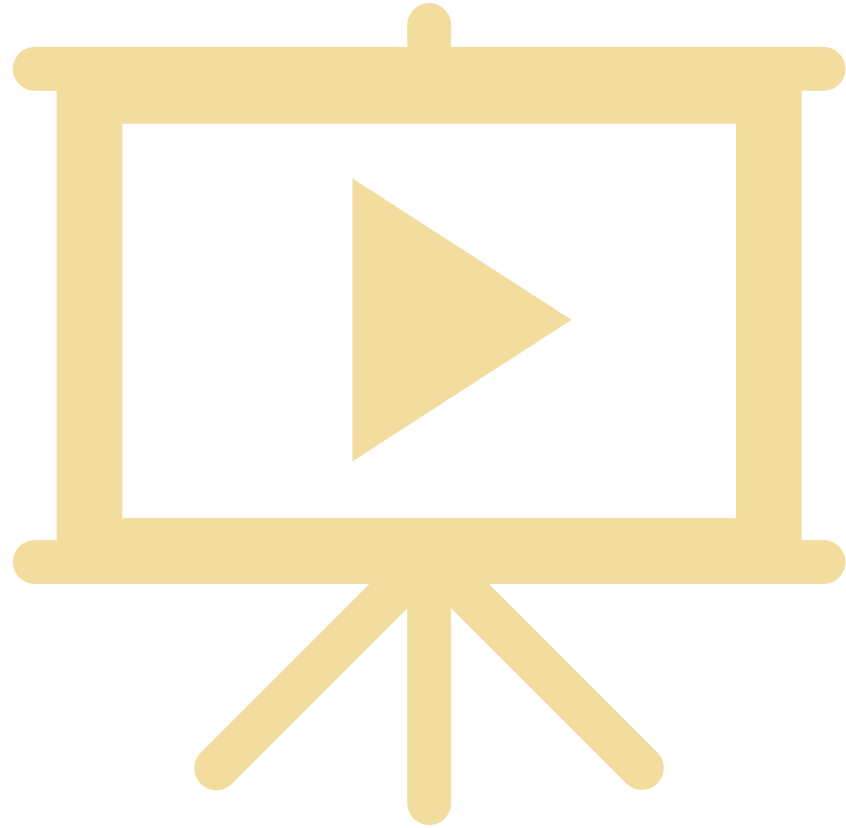


Economic Census Overview Georgia Municipal Association

February 7, 2023

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

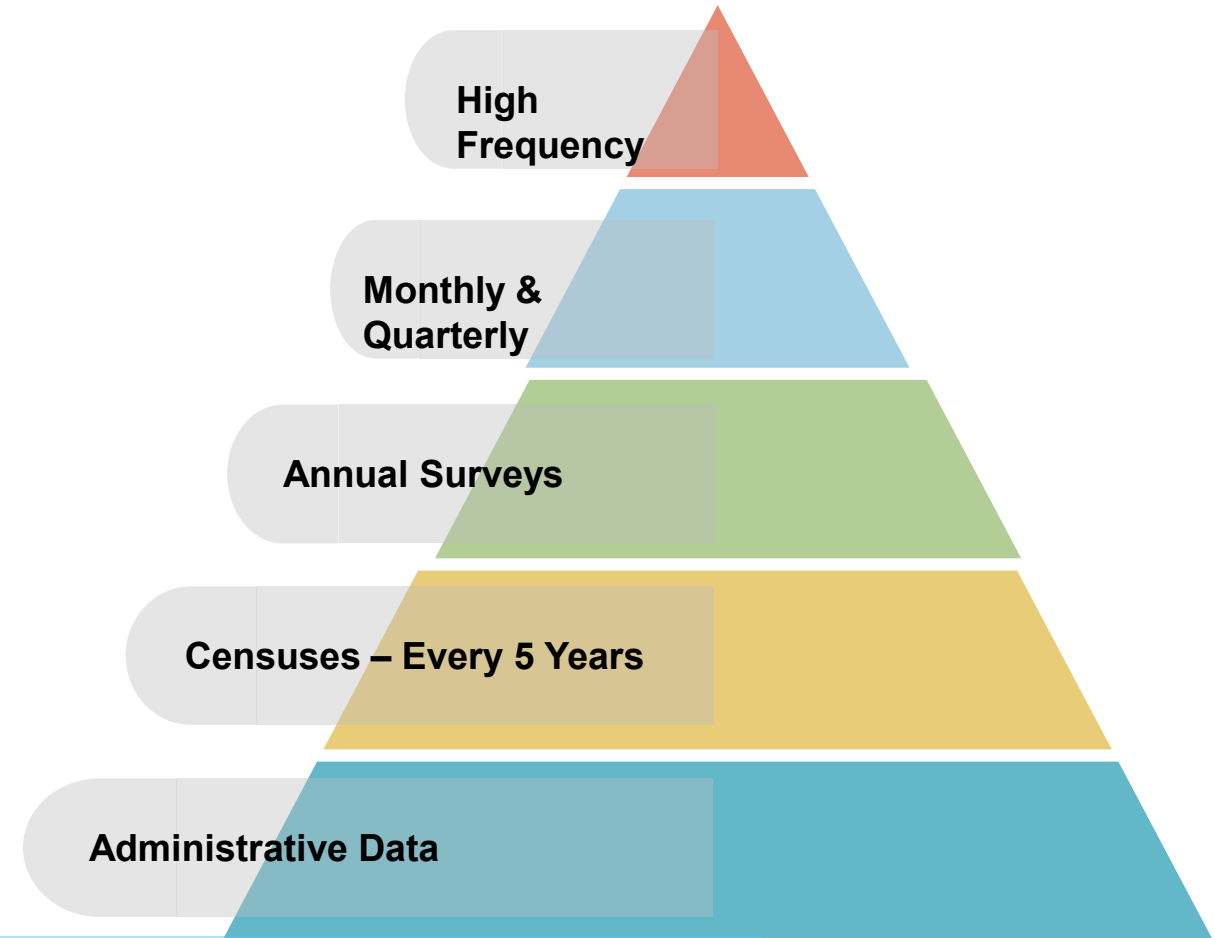


Economic Census Overview

Census 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



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 15th.
- 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

