

NWX-US DEPT OF COMMERCE**January 21, 2020**

Coordinator: ... lines have been placed on listen-only for today's conference until the question-and-answer portion of our call at which time you will be prompted to press Star 1 on your touchtone phone. Please ensure that your line is unmuted and please record your name when prompted so that I may introduce you to ask your question. Our conference is being recorded. If you have any objections, you may disconnect. I will now turn the conference over to your host Mr. (Andy Hait). Sir, you may proceed.

(Andy Hait): Great, thank you so much. So thank you everyone for taking time out of your busy schedules this afternoon to attend this webinar. My name again is (Andy Hait). I'm an Economist here at the US Census Bureau at our headquarters office in Maryland. And today we are going to be doing a webinar on accessing the state and local area data that is currently being released in the 2017 Economic Census.

These data for the first time are being released on our brand-new data.census.gov platform. And today's webinar is going to feature some tips and tricks on how best to access those data so that you know exactly what it is you are and are not getting and some sort of efficiencies in how to get to that data.

So to get us started let's talk a little tiny bit at first about what is the Census Bureau. Of course to most of you on the call today you all know that we are not just the decennial census. As great a program as that is and as important as it is to us, we actually conduct more than 130 other monthly, quarterly, annual, and periodic censuses and surveys every single year.

These include of course the decennial census that we do every 10 years. They also include an absolutely fabulous demographic program called the American Community Survey. These data are featured in many of our data tools including the tool that I'm personally responsible for, Census Business Builder. And this provides really detailed demographic, socioeconomic, and housing data annually.

However we also conduct 58 business programs. And these include a census of governments that we do every five years that covers the public sector and an economic census that we do every five years that covers the private sector - all of the employer businesses in the United States. When we think about the economic census this is our most comprehensive and detailed program - economic program that we conduct at the Census Bureau.

The economic census covers data for nearly every two through six-digit NAICS code that is covered by the Census Bureau. There are a couple of exclusions. We do not publish data on the agriculture census because the US Department of Agriculture, National Center for Economic Statistics - NCES publishes that data. And we also have a few other exclusions that are provided in this link that I have here on this slide.

The economic census also provides some of the most detailed geographic information that we publish at the Census Bureau. The Econ census publishes data not only at the national and state level but it also includes metropolitan area, county, and even place, city, town, village and borough level data. So it's a very detailed geographic program and it publishes data by other dimensions.

For example we have four different dimensions on business size, the size of the business, franchise status, and other types of dimensions. This is also our most detailed program in terms of the number of data variables that are published. In the economic census we publish over 200 data variables. These include statistics that are common across all sectors and all industries that we publish data for which are the number of establishments, employment, payroll and some measure of output whether that is sales, shipments, receipts or revenue. But we also have very sector specific variables.

So for example in the manufacturing sector we publish detailed information on inventories and assets and capital expenditures. We also publish information on product lines - the detailed products and services provided by businesses. And these data are released in a number of different platforms.

Now as some of you know we just started releasing data from the 2017 economic census in September. On September 19th we released something called the First Look report. The First Look data had information at the national level only for every two through six-digit NAICS code. But starting on January 9 we began releasing what constitutes about 80% of the statistics that we publish in the economic census. That is our geographic area statistics.

What you're viewing here on the screen is a screenshot of our data product release schedule. And as you can see by looking at this one particular part of the schedule we will be releasing data from the geographic area statistics starting in January and ending around November of this year. So over the next 8 to 10 months we will be releasing data on a state by state, sector by sector basis.

And it is that flow release that makes this webinar today so important. Understanding that flow and helping users understand exactly what data have

been released and what haven't been. And for those data that haven't been released when will they be coming? Or, will they be coming at all? That's one of the things that I'm going to be focusing on today.

Now this full release schedule is available on our economic census Web site. I've provided the URL here on this slide. And we will actually be going back to the economic census Web site at the end of the webinar to highlight some of the datasets, some of the resources that are available on that page that I personally think will be very, very helpful in you understanding what information has or has not been released.

