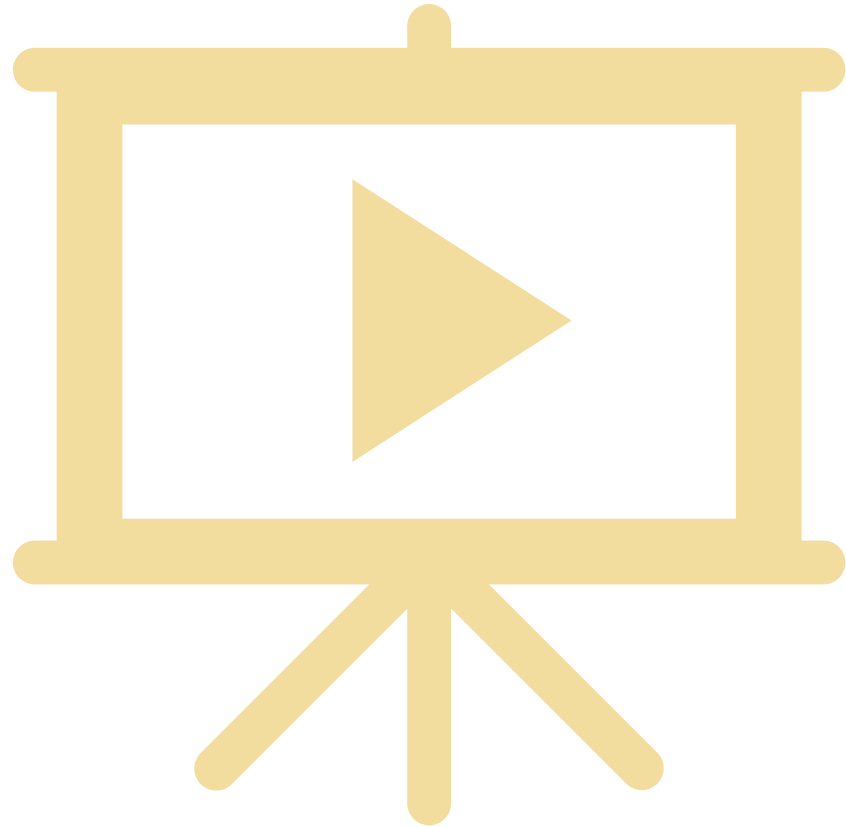


# Economic Census Overview New York State Data Center October 6, 2022

**Lillyana Najafzadeh – U.S. Census Bureau**  
Respondent Outreach and Promotion Branch  
Economic Management Division (EMD)





# Agenda

- Economic Census overview
- Why response makes a difference
- Census Bureau data tools
- Response promotion
- Q & A

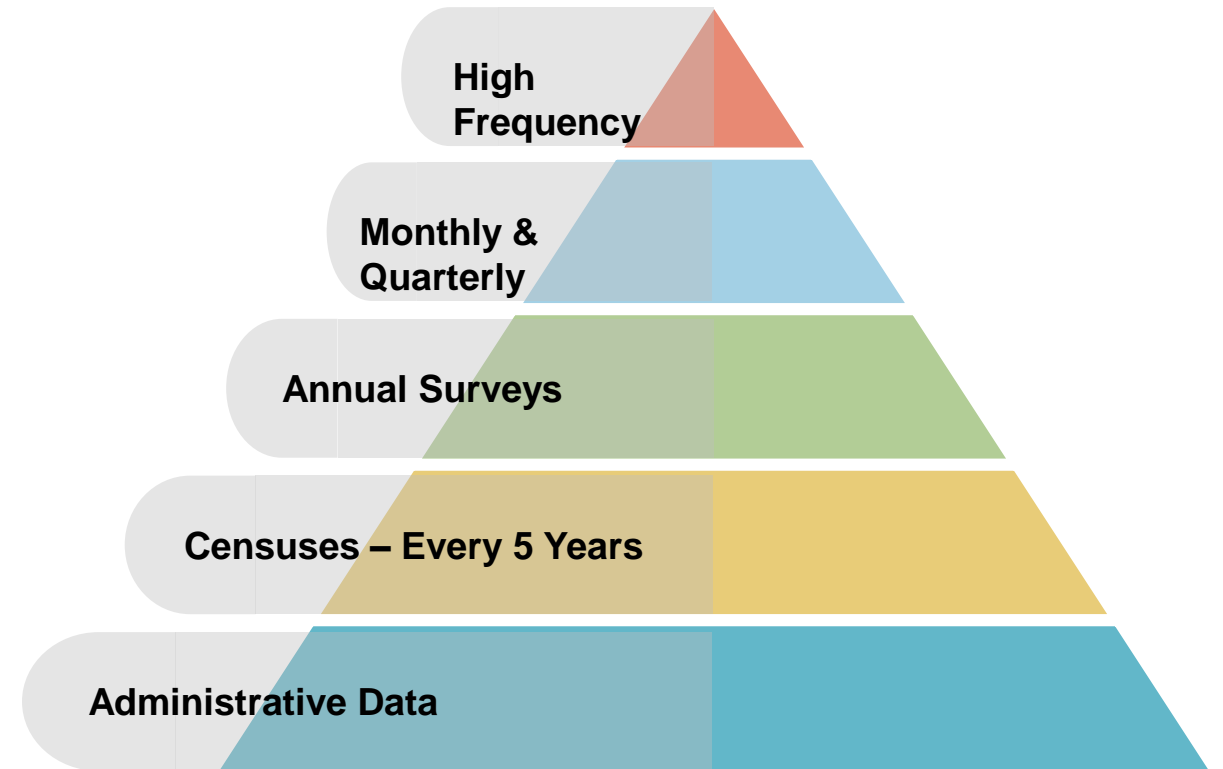


# Economic Census Overview

# Economic Programs

Census Bureau economic programs are a key source for official statistics:

- **NEW** High Frequency data
- Monthly and quarterly small sample surveys provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Censuses measure all businesses and governments and provide the most **COMPREHENSIVE** data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products



**These programs set the standard for U.S. economic statistics, and are fueled by the data provided by businesses and governments**

# About the Economic Census

- 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 next Economic Census will be conducted starting in January 2023. Companies report their 2022 year-end numbers.
- The Census is conducted online. Response deadline is March 15<sup>th</sup>.
- Responses are 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.



