

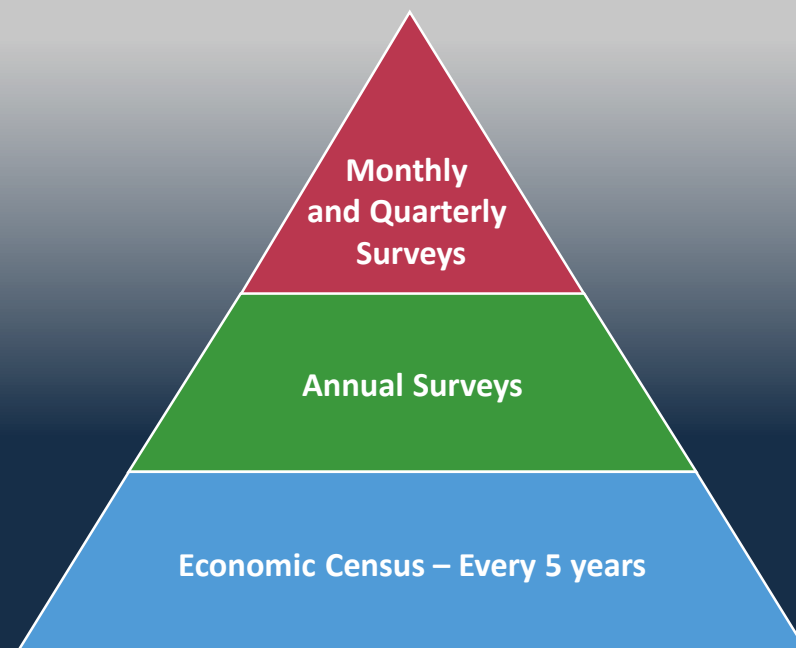
# Census Bureau Economic Data

An Overview of Economic  
Data for NM, the COVID Hub,  
and Census Business Builder

23<sup>rd</sup> Annual New Mexico Data Users  
Conference  
December 2<sup>nd</sup>, 2021

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





## 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

# 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 (CBP)**: National, State, Metro, County, ZIP Code, Congressional District
  - **Nonemployer Statistics (NES)**: National, State, Metro, County
  - **Business Dynamics Statistics (BDS)**: National and State
  - **Commodity Flow Survey**: National, State, and CFS Metros
  - **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

It's 2021 Manufacturing Week! Celebrate with Census 9/27-10/1

Census.gov > Topics > Business and Economy

### BUSINESS AND ECONOMY

About this Topic

Economic Surveys Response

America Counts: Stories

Data

Events

Library

News & Updates

Surveys and Programs

< Back to Topics

Find your NAICS Code

## Business and Economy

The Census Bureau produces economic data across the entire economy on a monthly, quarterly, yearly, and five-year basis.

- Business and Owner Characteristics
- Business Counts
- Business and Workforce Dynamics
- Expenses and Expenditures
- Inventories
- Sales, Receipts, Shipments, or Production
- Small Business Economic Census
- Search or Browse for NAICS codes
- Search or Browse for NAPCS codes
- Measuring Technology and the Economy (Tech Stats)
- Manufacturing Week
- Economic Indicators

### News

Press Release | September 23, 2021

#### Small Business Pulse Survey Phase 6 Weekly Data Release

The U.S. Census Bureau today released new data from the sixth phase of the Small Business Pulse Survey (SBPS).

Press Release | September 16, 2021

#### Comparative and Bridge Statistics Reports From 2017 Economic Census

These two reports mark the last of the data released from the 2017 Economic Census.

Press Release | September 16, 2021

#### Small Business Pulse Survey Phase 6 Weekly Data Release

The U.S. Census Bureau today released new data from the sixth phase of the Small Business Pulse Survey (SBPS).

