

Census Bureau Economic Data and Tools

Goldschmidt Immersion Project
January 15th, 2020

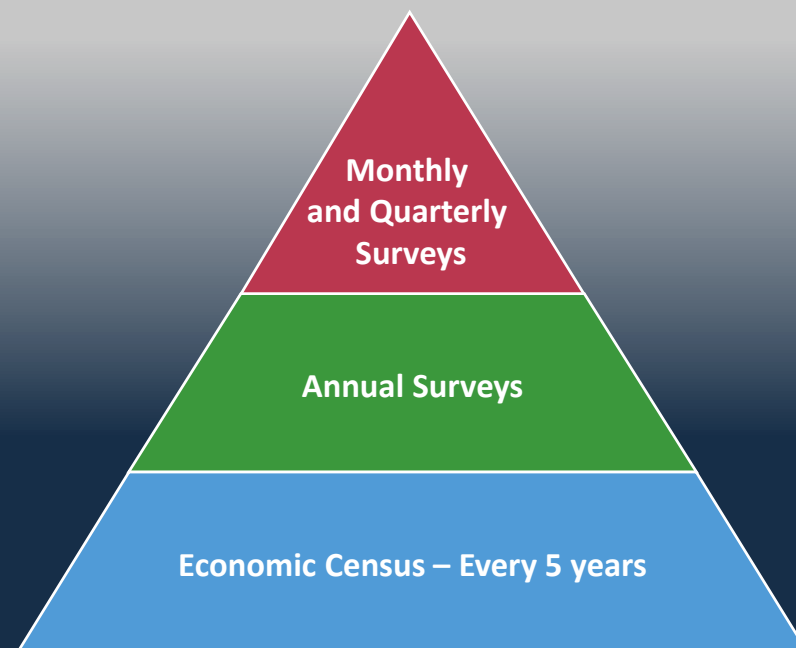
Presented by:
Adam P. Grundy
U.S. Census Bureau



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 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.

The screenshot shows the U.S. Census Bureau website homepage. At the top, there is a navigation bar with the 'United States Census Bureau' logo, a search bar, and links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area features a large hero image of a diverse group of people on a rooftop, with the headline 'Counties in South and West Lead Nation in Population Growth' and a 'Read More' button. To the right, a 'POPULATION CLOCK' displays the U.S. population as 328,837,726 and the world population as 7,570,189,090. Below this, there are sections for 'U.S. CENSUS BUREAU ECONOMIC INDICATORS' with various data points like 'Advance International Trade Goods' and 'Advance Retail Inventories'. There are also buttons for 'SURVEYS' (Help for Survey Participants) and 'CONTACTS' (Access Local Data). The 'Latest News' section includes several press releases: 'New Earnings and Employment Data for College Graduates', '2017 Census of Governments Data & Individual State Descriptions Report', and 'U.S. Census Bureau Releases 2018 Voting and Registration Data'. At the bottom, there is a 'America Counts: Stories Behind the Numbers' section with articles like 'Moves to and From the South and West Dominate Recent Migration Flows', 'The Impact of the Tech Boom on Housing', 'Behind the 2018 U.S. Midterm Election Turnout', and 'The Opioid Crisis and Grandparents Raising Grandchildren'. A 'VIEW ALL NEWS' button is located at the bottom right of the news section.



