ECON 101: An Overview of Census Economic Data and Data Tools

U.S. Census Bureau

Presented by: Adam Grundy





Meet Your Presenter

Adam Grundy:

- Supervisor in the Data User and Trade Outreach Branch
- 15+ years experience at Census
- Leads and coordinates numerous outreach activities – webinars, presentations, and articles
- Has a bachelor's degree in Human Studies and a certification in elementary education



Programs

Census Bureau economic programs are a key source for official statistics:

- **<u>NEW</u>** High Frequency data
- Monthly and quarterly small sample surveys provide the most <u>TIMELY</u> data available
- Annual surveys have larger samples and provide the most up-to-date <u>TREND</u> data available
- Every 5 years, the Censuses measure all businesses and governments and provide the most <u>COMPREHENSIVE</u> data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products





These programs set the standard for U.S. economic statistics, and are fueled by the data provided by businesses and governments

What Topics Are Available?

NAICS (North American Industry Classification System)

- Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
- Our collection/tabulation level
- Employers (vs. Nonemployers)
- Most programs only cover employer businesses
- Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26 protects business privacy and confidentiality

	NAICS H	lierarchy
Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations



Key Economic Surveys and Programs



Where do these data come from?

A Snapshot of American Leisure Time Industries in the United States



AMUSEMENT PARKS AND ARCADES Establishments:

3,823 Annual payroll: \$5.4 Billion Employees: 178,679

Note: Number of employees is for the pay period including March 12, 2021. The technical documentation ca be found at <www.census.gov/programs-surveys/cbp/technical-documentation.html>.



U.S. Department of Commerce U.S. CENSUS BUREAU *census.gov* Source: 2021 County Business Patterns; North American Industry Classification System (NAICS) codes 7111, 712, 7121, and 7131 <www.census.gov/programs-surveys/cbp.html>

SPECTATOR SPORTS

Establishments:

Annual payroll:

\$24.2 Billion

Employees:

MUSEUMS.

Establishments:

Annual payroll:

\$5.5 Billion

Employees:

120.417

7,864

AND SIMILAR

INSTITUTIONS

HISTORICAL SITES,

101.714

4.741



County Business Patterns

This program covers Employer Businesses in the U.S.

Nonemployer Statistics

This program covers Nonemployer Businesses (self-employed

persons) in the U.S.

Annual Business Survey

This survey covers Employer Businesses in the U.S. and includes business owner data.

Economic Census

The official five-year measure of American businesses providing comprehensive statistics at the national, state, and local levels.

What is County Business Patterns?

	DPEORN		Frozen Specialty Food	Tortilla	Roasted Nuts and Peanut Butter	Other Snack Food Manufacturing	Soft Drink	Ice	Breweries
Survey	Year	Data item	311412	311830	311911	NAICS code 311919	312111	312113	312120
Annual Survey of	2021	Sales, value of shipments, or revenue (\$1,000)	\$20,672,571		\$13,864,607		\$36,492,194	1.52 C C 245	\$30,459,14
Manufactures (ASM)	2021	Annual payroll (\$1,000)	\$2,875,387	\$868,892	\$871,184	\$1,941,551	\$3,538,484	\$252,090	\$3,846,41
	2021	Number of employees	56,012	19,941	17,322	37,250	58,748	4,414	72,67
County Business Patterns (CBP)	2021	Number of establishments	520	398	263	441	597	387	4,82

Note: North American Industry Classification System (NAICS). Number of employees is for all paid employees during the week of March 12. The statistics in this report are estimated from a sample survey and are subject to sampling variability and nonsampling error. Differences between estimates may not be statistically significant. Disclosure Review Board (DRB) approval number CBDRB-FY23-086 (ASM), Project No. P-7500133; DRB approval number CBDRB-FY23-0121 (CBP), Project No. P-7503949

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U.S. Department of Commerce U.S. CENSUS BUREAU

Source: 2021 Annual Survey of Manufactures and 2021 County Business Patterns

- ✓ This program covers Employer Businesses in the U.S.
- Is published annually \checkmark
 - ✓ Latest data available (as of March 2025) is for calendar year 2022
 - \checkmark 2023 data will be released in June 2025
- \checkmark Includes statistics on the number of establishments, employment, and annual payroll for nearly every 2- thru 6-digit NAICS code
- Data are published at the national, state, metro \checkmark area, county, congressional district, and ZIP Code levels
 - \checkmark CBP also covers the 5 US territories
- \checkmark Data are also shown by employment size of the establishment and by Legal Form of Organization
- \checkmark Other facts about CBP:
 - ✓ See <u>https://www.census.gov/programs-</u> surveys/cbp.html for more information about this program



What is Nonemployer Statistics?

