

Census Has Business Data?

An Overview of Key Economic Data for California (including COVID data)

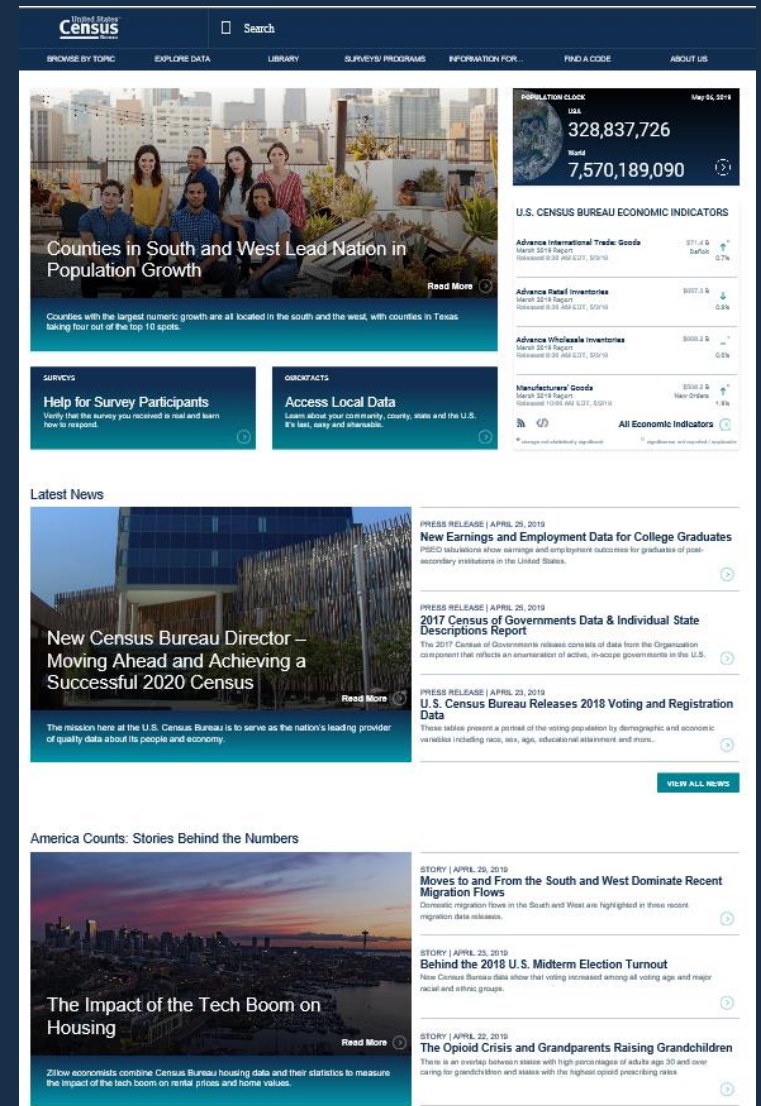
CA SDC Meeting
November 4th, 2021

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

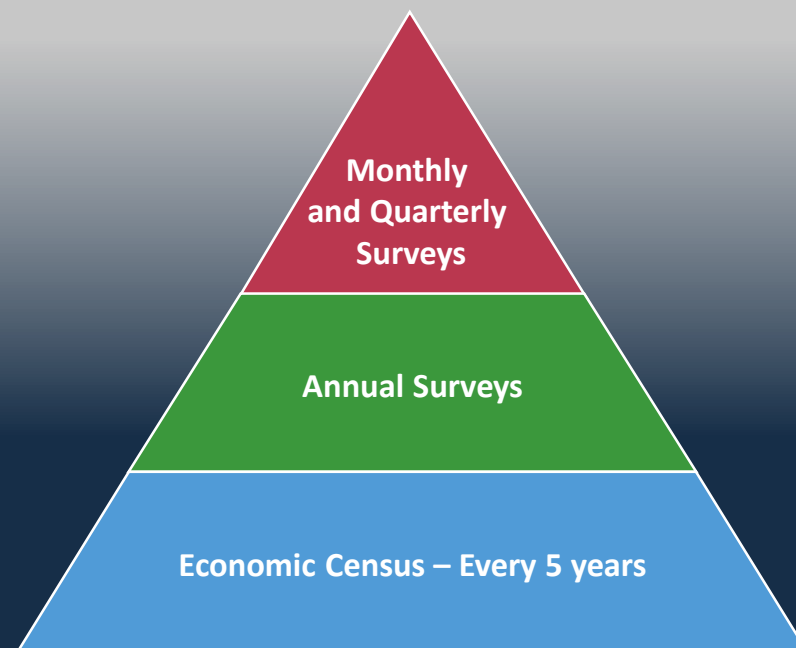


About the Census Bureau

- 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.



<https://www.census.gov/>



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

Census Business Builder v. 3.4 (4.0 coming late Oct)




Census Business Builder: Small Business Edition - 3.4




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.)

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

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: 3.4 (Build: 0)

Census Business Builder: Regional Analyst Edition - 3.4

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](#).
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
Release: 3.4 (Build: 0)

Business Data in CBB

- County Business Patterns
 - Estabs, Emp, Pay down to county
 - Estabs by emp size
- Nonemployer Statistics
 - Firms and Sales down to county
- Economic Census
 - Revenue down to place
- Quarterly Workforce Indicators
 - Workforce down to county
- BLS Quarterly Census of Employment and Wages
- USDA Census of Agriculture

CBB Home Page

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

Selected Economic Census Links for California

- Core Stats by Industry and Geography:
<https://data.census.gov/cedsci/table?q=0400000US06&y=2017&d=ECN%20Core%20Statistics%20Summary%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%3A%202017&tid=ECNBASIC2017.EC1700BASIC>
- Industry by Products:
<https://data.census.gov/cedsci/table?q=&g=0400000US06&y=2017&d=ECN%20Core%20Statistics%20Economic%20Census&tid=ECNNAPCSIND2017.EC1700NAPCSINDPRD>
- Comparative (**NEW**):
