

Census Bureau Economic Programs

Understanding and Using Business Data from the U.S. Census Bureau

International Year of Statistics Symposium
U.S. Bureau of Labor Statistics
November 13, 2013

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Outline

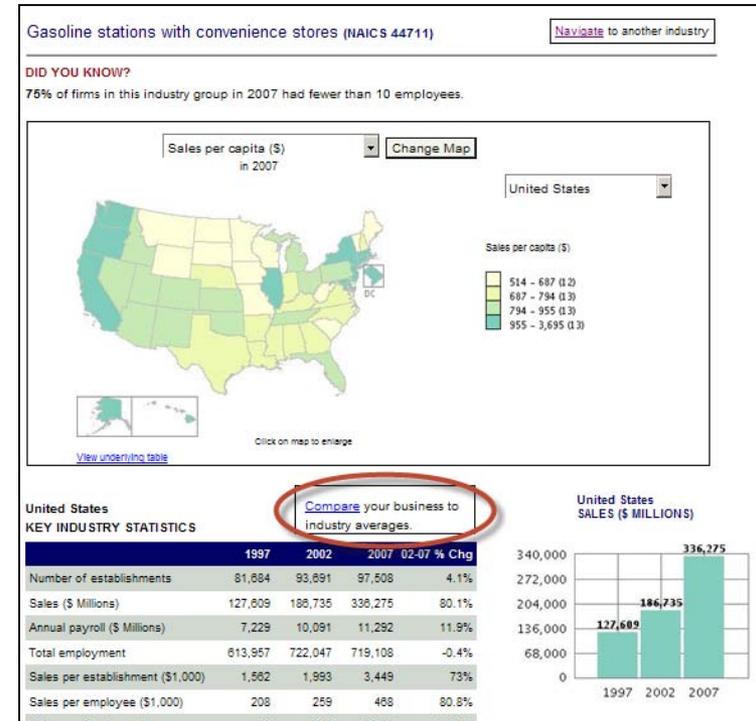
- An Overview of Census Bureau Economic Programs
- Economic Indicators
- Other Current Programs
- The Economic Census and the Census of Governments
- A Future Vision of Data Dissemination at the Census Bureau

The screenshot shows the U.S. Department of Commerce Census Bureau website. The top navigation bar includes links for Home, Blogs, About Us, Index A to Z, Glossary, and FAQs. The main navigation menu has tabs for People, Business, Geography, Data, Research, and Newsroom. A dropdown menu for 'Business' is open, listing categories such as Tools, Data by Sector, Business Topics, and Popular Resources. On the right, the 'Bureau Economic Indicators' section displays three key indicators with their values and percentage changes:

Indicator	Value	Change
Wholesale Inventories	\$1,668.0 B	0.3%
Monthly Retail Sales	\$425.9 B	-0.1%
Wholesale Inventories	\$503.0 B	0.5%

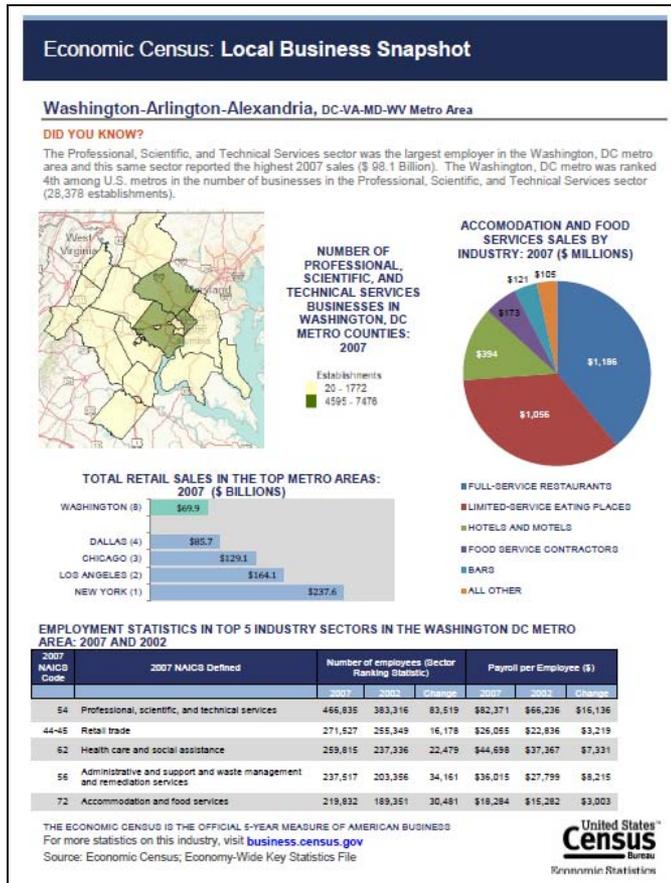
Census Bureau Economic Programs...

