

Census Has Business Data?

An Update on the
2017 Economic Census
Data Released for NM
(plus other updates...)

Economic Census webinar
June 22nd, 2020

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

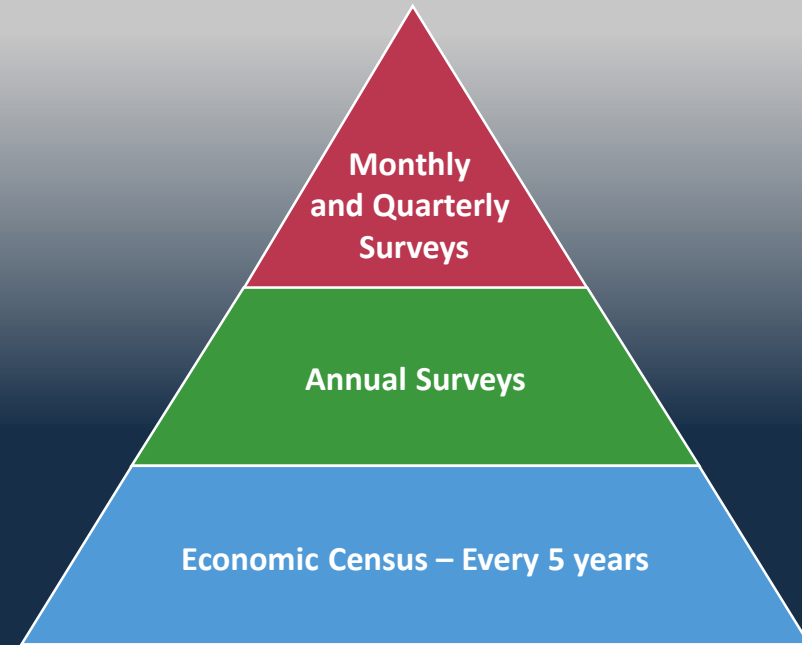


About the Census Bureau

- 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

**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE
FOR YOUR BUSINESS**

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

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

2017 Economic Census

See How It All Adds Up



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

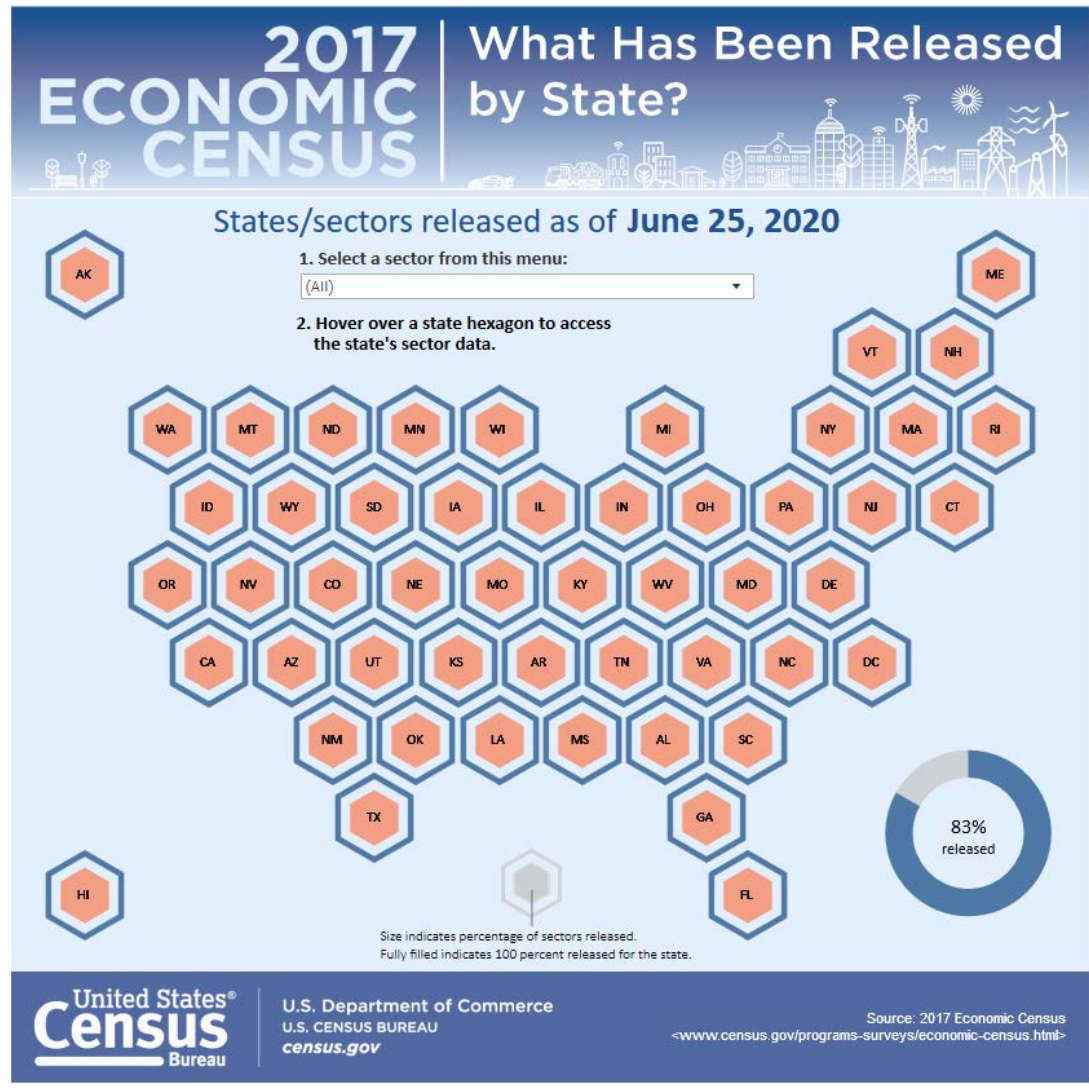
This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

 [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]



