

Census Business Builder 5.3 – Transcript of audio

GOOD AFTERNOON, EVERYONE. WE HAVE ANOTHER TERRIFIC WEBINAR FOR YOU TODAY WILL. WILL BE CENSUS BUSINESS BUILDER 5.2 , I AM JOE PASKOSKI AND WITH MY COLLEAGUE, ASHLEY DAHLEN AND WITH US TODAY IS THE PRESENTER FROM THE U.S. CENSUS BUREAU , ADAM GRUNDY . ADAM GRUNDY IS THE SUPERVISORY STATISTICIAN, DATA USER AND OUTREACH BRANCH ECONOMIC MANAGER DIVISION OF THE U.S. CENSUS BUREAU. JUST A FEW HIGHLIGHTS OF ADAMS CAREER AND CURRENT JOB. HE IS THE SUPERVISOR OF THE DATA OUTREACH BRANCH. AND ON THE WORKING GROUP AND MAINTAINS AN ONLINE CALENDAR FOR THE ECONOMIC DIRECTOR. HE WRITES SEVERAL ARTICLES FOR THE AMERICAN SERIES AND HE HAS WORKED IN THE GENERAL WORKFORCE ADVISORY BOARD. HE HAS A BACHELORS DEGREE IN HUMAN STUDIES AND A CERTIFICATE IN ELEMENTARY EDUCATION. SO, LET ME JUST ADD SOMETHING INTO THE CHAT. HIS PROFILE. LET ME TURN IT OVER TO ADAM GRUNDY . THANK YOU.

THANK YOU, JOE PASKOSKI. GOOD AFTERNOON I AM THE SUPERVISEE STATISTICIAN FOR THE ECONOMIC MANAGEMENT DIVISION OF OUR U.S. CENSUS BUREAU. I'M GOING TO BE GUIDING YOU THROUGH SOME OF THESE CHANGES THAT BEEN GOING ON SINCE THE TWO VERSIONS THAT WE HAD IN THE PAST. FROM THE SMALL BUSINESS EDITION AND OUR REGIONAL ADDITION. NOW IT IS ONE MAIN TOOL. THE OFFICIAL LAUNCH OF 5.0 BUT NOW CENSUS BUSINESS BUILDER 5.2 INCLUDES SOME UPDATES AND FUNCTIONALITY. SO YES I'M A FORMER EDUCATOR. MY WIFE ALWAYS TELLS ME THAT I USED TO BE A FOURTH GRADE TEACHER MEETING EVERYBODY THAT I MEET. I AM EXCITED TO BE HERE TODAY. AND EXPLAIN SOME OF OUR KEY TOOLS AND SOME CONTEXT. TO START OFF, THIS IS HOW WE ARE STRUCTURED. WE HAVE A HIGH-FREQUENCY DATA THAT YOU CAN SEE AT THE TOP OF THE PYRAMID TRIANGLE. AN HOUR HIGH-FREQUENCY DATA WOULD BE THINGS SUCH AS THE BUSINESS OUTLOOK SURVEY, OUR SMALL BUSINESS SURVEY. AND ALSO DURING THE PANDEMIC WE HAVE THE COVID-19 PANDEMIC HUB. IT TRACKED ALL THE ECONOMIC IMPACT OF BUSINESSES AND PEOPLE DURING THE PANDEMIC. GOING DOWN THE PYRAMID WE HAVE OUR MONTHLY QUARTERLY SURVEY. SUCH AS AN INVENTORY, AND SHIPMENT SERVICE FOR THE SHIPMENT. THIS WOULD LARGELY BE IN OUR ECONOMIC INDICATORS DIVISION. SUCH AS DURABLE GOODS GOES UP FOR THE MONTH OF MARCH. JUST AS A EXAMPLE THIS WOULD BE COME FROM THE U.S. CENSUS BUREAU ECONOMIC INFO. IN THE MIDDLE, THIS PROVIDES THE MOST TREND AVAILABLE SUCH AS ANNUAL SURVEY OF MANUFACTURERS. AND EVEN A MONTHLY SURVEY WOULD GET BENCHMARK DOWN. AND WE HAVE SOME EXCITING NEWS COMING OUT FROM OUR ANNUAL SURVEYS. OUR ANNUAL ECONOMIC INTEGRATED SURVEYS. THAT WILL MERGE SEVEN OF OUR CURRENT ANNUAL SURVEYS INTO ONE LARGE SURVEY. WE ALSO HAVE, EVERY FIVE YEARS OUR PERENNIAL ECONOMIC CONSENSUS. SOMETHING WITH 2 AND 7 WE HAVE DATA COMING OUT FROM OUR SENSES OF GOVERNMENTS EVERY FIVE YEARS. MOSTLY IN THE YEARS ENDING IN THE 2 OR THE YEAR ENDING IN 7. AND AS OF THIS JANUARY WE ARE EXCITED FOR 2024. YOU WILL START TO SEE THOSE DATA UPDATED TWO-WAY FLOW FORMAT. IN THE BOTTOM OF OUR ADMINISTRATIVE DATA. WE OCCASIONALLY NEED TO USE FOR OUR ANNUAL PROGRAMS SUCH AS COUNTY BUSINESS PATTERNS. AND ON ORDER TO SUPPLEMENT OR PRODUCE THOSE GUIDELINES. NOW OUR NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM HIERARCHY. ON THE RIGHT SIDE OF YOUR SCREEN WE SEE THE DIFFERENT SECTORS SUBSECTORS AND FINALLY THE U.S. INDUSTRY WITH A SIX DIGIT CODE FOR NAICS AS YOU ADD MORE DIGIT TO THE NAICS CODE YOU GET MORE BUSINESS SPECIFIC INDUSTRY. SO IN EXAMPLE, THE INFORMATION A SECTOR WHICH IS A PRETTY BROAD CATEGORY. GOING ALL THE WAY DOWN TO RADIO STATIONS. YOU ARE GOING TO GET MORE

