

Your Business by the Numbers: Introduction to Census Economic Programs and Census Data Tools

April 3, 2019

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Data Dissemination Specialist
U.S. Census Bureau



Agenda

About the Census Bureau

Economic Data Overview

- Key Terms
- Monthly, Quarterly, and Annual Programs, and the LEHD Program

Economic Census

- Overview

American Community Survey

- Overview

Accessing the Data

- AFF, API, CBB, Infographics, etc.

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- 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**

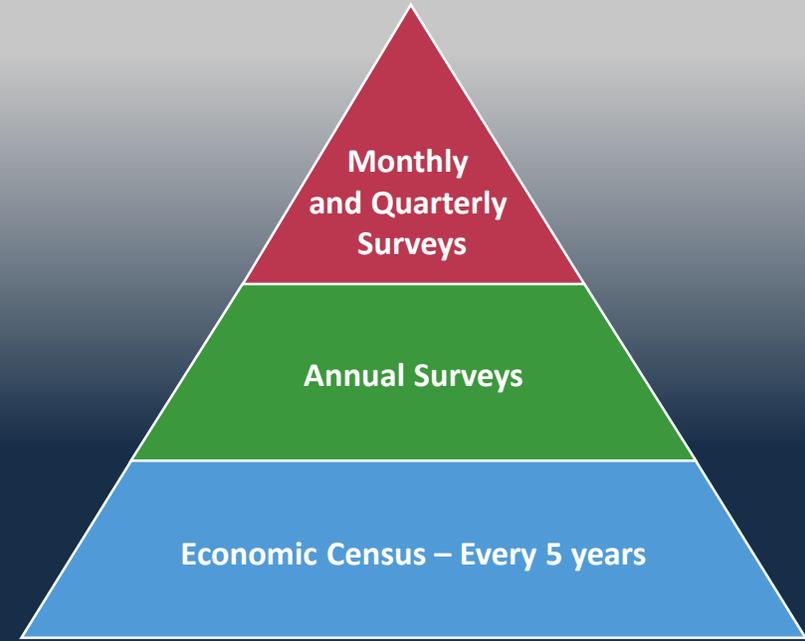
**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic surveys
every year**

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)
 - EC only covers employer businesses
- U.S. Code **Title 13 and 26**
 - Protects business privacy





Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

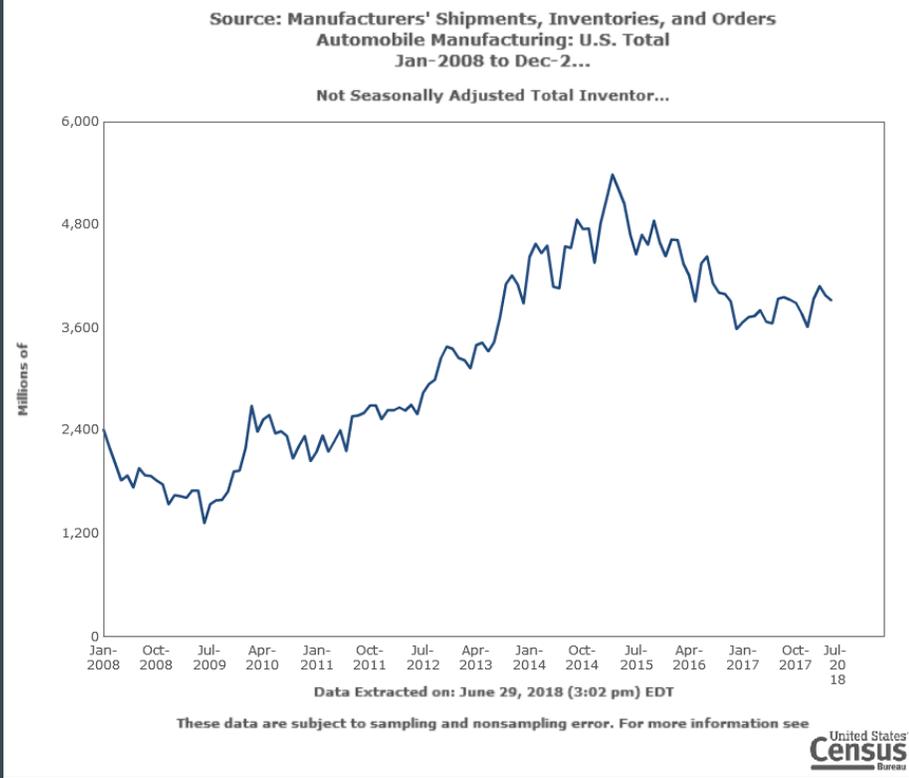
Economic Indicators



- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including:
 - **Manufactures Shipments, Inventories, and Orders (M3)**, **Retail Trade Survey**, and Building Permits
 - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - **Building Permits** (state, permit issuing areas)
 - **International Trade** data
- Released on the *Economic Indicators Briefing Room*:
www.census.gov/economic-indicators/index.php

U.S. Census Bureau Economic Indicators		
Manufacturers' Goods	\$488.1 B	↑ [□]
November 2017 Report Released 10:00 AM EST, 1/5/18	New Orders	1.3%
International Trade: Goods & Services	\$50.5 B	↑ [□]
November 2017 Report Released 8:30 AM EST, 1/5/18	Deficit	3.2%
Construction Spending	\$1,257.0 B	▲*

