New Business Programs & Data Resources

Today's Workshop Features…

New Programs:

- Business Formation Statistics
- Pulse Survey
- Annual Business Survey

New Resources:

- Covid-19 Data Hub
- data.census.gov

United States® Census Bureau

Quick Access to Your Data:

Business Formation Statistics –
https://www.census.gov/econ/bfs/index.html

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

Annual Business Survey –
https://www.census.gov/programs-surveys/abs.html

Covid-19 Data Hub–
https://covid19.census.gov/

Data Search –
https://data.census.gov/cedsci/

Business Formation Statistics

- New public-use data product
- Joint collaboration with
  - Board of Governors of the Federal Reserve System
  - Federal Reserve Bank of Atlanta
  - University of Maryland
  - University of Notre Dame
- Available data
  - National, State, Regional level
  - Quarterly
  - Weekly

Additional resources:

"Early-Stage Business Formation: An Analysis of Applications for Employer Identification Numbers"

By: Bayard, Dinlersoz, Dunne, Haltiwanger, Miranda, Stevens (2018)

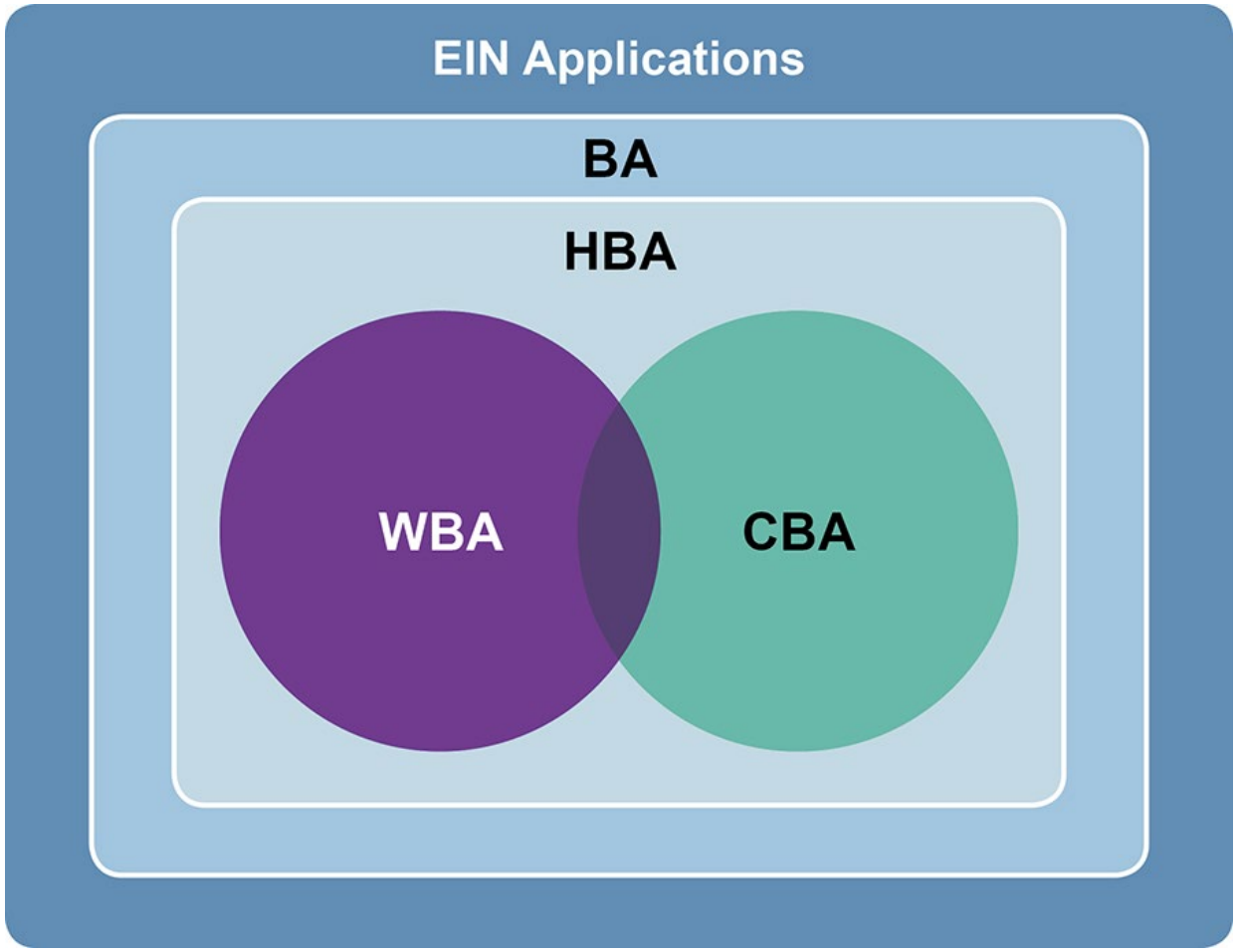
https://www.census.gov/library/working-papers/2018/adrm/bfs_FEB2018.html

FRED mobile app –

https://fred.stlouisfed.org/fred-mobile/index.php?utm_source=census&utm_medium=website&utm_campaign=mobile_app

United States® Census Bureau

Business Application Series



United States® Census Bureau

Business Application Series

- Business Applications (BA): Removes all applications that are:
  - Trusts, estates, tax-liens
  - Certain agricultural, financial, and private household filings (volatile and low transition)
  - Public entities (e.g. state and local governments)
  - Missing state information and outside of 50 state or DC
  - Concentrated filing spikes (financial filings that correspond to 25 or more applications in the same weekly application cycle, same zip code, same 6-digit industry code)
- High-Propensity Business Applications (HBA): Applications with relatively high transition rates to employer businesses
  - From corporate entities
  - Indicate hiring employees, purchasing a business or changing organizational type
  - Provide a date for first-wages paid/planned
  - In manufacturing, retail, health care and restaurants/food service
- Business Applications with Planned Wages (WBA)
- Business Applications from Corporations (CBA)

United States® Census Bureau

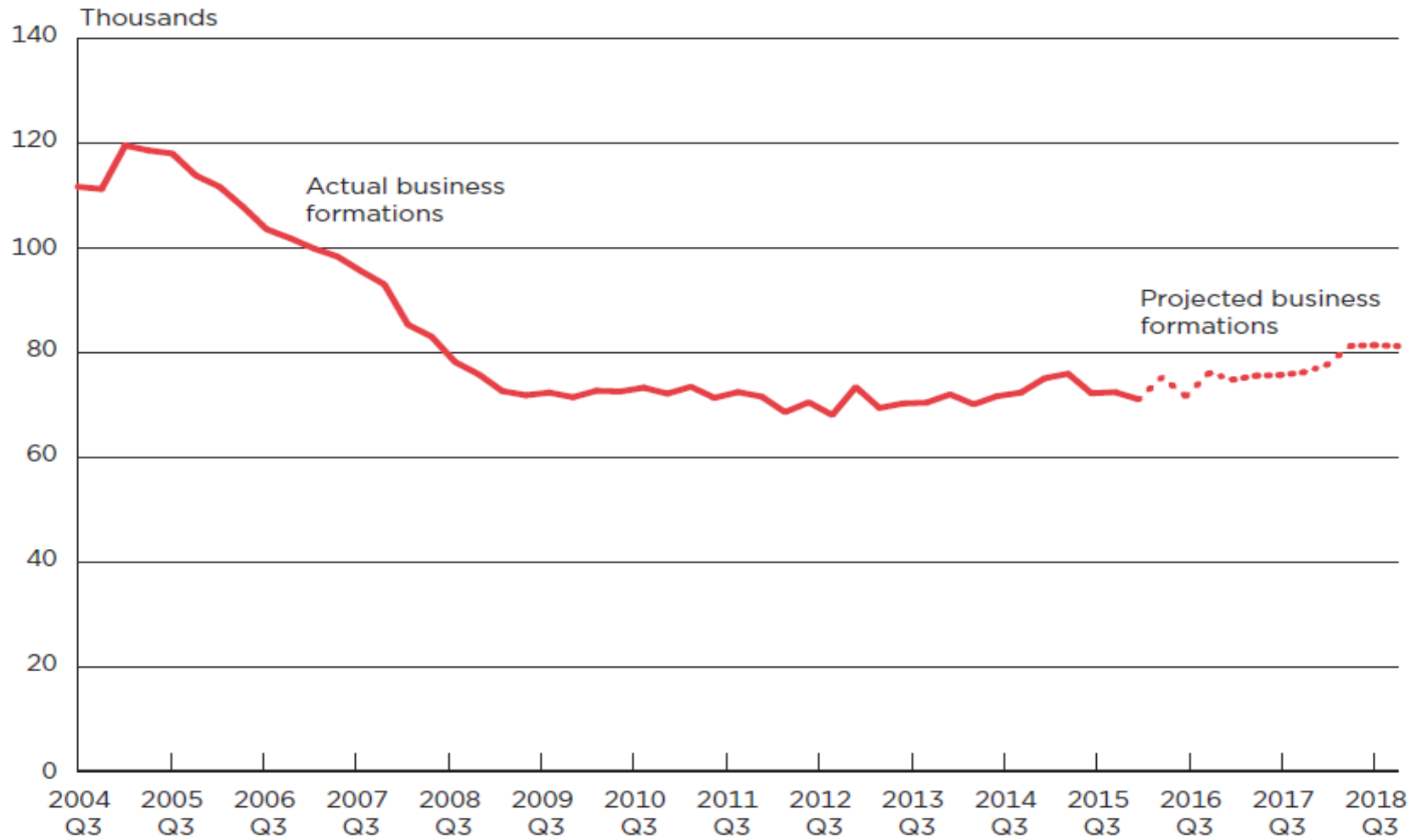
Business Formation Series

- Business Formations within 4 Quarters
- Projected Business Formations within 4 Quarters
- Spliced Business Formations within 4 Quarters
- Average Duration (in Quarters) from Business Application to Formation within 4 Quarters

