

The 2017 Economic Census

MD State Data Center Meeting
September 20, 2018



About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population
and Housing Census
Every 10 years**

**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic
surveys every year**

Census Bureau Economic Programs





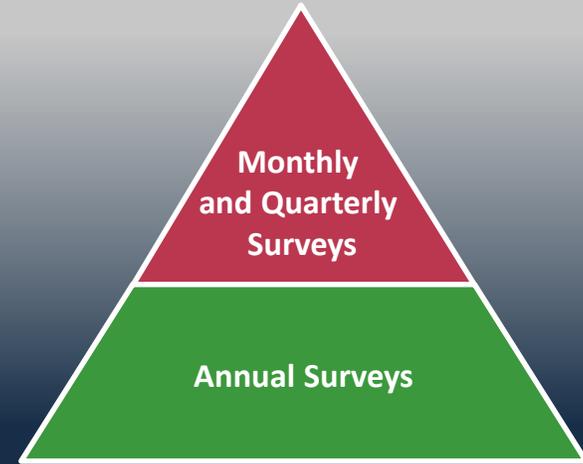
Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:



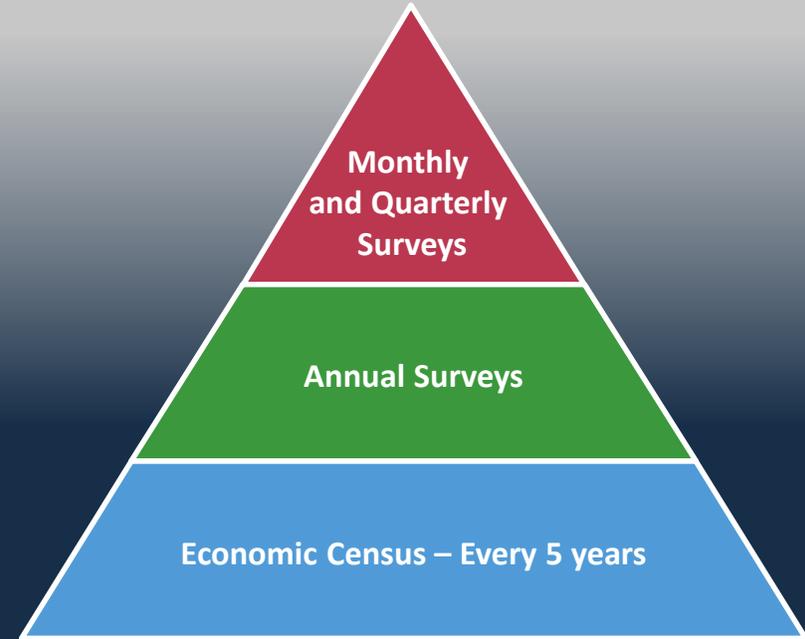
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 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available



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 - Monthly and Quarterly are small sample surveys that 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 Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Census Economic Surveys Additional Information

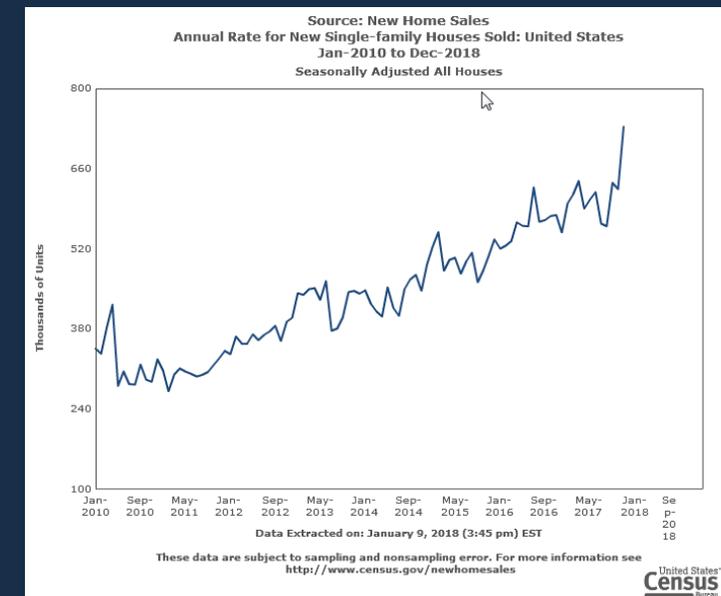
Economic Indicators



- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including:
 - Retail Trade Survey, Building Permits, and Exports/Imports
 - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - Building Permits/Housing Starts
 - International Trade data
- Released on the *Economic Indicators Briefing Room*:
www.census.gov/economic-indicators/index.php

