ECONOMIC CENSUS
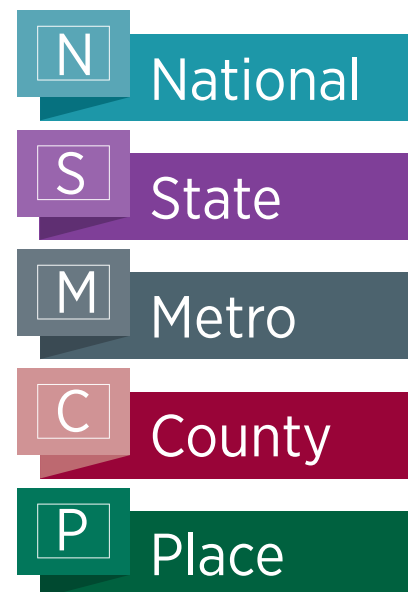## Conducting a More Efficient Census

What Is the Economic Census?

Every 5 years, the U.S. Census Bureau conducts the Economic Census, the most comprehensive measure of the U.S. economy, providing industry statistics at the national, state, and local levels. Its data products provide the foundation for other key measures of economic performance. This information is also used by businesses, policymakers, local governments, and communities for economic development, business decisions, and strategic planning.
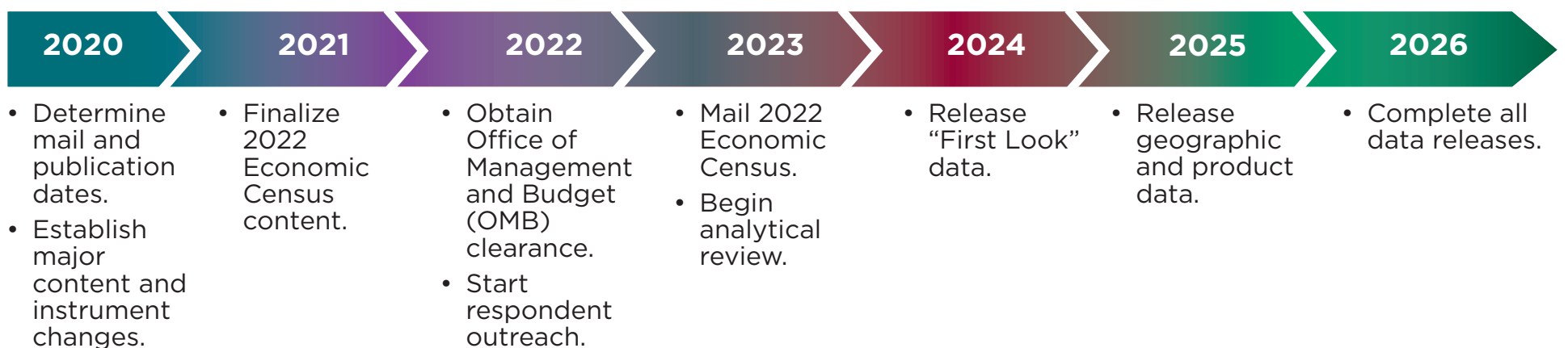
Economic data

- Number of establishments
- Expenditures
- Products
- Revenue
- Payroll
- Employment