To read more about the Business Formation Series, visit -
https://www.census.gov/econ/bfs/methodology.html

United States® Census Bureau

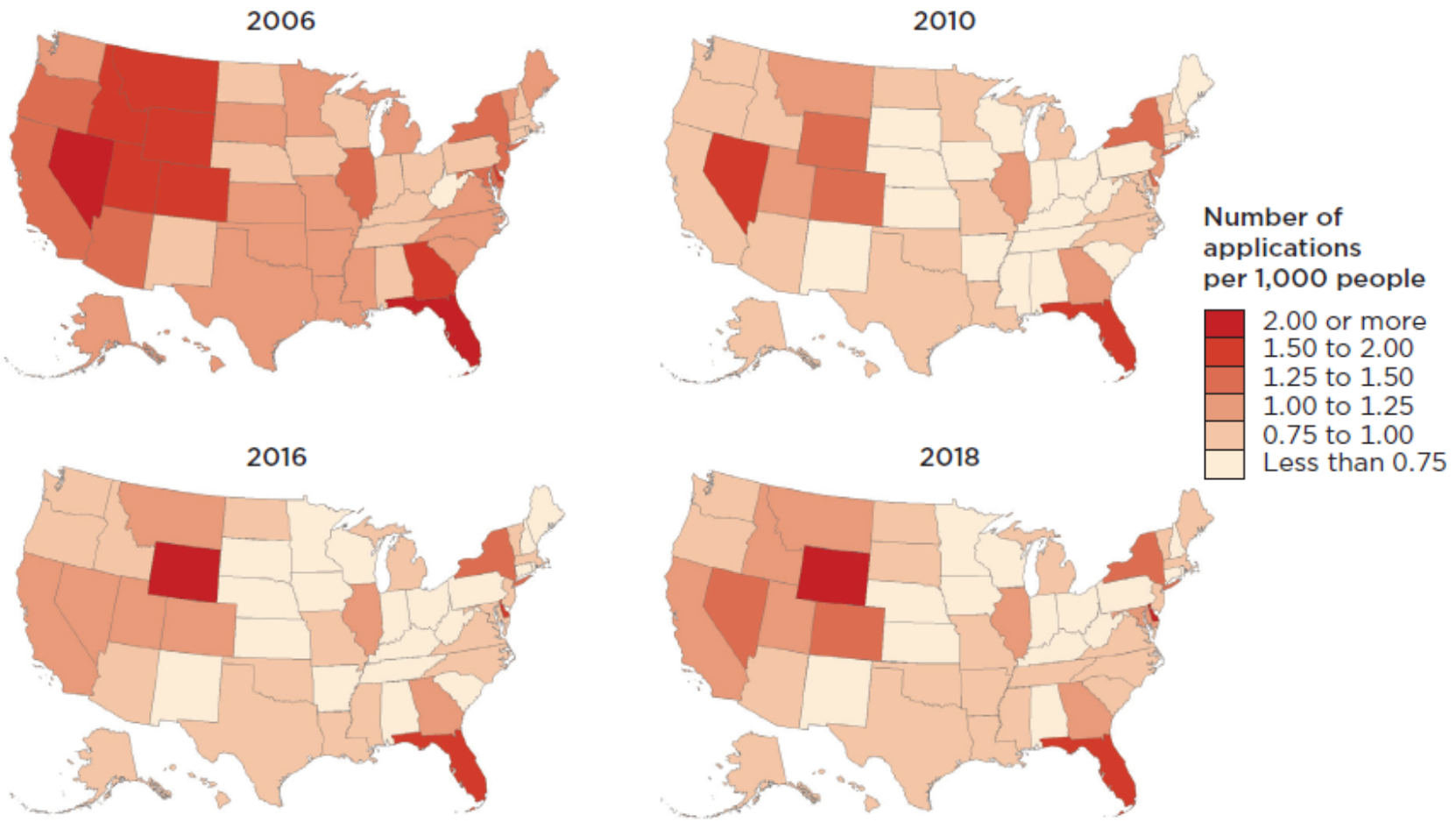
Actual and Projected Business Formations (Within Four Quarters), Seasonally Adjusted



Source: U.S. Census Bureau, Business Formation Statistics.

United States® Census Bureau

High-Propensity Business Applications Per 1,000 People

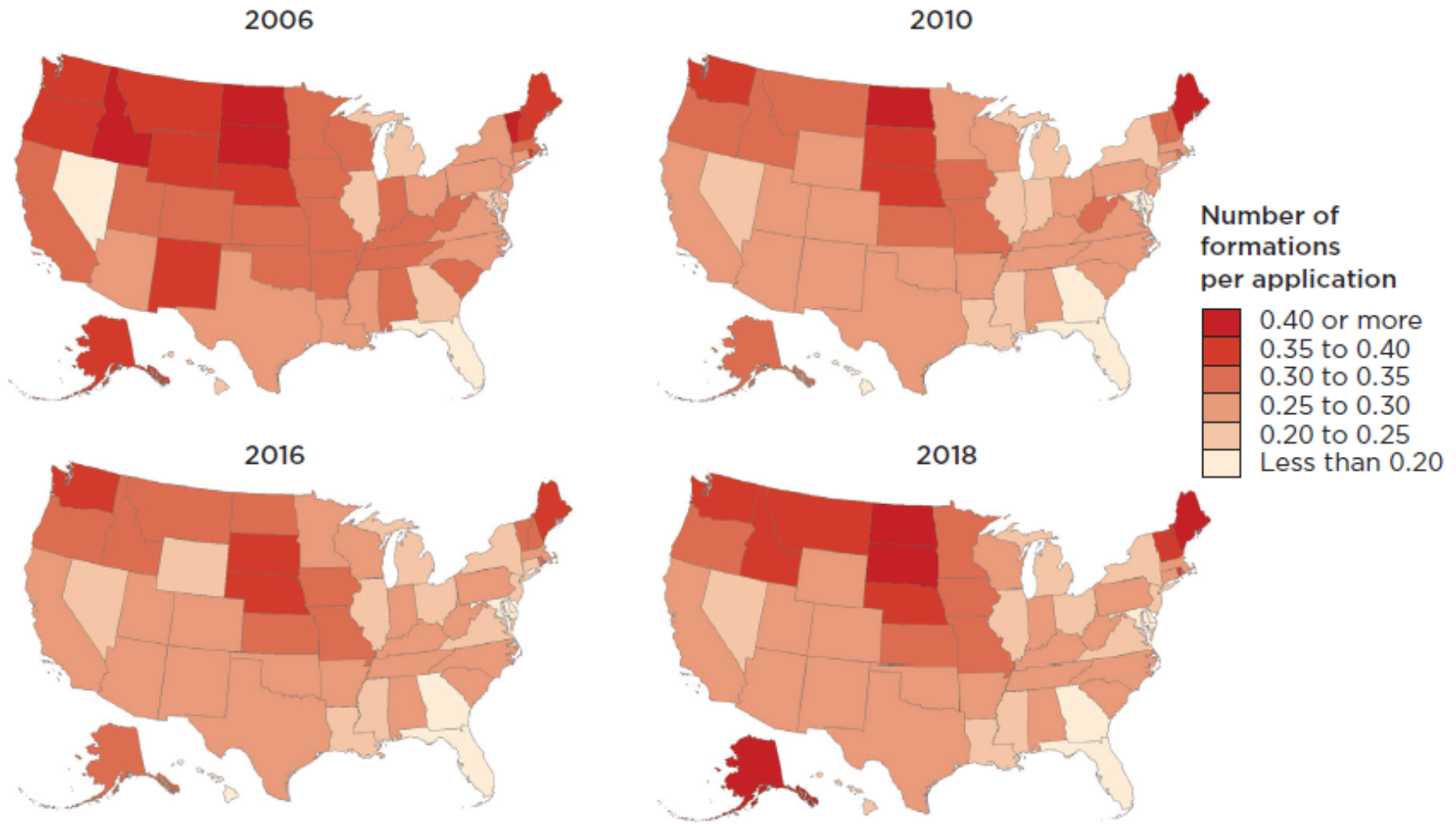


Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. Population estimates are as of July 1.

