

Promoting Smart Businesses Growth: An Overview of Key Census Bureau Economic Programs and Tools

Colorado Municipal League webinar
Tuesday, February 2nd, 2021

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U.S. Census Bureau

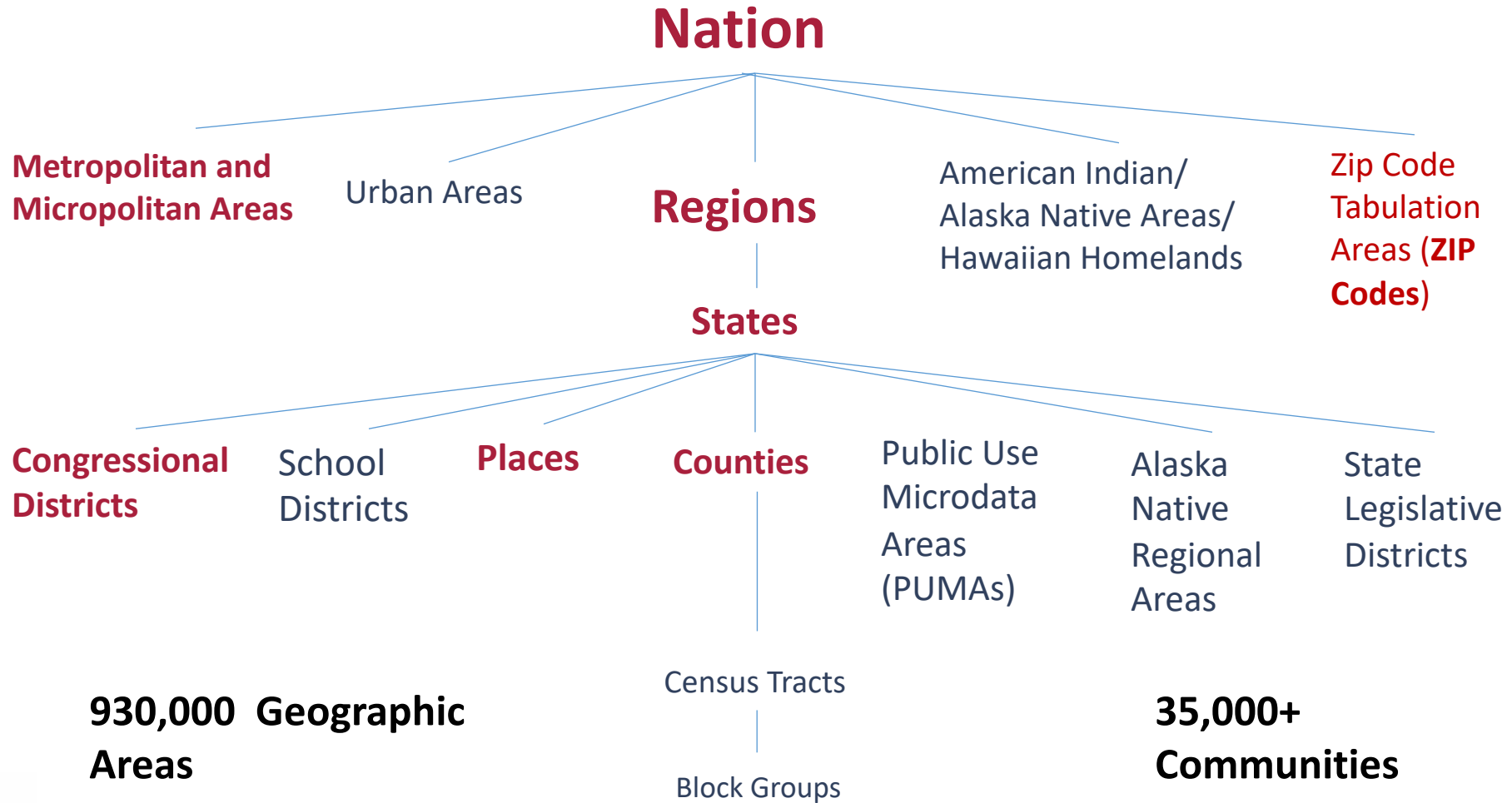


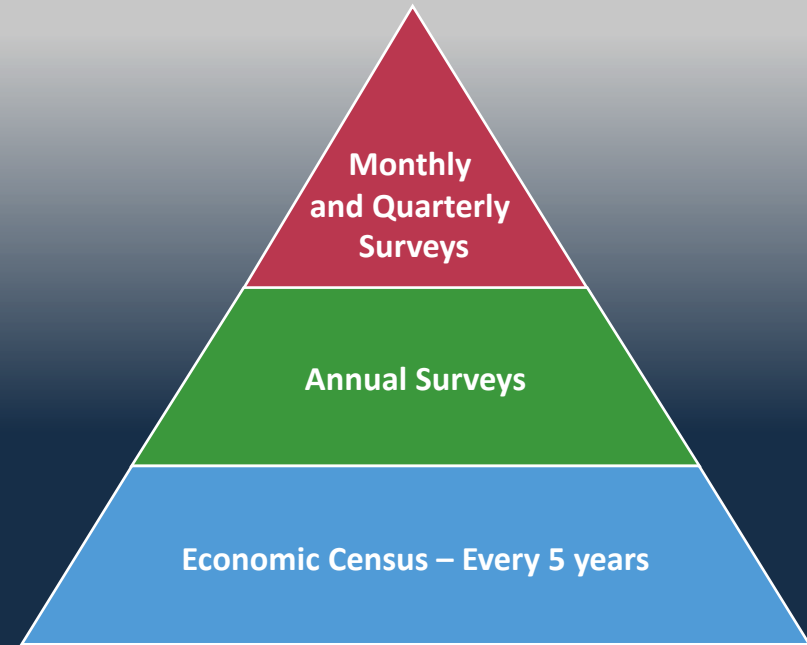
About the Census Bureau

- 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** – 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**.

The screenshot shows the official website of the U.S. Census Bureau. At the top, there is a navigation bar with the 'Census' logo, a search bar, and links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area features a large hero image of a diverse group of people on a rooftop, with the headline 'Counties in South and West Lead Nation in Population Growth' and a 'Read More' link. To the right, a 'POPULATION CLOCK' displays the current population of the USA as 328,837,726. Below this, a section titled 'U.S. CENSUS BUREAU ECONOMIC INDICATORS' lists various data points such as 