

## Economic Census 101 – Transcript of audio

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Did afternoon, everyone. Welcome, my name is Joe from GPO. I am with my GPO colleague, Kelly Seifert, as tech support. WebEx is weird. It is listing two Kelly Seifert's. So, one of them is me, Joe. We tried to fix it, but we couldn't. Anyway, we have a great webinar for you today, Economic Census, and our presenter today is Adam Grundy, he is the statistician, trade reach, and outreach branch in the economic division of the U.S. Census Bureau. I will read a little bit about Adam for you. Adam worked on the data user and treat outreach branch in the economic development region, where he has taken on several leadership roles. Adam developed an online calendar for the economic director and participated in several key stakeholder meetings for developing the Census business builder data platform and served as a valuable member of the data outreach team for the Census Bureau. Adam has written several articles for the American accounts series for census.gov and continues to look for new and interesting ways to share Econ data products with the public. Adam received a degree in human studies and a certification in elementary education. I will also put in -- I happen to have an even longer bio and Adam has some significant accomplishments. So, I will put this into the chat, a link if you want to learn more about Adam. But, with that, I will hand the virtual microphone over to Adam, who will take it from here.

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Thank you so much, Joe. And thank you, everyone, for joining today. Again, my name is Adam Grundy, let me tell you a little bit about myself. I have been in the Census Bureau for about 14 years now. Before that, as Joe mentioned, I have a degree in elementary education, so I used to be a fourth grade teacher at Montgomery County public schools for four years before I moved over to the Census Bureau. A couple things of note in these bullet points here, I lead a group called Econ outreach working group, which we meet on a biweekly basis to discuss upcoming day releases, data products, and also America counties stories, as well. So, one of the things on here, I wrote a different articles for the American accounts series. If you haven't checked that out, you can go to [census.gov/America](https://census.gov/America) accounts. You can read the various stories I have written on the various topics of business data we put out from the Census Bureau. Another thing I maintain this online calendar for the economic directory. Again, this tracks some of the national base of interest, some of the key data releases things like that. All as well as things coming up for the economic Census, the main thing I will be talking about today. Before I get into so much about the economic Census, I just wanted to level set about what we do at the Census Bureau. Many people don't realize just how many surveys that we do conduct, which is about over 130 surveys and programs. We also have three main censuses. The main is the decennial census, the one that gets all of the news, the newsworthy buzzwords out there about the decennial census that happens every 10 years. So, the once in a decade housing population count. And then, we have the American community survey well that is going on. Other things going on for the business side of the economic directory is the Census of governments. This is a measure of the nation state and level government sector, so they have the levels of governance also going on for the euro 2022. And finally, our star of the show for today, the economic Census, which is the official five-year measure of American businesses. These began in the years ending in the digit 2 and 7. So, we are currently in the 2022 economic Census, as you can see in the bottom of the screen. Okay, also some other structures about our economic directory. At the top of our pyramid here, we see that little visual, we have our high-frequency data, this would be things such as the small business pulse survey, or the business transatlantic survey. Technically, those go out on a biweekly basis so they are classified as more experiment of products. We are trying to put out data as quickly as possible, whenever the disclosure rules allow us to. Also, the monthly and quarterly sample

