

Census Has Business Data?

An Overview of Key Economic Data for New Jersey (including COVID data)

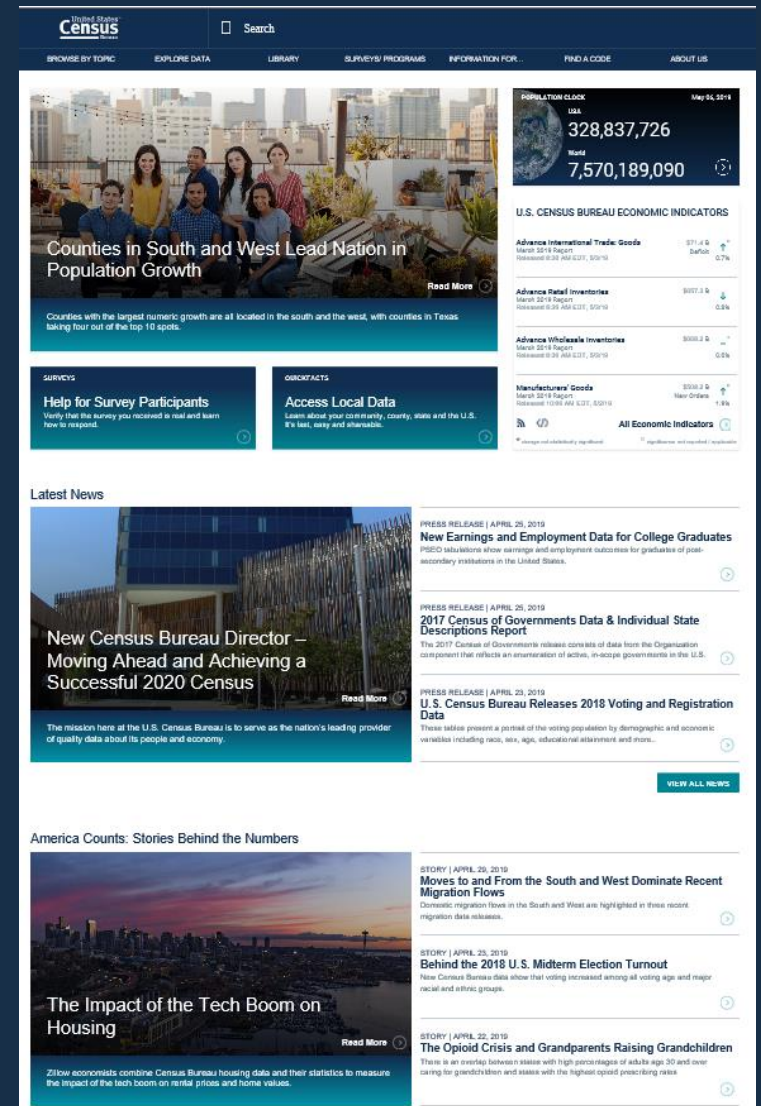
NJ SDC Annual Meeting
November 9th, 2021

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

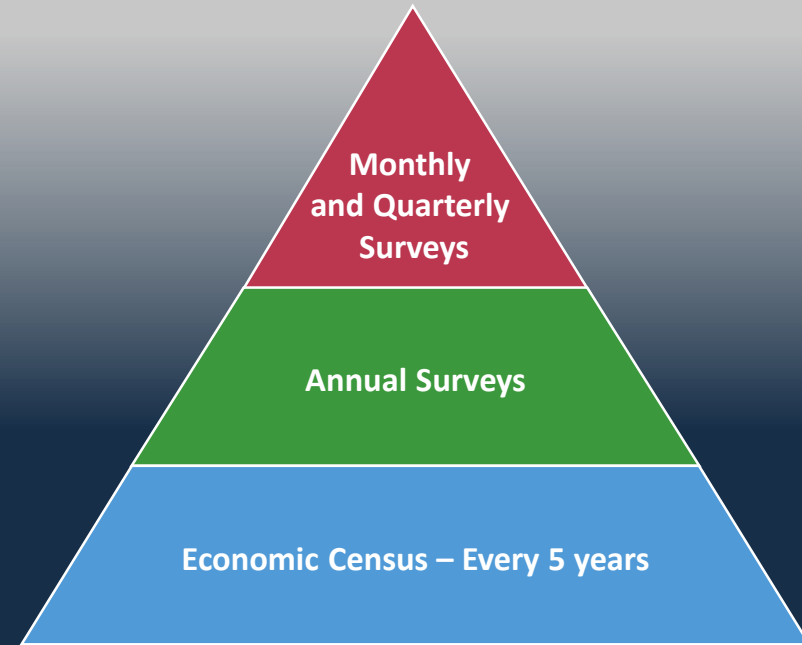


About the Census Bureau

- 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
- 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>

