Introducing Census Bureau Economic Programs and Data Tools

NY State Data Center Annual Affiliates Meeting
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U.S. Census Bureau

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
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
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)

[https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html](https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html)
Ways to Access Data

- 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)

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

Census Business Builder

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

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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

Q & A and Thank You!

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