

# An Overview and Selected Findings from the 2017 Economic Census of the Island Areas

Census Academy webinar  
Wednesday, February 10<sup>th</sup>, 2021

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U.S. Census Bureau



# Today's Webinar Agenda

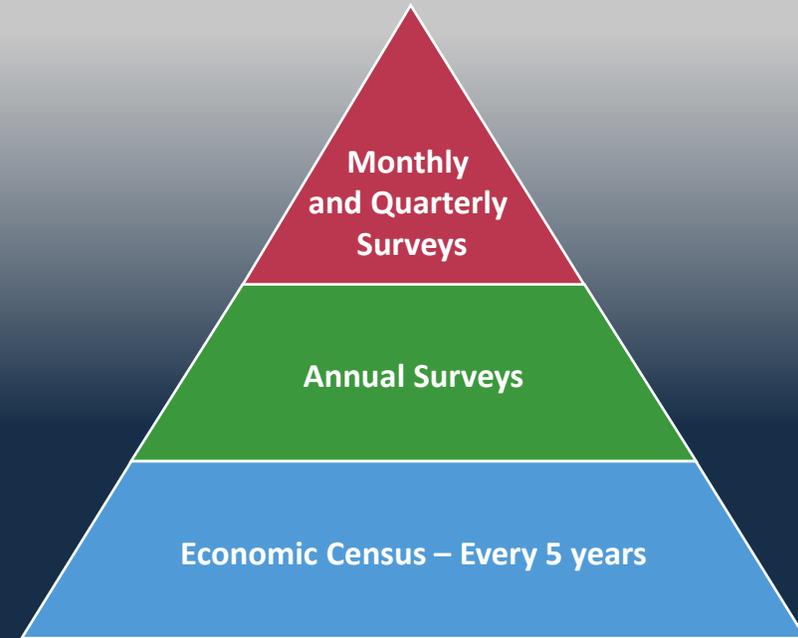
- **An Overview of Census Business Programs and the Economic Census of Island Areas (ECIA)**
  - The EC and ECIA
  - Similarities and differences
- **Where to go to Access these Data**
  - The ECIA web site
  - Data.census.gov
  - Other tools
- **Some Selected Findings from the ECIA**
  - Top sectors in the territories
  - Top counties within the territories
- **Q&A**

# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



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



## Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture (NAICS 11) and other selected types of business (see [https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par\\_textimage](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage) for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
  - Collected electronically
  - Released on [data.census.gov](https://data.census.gov), *Census Business Builder*, and other Census tools

**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://census.gov/EconomicCensus)

## 2017 Economic Census

See How It All Adds Up



# The *Economic Census of Island Areas (ECIA)*

- NAICS: **Nearly** every 2- thru **5**-digit code covered by the Census Bureau
- Geography: Provides data at the state, metro area (PR Manuf. and Const. only), county, and place **equivalent** levels
  - County: Municipios (PR), Districts (AS), Municipalities (CNMI & Guam), Islands (USVI)
  - Places: Counties (AS), Towns (USVI)
  - Planning Regions (PR)
- Other Dimensions: Data by business size, etc.
- Over **100** data variables shown
- Product Lines data
- **Collected on paper and electronically**
- Released on data.census.gov and other Census tools

**2017 Economic Census Snapshot**  
 Selected Statistics from the 2017 Economic Census of Island Areas  
**American Samoa**

**Did You Know**  
 Establishments in the Manufacturing Sector (North American Industry Classification System code 31-33) reported average revenue per establishment of **\$8.5 million** in 2017  
 (Establishments in All Sectors (NAICS 00) had an average of \$2.1 million)

Establishments in the Wholesale Trade Sector reported average revenue per employee of **\$425,932** in 2017  
 (Establishments in All Sectors (NAICS 00) had an average of \$123,187)

Workers in the Finance and Insurance Sector earned an average payroll per employee of **\$25,740** in 2017.  
 (Workers in All Sectors (NAICS 00) earned an average of \$16,415)

To access all of the data released for American Samoa from the 2017 Economic Census of Island Areas, visit [data.census.gov](https://data.census.gov) and follow the steps below:

- ✓ Select Advanced Search
- ✓ Enter "IA17" in the Table ID field
- ✓ Enter "American Samoa" under Find A Filter
- ✓ Select the area(s) interested in
- ✓ Click Search in the bottom right corner

**Sales, Value of Shipments, or Revenue in Top 5 Sectors: 2017 (\$ Million)**

Sector	Value (\$ Million)
Manufacturing	389.5
Retail trade	291.7
Wholesale trade	124.8
Health care and social assistance	40.7
Information	38.8

(Note: Excludes the Utilities Sector where revenue data was not available.)

**Number of Employees in Top 5 Sectors: 2017**

Sector	Number of Employees
Manufacturing	2,506
Retail trade	1,759
Health care and social assistance	962
Accommodation and food services	800
Construction	562

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# Ways to Access Census Business Data

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- *QuickFacts*
- *My Congressional District*
- *COVID-19 Hub*
- *Census Business Builder*
- *USA Trade Online*
- *OnTheMap* and *OnTheMap for Emergency Management*
- *Data.census.gov*
- *Application Programming Interface (API)*



