

Exploring Census Data Webinar Series: Webinar #2

Census Data for the Finance and Insurance Sector

April 28th, 2020

Presented by:

Andrew Hait and Lynda Laughlin

US Census Bureau



Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- Recorded and posted for later reference
- Learn more at: <https://www.census.gov/academy>
- View 2019 webinar series materials at: <https://www.census.gov/data/academy/webinars.html>

Exploring Census Data Webinar Series

<u>Topic:</u>	<u>Date:</u>
Transportation	March 31, 2020
Finance & Insurance	April 28, 2020
Education	May 27, 2020
Economic Geography	June 16, 2020
Emerging Technologies	July 21, 2020
New Businesses	August 11, 2020
Hidden Gems	September 22, 2020

SAVE THE DATE: All webinars are **FREE** and start 2:00pm, ET. No registration required – Log in details will be provided 24-48 hours prior to the event. For more information, please contact the Data User & Trade Outreach Branch at 800-242-2184 or ewd.outreach@census.gov

Objectives



Raise awareness of the wealth of data available to help users better understand the business and demographic data Census provides for the Finance and Insurance (NAICS 52)



Train users on how best to access these valuable data using key Census Bureau data tools

[census.gov](https://www.census.gov)

- To obtain an archived copy, visit [census.gov](https://www.census.gov) / Explore Data / Census Academy
- Find stories and free visualizations under 'Library'



Outline

- I. About the Census Bureau
- II. Data Sources:
 - **Quarterly Services Survey (QSS)**
 - **County Business Patterns (CBP)**
 - **Economic Census (EC)**
 - **Spotlight: Annual Capital Expenditures Survey (ACES)**
 - **American Community Survey (ACS)**
- III. Accessing our statistics:
 - data.census.gov
 - Census Business Builder (CBB)
 - Other methods



Check Out Census Data in Action!

America Counts: Stories Behind the Numbers

We feature stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population.

America Counts: Stories Behind the Numbers – <https://www.census.gov/library/stories.html>

POPULATION
Data and Technology Making an Impact in Communities

BUSINESS AND ECONOMY
Economic Census: Measuring a Changing America

POPULATION
More Children Live With Half Siblings Than Previously Thought

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 Economic Census** – the official five-year measure of American business
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population
and Housing Census
Every 10 years

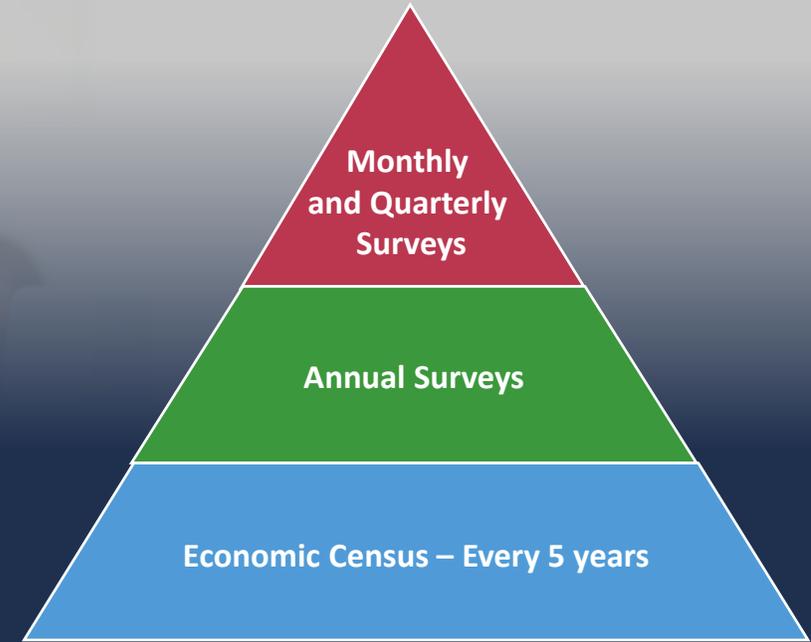
Economic Census
Every 5 years

Census of Governments
Every 5 years

American Community Survey
Annual

Annual Retail Trade
Annual

Plus more than 130
demographic and economic surveys
every year



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

Key Census Bureau Terms

- NAICS (North American Industry Classification System)
 - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
 - Our collection/tabulation level
- Employers (vs. Nonemployers)
 - Most programs only cover employer businesses
 - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
 - Protects business privacy and confidentiality



The Finance and Insurance Sector

This sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. Three principal types of activities are:

- Raising funds by taking deposits and/or issuing securities and, in the process, incurring liabilities. This activity is known as financial intermediation.
- Pooling of risk by underwriting insurance and annuities.
- Providing specialized services facilitating or supporting financial intermediation, insurance, and employee benefit programs.

In addition, monetary authorities charged with monetary control are included in this sector.

This sector includes the following sub-sectors:

- 521 Central Bank
- 522 Credit Intermediation and Related Activities
- 523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities
- 524 Insurance Carriers and Related Activities
- 525 Funds, Trusts, and Other Financial Vehicles

F&I Data Sources and Data Tools

- Job to Job Explorer
 - **Quarterly Services Survey (QSS)**
 - Quarterly Workforce Indicators (QWI)
 - **County Business Patterns (CBP)**
 - Nonemployer Statistics (NES)
 - Service Annual Survey (SAS)
 - **Annual Capital Expenditure Survey (ACES)**
 - Business Dynamic Statistics (BDS)
 - Statistics of US Businesses (SUSB)
 - Survey of Business Owners (SBO)
 - Annual Survey of Entrepreneurs (ASE)
 - LEHD Origin-Destination Employment Statistics (LODES)
 - **Economic Census**
- Quarterly Programs
- Annual Programs
- Periodic Surveys
-
- The diagram uses blue brackets to group the items in the list. A bracket on the right side of the first three items (Job to Job Explorer, QSS, and QWI) is labeled 'Quarterly Programs'. A larger bracket on the right side of the next seven items (CBP, NES, SAS, ACES, BDS, SUSB, and SBO) is labeled 'Annual Programs'. A bracket on the right side of the last two items (ASE and Economic Census) is labeled 'Periodic Surveys'.

Note: Being replaced with the Annual Business Survey (ABS)

Quarterly Services Survey (QSS)

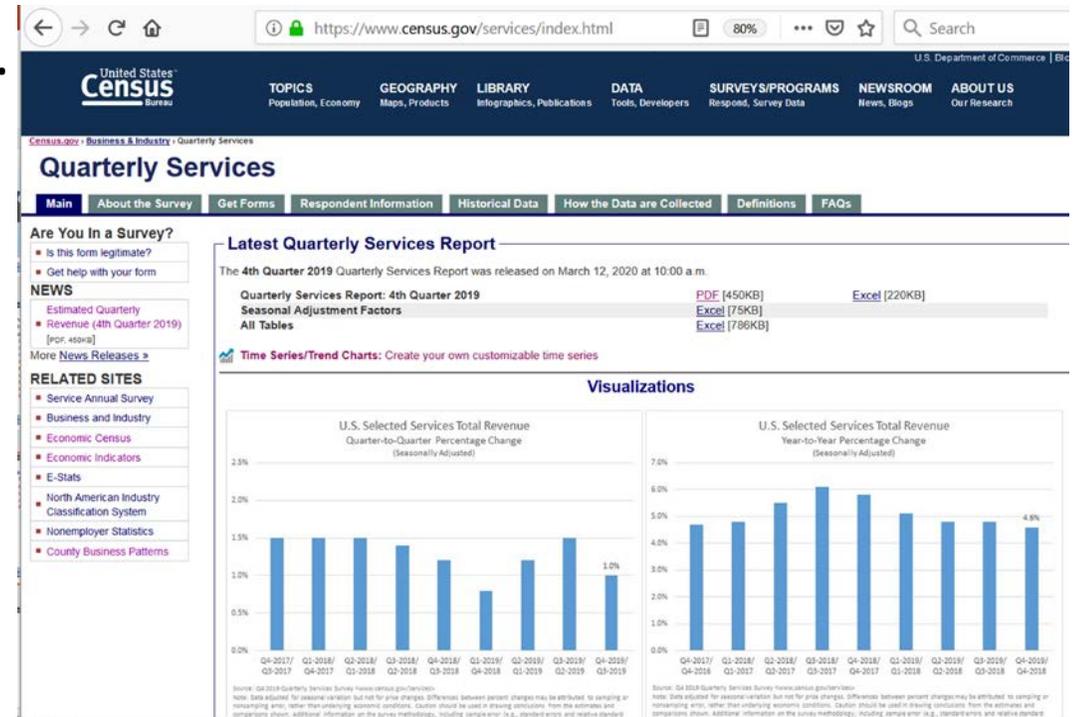
The **Quarterly Services Survey (QSS)** is the only source of service industry indicator performance providing timely estimates of revenue and expenses for selected service industries. The QSS is a sub-sample of the [Service Annual Survey \(SAS\)](#).

