

Introducing Census Bureau Economic Programs and Data Tools

NY State Data Center Annual Affiliates Meeting
September 13-14, 2018

Presented by: Andrew W. Hait
U.S. Census Bureau



U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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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** – identifies the scope and nature of the nation's state and local government sector
- 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
Annual

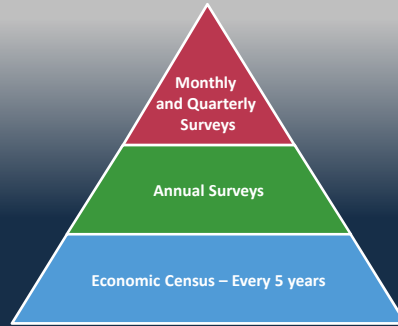
Annual Retail Trade
Annual

Plus more than 130 demographic and economic surveys every year



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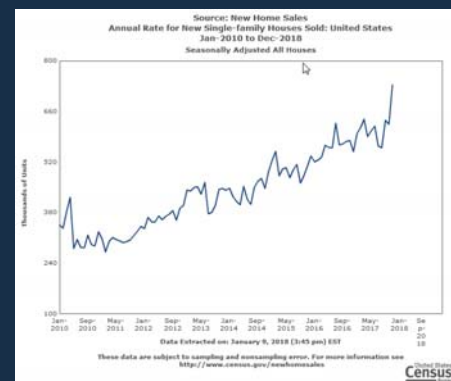
Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that 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 Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Economic Indicators



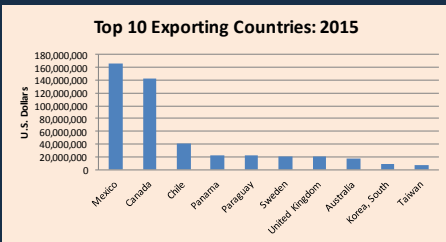
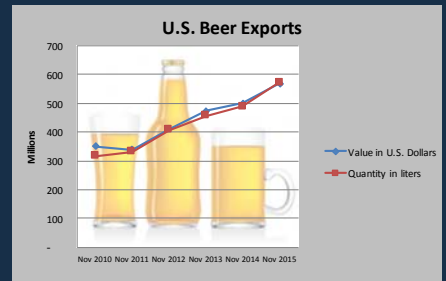
- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including:
 - Retail Trade Survey, Building Permits, and Exports/Imports
 - Quarterly, including:
 - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - **Building Permits** (state, permit issuing areas)
 - **International Trade** data
- Released on the *Economic Indicators Briefing Room*:
www.census.gov/economic-indicators/index.php



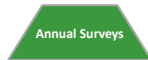
International Trade



- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data from shipper declaration documents
- Data shown at the national, **state, region, and port** levels
- Data provided by:
 - NAICS (Ag, Mining, and Manufacturing sectors only)
 - Commodity Classification
 - Country of origination and destination
- Census Bureau also issues export regulations from the U.S.
- See census.gov/foreign-trade/data/index.html



Annual Economic Programs



- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - **County Business Patterns:** National, State, Metro, County, ZIP Code
 - **Nonemployer Statistics:** National, State, Metro, County
 - **Annual Survey of Manufacturers:** National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools



Number of Retail Trade employer establishments in NY counties: 2016

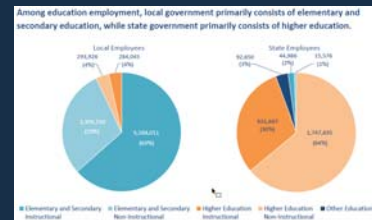
Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of nonemployer establishments	Receipts (\$1,000)
Albany County, New York	44-42	Retail trade	2016	1,842	47,100
Albany County, New York	44-1	Motor vehicle and parts dealers	2016	113	14,222
Albany County, New York	44-2	Furniture and home furnishings stores	2016	20	422
Albany County, New York	44-3	Electronics and appliance stores	2016	12	495
Albany County, New York	44-4	Building material and garden equipment and supplies dealers	2016	15	762
Albany County, New York	44-5	Food and beverage stores	2016	42	6,981
Albany County, New York	44-6	Health and personal care stores	2016	96	2,081
Albany County, New York	44-7	Clothing stores	2016	7	1,973
Albany County, New York	44-8	Clothing and clothing accessories stores	2016	125	3,644
Albany County, New York	44-9	Sporting goods, hobby, musical instrument, and book stores	2016	68	5,107
Albany County, New York	44-22	General merchandise stores	2016	23	2,826
Albany County, New York	44-33	Miscellaneous store retailers	2016	198	9,142
Albany County, New York	44-44	Newspaper retailers	2016	700	20,953

