

INVESTIGATING ECONOMIC INDICATORS

WEBINAR SERIES

Shadowing Our Evolving Economy: The Economic Indicators Role

Exploring the Quarterly Financial Report and the Quarterly Services Survey's role in tracking the Service Industries.

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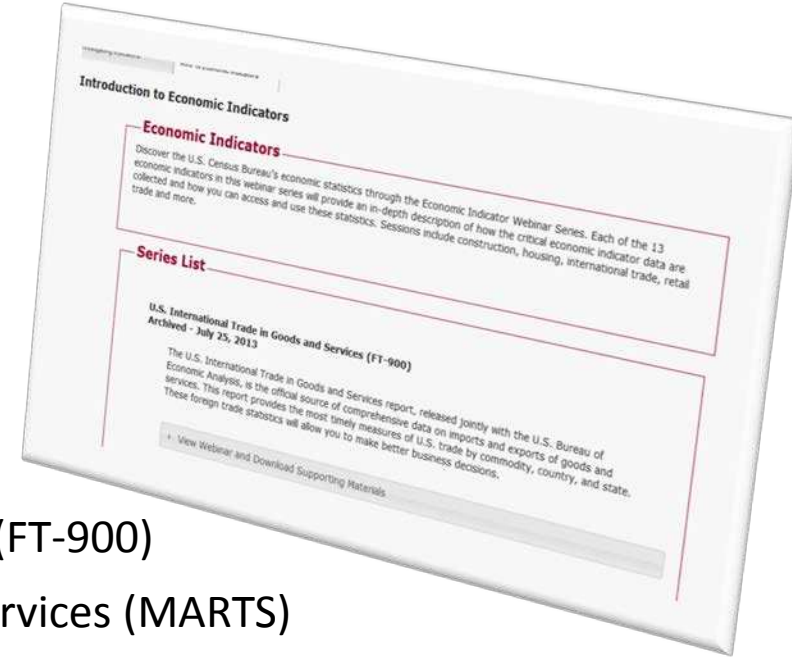
September 23, 2015

Prior Webinar Series

Available at: www.census.gov/econ/webinar
“Intro to Economic Indicators” Tab

Webinars Include:

- U.S. International Trade in Goods and Services (FT-900)
- Advanced Monthly Sales for Retail and Food Services (MARTS)
- New Residential Construction and Sales (NRC & NRS)
- Monthly Wholesale Trade Survey (MWTS)
- Quarterly Financial Report – Manufacturing, Mining, Wholesale Trade, and Selected Service Industries (QFRM) & Retail Trade (QFRR)
- Advance Report on Durable Goods Manufacturers' Shipments, Inventories, and Orders (AdvM3) & Manufacturers' Shipments, Inventories, and Orders (M3)
- Housing Vacancies and Homeownership (HVS)
- Construction Put in Place (VIP)
- Quarterly Services Survey (QSS)



How to ask us a question

- This webinar and all of the webinars in this series will be available online following the presentation at www.census.gov/econ/webinar
- We will take questions at different points of time during the webinar and will have formal question and answer session at the conclusion of the presentation.
- You can also use the chat window to ask a question at anytime during the presentation today.
- Send the questions to **ASK CENSUS.**

Webinar Overview

- How the services sectors play an important role in our economy.
- The role of the Quarterly Services Survey (QSS) in tracking the economy
- The role of the Quarterly Financial Report (QFR) in tracking the economy
- Q&A



Definitions Used in the Webinar

- Recession –The National Bureau of Economic Research (NBER) defines recession as "a period of falling economic activity spread across the economy, lasting more than a few months."
- North American Industry Classification System (NAICS) - The standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
- Gross Domestic Product (GDP) – Measures the value of final goods and services produced in the United States in a given period of time.
- National Income and Product Accounts (NIPAs) – A set of economic accounts that provide information on the value and composition of output produced in the United States during a given period and on the types and uses of the income generated by that production.
- Seasonal Adjustment – the process of estimating and removing seasonal effects from a time series in order to better reveal certain non-seasonal features.
 - SA – Seasonally Adjusted
 - NSA – Not Seasonally Adjusted



