

# The 2017 Economic Census: A Preview of Key Data Product Changes

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Kimberly P. Moore  
Chief, Economy-Wide Statistics Division  
U.S. Census Bureau



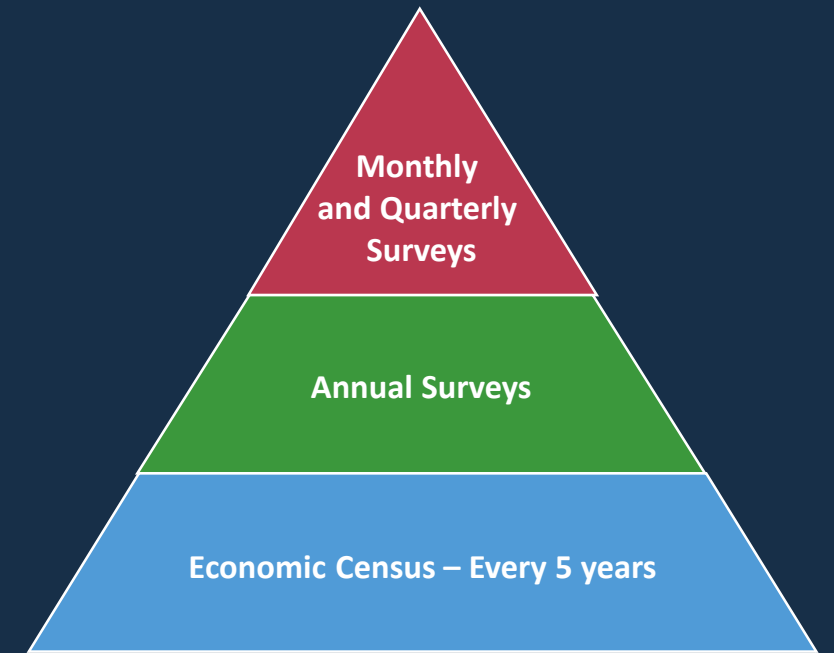
# Outline

Focus on the key changes that data users will see in the 2017 Economic Census data products, including:

- **Geographic area** changes (counties, places, metros)
- **North American Industry Classification System (NAICS)** changes (new codes, changed codes)
- New **North American Product Classification System (NAPCS)** (replaces old “Product Lines” tables)
- Other changes
  - **Dropped and Changed** “Miscellaneous Subjects” tables
  - **New Disclosure Rules** (and their impacts)
  - New **Data.census.gov** dissemination platform

# 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 survey that provides annual data on the nation's population
  - **The Economic Census** – the official five-year measure of American business
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



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 2012 Economic Census (EC)

- NAICS: **Nearly 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: National, state, metro, county, **place**, and ZIP Code levels (areas shown vary by sector)
- Other Dimensions: Data by **business size** (establishment and firm; employment and revenue), **Legal Form of Organization**, **Franchise status**, etc.
- Over **200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (revenue by products sold or manufactured or services provided)

(Note: Also have programs related to the 2012 EC, including the *2012 Economic Census of Island Areas*, the *2012 Survey of Business Owners* and the *2012 Commodity Flow Survey*)

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## 2017 Economic Census

See How It All Adds Up



# 2017 Economic Census Planned Release Schedule

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
	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	
	Miscellaneous Statistics	Mining: Detailed Statistics for the U.S.
Mining: Miscellaneous Subjects		
Construction: Miscellaneous Subjects		
Manufacturing: Miscellaneous Subjects		
Services: Miscellaneous Subjects		
Wholesale Trade: Miscellaneous Subjects		
Retail Trade: Miscellaneous Subjects		

See the release schedule on the Economic Census web site (<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>) for updates (Includes the Economic Census of Island Areas releases too)