- Provide a suite of **comprehensive, consistent, and reliable** information that existing businesses can use to:
 - measure their performance against industry averages, and
 - identify expansion opportunities



Census Bureau Economic Programs Also...

- Provide information that **chambers of commerce** and other **local business organizations** can use to:
 - understand their economy, and
 - attract new businesses to their areas



Census Bureau Economic Programs...

- Provide critical information that **entrepreneurs** need in business plans and loan applications for new businesses

Using Economic Statistics

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).



Compare my business to others

[See uses of the Economic Census](#)

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example >](#)

Compare my community to others



Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example >](#)

Identify business markets



Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

[See Example >](#)

Use data in business plans and loan applications

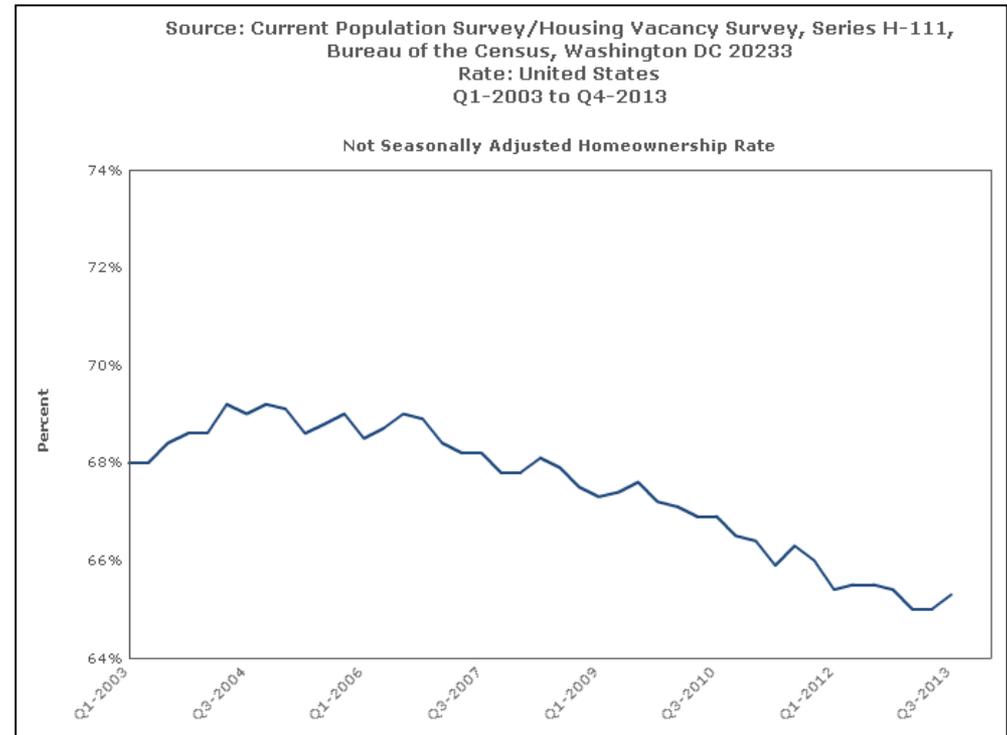


Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example >](#)

Economic Indicators

- Provide a **monthly snapshot** of how the U.S. economy and broad industries are doing
 - Primarily **national-level**
 - More aggregated **industries**
 - Selected **key statistics**



Economic Indicators Data

- Easy access to data available via:
 - Indicators Dashboard,
 - Indicators Database tool, and
 - *America's Economy* mobile app

U.S. Census Bureau Economic Indicators			
Business Inventories August 2013 Report Released 10:00 AM EDT, 10/29/13	\$1,668.0 B	↑ 0.3%	
Advance Monthly Retail Sales October 2013 Report Released 8:30 AM EDT, 10/29/13	\$425.9 B	↓* -0.1%	
Monthly Wholesale Inventories August 2013 Report Released 10:00 AM EDT, 10/25/13	\$503.0 B	↑ 0.5%	
Advance Report Durable Goods October 2013 Report Released 8:30 AM EDT, 10/29/13	\$233.4 B	↑° New Orders 3.7%	

* change not statistically significant
 ° significance not reported / applicable

TIME SERIES / TREND CHARTS

Please follow the numbers in order.

