United States® Census Bureau The 2022 Economic Census

Small Business Data & Tools to Help Develop and Grow a Business

NY State Data Center

October 19, 2023

Lynda Lee – U.S. Census Bureau
Supervisory Statistician, Data User & Trade Outreach Branch

Agenda

- Introduction - Census Bureau surveys
- What is a small business?
- Sources of small business data
- Finding business data with demographic characteristics
- Economic Census – The official 5-year measure of American businesses
- How can I use Census data to develop and grow my business?
- Key Takeaways and Q&A

Census Bureau Surveys
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The 2022
Economic
Census

The Census Bureau measures more than people

- Most people know that the U.S. Census Bureau measures the population every 10 years.

United States Census 2020

- But most people don't know that **we also measure the economy.**
  - In fact, the Census Bureau conducts more than 50 economic surveys each year.
- This includes the **Economic Census** which measures U.S. businesses every 5 years.

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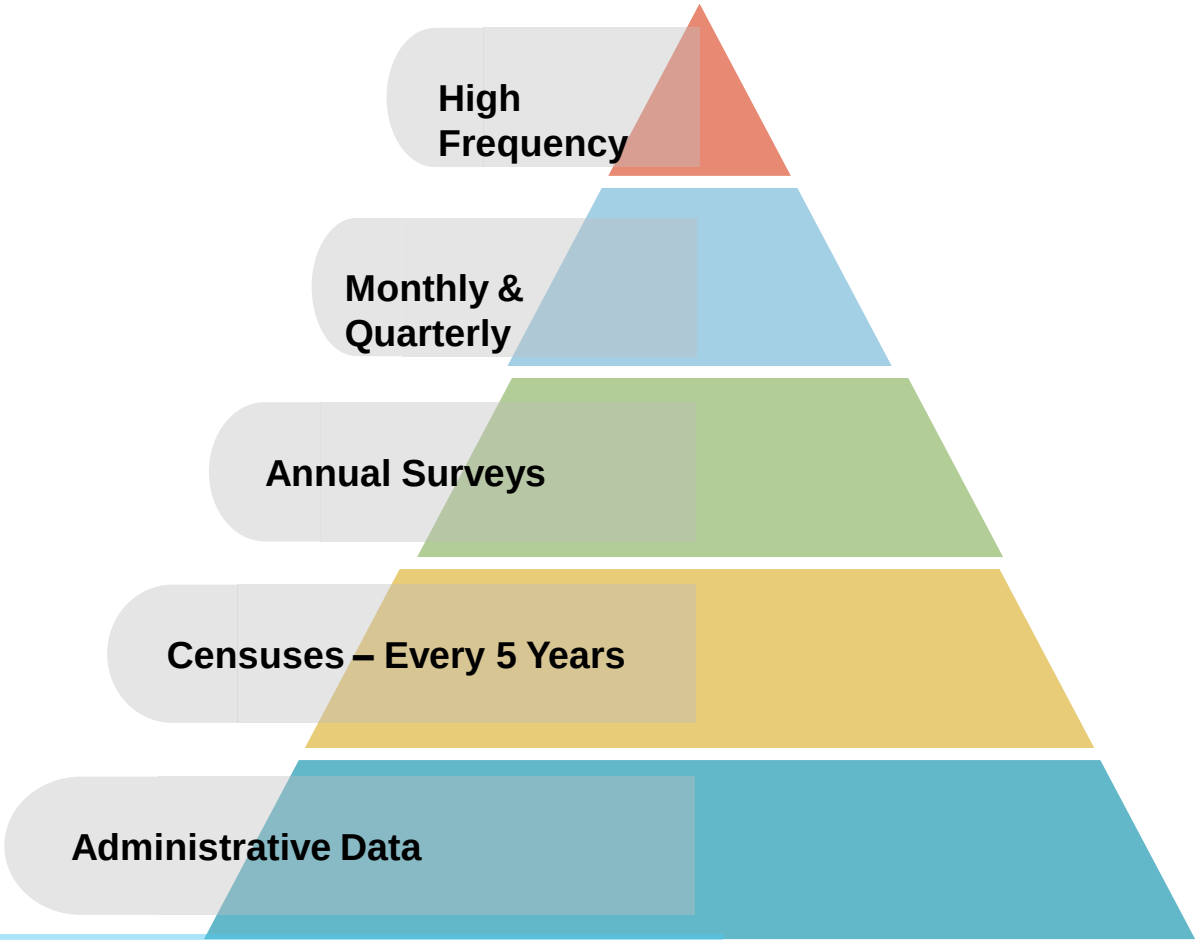
Census Economic Surveys

- **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 and Programs** provide data for nearly every sector of the economy
  - County Business Patterns
  - Annual Business Survey
  - Nonemployer Statistics
  - Statistics of U.S. Businesses

Census Economic Programs

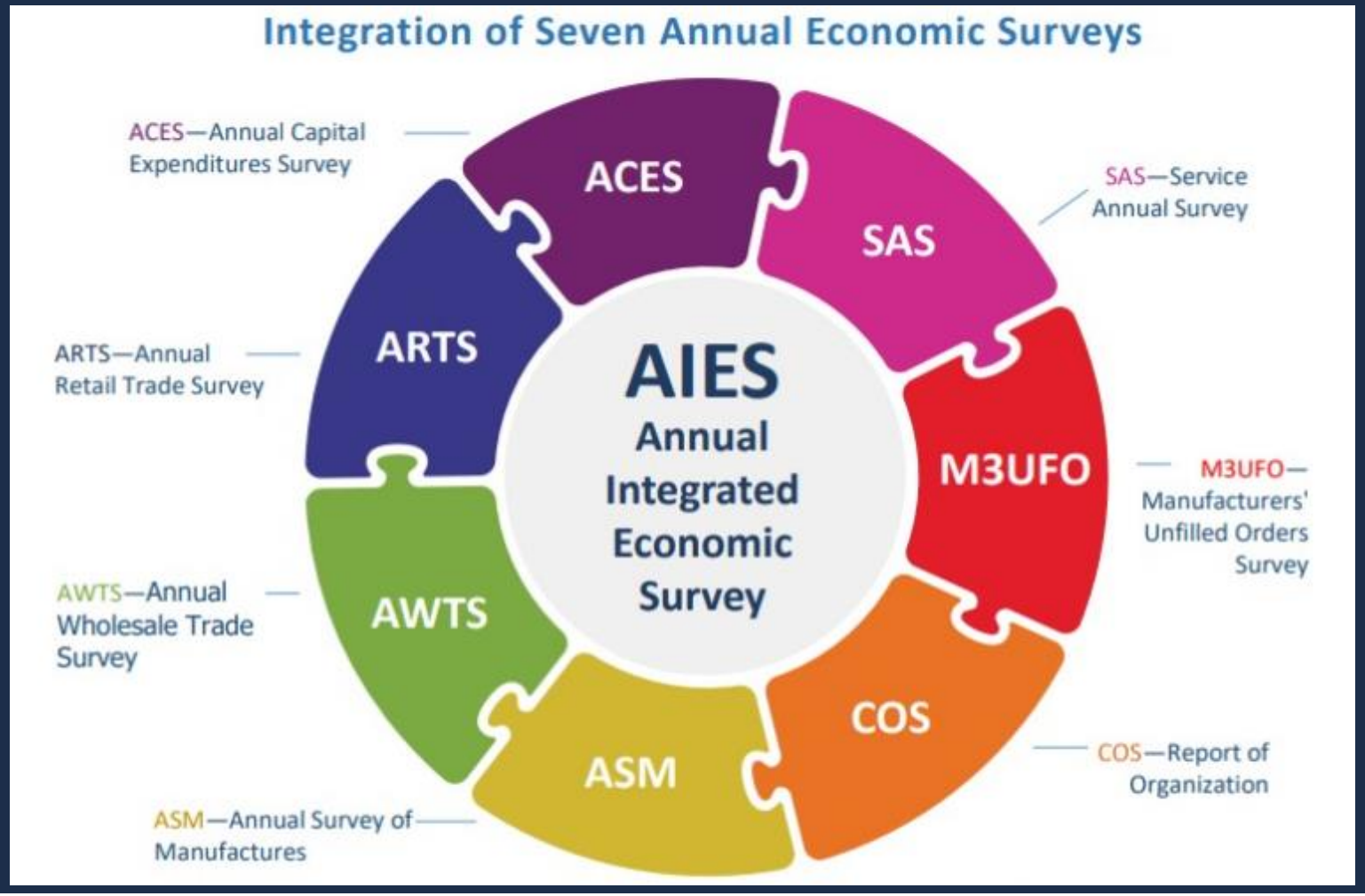
Census Bureau economic programs are a key source for official statistics:

- **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



Annual Integrated Economic Survey (AIES)

Streamlined design that integrates and replaces seven existing annual business surveys into ONE single survey.



Annual Integrated Economic Survey (AIES)

What is collected in the AIES?

Current questions from seven existing annual surveys

Wide range of economic data including:

Business Characteristics & Classifications

Employment

Revenues

Operating Expenses

Assets

Robotic Equipment

Other Trade or Industry Specific Content

Data across industries and sectors

Agriculture

Mining

Construction

Manufacturing

Wholesale

Retail

Services

Geographic location

Annual Integrated Economic Survey (AIES)

Next Steps:

- Sample collection begins by invitation - Fall of 2023
- Existing annual surveys begin transition process - Winter 2023
- AIES Launch - Spring 2024

More information/updates can be found at :
www.census.gov/aies

Contact us at: ECON.AIES.Help@census.gov

What is a small business?
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The 2022 Economic Census

What is a small business?

Examples include:

- Employment size = 500 or fewer employees
- Average annual receipts

Receipts are relative to the industry.

Sources of small business data

United States® Census Bureau

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County Business Pattern (CBP)

- Frequency / latest data: Annual / 2021
- Geography levels
  - U.S.
  - State
  - County
  - Metropolitan/Micropolitan Statistical Area (MSA)
  - Combined Statistical Area (CSA)
  - Zip code
  - Congressional District levels
- Access to data –
  - Data search platform data.census.gov
  - CBP datasets https://www.census.gov/programs-surveys/cbp/data/datasets.html
  - Census Business Builder (CBB) https://www.census.gov/data/data-tools/cbb.html

CBP Content

- Data available on:
  - Number of establishments
  - Employment during the week of March 12
  - First quarter and annual payroll

- Establishment data include:
  - By geographic area
  - 6-digit NAICS industry (approximately 1,000 industries)
  - Legal Form of Organization (U.S. and state only)
  - Employment size class

Number of Establishments by Employment Size for Albany County, New York

Employment size	Number of establishments
All establishments	9,328
Establishments with less than 5 employees	4,761
Establishments with 5 to 9 employees	1,778
Establishments with 10 to 19 employees	1,251
Establishments with 20 to 49 employees	920
Establishments with 50 to 99 employees	334
Establishments with 100 to 249 employees	204
Establishments with 250 to 499 employees	48
Establishments with 500 to 999 employees	20
Establishments with 1,000 employees or more	12

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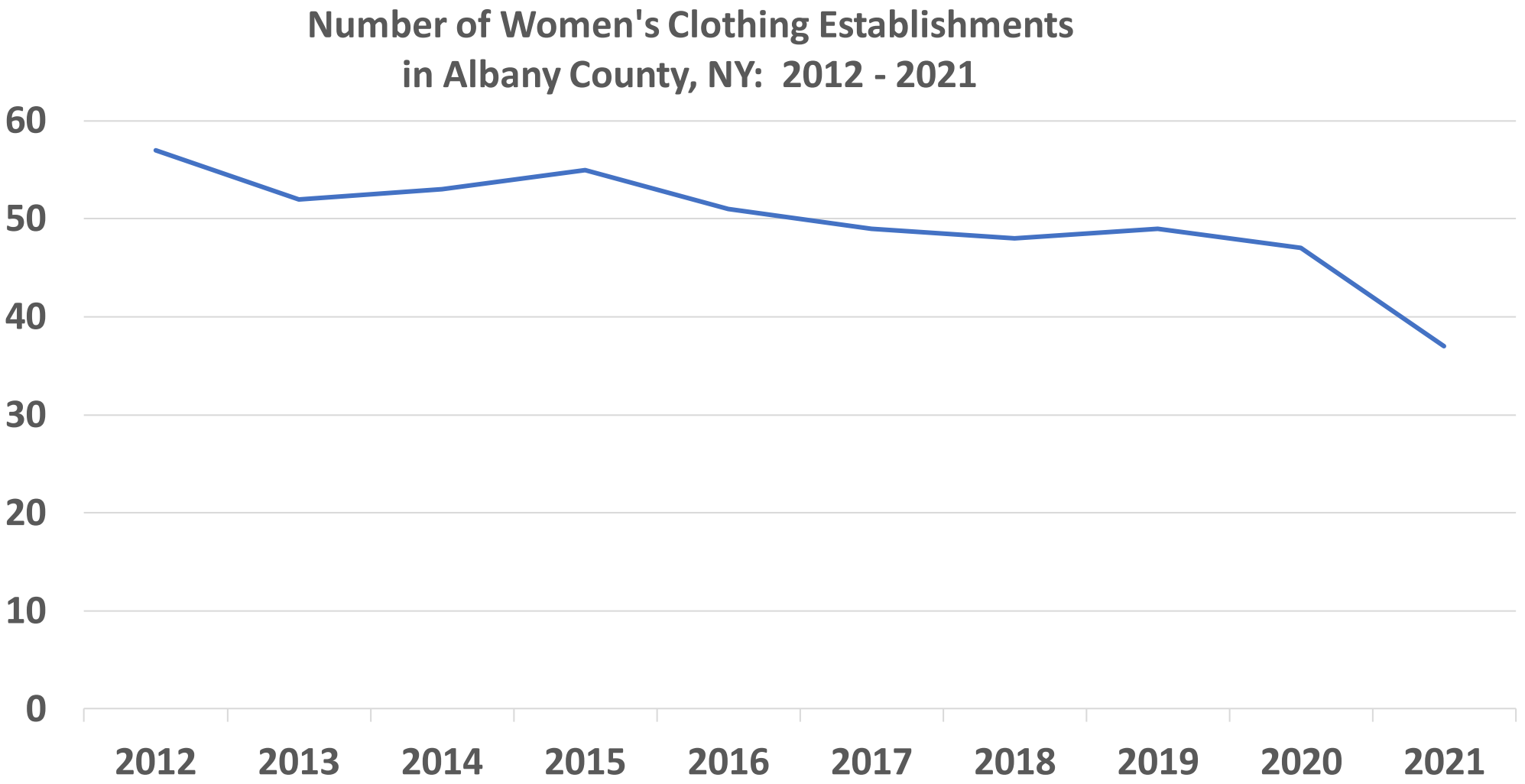
Source: 2021 County Business Patterns
CB2100CBP
https://data.census.gov/table/CBP2021.CB2100CBP?g=050XX00US36001&d=ECNSVY+Business+Patterns+County+Business+Patterns



