Census Bureau Economic Data and Tools

Goldschmidt Immersion Project
January 15th, 2020
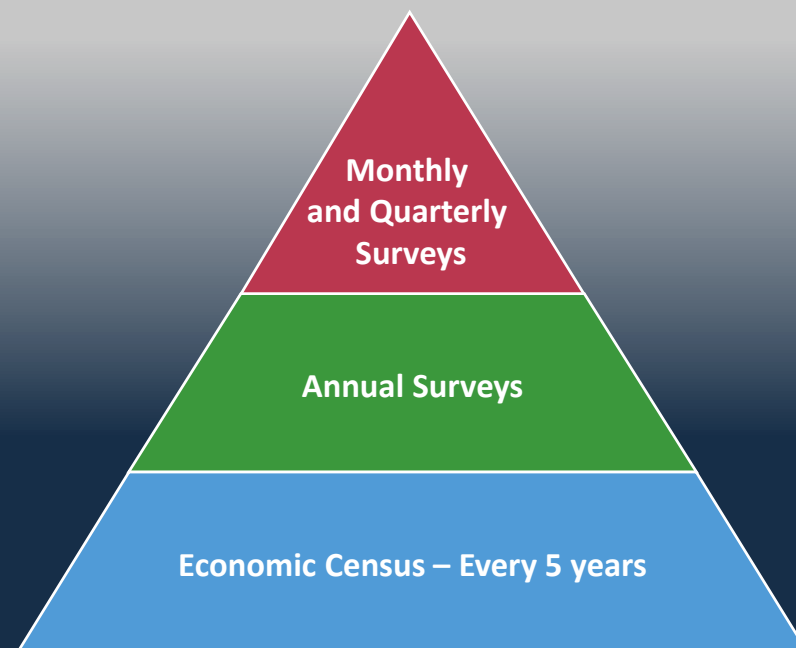
Presented by:
    Adam P. Grundy
    U.S. Census Bureau

United States® **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 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.

https://www.census.gov/

Pyramid diagram:
- Monthly and Quarterly Surveys
- Annual Surveys
- Economic Census – Every 5 years

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
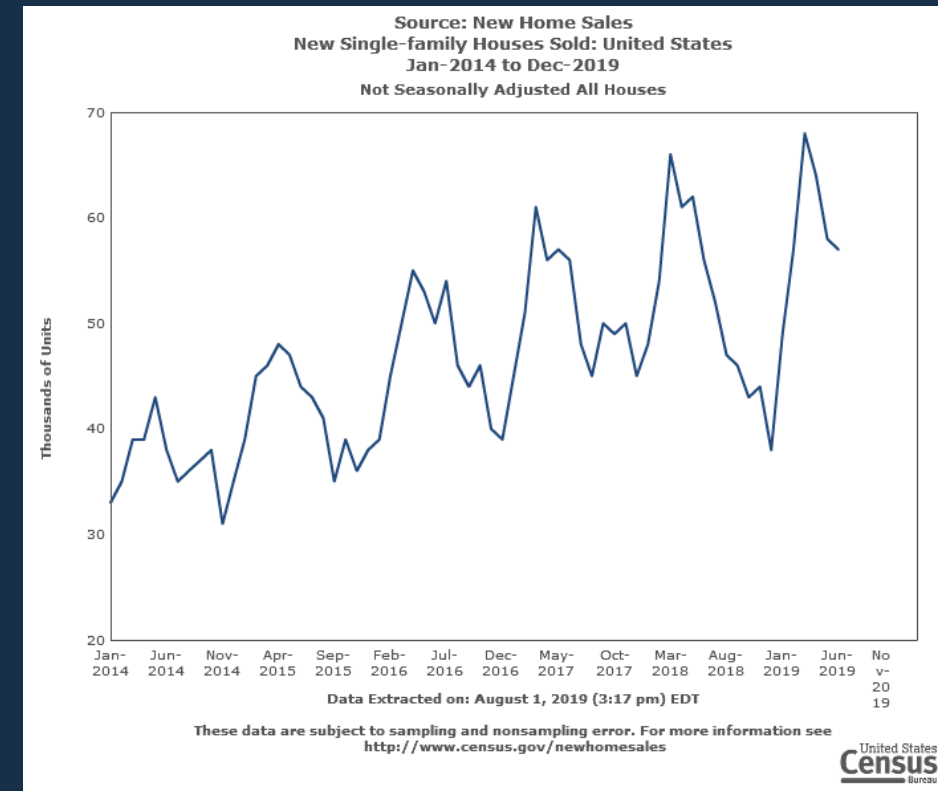
United States® Census Bureau