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 New Mexico

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

- 1 Metro Area change
 - New Ruidoso Micro Area
 - Comprised of Lincoln County
- 104 economic place changes
 - 46 Places with Area Gain
 - 53 Places with Area Loss
 - 2 Places with a name change
 - Rio Communities CDP now city
 - Kirtland CDP now town
 - 3 New Places
 - 3 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: New Mexico

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
031	McKinley County	18940	Crownpoint CDP
043	Sandoval County	67450	San Felipe Pueblo CDP
		70810	Santo Domingo Pueblo CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	14950	Chimayo CDP
039	Rio Arriba County	14950	Chimayo CDP
		21390	Dulce CDP
049	Santa Fe County	14950	Chimayo CDP
055	Taos County	61710	Ranchos de Taos CDP

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

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		

- Manufacturing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
333913	Measuring and Dispensing Pump Manufacturing		
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing	335220	Major Household Appliance Manufacturing
335224	Household Laundry Equipment Manufacturing		
335228	Other Major Household Appliance Manufacturing		

- Retail Trade

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 541714 Research and Development in Biotechnology (except Nanobiotechnology)
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	541713	Research and Development in Nanotechnology 541715 Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

Where to Access the 2017 Economic Census Data

QuickFacts

The screenshot shows the QuickFacts website. At the top, there is a navigation bar with the United States Census Bureau logo and various menu items: TOPICS (Population, Economy), GEOGRAPHY (Maps, Products), LIBRARY (Infographics, Publications), DATA (Tools, Developers), SURVEYS/PROGRAMS (Response, Survey Data), NEWSROOM (News, Blogs), and ABOUT US (Our Research). Below the navigation bar, the page title is "QuickFacts UNITED STATES". A search bar is present with the text "Enter state, county, city, town, or zip code". A dropdown menu is set to "-- Select a fact --". Below the search bar, there is a table with the following data:

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

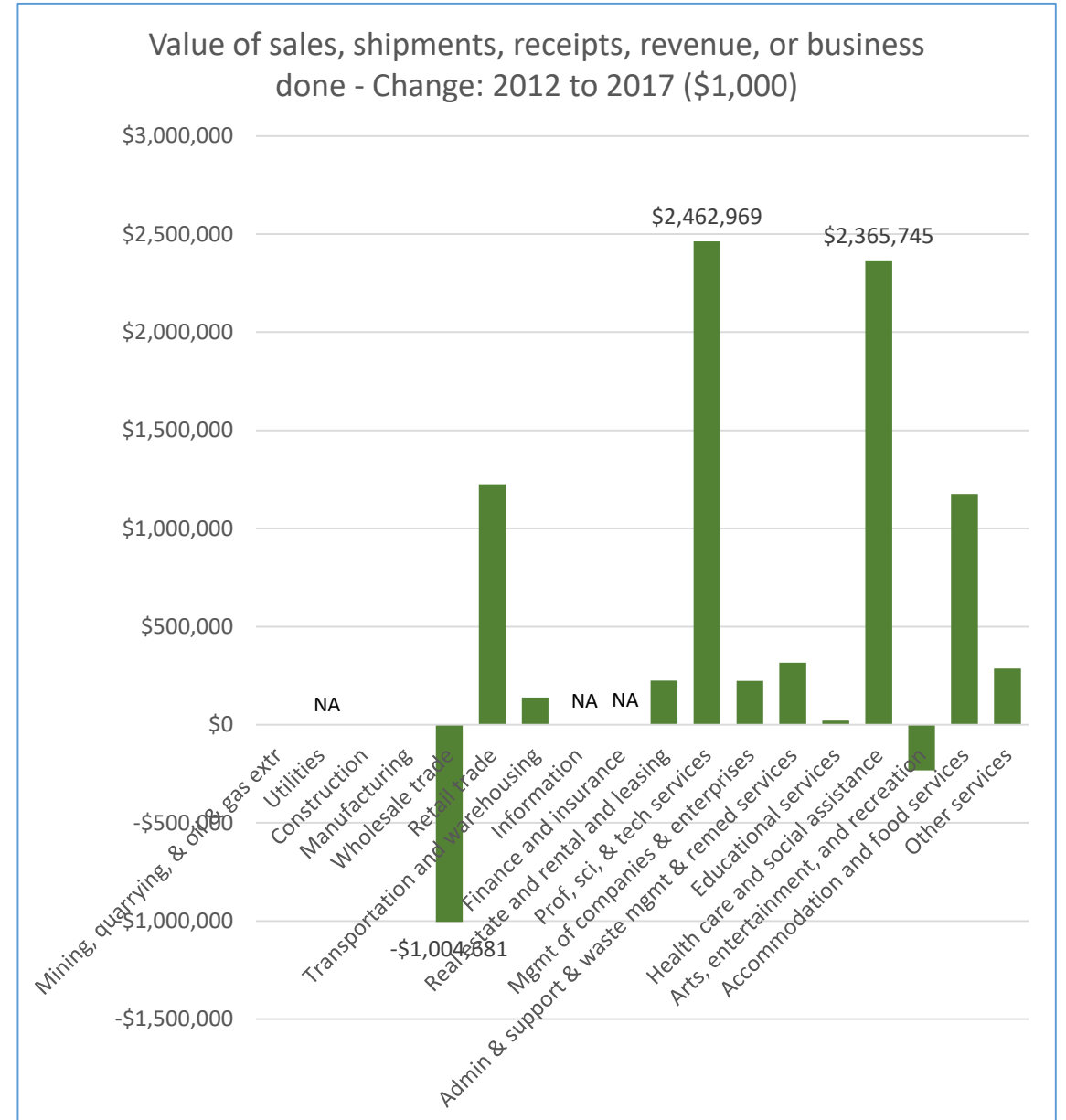
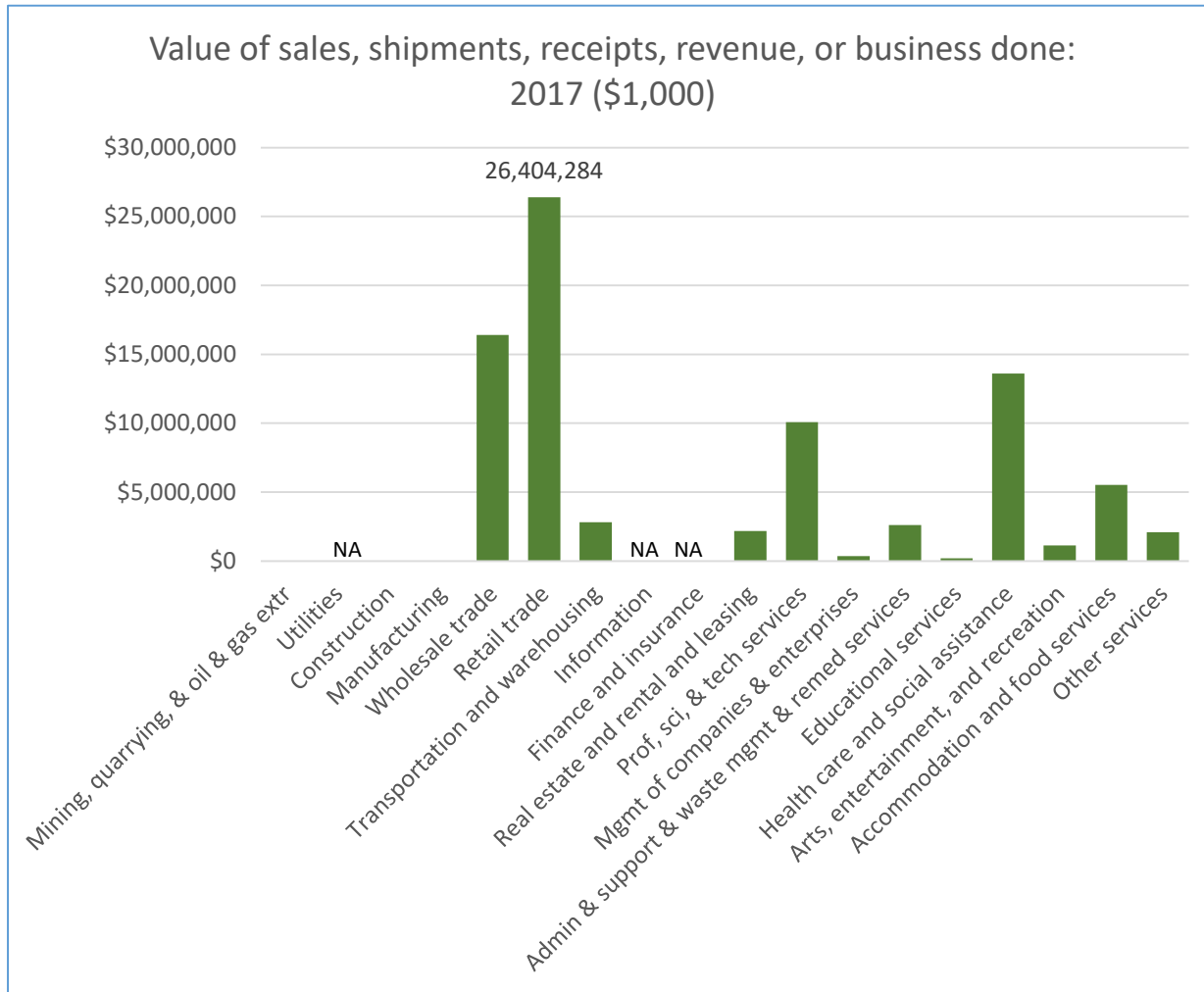
Data.census.gov

