

Measuring Business Trends and Outlook Through a New Survey

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Census Bureau Economic Indicators

“Highly Sensitive” Indicators

- Advance Monthly Sales for Retail & Food Services (MARTS)
- Advance Report on Durable Goods – Manufacturer’s Shipments, Inventories, & Orders (AdvM3)
- New Residential Construction (NRC) – Joint release with Department of Housing & Urban Development
- U.S. International Trade in Goods & Services (FT-900) – Joint release with the Bureau of Economic Analysis

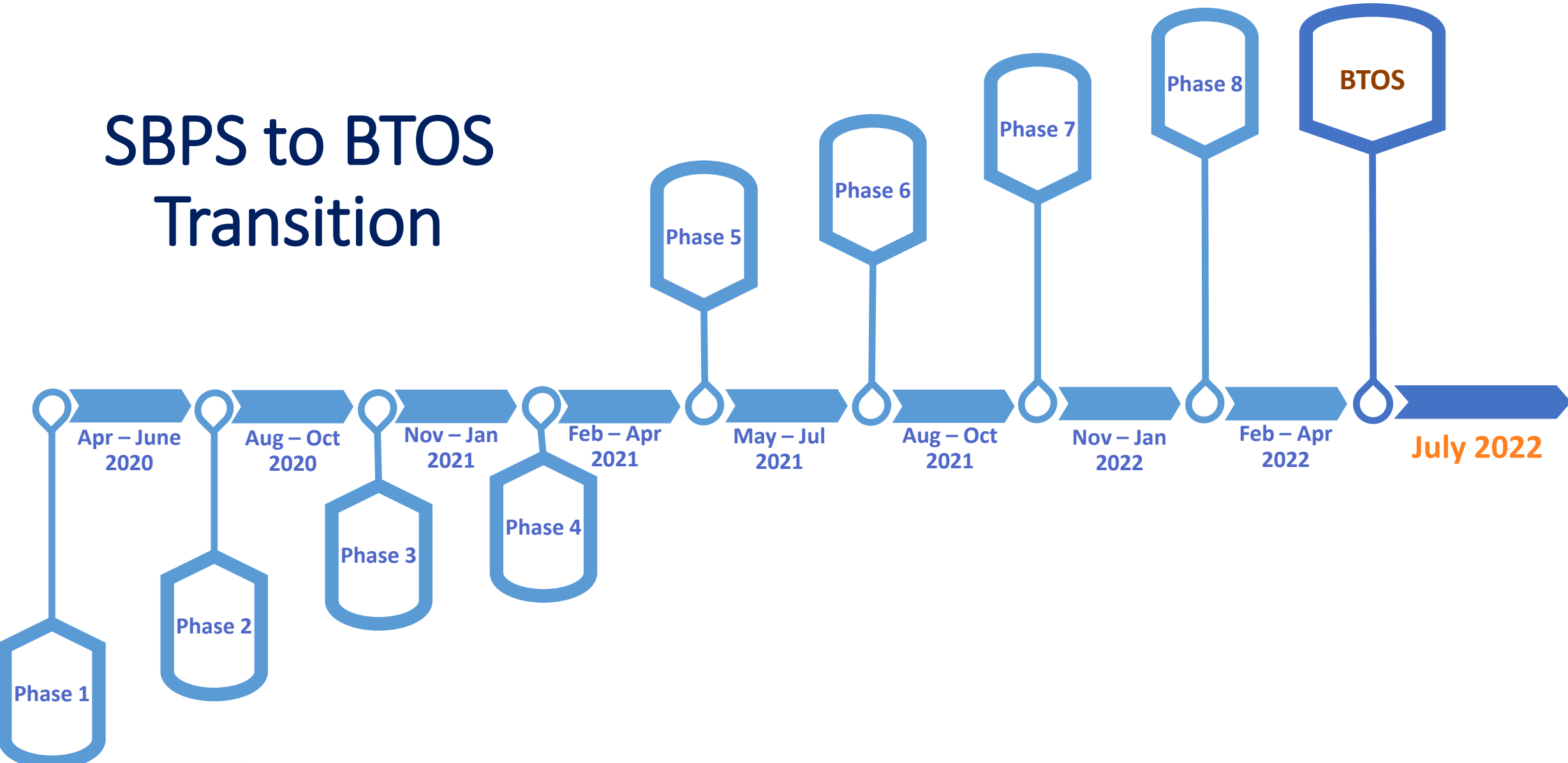
Monthly Principal Indicators

- Construction Value Put in Place (VIP)
- Manufacturing & Trade: Inventories and Sales (MTIS)
- Monthly Wholesale Trade (MWTS)
- New Residential Sales – Joint release with Department of Housing & Urban Development

Quarterly Principal Indicators

- Quarterly Financial Report – Retail Trade (QFR-RT)
- Quarterly Financial Report – Manufacturing, Mining, Wholesale Trade & Selected Service Industries (QFR-MMWS)
- Quarterly Services Survey (QSS)
- Housing Vacancies & Homeownership (HVS)

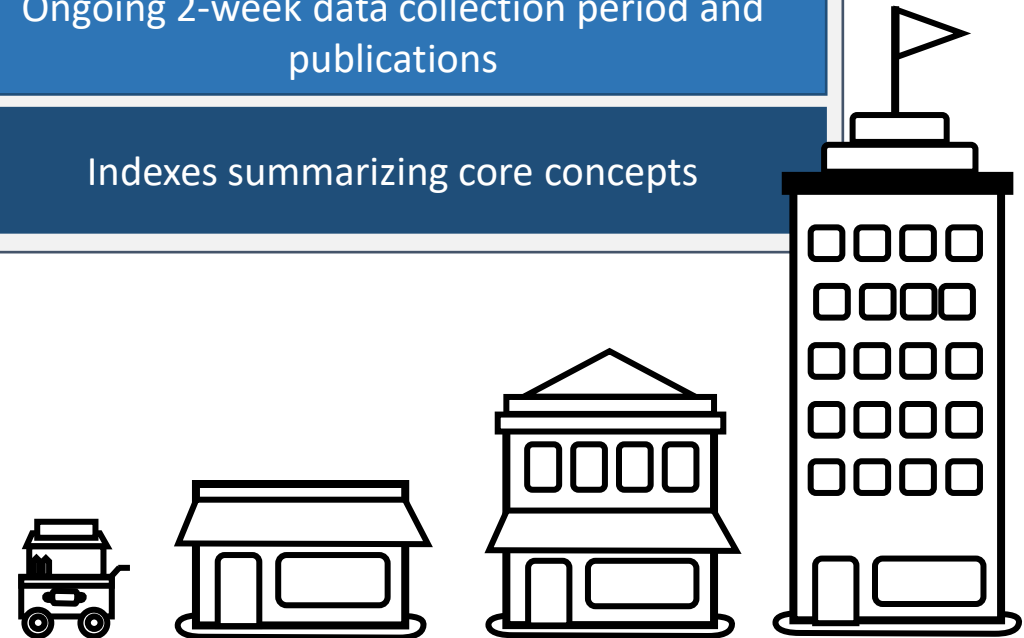
SBPS to BTOS Transition



BUSINESS TRENDS AND OUTLOOK SURVEY

- Annual sample
 - ~1.2M SU businesses
 - Six panels per cycle
 - Two-week collections
 - ~Four cycles per year
- Estimates
 - National, state, sector
 - NAICS3, MSA (top 25)
 - Employment size class
- Future improvements & products
 - MU firms
 - Emergency Collections
 - Non-employers
 - Owner characteristics

