

A Guide Through Census Bureau's Economic Data and Data Tools

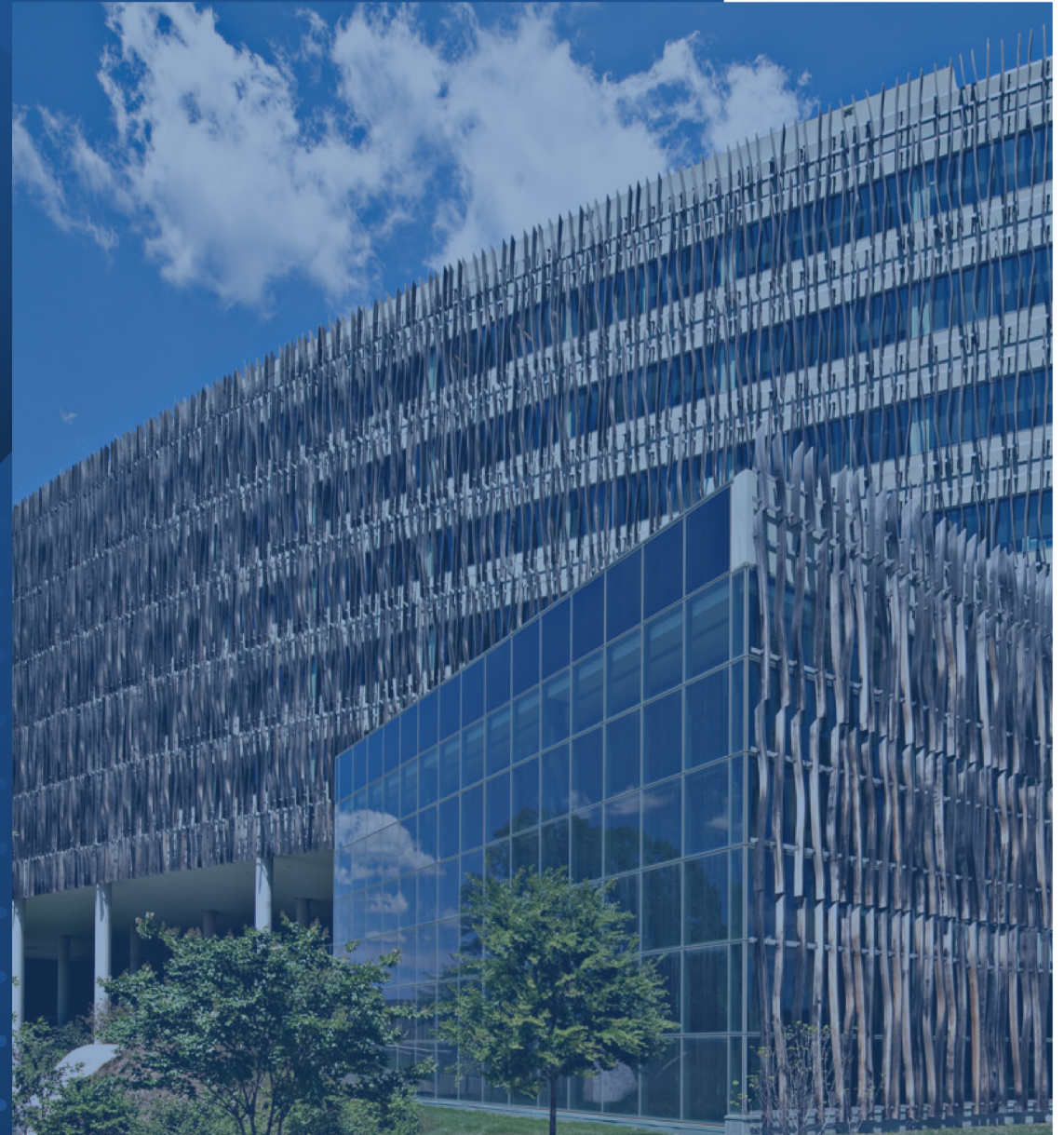
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Meet Your Presenter

Adam Grundy:

- Supervisor in the Data User and Trade Outreach Branch
- Leads the ECON Outreach Working Group
- Maintains an online calendar for the Economic Directorate
- Writes several articles for the America Counts series
- Former President of the General Workforce Advisory Board
- Has a bachelor's degree in Human Studies and a certification in elementary education

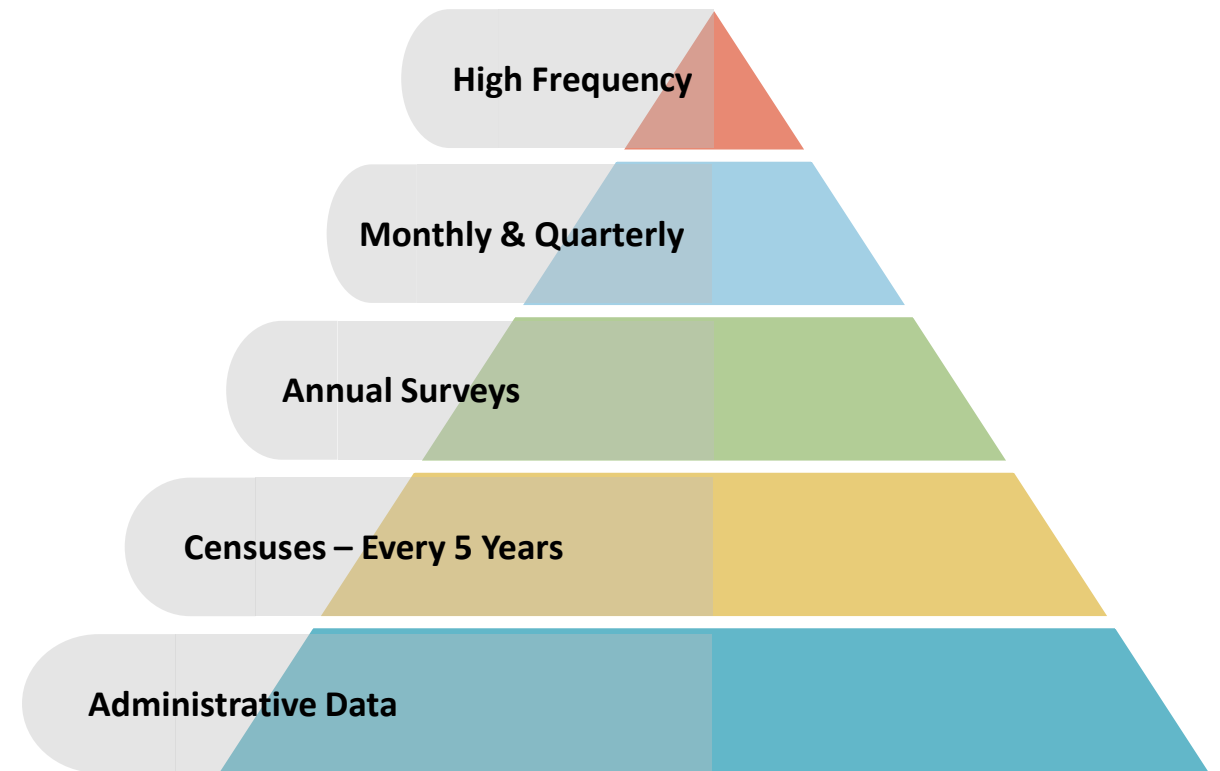




Programs

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?