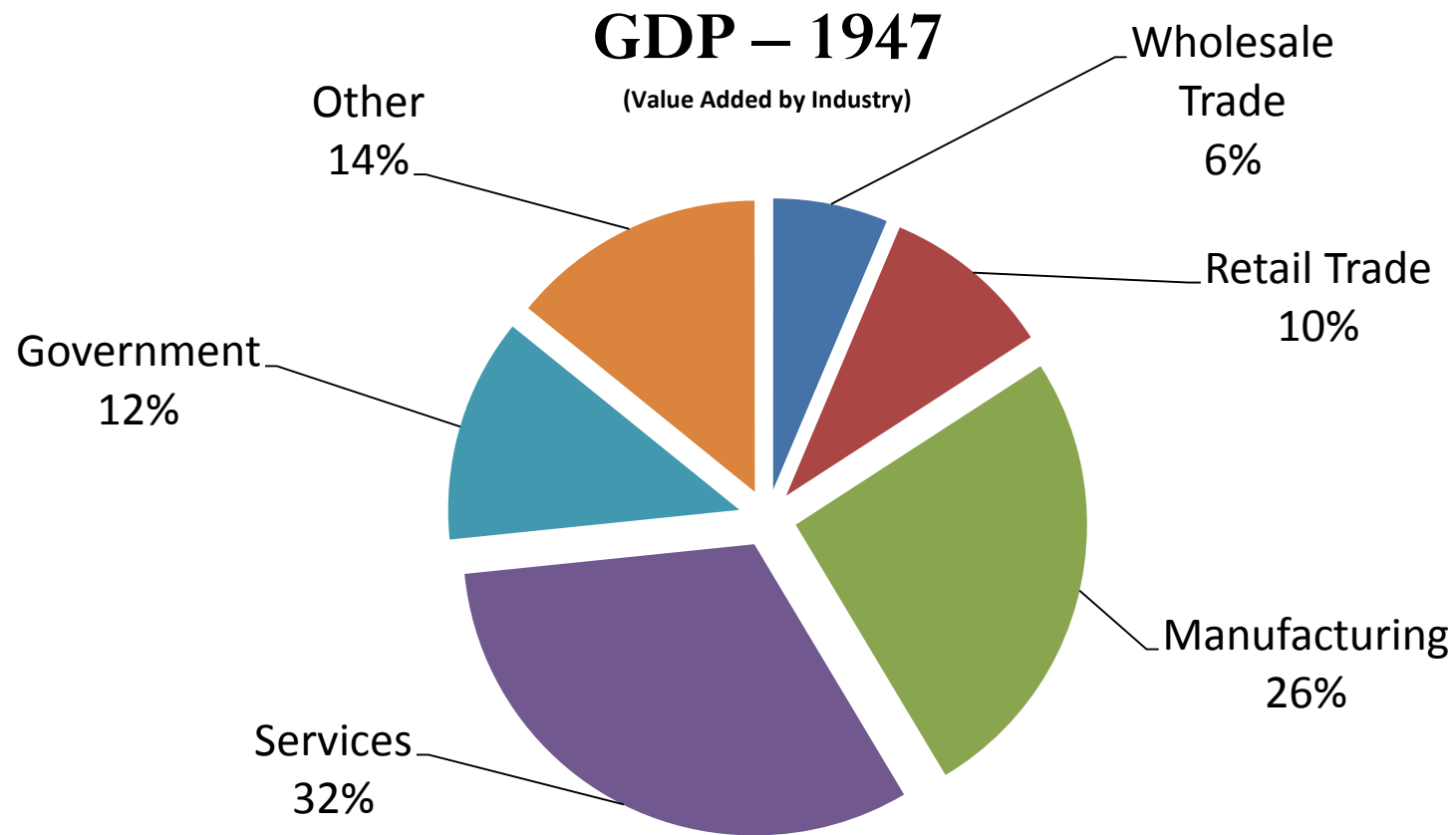
Services Sector Importance in the Economy.

- Defined:
 - Useful labor that does not produce a tangible commodity
- Importance:
 - Measuring services is a way to measure the economy
 - Services have a long history in our economy

