ECON Programs Overview

June 16th, 2021

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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 Economic Census – the official five-year measure of American business
  - The Census of Governments – the official five-year measure 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.
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
Key Census Bureau Business Data Terms

• NAICS (North American Industry Classification System)
  • Our primary data dimension

• Establishments (vs. Companies, Firms, etc.)
  • Our collection/tabulation level

• Employers (vs. Nonemployers)
  • Most programs only cover employer businesses
  • Nonemployers: self-employed individuals

• U.S. Code Title 13 and 26
  • Protects business privacy and confidentiality
Economic Census
Economic Census (EC)

• Mailings
  • Classification mailing – requests primary business activity information only from small single-location businesses; very limited universe
  • Main mailing – requests full set of economic data
  • Multiple follow-up mailings throughout the collection cycle; Office of General Counsel and CEO letters; telephone follow-up operations; email blasts
  • All electronic data collection, except paper for small single location businesses in the U.S. territories

• Geographic Coverage
  • Nearly 21,000 geographic areas: U.S., States, Metro Areas, Counties, and Places
  • 15,000 Cities and Towns; 41,000 ZIP Code areas
  • U.S. territories (Puerto Rico, U.S. Virgin Islands, Guam, Commonwealth of the Northern Mariana Islands, and American Samoa)

• Sectors and NAICS Coverage
  • Coverage of 18 industrial NAICS sectors
  • All 2- thru 6-digit NAICS codes (plus selected 7- and 8-digit codes) in all covered NAICS sectors
  • 950+ NAICS industries
Economic Census (cont.)

• Data Variables Collected and Published
  • **Over 200 variables** including core variables (# Establishments, Employment, Payroll, “Sales”) and industry-specific variables (Manufacturing and Mining collect the most)
  • Collected for every business location (establishment)

• Other Dimensions Collected and Published
  • Employment and “Sales” size of Establishments and Firms, LFO, **Product Lines**, and dozens of other Industry-specific breakouts (Published in the “Establishment and Firm Size” and “Miscellaneous Subjects” tables)
  • Product Lines now classified under NAPCS – North American Product Classification System; 7900+ goods and services

• Where Data Published
  • Data.census.gov, Quickfacts, API, Census Business Builder; CEDSCI for 2012 and 2017 data
  • 2017 Economic Census releases began in September 2019 with the First Look Report (a point-in-time look at general statistics for the U.S. at the 2 digit through 6-digit NAICS level)
  • Geographic Area Series started in January 2020, completed in August 2020; provides geographic detail of industry data
  • All other data, including product lines data, will be released on a flow basis through December 2021
Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- COVID-19 Data Hub
- data.census.gov

census.gov/data/data-tools.html
County Business Patterns (CBP) & Nonemployer Statistics (NES)
General information about County Business Patterns (CBP)

• This program covers Employer Businesses in the U.S.
• Is published annually
  • Latest data available (as of June 2021) is for calendar year 2019
  • 2019 data have recently been released
• Includes statistics on the number of establishments, employment, and annual payroll for nearly every 2- thru 6-digit NAICS code
• Data are published at the national, state, metro area, county, congressional district, and ZIP Code levels
  • CBP also covers the 5 US territories
• Data are also shown by employment size of the establishment and by Legal Form of Organization
• Other facts about CBP:
  • See https://www.census.gov/programs-surveys/cbp.html for more information about this program
  • The data are available on data.census.gov, CBB, the CBP web site (for download), the Census API, etc.
A Deeper dive into CBP

• CBP data can be used by entrepreneurs and existing business owners to better understand their potential customers (for B-to-B businesses), competitors, and suppliers
• The Employment Size data can be used to better understand the distribution of businesses in the industry by their size and potentially identify the “optimal” final business size
• The LFO data can help entrepreneurs plan for which legal form might be best for their type of business
General information about Nonemployer Statistics (NES)

- This program covers Nonemployer Businesses (self-employed persons) in the U.S.
- Is published annually
  - Latest data available (as of June 2021) is for calendar year 2018
  - 2019 data will be released by this fall
- Includes statistics on the number of firms and revenue for most 2-thru-6-digit NAICS codes
- Data are published at the national, state, metro area, and county levels
  - CBP does not cover the 5 US territories
- Data are also shown by revenue size of the firm and by Legal Form of Organization
- Other facts about NES:
  - See https://www.census.gov/programs-surveys/nonemployer-statistics.html for more information about this program
  - The data are available on data.census.gov, CBB, the NES web site (for download), the Census API, etc.
A Deeper dive into NES

• NES data can be used by entrepreneurs and existing business owners to better understand their potential customers (for B-to-B businesses), competitors, and suppliers.
• The Revenue Size data can be used to better understand the distribution of businesses in the industry by their size and potentially identify the “optimal” final business size.
• The LFO data can help entrepreneurs plan for which legal form might be best for their type of business.
Annual Business Survey
General information about the Annual Business Survey (ABS)

- This program covers Employer Businesses in the U.S.
- Is published annually
  - Latest data available (as of July 2021) is for calendar year 2017
  - 2018 data are scheduled for release in early summer 2021
- Includes statistics on the number of firms, employment, annual payroll, and sales, shipments, receipts, or revenue for nearly every 2- thru 6-digit NAICS code
- Data are published at the national, state, county, and place levels
  - Nation and state: full NAICS; County and place: just NAICS 00
  - ABS does not cover the 5 US territories
- Data are also shown by race, ethnicity, gender, and veteran status of the business owner and by other characteristics of the business and the owner
- Other facts about ABS:
  - See https://www.census.gov/programs-surveys/abs.html for more information about this program
  - The data are available on data.census.gov, CBB, the ABS web site (for download), the Census API, etc.
A Deeper dive into ABS

• ABS data can be used by entrepreneurs and existing business owners to better understand the demographic characteristics of their industry as well as information about potential customers, competitors, and suppliers
Exploring Our Data Tools

Covid-19 Data Hub
<table>
<thead>
<tr>
<th>Category</th>
<th>Data Source</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Aged 65 Years and Older</td>
<td>American Community Survey (ACS) 2014-2016</td>
<td>49,238,581</td>
</tr>
<tr>
<td>Total Uninsured Population</td>
<td>American Community Survey (ACS) 2014-2016</td>
<td>29,752,767</td>
</tr>
<tr>
<td>Total Employer Establishments</td>
<td>County Business Patterns (CBP) 2017</td>
<td>7,860,674</td>
</tr>
<tr>
<td>Total Non-Employer Establishments</td>
<td>Nonemployer Statistics (NES) 2017</td>
<td>25,701,671</td>
</tr>
</tbody>
</table>

![Census COVID-19 Impact Report](image-url)
Q & A and Thank You!

Contact Information:

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To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data
Or email us at: census.askdata@census.gov