United States® Census Bureau

The 2022 Economic Census

Economic Census Overview
Austin, TX
May 2023

Nidaal Jubran– U.S. Census Bureau
Supervisory Survey Statistician, Data User and Trade Outreach Branch

Agenda

- Economic Census overview
- Response Promotion
- Census Data Tools
- Census Data and Texas
- Q & A

Economic Census Overview

The Census Bureau measures more than people

- Most people know that the U.S. Census Bureau measures the population every 10 years.

United States Census 2020

- But most people don’t know that **we also measure the economy.**
  - In fact, the Census Bureau conducts more than 70 economic surveys each year.
- This includes the **Economic Census** which measures all U.S. businesses every 5 years.

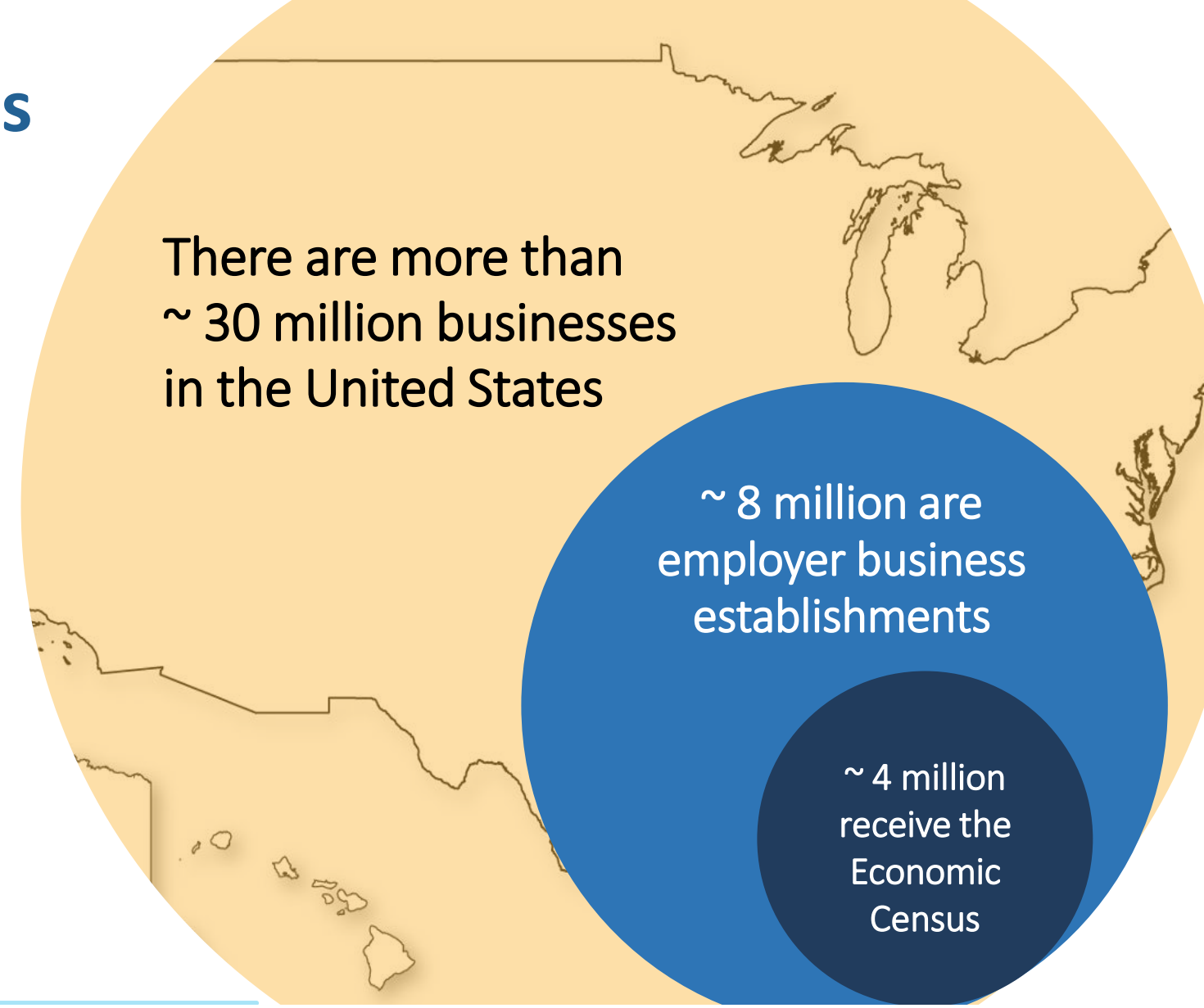
United States® Census Bureau The 2022 Economic Census

The Economic Census

- The official measure of U.S. business and the economy
- Conducted every five years – for years ending in ”2” and “7”
- The **2022 Economic Census** is now underway.
  - Companies report their 2022 year-end numbers.
- Response due date was **March 15, 2023** – companies who have not yet responded can file for an extension.
- Responses are strictly confidential. Company data is used for statistical purposes only.
  - The Census Bureau is required by law to keep information provided private and secure.
- Response is required by law.

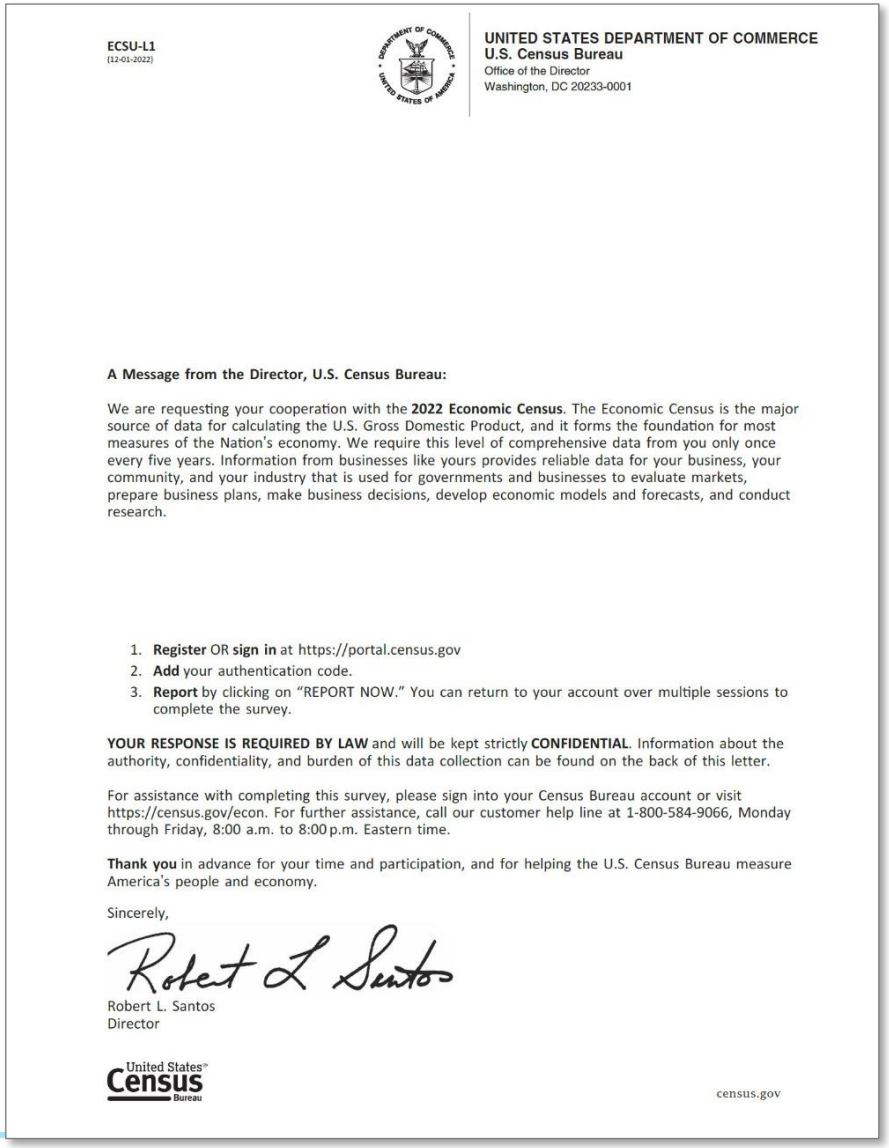
Note: Most companies do not receive the Economic Census

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



Economic Census Mailout

- Official letters were mailed out January 31.
  - Letters included unique authentication codes for companies to access survey online.
- Respondents are instructed to set up an online account on secure website to complete survey.
  - Similar to other online accounts with email username, password, security questions
  - Response URL is **portal.census.gov**
  - Businesses can log in to request a time extension.
- Help is available online and via telephone.
- Due date March 15. Nonresponse follow-up is underway.



ECSU-L1
(12-01-2022)

UNITED STATES DEPARTMENT OF COMMERCE
U.S. Census Bureau
Office of the Director
Washington, DC 20233-0001

A Message from the Director, U.S. Census Bureau:

We are requesting your cooperation with the **2022 Economic Census**. The Economic Census is the major source of data for calculating the U.S. Gross Domestic Product, and it forms the foundation for most measures of the Nation's economy. We require this level of comprehensive data from you only once every five years. Information from businesses like yours provides reliable data for your business, your community, and your industry that is used for governments and businesses to evaluate markets, prepare business plans, make business decisions, develop economic models and forecasts, and conduct research.

1. **Register** OR **sign in** at https://portal.census.gov
2. **Add** your authentication code.
3. **Report** by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete the survey.

YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly **CONFIDENTIAL**. Information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing this survey, please sign into your Census Bureau account or visit https://census.gov/econ. For further assistance, call our customer help line at 1-800-584-9066, Monday through Friday, 8:00 a.m. to 8:00 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

Robert L. Santos
Director

United States Census Bureau

census.gov

Information Required

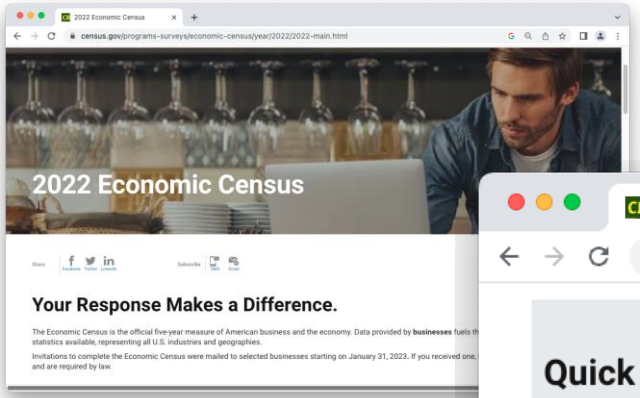
The Economic Census asks for the following information for each business location:

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions
  - Different versions of the Census for each industry

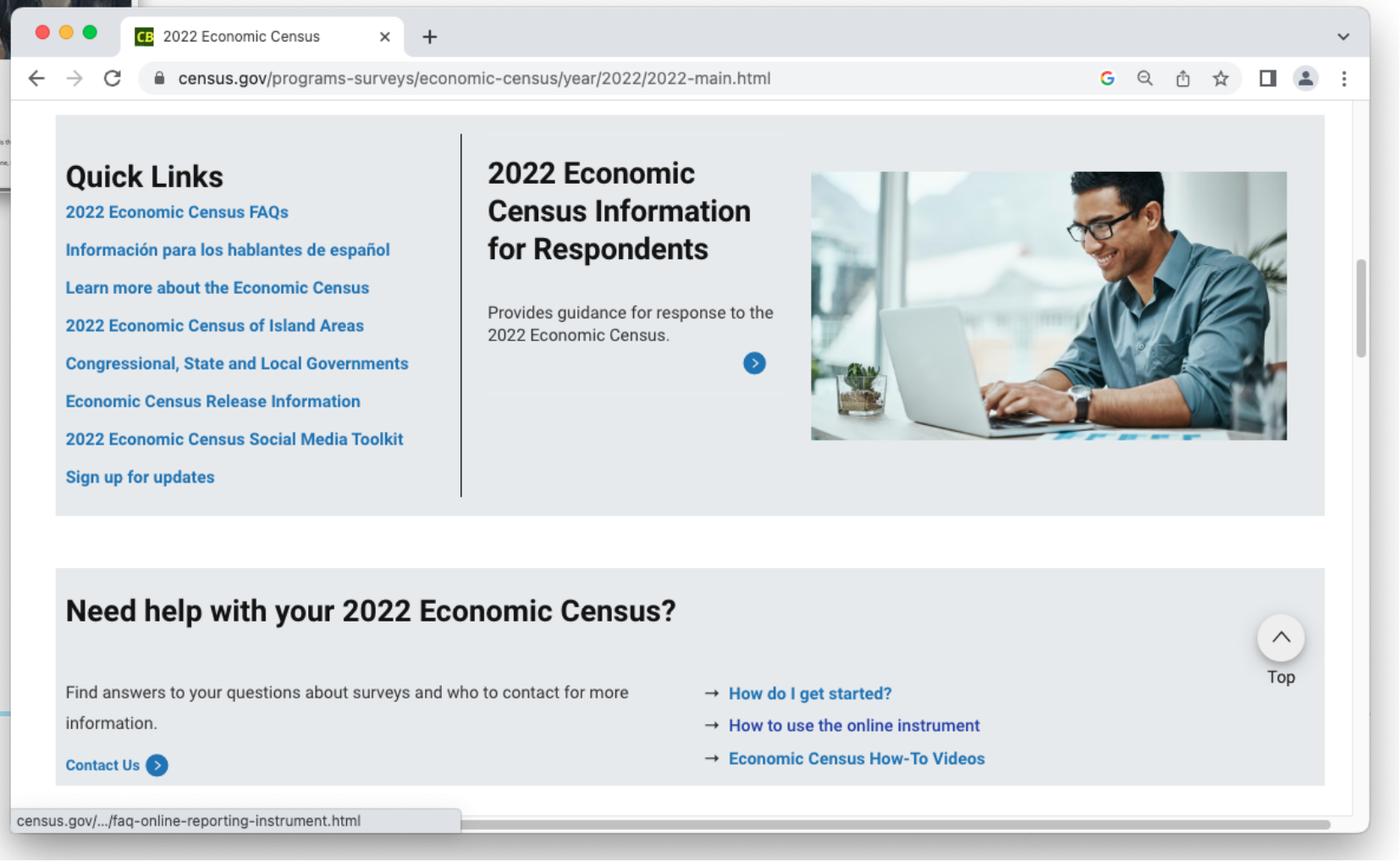
About the Data Provided

- The Economic Census provides the most comprehensive data available. It is the only official source of statistics down to the local level.
  - First data release is planned for early 2024.
- Responses from each company are aggregated to create official statistics for all U.S. industries and geographies.
  - Information from individual businesses can never 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.

Resources for Respondents at Census.gov/econ



Census.gov/econ



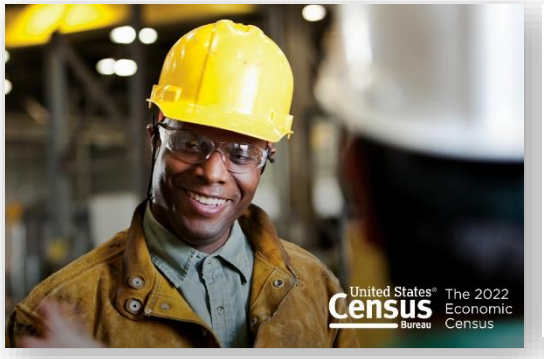
Response Promotion

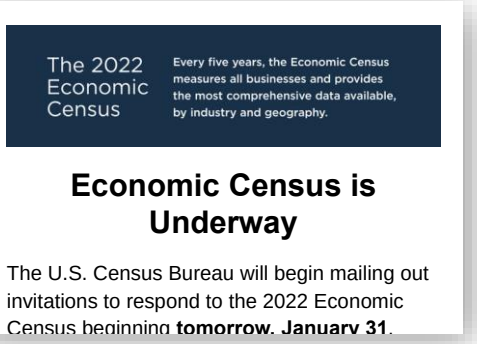
United States® Census Bureau

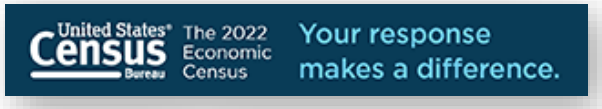
The 2022 Economic Census

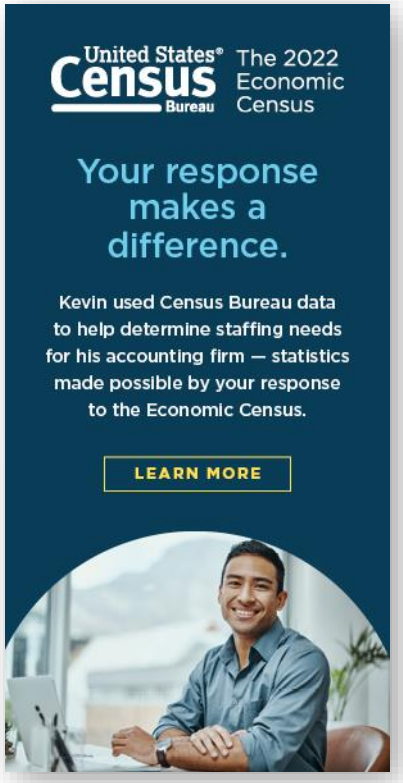
2023 Advertising and Media

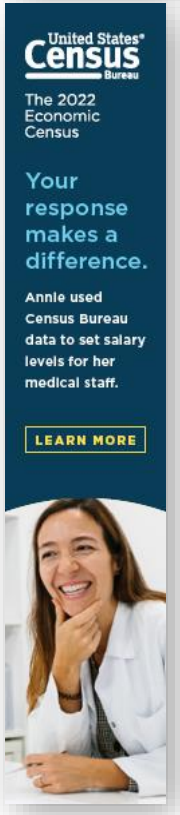
- Online advertising, print, email, social media, sponsorships, out-of-home



