2018
Economic Programs Webinar Series: Webinar #6 – Hidden Gems Data

Exploring Hidden Gems Data from Multi-sector Programs

September 12, 2018

Presenter: Lynda Lee

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Economic Programs Webinar Series

- Monthly webinars on key topics
- Follow real-life use cases
- Recorded and posted for later reference
- New addition to the series – Data Literacy
- 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
Data Literacy	October 25, 2018

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

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

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

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

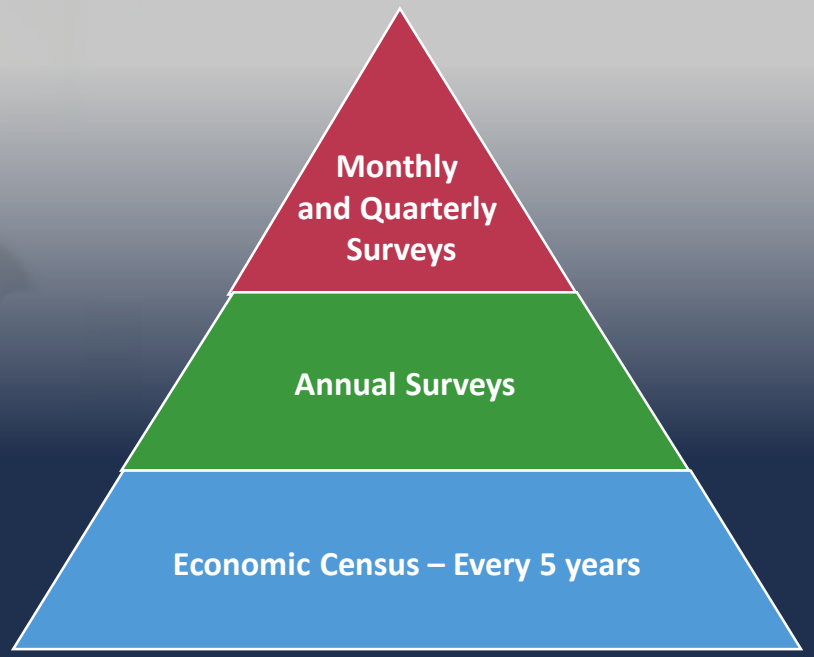
Economic Census
Every 5 years

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 Census Bureau 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

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**

Today's Webinar

- Focus on the less visible Census Bureau data available from multiple sectors
- Our use case: Exploring unique data and how you can use it for research or business investment decisions.

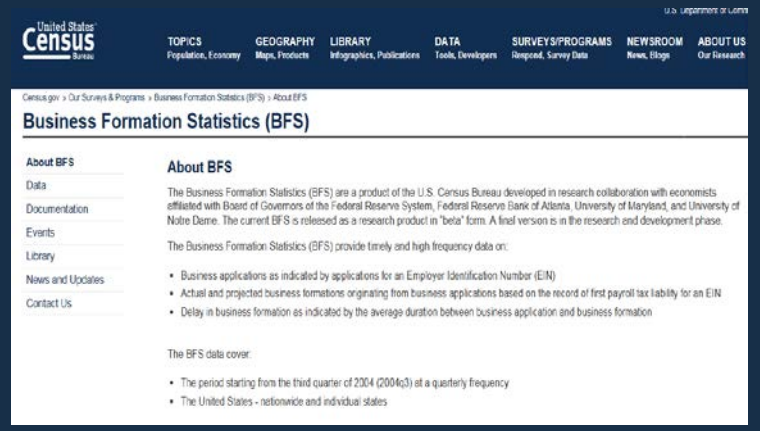
Multi Sector Census Programs

Program	Description	Geography	NAICS Industry
Annual Capital Expenditures Survey (ACES)	Capital investment in structures and equipment	U.S.	Selected 3- and 4-digit
Business Dynamics Statistics (BDS)	Business dynamics (such as job creation and destruction, establishment births and deaths, and firm startups and shutdowns) aggregated by establishment and firm characteristics	U.S., states, metro, non-metro, MSA	(Currently uses the Standard Industrial Classification System)
Commodity Flow Survey (CFS)	Data on shipments originating from selected types of business establishments	States, District of Columbia, select Metropolitan Areas	Mining, manufacturing, wholesale trade, select retail & services
Medical Expenditure Panel Survey (MEPS-IC)	Provides estimates on employer-sponsored health insurance coverage	U.S., state	All NAICS with exception of USPS, private households & public administration
Quarterly Financial Report (QFR)	Aggregate statistics on the financial results and position of U.S. corporations – estimated statements of income and retained earnings, balance sheets, and related financial and operating ratios	U.S.	Manufacturing, Mining, Wholesale Trade, Retail Trade, Information Services, and Professional and Technical Services
Statistics of US Businesses (SUSB)	Annual number of firms and establishments with corresponding employment and annual payroll, year-to-year employment change for establishment births, deaths, expansions, and contractions by business size	U.S., states, counties, metros	Selected 2- thru 6

What is the rate of opening & closing for establishments classified in selected sectors? Which region of the country has more employment growth?

- Use the data from the Business Dynamics Statistics
  - Key economic data
    - Employment
    - Establishment characteristics
- Key data tool:
  - Visualization tool - https://www.census.gov/ces/dataproducts/bds/visualizations.html
  - Data access tool - https://www.census.gov/ces/dataproducts/bds/data.html

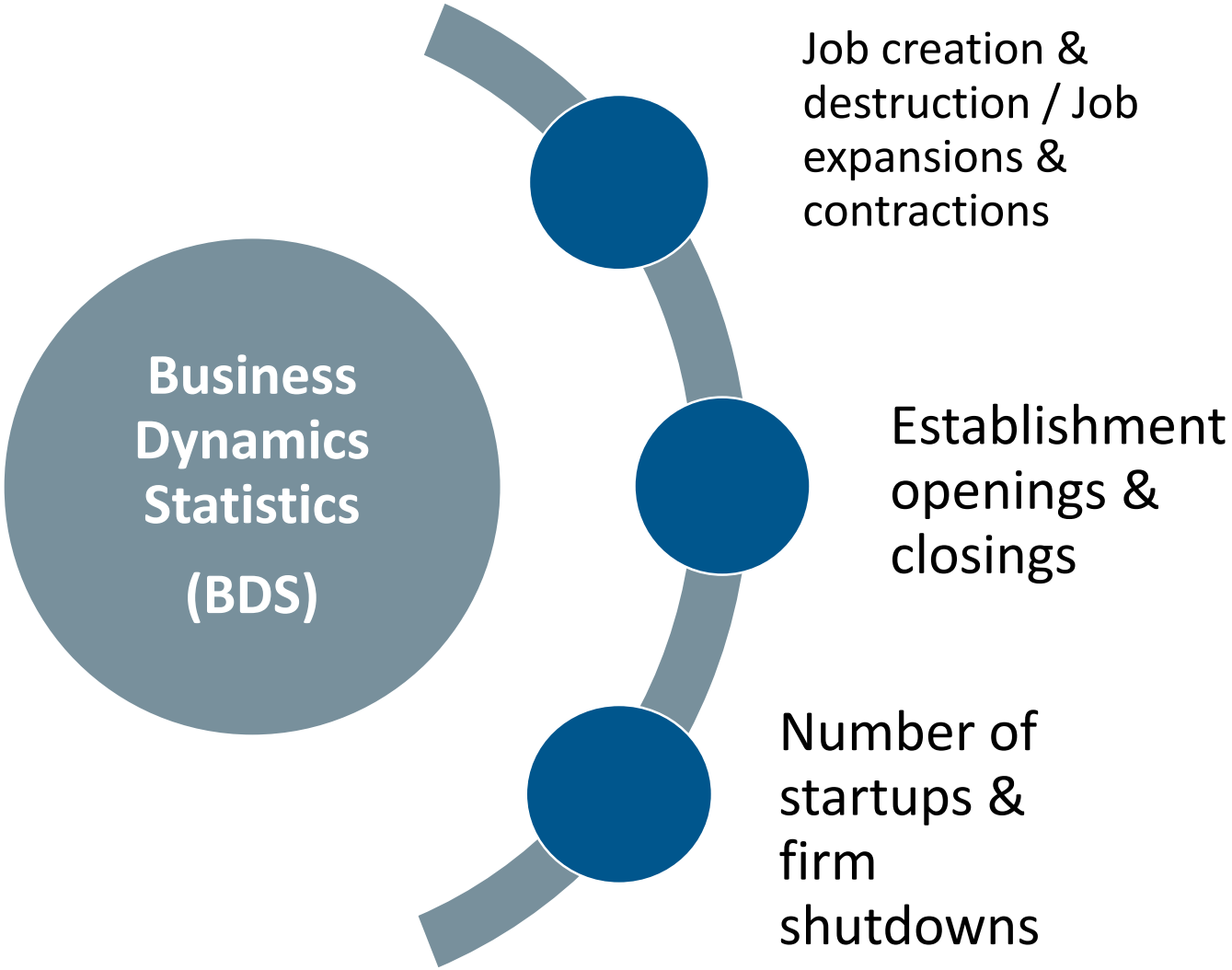
Related Products



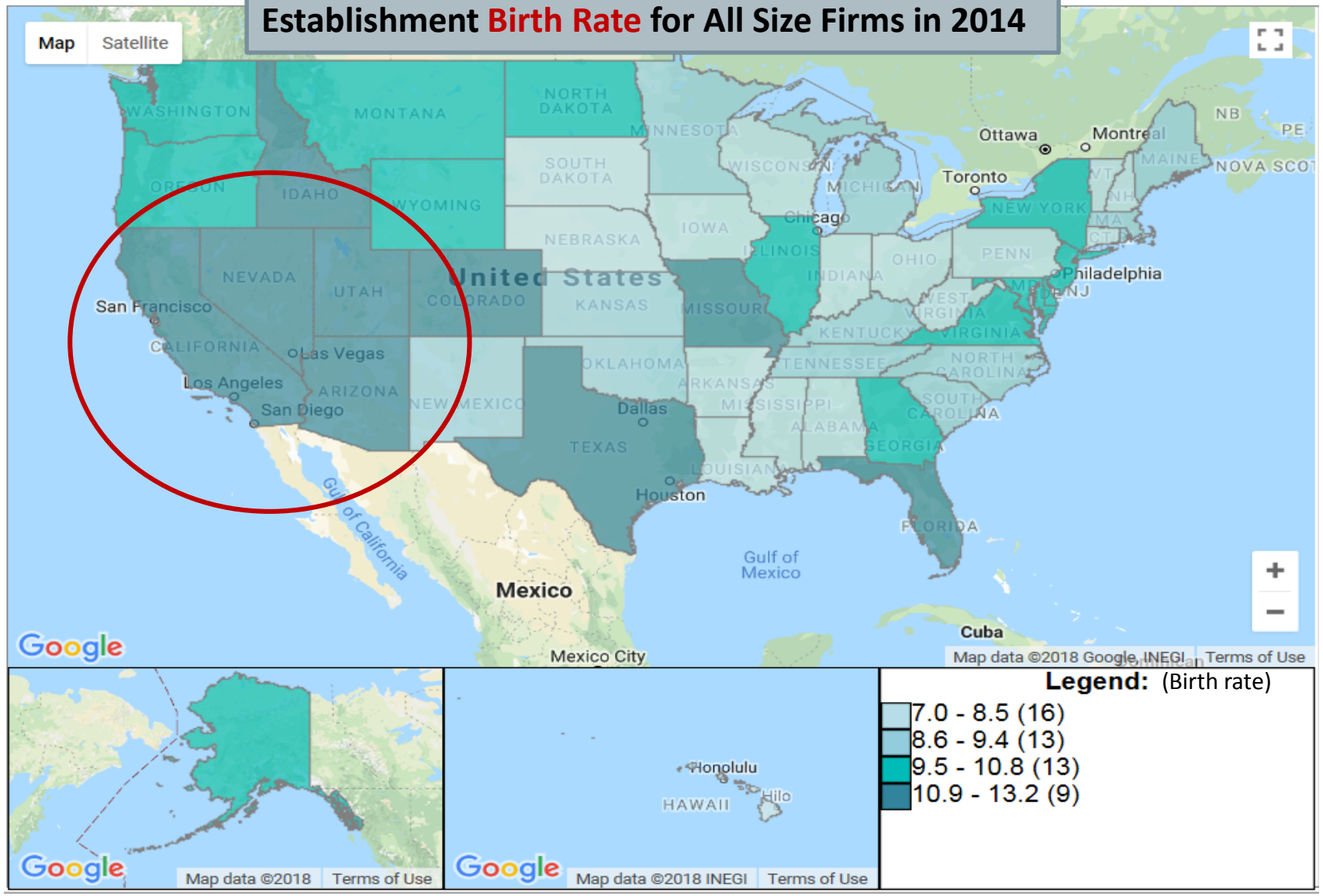
https://www.census.gov/programs-surveys/bfs/about.html

