Annual Business Survey: Economic and demographic characteristics for all U.S. businesses and business owners by sex, ethnicity, race, and veteran status

Aaron Finkle, Survey Statistician
Business Owners Branch
Economic Reimbursable Surveys Division
U.S. Census Bureau

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Annual Business Survey Background

- Sponsored by the National Science Foundation's (NSF) National Center for Science and Engineering Statistics (NCSES)
- Annual collection
- Published data from 2017 – 2020, currently collecting for 2021
- Mandatory under Title 13
- Replaces content from other surveys
  - Survey of Business Owners (SBO)
  - Annual Survey of Entrepreneurs (ASE)
  - Business R&D and Innovation Survey for Microbusinesses (BRDI-M)
  - Innovation part of the Business R&D and Innovation Survey (BRDIS)

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Annual Business Survey Data Overview 1

- 2021 ABS covers data year 2020
- Covers firm count, owner count, sales, number of employees, and payroll by race, ethnicity, veteran status, and sex, as well as various business and owner characteristics changing every year
  - ABS also stratifies this data by employment size, receipts size, and years in business
  - New to 2021 ABS, Rural and Urban Classification, as well as less and greater than 500 employees
- National, State and MSA level statistics, with 2-4 digit NAICS
  - 2-6 digits NAICS and CSA, MD, County, and Place for the 2018 ABS

Annual Business Survey Data Overview 2

- Frequency
  - Annual releases
  - 2021 ABS released in November, 2022 ABS data being collected now
- Data sets
  - Company Summary (CS), Characteristics of Businesses (CB), Characteristics of Business Owners (CBO), Module Characteristics of Businesses (MCB)
  - This year's module: Technology, Financing, and Business Practices
- Examples
  - CB: Family-owned, Customers served
  - CBO: Year business acquired, Age of owner
  - MCB: Effect of coronavirus on business, technologies used by the business
- Accessing the data:
    - https://www.census.gov/programs-surveys/abs/data.html

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NAICS (North American Industry Classification System)

- **NAICS** is a system of two to six digit codes used in business to classify the industry to which a company belongs.
- 2-4 digit NAICS in 2021 ABS, 2-6 in the 2018 ABS
- Examples within Health care and social assistance (62)
  - 623 – Nursing and residential care facilities
  - 6232 – Residential intellectual and developmental disability, mental health, and substance abuse facilities
  - 62321 and 623210 – Residential intellectual and developmental disability facilities
- North American Industry Classification System (NAICS) U.S. Census Bureau

Urban/Rural Classification

- New to 2021 ABS
- Firms are classified as urban or rural based on the population of the Census block of its physical location or mailing address. Firms on a Census block with at least 2,500 inhabitants are classified as “Urban”. All other firms are classified as “Rural”.
- Based on the 2020 Census, and is updated after each census taken
- Urban and Rural (census.gov)

United States Businesses in 2020, Summarized

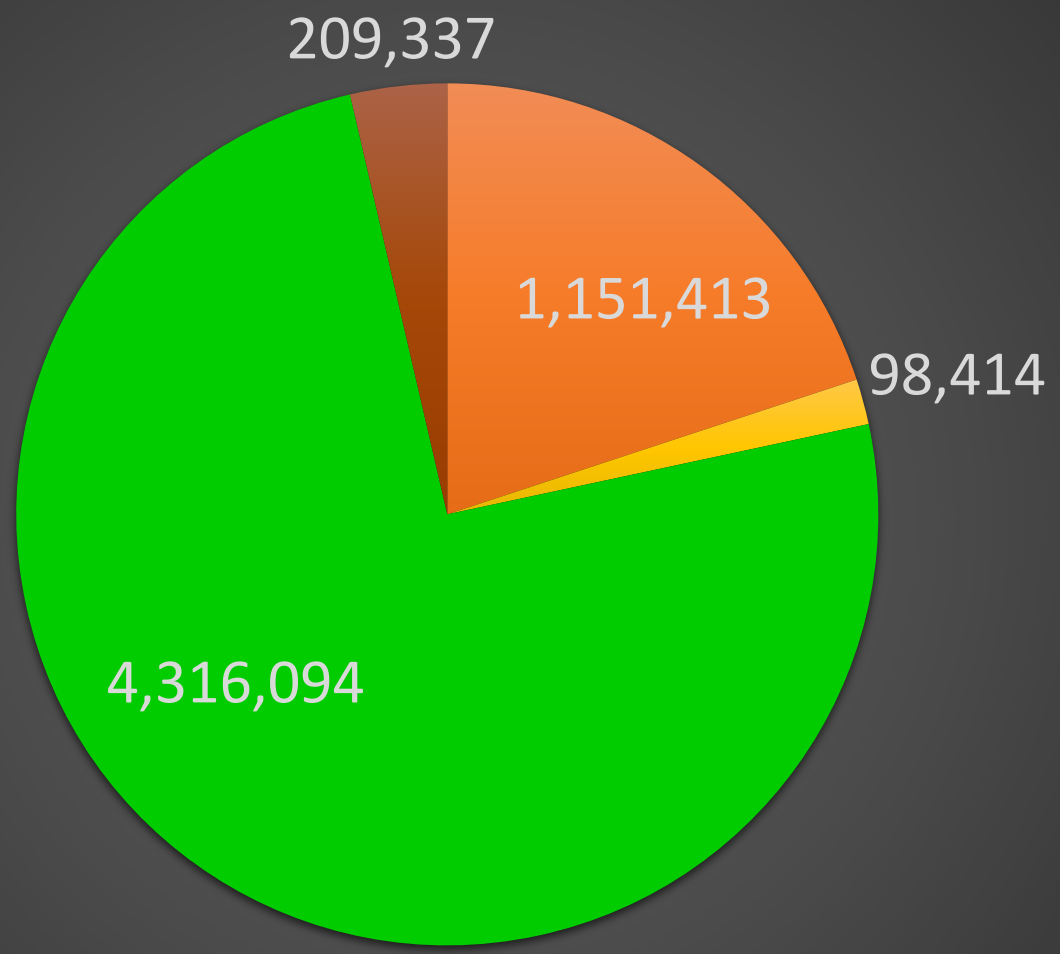
- Firm Count: 5,775,258
- Receipts (sales): 38,850,255,975,000
- Employees: 129,363,644
- Payroll: 7,347,826,423,000

- The statements in this presentation have not been verified for statistical significance

Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?n=00&tid=ABSCS2020.AB2000CSA01

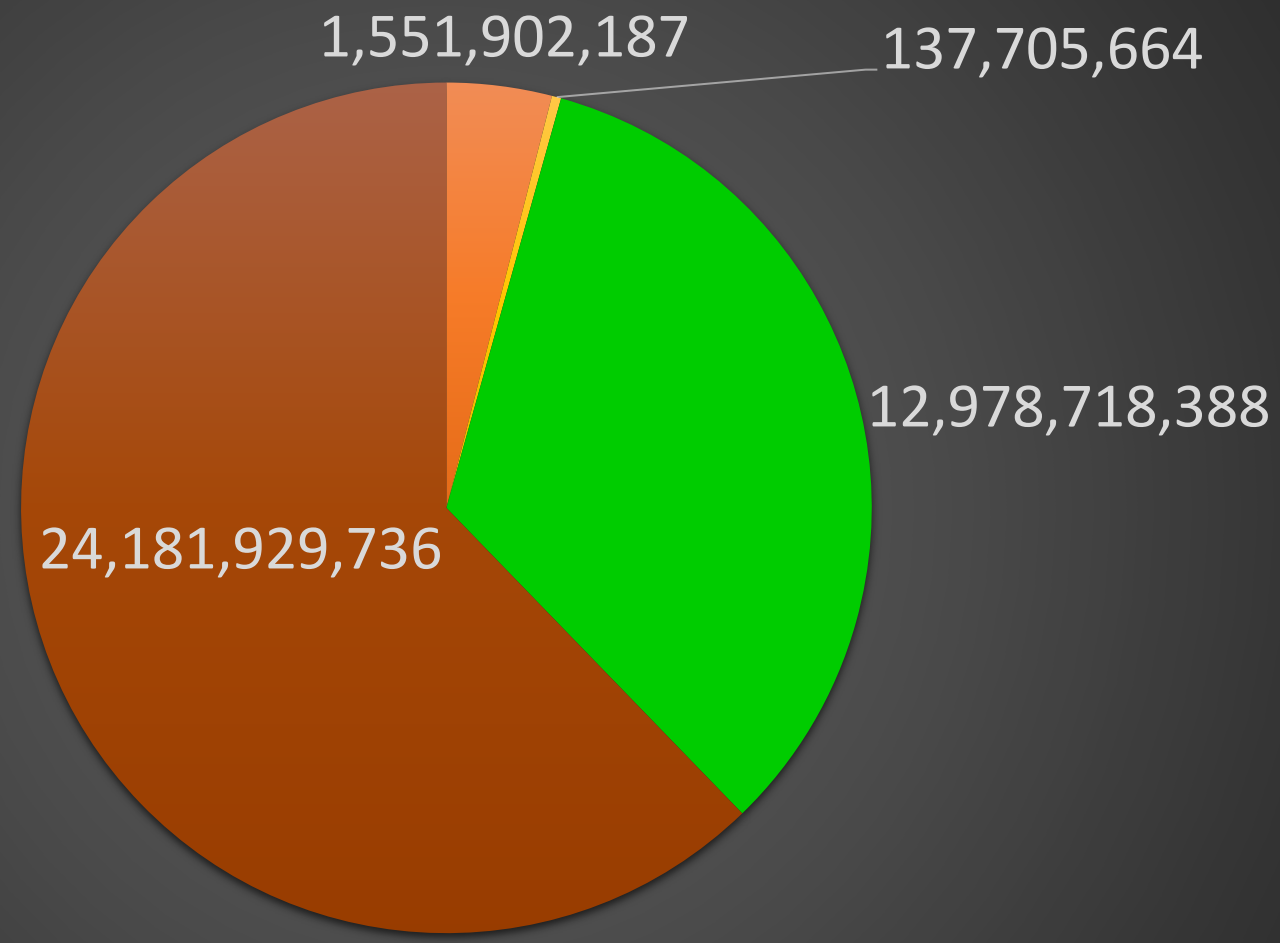
TOTAL FIRMS IN THE UNITED STATES IN 2020 BY RACE



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

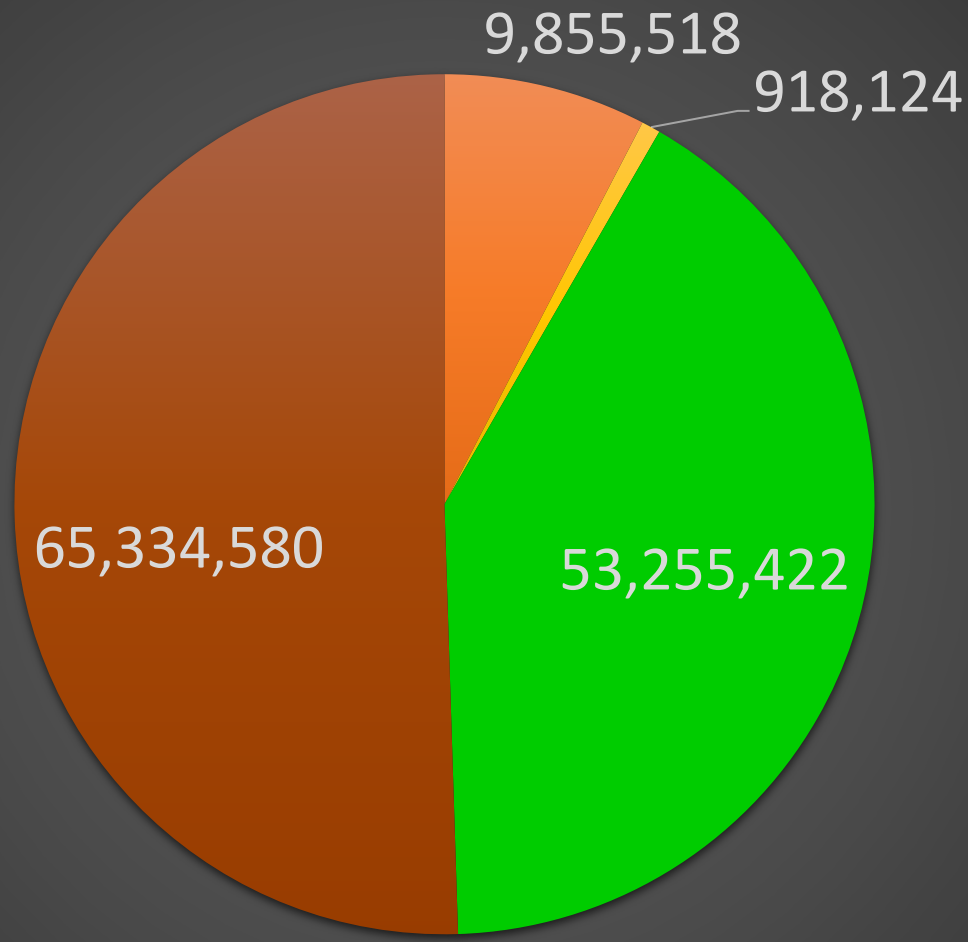
TOTAL RECEIPTS IN THE UNITED STATES IN 2020 BY RACE (IN THOUSANDS)



