



# Economic Census Update

2024 Goldschmidt Data Immersion Workshop

March 5, 2024

**Chuck Brady – U.S. Census Bureau**  
Chief, Respondent Outreach & Promotion  
Economic Management Division



A man with a beard and a woman are in a workshop, looking at a tablet together. The man is pointing at the screen. In the background, there is an easel with a painting and a mannequin.

# What is the Economic Census?

United States<sup>®</sup>  
**Census**  
Bureau

The 2022  
Economic  
Census



# 2022 Economic Census

- Conducted every 5 years, the economic census produces the most comprehensive economic data available.
- Serves as the benchmark for more frequently occurring Census Bureau economic surveys.
- Businesses reported their 2022 year-end numbers. Responses are strictly confidential. Company data is used for statistical purposes only.



# 2022 Economic Census

- Data covers 19 economic sectors that encompass 950 NAICS industries, that span over 21,000 geographic areas.
- Release schedule: January 2024 – March 2026
- All data are free and available online
- More information at [census.gov/EconomicCensus](https://census.gov/EconomicCensus)





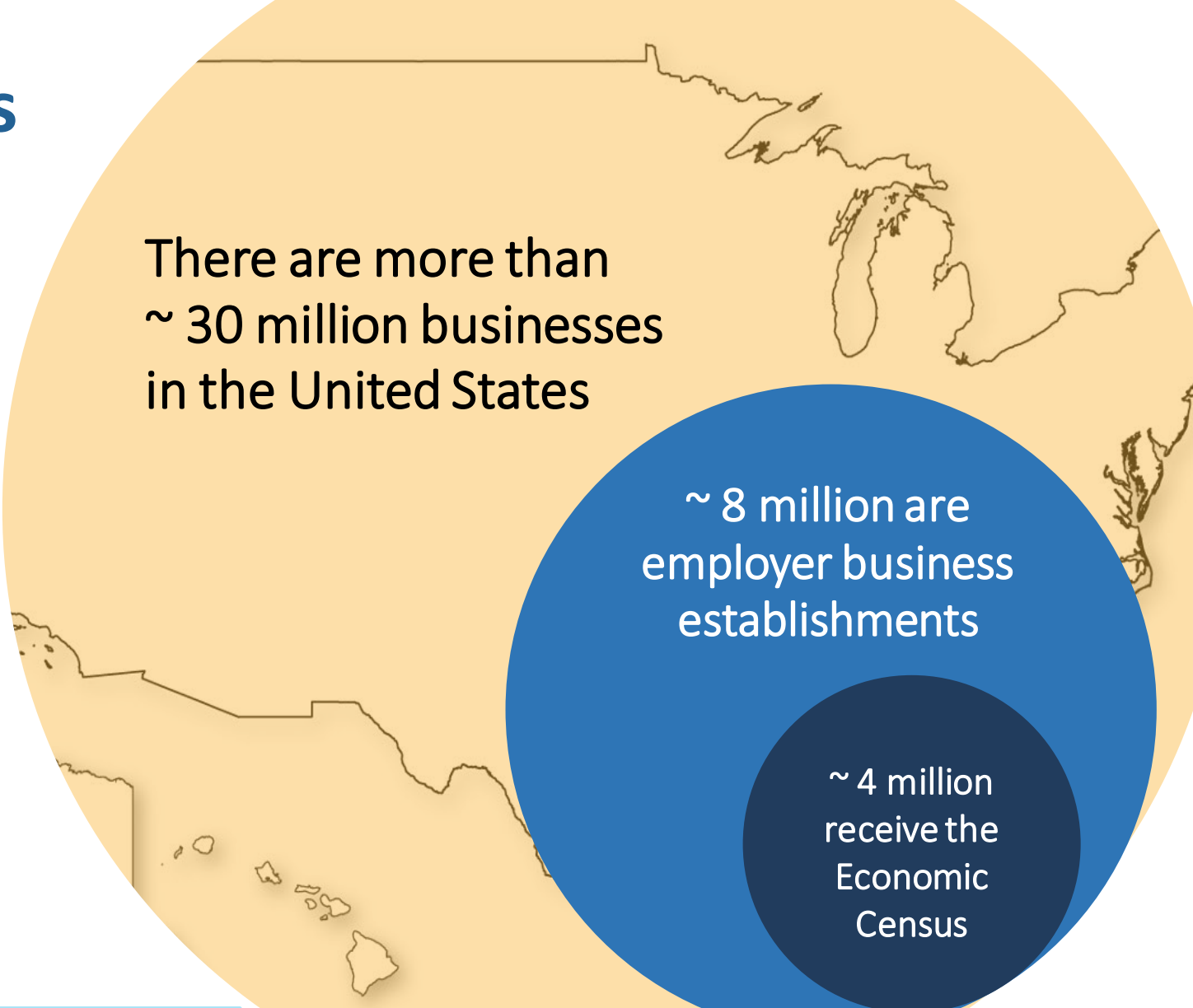
# Information Required

- 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



