

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

U.S. Census Bureau

Presented by: Adam Grundy



Meet Your Presenter

Adam Grundy:

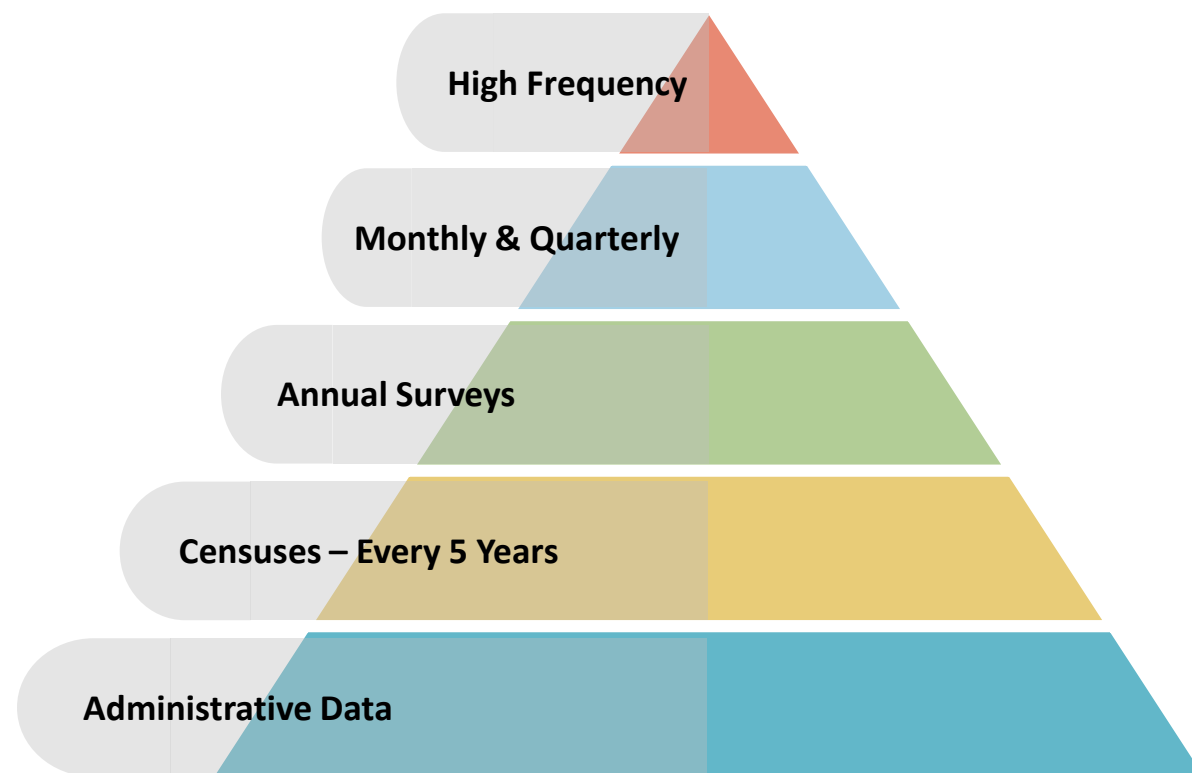
- Supervisor in the Data User and Trade Outreach Branch
- 15+ years experience at Census
- Leads and coordinates numerous outreach activities – webinars, presentations, and articles
- Has a bachelor's degree in Human Studies and a certification in elementary education



Programs

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

- **NEW** High Frequency data
- Monthly and quarterly small sample surveys 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 Censuses measure all businesses and governments and provide the most **COMPREHENSIVE** data available
- Plus, **FOUNDATIONAL** administrative data from the Business Register to supplement or produce additional economic products



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 Hierarchy

| 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?



