

Puget Sound Regional Council Census Workshop

An Update on the
2017 Economic Census,
New Census Programs,
and Key Data Tools

May 20th, 2020 Webinars



Resources: Need Assistance?

U.S. Census Bureau

Data Dissemination Specialist/Statistics in Schools Liaison

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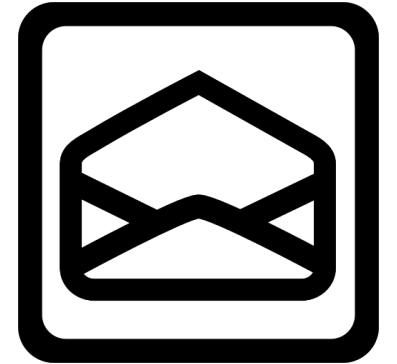
For general questions: census.askdata@census.gov

Census Academy: census.gov/academy

Data Gems

Webinar Series

Data Courses





Mr. Hait is an Economist and serves as the Data Product and Data User Liaison in the Economic Management Division at the U.S. Census Bureau. With over 30 years of service at the Bureau, Andy advises on Economic data products and conducts data user training and outreach for the Economic Census and the Census Bureau's other monthly, quarterly, and annual economic survey programs.

He also is the lead designer and coordinates development of *Census Business Builder*, an innovative data tool that presents selected demographic, business, and other data in a user-friendly, map-based interface.

Mr. Hait holds a bachelor's degree in Economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.



Lynda Lee is a statistician at the U.S. Census Bureau serving in the Data User Outreach & Education program for the Governments and Trade Management Division. She is experienced with many economic programs to include both private and public sectors of the economy. Her current capacity as a liaison between stakeholders and subject matter experts includes managing economic program data requests and assisting data users from novice to expert levels with finding and using appropriate statistics and tools.

She coordinates the efforts of staff in producing webinars and social media releases of economic data for multiple platforms. Her experience in quarterly and annual programs is instrumental to her collaboration with different external stakeholders to conduct training on the Bureau's economic programs.

Lynda holds a bachelor's degree in Economics, a master's degree in Sociology from the University of Maryland, and a Certificate in Project Management and Citation in Business Analysis from George Washington University.



Earlene Dowell is a Program Analyst for the Data Users Trade and Outreach Branch at the U.S. Census Bureau. Dowell has been promoting and training people on LEHD products for over 10 years. LEHD makes available several online applications for dissemination and visualization to the public through Quarterly Workforce Indicators (QWI), LEHD Origin-Destination Employment Statistics (LODES) and Job-to-Job (J2J) data sets. These applications include OnTheMap, OnTheMap for Emergency Management, LED Extraction Tool, QWI Explorer, and Job-to-Job Flows Explorer.

Prior to joining the LEHD Program, Dowell played a key role during the 2010 Census in the Public Information Office and taught communication courses at the College of Southern Maryland.

Dowell received her master's degree in communication and a bachelor's degree in public relations from Hawaii Pacific University.

Census Has Business Data?

