Introducing Census Bureau Economic Programs and *Census Business Builder*

February 27th, 2019

Presented by: Adam P. Grundy, US 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.

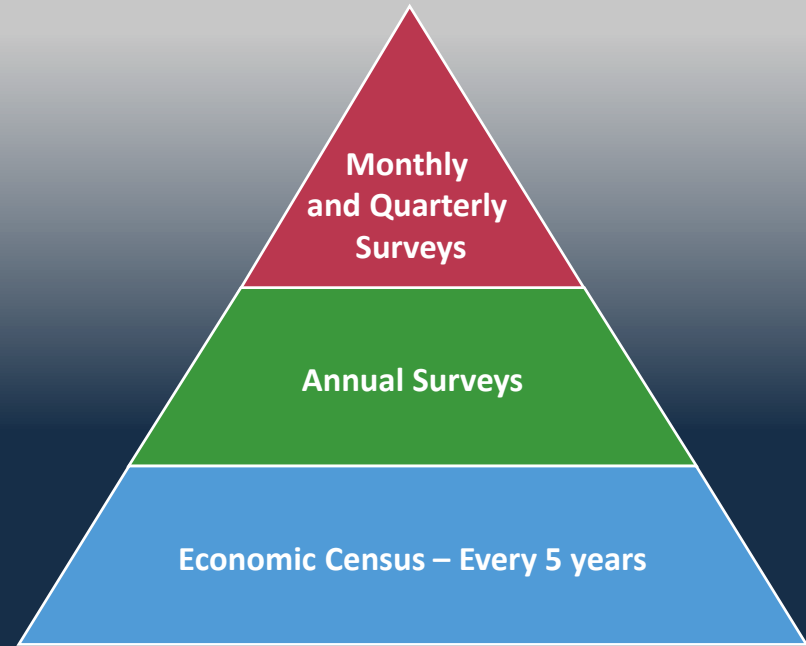**Decennial Population and Housing Census**
Every 10 years

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

Pyramid diagram:
- Monthly and Quarterly Surveys
- Annual Surveys
- Economic Census – Every 5 years

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
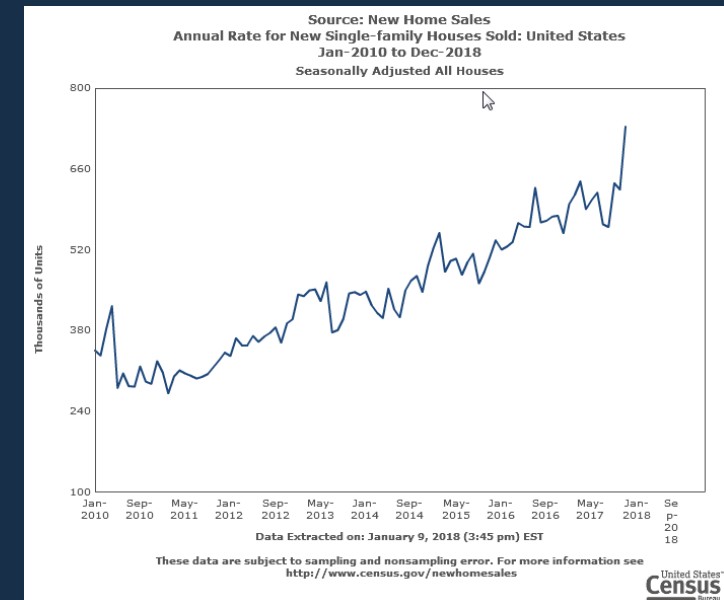
Economic Indicators

Monthly and Quarterly Surveys

- 17 Census Bureau surveys that provide key economic statistics for nearly every sector

  - Monthly, including:

    - Retail Trade Survey, Building Permits, and Exports/Imports

  - Quarterly, including:

    - Quarterly Financial Report; Quarterly Services Survey

- Sample surveys

- Shown at the national level only, except:

  - Building Permits (state, permit issuing areas)

  - International Trade data

- Released on the *Economic Indicators Briefing Room:* www.census.gov/economic-indicators/index.php

International Trade

- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics

- Data from shipper declaration documents

- Data shown at the national, state, region, and port levels

- Data provided by:
  - NAICS (Ag, Mining, and Manufacturing sectors only)
  - Commodity Classification
  - Country of origination and destination

- Census Bureau also issues export regulations from the U.S.

