

Measuring the Digital Economy

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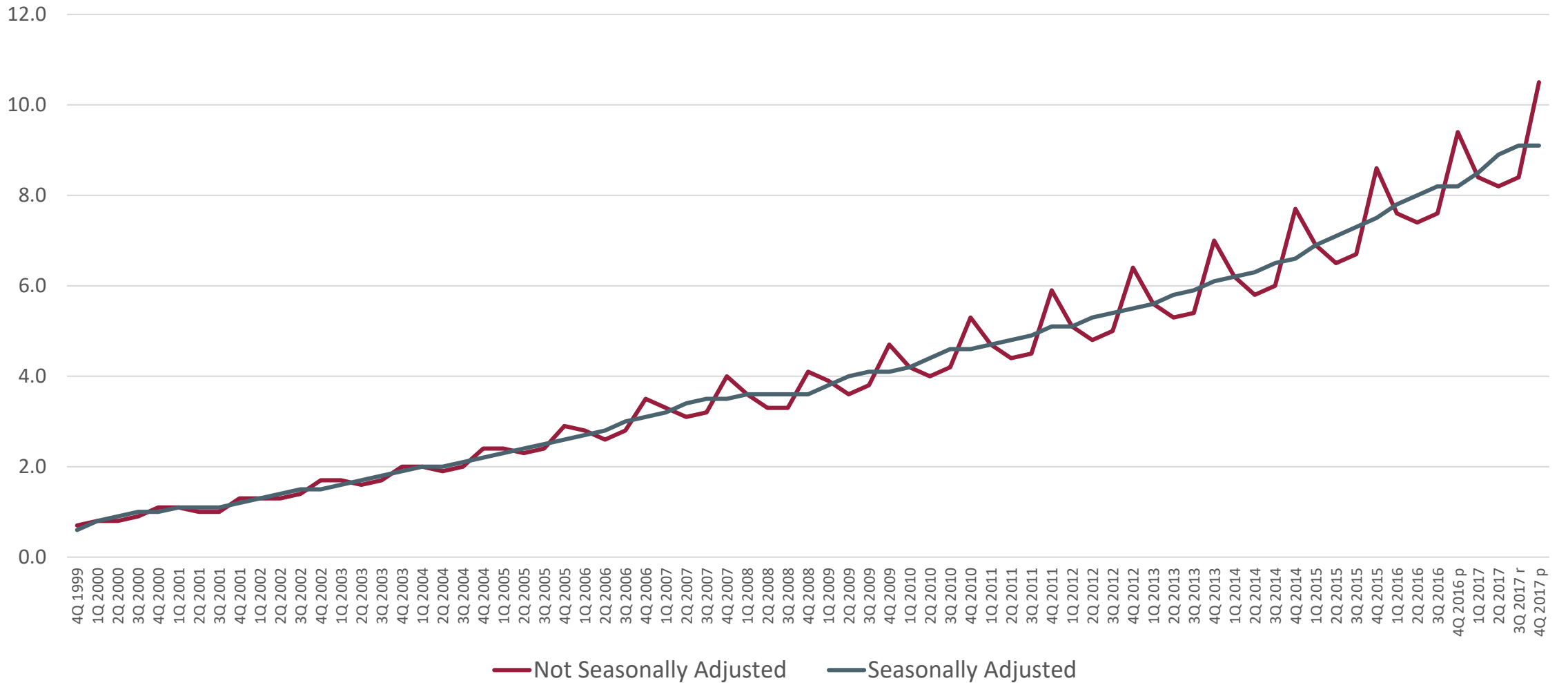
Components of the Digital Economy

- **E-business infrastructure:** the share of total economic infrastructure used to support electronic business processes and conduct electronic commerce.
- **E-business:** any process that a business organization conducts over computer-mediated networks.
- **E-commerce:** the value of goods and services sold over computer-mediated networks.

