Census Bureau
Economic Data
An Overview of Economic Data for NM, the COVID Hub, and Census Business Builder

23rd Annual New Mexico Data Users Conference
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U.S. Census Bureau
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
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 (CBP): National, State, Metro, County, ZIP Code, Congressional District
  - Nonemployer Statistics (NES): National, State, Metro, County
  - Business Dynamics Statistics (BDS): National and State
  - Commodity Flow Survey: National, State, and CFS Metros
  - Annual Survey of Manufacturers: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on data.census.gov, QuickFacts, CBB, and other Census tools
Selected CBP, NES, and BDS Links for New Mexico

- CBP
  - Number of Establishments, Employment and Payroll by Industry, Geography, Employment Size of Establishments, and Legal Form of Organization:

- NES
  - Number of Firms and Sales by Industry, Geography, and Sales Size:

- BDS
  - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:
  - 12 Additional Tables, including ones by Firm Age, Size, and Initial Size
ABS provides data on business ownership by race, ethnicity, gender, and veteran status for employer businesses

- NAICS
  - EC Years: 2-6 Digits
  - Other Years: 00
- Geographies
  - EC Years: Nation, State, Metro, County, and Place
  - Other Years: Nation, State, and Metro

NES-D provides similar data but for nonemployers

https://www.census.gov/programs-surveys/abs.html
See https://www.census.gov/programs-surveys/abs/data/nesd.html
Selected ABS Links for New Mexico

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:

22 Additional Tables, including ones on both Business and Owner Characteristics and on Technology
The Economic Census (EC)

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
- Geography: Provides data at the national, state, metro area, county, and place levels (ZIP Code dropped for 2017)
- 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 (NAPCS) data
- Released on data.census.gov, Census Business Builder, and other Census tools
- Browse recorded webinars on the EC at https://www.census.gov/data/academy/webinars.html
Selected 2017 Economic Census Links for New Mexico

• Core Stats by Industry and Geography:

• Industry by Products:

• Comparative:

• Franchise:

• 16 Additional Sector-Specific Tables
The Upcoming 2022 Economic Census

• Will cover business activity for 1/1/2022 thru 12/31/2022
• 2022 EC data collection will start in late 2022 and end in early 2023
  • There will likely be some changes to the businesses selected to receive a “form”
• Closeout will be in late 2023 with publication of First Look report likely in Dec 2023 or Jan 2024
• Will reflect geographies and industries as of 12/31/2022
  • 2022 NAICS changes and 2022 geographic area changes
• Will likely be changes to published geographic, industry, and other levels
• Visit the EC site at https://www.census.gov/programs-surveys/economic-census.html for more information
Other Potential Economic Programs Changes
(Andy’s Prognostications)

• 2020 and the Coronavirus pandemic was a watershed moment for the Census Bureau

• We did things with our programs that previously would have been unheard of

• This will likely lead to other changes, possibly including
  • Further expansion of Experimental Data Programs
  • Increased use of administrative and data from other sources
  • Change to annual data programs (ASM versus ARTS, AWTS, SAS, etc.)
  • Further expansion of data in data.census.gov and the Census API
  • Expanded mashups of Census econ and demo data as well as Census and other federal agency data

• Please sign up to receive updates about our economic programs!
COVID Data and Tools
COVID-19 Hub

https://covid19.census.gov/

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
Data Equity Tools

Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

We Want Your Feedback!
• What are we doing well?
• What is the Hub missing that we should add?
• How are you using this resource in your work?
Brand New Library Dashboard

https://covid19.census.gov/pages/other-federal-datasets
Census Business Builder
Business Data in CBB

- County Business Patterns
  - Estabs, Emp, Pay down to county
  - Estabs by emp size
- Nonemployer Statistics
  - Firms and Sales down to county
- Economic Census
  - Revenue down to place
- Quarterly Workforce Indicators
  - Workforce down to county
- BLS Quarterly Census of Employment and Wages
- USDA Census of Agriculture

CBB Home Page

https://www.census.gov/data/data-tools/cbb.html
Q & A and Thank You!

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