RESPONSE MAKES A DIFFERENCE

2012 Economic Census Informational Webinar

October 11, 2012
Today’s Speakers

Host: Charles Brady
Chief, Customer & Respondent Outreach Team

Presenters: Kari Klinedinst
Survey Statistician

Andrew Hait
Data Products and Data User Liaison

The U.S. Census Bureau Measures the Nation’s People, Places, and our Economy

#econcensus
Why We Are Here Today

- To inform you about the 2012 Economic Census
- To provide key information for you and your organization
- To review the resources available for you and your members or readers

[Website: business.census.gov/webinar]
Webinar Outline

• What is the Economic Census
• Why is the Economic Census so Important?
• Available Resources
• Q&A
WHAT IS THE ECONOMIC CENSUS?
The Economic Census

- The U.S. Government’s official 5-year measure of American business and economy
- Part of the Census Bureau’s mission to measure its people, places, and our economy

Measuring America—People, Places, and Our Economy

Learn more at business.census.gov
Who Will Receive a Form?

- About 4.2 million employer businesses in all industries and communities
- Most very small businesses will not get a form
- Nonemployers are excluded from the Economic Census
When is it Due?

• Businesses will receive their forms in November and December
• Forms are due by February 12, 2013
• Response is required by law
WHY IS IT IMPORTANT?
Organizations Rely On the Data

- Trade associations and chambers of commerce rely on it for economic development
- Business organizations rely on it for strategic planning
Economic Census Data are Valuable

• Business owners use the data
  – For market research
  – For business decisions
  – To compare their business to industry averages

• Entrepreneurs use the data in business plans

Learn more at business.census.gov
Economic Census Data are Essential

- Economic Census data form the foundation of key economic reports
- Current economic programs are benchmarked to the Economic Census
AVAILABLE RESOURCES
Information for You to Use

Business Associations & Chambers of Commerce

Starting in the Fall 2012, millions of businesses across America will receive an Economic Census form. You can provide information about how their efforts will help your community or your industry — and their business.

To have an impact, information about the Economic Census needs to reach business people in as many different ways and as often as possible from now through February 2013.

You Can Help Promote the 2012 Economic Census!

Talk about it. In your meetings, let your members know the census is coming. Use our fact sheet [pdf] to tell them how the Economic Census benefits your industry or community.

Publish an article. Adapt drop-in text, or use these story ideas to develop your own article. We will update the content available here through 2012. See our timeline to the right.

E-mail your members, starting this summer. Let them know what to expect in the 2012 Economic Census.

Prepare your staff. Your staff can better assist your members or clients if they have our fact sheet [pdf] about the Economic Census.

Link to our website. Direct your members to information and uses of Census Bureau Economic Statistics at business.census.gov.

Make a statement. Ask your president to make a public statement endorsing the Economic Census because of its benefits to your industry or community. Issue a press release or write a letter to the editor of your local newspaper. Please e-mail us a copy.

Stay in touch. Follow us on Twitter and Facebook; and sign up to receive e-mails with periodic updates and messages to pass along to your readers, and with tips on using economic census data.
Information for Businesses

Economic Census
business.census.gov

Key Dates
- Forms mailed out
- February 12, 2013
- 2012 forms due
- December 2013
- First statistics available
- Full Schedule

What Businesses Need to Know
- Later this year, millions of businesses will receive a mailing package from the U.S. Census Bureau. Businesses will be asked to provide a range of operational and performance data for their companies' operations in 2012.

General Information
- "The Economic Census: How it Works for You" brochure [pdf]
- 2012 Economic Census Facts for Local Businesses [pdf]
- Frequently Asked Questions

How to Report
- Paper: All businesses have the option to report on paper forms.
- Electronic: All businesses have the option to report electronically. The mailing package businesses receive will have a User ID and Password to access the secure section of the Census Bureau Business Help Site.

How to Prepare:
- Review the sample report forms to see the kind of information requested. (Checklist coming soon)
- Identify where in the company this information is stored.
- Take a look at the Industry and Local Business Snapshots to see how the data are compiled.
- Browse how Census statistics are used and see their value to businesses and the community.

Learn more at business.census.gov
Industry & Local Business Statistics

**Economic Census: Industry Snapshot**

**Full-Service Restaurants (NAICS 7221)**

**Did you know?**

Full-service restaurants in the District of Columbia reported the highest sales per business in 2007 ($1.7 million), while businesses in South Dakota reported the lowest ($565 thousand). The national average was $547 thousand.