# Information Required

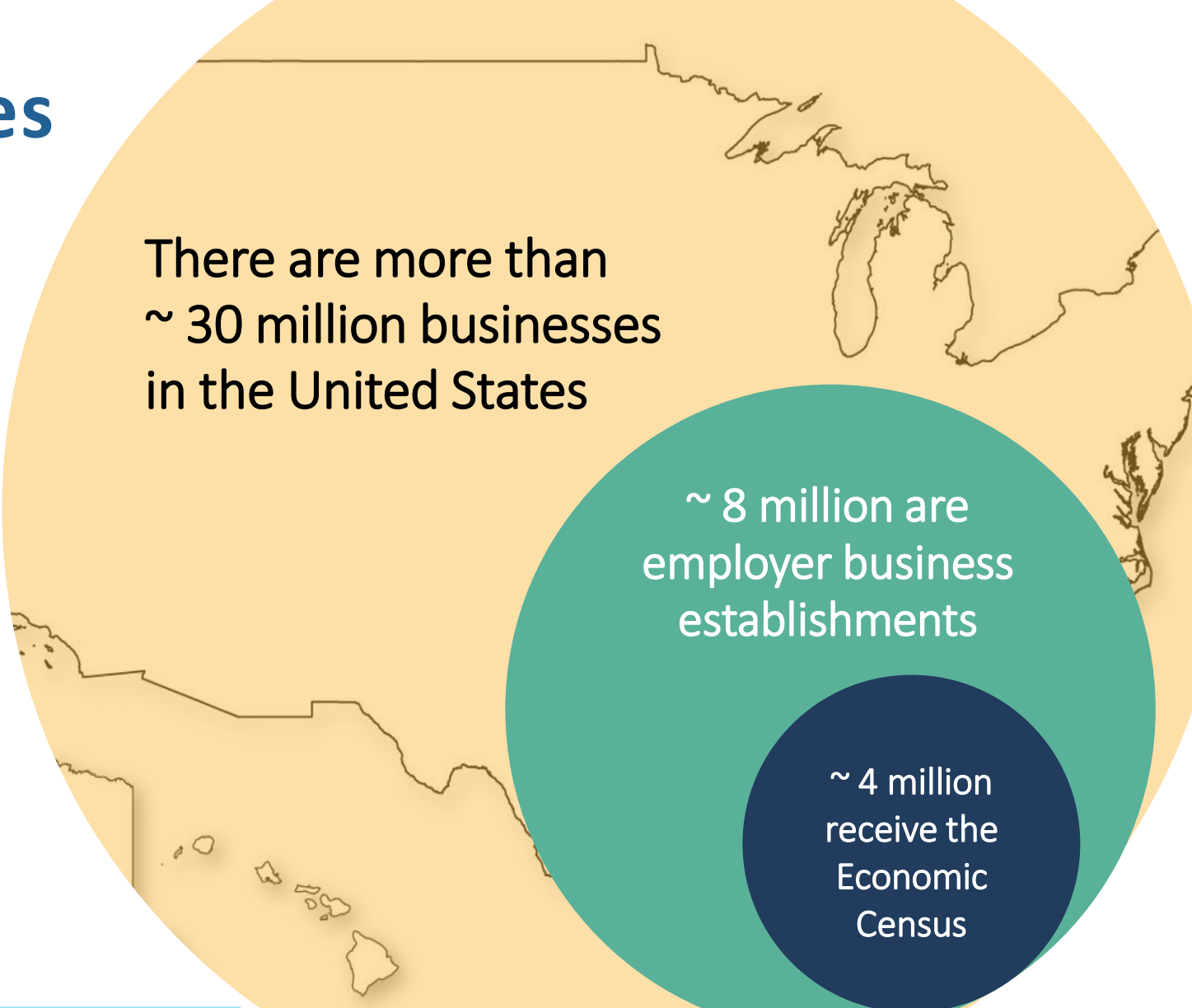
The Economic Census asks for the following information for each business location:

- 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



# Note: Most companies do not receive the Economic Census

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



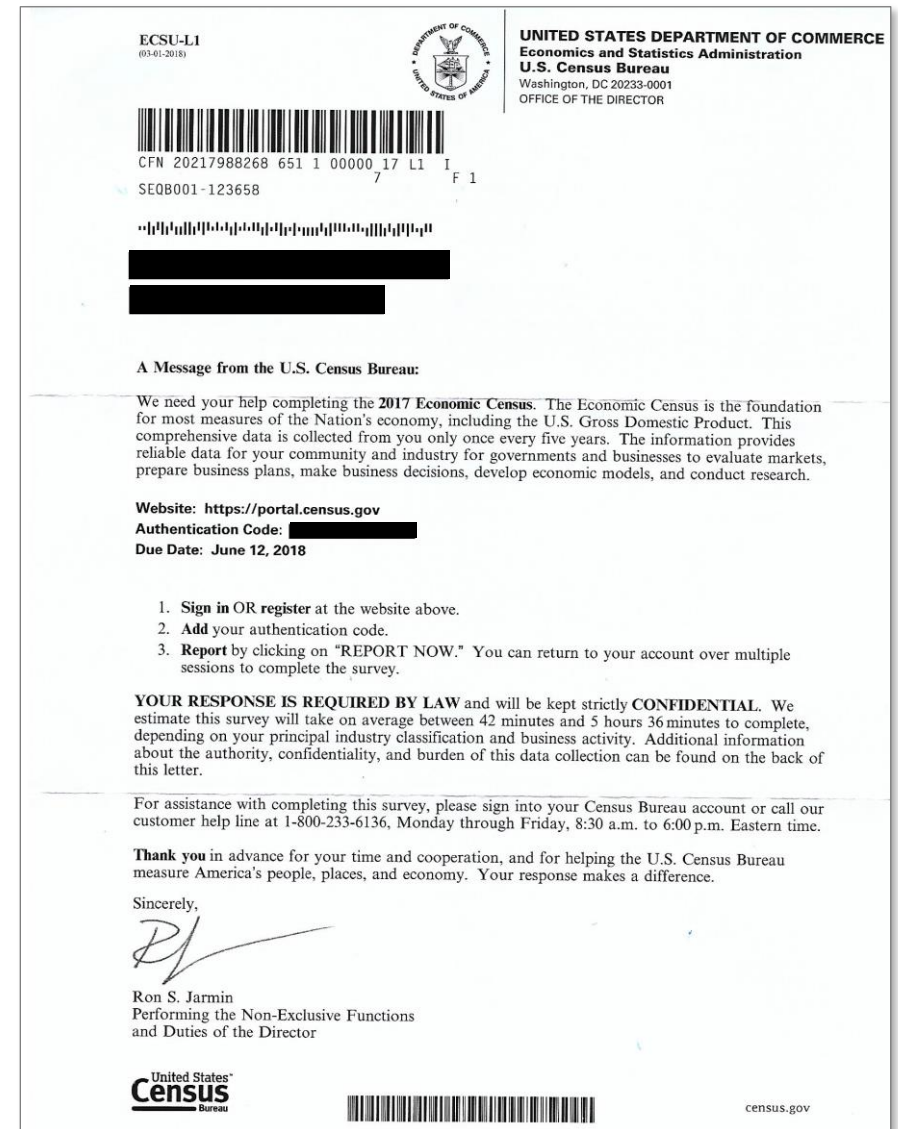
There are more than  
~ 30 million businesses  
in the United States

~ 8 million are  
employer business  
establishments

~ 4 million  
receive the  
Economic  
Census

# Program Specifics

- Official letters mail at the end of January 2023
  - Letters include unique authentication code to access survey online
- Respondents will be instructed to set up 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](https://portal.census.gov)
- Help will be available online and via telephone
- Response deadline is **March 15, 2023**





# 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 be 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.



Our message for businesses who  
receive the Economic Census:

**Your Response Makes a Difference**

## Census Data Stories Campaign

Focus group research confirms that people are more motivated to respond to Census business surveys when they learn that Census economic data is available for them to use and that their response helps make that possible.

Based on these findings, the 2022-2023 Census “Data Stories” campaign gives specific, succinct examples of how people use Census Bureau statistics for their business, showing actual Census data.

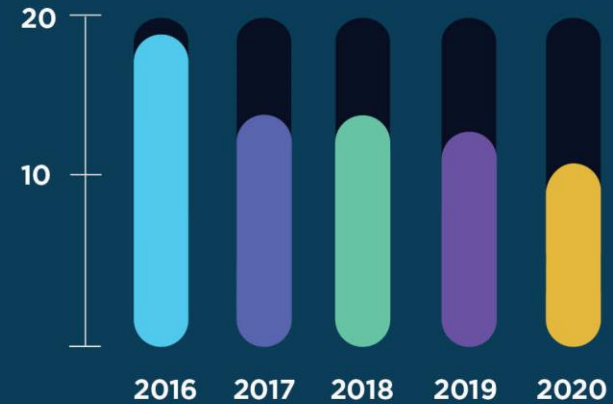
## MEET LINDA

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.

Thank you for your response.



