

Exploring Census Data Webinar Series: Webinar #6 – Hidden Gems

Discovering Unique Hidden Data

For audio, dial: **1-800-857-8887**
Passcode: **8617957**

Wednesday, September 25th, 2019

Presented by: Lynda Lee
US Census Bureau



Exploring Census Data Webinar Series: Webinar #6 – Hidden Gems

Discovering Unique Hidden Data

Wednesday, September 25th, 2019

Presented by: Lynda Lee
US Census Bureau



Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Topics may change based on attendee feedback
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- 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!

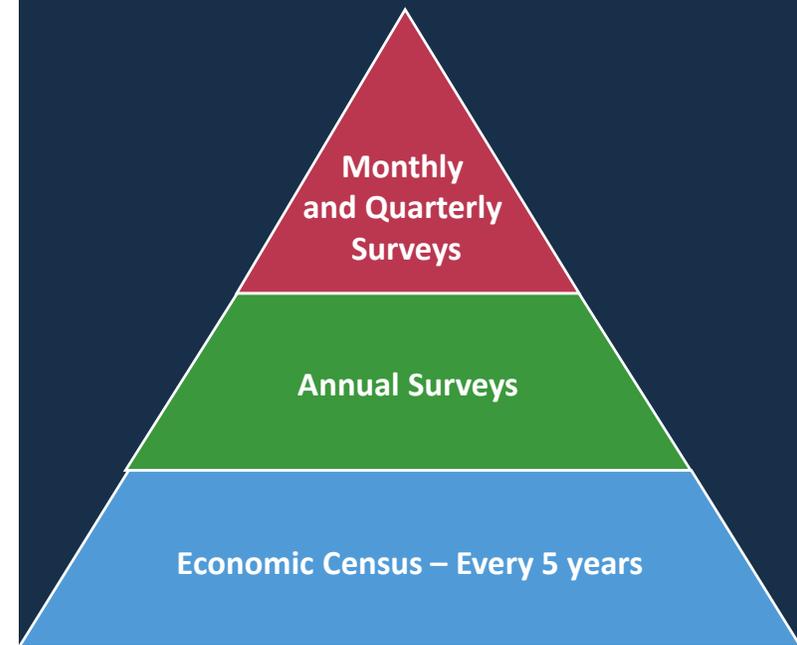
During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data 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 100 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

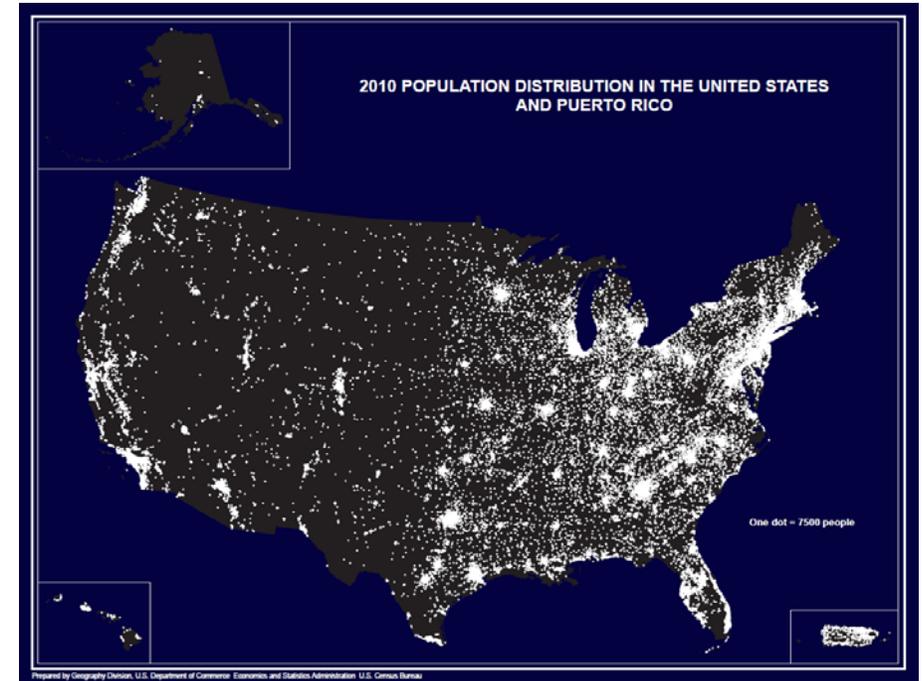
When it's time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

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

- Focusing on less visible statistics available from the Census Bureau
- Featuring programs & illustrating application of data
 - E-Commerce Statistics (E-STATS)
 - Reports from Economic Census & “What’s New?” in upcoming releases
 - Business Formation Statistics (BFS)
 - Post-secondary Employment Outcomes (PSEO)

E-Commerce Statistics

- The E-Commerce Statistics (E-STATS)
- Quarterly Retail E-commerce Sales

E-Commerce Statistics

The *E-Commerce Statistics (E-STATS)*

- Provides data for the electronic economy
 - Data available for multi-sector
- Data shown at the national level
 - Data at the 2 thru 5 digits NAICS levels
- Historical Reports
 - Data available from 1998 to present

Programs related to E-STATS report



- Annual Retail Trade Survey
- Annual Survey of Manufactures
- Annual Wholesale Trade Survey
- Economic Census
- Service Annual Survey

E-COMMERCE **ARTS**

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

If AUTOMOTIVE also INCLUDE sales of cars where a binding sales price is established online through the dealer's or a third party's web site. EXCLUDE leads.

A. Did this EIN have any e-commerce sales in 2017?

- Yes
- No - Go to 7

2017			
\$ Bil.	Mil.	Thou.	Dol.

B. What were the total e-commerce sales in 2017?

What percent of the \$,000.00 reported in **Item 5**, line A was for goods that were ordered or whose movement was controlled or coordinated over electronic networks?

(Report whole percent.) **ASM/ 2017 Economic Census**

E-shipments are online orders accepted for manufactured products from customers. These include shipments to other domestic plants of your own company for further manufacture, assembly, or fabrication. The price and terms of sale for these shipments are negotiated over an online system. Payment may or may not be made online.

Include:

- Electronic Data Interchange (EDI)
- E-mail
- Internet
- Extranet
- Other online systems



REVENUES FROM ELECTRONIC SOURCES **SAS**

A. Did this firm have any revenues from customers entering orders directly on the firm's websites or mobile applications in 2017?

- Yes
- No

B. Did this firm have any revenues from customers entering orders directly on third-party websites or mobile applications in 2017?

- Yes
- No

C. Did this firm have any revenues from customers entering orders via any other electronic systems (such as private networks, dedicated lines, kiosks, etc.) in 2017?

- Yes
- No

D. Of the total 2017 revenues reported in 6, what was the dollar amount (or percentage) that was from the revenues identified in A-C above? Please provide an estimate if exact figures are not available. 2500

2017			
\$ Bil.	Mil.	Thou.	Dol.

OR 2501

2017
Percent

E-COMMERCE, INCLUDING EDI **AWTS**

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Electronic Data Interchange (EDI), the Internet, mobile device (M-Commerce), or any other online system. Payment may or may not be made online.

A. Did this EIN have any e-commerce sales in 2017?

- Yes
- No - Go to 9 on the next page

B. What were the total e-commerce sales in 2017?

This amount should equal the sum of 6B1 and 6B2 shown below.

1. What were the EDI network sales in 2017, if any?

• EDI is the exchange of documents in standardized electronic form between organizations in an automated manner directly from a computer application in one organization to an application in another.

2. What were the online system sales in 2017, if any?

• Online systems include the Internet, mobile device (M-commerce), extranets, e-mail, and instant messaging.

Mark "X" if None

2017			
\$ Bil.	Mil.	Thou.	Dol.

Estimated Annual Sales for U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce¹ Sales by Merchandise Line: 1999-2016

[Estimates are shown in millions of dollars and are based on data from the Annual Retail Trade Survey. Estimates have been adjusted using final results of the 2012 Economic Census.]

Merchandise Line	2016		2015 ¹		2014 ¹		2013 ¹		2012 ¹		2011 ¹	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	487,782	332,681	433,987	287,333	386,065	251,005	350,487	218,160	328,655	193,494	294,697	168,074
Books (includes audio books and e-books)	14,732	13,100	13,966	12,233	12,937	11,195	12,158	10,474	11,402	9,913	10,320	8,823
Clothing and clothing accessories (includes footwear)	68,281	59,135	61,876	52,258	56,321	46,521	48,286	39,930	41,385	33,491	35,552	28,142
Computer and peripheral equipment, communications equipment, and related products (includes cellular phones)	23,595	18,686	22,275	15,302	23,305	15,125	22,526	14,058	22,799	13,453	23,668	13,626
Computer software (includes video game software)	11,834	10,550	9,299	8,292	9,180	7,529	8,045	6,068	7,924	5,789	6,781	4,637
Drugs, health aids, and beauty aids	129,459	29,692	116,187	24,226	100,511	20,823	96,074	18,551	94,147	15,244	84,196	12,136
Electronics and appliances	43,993	39,433	38,514	34,316	34,471	30,054	31,943	27,732	29,183	24,955	25,717	21,950
Food, beer, and wine	11,371	9,129	9,285	7,062	8,292	6,008	7,544	5,043	6,925	4,802	5,920	3,927
Furniture and home furnishings	44,077	39,510	37,110	32,728	29,722	25,640	24,774	20,943	20,502	16,672	17,357	13,842
Jewelry	9,192	6,882	9,053	6,542	7,660	5,477	7,119	5,084	6,413	4,629	5,501	3,792
Audio and video recordings (includes purchased downloads)	9,558	8,665	8,665	7,780	\$	\$	8,984	8,124	8,551	7,694	7,602	6,687
Office equipment and supplies	10,688	9,069	9,265	9,070	\$	\$	7,320	\$	8,102	6,783	7,903	6,390
Sporting goods	15,730	13,389	13,697	11,737	11,278	9,289	10,149	7,877	8,643	6,335	7,045	5,094
Toys, hobby goods, and games	17,439	14,332	15,486	12,482	12,941	10,138	10,570	\$	8,617	6,476	7,144	5,420
Other merchandise ²	64,703	51,512	57,005	44,524	46,188	34,955	40,021	28,695	37,724	24,995	34,254	21,507
Nonmerchandise receipts ³	13,130	9,597	12,304	8,781	15,438	11,668	14,974	11,156	16,338	12,263	15,737	12,101

NA - Not available

\$ - Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50%), or other concerns about the estimate's quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see <https://www.census.gov/about/policies/quality/standards/standardf1.html>.

Footnotes:

¹E-commerce sales are sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online.

²Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, and lawn and garden equipment and supplies.

³Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Revised data

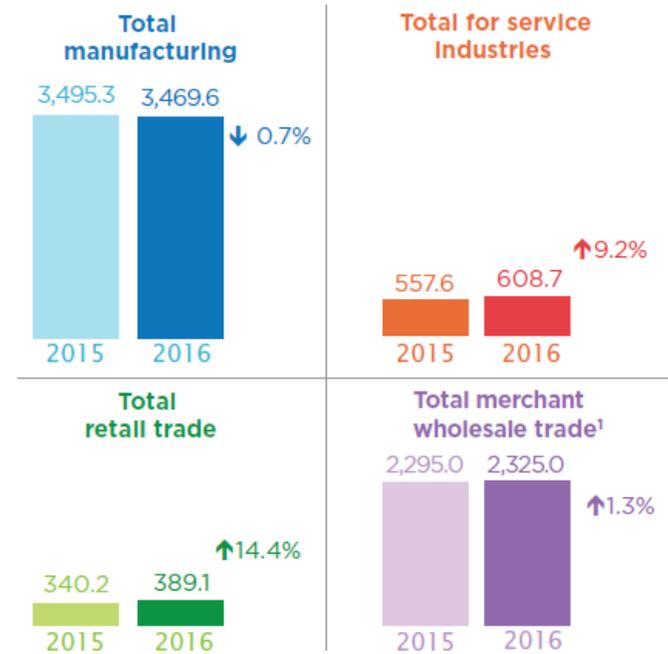
Note: Sales estimates are shown in millions of dollars. Consequently, industry group estimates may not be additive.