The screenshot shows the Data.census.gov website. At the top, there is a navigation bar with the United States Census Bureau logo. The main heading is "Explore Census Data". Below the heading, there is a sub-heading "The Census Bureau is the leading source of quality data about the nation's people and economy." Below this, there is a search bar with the text "I'm looking for ...". Below the search bar, there is a link "Advanced Search". At the bottom, there is a "Send Feedback" button with the email address "cedsci.feedback@census.gov". On the right side, there is an illustration of a desktop monitor, a laptop, and a smartphone, all displaying data visualizations like maps and bar charts.

Census Business Builder 3.1

The screenshot shows the Census Business Builder 3.1 website. At the top, there is a navigation bar with the United States Census Bureau logo and the text "Census Business Builder: Small Business Edition - 2.6". Below the navigation bar, the page title is "Determine the Best Location for Your Business". Below the title, there are two main sections: "1. What type of business do you want to research?" and "2. Where are you considering locating the business?". Section 1 has a search bar and a dropdown menu. Section 2 has a search bar and a dropdown menu. Below the search bars, there are several icons representing different business types: Construction, Food Services, Health Care, Personal Services, and Retail. Below the icons, there is a search bar with the text "Search by your type of business". At the bottom, there is a link "Go To Map" and a link "Create Report".