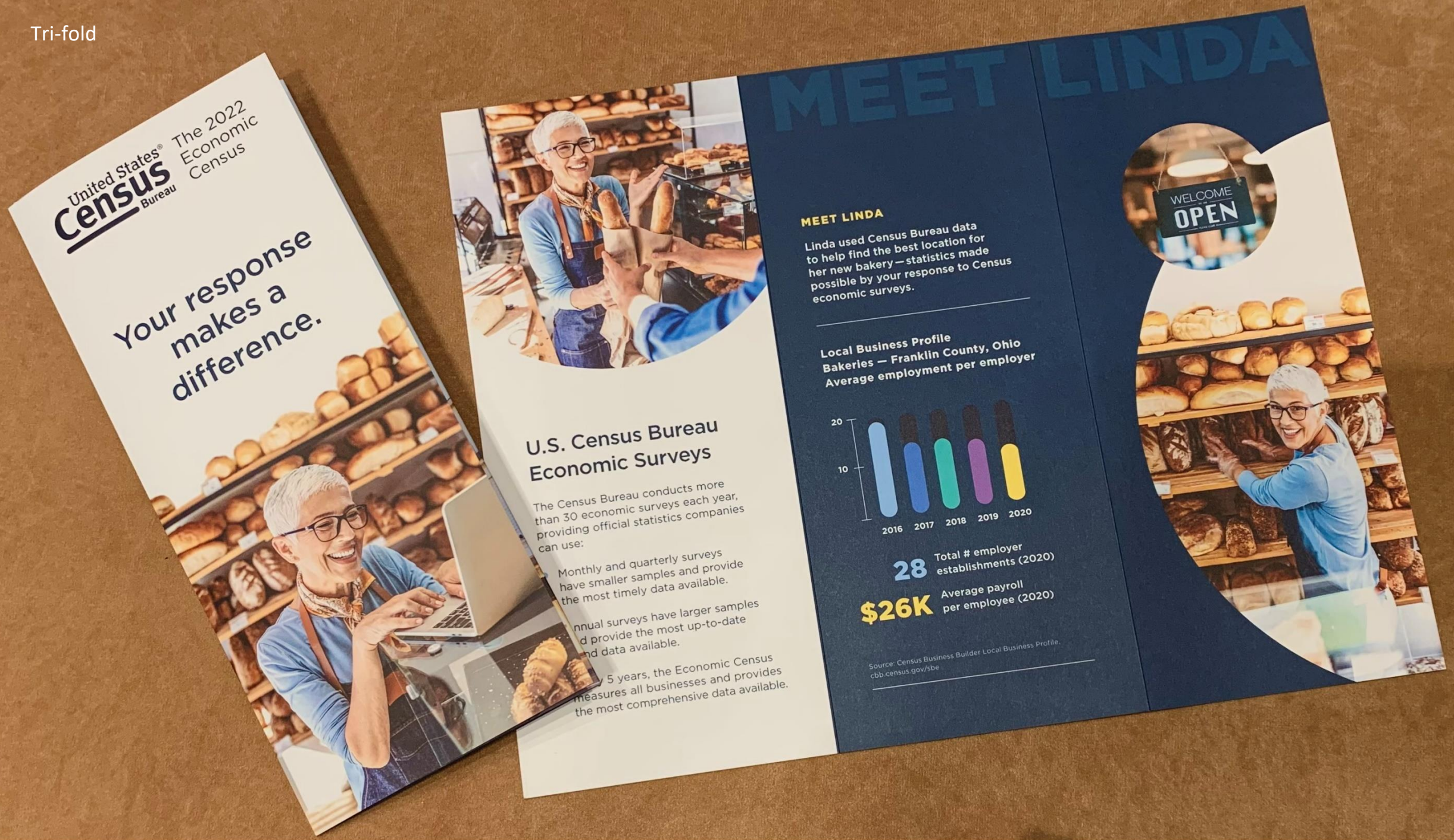




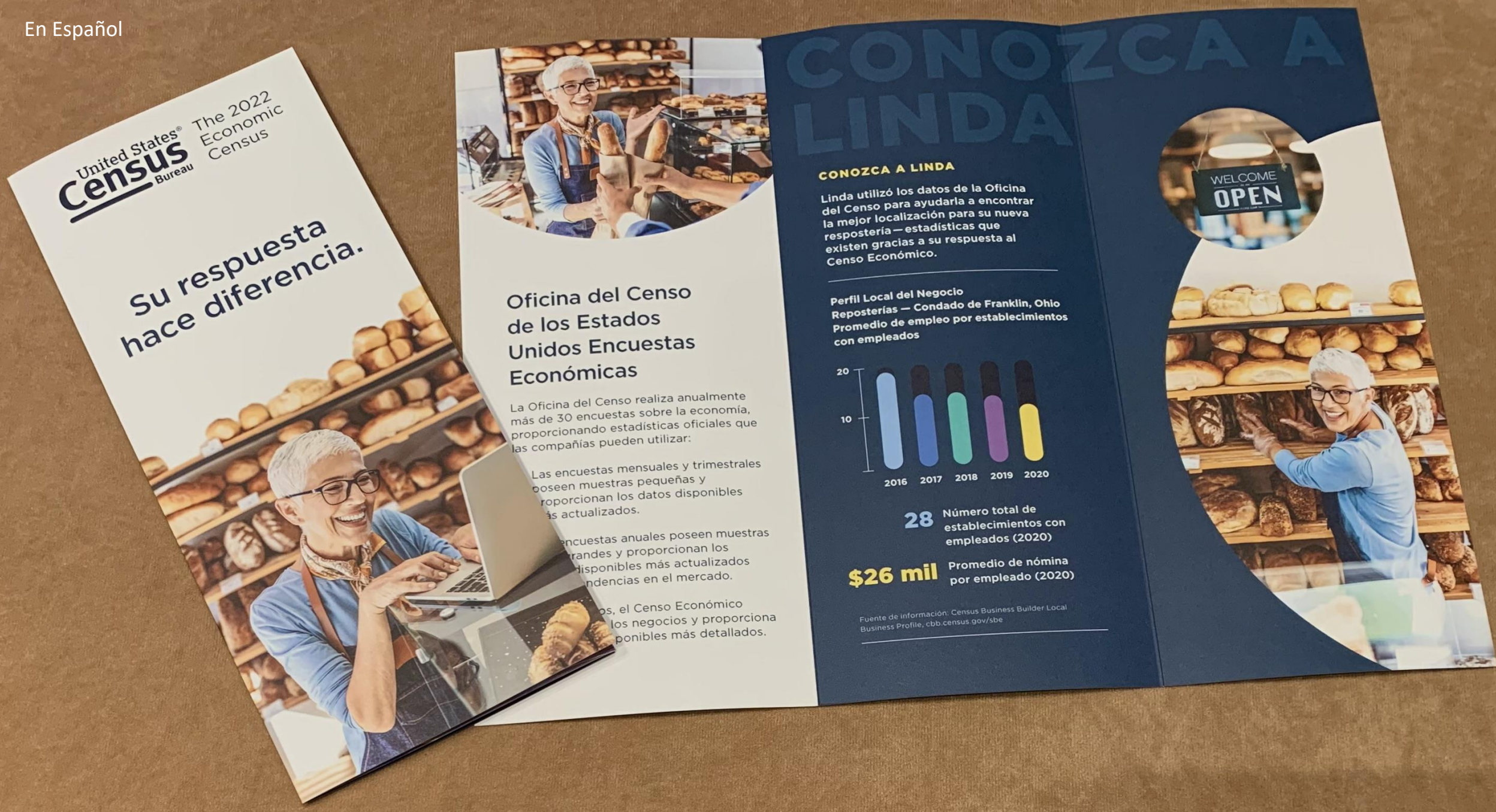




Tri-fold


United States Census Bureau
The 2022 Economic Census
Your response makes a difference.
U.S. Census Bureau Economic Surveys
The Census Bureau conducts more than 30 economic surveys each year, providing official statistics companies can use:
Monthly and quarterly surveys have smaller samples and provide the most timely data available.
nnual surveys have larger samples d provide the most up-to-date nd data available.
5 years, the Economic Census measures all businesses and provides the most comprehensive data available.
MEET LINDA
MEET LINDA
Linda used Census Bureau data to help find the best location for her new bakery—statistics made possible by your response to Census economic surveys.
Local Business Profile
Bakeries — Franklin County, Ohio
Average employment per employer
20
10
2016
2017
2018
2019
2020
28 Total # employer establishments (2020)
$26K Average payroll per employee (2020)
Source: Census Business Builder Local Business Profile, cbb.census.gov/sbe
WELCOME
OPEN

En Español


United States Census Bureau
The 2022 Economic Census
Su respuesta hace diferencia.
Oficina del Censo de los Estados Unidos Encuestas Económicas
La Oficina del Censo realiza anualmente más de 30 encuestas sobre la economía, proporcionando estadísticas oficiales que las compañías pueden utilizar:
Las encuestas mensuales y trimestrales poseen muestras pequeñas y proporcionan los datos disponibles más actualizados.
encuestas anuales poseen muestras grandes y proporcionan los disponibles más actualizados tendencias en el mercado.
os, el Censo Económico los negocios y proporciona ponibles más detallados.
CONOZCA A LINDA
CONOZCA A LINDA
Linda utilizó los datos de la Oficina del Censo para ayudarla a encontrar la mejor localización para su nueva respostería — estadísticas que existen gracias a su respuesta al Censo Económico.
Perfil Local del Negocio
Reposterías — Condado de Franklin, Ohio
Promedio de empleo por establecimientos con empleados
20
10
2016
2017
2018
2019
2020
28 Número total de establecimientos con empleados (2020)
$26 mil Promedio de nómina por empleado (2020)
Fuente de información: Census Business Builder Local Business Profile, cbb.census.gov/sbe
WELCOME
OPEN

Census Data Tools

Longitudinal Employer-Household Dynamics Program (LEHD)

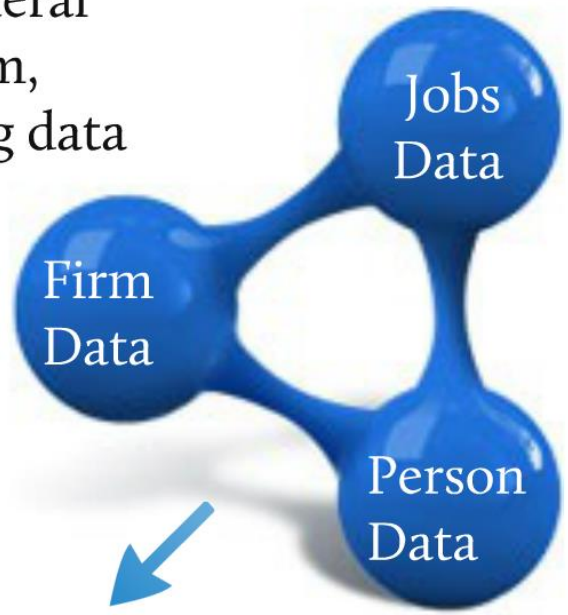
https://lehd.ces.census.gov/

United States Census Bureau

LEHD Data Infrastructure

https://lehd.ces.census.gov/

An innovative federal statistical program, collecting existing data and ...



..linking it together to provide new information sources at low cost

New linked national jobs data for the U.S.

Census data tools –
free and available online

LEHD Data Products

https://lehd.ces.census.gov/

Data Product	Explore the data, answer questions, or get visualizations	Bulk data for use in analysis process/software	Live queries for building web applications
Quarterly Workforce Indicators (QWI)	QWI Explorer	LED Extraction Tool Raw data download	Census Bureau API
LEHD Origin-Destination Employment Statistics (LODES)	OnTheMap OnTheMap for Emergency Management	Raw data download LED Extraction Tool – Coming in 2023	Future development
Job-to-Job (J2J)	Job-to-Job Explorer	Raw data download LED Extraction Tool – Coming in 2022	Future Development
Post-Secondary Employment Outcomes (PSEO)	PSEO Explorer	Raw data download	Census Bureau API
Veteran Employment Outcomes (VEO)	VEO Explorer	Raw data download	Future Development

LEHD Data Products

https://lehd.ces.census.gov/

- Quarterly Workforce Indicators (QWI)
  - Employment: Hires, separations, turnovers, earnings
- LEHD Origin-Destination Employment Statistics (LODES)
  - Employment data for detailed and customized geographic levels
  - Data Tools: OnTheMap, or OnTheMap for Emergency Management

LEHD Data Products

https://lehd.ces.census.gov/

- Job-to-Job (J2J)
  - Statistics on job mobility across state boundaries or industries
  - Transitions between jobs by timing and firm or worker characteristics
  - Earning changes due to job changes
- Post-Secondary Employment Outcomes (PSEO)
  - Experimental data set that reports earnings by
    - institution, degree field, degree level, and graduation cohort for 1, 5 and 10 years after graduation
  - Accessible through the PSEO Explorer

LEHD Data Products

https://lehd.ces.census.gov/

- Veteran Employment Outcomes (VEO)
  - Experimental data set that reports earnings and employment outcomes for U.S. Army veterans 1, 5 and 10 years after discharge by:
    - Military occupation, rank, demographics, industry, geography of employment
  - Accessible through the VEO Explorer
- Raw data downloads are also available, along with LEHD microdata, for approved projects through our secure Census Research Data Centers

