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:
   • Annual Retail Trade Survey
   • Monthly Retail Trade Survey
   • American Community Survey

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
Annual Retail Trade 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](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.
Annual Retail Trade Survey (ARTS)
• The Annual Retail Trade Survey (ARTS) produces national estimates of total annual sales, e-commerce sales, sales taxes, end-of-year inventories, purchases, total operating expenses, and gross margins for retail businesses located in the United States.

• Data generated from this survey are often used by government agencies, private businesses, and researchers.
• U.S. firms with paid employees that are primarily engaged in retail trade

• Single-establishment firms and multiple-establishment firms

• Collected data from respondents:
  • Annual sales
  • E-commerce sales
  • Sales taxes
  • End-of-year inventories
  • Purchases
  • Total operating expenses
• ARTS is a mandatory survey

• Frequency:
  • Survey is mailed out each year and respondents report online via Centurion software
  • Starting with 2021 our goal is to release our data approximately 12 months after the reference year has concluded
  • On January 13th, 2022, we released the 2020 Annual Retail Trade Survey
Directly to  https://www.census.gov/arts

or

www.census.gov

• Choose “SURVEYS/PROGRAMS” at the top
• Choose “All surveys and programs” from the dropdown
• Scroll down to Annual Retail Trade Survey (ARTS)
• To view all of the data products stemming from ARTS, choose the "Data" option from the menu on the left
• Click “Annual Retail Trade Survey (ARTS) Tables”
Detailed Operating Expenses Data

- Frequency: Published for survey years ending in “2” and “7.” A revised version is then published to benchmark to the final Economic Census data for that year.

- The revised 2017 Detailed Operating Expenses data were released on January 28, 2021

- Respondents reported their total operating expenses broken down into 26 detailed expense lines.

[Estimated Detailed Operating Expenses of U.S. Retail Firms by Kind of Business: 2017](#)
Retail Sales by 3-Digit NAICS
in millions of dollars

Estimates are shown in millions of dollars and are based on data from the Annual Retail Trade Survey: Sales (1992-2020) table. Estimates have been adjusted using final results of the 2017 Economic Census.

Note: Additional information on confidentiality protection, quality suppressions, sampling error, sample design, and definitions may be found Here.

DMS - P-7500134/Approval ID: CBDRB-FY22-061.
3-Digit NAICS that Decreased in Sales in 2020

in millions of dollars

2019 to 2020 % Change

441: -2.4%
442: -6.3%
443: -16.5%
447: -16.6%
448: -25.3%
453: -3.0%

Estimates are shown in millions of dollars and are based on data from the Annual Retail Trade Survey: Sales (1992-2020) table. Estimates have been adjusted using final results of the 2017 Economic Census.

Note: Additional information on confidentiality protection, quality suppressions, sampling error, sample design, and definitions may be found Here.
DMS - P-7500134/Approval ID: CBDRB-FY22-061.
3-Digit NAICS that Increased in Sales in 2020
in millions of dollars

Estimates are shown in millions of dollars and are based on data from the Annual Retail Trade Survey: Sales (1992-2020) table. Estimates have been adjusted using final results of the 2017 Economic Census.

Note: Additional information on confidentiality protection, quality suppressions, sampling error, sample design, and definitions may be found Here.

DMS - P-7500134/Approval ID: CBDRB-FY22-061.
Promotional Activities

- **ARTS Podcast**

Listen to Ian Thomas and Omari Wooden from the Economic Directorate as they discuss the Annual Retail Trade Survey (ARTS) on a podcast released this past April. The ARTS, a mandatory survey, has been conducted since 1951. Its estimates are more timely than those generated via the Economic Census that collects data every 5 years in years ending in “2” and “7”, and more detailed than those produced through the Advance Monthly and Monthly Retail Trade Surveys, which are conducted each month. Learn about scope, historical trends for certain sectors, and what’s coming up next for this current annual survey.
Find Us Online or on Social Media:

- **Estimated Sales for U.S. Retailers: 2019-2020**
- **Tip Sheet**

- ARTS on Social Media:
  - **Twitter**
  - **Facebook**
  - **LinkedIn**
Data Users

- The Bureau of Economic Analysis (BEA) uses the data to estimate the change in the private inventories component of Gross Domestic Product (GDP) and output in both the benchmark and annual input-output (I-O) accounts and GDP by industry. Data on sales taxes are also used to prepare estimates of GDP by industry and to derive industry output for the I-O accounts. Data on detailed operating expenses are collected on this survey for 5 years and used to produce national estimates of value added, gross output, and intermediate inputs, and serve as a benchmark for the annual industry accounts which provide the control totals for the GDP-by-state accounts.

- The Bureau of Labor Statistics (BLS) uses the data as input to its Producer Price Indexes (PPI) and in developing productivity measurements. Private businesses use the estimates in computing business activity indexes.

- ARTS serves as a benchmark for the estimates produced from the Census Bureau's Monthly Retail Trade Survey (MRTS).
Monthly Retail Trade Survey (MRTS)
• The Monthly Retail Trade Survey (MRTS) produces current national estimates of sales at retail and food services stores and inventories held by retail stores. The Advance Monthly Retail Trade Survey (MARTS) provides an early indication of sales of retail and food service companies.