### 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, [Census.gov/data/data-tools/cbb.html](https://www.census.gov/data/data-tools/cbb.html)

The screenshot shows the Census Business Builder (CBB) website. At the top, there's a navigation bar with the Census Bureau logo, a search bar, and menu items: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. Below the navigation bar, the breadcrumb trail reads: // Census.gov / Data / Data Tools / Census Business Builder (CBB). The main content area features a large heading "Census Business Builder (CBB)" with a sub-heading "Version 4.2" and a red arrow pointing to it. The text describes the CBB as a suite of services providing demographic and economic data. Below this, there are two main sections: "Small Business Edition" and "Regional Analyst Edition", each with a description and a "Select to Launch" button. To the right, there's a "Related Information" section with links to "User Feedback Helps Census Bureau Develop Data Tools", "Understanding the Impact of Weather on Business", "Knowing Who Lives Where Is Key to Recovery", and "You May Be Interested In". A sidebar on the left lists "WITHIN DATA" categories: Data Tools and Apps, Datasets, Developers, Errata Notes, News, Related Sites, Software, Tables, and Visualizations.

The screenshot shows the 'Census Business Builder: Small Business Edition - 4.2.1' interface. The main heading is 'Determine the Best Location for Your Business'. It is divided into three sections:

- 1. What type of business do you want to research?**  
Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)  
Categories shown: Construction, Food Services, Healthcare, Personal Services, Prof & Biz Services, Retail. A red arrow points to the 'Food Services' icon.
- 2. What location do you want to research?**  
Select the location you want to research either clicking on the My Location button or by searching for it.  
Buttons: 'Find My Location' and 'or' followed by a search bar containing 'Franklin County, Ohio' (circled in red).
- 3. View Data**  
Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)  
Button: 'Go To Map'  
Click "Create Report" to create a report that contains all of the data for your businesses and location. (Note: You must choose a type of business and location.)  
Button: 'Create Report'

Footer text: Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#). © 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#). Release: 4.2.1 (Build: 6)

The screenshot shows the 'Census Business Builder: Small Business Edition - 4.2.1' website. The page is titled 'Determine the Best Location for Your Business' and is divided into three main sections:

- 1. What type of business do you want to research?**  
This section includes a 'Clear Selections' button and a grid of nine business category icons: Bakeries, Bars, Buffets, Caterers, Restaurants, Fast Food, Food Contractors, Food Trucks, and Snack Bars. A red arrow points to the 'Bakeries' icon. Below the grid is a search bar with the placeholder text 'Industry Title, Keyword, or NAICS Code'.
- 2. What location do you want to research?**  
This section contains two input fields. The first is labeled 'Find My Location' and is empty. Below it is the word 'or'. The second input field contains the text 'Franklin County, Ohio'.
- 3. View Data**  
This section includes instructions: 'Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)'. Below this is a button labeled 'Go To Map' with a red arrow pointing to it. Further down, it says 'Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)'. Below this is a button labeled 'Create Report'.

At the bottom of the page, there is a footer with the following text: 'Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#). © 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#). Release: 4.2.1 (Build: 6)'.

**Census Business Builder: Small Business Edition - 4.2.1**

United States Census Bureau

Change Your Industry: Bakeries (Bakeries) | Change Your Location: Franklin County, Ohio

==== County ====  
Franklin County, Ohio

1st All Employer establishments (Total) | Not Applied  
2nd Total annual payroll of employers (\$1,000)

State | Metro | **County** | City/Town | ZIP Code | Tract

Franklin County, Ohio

1st 26 (n/a) All Employer establishments (Total) (MoE +/-)  
2nd \$9,410 (n/a) Total annual payroll of employers (\$1,000) (MoE +/-)

Create Report

All Employer establishments (Total)

Geo Ranking | **Time Series** | Geo Comparison

Year	Establishments
2015	~18
2016	~22
2017	~26
2018	~27
2019	~26

1,304,715 Total population (n/a)  
\$62,352 Median household income (\$706)

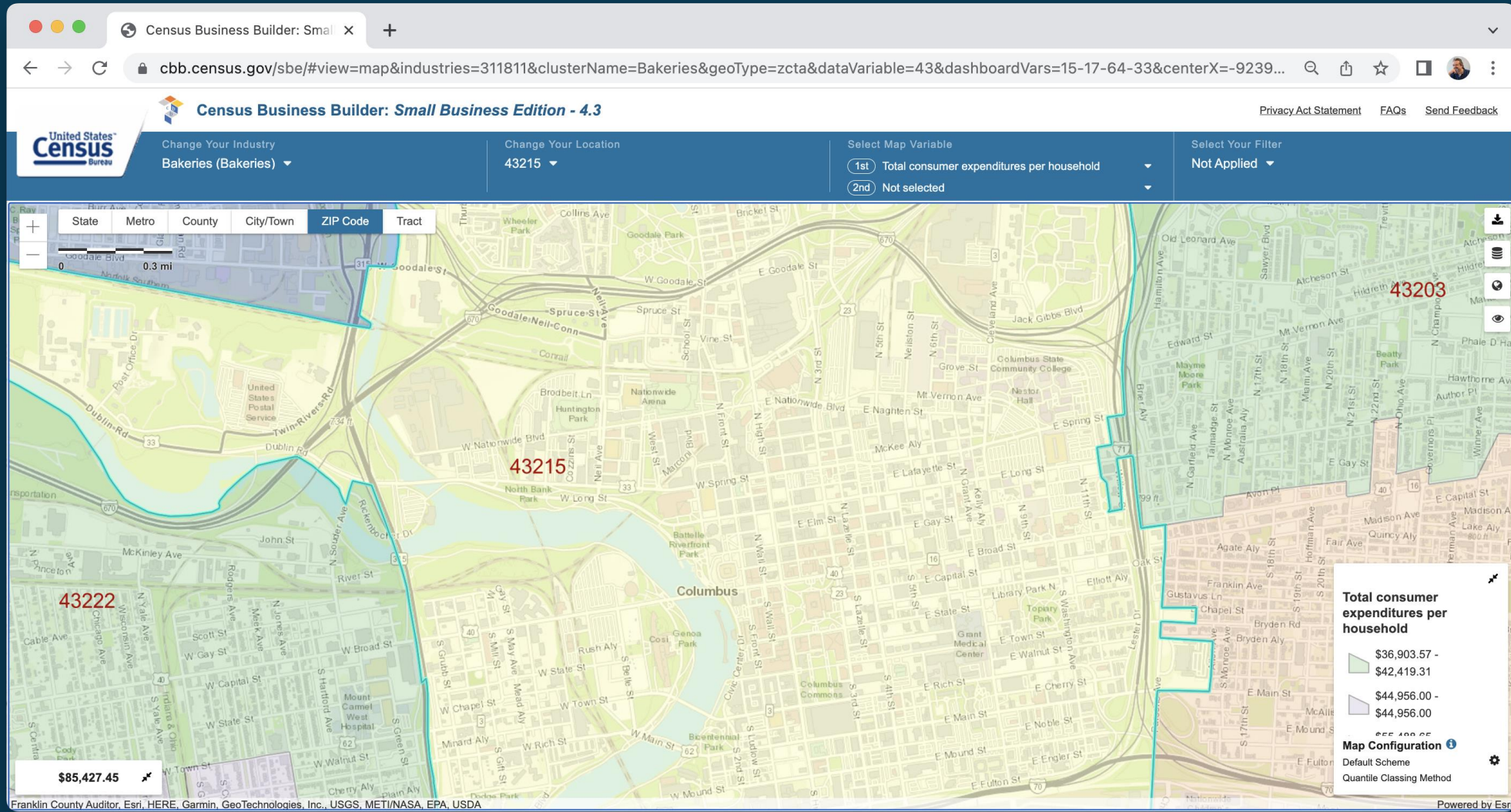
91.1% Percent high school degree or higher (0.8%)  
53.6% Homeownership rate (0.6%)

All Employer establishments (Total)  
3 - 3  
5 - 5  
26 - 26  
Not

Map Configuration  
Default Scheme  
Quantile Classing Method

Powered by Esri





The screenshot shows the 'Census Business Builder: Small Business Edition - 4.2.1' website. The page is titled 'Determine the Best Location for Your Business' and is divided into three main sections:

- 1. What type of business do you want to research?**  
This section includes a 'Clear Selections' button and a grid of nine business category icons: Bakeries, Bars, Buffets, Caterers, Restaurants, Fast Food, Food Contractors, Food Trucks, and Snack Bars. Below the grid is a search bar for business types.
- 2. What location do you want to research?**  
This section features a 'Find My Location' button, an 'or' separator, and a search bar containing 'Franklin County, Ohio'.
- 3. View Data**  
This section contains a 'Go To Map' button and a 'Create Report' button. A large red arrow points to the 'Create Report' button.

