

MESSAGING

TALKING POINTS

You'll have many opportunities to speak publicly about the upcoming Economic Census. Talking points are provided here to help you clearly articulate the most important messages, as well as develop content for web, email, social media and print materials.

BACKGROUND

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census.
- The Economic Census is the official 5-year measure of American business collected for years ending in "2" and "7." The next Economic Census will be conducted in the second quarter of 2018 with companies reporting their 2017 year-end numbers.
- The Economic Census is the most comprehensive measurement of the U.S. economy, providing statistics at the national, state and local levels.
- Economic Census data serves as the foundation for the Gross Domestic Product (GDP) and other leading economic indicators for the nation. The statistics are also used by trade associations, economic development agencies, governments and individual businesses for business decisions and policymaking.

Examples of use include:

- The Bureau of Economic Analysis (BEA) uses the data for gross domestic product (GDP), personal consumption expenditures (PCE), and national income and product accounts (NIPA).
- Centers for Medicare and Medicaid Services (CMS) uses Economic Census data as input into geographic health care spending by state.
- The Federal Reserve Board (FRB) uses Economic Census data as a benchmark for industrial production (IP) and industry capacity numbers.
- The Bureau of Labor Statistics (BLS) uses Economic Census data as input into the producer price index (PPI).

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RESPONSE

- To reduce the burden on the business community, not all companies receive the Economic Census.
 - The Census is not sent to businesses without paid employees.
 - Less than 4 million of the nearly 8 million employer businesses are required to respond to the Economic Census, including U.S. Territories.
 - Administrative records data will be used in lieu of direct reporting for more small businesses than ever before. Administrative data is available for key data items (such as revenue, payroll, employment and inventories) covering about 25% of items collected on forms.
 - Account Managers are assigned to the largest companies, representing nearly 25% of establishments.
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep information private and secure.
- Response to the Economic Census is required by law (Title 13, U.S. Code).
- This is the first ever all online Economic Census collection. Online reporting is easy, improves accuracy, and reduces cost and processing times.
- One exception—small companies located in U.S. territories will have a paper option available, including a Spanish version for Puerto Rico.
- For secure online reporting, instructions and a unique company code will be provided to respondents by the Census Bureau via official U.S. mail. Respondents will be instructed to set up an online account on secure website to complete survey.
- Data Collection for the Economic Census is conducted in two parts:
 - Classification Mailing—
 - Mails in early February 2018. Due date is March 15, 2018.
 - Requests industry classification information from 320 thousand selected single-location businesses. Data collected is used to assign an appropriate NAICS industry classification for inclusion in the Economic Census tabulations and to provide key updates to the Census Bureau's Business Register universe, which is used to sample from for other Census Bureau economic surveys.
 - Main Econ Census Mailing—
 - Mails in early May 2018. Due date is June 12, 2018.
 - Requests information for approximately 3.5 million U.S. business locations, including U.S. Territories.

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- Information required: The Economic Census asks for the following information by location. Questions are tailored by industry.
 - Employer Identification Number
 - Physical location
 - Primary business activity
 - Sales, receipts, shipments or revenue
 - Employment and payroll
 - Value of goods or services produced
 - Industry-specific questions, such as class of customer, inventories, self-service technology, retail health clinics, distance learning, and business cooperatives

AVAILABILITY OF THE 2017 ECON CENSUS DATA

- The first census results will be available in September 2019 when the “First Look Report” provides preliminary totals for all economic sectors.
- Geographic level data will be released January–November 2020.
- All planned data products will be released by December 2021.