

Exploring Census Data Webinar Series: Webinar #5 – Small and Minority-Owned Businesses

An Exploratory Dive Into Small & Minority-Owned Business Data

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

Thursday, August 22, 2019

Presented by: Adam Grundy & Caleb Hopler
US Census Bureau



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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/academy>
- View 2018 webinar series materials at: <https://www.census.gov/data/training-workshops/recorded-webinars/business.html>



Interested in finding business data and valuable resources from the Census Bureau? If you answered yes, then this webinar series is for you!

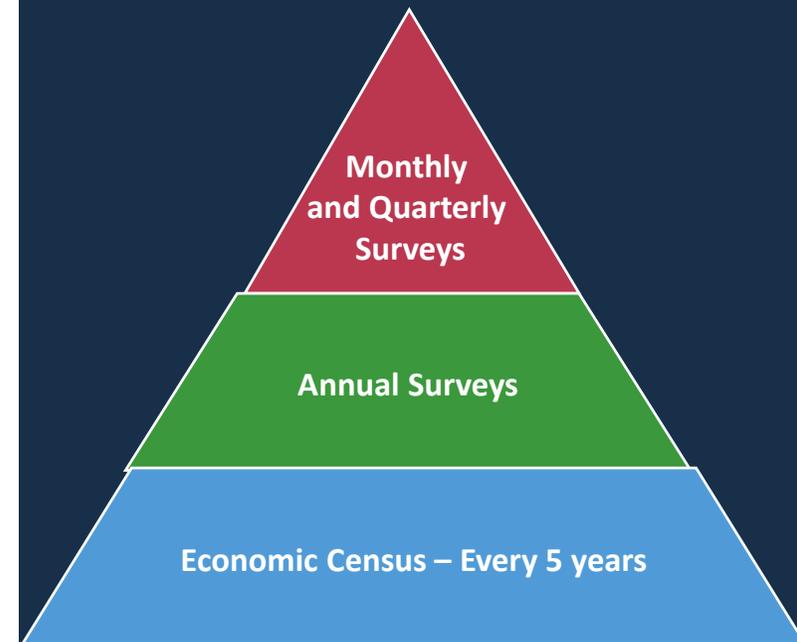
During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities! Here are the topics:

Topic:	Session Date:
International Trade	April 25, 2019
Employment	May 21, 2019
Emergency Management	June 5, 2019
Healthcare	July 25, 2019
Small & Minority-owned Businesses	August 22, 2019
Hidden Gems	September 25, 2019

SAVE THE DATE: All webinars are FREE and start 2:00pm ET
No registration required – Log in details will be provided 24-48 hours prior to the event
For more information about the Exploring Census Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, 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
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



Census Bureau Economic Surveys are a key source for official statistics companies can use:

- Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available

These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

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

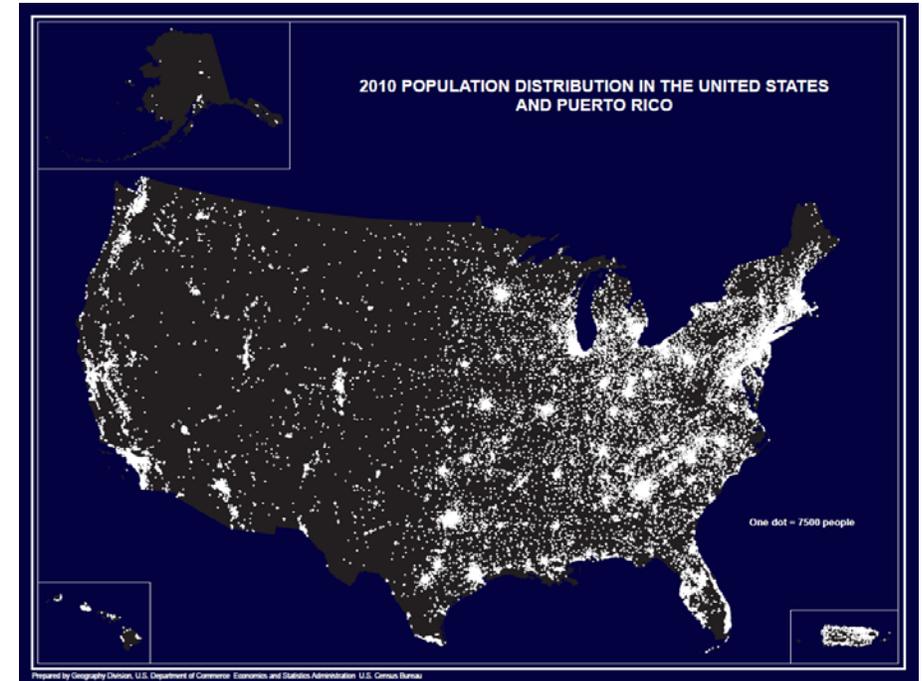
When it's time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

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

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

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?

Today's Webinar

Will focus on the information available from the Census Bureau on Small and Minority-Owned Businesses, including:

- Examples of Small & Minority-owned Business Data Sources Available from Census
- Data Tools including Census Business Builder & American FactFinder
- Infographics & Other Key Visualizations
- In Scope & Out of Scope Points on Minority-owned Businesses

Examples of Small & Minority-Owned Business Data Sources and Data Tools

Data Sources:

- Survey of Business Owners (SBO)
- Annual Survey of Entrepreneurs (ASE)
- Annual Business Survey (ABS)
- County Business Patterns (CBP)
- Nonemployer Statistics (NES)

Data Tools:

- American FactFinder (AFF)
- Data.Census.Gov (Cedsci)
- Census Business Builder (CBB)

Small and Minority-Owned Business Data

The *Survey of Business Owners (SBO)*

- Began as a special study in 1969, to measure the competitiveness of U.S. minority-owned firms
- Added to the Economic Census, which is required by law to be taken every five years, for years ending in “2” and “7”
- Large sample size of 1.75 million businesses
- Only comprehensive statistics on selected economic and demographic characteristics for businesses and business owners by the sex, ethnicity, race, and veteran status of the majority owners
- Data products - Tables, datasets accessible via API, and estimates via Census Business Builder (CBB) for survey year 2012

SBO Offers:

Firm-level data by owner demographics for both employer and nonemployer firms by:

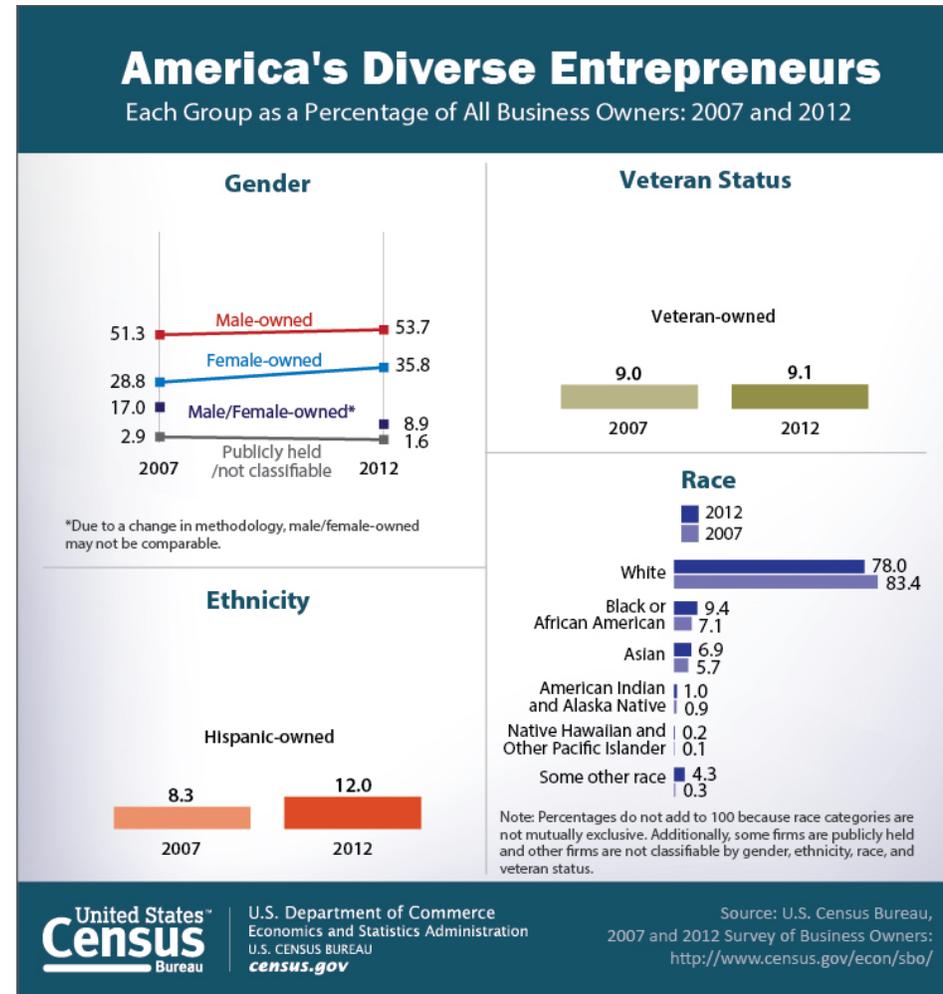
- Detailed industry (2- to 6-digit NAICS code) at the national level
- National, state, metro area, county, and economic place
- Size of firm

Includes:

- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Plus, business characteristics and owner characteristics tables

Visualization of 2012 SBO Data America's Diverse Entrepreneurs



Example of 2012 Survey of Business Owners (SBO) Detailed Data Related to Minority-Owned Businesses

SB1200CSA01 | Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places: 2012  **2012 Survey of Business Owners**

Table View 

Actions:  Hide Table Tools |  Add/Remove Geographies |  Bookmark/Save |  Print |  Download |  Create a Map

Table Tools:  Reset Table |  Show Hidden Rows/Columns |  Transpose Rows/Columns 

Click 'Back to Search' to select other tables or geographies

Legend: show/hide rows and columns |  collapse/expand data categories |  rearrange columns |  rearrange rows |  sort ascending/descending |  filter rows

Note: This is a modified view of the original table.

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 4,020,463 data rows.

Release Date : 12/15/2015

[NOTE: Includes firms with paid employees and firms with no paid employees. Data are based on the 2012 Economic Census, and the estimates of business ownership by gender, ethnicity, race, and veteran status are from the 2012 Survey of Business Owners. selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate, but only once in the U.S. and state totals for all sectors. For

Versions of this table are available for the following years:

2012 

2007

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Year	Number of firms with or without paid employees	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)
New York city, New York	00	Total for all sectors	All firms	All firms	Minority	2012	539,447	69,718,579	60,053	57,392,012	326,518	9,380,919	479,394	12,326,568
New York city, New York	11 ⁽⁵⁰⁶⁾	Agriculture, forestry, fishing and hunting ⁽⁵⁰⁶⁾	All firms	All firms	Minority	2012	184	3,455	3	627	6	50	181	2,828
New York city, New York	21	Mining, quarrying, and oil and gas extraction	All firms	All firms	Minority	2012	61	1,116	0	0	0	0	61	1,116
New York city, New York	22	Utilities	All firms	All firms	Minority	2012	397	4,032	0	0	0	0	397	4,032
New York city, New York	23	Construction	All firms	All firms	Minority	2012	43,770	2,845,430	3,167	2,172,601	11,307	458,715	40,604	672,830
New York city, New York	31-33	Manufacturing	All firms	All firms	Minority	2012	5,700	1,478,071	1,487	1,374,638	11,442	333,600	4,214	103,433
New York city, New York	42	Wholesale trade	All firms	All firms	Minority	2012	12,282	18,610,842	5,338	18,081,972	25,372	1,031,895	6,944	528,870
New York city, New York	44-45	Retail trade	All firms	All firms	Minority	2012	46,474	14,875,476	13,984	13,915,664	53,738	1,150,802	32,491	959,812

Small and Minority-Owned Business Data

The *Annual Survey of Entrepreneurs (ASE)*

- Joint effort between the Ewing Marion Kauffman Foundation, the Minority Business Development Agency, and the Census Bureau
- Provides more frequent, annual statistics for 2014 – 2016
- Smaller sample size of 290,000 employer businesses has produced less detailed estimates than the SBO
- New module of questions introduced each survey year:
 - Innovation and R&D (2014)
 - Management and record-keeping practices (2015)
 - Banking, advice and planning, regulations (2016)
- Data products - Tables and datasets accessible via API

ASE Offers:

Firm-level data by owner
demographics for employer firms
only by:

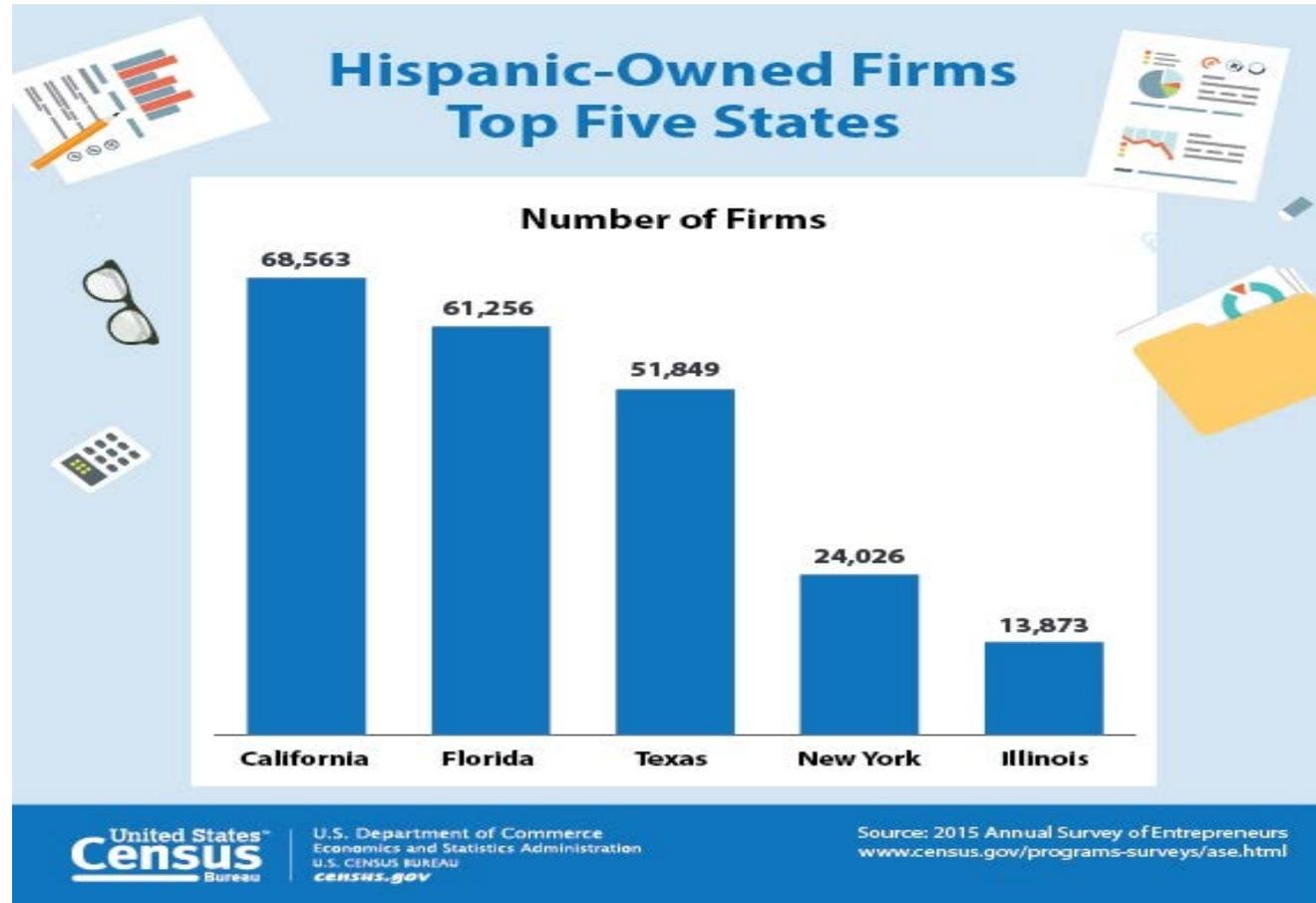
- Industry sector (2-digit NAICS)
- National, state, and the top fifty most populous metro areas
- Years in business
- Size of firm

Includes:

- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Plus, business characteristics and owner characteristics tables

Visualization of 2015 ASE Data Related to Hispanic-Owned Businesses



Example of 2016 Annual Survey of Entrepreneurs (ASE) Data Related to Minority-Owned Businesses

SE1600CSA01

Statistics for U.S. Employer Firms by Sector, Gender, Ethnicity, Race, and Veteran Status for the U.S., States, and Top 50 MSAs: 2016
2016 Annual Survey of Entrepreneurs

Table View

Actions: [Hide Table Tools](#) | [Add/Remove Geographies](#) | [Bookmark/Save](#) | [Print](#) | [Download](#) | [Create a Map](#)

Table Tools: [Reset Table](#) | [Show Hidden Rows/Columns](#) | [Transpose Rows/Columns](#)

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Note: This is a modified view of the original table.

Not all rows may be displayed below.

Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 269,892 data rows.

