

2018 Economic Programs Webinar Series: Webinar #2 – Employment

Exploring Census Bureau Employment Data

April 17, 2018

Presenters: Lynda Lee and Earlene Dowell



Economic Programs Webinar Series

- Monthly webinars on key topics
- Follow real-life use cases
- 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

- Focus on the Census Bureau data available for Employment in the U.S.
- Related data also available from other federal and state agencies
- Our use case: Exploring changing diversity of Minnesota's workforce by industry and geography

“Diversity in Greater Minnesota” by Cameron Macht, Regional Analysis & Outreach Manager, Department of Employment and Economic Development of Minnesota

https://mn.gov/deed/assets/dec-2015-TRENDS-Cameron_tcm1045-202488.pdf

TABLE 2

Number and Percentage of Jobs Held by Workers by Race or Origin, 2014

Race or Origin Category	Twin Cities		Greater Minnesota	
	Number	Percent	Number	Percent
Total, All Jobs	1,654,055	100.0%	1,058,227	100.0%
White Alone	1,408,957	85.2%	997,559	94.3%
Black or African American	116,891	7.1%	19,498	1.8%
American Indian or Alaska Native	10,941	0.7%	14,306	1.4%
Asian or Other Pacific Islander	91,197	5.5%	16,320	1.5%
Two or More Races	26,070	1.6%	10,549	1.0%
Hispanic or Latino Origin	69,289	4.2%	35,131	3.3%

Source: U.S. Census Bureau, LEHD, Quarterly Workforce Indicators

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

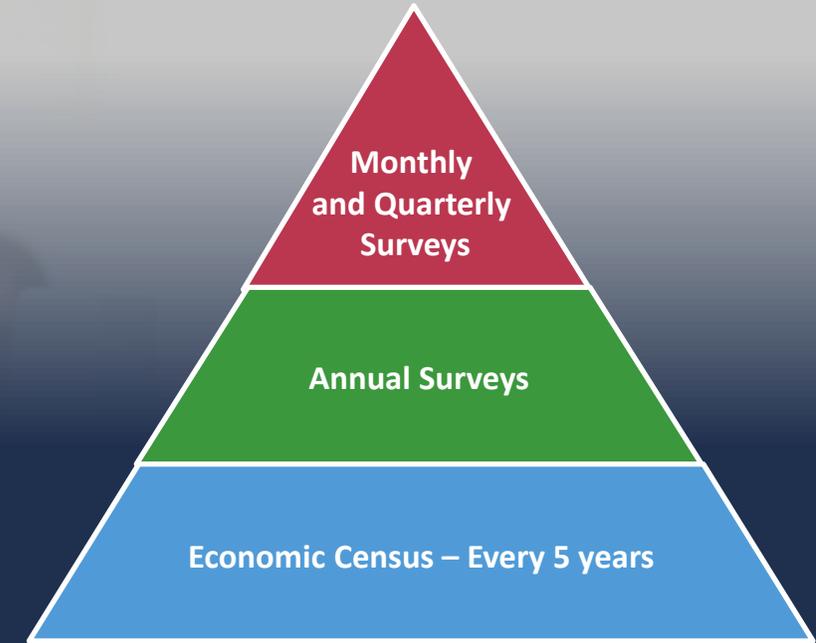
Economic Census
Every 5 years

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
 - Non-employers: Self-employed individuals
- U.S. Code [Title 13 and 26](#)
 - Protects business privacy and confidentiality



What do we typically think of when we talk about business employment?

- The workers in businesses
 - Employer businesses
 - Nonemployer businesses (self-employed)
- The residents in an area and what type of businesses they work for
 - Labor force status
 - Primary job vs other jobs(?)
 - Industry & Occupation
- The connection between where people live and where they work

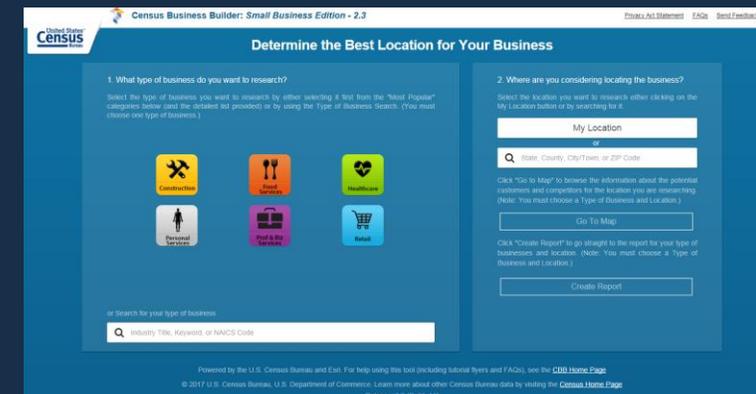
How many people work at businesses physically located in Minnesota and in the Twin Cities?

- Use the data from the *County Business Patterns* program
 - 2-digit (sector) thru 6-digit (US Industry) NAICS codes for all sectors
 - # of employment, annual payroll, and first quarter payroll
 - Nation, states, metropolitan areas, counties, and ZIP Codes
 - Annual data thru 2015
- Key data tools: *American FactFinder* and *Census Business Builder*

Census Data Tools



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

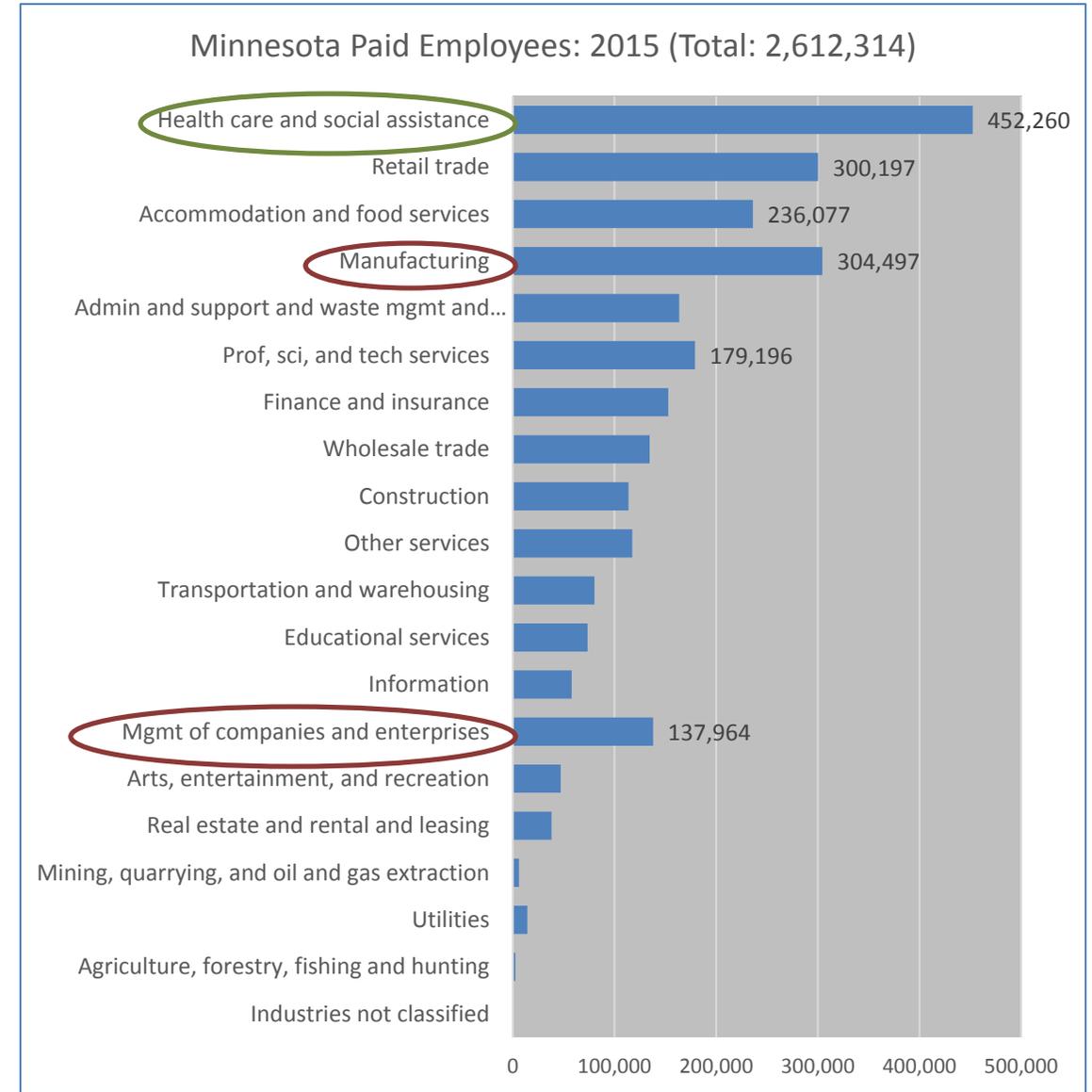
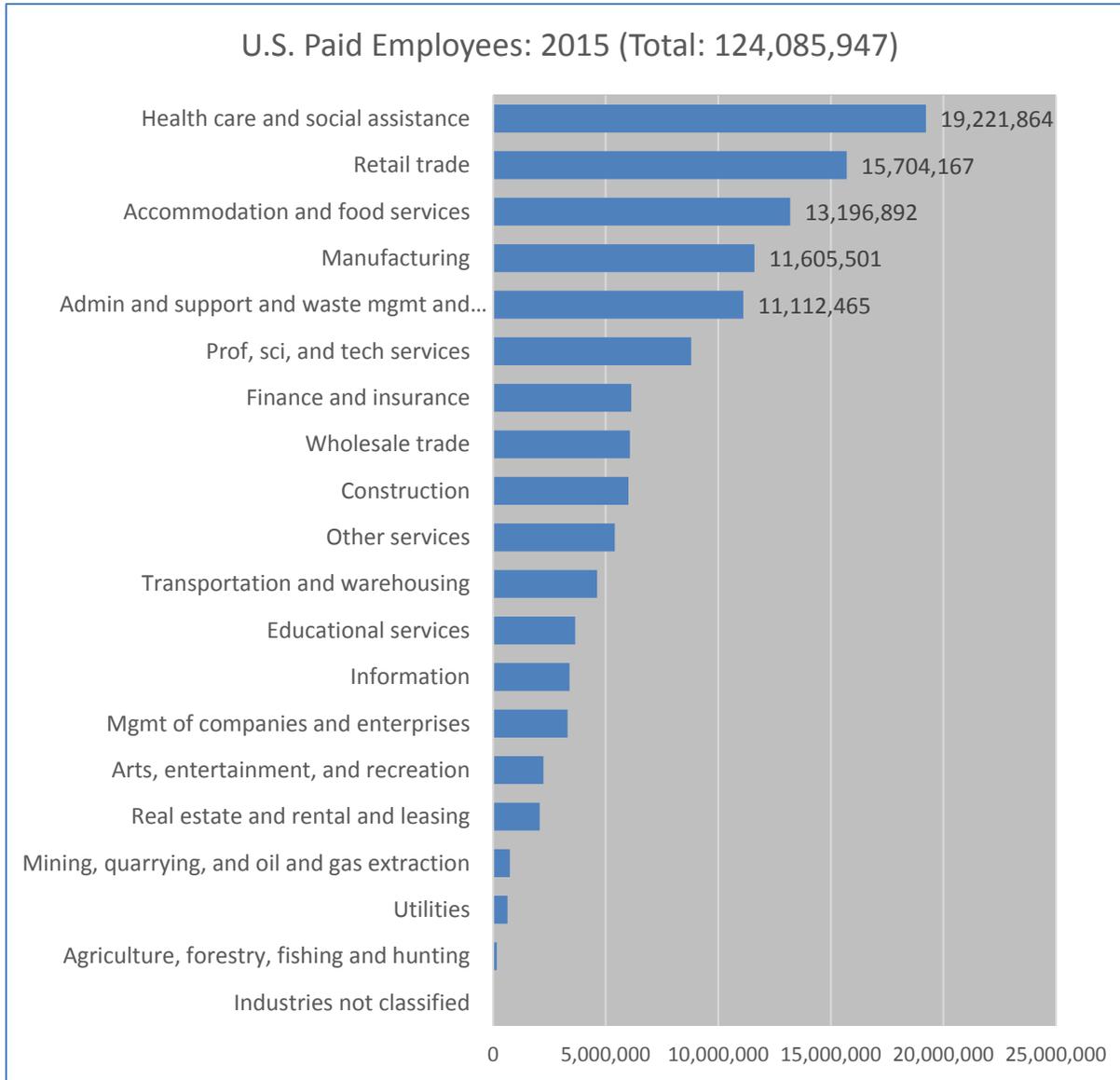