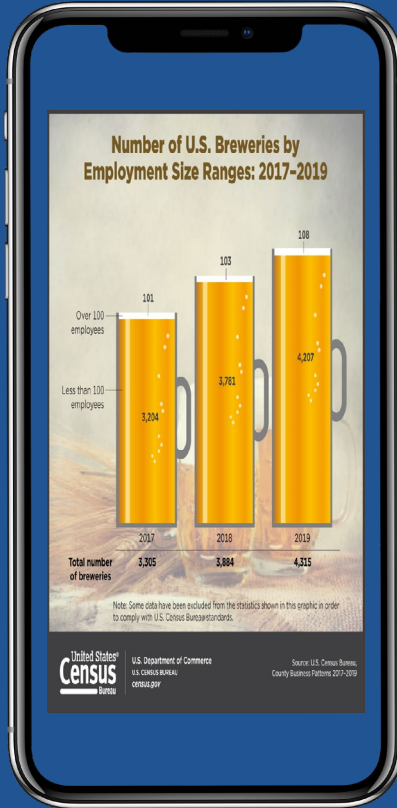
NAICS (North American Industry Classification System)

- 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

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 the Economic Census?



- Conducted every 5 years, it produces the most comprehensive economic data available
- Data covers 19 economic sectors that encompass 950 NAICS industries, that span over 21,000 geographic areas
- Data includes number of establishments, products, revenue, employment and more
- The current Economic Census will be collected in 2023 with businesses reporting their 2022 year-end numbers.
- The Economic Census is conducted online, and response is mandatory.



We measure more than people

- Most people know that the U.S. Census Bureau measures the population every 10 years
- But most people don't know that **we also measure the economy**
 - In fact, the Census Bureau conducts more than 30 economic surveys each year
- This includes the **Economic Census** which measures all U.S. businesses every 5 years

United States
Census
2020

United States[®]
Census
Bureau

The 2022
Economic
Census

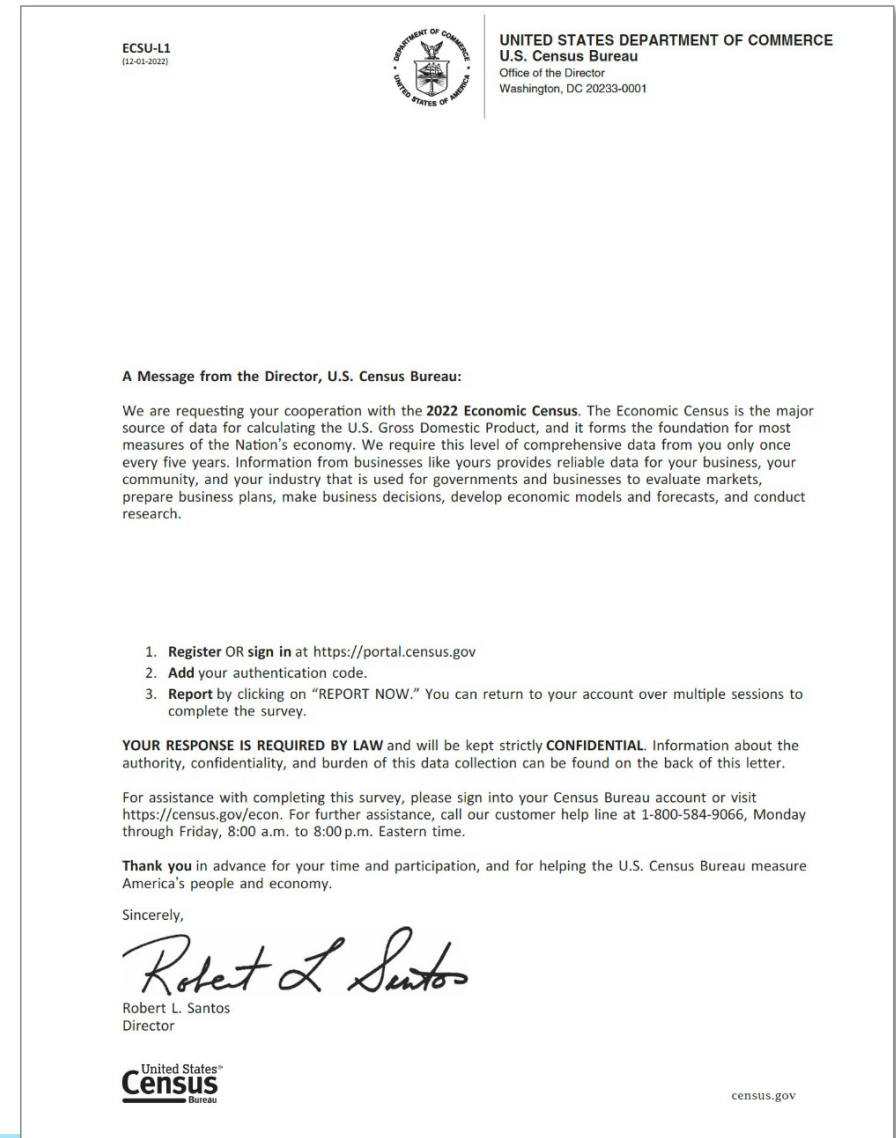
The Economic Census

- The official measure of U.S. business and the economy
- The **2022 Economic Census** is underway
 - Companies report their 2022 year-end numbers
 - Primary collection period: January through March 2023
 - Data release is planned for early 2024 through 2026
- Response is mandatory under Title 13, U.S. Code
 - The Census Bureau is also required by law to keep information private and secure
 - Information is used for statistical purposes only
- Results are free and available online




The 2022 Economic Census

- Official letters were mailed out January 31
 - Letters included unique authentication codes for companies to access survey online
- Respondents were instructed to set up an online account on secure website to complete survey
 - Similar to other online accounts with email username, password, security questions
 - Response URL is portal.census.gov
- Help is available online and via telephone
- Due date was March 15. Currently in non-response phase



U.S. Business Target Universe

- Most companies do not receive the economic census
- Only businesses with employees
- Only a sample of smaller businesses are required to respond



There are more than
30 million businesses in
the United States.

~ 8 million are
employer business
establishments.

~ 4 million
businesses
receive the
economic census.

Information Required

The economic census asks for the following information location:

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions



Your response makes a difference.

MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery – statistics made possible by your response to the Economic Census.

Thank you for your response.

Sector Code: 311811— Bakeries
Montgomery County, MD
All Employer Establishments



10 Average number of employees

\$19K Average payroll per employee

Source: Census Business Builder Local Business Profile.
cbb.census.gov/lbp

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Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).



