

# Shape Your Community's Future Using Census Data

NCDCA Region 1 Conference  
April 1<sup>st</sup>, 2021

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



# The Decennial Census Shapes America for the Next 10 Years



- The U.S. Constitution (Article 1, Section 2) requires a census every 10 years to determine state representation in the U.S. Congress.
- Federal funding—more than \$675 billion a year—is allocated based on the census.
- This funding affects vital local services, including:
  - Education
  - Housing
  - Transportation
  - Health care
- Census data is used by businesses, governments, and civic organizations to inform decision-making.

# 2020 Census Timeline

The count is now complete, and the Census Bureau is currently processing the data, making sure that everyone is counted once, only once, and in the right place. Here's a look at some of the key upcoming dates, as they are currently scheduled:

- **Apportionment: By April 30, 2021:** The Census Bureau will deliver population counts used for apportionment to the president as required by law.
- **Redistricting: As September 30, 2021:** By this date, the Census Bureau will send redistricting counts to the states. This information is used to redraw legislative districts based on population changes.

[www.2020census.gov/important-dates](http://www.2020census.gov/important-dates)


# The American Community Survey

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** households and informs over **\$675 billion** of Federal government spending each year
- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
  - 1-year Estimates (for large populations)
  - 1-year Supplemental Estimates (for small populations)
  - 5-year Estimates (for very small populations)

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

13195011

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU


 **THE American Community Survey**

This booklet shows the content of the American Community Survey questionnaire.

**Start Here**

Respond online today at:  
**<https://respond.census.gov/acs>**  
OR  
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

 **If you need help or have questions about completing this form, please call 1-800-354-7271.** The telephone call is free.  
**Telephone Device for the Deaf (TDD):** Call 1-800-582-8330. The telephone call is free.

**¿NECESITA AYUDA?** Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

Please print today's date.  
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.

Last Name

First Name MI

Area Code + Number

How many people are living or staying at this address?  
• **INCLUDE** everyone who is living or staying here for more than 2 months.  
• **INCLUDE** yourself if you are living here for more than 2 months.  
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.  
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1(INFO)(2015)  
06-17-2014

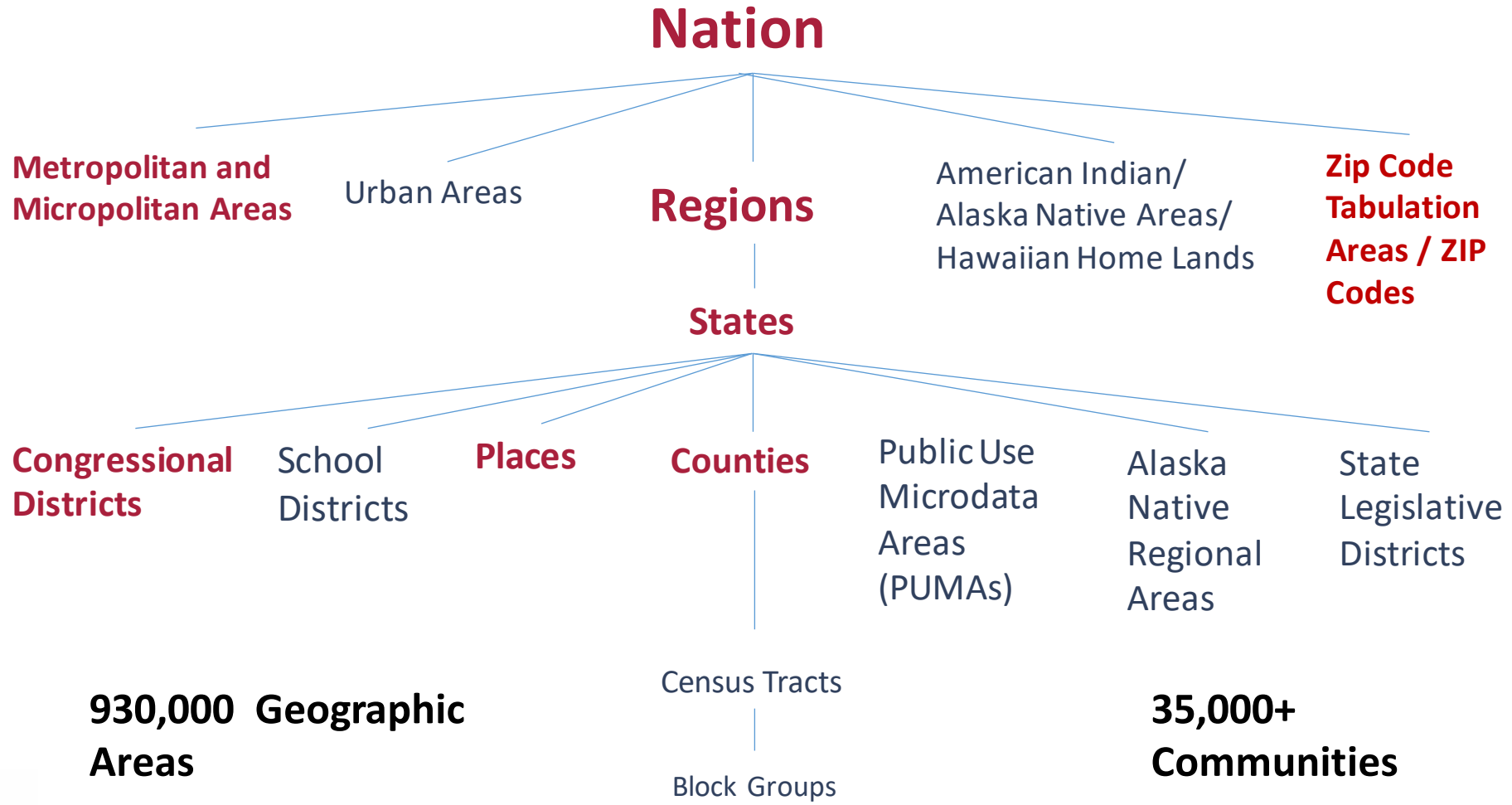
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OMB No. 0607-0936