Census Business Builder
<https://www.census.gov/data/data-tools/cbb.html>

Key Census Business Employment Data Features

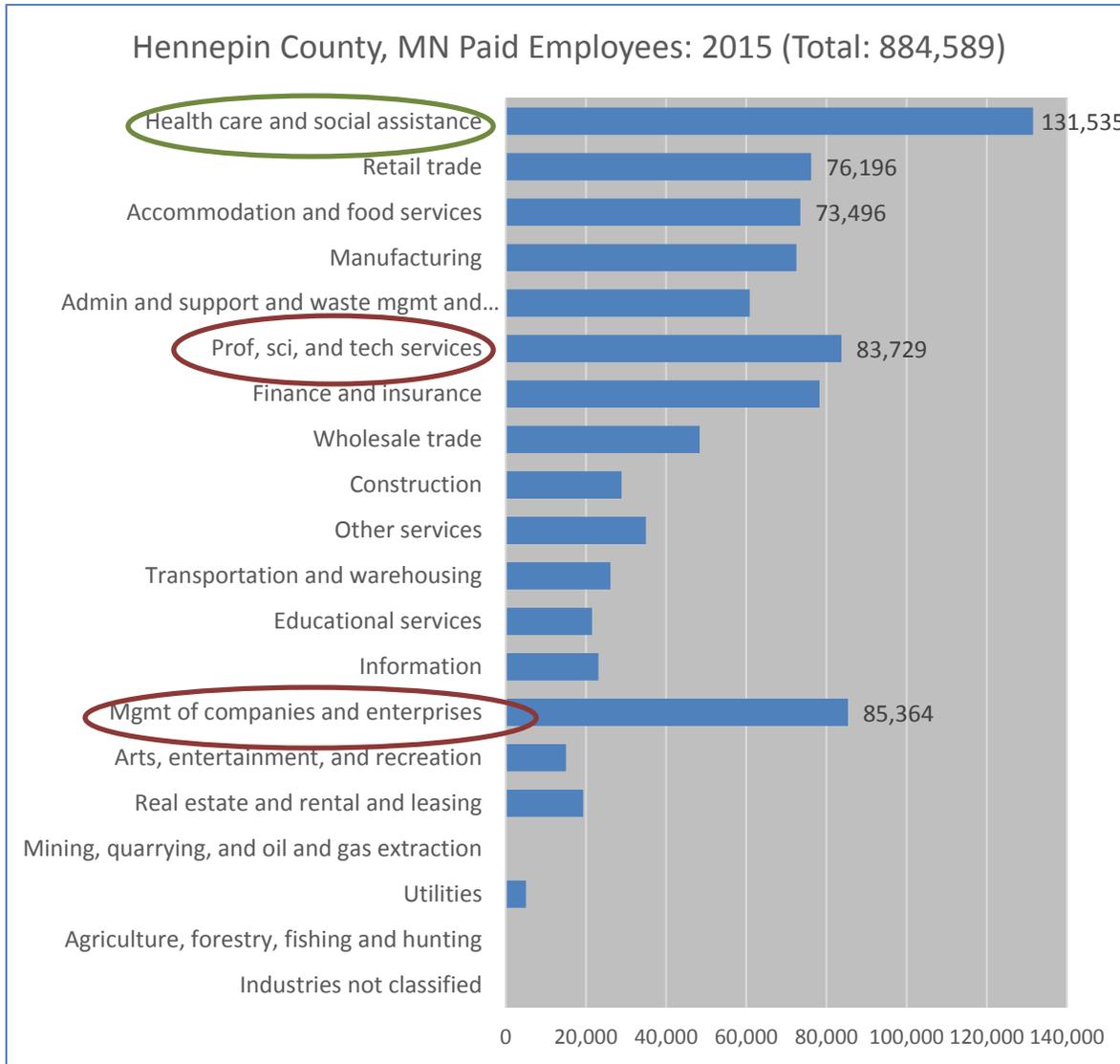
- Most programs cover employees of **Employer Business only**
 - Nonemployer Statistics covers self-employed; Survey of Business Owners covers both
- Government owned/operated businesses **excluded** from most programs
 - Plus other selected exclusions
- Business data is based on where the **business** is **physically located**
 - Not where worker lives
- Employment data counts **each worker** no matter how many jobs they have
 - A single worker could be counted 2+ times
- No distinction between **full-time** vs. **part-time**
 - No adjustment made to Full Time Equivalent
- **Employment** typically shown (breakout of Production vs. Other for some industries)
- Employment data broken out by 2- thru 6-digit NAICS code
 - This presentation will focus on 2-digit NAICS sectors, but could drill down to full detail

Number of Paid Employees by Sector

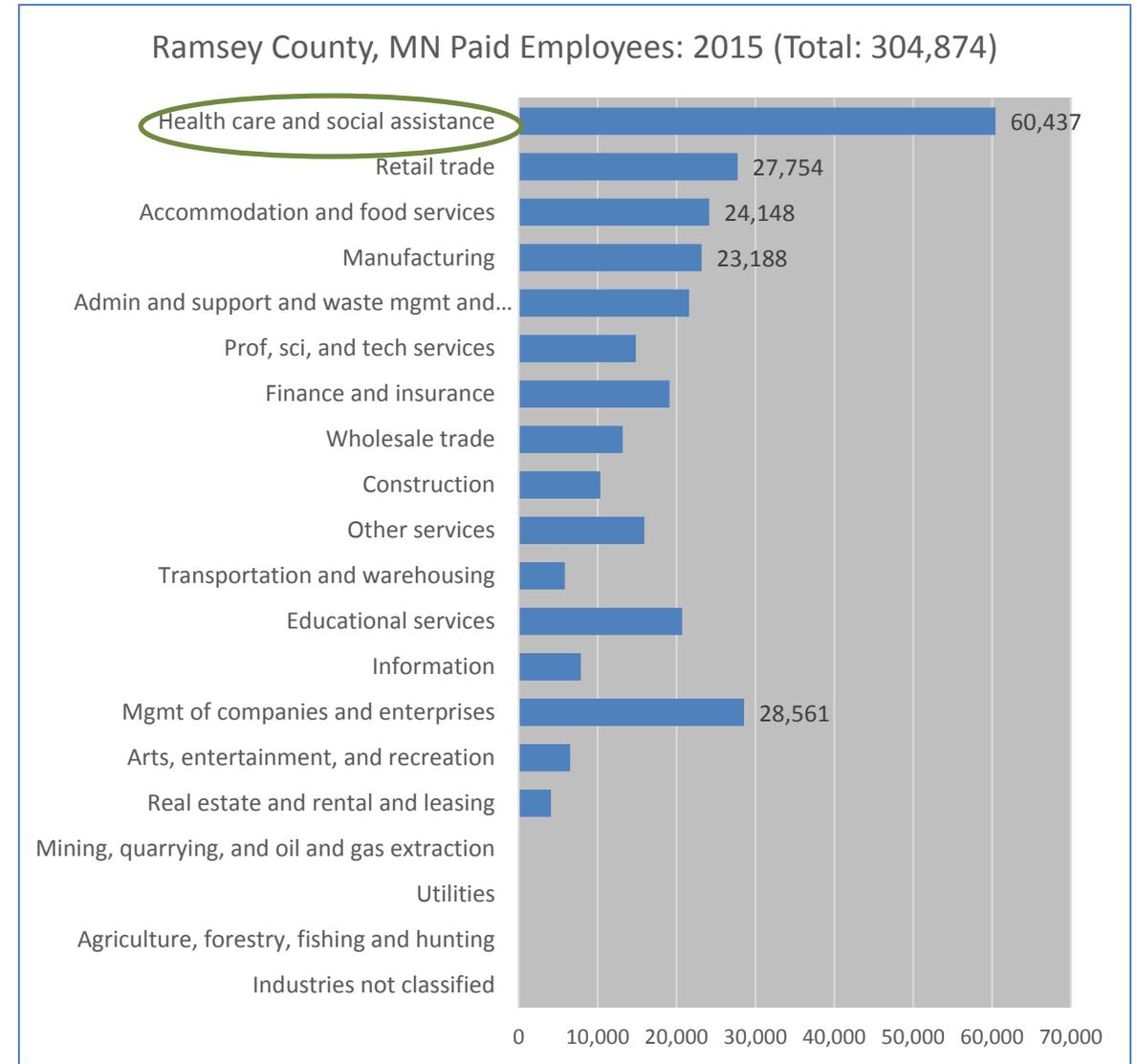


(in thousands)

Number of Employees by Sector by County

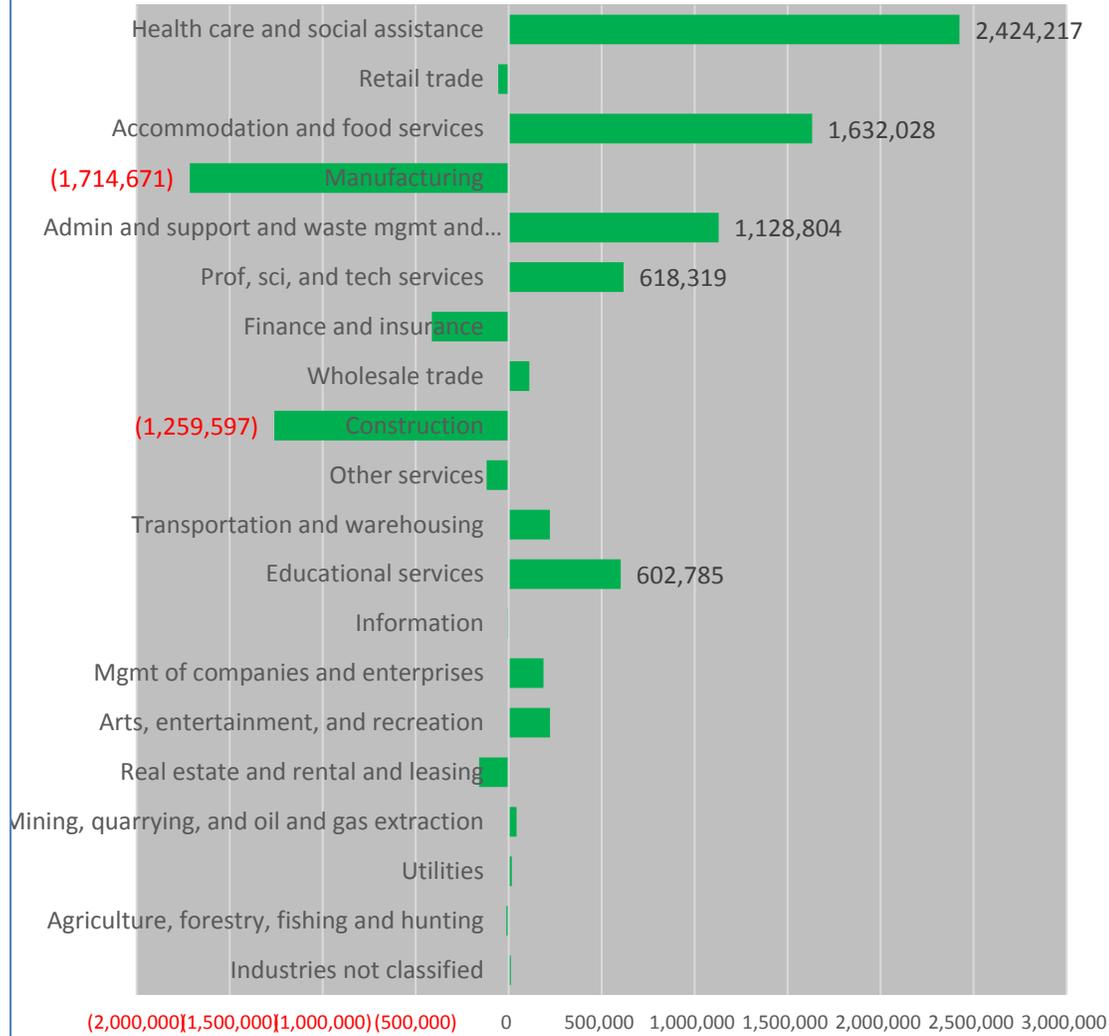


(Hennepin County – Minneapolis)



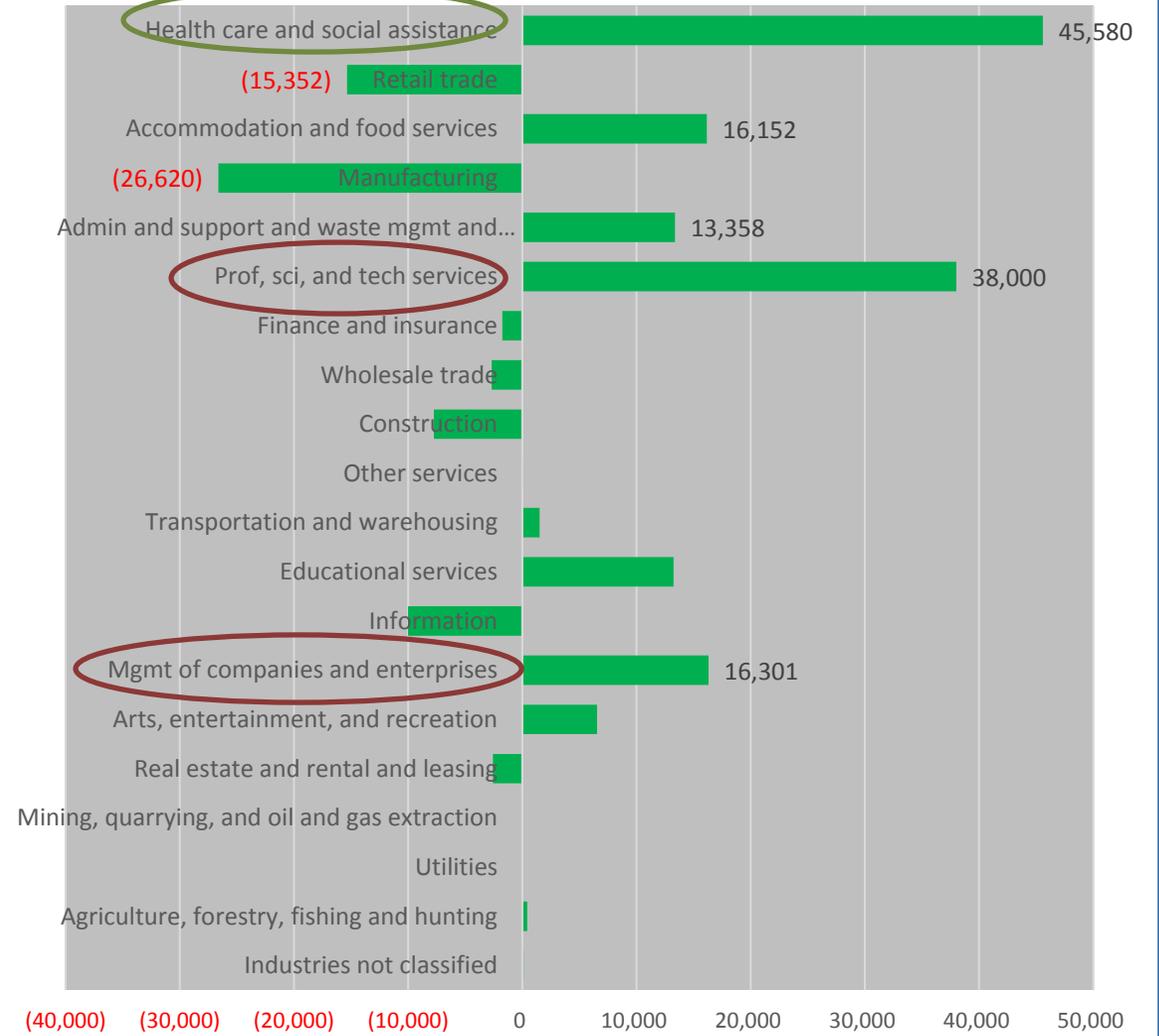
(Ramsey County – St. Paul)

