

**WEBINAR TRANSCRIPT:  
NWX-US DEPT OF COMMERCE  
Exploring Census Data Webinar Series: Hidden Gems**

**September 25, 2019  
2:00pm (Eastern Time)**

Coordinator: Welcome and thank you for standing by. I would like to let all parties know you'll be in a listen-only mode until the question and answer session of today's conference. If you do have a question, you can press star 1. Today's call is also being recorded. If you have any objections, you may disconnect at this time. I'll now turn the call over to Lynda Lee. Ma'am, you may begin.

Lynda Lee: Thank you. Good afternoon, everyone. My name is Lynda Lee, and thank you for attending today's webinar. I want to welcome everyone to our sixth and final webinar in our Exploring Census Data webinar series. If you have been following our series, we began in April with the first in the series on International Trade.

Since then, the series have included other topics, presented on a monthly basis. For anyone who may have missed a session, we have our presentations, recordings, and transcripts for each of the webinars archived on our site, [census.gov](http://census.gov), found under "Recorded Webinars."

Last in the series today is census data that we consider "hidden gems." For anyone who may have tuned into our 2018 series on hidden gems, today's session will serve as part two, where we will be featuring additional information not covered in last year's session.

In this webinar, we will dive into data from several programs that you may find to be helpful for your research. The webinar is a standalone session where you don't need to have seen part one in order to track along.

If you're interested in viewing part one, however, please visit our site, [census.gov](https://www.census.gov), where you will be able to obtain an archived copy of the recording and transcript. Before we begin, let me give you a quick look into our series.

The Exploring Census Data webinar series consists of six webinars presented monthly on popular topics. On the right side of the screen, we have included a list of sessions in this series that are available for you online. Items consistent throughout the series is the use of real live case scenarios to illustrate practical ways to use the data.

Another common feature that is in each of our webinars is that the series is presented by subject matter experts with the opportunity for Q&A at the end of each session. And, if you miss a webinar, want to refer a colleague to a session you found to be particularly helpful, or simply would like to view it again, each of the sessions is recorded and posted at the link provided here.

Archived for you as well is our 2018 series. So, let's begin with general information about the Census Bureau. The Census Bureau is the federal government's largest statistical agency. We conduct over 100 surveys each year with some of our highly visible programs such as the Decennial, the American Community Survey, and the Economic Census listed here.

Now, out of these 100-plus surveys, over 60 of them collect business data. Now, when it comes to our data, a pyramid is a good illustration of the

relationship between details and timeliness. In general, the more timely the data, the fewer the details.

With that being said, the Economic Census is a periodic survey that takes place every five years. It is illustrated at the bottom of the pyramid because it is the most comprehensive program when you are looking for business data. During today's webinar, the data you will see will be a mixture of different categories on this pyramid.

On the next slide, I'm going to briefly provide a general overview of our decennial census. The primary purpose of the 2020 decennial census is to collect data on population and housing, but there are many other important purposes.

The data from the 2020 helps with drawing congressional and state legislative districts, school districts, and voting precincts, distributing billions of dollars annually in funding to state and local communities. These outcomes affect every person in the United States, which is why it is important that we have a complete and accurate census.

Since the 2020 will touch our lives in the near future, here's a timeline of our activities so you can know what's coming down the road. In March of next year, households will receive an invitation to participate and respond. As you can see from the timeline, reminders will be delivered to those who may have missed the initial mailings.

Every household will have the option of responding online, by phone, or by mail. So, what can you do to get involved, to help make the 2020 Census a complete and accurate count of the nation's people? You can actively support and spread the word about completing your 2020 Census in your community.

You can learn more about approximately 500,000 temporary census jobs that may come available in the spring of 2020. You can remind others that census is important, easy, and safe. Finally, you can join your local complete count committee and lend your expertise to ensure all areas of your community are accurately counted in 2020.

Now, let's dive into our hidden gems. In today's webinar, our gems include the E-Commerce Statistics, which we commonly refer to as the E-STATS. Next on our list of gems are reports available from the Economic Census that contain value and - valuable information, that are sometimes overlooked.

This creates a nice segue into what's new in our recent and upcoming releases for the 2017 Economic Census. Another gem we will explore is our new program called the Business Formation Statistics. I will be providing information that can be helpful for your research.

And finally, we will close out with another prize that we call the Post-Secondary Employment Outcomes. The US Census Bureau collects and publishes data on E-Commerce Statistics sales on both an annual basis in the E-STATS report and on a quarterly basis in the Quarterly Retail E-commerce Sales report.

Let's take a dive into our first gem, the E-STATS, short for E-Commerce statistics. E-commerce sales are defined as goods and services where a buyer places an order or the price and terms of the sale are negotiated over an internet, mobile device, email, or other comparable online system.

Now I need to mention that the definition of E-Commerce for the E-STATS is based on the Census Bureau's definition of E-Commerce. Therefore, it may or

may not equate to definitions obtained from external sources. The statistics from E-STATS provide data on electronic commerce activities in key sectors of the US economy.