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

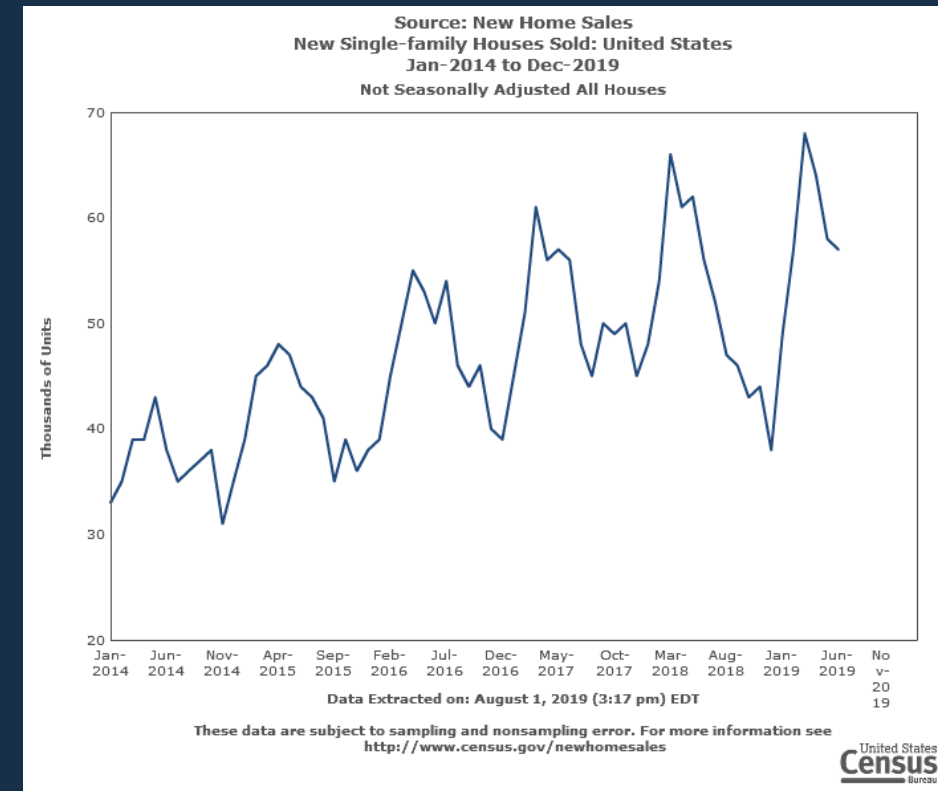
Economic Indicators



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

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

View All * change not statistically significant
□ significance not reported / applicable

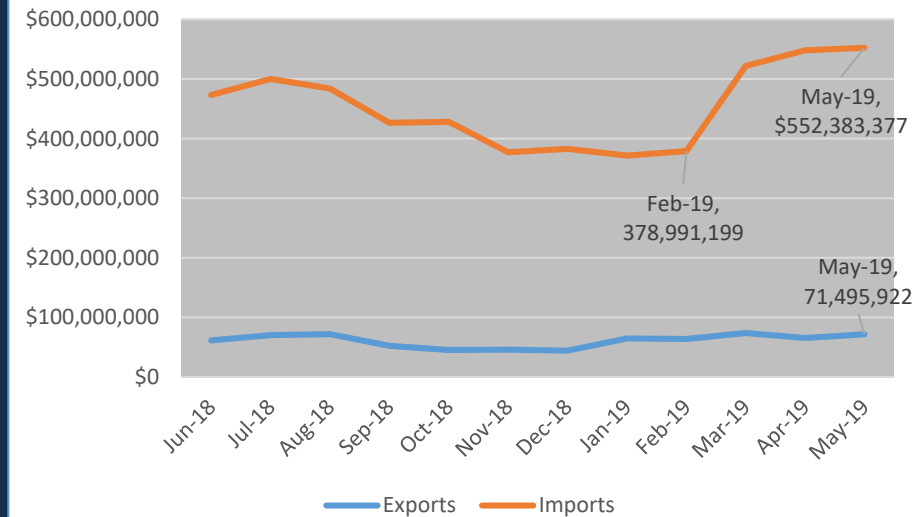


International Trade

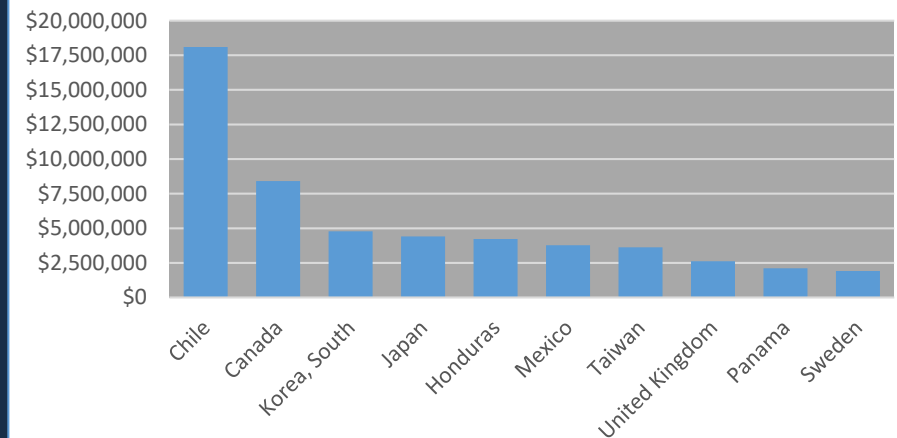


- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and CBP documents
- Data shown at the national, state, region, and port levels
- Data provided by:
 - NAICS (Ag, Mining, and Manufacturing sectors only)
 - Commodity Classification
 - Country of origination and destination
- Census Bureau also issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html) for more info
- Released on USA Trade Online (<https://usatrade.census.gov/>)