Businesses	West Palm Beach city, Florida	Palm Beach County, Florida	Florida
Population estimates, July 1, 2019, (V2019)	NA	NA	21,477,737
<b>BUSINESSES</b>			
<b>Businesses</b>			
Total employer establishments, 2017	X	48,689	557,308 <sup>1</sup>
Total employment, 2017	X	526,681	8,385,577 <sup>1</sup>
Total annual payroll, 2017 (\$1,000)	X	25,402,516	378,219,262 <sup>1</sup>
Total employment, percent change, 2016-2017	X	2.7%	2.6% <sup>1</sup>
Total nonemployer establishments, 2017	X	186,154	2,245,127
All firms, 2012	17,657	175,919	2,100,187
Men-owned firms, 2012	9,774	91,726	1,084,885
Women-owned firms, 2012	6,282	66,645	807,817
Minority-owned firms, 2012	7,311	60,090	926,112
Nonminority-owned firms, 2012	9,574	110,623	1,121,749
Veteran-owned firms, 2012	1,546	14,515	185,756
Nonveteran-owned firms, 2012	15,091	154,506	1,846,686

**My Congressional District**  
116th Congress

1 Florida  
2 Congressional District 2

People Workers Housing Socio-Economic Education Business

**Congressional District 2 (116th Congress), Florida**  
Source: 2017 County Business Patterns for Congressional Districts  
March 12

Paid employees for pay period including	Estimate
Total for all sectors	174,176
Agriculture, forestry, fishing and hunting	1,368
Mining, quarrying, and oil and gas extraction	150
Utilities	1,117
Construction	9,252
Manufacturing	11,596
Wholesale trade	5,030
Retail trade	30,397
Transportation and warehousing	4,498
Information	3,821
Finance and insurance	5,612
Real estate and rental and leasing	2,738
Professional, scientific, and technical services	15,349
Management of companies and enterprises	973

Need help finding your Congressional District?  
Enter ZIP code    
Window opens in new tab.

United States Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

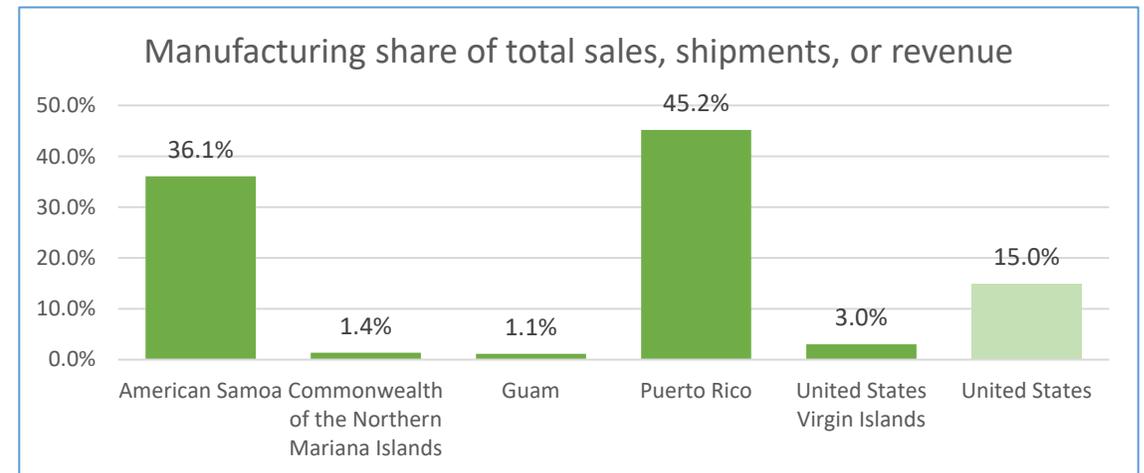
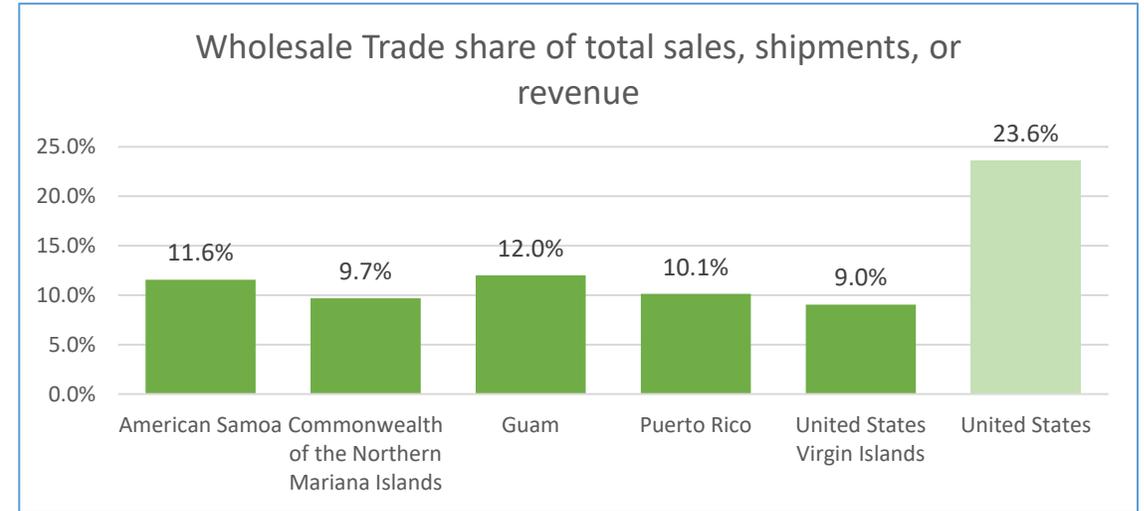
POWERED BY  
The American Community Survey and County Business Patterns

