Exploring Census Data
Webinar Series:
Webinar #4 – Healthcare

Another Look into Business and Demographic Healthcare Sector Data

Audio: To hear the audio, you must call BY TELEPHONE to 800-857-8887 (passcode: 8617957)

Thursday, July 25th, 2019

Presented by: Andrew W. Hait and Caleb M. Hopler
U.S. Census Bureau
Exploring Census Data Webinar Series: Webinar #4 – Healthcare

Another Look into Business and Demographic Healthcare Sector Data

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Exploring Census Data Webinar Series

• Monthly webinars on key topics
• Topics may change based on attendee feedback
• Will follow real-life use cases
• Presented by Census subject matter experts
• Will include Q&A
• Will be recorded and posted for later reference
• Learn more at https://www.census.gov/data/training-workshops.html
About the Census Bureau

• The U.S. Census Bureau is the federal government’s largest statistical agency.

• We conduct more than 100 censuses and surveys annually, including
  - The Decennial Census – the once-a-decade population and housing count of all 50 states and U.S. territories
  - The American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American businesses
  - The Census of Governments – the official five-year measure of the nation’s state and local governments, and structure

• Our mission is to serve as the leading source of quality data about America’s people, places, and economy.
The Decennial Census

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
• Draw congressional and state legislative districts, school districts, and voting precincts
• Distribute more than $675 billion federal dollars annually to states
• Inform federal, tribal, state, and local government planning decisions
• Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
2020 Census
What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

Every household will have the option of responding online, by phone, or by mail.

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

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Bureau

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What You Can Do To Get Involved to Help Make the 2020 Census a Complete and Accurate Count Of the Nation’s People

• Actively support a complete and accurate count for the 2020 Census.
• Spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020.
• https://2020census.gov/jobs
• Research the characteristics and projected self-response rates for your own neighborhood and strategically think through how you can improve the count among your family, friends, and neighbors. https://www.census.gov/roam
• Urge everyone you are connected with to self-respond to the census in late March and April 2020.
  1. The Census is Important
  2. The Census is Easy
  3. The Census is Safe
• Join your local Complete Count Committee and lend your expertise to ensure all segments of your community are accurately counted in 2020.
• https://2020census.gov

How will our country look in 2020?
Last Year’s Healthcare Webinar

• National data on the Healthcare sector
  • Quarterly Services Survey and Service Annual Survey
    • Employer Services businesses (including Healthcare)
    • Revenue and other data (including patient visits and health records system expenses)

• Local area data on the Healthcare sector
  • County Business Patterns
    • Employer Healthcare businesses
    • Number of establishments, employment, and payroll at national to county and ZIP Code level
  • NonEmployer Statistics
    • Nonemployer Healthcare businesses (self-employed people)
    • Number of firms and revenue at national to county level

See https://www.census.gov/data/academy/webinars/2018/economic-programs-series/healthcare.html for the recording, transcript, and PPT
Today’s Webinar

• Additional sources of business data on the Healthcare sector
  • Annual Capital Expenditures Survey
  • E-Stats
  • Public Sector
  • Quarterly Workforce Indicators
  • 2017 Economic Census

• Demographic data on the Healthcare sector
  • The American Community Survey

Our specific use case: Hospitals
Business Data
The Annual Capital Expenditures Survey

- Provides data on capital spending for new and used structures and equipment for companies with and without employees
- Major industry sector and industry-specific breakouts are available for businesses with employees only
  - Total capital expenditures shown for companies with and without employers (employers and nonemployers)
- Shown at the National level only

https://www.census.gov/programs-surveys/aces.html

Key stats for 2017 for the Healthcare sector:

- Total capital expenditures $104.9 Billion (+12.1% from 2016)
  (Manufacturing: $248.3 billion)
  - Structures: $56.6 billion
  - Equipment: $48.3 billion
- General Medical and Surgical Hospitals: $58.1 billion
- Nursing & Residential Care Facilities: $11.7 billion
Table 2a. Total Capital Expenditures for Companies With Employees by Industry Sector: 2008 to 2017

Source: 2008 - 2017 Annual Capital Expenditures Survey
See Survey Description for meanings of abbreviations and symbols
See Definition of terms
See Technical Documentation Methodology

[Millions of current dollars.]