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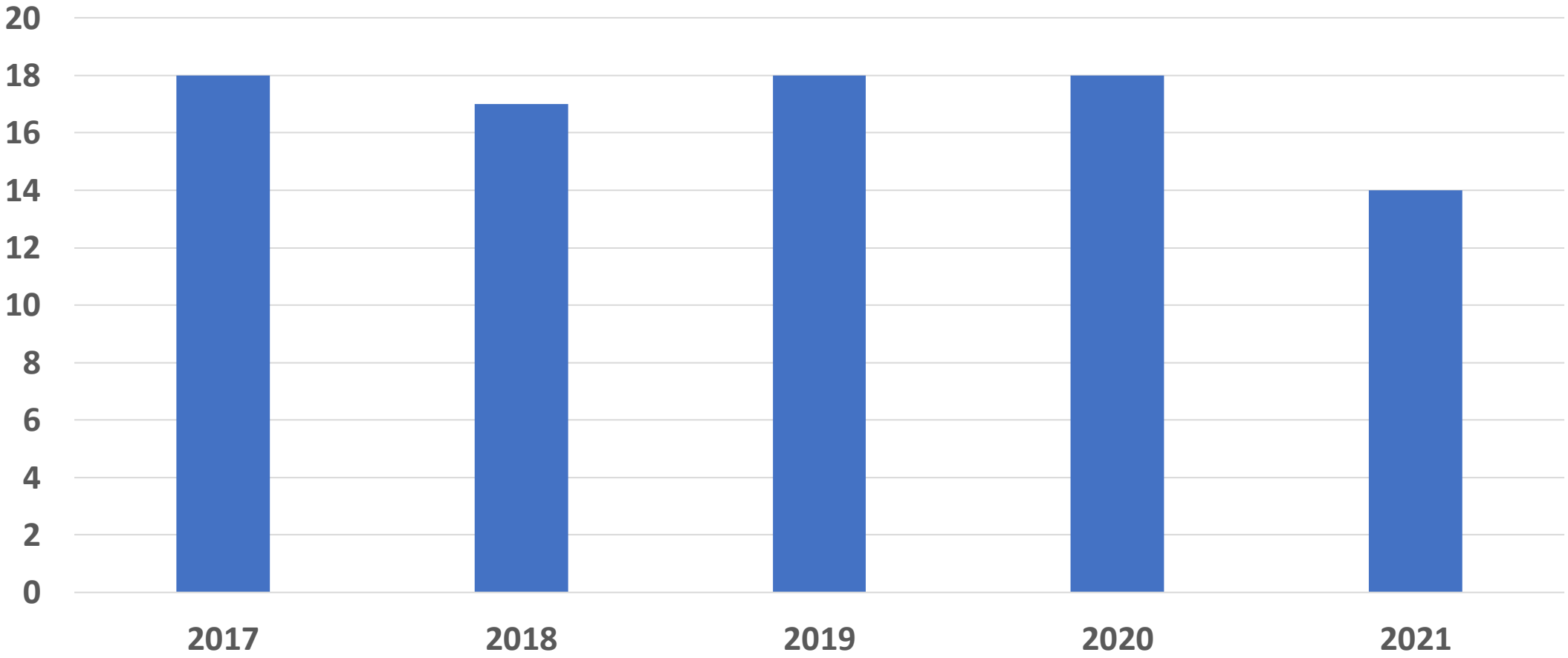
Source: 2012 - 2021 County Business Patterns

Number of Women's Clothing Establishments in Albany, NY that employ less than 5 employees



The 2022 Economic Census

Source: 2021 County Business Patterns

Number of Women's Clothing Stores with Annual Payroll in Albany County, New York: 2021

Employment size of establishments	Number of establishments	Annual payroll ($1,000)
All establishments	37	$11,206
Establishments with less than 5 employees	14	N
Establishments with 5 to 9 employees	6	N
Establishments with 10 to 19 employees	15	N

Source: 2021 County Business Patterns, NAICS 44812

There are more than 35 million businesses in the United States

~ 8 million are employer business establishments

Source: 2020 CBP and 2020 NES

United States® Census Bureau

The 2022 Economic Census

Nonemployer Statistics (NES)

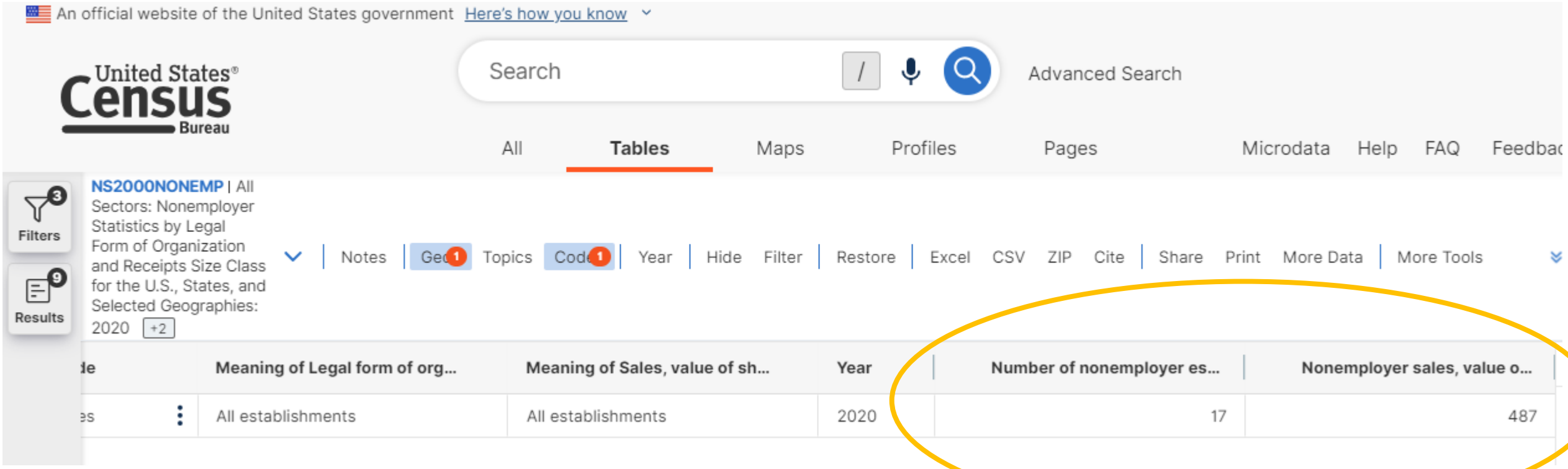
- Frequency / latest data: Annual / 2020
- Geography levels
  - U.S.
  - State
  - County
  - Metropolitan/Micropolitan Statistical Area (MSA)
  - Combined Statistical Area (CSA)
- Access to data –
  - Data search platform data.census.gov
  - NES datasets https://www.census.gov/programs-surveys/nonemployer-statistics/data/datasets.html
  - Census Business Builder (CBB) https://www.census.gov/data/data-tools/cbb.html