Display CBP Quality Indicator Flag Download and Share

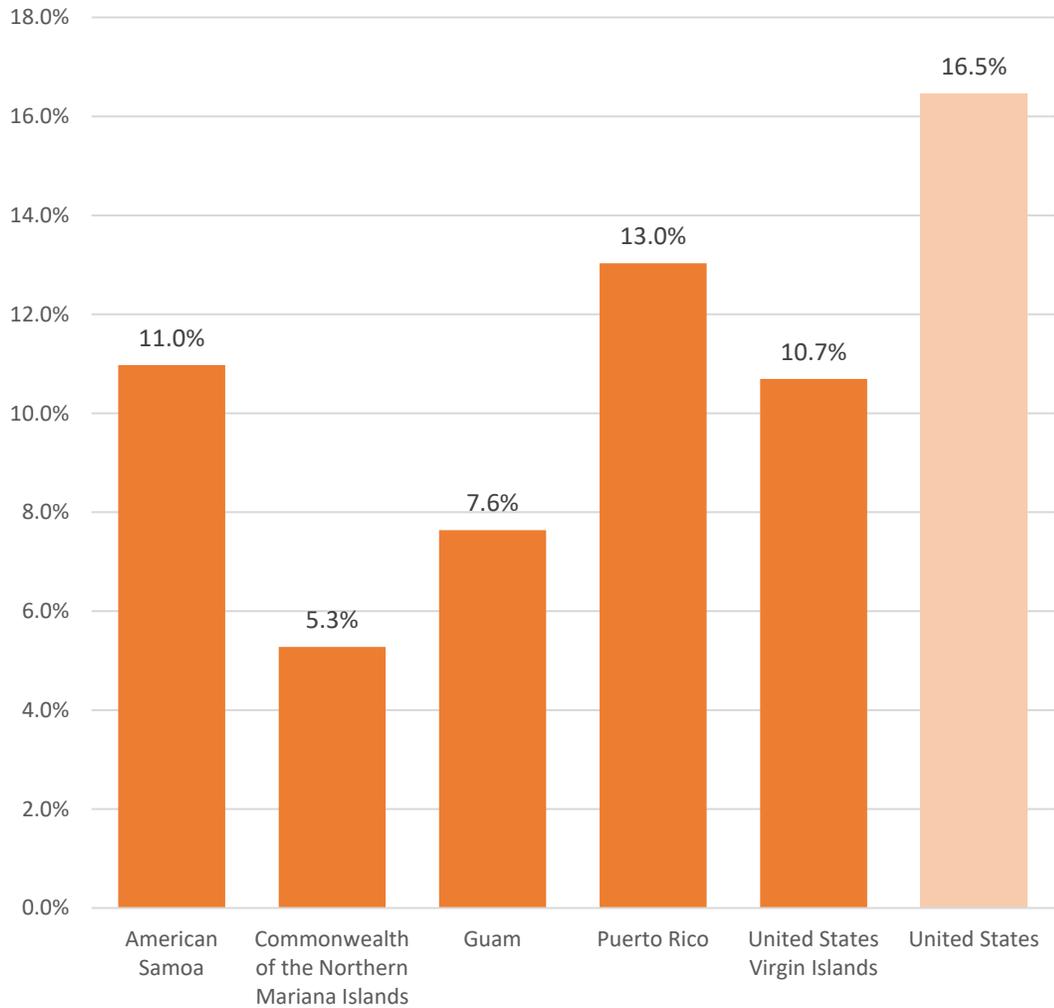
# Tips for Accessing the ECIA Data on data.census.gov

- Use the Advanced Search
- Maximizing the Filters
  - Surveys
    - Skip all the Surveys that mention the territories but start with “DEC”
    - The “ECN Economic Census of Island Areas” gives you access to all the 2017 and 2012 ECIA data
    - Ignore all the “ECN Economic Census of the United States” surveys
  - Geographies
    - Territories ARE included in State, County, Metro/Micro, and Economic Census Place menus
    - DON’T use Place menu
  - Codes
    - All NAICS data are available under the Industry Codes menu
    - 2017 NAPCS data are available under the NAPCS Collection menu
    - 2012 Product Lines data are available under the Products and Services Codes menu
    - Ignore the Commodity Codes and Material/Fuel menus
- Download the data for further filtering