Economic Indicators

Monthly and Quarterly Surveys

- 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 and *FRED* https://fred.stlouisfed.org/

United States® Census Bureau

International Trade

Monthly and Quarterly Surveys
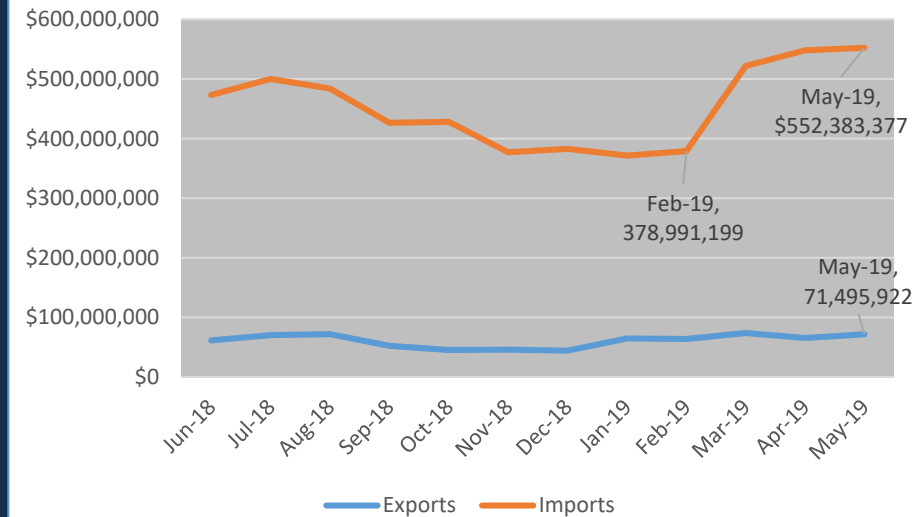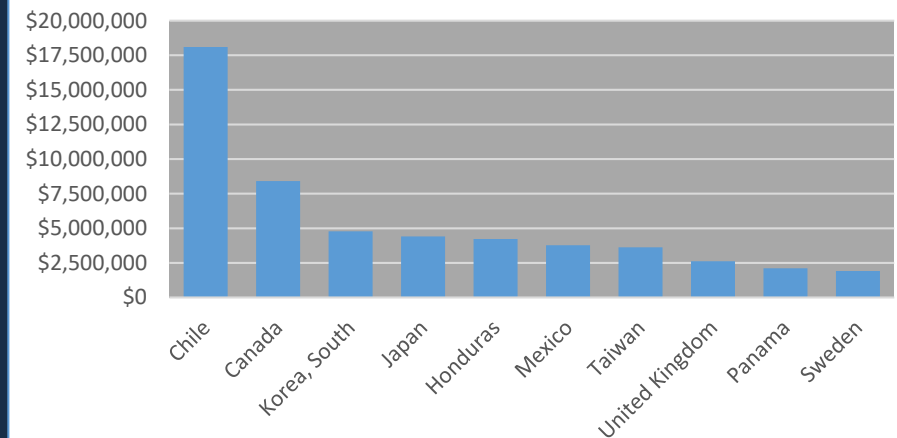
- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics

- Data reported via ACE AESDirect and CBP 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 for more info

- Released on USA Trade Online (https://usatrade.census.gov/)

United States® Census Bureau

U.S. Beer Exports and Imports ($US)

May-19, $552,383,377

Feb-19, 378,991,199

May-19, 71,495,922

Exports — Imports

U.S. Beer Exports - Top 10 Countries (May 2019) ($US)

Chile, Canada, Korea, South, Japan, Honduras, Mexico, Taiwan, United Kingdom, Panama, Sweden