NES Content

- Data available on
  - Number of nonemployer businesses
  - Receipts by industry

- Establishment data include
  - By geographic area
  - 6-digit NAICS industry (approximately 470 industries)
  - Legal Form of Organization (U.S. and state only)
  - Receipts-size class (only U.S. level)

Number of Nonemployer Establishments for Women's Clothing Establishments in Albany, New York: 2020 Nonemployer Statistics



Finding business data with demographic characteristics

United States® Census Bureau

The 2022 Economic Census

Annual Business Survey (ABS)

- Frequency – Annual (First release, Spring 2020)

- Geography levels
  - U.S.
  - State
  - Metropolitan/Micropolitan Statistical Area
  - Combined Statistical Area
  - County
  - Economic Census Place (city)

- Access to data –
  - data.census.gov
  - ABS dataset https://www.census.gov/programs-surveys/abs.html

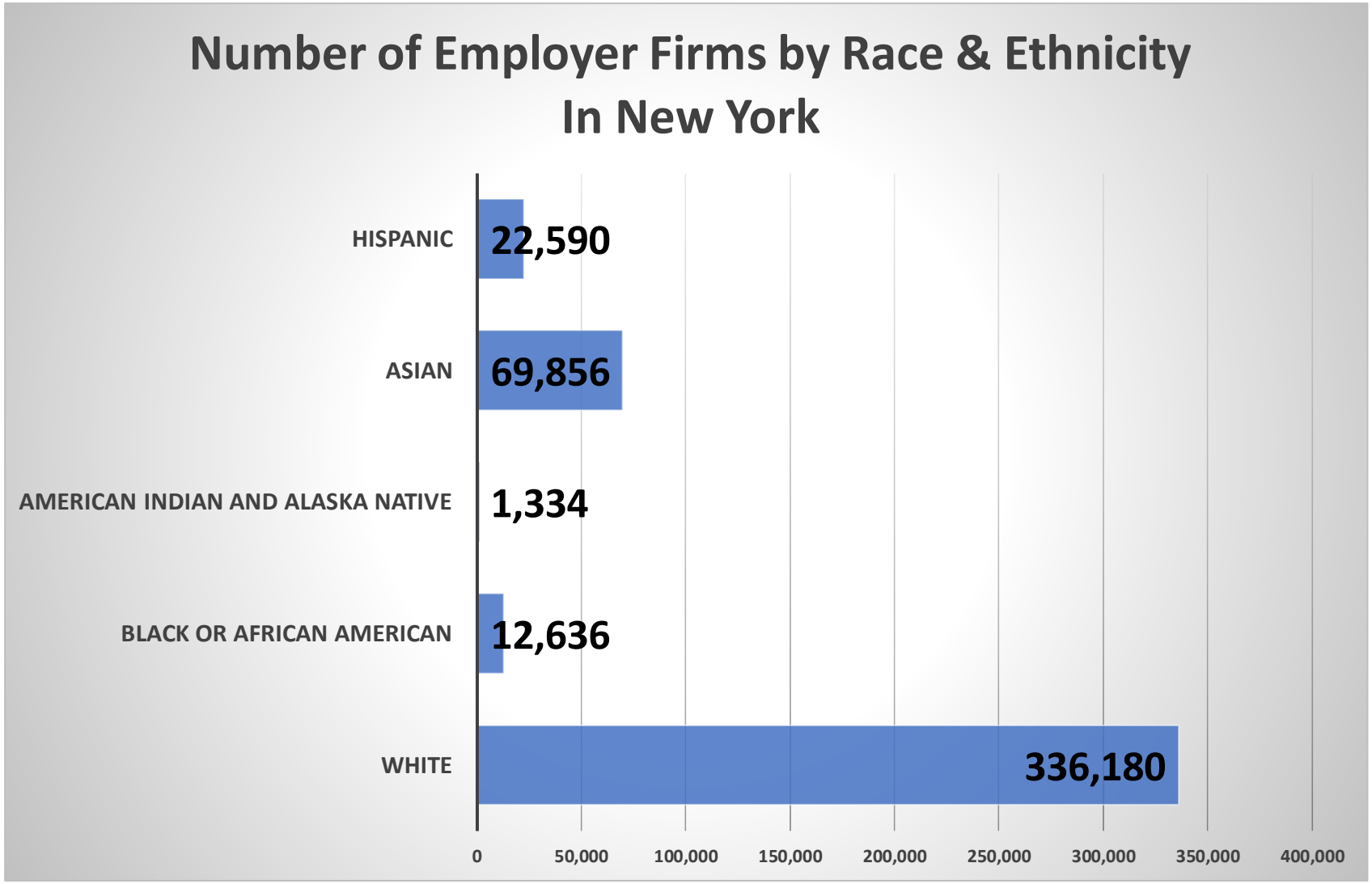
ABS Content

- Data available on
  - Number of employer firms
  - Sales, value of shipments, or revenue
  - Number of employees
  - Annual payroll

