Exploring Census Data Webinar Series

Services
April 28, 2022

Presented by: Daniel Waters, Terri Apple, Earlene Dowell, Charles Gamble
US Census Bureau

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Webinar number (if needed): 2762 145 1722
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 2021 webinar series materials at: https://www.census.gov/data/academy/webinars/series.html
Outline

I. About the Census Bureau
II. Data Sources:
   • Service Annual Survey (SAS)
   • Economic Census
   • Longitudinal Employer-Household Dynamics Program (LEHD)
   • American Community Survey (ACS)

To obtain an archived copy, visit census.gov / Explore Data / Census Academy / Webinars / Webinar Series
Find stories and free visualizations under ‘Library’
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** – the official five-year measure of the nation's state and local government sector
About the Census Bureau

- 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  every 1 year
  Service Annual Survey  every 1 year
Census Economic Surveys

• **Monthly and Quarterly Surveys** – 17 surveys including the nation’s key economic indicators, essential for tracking and reporting the GDP.
  - Retail and Wholesale Trade
  - Building Permits
  - Imports and Exports

• **Annual Surveys** – 20 surveys that provide data for nearly every sector of the economy.
  - Retail and Wholesale Trade
  - Service Annual Survey
  - County Business Patterns
  - Annual Business Survey
The Economic Census

• The Census Bureau measures the nation’s population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census, in addition to monthly, quarterly and annual surveys.

• The next Economic Census will be conducted in 2023 with businesses reporting their 2022 year-end numbers.

• See the data at https://www.census.gov/EconomicCensus

Linda used Census Bureau economic data to find the best location for her new bakery. With industry trends and local-level statistics, she was able to open her doors where customers were hungry for something new.
Service Annual Survey (SAS)
Services is comprised of 12 sectors of the economy, as defined by the North American Industry Classification System (NAICS).

<table>
<thead>
<tr>
<th>NAICS</th>
<th>NAICS Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
<tr>
<td>48/49</td>
<td>Transportation and Warehousing</td>
</tr>
<tr>
<td>51</td>
<td>Information</td>
</tr>
<tr>
<td>52</td>
<td>Finance and Insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real Estate and Rental and Leasing</td>
</tr>
<tr>
<td>54</td>
<td>Professional, Scientific and Technical Services</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and Support and Waste Management and Remediation Services</td>
</tr>
<tr>
<td>61</td>
<td>Educational Services</td>
</tr>
<tr>
<td>62</td>
<td>Health Care and Social Assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>81</td>
<td>Other Services (except Public Administration)</td>
</tr>
</tbody>
</table>
Today’s webinar focus is on two service sectors:

71 - Arts, Entertainment, and Recreation
72 – Accommodation and Food Services

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 1 – Estimated Revenue for Employer and Nonemployer Firms: 2013 through 2020
NAICS 71 - Arts, Entertainment, and Recreation

711 Performing Arts, Spectator Sports, and Related Industries
Includes producers, promoters, managers, and those that provide artistic, creative, and athletic talent

712 Museums, Historical Sites, and Similar Institutions
Includes zoos and botanical gardens, as well as nature parks

713 Amusement, Gambling, and Recreation Industries
Includes facilities that provide sports, recreation, amusement or gambling activities or provides these services within other facilities
Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 1 – Estimated Revenue for Employer and Nonemployer Firms: 2013 through 2020
### NAICS Subsector 711 Performing Arts, Spectator Sports, and Related Industries