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

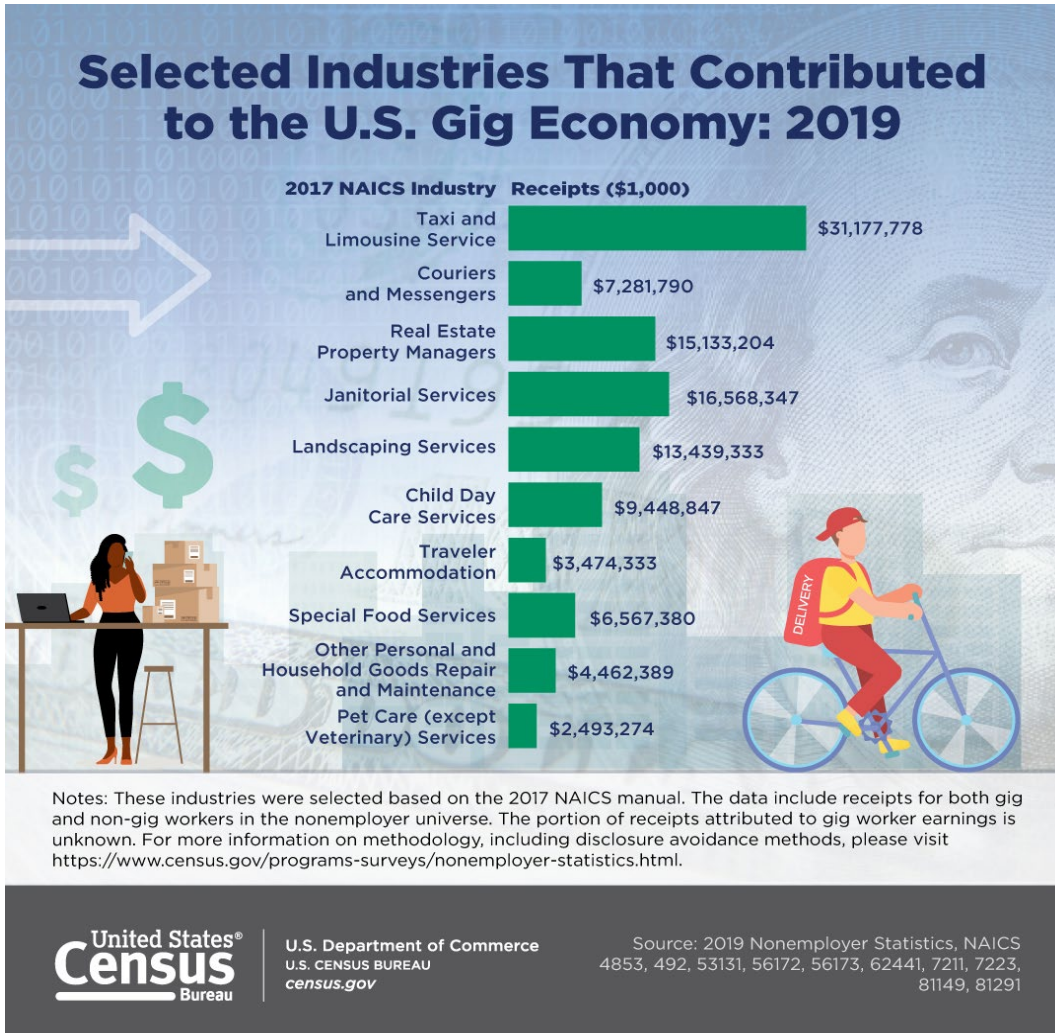
The official five-year measure of American businesses providing comprehensive statistics at the national, state, and local levels.

What is County Business Patterns?



- ✓ This program covers Employer Businesses in the U.S.
- ✓ Is published annually
 - ✓ Latest data available (as of March 2025) is for calendar year 2022
 - ✓ 2023 data will be released in June 2025
- ✓ 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 area, county, congressional district, and ZIP Code levels
 - ✓ CBP also covers the 5 US territories
- ✓ Data are also shown by employment size of the establishment and by Legal Form of Organization
- ✓ Other facts about CBP:
 - ✓ See <https://www.census.gov/programs-surveys/cbp.html> for more information about this program

What is Nonemployer Statistics?



- 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 <https://www.census.gov/programs-surveys/nonemployer-statistics.html> 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 <https://www.census.gov/programs-surveys/abs.html> 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 <https://www.census.gov/programs-surveys/abs/data/nesc.html> 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.

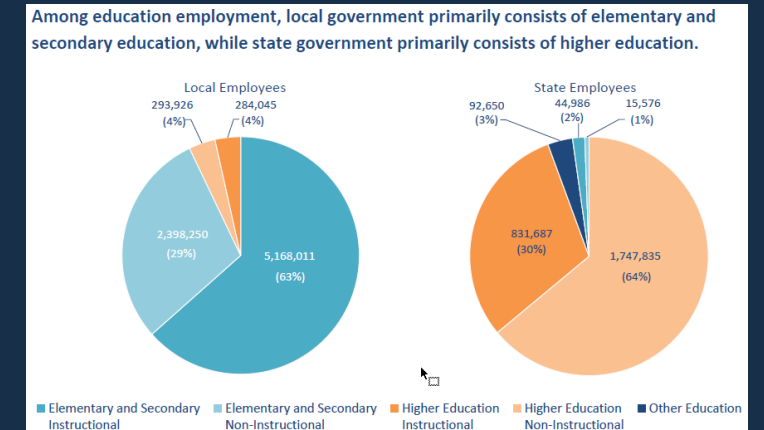
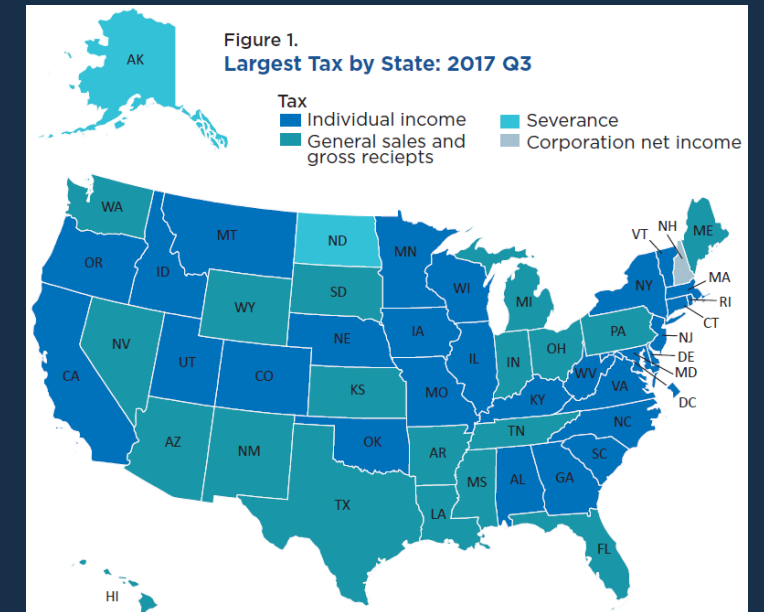