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

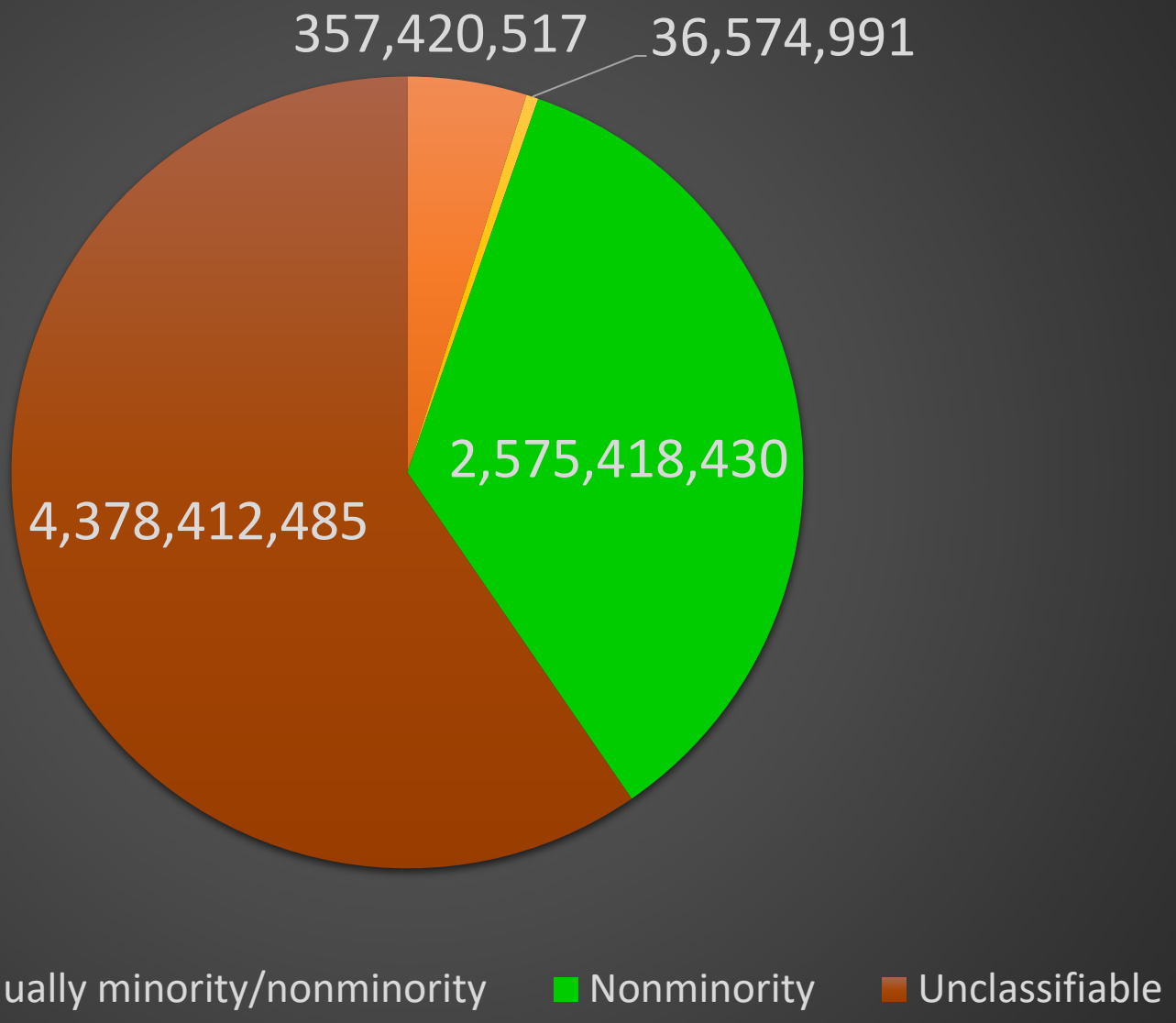
TOTAL EMPLOYEES IN THE UNITED STATES IN 2020 BY RACE



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

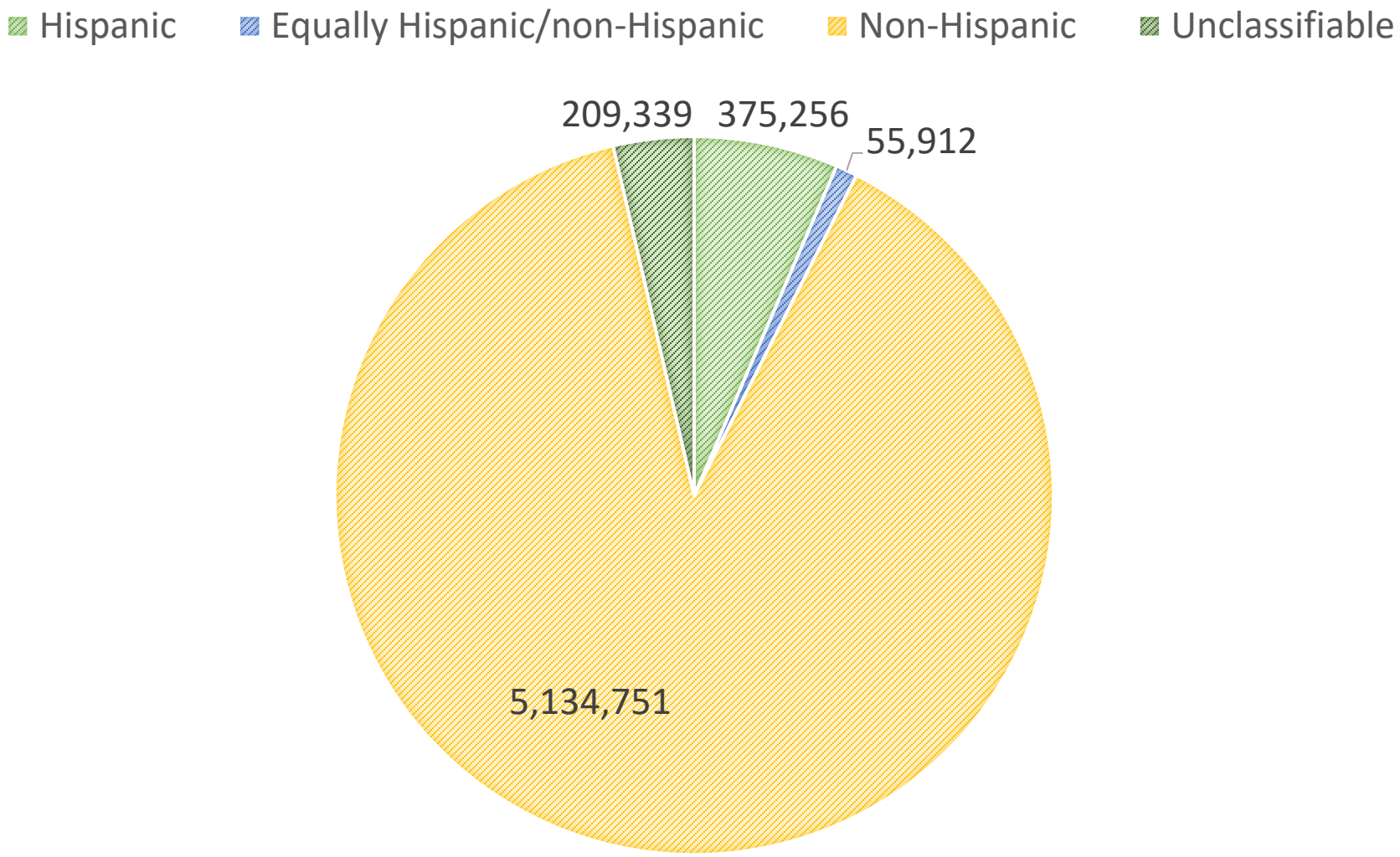
TOTAL PAYROLL IN THE UNITED STATES IN 2020 BY RACE (IN THOUSANDS)



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

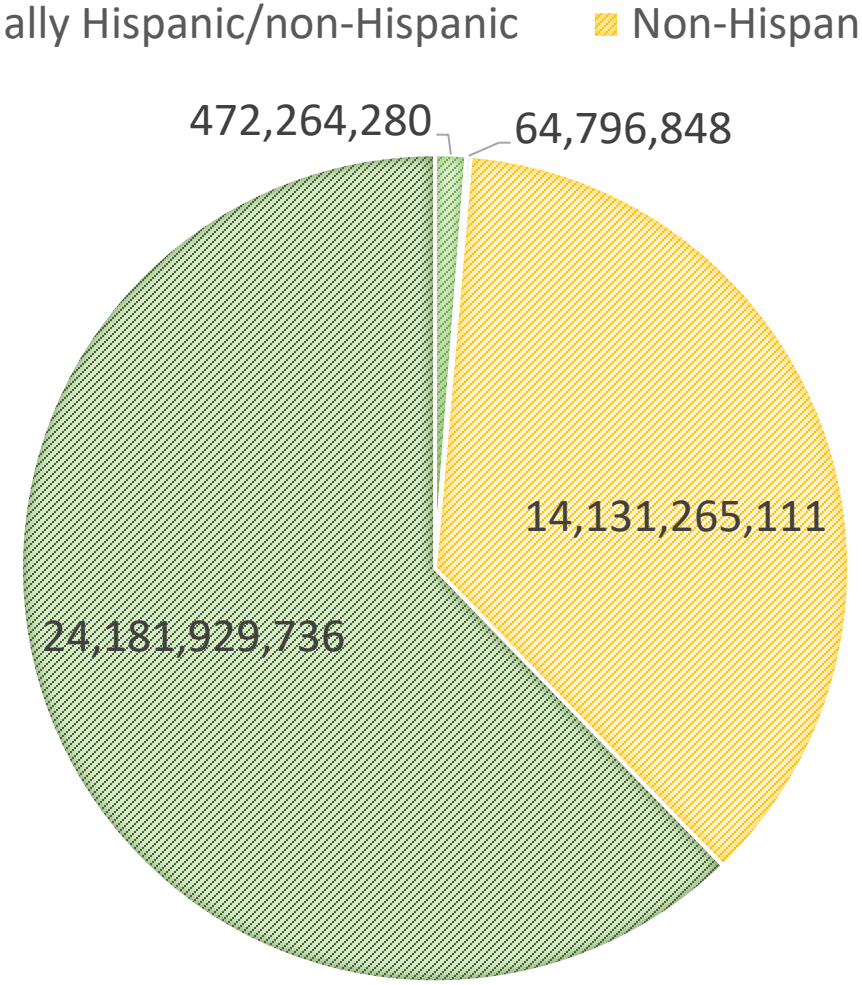
TOTAL FIRMS IN THE UNITED STATES IN 2020 BY ETHNICITY



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

TOTAL RECEIPTS IN THE UNITED STATES IN 2020 BY ETHNICITY (IN THOUSANDS)



