NWX-US DEPARTMENT OF COMMERCE (US)

Moderator: Deborah Rivera-Nieves
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Coordinator: Welcome and thank you for standing by. I would like to let all participants know you'll be in a listen-only mode until the question-and-answer session of today's call. If you do have a question, you can press star and then 1.

I will now turn the call over to Deborah Rivera. And the call is being recorded. Ma'am, you may begin.

Deborah Rivera-Nieves: Great. Thank you so much. So, good afternoon, everyone, and welcome to our Census Academy Webinar. The title for today's Webinar is The 2017 Economic Census: A Preview of What's New and What's Coming Soon.

So I want to start first by thanking those of you that are on the line for your interest in this presentation and for taking the time to join us. I also want to thank our presenter, Andy Hait, who has graciously accepted the invitation to present for us today.

So I'm going to go over a few housekeeping items before we get started. As the operator stated, we are going to hold off questions until the end of the

presentation. At that time, we ask that you please be mindful of any personal information that you share when you are asking those questions because we are recording this Webinar with the purpose of posting it to the Census Academy site as a learning resource.

And also in the interest of time, we ask that you keep your questions to one question and then one follow-up, at which point you are welcome to queue up for questions if you still have any remaining.

So with those housekeeping items out of the way, I am going to introduce our speaker, who is Mr. Andy Hait. Mr. Andy Hait is an economist and serves as the Data Product and Data User Liaison in the Government and Trade Management Division of the US Census Bureau. Andy, thank you very much.

Andrew Hait: Thank you very much, Deb. So today's presentation -- today's Webinar -- is going to focus on the information - the changes that data users are going to be seeing when they start releasing data from the 2017 Economic Census. The presentation today is going to cover four main topics.

We're going to start off by talking about the types of geographic area changes that you're going to be seeing in our data products from the 2017 Economic Census. As many of you know, geographic area boundaries constantly change. And we represent those changes every five years in our Economic Census. So we're going to be talking about the changes that have occurred since the 2012 Economic Census up through 2017.

Secondly, we're going to be talking about the changes that have occurred to the North American Industry Classification System or NAICS. And we'll talk a little bit about NAICS in general and then focus on what are those new and

changed industries that you're going to be seeing in our new data products for the 2017 Economic Census.

The third topic for today is going to be the new North American Product Classification System or NAPCS. NAPCS replaces the old product lines tables and classifications systems that we've used in the past. And it's a pretty substantial change, so we'll be spending a little bit of time sort of highlighting the major features of NAPCS and what you're going to be seeing in those products.

And then finally, the fourth part of the presentation is going to talk about other types of changes. These are going to include some of the changes that we've made and drops that we've made to our Miscellaneous Subjects tables. These are the tables that are released at the end of the Economic Census. We'll talk a little bit about the disclosure rules -- some new disclosure rules that we now have to abide by -- and their impacts - potential impacts on data users.

And finally, we we'll be talking about the new data.census.gov dissemination platform where all of the data from the 2017 Economic Census is going to be disseminated. Throughout the presentation, I'm going to be alluding to and referencing the 2017 Economic Census Web site. You will hear me say this a number of times, but I want to say it quickly right now. I'm going to encourage you all to be constantly checking that Economic Census Web site to learn more about the information I'm going to be providing today.

Today's presentation is going to be a pretty high level overview of these changes, but there will be a lot of additional materials available on the Economic Census Web site that will give you more details than what I'm going to cover today.

So to get us started, I just want to quickly give a little bit of overview about the Census Bureau. As many of you know -- hopefully all of you know -- we conduct more than just simply the Population Census every ten years. In fact, we conduct more than 130 different censuses and surveys. They include, of course, the decennial census and the American Community Survey, which is our largest demographic survey that we conduct at the Census Bureau.

But we also have a little over 50 business surveys. And the biggest of those is the Economic Census. We conduct the Economic Census every five years on the years ending with 2 and 7. And it gives us the most comprehensive breakout of the information that we have on businesses available from the US Census Bureau.

In conjunction with the Economic Census, we also conduct a census of governments. This is the public sector portion of our program. And we conduct an Economic Census of the Island Areas -- Puerto Rico, Guam, Northern Marianas, American Samoa, and US Virgin Islands. There is an Economic Census for those five US territories and we will be alluding a little bit to those today.