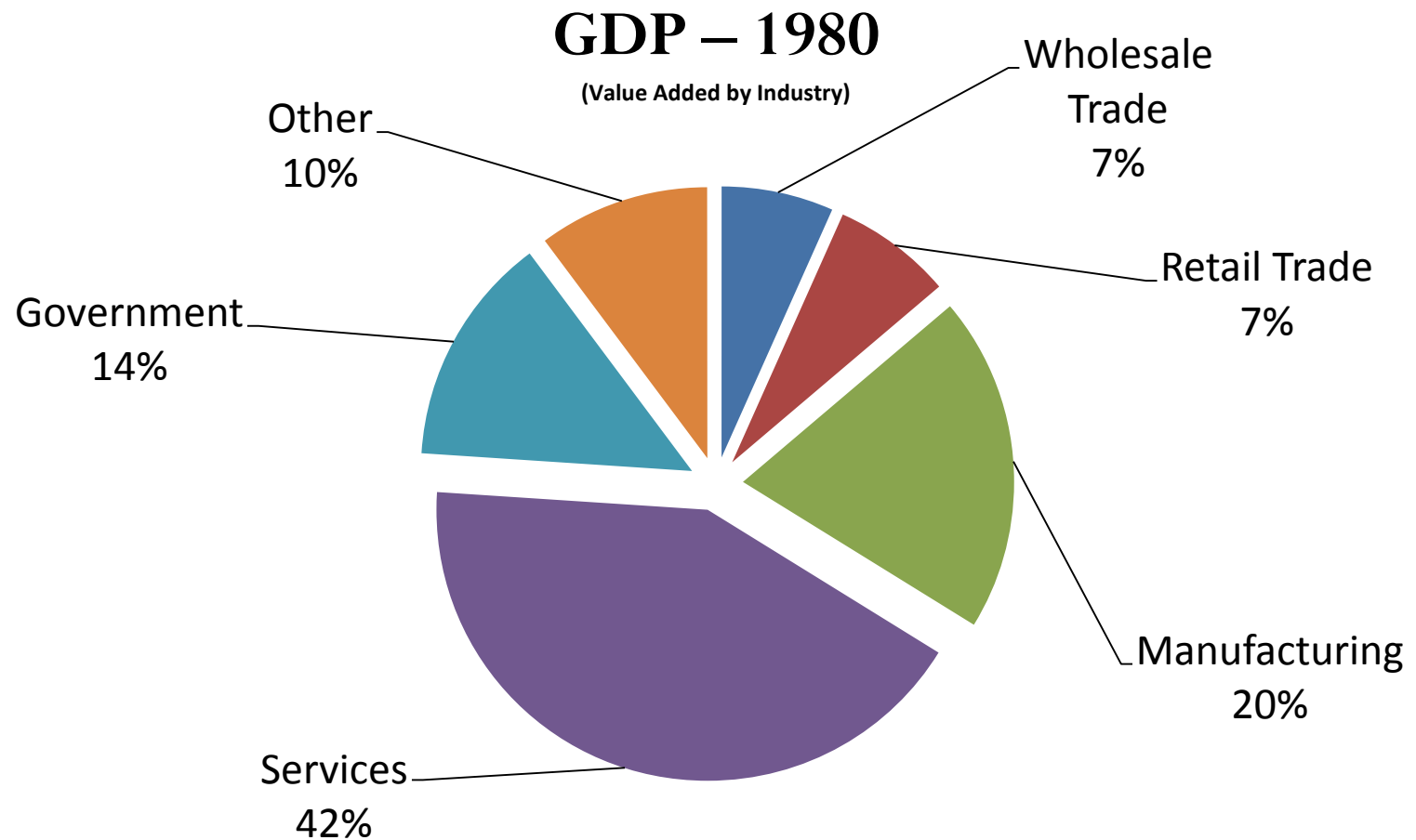
The United States Economy and GDP

- United States Economy
 - World War II - Manufacturing boom related to the war campaign.
 - Current - Our economy today has shifted to be primarily service driven.
- GDP measures the value of the goods and services produced by the U.S. economy in a given time period.
- Who uses GDP?
 - The White House and Congress
 - The Federal Reserve
 - Wall Street
 - The business community

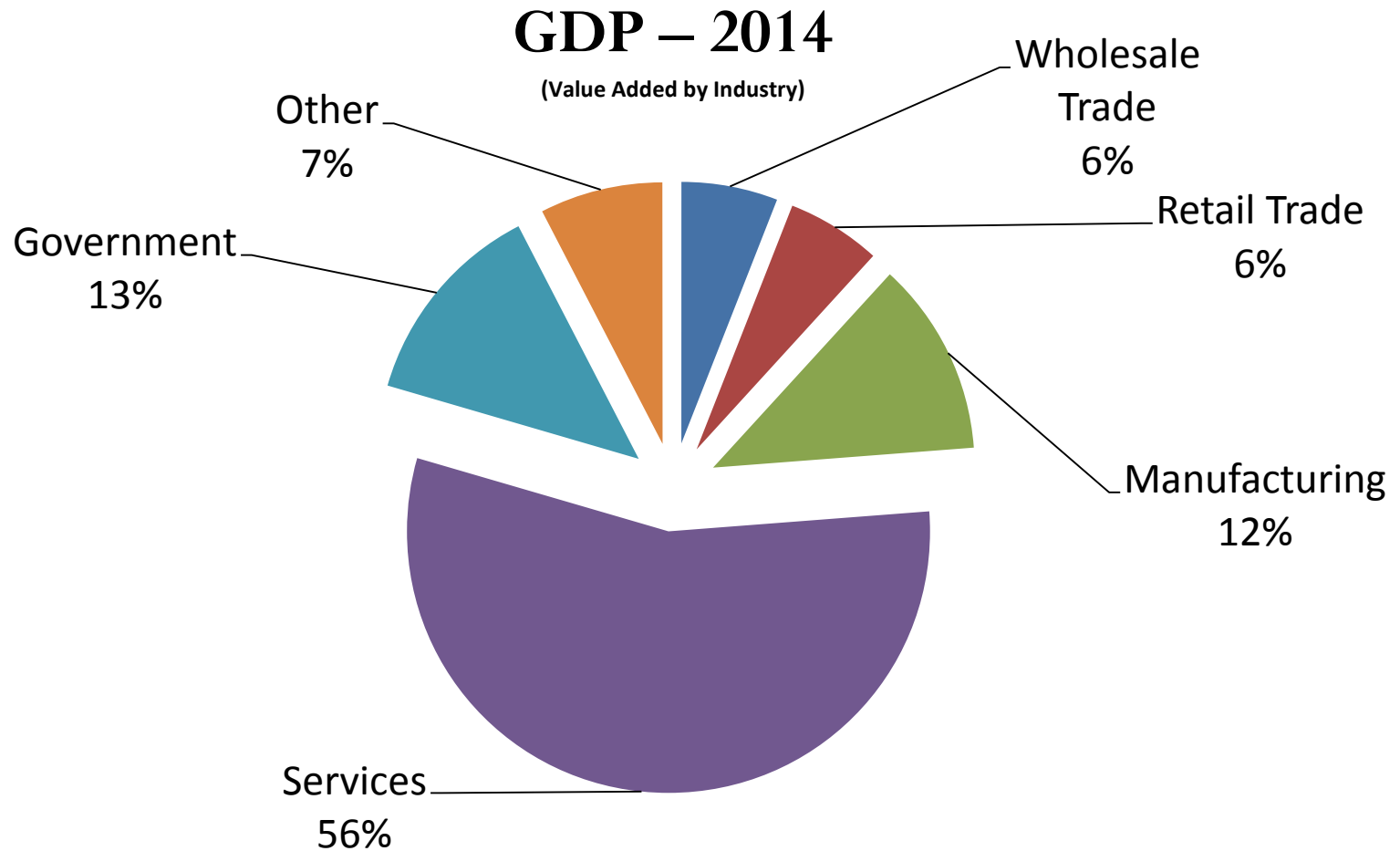
What did GDP look like in 1947?