Source: U.S. Census Bureau, 2021 Annual Business Survey

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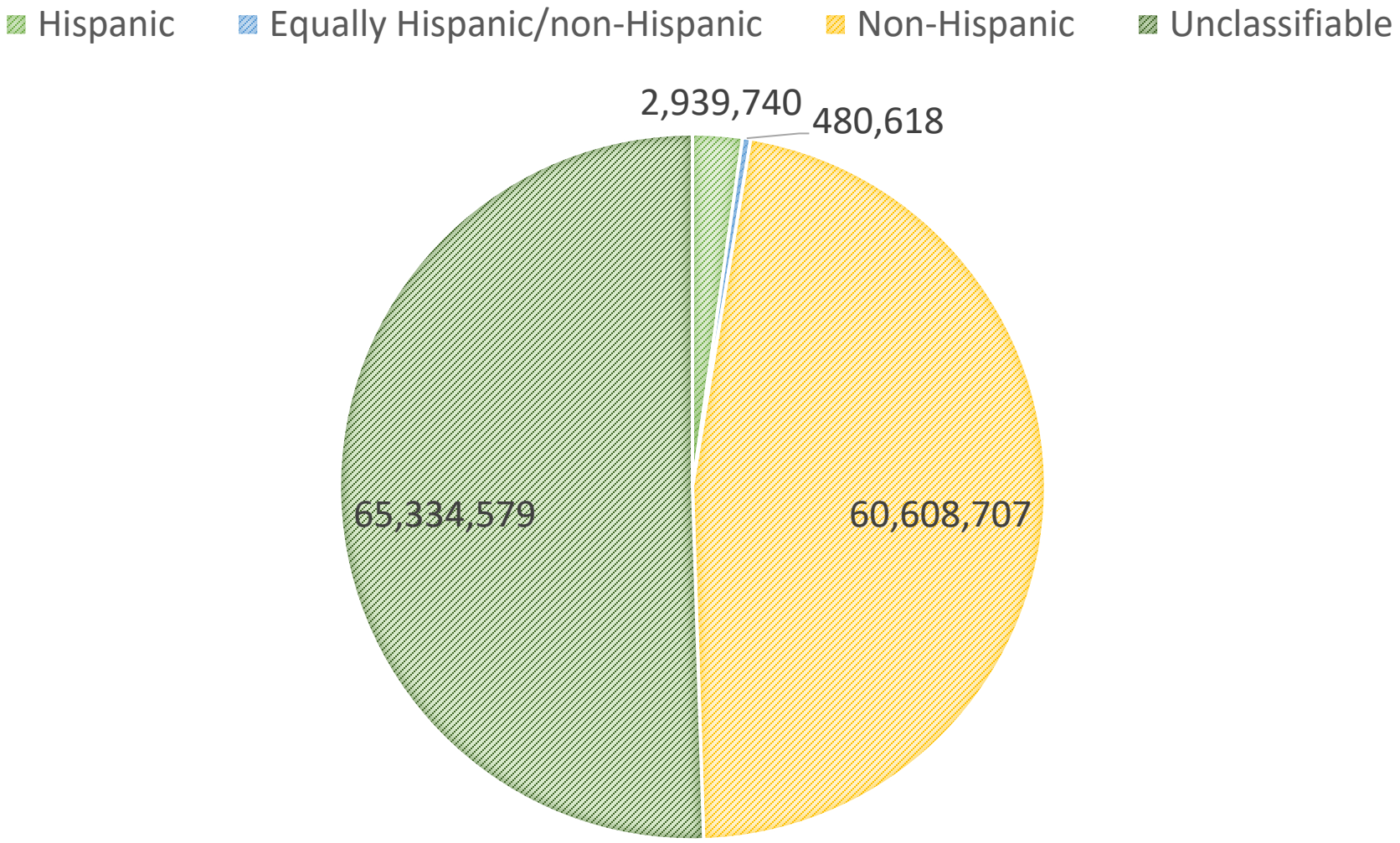
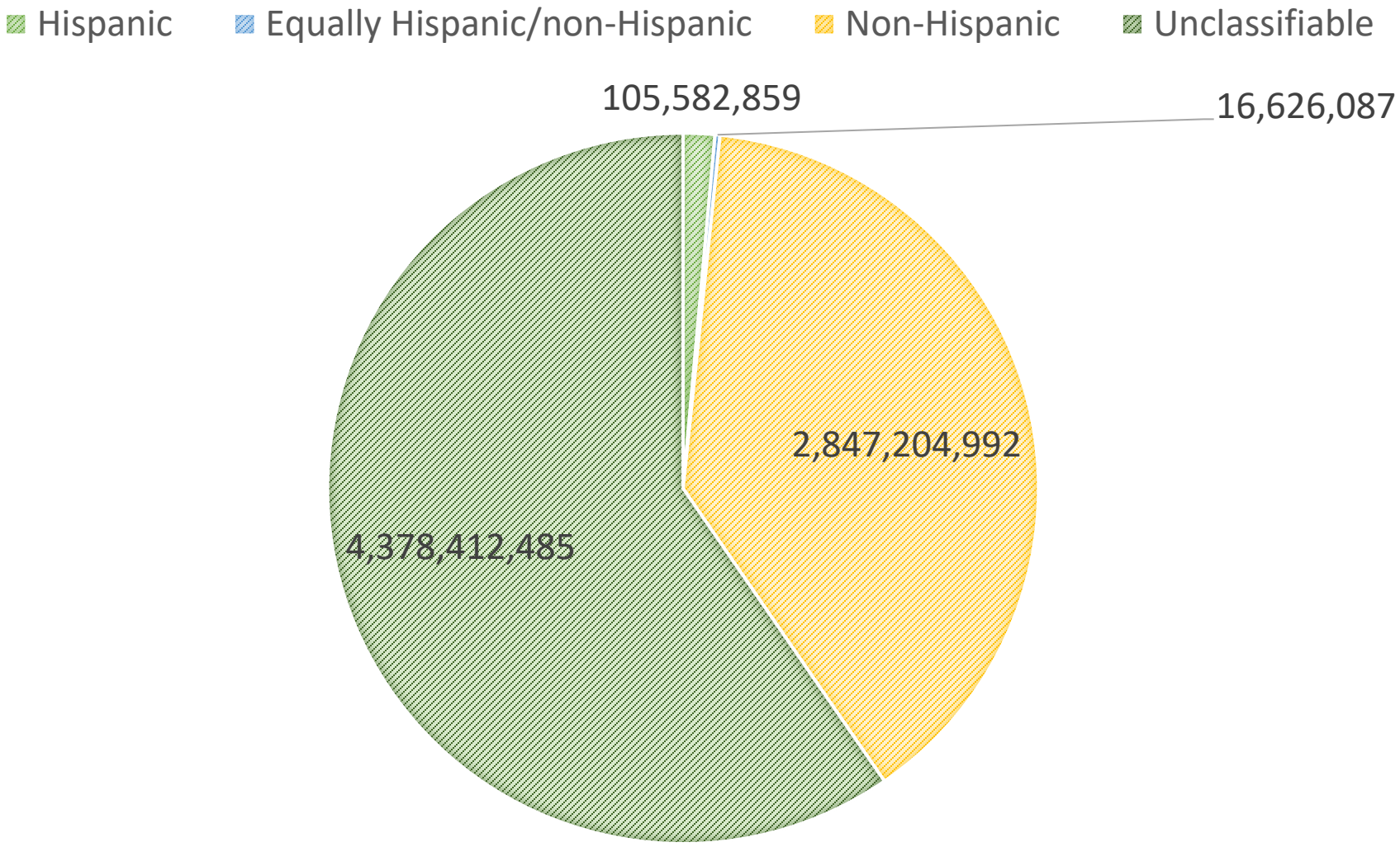
TOTAL EMPLOYEES IN THE UNITED STATES IN 2020 BY ETHNICITY



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

TOTAL PAYROLL IN THE UNITED STATES IN 2020 BY ETHNICITY (IN THOUSANDS)

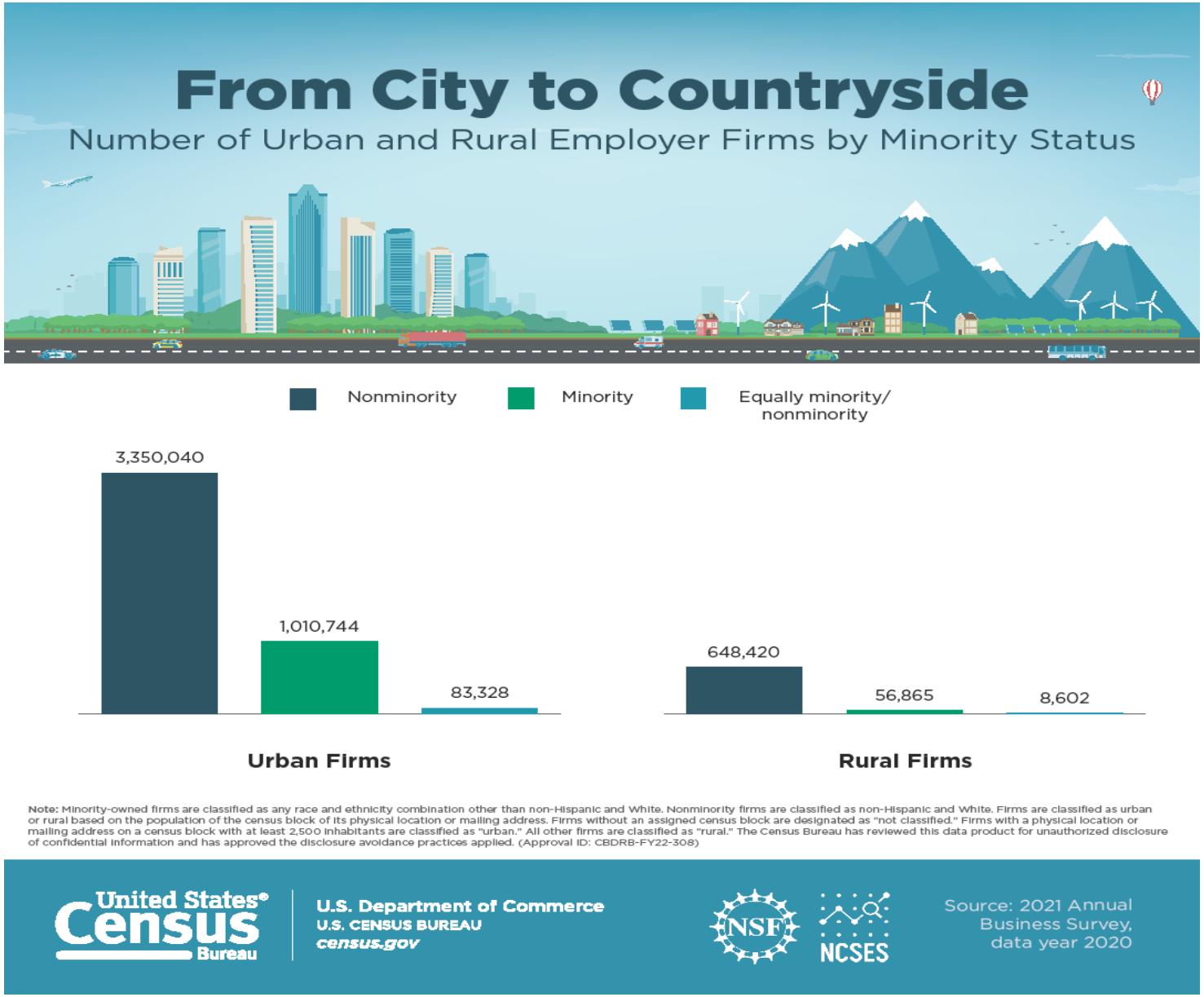


Source: U.S. Census Bureau, 2021 Annual Business Survey

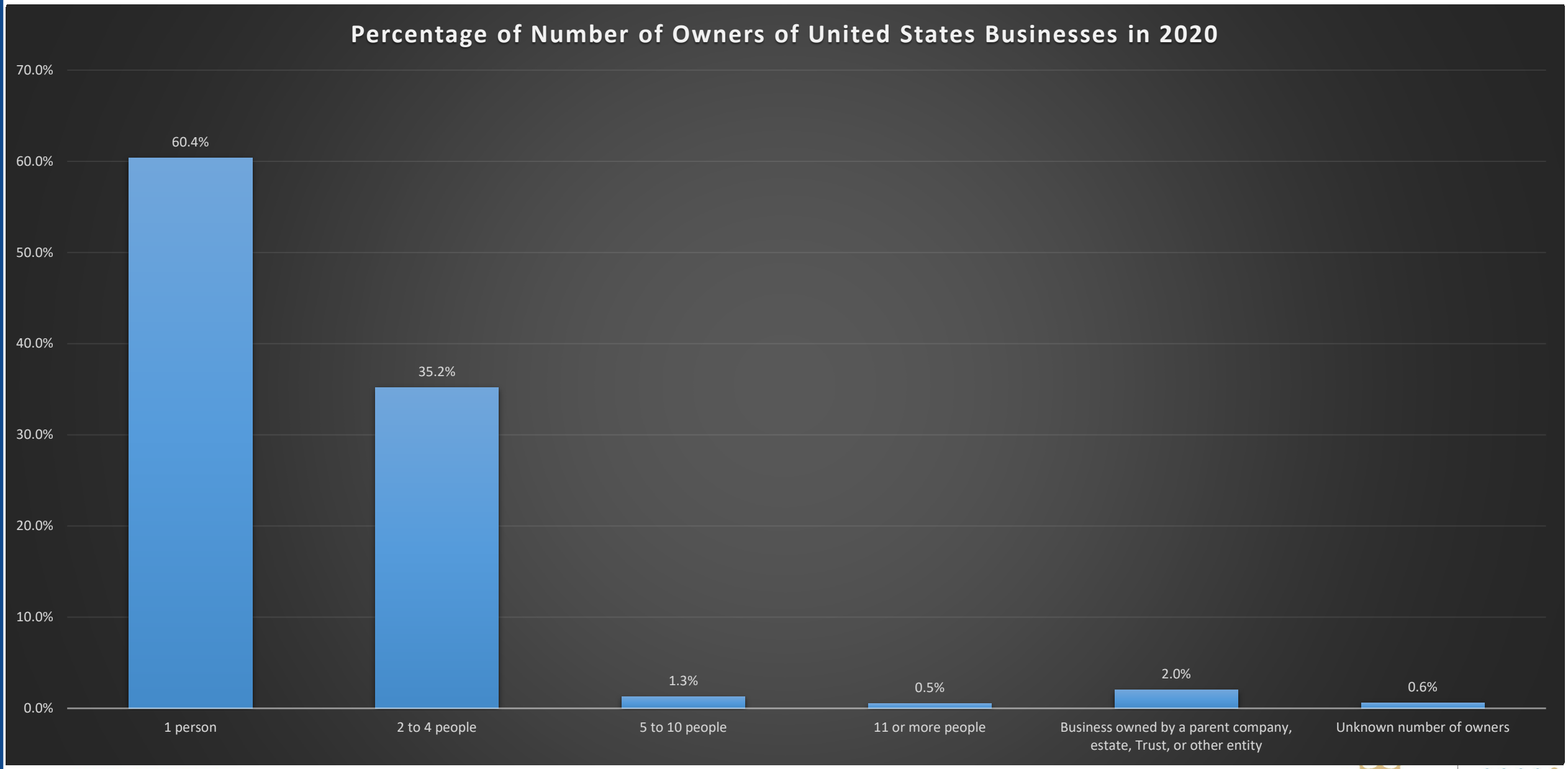
https://data.census.gov/table?tid=ABSCS2020.AB2000CSA01

General Disclaimer on Population Changes

- Large changes in Race and Ethnicity populations in the ABS from 2019 to 2020
  - Changes also reflected from the 2010 to 2020 census
- This is the result of improved race and ethnicity question design
- Improved Race, Ethnicity Measures Show U.S. is More Multiracial (census.gov)
- Improvements to the Race Question (census.gov)
- Improvements to the 2020 Census Race and Hispanic Origin Question Designs, Data Processing, and Coding Procedures