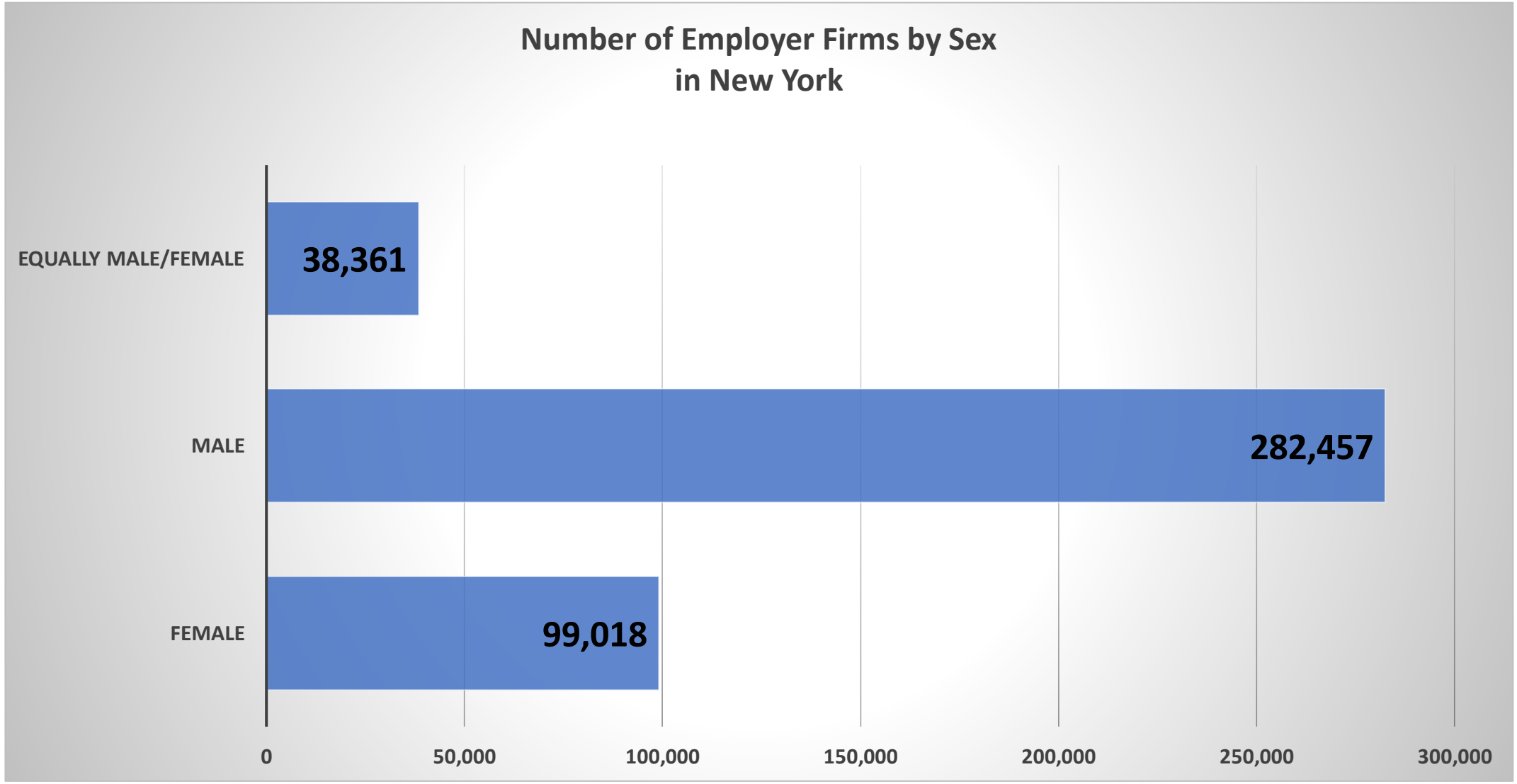
- Firm data include
  - Economic and Demographic characteristics

  - Business characteristics of businesses and business owners by sex, ethnicity, race, and veteran status

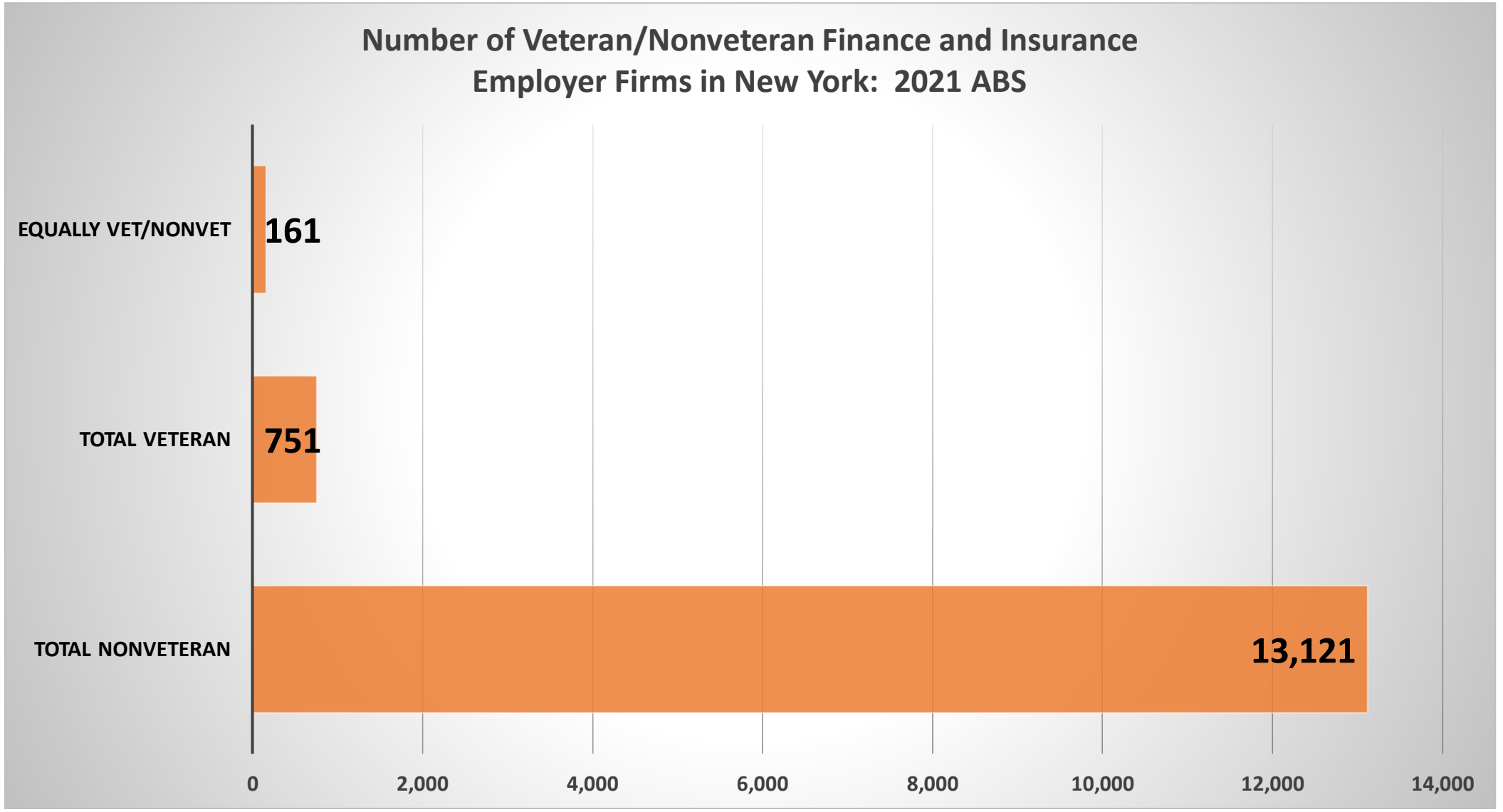
  - Content incorporates a new set of questions for each survey year