- Is a principal economic indicator that produces, for selected service industries, quarterly estimates of **total operating revenue** and the percentage of revenue by class of customer (government, businesses, and household consumers/individual users)
- Also produces estimates of **total operating expenses** from tax-exempt firms in industries that have a large not-for-profit component.
- Developed to address critical gaps in federal statistics covering the service economy
- Both **seasonally-adjusted** and **not-adjusted** data
- Data are published at the **National level only**

Quarterly Services Survey (QSS) Cont'd

- Conducted quarterly with the mail-out occurring at the end of each calendar quarter. Last survey period available is from 4th Quarter 2019 (1st qtr 2020: May 20th)
 - Advance Quarterly Services Report released online approx. 50 days after the calendar quarter ends.
 - Quarterly Services Report released online approx. 75 days after the calendar quarter ends.
- Data can be accessed here:

- <https://www.census.gov/services/index.html>



Industry Coverage

Quarterly Services Survey covers the following NAICS Codes for the Finance and Insurance sector:

52: Finance and Insurance

52pt: Finance and Insurance (Except Monetary Authorities-Central Bank)

521: Monetary Authorities-Central Bank

522: Credit Intermediation and Related Activities

5221: Depository Credit Intermediation

5222: Nondepository Credit Intermediation

5223: Activities Related to Credit Intermediation

523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities

5231: Securities and Commodity Contracts Intermediation and Brokerage

5232: Securities and Commodity Exchanges

5239: Other Financial Investment Activities

524: Insurance Carriers and Related Activities

5241: Insurance Carriers

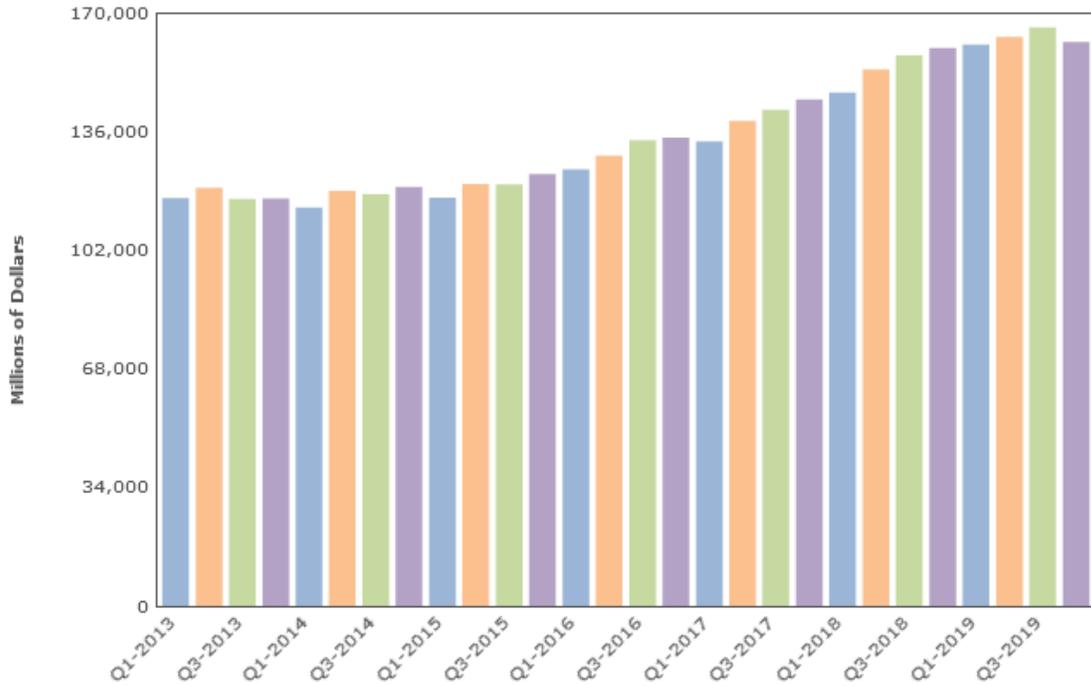
5242: Agencies, Brokerages, and Other Insurance Related Activities

NAICS Sector Coverage in QSS

22	Utilities
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real estate and rental leasing
54	Professional, scientific, and technical services
56	Administrative and support and waste management and remediation services
61	Educational Services
62	Health care and social assistance
71	Arts, entertainment, and recreation
721	Accommodation
81	Other Services (except public administration)

Source: Quarterly Services Survey
 NAICS 5221: Depository Credit Intermediation: U.S. Total
 Q1-2013 to Q4-2019

Not Seasonally Adjusted Total Revenue



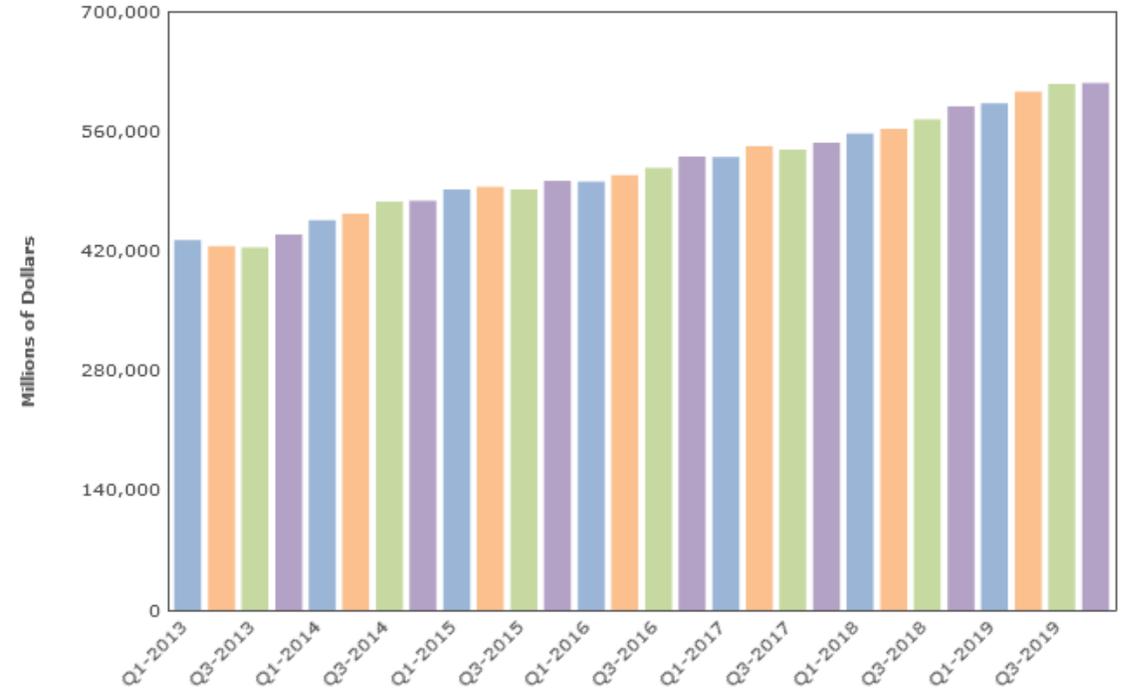
Data Extracted on: April 14, 2020 (1:30 pm) EDT

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



Source: Quarterly Services Survey
 NAICS 5241: Insurance Carriers: U.S. Total
 Q1-2013 to Q4-2019

Not Seasonally Adjusted Total Revenue



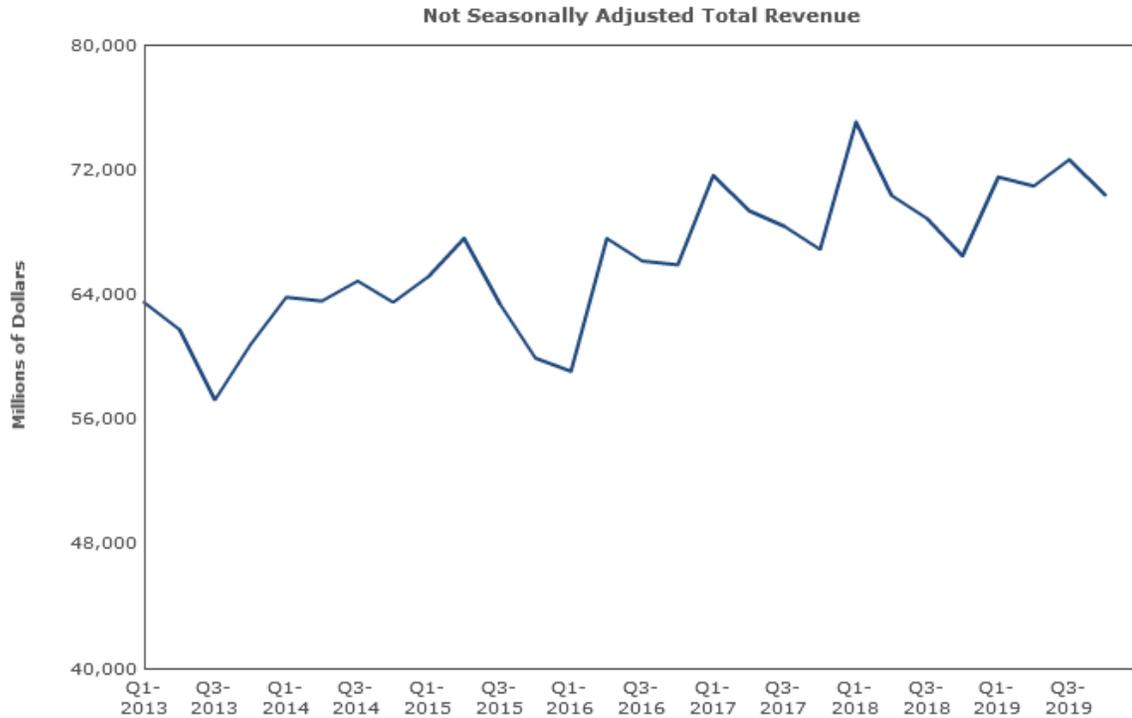
Data Extracted on: April 14, 2020 (1:31 pm) EDT

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



Data are subject to sampling and nonsampling error. For more information see https://www.census.gov/services/qss/how_the_data_are_collected.html

Source: Quarterly Services Survey
 NAICS 5231: Securities and Commodity Contracts Intermediation and
 Brokerage: U.S. Total
 Q1-2013 to Q4-2019