Now when you are accessing the geographic area statistics in our new data.census.gov platform, you are going to see essentially two flavors if you will of the geographic area datasets. You're going to find for example a file called EC1700 Basic. This is what we used to call the economy wide key statistics dataset. It is a cumulative data file that has data for every geography and every industry all smashed together into one dataset.

I will be featuring this dataset a lot during today's webinar. But I do want to also point out to you all that in addition to the 00 Basic dataset, we also release individual data files for each sector of the economy. So for example there is an EC1722 geographic area dataset that includes the data for the utility sector which is NAICS 22. The reason why I'm encouraging you all to check out the basic data file first is because that data file has all the sectors and all the geographies all together. I know that many of you are interested in data for all the sectors of the US economy in your state, in your county, in your metropolitan area.

So going to 18 separate datasets to get that data would be sort of a pain. But we also know that there's some of you that truly are interested in data just for

a particular sector. Some of you for example may be interested in looking at the data for the retail trade sector. You can go in and actually look at that retail trade data and actually go in and pull up just the retail statistics that are available for that program. So we do provide those datasets. And one advantage too of using those data is there are additional statistics that are often shown in the local area datasets that are sector specific that are not shown in this generic EC Basic file.

Now to help users understand what data have been released as of a particular date, we just released last week a brand-new interactive graphic. Now on this slide you can see I'm calling it a map. But it is not the traditional type of map that we've all kind of come to know and love. It's using this hex format which makes it much, much easier for users to view this interactive graphic on a mobile device.

What this interactive graphic shows is a status report of what sectors and what states have been released as of the particular day. So for example on our slide here today on the right-hand side you can see that as of January 16 which was last Thursday we had released data for Montana, Colorado, Nevada, Arizona, California, Hawaii, Alaska and Maine not necessarily in that order. By looking at the size of the shaded area in the middle of each of those states we can tell how much of the data has been released. The more filled the hex is the more sectors are available for that particular state.

So for example for the state of Colorado we have actually released data for 14 of the 18 NAICS sectors that we publish in the economic census. Same thing for Montana and Hawaii. We've got full data available whereas states, like, Alaska, Nevada, California, Arizona and Maine we've only released two of those sectors.

We will actually highlight this tool a little bit later on in the webinar. But I wanted to point it out to you because it's an important first place that we are encouraging you all to check before you go into the data.census.gov platform so you don't start looking for data that is not available today but that is coming at a later date. It makes it easier to sort of anticipate and tell what has been released.

Now when we think about the economic census I want to highlight a couple of key points about changes that have occurred in the 2017 economic census because they're important to this discussion as well. Every five years we implement the new geographic area boundaries. As many of you know counties and place and metropolitan area boundaries change, are constantly changing. So every five years we refresh those geographies to show information as of the latest vintage of that geography.

That's very important when you're using our economic data because I know many of you are going to be comparing 2017 economic census data to the 2012 historical economic census data. When you're making those comparisons we really encourage you all to check out the materials we have on our economic census Web site to learn whether or not the geography that you are about ready to compare is in fact comparable. The same thing applies to the North American Industry Classification System or NAICS. Every five years NAICS changes. Yes there are a number of changes for the 2017 economic census. And again the ability to compare data over time in the data.census.gov platform is impacted about whether or not those statistics are comparable. And finally there are a few other scenarios, some other changes that do impact the data.

Now let's talk about how we're going to walk through the demo today. So I'm going to follow three scenarios that our typical data users will be facing

during the release of this geographic area statistics as part of the economic census.

The first scenario I'm going to pick on is sort of in some cases the best-case scenario. In this scenario the data that the industry - that the user is interested in for the industry or industries, and the geography or the geographies that they are interested in are all available. This is sort of the best-case scenario. I care about data for a particular industry in a particular county. I search for that data in data.census.gov and the data all come up. So, we'll do a quick demo of that best-case scenario.

