

# Census Has Business Data?

An Update on the  
*2017 Economic Census*  
Data Released for DC, DE,  
NJ, NY, and PA

Economic Census webinar  
April 14<sup>th</sup>, 2020

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



# 2017 Economic Census Webinar Series

## Planned Schedule for State- and Sector-Based Webinars

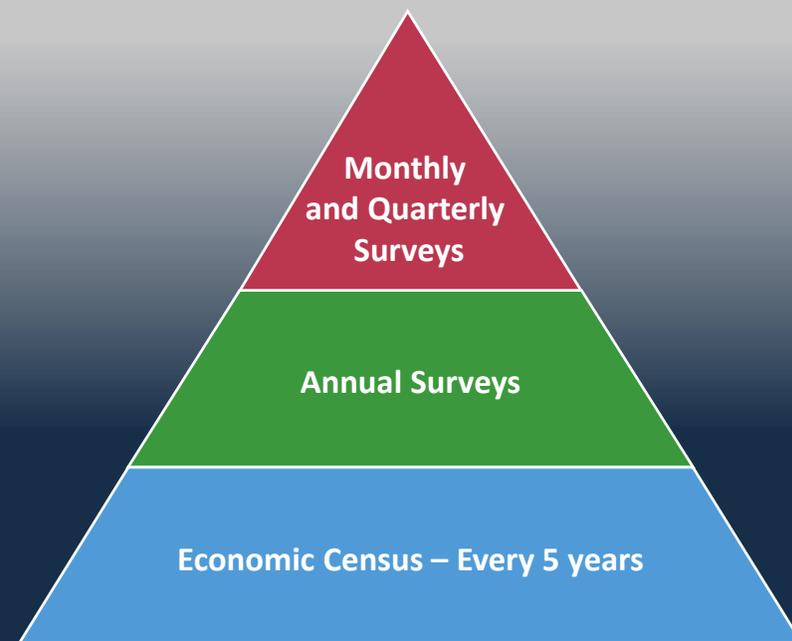
Date	States (Tuesdays)	Date	Sectors (NAICS code) (Thursdays except 3/11)
19-Feb	CT, MA, ME, NH, RI, & VT		
10-Mar	AZ, CA, CO, HI, & NV	11-Mar	Utilities (22)
24-Mar	AK, ID, MT, OR, UT, WA, & WY	26-Mar	Transportation and Warehousing (48-49)
7-Apr	DC, DE, NJ, NY, and PA	9-Apr	Finance and Insurance (52)
21-Apr	MD, VA, & WV	23-Apr	Real Estate and Rental and Leasing (53)
5-May	KY & OH	7-May	Health Care and Social Assistance (62)
19-May	AL, LA, MS, NC, SC, & TN	21-May	Services: Information (51), Prof, Sci, and Tech Services (54), Admin & Support and Waste Mgmt and Remed Services (56), Educational Services (61), Arts, Entertainment, and Recreation (71), and Other Services (81)
9-Jun	IA, NE, & SD	11-Jun	Accommodation and Food Services (72)
23-Jun	IL, IN, KS, MO, MN, ND, & WI	25-Jun	Wholesale (42) and Retail (44-45)
21-Jul	AR, FL, GA, MI, NM, OK, & TX	23-Jul	Management of Companies and Enterprises (55)
		6-Aug	Mining (21), Construction (23), and Manufacturing (31-33)

# 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](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](https://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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NATION'S BUSINESSES**

**+**

**STATS ON EVERY INDUSTRY  
AND GEOGRAPHY**

**=**

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SEE HOW IT ALL ADDS UP.**

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## 2017 Economic Census

See How It All Adds Up



# 2017 Economic Census Planned Data Product Releases

## 2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
<b>Core Business Statistics</b>	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
<b>Geographic Area Statistics (U.S., States, and Selected Geographies)</b>	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	
<b>Product Statistics</b>	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

<b>Establishment and Firm Size Statistics</b>	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.	
<b>Miscellaneous Statistics</b>	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]

DC, DE, NJ, NY, and PA data all started on 2/27



# Key Changes in the 2017 Economic Census

- **Geographic area** changes (counties, places, metros)
  - No ZIP Code data (see ZIP Code Business Patterns)
  - No Place data for Manufacturing
- **North American Industry Classification System (NAICS)** changes
- The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
- Other changes, including:
  - 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>

# Geographic Area Changes for the District of Columbia

- No metro changes
- No economic place changes

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

# Geographic Area Changes for Delaware

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 20 economic place changes
  - 14 Places with Area Gain
  - 3 Places with Area Loss
  - 0 Place with a name change
  - 3 New Places
    - Riverview CDP, Selbyville, and Townsend
  - 0 Dropped Places

## 2017 Economic Census - GeoNotes File for Delaware

(List of all newly-recognized places for the 2017 Economic Census and all places with any change from the 2012 Economic Census)

2017				2012			Description of Change (2012 to 2017)
Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	COUNTY Name	Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	
Camden town	10760	001	Kent County	Camden town	10760	001	Area Gain
Clayton town	15440	000		Clayton town	15440	000	Area Gain
Clayton town	15440	001	Kent County	Clayton town	15440	001	Area Gain
Dover city	21200	001	Kent County	Dover city	21200	001	Area Gain
Dover Base Housing CDP	21387	001	Kent County	Dover Base Housing CDP	21387	001	Area Gain
Harrington city	33120	001	Kent County	Harrington city	33120	001	Area Gain
Highland Acres CDP	34810	001	Kent County	Highland Acres CDP	34810	001	Area Gain
Middletown town	47030	003	New Castle County	Middletown town	47030	003	Area Gain
Milford city	47420	000		Milford city	47420	000	Area Gain
Milford city	47420	001	Kent County	Milford city	47420	001	Area Gain
Milford city	47420	005	Sussex County	Milford city	47420	005	Area Gain
Riverview CDP	61480	001	Kent County	Balance of Kent County	98001	001	New Economic Place
Selbyville town	64840	005	Sussex County	Balance of Sussex County	98005	005	New Economic Place
Smyrna town	67310	000		Smyrna town	67310	000	Area Gain
Smyrna town	67310	001	Kent County	Smyrna town	67310	001	Area Gain
Smyrna town	67310	003	New Castle County	Smyrna town	67310	003	Area Gain
Townsend town	72510	003	New Castle County	Balance of New Castle County	98003	003	New Economic Place
Balance of Kent County	98001	001	Kent County	Balance of Kent County	98001	001	Area Loss
Balance of New Castle County	98003	003	New Castle County	Balance of New Castle County	98003	003	Area Loss
Balance of Sussex County	98005	005	Sussex County	Balance of Sussex County	98005	005	Area Loss

