

Census Business Data and COVID Resources

An Update on the
2017 Economic Census
plus other updates...

NM SDC Conference
November 17th, 2020

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

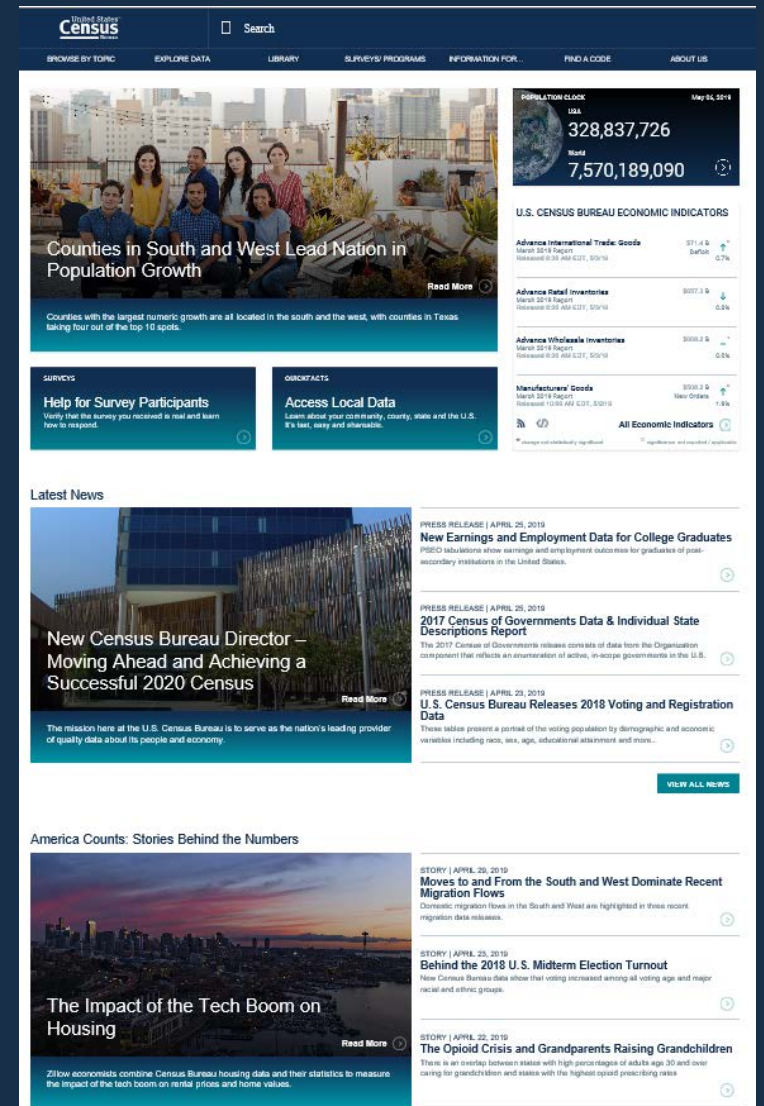


Agenda

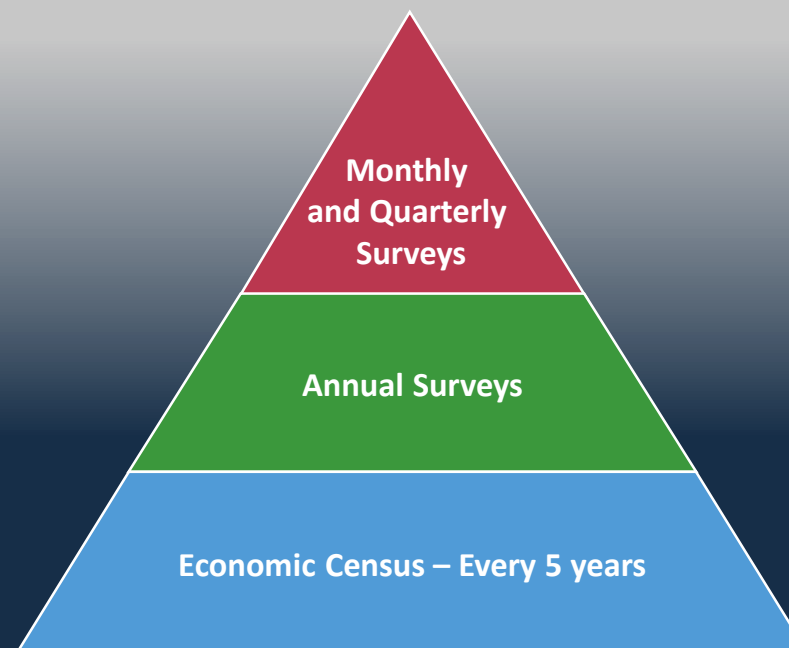
- Summary of the July 2020 **2017 Economic Census** update
 - What is the EC and why should you care
 - What's been released and what's coming next
 - Tips on wise data usage
- A bit more on the **Annual Business Survey**
 - How it relates to the old SBO and how to address the gaps
 - Some key finding for NM
- A demo of the **COVID-19 Data Hub** and **4 key COVID programs**
 - Business Formation Statistics
 - Small Business and Household Pulse Surveys
 - Community Resilience Estimates

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 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

**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



2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases


Statistics Set	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, and Selected Geographies)	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	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	



Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	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.	
Miscellaneous Statistics	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

2017 Economic Census GAS Release Resources

<https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>


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 **Release Information**

  The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.


What's Been Released

This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

 [What's Been Released](#) [<1.0 MB]

Upcoming Releases

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule [here](#). This list is updated every Monday.

 [Upcoming Releases](#) [<1.0 MB]



What's Coming Next

- **North American Product Classification System (11/19/2020)**
 - **Product Lines** provide a breakout of the products made and sold and services provided by businesses
 - In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately
- **Establishment & Firm Size** (start: Dec 2020)
 - Consolidated into 7 tables (separate tables in 2012); Size categories standardized
- **Miscellaneous Subjects** tables