Census Business Builder

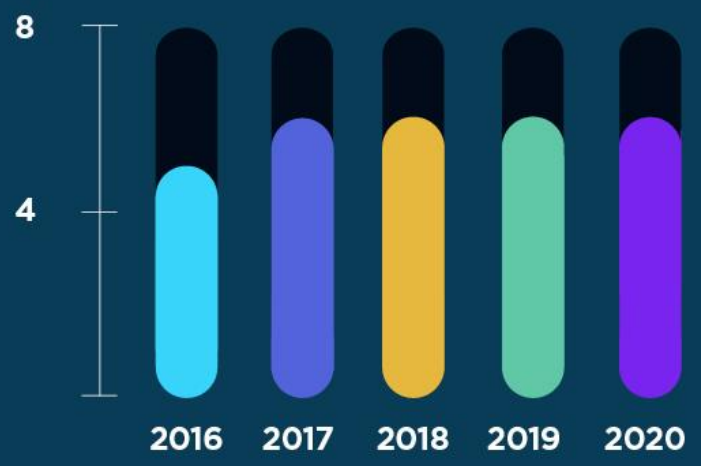
cbb.census.gov

United States Census Bureau

MEET LILLY

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

Local Business Profile
Gas Stations with Convenience Stores
Harris County, TX
Average employment per employer



1.8K Total # employer establishments (2020)

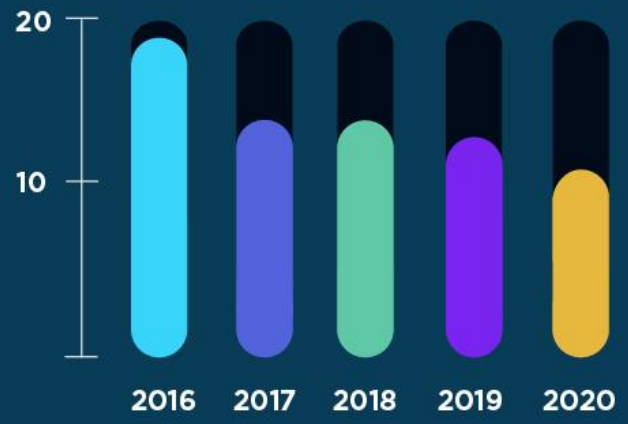
$24K Average payroll per employee (2020)

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

MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery — statistics made possible by your response to the Economic Census.

Local Business Profile
Bakeries — Franklin County, Ohio
Average employment per employer



28 Total # employer establishments (2020)

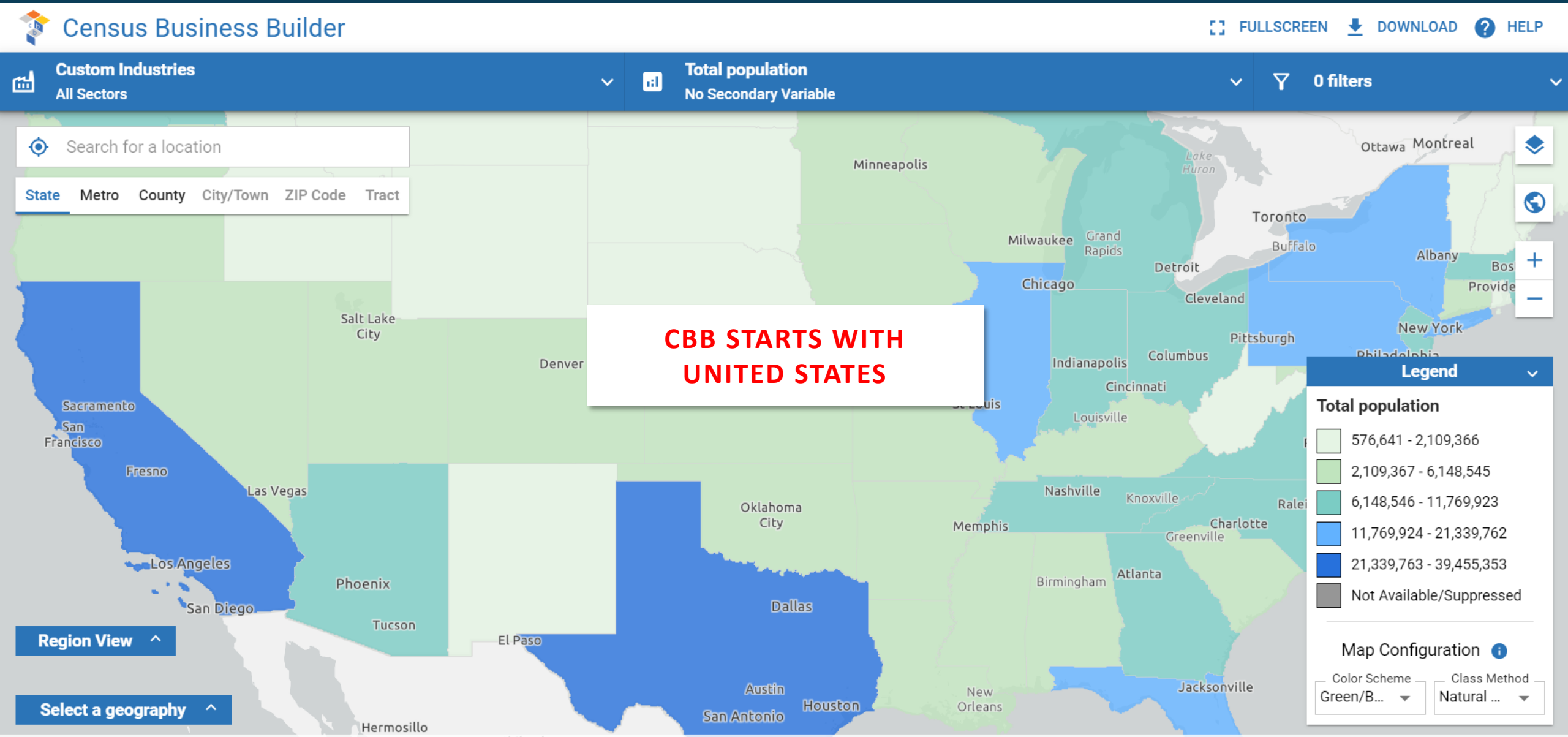
$26K Average payroll per employee (2020)

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

Census data tools –
free and available online

Census Business Builder

cbb.census.gov



CBB STARTS WITH UNITED STATES

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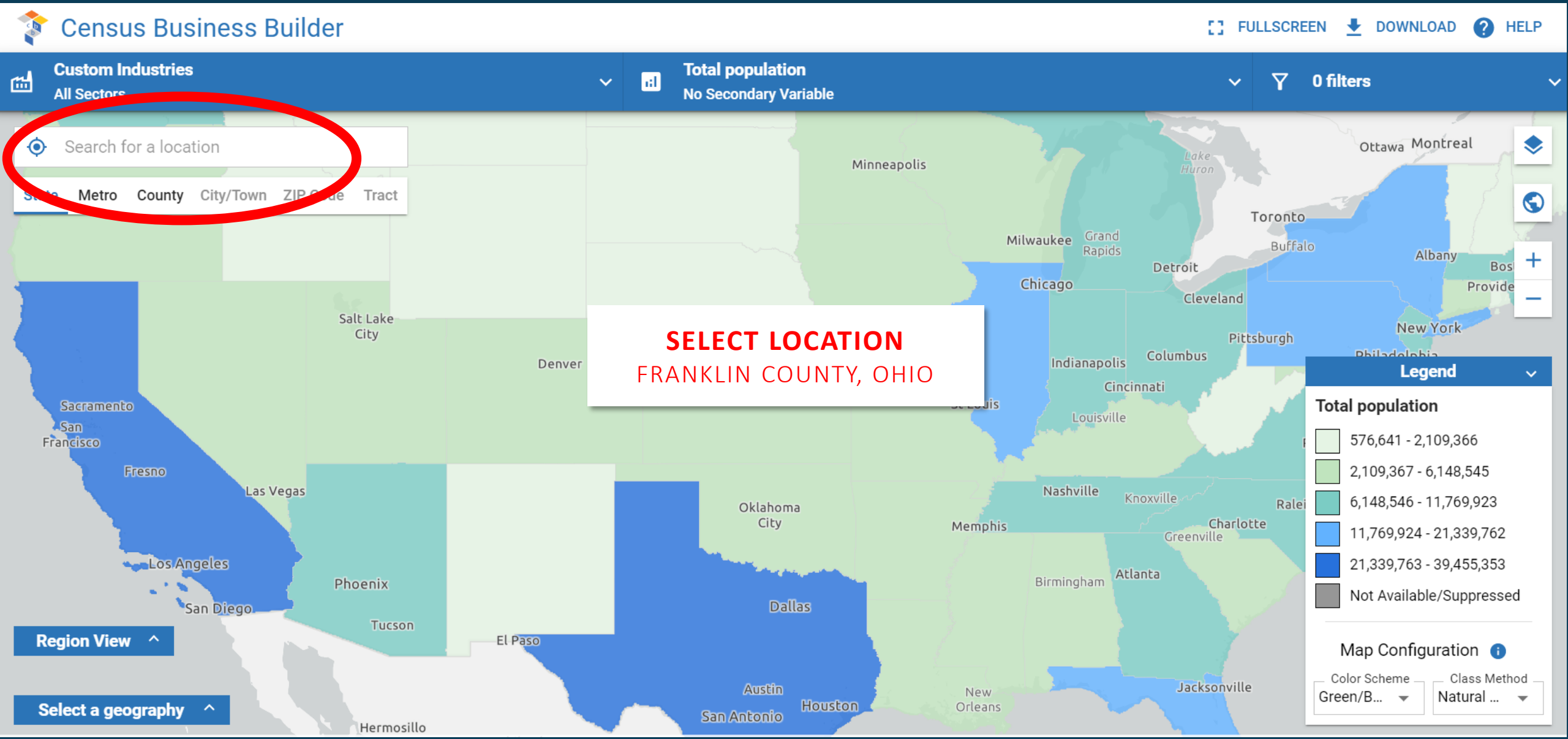