For additional information on the BDS or BFS, please contact: xyz/TBD

Business Dynamics Statistics Key Economic Data

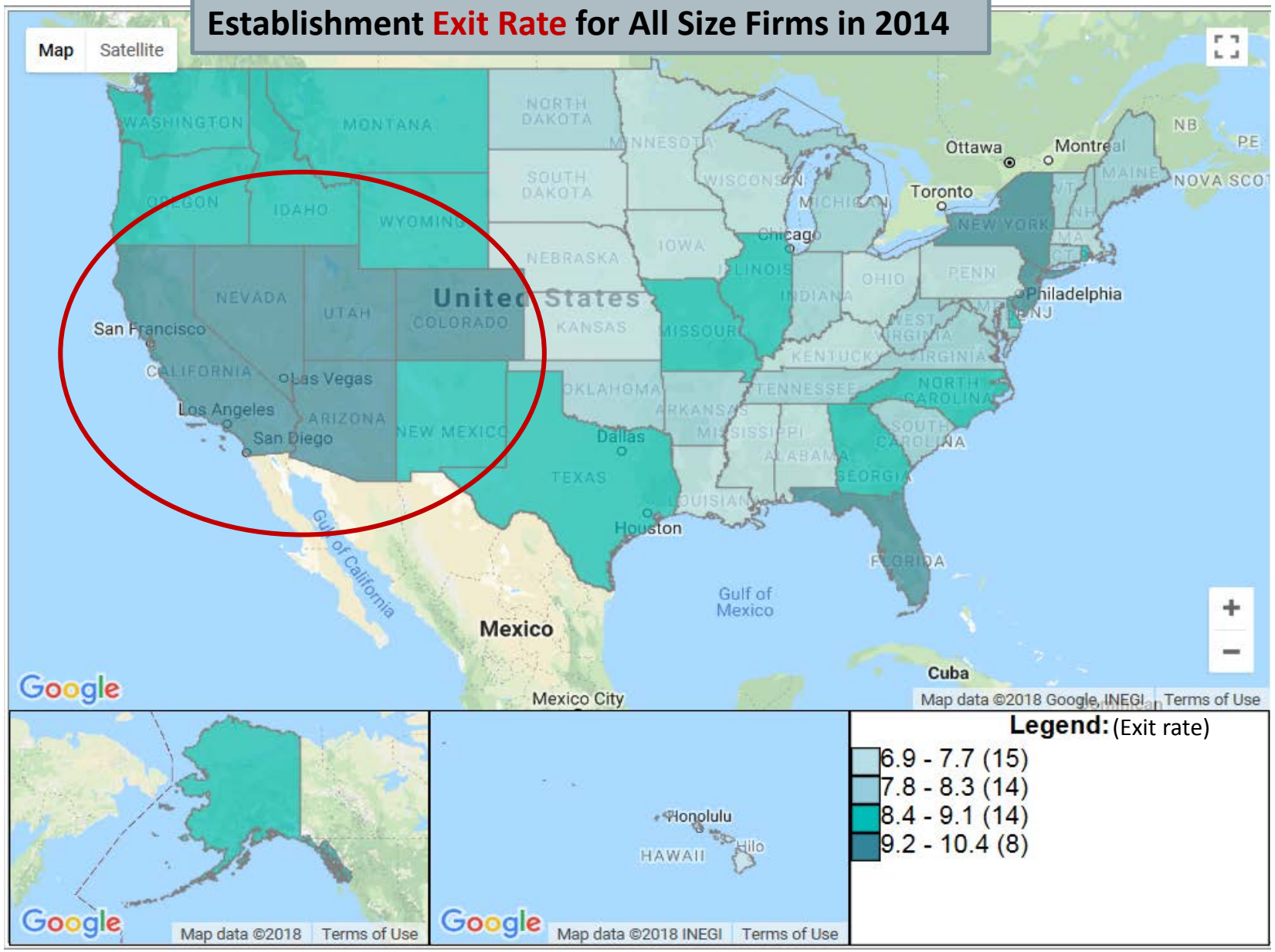


Establishment Birth Rate for All Size Firms in 2014



Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

Establishment Exit Rate for All Size Firms in 2014



United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
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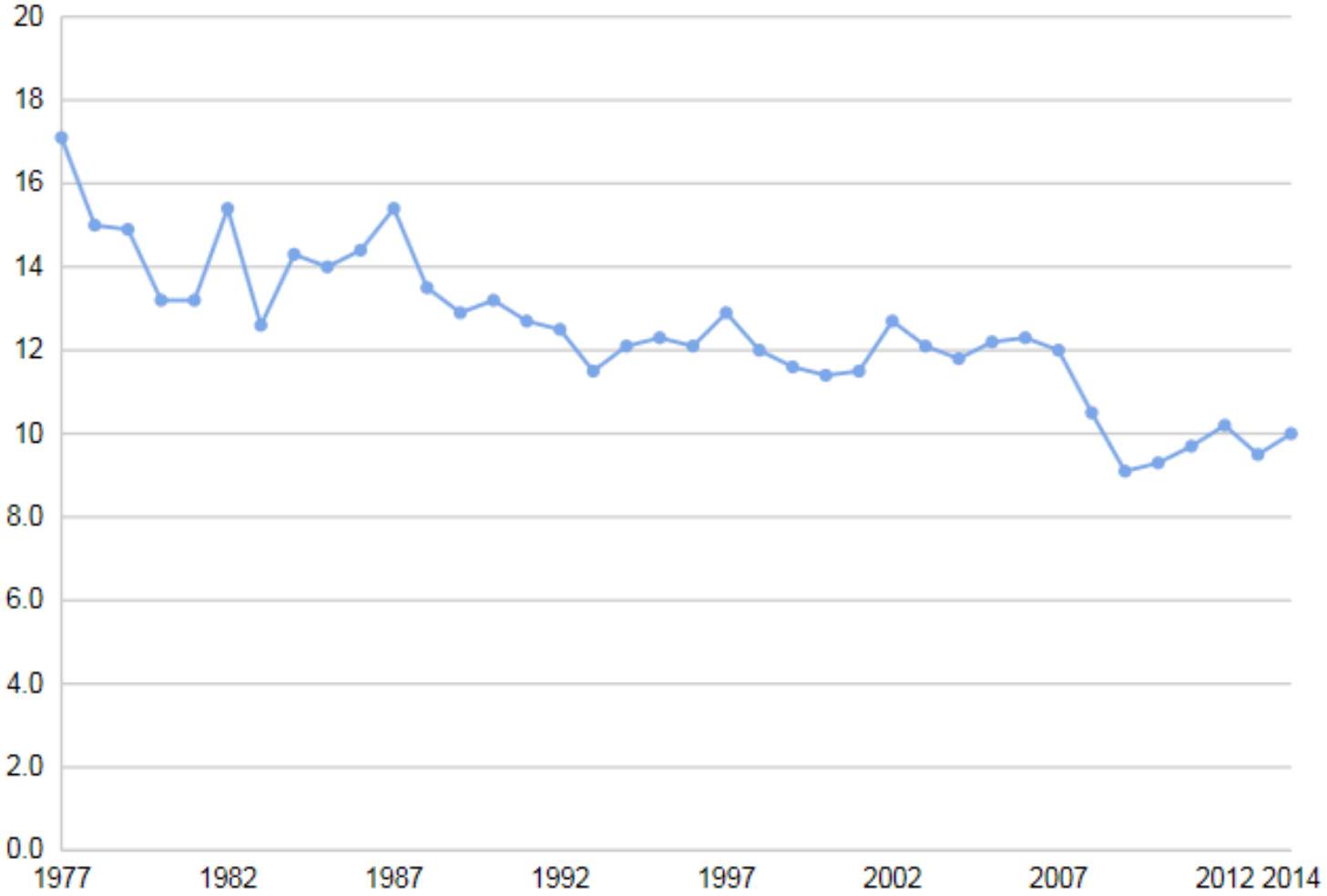
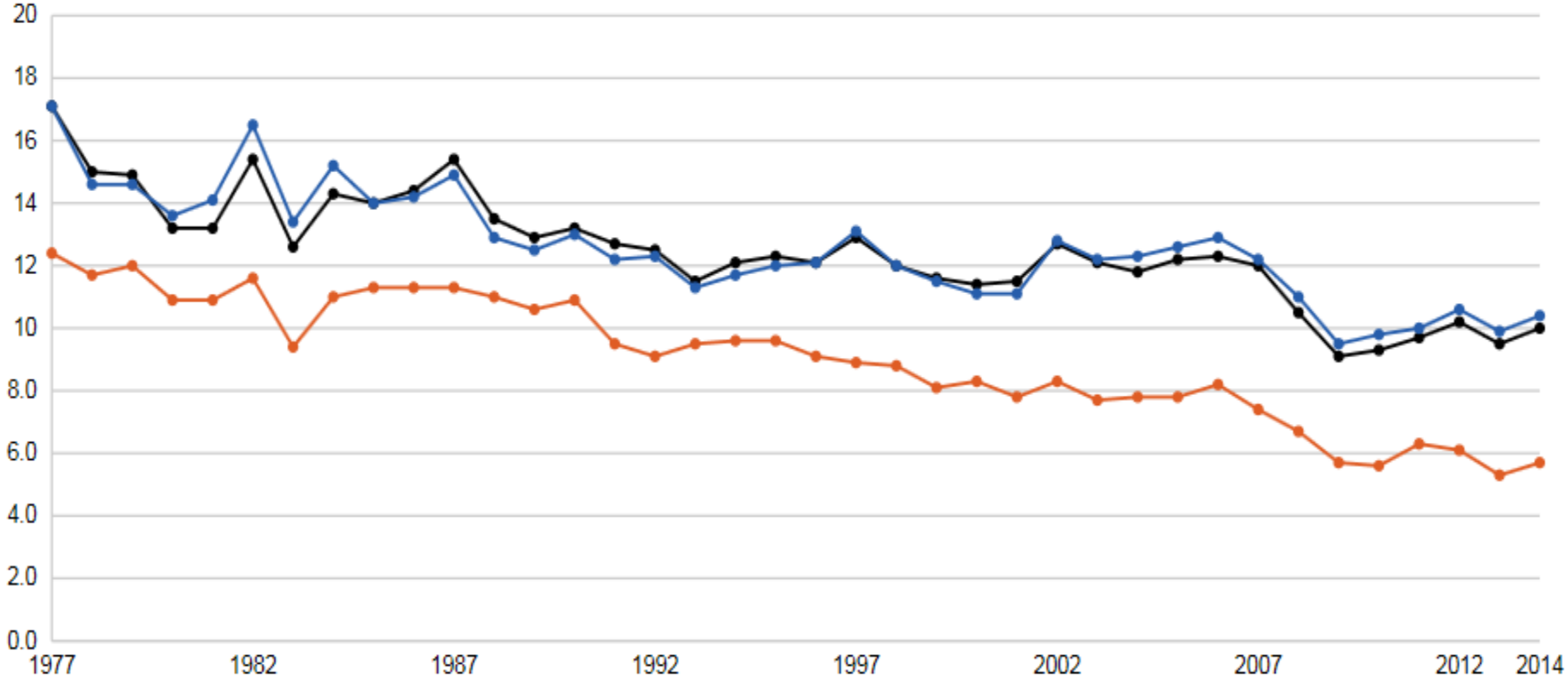
Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

Establishment Birth Rate for All Size Firms



Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

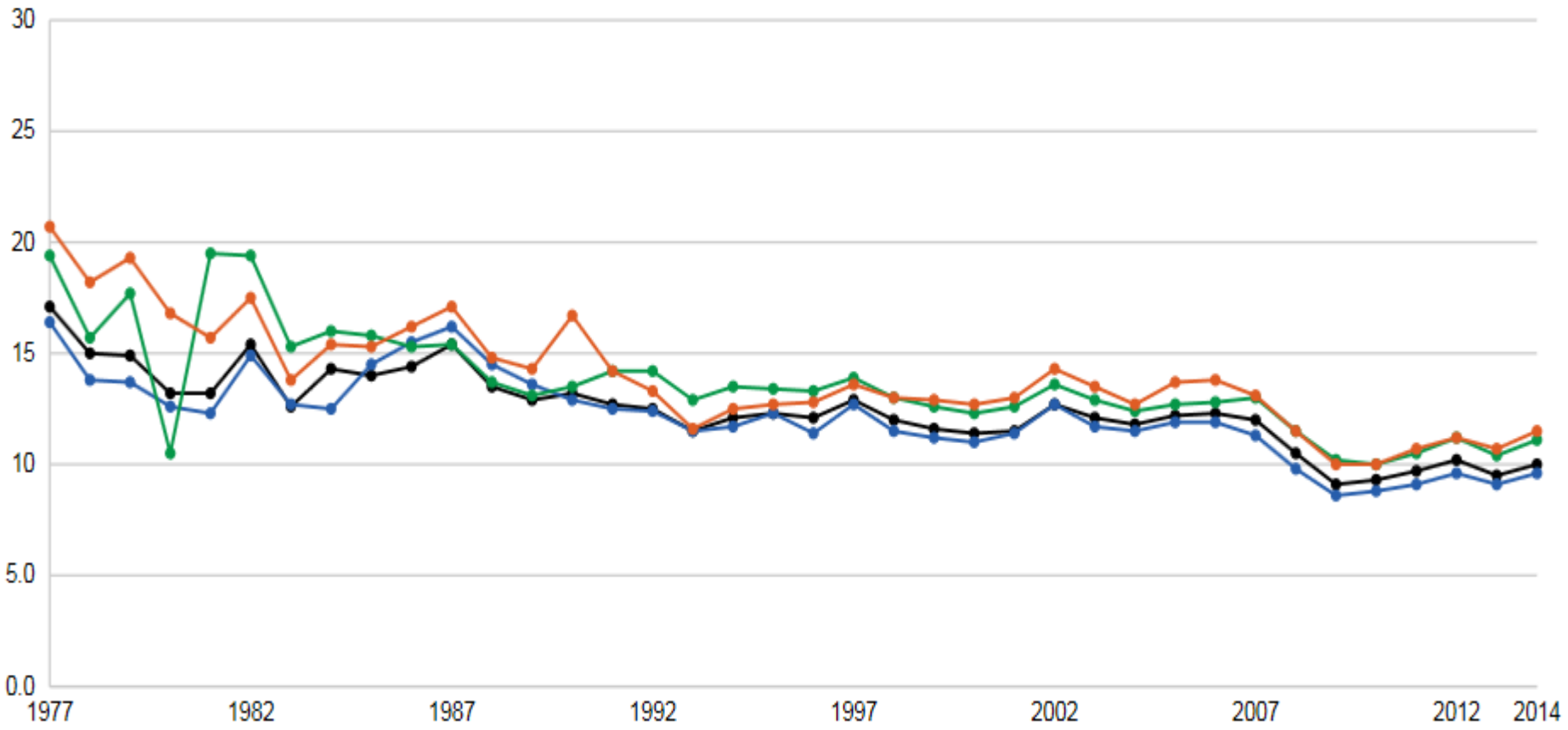
Establishment Birth Rate for Firms by Selected Sector by Year



Key:
- **Economy wide**
- **Services**
- **Manufacturing**

Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

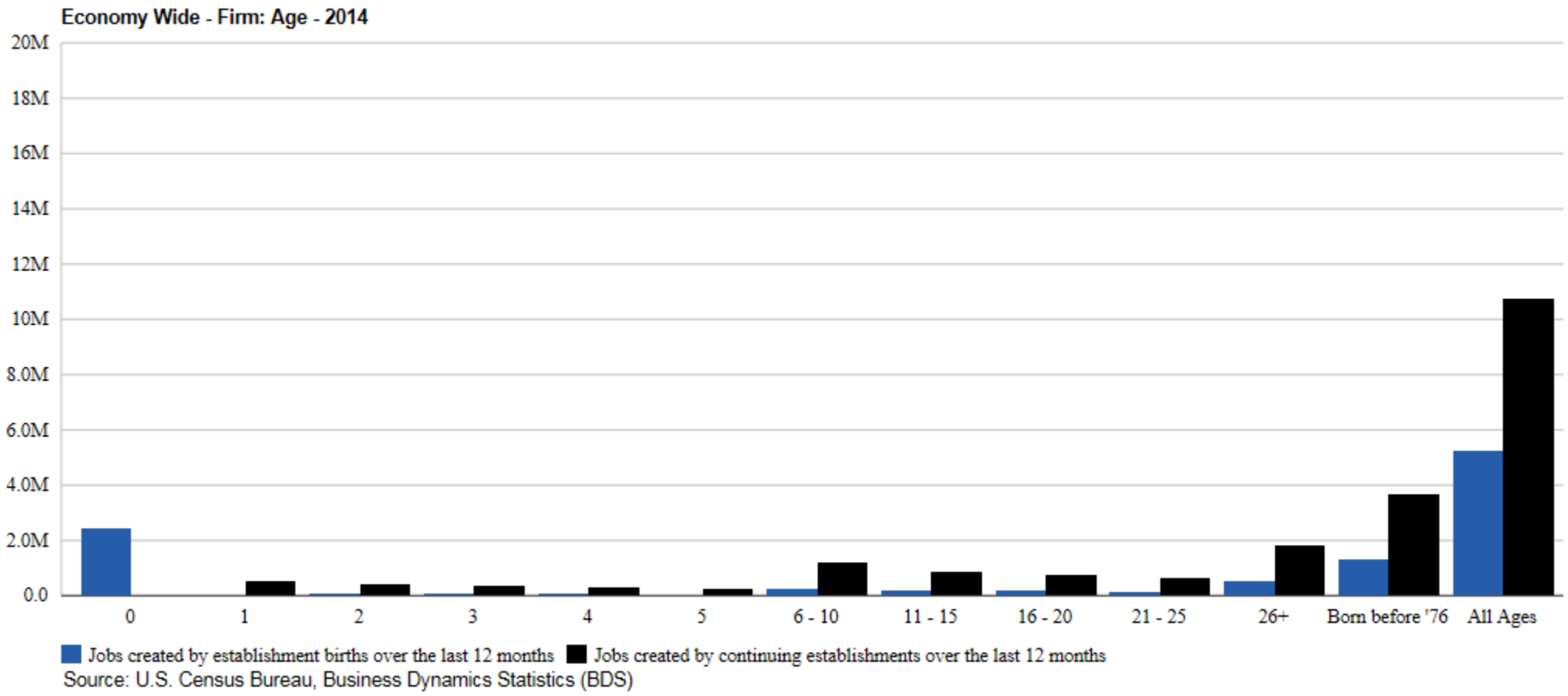
Establishment Birth Rate for Firms by Selected State by Year



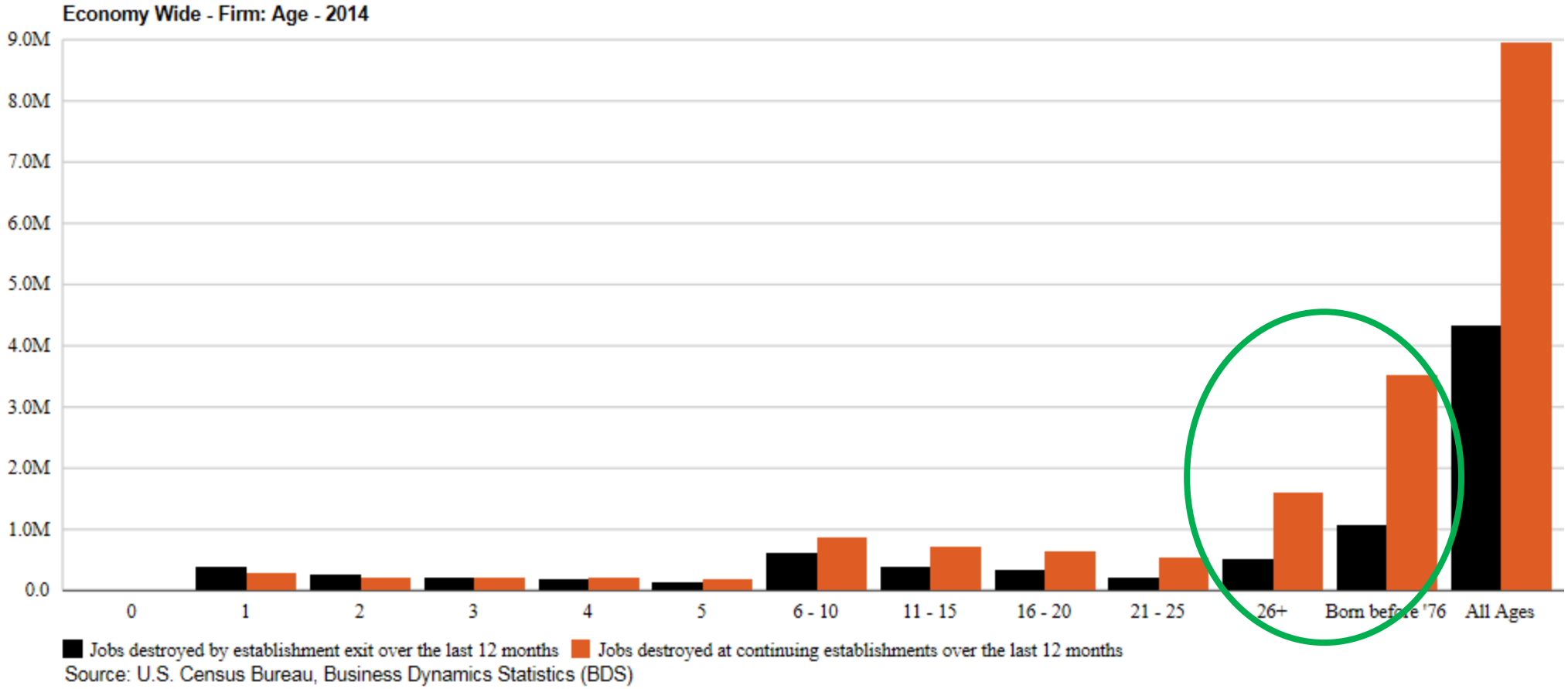
Key:
- **United States**
- **California**
- **Maryland**
- **Texas**

Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

Number of Jobs Created by New and Continuing Establishments in 2014



Number of Jobs Loss by Establishment Exits and Continuing Establishments in 2014



U.S. Establishment Birth Rate in 2014 by Firm Age & Sector

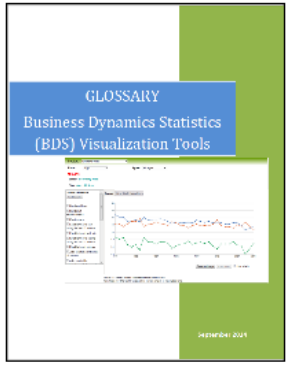
Firm Age	Economy wide	Agricultural services, forestry, fishing	Mining	Construction	Manufacturing	Transportation and public utilities	Wholesale trade	Retail Trade	Finance, insurance, real estate (FIRE)	Services
1	0.2	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.3	0.1
2	4.7	8.7	4.2	6.7	3.3	5.0	3.9	3.7	4.3	4.8
3	4.4	5.9	4.3	6.7	3.4	3.6	3.9	3.3	4.3	4.6
4	4.5	6.6	4.2	6.5	3.1	4.7	3.5	3.1	5.1	4.6
5	4.5	6.7	3.8	6.9	3.3	3.9	3.4	2.9	6.9	4.5
6 - 10	4.3	5.8	4.7	7.7	3.2	4.4	3.1	2.8	5.1	4.3
11 - 15	3.9	5.0	3.7	6.1	2.7	4.0	2.7	2.6	4.6	3.7
16 - 20	3.7	4.1	3.3	5.1	2.4	5.2	2.6	2.5	4.5	3.4
21 - 25	3.3	3.6	7.3	4.5	2.1	3.6	2.2	2.3	4.8	3.0
26+	3.6	2.8	2.8	3.6	1.9	5.0	4.1	2.4	4.6	3.3
Born before '76	5.2	4.3	5.4	2.1	1.8	11.9	4.4	2.8	5.9	5.7
All Ages	10.0	12.5	11.1	9.7	5.7	12.3	7.5	6.1	9.7	10.4

Source: U.S. Census Bureau, Business Dynamics Statistics (BDS)
Note: Totals may differ slightly across tables due to incomplete or missing data items.

Visualization Tools

Business Dynamics Statistics

BDS Visualization Tools Glossary



Visualization Tools

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What Can I Do with the BDS Visualization Tools?

Developed by the Center for Economic Studies in collaboration with the DataWeb team, the Business Dynamics Statistics (BDS) visualization tools allow you to

- Visualize BDS data across multiple dimensions
  - Geographic – Thematic Map
  - Cross Sectional – Bar Charts
  - Time – Time Series
- Extract data

You can explore the Business Dynamics Statistics and create, print, and export your selected data and charts. Take a look at sample analyses on the Analysis Examples page to see how BDS data can be examined and interpreted using the visualization tools.

How Do I Get Started?

Visit the What To Do First page for the basics on how to get started and a step–by–step example of how to create a chart using the visualization tools. Or, get started exploring the data on your own using the interactive links in the menu to the left.

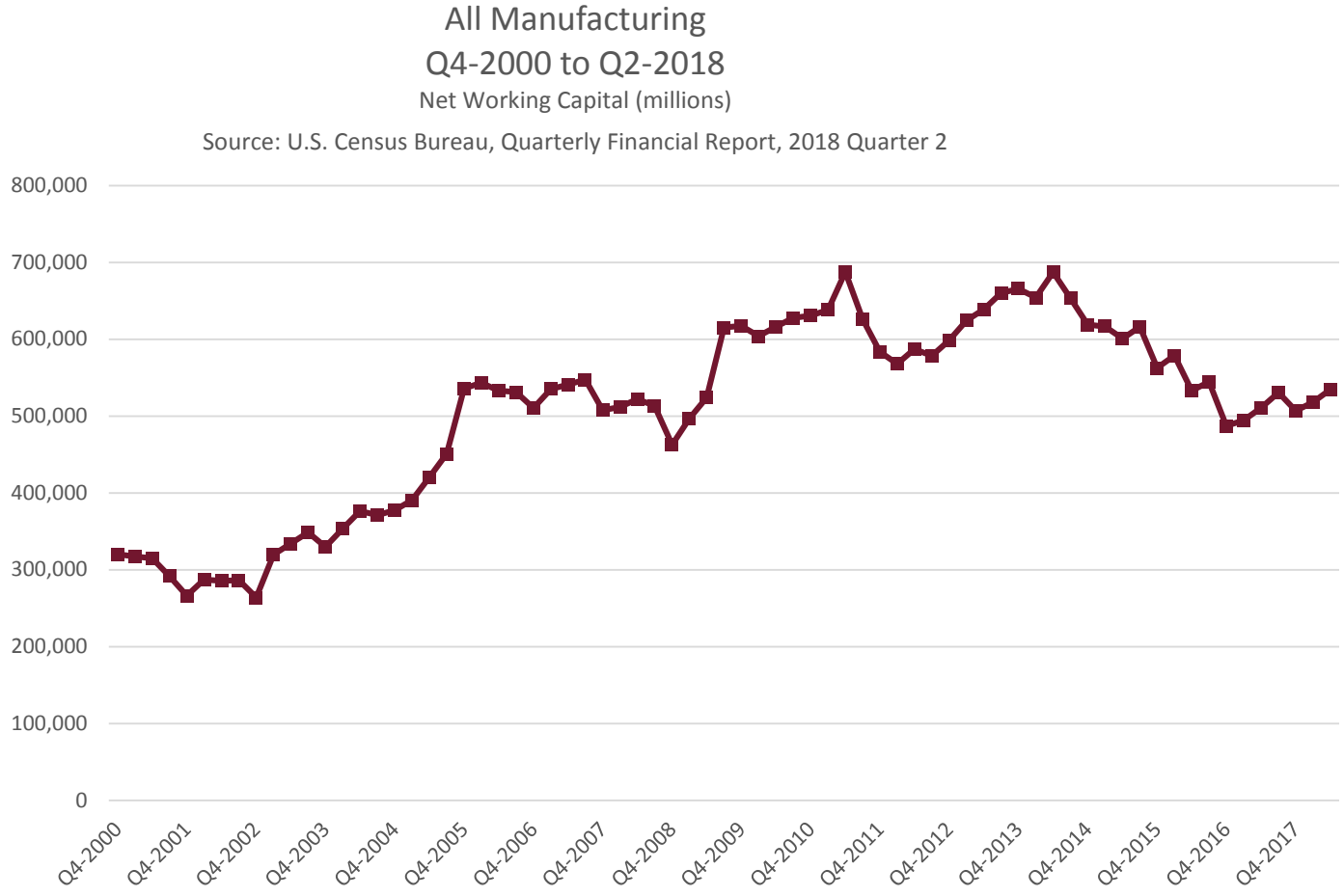
How much does the Manufacturing sector contribute to total U.S. sales & profits?

- Quarterly Financial Report (QFR)
  - Manufacturing
  - Mining
  - Wholesale Trade
  - Retail Trade
  - Information Services
  - Professional and Technical Services
- Data Access
  - Main QFR website https://www.census.gov/econ/qfr/
  - Time Series and Trend Charts https://www.census.gov/economic-indicators/

Quarterly Financial Report

FRED Mobile App: Receive the latest updates on the nation's key economic indicators by downloading the FRED App for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

Net Working Capital for All Manufacturing Industries

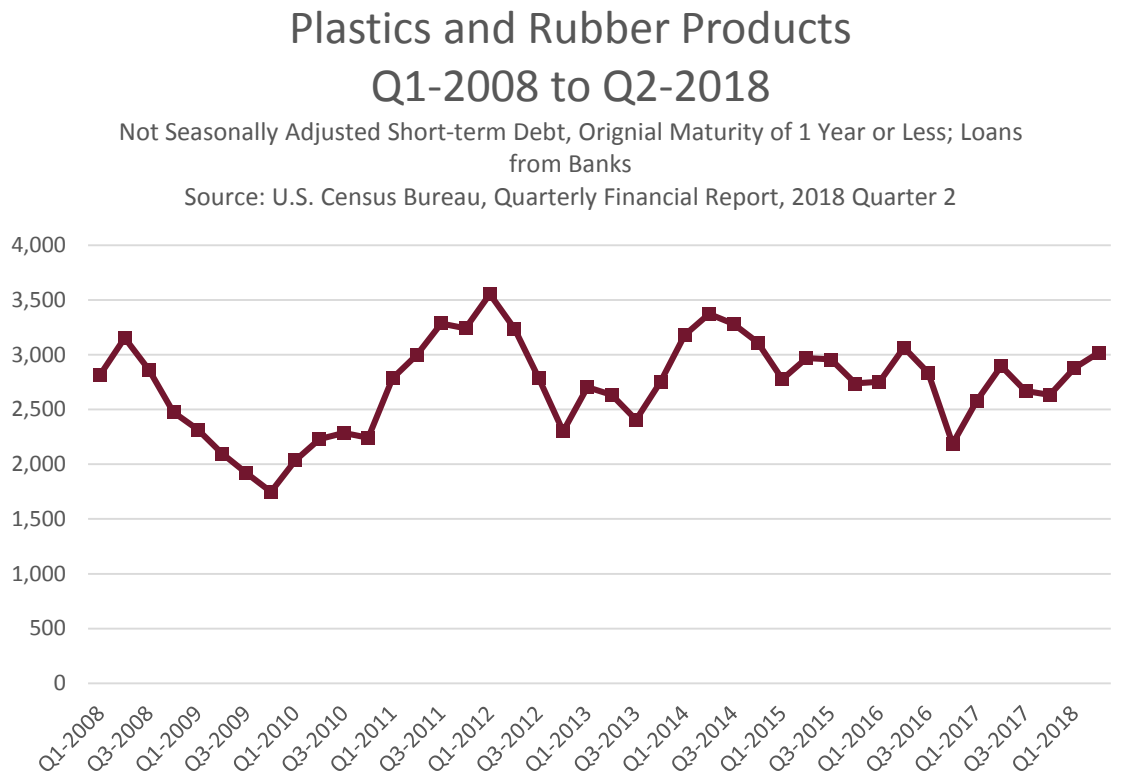


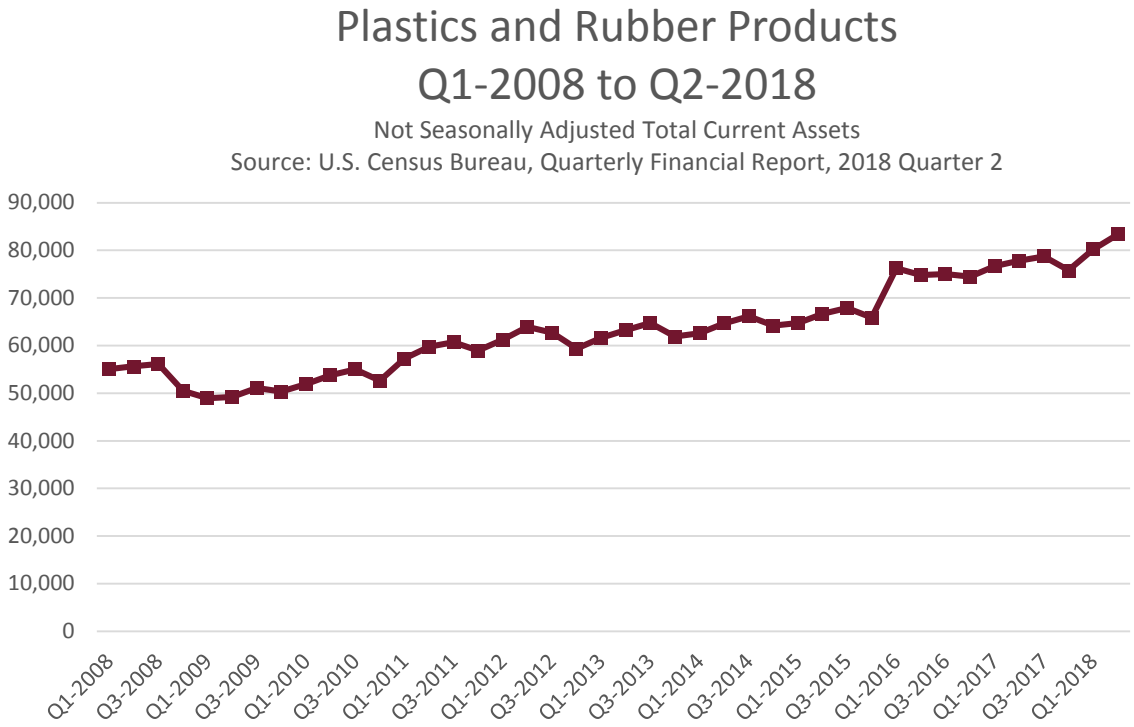
Sales and Profits in the Plastics and Rubber Products Manufacturing Sector

U.S. Manufacturing, Mining, Wholesale Trade, and Selected Service Industries – Not Seasonally Adjusted Sales and Profits