- 1 Select the report/survey from which you wish to retrieve data:
- 2 Select a date range:
 Start: End:
- 3 Select one or more Industries or Categories (hold the "Ctrl" key to select multiple items):
 44X72: Retail Trade and Food Services
 44Y72: Retail Trade and Food Services, ex Auto
 44000: Retail Trade
 441: Motor Vehicle and Parts Dealers
 4411,4412: Auto and Other Motor Vehicles
 442: Furniture and Home Furnishings Stores
 443: Electronics and Appliance Stores

America's Economy Mobile App Now with CPI, PPI and Employment Data

The Census Bureau's mobile application, America's Economy, now includes the Consumer Price Index, Producer Price Index and nonfarm payroll -- additional key indicators about the health of the U.S. economy for mobile phones and tablets.

[See More](#)



Other Current Economic Programs

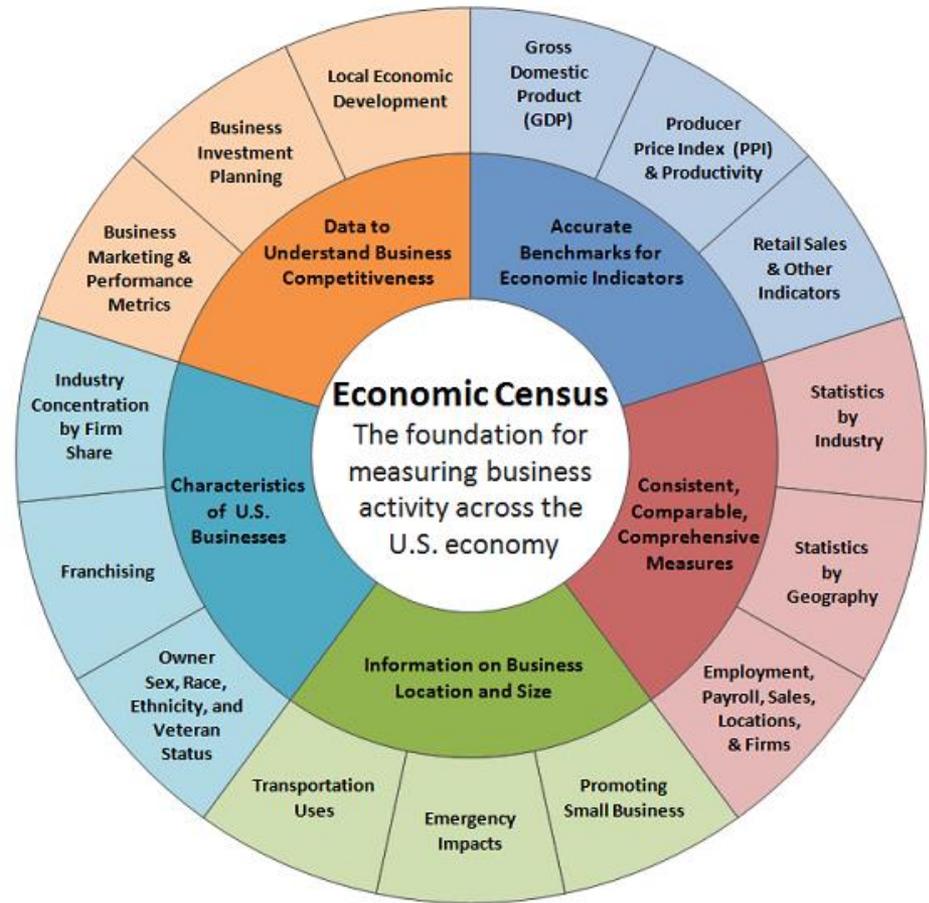
- Provide more detailed **quarterly** and **annual** snapshots of how local economies and more detailed industries are doing
 - **National, state and local area** data
 - More detailed **industries**
 - Additional **statistics**



The screenshot shows the United States Census Bureau website page for County Business Patterns. The header includes the U.S. Department of Commerce logo, the United States Census Bureau logo, and navigation links for People, Business, Geography, Data, Research, and Newsroom. A search bar is located on the right. Below the header, the breadcrumb trail reads: You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide](#) > County Business Patterns. The main heading is "County Business Patterns". Below this, there are navigation tabs for Main, About the Data, Historical Data, How the Data are Collected, Definitions, and FAQs. A "GET EMAIL UPDATES" button is visible. The "Release Schedule" section contains two entries: "2012 CBP is scheduled for release May 2014." and "2012 ZBP is scheduled for release June 2014." The "County Business Patterns (CBP) ZIP Code Business Patterns (ZBP)" section provides a detailed description of the data series, stating it is an annual series that provides subnational economic data by industry, including the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll. It also mentions that ZIP Code Business Patterns data is available shortly after the release of County Business Patterns.

