

Census Has Business Data?

An Update on the *2017 Economic Census* Data for the Utilities Sector (NAICS 22)

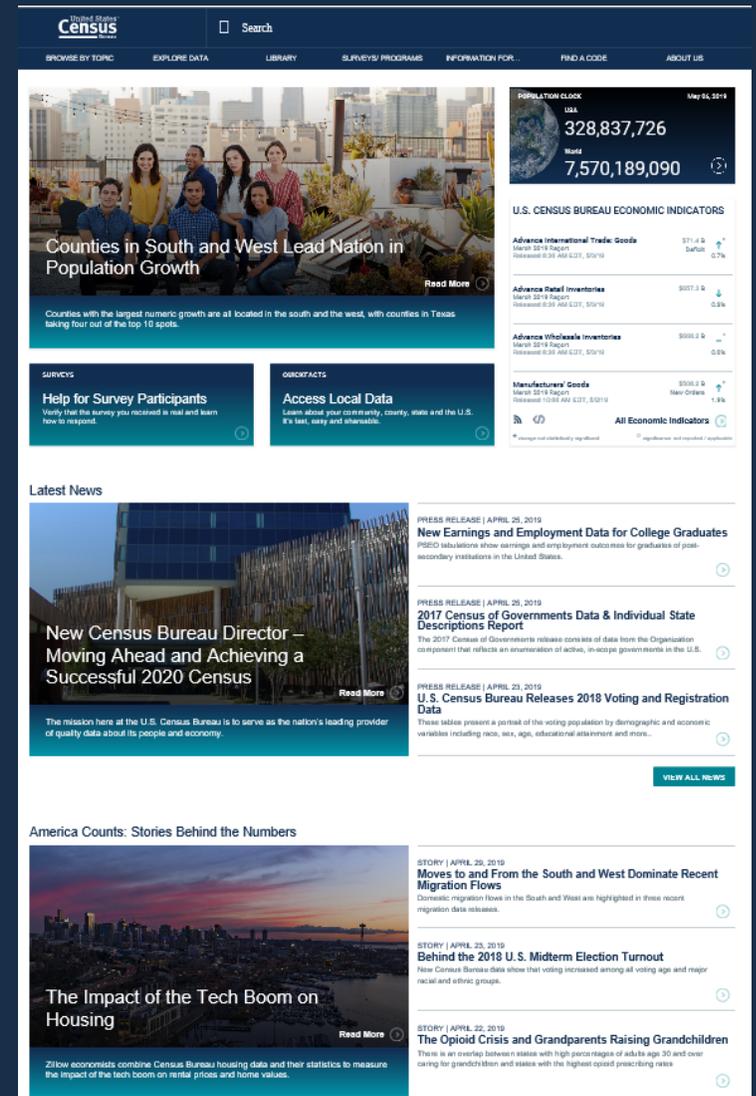
Economic Census webinar
March 11th, 2020

Presented by: Andrew W. Hait
U.S. Census Bureau

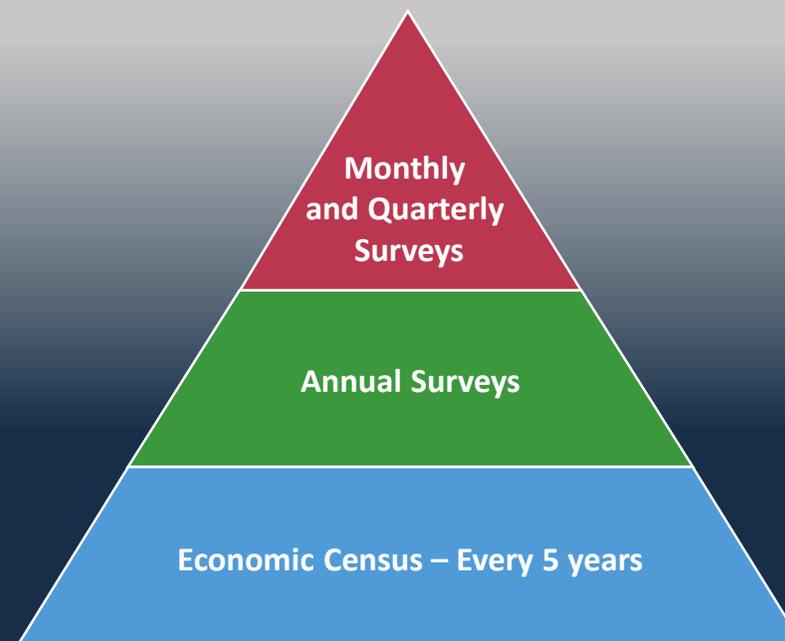


About the Census Bureau

- 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.



