Census Has Business Data?

An Update on the *2017 Economic Census* Data Released for Texas (plus other updates…)

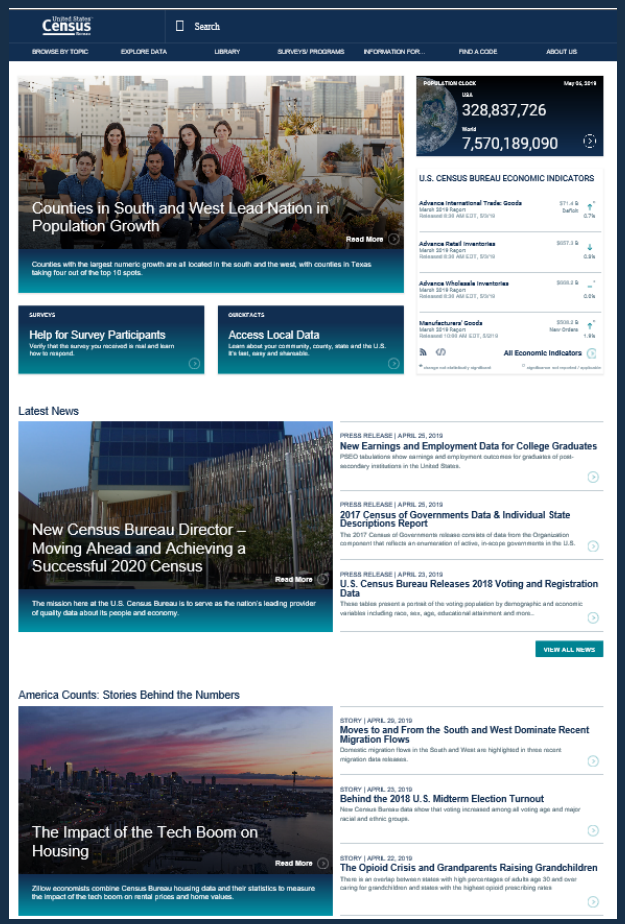
Economic Census webinar
July 27th, 2020

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

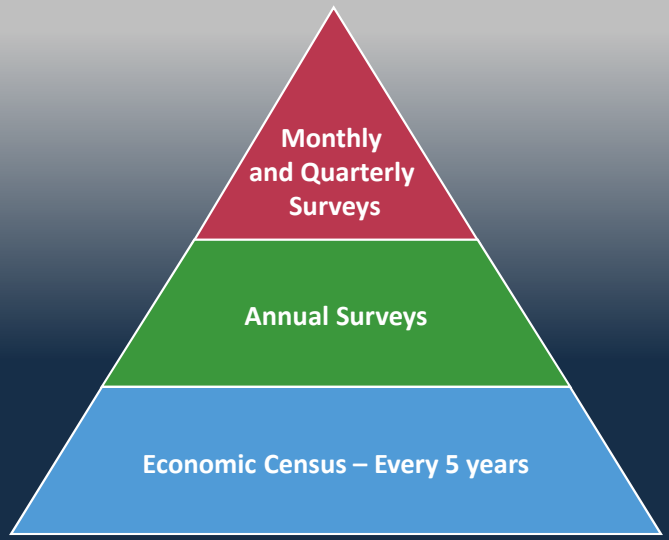
United States® Census Bureau

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

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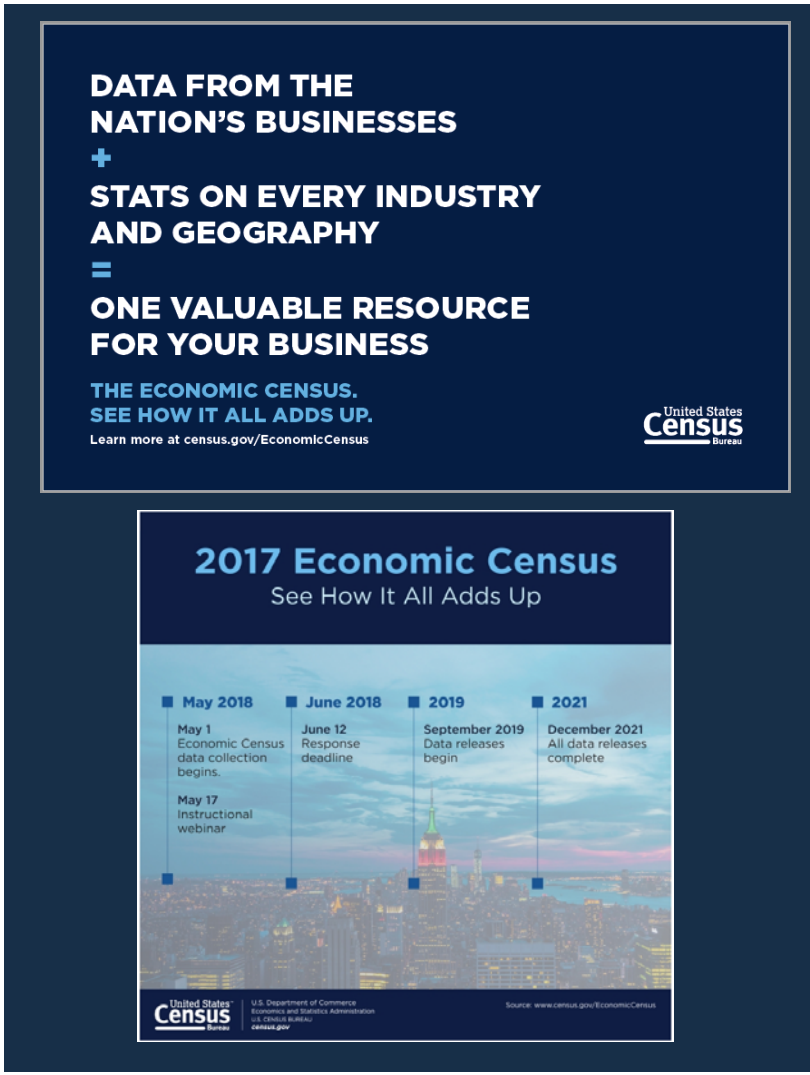
The *Economic Census (EC)*

- 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 for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, *Census Business Builder,* and other Census tools



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2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	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
Geographic Area Statistics (U.S., States, and Selected Geographies)	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	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	
Establishment and Firm Size Statistics	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	
Miscellaneous Statistics	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