Visit the Economic Census and NAPCS websites for Concordance Tables and more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html> and <https://www.census.gov/eos/www/napcs/>)

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
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	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

Where to Access the 2017 Economic Census Data

QuickFacts

The screenshot shows the QuickFacts website. At the top, there is a navigation bar with the United States Census Bureau logo and various menu items: TOPICS (Population, Economy), GEOGRAPHY (Maps, Products), LIBRARY (Infographics, Publications), DATA (Tools, Developers), SURVEYS/PROGRAMS (Response, Survey Data), NEWSROOM (News, Blogs), and ABOUT US (Our Research). Below the navigation bar, the page title is "QuickFacts UNITED STATES" with a "What's New & FAQs" link. A search bar is present with a dropdown menu for "Select a fact --". Below the search bar, there is a table with the following data:

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,178
PEOPLE	

Data.census.gov

The screenshot shows the Data.census.gov website. At the top, there is the United States Census Bureau logo. The main heading is "Explore Census Data". Below the heading, the text reads: "The Census Bureau is the leading source of quality data about the nation's people and economy." There is a search bar with the placeholder text "I'm looking for ...". Below the search bar, there is a link for "Advanced Search". At the bottom left, there is a "Send Feedback" button with the email address "cedsci.feedback@census.gov". On the right side, there is an illustration of a desktop monitor, a laptop, and a smartphone, all displaying data visualizations like maps and bar charts.

Census Business Builder 3.2

The screenshot shows the Census Business Builder 3.2 interface. The title is "Census Business Builder: Small Business Edition - 2.6". The main heading is "Determine the Best Location for Your Business". There are two main sections: "1. What type of business do you want to research?" and "2. Where are you considering locating the business?". Section 1 has icons for Construction, Food Services, Health, Personal Services, and Retail. Section 2 has a "My Location" search bar and a "Go To Map" button. At the bottom, there is a "Create Report" button.

