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
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
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

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.

United States Census Bureau
Economic Statistics
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 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.)

- Covers the most detailed industry data available, including emerging industries
- Includes information on over 15,000 detailed products
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.
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 website that reorganizes the information we provide into the way our customers look for it and not in our individual program pages.
A Future Vision (cont.)

• An easy-to-use Search system to allow "Just Google It" data users to find the information they need

• "Plain language" user help, definitions, and other metadata to clearly explain our data, while still providing the more detailed explanations that some users need
A Future Vision (cont.)

- Expanded use of APIs to allow users to access, manipulate, and present Census data on their sites without the burden of downloading massive datasets.
- Continuation of our comprehensive data access tools that allow "power users" who need these massive datasets to easily access them.
Alignment of this Future Vision to…

- Federal Digital Strategy
- Open Data Initiative
- “Big Data” Challenge
- Expertise Gap
Questions
Thank You!

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