

An Overview of Census Bureau Economic Programs

“Econ 101”

Tuesday, April 3, 2018

Presented by:
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Outline

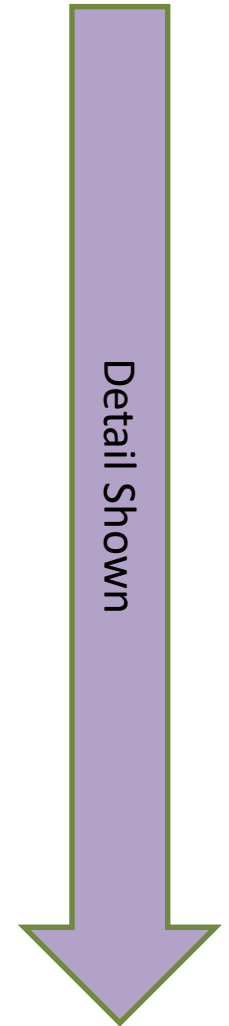
- Census Economic Programs **Primer**
 - **Key Terms**
- Business Programs and Key Related Tools Overview
 - **Monthlies, Quarterlies, and Annuals**
 - **The Economic Census and Other Related Programs**

Key Economic Census Terms

- [NAICS](#) (North American Industry Classification System)
 - Our primary data dimension
- **Establishments** (vs. Companies, Firms, etc.)
 - Our collection/tabulation level
- **Employers** (vs. Nonemployers)
 - EC only covers employer businesses
- U.S. Code [Title 13 and 26](#)
 - Protects business privacy



- Monthly and Quarterly Data
 - Leading Economic Indicators, like the [M3](#) and [Monthly Retail Trade](#)
- Annual Data
 - [Annual Survey of Manufactures](#)
 - [County Business Patterns](#)
 - [Nonemployer Statistics](#)
- Quinquennial and Other Data
 - [Economic Census](#)
 - [Survey of Business Owners](#) and Other Related Programs



Economic Indicators

- Provides **monthly** and **quarterly** key economic statistics for nearly every sector
 - Monthly
 - MRTS, Permits, Const, Exports/Imports, Manufactured Homes, M3, MTIS, MWTS
 - Quarterly
 - PCU, QFR, QSS
- Sample surveys
- Shown at the **national** level only (with 2 exceptions):
 - Building Permits/Housing Starts
 - International Trade data
- Primary audience: Economists, Policy Analysts, etc.
- Reach audience: **Small** and **medium-sized businesses**

Economic Indicators Briefing Room

www.census.gov/economic-indicators/index.php

- Contains data from the **Economic Indicators only**
- **WISH LIST:** Cross-links to other tools

You are here: [Census.gov](#) > [U.S. Census Bureau Economic Indicators](#)

Economic Indicators

Briefing Room | Economic Indicator Calendar | Mobile App | Census Bureau Economic Programs

Select an indicator
View all

Advance U.S. International Trade in Goods
The advance international trade deficit in goods was \$56.9 billion in March 2016. Advance exports of goods were \$116.7 billion and advance imports of goods were \$173.6 billion.

Current Press Release - [PDF](#) [Excel](#) [Chart](#) [RSS](#) [Email](#)

Archived Releases - 2015 - present
Historic Time Series - 2013 - present
[Time Series/Trend Charts](#)

Released: April 27, 2016
Next Release: May 25, 2016

Advance Report on Durable Goods Manufacturers' Shipments, Inventories, and Orders
New orders for manufactured durable goods in March increased \$1.8 billion or 0.8 percent to \$230.7 billion.

Current Press Release - [PDF](#) [Excel](#) [Chart](#) [RSS](#) [Email](#)

Archived Releases - 1992 - present
Historic Time Series - 1992 - present (NAICS) 1958 - 2001 (SIC)
[Time Series/Trend Charts](#)

New Residential Sales
Sales of new single-family houses in March 2016 were at a seasonally adjusted annual rate of 511,000. This is 1.5 percent (+/- 15.0%)* below the revised February 2016 estimate of 519,000.

