

# An Update on Key Census Tools and Data

C2ER/LMI Institute 2020 Conference  
June 5<sup>th</sup>, 2020

Presented by: Andrew W. Hait  
U.S. Census Bureau



# Agenda

- Key Census Economic programs
  - The 2017 Economic Census
  - The 2018 Annual Business Survey
  - The updated weekly Business Formation Statistics program
  - The new weekly Small Business Pulse Survey
- Key Census data tools
  - CBB 3.0 (and a preview of 3.1)
  - The new COVID-19 Hub and Resource page
- Q&A

# 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: Provides data at the national, state, metro area, county, and **place** levels
- Other Dimensions: Provides data by **business size** (estab and firm; employment and revenue), **Legal Form of Organization**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data

Also have 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](https://www.census.gov/EconomicCensus)



## 2017 Economic Census

See How It All Adds Up



# 2017 Economic Census Planned Data Product Releases

## 2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
<b>Core Business Statistics</b>	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
<b>Product Statistics</b>	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

Geographic Area Statistics (U.S., States, and Selected Geographies)



<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>

<b>Establishment and Firm Size Statistics</b>	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
<b>Miscellaneous Statistics</b>	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

# 2017 Economic Census GAS Release Resources

<https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>

News  
Updates  
Blog Posts  
[Back to Economic Census News & Updates](#)

 **Release Information**

  The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.

**What's Been Released**

This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

 [What's Been Released](#) [<1.0 MB]

**Upcoming Releases**

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule [here](#). This list is updated every Monday.

 [Upcoming Releases](#) [<1.0 MB]



Tip: Use this visualization to get to the data in [data.census.gov](https://data.census.gov)



# The NEW Annual Business Survey

## Provides similar data as the SBO and ASE

- Data on business ownership by race, ethnicity, gender, and veteran status for employer businesses
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
  - County, Metro, and Place by 2-digit NAICS
- Released May 19<sup>th</sup>

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 search bar, a title 'Annual Business Survey (ABS)', and a description: 'The ABS is conducted by the U.S. Census Bureau and the National Science Foundation's National Center for Science and Engineering Statistics, and provides annual data on select economic and demographic characteristics of employer businesses.' Below this, there are three main sections: 'About', 'Data', and 'Information for Respondents', each with an icon and a link. A 'News' section is also visible, featuring a press release from August 13, 2018, titled 'Number of Women-Owned Employer Firms Increases'. The page also includes a 'Back to Our Surveys & Programs' link and a 'United States Census Bureau' logo.



<https://www.census.gov/programs-surveys/abs.html>

# The UPDATED Business Formation Statistics

## Provides **weekly** data on Business Applications and Formations

- Data on Total Business Applications, plus breakout for
  - BAs from Corporations
  - High Propensity BAs
  - BAs with Planned Wages
- Estimate and Year-to-Year % change
- Geographies
  - Nation, Region, and State (no NAICS detail)
- Released May 21<sup>st</sup>

<https://www.census.gov/econ/bfs/index.html?#>



<https://www.census.gov/library/visualizations/interactive/bfs-weekly-business-applications.html>

## Business Formation Statistics (BFS) Business Applications

MAY 21, 2020

Business Applications by U.S. State

Percent Change From 2019 Week 20 to 2020 Week 20

State

Region

Select Application Type:

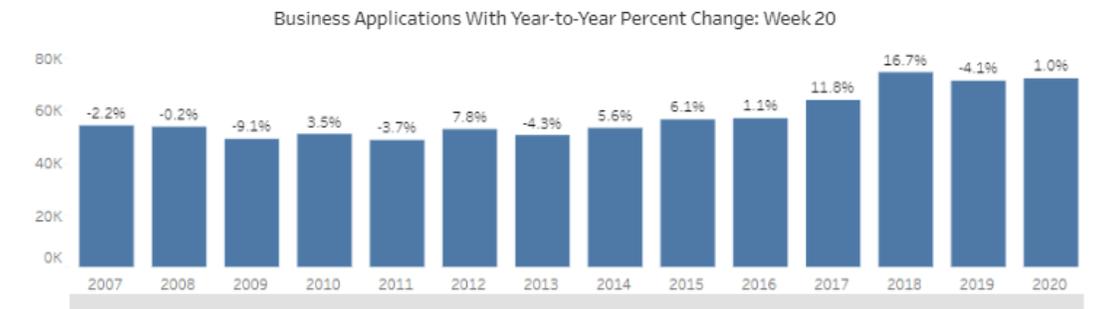
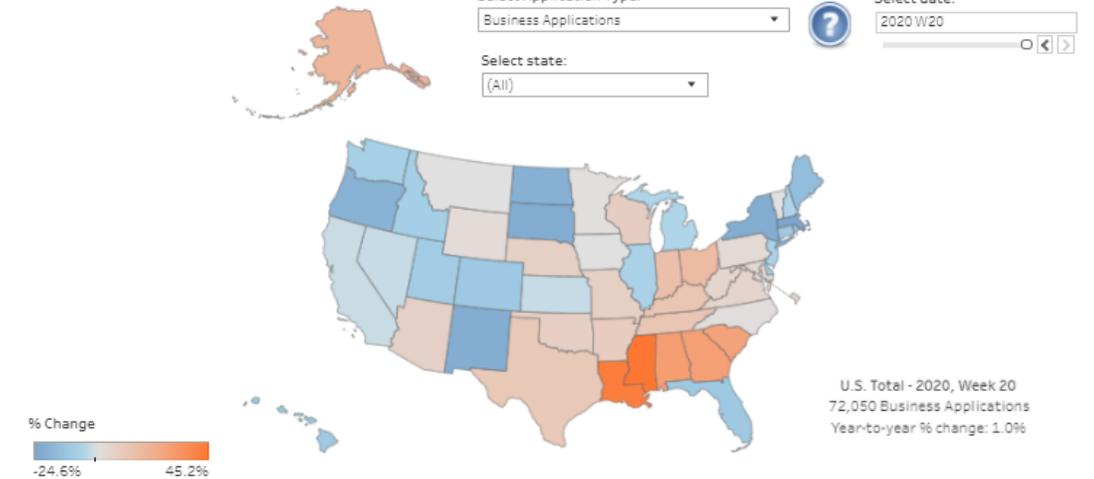
Business Applications

Select date:

2020W20

Select state:

(All)



Note: Week 53 figures are excluded from visualization.

K=thousands

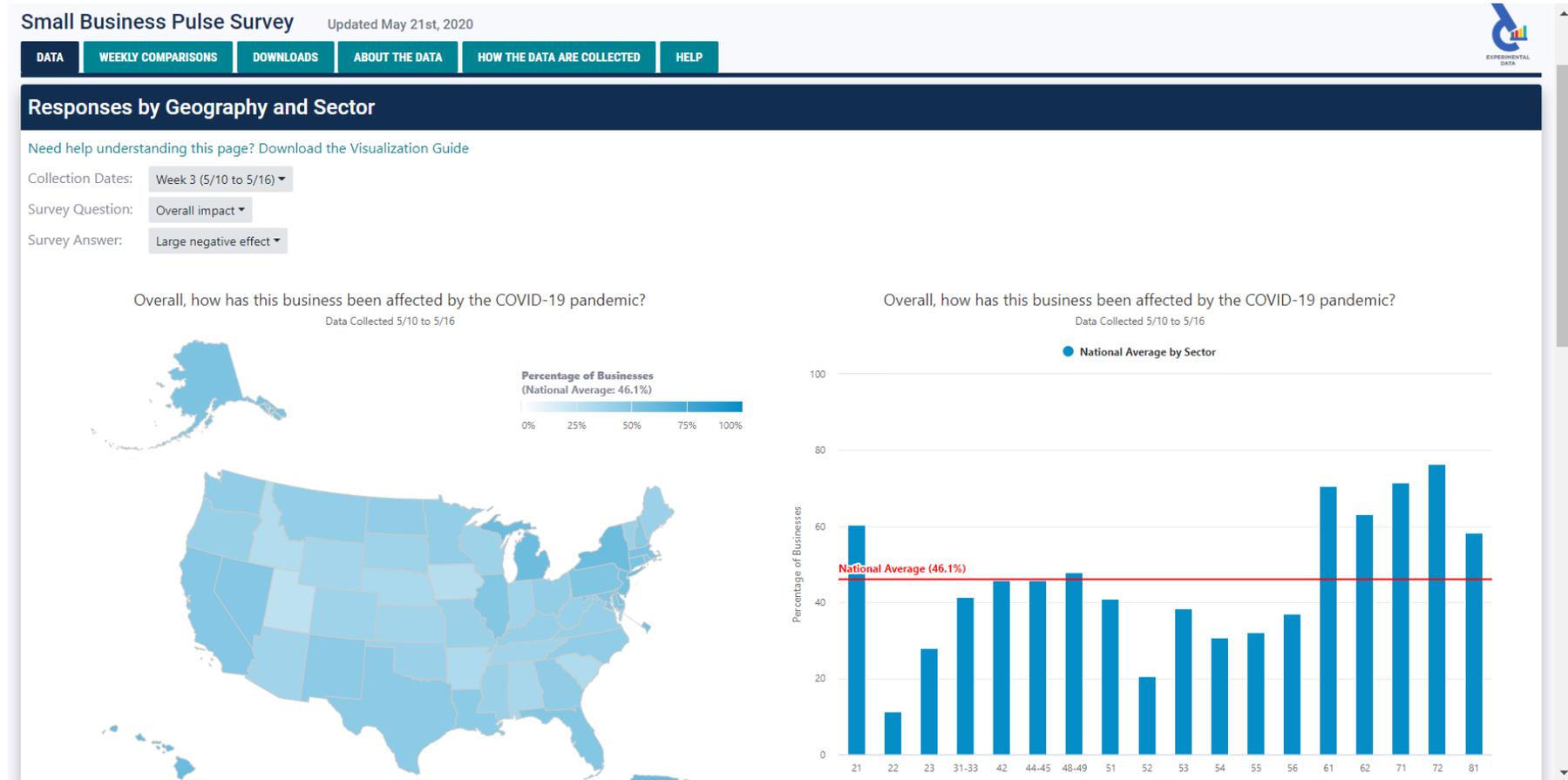
United States<sup>®</sup>  
Census Bureau  
U.S. Department of Commerce  
U.S. CENSUS BUREAU  
census.gov

