

2018 Economic Programs Webinar Series: Webinar #1 – Healthcare

Exploring the data for the Healthcare Sector

Thursday, March 15th, 2018

Presenter: Andrew W. Hait



Economic Programs Webinar Series

- **Monthly** webinars on **key topics**
- Topics may change based on attendee **feedback**
- Will follow **real-life use cases**
- Presented by Census subject matter **experts**
- Will include **Q&A**
- Will be **recorded and posted** for later reference
- Learn more at <https://www.census.gov/data/training-workshops.html>

U.S. Census Bureau Presents... The 2018 Economic Programs Webinar Series



Interested in learning about the wide range of economic data and resources you can get from the Census Bureau? If you answered yes, then this webinar series is for you!

You will have the opportunity to learn about the types of data related to different topics and subject areas. Each session will demonstrate the value of our data through real life scenarios and plain language guidance. We will share on how you can access this information and why it's important for you. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities. Here are the topics:

TOPIC:	SESSION DATE:
Healthcare	March 15, 2018
Employment	April 17, 2018
Government	May 24, 2018
Construction	June 20, 2018
Professional/Scientific	August 2, 2018
Hidden Gems	September 12, 2018

SAVE THE DATE: All webinars are **FREE** and start **2:00pm EST**

No registration required – Log in details will be provided 24-48 hours prior to the event

For more information about the Economic Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd_outreach@census.gov

Today's Webinar

- Will focus on the Census Bureau data available for the **Healthcare** sector in the U.S.
- Related data also available from many other Census Bureau programs
- Our use case: **Exploring (and growing) the Healthcare sector in Washington State**

Census programs that cover NAICS 62 (the Healthcare sector)

Program	Description	Geography	NAICS Industry
Quarterly Services Survey (QSS)	Revenue, expenses, and other stats	U.S.	Selected 2- thru 4
Quarterly Workforce Indicators (QWI)	Labor force data	U.S., states, counties, metros	Selected 2- thru 4
American Community Survey (ACS)	Demographic, socioeconomic, and housing data; industry & occupation	U.S., states, counties, metros, places, tracts	Selected 2- thru 6
Annual Capital Expenditures Survey (ACES)	Business capital spending	U.S.	Selected 2- thru 6
County Business Patterns (CBP)	Establishments, employment, and payroll for employers	U.S., states, counties, metros, ZIP codes	2- thru 6
E-Stats	E-Commerce	U.S.	Selected 2- thru 5
Nonemployer Statistics (NES)	Establishments and revenue for nonemployers	U.S., states, counties, metros	Selected 2- thru 6
Services Annual Survey (SAS)	Revenue, expenses, and other stats	U.S.	Selected 3- thru 6
Statistics of US Businesses (SUSB)	Business births, deaths, expansions, contractions	U.S., states, counties, metros	Selected 2- thru 6
Economic Census (EC)	Most comprehensive econ program	U.S., states, counties, metros, places, ZIPs	2- thru 6
Economic Census of Island Areas (ECIA)	EC for the 5 U.S. territories	States, counties, metros, places	Selected 2- thru 5
Survey of Business Owners (SBO)	Business owner race, ethnicity, gender, and veteran status	U.S., states, counties, metros, places	Selected 2- thru 6

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 all 50 states and U.S. territories
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Economic Census** – the official five-year measure of American businesses
- 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

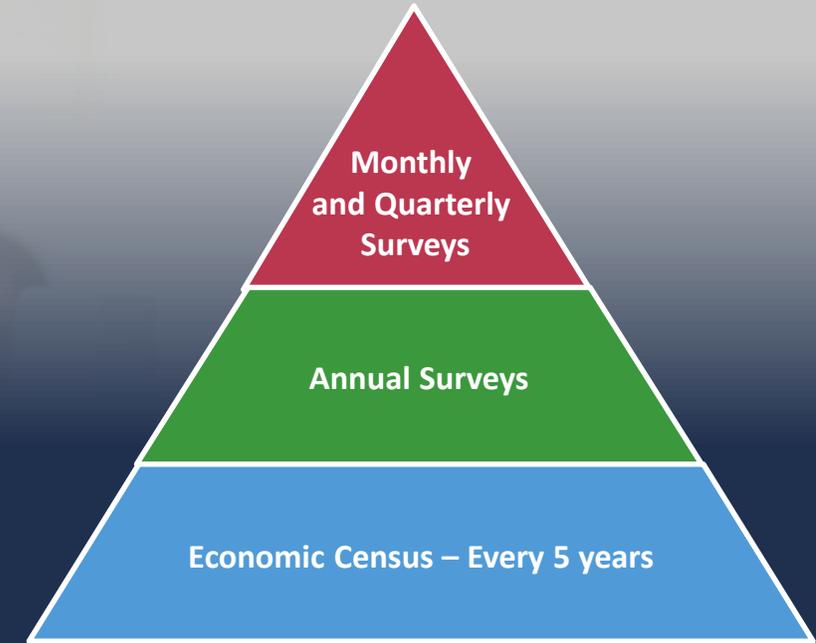
Economic Census
Every 5 years

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

Key Economic Census Terms

- [NAICS](#) (North American Industry Classification System)
 - Our primary data dimension
- **Establishments** (vs. Companies, Firms, etc.)
 - Our collection/tabulation level
- **Employers** (vs. Nonemployers)
 - Most programs only cover employer businesses
 - Nonemployers: self-employed individuals
- U.S. Code [Title 13 and 26](#)
 - Protects business privacy and confidentiality



What is included in “Healthcare” (NAICS 62)?

- **Ambulatory Healthcare Services** (NAICS 621)
 - Includes doctors and other healthcare practitioners, outpatient care facilities, medical and diagnostic labs, home health care, and other services (like ambulances and blood banks)
- **Hospitals** (NAICS 622)
 - Includes general medical and surgical hospitals as well as psychiatric and substance abuse hospitals and other specialty hospitals
- **Nursing and Residential Care Facilities** (NAICS 623)
 - Includes skilled nursing facilities and residential and continuing care facilities
- **Social Assistance** (NAICS 624)
 - Includes individual and family services, community and other relief services, vocational rehabilitation services, and child day care

For this sector, also includes both for-profit and non-profit businesses and organizations (published as “taxable” and “tax exempt” businesses)

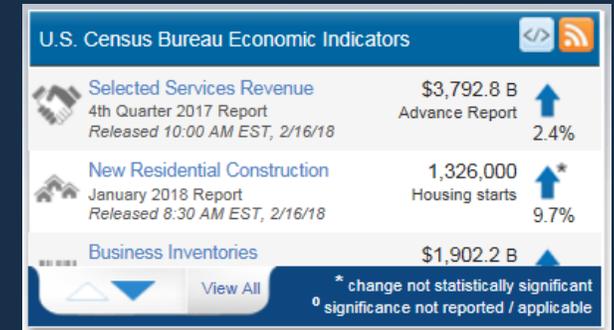
Also, Government owned and operated businesses normally excluded from most of our programs (they’re covered by our Public Sector data) but exception is Hospitals

How has the Healthcare sector been doing nationally recently?



- Use the data from the *Quarterly Services Survey*
 - Healthcare as a whole (NAICS 62) and explore the data for an industry group within this sector
 - Total **Revenue** and Total **Expenses**
 - Data also available for Inpatient Days and Discharges
- Key data tool: the *Economic Indicators Dashboard*

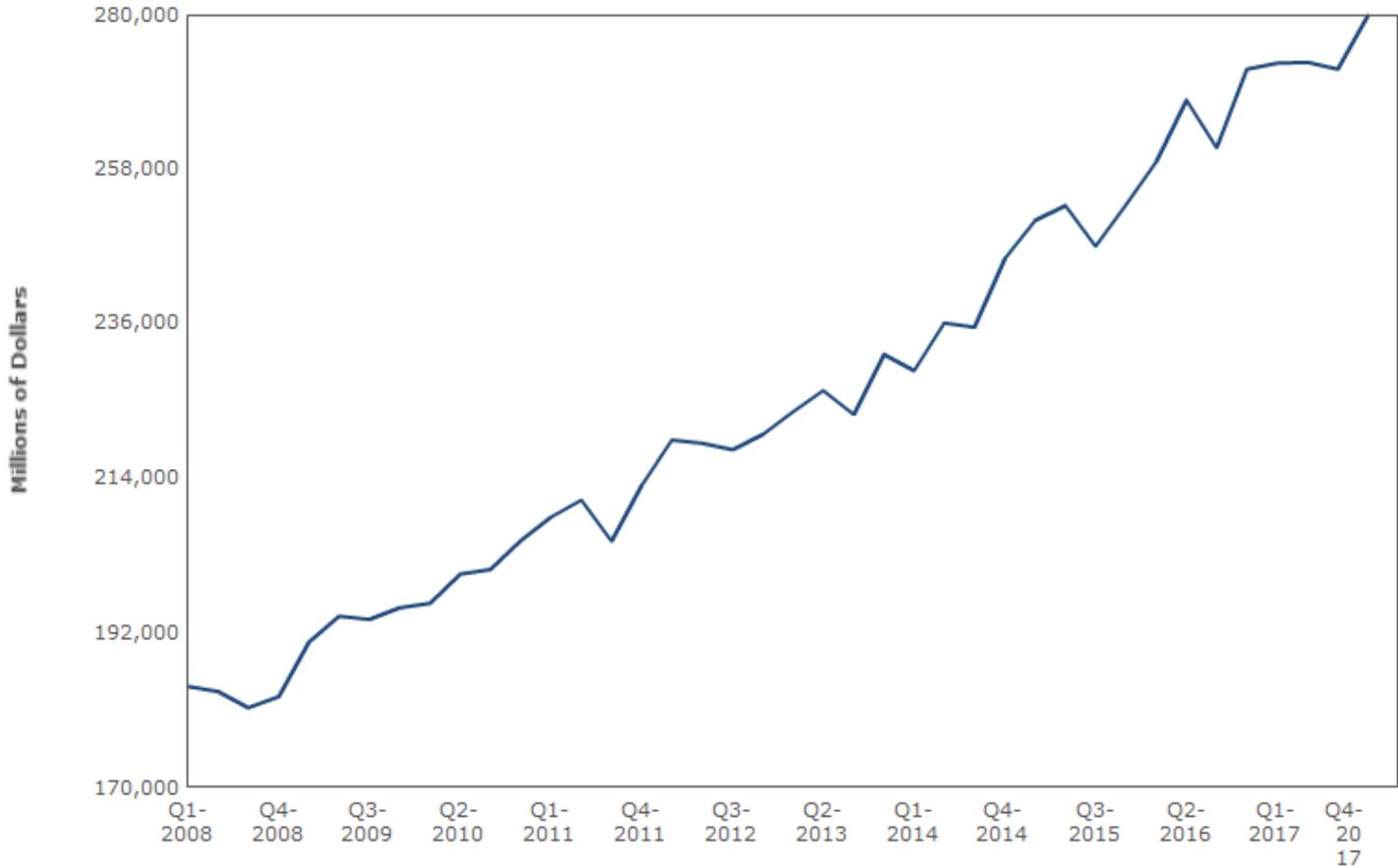
Census Data Tools



Economic Indicators Dashboard
<https://www.census.gov/economic-indicators/>

Source: Quarterly Services Survey
NAICS 622: Hospitals: U.S. Total
Q1-2008 to Q4-2017

Not Seasonally Adjusted Total Revenue



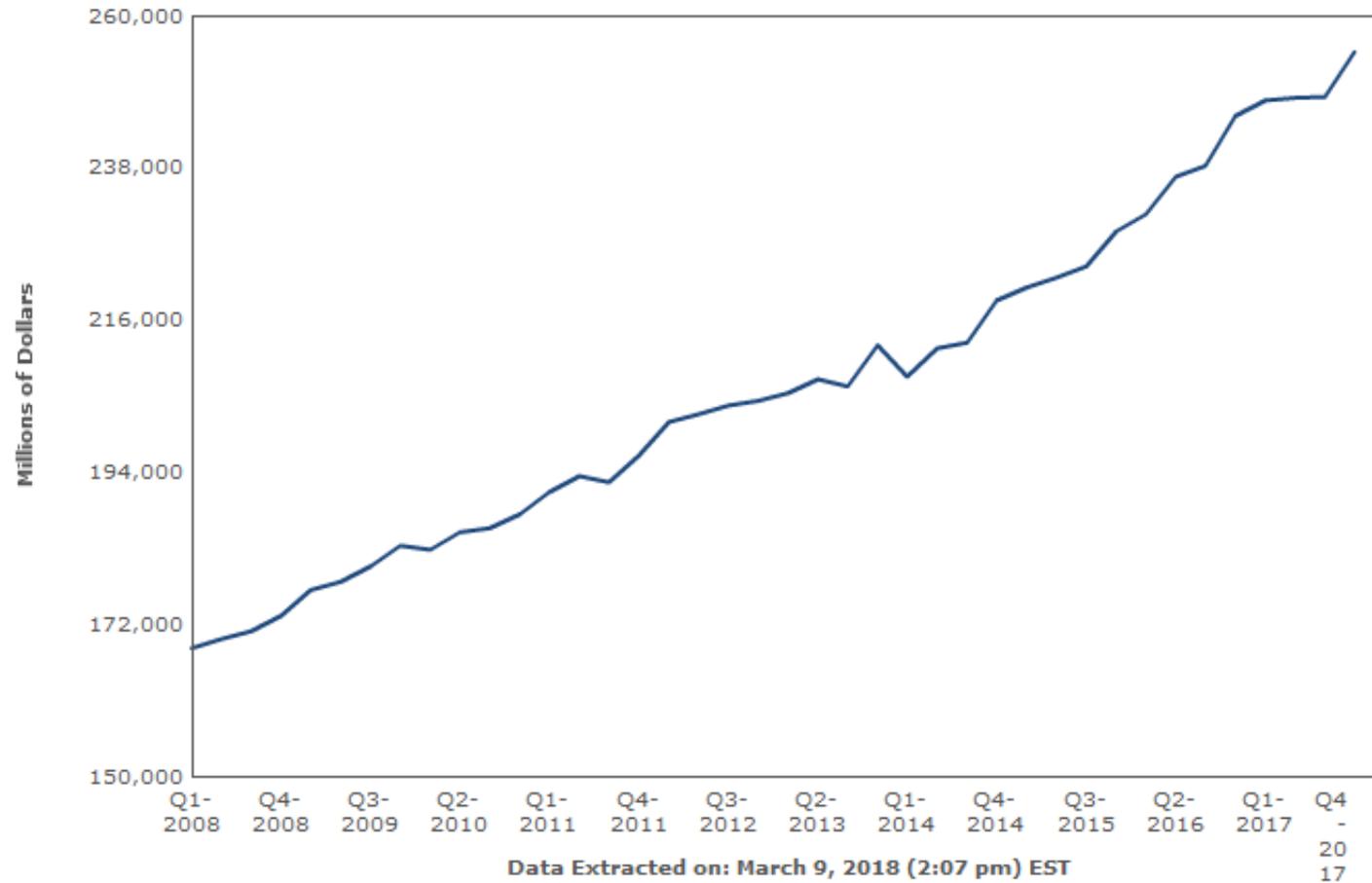
Data Extracted on: March 9, 2018 (2:04 pm) EST

These data are subject to sampling and nonsampling error. For more information see
<http://www.census.gov/services/qss/qsstechdoc.html>



Source: Quarterly Services Survey
 NAICS 622: Hospitals: U.S. Total
 Q1-2008 to Q4-2017

Not Seasonally Adjusted Total Expenses



These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



How does the Healthcare sector compare to other sectors in the U.S. economy?

Annual Surveys

- Use the data on **employer** businesses from *County Business Patterns*
 - Healthcare vs. all other 2-digit sectors
 - # Establishments, Total Employment, and Annual Payroll (can calculate Average Annual Payroll per Employee)
 - 2007 and 2015
 - Drill down to industry groups
- Key data tool: *American FactFinder*

Census Data Tools



American FactFinder

<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
United States	00	Total for all sectors	2015	7,663,938	124,085,947	1,576,288,214	6,253,468,252
United States	11	Agriculture, forestry, fishing and hunting	2015	22,368	160,144	1,449,584	6,530,968
United States	21	Mining, quarrying, and oil and gas extraction	2015	29,225	743,660	18,127,674	61,649,288
United States	22	Utilities	2015	17,990	639,234	19,546,810	64,195,324
United States	23	Construction	2015	682,390	6,008,286	74,048,123	348,598,987
United States	31-33	Manufacturing	2015	282,825	11,605,501	163,660,498	656,770,517
United States	42	Wholesale trade	2015	413,437	6,076,109	106,539,354	423,133,112
United States	44-45	Retail trade	2015	1,070,209	15,704,167	102,130,529	425,218,006
United States	48-49	Transportation and warehousing	2015	226,362	4,616,568	53,799,207	222,018,309
United States	51	Information	2015	139,508	3,394,317	82,128,481	309,306,910
United States	52	Finance and insurance	2015	470,062	6,135,914	194,410,981	595,764,578
United States	53	Real estate and rental and leasing	2015	377,602	2,085,427	26,386,446	106,319,595
United States	54	Professional, scientific, and technical services	2015	896,026	8,796,260	169,496,162	704,390,110
United States	55	Management of companies and enterprises	2015	53,943	3,308,759	106,817,106	367,039,541
United States	56	Administrative and support and waste management and remediation services	2015	404,282	11,112,465	100,321,553	428,199,490
United States	61	Educational services	2015	101,981	3,642,170	32,267,144	134,656,395
United States	62	Health care and social assistance	2015	676,072	19,221,864	212,257,554	905,384,079
United States	71	Arts, entertainment, and recreation	2015	133,610	2,230,622	15,847,939	76,799,475
United States	72	Accommodation and food services	2015	687,619	13,196,892	56,804,628	245,247,556
United States	81	Other services (except public administration)	2015	746,046	5,401,233	40,139,868	168,726,030
United States	99	Industries not classified	2015	20,361	24,155	109,553	519,982