**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

2017 Economic Census

See How It All Adds Up



Selected Economic Census Links for New Jersey

- Core Stats by Industry and Geography:
<https://data.census.gov/cedsci/table?q=&g=0400000US34&y=2017&d=ECN%20Core%20Statistics%20Summary%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%3A%202017&tid=ECNBASIC2017.EC1700BASIC>
- Industry by Products:
<https://data.census.gov/cedsci/table?q=&g=0400000US34&y=2017&d=ECN%20Core%20Statistics%20Economic%20Census&tid=ECNNAPCSIND2017.EC1700NAPCSINDPRD>
- Comparative (**NEW**):
<https://data.census.gov/cedsci/table?q=&g=0400000US34&y=2017&d=ECN%20Core%20Statistics%20All%20Sectors%3A%20Comparative%20Statistics%20for%20the%20U.S.,%20States,%20and%20Selected%20Geographies%20%28Previous%20NAICS%20Basis%29&tid=ECNCOMP2017.EC1700COMP>
- Franchise (**NEW**):
<https://data.census.gov/cedsci/table?q=&g=0400000US34&y=2017&d=ECN%20Core%20Statistics%20Selected%20Sectors%3A%20Franchise%20Status%20for%20the%20U.S.%20and%20States&tid=ECNFRAN2017.EC1700FRAN>
- 16 Additional Sector-Specific Tables

Annual Economic Programs

Annual Surveys

- 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:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2019&d=ECNSVY%20Business%20Patterns%20County%20Business%20Patterns&tid=CBP2019.CB1900CBP>
- NES
 - Number of Firms and Sales by Industry, Geography, and Sales Size:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Nonemployer%20Statistics&tid=NONEMP2018.NS1800NONEMP>
- BDS (**NEW**)
 - Number of Firms and Establishments and Employment by Industry, Geography, and Establishment Age:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Business%20Dynamics%20Statistics&tid=BDSTIMESERIES.BDSEAGE>
 - 12 Additional Tables, including ones by Firm Age, Size, and Initial Size

Annual Business Survey

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

The screenshot shows the 'Annual Business Survey (ABS)' page on the Census Bureau website. 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 brief 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.' To the right of the text is a photograph of the U.S. Capitol building. Below the text are three interactive buttons: 'About' (with a magnifying glass icon), 'Data' (with a binary code icon), and 'Information for Respondents' (with a folder icon). A 'News' section is visible at the bottom, featuring a press release from August 13, 2018, titled 'Number of Women-Owned Employer Firms Increases', which states that 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 date and time stamp 'Apr 13, 2020 14:48 UTC (+4)' is visible in the bottom right corner, along with a 'United States' vs 'World' toggle and a population counter showing '329,513,003'.

Selected ABS Links for New Jersey

- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA01>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Years in Business:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA02>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Receipts Size:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA03>
- Basic Stats by Industry and Geography by Race/Ethnicity/Gender/Veteran and Employment Size:
<https://data.census.gov/cedsci/table?g=0400000US34&y=2018&d=ECNSVY%20Annual%20Business%20Survey%20Annual%20Business%20Survey&tid=ABSCS2018.AB1800CSA04>
- 22 Additional Tables, including ones on both Business and Owner Characteristics and a number of ones on Technology

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](#).