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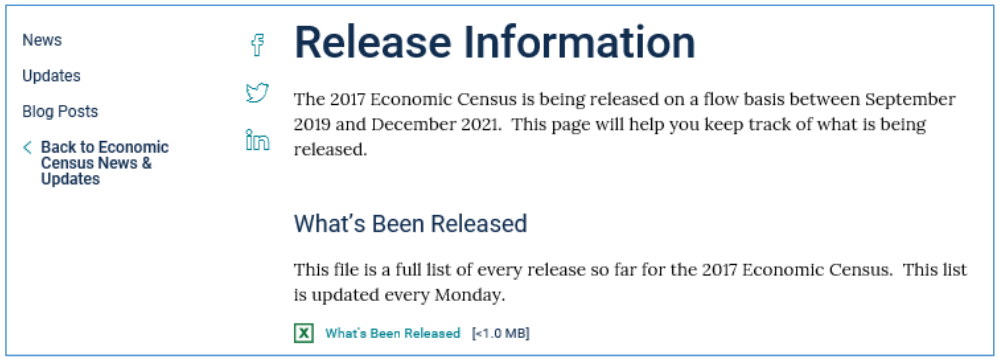
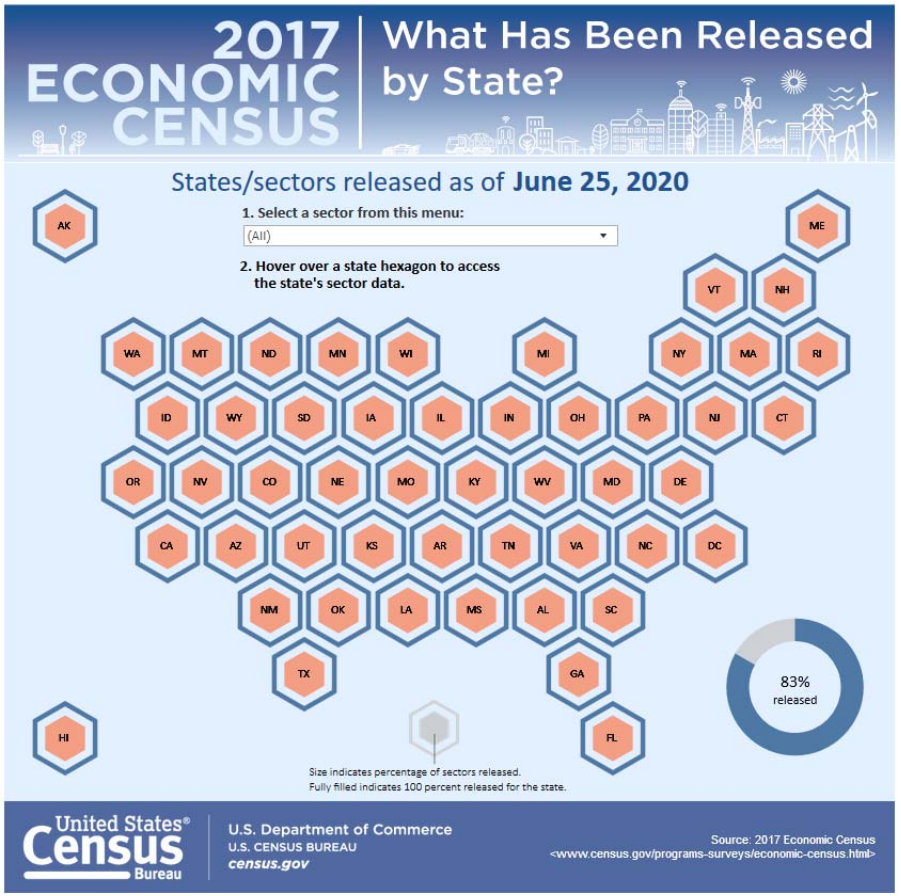
https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html

2017 Economic Census GAS Release Resources

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





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Key Changes in the 2017 Economic Census

- Geographic area changes (counties, places, metros)
  - No ZIP Code data (see ZIP Code Business Patterns)
  - No Place data for Manufacturing
- North American Industry Classification System (NAICS) changes
- The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
- Other changes, including:
  - New Disclosure Rules (and their impacts)
  - New Data.census.gov dissemination platform

For a summary of the key changes, view our recorded webinar at
https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html

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Geographic Area Changes for Texas

Visit https://www.census.gov/programs-surveys/economic-census/geographies.html for more information

- Dallas-Fort Worth TX-OK CSA now includes a new Micro Area (Bonham)
- 694 economic place changes
  - 377 Places with Area Gain
  - 251 Places with Area Loss
  - 7 Places with a name change
  - 40 New Places
  - 6 Dropped Places

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	37936	Jollyville CDP
		54432	Overton city
023	Baylor County	66968	Seymour city
095	Concho County	22552	Eden city
187	Guadalupe County	45948	McQueeney CDP
323	Maverick County	41583	Las Quintas Fronterizas CDP
401	Rusk County	54432	Overton city
423	Smith County	54432	Overton city
453	Travis County	37936	Jollyville CDP
491	Williamson County	37936	Jollyville CDP

Visit https://tigerweb.geo.census.gov/tigerwebecon/ for online map resources to better understand the changes

NAICS

- The standard used by US Federal statistical agencies to classify businesses
- Developed by OMB, Statistics Canada, and Mexico's stat agency (INEGI)
- Helps ensure statistical comparability across North American countries
- Adopted in 1997 and updated every 5 years (see the 2017 NAICS Manual)
- Types of Changes
  - One-to-One (Recodes), Many-to-One (Combos), and Many-to-Many
  - One-to-Many (Splitters) (none for 2017, few in 2012)

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NAICS Changes for 2017

- Mining
- Manufacturing
- Retail Trade

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction		
	crude petroleum extraction	211120	Crude Petroleum Extraction
	natural gas extraction	211130	Natural Gas Extraction
211112	Natural Gas Liquid Extraction		
212231	Lead Ore and Zinc Ore Mining	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
333913	Measuring and Dispensing Pump Manufacturing		
335221	Household Cooking Appliance Manufacturing	335220	Major Household Appliance Manufacturing
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing		
335228	Other Major Household Appliance Manufacturing		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
452111	Department Stores (except Discount Department Stores)		
452112	Discount Department Stores	452210	Department Stores
	insignificant perishable grocery sales		
	significant perishable grocery sales	452311	Warehouse Clubs and Supercenters
452910	Warehouse Clubs and Supercenters		
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping	454110	Electronic Shopping and Mail-Order Houses
454112	Electronic Auctions		
454113	Mail-Order Houses		

Visit the NAICS website for more information (https://www.census.gov/eos/www/naics/)

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NAICS Changes for 2017 (cont.)

- Information

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
512210	Record Production	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution		
517110	Wired Telecommunications Carriers	517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)	517312	Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
532220	Formal Wear and Costume Rental	532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental	532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental	532283	Home Health Equipment Rental
532292	Recreational Goods Rental	532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental	532289	All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	541713 541714	Research and Development in Nanotechnology Research and Development in Biotechnology (except Nanobiotechnology)
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	541713 541715	Research and Development in Nanotechnology Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

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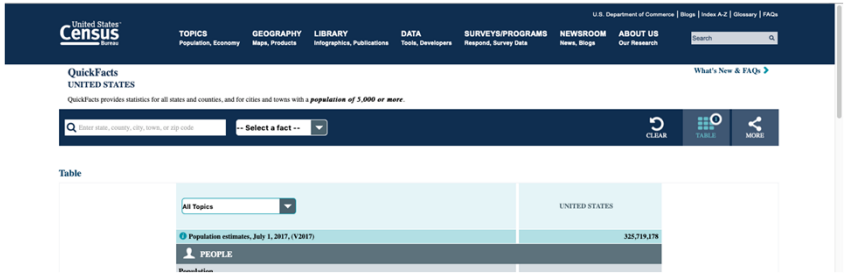
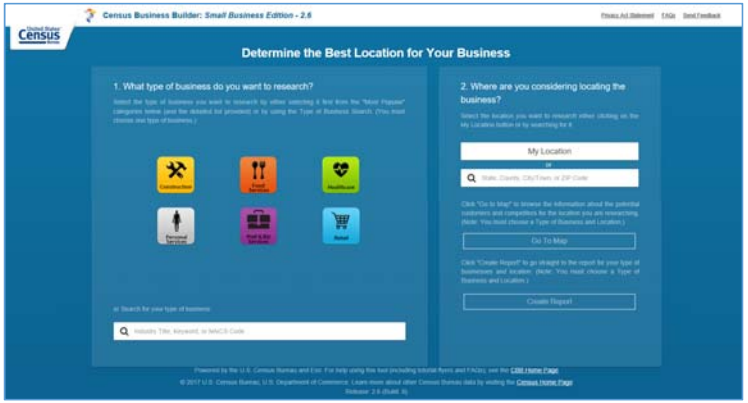
Where to Access the 2017 Economic Census Data

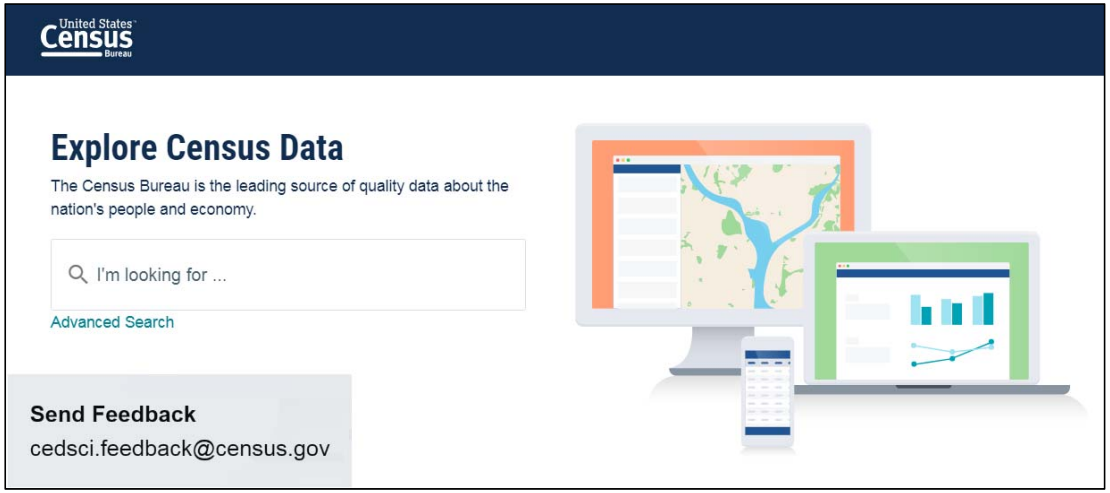
[QuickFacts]



