Exploring Census Data: Bridge the Gap – Measuring Trends When NAICS Codes Change

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United States® Census Bureau

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/data/academy.html
- View Census Academy's webinar series at: https://www.census.gov/data/academy/webinars/series.html

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Agenda

I. About the Census Bureau

II. 2022 Economic Census Data, Comparative and Bridge Statistics

III. Live Demonstration: How to Locate Comparative and Bridge Statistical Data Tables

IV. 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 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

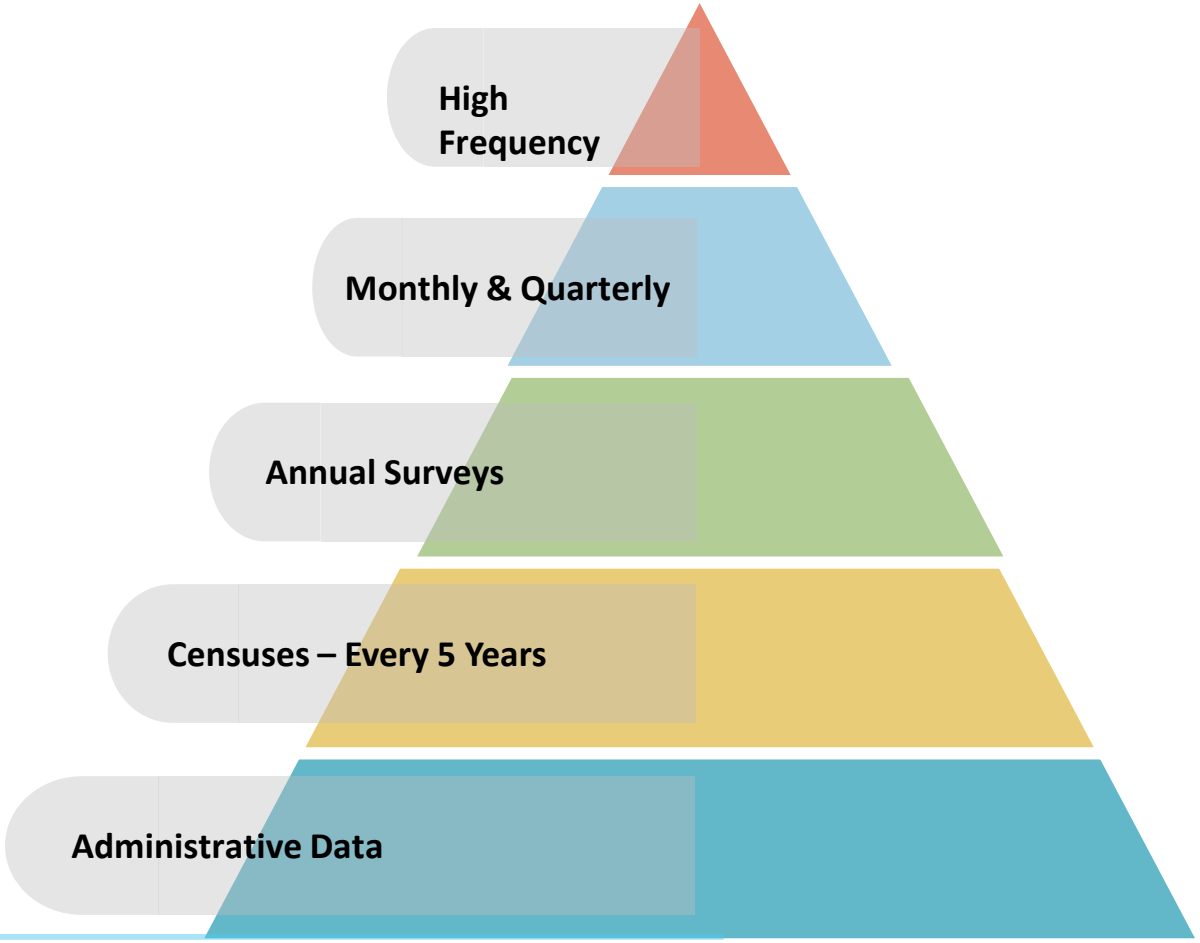
Census Economic Surveys

- **Monthly and Quarterly Surveys –** include the nation's key economic indicators, essential for tracking and reporting the GDP
  - Retail and Wholesale Trade
  - Building Permits
  - Imports and Exports
- **Annual Surveys & Programs –** provide data for nearly every sector of the economy
  - Annual Integrated Economic Survey
  - County Business Patterns
  - Annual Business Survey