At the opposite extreme is sort of the worst-case scenario. The data for none of the industries and geographies that you're interested are yet displayed. They are not displayed in the tool. And understanding why those industries and geographies have not been displayed is important. And some of the resources we're going to be talking about on the Econ census Web site can help you understand whether or not the information you are searching for is actually scheduled for dissemination where we will be publishing that data or it won't be.

The third and final scenario we'll walk through today is sort of the partial - the in between scenario. The one where the data for some of the industries and some of the geographic areas that you're interested in are displayed but others are not. And when we think about those reasons -- while you get a partial display or for that matter even the worst-case scenario display - there are a number of reasons that are important to understand when you're thinking about that release.

So the first sort of reason why data are not displayed is because the data have been released but we had to suppress the data for that particular industry and

geography. And when we actually go into the demo you'll actually see one of these scenarios where that is true.

The second case is where the data have not yet been released but they are at least valid for dissemination. Meaning we will be publishing data for that industry and that geography. We just haven't yet published it.

And finally the third sort of sub scenario within here is where the data have not been released and they're not valid for release. Meaning you will never find data at any time for the particular industry and geography that you are searching for. These sort of key scenarios of suppression, valid for release versus not valid for release, again I want to emphasize that some of the tips and tricks that we have to help you understand what I'm actually seeing.

So to get out into our actual demo I'm going to walk through those key use cases. We're going to look for a fact, or some multiple facts for a single industry and a single geography. And we're going to see how is that going to work. We're going to look for the case using multiple facts for a single industry again using the advance search. And again the third scenario sort of multiple facts for a single geography again using the Advanced Search.

Now we will be highlighting a few of the data.census.gov tools that are available. But I do want to point out to you all that today's webinar is not per se a data.census.gov webinar. Our colleagues who work on that program have created a really nice resource page. I've provided the link to that in the bottom right-hand corner where they have FAQs, tutorials and other training materials including videos that help you understand how to use the features of data.census.gov.

My main point for today's webinar is to go in and actually highlight these scenarios where you're going to end of experiencing these three different sort of use cases.

So now I'd like to go ahead and jump out of my PowerPoint file and go into a live demo of the data.census.gov platform. So from the main Census Bureau homepage if I type in data.census.gov in the browser I come to the data.census.gov homepage. Many of you are already familiar with this page. You're probably already going in here and using this tool to access information from the American Community Survey.

For the economic census data I always recommend people use the Advanced Search. So in the Advanced Search that we're going to work on today I'm going to go ahead first and we're going to look for data for all counties in Colorado for a particular NAICS sector. So let's just pretend I work for the Health Department in the state of Colorado. And I'm interested in looking at the number of healthcare businesses across every county in the state. And I want to be able to compare those counties and the number of healthcare businesses in each county to the population in those counties to identify potential cases where maybe more healthcare businesses are needed.

So in this scenario I'm first going to go to geography and I'm going to choose state and I'm going to choose Colorado from the menu. Then I'm going to go to county. I'm going to choose Colorado. And I'm going to choose all counties in Colorado. So this has now been - is now going to be selecting for me the state of Colorado as a whole and all the counties in Colorado. Now my first tip for you all is that every time you're interested in pulling the data for all counties within a state or all cities and towns within a state or all metros within a state, I would highly recommend you also pull the state total. And you will actually see the reason why I'm suggesting that in just a moment.

So first we've selected our geography. We're now going to go ahead and select the healthcare sector. So I choose codes, then industry codes. Then I scroll through this list and I find the code for healthcare and social assistance. I choose that. And in this case I'm interested in looking at just the sector as a whole - the entire healthcare and social assistance sector. So I place a check in that checkbox. And now I have selected Colorado, all counties in Colorado and the healthcare sector.