<table>
<thead>
<tr>
<th>7111</th>
<th>Performing Arts Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>71111</td>
<td>Theater Companies and Dinner Theaters</td>
</tr>
<tr>
<td>71112</td>
<td>Dance Companies</td>
</tr>
<tr>
<td>71113</td>
<td>Musical Groups and Artists</td>
</tr>
<tr>
<td>71119</td>
<td>Other Performing Companies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7112</th>
<th>Spectator Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>711211</td>
<td>Sports Teams and Clubs</td>
</tr>
<tr>
<td>711212</td>
<td>Racetracks</td>
</tr>
<tr>
<td>711219</td>
<td>Other Spectator Sports</td>
</tr>
</tbody>
</table>

| 7113 | Performers of Performing Arts, Sports, and Similar Events |

| 7114 | Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures |

| 7115 | Independent Artists, Writers, and Performers |
NAICS Subsector 712 Museum, Historical Sites, and Similar Institutions, and
NAICS Subsector 713 Amusement, Gambling, and Recreation Industries

712 Museum, Historical Sites, and Similar Institutions

7131 Amusement Parks and Arcades
   71311 Amusement and Theme Parks
   71312 Amusement Arcades

7132 Gambling Industries

7139 Other Amusement and Recreation Industries
   71391 Golf Courses and Country Clubs
   71392 Skiing Facilities
   71393 Marinas
   71394 Fitness and Recreational Sports Centers
   71395 Bowling Centers
   71399 All Other Amusement and Recreation Industries
Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 1 – Estimated Revenue for Employer and Nonemployer Firms: 2013 through 2020
2013-2020 SAS: Selected Employer Estimated Revenue From NAICS 71

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 2 – Estimated Revenue by Tax Status for Employer Firms: 2013 through 2020
2013-2020 SAS: Selected Employer Estimated Revenue From NAICS 71 (Millions)

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 2 – Estimated Revenue by Tax Status for Employer Firms: 2013 through 2020
NAICS 72 – Accommodation and Food Services

721 Accommodation
Provide lodging or short-term accommodations for travelers, vacationers, and others

722 Food Services and Drinking Places
Prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption
2013-2020 SAS: NAICS Sector 72 Employer Estimated Revenue (Millions)

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 1 – Estimated Revenue for Employer and Nonemployer Firms: 2013 through 2020
NAICS 721 Accommodation

7211  Traveler Accommodation
   72111  Hotels (except casino hotels) and Motels
   72112  Casino Hotels
   72119  Other Traveler Accommodation

7212  RV (Recreational Vehicle) Parks and Recreational Camps

7213  Rooming and Boarding Houses
2013-2020 SAS: Employer Estimated Revenue from NAICS 7211 (Millions)

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: 2020 Service Annual Survey
Table 2 – Estimated Revenue by Tax Status for Employer Firms: 2013 through 2020
NAICS 722 Food Services and Drinking Places

7223 Special Food Services
   72231 Food Service Contractors
   72232 Caterers
   72233 Mobile Food Services

7224 Drinking Places (Alcoholic Beverages)

7225 Restaurants and Other Eating Places
   722511 Full-Service Restaurants
   722513 Limited-Service Restaurants
   722514 Cafeterias, Grill Buffets, and Buffets
   722515 Snack and Nonalcoholic Beverage Bars
### 2013-2020 SAS: Selected Employer Estimated Revenue From NAICS 722 (Millions)

**Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.**

**Source:** 2020 Service Annual Survey

**Table 2 – Estimated Revenue by Tax Status for Employer Firms: 2013 through 2020**
Economic Census
2012 and 2017 Economic Census: Number of Establishments for NAICS Industry 722513, Limited-Service Restaurant by Type of Service

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.

Source: EC1272SXSB01 Accommodation and Food Services: Subject Series – Misc. Subjects: Primary Type of Food Service for the U.S. and States: 2012
Source: EC1772FOODSVCAccommodation and Food Services: Primary Type of Food Service for the U.S. and States: 2017
### 2012 and 2017 Economic Census: Receipts (Thousands) for NAICS Industry 722513, Limited-Service Restaurant by Type of Service

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>2012</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>All establishments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order and pay at counter with inside seating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take out and drive through</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cafeteria line with inside seating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** EC1272SXSB01 Accommodation and Food Services: Subject Series – Misc. Subjects: Primary Type of Food Service for the U.S. and States: 2012