[Census Business Builder 3.1]



[Data.census.gov]



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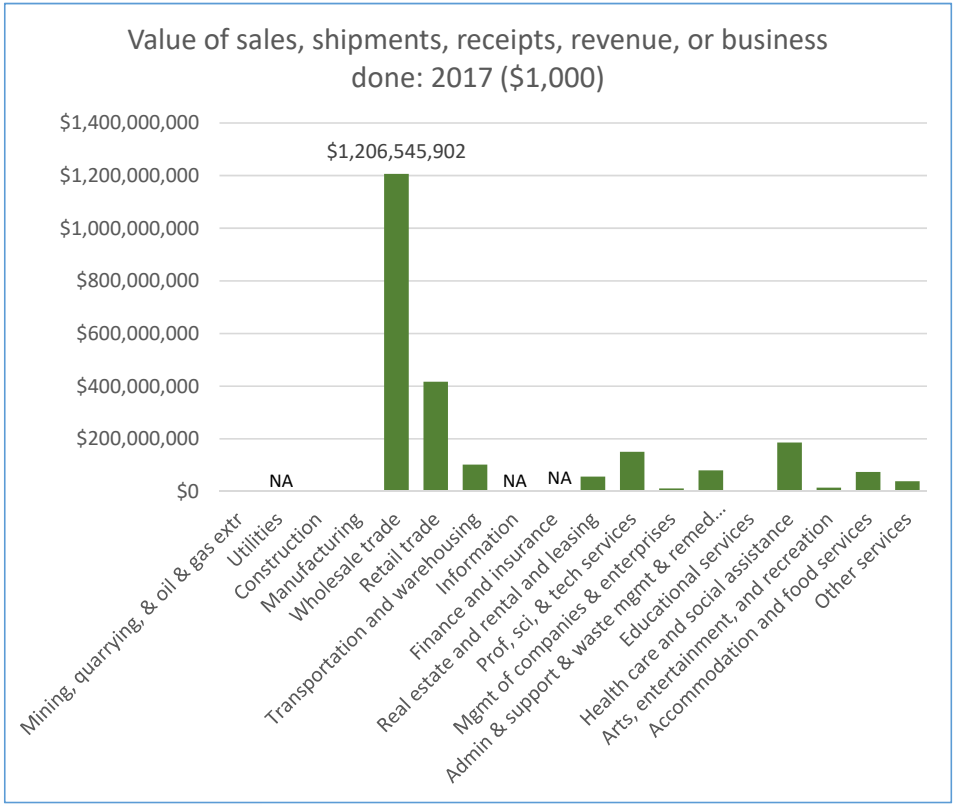
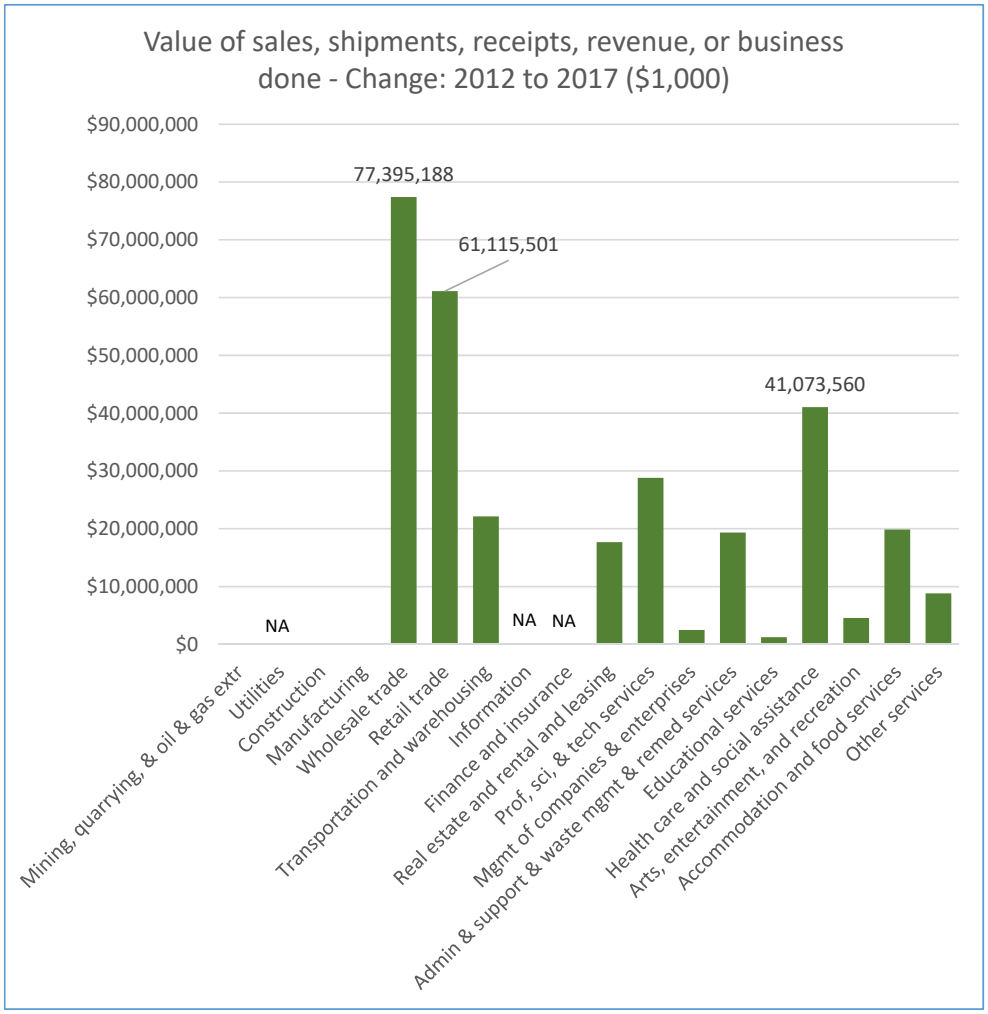
Selected Findings for Texas