The third and final selection I'm then going to make is the Surveys menu. I'm going to go to Surveys and then I'm going to scroll down to this list of different surveys that are available. And I'm going to choose that EC Basic dataset. And remember I was saying before how we release data in those Basic datasets as well as in the sector specific datasets. Selecting data from the BC Basic dataset helps a lot because it allows me to reduce the number of records that I'm going to be seeing when I go in and do that.

Now for the purposes of today's demo I've already queued up the search results. So here is my dataset, list of data files that I have selected. And you can see right at the very top of the screen we can see that there's a table - it shows up right at the very top that shows data from the 2017 economic census for every county in Colorado for the healthcare and social assistance sector. So in this first scenario I have gotten exactly what I was looking for okay? So that's our first scenario.

Now going back over to the Advanced Search I'm going to go ahead and start over again. And let's now walk through the second scenario. The situation where none of the data are available. So in my particular scenario I'm going to pretend that I'm from the state of Maryland and I'm interested in economic development when it comes to the manufacturing sector in the state of

Maryland. I'm trying to get some manufacturers to open manufacturing plants here in the state. And I want to understand something about the number of manufacturing businesses that are in every single county in the state of Maryland and in the state as a whole.

So I'm going to go again to my Advanced Search. And this time I'm now going to choose from the geography menu the state of Maryland. So I'm now going to scroll through this list. And I'm going to choose Maryland. And now I'm going to go back to codes again. And instead of choosing healthcare I'm going to go back up over here and I'm going to choose manufacturing. And I'm interested in not only the sector as a whole but I'm also interested in all the three-digit NAICS codes within the manufacturing sector.

Just as before I'm going to choose Surveys and I'm then going to scroll down and choose that Basic table again. Scroll a little bit further here. Here's my Basic table. And just as before you can see we've now chosen the state. We've chosen our NAICS sector and the three-digit codes within that sector and we've chosen this Basic dataset.

So again I'm going to go back up in the interest of time. I'm going to go back and I'm going to select this one that I've already built. And now we can see we have pulled data for the state of Maryland. And we've gotten the data at the two and three-digit NAICS level. But instead of seeing statistics from the 2017 economic census we are instead seeing data from the 2012 economic census. So I actually did not get any of the data that I was interested in. But it did give me the information from the 2012 economic census because again I chose survey economic census. So that's my second scenario where you can see how that all worked.

And the third scenario I'm now going to go back and we're going to see sort of this tweener. This situation where I get some of the data I'm interested in but not all of the data I'm interested in. So in this particular scenario I'm going to pretend that I am the president of a trade association that is interested in businesses in the professional scientific and technical services sector which is NAICS 54.

And in my scenario I want to get information about that particular sector for every state in the nation. So I'm going to go in and I'm going to choose geography. I'm going to choose state. I'm going to choose all states in the US. I'm going to go back to my code's menu. This time I'm going to scroll down and I'm going to choose the professional scientific and technical services sector. And again I'm going to choose that sector as a whole. And now again I'm going to go back to Surveys and I'm going to choose the US Basic dataset again to see what we end up getting. Here's my Basic dataset.

So again I've chosen all states in the US by particular sector - NAICS 54, professional scientific and technical services and again the US Basic data. Just as before I went ahead and I pre-created this but now we can see we are getting data from the 2017 economic census. But I'm only seeing data for the states of Colorado, Hawaii, Montana and a few other states that I would see as I was scrolling through this table.

So by going into data.census.gov and selecting the data, I've gotten everything I care for in the first scenario. I got nothing that I was looking for from the 2017 economic census in the second scenario. And I got a partial list of where I'm interested in in the third scenario.

So you all are maybe thinking okay (Andy) where's the tips part of this. Where am I going to learn about what can I do to make it easier for me to go

in and actually understand what data have and have not been released? So for that I'm now going to go out to the economic census Web site. So if you go to the main Census Bureau's homepage and you go to Surveys and Programs, and choose economic census, you're then going to come to the economic census Web site, okay. On this site we have a lot of materials that we believe would be great for you all to be using before you go into data.census.gov to be able to tell exactly what has and what has not yet been released.