Selected Findings for New Mexico



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

Selected Wholesale Trade Data for New Mexico

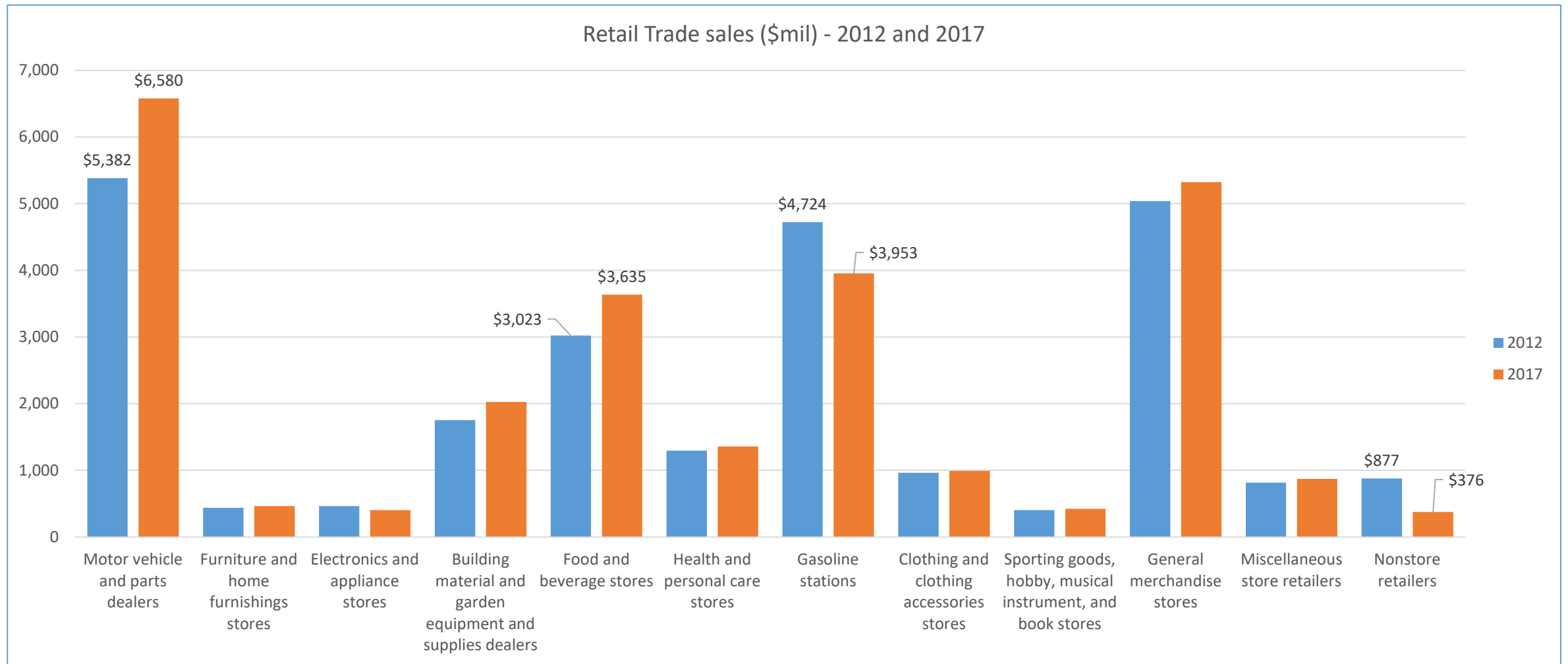
Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Year	Number of establishments	Sales, value of shipments, or revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
New Mexico	42	Wholesale trade	2017	1,724	16,399,999	998,812	247,643	19,477
New Mexico	4231	Motor vehicle and motor vehicle parts and supplies merchant wholesalers	2017	D	D	D	D	g
New Mexico	4232	Furniture and home furnishing merchant wholesalers	2017	D	D	32,688	D	f
New Mexico	4233	Lumber and other construction materials merchant wholesalers	2017	90	535,685	49,960	11,791	973
New Mexico	4234	Professional and commercial equipment and supplies merchant wholesalers	2017	D	D	D	D	g
New Mexico	4235	Metal and mineral (except petroleum) merchant wholesalers	2017	43	194,115	17,352	4,070	361
New Mexico	4236	Household appliances and electrical and electronic goods merchant wholesalers	2017	D	D	D	D	g
New Mexico	4237	Hardware, plumbing and heating equipment and supplies merchant wholesalers	2017	109	585,502	60,143	15,009	949
New Mexico	4238	Machinery, equipment, and supplies merchant wholesalers	2017	325	1,846,754	193,597	48,119	3,286
New Mexico	4239	Miscellaneous durable goods merchant wholesalers	2017	D	D	41,217	D	g
New Mexico	4241	Paper and paper product merchant wholesalers	2017	D	D	D	D	e
New Mexico	4242	Drugs and druggists' sundries merchant wholesalers	2017	D	D	D	D	e
New Mexico	4243	Apparel, piece goods, and notions merchant wholesalers	2017	D	D	D	D	b
New Mexico	4244	Grocery and related product merchant wholesalers	2017	D	D	D	D	h
New Mexico	4245	Farm product raw material merchant wholesalers	2017	D	D	D	D	e
New Mexico	4246	Chemical and allied products merchant wholesalers	2017	D	D	D	D	f
New Mexico	4247	Petroleum and petroleum products merchant wholesalers	2017	D	D	D	D	e
New Mexico	4248	Beer, wine, and distilled alcoholic beverage merchant wholesalers	2017	22	755,580	62,029	15,059	1,509
New Mexico	4249	Miscellaneous nondurable goods merchant wholesalers	2017	D	D	D	D	g
New Mexico	4251	Wholesale electronic markets and agents and brokers	2017	D	D	D	D	f
Sum of Published Industry Groups				589	3,917,636	456,986	94,048	7,078
Share of State Total Published				34.16%	23.89%	45.75%	37.98%	36.34%

Year	Number of establishments	Sales, value of shipments, or revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
2012	1,937	17,404,680	1,211,422	266,058	21,929
2012	112	534,169	54,454	13,580	1,313
2012	55	D	D	D	e
2012	91	504,539	44,335	10,252	973
2012	157	938,333	80,098	19,740	1,368
2012	47	247,100	20,828	5,110	432
2012	142	1,792,353	266,225	35,669	1,997
2012	96	327,694	38,297	9,212	740
2012	369	1,976,125	207,021	50,322	3,739
2012	171	D	D	D	g
2012	40	D	D	D	e
2012	48	D	D	D	f
2012	22	D	D	D	c
2012	149	2,688,331	135,627	32,656	3,011
2012	20	D	D	D	e
2012	86	471,969	51,251	12,768	893
2012	61	3,483,400	33,734	8,715	635
2012	29	722,428	68,960	16,863	1,364
2012	108	D	D	D	g
2012	134	1,196,632	26,635	5,915	895
1,937		14,883,073	1,027,465	220,802	17,360
100.00%		85.51%	84.81%	82.99%	79.16%