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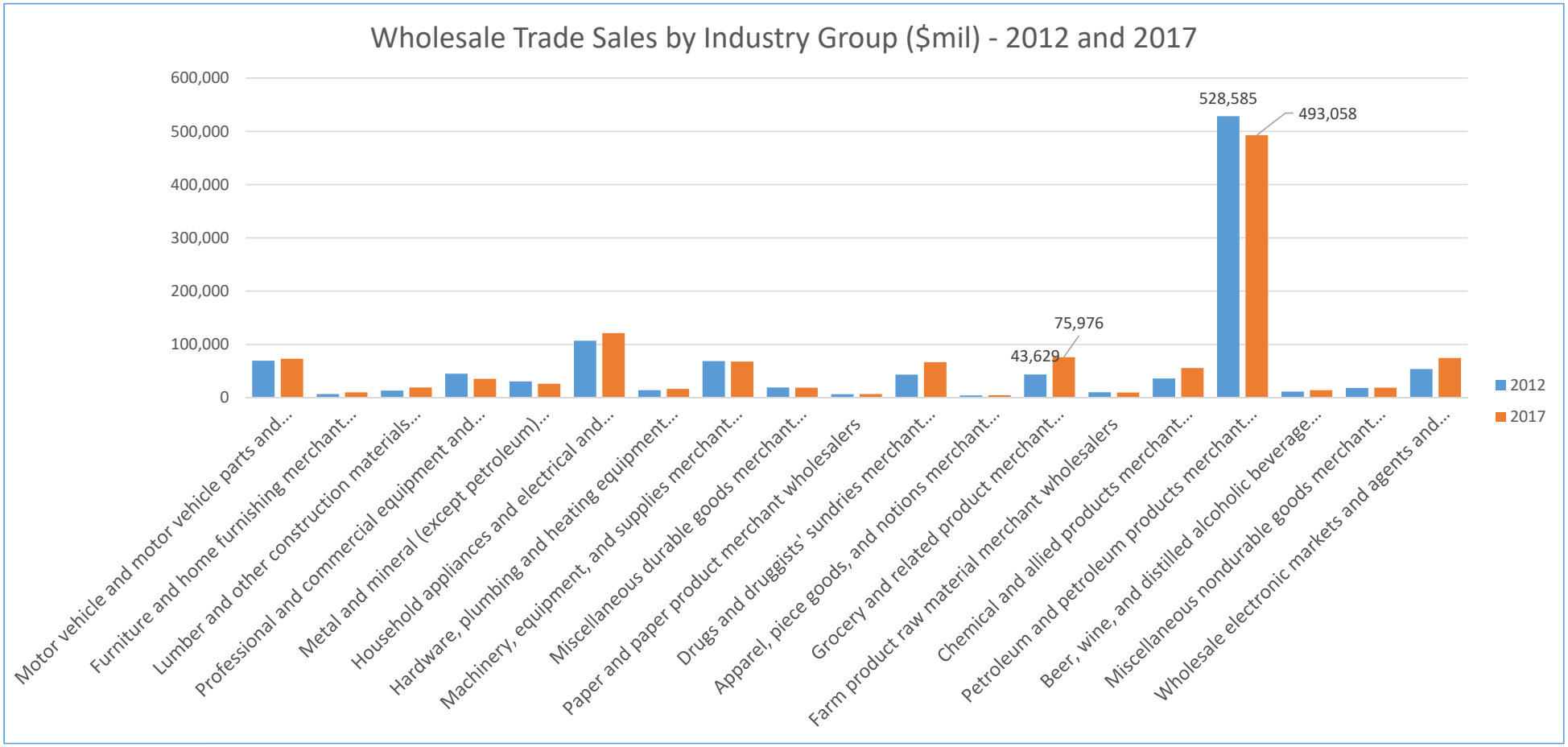
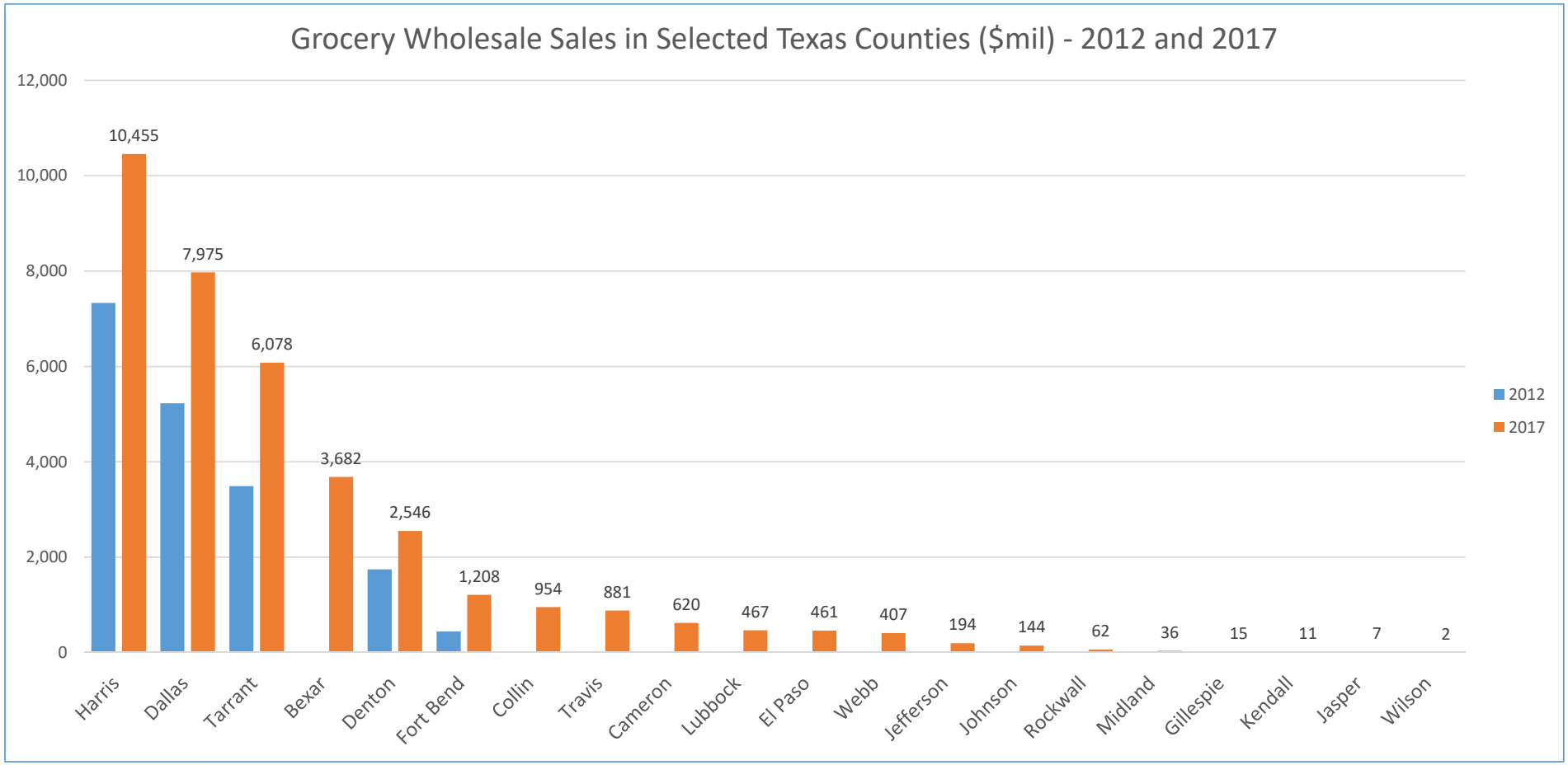
Note: Revenue data not available at the state level for the Utilities, Information, and Finance and Insurance sectors.


Wholesale Trade Sales by Industry Group ($mil) - 2012 and 2017
600,000
500,000
400,000
300,000
200,000
100,000
0
528,585
493,058
75,976
43,629
Motor vehicle and motor vehicle parts and...
Furniture and home furnishing merchant...
Lumber and other construction materials...
Professional and commercial equipment and...
Metal and mineral (except petroleum)...
Household appliances and electrical and...
Hardware, plumbing and heating equipment...
Machinery, equipment, and supplies merchant...
Miscellaneous durable goods merchant...
Paper and paper product merchant wholesalers
Drugs and druggists' sundries merchant...
Apparel, piece goods, and notions merchant...
Grocery and related product merchant...
Farm product raw material merchant wholesalers
Chemical and allied products merchant...
Petroleum and petroleum products merchant...
Beer, wine, and distilled alcoholic beverage...
Miscellaneous nondurable goods merchant...
Wholesale electronic markets and agents and...
2012
2017



