

Census Has Business Data?

An Update on the *2017 Economic Census* Data Released for KY and OH

Economic Census webinar
May 5th, 2020

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U.S. Census Bureau



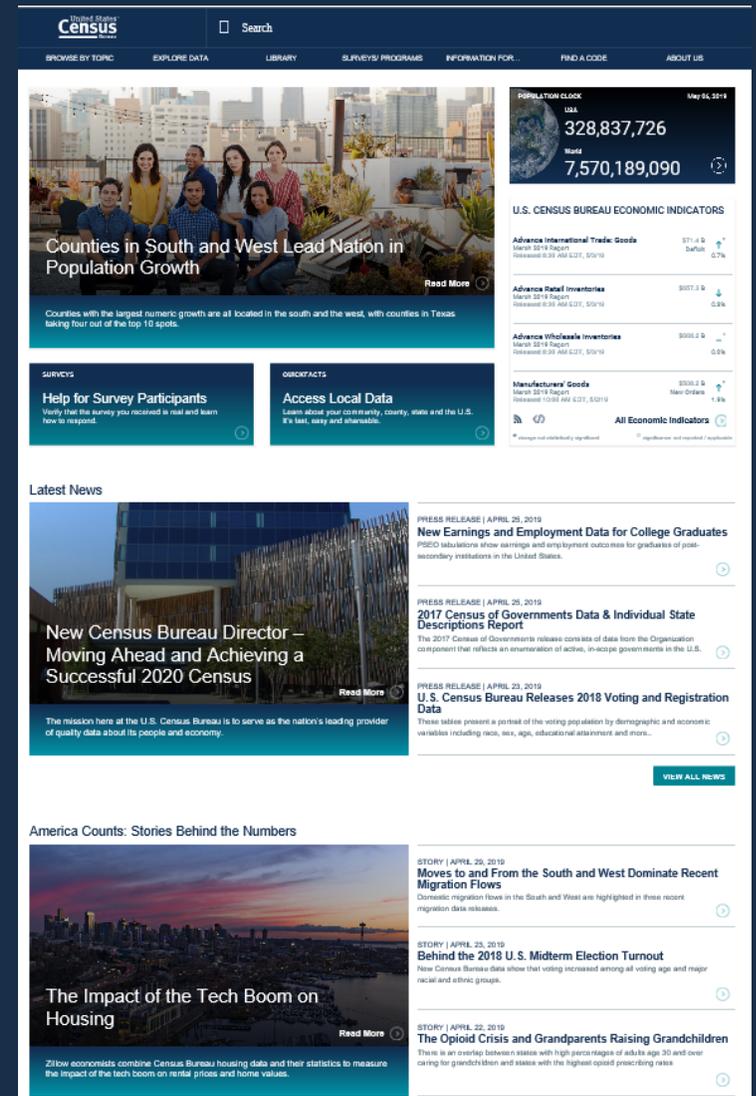
2017 Economic Census Webinar Series

Planned Schedule for State- and Sector-Based Webinars

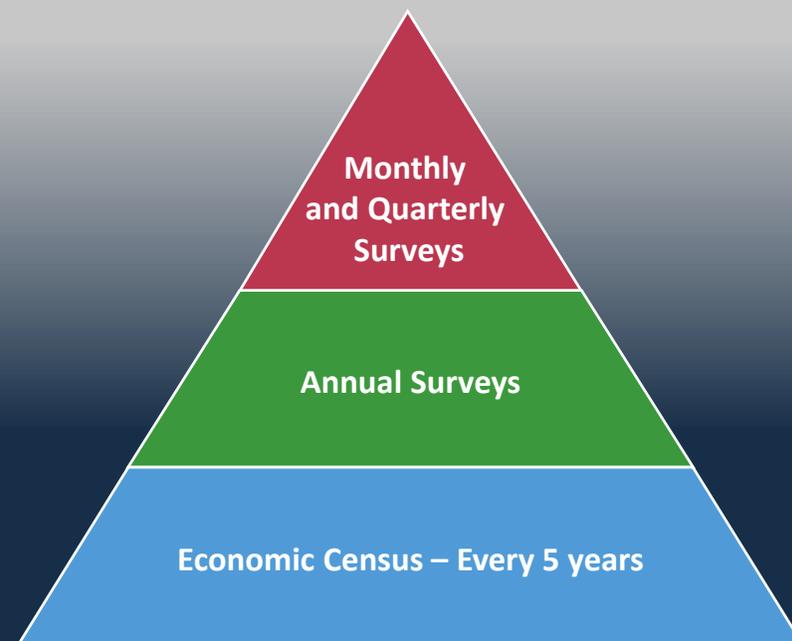
| Date | States (Tuesdays) | Date | Sectors (NAICS code) (Thursdays except 3/11) |
|--------|------------------------------|--------|---|
| 19-Feb | CT, MA, ME, NH, RI, & VT | | |
| 10-Mar | AZ, CA, CO, HI, & NV | 11-Mar | Utilities (22) |
| 24-Mar | AK, ID, MT, OR, UT, WA, & WY | 26-Mar | Transportation 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*



