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
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
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
# 2017 Economic Census Planned Data Product Releases

## 2017 Economic Census Planned Data Product Releases

<table>
<thead>
<tr>
<th>Statistics Set</th>
<th>Report Title</th>
<th>Planned Release Date or Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Business Statistics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy Wide Business Statistics for the U.S. - First Look</td>
<td>September 2019</td>
<td></td>
</tr>
<tr>
<td>Franchise</td>
<td></td>
<td>December 2021</td>
</tr>
<tr>
<td>Mining Geographic Area Statistics</td>
<td></td>
<td>January 2020 - November 2020</td>
</tr>
<tr>
<td>Construction: Geographic Area Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing: Geographic Area Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesale Trade: Geographic Area Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail Trade: Geographic Area Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services: Geographic Area Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Statistics: NAICS x NAICS for the U.S. and States where applicable</td>
<td>November 2020</td>
<td></td>
</tr>
<tr>
<td>Product Statistics: NAICS x NAICS for the U.S.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## Product Statistics

## Establishment and Firm Size Statistics

- Establish & Firm Size Summary Statistics by Revenue Size of Establishments
- Establish & Firm Size Summary Statistics by Employment Size of Establishments
- Establish & Firm Size Summary Statistics for Single Unit and Multiunit Firms
- Establish & Firm Size Summary Statistics by Revenue Size of Firms
- Establish & Firm Size Summary Statistics by Employment Size of Firms
- Establish & Firm Size Summary Statistics by Concentration of Largest Firms
- Establish & 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

[https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html](https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html)
2017 Economic Census GAS Release Resources


**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.

**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.
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
Geographic Area Changes for Texas

- 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

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

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

Visit [https://www.census.gov/programs-surveys/economic-census/geographies.html](https://www.census.gov/programs-surveys/economic-census/geographies.html) for more information
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)
**NAICS Changes for 2017**

- **Mining**
- **Manufacturing**
- **Retail Trade**

Visit the NAICS website for more information (https://www.census.gov/eos/www/naics/)
NAICS Changes for 2017 (cont.)

- Information
  - 512210 Record Production
  - 512220 Integrated Record Production/Distribution
  - 512250 Record Production and Distribution

- Real Estate & Rental & Leasing
  - 517110 Wired Telecommunications Carriers
  - 517311 Wired Telecommunications Carriers

- Professional, Scientific, and Technical Services
  - 517210 Wireless Telecommunications Carriers (except Satellite)
  - 517312 Wireless Telecommunications Carriers (except Satellite)
  - 532220 Formal Wear and Costume Rental
  - 532230 Video Tape and Disc Rental
  - 532291 Home Health Equipment Rental
  - 532292 Recreational Goods Rental
  - 532299 All Other Consumer Goods Rental

United States Census Bureau

TX SDC - 2017 EC webinar | July 2020 | 11
Where to Access the 2017 Economic Census Data

**QuickFacts**

Data for cities and towns with population 5,000 or more

**Where to Access the 2017 Economic Census Data**

- **Census Business Builder 3.1**

  ![Census Business Builder 3.1](image)

- **Data.census.gov**

  ![Data.census.gov](image)

**Explore Census Data**

The Census Bureau is the leading source of quality data about the nation's people and economy.

- Search field: I'm looking for...
- Advanced Search

**Send Feedback**

cedsci.feedback@census.gov
Selected Findings for Texas

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

- Motor vehicle and motor vehicle parts and supplies
- Furniture and home furnishings
- Lumber and other construction materials
- Professional and commercial equipment and supplies
- Hardware, plumbing and heating equipment
- Machinery, equipment, and supplies
- Drug and drugstore
- Apparel, piece goods, and notions
- Grocery and related products
- Chemical and allied products
- Petroleum and petroleum products
- Beer, wine, and distilled alcoholic beverages
- Miscellaneous nondurable goods
- Wholesale electronic markets and agents

2012:
- Motor vehicle and motor vehicle parts and supplies: 283,585
- Lumber and other construction materials: 528,585
- Furniture and home furnishings: 493,058

2017:
- Motor vehicle and motor vehicle parts and supplies: 528,585
- Lumber and other construction materials: 493,058
- Furniture and home furnishings: 43,629

United States Census Bureau
Retail Trade Sales by Subsector ($mil) - 2012 and 2017

- Motor vehicle and parts dealers: 86,573
- Furniture and home furnishings stores: 115,601
- Electronics and appliance stores: 20,000
- Building material and garden equipment and supplies dealers: 40,000
- Food and beverage stores: 60,000
- Health and personal care stores: 80,000
- Gasoline stations: 100,000
- Clothing and clothing accessories stores: 120,000
- Sporting goods, hobby, musical instrument, and book stores: 140,000
- General merchandise stores: 160,000
- Miscellaneous store retailers: 180,000
- Nonstore retailers: 200,000

United States Census Bureau

TX SDC - 2017 EC webinar | July 2020 | 16
Motor Vehicle and Parts Dealers Sales in Selected Texas Counties ($mil) - 2012 and 2017

- Harris: 21,728
- Dallas: 16,776
- Tarrant: 11,207
- Bexar: 10,475
- Collin: 7,586
- Travis: 5,618
- Hidalgo: 4,907
- Fort Bend: 2,726
- Williamson: 2,653
- Denton: 2,619
- Montgomery: 2,323
- Nueces: 1,598
- Bell: 1,459
- Galveston: 1,296
- Smith: 1,286
- Cameron: 1,260
- Jefferson: 1,196
- Brazoria: 1,167
- Parker: 1,105
- Johnson: 1,081
- Others: 958
Health Care Revenue by Industry Group ($mil) - 2012 and 2017
Hospital Revenue in Selected Texas Counties ($mil) - 2012 and 2017

<table>
<thead>
<tr>
<th>County</th>
<th>2012</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harris</td>
<td>14,110</td>
<td>10,611</td>
</tr>
<tr>
<td>Dallas</td>
<td>9,882</td>
<td>5,878</td>
</tr>
<tr>
<td>Tarrant</td>
<td>5,878</td>
<td>5,234</td>
</tr>
<tr>
<td>Bexar</td>
<td>5,234</td>
<td>2,484</td>
</tr>
<tr>
<td>Collin</td>
<td>1,551</td>
<td>1,269</td>
</tr>
<tr>
<td>Hidalgo</td>
<td>1,269</td>
<td>1,218</td>
</tr>
<tr>
<td>Nueces</td>
<td>989</td>
<td>797</td>
</tr>
<tr>
<td>Smith</td>
<td>797</td>
<td>788</td>
</tr>
<tr>
<td>Denton</td>
<td>788</td>
<td>705</td>
</tr>
<tr>
<td>Williamson</td>
<td>705</td>
<td>399</td>
</tr>
<tr>
<td>Jefferson</td>
<td>399</td>
<td>191</td>
</tr>
<tr>
<td>Cameron</td>
<td>191</td>
<td>54</td>
</tr>
<tr>
<td>Grayson</td>
<td>54</td>
<td>46</td>
</tr>
<tr>
<td>Brazoria</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Jones</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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

https://www.census.gov/econ/bfs/index.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

New COVID-19 Hub

https://covid19.census.gov/

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
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
Q & A and Thank You!

Contact me at:
Andrew.W.Hait@census.gov
(301)763-6747