Census Has Business Data?

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

CA SDC Meeting
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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
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:

- Industry by Products:

- Comparative (NEW):

- Franchise (NEW):

- 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:

- **NES**
  - Number of Firms and Sales by Industry, Geography, and Sales Size:

- **BDS (New in data.census.gov)**
  - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:
  - 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:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:

- 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/nesd.html
Economic Indicators

- 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:
  - [https://fred.stlouisfed.org/](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.
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).
COVID Data and Tools
COVID-19 Hub

https://covid19.census.gov/

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
The Hub includes Interactive Dashboards, Policy Maps, and Downloadable Resources
Access to Interactive Dashboards and Web Sites for COVID-Specific Programs
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.

Additional Datasets

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

- County Economic Impact Index (EI)
  - The goal of the EI is to identify regions whose local economies may be more adversely affected during medium- to long-term disruptions with near real-time data.
  - See more.

- 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.
  - See more.

- 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.
  - See more.

- 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.
  - See more.
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?
Q & A and Thank You!

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