Selected Industries That Contributed to the U.S. Gig Economy: 2019



Notes: These industries were selected based on the 2017 NAICS manual. The data include receipts for both gig and non-gig workers in the nonemployer universe. The portion of receipts attributed to gig worker earnings is unknown. For more information on methodology, including disclosure avoidance methods, please visit https://www.census.gov/programs-surveys/nonemployer-statistics.html.

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U.S. Department of Commerce U.S. CENSUS BUREAU *census.gov* Source: 2019 Nonemployer Statistics, NAICS 4853, 492, 53131, 56172, 56173, 62441, 7211, 7223, 81149, 81291

- This program covers Nonemployer Businesses (self-employed persons) in the U.S.
- Is published annually
 - Latest data available (as of March 2025) is for calendar year 2022
 - 2022 data was released in December 2024
- Includes statistics on the number of firms and revenue for most 2- thru 6-digit NAICS codes
- Data are published at the national, state, metro area, and county levels
 - NES does not cover the 5 US territories
- Data are also shown by revenue size of the firm and by Legal Form of Organization
- Other facts about NES:
 - See <u>https://www.census.gov/programs-</u> <u>surveys/nonemployer-statistics.html</u> for more information about this program



What is the Annual Business Survey?



- This program covers Employer Businesses in the U.S.
- Is published annually
 - Latest data available (as of March 2025) is for calendar year 2023
 - 2023 ABS data was released in February 2025
- Includes statistics on the number of firms, employment, annual payroll, and sales, shipments, receipts, or revenue for nearly every 2- thru 4-digit NAICS code
- Data are published at the national, state, county, and place levels
 - Nation, state and MSA: 2-4-digit NAICS
 - County and place: 2-6-digit NAICS
 - ABS does not cover the 5 US territories
- Data are also shown by other characteristics of the business and the business owner(s)
- Other facts about ABS:
 - See <u>https://www.census.gov/programs-</u> <u>surveys/abs.html</u> for more information.



What is the Nonemployer Statistics by Demographics (NES-D)?



- This program covers Nonemployer Businesses in the U.S.
- Is published annually
 - Latest data available (as of March 2025) is for calendar year 2022
 - 2022 data was released this month.
- Includes statistics on the number of nonemployer firms and revenue.
- Data are published at the national, state, metro, and county levels:
 - Nation and state: full NAICS; County and place: just NAICS 00
 - NES-D does not cover the 5 U.S. Territories
- Data includes nonemployer business owner demographic statistics.
- Other facts about NES-D:
 - See <u>https://www.census.gov/programs-</u> <u>surveys/abs/data/nesd.html</u> for more information.

The Economic Census

- Conducted every 5 years, it produces the most comprehensive economic data available and serves as a benchmark for other economic surveys.
- 2022 Economic Census Geographic Area Statistics (GAS) data highlights:
 - 8.0 million employer establishments generated \$50.5 trillion in sales, employing 136.6 million people with \$8.5 trillion in annual payroll in the United States.
 - Michigan had 36,176 employees in Motor Vehicle Manufacturing (NAICS 3361), the most of any state, followed by California (24,163) and Kentucky (23,327).
- Results are available for all to use free and online.



2022 Economic Census: Accelerated Release Plan

Series	Description	Planned Release
First Look Report	General U.S. statistics at the 2-3 digit NAICS level.	January 2024
Island Area Statistics	 Guam, American Samoa, Commonwealth of the Northern Mariana Islands U.S. Virgin Islands Puerto Rico 	 June 2024 July 2024 December 2024
Geographic Area Statistics	General statistics for the U.S., states, and selected geographies with varying levels of industry detail (2-6 digit NAICS and 7-8 digit NAICS-based codes) all released on the same day.	December 2024
Bridge	Statistics at the U.S. level for industries whose NAICS codes changed from 2017 to 2022 showing components of the NAICS change in two reports.	February 2025
Comparative	Statistics for the U.S., states, and selected geographies at a 2-6 digit NAICS level for 2022 and 2017, tabulated on the 2017 NAICS basis.	February 2025
Establishment and Firm Size Statistics	Summary statistics at the U.S. level about: Revenue size of establishments/firms, employment size of establishments/firms, single-unit and multi-unit firms, concentration of largest firms, and legal form of organization.	June 2025
Product Statistics	Statistics about products and services based on the North American Product Classification System (NAPCS) for the U.S. and states.	September 2025
Misc. Statistics	Industry-specific statistics for the U.S., states, counties, and offshore areas (geography level varies by industry) on a flow basis.	Last release by March 2026

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, and other Census tools







Annual Integrated Economic Survey (AIES)



Annual Integrated Economic Survey Background & Drivers



National Academy of Sciences (NAS) panel studied our annual economic surveys and recommended consolidating collection based on several factors:



Meet data needs – timely, granular, standardized



Declining budgets



Improve efficiency – consistency across programs (content, processes, systems)



Declining response rates



COS

SAS

M3UFO

ACES

ASM

AIES

Annual

Integrated Economic Survey

ARTS

AWTS

Annual Integrated Economic Survey What is the AIES?