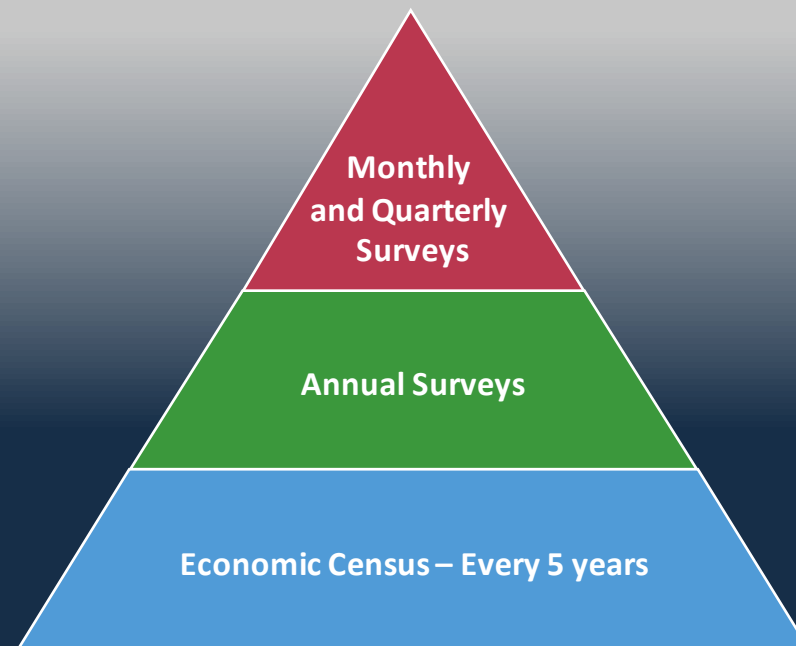
INFORMATION COPY

# ACS Content

POPULATION		HOUSING
<b>SOCIAL</b> Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	<b>DEMOGRAPHIC</b> Age Hispanic Origin Race Relationship Sex	Computer & Internet Use Costs (Mortgage, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In
	<b>SOCIOECONOMIC</b> Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	