### U.S. CENSUS BUREAU ECONOMIC INDICATORS

Advance International Trade: Goods	\$87.6 B Deficit	↑ 0.9%
Advance Retail Inventories	\$602.2 B	↑ 0.1%
Advance Wholesale Inventories	\$731.0 B	↑ 1.2%
Advance Report Durable Goods	\$263.5 B New Orders	↑ 1.8%

\* change not statistically significant  
○ significance not reported / applicable

VIEW ALL NEWS

America Counts

Is this page helpful? Yes No

# *Selected CBP, NES, and BDS Links for New Mexico*

- CBP
  - Number of Establishments, Employment and Payroll by Industry, Geography, Employment Size of Establishments, and Legal Form of Organization:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2019&d=ECNSVY%20Business%20Patterns%20County%20Business%20Patterns&tid=CBP2019.CB1900CBP>
- NES
  - Number of Firms and Sales by Industry, Geography, and Sales Size:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Nonemployer%20Statistics&tid=NONEMP2018.NS1800NONEMP>
- BDS
  - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Business%20Dynamics%20Statistics&tid=BDSTIMESERIES.BDSEAGE>
  - 12 Additional Tables, including ones by Firm Age, Size, and Initial Size

# ABS and Nonemployer Statistics-Demographics

ABS provides data on business ownership by race, ethnicity, gender, and veteran status for employer businesses

- NAICS
  - EC Years: 2-6 Digits
  - Other Years: 00
- Geographies
  - EC Years: Nation, State, Metro, County, and Place
  - Other Years: Nation, State, and Metro

NES-D provides similar data but for nonemployers



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.

[About](#) | [Data](#) | [Information for Respondents](#)

**News**

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

U.S. Population: 329,513,003  
COMPONENTS OF POPULATION CHANGE  
One birth every 8 seconds

<https://www.census.gov/programs-surveys/abs.html>

See <https://www.census.gov/programs-surveys/abs/data/nesc.html>

# *Selected ABS Links for New Mexico*

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA01>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA02>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA03>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:  
<https://data.census.gov/cedsci/table?g=0400000US35&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA04>

22 Additional Tables, including ones on both Business and Owner Characteristics and on Technology

# The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
- Geography: Provides data at the national, state, metro area, county, and place levels (ZIP Code dropped for 2017)
- 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 (NAPCS) data
- Released on [data.census.gov](https://data.census.gov), *Census Business Builder*, and other Census tools
- Browse recorded webinars on the EC at <https://www.census.gov/data/academy/webinars.html>

**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://census.gov/EconomicCensus)

United States  
**Census**  
Bureau

## 2017 Economic Census

See How It All Adds Up



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
[census.gov](https://census.gov)

Source: [www.census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

# *Selected 2017 Economic Census Links for New Mexico*

- Core Stats by Industry and Geography:  
<https://data.census.gov/cedsci/table?q=&g=0400000US35&y=2017&d=ECN%20Core%20Statistics%20Summary%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%3A%202017&tid=ECNBASIC2017.EC1700BASIC>
- Industry by Products:  
<https://data.census.gov/cedsci/table?q=&g=0400000US35&y=2017&d=ECN%20Core%20Statistics%20Economic%20Census&tid=ECNNAPCSIND2017.EC1700NAPCSINDPRD>
- Comparative:  
<https://data.census.gov/cedsci/table?q=&g=0400000US35&y=2017&d=ECN%20Core%20Statistics%20All%20Sectors%3A%20Comparative%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%20%28Previous%20NAICS%20Basis%29&tid=ECNCOMP2017.EC1700COMP>
- Franchise:  
<https://data.census.gov/cedsci/table?q=&g=0400000US35&y=2017&d=ECN%20Core%20Statistics%20Selected%20Sectors%3A%20Franchise%20Status%20for%20the%20U.S.%20and%20States&tid=ECNFRAN2017.EC1700FRAN>
- 16 Additional Sector-Specific Tables

# *The Upcoming 2022 Economic Census*

- Will cover business activity for **1/1/2022 thru 12/31/2022**
- 2022 EC data collection will **start in late 2022 and end in early 2023**
  - There will likely be some changes to the businesses selected to receive a “form”
- Closeout will be in late 2023 with publication of **First Look report likely in Dec 2023 or Jan 2024**
- Will reflect **geographies and industries as of 12/31/2022**
  - 2022 NAICS changes and 2022 geographic area changes
- Will likely be changes to published geographic, industry, and other levels
- Visit the EC site at <https://www.census.gov/programs-surveys/economic-census.html> for more information