- The Annual Integrated Economic Survey (AIES) will replace seven existing current annual surveys:
 - Service Annual Survey (SAS)

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- Annual Retail Trade Survey (ARTS)
- Annual Wholesale Trade Survey (AWTS)
- Annual Capital Expenditures Survey (ACES)
- Annual Survey of Manufactures (ASM)
- Report of Organization (or Company Organization Survey)
- Manufacturers' Unfilled Orders Survey (M3UFO)





Annual Integrated Economic Survey Benefits

- The AIES offers multiple benefits to respondents, data users, and stakeholders:
 - Adapt to the evolving needs of respondents and data users
 - Consolidating content eases response burden
 - Increase operational efficiencies by:
 - Aligning and coordinating survey lifecycle activity with harmonized content
 - Integrating and adapting to enterprise solutions and common processes for frame creation, sample selection, data collection, editing, imputation, analysis, and dissemination

• Produce timely, accurate, and relevant statistics



Annual Integrated Economic Survey Key Dates & Information

Event	Date
Initial mail	March 2024
Due date	April 2024
Collection closeout	October 2024
Publication release	July 2025





Key Ways To Use Census Data



Census Business Builder 5.8



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 www.cbb.census.gov



CBB 5.8 – Reports

Reports

- Report sections, interactive charts, customizing, and bookmarking
- Single or multigeography reports

		Dusiliess	Sum	lialy				
	Industry Cluster Name: Custom Industries						Selected Industries: Total for all sectors	
	Employer Businesses							
	Includes key statistics for businesses with 1 or more paid employees (En the Industry selected.)	nployers) from the 2015 thru 2019 County Busi	iess Patter	ms, 2012 and	2017 Economic Census, and the 201	7 Census of Agriculture. (These variables are related to	
	Variable	Estimate			≁ All Employer esta	blishments (Total)		
	 All Employer establishments (Total) 	54,791 📈 I Iı	BOK VS			()		
.	Average employment per employer	16 ~ II.	50K					
,	Average payroll per employee	\$47,566 📈 II.	40K					
	Population per employer	35 📈 il i	406					
	Total employment of employers	866,139 📈 📊	30K					
	Total annual payroll of employers (\$1,000)	\$41,198,526 📈 🖬	20K					
	Number of farm operations (Ag only)	28,762 📈 II	10K				Busine	ss Comparison
	Total contract and hired labor expense (Ag only)	\$30,743,000 📈 🖬			Businesses Totals			
	Total operating expense (Ag only)	\$7,928,359,000 📈 🖬	0	2015				
					Includes key statistics for businesses wit selected.)	h 1 or more paid employees (Employers) from the 2019 County Busine	ess Patterns, 2018 Nonemployer Statistics program, and the 2017 Economic Census. (These variables are related to the Industry
					All Employer		Total annu Total annu	al payroll Total rounnum of Revenue of Total contract and Total contract and

140.567

2.072

11785

4.536

866,139

78.076

73 236

Business Summary

Consumers/Residents

Demographic Characteristics

Includes information on total population and population by age, race, and ethnicity from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

/ariable			📈 Total p	opulation
Total population	1,923,826 📈 🛙	211		
Percent male	49.9% 📈 🛙	1.5M	2011-2015	
Percent female	50.1% 📈 🛙	1M	1.005.005	
Percent under 5 years	6.8% 📈 I			
Percent under 18 years	24.7%	500K		
Percent 18 years and over	75.3% 📈 🛛	0	2011-2015	2018-2020
Percent 21 years and over	71.1%		II. Total p	
Percent working age (25 to 64 years)	49.8% 📈 🛙			
Percent 65 years and over	15.7%	300M 250M		
Vedian age	36.6 📈 🛙			
Percent White	85.31% 📈 🛙	150M 100M		
Percent Black or African American	4.78% 📈 🛙	50M		
Percent American Indian and Alaska Native	0.88% 📈 🛛		Nebraska	U.S.
Percent ásian	2.495 📈 🛙			



