

# An Overview of Key Census Bureau Economic Programs and Census Business Builder 4.1 DEMO

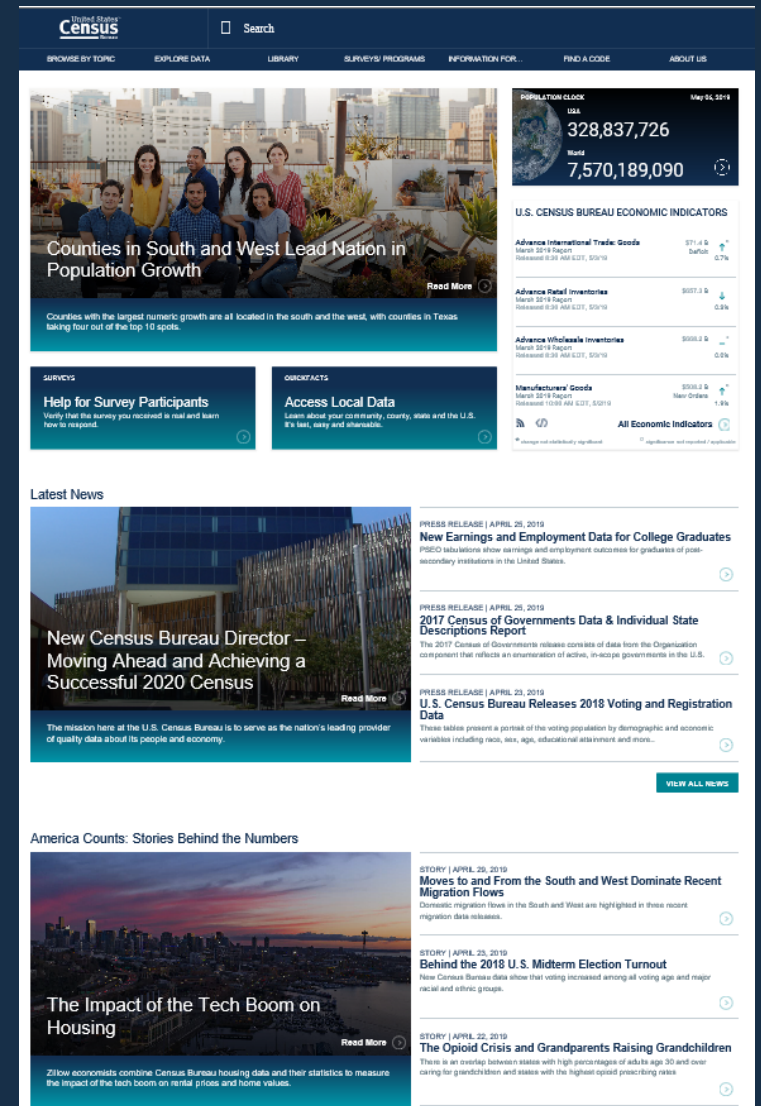
Goldschmidt Conference  
March 22<sup>nd</sup>, 2022