2022 Economic Census: Accelerated Release Plan

| Series | Description | Planned Release |
|--|--|---|
| First Look Report | General U.S. statistics at the 2-3 digit NAICS level. | January 2024 |
| Island Area Statistics | <ul style="list-style-type: none"> Guam, American Samoa, Commonwealth of the Northern Mariana Islands U.S. Virgin Islands Puerto Rico | <ul style="list-style-type: none"> 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



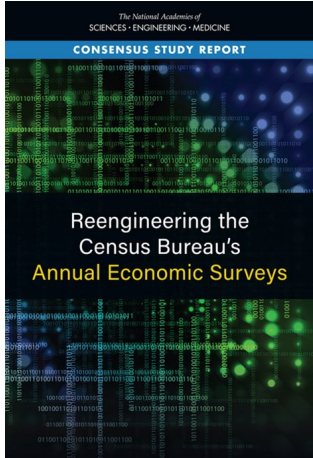


Annual Integrated Economic Survey (AIES)

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



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



Stay relevant



Declining budgets



Declining response rates

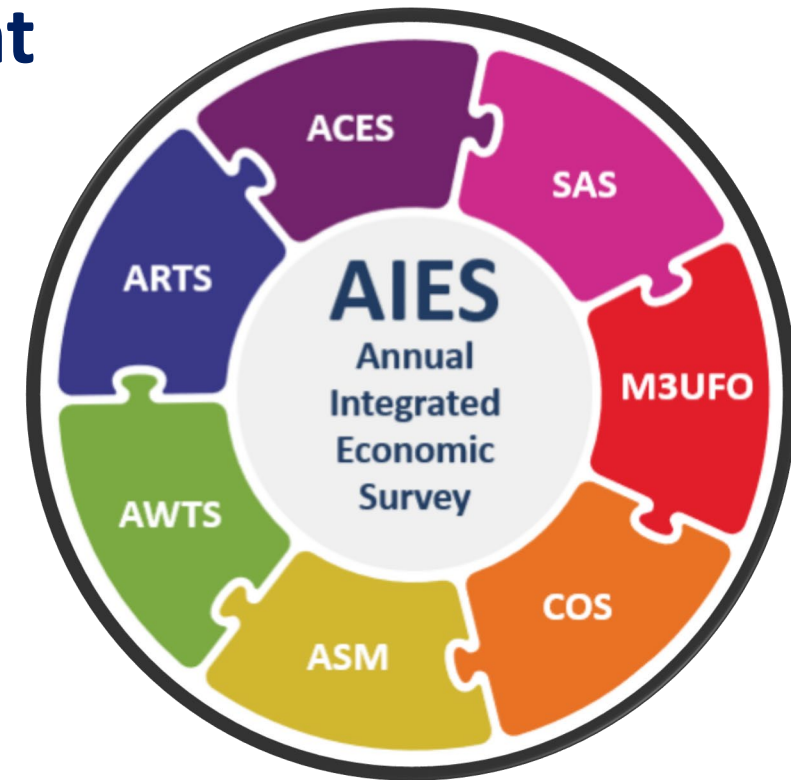


Annual Integrated Economic Survey

What is the AIES?