Frame	2020 Final Business Register
Sample Design	Stratified systematic sample
Content	Qualitative current and future conditions
Instrument	All electronic collection
Timing	Ongoing 2-week data collection period and publications
Data Products	Indexes summarizing core concepts



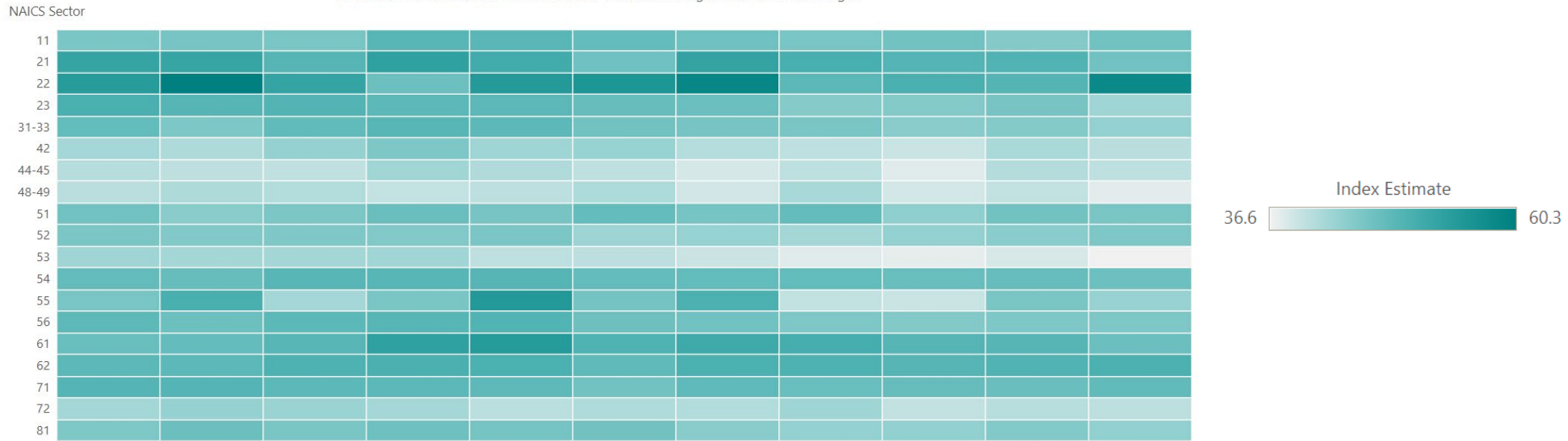
Content & Products

- Focus on key economic concepts
- Include future projections for many concepts
- Diffusion indexes highlighted in viz
- Provide data details via API, downloads, viz

Questionnaire Concepts
Current performance
Revenue
Employment
Hours worked
Hiring Difficulties
Operating status
Delivery time
Supply chain impacts
Demand
Output prices
Input prices
Online platforms
Forecast horizon

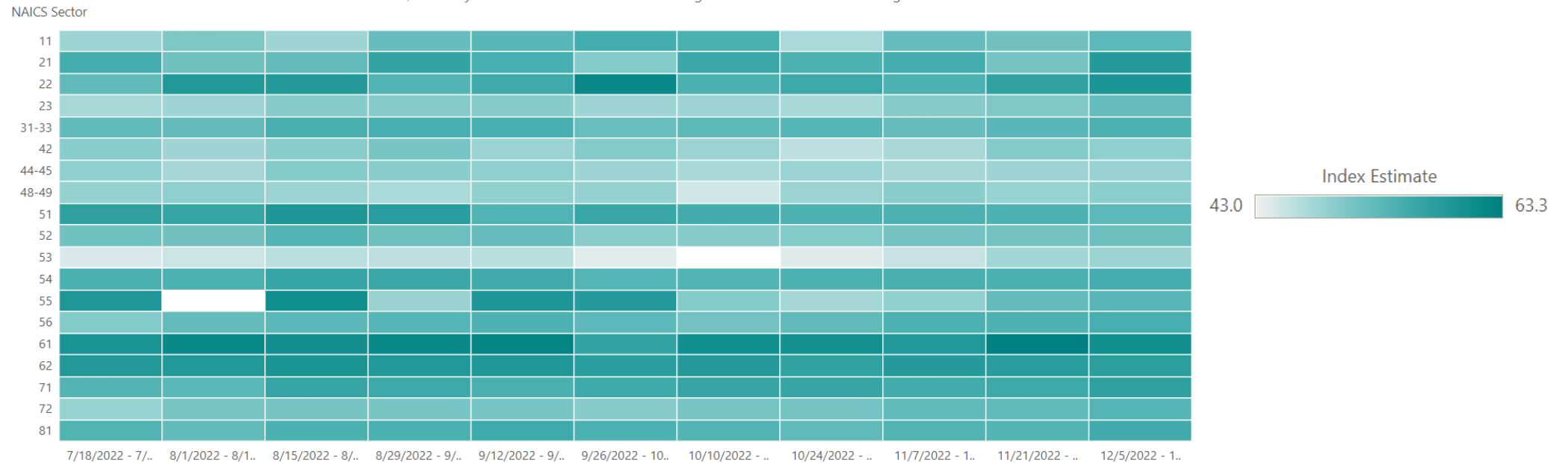
Demand by Sector by Collection Period

In the last two weeks, how did demand for this business's goods or services change?