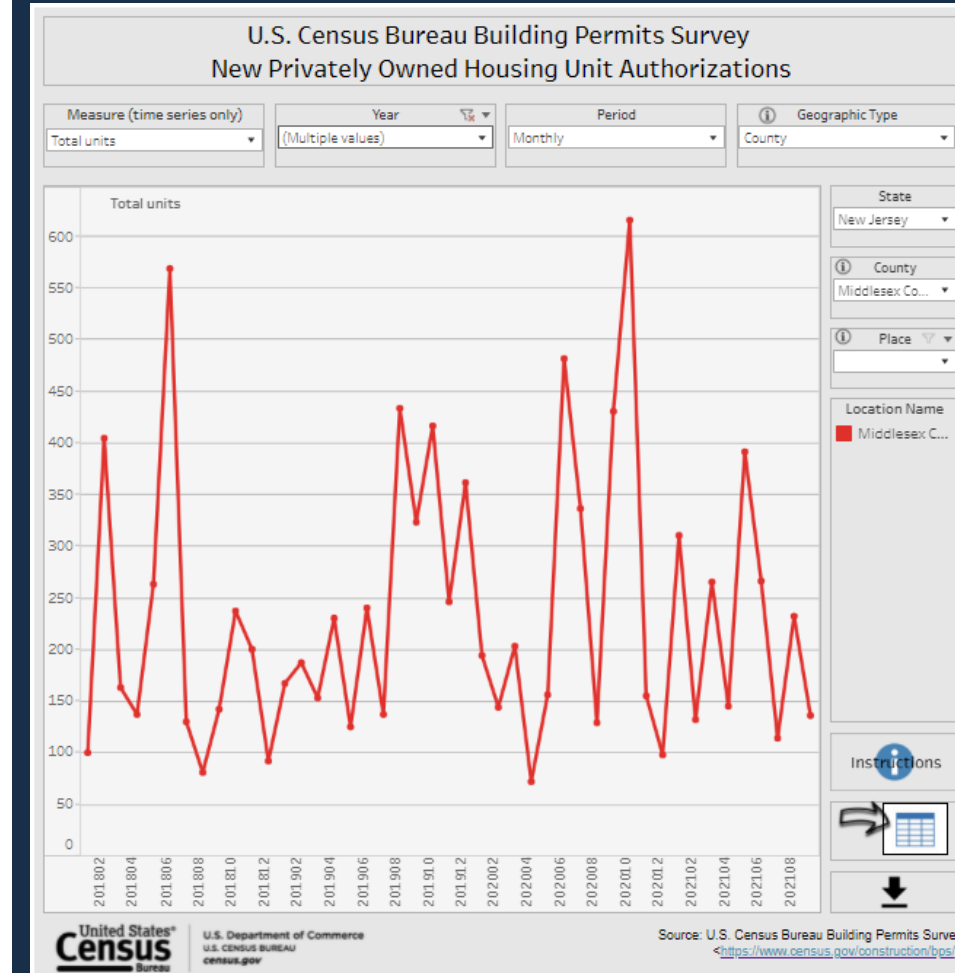
-  [2017 NESD Technical Documentation](#) [< 1.0 MB]
-  [Table 1 - Statistics for Nonemployer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 1 Data Notes](#) [<1.0 MB]
-  [Table 2 - Receipts Size of Firm Statistics for Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 2 Data Notes](#) [<1.0 MB]
-  [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](#) [<1.0 MB]
-  [Table 3 Data Notes](#) [<1.0 MB]
-  [Table 4 - Owner Characteristics of Nonemployer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas](#) [<1.0 MB]
-  [Table 4 Data Notes](#) [<1.0 MB]

See <https://www.census.gov/programs-surveys/abs/data/negd.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/>