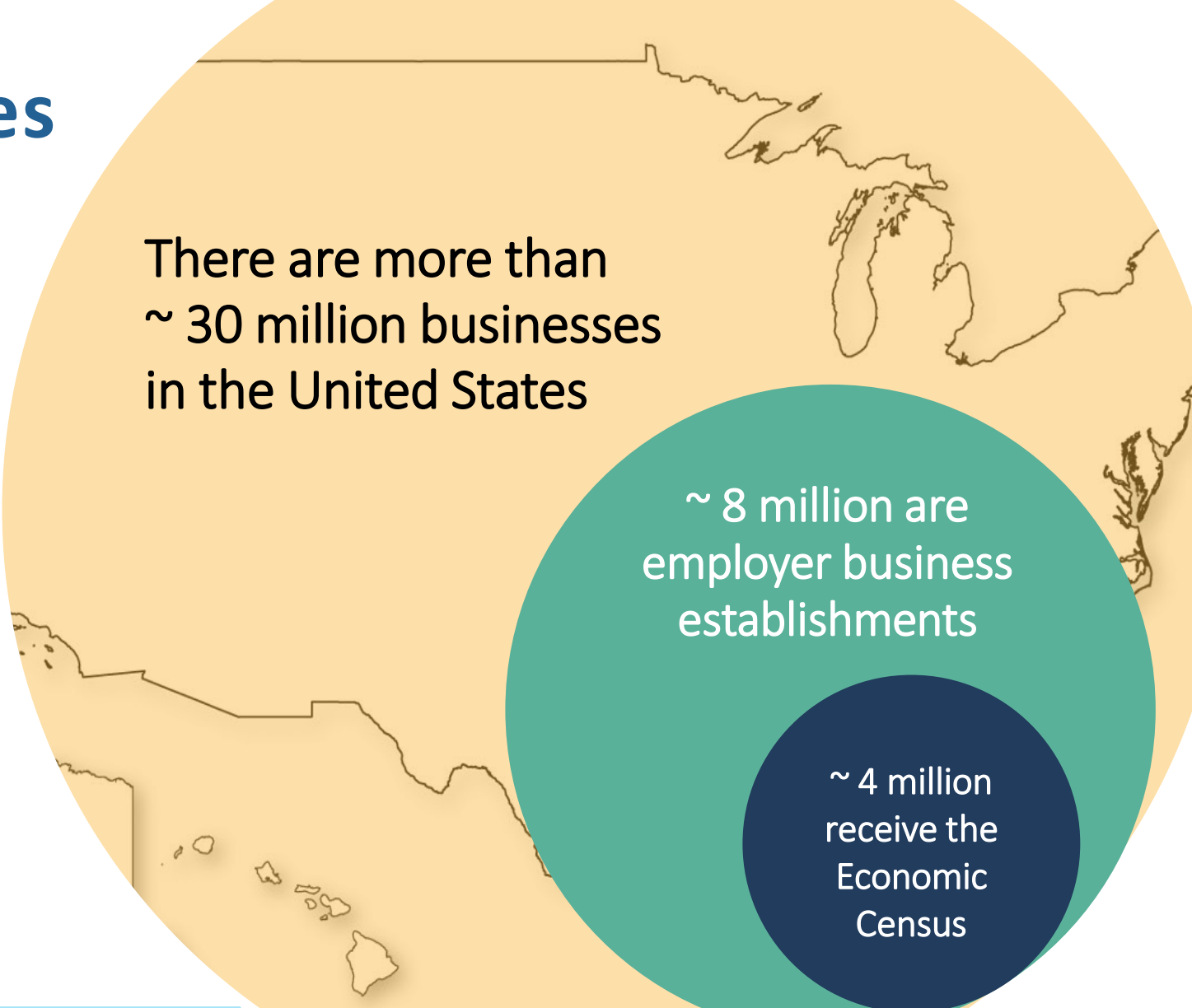
The Economic Census asks for the following information for each business location:

- 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
- Help will be available online and via telephone
- Response deadline is **March 15, 2023**


ECSU-L1
(03-01-2018)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR




CFN 20217988268 651 1 00000 17 L1 1 F 1
SEQB001-123658



A Message from the U.S. Census Bureau:

We need your help completing the **2017 Economic Census**. The Economic Census is the foundation for most measures of the Nation's economy, including the U.S. Gross Domestic Product. This comprehensive data is collected from you only once every five years. The information provides reliable data for your community and industry for governments and businesses to evaluate markets, prepare business plans, make business decisions, develop economic models, and conduct research.


Website: <https://portal.census.gov>
Authentication Code: 
Due Date: June 12, 2018


1. **Sign in** OR **register** at the website above.
2. **Add** your authentication code.
3. **Report** by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete the survey.


YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly **CONFIDENTIAL**. We estimate this survey will take on average between 42 minutes and 5 hours 36 minutes to complete, depending on your principal industry classification and business activity. Additional information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing this survey, please sign into your Census Bureau account or call our customer help line at 1-800-233-6136, Monday through Friday, 8:30 a.m. to 6:00 p.m. Eastern time.

Thank you in advance for your time and cooperation, and for helping the U.S. Census Bureau measure America's people, places, and economy. Your response makes a difference.

Sincerely,

Ron S. Jarmin
Performing the Non-Exclusive Functions
and Duties of the Director





census.gov

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.

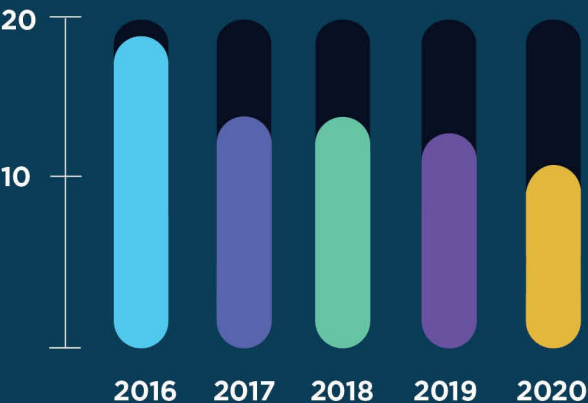
MEET LINDA

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. The browser address bar displays `census.gov/data/data-tools/cbb.html`. The page header includes the United States Census Bureau logo, a search bar, and navigation links: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. A breadcrumb trail indicates the current location: // Census.gov / Data / Data Tools / Census Business Builder (CBB).

WITHIN DATA

- Data Tools and Apps
- Datasets
- Developers
- Errata Notes
- News
- Related Sites
- Software
- Tables
- Visualizations

Census Business Builder (CBB)

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.

Version 4.2

Overview | Instructional Flyers | Webinars | Help & FAQs | Known Issues & Comments

Small Business Edition
(Select to Launch)

Small Business Edition is primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business or a single industry cluster at a time.

Regional Analyst Edition
(Select to Launch)

Regional Analyst Edition is primarily for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Related Information

- AMERICA COUNTS STORY
[User Feedback Helps Census Bureau Develop Data Tools](#)
- AMERICA COUNTS STORY
[Understanding the Impact of Weather on Business](#)
- AMERICA COUNTS STORY
[Knowing Who Lives Where Is Key to Recovery](#)
- You May Be Interested In**
- RELATED TOPICS
[Available APIs](#)
- AROUND THE BUREAU
[Census Infographics & Visualizations](#)
- MOST POPULAR
[International Trade](#)

Census Business Builder: Small Business Edition - 4.2.1

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

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.)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

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.

Find My Location

or

Franklin County, Ohio

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.)

Go To Map

Click "Create Report" to create a report that contains all of the data for your type of business and location. (Note: You must choose a Type of Business and Location.)

Create Report

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


[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)


Determine the Best Location for Your Business


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.)


[Clear Selections](#)



Bakeries



Bars



Buffets



Caterers


Restaurants


Fast Food


Food Contractors


Food Trucks


Snack Bars

or Search for your type of business

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.

[Find My Location](#)

or

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.)

[Go To Map](#)

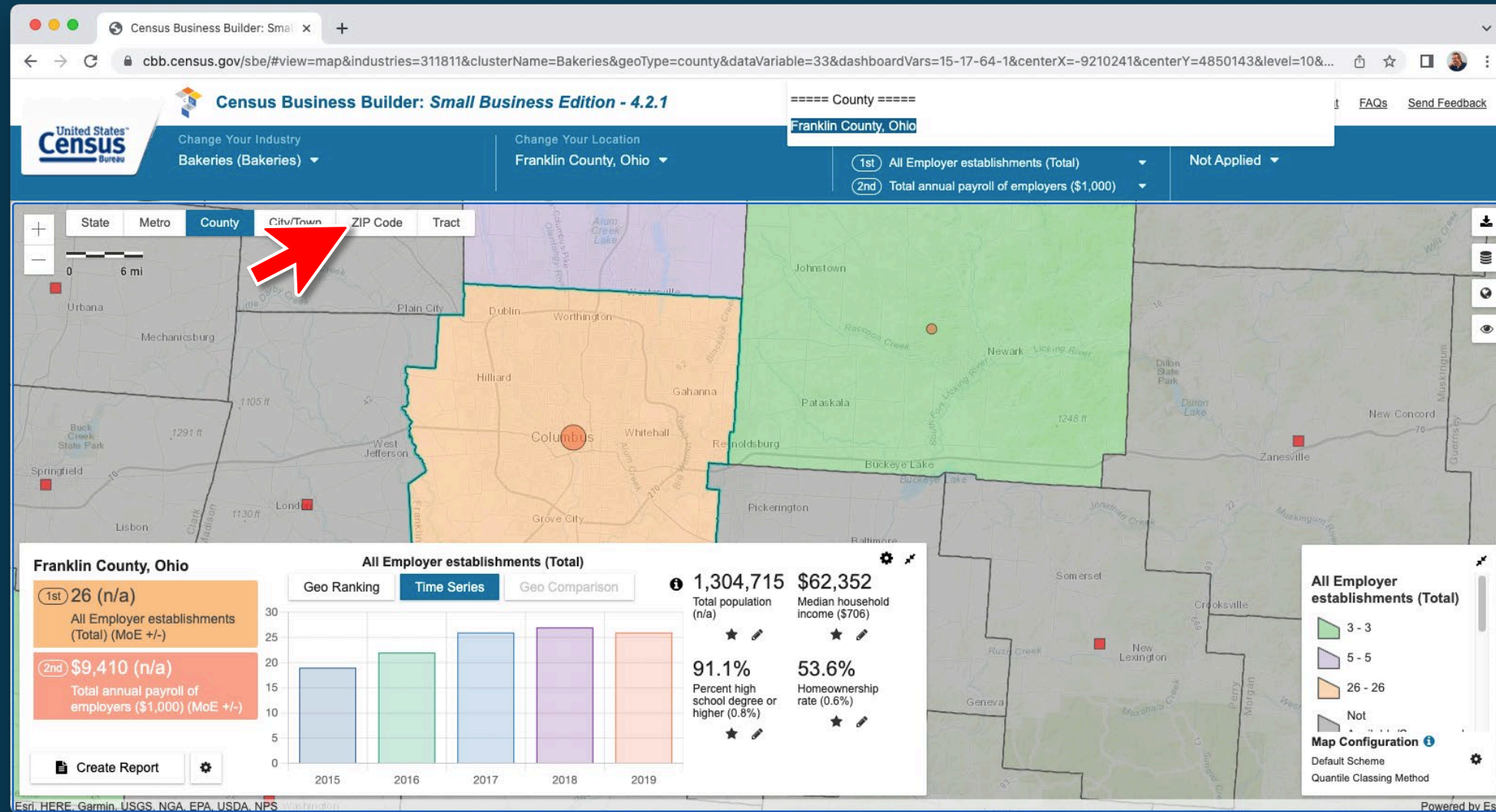
Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

