

# Introducing Census Bureau Economic Programs and *Census Business Builder*

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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 Census of Governments** – identifies the scope and nature of the nation's state and local government sector
  - **The Economic Census** – the official five-year measure of American business
- 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**

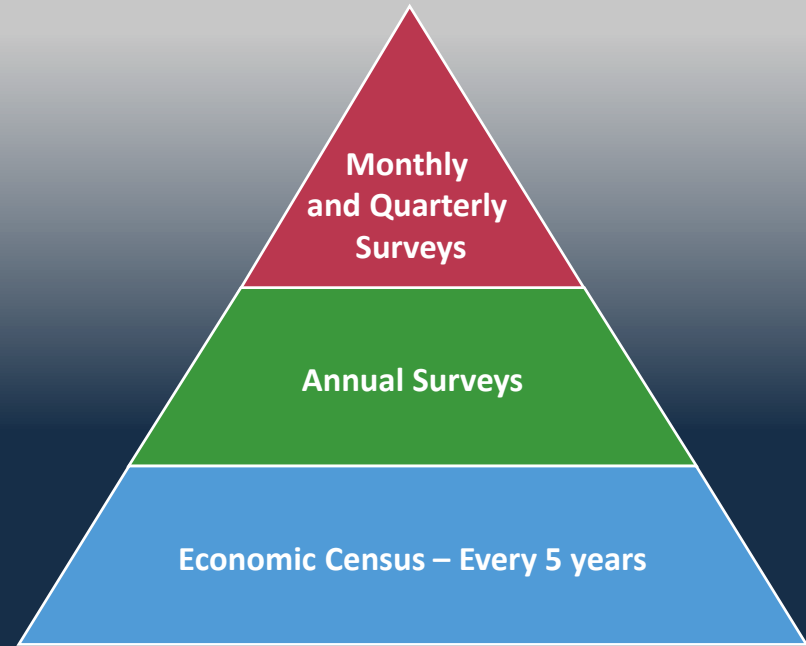
**Economic Census  
Every 5 years**

**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

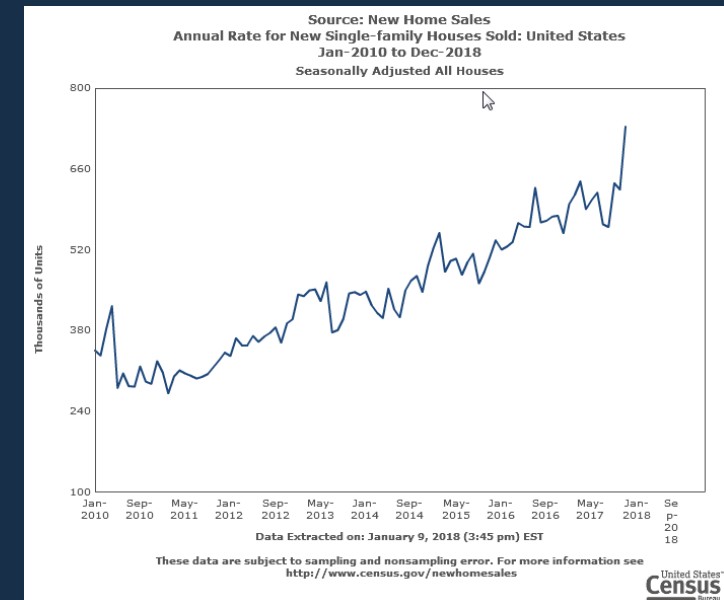
# Economic Indicators



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

U.S. Census Bureau Economic Indicators		
<b>Manufacturers' Goods</b> November 2017 Report Released 10:00 AM EST, 1/5/18	\$488.1 B New Orders	↑ <sup>□</sup> 1.3%
<b>International Trade: Goods &amp; Services</b> November 2017 Report Released 8:30 AM EST, 1/5/18	\$50.5 B Deficit	↑ <sup>□</sup> 3.2%
<b>Construction Spending</b>	\$1,257.0 B	↑ <sup>*</sup>

