An Update on the Economic Census and Key Data Tools

Annual New Mexico SDC Data User Conference
November 15th, 2018

Presented by: Andrew W. Hait
U.S. Census Bureau
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 American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American business
  - The Census of Governments – identifies the scope and nature of the nation’s state and local government sector

• Our mission is to serve as the leading source of quality data about America’s people, places, and economy.
Census Economic Surveys

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

• The U.S. Census Bureau measures the nation’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 May 2018
  - Official letters mailed with web address and unique company code to access online survey.
• Respondents are 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.
• Key changes include a change in data collection timeframe.
• Help is available online and via telephone.
• Information and resources are available at www.census.gov/EconomicCensus.
Information for Respondents

• “How Do I Get Started?” and How-To Videos
• Previews of Survey Questions and Instructions
• Sample Mailing Letters
• Information on Authority, Confidentiality, and Survey Legitimacy
• A Secure Message Center to communicate via email with Census staff

How-To Videos

Please click on the below video tutorials for using the online reporting instrument for the 2017 Economic Census.

Can’t find the information you are looking for in these videos?
Try: How Do I Get Started? or FAQs – Online Reporting Instrument

Login to the Respondent Portal
Information for Intermediaries

- Online Advertising
- Print Advertising
- Videos
- Talking Points (English and Spanish)
- Digital Brochure (English and Spanish)
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](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)
## 2017 Economic Census Planned Data Product Releases

<table>
<thead>
<tr>
<th>Publication Series</th>
<th>Report Title</th>
<th>Planned Release Date or Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Business Statistics</strong></td>
<td>Economy Wide Business Statistics for the U.S. - First Leak</td>
<td>September 2019</td>
</tr>
<tr>
<td></td>
<td>Franchises</td>
<td>December 2021</td>
</tr>
<tr>
<td><strong>Geographic Area Statistics</strong></td>
<td>Mining: Geographic Area Statistics</td>
<td>January 2020 - November 2020</td>
</tr>
<tr>
<td>(U.S., States, Metro Areas, Counties, and Places)</td>
<td>Construction: Geographic Area Statistics</td>
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<td>Manufacturing: Geographic Area Statistics</td>
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<td>Wholesale Trade: Geographic Area Statistics</td>
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<td>Retail Trade: Geographic Area Statistics</td>
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<tr>
<td></td>
<td>Services: Geographic Area Statistics</td>
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</tr>
<tr>
<td><strong>Subject Series: Products North American Product Classification System (NAPCS)</strong></td>
<td>Product Lines: NAICS x NAPCS for the U.S. and States where applicable</td>
<td>November 2020</td>
</tr>
<tr>
<td></td>
<td>Product Lines: NAPCS x NAICS for the U.S.</td>
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<tr>
<td></td>
<td>Summary / Subject Series</td>
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<tr>
<td></td>
<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Revenue Size of Establishments</td>
<td>November 2020 - September 2021</td>
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<tr>
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<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Employment Size of Establishments</td>
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<td>Economy Wide Estab &amp; Firm Size Summary Statistics for Single Unit and Multinational Firms</td>
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<tr>
<td></td>
<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Revenue Size of Firms</td>
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<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Employment Size of Firms</td>
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<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Concentration of Largest Firms</td>
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<td>Economy Wide Estab &amp; Firm Size Summary Statistics by Legal Form of Organization</td>
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<tr>
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<td>Manufacturing: Detailed Statistics for the U.S.</td>
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<tr>
<td></td>
<td>Construction: Detailed Statistics for the U.S., Regions, and States</td>
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<td>Mining: Detailed Statistics for the U.S.</td>
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<tr>
<td></td>
<td>Mining: Miscellaneous Subjects</td>
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<td>Wholesale Trade: Miscellaneous Subjects</td>
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<tr>
<td></td>
<td>Retail Trade: Miscellaneous Subjects</td>
<td>December 2021</td>
</tr>
<tr>
<td></td>
<td>Zip Code Statistics</td>
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[https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html](https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html)
Ways to Access Data

• QuickFacts
• My Congressional District
• Census Business Builder
• Industry Statistics Portal
• OnTheMap and OTM for Emergency Management
• American FactFinder
• Data.census.gov
• DataFerrett
• Application Programming Interface (API)
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
CBB Home Page