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+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

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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 |
|--|--|------------------------------------|
| 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 | |

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 Kentucky

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

- **New Central City micro area**
 - Made up of Muhlenberg County
- **187** economic place changes
 - **89** Places with Area Gain
 - **78** Places with Area Loss
 - **0** Place with a name change
 - **12** New Places
 - **1** Dropped Place

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Kentucky

Added Places

(Cross-over place parts highlighted in blue)

| COUNTY Code | TITLE | PLACE Code | TITLE |
|-------------|-------------------|------------|----------------------|
| 025 | Breathitt County | 39952 | Jackson city |
| 029 | Bullitt County | 09964 | Brooks CDP |
| | | 61356 | Pioneer Village city |
| 075 | Fulton County | 29566 | Fulton city |
| 089 | Greenup County | 63858 | Raceland city |
| 093 | Hardin County | 65388 | Rineyville CDP |
| 099 | Hart County | 38008 | Horse Cave city |
| 103 | Henry County | 24904 | Eminence city |
| 127 | Lawrence County | 47854 | Louisa city |
| 133 | Letcher County | 82776 | Whitesburg city |
| 203 | Rockcastle County | 54174 | Mount Vernon city |
| 211 | Shelby County | 70752 | Simpsonville city |

Dropped Places

| COUNTY Code | TITLE | PLACE Code | TITLE |
|-------------|---------------|------------|-------------|
| 065 | Estill County | 39646 | Irvine city |

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

Geographic Area Changes for Ohio

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

- No metro changes
- 271 economic place changes
 - 160 Places with Area Gain
 - 99 Places with Area Loss
 - 1 Place with a name change
 - Fort Shawnee CDP
 - 10 New Places
 - 11 Dropped Places

Added Places

(Cross-over place parts highlighted in blue)

| COUNTY Code | TITLE | PLACE Code | TITLE |
|-------------|------------------|------------|-----------------------|
| 023 | Clark County | 25452 | Enon village |
| | | 32207 | Green Meadows CDP |
| 025 | Clermont County | 85288 | Williamsburg village |
| 035 | Cuyahoga County | 86394 | Woodmere village |
| 057 | Greene County | 21000 | Dayton city |
| 077 | Huron County | 54908 | New London village |
| 083 | Knox County | 28658 | Fredericktown village |
| 107 | Mercer County | 69540 | St. Henry village |
| 119 | Muskingum County | 54446 | New Concord village |
| 133 | Portage County | 29442 | Garrettsville village |

Dropped Places

| COUNTY Code | TITLE | PLACE Code | TITLE |
|-------------|-----------------|------------|------------------------|
| 025 | Clermont County | 20366 | Day Heights CDP |
| 027 | Clinton County | 69400 | Sabina village |
| 035 | Cuyahoga County | 35255 | Highland Hills village |
| | | 80738 | Walton Hills village |
| 055 | Geauga County | 14100 | Chesterland CDP |
| 057 | Greene County | 36610 | Huber Heights city |
| 061 | Hamilton County | 25942 | Fairfax village |
| 087 | Lawrence County | 10352 | Burlington CDP |
| 105 | Meigs County | 49756 | Middleport village |
| 127 | Perry County | 19456 | Crooksville village |
| 145 | Scioto County | 45304 | Lucasville CDP |

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 interface. At the top, there is a navigation bar with the United States Census Bureau logo and various menu items: TOPICS (Population, Economy), GEOGRAPHY (Maps, Products), LIBRARY (Infographics, Publications), DATA (Tools, Developers), SURVEYS/PROGRAMS (Response, Survey Data), NEWSROOM (News, Blogs), and ABOUT US (Our Research). Below the navigation bar, the 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" header. The table has a "All Topics" dropdown and a "UNITED STATES" column. The first row of the table shows "Population estimates, July 1, 2017, (N2017)" with a value of "325,719,178". Below the table, there is a "PEOPLE" section.

