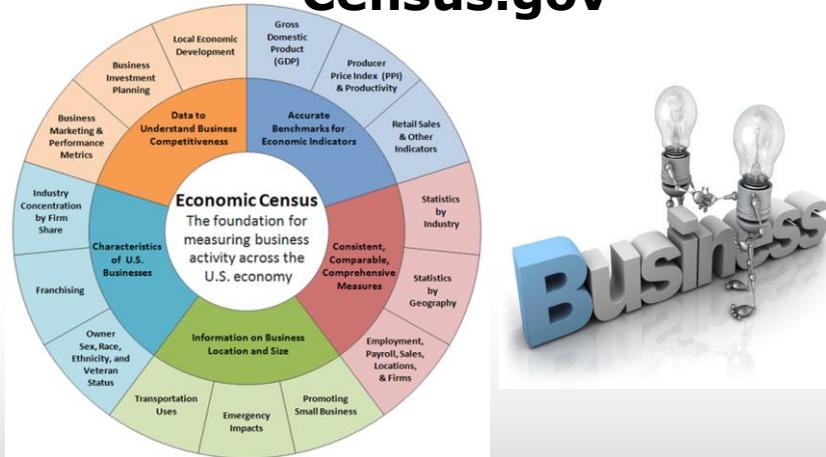


Business and Economic Data on Census.gov



Anthony Eremitagio
2017 Data Dissemination Branch

Outline

- U.S. Census Bureau Overview
- Business and Economic Data
- How Census Data can help you!
- Accessing Business and other data products (live demo)
- Summary, Evaluation and Questions



What does the Census Bureau do?

Decennial Census

Every 10 years, Counts Residents

Periodical Surveys

American Housing Survey (2015)

American Community Survey (ACS)

Annual Social, Economic and
Housing data

Other Surveys and Censuses

- ✓ Current Population Survey (CPS)
- ✓ National Crime and Victimization Survey (NCVS)
- ✓ Health Interview Survey (HIS)
- ✓ Consumer Expenditure Survey (CE)
- ✓ Population Estimates
- ✓ Economic Census
- ✓ Census of Governments

The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.

<http://www.census.gov/programs-surveys/surveys-programs.html>



Outline

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Employer Businesses

- Covered by most Census Bureau economic programs (and most other sources)
- Make up only **25%** of all US businesses but over **96%** of GDP
- The primary engine that drives the US economy



Census Economic Data

- Monthly and Quarterly Data
 - Leading Economic Indicators, like *Monthly Retail Sales*
- Annual Data
 - *Annual Survey of Manufactures*
- The **Economic Census** and Related Programs

U.S. Census Bureau Economic Indicators		
Advance Report Durable Goods March 2014 Report Released 8:30 AM EDT, 4/24/14	\$234.8 B	↑ ^o New Orders -2.6%
New Residential Sales March 2014 Report Released 10:00 AM EDT, 4/23/14	384,000	↓ Single-family houses -14.5%
New Residential Construction March 2014 Report Released 8:30 AM EDT, 4/16/14	946,000	↑ ^o Housing starts 2.8%
Business Inventories March 2014 Report Released 10:00 AM EDT, 4/14/14	\$1,715.6 B	↑ 0.4%

* change not statistically significant
* significance not reported / applicable

United States
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Economics and Statistics Administration
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census.gov

Notable Business Programs

County Business Patterns (CBP) <http://census.gov/programs-surveys/cbp.html>

Find annual information about establishments with paid employees down to the county level and some data down to zip code level. Provides subnational economic data by industry, including the **number of establishments, employment, first quarter payroll, and annual payroll**.

Nonemployer Statistics <http://census.gov/programs-surveys/nonemployer-statistics.html>

An annual series that provides subnational economic data for businesses that have no paid employees and are subject to federal income tax. The data consist of the **number of businesses and total receipts by industry** down to county level.

Economic Census <http://www.census.gov/programs-surveys/economic-census.html>

Use as a valuable complement to annual current survey data. Updated every 5 years; includes the **number of establishments; employment and payroll; and the only source of local area business revenue**.

United States
Census
Bureau

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What is the Economic Census?

- It's the U.S. Government's official five-year measure of American business and the economy
- In October through December 2012, forms were sent out to nearly 4 million businesses, including large, medium and small companies representing all ***U.S. locations and industries***
- Respondents were asked to provide a range of operational and performance data for their companies.



