

# Reengineering the Census Bureau's Annual Economic Surveys



*Edward Morgan*

*Federal Economic Statistics Advisory Committee*

*December 10, 2021*

# What's the Motivation?

---

- Stay relevant!
- Improve efficiency and consistency
- Meet data users needs
- Provide timely, granular, and standardized data
- Improve response rates

# Stakeholder Experience

---

- Communication and stakeholder involvement
- Solicitation of feedback
  - BEA, BLS, FRB, CMS, etc.
  - Within BEA: Regional, International, National teams
  - 408 unique revenue questions that span ARTS, AWTS, ACES, ASM, M3, and SAS
  - 85 asset questions
  - 150 expense questions

- Stakeholder involvement
  - How does the stakeholder use data item?
  - Is this data item *critical* to the stakeholder?
  - If data item is not critical, why and what other source is being used?
  - What stakeholder product is produced using data item?
  - What NAICS level and geographic level is needed?
  - When does the stakeholder need data item?
- Follow-ups

# Revenue Feedback Requested



How does BEA use this data item? Please be specific.

Is it critical to BEA programs/products?

Is the Census the sole data source for this item? Is there an alternative data source BEA uses?

If BEA uses an alternative data source, why is it necessary and what is it?

Are you using the estimate trend or further manipulation of the census value? Is the data used as is, or is it manipulated?

Why is the data manipulated?

What is the product produced using this data item?

What NAICS level do you need (2-digit, 3-digit, 4-digit, 6-digit, etc.), what geography is needed (national level, state level, etc.)?

Timeframe data item needed? Annually? Month or timeframe?

# Upcoming Challenges

---

- Feedback channels
  - Cognitive testing
  - Pilot survey results
- Timeseries continuity
  - 2022 and 2023 AIES data collection in first year
  - Program overlaps (2023 SAS and/or 2023 AIES)
  - 2022 Economic Census

# Challenges (cont.)

---

- Industry classification
  - Accuracy of respondent classification
  - Importance to BEA and external users
- Data distribution
  - Flow basis versus all at once
- Data release timing
  - Annual update of GDP

# Next Steps

---

- Pilot survey
  - Review results
- Cognitive testing
  - Respondent education
  - Stakeholder debriefs
- Continued stakeholder engagement