**Source:** EC1772FOODSVC Accommodation and Food Services: Primary Type of Food Service for the U.S. and States: 2017

Differences in revenue estimates may be attributed to sampling or nonsampling error, rather than underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown.
Learn More

- Purpose
- Coverage
- Content
- Frequency
- Methods
- Products
- Uses
- Special Features
- History

https://www.census.gov/programs-surveys/sas/about.html

https://www.census.gov/programs-surveys/economic-census/guidance.html
Longitudinal Employer-Household Dynamics Program (LEHD)
About the LEHD Program

An innovative federal statistical program, collecting existing data and...

..linking it together to provide new information sources at low cost

New linked national jobs data for the U.S.
<table>
<thead>
<tr>
<th>Data Product</th>
<th>Explore the data, answer questions, or get visualizations</th>
<th>Bulk data for use in analysis process/software</th>
<th>Live queries for building web applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>QWI</td>
<td>QWI Explorer</td>
<td>LED Extraction Tool and Raw data download</td>
<td>Census Bureau API</td>
</tr>
<tr>
<td>J2J</td>
<td>J2J Explorer</td>
<td>Raw data download</td>
<td>Future Development</td>
</tr>
<tr>
<td>PSEO</td>
<td>PSEO Explorer</td>
<td>Raw data download</td>
<td>Future Development</td>
</tr>
<tr>
<td>VEO</td>
<td>VEO Explorer</td>
<td>Raw data download</td>
<td>Future Development</td>
</tr>
</tbody>
</table>
Initial Impact of COVID-19 on Travel, Tourism, Outdoor Recreation Varied Widely Across States

Tourism and Related Industries Declined Sharply in Northeastern States in Spring 2020, Women and Young Workers More Affected Nationwide

MATTHEW GRAHAM, HEATH HAYWARD, HUBERT JANICKI, ERIKA McENTARPER AND LEE TUCKER
JUNE 23, 2021

Early outbreaks of COVID-19 affected large populations in New York and New Jersey in the spring of 2020, leading the Centers for Disease Control and Prevention (CDC) to issue a domestic travel advisory for those states.
National Totals of Workers in Accommodations and Food Services from 2019-2021
Sex and Age

Who Works in Travel, Tourism, and Outdoor Recreation: Employment by Sex and Age

Race and Ethnicity

Who Works in Travel, Tourism, and Outdoor Recreation: Employment by Race and Ethnicity
Using **J2J Explorer** where did workers go?
Bar charts taken from published 2020-2013 SAS data and 2017/2012 Economic Census data for NAICS 71 and 72

- [https://www.census.gov/data/tables/2020/econ/services/sas-naics.html](https://www.census.gov/data/tables/2020/econ/services/sas-naics.html)

- [https://www.census.gov/programs-surveys/economic-census/data/tables.html](https://www.census.gov/programs-surveys/economic-census/data/tables.html)
American Community Survey (ACS)
American Community Survey

- The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment

- 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
## Availability of Data Products

<table>
<thead>
<tr>
<th>Estimated Population of Geographic Area</th>
<th>1-Year Estimates</th>
<th>1-Year Supplemental Estimates</th>
<th>5-Year Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>65,000 or more</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>20,000 to 64,999</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Less than 20,000</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Typical Release (Occurs in calendar year after data collection)</td>
<td><strong>September</strong></td>
<td><strong>October</strong></td>
<td><strong>December</strong></td>
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</tbody>
</table>