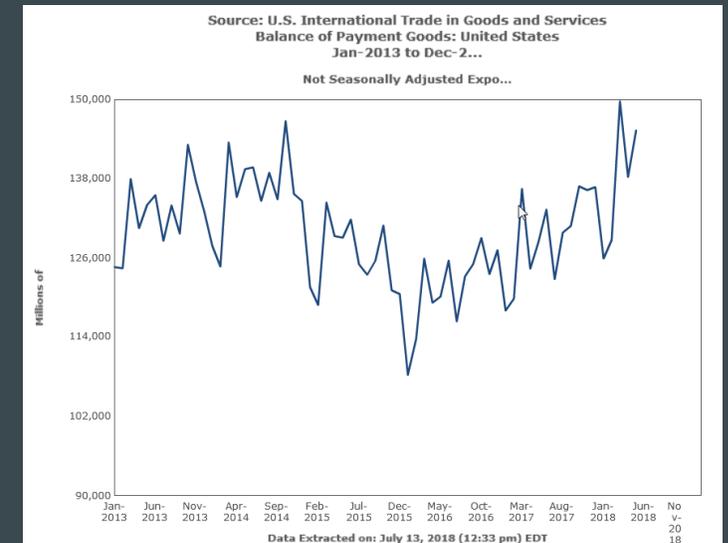
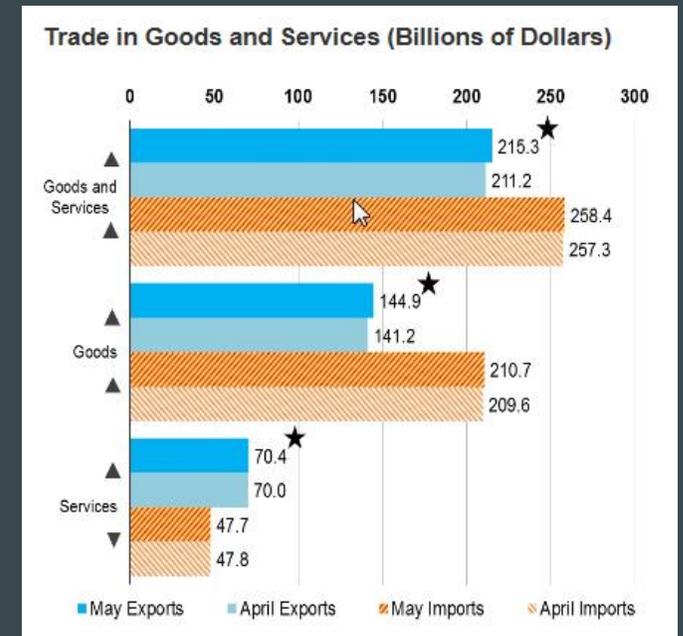
View All * change not statistically significant
□ significance not reported / applicable



International Trade



- A Census Bureau program that provides monthly and annual U.S. exports and imports statistics
- Data from shipper declaration documents
- Data shown at the national, **state, region, and port** levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), by Commodity Classification, and by country origination and destination
- Census Bureau also issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)



Annual Economic Programs

Annual Surveys

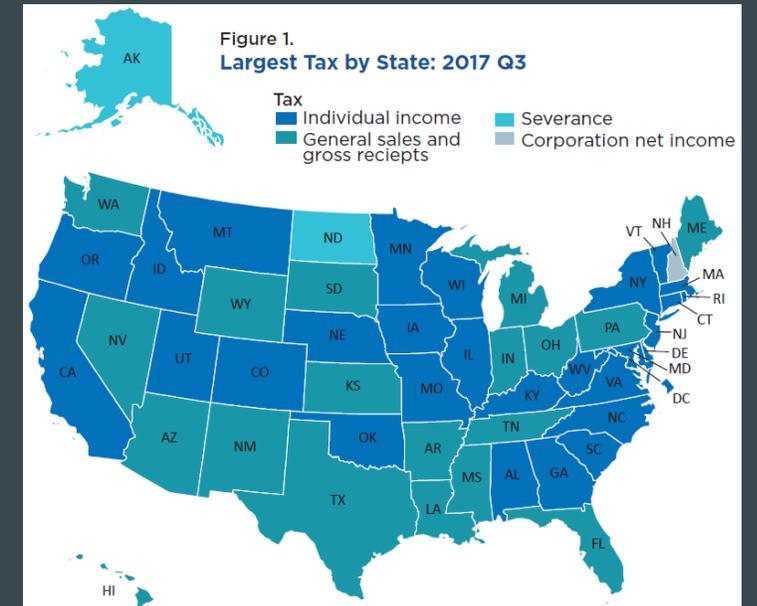
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - *County Business Patterns*: National, State, Metro, County, ZIP Code
 - *Nonemployer Statistics*: National, State, Metro, County
 - *Annual Survey of Manufacturers*: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools



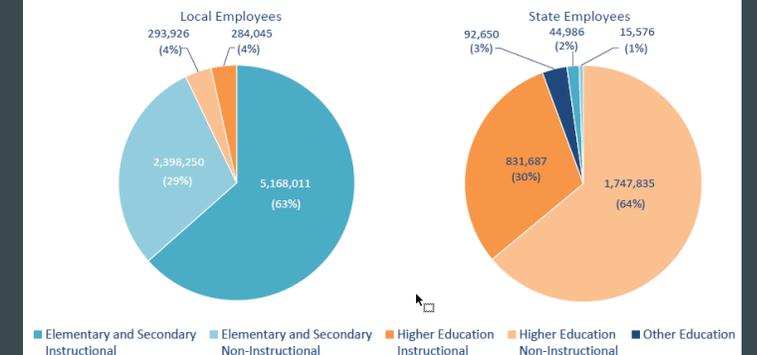
Number of establishments; Construction; Source: 2016
County Business Patterns
Geography: by County; Nevada

Public Sector (Governments)

- 5 surveys that provide economic statistics about **state and local** governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on American FactFinder, Excel files, and other Census tools



Among education employment, local government primarily consists of elementary and secondary education, while state government primarily consists of higher education.

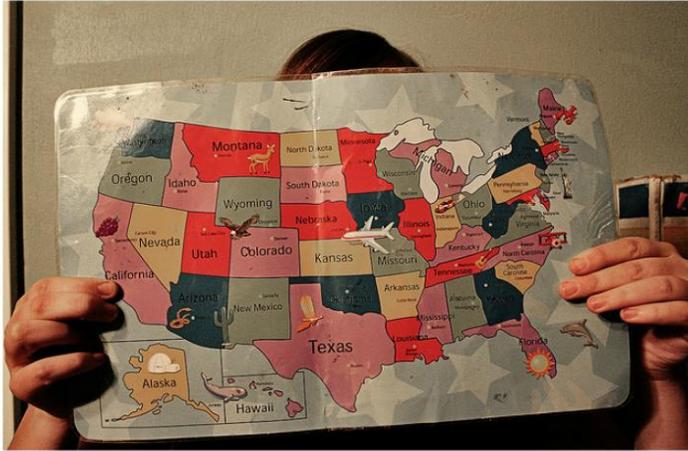


Census data on “employment”