U.S. Paid Employment Change: 2007 to 2015 (Increase by 3.5 million or 2.81%)



(in thousands)

Minnesota Paid Employment Change: 2007 to 2015 (Increase by 86,414 or 3.31%)



(in thousands)

Additional Employment Data from the *Economic Census*

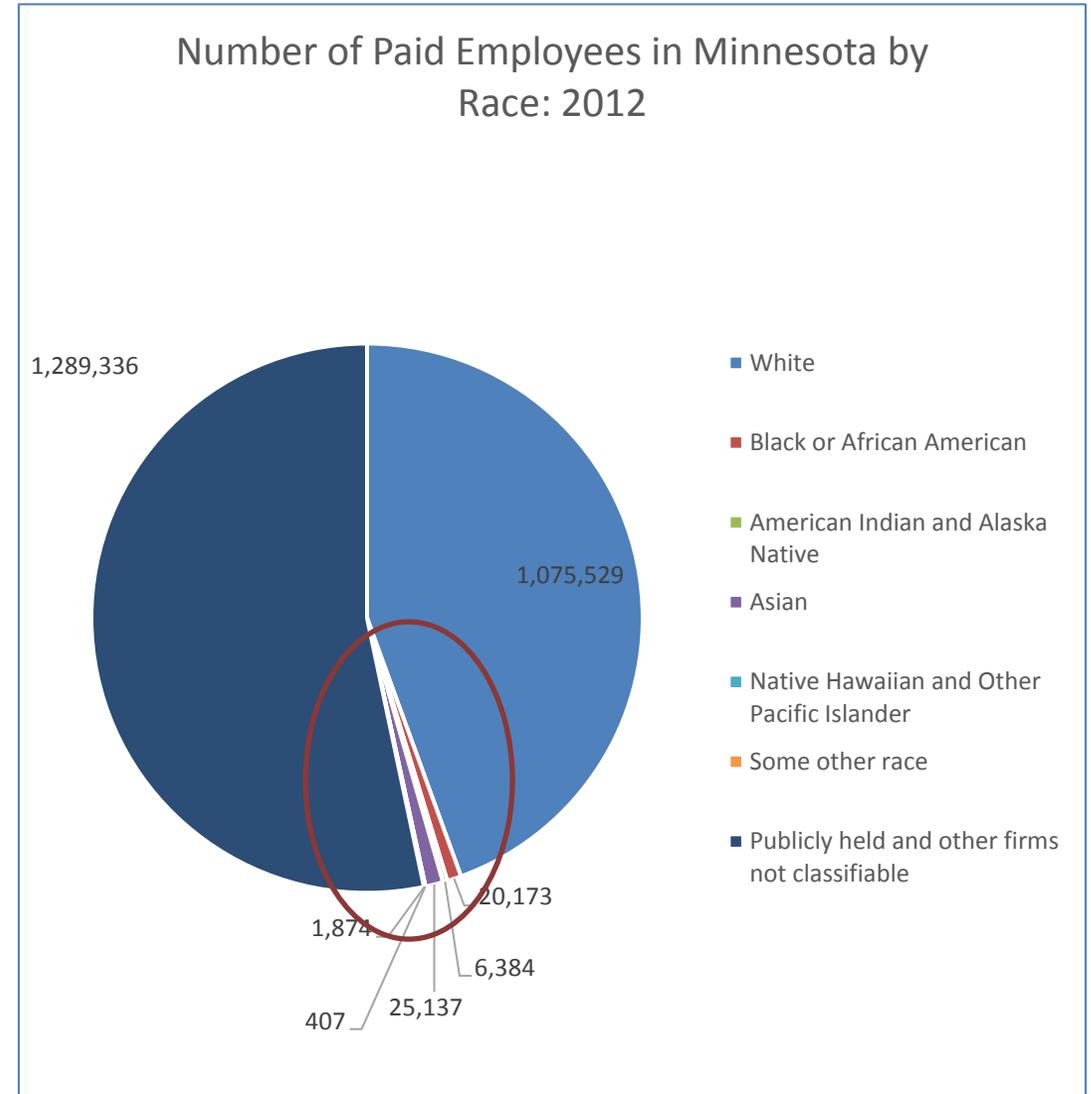
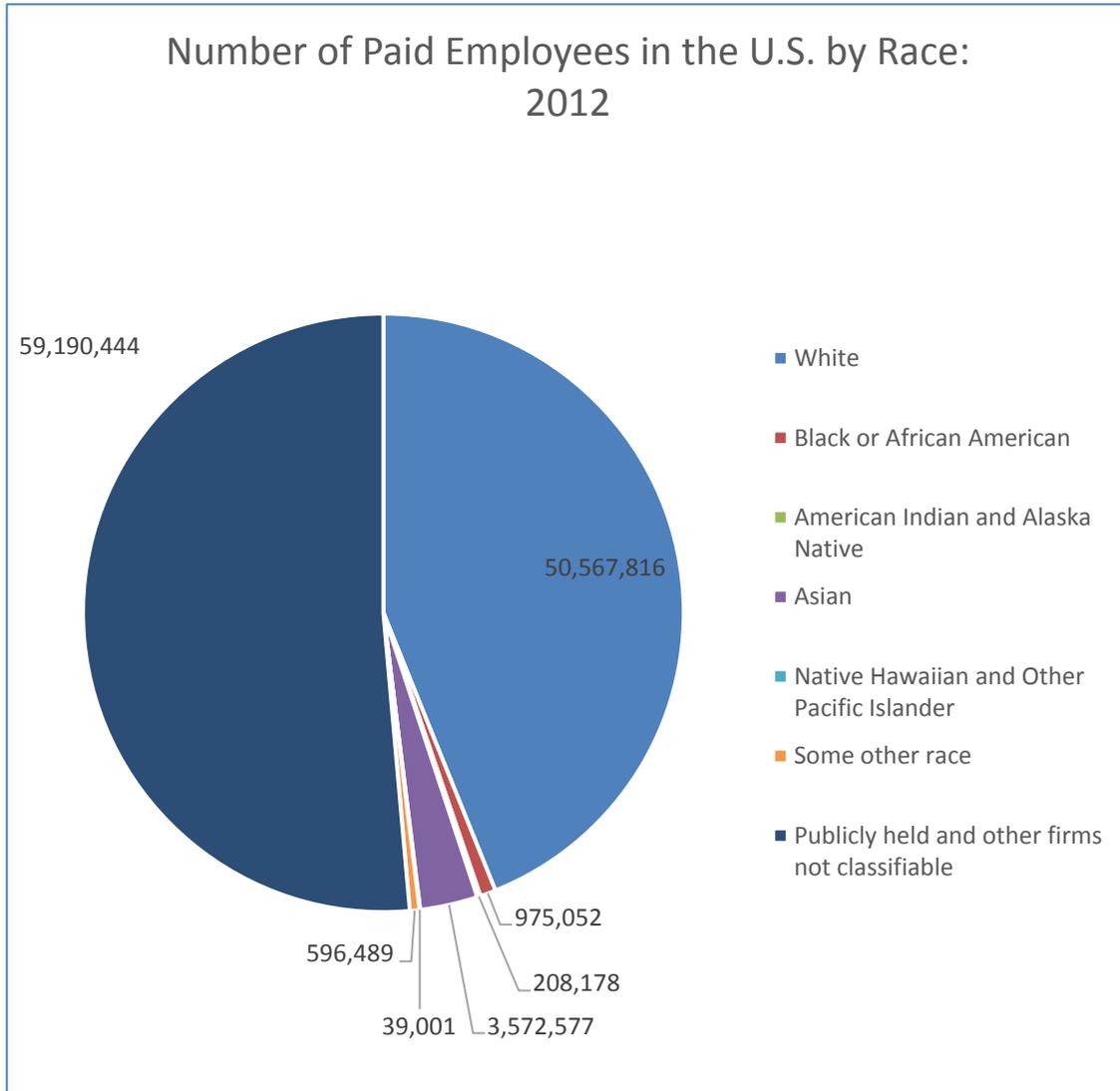
- Nation, states, counties, metropolitan areas, and economic places
- For selected sectors, data also on production workers, other workers, and hours worked
- Data by business size, class of customer, franchise status, and other dimensions

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Year	Percent estimated	Number of establishments	Establishments with 20 employees or more	Number of employees	Annual payroll (\$1,000)	Production workers avg per year	Production workers hours (1,000)	Production workers, nonleased employees wages (\$1,000)	Value added (\$1,000)	Total cost of materials (\$1,000)	Total value of shipments (\$1,000)	Total capital expenditures (new and used) (\$1,000)
Alabama	31-33	Manufacturing	2007	1	4,928	1,751	271,908	11,351,619	208,804	427,792	7,706,426	43,137,817	70,178,736	112,858,843	3,281,629
Alaska	31-33	Manufacturing	2007	1	544	123	13,298	489,541	10,959	24,487	346,448	2,275,607	6,069,588	8,204,030	237,627
Arizona	31-33	Manufacturing	2007	1	5,074	1,382	172,438	8,774,306	105,594	210,985	3,966,515	32,435,899	25,910,695	57,977,827	1,769,809
Arkansas	31-33	Manufacturing	2007	1	3,088	1,001	184,568	6,518,393	147,428	292,842	4,573,425	24,805,373	35,984,988	60,735,582	1,411,069
California	31-33	Manufacturing	2007	1	44,296	12,387	1,448,485	71,247,252	916,057	1,816,301	32,913,623	249,562,672	244,810,255	491,372,092	15,476,487
Colorado	31-33	Manufacturing	2007	2	5,288	1,155	137,880	6,789,674	91,012	184,545	3,595,184	24,068,597	22,536,790	46,331,953	1,419,809
Connecticut	31-33	Manufacturing	2007	2	4,924	1,564	190,790	10,345,092	116,550	235,846	5,019,653	34,919,720	23,672,467	58,404,898	1,638,343
Delaware	31-33	Manufacturing	2007	0	673	219	34,866	1,759,704	25,020	50,438	1,063,171	9,152,569	16,227,743	25,679,939	407,163
District of Columbia	31-33	Manufacturing	2007	2	137	20	2,015	80,775	1,240	2,324	48,028	201,624	130,970	332,844	13,004
Florida	31-33	Manufacturing	2007	1	14,324	3,041	355,386	15,227,231	231,515	460,244	7,775,506	55,686,388	49,353,188	104,832,907	3,666,810
Georgia	31-33	Manufacturing	2007	1	8,699	2,880	411,158	16,128,116	315,323	642,883	10,497,795	65,001,711	79,643,497	144,280,774	3,769,704
Hawaii	31-33	Manufacturing	2007	0	984	171	14,127	511,486	9,487	17,490	294,394	3,013,731	5,812,515	8,799,266	86,735
Idaho	31-33	Manufacturing	2007	0	1,942	464	64,778	2,829,426	48,705	97,450	1,816,477	9,203,793	9,010,854	18,010,976	939,191
Illinois	31-33	Manufacturing	2007	1	15,704	5,415	663,586	31,715,855	460,347	944,266	17,695,350	111,842,223	146,943,330	257,760,713	9,855,656
Indiana	31-33	Manufacturing	2007	0	9,015	3,591	536,907	24,474,736	400,629	809,250	16,023,487	105,188,368	118,865,764	221,877,814	6,294,787

Employment Data in the *Survey of Business Owners*

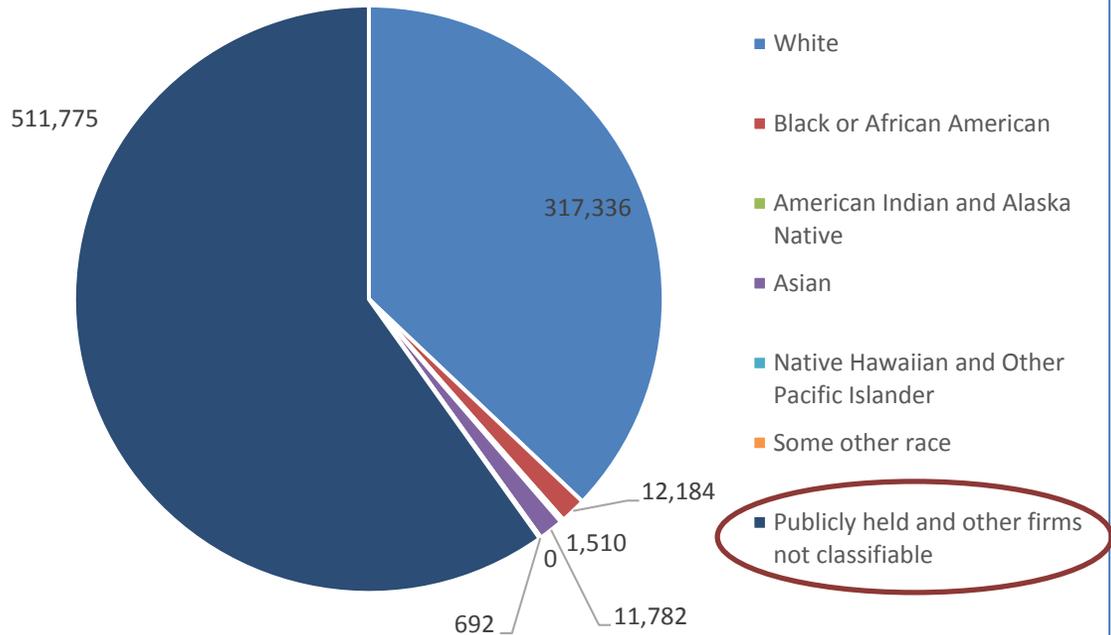
- Data published by characteristics of the business owner and the business
 - Race, ethnicity, gender, and veteran status of business owner
 - Home-based, family-owned, size
- 2- thru selected 6-digit NAICS breakouts
- Nation, state, metro areas, counties, and economic places

