

An Update on the Economic Census and Key Data Tools

Annual New Mexico SDC Data User Conference
November 15th, 2018

Presented by: Andrew W. Hait
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.

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

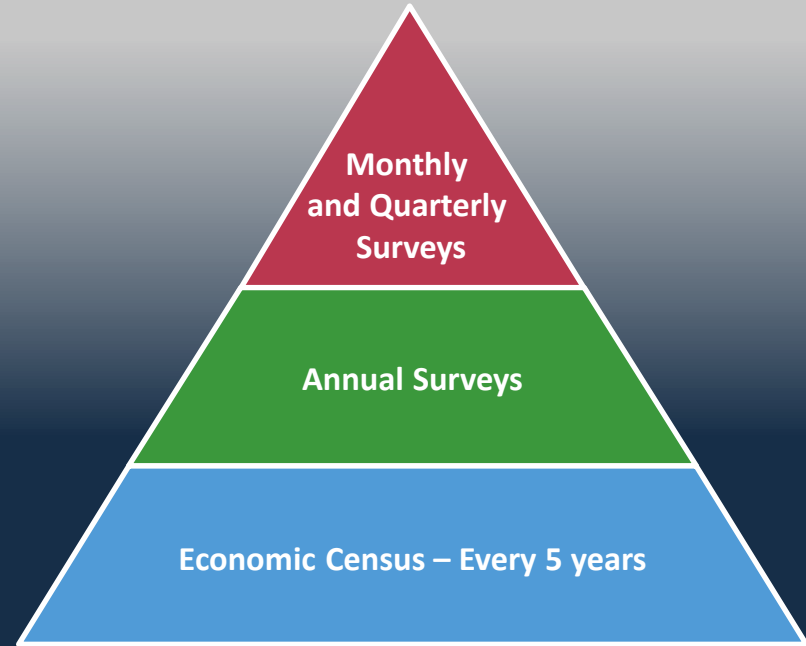
**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic
surveys every year**



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

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. 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.

Information Required

The Economic Census asks for the following information by location

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions



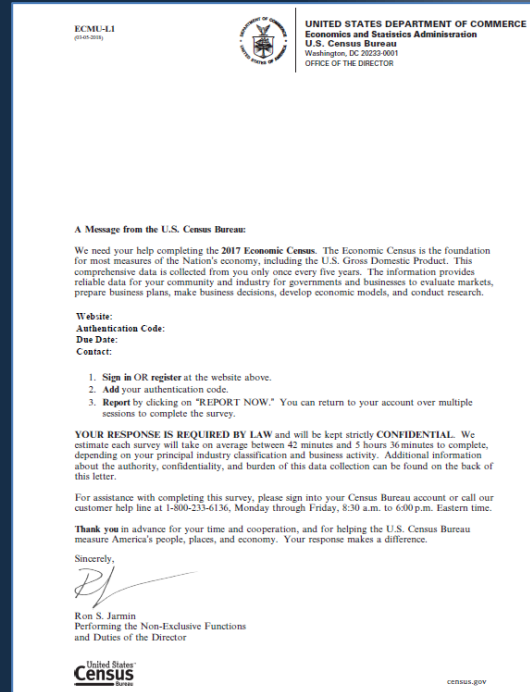
Economic Census Response

- 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.
 - Similar to other online accounts with email username, password, security questions.
- Key changes include a change in data collection timeframe.
- Help is available online and via telephone.
- Information and resources are available at www.census.gov/EconomicCensus.