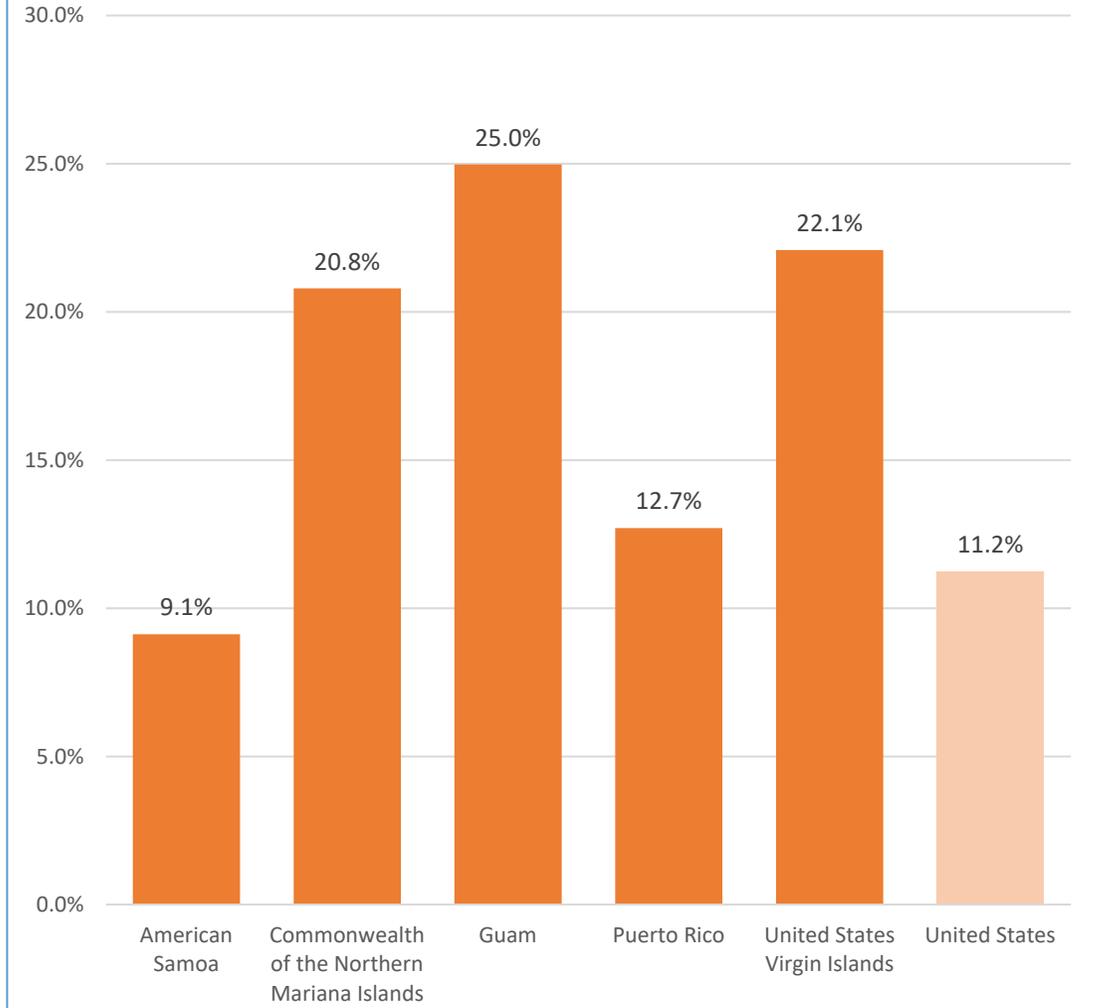
# Selected Findings from the 2017 ECIA



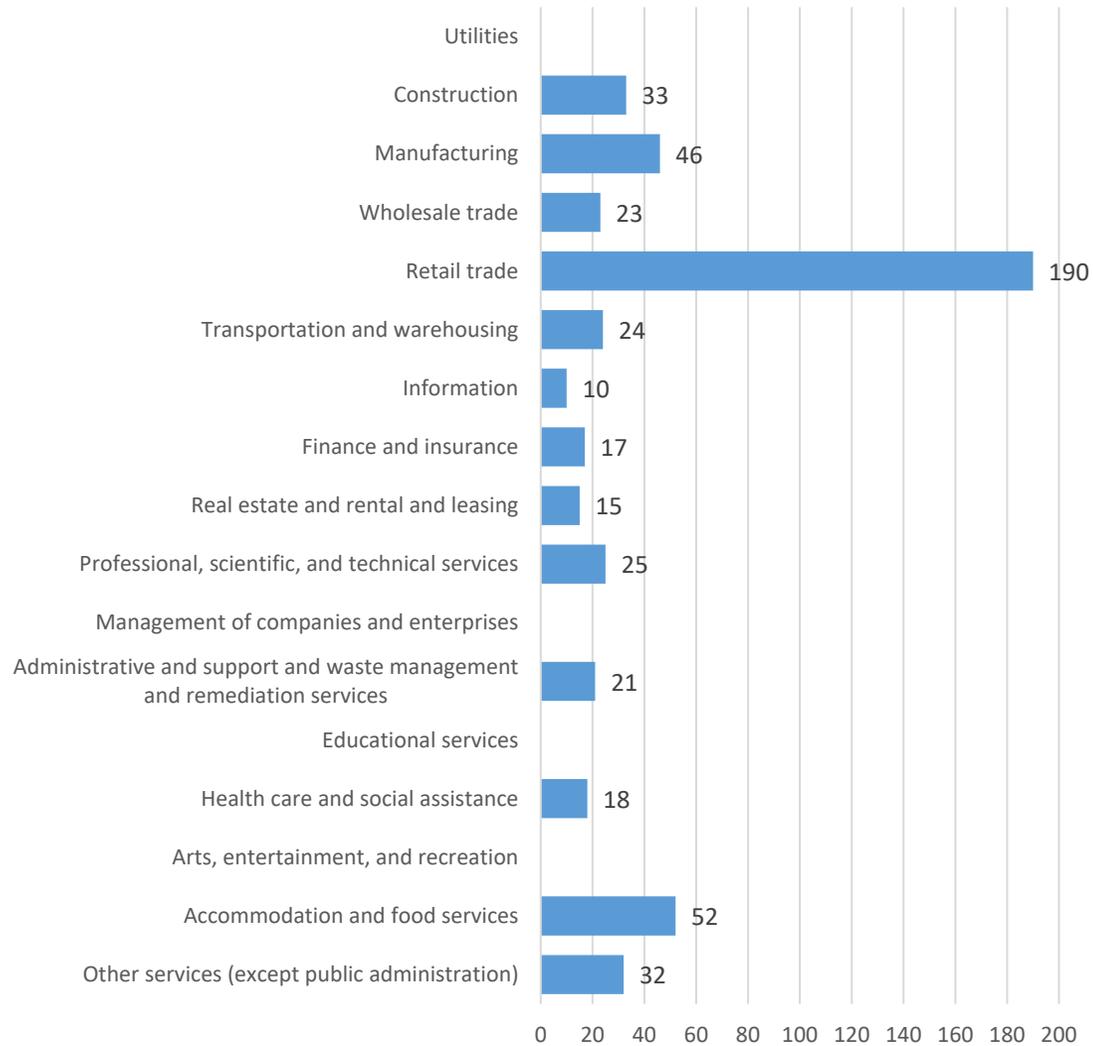
Health Care and Social Assistance share of total employment