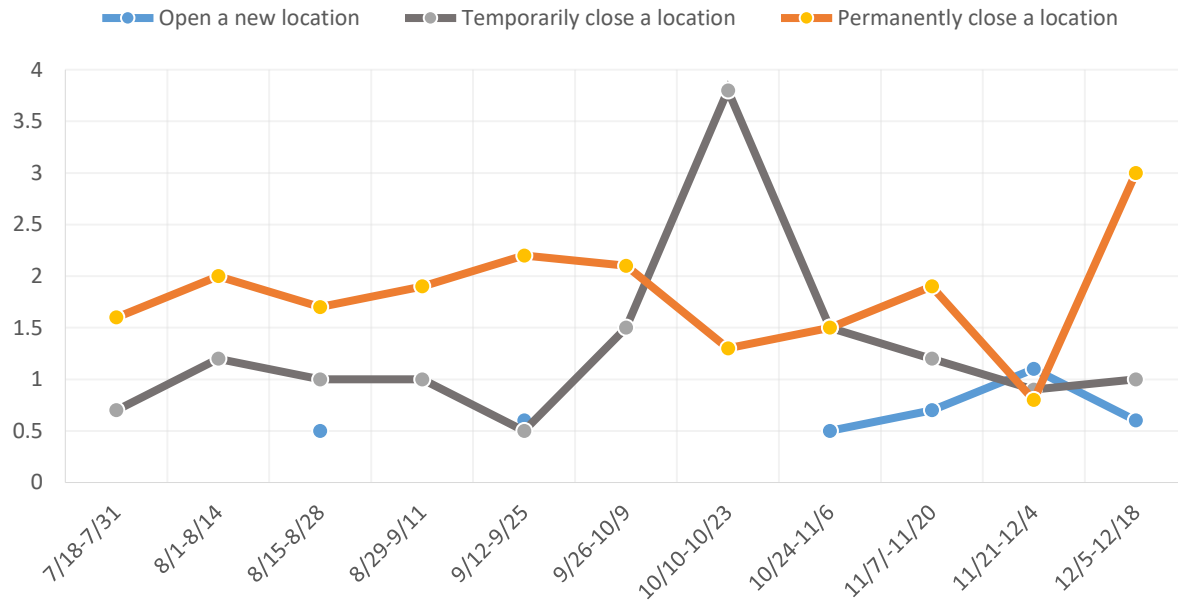
Future Demand by Sector by Collection Period

Six months from now, how do you think demand for this business's goods or services will have changed?



Why high frequency qualitative data?

OPERATING STATUS - FLORIDA



Source: Business Trends and Outlook Survey, U.S. Census Bureau

Ian leaves scenes of recovery, despair on Florida coast

By JAY REEVES October 9, 2022

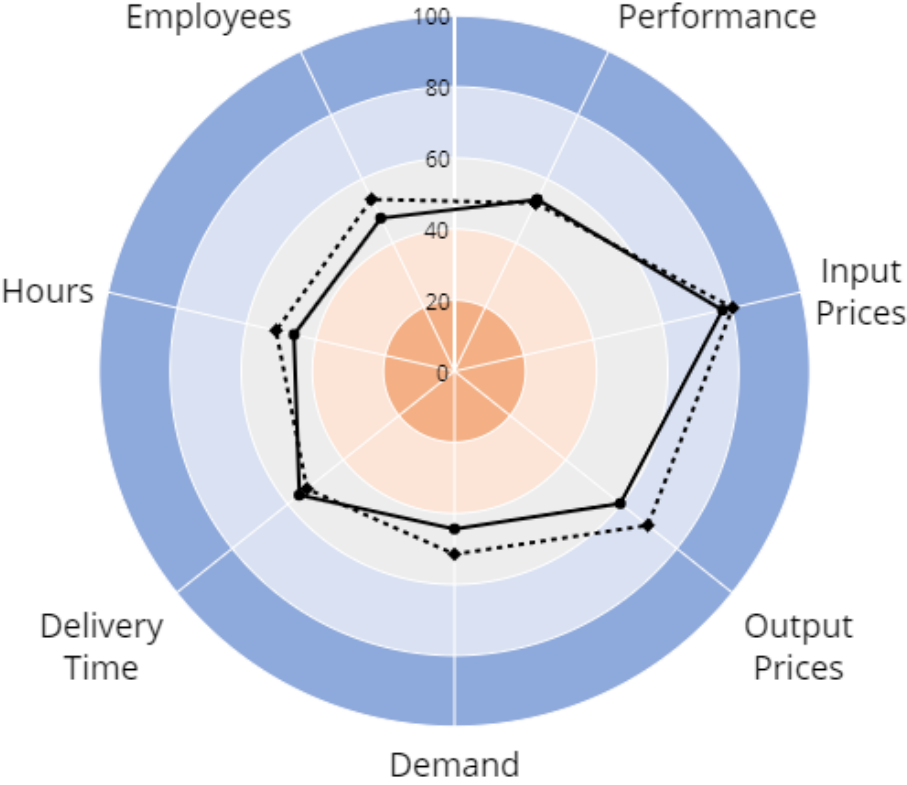


Rough Times Ahead: Hurricane Ian Batters SW Florida Economy

Hurricane Ian has come and gone, but it still could deliver prolonged blows to the local economy — particularly small businesses heavily dependent on tourists and seasonal residents.

By [Associated Press](#) | Oct. 12, 2022, at 4:08 p.m.