Presented by: Adam Grundy  
U.S. Census Bureau



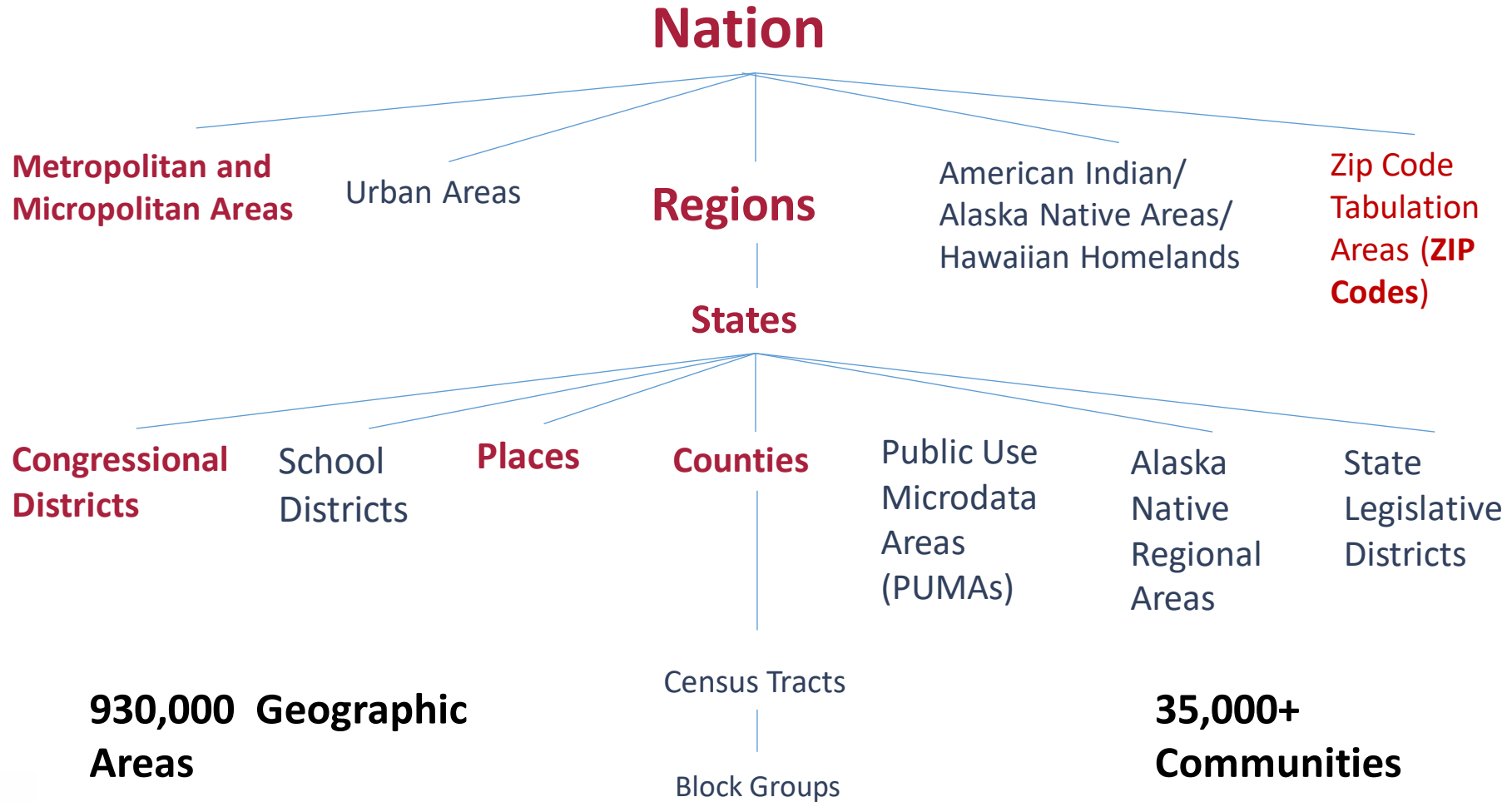
# About the Census Bureau

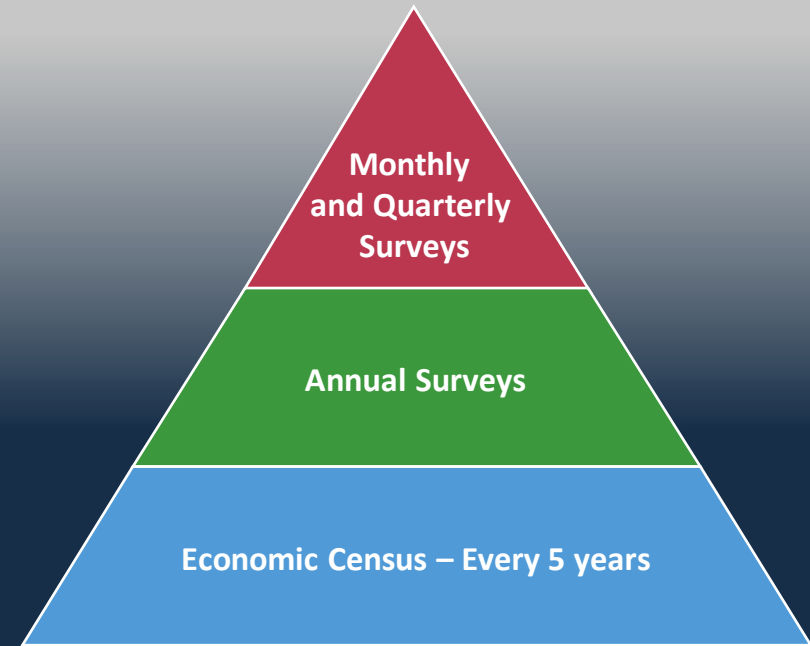
- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The 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**.