What did GDP look like in 1980?



What did GDP look like in 2014?



GDP 1947 – 2014

GDP - 1947



Services – 32%
Manufacturing – 26%

GDP - 1980



Services - 42%
Manufacturing - 20%

GDP - 2014



Services - 56%
Manufacturing - 12%

A Brief History of QSS

“The Census Bureau’s new Quarterly Services Survey will give the nation valuable data and will help ensure that our economic statistics continue to support private sector decision making and public policy.”

-Alan Greenspan

Former Chairman, U.S. Federal Reserve Board

Former Chairman, U.S. Federal Reserve Board
-Alan Greenspan

What QSS Initially Covered

- NAICS 51 - Information
- NAICS 54 - Professional, scientific and technical services
- NAICS 56 - Administrative and support and waste management and remediation services

What QSS Currently Covers

NAICS Sector Coverage	
22	Utilities
48-49	Transportation and warehousing
51	Information
52	Finance and insurance
53	Real estate and rental and leasing
54	Professional, scientific, and technical services
56	Administrative and support and waste management and remediation services
61	Educational Services
62	Health care and social assistance
71	Arts, entertainment, and recreation
721	Accommodation
81	Other services (except public administration)

QSS Core Products

- QSS Produces 1 of the 13 Economic Indicators released by the Census Bureau
 - Press Release
 - Full Quarterly Service Report

QSS Core Products

- Press Release
 - Released 75 days after the close of the Reference quarter.
 - National level estimates for 11 sectors, 36 subsectors and 84 detailed industries.
- Full Quarterly Services Report
 - Everything that is found in the Press Release
 - Data broken out by taxable and tax exempt status
 - Source of Revenue
 - Expense Estimates
 - Inpatient Days
 - Discharges
- Time Series/Trend Charts

<https://www.census.gov/services/index.html>

Question & Answer Session

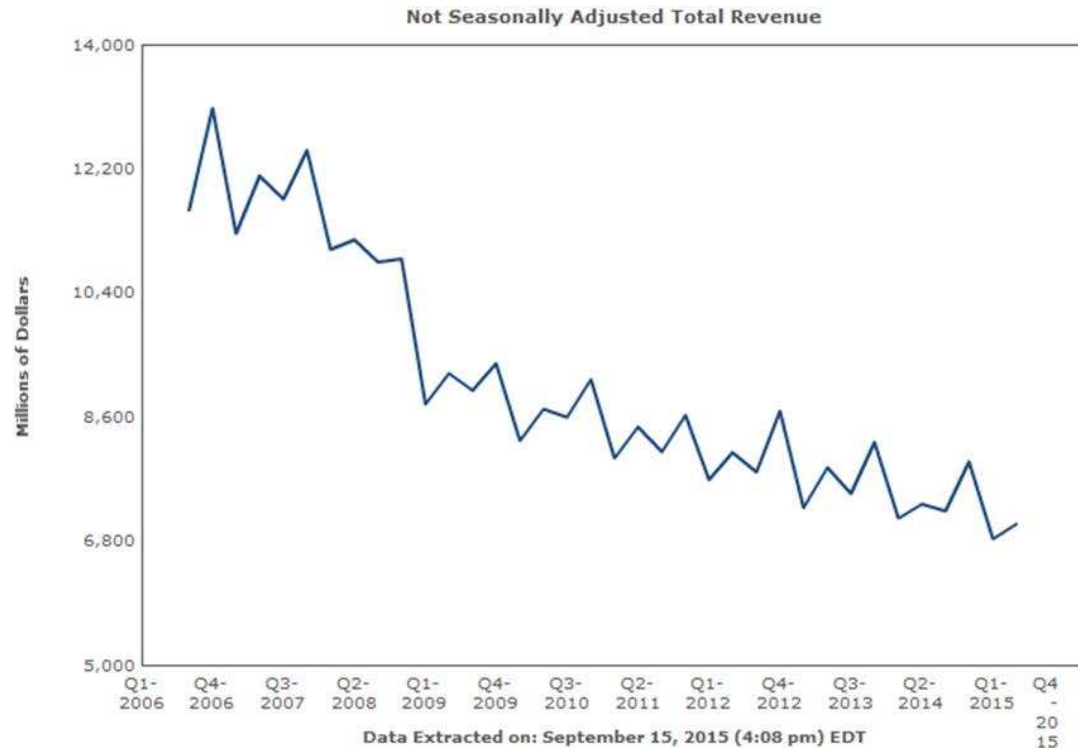
- We will take a quick break to answer a few questions from our viewers at this time.
- Submit your questions in chat to **ASK CENSUS**