The underlying data are collected in five separate surveys of manufacturing, wholesale, service, and retail businesses. The surveys associated with the E-STATS are listed on the right side of the slide. Data is available at the national level for the two through five-digit NAICS code, and for trend analysis, you can obtain historical data back to 1998.

This slide provides a snapshot from each of the surveys that make up the E-STATS. In green text, I've included acronyms so you can see how the data is collected from each of the surveys. Although the questions vary depend on the industry, all of the programs collect data on electronic commerce.

So, what kind of information can you get from the E-STATS? Let's take a look at the components. The E-STATS report came into existence as a result of five separate surveys within the Census Bureau, all collecting data on electronic commerce.

So from the Annual Survey of Manufactures and Economic Census for Manufacturing, E-Commerce data is measured on the value of shipments. From the Service Annual Survey, revenues is the measure used, and from the Annual Wholesale Trade Survey and the Annual Retail Trade Survey, E-Commerce data are measured in sales.

As you can see on this slide, although the report is available for many sectors, it does not cover agriculture and construction. Here's an example of data from E-STATS. On this table, we have a snapshot from 2011 to 2016 of estimated total sales in comparison to merchandise sold online.

The data you see on this table is not the total E-Commerce or sales for Retail. It represents a specific NAICS code, 45411, for Electronic Shopping and Mail-Order Houses. It's interesting to see how online sales compare to total sales over time.

On this table shown in red, we see that although drugs, health, and beauty aids have increased in electronic commerce sales over the years, other non-store methods such as sales from catalogs and toll-free telephone numbers remain the dominant modes.

On the other hand, in blue, we see that the office equipment and supplies is showing an interesting pattern. In 2015, both sales and - both total sales and E-Commerce sales were over \$9 billion. As you can see, information from E-STATS in conjunction with other data can help you find what the industry is like in comparison to your business.

And here's an overall picture of data from the E-STATS. The illustration on the left shows a slight decrease in E-Commerce for total manufacturing industry, while total for Service, Retail, and Merchant Wholesale industries reported increases.

The illustrations show statistics that were released in 2018. We recently released new data on September 23, so when you visit our site, [census.gov](https://www.census.gov), you will find more recent data. I've also included a link at the bottom for anyone who may be interested in details of the full report.

So, how can you access the E-STATS? When you visit [census.gov](https://www.census.gov), you can go directly to the data by selecting Surveys and Programs, and then selecting

E-Commerce Statistics. On the left, I've circled the breadcrumbs as a reference.

Released more frequently than E-STATS is the Quarterly Retail E-Commerce Sales Report. This report provides information on online spending within the retail sector only. Collected as part of our Monthly Retail Trade Survey, this data is published quarterly at the national level and has been released since 1999.

On August 28, we released a new supplemental table to accompany the quarterly release, and we will discuss this more shortly. Here's an example of data from the Quarterly E-Commerce Report. Each quarter, we release total spending by retailers, as well as the portion of that spending conducted online on both a seasonally adjusted and not adjusted basis.

In the example here, over \$146 billion of retail sales were conducted online in the second quarter of 2019. That number was 10.7 percent of all retail spending. This \$146 billion is 13.3 percent higher than the second quarter of 2018, compared to overall sales growth of 3.2 percent.

So, this table has been able to provide overall high-level information on E-Commerce sales within the retail sector for about 20 years. E-Commerce is a growing and extremely interesting part of our economy right now, and our current E-Commerce definitions and statistics were developed in 1999.

So, things have changed a bit, and our data users are asking for more details in our E-Commerce measurement and want a complete picture of the role E-Commerce plays in our economy. As seen on the previous slide, our quarterly E-Commerce report, our E-Commerce numbers are very high level.

So, we needed to present our existing data in a different way to provide more useful statistics to our users. So, on August 28, the Census Bureau released the Supplemental Quarterly Retail E-Commerce table. This is a new experimental data product that provides more granular E-Commerce estimates.

Following the lead of supplemental annual E-Commerce table, the new Supplemental Quarterly Retail E-Commerce table shown here provides E-Commerce sales broken out by a retailer's primary kind of business. This data corresponds to the not-adjusted estimates from the existing quarterly table.

Part of the motivation behind releasing this table as an experimental data product was to solicit feedback, so please feel free to share any ideas or comments using the telephone number or email address at the bottom of the screen.

Our next gem comes from the Economic Census. So, while the Economic Census is one of our biggest undertakings for business data, and the program itself is not hidden, today I will be pointing out different reports that are not as visible and can help you in your research of business data.

Let's take a look at several Economic Census reports. For today's webinar, I'm going to highlight useful information from the Core Statistics, then dive into the Subject and Summary Series, followed by information on our recent releases of the 2017 Economic Census.

In real life, we are presented with a changing economy. As a result, the Census Bureau recognizes the need to provide data that is relevant in today's times. With that spirit, you will find that we have been updating the North American Industry Classification System as a response to changes in the economy.

The report you see on this slide comes from our Industry Bridge Statistics. The Industry Bridge Statistics can help you identify the changing codes as a result of the changing economy. For instance, an example that one of our economists here like to use is the beeper.