The screenshot shows the U.S. Census Bureau website homepage. At the top, there is a navigation bar with a search box 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'. To the right, a 'POPULATION CLOCK' shows the U.S. population at 328,837,726 and the state population at 7,570,189,090. Below this, there are sections for 'U.S. CENSUS BUREAU ECONOMIC INDICATORS' with a table of indicators like 'Advance International Trade Goods' and 'Advance Retail Inventories'. There are also buttons for 'Help for Survey Participants' and 'Access Local Data'. The 'Latest News' section includes headlines such as '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' and 'The Impact of the Tech Boom on Housing'.

# Key Census Geographic Areas





## Census Economic Surveys

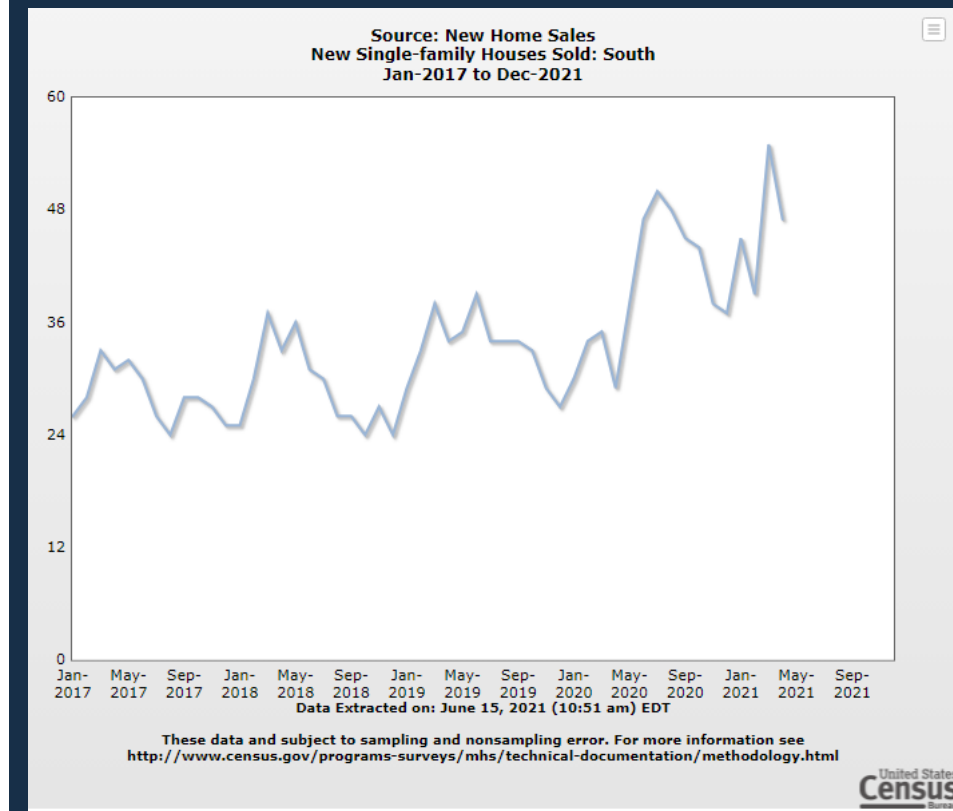
- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, 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
  - 2 new Experimental Data Products
- Released on the *Economic Indicators Briefing Room* and *FRED*:  
[www.census.gov/economic-indicators/index.php](http://www.census.gov/economic-indicators/index.php)  
<https://fred.stlouisfed.org/>