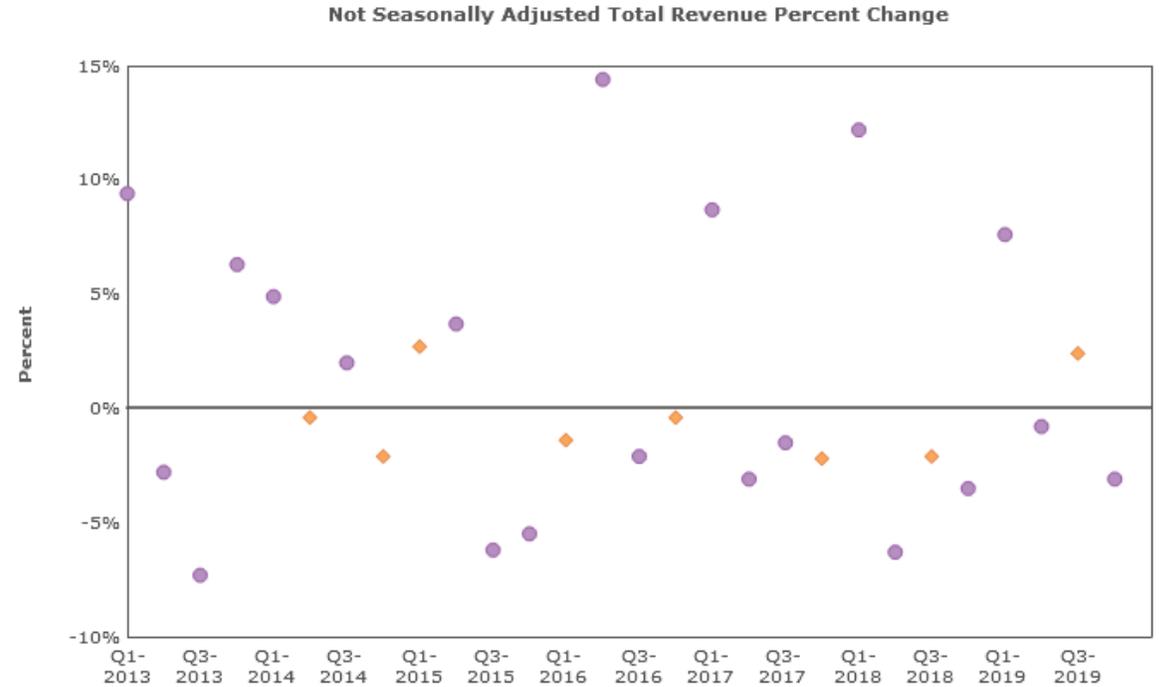


Data Extracted on: April 14, 2020 (1:32 pm) EDT

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



Source: Quarterly Services Survey
 NAICS 5231: Securities and Commodity Contracts Intermediation and Brokerage:
 U.S. Total
 Q1-2013 to Q4-2019



Data Extracted on: April 14, 2020 (1:34 pm) EDT

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>

● Significant ◆ Not Significant ▲ Not Testable



County Business Patterns

The **County Business Patterns (CBP)** is an Annual series that provides subnational economic data by 2- through 6-digit NAICS industry for most businesses with paid employees.

- Includes the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll.
- Data originates from administrative records received from the Internal Revenue Service, Social Security Administration, and Bureau of Labor Statistics, as well as from the Economic Census & Company Organization Survey data collections

Key Stats for selected Finance and Insurance sub-sectors

Credit Intermediation and Related Activities,
NAICS 522

Number of Establishments: 193,932

Employment: 2.9 million

Annual Payroll: \$232.2 billion

Securities, Commodity Contracts, and Other
Financial Investments and Related Activities,
NAICS 523

Number of Establishments: 103,180

Employment : 904,303

Annual Payroll: \$197.0 billion

Insurance Carriers and Related Activities,
NAICS 524

Number of Establishments: 180,115

Employment: 2.6 million

Annual Payroll: \$211.7 billion

(Source: 2017 County Business Patterns)

County Business Patterns (CBP) Cont'd

- Data for establishments are presented by **geographic area**, **2- thru 6-digit NAICS industry**, **legal form of organization** (U.S. and state only), and **employment size classes**.
- Only annual source of complete and consistent county-level data for U.S., Puerto Rico, and Island Areas business establishments with industry detail.
- By U.S. level and by State, County, Metropolitan area, ZIP Code, and Congressional District

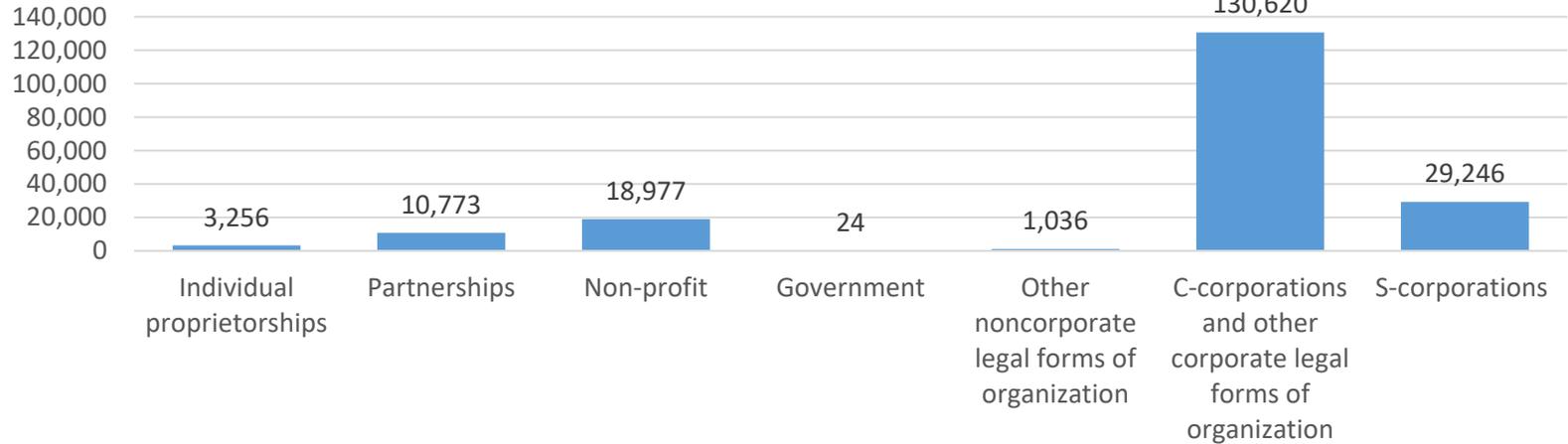
The screenshot displays the Census Bureau's data table interface. The main title is "All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017". The table is filtered to show "Automobile Manufacturing" (NAICS 336111). The "Advanced Filters" section is expanded, showing a list of industry codes (NAICS) and their corresponding descriptions. The "Selected Filters" section at the bottom shows the current filter: "All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017".

County Business Patterns (CBP) Cont'd

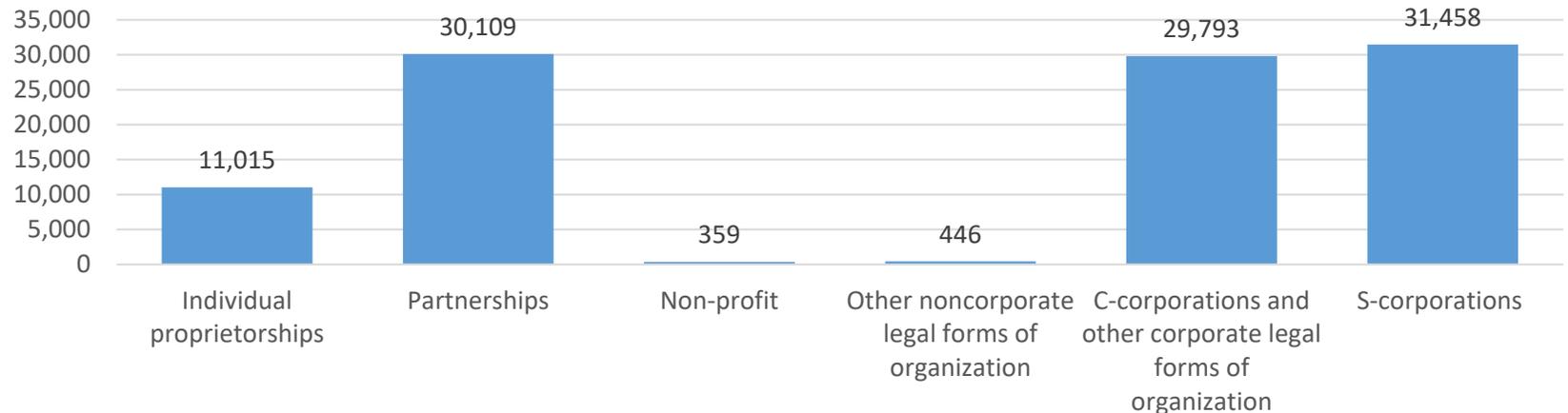
CBP data tables are available on/in:

- [Data.census.gov](https://data.census.gov)
- CBP Datasets in downloadable CSV format, along with record layouts and reference guides, from 1986-present.
- My Congressional District tool, to view the most recent CBP data by congressional district (new for 2013).
- API, which allows developers to create custom queries. Users can embed these statistics into web or mobile apps.
- Printed publications & PDFs from 1997-2004
- The National Archives to find files for years prior to 1986.