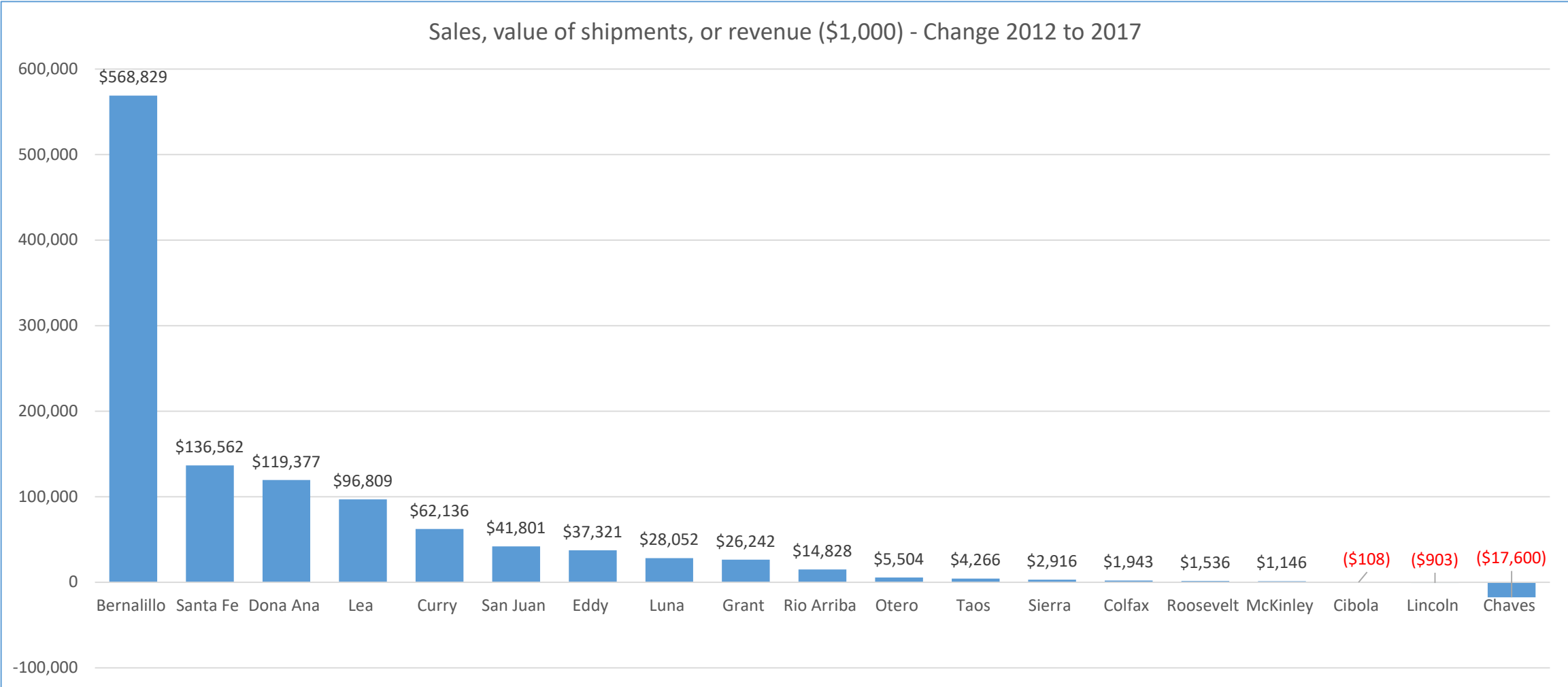
Selected Wholesale Trade Data for New Mexico Counties



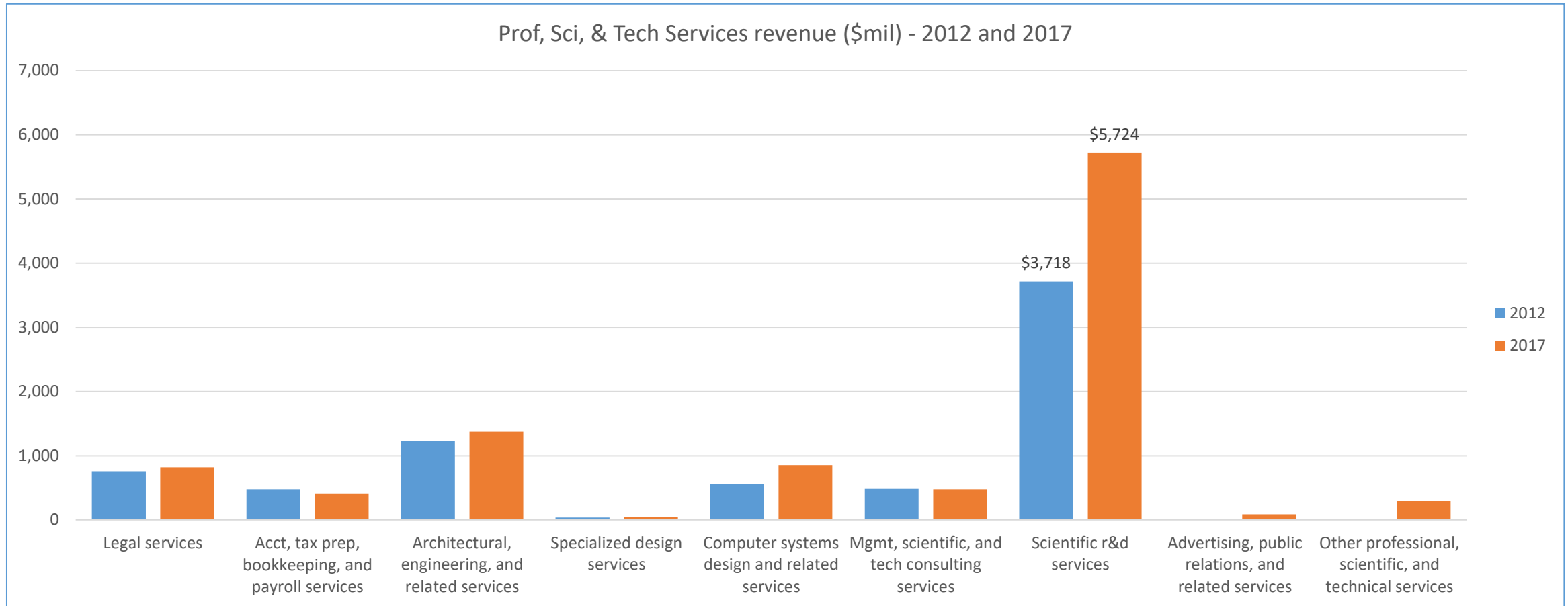
Selected Retail Trade Data for New Mexico