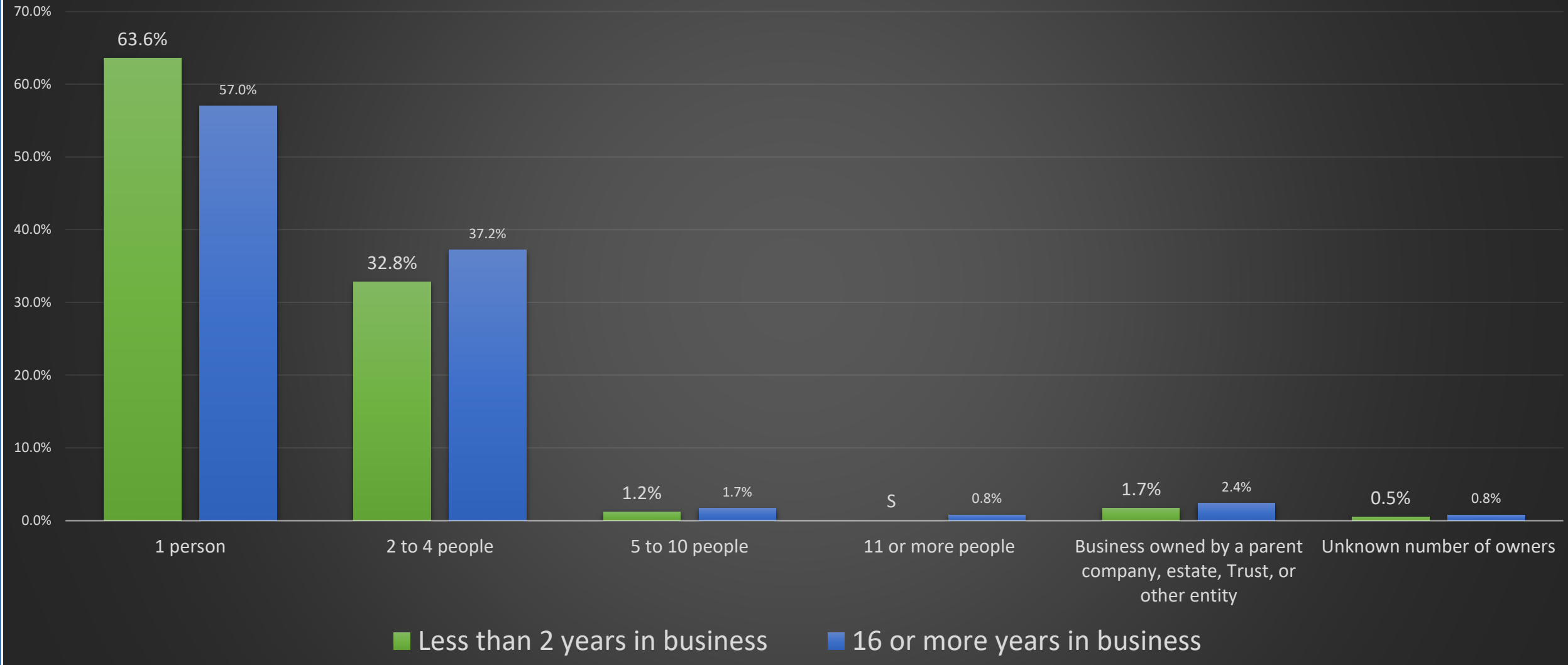
Source: https://www.census.gov/library/visualizations/2022/comm/urban-rural-employer-firms-minority.html



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/table?q=ab2000*&tid=ABSCB2020.AB2000CSCB01

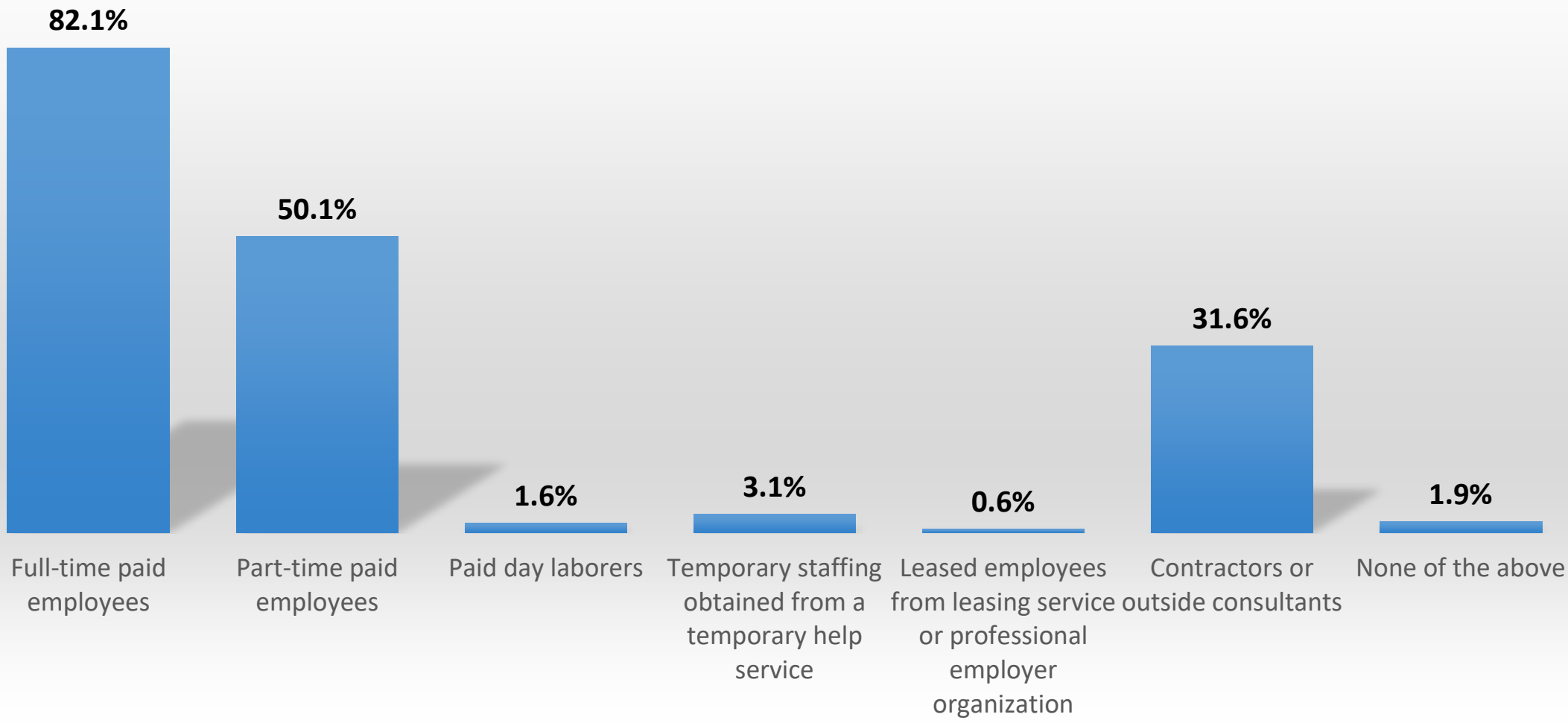
Percentage of Number of Owners of United States Businesses by Years in Business in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCB2020.AB2000CSCB02&hidePreview=true&nkd=QDESC~B01

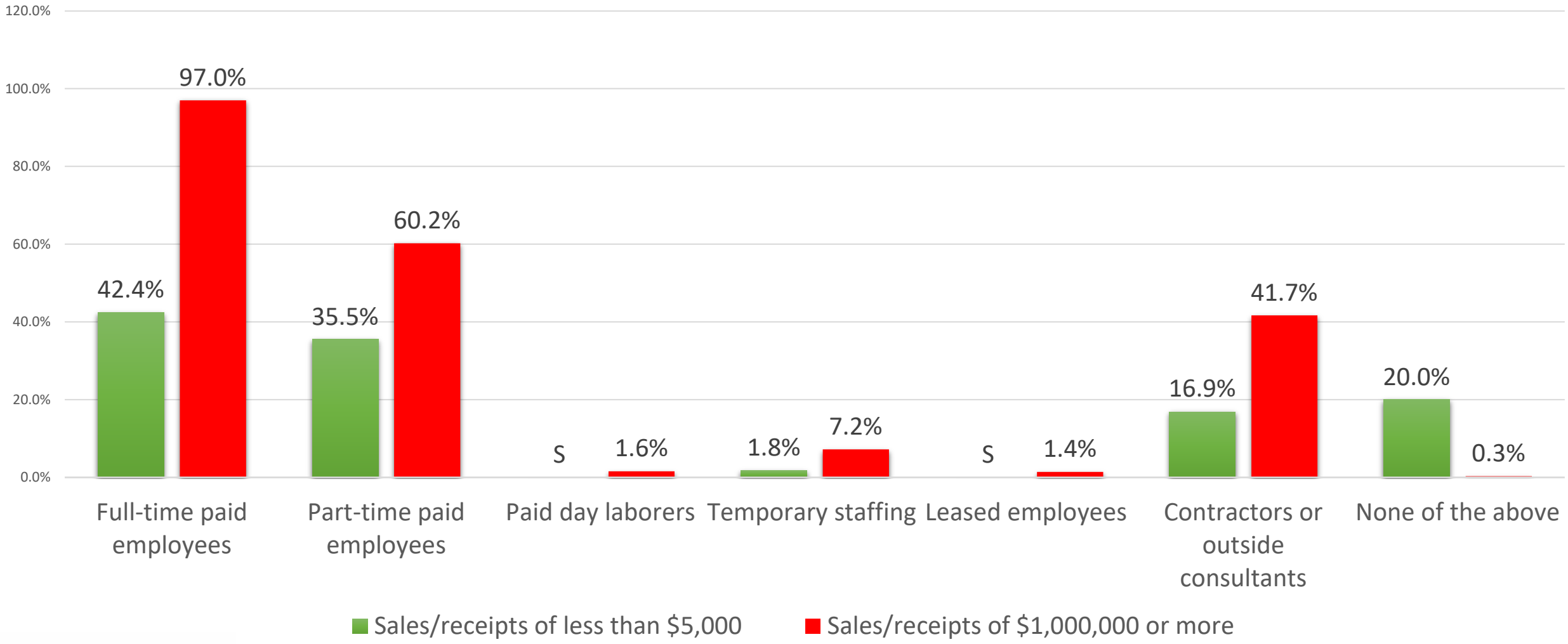
Percentage of Types of Workers Employed by United States Businesses in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCB2020.AB2000CSCB01&hidePreview=true&nkd=QDESC~B20

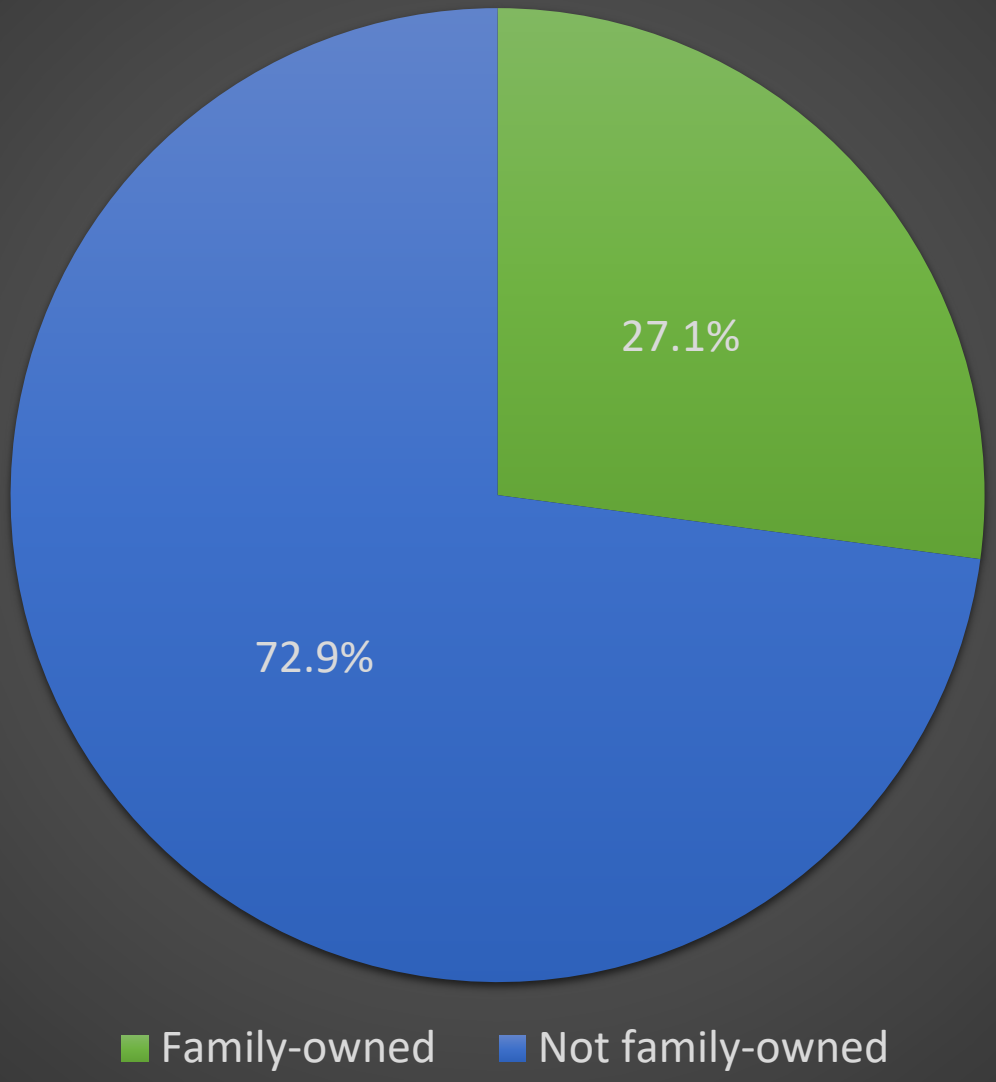
Percentage of Types of Workers Employed by United States Businesses by Sales in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCB2020.AB2000CSCB03&hidePreview=true&nkd=QDESC~B20

