

NWX-US DEPT OF COMMERCE (US)

Deborah Rivera Nieves
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1:00 pm

Coordinator: Welcome and I'd like to thank you for holding and inform you that your lines are on a listen-only during today's conference until the question and answer session.
At that time if you'd like to ask a question you will press Star then 1. Today's call is being recorded. If you have any objections you may disconnect. Now I'd like to turn the call to Lynda Lee, ma'am you may begin.

Lynda Lee: Good afternoon everyone. My name is Lynda Lee. I am with the Economic Programs Directorate at the US Census Bureau. I'd like to welcome everyone to today's webinar on hidden gems. This is the sixth installment of the Economic Programs Webinar series.

We began our series with the first session on health care presented on March 15th. Since then we have presented one every month featuring a different topic and sector of the economy. If you missed any one of the series, the recordings are archived on census.gov under the Data Training and Workshop.

Today we will be exploring Census Bureau programs that produce statistics on different sectors of the economy. I will be presenting the data available from our business program areas that we consider hidden gems. These are programs that are not as visible as some of our other highly visible programs.

We have a lot of time for Q&A at the end of this session. And the operator will be standing by to take your questions.

Before we proceed, I want to provide information on our series. The flyer on the right of this slide shows that we began our series with six topics. Based on the popularity of our series, we have decided to include an additional webinar next month on data literacy. You can visit the link provided here if you are interested in learning more.

Our series follow a consistent structure where you will be provided with available data on the topic and the data will use illustrations from real life scenarios. We have a lot of materials to cover today. Some of our items will be briefly touched on. I highly encourage each of you to download the archived material, so you can dive deeper yourself into the information that you will see here today.

Before we dive into our hidden gems, let's begin with a brief overview of several well-known Census Bureau programs. The Census Bureau is the largest US statistical agency conducting over 130 surveys each year.

During the decennial, we are the second largest employer in the United States. Listed along the right side of the slide are some of our more publicly recognized programs. The Decennial taking place every ten years, the Economic Census, every five years in the years ending in 2 and 7, the Census of Government also taking place every five years is the public sector counterpart of the Economic Census which collects business data from the public sector. And the American Community Survey on an annual basis.

A pyramid is a good illustration of the relationships between our business and economic programs. We primarily conduct monthly, quarterly and annual

surveys. In looking at this pyramid you should note that there is an inverse relationship between the timeliness and the detail of the data that we collect.

That is, the most current data has the least amount of detail while the less current data will contain more amount of detail. With that being said, the Economic Census is a periodic survey that takes place every five years.

It is illustrated here at the bottom of the pyramid because it is the most comprehensive program when you are looking for business data. As you move up the pyramid to our annual programs, you will find that you can use these statistics for analyzing trends. Finally, at the very top of the pyramid for monthly and quarterly programs is where you can obtain timely data.

To understand the economic data Census publishes you need to be familiar with the key terms that we use. First is the North American Industry Classification System also referred to as the NAICS. This is a system that we use to classify every business in the United States and is the primary dimension of business employment data that you'll see today.

Each physical business location is assigned its own six-digit NAICS code based on primary business activities at the location. Each individual business' data are then turned into summary statistics we publish by industry and geography.

Next is the term establishment as opposed to company or firm. Most of our employment data is collected and published on an establishment level. Collecting the data this way allows us to provide the most accurate picture of business activity.

So, for instance, if a company has both manufacturing and retail locations in many states, separate data is captured for each location and not the company as a whole. If we didn't collect data this way, we would lose the accuracy and geographic and industry detail.

Third, we collect data from both employer and non-employer establishments. Some programs only cover employer businesses while others cover both. Employers are businesses that have at least one paid employee while a non-employer businesses have no paid employees. These are primarily self-employed people.

Finally, we are bound by Title 13 and 26 to uphold and protect privacy. As a result, we're able to provide high quality data because respondents are more likely to provide information knowing that their privacy will be protected.

On the previous slide, I had mentioned the NAICS. Here is a list by sector at the two-digit level. The Census Bureau publishes data for most of the codes you see here. One exception is the agricultural sector which is the two-digit NAICS code 11.

We have limited data for this sector. Data for this sector is available from our program, the County Business Patterns, where you will be able to obtain agricultural data on the number of establishments, the number of employees and First Quarter payroll.

Complete data on farms and other agricultural activities is available from the National Agricultural Statistics Service.

The sectors that you see listed in blue are actually the ones that have been featured in this webinar series or recently presented and archived on our sites.

So, if you are interested in a deeper dive on these sectors, please access the archived presentations through the training and workshops.

Now that we've seen the highly visible programs, let's explore our less visible data. The table on this slide features some of our hidden gems. This is not an inclusive list of our hidden gems. The programs listed in bold are ones that we are in partnership and sponsored by external agencies.

I will briefly touch on these and I will point you to where you can obtain the data from our partners. One exception is the statistics of US businesses. Although in partnership with the Small Business Administration, you can obtain data from this data from the US Census Bureau.

I will be diving into the rest of the programs on this table. From each of these programs, I will relate the data to our use case scenario.

So for today's use case scenario, we will be examining Census business data through the eyes of an investor looking to invest. We will be exploring the data by geography and diving into different aspects of our potential business.

What I will be presenting is merely a fraction of the data that we collect and publish. When you have a moment to visit our site, you can see a list of our programs by selecting Surveys and Programs and click on All Surveys and Programs.

Another good way to explore Census data is to use our data tools to perform general searches. The tools are found under Data and then select Data Tools and Apps section.

Let's dive right into one of our precious gems. In our use case, our investor is looking to invest. One of the primary components to examine may include knowing the comings and goings of people who are already in the industry. That's where you can use our data from the Business Dynamics Statistics also commonly referred to as the BDS.

The BDS program is able to answer what is the rate of opening and closing for establishments classified in selected sectors and which region of the country has more growth. The BDS is a program that collects data on employment and establishment status.