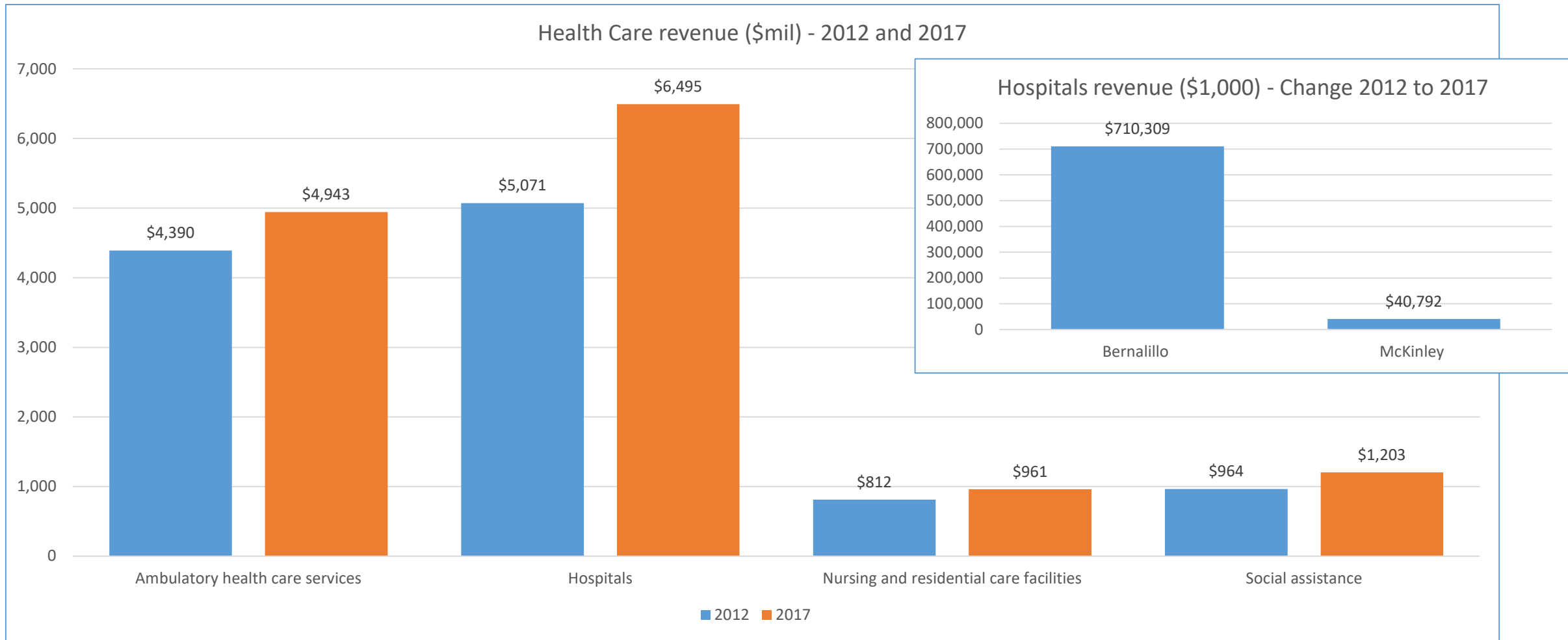
Motor Vehicle and Parts Dealers Data for New Mexico Counties



Selected Professional, Scientific, and Technical Services Data for New Mexico



Selected Health Care & Social Assistance Data for New Mexico



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

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	

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)

The NEW Annual Business Survey

Provides similar data as the SBO and ASE

- Data on business ownership by race, ethnicity, gender, and veteran status for employer businesses
- Geographies
 - Nation and State by 2- thru 6-digit NAICS
 - County, Metro, and Place by 2-digit NAICS
- Released May 19th

The screenshot shows the Annual Business Survey (ABS) page on the Census Bureau website. The browser address bar shows the URL: <https://www.census.gov/programs-surveys/abs.html>. The page features a dark blue header with the United States Census Bureau logo and a search bar. Below the header is a navigation menu with options: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. The main content area is titled "Annual Business Survey (ABS)" and includes a description: "The ABS is conducted by the U.S. Census Bureau and the National Science Foundation's National Center for Science and Engineering Statistics, and provides annual data on select economic and demographic characteristics of employer businesses." There are three main sections: "About" (with a magnifying glass icon), "Data" (with a grid icon showing binary code), and "Information for Respondents" (with a folder icon). A "News" section is also visible, featuring a press release from August 13, 2018, titled "Number of Women-Owned Employer Firms Increases". The press release text states: "Women-owned employer firms in the United States increased by approximately 2.8 percent in 2016 to 1,118,863 from 1,088,466 in 2015." A small widget in the bottom right corner shows the U.S. Population as of April 13, 2020, at 329,513,003, and notes that one birth occurs every 8 seconds.



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

The UPDATED Business Formation Statistics

Provides **weekly** data on Business Applications and Formations

- Data on Total Business Applications, plus breakout for
 - BAs from Corporations
 - High Propensity Bas
 - BAs with Planned Wages
- Estimate and Year-to-Year % change
- Geographies
 - Nation, Region, and State (no NAICS detail)
- Released May 21st

<https://www.census.gov/econ/bfs/index.html?#>



<https://www.census.gov/library/visualizations/interactive/bfs-weekly-business-applications.html>

Business Formation Statistics (BFS) Business Applications

MAY 21, 2020

Business Applications by U.S. State

Percent Change From 2019 Week 20 to 2020 Week 20

State

Region

Select Application Type:

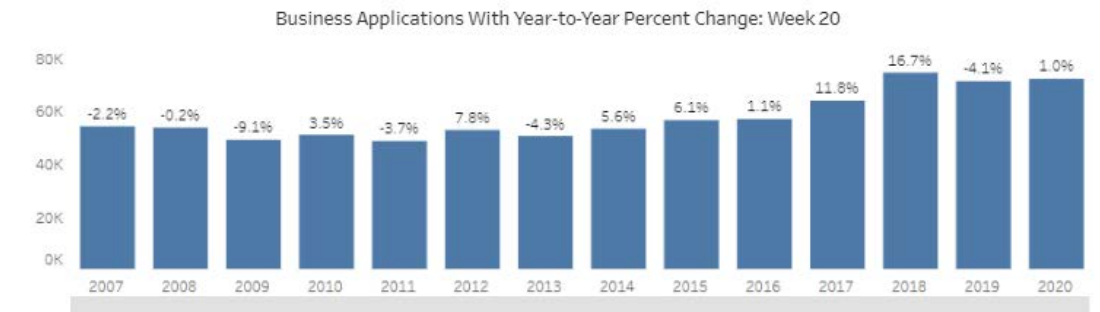
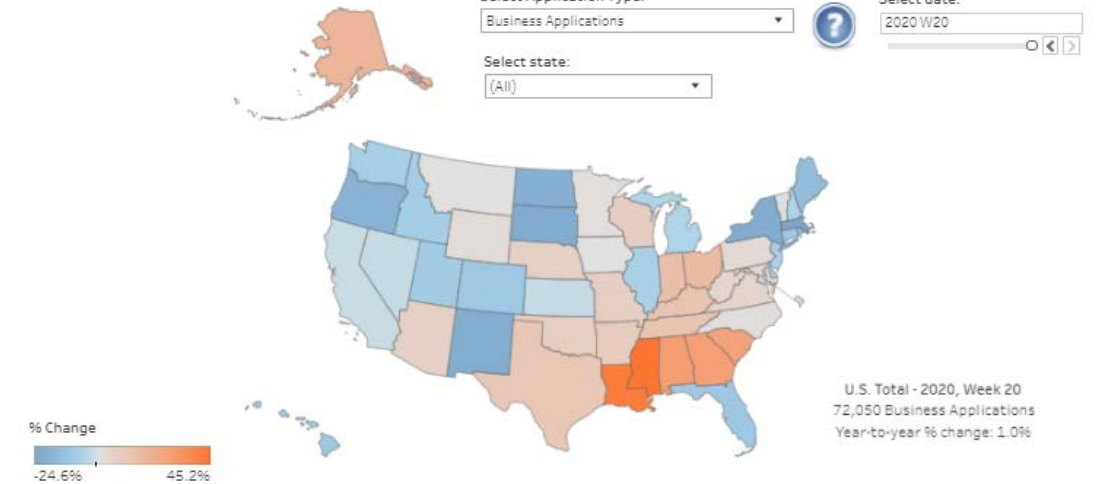
Business Applications

Select date:

2020W20

Select state:

(All)



Note: Week 53 figures are excluded from visualization.

K=thousands

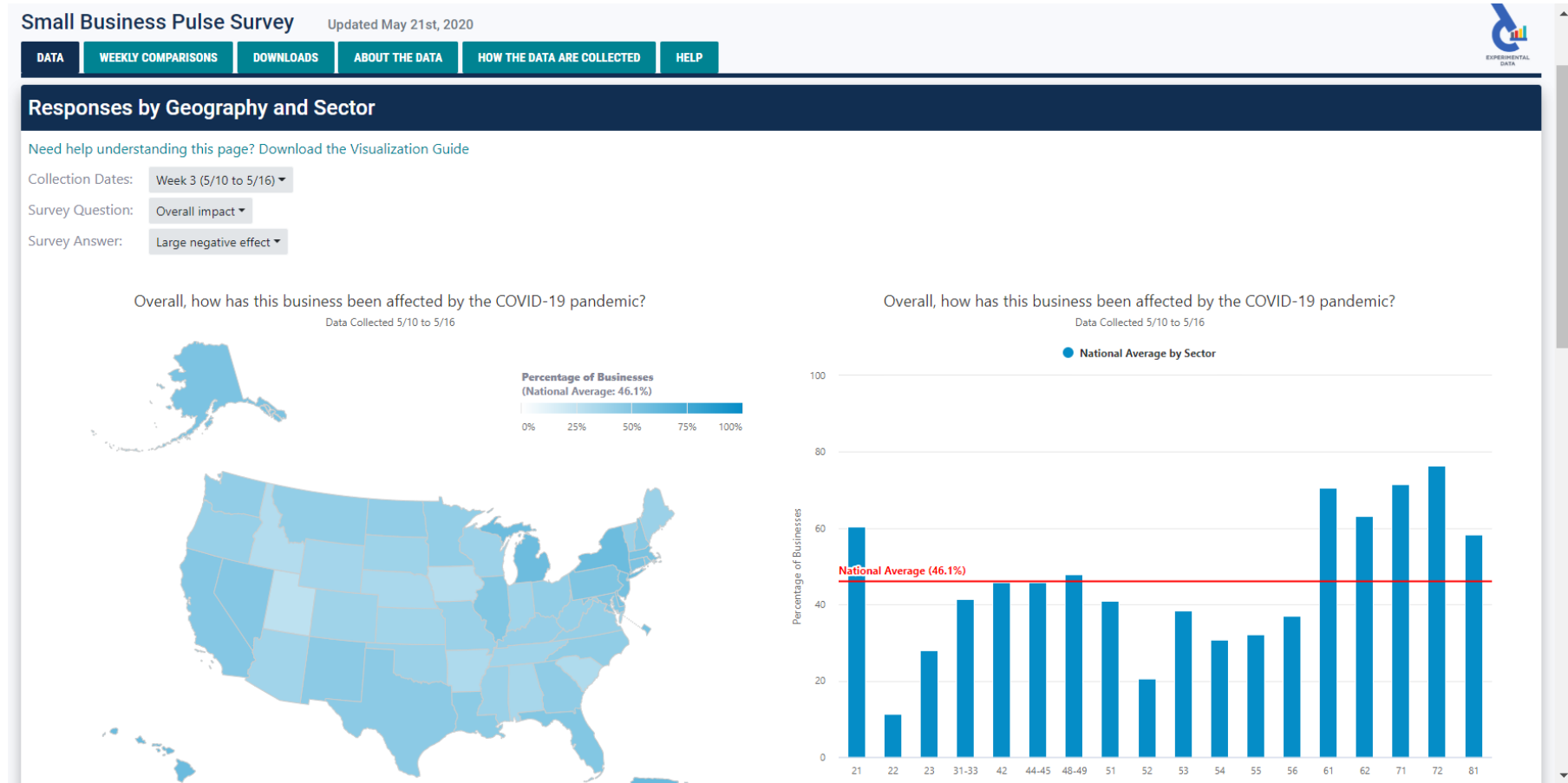
United States[®]
Census Bureau
U.S. Department of Commerce
U.S. ECONOMIC ANALYSIS
census.gov

