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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Census Academy: census.gov/academy

Data Gems
Webinar Series
Data Courses
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.

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.
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.
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
# 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>Economy Wide Business Statistics for the U.S. - First Look</td>
<td>September 2019</td>
</tr>
<tr>
<td></td>
<td>Franchise</td>
<td>December 2021</td>
</tr>
<tr>
<td><strong>Geographic Area Statistics</strong></td>
<td>Mining: Geographic Area Statistics</td>
<td>January 2020 - November 2020</td>
</tr>
<tr>
<td>(U.S., States, and Selected</td>
<td>Construction: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td>Geographies)</td>
<td>Manufacturing: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wholesale Trade: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retail Trade: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Services: Geographic Area Statistics</td>
<td></td>
</tr>
<tr>
<td><strong>Product Statistics</strong></td>
<td>Product Statistics: NAICS x NAPCS for the U.S. and States where applicable</td>
<td>November 2020</td>
</tr>
<tr>
<td></td>
<td>Product Statistics: NAICS x NAICS for the U.S.</td>
<td></td>
</tr>
</tbody>
</table>

## Miscellaneous 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 Multunit 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.
- 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.

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

- 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

<table>
<thead>
<tr>
<th>COUNTY Code</th>
<th>TITLE</th>
<th>PLACE Code</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>033</td>
<td>King County</td>
<td>63545</td>
<td>Shadow Lake CDP</td>
</tr>
<tr>
<td>035</td>
<td>Kitsap County</td>
<td>48225</td>
<td>Navy Yard City CDP</td>
</tr>
<tr>
<td>037</td>
<td>Kittitas County</td>
<td>12945</td>
<td>Cle Elum city</td>
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<tr>
<td>047</td>
<td>Okanogan County</td>
<td>07835</td>
<td>Brewster city</td>
</tr>
<tr>
<td>061</td>
<td>Snohomish County</td>
<td>02620</td>
<td>Arlington Heights CDP</td>
</tr>
<tr>
<td>073</td>
<td>Whatcom County</td>
<td>22745</td>
<td>Everson city</td>
</tr>
</tbody>
</table>

#### Dropped Places

<table>
<thead>
<tr>
<th>COUNTY Code</th>
<th>TITLE</th>
<th>PLACE Code</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>021</td>
<td>Franklin County</td>
<td>77612</td>
<td>West Pasco CDP</td>
</tr>
<tr>
<td>031</td>
<td>Jefferson County</td>
<td>55645</td>
<td>Port Ludlow CDP</td>
</tr>
<tr>
<td>033</td>
<td>King County</td>
<td>19420</td>
<td>Eastgate CDP</td>
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<tr>
<td></td>
<td></td>
<td>33380</td>
<td>Inglewood-Finn Hill CDP</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35835</td>
<td>Kingsgate CDP</td>
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<tr>
<td></td>
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<td>36101</td>
<td>Klahanie CDP</td>
</tr>
<tr>
<td>053</td>
<td>Pierce County</td>
<td>65810</td>
<td>South Creek 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.
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
  - Record Production
  - Integrated Record Production/Distribution
  - Wired Telecommunications Carriers
  - Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing
  - Formal Wear and Costume Rental
  - Video Tape and Disc Rental
  - Home Health Equipment Rental
  - Recreational Goods Rental
  - All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services
  - Research and Development in Biotechnology
  - Research and Development in Nanotechnology (except Biotechnology)
  - Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)
  - Research and Development in Nanotechnology (except Biotechnology and Biotechnology)
Where to Access the 2017 Economic Census Data

Census Business Builder 3.1

Data.census.gov

Explore Census Data

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

Search

Send Feedback
cedsci.feedback@census.gov
2017 Economic Census 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.


https://www.census.gov/programs-surveys/economic-census/library/visualizations.html
Selected Findings for Washington

Value of sales, shipments, receipts, revenue, or business done: 2017 ($1,000)

Value of sales, shipments, receipts, revenue, or business done - Change: 2012 to 2017 ($1,000)

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

Retail Sales Change in Top 10 WA Counties: 2012 to 2017 ($1,000)

- King County: $27,988,550
- Pierce County: $3,661,506
- Snohomish County: $2,454,125
- Spokane County: $644,934

Retail Sales Decline in WA Counties: 2012 to 2017 ($1,000)

- Ferry County
- Wahkiakum County
- Columbia County: -6,124
- Lincoln County: -33,549
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)
Summary

• The **Economic Census** provides a wealth of business data
  • Learn more at [https://www.census.gov/programs-surveys/economic-census.html](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](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](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/](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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