So, again, for the Economic Census, these are - this is our most comprehensive program. For the 2012 Economic Census, we covered nearly every single 2 through 6 digit NAICS code that we cover at the Census Bureau. There are some exclusions. We, of course, exclude agriculture because the US Department of Agriculture covers the Census of Agriculture.

I have also provided here in this first small bullet a list of the other - or a link to the other exclusions which would include things like US Postal Service, colleges and universities, other types of businesses that are covered by other economic programs outside of the Census Bureau.

This Economic Census publishes the most detailed geographic information that we have in our economic programs area. I have specifically highlighted "place." This is the term that we use for cities, towns, villages, and boroughs. And you'll be learning a lot more in a few minutes about the place level changes that are occurring and that will be visible in the 2017 Economic Census.

In addition to industry and geography, we also publish other dimensions as part of the Economic Census. This includes things like business size, legal form of organization, franchise status, and about 20 other dimensions. We publish over 200 unique data variables in the Economic Census. This includes core statistics like the number of businesses, employment payroll, and sales, but also includes industry variables that are specific to certain sectors of the US economy. So, for example, the Manufacturing Sector publishes detailed information on inventories and assets that is not available in some other sectors.

The Economic Census is also somewhat unique at the Census Bureau in that we publish product lines data. Product lines is a way to look at the more detailed breakout of products sold or manufactured, or services provided by businesses. So for example, if you were interested in looking at the total revenue of grocery stores, you could see that data in our regular data products. But if you wanted to look at the individual types of products that grocery stores sell -- baked goods, poultry, pharmaceutical products, et cetera -- those are our product lines data. And they are unique to the Economic Census. We will be talking about those product lines data specifically when we get to the NAPCS portion.

And finally, this is a very accurate survey. For the 2012 Economic Census, we ended up with an 82% response rate. We are hoping for that high -- or close to as high as that as we can -- for the 2017 Economic Census.

Now I also mentioned - I already mentioned that we conduct an Economic Census of Island Areas. This is one of the programs that's related to the Economic Census. But we also have two others that I've annotated here at the bottom of the slide. The first of them is a Survey of Business Owners. This is our program that publishes information on the race, ethnicity, gender, and veteran status of the business owner. There will be a survey like the Survey of Business Owners published as part of the 2017 program year. It's actually a different survey name this time.

And then finally, we conduct something called the Commodity Flow Survey. This is a program that we conduct for the Department of Transportation Bureau of Transportation Statistics. And it looks at the movement of commodities across the United States by mode and distance and other variables.

The slide here shows the release schedule for our data products from the Economic Census. And as you can notice, the very first report that we're going to be releasing is something called the Economy-Wide Business Statistics for the US or First Look. These data are scheduled for release in September of 2019. And then all of our other data products will continue all the way through the end of 2021.

To look at a more detailed release schedule, I have included the link available to this site on our Web site. And it does include the release dates for the Economic Census of Island Areas.

So, let's talk about our first topic -- geography. The chart on the right-hand side identifies the key and main geographic areas published by the US Census Bureau -- things like nation and state and counties, census tracts, block groups, et cetera. The ones that are surrounded by a red oval are the ones that are published by our economic programs.

This particular program -- as you can see -- publishes a subset of all of the different data that is available from the Economic Census. So we don't publish data all the way down to the tract or block group or block levels because of the number of businesses that we publish in the Economic Census. It's easier to cross-tab 260 or 360 million people into detailed geographies as opposed to 8 million businesses.

Now these geographies include both legally defined areas -- things like states and counties -- as well as areas that we define here at the Census Bureau or statistical areas. That includes things like minors -- excuse me. That includes things like county subdivisions or includes things like census-designated places under that Place category.

In the economic area, there are a couple of geographies that I've surrounded with this dotted red line that are unique to the economic area. On the demographic side, they publish something called the ZIP Code Tabulation Areas or ZCTAs. These are Census Bureau-defined geographies that follow tract boundaries and that mirror ZIP Codes.

In the economic programs area, we actually publish data on the good old-fashioned US Postal Service ZIP Codes. ZIP Codes and ZCTAs are similar. They are not always the same. And data users should know that when you're comparing ZIP Code versus ZCTA level data, you should be aware of those potential differences.