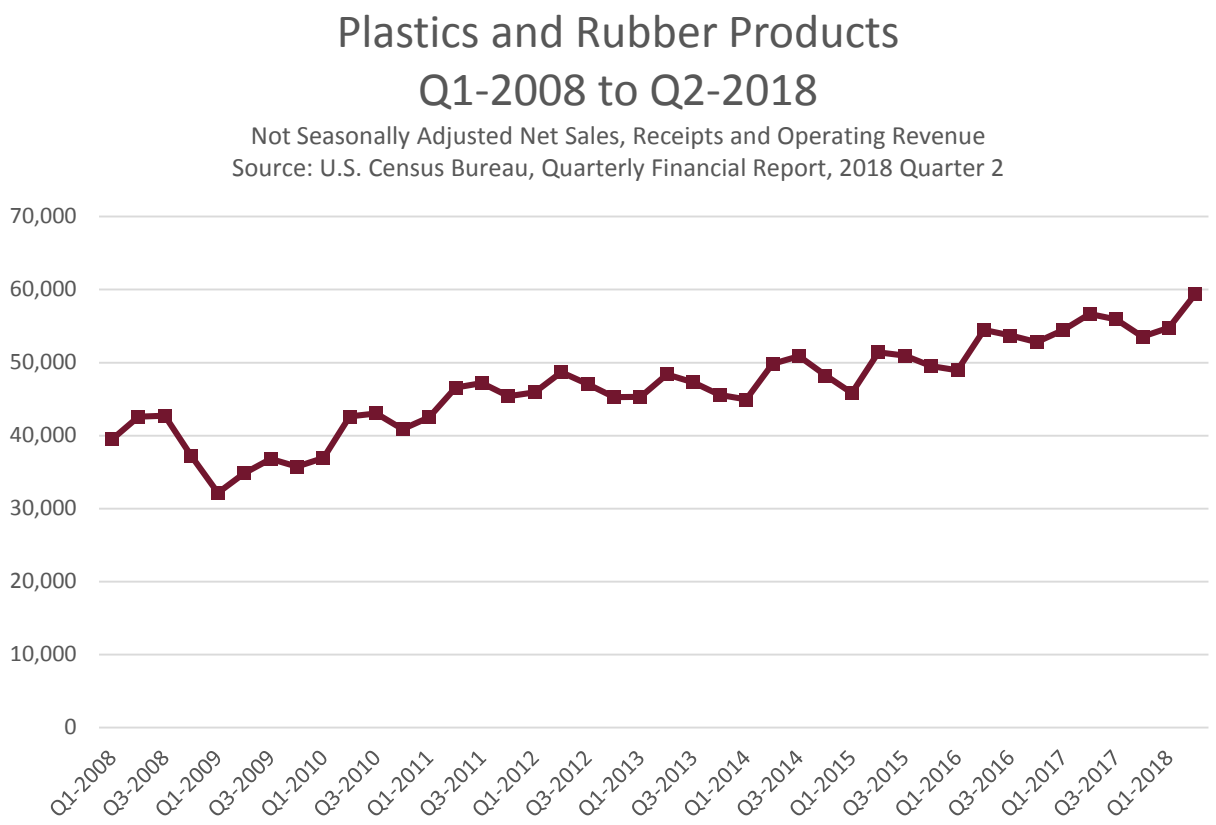
	Sales			Operating profits[1]			After-tax profits		
	2Q 2018	1Q 2018 (r)	2Q 2017 (r)	2Q 2018	1Q 2018 (r)	2Q 2017 (r)	2Q 2018	1Q 2018 (r)	2Q 2017 (r)
	(million dollars)								
All manufacturing[2]	1,776,909	1,661,167	1,644,161	154,905	126,697	141,593	186,619	147,790	145,760
All nondurable manufacturing	857,578	801,902	787,885	78,072	65,365	69,793	81,807	76,896	66,842
Food	159,502	166,572	165,430	12,116	10,780	13,332	7,299	13,298	9,835
Beverage and tobacco products	49,571	44,442	49,834	10,617	7,893	10,978	11,595	9,573	10,680
Textile mills and textile product mills	11,985	10,305	10,514	908	698	989	820	685	884
Apparel and leather products	21,998	20,961	21,146	2,225	2,120	2,253	2,617	435	2,281
Paper	33,518	32,394	31,845	2,596	1,825	2,123	2,403	1,922	1,829
Printing and related support activities	16,522	16,078	17,672	1,338	1,080	875	975	456	889
Petroleum and coal products	263,264	233,599	204,921	10,950	6,618	3,159	15,030	12,990	7,149
Chemicals	241,843	222,778	229,853	31,070	29,515	30,412	36,202	33,868	29,317
Basic chemicals, resins, and synthetics[3]	65,424	61,412	60,393	6,513	5,226	5,579	7,712	5,135	6,869
Pharmaceuticals and medicines[3]	111,178	104,636	108,106	16,248	16,884	16,527	21,654	20,509	15,118
All other chemicals[3]	65,242	56,730	61,354	8,308	7,405	8,305	6,837	8,224	7,331
Plastics and rubber products	59,375	54,773	56,671	6,252	4,838	5,672	4,864	3,668	3,979

Trend for Debt and Assets in the Plastics and Rubber Products Manufacturing Industry

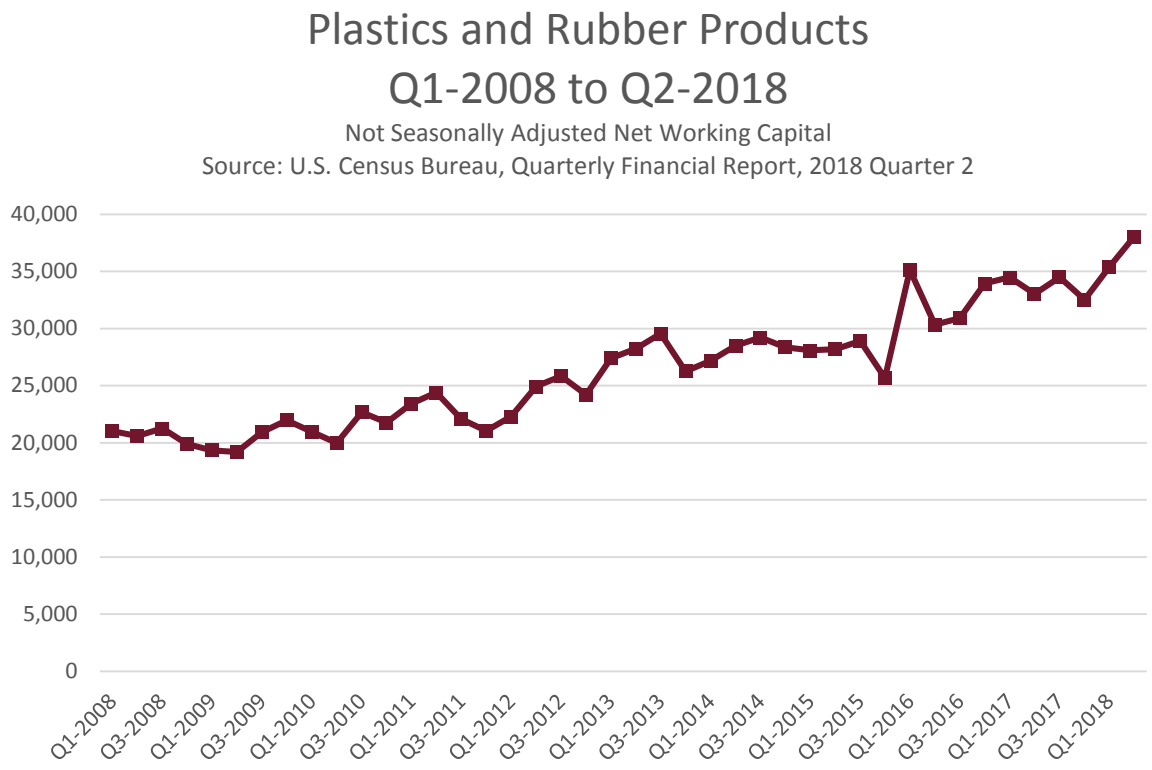




Net Sales, Receipts, and Operating Revenue for Plastics and Rubber Products Manufacturing



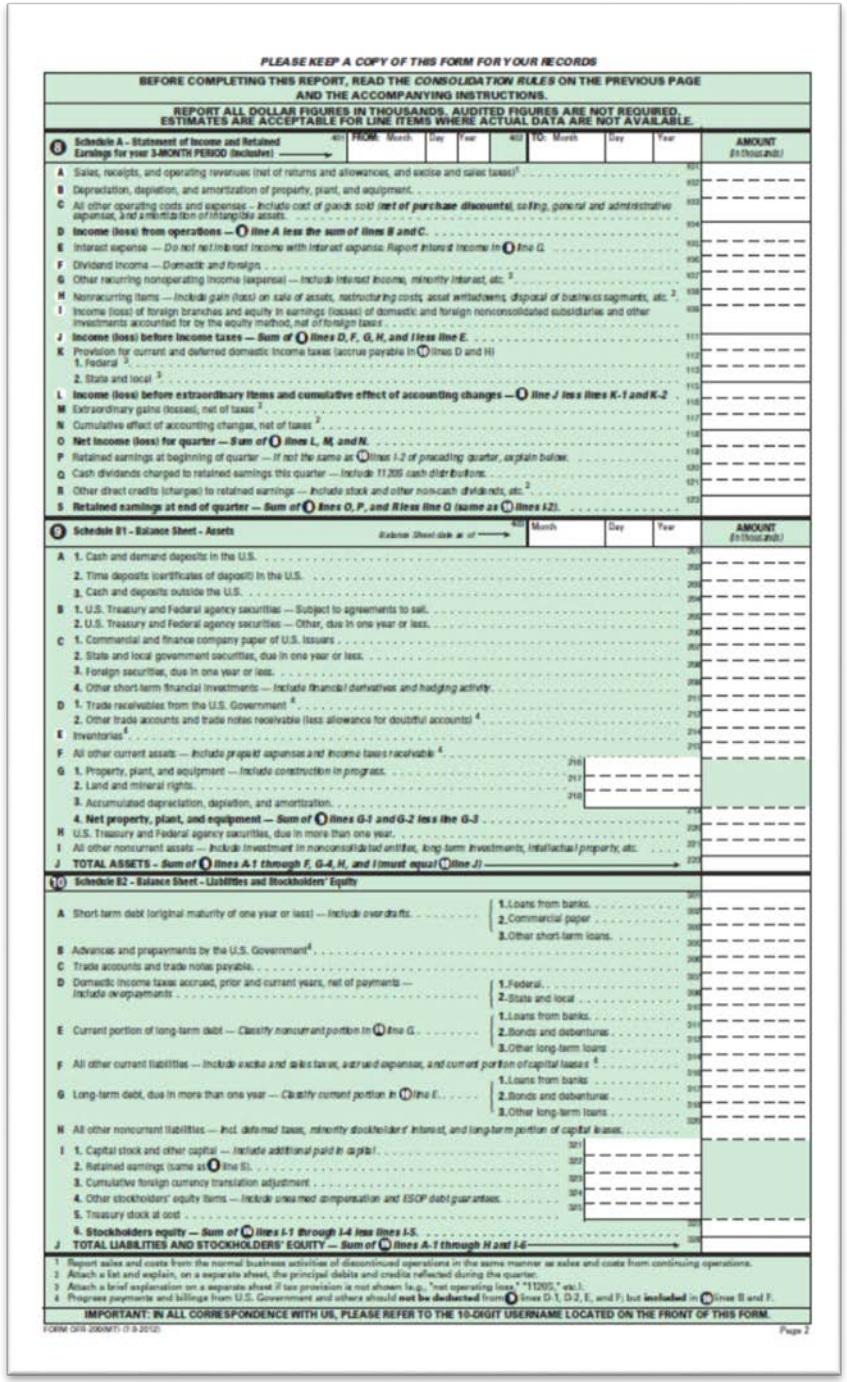
Net Working Capital for Plastics and Rubber Products Manufacturing



Key QFR Data Items

- Sales
- Profits
- Assets
- Liabilities
- Stockholder’s equity
- Related financial and operating ratios

o See ‘Reference Section’ for the full list



PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS

BEFORE COMPLETING THIS REPORT, READ THE *CONSOLIDATION RULES* ON THE PREVIOUS PAGE AND THE ACCOMPANYING INSTRUCTIONS.

REPORT ALL DOLLAR FIGURES IN THOUSANDS. AUDITED FIGURES ARE NOT REQUIRED. ESTIMATES ARE ACCEPTABLE FOR LINE ITEMS WHERE ACTUAL DATA ARE NOT AVAILABLE.

Schedule A – Statement of Income and Retained Earnings for your 3-MONTH PERIOD (Inclusive) — 401 FROM: Month Day Year — 402 TO: Month Day Year — AMOUNT (in thousands)

- A Sales, receipts, and operating revenues (net of returns and allowances, and excise and sales taxes)[1] — 101
- B Depreciation, depletion, and amortization of property, plant, and equipment — 102
- C All other operating costs and expenses – *Include cost of goods sold* ***net of purchase discounts****, selling, general and administrative expenses, and amortization of intangible assets* — 103
- D **Income (loss) from operations — line A less the sum of lines B and C** — 104
- E Interest expense — *Do not net interest income with interest expense. Report interest income in line G.* — 105
- F Dividend income — *Domestic and foreign* — 106
- G Other recurring nonoperating income (expense) — *Include interest income, minority interest, etc.*[2] — 107
- H Nonrecurring items — *Include gain (loss) on sale of assets, restructuring costs, asset writedowns, disposal of business segments, etc.*[2] — 108
- I Income (loss) of foreign branches and equity in earnings (losses) of domestic and foreign nonconsolidated subsidiaries and other investments accounted for by the equity method, net of foreign taxes — 109
- J **Income (loss) before income taxes — Sum of lines D, F, G, H, and I less line E** — 111
- K Provision for current and deferred domestic income taxes (accrue payable in lines D and H)
  - 1. Federal[2] — 112
  - 2. State and local[2] — 113
- L **Income (loss) before extraordinary items and cumulative effect of accounting changes — line J less lines K-1 and K-2** — 115
- M Extraordinary gains (losses), net of taxes[2] — 116
- N Cumulative effect of accounting changes, net of taxes[2] — 117
- O **Net income (loss) for quarter — Sum of lines L, M, and N** — 118
- P Retained earnings at beginning of quarter — *If not the same as lines I-2 of preceding quarter, explain below.* — 119
- Q Cash dividends charged to retained earnings this quarter — *Include 11205 cash distributions.* — 120
- R Other direct credits (charges) to retained earnings — *Include stock and other non-cash dividends, etc.*[2] — 121
- S **Retained earnings at end of quarter — Sum of lines O, P, and R less line Q (same as lines I-2).** — 122

Schedule B1 – Balance Sheet – Assets — 400 *Balance Sheet date as of* Month Day Year — AMOUNT (in thousands)

- A 1. Cash and demand deposits in the U.S. — 201
  - 2. Time deposits (certificates of deposit) in the U.S. — 202
  - 3. Cash and deposits outside the U.S. — 203
- B 1. U.S. Treasury and Federal agency securities — Subject to agreements to sell. — 204
  - 2. U.S. Treasury and Federal agency securities — Other, due in one year or less. — 205
- C 1. Commercial and finance company paper of U.S. issuers — 206
  - 2. State and local government securities, due in one year or less. — 207
  - 3. Foreign securities, due in one year or less. — 208
  - 4. Other short-term financial investments — *Include financial derivatives and hedging activity.* — 209
- D 1. Trade receivables from the U.S. Government[4] — 210
  - 2. Other trade accounts and trade notes receivable (less allowance for doubtful accounts)[4] — 211
- E Inventories[4] — 212
- F All other current assets — *Include prepaid expenses and income taxes receivable*[4] — 213
- G 1. Property, plant, and equipment — *Include construction in progress.* — 214
  - 2. Land and mineral rights. — 215
  - 3. Accumulated depreciation, depletion, and amortization. — 216
  - 4. **Net property, plant, and equipment — Sum of lines G-1 and G-2 less line G-3** — 217
- H U.S. Treasury and Federal agency securities, due in more than one year. — 218
- I All other noncurrent assets — *Include investment in nonconsolidated entities, long-term investments, intellectual property, etc.* — 219
- J **TOTAL ASSETS – Sum of lines A-1 through F, G-4, H, and I (must equal line J)** — 220

Schedule B2 – Balance Sheet – Liabilities and Stockholders' Equity

- A Short-term debt (original maturity of one year or less) — *Include overdrafts.* — 301
  - 1. Loans from banks. — 302
  - 2. Commercial paper — 303
  - 3. Other short-term loans. — 304
- B Advances and prepayments by the U.S. Government[4] — 305
- C Trade accounts and trade notes payable. — 306
- D Domestic income taxes accrued, prior and current years, net of payments — *Include overpayments* — 307
  - 1. Federal. — 308
  - 2. State and local — 309
- E Current portion of long-term debt — *Classify noncurrent portion in line G.* — 310
  - 1. Loans from banks. — 311
  - 2. Bonds and debentures — 312
  - 3. Other long-term loans — 313
- F All other current liabilities — *Include excise and sales taxes, accrued expenses, and current portion of capital leases*[4] — 314
- G Long-term debt, due in more than one year — *Classify current portion in line E.* — 315
  - 1. Loans from banks — 316
  - 2. Bonds and debentures — 317
  - 3. Other long-term loans — 318
- H All other noncurrent liabilities — *Incl. deferred taxes, minority stockholders' interest, and long-term portion of capital leases.* — 319
- I 1. Capital stock and other capital — *Include additional paid in capital.* — 320
  - 2. Retained earnings (same as line S). — 321
  - 3. Cumulative foreign currency translation adjustment — 322
  - 4. Other stockholders' equity items — *Include unearned compensation and ESOP debt guarantees.* — 323
  - 5. Treasury stock at cost — 324
  - 6. **Stockholders equity — Sum of lines I-1 through I-4 less lines I-5.** — 325
- J **TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY — Sum of lines A-1 through H and I-6** — 326

1 Report sales and costs from the normal business activities of discontinued operations in the same manner as sales and costs from continuing operations.
2 Attach a list and explain, on a separate sheet, the principal debits and credits reflected during the quarter.
3 Attach a brief explanation on a separate sheet if tax provision is not shown (e.g., "net operating loss," "11205," etc.).
4 Progress payments and billings from U.S. Government and others should **not be deducted** from lines D-1, D-2, E, and F; but **included** in lines B and F.

IMPORTANT: IN ALL CORRESPONDENCE WITH US, PLEASE REFER TO THE 10-DIGIT USERNAME LOCATED ON THE FRONT OF THIS FORM.