Release Schedule

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

United States Census Bureau

Topics: Population, Economy | Geography: Maps, Products | Library: Infographics, Publications | Data: Tools, Developers | Surveys/Programs: Respond, Survey Data | Newsroom: News, Blogs | About Us: Our Research

Census.gov > Our Surveys & Programs > Economic Census > About the Economic Census > 2012 Economic Census Release Schedules

Economic Census

About this Census

- Preparing for 2017
- 2012 Release Schedules
- Island Areas
- History
- FAQ
- Glossary
- Related Sites
- Contact Us
- Information for Respondents
- Data
- Economic Census By Year
- Events
- Geographies
- Guidance for Data Users
- Guidance for Geographies Users
- Library
- News & Updates
- Technical Documentation

2012 Economic Census Release Schedules

Tweet | Share

2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
	Enterprise Statistics	Pending Further Data Review
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
Industry Series	Construction	Dec '14 - Feb '15
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Feb '15
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15
Geographic Area Series	Construction	March '15
	Manufacturing	Jan '15

<http://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>



Sector Coverage

2012 Economic Census Geographic Coverage

Economic Census Sector	States	Metro Areas	Counties	Places	ZIPs
21: Mining	X				
22: Utilities	X	X	X	X	
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X	X	X	
51: Information	X	X	X	X	
52: Finance and Insurance	X	X	X	X	
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprises	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

X – New for 2012



U.S. Department of Commerce
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NAICS

Our primary data dimension

- Standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS web site (<http://www.census.gov/eos/www/naics/>)
- Industry definitions and Concordance tables
- Relationships to other systems
- Federal Register Notices
- Training video www.census.gov/mso/www/training/naics_tutorial.html

North American Industry Classification System (NAICS)

U.S. Department of Commerce
United States Census Bureau

People | Business | Geography | Data | Research | Newsroom

North American Industry Classification System

Main | History | Development | Federal Register Notices | NAICS | FAQs

NAICS Search:
Enter keyword or 2-6 digit code
2012 NAICS Search
Enter keyword or 2-6 digit code
2007 NAICS Search
Enter keyword or 2-6 digit code
2002 NAICS Search

Downloads/Reference Files/Tools
• 2012 NAICS

Introduction to NAICS
The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. It was developed jointly by the U.S. Economic Classification Policy Committee (EPCPC), Statistical Canada (SP), and Mexico's Instituto Nacional de Estadística y Geografía (INEGI), to allow for a high level of comparability in business statistics among the North American countries.
This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.
The official 2012 U.S. NAICS Manual includes definitions for each industry, background information, tables showing changes between 2007 and 2012, and a comprehensive index. The official 2012 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847, or (703) 605-6000, or through the NTIS Web site. Previous versions of the NAICS Manual are available.
Additional information on the background and development of NAICS is available in the History section of this Web site.

Announcements
August 17, 2011 (PDF, 149KB)
Federal Register Notice-North American Industry Classification System, Revision for 2012, Notice, Vol. 76, No. 155
2012 NAICS Structure (XLS, 249KB)



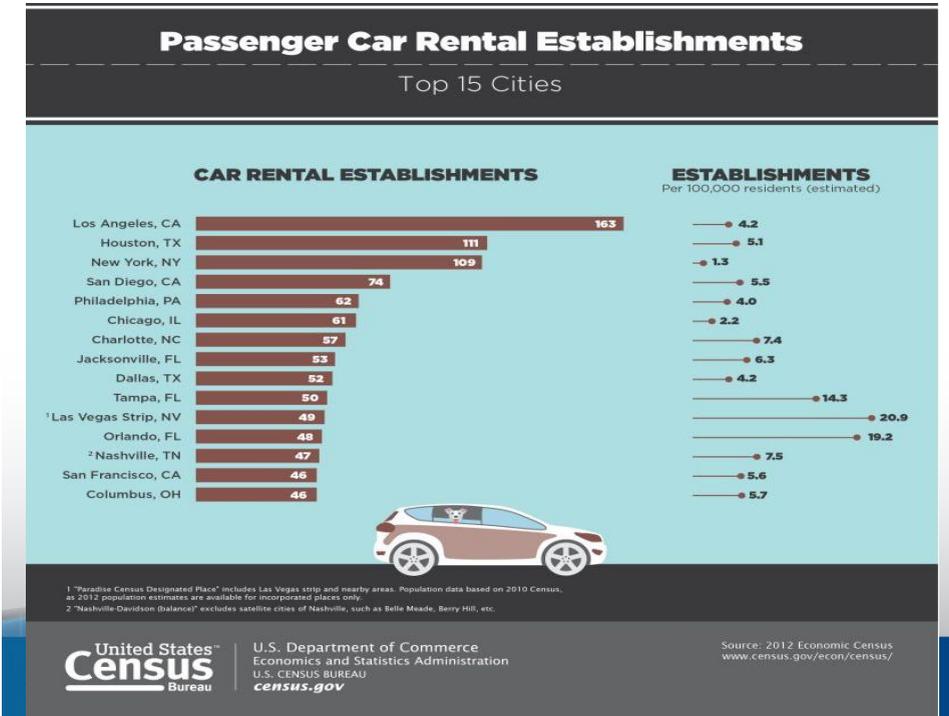
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Outline

