

# **Economic Census 101:** **An In-depth guide to the** **2022 Economic Census**

**U.S. Census Bureau**

**Presented by: Adam Grundy**



# Meet Your Presenter

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## Adam Grundy:

- Supervisor in the Data User and Trade Outreach Branch
- Leads the ECON Outreach Working Group
- Maintains an online calendar for the Economic Directorate
- Writes several articles for the America Counts series
- Former President of the General Workforce Advisory Board
- Has a bachelor's degree in Human Studies and a certification in elementary education





# The U.S. Census Bureau

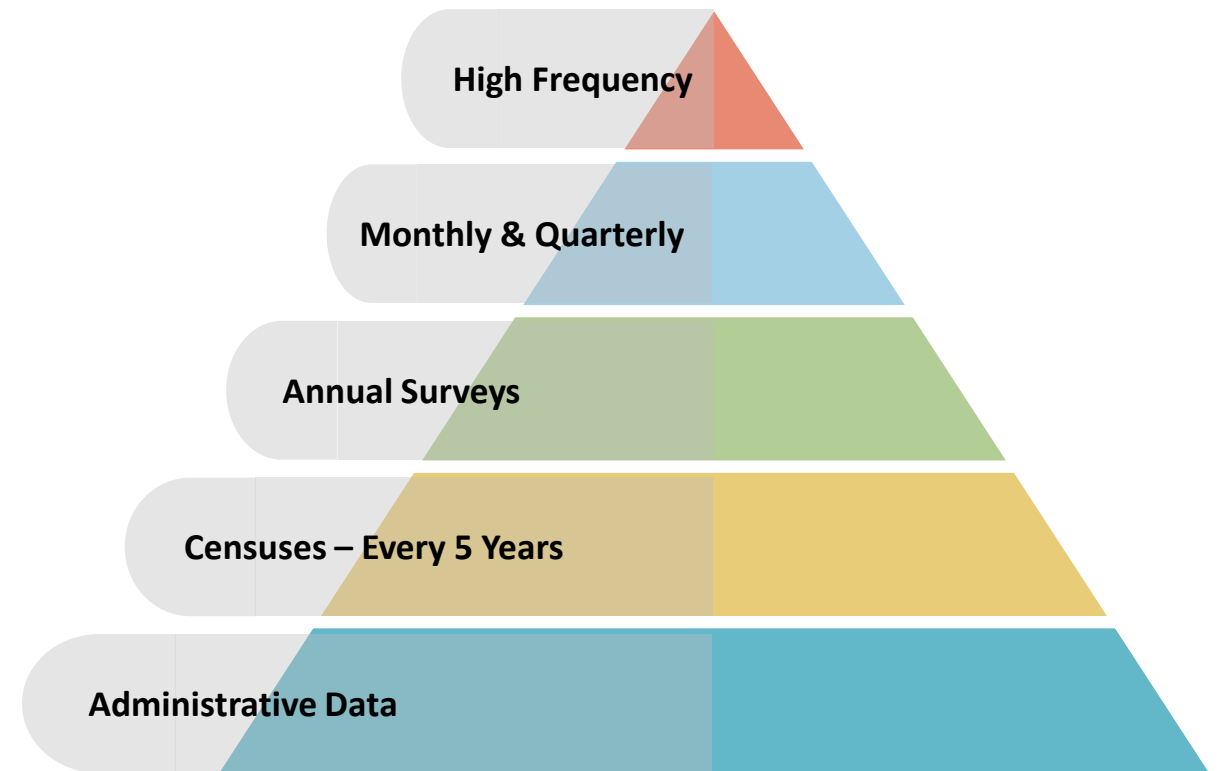
- The federal government's largest statistical agency – part of the U.S. Department of Commerce.
- Conducts more than 130 surveys and programs each year and 3 censuses, including:
  - **The Decennial Census** – the once-a-decade population and housing count.
  - **The Census of Governments** – measurement of the nation's state and local government sector.
  - **The Economic Census** – the official five-year measure of American business.