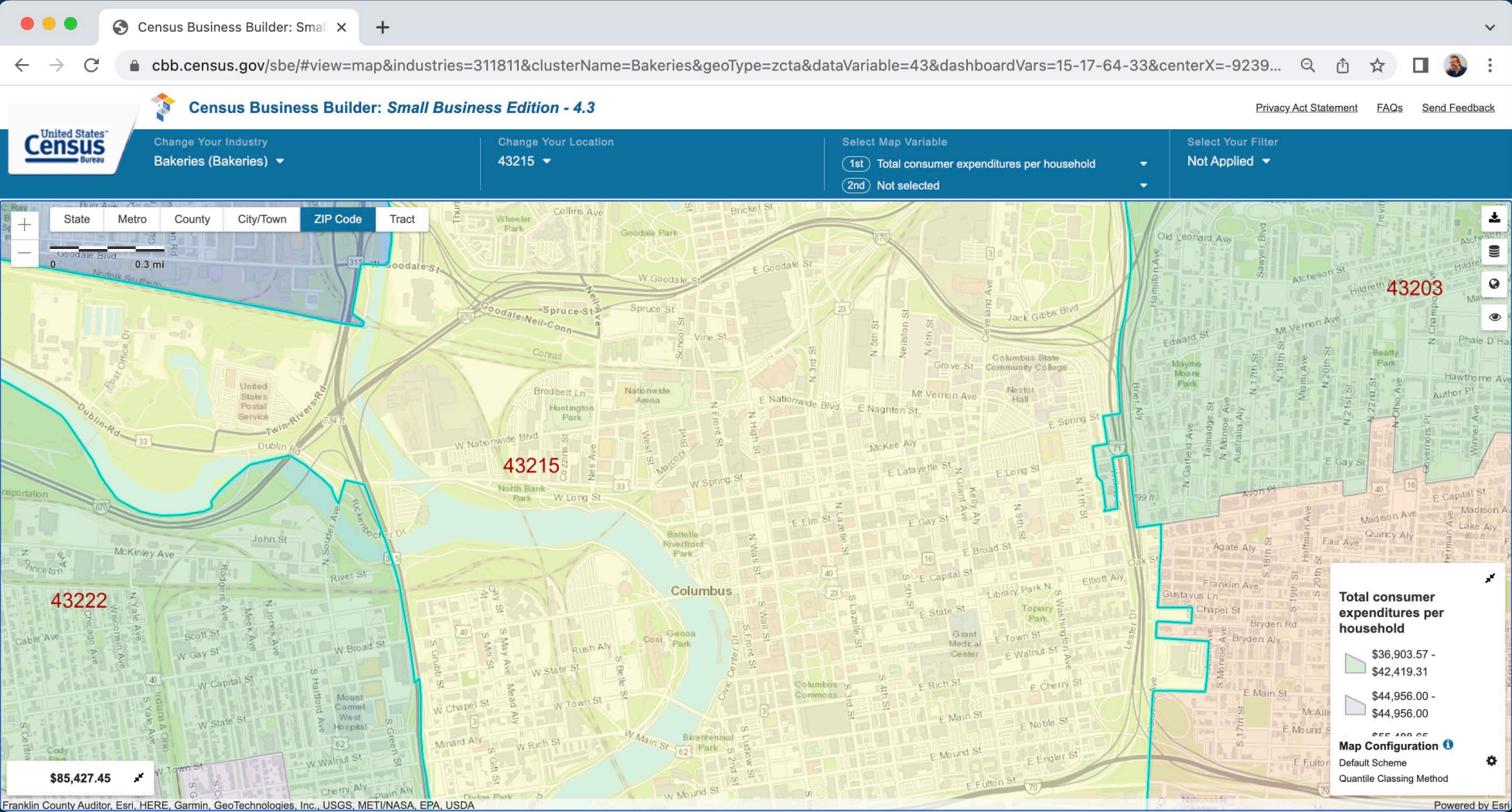
[Create Report](#)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)

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Release: 4.2.1 (Build: 6)





Census Business Builder: Small Business Edition - 4.2.1

Privacy Act Statement | FAQs | Send Feedback

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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.)