Your response makes a difference.

MEET PAULA

Paula's team used Census Bureau data to set their economic development plan for the city – statistics made possible by your response to the Economic Census.

Thank you for your response.

Local Business Profile
New York County, NY
Average employment per employer



102K Total # employer establishments

\$118K Average payroll per employee

Source: Census Business Builder Local Business Profile.
cbb.census.gov/lbp

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Census
Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).



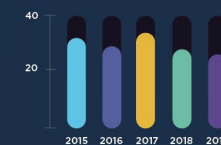
Your response makes a difference.

MEET JOSEPH

Joseph used Census data to help secure a small business loan – statistics made possible by your response to the Economic Census.

Thank you for your response.

Sector Code: 4531— Florists
Montgomery County, MD
All Employer Establishments



7 Average number of employees

\$27K Average payroll per employee

Source: Census Business Builder Local Business Profile.
cbb.census.gov/lbp

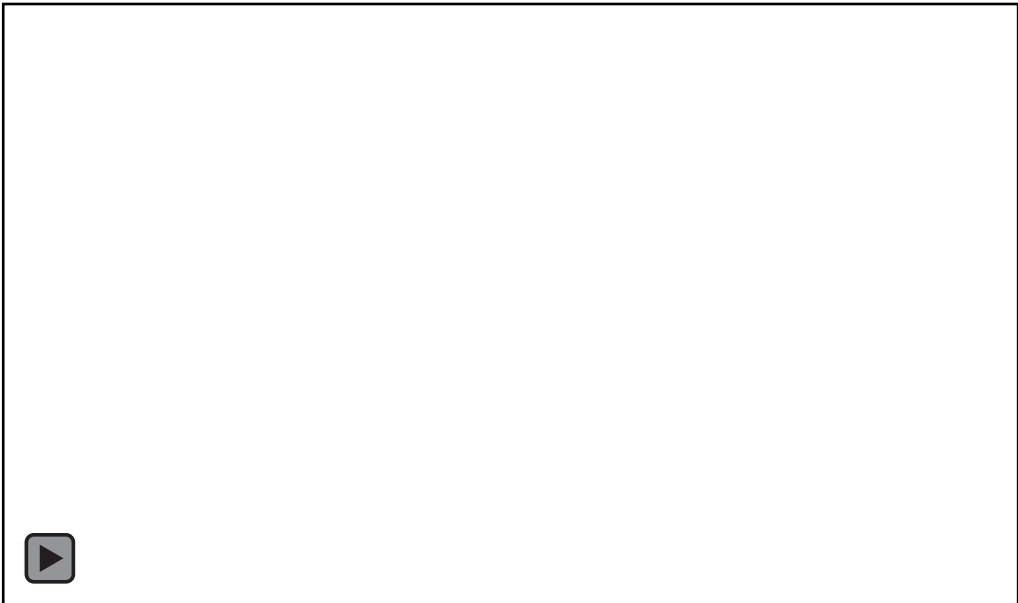
United States[™]
Census
Bureau

For more information, visit [Census.gov/econ](https://census.gov/econ).



2023 Advertising and Media

- Online advertising, print, email, social media, sponsorships, out-of-home



The 2022 Economic Census

Every five years, the Economic Census measures all businesses and provides the most comprehensive data available, by industry and geography.

Economic Census is Underway

The U.S. Census Bureau will begin mailing out invitations to respond to the 2022 Economic Census beginning tomorrow, January 31.

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The 2022 Economic Census

Your response makes a difference.

LEARN MORE

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The 2022 Economic Census

Su respuesta hace diferencia.

APRENDA MÁS

United States[®] Census Bureau

The 2022 Economic Census

Your response makes a difference.

Kevin used Census Bureau data to help determine staffing needs for his accounting firm — statistics made possible by your response to the Economic Census.

LEARN MORE

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The 2022 Economic Census

Your response makes a difference.

United States[®] Census Bureau

The 2022 Economic Census

Your response makes a difference.

Annie used Census Bureau data to set salary levels for her medical staff.

LEARN MORE

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The 2022 Economic Census

Your response makes a difference.

MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery — statistics made possible by your response to the Economic Census.

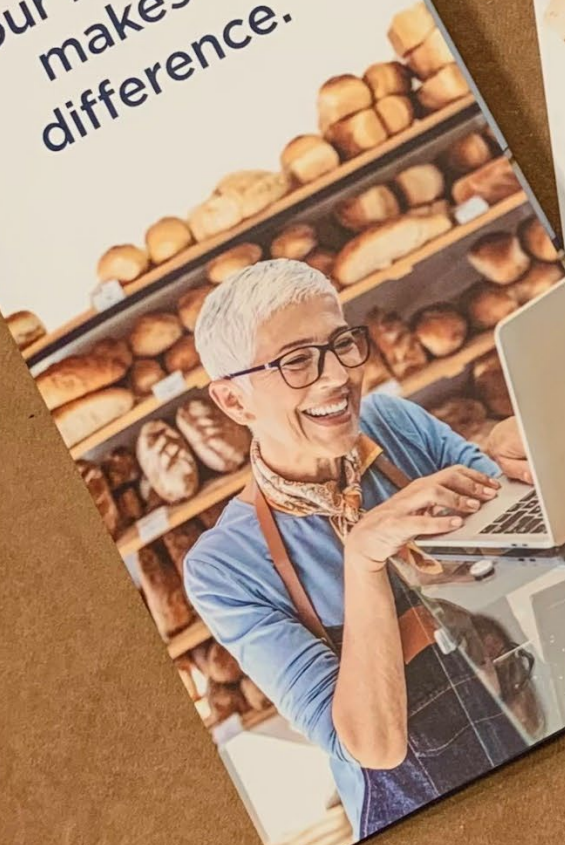
Local Business Profile
Bakeries — Franklin County, Ohio
Average employment per employer

Year	Average employment per employer
2016	15
2017	16
2018	17
2019	18
2020	16

Source: Census Business Builder Local Business Profile, <https://cbb.census.gov/sbe/>

For more information, visit [Census.gov/econ](https://census.gov/econ).

Your response
 makes a
 difference.



U.S. Census Bureau Economic Surveys

The Census Bureau conducts more than 30 economic surveys each year, providing official statistics companies can use:

Monthly and quarterly surveys have smaller samples and provide the most timely data available.

Annual surveys have larger samples and provide the most up-to-date and data available.

Every 5 years, the Economic Census measures all businesses and provides the most comprehensive data available.



MEET LINDA

MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery — statistics made possible by your response to Census economic surveys.

Local Business Profile
 Bakeries — Franklin County, Ohio
 Average employment per employer



28 Total # employer establishments (2020)

\$26K Average payroll per employee (2020)

Source: Census Business Builder Local Business Profile.
cbb.census.gov/sbe



Resources for Respondents at: [Census.gov/econ](https://census.gov/econ)



Share [Facebook](#) [Twitter](#) [LinkedIn](#) [Subscribe](#) [SMS](#) [Email](#)

Your Response Makes a Difference.