surveys that you see at the top of the next section of the pyramid used to be things like our economic indicators, things like the manufacturers' inventories, in order survey, or the months they retail trade survey, about our retail trade statistics. Those are going out on a monthly basis, and they give a little bit more of a snapshot about what is going on in the economy. Under that, we have our annual surveys, such as the annual survey of manufacturers, annual retail trade survey, and those provide the most up-to-date trend data available, on an annual basis. And then, again, the star of our show today, the economic Census, which comes next. That is every five years. Years ending in 2 and 7. This provides the most comprehensive data available because we survey almost all businesses in the United States. And then, what makes these data possible, is our foundational administrative data from our business register, or BR. As you can tell, we love our acronyms at the Census Bureau. I will try to use more plain language and spell out the acronyms at least the first time I use them. At the bottom, just a quick note that these are the standard for economic statistics, and all the great data we put up is really based on the respondents and the help that we get to get the word out about completing the surveys on a timely basis. All right. Let's talk about our economic Census. It is conducted every five years. Like I mentioned, years ending in 2 and 7. So, we are in the 2022 collection. Right now. Data going out starting next year, 2024, about the spring of next year, you will see a timeline in just a moment. This covers over 19 economic sectors, over 950 Naics industries, and 20,000 geographic areas. So, we have that on that level going down to more specific geographies. One of the differences for this economic Census, we will not be publishing at the Z.I.P. Code level. I will talk about that a little bit later on when we get to our data release schedule. But, it does include the number of establishments, products, revenue, employment, and more. The economic Census is one of the few economic programs or surveys that does public revenue. The other would be the service annual survey but it doesn't go down to all sectors of the economy, like The Economic Census does. The Economic Census collects data from businesses reporting third year end numbers for the year of 2022 and of course it is conducted online, 100% electronic. The response is mandatory for all businesses. One thing of note is that most companies do not receive the economic Census. There could be a couple different reasons for that. The business might be either a non-employer, or a business that has no paid employees. It could be a situation where the business is new, or it could be a situation where they are just out of scope for what we publish for the economic Census. They might just be not one of the type of businesses we are classifying under The Economic Census. So, a couple different things here. There are 30 million businesses approximately in the United States, and 8 million of those are employer assistance, which means that about 22 million of those businesses are non-employers. I will guide you through some of those examples when I get to the data tool called Census Bureau. So, approximately 4 million businesses will receive the economic Census. That allows us to publish the data at a more granular level for all the job things that we do for the economic Census. One thing we do, we have that website, [census.gov/Econ](https://census.gov/Econ). And you can see the desktop right now, I'm going to show you what that website looks like. When you go to [census.gov/Econ](https://census.gov/Econ), it will populate to this full URL here. A couple different things I want to show you is, the first part of the economic Census page, 2022, talks about how you can respond to the economic Census, and more information about respondents. As you continue to scroll down, this is where we make a point of what the power of the data is telling us. And how your response makes a difference. Information for partners like you guys, helping us get the word out about the economic Census, and what type of data will be in there. Also, you can find some promotional materials that you may want to have for either your organization, or you can request more information, too. We will be out at different tradeshows and conferences, and we have one coming up later on this week, where we are going to be talking about the importance of the economic Census for the stakeholders. We also have different things about the overview of The Economic Census, and other things like America Counts articles. You can see down here, this is one I wrote about the business of manufacturing during the big game, or snack foods during the Super Bowl. So, we try to focus on major national events and things like that which tell stories with our

data. So, let me go back to the slide deck. All right. So, what is new for 2022 economic Census? We have different machine learning, it searches for the collection instrument. Basically, what that means is we are doing this on an electronic basis, and the way we are collecting the data allows us to search for specific NAICS industries so we can classify the businesses based on the information they are providing. The ability to search for the North American product classification system, or the products and services, we publish the products and services on that type of coding system, which is the North American product system. So, this smarter flexible instrument ensures that the respondents receive the appropriate data set, we want to make sure we are not going back and forth with respondents, making sure we are classifying with the right category and making sure we are getting the most accurate data possible, based on what type of business that they are. So, the scope and content has also been updated for the 2022 economic Census. They provide data on emerging topics, for example, the use and acquisition of business technologies. Things such as robotics, 3-D printing is another good buzzword going on. And then, kiosks. I mean, how many times have you gone to either a limited service restaurant, or a place of business, and you see a kiosk as soon as you walk in, to either punch in your order for your food, or for a product? We are tracking the data from those types of kiosks, from those individual businesses, as well, to give us a little bit more scope of what is going on in the economy. Also, during the pandemic, telemedicine was a big thing going on because people were afraid to go visit their doctors offices because of COVID, or because they just found it more convenient, with everybody working from home. Or, the ability to connect with your doctors over a virtual database or a virtual conferencing system was desirable to a lot of people. So, we want to attract those types of revenue from telemedicine, as well. Also, cannabis has been legalized in many different states over the past couple of years. So, we are also tracking the revenue created from the sale of that type of product. And then, also, the expansion and scope of support activities for crop and animal production, is new for 2022. Other things that have been going on for The Economic Census since we are always looking for ways to improve data collection, and also the releases that come out, the accelerated release schedule is at this website here, the slides have been provided, I think, to all attendees for this presentation., The way you can get to it is by looking at this release information from the main economic Census website that I showed you. The driver geographic statistics will be a single release where in years past, we kind of did it on a flow basis, and again, we had some feedback that people would prefer to have all of the states at the same time. So, my colleague in the past, Andy Haig, many of you may remember, developed an interactive visualization where you can go to different states on these little state bubbles. That was done on a flow basis to so which the states are available, but, I'm going to help develop another data visualization, where you can go directly to a state, when the data is released, and go directly to that data which has been released for that particular state, whether it be Maryland, California, Florida, and so forth. So, we are developing that, and once we get closer to the geographic areas and systems, that data will be published. Also, the order of true releases have been changed to benefit the needs of data users. Comparing bridge statistics have been moved up to just after geographic area statistics, and establishment and firm size sister sticks will also be released before our products will be coming out. All right, other things for 2022 -- most of the times, when we go from an economic Census in the past to an economic Census in the future, we have things called re-codes. What these are, is with the update to the North American industry classification system, or NAICS, it is updated on an annual your basis. So, we have one-to-one records. An industry description that hasn't changed, but it might be a different NAICS code now. Or, we have a many to one combination. There are many different NAICS codes that were held up or combined into one 2022 NAICS code. And then the last part of that is the many to many accommodations. So, let's say we have two or more 2022 codes that were created from parts of two or more 2017 unique codes. So, it is kind of rolling up into a lot of different ones, and then branching out into other ones, as well. So, we are always taking a look at what is going on in the economy for whether it be retail establishments, or restaurants, and things like that,