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



Local Employment-Household 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

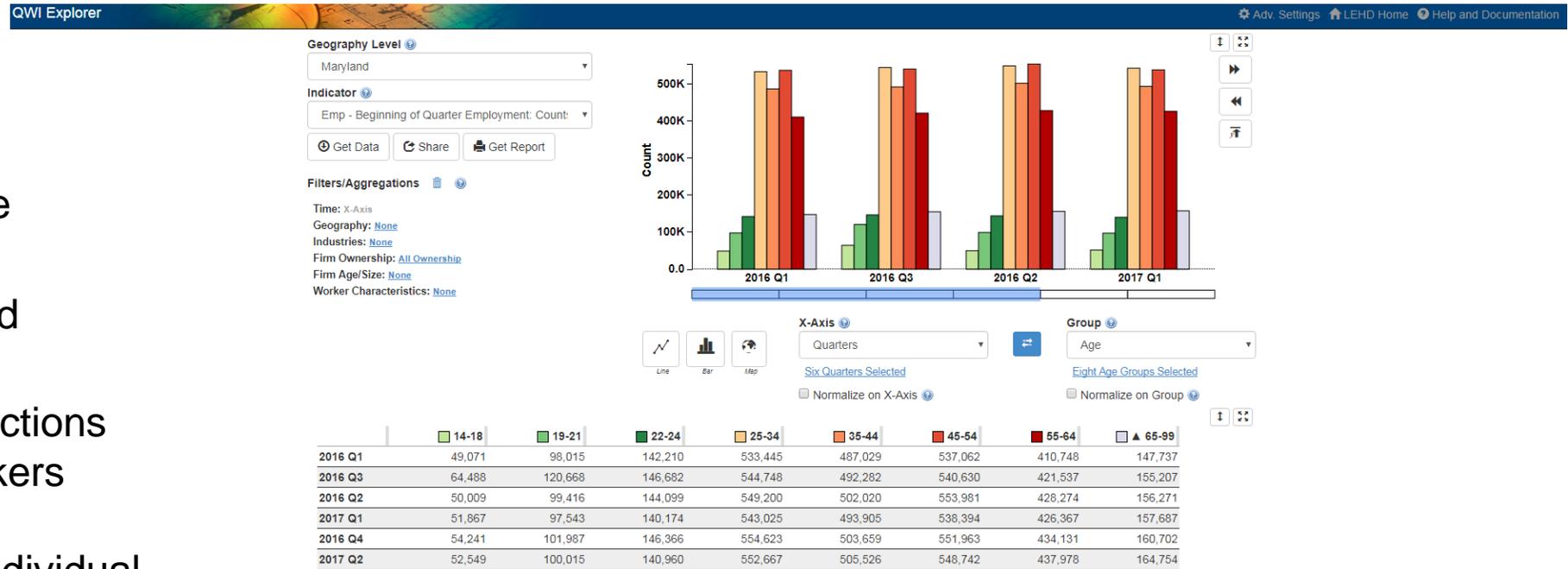
OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- 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

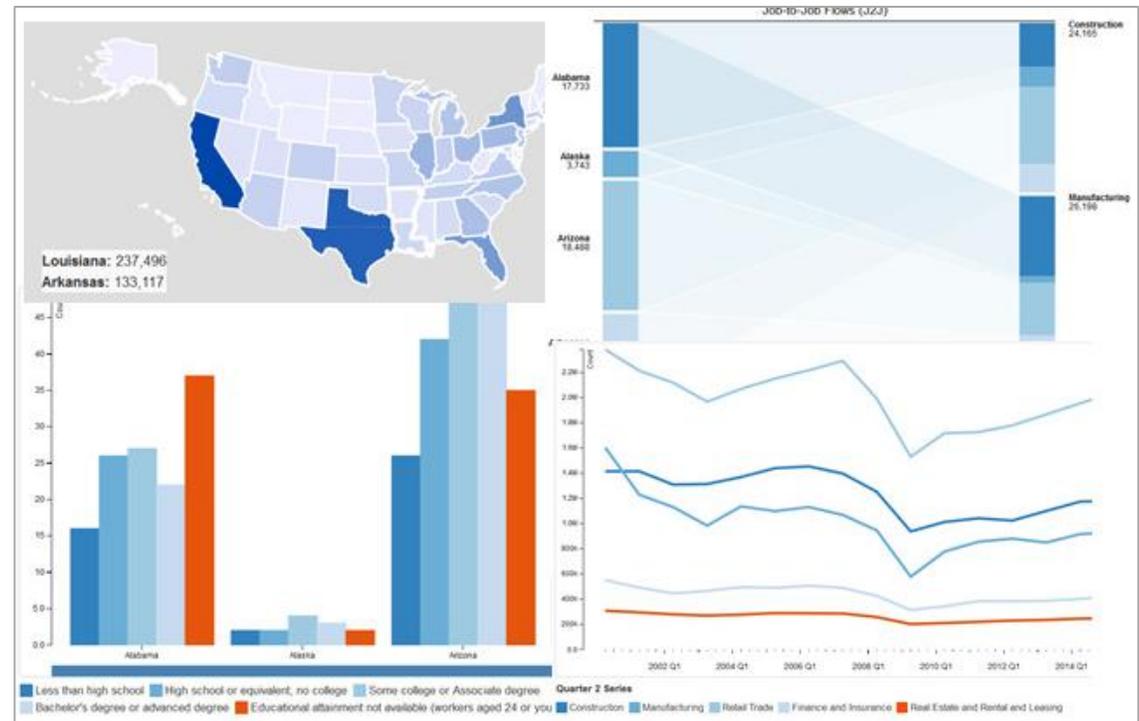
- ✓ 32 Quarterly Workforce Indicators
- ✓ Flexible Pivot Table and Map/Chart interface
- ✓ Data on detailed interactions between firms and workers include employment, employment change (individual and firm), and earnings
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational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