<https://www.census.gov/>



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

The *Economic Census (EC)*

- NAICS: 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: Provides data at the **national, state, metro area, county, and place levels**
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, *Census Business Builder*, and other Census tools

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*



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2017 Economic Census

See How It All Adds Up



The Utilities Sector

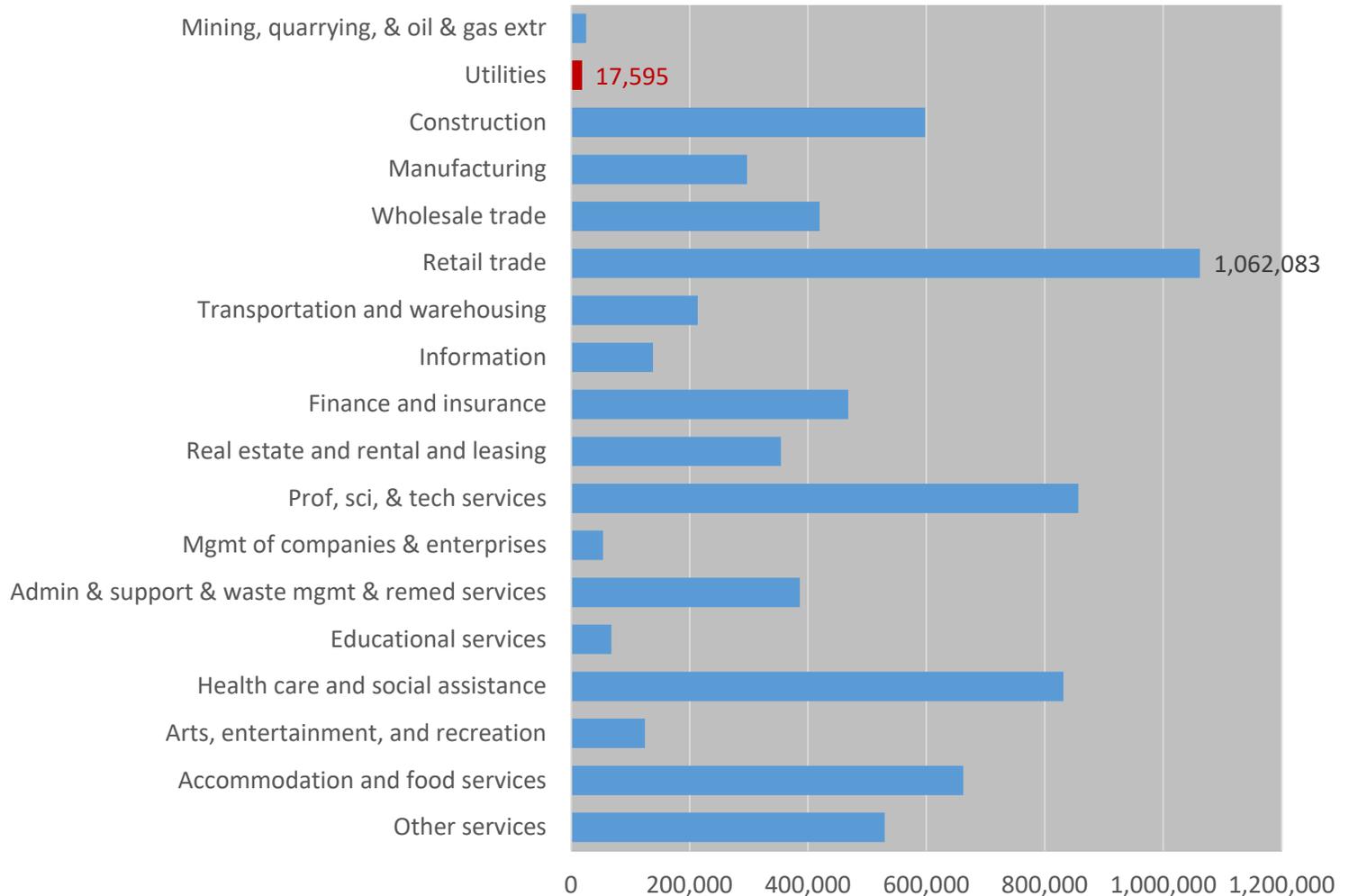
The Utilities sector comprises establishments engaged in the provision of the following utility services:

- electric power
- natural gas
- steam supply
- water supply, and
- sewage removal.