SPECIFIC DETAIL THAN WHAT YOU STARTED WITH. THE CAVEAT FOR THAT AND THE REASON I AM EXPLAINING THIS TO IS YOU GO TO MORE SPECIFIC AREAS FROM THE FOUR DIGITS. THERE IS GOING TO BE LESS DATA AVAILABLE AT CERTAIN GEOGRAPHIES. FOR THE SECTOR LEVEL YOU CAN ALWAYS EXPECT A NATIONAL LEVEL DATA AND STATE LEVEL DATA. TO THE FOUR, THERE COULD BE SOME COUNTY DATA. AND ALTHOUGH WE SEE THE SIX DIGITS THAT IS JUST FOR THE NATIONAL AND STATE LEVEL DATA FOR THE SIX DIGITS. AND FOR THE SECTOR LEVEL, THAT WOULD BE AVAILABLE IN ALMOST ALL GEOGRAPHIES. COUNTY, CITY, METRO AREA, ZIP CODES, THINGS LIKE THAT. AS YOU GO DOWN, THERE WILL BE LESS GEOGRAPHIES THIS IS OUR PRIMARY DATA DIMENSION. I WILL BE TALKING ABOUT ESTABLISHMENTS VERSUS COMPANIES. AN ESTABLISHMENT IS A SINGLE POSITION OF A COMPANY, BUT A COMPANY COULD HAVE DIFFERENT PHYSICAL LOCATIONS SUCH AS A RETAIL ENVIRONMENT. ALSO IT IS IMPORTANT TO UNDERSTAND THE DIFFERENCE BETWEEN EMPLOYERS OR PEOPLE WITH PAID EMPLOYEES VERSUS NON-EMPLOYERS. I LIKE TO GIVE THE EXAMPLE OF A DAY CARE CENTER. THEY ARE OUTWEIGHING THE NUMBER OF EMPLOYERS AND ESTABLISHMENTS. IF YOU THINK OF ALL THE ESTABLISHED DAY CARES. WITH CERTAIN NAMES, AND THINGS LIKE THAT. THERE ARE PROBABLY 75% MORE OF THOSE ARE NON-EMPLOYERS. THEY HAVE INDEPENDENT CONTRACTORS COMING INTO THE HOUSE ALL DAY CARE IN ORDER TO HELP RUN THOSE BUSINESSES. IT IS IMPORTANT TO SHOW THE DIFFERENCE IN THOSE TWO ENTITIES. ALSO U.S. TITLE CODE 13 IN U.S. TITLE 26 PROTECTS HIS PRIVACY AND CONFIDENTIALITY. SO WHERE DOES THE DATA COME FROM? IT COMES FROM A COUPLE OF DIFFERENT SURVEYS AND PROGRAMS. THERE ARE 39 SURVEYS AND PROGRAMS IN THE ECONOMIC DIRECTORY. AND WE WILL CONTINUALLY LISTEN TO MAKE IMPROVEMENTS TO EACH ONE OF THESE. SO THE FIRST IS MY FAVORITE IS THE COUNTY BUSINESS PATTERN. IT IS A PROGRAM, I SHOULD SAY. COVERS THE COUNTY BUSINESSES IN THE UNITED STATES. IT CAN PRODUCE GRAPHICS ON THE LEFT SIDE OF YOUR SCREEN. SUCH AS THE NUMBER OF BREWERIES OVER TIME. THIS IS COMPARING THE LAST THREE YEARS OF COUNTY BUSINESS PATTERNS. AT THE TIME WAS FROM 2017 TO 2019. BUT ALL THE WAY INTO 2021. I LIKE TO USE EXAMPLES THAT ARE FUN IN THE PRESENTATION. IF YOU'RE GOING TO GO TO HAPPY HOUR AFTER THIS? YOU CAN TELL THAT THE COUNTY BUSINESS PATTERNS AND BREWERIES ARE GOING UP FROM YEAR TO YEAR. ACCORDING TO THE CENSUS BUREAU DATA. ALSO NON-EMPLOYER STATISTICS. THIS OBVIOUSLY COVERS THE SELF-EMPLOYED PEOPLE IN THE STATES. THEY FILL OUT A 1099 AND THAT IS HOW WE TRACK WHAT THE BUSINESSES ARE DOING FROM A NON-TOY STANDPOINT. THE ANNUAL BUSINESS SURVEY IS ALSO POPULAR. THIS COVERS EMPLOYEE, EMPLOYER BUSINESSES IN THE UNITED STATES AND IF YOU WANT TO KNOW HOW MANY WOMEN OWN RETAIL ESTABLISHMENTS OR VETERAN OWNED, BLACK OWNED OR AFRICAN-AMERICAN HOLE SAILORS THE ANNUAL CASH WHOLESALERS AND THAT IS PRELOADED INTO OUR DATA SURVEY. WHICH IS CENSUS BUSINESS BUILDER 5.2 . AND ALSO THE MEAT OF THE SLIDE IS THE ECONOMIC CENSUS, THE FIVE-YEAR MEASURE OF AMERICAN BUSINESSES PROVIDING COMPREHENSIVE STATISTICS AT THE NATIONAL, STATE AND LOCAL LEVELS. WE WILL TALK ABOUT THE CHANGES IN THE DATA THAT IS GOING TO START COMING OUT IN JANUARY. AS I MENTIONED BEFORE, IT IS EVERY FIVE YEARS. IT HAS OVER 19 ECONOMIC SECTORS. 950 NAICS INDUSTRIES AND 21,000 GEOGRAPHIC AREAS TO COUNTY, ZIP CODE, STATE, METRO AREAS, AND OF COURSE NATIONAL. SO WHEN YOU SEE THE FIRST DATA RELEASES IN THE MONTH OF JANUARY OF 2024. NOTICE THERE IS A FIRST LOOK. THAT IS AT THE SECTOR LEVEL WITH TWO DIGITS. THIS IS ALSO INCLUDED A NATIONAL LEVEL. AND EVENTUALLY STATE LEVEL DATA FOR THE FIRST MONTH. LET ME DOUBLE CHECK THAT. WHEN THE FULL ECONOMIC CENSUS DATA COMES OUT WE WILL INCLUDED ON A NUMBER OF ESTABLISHMENTS, PRODUCT LEVEL DATA I KNOW THERE ARE SOME QUESTIONS THAT CAME OUT BEFORE THIS WEBINAR ABOUT PRODUCT LEVEL DATA. WE ALSO HAVE REVENUE DATA FROM THE U.S. CENSUS BUREAU WHICH IS A REVENUE RELATED DATA FROM BUSINESSES FROM ALL SECTORS OF THE ECONOMY. AND ALSO WITH EMPLOYMENT DATA AND SO MUCH MORE. AS I MENTIONED BEFORE, THE CURRENT ECONOMIC CENSUS WAS COLLECTED DURING THIS COLLECTION YEAR, 2023. IN THE BUSINESSES WERE REPORTING THE 2022 YEAR END. IT WAS ALL,