Using data from the BDS you can obtain information on net job creation. Net job creation is a figure derived from taking the number of job creation minus the number of job destruction.

On the right I have included a related product to the BDS, the Business Formation Statistics, also commonly referred to as the BFS. The BFS provides timely and high frequency data on new business applications. The BFS also provides actual and projected new businesses originating from these applications.

For our use case, we will be looking at establishment business data from the BDS. When we think of status of establishments, here are some specific characteristics that you can find out using the BDS: start-ups, shutdowns, number of establishments, establishment age, size, and establishment initial size.

So our 2015 statistics are tabulated using the following categories: state, sector, firm agent size, firm initial size and for metro and non-metro areas. The BDS provides the opportunity for time series analysis as well.

Annual statistics are available from 1976 to 2015. And the geography includes nationwide, state, metro, non-metro and MSA. Our MSA goes up to 2014. Currently the BDS uses the standard industrial classification system also commonly referred to as the SICS. There are plans to switch over to the NAICS in the future.

This map shows the birthrate for establishments for all sectors by firms as reported in 2014. Statistics from 2015 are available but only at the national level. The map shows that the southwest region reported a higher level of new establishments entering the sector when compared to other regions followed by the northwestern region.

Looking at this map, an investor could choose to invest in one region over another based on individual criteria. On this map, you can see the establishment exit rate by region.

When you compare the birthrate from the earlier slide to this slide, you will notice that in 2014 some states experienced a high level of business entrants with a moderate level of exits and vice versa. As a region, the southwest region experienced a higher level of business establishments exiting the sector.

This is a time series of the birthrate of establishments for firms of all sizes from 1977 to 2014. You can see that the trend portrays a pattern of rise and fall over the years. And overall, you can see that there is a decline in business dynamism in the US over time.

On this slide, I selected a few data points to point out. When you look at the data, you can see that the manufacturing and service sectors based on the

SICS codes portray a similar pattern to that of the economy wide shown in black.

The BDS allows you to also compare data by state. Here are selected states. Although for the majority of time the rates for states seem to parallel to that of the nation, you can see that there are times when they do not such as in the case of Texas shown in green and California shown in orange.

I want to include a slide on job statistics from the BDS. This slide shows the number of jobs created by establishments in 2014 for firms of all ages in all sectors. The blue bars represent jobs created by establishment firms while the black bars represent jobs created by continuing establishments over the last 12 months.

This graph portrays that in 2014, continuing or existing firms born before 1976 reported a sizable amount of job destruction followed by firms that have been in operation 26 or more years. This graph shows the numbers of jobs lost.

When looking at this data one would have to consider that the older firms also account for more employment. When you use the BDS data tool you can recreate this graph by rate.

When you recreate this graph by rate, you will find that the reverse is true. The rate of job loss is higher for younger firms and declines as the firm age increases.

Let's take the BDS data by sector. This is data for firms of all ages in 2014. Along the left-hand side in the first column are the number of years in business. It appears that according to the data, in 2014, young firms in the

finance, insurance and real estate sector reported a slightly higher rate of new establishments entering than did young firms in other sectors.

When you have a moment after this webinar, there is a visualization tool that is available for this program. When you are in the tool, you will have the options to create thematic maps, cross sectional bar charts and time series graphs such as the ones you've seen illustrated in this webinar so far.

Returning to the use case, our investor has now been able to analyze the birth and exit rates for the different sectors of the economy from the BDS program. The BDS program also allowed our investor to analyze job creation and destruction in these sectors.

Now let's say that our investor is interested in investing in the manufacturing sector. Let's take a look at the financial data for the manufacturing sector.

How much does the manufacturing sector contribute to the US sales and profits? Another one of our hidden gems data is the Quarterly Financial Report also known as the QFR.

The QFR is a program that has over 70 years of quarterly aggregate statistics. Data from this program serves as the primary source for the current estimates of corporate profits for the nation's gross domestic income accounts.

Other uses include assessing industrial debt structure, liquidity and profitability. Estimating corporate tax liability. Designing economic policies, drafting legislation. Making investment evaluations such as in our use case and studying economic trends.

Our investor is interested in finding out the approximate amount of working capital typical for the sector over time. The QFR is able to provide this comparison.

Let's take a look at our manufacturing sector for a moment. This time series shows that working capital for the manufacturing sector rises and falls from 2000 to 2018. When you get the opportunity to examine the data behind this time series, you'll notice that the first quarter of 2017 dropped to the level comparable to the First Quarter of 2009.

Diving further into a specific type of manufacturing, our investor is thinking about investing in manufacturing plastic and rubber products. Here's a snapshot of a data table from the QFR.

This slide shows data on sales, operating profits and after-tax profits by quarter for the plastic and rubber products manufacturing also known under the three-digit level NAICS code 326. You can easily create a time series analysis using our time series and Trend Charts feature found under the Business and Industry section on census.gov.

And what about the overall picture of assets and debt? Here is a time series for the plastic and rubber products manufactured in the United States. As you can see here, short-term debt for loans with a maturity date of one year or less has ebbed and flowed over the past ten years. Total current assets seem to be steadily rising.

One of the most important aspects of this investment decision into plastic and rubber products sector is sales, receipts and operating revenues. Based on this time series, it appears that this is a sector that has overall reported an upward trend in net sales, receipts and operating revenues for the past decade.

You can obtain net working capital data from QFR. Here we see that net working capital for plastic and rubber products has increased over the past ten years.

This is a list of select items you can obtain from the QFR in order to do research on a sector's financial health. When you use a time series and trend chart feature that I had mentioned earlier, these are some of the items that appear as selections in the dropdown menu. This is not a complete list. The complete list is provided in a reference section at the end.

Here's another aspect of the financial picture for our investor to consider. How do capital expenditures in the manufacturing sector compare to other sectors in the US economy? This data is available from our Annual Capital Expenditures Surveys also known as ACES.

You can obtain statistics from the Annual Survey of Manufacturers but for today's presentation we will focus on the ACES.