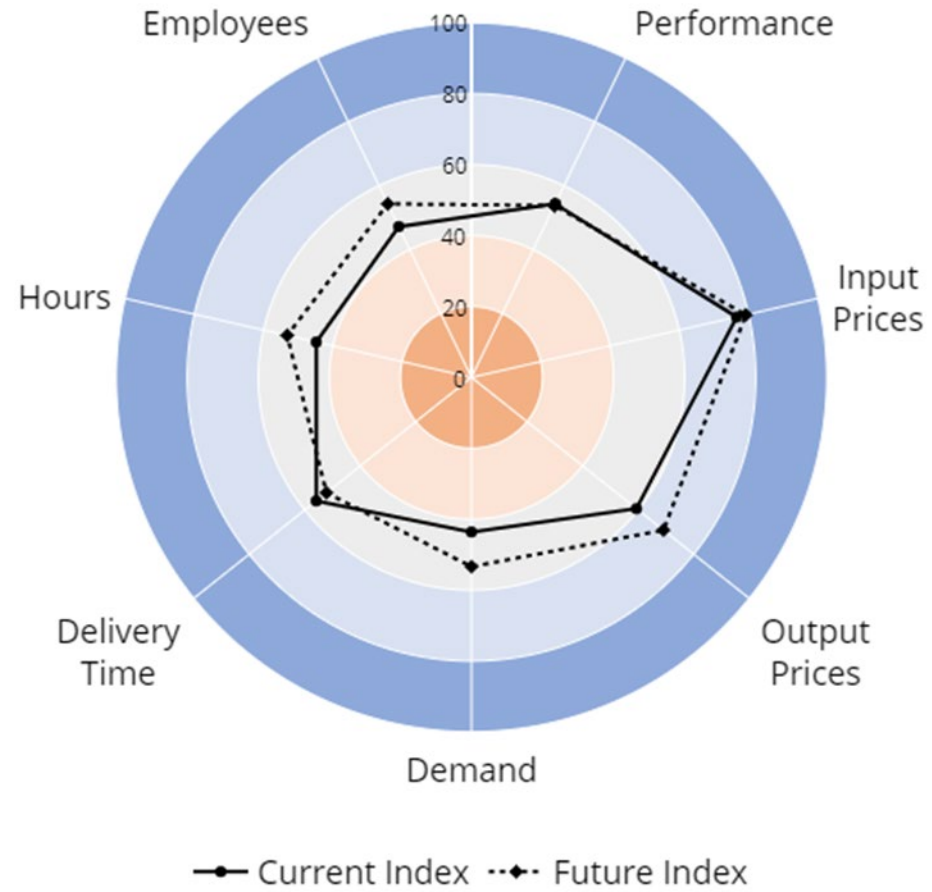
National



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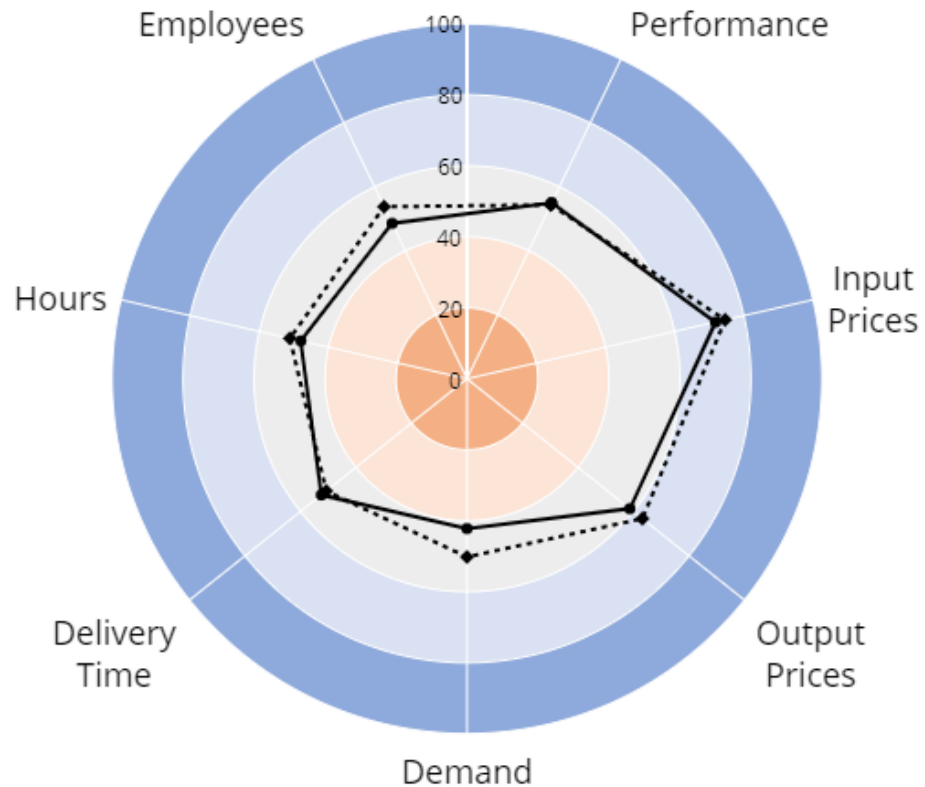
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National



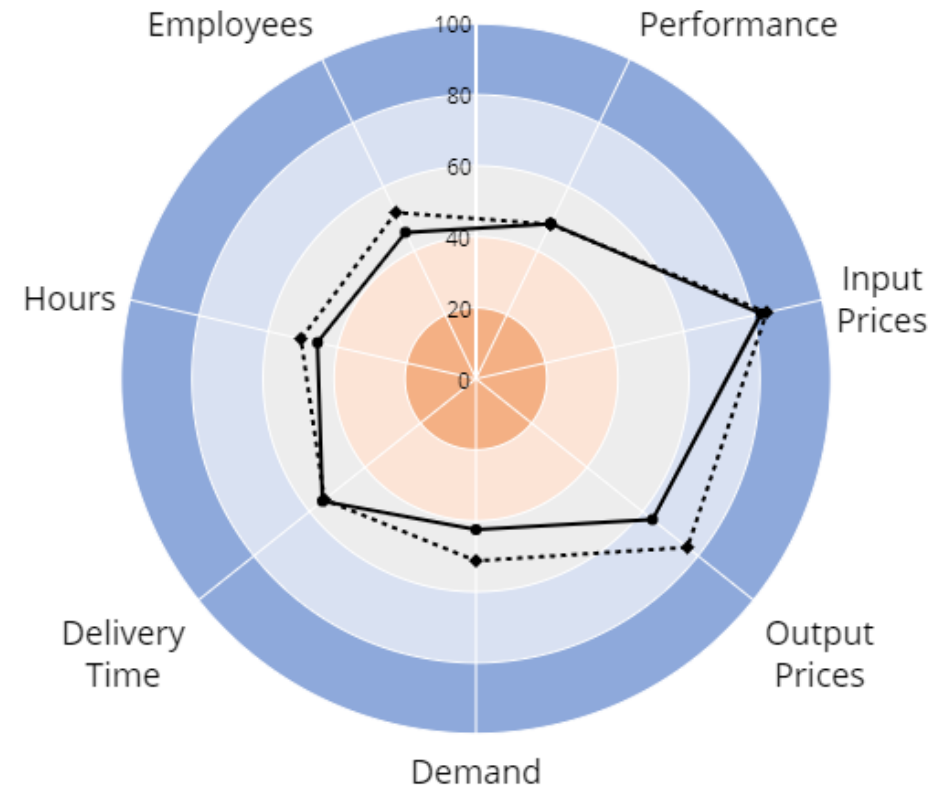
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Finance and Insurance