100% ELECTRONIC. AND WE MEASURE MUCH MORE THAN THE PEOPLE AS YOU CAN IMAGINE THAT. EVEN THOUGH THE CENSUS 2020, PROMOTED THE CENSUS EVERY 10 YEARS. MANY PEOPLE DO NOT UNDERSTAND WE ALSO MEASURE THE ECONOMY. TRYING TO GET THE WORD OUT. LETTING PEOPLE KNOW ABOUT THE ECONOMIC DATA THAT IS AVAILABLE. AS I MENTIONED BEFORE, THERE ARE MORE THAN 30 ECONOMIC SURVEYS THAT COME OUT EACH YEAR. WITH THE ECONOMIC CENSUS OBVIOUSLY WE'RE GOING TO BE KEEPING YOU IN THE LOOP. FOR ALL OF OUR ORGANIZATIONS, PERIODICALLY. TO LET YOU KNOW WHEN THE DATA IS GOING TO BE COMING OUT. YOU WILL SEE SOME NEWS/COMING OUT IN JANUARY. FOR SOME OF THE FIRST LOOK AT DATA THAT WE HAVE AND ALSO WHAT YOU CAN EXPECT. MORE OF THE GRANULE LEVEL DATA AND PRODUCT DATA INFORMATION AVAILABLE. THIS IS WHAT THIS LETTER LOOKS LIKE WHEN THE BUSINESSES RECEIVE THEIR FORMING. WHEN THEY GO THROUGH THE PORTAL. AND WE ALWAYS PROVIDED HELP FOR PEOPLE FILLING OUT THEIR FORMS. WE ALWAYS TELL THEM THAT EVEN IF YOU CANNOT PROVIDE ALL OF THE LOCAL DETAILS THAT WE ARE LOOKING FOR, AT LEAST PROVIDE SOME ESTIMATES. THEIR ESTIMATES WOULD BE ANYTHING BETTER THAN WE COULD DO TO SUPPLEMENT IT, AT THE ADMINISTRATIVE LEVEL. AND THE DUE DATE IS MARCH 15th. SO WE ARE CURRENTLY IN A NONRESPONSE FACE. TARGETING SOME OF THOSE MAJOR COMPANIES TO GET THEIR FORMS IN. THIS SLIDE TALKS ABOUT THE DIFFERENCE BETWEEN A NON-EMPLOYERS AND EMPLOYER ESTABLISHMENTS. HOW IT RELATES TO THE U.S. CENSUS BUREAU. WHILE THERE ARE 4 MILLION OF THAT RECEIVE THIS, 8 MILLION ARE BUSINESSES WITH PAID EMPLOYEES. IF THERE ARE 30 MILLION BUSINESSES IN THE UNITED STATES, THERE IS A TOTAL. ABOUT 22 MILLION OUT OF THE 30 MILLION ARE NON-EMPLOYERS. AGAIN IT IS IMPORTANT TO UNDERSTAND JUST HOW IMPORTANT THEY ARE. GOING BACK TO THE ECONOMIC CENSUS THIS IS WHAT WE ASK EVERY BUSINESS. WE WANT TO KNOW THEIR EMPLOYER IDENTIFICATION NUMBER, THE PHYSICAL LOCATION, WHERE THEY ARE LOCATED. IN THE PRIMARY BUSINESS ACTIVITY. IF IT IS A MANUFACTURING PLANT, - PLANT, OR RETAIL. FINALLY, SALES, RECEIPTS, REVENUE. WHAT MAKES THE MOST AMOUNT OF SENSE FOR THEIR BUSINESS. EMPLOYMENT AND PAYROLL IS A BIG PART. OBVIOUSLY SOME INDUSTRY SPECIFIC QUESTIONS. WE WOULD ASK FROM A MANUFACTURING PLANT OR RETAIL LOCATION. SEE IF THEY ARE DOING ANY OF THE IN-HOUSE RETAIL AT THAT LOCATION. WE HAVE SOME INDUSTRY SPECIFIC QUESTIONS. THIS IS WHAT A RESPONSE CAMPAIGN LOOKS LIKE. WITH A BIG PUSH TO MAKE THINGS PERSONAL WITH OUR BUSINESSES. SUCH AS MEET LINDA. SHE OPENED UP A BAKERY IN VIRGINIA. OR MEET PAULA. SHE OPENED UP HER BUSINESS IN A METROPOLITAN AREA. AND ALSO MEET JOSEPH. HE OPENED UP A GREENHOUSE. WE LOOKED FOR SOME KEY DATA STORIES TO MAKE SENSE. IF YOU HEAR A RESPONSE TO THE ECONOMIC DATA IT IS GOING TO BE MORE POWERFUL AND HELPFUL TO YOU. RESOURCES FOR THE RESPONDENTS THEY ARE STILL AVAILABLE AT OUR WEBSITE. THAT IS WHERE YOU CAN ALSO GET IN TOUCH WHEN WHEN THE DATA RELEASES ARE GOING TO BE COMING OUT. IF YOU CAN BOOKMARK THIS [CENSUS.GOV/ECON](https://www.census.gov/econ) IT WILL BE GRATEFULLY APPRECIATED. TO HELP US, HELP YOU AND WHEN THE DATA IS COMING UP FOR THE U.S. CENSUS THIS IS OUR CURRENT OUTREACH OFFICE INFORMATION. THE MAIN PART OF MY JOB IS TO TALK TO ORGANIZATIONS AT TRADE SHOWS. AND IN NOVEMBER AT ANAHEIM FOR THE NATIONAL ASSOCIATION OF REALTORS CONFERENCE. WHAT IS AVAILABLE FOR THE SERVICES AND ALSO THE U.S. CENSUS BUREAU AND WE ARE TRYING TO GET THE WORD OUT THROUGH THESE IN PERSON AND ONLINE EVENTS SUCH AS WHAT I'M DOING RIGHT NOW. TRULY TRYING TO GET THE WORD OUT ABOUT ESTIMATES GETTING ACCEPTED. WITH A COUPLE OF DIFFERENT FOCUS GROUPS IN ORDER TO GET SOME FEEDBACK. SO OUR EXPECTATIONS ARE IN LINE WITH OUR PARTICIPANTS. AND HOW CAN YOU HELP? HELP US SPREAD THE WORD AND HELP US CONNECT. YOU CAN ALSO REQUEST SOME OF OUR PAMPHLETS. AND EVEN HELPFUL GUIDES THAT YOU SAW IN PREVIOUS SLIDES. SUCH AS MEET LINDA, MEET JOSEPH. SOME OF THOSE PROMOTION MATERIALS COULD BE ACCESSED AT THIS EMAIL RESPONSE TEAM. AND ALSO YOU CAN CONTACT ME DIRECTLY. ADAM.P.GRUNDY@CENSUS.GOV BUT WE ARE ALSO LOOKING FOR WAYS TO GET THE WORD OUT FOR DIFFERENT DIRECTIONS. WE HAVE TONS OF DIFFERENT FLYERS AND DOCUMENTS AVAILABLE