The beeper was revolutionary in its time, and as a result of the then-booming industry, the Census Bureau responded with collecting and providing data on these devices under its own code. Alternatively, we also concatenate industries when necessary.

So in this example, I've provided an example on - of the electronic industry. The 2007 codes circled in orange, blue, and pink were joined together into one code circled in green for the 2012 classification. So, using the Industry Bridge Statistics files can save you time when you need historical data for industries that may have expanded or have been collapsed.

I've included the file names for you at the lower right-hand corner and highly encourage you to explore when you have a moment. Another report that you may find helpful is our Comparable Statistics.

This report allows you to, AT-A-GLANCE, find industry comparisons for two through six-digit codes, from one Economic Census year to another, making comparisons from one period to another easier for you.

As you can see in this example, you are able to obtain the number of establishments, value of shipments, annual payroll, and number of paid employees from one census year to another for a particular industry without having to download, join, and manipulate multiple files to find what you need.

Another product from the Economic Census is the Concentration Ratio report. Many of our data users find it helpful to use this report as a guide to measure the state of competition in a given industry that they are analyzing. On this slide, I've taken a snapshot of one of the three Concentration Ratio reports available.

In the red box is an example of the Dog and Cat Food Manufacturing industry. You can obtain information on the industry as a whole and the percent of value added for various categories ranging from the four largest companies that manufacture dog and cat food to the 50 largest companies.

Data is available from this report at the three to six-digit level NAICS code. So, the three reports briefly featured on the previous slides are just a mere scratch of the surface. They are reports that are part of the Core and Subject/Summary Statistics listed here in bold.

I highly encourage you to take a dive into the remainder of the list when you have a moment. When you do, you will find that we have additional special reports that are unique to each industry. And now, the 2017 Economic Census.

As of last week, we began releasing the First Look to the Core Business Statistics. On this slide, you can see the different features of the Economic Census, such as the available NAICS level, geography, and various other dimensions.

One of the most important things I want to point out is how to access the data. To get to the data you need, you will have to go to [data.census.gov](http://data.census.gov). For anyone familiar with the Economic Census data, we have several updates to the 2017 that you may want to take time to note.

Regarding geographic areas, we've updated - we have updates for states, metro areas, and economic place. A link is included here on the slide, so you can view the details and find out if the changes affect your research. The 2017 Economic Census is being released under new disclosure rules and on a new dissemination platform.

If you're interested in learning the details of the changes, we have a webinar archived on census.gov that presents what's new in more detail. The link is included here for your convenience.

Before we move on to our next gem, this slide provides a snapshot of upcoming releases. Last week, we released a first look for the Economy-Wide Business Statistics for the US. Starting in January of 2020 will be the releases of our geographic area statistics.

The dates for these releases range from January to November. In November of 2020, the release of the summary and subject series will begin, and new statistics will become available to you well into the end of 2021. To see the list of releases in its entirety, which includes other release dates such as those for the Island Areas, please visit the link provided here.

Let's take a look at our next gem, the Business Formation Statistics. The Business Formation Statistics, also commonly referred to as the BFS, is a new data product created as a joint collaboration with economists affiliated with the Board of Governors of the Federal Reserve System, Federal Reserve Bank of Atlanta, University of Maryland, and the University of Notre Dame.

The BFS were created out of the need to analyze data on business startups with minimal lag periods. Other programs you may be familiar with, such as the Business Dynamics Statistics, offer similar data annually with a two-year

lag period, and a Quarterly Workforce Indicator, which provides statistics on job destructions and firm age...has a nine-month lag.

Prior to the BFS, data users obtained timely statistics with a seven-month lag from the Business Employment Dynamics conducted by the Bureau of Labor Statistics. The BFS is available on a quarterly basis at the national, state, and regional level from the third quarter of 2004 to the second quarter of 2019. The third quarter of 2019 will be released on October the 16th.

The BFS can provide you with timely data on business applications, actual and projected business formations, and delay in business formation. The BFS contains four Business Application Series and eight Business Formation Series. The series are released quarterly and updated quarterly and annually as new information become available.

Let's take a look into the Business Application Series. Listed on this slide are four Business Application Series. The series contains statistics based on these characteristics. Business applications: business applications data are a subset of actual requests for Federal Employment Identification Number, also known as EIN numbers.

The data includes only the request for EIN that are deemed to have the potential to eventually form into a business. Such being the case, business application data excludes items such as trusts and certain entities listed here. Another characteristic is High Propensity Business Application.

Data from this series have been categorized as business applications that have additional characteristics that make them more likely than other applicants to turn into businesses with payroll. And others in the series are business applications with planned wages and from corporations.

There's a good illustration of the series on the next slide. So, here's a visual representation of the Business Application Series that can help you decide the statistics that is most appropriate for your needs. As you can see, the series is a subset of one another with the EIN applications as the universe.

The EIN application serves as our administrative data, because not all applications equate to an employer business. I want to mention that the illustration is not drawn to scale. Therefore, the categories and the series are not proportional, and as you can see, some may also overlap.