Source: U.S. Census Bureau, Business Formation Statistics.

United States® Census Bureau

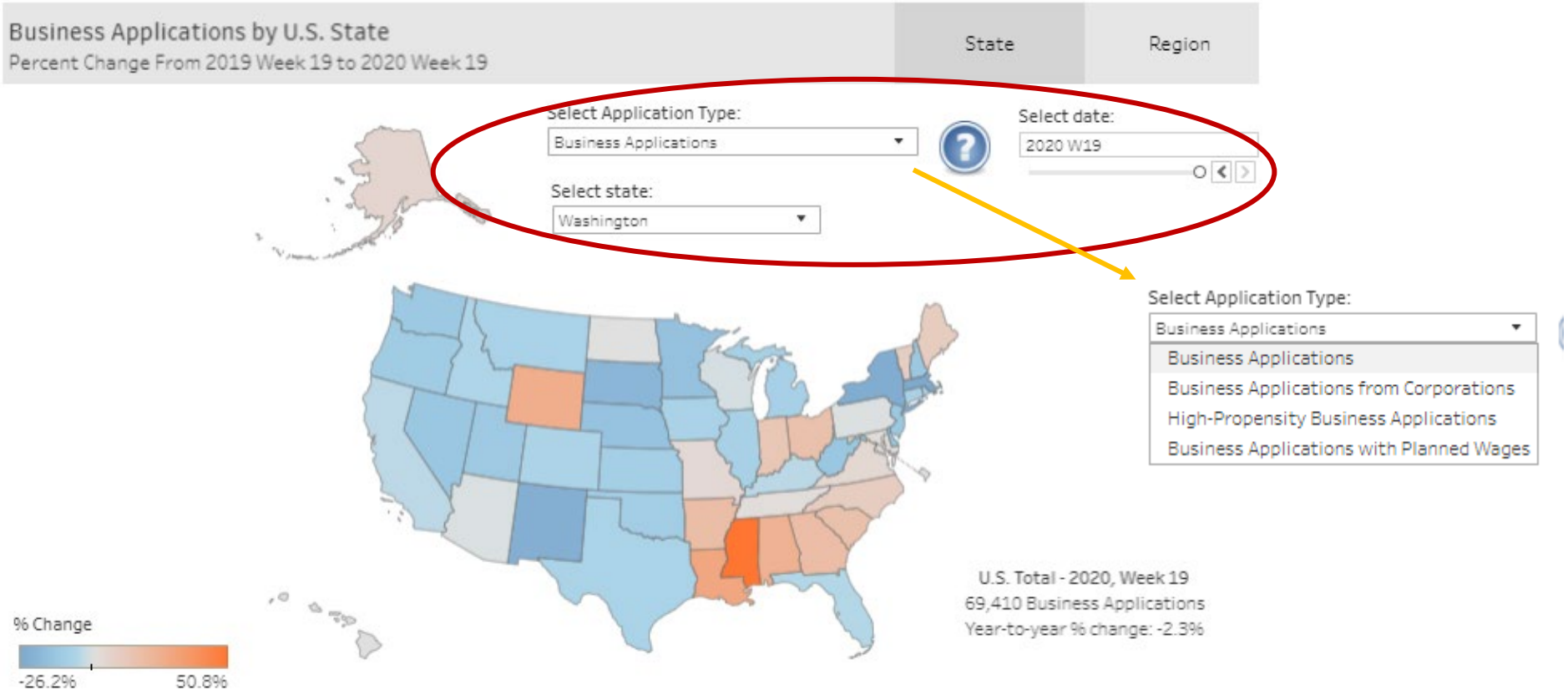
Business Formations (Within Four Quarters) Per High-Propensity Business Application

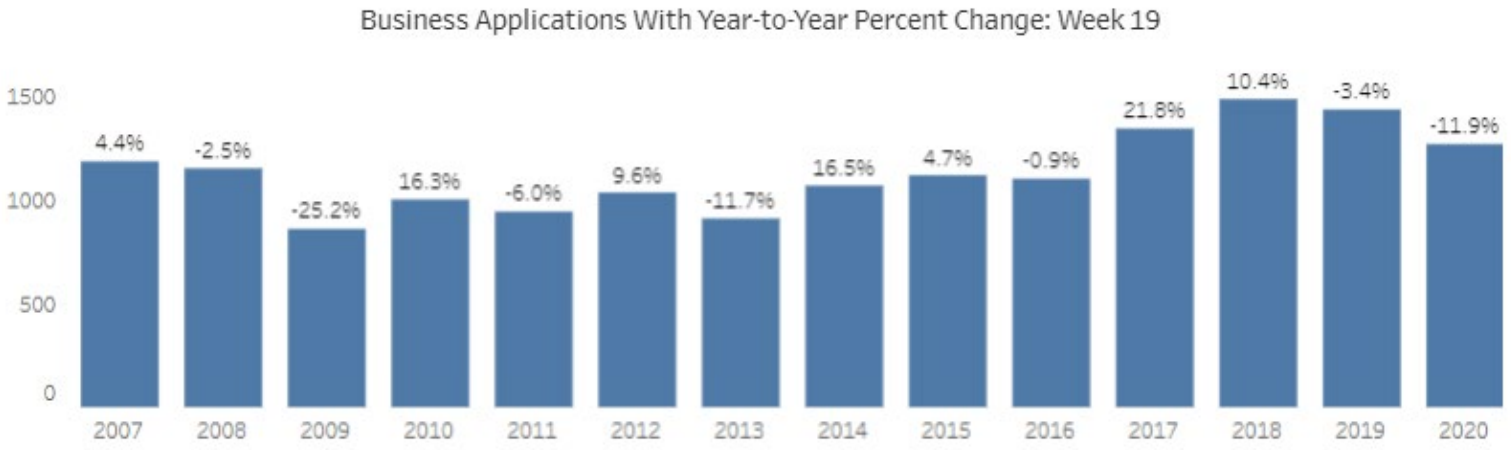


Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. The 2016 and 2018 maps contain projected formations.

Source: U.S. Census Bureau, Business Formation Statistics.

United States® Census Bureau





Note: Week 53 figures are excluded from visualization.
K=thousands

Accessing the BFS

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

United States® Census Bureau

BFS – 'Data' tab (https://www.census.gov/econ/bfs/index.html)

- Time Series Data
- Geographic Visualizations
- Interactive Graphs
- Past Releases

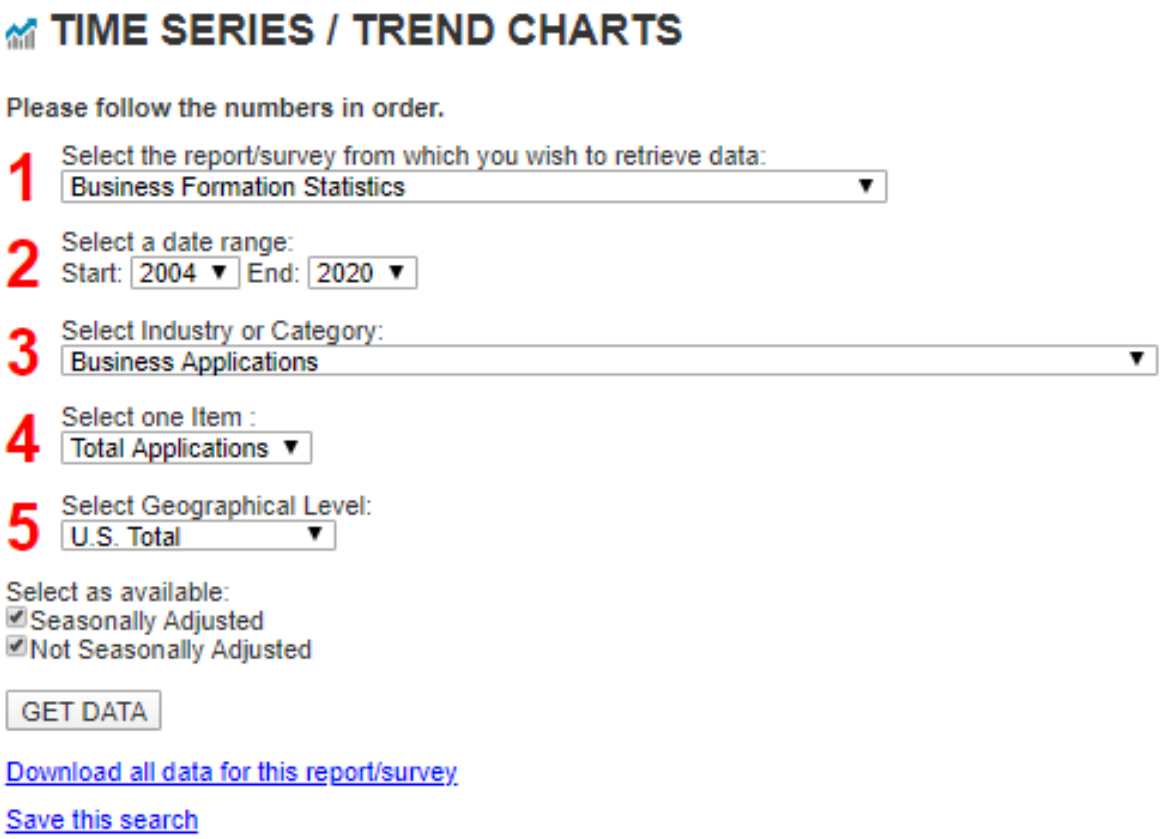
United States® Census Bureau

BFS – 'Data' tab (https://www.census.gov/econ/bfs/index.html)

Time Series Data

- **Time Series/Trend Charts:** Create your own customizable time series

Use the link above to access all Business Application series and Business Formation Series at both U.S. and State levels. Data are available both seasonally adjusted (where applicable) and not seasonally adjusted. For detailed instructions on using this Time Series/Trend Charts application, please visit the Technical Documentation.