Current Press Release - [PDF](#) [Excel](#) [Chart](#) [RSS](#) [Email](#)

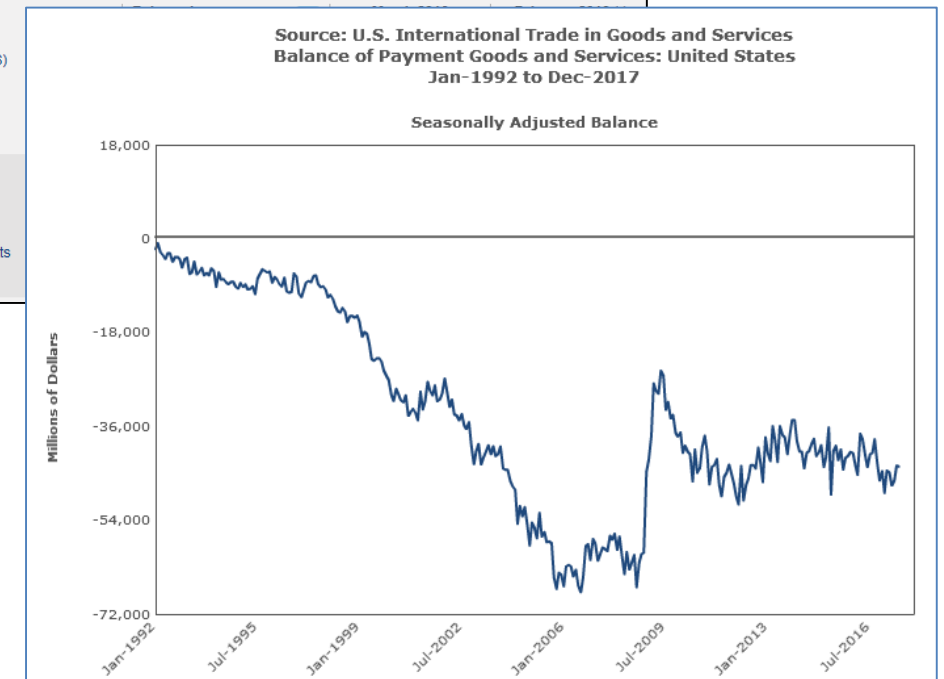
Archived Releases - 1995 - present
Historic Time Series - 1963 - present
[Time Series/Trend Charts](#)

U.S. Census Bureau Economic Indicators

	Advance International Trade: Goods March 2016 Report Released 8:30 AM EDT, 4/27/16	\$56.9 B Deficit -10.3%
	Advance Report Durable Goods March 2016 Report Released 8:30 AM EDT, 4/26/16	\$230.7 B New Orders 0.8%
	New Residential Sales	511,000

[View All](#)

* change not statistically significant
° significance not reported / applicable



Annual Programs

- Provides **annual** economic statistics for nearly every sector
 - Single-sector programs
 - ASM, ARTS, AWTS, SAS
 - Multi-sector programs
 - **CBP, NES**
- Sample surveys or administrative data
- Shown primarily at the **national** level only (with a few exceptions):
 - **ASM**: US and States
 - **NES**: US, State, Metro, County
 - **CBP**: US, State, Metro, County, ZIP Code
- Primary audiences:
 - Single-sector programs: Industry Trade Associations, large companies, etc.
 - Multi-sector programs: Small businesses, local planners
- Reach audience: **Opposite users**

QUICKFACTS <>

Did You Know
 Population per square mile in Chicago city, Illinois is
11,841.8

Source: 2010 Census

Select a state to begin

QuickFacts

<https://www.census.gov/quickfacts/fact/table/jerseycitycitynewjersey,HUDSONCOUNTYNEWJERSEY,NJ/PST045216>