US Census Bureau's E-Commerce Products

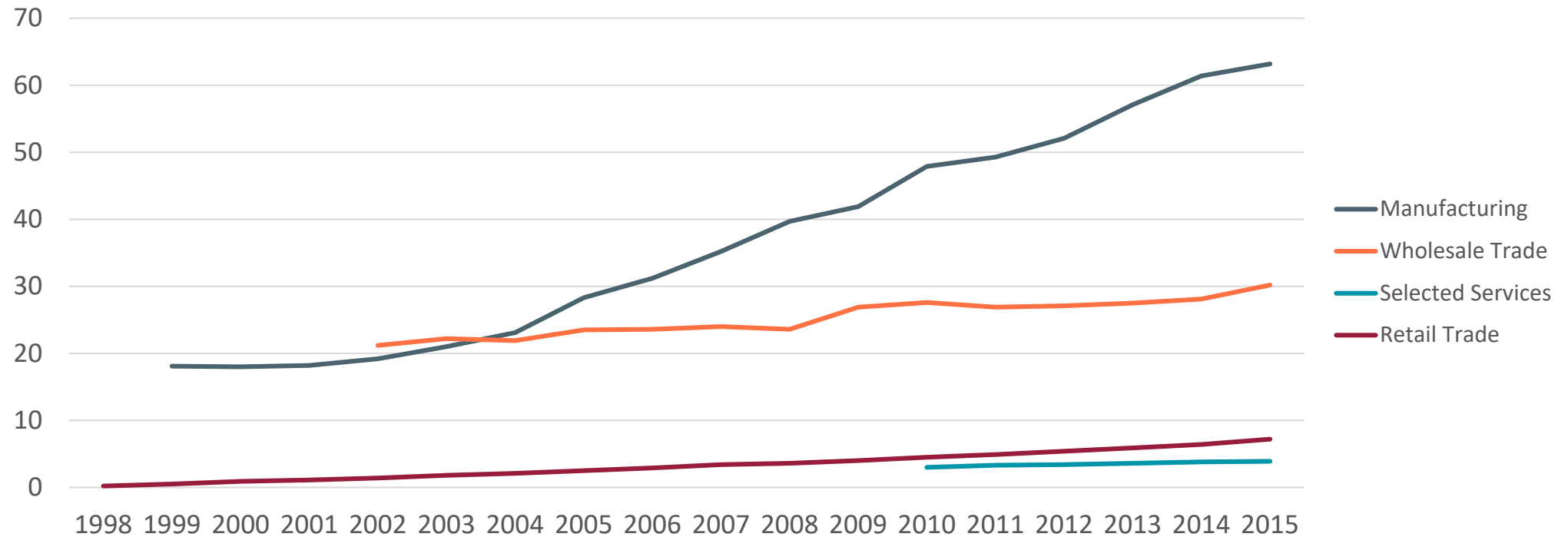
- Quarterly Retail E-Commerce Sales
 - First published in 1999
 - Presented as seasonally adjusted and not-seasonally adjusted series
- Annual E-Commerce Statistics
 - Covers manufacturing, retail, wholesale, and selected service industries