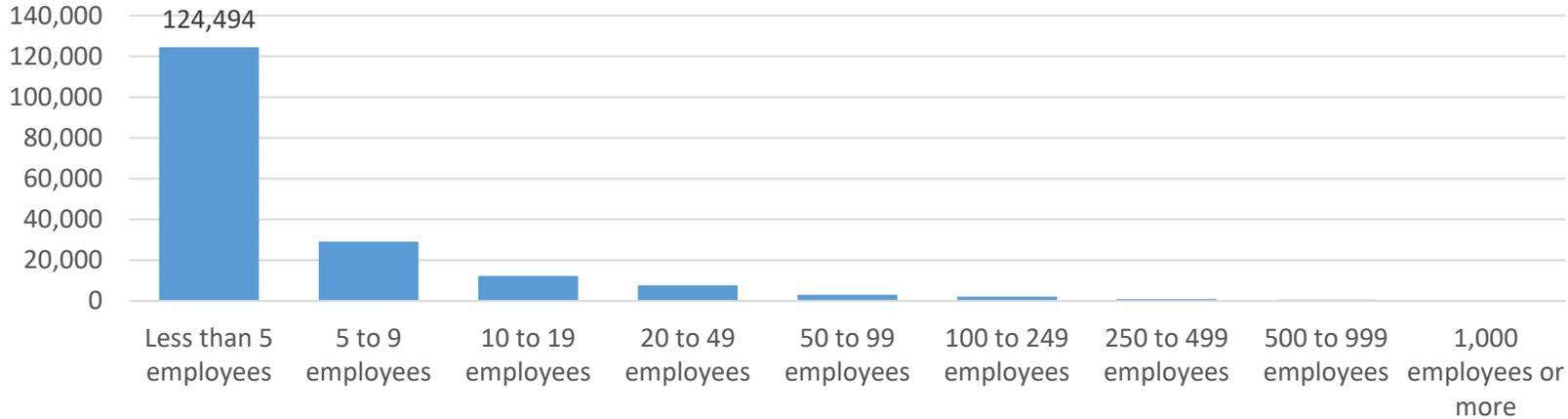
Number of Credit Intermediation establishments by LFO: 2017
(Total: 193,932)



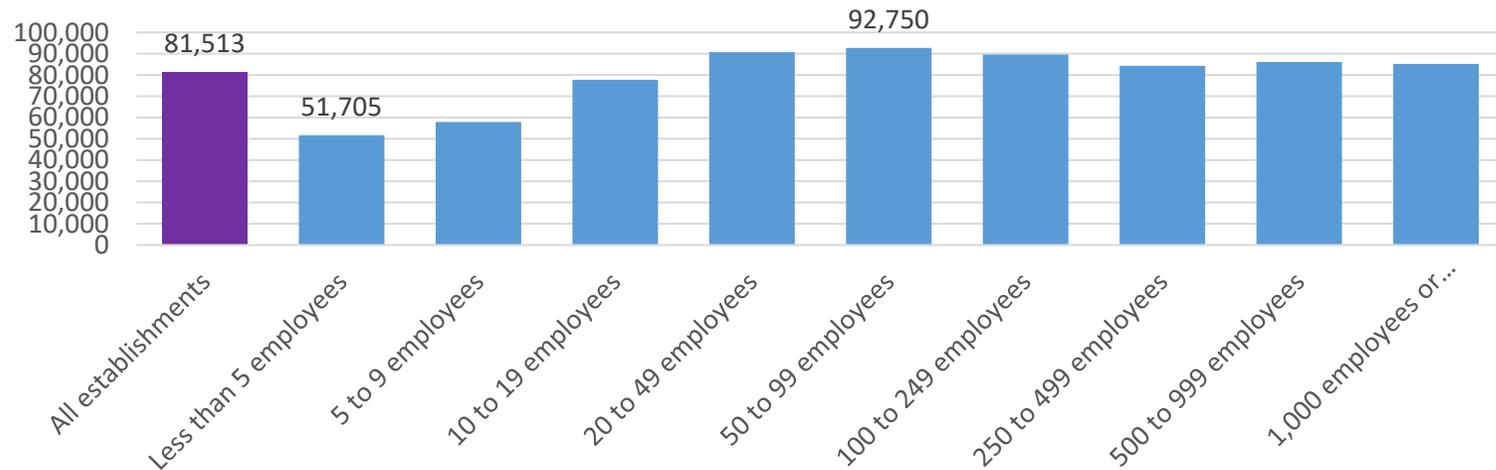
Number of Securities establishments by LFO: 2017
(Total: 103,180)



Number of Insurance Carriers establishments by Employment Size:
2017 (Total: 180,115)



Average Annual Payroll per Employee of Insurance Carriers
establishments by Employment Size: 2017



Economic Census

2017 Economic Census

- 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 and other lower geographies (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.)
- As of March 26th, have released data for this sector for 28 states (55% complete)

What's New for 2017

- Geographic Areas (Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>)
- NAICS updates (none for the Finance and Insurance sector for 2017)
- NAPCS (Learn more at <https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)
- New disclosure rules
- Data.census.gov platform

Presenting...
Your 2017
Economic Census Data!



Found on
data.census.gov

2017 Economic Census Planned Data Product Releases

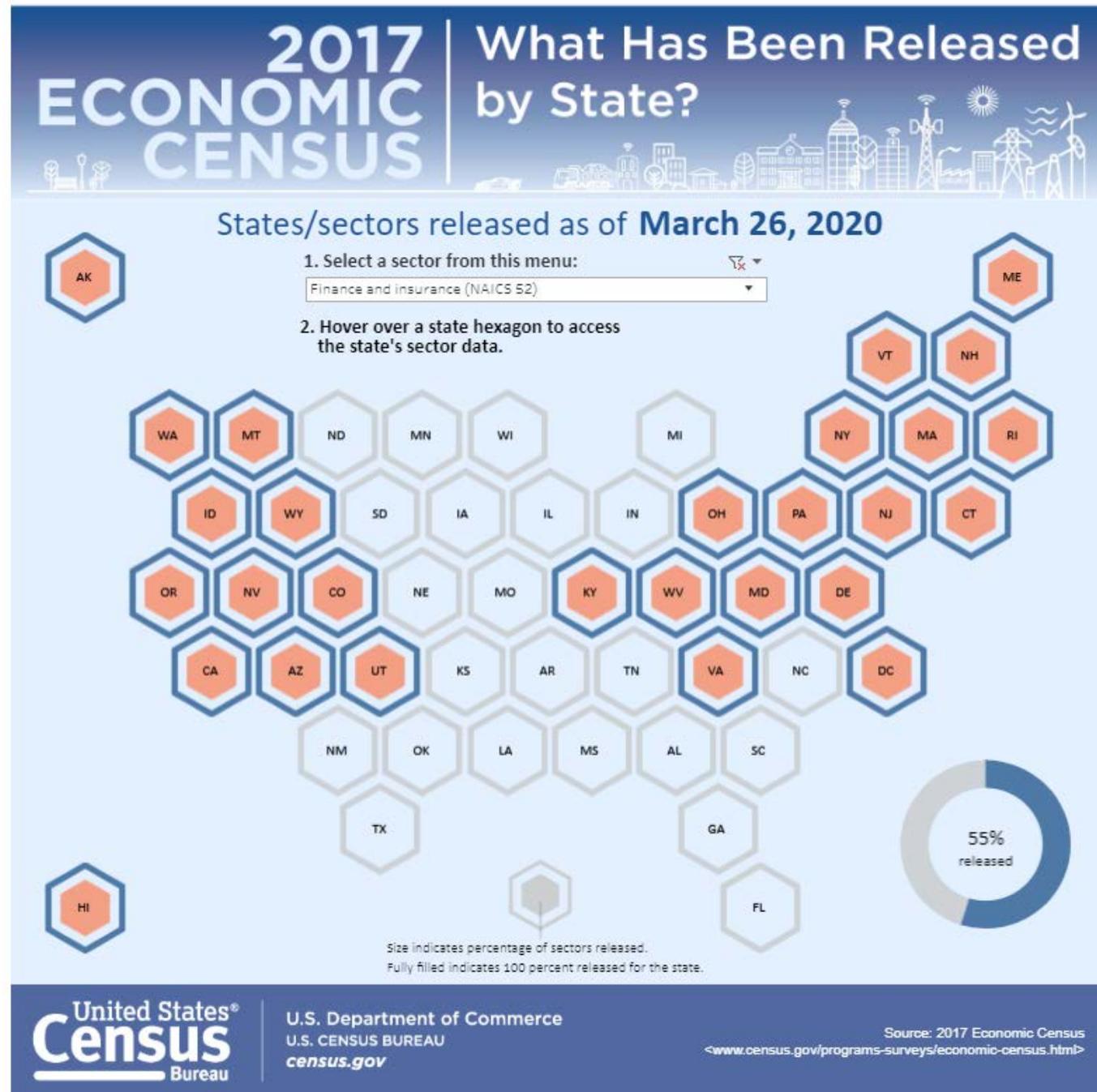
Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	Sep-19
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Franchise	Dec-21
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	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	Nov-20
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Report Title	Planned Release Date or Date Range
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.	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects		
Retail Trade: Miscellaneous Subjects		

Commodity Flow Survey	Preliminary	Dec-18
	GAS, Hazardous Materials, Exports	Jul-20
Annual Survey of Manufactures	ASM 2018	Apr-20
	ASM 2019	Feb-21
	ASM Benchmark	Jun-21
	ASM 2020	Dec-21
	ASM 2021	Dec-22
Island Areas: Geographic Area Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Subject Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Product Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Industry Series	Puerto Rico	Dec-20

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

Visualization includes links into data.census.gov for all sectors in a state and filtered to a specific sector