<table>
<thead>
<tr>
<th>NAICS code</th>
<th>Industry</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>113-115</td>
<td>Forestry, fishing, and agricultural services</td>
<td>1,294,491</td>
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<tr>
<td>21</td>
<td>Mining</td>
<td>1,015,322</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
<td>1,036,153</td>
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<td>23</td>
<td>Construction</td>
<td>1,169,604</td>
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<tr>
<td>31-33</td>
<td>Manufacturing</td>
<td>1,334,421</td>
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<tr>
<td></td>
<td>Durable goods industries</td>
<td>1,400,883</td>
</tr>
<tr>
<td>31, 32-326</td>
<td>Nondurable goods industries</td>
<td>1,506,582</td>
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<tr>
<td>42</td>
<td>Wholesale trade</td>
<td>1,548,057</td>
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<tr>
<td>44-45</td>
<td>Retail trade</td>
<td>1,479,439</td>
</tr>
<tr>
<td>48-49</td>
<td>Transportation and warehousing</td>
<td>1,581,840</td>
</tr>
<tr>
<td>51</td>
<td>Information</td>
<td>1,294,491</td>
</tr>
<tr>
<td>52</td>
<td>Finance and insurance</td>
<td>1,015,322</td>
</tr>
<tr>
<td>53</td>
<td>Real estate and rental and leasing</td>
<td>1,036,153</td>
</tr>
<tr>
<td>54</td>
<td>Professional, scientific, and technical services</td>
<td>1,169,604</td>
</tr>
<tr>
<td>55</td>
<td>Management of companies and enterprises</td>
<td>1,334,421</td>
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<tr>
<td>56</td>
<td>Administrative and support and waste management</td>
<td>1,400,883</td>
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<tr>
<td>61</td>
<td>Educational services</td>
<td>1,506,582</td>
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<tr>
<td>62</td>
<td>Health care and social assistance</td>
<td>1,548,057</td>
</tr>
<tr>
<td>71</td>
<td>Arts, entertainment, and recreation</td>
<td>1,479,439</td>
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<tr>
<td>72</td>
<td>Accommodation and food services</td>
<td>1,581,840</td>
</tr>
<tr>
<td>81</td>
<td>Other services (except public administration)</td>
<td>1,294,491</td>
</tr>
<tr>
<td>99</td>
<td>Industries not elsewhere classified</td>
<td>1,015,322</td>
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</tbody>
</table>
E-Stats

E-Commerce Statistics

• Measures the value of goods and services sold online
• “Online” = internet as well as Electronic Data Interchanges
• Covers companies with employees only
• Shown at the National level only

https://www.census.gov/programs-surveys/e-stats.html

Key stats for 2016 for the Healthcare sector:

Total E-commerce revenue: $1.8 Billion
(Up 10.9% from 2015)

