An Overview of Key Census Bureau Economic Programs and Census Business Builder 4.1 DEMO

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Presented by: Adam Grundy
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.
Key Census Geographic Areas

Nation

Regions

Cities

Counties

States

Metro and Micropolitan Areas

Urban Areas

States

Congressional Districts

School Districts

Places

Census Tracts

Block Groups

430,000 Geographic Areas

35,000+ Communities

(Economic program geographies)
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

• 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
  - 2 new Experimental Data Products

• Released on the Economic Indicators Briefing Room and FRED:
  www.census.gov/economic-indicators/index.php
  https://fred.stlouisfed.org/

How Can This Help Me?
Indicators provide most timely data that helps users understand changes since last annual program
Permits data help users “predict” future economic growth
International Trade

- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and Customs and Border Protection documents
- Data shown at the national, state, district, and port levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), Commodity, and Country of origination and destination
- Census Bureau also issues export regulations from the U.S.
- See census.gov/foreign-trade/data/index.html and USA Trade Online (https://usatrade.census.gov/) for the data
- Trade flyer

How Can This Help Me?
Trade data can help businesses identify and promote potential markets
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**: National, State, Metro, County, ZIP Code, Congressional District
  - **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 data.census.gov, QuickFacts, CBB, and other Census tools

How Can This Help Me?
Annuals provide that happy balance between timeliness and detail
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, and Government Finances
  - Released in Excel files, and other Census tools

How Can This Help Me?
Governments may be customers of businesses and some businesses masquerade as a government
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 for full list of exclusions)
- **Geography:** National, state, metro, county, and place levels
- **Other Dimensions:** Data by business size (establishment and firm; employment and revenue), LFO, Franchise status, etc.
- **Over 200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (NAPCS)

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**How Can This Help Me?**
The EC provides the **most detailed** (though least timely) business data at Census
The Annual Business Survey

Provides similar data as the Survey of Business Owners and the Annual Survey of Entrepreneurs

- Data on business ownership by
  - Race, ethnicity, gender, and veteran status
  - Employer businesses only
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
  - County, Metro, and Place for NAICS 00

How Can This Help Me?
Minority and women businesses are key to our local economies

https://www.census.gov/programs-surveys/abs.html
The Nonemployer Statistics – Demographics Program

Enhances the ABS by providing annual data on the demographic characteristics of nonemployer businesses

- Data on business ownership by race, ethnicity, gender, and veteran status for self-employed persons
- Geographies
  - Nation, State, and Metro by selected 2-thru 6-digit NAICS
- Firm size and LFO data too

NES-D Tables

2017

The Nonemployer Statistics by Demographics series (NES-D) provides information on the demographic characteristics of nonemployer businesses. For details on the methods used to create the 2017 NES-D tables, see the 2017 NES-D Technical Documentation.

- 2017 NES-D Technical Documentation [1.0 MB]
- Table 1 - Statistics for Nonemployer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas [1.0 MB]
- Table 1 Data Notes [1.0 MB]
- Table 2 - Receipts Size of Firm Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas [1.0 MB]
- Table 2 Data Notes [1.0 MB]
- Table 3 - Legal Form of Organization Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, Veteran Status for the U.S., States, and Metro Areas [1.0 MB]
- Table 3 Data Notes [1.0 MB]
- Table 4 - Owner Characteristics of Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas [1.0 MB]
- Table 4 Data Notes [1.0 MB]

Experimental Data Products

Experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.

See https://www.census.gov/data/experimental-data-products.html
Key Ways to Access Econ Data

- **QuickFacts**
- **My Congressional District**
- **Indicators Dashboard**
- **COVID-19 Data Hub**
- **Census Business Builder**
- **USA Trade Online**
- **OnTheMap** and **OTM for Emergency Management**
- **Data.census.gov**
- **Application Programming Interface (API)**
  (Developers site)

**Economic Programs Flyers**
Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA, BLS, & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provided for free

CBB Home Page
https://www.census.gov/data/data-tools/cbb.html
Summary

• Census has A LOT of business data
  • Help us promote it’s use!

• Census data are most effective when they are merged across programs
  • ACS (info about a business’ customers) and Econ (info about their potential competitors, suppliers, and complementary businesses)

• Businesses need comprehensive and reliable data to guide their decisions
  • Add our data to the arsenal of trade association, private sector, and other government data you already use

• Your business might also be included in our surveys
  • Please respond… TIMELY RESPONSE = QUALITY DATA
Q & A and Thank You!

Contact me at:

Adam.P.Grundy@census.gov

(301)763-7592