

Census Has Business Data?

An Update on the
2017 Economic Census
Data Released for MD, VA,
and WV

Economic Census webinar
April 21st, 2020

Presented by: Earlene KP Dowell
U.S. Census Bureau



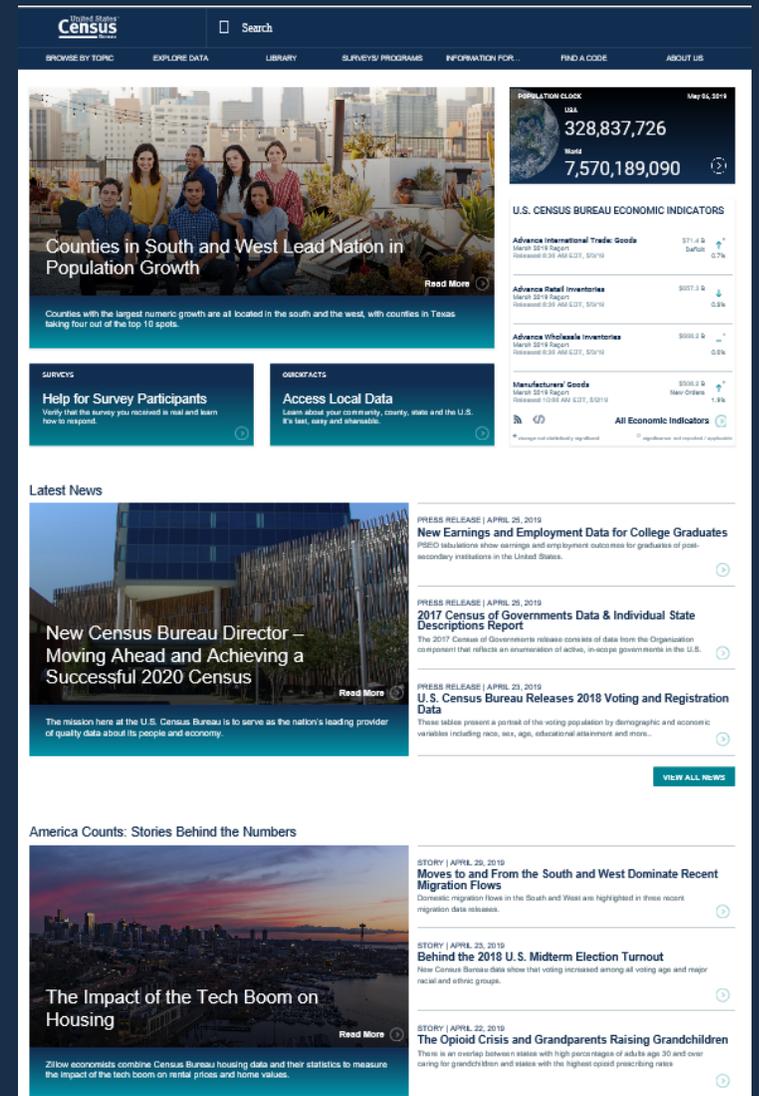
2017 Economic Census Webinar Series

Planned Schedule for State- and Sector-Based Webinars

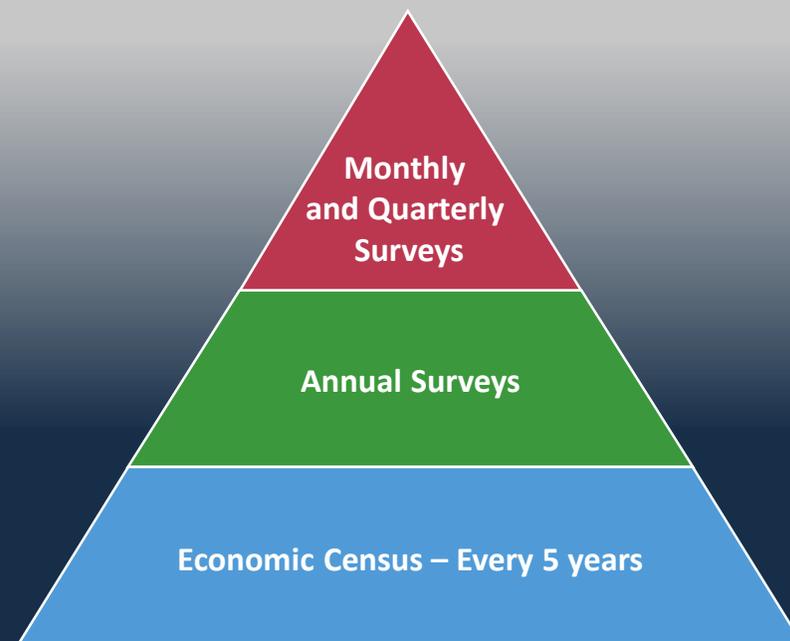
Date	States (Tuesdays)	Date	Sectors (NAICS code) (Thursdays except 3/11)
19-Feb	CT, MA, ME, NH, RI, & VT		
10-Mar	AZ, CA, CO, HI, & NV	11-Mar	Utilities (22)
24-Mar	AK, ID, MT, OR, UT, WA, & WY	26-Mar	Transportation and Warehousing (48-49)
7-Apr	DC, DE, NJ, NY, and PA	9-Apr	Finance and Insurance (52)
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 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*



**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

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.