Within this sector, the specific activities associated with the utility services provided vary by utility:

- electric power includes generation, transmission, and distribution
- natural gas includes distribution
- steam supply includes provision and/or distribution
- water supply includes treatment and distribution
- sewage removal includes collection, treatment, and disposal of waste through sewer systems and sewage treatment facilities.

Number of establishments: 2017



Other facts for the Utilities sector:

Total Employment: **663,273 (18th)**; Average Annual Payroll per Employee: **\$102,487 (1st)**, Total Revenue: **\$573.7 billion (13th)**

2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases

Statistics Set	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, and Selected Geographies)	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	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	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.	
Miscellaneous Statistics	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

2017 Economic Census GAS Release Resources

<https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>

News
Updates
Blog Posts
[Back to Economic Census News & Updates](#)

 **Release Information**

  The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.

What's Been Released

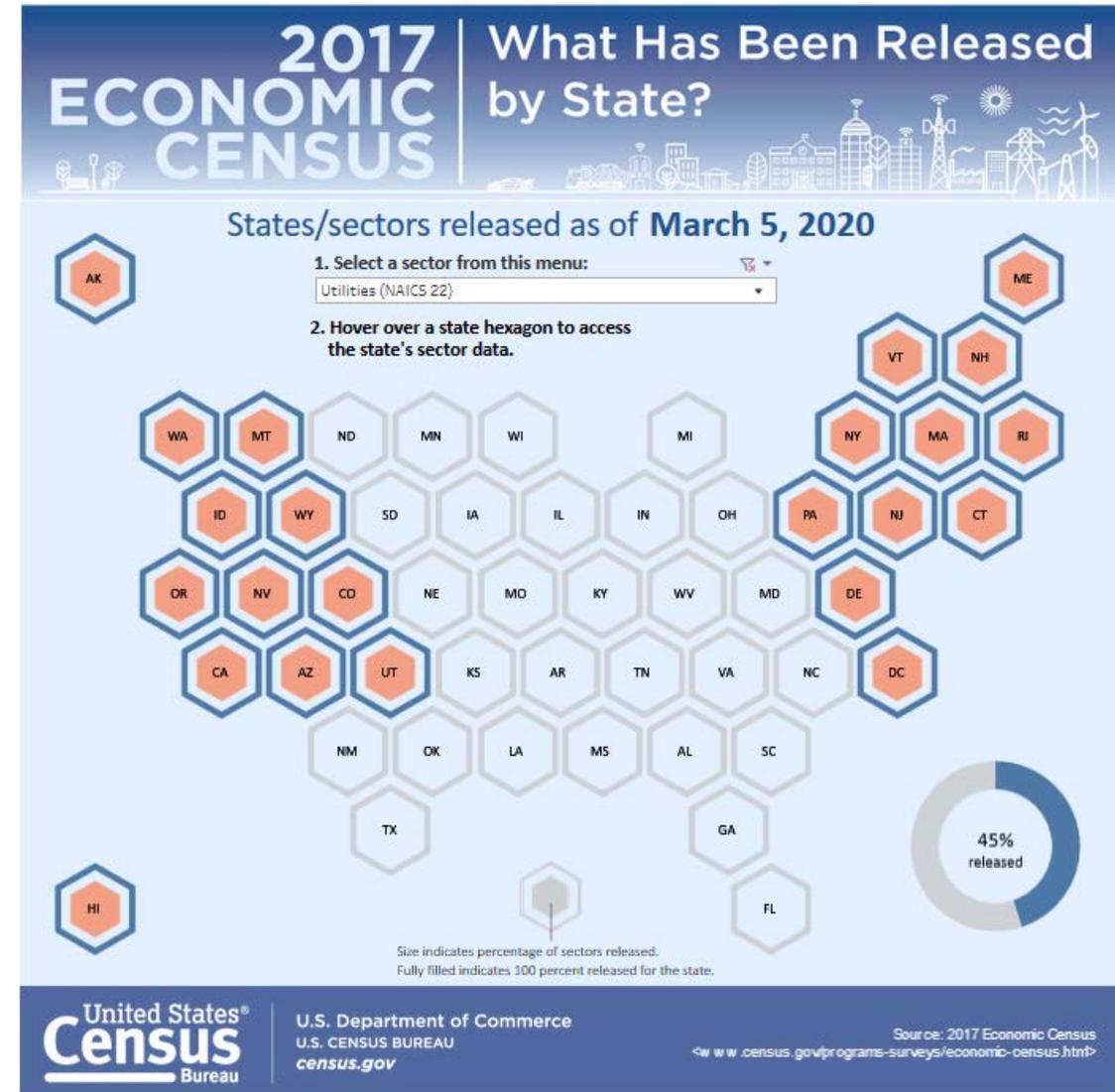
This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