So, now we move along to the Business Formation Series. The Business Formation Series consists of eight in the series that describe employer business formations with statistics to include... business applications that turn into businesses with payroll within four quarters from the time of applying for the application, projected figures, spliced formation, and, the average from application to formation.

This information is available for a four and eight-quarter time period, making up the eight sets in the series. At the bottom of the slide, I've included a link so - that will take you directly to the site where you can find out more details about the series.

This slide provides a nice illustration of the business formation series described in the previous slides. The solid line represents actual business formation, with the dotted one providing information on projected formations for the nation.

As of date, we have data up to the second quarter of 2019. Let's take a look at the longitudinal data from the BFS. Depicted on this illustration are a number

of business applications per 1,000 people for selected years between 2006 and 2018.

It appears that the number of applications per capita for new businesses have declined over this time period. In addition to this, we see that geographically, it appears that the number of applications per capita remain relatively high in Florida, while other states have varying patterns.

This slide illustrates business formation rate, which is defined as the number of businesses per high propensity application. The data we see here is an overall decline in actual business formation rate from 2006 to 2016. In 2018, we see some states experience an increase.

What's interesting about this illustration is finding out about the regions where new businesses have formed by state and by region, and if you're interested in reading more details from these two slides, the information can be found in the 2018 Center for Economic Studies and Research Data Center research report that was issued in the June of 2019.

Now that we've seen a little background on this program, let's take a look at access to the Business Formation Statistics. You can access the BFS by simply visiting [census.gov](https://www.census.gov) and searching for the program. I've included a link at the bottom that will lead you directly to the main BFS page for your convenience.

On the main page, you have access to many resources about the program. I'm going to show you on the next slide neat features under the 'Data' tab available for you for your research. The data section of the BFS main page contains four sections.

Here, you have access to: time series data, geographic visualizations, interactive graphs, and past releases. Under the time series data, when you select 'Time Series and Trend Chart' you can create and customize your own time series.

In the middle of the page, I've included an illustration of items you can choose in customizing your own time series. Here's an example of results when you customize.

So in this case, I've selected business formation statistics as the survey, 2009 to 2019 for the time period, and I wanted to know statistics on business applications and total applications for the state of Maryland. I've selected both seasonally adjusted and not-adjusted data, and then GET DATA.

Data is available in a table format by year and by quarter. For geographic level, it's also available by Northeast, Midwest, South, and West regions. And from here, you can choose to create either a bar or line graph. This is an example of a line graph generated by the data tool. You may notice that, on the horizontal axis, the text in the last quarter looks different.

If you need to create a graph for your presentation or report, the best way is to download the data. And for anyone who prefers their mobile devices, this tool is available on the Federal Reserve Economic Data app, also known as FRED. I've included a link for you here at the bottom of the page, so you can access without searching.

In the geographic visualization section, you can access interactive graphs. It is updated with new data on the day of release, but not exactly at the same time as the release. And on this slide, you can see our interactive graphs are available at the national and state level.

And, I've selected and opened up an interactive graph by state to show you what one looks like. Finally, under the data tab is the past releases section. When you select and open the past releases, you will obtain a summary report. I've taken a snapshot of part of the report from the first quarter of 2019 releases.

The report contains more written details that can be helpful to you. Looking into the future, the BFS plans to correlate business application with local economic activities. And other future plans include providing additional series to what you've seen today.

The link on this slide leads you to a nice paper written by our economists on the program. Let's move along to another one of our gems, the Post Secondary Employment Outcomes.

The Post Secondary Employment Outcomes, commonly referred to as the PSEO, are tabulations developed by the Longitudinal Employer Household Dynamics program, also known as the LEHD program. The PSEO data provides earnings and employment outcomes for college and university graduates by degree level, degree major, and post-secondary institution.

The data you obtain on earnings and income are also presented by the number of years after graduation. On the right side of the slide, when you have a moment, we have published articles on our site on the PSEO. I think you'll find these stories quite interesting.

On this slide, I want to provide a high-level frame of the origin of the PSEO data. As mentioned on the previous slide, the PSEO are a tabulation from the LEHD program. The LEHD program houses other statistics shown on this

illustration. We will not be going into the other statistics today, but I do want to showcase them briefly, because they are very informative for any research.

First, we have the Quarterly Workforce Indicators where you can obtain statistics on workforce by worker's demographic. One of the key uses include understanding the aging workforce. Other key uses are also listed here as well.

Next, we have the Origin-Destination Employment Estimates, where you can obtain statistics on where workers live and work all the way down to the block level. There are several key uses listed here as well. Many people do not know that this data is used for emergency management.

If you're interested in how this data is used for emergency management, please visit our site, [census.gov](http://census.gov), to view the webinar that we recently aired on June the 5th. Another program is the J2J, also known as the Job to Job flows. The J2J can give you statistics on worker employment as they move from one job to another.

The key uses for the J2J can give you insights on job trends. And finally today, we will be taking a closer look at the PSEO. The PSEO statistics provide you with return on degrees in estimates for those contemplating on one field of study over another, and you'll also be able to obtain both short and long-run returns on these degrees.