'Advance International Trade Goods', 'Advance Retail Inventories', and 'Advance Wholesale Inventories'. Further down, there are two boxes: 'Help for Survey Participants' and 'Access Local Data'. The 'Latest News' section includes several press releases, such as 'New Earnings and Employment Data for College Graduates', '2017 Census of Governments Data & Individual State Descriptions Report', and 'U.S. Census Bureau Releases 2018 Voting and Registration Data'. At the bottom, there is a section titled 'America Counts: Stories Behind the Numbers' with articles like 'Moves to and From the South and West Dominate Recent Migration Flows' and 'The Impact of the Tech Boom on Housing'.

Key Census Geographic Areas





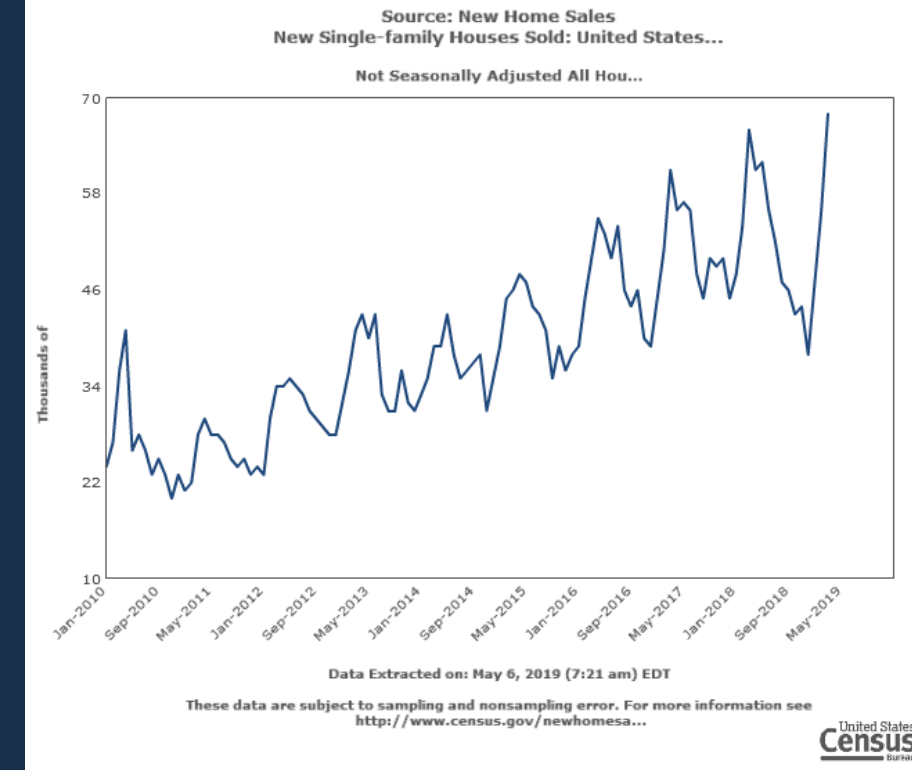
Census Economic Surveys

- 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
 - 2 new Experimental Data Products
- Released on the *Economic Indicators Briefing Room* and *FRED*:
www.census.gov/economic-indicators/index.php
<https://fred.stlouisfed.org/>



How Can This Help Me?