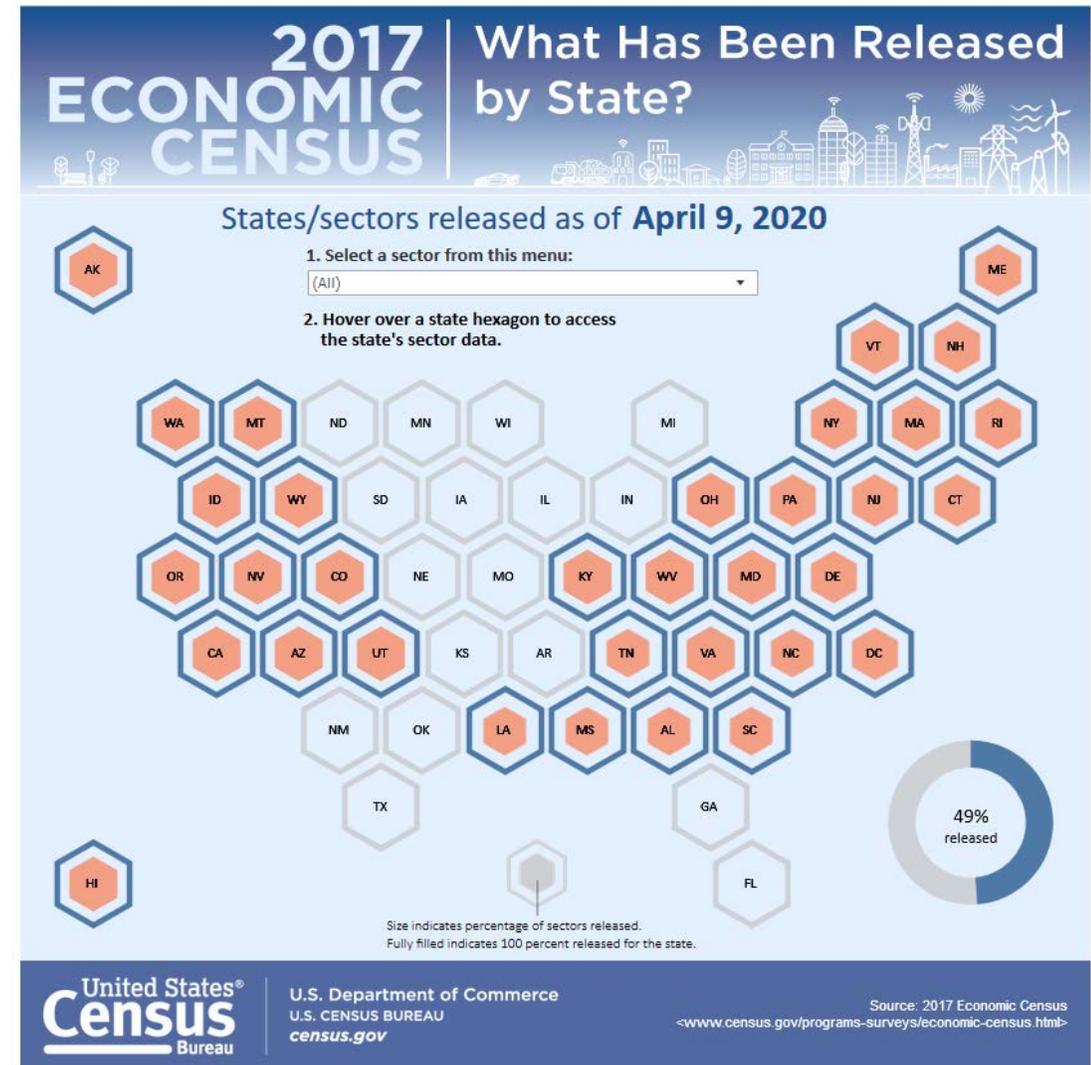
[What's Been Released](#) [<1.0 MB]

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]

MD, VA, and WV data all started on 3/12



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 Maryland

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

- No metro changes
- 136 economic place changes
 - 59 Places with Area Gain
 - 71 Places with Area Loss
 - 0 Place with a name change
 - 6 New Places
 - 4 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Maryland

