

Accessing the Data from the *2017 Economic Census* on the New data.census.gov Platform

Webinar: September 12, 2019, 2pm

Presenter: Andrew W. Hait





The U.S. Census Bureau

- The federal government's largest statistical agency – part of the U.S. Department of Commerce.
- Conducts more than 130 censuses and surveys each year, including:
 - **The Decennial Census** – the once-a-decade population and housing count of all 50 states.
 - **The Census of Governments** – measurement of the nation's state and local government sector.
 - **The Economic Census** – the official five-year measure of American business.
- Statistics from all surveys are free and available online to use for planning and decision making.

Census Economic Surveys

- The Census Bureau conducts more than 50 surveys per year for the U.S. economy.
 - 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 five 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.

Monthly & Quarterly

17 surveys including the nation's key **Economic Indicators**, essential for tracking and reporting the **GDP**.

- National sample surveys – including Retail Trade, Building Permits, Exports/Imports, Quarterly Financial Report, Quarterly Services.

Annual Surveys

20 surveys that provide **annual economic statistics** for nearly every sector.

- National sample surveys – including Annual Retail Trade, Wholesale Trade, Service Annual Survey, County Business Patterns and Annual Survey of Entrepreneurs.



The Economic Census

- The 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 most comprehensive economic data available – statistics for every industry and geography, down to the local level.
- Collection for the latest Economic Census is now completed. Companies reported their 2017 year-end numbers.
- The Census is conducted online, and 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 all information private and secure.
- Release of results begins in Sept 2019 – free and available online.

The 2012 *Economic Census (EC)*

- NAICS: **Nearly every** 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: National, state, metro, county, **place**, and ZIP Code levels (areas shown vary by sector)
- Other Dimensions: Data by **business size** (establishment and firm; employment and revenue), **Legal Form of Organization**, **Franchise status**, etc.
- Over **200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (revenue by products sold or manufactured or services provided)

(Note: Also have programs related to the 2012 EC, including the *2012 Economic Census of Island Areas*, the *2012 Survey of Business Owners* and the *2012 Commodity Flow Survey*)



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

**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 |

See the release schedule on the Economic Census web site
 (<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>) for updates
 (Includes the Economic Census of Island Areas releases)



U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Key Changes from 2012 for the 2017 Economic Census

- **Geographic areas** (counties, places, metros)
 - Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information and for online map resources to better understand the changes
- **North American Industry Classification System (NAICS) codes**
 - Visit the NAICS website for more information (<https://www.census.gov/eos/www/naics/>)
- The New **North American Product Classification System (NAPCS)** (replaces old “Product Lines” tables)
 - Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)
- Other changes...

Other Changes for 2017

- “Structural” Product Changes

- New “First Look” release

- Preliminary National data only for 2- thru selected lower level NAICS detail (will be superseded by data in later reports)

- Establishment & Firm Size releases

- Consolidated into 7 tables (separate tables in 2012)
 - Size categories standardized across sectors

- Adjustments to Miscellaneous Subjects tables

- 38 tables dropped and 7 tables added
 - Class of Customer, Enterprise Support, and Exported Services no longer separate releases by sector

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 | Report Title | 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 | |

Other Changes for 2017 (cont.)

- **New Disclosure Rules**
- NAICS and Geographic levels published in **Geographic Area** tables
 - **No Place-level data** for Manufacturing
 - Published levels for other sectors may be reduced based on response rates, data quality, suppression rules, and other factors
- **Economic Census of Island Areas**
 - Releases will mirror the U.S. data tables as much as possible (consolidated)
- New **Data.census.gov** dissemination platform

Geographic Coverage for the Economic Census

"X" denotes geographic coverage in the 2017 Economic Census.

| Sector | U.S./States | Metro Areas | Counties | Places | ZIP Codes |
|--|-------------|-------------|----------|--------|-----------|
| Mining | X | | | | |
| Utilities | X | X | X | X | |
| Construction | X | | | | |
| Manufacturing | X | X | X | X | |
| Wholesale Trade | X | X | X | X | |
| Retail Trade | X | X | X | X | X |
| Transportation and Warehousing | X | X | X | X | |
| Information | X | X | X | X | |
| Finance and Insurance | X | X | X | X | |
| Real Estate and Rental and Leasing | X | X | X | X | |
| Professional, Scientific, and Technical Services | X | X | X | X | X |
| Management of Companies and Enterprises | X | | | | |
| Administrative and Support and Waste Management and Remediation Services | X | X | X | X | X |
| Educational Services | X | X | X | X | X |



The Transition to data.census.gov

[QuickFacts](#)