E-Commerce Sales as a Percent of Total Retail Sales

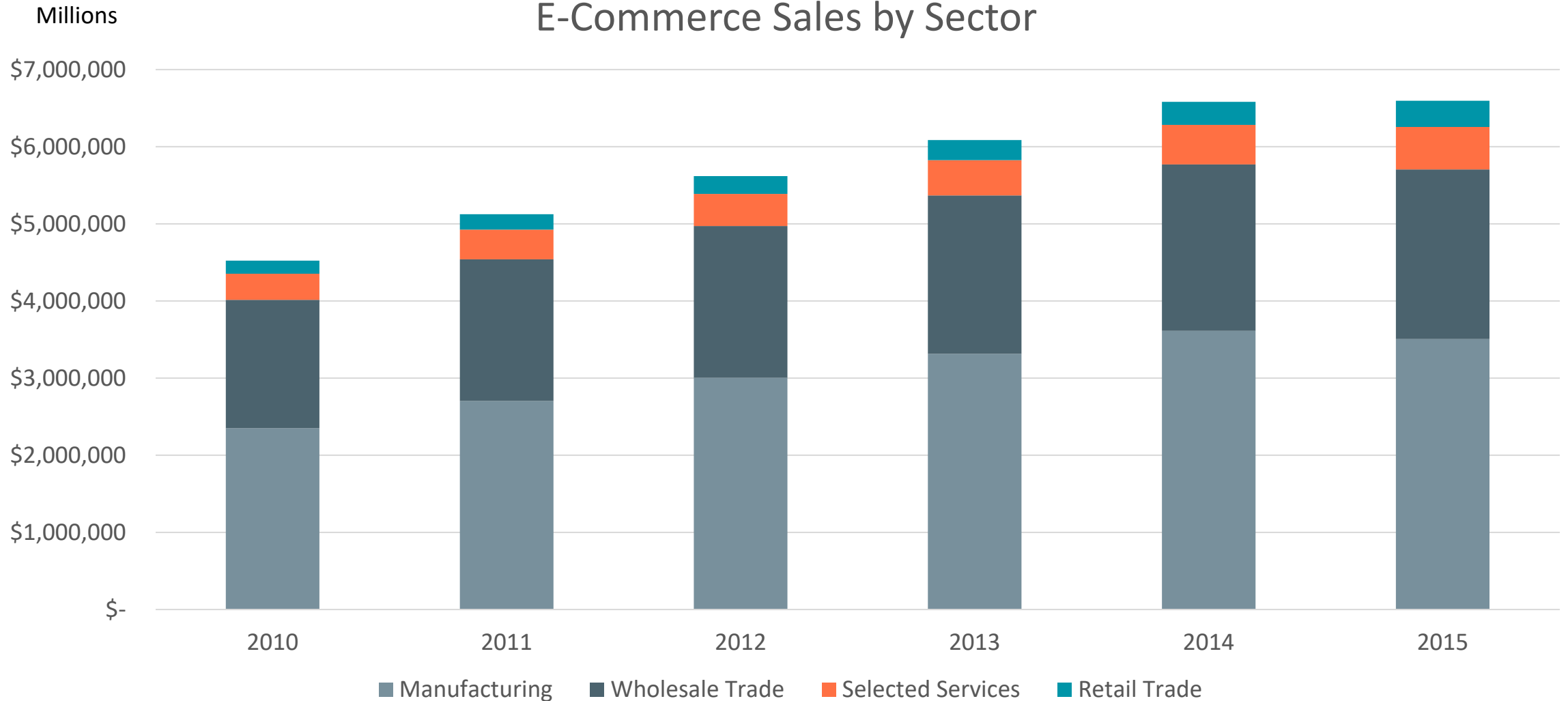


E-Commerce in the US is growing but evolving at different rates in different sectors