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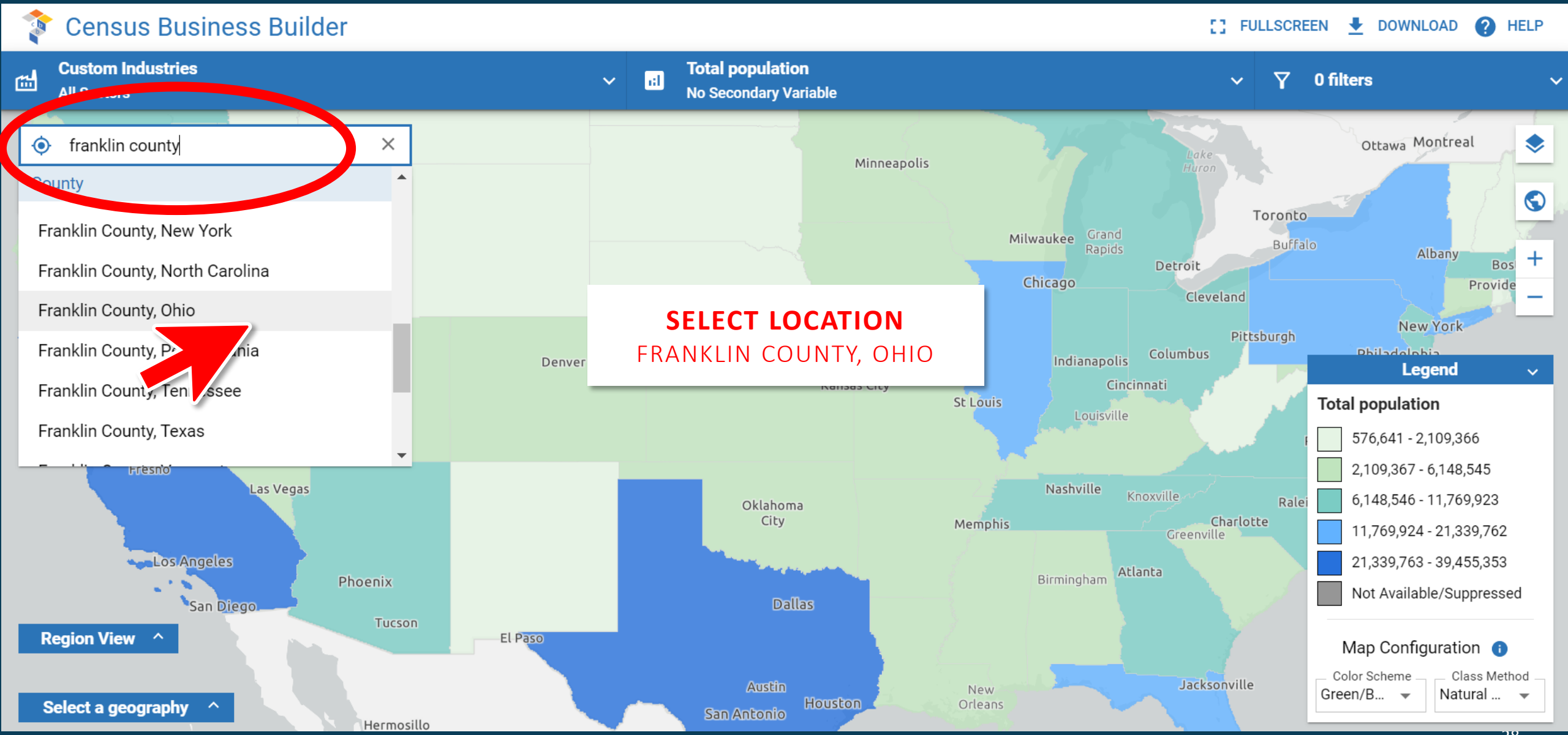

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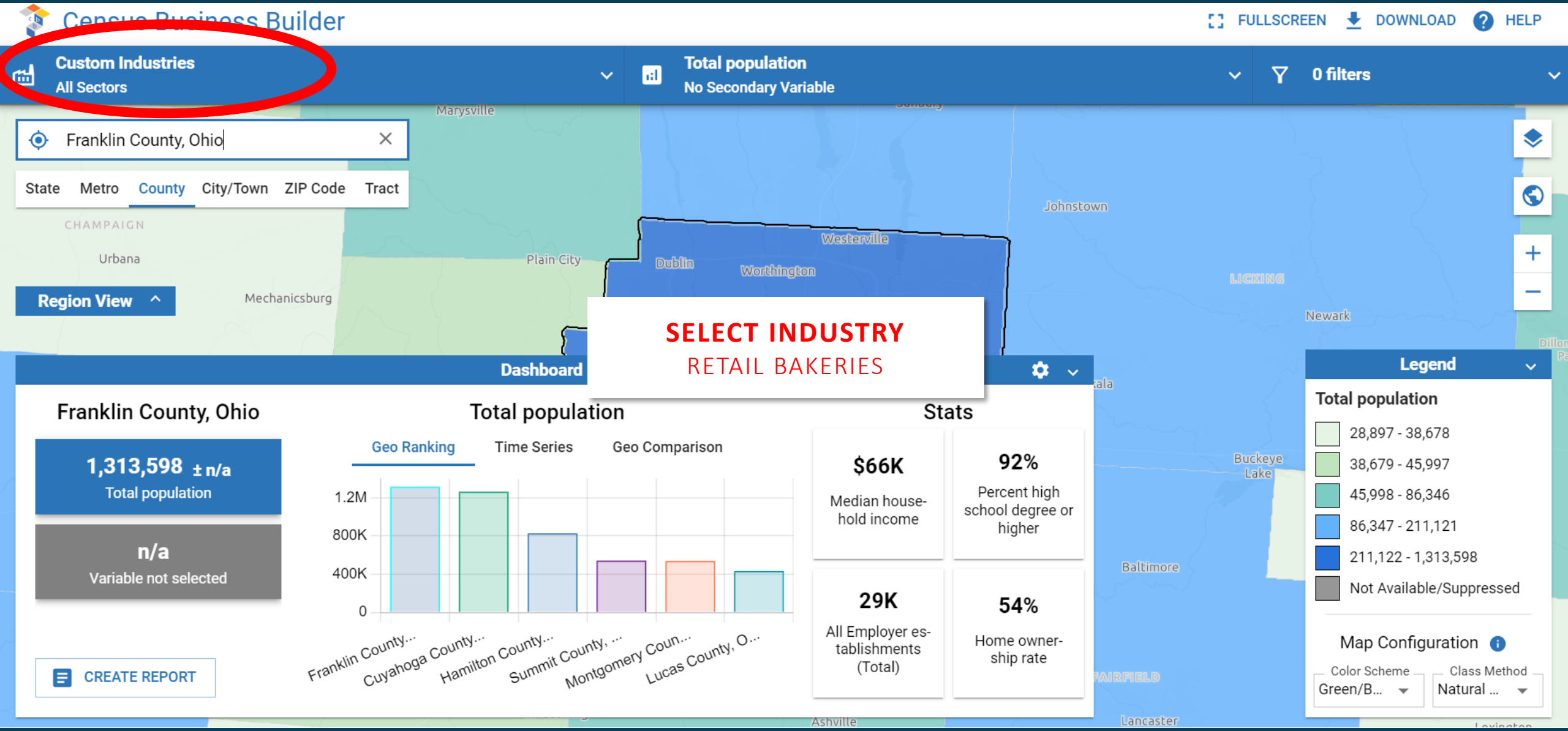

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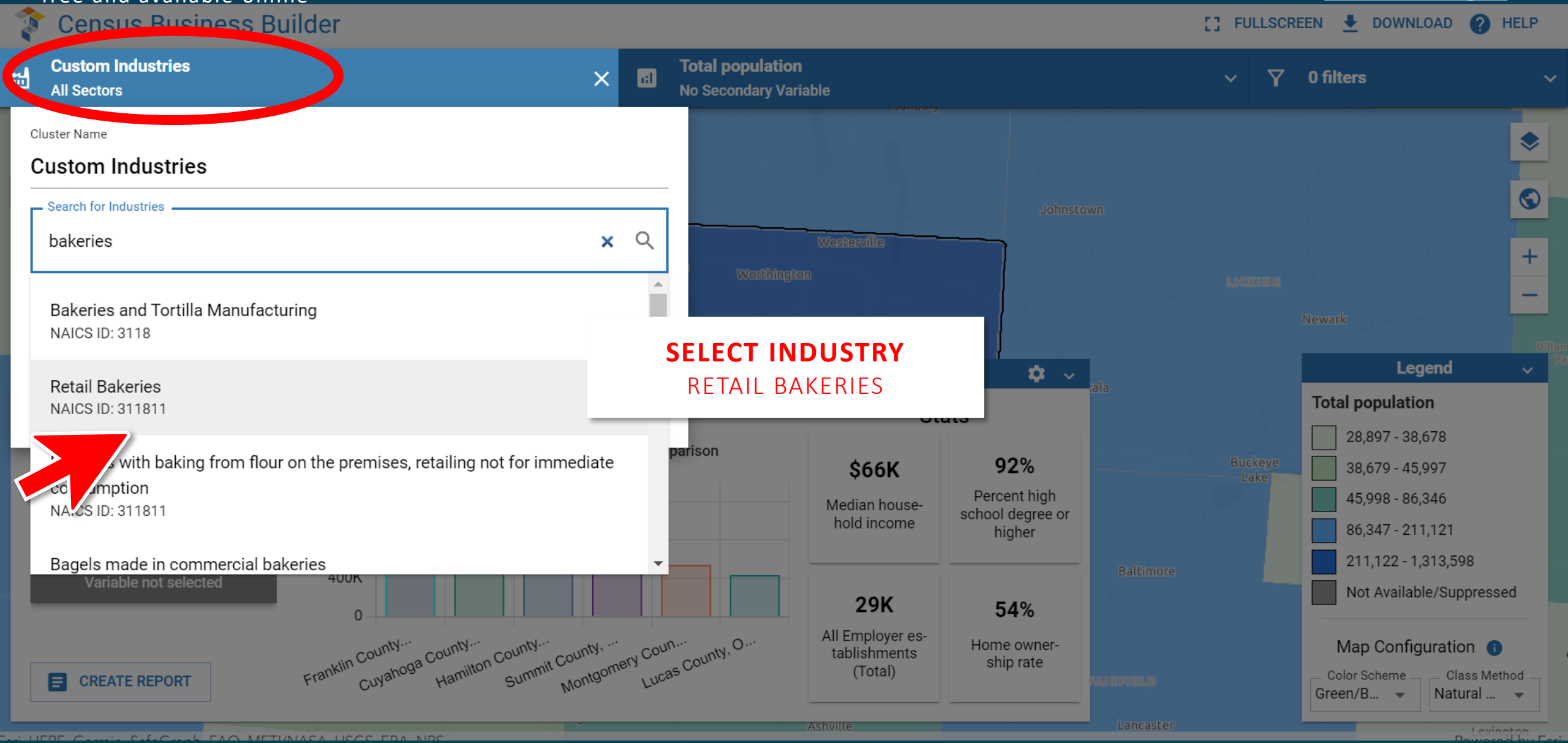