Source: 2021 Annual Business Survey



Source: 2021 Annual Business Survey



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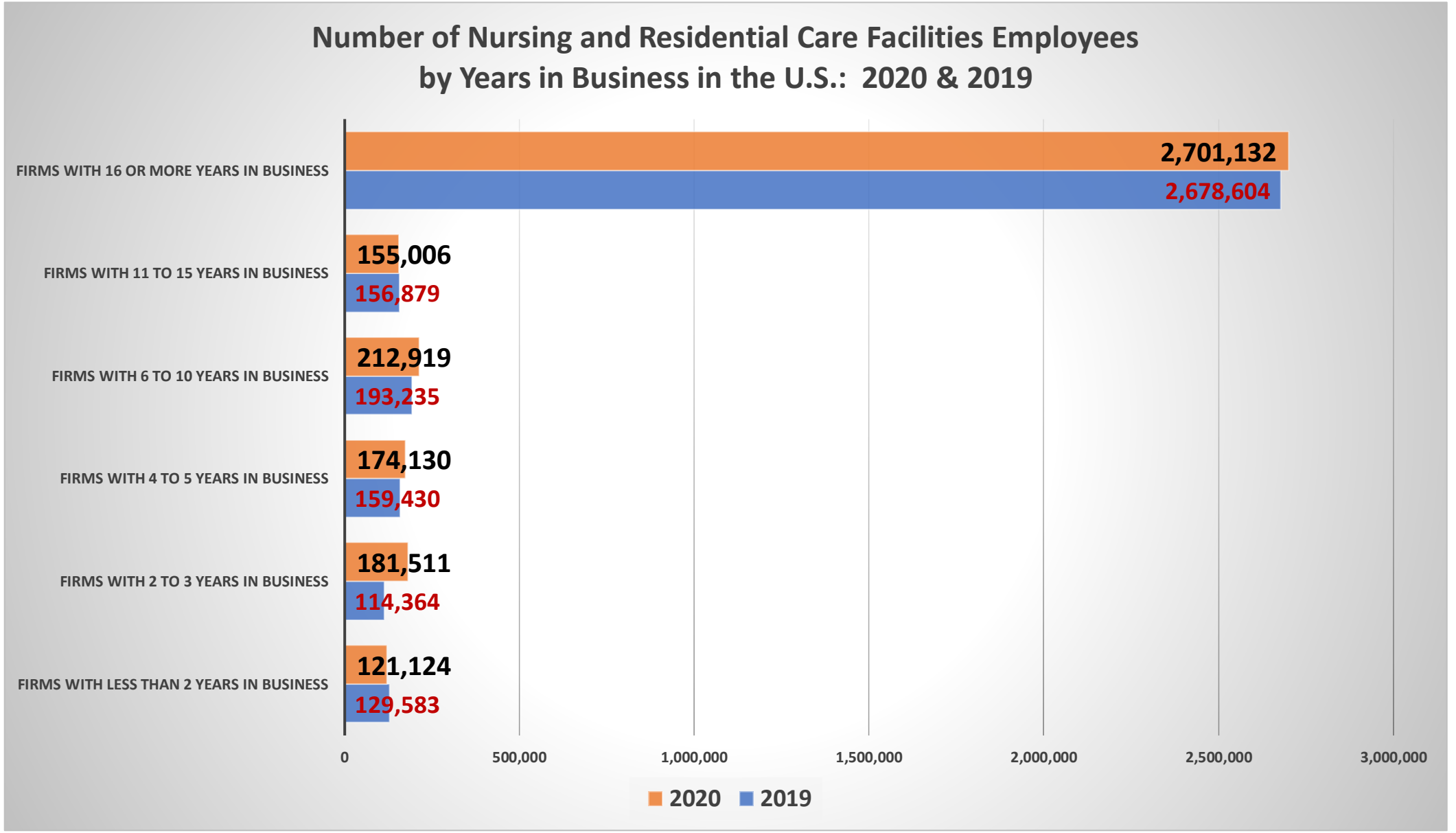
Source: 2021 Annual Business Survey



Estimates are not significantly different from 2019 to 2020.

ABS Geographic Details by Data Reference Year

ABS customer help line (1-888-225-4022)

Geographic Area Name	NAICS 00 = Total for all sectors	2-digit NAICS industry code	3-digit NAICS industry code	4-digit NAICS industry code	Up to 6-digit NAICS industry code
U.S.	2017, 2018, 2019, 2020	2017, 2018, 2019, 2020	2017, 2019, 2020	2017, 2020	2017
State	2017, 2018, 2019, 2020	2017, 2018, 2019, 2020	2017, 2019, 2020	2017, 2020	2017
Metropolitan Statistical Area / Micropolitan Statistical Area	2017, 2018, 2019, 2020	2017, 2018, 2019, 2020	Not available	Not available	Not available
Combined Statistical Area	2017	2017	Not available	Not available	Not available
County	2017	2017	Not available	Not available	Not available
Economic Census Place (city)	2017	2017	Not available	Not available	Not available

Nonemployer Statistics by Demographics (NES-D)

- Frequency: Annual

- Geography levels
  - U.S.
  - State
  - Metropolitan/Micropolitan Statistical Area

- Access to data
  - data.census.gov
  - NES-D data sets https://www.census.gov/programs-surveys/abs/data/nesd.html

NES-D Content

- Data available on
  - Sales, value of shipments, or revenue
  - Number of nonemployer firms
  - Annual payroll
  - Number of employees

- Firm data include
  - Legal Form of Organization
  - Owner characteristics of nonemployer firms
    - Race
    - Ethnicity
    - Sex
    - Veteran status
  - Urban and rural of classification of the firms

Receipts and Number of Firms for Nonemployer Healthcare and Social Assistance Firms in New York: 2019

	Number of nonemployer firms	Sales, value of shipments, or revenue of nonemployer firms ($1,000)
Urban	123,000	5.2 B
Rural	10,500	392.7 M

Urban	Number of nonemployer firms	Sales, value of shipments, or revenue of nonemployer firms ($1,000)
Male	30,500	2.2 B
Female	89,500	2.7 B

Rural	Number of nonemployer firms	Sales, value of shipments, or revenue of nonemployer firms ($1,000)
Male	2,500	148.9M
Female	7,900	234.5M

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Source: 2019 Nonemployer Statistics by Demographics

Receipts and Number of Hispanic-owned Nonemployer Health Care and Social Assistance Firms by Urban and Rural Areas in New York ($1,000)

Hispanic	Number of nonemployer firms	Sales, value of shipments, or revenue of nonemployer firms ($1,000)
Urban	25,500	522.2 M
Rural	350	13.9 M

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Source: 2019 Nonemployer Statistics by Demographics

Economic Census

The official five-year measure of American businesses

United States® Census Bureau

Economic Census Data

- The Economic Census provides the most comprehensive data available. It is the only official source of statistics down to the local level.
    - First data release is planned for early 2024.
- Responses from each company are aggregated to create official statistics for all U.S. industries and geographies.
    - Information from individual businesses can never shared – Census is required by law to protect confidentiality.
- The Economic Census also sets the statistical benchmark for all other economic surveys – making analysis for annual, quarterly and monthly surveys possible.
- Results from all Census economic surveys are free and available online for companies to use for business planning.

2022 Economic Census Data

- NAICS: Nearly every 2- thru 6-digit code covered by the Census Bureau
- Geography: National, state, metro and other lower geographies (areas shown vary by sector)
- Other Dimensions: Data by business size (establishment and firm; employment and revenue), Legal Form of Organization, Franchise status, etc.
- Over 200 data variables shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)

What's New for 2022

- New questions reflecting the changing economy (so as data users, you'll be able to get more information on different industries such as…)
- Geographic areas updates
- Inclusion of selected Agricultural industry subsectors (1151 & 1152)
- Data release and publication changes
  - Data is available sooner than past collections
  - Geographic Area Statistics single release

Presenting…
Your 2022
Economic Census Data!