<https://factfinder.census.gov/bkmk/table/1.0/en/BP/2015/00A1//naics~ALL-L2>

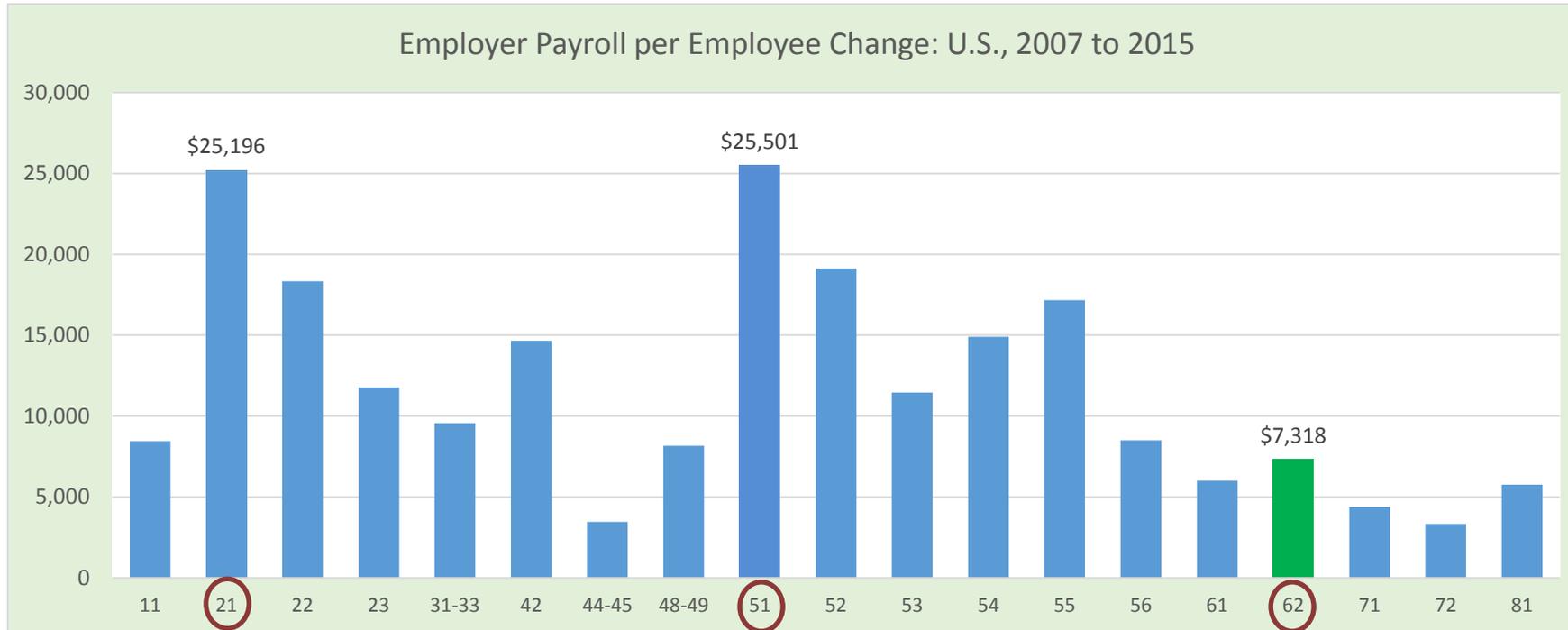
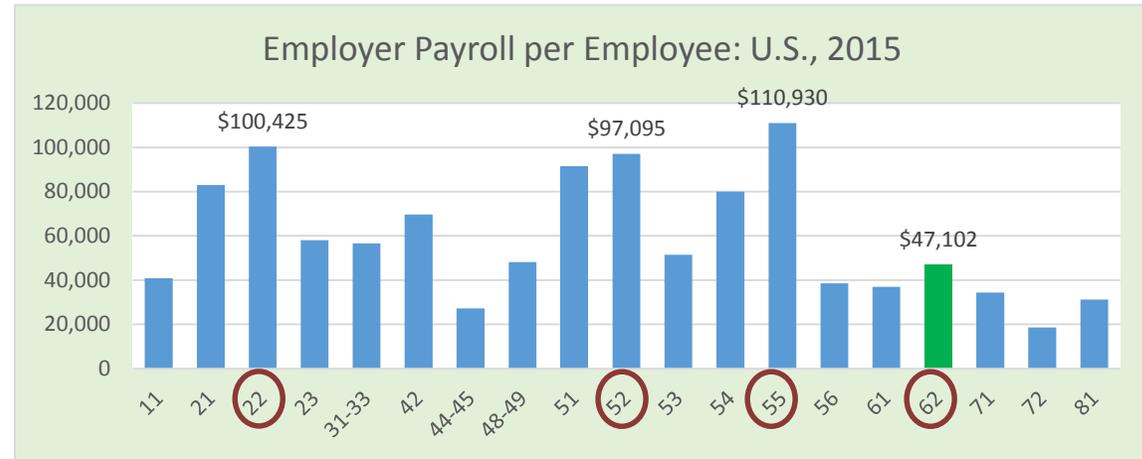
U.S. Employer Businesses by Sector



NOTE: Similar pattern also for # Establishments change (Healthcare up 91,841 between 2007 and 2015)

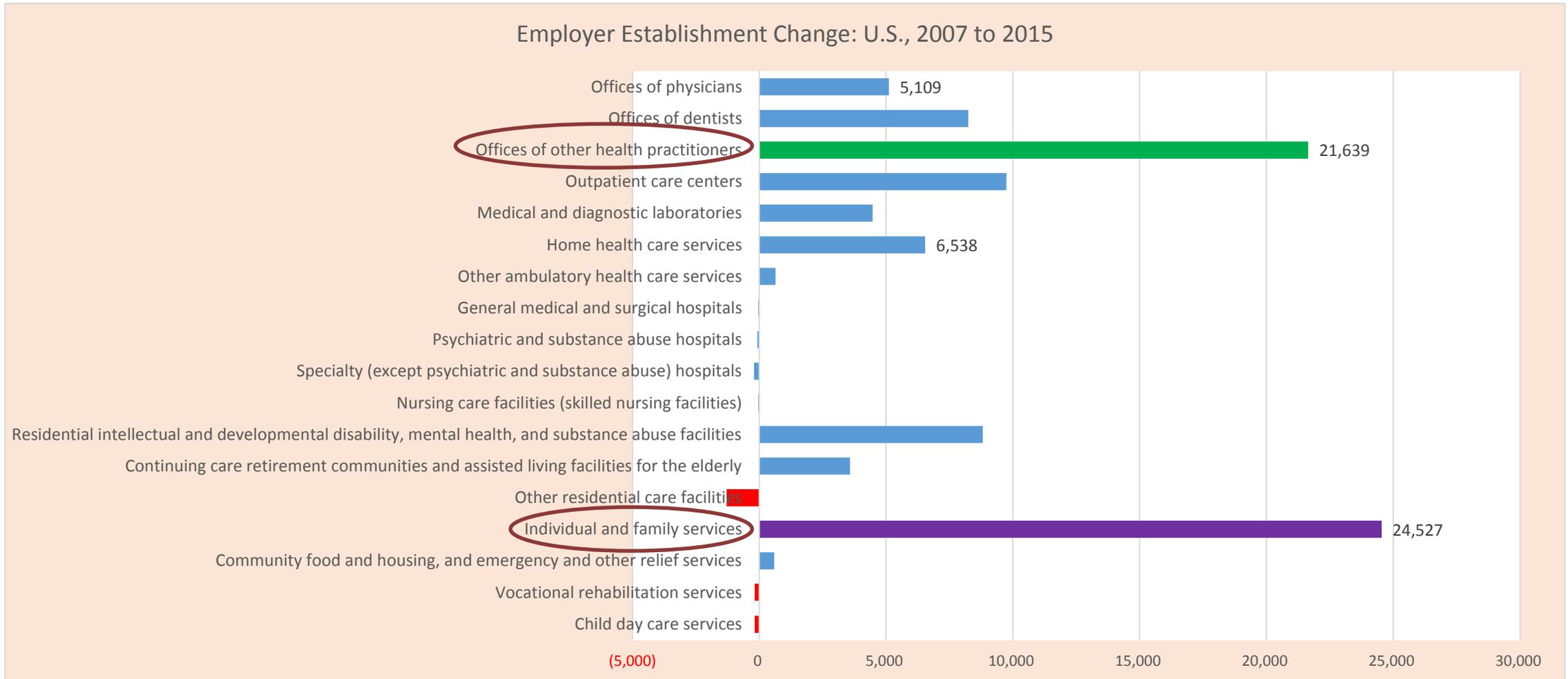
2012 NAICS code	Meaning of 2012 NAICS code
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale trade
44-45	Retail trade
48-49	Transportation and warehousing
51	Information
52	Finance and insurance
53	Real estate and rental and leasing
54	Professional, scientific, and technical services
55	Management of companies and enterprises
56	Administrative and support and waste management and remediation services
61	Educational services
62	Healthcare and social assistance
71	Arts, entertainment, and recreation
72	Accommodation and food services
81	Other services (except public administration)

U.S. Employer Businesses by Sector

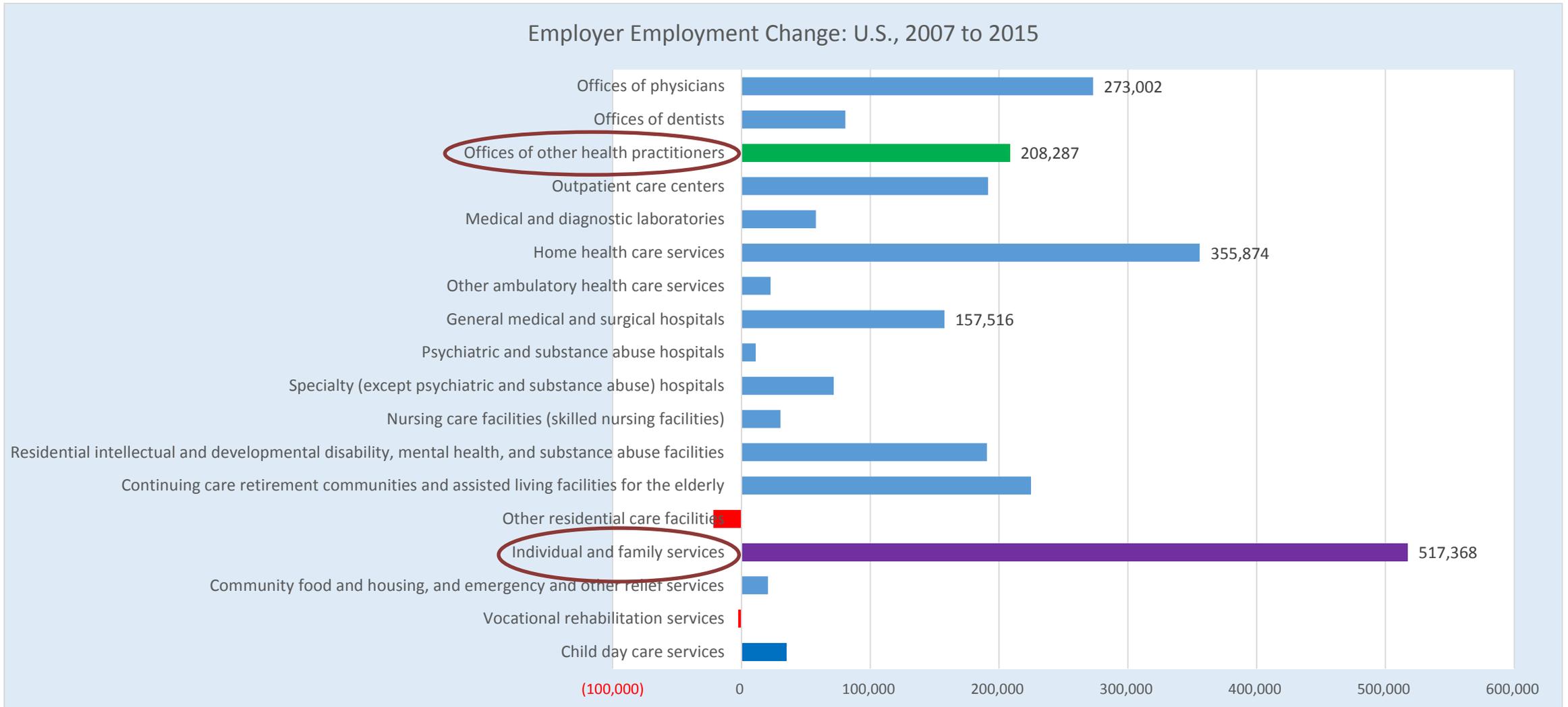


2012 NAICS code	Meaning of 2012 NAICS code
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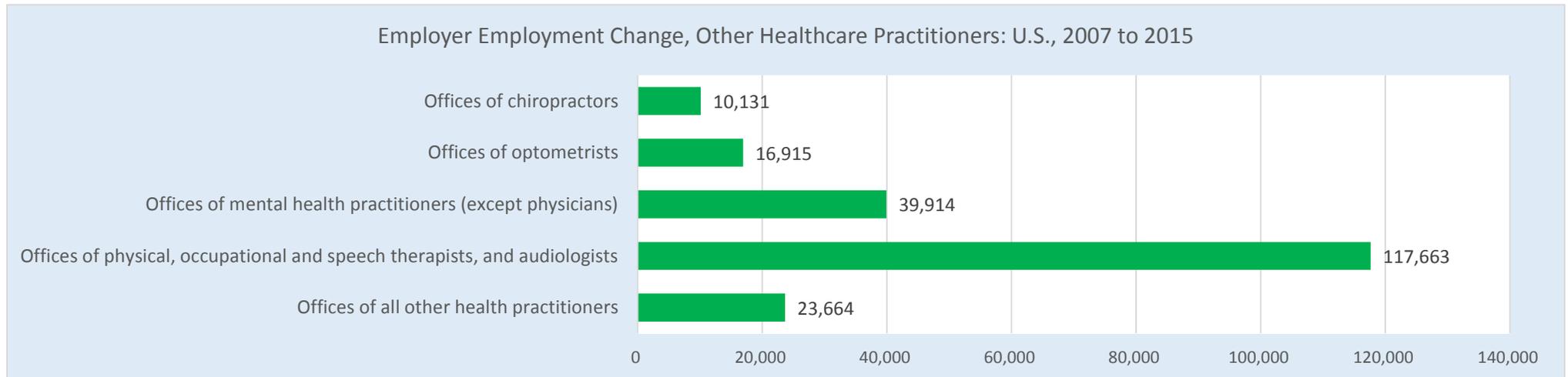
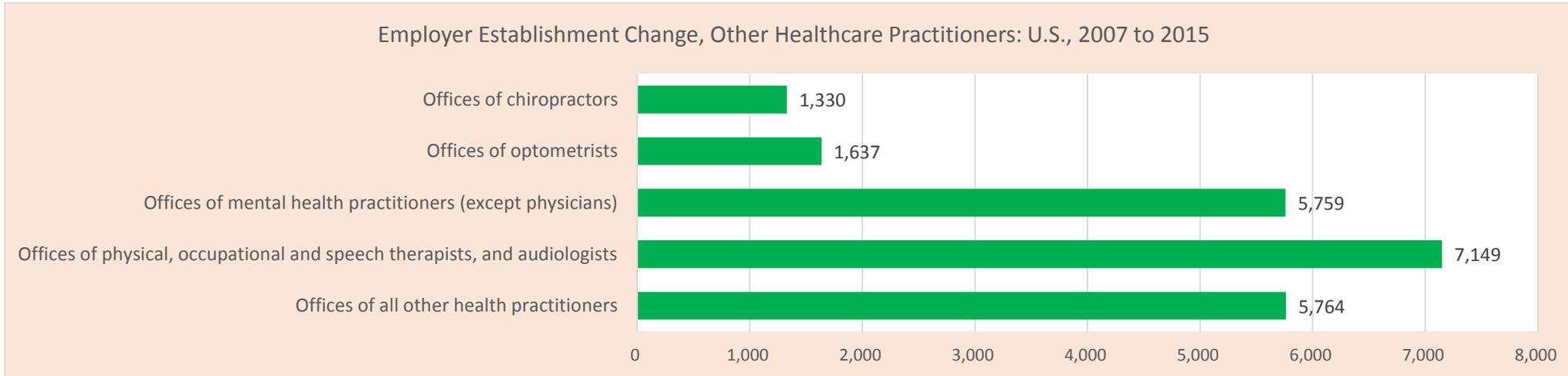
Healthcare Industry Groups for the U.S.



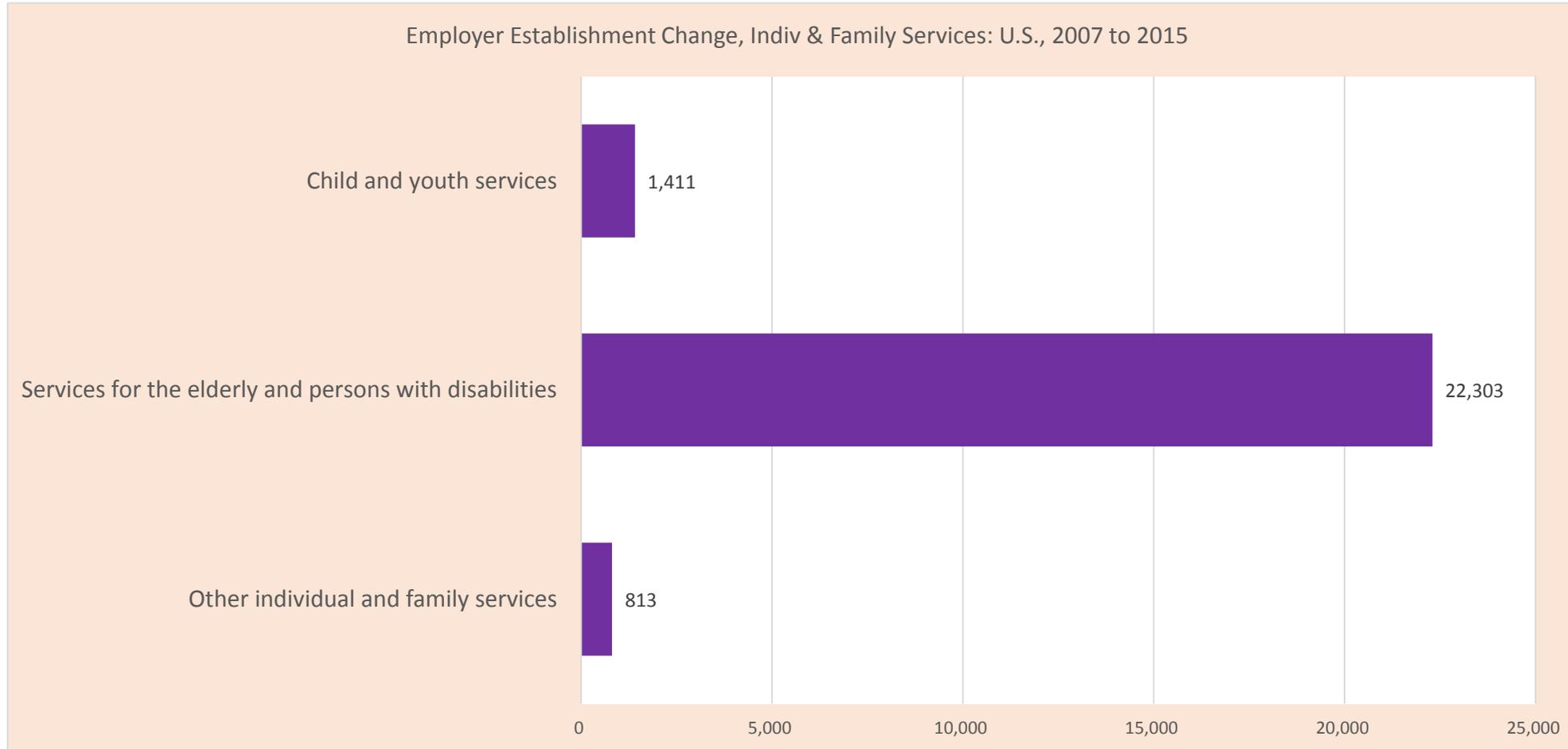
Healthcare Industry Groups for the U.S.