Note: Estimates are not adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at <http://www.census.gov/programs-surveys/arts/technical-documentation/methodology.html>.

Figure 1.

E-commerce Total Shipments/Sales/ Revenues: 2015–2016

(In billions of dollars)

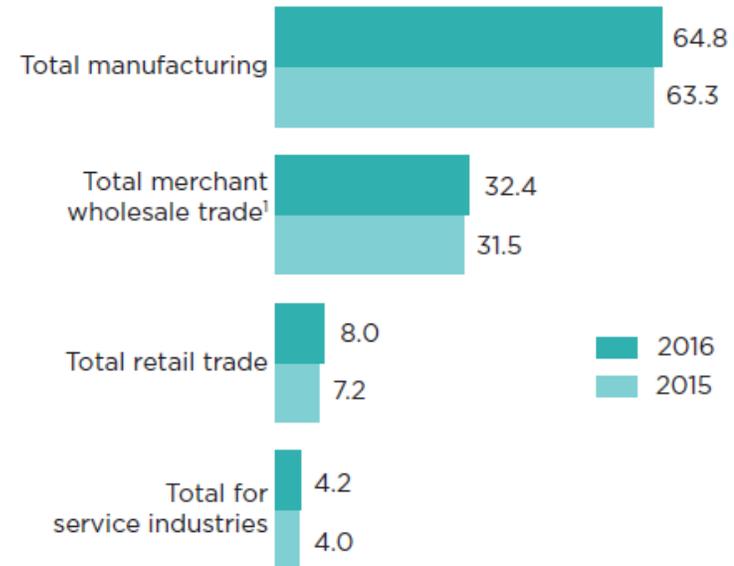


¹Total merchant wholesale trade including manufacturers' sales branches and offices.

Note: For the estimates of e-commerce total shipments, sales, and revenues, measures of sampling variability can be found at <www.census.gov/data/tables/2016/econ/e-stats/2016-e-stats.html>.

Source: U.S. Census Bureau, 2016 Annual Survey of Manufactures; 2016 Annual Wholesale Trade Survey; 2016 Annual Retail Trade Survey; and 2016 Service Annual Survey.

Figure 2.

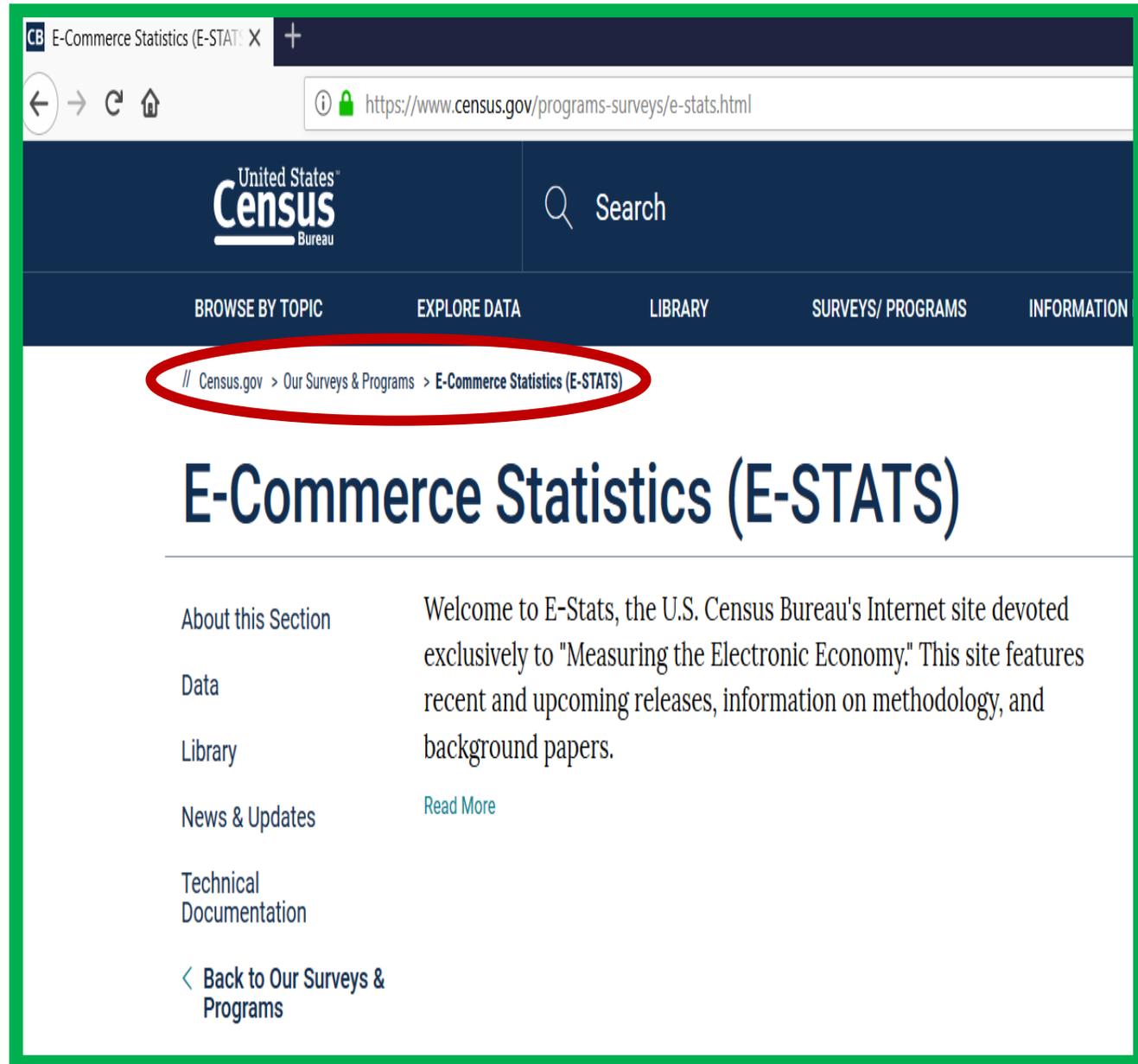
E-commerce as a Percentage of Total Shipments/Sales/Revenues: 2015–2016

¹Total merchant wholesale trade, including manufacturers' sales branches and offices.

Note: For the estimates of e-commerce as a percentage of total shipments, sales, and revenues, measures of sampling variability can be found at <www.census.gov/data/tables/2016/econ/e-stats/2016-e-stats.html>.

Source: U.S. Census Bureau, 2016 Annual Survey of Manufactures; 2016 Annual Wholesale Trade Survey; 2016 Annual Retail Trade Survey; and 2016 Service Annual Survey.

Accessing E-STATS data



CB E-Commerce Statistics (E-STATS) X +

← → ↻ 🏠 ⓘ https://www.census.gov/programs-surveys/e-stats.html

United States
Census
Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION

// Census.gov > Our Surveys & Programs > E-Commerce Statistics (E-STATS)

E-Commerce Statistics (E-STATS)

About this Section Welcome to E-Stats, the U.S. Census Bureau's Internet site devoted exclusively to "Measuring the Electronic Economy." This site features recent and upcoming releases, information on methodology, and background papers.

Data

Library

News & Updates [Read More](#)

Technical Documentation

< Back to Our Surveys & Programs

Quarterly Retail E-commerce Sales

Quarterly Retail E-commerce Sales Report

- Provides data for e-commerce shopping within the retail sector
- Data shown at the national level
- Historical Reports
 - Data available from 1999 to present
- New Supplemental Table

Table 1. Estimated Quarterly U.S. Retail Sales: Total and E-commerce¹

(Estimates are based on data from the Monthly Retail Trade Survey and administrative records. Unless otherwise specified, all estimates are revised based on the 2017 Annual Retail Trade Survey.)

Quarter I	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
Adjusted²							
2nd quarter 2019(p)	1,361,759	146,204	10.7	1.8	4.2	3.2	13.3
1st quarter 2019	1,338,082	140,346	10.5	0.3	4.0	2.6	12.0
4th quarter 2018	1,334,506	134,969	10.1	0.4	1.6	3.1	11.1
3rd quarter 2018	1,328,653	132,819	10.0	0.7	2.9	5.2	13.8
2nd quarter 2018	1,319,569	129,046	9.8	1.2	3.0	5.6	14.2
Not Adjusted							
2nd quarter 2019(p)	1,377,719	139,671	10.1	11.0	8.3	3.4	13.6
1st quarter 2019	1,241,540	129,015	10.4	-11.8	-19.8	1.8	11.6
4th quarter 2018	1,407,934	160,894	11.4	6.4	29.5	3.4	10.8
3rd quarter 2018	1,323,360	124,214	9.4	-0.7	1.0	4.8	14.1
2nd quarter 2018	1,332,848	122,934	9.2	9.3	6.3	5.3	14.8

(p) Preliminary estimate. (r) Revised estimate.

¹ E-commerce sales are sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online.

² Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.

Note: Table 2 provides estimated measures of sampling variability. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see http://www.census.gov/retail/mrts/how_surveys_are_collected.html.

Need for improved e-commerce measurement

- Census e-commerce statistics were originally created in 1999.
- E-commerce is a dynamic and growing part of the economy.
- Data users are confused by current placement of e-commerce in tabulations.
- Data users find it difficult to obtain a complete picture of the e-commerce trends within the various retail industries.

Table 1. Supplemental Estimated Quarterly U.S. Retail Trade Sales - Total and E-commerce¹: 2019Q2

[Estimates are not adjusted and are based on data from the Monthly Retail Trade Survey and administrative records.]

Kind of Business	Retail Sales (millions of dollars)										Percent Change									
	2019Q2 (p)		2019Q1 (p)		2018Q4 (p)		2018Q3 (p)		2018Q2 (p)		2019Q2 from 2019Q1 (p)		2019Q1 from 2018Q4 (p)		2018Q4 from 2018Q3 (p)		2018Q3 from 2018Q2 (p)		2019Q2 from 2018Q2 (p)	
	Total Store and Non-store Sales	Total E-Commerce	Total	E-commerce																
Total Retail Trade.....	1,377,719	139,671	1,241,540	129,015	1,407,934	160,894	1,323,360	124,214	1,332,848	122,934	11.0	8.3	-11.8	-19.8	6.4	29.5	-0.7	1.0	3.4	13.6
Motor vehicle and parts.....	322,912	9,609	289,748	8,697	297,397	9,169	308,897	9,245	312,944	9,326	11.4	10.5	-2.6	-5.1	-3.7	-0.8	-1.3	-0.9	3.2	3.0
Furniture, building materials, and electronics.....	173,939	\$	146,516	\$	171,411	18,970	164,756	\$	173,790	14,408	18.7	\$	-14.5	\$	4.0	\$	-5.2	\$	0.1	\$
Furniture and home furnishings.....	*	2,505	*	2,344	*	2,934	*	2,435	*	2,386	*	6.9	*	-20.1	*	20.5	*	2.1	*	5.0
Electronics and appliance.....	*	\$	*	\$	*	\$	*	\$	*	\$	*	\$	*	\$	*	\$	*	\$	*	\$
Building materials, garden equipment and supplies.....	*	3,995	*	3,018	*	3,449	*	3,142	*	3,431	*	32.4	*	-12.5	*	9.8	*	-8.4	*	16.4
Clothing and general merchandise.....	257,62	17,679	230,698	16,275	306,894	27,368	251,313	16,342	251,283	16,206	11.7	8.6	-24.8	-40.5	22.1	67.5	0.0	0.8	2.5	9.1
Clothing and clothing accessories.....	*	9,028	*	8,833	*	13,710	*	8,633	*	8,303	*	2.2	*	-35.6	*	58.8	*	4.0	*	8.7
General merchandise.....	*	8,651	*	7,442	*	13,658	*	7,709	*	7,903	*	16.2	*	-45.5	*	77.2	*	-2.5	*	9.5
All other.....	489,958	9,131	45,976	8,962	487,336	10,735	480,333	8,406	475,952	8,499	9.9	1.9	-8.5	-16.5	1.5	27.7	0.9	-1.1	2.9	7.4
Food and beverage.....	*	1,843	*	1,840	*	1,935	*	1,532	*	1,526	*	0.2	*	-4.9	*	26.3	*	0.4	*	20.8
Health and personal care.....	*	1,219	*	1,065	*	1,609	*	1,016	*	1,186	*	14.5	*	-33.8	*	58.4	*	-14.3	*	2.8
Sporting goods, hobby, musical instrument, and books.....	*	1,347	*	1,399	*	2,072	*	1,569	*	1,472	*	-3.7	*	-32.5	*	32.1	*	6.6	*	-8.5
Miscellaneous including gasoline stations.....	*	4,722	*	4,658	*	5,119	*	4,289	*	4,315	*	1.4	*	-9.0	*	19.4	*	-0.6	*	9.4
Nonstore retailers.....	133,289	85,716	128,602	79,337	144,896	94,652	118,061	75,363	118,879	74,495	3.6	8.0	-11.2	-16.2	22.7	25.6	-0.7	1.2	12.1	15.1

Source: Retail Indicators Branch, U.S. Census Bureau

Provide feedback on this new experimental data product by calling (301)763-2713 or e-mail at eid.retail.indicator.branch@census.gov.