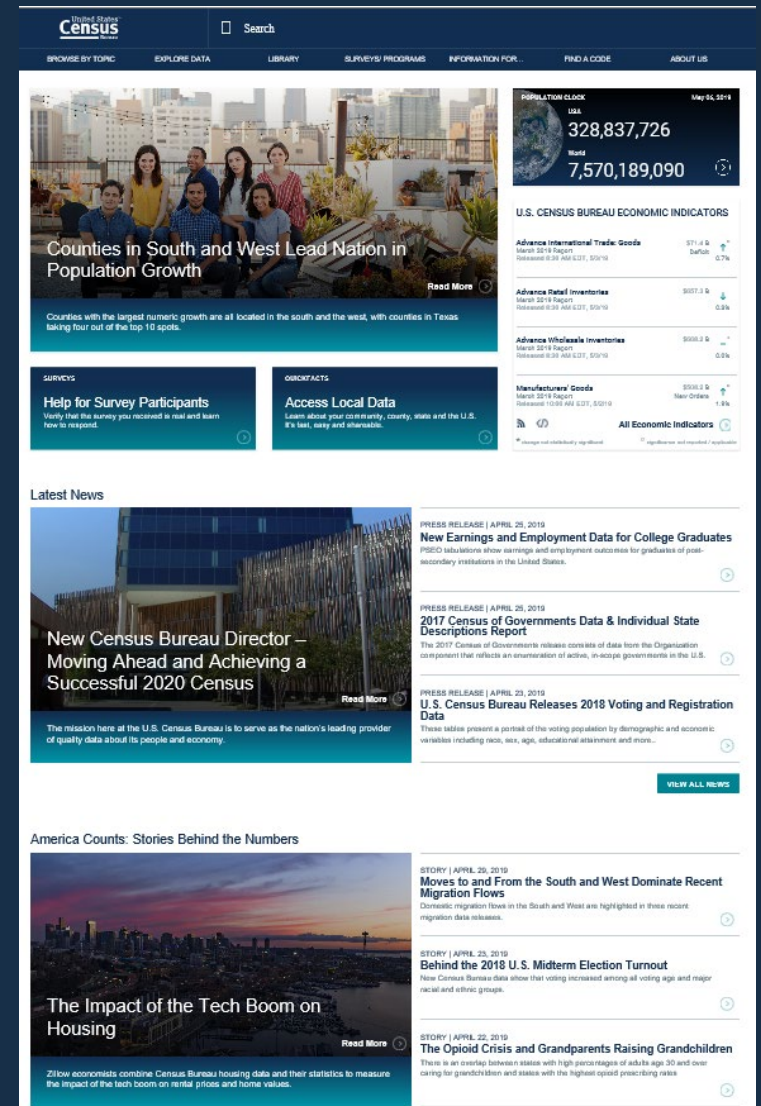
An Update on the *2017 Economic Census* Data Released for WA

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

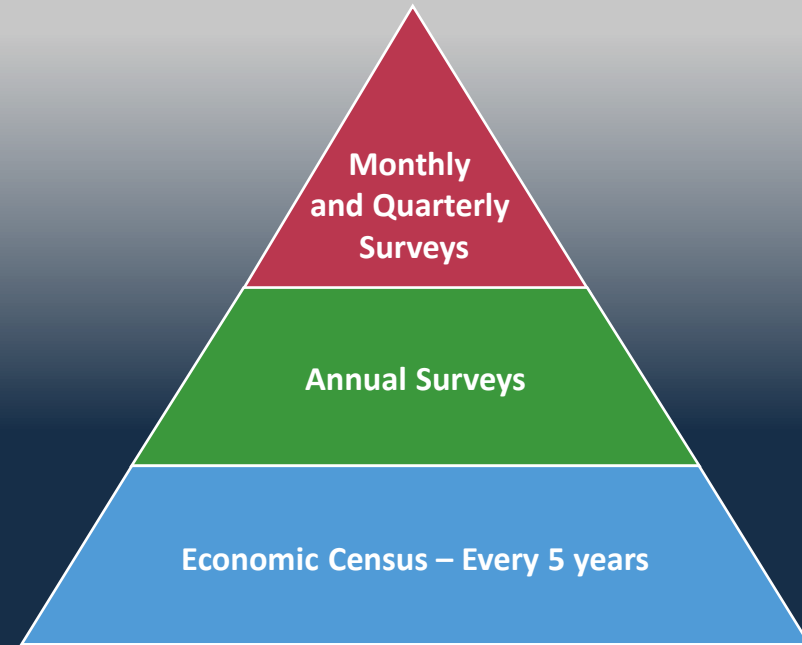


About the Census Bureau

- 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

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*



**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

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FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at census.gov/EconomicCensus



2017 Economic Census

See How It All Adds Up



U.S. Department of Commerce
Economics and Statistics Administration
www.census.gov

Source: www.census.gov/EconomicCensus

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	
	Mining: Detailed Statistics for the U.S.	
Miscellaneous Statistics	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

2017 Economic Census GAS Release Resources

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

News
Updates
Blog Posts
[Back to Economic Census News & Updates](#)

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.

