

Census Business Data at a Glance

Annual New Mexico SDC Affiliates Meeting
and Workshop

November 14th, 2018

Presented by: Andrew W. Hait
U.S. Census Bureau



Agenda

- An Overview of The U.S. Census Bureau Business Programs
- The 2017 Economic Census
- Accessing our Business Data in Key Census Bureau Data Tools

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.

**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**

Businesses Use Census Bureau Data to:



DETERMINE when and where to open new facilities or expand existing ones based on population and demographic trends



CREATE effective marketing or merchandising strategies to better serve customers and communities



INFORM hiring decisions and workforce evaluation



FORECAST growth and sales to make better strategic decisions



STOCK shelves with goods suited to local consumer preferences and needs

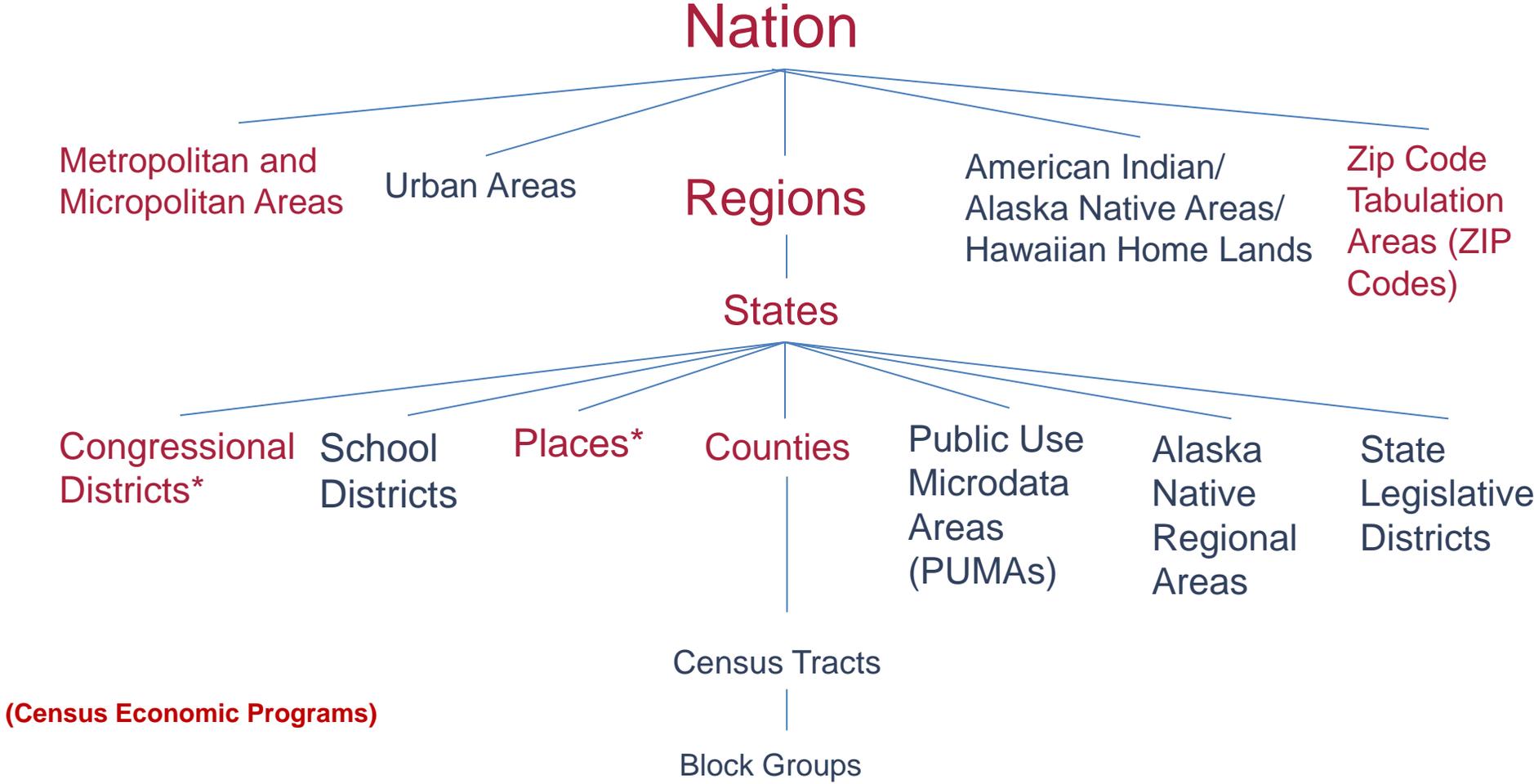


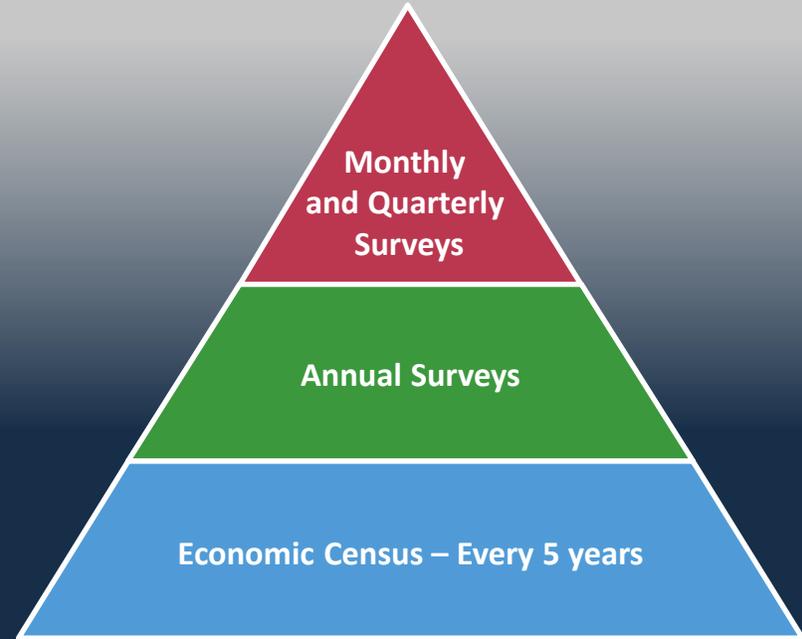
INVEST in infrastructure improvements



PERFORM risk analysis

Common Census Geographic Areas





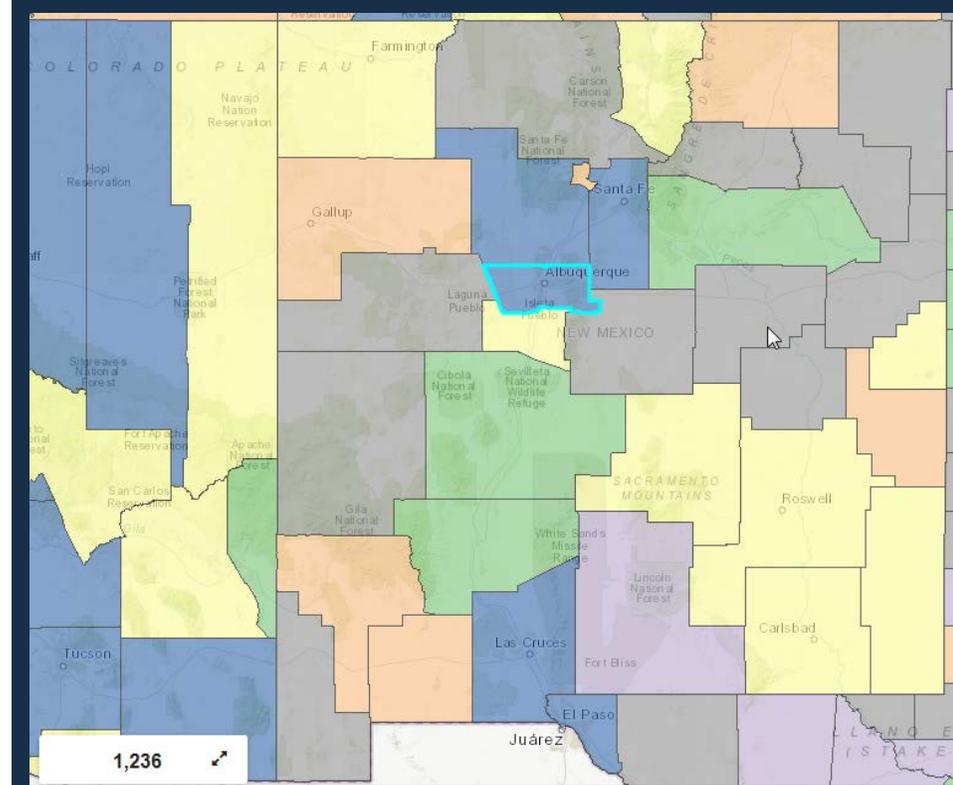
Census Economic Surveys

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