 [What's Been Released](#) [<1.0 MB]

Upcoming Releases

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule [here](#). This list is updated every Monday.

 [Upcoming Releases](#) [<1.0 MB]



Key Changes in the 2017 Economic Census

- Geographic area changes (counties, places, metros)
- **North American Industry Classification System (NAICS)** changes (new codes, changed codes)
- The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
- Other changes
 - Dropped and Changed “Miscellaneous Subjects” tables
 - New Disclosure Rules (and their impacts)
 - New Data.census.gov dissemination platform

For a summary of the key changes, view our recorded webinar at

<https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html>

NAICS



- The standard used by US Federal statistical agencies to classify businesses
- Developed by **OMB**, [Statistics Canada](#), and [Mexico's stat agency \(INEGI\)](#)
- Helps ensure statistical **comparability** across North American countries
- Adopted in **1997** and updated every 5 years (see the [2017 NAICS Manual](#))
- Types of Changes
 - **One-to-One (Recodes)**, **Many-to-One (Combos)**, and **Many-to-Many**
 - One-to-Many (Splitters) (none for 2017, a few in 2012)

NAICS Changes for 2017

- Mining

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction <i>crude petroleum extraction</i>	211120	Crude Petroleum Extraction
	<i>natural gas extraction</i>	211130	Natural Gas Extraction
211112	Natural Gas Liquid Extraction		
212231	Lead Ore and Zinc Ore Mining	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining		

- There were **no changes** to the NAICS for Utilities so the data between 2012 and 2017 are comparable.
- The 2012 NAICS introduced new codes for **Solar, Wind, Geothermal, and Biomass** Electric Power Generation

- Manufacturing

- Retail Trade

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
452111	Department Stores (except Discount Department Stores)		
452112	Discount Department Stores <i>insignificant perishable grocery sales</i>	452210	Department Stores
	<i>significant perishable grocery sales</i>		
452910	Warehouse Clubs and Supercenters	452311	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping		
454112	Electronic Auctions	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing		
333913	Measuring and Dispensing Pump Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing	335220	Major Household Appliance Manufacturing
335228	Other Major Household Appliance Manufacturing		

Visit the NAICS website for more information (<https://www.census.gov/eos/www/naics/>)

NAICS Changes for 2017 (cont.)

- Information

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
512210	Record Production	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution		
517110	Wired Telecommunications Carriers	517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)	517312	Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
532220	Formal Wear and Costume Rental	532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental	532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental	532283	Home Health Equipment Rental
532292	Recreational Goods Rental	532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental	532289	All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541714	Research and Development in Biotechnology (except Nanobiotechnology)
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

Where to Access the 2017 Economic Census Data

QuickFacts

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 (Response, Survey Data), NEWSROOM (News, Blogs), and ABOUT US (Our Research). Below the navigation bar, the main content area features a search bar and a "Select a fact" dropdown menu. A table is displayed below, showing data for the United States. The table has two columns: "All Topics" and "UNITED STATES". The first row shows "Population estimates, July 1, 2017, (N2017)" with a value of 325,719,178. Below the table, there is a "PEOPLE" section.

Data.census.gov

The screenshot shows the Data.census.gov website interface. At the top, there is a navigation bar with the United States Census Bureau logo. Below the navigation bar, the main content area features a search bar with the text "I'm looking for ...". Below the search bar, there is a "Send Feedback" button and the email address "cedsci.feedback@census.gov". The background of the page features a graphic of a computer monitor displaying a map, a laptop displaying a bar chart, and a smartphone displaying a list of data.

