**GOVERNMENT DOCUMENTS FOR ADVERTISING**

CAP 115

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**NAICS**

<http://www.census.gov/naics>

North American Industry Classification System – these are codes that are used by the government to classify industries. These will allow you to easily/quickly pull up information about a certain market segment.

Q: You have decided to open up a coffee shop/cafe. The first step in researching the competition is finding out what NAICS code your shop would fall under. List the code below. What other kinds of shops are included in this code? Would the code be different if you wanted to roast coffee instead of just serve it? (If the answer is yes, write down that code too!)

**American FactFinder**

[http://factfinder.census.gov](http://factfinder2.census.gov)

Good for: demographics (tables), specific information about a location, information about business in a specific area or industry

*For this question you need to use the “Advanced Search” option.*

Q: Using the NAICS code you found earlier, find information about your competition. How many coffee shops are there in Kent county? How many coffee roasters are there? (Hint: Use **Advanced Search** to use the **Industry Code** you found and search for **Kent County**. In that order.)

Q: Search “Community Facts” for information about your hometown. What’s the population, median household income, educational attainment (high school or higher), and median age? Do this search for your zip code AND the name of the town/city. (If you didn’t grow up in the United States, use: 49504 and Grand Rapids, MI)

*Zip Code*

*Population Age Income Education*

*Town/City*

*Population Age Income Education*

**USA.gov**

<http://www.usa.gov>

Good for: everything! (and figuring out where to start)

Q: Using USA.gov, find the name of the person who represents the area around GVSU’s Allendale campus in the Michigan House of Representatives. (The address of GVSU’s campus is 1 Campus Drive / Allendale, MI 49401)

*Name:*

Q: Using USA.gov, find the recommended vaccine schedule for infants and children. What agency does it come from?

*Agency:*

Q: You want to encourage people to shop at their local farmers market. What federal agency has a searchable directory of farmers markets?

*Agency:*

**WILDCARD**

The answer is on the internet! Use Google!

Q: You’re worried you might have the flu. Find two government websites that tell you the symptoms AND the Sesame Street video (created with the US Department of Health and Human Services) that teaches you the right way to sneeze. (You only need one source for Sesame Street.)

*Name of video:*

*Website:*

*Website:*

Q: Using Congress.gov, find a list of legislation that Justin Amash has sponsored or co-sponsored. What was the title of **first** piece of legislation he sponsored or cosponsored that **became a law**?

*Name:*

Q: Find a government website that’s all about **data**. Then, find a recent dataset about college or university campus safety.

*Website:*

*Dataset Name:*