On the demographic side, they publish data on both incorporated and unincorporated places. We call those places economic places. And we do so because we use a threshold to determine what is a valid place for inclusion in the Economic Census. We use, currently, a 2,500 population or 2,500 jobs criteria.

And because of population growth, in a few minutes, you'll be seeing what are the additional places that we're adding for the 2017 Economic Census that now qualify -- meeting that 2,500 criteria -- that didn't qualify before. Not on this chart are the CFS areas -- Commodity Flow Survey areas. They're sort of like our core base statistical areas or metros. They're really sort of a subset of these metropolitan areas.

And finally, we publish data on consolidated cities. This is also, again, not on this chart. But consolidated cities are groups of places that follow legally defined boundaries.

Most of our economic programs are baselined back to the latest Economic Census. So it's critical that we get every business classified into the right geographic area. We do our Economic Census because all of the business data we publish for 2018, '19, '20, '21, and '22 will be baselined back to this 2017 Economic Census.

And finally, the last note I have here is that we geocode every physical - every business based upon its physical address. We don't use the mailing address of that business. And when you think about rural America, very often the manufacturing plant might be located in a particular area, but they get their mail delivered in a completely different area. We want to geocode that

business into the geography based upon where it is physically located. So we use the physical address of that business.

So, let's talk about those changes for 2017. When it comes to metropolitan areas -- or those core base statistical areas -- there were 15 states that had metropolitan areas that had some type of change. This often included metropolitan areas that gained or lost counties or metropolitan areas that now qualify to be considered a certain area that never qualified before.

Three states actually had counties that had some type of change. This includes Alaska, South Dakota, and Virginia. In Virginia, for example, we had a couple of counties that dropped because they used to be independent cities. These are cities that were independent from the county that they were previously part of that have now been merged into the county that that city or town is physically located in.

Every single one of the US states had some type of economic place change. So of the 16,000 or so places and parts that we publish in the Economic Census, about 58% of them had some type of change. And that's a pretty substantial number. To our data users when they are using our data and doing time series analysis, identifying places that had some type of change is important because it may affect the comparability of the data in 2017 to the data in 2012.

For example, we had nearly 4,900 places that had some type of area gain. This would - might include a town that has annexed some land from a neighboring area - an unincorporated area. And now the boundaries of that city or town is different than what it was in 2012.

Almost 4,000 places had some type of area loss. That geography - that town actually ceded some land to a neighboring area. Or maybe the boundary of it changed because the road that defines that geography moved.

About 125 places -- or exactly 125 places -- had some type of change where either their code or their name changed. Often if the name changes, we have to change the code because our data are published in alphabetical order by place. So if the change used to be called - town used to be called Andyville and now it's call Woodholeville, it would now be an A versus a W and you'd have to change the name of the code to actually get it to sort properly.

I'm very happy to report that 442 places now qualify to be economic places. These are areas that used to not be separately published because they had under 2,500 population or under 2,500 jobs. But now -- because of population growth in those communities -- now qualify to be separately published in the Economic Census.

Unfortunately, there's about 170 places that have been dropped from the Economic Census. This is usually due to population decline -- communities that used to have at least 2,500 population and now have under 2,500. Businesses that are located in these dropped places will still be published as part of the Economic Census. They will just be published in something called the Balance of County for that county as opposed to a separate place.

Now I mentioned that the Economic Census also includes the Economic Census of Island Areas. And I will say that there were no metropolitan area changes at all for Puerto Rico. Puerto Rico is the only one of the five areas that have metropolitan areas at all. And there were actually no county or even place equivalent changes for any of the other four islands -- so Guam, Northern Marianas, American Samoa, or the US Virgin Islands.

I've provided here at the bottom of the slide a link to our Geographies Page on the Economic Census Main Page where you can go to get more information about these changes. And that page will include something that's going to look like this. This is a State Summary document that we have prepared that on a state-by-state basis identifies the metropolitan area, county, and/or place changes that have occurred for that particular state.

So as you can see, for the state of Alabama, the Birmingham combined statistical area gained a micropolitan area. The Huntsville combined statistical area gained a micropolitan area. And there are two new areas -- the Pensacola Ferry Pass combined statistical area and the Eufaula micropolitan statistical area. Those are four metropolitan areas that have had some type of change in Alabama.

