

# Key Census Bureau Economic Programs and New Tools

Goldschmidt Data Workshop  
January 11, 2017

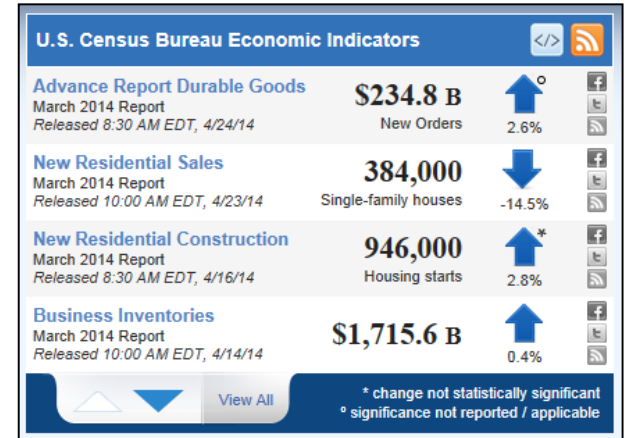
Presented by:  
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U.S. Census Bureau

# Overview

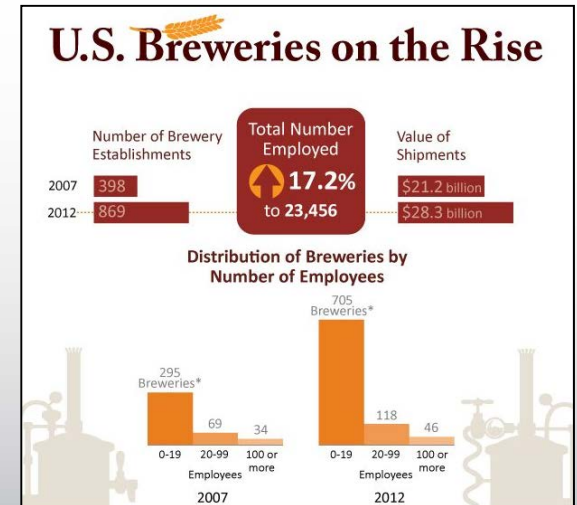
- The *2017 Economic Census*
- **New** *Annual Survey of Entrepreneurs*
- Key Data Tools
  - **New** *Job-to-Job Flows Tool*
  - **New** *Census Business Builder*

# Census Economic Data

- Monthly and Quarterly Data
  - Leading Economic Indicators, like *Monthly Retail Trade*
- Annual Data, including:
  - *County Business Patterns*
  - *Nonemployer Statistics*
- The *Economic Census* and the *Survey of Business Owners*



[www.census.gov/economic-indicators/index.php](http://www.census.gov/economic-indicators/index.php)



# Economic Programs - How are They Different?

	Monthly/Quarterly <i>example:</i> <b>M3</b>	Annual <i>example:</i> <b>County Business Patterns</b>	Every 5 Years <b>Economic Census</b>
<i>collection</i>	<b>Sample survey</b>	<b>Administrative data</b>	<b>Census</b>
<i>industries</i>	<b>Selected</b> <i>example:</i> <b>NAICS 3121 – Beverage Manufacturing</b>	<b>2- thru 6-digit NAICS</b> <i>example:</i> <b>NAICS 312120 – Breweries</b>	<b>2- thru 6-digit NAICS</b> <i>example:</i> <b>NAICS 312120 – Breweries</b>
<i>geographies</i>	<b>US Only*</b>	<b>US, State, Metro Area, County, ZIP Code</b>	<b>All* Geographies</b>
<i>data variables</i>	<b>Shipments, Inventories, &amp; Orders</b>	<b>Number of businesses, employment, payroll</b>	<b>200+</b>

# *2017 Economic Census*

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

# Topics Covered in the Economic Census

- Covers nearly **all industries** in **all sectors** except Agriculture and Public Sector
- Covers **Employer** businesses only
- National-level down to **City/Town** and ZIP Code
- **200+ data variables**, including:
  - Establishments, Employment, Payroll, Sales, Expenses, Inventories, Assets, Investment, ...
- **Product Lines** and Business **Size** data
- **Miscellaneous** Subjects

# 2017 Economic Census Timeline

- Cover business conducted during **CY 2017**
- Data **collection** starts **early 2018**
  - Ends late 2018
- **Response promotion** starting now!
- Data **dissemination** starts **December 2018**
  - Ends mid-2020

# 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](http://www.census.gov/eos/www/naics/federal_register_notices/fedregister.html))
- Increased implementation of North American Product Classification System (**NAPCS**)
- Geography – Data for the **full list of Places** (no more Economic Places) plus other changes
- **New dissemination system**

**NEW!**

# *Annual Survey of Entrepreneurs*

[www.census.gov/programs-surveys/ase.html](http://www.census.gov/programs-surveys/ase.html)

# *Annual Survey of Entrepreneurs*

- NEW survey that **supplements the 5-year *Survey of Business Owners***
- **Joint effort** between the Ewing Marion Kauffman Foundation, the Minority Business Development Agency (MBDA) and the U.S. Census Bureau for reference years 2014, 2015, and 2016
- Collects **business** and **owner characteristics annually**
- Produces annual estimates on firms, receipts, payroll, and employment by gender, ethnicity, race, and veteran status
- Introduces **new modules** each survey year to measure relevant business components (Innovation, R&D, and Years in Business for latest survey)