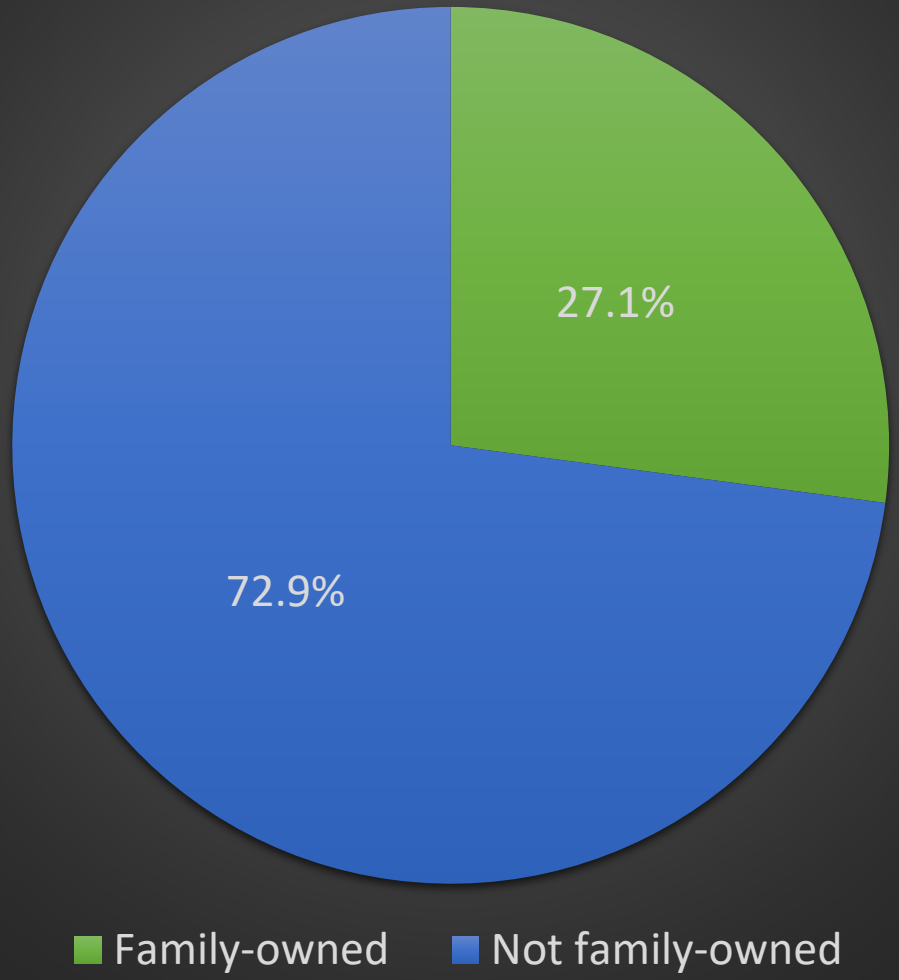
Percentage of Family-Owned Businesses in the United States in 2020



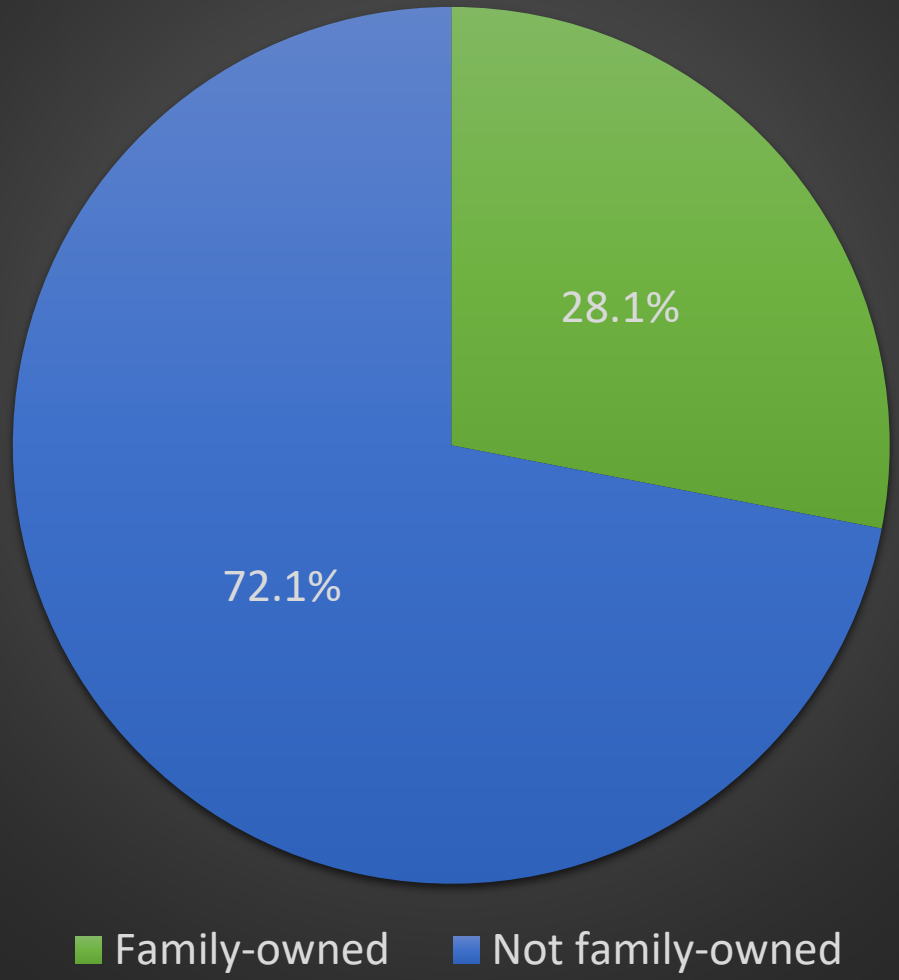
Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCB2020.AB2000CSCB01&hidePreview=true&nkd=QDESC~B02

Percentage of Businesses with less than 500 employees that are Family-Owned in the United States in 2020



Percentage of Businesses with 500 employees or more that are Family-Owned in the United States in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

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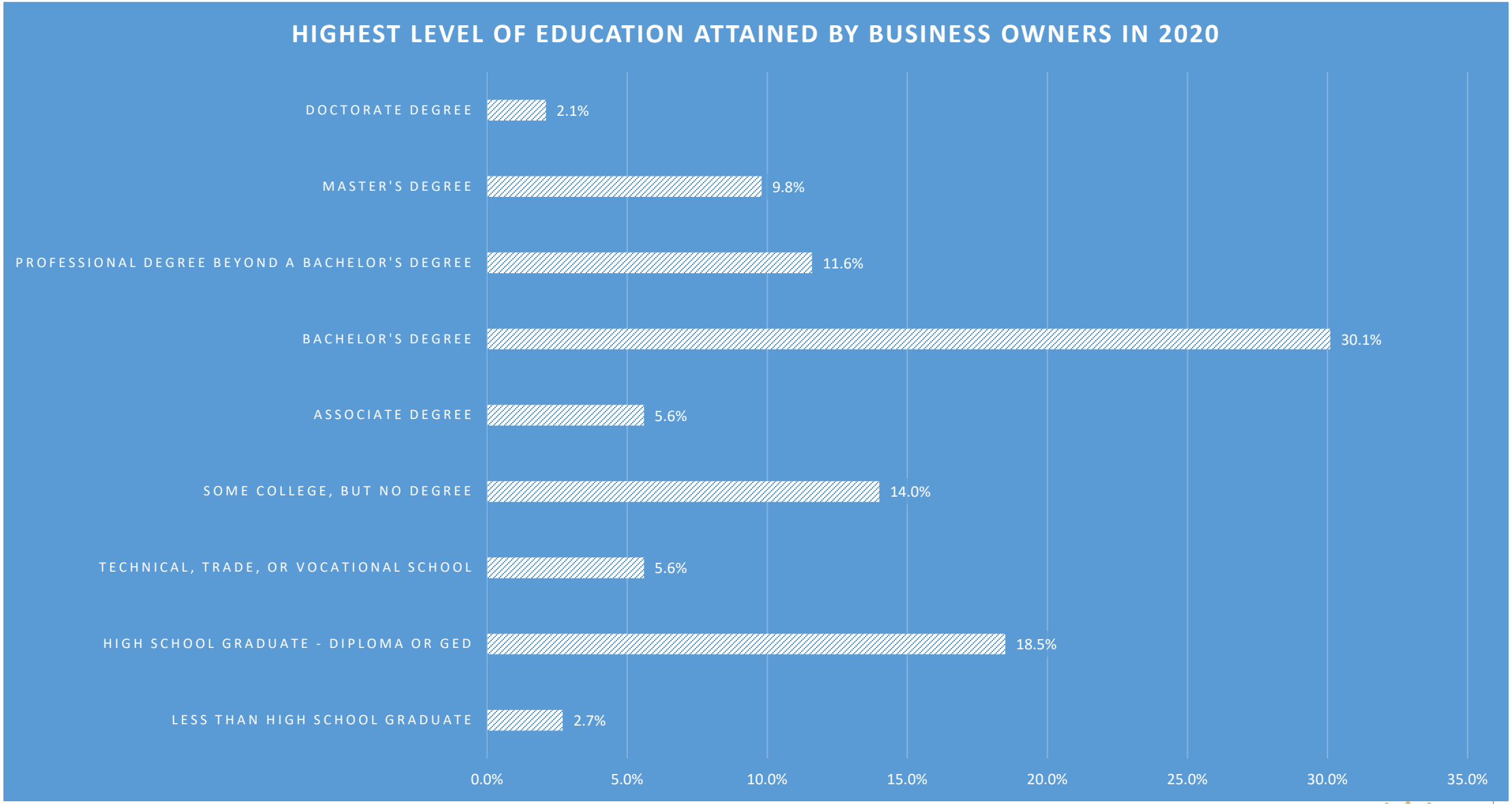
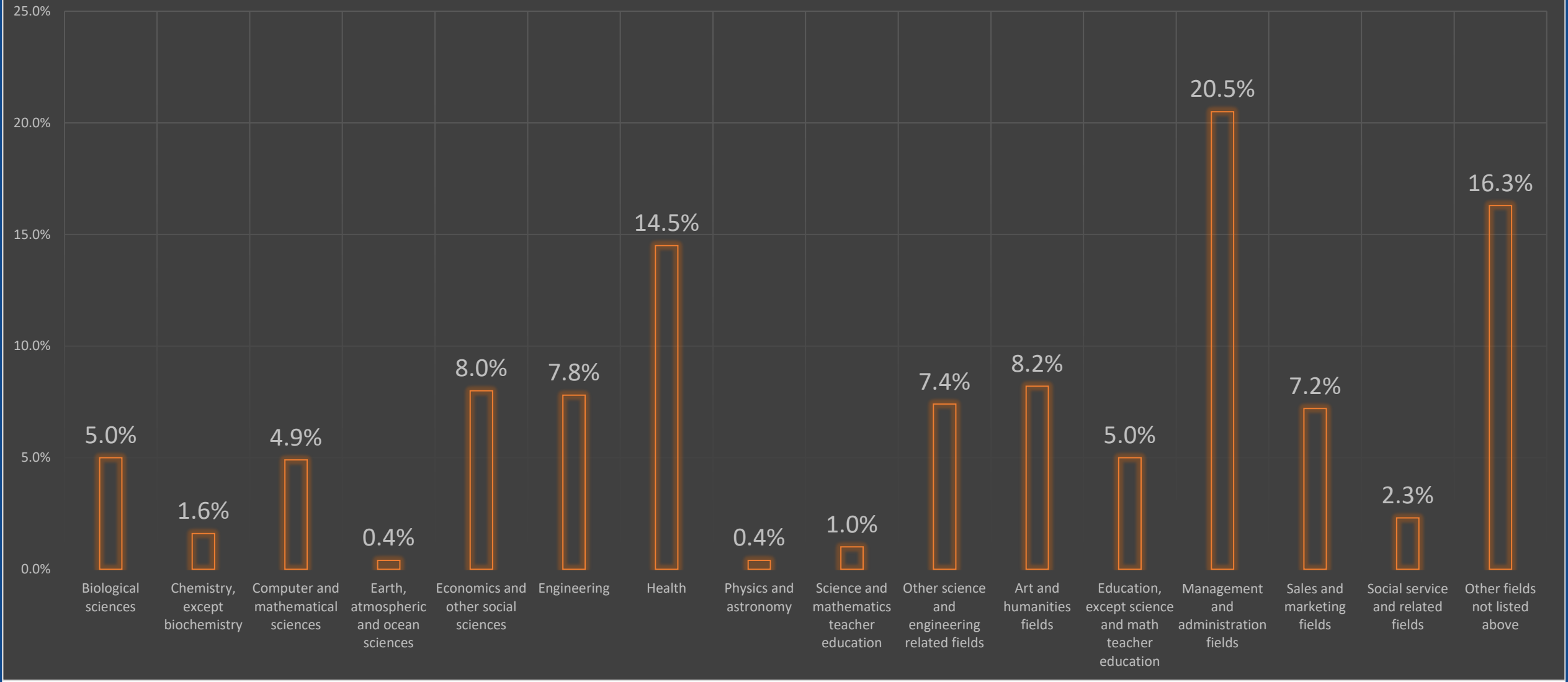


Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCBO2020.AB2000CSCBO&hidePreview=true&nkd=QDESC~O07