# Note: Most companies did 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

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 in his left hand. The background is a bar with shelves of glasses and a patterned wall.

# 2022 Economic Census Data

United States<sup>®</sup>  
**Census**  
Bureau

The 2022  
Economic  
Census



# Accelerated Data Release Plan

Series	Description	Planned 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"> <li>Guam, American Samoa, Northern Mariana Islands</li> <li>U.S. Virgin Islands</li> <li>Puerto Rico</li> </ul>	<ul style="list-style-type: none"> <li>June 2024</li> <li>July 2024</li> <li>December 2024</li> </ul>
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



# First Look Statistics

Preliminary general statistics for the U.S. level at a broad industry level (2-3 digit NAICS) for the following industries (level of detail varies):

- Agriculture
- Mining
- Utilities
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Service Industries



# Accelerated Data Release Plan

Series	Description	Planned 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"> <li>Guam, American Samoa, Northern Mariana Islands</li> <li>U.S. Virgin Islands</li> <li>Puerto Rico</li> </ul>	<ul style="list-style-type: none"> <li>June 2024</li> <li>July 2024</li> <li>December 2024</li> </ul>
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

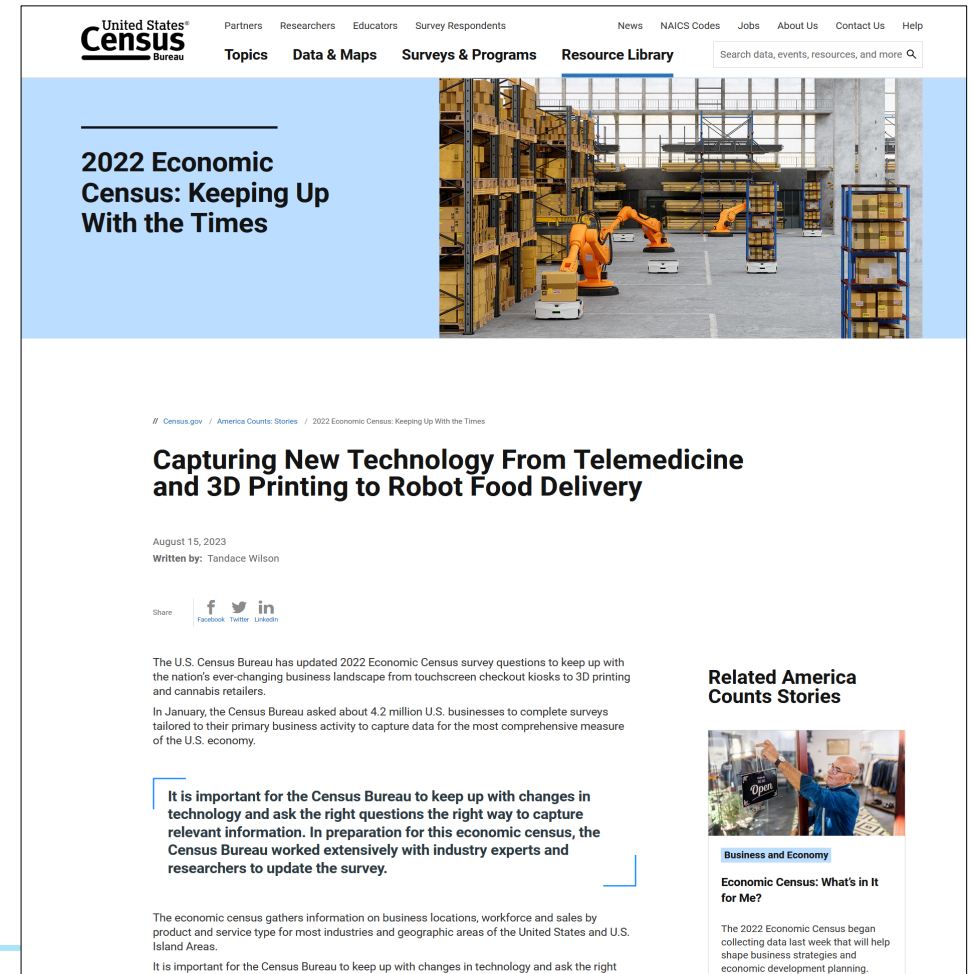
# New Content - Measure the changing economy