Information for Respondents

- “How Do I Get Started?” and How-To Videos
- Previews of Survey Questions and Instructions
- Sample Mailing Letters
- Information on Authority, Confidentiality, and Survey Legitimacy
- A Secure Message Center to communicate via email with Census staff



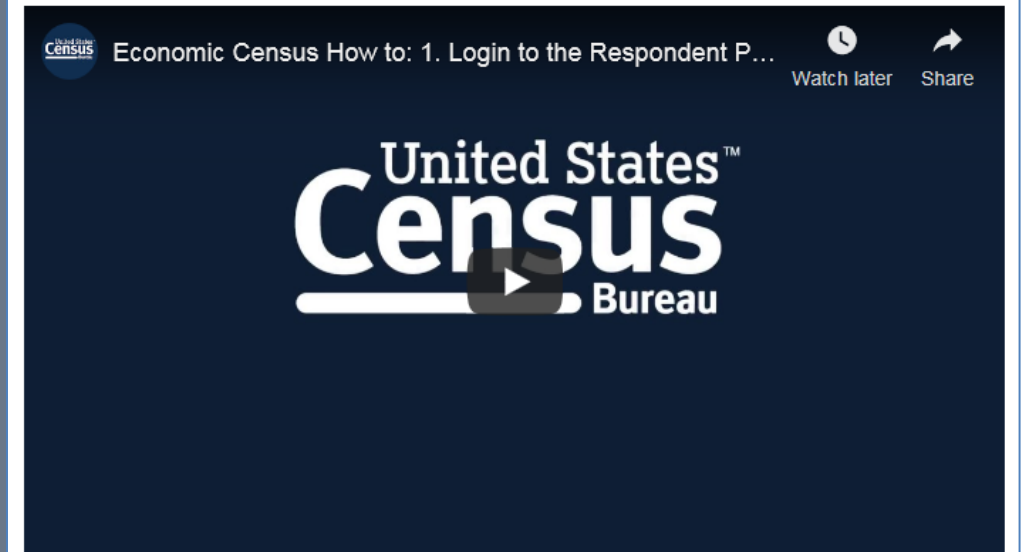
How-To Videos

Please click on the below video tutorials for using the online reporting instrument for the 2017 Economic Census.

Can't find the information you are looking for in these videos?

Try: [How Do I Get Started?](#) or [FAQs - Online Reporting Instrument](#)

Login to the Respondent Portal



Information for Intermediaries

- Online Advertising
- Print Advertising
- Videos
- Talking Points (English and Spanish)
- Digital Brochure (English and Spanish)

Economic Census: Meet James

FEBRUARY 20, 2018

Free data to grow your business?

See How It All Adds Up.



It All Adds Up 970x250

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

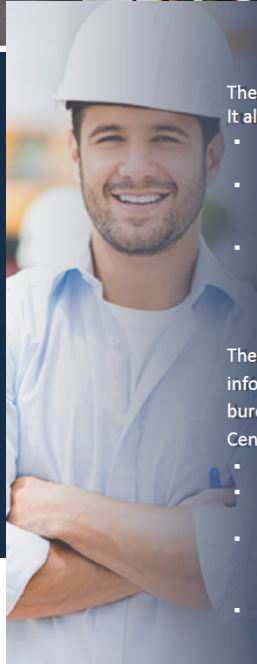
United States
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LEARN MORE

Embed

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<a href="https://www.census.gov/programs-surveys/economic-census/library/online-advertising/it-all-adds-up-970x250-online-ad.html?cid=embedded_infographic" target="_blank"></a>[Source: U.S. Census Bureau]
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When you include this image on a webpage or in an online mailing, please link it back to [census.gov/economiccensus?cid=17ecw](https://www.census.gov/economiccensus?cid=17ecw).



2017 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 Economic Census is the most comprehensive measure of the U.S. economy, providing industry and market statistics at the national, state and local levels.
- The Economic Census is the official five-year measure of the American businesses collected for years ending in "2" and "7." The current Economic Census is underway with companies reporting their 2017 year-end numbers.
- Economic Census data serve as the foundation for the gross domestic product (GDP) and other leading economic indicators for the nation. These statistics are also used by trade associations, economic development agencies, governments and individual businesses for business decisions and policymaking.

The Economic Census gives businesses the information they need to make informed decisions that affect the health of America's economy. To reduce the burden on the business community, not all companies receive the Economic Census.