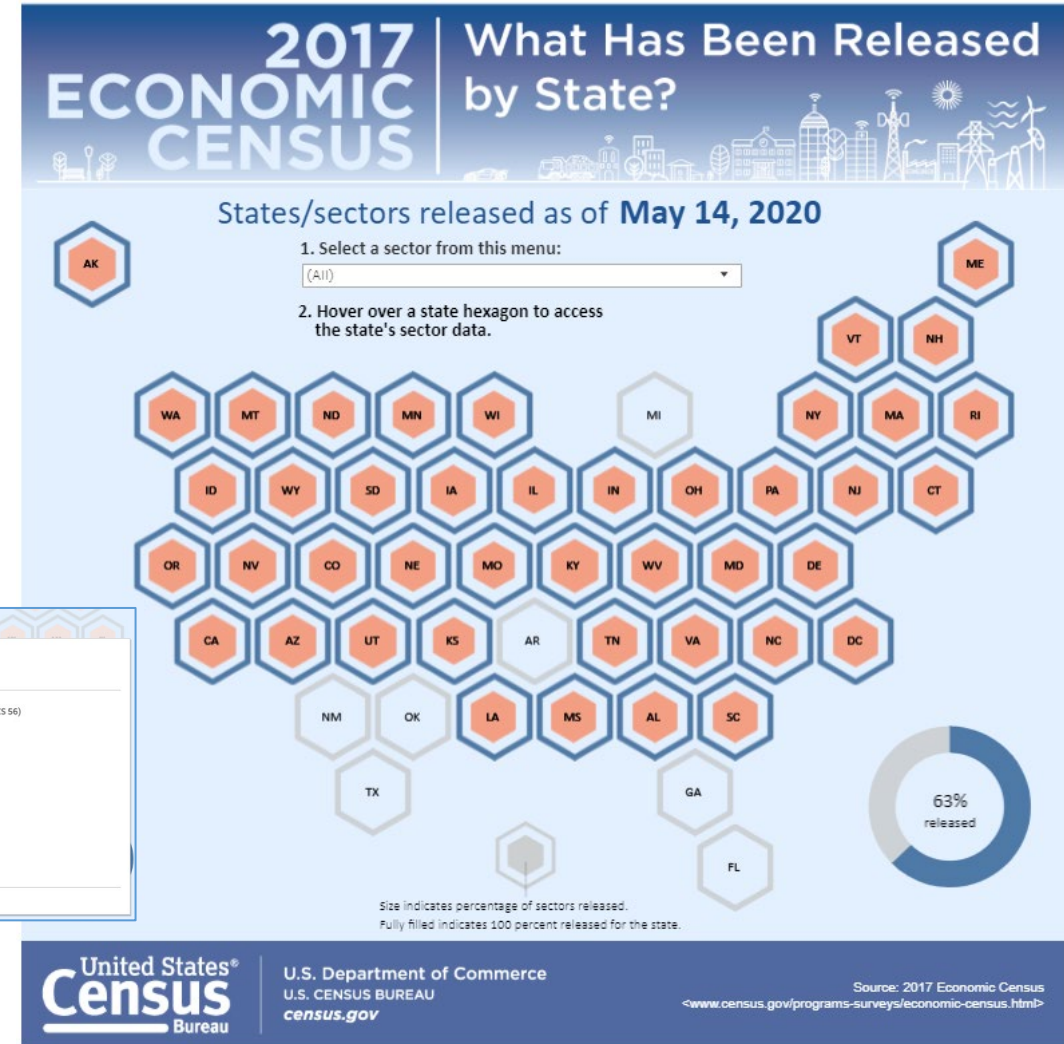
[What's Been Released](#) [<1.0 MB]

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.