Release Date : 08/10/2018

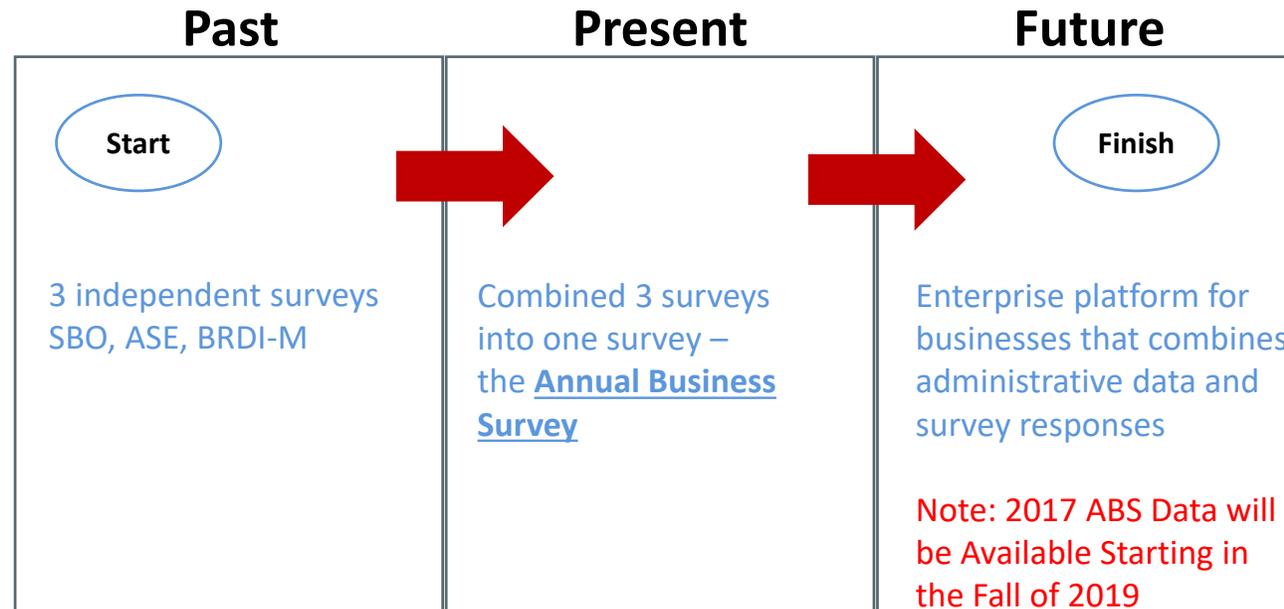
[NOTE: Includes firms with payroll at any time during 2016. Employment reflects the number of paid employees during the March 12 pay period. Data are based on Census administrative records, and the estimates of business ownership by gender, ethnicity, race, and veteran status. A Hispanic firm may be of any race. Moreover, each owner had the option of selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate. For more information on non-sampling error, and definitions, see [Survey Methodology](#).]

Versions of this table are available for the following years:

- 2016
- 2015
- 2014

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Meaning of Veteran code	Year	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)
Florida	00	Total for all sectors	All firms	All firms	Minority	All firms	2016	106,440	W	621,206	19,557,300
Florida	11 ⁽⁶⁵⁰⁾	Agriculture, forestry, fishing and hunting ⁽⁶⁵⁰⁾	All firms	All firms	Minority	All firms	2016	64	S	e	S
Florida	21	Mining, quarrying, and oil and gas extraction	All firms	All firms	Minority	All firms	2016	24	S	b	S
Florida	22	Utilities	All firms	All firms	Minority	All firms	2016	27	S	b	S
Florida	23	Construction	All firms	All firms	Minority	All firms	2016	9,326	W	44,468	1,399,208
Florida	31-33	Manufacturing	All firms	All firms	Minority	All firms	2016	2,397	U	23,908	768,197
Florida	42	Wholesale trade	All firms	All firms	Minority	All firms	2016	7,753	W	32,734	1,445,934
Florida	44-45	Retail trade	All firms	All firms	Minority	All firms	2016	15,629	W	68,052	1,576,812
Florida	48-49 ⁽⁶⁵¹⁾	Transportation and warehousing ⁽⁶⁵¹⁾	All firms	All firms	Minority	All firms	2016	4,704	U	22,260	759,603
Florida	51	Information	All firms	All firms	Minority	All firms	2016	966	S	i	S

Annual Business Survey (ABS): High-level Overview



Small and Minority-Owned Businesses

The *Annual Business Survey (ABS)*

- New survey funded for survey years 2017 – 2021, by the Census Bureau and the National Science Foundation (NSF)
- Replaces the SBO, the ASE, and the Business R&D and Innovation Survey for Microbusinesses (BRDI-M), and the Innovation part of the Business R&D and Innovation Survey (BRDIS)
- Core content maintained each survey year
- Includes data on R&D activity and cost for businesses with 1-9 employees
- Uses administrative data wherever feasible, to produce estimates
- Rotates content to introduce new business topics each survey year

ABS Will Offer:

The only source of information for employer firms by:

- Demographics (gender, ethnicity, race, and veteran status)
- Business characteristics (e.g., source and amount of start-up capital)
- Owner characteristics (e.g., age and education)

Including:

- R&D (1 to 9 employees only)
- Technology and intellectual property
- New content each survey year (e.g., innovation and globalization)

Small and Minority-Owned Businesses

The *Annual Business Survey (ABS)* (cont.)

- Conducted on a company or firm basis
- NAICS coverage similar to the 2017 Economic Census
- Small and minority-owned business data by industry sector, will be presented at the national and state levels by:
 - Receipts size of firm
(for firms with receipts less than \$5,000, \$5,000 to \$9,999, etc.)
 - Employment size of firm
(for firms with 1 to 4 employees, 5 to 10 employees, etc.)
- Data to be released in December 2019.

ABS Will Offer:

Firm-level data by owner demographics for employer firms only by:

- Detailed industry (2- to 6-digit NAICS code) at the national level
- National, state, metro area, county, and economic place
- Years in business
- Size of firm

Including:

- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Plus, business characteristics and owner characteristics tables

Census Business Builder: Regional Analyst Edition Data on Minority-Owned Businesses

- “Small Business” is not a term used by the Census Bureau
- Census Business Builder (CBB) contains several key variables for minority-owned business categories
- CBB Regional Analyst Edition (RAE) is utilized for these screenshots
- The variables in the dashboard can easily be changed for your own data needs
- Version 2.6 was released on August 16th



Change The Sector

Change Your Location

Select Map Variable

Select Your Filter

Retail Trade

Portland city, Oregon

Percent Minority-owned employer firms

Not Applied

State County City/Town ZIP Code Tract



Region: My region

Portland city, Oregon

Create Region Report

Edit Region

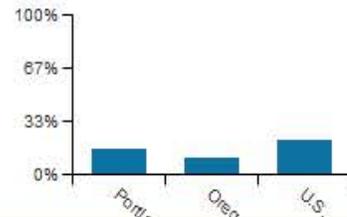
Portland city, Oregon

Percent Minority-owned employer firms

16% (n/a)

Percent Minority-owned employer firms (MoE +/-)

Time Series not available



\$85,335

Average income (\$1,377)

53.4%

Homeownership

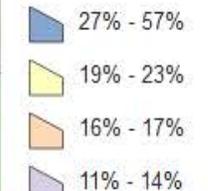
91.8%

Percent high school degree or higher (0.9%)