Census Economic Programs

Census Bureau economic programs are a key source for official statistics:

- **NEW** High Frequency data
- Monthly and quarterly small sample surveys 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 Censuses measure all businesses and governments and provide the most **COMPREHENSIVE** data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products



Unifying Characteristics of Census Economic Programs

- **Geography** provides the framework (structure/foundation) that is used to locate business establishments
  - **Legal Geographies**: Some geography types have legal status and are not regulated by the Bureau, including states, counties, zip codes, etc.
  - **Statistical Geographies**: The Census Bureau is responsible for defining several other geographies, such as census tracts, block groups, blocks, etc.
- **North American Industry Classification System** (NAICS) is the standard used to classify economic activities of business establishments
  - **History**: Based on a trilateral agreement between U.S., Canada, and Mexico, adopted in 1997.
  - **Structure**: A hierarchical classification system based on a six-digit coding structure. Updated every 5 years to reflect changing economies.
  - **Coverage**: Federal statistical agencies, private sector companies, and nearly every Census Bureau program publishes on a NAICS basis.

NAICS Structure

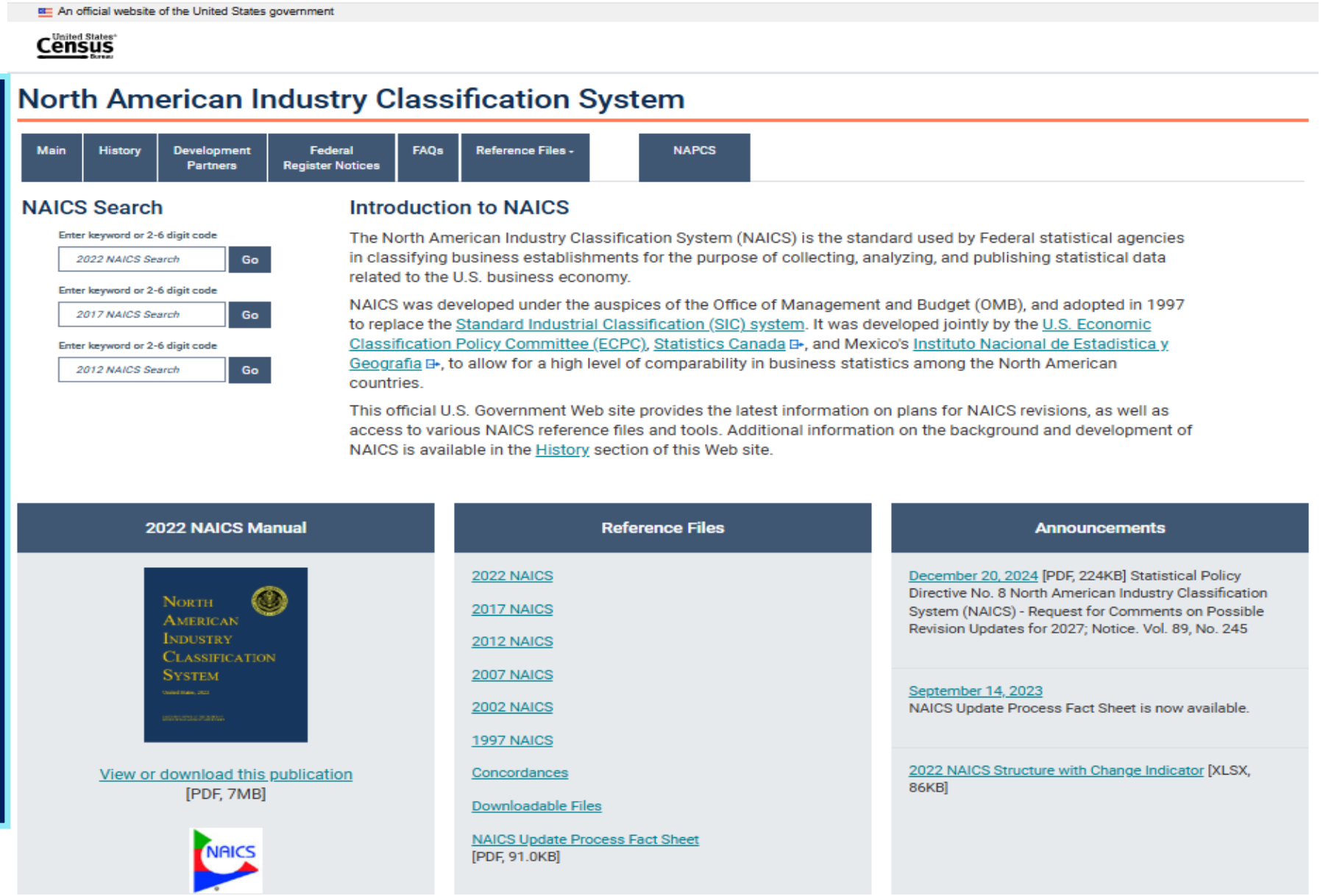
Organization of NAICS → NAICS Code → Example

