

ECON 101: An Overview of Census Economic Data and Data Tools

U.S. Census Bureau

Presented by: Adam Grundy



Meet Your Presenter

Adam Grundy:

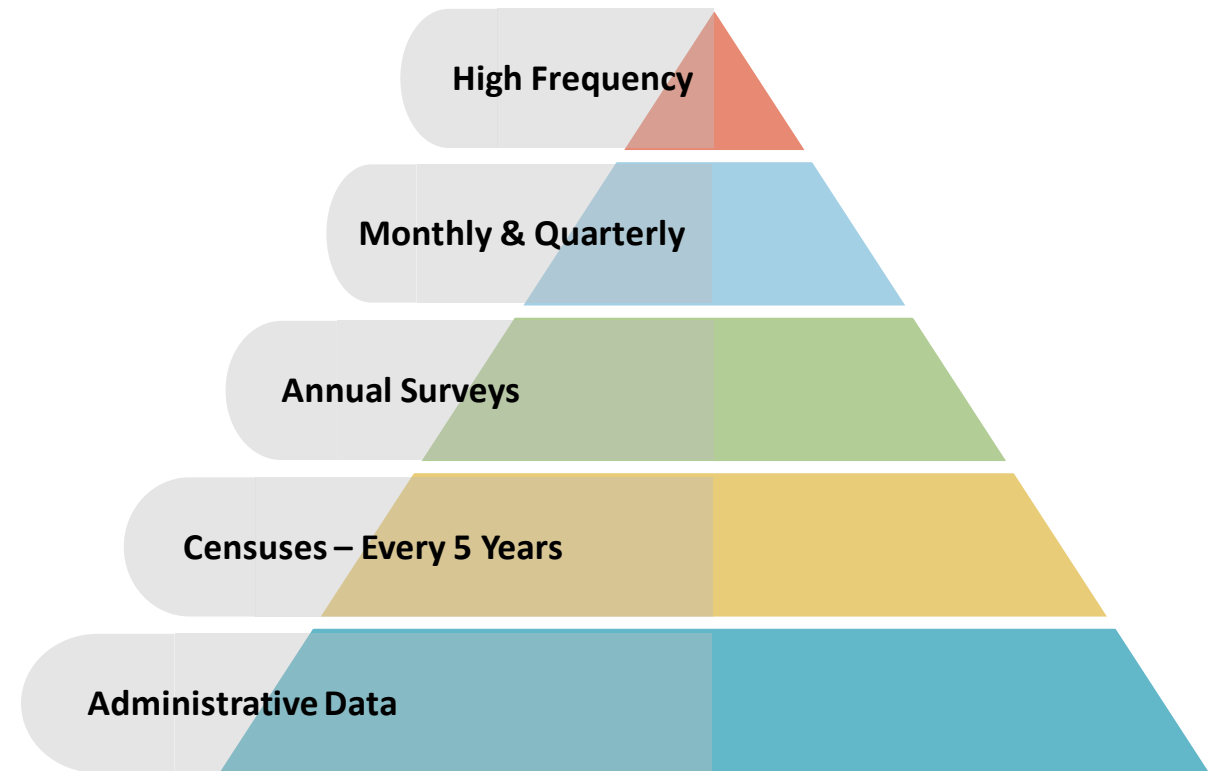
- Supervisor in the Data User and Trade Outreach Branch
- Leads the ECON Outreach Working Group
- Maintains an online calendar for the Economic Directorate
- Writes several articles for the America Counts series
- Former President of the General Workforce Advisory Board
- Has a bachelor's degree in Human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



These programs set the standard for U.S. economic statistics, and are fueled by the data provided by businesses and governments

What Topics Are Available?

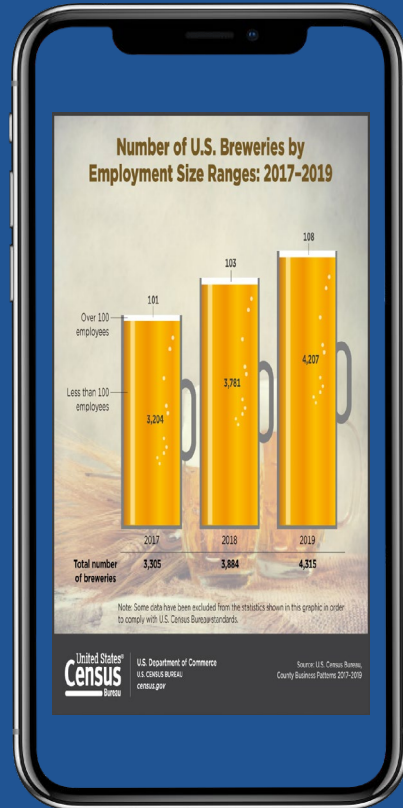
NAICS (North American Industry Classification System)

- 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 County Business Patterns?