<https://data.census.gov/cedsci/table?q=0400000US06&y=2017&d=ECN%20Core%20Statistics%20All%20Sectors%3A%20Comparative%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%20%28Previous%20NAICS%20Basis%29&tid=ECNCOMP2017.EC1700COMP>
- Franchise (**NEW**):
<https://data.census.gov/cedsci/table?q=0400000US06&y=2017&d=ECN%20Core%20Statistics%20Selected%20Sectors%3A%20Franchise%20Status%20for%20the%20U.S.%20and%20States&tid=ECNFRAN2017.EC1700FRAN>
- 16 Additional Sector-Specific Tables

Selected County Business Patterns, Nonemployer Statistics, and Business Dynamics Statistics Links for California

- CBP
 - Number of Establishments, Employment and Payroll by Industry, Geography, Employment Size of Establishments, and Legal Form of Organization:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2019&d=ECNSVY%20Business%20Patterns%20County%20Business%20Patterns&tid=CBP2019.CB1900CBP>
- NES
 - Number of Firms and Sales by Industry, Geography, and Sales Size:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Nonemployer%20Statistics&tid=NONEMP2018.NS1800NONEMP>
- BDS (New in data.census.gov)
 - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Business%20Dynamics%20Statistics&tid=BDSTIMESERIES.BDSEAGE>
 - 12 Additional Tables, including ones by Firm Age, Size, and Initial Size

Selected Annual Business Survey Links for California

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA01>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA02>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA03>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:
<https://data.census.gov/cedsci/table?g=0400000US06&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA04>
- 22 Additional Tables, including ones on both Business and Owner Characteristics and a number of ones on Technology

TIP: 2018 data are for the state and broad categories. 2017 data are down to place and more detailed breakouts!