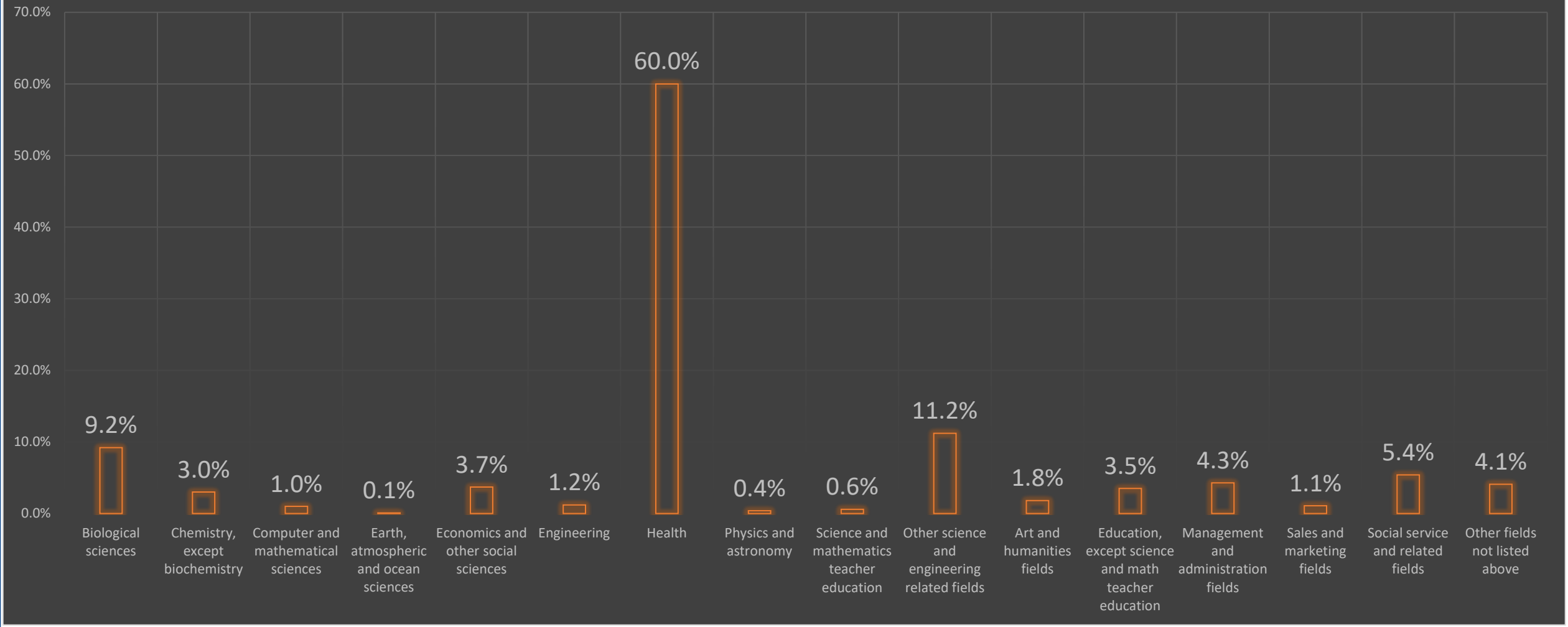
Field of Highest Degree Earned by Business Owners in the United States in 2021



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCBO2020.AB2000CSCBO&hidePreview=true&nkd=QDESC~O08

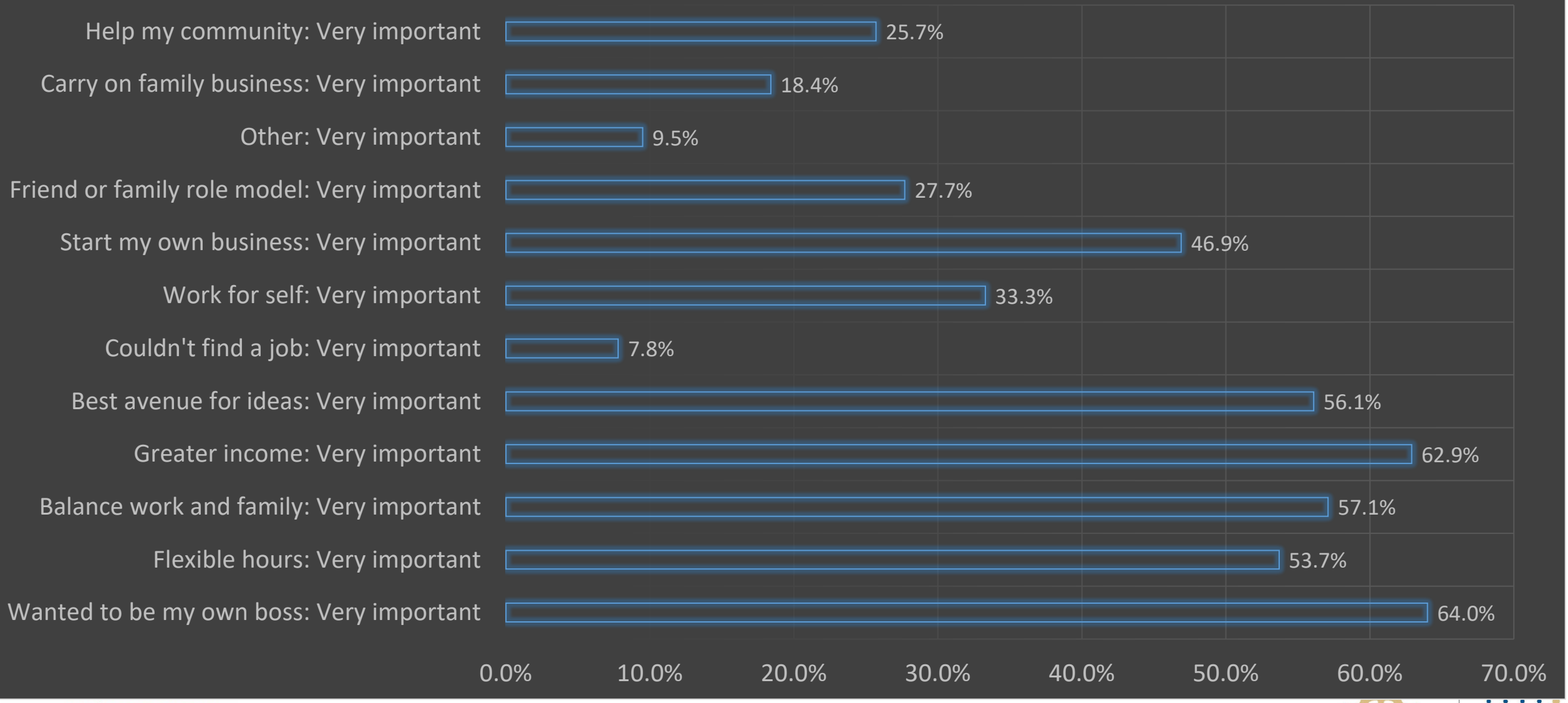
Field of Highest Degree Earned by Healthcare Business Owners in the United States in 2021



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCBO2020.AB2000CSCBO&hidePreview=true&nkd=QDESC~O08

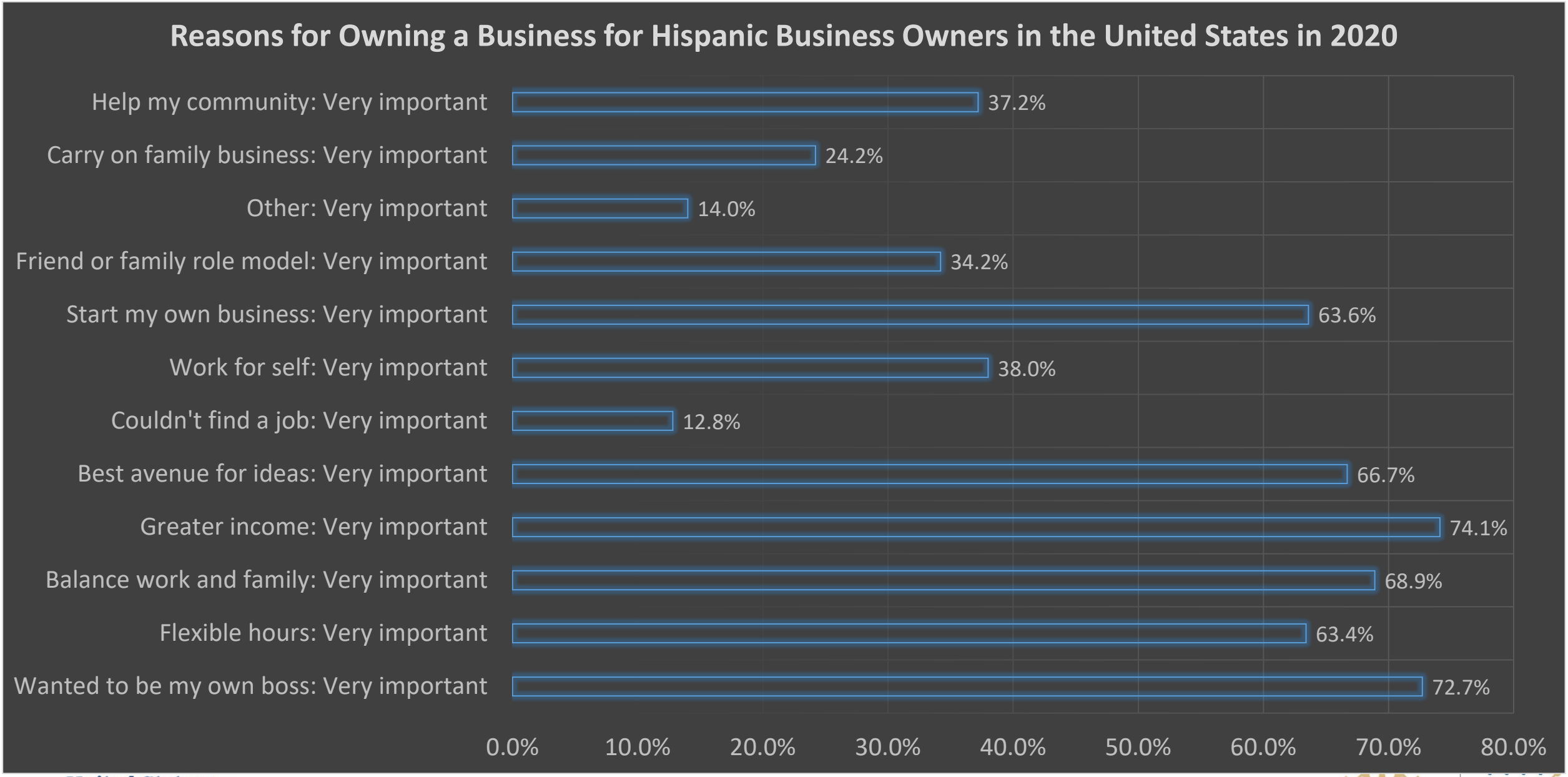
Reasons for Owning a Business for United States Business Owners in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

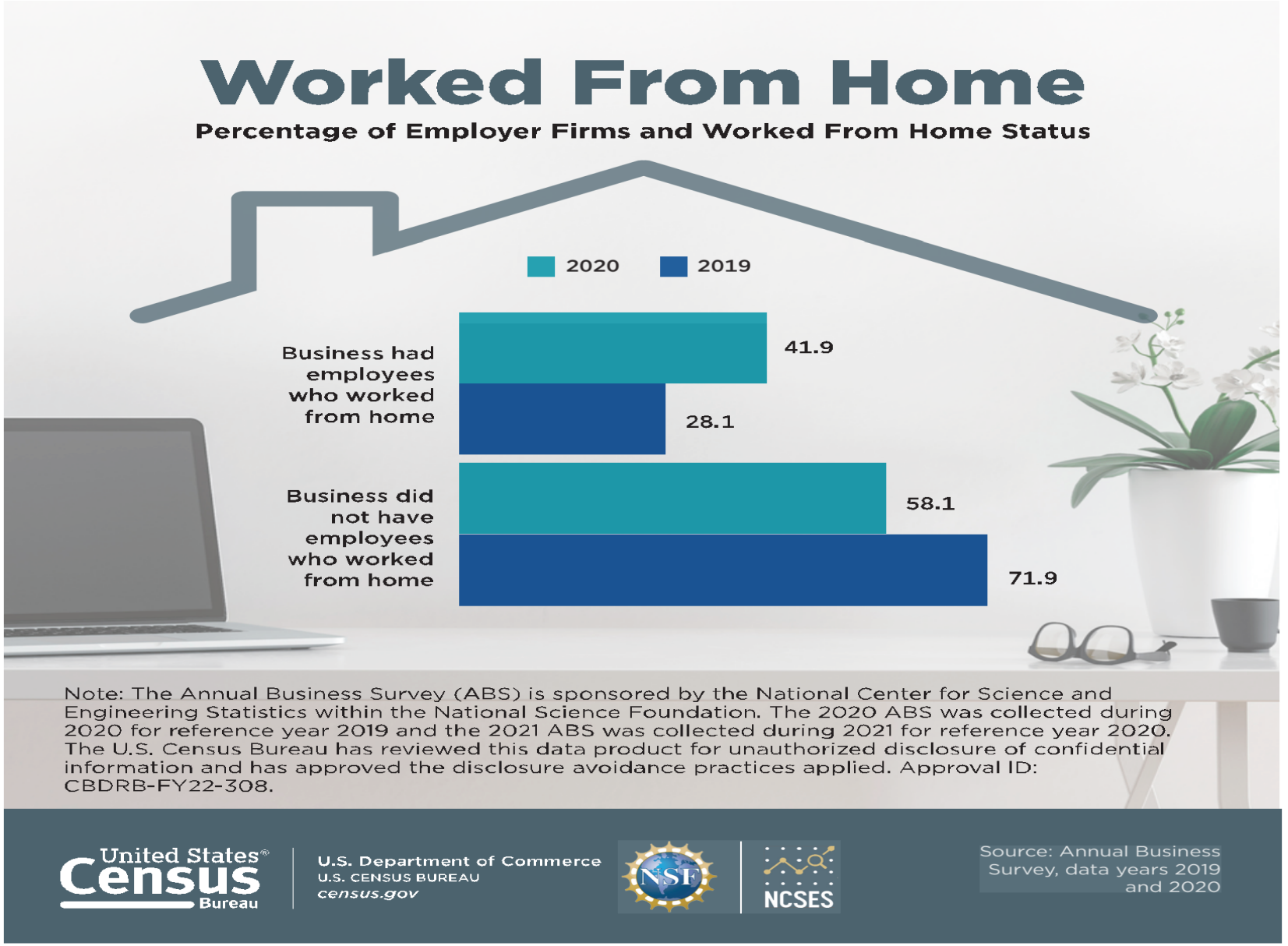
https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCBO2020.AB2000CSCBO&hidePreview=true&nkd=QDESC~O10