SELECT INDUSTRY
RETAIL BAKERIES

Census data tools –
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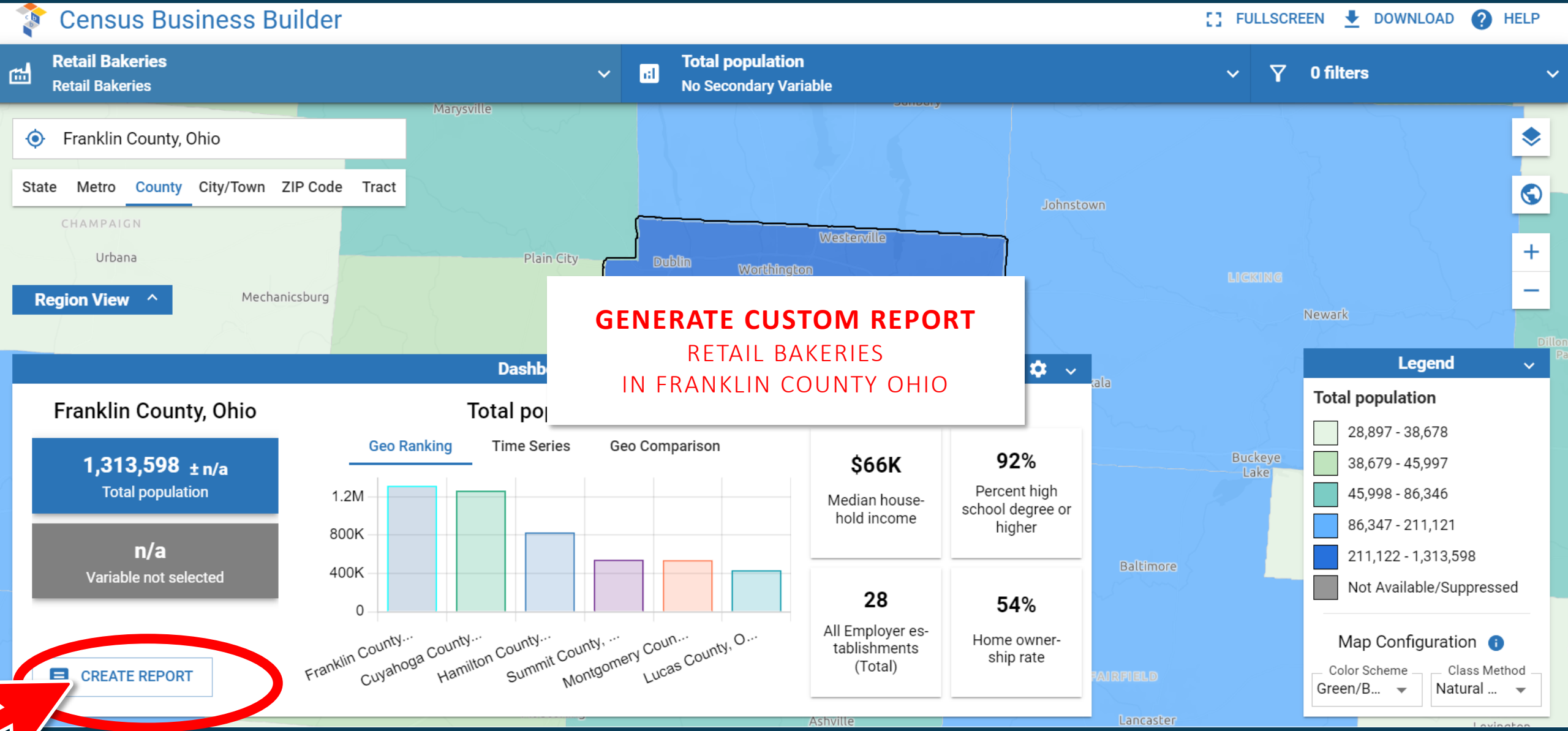


Census data tools –
free and available online

Census Business Builder

cbb.census.gov

Business Profile

Retail Bakeries - Franklin County, Ohio

HELP DOWNLOAD DATA SETTING

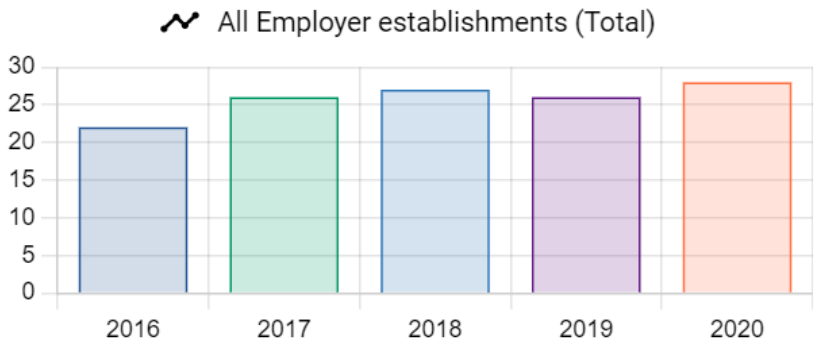
Table of Contents

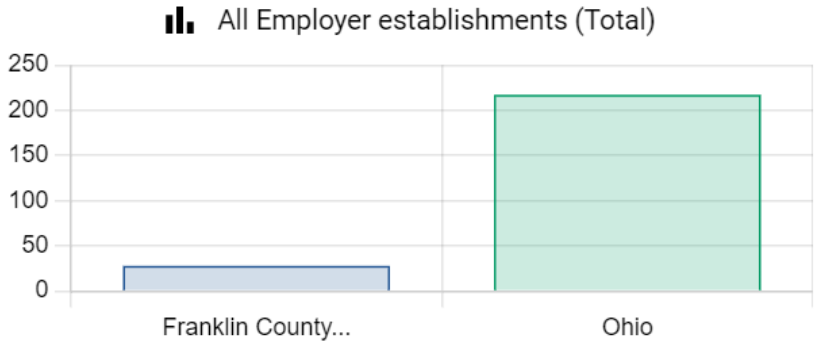
- Contents
- Consumers/Residents
  - Demographic Characteristics
  - Socioeconomic Characteristics
  - Housing Characteristics
- Business Summary
  - Employer Businesses
  - Business Revenue
  - Nonemployer Businesses
  - Workforce
  - Quarterly Businesses

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2015 thru 2019 County Business Patterns, 2012 and 2017 Economic Census, and the 2017 Census of Agriculture. (These variables are related to the Industry selected.)

Variable	Estimate
All Employer establishments (Total)	28
Average employment per employer	11
Average payroll per employee	$26,098
Population per employer	46,084
Total employment of employers	307
Total annual payroll of employers ($1,000)	$8,012
Number of farm operations (Ag only)	132





Census Data and Texas

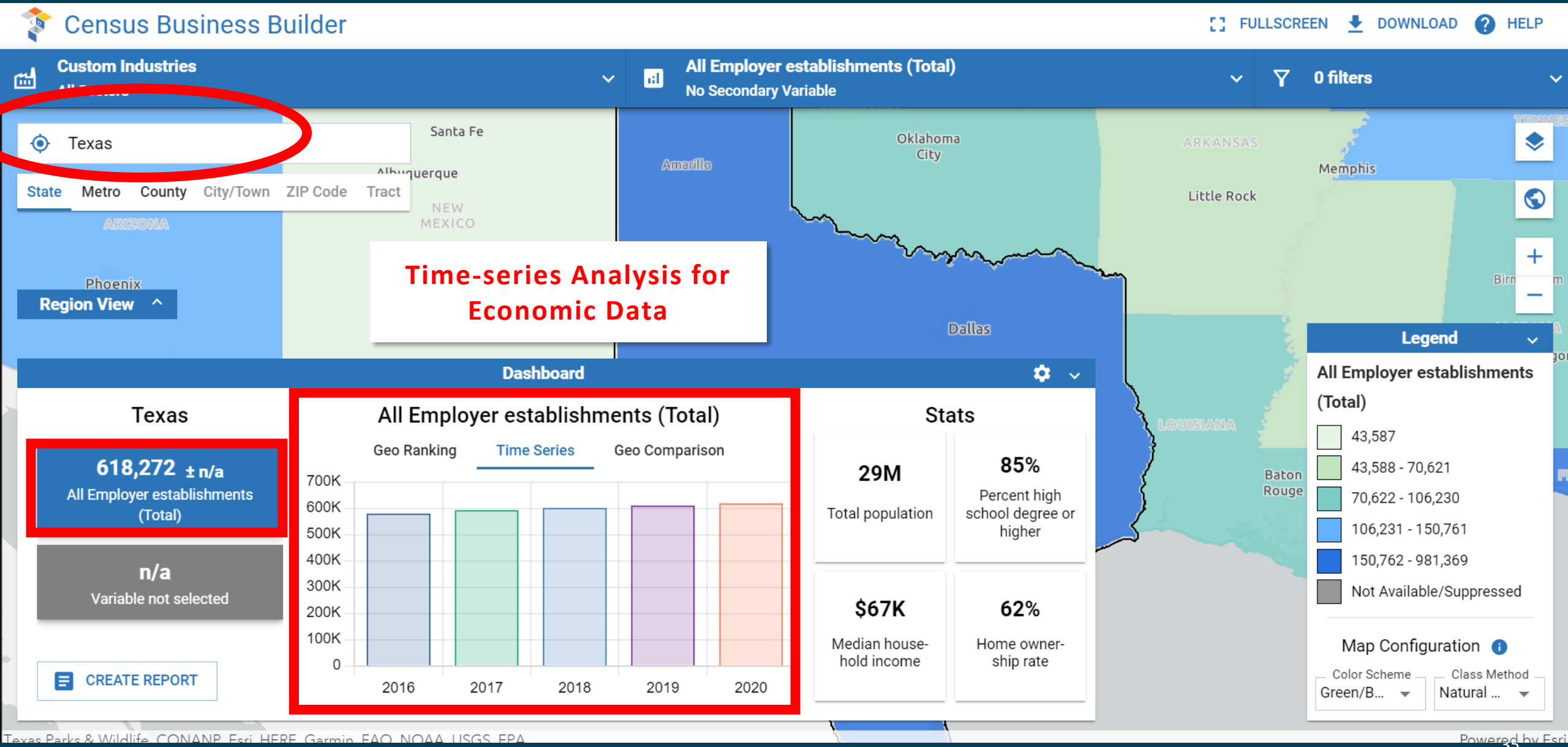
Census Data and Texas

- You can use Economic Census data to identify:
  - Economic trends in Texas
  - Industry growth/decline
  - Small business information
  - Employment, revenue, payroll information.