Selected Healthcare Industry Groups in the U.S.



Selected Healthcare Industry Groups in the U.S.



NOTE:
Similar pattern
also for
Employment
change
(Services for
the elderly up
500,773
between 2007
and 2015)

What are the Revenue sources for Healthcare businesses in the U.S.?

- Use the data on **revenue** businesses from the *Services Annual Survey*
 - Selected 3- thru 6-digit industries
 - **Revenue, Expenses, Patient Visits, and Inpatient Days**
 - **2016** and prior years
 - Drill down to specific industries
 - New: Expenses for electronic health record systems
- Key data tool: *Excel* tables

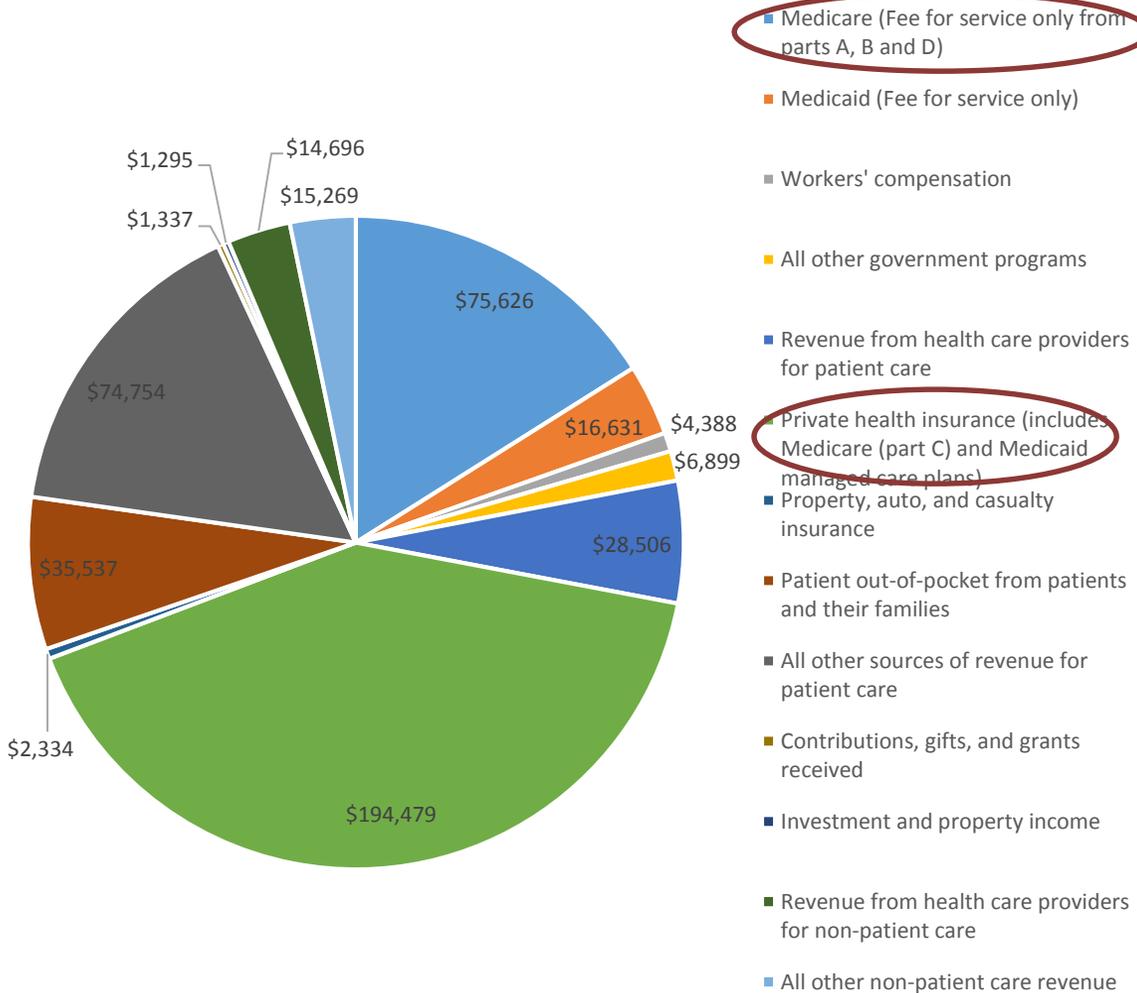
Census Data Tool

The screenshot shows the 'Service Annual Survey (SAS)' website. At the top, it states: 'The Service Annual Survey (SAS) and the Quarterly Services Survey (QSS) work together to produce the most comprehensive data available on service activity in the United States.' Below this is a navigation menu with links for 'About this Survey', 'Information for Respondents', 'Data', 'Newsroom', 'Technical Documentation', and 'Contact Us'. There are three main content cards: 'Latest SAS' (with a document icon), 'Quarterly Services Survey' (with a window and arrow icon), and 'Questionnaires' (with a checklist icon). A 'Latest' section has tabs for 'News', 'Updates', and 'Data'. The 'News' tab is active, showing three news items: 1) 'Services Sector Revenue Rises to \$15.5 Trillion' (November 21, 2017) with a truck icon; 2) '2015 Service Annual Survey' (November 22, 2016) with a bar chart icon; and 3) 'Internet Publishing Industry Revenue Reached \$110 Billion in 2014' (January 28, 2016) with a bar chart icon.

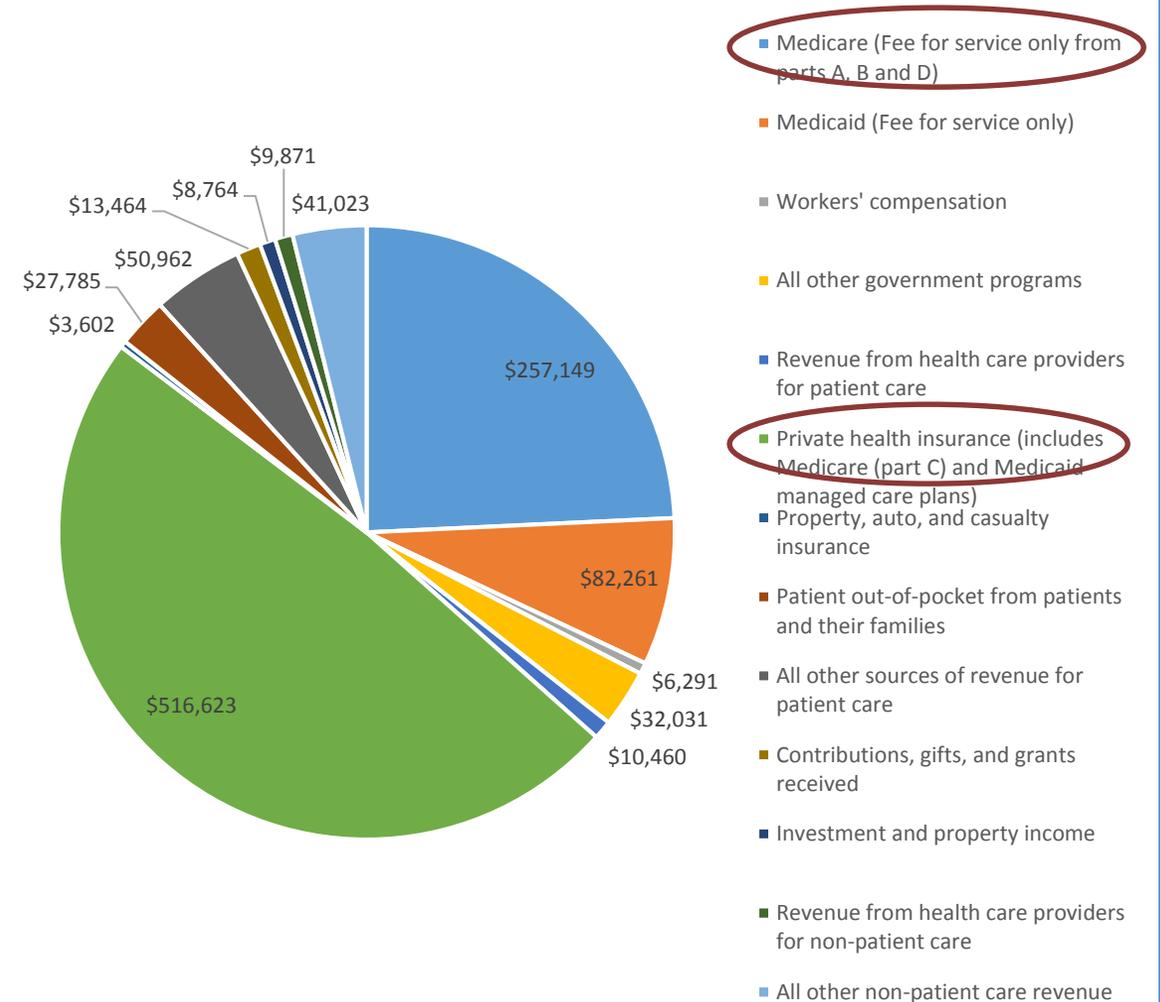
SAS Home Page

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

Offices of Physicians Revenue: 2016 (\$ Millions)



Hospitals Revenue: 2016 (\$ Millions)



What other national data could we explore?

- ACES – Capital spending by Healthcare companies
- E-Stats – e-commerce revenue of Healthcare companies
- EC – Business size and other detailed stats

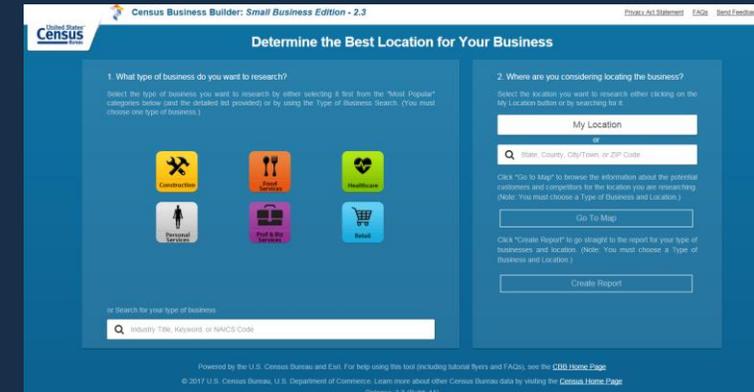
Census programs that cover the Healthcare sector:

Program	Description	Geography	Industry
Quarterly Services Survey	Revenue, expenses, and other stats	U.S.	Selected 2-thru 4
Quarterly Workforce Indicators	Labor force data	U.S., states, counties, metros	Selected 2-thru 4
American Community Survey	Demographic, socioeconomic, and housing data; industry & occupation	U.S., states, counties, metros, places, tracts	Selected 2-thru 6
Annual Capital Expenditures Survey	Business capital spending	U.S.	Selected 2-thru 6
County Business Patterns	Estabs, employment, and payroll for employers	U.S., states, counties, metros, ZIP codes	2- thru 6
E-Stats	E-Commerce	U.S.	Selected 2-thru 5
Nonemployer Statistics	Estabs and revenue for nonemployers	U.S., states, counties, metros	Selected 2-thru 6
Services Annual Survey	Revenue, expenses, and other stats	U.S.	Selected 3-thru 6
Statistics of US Businesses	Business births, deaths, expansions, contractions	U.S., states, counties, metros	Selected 2-thru 6
Economic Census	Most comprehensive econ program	U.S., states, counties, metros, places, ZIPs	2- thru 6
Economic Census of Island Areas	EC for the 5 U.S. territories	States, counties, metros, places	Selected 2-thru 5
Survey of Business Owners	Business owner race, ethnicity, gender, and veteran status	U.S., states, counties, metros, places	Selected 2-thru 6

How does the Healthcare sector in WA compare to other states?

- Use the data on employer businesses from the *County Business Patterns*
 - WA Healthcare vs. all other States
 - # Establishments, Total Employment, and Annual Payroll
 - 2007 and 2015
- Key data tool: *American FactFinder* and *Census Business Builder*

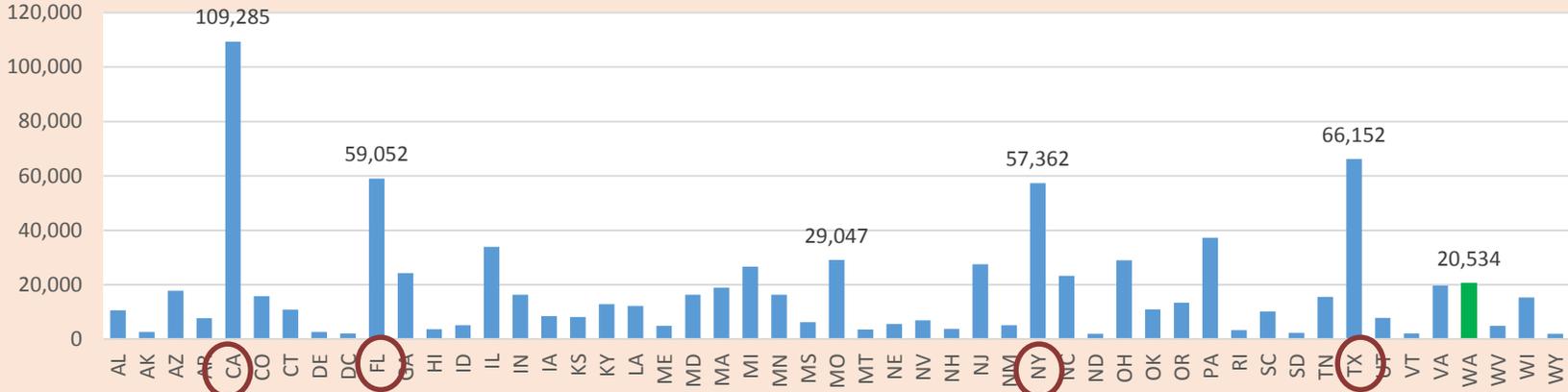
Census Data Tools



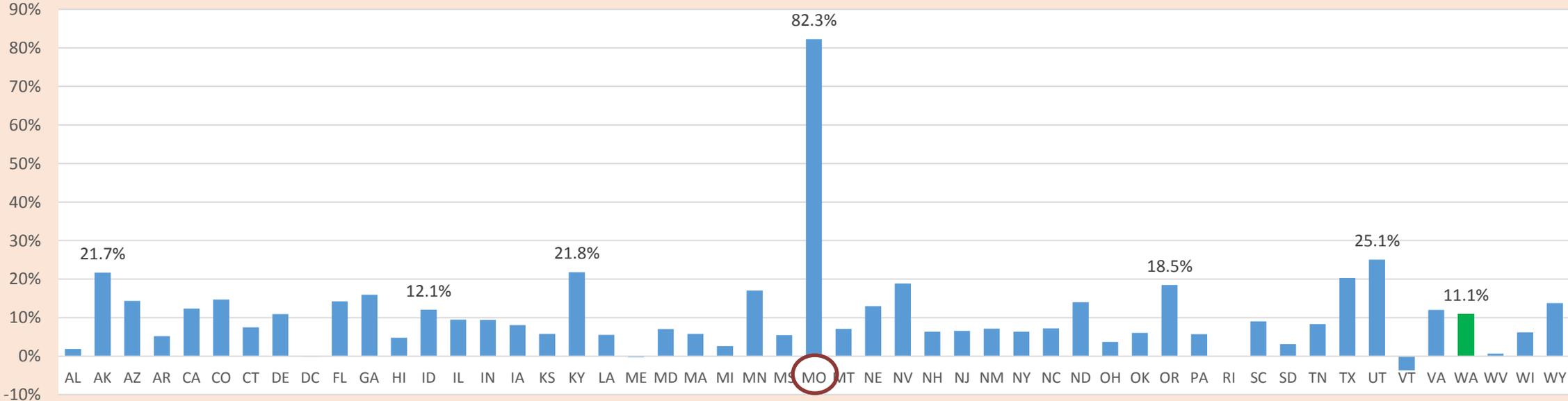
Census Business Builder
<https://www.census.gov/data/data-tools/cbb.html>