There were no county level changes. But you can see that of the 314 total places, 111 places in Alabama had either area gain, 55 had area loss, and 4 had a name change only. There were 15 new cities, towns, villages, and boroughs that now qualify to be economic places, and two towns in Alabama that have now dropped. And again, this work sheet -- or something like this -- is available at the URL that is available at the bottom of the page and would actually not just give you the change notes giving you these counts. What are those 15 -- not only what are those 15 places -- but actually name them. So you'll be able to see exactly what are the changes.

In 2012 we provided a number of mapping resources to help users understand the boundaries of metropolitan areas and the list of places that are included in the Economic Census. On the left-hand side of the screen, top left image is an image of the Maryland - the Washington, DC, metropolitan statistical area and

combined statistical areas. It's this large area in - shaded in dark and light green.

To the right bottom of there is a map of Anne Arundel County, Maryland, identifying all of the places that are recognized or that were recognized to the 2012 Economic Census. The one place highlighted in pink is the city of Annapolis. That is the only incorporated city in Anne Arundel County. All of the other places highlighted there in green are combined statistical areas. And the ones that are in the light green are brand new ones that now qualified in 2012 that didn't qualify before.

Now in 2012 these geographies were -- excuse me -- these map resources were static PDF reference maps. And I have provided a link in the bottom left-hand corner to those actual maps for people to look at for review purposes. For the 2017 Economic Census, we're moving away from these static reference maps and moving to a more online experience for data users. That is using our new TigerWeb system specifically for our economic geographies. And I've provided on the right-hand side of the slide a screen shot of TigerWeb Econ and of course the link to the URL where you can go to learn more about these geographies that are valid.

So let's now change to our second topic -- NAICS, the North American Industry Classification System. This is the standard that all of the US federal statistical agencies use to classify businesses. It was developed by the Office of Management and Budget in conjunction with Statistics Canada and Mexico's statistical agency INEGI.

This is a three-country agreement. And because it is a three-country agreement, it helps ensure the comparability of data across our three North American countries. So if you were a company manufacturing a particular

product in the United States and you wanted to compare the manufacturing statistics for your industry in the US to the manufacturing statistics for that same industry in Canada and in Mexico, you can actually make that comparison because we all use the exact same classification system.

NAICS was adopted in 1997 and replaces the old - or replaced the old Standard Industrial Classification System or SIC system. Unlike SIC -- which was updated every 10 to 15 years -- NAICS is being updated every five years and I've actually provided a link here on the slide to the 2017 NAICS manual that gives you information about the new 2017 NAICS codes.

Now in determining what types of changes are going to occur, these three countries, of course, work together to discuss different changes. But businesses and others can actually have a role in those updates. As we see industries that are in decline, businesses can say, "There doesn't make any sense anymore for us to collect data for a particular industry because that industry no longer is present in the United States. Maybe we ought to combine that industry."

Likewise, if industries are emerging -- think about the explosive growth of the solar, wind, geothermal, and biomass electric power generation sectors or industries. Those industries all got their own NAICS codes in 2012 because the industry had matured enough to the point that they now warranted having their own Web site - their own NAICS code.

The NAICS Web site is available here on the slide. And I've also included a link to the Federal Register notices where you can go to, to read descriptions of what types of changes have happened and why they have happened. This is a - this slide shows a simple example of the NAICS hierarchy. It starts off with the two-digit NAICS code accommodation and food services and breaks

it out into the three-digit codes 721 and 722 for accommodation -- hotels -- and for food services -- restaurants, for example.

721, the three-digit code, is then further broken out into three four-digit NAICS codes -- travel or accommodations, RV parks, and rooming and boarding houses. The four-digit is then further broken out into the five-digit NAICS code. And finally, those five-digit NAICS codes are then broken out to six-digit NAICS codes.

So if I was interested in specifically - for data for B&B's -- beds and breakfasts -- I would be looking for NAICS code 721191 and that would give me that detailed data. All of the NAICS changes I'm going to be talking about today are changes that have occurred at the six-digit NAICS level -- this last set of images on the right-hand side.