At the bottom of the page, there is a footer with the following text: 'Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#). © 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#). Release: 4.2.1 (Build: 6)'

**LOCAL BUSINESS PROFILE**  
Bakeries - Franklin County, Ohio

Display MOEs | Configure Contents | Download Data | Help

**CONTENT**

- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: About Data

**Employer Businesses**

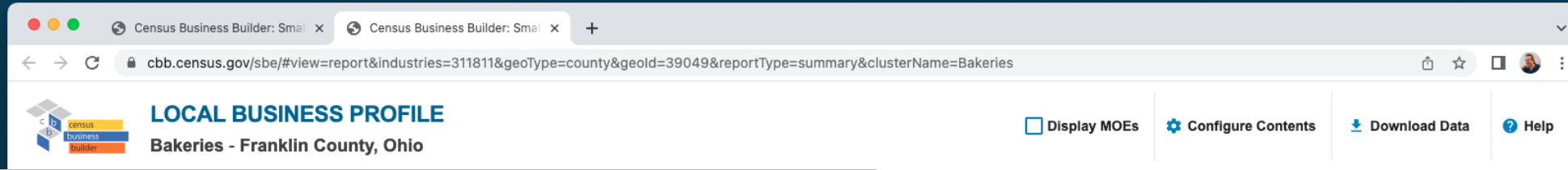
Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2015 thru 2019 County Business Patterns, 2012 and 2017 Economic Census, and the 2017 Census of Agriculture. (These variables are related to the Industry selected.)

Name	Value		
▶ All Employer establishments (Total)	26	✓	📍
Average employment per employer	13	✓	📍
Establishments with less than 5 employees	10	✓	📍
Establishments with 5 to 9 employees	7	✓	📍
Average payroll per employee	\$27,275	✓	📍
Establishments with 10 to 19 employees	5	✓	📍
Establishments with 20 to 49 employees	3	✓	📍
Establishments with 50 to 99 employees	n/a	✓	📍
Population per employer	49,629	✓	📍
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	✓	📍
Total employment of employers	345	✓	📍
Total annual payroll of employers (\$1,000)	\$9,410	✓	📍

**Average employment per employer**

**Average employment per employer**

United States Census Bureau



## My Potential Customers

Includes information on total population and population by age, race, and ethnicity. Estimates

### Demographic Characteristics

Name	Estimate
Total population	1,304,715
Percent male	48.8%
Percent female	51.2%
Percent under 5 years	7.0%
Percent under 18 years	23.3%
Percent 18 years and over	76.7%
Percent 21 years and over	72.4%
Percent working age (25 to 64 years)	54.9%
Percent 65 years and over	12.0%
Median age	34.2
Percent White	65.00%
Percent Black or African American	22.72%
Percent American Indian and Alaska Native	0.20%
Percent Asian	5.42%
Percent Native Hawaiian and Other Pacific Islander	0.03%
Percent some other race	1.95%
Percent two or more races	4.67%
Percent Hispanic (of any race)	5.68%

### Socioeconomic Characteristics

Name	Estimate
Median household income	\$62,352
Percent high school degree or higher	91.1%
Percent Bachelor's degree or higher	40.4%
Average household size	2.46
Percent in poverty	15.1%
Percent population 16 years and over in labor force	69.7%
Percent employed	66.3%
Percent disabled	11.5%
Percent with health coverage	92.3%
Percent of all workers 16 and over who commute to work	92.2%
Percent who drive alone to work	78.9%
Percent who carpool to work	7.2%
Percent who use public transportation to commute to work	2.1%
Percent who walk to work	2.6%
Percent who use other means to commute to work	1.3%
Percent who work from home	7.8%
Average travel time to work (mins)	22.3
Percent with no vehicles available	7.2%
Percent with 1 vehicle available	38.1%
Percent with 2 or more vehicles available	54.7%
Percent veterans	6.1%

## Consumer Spending

Includes information on consumer expenditures per household in 2021 from Esri

Name	Value
Total consumer expenditures per household	\$75,261.18
No Health Insurance PE	7.60%
Consumer expenditures per household on Alcoholic beverages	\$597.80
Consumer expenditures per household on Alcoholic beverages consumed at home	\$348.90
Consumer expenditures per household on Beer consumed away from home	\$109.47
Consumer expenditures per household on Wine consumed away from home	\$49.37
Consumer expenditures per household on Apparel & services	\$2,093.90
Consumer expenditures per household on Men's Apparel	\$401.34
Consumer expenditures per household on Women's Apparel	\$715.19
Consumer expenditures per household on Children's Apparel	\$307.78
Consumer expenditures per household on Boys' Apparel	\$96.23
Consumer expenditures per household on Girls' Apparel	\$114.68
Consumer expenditures per household on Footwear	\$497.39
Consumer expenditures per household on Dining out (Food away from home)	\$3,692.08
Consumer expenditures per household on Dining out - Breakfast	\$368.08
Consumer expenditures per household on Dining out - Lunch	\$1,149.87
Consumer expenditures per household on Dining out - Dinner	\$1,729.75
Consumer expenditures per household on Education	\$1,663.24
Consumer expenditures per household on Entertainment / Recreation	\$3,038.37
Consumer expenditures per household on Club membership fees	\$234.69

## MEET PAULA

Paula’s team used Census data to set their economic development plan for Manhattan – statistics made possible by your response to the Economic Census.



Businesses	New York County, New York
Population Estimates, July 1 2021, (V2021)	1,576,876
<b>BUSINESSES</b>	
<b>Businesses</b>	
Total employer establishments, 2020	99,048
Total employment, 2020	2,355,277
Total annual payroll, 2020 (\$1,000)	275,961,220
Total employment, percent change, 2019-2020	1.2%
Total nonemployer establishments, 2019	219,769
All employer firms, Reference year 2017	86,330
Men-owned employer firms, Reference year 2017	52,638
Women-owned employer firms, Reference year 2017	18,965
Minority-owned employer firms, Reference year 2017	20,596
Nonminority-owned employer firms, Reference year 2017	56,168
Veteran-owned employer firms, Reference year 2017	2,374
Nonveteran-owned employer firms, Reference year 2017	74,680

The screenshot shows the U.S. Census Bureau QuickFacts website. The browser address bar displays 'census.gov/quickfacts/fact/table/US/PST045221'. The page header includes the 'United States' title and a 'What's New & FAQs' link. A navigation bar contains a search input, a 'Select a fact' dropdown, and icons for CLEAR, TABLE, MAP, CHART, DASHBOARD, and MORE. The main content area is titled 'Table' and features a table with a 'United States' column. The table lists various demographic statistics, including population estimates, age and sex percentages, and race and Hispanic origin percentages.