The first thing I want to highlight to you all is that release schedule. So if you go to About and scroll through this list down here toward the bottom of the page is the 2017 release schedule. And here is that release schedule, that high-level release schedule that I mentioned earlier that we actually saw in the earlier slide. Here is our data from the geographic area statistics and here's where we can see these data are being released on a flow basis state by sector from January through November.

Now I want to reiterate something. When I say state by sector what I'm saying is that we release the data for a state and all of its sub geographies and a sector and all of its sub industries at one time. So for example on January 9 we released the utility sector data for the state of Colorado. When that sector was released and that state was released, we not only released the data for the utility sector as a whole but we also released the data at the three, four, five and even six-digit NAICS code details within the utility sector. So you get the full breadth of utilities data for that particular state.

And when it comes to the state itself you've got not only the state level data but you've got the full level of geography that is published for that state. Now this brings up a very important point about the data that's available from the economic census. And that is that we do not publish every geography for

every industry in the economic census. We in fact publish only a subset of those geographies.

So by going to the economic geography's page you can click on a link here that says geographic coverage. And what we're now going to get to is a page that will allow you to see what levels of geography are published for every sector of the US economy. Now my tip for you all is to print off this page and keep it with you at all times.

So for example if I was interested in looking for data for the retail trade sector for a particular town in Maryland, I could look at this chart, I could see retail trade right over here. And I could notice that yes they do publish data at the place level. So therefore searching for information for retail data for Crofton, Maryland for example I would then know that yes that is a valid level of geography.

However by looking at the data for the mining sector for example I would then say I shouldn't even bother looking for data at the metropolitan area, the county or even the place level because we do not publish data at those three more detailed levels of geography. So before you go into data.census.gov and you're searching for statistics for a particular industry or a particular sector for a particular geography check first to make sure that that level of geography is valid for dissemination. So that's sort of another one of the main tips that I want to point out.

Now going back to our main economic census Web site we also have information on what's been released so far. So I'm going to go ahead and click on that link. And when we come to this page we have three resources available to us. The first resource that's available is right here at the top of the page. And this is an Excel file that has information about every geography,

every industry and sector that has been released as of this particular date. We update this page every Monday to reflect the information, the data that was released the previous Tuesday and Thursday – the, Thursday and Tuesday of the previous week.

So for example this morning we updated this site to reflect the information that was released last Tuesday and Thursday. It is a cumulative file and it includes a full list of everything that has been released. When I actually was preparing for this presentation I cheated a little. And I checked first to make sure that the information that I was interested in searching for in that first scenario where I was interested in looking at the healthcare sector for every county in Colorado, I first checked have we released the data on the healthcare sector in Colorado - yes or no. That information is available here in this Excel file.

Now as wonderful as a lovely little Excel table is, we also realize that Excel is not the be all and end all for everybody. So we just recently released a brand-new interactive graphic that allows you to go in and actually manipulate a graphic to see what data have been released. You saw a preview of this in the PowerPoint slide. The way this interactive graphic works is one of two ways.

So for example let's say I lived in Boulder, Colorado. And I was interested in looking at all of the data for the state of Colorado and for Boulder County. I could go to the Colorado shape and I would get a list of all of the sectors that had been released for that particular state. And by looking through this list of sectors I could see oh okay this is 14 of the 18 sectors that we publish data for in the economic census. The four that are missing are the sectors NAICS 55 which is management of companies and enterprises, and then mining, manufacturing and construction. Those are the three last sectors that have not been released.

Now you'll also notice at the bottom of this little popup is a link over here that says click here for a list of release sectors for the state. This is a shortcut into the data.census.gov platform. When I click on this link the application will automatically zoom in on the state of Colorado and pre-select for me all of these sectors that I have selected. It's a great shortcut to get into data.census.gov with the data already pre-filtered for that particular state.