- Contains data from **CBP** and **NES**, plus the **Economic Census** and **SBO**

QuickFacts What's New & FAQs >
Tell us what you think >

selected: **Jersey City city, New Jersey; Hudson County, New Jersey; New Jersey**

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more.*

Enter state, county, city, town, or zip code -- SELECT A FACT --

CLEAR TABLE MAP CHART DASHBOARD MORE

Table

ALL TOPICS	Jersey City city, New Jersey	Hudson County, New Jersey	New Jersey
Population estimates, July 1, 2016, (V2016)	264,152	677,983	8,944,469
PEOPLE			
Population			
Population estimates, July 1, 2016, (V2016)	264,152	677,983	8,944,469
Population estimates base, April 1, 2010, (V2016)	247,643	634,274	8,791,953
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	6.7%	6.9%	1.7%
Population, Census, April 1, 2010	247,597	634,266	8,791,894
Age and Sex			
Persons under 5 years, percent, July 1, 2016, (V2016)	X	6.9%	5.8%
Persons under 5 years, percent, April 1, 2010	7.1%	6.7%	6.2%
Persons under 18 years, percent, July 1, 2016, (V2016)	X	20.5%	22.2%
Persons under 18 years, percent, April 1, 2010	21.1%	20.7%	23.5%
Persons 65 years and over, percent, July 1, 2016, (V2016)	X	11.0%	15.3%
Persons 65 years and over, percent, April 1, 2010	9.0%	10.4%	13.5%
Female persons, percent, July 1, 2016, (V2016)	X	50.2%	51.2%
Female persons, percent, April 1, 2010	50.6%	50.5%	51.3%

My CD

www.census.gov/mycd/

- Contains data from **CBP only**

Tell us what you think

115th Congress
My Congressional District

1 New Jersey
2 Congressional District 10

People Workers Housing Socio-Economic Education Business

Congressional District 10, New Jersey
Source: 2015 County Business Patterns for Congressional Districts

Paid employees for pay period including March 12

	Estimate
Total for all sectors	194,347
Agriculture, forestry, fishing and hunting	a
Utilities	2,484
Construction	6,363
Manufacturing	11,551
Wholesale trade	10,402
Retail trade	20,162
Transportation and warehousing	27,979
Information	3,931
Finance and insurance	8,954
Real estate and rental and leasing	4,448
Professional, scientific, and technical services	10,804
Management of companies and enterprises	1,169
Administrative and support and waste	10,766

Need help finding your Congressional District?
07306 GO
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