On this slide, data is from the 2006 to 2015 Annual Capital Expenditures Surveys. ACES collect information on expenditures for new and used structures and equipment by all US non-farm businesses. You can also obtain a derivative product from the ACES called the Capital Spending Report.

The report covers spending by two-digit NAICS industry sector in a ten-year moving window ending with the most recent ACES reference year. The report also looks at investment shares over the time.

And you will be able to find data to see which industries are growing or shrinking and where firms and capital markets perceive the greatest economic

opportunity. On the whole, both parts of expenditures appear to be steady with a slight dip in 2009.

From our use case we have been examining the plastic and rubber industry which is NAICS code 326. I created a snapshot of data from our ACES Program Bureau. As you can see, you can obtain data regarding expenditures for structure and equipment when planning to invest.

In this analysis, NAICS 326 for plastic and rubber products is shown at the very bottom of the graph. This is only a snapshot of the graph. Overall the statistics show that this sector reported a decline of capital expenditures of approximately 9.9%. This snapshot also will show you that the capital expenditures vary with some industries reporting increase while others decreased.

The ACES program is also able to provide you with a big picture of expenditures compared with other sectors. In the green at the top, we see the manufacturing sector reporting the greatest amount of capital expenditure on equipment.

You can obtain ACES data on census.gov. As shown here, historical data is available online back to 1996.

Well now that our investor has been able to gauge capital expenditures as part of their investment decision, let's move along to another aspect of investment that our investor may want to consider.

What are the size of manufacturing businesses? For this question, you can find the data from our Statistics of US Business Program also known as the SUSB.

The SUSB annual or statistic data include: number of firms, number of establishments, employment, annual payroll for most US business establishments. And the data are tabulated by geographic area, industry, employment size of enterprise.

Some things to note about this program, when you see an establishment with zero employment, it is an establishment with no paid employment – employees in the mid-March pay period but with paid employees at some time during the year.

Also, special tabulations or custom tabulations of business establishments are available upon request. Tabulations are prepared on a fee-for-service basis.

Adhering to our use case, SUSB can provide statistics on what is typical employment in the plastic and rubber manufacturing industry by the size of the enterprise. Before we proceed with the discussion of this program, I wanted to provide key terms that maybe useful when you use the SUSB data.

Sometimes when these terms are used, people tend to think they are interchangeable. So I provided a visual here to distinguish them. As illustrated here, an establishment is defined as single, physical location whereas an enterprise consists of one or more establishments under common ownership. And finally, a firm is one or more establishments in the same state and industry under common ownership.

The data you see on this slide is from the Statistics of US Businesses Employment and Payroll Summary Report. This graph shows that in 2012, enterprises with 500 or more employees in the manufacturing sector, shown in red, employed more people than enterprises with fewer than 500 people.

When you look across sectors, you see that there are times when enterprises with fewer than 500 employees employ a larger amount in the sector such as in the case of professional, scientific and technical services sector, highlighted in green.

As you can see, the SUSB is a source available to you when looking for data on firms and establishments with corresponding employment and annual payroll. Data is available at the two through six-digit NAICS level.

So let's move to another aspect of business, benefits. How does health insurance in the manufacturing sector compare to other sectors in the US economy? To answer this question, the Census Bureau is in partnership and sponsored by the Department of Health and Human Services to collect health insurance data for the Medical Expenditure Panel Survey insurance component also known as MEPS-IC.

MEPS-IC data is available on both the national and state level and covers both private and public sectors. You can access MEPS-IC data from our sponsors by using the link provided here at the bottom right corner of this slide.

Because the Census Bureau does not publish the data for MEPS-IC, I will briefly show you a quick snapshot of the type of data you can access from the Department of Health and Human Services Agency for Healthcare Research and Quality.

This is a table on private sector employees by firm size and other select characteristics. Health insurance data is available for the nation at the very top. In the red outline, data is available by sector. In the blue outline, data is available by for profit and nonprofit, in the orange, by age of firm.

This information is also obtained from the BDS program. In the green, by union and non-union employees. This is only a snapshot of one of the many tables and data that is available for your research.

This slide was created by the survey sponsor and is part of the sponsoring agency's presentation on the 2016 MEPS data. You can obtain the full presentation by using the link that I provided on the previous slide.

In our use case, our capitalists wants to be competitive with other businesses and is looking to get a general picture on providing benefits for their employees. This graph portrays the percentage of private sector employees in establishments that offer health insurance by firm size from 2003 to 2016.

On this slide, firm size of less than 50 employees that offer health insurance by state is illustrated. Before we move along to a different aspect of our investor, we may want to consider online data that you can obtain from the agency of Healthcare Research and Quality we provided on an earlier slide.

Glancing over this screenshot, you can see that there is a wealth of information that you are able to obtain ranging from publications to summary data table and even presentation slides.

Moving to another aspect of our investment, what is the typical mode of transportation, weight and distance shipped for a given sector? You can obtain this data from the Commodity Flow Survey also known as the CFS.

Here's a brief overview of the Commodity Flow Survey. The Commodity Flow Survey is a joint effort by the Bureau of Transportation and the US Census Bureau.

The survey is a primary source of national and state-level data on domestic freight shipment by establishment in mining, manufacturing, wholesale, auxiliaries and selected retail and services trade industries located in the 50 states and the District of Columbia. Data are provided on the type, origin and destination, value, weight, modes of transportation, distance shipped, and tons miles of commodities shipped.

The CFS is conducted every five years as part of the Economic Census. It provides a modal picture of national site loads and represents the only publicly available source of commodity flow data for the highway mode. The survey was conducted in 1993, 1997, 2002, 2007 and most recently in 2012.

The CFS assesses the demand for transportation facilities and services, energy use, and safety risk, and environmental concerns. The CFS collects data on shipments originating from industries including exports. Imports are not included until the point that they leave the importer's initial domestic location for a shipment to another location.