and I talked about the way that kiosks have become a big buzzword in the restaurant industry, as well. In order for us to figure out, where is the revenue really coming from? So, that is why we do a lot of these changes for the 2022 economic Census. All right. So, this is our timeline at a glance. So, in October 2022, we began starting out the classification card mail out. This is where the communication between us and respondents was really a good part of what was going on. We wanted to make sure we were classifying businesses in the right type of category to make sure we are not wasting time back and forth getting the right code for them. So, for the new year, this year, January 31st, the economic Census mailed out, and then, we expected a response by March 15th of this year. Again, we are continuously monitoring response rates for these, and we are accepting data collection from people that are either late, or nonresponse follow-up. So, we are continuing to make sure we get the word out in order to get the most possible. And then, the first release of the economic Census data will be going out in March of next year, 2024. This will go all the way until March of 2026, so you can expect a lot of great data from The Economic Census starting in March of '24. So, this is the planned release schedule. Just at a glance, first thing you will -- we will release is called a first look, which is basically the sector level, or 2 to 3 digit NAICS for industries like agricultural, manufacturing, retail service industries, things like these. That is the first release. Usually, you will see something on census.gov saying the first look from The Economic Census has been released. So, that is what you can expect. At a glance, just basically broad industries and at the national level. So, nothing at the county level, state-level, anything like that. Just a quick, little snapshot of what we were able to capture from the economic Census. But then, the fun part starts in March of 2025. We get the geographic statistics going on for the U.S. states and selected geographies for the two through eight digit NAICS. As you can imagine with the NAICS structure, the more digits you add to it, the more specific of an industry you are getting into. So, if we have a six digit manufacturing code, it is a much more specific code, such as electronic and paper manufacturing or things like that. As we continue down the release schedule, the comparative and bridge statistics -- which are the statistics for industries at the 2022 NAICS level for 2015 and 2022 -- and then, things that have changed over time. Those are the ones I talked about, the read codes, the ones that have changed from either a different 2017 code to 2022 and became a whole new thing. That is where that brand-new, comparative statistics will be coming in, that is released in June of 2025. And then, around the same time, we have our establishment and firm size to sticks. All this can be find on census.gov/Econ, for that release of information. So, we will also look at things like the revenue and size of establishments, single unit and multiunit firms, and also legal organization or LF oh will be can in 2025. As we continue to go down the path in September 2025, we will have our product statistics. These are things like our products and services that are published on the North American product classification system, or NAPCS for the United States, and also the 50 states that we have. Other things that we have, are obviously miscellaneous statistics. Things that usually don't classify into one specific NAICS code, usually broader categories. Things that I usually give for an example would be things like convenience stores and things like that, which usually get lumped into all other categories when we are looking at retail trade. So, those types of statistics will be published on a flow basis from March 2025 through March 2026. And then, finally, our island areas. Those will be going out in June through December of 2024. So, Puerto Rico has been moved to December 2024. Originally, I think it was going to be scheduled for the early part of 2025, so that has actually been moved up a little bit in order to get data out there. So, this comes from kind of a joint survey called the economic Census of Island areas where we survey the businesses from the island areas such as Guam, American Samoa, Northern Mariana Islands, and U.S. Virgin Islands, as well. We will be publishing at the geographic level, the establishment and firm size, products, and also miscellaneous subjects for all of these different island areas that we have in the geographic area. So, this is a website you can look at for the updates to the release schedule. Obviously, these are all subject to change. But, this is our best estimate as of today's date for the 2022 economic Census. And again, as you have questions, please put them in the chat. We are going to create a big bank of questions that I will