Now, I want to point out to you all these links bring you to the state level data at the two through six-digit NAICS code for every one of these sectors. You do need to use the filter features inside data.census.gov to then go down and look at the counties and the metros and the places. But at least this link brings you directly to that information.

Now you'll notice this circle -- the shaded area in the middle of the shade for Colorado -- is larger than the shape for Nevada. The size of that peach shape tells you how many - indicates how many sectors have been released. So in this case we've released data just for retail and wholesale in the state of Nevada. Same thing if I put my cursor over California or Arizona. We've only released those two particular sectors. And again we have those links into data.census.gov pre-filtered to go straight to the data for the state of Arizona

When the state is complete the entire shape will be completely filled in peach. So for those of you who are eagerly anticipating the data for the state of Montana or for a particular state and you want to wait until that state is complete, I would recommend you check this site, maybe bookmark it and check back it periodically to see when that particular state is then completed.

In the bottom right-hand corner is a donut that gives us some information about the status of all of the releases across the entire geographic area

statistic's portion of our economic census. So as you can see as of this morning or as of last Thursday's release, we were about 6% completed of all of the sectors.

Now some of you instead of being interested in data for a particular state and its geographies, you're instead interested for a particular sector of the US economy. So for that when you go to this menu here, I can go ahead and click on a particular sector. And now the map is going to refresh and is only going to show those states that we have released data for that particular sector. So we can now see that we've released data on the healthcare sector in Montana, in Colorado and in Hawaii.

When you then go to one of these states the link that is then available here brings us specifically to the healthcare data just for the state of Montana. And because the user has actually selected a particular sector as opposed to looking at all sectors in the US economy, the data file that is brought up is not that 00 Basic file. But instead is in this case the NAICS 62 dataset - the very specific dataset just for that particular sector.

So we've provided those links in here as well. I'm particularly proud of this visualization because I think it does a really nice job of visually displaying the information that is available into the data user. Now some of you are probably saying okay great I know what's been released already what's coming next? What are the data that are going to be coming out in the future? And down here at the bottom of the page we have an Excel file that provides information about what's coming in the next 30 days.

I do want to stress to everyone that this Excel file is a planned release schedule. There are going to be some cases where we may get data out earlier than we originally thought. And there may be some cases where data ends up

being held a little longer than we originally thought. But at least you'll know when the data that you're interested in are coming. And again I would encourage you all to bookmark this page. And check back here regularly as you're going in and looking at the information that you particularly care about so that you can go into data.census.gov knowing that the data that you're seeking is actually there.

Now one thing I want to point out to you all was something that I mentioned earlier in our presentation. The situation where sometimes the data that you're looking for is not released but it is valid for dissemination. We've already looked at this geographic coverage chart so I can determine yes we do publish data at the county level for this particular NAICS code. That's great. So we know that that is valid for dissemination.

We also know that another scenario is the data have not been released but they're not valid for dissemination. Again that geographic coverage chart could be very helpful to help prevent us from going down blind alleys that we might otherwise go down if we started heading, you know, looking for data that will never be released.

The more challenging issue with our data is situations where the data have been released but some amount of the information that we are seeking has been suppressed in our dataset. So in that very, very first search result that I ran where I pulled information for every county in Colorado for the healthcare sector, I went ahead and I downloaded that Excel file. So what we are looking at here on the screen is the result of pulling down the data for the state of Colorado and for every county in the state.

Now scrolling through this list, the first thing I would notice if I was a real data nerd is that this list includes 60 counties. However someone from

Colorado might know that there's actually 64 counties in the state. So if I was searching for data for one of the four counties that are not in this table, I would not get data from the 2017 economic census for that county for this particular sector. And I may be wondering hmm what's going on.

There's other counties shown for that same sector but this one particular county is not shown. These are cases where we had to suppress the data from the publication due to a very small number of businesses in that particular county. The Census Bureau is committed to protecting the privacy of businesses who respond to our surveys. And the results of those privacy protections sometimes end up with data being suppressed from the table, being withheld from the data table because publishing that information would disclose the identity of those particular companies.