Source: Business Formation Statistics

The NEW Small Business Pulse Survey

Measures the changes in business conditions on small businesses during the COVID-19 pandemic

- Data on business ownership by race, ethnicity, gender, and veteran status for employer businesses
- Geographies
 - Nation and State by 2- thru 6-digit NAICS
 - County, Metro, and Place by 2-digit NAICS
- Released May 14th



United States Census Bureau US Census Bureau COVID-19 Site

Census COVID-19 Impact Report

Select State: New Mexico Select County: Back to State

1 of 34 Page 1

STATE COVID-19 IMPACT PLANNING REPORT

New Mexico (FIPS 35)

KEY FACTS

2,092,434	775,651	2.64	37.5	73.0%
Total Population	Total Households	Average Household Size	Median Age	Internet At Home

BUSINESSES

44,039	626,466	\$25,723,101
Total Employer Establishments	Total Employees	Total Annual Payroll (\$1,000)

HEALTH INSURANCE COVERAGE BY AGE

Age Group	Medicare only	Medicaid only	Medicare/Medicaid	Private Insurance	Uninsured
65-69	141,151	10,076	151,227	1,190	1,190
70-74	141,151	10,076	151,227	1,190	1,190
75-79	141,151	10,076	151,227	1,190	1,190
80-84	141,151	10,076	151,227	1,190	1,190
85+	141,151	10,076	151,227	1,190	1,190

POVERTY

124,091	\$5,004,659	130,965
Total Non-Employer Establishments	Total Non-Employer Revenue (\$1,000)	Households Receiving Food Stamp/SNAP

AT-RISK POPULATION

144,776	225,735	93,471	45,052
Households on Below Poverty Level	Households with Disability	Households with Pop 65+ Living Alone	Households Without Vehicle

United States Census Bureau

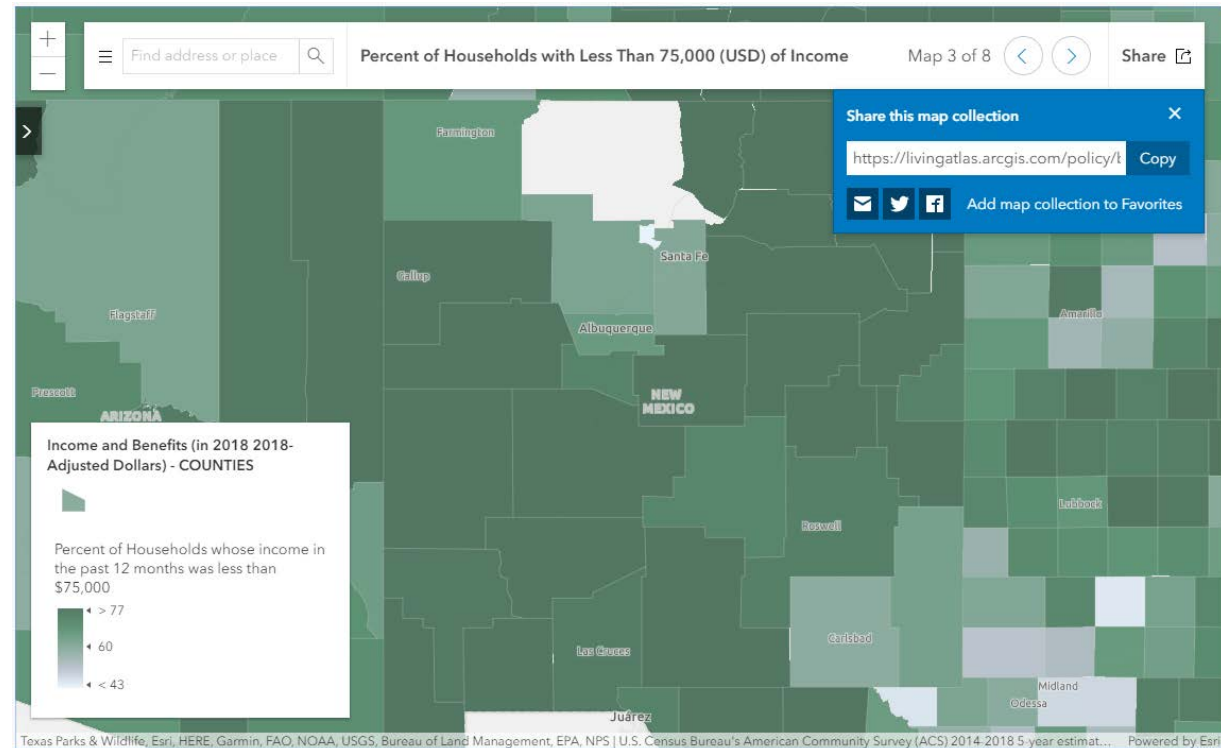
Source: 2014-2018 American Community Survey, Screen and County Business Patterns (CBP), 2017

<https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>



New COVID-19 Hub

<https://covid19.census.gov/>



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 and NAICS changes**... make sure data are comparable
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html> and <https://www.census.gov/eos/www/naics/>
- The 3 new COVID-related programs and Hub provide timely data that can help in the recovery from the **COVID-19 Pandemic**

Q & A and Thank You!

Contact me at:

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