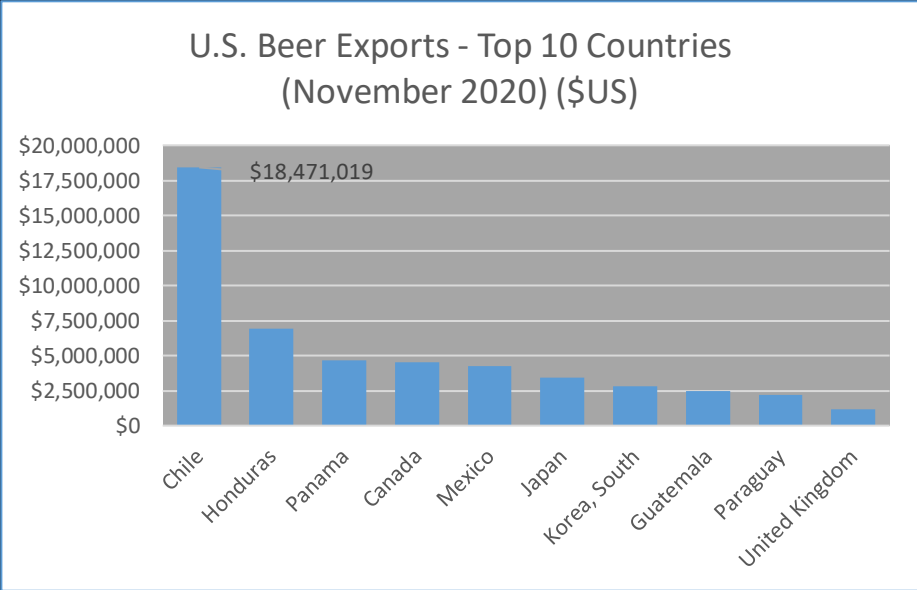
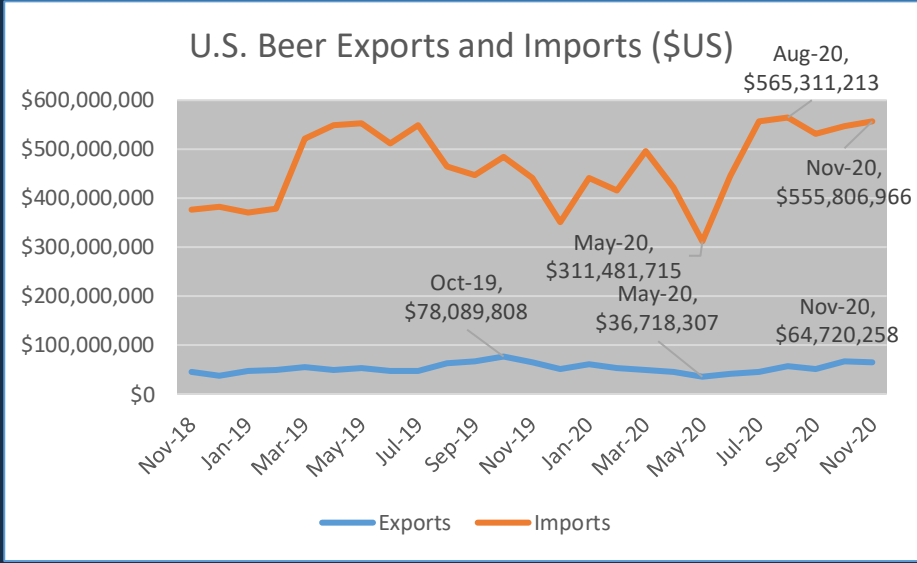
**How Can This Help Me?**  
Indicators provide most timely data that helps users understand **changes** since last annual program  
Permits data help users “predict” future economic growth

# International Trade



- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and Customs and Border Protection documents
- Data shown at the national, **state, district, and port** levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), Commodity, and 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) and USA Trade Online (<https://usatrade.census.gov/>) for the data
- [Trade flyer](#)