United States® Census Bureau

Business Formation Statistics

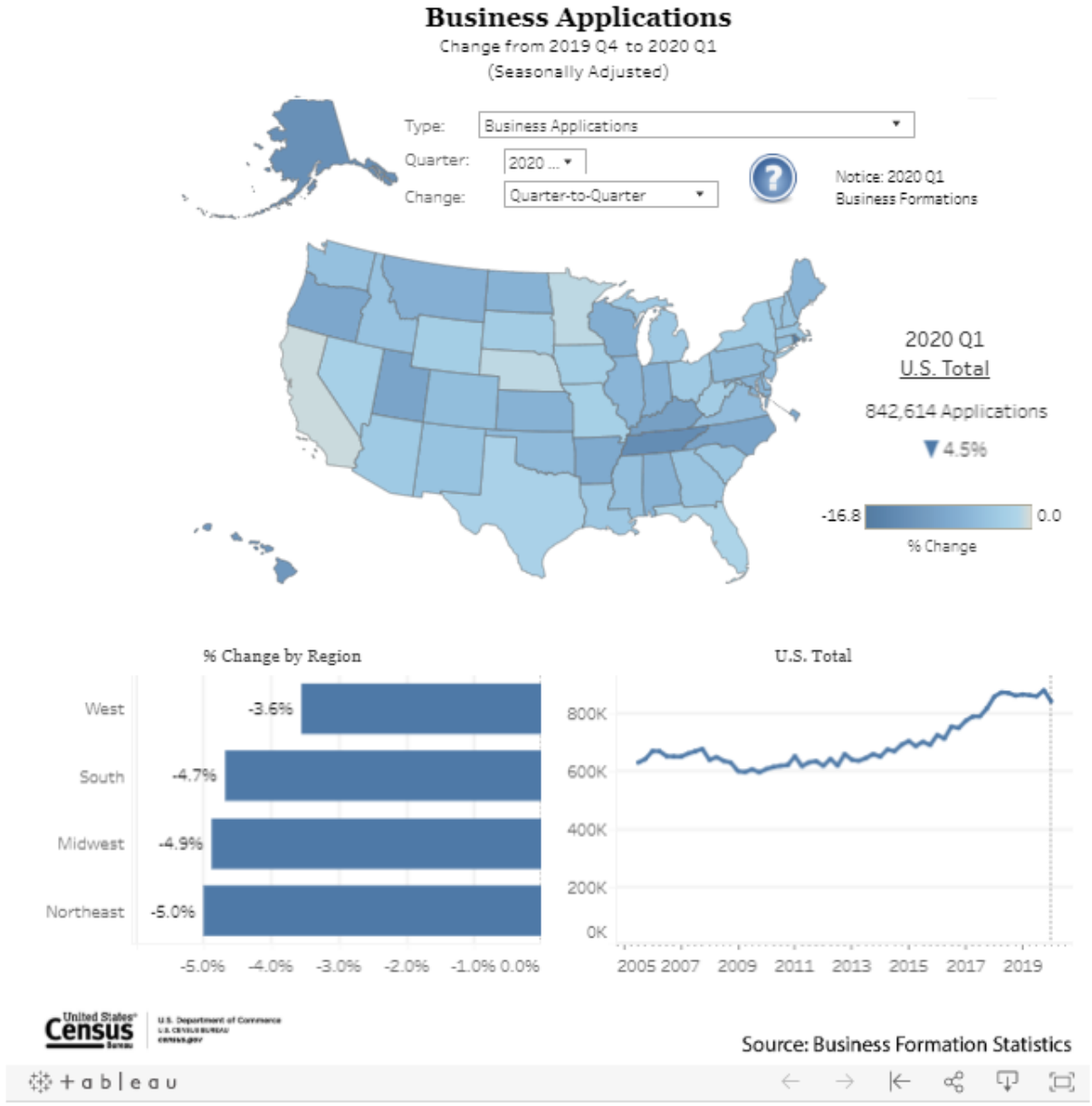
Source: Business Formation Statistics (Definitions)
Business Applications: Washington — Seasonally Adjusted Total Applications [Units]
TXT XLS-V XLS-H Bar Chart Line Chart

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2004	NA	NA	11,017	11,332
2005	12,015	11,956	12,513	13,192
2006	13,342	13,261	13,089	12,626
2007	13,235	13,720	13,222	13,456
2008	12,724	12,705	12,437	11,909
2009	11,224	10,874	11,391	11,351
2010	11,473	11,703	11,419	11,671
2011	12,711	11,566	11,857	11,716
2012	11,521	12,105	11,240	12,317
2013	11,891	11,667	11,961	12,531
2014	12,371	12,421	12,230	13,106
2015	13,551	13,253	13,380	12,907
2016	14,022	13,597	15,461	14,899
2017	14,719	15,688	15,611	15,913
2018	17,448	17,007	16,857	17,108
2019	16,659	17,140	17,990	18,227
2020	17,283	NA	NA	NA

Source: Business Formation Statistics (Definitions)
Business Applications: Washington — Not Seasonally Adjusted Total Applications [Units]
TXT XLS-V XLS-H Bar Chart Line Chart

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2004	NA	NA	10,203	10,267
2005	13,241	12,745	11,579	11,974
2006	14,691	14,122	12,115	11,492
2007	14,541	14,609	12,242	12,266
2008	13,980	13,503	11,511	10,890
2009	12,326	11,544	10,524	10,406
2010	12,627	12,382	10,535	10,727
2011	14,010	12,224	10,912	10,765
2012	12,754	12,754	10,357	11,269
2013	13,222	12,264	11,068	11,367
2014	13,827	13,018	11,413	11,729
2015	15,233	13,878	12,571	11,409
2016	15,829	14,244	14,600	13,042
2017	16,658	16,463	14,755	13,894
2018	19,716	17,919	16,046	14,955
2019	18,647	17,992	17,060	16,153
2020	19,256	NA	NA	NA

Geographical Visualizations



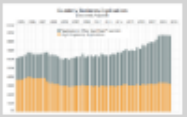
Interactive Graphs

Business Formation Statistics (BFS)

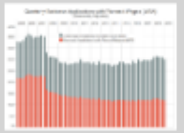
Interactive Visualizations

U.S. Total

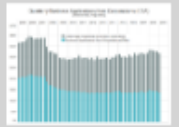
Quarterly Business Applications (BA) and High Propensity Business Applications (HBA)



Quarterly Business Applications with Planned Wages (WBA)



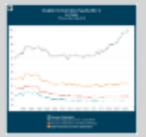
Quarterly Business Applications from Corporations (CBA)



Quarterly Business Formations - Actual & Projected (SBF4Q)

By State

Quarterly Business Applications by State (BA)