Source: Business Formation Statistics

# The NEW Small Business Pulse Survey

Measures the changes in business conditions on small businesses during the COVID-19 pandemic

- Data on business ownership by race, ethnicity, gender, and veteran status for employer businesses
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
  - County, Metro, and Place by 2-digit NAICS
- Released May 14<sup>th</sup>



# Census Business Builder V. 3.0

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.

My Location

or

State, 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](#)  
© 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: 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

Industry Title, Keyword, or NAICS Code

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.

My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report

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)

## Guiding Principles

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

# US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older

49,238,581

American Community Survey (ACS) 2014-2018

Total Uninsured Population

29,752,767

American Community Survey (ACS) 2014-2018

Total Employer Establishments

7,912,745

County Business Patterns (CBP) 2017

Census COVID-19 Impact Report

Select State: New Jersey Select County: Hudson County

34 Fit page Page 1

### STATE COVID-19 IMPACT PLANNING REPORT

New Jersey (FIPS 34)

**United States Census Bureau**

**POPULATION 65 AND OLDER**

■ Females ■ Males

**KEY FACTS**

8,881,845	3,213,362	2.71	39.8	84.5%
Total Population	Total Households	Average household size	Median Age	Internet at home

**BUSINESSES**

233,907	3,679,443	\$220,310,440
Total establishments	Total employees	Total annual payroll

**POVERTY**

330,118	290,079
Households Below the Poverty Level	Households Receiving Food Stamp/ SNAP

**AT-RISK POPULATION**

717,222	357,496	367,761
Households With Disability	Households w/Pop 65+ Living Alone	Households Without Vehicle

**HEALTH INSURANCE COVERAGE BY AGE**

Wayne Paterson Montclair Cedar Grove Verona West Orange ESSEX ORANGE Hudson Newark Elizabeth Bergen New York KINGS RICHMOND

NYC OpenData, St...

1. To view a State Report Select a State from the dropdown menu above.
2. To see a County Report Select a State and then a County from the drop down list above and then click on the County tab at the bottom left corner.
3. To go back to State Report select the State tab at the bottom left corner.

# New COVID-19 Hub

### Demographic and Economic Analysis

Find address or place

Percent of Households with Less Than 75,000 (USD) of Income Map 2 of 6

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<https://livingatlas.arcgis.com/policy> Copy

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**ACS Household Income Distribution Variables - Boundaries - Tract**

Percent of households whose income in the past 12 months was less than \$75,000

- > 77
- 60
- < 43

West Orange Montclair Bloomfield Belleville North Bergen Union City Jersey City New York Williamsburg Fresh Pond Brooklyn Bedford Stuyvesent

NYC OpenData, State of New Jersey, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA | U.S. Census Bureau's American Community Survey (ACS) 2014-2018 5-year esti... Powered by Esri

# Q & A and Thank You!

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