Census Has Business Data?
An Overview of Key Economic Data for New Jersey (including COVID data)

NJ SDC Annual Meeting
November 9th, 2021

Presented by: Andrew W. Hait
U.S. 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
- 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
- Browse recorded webinars on the EC at https://www.census.gov/data/academy/webinars.html
Selected Economic Census Links for New Jersey

- Core Stats by Industry and Geography:

- Industry by Products:

- Comparative (NEW):

- Franchise (NEW):

- 16 Additional Sector-Specific Tables
Annual Economic Programs

- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
  - County Business Patterns (CBP): National, State, Metro, County, ZIP Code, Congressional District
  - Nonemployer Statistics (NES): National, State, Metro, County
  - Business Dynamics Statistics (BDS): National and State
  - Commodity Flow Survey: National, State, and CFS Metros
  - Annual Survey of Manufacturers: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on data.census.gov, QuickFacts, CBB, and other Census tools
Selected CBP, NES, and BDS Links for New Jersey

• **CBP**
  - Number of Establishments, Employment and Payroll by Industry, Geography, Employment Size of Establishments, and Legal Form of Organization:

• **NES**
  - Number of Firms and Sales by Industry, Geography, and Sales Size:

• **BDS (NEW)**
  - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:
  - 12 Additional Tables, including ones by Firm Age, Size, and Initial Size
Provides data on business ownership by race, ethnicity, gender, and veteran status for employer businesses

- NAICS
  - EC Years: 2-6 Digits
  - Other Years: 00
- Geographies
  - EC Years: Nation, State, Metro, County, and Place
  - Other Years: Nation, State, and Metro

https://www.census.gov/programs-surveys/abs.html
**Selected ABS Links for New Jersey**

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran:
  

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:
  

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:
  

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:
  

- 22 Additional Tables, including ones on both Business and Owner Characteristics and a number of ones on Technology

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**TIP:** 2018 data are for the state and broad categories. 2017 data are down to place and more detailed breakouts!
The Nonemployer Statistics – Demographics Program

Enhances the ABS by providing annual data on the demographic characteristics of nonemployer businesses

- Data on business ownership by race, ethnicity, gender, and veteran status for self-employed persons
- Geographies
  - Nation, State, and Metro by selected 2-thru 6-digit NAICS
- Firm size and LFO data too

NES-D Tables

2017

The Nonemployer Statistics by Demographics series (NES-D) provides information on the demographic characteristics of nonemployer businesses. For details on the methods used to create the 2017 NES-D tables, see the 2017 NES-D Technical Documentation.

- Table 1 - Statistics for Nonemployer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas
- Table 1 Data Notes
- Table 2 - Receipts Size of Firm Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas
- Table 2 Data Notes
- Table 3 - Legal Form of Organization Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, Veteran Status for the U.S., States, and Metro Areas
- Table 3 Data Notes
- Table 4 - Owner Characteristics of Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas
- Table 4 Data Notes

See https://www.census.gov/programs-surveys/abs/data/nesd.html
Economic Indicators

- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
  - Monthly, including:
    - Retail Trade Survey, Building Permits, and Exports/Imports
  - Quarterly, including:
    - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
  - Building Permits (state, permit issuing areas)
  - International Trade data
  - Many new Experimental Data Products
- Released on the Economic Indicators Briefing Room and FRED: www.census.gov/economic-indicators/index.php
  https://fred.stlouisfed.org/
International Trade

- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and Customs and Border Protection documents
- Data shown at the national, state, district, and port levels
- Data provided by NAICS (Ag, Mining, and Manufacturing sectors only), Commodity, and Country of origination and destination
- Census Bureau also issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://census.gov/foreign-trade/data/index.html) and USA Trade Online ([https://usatrade.census.gov/](https://usatrade.census.gov/)) for the data
- Trade flyer

Fun Fact: $9.2 million worth of beer was exported out of the port of Newark in 2021 (thru Aug).
COVID Data and Tools
COVID-19 Hub

https://covid19.census.gov/

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
Interactive Dashboards and Policy Maps
Access to Interactive Dashboards and Web Sites for COVID-Specific Programs
Additional Federal Agency and Other Datasets

These additional datasets are provided to access relevant COVID-19 recovery data and analysis from public, non-profit, and private sector sources in partnership with FEMA and Argonne National Laboratory. For convenience, they are grouped into the categories of Business and Economics, Individuals and Households, and Government services. These datasets are only a subset of the many Federal and private sector COVID-19 data available.

(Downloadable resources also available)
New Data Equity Tools

Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

We Want Your Feedback!
- What are we doing well?
- What is the Hub missing that we should add?
- How are you using this resource in your work?
Brand New Library Dashboard

New Jersey

Top 10 Library Systems by Population Served

- Ocean County Library
- Bergen County Library
- Cumberland County Library
- Middlesex County Library
- Camden County Library
- Mercer County Library
- Freehold Public Library
- Atlantic County Library
- Monmouth County Library
- Hudson County Library

Population Served: 8.7M
Library Card Holders: 4.1M
Library Systems: 296
Library Buildings: 440

Public Libraries by State: Library System & ACS Data Viewer
FY 2019

Interacting with Map Filters Table Results

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<th>State</th>
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Q & A and Thank You!

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