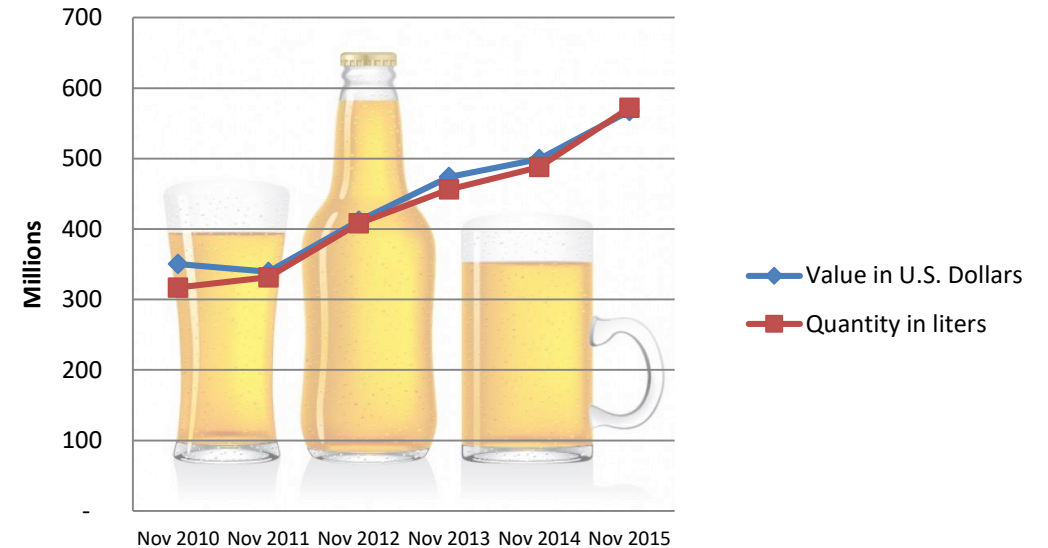
Other Current Economic Surveys

- Retail e-Commerce Sales (E-Stats) ([census.gov/econ/estats/index.html](https://www.census.gov/econ/estats/index.html))
- Annual Capital Expenditures Survey ([census.gov/econ/aces/index.html](https://www.census.gov/econ/aces/index.html))
- Statistics of U.S. Businesses ([census.gov/econ/susb/index.html](https://www.census.gov/econ/susb/index.html))
- Business Dynamics Statistics (<https://www.census.gov/ces/dataproducts/bds/>)
- **International Trade** ([census.gov/foreign-trade/](https://www.census.gov/foreign-trade/))
- **Census of Governments** ([census.gov/govs/](https://www.census.gov/govs/))

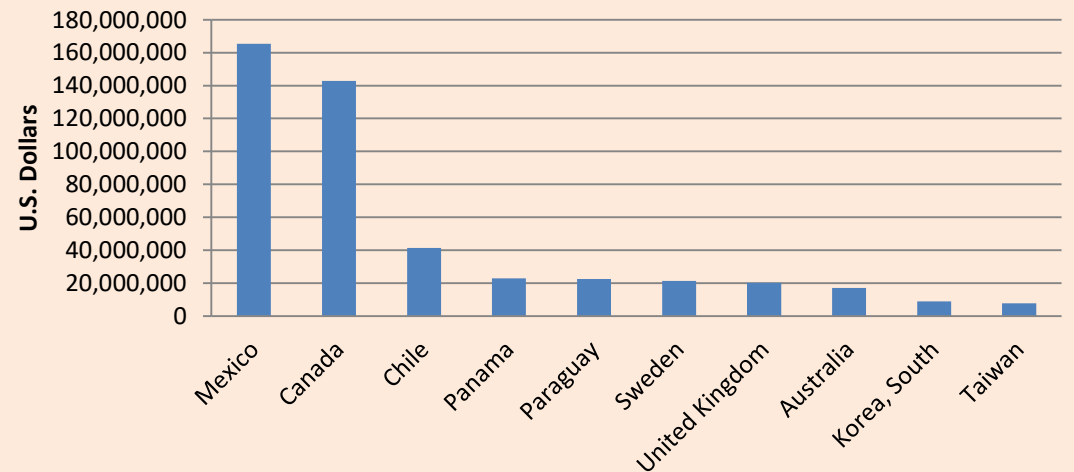
International Trade

- Provides **monthly** and **annual** U.S. **exports** and **imports** statistics at the **national**, **state**, and **port** levels
- Also provides data by **Commodity Classification**
- Issues export **regulations** from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)
- Primary audience: Existing exporters, Policy Analysts, etc.
- Reach audience: **Small and medium-sized businesses who don't currently export**
- **WISH LIST: Cross-links to other programs & tools**

U.S. Beer Exports



Top 10 Exporting Countries: 2015



Statistics About Governments

- **Main purposes**
 - Provide economic statistics about governments at the federal, state, and local area levels
 - Serve as public-sector counterpart to private sector
 - Track activity of governments over time
- Response is **voluntary**
- Virtually **no confidentiality restriction**
 - **Micro-level data available to be disseminated (“unit files”)**
- **A Challenge: Governments vs. geographies**