[Upcoming Releases](#) [<1.0 MB]

WA data releases started 1/23rd



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 Washington

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

- No metro changes
- 277 economic place changes
 - 156 Places with Area Gain
 - 112 Places with Area Loss
 - 0 Places with a name change
 - 9 New Places
 - 7 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Washington

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
033	King County	63545	Shadow Lake CDP
035	Kitsap County	48225	Navy Yard City CDP
037	Kittitas County	12945	Cle Elum city
047	Okanogan County	07835	Brewster city
061	Snohomish County	02620	Arlington Heights CDP
		10600	Cathcart CDP
		24425	Fobes Hill CDP
073	Whatcom County	22745	Everson city
		26420	Geneva CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
021	Franklin County	77612	West Pasco CDP
031	Jefferson County	55645	Port Ludlow CDP
		19420	Eastgate CDP
033	King County	33380	Inglewood-Finn Hill CDP
		35835	Kingsgate CDP
		36101	Klahanie CDP
053	Pierce County	65810	South Creek 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)

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 <i>crude petroleum extraction</i>	211120	Crude Petroleum Extraction
	<i>natural gas extraction</i>	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		
333913	Measuring and Dispensing Pump Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing	335220	Major Household Appliance 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 <i>insignificant perishable grocery sales</i>	452210	Department Stores
	<i>significant perishable grocery sales</i>		
452910	Warehouse Clubs and Supercenters	452311	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping		
454112	Electronic Auctions	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses		

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

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	Research and Development in Nanotechnology
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	541714	Research and Development in Biotechnology (except Nanobiotechnology)
		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

Where to Access the 2017 Economic Census Data

Census Business Builder 3.1

The screenshot shows the top navigation bar of the Census Bureau website with categories like TOPICS, GEOGRAPHY, LIBRARY, DATA, SURVEYS/PROGRAMS, NEWSROOM, and ABOUT US. Below this is the 'QuickFacts UNITED STATES' section, which includes a search bar for state, county, city, town, or zip code, and a 'Select a fact' dropdown menu. A table below shows data for the United States, including population estimates for July 1, 2017, at 325,719,178.

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,178
PEOPLE	

The screenshot shows the 'Census Business Builder: Small Business Edition - 2.6' interface. It is titled 'Determine the Best Location for Your Business' and has two main steps: 1. 'What type of business do you want to research?' with icons for Construction, Food Services, Healthcare, Personal Services, Prof & Bus Services, and Retail. 2. 'Where are you considering locating the business?' with a search bar for 'My Location' and a 'Go To Map' button. A 'Create Report' button is also visible at the bottom.

[Data.census.gov](https://data.census.gov)

The screenshot shows the 'Explore Census Data' homepage. It features the Census Bureau logo, a search bar with the text 'I'm looking for ...', and an 'Advanced Search' link. Below the search bar is a 'Send Feedback' button with the email address 'cedsci.feedback@census.gov'. The background includes an illustration of a computer monitor, a laptop, and a smartphone displaying data visualizations.