# 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



# The Economic Census

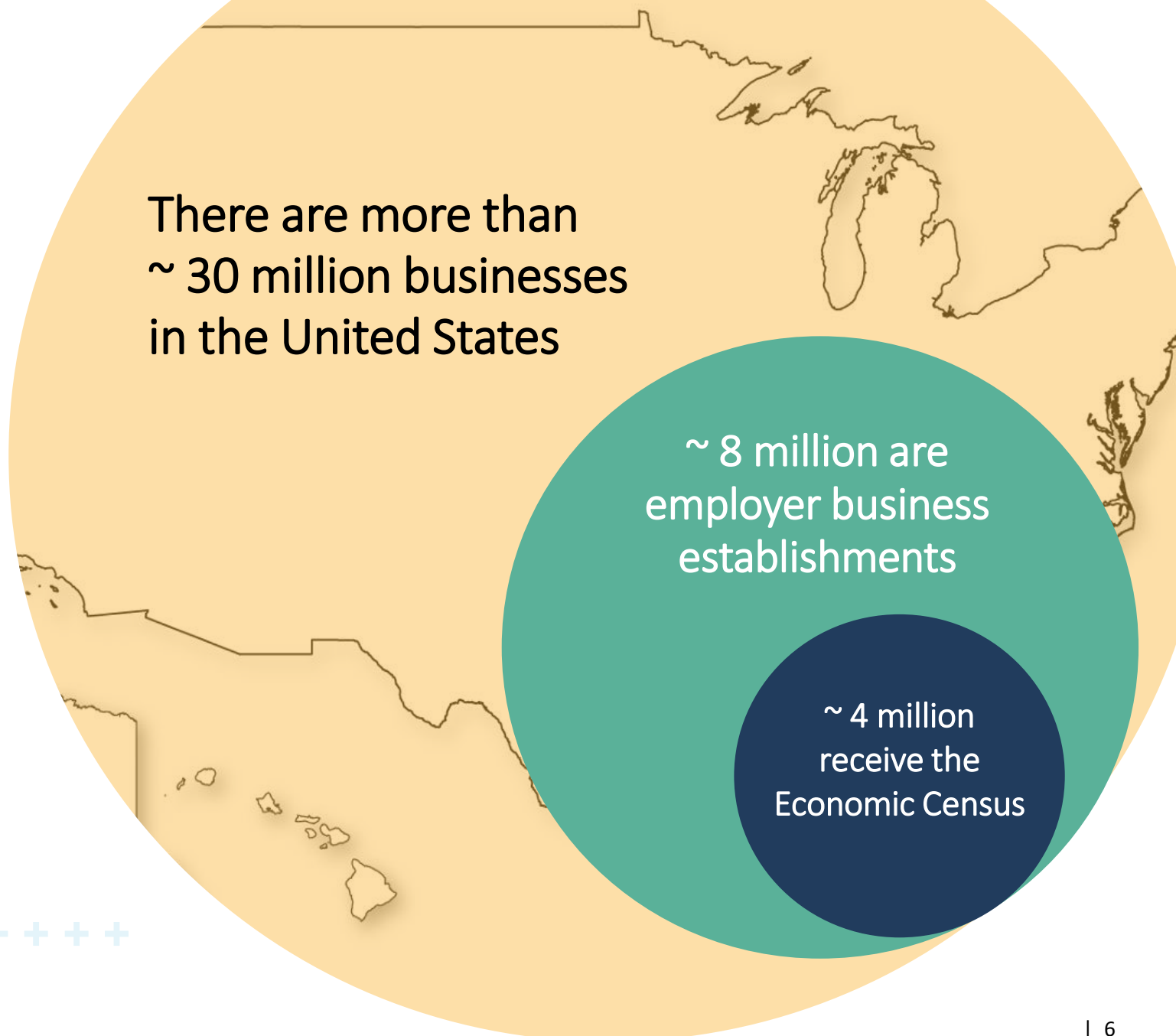
- Conducted every 5 years, it produces the most comprehensive economic data available.
- Data covers 19 economic sectors that encompass 950 NAICS industries, that span over 21,000 geographic areas
- Data includes number of establishments, products, revenue, employment and more
- The Economic Census collects data from businesses reporting their 2022 year-end numbers.
- The Economic Census is conducted online, and response is mandatory.



# Most companies do not receive the Economic Census

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

<https://www.census.gov/econ>



# What's New for 2022?

- New Machine Learning searches in collection instrument
  - Ability to search for NAICS Industry
  - Ability to search for NAPCS Products and Services
  - Smarter, flexible instrument, ensuring respondents receive appropriate question set
- Scope and content updated
  - New content will capture data on emerging topics, for example
    - Use and acquisition of business technologies (such as robotics, 3D printing, and kiosks)
    - Telemedicine services
    - Cannabis
  - Expansion of scope to include Support Activities for Crop and Animal Production



# What's New for 2022? (Cont.)

## Data Release and Publication Changes:

- An accelerated release schedule allowing statistics to be available sooner than ever before. [Economic Census Release Information](#).
- The “Geographic Area Statistics” will now be a single release – every sector and every state available on the same day. In previous years it was released on a flow basis over a number of months by sector and state.
- The order of two releases have been changed to better fit the needs of data users. The **“Comparative and Bridge Statistics”** have been moved up in the release schedule to immediately follow the **“Geographic Area Statistics”** and **“Establishment and Firm Size Statistics”** will be released before the **“Product Statistics.”**
- There will be new statistics on Agricultural Services and Cooperatives.