Visit <https://tigerweb.geo.census.gov/tigerwebecon/> for online map resources to better understand the changes

# Geographic Area Changes for New Jersey

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 480 economic place changes
  - 229 Places with Area Gain
  - 248 Places with Area Loss
  - 0 Places with a name change
  - 2 New Places
    - Woodbine and Lower Alloways Creek
  - 2 Dropped Places
    - Lafayette and Oxford

## 2017 Economic Census

Economic Place Changes from 2012 to 2017 for: New Jersey

**Added Places** (Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
009	Cape May County	81890	Woodbine borough
033	Salem County	41640	Lower Alloways Creek township

**Dropped Places**

COUNTY Code	TITLE	PLACE Code	TITLE
037	Sussex County	37440	Lafayette township
041	Warren County	55530	Oxford township

# Geographic Area Changes for New York

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 180 economic place changes
  - 67 Places with Area Gain
  - 79 Places with Area Loss
  - 9 Places with a name change
  - 25 New Places
  - 14 Dropped Places

## 2017 Economic Census

Economic Place Changes from 2012 to 2017 for: New York

**Added Places** (Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
007	Broome County	49396	Nanticoke town
		65112	Sanford town
013	Chautauqua County	25164	Falconer village
023	Cortland County	77596	Virgil town
025	Delaware County	70629	Stamford town
027	Dutchess County	47207	Milan town
		58156	Pine Plains town
031	Essex County	15330	Chesterfield town
033	Franklin County	04319	Bangor town
037	Genesee County	01165	Alexander town (balance)
		56792	Pavilion town
051	Livingston County	17618	Conesus town
053	Madison County	31720	Hamilton town (balance)
055	Monroe County	65959	Scottsville village
067	Onondaga County	67510	Skaneateles village
069	Ontario County	79356	West Bloomfield town
077	Otsego County	41531	Laurens town
099	Seneca County	66333	Seneca Falls town (balance)
103	Suffolk County	66839	Shelter Island town
109	Tompkins County	30961	Groton village
		43973	Lyons town
117	Wayne County	63605	Rose town
		02418	Arcade town
121	Wyoming County	12782	Castile town (balance)
		47504	Milo town (balance)
123	Yates County	47504	Milo town (balance)



# Geographic Area Changes for Pennsylvania

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- New St. Marys Micropolitan Statistical Area
- 145 economic place changes
  - 53 Places with Area Gain
  - 68 Places with Area Loss
  - 1 Place with a name change (Latrobe borough)
  - 21 New Places
  - 6 Dropped Place

## 2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Pennsylvania

**Added Places** (Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
003	Allegheny County	80032	Verona borough
005	Armstrong County	29184	Gilpin township
011	Berks County	42352	Leesport borough
		59448	Perry township
		82296	Wernersville borough
017	Bucks County	41392	Langhorne borough
		54184	Newtown borough
		58936	Penndel borough
		86920	Yardley borough
027	Centre County	31472	Gregg township
041	Cumberland County	35672	Hopewell township
051	Fayette County	15784	Connellsville township
073	Lawrence County	34248	Hickory township
091	Montgomery County	63808	Red Hill borough
097	Northumberland County	69608	Shamokin township
099	Perry County	12360	Centre township
107	Schuylkill County	45824	McAdoo borough
		66944	Ryan township
121	Venango County	16232	Cornplanter township
		05208	Bell township
129	Westmoreland County	78768	Upper Burrell township



Visit <https://tigerweb.geo.census.gov/tigerwebecon/> for online map resources to better understand the changes

# 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, 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		

- Manufacturing

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		

- 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		

Visit the NAICS website for more information  
[\(https://www.census.gov/eos/www/naics/\)](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
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	541714	Research and Development in Biotechnology (except Nanobiotechnology)
		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. 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 page title is "QuickFacts UNITED STATES" with a "What's New & FAQs" link. A search bar is present with a "Select a fact" dropdown. Below the search bar, there is a table with a "Table" tab selected. The table shows data for "UNITED STATES" with a population of 325,719,178 as of July 1, 2017. A "PEOPLE" icon is visible below the table.

## Data.census.gov

The screenshot shows the Data.census.gov website. The header features the United States Census Bureau logo. The main heading is "Explore Census Data" with the subtext "The Census Bureau is the leading source of quality data about the nation's people and economy." Below this is a search bar with the placeholder text "I'm looking for ..." and a link to "Advanced Search". At the bottom left, there is a "Send Feedback" button and the email address "cedsci.feedback@census.gov". On the right side, there is an illustration of a desktop monitor, a laptop, and a smartphone, all displaying data visualizations like maps and bar charts.

## Census Business Builder 3.0

The screenshot shows the Census Business Builder 3.0 interface. The title is "Census Business Builder: Small Business Edition - 2.6". The main heading is "Determine the Best Location for Your Business". There are two main sections: "1. What type of business do you want to research?" and "2. Where are you considering locating the business?". Section 1 has icons for "Construction", "Food Services", "Manufacturing", "Personal Services", "Retail & Rec", and "Retail". Section 2 has a "My Location" input field, a search bar for "State, County, ZIP/Post, or ZIP Code", and buttons for "Go To Map" and "Create Report".

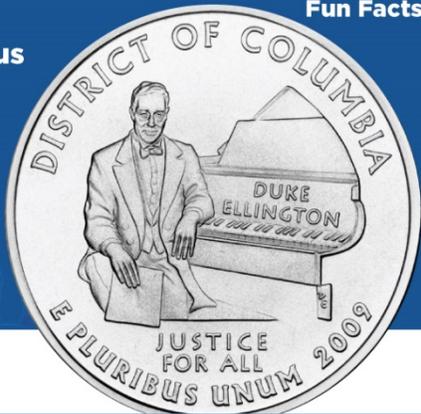
# 2017 Economic Census Fun Facts

## Data just released from the 2017 Economic Census

The 5,812 Professional, Scientific, and Technical Services (NAICS 54) establishments in the District of Columbia reported 108,016 employees and total revenue of \$37.2 billion in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

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Fun Facts

## Data just released from the 2017 Economic Census

The 3,648 Retail Trade (NAICS 44-45) establishments in Delaware reported total sales of \$17.7 billion in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

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Fun Facts

## Data just released from the 2017 Economic Census

The 9,622 Real Estate and Rental and Leasing (NAICS 53) establishments in New Jersey reported revenue of \$21.2 billion in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