**How Can This Help Me?**  
 Trade data can help businesses identify and promote **potential markets**



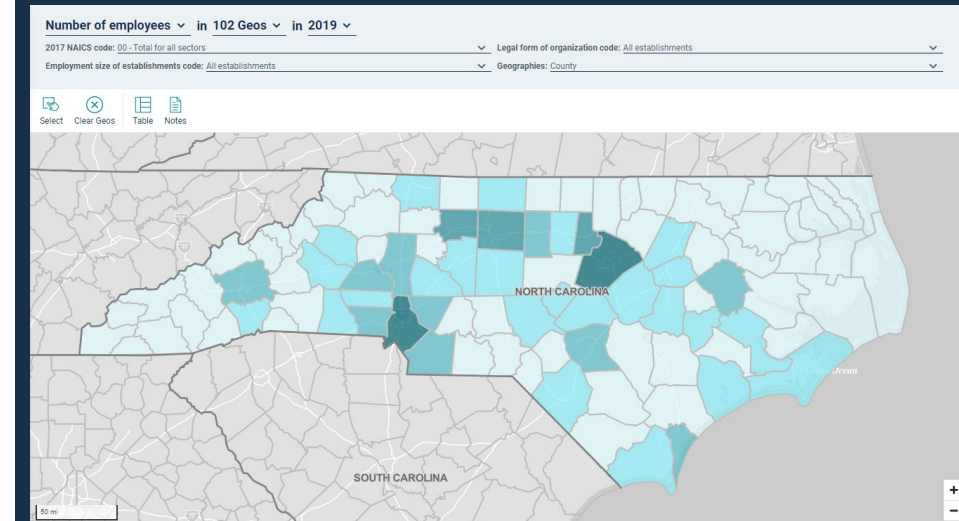
# Annual Economic Programs

Annual Surveys

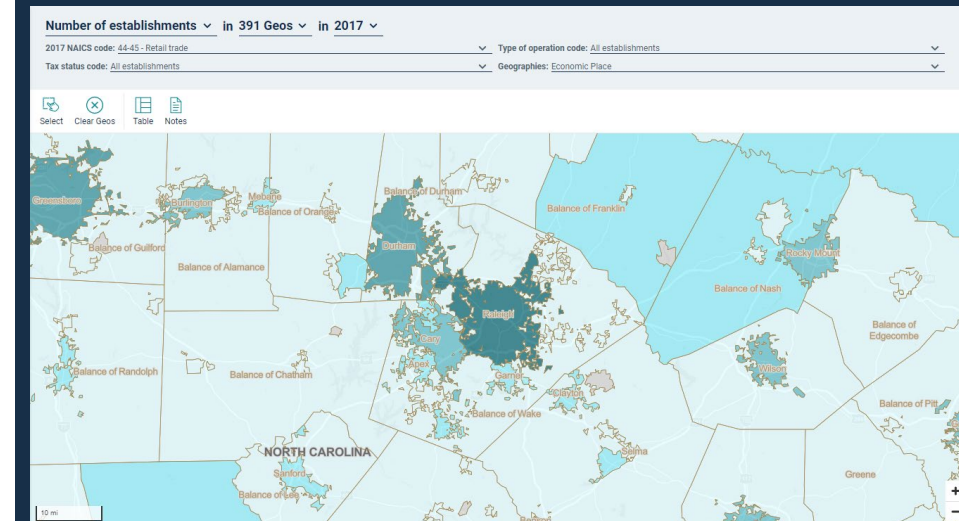
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
  - *County Business Patterns*: National, State, Metro, County, ZIP Code, Congressional District
  - *Nonemployer Statistics*: 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 data.census.gov, QuickFacts, CBB, and other Census tools

## How Can This Help Me?

Annuals provide that happy balance between **timeliness** and **detail**



Number of employees of Retail Trade establishments in North Carolina counties: 2019

