

Assessing Stakeholder Data Needs for the 2022 Economic Census October 27, 2022

Michael Sprung

Economic Census Assistant Survey Director
Economy-Wide Statistics Division
U.S. Census Bureau



The Economic Census

- Conducted in years ending in 2 and 7, it produces the most comprehensive economic data available and serves as a benchmark for other economic surveys.
- The Economic Census is conducted online, and response is required by law.
- Responses are confidential. The Census Bureau is required by law to keep all information private and secure.
- The next Economic Census will be conducted in 2023 with businesses reporting their 2022 year-end numbers.
- ~8 million employer business establishments in scope
 - Just over 4 million direct data collection
 - Administrative records for the remainder
- Results are available for all to use – free and online.



Economic Census Coverage

Scope

Core coverage of 19 industrial sectors (About 950 North American Industry Classification System (NAICS) Industries):

By geographic area:

By Island Area:

Data Collected

- 7,900 goods and services from the North American Product Classification System (NAPCS)
 - By business establishment
 - Statistics on key economic data items, such as number of establishments, payroll, employment and sales/revenue/value of shipments
 - Additional topics such as costs, expenses, assets capital expenditures, inventories, and intellectual capital
- Nearly 21,000 geographic areas: U.S., States, Metro areas, Counties, Places, and U.S. Territories
 - 16,000+ Cities and towns
- Puerto Rico
 - American Samoa
 - Commonwealth of the Northern Mariana Islands
 - Guam
 - U.S. Virgin Islands

Industry Core Coverage

NAICS Code North American Industry Classification System (NAICS) Sector	
11	Agriculture, <i>only NAICS 1151 – Support Activities for Crop Production, NAICS 1152 – Support Activities for Animal Production</i>
21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing, <i>excluding NAICS 482 - Rail Transportation, NAICS 491 - Postal Service</i>
51	Information
52	Finance and Insurance, <i>excluding NAICS 525 - Funds, Trusts, and Other Financial Vehicles</i>
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services, <i>excluding NAICS 6111 - Elementary and Secondary Schools, NAICS 6112 - Junior Colleges, NAICS 6113 - Colleges, Universities, and Professional Schools</i>
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (Except Public Administration), <i>excluding NAICS 8131 - Religious Organizations, NAICS 81393 - Labor Unions and Similar Labor Organizations, NAICS 81394 - Political Organizations, and NAICS 814 - Private Households</i>

Questionnaire Content

Basic Data Items

- Primary business or activity
- Revenue (and expenses in some cases)
- Employment
- Payroll
- Products sold or services provided

Sector-Specific Data and Special Items

Key Users of Economic Census Data

- **Congress** - Informed policy making
- **Federal agencies** - Basis for fundamental measures of economic activity
- **State & local governments** - Economic development, regional planning, emergency management, zoning, small business procurement guidelines and analysis of business and labor
- **Trade associations** - Gauge trends in products and services, and analysis of industries, competitiveness and labor demand
- **Individual businesses** – Market share and data for decisions on location, investment, expansion, product development, business plans and loan applications
- **Researchers** - Detailed information on sales, employment and payroll
- **Census** - Benchmarks for economic indicators and other current business surveys and updates to the Business Register

Improvements for the 2022 Economic Census

- Expanded stakeholder engagement
- Additional content and industry coverage
- Smarter data collection instrument
- Improved classification
- Maximize use of electronic communication
- Comprehensive outreach
- Accelerated data releases

Stakeholder Identification Groundwork

- *Reengineering the Census Bureau's Annual Economic Surveys*
 - National Academies of Sciences, Engineering, and Medicine consensus study
- Evaluate data needs and identify gaps in current data products
- Identified Economic Census stakeholders and questions relevant to specific parties

Stakeholder Engagement

Federal Stakeholders (BEA, BLS, CMS, FRB, USDA)

- Data Gaps: 2020
- New Content Follow-up/Feedback: Feb-May 2021
- Drops Feedback: June 2021

Internal Stakeholders and Survey Owners

Trade Associations

Federal Register

- General Notice

Island Areas

Federal Stakeholder Acronyms:

BEA – Bureau of Economic Analysis

BLS – Bureau of Labor Statistics

CMS – Centers for Medicare & Medicaid Services

FRB – Federal Reserve Board

USDA – U.S. Department of Agriculture

New Content to Measure a Changing Economy

New question topics

- Business Technologies
 - Touchscreens/kiosks
 - Additive manufacturing (3D printing)
 - Radio-frequency identification (RFID)
 - Industrial robots
 - Service robots
 - Automated guided vehicles (AGVs) and autonomous mobile robots (AMRs)
- Export/Import of Services
- Telemedicine



New Question – Business Technologies

ITEM 29: BUSINESS TECHNOLOGIES

1. Did this establishment use touchscreens/kiosks for customer interface in its own operations in 2022?

Touchscreens/kiosks for customer interface are computers with touchscreens that allow customers to receive information or perform tasks related to the business, such as registering for a service or purchasing items.

