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.
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
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
Annual Economic Programs

- 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
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
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

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

Job-to-Job Flows (J2J)

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

(J2J Explorer)
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

(OnTheMap)
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 (establishment 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)
### 2017 Economic Census Planned Data Product Releases

<table>
<thead>
<tr>
<th>Publication Series</th>
<th>Report Title</th>
<th>Planned Release Date or Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Business Statistics</strong></td>
<td>Economy Wide Business Statistics for the U.S. - First Look</td>
<td>September 2019</td>
</tr>
<tr>
<td></td>
<td>Franchises</td>
<td>December 2021</td>
</tr>
<tr>
<td></td>
<td>Construction: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manufacturing: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wholesale Trade: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retail Trade: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Services: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td><strong>Subject Series: Products North American Product Classification System (NAPCS)</strong></td>
<td>Product Lines: NAICS x NAPCS for the U.S. and States where applicable</td>
<td>November 2020</td>
</tr>
<tr>
<td></td>
<td>Product Lines: NAPCS x NAICS for the U.S.</td>
<td></td>
</tr>
</tbody>
</table>

### Summary / Subject Series

- **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
The *American Community Survey*
Overview
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)
The American Community Survey
How is the ACS Different from the Census?

<table>
<thead>
<tr>
<th>ACS</th>
<th>2010 and 2020 Census</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>purpose</strong></td>
<td>Sample estimates</td>
</tr>
<tr>
<td><strong>produces</strong></td>
<td>Population characteristics</td>
</tr>
<tr>
<td><strong>new data every</strong></td>
<td>Year</td>
</tr>
<tr>
<td><strong>data reflect</strong></td>
<td>Period of time</td>
</tr>
</tbody>
</table>

**Collects**
- Information previously on the census “long form”
- “Short form” information
# The American Community Survey

## Content Overview

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>HOUSING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIAL</strong></td>
<td>Computer &amp; Internet Use</td>
</tr>
<tr>
<td>Ancestry</td>
<td>Costs (Mortgage, Taxes, Insurance)</td>
</tr>
<tr>
<td>Citizenship</td>
<td>Heating Fuel</td>
</tr>
<tr>
<td>Disability</td>
<td>Home Value</td>
</tr>
<tr>
<td>Educational Attainment</td>
<td>Occupancy</td>
</tr>
<tr>
<td>Fertility</td>
<td>Plumbing/Kitchen Facilities</td>
</tr>
<tr>
<td>Grandparents</td>
<td>Structure</td>
</tr>
<tr>
<td>Language</td>
<td>Tenure (Own/Rent)</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Utilities</td>
</tr>
<tr>
<td>Migration</td>
<td>Vehicles</td>
</tr>
<tr>
<td>School Enrollment</td>
<td>Year Built/Year Moved In</td>
</tr>
<tr>
<td>Veterans</td>
<td></td>
</tr>
</tbody>
</table>

| **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 |         |
Census Geography Hierarchy

Central axis describes a nesting relationship

NATION

REGIONS

DIVISIONS

STATES

Counties

• Cities and towns -- incorporated
  • Census Designated Places (CDPs):
    - Unincorporated; no size threshold
    - Separate and distinct from city/town
    - Redefined each census

• 1,200 to 8,000 population (optimum 4,000)
• 480 to 3,200 housing units

• Blocks are not defined by population and are the smallest geographic level at which data are ever released (Decennial Census, not the ACS)

Census Tracts

• 600 to 3,000 population
• 240 to 1,200 housing units

ZIP Code Tabulation Areas (2000)

School Districts

Congressional Districts

Economic Places

Voting Districts

Traffic Analysis Zones

County Subdivisions

Subbarrios

Census Blocks

Block Groups

Places

Alaska Native Regional Corporations

Oregon Urban Growth Areas

State Legislative Districts

Metropolitan Areas

Urban Areas

AIANA/HHL* (American Indian Areas/Alaska Native Areas/Hawaiian Home Lands)

Cities and towns -- incorporated

• Census Designated Places (CDPs):
  - - Unincorporated; no size threshold
  - - Separate and distinct from city/town
  - - Redefined each census

• 1,200 to 8,000 population (optimum 4,000)
• 480 to 3,200 housing units

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

“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 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?

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

*For official statistics, continue to use existing data tools on census.gov, such as American FactFinder
Continue the Conversation #CensusAcademy

Sign up for and manage alerts at
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

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

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

Public Information Office (Media)
301-763-3030

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau
linkedin.com/company/us-census-bureau
Additional Resources:
Want Free Training?
Need Local Stats?

U.S. Census Bureau
Data Dissemination Specialist

Eric Coyle
(702) 236-3202
eric.a.coyle@census.gov

Additional Assistance:
Toll-free number:
1-844-ASK-DATA (1-844-275-2342)
census.askdata@census.gov
Q&A and Thank You!