U.S. Census Bureau Economic Indicators		
Manufacturers' Goods November 2017 Report Released 10:00 AM EST, 1/5/18	\$488.1 B New Orders	↑ ^o 1.3%
International Trade: Goods & Services November 2017 Report Released 8:30 AM EST, 1/5/18	\$50.5 B Deficit	↑ ^o 3.2%
Construction Spending	\$1,257.0 B	↑ [*]

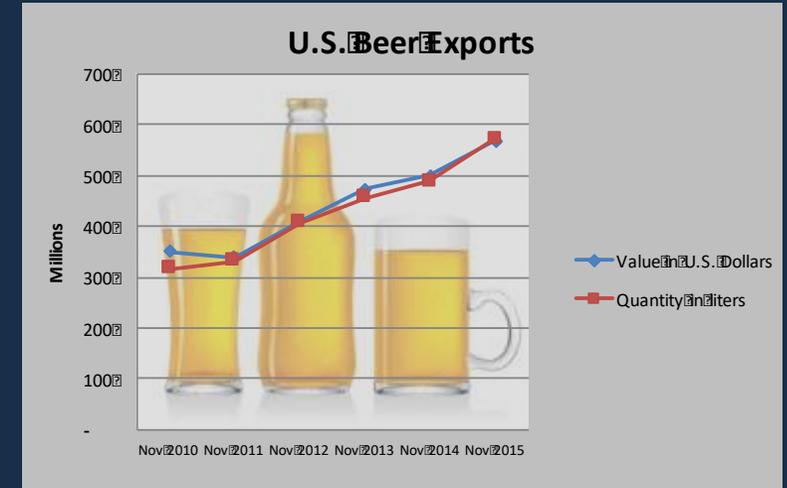
[View All](#) * change not statistically significant
o significance not reported / applicable



International Trade



- 10 Census Bureau surveys that provide monthly and annual U.S. exports and imports statistics at the national, state, and port levels
- Also provides data by Commodity Classification
 - e.g. Beer and Ale sales across multiple industries (liquor stores, grocery stores, convenience, etc.)
- Issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)