- See census.gov/foreign-trade/data/index.html

U.S. Beer Exports

Top 10 Exporting Countries: 2015

United States Census Bureau

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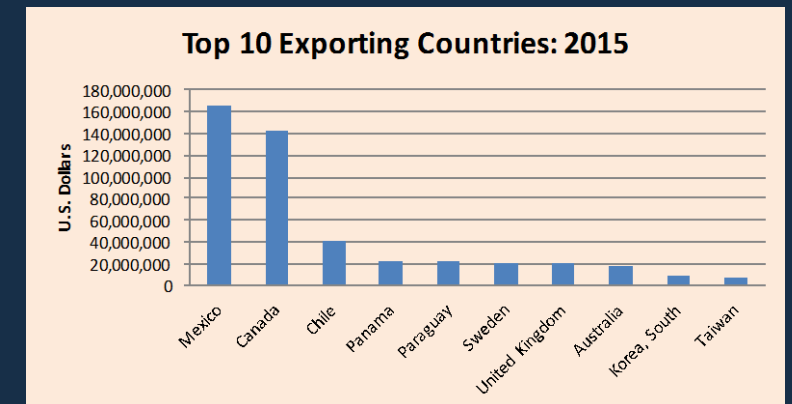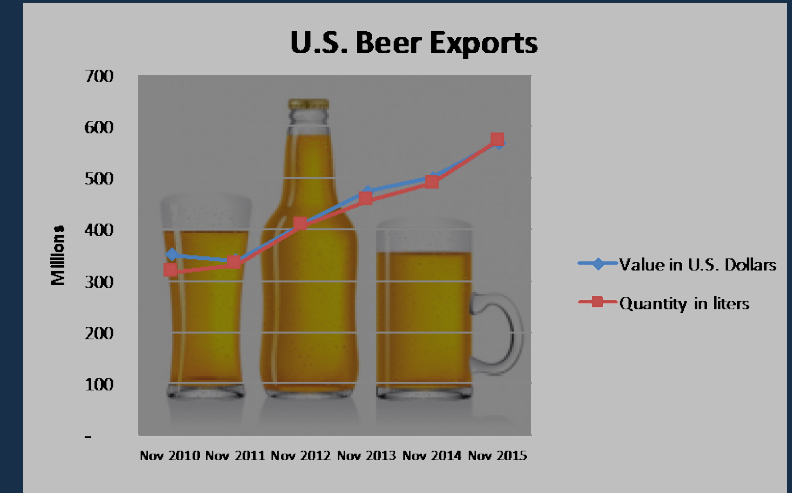
Annual Economic Programs