Core Programs Content

- **Organization and Structure** – Governments by type
- **Government Employment** - Full-time employees, Full-time gross payroll, Part-time employees, Part-time gross payroll, Computed FTE
- **Government Finances** - Revenue by type, Expenditure by character object & function, Debt term, Cash and Securities by type of holding

See <http://www.census.gov/govs/index.html> for more information

WISH LIST: Cross-links to other programs and tools; expanded comparisons

The Economic Census & Related Programs

Economic Census

- Done on the years ending in “2” and “7”
- Cover business conducted during the **Calendar Year**
- Covers **employer businesses** in the U.S.
- Covers businesses in **all NAICS sectors** except:
 - Agriculture (USDA-NASS)
 - Public Sector
 - Other selected exclusions (see [census.gov/econ/census/help/naics_other_classification_systems/codes_not_covered.html](https://www.census.gov/econ/census/help/naics_other_classification_systems/codes_not_covered.html))
- Very accurate

The Economic Census Offers...

- Over **200** unique industry statistics
- National-, state-, metro-, county-, **place-**, and ZIP Code-level data (varies by sector)
- Industry detail: 2- thru **6-digit** NAICS codes
- **Product** Lines
- Additional cross-tabs, including:
 - Business employment and sales **size**
 - **Taxable** and **tax exempt** business
- Primary audience: Economists, Policy Analysts, local planners
- Reach audience: **Small** and **medium-sized businesses**

Census-Related Programs

- **Commodity Flow Survey (CFS)** - Selected national- and finer-level data on the movement of products across the U.S. by mode of transportation (plus other breakouts). Partnership with DOT/BTS (<http://www.census.gov/econ/cfs/>)
 - **Economic Census of Island Areas** – Selected industry, product, and other data for American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands. (<http://www.census.gov/econ/islandareas/>)
 - **Survey of Business Owners (SBO)** – Selected national- and finer-level industry data for women- and minority-owned businesses and the characteristics of all businesses and their owners. (<http://www.census.gov/econ/sbo/>)
- Annual Survey of Entrepreneurs (ASE)* – The ASE provides **annual** data on select economic and demographic characteristics of employer businesses and their owners by gender, ethnicity, race, and veteran status.

American FactFinder (AFF)

www.factfinder.census.gov

- Contains data from **CBP, NES, ASM, the Economic Census, the Economic Census of Island Areas, SBO, ASE, CFS, and Census of Governments**



The screenshot shows the American FactFinder website. At the top left is the United States Census Bureau logo. The main header features the text "AMERICAN FactFinder" with a magnifying glass icon over the word "FactFinder". To the right of the header is a navigation menu with links for "Feedback", "FAQs", "Glossary", and "Help". Below the header is a blue navigation bar with buttons for "MAIN", "COMMUNITY FACTS", "GUIDED SEARCH", "ADVANCED SEARCH", and "DOWNLOAD CENTER". On the far right of this bar are language options for "English" and "Español".

A notification banner below the navigation bar reads: "The January 2016 update to American FactFinder is here! Read about upgrades to reference maps, thematic maps, and more in the January 2016 Updates to American FactFinder. For information on all software updates, see the Software Updates section on the News and Notes page." Below this is a large image of a smiling family.

The main content area is divided into sections:

- Community Facts**: Find popular facts (population, income, etc.) and frequently requested data about your community. Enter a state, county, city, town, or zip code:
- Guided Search**
- Advanced Search**
- Download Center**

Below these sections is a "Popular Tables" section with two columns of links:

- Population and Housing**
 - Annual Population Estimates (2015 PEP, PEPANNRES)
 - Demographic and Housing Estimates (2014 ACS, DP05)
 - General Housing Characteristics (2014 ACS, DP04)
 - General Demographic Characteristics (2010 Census, DP-1)
- Poverty and Income**
 - General Economic Characteristics (2014 ACS, DP03)
- Age, Race, Sex and Education**
 - Selected Social Characteristics (2014 ACS, DP02)
 - Educational Attainment (2014 ACS, S1501)