All Topics	United States
<b>Population Estimates, July 1 2021, (V2021)</b>	331,893,745
<b>PEOPLE</b>	
<b>Population</b>	
<b>Population Estimates, July 1 2021, (V2021)</b>	331,893,745
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
<b>Age and Sex</b>	
Persons under 5 years, percent	5.7%
Persons under 18 years, percent	22.2%
Persons 65 years and over, percent	16.8%
Female persons, percent	50.5%
<b>Race and Hispanic Origin</b>	
White alone, percent	75.8%
Black or African American alone, percent (a)	13.6%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%

The screenshot shows the U.S. Census Bureau QuickFacts website. The browser address bar displays 'census.gov/quickfacts/fact/table/US/PST045221'. The page title is 'QuickFacts United States'. A search bar contains 'New York' and a dropdown menu shows suggestions: 'New York', 'New York city, New York', and 'New York County, New York'. A red arrow points to the search bar. The main content area displays a table of statistics for 'United States'. The table is organized into sections: 'All Topics', 'PEOPLE', 'Population', 'Age and Sex', and 'Race and Hispanic Origin'. Each row includes a description of the statistic and its corresponding value.

All Topics	United States
Population Estimates, July 1 2021, (V2021)	331,893,745
<b>PEOPLE</b>	
<b>Population</b>	
Population Estimates, July 1 2021, (V2021)	331,893,745
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
<b>Age and Sex</b>	
Persons under 5 years, percent	5.7%
Persons under 18 years, percent	22.2%
Persons 65 years and over, percent	16.8%
Female persons, percent	50.5%
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White alone, percent	75.8%
Black or African American alone, percent (a)	13.6%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%

The screenshot shows the U.S. Census Bureau QuickFacts website. The browser address bar displays the URL: [census.gov/quickfacts/fact/table/newyorkcountynewyork,US/PST045221](https://census.gov/quickfacts/fact/table/newyorkcountynewyork,US/PST045221). The page title is "QuickFacts New York County, New York; United States". Below the title, there is a search bar with the text "Enter state, county, city, town, or zip code" and a dropdown menu labeled "-- Select a fact --". To the right of the search bar are icons for CLEAR, TABLE, MAP, CHART, DASHBOARD, and MORE. The main content area is titled "Table" and contains a table with three columns: "All Topics", "New York County, New York", and "United States". The table is filtered by "Population Estimates, July 1 2021, (V2021)". The data is organized into sections: PEOPLE, Population, Age and Sex, and Race and Hispanic Origin. A red circle highlights the search bar and the location selection area.

All Topics	New York County, New York	United States
<b>Population Estimates, July 1 2021, (V2021)</b>	1,576,876	331,893,745
<b>PEOPLE</b>		
<b>Population</b>		
<b>Population Estimates, July 1 2021, (V2021)</b>	1,576,876	331,893,745
Population estimates base, April 1, 2020, (V2021)	1,694,251	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-6.9%	0.1%
Population, Census, April 1, 2020	1,694,251	331,449,281
Population, Census, April 1, 2010	1,585,873	308,745,538
<b>Age and Sex</b>		
Persons under 5 years, percent	4.4%	5.7%
Persons under 18 years, percent	14.7%	22.2%
Persons 65 years and over, percent	18.3%	16.8%
Female persons, percent	52.4%	50.5%
<b>Race and Hispanic Origin</b>		
White alone, percent	63.5%	75.8%
Black or African American alone, percent (a)	18.5%	13.6%
American Indian and Alaska Native alone, percent (a)	1.3%	1.3%
Asian alone, percent (a)	13.0%	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%	0.2%



The screenshot shows the U.S. Census Bureau QuickFacts website. The page title is "QuickFacts New York County, New York; United States". Below the title is a search bar and a "Select a fact" dropdown. A navigation bar includes "CLEAR", "TABLE", "MAP", "CHART", "DASHBOARD", and "MORE". The main content area is titled "Table" and displays a table of statistics. A dropdown menu is open over the table, listing various topics. A red arrow points to the "Businesses" option in the dropdown menu.

All Topics	New York County, New York	United States
Population	1,576,876	331,893,745
Housing	1,576,876	331,893,745
Families & Living Arrangements	1,694,251	331,449,281
Education	-6.9%	0.1%
Economy	1,694,251	331,449,281
Transportation	1,585,873	308,745,538
Income & Poverty		
Businesses		
Geography	4.4%	5.7%
Persons under 18 years, percent	14.7%	22.2%
Persons 65 years and over, percent	18.3%	16.8%
Female persons, percent	52.4%	50.5%
Race and Hispanic Origin		
White alone, percent	63.5%	75.8%
Black or African American alone, percent (a)	18.5%	13.6%
American Indian and Alaska Native alone, percent (a)	1.3%	1.3%
Asian alone, percent (a)	13.0%	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%	0.2%

**QuickFacts**  
New York County, New York; United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Enter state, county, city, town, or zip code -- Select a fact --

CLEAR TABLE MAP CHART DASHBOARD MORE

**Table**

Businesses	New York County, New York	United States
Population Estimate, July 1 2021, (V2021)	1,576,876	331,893,745
<b>BUSINESSES</b>		
<b>Businesses</b>		
Total employer establishments, 2020	99,048	8,000,178
Total employment, 2020	2,355,277	134,163,349
Total annual payroll, 2020 (\$1,000)	275,961,220	7,564,809,878
Total employment, percent change, 2019-2020	1.2%	0.9%
Total nonemployer establishments, 2019	219,769	27,104,006
All employer firms, Reference year 2017	86,330	5,744,643
Men-owned employer firms, Reference year 2017	52,638	3,480,438
Women-owned employer firms, Reference year 2017	18,965	1,134,549
Minority-owned employer firms, Reference year 2017	20,596	1,014,958
Nonminority-owned employer firms, Reference year 2017	56,168	4,371,152
Veteran-owned employer firms, Reference year 2017	2,374	351,237
Nonveteran-owned employer firms, Reference year 2017	74,680	4,968,606

[About datasets used in this table](#)

**Value Notes**

Estimates are not comparable to other geographic levels due to methodology differences that may exist between different data sources.

# QuickFacts

U.S. Census Bureau QuickFact

census.gov/quickfacts/fact/table/newyorkcountynewyork,US/PST045221

An official website of the United States government

United States Census Bureau

### QuickFacts

New York County, New York; United States

QuickFacts provides statistics for all states and counties, and for cities and towns.

Enter state, county, city, town, or zip code

-- Select a fact --

#### Table

Businesses

Population Estimates, July 1 2021, (V2021)

**BUSINESSES**

**Businesses**

- Total employer establishments, 2020
- Total employment, 2020
- Total annual payroll, 2020 (\$1,000)
- Total employment, percent change, 2019-2020
- Total nonemployer establishments, 2019
- All employer firms, Reference year 2017
- Men-owned employer firms, Reference year 2017
- Women-owned employer firms, Reference year 2017
- Minority-owned employer firms, Reference year 2017
- Nonminority-owned employer firms, Reference year 2017
- Veteran-owned employer firms, Reference year 2017
- Nonveteran-owned employer firms, Reference year 2017

[About datasets used in this table](#)

**Value Notes**

Estimates are not comparable to other geographic levels due to methodological differences.