Economic Census Reports

Reports

- Core Statistics
- The Economic Census Subjects and Summary Series
- Preview of the 2017 Economic Census data

Economic Census



For more information:

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

Core Business Statistics Series: Industry Bridge Statistics

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	2007 NAICS bridge code	Meaning of 2007 NAICS bridge code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for pay period including March 12
United States	441228	Motorcycle, ATV, and all other motor vehicle dealers	00000000	Bridge total code	Total	2012	6,999	22,407,377	2,253,214	64,010
United States	441228	Motorcycle, ATV, and all other motor vehicle dealers	44122100	Motorcycle, ATV, and personal watercraft dealers	Total	2012	5,098	17,880,323	1,867,485	53,728
United States	441228	Motorcycle, ATV, and all other motor vehicle dealers	44122900	All other motor vehicle dealers	Total	2012	1,901	4,527,054	385,729	10,282
United States	443141	Household appliance stores	00000000	Bridge total code	Total	2012	8,305	16,168,378	1,902,325	62,233
United States	443141	Household appliance stores	44311100	Household appliance stores	Total	2012	8,305	16,168,378	1,902,325	62,233
United States	443142	Electronics stores	00000000	Bridge total code	Total	2012	40,521	86,428,845	8,299,897	369,383
United States	443142	Electronics stores	44311220	Cellular phone stores	Total	2012	19,726	14,546,294	2,294,277	105,905
United States	443142	Electronics stores	44311240	Other radio, television, and electronics stores	Total	2012	8,380	41,232,644	3,082,393	138,659
United States	443142	Electronics stores	44312010	Computer stores (custom assembly)	Total	2012	1,280	D	D	h
United States	443142	Electronics stores	44312020	Other computer stores	Total	2012	3,049	19,210,774	1,679,692	60,885
United States	443142	Electronics stores	44312030	Prepackaged software stores	Total	2012	5,007	D	D	k
United States	443142	Electronics stores	44313000	Camera and photographic supplies stores	Total	2012	1,042	2,713,982	319,097	8,949
United States	443142	Electronics stores	45122010	Prerecorded tape, compact disc, and record stores	Total	2012	1,404	1,434,858	185,846	12,452
United States	443142	Electronics stores	45122020	DVD/Blu-ray Disc stores, retail	Total	2012	633	316,225	59,495	3,495
United States	454310	Fuel dealers	00000000	Bridge total code	Total	2012	9,070	35,476,553	2,991,713	76,080
United States	454310	Fuel dealers	45431100	Heating oil dealers	Total	2012	3,467	21,819,693	1,507,422	34,629

Source: 2012 Economic Census - File Names: EC1200CBDG1, EC1200CBDG2

Core Business Statistics Series: Comparative Statistics for the U.S. and the States

100 of 4,136

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for period including March 12
United States	21	Mining, quarrying, and oil and gas extraction	Total	2012	25,417	529,239,818	59,461,950	848,189
United States	21	Mining, quarrying, and oil and gas extraction	Total	2007	22,667	413,524,731	40,687,472	730,433
United States	211	Oil and gas extraction	Total	2012	6,735	310,960,365	15,137,960	176,222
United States	211	Oil and gas extraction	Total	2007	6,260	255,104,849	9,593,816	150,443
United States	2111	Oil and gas extraction	Total	2012	6,735	310,960,365	15,137,960	176,222
United States	2111	Oil and gas extraction	Total	2007	6,260	255,104,849	9,593,816	150,443
United States	21111	Oil and gas extraction	Total	2012	6,735	310,960,365	15,137,960	176,222
United States	21111	Oil and gas extraction	Total	2007	6,260	255,104,849	9,593,816	150,443
United States	211111	Crude petroleum and natural gas extraction	Total	2012	6,398	271,148,770	13,917,174	161,685
United States	211111	Crude petroleum and natural gas extraction	Total	2007	5,964	212,783,171	9,090,641	143,054
United States	211112	Natural gas liquid extraction	Total	2012	337	39,811,595	1,220,786	14,537
United States	211112	Natural gas liquid extraction	Total	2007	296	42,321,678	503,175	7,389
United States	212	Mining (except oil and gas)	Total	2012	6,091	98,287,014	14,061,227	211,830
United States	212	Mining (except oil and gas)	Total	2007	6,472	85,855,252	11,623,688	211,377

Source: 2012 & 2007 Economic Census – File ID: EC1200CCOMP1

Subject Series: Concentration Ratios

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Firm concentration code	Year	Number of companies	Value added (\$1,000)	Percent of value added (%)	Herfindahl-Hirschman index for the 50 largest companies
United States	311	Food manufacturing	All companies	2012	21,464	258,933,580	100.0	X
United States	311	Food manufacturing	4 largest companies	2012	X	X	13.5	X
United States	311	Food manufacturing	8 largest companies	2012	X	X	22.2	X
United States	311	Food manufacturing	20 largest companies	2012	X	X	39.0	X
United States	311	Food manufacturing	50 largest companies	2012	X	X	51.5	97.0
United States	3111	Animal food manufacturing	All companies	2012	1,100	15,658,762	100.0	X
United States	3111	Animal food manufacturing	4 largest companies	2012	X	X	41.7	X
United States	3111	Animal food manufacturing	8 largest companies	2012	X	X	54.3	X
United States	3111	Animal food manufacturing	20 largest companies	2012	X	X	65.6	X
United States	3111	Animal food manufacturing	50 largest companies	2012	X	X	77.2	650.3
United States	31111	Animal food manufacturing	All companies	2012	1,100	15,658,762	100.0	X
United States	31111	Animal food manufacturing	4 largest companies	2012	X	X	41.7	X
United States	31111	Animal food manufacturing	8 largest companies	2012	X	X	54.3	X
United States	31111	Animal food manufacturing	20 largest companies	2012	X	X	65.6	X
United States	31111	Animal food manufacturing	50 largest companies	2012	X	X	77.2	650.3
United States	311111	Dog and cat food manufacturing	All companies	2012	233	9,045,882	100.0	X
United States	311111	Dog and cat food manufacturing	4 largest companies	2012	X	X	72.1	X
United States	311111	Dog and cat food manufacturing	8 largest companies	2012	X	X	83.1	X
United States	311111	Dog and cat food manufacturing	20 largest companies	2012	X	X	90.8	X
United States	311111	Dog and cat food manufacturing	50 largest companies	2012	X	X	96.6	1,827.3
United States	311119	Other animal food manufacturing	All companies	2012	876	6,612,880	100.0	X
United States	311119	Other animal food manufacturing	4 largest companies	2012	X	X	25.3	X
United States	311119	Other animal food manufacturing	8 largest companies	2012	X	X	34.5	X
United States	311119	Other animal food manufacturing	20 largest companies	2012	X	X	50.2	X
United States	311119	Other animal food manufacturing	50 largest companies	2012	X	X	67.2	229.0
United States	3112	Grain and oilseed milling	All companies	2012	446	27,540,744	100.0	X

Source: 2012 Economic Census – File name: EC1231SR3

Economic Census Series...

- Advance Report
- Company Statistics
- **Core Statistics**
- Enterprise Statistics
- Establishment/Firm Size
- Export Statistics
- General Statistics
- Geographic Area
- Industry
- Miscellaneous Subject
- Preliminary Statistics
- **Subjects/Summary**
- Value of Products Shipped



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.)

Presenting...
Your 2017 Economic
Census Data!!!



Found on
data.census.gov

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
- New disclosure rules
- New Dissemination Platform
- To view a webinar on these changes - <https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html>

TIGERweb

Home | TIGERweb Applications | VIMS | REST Services | Data Files | TIGERweb Geography

TIGERweb Applications

TIGERweb
Contains:
• Current (ACS 2018)
• ACS 2018
• ACS 2017
• 2011 Census (adjusted boundaries)
• Current (ACS 2018) Physical Features

Legend

TIGERweb Decennial
Contains:
• 2010 Census
• Census 2000 (adjusted boundaries)
• 2010 Census Physical Features

Legend

TIGERweb Economic Census
Contains:
• 2012 Economic Census
• 2011 Economic Census
• 2011 Census Physical Features

Legend

TIGERweb User Guide
TIGERweb BAS User Guide

TIGERweb, TIGERweb Decennial, and TIGERweb Economic Census Applications

The TIGERweb, TIGERweb Decennial, and TIGERweb Economic Census web-based applications allow the users to visualize our TIGER (Topographic Referencing Database) data. The applications allow users to select features and view their attributes, to search for features by name or geocode, from a map. The TIGERweb, TIGERweb Decennial, and TIGERweb Economic Census applications provide a simple way to view our TIGER data.

United States
Census
Bureau

Explore Census Data

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

I'm looking for...

United States
Census
Bureau

I'm looking for...