These two graphs illustrate value of shipment and distance shipped by weight for all sectors by all modes of transportation. The graph on the left shows that more total shipment value is made for shipments weighing 10 to 49,000 pounds.

The graph on the right shows the shipments weighing less than 50 pounds tend to average longer distance, followed by shipments of 100,000 pounds or more.

The graph on the left shows that wholesale trade and the manufacturing sectors in 2012 reported value of shipment that are close to one another. The

graph on the right shows that manufacturing sectors shipped further in average miles.

Shown in red, I've included data on the plastics and rubber manufacturing products on the graph as well. So you can see how the industry compares to the sector on the whole.

This slide shows the percent change in shipment characteristics for plastic and rubber manufacturing sector. As shown here, you are able to find out the ton miles, tons and value of shipment for each of the regions. An investor could use this type of information when looking to invest.

I encourage you to dive deeper into CFS data as there is a rich amount of information available for you. For instance, this slide shows a comparison by mode of shipments by originating geography for the plastic and rubber product sector in 2012.

Here you see the value of shipments by truck versus rail is depicted for each of these regions. For both modes of transportation, it appears that shipments for the plastic and rubber product sector being transported by truck and rail primarily originates from the south and the Midwest.

And finally, this slide is a screenshot from a data table to illustrate that the CFS can provide data on additional modes of transportation. As you can see, the data can be detailed down to multiple modes of transportation.

So the key takeaway from this program is that the CFS is a primary source of national and state level data on freight shipments by establishments.

So what other data could our investor explore? In addition to the hidden gems featured today, you can obtain additional statistics from our other programs listed here. This list is not inclusive.

For example, check out our ESAP program where you can obtain statistics on e-commerce activities. To view the list of our programs, you can visit our site, census.gov, and select Surveys and Programs then All Surveys and Programs.

So data, data everywhere but where did it all come from and how good is it? The answer to the first question is you. As data users, you make data available to data providers when you receive our surveys.

As you've already seen, monthly, quarterly and annual surveys are useful to you in different ways. If you are in need of timely information, you will want to use our monthly and quarterly statistics while our annual programs provide you with the ability to do time series analyses.

Your response is valuable and always kept confidential. Because of this trust, the quality of our data is absolutely gold standard. You can use our Economic Census Statistics when you need highly detailed data.

We use the Economic Census as the baseline and benchmark for other surveys thereby reinforcing quality for you. Your response to the Economic Census helps facilitate the success of many of the surveys featured today.

The 2017 Economic Census is currently being conducted. The due date was June 12. But there is still time for companies to respond. Responses are required by law.

To improve dissemination of the data and provide cost savings for taxpayers, response is available only online. Best of all the results are available to you free of charge.

Here's an overview of some of the information that the Economic Census collects and becomes data that is available to you. The categories that you see here are broad.

This is our most comprehensive business data program. When you dive deeper into each of the categories, you will find a very rich and vast amount of statistics under each category. The information that we collect is disseminated to data that touches your life directly as you do research. Or indirectly as this data is used by policymakers as a guide to direct policies and programs within your community.

So the 2017 Economic Census was launched in May 2018. For those familiar with the program, there are some key changes for the 2017. First, responses are only online. And next we do have a new reporting instrument for businesses with multiple locations. Finally, the data collection timeframe is different.

One other primary thing that everyone should know is that help is available online and via the telephone. Additional information and resources are available at the link provided here.

So the key takeaway, the Census Bureau conducts over 130 surveys and we have many programs that may not be highly visible that we consider hidden gems. You can access other hidden gems not mentioned today by visiting our site, census.gov.

For our sponsor programs, please follow the links provided within the presentation. Data tools are available on our site to help with your research. Many of the graphs you've seen here today were created by tools that are available to you on our site.

The Economic Census is the baseline for our economic programs and your response is valuable to research and policymaking on a national, state and local government level.

Before we begin the Q&A portion of the session, I wanted to remind everyone about our next webinar in the Economic Program series scheduled for October 25th.

I also want to remind you to check our Training Resources page for the recording of today's webinar. All the earlier webinars in the series are also posted on the site.

Thank you to everyone for taking time out of your busy day to attend this webinar. At this time, we would like to open our phone lines and take any questions you might have about the materials covered today.

Operator, do we have any questions at this time?

Coordinator: Thank you. At this time, if you would like to ask a question or have a comment, please press Star then 1. Due to the automated entry, you must state your name to the automated service so that I can announce you.

Again, if you would like to ask a question or have a comment, please press Star then 1. And to withdraw your question, you'll press Star then 2; one moment please.

I do have some that just came in; one moment please. Our first will come from (Beverly Austin). Your line is open ma'am.

(Beverly Austin): I'd like to know if I can review this again because I had some technical difficulties. I couldn't hear her for half of it.

Lynda Lee: Hi. So yes, our session should be posted within the week. And if you visit our site, census.gov, it's under the Training and Workshop area.

(Beverly Austin): Okay.

Coordinator: Our next question will come from (Alex). Your line is open.

(Alex): Probably the same answer, to get the slides for the presentation, I would go to census.gov, Training and Workshop, is that correct?

Lynda Lee: Yes. Hi (Alex), that is correct.

(Alex): Okay, okay, very good.

Lynda Lee: You will also be able to obtain transcripts as well.

(Alex): And one other thing, how far down can somebody drill to get the data? Will you take it down to the census group – block group level or how far down?

Lynda Lee: Do you mean geography or do you mean...

(Alex): Yes, geography, geography.

Lynda Lee: Okay so depending on what you're looking for, country, zip code level, could you hold on one moment, I want to verify something. Yes, so zip code level would be the lowest.

(Alex): Zip code level, okay, real good. Thank you. Oh, and I think the Census Bureau does a great job, thank you very much, very helpful information. I'm a planner and I do commercial development and I really appreciate it, bye.

Lynda Lee: Oh well thank you.

(Alex): Thanks.

Coordinator: The next question will come from (Susan), your line is open ma'am.