- The Economic Census is not sent to businesses without paid employees.
- Less than 4 million of the nearly 8 million employer businesses are required to respond to the Economic Census, including those located in the U.S. territories.
- Administrative records data will be used in lieu of direct reporting for more small businesses than ever before. Administrative data are available for key data items, such as revenue, payroll, employment and inventories.
- Account managers are assigned to the largest companies, representing nearly 25 percent of establishments.

13,458 TRAVEL AGENCIES*

+

97,721 RETAIL CLOTHING STORES*

=

LOOKING SO AMAZING ON MY NEXT VACATION

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

*Source: U.S. Census Bureau—2012 Economic Census of the United States

United States
Census
Bureau

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)
- 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)

United States
Census
Bureau

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

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.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>

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	275,149
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

Privacy Act Statement | FAQs | Send Feedback

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

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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

The screenshot shows the Census Business Builder (CBB) home page. At the top is a navigation bar with the Census Bureau logo and links for TOPICS, GEOGRAPHY, LIBRARY, DATA, SURVEYS/PROGRAMS, NEWSROOM, and ABOUT US. Below the navigation bar is a breadcrumb trail: // Census.gov / Data / Data Tools / Census Business Builder (CBB). The main content area features a large heading "Data" and a sub-heading "Census Business Builder (CBB)". A central text block asks, "Are you looking for data to help you start or grow a business or understand the business landscape for a region?" and describes the CBB as a suite of services. To the right of this text is a video player titled "Census Business Build...". Below the video player is a navigation menu with "Version 2.4", "Overview", "How Tos", and "Help & FAQs". The "Version 2.4" section is highlighted and contains two main widgets: "Small Business Edition (Select to Launch)" and "Regional Analyst Edition (Select to Launch)". Each widget includes a brief description of its target audience and data capabilities. On the right side of the page, there are sections for "Related Information", "You May Be Interested In", and "RELATED TOPICS".

Promo Video

Help

Tool Links

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.)