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]

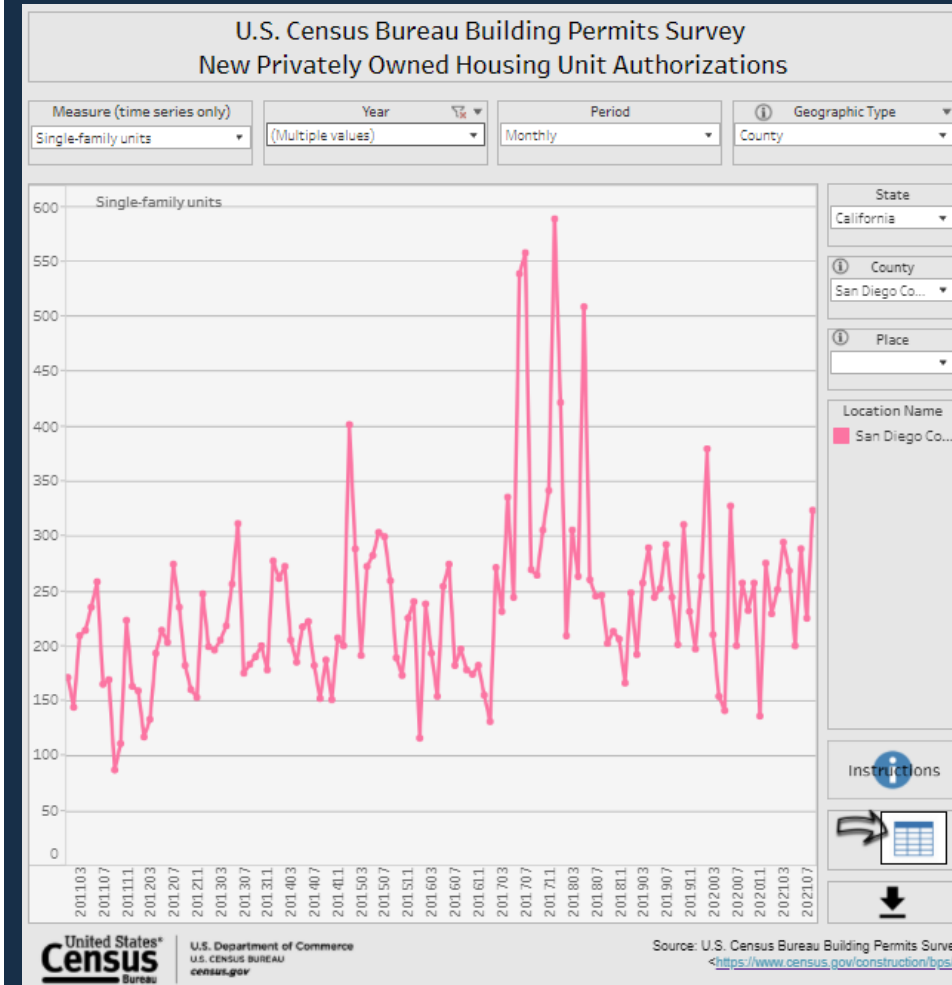
See <https://www.census.gov/programs-surveys/abs/data/negd.html>

Economic Indicators

Monthly
and Quarterly
Surveys

- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including the Monthly Retail Trade Survey
 - Quarterly, including the Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - **Building Permits** (state, permit issuing areas)
 - **International Trade** data
 - Some new Experimental Data Products
- Released on the *Economic Indicators Briefing Room* and *FRED*:
www.census.gov/economic-indicators/index.php (NEW)
<https://fred.stlouisfed.org/>

Fun Fact: Privately-owned single-family housing unit authorizations in San Diego County peaked at 580 in Dec 2017 and were at 323 in Aug 2021



How Can This Help Me?
Indicators provide most timely data that helps users understand **changes** since last annual program