Organization of NAICS	NAICS Code	Example
Sector: 2-digit code	**44-45**	**Retail Trade**
Subsector: 3-digit code	**441**	**Motor Vehicle and Parts Dealers**
Industry Group: 4-digit code	**4412**	**Other Motor Vehicle Dealers**
NAICS Industry: 5-digit code	**44122**	**Motorcycle, Boat, and Other Motor Vehicle Dealers**
National Industry: 6-digit code	**444122**	**Boat Dealers**
National Industry: 6-digit code	**444127**	**Motorcycle, ATV, and All Other Motor Vehicle Dealers**

Official NAICS Website

Key Features:

- NAICS Search
- Reference files
- Federal Register Notices
- History of NAICS
- FAQs



Summary of NAICS Changes in Retail Trade Sector

Elimination of Subsector 454, Nonstore Retailers

2017 NAICS

Jewelry Store (448)

Electronic Shopping (454)

Other Direct Selling (454)

2022 NAICS

Jewelry Retailers (458)

Summary of NAICS Changes in Retail Trade Sector

Multiple Industries were Collapsed into New Industries

2017 NAICS

Men's
448110

Women's
448120

Ecommerce
454110

Children's
448130

Family
448140

Other Direct Selling
454390

Accessories
448150

Other Clothing
448190

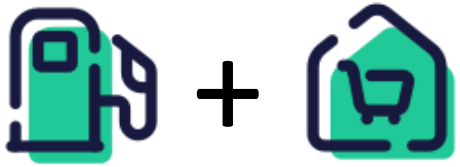
2022 NAICS

Clothing & Clothing Accessories Retailers

458110

Summary of NAICS Changes in Retail Trade Sector

Business Establishments Moved to New Subsectors

	2017 NAICS	2022 NAICS
 Gas Station with Convenience Store	447110	457110
Manufactured (Mobile) Home Dealers	453930	459930
Vending Machines	454210	445132

2022 Economic Census

Comparative and Bridge Statistics

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The Bridge Statistics Report – Bridge 1

EC2200BRIDGE1 | Selected Sectors: Industry Bridge Statistics on 2022 NAICS Basis With Distribution Among 2017 NAICS-Based Industries for the U.S.: 2022

Economic Census | 2022: ECN Core Statistics Selected Sectors: Industry Bridge Statistics on 2022 NAICS Ba...