ISP and Snapshots

<http://www.census.gov/econ/isp/>

<http://www.census.gov/econ/snapshots/index.php>

- Provides access to data from:
 - All Census Economic Programs
- Allows you to:
 - Browse all Census programs
 - Deep Link to AFF
 - View Industry Definitions/Comparability
 - Access to Snapshots

You are here: [Census.gov](#) > [Business & Industry](#) > [ISP](#)

ISP Industry Statistics Portal
Business Data from the U.S. Census Bureau

2012 NAICS SEARCH
Enter a NAICS code or Title

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services
- 55 - Management of companies and enterprises
- 56 - Administrative and support and waste management and remediation services
- 61 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

Economic Census: Industry Snapshot
Full-Service Restaurant operations

2012 NAICS SEARCH

Full-service restaurants in the United States reported the highest sales per location in 2012. Of 17,000 full-service restaurants in 2012, 10,000 reported sales per location of \$1.5 million or more.

Map of the United States showing sales per location by state.

State	Sales per location (2012)
Alabama	\$1,000,000 - \$1,499,999
Alaska	\$1,500,000 - \$1,999,999
Arizona	\$1,500,000 - \$1,999,999
Arkansas	\$1,000,000 - \$1,499,999
California	\$2,000,000 - \$2,499,999
Colorado	\$1,500,000 - \$1,999,999
Connecticut	\$2,000,000 - \$2,499,999
Delaware	\$2,000,000 - \$2,499,999
District of Columbia	\$2,000,000 - \$2,499,999
Florida	\$1,500,000 - \$1,999,999
Georgia	\$1,000,000 - \$1,499,999
Hawaii	\$1,500,000 - \$1,999,999
Idaho	\$1,500,000 - \$1,999,999
Illinois	\$1,500,000 - \$1,999,999
Indiana	\$1,000,000 - \$1,499,999
Iowa	\$1,000,000 - \$1,499,999
Kansas	\$1,000,000 - \$1,499,999
Kentucky	\$1,000,000 - \$1,499,999
Louisiana	\$1,000,000 - \$1,499,999
Maine	\$1,000,000 - \$1,499,999
Maryland	\$2,000,000 - \$2,499,999
Massachusetts	\$2,000,000 - \$2,499,999
Michigan	\$1,500,000 - \$1,999,999
Minnesota	\$1,500,000 - \$1,999,999
Mississippi	\$1,000,000 - \$1,499,999
Missouri	\$1,000,000 - \$1,499,999
Montana	\$1,500,000 - \$1,999,999
Nebraska	\$1,000,000 - \$1,499,999
Nevada	\$1,500,000 - \$1,999,999
New Hampshire	\$1,000,000 - \$1,499,999
New Jersey	\$2,000,000 - \$2,499,999
New Mexico	\$1,500,000 - \$1,999,999
New York	\$2,000,000 - \$2,499,999
North Carolina	\$1,500,000 - \$1,999,999
North Dakota	\$1,500,000 - \$1,999,999
Ohio	\$1,500,000 - \$1,999,999
Oklahoma	\$1,000,000 - \$1,499,999
Oregon	\$1,500,000 - \$1,999,999
Pennsylvania	\$1,500,000 - \$1,999,999
Rhode Island	\$1,000,000 - \$1,499,999
South Carolina	\$1,000,000 - \$1,499,999
South Dakota	\$1,500,000 - \$1,999,999
Tennessee	\$1,000,000 - \$1,499,999
Texas	\$1,500,000 - \$1,999,999
Utah	\$1,500,000 - \$1,999,999
Vermont	\$1,000,000 - \$1,499,999
Virginia	\$1,500,000 - \$1,999,999
Washington	\$1,500,000 - \$1,999,999
West Virginia	\$1,000,000 - \$1,499,999
Wisconsin	\$1,500,000 - \$1,999,999
Wyoming	\$1,500,000 - \$1,999,999

U.S. Census Bureau

CBB: SBE

<http://www.census.gov/data/data-tools/cbb.html>

<https://cbb.census.gov/sbe/>

United States Census Bureau

Census Business Builder: *Small Business Edition - 2.2*

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

Construction | Food Services | Healthcare
Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it

My Location
or
State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location and surrounding locations you are researching OR...