0.1% of the $2.4 trillion in Total Revenue

(By comparison, Retail Trade: $389.1 billion, 14.4% of $4.9 trillion in Total Sales)
<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
<th>Total Revenue</th>
<th>2016</th>
<th>2015</th>
<th>Y/Y Percent Change</th>
<th>E-commerce as a Percent of Total Revenue</th>
<th>Percent Distribution of E-commerce Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>Utilities¹</td>
<td>570,054</td>
<td>4,382</td>
<td>576,560</td>
<td>-1.1</td>
<td>0.8</td>
<td>0.7</td>
</tr>
<tr>
<td>4849y</td>
<td>Transportation and Warehousing³</td>
<td>875,642</td>
<td>113,880</td>
<td>876,498</td>
<td>-0.1</td>
<td>3.3</td>
<td>0.8</td>
</tr>
<tr>
<td>51</td>
<td>Information</td>
<td>1,497,831</td>
<td>165,237</td>
<td>1,405,882</td>
<td>6.5</td>
<td>11.9</td>
<td>11.0</td>
</tr>
<tr>
<td>52</td>
<td>Finance and Insurance³</td>
<td>4,268,985</td>
<td>142,782</td>
<td>4,101,707</td>
<td>4.1</td>
<td>11.8</td>
<td>3.3</td>
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<tr>
<td>53</td>
<td>Real Estate and Rental and Leasing</td>
<td>632,565</td>
<td>27,987</td>
<td>602,846</td>
<td>4.9</td>
<td>8.1</td>
<td>4.4</td>
</tr>
<tr>
<td>54</td>
<td>Professional, Scientific, and Technical Services⁴</td>
<td>1,726,542</td>
<td>47,009</td>
<td>1,647,677</td>
<td>4.8</td>
<td>7.9</td>
<td>2.7</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and Support and Waste Management and Remediation Services</td>
<td>872,729</td>
<td>31,648</td>
<td>816,393</td>
<td>6.9</td>
<td>8.3</td>
<td>3.6</td>
</tr>
<tr>
<td>61</td>
<td>Educational Services³</td>
<td>64,306</td>
<td>7,508</td>
<td>61,934</td>
<td>3.8</td>
<td>11.8</td>
<td>11.7</td>
</tr>
<tr>
<td>62</td>
<td>Health Care and Social Assistance</td>
<td>2,427,731</td>
<td>1,828</td>
<td>2,304,000</td>
<td>5.4</td>
<td>10.9</td>
<td>0.1</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
<td>250,250</td>
<td>10,931</td>
<td>237,482</td>
<td>5.4</td>
<td>16.5</td>
<td>4.4</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and Food Services</td>
<td>886,463</td>
<td>40,592</td>
<td>840,745</td>
<td>5.4</td>
<td>10.5</td>
<td>4.6</td>
</tr>
<tr>
<td>81</td>
<td>Other Services (except Public Administration)⁵</td>
<td>518,013</td>
<td>14,934</td>
<td>498,951</td>
<td>3.8</td>
<td>6.6</td>
<td>2.9</td>
</tr>
</tbody>
</table>

Table 3. U.S. Services Revenue - Total and E-commerce: 2016 and 2015

Estimates include data only for businesses with paid employees and are subject to revisions. Value estimates are shown in millions of dollars. Detail estimates may not add to totals due to rounding. Estimated measures of sampling variability for these estimates are provided in Table 3A.
Public Sector

State and Local Governments

• Government Employment and Payroll
  • Annual data on number of full-time and part-time employees and their payrolls by functional category (includes data on Full-Time Equivalents (FTEs))

• Government Finances
  • Annual and quarterly data on revenues, expenditures, debts, and assets
  • Annual and quarterly data on government employee retirement systems

• Tax Statistics
  • Annual and quarterly data on tax revenue (seasonal adjustments for quarterly tax statistics)

• Lists and Structure of Governments
  • Counts of governments

• Special Topics (criminal justice, education, libraries)

https://www.census.gov/govs/

Key stats for State and Local Government Hospitals:

Full-time employees (2018): 905,695
Payroll (2018): $5.1 billion

Part-time employees (2018): 219,346
Payroll (2018): $740.0 million

General revenue from hospitals (2016): $151.3 billion
Direct expenditures on hospitals (2016): $183.1 billion
Total State & Local Employees by Function

Source: 2018 Survey of Public Employment and Payroll, U.S. Census Bureau
Top 15 Functions: Total Employment

Source: 2018 Survey of Public Employment and Payroll, U.S. Census Bureau
Total State & Local March Payroll by Function (whole dollars)

Source: 2018 Survey of Public Employment and Payroll, U.S. Census Bureau
State & Local Government Snapshot

2015 State & Local Governments Combined Expenditure

Year | Government Type | Expenditure
--- | --- | ---
2014 | State & Local Governments Combined | $1,073,939,364,600

• Select different years
• Select State, Local or State and Local Governments
• Select Variable to Display; Revenues, Expenditures, or Employment
• Select a State

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QWI

The *Quarterly Workforce Indicators*

- Provides data on employment, job creation, and earnings
- Data also broken out by firm and worker characteristics
  - Firm: Geography, industry, age, size
  - Worker: sex, age, education, race, ethnicity
- Covers companies with employees only
- Shown at the National to county level

https://lehd.ces.census.gov/data/#qwi

Key stats for 2018 Q2 for General Medical and Surgical Hospitals in Maryland:

- Total employment: **91,436**
- Hires: **5,537**
- Separations: **5,212**
- Firm job gain: **640**
- Firm job loss: **320**
- Average monthly earnings: **$4,790**

(https://qwiexplorer.ces.census.gov/exp-r/1013ca.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0)
QWI Explorer

Data on:

• Quarterly employment of

• General Medical and Surgical Hospitals in

• Maryland

• by worker age

https://qwiexplorer.ces.census.gov

https://qwiexplorer.ces.census.gov/exp-r/1013cc.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0
Hires by Education Attainment

https://qwiexplorer.ces.census.gov/exp-r/1013cf.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0

Monthly Wages by Worker Sex

https://qwiexplorer.ces.census.gov/exp-r/1013ce.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0

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Firm Job Change by NAICS Sector

https://qwiexplorer.ces.census.gov/exp-r/1013d1.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0
The Economic Census

• NAICS: Nearly every 2- thru 6-digit code covered by the Census Bureau
  • Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)

• Geography: National, state, metro and other lower geographies (areas shown vary by sector)

• Other Dimensions: Data by business size (establishment and firm; employment and revenue), Legal Form of Organization, Franchise status, etc.

• Over 200 data variables shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)

• Product Lines data (revenue by products sold or manufactured or services provided)

Key stats from the 2012 EC for General Medical and Surgical Hospitals:

Total number of establishments: 5,001
Total employment: 5,256,237
Total annual payroll: $291.6 billion
Total receipts: $816.6 billion
See the release schedule on the Economic Census web site 
([https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html](https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html)) for updates.
Changes for the 2017 Economic Census

- Geographic Areas
  - 15 states had metro areas (CBSAs) with some type of change
  - 3 states had counties with some type of change (Alaska, South Dakota, and Virginia)
  - Every state had economic place changes (16,349 Places and parts; 58% changed)
  - See https://www.census.gov/programs-surveys/economic-census/geographies.html for more information

- (No NAICS Changes that impact the Healthcare sector)
- New NAPCS-based Product Lines data (revenue by products sold or manufactured or services provided)
- Many structural product changes
- New disclosure rules
- New Dissemination Platform
### Key data from the 2012 Economic Census on General Medical and Surgical Hospitals

<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Products and services code</th>
<th>Meaning of Products and services code</th>
<th>Meaning of Type of operation or tax status code</th>
<th>Year</th>
<th>Number of establishments</th>
<th>Total sales of estab reporting product line ($1,000)</th>
<th>Receipts/Revenue ($1,000)</th>
<th>Product line sales as % of total sales of all estab (%)</th>
<th>Response coverage of product lines inquiry (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>62210</td>
<td>General medical and surgical hospitals</td>
<td>All establishments</td>
<td>2012</td>
<td>5,001</td>
<td>816,614,961</td>
<td>2012</td>
<td>5,001</td>
<td>816,614,961</td>
<td>816,614,961</td>
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<tr>
<td>United States</td>
<td>62210</td>
<td>General medical and surgical hospitals</td>
<td>All establishments</td>
<td>2012</td>
<td>632</td>
<td>68,597,105</td>
<td>2012</td>
<td>632</td>
<td>68,597,105</td>
<td>68,597,105</td>
<td>100.0</td>
</tr>
<tr>
<td>United States</td>
<td>62210</td>
<td>General medical and surgical hospitals</td>
<td>All establishments</td>
<td>2012</td>
<td>1,169</td>
<td>728,917,706</td>
<td>2012</td>
<td>1,169</td>
<td>728,917,706</td>
<td>728,917,706</td>
<td>100.0</td>
</tr>
<tr>
<td>Alabama</td>
<td>62210</td>
<td>General medical and surgical hospitals</td>
<td>All establishments</td>
<td>2012</td>
<td>33</td>
<td>2,337,901</td>
<td>2012</td>
<td>33</td>
<td>2,337,901</td>
<td>2,337,901</td>
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<tr>
<td>Alabama</td>
<td>62210</td>
<td>General medical and surgical hospitals</td>
<td>All establishments</td>
<td>2012</td>
<td>69</td>
<td>8,447,810</td>
<td>2012</td>
<td>69</td>
<td>8,447,810</td>
<td>8,447,810</td>
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Demographic Data
• American Community Survey (ACS) basics