The PSEO is a joint project between university systems, state longitudinal data systems, and the Census Bureau. The goal is to provide users of the data with better data on the return of investment of a degree. The annual earnings data you obtain from the PSEO are presented at different percentiles.

In addition to this, you can find information on employment by industry and region, by degree level, degree major, and institution. The data is available in one, five, and ten years time after graduation. So, for anyone who are well-versed with research on this topic, you may be wondering why use the PSEO?

This slide provides other initiatives available and some of the shortcomings of each. So, listed as a shortcoming, the college scorecard has recently announced intent to release program-level earnings. However, the methodology allows for inclusion of field of study studies starting in 2016.

Therefore, a ten-year analysis will not be available until 2026. Now, this becomes important when analyzing the short and long-run returns to programs. Other initiatives not listed here are pay scale, which releases report on return on investment for college degrees not by program.

It is based on voluntarily providing data by the site users, so critics point out that it's nonscientific sampling and does not represent the data. Another program is the American Community Survey, where you can obtain earnings for bachelor's degree by major, but not by institution.

Getting to the data, the link provided here takes you directly to the data tab on the LEHD page. Alternatively, you can also access the data by searching for the program on census.gov. The data tool on this page is very user-friendly. For example, I use the dropdown menu that you see here on the left side, and selected the state, the institution, degree level, and cohort.

At the bottom, it's not shown at this slide. You can select the type of degrees. For this example, I've randomly selected different degrees. As you can see on this graph, the first set of three column bars are for all instructional programs, and the rest are types of degrees that I selected.

In light blue, you can obtain information for one year after graduation for a given degree. The five and ten-years increments are represented in the darker shades of blue. In the future, we plan to include employment flows in the data visualization tool as well.

I grabbed this from one of our economists who worked on developing and enhancing the PSEO. This graph shows that you can use the data to compare short run versus long run returns to degree. Here, the median earnings one year after graduation is plotted versus percentage gain at ten years.

You'll notice that the STEM-type program has seemed to fare better overall. Here's another graph from one of our economists. The PSEO allows for a comparison of similar degrees across institutions. As you can see here, information for return on investments are available by type of degree, by institution.

In this example, we find that the median earnings for the different type of nursing degrees for graduates vary from one institution to another. Here's another type of data you can obtain from PSEO. This illustration for one year after graduation for all graduates, refine where graduates with a bachelor's degree from four flagship institutions work by region.

It seems that for each of the institutions, majority of the graduates work within the states where they receive their degrees. Another interesting observation is that, next to working in their degree granting states, the west coast seems to be a popular choice for graduates of University of Colorado and Texas.

If you're interested in more information, the graphic you see here on this slide is published in a story on [census.gov](https://www.census.gov), found under America Counts. I've also included a link here that takes you directly to the story on our site.

So, this is more PSEO data in action. This is a visualization on the PSEO data created by the University of Michigan. I've included links to the article for you to see - for you to check out the article at the bottom.

This infographic shows that, ten years after earning a bachelor's degree from the University of Michigan, more graduates work in the professional, scientific, and technical service field than any other classification.

You'll find this interesting. Check out the link. The article includes other statistics such as employment by graduate's major, by industry. So, today we featured several of our programs listed here that may be helpful for your research.

One of the key takeaways that I would like to emphasize is that our - is our new data dissemination platform, accessible by going to [data.census.gov](https://data.census.gov). We've improved our searching experience on our new platform, [data.census.gov](https://data.census.gov).

The 2017 Economic Census data can be found here, starting in September. If you're interested in learning more about how to search for data on our new platform, when you're on our site, [census.gov](https://www.census.gov), we have archived webinars that takes you through step by step instructions.

Now that we've seen the different ways census data can be helpful to your business needs, an important part of providing gold standard data to you is to

promote response. If you or anyone you know receive our survey, your response matters. So please, encourage others you know to participate.

As we wrap up our Exploring Census Data series for the year, I want to remind you that all of the webinars from this year's series, along with the previous years, are archived on census.gov found under Census Academy.

When you visit the Census Academy section of the site, you'll find that we offer a variety of other training throughout the year. I highly encourage you to browse through the Census Academy for more information.

At the same time, as we gear up for next year's series, if you have a topic you would like for us to consider for next year's series, please feel free to send me an email using my contact information on the next slide. We value your feedback and welcome ideas and suggestions on topics you're interested in.

So, I want to thank everyone for taking the time out of your busy day today to attend the webinar. At this time, we would like to open up our phone lines and take any questions you may have about the data you've seen today. In the room with me today, we have additional subject matter experts to help assist with questions, so you may hear additional speakers on the line.

If you have questions regarding the 2020 Decennial, please contact the telephone number provided on this slide. Operator, do we have any questions at this time?

Coordinator: On the phone lines, if you'd like to ask a question, press star 1 and record your name clearly. Again, that is star 1 to ask a question on the phone lines, and one moment please, for our first question. We do have a question coming in.

One moment, please. I believe our first question... comes from (Mark Cruz).  
Your line is open, sir.