Clear Selections

Bakeries | Bars | Buffets | Caterers | Restaurants | Fast Food | Food Contractors | Food Trucks | Snack Bars

or Search for your type of business
Industry Title, Keyword, or NAICS Code

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.

Find My Location

or

Franklin County, Ohio

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.)

Go To Map

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.)

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© 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

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

My Potential Customers

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

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 Footware	\$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
BUSINESSES	
Businesses	
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

U.S. Census Bureau QuickFacts

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

An official website of the United States government

United States

QuickFacts

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

All Topics

United States

Population Estimates, July 1 2021, (V2021)

331,893,745

PEOPLE

Population

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

Age and Sex

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%

Race and Hispanic Origin

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%

U.S. Census Bureau QuickFacts

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

An official website of the United States government

United States Census Bureau

QuickFacts United States

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

New York

New York

New York city, New York

New York County, New York

Table

-- Select a fact --

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TABLE

MAP

CHART

DASHBOARD

MORE

All Topics

United States

Population Estimates, July 1 2021, (V2021)

331,893,745

PEOPLE

Population

Population Estimates, July 1 2021, (V2021)

331,893,745

Population estimates base, April 1, 2020, (V2021)

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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

Age and Sex

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%

Race and Hispanic Origin

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%

Is this page helpful?

Yes

No

U.S. Census Bureau QuickFacts

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 with a *population of 5,000 or more*.

What's New & FAQs

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

Select a fact

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TABLE

MAP

CHART

DASHBOARD

MORE

Table

All Topics

New York County, New York

United States

Population Estimates, July 1 2021, (V2021)	1,576,876	331,893,745
PEOPLE		
Population		
Population Estimates, July 1 2021, (V2021)	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
Age and Sex		
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%
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%

Economic Census Overview | September 2022 | 24

U.S. Census Bureau QuickFacts

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

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TABLE

MAP

CHART

DASHBOARD

MORE

Table

All Topics

✓ All Topics

Population

Age and Sex

Race and Hispanic Origin

Population Characteristics

Housing

Families & Living Arrangements

Computer and Internet Use

Education

Health

Economy

Transportation

Income & Poverty

Businesses

Geography

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)

New York County, New York

United States

21, (V2021)	1,576,876	331,893,745
21, (V2021)	1,576,876	331,893,745
1, 2020, (V2021)	1,694,251	331,449,281
1, 2020 (estimates base) to July 1, 2021,	-6.9%	0.1%
	1,694,251	331,449,281
	1,585,873	308,745,538
	4.4%	5.7%
	14.7%	22.2%
	18.3%	16.8%
	52.4%	50.5%
	63.5%	75.8%
	18.5%	13.6%
	1.3%	1.3%
	13.0%	6.1%
	0.2%	0.3%

Economic Census Overview | September 2022 | 25

U.S. Census Bureau QuickFacts

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

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United States Census Bureau

QuickFacts

New York County, New York; United States

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-- Select a fact --

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MAP

CHART

DASHBOARD

MORE

What's New & FAQs

Table

Businesses

New York County, New York

United States

Population Estimate, July 1 2021, (V2021)

1,576,876

331,893,745

BUSINESSES

Businesses

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.

Economic Census Overview | September 2022 | 26

U.S. Census Bureau QuickFacts

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

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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 methodology 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

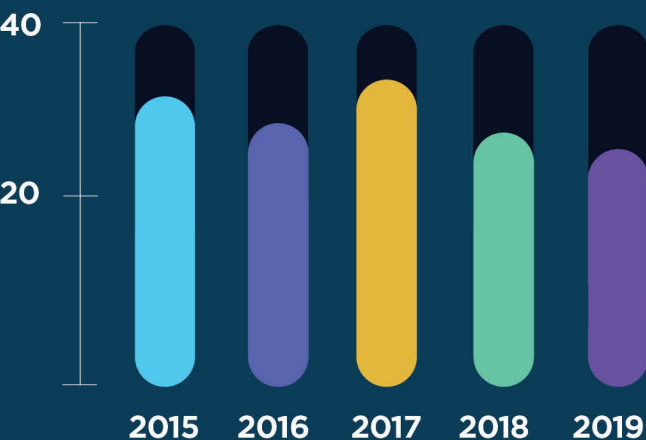
MEET JOSEPH

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

Census Bureau Data

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Florists in

453110: Florists

45311: Florists

4531: Florists

424930: Flower, nursery stock, and florists' supplies merch

42493: Flower, nursery stock, and florists' supplies merch

Use Advanced Search...

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...

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Florists in Montgomery

Q florists in Montgomery County, Maryland

Q florists in Montgomery County, Pennsylvania

Q florists in Montgomery County, Texas

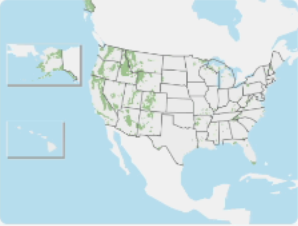
Q florists in Montgomery County, Ohio

Q florists in Southeast Montgomery CCD, Montgomery Coun

Use Advanced Search...

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...