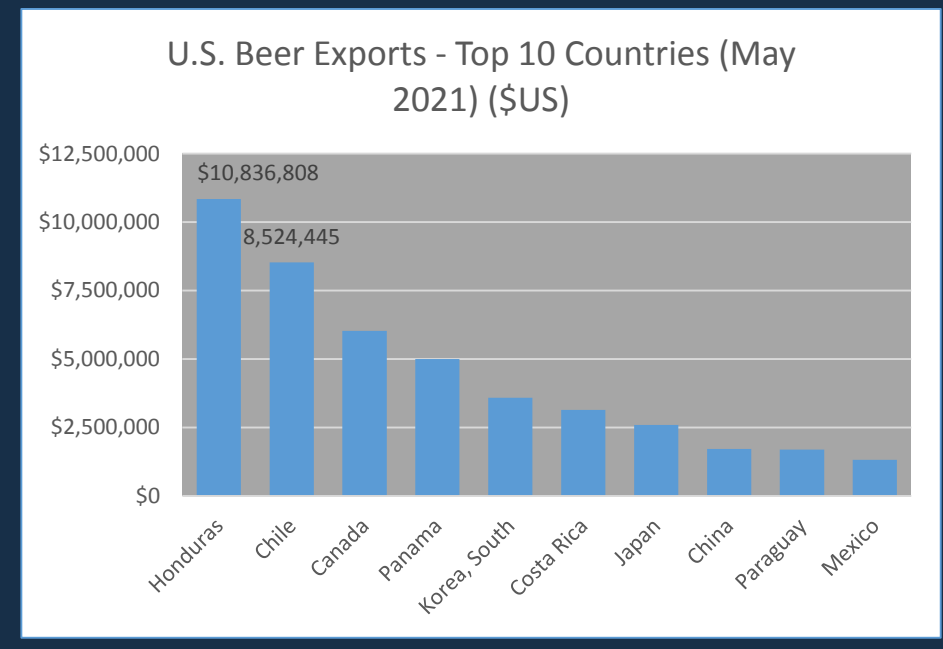
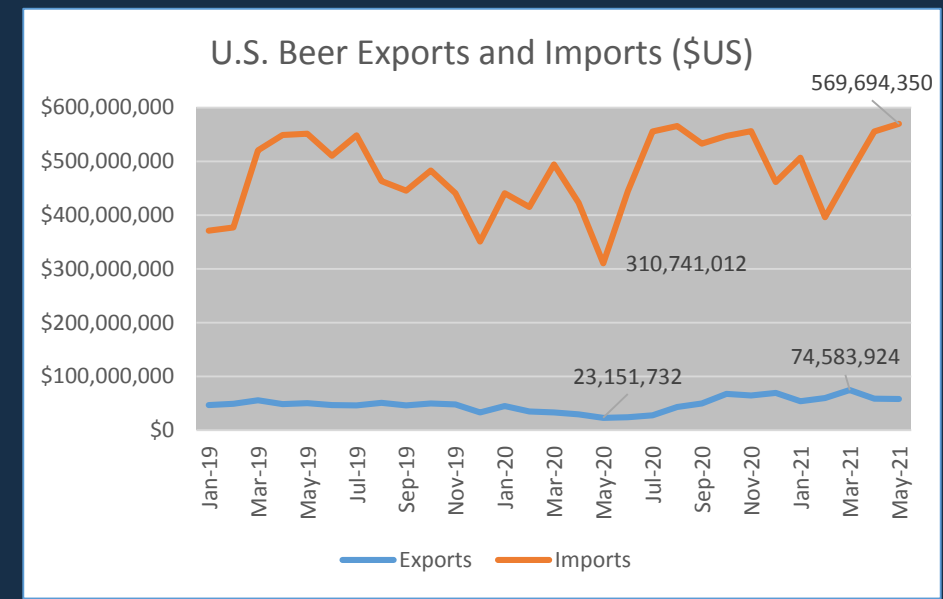


International Trade



- 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 and USA Trade Online (<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>



The screenshot shows the homepage of the US Census Bureau COVID-19 Site. The header includes the United States Census Bureau logo, the site title "US Census Bureau COVID-19 Site", and navigation links for "Census Programs", "What's New", and "FAQs". An "esri SAG AWARD" logo is also present. The main content area features a large title "COVID-19 Demographic and Economic Resources" and the text "United States Census Bureau". Below this is a "Share via:" section with icons for email, Twitter, and Facebook. A grid of seven teal buttons provides access to various resources: "Racial Equity Data Tools", "Additional Federal Datasets", "Covid-19 Surveys and Estimates", "Demographic and Economic Analysis", "Highlighted Datasets", and "Categorical Datasets Search". The footer contains the text "V2.3 - 6/23/2021 Release." and a call to action: "Sign up here to stay connected. Your Feedback would be greatly appreciated."