Number of Paid Employees by Race by Geography

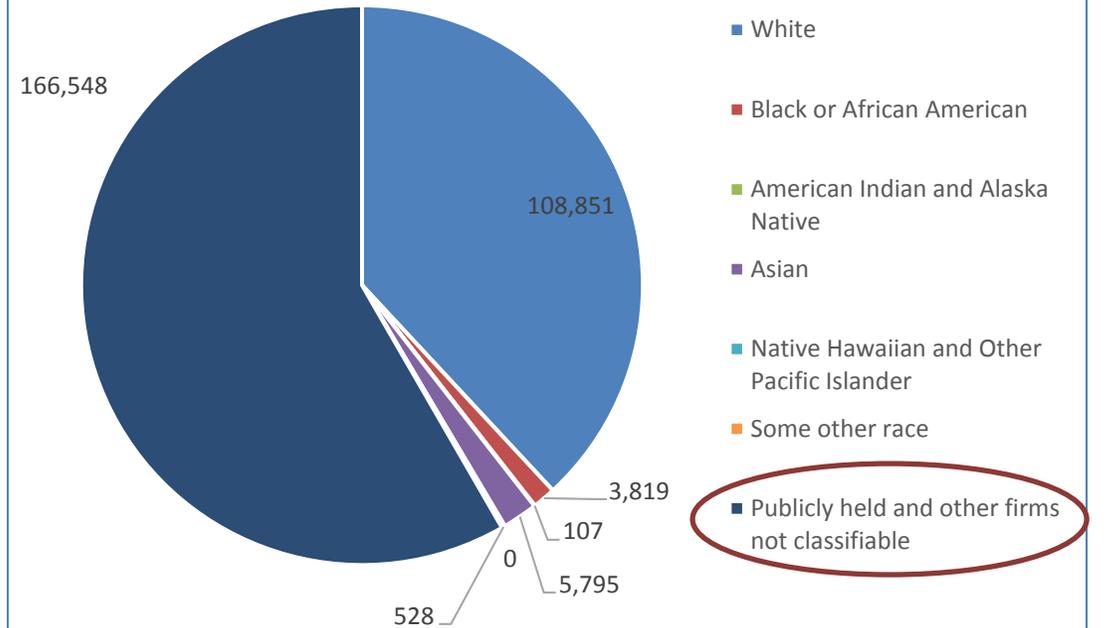


Number of Paid Employees by Race by County

Number of Paid Employees in Hennepin County, MN by Race: 2012



Number of Paid Employees in Ramsey County, MN by Race: 2012



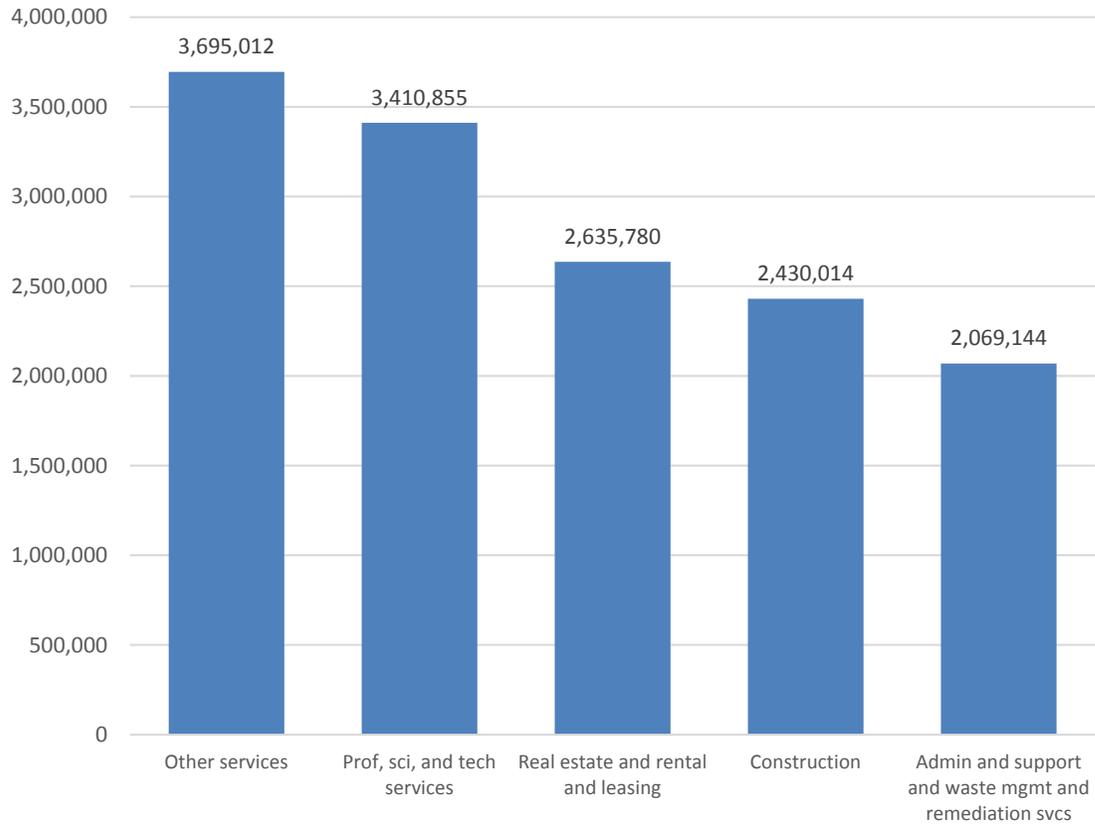
How many businesses report employment data in Minnesota and selected counties?

- Use the data on nonemployer businesses from **Nonemployer Statistics**
 - 2-digit (sector) thru 6-digit (US Industry) NAICS codes for all sectors
 - # **Establishments**, **Total Receipts**
 - Nation, states, metropolitan areas, and **counties**
 - **Annual data thru 2015**
- Key data tools: **American FactFinder** and **Census Business Builder**

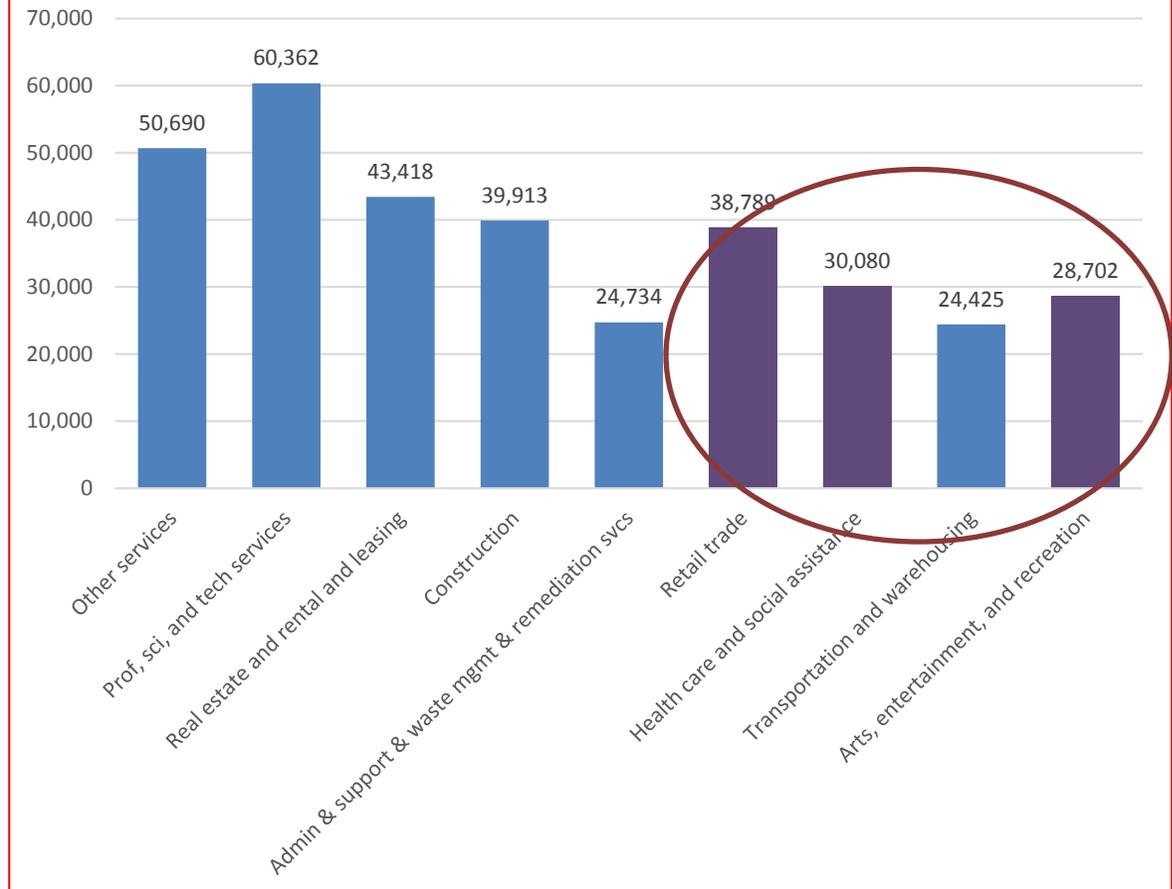
Census Data Tools

The image displays two screenshots of Census data tools. The top screenshot shows the American FactFinder website interface, featuring a navigation bar with options like 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. The bottom screenshot shows the Census Business Builder 'Small Business Edition - 2.3' interface, titled 'Determine the Best Location for Your Business'. It includes two main sections: '1. What type of business do you want to research?' with icons for Construction, Food & Beverage, Healthcare, Retail, and Professional Services; and '2. Where are you considering locating the business?' with a 'My Location' search field and a 'Go To Map' button. A search bar at the bottom allows users to search by industry type, keyword, or NAICS code.

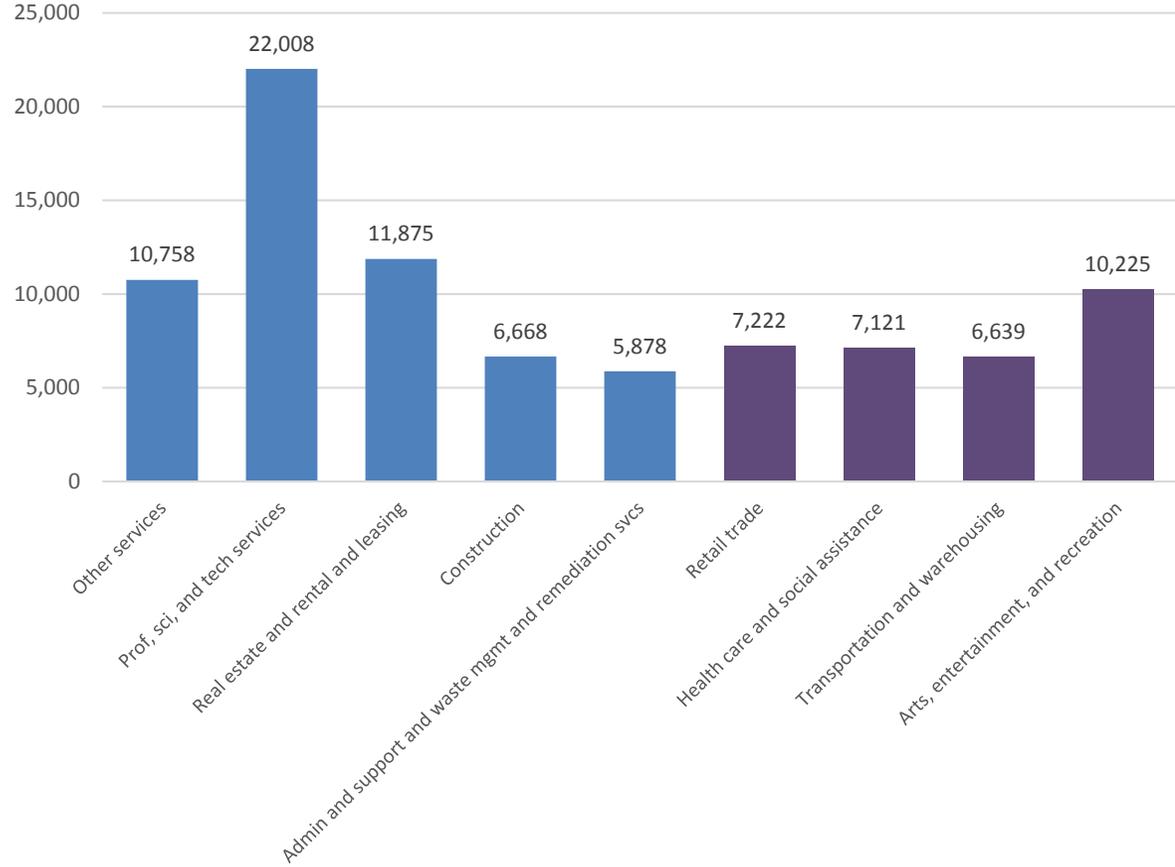
U.S. Nonemployer Establishments: 2015 (Total: 24,331,403)