# Key Census Geographic Areas





## 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

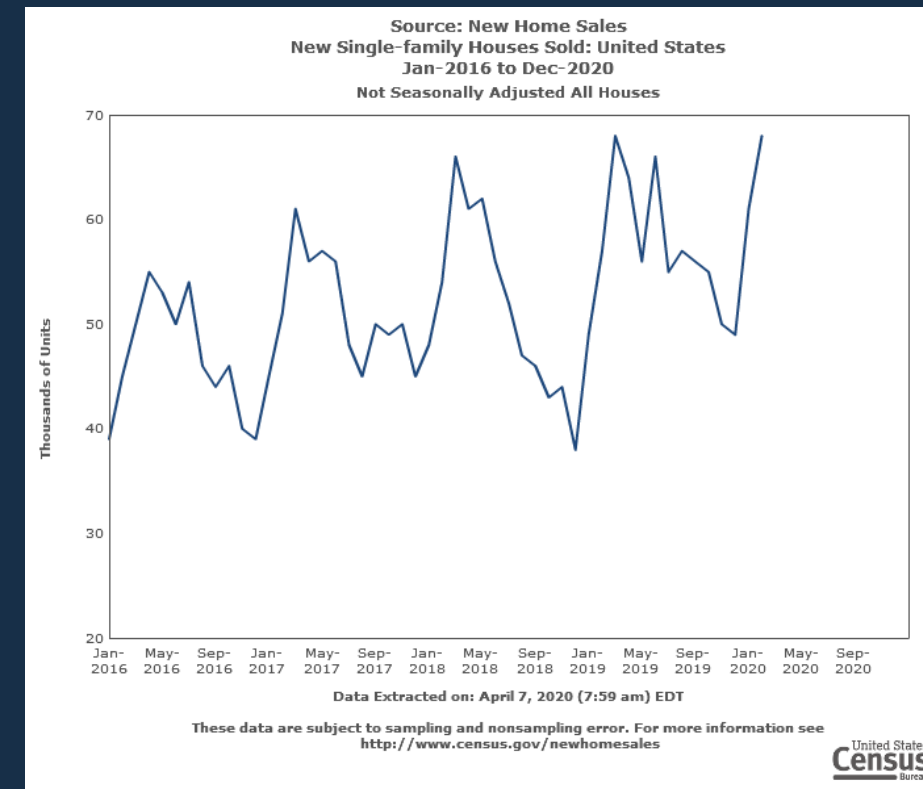
# Economic Indicators



- 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
- Released on the *Economic Indicators Briefing Room*:  
[www.census.gov/economic-indicators/index.php](http://www.census.gov/economic-indicators/index.php) and *FRED*  
<https://fred.stlouisfed.org/>

U.S. Census Bureau Economic Indicators		
<b>Manufacturers' Goods</b>	\$488.1 B	↑ <sup>□</sup>
November 2017 Report Released 10:00 AM EST, 1/5/18	New Orders	1.3%
<b>International Trade: Goods &amp; Services</b>	\$50.5 B	↑ <sup>□</sup>
November 2017 Report Released 8:30 AM EST, 1/5/18	Deficit	3.2%
<b>Construction Spending</b>	\$1,257.0 B	↑*

[View All](#) \* change not statistically significant  
□ significance not reported / applicable