Annual Economic Programs



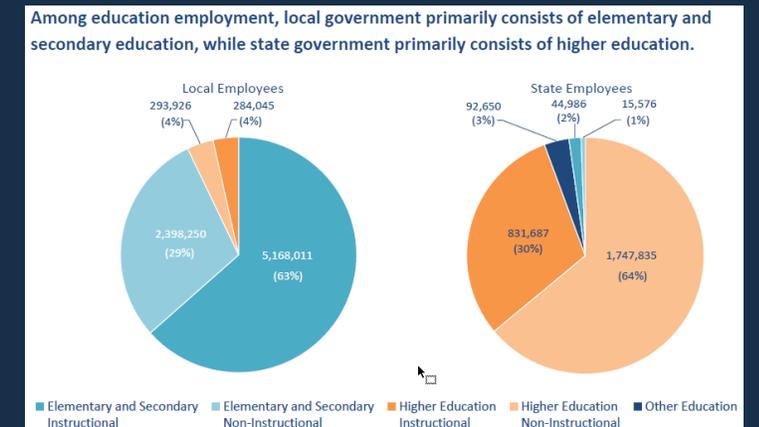
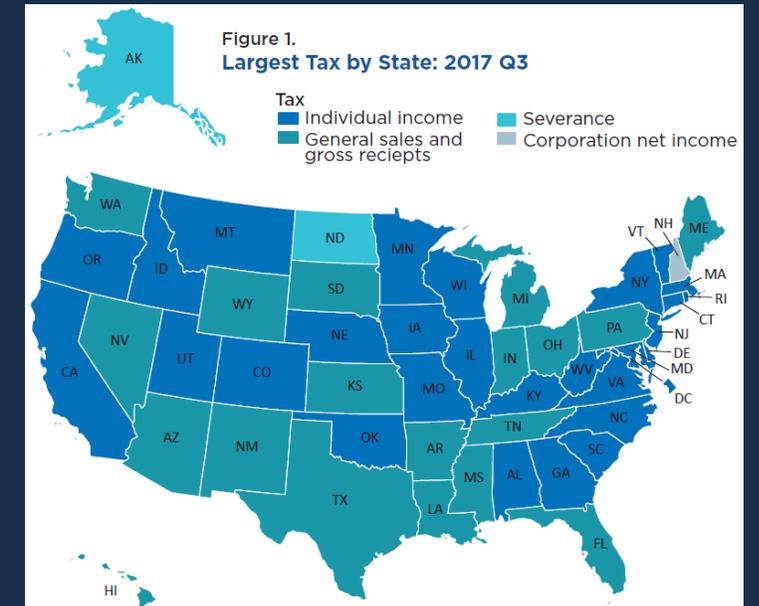
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - *County Business Patterns*: National, State, Metro, County, ZIP Code
 - *Non-Employer Statistics*: National, State, Metro, County
 - *Annual Survey of Manufacturers*: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
New York County, New York	00	Total for all sectors	2015	105,444	2,206,184	77,833,318	239,340,377
New York County, New York	11	Agriculture, forestry, fishing and hunting	2015	7	84	1,072	4,570
New York County, New York	21	Mining, quarrying, and oil and gas extraction	2015	13	140	5,887	16,636
New York County, New York	22	Utilities	2015	36	7,693	231,723	801,078
New York County, New York	23	Construction	2015	2,018	34,465	683,662	3,140,580
New York County, New York	31-33	Manufacturing	2015	1,878	18,504	223,076	916,438
New York County, New York	42	Wholesale trade	2015	8,137	89,922	1,902,801	7,990,269
New York County, New York	44-45	Retail trade	2015	11,504	150,327	1,447,916	5,944,852
New York County, New York	45-49	Transportation and warehousing	2015	780	16,279	205,401	868,000
New York County, New York	51	Information	2015	4,487	166,794	6,512,422	22,283,045
New York County, New York	52	Finance and insurance	2015	7,261	292,033	39,343,105	88,236,433
New York County, New York	53	Real estate and rental and leasing	2015	9,800	71,097	1,519,081	5,961,267
New York County, New York	54	Professional, scientific, and technical services	2015	17,941	314,283	6,963,008	37,127,729
New York County, New York	55	Management of companies and enterprises	2015	1,077	91,914	4,647,769	14,888,357
New York County, New York	56	Administrative and support and waste management and remediation services	2015	4,480	141,812	2,252,605	8,600,947
New York County, New York	61	Educational services	2015	1,669	143,857	1,948,396	8,125,035
New York County, New York	62	Health care and social assistance	2015	8,260	244,760	3,680,645	15,533,615
New York County, New York	71	Arts, entertainment, and recreation	2015	4,571	68,848	897,919	4,428,532
New York County, New York	72	Accommodation and food services	2015	10,003	236,361	1,838,416	8,098,479
New York County, New York	81	Other services (except public administration)	2015	11,125	116,556	1,523,995	6,356,152
New York County, New York	99	Industries not classified	2015	397	455	3,399	18,161



Public Sector (Governments)

- 5 surveys that provide economic statistics about state and local governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on American FactFinder, Excel files, and other Census tools



Economic Census Overview

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 is underway. Companies report their 2017 year-end numbers. The due date was June 12th, but there is still time for companies to respond.
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making

Information Required

The Economic Census asks for the following information by location

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions



Economic Census Response

- Program launched in May 2018
 - Official letters mailed with web address and unique company code to access online survey
 - Businesses who have not yet responded are now receiving past due notices with instructions on how to comply and get assistance. Response is required by law.
- Respondents were instructed to set up online account on secure website to complete survey
 - New requirement for Census Bureau economic surveys
 - Similar to other online accounts with email username, password, security questions
- Help is available online and via telephone
- Information and resources are available at www.census.gov/EconomicCensus