Indicators provide most timely data that helps users understand **changes** since last annual program

Permits data help users “predict” future economic growth

International Trade

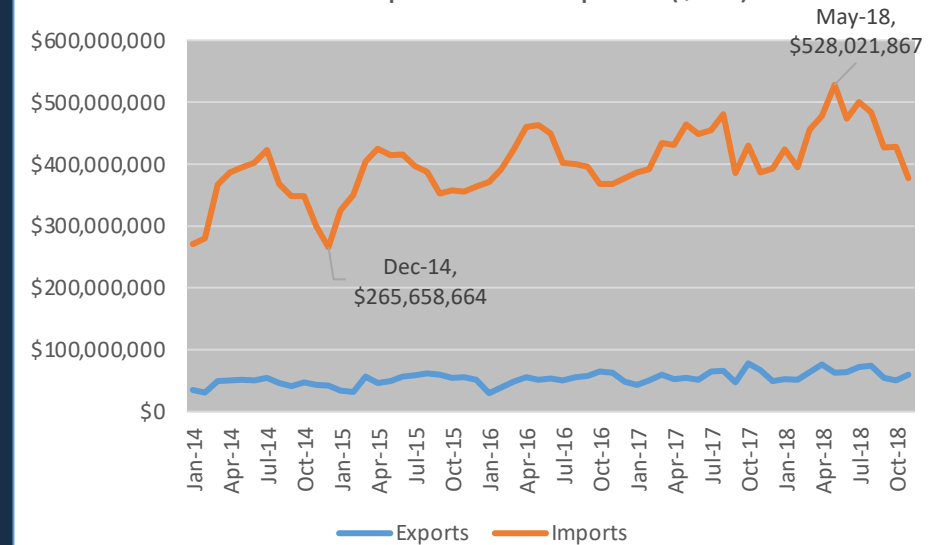


- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and Customs and Border Protection documents
- Data shown at the national, **state, district, and port** levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), Commodity, and Country of origination and destination
- Census Bureau also issues export regulations from the U.S.
- See census.gov/foreign-trade/data/index.html and USA Trade Online (<https://usatrade.census.gov/>) for the data
- [Trade](#) flyer

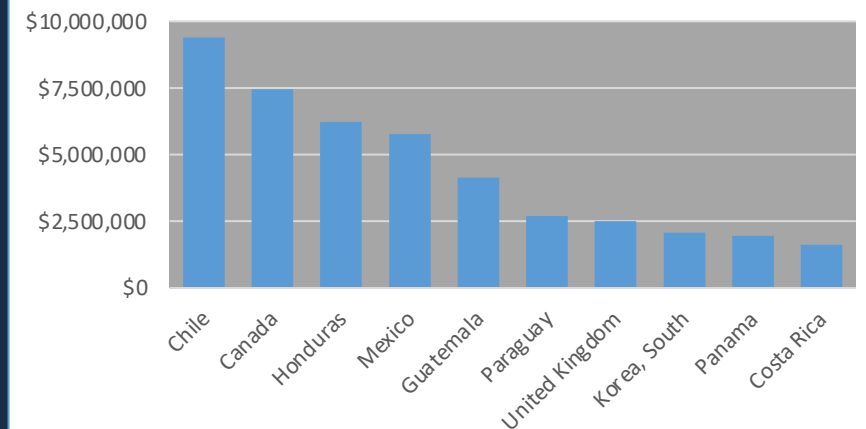
How Can This Help Me?

Trade data can help businesses and the municipalities they are in identify and promote **potential markets**

U.S. Beer Exports and Imports (\$US)



U.S. Beer Exports - Top 10 Countries (Nov 2018) (\$US)