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florists in Montgomery County, Maryland

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2 Filters

Montgomery County, Maryland

453110: Florists

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Topics

Years

14 Tables, 14 Maps, 19 Pages

View: 10 | 25 | 50

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2020: ECNSVY Business Patterns County Business Patterns

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2019: ECNSVY Business Patterns County Business Patterns

Economic Surveys

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2018: ECNSVY Business Patterns County Business Patterns

Economic Surveys

CB1800ZBP | All Sectors: ZIP Code Business Patterns by Employment Size Class for 5-digit zipcode level: 2018

2018: ECNSVY Business Patterns County Business Patterns

Economic Surveys

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

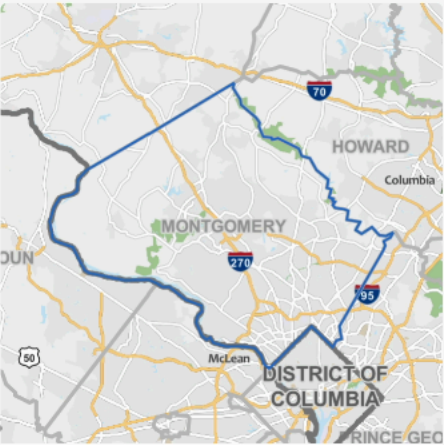
Economic Census

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...

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Economic Surveys

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2018: ECNSVY Business Patterns County Business Patterns

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2018: ECNSVY Business Patterns ZIP Code Business Patterns

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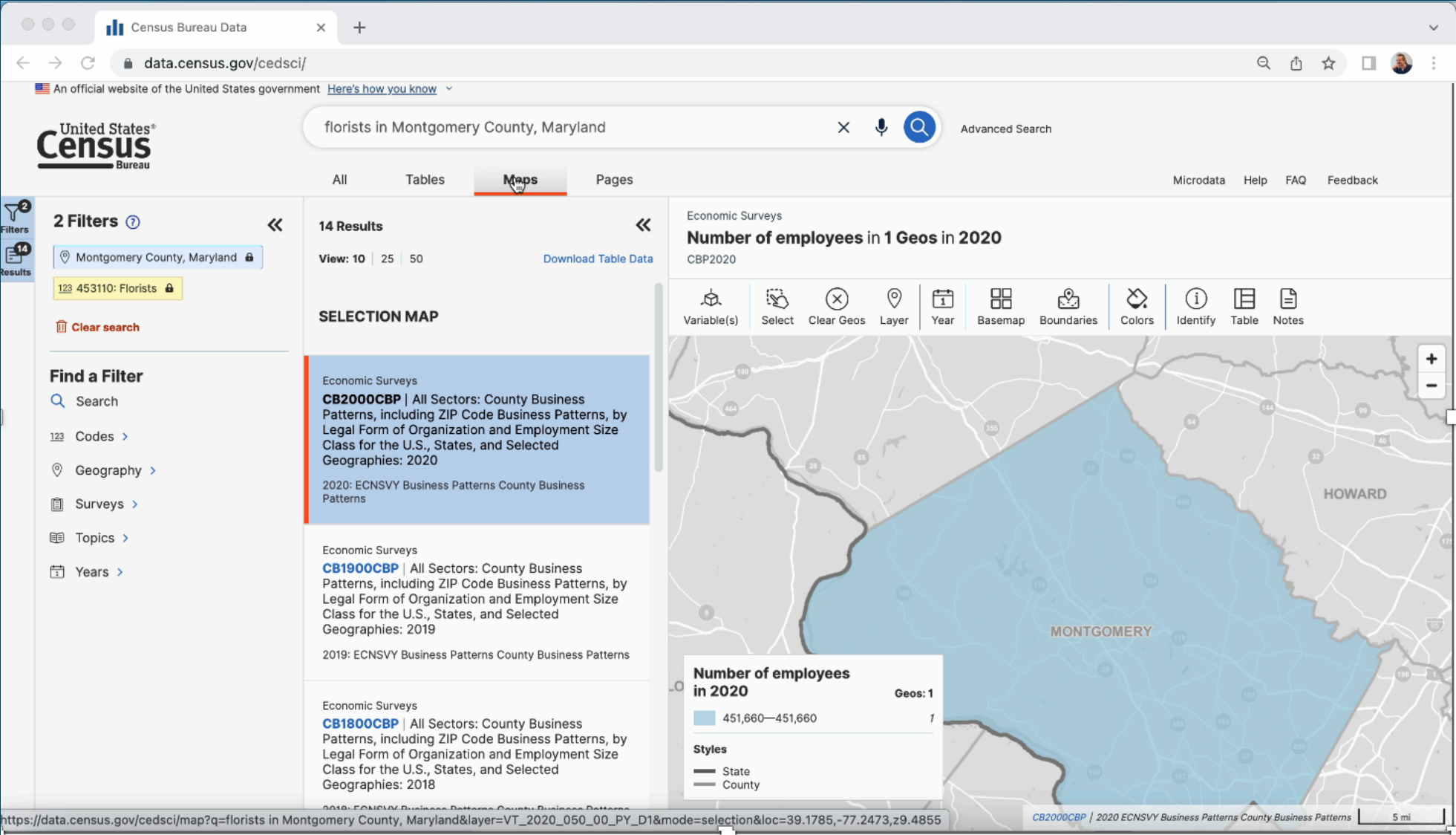
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Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Meaning of Legal form of ...	Meaning of E
Montgomery County, Maryla...	453110	Florists	All establishments	All establishm
Montgomery County, Maryla...	453110	Florists	All establishments	Establishmen
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Montgomery County, Maryla...	453110	Florists	All establishments	Establishmen