E-Commerce Sales as a Percent of Total Sales By Sector



E-Commerce Sales by Sector



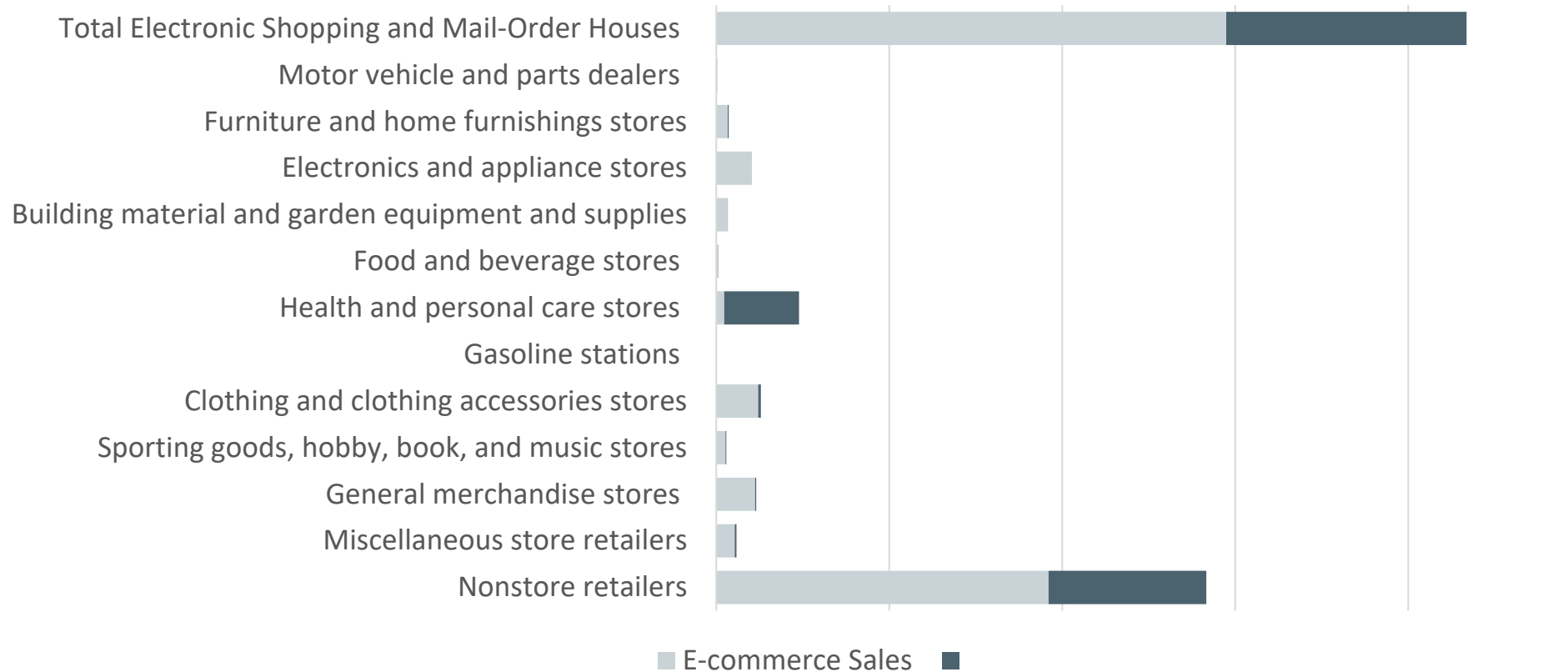
Retail E-commerce

- The North American Industry Classification System (NAICS) separates retail business operations that conduct all business without a physical store
 - NAICS 454110: Electronic Shopping and Mail Order Houses
- Operations with both store and non-store transactions are classified as store retailers
 - No clean measure of total retail e-commerce sales
- Census Bureau developed a supplemental product to begin to address this problem

Supplemental Annual Retail E-commerce Table

2015 Electronic Shopping and Mail Sales by Product

Millions of Dollars 0 100,000 200,000 300,000 400,000 500,000



Services E-Commerce: Clarifying questions to reduce suspected under-reporting

8 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this firm have any e-commerce revenue in 2016 or 2015?

Yes

No - Go to 9

B. What was the total e-commerce revenue in 2016 and 2015?

2016				2015			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

Services E-Commerce

8 REVENUES FROM ELECTRONIC SOURCES

A. Did this firm have any revenues from customers entering orders directly on the firm's websites or mobile applications in 2017?

0040 Yes

No

B. Did this firm have any revenues from customers entering orders directly on third-party websites or mobile applications in 2017?

0041 Yes

No

C. Did this firm have any revenues from customers entering orders via any other electronic systems (such as private networks, dedicated lines, kiosks, etc.) in 2017?

