Census Has Business Data?
The 2017 Economic Census and Tools

Annual NM Data Users Conference 2019
November 14th, 2019

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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 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.

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](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

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the Survey of Business Owners and the Annual Survey of Entrepreneurs

For a preview of the key changes, view our recorded webinar at [https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html](https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html).
Key Changes in the 2017 Economic Census

• Geographic area changes (counties, places, metros)
• North American Industry Classification System (NAICS) changes (new codes, changed codes)
• The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
• Other changes
  • Dropped and Changed “Miscellaneous Subjects” tables
  • New Disclosure Rules (and their impacts)
  • New Data.census.gov dissemination platform
Geographic Area Changes for 2017 EC

• **15 states** had metro areas (CBSAs) with some type of change
• **3 states** had counties with some type of change
  • Alaska, South Dakota, and Virginia
• **Every state** had economic place changes (**16,349** Places and parts; **58% changed**)
  • **4,891** Places with Area Gain
  • **3,976** Places with Area Loss
  • **125** Places where their code and/or name changed
  • **442** New Economic Places
  • **171** Dropped Economic Places
• **Island Areas**
  • No metro changes for Puerto Rico, no county- or place-equivalent changes for any of the other 4 island areas (U.S. Territories)

Visit [https://www.census.gov/programs-surveys/economic-census/geographies.html](https://www.census.gov/programs-surveys/economic-census/geographies.html) for more information
Geographic Area Changes for New Mexico

• New Ruidoso Micro Area
  (made up of Lincoln County)

• 104 economic place changes
  • 46 Places with Area Gain
  • 53 Places with Area Loss
  • 2 Places where their name changed
    • Rio Communities
    • Kirtland

Visit https://tigerweb.geo.census.gov/tigerwebecon/ for online map resources to better understand the changes

### Added Places

<table>
<thead>
<tr>
<th>COUNTY Code</th>
<th>TITLE</th>
<th>PLACE Code</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>031</td>
<td>McKinley County</td>
<td>18940</td>
<td>Crownpoint CDP</td>
</tr>
<tr>
<td>043</td>
<td>Sandoval County</td>
<td>67450, 70810</td>
<td>San Felipe Pueblo CDP, Santo Domingo Pueblo CDP</td>
</tr>
</tbody>
</table>

### Dropped Places

<table>
<thead>
<tr>
<th>COUNTY Code</th>
<th>TITLE</th>
<th>PLACE Code</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>000</td>
<td>Cross-Over Place Total</td>
<td>14950</td>
<td>Chimayo CDP</td>
</tr>
<tr>
<td>039</td>
<td>Rio Arriba County</td>
<td>14950, 21390</td>
<td>Chimayo CDP, Dulce CDP</td>
</tr>
<tr>
<td>049</td>
<td>Santa Fe County</td>
<td>14950</td>
<td>Chimayo CDP</td>
</tr>
<tr>
<td>055</td>
<td>Taos County</td>
<td>61710</td>
<td>Ranchos de Taos CDP</td>
</tr>
</tbody>
</table>
NAICS

• The standard used by US Federal statistical agencies to classify businesses
• Developed by OMB, Statistics Canada, and Mexico’s stat agency (INEGI)
• Helps ensure statistical comparability across North American countries
• Adopted in 1997 and updated every 5 years (see the 2017 NAICS Manual)
• Types of Changes
  • One-to-One (Recode), Many-to-One (Combo), Many-to-Many, and One-to-Many (Splitters) (none for 2017)
NAICS Changes for 2017

- Mining
- Manufacturing
- Retail Trade

Visit the NAICS website for more information (https://www.census.gov/eos/www/naics/)
NAICS Changes for 2017 (cont.)

- Information

- Real Estate & Rental & Leasing

- Professional, Scientific, and Technical Services

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United States Census Bureau

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North American Product Classification System (NAPCS)

• **Product Lines** provide a more detailed breakout of the products made and sold and services provided by businesses

• **2012 Economic Census Product Lines Data**
  • Mining and Manufacturing
    • Product lines data shown at the 6- thru 10-digit product code levels
  • Construction
    • Data by Kind of Business and Type of Construction shown in place of product lines
  • Other Sectors
    • Show data at the broad (end in “0”) and detailed lines

• **2017 Economic Census NAPCS Data**
  • Will make it easier to compare data across sectors

Visit the NAPCS website and Concordance Tables for more information ([https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html))
Other Changes for 2017

• “Structural” Product Changes
  • New “First Look” release
    • Preliminary National data only for 2- thru selected lower level NAICS detail (will be superseded by data in later reports)
  • Establishment & Firm Size releases
    • Consolidated into 7 tables (separate tables in 2012)
    • Size categories standardized across sectors
  • Adjustments to Miscellaneous Subjects tables
    • 38 tables dropped and 7 tables added
    • Class of Customer, Enterprise Support, and Exported Services no longer separate releases by sector
Other Changes for 2017 (cont.)