Search popular statistics about the nation

Population of California

Manufacturing in the United States

Average Household Size in Ohio

<https://data.census.gov/tables//2019/population/2019001/0010000000>

2017 Economic Census Planned Data Product Releases

Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Planned Release Date or Date Range
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	
Mining: Detailed Statistics for the U.S.	
Mining: Miscellaneous Subjects	
Construction: Miscellaneous Subjects	
Manufacturing: Miscellaneous Subjects	
Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects	
Zip Code Statistics	December 2021

See the release schedule on the Economic Census web site

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

Business Formation Statistics

Business Formation Statistics

- New public-use data product
- Joint collaboration with
 - Board of Governors of the Federal Reserve System
 - Federal Reserve Bank of Atlanta
 - University of Maryland
 - University of Notre Dame
- Available data
 - National and State level
 - Third quarter 2004 to second quarter 2019

Additional resources:



“Early-Stage Business Formation: An Analysis of Applications for Employer Identification Numbers”

By: Bayard, Dinlersoz, Dunne, Haltiwanger, Miranda, Stevens (2018)

https://www.census.gov/library/working-papers/2018/adrm/bfs_FEB2018.html

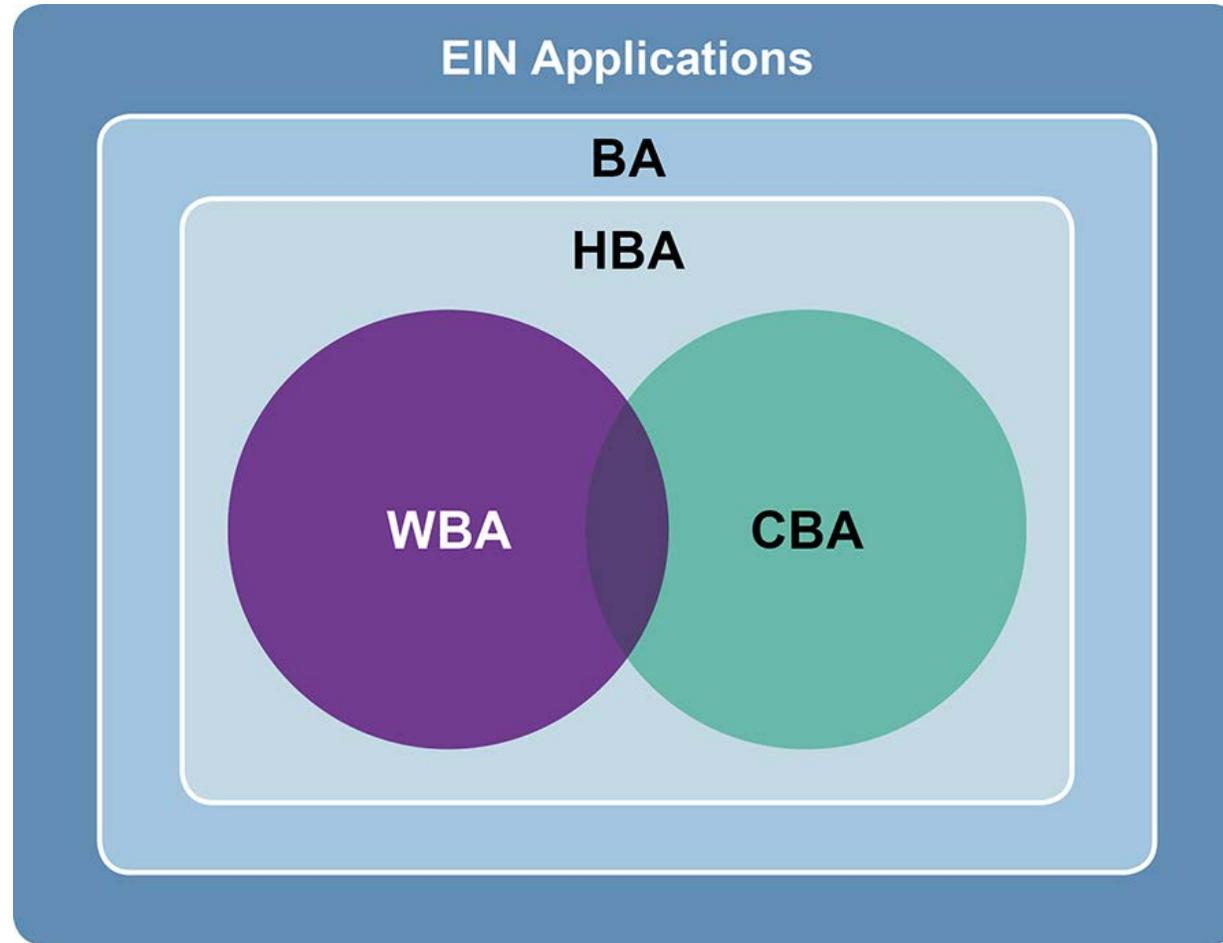
BFS Series

- 4 Business Application Series
- 8 Business Formation Series
- Each series:
 - available nationwide and by state
- Frequency – Quarterly releases
 - Updated quarterly as new business applications arrive
 - Updated annually when new business formation information becomes available

Business Application Series

- Business Applications (BA): Removes all applications that are:
 - Trusts, estates, tax-liens
 - Certain agricultural, financial, and private household filings (volatile and low transition)
 - Public entities (e.g. state and local governments)
 - Missing state information and outside of 50 state or DC
 - Concentrated filing spikes (financial filings that correspond to 25 or more applications in the same weekly application cycle, same zip code, same 6-digit industry code)
- High-Propensity Business Applications (HBA): Applications with relatively high transition rates to employer businesses
 - From corporate entities
 - Indicate hiring employees, purchasing a business or changing organizational type
 - Provide a date for first-wages paid/planned
 - In manufacturing, retail, health care and restaurants/food service
- Business Applications with Planned Wages (WBA)
- Business Applications from Corporations (CBA)

Business Application Series

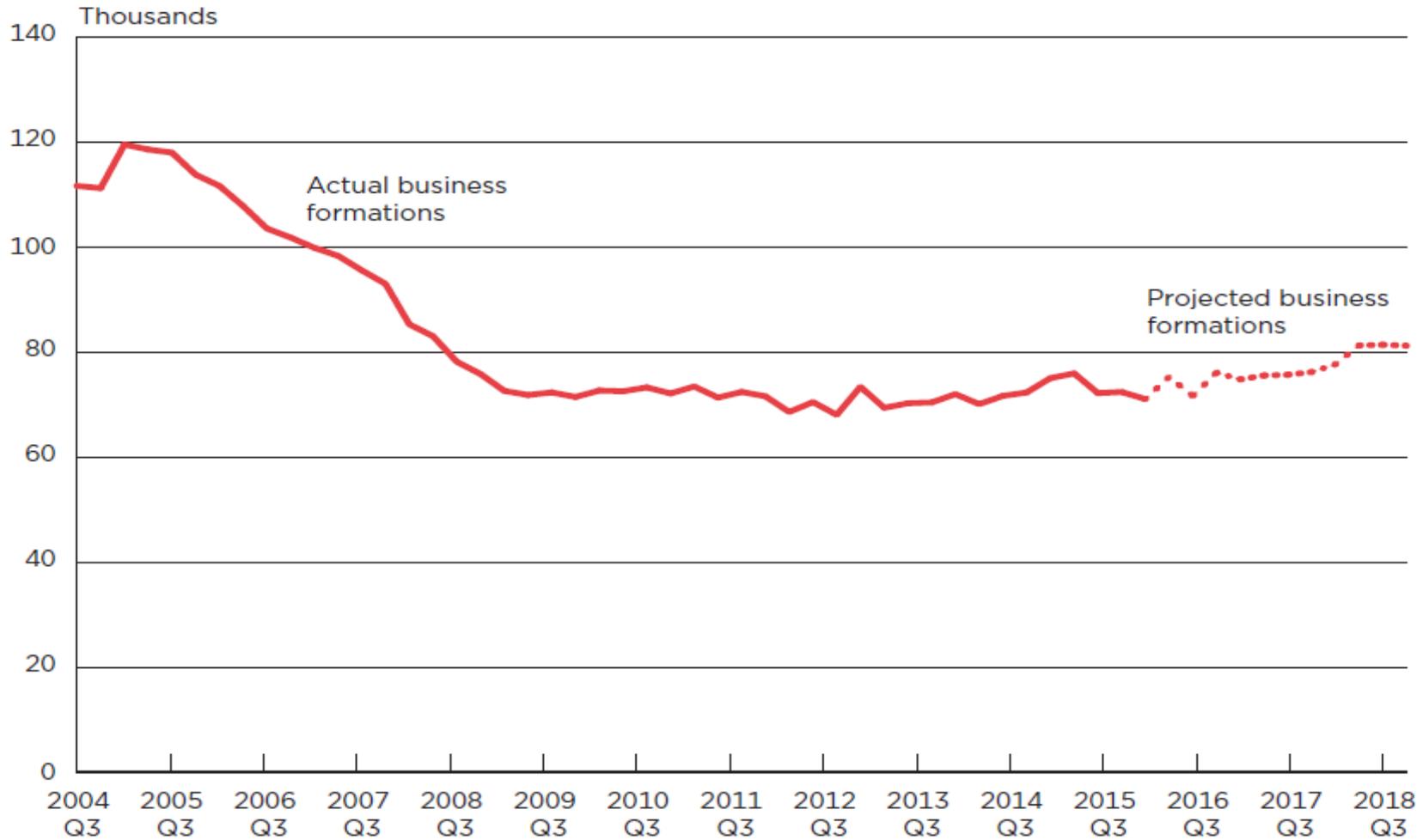


Business Formation Series

- Business Formations within 4 Quarters
- Projected Business Formations within 4 Quarters
- Spliced Business Formations within 4 Quarters
- Average Duration (in Quarters) from Business Application to Formation within 4 Quarters

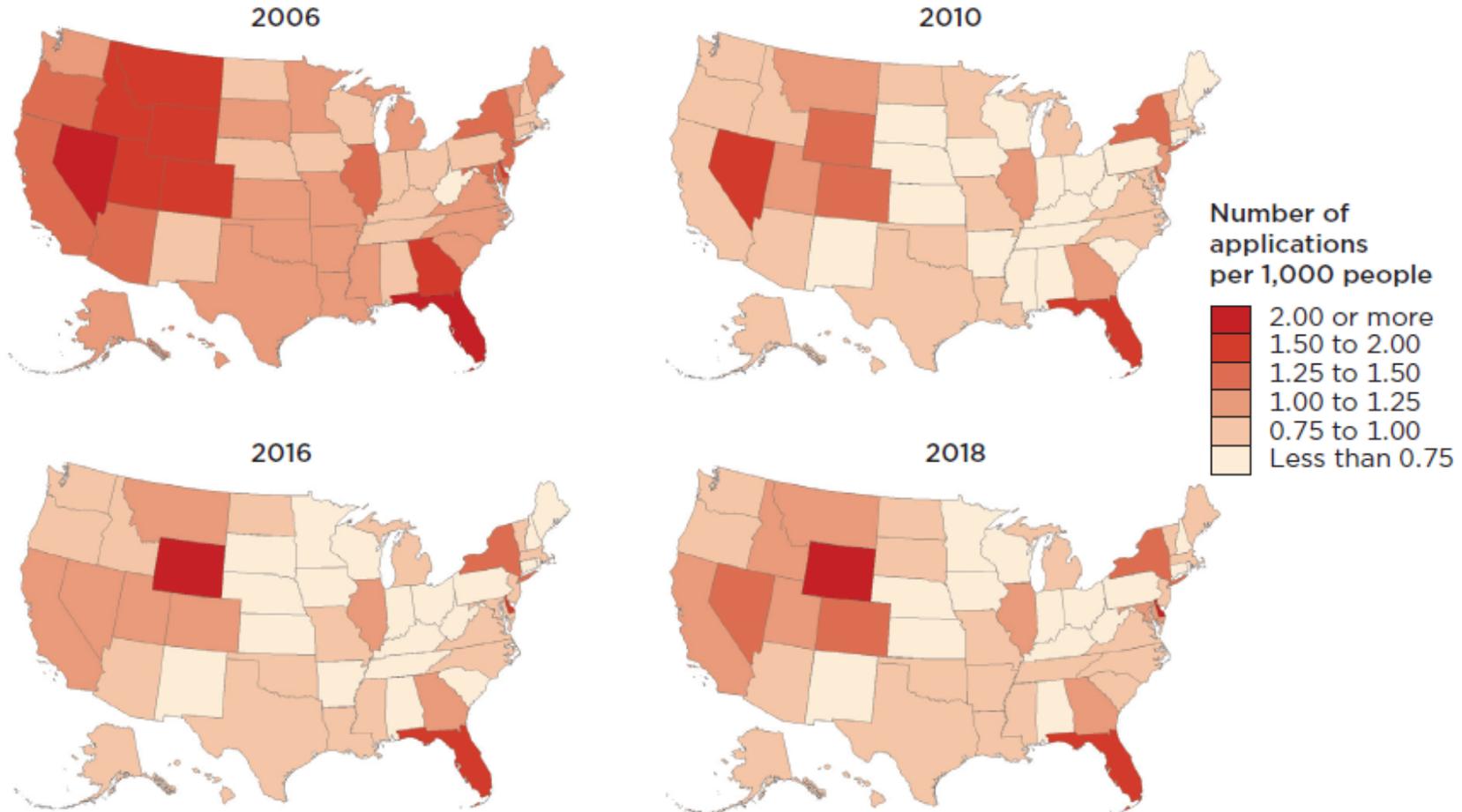
To read more about the Business Formation Series, visit -
<https://www.census.gov/econ/bfs/methodology.html>

Actual and Projected Business Formations (Within Four Quarters), Seasonally Adjusted



Source: U.S. Census Bureau, Business Formation Statistics.