When you think about the hierarchy of NAICS, of course, each of these six-digit NAICS changes that we're going to discuss then cascade up and affect the five-, four-, three-, and even sometimes the two-digit NAICS code levels. So I want you to kind of keep that in mind when we begin to talk about these changes that are planned for the 2017 - or that you'll be seeing in the 2017 Economic Census.

So when we think about these changes, they can be grouped into three or four basic categories. There are some industries that have been recoded. Where a single NAICS code in 2012 became a single NAICS code -- just a different NAICS code -- in 2017 -- these one-to-one recodes.

There are many-to-one cases, cases where two or more industries have now been combined to form a new single NAICS code. And then there are some

many -- too many cases -- where pieces of one industry have been split and combined with pieces of another industry to form new industries.

There are no one-to-many industry splitters this time. So for the 2017 Economic Census you're not going to see any cases where a single NAICS code in 2012 became multiple NAICS codes in 2017. That example I gave just a moment ago of solar, wind, geothermal, and biomass electric power generation -- these were - those were all cases where those industries had previously been collected together in a single code and were then split into that breakout.

There are a number of sectors that have changes. The mining sector -- as you can see -- does have one set of many-to-many changes. Crude oil - crude petroleum extraction and natural gas extraction have been pulled out of their respective industries and formed these two new industries. And then lead ore and zinc ore mining has been combined with copper ore and nickel ore mining to form a new NAICS code -- have been combined many-to-one -- these green highlighted ones -- into copper, nickel, lead, and zinc mining.

In the manufacturing sector, we also have some many-to-one combinations. One of the most significant ones, I would say, for data users is the fact that the data we used to publish on household appliance manufacturing -- cooking appliances, refrigerators, home freezers, laundry, and other appliances -- have all been combined into one single NAICS code called Major Household Appliance Manufacturing.

So if you were interested in looking for data specifically on how many refrigerators were made in the United States in 2017, that industry has now been combined with these other industries primarily due to industry decline.

We don't actually make those products very often here in the United States. So they are now combined into one code.

The retail trade sector and the information sector have also - had seen some changes. In this case, you can see there's a couple of these recode cases. All other general merchandise stores under Retail Trade has been recoded with no content change at all to a different NAICS code. So where you're going to find that NAICS code in the hierarchy and how the data is going to add up -- the same data will be there. The same content of the code. It'll just be under a different code.

Same thing for the wired versus wireless telecommunication carriers. Again, those codes have been recoded to put them into a new - new industries.

And finally, the last two sectors that were affected was the real estate -- rental and leasing. Again, a whole bunch of one-to-one recodes. And finally, the professional, scientific, and technical services sector. And this is where an interesting new set of industries have been produced - have been identified for nanotechnology and biotechnology. So we now have this great breakout. Again, I would encourage people to check out the NAICS Web site for more information about these NAICS changes.

So let's now talk about NAPCS -- the North American Product Classification System. As I mentioned before, product lines data provides more detailed breakout of the different types of products and services provided by businesses. In the 2012 Economic Census, product lines data was published for nearly every sector of the US economy. But how that data were published was quite different.

For the manufacturing and mining sectors we published data at the six-, seven-, and eight- and ten-digit product levels and we separated the products data from the industry data. The only exception to that was we had something called the Industry Product Analysis Tables that pulled together industries and products.

In the construction sector, we published data on -- sort of data -- on product lines in something called our kind of business and typing - type of construction tables. And other sectors then published their own types of breakouts of product line data being shown at the broad level as well as at the detailed lines level.

All of this is now changing under the new NAPCS classification system. So, for example, this is a screen shot of what one of our product line tables looked like for the manufacturing sector for men's and boys' cut-and-sew apparel manufacturing. So you could see we started off with the six-digit code, then showed some seven-digit details, and then eight- and ten-digit product codes. And you can clearly see this breakout of detailed products data -- how many tailored suits -- what the value of tailored suits made in the United States from purchased fabrics was. You can see it's $172 million worth of men's and boys' tailored suits.

So we had this type of data for the manufacturing sector. For the wholesale and retail trade sector, the tables looked similar but a little different. Top left-hand corner was our data for wholesale trade. This is specifically for apparel, piece goods, and notions, merchant wholesalers. Again, you can sort of see a breakout of men's and boys' clothing looking a little bit different than the way that manufacturing table would. And finally on the bottom we have data for clothing stores and the types of men's and boys' clothing that was published as part of our clothing data.