The Economic Census is the official five-year measure of American business and the economy. Data provided by **businesses** fuels the most comprehensive economic statistics available, representing all U.S. industries and geographies.

Invitations to complete the Economic Census will be mailed to selected businesses starting on January 31, 2023. If you received one, responses are due by **March 15th** and are required by law.

Quick Links

[2022 Economic Census FAQs](#)

[Información para los hablantes de español](#)

[Learn more about the Economic Census](#)

[2022 Economic Census of Island Areas](#)

[Congressional, State and Local Governments](#)

[Economic Census Release Information](#)

[Sign up for updates](#)

2022 Economic Census Information for Respondents

Provides guidance for response to the 2022 Economic Census.



Need help with your 2022 Economic Census?

Find answers to your questions about surveys and who to contact for more information.

[Contact Us](#) [➤](#)

→ [How do I get started?](#)

→ [How to use the online instrument](#)

→ [Economic Census How-To Videos](#)

•Economic Census promotional website: census.gov/econ

- Information for Respondents
- Census Bureau Statistics
- How Your Response Makes a Difference
- Information for Partners
- Promotional Materials

•Advertising and promotional materials with are available for your organization

- Digital ads and social media
- Printed brochures

Current Outreach Efforts

- Information sharing and relationship building with Partners/Trusted Voices
 - Geographic and Industry based – Low response
 - Organizations with reach to local businesses
- In-person and online events
- Non-response push: “Estimates are Acceptable”
- Data user Focus groups



How You Can Help

- Spread the word where you can & help us connect
- Share assets with your contacts
 - Partner briefing/customizable slides
 - Messaging – Talking Points
 - Electronic brochures
 - Economic Census images
 - Census.gov/econ
- Contact us for available promotional materials,
emd.respondent.outreach@census.gov



ACS Data in Action: Opening a Business in California

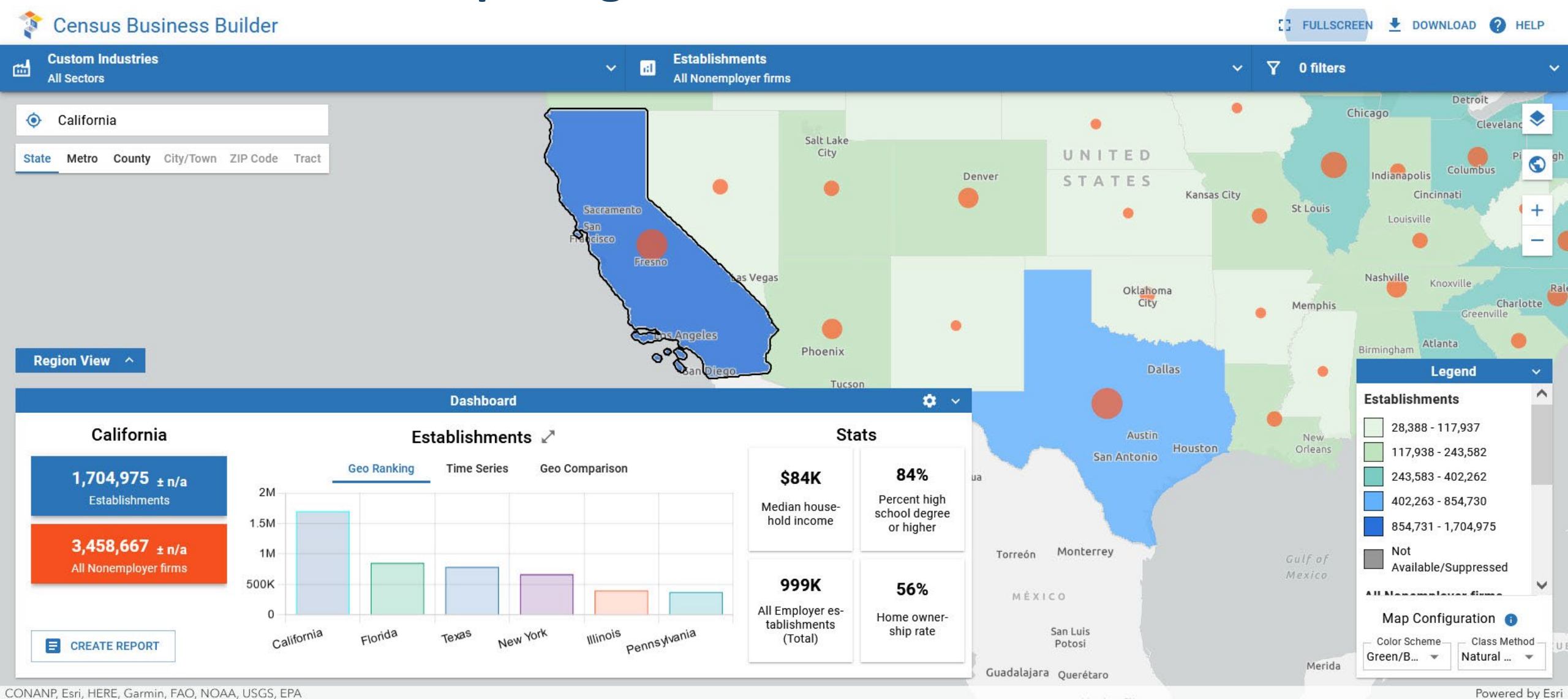




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Consumers/Residents

Demographic

Characteristics

Socioeconomic

Characteristics

Housing Characteristics

Business Summary

Employer Businesses

Business Revenue

Nonemployer Businesses

Workforce

Quarterly Businesses

Building Permits

Business Comparison

Workforce

Includes quarterly labor force information from the Quarterly Workforce Indicators dataset. The measures shown on the map and report table are for Quarter 4 and the Industry selected.

Variable	Estimate
Beginning of Quarter Employment - All worker ages	17,318,314
Beginning of Quarter Employment - Worker age 14-18	292,482
Beginning of Quarter Employment - Worker age 19-21	638,574
Beginning of Quarter Employment - Worker age 22-24	831,693
Beginning of Quarter Employment - Worker age 25-34	3,799,004
Beginning of Quarter Employment - Worker age 35-44	3,932,665