Smart Data Usage: Ensuring Data Comparability

- **Geographic area** changes
 - Haven't added a state in a while, but county boundaries do change
 - Metros change less often but do change too (**New Ruidoso Micro Area**)
 - Places change often (104 between 2012 and 2017 for NM)
- **Industry (North American Industry Classification System (NAICS))** changes
 - Mining, Manufacturing, Retail, Information, Real Estate, and Pro/Sci/Tech Services sectors all had changes between 2012 and 2017
- **New Disclosure Rules**
- New Data.census.gov dissemination platform

The Annual Business Survey

Provides similar data as the SBO and ASE

- Data on business ownership by **race, ethnicity, gender, and veteran status** for **employer** businesses
- Data also shown by **Years in Business, Receipt Size, Employment Size and Other Owner and Business Characteristics**
- Geographies
 - Nation and **State** by 2- thru 6-digit NAICS
 - **County, Metro,** and Place for NAICS 00

United States Census Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

// Census.gov > Our Surveys & Programs > Annual Business Survey (ABS)

Annual Business Survey (ABS)

The ABS is conducted by the U.S. Census Bureau and the National Science Foundation's National Center for Science and Engineering Statistics, and provides annual data on select economic and demographic characteristics of employer businesses.

ANNUAL BUSINESS SURVEY (ABS)

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PRESS RELEASE | AUGUST 13, 2018

Number of Women-Owned Employer Firms Increases

Women-owned employer firms in the United States increased by approximately 2.8 percent in 2016 to 1,118,863 from 1,088,466 in 2015.

PRESS RELEASE | JUNE 19, 2018

Apr 13, 2020 14:48 UTC (+4)