or Search for your type of business

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

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

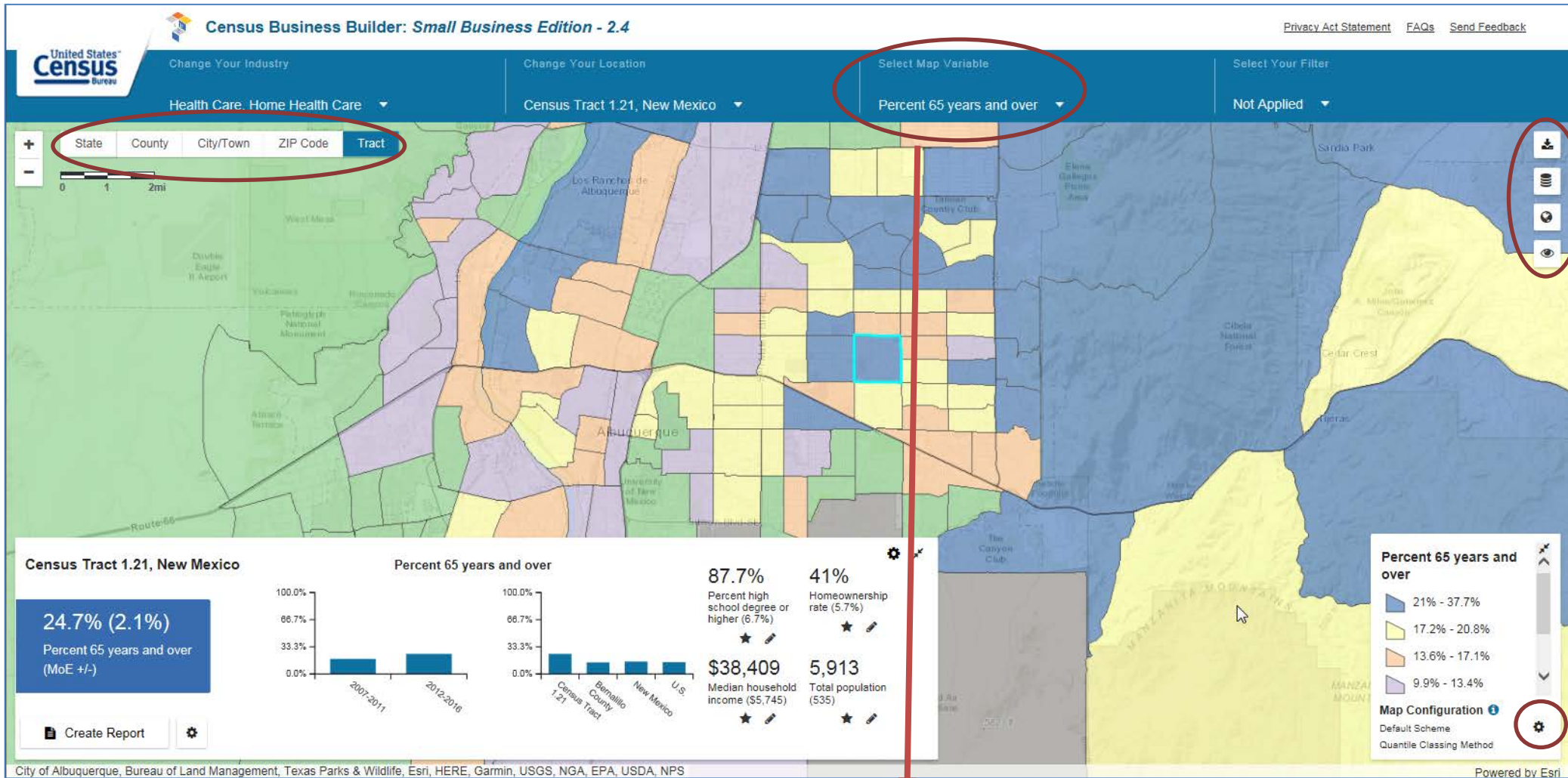
Create Report



Developed by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
Release: 2.4 (Build: 7)

My Location
or

- ==== County =====
- Bernalillo County, New Mexico**
- ==== City/Town =====
- Bern township, Pennsylvania
- Bernalillo town, New Mexico
- Bernards township, New Jersey
- Bernardsville borough, New Jersey
- Berne city, Indiana
- Berne town, New York



Business Data, including:

- Employer and Nonemployers
- Number of Businesses
- Revenue per employee
- Population per business

Customers Data, including:

- Median Household Income
- Educational Attainment
- Employment Status
- Consumer Spending

“My Variables”:

- Upload your own data

<https://cbb.census.gov/sbe/#industry0=62161&geoid=35001000121&geoType=tract&dataVariable=5¢erX=-11863992¢erY=4174870&level=12&view=map>



CONTENT

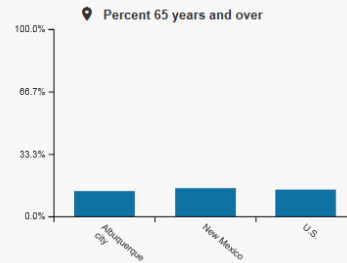
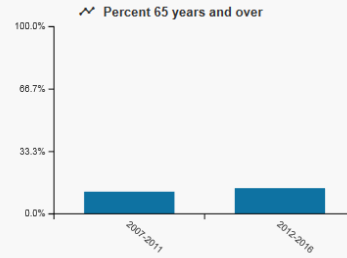
- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: About Data

My Potential Customers

Includes information on total population and population by age, race, and ethnicity from the 2007-2011 and the 2012-2016 American Community Survey 5-Year Estimates