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



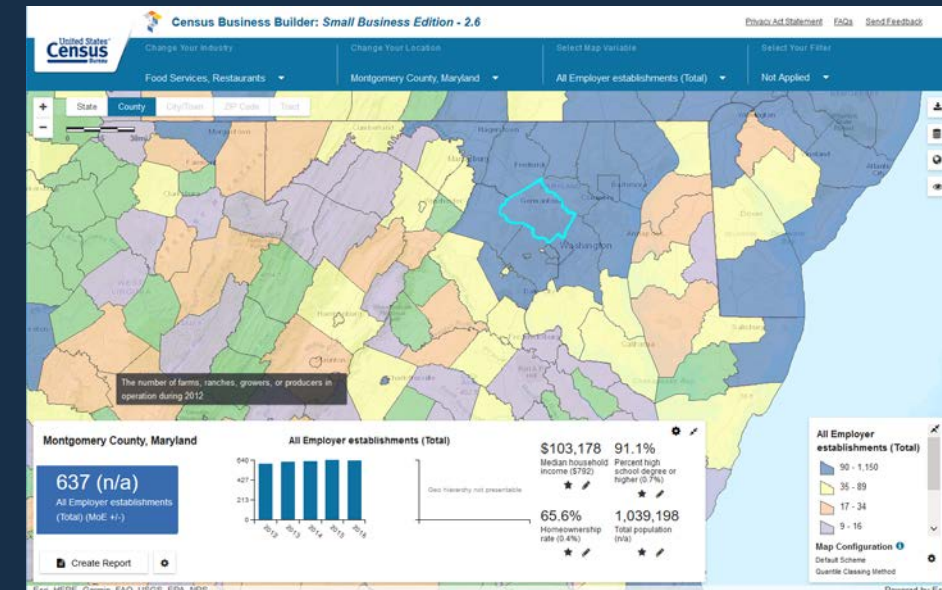
U.S. Beer Exports - Top 10 Countries (May 2019) (\$US)