Data.census.gov

The screenshot shows the Data.census.gov website interface. At the top, there is a navigation bar with the United States Census Bureau logo. Below the navigation bar, the 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 with the email address "cedsci.feedback@census.gov". The background of the page features an illustration of a computer monitor, a laptop, and a smartphone, all displaying data visualizations like maps and charts.

Census Business Builder 3.1

The screenshot shows the Census Business Builder 3.1 interface. The page title is "Census Business Builder: Small Business Edition - 2.6". The main heading is "Determine the Best Location for Your Business". The interface is divided into two main sections: "1. What type of business do you want to research?" and "2. Where are you considering locating the business?". Section 1 includes a search bar and a grid of icons representing different business types: Computer Store, Food Services, Health Care, Personal Services, and Retail. Section 2 includes a "My Location" search bar and a "Go To Map" button. At the bottom of the page, there is a "Create Report" button. The footer contains copyright information for the U.S. Census Bureau and the U.S. Department of Commerce.

2017 Economic Census Fun Facts

Data just released from the 2017 Economic Census

The 358 Utilities (NAICS 22) establishments in Kentucky reported average annual payroll per employee of \$88,573 in 2017.

www.census.gov/economiccensus

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Fun Facts

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

Data just released from the 2017 Economic Census

The 10,782 Real Estate and Rental and Leasing (NAICS 53) establishments in Ohio reported revenue of \$20.5 billion in 2017.