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

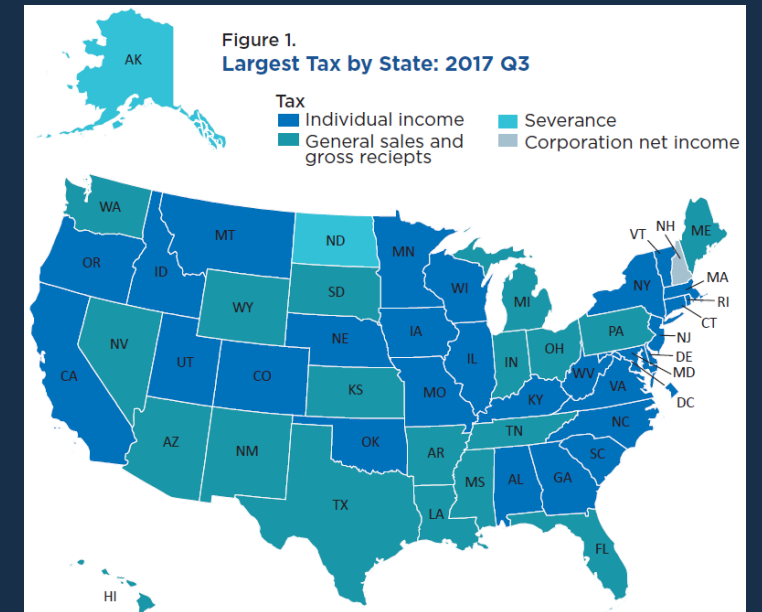- Released on QuickFacts, Excel files, and other Census tools
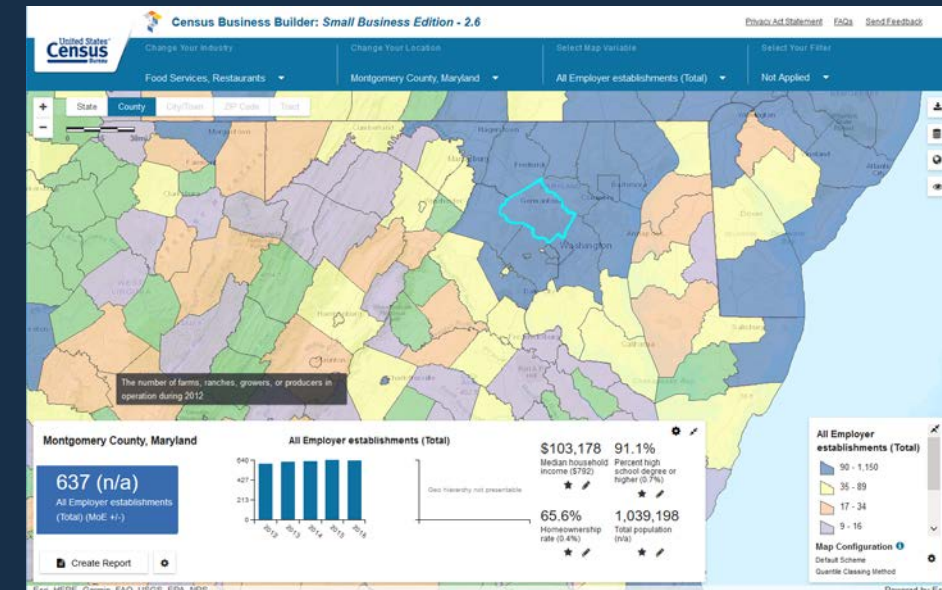
Number of Restaurants in Maryland counties: 2016
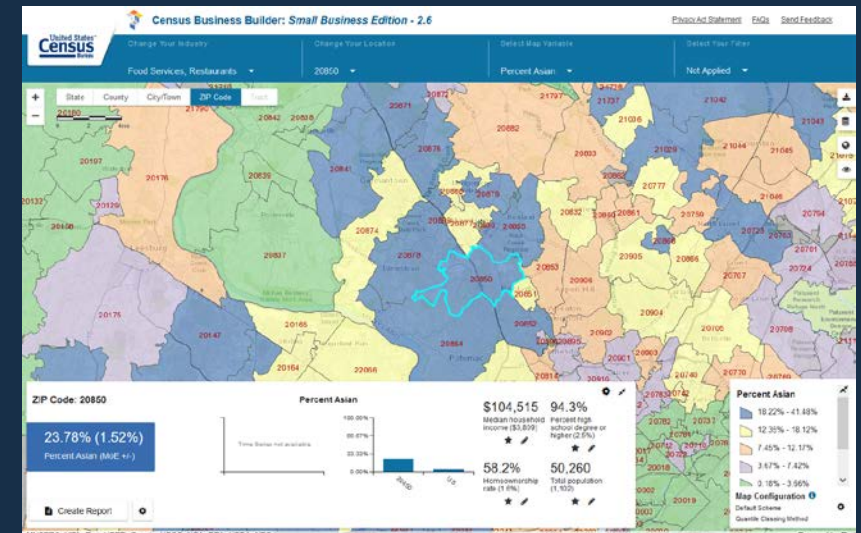
Percent Asian Population in Rockville area ZIP Codes: 2017