# What's New for 2022? (Cont.)

The 2022 Economic Census will be the **first Census program** to publish data on the 2022 [North American Industry Classification System](#). The Reference Files tab on this page includes concordance files for NAICS difference between years. Changes for 2022 include:

- **One-to-one recodes**: industries with no content change but with a code change
- **Many-to-one combinations**: 2017 NAICS codes that were combined to form a new 2022 code
- **Many-to-many combinations**: 2 or more 2022 codes that were created from parts of 2 or more 2017 codes



# 2022 Economic Census Timeline



# 2022 Economic Census Planned Release Schedule

<u>Statistics Set</u>	<u>Description</u>	<u>Planned Release Date</u>
<b>First Look Statistics</b>	<p>Preliminary general statistics for the U.S. at a broad industry level (2-3 digit NAICS) for the following industries <b>(level of detail varies)</b>:</p> <ul style="list-style-type: none"> <li>Agriculture</li> <li>Mining</li> <li>Utilities</li> <li>Construction</li> <li>Manufacturing</li> <li>Wholesale Trade</li> <li>Retail Trade</li> <li>Service Industries</li> </ul>	March 2024
<b>Geographic Area Statistics</b>	<p>General statistics for the U.S., states, and selected geographies at a detailed industry level (2-8 digit NAICS-based) for the following industries <b>(level of detail varies)</b>:</p> <ul style="list-style-type: none"> <li>Agriculture</li> <li>Mining</li> <li>Utilities</li> <li>Construction</li> <li>Manufacturing</li> <li>Wholesale Trade</li> <li>Retail Trade</li> <li>Service Industries</li> </ul>	March 2025

# 2022 Economic Census Planned Release Schedule (Cont.)

<u>Statistics Set</u>	<u>Description</u>	<u>Planned Release Date</u>
<b>Comparative and Bridge Statistics</b>	<p>Statistics for industries at the 2022 NAICS level for 2017 and 2022, and statistics for industries whose NAICS classification changed between 2017 and 2022.</p>	June 2025
<b>Establishment and Firm Size Statistics</b>	<p>Summary statistics at the U.S. level about:</p> <ul style="list-style-type: none"> <li>Revenue Size of Establishments</li> <li>Employment Size of Establishments</li> <li>Single Unit and Multiunit Firms</li> <li>Revenue Size of Firms</li> <li>Employment Size of Firms</li> <li>Concentration of Largest Firms</li> <li>Legal Form of Organization</li> </ul>	June 2025

# 2022 Economic Census Planned Release Schedule (Cont.)

<u>Statistics Set</u>	<u>Description</u>	<u>Planned Release Date</u>
Product Statistics	<p>Statistics about products and services based on the North American Product Classification System (NAPCS) for the U.S. and states</p>	September 2025
Miscellaneous Statistics	<p>Industry-specific statistics for the U.S., states, counties, and offshore areas for the following industries (geography level varies by industry):</p> <ul style="list-style-type: none"> <li>Mining</li> <li>Utilities</li> <li>Construction</li> <li>Manufacturing</li> <li>Wholesale Trade</li> <li>Retail Trade</li> <li>Service Industries</li> </ul>	March 2025 - March 2026

# 2022 Economic Census Planned Release Schedule (Cont.)

Statistics Set

Description

Planned Release Date

**Island Area Statistics**

Statistics by geographic area, establishment and firm size, products, and miscellaneous subjects for the following Island Areas:

Guam, American Samoa, Northern Mariana Islands	June 2024
U.S. Virgin Islands	July 2024
Puerto Rico	December 2024

- The Census Bureau no longer releases ZIP code data from the Economic Census, but ZIP code tables released for previous Economic Censuses will remain accessible to data users

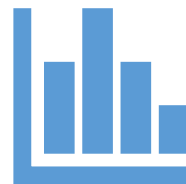
***Note: All scheduled dates are subject to change.***

*See the 2022 Economic Census Latest Releases for links to tables and actual release dates once the data is made available to the public:*

<https://www.census.gov/programs-surveys/economic-census/year/2022/news-updates/releases.html>