United States[®]
Census
Bureau

United States Census Bureau COVID-19 Site

Census Programs What's New FAQs

esri
SAG AWARD
SPECIAL ACHIEVEMENT IN GIS

COVID-19 Demographic and Economic Resources

United States Census Bureau

Share via:

Racial Equity Data Tools

Additional Federal Datasets

Covid-19 Surveys and Estimates

Demographic and Economic Analysis

Highlighted Datasets

Categorical Datasets Search

V2.3 - 6/23/2021 Release.

[Sign up here](#) to stay connected. Your [Feedback](#) would be greatly appreciated.

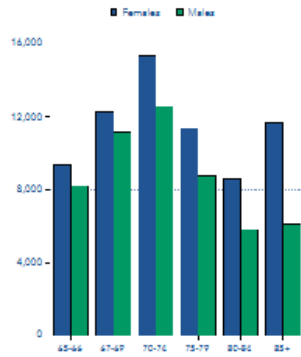


COUNTY COVID-19 IMPACT PLANNING REPORT

Middlesex, New Jersey (FIPS 34023)

United States™
Census
Bureau

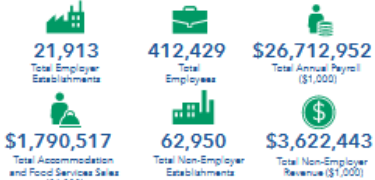
POPULATION 65 AND OLDER



KEY FACTS

825,920 Total Population	285,005 Total Households	2.79 Average Household Size	38.6 Median Age	86.7% Internet At Home
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BUSINESSES



POVERTY



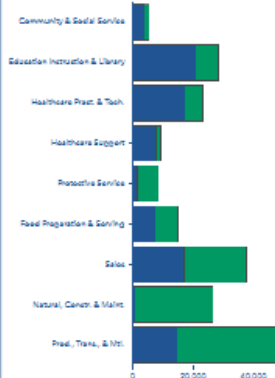
AT-RISK POPULATION



OCCUPATION BY SEX

(Civilian Employed Population 16 Years and Over)

Female Male



Interactive Dashboards and Policy Maps

Find address or place Percent of Households with Less Than 75,000 (USD) of Income Map 4 of 9 Share

Share this map collection Copy

Add map collection to Favorites

Zoom to

Bergen County, New Jersey

There are 339,856 households in this area, and 38.0% of them have incomes less than \$75,000 annually.

Income and Benefits 2019 - COUNTIES

Percent of Households whose income in the past 12 months was less than \$75,000

- > 77
- 60
- < 43

New Jersey Office of GIS, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS, U.S. Census Bureau American Community Survey (ACS) 2015-2019 5-year estimates, Table(s) DP03 Powered by Esri

Access to Interactive Dashboards and Web Sites for COVID-Specific Programs



Covid-19 Surveys and Estimates

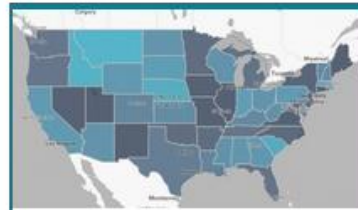
These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

[Dashboard](#) >



Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

[Dashboard](#) >



International Population Data

This dashboard shows selected population characteristics for 228 countries and areas from the U.S. Census Bureau's International Data Base.

[Dashboard](#) >



Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#) >



ACS Occupation Data

This dashboard provides estimates for select occupations from the 2015-2019 ACS 5-year.

[Dashboard](#) >



Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

[Go to](#) >



Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection in a new monthly measure of state government sales tax collections for selected sales tax.

[Go to](#) >



Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.

[Go to](#) >

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.



[Open Datasets Page](#)

(Downloadable resources also available)

Additional Datasets

The screenshot shows the US Census Bureau COVID-19 Site. The main heading is "Additional Federal Agency and Other Datasets and Indices". Below the heading is a sub-heading: "These datasets and indices are only a subset of the many Federal and private sector COVID-19 data and analysis available." There are four navigation buttons: "COVID-19 Impact Analyses", "Business and Economics", "Individuals and Households", and "Government Services". Below these buttons is a section titled "COVID-19 Impact Analyses" with a "See all >>" link. This section contains four cards, each with a title, a brief description, and "Read More" and "Storymap" links.