Healthcare by State

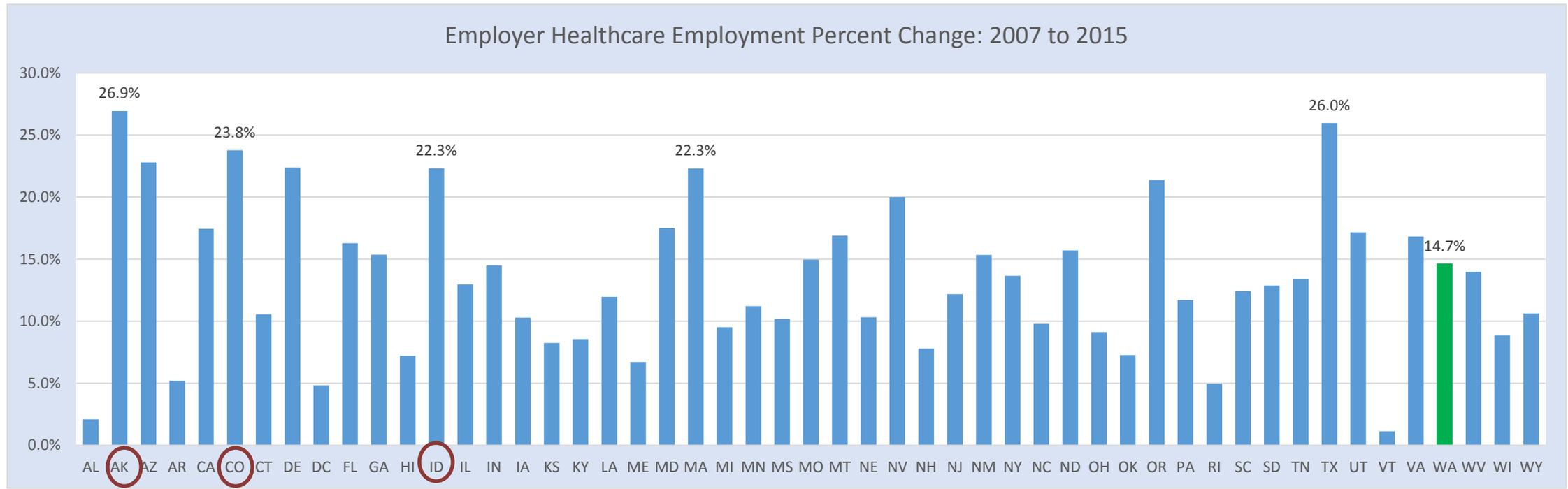
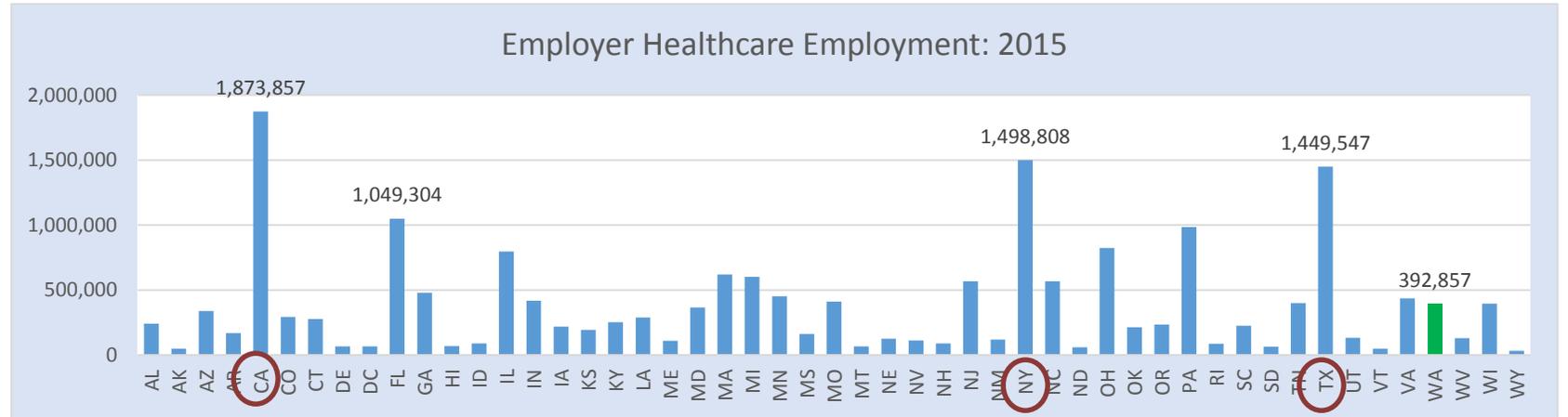
Employer Healthcare Establishments: 2015



Employer Healthcare Establishments Percent Change: 2007 to 2015



Healthcare by State

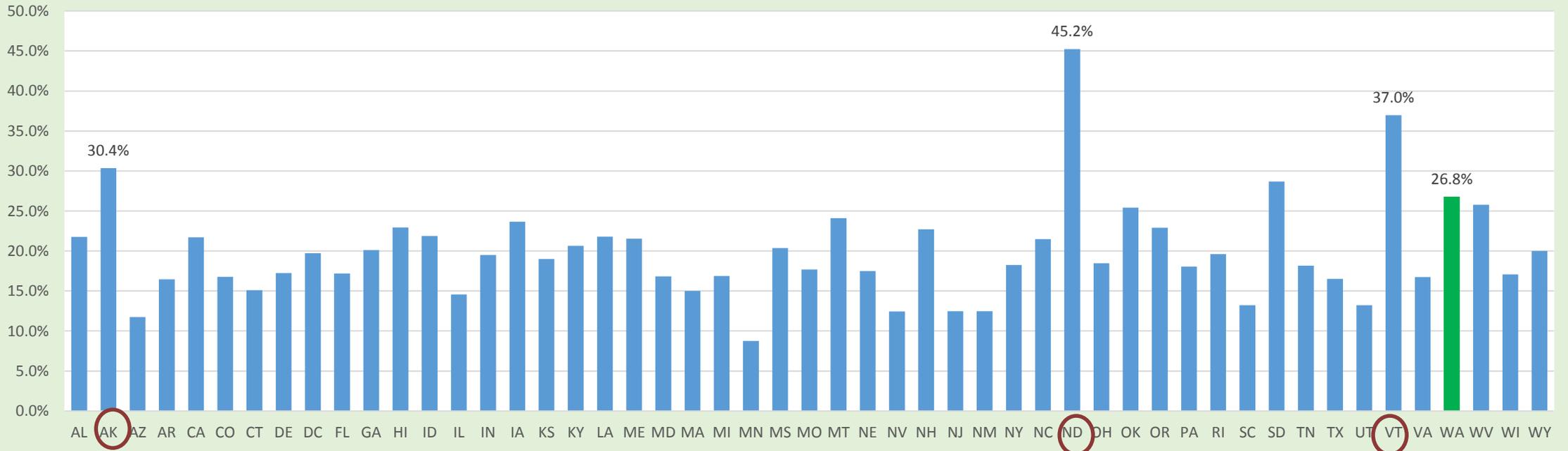


Healthcare by State

Employer Healthcare Payroll per Employee: 2015



Employer Healthcare Payroll per Employee Percent Change: 2007 to 2015





Change Your Industry

Change Your Location

Select Map Variable

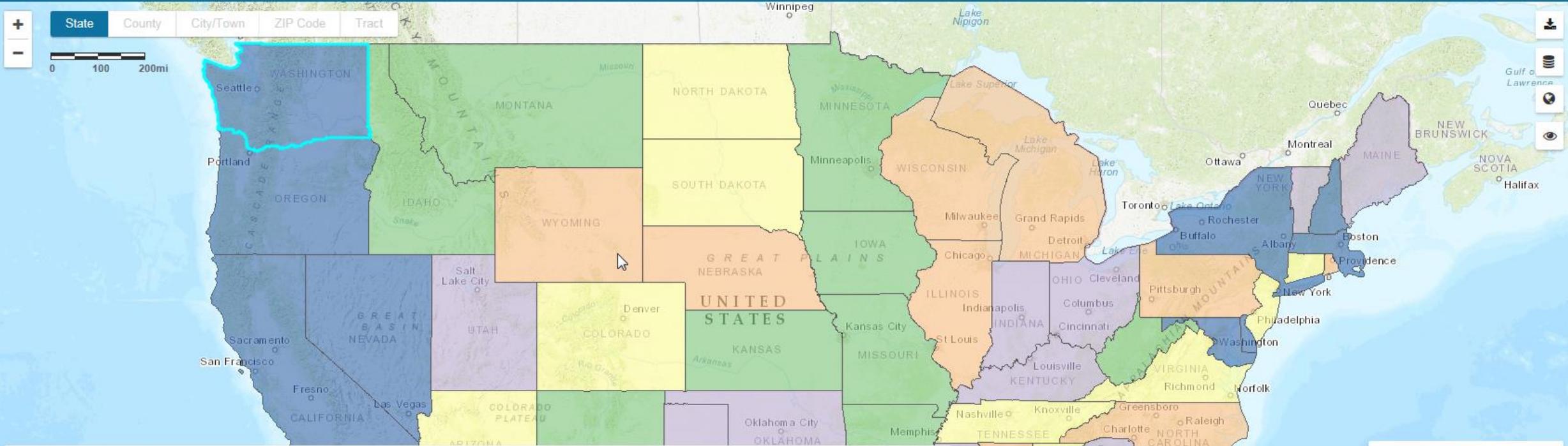
Select Your Filter

Health care and social assistance

Washington

Average payroll per employee

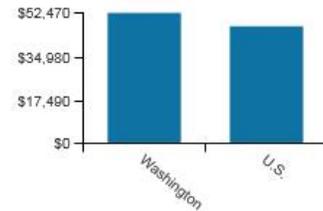
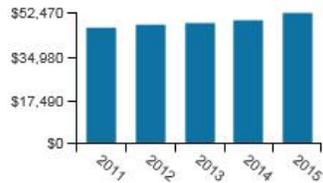
Not Applied



Washington

Average payroll per employee

\$52,470 (n/a)
Average payroll per employee (MoE +/-)



\$62,848

Median household income (\$343)



62.4%

Homeownership rate (0.3%)



90.6%

Percent high school degree or higher (0.3%)



7,073,146

Total population (n/a)



Average payroll per employee

- \$49,106 - \$59,592
- \$47,291 - \$48,428
- \$44,847 - \$45,824
- \$42,561 - \$44,428

Map Configuration

Default Scheme
Quantile Classing Method

Which Healthcare industries in WA are growing (or not)?

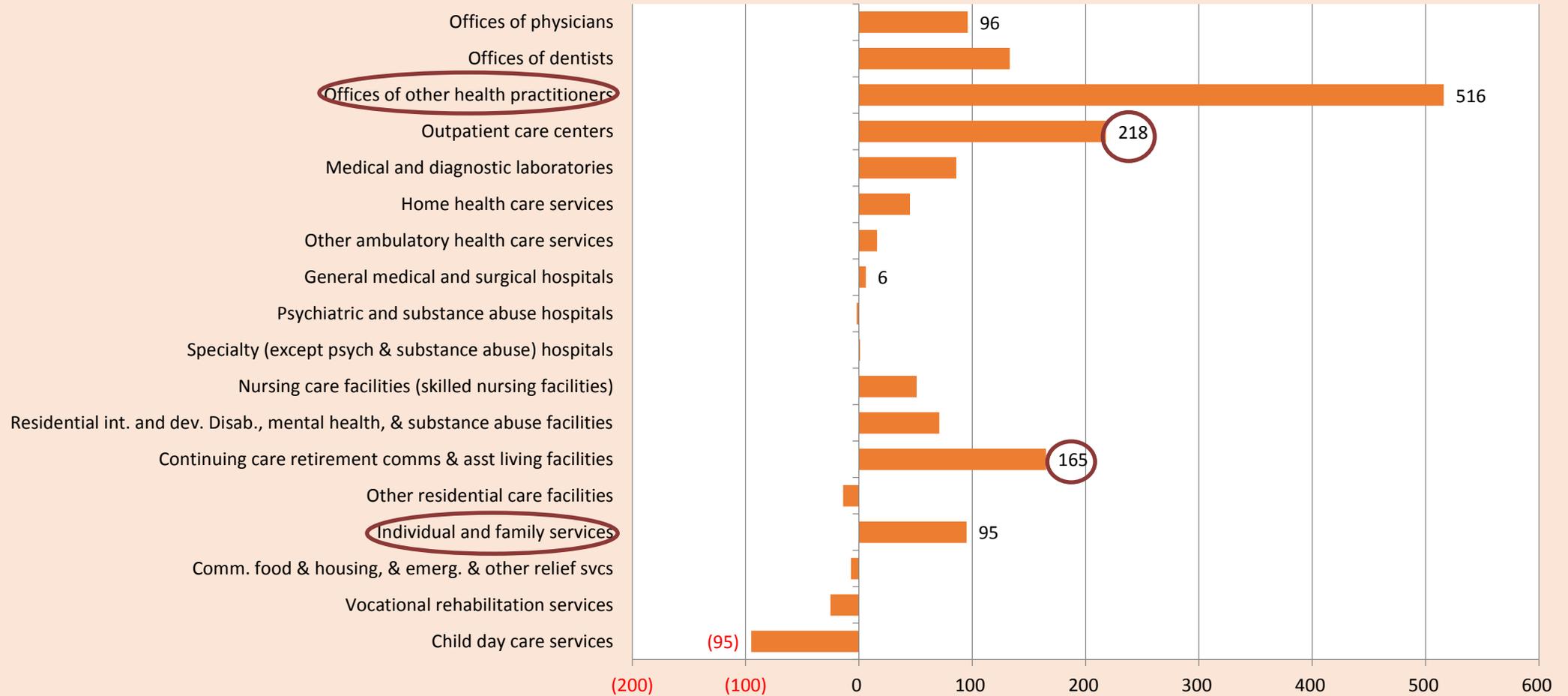
- Use the data on employer businesses from the **County Business Patterns**
 - WA Healthcare by 4-digit NAICS
 - # Establishments, Total Employment, and Annual Payroll
 - 2010 and 2015
- Key data tool: *American FactFinder*



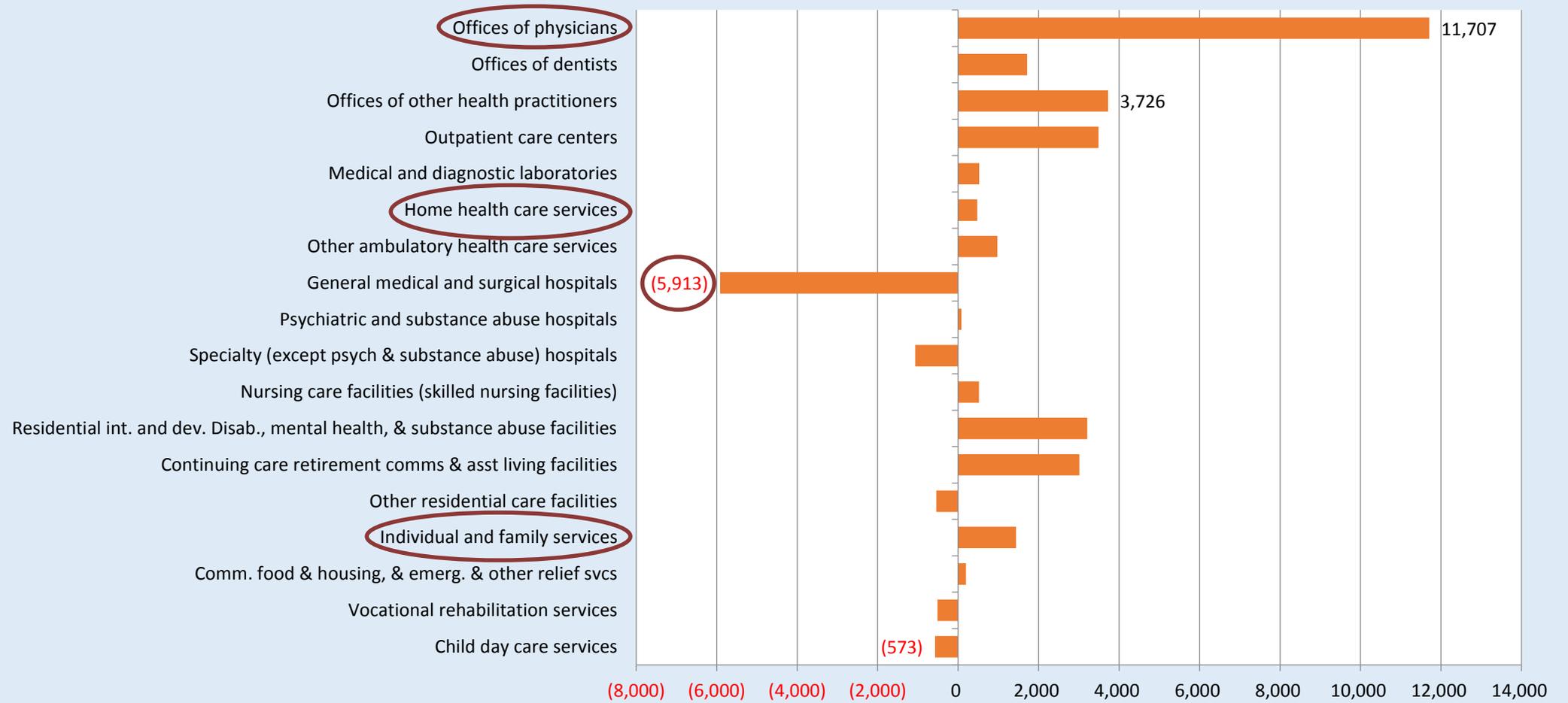
Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Washington	62	Health care and social assistance	2015	20,534	392,857	4,839,355	20,613,108
Washington	621	Ambulatory health care services	2015	13,485	158,991	2,311,465	10,020,849
Washington	6211	Offices of physicians	2015	3,509	55,563	1,131,426	5,007,363
Washington	62111	Offices of physicians	2015	3,509	55,563	1,131,426	5,007,363
Washington	621111	Offices of physicians (except mental health specialists)	2015	3,283	55,031	1,125,417	4,979,339
Washington	621112	Offices of physicians, mental health specialists	2015	216	532	6,009	28,024
Washington	6212	Offices of dentists	2015	3,568	27,254	304,701	1,339,924
Washington	62121	Offices of dentists	2015	3,568	27,254	304,701	1,339,924
Washington	621210	Offices of dentists	2015	3,568	27,254	304,701	1,339,924
Washington	6213	Offices of other health practitioners	2015	4,536	22,956	198,015	856,202
Washington	62131	Offices of chiropractors	2015	1,316	5,656	41,634	179,989
Washington	621310	Offices of chiropractors	2015	1,316	5,656	41,634	179,989
Washington	62132	Offices of optometrists	2015	559	3,198	29,386	129,859
Washington	621320	Offices of optometrists	2015	559	3,198	29,386	129,859
Washington	62133	Offices of mental health practitioners (except physicians)	2015	651	2,238	18,399	81,149
Washington	621330	Offices of mental health practitioners (except physicians)	2015	651	2,238	18,399	81,149
Washington	62134	Offices of physical, occupational and speech therapists, and audiologists	2015	918	7,426	74,987	320,250
Washington	621340	Offices of physical, occupational and speech therapists, and audiologists	2015	918	7,426	74,987	320,250
Washington	62139	Offices of all other health practitioners	2015	1,092	4,438	33,609	144,955
Washington	621391	Offices of podiatrists	2015	131	612	6,258	27,622
Washington	621399	Offices of all other miscellaneous health practitioners	2015	961	3,826	27,351	117,333
Washington	6214	Outpatient care centers	2015	1,011	28,462	418,335	1,749,052
Washington	62141	Family planning centers	2015	55	476	4,748	20,245
Washington	621410	Family planning centers	2015	55	476	4,748	20,245
Washington	62142	Outpatient mental health and substance abuse centers	2015	350	8,024	81,339	347,850
Washington	621420	Outpatient mental health and substance abuse centers	2015	350	8,024	81,339	347,850
Washington	62149	Other outpatient care centers	2015	606	19,962	332,248	1,380,957
Washington	621491	HMO medical centers	2015	67	h	D	D
Washington	621492	Kidney dialysis centers	2015	105	2,457	40,182	176,167
Washington	621493	Freestanding ambulatory surgical and emergency centers	2015	98	2,376	36,408	165,553
Washington	621498	All other outpatient care centers	2015	336	10,611	181,207	751,702
Washington	6215	Medical and diagnostic laboratories	2015	360	6,857	101,996	433,824
Washington	62151	Medical and diagnostic laboratories	2015	360	6,857	101,996	433,824
Washington	621511	Medical laboratories	2015	238	5,262	74,651	314,604
Washington	621512	Diagnostic imaging centers	2015	122	1,595	27,345	119,220
Washington	6216	Home health care services	2015	338	12,936	96,775	384,650
Washington	62161	Home health care services	2015	338	12,936	96,775	384,650

<https://factfinder.census.gov/bkmk/table/1.0/en/BP/2015/00A1/0400000US53/naics~ALL-62>

Number of Healthcare Establishments Change in WA by Industry Group: 2010 to 2015



Healthcare Employment Change in WA by Industry Group: 2010 to 2015



What other state-level data could we explore?