// Search / Tables / EC1752BASIC

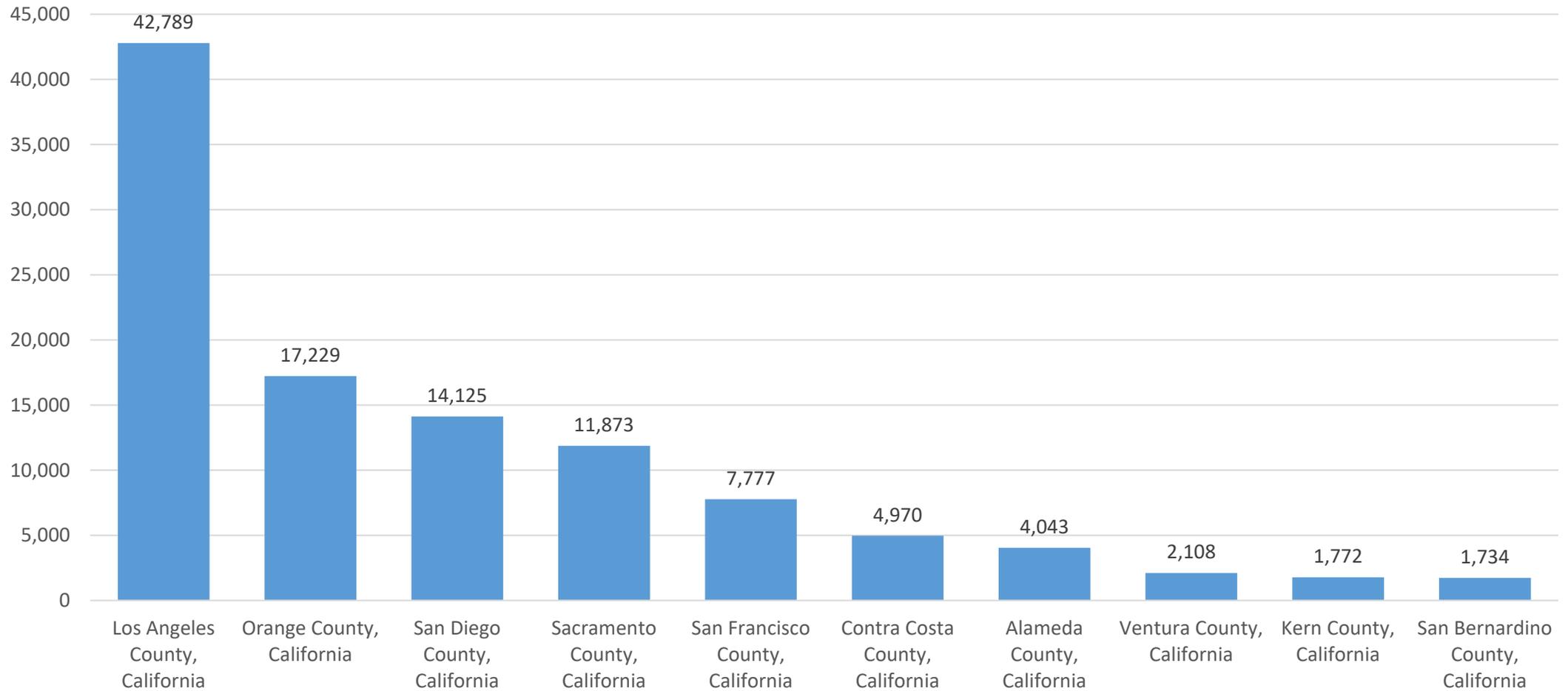
Finance and Insurance: Summary Statistics for the U.S., States, and Selected Geographies: 2017

Survey/Program: Economic Census TableID: EC1752BASIC Year: 2017 Dataset: ECNBASIC2017

Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Year	Number of firms	Number of establishments	Sales, value of shipments, or revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
Connecticut	52	Finance and insur...	2017	3,359	5,924	N	17,037,658	6,086,659	115,871
Connecticut	522	Credit intermediat...	2017	530	2,089	N	3,154,058	1,122,838	30,383
Connecticut	523	Securities, comm...	2017	1,361	1,805	19,077,813	6,350,327	2,272,170	23,078
Connecticut	524	Insurance carriers...	2017	1,511	2,030	N	7,533,273	2,691,651	62,410
Connecticut	5221	Depository credit...	2017	180	1,589	N	1,633,764	508,971	20,550
Connecticut	5222	Nondepository cr...	2017	207	312	9,522,010	1,396,560	575,412	8,399
Connecticut	5223	Activities related...	2017	160	188	371,380	123,734	38,455	1,434
Connecticut	5231	Securities and co...	2017	220	465	4,974,169	1,439,699	487,096	6,852
Connecticut	5239	Other financial inv...	2017	1,152	1,340	14,103,644	4,910,628	1,785,074	16,226
Connecticut	5241	Insurance carriers	2017	139	497	Q	6,363,022	2,337,278	47,234
Connecticut	5242	Agencies, brokera...	2017	1,387	1,533	3,919,304	1,170,251	354,373	15,176
Connecticut	52211	Commercial bank...	2017	49	978	Q	1,151,850	377,223	13,315
Connecticut	52212	Savings institutio...	2017	29	383	Q	360,177	100,717	5,048
Connecticut	52213	Credit unions	2017	102	228	429,296	121,737	31,031	2,187
Connecticut	52221	Credit card issuing	2017	D	D	D	D	D	g
Connecticut	52222	Sales financing	2017	58	76	3,391,953	779,402	382,364	3,340
Connecticut	52229	Other nondeposit...	2017	D	D	D	D	D	h
Connecticut	52231	Mortgage and no...	2017	70	75	63,541	33,443	12,784	340
Connecticut	52232	Financial transact...	2017	46	49	288,822	83,780	24,117	879

Send Feedback
cedsci.feedback@census.gov

Insurance Carrier employment in selected California counties: 2017



Fun Facts & More... Connect With Us on Social Media

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

The 9,630 Finance and Insurance (NAICS 52) establishments in Massachusetts reported average annual payroll per employee of \$137,562 in 2017.

www.census.gov/economiccensus

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U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov



Fun Facts

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

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Bureau

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

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Fun Facts



Annual Capital Expenditures Survey

Annual Capital Expenditures Survey (ACES)

- Frequency – Annually
- Includes data on business spending for new and used structures and equipment
 - Also includes capitalized leasehold improvements and capitalized interest charges on loans used to finance capital projects.
- Covers all domestic, private, non-farm businesses
 - Employers and nonemployers

Access to the ACES data



- Downloadable Excel, CSV, and PDF formats

Table 2a. Capital Expenditures and Percent Change for Companies With Employees
by Major Industry Sector: 2018, 2017 Revised, and 2016

Source: 2018 Annual Capital Expenditures Survey

[Millions of current dollars.]

NAICS code	Industry	2018 capital expenditures	Percent change (2018-2017)	2017 capital expenditures	Percent change (2017-2016)	2016 capital expenditures
	Total expenditures	1,697,882	7.6	1,577,785	6.6	1,479,439
113-115	Forestry, fishing, and agricultural services	4,653	3.5NS	4,497	-1.4NS	4,561
21	Mining	153,390	14.1	134,380	45.1	92,641
22	Utilities	146,453	9.4	133,888	0.3NS	133,455
23	Construction	38,979	11.4NS	34,989	-2.8NS	35,979
31-33	Manufacturing	259,157	4.9	247,013	1.4NS	243,595
321, 327, 33	Durable goods industries	138,398	7.2	129,121	5.1	122,898
31, 322-326	Nondurable goods industries	120,759	2.4NS	117,891	-2.3NS	120,698
42	Wholesale trade	42,460	-3.4NS	43,977	0.5NS	43,768
44-45	Retail trade	89,279	-1.3NS	90,493	4.1NS	86,931
48-49	Transportation and warehousing	122,404	12.8	108,538	-1.0NS	109,650
51	Information	175,692	10.6	158,888	11.2	142,911
52	Finance and insurance	181,582	11.4	163,038	0.9NS	161,653
53	Real estate and rental and leasing	173,962	7.8NS	161,396	7.1NS	150,686
54	Professional, scientific, and technical services	42,486	14.2NS	37,213	17.3	31,728
55	Management of companies and enterprises	6,750	-2.4NS	6,918	12.3	6,161
56	Administrative and support and waste management	29,171	10.1NS	26,505	-4.2NS	27,672
61	Educational services	36,339	-1.7NS	36,951	21.5	30,424
62	Health care and social assistance	108,443	3.6NS	104,628	11.8	93,588
71	Arts, entertainment, and recreation	24,740	10.2NS	22,448	-0.4NS	22,544
72	Accommodation and food services	36,013	0.5NS	35,828	20.0	29,855
81	Other services (except public administration)	22,245	2.7NS	21,667	-20.5	27,249
	Structure and equipment expenditures serving multiple industry categories	3,683	-18.7	4,530	3.2	4,389

Percent change cells marked with an (NS) indicate the change was not statistically different from the prior year at the 90% confidence level.

Note: Detail may not add to total because of rounding.