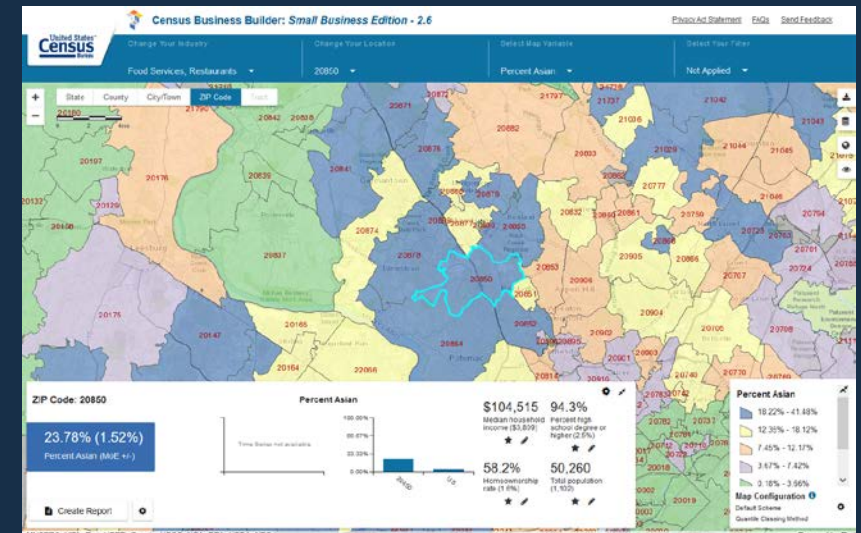
Annual Economic Programs

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



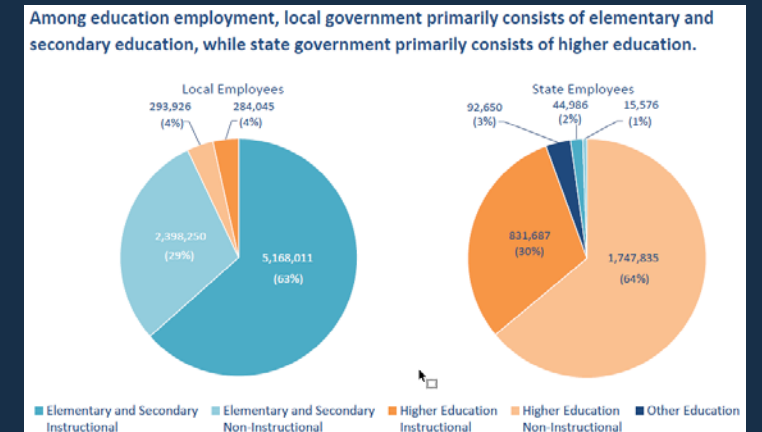
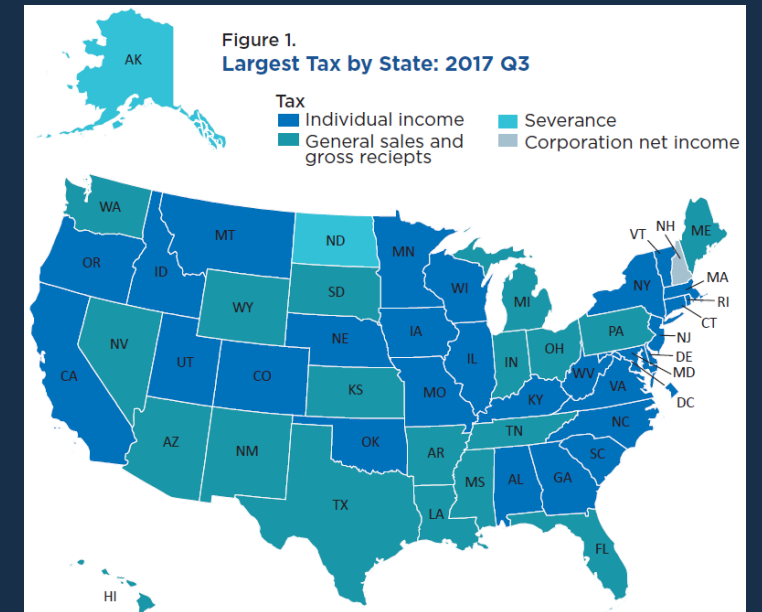
Number of Restaurants in Maryland counties: 2016



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



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**

**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://www.census.gov/EconomicCensus)

2017 Economic Census

See How It All Adds Up



Key Ways to Access Data

E
a
s
e

o
f

U
s
e

- *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)*



Businesses	Q Maryland	Q Montgomery County, Maryland	Q Rockville city, Maryland
Population estimates, July 1, 2018, (V2018)	6,042,718	1,052,567	68,268
BUSINESSES			
Businesses			
Total employer establishments, 2016	138,480 ¹	27,421	X
Total employment, 2016	2,282,725 ¹	424,372	X
Total annual payroll, 2016 (\$1,000)	121,952,023 ¹	27,229,911	X
Total employment, percent change, 2015-2016	1.9% ¹	0.2%	X
Total nonemployer establishments, 2017	497,161	114,858	X
All firms, 2012	531,953	118,965	9,589
Men-owned firms, 2012	276,630	62,015	5,029
Women-owned firms, 2012	209,119	46,404	3,298
Minority-owned firms, 2012	203,394	51,051	3,100
Nonminority-owned firms, 2012	314,902	63,992	5,853
Veteran-owned firms, 2012	50,976	9,178	658
Nonveteran-owned firms, 2012	462,232	105,555	8,207

My Congressional District
115th Congress

1 Maryland
2 Congressional District 8

People Workers Housing Socio-Economic Education Business

Congressional District 8, Maryland
Source: 2017 American Community Survey 1-Year Estimates

Sex and Age	Estimate
Total population	761,623
Male	363,946
Female	397,677
Under 5 years	45,578
5 to 9 years	46,135
10 to 14 years	49,855
15 to 19 years	44,837
20 to 24 years	43,775
25 to 34 years	95,982
35 to 44 years	100,877
45 to 54 years	106,294
55 to 59 years	53,476
60 to 64 years	49,657
65 to 74 years	71,269

Need help finding your Congressional District?
20852 GO

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

POWERED BY
The American Community Survey and County Business Patterns

Census Business Builder V. 2.6

United States[®] Census Bureau


Census Business Builder: *Small Business Edition - 2.5*


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

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.

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)
Release: 2.5 (Build: 4)

United States[®] Census Bureau

Census Business Builder: *Regional Analyst Edition - 2.5*


Privacy Act Statement | FAQs | Send Feedback

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.

or



Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)
Release: 2.5 (Build: 4)