United States World

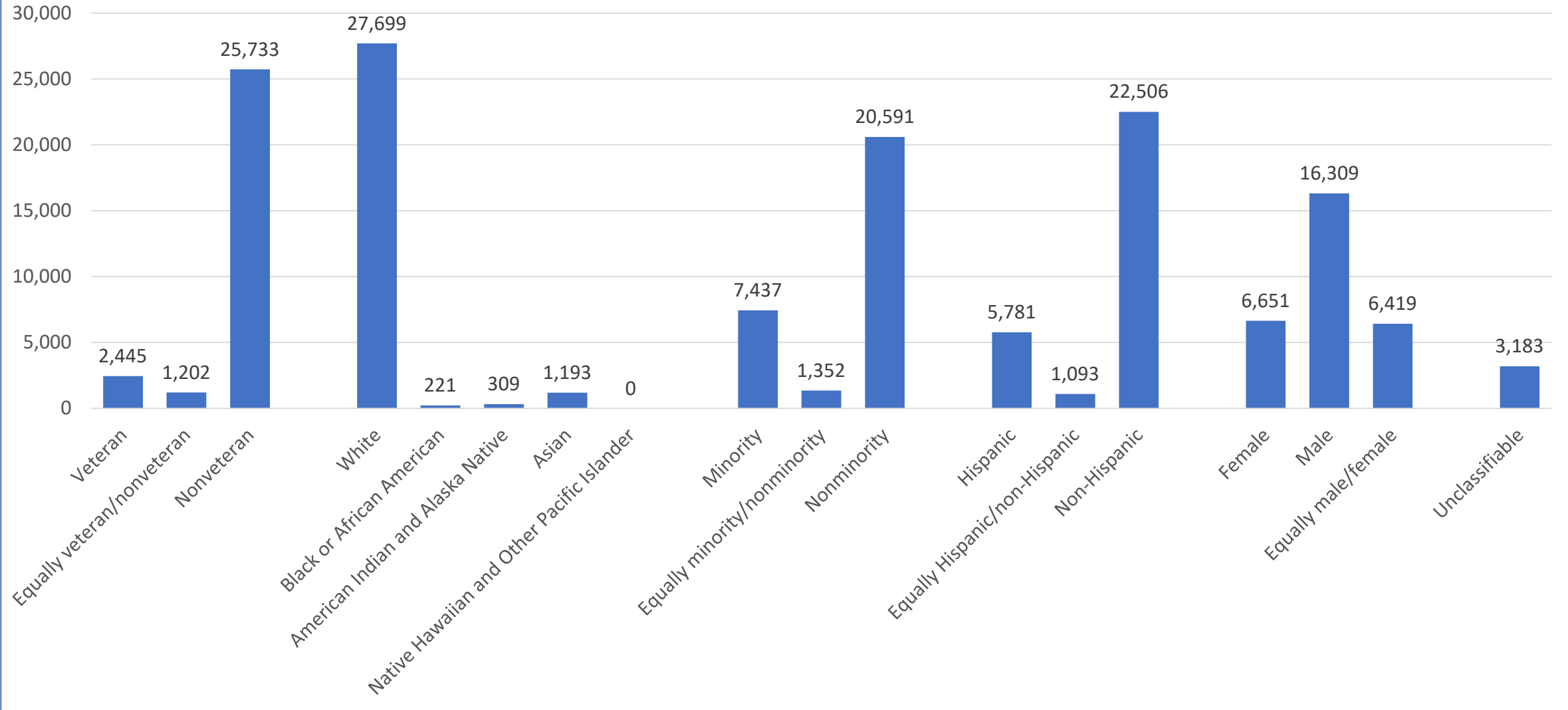
U.S. Population

329,513,003

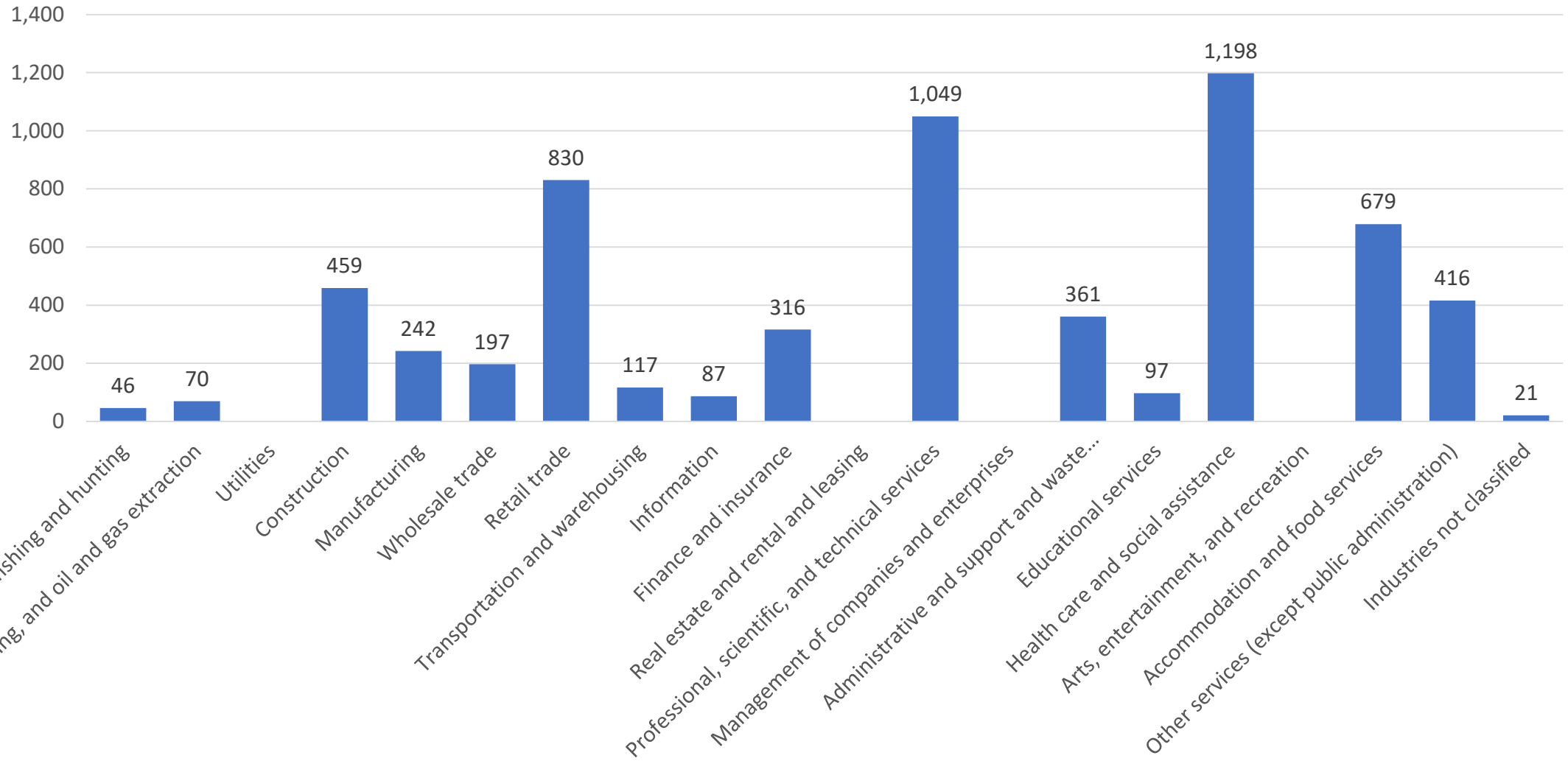
COMPONENTS OF POPULATION CHANGE