Exploring Our Data Tools



Census Business Builder

United States Census Bureau

[Change Your Industry](#) | [Change Your Location](#) | [Select Map Variable](#) | [Select Your Filter](#)

Depository Credit Intermediation | New York County, New York | Total employment of employers | Not Applied

State

County

City/Town

ZIP Code

Tract

New York County, New York

66,709 (n/a)

Total employment of employers (MoE +/-)

Total employment of employers

Geo hierarchy not presentable

<p>\$82,459</p> <p>Median household income (\$951)</p> <p>★</p> <p>24.1%</p> <p>Homeownership rate (0.4%)</p> <p>★</p>	<p>87%</p> <p>Percent high school degree or higher (0.8%)</p> <p>★</p> <p>1,030</p> <p>All Employer establishments (Total) (n/a)</p> <p>★</p>
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Total employment of employers

- 1,046 - 66,709
- 358 - 1,014
- 183 - 355

Map Configuration

Default Scheme

Quantile Classing Method

34



Change The Sector

Change Your Location

Select Map Variable

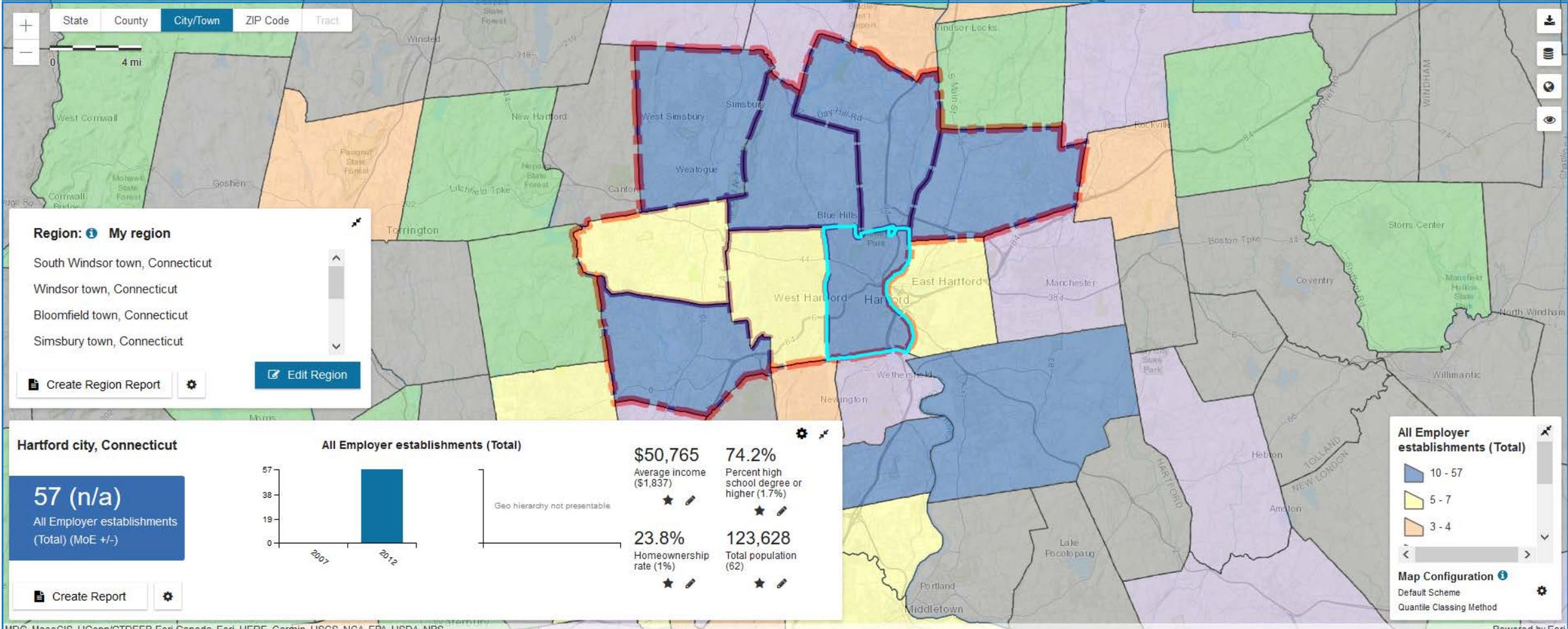
Select Your Filter

Insurance Carriers

Hartford city, Connecticut

All Employer establishments (Total)

Not Applied



Region: My region

- South Windsor town, Connecticut
- Windsor town, Connecticut
- Bloomfield town, Connecticut
- Simsbury town, Connecticut

Create Region Report Edit Region

Hartford city, Connecticut

57 (n/a)
All Employer establishments (Total) (MoE +/-)

Create Report

All Employer establishments (Total)

Geo hierarchy not presentable

\$50,765 Average income (\$1,837)	74.2% Percent high school degree or higher (1.7%)
23.8% Homeownership rate (1%)	123,628 Total population (62)

All Employer establishments (Total)

- 10 - 57
- 5 - 7
- 3 - 4

Map Configuration
Default Scheme
Quantile Classing Method

MDC, MassGIS, UConn/CTDEEP, Esri Canada, Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS

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Exploring Census Data Webinar Series

<u>Topic:</u>	<u>Date:</u>
Transportation	March 31, 2020
Finance	April 28, 2020
Education	May 27, 2020
Economic Geography	June 16, 2020
Emerging Technologies	July 21, 2020
New Businesses	August 11, 2020
Hidden Gems	September 22, 2020

SAVE THE DATE: All webinars are **FREE** and start 2:00pm, ET. No registration required – Log in details will be provided 24-48 hours prior to the event. For more information, please contact the Data User & Trade Outreach Branch at 800-242-2184 or ewd.outreach@census.gov

American Community Survey

- The American Community Survey (ACS) is an annual survey of the social, economic, housing, and demographic characteristics of the nation's population
- Surveys 3.5 million addresses and informs over \$675 billion of Federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
 - **Industry** – Type of business conducted by a person's employer
 - **Occupation** – Main job title and work duties
 - **Class of worker** – type of ownership of employing organization
 - Data based on written responses from respondents
- Three key annual data releases:
 - 1-year Estimates (for large populations)
 - 1-year Supplemental Estimates (for small populations)
 - 5-year Estimates (for very small populations)

The ACS replaced the Decennial “long form” in 2010.

ACS estimates are for **workers** not establishments

ACS uses the Census Industry Code list which can be crosswalked to the NAICS

Access data.census.gov for detailed industry and occupation tables

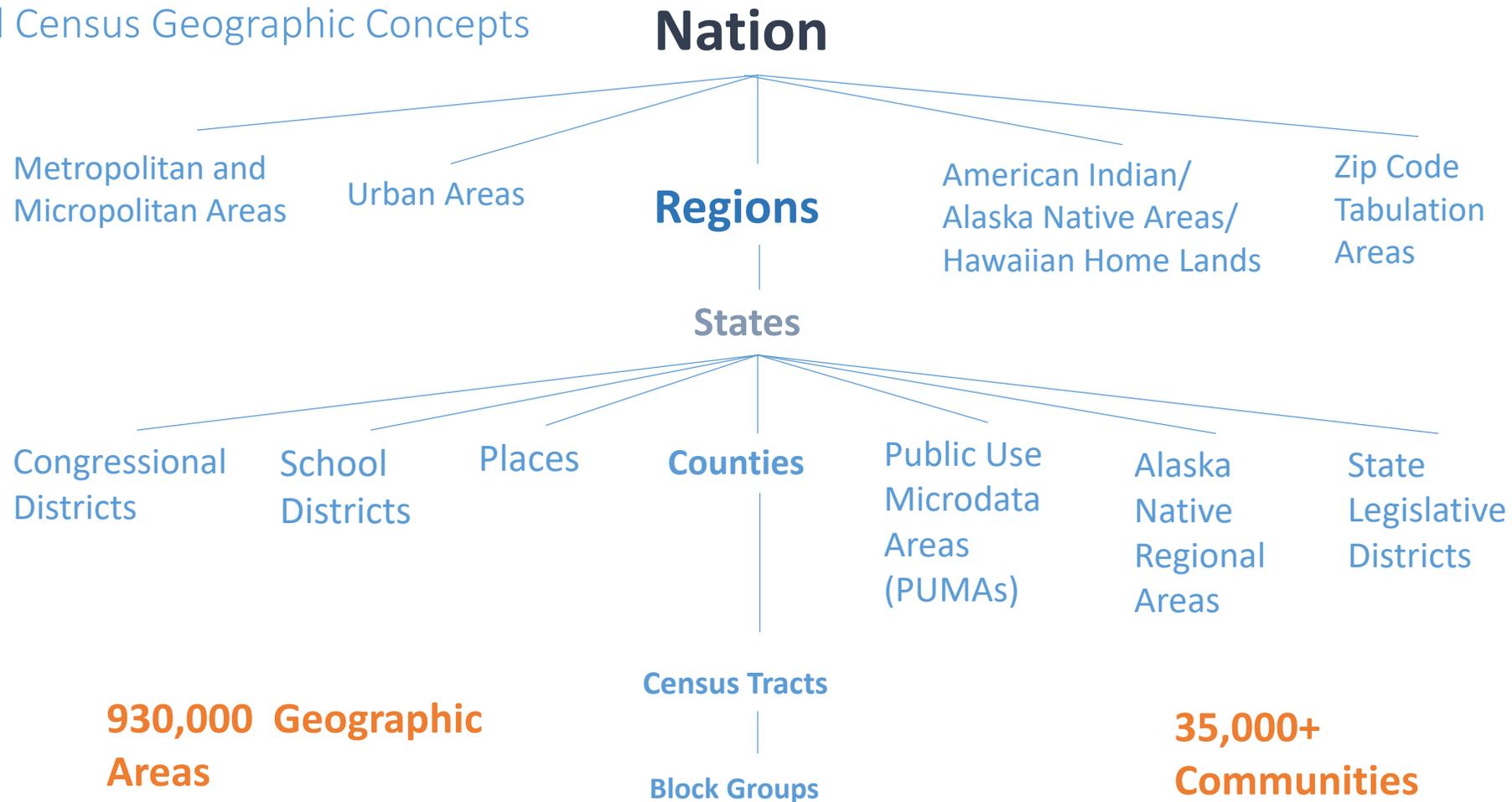
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In
	ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	

The American Community Survey

Selected Census Geographic Concepts



Industry for the Civilian Employed Population 16 Years and Over

SELECTED ECONOMIC CHARACTERISTICS				
Survey/Program: American Community Survey		Product: 2018: ACS 1-Year Estimates Data Profiles		
TableID: DP03				
	United States			
	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ INDUSTRY				
▼ Civilian employed population 16 years and over	156,783,165	+/-142,228	156,783,165	(X)
Agriculture, forestry, fishing and hunting, and mining	2,765,614	+/-31,198	1.8%	+/-0.1
Construction	10,508,117	+/-54,290	6.7%	+/-0.1
Manufacturing	15,712,879	+/-64,892	10.0%	+/-0.1
Wholesale trade	3,882,509	+/-34,373	2.5%	+/-0.1
Retail trade	17,317,921	+/-78,389	11.0%	+/-0.1
Transportation and warehousing, and utilities	8,684,217	+/-51,485	5.5%	+/-0.1
Information	3,043,701	+/-27,118	1.9%	+/-0.1
Finance and insurance, and real estate and rental and leasing	10,161,380	+/-58,261	6.5%	+/-0.1
Professional, scientific, and management, and administrative and waste ...	18,398,309	+/-75,706	11.7%	+/-0.1
Educational services, and health care and social assistance	36,174,708	+/-105,206	23.1%	+/-0.1
Arts, entertainment, and recreation, and accommodation and food services	15,203,909	+/-78,507	9.7%	+/-0.1
Other services, except public administration	7,712,879	+/-58,082	4.9%	+/-0.1
Public administration	7,217,022	+/-53,245	4.6%	+/-0.1