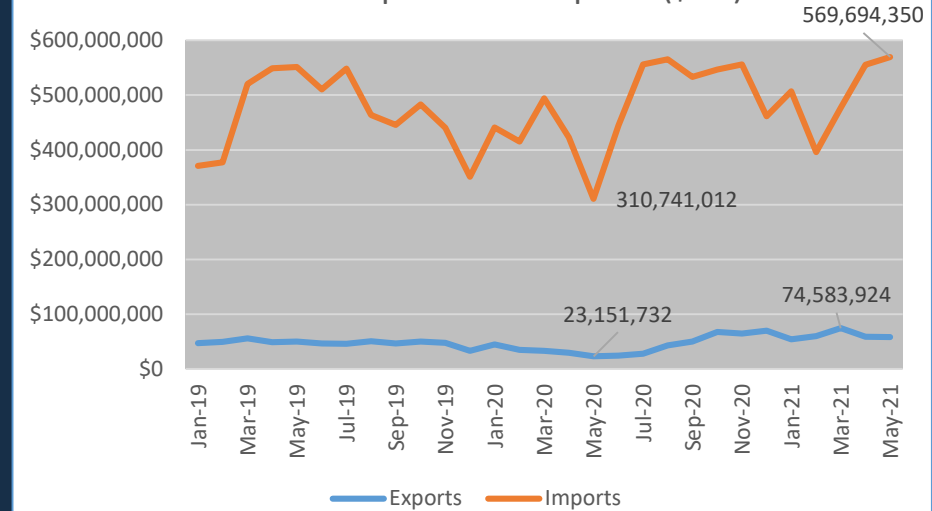
International Trade



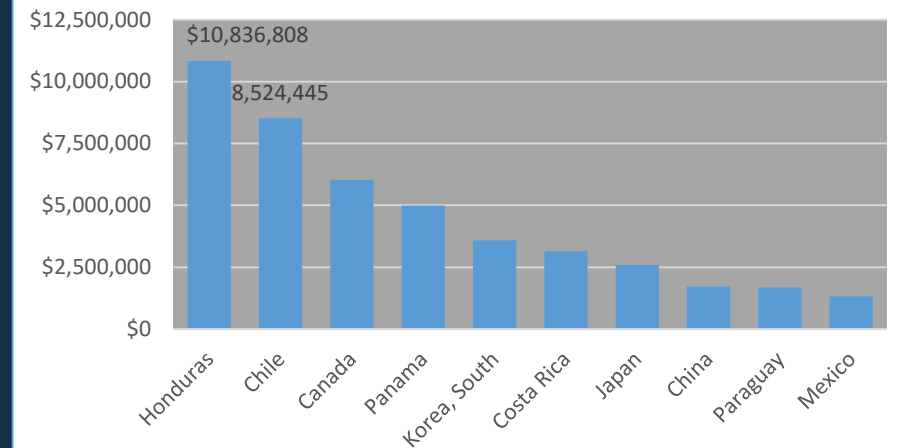
- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and Customs and Border Protection documents
- Data shown at the national, **state, district, and port** levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors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

Fun Fact: \$16.9 million worth of beer was exported out of the port of Long Beach in 2021 (thru Aug).

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



U.S. Beer Exports - Top 10 Countries (May 2021) (\$US)



COVID Data and Tools

COVID-19 Hub

<https://covid19.census.gov/>

<https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>



United States[®] Census Bureau US Census Bureau COVID-19 Site

Census Programs What's New FAQs

esri SAG AWARD
SPECIAL ACHIEVEMENT IN GIS

COVID-19 Demographic and Economic Resources

United States Census Bureau

Share via:   