address at the end of this presentation in the end of the next 20, 25 minutes or so. We will all be talking about each of your questions that you have that may have come up when I was presenting this information. So, one of the main data tools we used to disseminate data is data.census.gov. But first, I'm going to talk about a tool called census business broker, CVB, version 5.1. So, in this latest version, if you have never used it before, it is a very intuitive tool. We have made some improvements from early versions of the census business builder. But, we had two different editions. We have the regional addition for economic planners, pipe to grow their business, and then the small business edition, mostly for small business owners to look for either opening a business or looking for ways to either grow or expand their business, as well, much like an economic planner. So, we looked at what people were using the most, and it seemed like small business edition was our main user of the types of functionality people were looking for for Census Business Builder. We combined the two additions to one version, called Census Business Builder 5.0. The data is up every month, so we are in version 5.1 right now, so we are always looking at new ways to listen to our data users, and looking for ways to improve our data tools, as well. So, one of the new options in Census Business Builder is this "take a tour" option. This allows novice users to look at the core functionality of Census Business Builder. Things such as the take a tour option walks you through the core functionality and gives you little tips about what you can look for in each of those things as you click on them. The other key features that are in these red rectangles are the dashboard, the main dashboard, which I will show in a moment when I go live to the demo. We also have our region view, where you can build your own region based on counties, states, cities, towns, things like that. We also have industry clusters, where you can look for adding multiple industries together, which is one of the things we added into this functionality, versus Census Business Builder 5.1. We also look for multiple variables, as well. If you want to look at the number of employer establishments, and also the number of non-employer establishments without having to start all over, we offer two variables at a time in this new data tool. We also have things such as reference layers, we can change those. And also, the legend on the right side talks about what the shaded miss of each of these colors you see on the map, what that actually means for the total population, number of businesses, or whatever variable you have selected. All right? And then, the real power of the Census Business Builder comes in with the reports functionality. This will make more sense when I go live. But, what this is telling you is all the different data that is compiled for the geographies you have looked at, it does it on the fly, and it recalculates those data based on the geographies to take a look at how many people in the population are above the age of 21, or how many in the population are under the age of 5. If I was opening up a day care, the population under 5 would make more sense to me. If I was opening up a bar, obviously I would want to look at the population of people that are 21 years and older, to take a look at the clientele I would be servicing in a certain geography. And then, we have our region builder. Like I mentioned before, you can select from counties, which is in this example here. The reason for the region builder is, let's say, a natural disaster came to this part of Missouri, or Kansas. Let's say it was a tornado, or something like that. We wanted to see the economic impact of a natural disaster such as that type of thing. We can actually grab those different counties and create our new region within those, in order to populate, on-the-fly, the business impact for the population impact of those sorts of things. Okay? This slide talks about where the data sources actually come from. And in the report for the Census Business Builder, we actually talk about where the business data is coming from, as well as our demographic data such as the American community survey, or the decennial census, depending on what is going on for the most accurate and most up-to-date data that is available for the Census Bureau. We have data from the business side, from the County business patterns program, not employer statistics program, obviously the revenue data is mostly coming from The Economic Census, from almost all of those categories that we have for retail, manufacturing, things like that, and then we have the survey of business owners, and the annual business survey to talk about our key demographics of business. We also added some import and export data from the international trade program. Workforce data from