• Exploring healthcare demographics using ACS data

• Stay in touch
Workforce Demographics with the American Community Survey

The American Community Survey (ACS)

- The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million addresses and informs over $675 billion of Federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
- Three key annual data releases:
  - 1-year Estimates (for geographies with populations 65,000+)
  - 1-year Supplemental Estimates (for geographies with populations 20,000+)
  - 5-year Estimates (for all available levels of geography)

Key Estimates from the ACS for Healthcare:

Social
Marital Status: 48.2% of population 15 years and over now married

Demographic:
Civilian employed Hispanic or Latino population 16 years and over: 2,881,993

Economic
Health Insurance coverage: 89.5% of civilian noninstitutionalized population

Housing:
Home value: 1,476,974 owner-occupied units valued at less than $10,000

(Source: 2013-2017 ACS 5-Year Estimates)
# The American Community Survey

## Content Overview

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>HOUSING</th>
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<td>Class of Worker</td>
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<td>Marital Status</td>
<td>Commuting</td>
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<td>Migration</td>
<td>Employment Status</td>
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<td>School Enrollment</td>
<td>Food Stamps (SNAP)</td>
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<td>Health Insurance</td>
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<td>Hours/Week, Weeks/Year</td>
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<td>Income</td>
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<td>Industry &amp; Occupation</td>
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<table>
<thead>
<tr>
<th>HOUSING</th>
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<tbody>
<tr>
<td>Computer &amp; Internet Use</td>
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<tr>
<td>Costs (Mortgage, Rent, Taxes, Insurance)</td>
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<td>Heating Fuel</td>
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<td>Home Value</td>
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<td>Occupancy</td>
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<td>Plumbing/Kitchen Facilities</td>
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<tr>
<td>Structure</td>
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<td>Tenure (Own/Rent)</td>
</tr>
<tr>
<td>Utilities</td>
</tr>
<tr>
<td>Vehicles</td>
</tr>
<tr>
<td>Year Built/Year Moved In</td>
</tr>
</tbody>
</table>
The American Community Survey
Selected Census Geographic Concepts

Nation
  - Metropolitan and Micropolitan Areas
  - Urban Areas
  - Regions
    - American Indian/Alaska Native Areas/Hawaiian Home Lands
    - Zip Code Tabulation Areas
  - States
    - Congressional Districts
    - School Districts
    - Places
    - Counties
      - Public Use Microdata Areas (PUMAs)
      - Alaska Native Regional Areas
      - State Legislative Districts
    - Census Tracts
      - Block Groups
    - 930,000 Geographic Areas
    - 35,000+ Communities

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
The American Community Survey
Outline

• American Community Survey (ACS) basics
• Exploring healthcare demographics using ACS data
• Stay in touch
Health Insurance

<table>
<thead>
<tr>
<th>Is this person CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark &quot;Yes&quot; or &quot;No&quot; for EACH type of coverage in items a – h.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Insurance through a current or former employer or union (of this person or another family member)</td>
</tr>
<tr>
<td>b. Insurance purchased directly from an insurance company (by this person or another family member)</td>
</tr>
<tr>
<td>c. Medicare, for people 65 and older, or people with certain disabilities</td>
</tr>
<tr>
<td>d. Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability</td>
</tr>
<tr>
<td>e. TRICARE or other military health care</td>
</tr>
<tr>
<td>f. VA (including those who have ever used or enrolled for VA health care)</td>
</tr>
<tr>
<td>g. Indian Health Service</td>
</tr>
<tr>
<td>h. Any other type of health insurance or health coverage plan – Specify</td>
</tr>
</tbody>
</table>
The American Community Survey
ACS Data in Action: Using ACS data to identify hiring needs for pharmacists
The American Community Survey

Outline

• American Community Survey (ACS) basics

• Exploring healthcare demographics using ACS data

• Stay in touch
The American Community Survey
Continue the Conversation

Sign up for and manage alerts at
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information online:
https://www.census.gov/acs

Census Customer Service Center
800-923-8282

Social media: @uscensusbureau

acso.users.support@census.gov

Source Us:
U.S. Census Bureau’s [YYYY – YYYY] American Community Survey
[1/3/5]-year [estimates/statistics/data release]
The American Community Survey
Data Tell Stories. Tell us Yours!