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
009	Calvert County	59375	Owings CDP
021	Frederick County	00350	Adamstown CDP
023	Garrett County	53800	Mountain Lake Park town
025	Harford County	61075	Perryman CDP
027	Howard County	31025	Fulton CDP
033	Prince George's County	28725	Forest Heights town

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
001	Allegany County	63425	Potomac Park CDP
009	Calvert County	24050	Dunkirk CDP
031	Montgomery County	22775	Derwood CDP
033	Prince George's County	45400	Landover Hills town

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

Geographic Area Changes for Virginia

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

- No metro changes
- 255 economic place changes
 - 118 Places with Area Gain
 - 125 Places with Area Loss
 - 5 Places with a name and/or code change
 - 6 New Places
 - 2 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Virginia

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

COUNTY Code	TITLE	PLACE Code	TITLE
015	Augusta County	85184	Weyers Cave CDP
023	Botetourt County	44620	Laymantown CDP
107	Loudoun County	36648	Herndon town
135	Nottoway County	20160	Crewe town
149	Prince George County	64560	Prince George CDP
153	Prince William County	65120	Quantico town

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
011	Appomattox County	02072	Appomattox town
099	King George County	21016	Dahlgren Center CDP



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

Geographic Area Changes for West Virginia

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

- No metro changes
- 57 economic place changes
 - 28 Places with Area Gain
 - 248 Places with Area Loss
 - 0 Places with a name change
 - 6 New Places
 - 3 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: West Virginia

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
011	Cabell County	54484	Milton town
025	Greenbrier County	86812	White Sulphur Springs city
033	Harrison County	73636	Shinnston city
047	McDowell County	85228	Welch city
055	Mercer County	08764	Bluewell CDP
069	Ohio County	06940	Bethlehem village

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
003	Berkeley County	40204	Inwood CDP
039	Kanawha County	82180	Upper Falls CDP
081	Raleigh County	18508	Crab Orchard CDP



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". A search bar is present with the text "Enter state, county, city, town, or zip code". A dropdown menu is set to "-- Select a fact --". Below the search bar, there is a table with the following content:

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

Data.census.gov

The screenshot shows the Data.census.gov website. At the top, there is a navigation bar with the United States Census Bureau logo. Below the navigation bar, the page title is "Explore Census Data". The main content area features the text "The Census Bureau is the leading source of quality data about the nation's people and economy." Below this text is a search bar with the placeholder text "I'm looking for ...". Below the search bar is a link for "Advanced Search". At the bottom of the page, there is a "Send Feedback" button and the email address "cedsci.feedback@census.gov". On the right side of the page, 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 3.1

The screenshot shows the Census Business Builder 3.1 website. 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 page title is "Determine the Best Location for Your Business". The main content area features two columns of questions. The first column asks "1. What type of business do you want to research?" and provides a list of business categories: Construction, Food Services, Health Care, Personal Services, and Retail. The second column asks "2. Where are you considering locating the business?" and provides a search bar for "My Location" with the text "State, County, ZIP/Post, or ZIP Code". Below the search bar, there are two buttons: "Go To Map" and "Create Report". At the bottom of the page, 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

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

Fun Facts

Data just released from the **2017 Economic Census**

The 5,401 Wholesale Trade (NAICS 42) establishments in Maryland reported \$100.9 billion in total sales in 2017.



www.census.gov/economiccensus

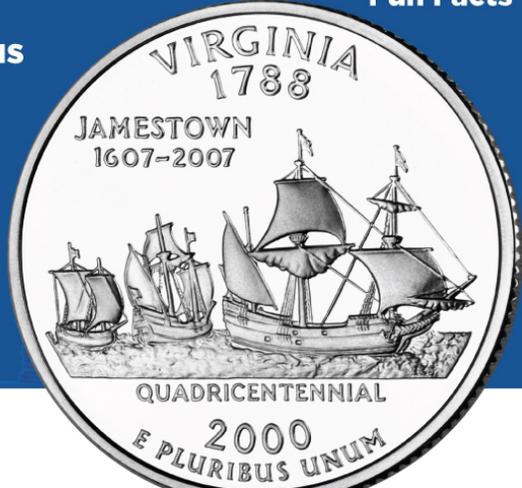
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MARYLAND 1788
THE OLD LINE STATE
2000
E PLURIBUS UNUM

Fun Facts

Data just released from the **2017 Economic Census**

The 31,431 Professional, Scientific, and Technical Services (NAICS 54) establishments in Virginia reported 470,265 employees in 2017.



www.census.gov/economiccensus

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VIRGINIA 1788
JAMESTOWN 1607-2007
QUADRICENTENNIAL
2000
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Fun Facts

Data just released from the **2017 Economic Census**

The 5,963 Retail Trade (NAICS 44-45) establishments in West Virginia reported total sales of \$23.1 billion in 2017.