Number of Retail Trade nonemployer establishments in Albany county: 2016



Public Sector (Governments)

- 5 surveys that provide economic statistics about **state and local** governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on American FactFinder, Excel files, and other Census tools



About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census
- The next Economic Census is underway. Companies report their 2017 year-end numbers. The due date was June 12th, but there is still time for companies to respond.
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making

Data from the Economic Census

- NAICS: **Every** 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see the Economic Census web site for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, **place**, and ZIP Code levels
- Other Dimensions: Provides data by **business size** (estab and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data
- Very **accurate** (2012 EC: 84% response rate)



DATA FROM THE NATION'S BUSINESSES
 +
STATS ON EVERY INDUSTRY AND GEOGRAPHY
 =
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

THE ECONOMIC CENSUS.
 SEE HOW IT ALL ADDS UP.
 Learn more at census.gov/EconomicCensus



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2017 Economic Census Planned Data Product Releases

Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Planned Release Date or Date Range
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	
Mining: Detailed Statistics for the U.S.	
Mining: Miscellaneous Subjects	
Construction: Miscellaneous Subjects	
Manufacturing: Miscellaneous Subjects	
Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects	
Zip Code Statistics	December 2021

<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>



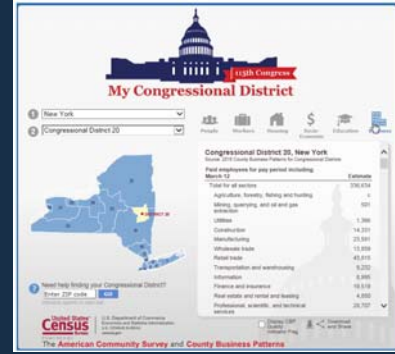
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Ways to Access Data

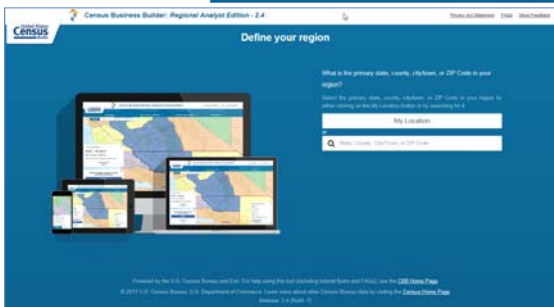
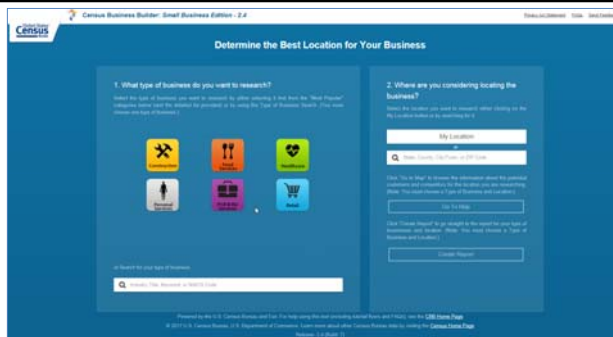
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- QuickFacts
- My Congressional District
- Census Business Builder
- Industry Statistics Portal
- OnTheMap and OTM for Emergency Management
- American FactFinder
- Data.census.gov
- DataFerrett
- Application Programming Interface (API)

Businesses	Albany City, New York	Albany County, New York	New York
Population estimates, July 1, 2017, (2017)	58,261	308,812	18,948,238
BUSINESSES			
Businesses			
Total employer establishments, 2016	X	8,531	544,073
Total employment, 2016	X	181,764	8,178,450
Total annual payroll, 2016 (\$1,000)	X	8,075,887	521,872,094
Total employment, percent change, 2015-2016	X	1.7%	2.2%
Total nonemployer establishments, 2016	X	17,833	1,708,374
All firms, 2012	7,157	23,912	2,305,988
Non-owner firms, 2012	4,701	14,508	1,135,910
Owner-owned firms, 2012	2,456	7,404	735,709
Minority-owned firms, 2012	1,628	3,223	758,821
Nonminority-owned firms, 2012	807	4,181	1,345,504
Veteran-owned firms, 2012	502	2,019	107,532
Nonveteran-owned firms, 2012	6,548	20,224	1,811,544