Data Table Example

<https://www.census.gov/services/index.html>

Source: Quarterly Services Survey
NAICS 51111: Newspaper Publishers: U.S. Total
Q1-2006 to Q4-2015



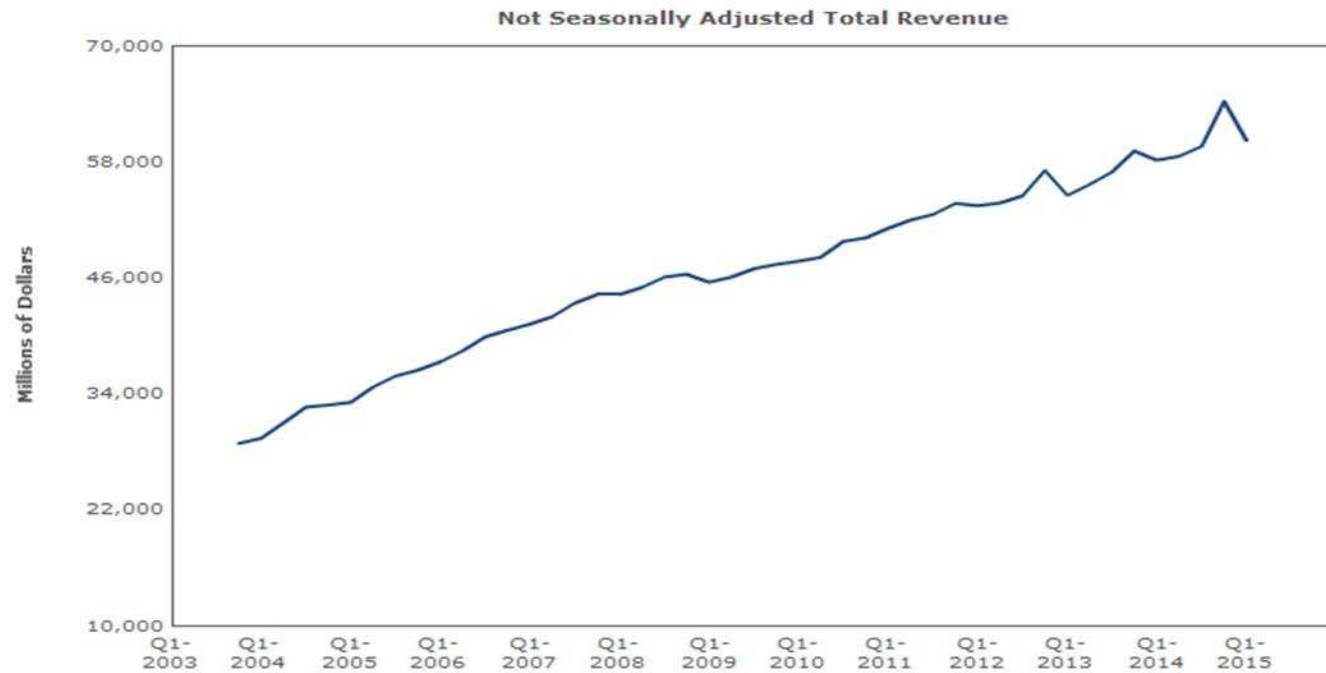
These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



Data Table Example

<https://www.census.gov/services/index.html>

Source: Quarterly Services Survey
NAICS 5172: Wireless Telecommunications Carriers (Except Satellite): U.S.
Total
Q1-2003 to Q4-2015



Data Extracted on: August 12, 2015 (4:02 pm) EDT

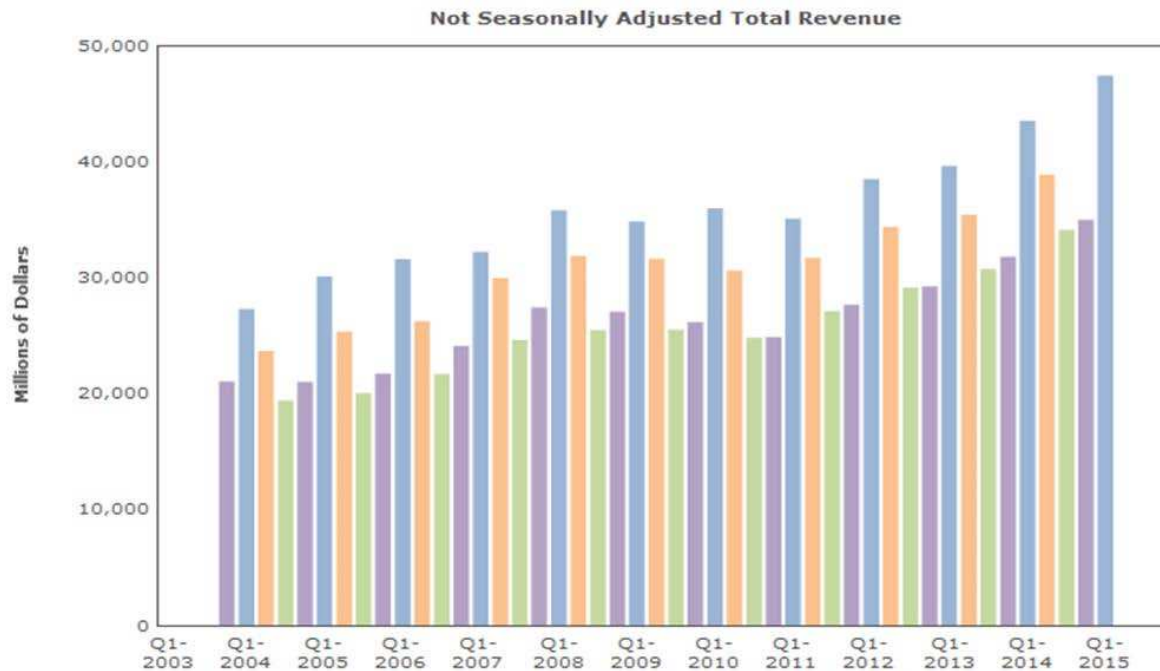
These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>