www.census.gov/economiccensus

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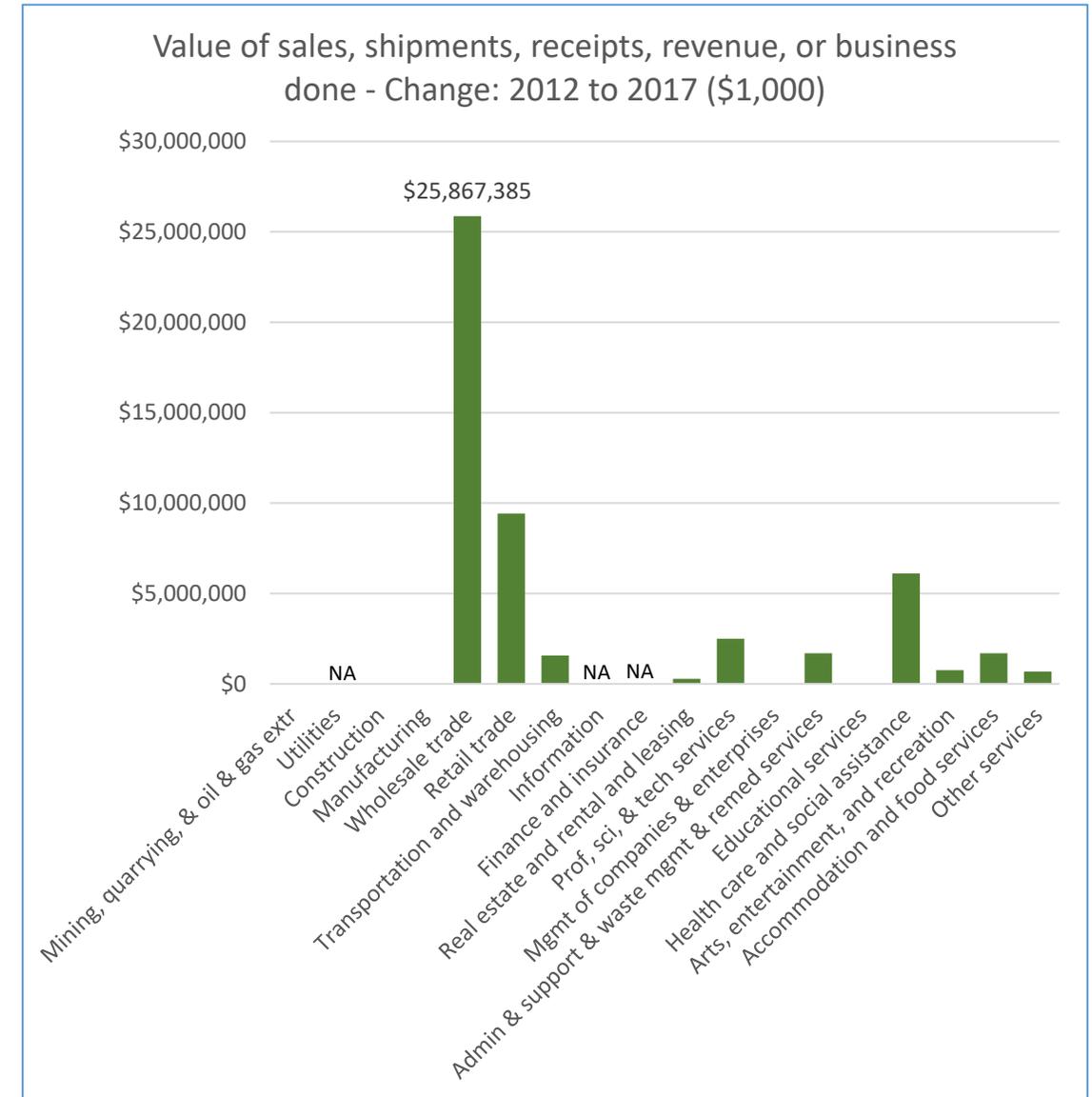
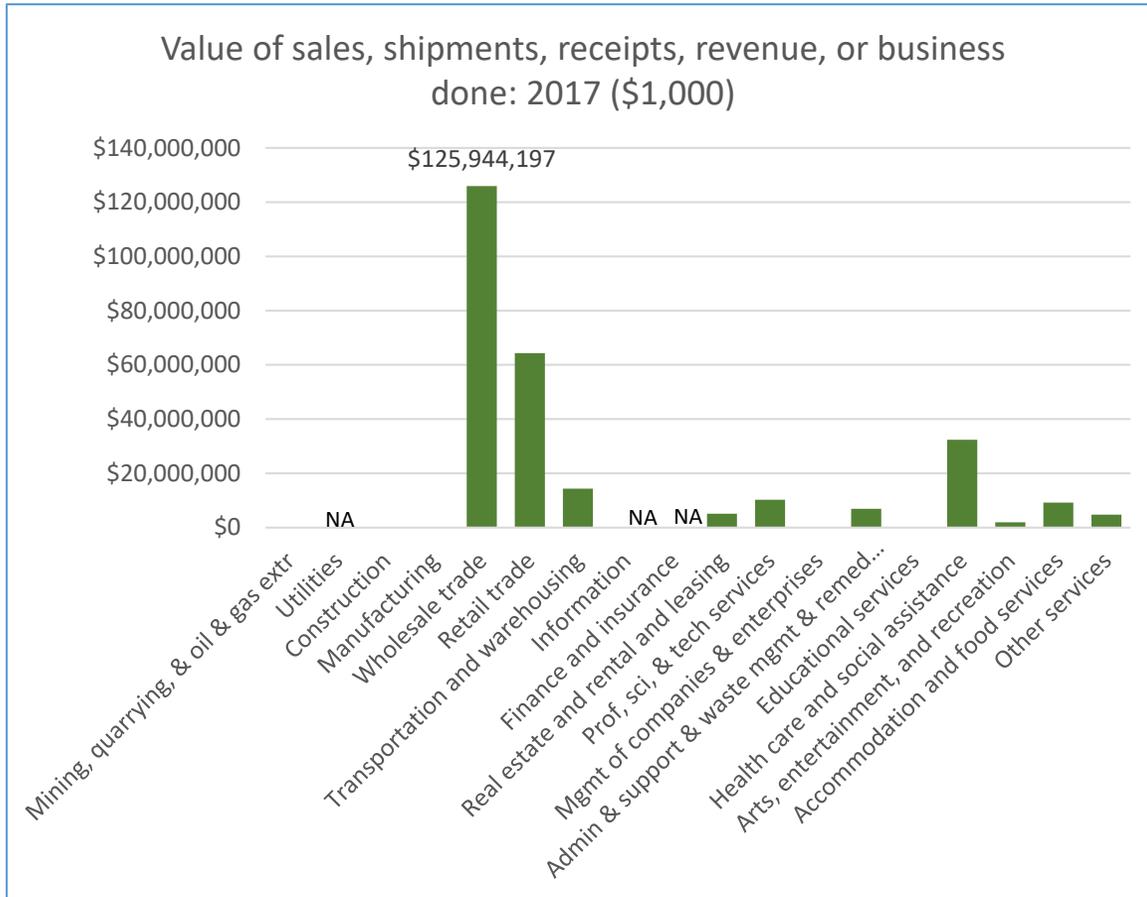