• Statistics include retail sales, e-commerce sales, inventories, and ratios of inventories-to-sales. Estimates are nominal and are both seasonally adjusted and unadjusted.

• These data are widely used and closely watched throughout government, academic, and business communities.
• U.S. firms with paid employees that are primarily engaged in retail trade
• Single-establishment firms and multiple-establishment firms
• Collected data from respondents:
  • Monthly retail sales
  • E-commerce sales
  • End-of-month inventories
Frequency:

- The survey is collected on a monthly basis.
- MARTS responses are due 2 working days after the reporting month, and MRTS responses are due on the 8th working day.
- MARTS and MRTS are published on the same day, providing advance estimates of a new month and publishing revised preliminary data from the previous month.
- The Annual Revision of Monthly Retail Trade and Food Services is released annually each spring based on the results of the Annual Retail Trade Survey.
The Bureau of Economic Analysis uses the estimates to calculate Gross Domestic Product.

The Bureau of Labor Statistics uses the estimates to develop consumer price indexes and productivity measurements.

The Council of Economic Advisers uses the estimates to analyze current economic activity.

The Federal Reserve Board uses the estimates to assess recent trends in consumer purchases.

The media use the estimates to report news of recent consumer activity.

Financial and investment companies use the estimates to measure recent economic trends.
1. Directly at https://www.census.gov/retail

2. From Census main page at https://www.census.gov
   - Find the “U.S. Census Bureau Economic Indicators” widget on the right
   - Select “All Economic Indicators”
   - Find “Advance Monthly Retail Sales” from the list

3. Get a full time series of the data at https://www.census.gov/econ/currentdata/
   - Navigate to “Monthly Retail Trade and Food Services”

   - Available for both iOS and Android Devices
• **Quarterly E-Commerce Report**
  
  • Retail e-commerce sales are estimated from the same sample used for MRTS to estimate preliminary and final U.S. retail sales
  
  • Firms are asked to report e-commerce sales on the same questionnaire used to collect total retail sales for the Advance Monthly and Monthly Retail Trade Surveys
  
  • Data is aggregated and published on a quarterly basis at the total Retail Trade level as well as, more recently, for more detailed NAICS subsectors included in the Supplemental Quarterly E-Commerce Tables

• **Monthly State Retail Sales (MSRS) Report**
  
  • The Census Bureau's new experimental data product featuring modeled state-level retail sales
  
  • This is a blended data product using Monthly Retail Trade Survey data, administrative data, and third-party data
  
  • Produces year-over-year percentage changes
  
  • Data is available for Total Retail Sales excluding Nonstore Retailers as well as 11 retail NAICS subsectors
  
  • [https://www.census.gov/retail/state_retail_sales.html](https://www.census.gov/retail/state_retail_sales.html)
Monthly Retail & Food Services Sales (seasonally adjusted)

Recession shading determined by the US Business Cycle Expansions and Contractions from the National Bureau of Economic Research (NBER)

Estimates are adjusted for seasonal variation and holiday and trading-day differences but not for price changes

Source: U.S. Census Bureau, Advance Monthly Sales for Retail Trade and Food Services, June 15, 2022

DMS - P-7504206/Approval ID: CBDRB-FY22-001
Monthly Retail Inventories
(seasonally adjusted)

Recession shading determined by the US Business Cycle Expansions and Contractions from the National Bureau of Economic Research (NBER)

Estimates are adjusted for seasonal variation and trading-day differences, but not for price changes

Source: U.S. Census Bureau, Monthly Retail Trade and Food Services Report, June 15, 2022
DMS - P-7504206/Approval ID: CBDRB-FY22-001
Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2013 – 1st Quarter 2022

Seasonally adjusted estimates are adjusted for seasonal variation, but not for price changes.

Source: Retail Indicators Branch, U.S. Census Bureau, May 19, 2022
DMS - P-7504206/Approval ID: CBDRB-FY22-001
E-commerce year-to-year percent changes by industry
(Based on not seasonally adjusted estimates)

* - Year-to-year percent change estimate is not statistically different from zero at the 90% confidence level.
^ - Year-to-year percent change comparisons between 2021q2 and 2021q3 are not significantly different at the 90% confidence level.
+ - Year-to-year percent change comparisons between 2021q2 and 2021q4 are not significantly different at the 90% confidence level.
- - Year-to-year percent change comparisons between 2021q3 and 2022q1 are not significantly different at the 90% confidence level.
◊ - Year-to-year percent change comparisons between 2021q3 and 2022q1 are not significantly different at the 90% confidence level.
- Year-to-year percent change comparisons between 2021q4 and 2022q1 are not significantly different at the 90% confidence level.
- Year-to-year percent change comparisons across industries have not been tested for significance.