So as you can see, the data for each of these sectors was published quite different. And in many cases, users had challenges when you're trying to compare data for clothing manufacturing to clothing wholesaling to clothing retailing. That comparability - that ability to pull data across different industries is sort of a key component - a key factor - a key guiding principle of the new NPAS classification system.

So this is a look at -- a preview of -- what the corresponding 2017 Economic Census NAPCS examples would be for those wholesale and retail breakouts. You'll see the tables now look very similar in terms of their columnar structure. The coding system itself -- the NAPCS codes themselves -- are in a more organized sort of fashion. And it allows users to more easily combine data across those different industries.

To learn more about NAPCS, I would definitely encourage you all to check out the NAPCS Web site and the concordance tables that are available to learn more. And again, I have provided that link in the bottom left-hand corner of the slide.

The last set of changes that I want to talk about are some other changes. And these can be grouped into a couple of broad categories. First, let's talk about structural product changes. As many of you know, our very first release as part of the Economic Census has always historically been something called The Advance Report. The Advance Report gave users a very high level look at the data from the Economic Census -- two-digit NAICS codes only, at the national level only.

For the 2017 Economic Census, we are still going to be publishing national level data in our First Look Report, but now this report will actually have two

through selected lower level details. So you will be able to get down to even six-digit NAICS level details in the very first release that we are going to be releasing in September of this year.

The data that is published in the First Look will be superseded by the national level data that we are going to be publishing as part of our geographic area statistics reports. But users will get a quick look -- a first look -- pretty early in the flow of the national level data.

The second structural change I want to talk about has to do with the establishment and firm size releases. Historically, these releases were published on an individual sector-by-sector basis. So, for example, if I was a community planner and I wanted to find some information about small businesses across five different sectors in my local economy -- I wanted to look at small retail businesses and small wholesale businesses and small educational services businesses, et cetera -- I would have to go into separate data sets for each of those individual sectors and pull together the establishment and firm size data that's available for each of those sectors to look at the complete picture of small businesses in my communities.

For 2017, we finally have addressed that. These establishment and firm size reports are all now being consolidated into seven large consolidated tables. So you will no longer have to go to separate data tables by sector the way we had - the way you had to in the 2012 Economic Census.

In addition, we've standardized the size categories that are appearing in those establishment and firm size reports. So when you were defining small business as a business that had less than 50 employees -- let's just pretend that that was the category that you were looking for -- you had to look at very different categories across each sector and aggregate to that 50-employee

category. These size categories have now been standardized across those sectors to allow combination of that data to be much easier.

I'm really happy that we've done this. This has been a personal challenge for users that I have talked with a lot. And I know that they were - are going to be very happy to hear that we're making it so much easier to pull together business size data.

Couple of other structural product changes I want to talk about. At the end of the Economic Census, the last sets of data we released was something called the Miscellaneous Subjects Tables. These are a very eclectic mix of different data tables that we publish as part of the Economic Census. There are some tables that we are dropping -- and I have included the numbers of tables by sector that are being dropped.

If you want to learn more about what those two mining tables that we're dropping or those four finance insurance tables that we're dropping, I've again provided the link to the Economic Census Web site where you will be able to go in the future and learn more about those dropped tables.

Now, again, because the Miscellaneous Subjects Tables are the last ones that we disseminate, some of the information about these tables is still being worked on. So when you go to the Web site today, you will not see the full list of these. But I would encourage you, again, to check back in the future.

I am happy to report, though, that we are adding seven new Miscellaneous Subjects Tables, one in each of these couple of sectors -- the utility sector, construction, wholesale trade, educational services, and healthcare sector -- and two in the accommodation and food services sector.

So, for example, under accommodation and food services you will now be able to get information on electronic menu ordering. So when I place the order for my pizza through the local pizza place, business - that business will have been asked in the 2017 Economic Census to report how much of their sales were made by someone placing the order there in person or calling in versus someone who placed that order electronically via the Internet.

Similarly, we have new information for the utility sector on cost to purchase gas for resale by utilities. A lot of utility companies purchase gas that they are actually then reselling to their customers. We'll have detailed data for there.