the crudely workforce indicators, or Q WI, which you usually hear about. Building determinants data is from the building permits survey, and you can create your own data, too. Let's say you have an Excel table of, let's say, recent grocery stores that just opened up. I'm just making this up, in Montgomery County, Alabama. You want to update your own data to see the business impact of how you think those new businesses would survive in certain areas of the country. So, one of the things you can do is upload your own data with an Excel file pulled. We also purchased consumer data from Esri, these are the credit card receipts you see that we compile, we purchased those from a company called Esri that helped us develop this data tool in order to see the point of sale, where the revenue is being spent across the country on certain categories. And then, we have agriculture data from Census of agriculture, and USDA, and our BLS folks and quarterly Census of employment wages, or QCEW data, is also included in the census builder data. Whips, went too far. So, if you want to either go to [CBV.census.gov](http://CBV.census.gov) to follow along, or you can scan the QR code right here, and I will go to [CBV.census.gov](http://CBV.census.gov). I will give you a moment if you want to follow along on your mobile device or browser screen, you can go to [CBV.census.gov](http://CBV.census.gov), or on a mobile device, you can scan this QR code. I'm going to go ahead and share my screen again, my main dust desktop, so I can go live to [CBV.census.gov](http://CBV.census.gov). One of the things you see here is our example of going full screen. That is one of the things I am going to do here, to minimize other distractions we have around us. So, I first click on full screen. Okay? It will notify you you are now in full screen, and if you push escape you can also go back to the main browser for that. So, the way Census Business Builder works is you really start looking at geography. We usually recommend starting at the county level. So, if I type in "Montgomery County," where I live in Maryland, I will click Montgomery County, and the map will repopulate and zoom in on that county. Again, I haven't selected any type of business data, yet, besides establishments. Or, no industry level data. So, I'm going to start, first, on this specific industry. Let's say I was interested in, let's say, retail locations. So, I could type in keywords such as "retail," and I could scroll down, and if it's known, I can plug it right in. But, if you don't know, you can plug in things that have the keyword of "retail." So, I can look and scroll down and say, not looking for lottery tickets, no. Of camera repair shops? Maybe, maybe not. If I was opening up a business, I would want to look for some of these different keywords that you would see here. So, until I find the one I am looking at, if I am still having trouble, you can also back out of this, and go to "add industries." These are key things that pop up for each of the data categories at the sector level. So, if I was looking for food services, and let's say I want to look at bakeries, okay, what this is doing is repopulating on the map, the number of bakeries that are in Montgomery County, Maryland. If I want to change my secondary variable, I am going to click on the second tab here, click on business annual, non-employers, and it turns out there is not enough non-employers in this particular example that we have here. So, that is grayed out. Because of the disclosure rules, we can't publish the data for that particular county. Other things you can see in here, such as, let's go to consumers and residents. If I was looking for demographic characteristics for possibly opening up a bakery, I want to look for the percent of people that are 18 years and older. That might be something that would tell me a little bit about what is going on for this business. Again, this is to take primary variable I have selected so far. I want to select a secondary variable and I want to look at business annual for the total number of employer establishments, or bakeries. I am going to select that now. Okay? So, you can see the primary variable as our population, 18 and older. So, on the right side, it is populated with the different examples of the percentage of people 18 years and older. You can see just below it in D.C., the population is a little bit larger. By legend, we can see over here. Also, the employer establishment is that orange bubble you can see here, you can see there are 29 employer establishments in Montgomery County, Maryland, that classify as a bakery. If I want to build my region, I can click on the region view, and I'm going to select "edit region." Let's say I want to look for these three counties here. Howard County, Frederick County, Montgomery County. I am going to first select Montgomery County. Then, you can see that red outline has happened over here, which means that it has been selected correctly. So, I will also select Frederick, and I am going to click on Howard. So, now,

there are three counties that have been repopulated in this region review. I'm also going to look at finish, and I want to change my region again, I can change the name of the region, I will just call this Adams potential bakery. That will show up in our region report. So, if I click "finish," I can either go to a report form for Montgomery County, Maryland -- but, for this one, I'm going to create a region report, going to click on the second one over here for a region report. This one does back out of fullscreen for just a moment. I am going to go to the data for this. So, this, first of all, in the report, it tells you what is going to be in this particular report, from the customers data, consumer spending, things like that. So, you can see the name of this is also populated in the report. It tells me what my bakery is comprised of, which is retail bakeries. If you are ever curious about what that mix code is, it is 311811. We also have Frederick County, Howard County, and Montgomery County, which are all included in the totals for this region report, right here. One of the things that we added is a map to the report. A lot of people either wanted to print different things from the report, or the actual splash page. We made it much easier for you to just go to the report, and you could have those main categories that we have over here, and it tells you the size of the circle, how big the employers are after that. So, the map has now been rooted in this new version here. We have demographic characteristics. Like I said, depending on which category you are looking for, which business you are trying to open, some of these might be more important than others, such as 18 years and older, 21 years and older. So, as you continue to scroll down, we go to socioeconomic characteristics. So, things about the clientele for the perspective businesses, and then we also have the business summary. Anytime you see an arrow next to one of these categories, you can drill down into one of these categories. So, we see all of the establishments total, I click on the arrow, and I break it down by the number of employees, by employee and size. So, this same thing would be true for these little dashboards on the right-hand side with the graph button. If I wanted to see average payroll report for employee, if that is what I'm looking for, I can click on that and the graph will change on the right-hand side. We also have business revenue data, not available for this particular industry. But, most of the time, they will be available for each of the different geographies you select at the county level. Building permanence data, and finally, the business comparison. This, as well as our consumer spending data on how much people are spending on dining out, on breakfast, lunch, dinner, things like that, or on apparel, services -- you can really get lost in this data for a while to look at the vast number of things that we spend our money on, on a daily basis. And again, this is purchased directly from Esri, which is able to get the credit card receipt information from the point of purchase. So, that is kind of the quick, \$.10 tour. Since this is Census Business Builder, let me go back to our slide deck. Again, if you have any other questions about Census Business Builder later on, I would be happy to answer them. So, let's say we are doing a case study about clean water. Our data users come across a story in the American Council series -- which I mentioned at the beginning -- and they are looking for guidance on how to create a new business on water, related structures construction. So, they use a data tool called Census Business Builder, which you just saw a demo of. They are looking to make an informed, data-driven decision. So, what might they be looking at? We are looking at an example in Walla Walla County, Washington, which I did a presentation for back in May. So, I used the same example of using this same example of water filtration when I did a presentation there. I was looking for several key things with that. I was looking for the average per payroll, per employer, which is about 278,000 per year, and then at the employer establishments at the water and sewer line, related to construction. So, only four of those were available in Walla Walla. So, if you are looking at all of these other grayed out areas, this tells us that there is no businesses, or very few, maybe one or two. Because of our data disclosure rules, these would be grayed out because we don't want to disclose the individual businesses, for their privacy protections. That is the reason why we are able to publish such great data, because we have such strict privacy restrictions. So, again, the talks about the data for what is in the report, which I already outlined before, and so, they use all of this great data from Census Business Builder, and they would make a decision about whether or not they want to move forward in this fictional scenario, to open up this