Percent Employed in Finance and Insurance, and Real Estate and Rental and Leasing

// Search / Map / DP03

INDUSTRY—Civilian Employed Population 16 Years And Over—Finance And Insurance, And Real Estate And Rental And Leasing—Percent Estimate

Survey/Program: American Community Survey
 Product: 2018: ACS 1-Year Estimates Dat
 Data Variable: INDUSTRY—Civilian employed pi
 Geographies: State

CLEAR GEOGRAPHIES

Legend

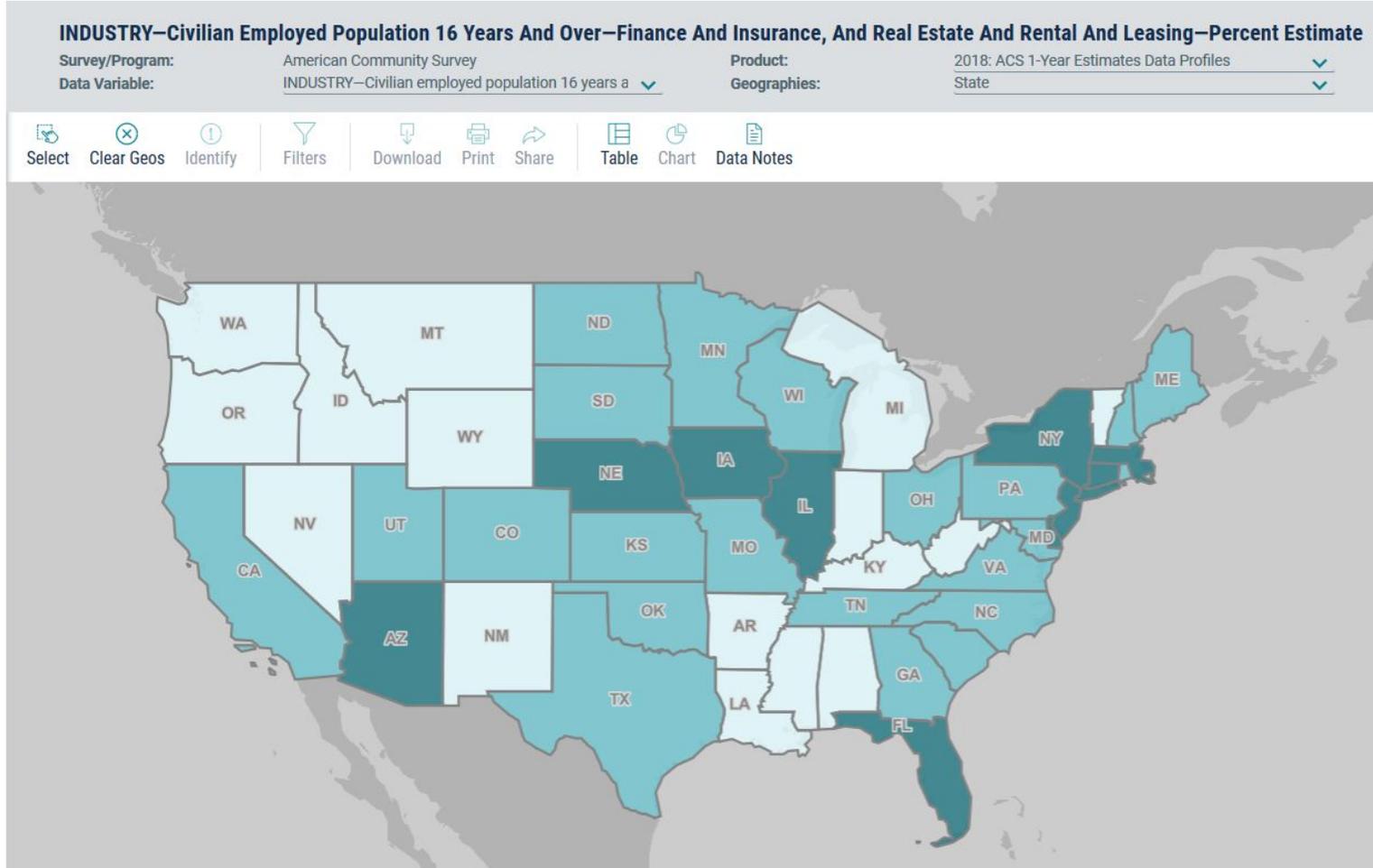


Italicized numbers indicate the number of geography areas in each data class.

VIEW TABLE

Color Palette

Data Classes: 3
 Classification Types: Equal Interval



Industry by Sex for the Full-Time, Year-Round Civilian Employed Population 16 Years and Over

INDUSTRY BY SEX FOR THE FULL-TIME, YEAR-ROUND CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER					
Survey/Program: American Community Survey		Product: 2018: ACS 1-Year Estimates Subject Tables			
TableID: S2404					
	United States				
	Total	Male	Percent Male	Female	Percent Female
	Estimate	Estimate	Estimate	Estimate	Estimate
∨ Full-time, year-round civilian employed population 16 years and over	111,195,237	63,205,908	56.8%	47,989,329	43.2%
∧ Agriculture, forestry, fishing and hunting, and mining:	2,080,690	1,727,740	83.0%	352,950	17.0%
Construction	8,117,731	7,392,641	91.1%	725,090	8.9%
Manufacturing	13,569,978	9,818,807	72.4%	3,751,171	27.6%
Wholesale trade	3,248,837	2,344,103	72.2%	904,734	27.8%
Retail trade	10,451,516	5,954,799	57.0%	4,496,717	43.0%
∧ Transportation and warehousing, and utilities:	6,770,867	5,239,879	77.4%	1,530,988	22.6%
Information	2,339,521	1,480,787	63.3%	858,734	36.7%
∨ Finance and insurance, and real estate and rental and leasing:	8,366,303	4,002,347	47.8%	4,363,956	52.2%
Finance and insurance	6,190,240	2,779,809	44.9%	3,410,431	55.1%
Real estate and rental and leasing	2,176,063	1,222,538	56.2%	953,525	43.8%
∧ Professional, scientific, and management, and administrative and...	13,648,652	8,298,907	60.8%	5,349,745	39.2%
∧ Educational services, and health care and social assistance:	24,132,185	6,708,621	27.8%	17,423,564	72.2%
∧ Arts, entertainment, and recreation, and accommodation and foo...	7,398,643	3,997,883	54.0%	3,400,760	46.0%
Other services, except public administration	4,700,339	2,612,644	55.6%	2,087,695	44.4%
Public administration	6,369,975	3,626,750	56.9%	2,743,225	43.1%

Industry by Median Earnings for the Full-Time, Year-Round, Civilian Employed Population Ages 16 and Over

INDUSTRY BY MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2018 INFLATION-ADJUSTED DOLLARS) FOR THE FULL-TIME, YEAR-ROUND CIVILIAN E...		
Survey/Program: American Community Survey	Product: 2018: ACS 1-Year Estimates Detailed Tables	
TableID: B24041	Universe: Full-time, year-round civilian employed population 16 years and over with earnings	
	United States	
	Estimate	Margin of Error
∨ Total:	48,565	+/-125
∧ Agriculture, forestry, fishing and hunting, and mining:	42,906	+/-896
Construction	46,267	+/-188
Manufacturing	51,125	+/-104
Wholesale trade	51,321	+/-192
Retail trade	35,674	+/-136
∧ Transportation and warehousing, and utilities:	51,321	+/-138
Information	66,049	+/-447
∨ Finance and insurance, and real estate, and rental and leasing:	60,844	+/-217
Finance and insurance	65,078	+/-509
Real estate and rental and leasing	50,810	+/-236
∧ Professional, scientific, and management, and administrative, and waste management services:	61,394	+/-144
∧ Educational services, and health care and social assistance:	47,960	+/-212
∧ Arts, entertainment, and recreation, and accommodation and food services:	30,399	+/-125
Other services, except public administration	37,452	+/-284
Public administration	60,517	+/-189

Industry by Sex and Median Earnings for the Full-Time, Year-Round Civilian Employed Population Ages 16 Years and Over

INDUSTRY BY SEX AND MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2018 INFLATION-ADJUSTED DOLLARS) FOR THE FULL-TIME, YEAR-ROUND CIVILIAN EMPLOYED POPULA...				
Survey/Program: American Community Survey		Product: 2018: ACS 1-Year Estimates Subject Tables		
TableID: S2414				
	United States			
	Median earnings (dollars)	Median earnings (dollars) for male	Median earnings (dollars) for female	Women's earnings as a percentage of men's earning
	Estimate	Estimate	Estimate	Estimate
∨ Full-time, year-round civilian employed population 16 years and ...	48,565	52,144	42,295	81.1%
∧ Agriculture, forestry, fishing and hunting, and mining:	42,906	45,791	33,790	73.8%
Construction	46,267	46,338	45,621	98.5%
Manufacturing	51,125	54,300	41,689	76.8%
Wholesale trade	51,321	52,918	45,928	86.8%
Retail trade	35,674	40,272	31,452	78.1%
∧ Transportation and warehousing, and utilities:	51,321	52,513	43,828	83.5%
Information	66,049	72,068	56,146	77.9%
∨ Finance and insurance, and real estate and rental and leasing:	60,844	76,023	51,255	67.4%
Finance and insurance	65,078	87,198	52,061	59.7%
Real estate and rental and leasing	50,810	52,371	46,916	89.6%
∧ Professional, scientific, and management, and administrative ...	61,394	70,074	51,692	73.8%
∧ Educational services, and health care and social assistance:	47,960	57,216	44,899	78.5%
∧ Arts, entertainment, and recreation, and accommodation and ...	30,399	32,294	26,924	83.4%
Other services, except public administration	37,452	41,686	32,267	77.4%
Public administration	60,517	66,613	51,795	77.8%