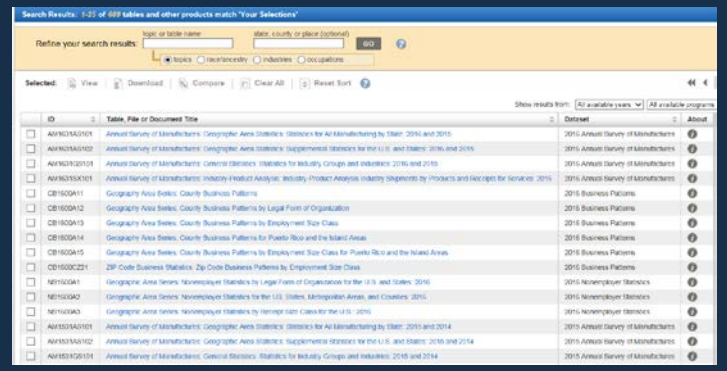
FORM QFR-200(MT) (1-3-2012) Page 2

How do capital expenditures in the Manufacturing sector compare to other sectors in the U.S. economy?

- Annual Capital Expenditures Survey (ACES)
- Annual Survey of Manufactures (ASM)
  - Collected annually in between years not ending in -2 and -7
  - Use Economic Census for years ending in -2 and -7
  - Key data tool: *American FactFinder*

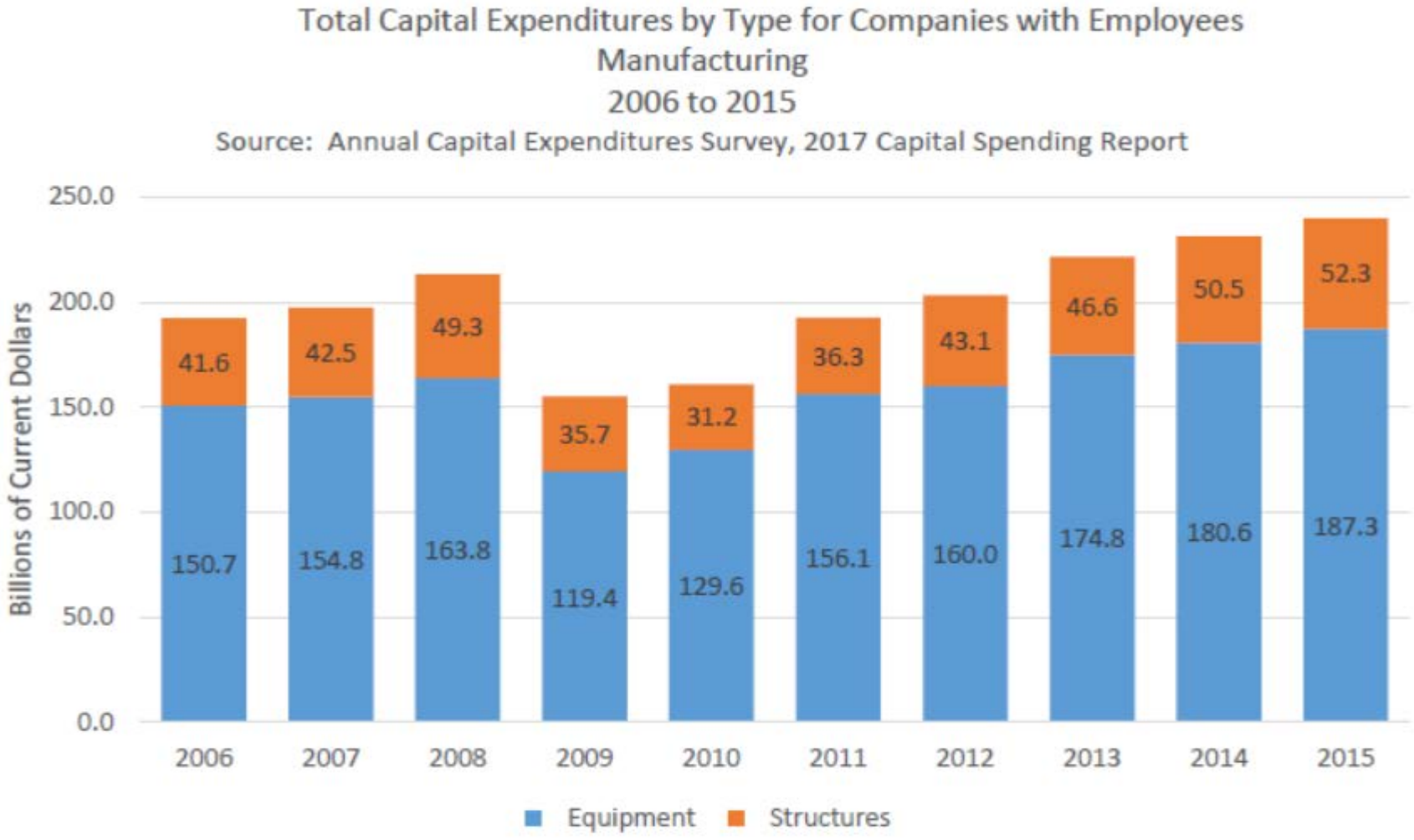
Data Access

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



Annual Capital Expenditures Survey
https://www.census.gov/programs-surveys/aces.html

Annual Capital Expenditures Survey (ACES)



Source: Annual Capital Expenditures Survey – 2006 - 2015

Capital Expenditures for Structures and Equipment for Companies With Employees by Major Industry Sector: 2016 and 2015 Revised

Source : 2016 Annual Capital Expenditures Survey

See Survey Description for meanings of abbreviations and symbols

See Definition of terms

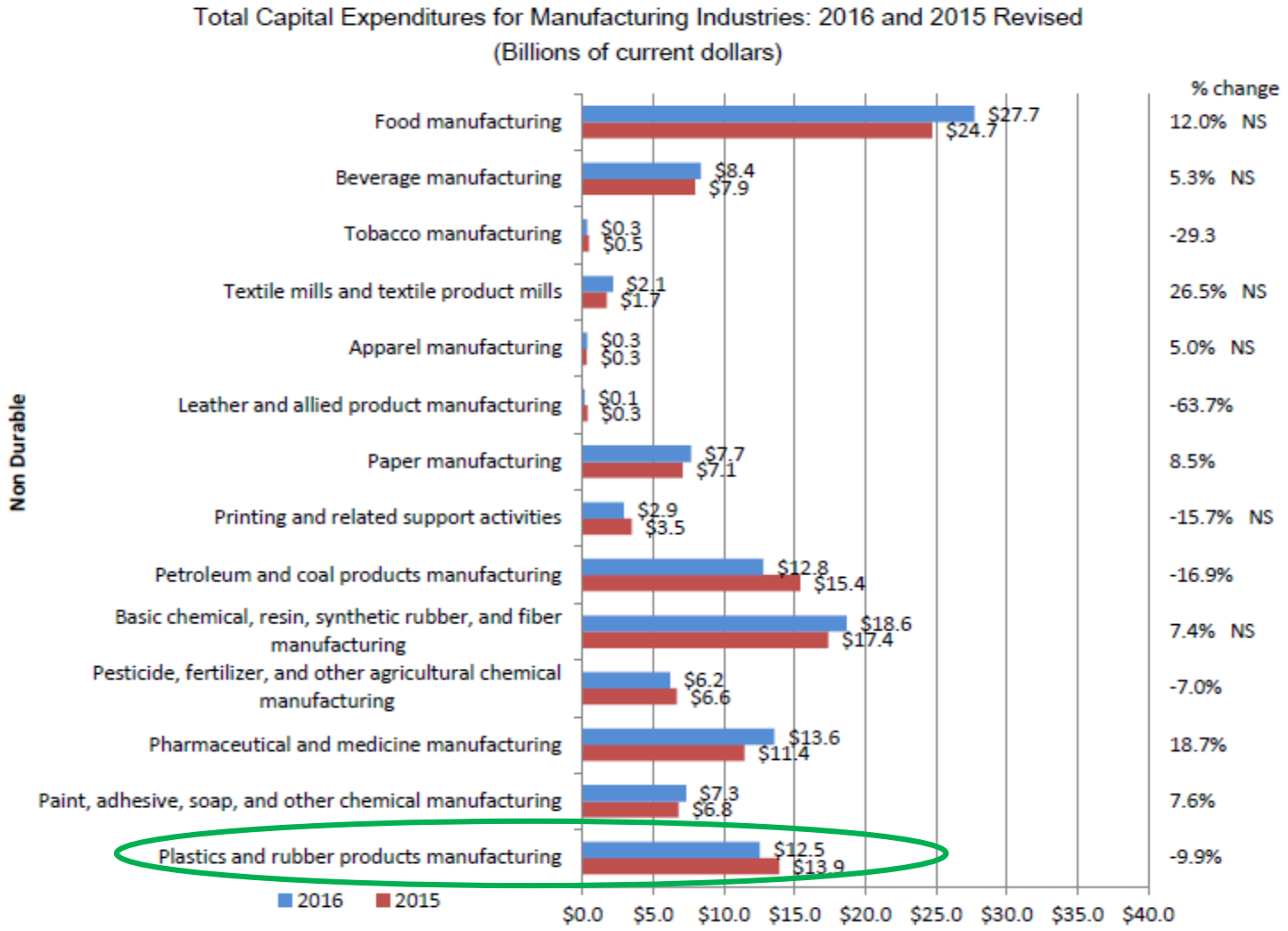
See Sampling and estimation methodology

[Millions of current dollars.]

NAICS code	Industry	Year	Total expenditures	Expenditures for structures			Expenditures for equipment		
				Total	New	Used	Total	New	Used
	Total expenditures	**2016**	**1,480,276**	**552,763**	**508,120**	**44,643**	**927,512**	**881,989**	**45,523**
		2015	1,548,057	600,766	557,641	43,126	947,291	900,519	46,772
113-115	Forestry, fishing, and agricultural services	**2016**	4,561	559	D	D	4,002	D	D
		2015	3,322	598	571	26	2,724	2,392	333
21	Mining	**2016**	92,727	75,867	74,044	1,822	16,860	14,760	2,100
		2015	174,069	135,552	133,903	1,649	38,517	35,869	2,649
22	Utilities	**2016**	133,836	73,811	69,693	4,117	60,025	56,243	3,782
		2015	130,514	71,277	68,610	2,667	59,237	55,598	3,639
23	Construction	**2016**	35,978	4,302	3,284	1,018	31,676	23,993	7,683
		2015	33,276	2,600	2,232	368	30,676	24,385	6,291
31-33	Manufacturing	**2016**	243,556	56,918	55,356	1,562	186,638	181,551	5,086
		2015	245,123	54,716	53,804	913	190,407	184,904	5,503
321, 327, 33	Durable goods industries	**2016**	123,098	22,616	22,211	406	100,482	97,609	2,873
		2015	127,714	22,845	22,515	330	104,869	101,952	2,917
31, 322-326	Nondurable goods industries	**2016**	120,458	34,302	33,145	1,157	86,156	83,942	2,214
		2015	117,409	31,871	31,288	583	85,537	82,951	2,586
42	Wholesale trade	**2016**	43,877	13,510	13,177	333	30,367	28,613	1,753
		2015	42,378	12,624	12,514	110	29,754	27,848	1,906
44-45	Retail trade	**2016**	86,958	39,086	38,081	1,005	47,873	46,122	1,751
		2015	85,963	37,005	34,581	2,423	48,959	47,578	1,381
48-49	Transportation and warehousing	**2016**	109,653	35,720	35,123	597	73,933	66,228	7,705
		2015	116,633	42,490	41,325	1,164	74,144	65,280	8,864

Source: Annual Capital Expenditures Survey – 2015 and 2016

How do capital expenditures for the Plastic & Rubber industries compare to other industries?



United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Source: U.S. Census Bureau, 2016 Annual Capital Expenditures Survey
Note: Detail may not add to total because of rounding.
NS: Not Statistically Significant

Capital Expenditures for Structures and Equipment by Selected Business Sectors for Companies with Employees: 2016
(Billions of dollars)

Source: U.S. Census Bureau, 2016 Annual Capital Expenditures Survey

Note: Detail may not add to total because of rounding.

NS: Not Statistically Significant

ACES Data on census.gov

Annual Capital Expenditures Survey (ACES)

- About this Survey
- Information for Respondents
- **Data**
  - **ACES Tables**
- Library
- News & Updates
- Technical Documentation

ACES Tables

Stats displayed in columns and rows with title, ID, notes, sources, and release date. Many tables on census.gov are in downloadable XLS, CVS and PDF file formats.

All | **2018** | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | MORE

1999
1998
1997
1996

2018

TABLE | FEBRUARY 09, 2018

2016 Annual Capital Expenditures Survey Tables

These tables show In 2016, U.S. nonfarm businesses invested $1,575.7 billion in new and used structures and equipment, an decrease of 4.0 percent.

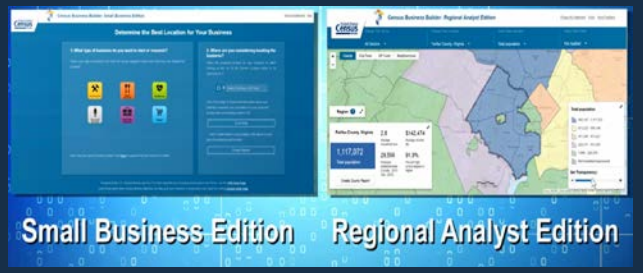
What are the size of manufacturing businesses?

- Statistics of U.S. Businesses (SUSB)
  - Data available on Establishment level
  - Data available by Enterprise level
  - Data on employment change
  - In partnership with the Office of Advocacy of the U.S. Small Business Administration (SBA)
- Data Access - https://www.census.gov/programs-surveys/susb.html

Data Tools

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

To access the CBB - https://www.census.gov/data/data-tools/cbb.html



What is employment in the 'Plastics & Rubber' manufacturing industry by the size of the enterprise?

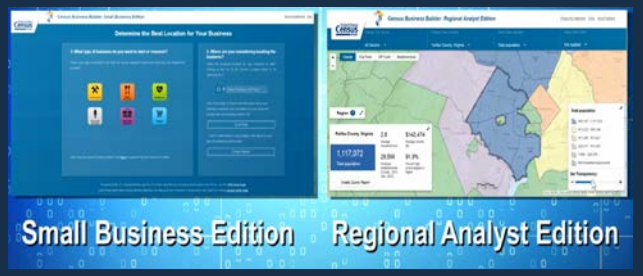
Statistics of U.S. Businesses Key Terms:

- **Establishment** – a single physical location where business is conducted or where services or industrial operations are performed.
- **Enterprise** – a business organization consisting of one or more domestic establishments under common ownership or control
- **Firm** – a business organization consisting of one or more domestic establishments in the same state and industry under common ownership or control.