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

- Service Annual Survey (SAS)
- 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

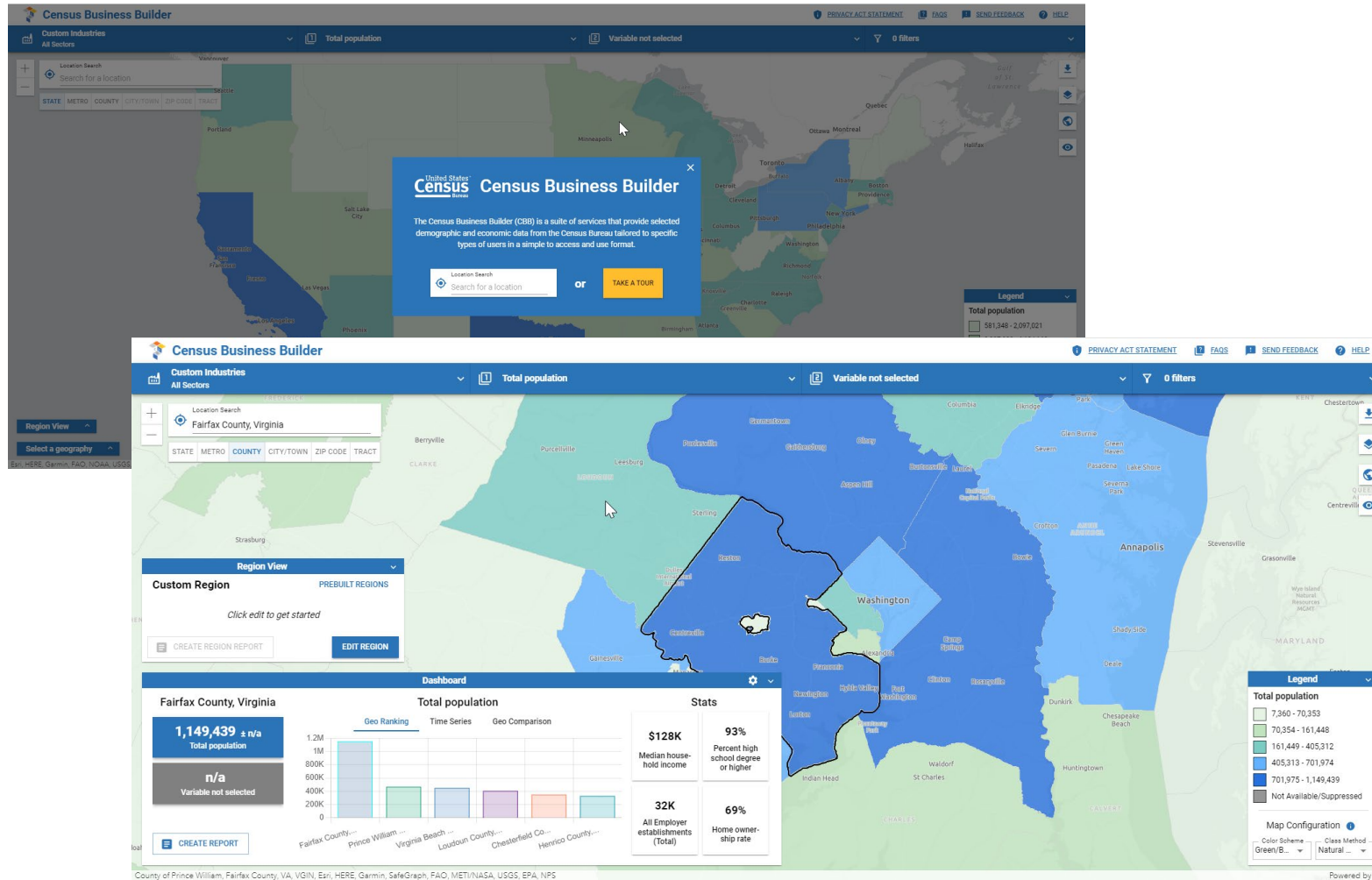
| Event | Date |
|---------------------|--------------|
| Initial mail | March 2024 |
| Due date | April 2024 |
| Collection closeout | October 2024 |
| Publication release | July 2025 |