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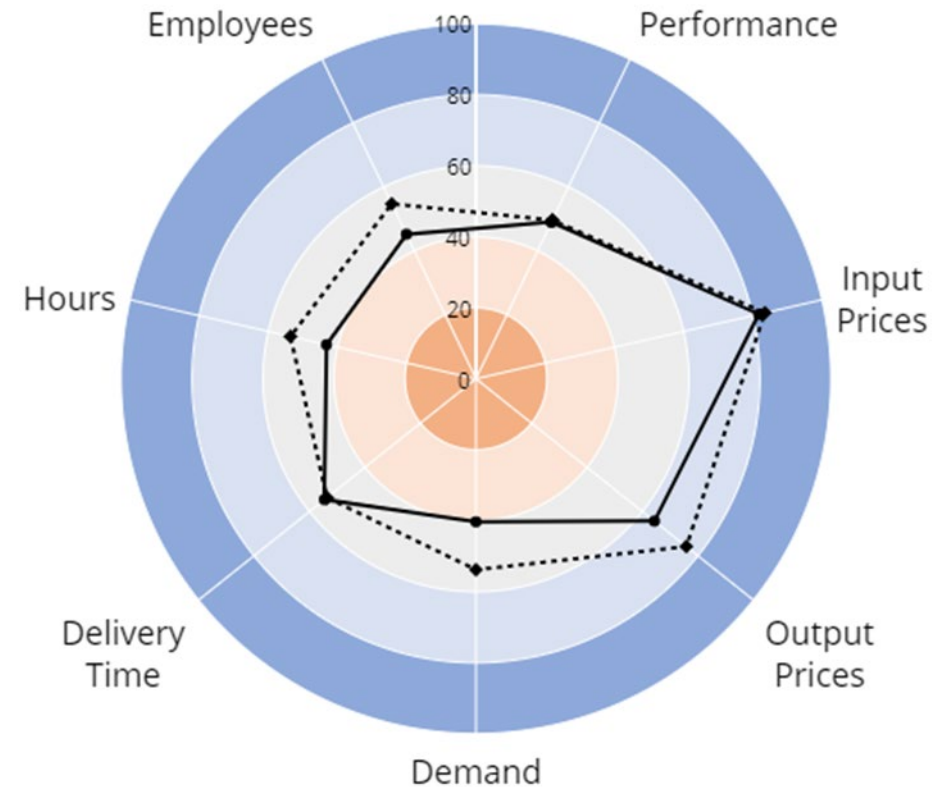
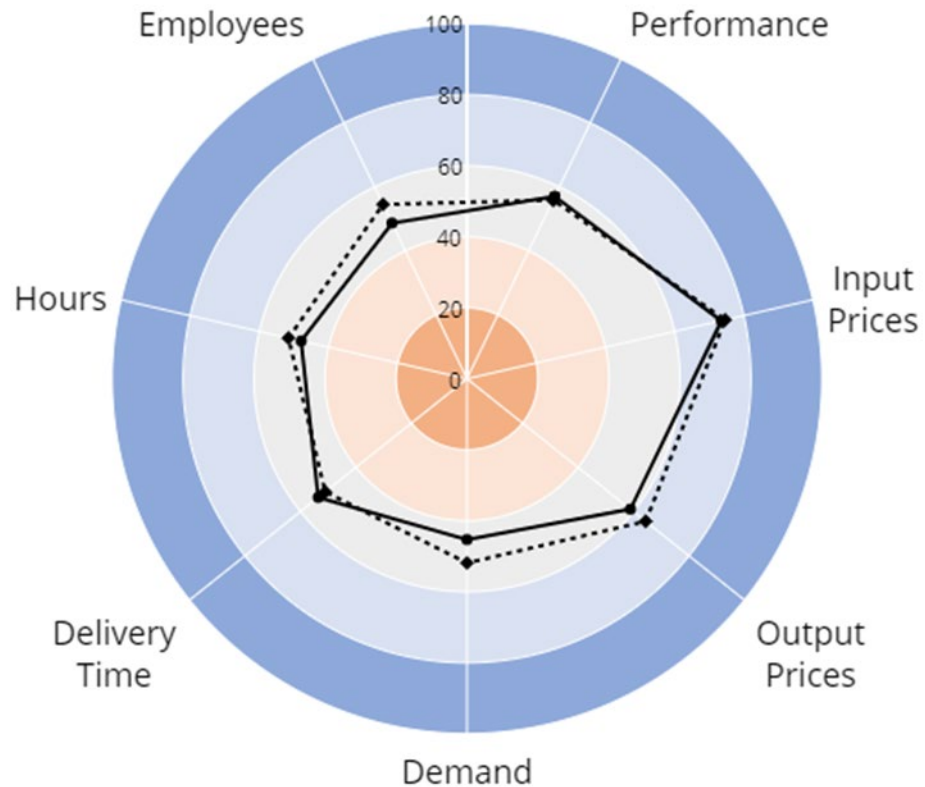
Accommodation & Food Services



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Finance and Insurance

Accommodation & Food Services



—●— Current Index - -◆- - Future Index

—●— Current Index - -◆- - Future Index

Thank you!

Contact

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Backup slides

Question	Short Name	Weight				
		1	0.75	0.5	0.25	0
Overall, how would you describe this business's current performance?	Current performance	Excellent	Above average	Average	Below average	Poor
Between MMM DD – MMM DD, how did this business's operating revenues/sales/receipts change?	Revenues	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did this business's number of paid employees change?	Employees	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did the total number of hours worked by this business's paid employees change?	Hours	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did the time it takes for this business to receive deliveries from suppliers change?	Delivery time	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did demand for this business's goods or services change?	Demand	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did the prices this business charges for its own goods or services change?	Output prices	Increased	-	No change	-	Decreased
Between MMM DD – MMM DD, how did the prices this business pays for goods or services change?	Input prices	Increased	-	No change	-	Decreased
Six months from now, how do you think you will describe this business's performance?	Future performance	Excellent	Above average	Average	Below average	Poor
Six months from now, how do you think this business's number of paid employees will have changed?	Future employees	Increased	-	No change	-	Decreased
Six months from now, how do you think the total number of hours worked by this business's paid employees will have changed?	Future hours	Increased	-	No change	-	Decreased
Six months from now, how do you think the time it takes for this business to receive deliveries from suppliers will have changed?	Future delivery time	Increased	-	No change	-	Decreased
Six months from now, how do you think demand for this business's goods or services will have changed?	Future demand	Increased	-	No change	-	Decreased
Six months from now, how do you think the prices this business charges for its own goods or services will have changed?	Future output prices	Increased	-	No change	-	Decreased
Six months from now, how do you think the prices this business pays for goods or services will have changed?	Future input prices	Increased	-	No change	-	Decreased
What is the longest time period over which you believe you can predict this business's performance?	Forecast horizon	1 month or less	2-3 months	4-6 months	7-12 months	More than 12 months

BTOS Data Products

Single Dimension:

