

# RESPONSE MAKES A DIFFERENCE

2012 Economic Census Informational Webinar

October 11, 2012



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

Learn more at [business.census.gov](http://business.census.gov) 1

# 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*

#econensus



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

Learn more at [business.census.gov](https://business.census.gov) 2

# 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



[business.census.gov/webinar](https://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?



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

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# 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

# 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

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
FORM  
RT-44101 (10-27-2011)

**2012 ECONOMIC CENSUS**  
Automobile Dealers

OMB No. 0607-0927; Approval Expires 12/31/2013  
(Please correct any errors in this mailing address.)

**DUE DATE**  
FEBRUARY 12, 2013

**Need help or have questions?**

- Read the accompanying information sheet(s) before answering the questions.
- Visit [econhelp.census.gov](http://econhelp.census.gov)
- Call 1-800-233-8136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

RT-44101

**Report Online** - It's fast and secure!  
Go to: [econhelp.census.gov](http://econhelp.census.gov) - OR - Mail your completed form to:

U.S. CENSUS BUREAU  
1201 East 19th Street  
Jeffersonville, IN 47134-0001

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:  0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheets.

**1 EMPLOYER IDENTIFICATION NUMBER**  
Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to 0022 0022  No - Enter current EIN (9 digits) → 0026

**2 PHYSICAL LOCATION**  
**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B 0036 Number and street

0032  No - Enter physical location → 0036 City, town, village, etc. 0037 State 0038 ZIP Code

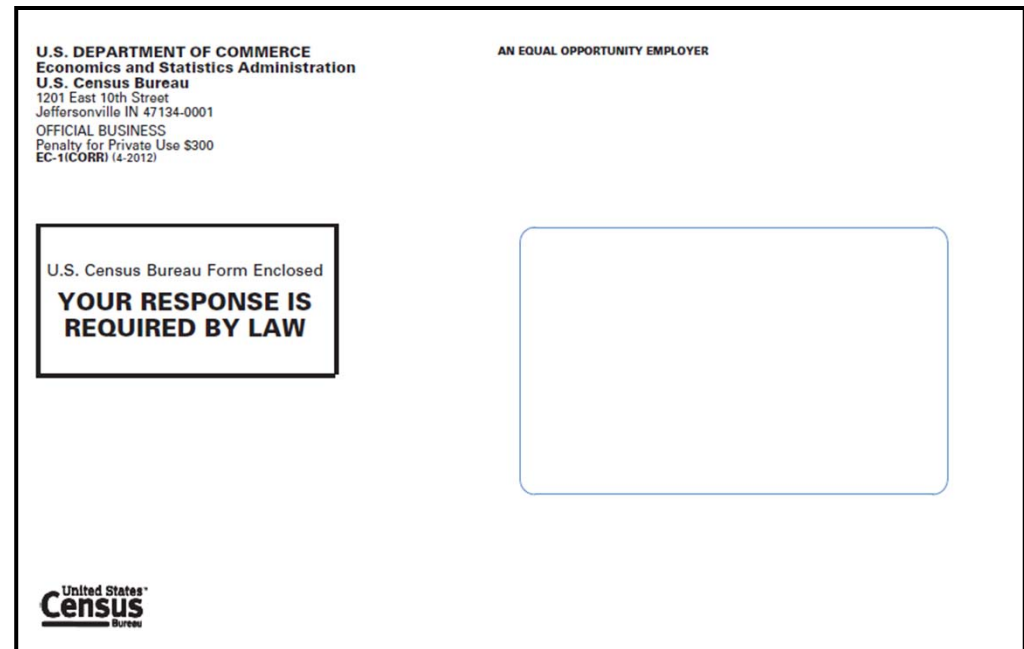
44101012

CONTINUE WITH 0 ON PAGE 2

PENALTY FOR FAILURE TO REPORT CONTINUE ON PAGE 2

# 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



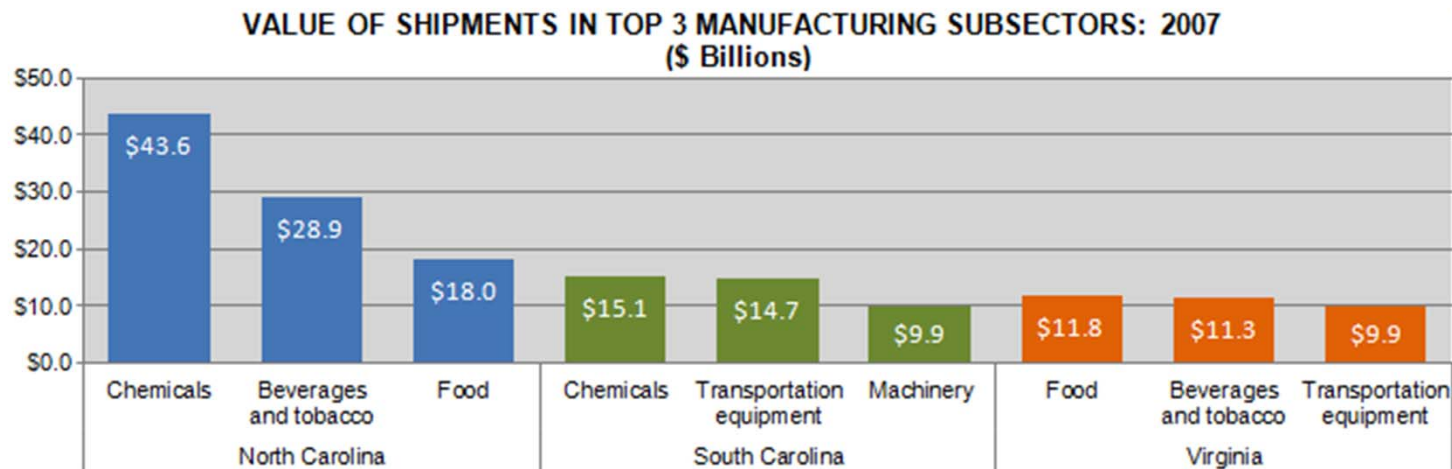




# WHY IS IT IMPORTANT?

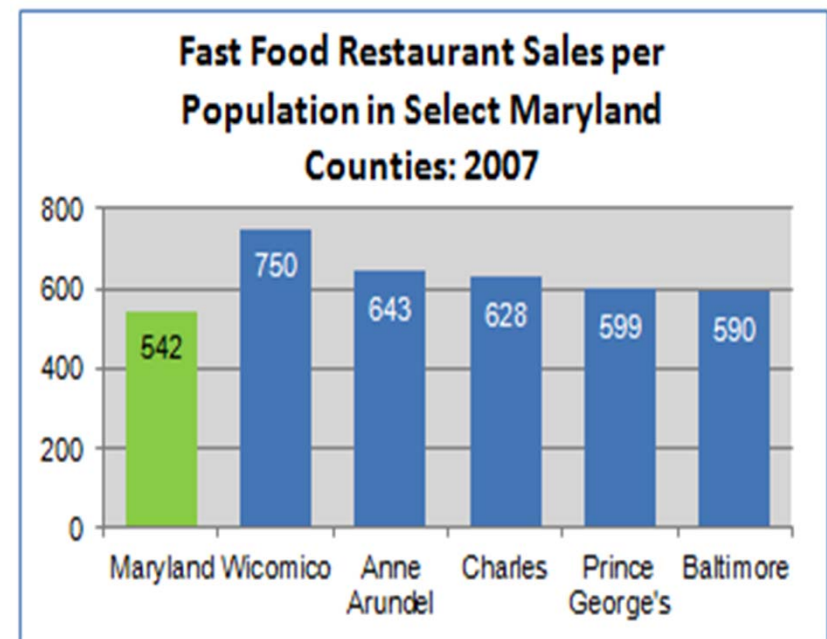
# Organizations Rely On the Data

- Trade associations and chambers of commerce rely on it for economic development
- Business organizations rely on it for strategic planning