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

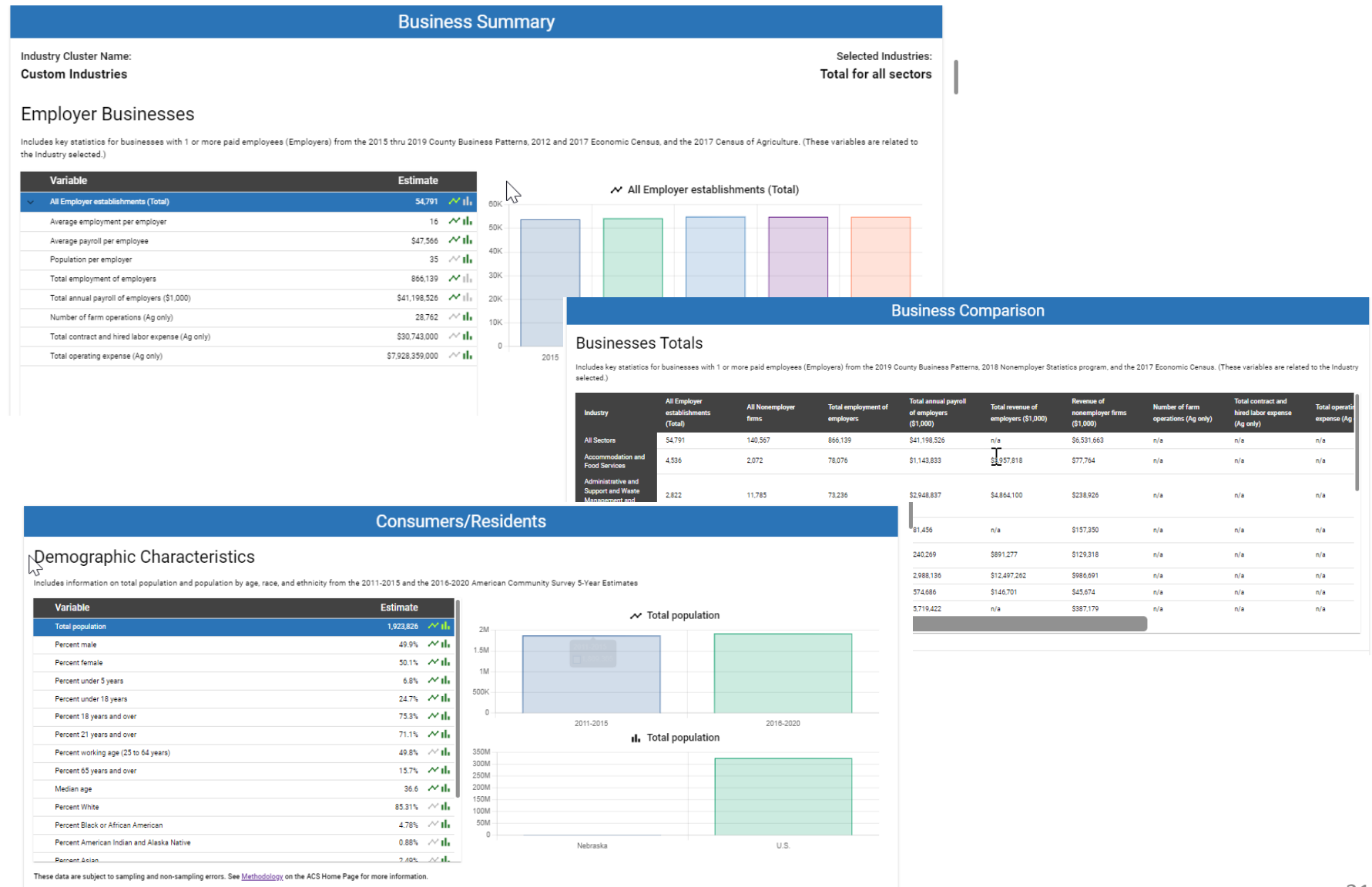
CBB Home Page

www.cbb.census.gov

CBB 5.8 – Reports

Reports

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



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
- 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)

Primary Category

CONSUMERS/RESIDENTS **BUSINESSES (ANNUAL)** BUSINESSES (QUARTERLY) WORKFORCE

BUILDING PERMITS CONSUMER SPENDING MY VARIABLES

Secondary Category

EMPLOYERS NONEMPLOYERS KEY RATIOS INTERNATIONAL TRADE

Data Variables

✓ ☐ All Employer establishments (Total)

☐ Total employment of employers

☐ Total annual payroll of employers (\$1,000)

☐ Total revenue of employers (\$1,000)

☐ Percent Minority-owned employer firms

☐ Percent White-owned employer firms

☐ Percent Black-owned employer firms

Information may not be available for all industries and areas to protect the privacy of individual companies or because the data have not been released yet. Includes key information that you can use to better understand your market. To learn more, see www.census.gov and <https://www.bls.gov/qcew/>