Annual Surveys

- 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

  - *Nonemployer 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
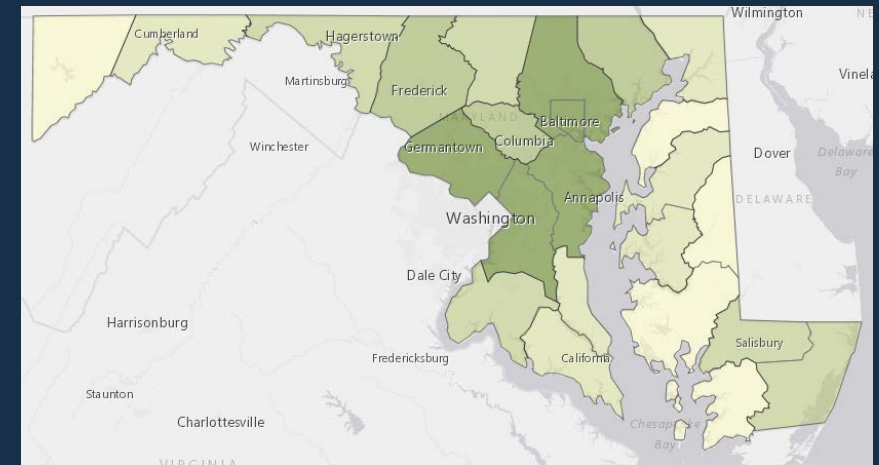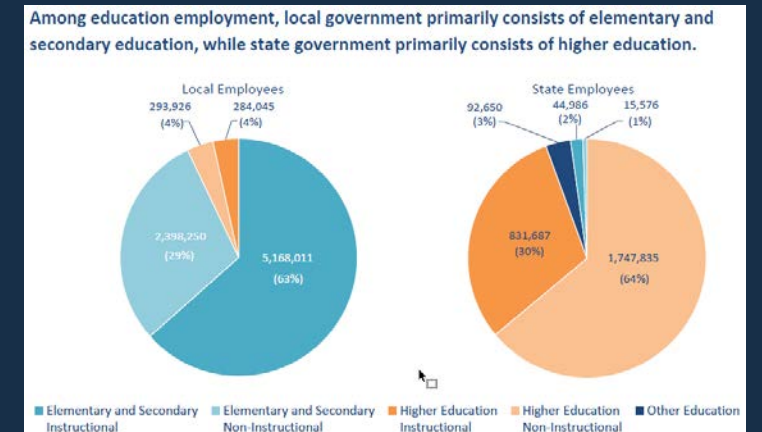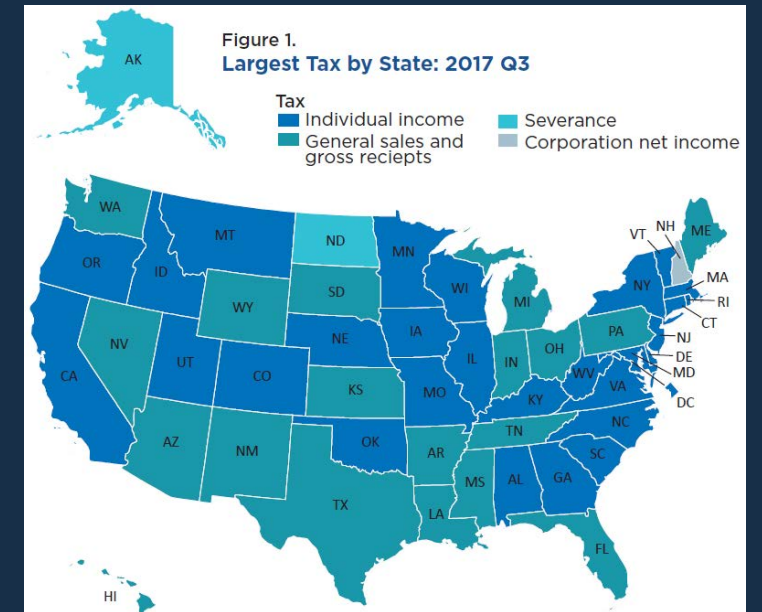

Number of Retail Trade establishments in MD counties: 2016
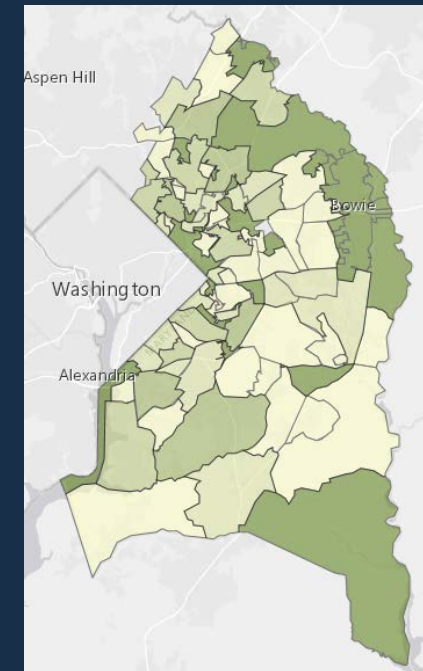
Number of Retail Trade establishments in PG county places: 2012

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

Figure 1.
Largest Tax by State: 2017 Q3

Tax
- Individual income
- General sales and gross reciepts
- Severance
- Corporation net income

Among education employment, local government primarily consists of elementary and secondary education, while state government primarily consists of higher education.

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

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 X 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 (estab 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

United States Census Bureau

2017 Economic Census
See How It All Adds Up

- **May 2018**
  - May 1 Economic Census data collection begins.
  - May 17 Instructional webinar
- **June 2018**
  - June 12 Response deadline
- **2019**
  - September 2019 Data releases begin
- **2021**
  - December 2021 All data releases complete

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Source: www.census.gov/EconomicCensus

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		
	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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Ways to Access Data

Ease of Use ↑

- 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)

Census Business Builder

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

United States Census Bureau | U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Q & A and Thank You!

Contact me at:

adam.p.grundy@census.gov

(301)763-7592