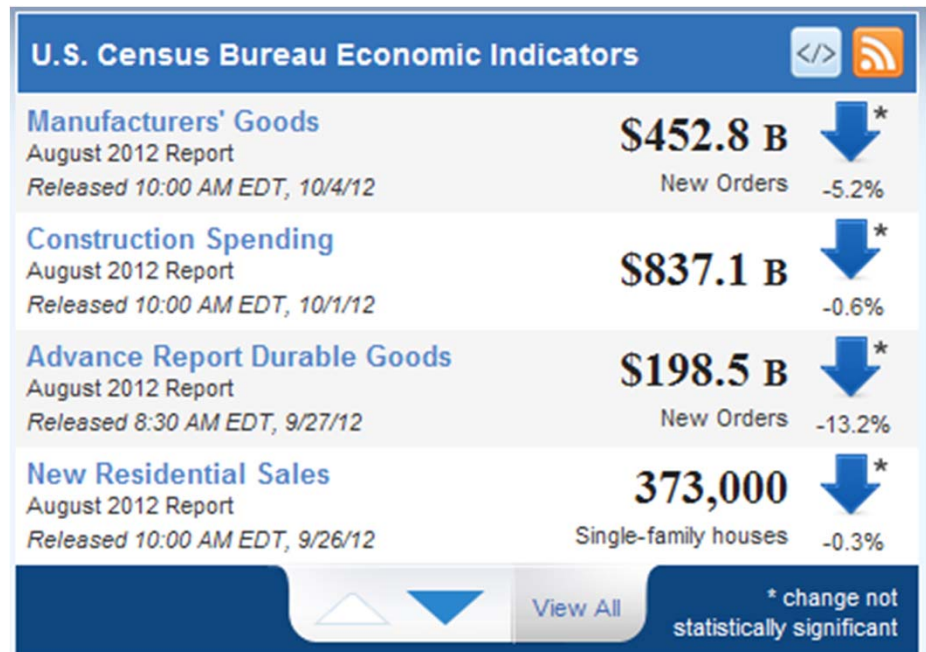
# Economic Census Data are Valuable

- 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



# Economic Census Data are Essential

- Economic Census data form the foundation of key economic reports
- Current economic programs are benchmarked to the Economic Census



U.S. Census Bureau Economic Indicators	
<b>Manufacturers' Goods</b> August 2012 Report <i>Released 10:00 AM EDT, 10/4/12</i>	<b>\$452.8 B</b> ↓* New Orders -5.2%
<b>Construction Spending</b> August 2012 Report <i>Released 10:00 AM EDT, 10/1/12</i>	<b>\$837.1 B</b> ↓* -0.6%
<b>Advance Report Durable Goods</b> August 2012 Report <i>Released 8:30 AM EDT, 9/27/12</i>	<b>\$198.5 B</b> ↓* New Orders -13.2%
<b>New Residential Sales</b> August 2012 Report <i>Released 10:00 AM EDT, 9/26/12</i>	<b>373,000</b> ↓* Single-family houses -0.3%

\* change not statistically significant



# Business.census.gov

**Economic Census**  
business.census.gov


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New for 2012  
[Preview Forms](#)  
[FAQs](#)  
[Información en español](#)

Join our Webinar on October 11th  
[GET INFO >](#)

Let's Get the Word Out  
[PROMOTIONAL TOOLS >](#)

The Census Bureau Measures America  
[LEARN MORE >](#)

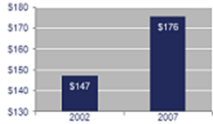
 [GET EMAIL UPDATES](#)

**United States™**  
**Census**  
Bureau  
Economic Statistics

The data you provide improves our statistics.  
The information we provide benefits your business. [Learn More >](#)

- ▶ [What is the Economic Census?](#)
- ▶ [Why is it important to respond?](#)
- ▶ [How can I use Census Bureau economic statistics?](#)


**Industry and Local Business Snapshots**



Year	Value
2002	\$147
2007	\$176

[See economic statistics >](#)

**Video Testimonials**




[Watch videos >](#)

**Key Dates**

Oct - Dec 2012  
Forms mailed out  
**February 12, 2013**  
2012 forms due  
December 2013  
First statistics available  
[Full Schedule >](#)

**YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY**



2012 Economic Census

# Information for You to Use

## Economic Census

business.census.gov

Main About Using Economic Statistics Snapshots Center Info for Businesses **Media/Associations** Videos Webinar Contact Us

**In this section:**

- Webinar on October 11
- Media & Trade Press
- Business Associations & Chambers of Commerce
- Public Agencies
- Franchise Businesses**
- Small Businesses
- Sample Articles**
- Story Ideas**
- Fact Sheets
- Talking Points
- Print Materials
- Link to Us
- Number of Businesses Receiving Forms**

### Business Associations & Chambers of Commerce

Print | Share this page | Connect with us

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.