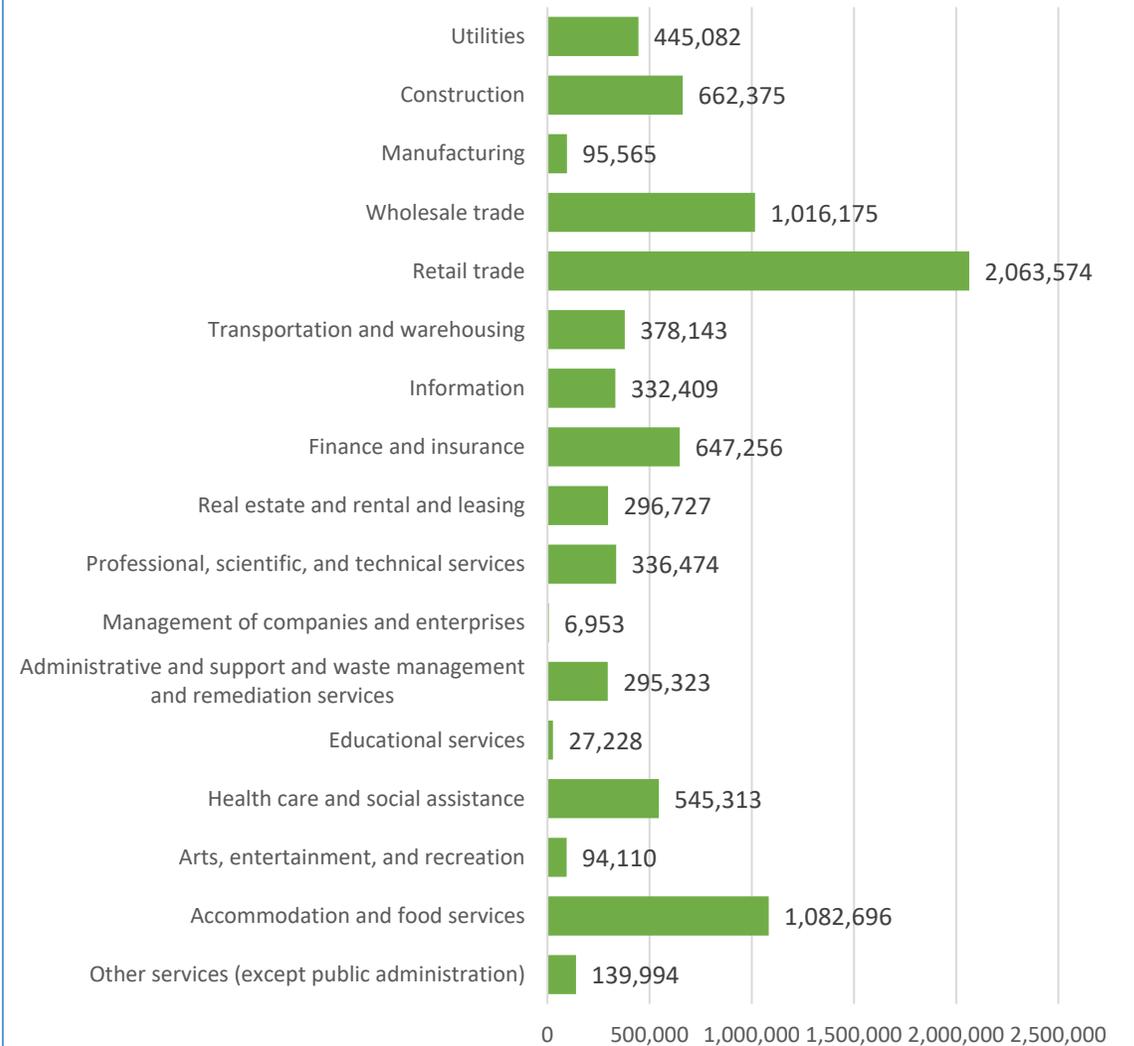
Accommodation and Food Services share of total employment