- QWI - Hire, separations, and other labor force stats for Healthcare establishments.
- SUSB – Healthcare establishment births, deaths, expansions, and contractions
- EC – Healthcare detailed product line revenues
- ECIA – Data on Healthcare establishments in US territories

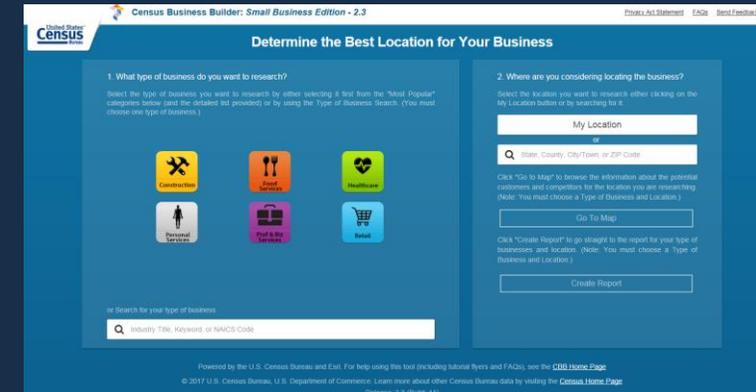
Census programs that cover the Healthcare sector:

Program	Description	Geography	Industry
Quarterly Services Survey	Revenue, expenses, and other stats	U.S.	Selected 2-thru 4
Quarterly Workforce Indicators	Labor force data	U.S., states, counties, metros	Selected 2-thru 4
American Community Survey	Demographic, socioeconomic, and housing data; industry & occupation	U.S., states, counties, metros, places, tracts	Selected 2-thru 6
Annual Capital Expenditures Survey	Business capital spending	U.S.	Selected 2-thru 6
County Business Patterns	Estabs, employment, and payroll for employers	U.S., states, counties, metros, ZIP codes	2- thru 6
E-Stats	E-Commerce	U.S.	Selected 2-thru 5
Nonemployer Statistics	Estabs and revenue for nonemployers	U.S., states, counties, metros	Selected 2-thru 6
Services Annual Survey	Revenue, expenses, and other stats	U.S.	Selected 3-thru 6
Statistics of US Businesses	Business births, deaths, expansions, contractions	U.S., states, counties, metros	Selected 2-thru 6
Economic Census	Most comprehensive econ program	U.S., states, counties, metros, places, ZIPs	2- thru 6
Economic Census of Island Areas	EC for the 5 U.S. territories	States, counties, metros, places	Selected 2-thru 5
Survey of Business Owners	Business owner race, ethnicity, gender, and veteran status	U.S., states, counties, metros, places	Selected 2-thru 6

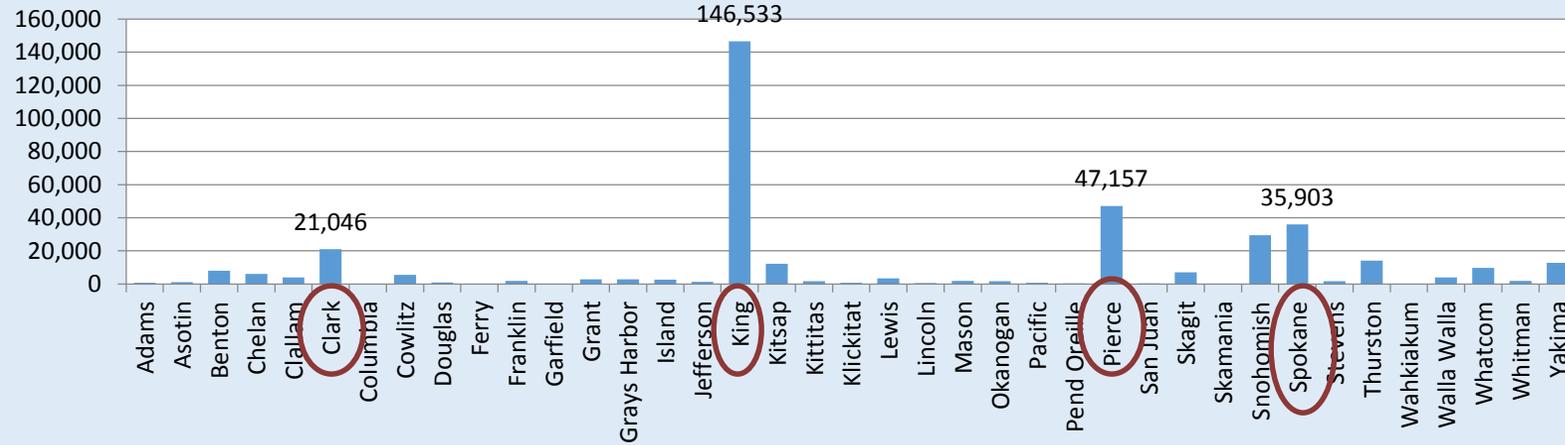
How does Healthcare change compare across WA counties, and is it tied to Population change?

- Use the data on employer businesses from the **County Business Patterns** and data from **Population Estimates**
 - WA Healthcare by County
 - # **Establishments**, **Total Employment**
 - **2010** and **2015**
 - How does this compare to **Population** change?
- Key data tools: **American FactFinder** and **Census Business Builder**

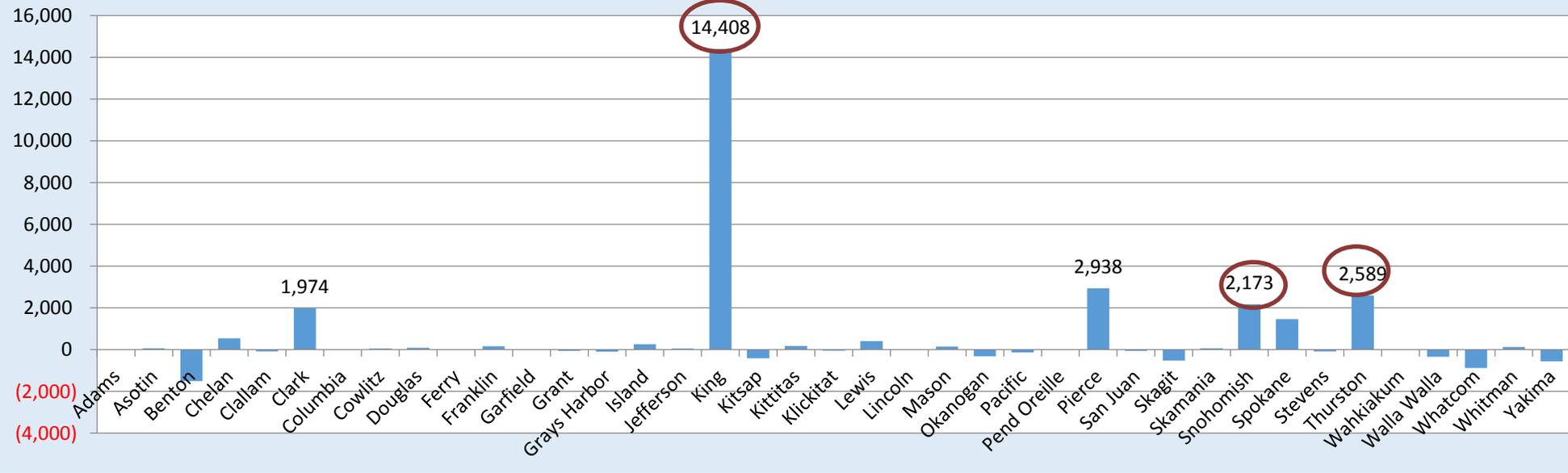
Census Data Tools



WA Healthcare Employment by County: 2015

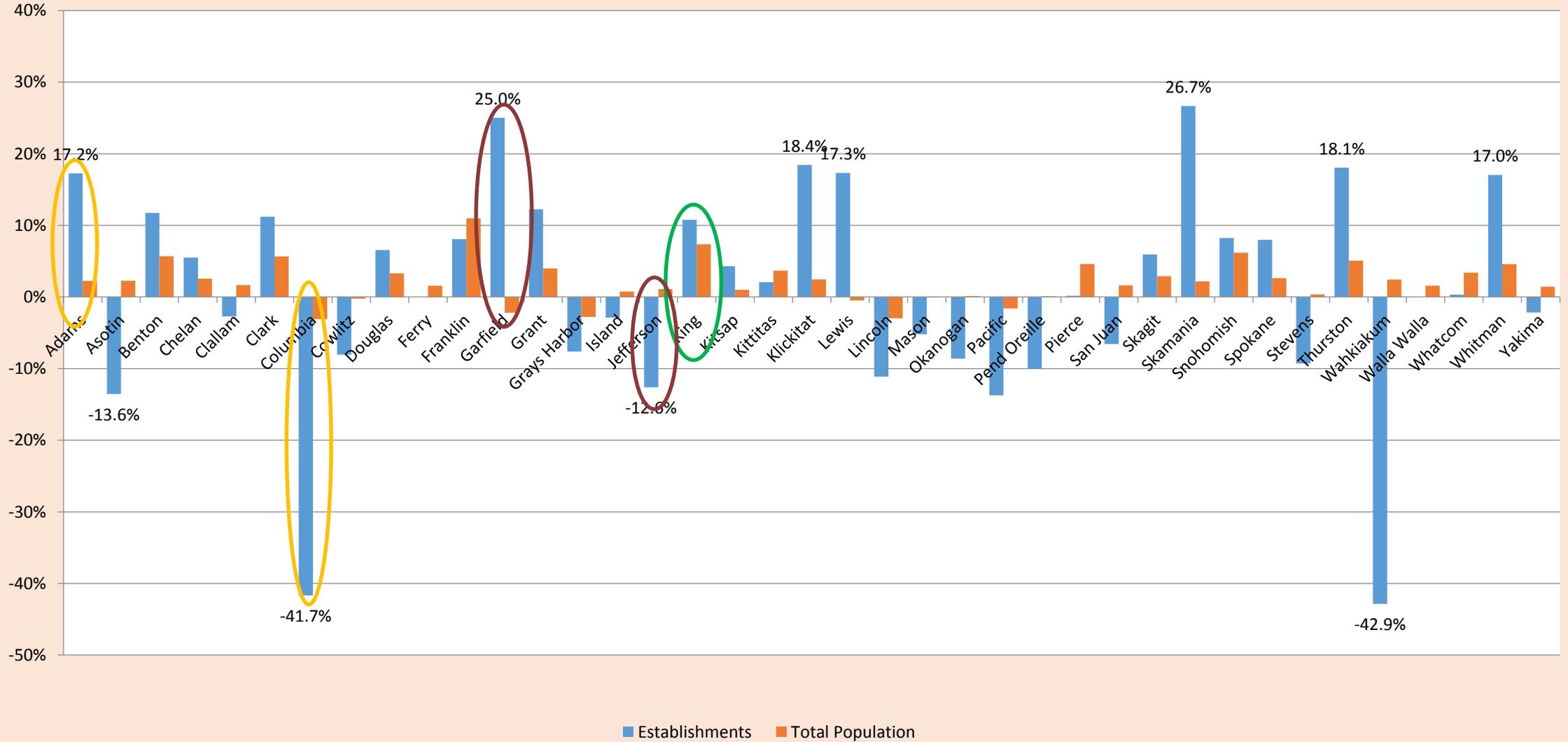


WA Healthcare Employment Change by County: 2010 to 2015



NOTE:
Similar pattern
also for #
Establishments
change (King
County up 744
between 2010
and 2015)

WA Healthcare Establishments and Population Percent Change by County: 2010 to 2015



What other county and local area data could we explore?

- QWI - Labor force stats for Healthcare establishments.
- ACS – Occupation and Industry stats for persons that work for Healthcare establishments
- EC – Healthcare establishment revenue, data by place and ZIP code

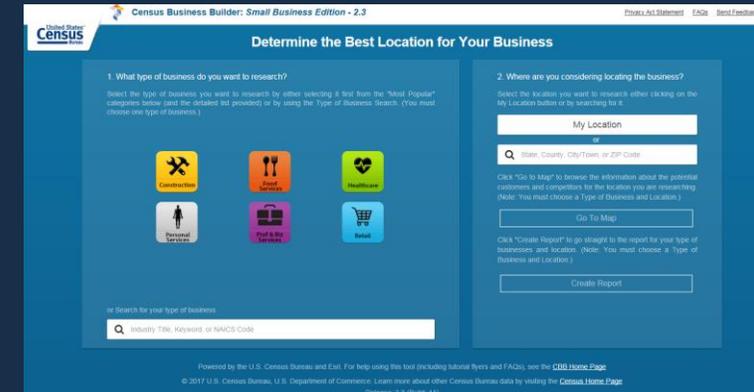
Census programs that cover the Healthcare sector:

Program	Description	Geography	Industry
Quarterly Services Survey	Revenue, expenses, and other stats	U.S.	Selected 2-thru 4
Quarterly Workforce Indicators	Labor force data	U.S., states, counties, metros	Selected 2-thru 4
American Community Survey	Demographic, socioeconomic, and housing data; industry & occupation	U.S., states, counties, metros, places, tracts	Selected 2-thru 6
Annual Capital Expenditures Survey	Business capital spending	U.S.	Selected 2-thru 6
County Business Patterns	Estabs, employment, and payroll for employers	U.S., states, counties, metros, ZIP codes	2- thru 6
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Economic Census	Most comprehensive econ program	U.S., states, counties, metros, places, ZIPs	2- thru 6
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Survey of Business Owners	Business owner race, ethnicity, gender, and veteran status	U.S., states, counties, metros, places	Selected 2-thru 6

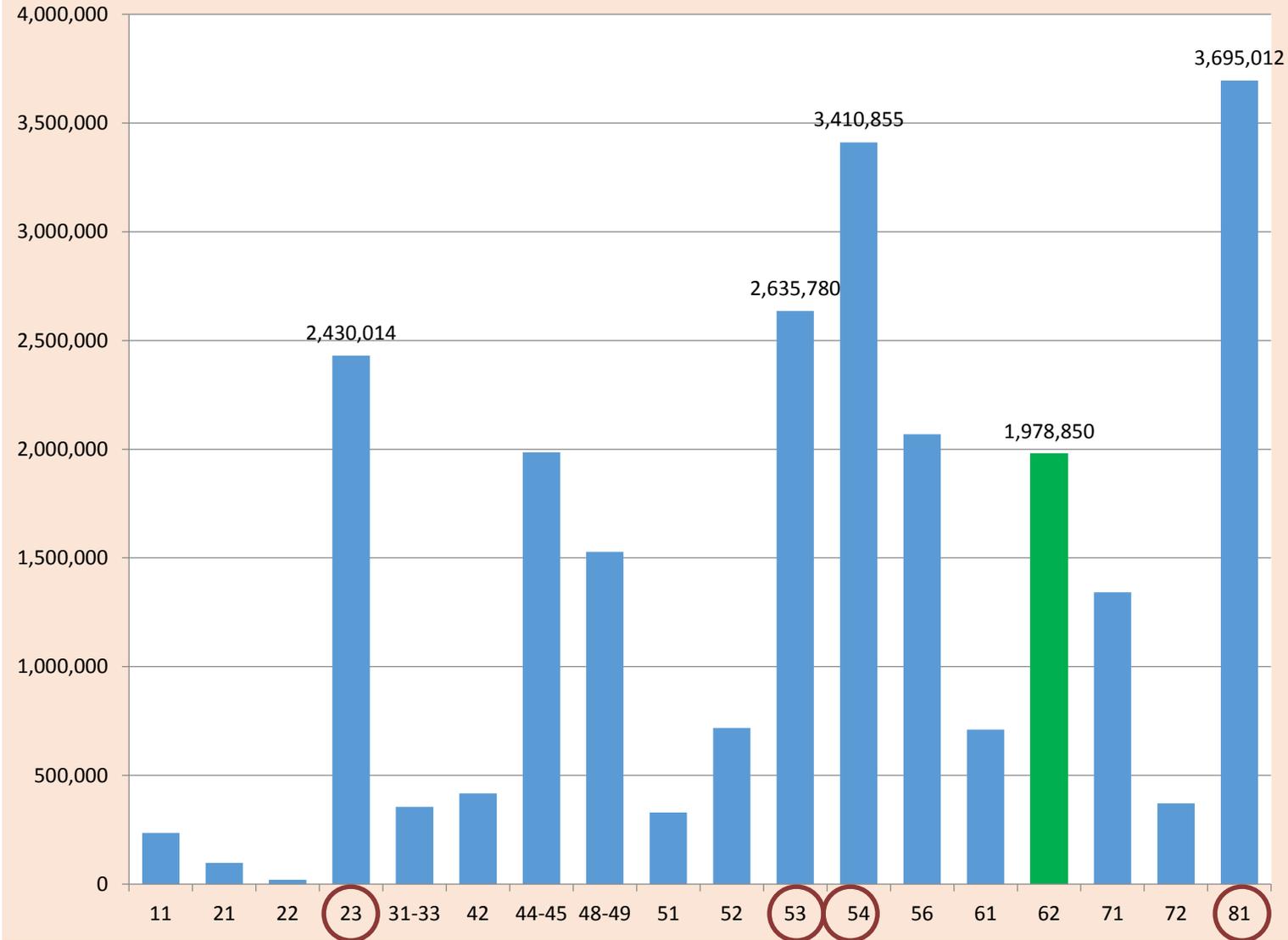
How are sole proprietors and independent contractors in the Healthcare sector doing?