water and sewer line plant. Just to better serve the needs of the residents in that county. So, that is just an example of how we use stories within the data to tell the power of what is going on behind the scenes. And then, to shift gears a little bit, we are going to talk a little bit more about data equity. It is another big buzzword in the media these days about having equitable data available for everyone. That is why we are not really trying to sell the data, but we kind of are, in a way. Because the data is free, but we are also trying to get the awareness out there, so we are selling it, so to speak, but not really charging people for our data. We really just want to get the awareness out with these databases, that these data tools are out for people to understand the importance of each one. So, things such as data tools to help them make data-driven decisions, and also public assistance program metrics. We also will provide public assistance programs, products and outcomes, and different metrics on those types of things to make sure people are using our data. We also want to know the stories behind that, too. If they use our data to open up a business, we would like to hear about that. We also have diversity measurements involved in data equity. This includes several purchases to measure racial and ethnic diversity in the U.S. population, including the diversity index, prevalence rankings, diffusion score, and a series of prevalence maps. Other things, such as data education, just getting the word out there -- like I mentioned before -- about the economic Census, and other programs that are available out there. So, within data equity, comes this topic of community resilience estimates. We have different things such as risk factors, and these are some of the risk factors you can see on the right-hand side of the slide. If you have three or more of these risk factors for a certain part of the population in the geography, we would consider this high risk. So, things such as having no access to a vehicle, or having a disability and no access to broadband Internet or high-speed Internet, we would consider that high risk for the resiliency of that community if a disaster were to strike that area, such as a hurricane, flooding, things like that. We would like to measure the resiliency to get back on their feet, for either a business perspective or home plan. So, enter this tool called my community Explorer. This includes data from the five year estimates, County business patterns, and statistics. This site I will show you in just a moment includes statistics on risk factor groups from the 2019 resiliency estimates, population estimates, and external stressors on what should happen. So, again, you can either type in this long URL -- and we are trying to prove the shorthand URL on this. We usually tell people to Google census my community Explorer, or you can save this QR code again on the right-hand side, and then I will just go there because we know we want to get some questions on the phone. So, I am going to share my desktop. My community Explorer is going to look a little bit different than census business builder because you can see the map of all of these different natural disasters. I zoom in, things like wildfires going on, and the reference map is over here. You can see the screen, white, and red bubbles are all related to air quality, which is one of the things we added in. If you wanted to turn off certain natural disasters like wildfires, you can just click once on those, and you see that little cross through it, and we are just looking at air quality measures. If I wanted to zoom in to see where the air quality is bad, I could look at these dark red circles. So, if I zoom in to Georgia over here just to give you an example, and I click on one of these bubbles, this tells us the current air quality is unhealthy, either from the Canadian wildfires, or something going on in the local part of the community. It tells us exactly what that site is named, and also tells us a little bit about the makeup of the air quality and what is going on with that. If I just want to look at a certain geography, I can do that, too. I can click on one of these parts of the country, and this is true County, Arkansas. Again, you see the detail report is linked directly from census business builder, the data I just share before. This tells us about the risk factors. 18.8% had income in the past 12 months below the poverty level. Tells us how many of these risk factors are really going on in this population. If we want to continue to look at these charts, we can scroll apart to the different parts of these risk factors out here. So, we can go to the next part, of our charts, okay? So, this tells us, again, about the income and probably level. About 3127 people that are 25 and older. This one talks about the demographic makeup of this particular County, 66% are not Hispanic or white. This one is Hispanic or Latino, 3.4%. And then,