- U.S. Census Bureau Overview
- Business and Economic Data
- **How Census Data can help you!**
- Accessing Business and other data products (live demo)
- Summary, Evaluation and Questions

Why is the Economic Census important?

- It is important for your industry, your community and your business
 - Your trade association and chamber of commerce rely on information from the census for economic development and business decisions.
 - Government agencies, analysts and business organizations nationwide rely on census information for planning and key economic reports.
 - Information provided by the Economic Census can also **help you** with decisions and planning for your own business.

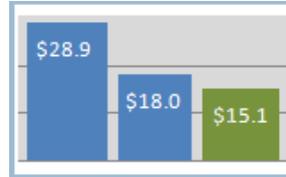


Uses of Census Data

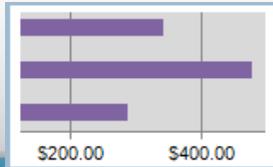
Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

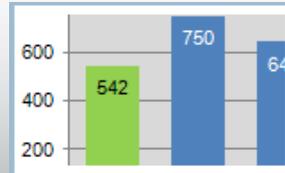
Compare my community to others



Identify business markets



Use data in business plans and loan applications



Other Data Available

Demographic

[Age and Sex](#)
[Group Quarters Population](#)
[Hispanic or Latino Origin](#)
[Race](#)
[Relationship](#)
[Total Population](#)

Economic

[Class of Worker](#)
[Commuting to Work/
Journey to Work](#)
[Employment Status](#)
[Food Stamps/Supplemental Nutrition Assistance Program \(SNAP\)](#)
[Health Insurance Coverage](#)
[Income and Earnings](#)
[Industry and Occupation](#)
[Poverty](#)
[Work Status](#)

Social

[Ancestry](#)
[Citizenship Status](#)
[Disability Status](#)
[Educational Attainment](#)
[Fertility](#)
[Field of Degree](#)
[Grandparents as Caregivers](#)
[Language](#)
[Marital History](#)
[Marital Status](#)
[Place of Birth](#)
[School Enrollment](#)
[Residence 1 Year Ago/Migration](#)
[Veterans](#)
[Year of Entry](#)

Housing

[Computer Ownership & Internet Access](#)
[House Heating Fuel](#)
[Kitchen Facilities](#)
[Occupancy/Vacancy Status](#)
[Occupants per Room](#)
[Owner Monthly Costs](#)
[Plumbing Facilities](#)
[Rent Statistics](#)
[Rooms / Bedrooms](#)
[Telephone Service Available](#)
[Tenure](#)
[Units in Structure](#)
[Value of Home](#)
[Vehicles Available](#)
[Year Householder Moved Into Unit](#)
[Year Structure Built](#)

Why Census Data is Important

Grant Writing, development and business planning etc.
**Helping You & Your Community Answer
 Questions Like ...**

- How many people live here?
- What is the dominant industry in my county?
- How has the number of people changed?
- How old or young are the people?
- What race and ethnicity are they?
- How well educated are the people?
- What languages do they speak?
- How many single parents?
- How many households are low-income?

Outline

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- Summary, Evaluation and Questions



Business & Industry Landing Page

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

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Topics: Population, Economy | Geography: Maps, Products | Library: Infographics, Publications | Data: Tools, Developers | Surveys/Programs: Respond, Survey Data | Newsroom: News, Blogs | About Us: Our Research

Population | Economy | Business | Education

The U.S. Census Bureau is the official source of statistical data tracking the national economy.