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Fun Facts

## Data just released from the 2017 Economic Census

The 26,296 Finance and Insurance (NAICS 52) establishments in New York reported average annual payroll per employee of \$194,317 in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

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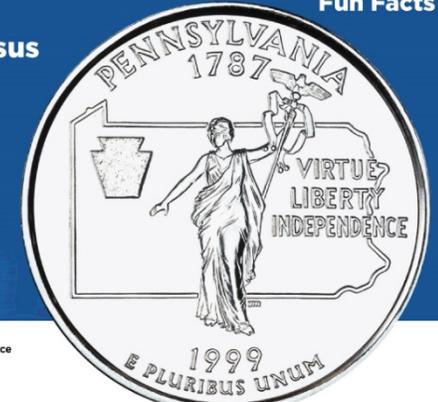
Fun Facts

## Data just released from the 2017 Economic Census

The 26,075 Other Services (NAICS 81) establishments in Pennsylvania reported revenue of \$23.0 billion in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

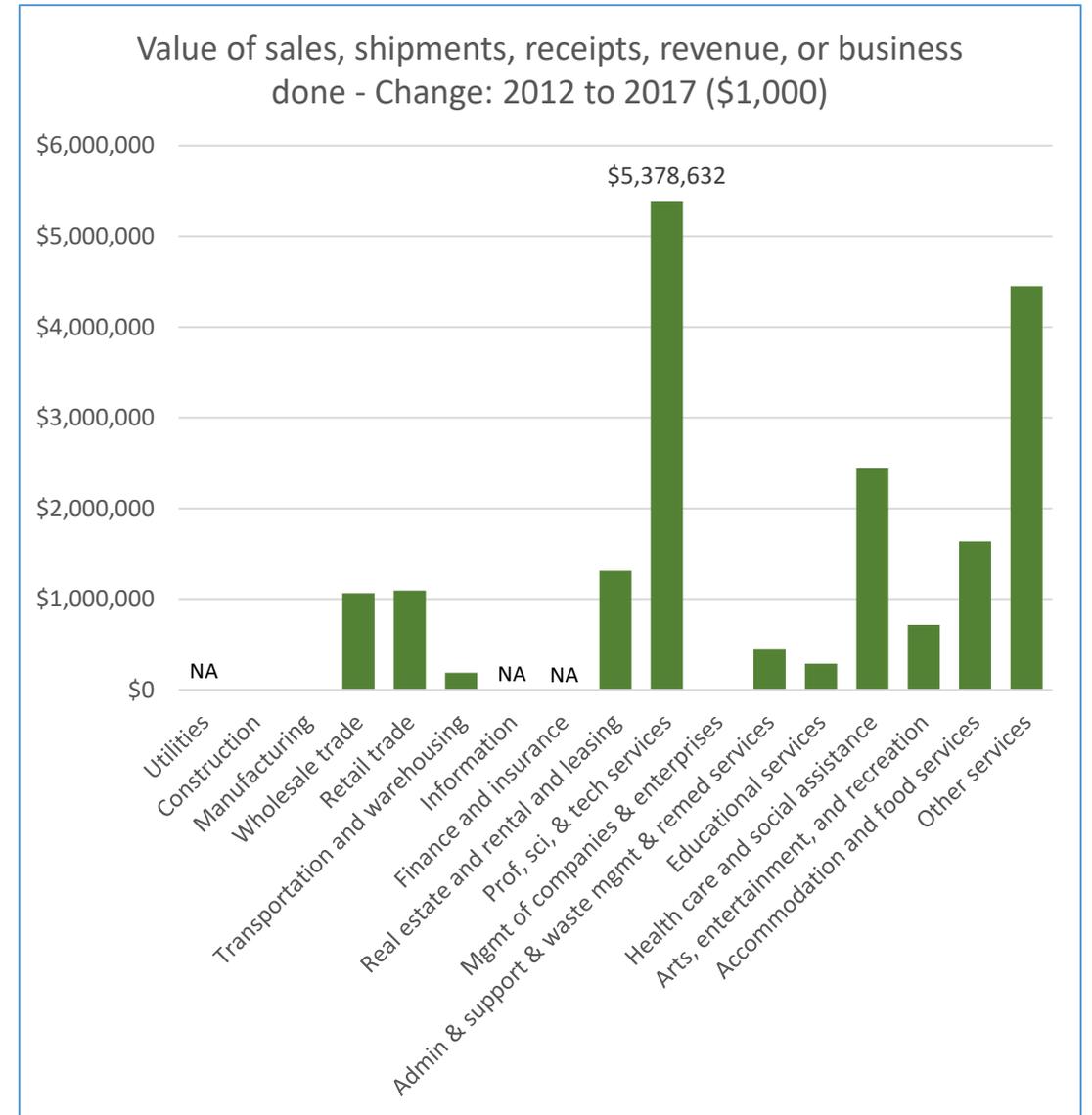
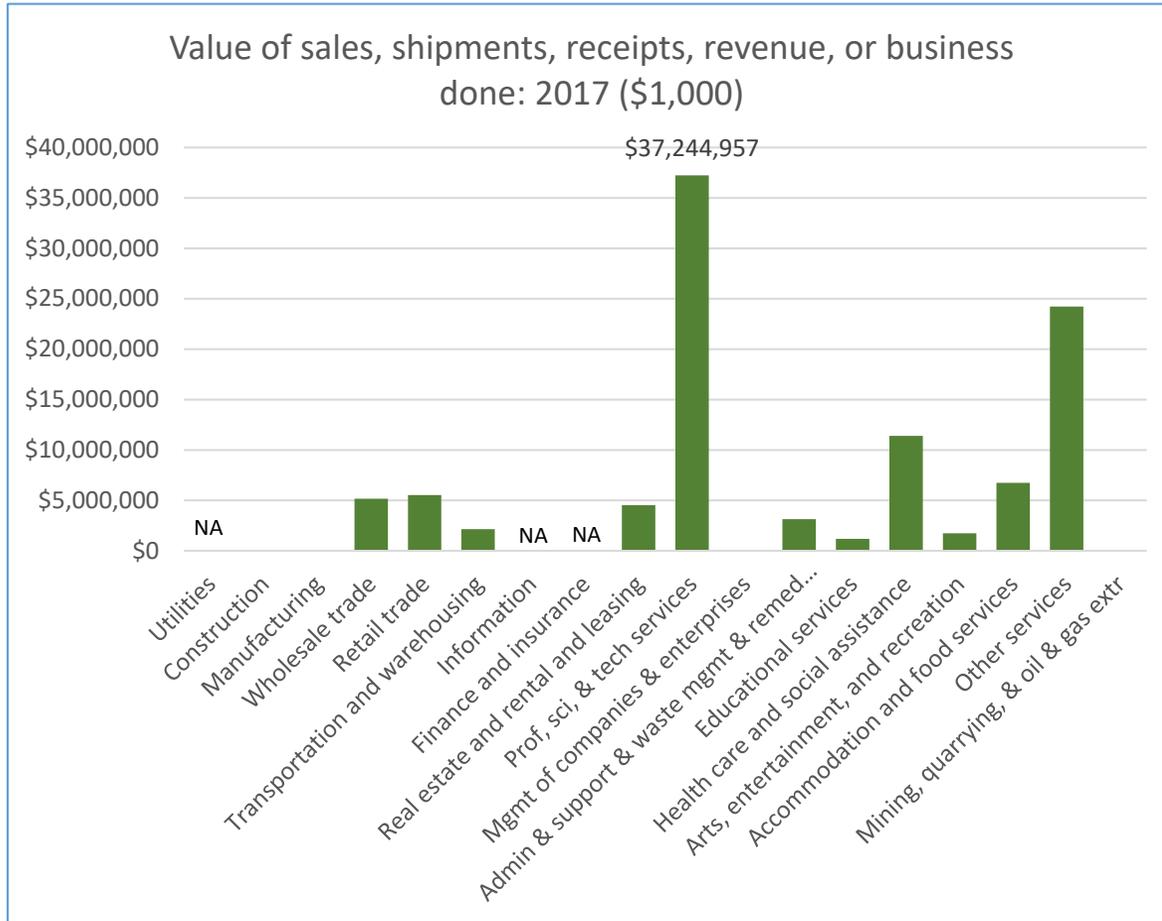
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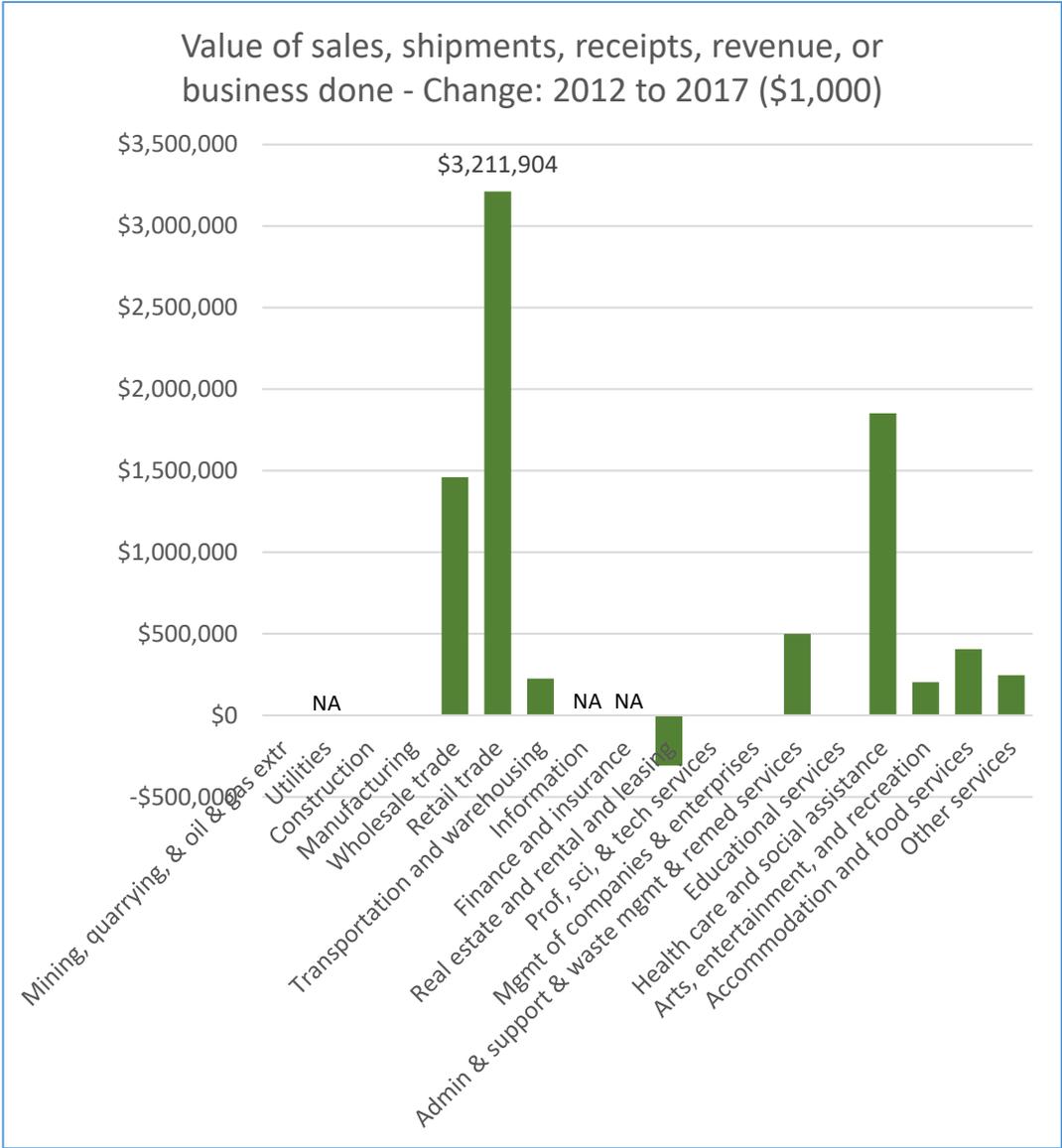
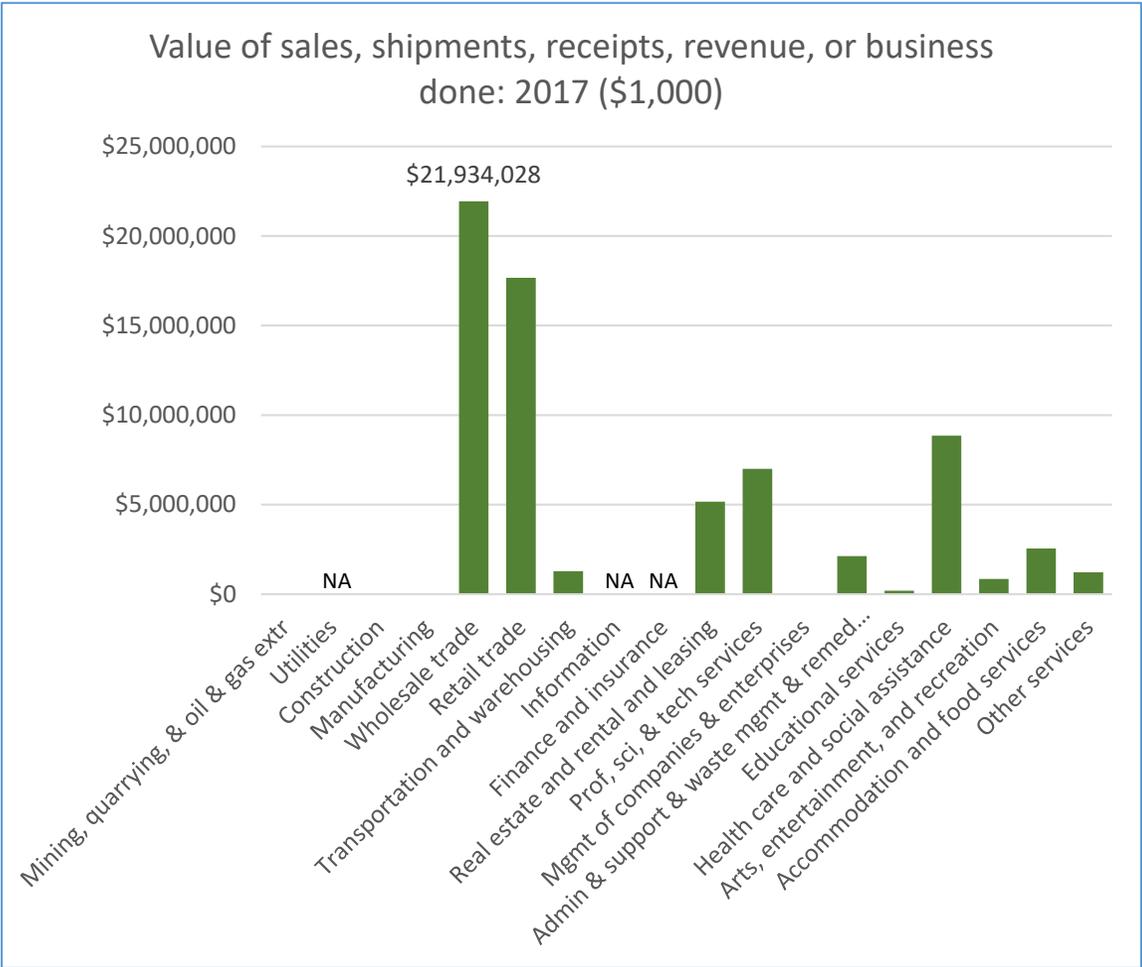
Fun Facts