U.S. Census Bureau Economic Indicators

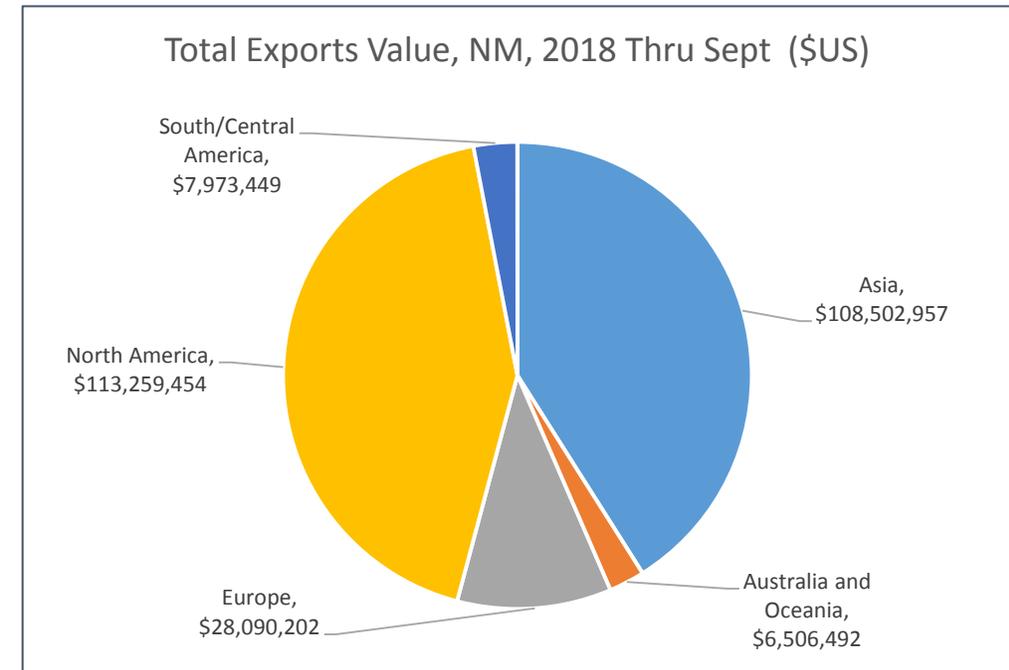
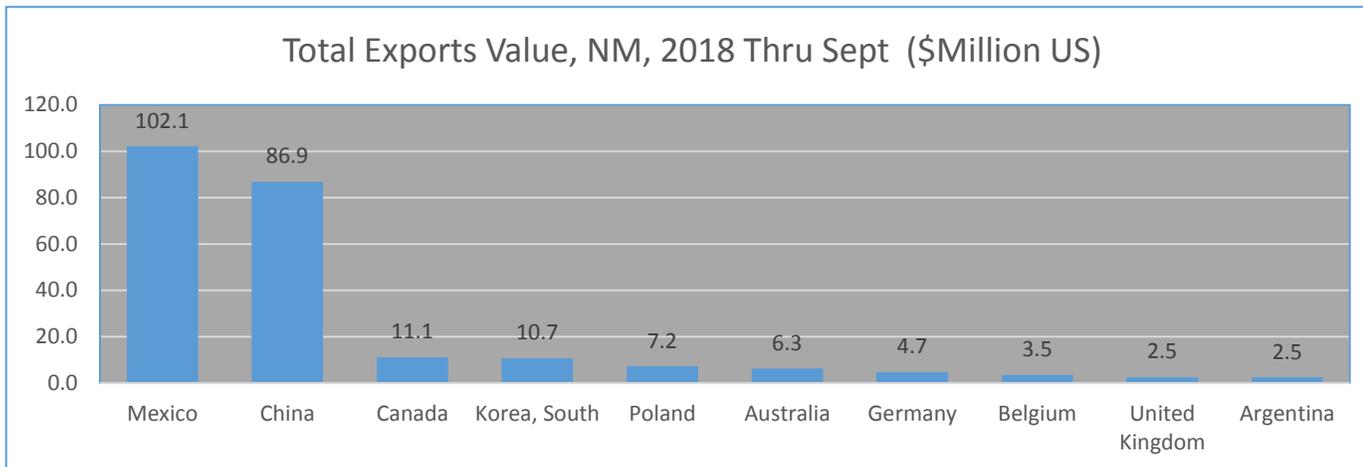
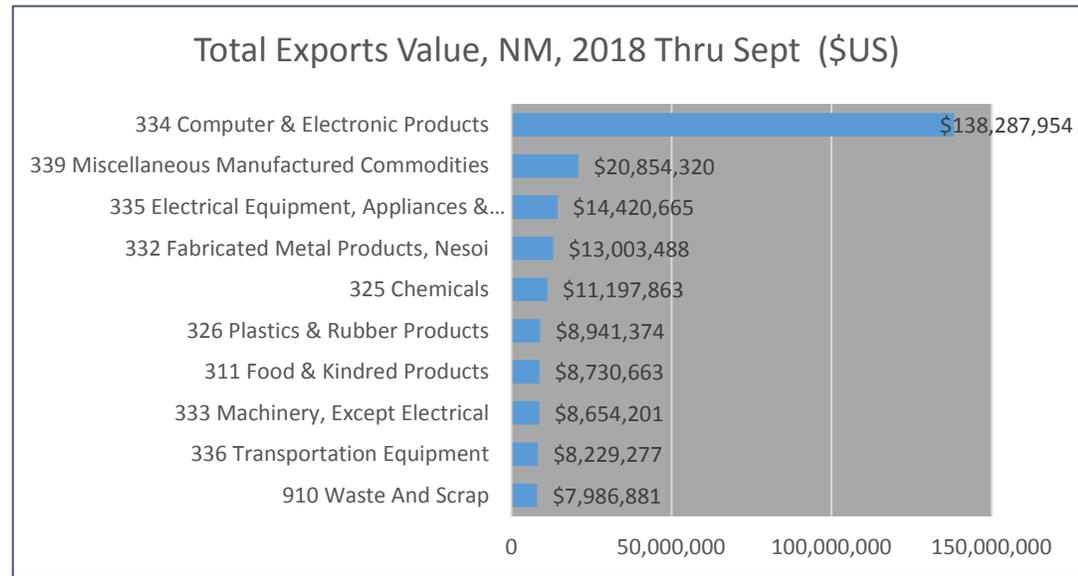
 Manufacturers' Goods	\$488.1 B	
November 2017 Report	New Orders	1.3%
Released 10:00 AM EST, 1/5/18		
 International Trade: Goods & Services	\$50.5 B	
November 2017 Report	Deficit	3.2%
Released 8:30 AM EST, 1/5/18		
Construction Spending	\$1,257.0 B	