(Susan): Hi, I had a couple of questions; one I think was already answered. But census.gov and then there will be a link to the Training page to replay today's entire program where I can see every one and then get these slides as well.

Because I was only able to access all of this over the phone so I couldn't – I did not have any visuals today.

Lynda Lee: Oh, yes. So within the week, you should have access to the slides and the transcript. On census.gov there is a section under the Training and Workshop area.

(Susan): Okay and then my next question, you had something earlier that the Census Bureau puts together it sounded like data packages where people would pay I guess the Census Bureau for that type of package?

Lynda Lee: Okay so that is program specific. It's only for one program that we mentioned today and it's on a fee-for-service basis.

(Susan): Okay.

Lynda Lee: And hold on one moment, let me verify something. So that is also based on resources as requests come in. So it's not – so if you make a request, we would have to base it off the resources that we have currently.

(Susan): Okay, thank you. And then also is there an email that I could contact you if I had a question about anything that I will get later this week when it's available?

Lynda Lee: Yes. So what you see on this – oh what you see on the screen right now, you can contact me directly. And we also have an ask at census.gov where you can just send the questions and we will handle it.

(Susan): So the slides will have your email because, like I said, I'm on the phone so I can't see what you're referring to right now, I apologize.

Lynda Lee: Oh okay. So yes. So my direct contact is on the slide. And if you visit the presentation that will be archived, it's on the very last page.

(Susan): Okay thank you so much. And what a wonderful job you guys are doing with all of this. This is very helpful, I appreciate it. Thank you.

Lynda Lee: Thank you.

Coordinator: Our next question comes from (Fred Smiley). Your line is open (Fred).

(Fred Smiley): I think you pretty much answered most of my questions basically reviewing this workshop. But you said the transcript will be available. Will the audio be recorded to go along with the slides or just the transcript?

Lynda Lee: Yes, the audio will be included.

(Fred Smiley): Great, that's it.

Lynda Lee: Thank you.

Coordinator: The next question will come from (Jim Dolan), your line is open (Jim). (Jim) check your headset or mute button. (Jim) removed himself from the queue.

Our next will come from (Jason), your line is open sir.

(Jason): Yes. I went on the website, census.gov so how do I get to the subject to you? What do you think it's e-training?

Lynda Lee: Okay. So hold on one moment, I will give you specific instructions. Hi (Jason)?

(Jason): Yes.

Lynda Lee: So are you looking at the WebEx presentation right now?

(Jason): Yes, I am, yes.

Lynda Lee: Okay, so we are going to show you. Hold on one moment.

(Jason): That was the previous slide but it flashed. I wanted exact spelling so I don't type it wrong.

Lynda Lee: Oh I'm not used to – So when you go to Data, you picked Training and Workshop. And then scroll down and it should be recorded here, under Training Opportunities, Recorded Webinars.

And here, as you can see, you have access to all the previous ones and other training resources as well.

(Jason): Okay, great. Let me save this book site here.

Lynda Lee: Yes and this is under the Business section.

(Jason): Okay good. When I first went on the page, it popped a screen for me to register. So once you put your name there, if there are any future webinars or stuff I would get an email for that?

Lynda Lee: So to get emails, you would have to sign up. And I believe you will get messages from our gov delivery system. And when you sign up, it – so I haven't signed up personally. But I believe that you get to pick the type of topics you're interested in. So you'll only receive emails when those type of topics have some sort of events.

(Jason): Okay. So what is considered sign up? When I first went on the website I had this pop-up ask me for an email address. Is that enough for a sign-up or is there another link I have to register?

(Deb): So this is (Deb) talking. So if you are on the Training and Workshop site, you can see that there is an option to stay connected on the top right-hand side. So that is enough to subscribe you.

And as you go through the process of signing up, you do get to select from various topics. So every time we do have webinars or any events related to the topics you're interested in then you will get that gov delivery message.

(Jason): Okay, great. Thank you very much.

(Deb): So that helped?

(Jason): Yes, yes, thank you so much; this is very helpful, yes. I appreciate your time doing this.

Coordinator: Our next question will come from (Gustavo), your line is open sir.

(Gustavo): Yes, thank you. Thank you again to all the team for providing this service. And the question that I have is we're very interested in the Ag industry. And wanted to know if there is an API access to this same style of case study that you presented to us today?

And if also food processing plants are also included in the manufacturing? Or is it something that needs to be looked at specifically under the agricultural NIACA code?

(Deb): Okay, could you hold on one moment please?

(Gustavo): Sure.

Lynda Lee: Okay so if you can send that question, are you looking at the WebEx link right now?

(Gustavo): I am, yes.

Lynda Lee: With my information, if you can send that question, we can address it. There are different aspects of your question that we can provide information to and it might be a little bit too difficult to explain right now over the phone.

(Gustavo): Okay, very good. I really appreciate it, thank you so much.

Lynda Lee: You're welcome.

Coordinator: Our next question will come from (Brad Harris). Your line is open sir.

(Brad Harris): Thank you and I'll join in saying this was very informative and helpful. As you went through the various sources of information I had a couple of questions.

One was related to job creation and employment. As you were speaking, I was thinking about the growth of PEOs or professional employment organizations.

When you're looking at job creation or employment, are those entities treated as a NAICS code or a business code themselves? Or are the customers that they service factored into the data?

Lynda Lee: Okay hold on one moment. So thank you for asking that question. I've consulted with our subject matter experts and we feel that this is a complicated question that is better explained via email.

If you could email that to me as well. There are many facets to that response.

(Brad Harris): Okay and me is?

Lynda Lee: So it's on screen right now. It's my name, L-Y-N-D-A.lee, L-E-E @ census.gov.

(Brad Harris): Great. And the other question, when you were specifically in the quarterly financial report discussion, I just had a question about the trend information, whether it was inflation adjusted or not?

Woman 1: No, it's not inflation adjusted.

Lynda Lee: It's not adjusted. It's raw data.

(Brad Harris): Okay, thank you very much.