FOR YOU TO SHARE WITH DIFFERENT PARTNERS NOW THAT I'VE TALKED AND LEVEL SET HOW THE ECONOMIC DIRECTION IS CONSTRUCTED. OBVIOUSLY WE ARE HERE FOR THE CENSUS BUSINESS BUILDER. THIS IS WITH THE DATA TOOL LOOKS LIKE. IF YOU HAVE NEVER USED IT BEFORE, THIS IS WHAT THE SPLASH PAGE LOOKS LIKE. YOU HONE IN ON A GEOGRAPHIC LOCATION. IF I WAS LOOKING AT BUSINESSES IN CALIFORNIA. I WOULD WANT TO LOOK AT A COUPLE OF DIFFERENT THINGS. NOW I PUT MY NAME, VARIABLE AND ESTABLISHMENT OF THE TOP SECTION. THAT JUST MEANS THE PHYSICAL LOCATION OF THE BUSINESS. THERE ARE APPROXIMATELY 1.7 MILLION BUSINESSES WITH PAID EMPLOYEES. HOWEVER THERE IS A LITTLE BIT MORE THAN THAT FOR NON-EMPLOYERS. 3.4 MILLION BUSINESSES IN CALIFORNIA ARE ALSO NON-EMPLOYERS. THOSE ARE THE PEOPLE THAT DO NOT HAVE ANY PAID EMPLOYEES. THAT IS IMPORTANCE TO GET THE DIFFERENCE OF THOSE TWO. THE GRASPS OF THOSE TWO MAKING A DIFFERENCE IN THE ECONOMY. THESE BUSINESS PROFILES ARE GOING TO BE ESPECIALLY IMPORTANT. TO HELP YOU WITH SOME KEY THINGS AND INDUSTRY SPECIFIC QUESTIONS WE USE FROM HOURS CONSUMER SPENDING DATA. SUCH AS HOW MUCH MONEY YOU'RE SPENDING ON BAKED GOODS AT HOME IF YOU ARE A BAKERY. OR IF PEOPLE ARE SPENDING MONEY AWAY FROM HOME, SUCH AS BREAKFAST, LUNCH, DINNER. THEY CAN GET THIS INFORMATION TO HELP US DEVELOP THIS INFORMATION. AND IT HELPS US PUT THE DATA DIRECTLY BACK IN. THAT IS THE MAIN THING THAT IS NOT CENSUS DATA. WITH OUR CONSUMER SPENDING DATA IT WAS IMPORTANT ENOUGH TO GIVE SOME CONTEXT ON WHAT IS GOING ON. AND BEFORE I GO INTO THE LIVE DEMONSTRATIONS LET ME PAUSE TO SEE IF THERE'S ANY QUESTIONS IN THE CHAT BEFORE I GO INTO SOME OF THE NUANCES OF RELEVANT BUSINESS DATA. THERE WAS AN EARLIER QUESTION THAT CAME IN ABOUT NORTH AMERICAN PRODUCT CLASSIFICATION DATA. I JUST CHECKED WITH OUR MAIN CONTACT FOR THE CENSUS BUREAU THAT DEVELOPED IT. WE ARE TRYING TO GET THAT DATA IN. WHEN THE PRODUCT LEVEL COMES OUT FOR THE CENSUS BUSINESS BUILDER 5.2. I WOULD EXPECT THAT TO COME IN BY THE SPRING OF NEXT YEAR. AND IF PEOPLE CONTINUE TO ASK FOR IT, WE WILL MAKE A BIGGER PUSH TO PUT THE DATA IN, FOR SURE. LET ME GUIDE YOU THROUGH SOME OF THESE NUANCES OF THE CENSUS BUSINESS BUILDER 5.3. IT IS VERY EASY AND MOBILE FRIENDLY. IF YOU'RE OUT AND ABOUT LOOKING FOR A LOCATION OR TO EXPAND YOUR BUSINESS THIS WOULD BE A GREAT TOOL FOR YOU. ALSO IF YOU'RE LOOKING TO COME UP WITH A BUSINESS PLAN OR REPORT? THAT WE DEVELOPED FROM OUR DATA TOOL. FROM CENSUS BUSINESS BUILDER 5.3 OR CDB FOR SHORT. IF YOU EVER GET STUCK, PEOPLE ARE AVAILABLE SUCH AS MYSELF TO HELP. SO THIS IS WHAT THE MAIN SPLASH PAGE LOOKS LIKE WHEN YOU GET TO THE WEBSITE. BUT THE MAIN SPLASH PAGE ALSO SHOWS THE TAKE THE TOUR OPTION WHICH IS IN THE YELLOW. RIGHT IN THE MIDDLE OF YOUR SCREEN. AND THAT SIMULATES THE CORE FUNCTIONALITY OF THE DATA TOOL. IN CASE YOU ARE A NEW USER. THIS WILL WALK YOU THROUGH THE CORE FUNCTIONALITY. TELLING YOU SOMEWHAT OR DIFFERENT INDUSTRY CATEGORIES. WHAT IS HELPFUL FOR YOU AND ALSO PITFALLS WITH GOING TOO FAR. SUCH AS GEOGRAPHY. AND IF YOU START WITH A GRANULAR ZIP CODE THERE WOULD BE LESS DATA FOR BUSINESSES AVAILABLE, IN PARTICULAR. YOU CAN SEE THERE IS PLENTY OF DATA ON THE POPULATION WHICH IS OUR DEFAULT VARIABLE. BUT IF YOU LOOK FOR BUSINESSES WE ALWAYS WANT TO START AT THE COUNTY LEVEL. THESE HAVE A COUPLE OF DIFFERENT BOXES. I WILL EXPLAIN WHAT EACH ONE OF THESE ARE. THE DASHBOARD IS ON THE BOTTOM LEFT OF YOUR SCREEN. IT TALKS ABOUT THE MAIN VARIABLES THAT YOU HAVE SELECT AND. ALONG WITH A GEOGRAPHIC RANKING ON THOSE COLORFUL BARS IN THE MIDDLE OF THE DASHBOARD TOOL. WE ALSO HAVE A REGION VIEW. YOU CAN GO THROUGH EACH REGION. THIS IS PARTICULARLY IMPORTANT WHEN WE LOOK FOR DISASTER IMPACT. ON BUSINESSES, PEOPLE, POPULATIONS. IF THERE WAS GOING TO BE A HURRICANE NEAR NEBRASKA, PERHAPS UNLIKELY. BUT IF THERE WAS A TORNADO, OR THINGS LIKE THAT. WE WOULD WANT TO MEASURE THE ECONOMIC IMPACT OF THOSE DIFFERENT COUNTIES. THE SPECIFIC AREAS. YOU CAN EVEN BUILD YOUR OWN REGION AND NAME IT. THERE ARE ALSO INDUSTRY CLUSTERS, MAP VARIABLE OPTIONS. TO CHANGE THE OVERALL LOOK, FEEL, AND COLOR SCHEME. THE MAP BUTTON IN THE LEGEND ON THE

BOTTOM RIGHT. AND FINALLY THE REPORT THAT I WILL GUIDE YOU THROUGH NEXT. THERE ARE DIFFERENT SECTIONS, AND INTERACTIVE CHARTS CUSTOMIZING AND BOOKMARKING IN EACH REPORT. IN SINGLE GEOGRAPHY OR MULTI-GEOGRAPHY. IF YOU MAKE A GEOGRAPHY REPORT FOR 7 COUNTIES. WHERE I LIVE IN MARYLAND. YOU CAN ALSO GO FOR EACH OF THE INDIVIDUAL COUNTIES, AS WELL. THE REGION BUILDER AS I MENTIONED BEFORE ALLOWS YOU TO BUILD EACH REGION. WITH THESE RED OUTLINES. YOU CAN HAVE TWO OR MORE GEOGRAPHIES OR DIFFERENT TYPES OF GEOGRAPHIES SUCH AS METRO, AND COUNTIES, AND SO FORTH. WE ALSO HAVE SOME PREBUILT REGIONS THAT ARE BUILT INTO THIS TOOL, AS WELL. SO THE DATA SOURCES SUCH AS THE COUNTY BUSINESS PATTERNS, THE ECONOMIC CONSENSUS IN THE SURVEY OF BUSINESS CENTERS IT KIND OF GOES HAND IN HAND WHEN YOU ARE LOOKING FOR A BUSINESS OWNER DATA. WE ALSO HAVE IMPORTS AND EXPORTS FOR CERTAIN BUSINESSES. IMPORTANT FOR MANUFACTURING. WE ALSO ALLOW YOU TO UPLOAD YOUR OWN DATA THROUGH EXCEL AND I BELIEVE THIS IS AN ALABAMA CREDIT UNION IN WHAT THEY WANTED ME TO DO WAS PRACTICING USING THEIR DATA UPLOAD FEATURE. AND IT SHOWCASED WHEN YOU OVERLAY THEIR CREDIT UNION FORMAT. SOME OF THE MAJOR ECONOMIC IMPACTS WERE POTENTIAL DISCREPANCIES THAT YOU WOULD SEE. BUT THE CAVEAT IS WHEN YOU UPLOAD YOUR OWN DATA, THE U.S. CENSUS DATA DISAPPEARS. I DO KNOW WHAT MICHAEL TO SAY THAT I UPLOADED A GOOGLE MAP INTO THE CENSUS EURO. BUT NOW HAS A CENSUS BUREAU LOGO. THAT WOULD GET US IN TROUBLE BECAUSE OF TITLE 13, ENTITLED 26. WE CANNOT UPLOAD COMPANY DATA INTO A DATA TOOL AND PUBLISHED IT AT THE CENSUS BUREAU. THAT IS WHY THE LOGO IS STARTING TO DISAPPEAR. SO NOW, WITH THE GRAND TOUR FOR CENSUS BUSINESS BUILDER 5.3. IF YOU WANT TO FOLLOW, YOU CAN SCAN THE QR CODE THAT YOU SEE ON THE SCREEN . THIS EVEN WORKS WELL LIKE ON A MOBILE OPTIMIZED DEVICE SUCH AS IPHONE OR ANDROID. THIS IS THE MAIN SPLASH PAGE TO SHOW YOU SOME OF THE MAIN NUANCES ABOUT THE CENSUS BUSINESS BUILDER PAGE. THIS I WILL PUT IN THE CHAT. WITH THIS IS THAT THE DATA TOOLS PAGE. AND BEFORE I GET TO THE DEMOS I WANT TO SHOW YOU SOME OF THE DIFFERENT, KEY FEATURES OF WHAT IS NEW IN CENSUS BUSINESS BUILDER 5.3. WE ALLOW PEOPLE TO ENABLE COMPARING GEOGRAPHIES WITHIN THE MAP FIELD. THERE ARE ALSO DIFFERENT GREAT THINGS ABOUT THE HELP BUTTON. AND ADDING ALLOWABILITY FOR PEOPLE TO SEARCH ON MOBILE ONLY. AS WELL AS TIPS ON THE CHART FOR MOBILE ONLY ALSO. THE REASON IS THAT WHEN YOU'RE GOING AROUND WITH A CURSOR ON YOUR COMPUTER. WE DO NOT WANT TO HAVE THOSE BALLOON TIPS BEING DISTRACTING. BUT IF YOU ARE ON AN IPHONE, YOU MIGHT WANT TO HAVE THOSE TOOLTIPS TO MAKE SURE THAT THE SENSE IS CORRECT. AND ALSO WE HAVE DIFFERENT FLYERS, TIPS, AND TRICKS ON HOW TO DO YOUR DATA UPLOAD LIKE I TALKED ABOUT BEFORE. THIS IS WHAT THIS PAGE LOOKS LIKE AFTER IT IS LOADED IN IT TELL YOU IS THAT IT IS A SUITE OF SERVICES. SUCH AS DEMOGRAPHIC AND ECONOMIC DATA. YOU COULD DO THE TAKE THE TOUR OPTION JUST TO SHOW YOU WHAT THAT LOOKS LIKE QUICK. YOU CAN JUMP TO CERTAIN THINGS IN CERTAIN CATEGORIES WITHIN THIS OPTION. IF I WAS REALLY INTERESTED IN DOWNLOADING AND THAT I COULD JUMP DIRECTLY TO THOSE DIFFERENT DATA POINTS. IF I EXIT OR GO BACK? I CAN EVEN START WITH GEOGRAPHY. TO START WITH A GEOGRAPHY LET ME GO TO NEW YORK. AND LET ME START AT THE STATE LEVEL. SO IF I WAS LOOKING FOR WOMEN OWNED WITNESSES IN THE STATE OF NEW YORK. I WOULD CHANGE MY VARIABLES EITHER HERE OR ON THE DASHBOARD AT THE TOP. SO THE FIRST THING WOULD SHOW YOU POPULATION. IN THIS CASE IS 20 MILLION PEOPLE. FOR NEW YORK STATE. IF I WANTED TO DO WOMEN OWNED BUSINESSES I WOULD GO TO BUSINESSES ANNUAL. I WILL SELECT EMPLOYERS. AND I WILL SCROLL DOWN UNTIL I SEE A PERCENTAGE OF FEMALE OWNED EMPLOYER FIRMS. YOU CAN SEE THERE IS 23%, OUT OF ALL THE BUSINESSES IN NEW YORK STATE. ABOUT 23%. IF I WAS DOING A STUDY ON PERHAPS VETERAN OWNED OR BLACK OWNED I COULD ALSO CHANGE THAT SECONDARY. AND 23% IS INTERESTING. LET US CHANGE THE SECONDARY. SO AGAIN I WILL DO IT THE SAME WAY. BUSINESSES, ANNUAL, EMPLOYER'S. AND IF I WAS INTERESTED IN HAVING MANY OF THESE PEOPLE WHO ARE VETERANS. JUST 4%. AND THROUGH ALL SECTORS OF THE ECONOMY. THE 4%