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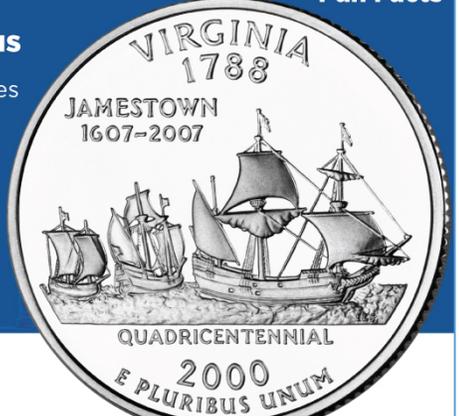
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WEST VIRGINIA 1863
NEW RIVER GORGE
2005
E PLURIBUS UNUM

Fun Facts

Data just released from the **2017 Economic Census**

The 2,419 Educational Services (NAICS 61) establishments in Virginia reported revenue of \$2.4 billion in 2017.

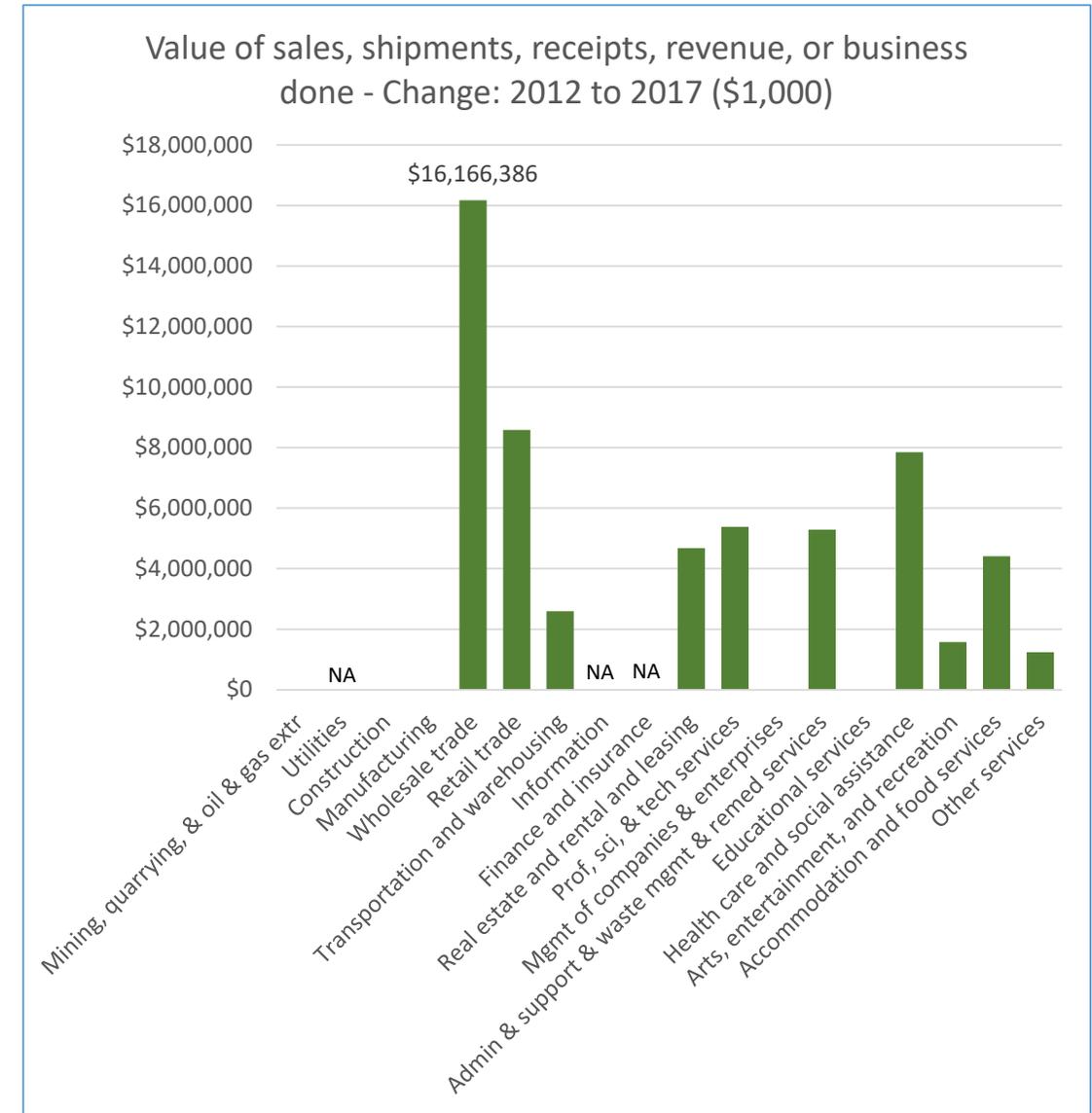
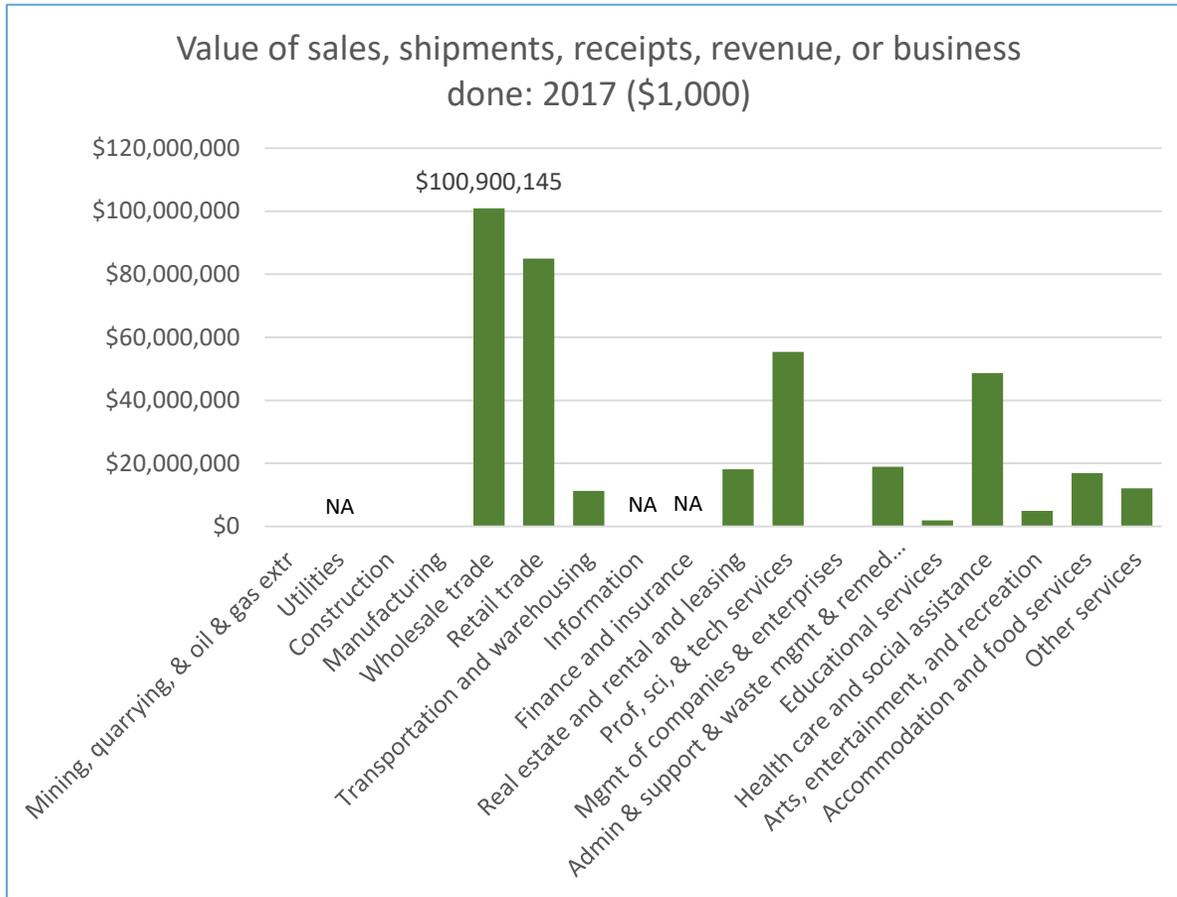