- ✓ This program covers Employer Businesses in the U.S.
- ✓ Is published annually
 - ✓ Latest data available (as of March 2024) is for calendar year 2021
 - ✓ 2021 data were released on April 27, 2023
- ✓ Includes statistics on the number of establishments, employment, and annual payroll for nearly every 2- thru 6-digit NAICS code
- ✓ Data are published at the national, state, metro area, county, congressional district, and ZIP Code levels
 - ✓ CBP also covers the 5 US territories
- ✓ Data are also shown by employment size of the establishment and by Legal Form of Organization
- ✓ Other facts about CBP:
 - ✓ See <https://www.census.gov/programs-surveys/cbp.html> for more information about this program

What is Nonemployer Statistics?



- This program covers Nonemployer Businesses (self-employed persons) in the U.S.
- Is published annually
 - Latest data available (as of March 2024) is for calendar year 2020
 - 2021 data will be released on March 14, 2024
- Includes statistics on the number of firms and revenue for most 2- thru 6-digit NAICS codes
- Data are published at the national, state, metro area, and county levels
 - NES does not cover the 5 US territories
- Data are also shown by revenue size of the firm and by Legal Form of Organization
- Other facts about NES:
 - See <https://www.census.gov/programs-surveys/nonemployer-statistics.html> for more information about this program

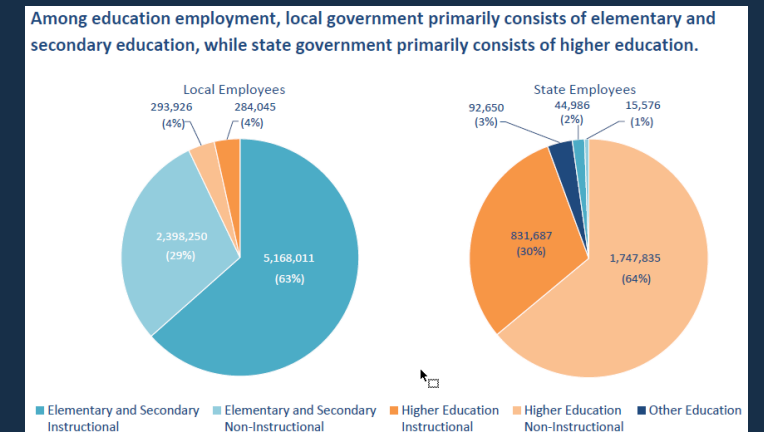
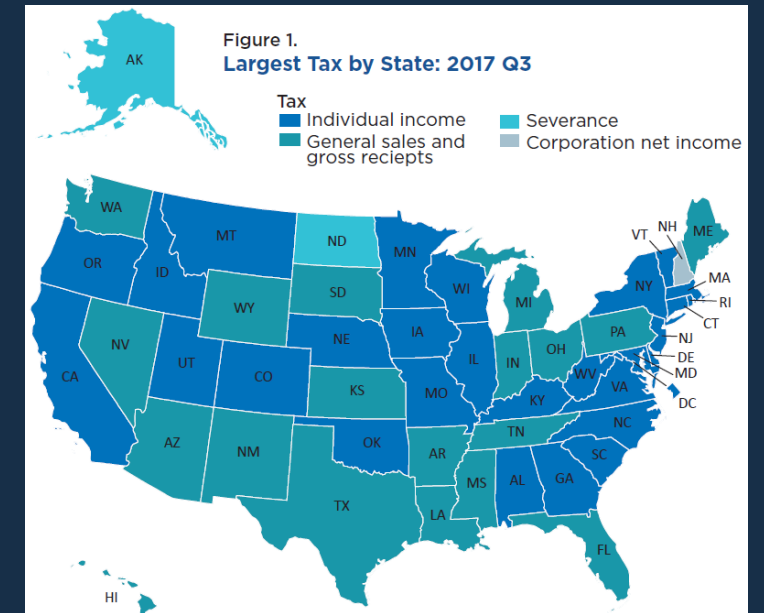
What is the Annual Business Survey?