[View All](#) * change not statistically significant
◦ significance not reported / applicable

International Trade



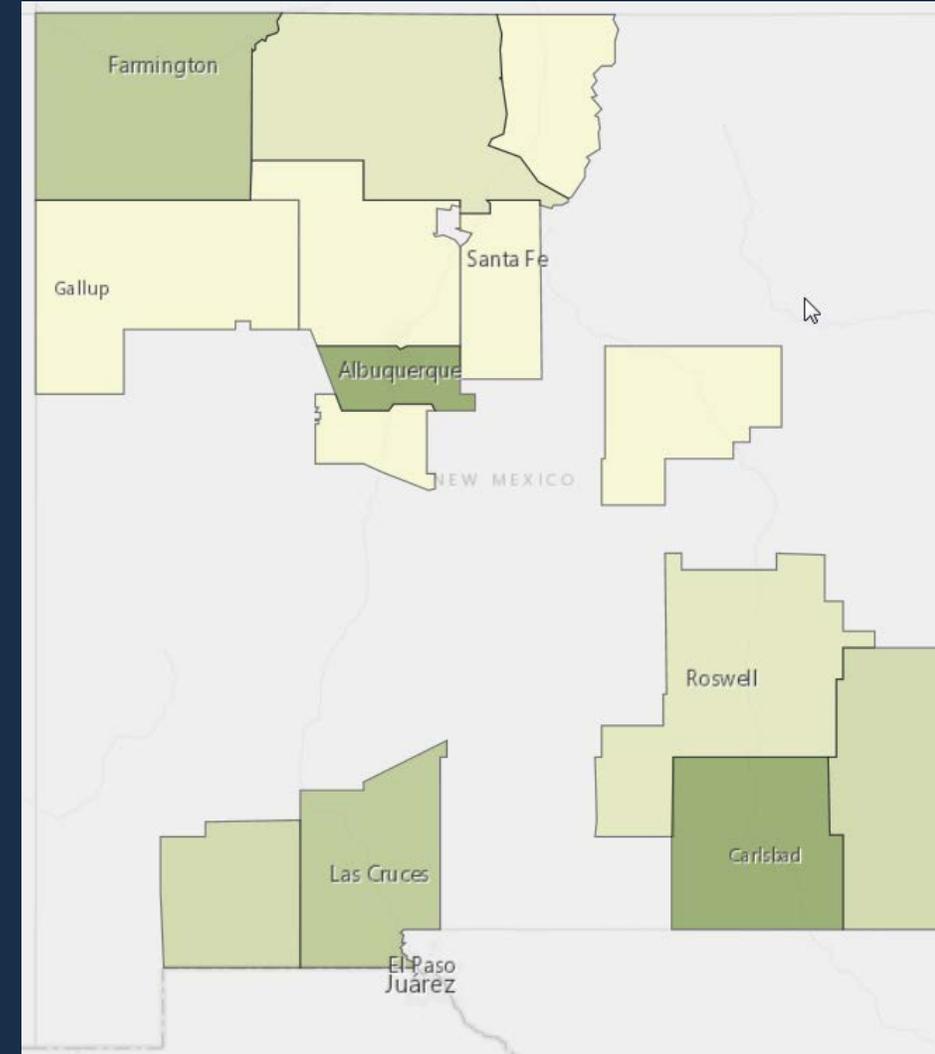
- Provides monthly and annual U.S. exports and imports statistics
- Data from shipper declaration documents
- Data shown at the national, **state, region, and port** levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), Commodity, and Country of origination and destination
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html) and USA Trade Online



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
- Note: Some “Econ” data also released in the ACS