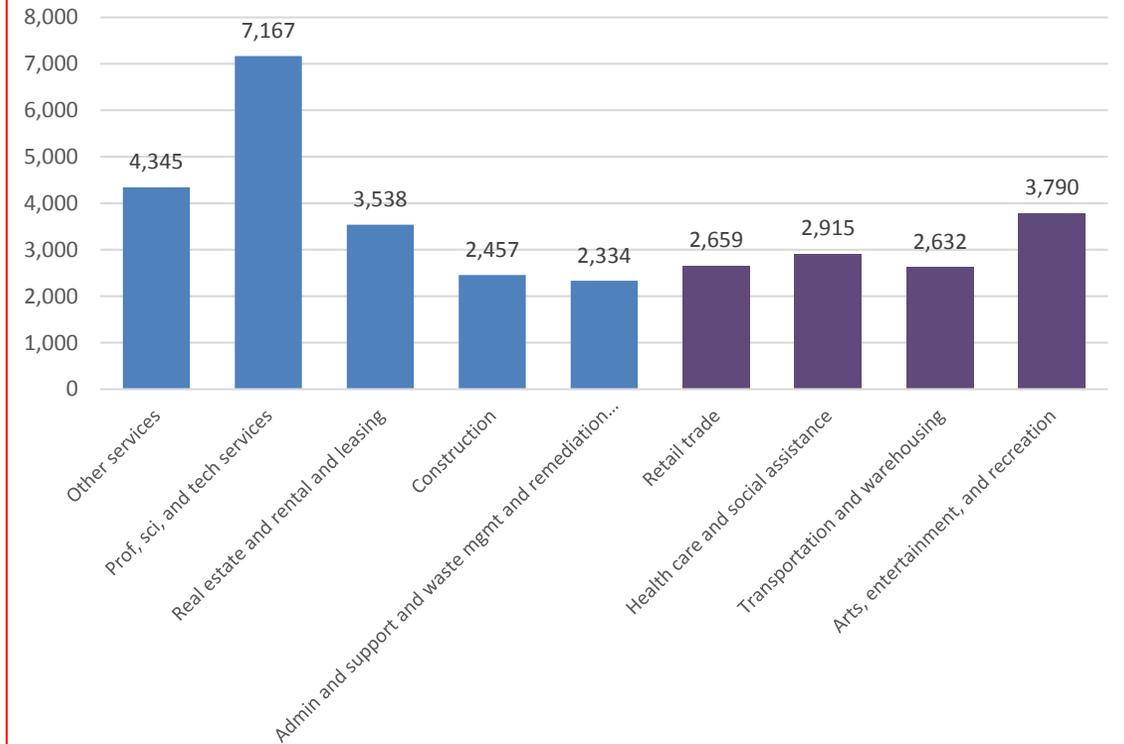
Minnesota Nonemployer Establishments: 2015 (Total: 397,378)



Hennepin County, MN Nonemployer Establishments: 2015
(Total: 103,278)



Ramsey County, MN Nonemployer Establishments: 2015
(Total: 37,078)



How many people live in MN and the Twin Cities and what type of businesses do they work for?

- Use the data from the *American Community Survey*
 - Employment status, weeks and hours worked, full-time/part-time and year-round/part-year status
 - Breakouts for many demographic and socio-economic groups
 - Nation, states, counties, places, metropolitan statistical areas (MSAs), tracts, and block groups.
- Key data tools: *American FactFinder* and the *ACS Home Page*

Census Data Tools



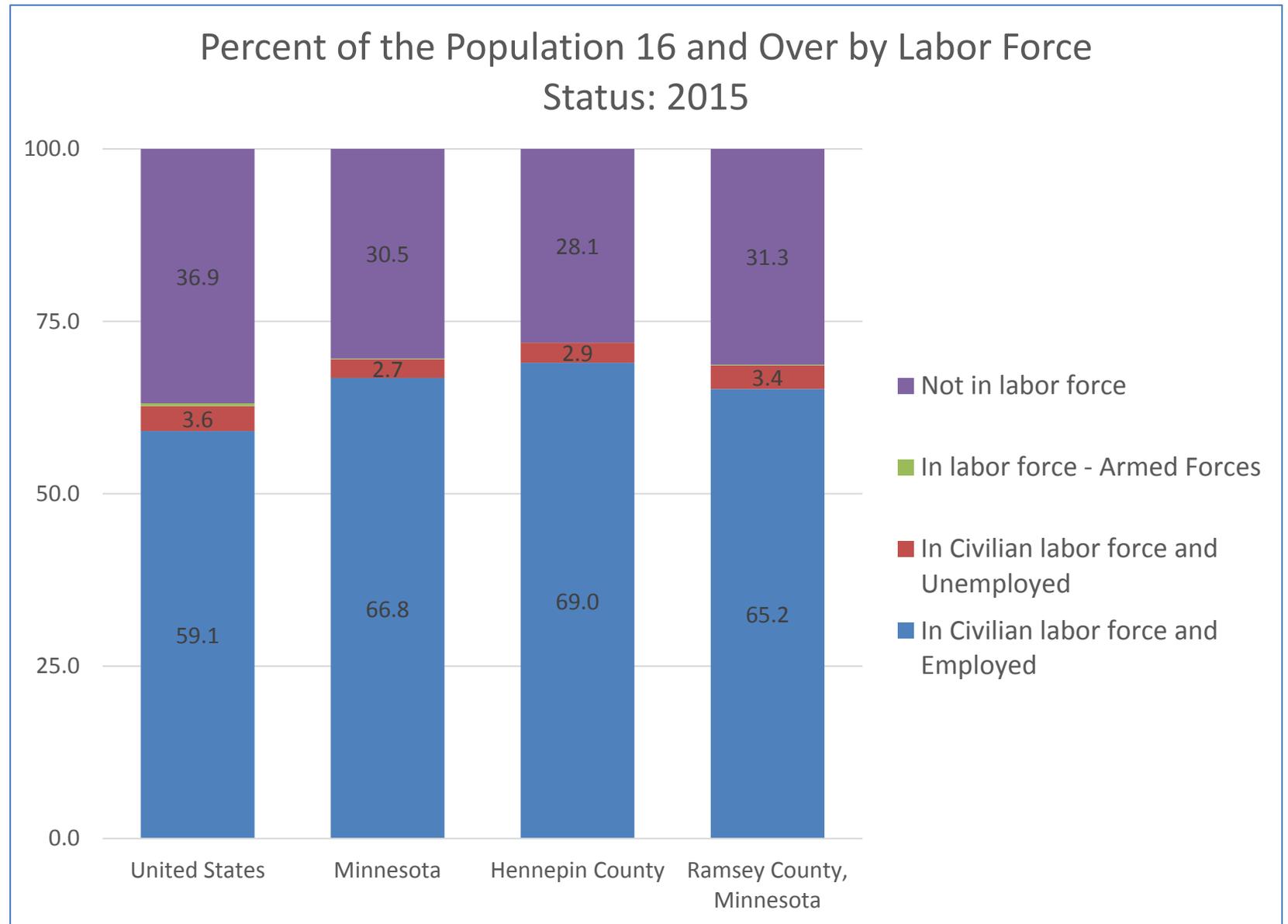
ACS Home Page:

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

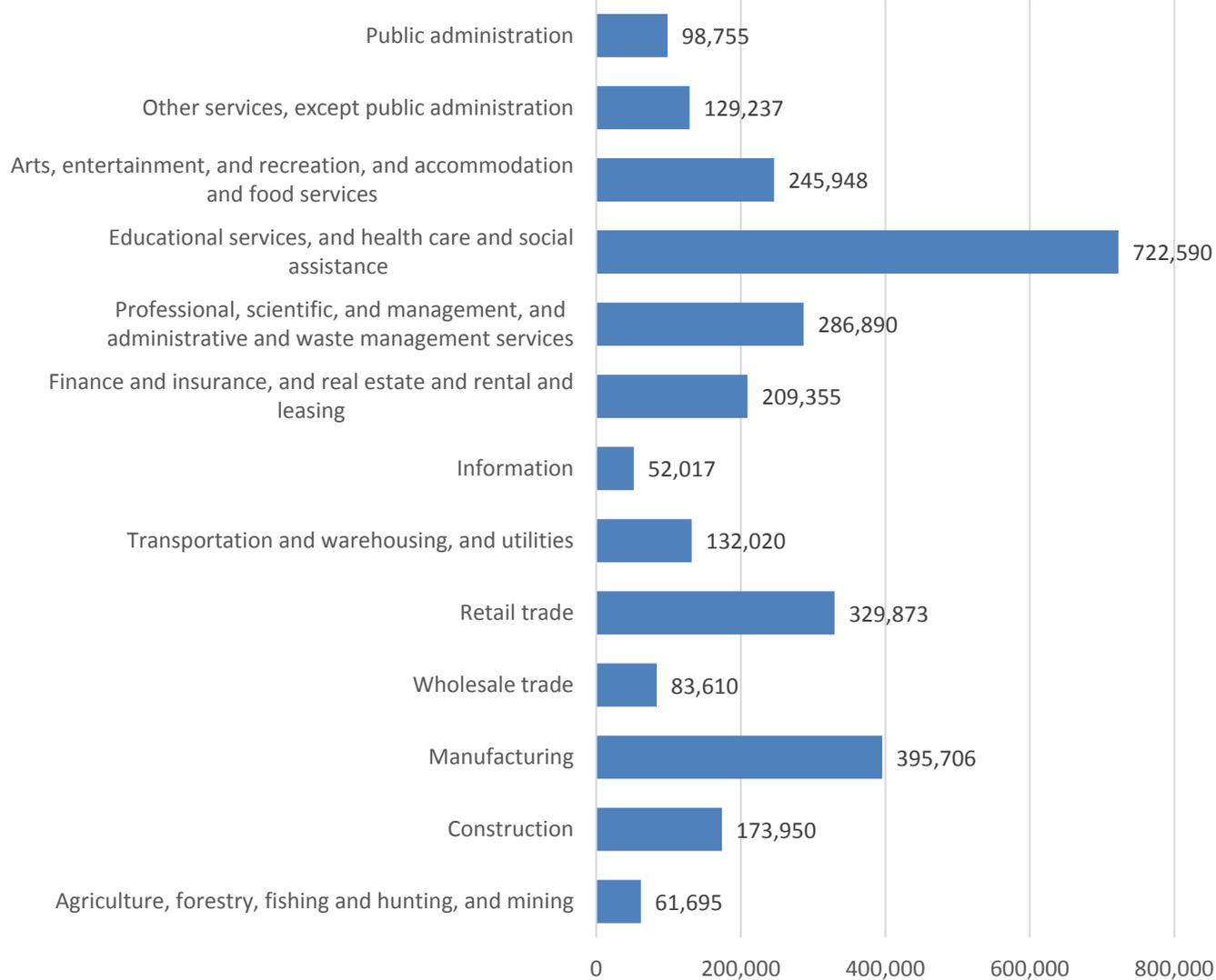
Key ACS Employment Data Features

- Covers employees of **Employer Business and Self-Employed**
- Government owned/operated businesses (and Governments) **included**
- Employment data is based on where the **worker lives**
 - Not where business is physically located
- Employment data counts **each worker only once** based upon primary job
- No distinction between **full-time** vs. **part-time**
 - No adjustment made to Full Time Equivalent
- Employment data broken out by **Occupation** and **other dimensions**
- Industry breakout **doesn't match NAICS**

- Total Population 16+
 - US: 257,950,721
 - MN: 4,375,523
 - Hennepin County: 987,947
 - Ramsey County: 428,148
- Total Population 16+ in the Labor Force
 - US: 162,892,043
 - MN: **3,040,524**
 - Hennepin County: 710,025
 - Ramsey County: 294,069
- Total “workers” in MN from Econ Programs: **3,009,692**



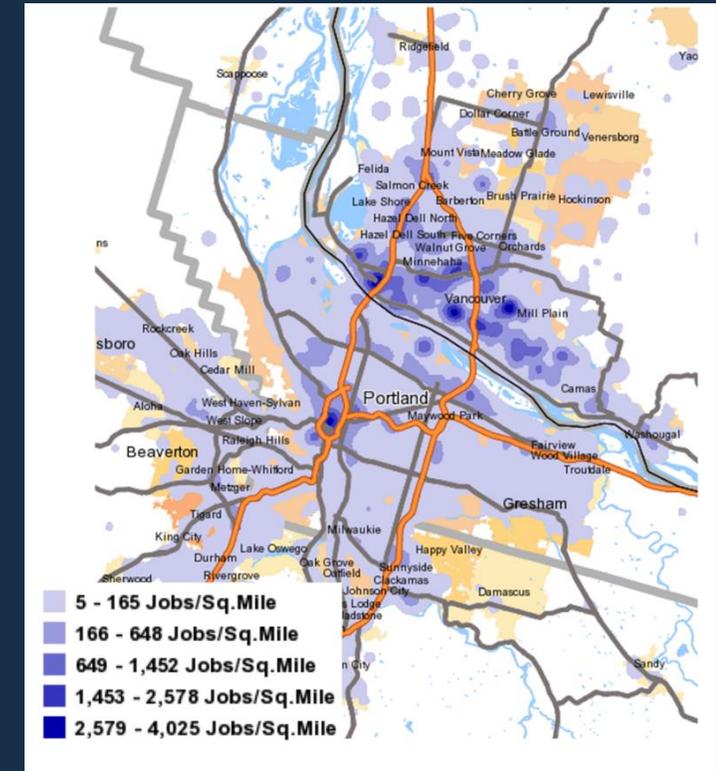
Civilian employed population 16+ in Minnesota by Industry: 2015



- Detailed data also available by
 - Class of worker (private sector, gov, self-employed, unpaid family workers)
 - Income and benefits
 - Health insurance coverage
 - Commuting to work

Where do workers in Minnesota and in the Twin Cities live and work?