# Census vs. Economic Geographies

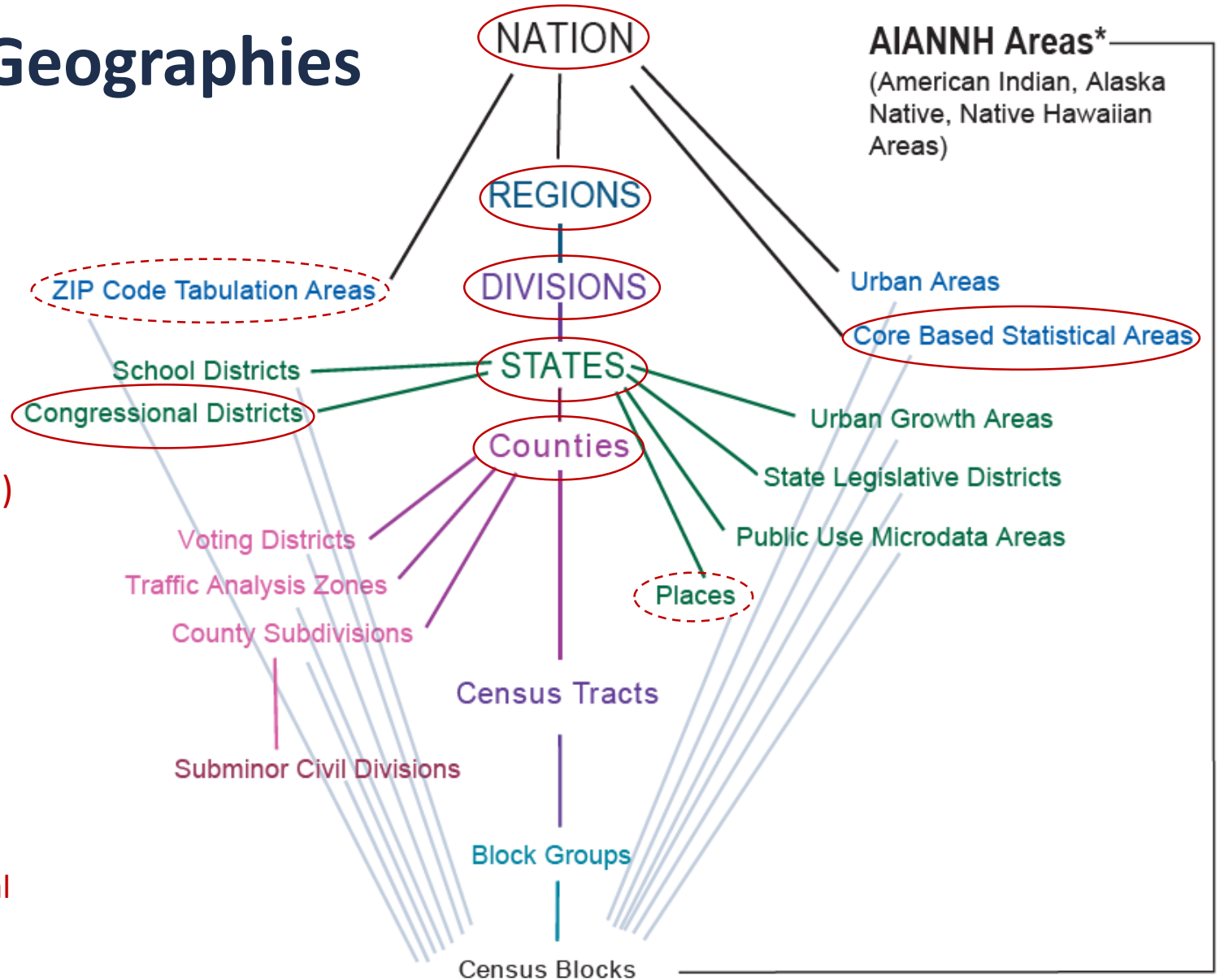
## Include Legal Areas and Statistical Areas

### Unique ECON Geographic Areas:

- **ZIP Codes** (vs. ZIP Code Tabulation Areas (ZCTAs))
- **Economic Places (2,500+ pop/jobs)**
- **CFS Areas** (not on chart – a subset of metros plus Remainders)
- **Consolidated cities** (also not on chart)

### Notes:

- Most ECON program geographies are baselined back to prior (latest) Economic Census
- Businesses geocoded based on their **physical address**



# Geographic Area Changes for the 2017 Economic Census

- **15 states** had metro areas (CBSAs) with some type of change
- **3 states** had counties with some type of change
  - Alaska, South Dakota, and Virginia
- **Every state** had economic place changes (**16,349** Places and parts; **58% changed**)
  - **4,891** Places with Area Gain
  - **3,976** Places with Area Loss
  - **125** Places where their code and/or name changed
  - **442** New Economic Places
  - **171** Dropped Economic Places
- **Island Areas**
  - No metro changes for Puerto Rico, no county- or place-equivalent changes for any of the other 4 island areas (U.S. Territories)