Latest Information: Economy Videos, News

Classification Codes (i.e., NAICS): Economic Census, Economic Indicators, Economic Studies, Industry Statistics Portal, Other Economic Programs

Emergency Preparedness | Employment | Families & Living Arrangements | Health | Housing | Income & Poverty | International Trade | Public Sector

You are here: [Census.gov](#) | Business & Industry

Business & Industry

Main | About the Surveys | Data by Geography | Data by Survey | Webinars | FAQs

Are You in a Survey?
 Is this form legitimate?
 Get help with your form

Census Bureau Economic Statistics [Get Business Data](#)

Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade

[www.census.gov/econ/](#)

The Economic Census

- Every five years (2002, 2007, 2012, etc.) for every industry
- Statistics for U.S., states, metro areas, counties, and cities.

[2012 Economic Census](#)

Economic Indicators

- Monthly and quarterly for selected sectors.
- National statistics only.

[Indicator Release Schedule](#)
[Search Indicator Databases](#)

Other Economic Programs

- Annually for selected sectors.
- National statistics, primarily.
- Featured Sites:

[Annual & Quarterly Services](#)
[County Business Patterns](#)

United States Census Bureau | U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU census.gov

Finding Economic Data By Geography

U.S.	States	Metro areas	Counties	Cities	ZIP Codes	Compare All
<p>Click on year to go to latest data.</p> <p>Programs with national and subnational data ¹</p>						
Economic Census	2012					
Survey of Business Owners (incl. minorities, women)	2012					
Enterprise Statistics	2011					
Statistics of U.S. Businesses (firms by size)	2012	2012	2012	2013		
Statistics of U.S. Businesses (estab. births, deaths)	2013	2013	2013	2013		
County Business Patterns	2014	2014	2014	2014		2014
Nonemployer Statistics	2013	2013	2013	2013		
Business Dynamics Statistics (firm size and age)	2012	2012				
Local Employment Dynamics : Qtrly Workforce Indicators		2013	2013	2013		
Commodity Flow Survey	2012	2012	2012			
Annual Survey of Manufactures	2014	2014				
Building Permits	2014					
Governments	2012	2012		2012	2012	
Foreign Trade: State Exports	2012	2012				

¹ All other business and industry data are published only at the national level

<http://www.census.gov/econ/geo-compall.html>



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Maps, Geographic Data

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Tools, Developers

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News, Events, Blogs

Geography

About

Education

GSS Initiative

Interactive Maps

Maps & Data

Metropolitan & Micropolitan

Partnerships

Reference

Research

Geography is central to the work of the Census Bureau, providing the framework for survey design, sample selection, data collection, tabulation, and dissemination. Geography provides meaning and context to statistical data.

[Read More](#)

Latest

Maps & Data

Reference

Partnerships

GSS Initiative

<https://www.census.gov/geography.html>



Some Ways to Access Data

- Economic Indicators
- Industry snapshot (via Industry Statistics Portal or ISP)
- County Business Patterns
- Nonemployer Statistics
- My Congressional District



www.census.gov/econ/

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Business & Industry

Main | About the Surveys | Data by Geography | Data by Survey | Webinars | FAQs

Are You in a Survey?

- Is this form legitimate?
- Get help with your form

Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade
- Services
- Wholesale Trade
- Other Sectors

Special Topics:

- Business Dynamics
- Business Expenses
- Concentration
- E-Commerce
- Economic Studies
- Historical Data
- North American Industry
- Classification Sectors

Census Bureau Economic Statistics

The Economic Census

- Every five years (2002, 2007, 2012, etc.) for every industry.
- Statistics for U.S., states, metro areas, counties, and cities.

[2012 Economic Census](#)

Search Databases: [2007](#) | [2002](#)

Economic Indicators

- Monthly and quarterly for selected sectors.
- National statistics only.

[Indicator Release Schedule](#)

[Search Indicator Databases](#)

New: Now with time-series charts!