Census Business Builder



Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - USDA & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

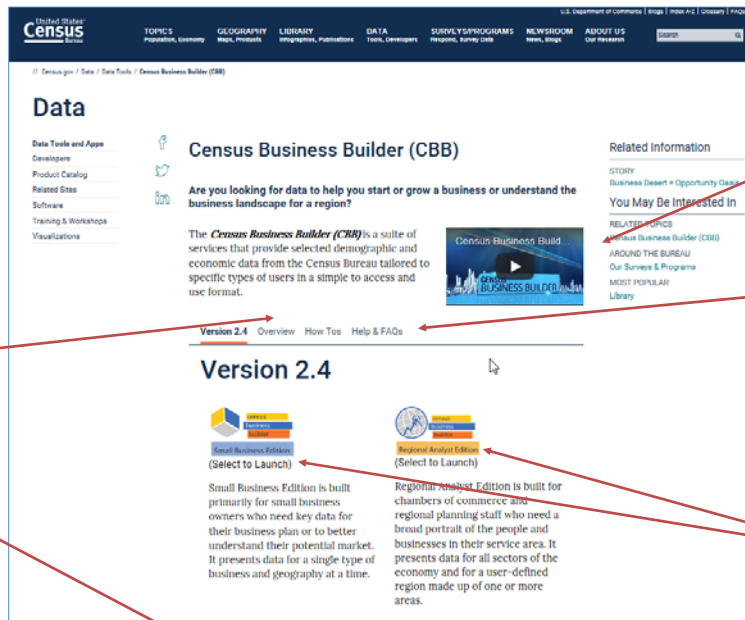
CBB Home Page
<https://www.census.gov/data/data-tools/cbb.html>