- Use the data on nonemployer businesses from **Nonemployer Statistics**
 - Healthcare vs. all other 2-digit sectors
 - # **Establishments**, **Total Receipts**
 - **2010** and **2015**
 - Drill down to industry groups
- Key data tools: **American FactFinder** and **Census Business Builder**

Census Data Tools



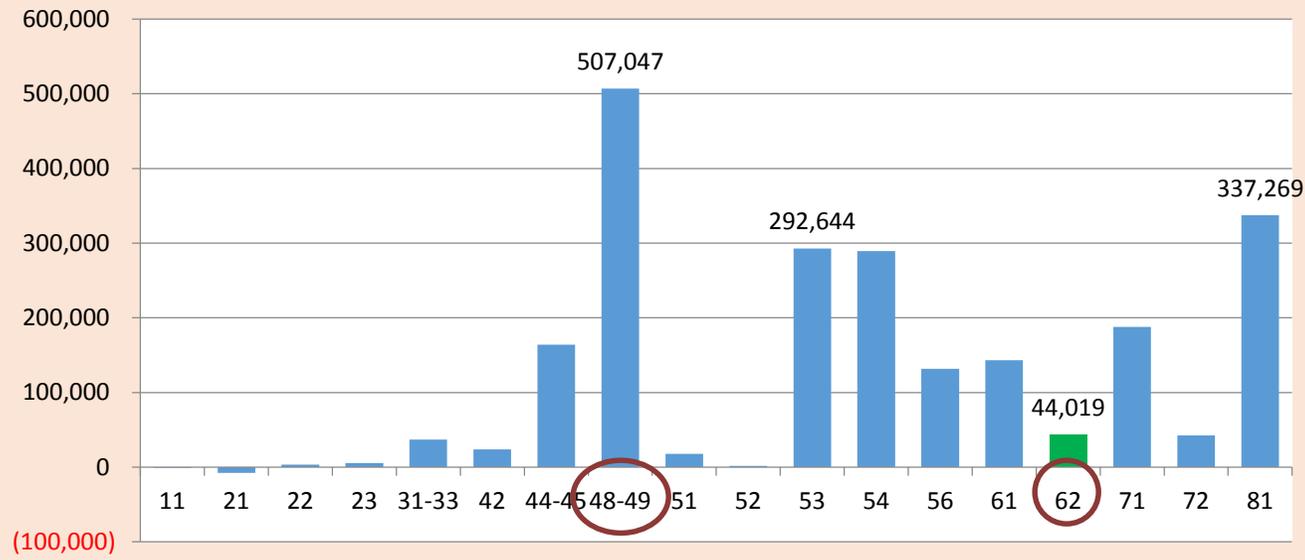
U.S. Nonemployer Establishments: 2015



U.S. Nonemployer Businesses by Sector

2012 NAICS code	Meaning of 2012 NAICS code
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale trade
44-45	Retail trade
48-49	Transportation and warehousing
51	Information
52	Finance and insurance
53	Real estate and rental and leasing
54	Professional, scientific, and technical services
55	Management of companies and enterprises
56	Administrative and support and waste management and remediation services
61	Educational services
62	Healthcare and social assistance
71	Arts, entertainment, and recreation
72	Accommodation and food services
81	Other services (except public administration)

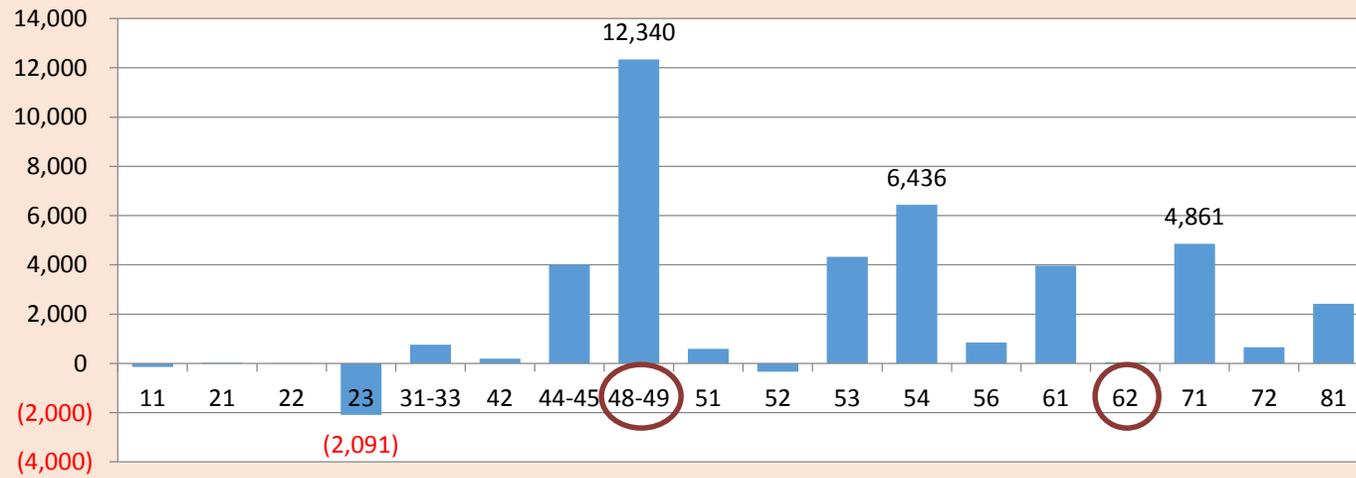
U.S. Nonemployer Establishments Change: 2010 to 2015



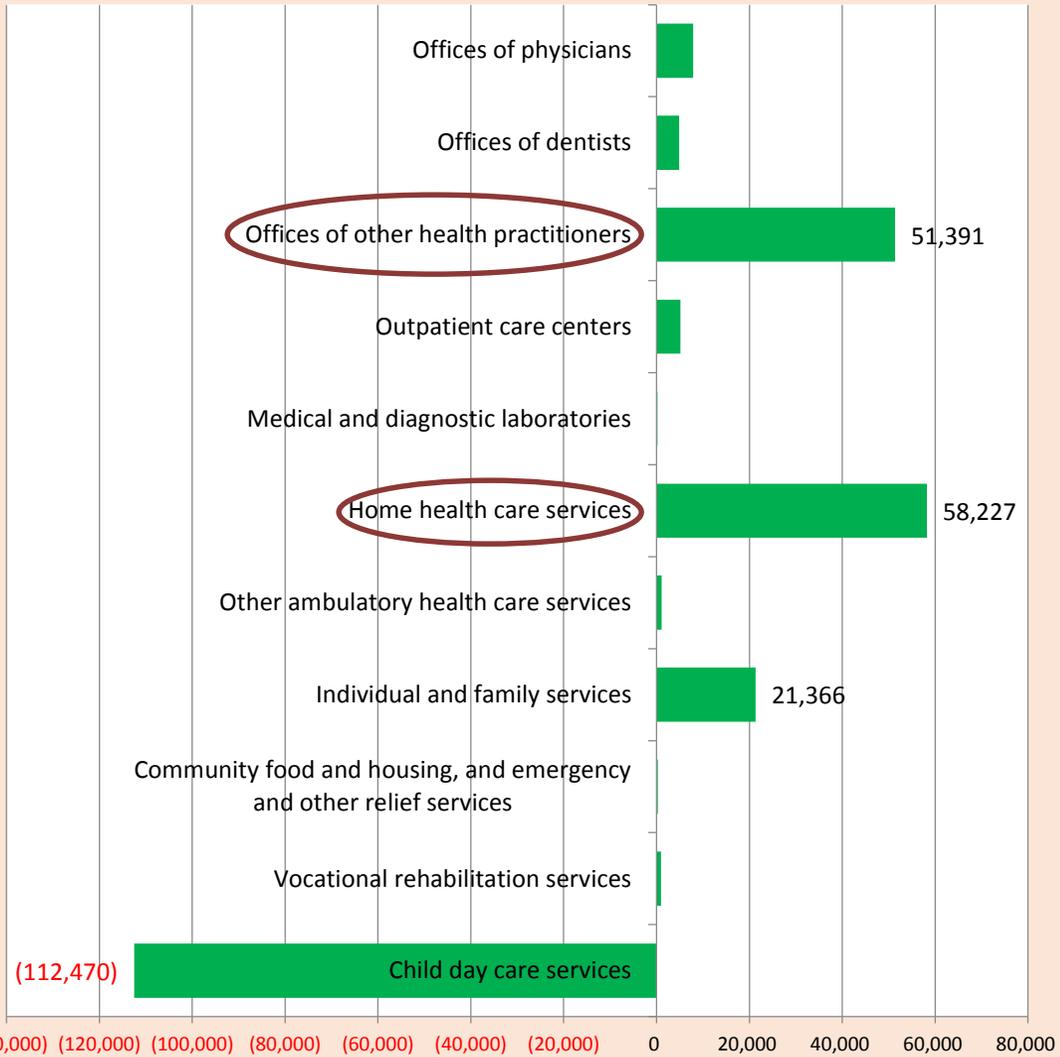
U.S. and WA Nonemployer Businesses by Sector

2012 NAICS code	Meaning of 2012 NAICS code
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
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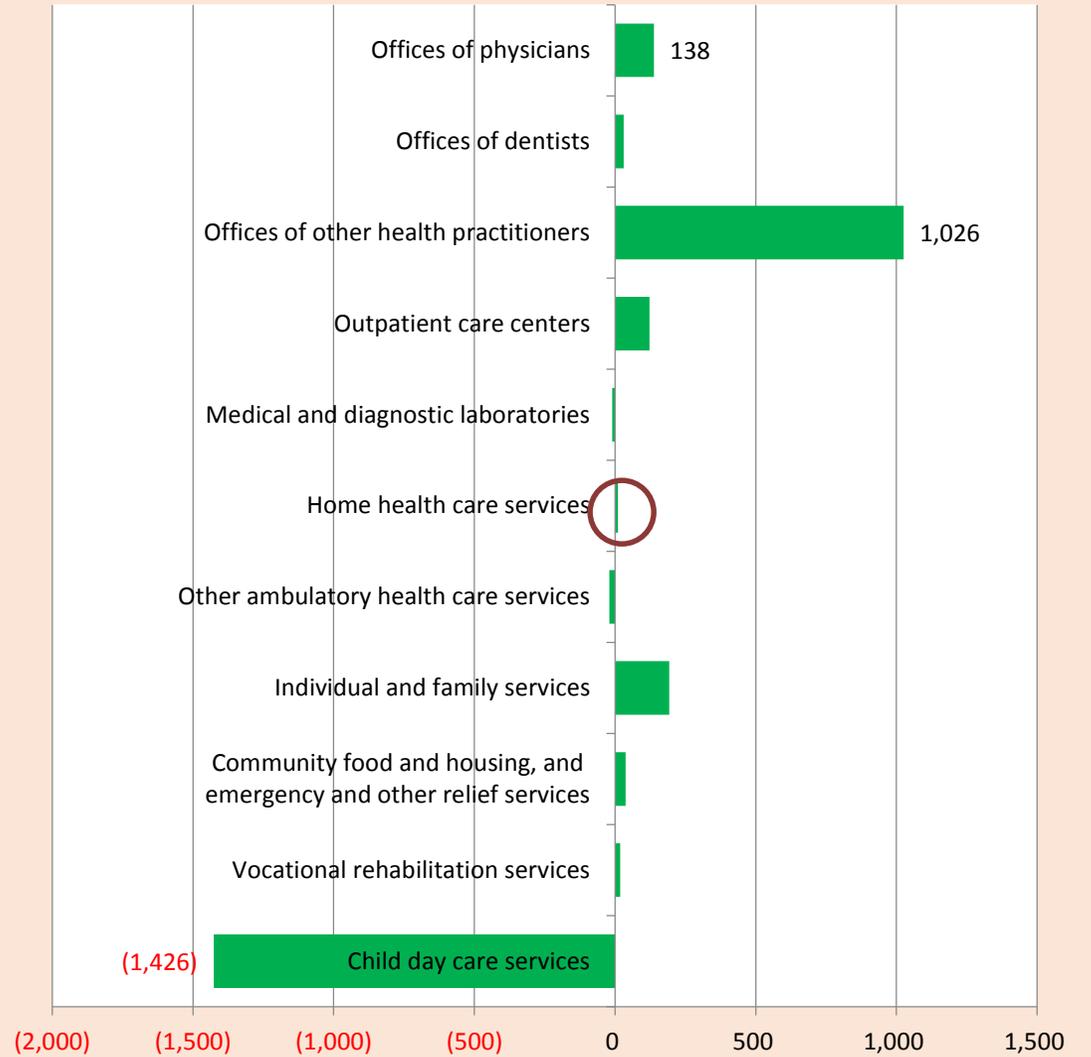
WA Nonemployer Establishments Change: 2010 to 2015



U.S. Nonemployer Healthcare Establishments Change: 2010 to 2015

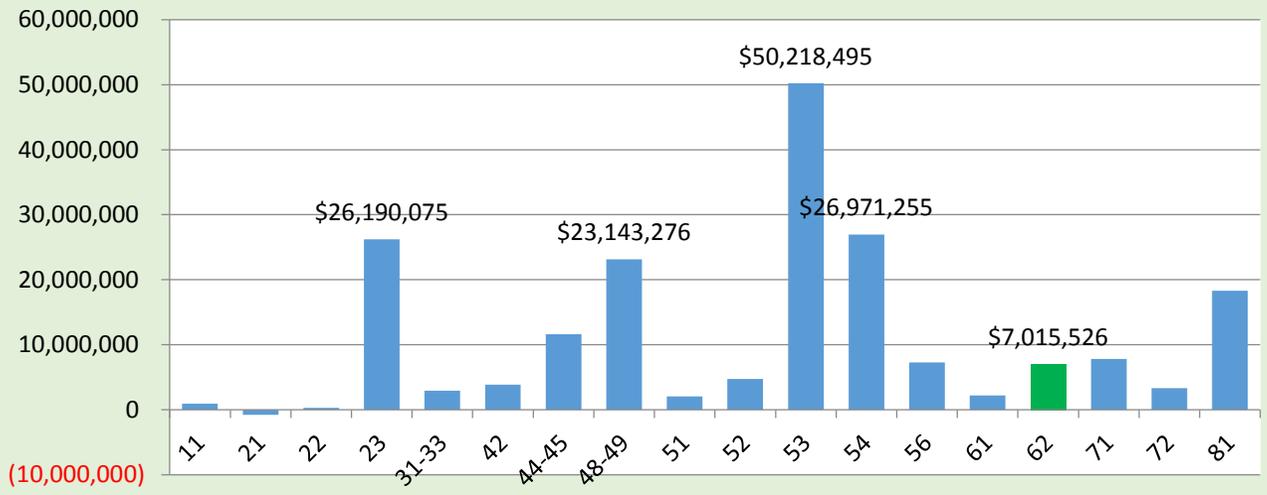


WA Nonemployer Healthcare Establishments Change: 2010 to 2015

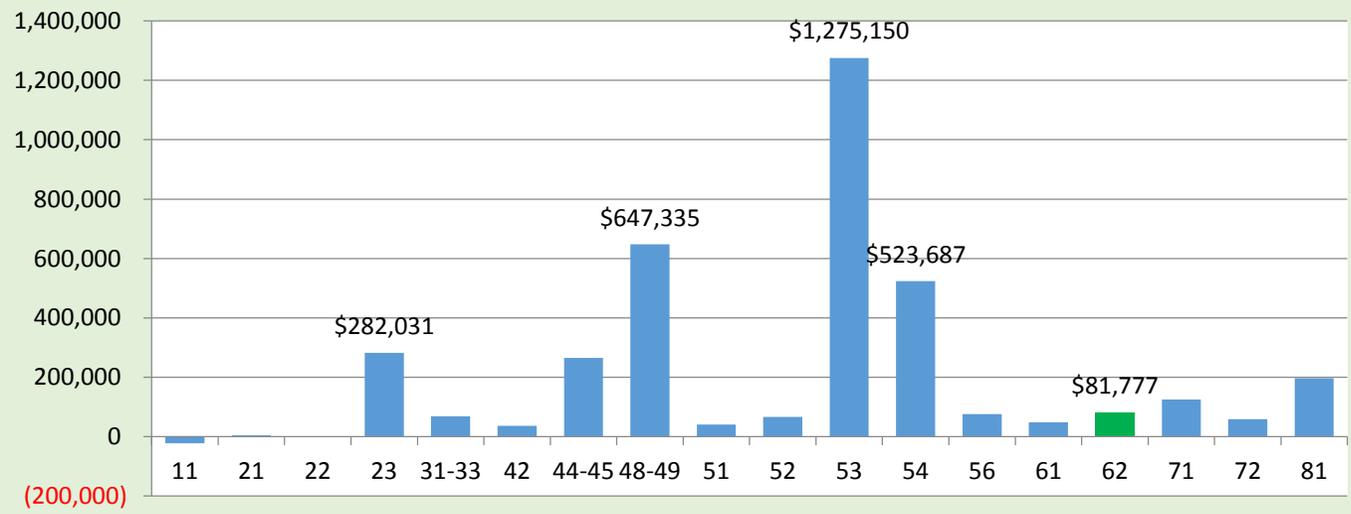


U.S. and WA Nonemployer Business Receipts by Sector

U.S. Nonemployer Receipts Change: 2010 to 2015 (\$1,000)