Covid-19 Surveys and Estimates

Racial Equity Data Tools

Demographic and Economic Analysis

Additional Federal Datasets

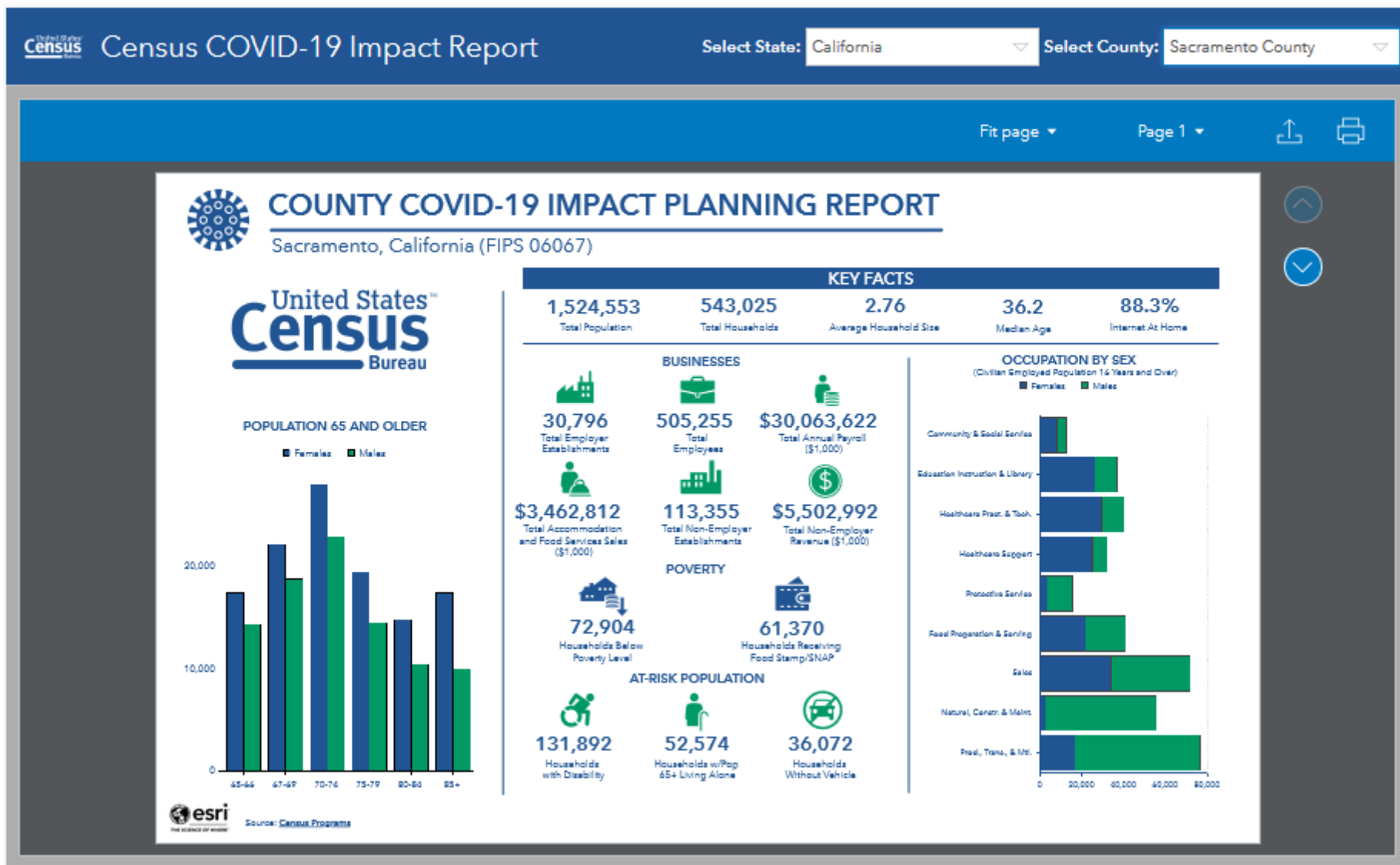
Highlighted Datasets

Categorical Datasets Search

V2.3 - 6/23/2021 Release.

[Sign up here](#) to stay connected. Your [Feedback](#) would be greatly appreciated.