REPRESENTS THE VETERAN OWNED BUSINESSES. THAT IS JUST ONE EXAMPLE. BUT IF I GO TO A DIFFERENT GEOGRAPHY. LET ME GO TO MARYLAND, WHERE I AM LOCATED. GIVE YOU SOME CONTEXT. 22% OF ALL BUSINESSES IN MARYLAND ARE FEMALE OWNED. 6% ARE VETERAN OWNED IN MARYLAND. NOW THE TRUE POWER OF THE TOOL IS WHEN I CAN ZOOM IN ON THE COUNTY. AND SINCE OUR BUSINESS OWNER DATA IS NOT AVAILABLE AT THE COUNTY LEVEL, LET ME MAKE SOME CHANGES LET ME GO TO ALL EMPLOYER ESTABLISHMENTS. AND I WILL CHANGE MY SECONDARY VARIABLE TO BUSINESSES. NON-EMPLOYERS. AND NONE EMPLOYER FIRMS. JUST TO SHOW YOU THAT EXAMPLE THAT I HAD BEFORE. THIS GIVES YOU A LITTLE BIT OF A CONTACT BUT NOW IF I REALLY WANTED TO GET TO THE NIFTY GRIDDY. I WOULD START AT THE COUNTY. IF I SELECTED THAT BAR WHERE IS HIS STATE, METRO, COUNTY. IF I GO TO THE COUNTY YOU CAN SEE DIFFERENT THINGS THAT ARE SHOWING UP KIND OF LIKE THIS HEAT MAP THAT YOU SEE ON THE DESKTOP. LET ME GO TO THIS COUNTY AT FREDERICK COUNTY. JUST TO SEE THE DIFFERENCE. I WILL ALSO BRING UP MY LEGEND. THE FIRST THING THAT YOU SEE IS THE COLOR ON THE LEGEND. OF HOW MANY EMPLOYER ESTABLISHMENTS. THE DARKER THE COLOR, THE LARGER THE NUMBER. FOR THE SECONDARY, IF YOU SELECT DIFFERENT SIZES. THE LARGER THE CIRCLE, THE LARGER THE SAMPLE. THAT IS HOW WE ORGANIZE OUR SECONDARY DATA. WE HAVE A GEO RANKING. HOW FREDERICK COUNTY COMPARES TO OTHER COUNTIES, SIMILAR. MONTEREY COUNTY, AND MONTGOMERY IS ALSO VERY POPULATED. WE ALSO BALTIMORE COUNTY, PRINCE GEORGE, AND BALTIMORE CITY COUNTY. THIS IS AVAILABLE FOR THESE DATA POINTS. WE ALSO HAVE TIMESERIES. AND WE ALSO HAVE OUR GEOGRAPHIC COMPARISON. HOW WOULD COMPARES TO THE REST OF THE STATE OF MARYLAND FOR THE NUMBER OF LAWYER ESTABLISHMENTS. LET US DO ANOTHER EXAMPLE WHILE WE ARE STILL IN FREDERICK COUNTY. LET ME BRING UP A RESTAURANT. I WANT TO KNOW SOME OF THE DIFFERENT PERSPECTIVE RESTAURANTS IN FREDERICK COUNTY. LET ME SEE THE FOUR DIGITS. THERE ARE 416 RESTAURANTS WITH PAID EMPLOYERS. AND THERE ARE 78 BABY FOOD TRUCKS OR SMALL MOM-AND-POP SHOPS IN FREDERICK COUNTY. IF I WAS TRYING TO OPEN UP A BUSINESS THAT WOULD BE CERTAIN THINGS I WOULD WANT TO KNOW. I COULD MANIPULATE ON THIS DASHBOARD. AND THE MEDIAN INCOME HOUSEHOLD INCOME. I WILL CHANGE THIS VARIABLE TO SOMETHING THAT WOULD BE MORE IMPORTANT FOR A POTENTIAL RESTAURANT OWNER. LET US GO TO BUSINESS ANNUAL. HOW MUCH REVENUE PEOPLE ARE MAKING. THIS WILL CHANGE ON THIS DASHBOARD. THE REVENUE OF EMPLOYERS. FOUR AND \$61,000 PER YEAR IS THE AVERAGE FOR THOSE RESTAURANTS OF THE EMPLOYER ESTABLISHMENTS. AND IF I WANTED TO CHANGE THIS ONE. MAYBE THIS IS NOT AS IMPORTANT TO ME. I CAN GO TO OUR CONSUMER SPENDING DATA ON THE RIGHT SIDE OF YOUR SCREEN. AND HOW MUCH PEOPLE ARE SPENDING ON DINING OUT AWAY FROM HOME. I CAN CHOOSE A LARGE CATEGORY LIKE THAT. BUT ANYTIME YOU SEE AN ERROR YOU CAN DRILL DOWN TO WHAT PEOPLE ARE SPENDING. AND AT DIFFERENT TIMES OF THE DAY. IF YOU'RE OPENING UP A DINER FOR BREAKFAST AND LUNCH. PERHAPS THAT WOULD BE MORE IMPORTANT TO YOU. OR PERHAPS FOR A RESTAURANT THAT HAS A LATE LUNCH AND DINNER. FROM 3 P.M. I WOULD SELECT THAT ONE. THAT TELLS ME THAT IT IS \$2.4 THOUSAND PER YEAR PER HOUSEHOLD IN THIS PARTICULAR COUNTY, FREDERICK COUNTY. IF I WANT TO COMPARE THAT TO OTHER COUNTIES. SIMPLY DRAW INTO MONTGOMERY COUNTY. YOU CAN SEE THE DIFFERENT VARIABLES ALL CHANGED ON THE FLY, PRETTY QUICKLY. WITH 1000 COMPARED TO THIS AMOUNT OF 400,000. AND MONTGOMERY COUNTY, AND IT IS ALSO ONE \$.9 MILLION. THAT IS THOUSANDS OF DOLLARS FOR THOSE \$1.9 MILLION OF REVENUE. YOU CAN SEE. SO IF I WANT TO GET EVEN MORE IN DEPTH, I CAN EVEN LOOK AT THE BUILDING PERMITS DATA. IF I WAS LOOKING FOR A SINGLE PHYSICAL LOCATION FOR MY RESTAURANT. I CAN LOOK AT ONE UNIT. IT TELLS ME THERE ARE 500 IT TELLS ME THERE ARE 590. IN MONTGOMERY COUNTY. AND FOR OWNERSHIP. MAYBE THAT IS IMPORTANT, OR NOT. AND HOW I CAN BUILD MY OWN REGION. LET ME SELECT DIFFERENT REGIONS. IF I WANTED TO SELECT THIS REGION I WILL CLICK EDIT. IF I WAS LOOKING FOR A RESTAURANT IN A COUPLE OF DIFFERENT GEOGRAPHIES. LET ME SELECT FREDERICK COUNTY. YOU KNOW IT IS WORKING BECAUSE OF THE OUTLINE. IT ALSO MONTGOMERY