# *Other Potential Economic Programs Changes*

## *(Andy's Prognostications)*

- 2020 and the Coronavirus pandemic was a watershed moment for the Census Bureau
- We did things with our programs that previously would have been unheard of
- This will likely lead to other changes, possibly including
  - Further expansion of Experimental Data Programs
  - Increased use of administrative and data from other sources
  - Change to annual data programs (ASM versus ARTS, AWTTS, SAS, etc.)
  - Further expansion of data in data.census.gov and the Census API
  - Expanded mashups of Census econ and demo data as well as Census and other federal agency data
- Please sign up to receive updates about our economic programs!

# *COVID Data and Tools*

# COVID-19 Hub

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

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



The screenshot shows the homepage of the US Census Bureau COVID-19 Site. The header includes the United States Census Bureau logo, the site title "US Census Bureau COVID-19 Site", and navigation links for "Census Programs", "What's New", and "FAQs". A banner at the top right features the "esri SAG AWARD SPECIAL ACHIEVEMENT IN GIS" logo. The main content area has a dark blue background with the title "COVID-19 Demographic and Economic Resources" in large white text, followed by "United States Census Bureau". Below the title are social media sharing icons for email, Twitter, and Facebook. A grid of seven teal buttons provides access to various resources: "Racial Equity Data Tools", "Additional Federal Datasets", "Covid-19 Surveys and Estimates", "Demographic and Economic Analysis", "Highlighted Datasets", and "Categorical Datasets Search". The footer contains the text "V2.3 - 6/23/2021 Release." and a call to action: "Sign up here to stay connected. Your Feedback would be greatly appreciated."

# Data Equity Tools

Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

## We Want Your Feedback!

- What are we doing well?
- What is the Hub missing that we should add?
- How are you using this resource in your work?

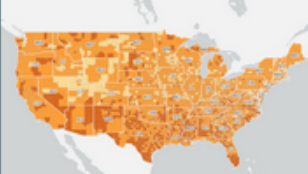
The screenshot shows the 'Data Equity Tools' page on the US Census Bureau COVID-19 Site. The page features a dark blue header with the Census logo, 'US Census Bureau COVID-19 Site', and navigation links for 'Census Programs', 'What's New', and 'FAQs'. The main title 'Data Equity Tools' is prominently displayed, followed by a call to action: 'Email us if you have any questions about Census Data Equity.' Below this, a paragraph explains that the U.S. Census Bureau's publicly available data sets and tools can assist federal agencies and other entities in the equitable distribution of resources and identifying underserved communities. The page is organized into five tool cards, each with a map thumbnail, a title, a brief description, a 'Watch video' button, and 'Explore Data' and 'See PPT' buttons. The tools are: 1. Community Resilience Estimates (map of US with orange shading), 2. The Response Outreach Area Mapper (ROAM) (map of US with green and blue shading), 3. Opportunity Atlas (aerial view of a city neighborhood), 4. LEHD (map of US with various colored regions), and 5. Census Business Builder (CBB) (map of US with various colored regions).

US Census Bureau COVID-19 Site    Census Programs    What's New    FAQs

## Data Equity Tools

Email us if you have any questions about Census Data Equity.

The U.S. Census Bureau's publicly available data sets and tools, can assist federal agencies and other entities in the equitable distribution of resources, and identifying underserved communities. The Census Bureau collects comprehensive data from a multitude of sources about the nation's economy and population, covering a range of topics, including demography, housing, socioeconomics, and businesses. Additionally, the Census Bureau data sets and tools can inform the frameworks for public dashboards to share progress and program metrics for assistance programs.




### Community Resilience Estimates

The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

Watch video

Explore Data    See PPT




### The Response Outreach Area Mapper (ROAM)

Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

Watch video


Explore Data    See PPT



### Opportunity Atlas

A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

Explore Data    See PPT

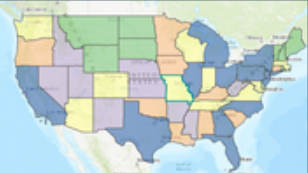


### LEHD

Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

Watch video

Explore Data    See PPT



### Census Business Builder (CBB)

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.