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

# Selected Findings for the District of Columbia

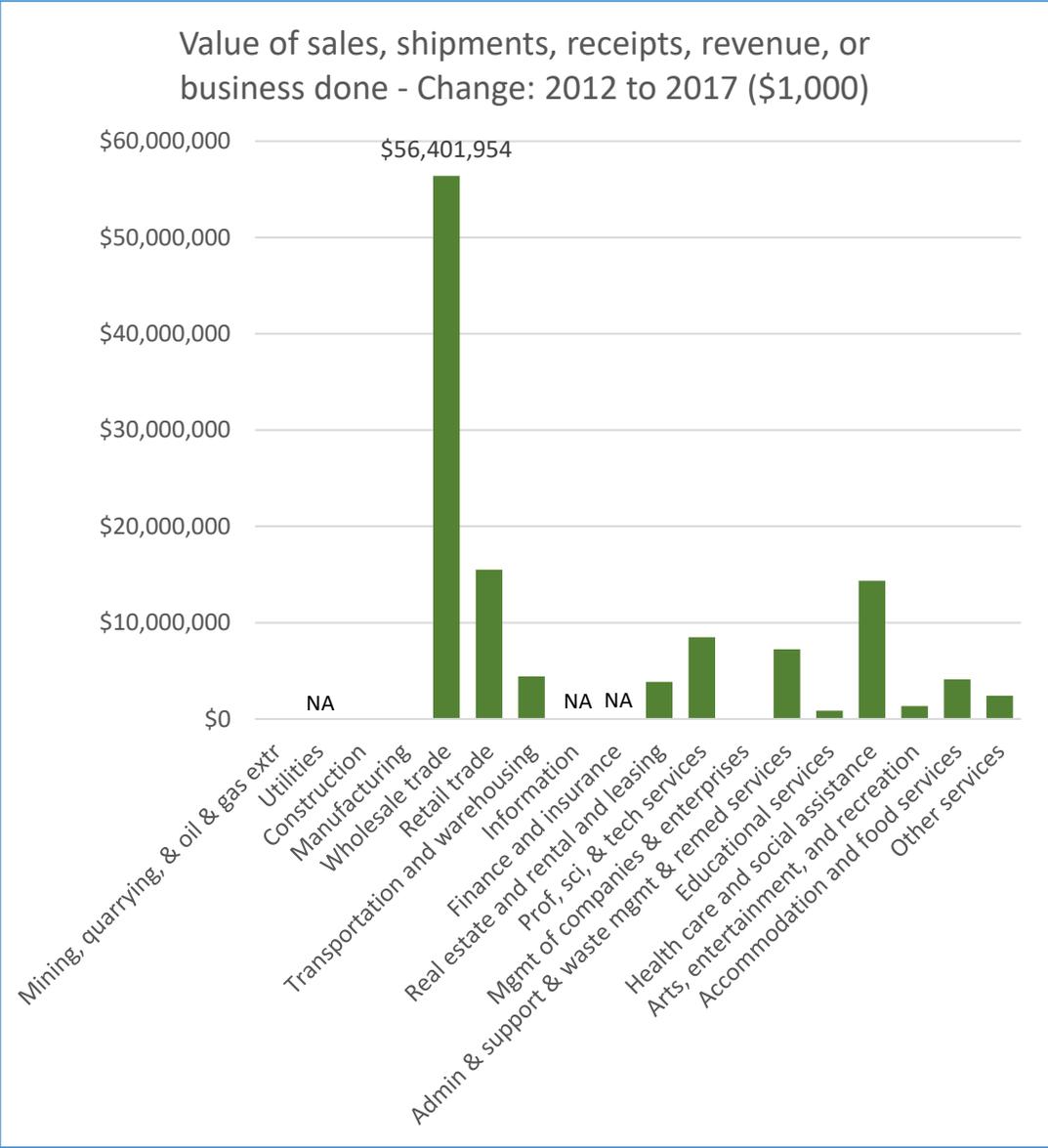
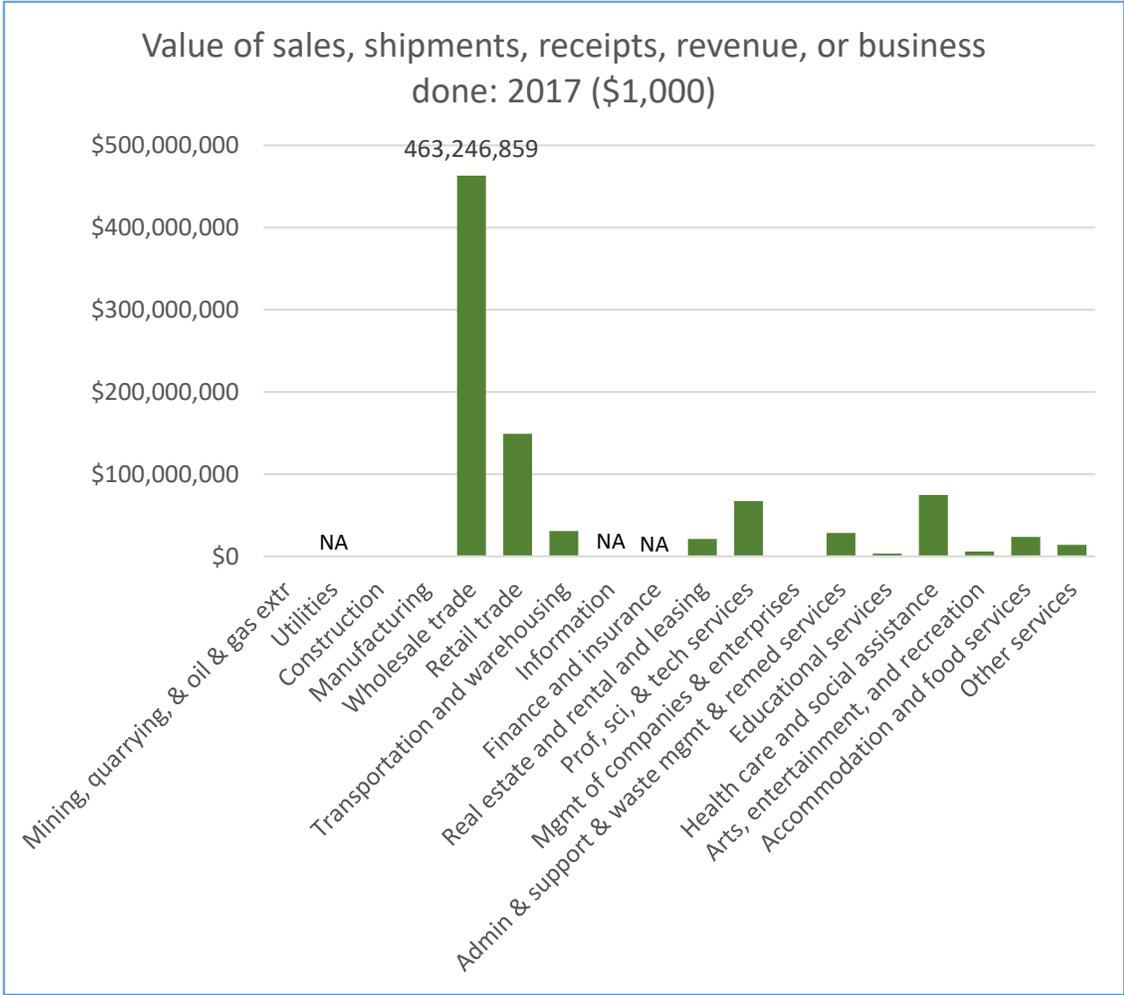