One birth every 8 seconds

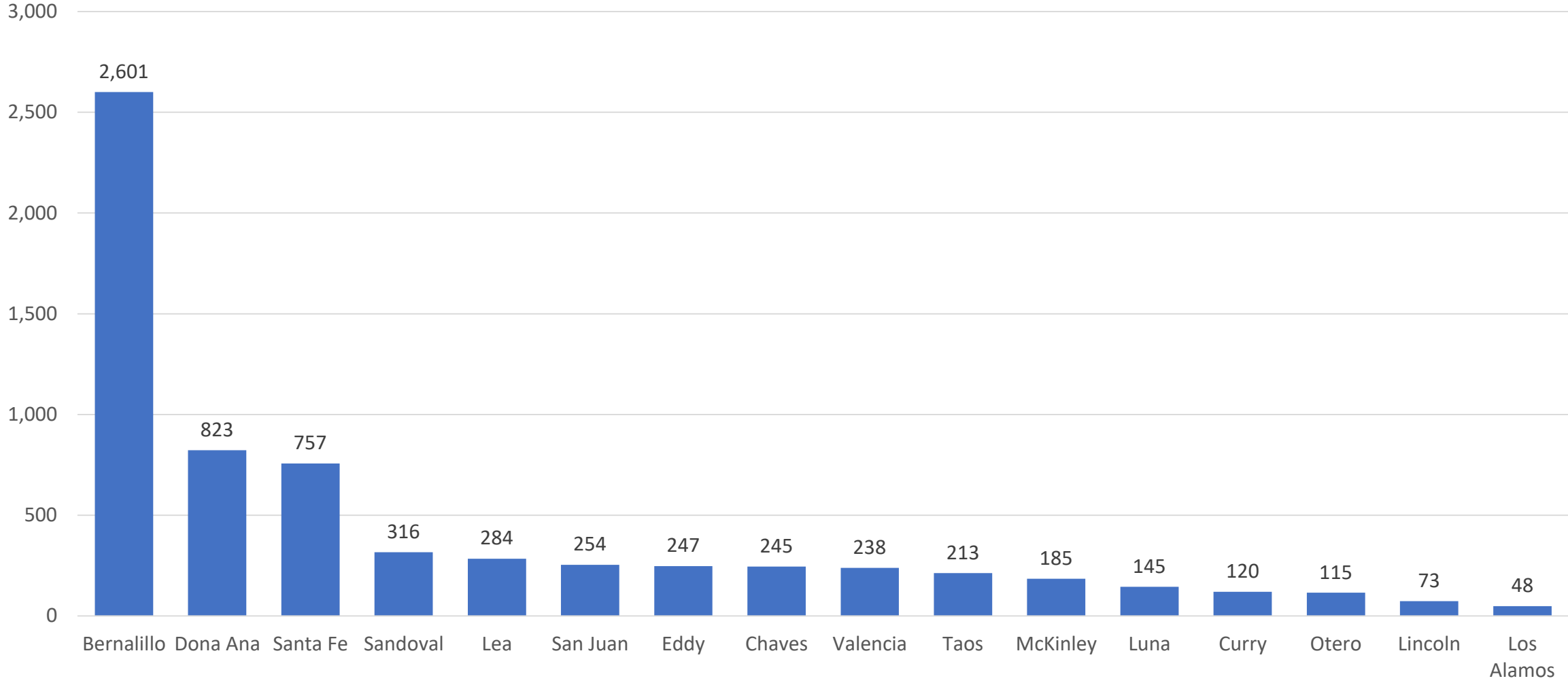
Number of New Mexico Employer Firms by Veteran Status, Race, Ethnicity, and Sex: 2017