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

J2J Explorer

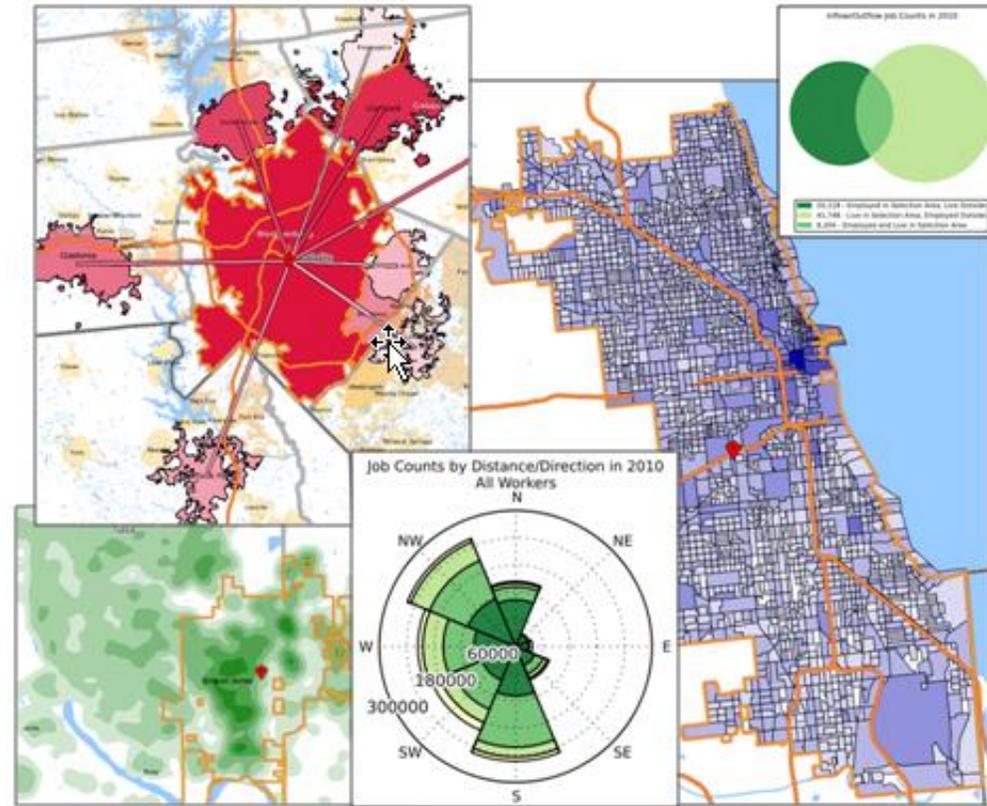
- ✓ 40 Measures of Worker Reallocation
- ✓ Six Visualization Modules with a flexible dashboard interface
- ✓ Export reports to Excel or CSV
- ✓ Trace worker movements through industries, geographic labor markets, and to/from employment
- ✓ Analyze/report by origin and destination at the national and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



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

OnTheMap

- ✓ 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

Economic Census

Overview

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
- 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



Data from the Economic Census

- NAICS: **Every** 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see X for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, **place**, and ZIP Code levels
- Other Dimensions: Provides data by **business size** (estab and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data
- Very **accurate** (2012 EC: 84% response rate)

**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

2017 Economic Census

See How It All Adds Up



2017 Economic Census Planned Data Product Releases

Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Planned Release Date or Date Range
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	
Mining: Detailed Statistics for the U.S.	
Mining: Miscellaneous Subjects	
Construction: Miscellaneous Subjects	
Manufacturing: Miscellaneous Subjects	
Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects	
Zip Code Statistics	December 2021

<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>



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

The *American Community Survey*

Overview



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census.gov

The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** households and informs over **\$675 billion** of Federal government spending each year
 - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
 - 1-year Estimates (65,000 or more population)
 - 1-year Supplemental Estimates (20,000 to 64,999 population)
 - 5-year Estimates (Less than 20,000)

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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

 **THE American Community Survey**

This booklet shows the content of the American Community Survey questionnaire.

Start Here

Respond online today at:
<https://respond.census.gov/acs>
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

 If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

➔ Please print today's date.
Month Day Year

➔ Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.

Last Name

First Name MI

Area Code + Number -

➔ How many people are living or staying at this address?
• **INCLUDE** everyone who is living or staying here for more than 2 months.
• **INCLUDE** yourself if you are living here for more than 2 months.
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

➔ Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1(INFO)(2015)
(06-17-2014)

OMB No. 0607-0910
OMB No. 0607-0936

INFORMATIONAL COPY



The American Community Survey

How is the ACS Different from the Census?