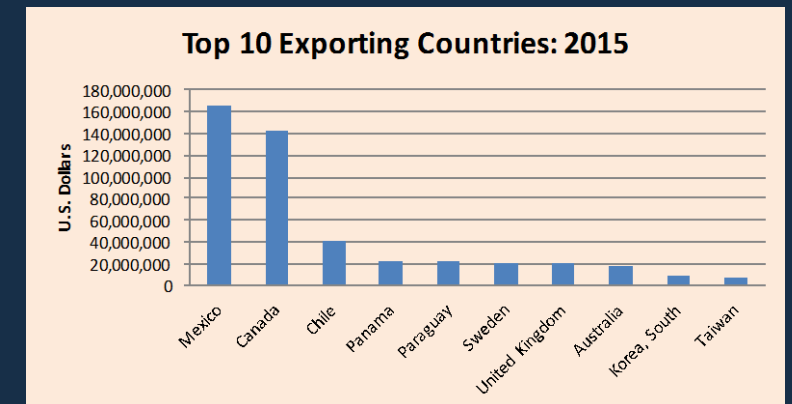
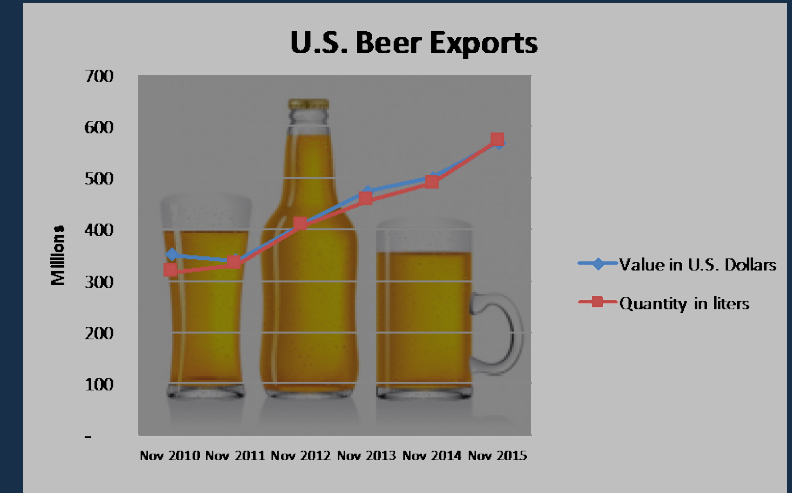
[View All](#)   \* change not statistically significant  
□ significance not reported / applicable



# International Trade



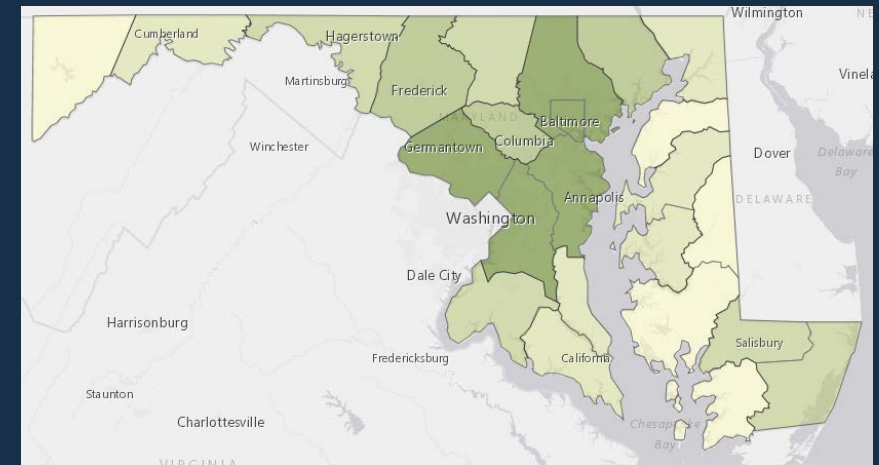
- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data from shipper declaration documents
- Data shown at the national, **state, region, and port** levels
- Data provided by:
  - NAICS (Ag, Mining, and Manufacturing sectors only)
  - Commodity Classification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