Now you'll also notice that I've highlighted a number of rows here in the table in yellow. These are all cases. There's actually 11 counties where we actually had to suppress some or all of the data. So for example in Park County, Colorado, we had to suppress a number of businesses and some of the other statistics. But we were able to publish the annual payroll data for Park County - about \$2.6 million in annual payroll for healthcare businesses in Park County.

These suppressions are cases where we were able to publish something. We were able to tell you there are healthcare businesses in Kiowa County but we can't tell you information about how many of them there are because of again the privacy protections.

And this is really why I recommended that you all download not only the counties that you're interested in but also the state total. So in this case there are 16,659 healthcare businesses in the state of Colorado. If I summed the

number of establishments for every one of these published counties, I'd end up with 16,569 which means that in those 11 counties that are suppressed plus the four counties that we didn't publish there are 90 healthcare businesses that did not make the cut if you will for separate publication in the economic census.

I really, really, really encourage you all to do that comparison whenever you're using our data to ensure that either you know what you've gotten, that you've gotten everything or that there's some residual left of the state total that was not published in the county level.

Now obviously in this situation I'm looking at counties in comparison to the state. This situation is going to be even more apparent when you look at smaller levels of geography, like, economic places, cities, towns, villages and boroughs. And certainly when you drill down to the more detailed NAICS codes. In this case I particularly selected data for the NAICS Sector 62 - the healthcare and social assistance sector as a whole. And even at the sector level we had these suppressions. The number of those suppressions that you would then see would be even greater if you went down to more detailed NAICS codes.

Again this is one of the results of the privacy protections that we are committed to, to ensure not only the privacy of the businesses that respond to our programs but also the quality of the data that we publish that those businesses have reported to us. We know from plenty of research studies that businesses tend to respond more accurately to the Census Bureau because they know that their data are kept private.

So we have spent a little bit of time sort of walking through some tips and tricks on how to actually access the data on data.census.gov to understand what data have been released and what data are not yet released.

Let me jump back out to my PowerPoint file. And we will now go ahead and finish and actually finish this presentation off. So let's kind of summarize. We have the information on the economic census Web site including the what's new section, that provides that release schedule. Under economic geographies we had information that provides comparability information about the geographies.

So, when you are comparing data for a particular county in Colorado and you want to ensure that the data you are comparing is comparable over time, we recommend people checkout these economic geographies documents, look at the geographic release notes on the change notes that we have to be able to tell what has happened in that particular area. Under upcoming releases that's where we had that really nice data visualization. I really encourage you all to bookmark that page and to come back to that on a regular basis when you're looking for data to find out are the data that I'm interested in available or not.

And, finally over here in the bottom right-hand corner, we have direct links into the data itself.

Now in addition to the new data.census.gov platform, data from the economic census will also be released on the Quick Facts application and on Census Business Builder.

On Census Business Builder we're actually going to be waiting until the summer 2020 release to include the economic census data, again to sort of deal with this fact that right now there's so little information available, so few

states and sectors have been released, but by the time we get to June or July, nearly every sector will be released and that will make accessing the data in Census Business Builder much easier.

So, to summarize the presentation today, the economic census provides an incredible wealth of information. We really want you all to be using these data in your work because they provide details that are not available from other Census Bureau economic data programs. But in using that data we want you to check out the Economic Census website to learn more about those data, about what they include and what they don't include.

The second summary point I want to point out again is that these local area data that we release in the economic census are released on this flow basis by state and sector. We really again recommend you check out this Economic Census website first before you go into data.census.gov to ensure that the data you're interested in are, in fact, available.

In cases where the data were not available, you saw what came up in data.census.gov. We got data from the 2012 economic census or we might have gotten data from the 2016 County Business Patterns Program, one of our other economic programs that provides information by industry and geography. But if you're looking for data for the Econ Census, we recommend you check out this site first.