CBB Home Page

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

Overview and "How To" flyers and recorded webinars

Widgets



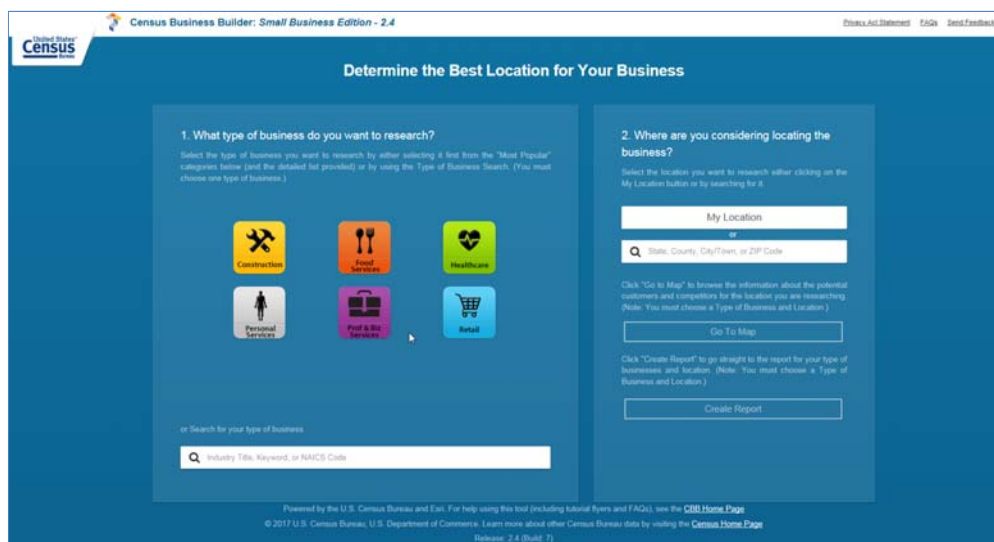
Promo Video

Help

Tool Links

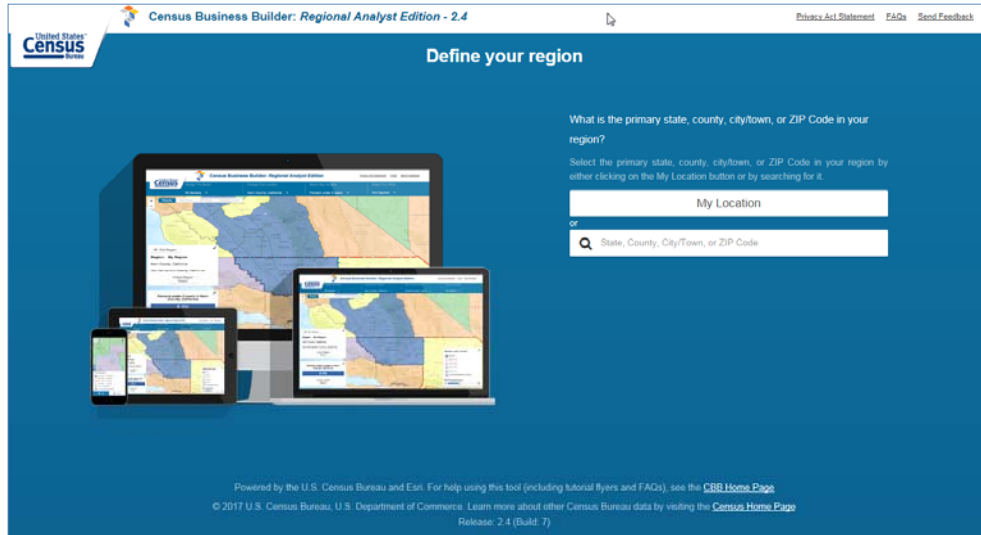
CBB: SBE Steps

- Step 1: Select your type of business
- Step 2: Select your location
- Step 3: Browse the data on the map
- Step 4: Create your report



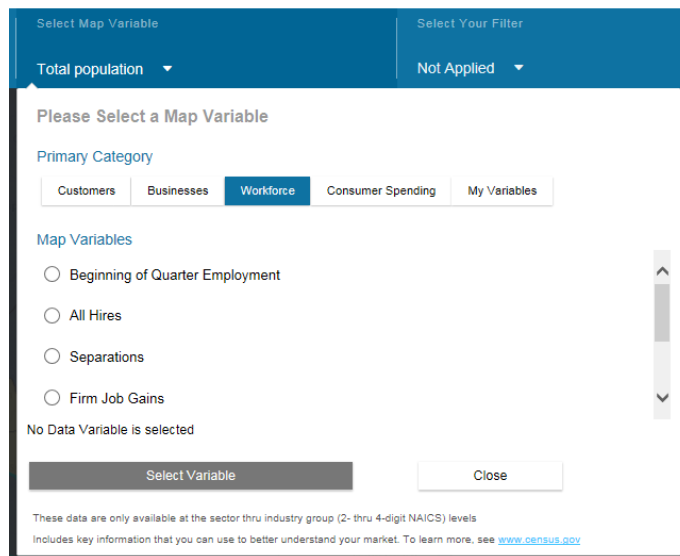
CBB: RAE Steps

- **Step 1:** Select the primary part of your region
- **Step 2:** Build your region
- **Step 3:** Browse the data on the map
- **Step 4:** Create your report



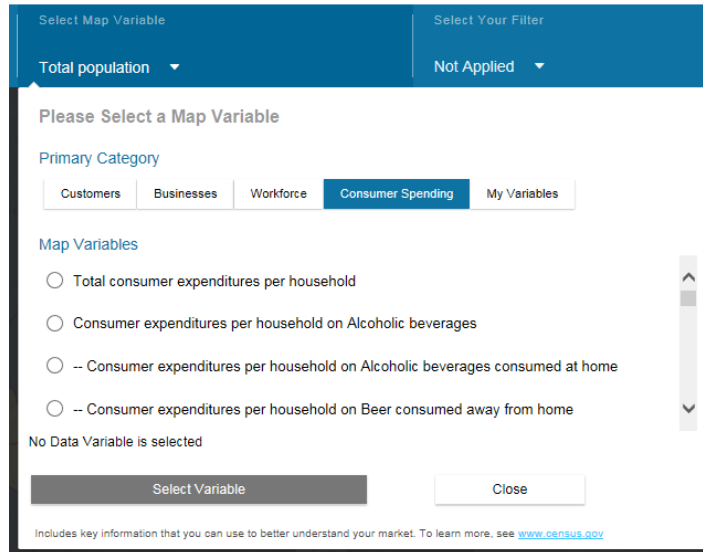
What Content was New in v.2.3 and 2.4?