Primary Category

CONSUMERS/RESIDENTS BUSINESSES (ANNUAL) BUSINESSES (QUARTERLY) WORKFORCE

BUILDING PERMITS CONSUMER SPENDING MY VARIABLES

Secondary Category

DEMOGRAPHIC CHARACTERISTICS SOCIOECONOMIC CHARACTERISTICS HOUSING CHARACTERISTICS

Data Variables

☒ Total population

☐ Percent male

☐ Percent female

☐ Percent under 5 years

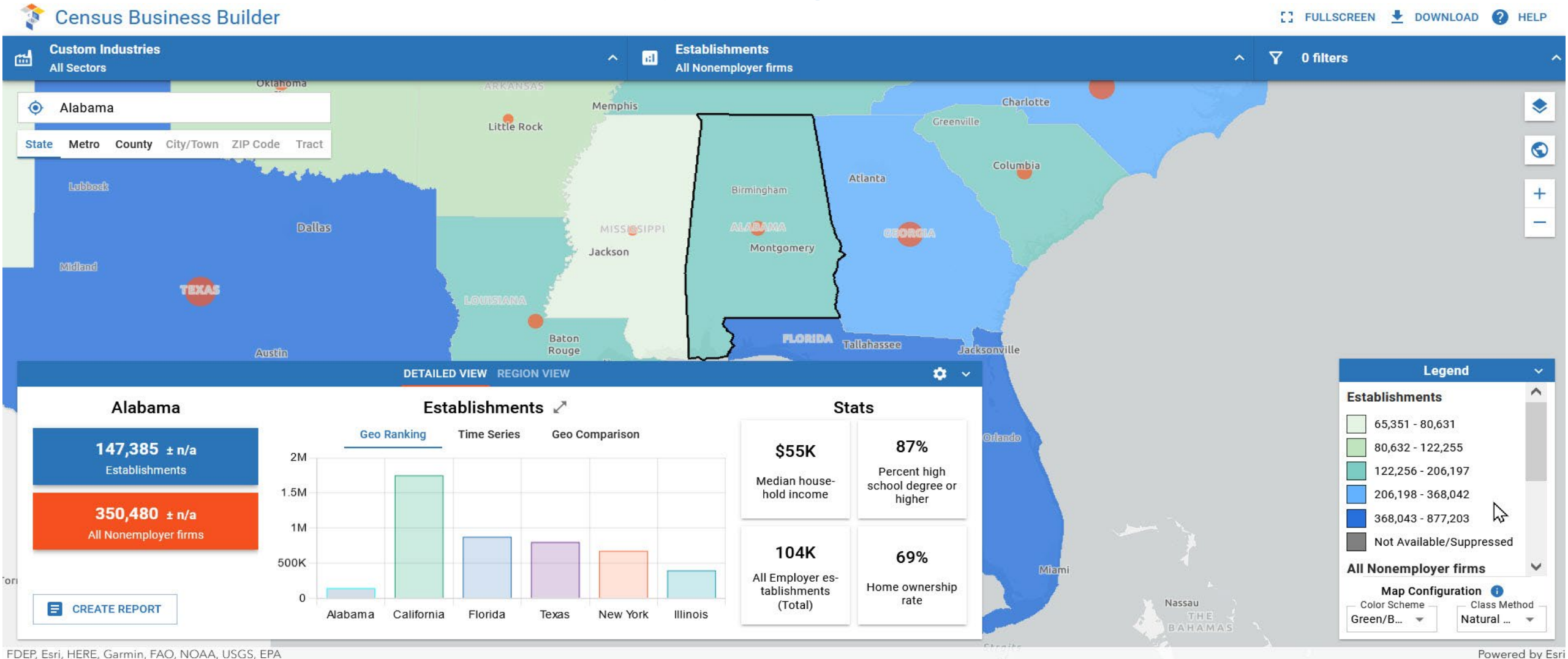
☐ Percent under 18 years

☐ Percent 18 years and over

☐ Percent 21 years and over

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

Census Data in Action: Opening a Business in Alabama



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



Table of Contents

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Map

Consumers/Residents

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Business Comparison

Businesses Totals

Key Ratios

Contents

What will I find in this report?

My Customers

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.

Business Summary

The Business Summary section provides summarized statistics about **Custom Industries** businesses in **Alabama**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Business Comparison

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.

Consumer Spending

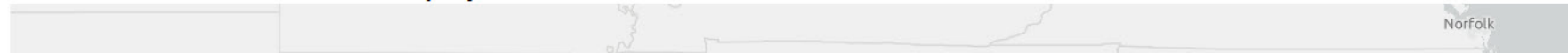
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Alabama**.

Custom Industries is comprised of:

[Total for all sectors](#)

Map

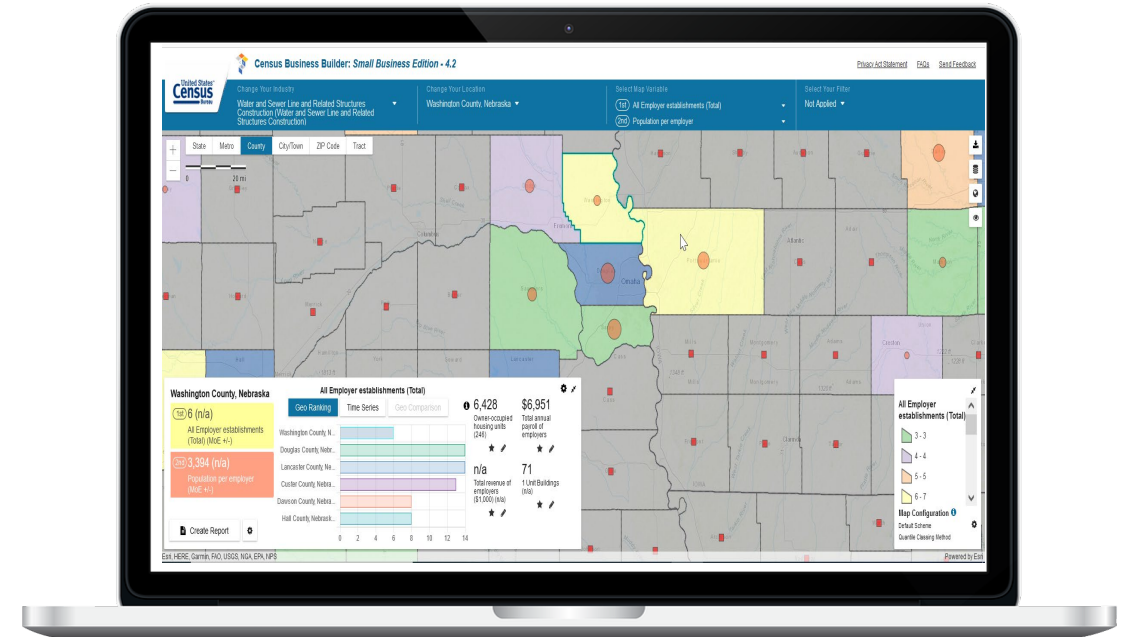
Establishments and All Nonemployer firms in Alabama