United States[™]
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Bureau

Not Seasonal vs. Seasonal Adjustment

<https://www.census.gov/services/index.html>

Source: Quarterly Services Survey
NAICS 5412: Accounting, Tax Preparation, Bookkeeping, and Payroll
Services: U.S. Total
Q1-2003 to Q4-2015



Data Extracted on: August 12, 2015 (4:13 pm) EDT

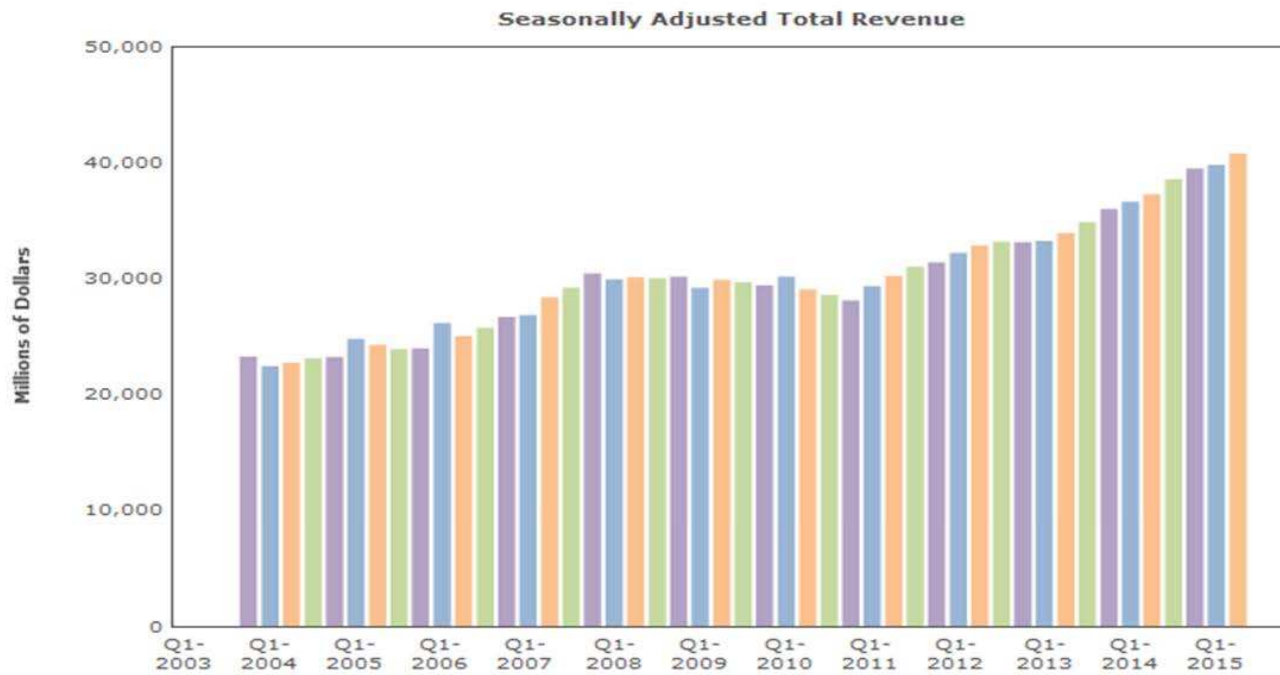
These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qstechdoc.html>



Not Seasonal vs. Seasonal Adjustment

<https://www.census.gov/services/index.html>

Source: Quarterly Services Survey
NAICS 5412: Accounting, Tax Preparation, Bookkeeping, and Payroll
Services: U.S. Total
Q1-2003 to Q4-2015



Data Extracted on: September 15, 2015 (4:22 pm) EDT

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>



QSS Data Users

- Bureau of Economic Analysis
- Federal Reserve Board
- Council of Economic Advisors
- Center for Medicare and Medicaid Services
- Financial analysts
- Business owners
- Researchers



Future of QSS

- Services Total Estimate
 - Available March 2016

- Seasonally Adjusted Estimates

Question & Answer Session

- Now that we have covered QSS in a little detail, I want to stop and give you another chance to ask a question.
- Submit your question in chat to **ASK CENSUS**