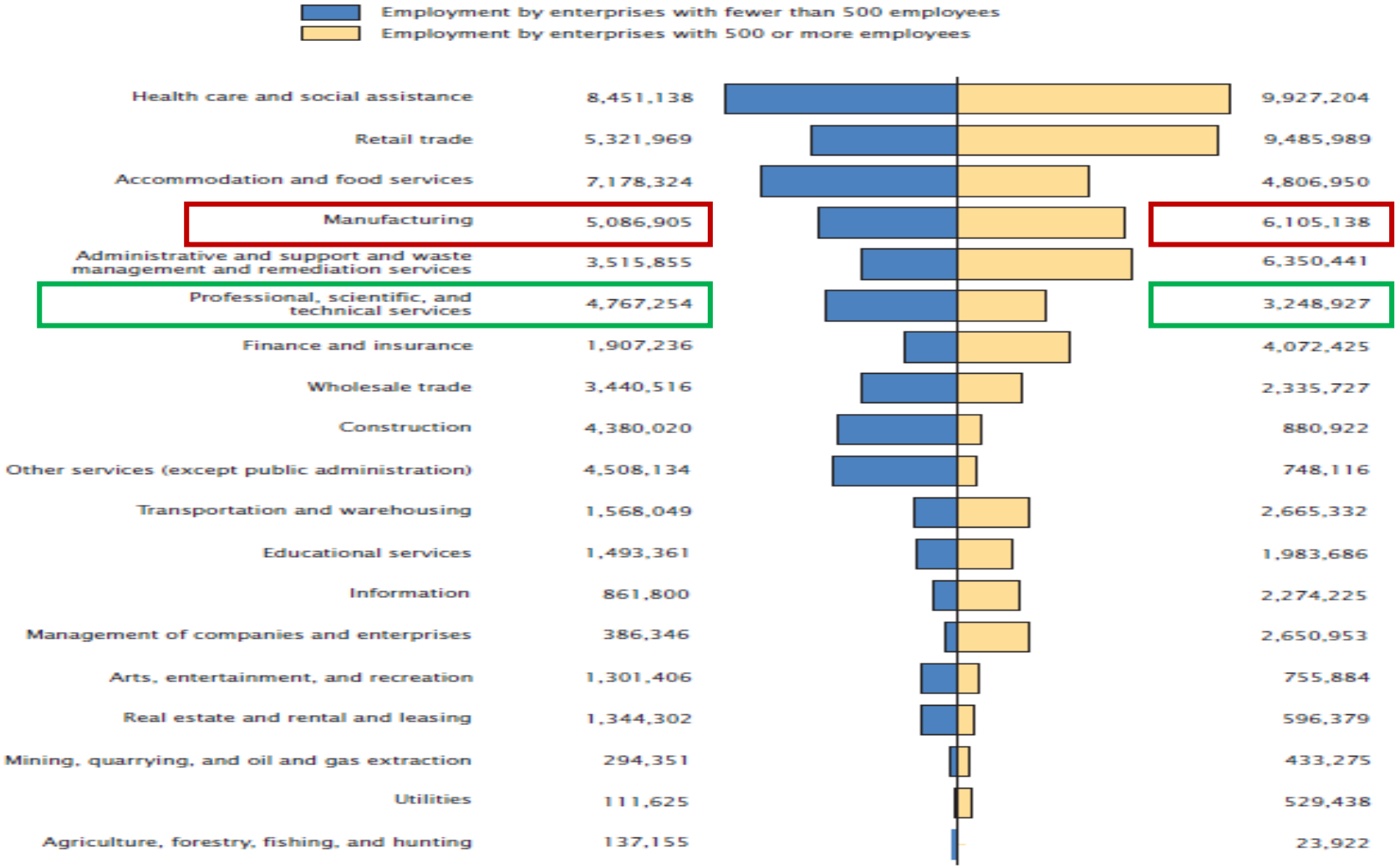
Data Tools

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

To access the CBB - https://www.census.gov/data/data-tools/cbb.html



Employment (number of employees) by NAICS Sector and Enterprise Employment Size: 2012



Note: Sectors are ordered from largest to smallest total employment.

Source: U.S. Census Bureau, 2012 Statistics of U.S. Businesses.

How does health insurance compare across multiple sectors in the U.S. economy?

- Medical Expenditure Panel Survey – Insurance Component (MEPS-IC)
  - National & state level estimates on employer sponsored health insurance coverage from the private and public sectors
- In partnership with the Department of Health & Human Services

Data Access

To access MEPS-IC data, please visit -

https://www.meps.ahrq.gov/mepsweb/data_stats/quick_tables.jsp

Snapshots of MEPS-IC data from DHHS

To access the next two slides from our sponsoring agency, visit - https://meps.ahrq.gov/mepsweb/survey_comp/Insurance.jsp

Table I.B.1.a Percent of number of private-sector employees by firm size and selected characteristics: United States, 2017

Characteristics	Total	Less than 10 employees	10-24 employees	25-99 employees	100-999 employees	1000 or more employees	Less than 50 employees	50 or more employees
United States	125,415,757	11.2%	8.6%	14.1%	18.8%	47.4%	26.6%	73.4%
Industry group **								
Agric., fish., forest.	1,396,816	22.7%	13.7%	11.8%	30.6%	21.1%	39.7%	60.3%
Mining and manufacturing	12,150,890	4.6%	4.9%	14.6%	23.7%	52.1%	15.5%	84.5%
Construction	6,410,323	22.6%	18.1%	24.8%	22.0%	12.5%	53.8%	46.2%
Utilities and transp.	5,391,833	6.4%	5.2%	9.1%	14.6%	64.7%	17.2%	82.8%
Wholesale trade	6,015,302	12.0%	8.9%	16.5%	22.5%	40.1%	28.3%	71.7%
Fin. svs. and real estate	12,533,937	9.4%	3.9%	6.4%	15.0%	65.4%	16.4%	83.6%
Retail trade	15,616,554	11.4%	7.4%	10.8%	13.0%	57.4%	24.3%	75.7%
Professional services	33,644,463	10.1%	7.8%	12.5%	21.2%	48.3%	23.8%	76.2%
Other services	32,255,640	13.2%	11.5%	18.4%	17.6%	39.4%	34.2%	65.8%
Ownership								
For profit, incorporated	87,186,302	10.3%	8.6%	13.8%	17.1%	50.1%	25.8%	74.2%
For profit, unincorporated	20,361,361	18.8%	11.4%	16.5%	19.3%	34.0%	38.6%	61.4%
Nonprofit	17,868,093	6.5%	5.3%	12.8%	26.3%	49.2%	16.9%	83.1%
Age of firm								
Less than 5 years	7,798,214	38.1%	19.2%	25.2%	14.0%	3.4%	71.3%	28.7%
5-9 years	9,249,447	26.2%	21.0%	23.7%	21.3%	7.8%	60.2%	39.8%
10-19 years	18,402,412	20.7%	16.3%	24.1%	23.2%	15.7%	48.8%	51.2%
20 or more years	89,965,684	5.3%	4.8%	10.1%	18.1%	61.8%	14.8%	85.2%
Multi/single status								
2 or more locations	74,526,423	0.2%	0.7%	4.6%	17.2%	77.3%	2.6%	97.4%
1 location only	50,889,334	27.2%	20.1%	28.0%	21.1%	3.6%	61.9%	38.1%
Percent full-time employees								
Less than 25%	11,351,003	21.7%	15.6%	19.7%	15.5%	27.5%	47.6%	52.4%
25-49 %	11,548,103	11.1%	11.8%	17.9%	21.4%	37.8%	31.8%	68.2%
50-74 %	17,079,724	13.9%	8.1%	13.9%	16.4%	47.7%	28.5%	71.5%
75% or more	85,436,926	9.2%	7.3%	12.8%	19.3%	51.3%	22.8%	77.2%
Union presence								
No union employees	106,434,931	13.0%	9.8%	15.8%	19.9%	41.5%	30.7%	69.3%
Has union employees	18,980,826	1.2%	1.5%	4.5%	12.6%	80.2%	4.1%	95.9%
Percent low-wage employees								
50% or more low-wage	29,291,650	12.8%	10.8%	17.4%	19.3%	39.7%	31.9%	68.1%
Less than 50% low-wage	96,124,107	10.7%	7.9%	13.1%	18.6%	49.7%	25.0%	75.0%

Source: Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends. 2017 Medical Expenditure Panel Survey-Insurance Component.

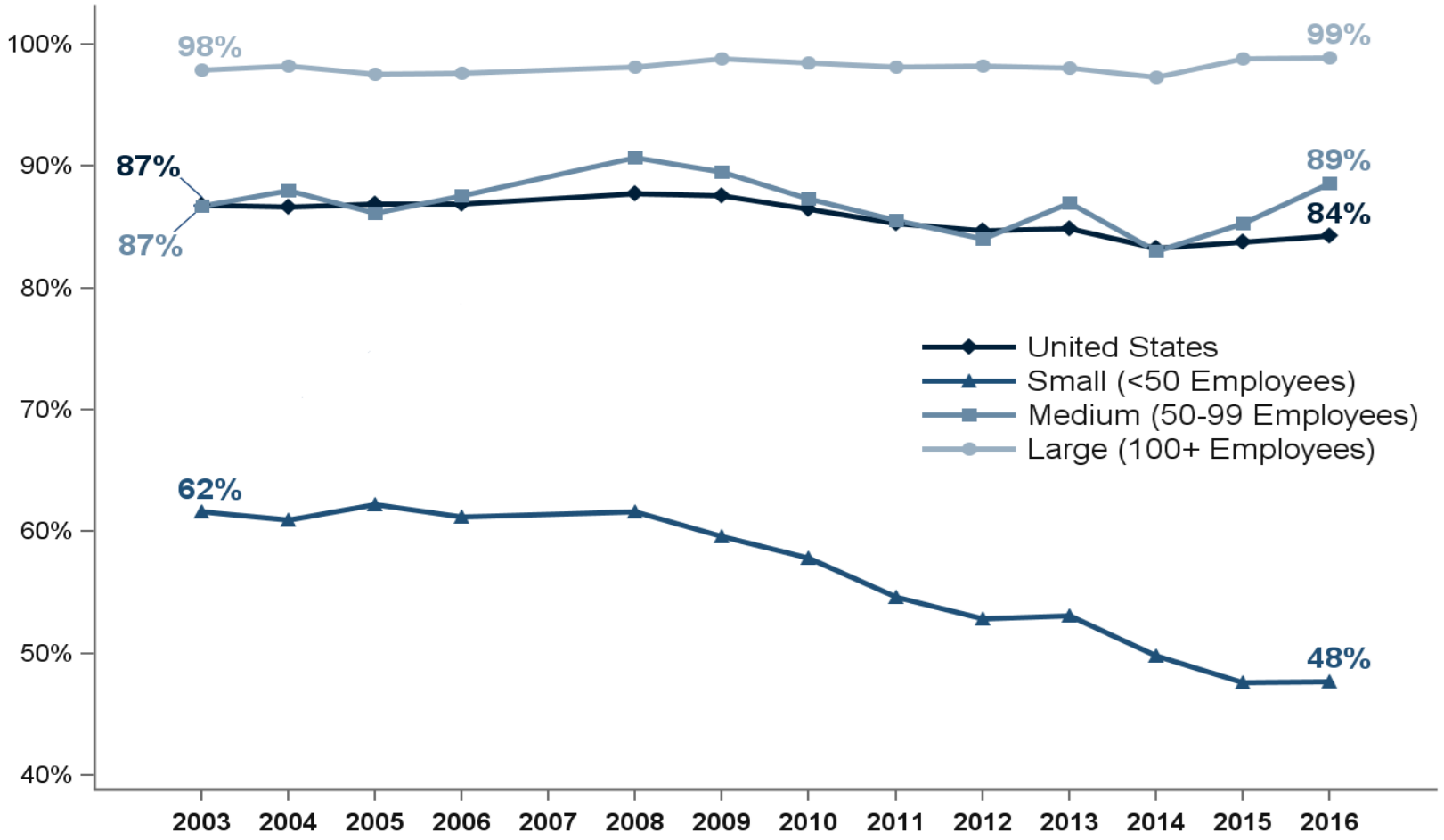
Note: Definitions and descriptions of the methods used for this survey can be found in the Technical Appendix.

** Definitions of industry groups and low-wage employees changed in 2000. These data are not comparable to IC data prior to 2000. See Technical Appendix.

Percents may not add to 100% because of rounding.

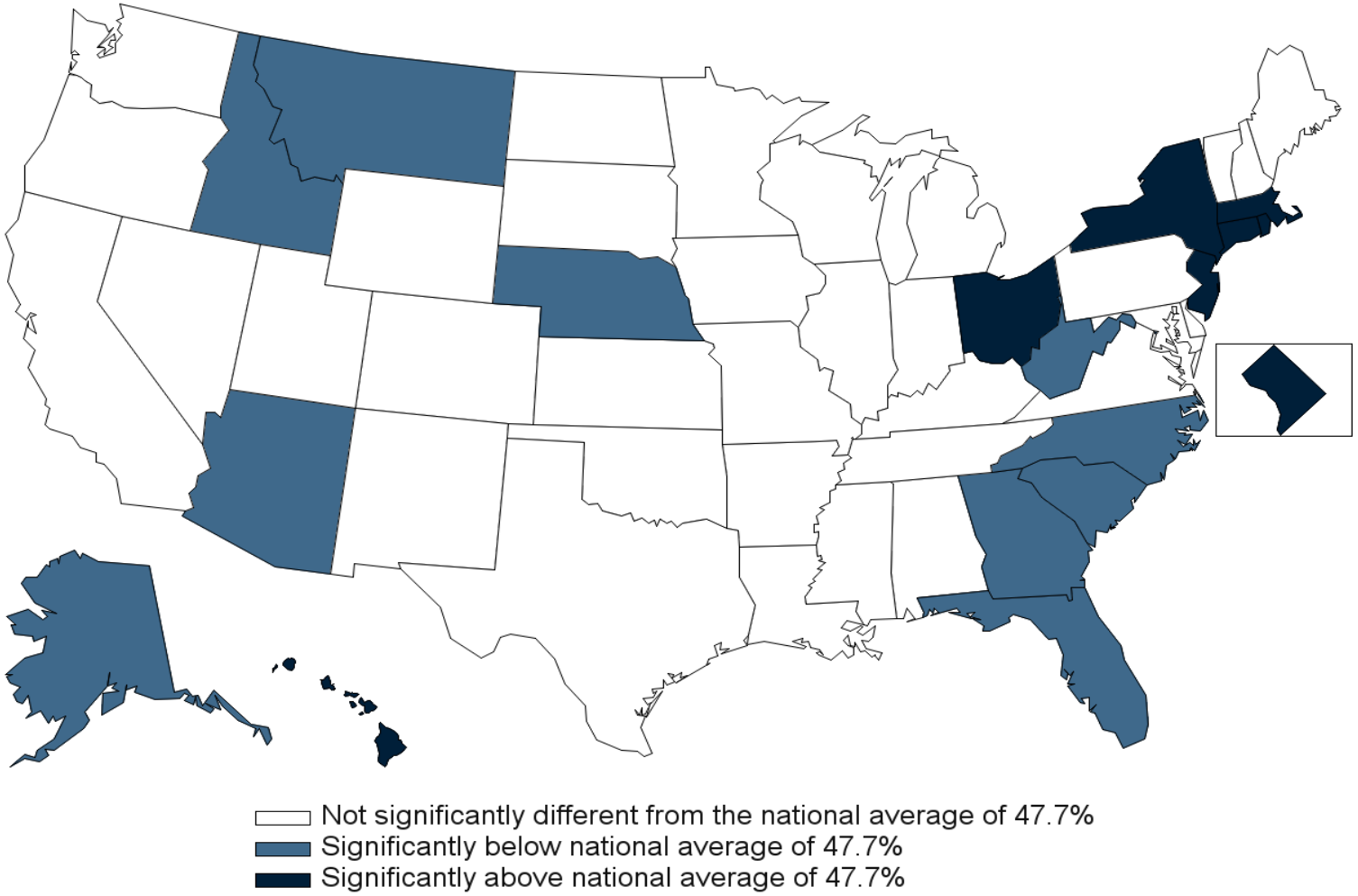
To access this table from our sponsoring agency, visit - https://meps.ahrq.gov/data_stats/summ_tables/insr/national/series_1/2017/tib1a.pdf

Percentage of private-sector employees in establishments that offer health insurance, by firm size, 2003-2016



Source: Medical Expenditure Panel Survey-Insurance Component, private-sector establishments, 2003-2016.
Note: Medical Expenditure Panel Survey-Insurance Component estimates are not available for 2007.

Percentage of private-sector employees in establishments that offer health insurance, by State, firm size <50 employees, 2016



Source: Medical Expenditure Panel Survey-Insurance Component, private-sector establishments, 2016.

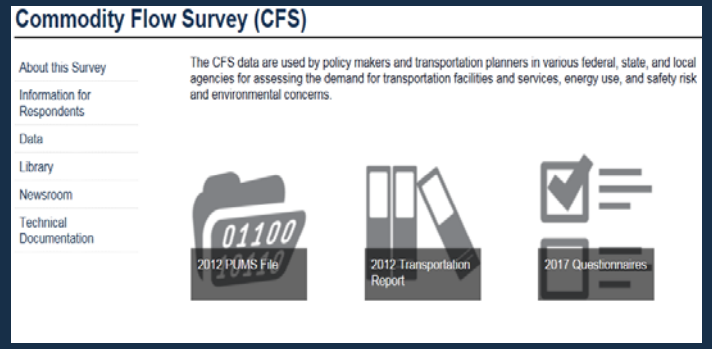
Online data can be found through

- Publications: Analyses of MEPS data ranging from brief to extensive reports, chartbooks consisting mainly of graphs, and descriptions of MEPS sample designs and survey methods.
- Summary data tables: Tables with frequently used data on employer-based health insurance—national level and state and metro area levels
- MEPSnet query tools: Interactive query tools that generate statistics and trends across years about health insurance offered by private establishments, as well as national and regional health insurance estimates for state and local governments.
- MEPS Insurance Component Chartbook 2016 (Accessible Version): This Chartbook provides single and multiyear trend analyses using private-sector MEPS-IC data from 2003 to 2016. The report covers key information in the following five categories: Health Insurance Premiums, Health Insurance Offer Rates, Employee Eligibility and Enrollment, Employee and Employer Contributions, and Employee Cost Sharing.
- MEPS Insurance Component 2016 Presentation Slides (Accessible Version with additional tabular data): Powerpoint slides with charts from the 2016 MEPS-Insurance Component Chartbook are available for use in presentations.