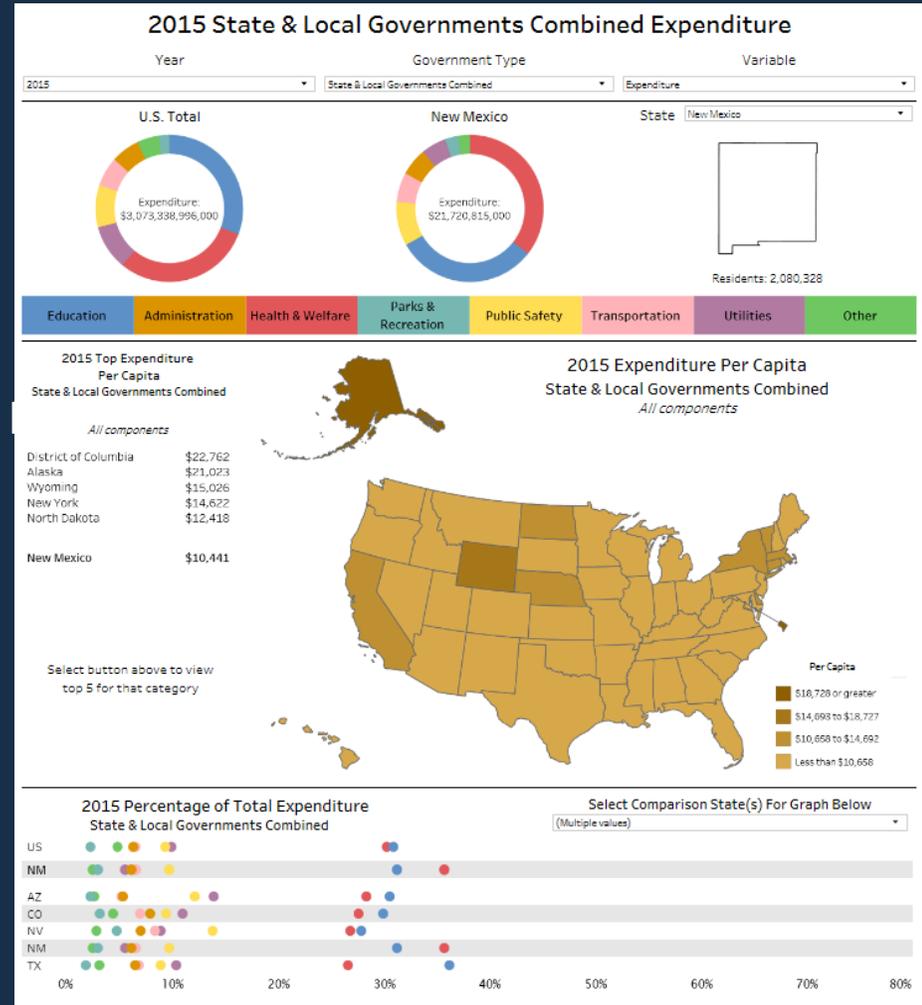


Number of Employer Convenience Stores in NM counties: 2016

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

<https://www.census.gov/library/visualizations/interactive/state-local-snapshot.html>



About the Economic Census

- The U.S. Census Bureau measures the nation's businesses every 5 years with the Economic Census.
- The next Economic Census is underway. Companies report their 2017 year-end numbers.
- 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.
- Results from the Economic Census are free and available to guide business decisions and policy-making.

Economic Census Response

- Program launched May 2018
 - Official letters mailed with web address and unique company code to access online survey.
- Respondents are instructed to set up online account on secure website to complete survey.
 - New requirement for Census Bureau economic surveys. Reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers.
 - Similar to other online accounts with email username, password, security questions.
- The due date was June 12th, but there is still time for companies to respond.
- Help is available online and via telephone.
- Information and resources are available at www.census.gov/EconomicCensus.



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 https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
 - Uses the latest NAICS vintage
- Geography: Provides data at the national, state, metro area, county, **place**, and ZIP Code levels
- Other Dimensions: Provides data by **business size** (establishment 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](https://www.census.gov/EconomicCensus)



2017 Economic Census

See How It All Adds Up

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

May 17
Instructional
webinar



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	Planned Release Date or Date Range
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>

2012 NAICS U.S. Matched to 2017 NAICS U.S.				
2012 NAICS Code	2012 NAICS U.S. Description	Status Code	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction crude petroleum extraction natural gas extraction	pt.	211120 211130	Crude Petroleum Extraction Natural Gas Extraction
211112	Natural Gas Liquid Extraction	pt.	211130	Natural Gas Extraction
212231	Lead Ore and Zinc Ore Mining	pt.	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining	pt.	212230	Copper, Nickel, Lead, and Zinc Mining
333911	Pump and Pumping Equipment Manufacturing	pt.	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
333913	Measuring and Dispensing Pump Manufacturing	pt.	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
335221	Household Cooking Appliance Manufacturing	pt.	335220	Major Household Appliance Manufacturing
335222	Household Refrigerator and Home Freezer Manufacturing	pt.	335220	Major Household Appliance Manufacturing
335224	Household Laundry Equipment Manufacturing	pt.	335220	Major Household Appliance Manufacturing
335228	Other Major Household Appliance Manufacturing	pt.	335220	Major Household Appliance Manufacturing
452111	Department Stores (except Discount Department Stores)	pt.	452210	Department Stores
452112	Discount Department Stores insignificant perishable grocery sales significant perishable grocery sales	pt. pt.	452210 452311	Department Stores Warehouse Clubs and Supercenters
452910	Warehouse Clubs and Supercenters	pt.	452311	Warehouse Clubs and Supercenters