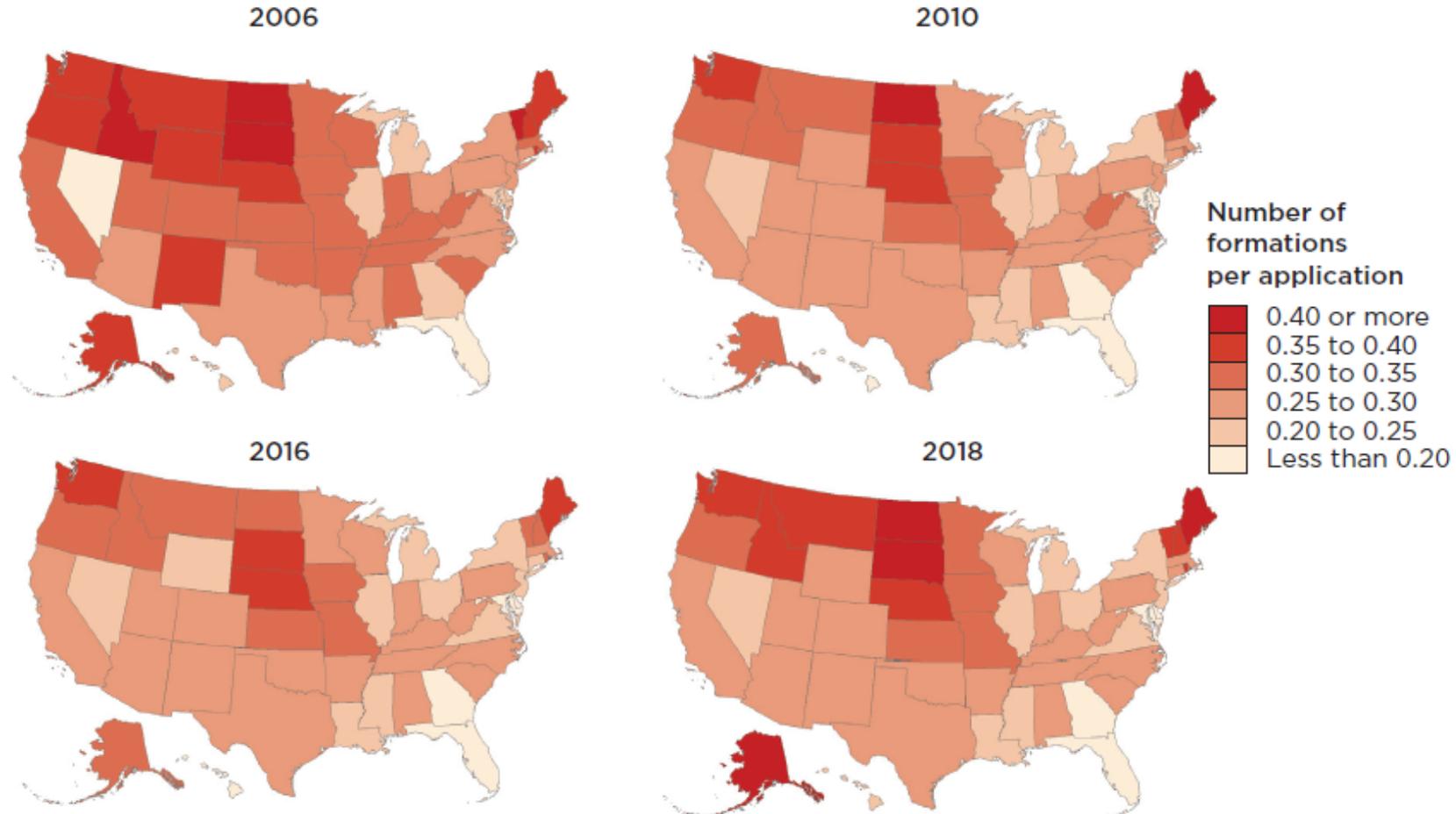
High-Propensity Business Applications Per 1,000 People



Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. Population estimates are as of July 1.

Source: U.S. Census Bureau, Business Formation Statistics.

Business Formations (Within Four Quarters) Per High-Propensity Business Application



Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. The 2016 and 2018 maps contain projected formations.

Source: U.S. Census Bureau, Business Formation Statistics.

Accessing the BFS

Business Formation Statistics

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

United States™
Census
Bureau

TOPICS
Population, Economy

GEOGRAPHY
Maps, Products

LIBRARY
Infographics, Publications

DATA
Tools, Developers

SURVEYS/PROGRAMS
Respond, Survey Data

NEWSROOM
News, Blogs

ABOUT US
Our Research

Search

[Census.gov](#) > [Business & Economy](#) > Business Formation Statistics

Business Formation Statistics

Main About the Data **Data** How the Data are Collected Definitions FAQs

Related Sites

- Business and Economy
- Economic Indicators
- Center for Economic Studies

The Business Formation Statistics (BFS) are a product of the U.S. Census Bureau developed in research collaboration with economists affiliated with Board of Governors of the Federal Reserve System, Federal Reserve Bank of Atlanta, University of Maryland, and University of Notre Dame. The BFS provide timely and high frequency information on new business applications and formations in the United States.

BFS – ‘Data’ tab (<https://www.census.gov/econ/bfs/index.html>)

- Time Series Data
- Geographic Visualizations
- Interactive Graphs
- Past Releases

BFS – ‘Data’ tab (<https://www.census.gov/econ/bfs/index.html>)

Time Series Data

-  **Time Series/Trend Charts:** Create your own customizable time series

Use the link above to access all Business Application series and Business Formation Series at both U.S. and State levels. Data are available both seasonally adjusted (where applicable) and not seasonally adjusted. For detailed instructions on using this Time Series/Trend Charts application, please visit the [Technical Documentation](#).

TIME SERIES / TREND CHARTS

Please follow the numbers in order.

1 Select the report/survey from which you wish to retrieve data:

Business Formation Statistics

2 Select a date range:

Start: 2004 End: 2019

3 Select Industry or Category:

Business Applications

4 Select one Item :

Total Applications

5 Select Geographical Level:

U.S. Total

Select as available:

Seasonally Adjusted

Not Seasonally Adjusted

GET DATA

[Download all data for this report/survey](#)

[Save this search](#)

Source: Business Formation Statistics ([Definitions](#))**Business Applications: Maryland** — Seasonally Adjusted Total Applications [Units][TXT](#) [XLS-V](#) [XLS-H](#) [Bar Chart](#) [Line Chart](#)

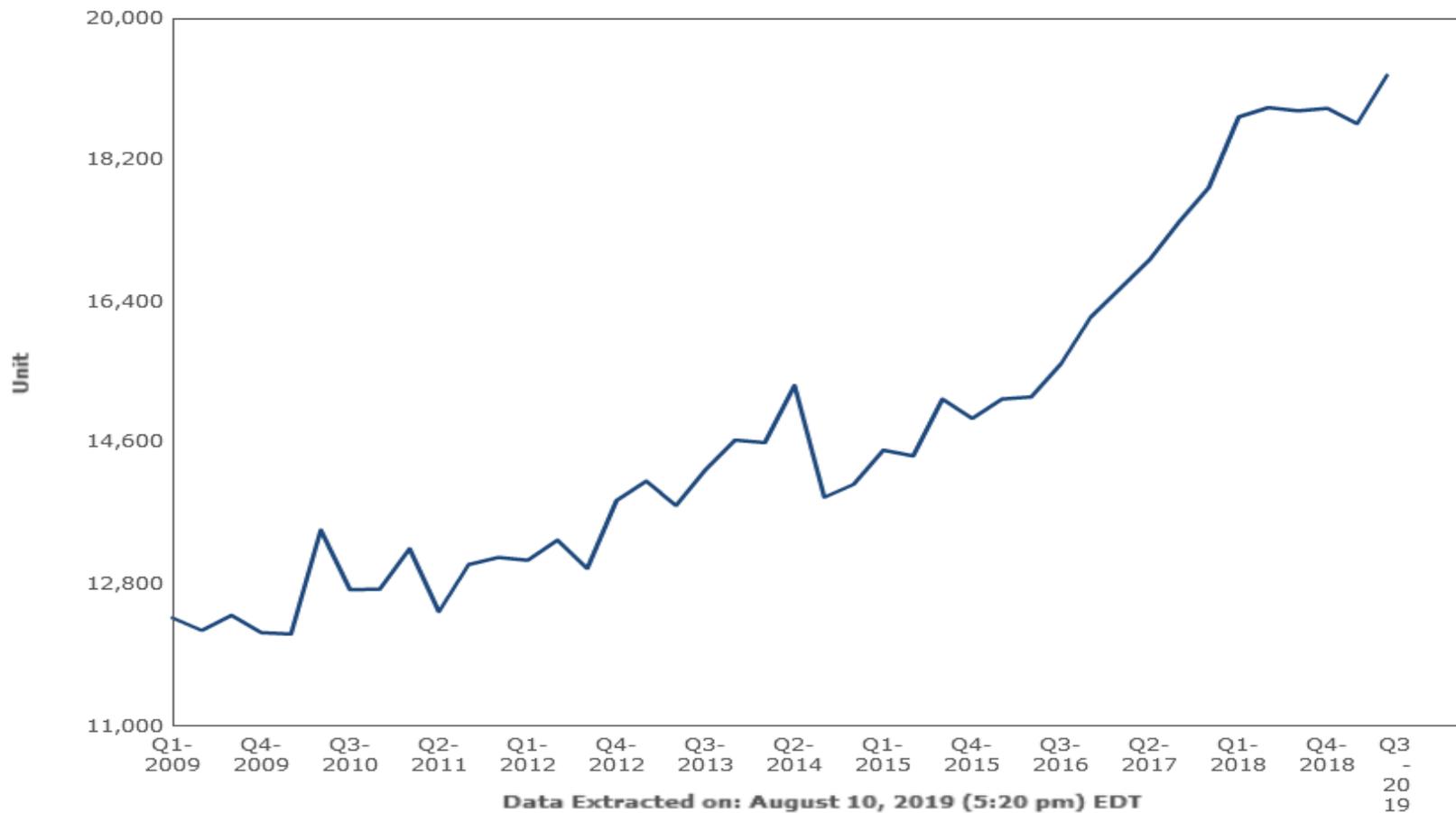
Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2009	12,368	12,210	12,400	12,181
2010	12,164	13,487	12,725	12,734
2011	13,251	12,446	13,044	13,137
2012	13,099	13,358	12,995	13,860
2013	14,107	13,799	14,252	14,629
2014	14,601	15,327	13,902	14,067
2015	14,504	14,432	15,154	14,909
2016	15,154	15,180	15,600	16,198
2017	16,561	16,929	17,415	17,847
2018	18,743	18,862	18,822	18,856
2019	18,656	19,278	NA	NA

Source: Business Formation Statistics ([Definitions](#))**Business Applications: Maryland** — Not Seasonally Adjusted Total Applications [Units][TXT](#) [XLS-V](#) [XLS-H](#) [Bar Chart](#) [Line Chart](#)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2009	13,498	12,904	11,691	11,005
2010	13,393	14,240	11,946	11,424
2011	14,753	13,125	12,183	11,684
2012	14,797	14,006	12,123	12,209
2013	16,140	14,396	13,293	12,767
2014	16,897	15,882	13,021	12,157
2015	16,909	14,909	14,238	12,775
2016	17,770	15,638	14,715	13,784
2017	19,468	17,454	16,436	15,139
2018	22,045	19,517	17,765	15,957
2019	21,887	20,013	NA	NA

Source: Business Formation Statistics
 Business Applications: Maryland
 Q1-2009 to Q4-2...