0042 Yes

No

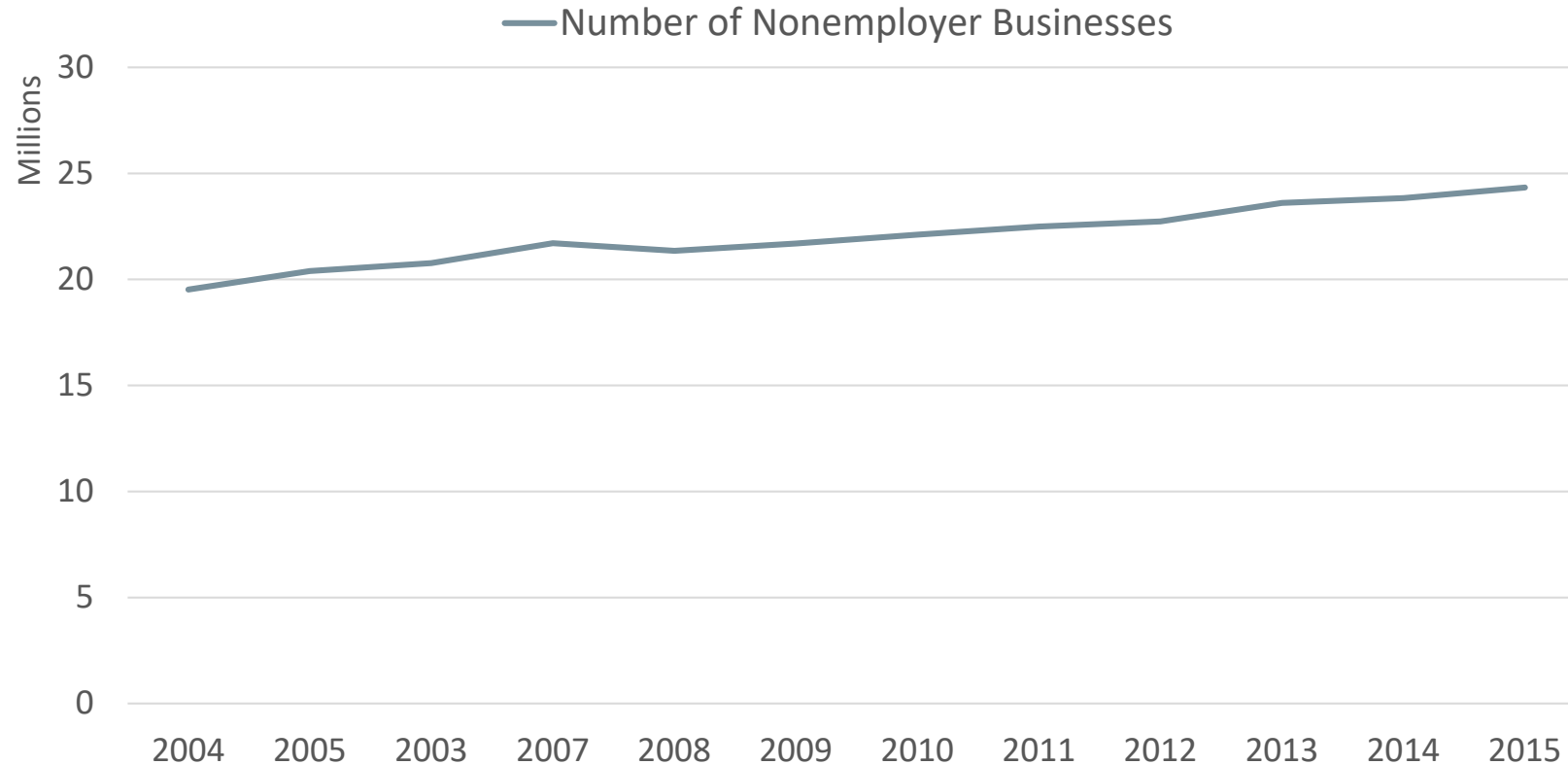
D. Of the total 2017 revenues reported in 6, what was the dollar amount (or percentage) that was from the revenues identified in A-C above? Please provide an estimate if exact figures are not available. 2500

2017			
\$ Bil.	Mil.	Thou.	Dol.