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

Overview and “How To” flyers and recorded webinars

Widgets

Promo Video

Help

Tool Links
Business Data, including:
- Employer and Nonemployers
- Number of Businesses
- Revenue per employee
- Population per business

Customers Data, including:
- Median Household Income
- Educational Attainment
- Employment Status
- Consumer Spending

“My Variables”:
- Upload your own data

Map Tools:
- Data Download
- Reference Layers
- Basemap
- Transparency

Map Configuration:
- Change color palate
- Change map class scheme

https://cbb.census.gov/sbe/#industry0=62161&geoId=35001000121&geoType=tract&dataVariable=5&centerX=-11863992&centerY=4174870&level=12&view=map
My Potential Customers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Total population</td>
<td>588,018</td>
<td>100%</td>
</tr>
<tr>
<td>Percent under 5 years</td>
<td>6.4%</td>
<td></td>
</tr>
<tr>
<td>Percent under 10 years</td>
<td>23.2%</td>
<td></td>
</tr>
<tr>
<td>Percent 10 years and over</td>
<td>70.3%</td>
<td></td>
</tr>
<tr>
<td>Percent 60 years and over</td>
<td>15.7%</td>
<td></td>
</tr>
<tr>
<td>Percent white</td>
<td>72.6%</td>
<td></td>
</tr>
<tr>
<td>Percent Black or African American</td>
<td>9.2%</td>
<td></td>
</tr>
<tr>
<td>Percent Asian</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>Percent Hispanic and Other Pacific Islander</td>
<td>0.1%</td>
<td></td>
</tr>
<tr>
<td>Percent same sex couple</td>
<td>13.1%</td>
<td></td>
</tr>
<tr>
<td>Percent house or more persons</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>Percent married</td>
<td>47.9%</td>
<td></td>
</tr>
</tbody>
</table>

Business Summary

Sector Code: 62161
Sector Name: Home Health Care

Employee Businesses

For more demographic data and insights, visit [https://cbb.census.gov/sbe/#industry0=62161&geoid=3502000&geoType=place&view=report&reportType=summary](https://cbb.census.gov/sbe/#industry0=62161&geoid=3502000&geoType=place&view=report&reportType=summary)
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.

My Location

or

albu

Albuquerque, city, New Mexico
Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

(301)763-6747

For local assistance, visit:

https://www.census.gov/regions
Reference Materials
# Census Bureau Business Surveys, Censuses, and Programs by Geography

<table>
<thead>
<tr>
<th>Geography</th>
<th>Survey, Program, or Census</th>
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</thead>
<tbody>
<tr>
<td>Sector</td>
<td>Survey, Program, or Census</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------</td>
</tr>
</tbody>
</table>
| 21 - Mining, Quarrying, and Oil & Gas Extraction | ABS, ACES, ACS, ARTS, ASE, ASM, AWTS, BDS, BPS, CBP, CM, CIR, CMH, CONSPEND, E-STAT, E-STATE, ESTAT, E-STAT, ICT, J2, LORI, M3, M4, M5, MFEGP, MMEPS, NCVS, NRES, NRESSALE, NRES, NRESSALE, QFR, QSS, QWI, SAS, SBO, SUSB, X | X
| 22 - Utilities | X
| 23 - Construction | X
| 31-33 - Manufacturing | X
| 42 - Wholesale Trade | X
| 44-45 - Retail Trade | X
| 48-49 - Transportation and Warehousing | X
| 51 - Information | X
| 52 - Finance and Insurance | X
| 53 - Real Estate and Rental & Leasing | X
| 54 - Professional, Scientific, and Technical Services | X
| 55 - Management of Companies & Enterprises | X
| 56 - Administrative & Support & Waste Management & Remediation Services | X
| 61 - Educational Services | X
| 62 - Health Care and Social Assistance | X
| 71 - Arts, Entertainment, and Recreation | X
| 72 - Accommodation and Food Services | X
| 81 - Other Services | X
| 95 - Public Sector | X

<table>
<thead>
<tr>
<th>Sector</th>
<th>Survey, Program, or Census</th>
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</table>
| X

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<tr>
<th>Single sector</th>
<th>Multi-sector</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Annual</th>
<th>Quinquennial and Other</th>
<th>Reimbursable Survey</th>
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9/4/2018