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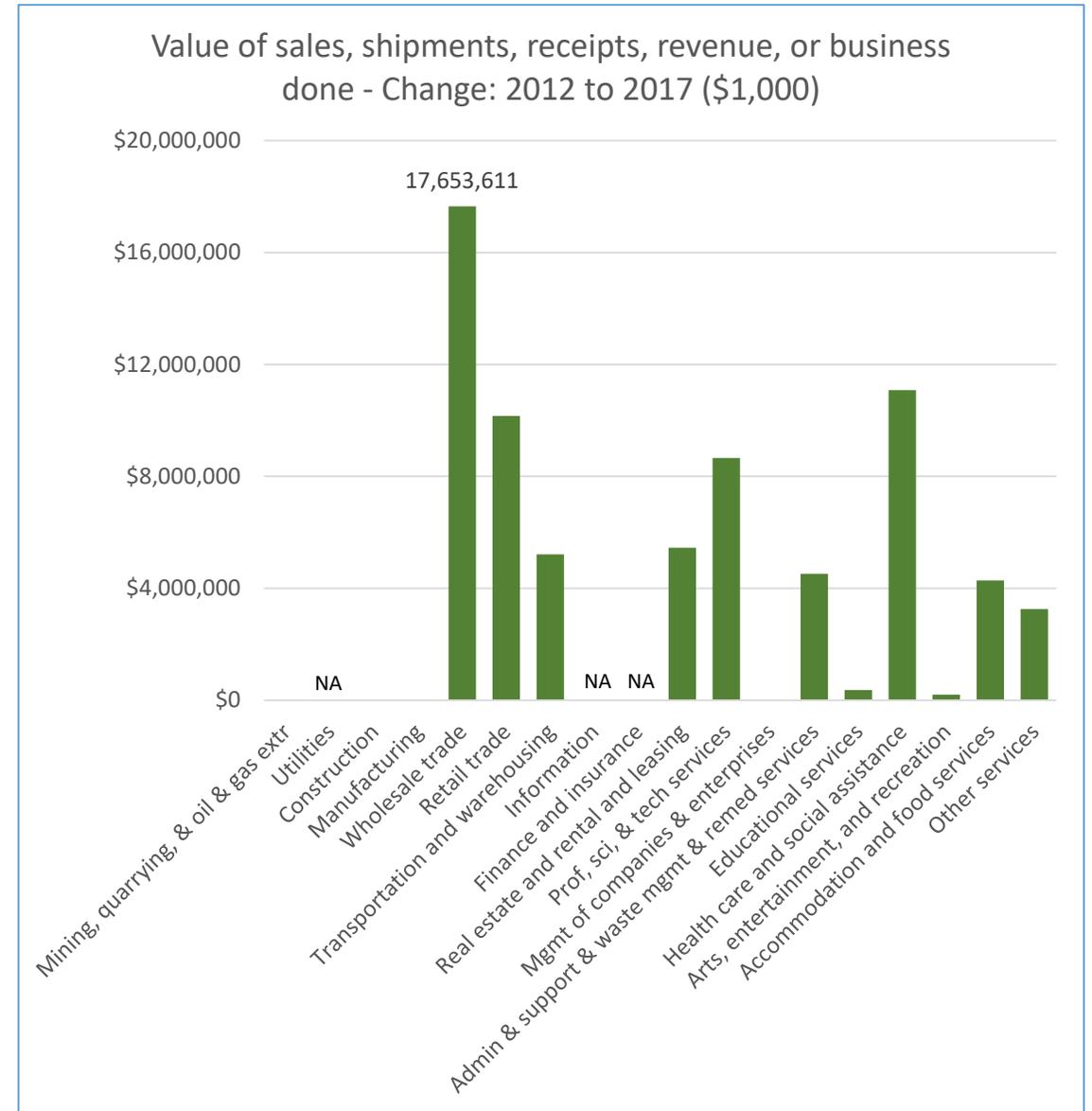
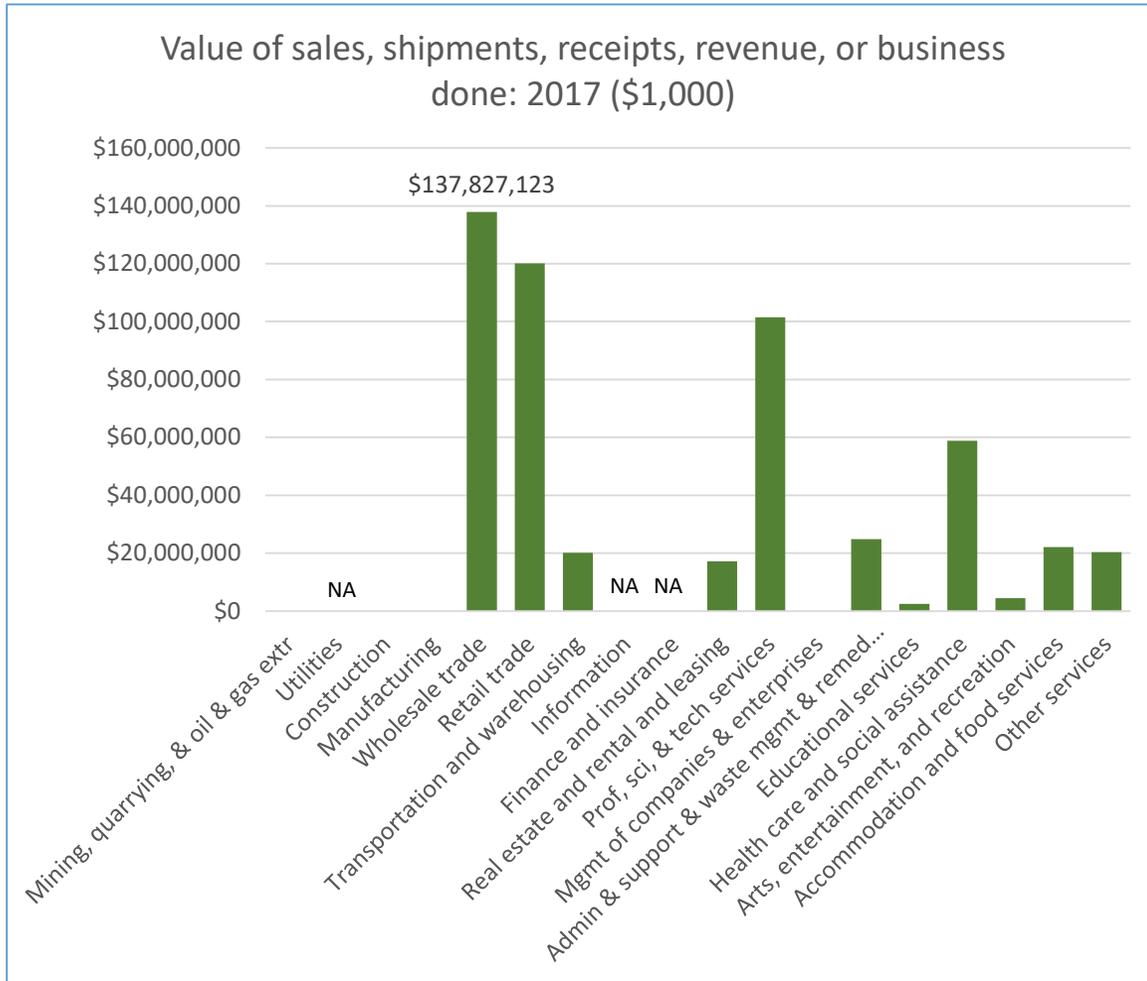
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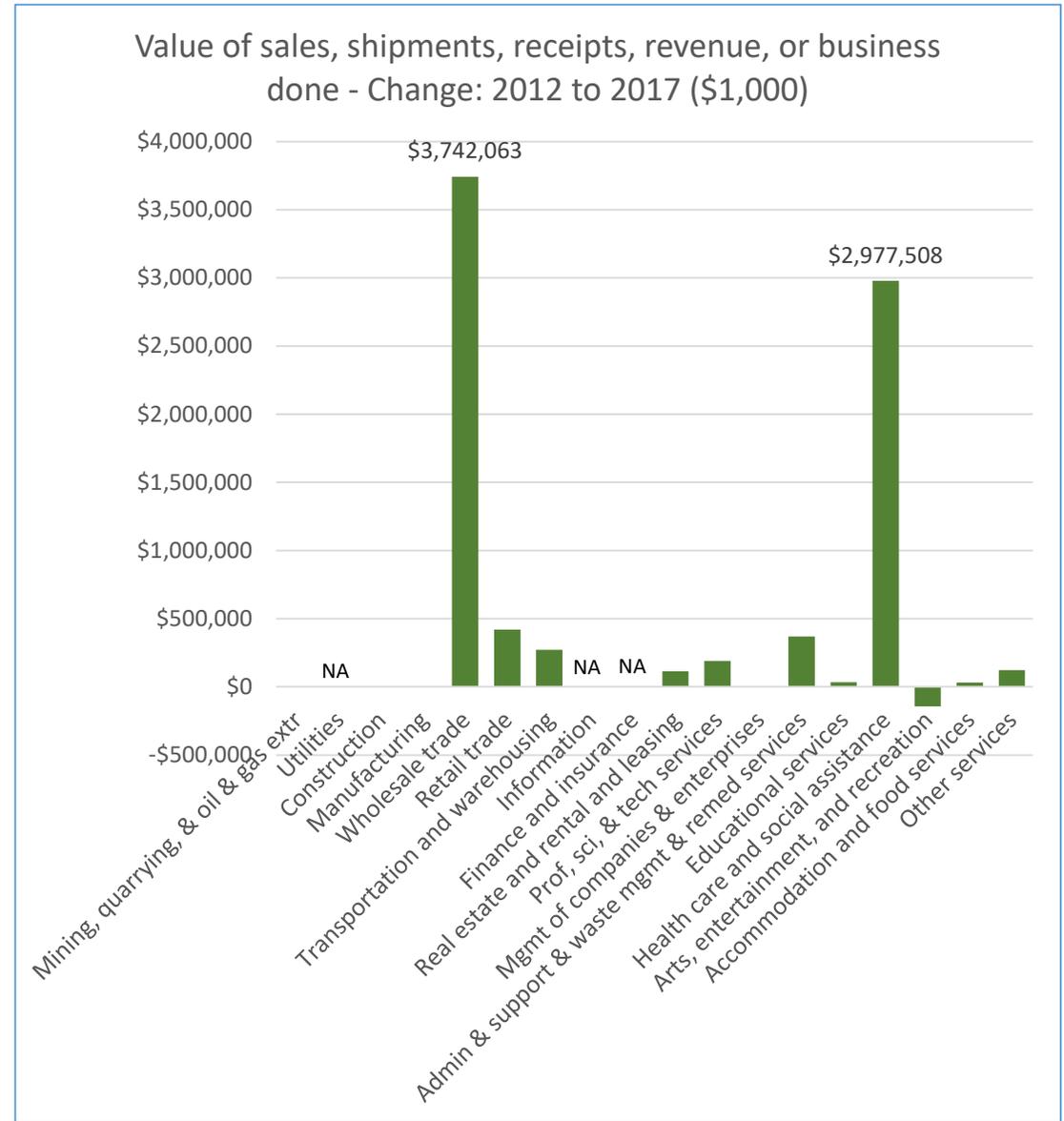
