statistics. NAICS codes listed in the order they appear above include 4853, 492, 53131, 56172, 56173, 62441, 71151, 7211, 7223, 81149, and 81291. For more information on methodology, including disclosure avoidance methods, visit www.census.gov/programs-surveys/nonemployer-statistics.html.

- This program covers Nonemployer Businesses (Mostly self-employed persons) in the U.S.
 - No paid employees
 - Subject to federal income tax
 - Had receipts (revenue) of at least \$1,000 (Construction has \$1+ threshold)
- Is published annually
 - Latest data available (as of April 2026) is for calendar year 2023
 - 2024 data will be released on June 25, 2026
 - Includes statistics on the number of establishments and revenue for most 2- thru 6-digit NAICS codes



What Are Nonemployer Statistics(NES)?

- Data are published at the national, state, Metropolitan/Micropolitan Statistical Areas (MSA), Combined Statistical Areas (CSA), and county geography levels
 - NES does not cover the 5 U.S. territories
- Data are shown by revenue size (national level) and by legal form of organization (national and state levels)
- Other facts about NES:
 - See <https://www.census.gov/programs-surveys/nonemployer-statistics.html> for more information about this program

What Is the Annual Business Survey(ABS)?

- This program covers Employer Businesses in the U.S. and is co-sponsored by the U.S. Census Bureau and the National Center for Science and Engineering Statistics within the U.S. National Science Foundation
- Is published annually
- Latest comprehensive data available (as of April 2026) is for calendar/reference year 2023
 - 2024 ABS (for reference year 2023) tables were released in November 2025
 - 2025 ABS (for reference year 2024) first-look data released in March 2026
 - 2025 ABS final data will be released in Fall 2026
- Includes statistics on the number of firms, employment, annual payroll, and sales, shipments, receipts, or revenue for nearly every 2- thru 4-digit NAICS code



What Is the Annual Business Survey (ABS)?

- Data are published at the national, state, county, and place levels
 - Nation, state and MSA: 2-4-digit NAICS
 - County and place: 2-6-digit NAICS
 - ABS does not cover the 5 US territories
- Data are also shown by other characteristics of the business and the business owner(s)
- Business Enterprise Research and Development (BERD) Survey
 - Data previously collected on BERD Survey will now be collected in the ABS
 - The BERD is conducted jointly by the U.S. Census Bureau and the U.S. National Science Foundation and is the primary source of information on research and development performed or funded by businesses within the U.S.
- See <https://www.census.gov/programs-surveys/abs.html> for more information

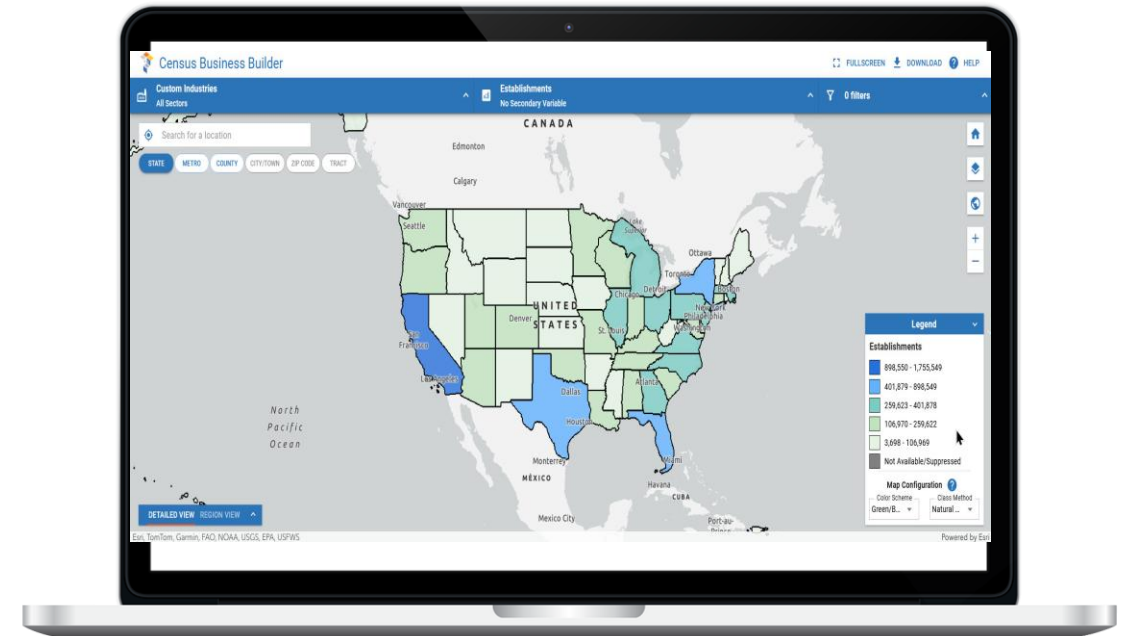


What Are the Nonemployer Statistics by Demographics (NES-D)?

- This program covers Nonemployers in the U.S. and demographics on these business owners
- Is published annually
 - Latest data available (as of April 2026) is for calendar year 2023
- Includes statistics on the number of nonemployer firms and revenue
- Data are published at the national, state, metro, and county levels:
 - Nation and state: full NAICS; County and place: just NAICS 00
 - NES-D does not cover the 5 U.S. Territories
- Other facts about NES-D:
 - See <https://www.census.gov/programs-surveys/abs/data/nese.html> for more information

Demo

Live Demo on Obtaining Relevant Business Data



cbb.census.gov

Get in Touch with Us

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