Establishments

Demo

Live Demo on Obtaining Relevant Business Data



www.cbb.census.gov

Economic Census GAS Interactive Data Visualization

Revenue (\$1,000) for Selected Industries



Interested in County-Level Data?

Select a state below and click the "View County-Level Data" button.

State

Alabama



Statistic

Revenue (\$1,000)

NAICS Hierarchy

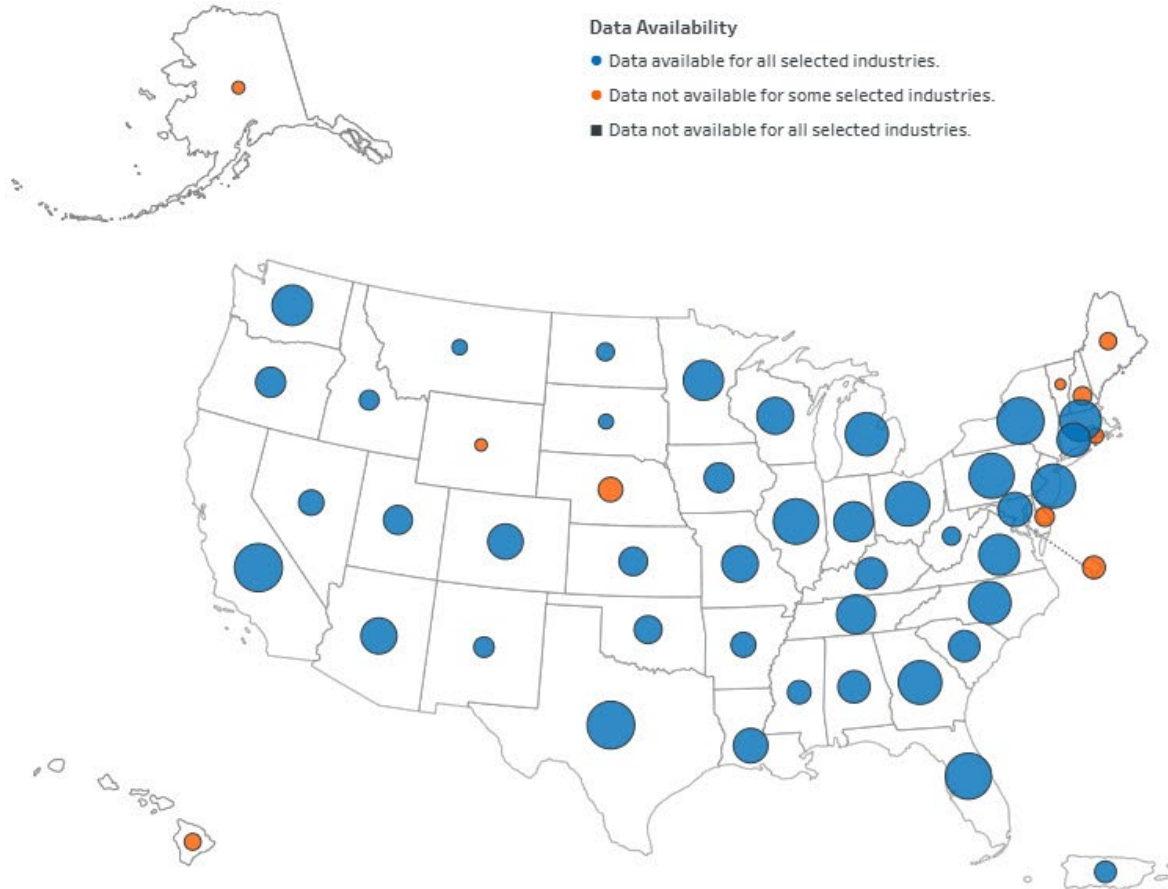
2-digit (Sector)

NAICS Industry

- ☒ (All)
- ☒ 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



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

NAICS (2022) [North American Industry Classification System](https://www.census.gov/programs-surveys/economic-census.html).