the black or African-American is 28.6%. So, again, you can look for different parts of these and you can turn off certain reference layers depending on what is going on for certain risk factors for upcoming natural disasters, or things like that. Okay? So, I went over that quickly, but I do want to go back to the presentation just for a moment, to kind of wrap up, and if you want me to demo further things with questions that come up, I would be happy to do that, as well. So, just to kind of wrap up for today, we are really looking to look for ways that we can help us help you guys, too. So, we always, too, are looking for upcoming training so we can share the word about the economic Census, or to help us get the word out there about these upcoming data tools like Census Business Builder, my community Explorer, and also data.census.gov, which I know we got some questions about, before the webinar even started today. I'm America Counts stories, stories I write for, quite a bit. Get things done in more plain language. It helps us share the power of our data. We also have something called a stats for stories series. These are usually based on national things of interest, such as Independence Day, or let's say, Irish heritage day, things like that. So, just as examples. We would plug in the data we have available for those related categories. I think the most recent one was about the women's World Cup. So, we also have some statistics stories about current events and in the news and sports world, as well. The last thing, outreach specialists such as myself can go to conferences or webinars like this to talk about the key things we have and the changes we have not only to the economic Census, but some of our surveys, programs, and data tools. So, with that, that is how you can get a hold of me. I work every day, Monday through Friday. So, if you ever have a burning question that doesn't get answered during this webinar, the Q&A session, don't be afraid to reach out to me in any of the ways you see here. I want to thank you for your time and I want to see if the host has any questions for me, queued up.

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Thank you, Adam. Fantastic webinar. So much good information. I'm going to put in the chat, a few questions that came in, in the webinar registration form.

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Okay.

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And I think you have looked at this already, so there it is, right there.

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All right. So, let me get to the chat.

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You have to look at that last piece.

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The most recent one? I gotcha. So, I see, how do you find data documentation for each economic Census? How the questionnaires, data collected, great question. If so, what I'm going to do is I am going to share my screen, to show you how to get to that. If I just go to the back of census.gov, what I'll want to do is look for the surveys and programs. Over over until you see economic Census at the top right. Now, you are going to want to go to economic Census by year on the left-hand side. You can see different examples of these survey years. Again, years ending in 2 and 7. So if I want to go 10 years back, let's click on 2012. I'm going to go down to something called technical documentation. What that would do is tell us this information about the questionnaires and instructions that are going on in that period of time. So, the questionnaires and instructions, and also one about the methodology, who is included, what categories not included, and particular things about the methodology for those NAICS codes for each of those. So, that is how you get to the prior economic Census years, including the most recent one. So, let's see the other questions.

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Thank you. Folks, we have to end at 3:00. So, I will try to go through these quickly.

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Sure.

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The recordings of the slides, yes, that will be available soon. Jennifer asks, how are web-based commerce?

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So, eCommerce is another category that we have within The Economic Census. So, again, we have things such as kiosks, things such as point of purchase from online, like websites and things like that. So, that would also be included in the economic Census scope, as well. You will see those under either our product classification system, or North American product classification system, NAPCS, as those reports come out. But, if you have any questions as the data comes out, you have my contact information and I can help you out with addressing each of those questions.

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Okay, thank you. Jennifer says, again, will there be bridge tables for NAPCS?

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Yes, there will be. Yeah.

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Okay, great.

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Mimi asks, well, makes a comment -- not trying to be harsh, but with computers now, why does it take four years to process and release the data?

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That is a good question. I have asked that question myself, sometimes, too. Why it takes so long to process the data. The reason why, we usually have the same staff involved on our annual surveys and programs. So, it is not just sitting on our hands for four years, it is us either working on the annual survey of manufacturers -- if you are looking at manufacturing data in the economic Census -- it is the same staff processing that data, too. If you are looking for retail data from the annual retail trade survey, same staff that is doing that for the economic Census. So, we are really trying to streamline that process and improve that process. But, in order for us to do a true census every five years, we really have to have those annual surveys to get something to benchmark to later on. So, that is a good question.

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Thank you. Jennifer asks, will there be any NAICS data in the 222 reports?

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There will not be nonemployee data in the economic Census. Those data is captured from the non-employers statistics program. So, that data is considered out of scope for the economic Census. So, those are not included in the census. But, we do have a program for it.

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Jennifer asks, how will the commodity flow and Census of government be distributed? Not complete on data.census.gov.