- This program covers Employer Businesses in the U.S.
- Is published annually
 - Latest data available (as of March 2024) is for calendar year 2022
 - 2023 “First Look” data was recently released on January 25, 2024
- Includes statistics on the number of firms, employment, annual payroll, and sales, shipments, receipts, or revenue for nearly every 2- thru 4-digit NAICS code
- Data are published at the national, state, county, and place levels
 - Nation and state: full NAICS; County and place: just NAICS 00
 - ABS does not cover the 5 US territories
- Data are also shown by race, ethnicity, gender, and veteran status of the business owner and by other characteristics of the business and the owner
- Other facts about ABS:
 - See <https://www.census.gov/programs-surveys/abs.html> for more information

Public Sector (Governments)

- 5 surveys that provide economic statistics about **state and local** governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on Excel files, and other Census tools



ACS Data in Action: Opening a Business in Alabama

Census Business Builder FULLSCREEN DOWNLOAD HELP

Custom Industries: All Sectors | Establishments: All Nonemployer firms | 0 filters

Alabama

State | Metro | County | City/Town | ZIP Code | Tract

Alabama

147,385 ± n/a
Establishments

350,480 ± n/a
All Nonemployer firms

[CREATE REPORT](#)

Establishments

Geo Ranking | Time Series | Geo Comparison

State	Establishments
Alabama	~150,000
California	~1,800,000
Florida	~900,000
Texas	~800,000
New York	~650,000
Illinois	~400,000

Stats

- \$55K** Median household income
- 87%** Percent high school degree or higher
- 104K** All Employer establishments (Total)
- 69%** Home ownership rate

Legend

Establishments

- 65,351 - 80,631
- 80,632 - 122,255
- 122,256 - 206,197
- 206,198 - 368,042
- 368,043 - 877,203
- Not Available/Suppressed

All Nonemployer firms

Map Configuration

- Color Scheme: Green/B...
- Class Method: Natural ...

FDEP, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA

Powered by Esri





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Key Ratios

Contents

What will I find in this report?

My Customers

The Consumers/Residents section provides summarized demographic information for Alabama. This information provides a snapshot of the makeup of the community of potential customers in the area.

Business Summary

The Business Summary section provides summarized statistics about Custom Industries businesses in Alabama. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Business Comparison

The Business Comparison section provides tables of juxtaposed information for businesses across all sectors in Alabama. These tables provide a rapid way to compare and contrast data across industries in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Alabama.

Custom Industries is comprised of:

Total for all sectors

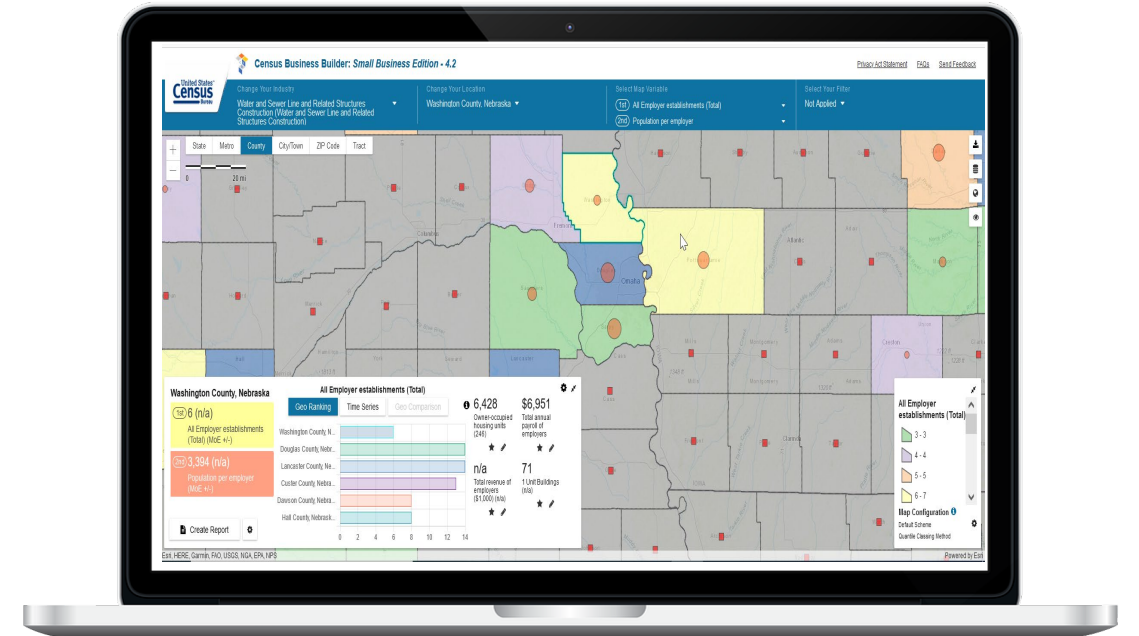
Map

Establishments and All Nonemployer firms in Alabama



Demo

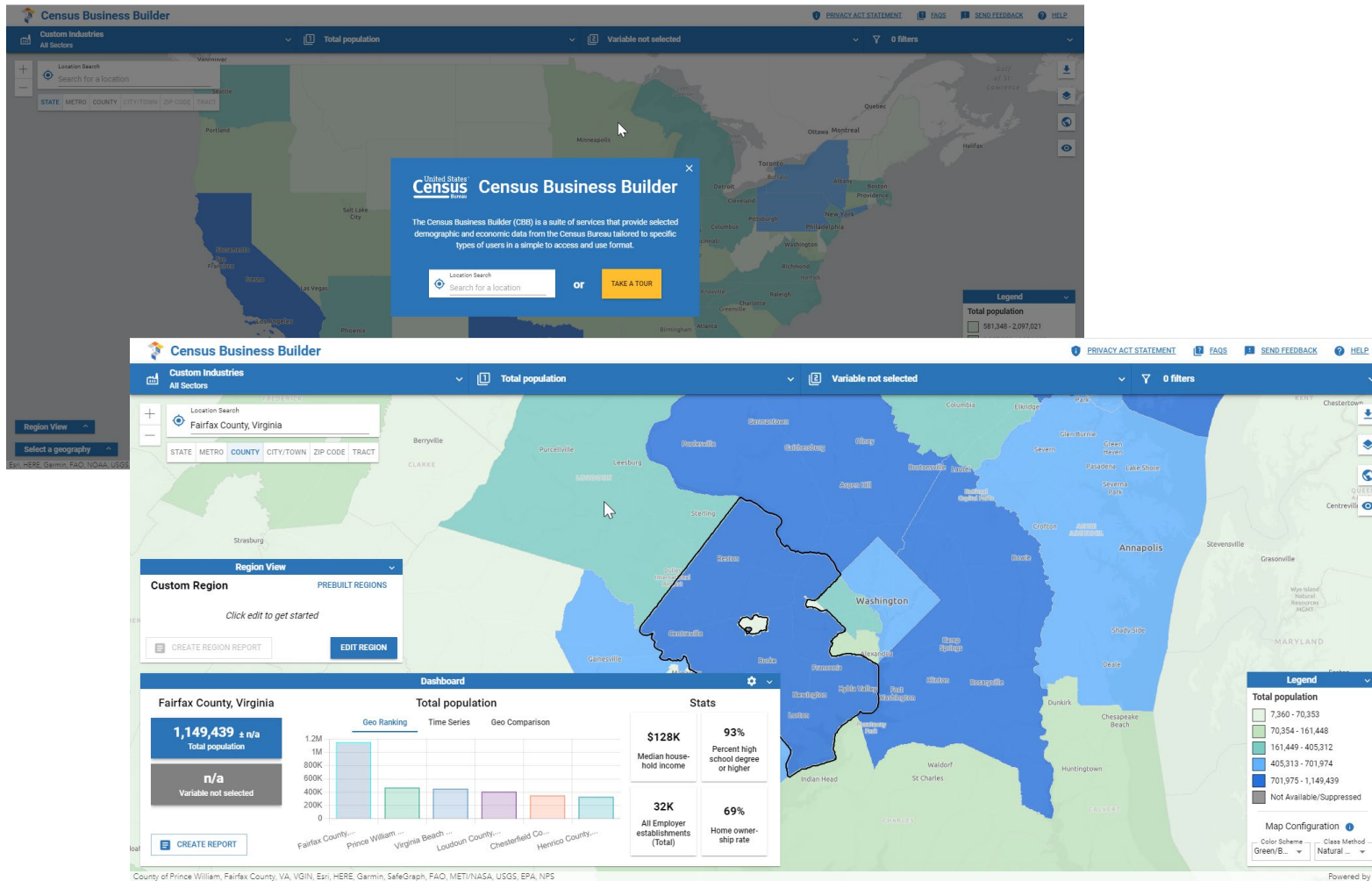
Live Demo on Obtaining Relevant Business Data



Census Business Builder 5.4

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 5.4

The screenshot displays the Census Business Builder 5.4 web application. At the top, the header includes the 'Census Business Builder' logo and navigation links for 'PRIVACY ACT STATEMENT', 'FAQS', 'SEND FEEDBACK', and 'HELP'. Below the header, a dark blue navigation bar contains 'Custom Industries' (set to 'All Sectors'), 'Total population' (with a '1' icon), 'Variable not selected' (with a '2' icon), and '0 filters'. The main area is a map of Virginia with various counties labeled, such as Floris, Wolf Trap, McLean, Tysons Corner, Vienna, Loudoun, Arlington, Washington, and others. A central blue popup window contains the following text: 'United States Census Bureau Census Business Builder. 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.' Below this text are two options: 'Location Search' with a search input field and a 'TAKE A TOUR' button. In the bottom right corner, a 'Legend' panel shows 'Total population' with three color-coded categories: 701,974 (lightest green), 6,037,624 (medium green), and 8,509,358 (darkest green), plus a 'Not Available/Suppressed' category. Below the legend is a 'Map Configuration' section with 'Color Scheme' set to 'Green/B...' and 'Class Method' set to 'Equal In...'. At the bottom of the map, a footer lists data sources: 'County of Prince William, Fairfax County, VA, VGIN, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA' and 'Powered by Esri'.