COVID-19 Impact Analyses [See all >>](#)

- County Economic Impact Index(EII)**
The goal of the EII is to identify regions whose local economies may be more adversely affected during medium- to long-term disruptions with near real-time data.
[Read More](#) [Storymap](#)
- State & Local Government Revenue Vulnerability Indices**
The SGRVI & LGRVI are to help identify state & local governments whose revenues are particularly vulnerable to the impacts of COVID-19 and other economic downturns.
[Read More](#) [Storymap](#)
- Housing Stability Index(HSI)**
Argonne developed the HSI to better understand the changes in housing stability for owners and renters during the COVID-19 pandemic.
[Read More](#) [Storymap](#)
- Internet Access Index(IAI)**
The IAI is developed to understand the challenges many households face in connecting to high-speed internet, whether due to lack of broadband availability from internet service providers or difficulties in subscribing to a broadband service.
[Read More](#) [Storymap](#)

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?

The screenshot shows the 'Data Equity Tools' page on the US Census Bureau COVID-19 Site. The page features a dark blue header with the Census logo and navigation links for 'Census Programs', 'What's New', and 'FAQs'. The main title 'Data Equity Tools' is prominently displayed, followed by a call to action: 'Email us if you have any questions about Census Data Equity.' Below this, a paragraph explains that the U.S. Census Bureau's publicly available data sets and tools can assist federal agencies and other entities in the equitable distribution of resources and identifying underserved communities. The page is organized into a grid of five tool cards, each with a representative image, a title, a brief description, and buttons for 'Watch video', 'Explore Data', and 'See PPT'. The tools featured are: Community Resilience Estimates, The Response Outreach Area Mapper (ROAM), Opportunity Atlas, LEHD, and Census Business Builder (CBB).


US Census Bureau COVID-19 Site

Census Programs What's New FAQs

Data Equity Tools

Email us if you have any questions about Census Data Equity.

The U.S. Census Bureau's publicly available data sets and tools, can assist federal agencies and other entities in the equitable distribution of resources, and identifying underserved communities. The Census Bureau collects comprehensive data from a multitude of sources about the nation's economy and population, covering a range of topics, including demography, housing, socioeconomics, and businesses. Additionally, the Census Bureau data sets and tools can inform the frameworks for public dashboards to share progress and program metrics for assistance programs.




Community Resilience Estimates

The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

Watch video

Explore Data See PPT




The Response Outreach Area Mapper (ROAM)

Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

Watch video


Explore Data See PPT



Opportunity Atlas

A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

Explore Data See PPT




LEHD

Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

Watch video

Explore Data See PPT



Census Business Builder (CBB)

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Explore Data See PPT

Brand New Library Dashboard

Public Libraries by State: Library System & ACS Data Viewer
FY 2019
Select a State
New Jersey

New Jersey
Explore ACS Variables Using the Map Layer List
Best viewed one variable at a time, as layers may stack on top of one another

Top 10 Library Systems by Population Served

Library System	Population Served (Approx.)
OCEAN COUNTY LIBRARY	530,000
MORRIS COUNTY LIBRARY	460,000
MONMOUTH COUNTY LIBRARY	420,000
BURLINGTON COUNTY LIBRARY	330,000
CAMDEN COUNTY LIBRARY	310,000
NEWARK PUBLIC LIBRARY	260,000
JERSEY CITY FREE PUBLIC LIBRARY	230,000
ATLANTIC COUNTY LIBRARY	190,000
SOMERSET COUNTY LIBRARY	180,000
MERCER COUNTY LIBRARY	150,000

Interacting with Map Filters Table Results

State:	Library Systems:	Population Served :
New York	756	19,378,110
Pennsylvania	452	12,434,849
New Jersey	296	8,708,749
Virginia	93	8,403,546
Maryland	24	6,016,447
Connecticut	180	3,295,813
Delaware	21	967,974
District of Columbia	1	705,749

Population Served

8.7M

Library Card Holders

4.1M

Library Systems

296

Library Buildings

440

Library Systems
Systems by State
Outlets

Q & A and Thank You!

Contact me at:

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(301)763-6747