Demo

Live Demo on My Community Explorer

URL:

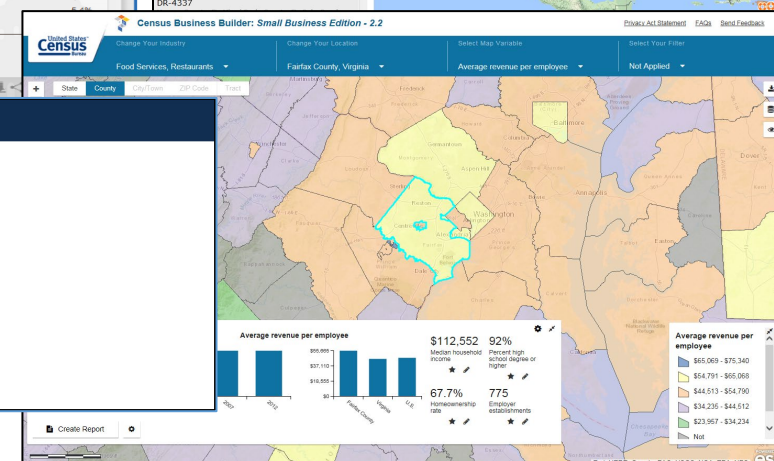
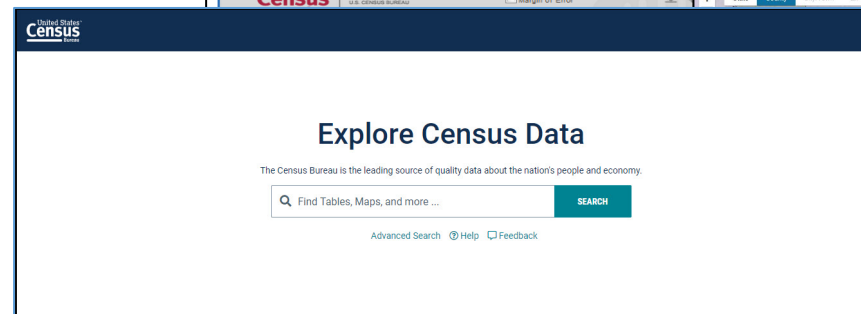
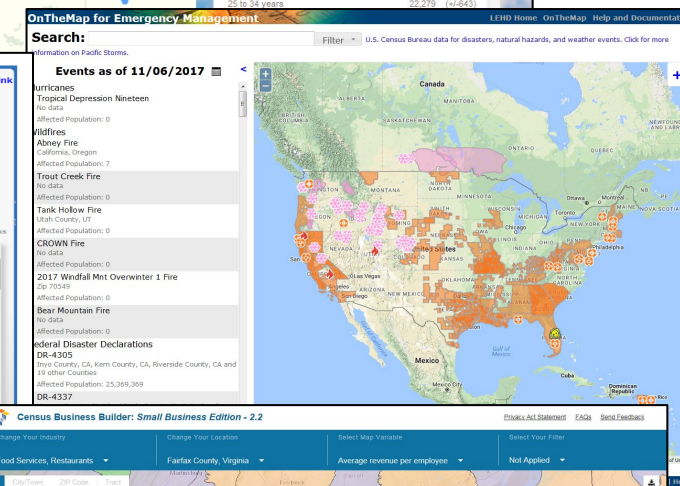
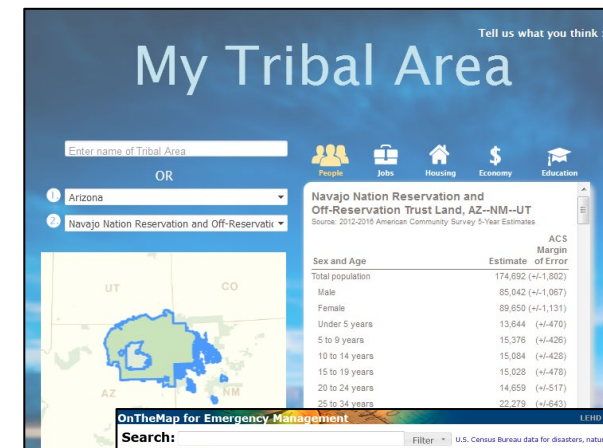
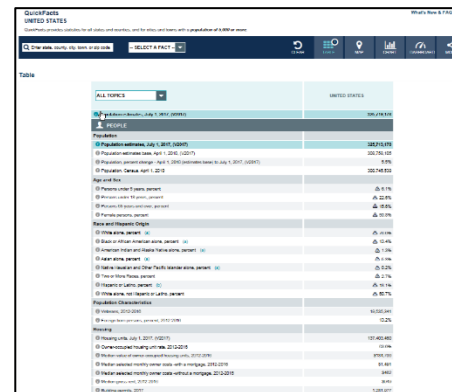
<https://experience.arcgis.com/experience/13a111e06ad242fba0fb62f25199c7dd/>

Or QR code →



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



Get in Touch with Us

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