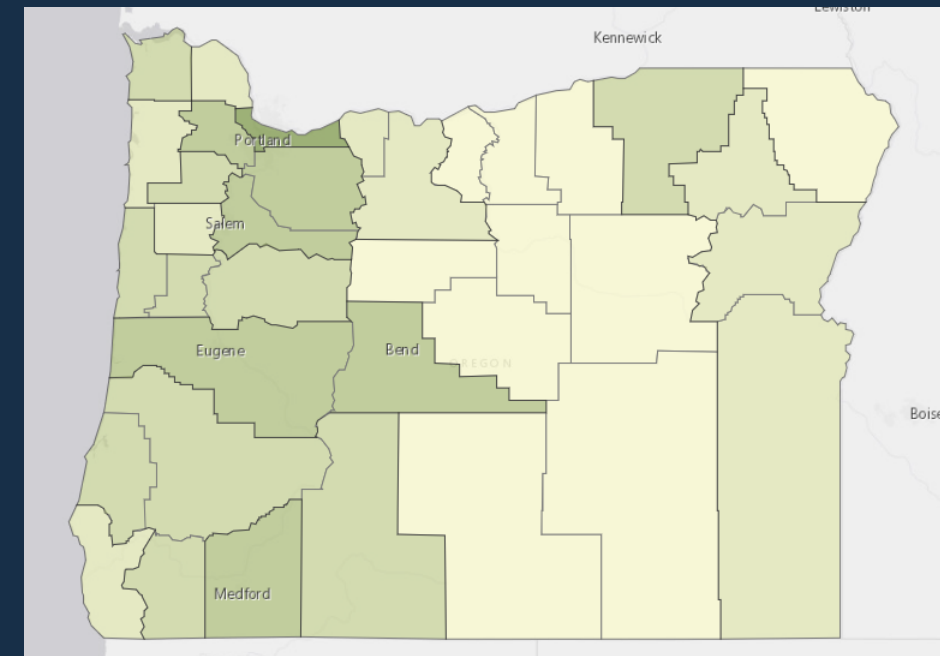
Annual Economic Programs

Annual Surveys

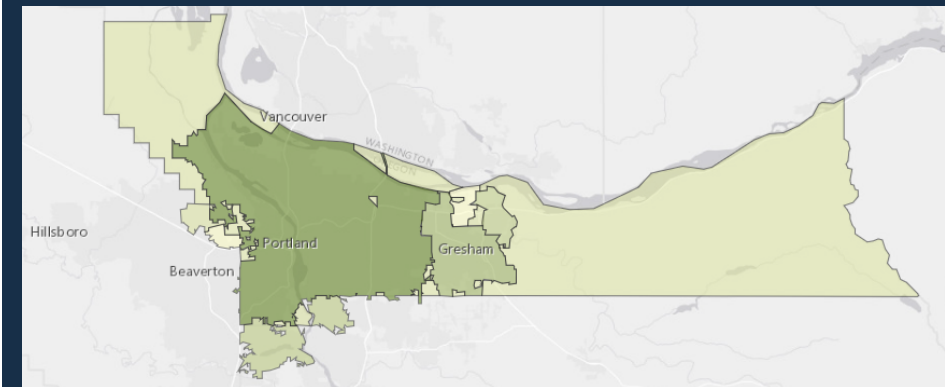
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - *County Business Patterns*: National, State, Metro, County, ZIP Code, Congressional District
 - *Nonemployer Statistics*: 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 data.census.gov, QuickFacts, CBB, and other Census tools

How Can This Help Me?

Annals provide that happy balance between **timeliness** and **detail**



Number of Retail Trade establishments in Oregon counties: 2016

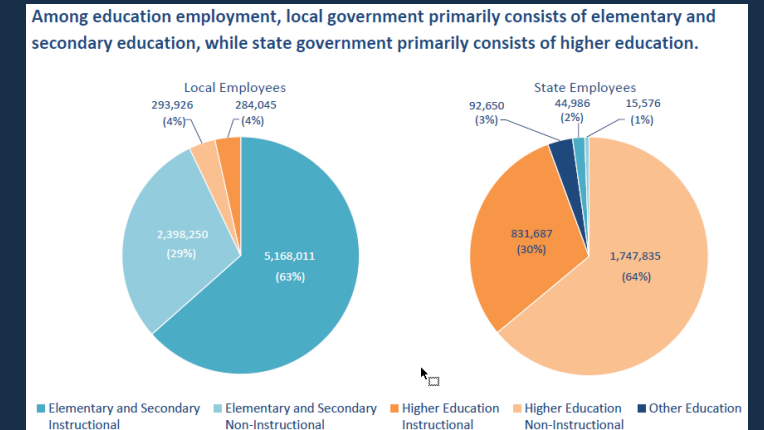
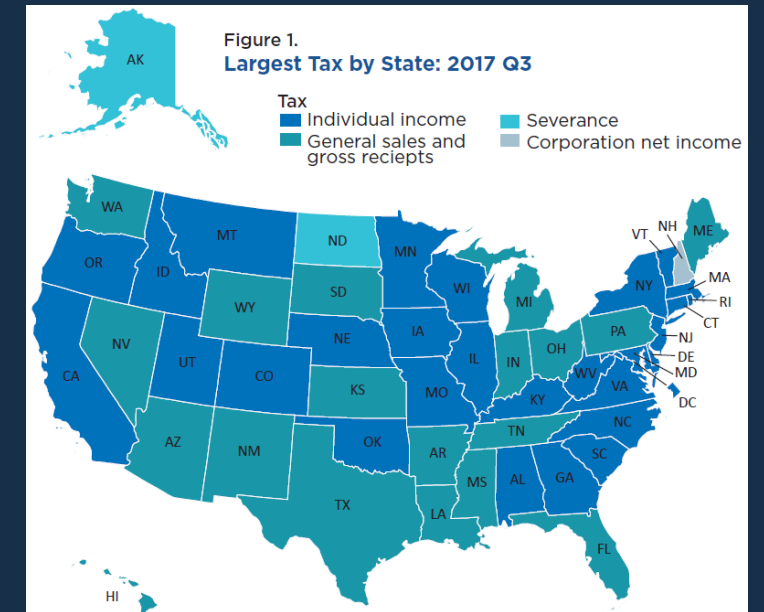


Number of Retail establishments in Prince George's county places: 2012

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, and Government Finances
- Released in Excel files, and other Census tools

How Can This Help Me?
Governments may be **customers** of businesses and
Some businesses **masquerade** as a government



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: National, state, metro, county, and **place** levels
- Other Dimensions: Data by **business size** (establishment and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (NAPCS)

How Can This Help Me?

The EC provides the **most detailed** (though least timely) business data at Census

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



The Annual Business Survey

How Can This Help Me?