Any time	Economic Census collects data that benefits your business
Fall 2012	Economic Census forms coming to some businesses in October, others in December
Dec 2012	Watch for your form
Jan 2013	Complete your form. Your industry / community is counting on you
Feb 12, 2013	Forms due. In a pinch? 30-day extensions are available

2012 Economic Census  
YOUR RESPONSE  
MAKES A  
DIFFERENCE

# Information for Businesses

## Economic Census

business.census.gov

- Main
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### Key Dates


Oct - Dec 2012  
Forms mailed out

**February 12, 2013**  
2012 forms due

**December 2013**  
First statistics available

[Full Schedule >](#)

### YOUR RESPONSE MAKES A DIFFERENCE FOR LOCAL BUSINESS



2012 Economic Census

### What Businesses Need to Know

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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.
- [Preview forms](#)

#### 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.



# 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 \$847 thousand.

**Sales Per Capita (\$)**

- 352 - 535 (12)
- 536 - 611 (14)
- 612 - 702 (13)
- 703 - 1,877 (12)

**KEY INDUSTRY STATISTICS**

	2002	2007	% Change
Number of establishments	195,659	220,089	12.5%
Sales (\$ Millions)	144,650	192,259	32.9%
Annual payroll (\$ Millions)	46,064	63,259	37.3%
Total employment	3,904,628	4,603,747	17.9%
Sales per establishment (\$1,000)	739	874	18.2%
Sales per employee (\$1,000)	\$37	\$42	12.7%
Sales per \$ of payroll	3	3	-3.2%
Payroll per employee (\$)	11,797	13,741	16.5%
Employees per establishment	20	21	4.8%
Sales per capita (\$)	503	638	26.8%
Population per establishment	1,470	1,369	-6.8%

**SALES (\$ BILLIONS)**

**SALES PER EMPLOYEE (\$1,000s)**

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS  
For more statistics on this industry, visit [business.census.gov](http://business.census.gov)  
Source: Economic Census; Economy-Wide Key Statistics File

United States<sup>™</sup>  
**Census**  
Bureau  
Economic Statistics

## 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 3<sup>rd</sup> 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**

Establishments

- 15 - 202
- 303 - 667
- 1068 - 1918
- 2694 - 2894
- 13580 - 13580

**ACCOMMODATION AND FOOD SERVICES SALES BY INDUSTRY: 2007 (\$ Millions)**

**TOTAL RETAIL SALES IN THE TOP METRO AREAS: 2007 (\$ BILLIONS)**

**EMPLOYMENT STATISTICS IN TOP 5 INDUSTRY SECTORS IN THE CHICAGO METRO AREA: 2007 AND 2002**

2007 NAICS Code	2007 NAICS Defined	Number of employees (Sector Ranking Statistic)			Payroll per Employee (\$)		
		2007	2002	Change	2007	2002	Change
62	Health care and social assistance	518,516	470,746	47,770	\$41,689	\$35,902	\$5,787
31-33	Manufacturing	482,380	545,582	(63,202)	\$50,415	\$41,803	\$8,611
44-45	Retail trade	475,144	434,544	40,600	\$24,233	\$21,770	\$2,463
56	Administrative and support and waste management and remediation services	418,420	350,864	67,556	\$29,602	\$24,301	\$5,301
72	Accommodation and food services	351,200	314,064	37,136	\$15,978	\$13,530	\$2,448

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Source: Economic Census; Economy-Wide Key Statistics File

United States<sup>™</sup>  
**Census**  
Bureau  
Economic Statistics

# Reporting Options

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

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

2012 Economic Census  
The foundation for measuring business activity across the U.S. economy

United States Census Bureau  
Economic Statistics

**Welcome to the 2012 Economic Census**

This website provides businesses an opportunity to complete the 2012 Economic Census online.