630,331

Total population

Percent Minority-owned employer firms





Change The Sector

Change Your Location

Select Map Variable

Select Your Filter

Retail Trade

Portland city, Oregon

Percent Minority-owned nonemployer firms

Not Applied

State County City/Town ZIP Code Tract



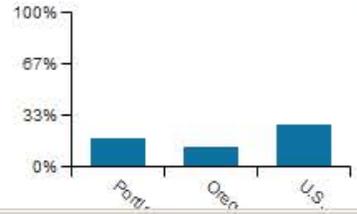
Region: My region
 Portland city, Oregon

Create Region Report Edit Region

Portland city, Oregon

18% (n/a)
 Percent Minority-owned nonemployer firms (MoE +/-)

Percent Minority-owned nonemployer firms



\$85,335
 Average income (\$1,377)

91.8%
 Percent high school degree or higher (0.9%)

53.4%
 Homeownership

630,331
 Total population

Percent Minority-owned nonemployer firms



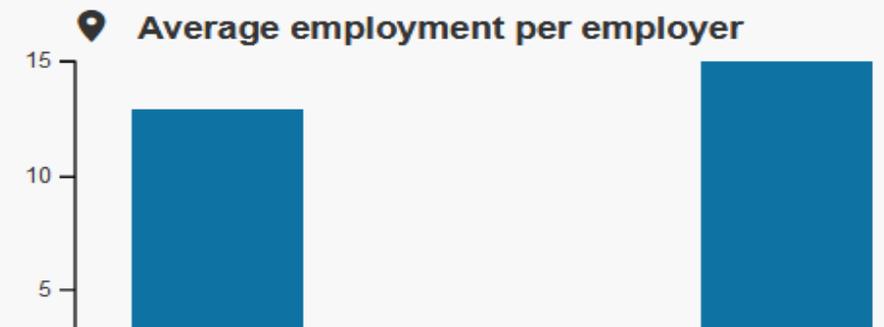
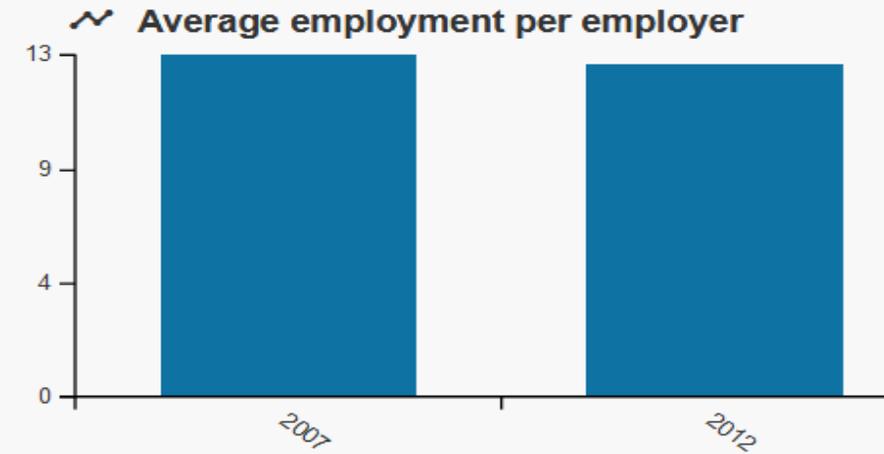
Deeper Dive Into Retail Data from CBB RAE Version 2.6

- Reports are downloadable
- Display many key variables and statistics on Minority-owned businesses
- Data sources in the report include:
 - 2016 County Business Patterns
 - 2016 Zip Code Business Patterns
 - 2016 Nonemployer Statistics
 - 2012 Survey of Business Owners
 - 2012 ECON Census

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

Name	Value	
All Employer establishments (Total)	2,527	 
Total employment of employers	32,426	 
Total annual payroll of employers (\$1,000)	\$886,340	 
Average employment per employer	13	 
Average payroll per employee	\$27,334	 
Population per employer	232	 

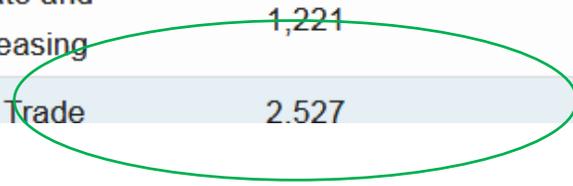


Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the Industry selected.)

NAICS Sector	All Employer establishments (Total)	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)
51: Information	540	10,512	\$770,170	Suppressed (N)
55: Management of Companies and Enterprises	n/a	n/a	n/a	n/a
31-33: Manufacturing	978	26,432	\$1,300,805	\$8,768,477
21: Mining and Oil and Gas Extraction	n/a	n/a	n/a	n/a
81: Other Services	1,699	11,796	\$409,228	\$1,762,028
54: Professional, Scientific, and Technical Services	3,464	30,345	\$2,132,782	\$5,533,362
53: Real Estate and Rental and Leasing	1,221	8,268	\$357,039	\$1,479,347
44-45: Retail Trade	2,527	32,426	\$886.340	\$8,508.267

Retail Trade
Includes
businesses that
retail
merchandise
generally in
small quantities
to the general
public and
provide services
incidental to the
sale of the
merchandise
(NAICS 44-45)

Business Totals



Retail Trade
Includes
businesses that
retail
merchandise
generally in
small quantities
to the general
public and
provide services
incidental to the
sale of the
merchandise
(NAICS 44-45)

Employer Business Ownership

NAICS Sector	Percent Minority- owned employer firms	Percent White-owned employer firms	Percent Black-owned employer firms	Percent American Indian- and Alaska Native-owned employer firms	Percent Asian-owned employer firms	Percent Nativ Hawaiian- an Pacific Island owned emplo
manufacturing						
21: Mining and Oil and Gas Extraction	n/a	n/a	n/a	n/a	n/a	n/a
81: Other Services	22%	74%	0%	1%	19%	n/a
54: Professional, Scientific, and Technical Services	5%	89%	0%	0%	2%	0%
53: Real Estate and Rental and Leasing	4%	75%	0%	0%	3%	n/a
44-45: Retail Trade	16%	74%	1%	0%	14%	n/a

Demographic Data

The American Community Survey

Census & ACS

- **American Community Survey (ACS) basics**
- Exploring workforce & target market 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 Small and Minority-Owned Businesses:

Social

Veterans age 18 to 34 years employed in the civilian labor force: **25,567**

Demographic:

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

Economic

Median age commuting to work by public transportation: **38.2**

Housing:

Number of vacant housing units for migrant workers: **259**

(Source: 2013-2017 ACS 5-Year Estimates and 2017 1-Year Estimates)