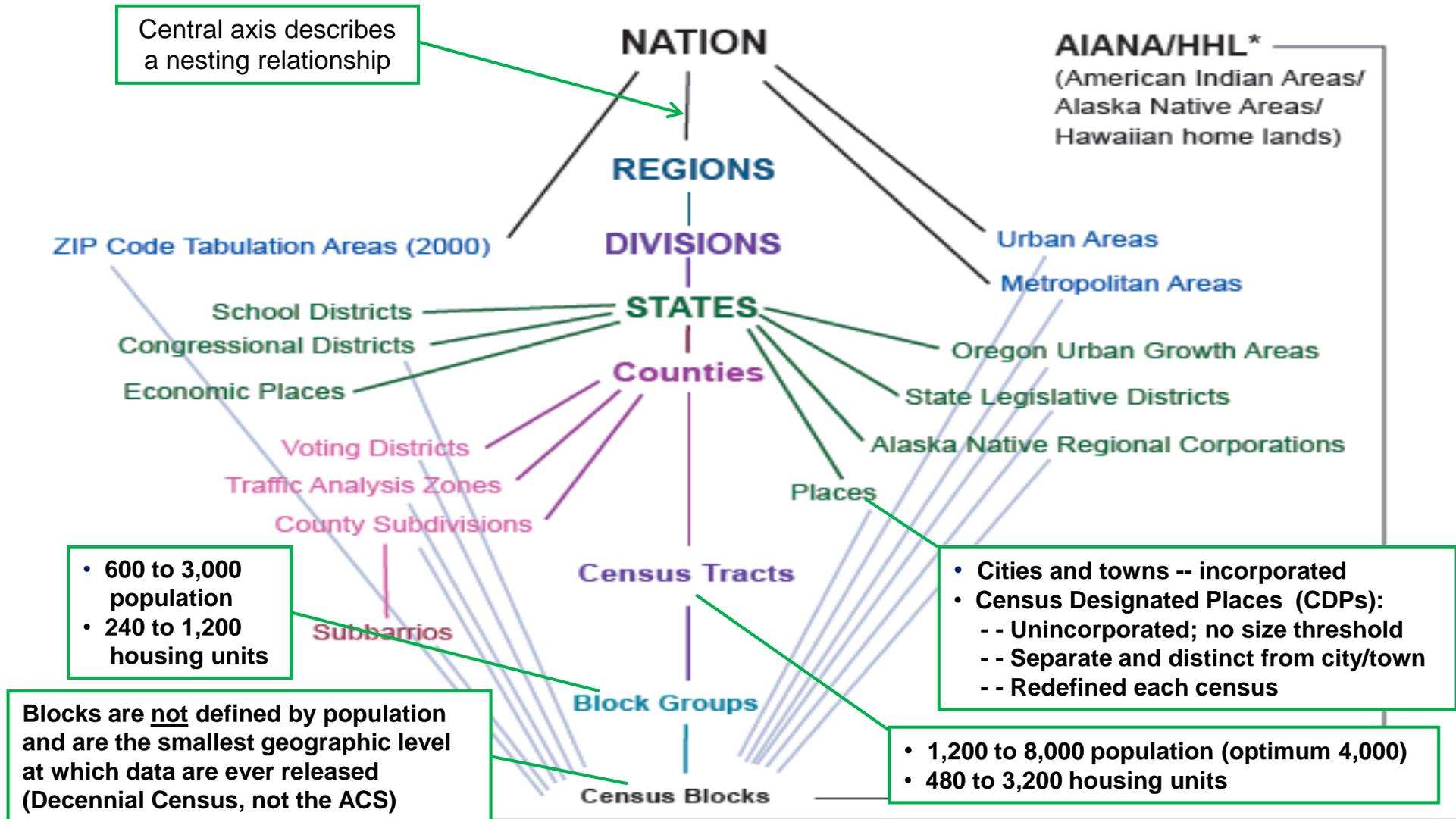
	ACS	2010 and 2020 Census
<i>purpose</i>	Sample estimates	Official counts
<i>produces</i>	Population characteristics	Population totals
<i>new data every</i>	Year	10 years
<i>data reflect</i>	Period of time	Point in time
<i>Collects</i>	Information previously on the census “long form”	“Short form” information

The American Community Survey

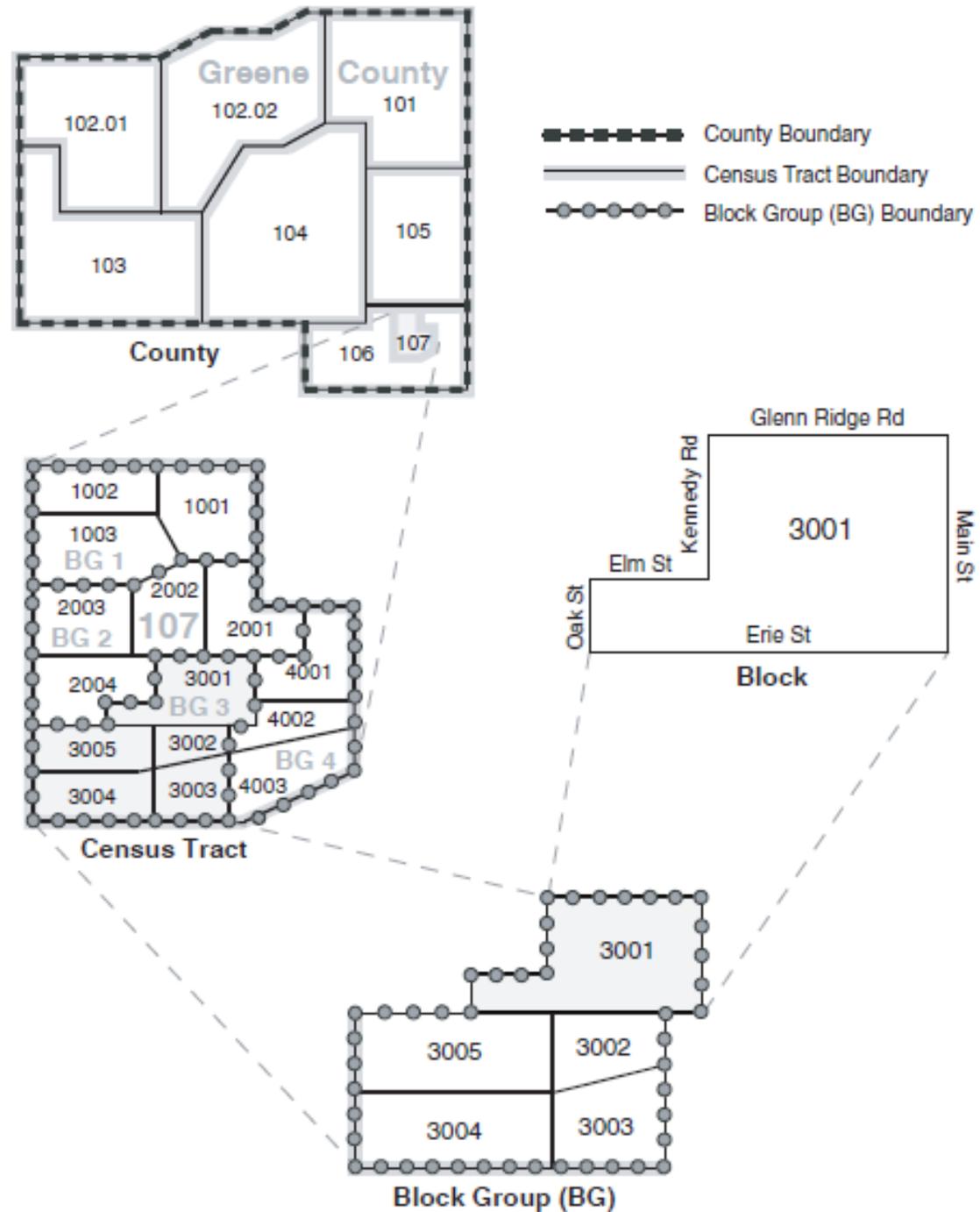
Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

Census Geography Hierarchy



Geographic Area Relationships— Small Statistical Areas



The American Community Survey

Businesses Use the ACS Data to...



