

How Businesses Use the Economic Census

Information collected in the Economic Census can help inform business decisions and is essential for government policy making at the national, state, and local level.

Economic Census data are collected for over 1,000 industries and 15,000 products. Data are published for the United States, states, metro areas, counties, and cities and towns.

Uses of Economic Census Data

Your Industry

- Gauge the competition
- Calculate market share
- Compare to other industries

Community Economic Development

- Maintain local tax base
- Assist businesses

Business-to-Business Marketing

- Locate markets
- Plan distribution
- Evaluate site location
- Design territories
- Set quotas
- Evaluate opportunities
- Enhance presentations

Public Sector

- Influence public policy
- Benchmark other statistics
- Research

See examples at www.census.gov/econhelp

What have economists and representatives of the business community said about the Economic Census?

Thomas Donohue, President, U.S. Chamber of Commerce:

"Now, I know that the last thing businesses need is another form to fill out or questionnaire to answer, but the census data is not only important in its own right, it is pivotal to the proper interpretation of a whole host of other statistics."

"I urge all American businesses to participate in the census and to provide complete and accurate data. American businesses and the American people will be the benefactors."

Ben Bernanke, Chairman, Federal Reserve Board of Governors:

"The Economic Census is indispensable to understanding America's economy."

Steve Landefeld, Director, U.S. Bureau of Economic Analysis:

"The Economic Census affects every American who runs a business, saves for retirement, or takes out a mortgage on a home."

Harvey Monk, Assistant Director for Economic Programs, U.S. Census Bureau:

"The results of Census Bureau surveys are there for the taking. Entrepreneurs can search Census Bureau data to create their own view of an industry or market."

Other leaders said...

Jerry Jasinowski, President, The Manufacturing Institute:

“Hard, reliable data are critical in evaluating where American business is, and where it needs to go.”

Daniel Laufenberg, Chief Economist, Ameriprise Financial Services:

“Quality data are very important to decision makers across the spectrum: to policy makers, to corporate leaders, and to consumers.”

Mickey Levy, Chief Economist, Bank of America:

“It behooves businesses to take the time to fill out the forms seriously and honestly. The information generated can affect public policy and economic performance at the national and local levels. Everybody is really a participant, and they are affected either directly or indirectly by the quality of their Economic Census responses.”

Dan Maddux, Executive Director, American Payroll Association:

“The APA supports the role that each business plays in supplying census data to the Federal Government. American businesses will use this information to make smarter decisions, growing the U.S. economy and keeping America strong. We encourage all organizations to complete their Economic Census forms promptly.”

Maurine Haver, President, Haver Analytics:

“There is a wide variety of ways that these data come to play in businesses. They use the information to “decide where to locate a plant, or where to build a shopping center. They also use Census data to determine the market demand for their products, and how much they should produce.”

Important Dates for the 2007 Economic Census

Oct.–Dec. 2007—About 5 million business locations receive Economic Census forms requesting information about business activity for calendar year 2007.

February 12, 2008—Economic Census forms are due.

2009-2010—Results are released at www.census.gov.