Go to Map

... Click "Create Report" to go straight to the report for your type of businesses and location

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the [Census Home Page](#)
Release: 2.2 (Build: 16)

CBB: RAE

<https://cbb.census.gov/rae/#>

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.2

Privacy Act Statement | FAQs | Send Feedback

Define your region

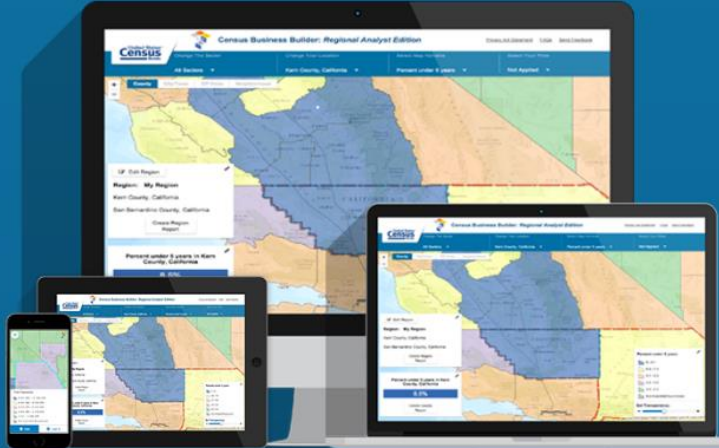
1. What is the primary county or city/town in your region?

Select the primary county or city/town in your region by either clicking on the My Location button or by searching for it

My Location

or

County or City/Town

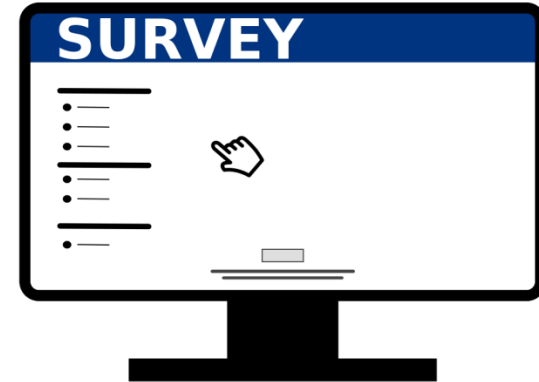


Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the [Census Home Page](#)
Release: 2.2 (Build: 16)

2017 Economic Census

Collection Changes

- **Electronic Only** – no paper forms
- Collection strategies
 - **Focused support**
 - Hard to reach **industries**
 - Low response **geographies**
 - **Delayed mailing** to accommodate when most businesses close their books



Content Changes



- **NAICS updates** – See the NAICS web site (<http://www.census.gov/eos/www/naics/>), including the Federal Register Notices (http://www.census.gov/eos/www/naics/federal_register_notices/fedregister.html)
- Increased implementation of North American Product Classification System (**NAPCS**)
- Geography – **Metro, Place, and other changes**
- **New dissemination system** (<https://data.census.gov/cedsci/search>)
- **Data product changes**

Response Promotion

- Working with **associations, chambers of commerce, and other business organizations**
 - Strong **response** rates and quality **reporting** helps guarantee **quality data** for our users
 - What **materials** are needed for outreach to businesses and customers?
 - How else can we help?

Summary

- The Census Bureau is not just the Decennial Census! We provide a wealth of **business data** that can help users understand their local economy
- The most detailed of these programs is the **Economic Census**
- Lots of **changes** coming for **2017 EC**
- Various **tools** to access the data

Questions or Feedback?

Please feel free to contact me!

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