CBB 5.4 - Tour

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

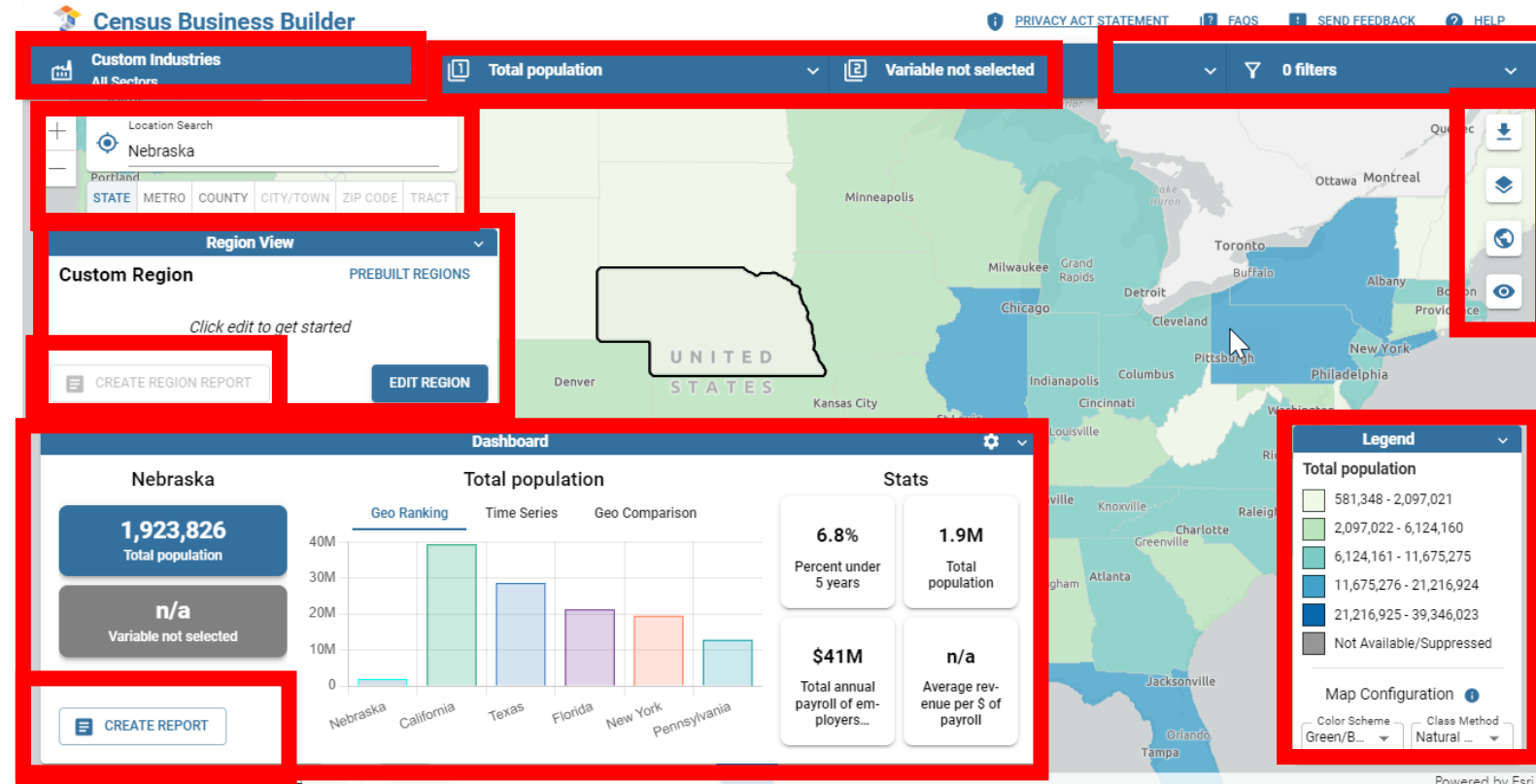
The screenshot shows the Census Business Builder web application. The main interface includes a header with navigation links (Privacy Act Statement, FAQs, Send Feedback, Help), a breadcrumb trail (Custom Industries > All Sectors), and filters for 'Total population' and 'Variable not selected'. A map of the United States is displayed with a search bar and a legend for 'Total population' showing five population ranges. Three tour windows are overlaid on the interface:

- Intro (1/42):** A window with a close button (X) containing 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 Industries:** A window with a back arrow and a close button (X). It has two tabs: "INDUSTRY LIST" (selected) and "INDUSTRY TREE". Under "Industry Categories", "Construction" is selected. Under "Industries", a list of sub-categories is shown with checkmark icons: Drywall, Electrical, Flooring, Foundations, Home Construction, Nonresidential, Painting and Wall Paper, Plumbing, and Tile.
- Select an Industry (9/42):** A window with a close button (X) containing the text: "You can choose an industry from either a list or tree view." and "BACK" and "NEXT" buttons.

CBB 5.4 – Key Features

Map page

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



CBB 5.4 – Reports

Reports

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

Business Summary

Industry Cluster Name:
Custom Industries

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2015 thru 2019 County Business Patterns, 2012 and 2017 Economic Census, and the 2017 Census of Agriculture. (These variables are related to the Industry selected.)

Variable	Estimate	
All Employer establishments (Total)	54,791	📈
Average employment per employer	16	📈
Average payroll per employee	\$47,566	📈
Population per employer	35	📈
Total employment of employers	866,139	📈
Total annual payroll of employers (\$1,000)	\$41,198,526	📈
Number of farm operations (Ag only)	28,762	📈
Total contract and hired labor expense (Ag only)	\$90,743,000	📈
Total operating expense (Ag only)	\$7,928,359,000	📈

Selected Industries:
Total for all sectors

All Employer establishments (Total)

Business Comparison

Businesses Totals

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2019 County Business Patterns, 2018 Nonemployer Statistics program, and the 2017 Economic Census. (These variables are related to the Industry selected.)

Industry	All Employer establishments (Total)	All Nonemployer firms	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)	Revenue of nonemployer firms (\$1,000)	Number of farm operations (Ag only)	Total contract and hired labor expense (Ag only)	Total operating expense (Ag only)
All Sectors	54,791	140,567	866,139	\$41,198,526	n/a	\$6,531,663	n/a	n/a	n/a
Accommodation and Food Services	4,536	2,072	78,076	\$1,143,833	\$3,257,818	\$77,764	n/a	n/a	n/a
Administrative and Support and Waste Management and Remediation Services	2,822	11,785	73,236	\$2,948,837	\$4,864,100	\$238,926	n/a	n/a	n/a
Arts, Entertainment, and Recreation	1,455	n/a	n/a	n/a	n/a	\$157,350	n/a	n/a	n/a
Construction	240,269	n/a	n/a	\$891,277	\$129,318	n/a	n/a	n/a	n/a
Finance and Insurance	2,988,136	n/a	n/a	\$12,497,262	\$986,691	n/a	n/a	n/a	n/a
Health care and social assistance	574,686	n/a	n/a	\$146,701	\$45,674	n/a	n/a	n/a	n/a
Information	5,719,422	n/a	n/a	\$387,179	n/a	n/a	n/a	n/a	n/a

Consumers/Residents

Demographic Characteristics

Includes information on total population and population by age, race, and ethnicity from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

Variable	Estimate	
Total population	1,923,826	📈
Percent male	49.9%	📈
Percent female	50.1%	📈
Percent under 5 years	6.8%	📈
Percent under 18 years	24.7%	📈
Percent 18 years and over	75.3%	📈
Percent 21 years and over	71.1%	📈
Percent working age (25 to 64 years)	49.8%	📈
Percent 65 years and over	15.7%	📈
Median age	36.6	📈
Percent White	85.31%	📈
Percent Black or African American	4.78%	📈
Percent American Indian and Alaska Native	0.88%	📈
Percent Asian	2.84%	📈