Census Business Builder 3.0

The screenshot shows the Census Business Builder 3.0 website interface. At the top, there is a navigation bar with the United States Census Bureau logo and the text "Census Business Builder: Small Business Edition - 2.6". Below the navigation bar, the main content area features a search bar and a "Select a fact" dropdown menu. The main content area is titled "Determine the Best Location for Your Business" and contains two columns of information. The first column is titled "1. What type of business do you want to research?" and contains six icons representing different business types: Computer Store, Food Services, Health Care, Personal Services, Post & Business Services, and Retail. The second column is titled "2. Where are you considering locating the business?" and contains a "My Location" search bar, a "Go To Map" button, and a "Create Report" button. Below the main content area, there is a footer with the text "Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the QIB Home Page." and "© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the Census Home Page." and "Release: 2/6 (Final 8)".

2017 Economic Census Fun Facts

Will also have Fun facts for the Utilities sector for Iowa, Kentucky, and North Dakota

Data just released from the
2017 Economic Census

The 290 Utilities (NAICS 22) establishments in Arizona reported average annual payroll per employee of \$101,400 in 2017.



Fun Facts

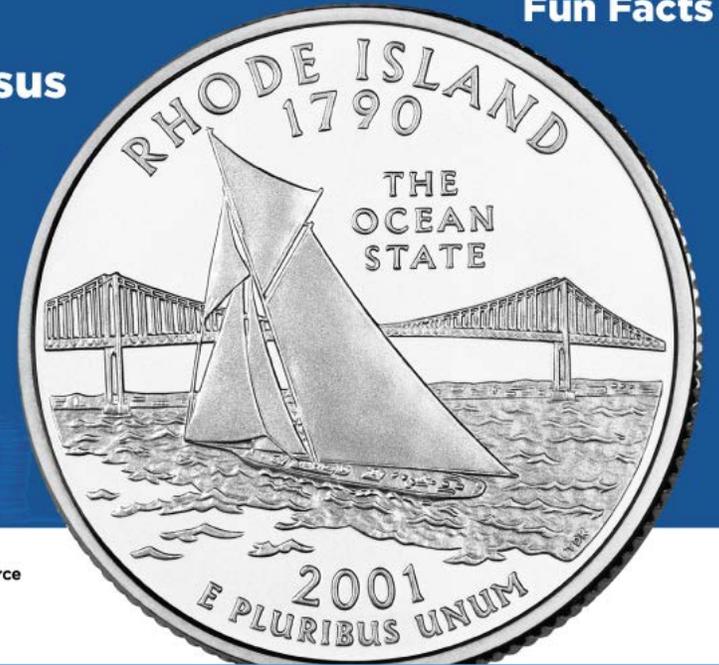
www.census.gov/economiccensus

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<https://www.census.gov/programs-surveys/economic-census/library/visualizations.html>

Data just released from the
2017 Economic Census

The 38 Utilities (NAICS 22) establishments in Rhode Island reported average annual payroll per employee of \$99,513 in 2017.



Fun Facts

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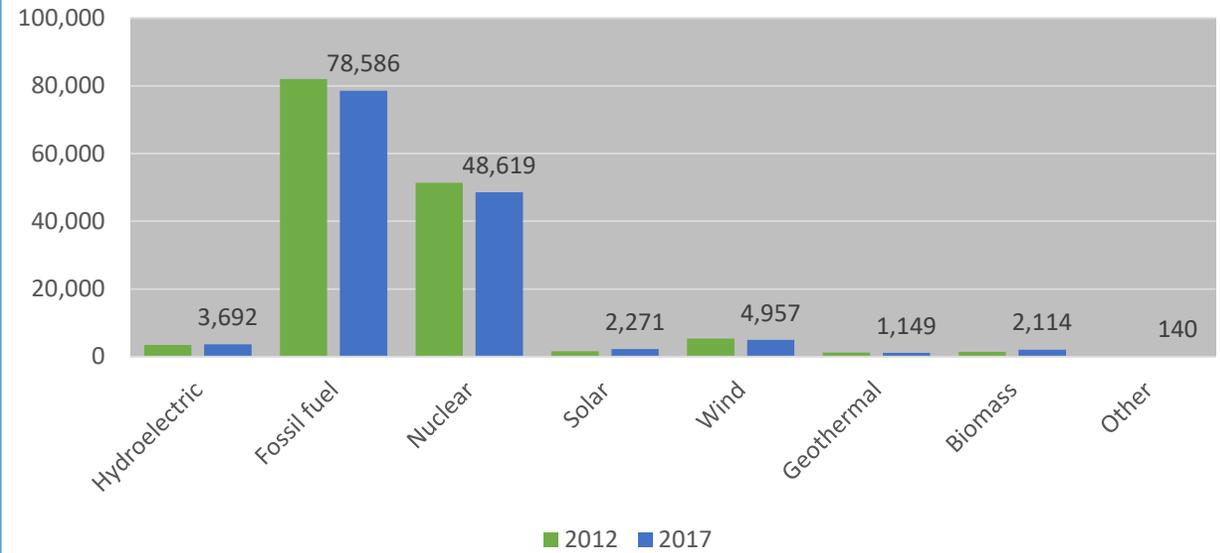
<https://www.census.gov/library/stories/2020/02/economic-census-measuring-a-changing-america.html>