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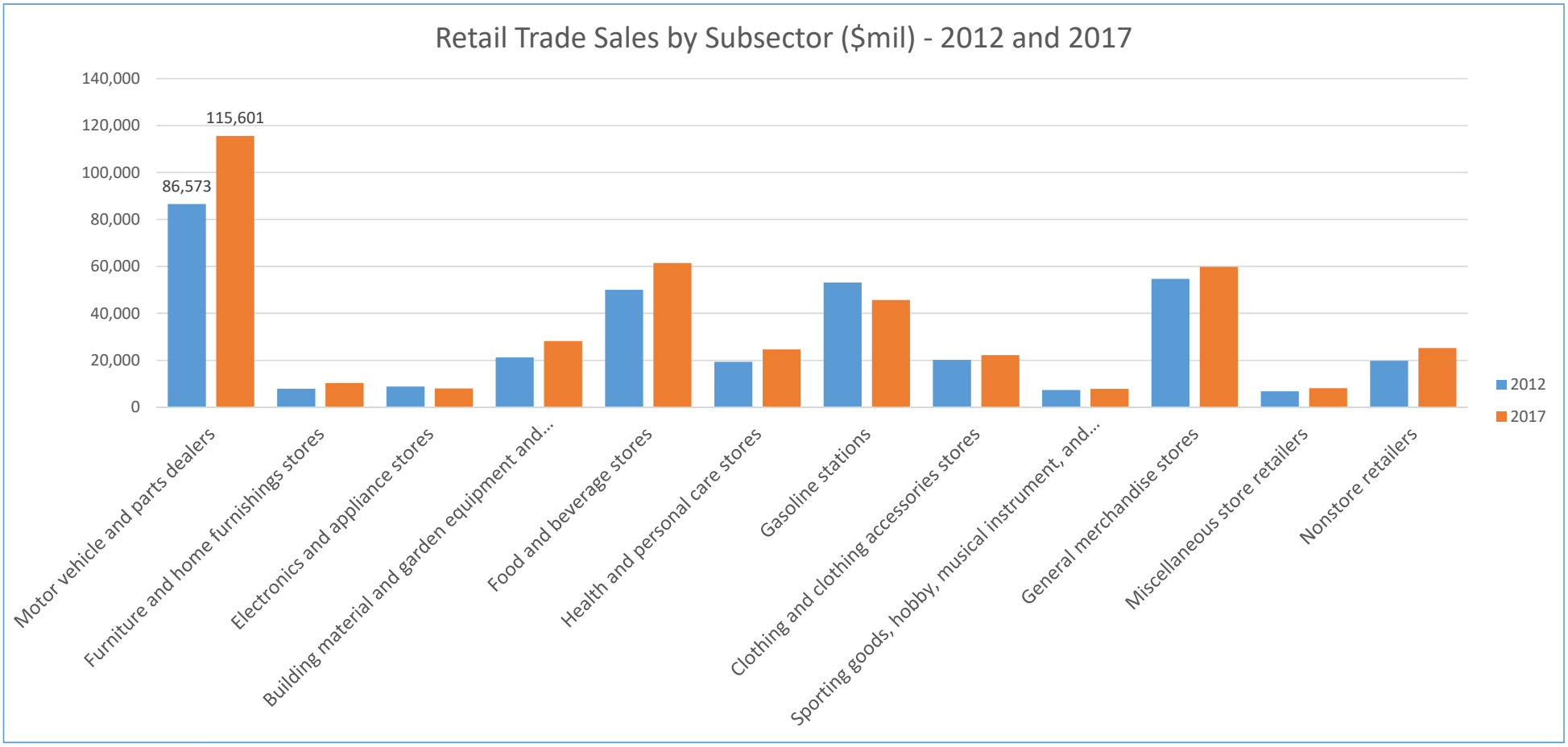
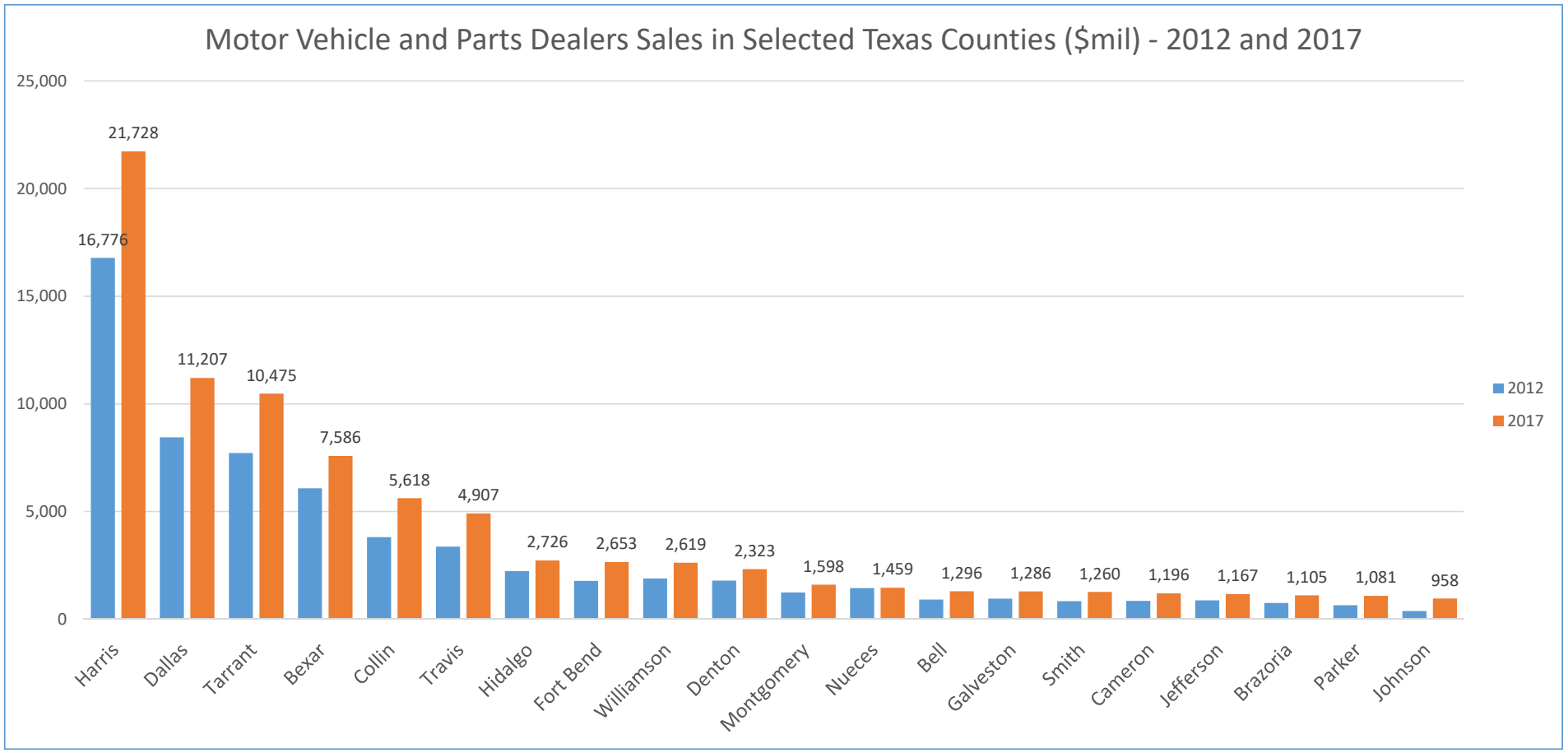
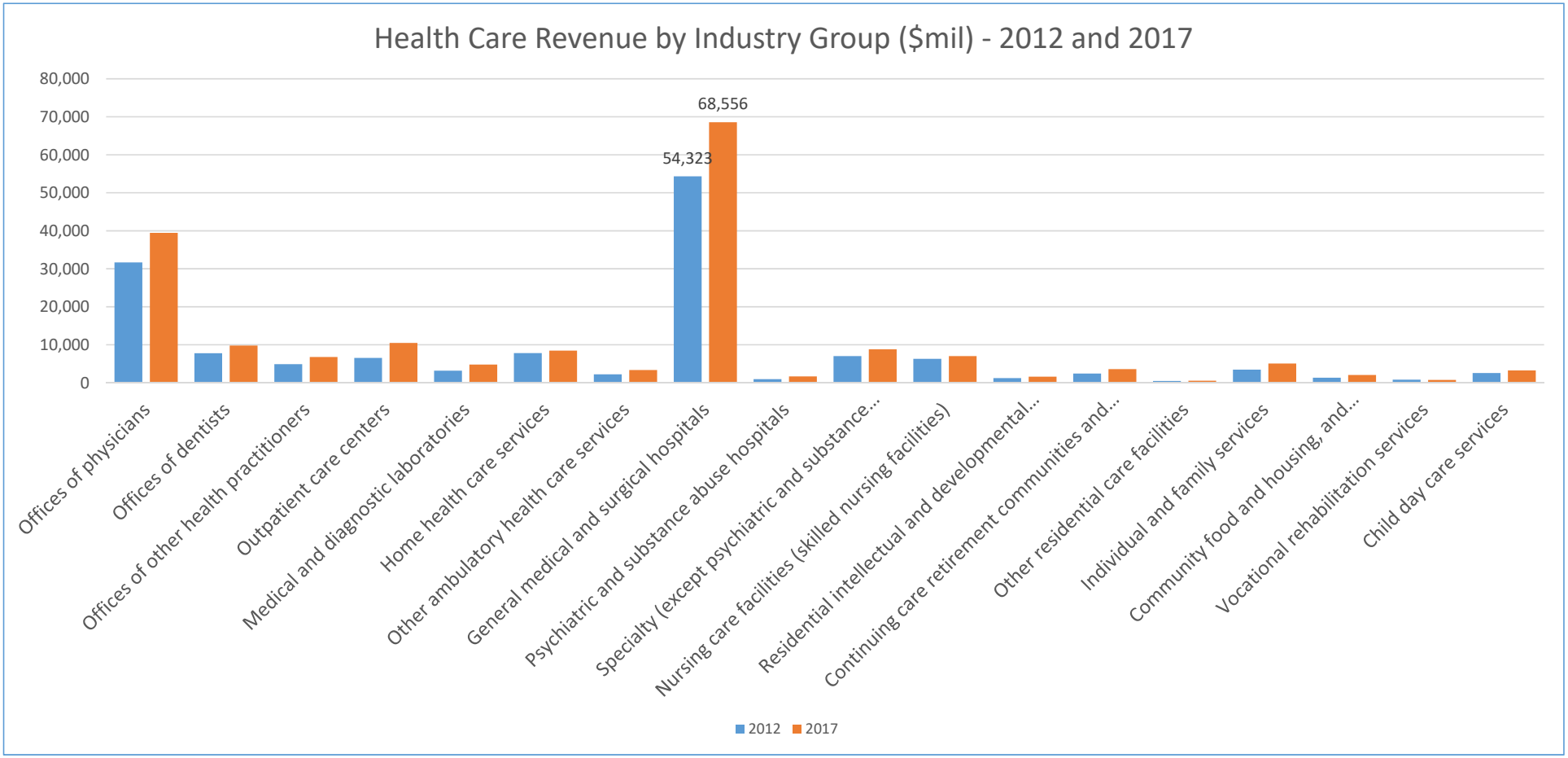
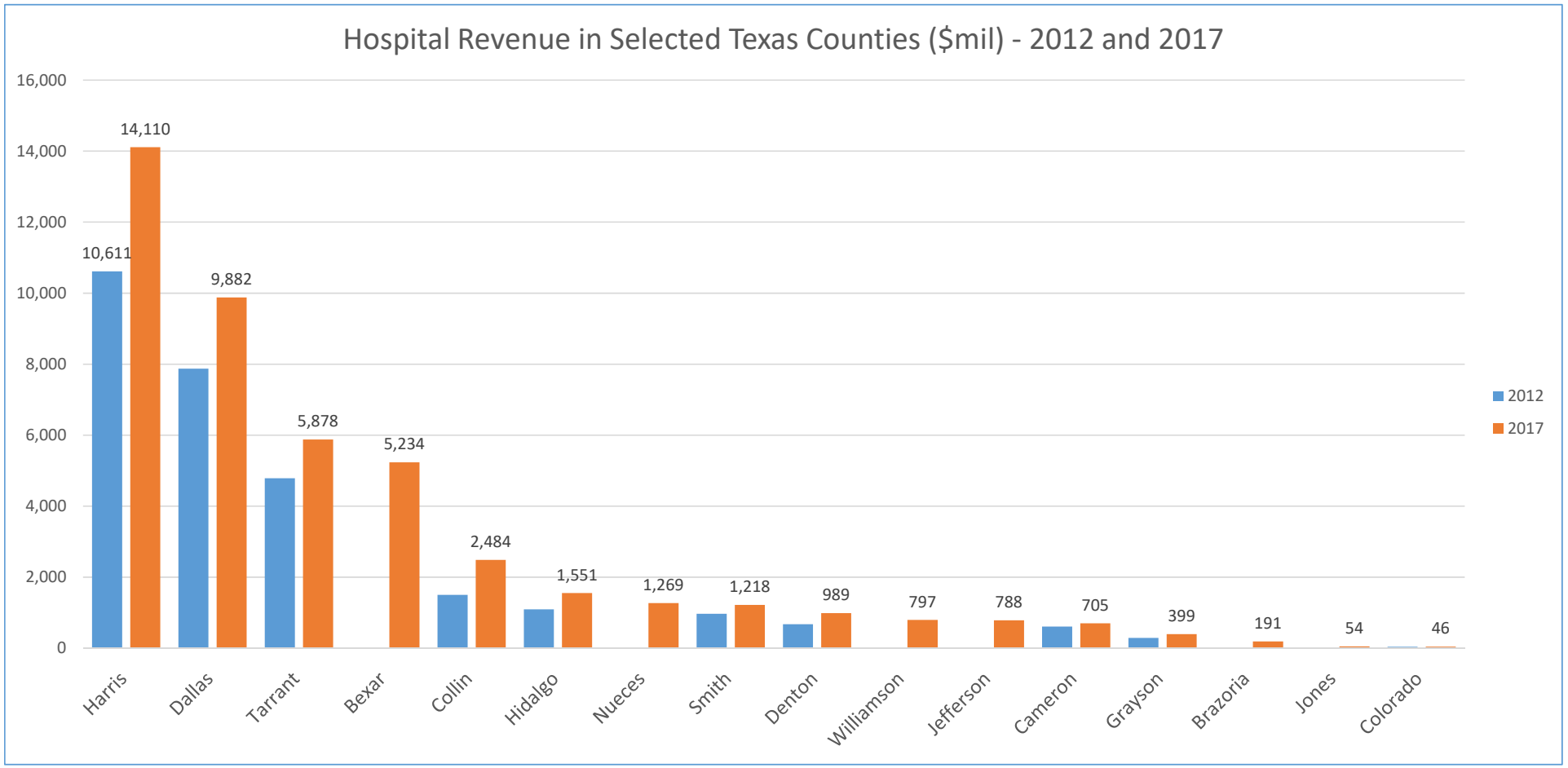