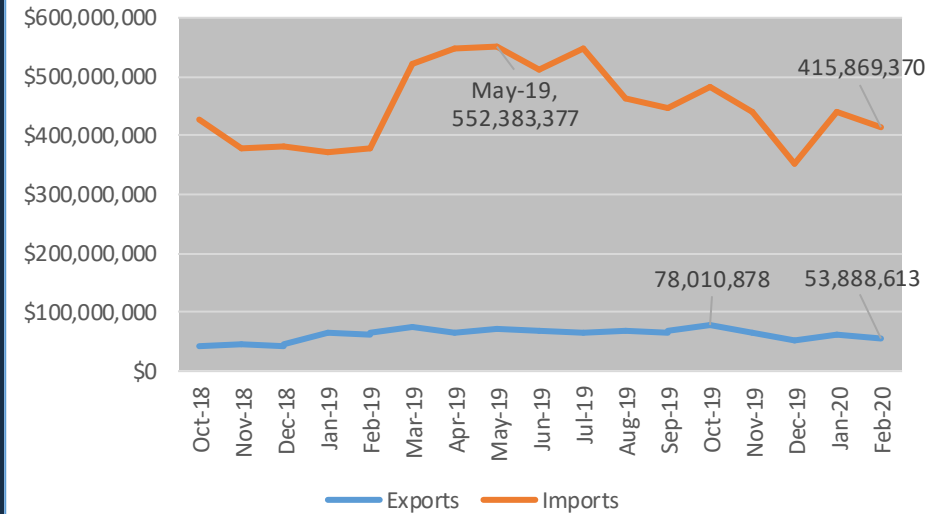
# International Trade



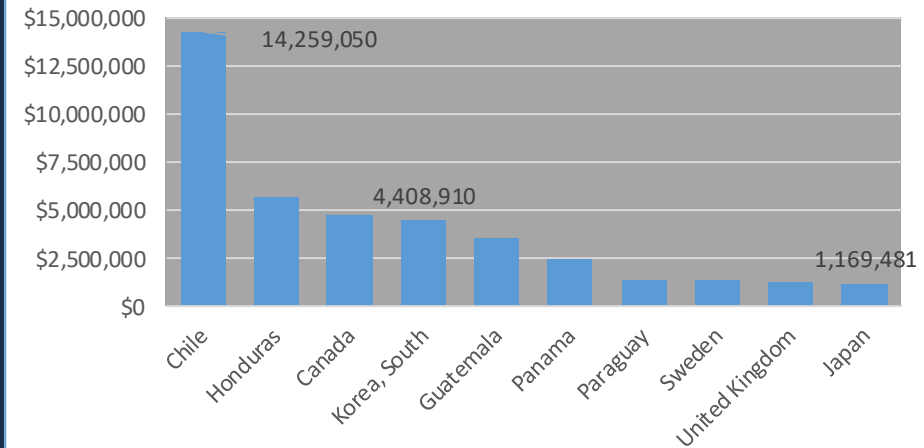
- A Census Bureau program that provide monthly and annual U.S. exports and imports statistics
- Data reported via ACE AESDirect and CBP documents
- Data shown at the national, **state, region, and port** levels
- Data provided by:
  - NAICS (Ag, Mining, and Manufacturing sectors only)
  - Commodity Classification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



U.S. Beer Exports and Imports (\$US)



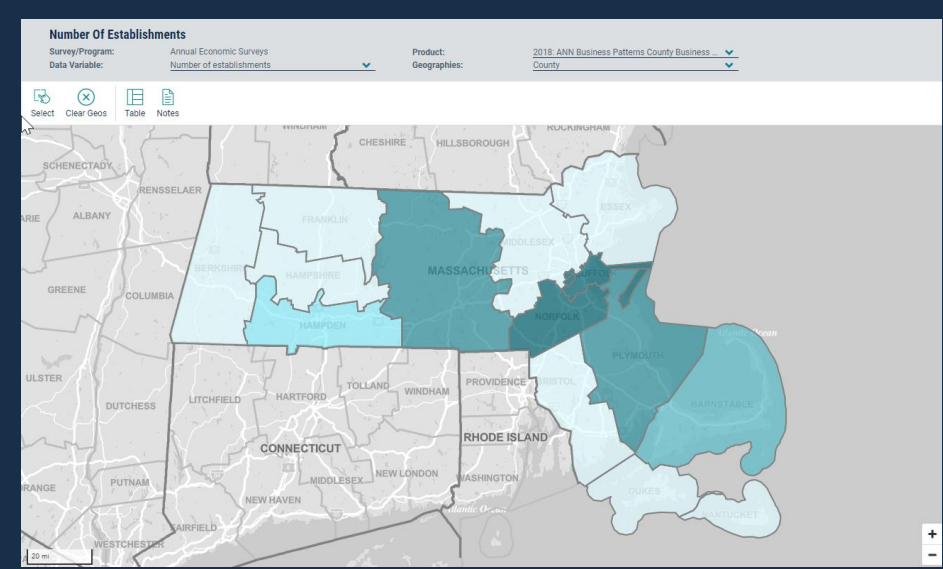
U.S. Beer Exports - Top 10 Countries (February 2020) (\$US)