Your story
Your data details
Your outcome

census.gov/acs/www/share-your-story
Where did all this great data come from, and how can we help ensure it’s high quality?

• Promote usage of the data from our ongoing Monthly, Quarterly, and Annual businesses surveys

• Promote response to these same surveys, including the baseline/benchmark *Economic Census*
Exploring Census Data Webinar Series

• Next webinar scheduled for August 22\textsuperscript{nd}, 2019

• Will cover key Census Bureau programs that publish data on Small and Minority-Owned Businesses
  • Learn more at https://www.census.gov/data/training-workshops.html
Q & A and Thank You!

Contact Us At:
andrew.w.hait@census.gov
301-763-6747
acso.users.support@census.gov
301-763-1405

For detailed questions concerning the 2020 Decennial, contact:
301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data
Or email us at: census.askdata@census.gov
Reference Materials
North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

• A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.

• A comprehensive system covering the entire field of business activities.

• Used to collect, tabulate, analyze, and disseminate statistics.

• A common language used among the United States, Canadian, and Mexican statistical agencies

• Updated every five years
### NAICS Structure - 20 Sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, Forestry, Fishing and Hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, Quarrying, and Oil and Gas Extraction</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
<tr>
<td>23</td>
<td>Construction</td>
</tr>
<tr>
<td>31-33</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>42</td>
<td>Wholesale Trade</td>
</tr>
<tr>
<td>44-45</td>
<td>Retail Trade</td>
</tr>
<tr>
<td>48-49</td>
<td>Transportation and Warehousing</td>
</tr>
<tr>
<td>51</td>
<td>Information</td>
</tr>
<tr>
<td>52</td>
<td>Finance and Insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real Estate and Rental and Leasing</td>
</tr>
<tr>
<td>54</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>55</td>
<td>Management of Companies and Enterprises</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and Support and Waste Management and Remediation Services</td>
</tr>
<tr>
<td>61</td>
<td>Educational Services</td>
</tr>
<tr>
<td>62</td>
<td>Health Care and Social Assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>81</td>
<td>Other Services (except Public Administration)</td>
</tr>
<tr>
<td>92</td>
<td>Public Administration</td>
</tr>
</tbody>
</table>
## NAICS Hierarchy

<table>
<thead>
<tr>
<th>Level</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>51</td>
<td>Information</td>
</tr>
<tr>
<td>Subsector</td>
<td>515</td>
<td>Broadcasting (except Internet)</td>
</tr>
<tr>
<td>Industry Group</td>
<td>5151</td>
<td>Radio and Television Broadcasting</td>
</tr>
<tr>
<td>Industry</td>
<td>51511</td>
<td>Radio Broadcasting</td>
</tr>
<tr>
<td>U.S. Industry</td>
<td>515112</td>
<td>Radio Stations</td>
</tr>
</tbody>
</table>
Explore Census Data

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

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cedsci.feedback@census.gov
Application Programming Interface (API)

census.gov/developers
Public Use Microdata Sample (PUMS)

- **Anonymized**
- **Downloadable**
  - SAS and CSV
  - AFF, FTP, DataFerrett
- **Individual Responses**
  - Must be tabulated and weighted by user
- **Representative Sample of the Population**
  - 1-year (1%)
  - 5-year (5%)

[census.gov/programs-surveys/acs/data/pums.html](census.gov/programs-surveys/acs/data/pums.html)
Handbooks

• Understanding and Using American Community Survey Data:
  • What All Data Users Need to Know – available now
  • What the Business Community Needs to Know – available now
  • What State and Local Governments Need to Know – available now

https://census.gov/programs-surveys/acs/guidance/handbooks.html