Retail Trade Sales by Subsector ($mil) - 2012 and 2017
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0
115,601
86,573
Motor vehicle and parts dealers
Furniture and home furnishings stores
Electronics and appliance stores
Building material and garden equipment and...
Food and beverage stores
Health and personal care stores
Gasoline stations
Clothing and clothing accessories stores
Sporting goods, hobby, musical instrument, and...
General merchandise stores
Miscellaneous store retailers
Nonstore retailers
2012
2017


Motor Vehicle and Parts Dealers Sales in Selected Texas Counties ($mil) - 2012 and 2017
25,000
20,000
15,000
10,000
5,000
0
2012
2017
Harris 16,776 21,728
Dallas 11,207
Tarrant 10,475
Bexar 7,586
Collin 5,618
Travis 4,907
Hidalgo 2,726
Fort Bend 2,653
Williamson 2,619
Denton 2,323
Montgomery 1,598
Nueces 1,459
Bell 1,296
Galveston 1,286
Smith 1,260
Cameron 1,196
Jefferson 1,167
Brazoria 1,105
Parker 1,081
Johnson 958


Health Care Revenue by Industry Group ($mil) - 2012 and 2017
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
54,323
68,556
Offices of physicians
Offices of dentists
Offices of other health practitioners
Outpatient care centers
Medical and diagnostic laboratories
Home health care services
Other ambulatory health care services
General medical and surgical hospitals
Psychiatric and substance abuse hospitals
Specialty (except psychiatric and substance...
Nursing care facilities (skilled nursing facilities)
Residential intellectual and developmental...
Continuing care retirement communities and...
Other residential care facilities
Individual and family services
Community food and housing, and...
Vocational rehabilitation services
Child day care services
2012
2017



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What's Coming Next

- North American Product Classification System (Nov 2020)
  - Product Lines provide a breakout of the products made and sold and services provided by businesses
  - In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately
- Establishment & Firm Size releases (Nov 2020 – Sept 2021)
  - Consolidated into 7 tables (separate tables in 2012); Size categories standardized
- Miscellaneous Subjects tables
  - 38 tables dropped and 7 tables added
  - Consolidation of Class of Customer, Enterprise Support, and Exported Services releases

Establishment and Firm Size Statistics	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	
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	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
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Miscellaneous Statistics	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