ment of	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)	Revenue of nonemployer firms (\$1,000)	Number of farm operations (Ag only)	Total contract and hired labor expense (Ag only)	Total opera expense (A
	\$41,198,526	n/a	\$6,531,663	n/a	n/a	n/a
	\$1,143,833	<u>\$3,9</u> 57,818	\$77,764	n/a	n/a	n/a
	\$2,948,837	\$4,864,100	\$238,926	n/a	n/a	n/a
	81,456	n/a	\$157,350	n/a	n/a	n/a
	240,269	\$891,277	\$129,318	n/a	n/a	n/a
	2,988,136	\$12,497,262	\$986,691	n/a	n/a	n/a
	574,686	\$146,701	\$45,674	n/a	n/a	n/a
	5,719,422	n/a	\$387,179	n/a	n/a	n/a

CBB: Data Sources

- Demographic, socioeconomic, and housing data from the American Community Survey
- Business data from the County Business Patterns, Nonemployer Statistics, Economic Census, and Survey of Business Owners
- Imports and Exports data from the International Trade program
- Workforce data from the Quarterly Workforce Indicators
- Building Permits data from the Building Permits Survey
- Your own data (via Excel file upload feature)
- Consumer Spending data from Esri

United States®

- Agriculture data from the Census of Agriculture (USDA)
- Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)





These data are subject to sampling and non-sampling errors. See <u>Methodology</u> on the ACS Home Page for more information. Includes key information that you can use to better understand your market. To learn more, see <u>www.census.gov</u> and <u>https://www.bls.gov/cew/</u>

Census Business Builder **Census Data in Action: Opening a Business in Alabama**

Census Business Builder

[] FULLSCREEN 👱 DOWNLOAD 🕜 HELP



FDEP, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA



23



Business Profile Custom Industries - Alabama

🕜 HELP 🛨 EXPORT 🗱 SETT	TINGS
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of Contents 🖍	Contents		
S	What will I find in this report?	Custom Industries is comprised of:	
ners/Residents	My Customers	Total for all sectors	
emographic characteristics	The Consumers/Residents section provides summarized demographic information for Alabama . This information provides a snapshot of the makeup of the community of potential customers in the area.		
Socioeconomic Characteristics	Business Summary		
Housing Characteristics	The Business Summary section provides summarized statistics about Custom Industries businesses in Alabama . This information		
ess Summary	provides insight into the volume, finance, and diversity of ownership of the businesses in the area.		
Employer Businesses	Business Comparison		
Business Revenue	The Business Comparison section provides tables of juxtaposed information for businesses across all sectors in Alabama . These tables provide a rapid way to compare and contrast data across industries in the area.		
Nonemployer Businesses	Computer Stranding		
Workforce	Consumer Spending		
Quarterly Businesses	The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Alabama.		\mathbf{k}
Building Permits			
ness Comparison	Мар		
Businesses Totals	Establishments and All Nonemployer firms in Alabama		
Key Ratios		Norfolk	c





Live Demo on Obtaining Relevant Business Data



www.cbb.census.gov



Economic Census GAS Interactive Data Visualization

Revenue (\$1,000) for Selected Industries



Data Availability

- Data available for all selected industries.
- Data not available for some selected industries.
- Data not available for all selected industries.



Note: The size of a circle is associated with the value of the selected statistic.



NAICS (2022) North American Industry Classification System.

United States* **U.S. Department of Commerce** U.S. CENSUS BUREAU census.gov

"View County-Level Data" button. State

i



Interested in County-Level Data?

Select a state below and click the

.

.



Statistic

Revenue (\$1,000)

NAICS Hierarchy

2-digit (Sector) .

NAICS Industry

✓ (AII) ✓ 21: Mining, Quarrying, a... ✓ 22: Utilities ✓ 23: Construction ✓ 31-33: Manufacturing ✓ 42: Wholesale Trade ✓ 44-45: Retail Trade ✓ 48-49: Transportation an... √ 51: Information ✓ 52: Finance and Insurance ✓ 53: Real Estate and Rent... ✓ 54: Professional, Scienti... ✓ 55: Management of Com... ✓ 56: Administrative and S... ✓ 61: Educational Services

Cancel Apply

Source: 2022 Economic Census https://www.census.gov/programs-surveys/economic-census.html and 2022 Economic Census of Island Areas https://www.census.gov/programs-surveys/economic-census/island-areas/2022.html



Live Demo on My Community Explorer

<u>URL:</u>

https://experience.arcgis.com/experien ce/13a111e06ad242fba0fb62f25199c7 dd/

<u>u/</u>

Or QR code \rightarrow





Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- COVID-19 Data Hub
- data.census.gov



census.gov/data/data-tools.html

Get in Touch with Us

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