## 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 main navigation bar includes links for Partners, Researchers, Educators, Survey Respondents, News, NAICS Codes, Jobs, About Us, Contact Us, and Help. Below the navigation bar, there are tabs for Topics, Data & Maps, Surveys & Programs, and Resource Library. A search bar is located on the right side of the navigation bar. The main content area features a large blue banner with the text "2022 Economic Census: Keeping Up With the Times" and an image of a warehouse with orange robotic arms. Below the banner, there is a news article titled "Capturing New Technology From Telemedicine and 3D Printing to Robot Food Delivery" by Tandace Wilson, dated August 15, 2023. The article includes social media sharing options for Facebook, Twitter, and LinkedIn. A related article titled "Related America Counts Stories" is also visible on the right side of the page.



# 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 young woman with her hair pulled back, wearing a dark green sweater, stands in a clothing store with her arms crossed. She is smiling warmly at the camera. The background shows clothing racks and a table with various items. The text is overlaid on the center of the image.

**“Data Stories” Campaign**  
**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 economic data.

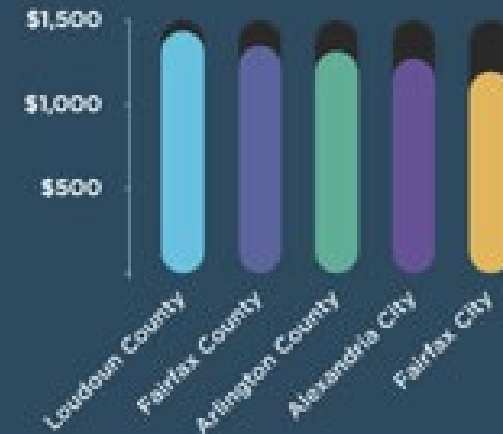
### MEET KARI

Kari used Census Bureau data to help pick Loudoun County as the location for her new women's clothing store in Northern Virginia.

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, VA - Census Bureau 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 Custom Region Report (2021) <<https://cbb.census.gov/>>



# Data from Census Business Builder

**Women's Clothing Stores**  
Women's Clothing Stores

**Consumer expenditures per household on Women's Apparel**  
Percent female

Loudoun County, Virginia

State Metro County City/Town ZIP Code Tract

Region View

**Loudoun County, Virginia** Consumer expenditures per household on W... Stats

**\$1,435.78 ± n/a**  
Consumer expenditures per household on Women's Apparel

**50.0% ± n/a**  
Percent female

CREATE REPORT

Geo Ranking Time Series Geo Comparison

1.5K \$1K \$500 \$0

Loudoun County... Falls Church cl... Fairfax County... Arlington Count... Alexandria city... Fairfax city, V...