- Use the data from the [Longitudinal Employer-Household Dynamics Program](#)
 - Covers employer business only
- Data Variables include [Employment, Job Creation, Job Destruction, Hires, Separations, Turnovers, and Worker Reallocation](#)
 - Available by industry, detailed geography, worker and firm characteristics
- Key data tool: [QWI Explorer](#), [J2J Explorer](#), and [OnTheMap](#)

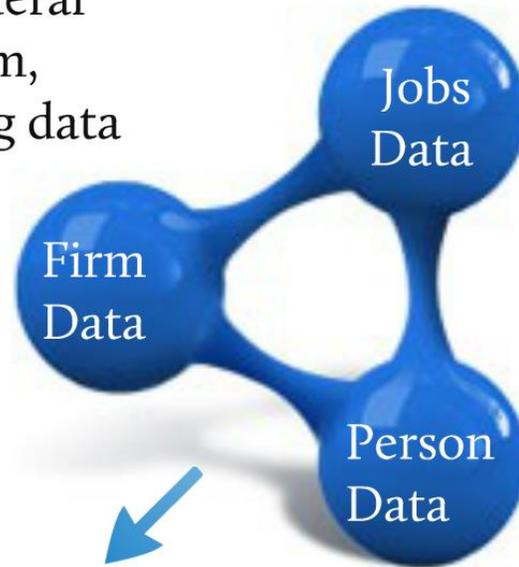


OnTheMap

What is Local Employment Dynamics (LED) data?

It is the set of public use statistics derived from the LEHD jobs microdata

An innovative federal statistical program, collecting existing data and ...



The LEHD Program at Census

..linking it together to provide new information sources at low cost

New linked national jobs data for the U.S.

Local Employment Dynamics: Public Use Data Products



The Quarterly Workforce Indicators (QWI)

- Employment
- Job Creation, Job Destruction, Hires, Separations, Turnover
- By industry, county, CBSA, state, Workforce Investment Area (WIA) and worker characteristics

Job-to-Job Flows (J2J)

- Traces worker movement through industries, geographic labor markets, and to/from employment

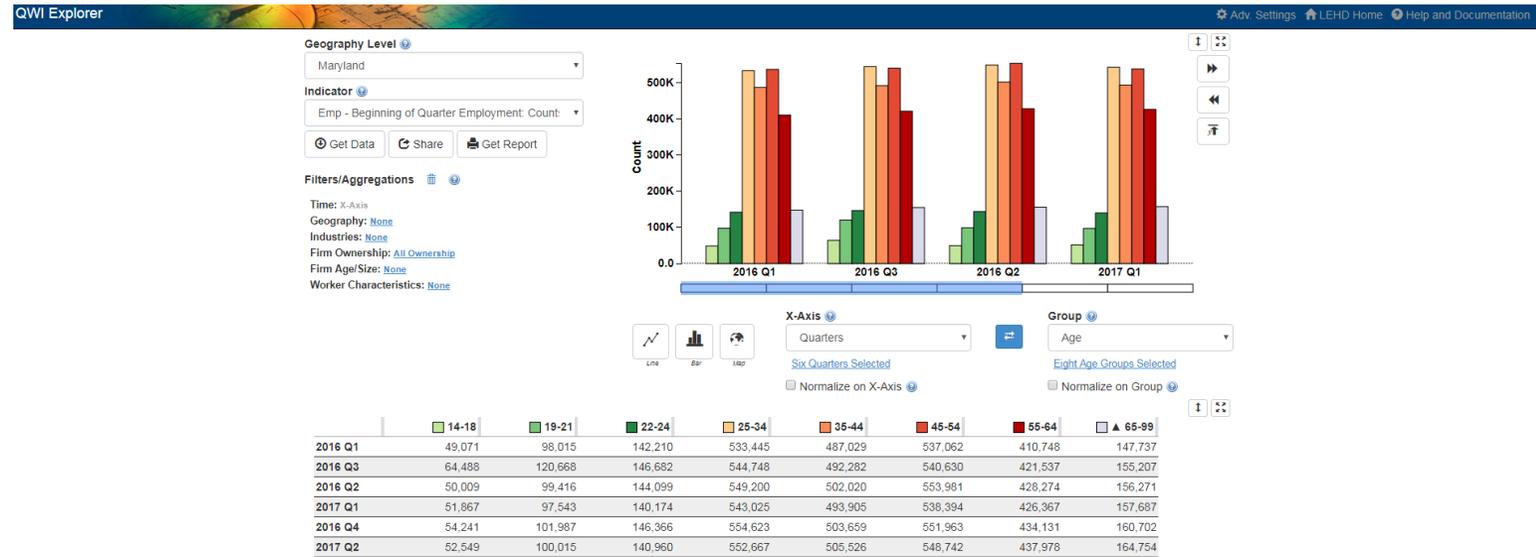
OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- Employment at the Census block level by where workers live and work
- Popular uses - local economic development, business site selection, and emergency planning



QWI Explorer

- ✓ 32 Quarterly Workforce Indicators
- ✓ Flexible Pivot Table and Map/Chart interface
- ✓ Data on detailed interactions between firms and workers include employment, employment change (individual and firm), and earnings
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex



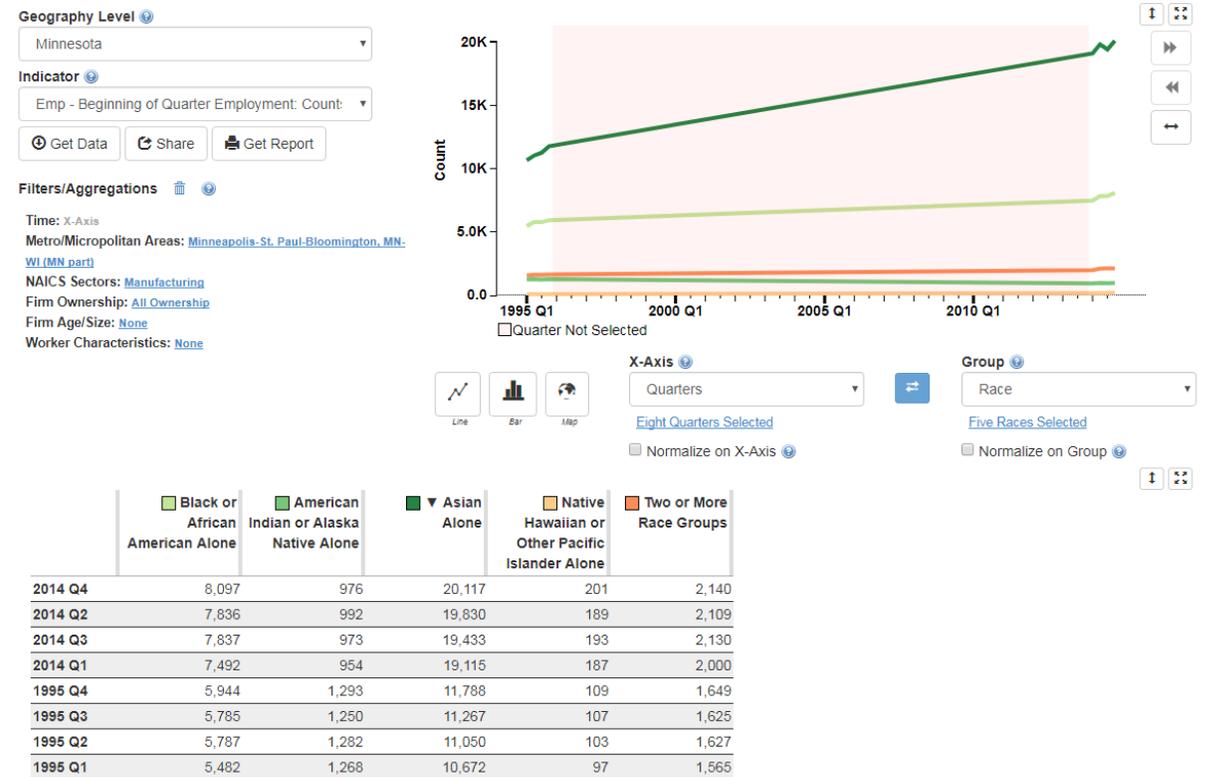
- ✓ Analyze/report by firm characteristics: NAICS classification (sector, 3, 4), firm age, and firm size
- ✓ Quarterly data very current (9-12 months old)
- ✓ National and 50 states available (plus DC)

Manufacturing Jobs by Race or Origin, 1995-2014

TABLE 4 Change in Jobs by Industry by Race or Origin in Greater Minnesota, 1995 to 2014

	All Races	White Alone	Black or African American	American Indian or Alaska Native	Asian or Other Pacific Islander	Two or More Races	Hispanic or Latino
Total, All Industries	+22.3%	+18.7%	+310.9%	+85.7%	+95.3%	+133.4%	+157.0%
Agriculture, Forestry and Fishing	+94.0%	+85.8%	+1,017.9%	+143.9%	+454.9%	+427.5%	+204.0%
Admin. Support and Waste Mgmt.	+81.9%	+72.3%	+450.7%	+270.7%	+50.2%	+214.9%	+214.5%
Health Care and Social Assistance	+61.6%	+55.3%	+834.3%	+175.1%	+253.4%	+209.6%	+296.6%
Management of Companies	+61.3%	+55.6%	+2,600.0%	+75.0%	+258.3%	+213.3%	+339.5%
Professional and Technical Services	+56.6%	+52.6%	+470.3%	+105.6%	+414.7%	+209.8%	+224.8%
Transportation and Warehousing	+48.9%	+46.8%	+117.1%	+59.1%	+137.2%	+188.9%	+176.3%
Construction	+42.9%	+41.3%	+330.4%	+43.7%	+163.4%	+170.3%	+262.0%
Public Administration	+38.3%	+32.6%	+177.9%	+222.9%	+146.0%	+161.7%	+170.0%
Educational Services	+24.5%	+23.2%	+158.2%	+18.3%	+120.4%	+93.6%	+132.8%
Accommodation and Food Services	+20.7%	+15.0%	+304.5%	+200.4%	+50.0%	+177.0%	+196.1%
Arts, Entertainment and Recreation	+20.4%	+16.3%	+191.7%	+36.4%	+40.0%	+106.3%	+56.1%
Wholesale Trade	+16.4%	+15.0%	+167.2%	+64.4%	+138.3%	+121.6%	+145.7%
Real Estate, Rental and Leasing	+13.8%	+12.1%	+257.1%	+6.3%	+93.1%	+45.5%	+51.3%
Other Services	+13.6%	+12.9%	+230.6%	-55.7%	+134.2%	+62.7%	+66.3%
Finance and Insurance	+10.4%	+10.2%	-30.8%	+63.8%	+39.3%	+106.2%	+117.4%
Retail Trade	+4.4%	+1.7%	+194.2%	+76.0%	+82.3%	+115.8%	+139.7%
Manufacturing	-11.0%	-14.1%	+303.4%	+23.2%	+37.2%	+62.5%	+118.2%
Information	-15.5%	-17.1%	+57.3%	+10.0%	+106.9%	+60.0%	+42.3%
Utilities	-17.4%	-17.6%	-30.0%	-26.5%	0.0%	+27.6%	+34.4%
Mining	-18.4%	-18.9%	+42.9%	-7.1%	+50.0%	+33.3%	+48.5%

Source: U.S. Census Bureau, LEHD, Quarterly Workforce Indicators



What States Do Manufacturing Workers in Minnesota Come From?

Guided Entry

1. Start Here

Frame your question by selecting from the three dropdowns below; then click one of the blue links on the right to go to your customized results.

2. Then Choose an Analysis

Analysis of Job-to-Job Flows [?](#)

From (Origin Job) ➔ **To (Destination Job)**

[Which States?](#) ✓ Minnesota

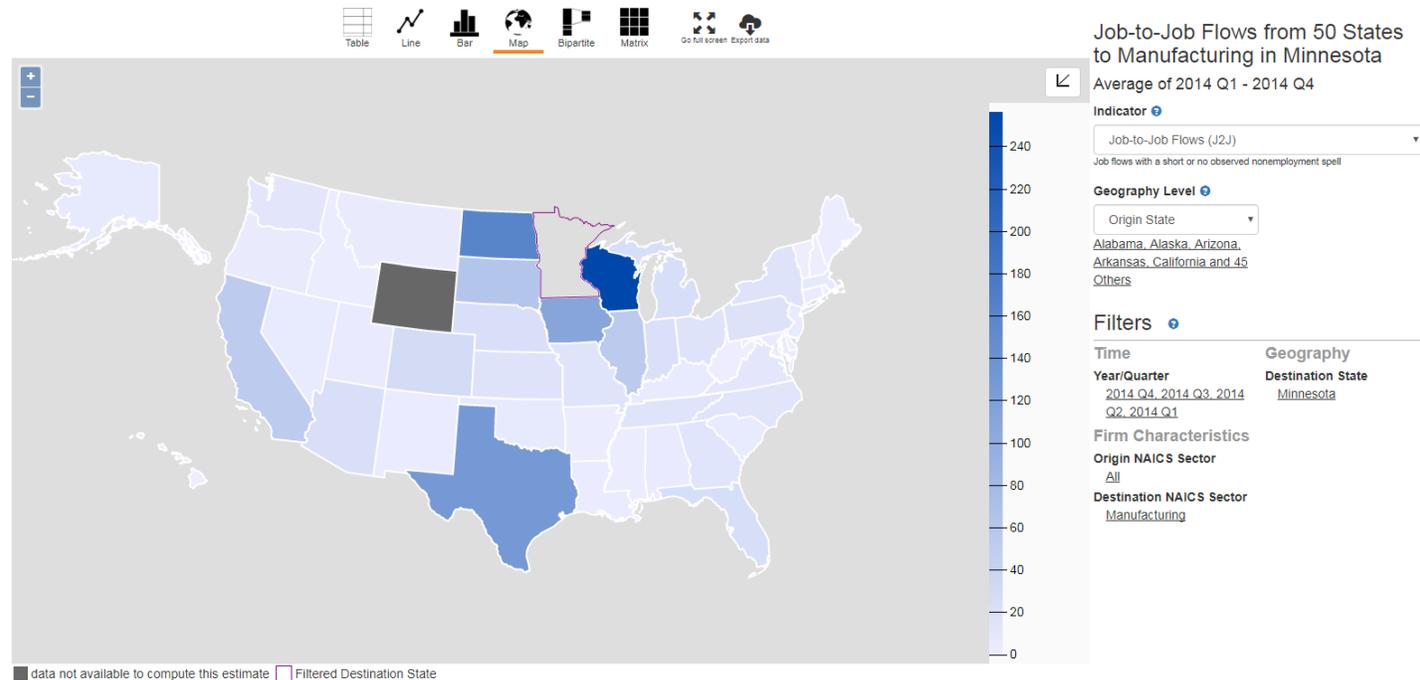
[Which Industries?](#) ✓ Manufacturing

Analysis of Hires Over Time [?](#)