**Key Industry Statistics**

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2007</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of establishments</td>
<td>196,050</td>
<td>220,889</td>
<td>12.5%</td>
</tr>
<tr>
<td>Sales ($ Millions)</td>
<td>144,000</td>
<td>182,259</td>
<td>32.9%</td>
</tr>
<tr>
<td>Average payroll ($ Millions)</td>
<td>40,004</td>
<td>63,296</td>
<td>58.1%</td>
</tr>
<tr>
<td>Total employment</td>
<td>3,024,623</td>
<td>4,083,747</td>
<td>34.3%</td>
</tr>
<tr>
<td>Sales per establishment ($1,000)</td>
<td>739</td>
<td>674</td>
<td>-8.2%</td>
</tr>
<tr>
<td>Sales per employee ($1,000)</td>
<td>537</td>
<td>542</td>
<td>0.9%</td>
</tr>
<tr>
<td>Sales per $ of payroll</td>
<td>3</td>
<td>3</td>
<td>0.0%</td>
</tr>
<tr>
<td>Payroll per employee ($1,000)</td>
<td>11,797</td>
<td>12,741</td>
<td>8.1%</td>
</tr>
<tr>
<td>Employees per establishment</td>
<td>20</td>
<td>21</td>
<td>4.8%</td>
</tr>
<tr>
<td>Sales per capita ($)</td>
<td>502</td>
<td>508</td>
<td>1.2%</td>
</tr>
<tr>
<td>Population per establishment</td>
<td>1,470</td>
<td>1,369</td>
<td>-8.1%</td>
</tr>
</tbody>
</table>

**Economic Census: Local Business Snapshot**

**Chicago-Naperville-Joliet, IL-IN-WI Metro Area**

**Did you know?**

While the Health Care and Social Assistance sector was the largest employer in the Chicago metro area, the Wholesale Trade sector reported the highest 2007 sales ($346.3 billion). The Chicago metro was ranked 3rd among U.S. metros in the number of businesses in the Health Care and Social Assistance sector (23,636 establishments).

**Health Care and Social Assistance Businesses in Chicago Metro Counties: 2007**

- Health Care and Social Assistance Employed: 152,044
- Employment per County:
  - Cook: 129,231
  - DuPage: 10,472
  - Lake: 3,981
  - Illinois Total: 163,686

**Total Retail Sales in the Top Metro Areas: 2007 ($ Billions)**

- Chicago: $164.1
- New York: $123.6
- Los Angeles: $106.7
- Dallas: $85.2
- Miami: $64.7


- Health care and social assistance: 513,064, 537,030
- Manufacturing: 781,012, 801,478
- Retail trade: 2,987,444, 3,211,400
- Administrative and support and waste management services: 1,041,255, 1,075,161
- Accommodation and food services: 361,033, 414,399

**Learn more at business.census.gov**
Reporting Options

• Electronic Reporting
  – **NEW** online *Direct Internet Reporting* tool for single-location businesses
  – Downloadable *Surveyor* software for multi-location businesses

• Paper forms
How to Get Help

• Help with Reporting: See the Business Help Site (econhelp.census.gov)

• General information about the Economic Census
  – econ@census.gov
  – (301)763-2547 or 1(877)790-1876
Company Contacts

- Account Manager Program for largest companies
- Contact Exchange Card
- Advance Information Pre-Notice
Outreach and Promotion

• Partnerships with
  – trade associations
  – chambers of commerce
  – other organizations
Your Organization

- Learn more about the Economic Census
- Widgets
- Newsletters and website articles
- Email blasts
- Blogs

Learn more at business.census.gov
Your Members or Readers

• Preview forms
• Learn about reporting options and tips
• Visit *Business Help Site* (coming this fall)
• Learn how to use the data
Governor’s Video
LET'S ANSWER YOUR QUESTIONS
America’s Economy Mobile App

• www.census.gov/mobile

• 16 Key Economic Indicators, including International Trade

• Available for iPhone, iPad and Android devices
For More Information

• Media Inquiries:
  – Public Information Office: 301-763-3030
• Customer and Respondent Outreach Branch
  – Toll Free at 1-877-790-1876
  – 301-763-2547
• E-mail: econ@census.gov
• business.census.gov
In Closing

• Attend our next webinar (January 2013)
  – Geared to respondents
• Visit business.census.gov for general information
• Tweet about the Economic Census (#econcensus)
• Visit econhelp.census.gov for help with response