Visit the NAPCS website and Concordance Tables for more information (https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html)

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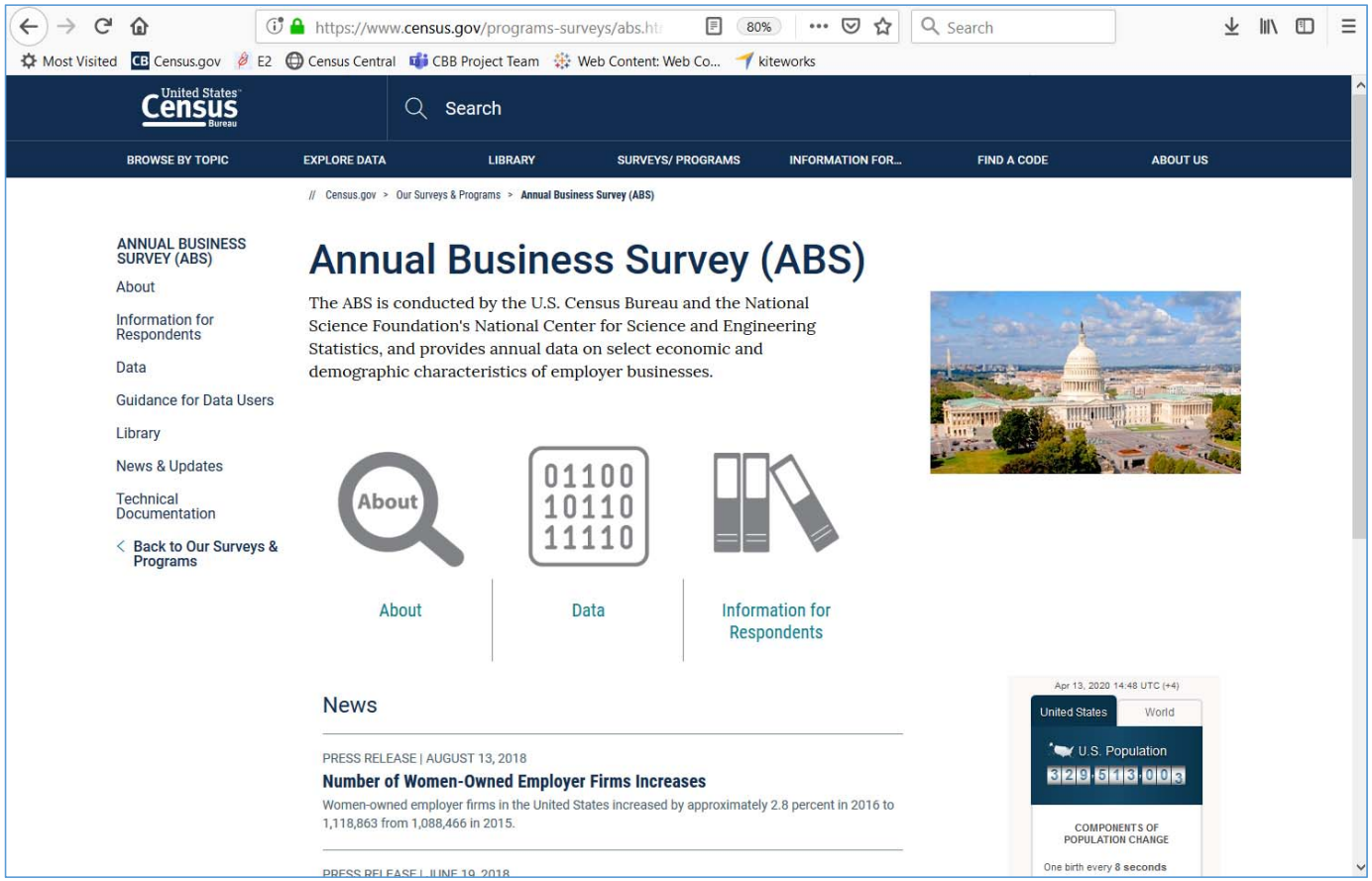
The NEW Annual Business Survey