Other Economic Programs

- Annually for selected sectors.
- National statistics, primarily.
- Featured Sites:
 - [Annual & Quarterly Services](#)
 - [County Business Patterns](#)
 - [Enterprise Statistics](#)
 - [Monthly & Annual Retail Trade](#)
 - [Monthly & Annual Wholesale Trade](#)
 - [Nonemployer Statistics](#)
 - [Statistics of US Businesses](#)

Get Business Data

Latest Economic Indicator	Previous	Current
New Residential Construction Privately-owned housing starts in March 2014 were at a seasonally adjusted annual rate of 946,000. This is 2.8 percent (+/- 14.7%) above the revised February 2014 estimate of 920,000.	+1.9*	+2.8*
	February 2014 (i) % change	March 2014 % change

United States Census Bureau U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU census.gov

Industry Statistics Portal

Industry Statistics Portal (ISP) (www.census.gov/econ/isp/)

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997

United States Census Bureau U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU census.gov **Tutorial: census.gov/mso/www/training/naics_tutorial.html**

Finding Economic Data By Geography

U.S.	States	Metro areas	Counties	Cities	ZIP Codes	Compare All
Programs with national and subnational data ¹						
						Click on year to go to latest data.
Economic Census	2012	2007	2007	2007	2007	2007
Survey of Business Owners (incl. minorities, women)	2007	2007	2007	2007	2007	2007
Enterprise Statistics	2011					
Statistics of U.S. Businesses (firms by size)	2012	2012	2012	2012		
Statistics of U.S. Businesses (estab. births, deaths)	2012	2012	2011	2011		
County Business Patterns	2013	2013	2013	2013		2013
Nonemployer Statistics	2013	2013	2013	2013		
Business Dynamics Statistics (firm size and age)	2012	2012				
Local Employment Dynamics : Qtrly Workforce Indicators		2013	2013	2013		
Commodity Flow Survey	2012	2012	2012			
Annual Survey of Manufactures	2011	2011				
Building Permits	2014	2014	2014	2014	2014	
Governments	2012	2012		2012	2012	
Foreign Trade: State Exports	2012	2012				

¹ All other business and industry data are published only at the national level

<http://www.census.gov/econ/geo-compall.html>

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Tell us what you think



114th Congress

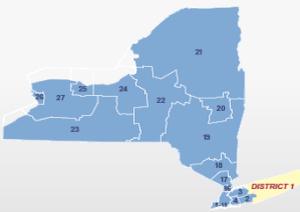
My Congressional District

1 New York

2 Congressional District 1

People Workers Housing Socio-Economic Education **Business**

New!



Congressional District 1, New York

Source: 2014 County Business Patterns for Congressional Districts

Paid employees for pay period including March 12

	Estimate
Total for all sectors	233,301
Agriculture, forestry, fishing and hunting	156
Mining, quarrying, and oil and gas extraction	85
Utilities	f
Construction	18,405
Manufacturing	17,689
Wholesale trade	14,350
Retail trade	40,383
Transportation and warehousing	5,472
Information	3,836
Finance and insurance	i
Real estate and rental and leasing	2,779
Professional, scientific, and technical services	17,594

Display CBP Quality Indicator Flag

United States Census Bureau

POWERED BY
The American Community Survey and County Business Patterns

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

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United States Census Bureau

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The American Community Survey and County Business Patterns

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census.gov

Useful Business Links

- business.usa.gov
- www.sba.gov (Small Bus. Admin.)
- www.mbda.gov (Minority Bus. Dev. Agency)
- www.americassbdc.org (America's Small Bus. Dev. Centers)



Training Resources

You are here: [Census.gov](#) > [Educational Resources](#) > Training Resources Library

Educational Resources

[Main](#) | [Training Events](#) | [Training Resources Library](#) | [FAQs](#) | [Contact Us](#)

How to Use

- [American FactFinder](#)
- [DataFerrett](#)

Topics

- [2010 Census](#)
- [Education](#)
- [Employment](#)
- [Energy & Environment](#)
- [Geography](#)
- [Governments](#)
- [Health](#)
- [Households & Families](#)
- [Housing](#)
- [Income & Wealth](#)
- [Population](#)
- [Transportation](#)
- [U.S. Economy](#)

Training Resources Library

This page contains free trainings that have been previously recorded and are available for use at your convenience. Select a topic below to see available training.

For those participants who require a certificate of training completion, we ask that you please send a request via email to cmso_training@census.gov. In the email, include your full name, title of the training completed, date of the training completion, and a valid email address. Please note that creating your certificate can take up to three (3) business days. If you require that a certificate be produced within one (1) business day or less, include the word URGENT in the email subject, and we will do our best to accommodate your request.