- Select a fact --
- Population
  - Population Estimates, July 1 2021, (V2021)
  - Population estimates base, April 1, 2020, (V2021)
  - Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)
  - Population, Census, April 1, 2020
  - Population, Census, April 1, 2010
- Age and Sex
  - Persons under 5 years, percent
  - Persons under 18 years, percent
  - Persons 65 years and over, percent
  - Female persons, percent
- Race and Hispanic Origin
  - White alone, percent
  - Black or African American alone, percent (a)
  - American Indian and Alaska Native alone, percent (a)
  - Asian alone, percent (a)
  - Native Hawaiian and Other Pacific Islander alone, percent (a)
  - Two or More Races, percent
  - Hispanic or Latino, percent (b)
  - White alone, not Hispanic or Latino, percent
- Population Characteristics
  - Veterans, 2016-2020
  - Foreign born persons, percent, 2016-2020
- Housing
  - Housing units, July 1, 2021, (V2021)
  - Owner-occupied housing unit rate, 2016-2020
  - Median value of owner-occupied housing units, 2016-2020
  - Median selected monthly owner costs -with a mortgage, 2016-2020
  - Median selected monthly owner costs -without a mortgage, 2016-2020
  - Median gross rent, 2016-2020
  - Building permits, 2021
- Families & Living Arrangements
  - Households, 2016-2020
  - Persons per household, 2016-2020
  - Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020
  - Language other than English spoken at home, percent of persons age 5 years and over, 2016-2020
- Computer and Internet Use
  - Households with a computer, percent, 2016-2020
  - Households with a broadband Internet subscription, percent, 2016-2020

- Education
  - High school graduate or higher, percent of persons age 25 years+, 2016-2020
  - Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020
- Health
  - With a disability, under age 65 years, percent, 2016-2020
  - Persons without health insurance, under age 65 years, percent
- Economy
  - In civilian labor force, total, percent of population age 16 years+, 2016-2020
  - In civilian labor force, female, percent of population age 16 years+, 2016-2020
  - Total accommodation and food services sales, 2017 (\$1,000) (c)
  - Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c)
  - Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c)
  - Total retail sales, 2017 (\$1,000) (c)
  - Total retail sales per capita, 2017 (c)
- Transportation
  - Mean travel time to work (minutes), workers age 16 years+, 2016-2020
- Income & Poverty
  - Median household income (in 2020 dollars), 2016-2020
  - Per capita income in past 12 months (in 2020 dollars), 2016-2020
  - Persons in poverty, percent
- Businesses
  - Total employer establishments, 2020
  - Total employment, 2020
  - Total annual payroll, 2020 (\$1,000)
  - Total employment, percent change, 2019-2020
  - Total nonemployer establishments, 2019
  - All employer firms, Reference year 2017
  - Men-owned employer firms, Reference year 2017
  - Women-owned employer firms, Reference year 2017
  - Minority-owned employer firms, Reference year 2017
  - Nonminority-owned employer firms, Reference year 2017
  - Veteran-owned employer firms, Reference year 2017
  - Nonveteran-owned employer firms, Reference year 2017
- Geography
  - Population per square mile, 2020
  - Population per square mile, 2010
  - Land area in square miles, 2020
  - Land area in square miles, 2010

Your Response Makes a Difference

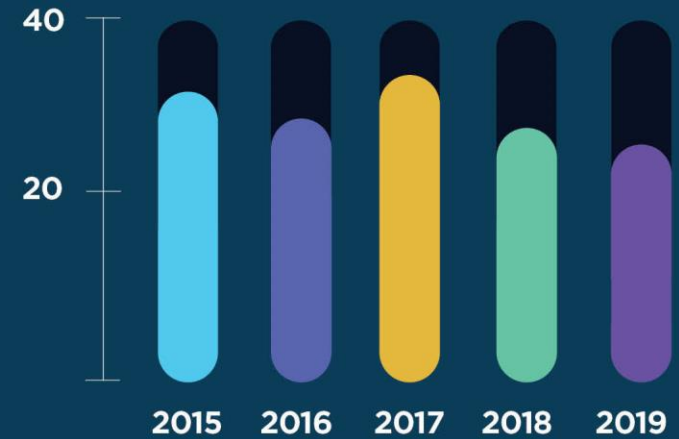
## MEET JOSEPH

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

Thank you for your response.



Sector Code: 4531— Florists  
Montgomery County, MD  
All Employer Establishments



**7** Average number of employees

**\$27K** Average payroll per employee

Source: Census Business Builder Local Business Profile. [cbb.census.gov/sbe](http://cbb.census.gov/sbe)

The screenshot shows a web browser window with the following elements:

- Browser Tab:** "Census Bureau Data"
- Address Bar:** "data.census.gov/cedsci/"
- Page Header:** "United States Census Bureau" logo on the left, and navigation links "Tables", "Maps", "Pages", "Microdata" on the right.
- Main Content:**
  - Section header: "Explore Census Data"
  - Subtext: "Learn about America's People, Places, and Economy"
  - Search bar: "Find Tables, Maps, and more ..." with a microphone icon and a search icon.
  - Link: "Use Advanced Search..."
  - Promotional text: "Try searching for [grocery stores](#) in [Georgia](#) in [2017](#)"
- Footer:** "find tables" logo

The screenshot shows a web browser window with the URL [data.census.gov/cedsci/](https://data.census.gov/cedsci/). The page header includes the United States Census Bureau logo and navigation links for Tables, Maps, Pages, and Microdata. The main heading is "Explore Census Data" with the subtitle "Learn about America's People, Places, and Economy". A search bar contains the text "Florists in". Below the search bar, a list of search results is shown:

- 453110: Florists
- 45311: Florists
- 4531: Florists
- 424930: Flower, nursery stock, and florists' supplies merc...
- 42493: Flower, nursery stock, and florists' supplies mercha...

A link "Use Advanced Search..." is also present. To the right of the search results, a profile for "453110: Florists" is displayed, including a description: "This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare..." and a map of the United States with a green overlay indicating the industry's distribution. The number "17" is visible on the right side of the page.

**tables**

The screenshot shows a web browser window with the URL [data.census.gov/cedsci/](https://data.census.gov/cedsci/). The page features the United States Census Bureau logo and navigation links for Tables, Maps, Pages, and Microdata. The main heading is "Explore Census Data" with the subtitle "Learn about America's People, Places, and Economy". A search bar contains the text "Florists in Montgomery". Below the search bar, a list of search suggestions is displayed:

- florists in Montgomery County, Maryland
- florists in Montgomery County, Pennsylvania
- florists in Montgomery County, Texas
- florists in Montgomery County, Ohio
- florists in Southeast Montgomery CCD, Montgomery Coun

A link for "Use Advanced Search..." is also present. To the right of the search results, a profile card for "453110: Florists Profile" is shown, with a description: "This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare...". Below the text is a map of the United States with a green highlight over the Northeast region. The number "17" is displayed in a blue box to the right of the profile card. At the bottom left, the word "tables" is written in a large, blue, stylized font.

The screenshot shows a web browser window with the URL [data.census.gov/cedsci/](https://data.census.gov/cedsci/). The search bar contains the text "florists in Montgomery County, Maryland". The page displays a list of tables under the heading "Tables".

**Filters:** 2 Filters (Montgomery County, Maryland; 453110: Florists)

**Find a Filter:** Search, Codes, Geography, Surveys, Topics, Years

**Tables:** 14 Tables, 14 Maps, 19 Pages. View: 10 | 25 | 50

- CB2000CBP** | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2020  
2020: ECNSVY Business Patterns County Business Patterns
- CB1900CBP** | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2019  
2019: ECNSVY Business Patterns County Business Patterns
- CB1800CBP** | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2018  
2018: ECNSVY Business Patterns County Business Patterns
- CB1800ZBP** | All Sectors: ZIP Code Business Patterns by Employment Size Class for 5-digit zipcode level: 2018  
2018: ECNSVY Business Patterns County Business Patterns
- CB1700CBP** | All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017  
2017: ECNSVY Business Patterns County Business Patterns

**453110: Florists Profile**  
This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare...  
[View Profile](#)

**Related Searches**



The screenshot shows the Data.census.gov interface. At the top, the search bar contains 'florists in Montgomery County, Maryland'. Below the search bar, there are tabs for 'All', 'Tables', 'Maps', and 'Pages', with 'Tables' selected. The left sidebar shows '2 Filters' and '14 Results' for 'Montgomery County, Maryland'. The main content area displays a list of results, with the top result highlighted: 'Economic Surveys CB2000CBP | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2020'. Below this, there is a table with columns: 'Geographic Area Name', '2017 NAICS code', 'Meaning of NAICS code', 'Meaning of Legal form of ...', and 'Meaning of E...'. The table contains four rows of data for Montgomery County, Maryland, all with NAICS code 453110 and meaning 'Florists'. The bottom of the page shows the URL 'https://data.census.gov/cedsci/table?q=florists in Montgomery County, Maryland' and page navigation '1 to 4 of 4'.