Include:

- Self-checkout, self-check-in, touchscreen ordering, etc.

☐ Yes

☐ No

☐ Do not know

New Question – Business Technologies Acquisition

ITEM 29: BUSINESS TECHNOLOGIES - TOUCHSCREENS/KIOSKS FOR CUSTOMER INTERFACE

How did this establishment acquire the touchscreens/kiosks for customer interface used in its own operations?

Select ALL that apply.

☐ Purchased

☐ Leased/rented

☐ Developed in-house

☐ Other

Describe

New Question – Exported Services

ITEM 28: SPECIAL ITEMS - EXPORTED SERVICES

Did this establishment **sell services (not goods) to foreign businesses** in 2022 (i.e., exported services)?

Foreign businesses are those located outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions).

Include:

- Services provided to any foreign businesses, whether unaffiliated or affiliated (i.e., foreign parent firms, subsidiaries, branches, etc.)

Exclude:

- Exported goods
- Services provided to domestic subsidiaries of foreign businesses

☐ Yes

☐ No

New Question – Telemedicine

ITEM 28: SPECIAL ITEMS - TELEMEDICINE

Did this establishment receive revenues from telemedicine services in 2022?

Telemedicine services are billable visits that use live interactive audio-visual telecommunications to deliver patient health care services by a physician or practitioner at a remote location.

Include:

- Telemedicine services such as evaluating, diagnosing, and/or prescribing treatment.
- Billable telemedicine services that facilitate visits at the patient's physical location such as technical support with telecommunications.

☐ Yes

☐ No

New Content – Kinds of Business and Products

Primary kind of business

- Cannabis

NAPCS

- Cannabis
- Cryptocurrency
- Electric Vehicles
- Remanufacturing



Industry Expansion – New Ag Subsectors

1151 - Support Activities for Crop Production

11511 - Support Activities for Crop Production

115111 - Cotton Ginning

115112 - Soil Preparation, Planting, and Cultivating

115113 - Crop Harvesting, Primarily by Machine

115114 - Postharvest Crop Activities (except Cotton Ginning)

115115 - Farm Labor Contractors and Crew Leaders

115116 - Farm Management Services

1152 - Support Activities for Animal Production

11521 - Support Activities for Animal Production

115210 - Support Activities for Animal Production

Industry Expansion – New Ag Subsectors

2022 Focus for NAICS 115

- Frame coverage
- Basic data items
 - Primary business activity
 - Receipts
 - Employment, payroll



New Content Considered but Not Added

- Human Capital (Formal Employee Training)
- Small Business Pulse Survey Content
- Auxiliaries
- Climate related content
- Space Vehicle Manufacturing

Removal of Questions

After careful consideration, several questions were removed for 2022:

- Inventories Outside the United States
- Shipping & Handling
- Manufacturing Activities
- Retail Health Clinics

Accelerated Data Release Plan

Series	Description	Planned Release
First Look Report	General statistics data at the 2 – 3 digit NAICS level	By March 2024
Island Area Series	<ul style="list-style-type: none"> Guam, American Samoa, Northern Mariana Islands U.S. Virgin Islands Puerto Rico 	<ul style="list-style-type: none"> June 2024 July 2024 June 2025
Geographic Area Series	General statistics data at the U.S., State, Metro Area, County, and Place level; Complete state released	By March 2025
Establishment & Firm Size	Summary statistics by revenue size and employment size for all sectors	By June 2025
Bridge/Comparative	Industries whose NAICS changed between 2022 and 2017/All 2-6 2022 NAICS for 2022 and 2017	By June 2025
North American Product Classification System (NAPCS) Tables	Product details for industries	By September 2025
Misc. Subjects	Trade specific, on a flow basis	Last release by March 2026

Conclusions

- Work should not end with finalizing questionnaire content or mailout
- Continue to engage with stakeholders throughout the dissemination cycle
- Ensure that published data and products also provide the timeliness, relevancy, and quality to data users.

Thank you!

Contact Information:

Michael Sprung

michael.j.sprung@census.gov

Meghan (Harrison) Powell

meghan.a.harrison@census.gov