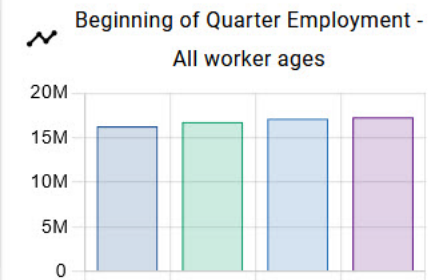


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Consumer Spending

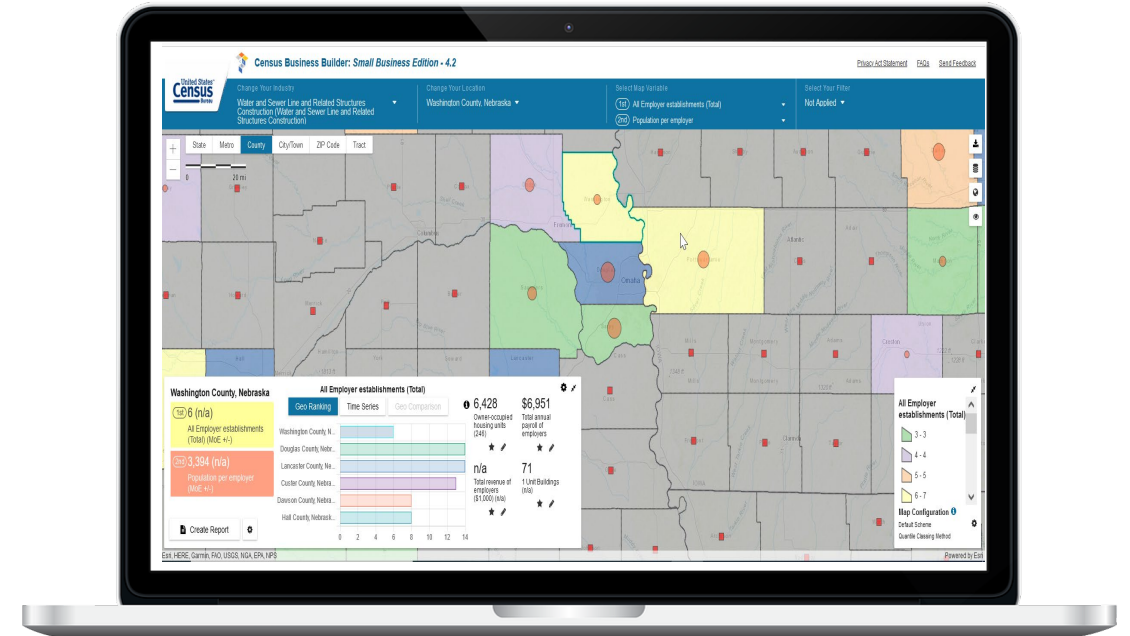
Includes information on consumer expenditures per household from Esri

Variable	Estimate
Total consumer expenditures per household	\$96,316.14
Consumer expenditures per household on Alcoholic beverages	\$787.66
Consumer expenditures per household on Alcoholic beverages consumed at home	\$463.43
Consumer expenditures per household on Beer consumed away from home	\$137.13
Consumer expenditures per household on Wine consumed away from home	\$71.93
Consumer expenditures per household on Apparel & services	\$2,628.01
Consumer expenditures per household on Dining out (Food away from home)	\$4,738.55
Consumer expenditures per household on Dining out - Breakfast	\$477.28
Consumer expenditures per household on Dining out - Lunch	\$1,420.89
Consumer expenditures per household on Dining out - Dinner	\$2,249.69
Consumer expenditures per household on Education	\$2,249.60
Consumer expenditures per household on Entertainment / Recreation	\$3,825.00
Consumer expenditures per household on Club membership fees	\$311.99

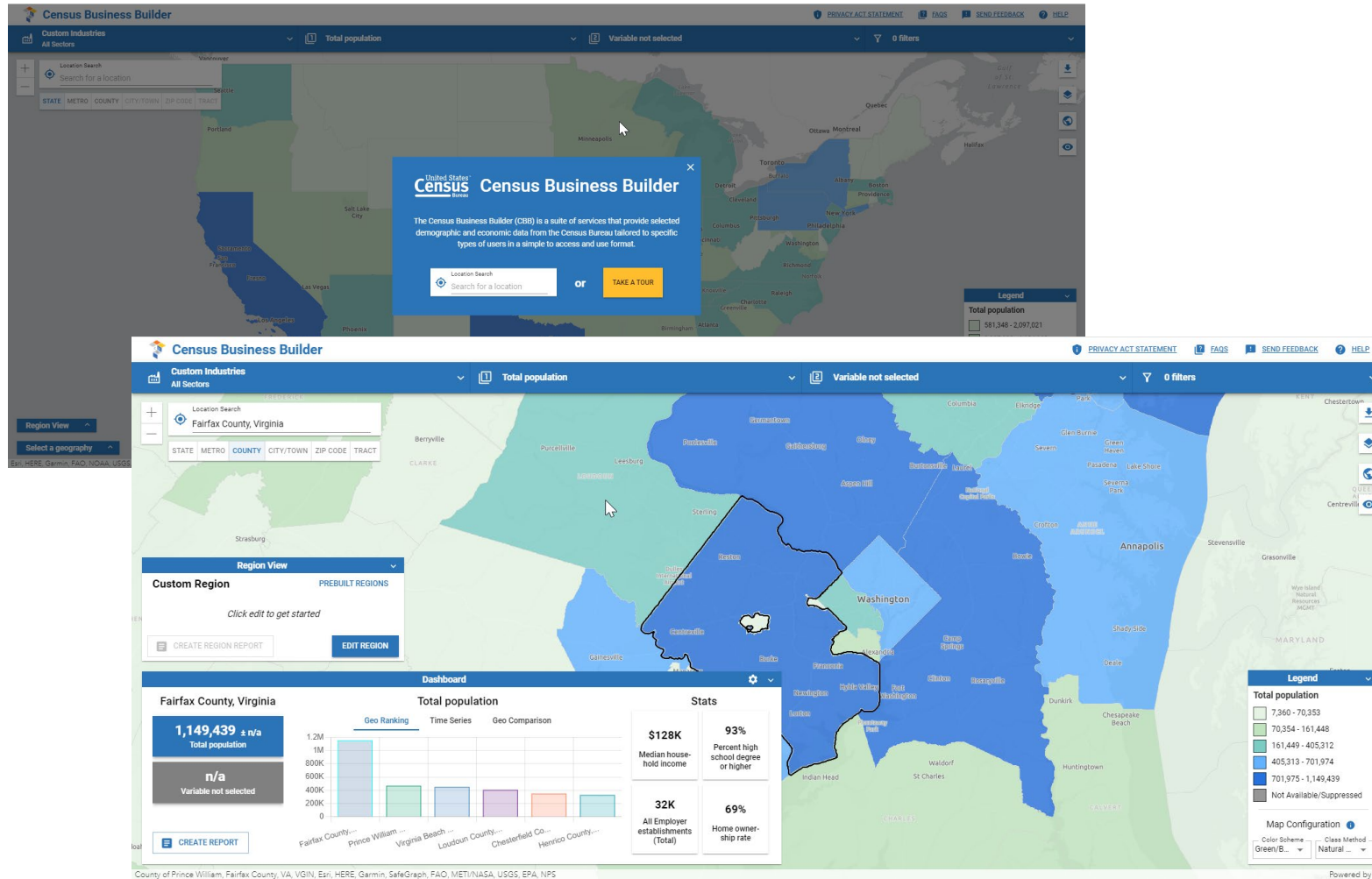
Source: Esri (2021)