(Geography: Los Angeles-Long Beach-Anaheim, CA MSA)

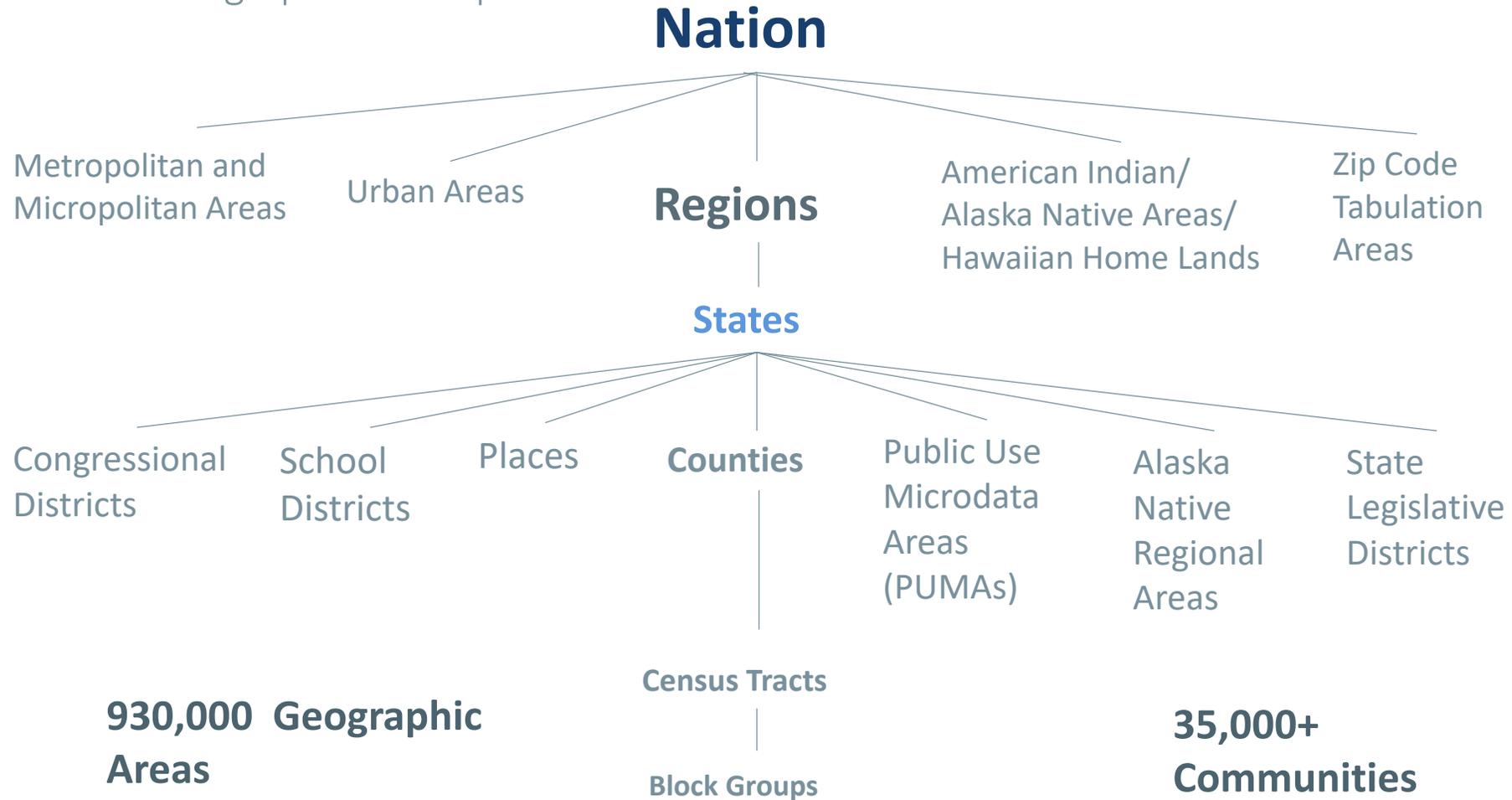
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

The American Community Survey

Selected Census Geographic Concepts



Census Data for America's Workforce

- Provide Employment Opportunities
 - Identifying specific groups
 - Providing insight into the jobs and careers pursued by these groups
- Ensure Equal Employment Opportunity
 - Helping enforce nondiscrimination in employment
- Understand Changes
 - Measuring growing or declining industries and occupations.