Lynda Lee: You're welcome.

Coordinator: Our next question will come from (Carol), your line is open ma'am.

(Carol): Thank you very much. I join the chorus in saying thank you so much for this webinar and any future ones because they're very helpful.

I have a couple of questions and it may be that I need to send an email as well but I'll ask them anyway.

The HVAC industry, manufacturing industry, is that something that's under the Department of Energy or is that a manufacturing particular one? I'm just

curious on that. And then I don't know whether you want me to just pause for you to respond or for me to just ask all my questions and you can take them one by one.

Lynda Lee: Okay. So because we do have a time limit, do you have many questions? It might serve you better if you send them to us if you have numerous questions. Because then we...

(Carol): Yes. Can you answer one and then maybe that would help me. And then I'll send you actually all my questions. But if I wanted to know which industries relied heavily on HIBVs for example, that paid a prevailing wage. Would that be something that I could find out from the data that is being provided at this point?

Lynda Lee: Okay so that is not something I can answer right now. That's something that I would have to get back to you on.

(Carol): Okay. So what I'll do because I do have your email, I will just do a brief sentence on each question that I have. And then I can get your information from that.

And then the final one is there any type of assisted tutorial that one can take to be able to navigate this system to learn it a little more better so that they can extrapolate those – the data independently as opposed to fee-for-services?

Lynda Lee: Yes.

(Carol): I know we got a brief overview. But is a great deal of data. And, you know, for those of us who want to burrow down into it which it sounds like many on

this call do, is there any type of assistance that we can call so that someone can help us navigate?

Lynda Lee: Okay so to answer your question, it depends on which program you're looking at. Basically we have different data tools and we do have tutorials on that Training and Workshop site that was shown earlier.

You can certainly go there and do a search and we have instructions and How-to videos on how to use the data tools. And if you have any additional questions on the data tools, you can always contact my area and the telephone number is up on the screen right now. It's 1-800-242-2184. And we will get you in contact with the right program area.

(Carol): Thank you very much, I do appreciate it.

Lynda Lee: You're welcome.

Coordinator: The next question will come from (Dominga), your line is open sir.

(Evanga): Oh, that's (Evanga). Thank you very much. Thank you Lynda for the information. And now I'm interested in exporting and wanted to find out if there is any Census data to support US companies with interest in doing sale business in select countries, in select foreign countries?

Lynda Lee: So I could provide you additional information on the ex – import-export data that we have. But on the whole, what are you looking for? Are you looking for companies overseas? Or I'm not too clear on what you're looking for.

(Evanga): Well I'm just looking for demographics, you know, to support the, you know, to support the export, the product.

Lynda Lee: Okay so you're looking for demographics, international demographics?

(Evanga): Yes, please.

Lynda Lee: Okay so unfortunately that is out of scope for our agency. So that is not something that we are able to provide.

(Evanga): Okay thank you.

Coordinator: Our next question will come from (Romana). Your line is open (Romana).

(Romana): Hi, yes, thank you for this very informative webinar. I'm interested in how this data or this tool may be used for communities that have been designated as qualified opportunity zones and would be looking to attract investors into their communities?

Lynda Lee: Sure. So it depends on what you're looking for. Are you looking for to open businesses in a certain area? Is that what...

(Romana): Yes.

Lynda Lee: Okay.

(Romana): To underserved communities.

Lynda Lee: We do have a tool called the Census Business Builder. And it is a very user-friendly tool. It is available on our site as well under Data. And if you select Data, Tools and Apps, the Census Business Builder is there.

Basically you just – there are two different editions and you just answer one or two questions, depending on which edition you select. And all the information is there.

It's a data tool that combines our economic, geographic, and demographic data. And it's very user friendly. So and if you need assistance with this, you can also call my office at 1-800-242-2184 and we can walk you through it. But pretty much if you get on our site, you'll see that it is very user friendly.

(Romana): Now we would be able to drill down into the Census tracks?

Lynda Lee: That depends. For more information on that, you can call my office because I'm not too sure on that. I know there are some things on there relating to tracks. But it's not available for everything.

(Romana): Okay, okay I'll give you a call.

Lynda Lee: Sounds good.

(Romana): Thank you.

Coordinator: The next question will come from (Alicia Martin). Your line is open, ma'am.

(Alicia Martin): Hi. I just had a couple of questions. The first one when you're glancing for any data, do each of the survey resources include deeper data like the age groups or the gender, ethnicity? So like for topics of employment or housing, for other kinds that I can collect?

Lynda Lee: So I want to make sure that I understand your questions correctly. So are you saying that you are looking for demographic data such as age, or other related demo data for employment? What type of...

(Alicia Martin): Employment, any type of – so yes, so like for any kind. So if I'm trying to look for age groups in employment, or housing, or education, am I am able to find that or it does go for like just general information given in the data system?

Lynda Lee: Okay. So that data is available from our demographic side of house. So today's presentation is on our economic programs. If you contact me at the number, 1-800-242-2184, I can definitely give you a point of contact for the demographic side so that you are able to obtain the data that you are looking for.

(Alicia Martin): Okay. And the other question is, does the data cutoff any certain age or groups? Or does it show all the data no matter how significant? Because I know I've searched for some data like on Statistical Atlas and they cut off like a huge chunk of the senior citizens I was trying to look for for data. And I was wondering does that do that also or it doesn't have all the information?

Lynda Lee: So I'm sorry to say that I do not have extensive knowledge of the demo – demographic program area and so I would not be able to give you the answer on that. And once you contact me and I can provide you with a point of contact, you can definitely ask that question and they should be able to know because they are the subject matter expert for that area.

(Alicia Martin): Okay. Thank you very much.

Coordinator: The next question will come from (Chung Fung Chang), your line is open ma'am.

(Chung Fung Chang): Yes. I have a question regarding to the information on health insurance. Sorry I missed that part during the seminar. I'm interested to explore, you know, the health data within a community including that related to health policy and also how many health insurance and to what extent that the business sector provided.