In addition to these tables, the class of customer, enterprise support, and exported services tables -- that used to be separately released by individual sector -- will similarly be consolidated to where we - the way we are consolidating the establishment and firm size tables. And again, I'm going to once again say, "Check out the Economic Census Web site for more information. Again, these plans are still sort of evolving and I would encourage you all to check that out to find out exactly what those new tables are going to look like."

This is a pretty substantial change here, so I want to spend a little bit of time highlighting this. And that is that we are now going to be - have to publish data following new disclosure rules. And these new rules will have impacts on users. Historically, the number of businesses -- the number of what we call number of establishments -- was not suppressed even when other variables were withheld.

So for example -- looking at the table here displayed -- each of the rows - each of the data items that I have circled in this red circle are cases were the sales, payroll, first quarter payroll, and employment data were all suppressed or

withheld due to disclosure. But the number of establishments, for example, was still shown.

So for example, this is looking at data for Suitland CDPs -- Suitland Census-designated place -- the location, the city where the US Census Bureau is actually headquartered. If you look at the data for educational services, you can see that there was one educational services business in Suitland, Maryland. And because of there was just one, we had to suppress the data on sales, payroll, first quarter payroll, and number of employees because of privacy concerns.

If I was the operator of the educational services business, I would not want my competitors -- or anyone, for that matter -- to know exactly how much I pay my employees or what my sales are. But the number of establishments was still published. This was sort of public record. You could drive around Suitland and see that one educational services business.

For the 2017 Economic Census, the new IRS privacy rules are going to require us to start to suppress those establishment counts when they are either less than three or - and/or when other variables are suppressed. So in my table example I have here, every one of these cells that are currently surrounded by a red circle -- every one of those would actually be suppressed. This is a fairly substantial change.

Again, it's because of this new IRS privacy rule that we are now having to implement. And I do want to make sure that users are aware of this change because it will impact the usability, if you will, of the data.

We will still - the plan, at least, is to still keep publishing these rows of data. It just will mean that that cell will then be - will be suppressed - will be D'd. So

you would see the same D in the column for the number of establishments as you are seeing in the other columns.

We are - I am happy to say that in cases where there are zero of a particular type of business in an area, those zero rows will not appear. So when you see a row of data that is suppressed, you will at least know that it is not equal to zero, but you won't know what the actual number is.

Along with these changes, we are also going to be providing some additional information that provides information on the measures of reliability of our data. Historically, we've not shown margins of error and other measures of reliability in our data products. But for this census, we will start to include those types of things.

Let's now talk about some other changes. Historically, the geographic area levels that we published in the Economic Census varied by sector. So looking at the table on the right-hand side, you could see that the mining sector only published data at the national and state level, whereas the retail trade sector published data at the national, metro, county, place, and even ZIP Code levels.

For the 2017 Economic Census, we are not going to be publishing place level data anymore -- city, town, village, borough level data -- for the manufacturing sector. So users will not be able to find out how many manufacturers there are in Suitland, Maryland, for example -- that particular town.

We also may be reducing the public -- published levels for some other sectors based on things like response rates, data quality, suppression rules and other factors. And again -- I'm going to echo this again -- I'm encouraging you all

to check out the Economic Census Web site for more information as these sort of details flesh out.

In terms of changes to the Economic Census of Island Areas, the way these releases are being published will mirror the way the US level tables are published as much as possible. So, for example, all of the geographic area data for all five islands will be published in two new consolidated tables. There will be four new consolidated establishment and firm size tables published as part of the census of island areas. So, again, making it easier for users of that data to be able to get to the details.

The last change I'm going to talk about is that we will be disseminating data in the 2017 Economic Census on the new data.census.gov platform. Historically, we have always published our Economic Census data on American Fact Finder. That started in 1997. And we've been now publishing for a number of years on American Fact Finder.

The historical Economic Census will continue to be accessible on American Fact Finder until it is eventually migrated over to the new data.census.gov platform. But for the 2017 Economic Census, those data will only be disseminated on data.census.gov. And I am very much encouraging all of you and all of the people that you work with to familiarize yourselves with the new data.census.gov platform and its capabilities because you will have to learn how to use this tool to access the new 2017 Economic Census data.