Demographic Characteristics

Name	Estimate		
Total population	556,859	✓	📍
Percent under 5 years	6.4%	✓	📍
Percent under 18 years	23.2%	✓	📍
Percent 18 years and over	76.8%	✓	📍
Percent 21 years and over	72.8%	✓	📍
Percent 65 years and over	13.7%	✓	📍
Percent White	72.06%	✓	📍
Percent Black or African American	3.28%	✓	📍
Percent American Indian and Alaska Native	4.45%	✓	📍
Percent Asian	2.60%	✓	📍
Percent Native Hawaiian and Other Pacific Islander	0.11%	✓	📍
Percent some other race	13.12%	✓	📍
Percent two or more races	4.38%	✓	📍
Percent Hispanic (of any race)	47.94%	✓	📍



For more demographic data and margins of error, see [here](#). These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

Business Summary

Sector Code:

62161

Sector Name:

Home Health Care

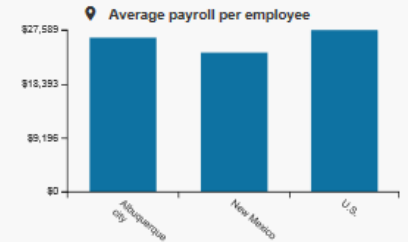
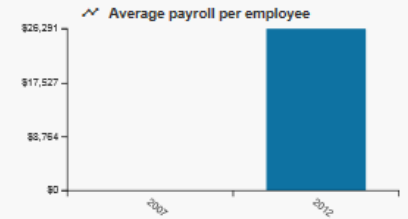
Sector Description:

Home Health Care - Includes businesses that primarily provide skilled nursing services in the home, as well as personal care services, homemaker and companion services, physical therapy, etc. (NAICS 62161)

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

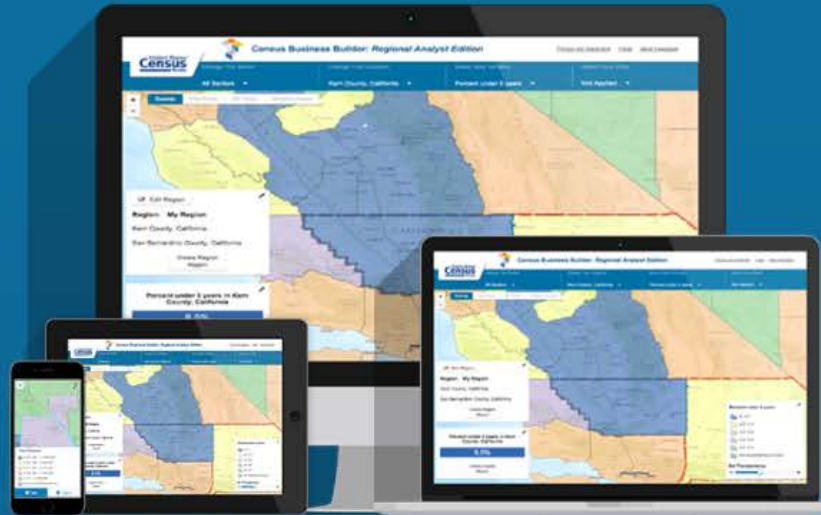
Name	Value		
Employer establishments	59	✓	📍
Total employment of employers	3,063	✓	📍
Total annual payroll of employers (\$1,000)	\$80,528	✓	📍
Average employment per employer	52	✓	📍
Average payroll per employee	\$28,291	✓	📍
Population per employer	9,239	✓	📍



Information may not be available for all Industries and areas to protect the privacy of individual companies. Source: [2016 County Business Patterns](#) or [2012 Economic Census](#)

<https://cbb.census.gov/sbe/#industry0=62161&geold=3502000&geoType=place&view=report&reportType=summary>

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

Q albu X

==== City/Town =====

Albuquerque city, New Mexico

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Release: 2.4 (Build: 7)