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 19th

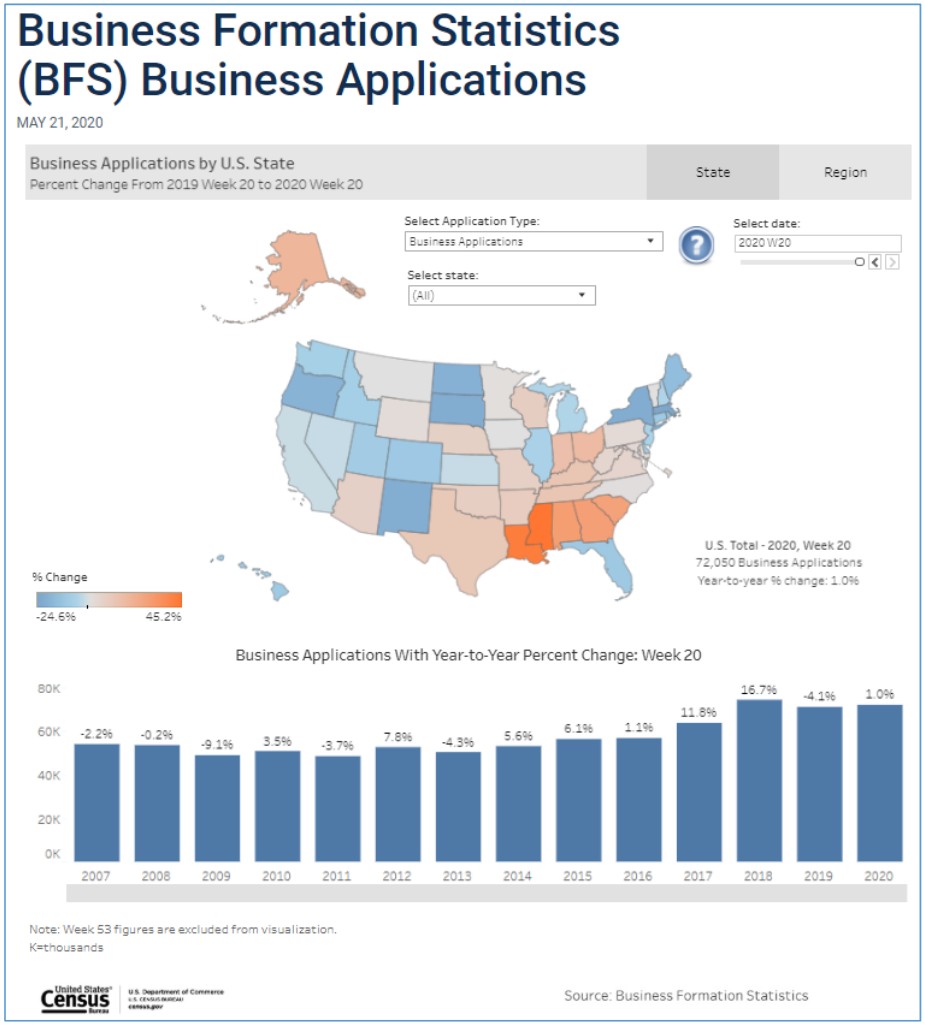


https://www.census.gov/programs-surveys/abs.html

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 21st



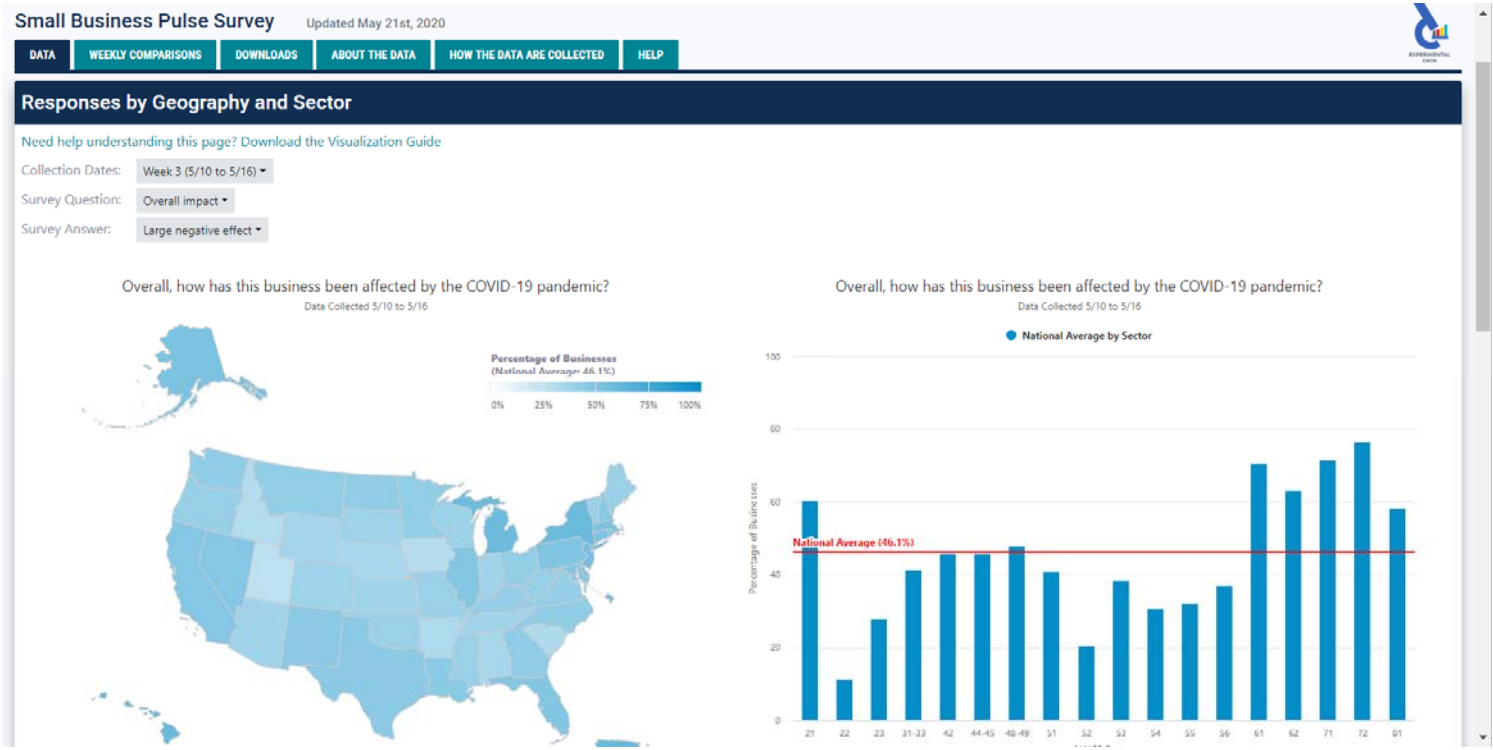
https://www.census.gov/econ/bfs/index.html?#

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

The NEW Small Business Pulse Survey

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

- Data on the overall impacts to small businesses of coronavirus as well as specific impacts
- Geographies
  - Nation and State by 2- thru 6-digit NAICS
- Released May 14th



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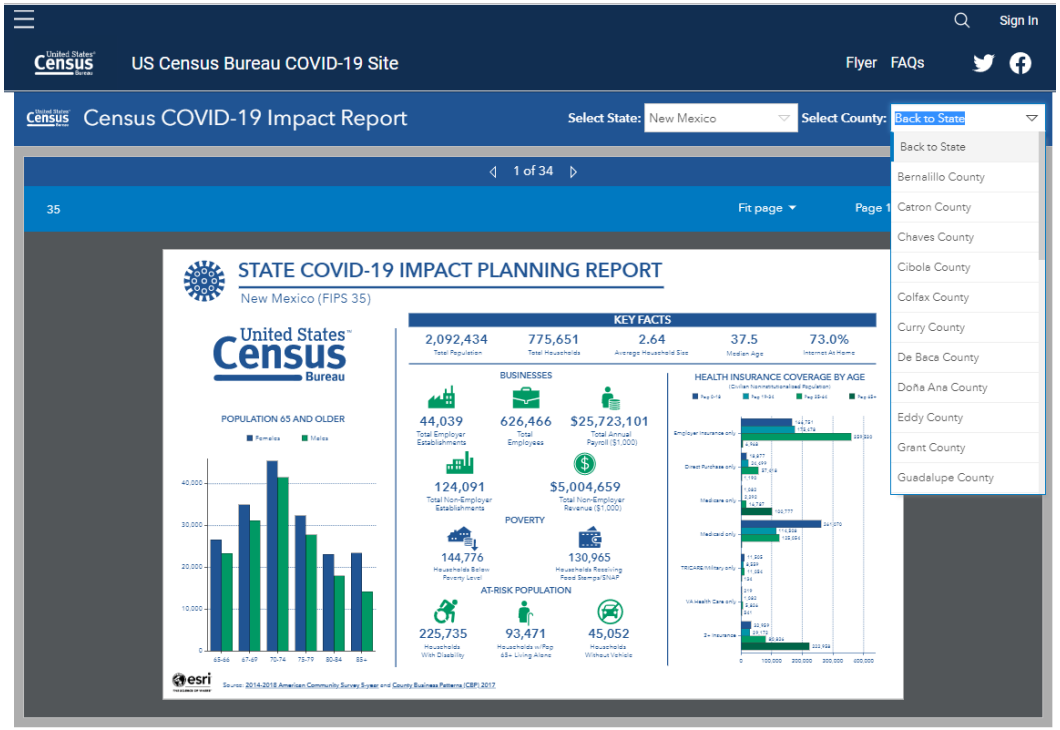
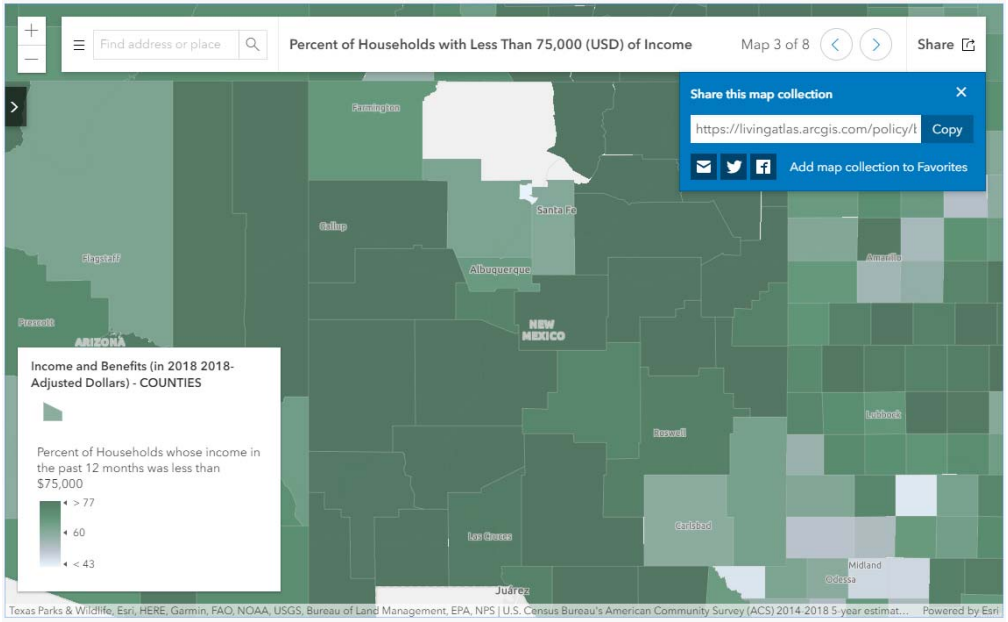
https://www.census.gov/data/experimental-data-products/small-business-pulse-survey.html



New COVID-19 Hub

https://covid19.census.gov/



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

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Summary

- The Economic Census provides a wealth of business data
  - Learn more at https://www.census.gov/programs-surveys/economic-census.html
- The data are released on a flow basis (all states/sectors will be complete in August 2020) and more data is coming
  - Learn more at https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html
- Geography and NAICS changes… make sure data are comparable
  - Learn more at https://www.census.gov/programs-surveys/economic-census/geographies.html and https://www.census.gov/eos/www/naics/
- The 3 new COVID-related programs and Hub provide timely data that can help in the recovery from the COVID-19 Pandemic

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Q & A and Thank You!

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