Minority and women businesses are key groups orgs care about

Provides similar data as the Survey of Business Owners and the Annual Survey of Entrepreneurs

- Data on business ownership by
 - Race, ethnicity, gender, and veteran status
 - Employer businesses only
- Geographies
 - Nation and State by 2- thru 6-digit NAICS
 - County, Metro, and Place for NAICS 00

The screenshot shows the U.S. Census Bureau's Annual Business Survey (ABS) page. The page features a dark blue header with the Census Bureau logo and a search bar. Below the header is a navigation bar with links: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. The main content area is titled "Annual Business Survey (ABS)" and includes a description: "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." To the right of the text is a photograph of the U.S. Capitol building. Below the text are three large icons: a magnifying glass labeled "About", a grid of binary code labeled "Data", and a stack of papers labeled "Information for Respondents". A sidebar on the left lists links: ANNUAL BUSINESS SURVEY (ABS), About, Information for Respondents, Data, Guidance for Data Users, Library, News & Updates, and Technical Documentation. At the bottom, there is a "News" section with a press release from August 13, 2018, titled "Number of Women-Owned Employer Firms Increases". A small widget on the right shows the U.S. population as of April 13, 2020, and a component of population change.

United States Census Bureau

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.

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

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

The **NEW** Nonemployer Statistics – Demographics Program









Enhances the ABS by providing annual data on the demographic characteristics of nonemployer businesses

- Data on business ownership by race, ethnicity, gender, and veteran status for **self-employed persons**
- Geographies
 - Nation, State, and Metro by selected **2-thru 6-digit NAICS**
- **Firm size** and **LFO** data too

NES-D Tables

2017

The Nonemployer Statistics by Demographics series (NES-D) provides information on the demographic characteristics of nonemployer businesses. For details on the methods used to create the 2017 NES-D tables, see the [2017 NES-D Technical Documentation](#).

	2017 NESD Technical Documentation	[< 1.0 MB]
	Table 1 - Statistics for Nonemployer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas	[<1.0 MB]
	Table 1 Data Notes	[<1.0 MB]
	Table 2 - Receipts Size of Firm Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas	[<1.0 MB]
	Table 2 Data Notes	[<1.0 MB]
	Table 3 - Legal Form of Organization Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, Veteran Status for the U.S., States, and Metro Areas	[<1.0 MB]
	Table 3 Data Notes	[<1.0 MB]
	Table 4 - Owner Characteristics of Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas	[<1.0 MB]
	Table 4 Data Notes	[<1.0 MB]

Key Ways to Access Econ Data

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- [QuickFacts](#)
- [My Congressional District](#)
- [Indicators Dashboard](#)
- [COVID-19 Data Hub](#)
- [Census Business Builder](#)
- [USA Trade Online](#)
- [OnTheMap](#) and [OTM for Emergency Management](#)
- Data.census.gov
- Application Programming Interface (API) ([Developers](#) site)

[Economic Programs Flyers](#)

Businesses	Largo CDP, Maryland	Prince George's County, Maryland	Maryland
Population estimates, July 1, 2017, (V2017)	X	912,756	6,052,177
BUSINESSES			
Businesses			
Total employer establishments, 2016	X	15,042	138,480
Total employment, 2016	X	256,974	2,282,725 ¹
Total annual payroll, 2016 (\$1,000)	X	11,937,666	121,952,023 ¹
Total employment, percent change, 2015-2016	X	2.5%	1.9% ¹
Total nonemployer establishments, 2016	X	76,805	487,540
All firms, 2012	794	77,204	531,953
Men-owned firms, 2012	345	37,899	276,630
Women-owned firms, 2012	408	34,395	209,119
Minority-owned firms, 2012	733	59,172	203,394
Nonminority-owned firms, 2012	28	16,219	314,902
Veteran-owned firms, 2012	72	7,644	50,976
Nonveteran-owned firms, 2012	689	67,290	462,232



Census Business Builder V. 3.3

Census Business Builder: Small Business Edition - 2.5 [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. 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.

or

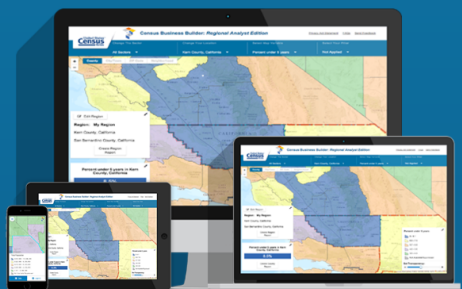
Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

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: 2.5 (Build: 4)

Census Business Builder: Regional Analyst Edition - 2.5 [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.

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: 2.5 (Build: 4)

Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - USDA, BLS, & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