# SBO vs. ASE

<u>Variable</u>	<u>SBO</u>	<u>ASE</u>
Frequency	Every 5 years	Annual
Data included on length of time firms have been in business?	No	Yes
Topical modules?	No	Yes
Level of geography	U.S., state, county, metro area, place	U.S., state, 50 most populous metro areas
Extent of industry detail	6-digit NAICS	2-digit NAICS
Nonemployer businesses included?	Yes	No
Number of businesses in sample	more than 1.75 million	290,000 employers
Data for Asian and Hispanic subgroups included?	Yes	No

# Data Tools

# LEHD Tools

<https://lehd.ces.census.gov/>

## Longitudinal Employer-Household Dynamics

Main Applications Data Learn More Research State Partners Partner with Us LED in Action

### Applications

- QWI Explorer
- OnTheMap
- OnTheMap for Emergency Management
- LED Extraction Tool

### Useful Links

- Center for Economic Studies
- QWI Data
- LODES Data
- LED Workshop

### Contact Information

Email us:

[General](#)

[LODES/OnTheMap](#)

[QWI/QWI Explorer](#)

[J2J/J2J Explorer](#)

**Job-to-Job Flows (J2J) is a new set of statistics on worker reallocation in the United States. This initial release of national data distinguishes hires and separations associated with job change from hires from and separations to nonemployment.**

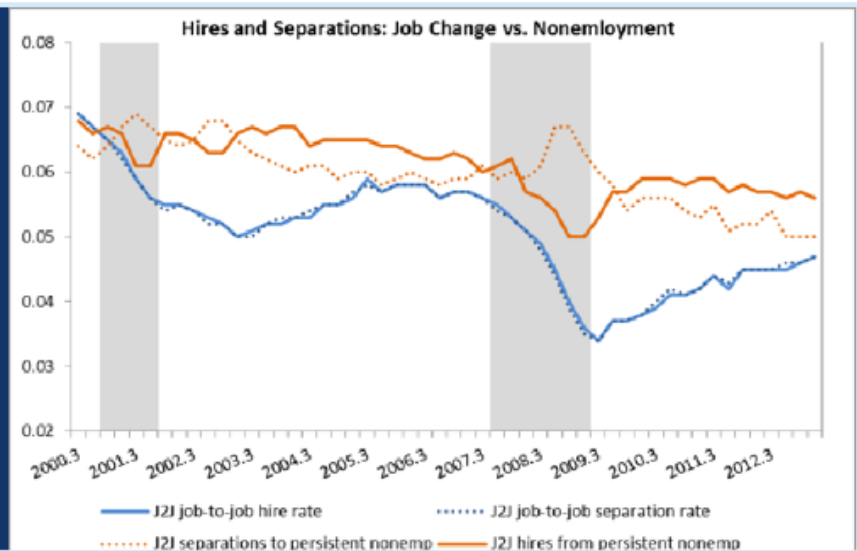
[View J2J Data Page](#)

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### What's New?

- 12/05/16: [California R2016Q4 QWI Withdrawn](#)

[View all announcements](#)



# Job-to-Job (J2J) Flows Data and Explorer

- Provides statistics on **worker relocation** by sector and geography
- *J2J Explorer* provides interactive **analysis and visualization** tools to build tables, charts, and maps
- Can compare, aggregate, and analyze flows by:
  - Worker Characteristics
    - Worker race and ethnicity
    - Worker age and sex
    - Worker educational attainment
  - Firm Characteristics
    - Firm age and size
    - Firm sector classification

# Census Business Builder: Small Business Edition

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

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

United States  
**Census**  
Bureau


Census Business Builder: *Small Business Edition - 2.0 (Beta)*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)


## Determine the Best Location for Your Business

### 1. What type of business do you want to research?


Select your type of business by either selecting 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

### 2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the My Location button or by searching for it

My Location

or

Click "Go to Map" to browse the information about your potential customers and competitors for your proposed location and surrounding locations 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](#)

United States  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

16



# Census Business Builder: Regional Analyst Edition

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



Census Business Builder: *Regional Analyst Edition - 2.0 (Beta)*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

## Define your region

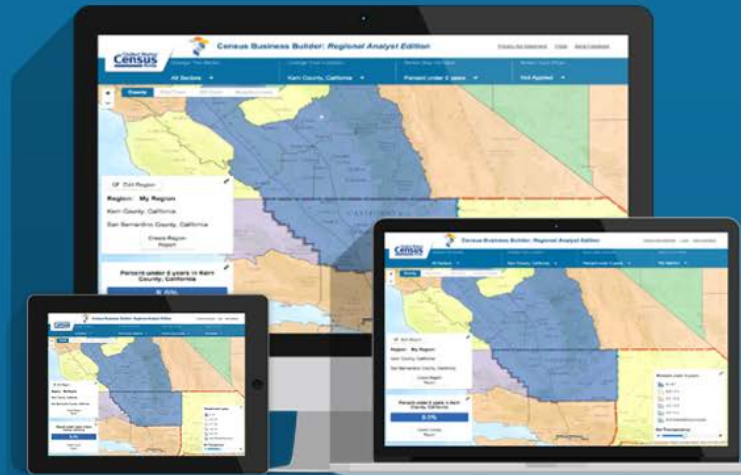
1. What is the primary county or city/town in your region?

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

Q 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](#)

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# Summary

- Census Bureau economic data can help the public understand the national and local economies
- Stay tuned for more info about the **2017 Economic Census**
- Explore the **Annual Survey of Entrepreneurs**
- Tailored **tools** to help you access the data

# Questions



# Thank You