So where is the link that I can locate that information?

Lynda Lee: Okay so you're referring to the MEPS-IC program that was discussed in the presentation. So that is – the link is within the presentation itself. I'm not sure about the slide number at this moment but it's towards the end. Let me see. Is it this one before or after...

((Crosstalk))

(Chung Fung Chang): Will you be able to show me the slide one more time on the screen so that I can locate the information? Because I was disrupted by a student earlier so I missed that part.

Linda Lee: Okay so Deb will be sending you the link through the chat. She is doing it right now.

So it should be page, what page number? It was...

Deborah Rivera: Sorry. No, you're fine. You're fine. Slide Number 35.

Linda Lee: Okay so it should be when you gain access to the slides it should be Number 35. And it should be for the next few slides.

So and also you'll have access in a few moment and Deb sends it through.

(Chung Fung Chang): Oh okay. Also one more question, is regarding to the employment. The information that you have been – present in the workshop I think is very helpful.

But is there a specific information that can help us to locate like employment or job opportunity and related to the educational level within the community level at the – for example, based on the zip code?

Linda Lee: Okay, so something that you are talking about might come from one of our programs that was not discussed today.

And basically if you send me that specific question I will put you in contact with our subject matter experts for that area. Because it was not discussed today, we do not have that expert in the room with us today.

(Chung Fung Chang): And the (MIF) IC Program that you're just talking about, what is the smallest units that the data can provide it? Is that the individual? Not individual, right, it's...

Linda Lee: Okay, so that is from our sponsored, I mean from our sponsor. And I do not want to take the liberty to answer any questions for our sponsor.

And that's – let me see here. Because they do provide the data so if you follow that link there is on their site a point of contact there.

So for our sponsor surveys that were discussed today there's – I don't want to answer questions for them as I might misrepresent something.

(Chung Fung Chang): Okay so I can obtain that data from the sponsor, right.

Linda Lee: Yes.

(Chung Fung Chang): And can you tell me the sponsor again? Who is the sponsor?

Linda Lee: It's the Department of Health and Human Services. And the agency is – I don't have it off hand right now. Let me see here. It's the Agency for Health Care and Research and Quality.

(Chung Fung Chang): Oh okay.

Linda Lee: And that's on Slide 36 so when...

(Chung Fung Chang): Okay.

Linda Lee: Right.

(Chung Fung Chang): Okay thank you.

Coordinator: Our next question will come from (Patrick). Your line is open sir.

(Patrick): Good afternoon. I'm an Economic Developer working for a local unit of government. I'm interested in attracting new companies to my area and the jobs that are associated with the new capital expenditures.

Is there some kind of a combined report that has both the expenditure elements of the ACES Report and the Business Dynamic Survey that will show me who's creating jobs in a local geographic area? Or are there any other hidden, "Hidden" gems that could help me identify fast growing sectors of the economy at the local level?

Linda Lee: So it's not a one stop shop where it's going to be a combination of the data from ACES and BDS combined where you can get that answer.

But basically there is also another program that we have the acronym. I know the acronym is Longitudinal Employment Household Dynamics or something. I know we all work in acronyms so sometimes it's hard to remember...

(Patrick): Right.

Linda Lee: ...what stand for. But if you email me the question directly I can get you in contact directly with the people from the BDS. And they should be able to help you because it seems like what you're talking about comes out of that area.

But the other program that I just mentioned, the LEHD or the LED, actually may be something that you might investigate as well.

But I want to see your question in its entirety and also be able to forward that question over to our subject matter experts so they can see it.

(Patrick): Excellent. Thank you Ms. Lee.

Linda Lee: You're welcome.

Coordinator: Our next question will come from (Beverly). Your line is open.

(Beverly): Hi Linda. This question is on - under commercial and real estate development as I have clients that want to build subdivisions or apartments in our area.

And now more and more people are asking for feasibility studies which I don't provide.

But is there an alternative that I could provide them through Census that has information on market statistics, housing, gap analysis?

The young – the other question about jobs coming or employers coming, is there any data that I could access through the Census?

Linda Lee: So we have a vast of information that would be able to assist in your analysis. One of the first things that we would need to do which is to determine which type of variable you're looking for and specifically and once we pinpoint that, we can definitely look at some of the data that we have that would be able to assist you in putting something like that together.

I would suggest that you send something to me directly.

(Beverly): Okay.

Linda Lee: And I will go ahead and send it off to the people...

(Beverly): Okay.

Linda Lee: ...that I believe are – would be able to assist you best.

(Beverly): Okay, thank you very much.

Deborah Rivera: Operator, this is Deb Rivera. I just wanted to ask, how many questions do we still have on queue?

Coordinator: I have two left in the queue ma'am.

Linda Lee: Okay, that's great.

Deborah Rivera: Okay, great. We'll answer those two questions. Thank you.

Coordinator: You're welcome. Our next one will come from a party that represents Kilowatts Hour. Your line is open ma'am.

Woman 2: Yes, Ms. Linda Lee. Appreciation for this is amazing viewing the Consensus Imaginations Working behind the Count. We were hoping to do something similar I guess with power data or something that we'd be able to – be it telecommunications builder or whatnot payoff for the amount of valuation that it would be attracting and it's through commerce and livability to areas or to have that included I guess as a measure.

I was trying to download your current (API's Educate) and do something I guess integral that is involved with an ETF deck with E-Trade.

And I wasn't sure if you had maybe like either a developer's like group. I know your (SLAC) Group is probably that – heading in that direction to get an invite to attend. Is that implicit or could that be some sort of, I don't know, option for sort of advancing real estate and then advancing air space real estate as how much of configure that you would expect to be able to get data

transfer and connectivity in a particular area for certain clusters of networks as a measure?

Linda Lee: So I'm not sure if I understand your question completely. You're looking for data connectivity for a certain area.