QSS and QFR

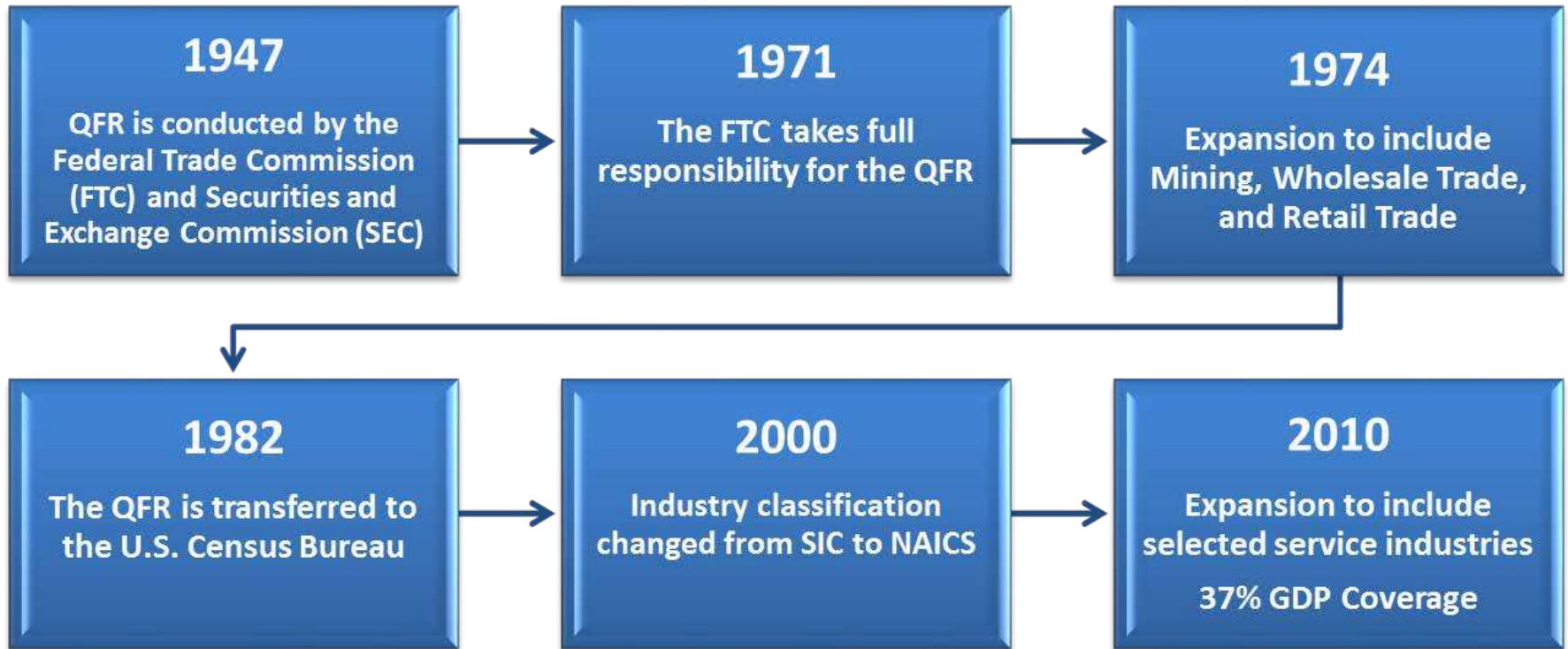
■ QSS Data Collected

- Revenue
- Expenses
- Source of Revenue
(Business, Household or Government)
- For Hospitals:
 - Inpatient Days
 - Discharges

■ QFR Data Collected

- Income Statement & Balance Sheet
- Key Items
 - Sales
 - Operating Profits
 - After-Tax Profits
 - Inventories
 - Assets
 - Debt
 - Stockholders' Equity

A Brief History of QFR



What Sectors QFR Covers

NAICS Sector Coverage	
21	Mining, Quarrying, and Oil and Gas Extraction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
51	Information
54	Professional, Scientific, and Technical Services (Except Legal Services)

QFR Core Products

www.census.gov/econ/qfr

- QFR Produces 2 of the 13 Economic Indicators released by the Census Bureau
 - QFR for Manufacturing, Mining, Wholesale Trade and Selected Service Industries
 - QFR for Retail Trade
- Press Release
- Publication
- Time Series/Trend Charts
- Navigating Indicator Databases Webinar
 - www.census.gov/econ/webinar

Second Quarter 2015 Press Release

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233
FOR RELEASE TUESDAY, SEPTEMBER 8, 2015 AT 10 A.M. EDT

CB15-150

U.S. Census Bureau Contact:
Brandi Maxson or Rose Antonio (301) 763-6600
e-mail: csd.qfr@census.gov

SECOND QUARTER 2015 DATA FROM THE QUARTERLY FINANCIAL REPORT:
U.S. MANUFACTURING, MINING, WHOLESALE TRADE,
AND SELECTED SERVICE INDUSTRIES



After-Tax Profits and Sales, Second Quarter 2015 - Seasonally Adjusted

Manufacturing Corporations

U.S. manufacturing corporations' seasonally adjusted after-tax profits in the second quarter of 2015 totaled \$123.0 billion, down \$2.1 (±0.4) billion from the after-tax profits of \$125.1 billion recorded in the first quarter of 2015, and down \$30.6 (±1.2) billion from the after-tax profits of \$153.6 billion recorded in the second quarter of 2014.