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

# State Summary of Geographic Area Changes for 2017 EC

State	Metro Area Changes	County Changes	Places and Place Changes
<b>Alabama</b>	Birmingham CSA gained a Micro Area Huntsville CSA gained a Micro Area <b>NEW</b> Pensacola-Ferry Pass CSA <b>NEW</b> Eufaula Micro Area		<b>314: Total Places</b> 111 Places with Area Gain, 65 with Area Loss, and 4 with Name Change Only 15: New Economic Places 2: Dropped Economic Places
<b>Alaska</b>		Wade Hampton Census Area renamed to <u>Kusilvak</u> Census Area	<b>66: Total Places</b> 25 Places with Area Gain, 26 with Area Loss, and 1 with Name Change Only 2: New Economic Places 0: Dropped Economic Places
<b>Arizona</b>			<b>164: Total Places</b> 57 Places with Area Gain, 46 with Area Loss, and 0 with Name Change Only 2: New Economic Places 1: Dropped Economic Places
<b>Arkansas</b>	<b>NEW</b> Hope Micro Area		<b>206: Total Places</b> 94 Places with Area Gain, 82 with Area Loss, and 0 with Name Change Only 9: New Economic Places 2: Dropped Economic Places





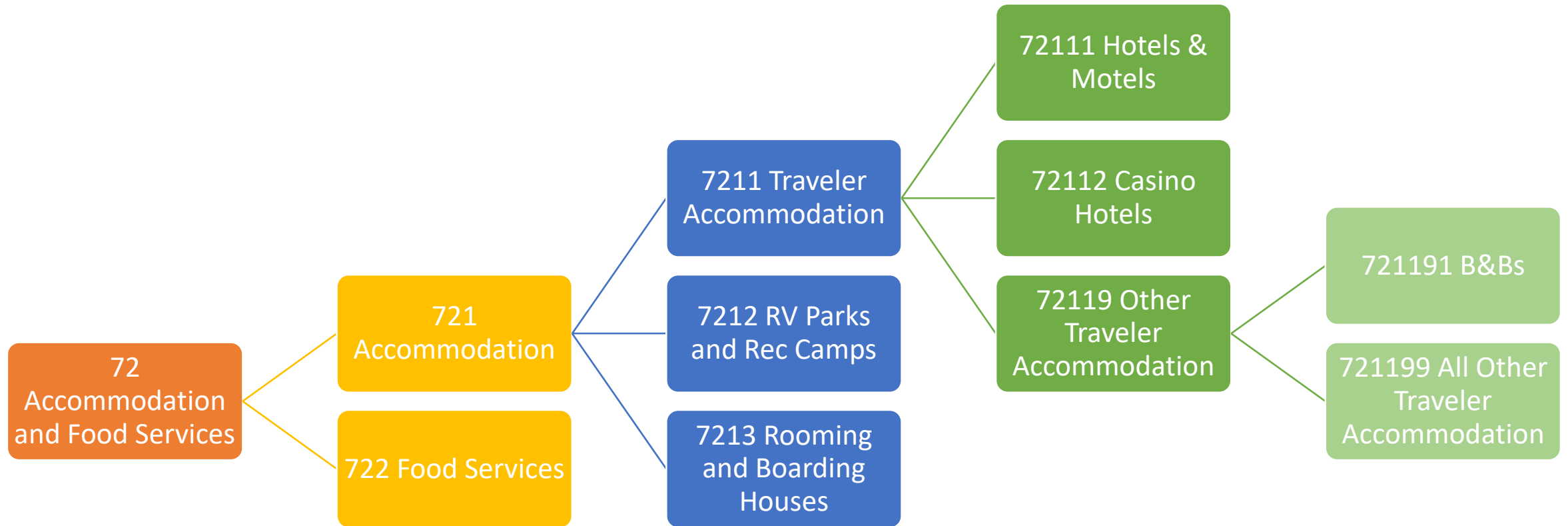
# North American Industry Classification System (NAICS)