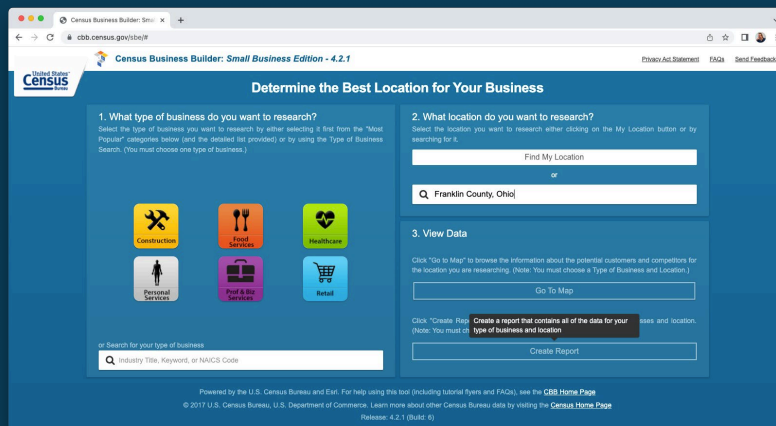
1 to 4 of 4 | Page 1 of 1



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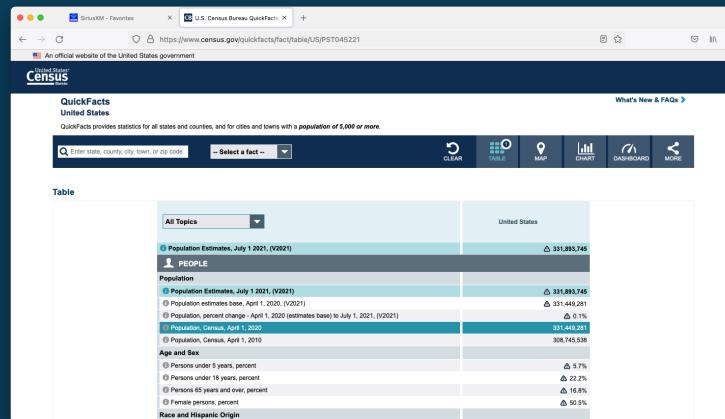
Data by industry and geography

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



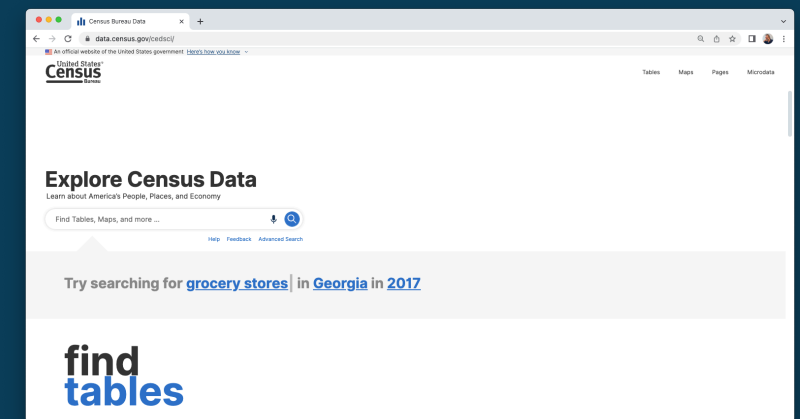
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Explore all Census Bureau data

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

Year	Average number of employees
2015	25
2016	25
2017	25
2018	25
2019	25

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

Year	Average employment per employer
2015	20
2016	20
2017	20
2018	20
2019	20

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

Year	Average number of employees
2015	30
2016	30
2017	30
2018	30
2019	30

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).



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.

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United States Census Bureau

What is the Economic Census?

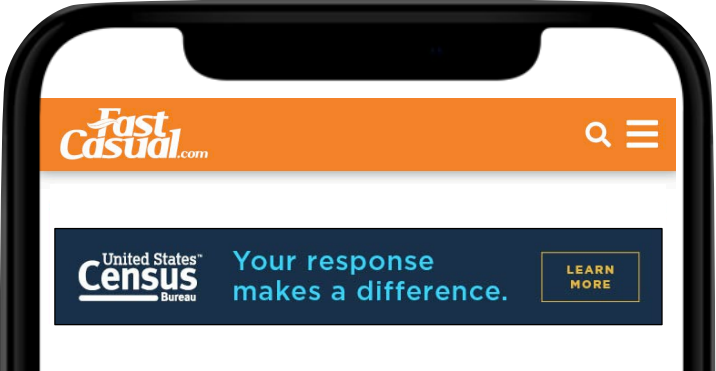
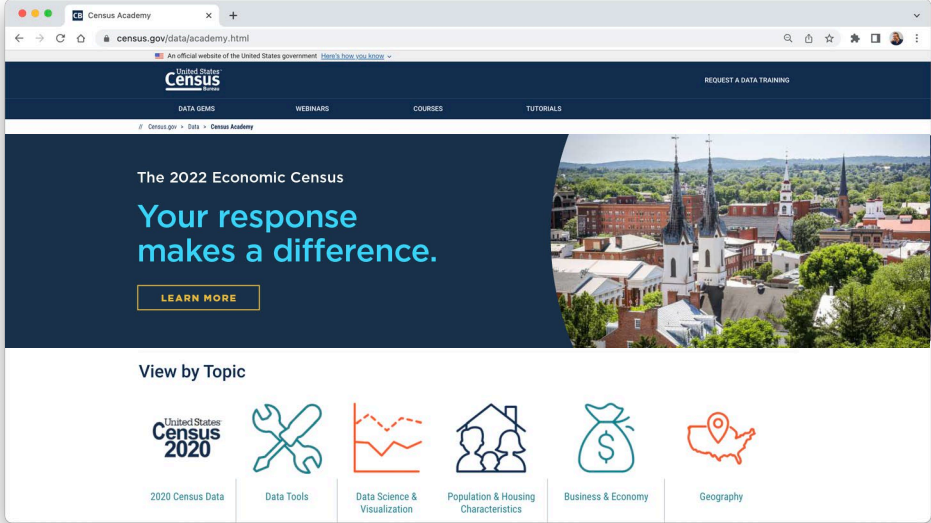
The Economic Census is the U.S. Government's official five-year measure of American business and the economy.