Seasonally adjusted sales for the quarter totaled \$1,638.4 billion, up \$37.1 (±3.8) billion from the \$1,601.4 billion recorded in the first quarter of 2015, but down \$98.2 (±17.1) billion from the \$1,736.6 billion recorded in the second quarter of 2014.

QFR Sector 51 - All Information



QFR Sector 54 - All Professional and Technical Services, Except Legal Services

All Professional and Technical Services, Except Legal Services: U.S. Total Q1-2010 to Q2-2015

Not Seasonally Adjusted Net Sales, Receipts, and Operating Revenues
Source: U.S. Census Bureau, Quarterly Financial Report, 2015 Quarter 2



QFR Data Users

- The Bureau of Economic Analysis
- The Federal Reserve Board
- The Small Business Administration
- Newspapers, trade magazines, and research papers
- Individual companies



Future of QFR

- QFR is exploring the possibility of expanding into the following services industries to increase the % of GDP it covers from 37% to 61%:
 - Sector 53 - Real Estate and Rental and Leasing
 - Sector 56 - Administrative and Support and Waste Management and Remediation Services
 - Sector 62 - Health Care and Social Assistance
 - Sector 72 - Accommodation and Food Services

QSS and QFR

- QSS

- <http://www.census.gov/services/>

- QSS Data Collected

- Revenue
- Expenses
- Source of Revenue (Business, Household or Government)
- For Hospitals
 - Inpatient Days
 - Discharges

- QFR

- <http://www.census.gov/econ/qfr/>

- QFR Data Collected

- Income Statement & Balance Sheet
- Key Items
 - Sales
 - Operating Profits
 - After-Tax Profits
 - Inventories
 - Assets
 - Debt
 - Stockholders' Equity

Questions & Answer Session

- Short Survey
- Questions & Answers
 - Phone
 - Chat via **ASK CENSUS**



Upcoming Webinars

Wholesale, Retail, and International Trade Indicators in a Global Marketplace

Do you want to increase your understanding of the relationship between Wholesale, Retail, and International Trade? Are you interested in the association between trade indicators and other federal data? In this webinar, we will delve into these intriguing questions and explore connections between the different trade-related Economic Indicators against an ever changing global marketplace.

October 28, 2015

Exciting Changes with USA Trade Online

The official source for U.S. merchandise data, USA Trade Online (UTO), is now FREE to the public. In this webinar, you will learn about how to set up and manage your account in UTO. In addition, we'll cover new data features, new fields and various functions of the database.

November 4, 2015

Manufacturing, Products, and Goods Across Indicators

Do you want to learn more about the relationship between Manufacturers' Shipments, Inventories, and Orders (M3), International Trade, and Quarterly Financial Report statistics? Are you interested in how manufacturing indicators relate to other federal data? In this webinar, we will explore the relationships between the different manufacturing-related Economic Indicators.

December 16, 2015

Visit www.census.gov/econ/webinar for a full list of past & future webinars



Additional Training

- Training Resource Library -
 - <http://www.census.gov/mso/www/training/library.html>
- International Trade
 - Training on Foreign Trade Regulations, classification, filing, and more -
 - <http://www.census.gov/foreign-trade/outreach/>
 - Global Reach Blog - <http://globalreach.blogs.census.gov/>

America's Economy: Mobile App

Indicators Available:

- Advance Monthly Retail Sales
- Advance Report Durable Goods
- Business Inventories
- Construction Spending
- **Consumer Price Index ***
- Homeownership Rate
- International Trade
- Manufacturers' Goods
- Monthly Wholesale
- New Residential Construction
- New Residential Sales
- **Nonfarm Payroll***
- Personal Income
- **Producer Price Index ***
- QFR–Manufacturing
- QFR–Retail Trade
- Quarterly Services Survey
- Real Gross Domestic Product
- Unemployment Rate



www.census.gov/mobile

Available for iPhone, iPad, and
Android devices

New: Census Business Builder

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

The screenshot shows the 'Census Business Builder: Small Business Edition' web application. At the top left is the United States Census Bureau logo. To its right is the title 'Census Business Builder: Small Business Edition' and a small 'cbb' logo. On the top right are links for 'Privacy Act Statement', 'FAQs', and 'Send Feedback'. The main heading is 'Determine the Best Location for Your Business'. The interface is divided into two main sections. Section 1, 'What type of business do you want to start or research?', asks the user to select a business type from a list of categories: Construction (wrench and hammer icon), Food Services (fork and knife icon), Healthcare (heart with pulse line icon), Personal Services (person icon), Prof & Biz Services (briefcase icon), and Retail (shopping cart icon). Below these icons is a link: 'Don't see your type of business listed? Click [here](#) to request that your industry be added.' Section 2, 'Where do you plan to open the business?', asks the user to select a location. It includes a search input field with a refresh icon and the text 'or County, City/Town, or ZIP Code'. Below the input field is a 'Go to Map' button. At the bottom of the page, it states: 'Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#). Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov'.

For More Information & Feedback

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