2018 Communications Campaign

www.census.gov/EconomicCensus

8,792 PET STORES +



8,848 SOFTWARE PUBLISHERS*

+
\$26 BILLION IN COMPUTER STORE SALES*

=
PARENTS BEGGING THEIR CHILDREN FOR TECH SUPPORT

THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

Learn more at census.gov/EconomicCensus

*Source: U.S. Census Bureau, 2012 Economic Census of the United States

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Census
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THE ECONOMIC CENSUS.
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LEARN
MORE



WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS?



DATA FROM THE NATION'S BUSINESSES

+
STATS ON EVERY INDUSTRY AND GEOGRAPHY

=
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

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MESSAGING

TALKING POINTS

You'll have many opportunities to speak publicly about the upcoming Economic Census. Talking points are provided here to help you clearly articulate the most important messages, as well as develop content for web, email, social media and print materials.

BACKGROUND

- 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.

United States
Census
Bureau

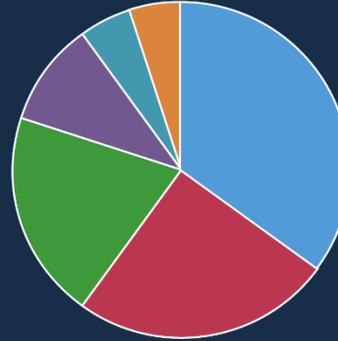
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



■ Full-service restaurants

Using Census Bureau Statistics

- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online



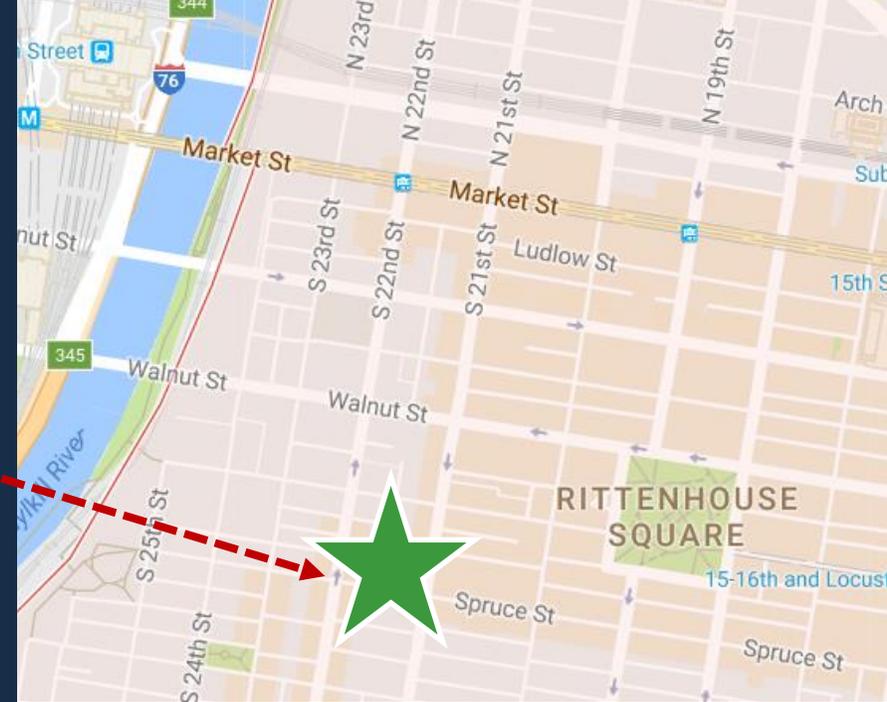
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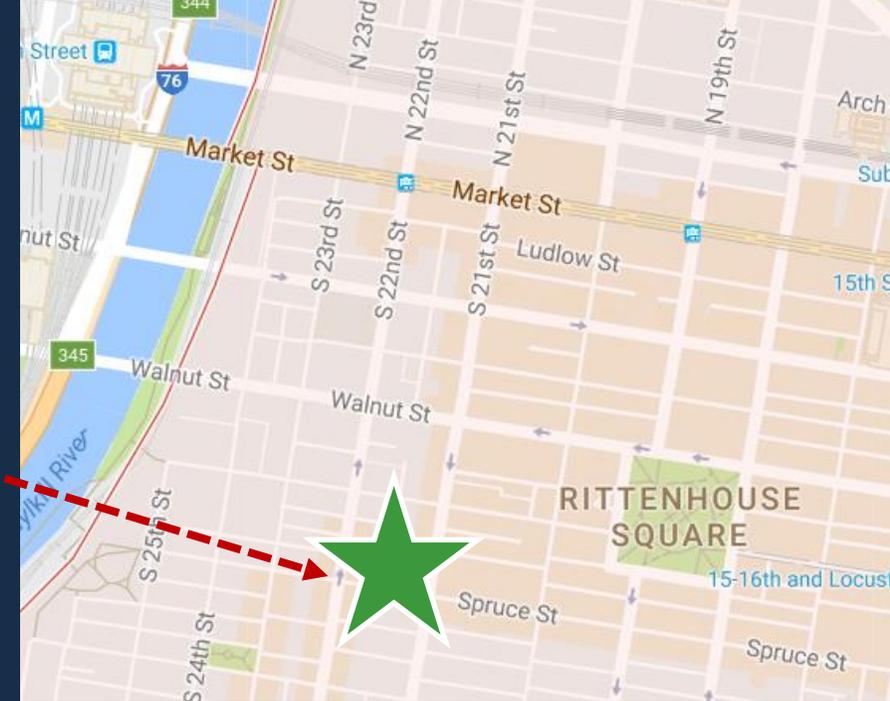
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Where did these statistics come from?