Seasonally Adjusted Total Applicati...



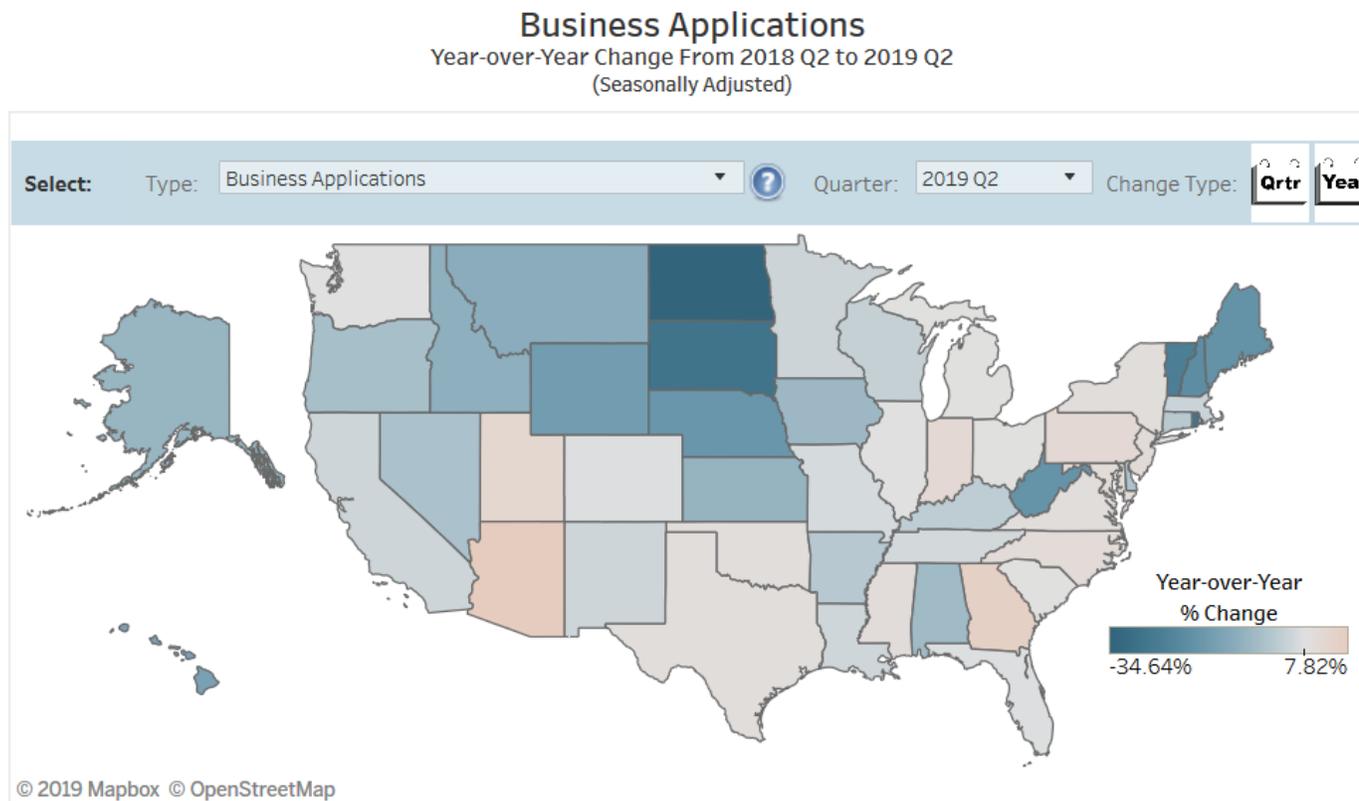
These data may be subject to nonsampling error. For more information see



To learn more about FRED (mobile app) – visit -

https://fred.stlouisfed.org/fred-mobile/index.php?utm_source=census&utm_medium=website&utm_campaign=mobile_app

Geographical Visualizations



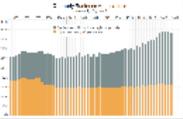
Interactive Graphs

Business Formation Statistics (BFS)

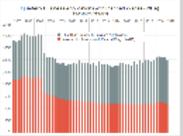
Interactive Visualizations

U.S. Total

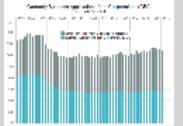
Quarterly Business Applications (BA) and High Propensity Business Applications (HBA)



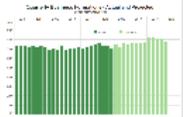
Quarterly Business Applications with Planned Wages (WBA)



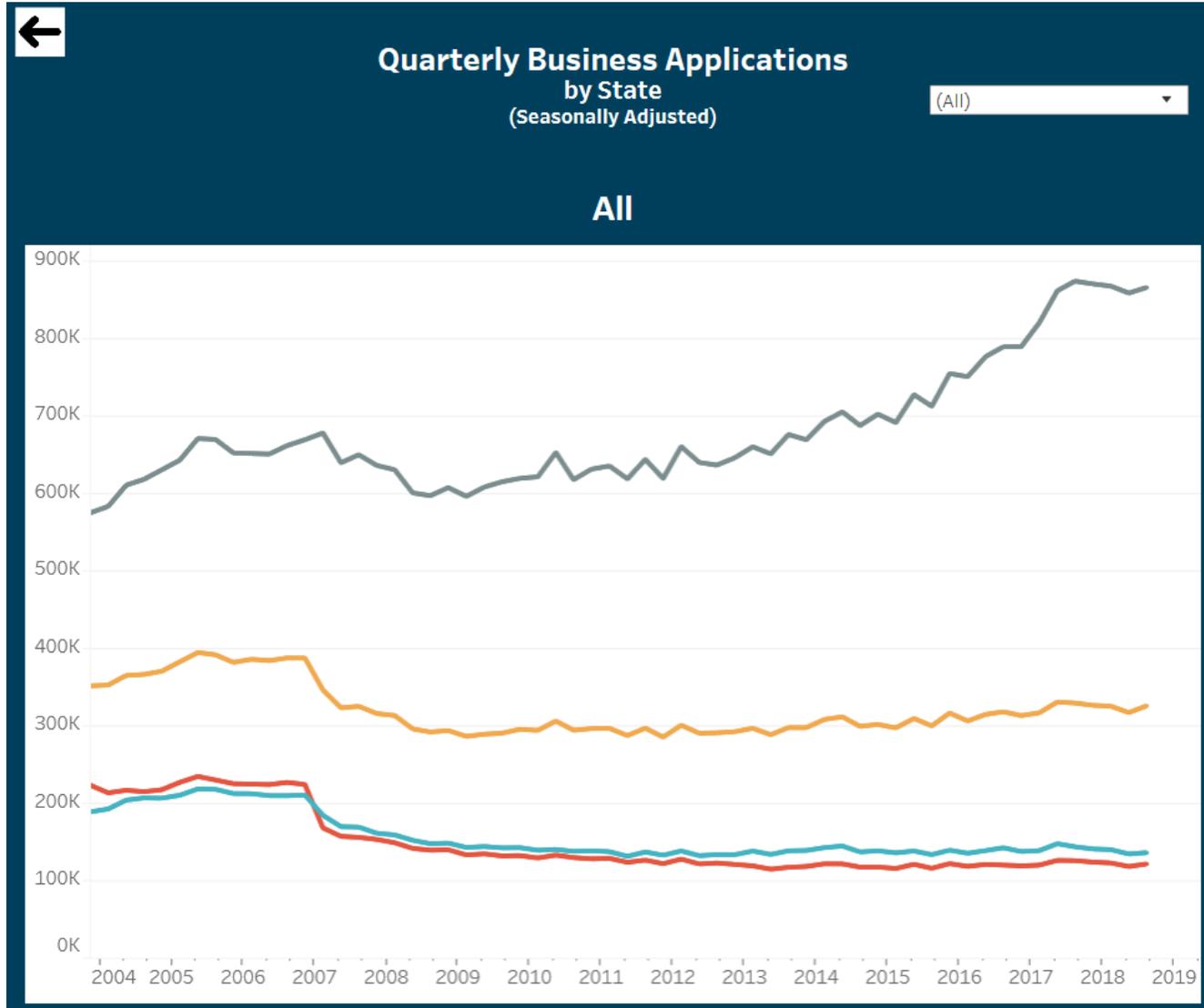
Quarterly Business Applications from Corporations (CBA)



Quarterly Business Formations - Actual & Projected (SBF4Q)



By State



- Business Applications
- Business Applications from Corporations
- Business Applications with Planned Wages
- High-Propensity Business Applications

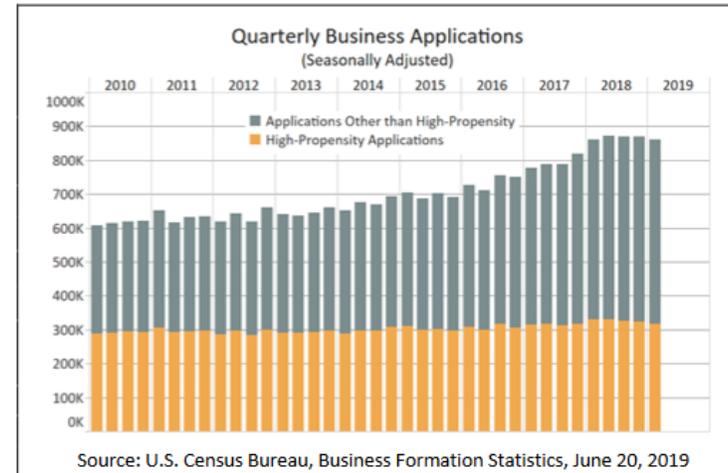
Past Releases

2019 Business Formation Statistics Releases

- [1st Quarter Business Formation Statistics Report](#) [311KB]

BUSINESS APPLICATIONS		
U.S. Business Applications:	2019 Q1	2019 Q1 / 2018 Q4
Total	861,667	-0.9%
High-Propensity	316,155	-2.7%
With Planned Wages	117,523	-3.9%
From Corporations	134,243	-3.9%

Next release: July 17, 2019
Data adjusted for seasonality
Source: U.S. Census Bureau, Business Formation Statistics, June 20, 2019



Business Applications - At a Glance

		 US	 Northeast	 Midwest	 South	 West
Total	2019 Q1	861,667	142,546	142,737	373,026	203,359
	2019 Q1 / 2018 Q4	-0.9%	-0.7%	-1.6%	+0.1%	-2.3%
High-Propensity	2019 Q1	316,155	55,089	50,287	130,264	80,514
	2019 Q1 / 2018 Q4	-2.7%	-2.1%	-3.3%	-1.7%	-4.1%
With Planned Wages	2019 Q1	117,523	17,797	20,427	47,638	31,661
	2019 Q1 / 2018 Q4	-3.9%	-3.0%	-3.7%	-2.5%	-6.4%
From Corporations	2019 Q1	134,243	29,121	17,686	49,046	38,389
	2019 Q1 / 2018 Q4	-3.9%	-3.5%	-4.5%	-4.1%	-3.9%

Details may not equal totals due to rounding. Regions defined by Census Bureau Geography Program

Green Percentage changes are greater than zero (+). Red Percentage changes are less than zero (-). Z = absolute value < 0.05

Additional BFS Series In the Future

- Business applications are correlated with local economic activity (e.g. city-level house price changes, county-level employment growth, shale activity, etc..)
- Potential future series:
 - More granular geography (county, MSA)
 - Industry series (at least broad NAICS sectors)
 - Higher frequency series (monthly, weekly)
- Companion paper for details:

Bayard, Dinlersoz, Dunne, Haltiwanger, Miranda, Stevens (2018) -
https://www.census.gov/library/working-papers/2018/adrm/bfs_FEB2018.html

Post Secondary Employment Outcomes

Post-Secondary Employment Outcomes (PSEO)

- Developed by the Longitudinal Employer-Household Dynamics (LEHD)
- Provides statistics on earnings & employment outcomes

America Counts: Stories Behind the Numbers

How Much Is Your College Degree Worth?