# Data Tools in Action

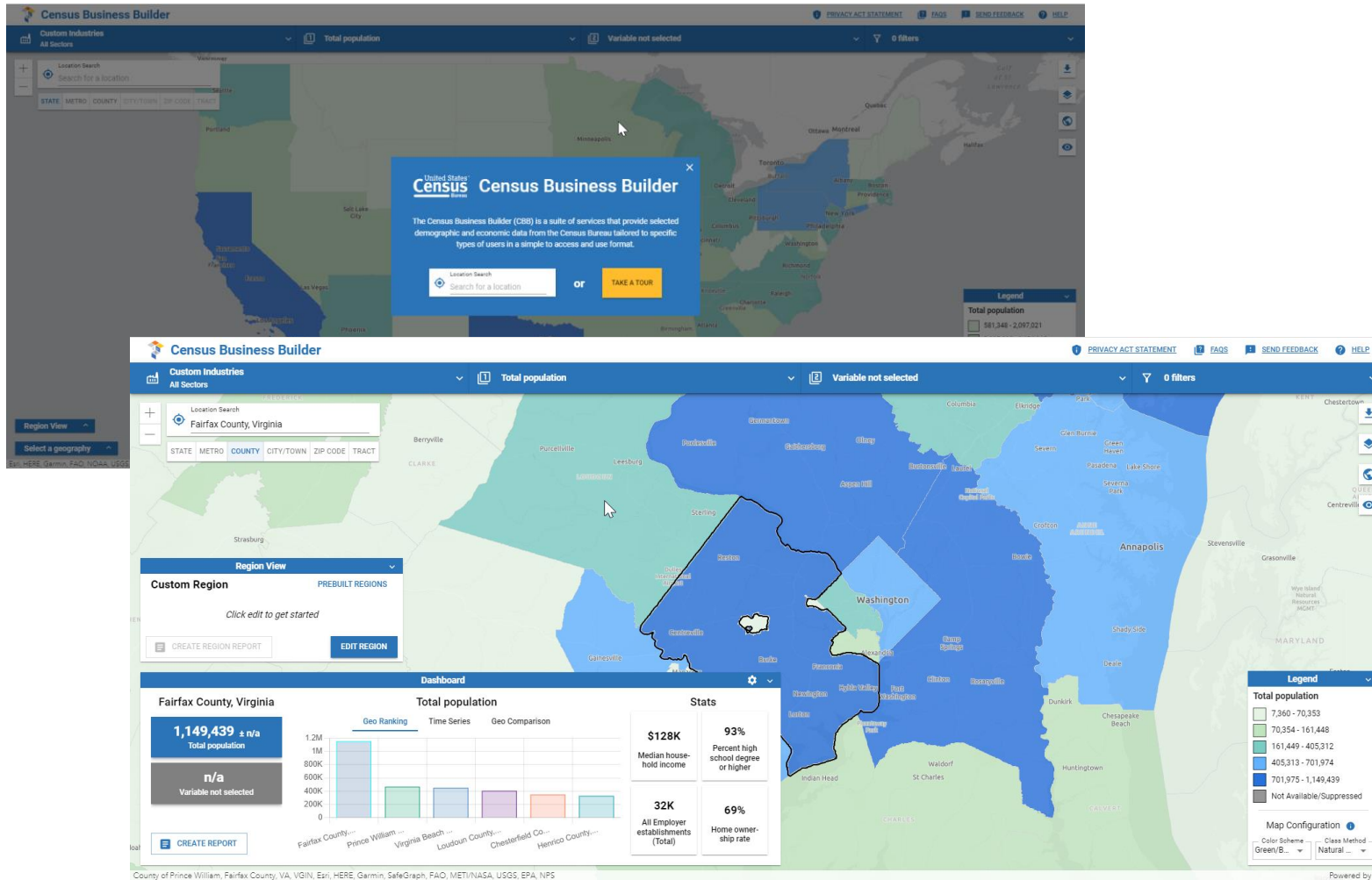
Census Business Builder 5.1



# Census Business Builder 5.1

## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - BLS, USDA, & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free



CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>



# Census Business Builder

**Census Business Builder**

United States<sup>™</sup>  
Census Bureau

**Census Business Builder**

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Location Search  
Search for a location

or TAKE A TOUR

Legend

Total population

- 701,974
- 6,037,624
- 8,509,358
- Not Available/Suppressed

Map Configuration

Color Scheme: Green/B...  
Class Method: Equal In...

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

Powered by Esri

# CBB 5.1 - Tour

- Tour will walk you through the core functionality of the application

The screenshot shows the Census Business Builder web application. The main interface includes a header with navigation links (Privacy Act Statement, FAQs, Send Feedback, Help), a filter bar for 'Custom Industries' (All Sectors), 'Total population', and 'Variable not selected'. A map of the United States is displayed with a search bar and filters for State, Metro, County, City/Town, Zip Code, and Tract. A legend on the right shows population ranges: 581,348 - 2,097,021; 2,097,022 - 6,124,160; 6,124,161 - 11,675,275; 11,675,276 - 21,216,924; and 21,216,925 - 39,346,023.