Explore Data    See PPT

# Brand New Library Dashboard

Public Libraries by State: Library System & ACS Data Viewer  
FY 2019
Select a State  
New Mexico

## New Mexico

Explore ACS Variables Using the Map Layer List  
*Best viewed one variable at a time, as layers may stack on top of one another*

### Top 10 Library Systems by Population Served

Library System	Population Served (Approx.)
ALBUQUERQUE/BERNALILLO COUNTY LIBRARY SYSTEM	700k
THOMAS BRANIGAN MEMORIAL LIBRARY	100k
RIO RANCHO PUBLIC LIBRARY	80k
SANTA FE PUBLIC LIBRARY	60k
ROSWELL PUBLIC LIBRARY	50k
FARMINGTON PUBLIC LIBRARY	40k
CLOVIS CARVER PUBLIC LIBRARY	30k
HOBBS PUBLIC LIBRARY	20k
ALAMOGORDO PUBLIC LIBRARY	15k
CARLSBAD PUBLIC LIBRARY	10k

Library Outlets in the US	Type
<b>ACOMA LEARNING CENTER</b> 17A KNOTS LANDING ROAD PUEBLO OF ACOMA, NM	Central Library
<b>ALAMOGORDO PUBLIC LIBRARY</b> 920 OREGON AVENUE ALAMOGORDO, NM	Central Library
<b>ALAMOSA/ROBERT L. MURPHY MEMORIAL LIBRARY</b> 6900 GONZALES RD SW ALBUQUERQUE, NM	Branch Library
<b>ALBERT W. THOMPSON MEMORIAL LIBRARY</b> 17 CHESTNUT STREET CLAYTON, NM	Central Library
<b>ALBUQUERQUE/BERNALILLO COUNTY MAIN LIBRARY</b> 501 COPPER AVE. NW ALBUQUERQUE, NM	Central Library
<b>ANTHONY PUBLIC LIBRARY</b> 750 LANDERS RD ANTHONY, NM	Central Library
<b>ARTESIA PUBLIC LIBRARY</b> 205 W. QUAY AVE. ARTESIA, NM	Central Library
<b>ARTHUR JOHNSON MEMORIAL LIBRARY</b> 244 COOK AVENUE RATON, NM	Central Library
<b>AZTEC PUBLIC LIBRARY</b> 319 S. ASH AZTEC, NM	Central Library

Population Served

1.5M

Library Card Holders

1.1M

Library Systems

88

Library Buildings

116

New Mexico State University, Texas Parks & Wildlife, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA | Sources: Esri, TomTom, U.S. Departm...
Powered by Esri

# *Census Business Builder*




# Census Business Builder v. 4.0 (4.1 coming late January 2022)






United States Census Bureau | **Census Business Builder: Small Business Edition** | [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

**2. What location do you want to research?**  
Select the location you want to research either clicking on the My Location button or by searching for it.

or

**3. View Data**

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.)

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.)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)  
Release: 4.0 (Build: 17)

United States Census Bureau | **Census Business Builder: Regional Analyst Edition** | [Privacy Act Statement](#) | [FAQs](#) | [Send Feedback](#)

## Define your region

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

or

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)  
Release: 4.0 (Build: 17)

## Business Data in CBB

- County Business Patterns
  - Estabs, Emp, Pay down to county
  - Estabs by emp size
- Nonemployer Statistics
  - Firms and Sales down to county
- Economic Census
  - Revenue down to place
- Quarterly Workforce Indicators
  - Workforce down to county
- BLS Quarterly Census of Employment and Wages
- USDA Census of Agriculture

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

# Q & A and Thank You!

Contact me at:

[Andrew.W.Hait@census.gov](mailto:Andrew.W.Hait@census.gov)

**(301)763-6747**

[Ewd.Outreach@census.gov](mailto:Ewd.Outreach@census.gov)