Geographic levels

- **N** National
- **S** State
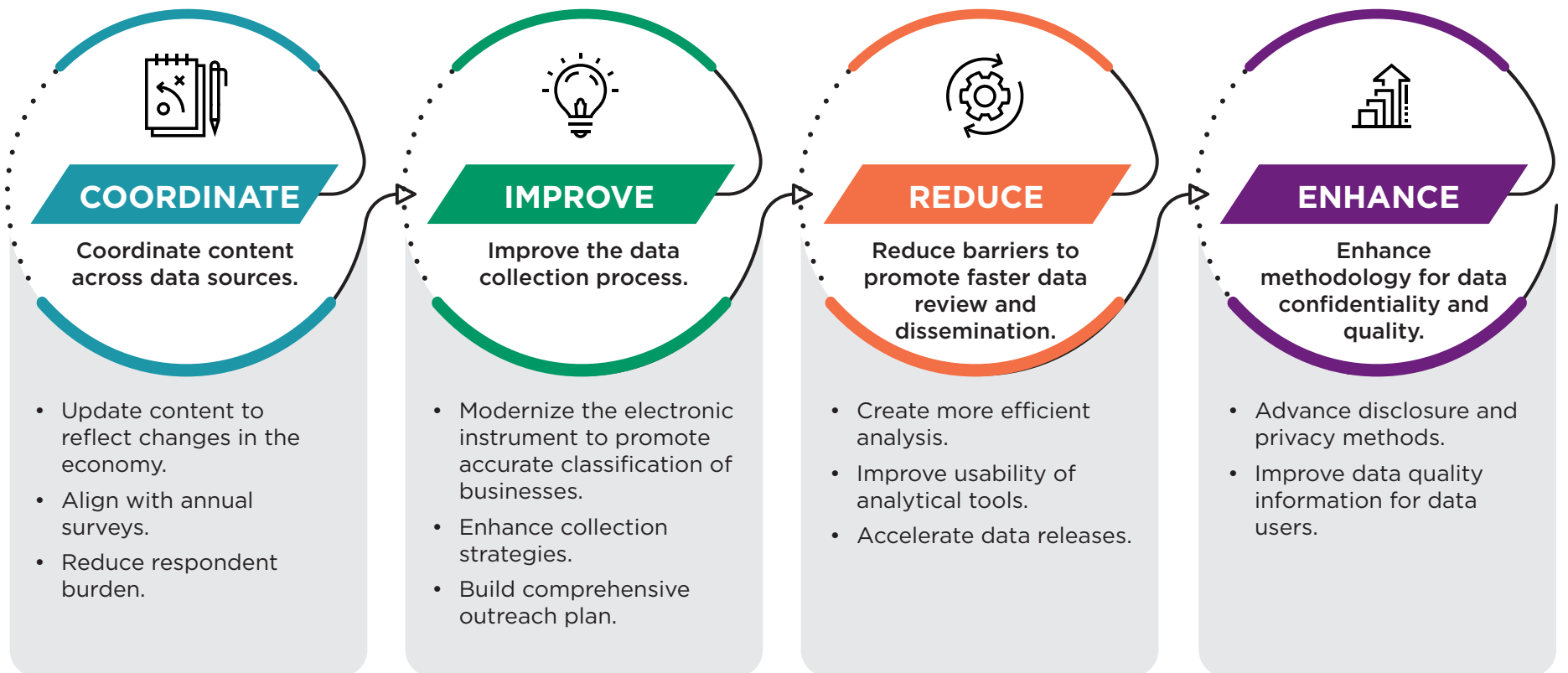- **M** Metro
- **C** County
- **P** Place

Timeline

The program will begin releasing data by March 2024. These Economic Census data products provide statistics on key economic data items, such as number of establishments, payroll, employment, sales, revenue, and shipments covering 19 economic sectors that encompass over 950 North American Industry Classification System (NAICS) industries, and over 7,900 products classified under the North American Product Classification System.

2020	2021	2022	2023	2024	2025	2026
• Determine mail and publication dates. • Establish major content and instrument changes.	• Finalize 2022 Economic Census content.	• Obtain Office of Management and Budget (OMB) clearance. • Start respondent outreach.	• Mail 2022 Economic Census. • Begin analytical review.	• Release "First Look" data.	• Release geographic and product data.	• Complete all data releases.

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Goals for Conducting a More Efficient Economic Census

COORDINATE	IMPROVE	REDUCE	ENHANCE
Coordinate content across data sources.	Improve the data collection process.	Reduce barriers to promote faster data review and dissemination.	Enhance methodology for data confidentiality and quality.
• Update content to reflect changes in the economy. • Align with annual surveys. • Reduce respondent burden.	• Modernize the electronic instrument to promote accurate classification of businesses. • Enhance collection strategies. • Build comprehensive outreach plan.	• Create more efficient analysis. • Improve usability of analytical tools. • Accelerate data releases.	• Advance disclosure and privacy methods. • Improve data quality information for data users.

Coordinate

- Reduce respondent burden by removing inquiries that no longer reflect industry standards.
- Coordinate content with annual survey(s).
- Identify data gaps and additional content that should be added to the Economic Census.
- Conduct cognitive testing to improve the reportability of census content and the usability of census collection instruments.
- Implement 2022 NAICS revisions to better reflect the structure of the U.S. economy.
- Expand industry coverage to include select agricultral support services.

Improve

- Simplify the electronic instrument to reduce respondent burden.
- Modernize the electronic instrument to ensure respondents receive appropriate industry questions.
- Achieve check-in and response metric goals through integrated collection and outreach strategies.
- Coordinate collection timeframes with other surveys to minimize overlap and increase transparency to respondents.

Reduce

- Employ data science techniques to improve efficiencies in data review leading to an accelerated release schedule.
- Standardize edits and develop reduction stopping rules to enable analysts to ensure quality data in a reduced timeframe.
- Improve usability in data.census.gov to enhance data user experience and to ensure stakeholders are able to access all data releases.
- Recalibrate release schedule to ensure data user needs are met.

Enhance

- Evaluate and refine current data quality information offered to data users.
- Confirm disclosure methodology meets Census Bureau standards.
- Provide additional data to indicate sampling and imputation variance to data users.