<u>To access a full list of What's New, visit</u>
https://www.census.gov/programs-surveys/economic-census/year/2022/news-updates/whats-new.html

2022 Economic Census Planned Release Schedule

Statistics Set	Planned Release Date or Range
First Look Statistic	March 2024
Geographic Area Statistics	March 2025
Comparative and Bridge Statistics	June 2025
Establishment and Firm Size Statistics	June 2025
Product Statistics	September 2025
Miscellaneous Statistics	March 2025 - March 2026
Island Areas Statistics	
Guam, American Samoa, Northern Mariana Islands	June 2024
U.S. Virgin Islands	July 2024
Puerto Rico	June 2025

To access 2022 Economic Census Data Product Releases, https://www.census.gov/programs-surveys/economic-census/year/2022/news-updates/releases.html

How can I use Census data to develop and grow my business?
United States Census Bureau
The 2022 Economic Census

Linda used Census Bureau data to help find the best location for her new bakery.

Columbus – Franklin County, OH

Jerome used Census Bureau data to project hiring needs for his new construction site.

NYC - Queens County, NY

Annie used Census Bureau data to set salary levels for her medical staff.

Dallas County, TX

Joseph used Census Bureau data to help secure a small business loan.

Montgomery County, MD

Sara used Census Bureau data for her factory's inventory planning

Houston – Harris County, TX

Hellen used Census Bureau data to help set sales prices for new home listings.

Los Angeles County, CA

Paula's team used Census Bureau data to set their economic development plan for the city.

Atlanta – Fulton County, GA
New York, NY
Customizable by city

Angelo used Census Bureau data to find the best location for his new restaurant.

Chicago – Cook County, IL

Alex used Census Bureau data to help secure a small business loan

Miami-Dade County, FL

Kevin used Census Bureau data to help project staffing needs for next quarter.

Denver County, CO

Benita used Census Bureau data to help find the best location for her new shop.

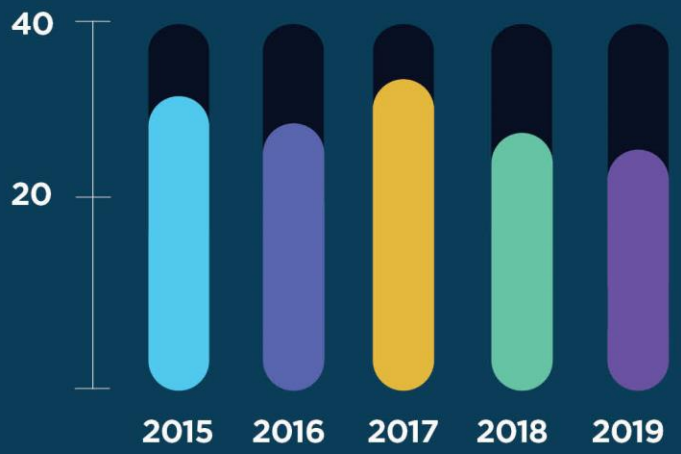
San Juan Municipio, PR

MEET JOSEPH

Joseph used Census Bureau data to help secure a small business loan — statistics made possible by your response to the Economic Census.

Thank you for your response.

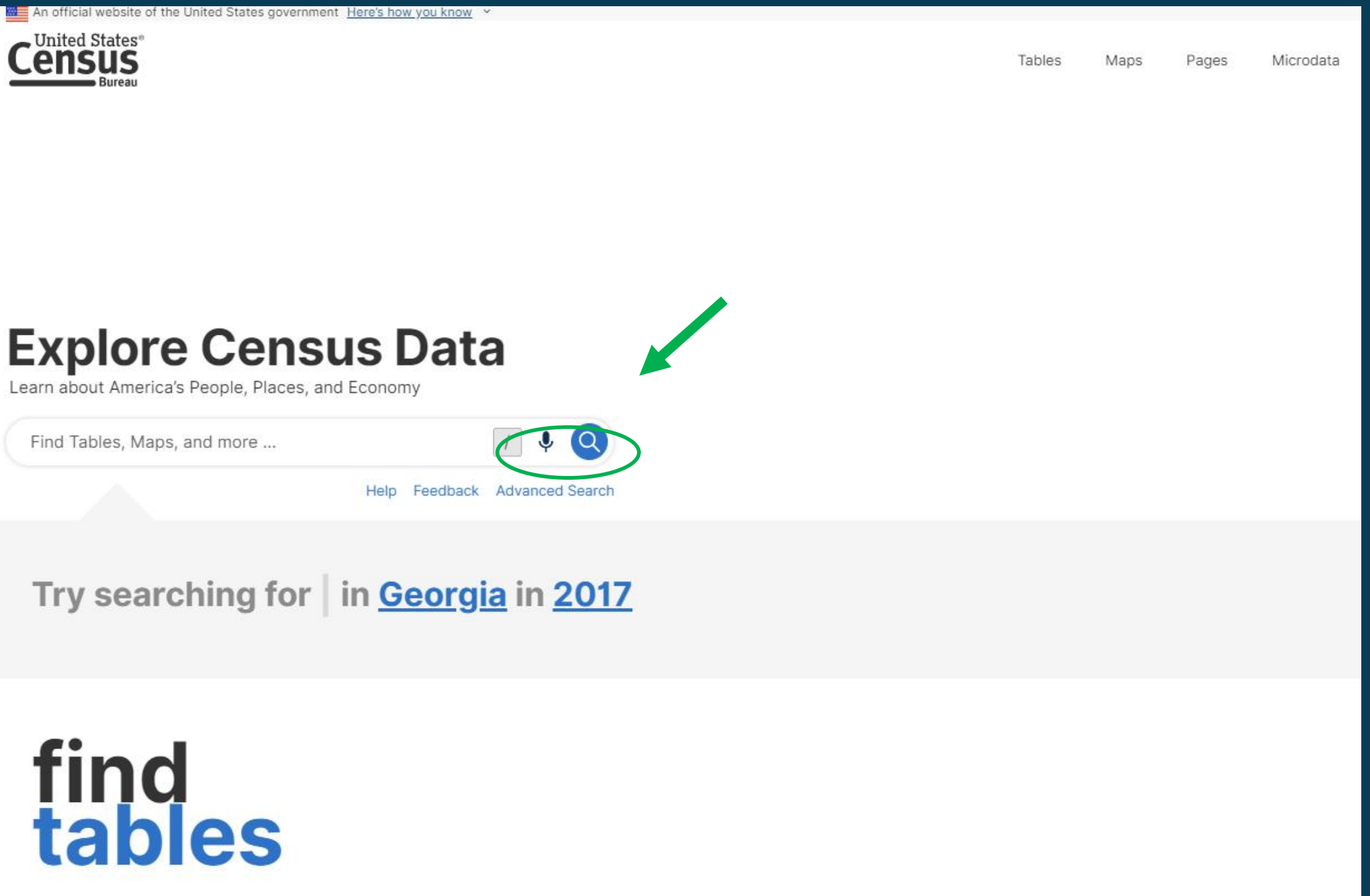
Sector Code: 4531— Florists
Montgomery County, MD
All Employer Establishments



7 Average number of employees

$27K Average payroll per employee

Source: Census Business Builder Local Business Profile. cbb.census.gov/sbe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Use Advanced S

Florists in Montgomery

florists in Montgomery County, Maryland
florists in Montgomery County, Pennsylvania
florists in Montgomery County, Texas
florists in Montgomery County, Ohio
florists in Southeast Montgomery CCD, Montgomery Coun
Use Advanced Search...