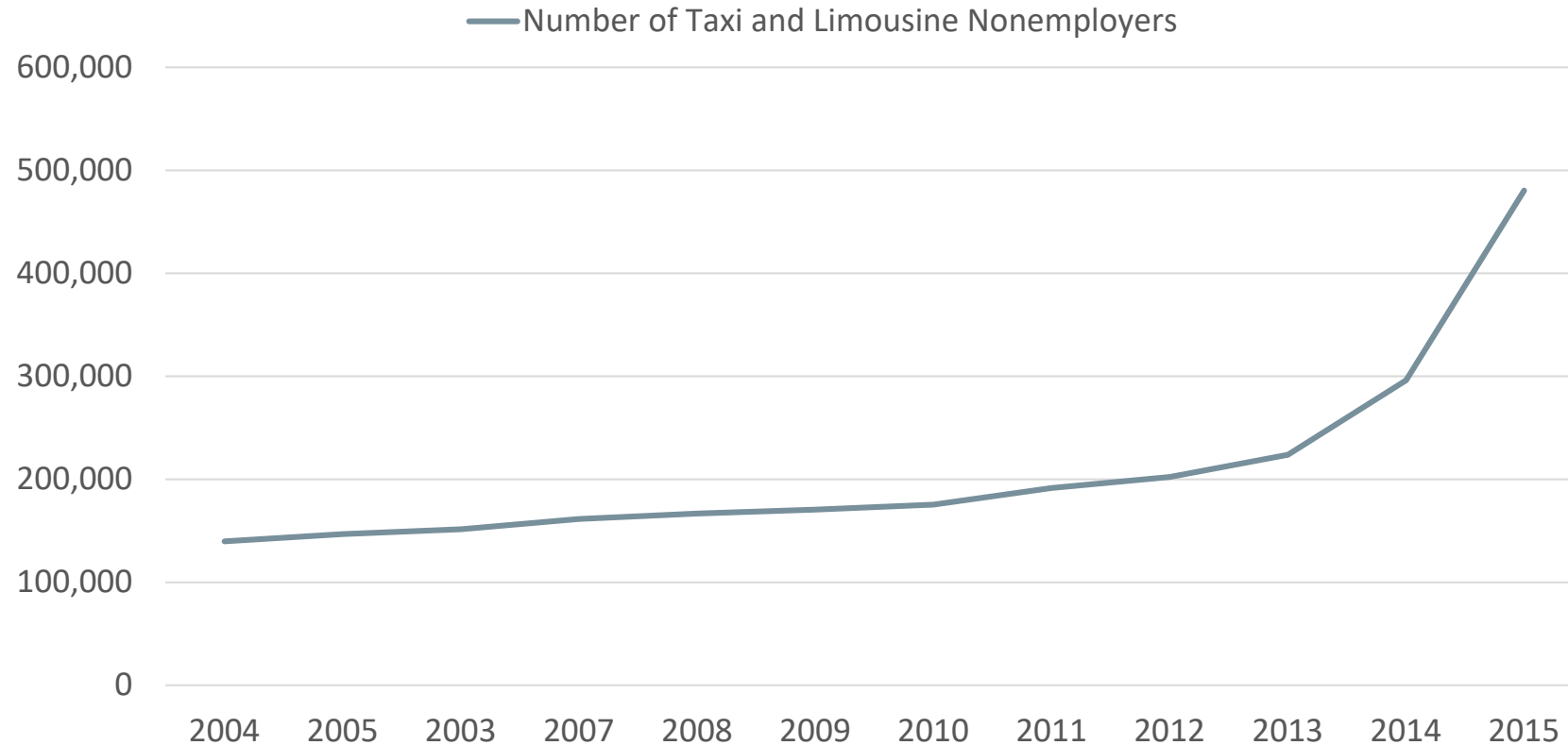
OR 2501

2017	
Percent	
	%

Measurement of the Gig Economy: Nonemployer Statistics Program



Measurement of the Gig Economy: Nonemployer Statistics Program



US Bureau of Labor Statistics

Digital Economy Data

- Quarterly Census of Employment and Wages
- Current Employment Statistics
- Producer Price Index



US Bureau of Labor Statistics

■ BLS Quarterly Census of Employment and Wages

- ▶ Number of establishments, employment, and total wages paid for each county, metropolitan area, state, and the nation by ownership (private and government – federal, state, local) and industry
- ▶ A census of all unemployment-insurance covered establishments collected each quarter, covering all industries, including:
 - Electronic Markets
 - Electronic shopping
 - Electronic auctions



US Bureau of Labor Statistics (BLS)

■ Current Employment Statistics

- ▶ Monthly data on employment, hours, and earnings for all employees and for production/nonsupervisory employees, by industry, for the nation, states, and metropolitan areas.
- ▶ Industry detail decreases as geographic areas get more local. Industries include:
 - Electronic markets and agents and brokers
 - Electronic shopping



US Bureau of Labor Statistics (BLS)

■ Producer Price Index (PPI)

- ▶ A family of monthly price indexes
- ▶ Measures average change over time in selling prices received by domestic producers of goods and services.
- ▶ The PPI produces approximately 535 industry price indexes in combination with over 4,000 product line and product category sub-indexes, including:
 - Electronic and mail-order shopping