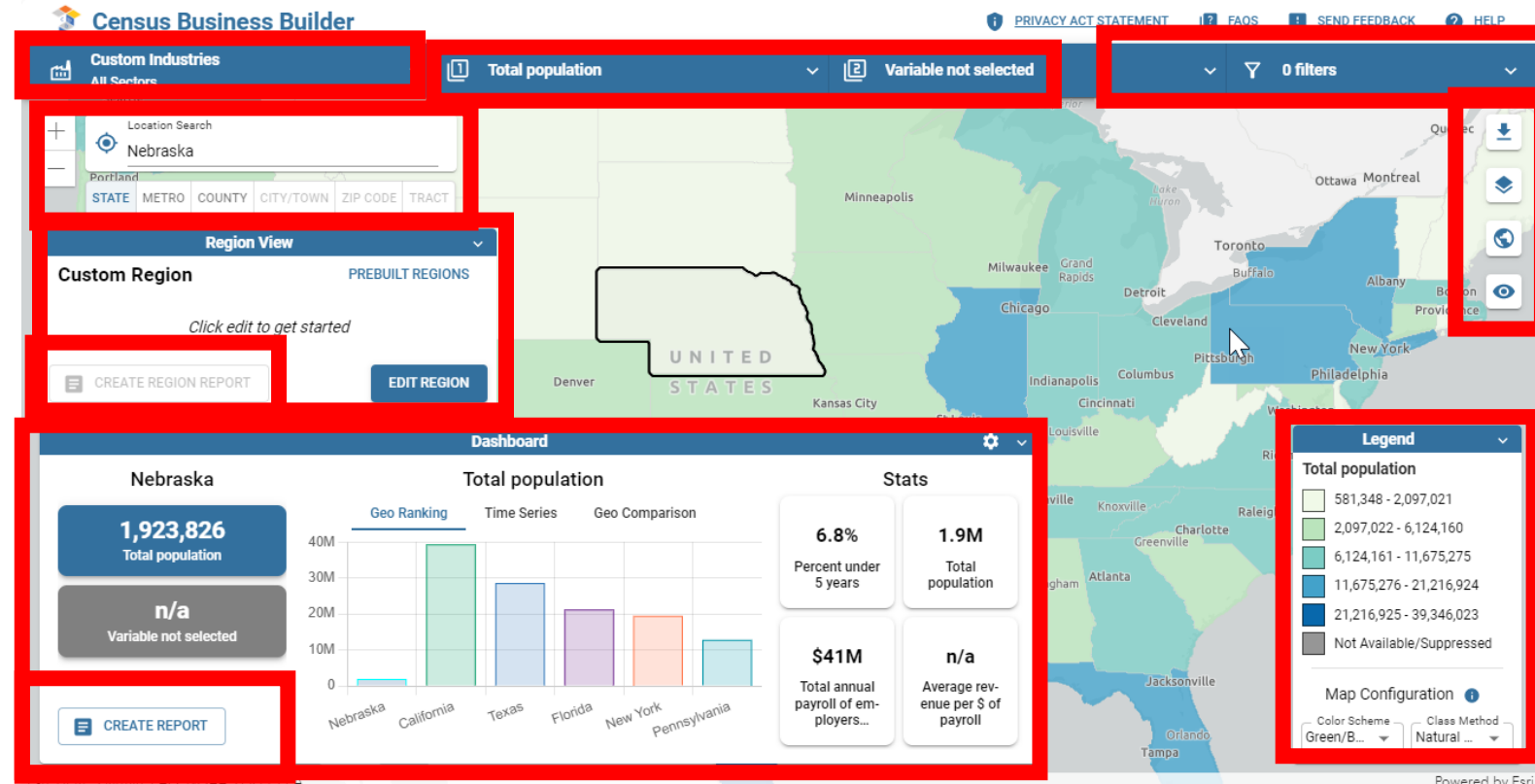
Overlaid on the interface are several tour windows:

- Intro (1/42):** A white box with a close button (X) containing the text: "Census Business Builder (CBB) is a feature-rich data exploration application that will enable you to dynamically reference Census data relevant to your region or small business. This tour will walk you through the core functionality of the application. Let's get started!" and a "NEXT" button.
- United States Census Bureau Census Business Builder:** A blue box with a close button (X) containing the text: "The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format." It includes a search bar and a "TAKE A TOUR" button.
- Select Industries:** A white box with a close button (X) showing two views: "INDUSTRY LIST" and "INDUSTRY TREE". Under "Industry Categories", "Construction" is selected. Under "Industries", a list includes Drywall, Electrical, Flooring, Foundations, Home Construction, Nonresidential, Painting and Wall Paper, Plumbing, and Tile, each with a checkmark icon.
- Select an Industry (9/42):** A white box with a close button (X) containing the text: "You can choose an industry from either a list or tree view." and "BACK" and "NEXT" buttons.

# CBB 5.1 – Key Features

## Map page

- Dashboard
- Region View
- Geographic Levels
- Industry Cluster
- Map Variables options
- Filter Menu
- Map Buttons
- Map Legend
- Reports



# CBB 5.1 – Reports

## Reports

- Report sections, interactive charts, customizing, and bookmarking
- Single or multi-geography reports

### Business Summary

Industry Cluster Name: **Custom Industries** Selected Industries: **Total for all sectors**

#### 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)	54,791
Average employment per employer	16
Average payroll per employee	\$47,566
Population per employer	35
Total employment of employers	866,139
Total annual payroll of employers (\$1,000)	\$41,198,526
Number of farm operations (Ag only)	28,762
Total contract and hired labor expense (Ag only)	\$30,743,000
Total operating expense (Ag only)	\$7,928,359,000

### Business Comparison

#### 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)	Total contract and hired labor expense (Ag only)	Total operating expense (Ag only)
All Sectors	54,791	140,567	866,139	\$41,198,526	n/a	\$6,531,663	n/a	n/a	n/a
Accommodation and Food Services	4,536	2,072	78,076	\$1,143,833	\$1,957,818	\$77,764	n/a	n/a	n/a
Administrative and Support and Waste Management and Remediation Services	2,822	11,785	73,236	\$2,948,837	\$4,864,100	\$238,926	n/a	n/a	n/a
Construction	1,456	n/a	\$157,350	n/a	n/a	n/a	n/a	n/a	n/a
Manufacturing	240,269	\$891,277	\$129,318	n/a	n/a	n/a	n/a	n/a	n/a
Retail Trade	2,988,136	\$12,497,262	\$986,691	n/a	n/a	n/a	n/a	n/a	n/a
Transportation and Warehousing	57,468	\$146,701	\$45,674	n/a	n/a	n/a	n/a	n/a	n/a
Wholesale Trade	5,719,422	n/a	\$387,179	n/a	n/a	n/a	n/a	n/a	n/a