2017 Economic Census Fun Facts

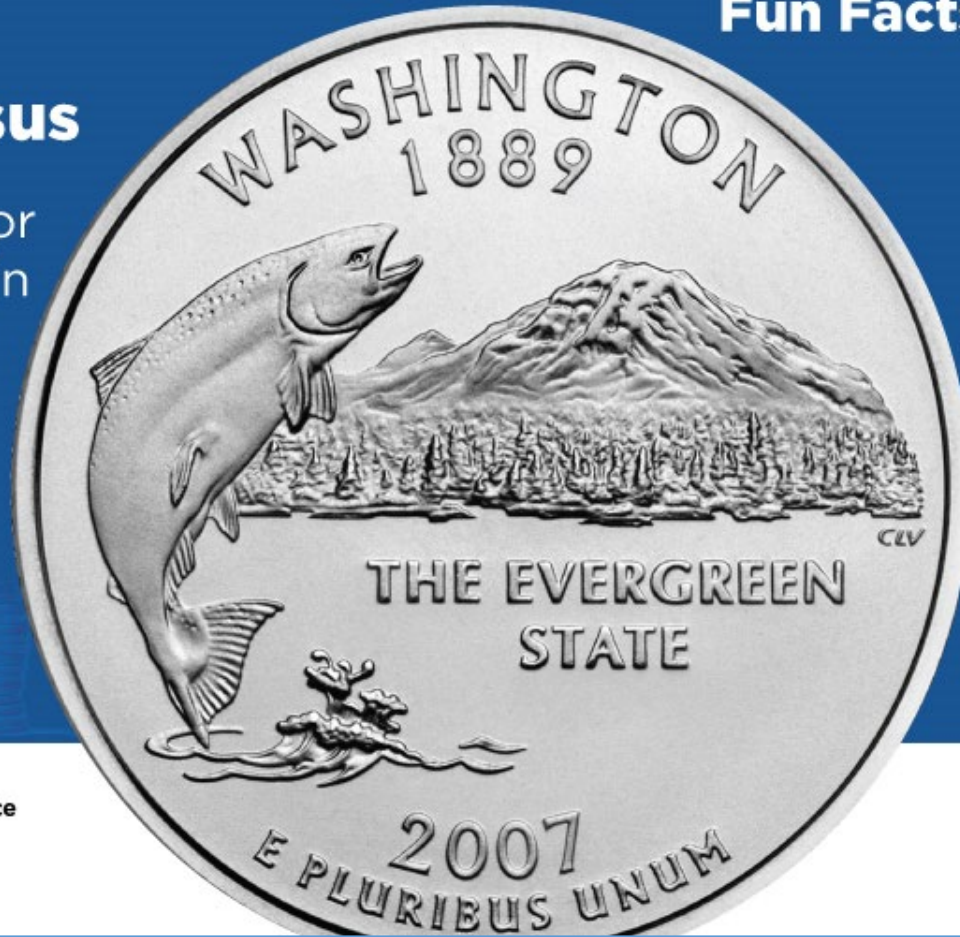
Fun Facts

Data just released from the

2017 Economic Census

The 3,864 Information sector (NAICS 51) establishments in Washington state reported average annual payroll per employee of \$161,569 in 2017.

www.census.gov/economiccensus



<https://www.census.gov/library/stories/2020/02/economic-census-measuring-a-changing-america.html>