COUNTY AND HOWARD COUNTY AND LOUDOUN COUNTY IN VIRGINIA. I CAN NAME-I WILL CALL THIS ADAMS RESTAURANT. CLICK. WHEN I CLICK THE REPORT BUTTON IT WILL TAKE ME TO THIS OPTION. RIGHT NOW, WE CAN SEE HOW IT COMPARES TO OTHER COUNTIES. COMPARED TO MONTGOMERY, HOWARD, FREDERICK, LOUDOUN. THOSE ARE THE FOUR THAT I SELECTED FOR THIS REGION. LET ME CLICK REPORT. WHAT IT IS DOING IS TAKING ME TO THE REPORT FOR THE ADAMS RESTAURANT. AS I MENTIONED BEFORE, THIS URL FOR EACH INDIVIDUAL COUNTY ARE ALSO AVAILABLE HERE. IF YOU WANT TO GO DIRECTLY TO MONTGOMERY. IT WOULD TAKE YOU THERE DIRECTLY WITH THIS URL. TO SCROLL DOWN AND YOU CAN SEE DIFFERENT THINGS IN THIS REPORT. THE FIRST IS THE MAP THAT TALKS ABOUT THE DIFFERENCE BETWEEN EMPLOYER ESTABLISHMENTS AND NON-EMPLOYERS. YOU CAN CHANGE ANY OF THESE VARIABLES BASED ON YOUR DATA NEEDS FOR YOUR PERSPECTIVE RESTAURANT OR BUSINESS. ALSO WITH CONSUMERS AND RESIDENT DATA. ALWAYS AT THE TOP OF EACH CATEGORY IT TELLS YOU WHERE THE COUNTY DATA IS COMING FROM. THIS IS A FIVE YEAR ESTIMATE. THIS IS THE ANNUAL SURVEY THAT SUPPLEMENTS OUR U.S. CENSUS BUREAU . WE ALSO HAVE OUR ANNUAL AMERICAN COMMUNITY SURVEY THAT COMES OUT HER YEAR. CAN WE UPDATE THE DATA WITHIN THE U.S. CENSUS. THIS GIVES YOU SOME KEY DEMOGRAPHIC AND SOCIAL GRAPHIC, HOUSING CHARACTERISTICS. ANYTHING THAT YOU SEE ON THIS REPORT. IF YOU ARE MORE INTERESTED IN SOMETHING LIKE VACANCY RATE. IT WOULD CHANGE ON THE RIGHT-HAND SIDE. WHEN I AM READY TO DOWNLOAD THE DATA OR CREATE A PDF OF THIS REPORT FOR MY BUSINESS PLAN. THAT WOULD BE SOMETHING THAT YOU CAN DO BEFORE YOU PRINT IT OUT. THIS IS MY EXPERTISE AS AN OUTREACH SPECIALIST, THE BUSINESS DATA. COMING FROM OUR ECONOMIC STATUS AND COUNTY BUSINESS PATTERNS. POPULATION, THE NUMBER OF FARM OPERATIONS FOR AGRICULTURAL ONLY. IF THAT IS IMPORTANT TO YOU. IF YOU ARE A FARMER? BUSINESS REVENUE COMES FROM OUR ECONOMIC CENSUS. THAT IS THE IMPORTANCE OF SHOWCASING WHY PEOPLE WANT TO HAVE ACCURATE DATA FROM THE CENSUS. NONE EMPLOYER DATA. AGAIN THE PEOPLE IN THE UNITED STATES AND WORKFORCE DATA IS ALSO AVAILABLE. IN OUR QUARTERLY BUSINESS IS THAT IT IS ALSO HERE. QUARTERLY CENSUS OF APPOINTMENT AND WAGES PROGRAM. BUILDING PERMITS. IN OUR BUSINESS COMPARISON. HOW THESE BUSINESSES COMPARED TO OTHER SECTORS OF THE ECONOMY. IF YOU'RE LOOKING FOR CONSTRUCTION, MAYBE THAT WOULD BE IMPORTANT IF YOU ARE A RESTAURANT. OR LOOKING AT OTHER BUSINESSES IN THESE AREAS. THAT CAN PROVIDE YOU SOME FORGED TRAFFIC FOR YOUR RESTAURANT. IF THERE ARE A LOT OF FINANCE OR INSURANCE BUSINESSES AROUND MY RESTAURANT. I CAN PROVIDE THEM A SPOT TO OFFER THEM LUNCH, OR DINNER. OR BOTH. AND AT THE BOTTOM IS OUR CONSUMER SPENDING. IF YOU WANTED TO SEE WHAT PEOPLE ARE SPENDING ON ALCOHOLIC BEVERAGES, BEER, WINE. OR JUST ALCOHOL IN GENERAL? THAT DATA IS PROVIDED DIRECTLY ON A YEARLY BASIS. THERE ARE OTHER CHARACTERISTICS AS WHAT TYPES OF CUISINE THEY ARE CONSUMING. SUCH AS BAKERY PRODUCTS, MEAT, POULTRY, SNACKS, AND OTHER FOODS. AND HOW MUCH THEY SPENT ON HOUSEHOLD SERVICES OR EVEN PERSONAL CARE PRODUCTS, FAMILY PETS, AND THINGS LIKE THAT. HOW PEOPLE GET TO WORK. DO THEY USE LOCAL TRANSPORTATION?, DO THEY SPENT ON GASOLINE, AND REPAIRS. THIS COULD BE IMPORTANT BASED ON WHICH CATEGORY YOU CHOOSE. LET ME PAUSE AND GO TO OUR SLIDES TO CLOSE THINGS OUT. THIS IS JUST TO WRAP IT UP BEFORE WE GET TO THE Q&A. THESE ARE THE DIFFERENT WAYS YOU CAN ACCESS OUR DATA. ESPECIALLY FROM AN ECONOMIC STANDPOINT. THE TOP LEFT OF YOUR SCREEN PROVIDES OUR QUICK FACTS. WE HAVE MY CONGRESSIONAL DISTRICT. THIS ALLOWS YOU TO THE LOOK OF YOUR CONGRESSIONAL DISTRICT AND ALSO PROVIDE POPULATION DATA FOR YOUR INDUSTRY BUT ALSO ECONOMIC DATA. ON THE MAP FOR EMERGENCY MANAGEMENT YOU CAN SEE THE WRITING CENTER OF YOUR SCREEN. THIS ONE TALKS ABOUT SOME OF OUR ONGOING EMERGENCIES. THAT IS UP DATED DIRECTLY FROM FEMA. THAT ALLOWS US TO TRACK HURRICANES, WILDFIRES. AT ONE POINT WHERE THE COVID-19 PANDEMIC. THAT BLANKETED THE ENTIRE MAP OF THE UNITED STATES. WHEN IT WAS AT THE HEIGHT. WE ALSO THE COVID-19 DATA HUB. THE DATA THAT IS AT THE BOTTOM. THESE ARE