(Mark Cruz): Thank you. I'm (Mark Cruz), and I'm calling about the idea of using this new capability and new accessibility to guide the development of - what is it called? The development of incubators for (unintelligible) to train people to identify careers in new industries, in sustainable industries or sustainable changes to existing industries, to make them sustainable, to train people in that.

And the incubator would use your data to match up people with the opportunities best suited to them, using the What Color's Your Parachute kind of paradigm. And I've figured out who might be interested in funding that sort of thing, but I would need to talk to them before saying who that is. So, that's my idea. What do you think?

Lynda Lee: So, I just want to clarify. I don't quite understand your question.

(Mark Cruz): Okay. The - so, an incubator is like a training person for startups.

Lynda Lee: Oh, okay. So, it sounds like this maybe involves a little bit more research, and we can certainly talk offline, and we may have to do additional research regarding the NAICS classification as well. So, if you send me an email or to the branch email below my name, either-or, we can certainly touch base.

(Mark Cruz): Okay. I'm unable to see, to enter the program, because Cisco WebEx isn't supported on the phone. Could you give me the email address, please?

Lynda Lee: Okay, so the telephone number is 1(800) 242-2184.

(Mark Cruz): Okay, and is it direct to you?

Lynda Lee: This is my branch email, and yes, I will see the message.

(Mark Cruz): Okay, and the email address?

Lynda Lee: It's E as in echo, W as in whiskey, D as in delta dot outreach@census.gov.

(Mark Cruz): Okay, great. Thank you.

Lynda Lee: Thank you.

Coordinator: Thank you. Our next question comes from (Marisa Baio). Your line is open.  
You may ask your question.

(Marisa Baio): (Marisa Baio), and I just wanted to know if the slides are available to us.  
Some of the direct links I wasn't able to type a squiggly, and I missed some  
and I would like to check out some of them.

Lynda Lee: Oh, hold on one moment, please. The slides should be available online within  
a week.

(Marisa Baio): Okay, got it. I missed the beginning of the presentation, by the way, but I  
appreciate it, and great presentation.

Lynda Lee: Thank you.

Coordinator: Thank you. Our next question comes from (Warner (unintelligible)). Your line  
is open. You may ask your question.

(Warner): Hi, I'm with the New York City Family Enterprise Center, and we just deal with family businesses, educational programs, and we're trying to gather statistics on how many family-owned businesses there are in New York City.

Can you give me some guidance, you know, based on this data, that you shared today as well as census data that's available? Does it - could it provide how many family businesses there are in our area?

Lynda Lee: So, that's another one of those questions where if you send me the - your question, I can provide you with an answer. It's not going to be classified as family-owned, it's classified a little bit differently. But we can certainly talk and - about how to go about this at a different way and come at it from a different angle.

(Warner): Great, thank you very much.

Coordinator: Thank you. The next question comes from (Eric Johnson). Your line is open, you may ask your question.

(Eric Johnson): Yes, just a few things. Appreciate the presentation today. One, proper pathing to the data from national to state to regional to local probably needs some assistance in developing a guideline to that.

I know you've noted several different areas or different addresses and locations, but what would be helpful in the future is to develop a - like an overview or a proper pathing way to actually go from census.gov down to the different areas of interest.

And I know they're a guidance ways, and I know there are way finders built in. But sometimes they change over a period of time, and then depending

upon the capacity of your computer, you might not be able to reach certain points or it might not be supported.

And with that also, downloading formats with regards to Excel and CSV, whether or not these formats would be supported. And then the other question I had was regarding the PSEO conversation about the degree area and salary. A lot of times, we have people who have salaries, but they don't necessarily work in their area of degree. So, is that information separated as well?

Lynda Lee: Okay, so basically, so, the one area of subject matter experts that is actually not sitting in the room is that program right now. I don't have the specifics of how they gather the information for whether it's a degree, and if they're working in the same field as their degree.

So, if - again, if you send me an email, what I'm going to do is get you in direct contact with our economist that collects that data, and help develop the program. And so - did that answer your question?

(Eric Johnson): Yes, that answers the second one. I appreciate that, and the first one about proper pathing? That might not be necessarily the term, but I just know that, over the period of time I've been utilizing census data - and actually, I've been using it in the workplace.

But sometimes there's a challenge sometimes from - especially when I've gone through - and the upgrade's been great, but sometimes there's challenges getting to certain data. I believe you sent out - you've given us a schedule of information that's being released, and that's helped, because some of the information we're looking for sometimes is not available in a specific breakdown area.

But if there was more of a guidance or more of a directive about it, if you're looking for this, you need to use this method to get to X, Y, and Z?

Lynda Lee: Sure, and that's exactly the goal of our new data dissemination platform, is to have everything all in one, and it's supposed to be - so, this - so right now, it's new, and eventually it's going to be a platform where you can just do a search, such as you would doing a Google search.

(Eric Johnson): Okay. Thank you.

Coordinator: Thank you. Our next question comes from (Zach). Your line is open. You may ask your question.