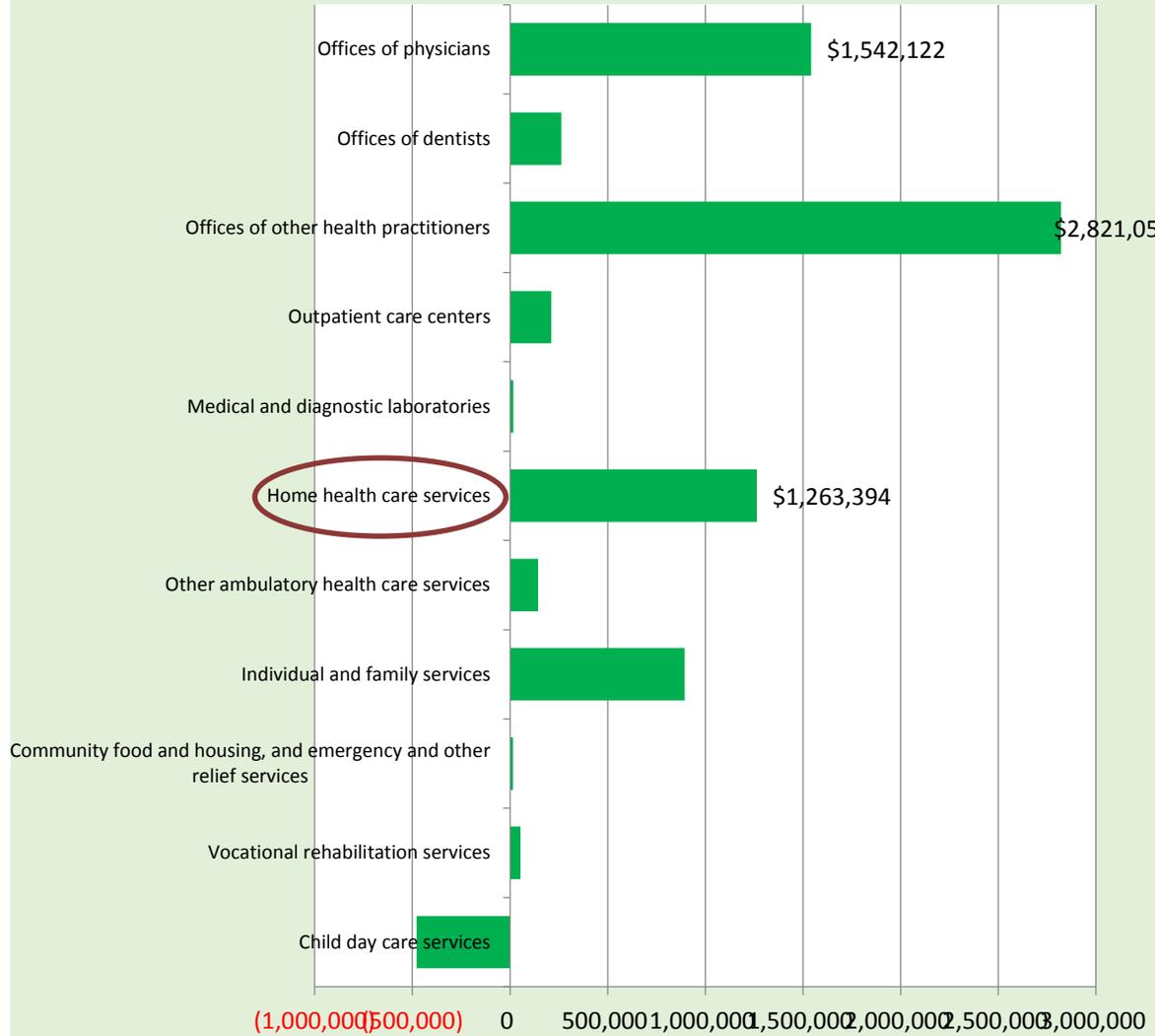


WA Nonemployer Receipts Change: 2010 to 2015 (\$1,000)



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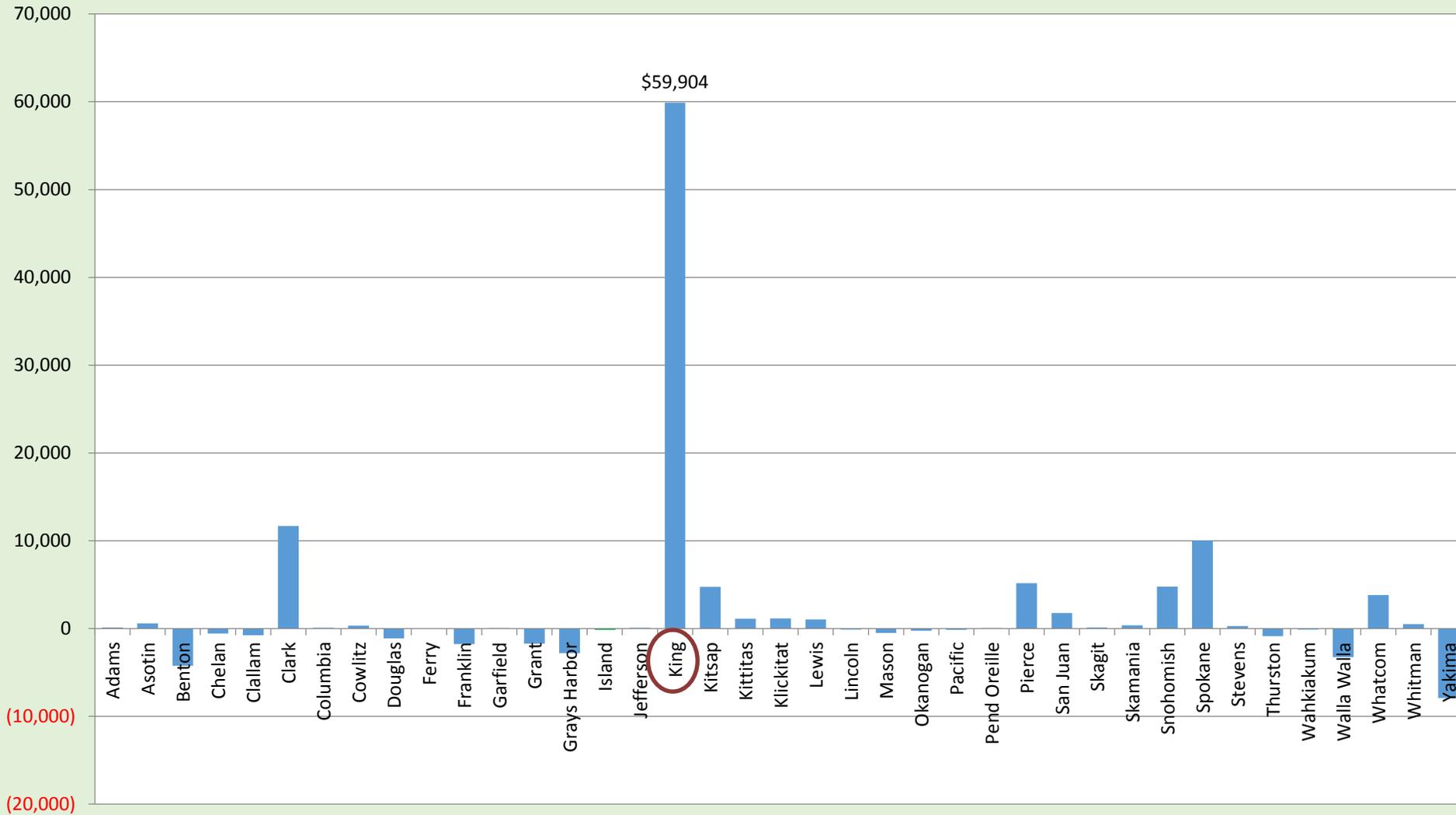
U.S. Nonemployer Healthcare Receipts Change: 2010 to 2015 (\$1,000)



WA Nonemployer Healthcare Receipts Change: 2010 to 2015 (\$1,000)

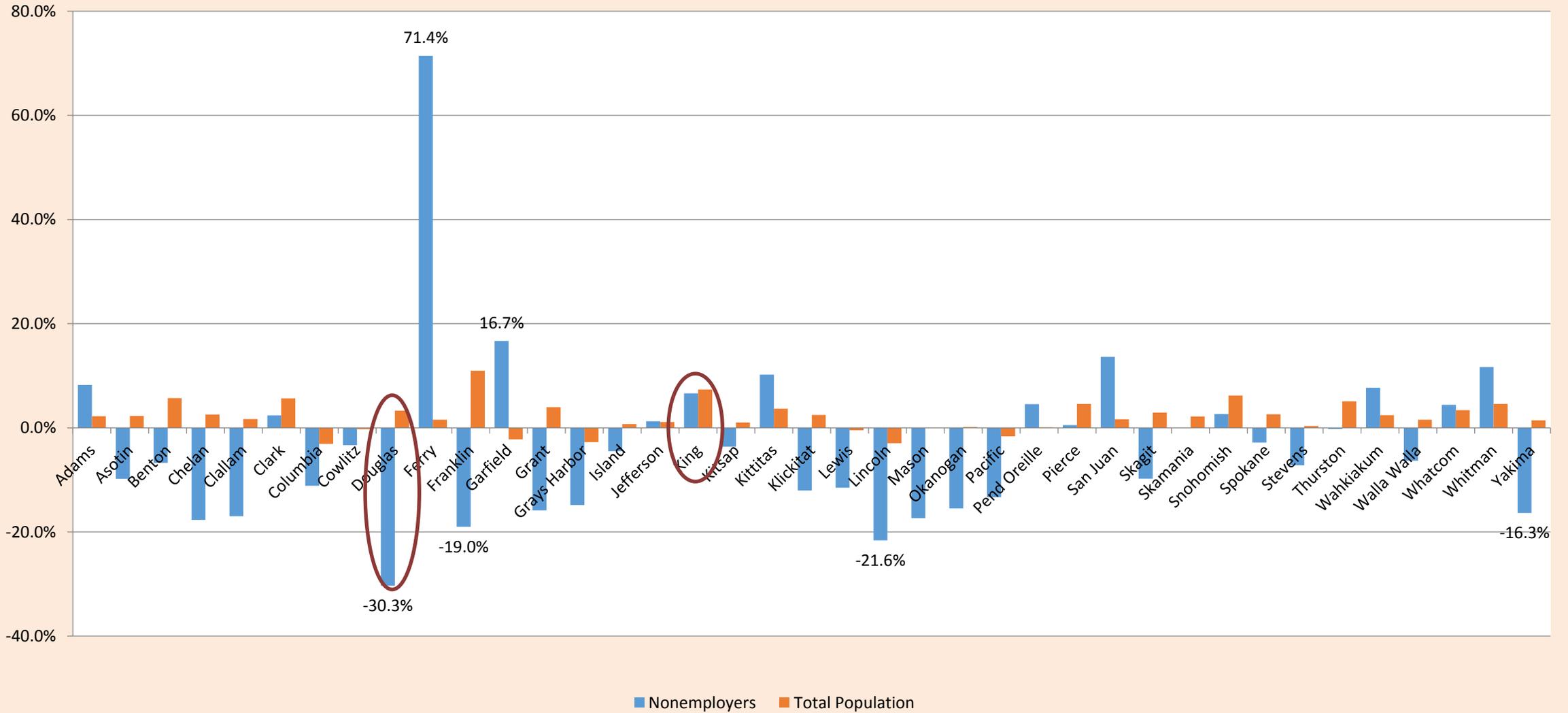


**WA Healthcare Nonemployer Receipts by County Change: 2010 to 2015
(\$1,000)**



NOTE:
Similar pattern also for # Establishments change (King County up 737 between 2010 and 2015)

WA Healthcare Nonemployer Establishments and Population Percent Change by County: 2010 to 2015



Where did all this great data come from, and how can we help ensure it's high quality?

- Promote usage of the data from our ongoing **Monthly, Quarterly, and Annual** businesses surveys
- Promote response to these same surveys, including the baseline/benchmark **Economic Census**

Response Promotion

The collage features several promotional elements:

- Top:** A banner with the text "LOOKING SO AMAZING" and "ON MY NEXT VACATION" above a photo of a family on a beach.
- Middle Left:** A laptop displaying a data dashboard.
- Middle Right:** A social media post from the U.S. Census Bureau with the text: "WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS? CENSUS DATA CAN TELL YOU IF THE TIME IS RIGHT. The Economic Census. See how it all adds up. The Economic Census provides data on every U.S. industry and geography - statistics that can help you grow your business. That's why your response is not only important to us, but also to you." It includes a "Like Page" button and social media icons.
- Bottom Left:** A "Messaging" section with a red header and a list of "TALKING POINTS" for the Economic Census.
- Bottom Right:** A report cover titled "DATA FROM THE NATION'S BUSINESSES" and "ONE VALUABLE RESOURCE FOR YOUR BUSINESS".

About the 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 next Economic Census will be conducted in the second quarter of 2018. 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
- 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
 - New data on **retail health clinics** and on **management practices** of health care service providers



Economic Census Response

- Program launches in May 2018
 - Official letters mailed with web address and unique company code to access online survey
 - Deadline for response is June 12, 2018
- Respondents will be 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
 - Online response requirement, new reporting instrument for businesses with multiple locations, change in data collection timeframe
- Help will be available online and via telephone
- Informational website to launch in March



Communications to Organizations

Three dates to remember: “9-8-7”

April						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

April 9th

Communications Campaign launches. Organizations asked to distribute advance information to membership – “Economic Census is Coming in early May” with “How to Prepare” kit.

May						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 8th

Official letters with online access codes are arriving at respondent businesses. Organizations asked to distribute “Arrival” email with invitation to “How to Respond” Webinar held week of May 14th.

June						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June 7th

Organizations asked to distribute “Due Date Reminder” email to membership and additional communications in advance of Economic Census response deadline – June 12th



- Communications materials to inform membership will be available for download online in February
- All information and materials will be available at: www.census.gov/EconomicCensus

Summary

- Census economic data can help you better understand local economies and national industries
 - What are we **good at**? (And what can we do to keep promoting this?)
 - What do we **need some help with**? (And what can we do to be better?)
 - **Employer** businesses are key, but **Nonemployers** can also be an important part of the economic development landscape
- Helping us promote **response** to our programs helps ensure the high quality of the data that you need

Economic Programs Webinar Series

- Next webinar scheduled for **April 17th**
- Will cover the various types of data available from the Census Bureau on “Employment”
 - **Employment** data collected from **businesses** in our **Economic Programs**
 - **Industry, Occupation, and worker characteristics** data collected from **Households** in the **American Community Survey**
 - **Labor force** data published in our **Local Employment Dynamics** program
- Learn more at <https://www.census.gov/data/training-workshops.html>

U.S. Census Bureau Presents... The 2018 Economic Programs Webinar Series



Interested in learning about the wide range of economic data and resources you can get from the Census Bureau? If you answered yes, then this webinar series is for you!

You will have the opportunity to learn about the types of data related to different topics and subject areas. Each session will demonstrate the value of our data through real life scenarios and plain language guidance. We will share on how you can access this information and why it's important for you. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities. Here are the topics:

TOPIC:	SESSION DATE:
Healthcare	March 15, 2018
Employment	April 17, 2018
Government	May 24, 2018
Construction	June 20, 2018
Professional/Scientific	August 2, 2018
Hidden Gems	September 12, 2018

SAVE THE DATE: All webinars are **FREE** and start 2:00pm EST

No registration required – Log in details will be provided 24-48 hours prior to the event

For more information about the Economic Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov

Q & A and Thank You!