<https://www.census.gov/library/stories/2018/09/education-pilot.html>

Where Do College Graduates Go For Jobs?

<https://www.census.gov/library/stories/2019/08/where-do-college-graduates-go-for-jobs.html>

LEHD Public-use statistics

QUARTERLY WORKFORCE INDICATORS (QWI)

- Employment, Hires, Separations, and Wages by Worker Demographics
- Key uses:
 - Understanding the aging workforce
 - Examining hiring trends in local labor markets
 - Identifying where wages are high or where wages are growing in local labor markets

LEHD ORIGIN-DESTINATION EMPLOYMENT STATISTICS (LODES)

- Block-level employment by where workers live and work
- Key uses:
 - Local economic development planning
 - Emergency planning
 - Business site selection

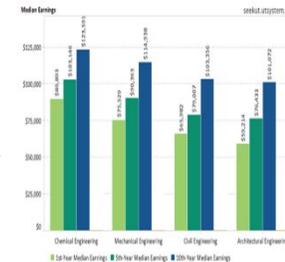


JOB-TO-JOB FLOWS (J2J)

- Hires and separations by worker origin and destination employment characteristics
- Key uses:
 - What labor markets are we losing workers to?
 - What industries are we attracting workers from?
 - Who is hiring workers from unemployment?

POST-SECONDARY EMPLOYMENT OUTCOMES (PSEO)

- New pilot statistics on earnings for college graduates by institution and major
- Key uses:
 - Estimating returns to degree
 - Short run and long run returns
 - Industries and regions graduates work



Post-Secondary Employment Outcomes (PSEO)

A new collaboration between university systems and the Census Bureau

A joint pilot project between university systems, state longitudinal data systems, and the Census Bureau, the **Post-Secondary Employment Outcomes (PSEO)** are experimental tabulations providing national earnings statistics for graduates of post-secondary institutions.

Goal:

- Provide students and parents better data on the return on investment to post-secondary degrees

The PSEO provides:

- 25th, 50th, and 75th percentiles of annual earnings for college and university graduates
- Employment by industry sector and region of the country
- By degree level, degree major, and post-secondary institution
- One year, five years, and 10 years after graduation.

Advantages of the Post-Secondary Employment Outcomes (PSEO)

Comparison to Similar Efforts -- College Scorecard and State Initiatives

College Scorecard (Department of Education):

- Obama administration initiative to promote transparency in returns to college.
- Data on earnings by institution, for enrollees who received financial aid.
- *Shortcomings*: No program level earnings data (although plans to release this were recently announced), missing ~40% of students who do not receive Title IV financial aid.

State and system-level initiatives (various):

- Individual system or SLDS linked to state UI. Publically available data from these projects vary, but many release institution or program level data.
- *Shortcomings*: Earnings captured only for graduates that remain in the state, no uniform methodology or centralized distribution of statistics.

Accessing PSEO – Data [\(https://lehd.ces.census.gov/data/pseo_beta_viz.html\)](https://lehd.ces.census.gov/data/pseo_beta_viz.html)



Post-Secondary Employment Outcomes (Beta)

- [Download Data](#)
- [Email Us](#)
- [Tutorial](#)
- [Help](#)

State
MICHIGAN ▾

Institution
UNIVERSITY OF MICHIGAN - ANN ARBOR ▾

Degree Level
Baccalaureate ▾

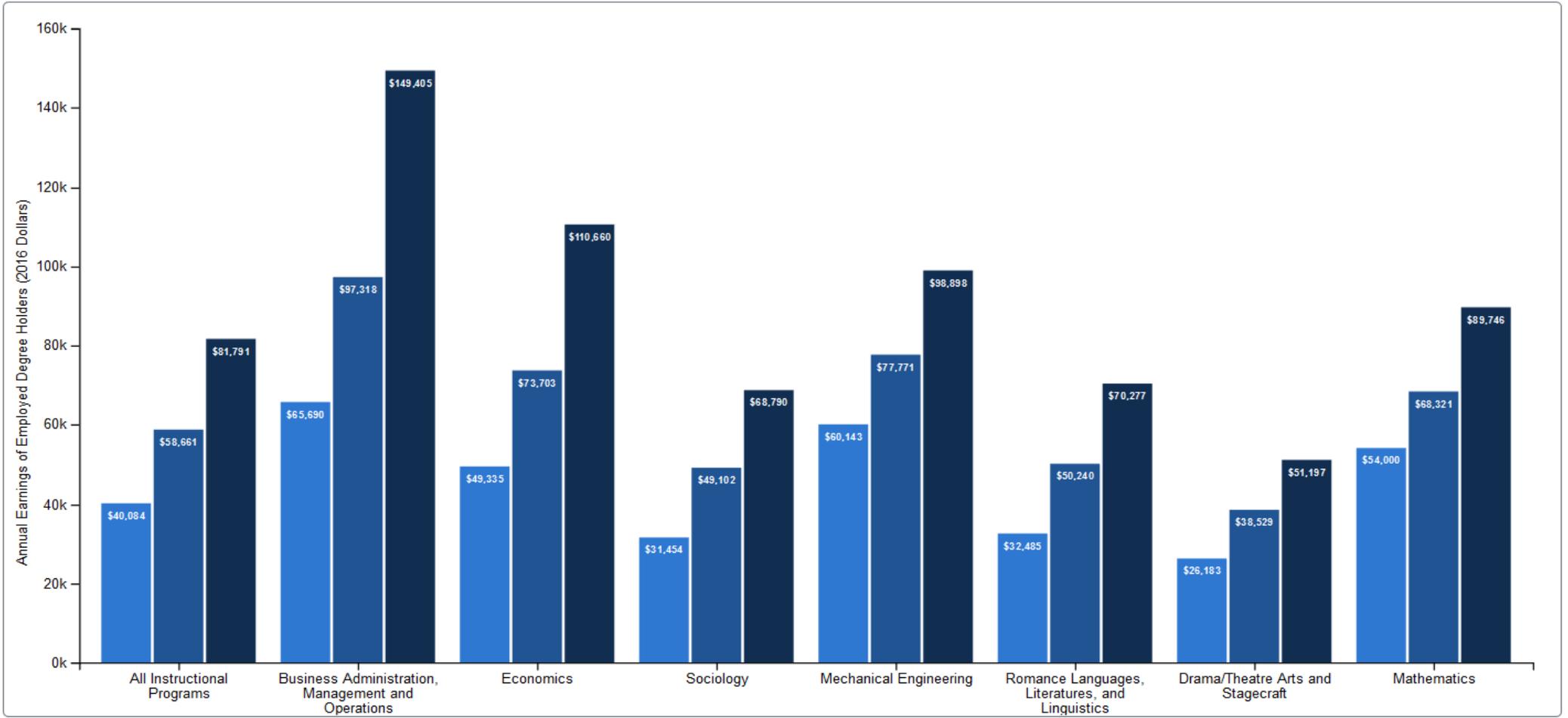
Graduation Cohort
All Cohorts ▾

Compare Earnings by
🕒 %

Legend

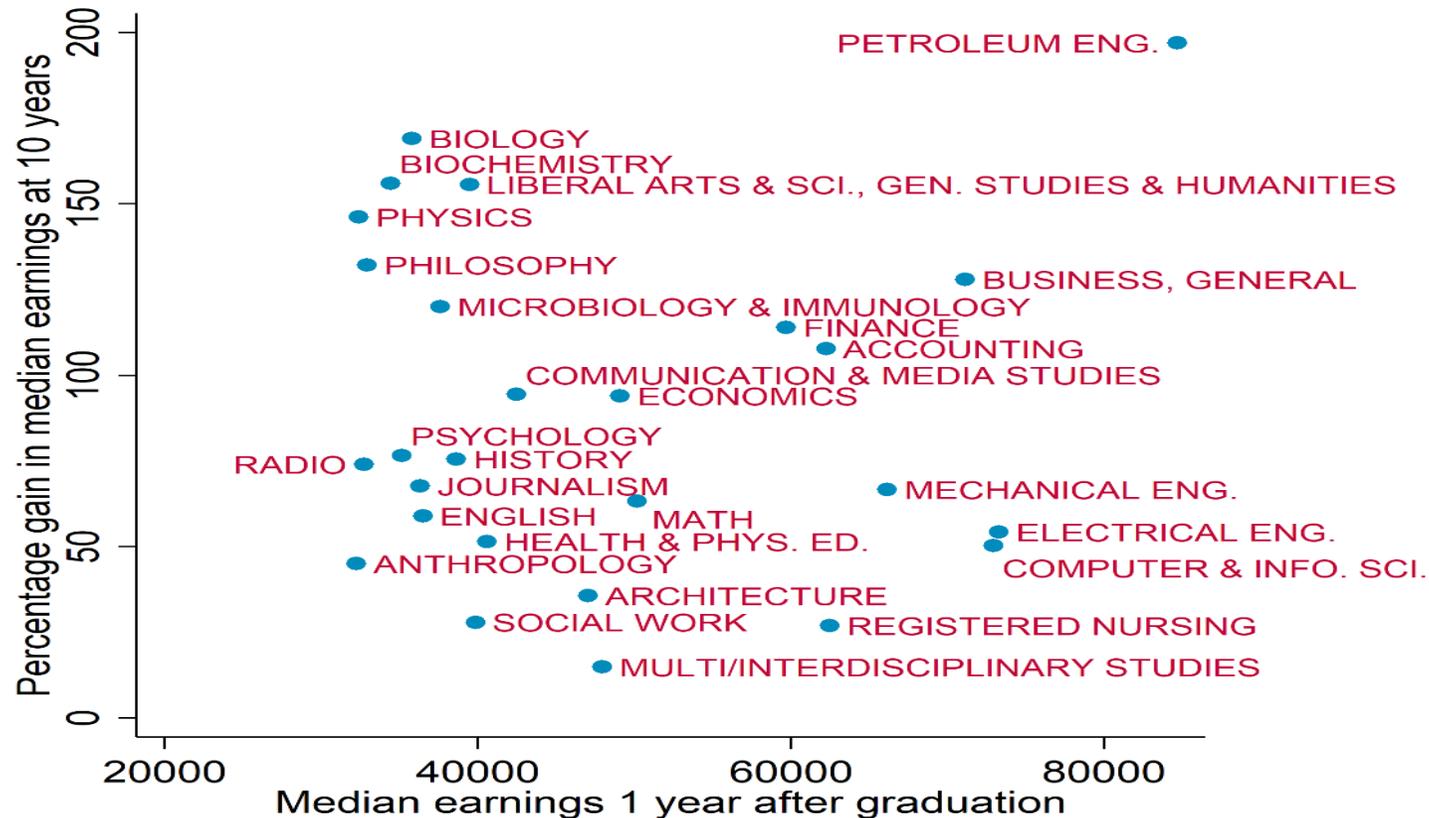
- 1 Years Postgrad
- 5 Years Postgrad
- 10 Years Postgrad