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

Reponse 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.

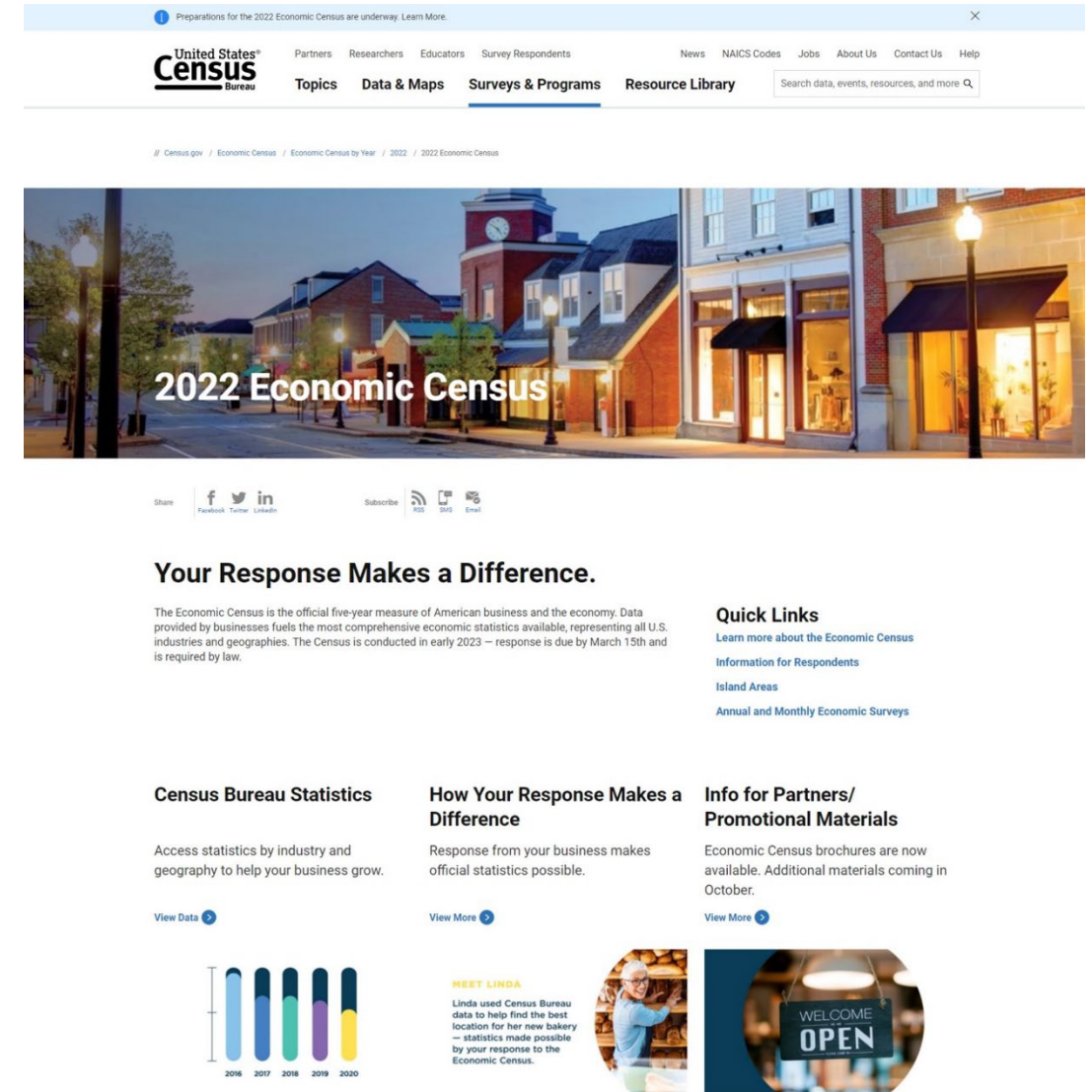
San Juan Municipio, PR



Response Promotion

Census.gov/econ

- Economic Census promotional website launched on September 18: census.gov/econ
 - 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





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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

Year	Average employment per employer
2016	~18
2017	~15
2018	~16
2019	~15
2020	~14

28 Total # employer establishments (2020)

\$26K Average payroll per employee (2020)

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

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**Su respuesta
hace diferencia.**



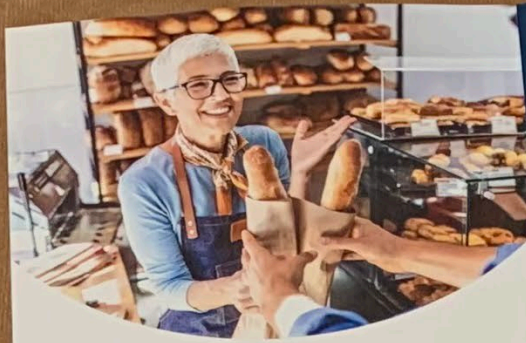
Oficina del Censo de los Estados Unidos Encuestas Económicas

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 proporciona datos para los negocios y proporciona estadísticas disponibles más detalladas.



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
Repsterías — 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



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 15th of each month.

January 15th

- Week of January 15th – 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)



Q & A