Census data tools –
free and available online

Economic Trends in Texas

cbb.census.gov



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Economic Trends in Texas

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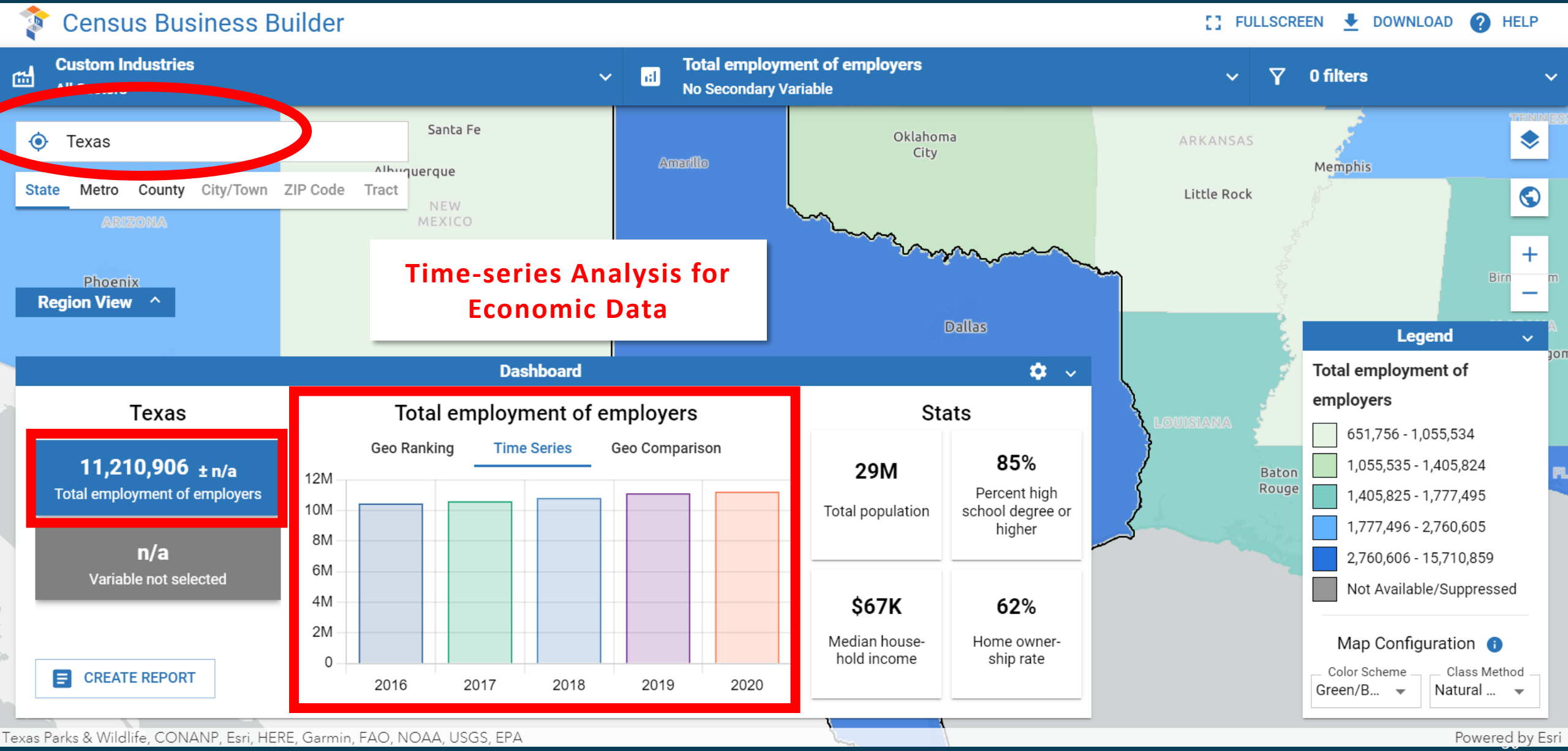

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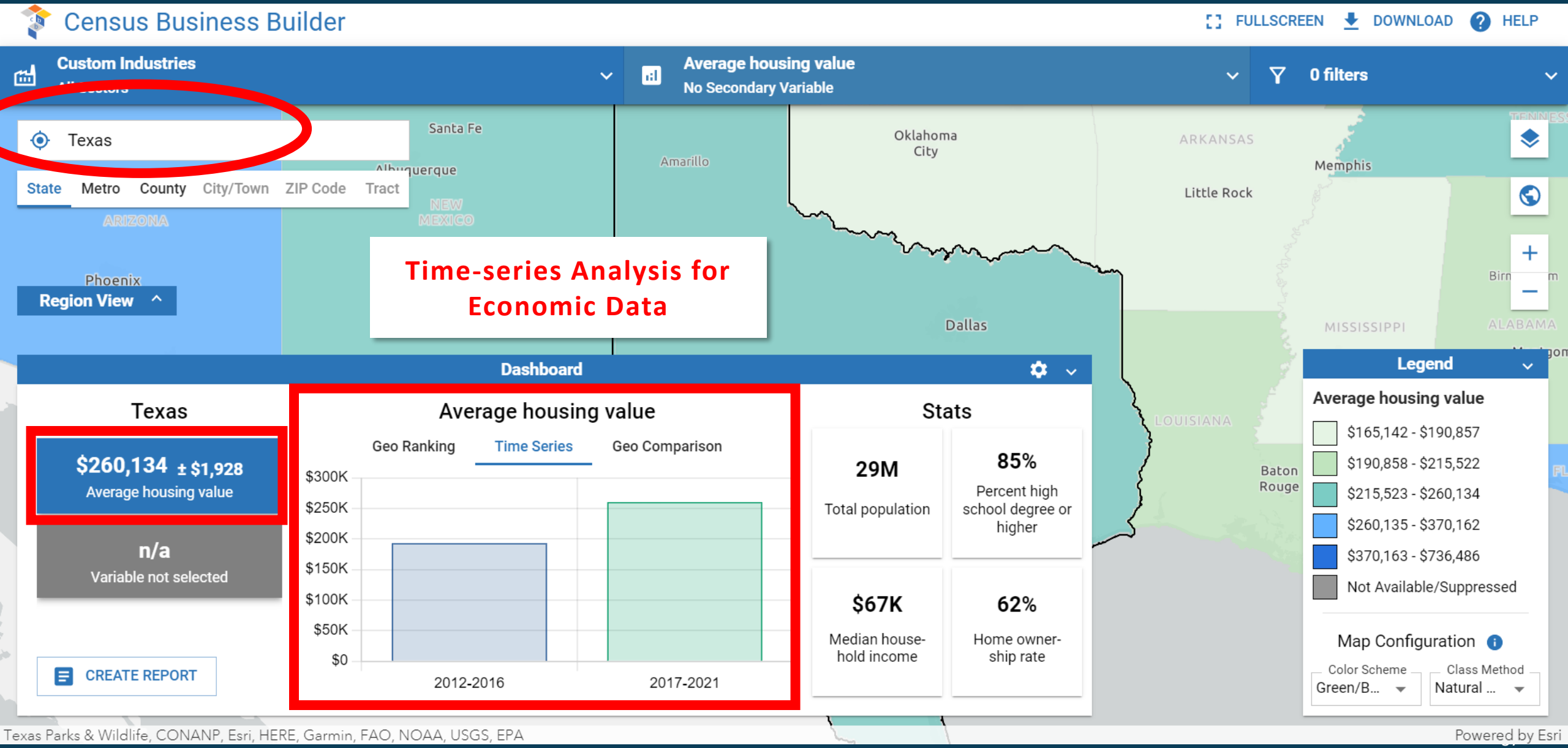

Census data tools –
free and available online

Economic Trends in Texas

cbb.census.gov

Business Profile
Custom Industries - Texas

Business Profile for Texas

HELP DOWNLOAD DATA SETTING

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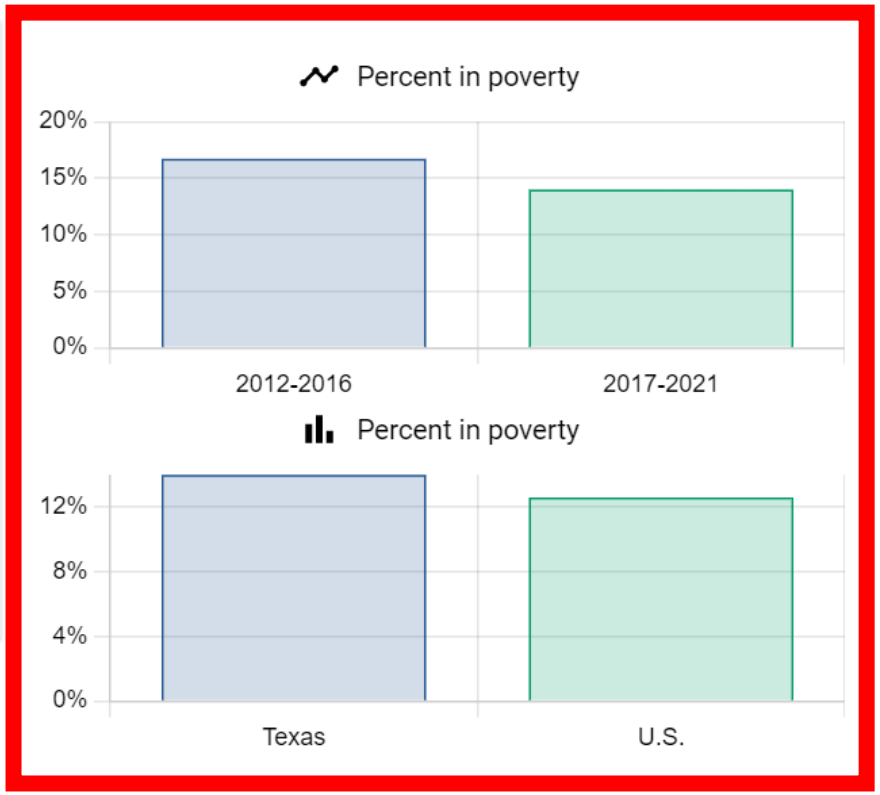
Socioeconomic Characteristics

Includes information on social and economic characteristics from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

Variable	Estimate
Median household income	$67,321
Average income	$94,115
Percent high school degree or higher	84.8%
Percent Bachelor's degree or higher	31.5%
Average household size	2.76
Percent in poverty	14.0%
Percent population 16 years and over in labor force	65.1%
Percent employed	61.2%
Percent disabled	11.4%



These data are subject to sampling and non-sampling errors. See Methodology on the ACS Home Page for more information.