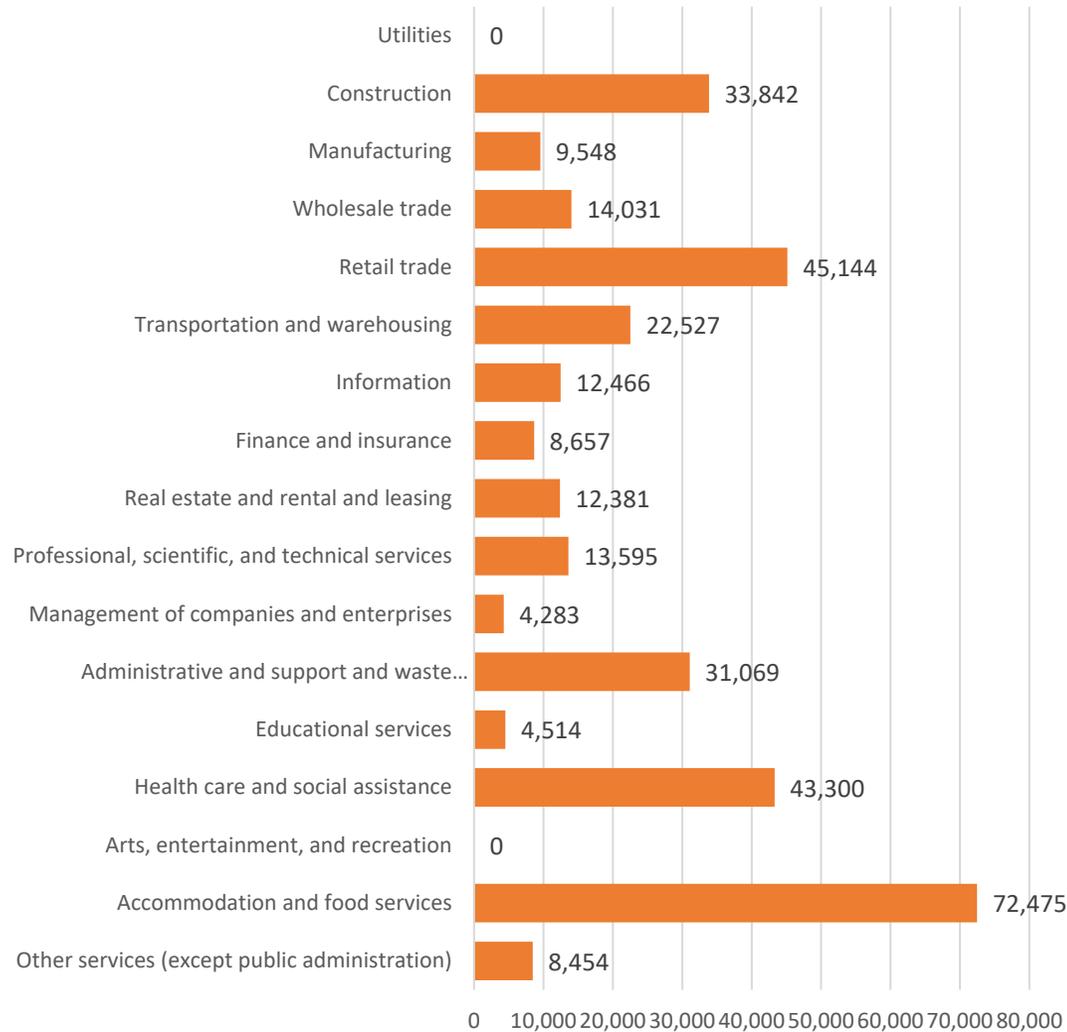
Number of establishments in American Samoa: 2017



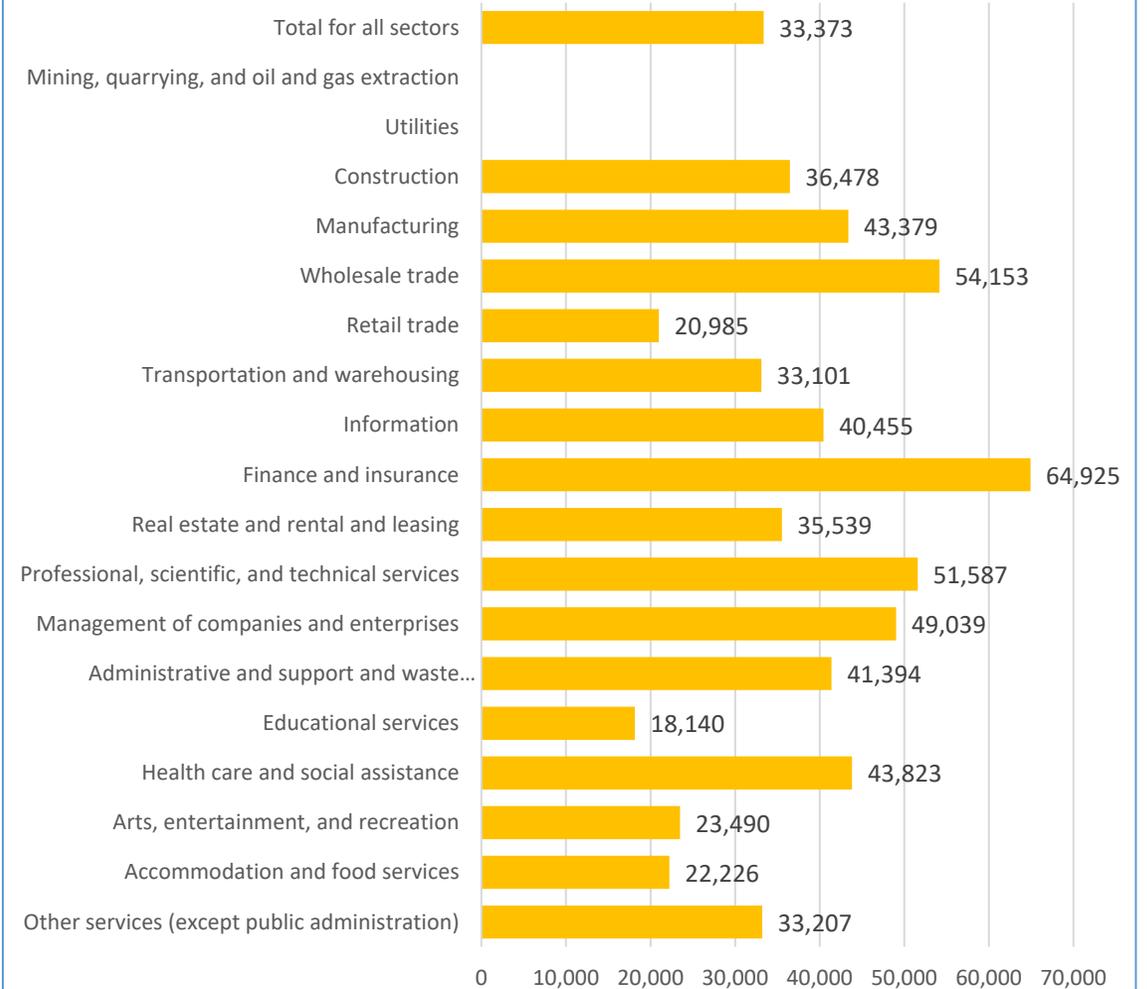
Sales, Shipments, or Revenue in Guam: 2017 (\$1,000)