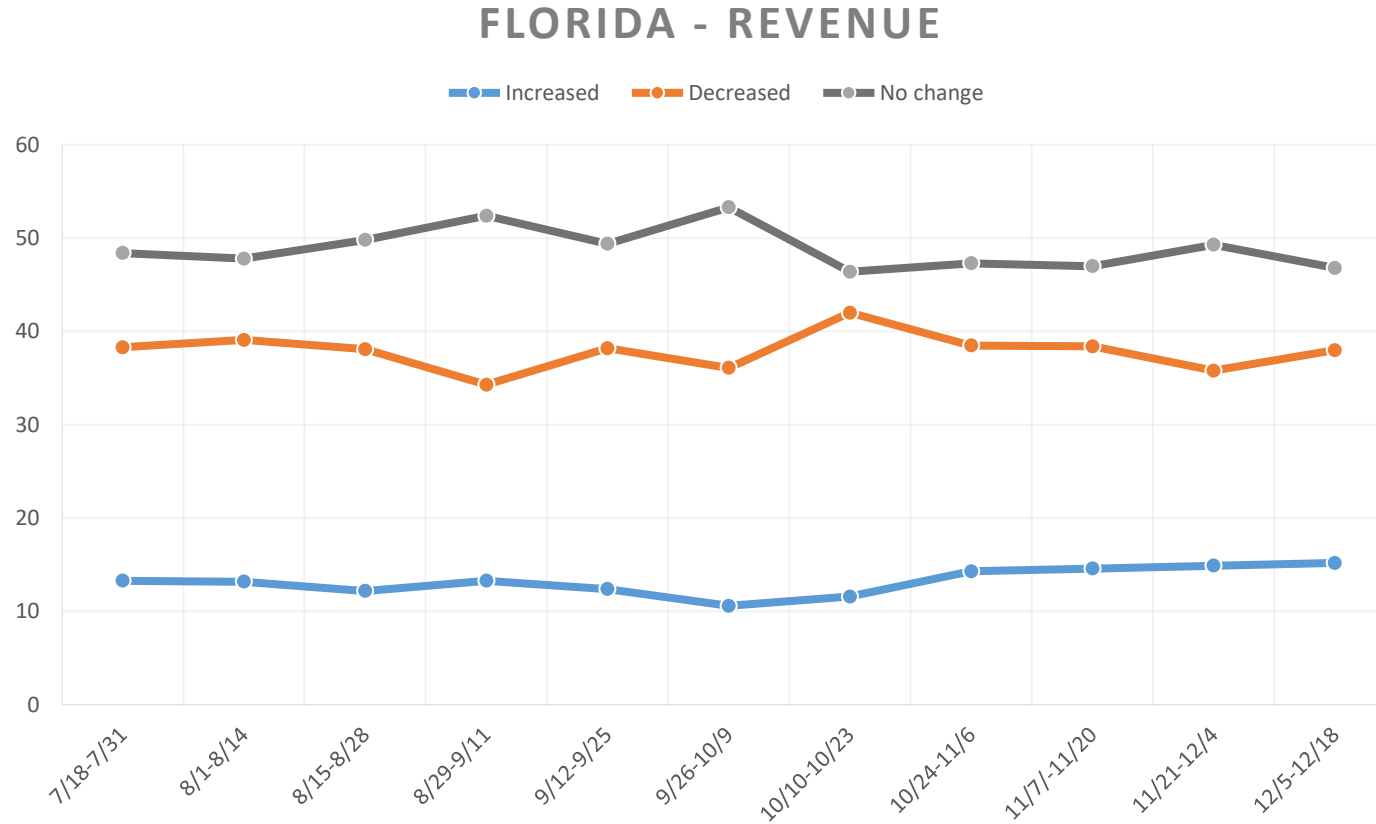
- National Average
- State (D.C. and Puerto Rico)
- NAICS Sector
- Sub-sector (NAICS3)
- Top 25 MSA
- Employment Size

Multi-Dimension:

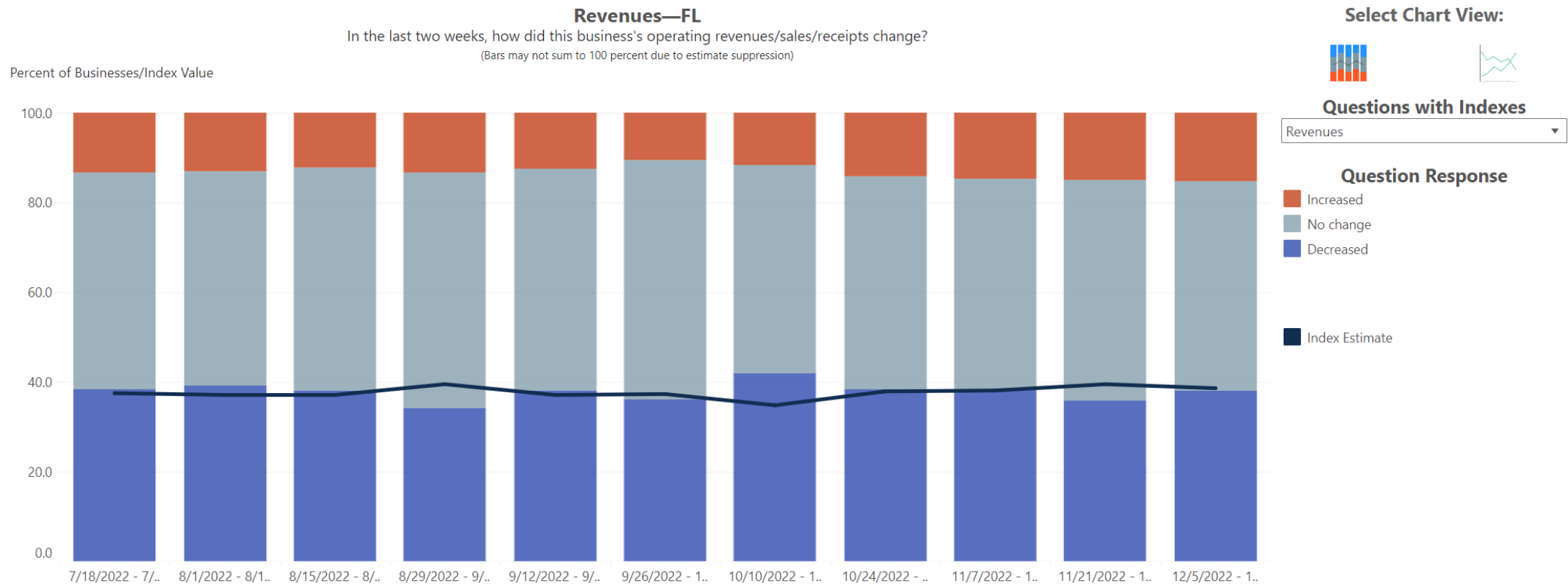
- State by Sector
- State by Employment Size
- Sector by Employment Size

	State	Sector	Sub-sector (NAICS3)	Top 25 MSA	Employment Size
State	X	X			X
Sector	X	X			X
Sub-sector (NAICS3)			X		
Top 25 MSA				X	
Employment Size	X	X			X