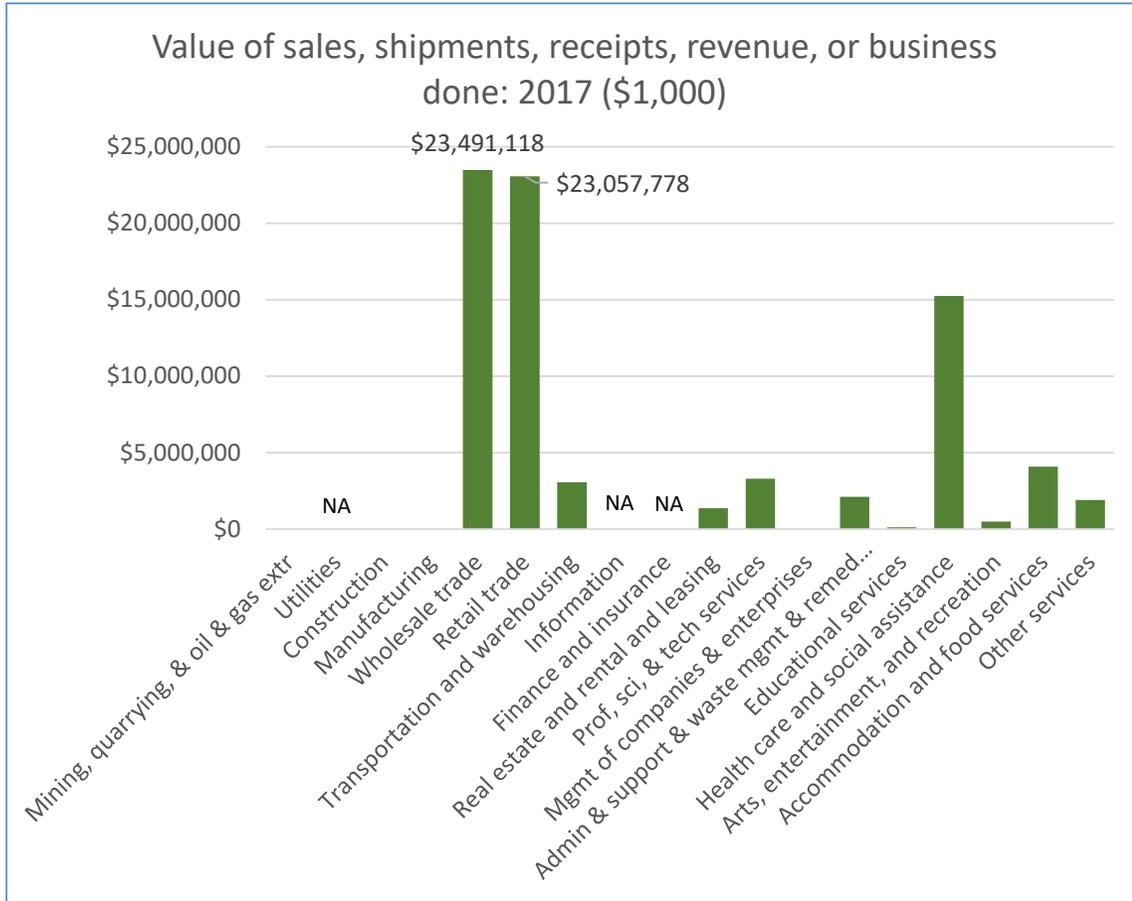
Selected Findings for the Maryland



Selected Findings for Virginia



Selected Findings for West Virginia



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		
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		
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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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