So essentially, that is all the changes that we have planned for the 2017 Economic Census. To kind of summarize, again, we have geographic area changes. Geography changes are really important to users because they impact time series comparability. You would not want to compare the data for the 2012 Economic Census to the data for 2017 Economic Census for a

particular city if the boundaries of that city or town changed. Or perhaps you might say -- in looking at the change -- you may say, "You know what? That annexation does not impact the geography in a way that's important to me. So I will say it is comparable." We provide those detailed information.

Again, we've added a number of newly qualifying places. So for some of you who are interested in data that we've never had before, we will still have some data. Just like with geography, those NAICS changes also impact comparability. So we want you to use those tables to understand whether or not the data are comparable over time. You noticed that there were some industries that were simply a recode.

The industry content is exactly the same, but the code that it is being published in, in 2017 is a different code than when it was published in 2012. For those codes we want people to still use the historical data. Just realize that it's going to have to be recoded to the new code.

And again, we have this new data on the nanobiotechnology industry that will now finally have its own recognition in the Economic Census. Again, NAPCS changes make it easier to combine and compare products across industries and sectors. And again, we have a bunch of other changes, including some dropped and changed Miscellaneous Subjects Tables, these new disclosure rules and the new data.census.gov platform.

So with that, I am actually done now. Operator, if you could go ahead and queue up folks to see if anybody has any questions. And while we are waiting for folks to ask their questions, my colleague, Deb, will actually raise some other things with you. So thank you so much.

Coordinator: Thank you. We will now begin the question-and-answer session. If you'd like to ask a question, please press star 1 and record your name clearly. One moment, please, while we wait for the first question.

Deborah Rivera-Nieves: Great. Thank you so much, Andy, for the wonderful presentation. We really appreciate it. So while we are waiting for folks to queue up for questions, I'm going to take this time to talk a little bit about the Census Academy. And the Census Academy is the name for the Census Bureau's new online training hub which features educational content for all skill levels.

The Census Academy was created with a high focus on creating digital content. So you can actually learn how to access Census Bureau data through a variety of resources -- such as the courses -- that allow users to learn at their own pace. We also have quick tips and tricks videos -- like the data (gym). And alternately, you can also join our free live Webinars where you can direct questions to our instructors, much like you are today.

So if you would like to check it out, I encourage you all to visit census.gov/academy and also to join the community so you can stay in touch with us and see what's new with our new training hub. So thank you. And, operator, do we have any questions?

Coordinator: Yes, we do have one question from (Cynthia Davison). Your line is open.

(Cynthia Davison): Thank you. Thank you very much for the information as well. I'm curious -- I may have missed it -- but will the presentation deck with all of the wonderful links be shared?

Andrew Hait: Absolutely. Yes, we will be posting both the presentation itself, the PowerPoint file, as well as the recording and the transcript will both be available in the coming day or days.

(Cynthia Davison): Great. Thank you.

Andrew Hait: You're welcome.

Coordinator: As a reminder, if you'd like to ask a question, please press star followed by number 1. A moment please for the next question. We do have a question on the line. Your name was not recorded. Your line is open.

If you queued up for a question, your line is open. Please press star 6 to unmute your line. You - your line is open if you did queue up for a question.

(Lisa Monty): Okay, am I - can you hear me now?

Andrew Hait: Yes.

Coordinator: Yes.

(Lisa Monty): Oh, great. On the -- this is (Lisa Monty). I'm sorry. The - one educational services that - table that is added - you said - it said modes of instruction. Could you tell us what that means?

Andrew Hait: Oh, actually, that's a great question. And to be quite honest, I don't have the details for you. Some of these Miscellaneous Subjects Tables are still being sort of developed as we're speaking. I'm assuming that the way that table is going to be included - it's going to talk about in-person versus Webinar versus other types of modes of doing education.

But that's a great question. Again, I would encourage you to check out our Web site when those table shells are published so you can actually see what the new published table will look like. Yes, great question.

(Lisa Monty): Okay. Thank you.

Andrew Hait: You're welcome.

Coordinator: I show no further questions at this time.

Andrew Hait: Okay. So if anybody has any other questions that you can think of after we're done today, on this slide you can see my email address and my phone number. Please feel free to contact me if you have any other questions. And with that, I want to thank everybody for taking time out of your busy day to participate in this Webinar. And thank you so much.

Coordinator: Thank you for participating in today's conference. Please disconnect at this time.

END