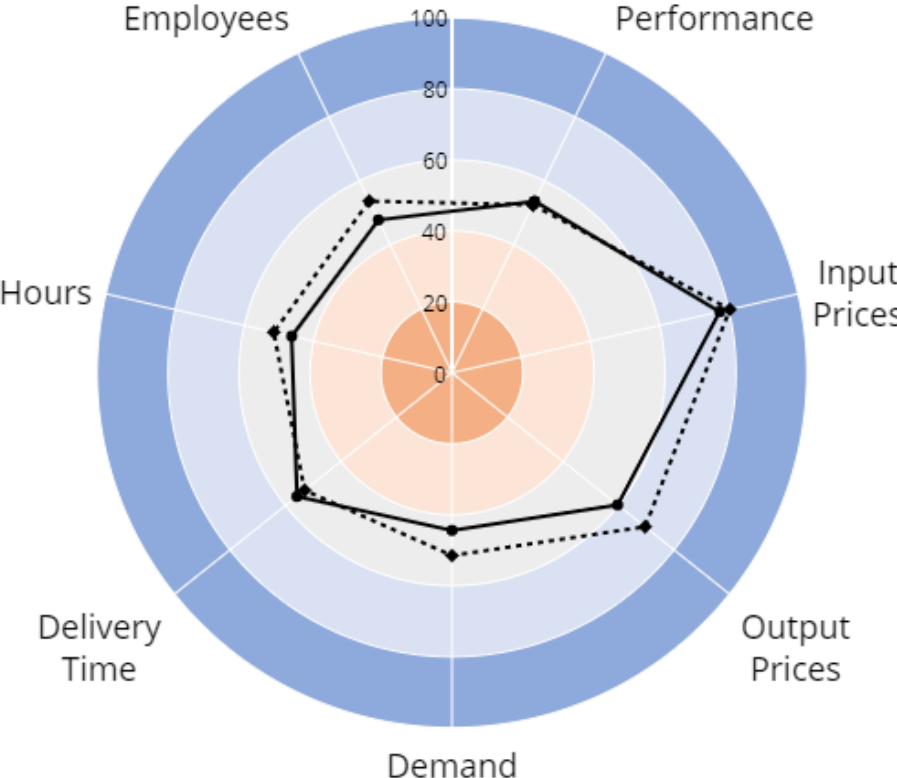
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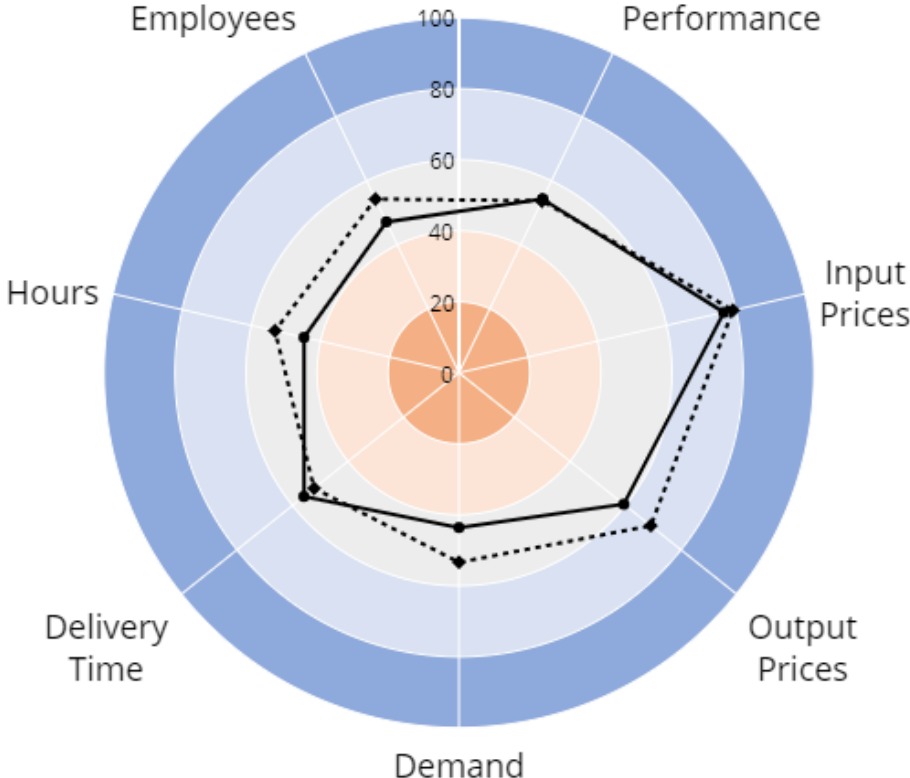
Hurricane Ian – Detail vs. Index



National over time



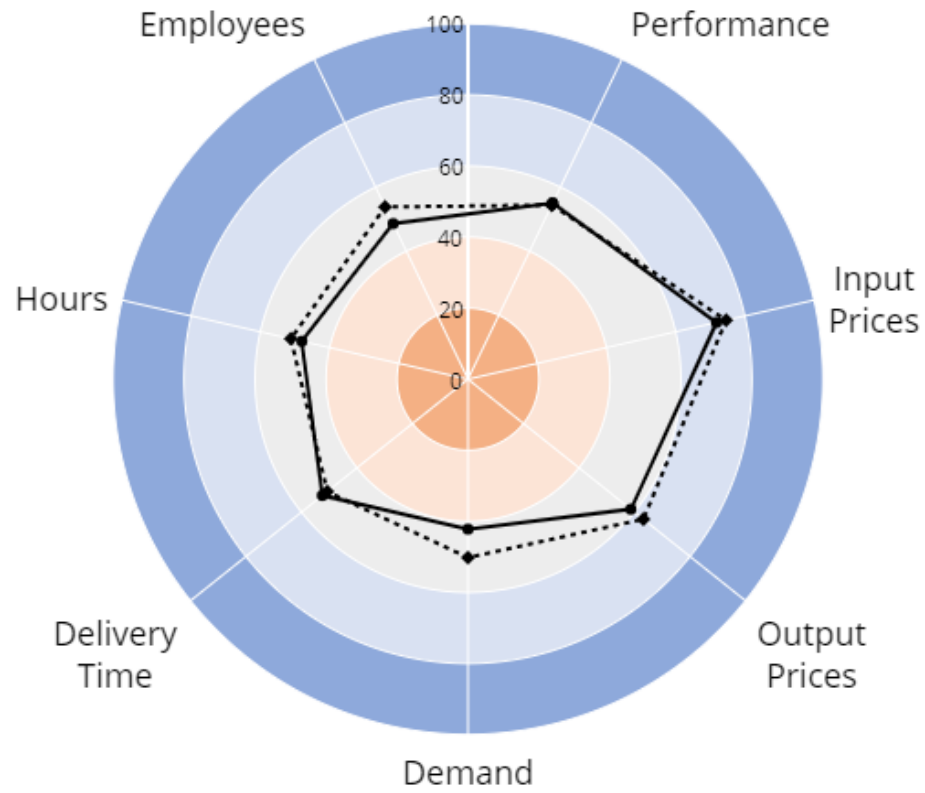
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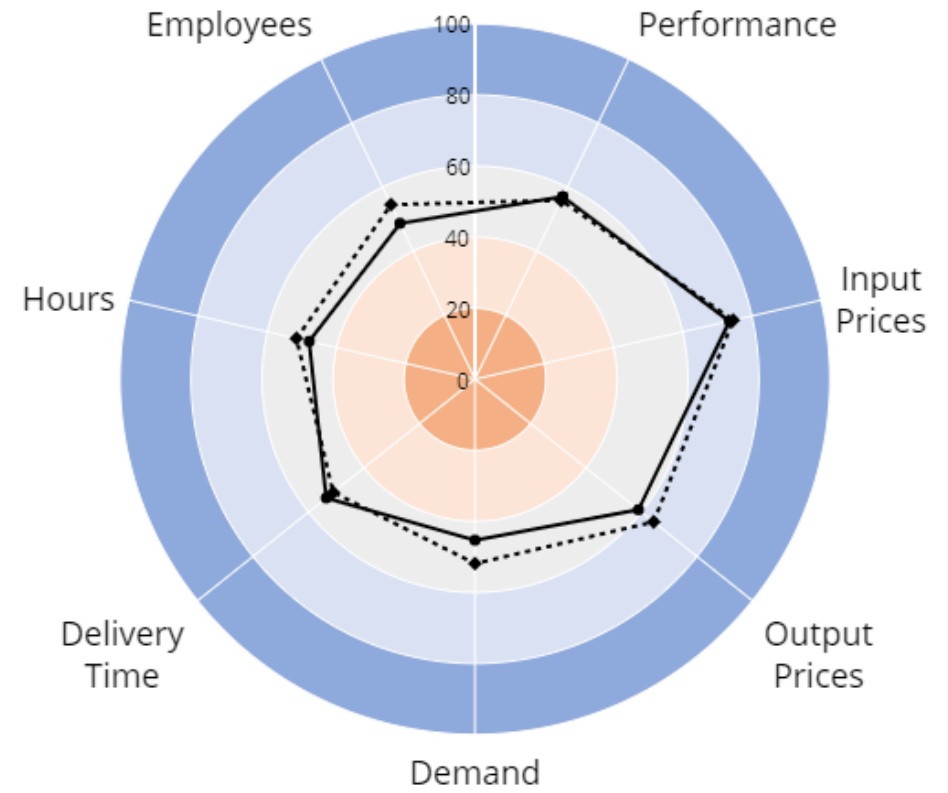