(Zach): My question's like Mr. (Johnson's), but it's more tied to, is the system going to be tied to the Library of Congress, and then HR and Senate bills and valuation assessments, presently valued analysis. That is kind of the question that I would wonder, and regional assessments.

It's kind of like Mr. (Johnson's). You could wonder the FCC and view of the Department of - the Bureau of Economics and the Department of Labor standards, and then (unintelligible) and gerrymandering cases, and then voter applications under Bush v. Gore.

But that's kind of my same wonderment, and applications to HR bills and how it would - if that feeder integration or legislative policy analysis is tied to the Library of Congress at all, thank you.

Lynda Lee: So, thank you for your question. Unfortunately, it is out of scope for us, and I am not able to provide you with that answer.

(Zach): Okay. Alright, thank you.

Coordinator: Thank you. The next question comes from (Lisa). Your line is open. You may ask your question.

(Lisa): Hi, thank you for your presentation today. I appreciate it, and as a student wanted to know how the information was gathered for the growth of business, if it was from the self-reported IRS taxes (unintelligible) individuals submitting business-based tax forms. And then, so, from the universities, how you decided to partner with (unintelligible) universities for the data?

Lynda Lee: Okay. So, we don't have methodology in front of us right now, and our economist for that program - so you're asking for the PSEO. He is not here today. Again, if you send me an email, I will give you the direct contact number and you can find out the methodology.

At the same time, if you go on our site, census.gov, you probably could go under the methodology section because we do have a methodology section for each of our programs.

Census: I can address the question about the business applications. It is applications for an employer identification number through IRS. It's a subset of those. We filter out some applications that may not be prone to become a business, but that methodology is listed on the business formation statistics Web site, as far as what those - what constitutes a business application.

(Lisa): Okay. Thank you for your time.

Census: Sure.

Coordinator: Thank you. The next question comes from (Sarah Debrosky). Your line is open. You may ask your question.

(Sarah Debrosky): Hi, this is a really great webinar, thank you. I'm calling from Cleveland Public Library, and I'm wondering if the data would be tied at all to the opportunity zones from IRS or HUD to find out which businesses in those areas are being formed?

Lynda Lee: Could you hold on one moment please, while I confer?

(Sarah Debrosky): Sure.

Lynda Lee: Could you restate your question, please?

(Sarah Debrosky): Sure. I was wondering if the data that was available for businesses was tied to opportunity zones from, like, HUD or IRS, to find out if there were businesses being formed in those areas, to kind of gauge, you know, if it's worth it or not.

Census: I don't know if we tie it to opportunity zones. At the geographic level, we only have it at the state level, currently. So, it's not going to be tied to specific, like, metropolitan areas or ZIP codes or anything like that. But I'm not quite sure.

If you want to send me a link as far as what you're referring to, as far as the opportunity areas, we can maybe give you a general link as far as, like, for particular states and business applications as far as that goes.

(Sarah Debrosky): Thank you.

Census: Sure.

Coordinator: Thank you. Our next question comes from (Lisa Smitt). Your line is open.  
You may ask your question.

(Lisa Smitt): Thank you. I just heard the other (Lisa), so - but thank you, this was a fantastic presentation. My question hopefully will be easy. Is there going to be a repeat? And I know you're going to produce the slides in about a week, but I'm with the Business School at an HBCU, and we would love to have more of our faculty members catch this.

Lynda Lee: Oh, yes. So, in addition to the archives that we have on our site, if you'd like, actually, we also present webinars to community colleges and different universities, and we also have data dissemination specialists that are local to your area, if you'd like a hands-on demonstration.

We can definitely talk about the possibilities. If you send me an email, I can definitely coordinate something for you.

(Lisa Smitt): Awesome, thank you.

Coordinator: Thank you. Our next question comes from (Adam Decutt). Your line is open.  
You may ask your question.

(Adam Decutt): Yes. Hi, everyone. First of all, great job on the presentation. I really enjoyed it. My question is, the data that you provide on the Web sites, is this - are there any restrictions to this, or is there unlimited access for us, for example, to publish this Web sites or, you know, specialized Web sites, you know, for maybe job opportunities and whatever? Are there any restrictions on the data?

Lynda Lee: So, I'm going to answer your question and I hope this is what you're asking. What is on our site is completely free, open, and available. The only thing would be is that we publish at an aggregate level, where you will not be able to figure out a particular company or information about a particular company in a particular area. So, that would be the only restriction.

(Adam Decutt): That's a perfect answer to it, and that's exactly what I'm looking for. I mean, I'm not looking for, you know, personalization of the data or whatever. But you know, just kind of a general trend, you know, like jobs are being formed at this area - in this area in the country, et cetera.

And I don't really need detail on companies. Now, the other thing I was curious about, is this the combination of census data plus ACS?

Lynda Lee: So, ACS, do you mean - when you say is this a combination - I'm sorry?

(Adam Decutt): No, my understanding is that ACS is a subset of the overall census.

Lynda Lee: Oh, okay. So, how that is, so we have the Decennial Census that takes place every ten years, and the ACS is something that occurs annually, and the ACS collects data on demographics. So, what we are talking about today is actually economic programs.