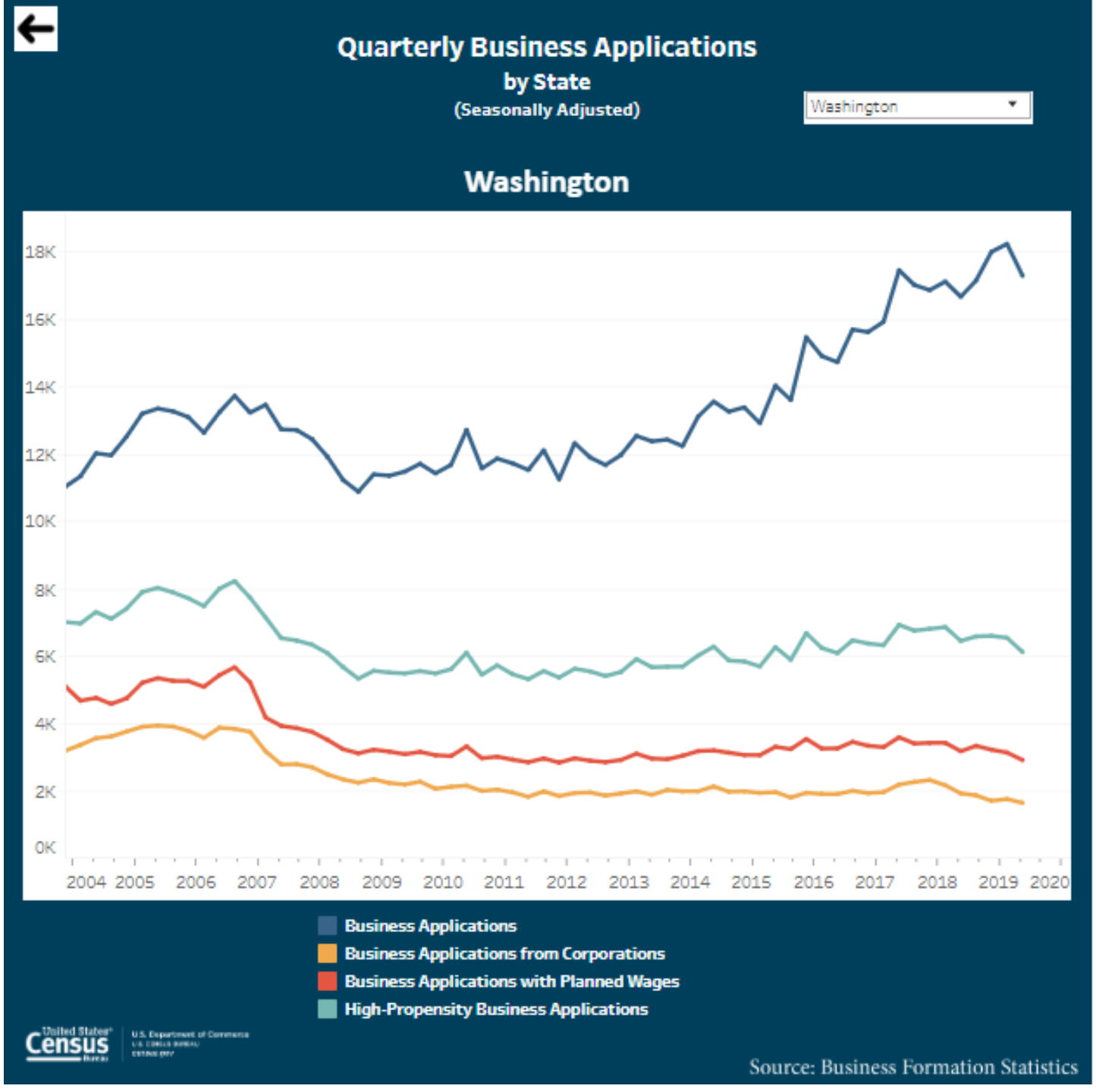
Quarterly Business Formations by State (SBF4Q & SBF8Q)

United States Census Bureau | U.S. Department of Commerce U.S. CENSUS BUREAU census.gov

Source: Business Formation Statistics

+ableau

United States® Census Bureau


Quarterly Business Applications
by State
(Seasonally Adjusted)
Washington
Washington
18K
16K
14K
12K
10K
8K
6K
4K
2K
0K
2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020
Business Applications
Business Applications from Corporations
Business Applications with Planned Wages
High-Propensity Business Applications
Source: Business Formation Statistics

BUSINESS APPLICATIONS

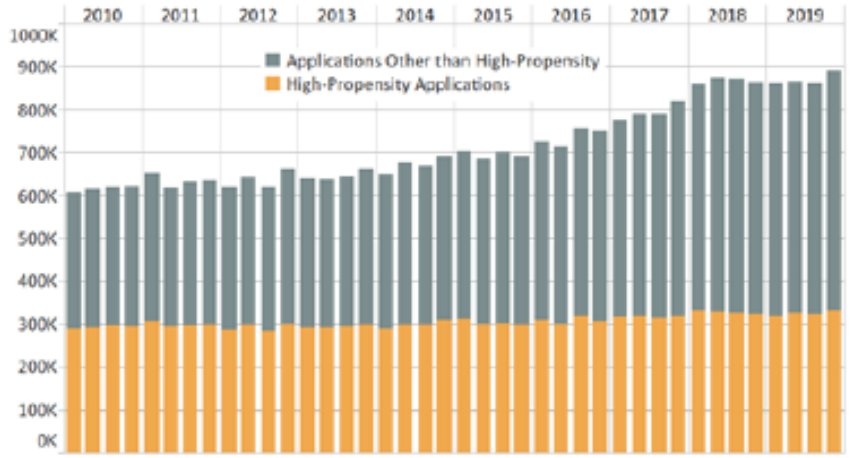
U.S. Business Applications:	2019 Q4	2019 Q4 / 2019 Q3
Total	891,286	3.4%°
High-Propensity	330,329	1.9%°
With Planned Wages	114,969	-2.3%°
From Corporations	137,532	2.4%°

Next release: April 15, 2020

(°) Statistical significance is not applicable or not measureable.

Data adjusted for seasonality.

Source: U.S. Census Bureau, Business Formation Statistics, January 15, 2020



Source: U.S. Census Bureau, Business Formation Statistics, January 15, 2020

Business Applications - At a Glance

		US	Northeast	Midwest	South	West
Total	2019 Q4	891,286	144,300	146,476	388,934	211,576
	2019 Q4 / 2019 Q3	+3.4%	+2.8%	+2.1%	+3.4%	+4.6%
High-Propensity	2019 Q4	330,329	56,875	52,684	135,899	84,871
	2019 Q4 / 2019 Q3	+1.9%	+2.2%	+0.4%	+1.5%	+3.1%
With Planned Wages	2019 Q4	114,969	17,191	20,580	45,961	31,237
	2019 Q4 / 2019 Q3	-2.3%	-1.1%	-0.6%	-3.8%	-1.8%
From Corporations	2019 Q4	137,532	29,586	17,424	51,197	39,325
	2019 Q4 / 2019 Q3	+2.4%	+2.4%	-0.5%	+2.8%	+3.4%

Details may not equal totals due to rounding. Regions defined by Census Bureau Geography Program. Statistical significance is not applicable or not measureable.

Data adjusted for seasonality. Green Percentage changes are greater than zero (+). Red Percentage changes are less than zero (-). Z = absolute value < 0.05.

United States® Census Bureau

Additional BFS Series In the Future

- Business applications are correlated with local economic activity (e.g. city-level house price changes, county-level employment growth, shale activity, etc..)
- Potential future series:
  - More granular geography (county, MSA)
  - Industry series (at least broad NAICS sectors)
- Companion paper for details:

Bayard, Dinlersoz, Dunne, Haltiwanger, Miranda, Stevens (2018) - (https://www.census.gov/library/working-papers/2018/adrm/bfs_FEB2018.html)

United States® Census Bureau

Small Business Pulse Survey

Tracking Changes During the COVID-19 Pandemic

Resources -

To download data:
https://portal.census.gov/pulse/data/#downloads

Frequently Asked Questions:
https://portal.census.gov/pulse/data/#help

Contact Us:
Econ.pulse.data@census.gov

United States® Census Bureau

Small Business Pulse Survey (SBPS)

high frequency data about the challenges small businesses are facing due to COVID-19

What's the SBPS?

A weekly survey that provides high frequency data about the challenges small businesses are facing due to COVID-19. Consisting of 16 questions, this 5 minute survey reaches ~1M businesses split across a 9 week rotation to reduce burden and lessen survey fatigue.

What are we collecting?

Survey captures information on small business operations, challenges, finances, and expectations.

What's the goal?

SBPS complements existing Census Bureau business collections by providing high-frequency, detailed information on small businesses impacted by COVID-19.

Series particularly useful to small businesses making decisions about their future, policymakers as they seek to address challenges faced by these businesses, and researchers studying the impact and response to COVID-19.

An opportunity for the Federal statistical system to demonstrate its agility in responding to urgent data needs.

EXPERIMENTAL DATA

Collaboration Partners

SBPS was developed in consultation with the Federal Reserve Board of Governors, the International Trade Administration, the Minority Business Development Administration, and the Small Business Administration.

What's the schedule?

Email with link to survey sent weekly starting Sunday, April 26, 2020 and continuing through June 27, 2020. Results will be issued weekly staring mid-May as Experimental Data Products.