Fire and Insurance over time



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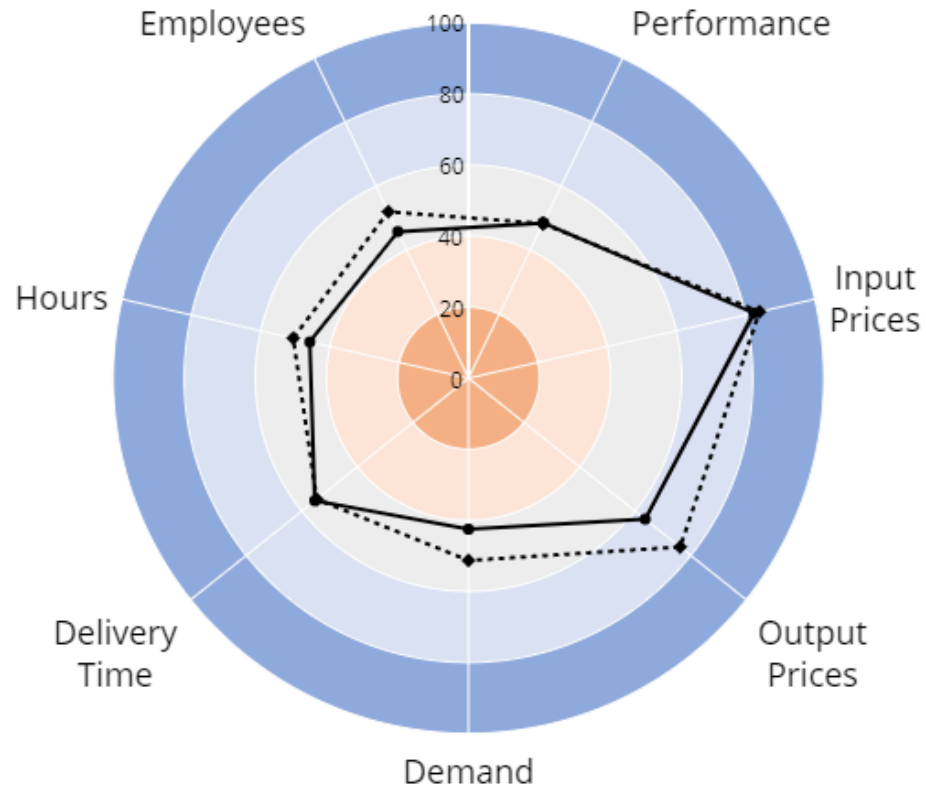
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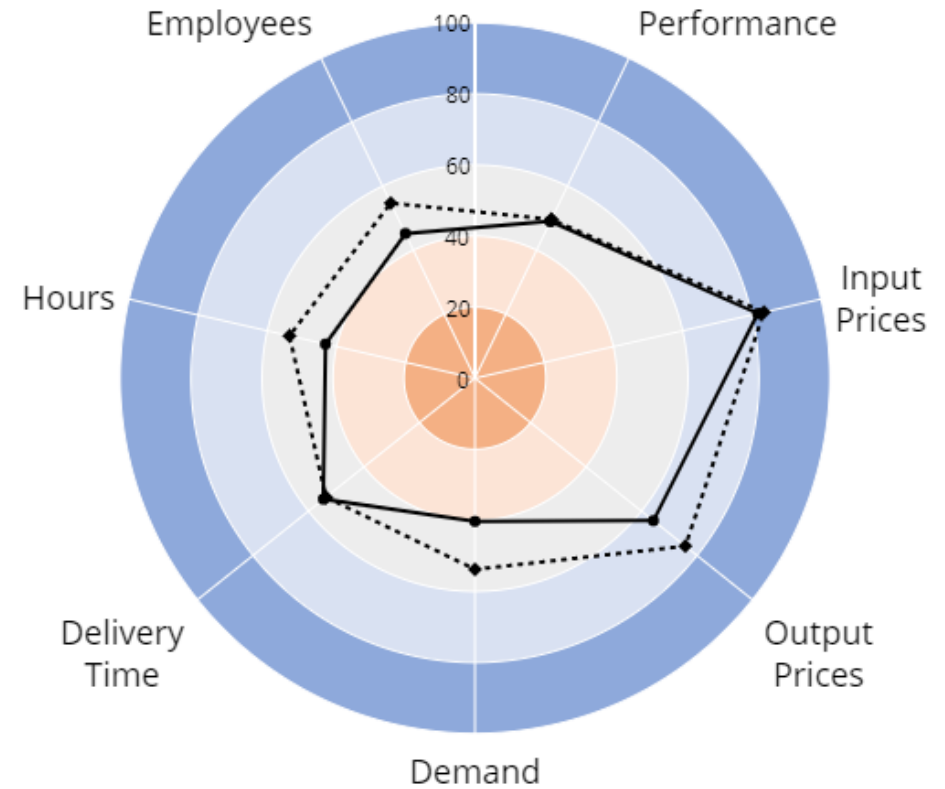
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Collected 12/5 – 12/18/2022

Accommodation & Food Services over time



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