Woman 2: Well we have like a measure. It's called unit of inquiry. And it's like based on react sort of command and then it's sort of like in (April)'s networks into act appropriately is like oh we have an issue that is, you know, (of a) consensus that we have like public consensus. We need to action.

And then to be able to have something that is an appropriate way of asking in that, you know, either triggers a release in the database of funds. We need funds. Throw money at it, it's a problem, whatever or else we need to have like a configuration of, you know, some sort of if it's a healthcare crisis, (HL7), you know, whatever, you know, okay we need, you know, suddenly to, you know, open up, you know, the vault to the training or the, you know, extension of like, you know, in office visits of, you know, healthcare, you know, personnel. We need to get, you know, all of the devices, you know, concentrated to a particular.

This is kind of maybe sounds like military or some sort of like, you know, industrious.

But I thought it was just kind of like, you know, (unintelligible) where just kind of, you know, absolutely integral to, you know, our processing as a higher advanced population of – well so basically what I was trying to just get was a measure of this inquiry whether it be kilowatt hours power, whether we could put power back into the grid through our data, wireless power transfer or if this is something that, you know, we take up with the surveys since, you

know, are pretty much the source of all, you know, countable data that I guess is referenced or kept longer even than the IRS.

I guess, you know, the strength of your database I guess is what I was trying to like perform it and an absolute, you know, measure to include a field in your database structure how would one go about proposing that sort of option.

Linda Lee: Okay. So I have to let you know that what you just mentioned does not sound familiar and could possibly be out of scope for our agency and those surveys and data that we collect.

I do know of a particular program that we conduct. And I'm not sure if that's going to be something that kind of aligns with what you're looking for. In fact I don't think it is.

But just to make sure just that we leave no stone unturned, I would like for you to please send me that question. And I will forward it over to the area that I have in mind.

And but I just want to also let you know that it does not sound like something that we have – are able to provide to you. But I just want to make sure that that is the truth.

Woman 2: Oh for certain. I'll definitely write – respond to your, you know, in responding (unintelligible) to you advancing. Just a quickie, is the (SLAC) channel something where you go often to answer questions in Q&A or is that just kind of like, you know, it's there or like one of those high prize sort of invites to achieve or is that just...?

Linda Lee: I'll be perfectly honest with you. I'm a little bit confused by the question. And anything that you would like to know please just put it in the email. That'll give our subject matter expert the time to review and get back to you.

But based on what you described so far I believe that we do not have what you're looking for. But as I mentioned earlier, I want to make sure that we leave no stone unturned so in case there's something out there that I'm not fully aware of.

So please go ahead and detail your questions over in an email and send it to me and I will have it addressed.

Woman 2: Thank you Ms. Lee, Ms. Linda. I appreciate. Much appreciation for your time and quality of advanced. Thank you.

Coordinator: Our next and last question will come from (Tim Dolan). Sir your line is open.

(Tim Dolan): Well (hello). Thank you. Good afternoon, (Tim) (unintelligible).

Linda Lee: Hi.

(Tim Dolan): Hello Linda and everyone. Thank you again to Linda, Deborah and the entire team for the presentation, very good.

I really haven't spent any time on the database recently so I think that some of these questions might be a novice level. And I don't want to overstay my welcome.

On the reporting period is that always a calendar year or government fiscal year or does it vary by industry?

Linda Lee: So it is program-based. So an annual is going to be typically a calendar year. A quarterly is just the typical quarter that you know of. It's not an unusual. I think your question is based on how some companies or some areas have fiscal years that end in the middle of the year.

(Tim Dolan): Yes.

Linda Lee: But ours is pretty straightforward.

(Tim Dolan): So it's calendar year you're saying.

Linda Lee: Yes.

(Tim Dolan): Okay good. You spoke about the reporting granularity. You said it went down to the zip code. Does it come back up to like a metropolitan area? Here in New Hampshire, Manchester, New Hampshire would include a couple smaller towns.

Linda Lee: Yes it does.

(Tim Dolan): Okay good. User Discussion Groups for self-support is there any type of discussion group that users can go to and not bother you folks which again I know would be more of a consulting activity on your part but to say why was there a blip in Q1 of FY, you know, calendar 2010 in this industry?

Linda Lee: Oh.

(Tim Dolan): So the question is...

Linda Lee: Okay.

(Tim Dolan): ...there a user group.

Linda Lee: So we do not have that available as a feature. And a good reason why we would prefer for you to contact us is so that you receive the appropriate and the correct answer directly from our subject matter experts because although users can be extremely advanced in their knowledge but if you want the answer, the absolute correct answer you would want to speak to our experts.

(Tim Dolan): Okay.

Linda Lee: So it's fine. If you have a question you can go ahead and forward it to us and we will just refer you to the appropriate area and they welcome the questions. And so it's not a problem.

(Tim Dolan): Okay, all right. And the very last question is I saw most of the reports went from the past to calendar 2017. And it doesn't sound – well actually I guess it went to 2016 because you said 2017 has not been reported yet.

Are there any reports that – I thought I saw some slides that had 2018 data.

Linda Lee: Okay.

(Tim Dolan): Is that correct?

Linda Lee: So that depends on which program you're looking at. So the...

(Tim Dolan): Right.

Linda Lee: ...2018 data that I believe you were looking at the quarterly financial report because it is quarterly it is timely and we do have quarters within the 2018 year.

For the other ones that you saw in 20 – for 2016 or '17 those are probably our annual programs. So that is why the years differ because they're different programs that were referenced.

(Tim Dolan): Okay so I need to spend more time to find out what, you know, is more timely that would meet my needs. That's my information.

All right, that'll do it. Thank you for taking time out of your day, beautiful presentation and delivery.

Linda Lee: Thank you.

(Tim Dolan): All right, thanks.

Linda Lee: Thank you everyone for attending today's webinar. If you have any questions please feel free to go ahead and send them to me directly. And I will make sure that they get addressed. Have a great day.

Coordinator: At this time that will conclude today's conference. You may disconnect and thank you for your attendance.

END