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Yeah, so, the Census of governments is a little bit different. They tend to do there is on their own website -- which, I can show you that if I share my screen again. So, where you can get to the census government data. If we go to surveys and programs, then Census of governments, you are right. It won't be included in data.census.gov. They publish their own data in their own format, or other databases such as data visualizations. If so, how you do that, you go to the census of governments main webpage. You click on the census of governments data, and we have data tools, and apps. There are things such as Excel tables you can find here, and also these cool, new apps that we have in here. We have explored census data -- let's see, let's click on that. So, as far as the annual programs, that are included in

data.census.gov. But, if I go back to one click here, or, two? -- Most of these tables, you can see here, are done in Excel format. So, we see the 2022 Census of governments, survey of public employment and payroll has already been published. So, you can see some of the different things we have in Excel format, and each of those ones are located here, which you can download and use for whatever your means are.

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Thank you. Mimi asks, as you demonstrate, will you please show us where the data is shown? Well, I think you have done that, Adam. But, maybe --

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Yeah, so, I mentioned some of our data tools like Census Business Builder, it is always coming from the most recent version of either County business patterns, or nonemployee statistics, depending on which category you are looking at, or the most recent economics census -- which in this case, is 2018 data for some of those revenue things. It seems pretty outdated, but again, the revenue is not only captured on the economic Census, but the single survey. So, you see revenue for those services, such as like landscaping services, or barbershops, things like that. You don't always capture for things like manufacturer revenue. That would only be for the economic Census, unfortunately.

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Thank you. I'm trying to go quick. We don't have a lot of time left. Jennifer asks in CBB, live by Esri data, instead of using CX data?

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So, the BLS exhume her data, we did look at that, as kind of an experimental trial for that, and we found that the Esri data was going down to a much more gradual level of how people are using our data -- or, how much people are spending on dining out on food, for breakfast, lunch, dinner. We found it to be a much more gradual level for the levels people were going down to. Whereas BLS, I think that was down to more city and town, at the most. We can go down further, closer to towns for the Esri data. Or, I think with BLS, it may have even dropped down to only the state level. So, I think that was the reason for that. But, if you ever have other questions about that, I would be happy to address that, too.

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Thank you, Adam. Eric says after the data in the CBB is updated, is historical data still accessible?

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It is, but not within that same data tool in Census Business Builder. You can see in the reports, how the comparison series is from year to year. So, so kind of yes and no. If you are really looking to dive into the prior data, we recommend using data.census.gov. We have hotlinks within Census Business Builder for you to do that.

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Thank you. Denver asks, are private companies included in the The Economic Census, or only public companies?

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I think it is a combination of the two, depending on how they classify themselves. So, Deborah, if you want to email me that question, I can give you a more specific answer to that.

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Great. Sarah asks, can you use the community Explorer to determine if an area is a hub zone? Or, is that just through SBA?

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I'm not sure what they mean by "hub zone," but you might be able to determine certain things like data -- like, what do they call them? Food deserts, things like that, things that wouldn't be available to have them or sorting resources that wouldn't be available to them. So, yes and no, if you are talking about what I think you are with a hub zone. So, I think so.

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Chris asks, is there a way to explore tables from the my community Explorer to statistics if a student wants to create tables from each of those sources, like CBB, et cetera?

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Yeah . There is a way to download the data within Census Business Builder and my community Explorer. Here, let me share my screen really quick and I will go back to my community Explorer for a second. The way you can do that, is go to our table over here, and then we have our download data that is win within each of these things over here. So, I believe -- I'm trying to get to the right one -- so, we have data sources here and I'm trying to -- I might have too much data available at this point. But, I click on one of these examples for a county, I can go to a detailed report and download the data from there, by clicking on the detailed report. So, yes, you can download data within each of those data tools.

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Thank you, Adam. I think we have answered all of the questions.

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All right! That's great!

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Fantastic webinar, really great. Please come back, we have a great webinar on GIS on Thursday. I had a couple of questions -- it may be too late for that -- AI, are you using it now? Or, are you planning on using that in the near future? I don't know if you have explore that, yet. Probably thinking about it.

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It might be too new of a concept right now. But, when the new NAICS codes come out for, I guess, 2027 when we do the next economic Census, you might see something in that. We try to keep, you know, on top of, you know, things going on in the news such as the writers strike, and things like that. So, that would obviously affect the businesses and the economy, too, for those industries.

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I appreciate that, Adam. Kelly just put the satisfaction survey in there. Please fill that outcome if you would. There is also things to our training repository, where you can pick up the past webinars. Yeah. This is great. We are just about -- I have -- I must stop at 3:00, so we are just about there. I just wanted to thank you one more time, Adam. Fantastic webinar. Thank you, Kelly, for fantastic tech support. Thank you, audience. Come back for more webinars. We will be doing more census webinars at least through October, maybe beyond. Come on back, on Thursday. We have a great webinar for you. Have a great rest of the day, everyone. Goodbye.

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Thanks. Appreciate it. [Event Concluded]