[Are hires to jobs in Minnesota Manufacturing coming from nonemployment or another job?](#)

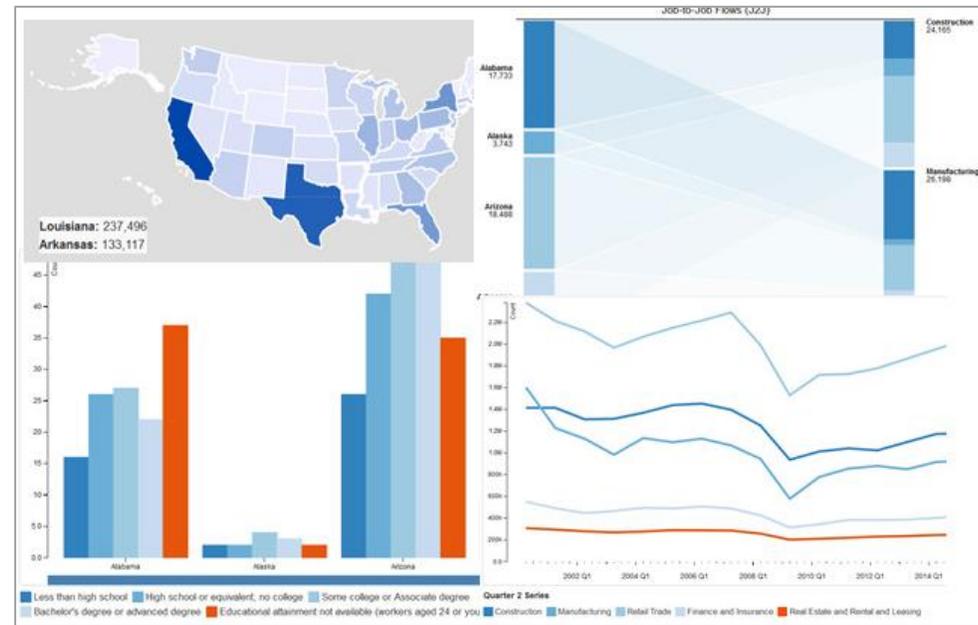
Not sure? Try one of these recommended options:

- [Which age groups are driving worker reallocation out of New England states?](#)
- [Are workers without a college degree in North Dakota more likely to be hired from another job or from persistent nonemployment?](#)
- [What states and firm ages are workers in California start-ups hired from?](#)
- [Which industries have the highest connectivity in terms of national job flows?](#)



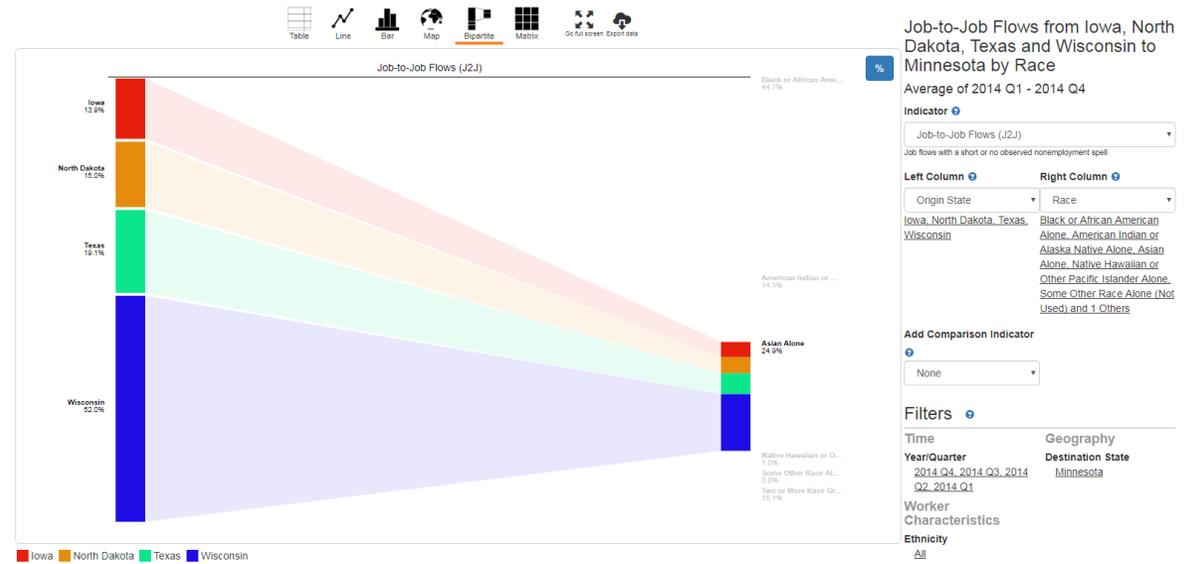
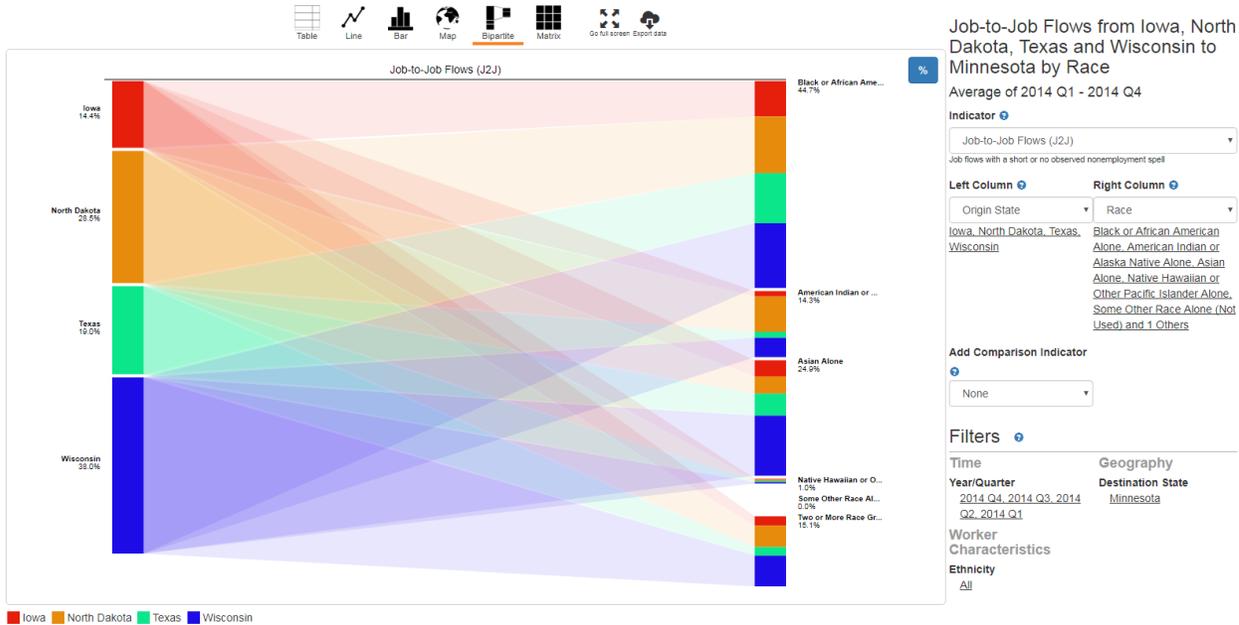
J2J Explorer

- ✓ 40 Measures of Worker Reallocation
- ✓ Six Visualization Modules with a flexible dashboard interface
- ✓ Export reports to Excel or CSV
- ✓ Trace worker movements through industries, geographic labor markets, and to/from employment
- ✓ Analyze/report by origin and destination geographies: national and state-level tabulations

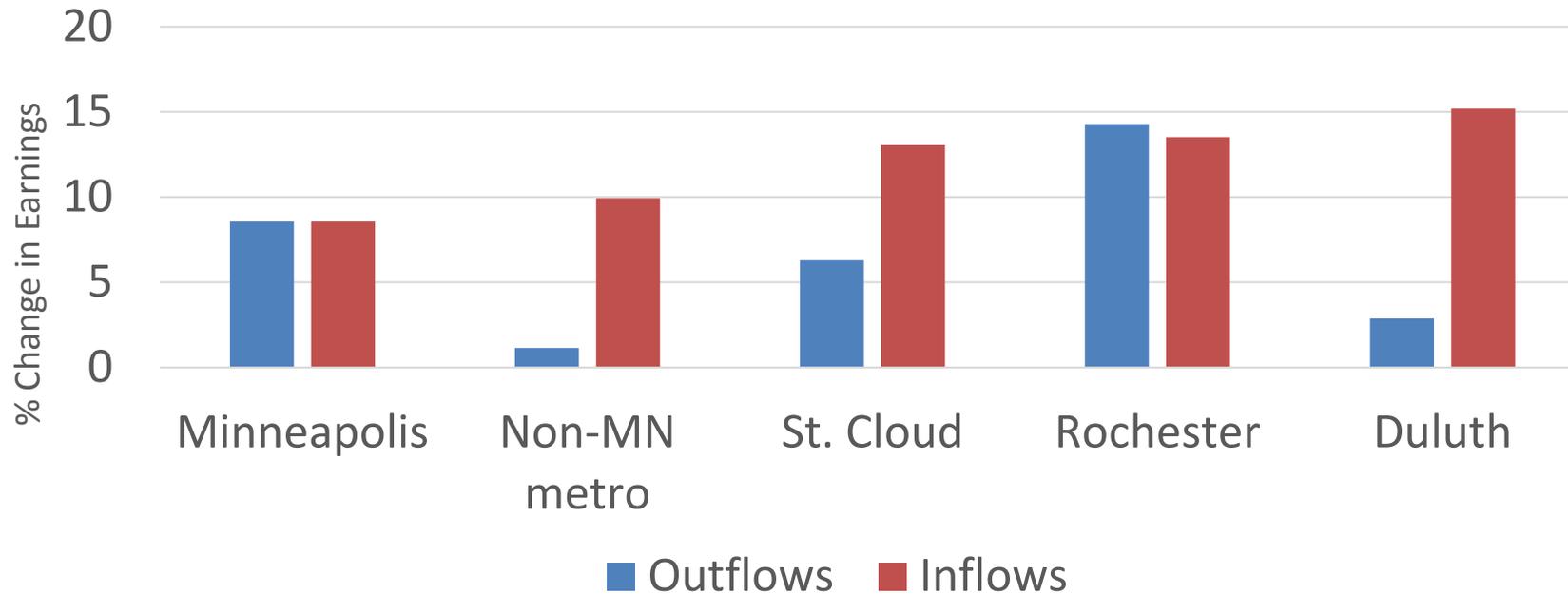


- ✓ Analyze/report by origin and destination firm characteristics: NAICS Sector, firm age, and firm size
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Data updated every quarter

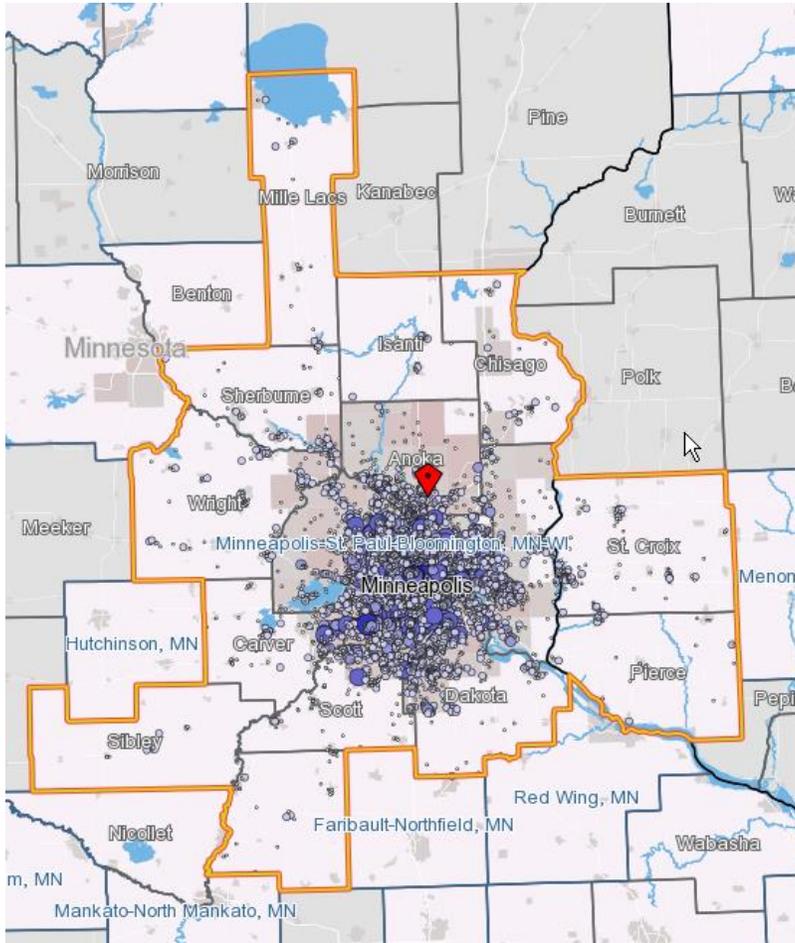
Diversity in Manufacturing in Minnesota



Earnings Increased More for Job Changers Whose New Jobs were in Minneapolis



Workforce Diversity by Geography from 2010-2015



Job Counts by Worker Race

	2010	
	Count	Share
Total All Jobs	1,698,789	100.0%
White Alone	1,495,965	88.1%
Black or African American Alone	94,553	5.6%
American Indian or Alaska Native Alone	9,384	0.6%
Asian Alone	79,215	4.7%
Native Hawaiian or Other Pacific Islander Alone	1,177	0.1%
Two or More Race Groups	18,495	1.1%