So, it would be every five years, you would get new econ data. So, we just started releasing our 2017 last week, and so, this is not - I mean, you can relate it to the ACS, but it's not a part of the ACS.

(Adam Decutt): Got you, okay. And once again, congratulations on a really good job.

Lynda Lee: Thank you.

Coordinator: Thank you. And our next question comes from (Thomas O'Donnell). Your line is open. You may ask your question.

(Thomas O'Donnell): Oh, good. Thank you very much for the webinar. I also think my question is pretty easy, but I just want to get it verified. I was quite interested in the correlation examples that you gave in the webinar, and my question is I'm interested in relating certain levels of retail in metropolitan service areas over time.

So, my question, though, is there a, sort of a GDP by - at the level of a metropolitan service area?

Census: I'll join in on that. The GDPs are estimated by the Bureau of Economic Analysis, not by the Census Bureau, and they have just recently started doing regional GDP. I don't know the exact level of that, but I would search the BEA site, if you're looking for anything having to do with regional or state-level GDP.

(Thomas O'Donnell): Okay, thank you.

Coordinator: Thank you. Again, press star 1 to ask a question. Our next question comes from (Juan Lopez). Your line is open. You may ask your question.

(Juan Lopez): Alright, thank you. My question's in regards to the E-Commerce data. I wanted to know what the purpose or reasoning behind establishing the data is, for one, and how could it be useful to the average consumer? And the third one, at what level of geographic level is the data presented?

Lynda Lee: So, the purpose is because a lot of businesses do conduct electronic commerce, and it's something that people - so, let's say you own a business and you want to know if you should maybe go that route or invest in some online sales.

So, you can compare your industry - your business, to what's going on in the industry. So, that's one way you could use it as an average consumer.

(Juan Lopez): Okay. And is the - it's reported at what levels? State, region?

Lynda Lee: So, it is - let me check.

Census: It's national level.

Lynda Lee: National, okay.

(Juan Lopez): Okay. Alright, thank you.

Coordinator: Thank you. Our next question comes from (Mark Hamilton). Your line is open. You may ask your question.

(Mark Hamilton): Hi. Like everyone else, I'm going to chime in and say this was a really good presentation. My question has to do with - I think, I don't remember if you called them file numbers or table numbers, but when you were talking about the E-Commerce statistics, at the bottom of some of the slides there were numbers, like the EC1200 CMP1.

My question is just would those be numbers that I can just plug into data.census.gov like I could, you know, DP01 or DP03?

Lynda Lee: So, yes. So, when you go to data.census.gov, those are actual file names, and you can just go ahead and input that, and it should bring up a list for you that includes that file, or those file names.

(Mark Hamilton): Great, great. Okay, thank you.

Coordinator: Thank you. Again, press star 1 to ask a question. Our next question comes from (Tyler). Your line is open. You may ask your question.

(Tyler): Hi. Thank you for hosting the webinar and taking my question. So, I work a lot with dense, urban places. So, what - will the Economic Census ever have data available, at say, census-tract or census block group level?

Lynda Lee: So, that's more on the demographics side. So, you will find information on the tract level, mostly from the - such as the Decennial and also ACS, the American Community Survey.

(Tyler): Okay. If I'm looking for information on businesses, where would I go for information at that level?

Lynda Lee: So, for businesses, the level that you can find, so - will be down to the county and, in some cases, ZIP code level.

(Tyler): Okay. Yes, the districts that I work with tend to be smaller than ZIP codes, and ZIP codes don't always match up very well with what we're trying to look at, but thank you for taking the question.

Lynda Lee: Sure, and the reason for that is because we have to abide by our confidentiality. It's a different title that, when we collect data. So, if we

publish certain things, it may be something that you can actually figure out the competition or it just reveals personal identifiable information. So, that's why.

(Tyler): Okay.

Coordinator: Thank you. Our next question comes from (Brenda). Your line is open. You may ask your question.

(Brenda): Yes. Again, thank you for the webinar. My question is, when looking for location for starting a certain business, where would I look?

Lynda Lee: That's a great question. That's not covered in this webinar, but it's - but I can tell you real fast. We have a perfect tool for that. It's called the Census Business Builder, and it's very user-friendly.

So, you basically go on our site, [census.gov](http://census.gov), and you look for the Census Business Builder, and it has two different editions for what - it seems like you're asking a question about your personal business.

You would select the Small Business Edition, and literally, you only answer two questions, the first question being the type of industry that you're interested in, and the second one being geography, and it's also mobile-optimized. So, if you would like to - a particular location, you can actually take your mobile device and walk in front of that particular location and hit the button for the location, and it'll pick up the - where you're located, and it'll provide you information for that location.

(Brenda): Thank you. Appreciate that.

Coordinator: Thank you, and at this time, I'm showing no further questions.

Lynda Lee: Well, thank you, everyone, for attending today's webinar. If you have any other additional questions, please feel free to send me a message at my email there, or give me a call. Have a great day, bye-bye.

Coordinator: Thank you, and this does conclude today's conference. We thank you for your participation. At this time, you may disconnect your line.