- To access electronic reporting, re-enter your User ID and Password issued to you by the Census Bureau, then click "Login".
- **Note: Your session will expire if you remain on one screen for 50 minutes without navigating to another screen.**

User ID:

Password: (case sensitive)

Login

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

2012 ECONOMIC CENSUS

OMB No. 1545-0047  
(Please correct any errors in)

**EXAMPLE**

**DUE DATE**

**Need help or have questions?**


- Read the accompanying information sheet(s) before answering the questions.
- Visit [econhelp.census.gov](http://econhelp.census.gov)
- Call 1-800-233-4138, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

FIN: 20-XXXXXXX

User ID: XXXXXXXXXX Password: XXXXXXXXXX

# How to Get Help

- Help with Reporting: See the Business Help Site ([econhelp.census.gov](http://econhelp.census.gov))

 <p>U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU</p> <p>FORM <b>AF-72201</b> (10-27-2011)</p>	<p><b>2012 ECONOMIC CENSUS</b> <b>Food Services and Drinking Places</b></p> <p>OMB No. 0607-0927: Approval Expires 12/31/2013</p>
<p><b>DUE DATE</b> <b>FEBRUARY 12, 2013</b></p>	<p><i>(Please correct any errors in this mailing address.)</i></p>
<p><b>Need help or have questions?</b></p> <ul style="list-style-type: none"><li>• <b>Read</b> the accompanying information sheet(s) before answering the questions.</li><li>• <b>Visit</b> <a href="http://econhelp.census.gov">econhelp.census.gov</a></li><li>• <b>Call</b> 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.</li></ul>	<p><b>AF-72201</b></p>

- General information about the Economic Census
  - [econ@census.gov](mailto: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

The screenshot shows a web browser window with a green header. The header contains the U.S. Department of Commerce logo on the left, the text "Business Help Site" and "2012 Economic Census Advance Information Contact Exchange Card" in the center, and a small thumbnail of a document on the right. Below the header is a "Login" section with the following content:

- Login by entering the appropriate information and press the "Login" button
- Password is case sensitive

There are two input fields: "User ID:" and "Password:". Below the "Password:" field is a "Login" button. To the right of the input fields is a box containing the following text:

DUE DATE:  
30 DAYS AFTER RECEIPT

User ID: XXXXXXXXXXXX  
Password: XXXXXXXXXX

Password is case sensitive

Below the login section is a warning box with a border and a background color. The text inside the box reads:

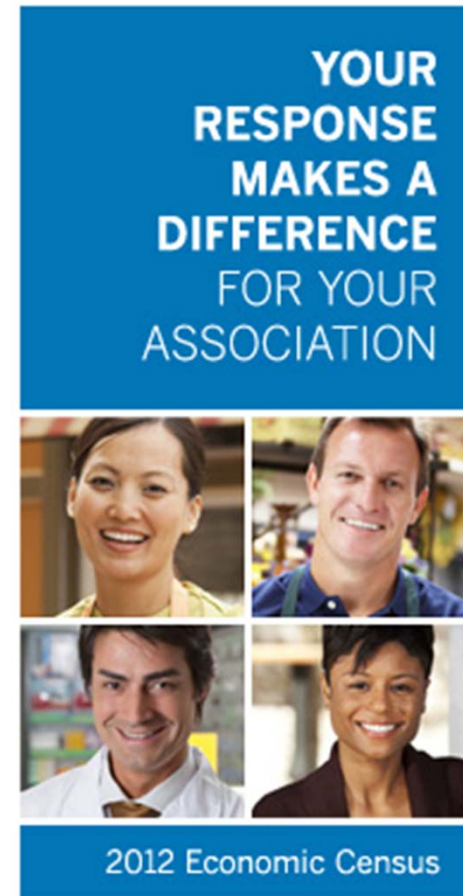
== WARNING == WARNING == WARNING == WARNING == WARNING ==

This is a Census Bureau computer system. Census Bureau computer systems are provided for the processing of official U.S. Government information only. All data submitted within Census Bureau computer systems is owned by the Census Bureau and may be monitored, inspected, modified, disclosed, or otherwise used in any manner by authorized personnel. Failure to do so may be considered an unauthorized disclosure of information. Use of this system is not authorized or unauthorized constitutes consent to this monitoring, interception, recording, reading, copying, capturing and disclosure of computer activity. Use of this computer without authorization or for unauthorized purposes is a violation of Federal law and punishable by fine or imprisonment. Please see 56 F.R.C.

At the bottom of the page, there are three links: "Privacy", "Information Quality", and "Contact Staff".