Fun Facts

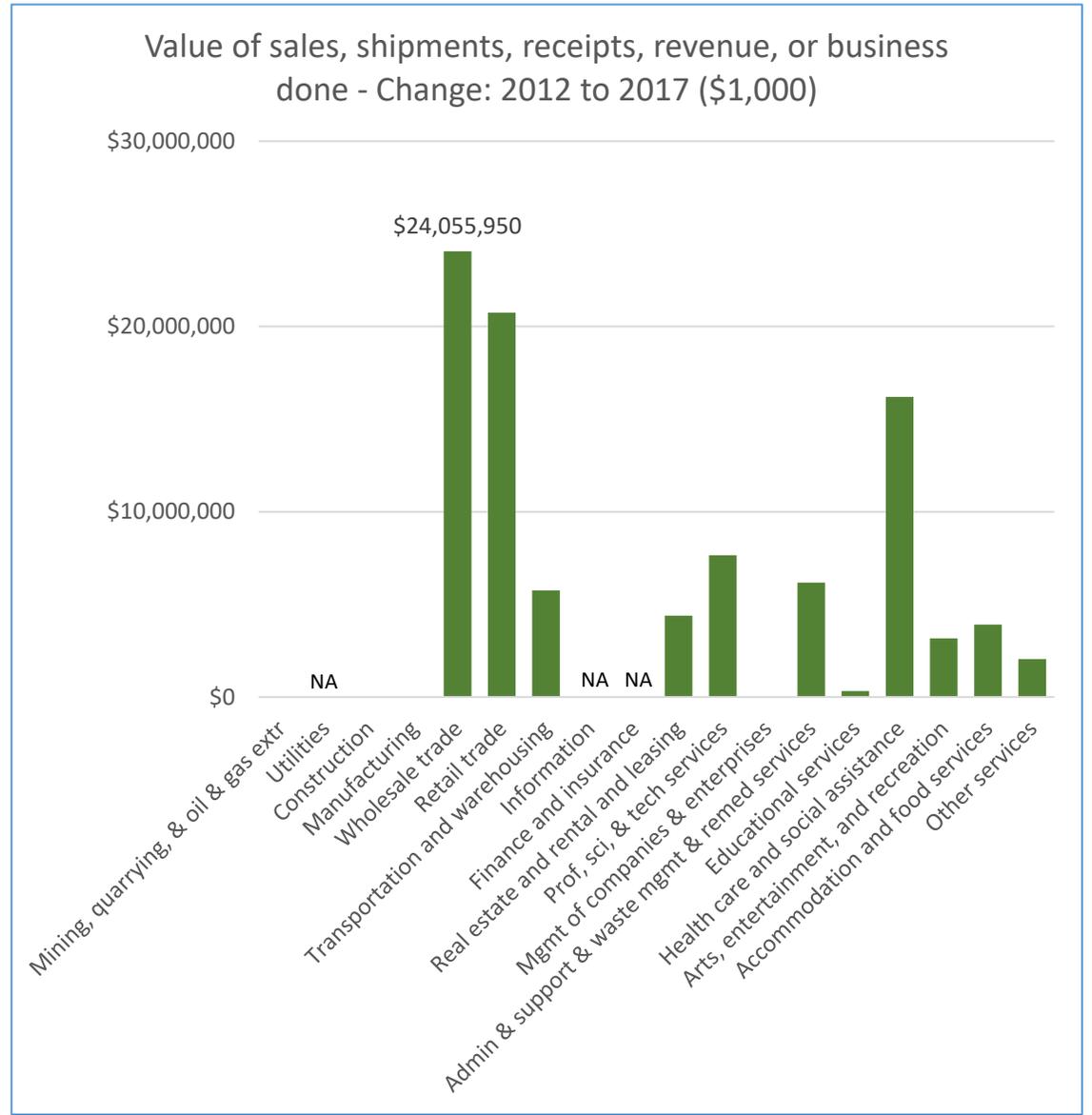
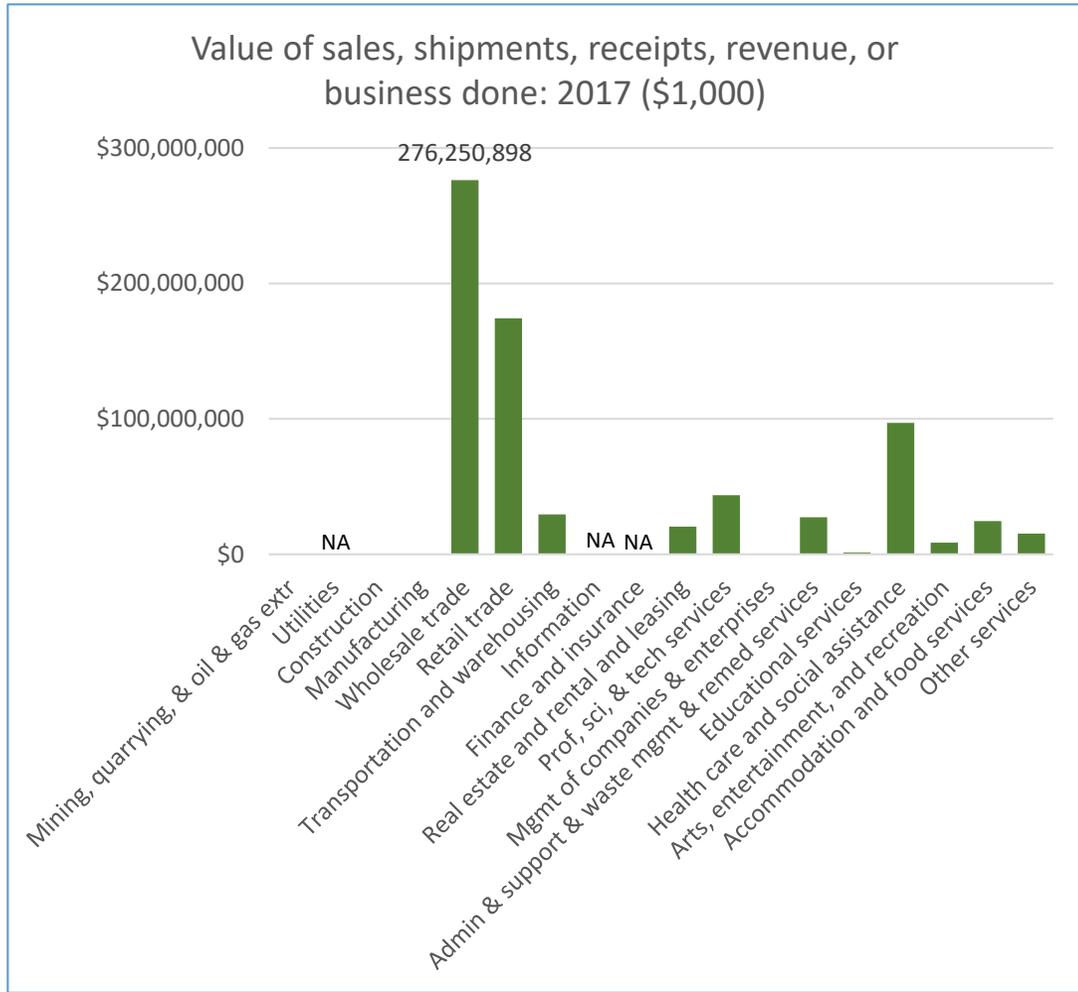
<https://www.census.gov/programs-surveys/economic-census/library/visualizations.html>

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Selected Findings for the Kentucky



Selected Findings for Ohio



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

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 | | |
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| 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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