### Consumers/Residents

#### Demographic Characteristics

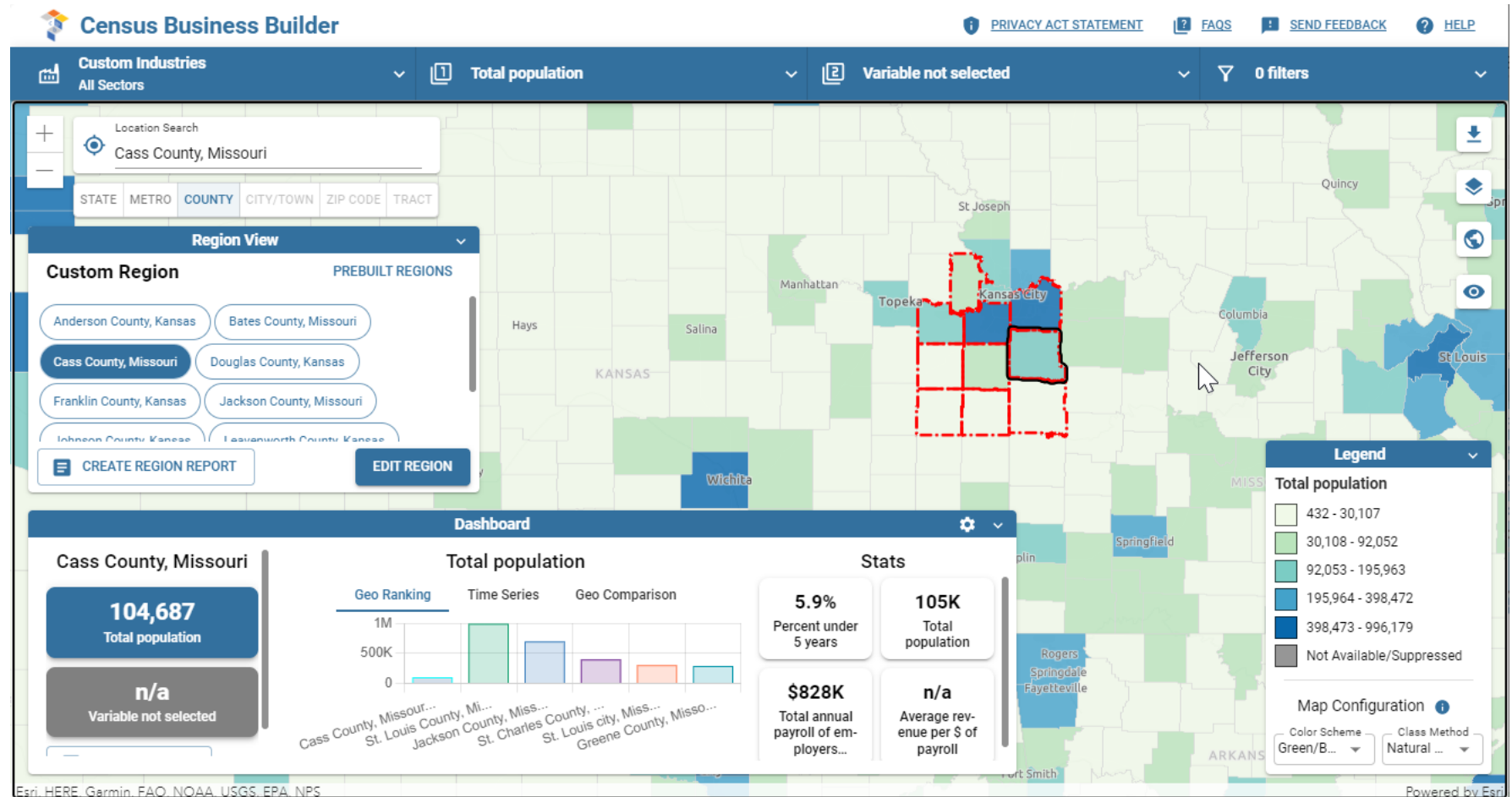
Includes information on total population and population by age, race, and ethnicity from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

Variable	Estimate
Total population	1,923,826
Percent male	49.9%
Percent female	50.1%
Percent under 5 years	6.8%
Percent under 18 years	24.7%
Percent 18 years and over	75.3%
Percent 21 years and over	71.1%
Percent working age (25 to 64 years)	49.8%
Percent 65 years and over	15.7%
Median age	36.6
Percent White	85.31%
Percent Black or African American	4.78%
Percent American Indian and Alaska Native	0.88%
Percent Asian	2.6%

# CBB 5.1 - Region Builder

Multiple options to build a region

- Option #1: build region of 2+ geographies of the SAME TYPE
- Option #2: build a Region of 2 or more geographies of 2 OR MORE types
- Option #3: build a Region using Prebuilt Regions



# CBB: Data Sources

- Demographic, socioeconomic, and housing data from the American Community Survey
- Business data from the County Business Patterns, Nonemployer Statistics, Economic Census, and Survey of Business Owners
- Imports and Exports data from the International Trade program
- Workforce data from the Quarterly Workforce Indicators
- Building Permits data from the Building Permits Survey
- Your own data (via Excel file upload feature)
- Consumer Spending data from Esri
- Agriculture data from the Census of Agriculture (USDA)
- Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)