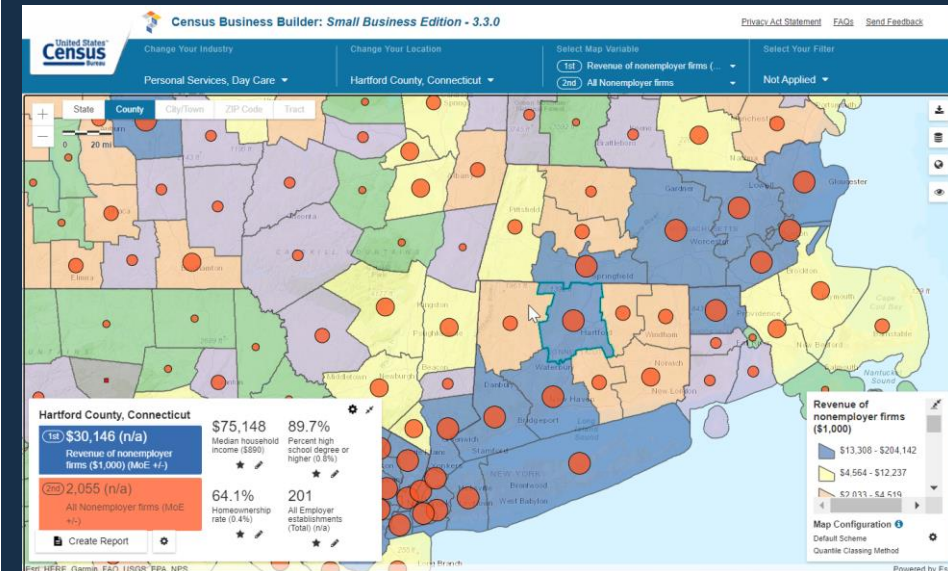
# Annual Economic Programs



- 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*: National, State, Metro, County, ZIP Code
  - *Nonemployer Statistics*: National, State, Metro, County
  - *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, Excel files, and other Census tools



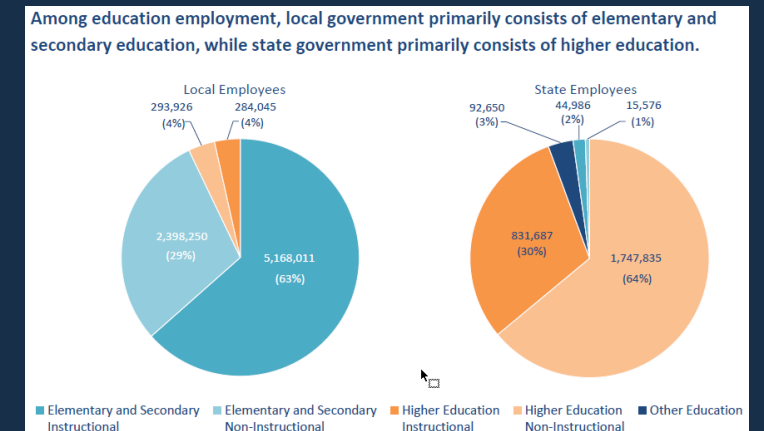
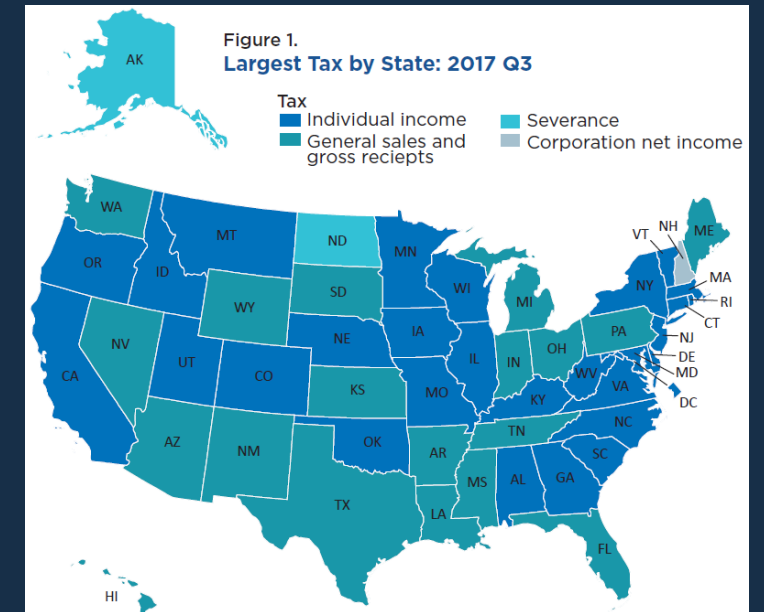
Number of Full-Service Employer Restaurants in MA counties: 2018



Revenue of Nonemployer Day Care Centers in New England counties: 2018

# Public Sector (Governments)

- 5 surveys that provide economic statistics about **state and local** governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
  - Organization and Structure
  - Government Employment
  - Government Finances
- Released on data.census.gov, Excel files, and other Census tools
- See <https://www.census.gov/govs/>



# The Economic Census

- 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](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: Provides data by **business size** (estab and firm; employment and revenue), **Legal Form of Organization**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (NAPCS data)

**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://census.gov/EconomicCensus)

## 2017 Economic Census

See How It All Adds Up



# The Annual Business Survey

- Provides data on business ownership by race, ethnicity, gender, and veteran status for **employer** businesses
- (Similar to SBO and ASE)
- Geographies
  - Nation and State by **2- thru 6-digit NAICS**
  - County, Metro, and Place by **2-digit NAICS**

The screenshot shows the Annual Business Survey (ABS) page on the Census Bureau website. The page features a dark blue header with the 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 icons representing "About", "Data", and "Information for Respondents". A "News" section is visible at the bottom, featuring a press release from August 13, 2018, titled "Number of Women-Owned Employer Firms Increases". A small widget in the bottom right corner displays the U.S. population as of April 13, 2020, at 329,513,003, and notes that one birth occurs every 8 seconds.