- Standard used by U.S. Federal statistical agencies to classify businesses
- Based on 3-country agreement between U.S., Canada, and Mexico
- Helps ensure statistical **comparability** across North American countries
- Adopted in **1997** to replace the Standard Industrial Classification (SIC) system
- Updated every 5 years
  - [2017 NAICS Manual](#)
- Businesses and others can have a role in updates

NAICS website: <https://www.census.gov/eos/www/naics/>

Federal Register Notices: [https://www.census.gov/eos/www/naics/federal\\_register\\_notices/fedregister.html](https://www.census.gov/eos/www/naics/federal_register_notices/fedregister.html)

# NAICS Hierarchy: An Example



# NAICS Changes for 2017

- Types of Changes (at the 6-digit NAICS level)
  - One-to-One (Recode), Many-to-One (Combo), and Many-to-Many
  - No One-to-Many (Splitter)

- Sector Changes

- 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		

Key:  
 Recode (no content change)  
 Many-to-One (combination)  
 Many-to-Many

- 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	335220	Major Household Appliance Manufacturing
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing		
335228	Other Major Household Appliance Manufacturing		

# NAICS Changes for 2017 (cont.)

- 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)	452210	Department Stores
452112	Discount Department Stores <i>insignificant perishable grocery sales</i>		
	<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	454110	Electronic Shopping and Mail-Order Houses
454112	Electronic Auctions		
454113	Mail-Order Houses		

- Information

Key:

- Recode (no content change)
- Many-to-One (combination)
- Many-to-Many

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)

# NAICS Changes for 2017 (cont.)

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

Visit the NAICS website for more information (<https://www.census.gov/eos/www/naics/>)

Key:  
 Recode (no content change)  
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# North American Product Classification System (NAPCS)

- **Product Lines** provide a more detailed breakout of the products made and sold and services provided by businesses
- **2012 Economic Census Product Lines Data**
  - Mining and Manufacturing
    - Product lines data shown at the 6- thru 10-digit product code levels
  - Construction
    - Data by Kind of Business and Type of Construction shown in place of product lines
  - Other Sectors
    - Retail, Wholesale, and most other sectors show data at the broad (end in “0”) and detailed lines
- **2017 NAPCS** will make it easier for users to compare products across sectors

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

# Other Changes for 2017

- “Structural” Product Changes
  - New “First Look” release
    - For 2012 EC, “Advance Report” had 2-digit NAICS national level only; Industry Series reports added selected 2- thru 6-digits
    - For 2017 EC: Still **National data only** but with **2- thru selected lower level NAICS detail**
      - “First Look” will be superseded by U.S. data in Geographic Area Statistics
  - **Establishment & Firm Size** releases
    - Consolidated into 7 tables (separate tables by sector in 2012)
    - Size categories standardized across sectors

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	Services: Miscellaneous Subjects	
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	Retail Trade: Miscellaneous Subjects	



# Other Changes for 2017 (cont.)

- “Structural” Product Changes (cont.)
  - Adjustments to **Miscellaneous Subjects** tables
    - 38 tables dropped
      - 2 Mining, 4 Construction, 4 Manufacturing, 1 Trans. & Warehousing, 2 Information, 4 Finance & Insurance, 5 Real Estate, 6 Prof/Sci/Tech, 2 Management, 2 Admin, 2 Healthcare, 2 Accommodations, 2 Other Services
    - 7 tables added
      - 1 Utilities (“Cost of Purchased Gas for Resale by Utilities”)
      - 1 Construction (“Location of Const: Employment Size”)
      - 1 Wholesale Trade (Petroleum)
      - 1 Educational Services (“Modes of Instruction”)
      - 1 Healthcare (“New Patient Care Revenue by Payer”)
      - 2 Accommodation (“Electronic Menu Ordering” and Limited/Full/Luxury Hotel”)
  - **Class of Customer, Enterprise Support, and Exported Services** no longer separate releases by sector

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	Retail Trade: Miscellaneous Subjects	

See the Economic Census web site (<https://www.census.gov/programs-surveys/economic-census.html>) for more information

# Other Changes for 2017 (cont.)

- **New Disclosure Rules** (and their impacts)
  - Historically, Number of Establishments was not suppressed even when other variables are withheld
  - New IRS privacy rules require us to suppress Establishment counts when < 3 and/or when other data variables are suppressed