Contact Me At:
andrew.w.hait@census.gov
301-763-6747

To schedule additional training with a Census Data
Dissemination Specialist in your area, please call:

844-Ask-Data

Or email us at:

census.askdata@census.gov



Reference Materials

Census Programs with Related Health Care Information

- *Public Sector* programs
 - Government revenue, expenditures, and other stats; plus data on gov owned and operated businesses
- *Current Population Survey*
- *Survey of Income and Program Participation*
 - Health care insurance coverage and programs
- *Construction Spending* economic indicator
 - Spending on health care-related buildings and structures
- *International Trade* program
 - Imports and exports data on health care-related materials and equipment

North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

NAICS Structure - 20 Sectors

11	Agriculture, Forestry, Fishing and Hunting		53	Real Estate and Rental and Leasing	
21	Mining, Quarrying, and Oil and Gas Extraction		54	Professional, Scientific, and Technical Services	
22	Utilities		55	Management of Companies and Enterprises	
23	Construction		56	Administrative and Support and Waste Management and Remediation Services	
31-33	Manufacturing		61	Educational Services	
42	Wholesale Trade		62	Health Care and Social Assistance	
44-45	Retail Trade		71	Arts, Entertainment, and Recreation	
48-49	Transportation and Warehousing		72	Accommodation and Food Services	
51	Information		81	Other Services (except Public Administration)	
52	Finance and Insurance		92	Public Administration	

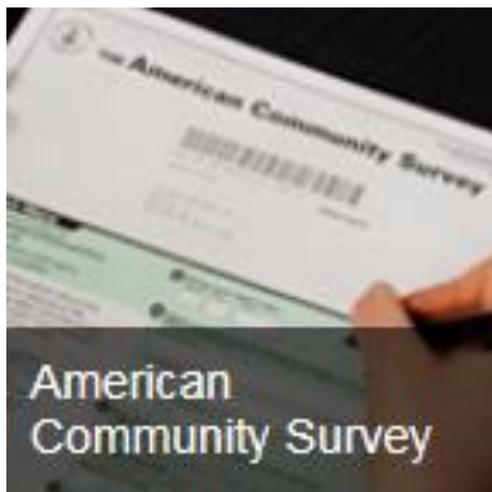
NAICS Hierarchy

Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations



American Community Survey

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



- The American Community Survey (ACS) is a nationwide ongoing survey designed to provide communities with reliable and timely demographic, social, economic, and housing data for congressional districts, counties, places, and other localities each year
 - Public officials, planners, and entrepreneurs use this information to assess the past and plan the future.
 - It has an annual sample size of about 3.5 million addresses across the United States and Puerto Rico and includes both housing units and group quarters (e.g., nursing homes and prisons)
 - The large sample size and extensive demographic detail of the ACS allows for a more in-depth analysis on small geographies than may be possible with other national surveys

American Community Survey

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

- The ACS provides information on workers in approximately 260 industry classifications
- In addition to industry data, the ACS captures over 500 reported occupation classifications

**INDUSTRY BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER
2016 American Community Survey 1-Year Estimates**

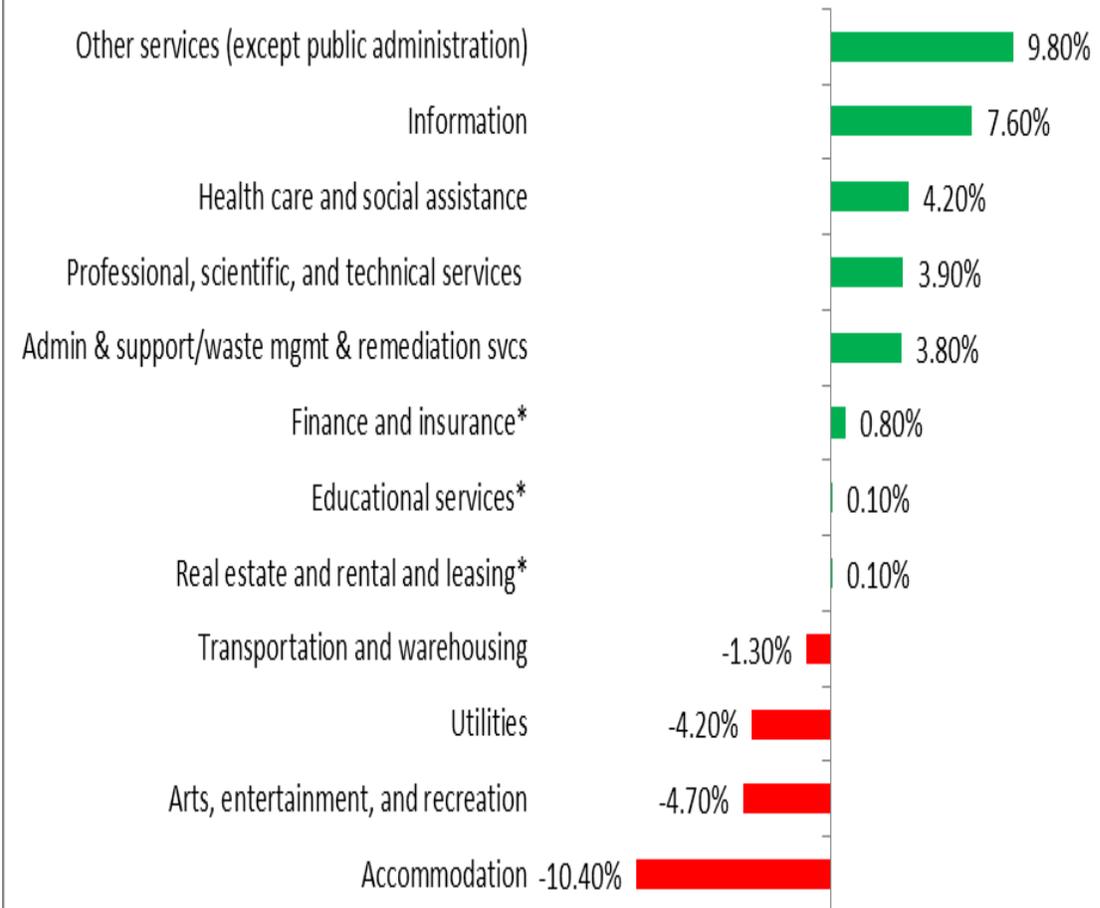
Subject	United States											
	Total		Management, business, science, and arts occupations		Service occupations		Sales and office occupations		Natural resources, construction, and maintenance occupations		Production, transportation, and material moving occupations	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Civilian employed population 16 years and over	152,571,041	+/-138,252	37.6%	+/-0.1	18.1%	+/-0.1	23.3%	+/-0.1	8.8%	+/-0.1	12.2%	+/-0.1
Agriculture, forestry, fishing and hunting, and mining	2,649,407	+/-27,240	33.6%	+/-0.5	3.4%	+/-0.2	5.9%	+/-0.2	48.0%	+/-0.5	9.2%	+/-0.3
Construction	9,810,128	+/-53,269	17.5%	+/-0.2	0.6%	+/-0.1	6.3%	+/-0.1	71.1%	+/-0.2	4.5%	+/-0.1
Manufacturing	15,422,475	+/-66,996	30.0%	+/-0.2	1.8%	+/-0.1	12.8%	+/-0.1	6.2%	+/-0.1	49.2%	+/-0.2
Wholesale trade	4,044,274	+/-36,964	19.8%	+/-0.3	1.3%	+/-0.1	51.8%	+/-0.4	5.1%	+/-0.2	22.0%	+/-0.4
Retail trade	17,480,899	+/-73,657	11.6%	+/-0.1	4.5%	+/-0.1	68.9%	+/-0.2	3.8%	+/-0.1	11.3%	+/-0.1
Transportation and warehousing, and utilities	7,951,089	+/-48,868	14.5%	+/-0.3	2.5%	+/-0.1	22.7%	+/-0.3	8.3%	+/-0.2	52.0%	+/-0.3
Information	3,155,753	+/-34,101	56.9%	+/-0.5	3.0%	+/-0.2	28.0%	+/-0.5	8.9%	+/-0.3	3.1%	+/-0.2
Finance and insurance, and real estate and rental and leasing	10,048,036	+/-53,513	47.5%	+/-0.3	3.9%	+/-0.1	44.5%	+/-0.3	2.3%	+/-0.1	1.8%	+/-0.1
Professional, scientific, and management, and administrative and waste management services	17,402,906	+/-64,772	55.6%	+/-0.2	18.8%	+/-0.2	18.1%	+/-0.1	2.4%	+/-0.1	5.1%	+/-0.1
Educational services, and health care and social assistance	35,060,601	+/-111,871	63.9%	+/-0.2	22.0%	+/-0.1	11.4%	+/-0.1	0.8%	+/-0.1	1.8%	+/-0.1
Arts, entertainment, and recreation, and accommodation and food services	15,027,387	+/-69,489	18.3%	+/-0.2	63.4%	+/-0.2	13.6%	+/-0.2	1.1%	+/-0.1	3.5%	+/-0.1
Other services, except public administration	7,523,500	+/-48,004	22.9%	+/-0.3	38.9%	+/-0.3	13.1%	+/-0.2	15.0%	+/-0.3	10.1%	+/-0.2
Public administration	6,994,586	+/-48,332	42.5%	+/-0.3	31.4%	+/-0.3	19.9%	+/-0.3	3.8%	+/-0.1	2.4%	+/-0.1

Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates

QSS: Background

- Measuring Service Industries
 - Began in 2004
 - Quarterly
 - Revenue
 - Source of Revenue
 - Expenses (non-profit)
 - Hospitals inpatient days and discharges
 - Select industries are seasonally adjusted
- Sample Characteristics
 - Reselected every 5 to 7 years
 - 19,000 Businesses
 - Sub-sample of the Service Annual Survey

How Revenue By Sector Changed from Q3 to Q4 in 2014

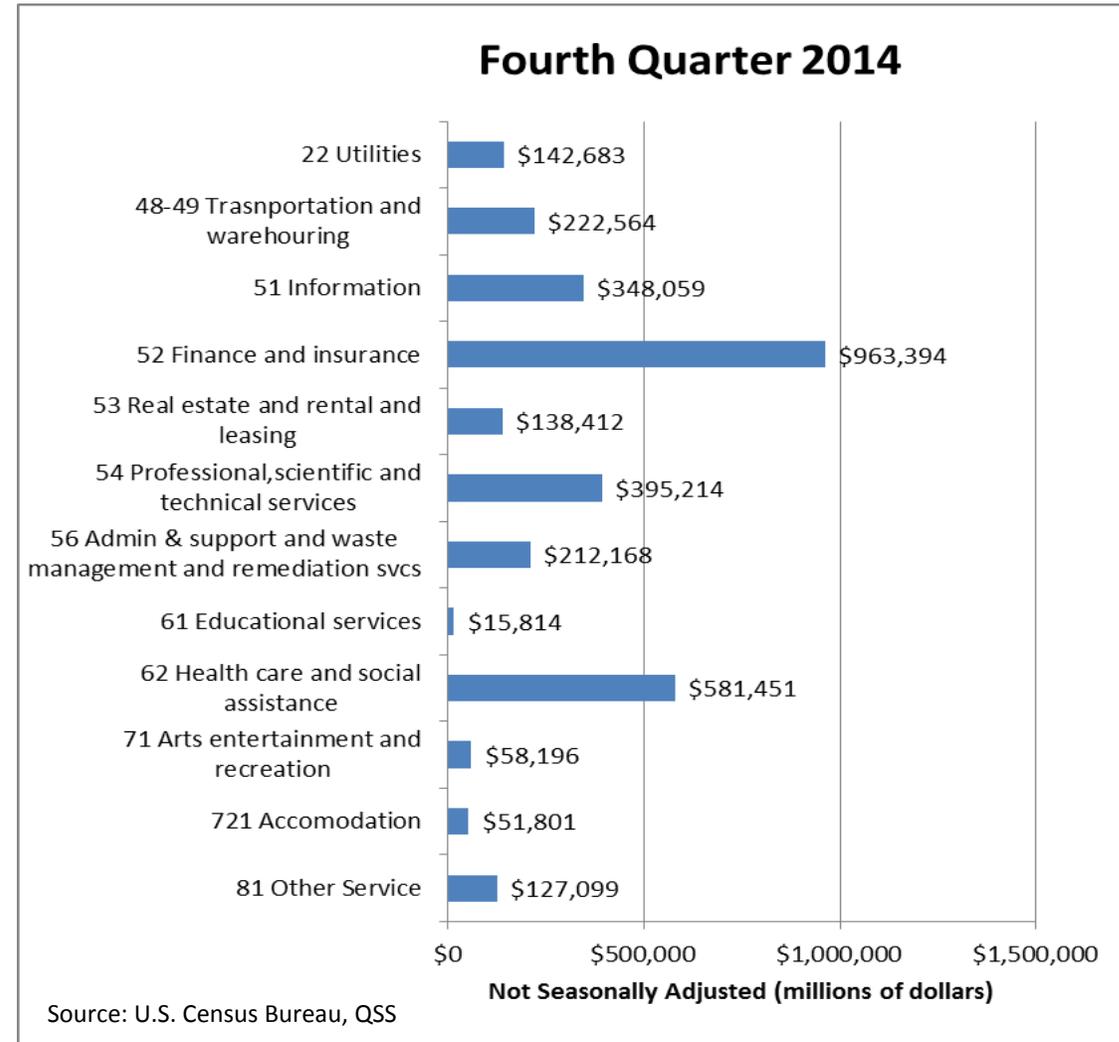


*The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

Source: U.S. Census Bureau, QSS

QSS: Growing Importance

- Services make up over 50% of GDP, prior to QSS only annual data were available
 - Initially - covered 3 sectors
 - Currently - covering 12 sectors
- GDP-by-Industry
 - Added in April 2014
- Medicare & Medicaid
 - National Health Expenditures projections



Longitudinal Employer-Household Dynamics (LEHD)

<https://lehd.ces.census.gov/>

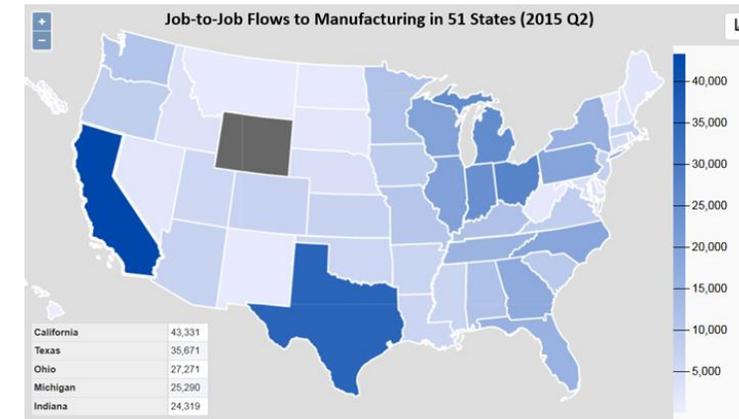
The LEHD data provide unique linked employer-employee data for the United States

- LEHD data may be used to research and characterize workforce dynamics for the **manufacturing** industry
- Data products include
 - Job-to-Job Flows (J2J)
 - The Quarterly Workforce Indicators (QWI) and
 - LEHD Origin-Destination Employment Statistics (LODES) data
- Connects administrative records with census and survey data to produce **new** public-use data products as well as microdata for research
- Accesses state data through the Local Employment Dynamics (LED) Partnership - a cooperative partnership with states and DC, PR, and USVI
- States provided data:
 - Unemployment Insurance (jobs/workers)
 - Quarterly Census of Employment and Wages (firms)

Longitudinal Employer-Household Dynamics (LEHD)

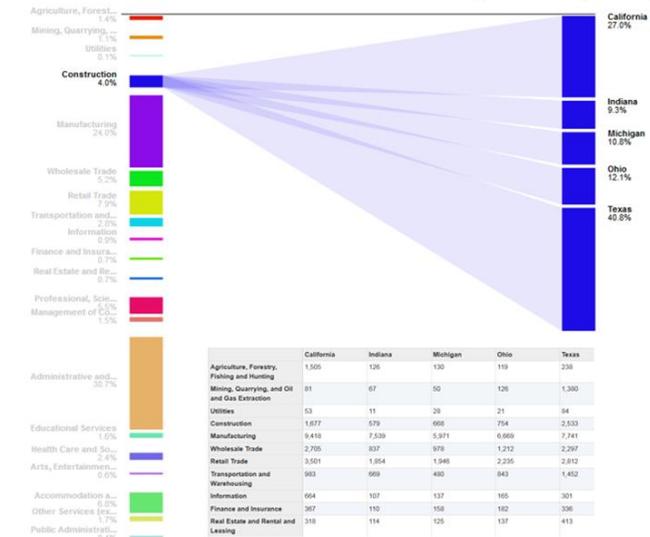
<https://lehd.ces.census.gov/>

- The Job-to-Job Flows (J2J) data trace worker reallocation through industries, geographic labor markets, and to/from periods of nonemployment
- J2J can answer questions such as:
 - What industries are hiring newly separated manufacturing workers?
 - What states are hiring out-of-state workers into jobs in manufacturing?
 - How have these trends changed over time?



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD), Job-to-Job Flows

Job-to-Job Flows from 20 Industries to Manufacturing in 5 States (2015 Q2)



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD), Job-to-Job Flows

Longitudinal Employer-Household Dynamics (LEHD)

<https://lehd.ces.census.gov/>

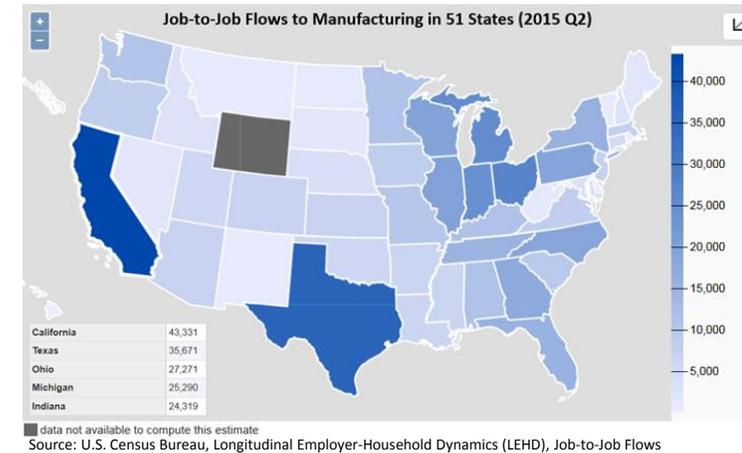
The LEHD data provide unique linked employer-employee data for the United States

- LEHD data may be used to research and characterize workforce dynamics for the **manufacturing** industry
- Data products include
 - Job-to-Job Flows (J2J)
 - The Quarterly Workforce Indicators (QWI) and
 - LEHD Origin-Destination Employment Statistics (LODES) data
- Connects administrative records with census and survey data to produce **new** public-use data products as well as microdata for research
- Accesses state data through the Local Employment Dynamics (LED) Partnership - a cooperative partnership with states and DC, PR, and USVI
- States provided data:
 - Unemployment Insurance (jobs/workers)
 - Quarterly Census of Employment and Wages (firms)

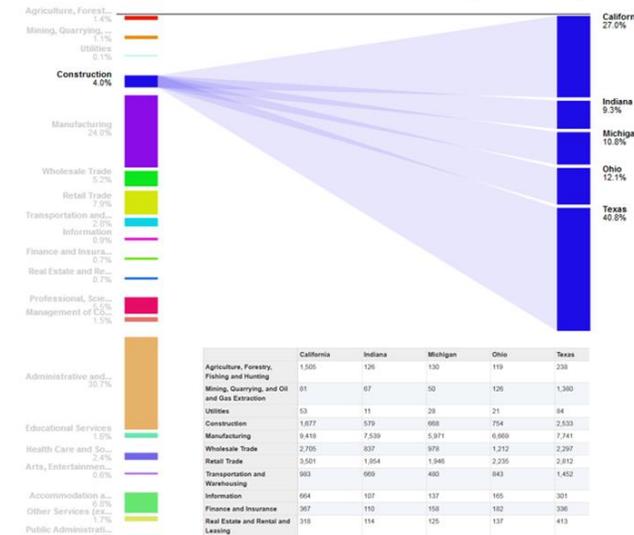
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- The Job-to-Job Flows (J2J) data trace worker reallocation through industries, geographic labor markets, and to/from periods of nonemployment
- J2J can answer questions such as:
 - What industries are hiring newly separated manufacturing workers?
 - What states are hiring out-of-state workers into jobs in manufacturing?
 - How have these trends changed over time?



Job-to-Job Flows from 20 Industries to Manufacturing in 5 States (2015 Q2)



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD), Job-to-Job Flows