# Content Overview

## POPULATION

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th>DEMOGRAPHIC</th>
<th>ECONOMIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancestry</td>
<td>Age</td>
<td>Class of Worker</td>
</tr>
<tr>
<td>Citizenship</td>
<td>Hispanic Origin</td>
<td>Commuting</td>
</tr>
<tr>
<td>Citizen Voting Age Population</td>
<td>Race</td>
<td>Employment Status</td>
</tr>
<tr>
<td>Disability</td>
<td>Relationship</td>
<td>Food Stamps (SNAP)</td>
</tr>
<tr>
<td>Educational Attainment</td>
<td>Sex</td>
<td>Health Insurance</td>
</tr>
<tr>
<td>Fertility</td>
<td></td>
<td>Hours/Week, Weeks/Year</td>
</tr>
<tr>
<td>Grandparents</td>
<td></td>
<td>Income</td>
</tr>
<tr>
<td>Language</td>
<td></td>
<td>Industry &amp; Occupation</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Migration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Enrollment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Veterans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## HOUSING

- 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
Selected Census Geographic Concepts

- Nation
- Regions
  - Metropolitan and Micropolitan Areas
  - Urban Areas
  - American Indian/Alaska Native Areas/Hawaiian Home Lands
- States
- Counties
  - Congressional Districts
  - School Districts
  - Places
  - Public Use Microdata Areas (PUMAs)
  - Alaska Native Regional Areas
  - State Legislative Districts
- Census Tracts
  - 805,000+ Geographic Areas
  - Block Groups
- 35,000+ Communities
Selected Census Geographic Concepts

- **State**
- **County**
- **Census Tract**
- **Block Group**

County of Santa Fe
American Community Survey

American Community Survey (ACS)

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

[Image of ACS Main Page]

census.gov/acs
Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- COVID-19 Data Hub
- data.census.gov
Live Demo on data.census.gov

census.gov/data/what-is-data-census-gov.html
## Census Economic Programs vs. ACS

<table>
<thead>
<tr>
<th></th>
<th>Economic Programs</th>
<th>ACS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimate Base</strong></td>
<td>Establishment or Company/Firm</td>
<td>Household</td>
</tr>
<tr>
<td><strong>Industry</strong></td>
<td>NAICS</td>
<td>Census Codes</td>
</tr>
<tr>
<td><strong>Geographies</strong></td>
<td>Economic Places, ZIP Codes, Tribal businesses, Public establishment</td>
<td>Places, ZCTAs, Tribal areas, Legal/Statistical area, extra geographies</td>
</tr>
</tbody>
</table>
• **Purpose:**
  - Improve understanding of the value and utility of ACS data.
  - Promote information sharing among data users.

• **Users group website and online community**

• **Webinars and special sessions at professional meetings planned**

• **FREE** membership and open to all ACS data users

acsdatacommunity.prb.org
Data tell stories. Tell us yours!

[Image of a webpage titled "Share Your ACS Data Story"]

- Your story
- Your data details
- Your outcome

[census.gov/acs/www/share-your-story]
Continue the Conversation

Website
census.gov/acs

Email Alerts
https://public.govdelivery.com/accounts/USCENSUS/signup/12426

ACS User Support
acso.users.support@census.gov

Social Media
@uscensusbureau
#ACSdata

Census Customer Service Center
800-923-8282

Source Us
U.S. Census Bureau’s [YYYY – YYYY] American Community Survey [1/5]-year [estimates/statistics/data release]
Q & A and Thank You!

Contact Information:

Service Annual Survey – ewd.sas@census.gov
Longitudinal Employer-Household Dynamics – CES.local.employment.dynamics@census.gov
American Community Survey acso.users.support@census.gov

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-ASK-DATA
Or email us at: census.askdata@census.gov
Reference Materials
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
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

<table>
<thead>
<tr>
<th>Level</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>51</td>
<td>Information</td>
</tr>
<tr>
<td>Subsector</td>
<td>515</td>
<td>Broadcasting (except Internet)</td>
</tr>
<tr>
<td>Industry Group</td>
<td>5151</td>
<td>Radio and Television Broadcasting</td>
</tr>
<tr>
<td>Industry</td>
<td>51511</td>
<td>Radio Broadcasting</td>
</tr>
<tr>
<td>U.S. Industry</td>
<td>51512</td>
<td>Radio Stations</td>
</tr>
</tbody>
</table>