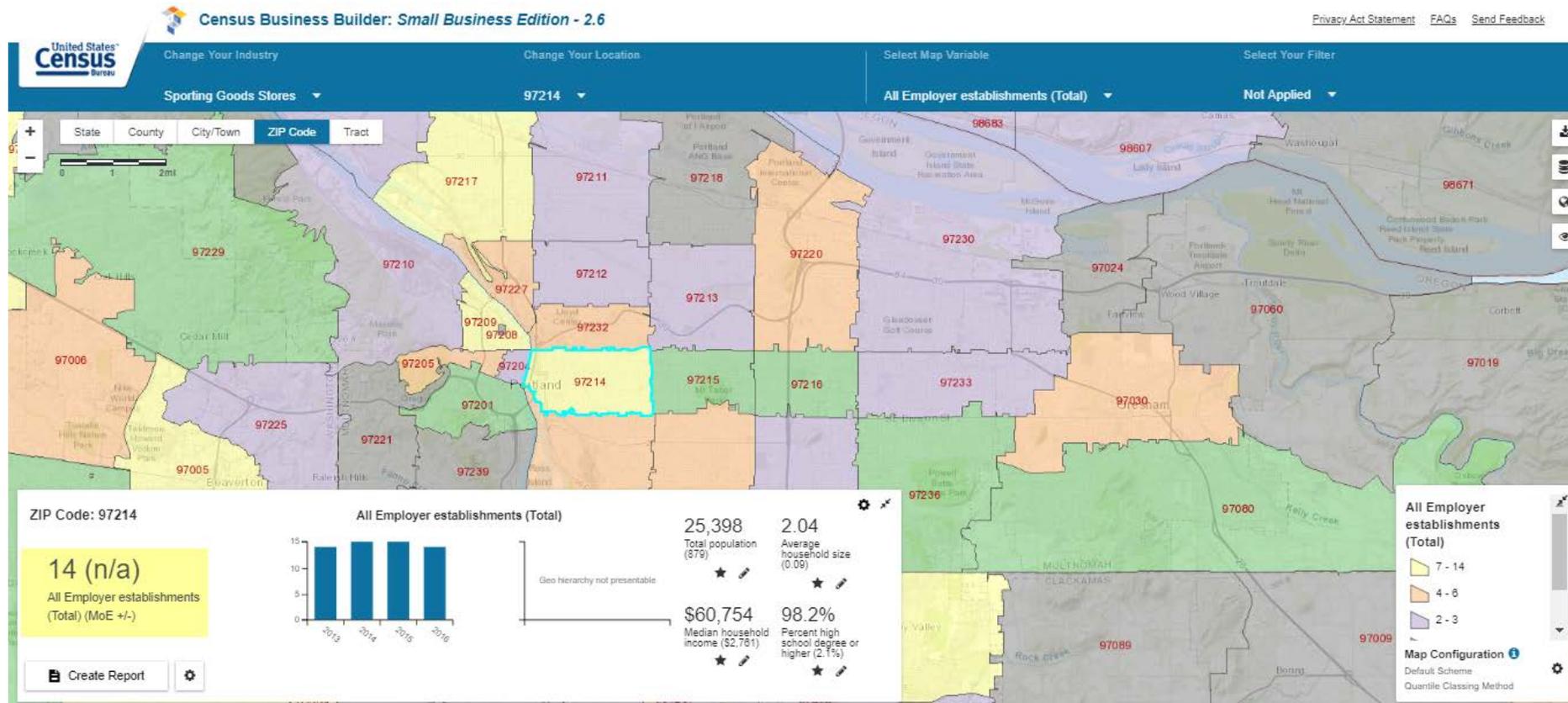
The American Community Survey

Outline

- American Community Survey (ACS) basics
- **Exploring workforce & target market demographics using ACS data**
- Stay in touch

The American Community Survey

ACS Data in Action: Opening a New Small Business – A Bike Shop in Portland, Oregon





The American Community Survey

Outline

- American Community Survey (ACS) basics
- Exploring workforce & target market demographics using ACS data
- **Stay in touch**

The American Community Survey

Continue the Conversation



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



Social media: @uscensusbureau



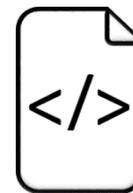
More information online:
<https://www.census.gov/acs>



acso.users.support@census.gov



Census Customer Service Center
800-923-8282

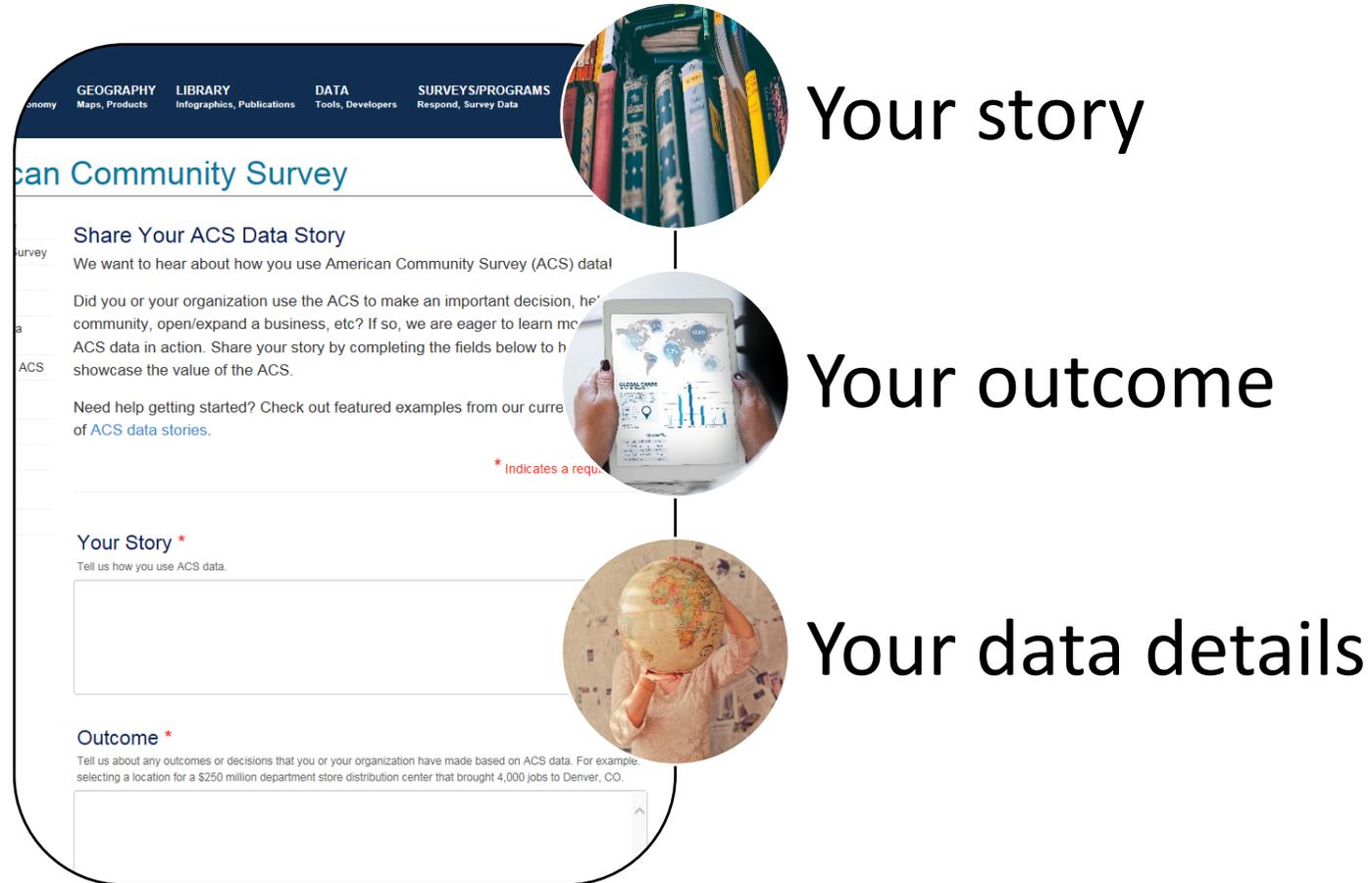


Source Us:

*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!