Selected Findings

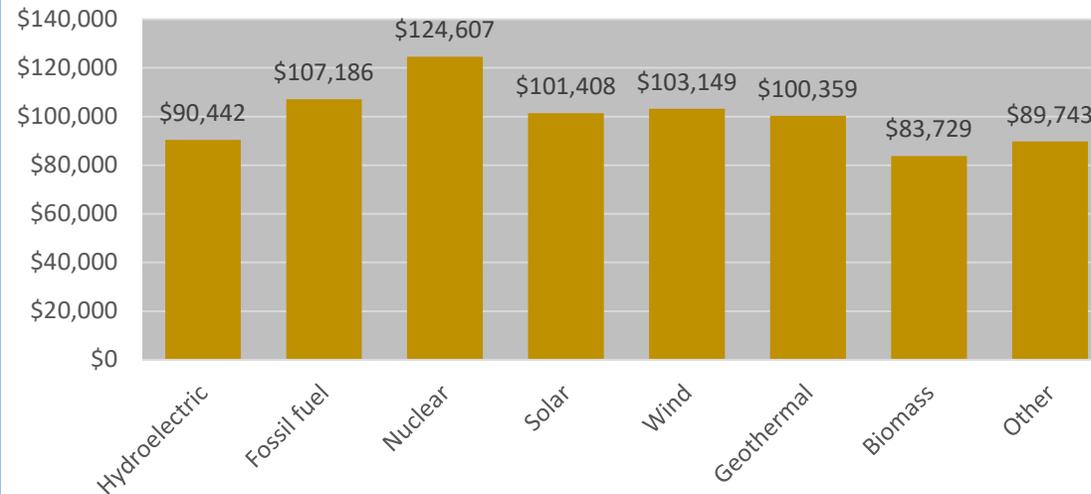
Revenue by Type of Power Generation: U.S., 2012 and 2017 (\$ Million)