SBPS key facts

- ✓ Starts April 26, 2020, runs through June 27, 2020
- ✓ Consists of 16 questions, takes 5 minutes to complete
- ✓ Is the first economic survey conducted solely by email
- ✓ Weekly data releases beginning mid-May
- ✓ Provides national estimates as well as state, top 50 metro, and sector detail

United States® Census Bureau

Small Business Pulse Survey

Updated May 14th, 2020

EXPERIMENTAL DATA

Responses by Geography and Sector

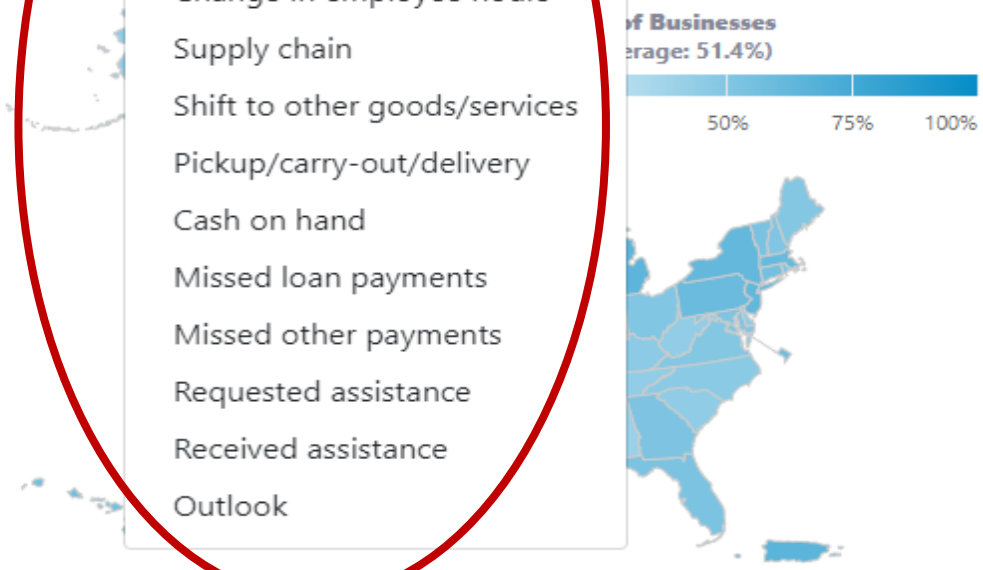
Need help understanding this page? Download the Visualization Guide

Survey Question: Overall impact

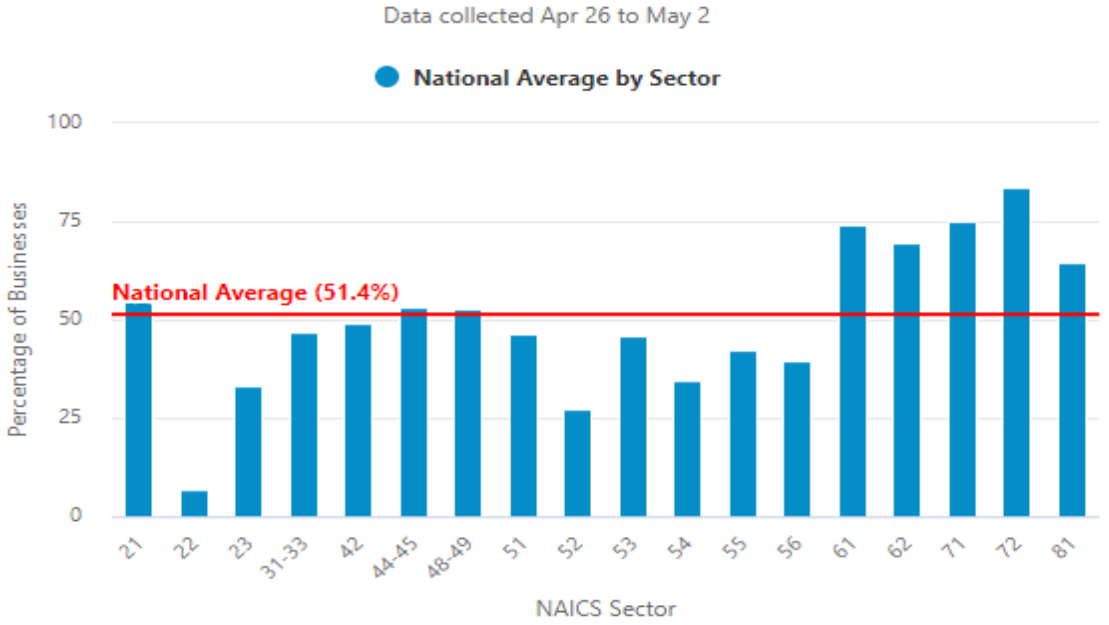
Survey Answer:

- Overall impact
- Change in Revenues
- Temporary closings
- Change in employees
- Change in employee hours
- Supply chain
- Shift to other goods/services
- Pickup/carry-out/delivery
- Cash on hand
- Missed loan payments
- Missed other payments
- Requested assistance
- Received assistance
- Outlook

Overall, how [illegible] by the COVID-19 pandemic?



Overall, how has this business been affected by the COVID-19 pandemic?



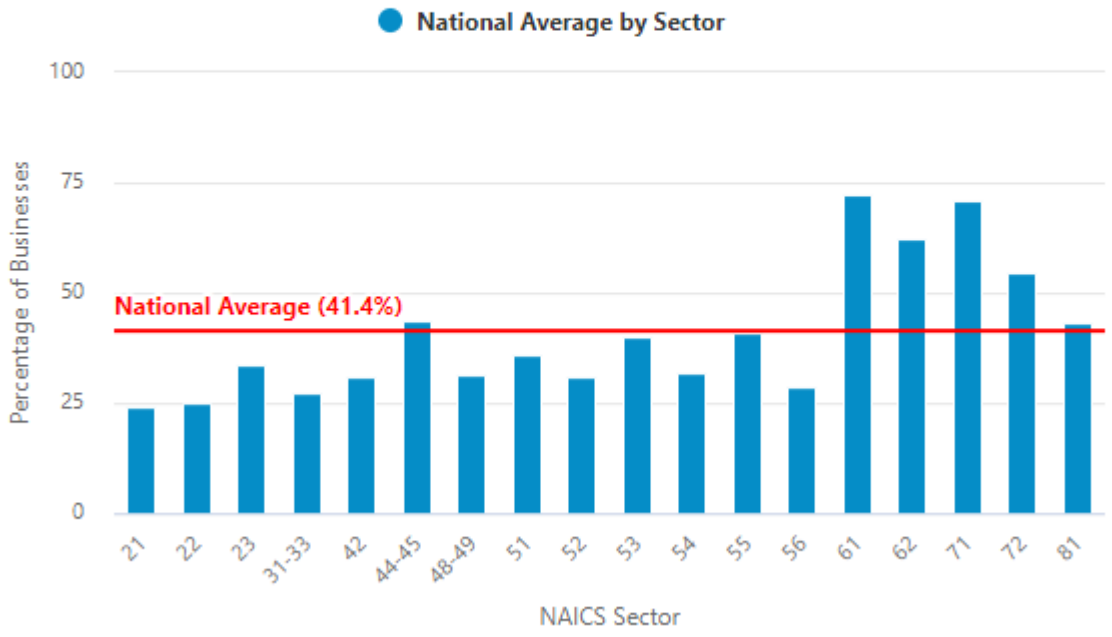
Business Pulse Survey Weekly Results

Survey Question: Temporary closings

Survey Answer: Yes

In the last week, did this business temporarily close any of its locations for at least one day?

Data collected Apr 26 to May 2

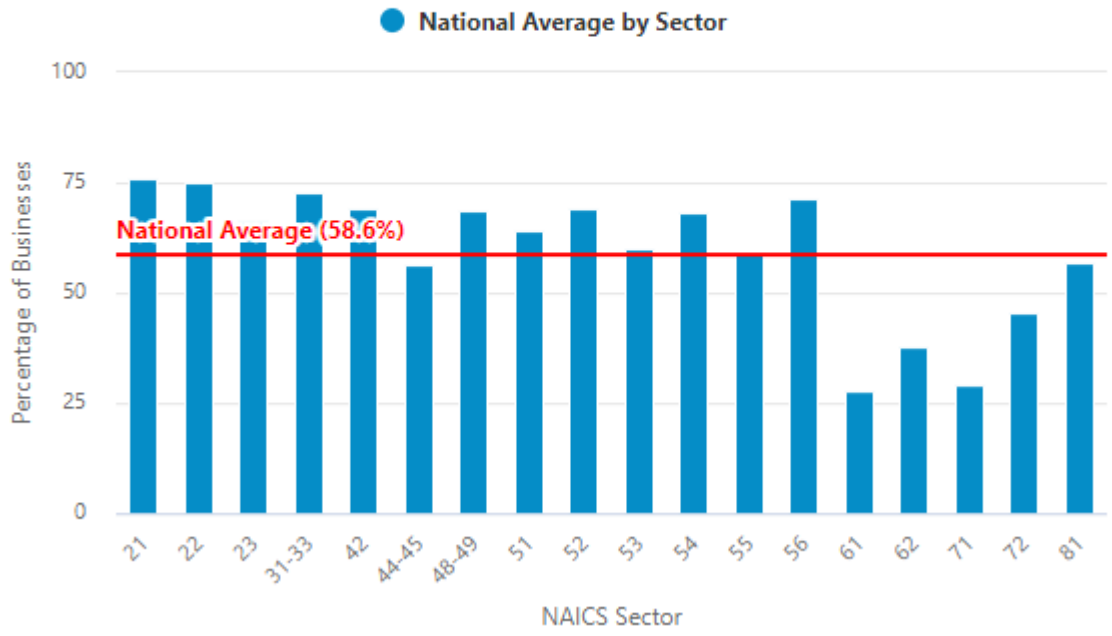


Survey Question: Temporary closings

Survey Answer: No

In the last week, did this business temporarily close any of its locations for at least one day?

