Census Business Data and COVID Resources

An Update on the 2017 Economic Census plus other updates...

NM SDC Conference
November 17th, 2020

Presented by: Andrew W. Hait
U.S. Census Bureau
Agenda

• Summary of the July 2020 *2017 Economic Census* update
  • What is the EC and why should you care
  • What’s been released and what’s coming next
  • Tips on wise data usage

• A bit more on the *Annual Business Survey*
  • How it relates to the old SBO and how to address the gaps
  • Some key finding for NM

• A demo of the *COVID-19 Data Hub* and 4 key COVID programs
  • Business Formation Statistics
  • Small Business and Household Pulse Surveys
  • Community Resilience Estimates
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 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.

About the Census Bureau

https://www.census.gov/
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
The Economic Census (EC)

- 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, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, Census Business Builder, and other Census tools
# 2017 Economic Census Planned Data Product Releases

## 2017 Economic Census Planned Data Product Releases

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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)
2017 Economic Census GAS Release Resources


Release Information

The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.

What’s Been Released

This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

Upcoming Releases

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule here. This list is updated every Monday.

United States Census Bureau
What’s Coming Next

• North American Product Classification System (11/19/2020)
  • Product Lines provide a breakout of the products made and sold and services provided by businesses
  • In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately

• Establishment & Firm Size (start: Dec 2020)
  • Consolidated into 7 tables (separate tables in 2012); Size categories standardized

• Miscellaneous Subjects tables

Visit the Economic Census and NAPCS websites for Concordance Tables and more information (https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html and https://www.census.gov/eos/www/napcs/)
QuickFacts

Where to Access the 2017 Economic Census Data

Census Business Builder 3.2

Data.census.gov

Explore Census Data
The Census Bureau is the leading source of quality data about the nation’s people and economy.

Send Feedback
cedsci.feedback@census.gov
Smart Data Usage: Ensuring Data Comparability

• **Geographic area changes**
  • Haven’t added a state in a while, but county boundaries do change
  • Metros change less often but do change too (New Ruidoso Micro Area)
  • Places change often (104 between 2012 and 2017 for NM)

• **Industry (North American Industry Classification System (NAICS)) changes**
  • Mining, Manufacturing, Retail, Information, Real Estate, and Pro/Sci/Tech Services sectors all had changes between 2012 and 2017

• **New Disclosure Rules**
  • New Data.census.gov dissemination platform
Provides similar data as the SBO and ASE

- Data on business ownership by race, ethnicity, gender, and veteran status for employer businesses
- Data also shown by Years in Business, Receipt Size, Employment Size and Other Owner and Business Characteristics
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
  - County, Metro, and Place for NAICS 00

https://www.census.gov/programs-surveys/abs.html
Number of New Mexico Employer Firms by Veteran Status, Race, Ethnicity, and Sex: 2017

- Veteran: 2,445
- Nonveteran: 1,202
- White: 27,699
- Black or African American: 25,733
- American Indian and Alaska Native: 221
- Asian: 309
- Native Hawaiian and Other Pacific Islander: 1,193
- Minority: 7,437
- Nonminority: 20,591
- Hispanic: 5,781
- Non-Hispanic: 22,506
- Female: 6,651
- Male: 6,419
- Equally male/female: 3,183
- Undecidable: 0
Number of New Mexico Female-Owned Employer firms by NAICS Sector: 2017
Number of New Mexico Minority-Owned Employer Firms in Selected Counties: 2017

Sum of withheld counties (16 suppressed): 773 (10.4%)
Demo of the COVID-19 Data Hub

https://covid19.census.gov/

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
Summary

• The Economic Census provides a wealth of business data
  • Learn more at https://www.census.gov/programs-surveys/economic-census.html
  • The data are released on a flow basis (all states/sectors completed in August 2020) and more data is coming

• Geography and NAICS changes... make sure data are comparable
  • Learn more at https://www.census.gov/programs-surveys/economic-census/geographies.html and https://www.census.gov/eos/www/naics/

• The COVID-19 Data Hub and the 4 related programs provide timely data that can help in the recovery from the COVID-19 Pandemic
  • Stay tuned for FEMA data update coming soon
Q & A and Thank You!

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