# The **NEW** 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]

# Ways to Access Data

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- QuickFacts
- My Congressional District
- **Census Business Builder**
- **COVID-19 Hub**
- OnTheMap and OTM for Emergency Management
- Data.census.gov
- Application Programming Interface (API)



Businesses	Largo CDP, Maryland	Prince George's County, Maryland	Maryland
Population estimates, July 1, 2017, (V2017)	X	912,756	6,052,177
<b>BUSINESSES</b>			
<b>Businesses</b>			
Total employer establishments, 2016	X	15,042	138,480
Total employment, 2016	X	256,974	2,282,725 <sup>1</sup>
Total annual payroll, 2016 (\$1,000)	X	11,937,666	121,952,023 <sup>1</sup>
Total employment, percent change, 2015-2016	X	2.5%	1.9% <sup>1</sup>
Total nonemployer establishments, 2016	X	76,805	487,540
All firms, 2012		794	531,953
Men-owned firms, 2012		345	276,630
Women-owned firms, 2012		408	209,119
Minority-owned firms, 2012		733	203,394
Nonminority-owned firms, 2012		28	314,902
Veteran-owned firms, 2012		72	50,976
Nonveteran-owned firms, 2012		689	462,232

**My Congressional District**  
115th Congress

1 Maryland  
2 Congressional District 4

People Workers Housing Socio-Economic Education Business

**Congressional District 4, Maryland**  
Source: 2016 County Business Patterns for Congressional Districts

**Paid employees for pay period including March 12**

	Estimate
Total for all sectors	198,099
Agriculture, forestry, fishing and hunting	6
Mining, quarrying, and oil and gas extraction	a
Utilities	383
Construction	16,995
Manufacturing	4,595
Wholesale trade	8,526
Retail trade	32,474
Transportation and warehousing	10,526
Information	3,907
Finance and insurance	5,091
Real estate and rental and leasing	5,270
Professional, scientific, and technical services	20,041

Need help finding your Congressional District?  **GO**

Window opens in new tab.

United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov

POWERED BY The American Community Survey and County Business Patterns

Display CBP Quality Indicator Flag | Download and Share

# Census Business Builder V. 3.3

United States Census Bureau  
Census Business Builder: Regional Analyst Edition - 3.3.0  
Privacy Act Statement | FAQs | Send Feedback

### Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

Find My Location

or

State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
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Release: 3.3.0 (Build: 10)

United States Census Bureau  
Census Business Builder: Small Business Edition - 3.3.0  
Privacy Act Statement | FAQs | Send Feedback

### Determine the Best Location for Your Business

#### 1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare  
Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

#### 2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a type of Business and Location.)

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).  
Release: 3.3.0 (Build: 10)

## Guiding Principles

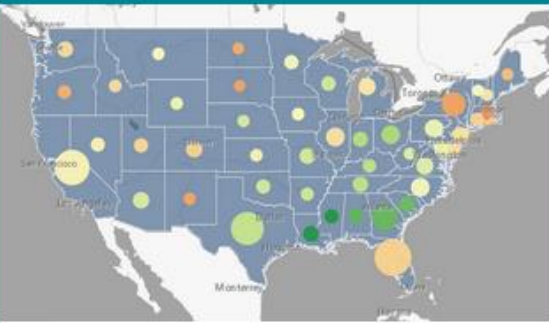
- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>



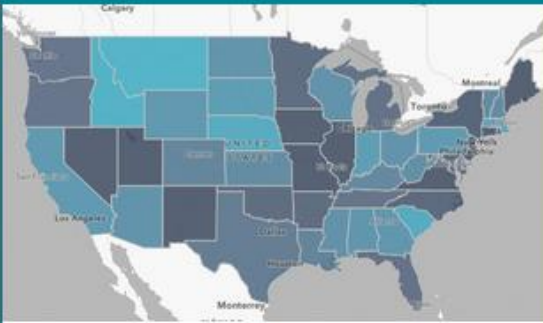
# Measuring the Impacts of the Coronavirus Pandemic