Primary Category

CONSUMERS/RESIDENTS **BUSINESSES (ANNUAL)** BUSINESSES (QUARTERLY) WORKFORCE

BUILDING PERMITS CONSUMER SPENDING MY VARIABLES

Secondary Category

EMPLOYERS **NONEMPLOYERS** KEY RATIOS INTERNATIONAL TRADE

Data Variables

- All Employer establishments (Total)
- Total employment of employers
- Total annual payroll of employers (\$1,000)
- Total revenue of employers (\$1,000)
- Percent Minority-owned employer firms
- Percent White-owned employer firms
- Percent Black-owned employer firms

Information may not be available for all industries and areas to protect the privacy of individual companies or because the data have not been released yet. Includes key information that you can use to better understand your market. To learn more, see [www.census.gov](http://www.census.gov) and <https://www.bls.gov/qcew/>

Primary Category

CONSUMERS/RESIDENTS BUSINESSES (ANNUAL) BUSINESSES (QUARTERLY) WORKFORCE

BUILDING PERMITS CONSUMER SPENDING MY VARIABLES

Secondary Category

**DEMOGRAPHIC CHARACTERISTICS** SOCIOECONOMIC CHARACTERISTICS HOUSING CHARACTERISTICS

Data Variables

- Total population
- Percent male
- Percent female
- Percent under 5 years
- Percent under 18 years
- Percent 18 years and over
- Percent 21 years and over

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information. Includes key information that you can use to better understand your market. To learn more, see [www.census.gov](http://www.census.gov) and <https://www.bls.gov/qcew/>

# DEMO of Census Business Builder

Go to:

[cbb.census.gov](https://cbb.census.gov); or scan QR code →



## Case Study:

- Access to [clean water](#) is a key issue for many Americans
- Some casual data users have heard about Census business data available on housing/construction statistics from a recently published America Counts article
  - They need guidance on where to begin using the great resources found on [Census.gov](#)
- Let's say an entrepreneur wants to start a business in [“Water and Sewer Line and Related Structures Construction” \(NAICS 237110\)](#)
  - Using an innovative data tool called Census Business Builder, the entrepreneur looks at competitors in the same industry, potential customers, and socioeconomic characteristics to make an informed, data-driven decision.



United States Census Bureau

SEARCH

HOME OF THE CENSUS

EXPLORE DATA LIBRARY ECONOMIC PROGRAMS INFORMATION FOR THE PUBLIC ABOUT US

Designs / America Counts / Business and Economics / Housing / A House Tour by the Numbers

A House Tour by the Numbers

Highlighting Census Bureau Data on Housing and Construction During American Housing Month, National Homeownership Month

PHIL THOMPSON

JUNE 23, 2022

Two housing celebrations this month provide an opportunity to explore the nation's housing landscape through an economic and lifestyle lens, from the number of homes built to who is struggling to pay for housing and how many homes have more than three bedrooms or bathrooms.

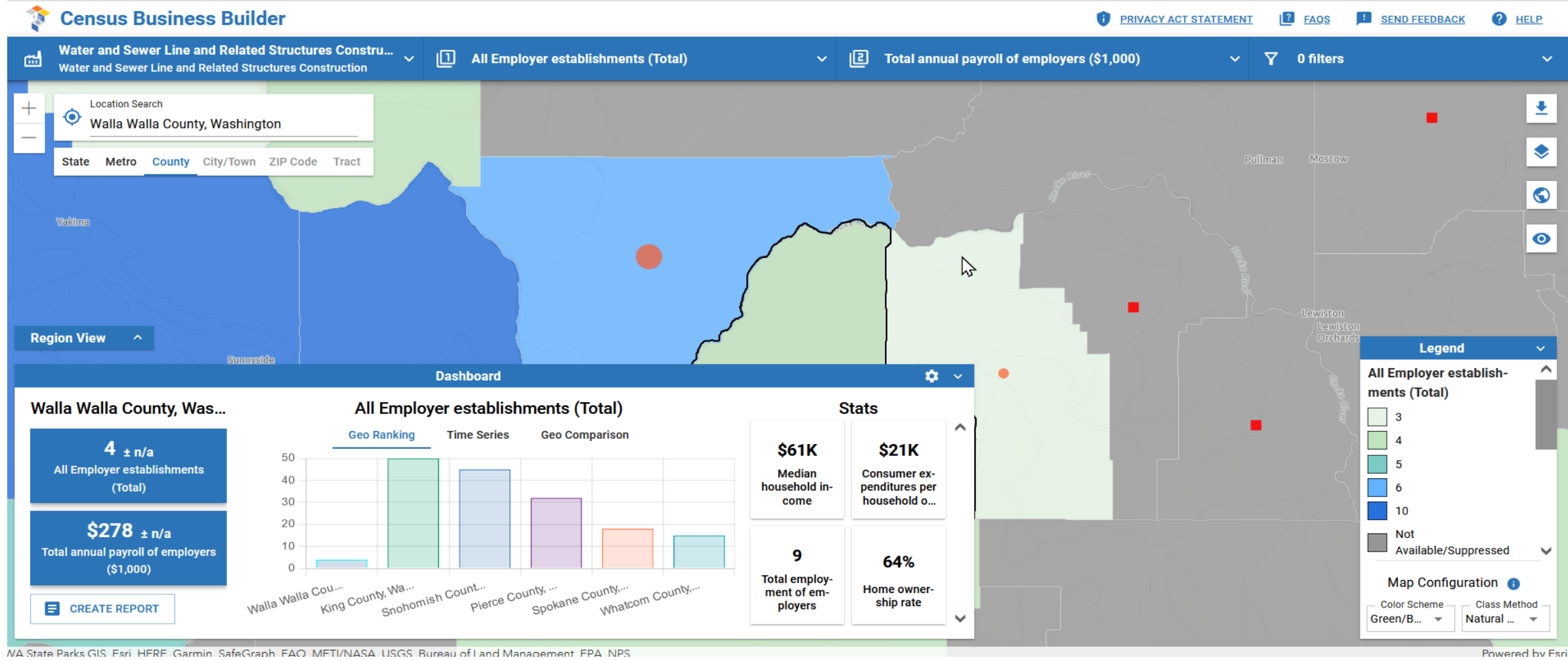
American Housing Month and National Homeownership Month celebrate the value of homeownership to families and communities and the ways banks and other public and private institutions can help people reach their housing goals.