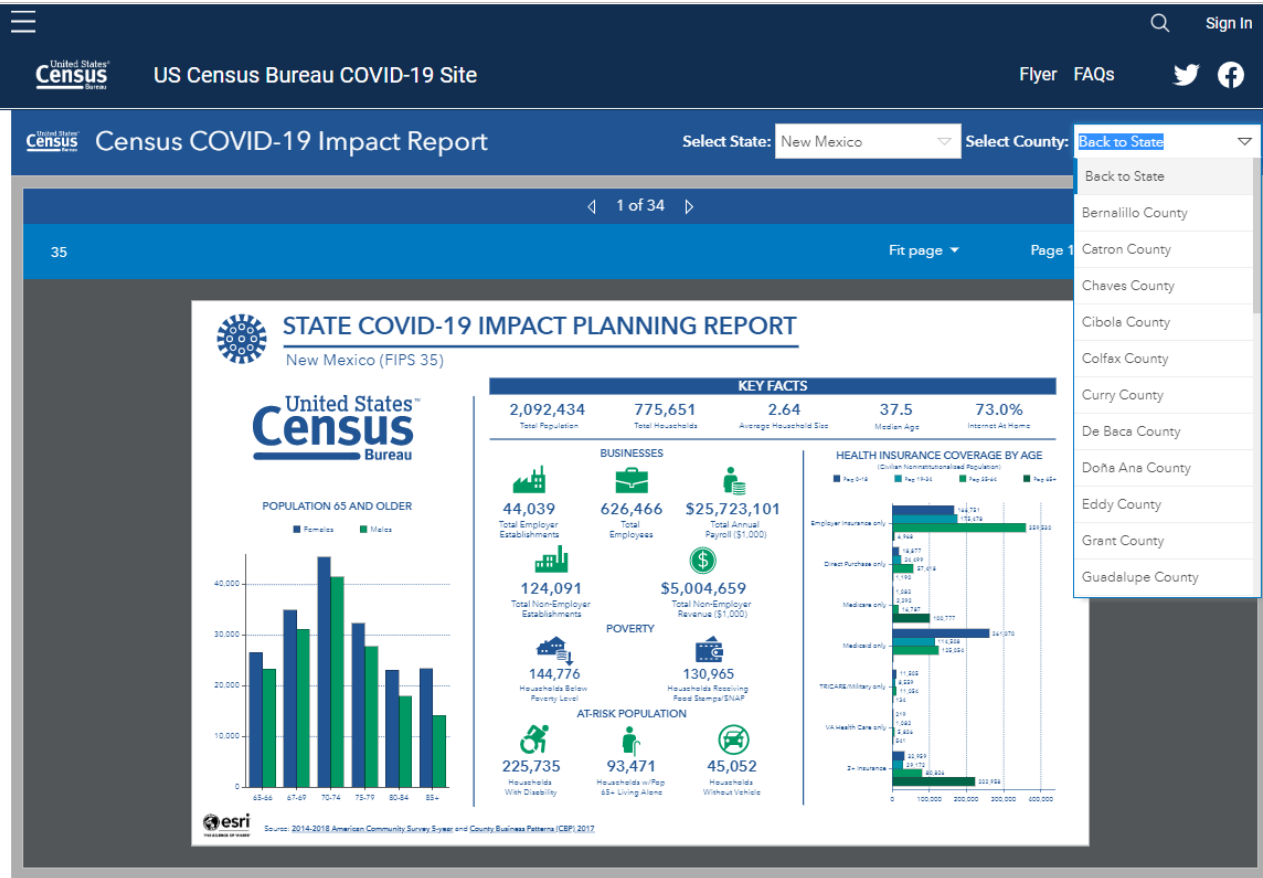


Number of New Mexico Female-Owned Employer firms by NAICS Sector: 2017



Number of New Mexico Minority-Owned Employer Firms in Selected Counties: 2017



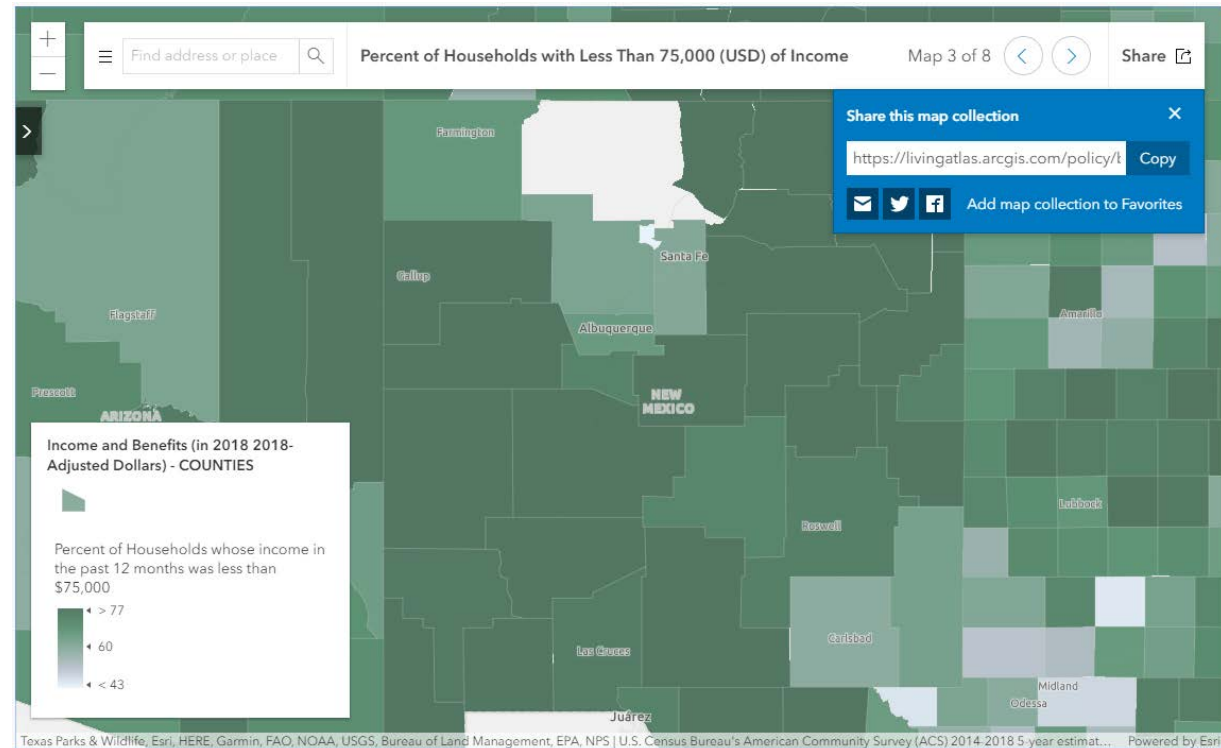


<https://covid19.census.gov/>

<https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>



Demo of the COVID-19 Data Hub



Summary

- The **Economic Census** provides a wealth of business data
 - Learn more at <https://www.census.gov/programs-surveys/economic-census.html>
 - The data are released on a **flow basis** (all states/sectors completed in August 2020) and **more data is coming**
- **Geography and NAICS changes...** make sure data are comparable
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html> and <https://www.census.gov/eos/www/naics/>
- The COVID-19 Data Hub and the 4 related programs provide timely data that can help in the recovery from the **COVID-19 Pandemic**
 - Stay tuned for FEMA data update coming soon

Q & A and Thank You!

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