CBB Home Page

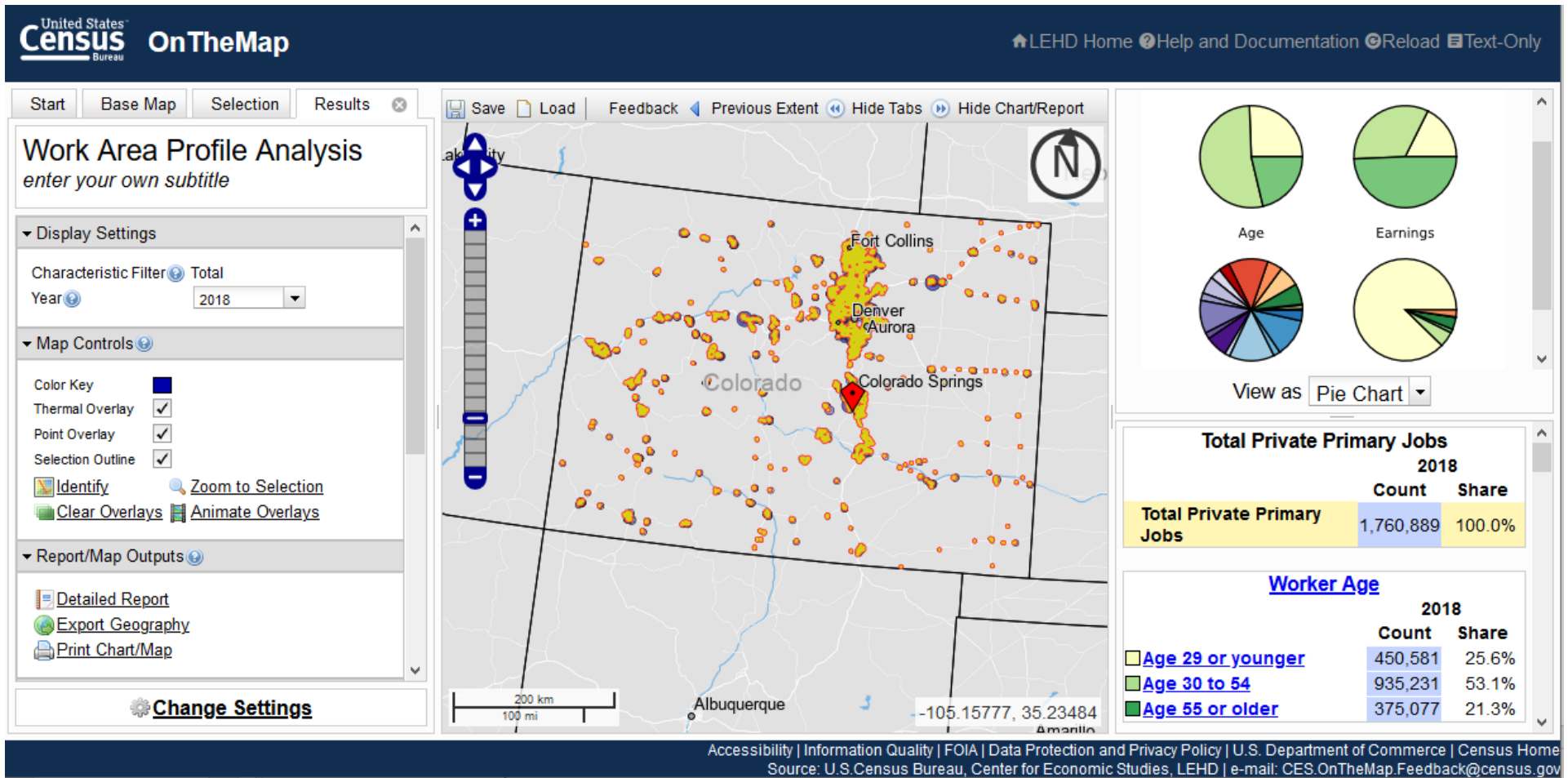
<https://www.census.gov/data/data-tools/cbb.html>

Longitudinal Employer-Household Dynamics (LEHD)

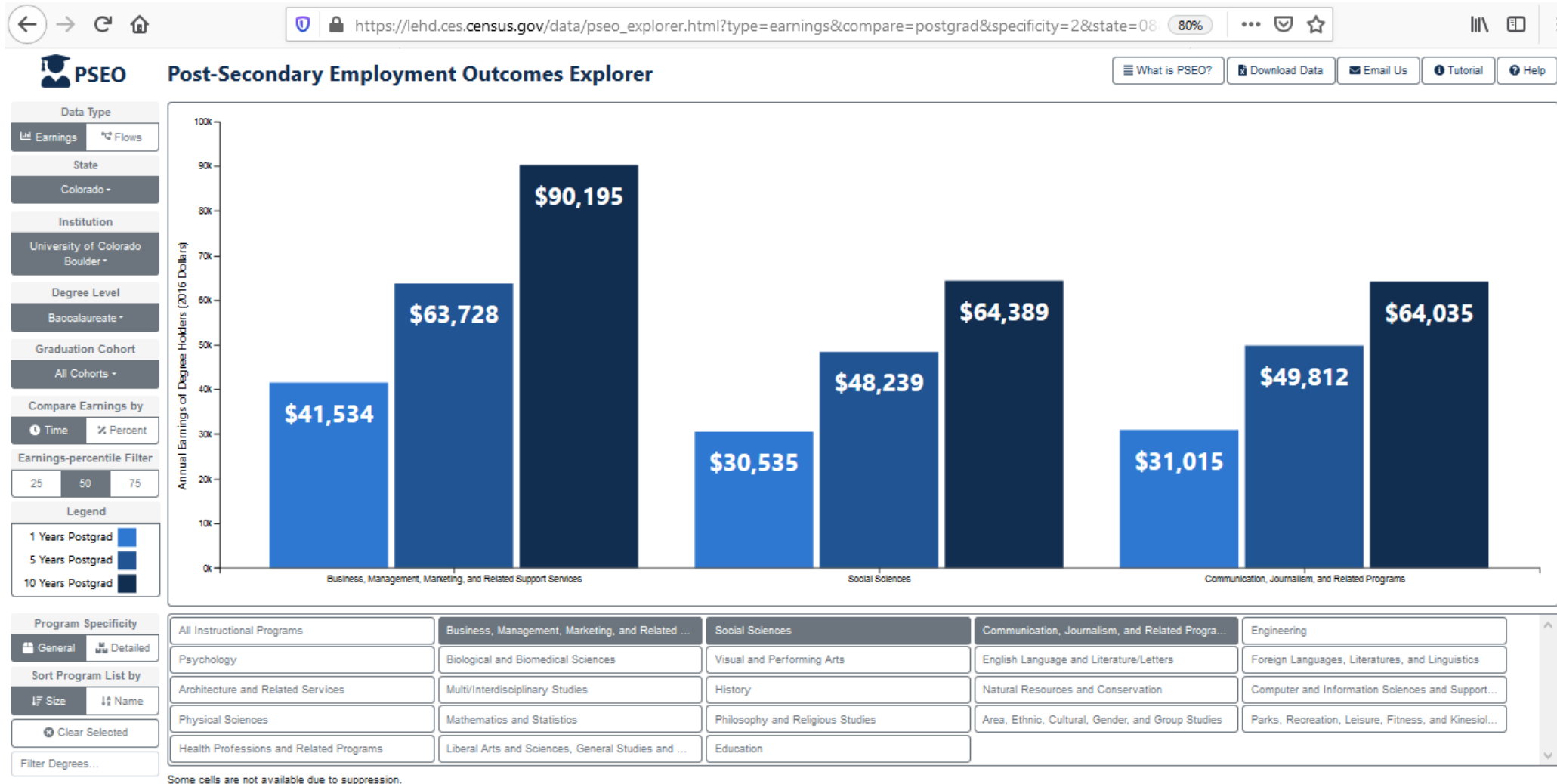
Where Data is Published:

Data Product	Explore the data, answer questions, or get visualizations	Bulk data for use in analysis process/software	Live queries for building web applications
QWI	QWI Explorer	LED Extraction Tool and Raw data download	Census Bureau API
LODES	OnTheMap OnTheMap for Emergency Management	Raw data download	Future development
J2J	J2J Explorer	Raw data download	Future Development
PSEO	PSEO Explorer	Raw data download	Future Development
VEO	VEO Explorer	Raw data download	Future Development

OnTheMap.CES.Census.Gov

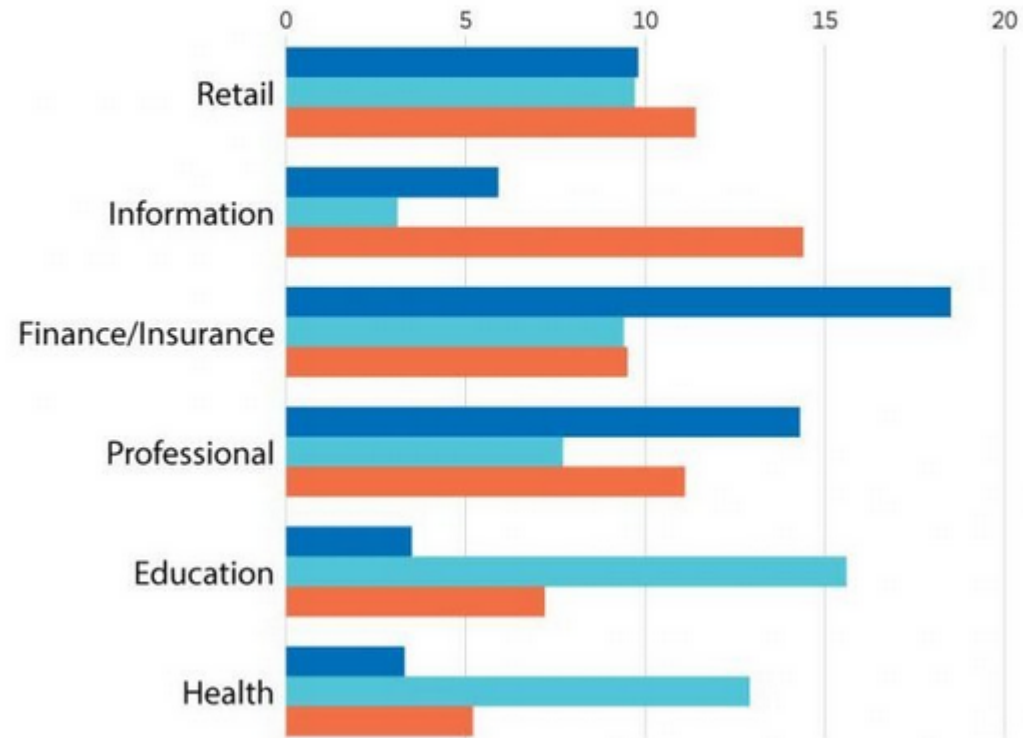


PSEO Explorer



Percentage of Graduates by Industry

- Business, Management, Marketing, and Related Support Services
- Social Sciences
- Communication, Journalism, and Related Programs



Source: U.S. Census Bureau, Post-Secondary Employment Outcomes.