Economic Trends in Texas

Business Profile
Custom Industries - Texas

Business Profile for Texas

HELP DOWNLOAD DATA SETTING

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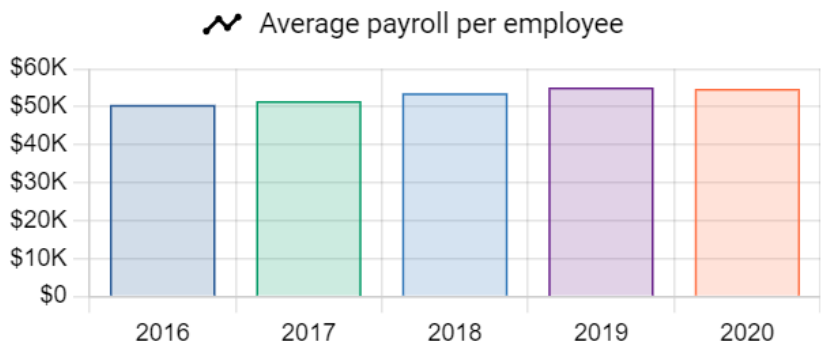
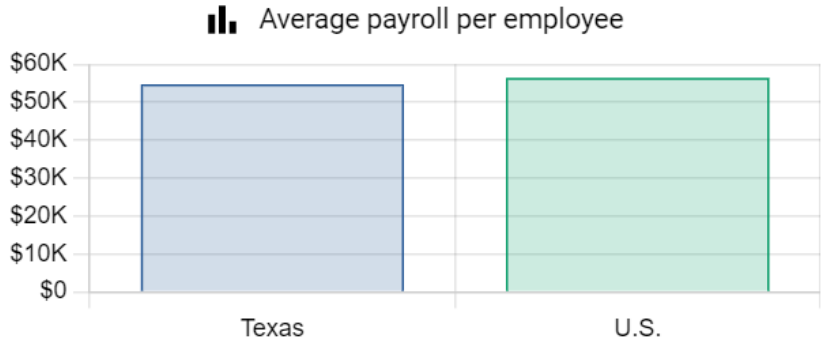
Variable	Estimate
All Employer establishments (Total)	618,272
Average employment per employer	18
Average payroll per employee	$54,692
Population per employer	46
Total employment of employers	11,210,906
Total annual payroll of employers ($1,000)	$613,148,935
Number of farm operations (Ag only)	60,431
Total contract and hired labor expense (Ag only)	$117,305,000
Total operating expense (Ag only)	$6,068,343,000





Economic Trends in Texas

Business Profile
Custom Industries - Texas

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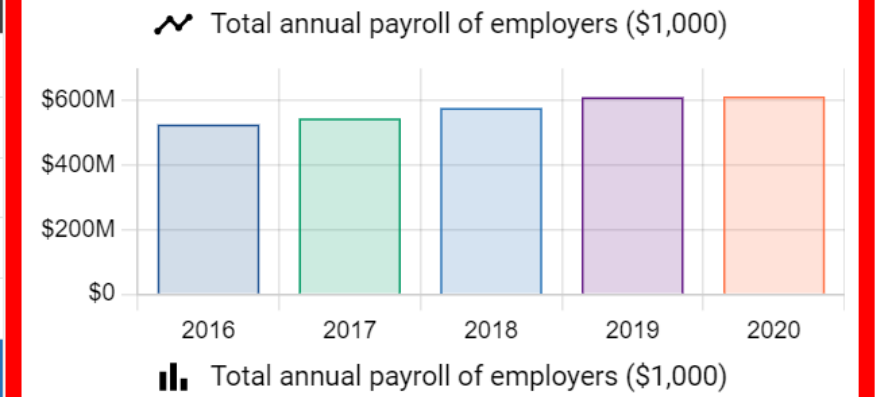
Number of farm operations (Ag only)	60,431
Total contract and hired labor expense (Ag only)	$117,305,000
Total operating expense (Ag only)	$6,068,343,000



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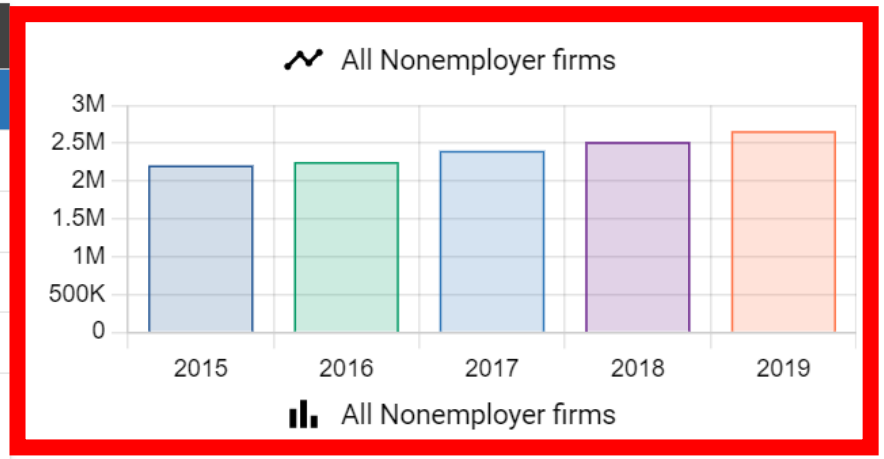
Nonemployer Businesses

Includes key statistics for businesses with no paid employees (such as independent contractors and sole proprietors (Nonemployers)) from the 2014 thru 2018 Nonemployer Statistics programs and the 2012 and 2017 Economic Census. (These variables are related to the Industry selected.)

Variable	Estimate
All Nonemployer firms	2,658,054
Total number of employers and nonemployers	3,267,530
Total revenue of employers and nonemployers ($1,000)	n/a
Revenue of nonemployer firms ($1,000)	$133,580,403
Revenue per nonemployer firm ($1,000)	$50



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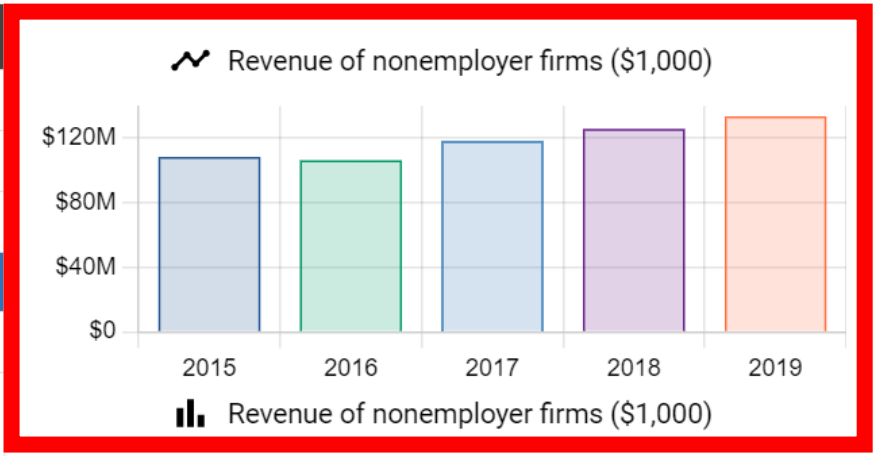

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Businesses Totals

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2019 County Business Patterns, 2018 Nonemployer Statistics program, and the 2017 Economic Census. (These variables are related to the Industry selected.)

Industry	All Employer establishments (Total)	All Nonemployer firms	Total employment of employers	Total annual payroll of employers ($1,000)	Total revenue of employers ($1,000)	Revenue of nonemployer firms ($1,000)	Number of farm operations (Ag only)
All Sectors	618,272	2,658,054	11,210,906	$613,148,935	n/a	$133,580,403	n/a
Accommodation and Food Services	60,264	61,491	1,277,207	$21,106,012	$74,369,383	$2,278,216	n/a
Administrative and Support and Waste Management and Remediation Services	30,705	305,943	1,049,120	$44,299,646	$80,003,853	$6,815,773	n/a
Agriculture, Forestry, Fishing, and Hunting	1,084	23,218	6,920	$314,293	n/a	$978,842	n/a
Arts, Entertainment, and Recreation	8,437	112,681	159,138	$4,436,363	$14,841,616	$2,765,785	n/a
Construction	49,326	350,258	736,998	$45,213,758	$214,508,254	$23,963,759	n/a
Educational Services	7,938	73,286	213,372	$8,813,132	$5,063,355	$1,119,158	n/a
Finance & Insurance	41,568	83,386	582,186	$54,723,912	n/a	$6,646,096	n/a
Health Care and Social Assistance	73,036	177,202	1,615,065	$77,809,987	$186,108,690	$6,490,040	n/a

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Key Ratios

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2019 County Business Patterns and the 2017 Economic Census. (These variables are related to the Industry selected.)

Industry	Average employment per employer	Average revenue per employer ($1,000)	Average payroll per employee	Population per employer	Revenue per nonemployer firm ($1,000)
All Sectors	18	n/a	$54,692	46	$50
Accommodation and Food Services	21	$1,302	$16,525	469	$37
Administrative and Support and Waste Management and Remediation Services	34	$2,743	$42,226	920	$22
Agriculture, Forestry, Fishing, and Hunting	6	n/a	$45,418	26,071	$42
Arts, Entertainment, and Recreation	19	$1,948	$27,877	3,350	$25
Construction	15	$4,763	$61,349	573	$68
Educational Services	27	$911	$41,304	3,560	$15
Finance & Insurance	14	n/a	$93,997	680	$80
Health Care and Social Assistance	22	$2,661	$48,178	387	$37
Information	24	n/a	$92,981	2,531	$39
Management of Companies and Enterprises	74	$2,280	$122,751	6,207	n/a
Manufacturing	41	$28,987	$65,671	1,401	$54

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Consumer Spending

Consumer Spending

Includes information on consumer expenditures per household in 2021 from Esri

Variable	Estimate
Total consumer expenditures per household	$77,688.16
Consumer expenditures per household on Alcoholic beverages	$594.58
Consumer expenditures per household on Apparel & services	$2,117.25
Consumer expenditures per household on Dining out (Food away from home)	$3,801.51
Consumer expenditures per household on Education	$1,590.88
Consumer expenditures per household on Entertainment / Recreation	$3,147.38
Consumer expenditures per household on Food consumed at home	$5,402.00
Consumer expenditures per household on Health Care	$6,149.27
Consumer expenditures per household on Household Services	$2,165.63
Consumer expenditures per household on Housing	$24,539.12
Consumer expenditures per household on Life and other insurance	$575.30

Source: Esri (2021)

Important takeaways to help support response

- Not every company receives the Economic Census.
- The Economic Census due date was March 15, 2023, but businesses may request an extension.
- Responses are held confidential and are required by law (Title 13, U.S. Code).
- Respondent help line number is on each invitation to respond.
- Results are free and available online.

United States® Census Bureau

The 2022 Economic Census

Q & A

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