DETERMINE when and where to open new facilities or expand existing ones based on population and demographic trends



CREATE effective marketing or merchandising strategies to better serve customers and communities



INFORM hiring decisions and workforce evaluation



FORECAST growth and sales to make better strategic decisions



STOCK shelves with goods suited to local consumer preferences and needs



INVEST in infrastructure improvements



PERFORM risk analysis

The American Community Survey

Data in Action: Economic Development Organizations

Maricopa Association of Governments Commute Shed Reports

- Use ACS data to help drive economic development in the Phoenix, Arizona metropolitan area
- Show the area from which a worker can commute in 30 minutes or less from 100 key locations
- Provide a picture of the residents, workers, and employers near a given location



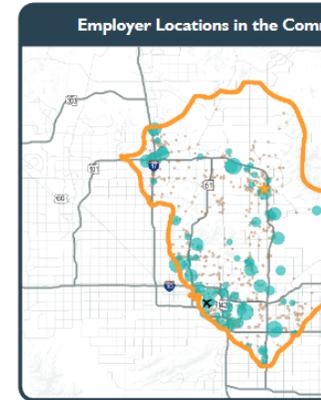
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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Commute Shed Analytics

30 Minute A.M. Inbound Travel Time to Frank Lloyd Wright Blvd and Pima Rd, Maricopa



This report shows information for the area from which a worker can commute in 30 minutes or less from 100 key locations near Frank Lloyd Wright Blvd and Pima Rd, Maricopa County



Top 10 Industry Clusters

Industry Clusters group employers by their main industry. Listed below are the top ten industry clusters for businesses located within the commute shed. Ranking is based on total jobs for each cluster within the commute shed.

Industry Cluster	Businesses	Jobs
Business Svcs	3,580	106,500
Finance, Insurance, & Real Estate (FIRE)	2,310	86,140
Health Care	2,500	76,590
Consumer Svcs	4,020	70,660
Retail	2,640	62,340
Construction	2,010	47,790
Education	920	45,380
Transportation & Distribution	1,180	37,480
Hospitality, Tourism, & Recreation	770	34,500
Government, Social, & Advocacy Svcs	1,260	34,480

Source: 2016 MAG Employer Database

Commute Shed Analytics Frank Lloyd Wright Blvd and Pima Rd

Page 2

Major Occupations of Residents in the Commute Shed

for the civilian employed population (workers) 16 years and over

Occupation Category	Workers	Pct	Occupation Category	Workers	Pct
Arts, design, entertainment, sports, and media	13,760	2.3	Installation, maintenance, and repair	14,880	2.5
Building and grounds cleaning and maintenance	26,500	4.5	Management, business, and financial	105,020	17.7
Community, legal, and social service	18,800	3.2	Material moving	7,890	1.3
Computer, engineering, and science	37,850	6.4	Office and administrative support	81,100	13.7
Construction and extraction	23,170	3.9	Personal care and service	23,500	4.0
Education, training, and library	31,230	5.3	Production	18,990	3.2
Farming, fishing, and forestry	1,250	0.2	Protective service	9,640	1.6
Food preparation and serving related	41,480	7.0	Sales and related	78,000	13.2
Healthcare practitioners, technical, and support	44,640	7.5	Transportation	14,660	2.5

Source: U.S. Census Bureau, 2011-2015 American Community Survey (ACS) 5-year Estimates

Population and Housing Demographics for the Commute Shed

Year	Population
2015	1,183,000
2020	1,290,000
2030	1,477,000
2040	1,593,000
2050	1,638,000

Source: Arizona Office of Economic Opportunity; Maricopa Association of Governments (MAG)

Year	Jobs
2015	794,000
2020	870,000
2030	958,000
2040	1,013,000
2050	1,071,000

Source: Maricopa Association of Governments

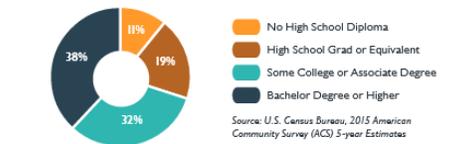
Median Home Sales Price



Source: Information Market

Highest Level of Education

for the population age 25 years and older



Source: U.S. Census Bureau, 2015 American Community Survey (ACS) 5-year Estimates

Median Age of Residents



Source: 2015 ACS 5-year Estimates

Median Household Income



Source: 2015 ACS 5-year Estimates

Contact Information

Maricopa County
www.maricopa.gov
602-506-3545

The data in these tables are rounded and percents may not add to 100 due to rounding. Commute shed boundaries are derived from the MAG travel demand forecasting models which incorporate the HERE speed database. Boundaries are created using three-hour morning peak drive times (6AM to 9AM). Data can be found online here: <http://mag.m2cloud.com/tdms-ut/tds-dashboard/index?loc=MAG>

U.S. Census Bureau, 2011-2015 American Community Survey (ACS) 5-Year Estimates: ACS data are based on a sample and are subject to sampling variability and nonsampling error. The degree of uncertainty for an estimate is represented through the use of a margin of error (MOE). The MOE and effect of nonsampling error is not represented in these tables. Documentation can be found on the ACS website (www.census.gov/acs). The MOE can be found on the American Factfinder website (<http://factfinder2.census.gov/>).
2016 MAG Employer Database: Includes only employers with 5 or more employees.
Created by Maricopa Association of Governments (MAG) 602-254-6300 or mag@azmag.gov

rev. 6/27/2017

“Tools such as industry cluster maps, commute shed reports, and a magnitude of demographic information have proven to be critical components in our smart growth plans for the future.”
– Mayor Cathy Carlat, Peoria, Arizona