Data collected Apr 26 to May 2



United States® Census Bureau

Small Business Pulse Survey

Updated May 14th, 2020

Downloads and Documentation

Documentation

Small Business Pulse Survey Questionnaire
Codebook
Data Dictionary
README

Weekly Data

Dataset	4/26 - 5/2	5/3 - 5/9	5/10 - 5/16	5/17 - 5/23	5/24 - 5/30	5/31 - 6/6	6/7 - 6/13	6/14 - 6/20	6/21 - 6/27
National, Sector	CSV	---	---	---	---	---	---	---	---
State, Sector	CSV	---	---	---	---	---	---	---	---
National, State by Sector	CSV	---	---	---	---	---	---	---	---

Annual Business Survey

Resources:

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

Technical Documentations:
https://www.census.gov/programs-surveys/abs/technical-documentation.html

Related sites:
https://www.census.gov/programs-surveys/abs/about/related-sites.html

United States® Census Bureau

Annual Business Survey (ABS)

- Frequency – annually (First release, May 19, 2020)
- Includes Economic and Demographic characteristics
- Business characteristics of businesses and business owners by sex, ethnicity, race, and veteran status
- Content incorporate a new set of questions for each survey year

Access to the Annual Business Survey data

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

United States® Census Bureau

ABS Background

- Joint project between the Census Bureau and the National Science Foundation's (NSF) National Center for Science and Engineering Statistics (NCSES)
- Conducted annually as mandatory under Title 13
- Replaces Survey of Business Owners (SBO), Annual Survey of Entrepreneurs (ASE), and the Business R&D and Innovation Survey for Microbusinesses (BRDI-M)
- Also replaces the Innovation part of the Business R&D and Innovation Survey (BRDIS)

United States® Census Bureau

NSF National Center for Science and Engineering Statistics

ABS Content

- Collects data on owner demographics
  - Ask questions about the owner's sex, race, ethnicity, and military status
- Collects data on research and development activity and cost for businesses with 1-9 employees
- Designed to introduce a new business topic each survey year
  - Innovation
  - Technology
- Core content maintained each survey year
- Use administrative data where feasible

Five-Year ABS Content Plan

2018
- Business Structure
- Detailed Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Digital Technology
- Financing

2019
- Business Structure
- Reduced Owner Characteristics
- Reduced Innovation
- R&D (1-9 emp)
- Automation Technology

2020
- Business Structure
- Reduced Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Technology (tbd)
- Globalization

2021
- Business Structure
- Detailed Owner Characteristics
- R&D (1-9 emp)
- Digital Technology
- Financing

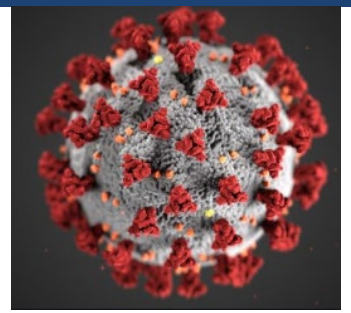
2022
- Business Structure
- Reduced Owner Characteristics
- R&D (1-9 emp)
- Automation Technology

United States® Census Bureau

NSF National Center for Science and Engineering Statistics

COVID - 19 Demographic and Economic Resources

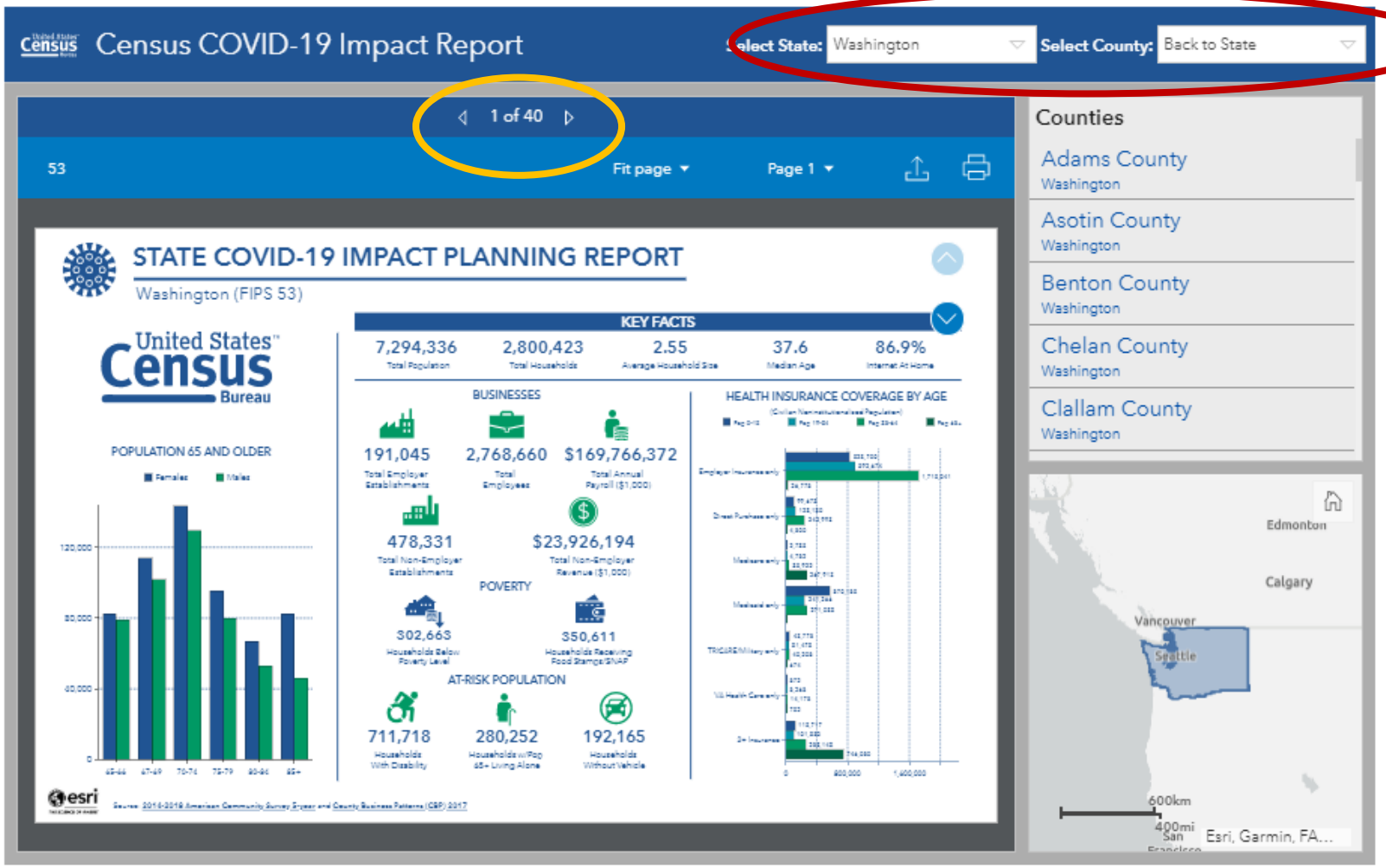
United States Census Bureau



https://covid19.census.gov/

US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older	Total Uninsured Population	Total Employer Establishments	Total Non-Employer Establishments
49,238,581	29,752,767	7,860,674	25,701,671
American Community Survey (ACS) 2014-2018	American Community Survey (ACS) 2014-2018	County Business Patterns (CBP) 2017	Nonemployer Statistics (NES) 2017