The Economic Census

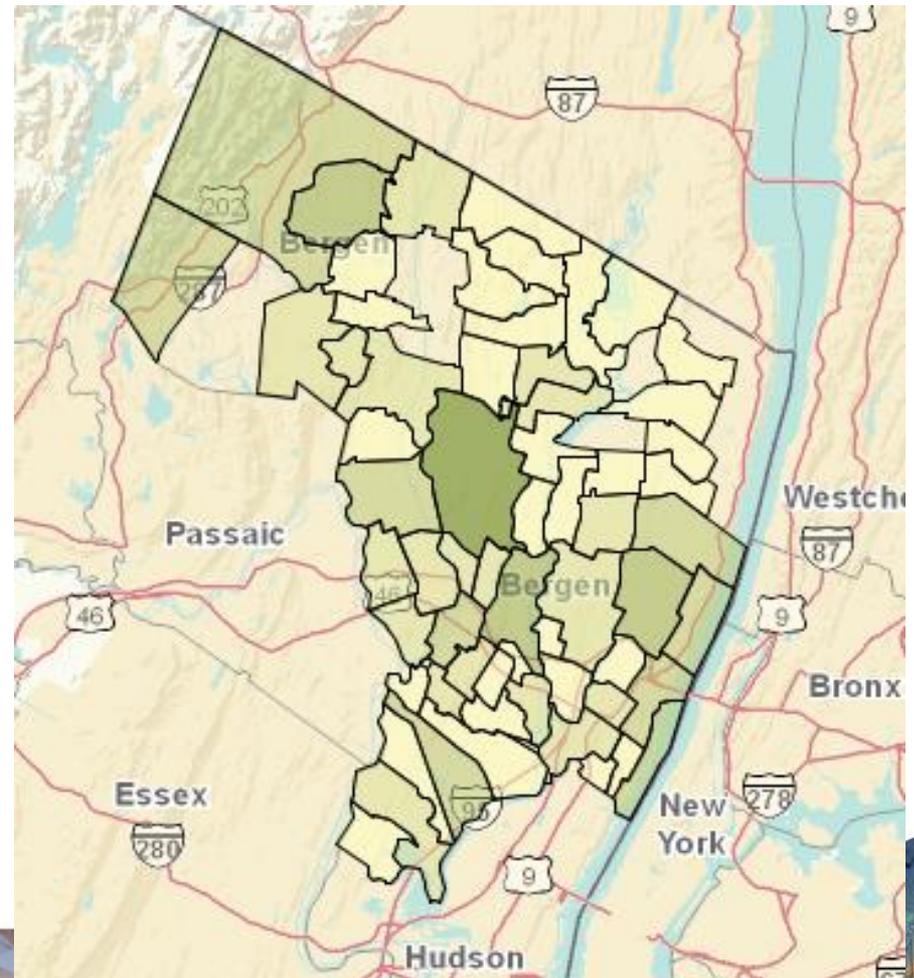
- Provides the **most detailed**, "high-res" portrait of the US economy
- Serves as the benchmark for all other Census Bureau economic programs



The Economic Census (cont.)

- Information is shown down to the **local city or town level**, including over 5,000 small communities newly recognized for 2012

Retail Sales in Bergen County, NJ Places: 2007



The Economic Census (cont.)

- 2012 EC will provide new measures of **enterprise performance** that economists need to better understand company behavior

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People | Business | Geography | Data | Research | Newsroom

Search Go

You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide Statistics](#) > Enterprise Statistics

Enterprise Statistics

Main | About the Survey | Get Forms | Historical Data | How the Data Are Collected | Definitions | FAQs

Are you in a survey?

- [Is This Form Legitimate?](#)
- [Get Help With Your Form](#)

Important Links

Enterprise Statistics - Main

The Census Bureau will resume publication of Enterprise Statistics reports with the 2012 Economic Census.

Data from the Business Register, administrative records, and survey responses will be combined to produce the 2012 reports. Enterprise Statistics reports will be published in November 2015 following publication of economic census industry reports.

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Economic Statistics



2012 Census of Governments

Provides Economic Statistics about Governments Over Time
Acts as a Public-sector Counterpart to Economic Census

Organization — Number of and Type of Governments; Characteristics of Local Governments by State and Type

- September 2013

Employment — Number of Part-Time and Full-Time Employees; One Month Payroll

- March 2014

Finance — Revenues, Expenditures, Debt, Cash and Securities, Taxes, Pensions, Education Finances

- State Tax Collections — April 2013
- State-Administered Pensions — August 2013
- State Government Finances — December 2013
- State- and Local Government-Administered Pensions — April 2014
- State- and Local Government Finances - April 2015



A Future Vision

- A re-envisioned Census Bureau web site that **reorganizes** the information we provide into the way our customers look for it and not in our individual program pages



Thank You!

To learn more about the economic data provided by the Census Bureau, visit:
business.census.gov