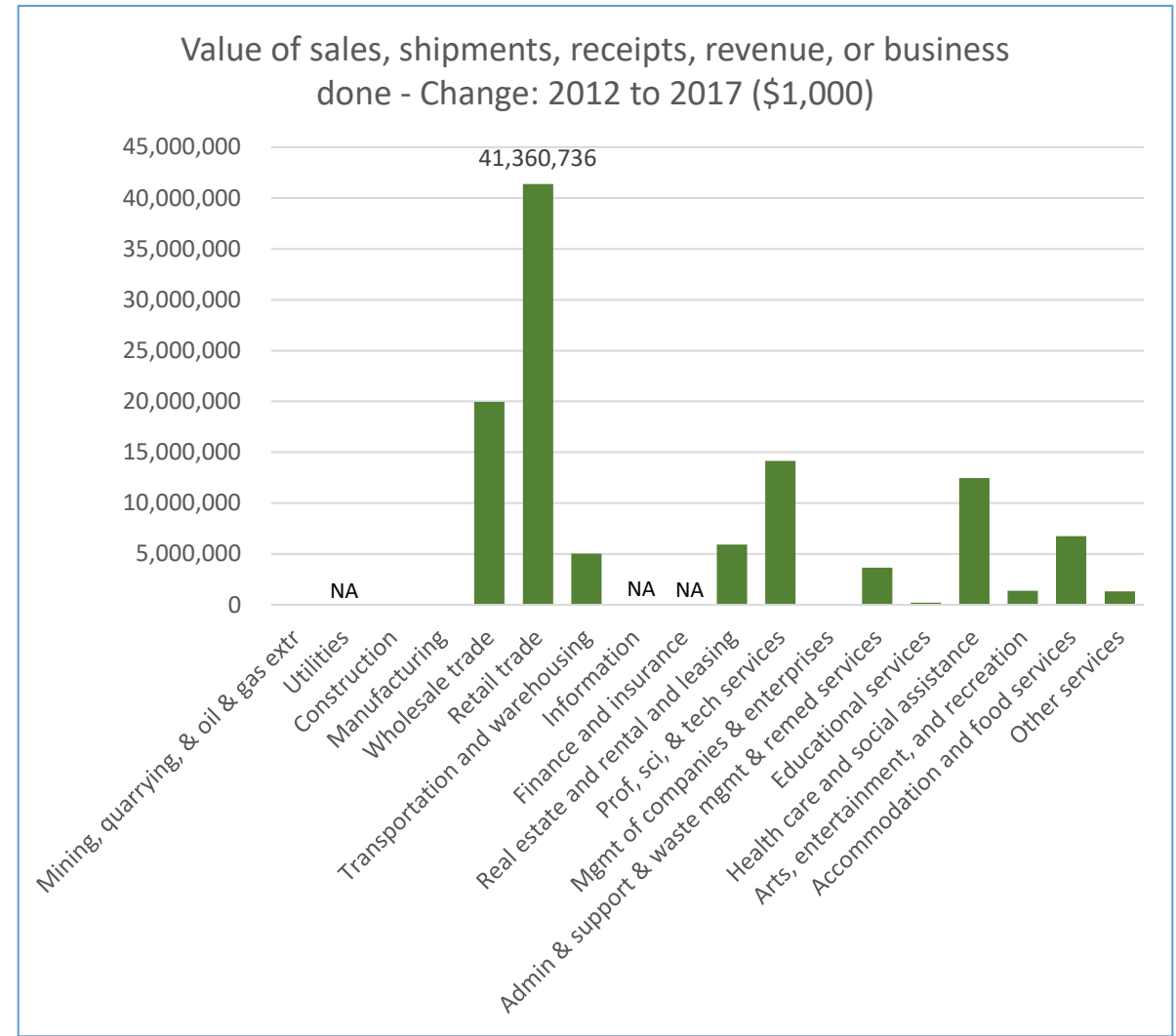
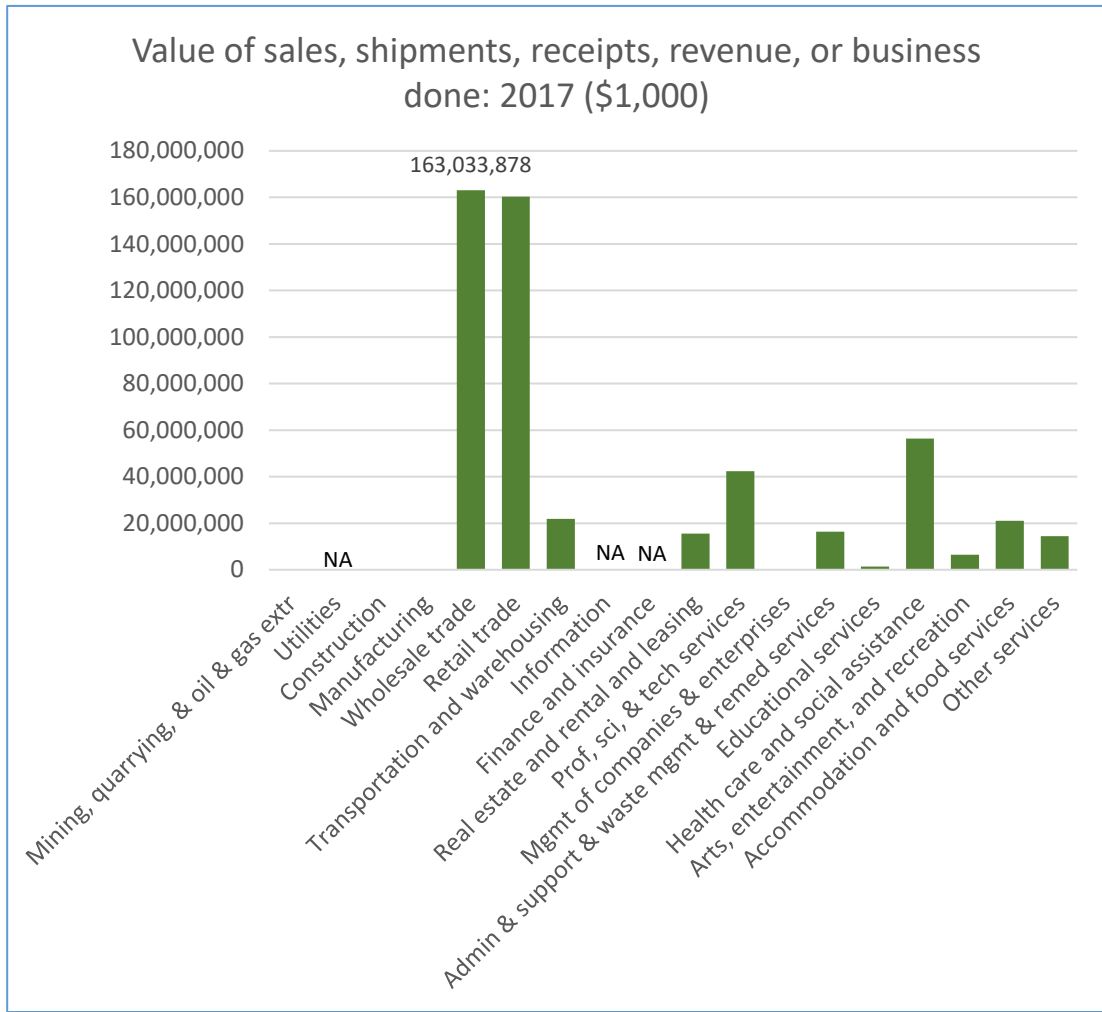
<https://www.census.gov/programs-surveys/economic-census/library/visualizations.html>