ORGANIZED FROM EASY TO USE VERSUS NOT SO EASY TO USE. THERE IS SOME PRACTICE AND GETTING USED TO THAT. ALSO [CENSUS.GOV/DATA/DATA-TOOLS.HTML](https://www.census.gov/data/data-tools.html) IS RIGHT IN THE MIDDLE IF YOU EVER HAVE QUESTIONS OR YOU GET STUCK. WHEN YOU SAW A PRESENTATION SUCH AS A ADAM GRUNDY BUT YOU DO NOT UNDERSTAND WHY THIS WAS HAPPENING ? I WOULD BE HAPPY TO GET IN TOUCH WITH YOU. ADAM.P.GRUNDY@CENSUS.GOV IF YOU HAVE ANY QUESTIONS OR SET UP ANYTHING INDIVIDUALLY? I'M AVAILABLE FIVE DAYS A WEEK. LET ME PAUSE AND SEE IF ANY QUESTIONS CAME IN.

THANK YOU, ADAM GRUNDY. WHAT A GREAT PRESENTATION. ARE THESE PERCENTAGES STANDING ALONE OR IS IT INDICATING 6% OF FEMALE CORPORATIONS ARE ALSO VETERANS?

THE QUESTION WAS WHEN I WAS ASKED LEANING ABOUT VETERAN OWNED BUSINESSES VERSUS WOMEN OWNED BUSINESSES. SO YOU ARE RIGHT. WHEN THE PEOPLE ARE FILLING OUT THE ANNUAL BUSINESS SURVEY FORM. THEY CAN SELECT IF THEY ARE A VETERAN. OR IF THEY ARE A WOMAN. THEY CAN SELECT IF THEY HAVE A MULTIPLE BUSINESS OWNER WITHIN THE ORGANIZATION. OR EVEN IF THEY ARE A VETERAN THAT IS NOT A WOMAN. IT IS GIVING YOU THE BEST ESTIMATE OF THOSE BUSINESSES. AS YOU GO TO A GRANULE LEVEL AT THE COUNTY LEVEL, OR ZIP CODE LEVEL. YOU COULD EVEN GET MORE INFORMATION. BUT IF YOU EVER GET STUCK OR GET STUCK? I WOULD BE HAPPY TO HELP.

GREAT. HOW DO YOU KNOW WHAT YEAR THE RESTAURANT REVENUE IS?

WE TRY TO UPDATE THE MOST RELEVANT DATA THAT PROVIDES A NUMBER OF ESTABLISHMENTS. THE ANNUAL PAYROLL. BUT OUR REVENUE DATA IS ONLY UP DATED EVERY FIVE YEARS FOR THE ECONOMIC CENSUS. WE ARE REALLY RELYING ON THE ECONOMIC CENSUS TO UPDATE OUR REVENUE IN JANUARY. IT IS A BIG CAVEAT. WE ARE SHOWING 5-YEAR-OLD DATA FOR REVENUE SOME OF THESE BUSINESSES. THEY REALLY RELY ON THE U.S. CENSUS BUREAU TO BE UPDATED ON A TIMELY FASHION.

GREAT. WAS THE CONSUMER SPENDING INFO IN THE REPORT JUST FOR THE SELECTED GEOGRAPHIES? OR FOR THE COUNTRY?

THAT WAS FOR THE SELECTED GEOGRAPHIES. GOOD QUESTION. THE CONSUMER SPENDING IS DONE AT THE POINT OF PURCHASE. WHERE THEY ARE DIRECTLY MAKING THAT PURCHASE. THE GEOGRAPHIES THAT WE HAVE SELECTED. IT IS NOT AT THE NATIONAL LEVEL. THEY WOULD COMBINED THEM INTO THE REGION REPORT. IF YOU JUST TO SELECT ONE THE COUNTY, THE CONSUMER SPENDING WOULD BE JUST FOR THAT ONE COUNTY.

IS THERE A WAY YOU CAN COMPAIRE DIFFERENT YEARS?

YES. AND IF I GO BACK TO SHARE MY SCREEN. AND I GO BACK TO THE MAP. IF I GO BACK TO A SINGLE GEOGRAPHY. THE QUICKEST WAY TO REFRESH THIS TO GO JUST BACK TO THE LOGO. AND, MONTGOMERY COUNTY ALABAMA THIS TIME. AND NOW I WILL GO TO MY DETAILED VIEW. THE FIRST IS A GEO RANKING. ON ESTABLISHMENTS. BUT IF I WANTED TO DO A TIME SERIES. ON A QUARTER BY QUARTER BASIS. HOW ARE BUSINESSES COMING IN AND OUT OF THIS COUNTY? AND FROM THIS TIME. TO THAT TIME PERIOD. IF I WANTED TO DO A GEO COMPARISON. IT COULD BE COMPARED WITH STATE, AND NATIONAL. EVEN TIMESERIES COMPARABLE CLICKING THAT TAB. EMILY ASKING I FIND MYSELF MISSING THE EASY BUSINESS BUTTONS THAT EXISTED IN AN OLDER VERSION - I BELIEVE COFFEE SHOPS WAS AN EXAMPLE. CAN YOU SHOW US AN EASIEST PATH FOR SHOWING FOLKS TRYING TO USE THE CBB? FOR COFFEE SHOPS IN COOK COUNTY, IL FOR EXAMPLE. I AM FINDING THE REPORTS I CREATE

MORE CONFUSING THAN WHEN YOU COULD JUST CLICK ON THOSE BUTTONS (FOR EXPLAINING TO PATRONS).

I THINK THEY WERE REMEMBERING FOR SMALL BUSINESSES WE HAD THOSE RADIO BUTTONS. LET ME SHOW YOU HOW WE WOULD GET TO THAT. WHILE WE BASICALLY CHANGED THE MAP LOOKING AT THE REGIONAL. THIS IS HOW THIS WAS OUTLINED. AND IF YOU ARE LOOKING FOR A CERTAIN INDUSTRY SUCH AS A COFFEE SHOP. TYPE IN THE COFFEE. AND MANUFACTURING. WE WOULD WANT TO LOOK FOR COFFEE SHOPS. I WANT TO GO TO A CERTAIN GEOGRAPHY, AND REMIND ME OF THE GEOGRAPHY.