Demo

Live Demo on Obtaining Relevant Business Data



Census Business Builder 5.2



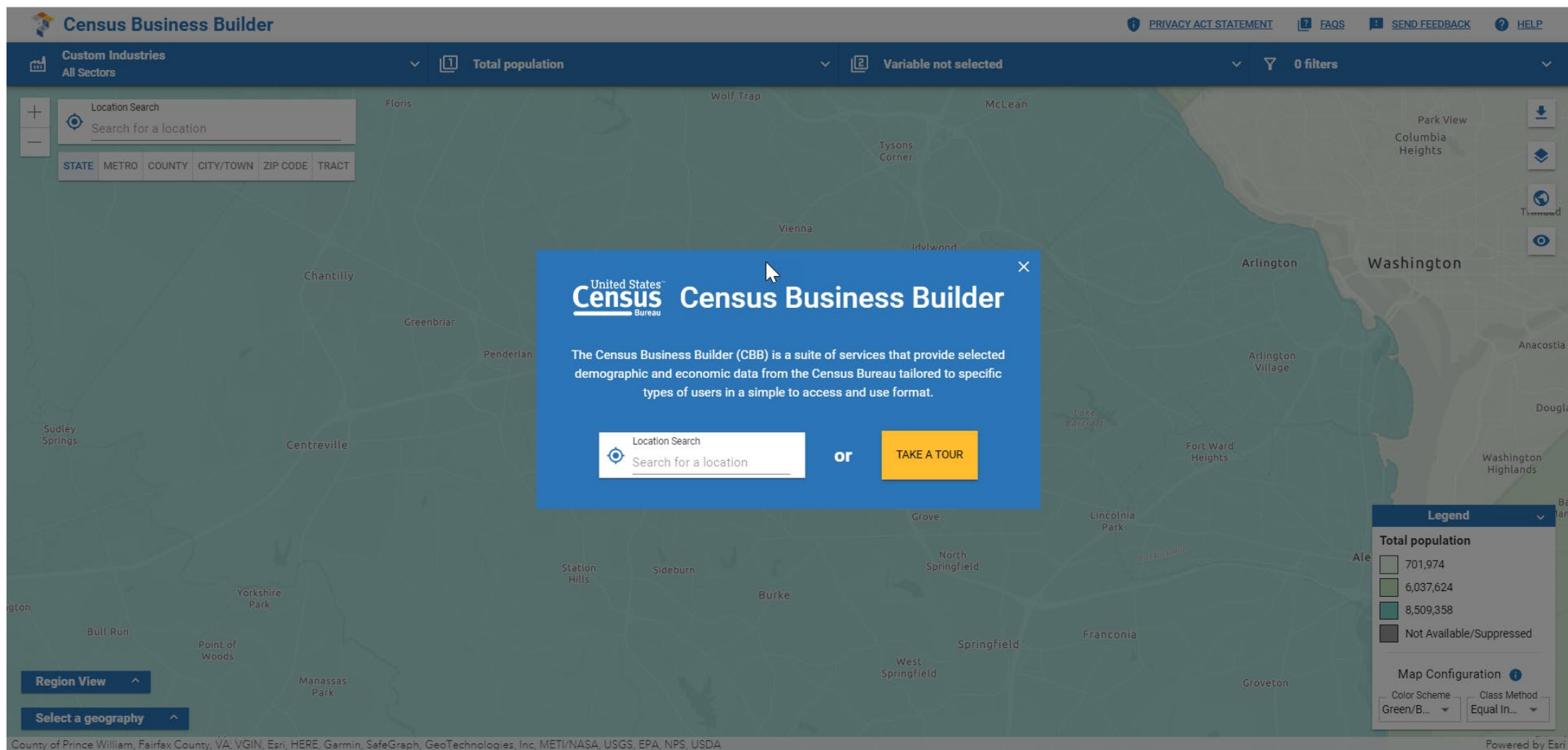
Guiding Principles

- 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

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

Census Business Builder 5.2



CBB 5.2 - Tour

- Tour will walk you through the core functionality of the application

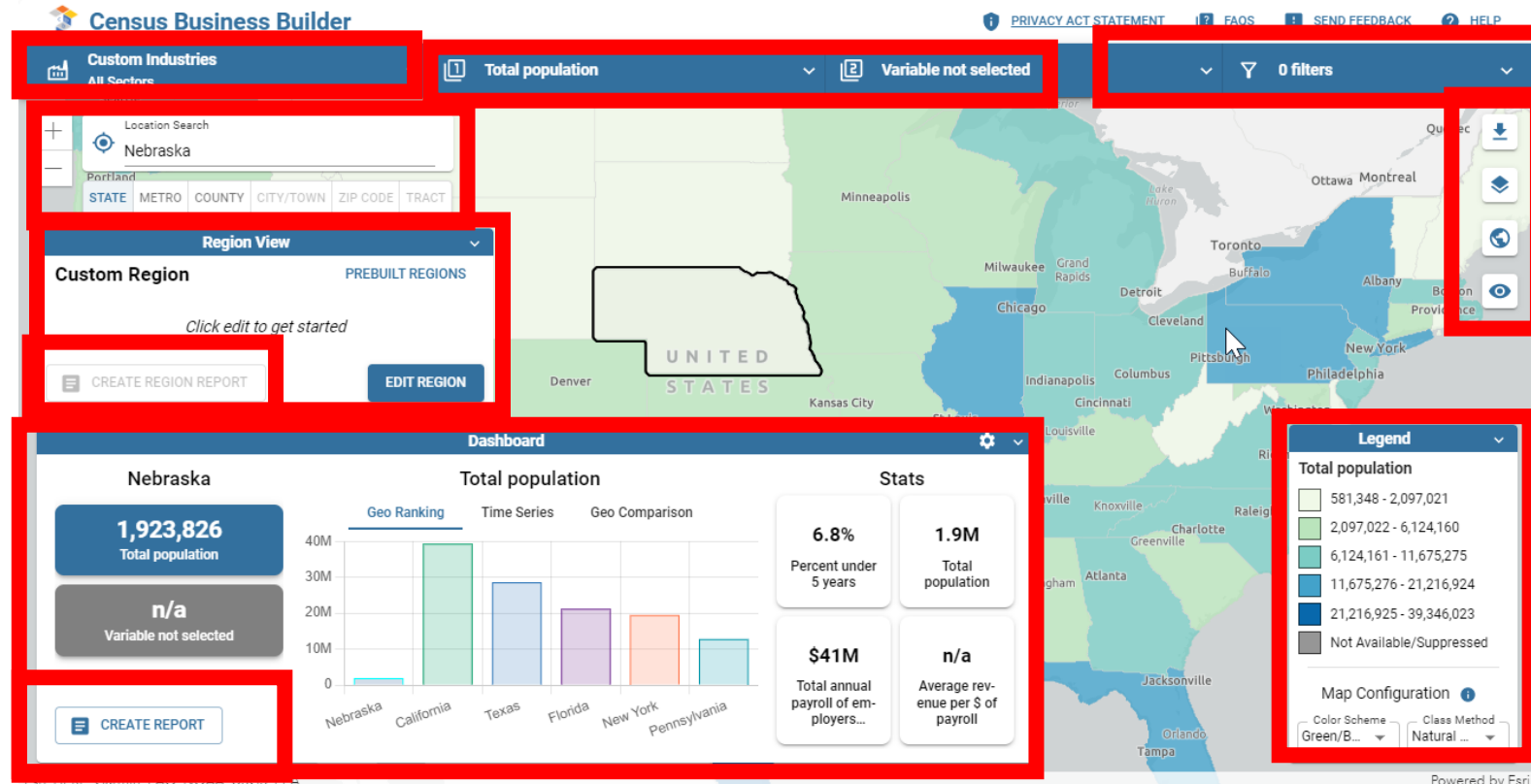
The screenshot displays the Census Business Builder (CBB) 5.2 interface. The main background is a map of the United States with various cities labeled. Overlaid on the map are several key components:

- Top Navigation Bar:** Includes the "Census Business Builder" title, a "Privacy Act Statement" link, and links for "FAQs", "Send Feedback", and "Help". Below this, there are dropdown menus for "Custom Industries" (set to "All Sectors"), "Total population" (with a filter icon), "Variable not selected", and "0 filters".
- Location Search:** A search bar with the text "Search for a location" and a location pin icon. Below it are tabs for "STATE", "METRO", "COUNTY", "CITY/TOWN", "ZIP CODE", and "TRACT".
- Legend:** A legend titled "Total population" showing five color-coded ranges: 581,348 - 2,097,021 (lightest), 2,097,022 - 6,124,160, 6,124,161 - 11,675,275, 11,675,276 - 21,216,924, and 21,216,925 - 39,346,023 (darkest).
- Intro Pop-up:** A blue pop-up window titled "Census Business Builder" with the United States Census Bureau logo. It contains the text: "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." It includes a "Location Search" field and a "TAKE A TOUR" button.
- Select Industries Pop-up:** A dark grey pop-up window titled "Select Industries". It has two tabs: "INDUSTRY LIST" and "INDUSTRY TREE". Under "INDUSTRY LIST", there are categories: Construction, Food Services, Health Care, Personal Services, Prof & Biz Services, and Retail. Under "INDUSTRY TREE", there are specific industries: Drywall, Electrical, Flooring, Foundations, Home Construction, Nonresidential, Painting and Wall Paper, Plumbing, and Tile. Each industry has a checkbox and a link icon.
- Intro Dialog:** A white dialog box titled "Intro" with a close button. It contains the text: "Census Business Builder (CBB) is a feature-rich data exploration application that will enable you to dynamically reference Census data relevant to your region or small business. This tour will walk you through the core functionality of the application. Let's get started!" and a "NEXT" button.
- Select an Industry Dialog:** A white dialog box titled "Select an Industry" with a close button. It contains the text: "You can choose an industry from either a list or tree view." and "BACK" and "NEXT" buttons.

CBB 5.2 – Key Features

Map page

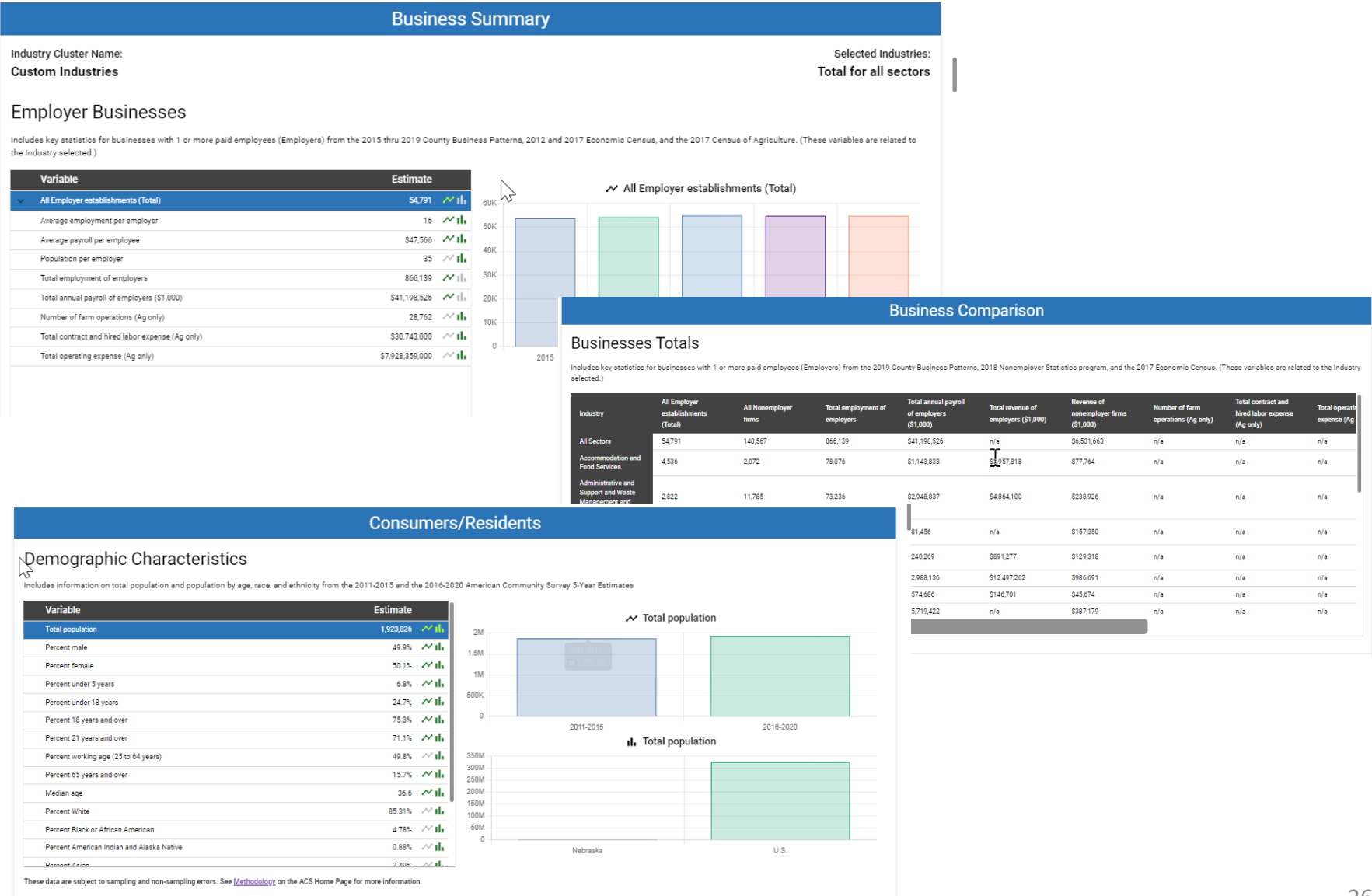
- Dashboard
- Region View
- Geographic Levels
- Industry Cluster
- Map Variables options
- Filter Menu
- Map Buttons
- Map Legend
- Reports