# Selected Findings for Delaware



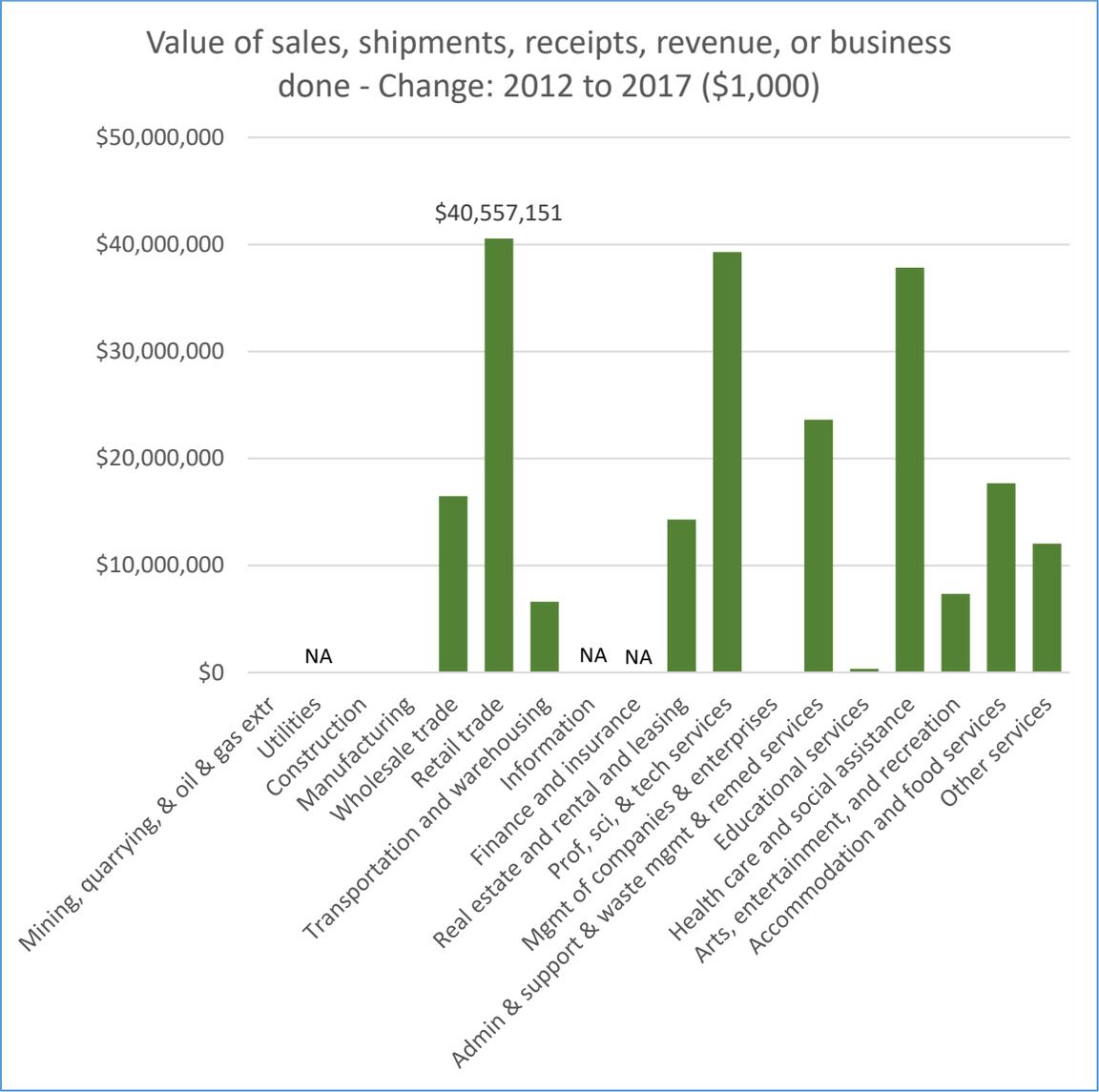
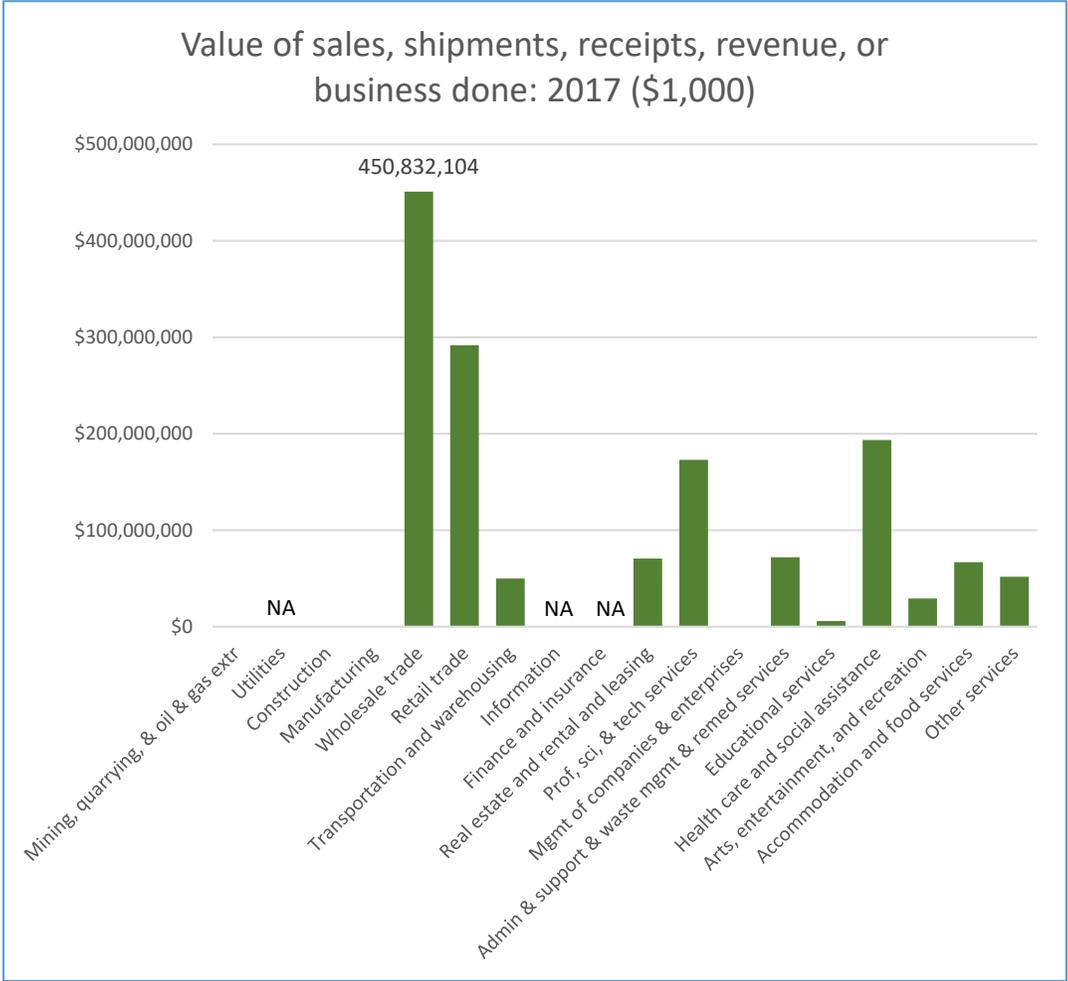
Note: Revenue data not available at the state level for the Utilities, Information, and Finance and Insurance sectors.