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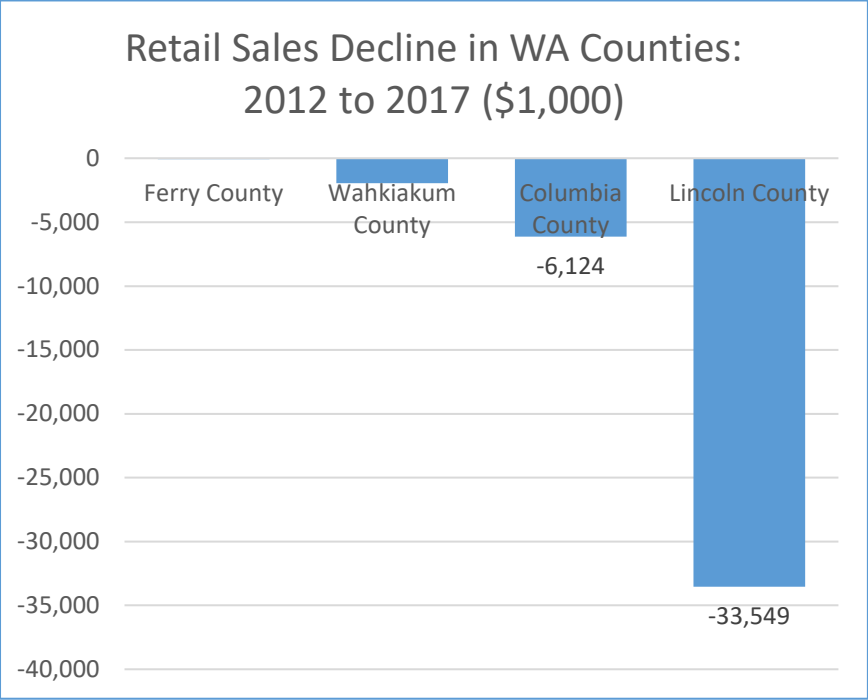
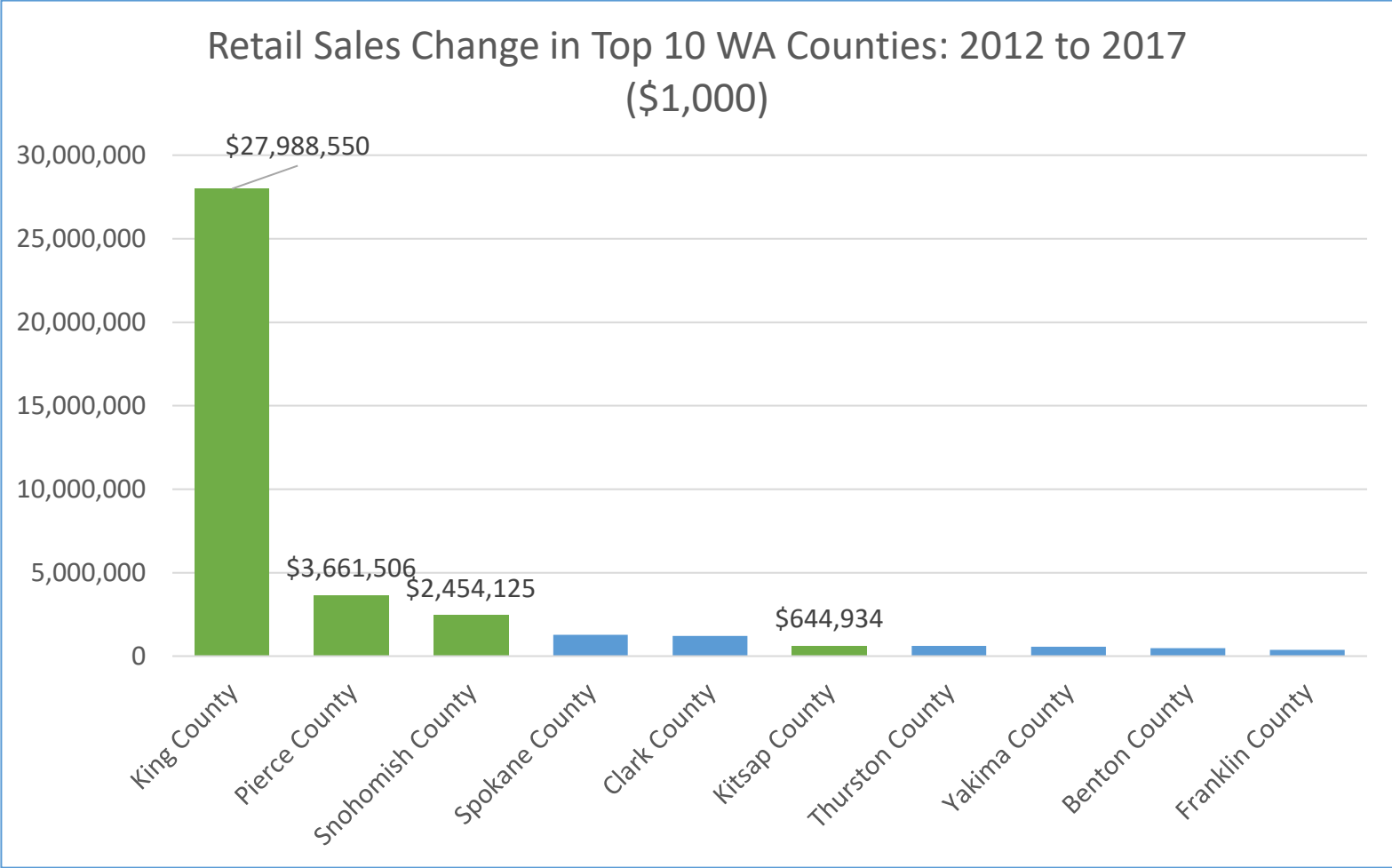
Selected Findings for Washington



Selected Findings for Washington



Selected Findings for Washington



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

Summary / Subject Series		November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments		November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments		
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms		
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms		
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms		
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms		
Economy Wide 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		
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		
Zip Code Statistics		December 2021

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.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 changes** constantly... make sure data are comparable
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>
- The 2017 EC provides data on the new **2017 NAICS** basis
 - Learn more at <https://www.census.gov/eos/www/naics/>
- The data are now being released on **data.census.gov**
- More data is coming...

Q & A and Thank You!

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