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 Excel files, data.census.gov, and other Census tools

- See https://www.census.gov/data/tables/2017/econ/gus/2017-governments.html for the newly-released 2017 COG "Organization" data

https://www.census.gov/govs/

Figure 1.
Largest Tax by State: 2017 Q3

Tax
- Individual income
- General sales and gross reciepts
- Severance
- Corporation net income

Among education employment, local government primarily consists of elementary and secondary education, while state government primarily consists of higher education.
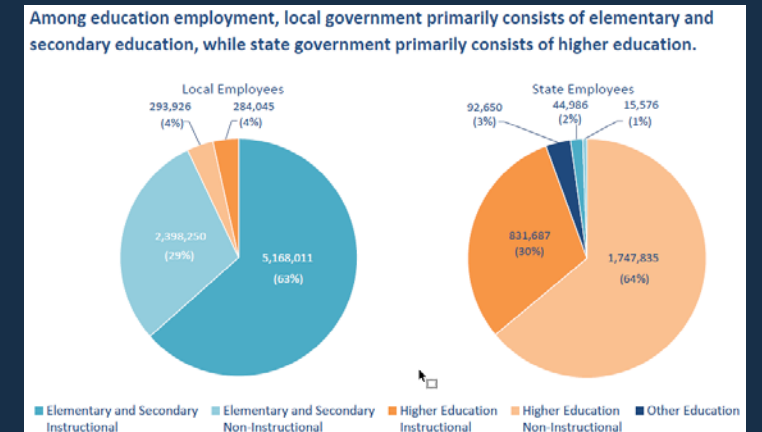
The Economic Census

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau

  - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)

- Geography: Provides data at the national, state, metro area, county, and place levels

- Other Dimensions: Data by business size, Franchise status, etc.

- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)

- Product Lines data

- Released on Excel files, data.census.gov, and other Census tools

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*

For a preview of the key changes, view our recorded webinar at https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html.

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

United States Census Bureau

2017 Economic Census
See How It All Adds Up

- **May 2018** — May 1 Economic Census data collection begins. May 17 Instructional webinar
- **June 2018** — June 12 Response deadline
- **2019** — September 2019 Data releases begin
- **2021** — December 2021 All data releases complete

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Source: www.census.gov/EconomicCensus

Key Ways to Access Data

- *QuickFacts*

- *My Congressional District*

- *Census Business Builder*

- *LED Tools*

  - *OnTheMap* and *OnTheMap for Emergency Management*

  - *QWI Explorer*

  - *J2J Explorer and PSEO Explorer*

- *Data.census.gov*

- Application Programming Interface (API)