# Selected Findings for New Jersey



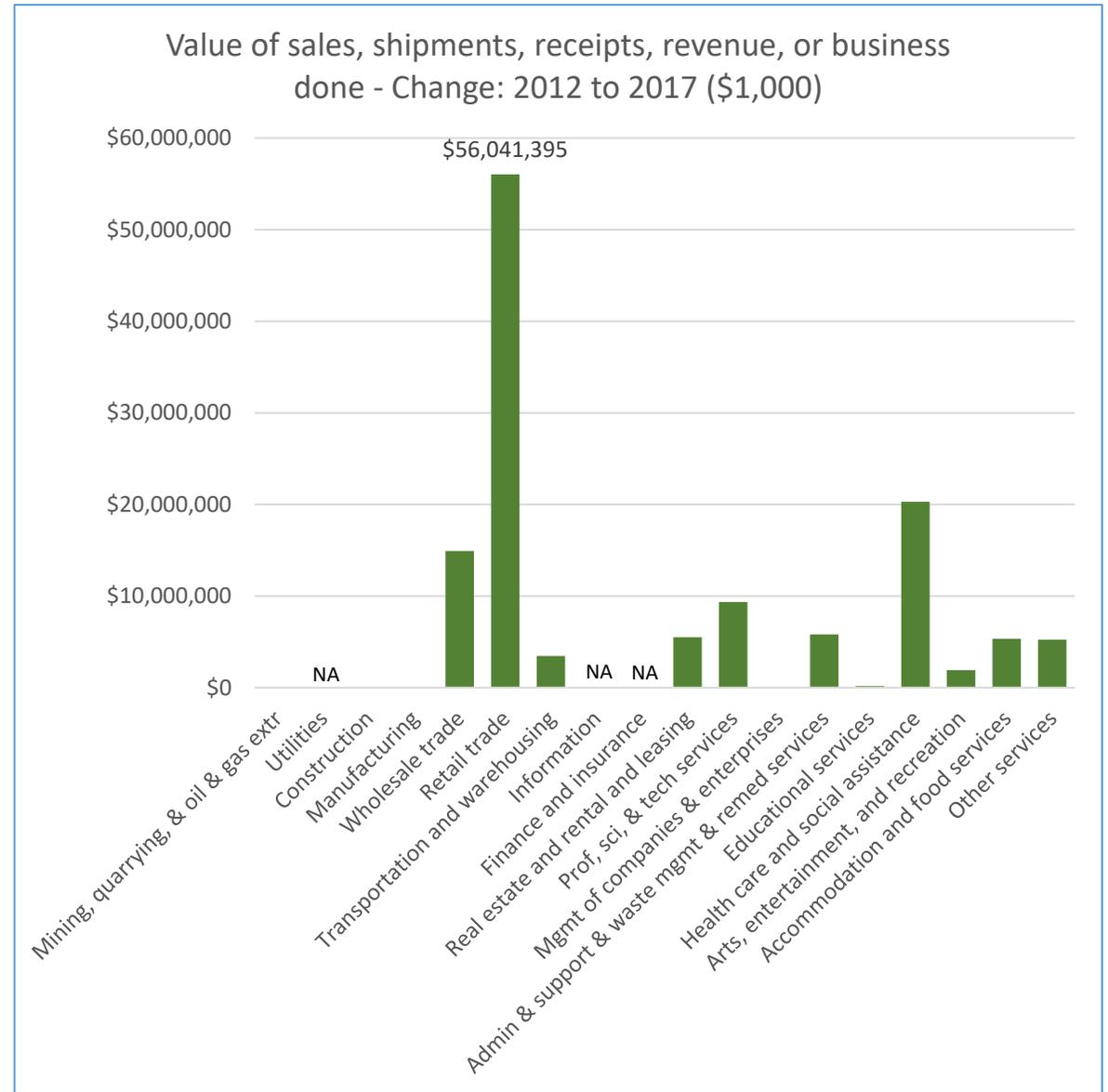
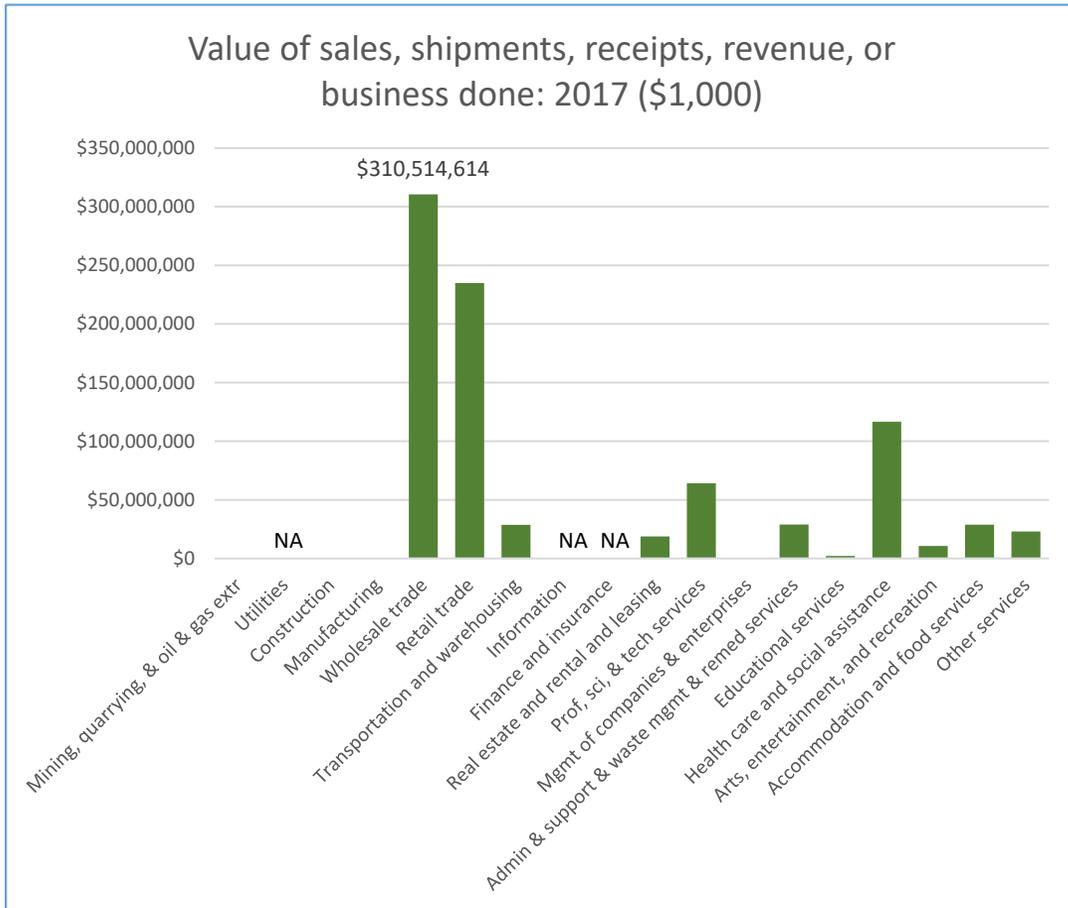
Note: Revenue data not available at the state level for the Utilities, Information, and Finance and Insurance sectors.

# Selected Findings for New York



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

# Selected Findings for Pennsylvania



# What's Coming Next

- **North American Product Classification System (Nov 2020)**
  - **Product Lines** provide a breakout of the products made and sold and services provided by businesses
  - In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately
- **Establishment & Firm Size releases (Nov 2020 – Sept 2021)**
  - Consolidated into 7 tables (separate tables in 2012); Size categories standardized
- **Miscellaneous Subjects tables**
  - **38 tables dropped and 7 tables added**
  - Consolidation of **Class of Customer, Enterprise Support, and Exported Services** releases

Summary / Subject Series		November 2020 - September 2021
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

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)

# 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>
- **Geography changes** constantly... make sure data are comparable
  - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>
- The 2017 EC provides data on the new **2017 NAICS** basis
  - Learn more at <https://www.census.gov/eos/www/naics/>
- The data are now being released on **data.census.gov**
- More data is coming...

# Q & A and Thank You!

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