The screenshot shows the Data.census.gov interface. The search query is "florists in Montgomery County, Maryland". The "Maps" tab is selected, displaying a map of Montgomery County, Maryland, with a legend for "Number of employees in 2020". The legend shows a range of 451,660 to 451,660 for 1 geos. The "SELECTION MAP" section lists 14 results, including "CB2000CBP" (2020), "CB1900CBP" (2019), and "CB1800CBP" (2018). The left sidebar shows 2 filters: "Montgomery County, Maryland" and "123 453110: Florists". The bottom of the page shows the URL: [https://data.census.gov/cedsci/map?q=florists in Montgomery County, Maryland&layer=VT\\_2020\\_050\\_00\\_PY\\_D1&mode=selection&loc=39.1785,-77.2473,z9.4855](https://data.census.gov/cedsci/map?q=florists in Montgomery County, Maryland&layer=VT_2020_050_00_PY_D1&mode=selection&loc=39.1785,-77.2473,z9.4855)

# Census Bureau Data Tools – Free and Available Online

Data by industry and geography

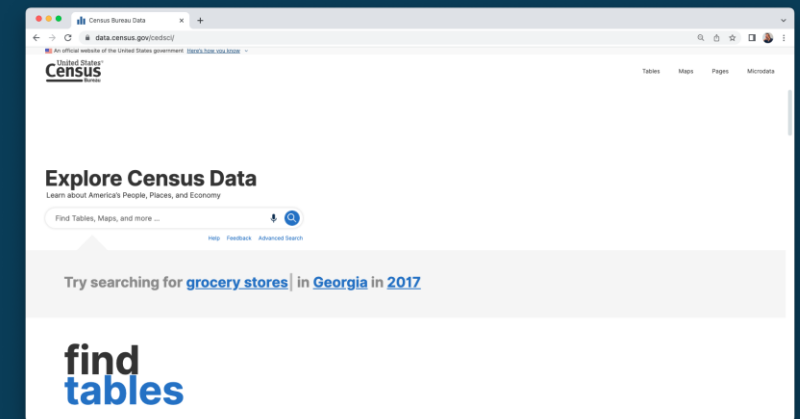
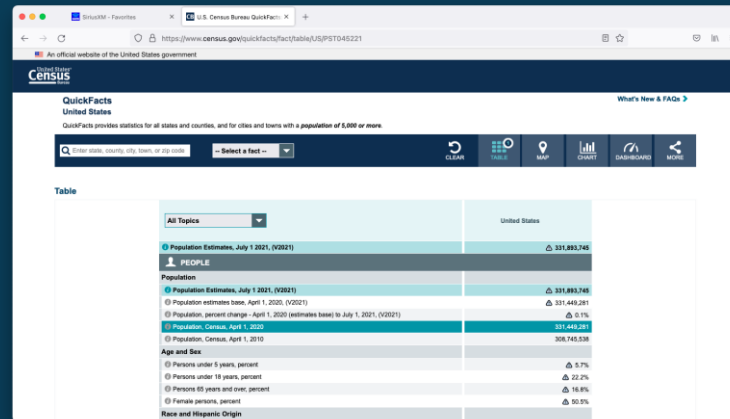
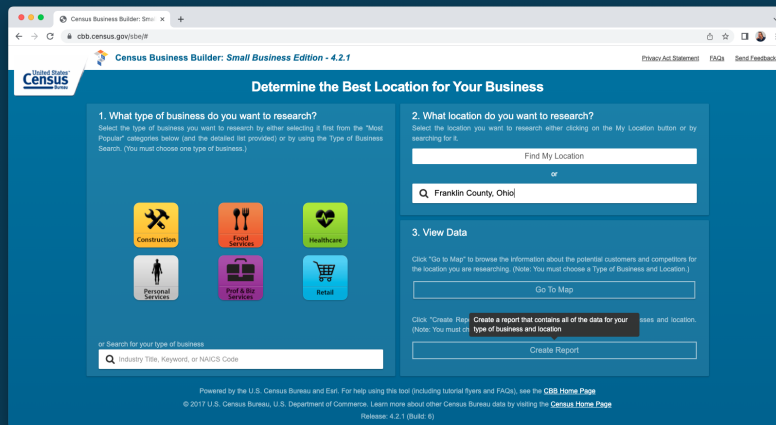
<http://cbb.census.gov/sbe>

Data by geography

[www.census.gov/quickfacts](http://www.census.gov/quickfacts)

Explore all Census Bureau data

[data.census.gov](http://data.census.gov)



# Census “Data Stories” Campaign

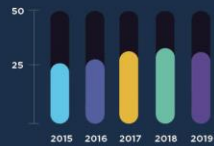
## Your response makes a difference.

### 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.

Thank you for your response.

**Sector Code: 311811 – Bakeries**  
Montgomery County, MD  
All Employer Establishments



**10** Average number of employees

**\$19K** Average payroll per employee

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



United States  
**Census**  
Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).

## Your response makes a difference.

### MEET PAULA

Paula's team used Census Bureau data to set their economic development plan for the city – statistics made possible by your response to the Economic Census.

Thank you for your response.

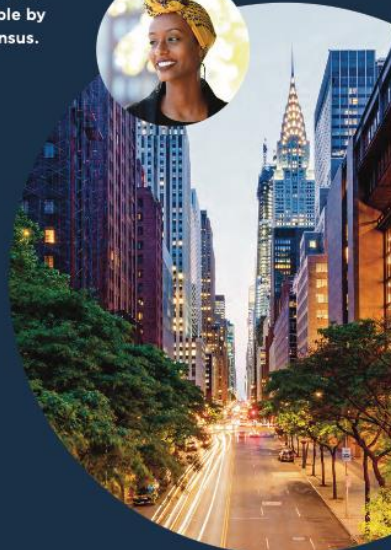
**Local Business Profile**  
New York County, NY  
Average employment per employer



**102K** Total # employer establishments

**\$118K** Average payroll per employee

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



United States  
**Census**  
Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).

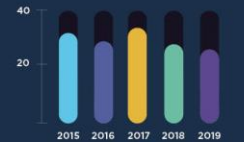
## Your response makes a difference.

### MEET JOSEPH

Joseph used Census data to help secure a small business loan – statistics made possible by your response to the Economic Census.

Thank you for your response.