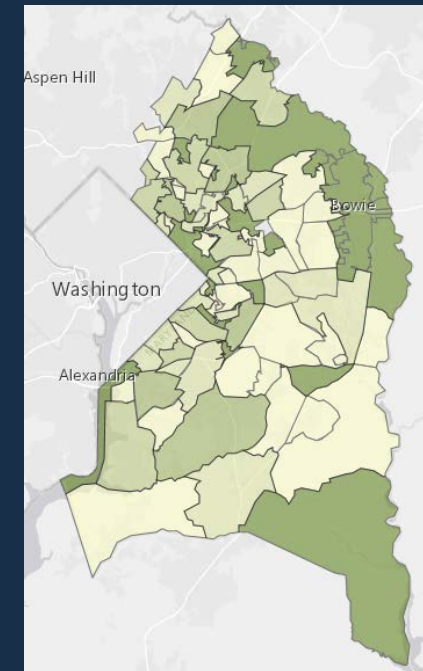
# Annual Economic Programs

## Annual Surveys

- 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



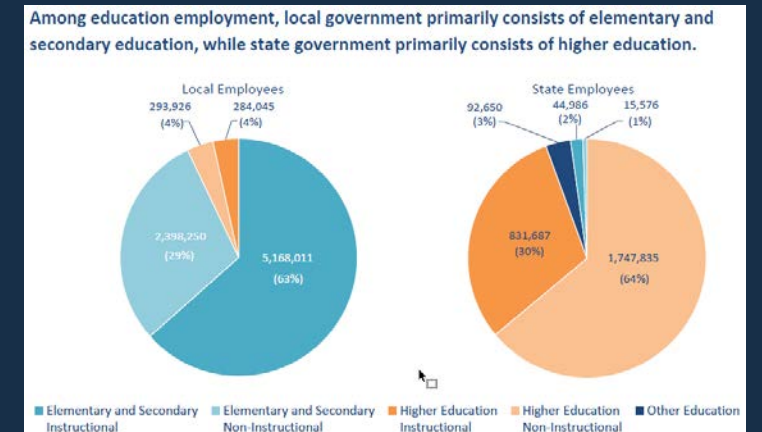
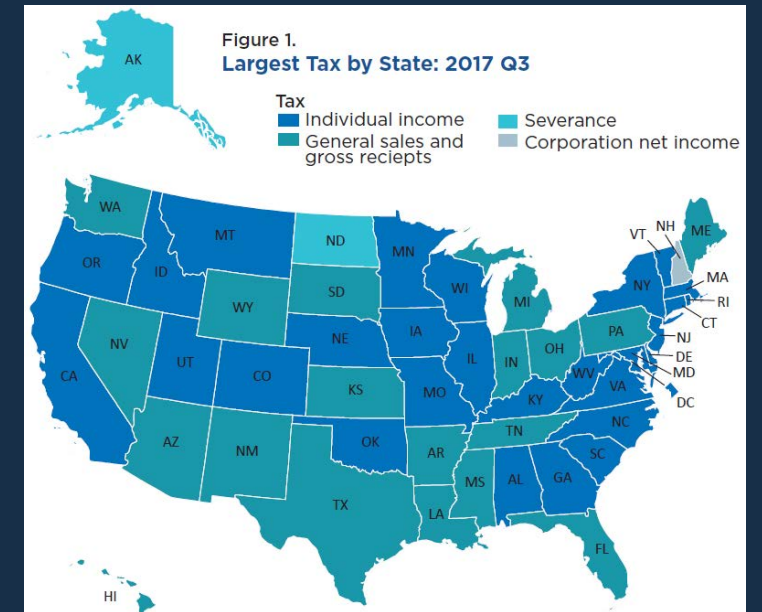
Number of Retail Trade establishments in MD counties: 2016



Number of Retail Trade establishments in PG county places: 2012

# 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 12<sup>th</sup>, 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 X 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](https://census.gov/EconomicCensus)



## 2017 Economic Census

See How It All Adds Up



## 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 Multiunit 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>



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

# 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	Largo CDP, Maryland	Prince George's County, Maryland	Maryland
Population estimates, July 1, 2017, (V2017)	X	912,756	6,052,177
<b>BUSINESSES</b>			
<b>Businesses</b>			
Total employer establishments, 2016	X	15,042	138,480
Total employment, 2016	X	256,974	2,282,725 <sup>1</sup>
Total annual payroll, 2016 (\$1,000)	X	11,937,666	121,952,023 <sup>1</sup>
Total employment, percent change, 2015-2016	X	2.5%	1.9% <sup>1</sup>
Total nonemployer establishments, 2016	X	76,805	487,540
All firms, 2012		794	531,953
Men-owned firms, 2012		345	276,630
Women-owned firms, 2012		408	209,119
Minority-owned firms, 2012		733	203,394
Nonminority-owned firms, 2012		28	314,902
Veteran-owned firms, 2012		72	50,976
Nonveteran-owned firms, 2012		689	462,232

**My Congressional District**  
115th Congress

1 Maryland  
2 Congressional District 4

People Workers Housing Socio-Economic Education Business

**Congressional District 4, Maryland**  
Source: 2016 County Business Patterns for Congressional Districts

**Paid employees for pay period including March 12**

	Estimate
Total for all sectors	198,099
Agriculture, forestry, fishing and hunting	6
Mining, quarrying, and oil and gas extraction	a
Utilities	383
Construction	16,995
Manufacturing	4,595
Wholesale trade	8,526
Retail trade	32,474
Transportation and warehousing	10,526
Information	3,907
Finance and insurance	5,091
Real estate and rental and leasing	5,270
Professional, scientific, and technical services	20,041

Need help finding your Congressional District?  
GO

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 | Download and Share

# Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 2.3

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" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

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

Go to Map

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
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Release: 2.3 (Build: 11)

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.3

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## Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or

State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
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## 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>

# Q & A and Thank You!

Contact me at:

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**(301)763-7592**