Housing Vacancy Rates Near Historic Lows

Housing Vacancy Rates show that the number of homes without housing agrees during the COVID-19 pandemic.



Using Census Business Builder, the entrepreneur investigates business data in **Walla Walla County, Washington** to see how many other potential competitors are in this industry. By comparing other counties nearby, and researching key demographics from Census data, the prospective business owner can determine the best geographical location and fit for their business model.



- Looking at potential customers, competitive businesses and consumer spending patterns help the entrepreneur make informed decisions on their business plan.

**Local Business Profile**  
Water and Sewer Line and Related Structures Construction - Walla Walla County, Washington

Sections

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

### Contents

#### What will I find in this report?

##### My Customers

The Consumers/Residents section provides summarized demographic information for **Walla Walla County, Washington**. This information provides a snapshot of the makeup of the community of potential customers in the area.

##### Business Summary

The Business Summary section provides summarized statistics about **Water and Sewer Line and Related Structures Construction** businesses in **Walla Walla County, Washington**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

##### Business Comparison

The Business Comparison section provides tables of juxtaposed information for businesses across all sectors in **Walla Walla County, Washington**. These tables provide a rapid way to compare and contrast data across industries in the area.

##### Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Walla Walla County, Washington**.

**Water and Sewer Line and Related Structures Construction** is comprised of:  
[Water and Sewer Line and Related Structures Construction](#)

- By using Census data and data tools, the entrepreneur makes the decision to open a Water and Sewer Line and Related Structures Construction plant in Walla Walla County, Washington to better service the needs of the residents of that county.



# Data Equity

- The Census Bureau is committed to producing data that depict an accurate portrait of America, including its underserved communities. Some of our data equity services include:
- **Demographic Data:** We provide a wealth of data by key demographic variables such as race, ethnicity, sex, disability, income, and veteran status to help measure equity. These data are often by geography, which provides meaning and context to the statistical data, and can identify rural and underserved communities.
- **Data Tools:** We supply a variety of data tools that help the public and policy makers understand the issues surrounding inequities and enable them to propose effective, data-based solutions.
- **Public Assistance Program Metrics:** Among other uses, Census Bureau data can provide metrics to show public assistance programs' progress and outcomes.

# Data Equity (cont.)

- **Diversity Measurement:** We use several approaches to measure the racial and ethnic diversity of the U.S. population, including the Diversity Index, prevalence rankings, the diffusion score, and a series of prevalence maps.
- **Data Education:** A major part of our mission is to educate the public, policy makers, and stakeholders on what data we have available and how to use them.

Census Bureau data are valuable assets that can be used by policymakers and the public to advance equity.

# Community Resilience Estimates

## Risk Factors:

Income to Poverty Ratio

Single or Zero Caregiver Household

Crowding

Communication Barrier

Households without full-time

Year-round employment

Disability

No Health insurance

Age 65+

No access to a vehicle

No Access to Broadband Internet

# My Community Explorer

- Includes data from: 5-Year ACS estimates, County Business Patterns and Nonemployer Statistics
- **Community Resilience Estimates (CRE)** – The site includes statistics on the predominant risk factor group from the 2019 CRE Equity Supplement at the county and Census Tract levels. The Community Resilience Estimates use American Community Survey (ACS) microdata and Population Estimates Program data to measure the capacity of individuals and households to absorb the external stresses of the impacts of a disaster.

# DEMO of My Community Explorer

Go to:

<https://experience.arcgis.com/experience/13a111e06ad242fba0fb62f25199c7dd/> ;

Or scan QR Code →





# How can we help you?

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- Trainings on using Census data and tools
- America Counts Stories
- Stats for Stories series
- Outreach Specialists



# Q & A

## **Adam Grundy**

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