Change The Sector

Change Your Location

Select Map Variable

Select Your Filter

All Sectors

Albuquerque city, New Mexico

Total population

Not Applied

State County City/Town ZIP Code Tract



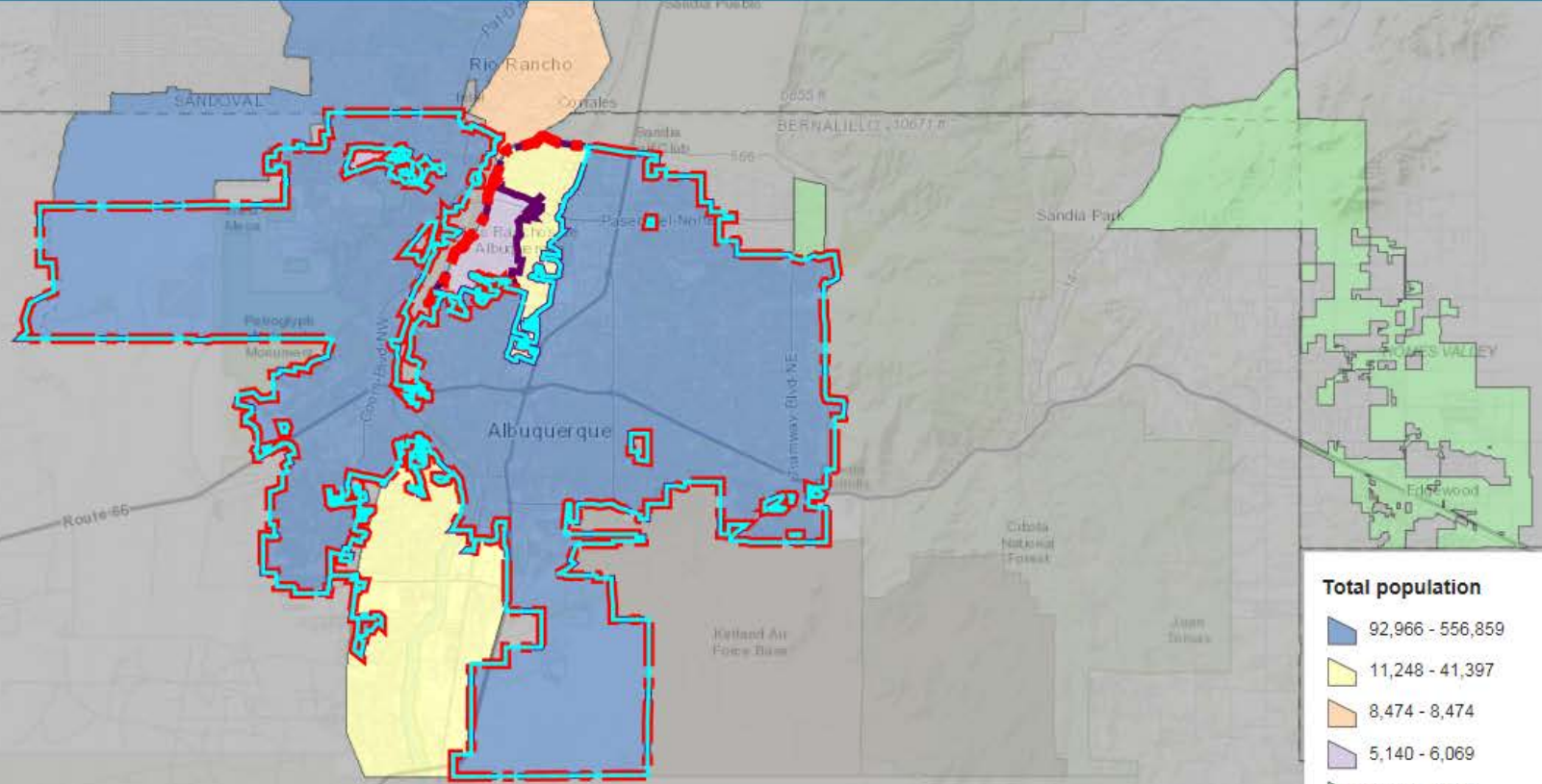
Region: Greater Albuquerque

North Valley CDP, New Mexico

Los Ranchos de Albuquerque village, New Mexico

Albuquerque city, New Mexico

Create Region Report Edit Region



Total population

- 92,966 - 556,859
- 11,248 - 41,397
- 8,474 - 8,474
- 5,140 - 6,069
- 3,319 - 3,775