- They came from James' first restaurant and all the other companies who responded to Census Bureau surveys. Together, their data fueled the local, state, and national statistics used for planning and decision making.

How You Can Help

- You are your community's trusted voice
- Spread the word/Carry the message
- Distribute materials
- Be the boots on the ground
- Promote the value of response

Using Census Bureau Statistics

Data from the Economic Census

- NAICS: **Every** 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, **place**, and ZIP Code levels
- Other Dimensions: Provides data by **business size** (establishment and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data
- Very **accurate** (2012 EC: 84% response rate)

**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

United States
Census
Bureau

2017 Economic Census

See How It All Adds Up



2017 Economic Census Planned Data Product Releases

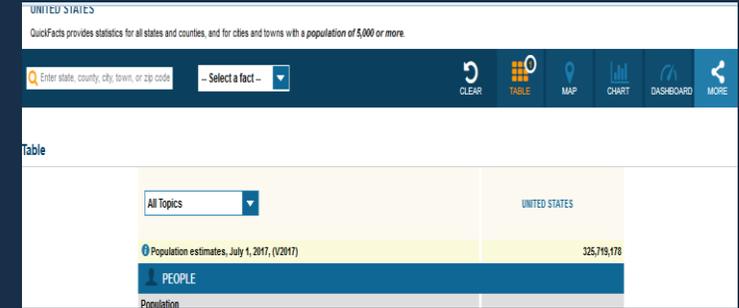
Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Planned Release Date or Date Range
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	
Mining: Detailed Statistics for the U.S.	
Mining: Miscellaneous Subjects	
Construction: Miscellaneous Subjects	
Manufacturing: Miscellaneous Subjects	
Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects	
Zip Code Statistics	December 2021

<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>

Census Bureau Data Tools

- [QuickFacts](#) – provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**
- [Census Business Builder \(CBB\)](#) – 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
- [Industry Statistics Portal \(ISP\)](#) – provides access to the Census Bureau programs that provide economic data for a user-selected industries
- [American FactFinder \(AFF\)](#) – American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys



Census Business Builder

Census Business Builder: Small Business Edition - 2.4

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

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it.

or

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.)

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.)

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: 2.4 (Build: 7)

Census Business Builder: Regional Analyst Edition - 2.4

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Define your region

What is the primary state, county, city/town, or ZIP Code in your region?
Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

or

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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Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - USDA & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

Q & A

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