- **Workforce data**
 - 2- thru 4-digit NAICS codes
 - National, State, and County data only
 - 7 stats
 - 4 on screen, plus Firm Job Loss, Firm Job Change, and Avg. Monthly Earnings



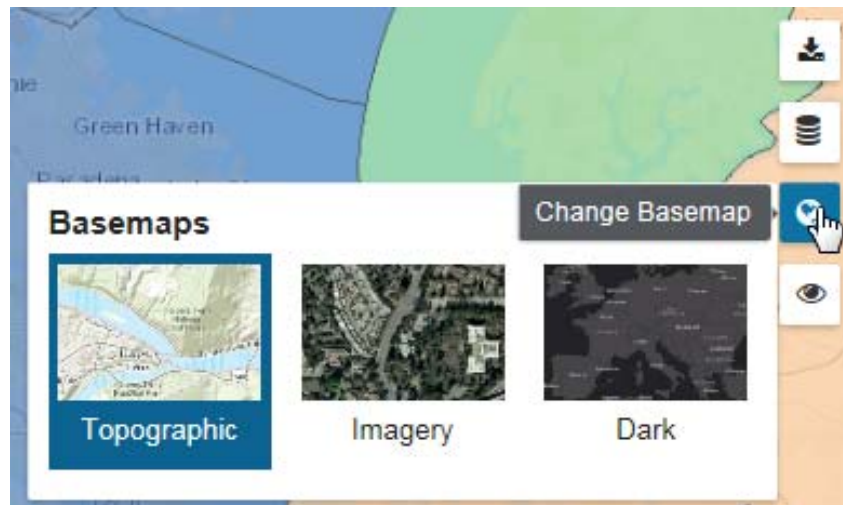
What Content was New in v.2.3 and 2.4? (cont.)

- Consumer Spending data changed
 - Previously was per capita
 - Now per Household
 - Available for all 5 covered geographic levels



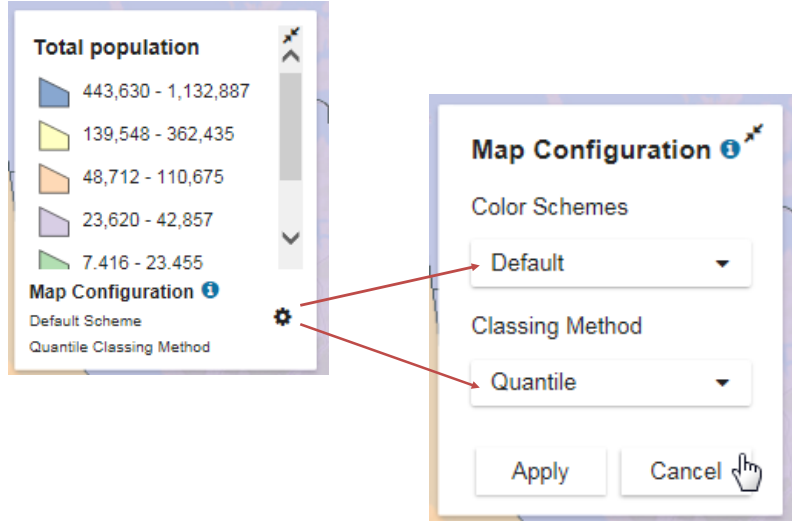
What Features were New in v.2.3 and 2.4?

- Change Basemap
 - Default Topographic
 - Imagery
 - Dark



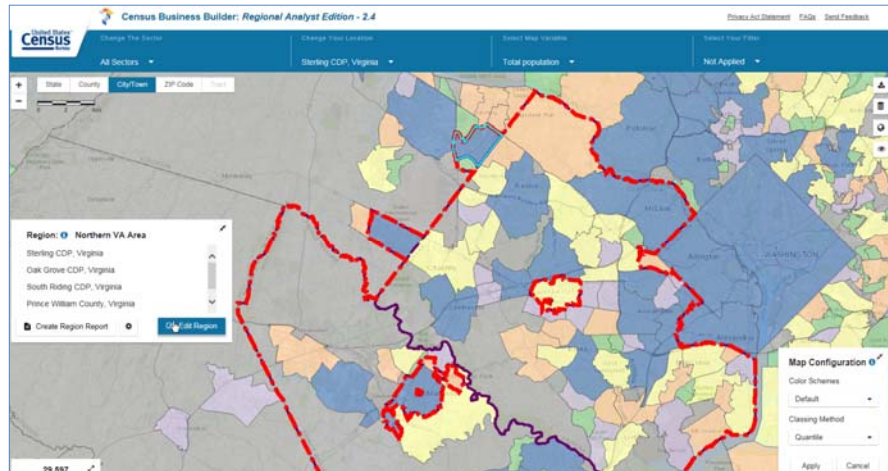
What Features were New in v.2.3 and 2.4?