The American Community Survey

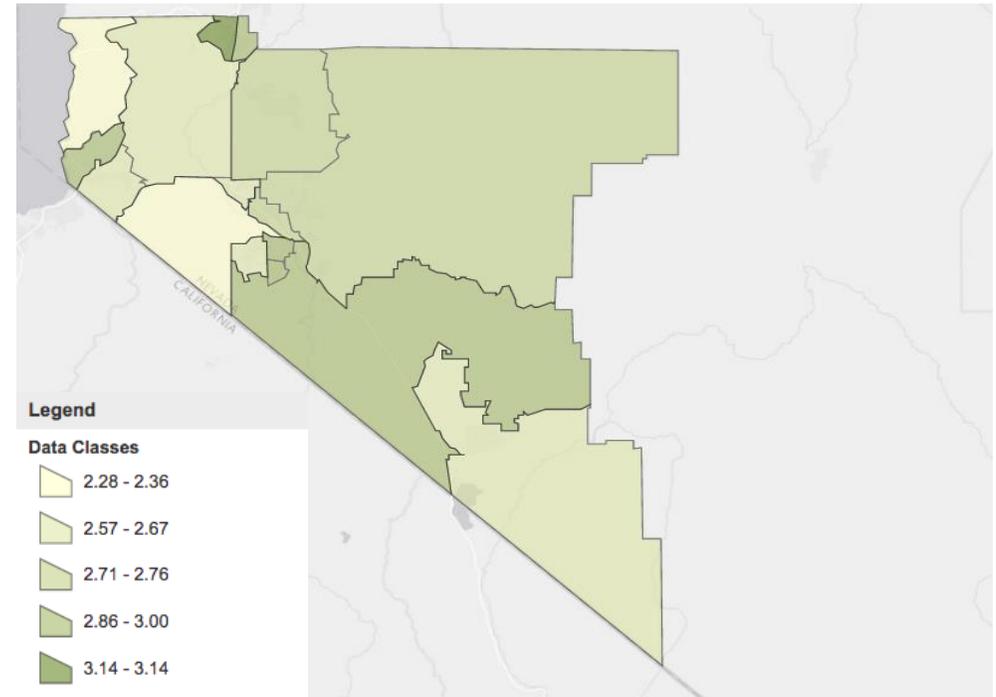
Market Research

An automobile company wants to understand the different characteristics of communities around high performing and low performing dealerships.

The ACS tells businesses about its potential customers:

- Are residents of a different age, sex, or family size in these locations?
- Have changes to employment or earnings changed local household budgets? (Maybe rent and utility costs are impacting budgets as well.)
- Are new residents part of a demographic that doesn't drive?
- Do residents speak different languages? Does the dealership need signs or products promoted in other languages?
- Is a rise in computer and internet use providing opportunities for new ways to reach your customers?

Average Family Size by Census Tract in Douglas County



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Accessing the Data



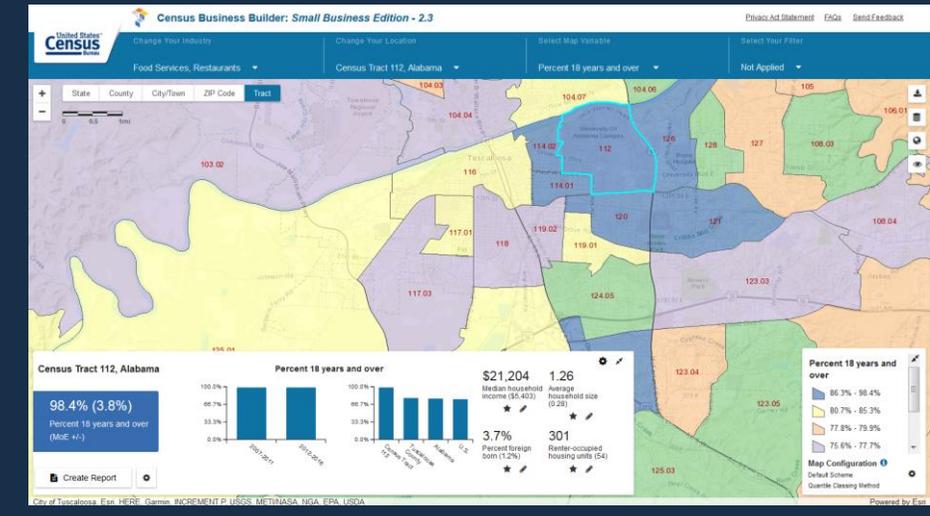
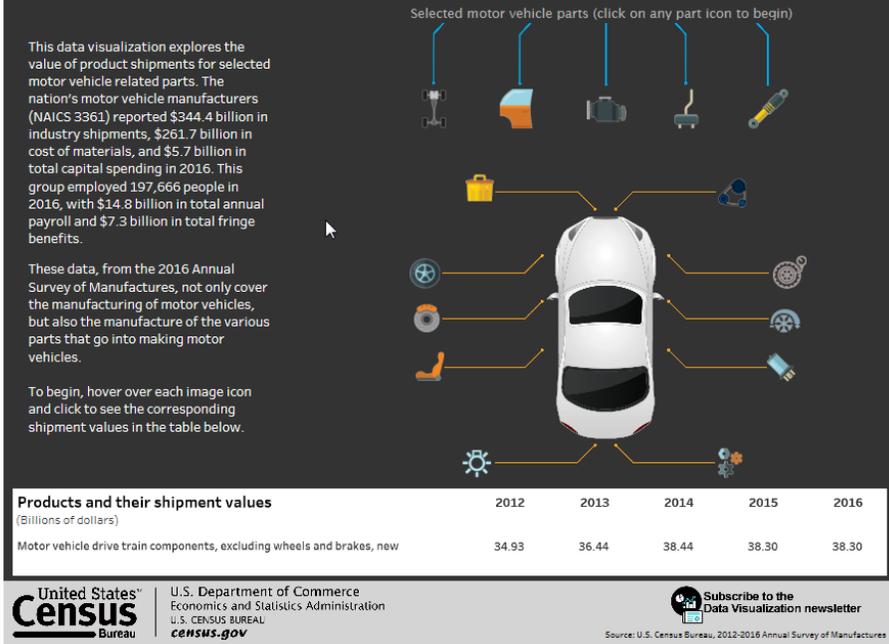
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Ways to Access Data

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- [American FactFinder](#)
- [Application Programming Interface \(API\)](#)
- [Census Business Builder](#)
- [DataFerrett](#)
- [Industry Statistics Portal](#)
- [Infographics](#)
- [LEHD](#)
- [My Congressional District](#)
- [My Tribal Area](#)
- [NAICS](#)
- [QuickFacts](#)
- [TIGER Web](#)