[Reset Table](#)

Job Counts by Worker Race

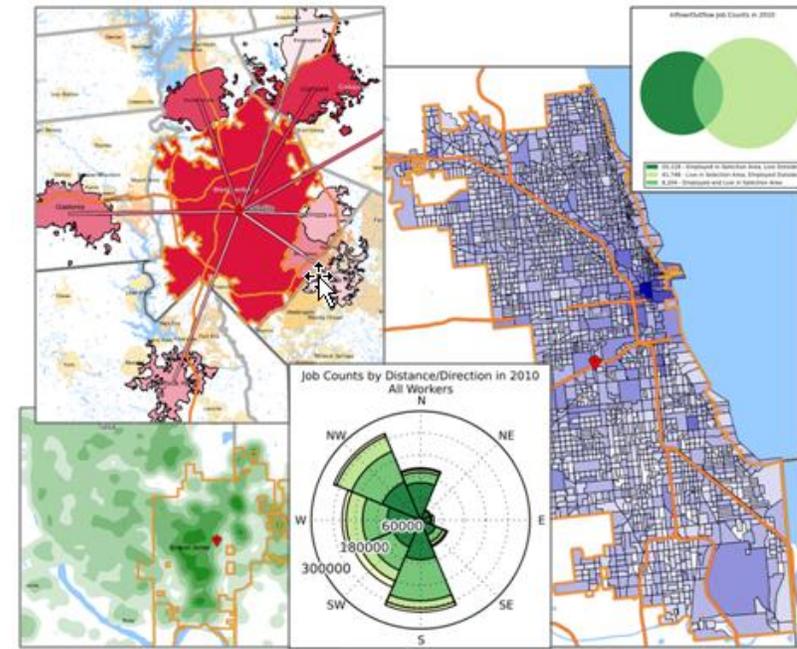
	2015	
	Count	Share
Total All Jobs	1,864,482	100.0%
White Alone	1,609,389	86.3%
Black or African American Alone	124,435	6.7%
American Indian or Alaska Native Alone	11,051	0.6%
Asian Alone	92,925	5.0%
Native Hawaiian or Other Pacific Islander Alone	1,333	0.1%
Two or More Race Groups	25,349	1.4%

[Reset Table](#)

OnTheMap

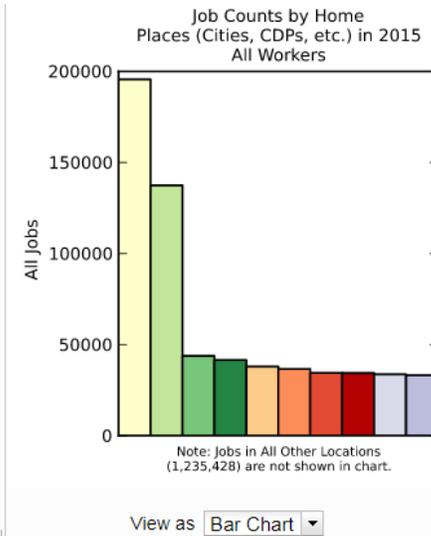
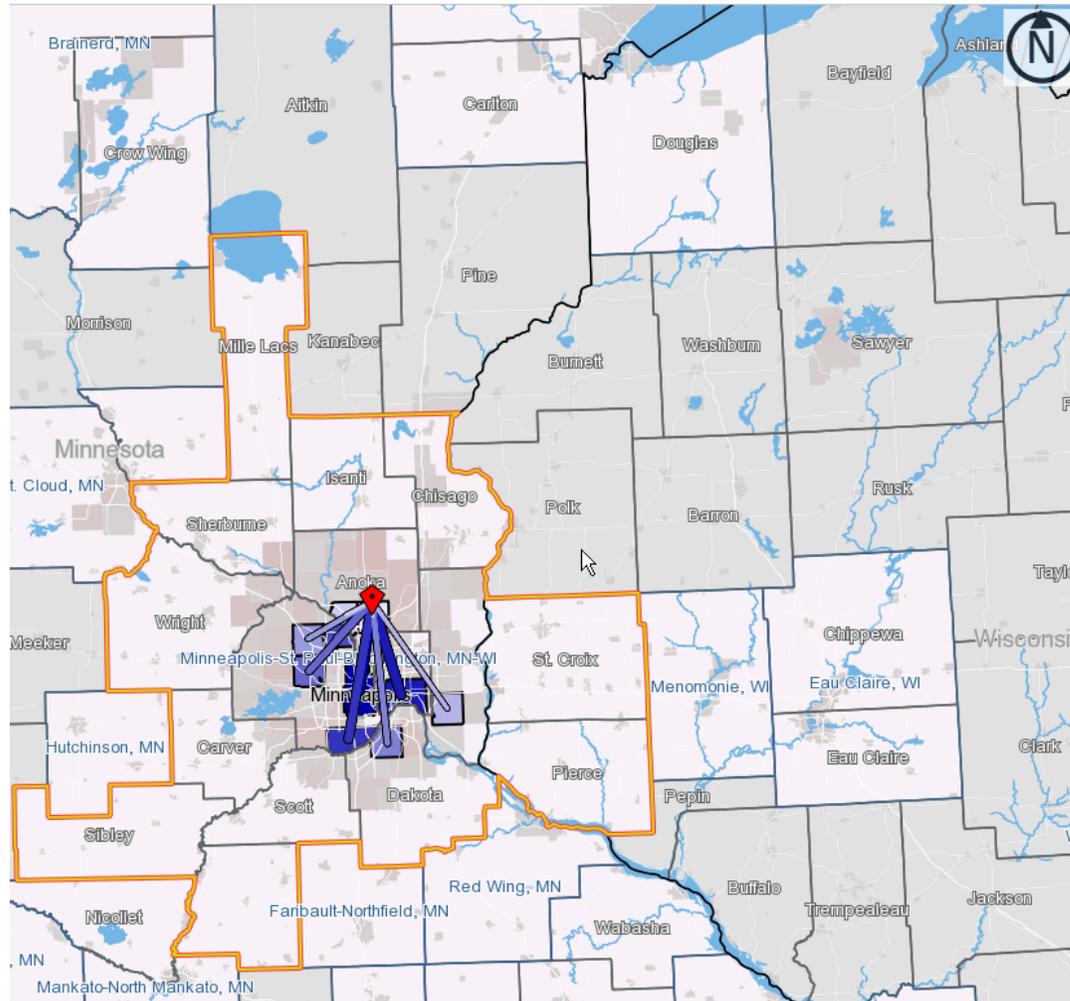
Recognized by United Nations as a major
U.S. statistical innovation

- ✓ Where do workers live?
- ✓ Where do residents work?
- ✓ What are the commuter flows of a particular area?
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Analyze/report by firm characteristics: NAICS Sector, firm age, and firm size



- ✓ 2002-2015 annual data
- ✓ 50 states available (plus DC)
- ✓ User-selected areas
- ✓ Based on Census Blocks
- ✓ Disclosure protection
- ✓ Flexible Inputs/Outputs

Where Workers Work and Where Workers Live



Jobs Counts by Places (Cities, CDPs, etc.)
Where Workers Live - All Jobs
2015

	Count	Share
All Places (Cities, CDPs, etc.)	1,864,482	100.0%
Minneapolis city, MN	195,616	10.5%
St. Paul city, MN	137,455	7.4%
Bloomington city, MN	43,849	2.4%
Brooklyn Park city, MN	41,601	2.2%
Plymouth city, MN	37,988	2.0%
Eagan city, MN	36,664	2.0%
Maple Grove city, MN	34,553	1.9%
Woodbury city, MN	34,449	1.8%
Coon Rapids city, MN	33,711	1.8%
Blaine city, MN	33,168	1.8%
All Other Locations	1,235,428	66.3%

Takeaways: Why Are LED Data Tools Important?

- Accessibility
- “Explorability”
- Provide context
- Visualizations lead to insight
- Promote/market the data
- Provide “value-add” for our state partners



To sum up:

The Longitudinal Employer-Household Dynamics Program links existing business and jobs data to create new sources of local, detailed, labor market information using the following data tools:

- [QWI](#)
- [OnTheMap](#)
- [J2J Explorer](#)



Questions? Comments?
Please contact:

Earlene Dowell
Longitudinal Employer-Household Dynamics
Program, US Census
Earlene.KP.Dowell@census.gov

What else can you tell me about the labor force in Minnesota?

- Current Employment Statistics (CES)
 - Employment by industry - ‘the payroll survey’
 - <http://www.bls.gov/ces/>
- Current Population Survey (CPS)
 - Employment status and demographics - ‘the household survey’
 - <http://www.bls.gov/cps/>
- Local Area Unemployment Statistics (LAUS)
 - Monthly estimates of total employment and unemployment (Bureau of Labor Statistics)
 - <http://www.bls.gov/lau/>

The screenshot shows the Bureau of Labor Statistics homepage. The main navigation bar includes 'Home', 'Subjects', 'Data Tools', 'Publications', 'Economic Releases', 'Students', and 'Beta'. The main content area features a 'MONTHLY LABOR REVIEW' section with a date of 'MAR 23'. Below this, there are several news articles with dates and titles, such as 'February jobless rates down in 7 states; payroll jobs up in 11 states'. A 'REGIONAL HOMEPAGES' section is also visible, with a list of regions: NEW ENGLAND, NEW YORK - NEW JERSEY, MID-ATLANTIC, SOUTHEAST, MIDWEST, SOUTHWEST, MOUNTAIN - PLAINS, and WEST. An 'Economic news release finder' is present with dropdown menus for 'Choose a State' and 'Choose a Subject'. On the right side, there is a 'MONTHLY LABOR REVIEW' section with a photo and the title 'Who chooses part-time work and why?'. At the bottom right, there is a 'LATEST NUMBERS' section with 'Consumer Price Index (CPI): +0.2% in Feb 2018' and 'Unemployment Rate: 4.1% in Feb 2018'.

The screenshot shows the Bureau of Labor Statistics homepage with the 'Subjects' dropdown menu open. The 'Current Employment Statistics - CES (National)' option is highlighted in red. The navigation bar includes 'Home', 'Subjects', 'Data Tools', 'Publications', 'Economic Releases', and 'Students'.

The screenshot shows the Bureau of Labor Statistics homepage with the 'Subjects' dropdown menu open. The 'Labor Force Statistics from the Current Population Survey' option is highlighted in red. The navigation bar includes 'Home', 'Subjects', 'Data Tools', 'Publications', 'Economic Releases', 'Students', and 'Beta'.

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

- Promote usage of and response to our ongoing **Monthly, Quarterly, and Annual** businesses surveys
- Promote response to our baseline/benchmark **Economic Census**

Response Promotion

The collage features four distinct promotional elements:

- Video Thumbnail:** A family of three (a man, a woman, and a child) standing on a beach. Text overlay reads: "LOOKING SO AMAZING ON MY NEXT VACATION".
- Social Media Post:** A Facebook-style post from the U.S. Census Bureau. The main text asks, "WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS? CENSUS DATA CAN TELL YOU IF THE TIME IS RIGHT." Below this, it says "The Economic Census. See how it all adds up." and "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."
- Messaging Card:** A red header with the word "Messaging" below it. The body contains a list of "TAKING POINTS" regarding the Economic Census, such as "The Economic Census is the official year-measure of American business" and "More than a billion businesses are across your business".
- Printed Brochure:** A dark blue brochure titled "GAIN FROM THE NATION'S BUSINESSES DATA ON EVERY INDUSTRY AND GEOGRAPHY" 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 launched in February



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 are available for download at: www.census.gov/EconomicCensus

Economic Programs Webinar Series

- Next webinar scheduled for **May 24th**
- Will cover the various types of data available from the Census Bureau on “Governments” (Public Sector)
 - **Numbers of Governments**
 - **Government Employment**
 - **Government Finances**
- 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 Us At:

Lynda.Lee@census.gov

301-763-3044

Earlene.KP.Dowell@census.gov

301-763-9628

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

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	

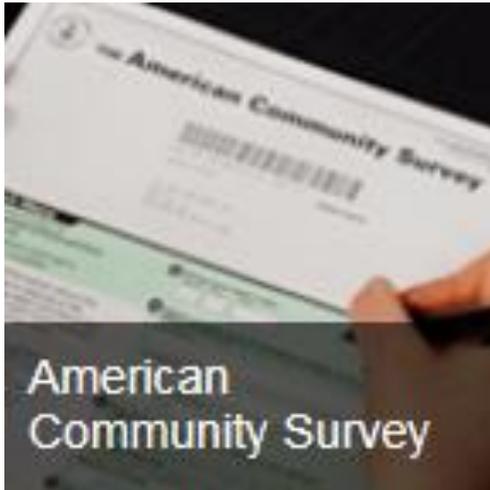
NAICS Hierarchy

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