Employment by Type of Power Generation: U.S., 2012 and 2017



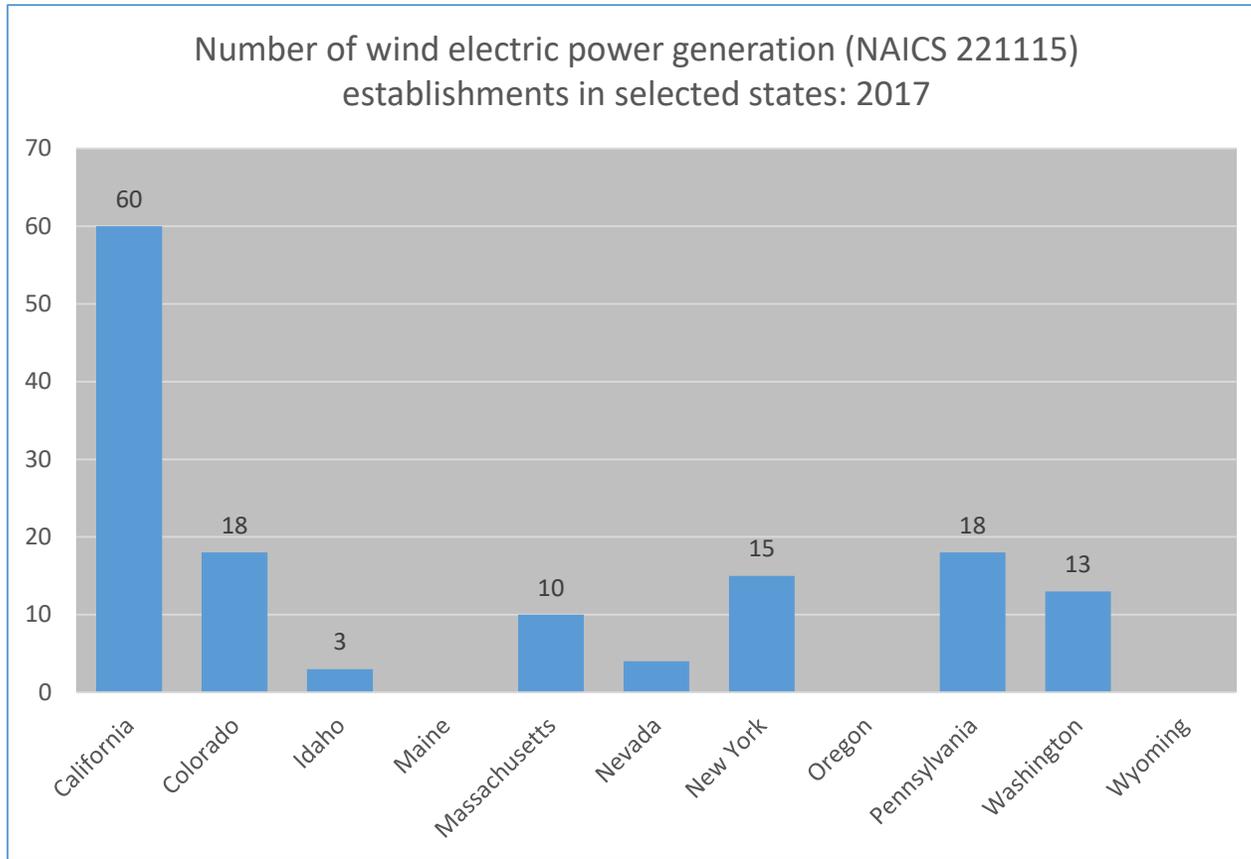
Average annual payroll per employee: U.S., 2017 (\$)



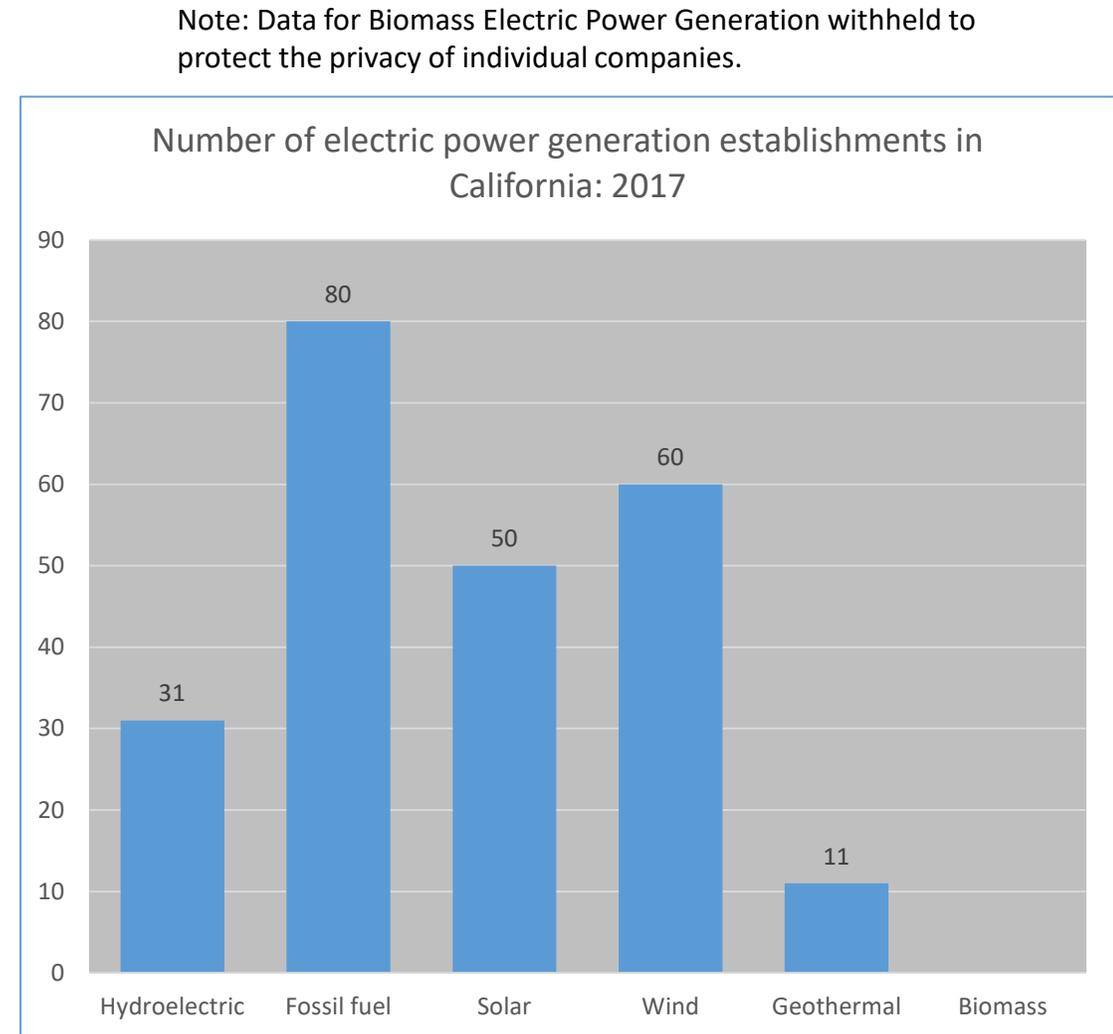
Note: Average annual payroll per employee for all industries (NAICS 00) is \$52,300