Map Configuration

Default Scheme

Quantile Classing Method

556,859

City of Albuquerque, Bureau of Land Management, Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS

Powered by Esri

https://cbb.census.gov/rae/#industry0=00&geoid=3502000&geoType=place&dataVariable=1&dynGeo_place=3502000%2C3543930%2C3552750&dynHeader=Greater%20Albuquerque¢erX=-11874114¢erY=4173115&level=11&view=map

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for Greater Albuquerque. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about All Sectors businesses in Greater Albuquerque. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Greater Albuquerque.

Greater Albuquerque is comprised of:

- Los Ranchos de Albuquerque village, New Mexico
- Albuquerque city, New Mexico
- North Valley CDP, New Mexico

Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the Industry selected.)

NAICS Sector	Employer establishments	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)
00: All Sectors	n/a	n/a	n/a	n/a
72: Accommodation and Food Services	1,308	29,450	\$457,365	\$1,587,669
56: Administrative and Support and Waste Management and Remediation Services	677	20,381	\$515,083	\$980,133
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	194	22	\$261	\$790
23: Construction	n/a	n/a	n/a	n/a
61: Educational Services	196	1,297	\$27,102	\$82,601
52: Finance & Insurance	997	11,344	\$667,022	n/a
62: Health Care and Social Assistance	1,794	47,286	\$2,107,740	\$5,206,946
51: Information	284	7,054	\$323,513	n/a
45: Management of				

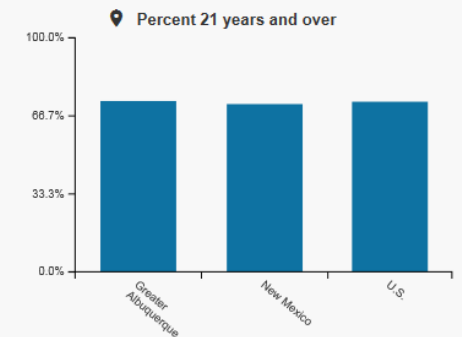
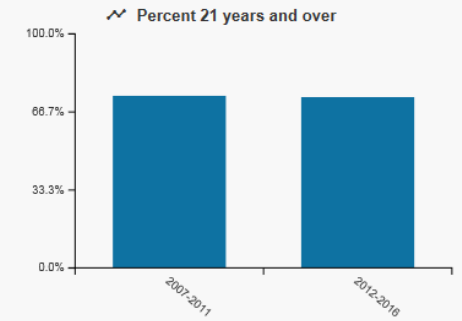
Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns programs and the 2012 Economic Census. (These variables are related to the Industry selected.)

Consumers/Residents

Includes information on total population and population by age, race, and ethnicity from the 2007-2011 and the 2012-2016 American Community Survey 5-Year Estimates

Name	Estimate		
Total population	574,176	↗	📍
Percent under 5 years	6.3%	↗	📍
Percent under 18 years	23.1%	↗	📍
Percent 18 years and over	76.9%	↗	📍
Percent 21 years and over	73.0%	↗	📍
Percent 65 years and over	14.0%	↗	📍
Percent White	72.33%	↗	📍
Percent Black or African American	3.19%	↗	📍
Percent American Indian and Alaska Native	4.41%	↗	📍
Percent Asian	2.57%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.11%	↗	📍
Percent some other race	13.06%	↗	📍
Percent two or more races	4.34%	↗	📍
Percent Hispanic (of any race)	48.03%	↗	📍

Demographic Characteristics



These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

Q & A and Thank You!

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Reference Materials