## 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](#) >



## 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](#) >



## 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](#) >

<https://www.census.gov/data/experimental-data-products.html>

# Other New Experimental Data Products

- **Selected Monthly State Sales Tax Collections**
  - Helps users understand the impacts of the pandemic on state and local governments
  - <https://www.census.gov/data/experimental-data-products/selected-monthly-state-sales-tax-collections.html>
- **Monthly State Retail Sales**
  - Enhances the Monthly Retail Trade Survey data by providing additional state-level data
  - <https://www.census.gov/data/experimental-data-products/monthly-state-retail-sales.html>



## Selected Monthly State Sales Tax Collections

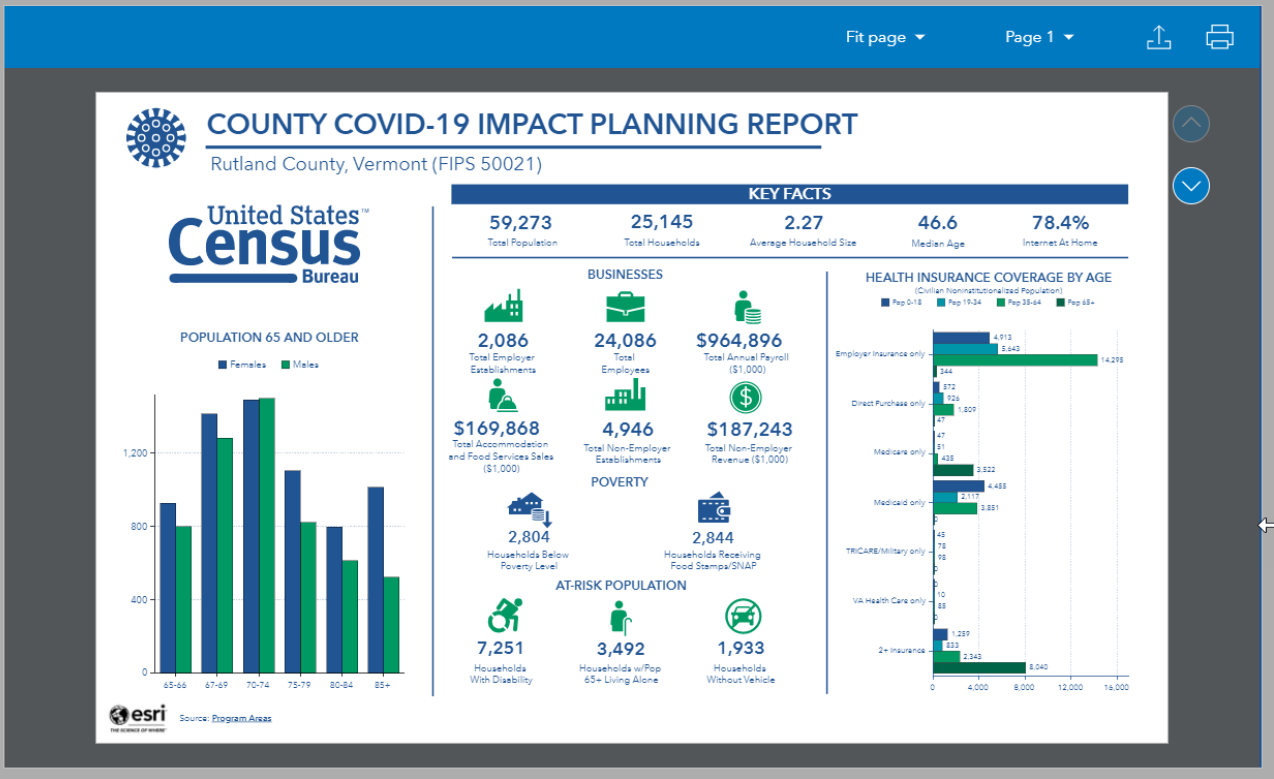
The Monthly State Sales Tax Collection is a new monthly measure of state government sales tax collections for selected sales tax.