Data for cities and towns with population 5,000 or more

The screenshot shows the QuickFacts website interface. At the top, there is a navigation bar with the United States Census Bureau logo and various menu items: TOPICS (Population, Economy), GEOGRAPHY (Maps, Products), LIBRARY (Infographics, Publications), DATA (Tools, Developers), SURVEYS/PROGRAMS (Respond, Survey Data), NEWSROOM (News, Blogs), and ABOUT US (Our Research). Below the navigation bar, the main heading is "QuickFacts UNITED STATES". A search bar is present with the text "Enter state, county, city, town, or zip code" and a dropdown menu for "Select a fact". Below the search bar, there is a table with the following data:

| All Topics | UNITED STATES |
|---|---------------|
| Population estimates, July 1, 2017, (V2017) | 325,719,178 |
| PEOPLE | |

[American FactFinder \(AFF\)](#)

Data from wide range of surveys, including Puerto Rico & Island Areas

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with the United States Census Bureau logo and the text "AMERICAN FactFinder". Below the navigation bar, there is a search bar with the text "Enter a state, county, city, town, or zip code" and a "GO" button. Below the search bar, there is a section titled "Community Facts" with the text "Find popular facts (population, income, etc.) and frequently requested data about your community." Below this section, there is a "Guided Search" section with a search bar and a "GO" button. The background of the page features a photograph of a smiling family.

[Census Business Builder \(CBB\)](#)

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

Data

- Census Academy
- Combining Data
- Data Tools and Apps
- Developers
- Infographics & Visualizations
- Related Sites
- Software
- Tables
- Training & Workshops
- < Back to Data Tools

Census Business Builder (CBB)

The *Census Business Builder (CBB)* is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Version 2.6 Overview Instructional Flyers Webinars Help & FAQs

Version 2.6


Small Business Edition
(Select to Launch)

Small Business Edition is primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business at a time.


Regional Analyst Edition
(Select to Launch)

Regional Analyst Edition is primarily for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Related Information

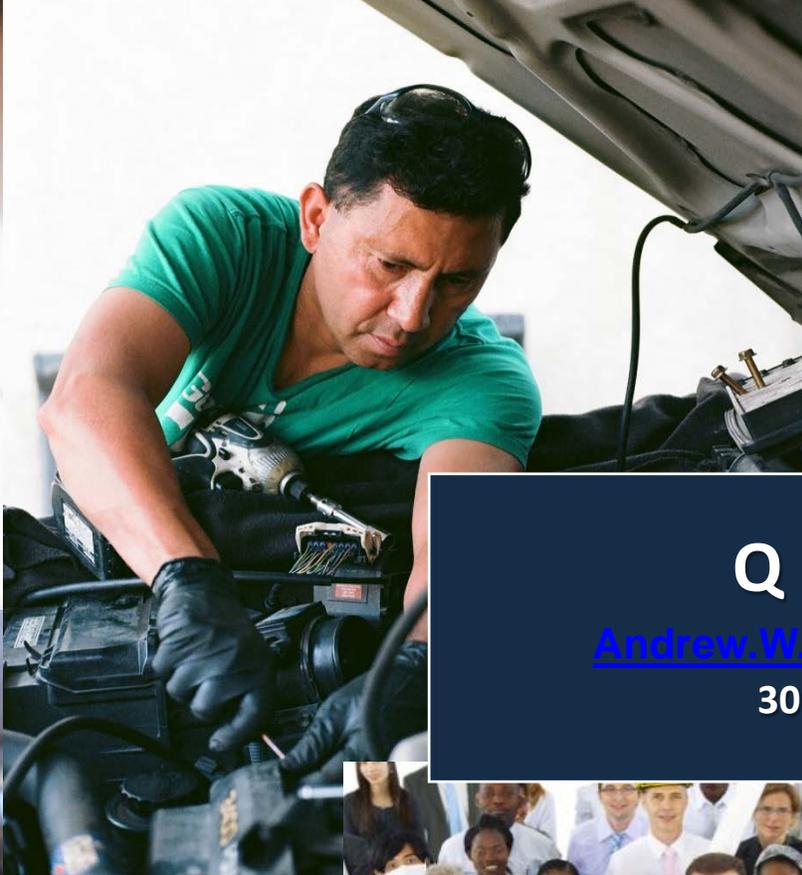
- STORY
Business Desert = Opportunity Oasis
- STORY
Knowing Who Lives Where Is Key to Recovery

You May Be Interested In

- RELATED TOPICS
Available APIs
- AROUND THE BUREAU
Census Infographics & Visualizations
- MOST POPULAR
International Trade

Data.Census.Gov Demo

- Key Use Cases
 - **A fact** (or multiple facts) for a **single industry and geography**
 - Using the “I’m looking for” Search
 - **Multiple facts** for a **single industry** by **multiple geographies** (e.g. an industry trade association)
 - Using the Advanced Search
 - **Multiple facts** for a **single geography** (or group of geographies) but **multiple** (or all) **industries** (e.g. a regional planning authority or chamber of commerce)
 - Using the Advanced Search
- Data.census.gov tools
 - Customize table (Change geographies, Change NAICS codes, Download, print, and share, View data notes)
 - Using the Geo Profiles



Q & A
Andrew.W.Hait@census.gov
301-763-6747