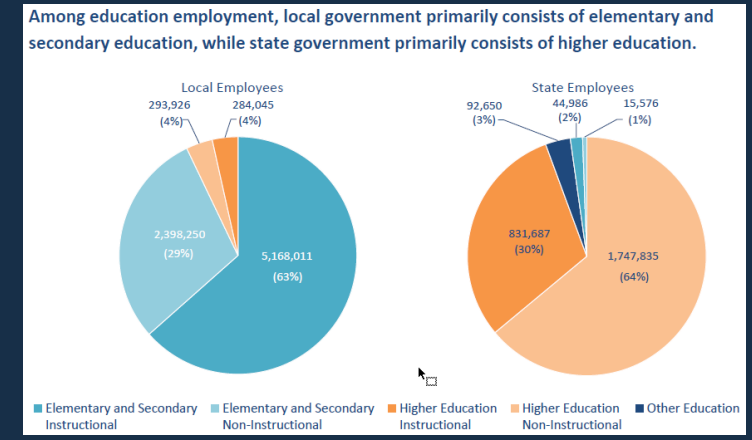
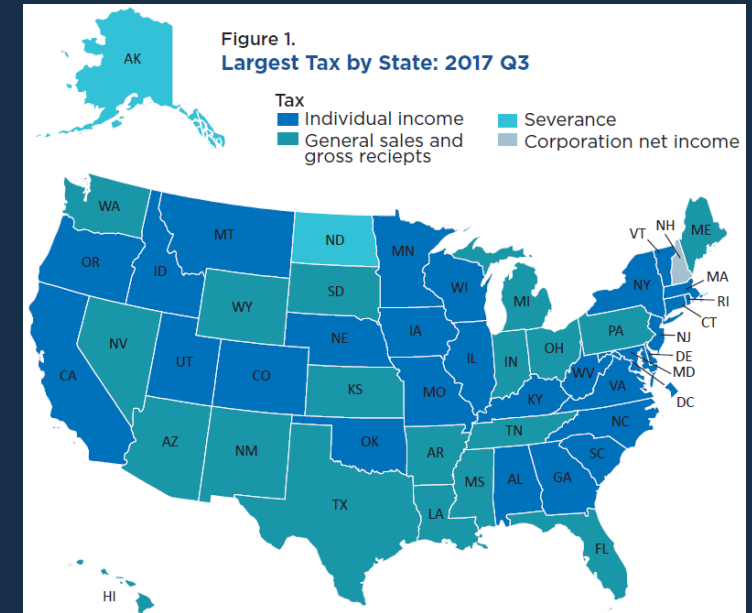


Number of Retail establishments in Wake County (and area) places: 2017

# 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, and Government Finances
- Released in Excel files, and other Census tools

**How Can This Help Me?**  
 Governments may be **customers** of businesses and  
 Some businesses **masquerade** as a government





# 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](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage) for full list of exclusions)
- Geography: National, state, metro, county, and **place** levels
- Other Dimensions: Data by **business size** (establishment and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (NAPCS)

## How Can This Help Me?

The EC provides the **most detailed** (though least timely) business data at Census

**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



# The Annual Business Survey

How Can This Help Me?  
Minority and women businesses are key to our local economies

Provides similar data as the Survey of Business Owners and the Annual Survey of Entrepreneurs

- Data on business ownership by
  - Race, ethnicity, gender, and veteran status
  - Employer businesses only
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
  - County, Metro, and Place for NAICS 00

The screenshot shows the 'Annual Business Survey (ABS)' page on the Census Bureau website. The page features a navigation menu with options like 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area includes a title 'Annual Business Survey (ABS)', a brief description of the survey, and three main sections: 'About', 'Data', and 'Information for Respondents'. A news section at the bottom highlights a 'PRESS RELEASE | AUGUST 13, 2018' titled 'Number of Women-Owned Employer Firms Increases', stating that women-owned employer firms in the United States increased by approximately 2.8 percent in 2016 to 1,118,863 from 1,088,466 in 2015. A sidebar on the left lists various resources like 'About', 'Information for Respondents', 'Data', 'Guidance for Data Users', 'Library', 'News & Updates', and 'Technical Documentation'. A small widget on the right shows the U.S. Population as 329,513,003 and notes that one birth occurs every 8 seconds.