Total population

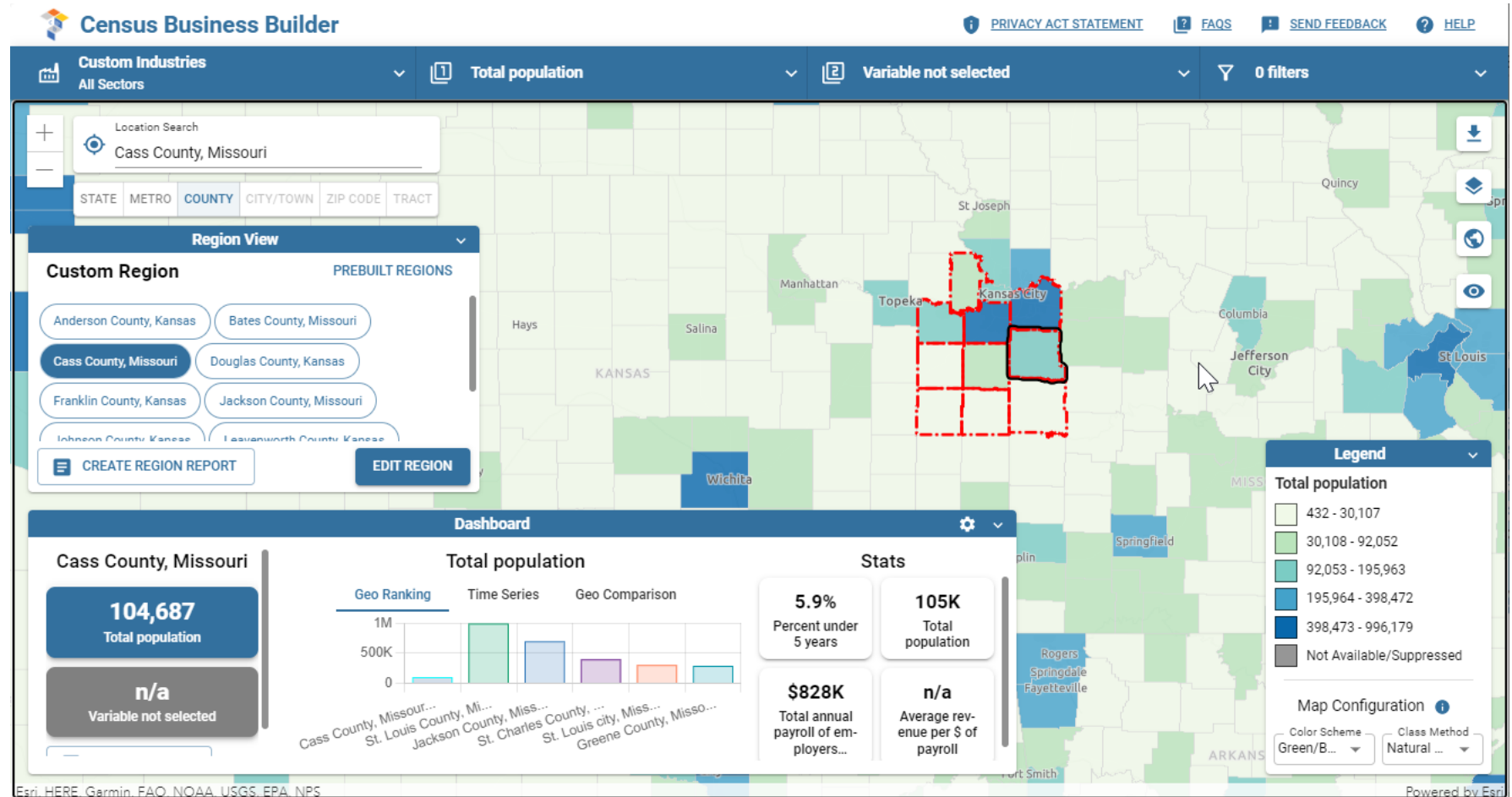
Total population

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

CBB 5.4 - 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 Survey of Business Owners
- 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