Reasons for Owning a Business for Hispanic Business Owners in the United States in 2020



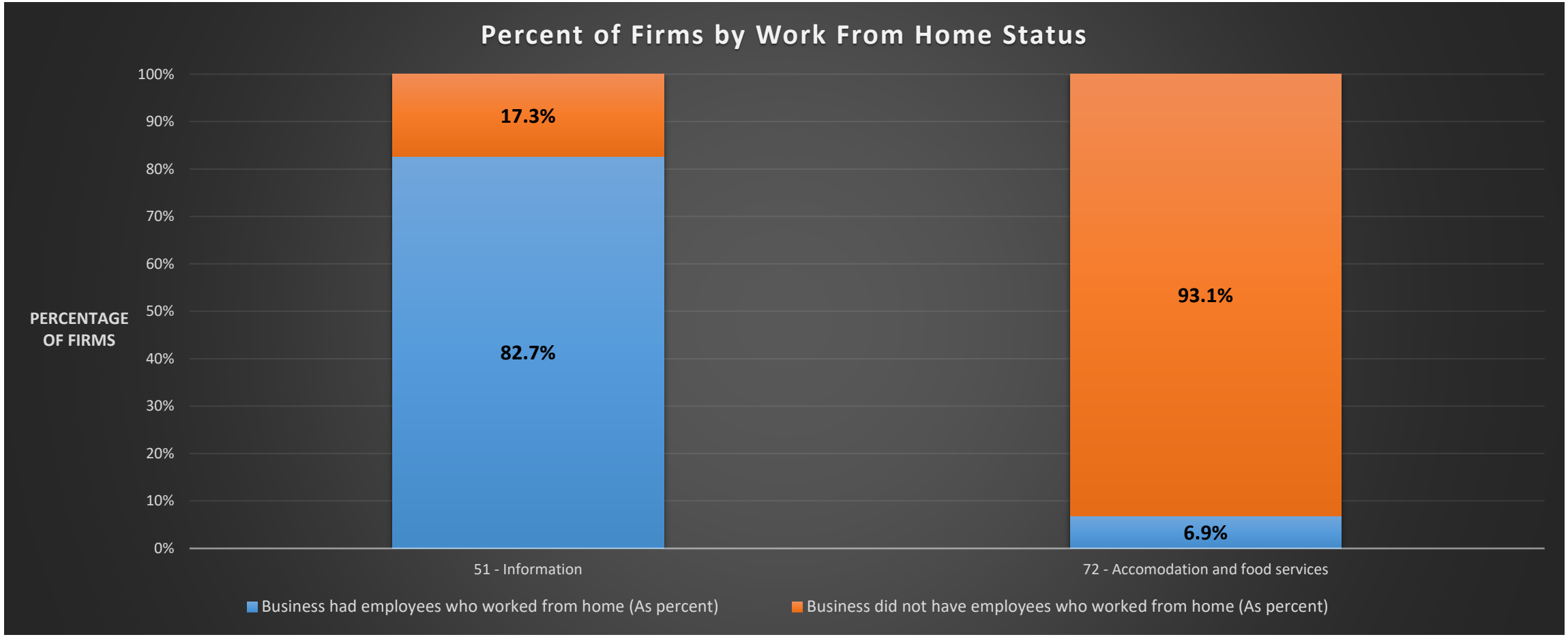
Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCBO2020.AB2000CSCBO&hidePreview=true&nkd=QDESC~O10



Source: https://www.census.gov/library/visualizations/2022/comm/worked-from-home.html

2021 ABS: Work From Home

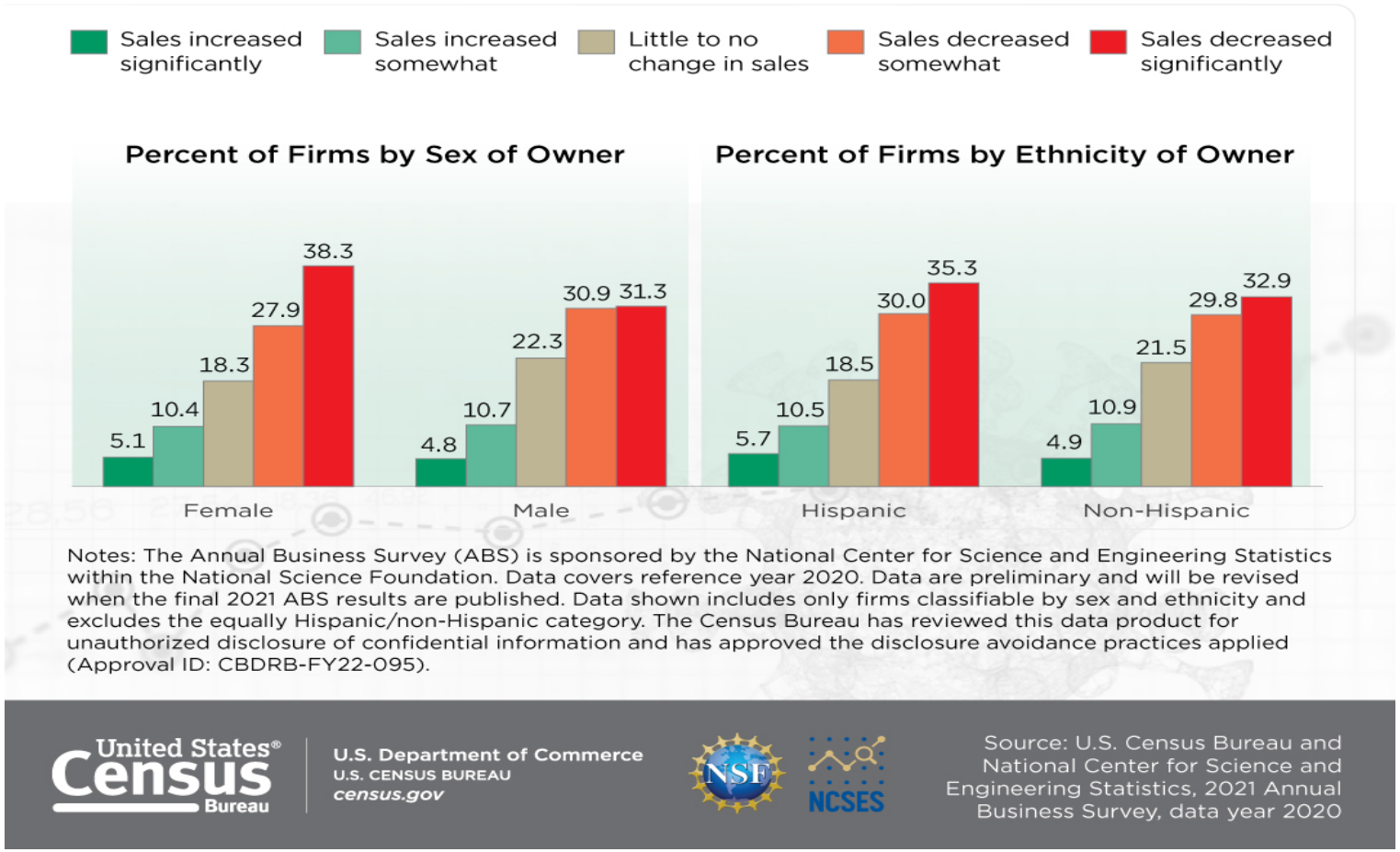


Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab2000%2a&tid=ABSCB2020.AB2000CSCB01&hidePreview=true&nkd=QDESC~B28

Impact of COVID-19 Pandemic on Business Sales

by Owner Demographics

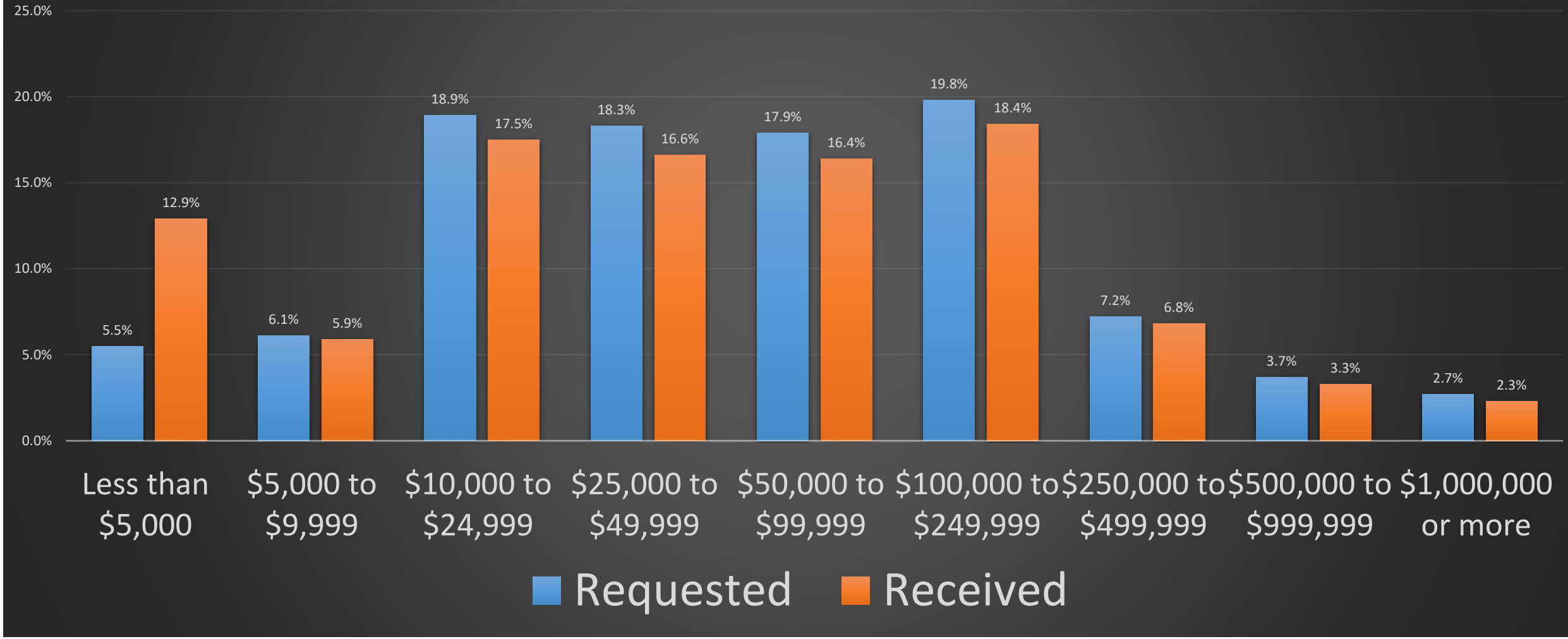


United States Census Bureau

Source: https://www.census.gov/library/visualizations/2022/comm/abs-2021-financing-module.html

NSF NCSES

Percentage of government financial assistance requested and received by United States Businesses in 2020