## 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.



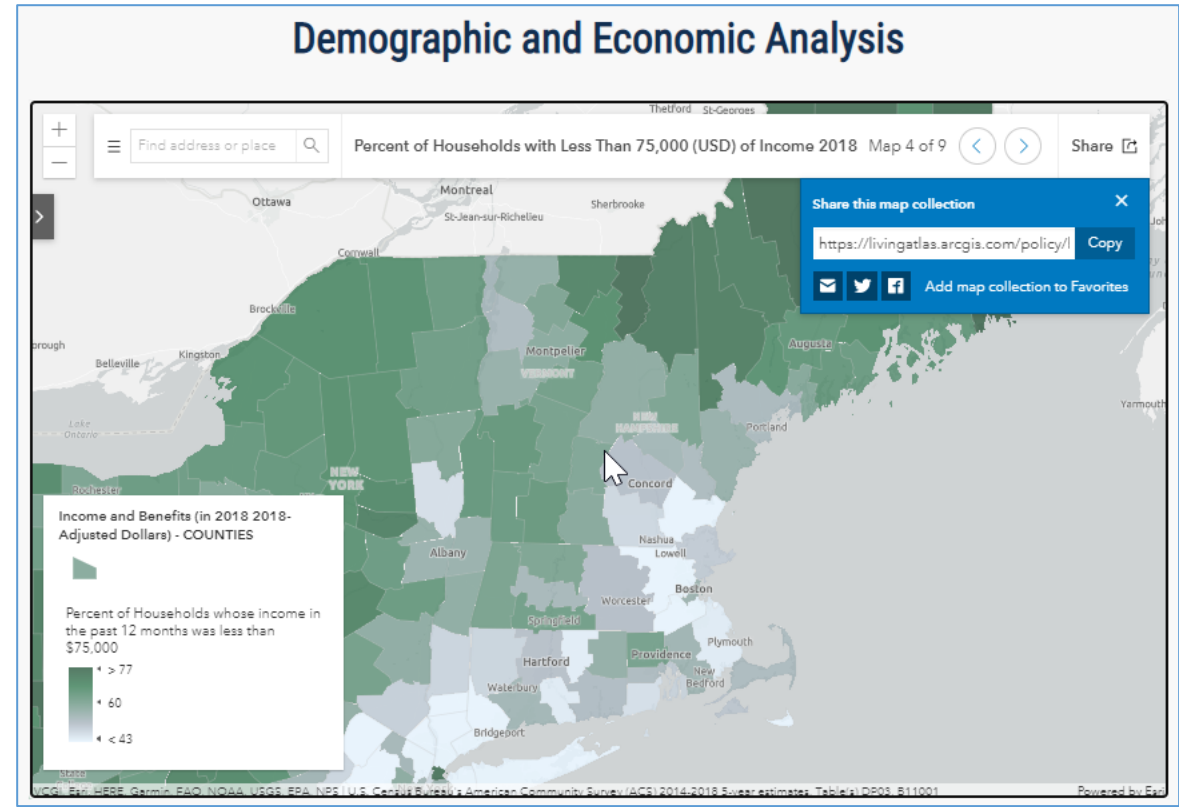


<https://www.census.gov/data/academy/webinars/2021/whats-new-in-v2-of-covid-19-data-hub.html>



# COVID-19 Data Hub

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



## 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](#)

### 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?



## Additional Datasets

- Provides links to 38 datasets from other federal agencies and private sector businesses that data users can merge with other Hub offerings in their own COVID products

## Additional Federal Agency and Other Datasets

These datasets are only a subset of the many Federal and private sector COVID-19 data available.



Business and Economics



Individuals and Households



Government Services

Business and Economics

[See all >>](#)

 <p>National</p> <p>COVID-19 Impact on Museums Survey Data</p> <p>COVID-19 Impact on Museums Survey Data... <a href="#">learn more</a></p> <p><a href="#">Explore Data</a></p>	 <p>State</p> <p>Arts and Cultural Production Satellite Account Summary Data 1999-2017 (PDF)</p> <p>Arts and Cultural Production Satellite Account Summary Data 1999-2017... <a href="#">learn more</a></p> <p><a href="#">Explore Data</a></p>	 <p>State, County, MSA</p> <p>Quarterly Taxable Wage Data 1990 - Present</p> <p>Taxable wages for a given quarter. County, state, and MSA level, by industry, yearly from 1990 - present... <a href="#">learn more</a></p> <p><a href="#">Explore Data</a></p>	 <p>State</p> <p>Industry Monthly Job Cuts and Hiring Plans Data From 2015</p> <p>Industry Monthly Job Cuts and Hiring Plans Data From 2015... <a href="#">learn more</a></p> <p><a href="#">Explore Data</a></p>
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# Data Dissemination and Training

✓ **Bring our data experts to you.**  
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- You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

• **Interact with our instructors via webinars.**

- Learn about our data releases and tools while attending these live virtual classes.



[Census.gov/academy](https://census.gov/academy)

[data.census.gov](https://data.census.gov)

# Q & A and Thank You!

Contact me at:

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**(301)763-6747**