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
Suitland CDP, Maryland	42	Wholesale trade	Merchant wholesalers, except manufacturers' sales branches and offices	2012	2	D	D	D	b
Suitland CDP, Maryland	44-45	Retail trade	Total	2012	43	240,898	26,617	6,372	848
Suitland CDP, Maryland	51	Information	Total	2012	4	N	D	D	b
Suitland CDP, Maryland	52	Finance and insurance	Total	2012	6	N	920	227	21
Suitland CDP, Maryland	53	Real estate and rental and leasing	Total	2012	14	D	D	D	c
Suitland CDP, Maryland	54	Professional, scientific, and technical services	All establishments	2012	21	41,922	17,101	4,065	199
Suitland CDP, Maryland	54	Professional, scientific, and technical services	Establishments subject to federal income tax	2012	20	D	D	D	c
Suitland CDP, Maryland	54	Professional, scientific, and technical services	Establishments exempt from federal income tax	2012	1	D	D	D	a
Suitland CDP, Maryland	56	Administrative and support and waste management and remediation services	Total	2012	6	3,811	1,775	422	28
Suitland CDP, Maryland	61	Educational services	All establishments	2012	1	D	D	D	a
Suitland CDP, Maryland	61	Educational services	Establishments exempt from federal income tax	2012	1	D	D	D	a
Suitland CDP, Maryland	62	Health care and social assistance	All establishments	2012	16	15,612	4,213	941	125
Suitland CDP, Maryland	62	Health care and social assistance	Establishments subject to federal income tax	2012	13	14,547	3,596	775	95
Suitland CDP, Maryland	62	Health care and social assistance	Establishments exempt from federal income tax	2012	3	1,065	617	166	30
Suitland CDP, Maryland	72	Accommodation and food services	Total	2012	20	19,828	4,390	901	210
Suitland CDP, Maryland	81	Other services (except public administration)	All establishments	2012	17	D	D	D	c
Suitland CDP, Maryland	81	Other services (except public administration)	Establishments subject to federal income tax	2012	16	D	D	D	c
Suitland CDP, Maryland	81	Other services (except public administration)	Establishments exempt from federal income tax	2012	1	D	D	D	a

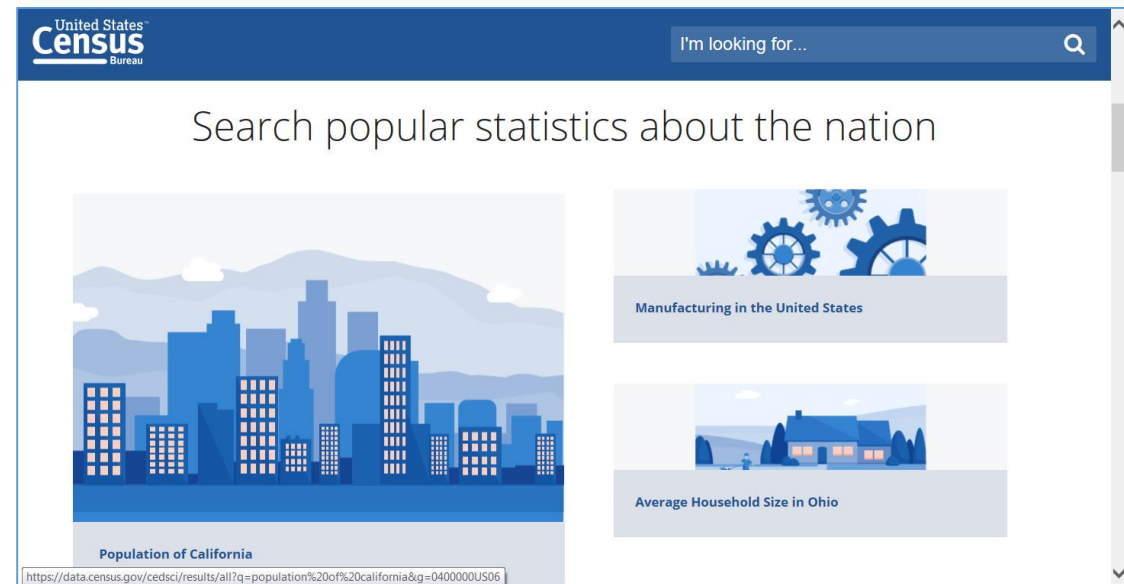
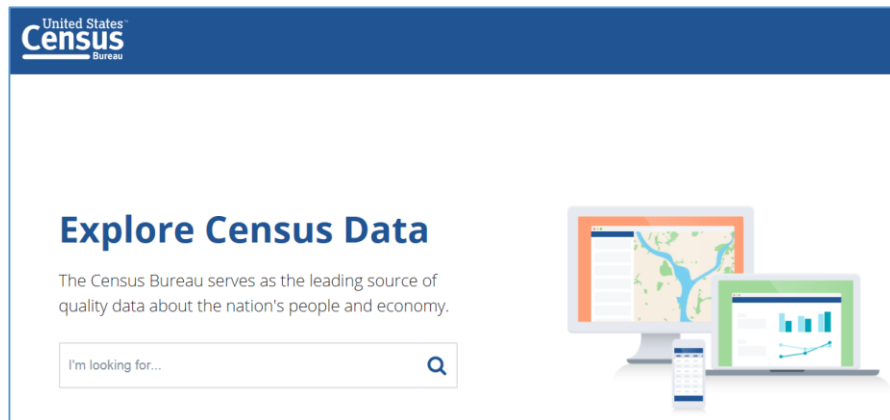
# Other Changes for 2017 (cont.)