# The Nonemployer Statistics – Demographics Program






Enhances the ABS by providing annual data on the demographic characteristics of nonemployer businesses

- Data on business ownership by race, ethnicity, gender, and veteran status for **self-employed persons**
- Geographies
  - Nation, State, and Metro by selected **2- thru 6-digit NAICS**
- **Firm size** and **LFO** data too

## NES-D Tables

2017

The Nonemployer Statistics by Demographics series (NES-D) provides information on the demographic characteristics of nonemployer businesses. For details on the methods used to create the 2017 NES-D tables, see the [2017 NES-D Technical Documentation](#).

-  [2017 NESD Technical Documentation](#) [< 1.0 MB]
-  [Table 1 - Statistics for Nonemployer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 1 Data Notes](#) [<1.0 MB]
-  [Table 2 - Receipts Size of Firm Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 2 Data Notes](#) [<1.0 MB]
-  [Table 3 - Legal Form of Organization Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 3 Data Notes](#) [<1.0 MB]
-  [Table 4 - Owner Characteristics of Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 4 Data Notes](#) [<1.0 MB]



# Experimental Data Products

Experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



## Small Business Pulse Survey

Measures the effect of changing business conditions during the Coronavirus pandemic on our nation's small businesses.



## Household Pulse Survey

The new Household Pulse Survey is designed to deploy quickly, and efficiently collect data on how people's lives have been impacted by the Coronavirus pandemic.



## Experimental Business Dynamics Statistics (EXP-BDS)

A suite of experimental business dynamics statistics created from new data linkages in the Longitudinal Business Database (LBD) infrastructure.



## 2019 Capital Expenditures for Robotic Equipment

New annual data by kind of business that provides additional detail to the national level estimates measuring investment in machinery and equipment.



## Commodity Flow Survey Subarea Estimates

This product provides additional geographic granularity to existing Commodity Flow Survey Estimates.



## Selected Monthly State Tax Collections

The Monthly State Tax Collections is the new monthly measure of state government tax collections for selected taxes.



## Manufacturing Industrial Robotic Equipment

Experimental data on share of plants with robots, share of workers exposed to robots, and plant size distributional statistics.



## Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.



# Key Ways to Access Econ Data

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- [QuickFacts](#)
- [My Congressional District](#)
- [Indicators Dashboard](#)
- [COVID-19 Data Hub](#)
- [Census Business Builder](#)
- [USA Trade Online](#)
- [OnTheMap](#) and [OTM for Emergency Management](#)
- Data.census.gov
- Application Programming Interface (API) ([Developers](#) site)

[Economic Programs Flyers](#)

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**

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

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

The American Community Survey and County Business Patterns



# Census Business Builder V. 4.1

United States Census Bureau

Census Business Builder: *Small Business Edition - 4.1*

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. What location do you want to research?**  
Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location  
or  
State, Metro, County, City/Town, or ZIP Code

**3. View Data**  
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.)  
Go To Map  
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.)  
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](#)  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)  
Release: 4.1 (Build: 7)

United States Census Bureau

Census Business Builder: *Regional Analyst Edition - 4.1*

Privacy Act Statement | FAQs | Send Feedback

## Define your region

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

Find My Location  
or  
State, Metro, 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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Release: 4.1 (Build: 7)

## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA, BLS, & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provided for free

CBB Home Page

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

# Summary

- Census has A LOT of business data
  - Help us promote it's use!
- Census data are most effective when they are merged across programs
  - ACS (info about a business' customers) and Econ (info about their potential competitors, suppliers, and complementary businesses)
- Businesses need comprehensive and reliable data to guide their decisions
  - Add our data to the arsenal of trade association, private sector, and other government data you already use
- Your business might also be included in our surveys
  - Please respond... **TIMELY RESPONSE = QUALITY DATA**

# Q & A and Thank You!

Contact me at:

[Adam.P.Grundy@census.gov](mailto:Adam.P.Grundy@census.gov)

**(301)763-7592**