**Sector Code: 4531 – Florists**  
Montgomery County, MD  
All Employer Establishments



**7** Average number of employees

**\$27K** Average payroll per employee

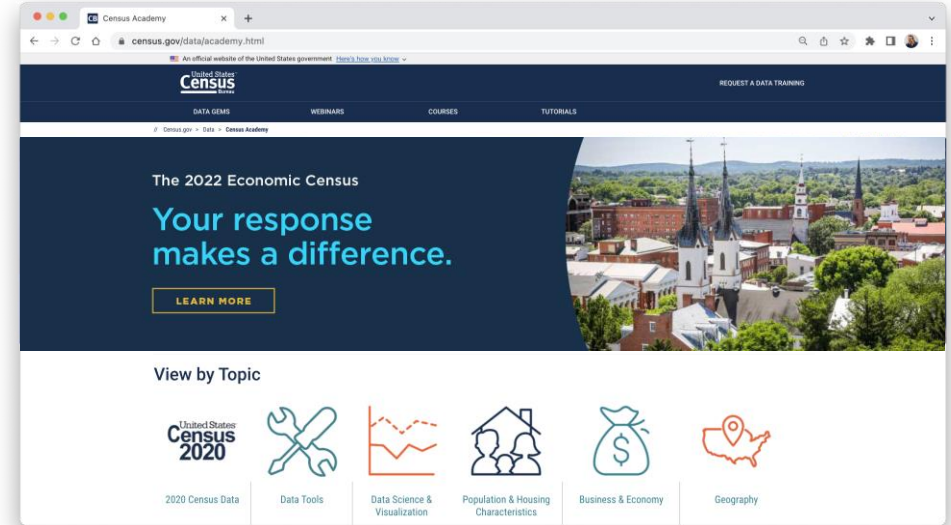
Source: Census Business Builder Local Business Profile, cbb.census.gov/lbp



United States  
**Census**  
Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).

# Census Data Stories Campaign



The 2022 Economic Census

## Your response makes a difference.

**MEET PAULA**

Paula's team used Census Bureau data to set their economic development plan for the city - statistics made possible by your response to the Economic Census.

Thank you for your response.

[LEARN MORE](#)

United States Census Bureau

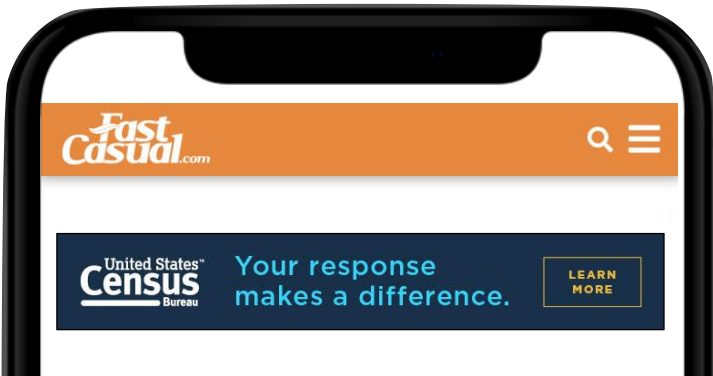
## What is the Economic Census?

The Economic Census is the U.S. Government's official five-year measure of American business and the economy.

It provides the most comprehensive data available at the national, state, and local level, representing all industries and geographies.

Response is due by March 15, 2023 and is required by law.

**FOR MORE INFORMATION VISIT:**  
[Census.gov/econ](https://census.gov/econ)



## Census Data Stories Campaign



**Linda used Census Bureau data to help find the best location for her new bakery.**

Columbus – Franklin County, OH



**Jerome used Census Bureau data to project hiring needs for his new construction site.**

NYC – Queens County, NY



**Annie used Census Bureau data to set salary levels for her medical staff.**

Dallas County, TX



**Joseph used Census Bureau data to help secure a small business loan.**

Montgomery County, MD



**Sara used Census Bureau data for her factory's inventory planning**

Houston – Harris County, TX



**Hellen used Census Bureau data to help set sales prices for new home listings.**

Los Angeles County, CA



**Paula's team used Census Bureau data to set their economic development plan for the city.**

Atlanta – Fulton County, GA  
New York, NY  
Customizable by city



**Angelo used Census Bureau data to find the best location for his new restaurant.**

Chicago – Cook County, IL



**Alex used Census Bureau data to help secure a small business loan**

Miami-Dade County, FL



**Kevin used Census Bureau data to help project staffing needs for next quarter.**

Denver County, CO



**Benita used Census Bureau data to help find the best location for her new shop.**

San Juan Municipio, PR



# Response Promotion

# Census.gov/econ

- Economic Census promotional website launched on September 18: [census.gov/econ](https://census.gov/econ)
  - Information for Respondents
  - How Your Response Makes a Difference
  - Information for Partners/Promotional Materials
- Brochures will be available for distribution
  - English and Spanish-language versions
- Additional advertising and promotional materials with opportunity for customization coming in October.
- Economic Census logo will also be available for partner communications

The screenshot shows the homepage of the 2022 Economic Census website. At the top, there is a navigation bar with the United States Census Bureau logo and various menu items: Partners, Researchers, Educators, Survey Respondents, News, NAICS Codes, Jobs, About Us, Contact Us, Help, Topics, Data & Maps, Surveys & Programs, and Resource Library. A search bar is also present. Below the navigation bar, there is a large banner image of a town street at night with the text "2022 Economic Census" overlaid. Underneath the banner, there are social media sharing options (Facebook, Twitter, LinkedIn) and subscription links. The main content area features a headline "Your Response Makes a Difference." followed by a paragraph explaining the importance of the Economic Census. To the right of this paragraph are "Quick Links" for learning more, information for respondents, island areas, and surveys. Below the headline, there are three columns of content: "Census Bureau Statistics" with a bar chart showing data from 2016 to 2020; "How Your Response Makes a Difference" with a text block and a "View More" link; and "Info for Partners/Promotional Materials" with a text block and a "View More" link. At the bottom right, there are two circular images: one showing a woman (Linda) and another showing a "WELCOME OPEN" sign.



Logo



United States<sup>®</sup>  
**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.

Annual surveys have larger samples and provide the most up-to-date and data available.

Every 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



**28** Total # employer establishments (2020)

**\$26K** Average payroll per employee (2020)

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



United States<sup>®</sup>  
**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.

Las encuestas anuales poseen muestras grandes y proporcionan los datos disponibles más actualizados y tendencias en el mercado.

Además, el Censo Económico de los negocios y proporciona datos disponibles más detallados.

# CONOZCA A LINDA

## CONOZCA A LINDA

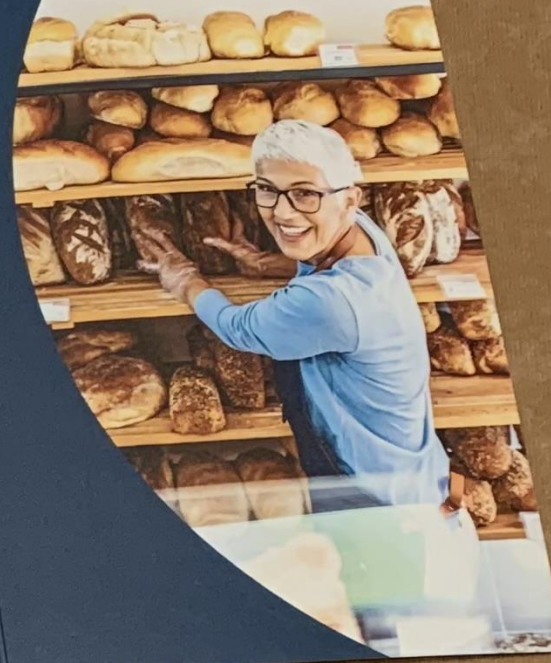
Linda utilizó los datos de la Oficina del Censo para ayudarla a encontrar la mejor localización para su nueva repostería — estadísticas que existen gracias a su respuesta al Censo Económico.

Perfil Local del Negocio  
Reposterías — Condado de Franklin, Ohio  
Promedio de empleo por establecimientos con empleados



**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](http://cbb.census.gov/sbe)

# Communications to Your Organization

We will provide three emails to forward on to your organization in the first quarter of 2023, with a request to send out around the 15<sup>th</sup> of each month.

## January 15th

- Week of January 15<sup>th</sup> – Introduction and information about the Economic Census mail out end of the month

## February 15th

- Information for respondents and invitation to webinar

## March 15th

- Due date reminder (March 15, 2023)

Additional information and promotional materials will be provided later this fall.



# Q & A