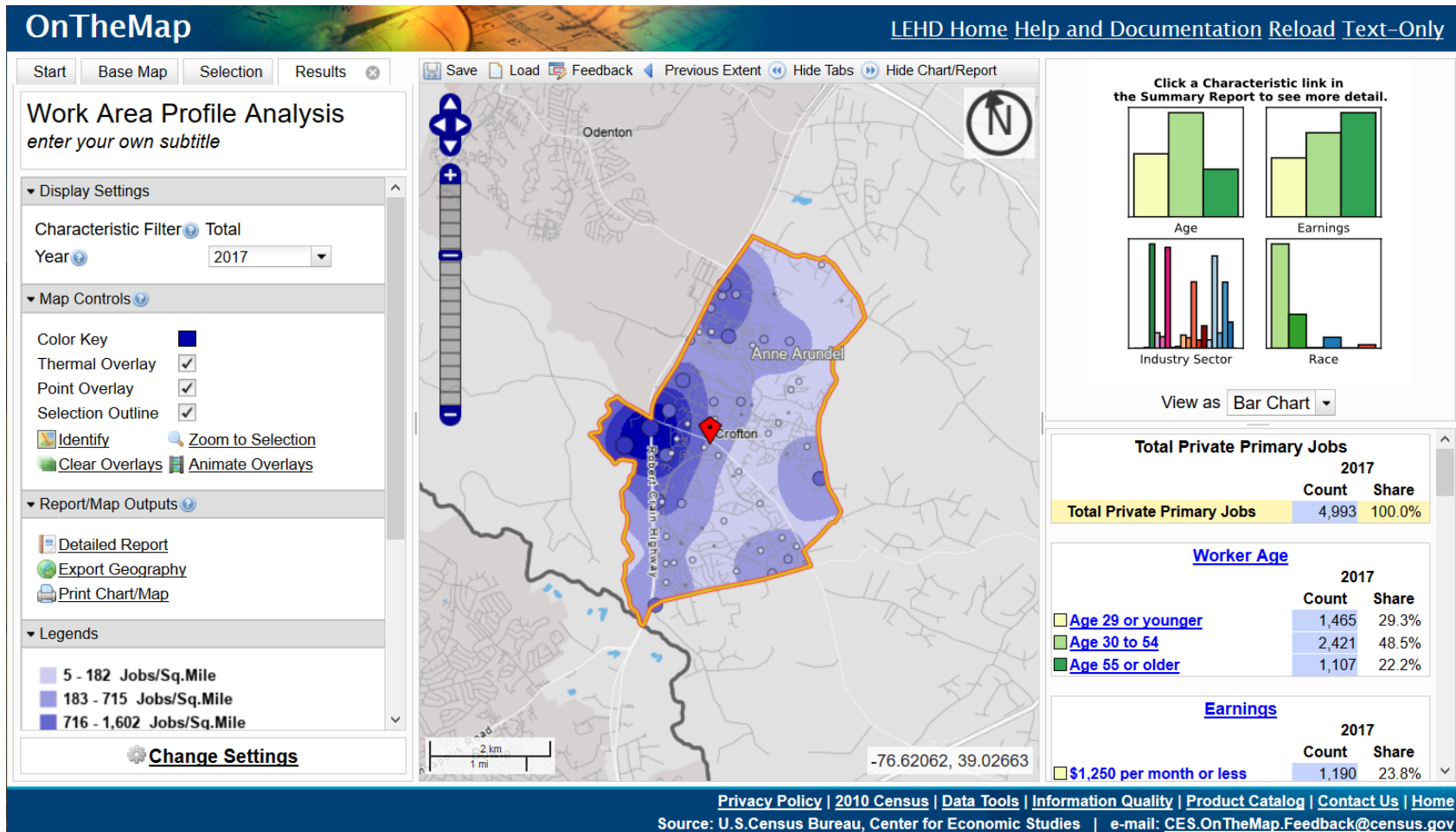Ease of Use

Census Business Builder V. 2.6

Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - BLS, 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

OnTheMap

Key Features

- Analysis based on Home vs Work area

- 5 analysis types, including area comparison and destination

- Data from 2017 to 2002

- Data on All Jobs vs Primary and Private

- Area Profile includes data broken out by worker age, earnings, industry, race & ethnicity, educational attainment, and sex

https://onthemap.ces.census.gov/

The Census Bureau Data API

- Provides access to hundreds of Census datasets for download and dynamic access
- Need to request a key to access it
- Discovery Tool provides information about each dataset
- Visit https://www.census.gov/developers/
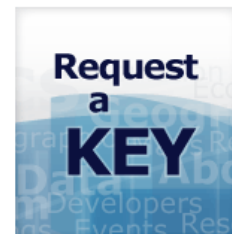
Q & A and Thank You!

Contact me at:

Adam.P.Grundy@census.gov

(301)763-7592

United States® Census Bureau