452990	All Other General Merchandise Stores		452319	All Other General Merchandise Stores
454111	Electronic Shopping	pt.	454110	Electronic Shopping and Mail-Order Houses
454112	Electronic Auctions	pt.	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses	pt.	454110	Electronic Shopping and Mail-Order Houses
512210	Record Production	pt.	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution	pt.	512250	Record Production and Distribution
517110	Wired Telecommunications Carriers		517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)		517312	Wireless Telecommunications Carriers (except Satellite)
532220	Formal Wear and Costume Rental		532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental		532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental		532283	Home Health Equipment Rental
532292	Recreational Goods Rental		532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental		532289	All Other Consumer Goods Rental
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	pt.	541713 541714	Research and Development in Nanotechnology Research and Development in Biotechnology (except Nanobiotechnology)
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	pt.	541713 541715	Research and Development in Nanotechnology Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

pt.--Part of 2017 NAICS United States industry

Many-to-many
Many-to-one

One-to-one

Ways to Access Data

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- 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)

Businesses	Albuquerque city, New Mexico	Bernalillo County, New Mexico	New Mexico
Population estimates, July 1, 2017, (V2017)	558,545	676,773	2,088,070
BUSINESSES			
Businesses			
Total employer establishments, 2016	X	15,795	43,771 ¹
Total employment, 2016	X	268,851	628,723 ¹
Total annual payroll, 2016 (\$1,000)	X	11,300,359	25,029,224 ¹
Total employment, percent change, 2015-2016	X	4.3%	0.4% ¹
Total nonemployer establishments, 2016	X	40,613	122,042
All firms, 2012	42,272	50,277	151,363
Men-owned firms, 2012	20,208	24,102	71,132
Women-owned firms, 2012	16,129	19,163	59,044
Minority-owned firms, 2012	16,511	19,845	60,622
Nonminority-owned firms, 2012	23,116	27,515	83,857
Veteran-owned firms, 2012	4,147	4,833	14,096
Nonveteran-owned firms, 2012	35,096	42,015	128,693

My Congressional District
115th Congress

1 New Mexico
2 Congressional District 1

People Workers Housing Socio-Economic Education Business

Congressional District 1, New Mexico
Source: 2016 County Business Patterns for Congressional Districts

Paid employees for pay period including March 12

	Estimate
Total for all sectors	276,149
Agriculture, forestry, fishing and hunting	61
Mining, quarrying, and oil and gas extraction	276
Utilities	1,471
Construction	17,802
Manufacturing	12,805
Wholesale trade	11,798
Retail trade	37,857
Transportation and warehousing	6,328
Information	10,098
Finance and insurance	10,488
Real estate and rental and leasing	4,252
Professional, scientific, and technical services	32,024

Need help finding your Congressional District?
Enter ZIP code

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

POWERED BY
The American Community Survey and County Business Patterns

Display CBP Quality Indicator Flag

Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 2.3

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare | Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Go to Map

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
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Release: 2.3 (Build: 11)

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.3

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Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
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Release: 2.3 (Build: 11)

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>

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

Overview and "How To" flyers and recorded webinars

Widgets

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

United States Census Bureau

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Respond, Survey Data | NEWSROOM: News, Blogs | ABOUT US: Our Research

// Census.gov / Data / Data Tools / Census Business Builder (CBB)

Data

Data Tools and Apps
Developers
Product Catalog
Related Sites
Software
Training & Workshops
Visualizations

Census Business Builder (CBB)

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

The *Census Business Builder (CBB)* is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Census Business Build...
CENSUS BUSINESS BUILDER

Version 2.4 | Overview | How Tos | Help & FAQs

Version 2.4

Small Business Edition (Select to Launch)

Regional Analyst Edition (Select to Launch)

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.

Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Related Information

STORY
Business Desert = Opportunity Oasis

You May Be Interested In

RELATED TOPICS
Census Business Builder (CBB)

AROUND THE BUREAU
Our Surveys & Programs

MOST POPULAR
Library

Promo Video

Help

Tool Links

Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

[\(301\)763-6747](tel:(301)763-6747)

For local assistance, visit:

<https://www.census.gov/regions>



Reference Materials