453110: Florists Profile

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare...

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florists in Montgomery County, Maryland

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Filters 2

2 Filters

Montgomery County, Maryland

123 453110: Florists

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Surveys

Topics

Years

14 Tables, 14 Maps, 19 Pages

Tables

View: 10 | 25 | 50

Economic Surveys
CB2000CBP | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2020
2020: ECNSVY Business Patterns County Business Patterns

Economic Surveys
CB1900CBP | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2019
2019: ECNSVY Business Patterns County Business Patterns

Economic Surveys
CB1800CBP | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by Legal Form of Organization and Employment Size Class for the U.S., States, and Selected Geographies: 2018
2018: ECNSVY Business Patterns County Business Patterns

Economic Surveys
CB1800ZBP | All Sectors: ZIP Code Business Patterns by Employment Size Class for 5-digit zipcode level: 2018
2018: ECNSVY Business Patterns County Business Patterns

Economic Surveys
CB1700CBP | All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017
2017: ECNSVY Business Patterns County Business Patterns

Economic Census

453110: Florists Profile

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare...

View Profile

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Economic Surveys
CB1800ZBP | All Sectors: ZIP Code Business Size Class for 5-digit

Economic Surveys

CB2000CBP | All Sectors: County Business Patterns, including ZIP Code Business Patterns, by ...

2020: ECNSVY Business Patterns County Business Patterns

Notes Geos Years Topics Surveys Codes Hide Filter Restore Excel CSV ZIP Print More Tools

Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Meaning of Legal form of ...	Meaning of E
Montgomery County, Maryla...	453110	Florists	All establishments	All establishm
Montgomery County, Maryla...	453110	Florists	All establishments	Establishmen
Montgomery County, Maryla...	453110	Florists	All establishments	Establishmen
Montgomery County, Maryla...	453110	Florists	All establishments	Establishmen

Filters Columns Pivot Cell/Column Notes

1 to 4 of 4 Page 1 of 1

https://data.census.gov/cedsci/table?q=florists in Montgomery County, Maryland

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Additional Resources

Additional survey programs with small business data

- Business Dynamics Statistics
- Business Formation Statistics
- Business Trends and Outlook Survey (formerly known as the Small Business Pulse Survey)
- International Trade Statistics
- Statistics of U.S. Businesses

Small Business Page

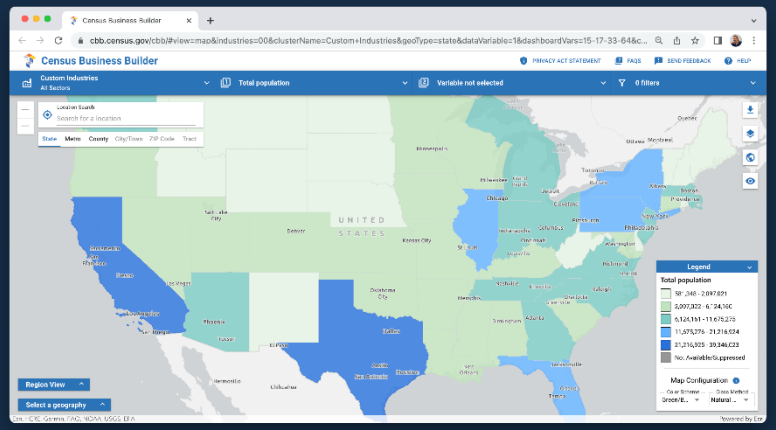
- https://www.census.gov/topics/business-economy/small-business.html

- Interactive visualizations
  - BFS
    - Formation
      - By State https://www.census.gov/library/visualizations/interactive/bfs-by-state.html
      - National Level https://www.census.gov/library/visualizations/interactive/bfs-visualizations.html
    - By State and County https://www.census.gov/library/visualizations/interactive/bfs-annual-state-county.html (# of applications)

Census Bureau Data Tools – Free and Available Online

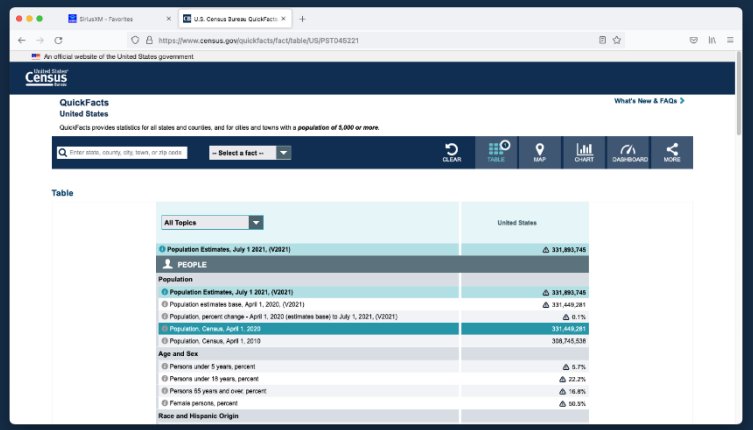
Data by industry and geography

cbb.census.gov



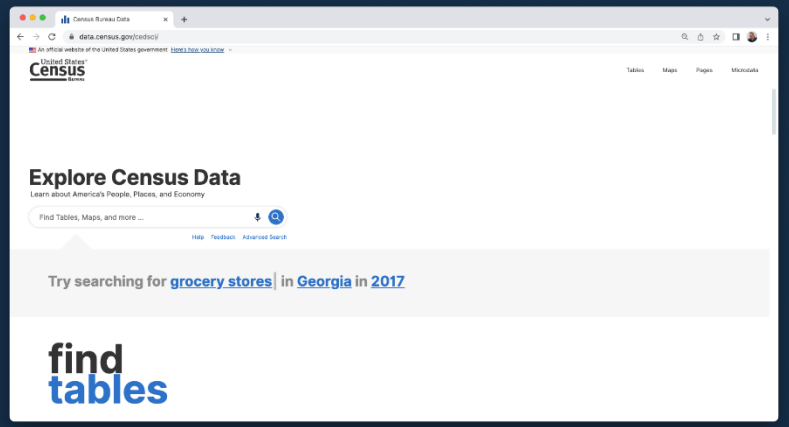
Data by geography

census.gov/quickfacts



Explore all Census Bureau data

data.census.gov



To access additional data tools:
https://www.census.gov/data/data-tools.html

United States® Census Bureau

Key Takeaways

- There are many Census Bureau programs that can help with starting and growing a small business.
- Census data is free and available online 24/7.
- Census has data tools to help with data searches.

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Q&A

And

Thank You

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