50% Percent female

28 All Employer establishments (Total)

208 Total employment of employers

\$157K Median house hold income

County of Prince William, Fairfax County, VA, VGIN, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA

**Business Profile**  
Clothing Stores - Loudoun County, Virginia

**Employer Businesses**

Includes key statistics for businesses with 1 or more paid employees (Employers) from the County Business Patterns, Economic Census, and the Census of Agriculture. (These variables are re

Variable	Estimate
All Employer establishments (Total)	127
Establishments with less than 5 employees	36
Establishments with 5 to 9 employees	28
Establishments with 10 to 19 employees	37
Establishments with 20 to 49 employees	21
Establishments with 50 to 99 employees	5
Establishments with 100 to 249 employees	n/a
Establishments with 250 to 499 employees	n/a
Establishments with 500 to 999 employees	n/a
Establishments with 1,000 employees or more	n/a
Average employment per employer	13
Average payroll per employee	\$19,926
Population per employer	2,949

Information may not be available for all industries and areas to protect the privacy of individual companies.  
Source: [County Business Patterns](#) or [Economic Census](#)

**Business Revenue**

Includes key statistics on business revenue for businesses with 1 or more paid employees (Employers) from the Economic Census. (These variables are related to the Industry selected.)

Variable	Estimate
Average revenue per employer (\$1,000)	\$2,774
Average revenue per employee	\$140,214



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 the left of the laptop is a small glass terrarium with a succulent. The background is a bright office space with large windows overlooking a cityscape.