What is the typical mode of transportation, weight and distance shipped in the Manufacturing sector compared to other sectors in the U.S. economy?

- Commodity Flow Survey (CFS)
  - Conducted every 5 years in the years ending in -2 and -7
  - Available sectors: mining, manufacturing, wholesale trade, and select retail and services
  - Joint effort by the Bureau of Transportation Statistics and the U.S. Census Bureau

Data Access



https://www.census.gov/programs-surveys/cfs.html

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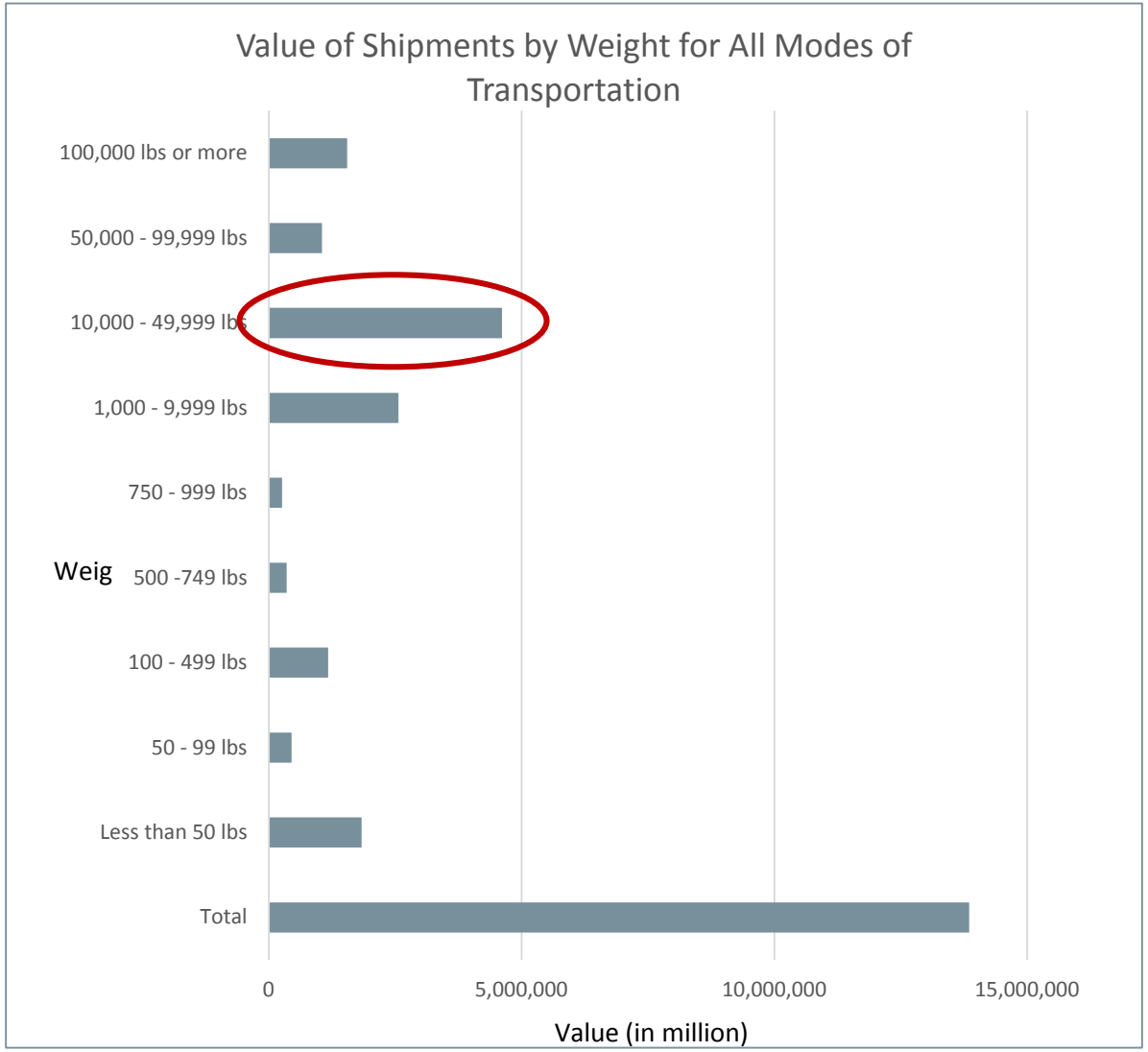
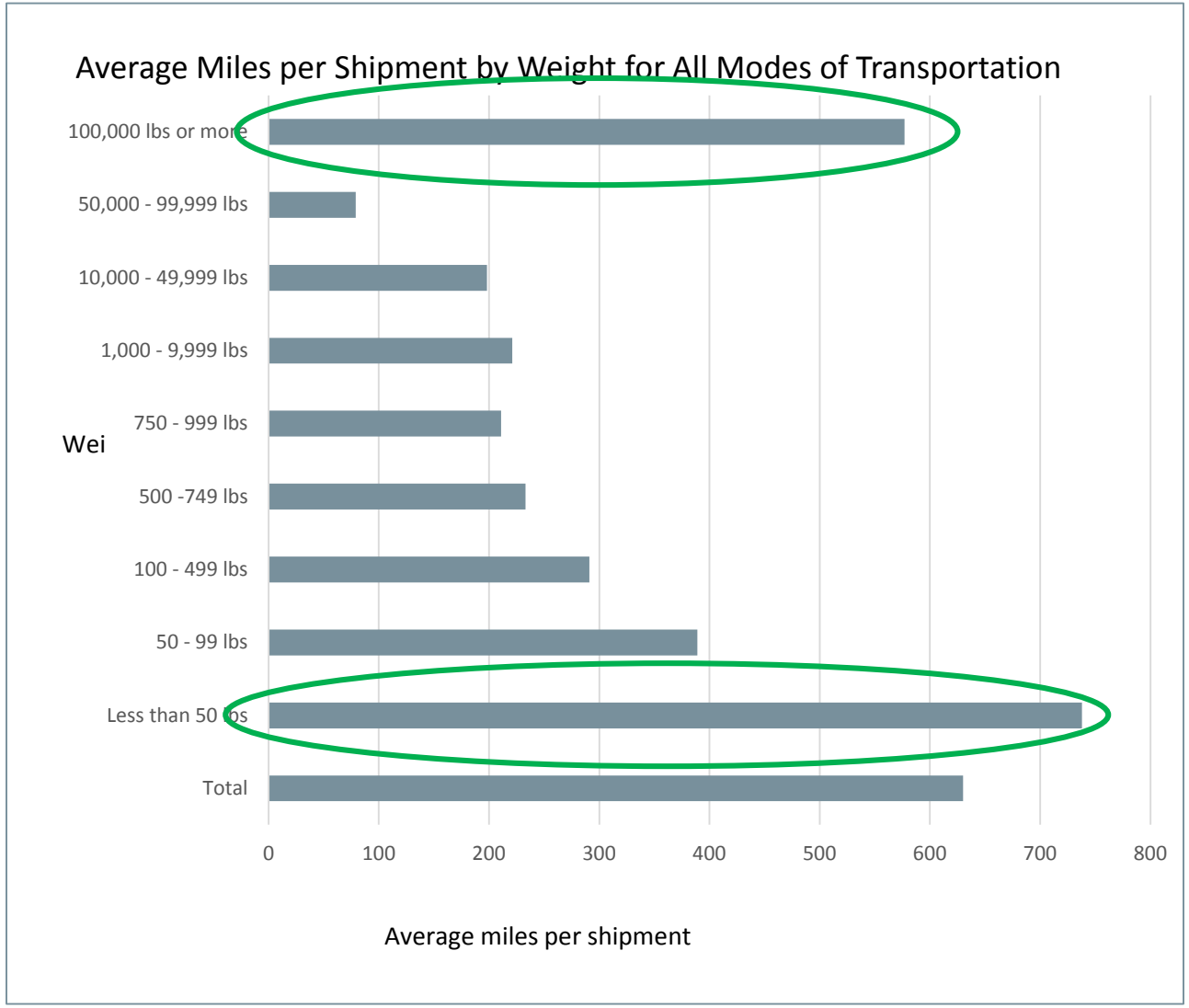
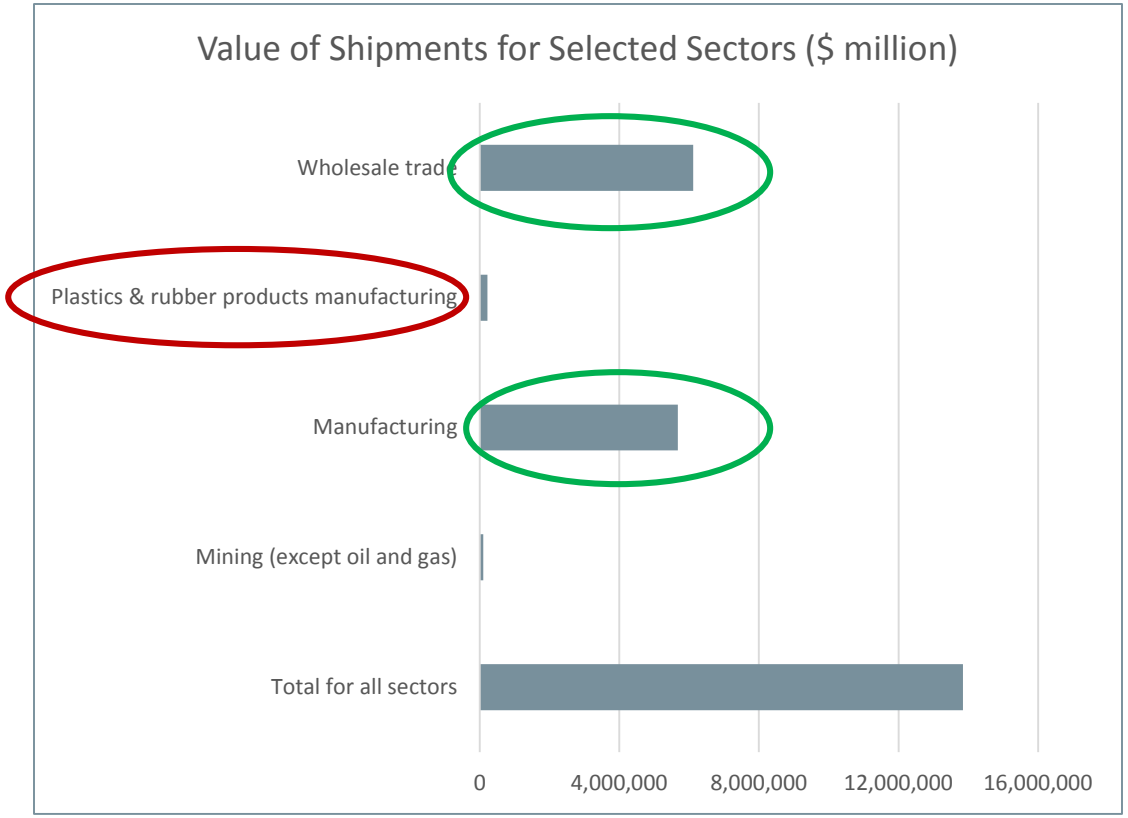
Value of Shipments and Distance Shipped by Weight for All Sectors by All Modes of Transportation

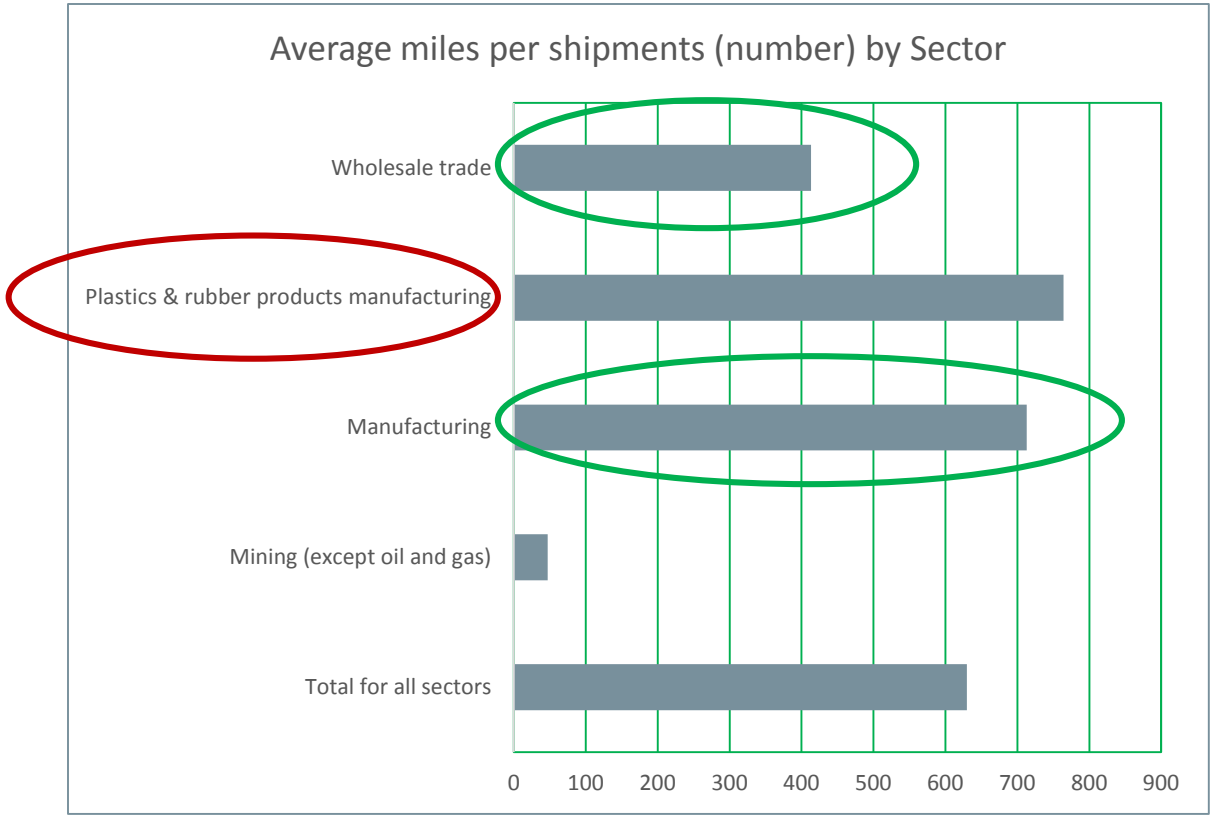




Source: U.S. Census Bureau, 2012 Commodity Flow Survey

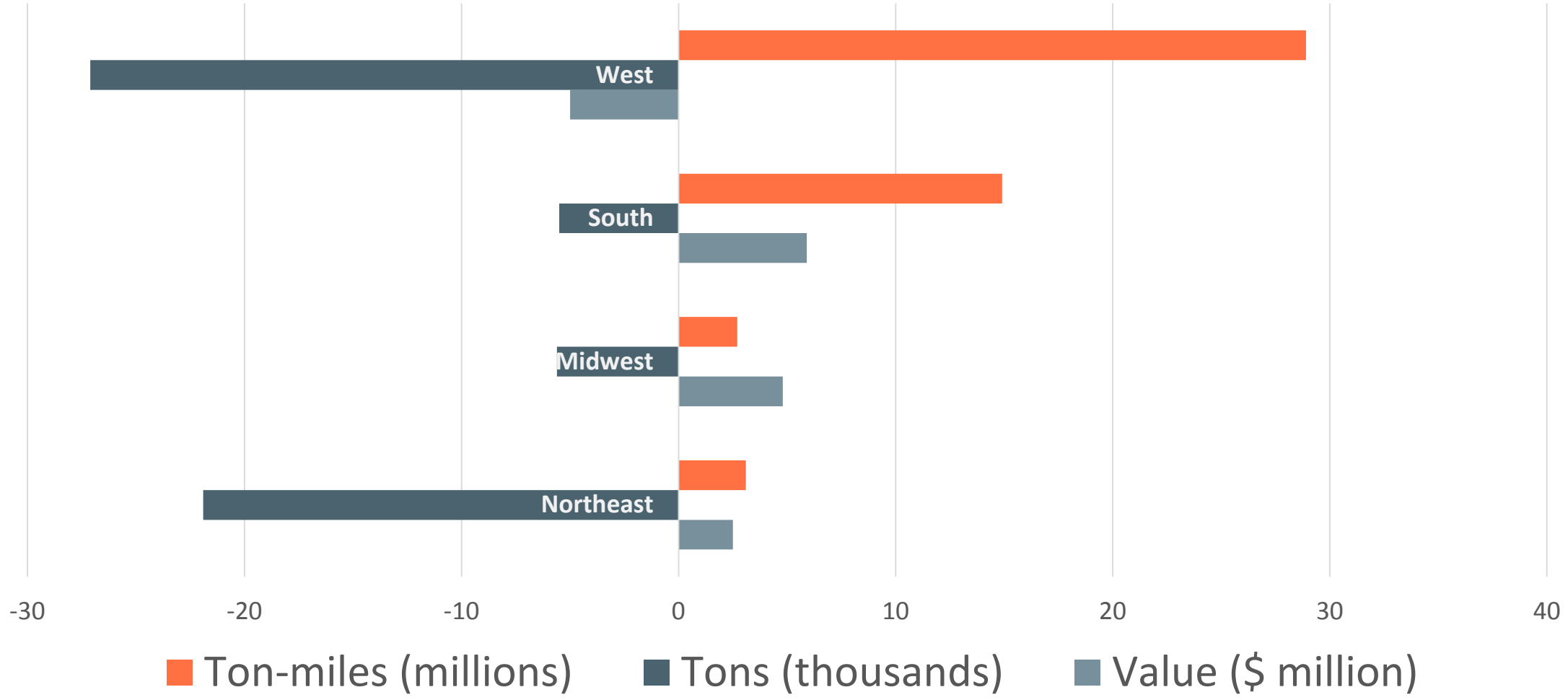
Value of Shipments and Average Miles per Shipments for Selected Sectors