- NAICS and Geographic levels published in **Geographic Area** tables
  - For 2012 EC, data released varied by sector
  - For 2017 EC, **no Place data** for Manufacturing
  - For 2017 EC, **no ZIP Code data** (see ZBP)
  - Published levels for other sectors may be reduced based on response rates, data quality, suppression rules, and other factors
    - **Check the Economic Census web site for more info**
- Economic Census of Island Areas
  - Releases will mirror the U.S. data tables as much as possible (consolidated)
    - 2 Geographic Area Series tables
    - 4 NAPCS tables
    - 4 Size tables
    - 22 Industry tables (Manufacturing and Construction)
    - 13 Miscellaneous Subjects tables

Sector	U.S./States	Metro Areas	Counties	Places
Mining	X			
Utilities	X	X	X	X
Construction	X			
Manufacturing	X	X	X	
Wholesale Trade	X	X	X	X
Retail Trade	X	X	X	X
Transportation and Warehousing	X	X	X	X
Information	X	X	X	X
Finance and Insurance	X	X	X	X
Real Estate and Rental and Leasing	X	X	X	X
Professional, Scientific, and Technical Services	X	X	X	X
Management of Companies and Enterprises	X			
Administrative and Support and Waste Management and Remediation Services	X	X	X	X
Educational Services	X	X	X	X
Health Care and Social Assistance	X	X	X	X
Arts, Entertainment, and Recreation	X	X	X	X
Accommodation and Food Services	X	X	X	X
Other Services (Except Public Administration)	X	X	X	X

# Other Changes for 2017 (cont.)

- New [Data.census.gov](https://data.census.gov) dissemination platform
  - For the 2012 EC, data primarily released on [American FactFinder](https://factfinder.census.gov) (AFF), with selected data released in other tools
  - For the 2017 EC, all data will be released on the new [data.census.gov](https://data.census.gov) platform (selected data will continue to be released in other tools too)
    - Historical Economic Census data will be accessible on AFF until eventually migrated to new platform
  - Users should familiarize themselves with this new tool and its capabilities



# Summary

## LOTS of changes to the Economic Census data products!

- **Geographic area** changes
  - Make sure the boundaries of the area you care about haven't changed before making time series comparisons
  - Data for newly-qualifying places
- **NAICS** changes
  - Verify comparability for time series
  - Data for emerging nanobiotechnology industry
- **NAPCS** – Makes it easier to compare products and services across industries
- **Other changes**
  - **Dropped** and **Changed** Miscellaneous Subjects tables – Check web site for details
  - **New Disclosure Rules** (and their impacts)
  - New **Data.census.gov** dissemination platform – Test out the existing beta site

# Q&A and Thank You

Contact me at:

[kimberly.p.moore@census.gov](mailto:kimberly.p.moore@census.gov)

**(301) 763-7643**