Notes | Geos | Topics | Codes (1) | Year | Columns | Filters | Restore | Excel | CSV | ZIP | Cite

2022 NAICS code	Meaning of NAICS code	2017 NAICS bridge code	Meaning of 2017 NAICS bridge c...	Year	Sales, value of shipments, or revenue...
458110	Clothing and Clothing Accessories Retailers	00000000	Industry Total	2022	284,788,056
458110	Clothing and Clothing Accessories Retailers	44811000	Men's clothing stores	2022	9,956,694
458110	Clothing and Clothing Accessories Retailers	44812000	Women's clothing stores	2022	34,040,914
458110	Clothing and Clothing Accessories Retailers	44813000	Children's and infants' clothing stores	2022	4,217,242
458110	Clothing and Clothing Accessories Retailers	44814000	Family clothing stores	2022	118,835,429
458110	Clothing and Clothing Accessories Retailers	44815000	Clothing accessories stores	2022	14,928,238
458110	Clothing and Clothing Accessories Retailers	44819010	Women's specialty stores	2022	7,408,266
458110	Clothing and Clothing Accessories Retailers	44819030	Sports apparel stores	2022	5,423,098
458110	Clothing and Clothing Accessories Retailers	44819050	Miscellaneous apparel stores	2022	2,707,238
458110	Clothing and Clothing Accessories Retailers	45411071	Electronic shopping, mail-order, and...	2022	86,162,577
458110	Clothing and Clothing Accessories Retailers	45439076	Direct selling, clothing and clothing ...	2022	1,108,360

Displays 2022 data with the 2022 6-digit NAICS codes showing the distribution among the 2017 8-digit NAICS bridge codes

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The Bridge Statistics Report – Bridge 2

EC2200BRIDGE2 | Selected Sectors: Industry Bridge Statistics on 2017 NAICS Basis With Distribution Among 2022 NAICS-Based Industries for the U.S.: 2022

Economic Census | 2022: ECN Core Statistics Selected Sectors: Industry Bridge Statistics on 2017 NAICS Ba...

Notes | Geos | Topics | Codes (1) | Year | Columns | Filters | Restore | Excel

2017 NAICS code	Meaning of NAICS code	2022 NAICS bridge code	Meaning of 2022 NAICS bridge code	Year	Sales, value of shipments, ...
448210	Shoe stores	00000000	Industry Total	2022	36,900,920
448210	Shoe stores	45821010	Family shoe stores	2022	17,713,393
448210	Shoe stores	45821020	Athletic footwear stores	2022	16,748,175
448210	Shoe stores	45821030	Other specialty shoe stores	2022	2,439,352

Displays 2022 data with the 2017 6-digit NAICS code showing the distribution among the 2022 8-digit NAICS bridge codes

The Comparative Statistics Report

2017 NAICS code	Meaning of NAICS code	Year	Number of establishments	Sales, value of shipments...	Number of employees
454110	Electronic shopping and mail-order houses	2017	41,589	515,727,645	571,010
454110	Electronic shopping and mail-order houses	2022	60,111	1,062,420,174	1,800,526

Shows statistics for the United States at a 2- to 6-digit NAICS code level for 2022 and 2017 tabulated on the 2017 NAICS code basis

Within Economic Census

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Economic Census

The Economic Census is the official five-year measure of businesses in the United States providing comprehensive statistics at the national, state, and local levels. It serves as the benchmark for current economic activity, such as the Gross Domestic Product and Producer Price Index.

Featured

2022 Economic Census - Establishment and Firm Size Statistics

Summary statistics at the U.S. level about revenue and employment size, concentration and legal form of organization of businesses.

2022 Economic Census - Comparative and Bridge Statistics

Statistics at the U.S. level that provide a comparison between the current and previous economic census where there have been NAICS code changes.

Related Information

2022 Economic Census Data Releases

VISUALIZATION

State Economic Snapshots: 2022

Demonstration

https://www.census.gov

Q & A and Thank You!

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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

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