STATE COVID-19 IMPACT PLANNING REPORT

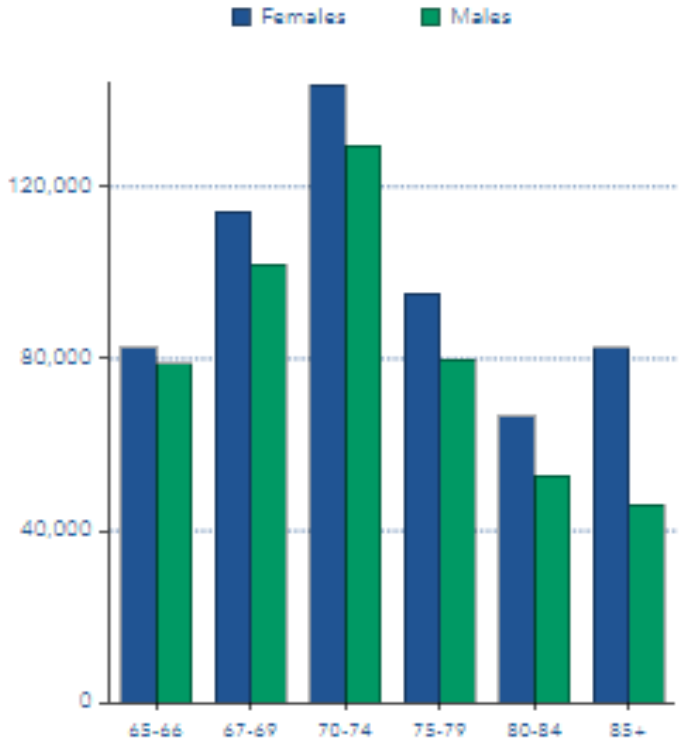
Washington (FIPS 53)

United States™ Census Bureau

KEY FACTS

7,294,336	2,800,423	2.55	37.6	86.9%
Total Population	Total Households	Average Household Size	Median Age	Internet At Home

POPULATION 65 AND OLDER



BUSINESSES

191,045
Total Employer Establishments

2,768,660
Total Employees

$169,766,372
Total Annual Payroll ($1,000)

478,331
Total Non-Employer Establishments

$23,926,194
Total Non-Employer Revenue ($1,000)

POVERTY

302,663
Households Below Poverty Level

350,611
Households Receiving Food Stamps/SNAP

AT-RISK POPULATION

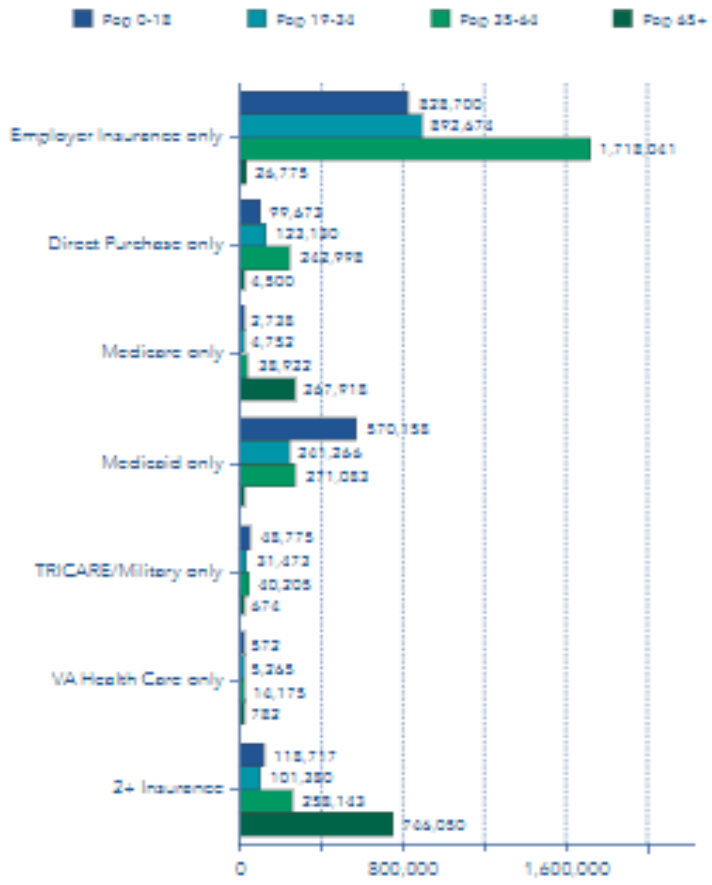
711,718
Households With Disability

280,252
Households w/Pop 65+ Living Alone

192,165
Households Without Vehicle

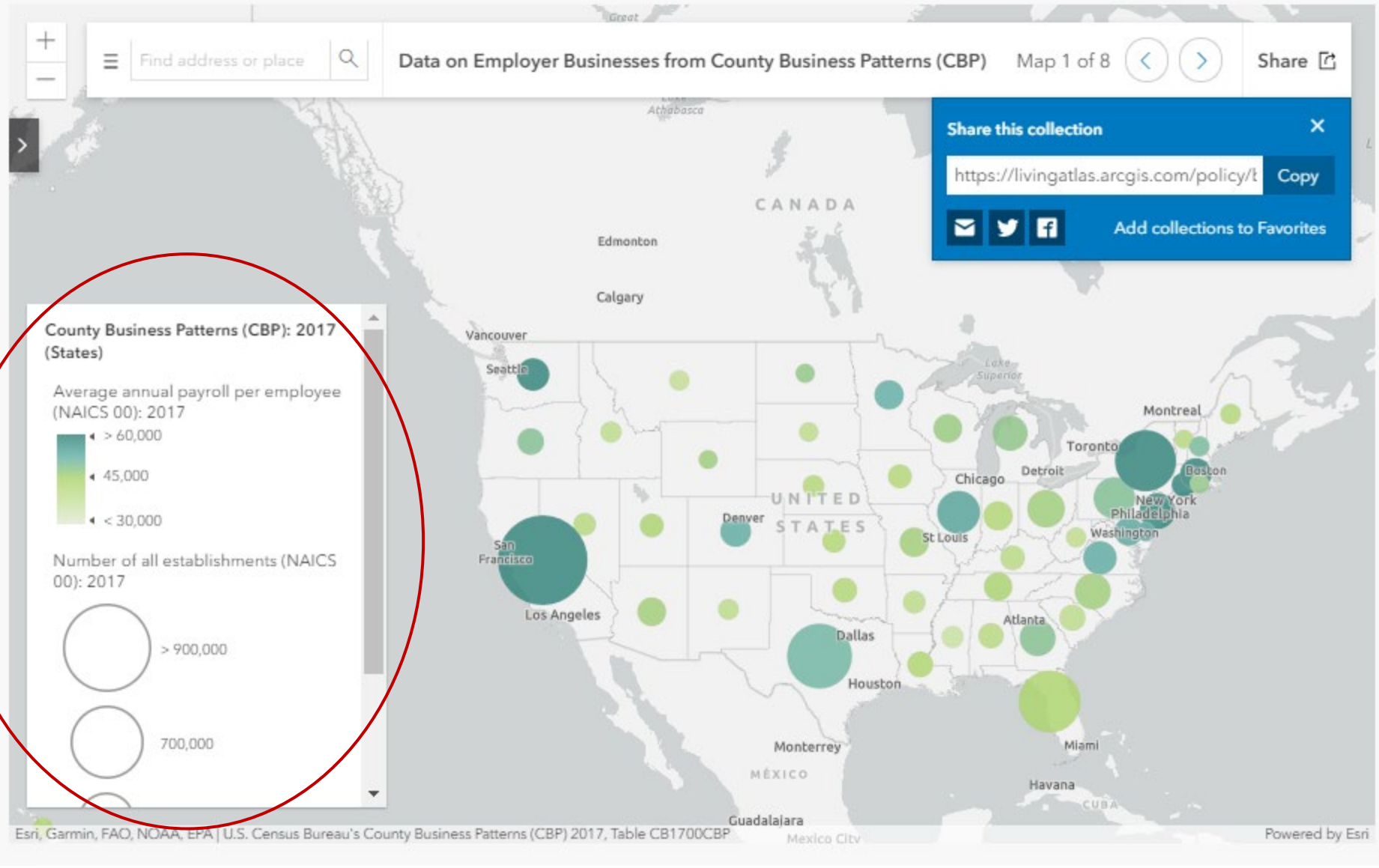
HEALTH INSURANCE COVERAGE BY AGE

(Civilian Noninstitutionalized Population)



Source: 2014-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017

Demographic and Economic Analysis



United States Census Bureau

Categorical Datasets Search

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

Demographic Characteristics

Housing Characteristics

Social Characteristics

Economic Characteristics

Business Characteristics

Employment Characteristics

United States® Census Bureau

New Way to Search Census Data – data.census.gov

United States Census Bureau

Explore Census Data

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

I'm looking for ...

Advanced Search

Advanced Search

Table ID (e.g., DP05)

Narrow search with filters

FIND A FILTER

e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS	TOPICS	BUSINESS AND ECONOMY
Topics	Business and Economy	☐ Business and Economy
Geography	Education	Business Dynamics
Years	Employment	Business and Owner Characteristics
Surveys	Families and Living Arrangements	Expenses and Expenditures
Codes	Government	Inventories
	Health	Sales, Shipments, and Production
	Housing	Small Business
	Income and Poverty	
	Populations and People	
	Race and Ethnicity	

United States® Census Bureau

Q & A and Thank You!

Contact Information:

Lynda Lee

301-763-3044

Lynda.lee@census.gov

For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data

Or email us at: census.askdata@census.gov

United States® Census Bureau