Earnings-percentile Filter
25 50 75



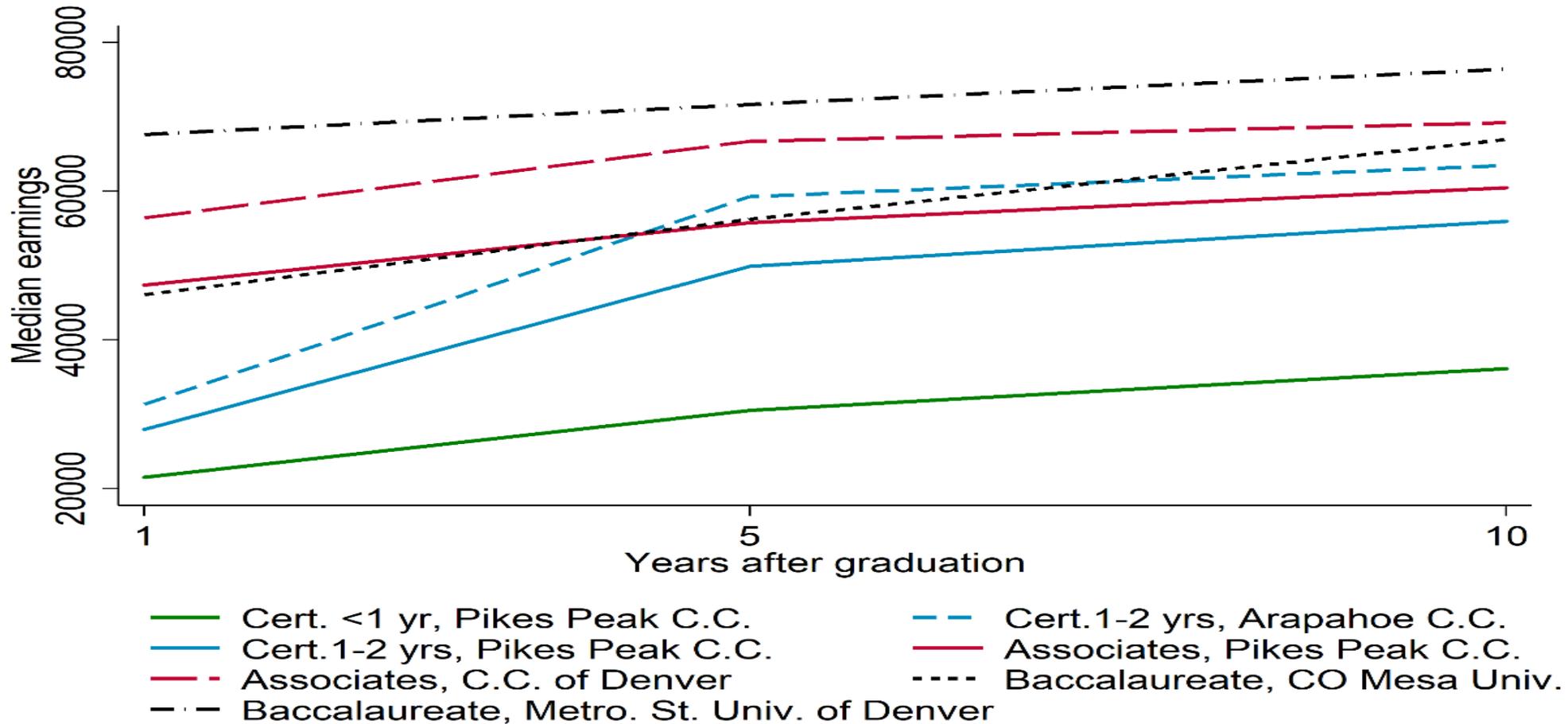
Post-Secondary Employment Outcomes (PSEO)

Initial Earnings and Earnings Growth 10 Years After Degree: University of Texas at Austin Graduates



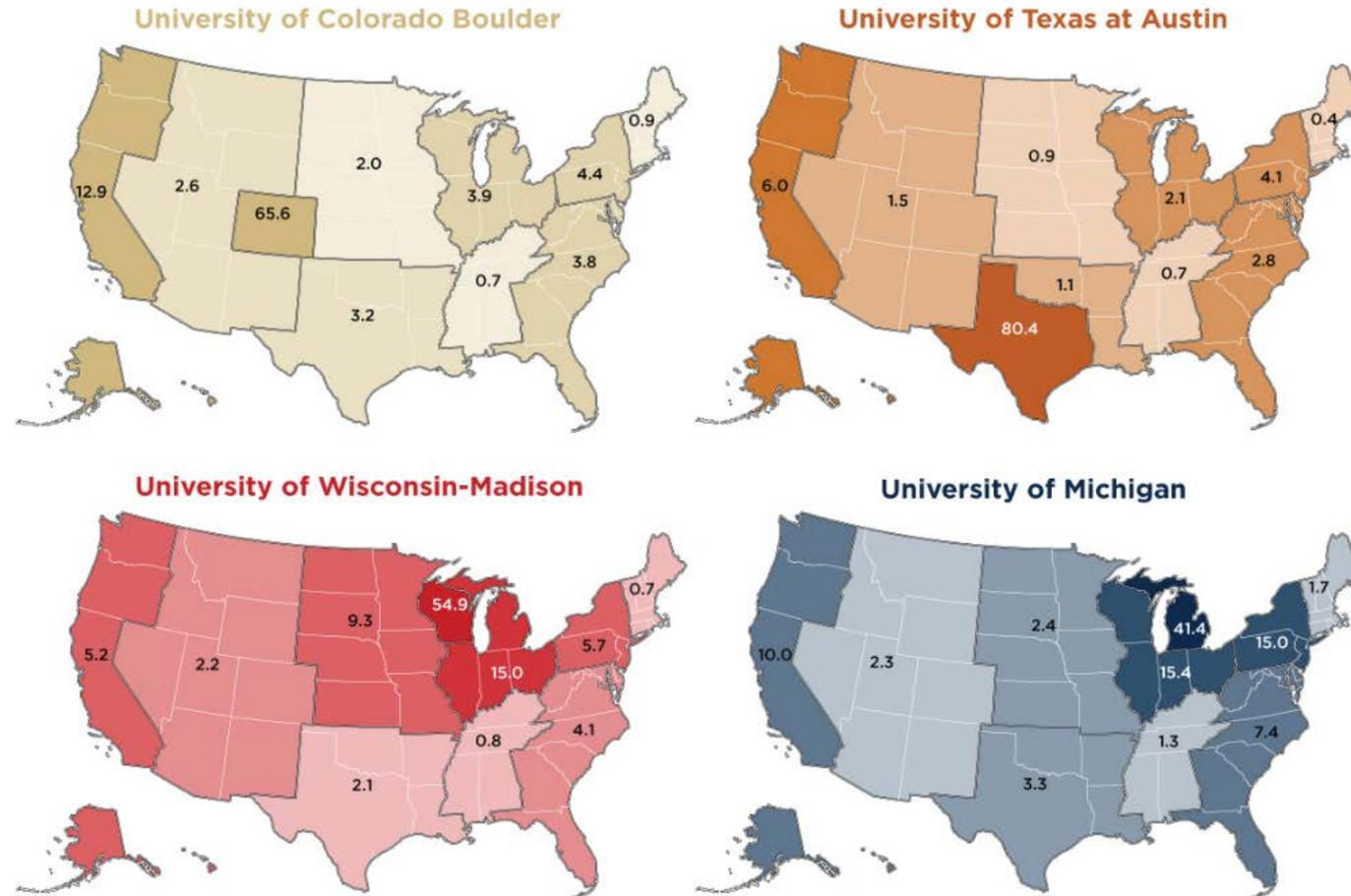
Post-Secondary Employment Outcomes (PSEO)

Earnings Outcomes for Different Types of Nursing Degrees for Graduates from Selected Institutions in Colorado



Where Graduates With a Bachelor's Degree From Four Flagship Institutions Work by Region

(In percent)



Source: U.S. Census Bureau, Post-Secondary Employment Outcomes.

For U-M bachelor degrees, the top industries for employment 10 years after graduation are:

10 years after graduation are:



Summary

- E-Commerce Statistics (E-STATS)
- Economic Census Reports & What's New?
- Business Formation Statistics (BFS)
- Post-Secondary Employment Outcomes (PSEO)
- New data dissemination platform – data.census.gov

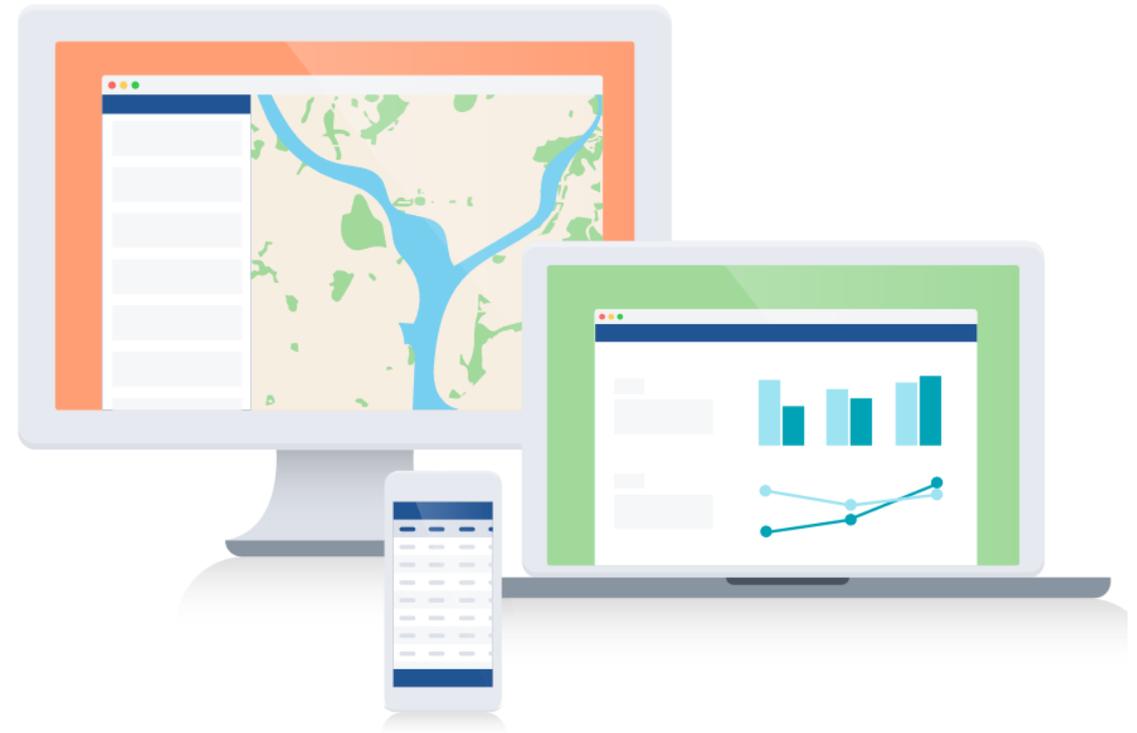
Accessing Census Data – data.census.gov



Explore Census Data

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

[Advanced Search](#)



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*

Response Promotion

The collage features several promotional elements for the Economic Census:

- Video Thumbnail:** A family of three (a man, a woman, and a child) standing on a beach. Text overlay reads: "LOOKING SO AMAZING ON MY NEXT VACATION".
- Social Media Post:** A Facebook-style post from the U.S. Census Bureau. The main text asks, "WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS? CENSUS DATA CAN TELL YOU IF THE TIME IS RIGHT." Below this, it says, "The Economic Census provides data on every U.S. industry and geography - statistics that can help you grow your business. That's why your responses not only important to us, but also to you." It includes a "Learn More" button and engagement metrics: "888 Comments · 475 Shares".
- Laptop:** A person's hands are shown typing on a laptop. The screen displays a dashboard with various charts and data visualizations.
- Printed Report:** A dark blue report titled "DATA FROM THE NATION'S BUSINESSES STATES ON EVERY INDUSTRY AND GEOGRAPHY" and "ONE VALUABLE RESOURCE FOR YOUR BUSINESS".
- Text Block:** A red header labeled "Messaging" is followed by a list of key messages and talking points for promoting the Economic Census.

Exploring Census Data Webinar Series

- Archives available @ <https://www.census.gov/data/training-workshops.html>
- Future topics – send topic of interest to: ewd.outreach@census.gov



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 Me At:

lynda.lee@census.gov

301-763-3044

ewd.outreach@census.gov

1-800-242-2184

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