# Outreach and Promotion

- Partnerships with
  - trade associations
  - chambers of commerce
  - other organizations



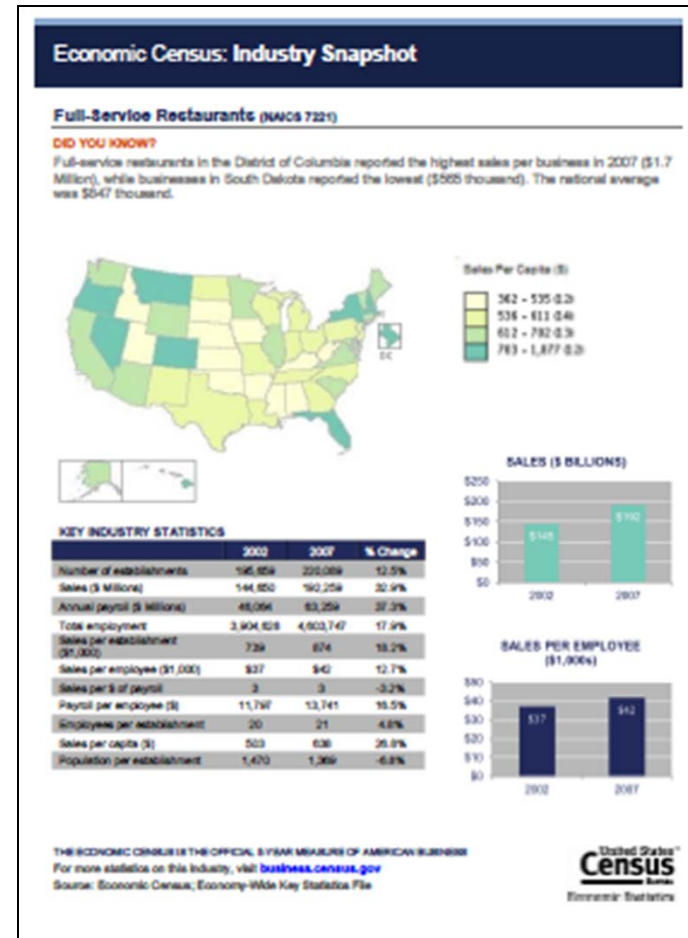
# Your Organization

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



# Your Members or Readers

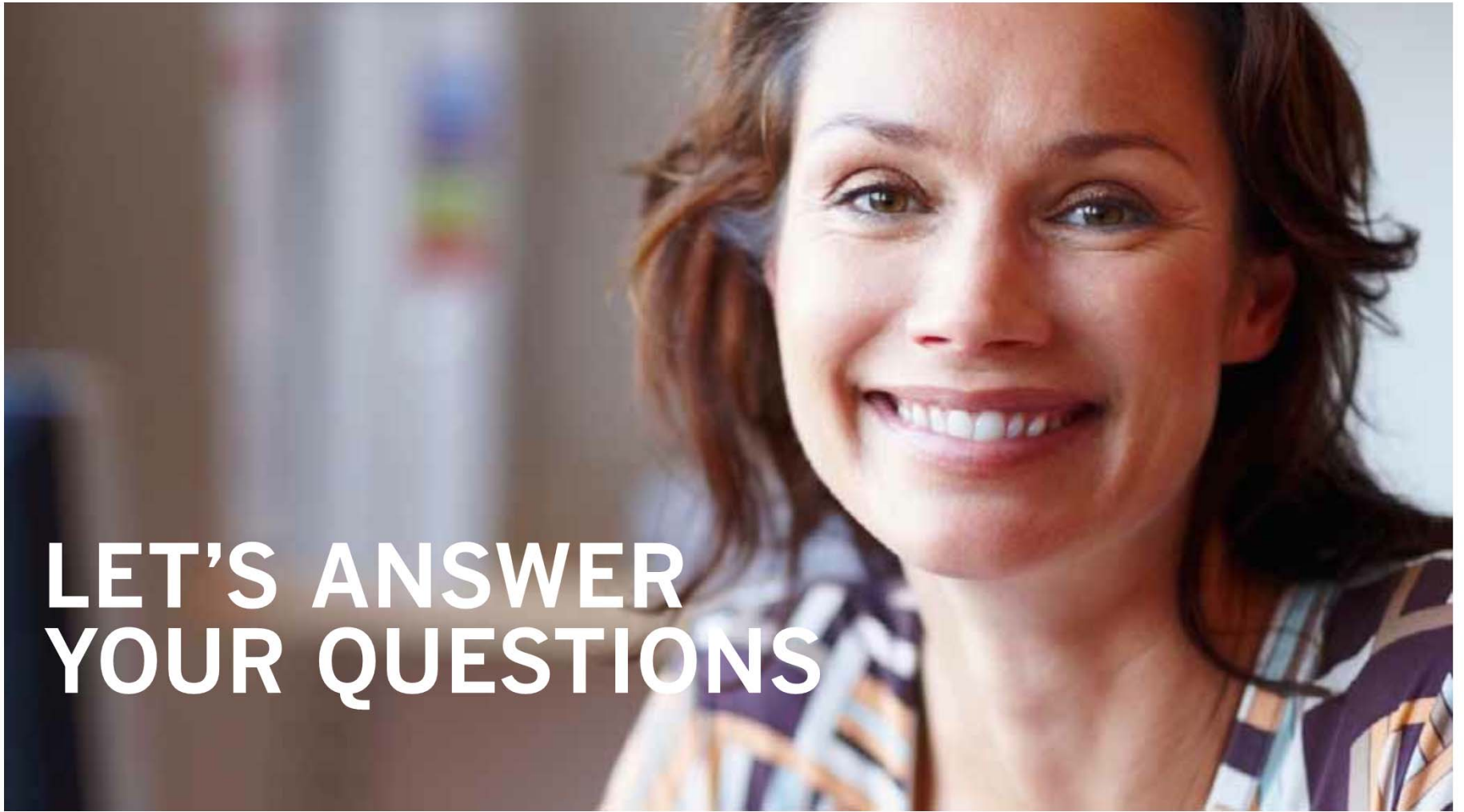
- Preview forms
- Learn about reporting options and tips