Source: U.S. Census Bureau, 2012 Commodity Flow Survey

Percent Change in Shipment Characteristics by Origin Geography for Plastics and Rubber Manufacturing from 2007 to 2012



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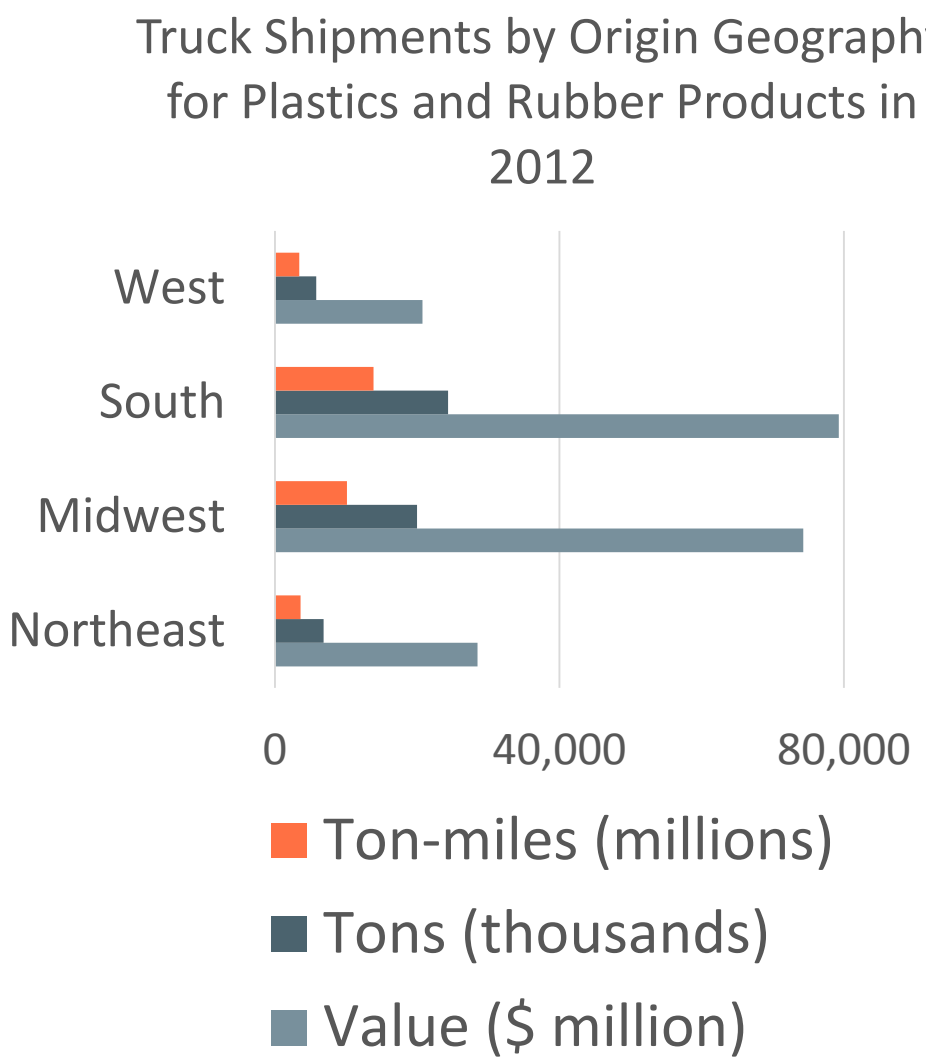
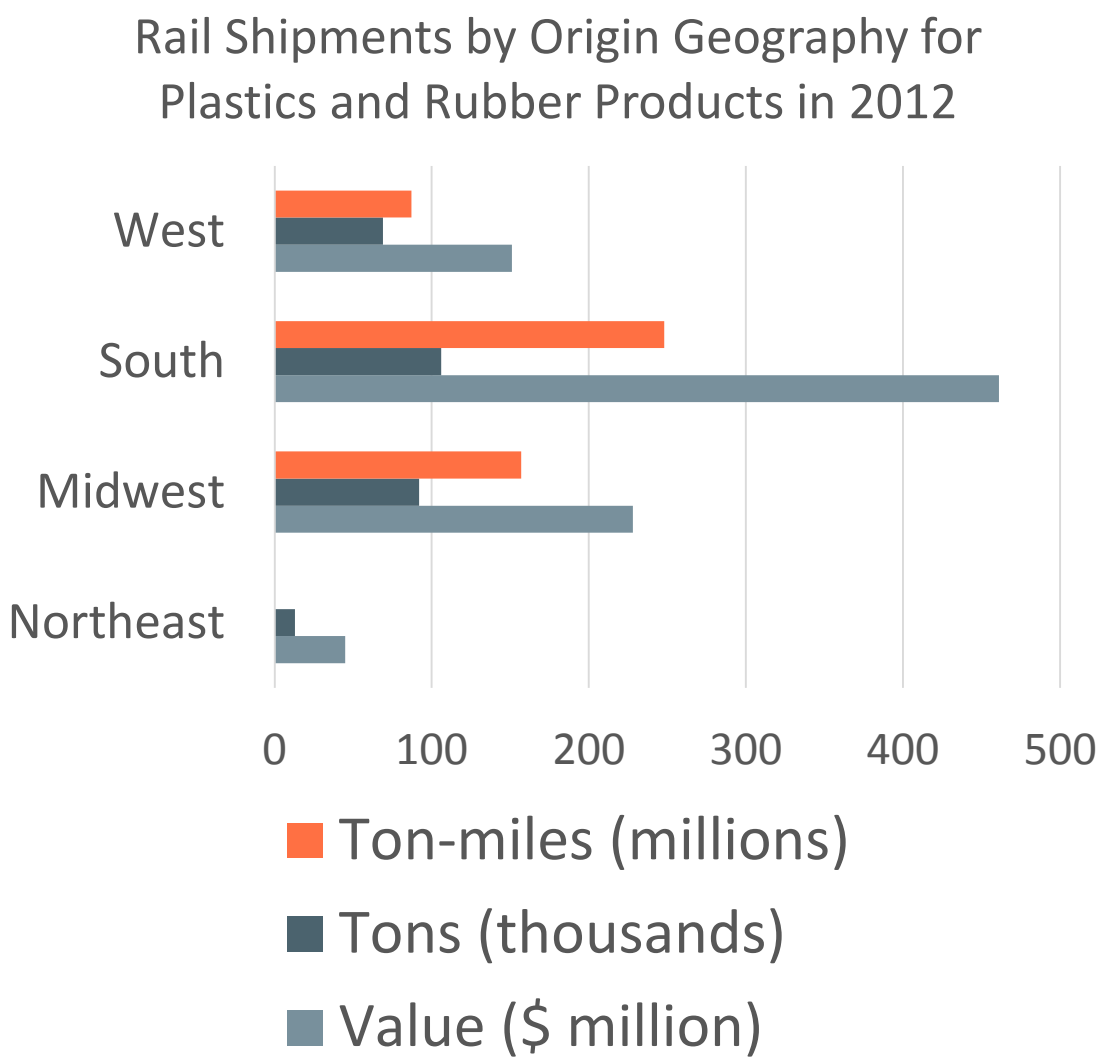
Source: U.S. Census Bureau, Commodity Flow Survey (2007 and 2012) Table CF1200A05

Truck and Rail Shipments for the Plastics & Rubber Products Manufacturing Sector





Source: U.S. Census Bureau, 2012 Commodity Flow Survey

Mode of Transportation for Plastics and Rubber Products Manufacturing

Shipment Characteristics by NAICS[1] and Mode of Transportation for the United States: 2012—Con.

[Estimates are based on data from the 2012 Commodity Flow Survey. Because of rounding, estimates may not be additive]

NAICS code	NAICS title and mode of transportation	Value (million dollars)	Tons (thousands)	Ton-miles[2] (millions)	Average miles per shipment
326	**Plastics and rubber products manufacturing**				
	All modes	**216,973**	**59,798**	**33,421**	**764**
	Single modes	**205,844**	**57,293**	**31,618**	**577**
	Truck[3]	202,828	56,931	30,992	566
	For-hire truck	170,733	47,157	29,758	704
	Private truck	32,094	9,774	1,234	121
	Rail	885	281	524	1,525
	Water	S	S	S	1,998
	Inland water	0	0	0	0
	Great Lakes	0	0	0	0
	Deep sea	S	S	S	1,990
	Multiple waterways	S	S	S	S
	Air (includes truck and air)	2,123	79	98	1,236
	Pipeline[4]	0	0	0	0
	Multiple modes	**11,129**	**S**	**1,803**	**1,047**
	Parcel, U.S. Postal Service, or courier	8,192	224	234	1,044
	Truck and rail	2,706	S	1,464	1,511
	Truck and water	228	49	105	2,508
	Rail and water	S	S	S	S
	Other multiple modes	0	0	0	0
	Other modes	**0**	**0**	**0**	**0**

Source: U.S. Census Bureau, 2012 Commodity Flow Survey

What other data could our investor explore?

- E-Stats – e-commerce revenue of companies
- Economic Census – Business size and other detailed stats

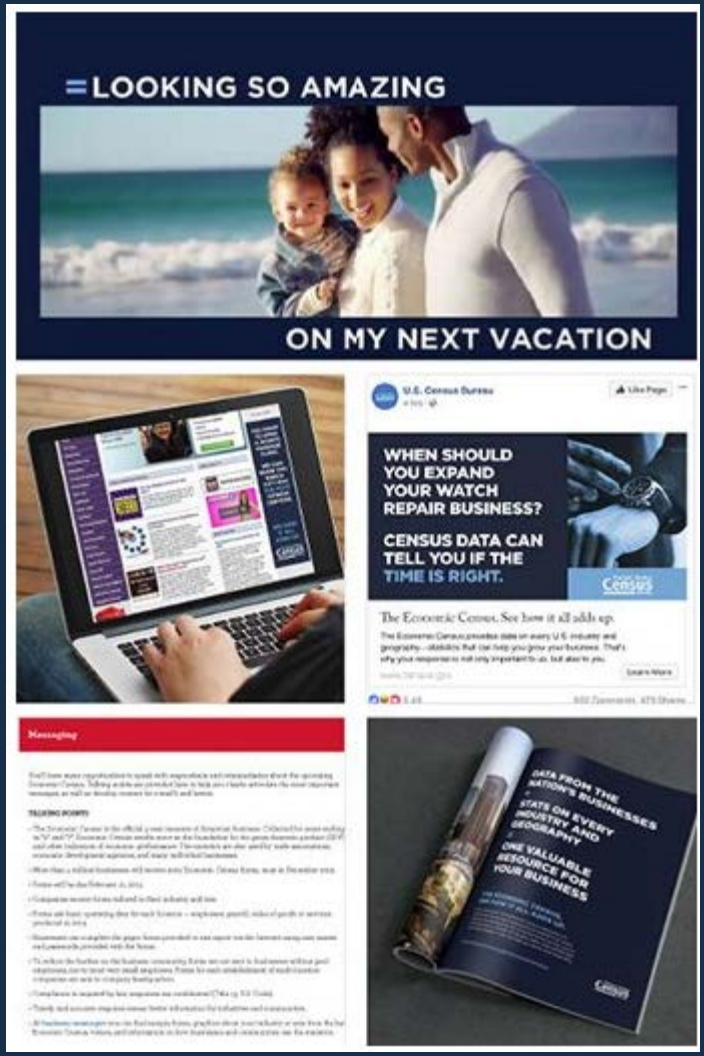
Other Census programs that our investor could use:

Program	Description	Geography	Industry
Quarterly Services Survey		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
County Business Patterns	Establishment, 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	Establishment and revenue for nonemployers	U.S., states, counties, metros	Selected 2-thru 6
Services Annual Survey	Revenue 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

Where did all this great 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



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 is underway. Companies report their 2017 year-end numbers. The due date was June 12th, but there is still time for companies to respond.
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making

Information Required

The Economic Census asks for the following information by location

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

Economic Census Response

- Program launched in May 2018
  - Official letters mailed with web address and unique company code to access online survey
  - Response to the 2017 Economic Census was due on June 12th. Businesses who have not yet responded are now receiving past due notices with instructions on how to comply and get assistance. Response is required by law.
- Respondents were 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 is available online and via telephone
- Information and resources are available at www.census.gov/EconomicCensus

Hidden Gems Data Key Points

Business Dynamics Statistics | Quarterly Financial Report | Annual Capital Expenditures Survey | Statistics of U.S. Businesses | Medical Expenditure Panel Survey – Insurance Component | Commodity Flow Survey

- Data access:
  - Visit - census.gov
  - Select – 'Surveys/Programs' and then 'All Surveys & Programs'
- Data tools available
- The Economic Census is the baseline for our Economic Programs.

Economic Programs Webinar Series

- Next webinar scheduled for October 25, 2018
- Will cover the various types of helpful topics on data literacy.
- 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
Data Literacy	October 25, 2018

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

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

For more information about the Economic Programs 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:

lynda.lee@census.gov

301-763-3044

Data User Outreach & Education Branch

1-800-242-2184

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 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

Quarterly Financial Report Data Items

- Net Sales, Receipt, and Operating Revenues
- Depreciation, Depletion, and Amortization of Property, Plant, and Equipment
- All Other Operating Costs and Expenses
- Income (Loss) from Operations
- Interest Expense
- All Other Nonoperating Income (Expense)
- Income (Loss) Before Income Taxes
- Provision for Current and Deferred Domestic Income Taxes
- Income (Loss) After Income Taxes
- Cash Dividends Charged to Retained Earnings this Quarter
- Net Income Retained in Business
- Retained Earnings at Beginning of Quarter
- Other Direct Credits (Charges) to Retained Earnings (Net)
- Retained Earnings at End of Quarter
- Cash and Demand Deposits in the U.S.
- Time Deposits in the U.S., Including Negotiable Certificates of Deposit
- Total Cash on Hand and in U.S. Banks
- Other Short-term Financial Investments
- Total Cash, U.S. Government and Other Securities
- Trade Accounts and Trade Notes Receivable (Less Allowance for Doubtful Accounts)
- Inventories
- All Other Current Assets
- Total Current Assets

Quarterly Financial Report Data Items

- Property, Plant, and Equipment
- Land and Mineral Rights
- Accumulated Depreciation, Depletion, and Amortization
- Net Property, Plant, and Equipment
- All Other Noncurrent Assets
- Total Assets
- Short-term Debt, Original Maturity of 1 Year or Less: Loans from Banks
- Short-term Debt, Original Maturity of 1 Year or Less: Other Short-term Loans, Including Commercial Paper
- Trade Accounts and Trade Notes Payable
- Income Taxes Accrued, Prior and Current Years, Net of Payments
- Current Portion of Long-term Debt, Due in 1 Year or Less: Loans from Banks
- Current Portion of Long-term Debt, Due in 1 Year or Less: Other Long-term Loans
- All Other Current Liabilities
- Total Current Liabilities
- Long-term Debt, Due in More than 1 Year: Loans from Banks
- Long-term Debt, Due in More than 1 Year: Other Long-term Loans
- All Other Noncurrent Liabilities
- Total Liabilities
- Capital Stock and Other Capital (Less Treasury Stock)
- Retained Earnings
- Stockholders' Equity
- Total Liabilities and Stockholders' Equity
- Net Working Capital