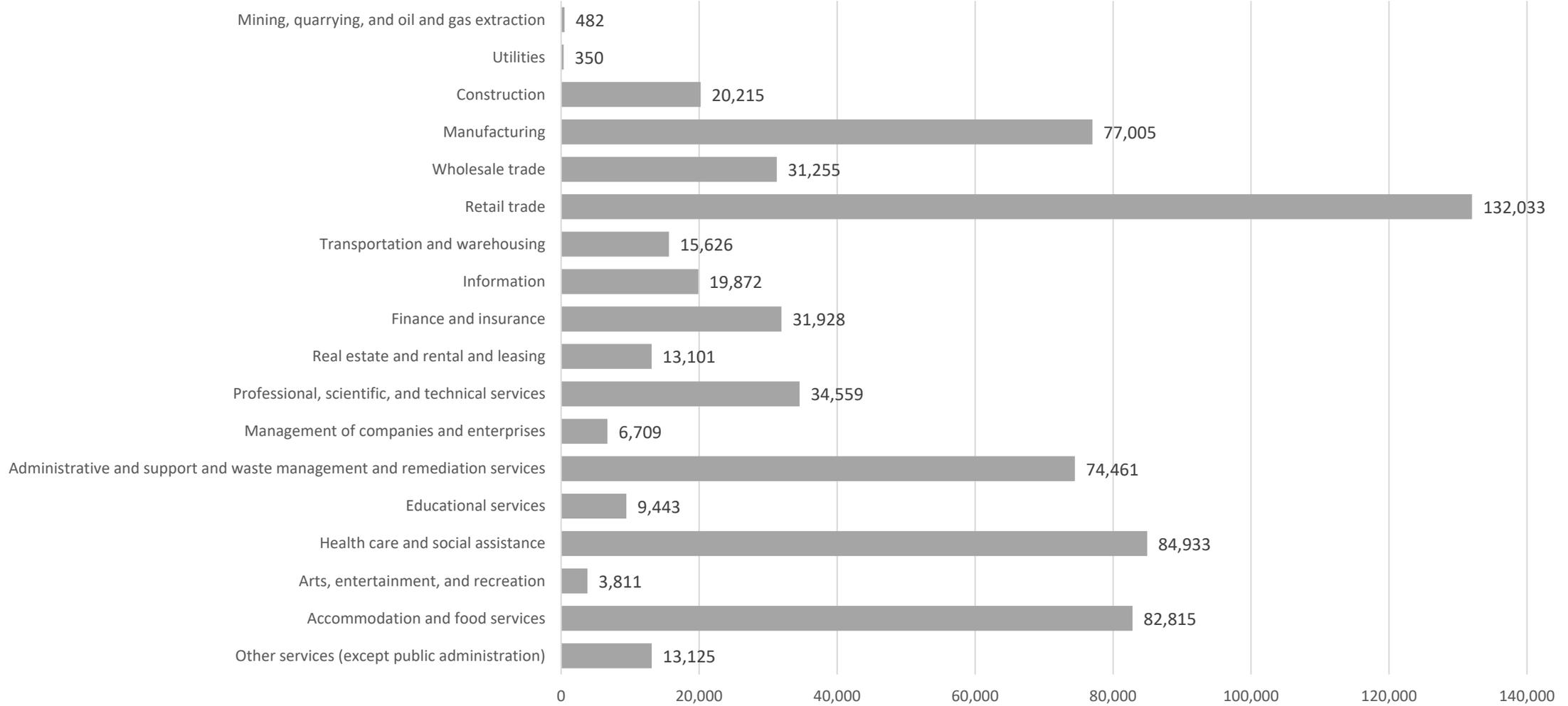
### Annual Payroll in the CNMI: 2017 (\$1,000)