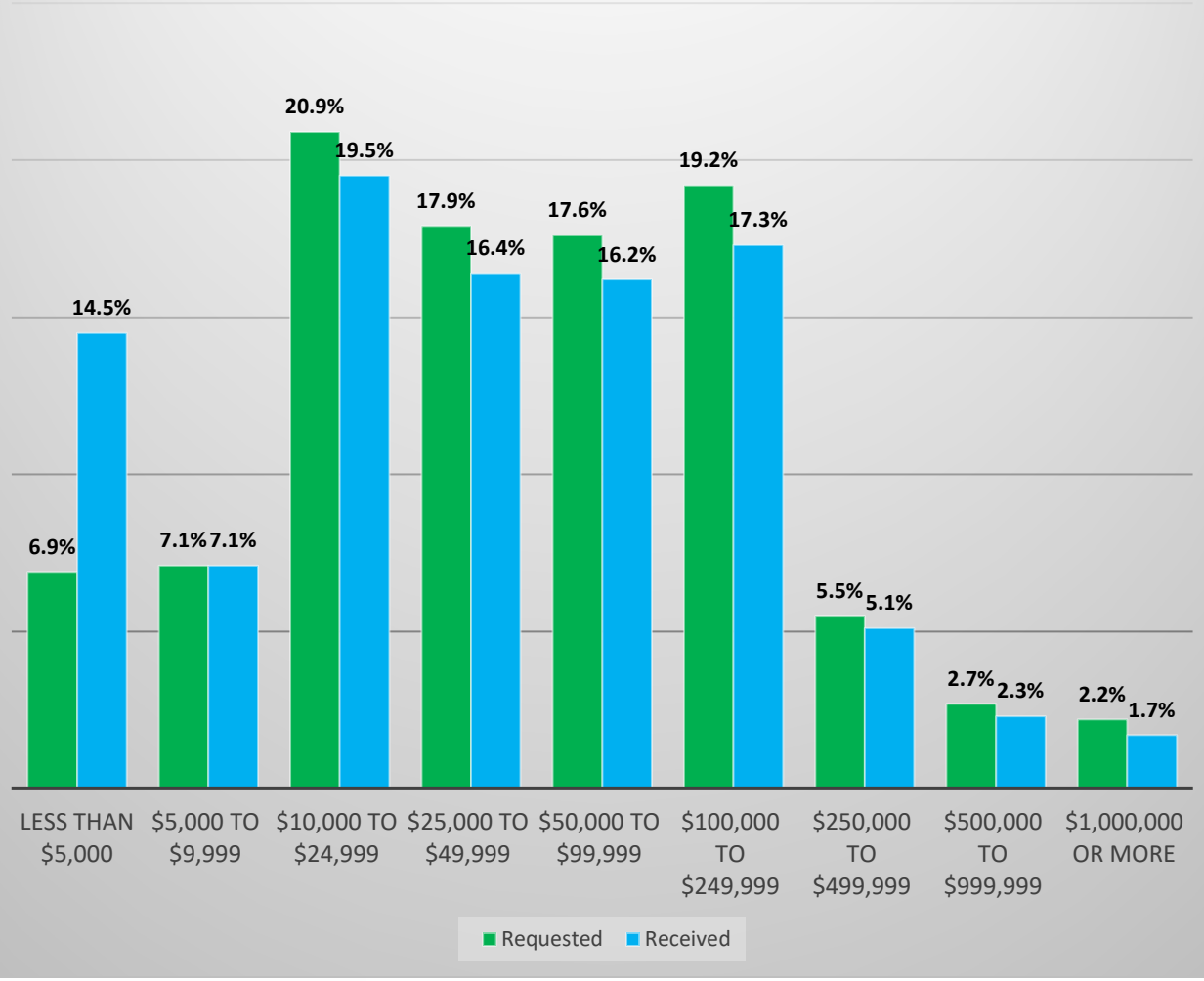


Source: U.S. Census Bureau, 2021 Annual Business Survey

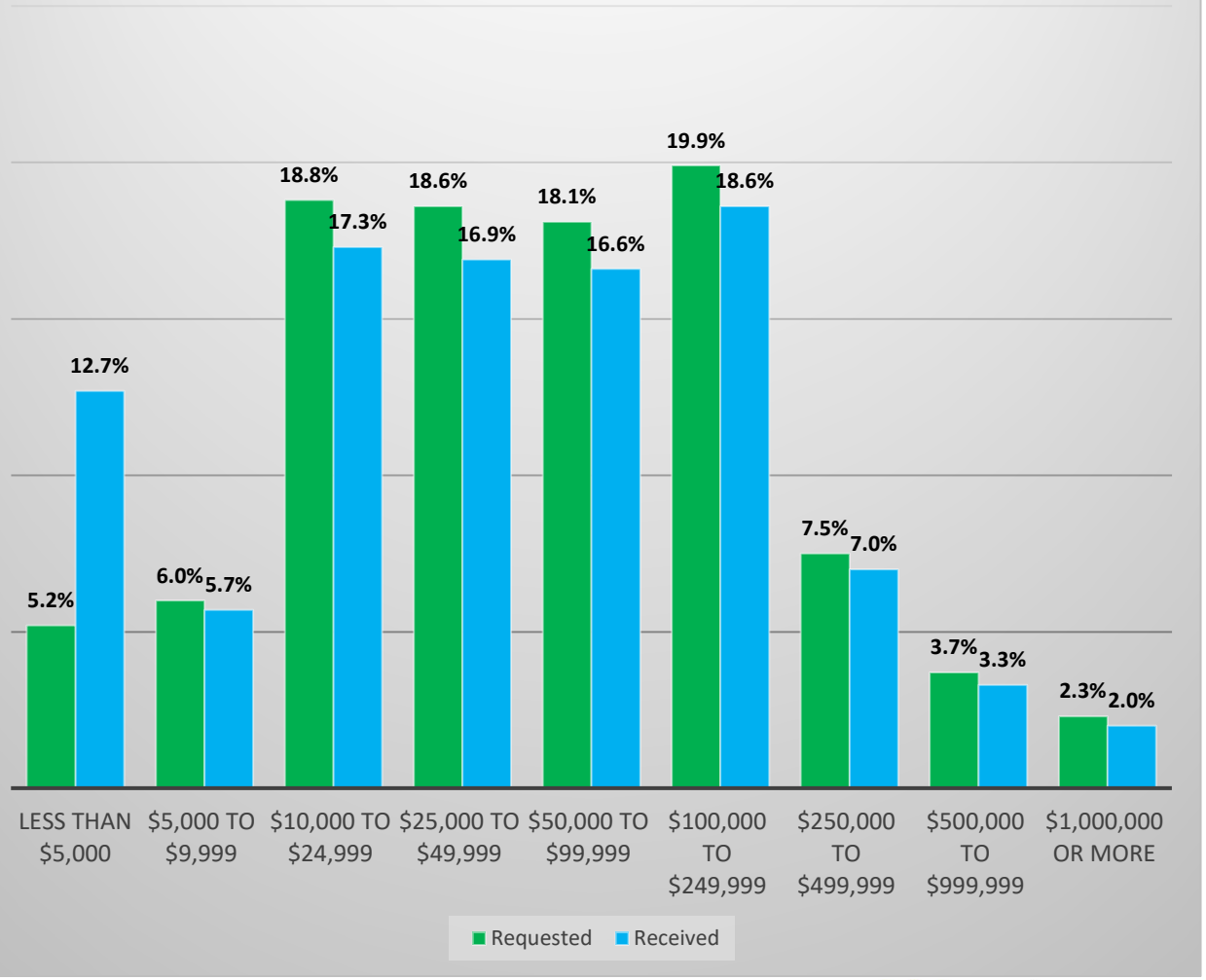
https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B45

https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B46

Percentage of government financial assistance requested and received by Minority United States Businesses in 2020



Percentage of government financial assistance requested and received by Nonminority United States Businesses in 2020

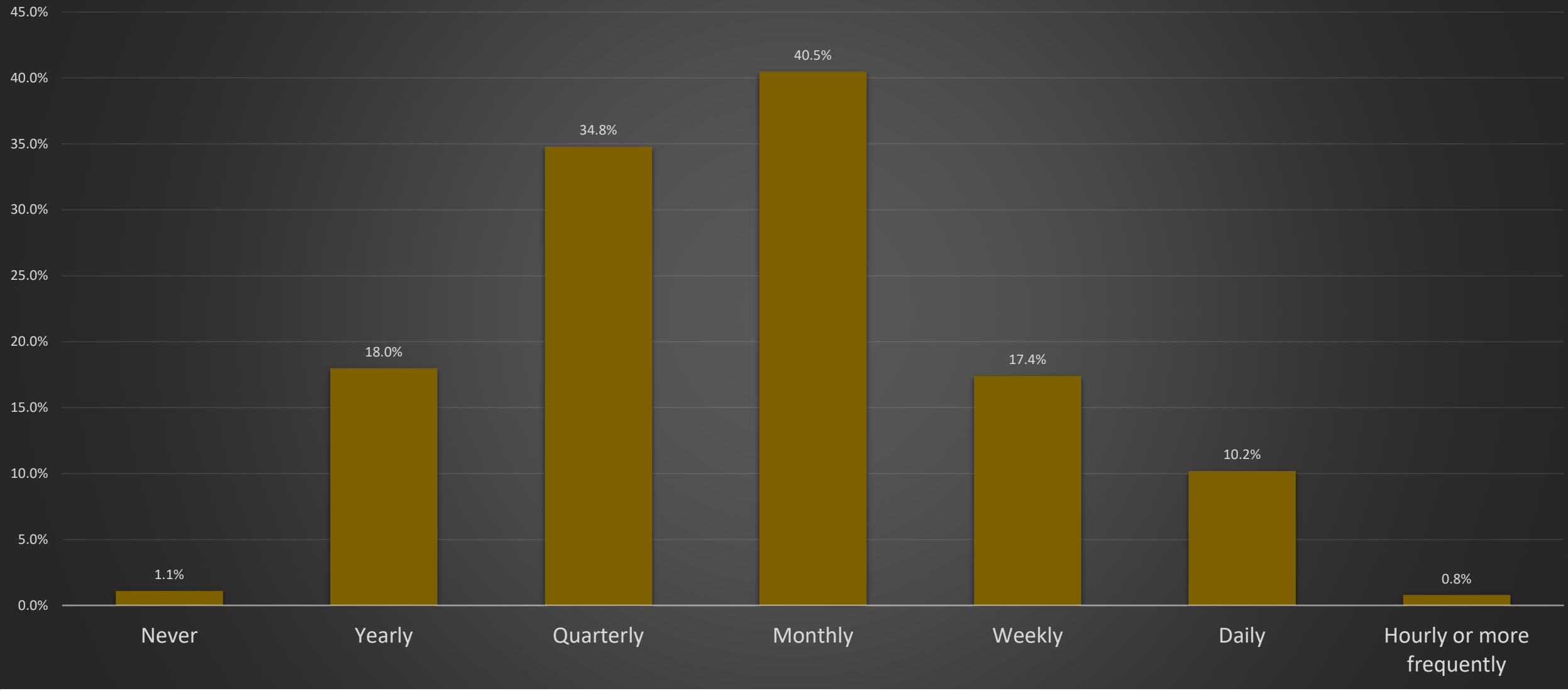


Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B45

https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B46

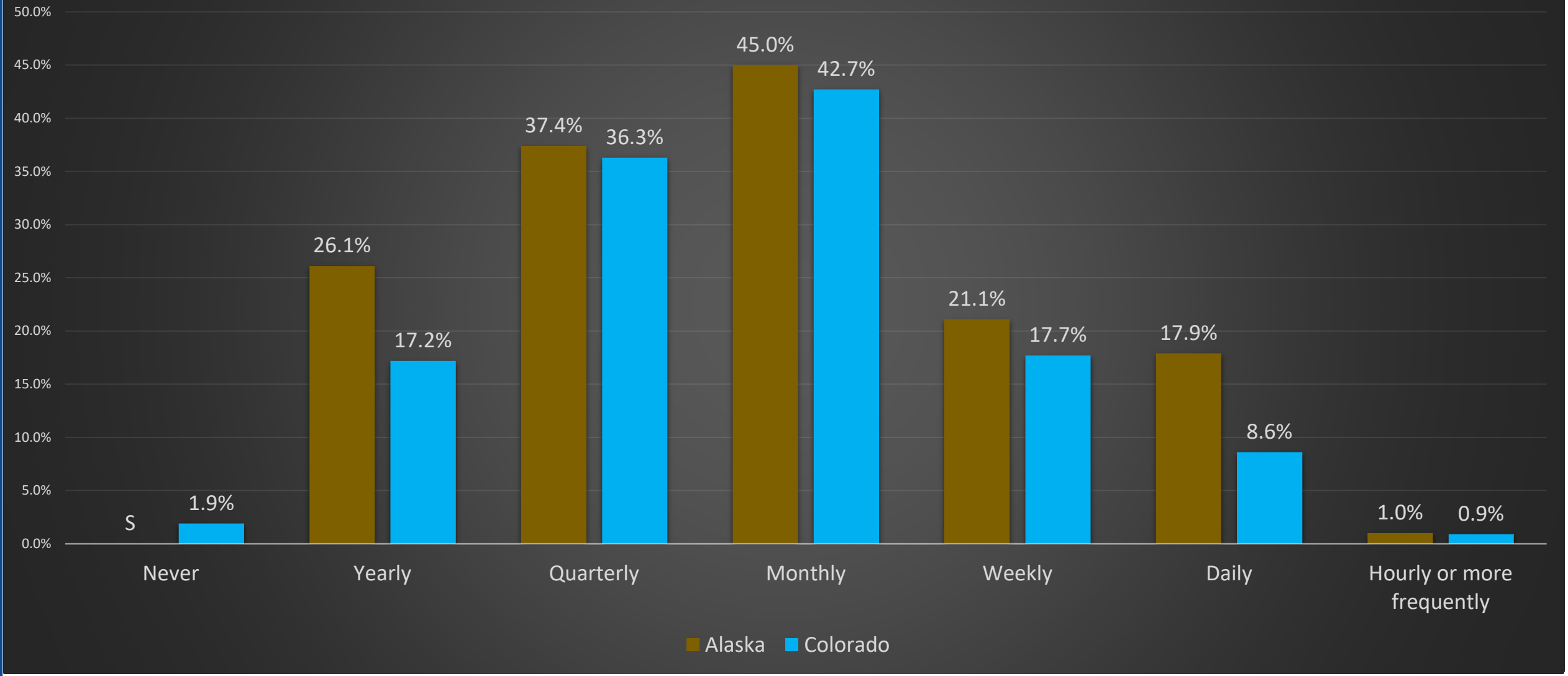
Total Key Performance Indicators for United States Businesses in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B57

Total Key Performance Indicators for Businesses by State in 2020



Source: U.S. Census Bureau, 2021 Annual Business Survey

https://data.census.gov/cedsci/table?q=ab20&tid=ABSMCB2020.AB2000MCB01&nkd=QDESC~B57

ABS Other Business and Owner Characteristics Examples

- Source and Amount of Start-Up or Acquisition Capital
- Business Profitability
- Reason Business Ceased Operation
- Kind of Service Performed by Veteran Owner

Data Demonstration

- Total Firms in the United States
- Total Firms by State (Alabama)
- Total Small (<500 employee) vs Large Businesses
- Family-Owned Businesses by Industry
- Highest Degree Earned by Minority vs Nonminority

Where to Find the Data and Contact Information

- All of the following and more (e.g. methodology and other technical documentation) can be found on the landing page Annual Business Survey (ABS) Program (census.gov)
  - The *Data* page, containing links to the data tables and APIs
  - Exact dates for data release can be found on the *News and Updates* page
- For further questions on data usage, release dates, and anything else ABS related
  - Call 888-824-9954 for general help navigating the website
  - 301-763-3316 to speak directly to our branch for more intensive data questions
  - Email adep.annual.business.survey@census.gov
  - Call (301-763-5253) or email (aaron.finkle@census.gov)

Q & A

Please feel free to ask questions via chat or call-in

Thank you!