Selected Financial Specialists Occupations, SOC Group 13-2000

Table 1. Full-Time, Year-Round Workers and Median Earnings in Past 12 Months by Sex and Detailed Occupation¹: ACS 2018²

Full-time, year-round civilian employed 16 years and older (estimates) and full-time, year-round civilian employed 16 years and older with earnings (medians)

Occupational Category	Number of Full-Time, Year-Round Workers						Percentage of women in occupational group		Median Earnings (dollars)						Women's earnings as a percentage of men's earnings	
	Total		Men		Women				Total		Men		Women			
	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³
Accountants and auditors	1,687,017	20,120	692,381	11,197	994,636	16,553	59.0	0.7	67,272	463	78,780	1,976	61,311	351	77.8	2.0
Property appraisers and assessors	73,846	3,919	48,387	3,220	25,459	2,670	34.5	3.1	61,990	2,049	66,491	1,788	52,175	3,141	78.5	5.2
Financial and investment analysts	194,121	7,614	118,093	5,855	76,028	4,705	39.2	1.9	84,729	3,269	91,136	1,938	78,760	4,154	86.4	4.9
Personal financial advisors	326,971	8,774	233,304	7,475	93,667	5,082	28.6	1.4	101,223	673	120,128	7,374	71,122	2,080	59.2	4.0
Insurance underwriters	97,430	5,526	36,329	3,522	61,101	3,970	62.7	2.0	67,410	3,742	79,979	3,415	62,092	2,450	77.6	4.5
Credit counselors and loan officers	288,995	8,709	133,547	5,407	155,448	7,230	53.8	1.9	61,595	697	80,299	3,150	51,718	678	64.4	2.7
Tax preparers	54,035	4,387	20,663	2,791	33,372	3,160	61.8	3.0	57,151	4,954	67,983	6,443	50,105	3,743	73.7	8.9
Other financial specialists	50,891	3,865	26,957	2,803	23,934	2,363	47.0	3.0	71,526	4,729	90,593	13,635	55,664	4,039	61.4	10.3

Selected Management, Business, and Financial Occupations

Table 1. Full-Time, Year-Round Workers and Median Earnings in Past 12 Months by Sex and Detailed Occupation¹: ACS 2018²

Full-time, year-round civilian employed 16 years and older (estimates) and full-time, year-round civilian employed 16 years and older with earnings (medians)

Occupational Category	Number of Full-Time, Year-Round Workers						Percentage of women in occupational group		Median Earnings (dollars)						Women's earnings as a percentage of men's earnings	
	Total		Men		Women				Total		Men		Women			
	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³	Estimate	MOE ³
Chief executives	1,101,164	17,404	832,690	13,653	268,474	10,150	24.4	0.8	141,457	1,895	151,775	791	112,862	3,560	74.4	2.4
General and operations managers	904,378	17,345	621,121	12,794	283,257	9,175	31.3	0.8	72,325	954	79,457	2,121	60,618	829	76.3	2.3
Marketing managers	450,049	13,019	186,650	7,366	263,399	9,099	58.5	1.1	80,913	759	96,454	4,474	72,604	1,860	75.3	4.0
Sales managers	417,619	12,067	285,128	9,342	132,491	7,658	31.7	1.6	96,161	1,943	102,584	3,952	71,256	1,866	69.5	3.2
Computer and information systems managers	542,094	10,922	391,795	8,949	150,299	6,279	27.7	1.0	110,478	1,004	114,722	2,297	100,131	2,960	87.3	3.1
Financial managers	1,086,426	18,689	507,101	11,531	579,325	13,583	53.3	0.8	81,061	577	101,932	637	66,357	809	65.1	0.9
Human resources managers	369,384	9,311	151,814	6,766	217,570	6,610	58.9	1.0	75,554	1,015	81,515	1,166	71,384	1,207	87.6	1.9
Property, real estate, and community association managers	496,001	12,024	250,049	9,297	245,952	8,539	49.6	1.2	55,559	886	65,404	2,163	50,139	932	76.7	2.9
Managers, all other	3,479,567	27,543	2,312,994	21,706	1,166,573	18,731	33.5	0.5	80,600	368	86,883	863	68,803	1,526	79.2	1.9
Purchasing agents, except wholesale, retail, and farm products	248,155	7,375	119,378	5,335	128,777	5,321	51.9	1.5	57,075	998	61,580	1,117	53,479	1,756	86.8	3.3
Claims adjusters, appraisers, examiners, and investigators	297,641	7,964	126,067	6,327	171,574	6,489	57.6	1.5	55,800	826	61,897	1,163	51,267	729	82.8	2.0
Compliance officers	253,208	8,581	116,306	4,727	136,902	7,121	54.1	2.1	70,826	1,118	75,142	3,548	68,030	1,934	90.5	5.0
Human resources workers	757,654	17,088	201,217	8,044	556,437	14,891	73.4	1.1	61,387	492	71,761	1,190	59,431	1,342	82.8	2.3
Project management specialists	647,053	13,786	371,049	9,937	276,004	8,942	42.7	1.0	89,772	1,297	96,120	1,145	80,990	795	84.3	1.3
Management analysts	676,874	12,157	402,064	9,925	274,810	8,653	40.6	1.1	87,279	1,303	94,471	2,610	80,422	954	85.1	2.6
Market research analysts and marketing specialists	264,543	8,090	111,080	5,722	153,463	5,881	58.0	1.3	72,954	2,910	82,270	4,746	68,497	2,629	83.3	5.8
Accountants and auditors	1,687,017	20,120	692,381	11,197	994,636	16,553	59.0	0.7	67,272	463	78,780	1,976	61,311	351	77.8	2.0
Financial and investment analysts	194,121	7,614	118,093	5,855	76,028	4,705	39.2	1.9	84,729	3,269	91,136	1,938	78,760	4,154	86.4	4.9
Personal financial advisors	326,971	8,774	233,304	7,475	93,667	5,082	28.6	1.4	101,223	673	120,128	7,374	71,122	2,080	59.2	4.0
Credit counselors and loan officers	288,995	8,709	133,547	5,407	155,448	7,230	53.8	1.9	61,595	697	80,299	3,150	51,718	678	64.4	2.7

Self-Employed Versus Non-Self-Employed Workers by Industry: 2016

Table 4. Self-Employed Versus Non-Self-Employed Workers by Industry: 2016

Industry	Self-Employed				Non-Self-Employed			
	Estimate	Estimate Margin of Error (\pm) ¹	Percent	Percent Margin of Error (\pm) ¹	Estimate	Estimate Margin of Error (\pm) ¹	Percent	Percent Margin of Error (\pm) ¹
Agriculture, forestry, fishing and hunting, and mining	625,300	13,740	4.3	0.1	2,024,000	24,910	1.5	Z
Construction	2,283,000	28,660	15.6	0.2	7,527,000	53,120	5.5	Z
Manufacturing	506,100	11,230	3.5	0.1	14,920,000	65,960	10.8	Z
Wholesale trade	320,400	11,120	2.2	0.1	3,724,000	33,950	2.7	Z
Retail trade	1,090,000	19,980	7.5	0.1	16,390,000	71,620	11.9	0.1
Transportation and warehousing, and utilities	713,900	14,370	4.9	0.1	7,237,000	43,500	5.3	Z
Information	239,000	7,622	1.6	0.1	2,917,000	31,980	2.1	Z
Finance and insurance, and real estate and rental and leasing	1,168,000	14,690	8.0	0.1	8,880,000	50,760	6.4	Z
Professional, scientific, and management, and administrative and waste management services	3,144,000	32,420	21.5	0.2	14,260,000	64,490	10.3	Z
Educational services, and health care and social assistance	1,576,000	18,990	10.8	0.1	33,480,000	113,700	24.3	0.1
Arts, entertainment, and recreation, and accommodation and food services	950,800	15,530	6.5	0.1	14,080,000	66,850	10.2	0.1
Other services, except public administration	1,980,000	24,900	13.6	0.2	5,544,000	41,830	4.0	Z
Public administration	0	193	0.0	Z	6,995,000	48,330	5.1	Z

^[1] Data are based on a sample and are subject to sampling variability. A margin of error is a measure of an estimate's variability. The larger the margin of error in relation to the size of the estimate, the less reliable the estimate. This number when added to and subtracted from the estimate forms the 90 percent confidence interval. A margin of error of "Z" represents a margin of error that rounds to zero.

Source: U.S. Census Bureau 2016 American Community Survey, <www.census.gov/programs-surveys/acs/>.

The American Community Survey

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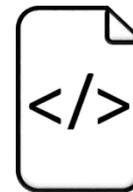
More information online:
<https://www.census.gov/acs>



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[1/3/5]-year [estimates/statistics/data release]*

Q & A and Thank You!

Contact Information:

Andrew.W.Hait

(301)763-6747

Andrew.W.Hait@census.gov

Lynda Laughlin

(301)763-6314

Lynda.L.Laughlin@census.gov

For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

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Reference Materials

North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

NAICS Hierarchy

Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