<https://smcorridornews.com/where-do-college-graduates-go-for-jobs/>

Census COVID Programs

Provides updated data on how businesses and households are being impacted by the pandemic

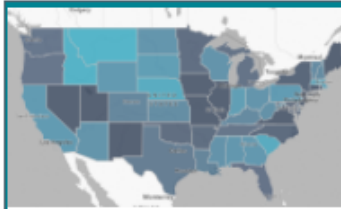
- BFS – Start-ups
- SBPS – Small businesses
- HPS – Households
- MSSTC – State and local governments
- SRS – Retail businesses
- CRE – How resilient communities are to the pandemic



Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

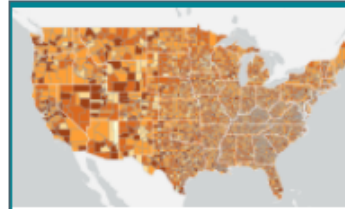
[Dashboard](#) >



Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.


[Dashboard](#) >



Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#) >



Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

[Go to](#) >



Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection in a new monthly measure of state government sales tax collections for selected sales tax.

[Go to](#) >



Monthly Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.

[Go to](#) >

US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older

49,238,581

American Community Survey (ACS) 2014-2018

Total Uninsured Population

29,752,767

American Community Survey (ACS) 2014-2018

Total Employer Establishments

7,912,745

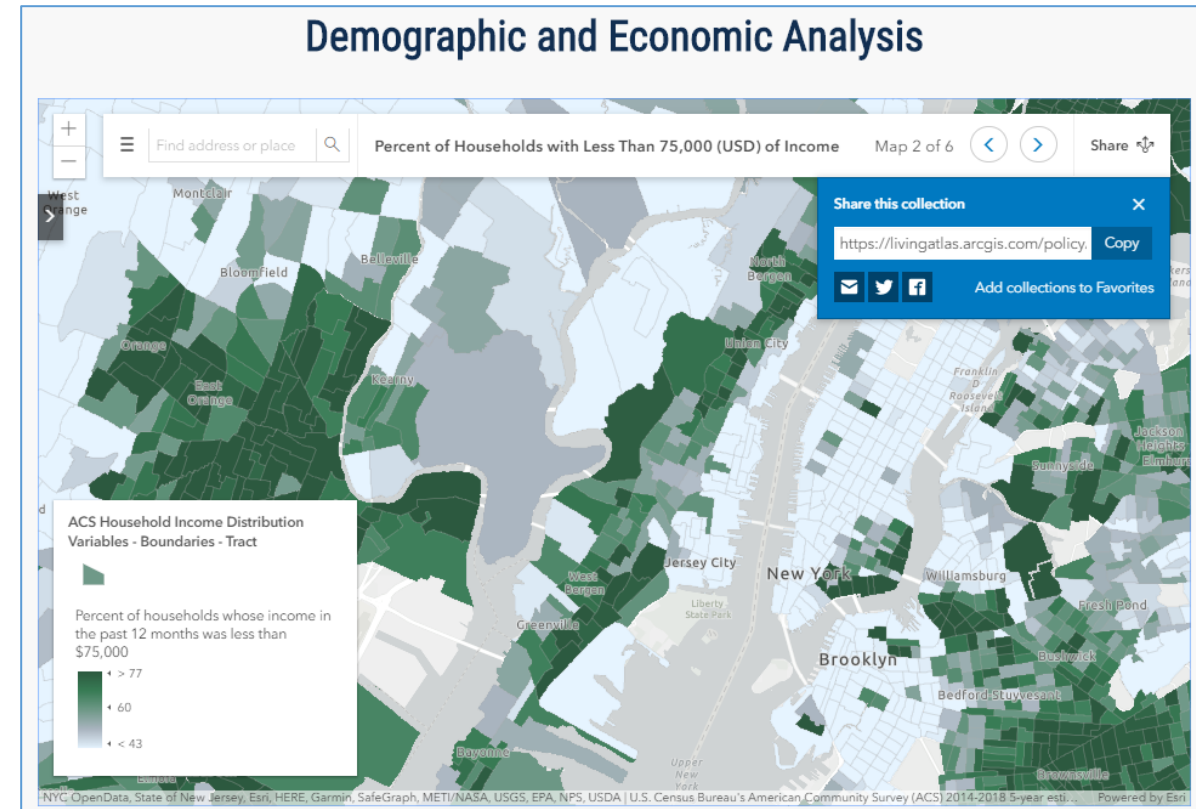
County Business Patterns (CBP) 2017



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

COVID-19 Hub

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



Summary

- Census has A LOT of business data
 - Help us promote it's use!
- Census data are most effective when they are merged across programs
 - ACS (info about a business' customers) and Econ (info about their potential competitors, suppliers, and complementary businesses)
- Your municipalities have businesses who need comprehensive and reliable data to guide their decisions
 - Encourage them to add our data to the arsenal of trade association, private sector, and other government data they already use
- These businesses might also be ones who are selected for our surveys
 - Encourage them to respond... **TIMELY RESPONSE = QUALITY DATA**

Q & A and Thank You!

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