- Change map **color scheme** and **classes**
 - Default 5-color scheme plus more traditional 2 and 3-color schemes
 - Default Quantile classing method plus Equal Intervals
 - To learn more, see tutorial flyer (<https://www.census.gov/content/dam/Census/data/data-tools/cbb/pdf/cbb-map-classes-color-palette.pdf>)



What RAE Feature was New in V. 2.4? (cont.)

- Improved **Region Building**
 - Build by State, County, City/Town, ZIP, and **Tract**
 - Build by a **Combination of Geographic Types**
 - e.g. 2 Counties and 2 neighboring cities
- For more information, see <https://www.census.gov/content/dam/Census/data/data-tools/cbb/pdf/rae-overview.pdf>



What's Coming in V. 2.5 (Dec. 2018)

- Updated ACS Data (2016 to 2017)
- Building Permits data added (State, county, and city/town (permit issuing areas))
- Selected Public Sector data added (State data only (includes state and local governments))
- Link from Region Summary Report to Individual Reports
- Bug Fixes and other Usability Improvements

GEOID	FIPS State	FIPS County	FIPS Place	Name	1-unit Bldgs	1-unit Units	1-unit Value	2-units Bldgs	2-units Units	2-units Value	3-4 units Bldgs	3-4 units Units	3-4 units Value	5+ units Bldgs	5+ units Units	5+ units Value	
3601000	36	001	01000	Albany	9	9	1,352,464	0	0	0	0	0	0	0	12	109	17,881,517
3601517	36	001	01517	Altamont village	0	0	0	0	0	0	0	0	0	0	0	0	0
3606211	36	001	06211	Berne town	2	2	370,000	0	0	0	0	0	0	0	0	0	0
3606354	36	001	06354	Bethlehem town	67	67	15,675,168	0	0	0	0	0	0	0	0	0	0
3616694	36	001	16694	Coeymans town	2	2	370,000	0	0	0	0	0	0	0	0	0	0
3616749	36	001	16749	Cohoes	3	3	696,000	1	2	285,000	0	0	0	0	0	0	0
3617332	36	001	17332	Colonie village	0	0	0	0	0	0	0	0	0	0	0	0	0
3617343	36	001	17343	Colonie town	138	138	32,368,723	2	4	568,000	9	36	5,300,000	8	197	22,310,000	
3630521	36	001	30521	Green Island village	0	0	0	0	0	0	0	0	0	0	1	5	375,000
3631104	36	001	31104	Guilderland town	35	35	9,401,000	0	0	0	0	0	0	0	9	132	9,119,000
3640002	36	001	40002	Knox town	1	1	72,000	0	0	0	0	0	0	0	0	0	0
3646536	36	001	46536	Menands village	2	2	600,000	0	0	0	0	0	0	0	0	0	0
3650672	36	001	50672	New Scotland town	12	12	2,415,276	0	0	0	0	0	0	0	0	0	0
3660675	36	001	60675	Ravena village	1	1	300,000	0	0	0	0	0	0	0	0	0	0
3661181	36	001	61181	Rensselaerville town	4	4	1,225,000	0	0	0	0	0	0	0	0	0	0
3677684	36	001	77684	Voorheesville village	0	0	0	0	0	0	0	0	0	0	0	0	0
3678674	36	001	78674	Watervliet	0	0	0	0	0	0	0	0	0	0	0	0	0
3679851	36	001	79851	Westerlo town	0	0	0	0	0	0	0	0	0	0	0	0	0
36001	36	001		Albany County	276	276	64,845,631	3	6	853,000	9	36	5,300,000	30	443	49,685,517	

Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

(301)763-6747