- New Disclosure Rules
- NAICS and Geographic levels published in Geographic Area tables
  - No Place-level data for Manufacturing
  - Published levels for other sectors may be reduced based on response rates, data quality, suppression rules, and other factors
- Economic Census of Island Areas
  - Releases will mirror the U.S. data tables as much as possible (consolidated)
- New Data.census.gov dissemination platform
Where to Access the 2017 Economic Census Data

QuickFacts

Industry Statistics Portal (ISP)

Census Business Builder

Explore Census Data

Send Feedback
cedsci.feedback@census.gov
Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - BLS, 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
Choose the type of business to research via the “Most Popular” buttons...

... or via the Industry Search

CBB: SBE “Splash Page”
CBB: SBE “Splash Page”

Location Selection
Choose the location to research via the “My Location” button...

... or via the Geography Search

When have selected both an Industry and Geography, Go To Map and Create Report buttons will activate
Use the options in this menu to change the:

- Kind of business being researched
- Location being researched (You don’t have to return to the Splash Page to change these.)

You can also use this menu to change the:

- Variable (data item) displayed on the map
- Variable(s) used to filter the geographic areas shown on the map
Map Variables Menu: Data in CBB

Demographic Data from the American Community Survey 5-Year Estimates

Annual Employer and Nonemployer Business Data from CBP, Nonemployer Statistics, EC, SBO, the Census of Ag (USDA), and International Trade Report

Quarterly Employer Business Data from the BLS Quarterly Census of Employment and Wages (NEW)

Workforce Data from the Quarterly Workforce Indicators

Annual Employer Data by Business Size and Worker Age from CBP and QWI (NEW)

Residential Building Permits Data from the Building Permits Survey

Consumer Spending Data from Esri

You can also upload your own data into CBB using the My Variables tab

Information may not be available for all industries and areas to protect the privacy of individual companies.

Includes key information that you can use to better understand your market. To learn more, see www.census.gov and https://www.esri.com/
This panel displays:

- The value for the selected variable and the geographic area highlighted on the map (plus the variable title and margin of error)
- Bar charts comparing the variable over time and by geography (e.g. County to State to Nation)
- 4 additional (and customizable) data variables

The dashboard can be minimized using the arrow icon in the upper right corner and customized using the "gear" icon just to the left.
These buttons allow the user to:

- Download the data displayed in the visible map to a CSV or Excel file
- Add Reference Layers to the map from either a preselected Gallery, a ShapeFile, or a Map Service
- Change the basemap from the default Topographic map to Imagery or Dark
- Change the map transparency so that the base map is more or less visible
CBB: SBE “Map Page”

Map Legend

The legend displays the data range values for each of the displayed map classes.

The Map Configuration “gear icon” allows the user to change the:

- Map color palette from the default 5 color option to 2 and 3 color options
- Map classing scheme from the default Quantiles method to Equal Intervals

(To learn more about the Map Configuration settings, click on the blue “i” icon.)
Geographic Levels Menu and Zoom Buttons

This menu allows the user to change the level of the geographic areas shown on the map from what was first selected on the Splash Page to 4 other levels.

The Zoom buttons allow the user to zoom the map in and out. Note that some geographic levels are only selectable at certain zoom levels (e.g. you need to zoom in first to view ZIP and Tract level data.)

The Zoom level also impacts the geographic labels (like ZIP Codes) displayed on the map.

Note that the map can also be panned with a mouse.
This menu allows the user to choose the areas shown on the map based on data values of up to 5 variables.

First, the user selects the variable from a menu similar to the map variables menu.

Next, the user chooses the min and/or max values for the variable.

Finally, the user applies the filter; the map repaints to show just the geographic areas that meet the criteria chosen.

Note: Map can be bookmarked for sharing with others.
All of the data presented in the map can also be viewed in a customizable, bookmarkable, interactive report. Clicking on the “Create Report” button in the Dashboard launches the report. The “gear” icon to the right of the button allows the user to customize the report to show or hide the report sections interested in.

The menu in the top right of the report allows the user to:

- Turn the Margins of Error on/off
- Customize the report
- Download the report (to a CSV, Excel, or PDF)
- Get Help
CBB: RAE “Splash Page”

Location Selection

Choose the primary geography for your region via the “My Location” button...

… or via the Geography Search
Region Panel

This panel is used to build a region of 2 or more areas. The areas can be made up of up to 24 states, counties, cities/towns, ZIP Codes, and/or Census Tracts.

To build a region, first click on the Edit Region button. Then select the areas you want to build your region from. You can select them either by clicking on the map or by using the Drawing Tools (NEW).

You can also name your region in the My Region box.
There are 2 different reports in RAE. Clicking on the Create Region Report button in the Region panel creates a report that summarizes the data for all of the states, counties, cities/towns, or ZIP Codes that make up your region.

Clicking on the Create Report button in the Dashboard creates a report for just one of the states, counties, cities/towns, or ZIP Codes that make up your region.

You can also navigate from the Region report to the individual reports using the hyperlinks in the cover sheet (NEW).
What’s Coming in December (version 3.0)

- **Data Updates** for many programs
  - New data
  - More data
- **Platform Updates**
  - Improved performance
  - Ability to view more data on the map at a time
  - Automatic filter
- **Shapefile Download option**
- **Build your region in RAE via Shapefile Upload option**
Q & A and Thank You!

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