Source: Retail Indicators Branch, U.S. Census Bureau, May 19, 2022

DMS - P-7504206/Approval ID: CBDRB-FY22-001
Exploring Census Data | Retail

Monthly Retail Trade Survey (MRTS)

Monthly State Retail Sales

Source: U.S. Census Bureau, Monthly State Retail Sales, June 10, 2022

(1) Excluding nonstore retailers

* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

Note: State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.
Featuring Monthly Retail Data

• Jason & Scot Show “Retail Sales Data with US Census Bureau” - https://retailgeek.com/jason-scot-show-episode-239-us-census-retail-data/
  
  In this interview, Paul and Scott walk through the retail sales data products that the US Census publishes and give advance about how to interpret the data.

Find Us Online or on Social Media:

• Monthly State Retail Sales: https://www.census.gov/library/visualizations/interactive/monthly-state-retail-sales.html

• Latest MARTS Release: https://www.census.gov/retail/marts/www/marts_current.pdf

• MRTS on Social Media: https://twitter.com/uscensusbureau/status/1537050754850111489?cxt=HHwWgoCyyZLh2dQqAAAA
American Community Survey
The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality

• 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

• Typically provides three key annual data releases:
  1-year Estimates (for large populations, geographies of 65,000+ population)
  1-year Supplemental Estimates (for small populations, geographies of 20,000+ population)
  5-year Estimates (for very small populations, geographies down to Census Tracts and Block Groups)
## 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>
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<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>
</tbody>
</table>

**Typical Release Date**
(Occurs in the calendar year after data collection)

- September
- October
- December

**2021 Data Release**
- September 15, 2022
- October 20, 2022
- December 8, 2022

# Content Overview

## POPULATION

**SOCIAL**
- Ancestry
- Citizenship
- Citizen Voting Age Population
- Disability
- Educational Attainment
- Fertility
- Grandparents
- Language
- Marital Status
- Migration
- School Enrollment
- Veterans

**DEMOGRAPHIC**
- Age
- Hispanic Origin
- Race
- Relationship
- Sex

**ECONOMIC**
- Class of Worker
- Commuting
- Employment Status
- Food Stamps (SNAP)
- Health Insurance
- Hours/Week, Weeks/Year
- Income
- Industry & Occupation

## 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
    - States
      - Counties
        - Census Tracts
          - Block Groups
          - Zip Code Tabulation Areas
          - Metropolitan and Micropolitan Areas
          - Urban Areas
    - Congressional Districts
    - School Districts
    - Places
  - Public Use Microdata Areas (PUMAs)
  - Alaska Native Regional Areas
  - State Legislative Districts

American Indian/Alaska Native Areas/Hawaiian Home Lands

census.gov/programs-surveys/acs/geography-acs.html
Selected Census Geographic Concepts

Washington County
American Community Survey

Tables and Profiles

Tables

- Detailed Tables (B or C)
- Subject Tables (S)

Description

- Most detailed ACS statistics
- Each table covers one primary topic
- May contain cross tabulations

Profiles

- Data Profiles (DP) - includes %
- Comparison Profiles (CP) - includes statistical significance

Description

- Most common ACS statistics
- Derived from tables
- Each profile covers many topics

census.gov/programs-surveys/ac...table-ids-explained.html
Selected Ways to Access Data

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

[census.gov/data/data-tools.html](census.gov/data/data-tools.html)
Live Demo on data.census.gov

census.gov/data/what-is-data-census-gov.html
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.

Featured

Respond to the ACS
Learn the different ways to respond to the American Community Survey – online, by phone, by mail. Read our FAQs or call us for more help with the survey.

American Community Survey Data
The American Community Survey releases new data every year, in the form of estimates, in a variety of tables, tools, and analytical reports.

Subscribe
Subscribe to GovDelivery email updates to stay up-to-date on the latest news and events about the American Community Survey.

Data

2020 Data Release
Learn more about 2020 ACS data releases, including the latest releases of new 2015-2020 ACS 5-year data, PUMS files and VRE Tables.

data.census.gov
Access American Community Survey data on the Census Bureau’s new platform, data.census.gov.

Data Tell Stories. Tell Us Yours!
Share the creative ways you use American Community Survey data to make decisions.

View All Data

census.gov/acs
AMERICAN COMMUNITY SURVEY
DATA USERS GROUP

• **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!

American Community Survey

Share Your ACS Data Story

We want to hear about how you use American Community Survey (ACS) data.

Did you or your organization use the ACS to make an important decision, help open/expand a business, etc? If so, we are eager to learn more about your story by completing the fields below to help us showcase the value of ACS data.

Need help getting started? Check out featured examples from our collection of stories.

Note: If you have questions or need assistance with ACS data, please visit acsuersupport@census.gov. You can also reach out to the ACS Online Support Center.

Privacy Act Statement (click to read)
OMB Control No: 0690-0030
Expiration Date: 07/31/2023

Your Story *
Tell us how you use ACS data.

Your story
Your data details
Your outcome

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

**Website**
census.gov/acs

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

**Census Customer Service Center**
800-923-8282

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

**Social Media**
@uscensusbureau
#ACSdata

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

Contact Information:
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Rachel.Priddy@census.gov
Jenna Raleigh
Jenna.Raleigh@census.gov
American Community Survey Office
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>515112</td>
<td>Radio Stations</td>
</tr>
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</table>