CBB 5.2 – Reports

Reports

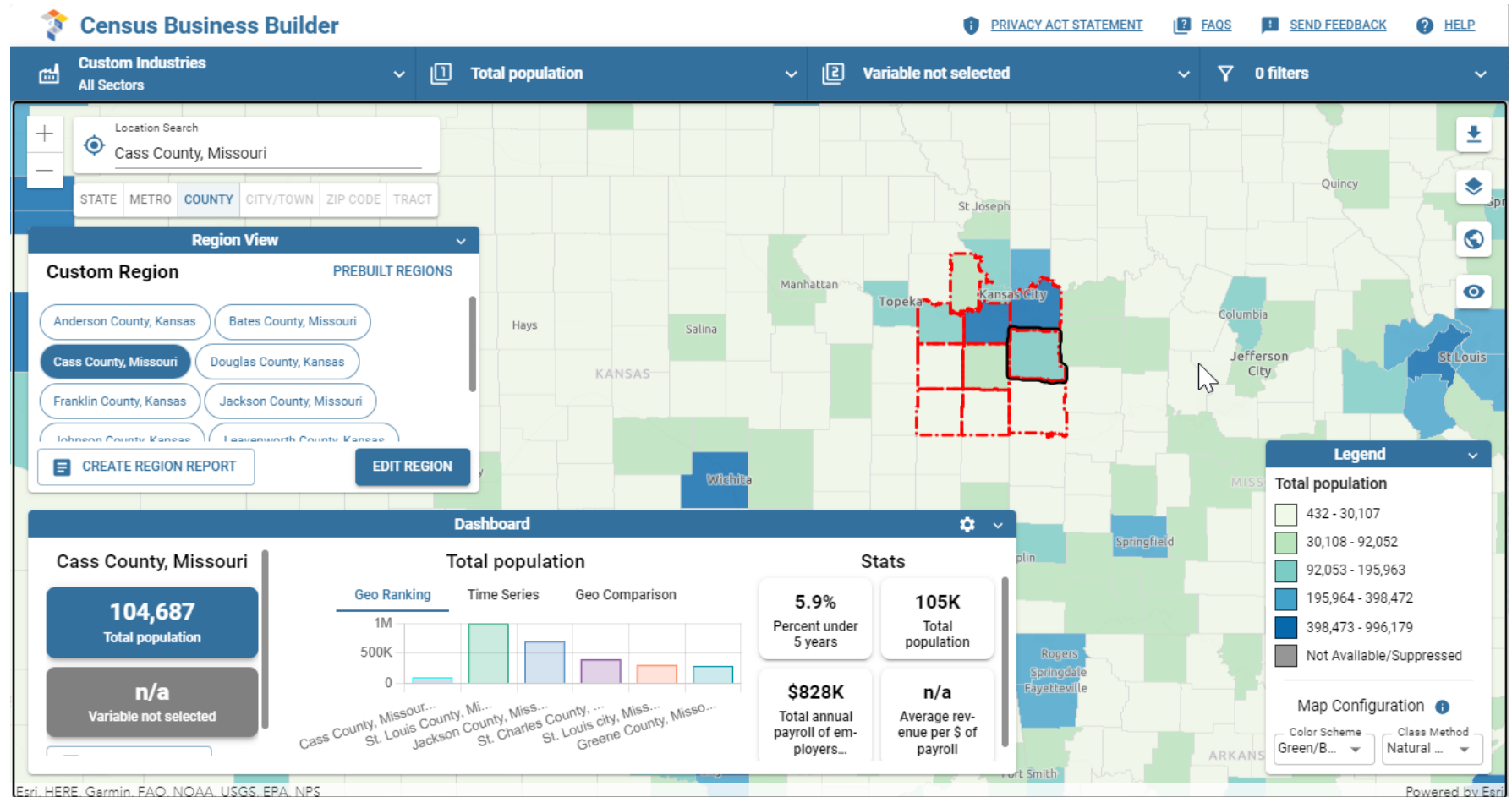
- Report sections, interactive charts, customizing, and bookmarking
- Single or multi-geography reports



CBB 5.2 - Region Builder

Multiple options to build a region

- Option #1: build region of 2+ geographies of the SAME TYPE
- Option #2: build a Region of 2 or more geographies of 2 OR MORE types
- Option #3: build a Region using Prebuilt Regions



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 Annual Business Survey
- 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/>

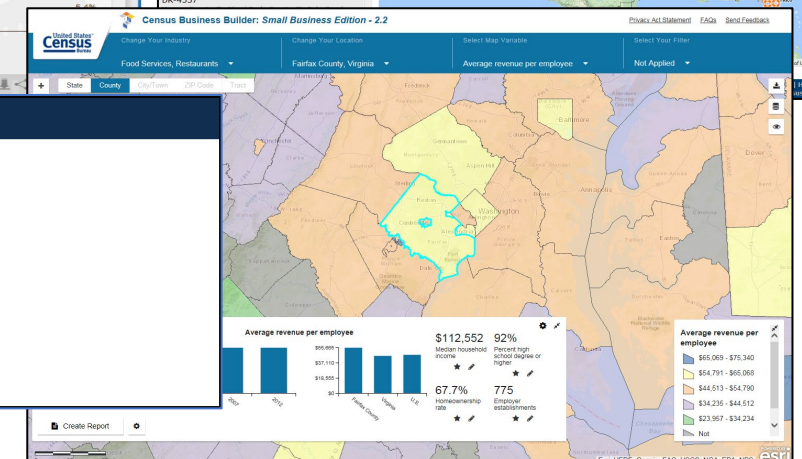
DEMO of Census Business Builder

Go to:

cbb.census.gov; or scan QR code →



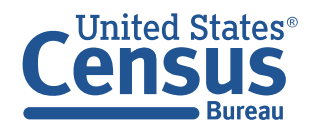
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Get in Touch with Us

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THANK
YOU

Reference Materials

Glossary/Terms/Acronyms

NAICS = North American Classification System: www.census.gov/naics

CBP = County Business Patterns: <https://www.census.gov/programs-surveys/cbp.html>

NES = Nonemployer Statistics: <https://www.census.gov/programs-surveys/nonemployer-statistics.html>

EC = Economic Census: <https://www.census.gov/programs-surveys/economic-census.html>

ABS = Annual Business Survey: <https://www.census.gov/programs-surveys/abs.html>

ASM = Annual Survey of Manufactures: <https://www.census.gov/programs-surveys/asm.html>

CEDSCI = Data.Census.Gov: <https://data.census.gov/>

CBB = Census Business Builder: <https://cbb.census.gov/cbb/>

North American Industry Classification System (NAICS)

www.census.gov/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

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