Motor Vehicle Manufacturing in America



Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 2.3

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare | Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report

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

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.3

Privacy Act Statement | FAQs | Send Feedback

Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or

State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
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Release: 2.3 (Build: 11)

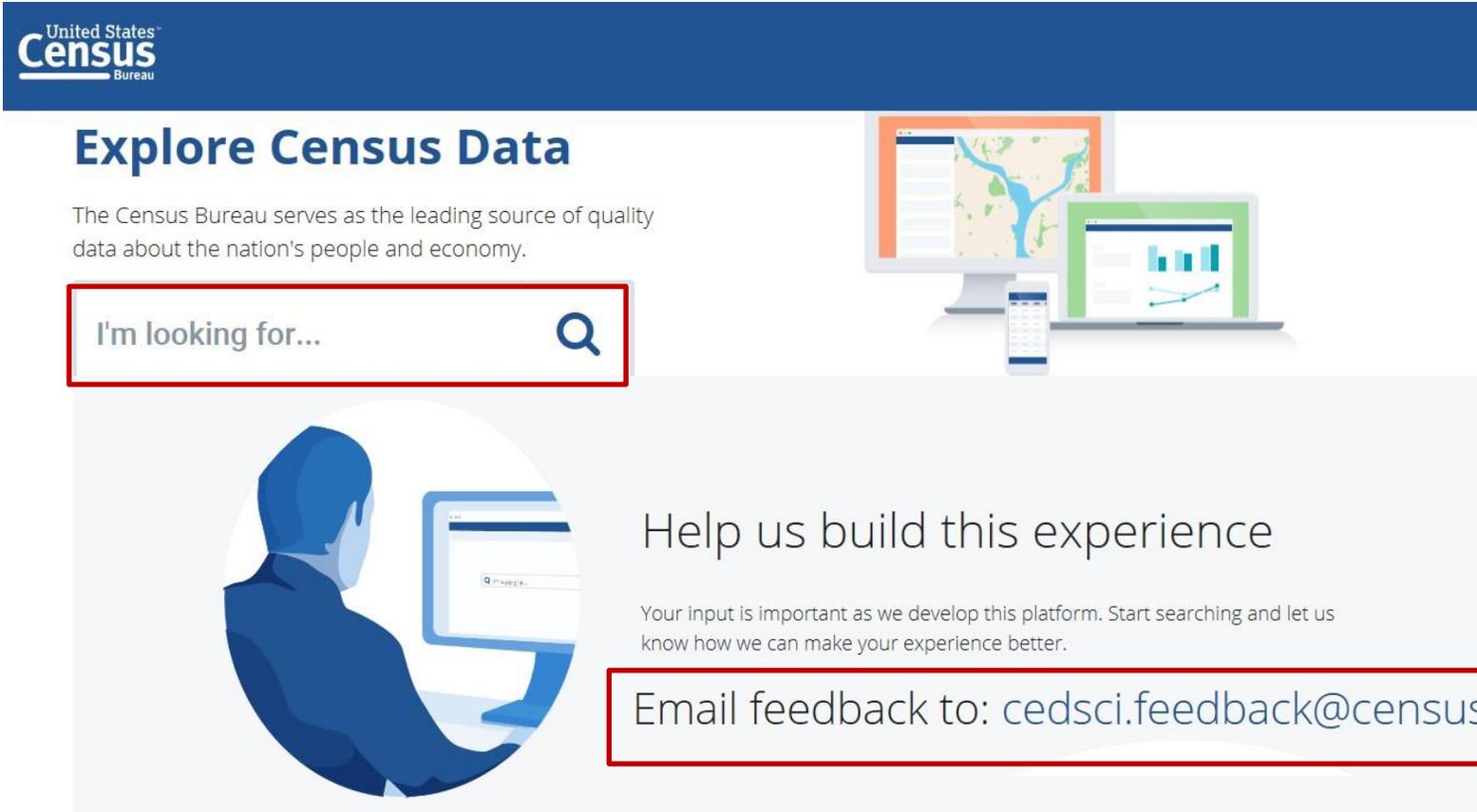
Guiding Principles

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

CBB Home Page

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

Preview New Data Dissemination on [Data.census.gov](https://data.census.gov)



The screenshot shows the top of the Data.census.gov website. At the top left is the United States Census Bureau logo. Below it is the heading "Explore Census Data" followed by a sub-headline: "The Census Bureau serves as the leading source of quality data about the nation's people and economy." A search bar with the placeholder text "I'm looking for..." and a magnifying glass icon is highlighted with a red box. To the right of the search bar is an illustration of a desktop monitor, a laptop, and a smartphone, each displaying different data visualizations like maps and bar charts. Below the search bar is a circular illustration of a person in profile looking at a computer screen. To the right of this illustration is the text "Help us build this experience" and a short paragraph: "Your input is important as we develop this platform. Start searching and let us know how we can make your experience better." Below this paragraph is another red-bordered box containing the email address "Email feedback to: cedsci.feedback@census.gov".

*For official statistics, continue to use existing data tools on [census.gov](https://www.census.gov), such as American FactFinder

Continue the Conversation #CensusAcademy



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More information on the
American Community Survey:
<https://www.census.gov/acs>



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Census (Non-media inquiries)
800-923-8282

Public Information Office (Media)
301-763-3030



pinterest.com/uscensusbureau



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Additional Resources:

Want Free Training?

Need Local Stats?

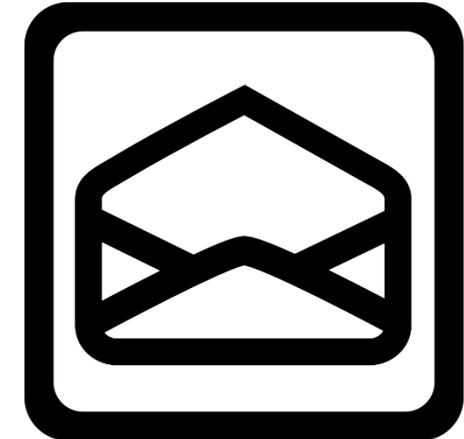


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Data Dissemination Specialist

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Additional Assistance:

Toll-free number:

1-844-ASK-DATA (1-844-275-2342)

census.askdata@census.gov

Q&A and Thank You!