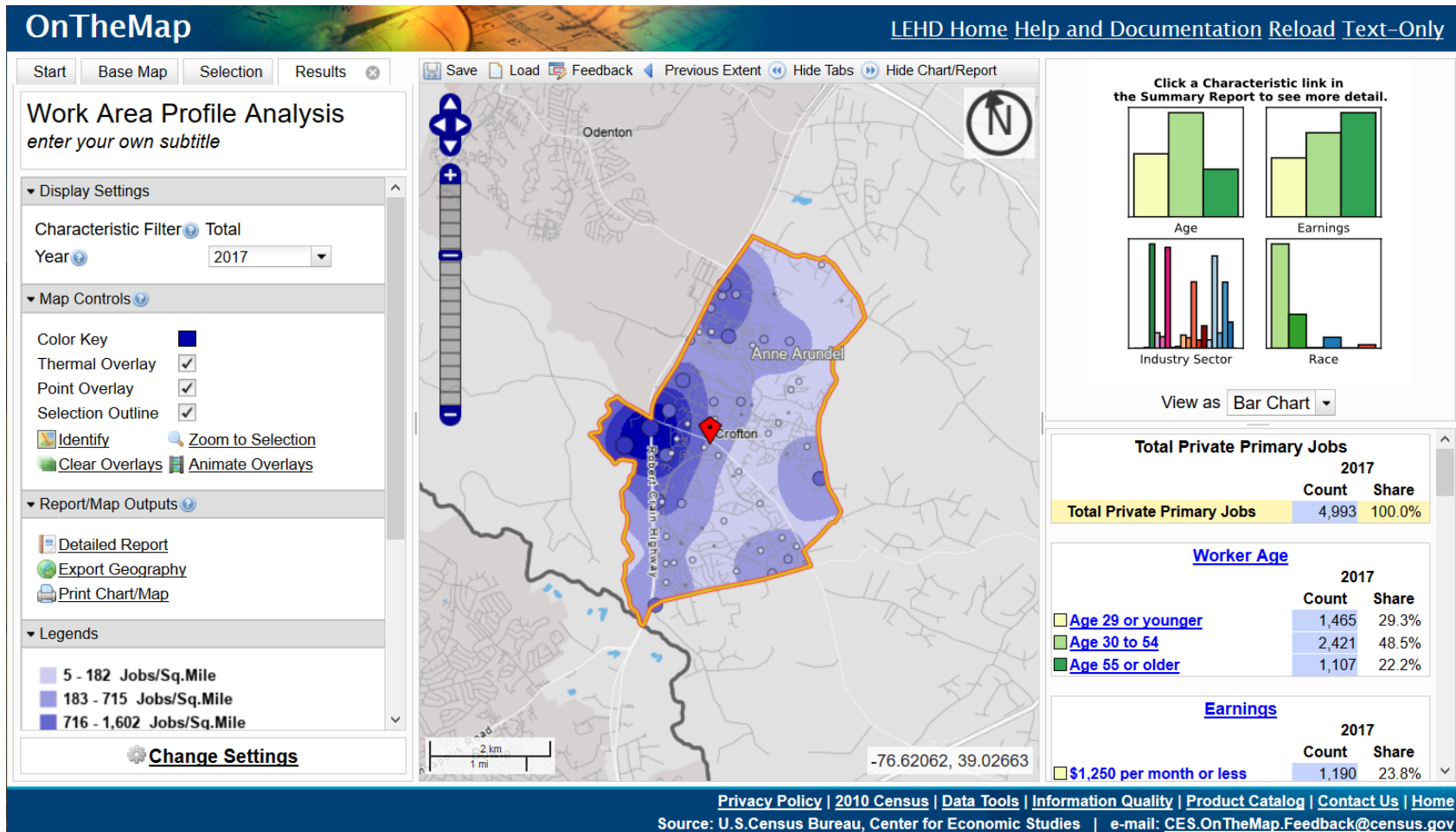
Guiding Principles

- 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/>

Developers

About this Section

API Forum

App Gallery

Available APIs

Geography

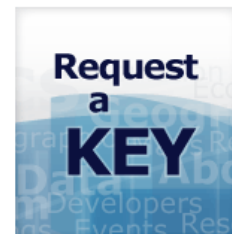
Guidance for Developers

News

Terms of Service

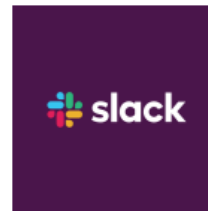
Updates

[< Back to Data](#)



The Census Bureau has begun rolling out our datasets via APIs. Check out our [Discovery Tool](#). Sign up for our [newsletter](#) to get the latest updates and newest dataset addition. We also invite you to make requests for features / data via our [forum](#).

[Read More](#)



[Developers' Forum](#)



[Join the Mailing List](#)



[JavaScript SDK](#)

Updates

SEPTEMBER 19, 2018

2018 API Changes

Q & A and Thank You!

Contact me at:

Adam.P.Grundy@census.gov

(301)763-7592