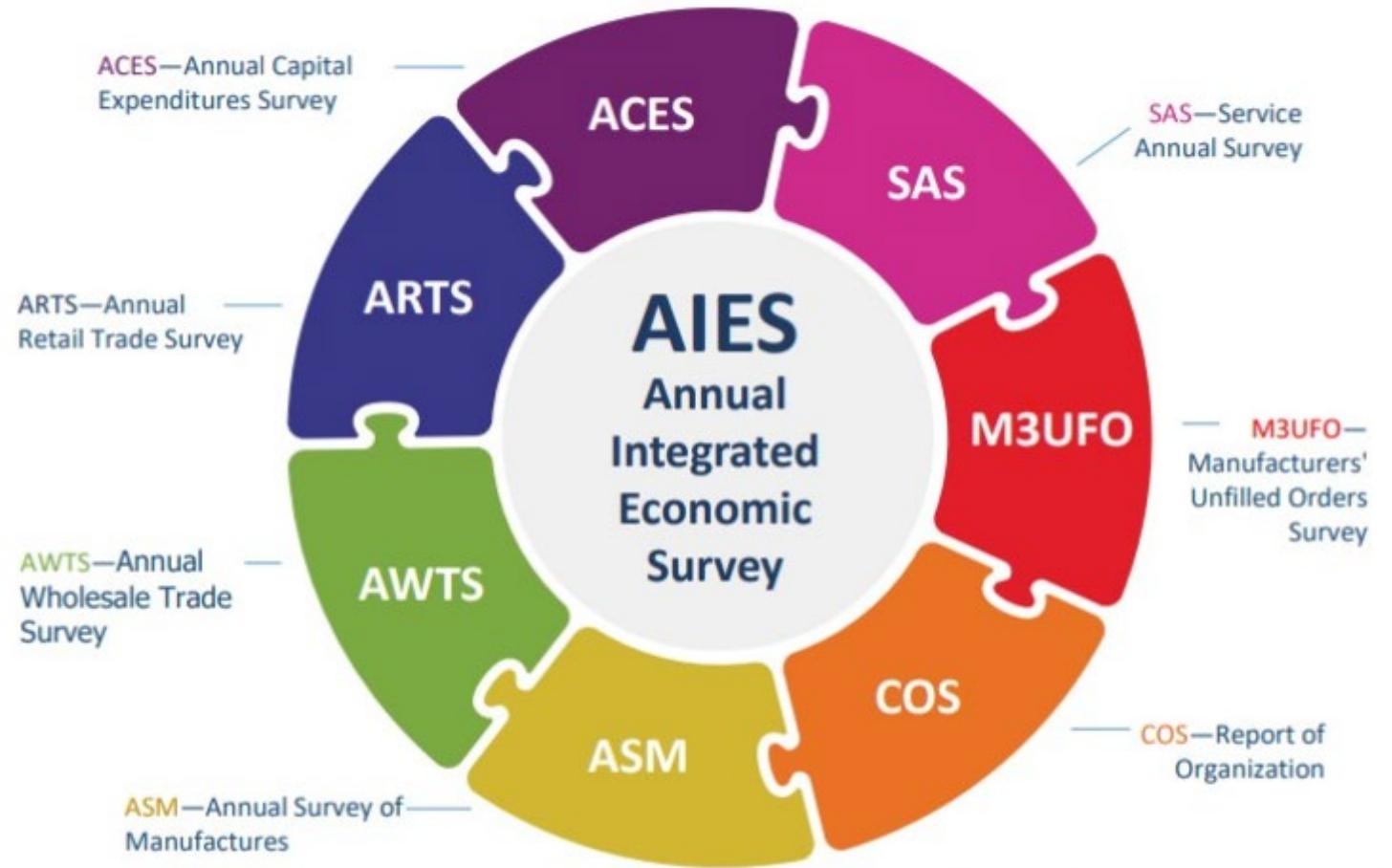
# Annual Integrated Economic Survey



# Annual Integrated Economic Survey (AIES)

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

## Integration of Seven Annual Economic Surveys



# 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](http://www.census.gov/aies)

Contact us at: [ECON.AIES.Help@census.gov](mailto:ECON.AIES.Help@census.gov)

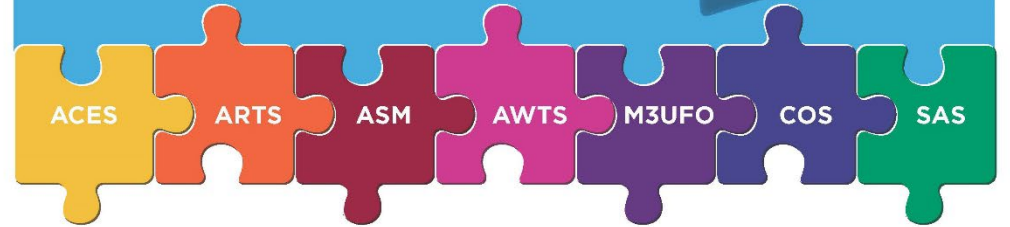


# Annual Economic Integrated Survey

[census.gov/content/dam/Census/topics/business-and-economy/flyers/aies-flyer.jpg](https://census.gov/content/dam/Census/topics/business-and-economy/flyers/aies-flyer.jpg)

## Annual Integrated Economic Survey

**AIES**



### WHAT IS THE ANNUAL INTEGRATED ECONOMIC SURVEY (AIES)?

The AIES is a single streamlined survey that provides the U.S. government's official annual measure of American businesses and economy.

### WHEN WILL THE AIES TAKE PLACE?

Businesses will begin receiving invitations to complete the AIES in the spring of 2024.

### WHICH BUSINESSES ARE COVERED IN THE AIES?

A sample of companies with one or more operating locations in the United States or the District of Columbia (D.C.).

### IS IT MANDATORY TO RESPOND TO THE AIES?

Yes. Response is required by law. Title 13, United States Code, Sections 131 and 182 authorize the survey and require businesses and other organizations to respond.

### Which surveys are being integrated into the AIES?

- 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)

### What information is collected in the AIES?

- Assets
- Business characteristics and classifications
- Employment
- Operating expenses
- Payroll
- Revenue
- Robotic equipment
- Various trade or industry-specific content



# Q & A

## **Adam Grundy**

Economic Management Division  
U.S. Census Bureau

301-763-7592

[Adam.P.Grundy@census.gov](mailto:Adam.P.Grundy@census.gov)

## **Chuck Brady**

Economic Management Division  
U.S. Census Bureau

301-763-6707

[Charles.F.Brady@census.gov](mailto:Charles.F.Brady@census.gov)

United States<sup>®</sup>  
**Census**  
Bureau

The 2022  
Economic  
Census

**Thank You**