The image shows a screenshot of the 'Share Your ACS Data Story' form on the Census Bureau website. The form is titled 'Share Your ACS Data Story' and includes a sub-header 'We want to hear about how you use American Community Survey (ACS) data'. The form contains several sections: 'Your Story' and 'Outcome', both marked with a red asterisk to indicate they are required fields. The 'Your Story' section asks 'Tell us how you use ACS data.' and the 'Outcome' section asks 'Tell us about any outcomes or decisions that you or your organization have made based on ACS data. For example, selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver, CO.' Three circular callouts are overlaid on the form: 'Your story' points to the top navigation bar, 'Your outcome' points to the 'Outcome' section, and 'Your data details' points to the 'Your Story' section.

Your story

Your outcome

Your data details

census.gov/acs/www/share-your-story

Exploring Census Data Webinar Series

- Next webinar on Hidden Gems scheduled for **September 25, 2019**
- Will cover key data available from the Census Bureau
 - Learn more at <https://www.census.gov/data/training-workshops.html>



Interested in finding business data and valuable resources from the Census Bureau? If you answered yes, then this webinar series is for you!

During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities! Here are the topics:

Topic:	Session Date:
International Trade	April 25, 2019
Employment	May 21, 2019
Emergency Management	June 5, 2019
Healthcare	July 25, 2019
Small & Minority-owned Businesses	August 22, 2019
Hidden Gems	September 25, 2019

SAVE THE DATE: All webinars are FREE and start 2:00pm ET
No registration required – Log in details will be provided 24-48 hours prior to the event
For more information about the Exploring Census Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov

Q & A and Thank You!

Contact Information:

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301-763-7592

Caleb Hopler at caleb.m.hopler@census.gov

301-763-7592

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

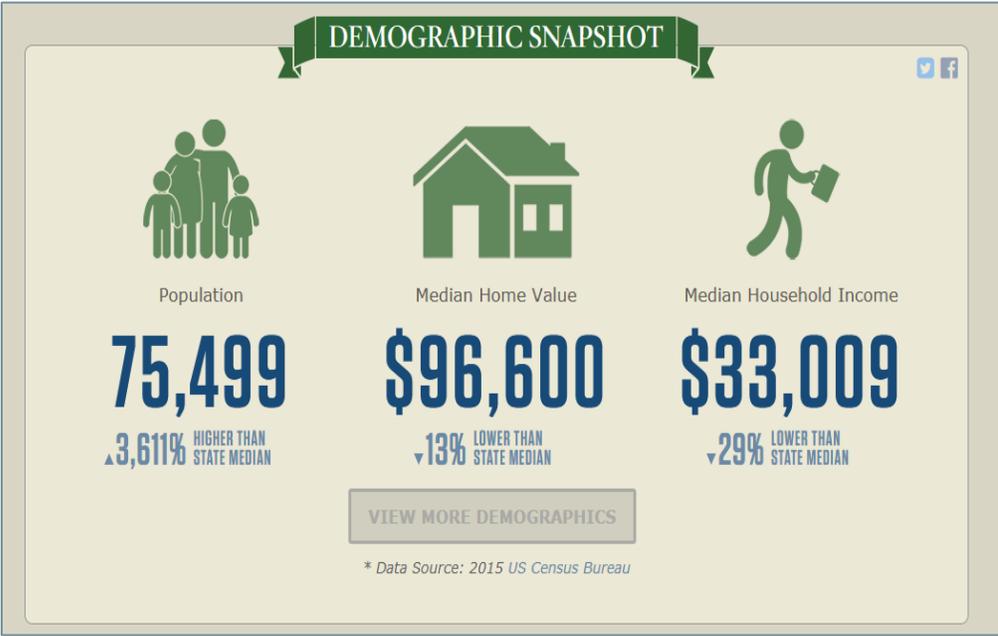
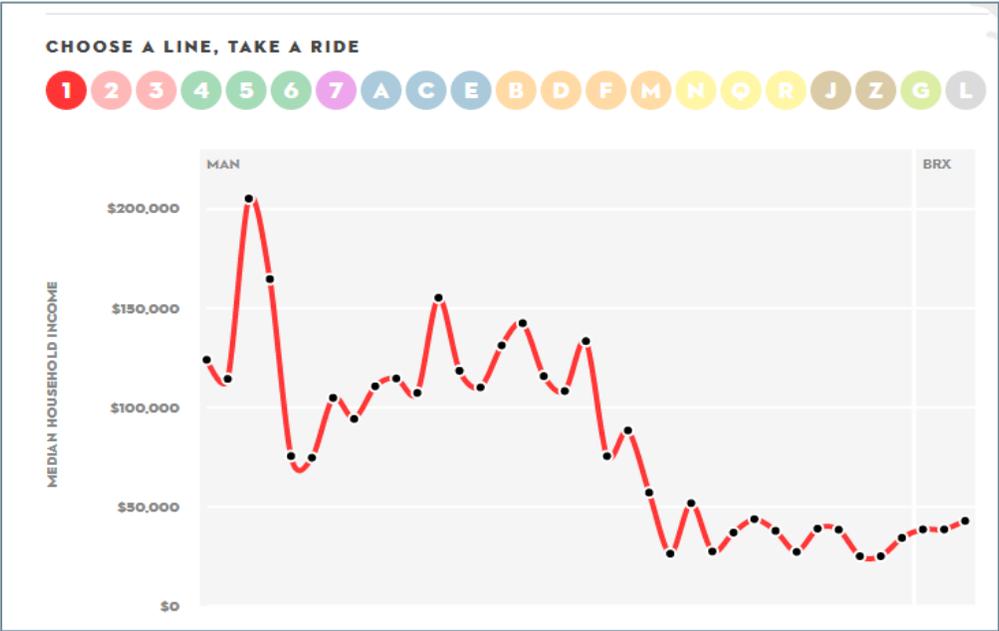
11	Agriculture, Forestry, Fishing and Hunting		53	Real Estate and Rental and Leasing	
21	Mining, Quarrying, and Oil and Gas Extraction		54	Professional, Scientific, and Technical Services	
22	Utilities		55	Management of Companies and Enterprises	
23	Construction		56	Administrative and Support and Waste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

NAICS Hierarchy

Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations



Application Programming Interface (API)



census.gov/developers

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>