Selected Findings (cont.)

Note: Revenue data not available at the state level for the Utilities, Information, and Finance and Insurance sectors.



Note: Data for Wind Electric Power Generation in Maine, Oregon, and Wyoming withheld to protect the privacy of individual companies.



What's Coming Next

- **North American Product Classification System Data** (Nov. 2020)
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>
- **Establishment and Firm Size Data** (Nov. 2020 thru Sept 2021)
 - Revenue size, establishment size, single/multi-unit, concentration of largest firms, legal form of organization
- **Miscellaneous Subjects Data** (Nov. 2020 thru Sept 2021)
 - Revenue by class of customer, Exported energy to Canada and Mexico, Cost of purchased electricity for resale, Construction activity

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Products and services code	Meaning of Products and services code	Year	Revenue (\$1,000)	Product line revenue as % of total revenue of all estabs (%)
United States	221112	Fossil fuel electric power generation	40000	Industry total	2012	81,473,633	100.0
United States	221112	Fossil fuel electric power generation	46000	Transportation of bulk natural gas and liquefied natural gas by pipeline	2012	14,186	Z
United States	221112	Fossil fuel electric power generation	49010	Electricity - power marketing and brokering	2012	377,105	0.5
United States	221112	Fossil fuel electric power generation	49020	Natural gas distribution to final consumer	2012	205,145	0.3
United States	221112	Fossil fuel electric power generation	49030	Natural gas - power marketing and brokering	2012	254,038	0.3
United States	221112	Fossil fuel electric power generation	49050	Steam and/or air-conditioning	2012	244,991	0.3
United States	221112	Fossil fuel electric power generation	49060	Water	2012	11,075	Z
United States	221112	Fossil fuel electric power generation	49070	Electric power transmission	2012	968,076	1.2
United States	221112	Fossil fuel electric power generation	49100	Electricity - generation	2012	78,344,151	96.2
United States	221112	Fossil fuel electric power generation	49200	Electricity - distribution	2012	611,774	0.8
United States	221112	Fossil fuel electric power generation	49810	Other products	2012	435,581	0.5

Summary

- The **Economic Census** provides a wealth of business data
 - Learn more at <https://www.census.gov/programs-surveys/economic-census.html>
- The data are released on a **flow basis** (all states/sectors will be complete in August 2020) and **more data is coming**
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>
- **NAICS changes** every 5 years... make sure data are comparable
 - Learn more at <https://www.census.gov/eos/www/naics/>
- The data are now being released on **data.census.gov**

Q & A and Thank You!

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