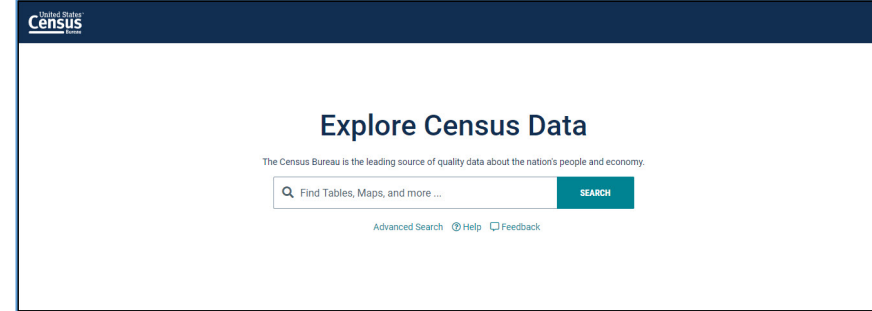
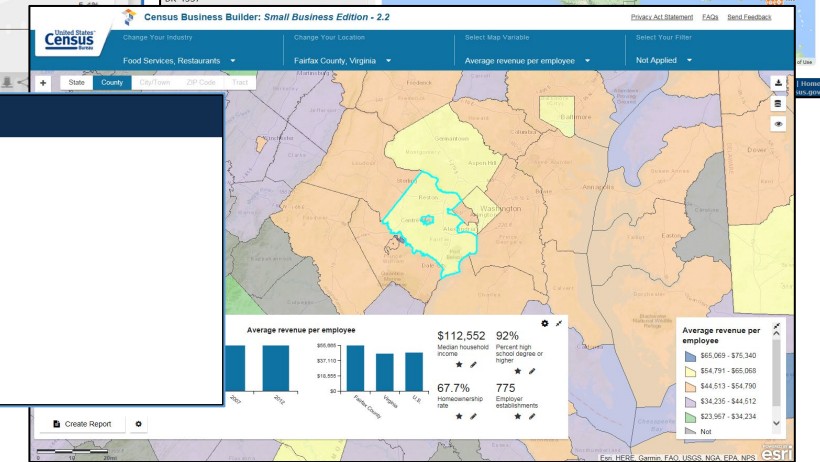
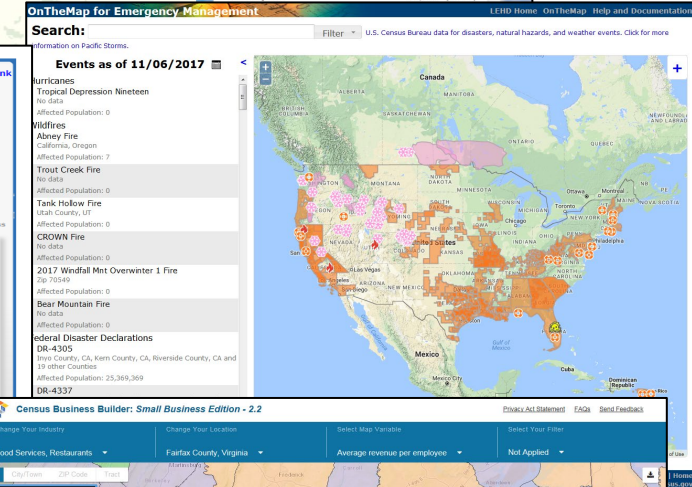
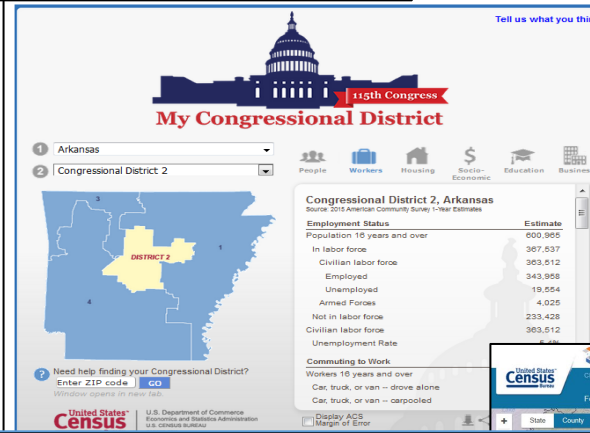
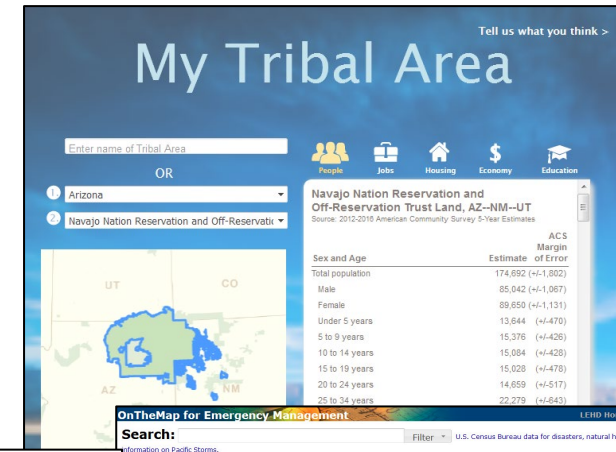
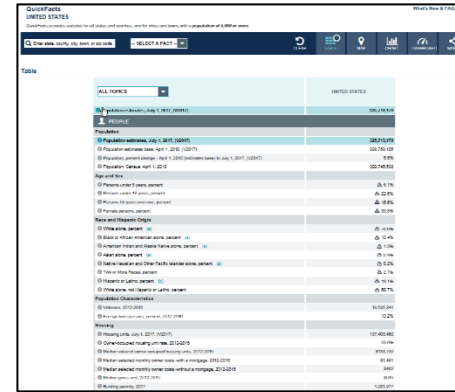
Go to:

cbb.census.gov ; or scan QR code →



Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- COVID-19 Data Hub
- data.census.gov



DEMO of My Community Explorer (MCE)

Go to:

<https://experience.arcgis.com/experience/13a111e06ad242fba0fb62f25199c7dd/> ;

Or scan QR Code →



Get in Touch with Us

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