The Hub includes Interactive Dashboards, Policy Maps, and Downloadable Resources



Access to Interactive Dashboards and Web Sites for COVID-Specific Programs

Covid-19 Surveys and Estimates

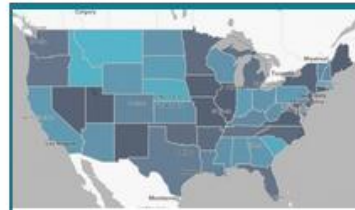
These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

[Dashboard](#) >



Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

[Dashboard](#) >



International Population Data

This dashboard shows selected population characteristics for 228 countries and areas from the U.S. Census Bureau's International Data Base.

[Dashboard](#) >



Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#) >



ACS Occupation Data

This dashboard provides estimates for select occupations from the 2015-2019 ACS 5-year.

[Dashboard](#) >



Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

[Go to](#) >



Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection in a new monthly measure of state government sales tax collections for selected sales tax.

[Go to](#) >



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.

[Go to](#) >

Additional Federal Agency and Other Datasets

These additional datasets are provided to access relevant COVID-19 recovery data and analysis from public, non-profit, and private sector sources in partnership with FEMA and Argonne National Laboratory. For convenience, they are grouped into the categories of Business and Economics, Individuals and Households, and Government services. These datasets are only a subset of the many Federal and private sector COVID-19 data available.



[Open Datasets Page](#)

Additional Datasets

United States[®]
Census
Bureau

US Census Bureau COVID-19 Site

Census ProgramsWhat's NewFAQs

Additional Federal Agency and Other Datasets and Indices

These datasets and indices are only a subset of the many Federal and private sector COVID-19 data and analysis available.

COVID-19 Impact Analyses

Business and Economics

Individuals and Households

Government Services

COVID-19 Impact Analyses

See all >>

County Economic Impact Index(EII)

The goal of the EII is to identify regions whose local economies may be more adversely affected during medium- to long-term disruptions with near real-time data.

[Read More](#)[Storymap](#)

State & Local Government Revenue Vulnerability Indices

The SGRVI & LGRVI are to help identify state & local governments whose revenues are particularly vulnerable to the impacts of COVID-19 and other economic downturns.

[Read More](#)[Storymap](#)

Housing Stability Index(HSI)

Argonne developed the HSI to better understand the changes in housing stability for owners and renters during the COVID-19 pandemic.

[Read More](#)[Storymap](#)

Internet Access Index(IAI)

The IAI is developed to understand the challenges many households face in connecting to high-speed internet, whether due to lack of broadband availability from internet service providers or difficulties in subscribing to a broadband service.


[Read More](#)[Storymap](#)

New Data Equity Tools

Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

We Want Your Feedback!

- What are we doing well?
- What is the Hub missing that we should add?
- How are you using this resource in your work?


 US Census Bureau COVID-19 Site

Census ProgramsWhat's NewFAQs

Data Equity Tools

Email us if you have any questions about Census Data Equity.

The U.S. Census Bureau's publicly available data sets and tools, can assist federal agencies and other entities in the equitable distribution of resources, and identifying underserved communities. The Census Bureau collects comprehensive data from a multitude of sources about the nation's economy and population, covering a range of topics, including demography, housing, socioeconomics, and businesses. Additionally, the Census Bureau data sets and tools can inform the frameworks for public dashboards to share progress and program metrics for assistance programs.




Community Resilience Estimates

The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

[Watch video](#)

[Explore Data](#)[See PPT](#)




The Response Outreach Area Mapper (ROAM)

Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

[Watch video](#)


[Explore Data](#)[See PPT](#)



Opportunity Atlas

A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

[Explore Data](#)[See PPT](#)




LEHD

Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

[Watch video](#)

[Explore Data](#)[See PPT](#)



Census Business Builder (CBB)

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

[Explore Data](#)[See PPT](#)

Q & A and Thank You!

Contact me at:

Andrew.W.Hait@census.gov

(301)763-6747