YES. LET ME LOOK. COOK COUNTY, ILLINOIS. I AM JUST CLICK ON THOSE BUTTONS (FOR EXPLAINING TO PATRONS)

THIS TELLS ME FOR ALL SPECIALTY FOOD STORES WHICH IS BASICALLY WHAT WE ARE LOOKING AT FOR COFFEE SHOPS. IF THAT IS NOT PULLING UP ANY RESULTS I CAN CHANGE AND CLEAR AND GO TO A DIFFERENT SEARCH TOOL. LET US GO TO COFFEE BREAK SERVICE PROVIDERS. COOK COUNTY IS NOT SHOWING ANY AT THE MOMENT. THERE COULD BE A COUPLE OF DIFFERENT REASONS WHY THERE IS NOT DATA AVAILABLE. MAYBE THERE ARE TOO FEW. IN THAT PARTICULAR COUNTY. AND IF THERE ARE TOO FEW, IT WOULD NOT SAY THAT THERE ARE JUST THREE ESTABLISHMENTS IN THIS COUNTY. PERHAPS NOT AVAILABLE OR ZERO AMOUNT. AND JUST FOR MY OWN CURIOSITY. IF YOU WANT TO SEND ME AN EMAIL WE CAN DIVE IN CHECK. TO SEE IF THERE IS A WAY THAT I CAN PULL UP THE DATA FOR YOU.

OKAY. MY QUESTION ABOUT THE RESTUARANT REVENUE WAS MORE ABOUT WHERE IN BUSINESS BUILDER IF SHOWS ME WHAT THE DATE IS FOR THE DATA.

OKAY. THAT WOULD BE IN THE REPORTS SECTION. LET ME SHARE MY SCREEN AGAIN. WOULD BE IN THIS PART FOR BUSINESS REVENUE. THIS COMES FROM OUR ECONOMIC CENSUS. THE MOST RECENT PUBLISHED WAS 2017. THAT IS WHY THESE GEO COMPARISONS FROM 2012. FROM ANNUAL YEAR COMPARISONS. FROM 2017. ONCE WE GET THE 2022 ECONOMIC DATA, YOU WILL SEE THE COMPARISONS FOR 20 2012, 2017, 2023.

GREAT.

THE ONLY OTHER QUESTION WAS THE SIZE OF THE CURSOR. IT THANK YOU, CERTAIN THINGS THAT WEBEX WILL LET YOU DO. SOME PEOPLE WATCHING COULD NOT SEE.

OKAY, ANY OTHER QUESTION FOR ADAM GRUNDY? IT WOULD BE GREAT IF YOU COULD BRING BACK THE SMALL BUSINESS EDITION.

WE WILL TAKE THAT FEEDBACK INTO CONSIDERATION, FOR SURE.

OKAY. ANYMORE QUESTIONS? THE SATISFACTION SURVEY IS IN THE CHAT.
[HTTPS://QUESTIONWEB.COM/59212](https://questionweb.com/59212) ARE THERE TOOLS FOR DATA ENTRY?

YES. THIS WOULD BE GOOD FOR STARTING A BUSINESS, OR EXPANDING YOUR BUSINESS. IT WOULD BE VERY HELPFUL TO FORM YOUR BUSINESS PLAN. AND THERE HAVE BEEN SEVERAL DIFFERENT WEBINARS BESIDES THE ONE I JUST TALKED ABOUT TODAY. AND IT WOULD SHOW YOU HOW TO DO THAT, STEP-BY-STEP.

WEBSITE PROVIDES TRACKING, INFORMATION AND OWNER RECORDS.

I AM NOT SURE WHAT THAT MEANS. IF YOU ARE LOOKING FOR STATISTICS ON WOMEN OWNED BUSINESSES?

THAT IS WHY I FOCUSED ON THAT FOR THE DEMONSTRATION.

HOW DOES THIS COMPARE OR COMPLEMENT DATA RESOURCE SUCH AS REFERENCE SOLUTIONS?

I AM NOT AS FAMILIAR WITH REFERENCE TOOLS SUCH AS COMPLEMENT DATA. WE WILL SEE IF WE COULD LEVERAGE WITHIN THAT DATABASE OR MAKE FOR FUTURE PLATFORMS.

THE BEST RESOURCES FOR DISCRETE DATA ON NAVAL GROUPS?

I DO NOT KNOW WHAT THEY MEAN ABOUT DC. MAYBE THE MARYLAND SUBURBS.

NORTHEAST.

YES. THAT WOULD BE PRIMARILY FOR THE SPECIFIC CENSUS TRACKER WITHIN THE DISTRICT OF COLUMBIA THAT WE DO HAVE. AND FOR BUSINESS DATA, NOT AS MUCH.

DATA VISUALIZATION TIPS.

THERE IS A DATA VISUALIZATION PAGE. I WILL DROP THAT INTO THE CHAT WHILE YOU READ THE NEXT QUESTION.

A GENERAL OVERVIEW OF HOW TO EXPORT DATA FROM MAP IMAGES. MAYBE THAT IS A BIT TOO COMPLEX. BUT I THINK YOU COVERED THIS. WILL THE INDUSTRY SPECIFIC ECONOMIC CENSUS DATA BE ADDED TO THE CBB QUESTIONS ?TO THE NAICS?

THERE ARE PLANS TO ADD IT. THERE ARE PLANS TO ADD THAT LEVEL DATA INTO THE CENSUS BUSINESS BUILDER . SO YES. CAN YOU PROVIDE HOW HOW TO CENSUS DATA IS USED?

YES. THERE ARE SEVERAL DIFFERENT WEBINARS ON A STEP-BY-STEP LEVELS. I CAN POINT YOU TO THOSE WEBINARS IF YOU WANT TO SEND ME THAT INFORMATION. I WILL POINT YOU TO THOSE RESEARCH AREAS THAT I HAVE DONE. I DROPPED THE VISUALIZATION PAGE IN THE CHAT FOR ALL PARTICIPANTS.

I JUST SAW THE QUESTION ABOUT NATIVE AMERICANS. WE DO HAVE SOME NOTE BUSINESS ISSUES FOR THE GEO REPORTS. SO IF YOU HAPPEN TO COME ACROSS THOSE? OR THINGS THAT ARE NOT DOCUMENTED ON THAT PAGE, PLEASE SEND ME AN EMAIL. SO I CAN GET THAT FIXED ON OUR PART.

THANK YOU, ADAM GRUNDY.

A QUESTION CAME IN ON HOW TO GET TO THE BUSINESS PROFILE PAGE.

SURE. THIS IS THE MAIN PAGE. IF I WANTED TO GET TO THE BUSINESS PROFILE IT WOULD BE IN REPORT. MAYBE IF I SELECTED COLORADO. CREATE REPORT. THIS TELLS ME EVERYTHING WITHIN THAT COUNTY.

THIS IS TOWARDS THE BOTTOM OF YOUR SCREEN. THE BUSINESS COMPARISON. AN ACCOUNT OF THE ECONOMIC CENSUS. THE EMPLOYER BUSINESSES RELATIONSHIP BUT ALSO BE HERE FOR COMPARISON. THIS IS FOR ALL SECTORS OF THE ECONOMY. AND IT IS TOWARDS THE BOTTOM OF THE REPORT.

THANK YOU, ADAM GRUNDY. SORRY WE ARE PRESSED FOR TIME. THANK YOU FOR A FANTASTIC WEBINAR. THANK YOU, AUDIENCE AND THANK YOU, ASHLEY DAHLEN. WE HAVE SIX MORE WEBINARS FOR THE MONTH OF NOVEMBER. CHECK OUR CALENDAR. THEY ARE TERRIFIC, LIKE THIS ONE. WE HOPE TO HAVE ADAM GRUNDY BACK . FROM U.S. CENSUS BUREAU. THANK YOU AND HAVE A GREAT REST OF YOUR DAY. [Event Concluded]