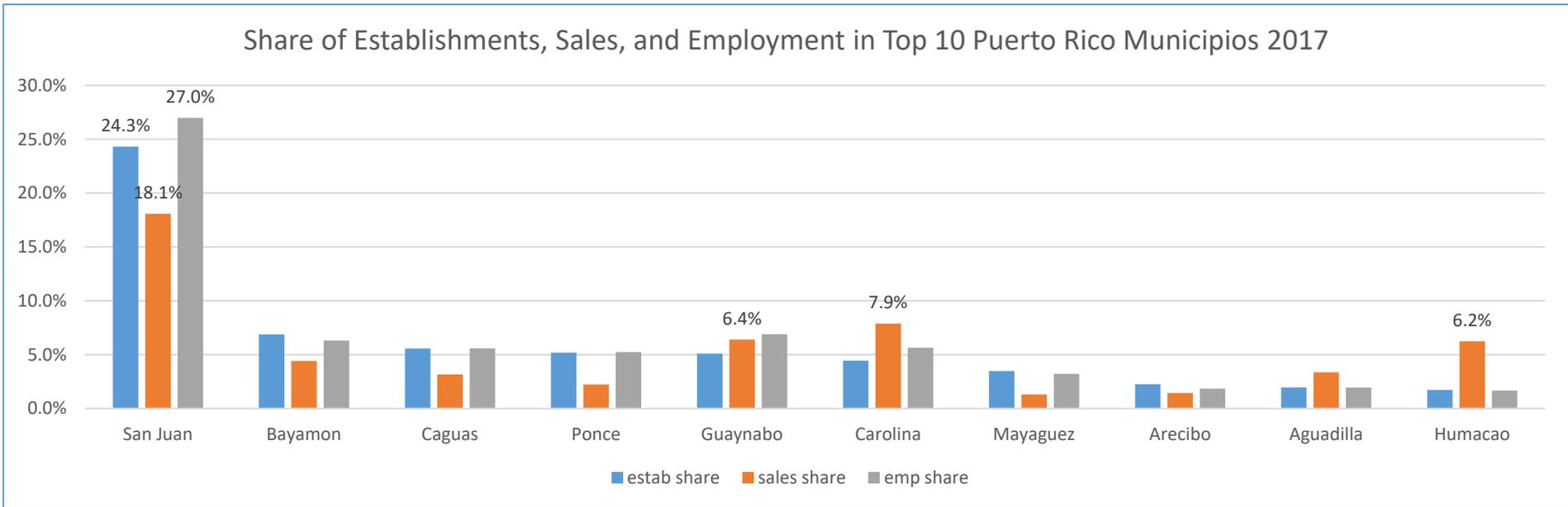
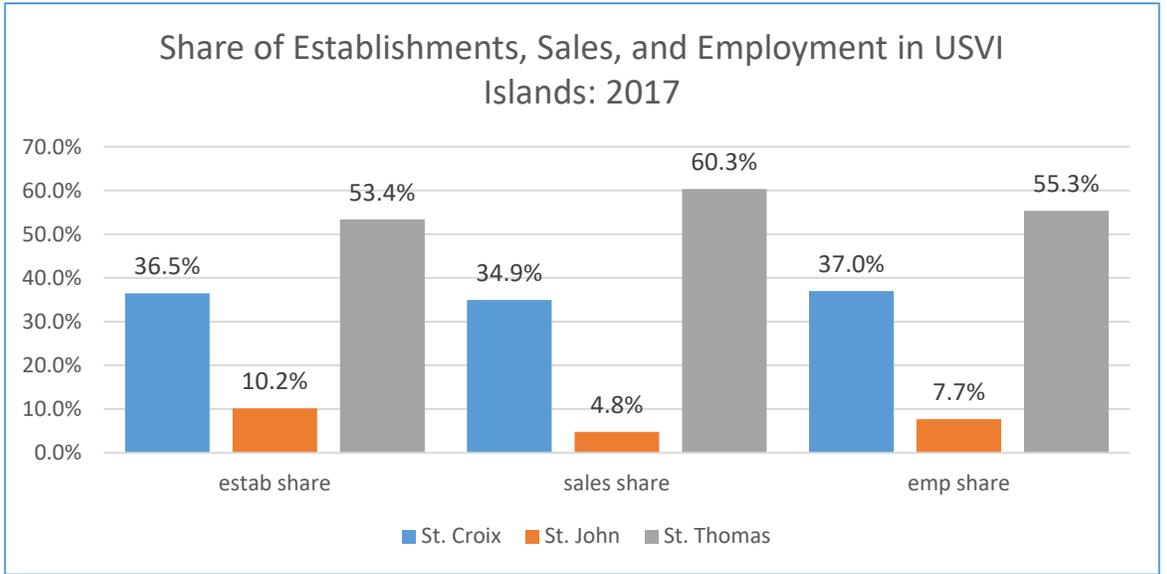
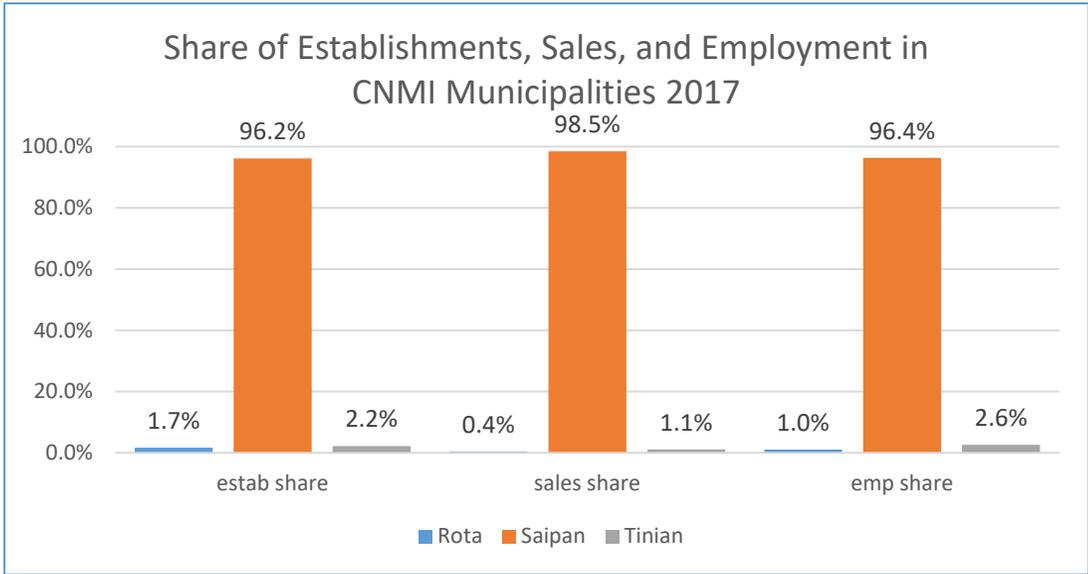


### Average Annual Payroll per Employee in the US Virgin Islands: 2017 (\$)



### Employment in PR: 2017





# Summary

- Both the EC and ECIA provide valuable data that businesses, community planners, and others can use in their work
- The ECIA data can be accessed on the ECIA web site, on [data.census.gov](https://data.census.gov), and in other tools (CBB coming soon)
- The top sectors in the territories are similar to those in the U.S. states, and the distribution of those businesses by county also mirrors the US
- Check out the America Counts site (<https://www.census.gov/library/stories.html>) for an upcoming story on the ECIA

# Q & A and Thank You!

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