- Visit [Business Help Site](#) (coming this fall)
- Learn how to use the data



# Governor's Video



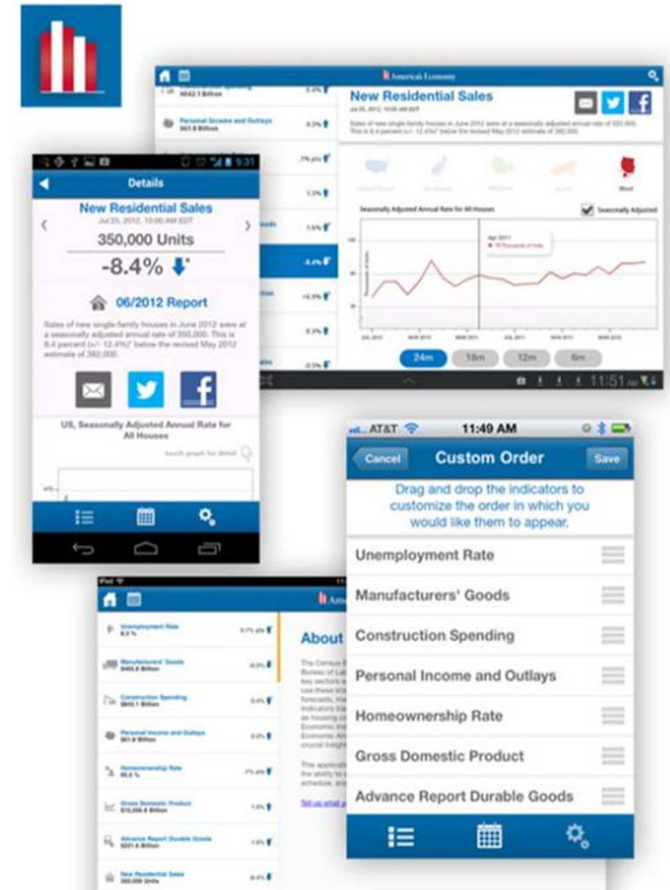




# LET'S ANSWER YOUR QUESTIONS

# America's Economy Mobile App

- [www.census.gov/mobile](http://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](mailto:econ@census.gov)
- **[business.census.gov](https://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