Thank you for joining us. Send an email to let us know how we are doing. [Feedback](#)

 <p>Ade Search Learn how to obtain a certified census record as proof of birth for passport application or other official uses.</p>	 <p>Business Learn about U.S. businesses—ownership, services, revenues, construction, sales, manufacturing and more.</p>
 <p>Data Access Tools Understand Census Bureau statistics and learn how to use the various access tools to obtain the data you need.</p>	 <p>Geography Understand geographic areas, terms, concepts, products and mapping tools associated with Census Bureau statistics.</p>
 <p>Foreign Trade Get up-to-date information on Foreign Trade Regulations and learn about imports, exports and classification codes.</p>	 <p>Alphabetical Listing View our Training Resources Library alphabetically.</p>
 <p>People Learn about the people of the United States—age, ancestry, education, housing, employment, families and more.</p>	 <p>Measuring America Series Topical demographic and economic presentations.</p>

http://www.census.gov/mso/www/training/recorded_webinars.html

CBB Home Page

<http://www.census.gov/data/data-tools/cbb.html>

Key Features:

- Tool Links
- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos

Census Business Builder

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

The **Census Business Builder** is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

This suite currently includes:

- Small Business Edition
- Regional Analyst Edition (Beta Release: Jan 7, 2016)

In the future, this suite may include other tailored editions.

Key Features:

- Easy to use menus to select your type of business and location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research

Sample Reports

- Small Business Edition: Physicians in Phoenix City, Arizona [~1.0 MB]
- Small Business Edition: Physicians in Maricopa County, Arizona [~1.0 MB]
- Regional Analyst Edition: Southern Maryland Region [~1.0 MB]

Which edition is right for you?

- The Small Business Edition presents data for a single type of business and geography at a time
- The Regional Analyst Edition presents data for all sectors of the economy and for one or more counties




[\(Select to Launch\)](#)
[\(Select to Launch Beta\)](#)

[Get Help using Census Business Builder](#)

The [Small Business Edition](#) presents data for a single type of business and geography at a time. The [Regional Analyst Edition](#) presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Mobile Apps



Census PoP Quiz

Test your knowledge with Census PoP Quiz, a new population challenge about the 50 states and the District of Columbia from the U.S. Census Bureau.



America's Economy

The America's Economy app provides real-time updates for 19 key economic indicators released from the Census Bureau, BLS, and BEA.



dwellr

Download the U.S. Census Bureau's dwellr app today to discover the top 25 U.S. cities and towns that best fit your lifestyle.

Need Local Workshop's?

- Assistance Near You!
Our data dissemination staff offers data tool training's to help build your skills.
- Contact us at:
census.askdata@census.gov



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<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau

Chat or submit a question at
ask.census.gov



twitter.com/uscensusbureau



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youtube.com/user/uscensusbureau



census.askdata@census.gov

Economic/Business data only:
Data User Outreach and Education
Economy-Wide Statistics Division
(EWD)
ewd.outreach@census.gov

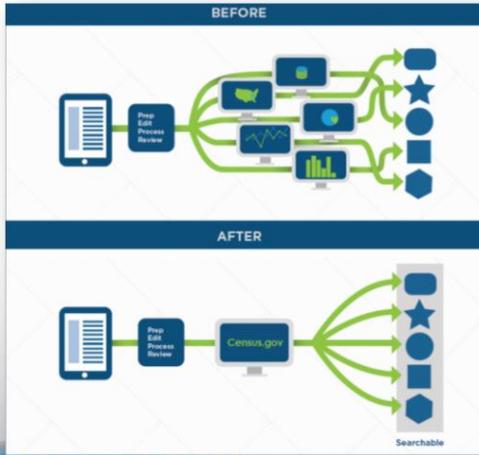


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Visit data.census.gov and provide your feedback!

Please remember:

- *This is an early preview; phased releases will continue as we develop, test, and incorporate user feedback.*
- *For official Census Bureau data, continue to use the tools available on Census.gov.*

Questions



Please Complete the Evaluation!

- **Type of Event:** Workshop/Training
- **Lead Census Presenter:** Anthony Eremitaggio
- **Regional Location:** New York

THANK YOU