And, finally our last two tips or summaries. When you're accessing these data over time, we want you to be using these data in an intelligent, sort of informed way and to compare the data. Over time you want to ensure the data are comparable by checking out those reference materials we have on the Econ Census website that compare not only geographies but even industries too.

And, finally I want to say a callout for my colleagues' work on data.census.gov, when you are accessing these data and you have comments about the actual platform, we want you to send us your feedback. You are in the driver seat in deciding what this application is going to look like in the future and we would really encourage you all to leverage that experience to be able to go ahead and actually guide us in what we ought to do.

So, with that, I'd like to go ahead and see if we have any questions that anybody on the phone might have.

Coordinator: Thank you, Mr. (Hait). At this time, if you would like to ask a question, please press star one on your touchtone phone. Please ensure that your line is unmuted. Please record your name and organization to be introduced to ask your question. Once again, it is star one. Please be sure to record your name and organization to have your question introduced into the queue. Please stand by.

Thank you so much. Our first question is from (Fred). Sir, your line is open.

(Andrew Hait): Yes, Fred.

(Fred): I just found out - the question is solved. I don't have any other questions. Thank you.

(Andrew Hait): Okay.

Coordinator: Okay. Our next question, from Mark. Your line is open.

Mark: Hi. I had two questions. One, how often is the economic census data collected, looked like every five years? And will the 2020 data be included to the level of the '17 data. I know you said some of the 2020 census data will be incorporated but it didn't sound like it would be the full dataset.

And secondly, I know you can search by county but is there a way to select specific counties? We have quite a few counties in our state and I'd be looking for specific counties in a certain region.

(Andrew Hait): Sure. Okay, so let's tackle your first question first. As you stated -- you are correct - the economic census is done every five years on the years ending with two and seven. So, the 2017 economic census is the one that we are in the process of releasing right now. The 2022 economic census actually is quite a ways off. We won't actually start collecting data for the 2022 economic census until 2023 - the beginning of late 2022 or early 2023.

We do have annual programs in between the economic censuses, so I alluded to one of them. The County Business Patterns program publishes detailed information down to the county level, as the name implies, every year that helps fill in the gaps in between those economic census years. But there are data that are published only in the economic census.

For example, County Business Patterns has information on number of businesses, employment, and payroll, but it does not include information on revenue - sales, shipments, receipts and other sorts of value of a business output. When you mentioned the 2020 Census, I do want to point out that you're probably referring to our big population census that we will be conducting on April 1st of this year. The 2020 Decennial Census data are incorporated into - or will be incorporated into a number of our data tools including data.census.gov as they start to come out.

The first release of data from the 2020 Decennial Census is scheduled for December 31st of 2020, and then additional statistics will be released after that.

A number of our data tools like data.census.gov merged together those different programs because we know users are interested in not just demographic data for their communities but also the business data for those areas. So, that's sort of - the question number one.

Your second question is about the ability to select individual counties as opposed to all counties the way that I did. So, yes, absolutely, you can do that. When I selected the state of Colorado and then said I'm interested in counties in Colorado, the very first entry at the top of that list was all counties in Colorado, but if I wanted to go in and actually select five or six counties that surround Denver, let's just say, I could go in and I could actually select each of those six or seven counties and the application would then bring up the data for those counties.

The counties are presented in alphabetical order, so when you talk about the ability to be able to select counties that are in a region, you would need to know something about the names of those counties. But I know from other conversations I've had with my colleagues, they're actually working on some other methods of selecting your geography which might include at a future date a map-based method where you could actually see those counties on a map and then select the counties using the map as opposed to simply a list.

But, yes, definitely, I - in my demo I wanted to show you what happens when you select all counties in the state but you can certainly select counties - individual counties within a state and of course, I want to remind you, you

could select three counties from one state and two counties from a neighboring state and you could select multiple counties across multiple states in data.census.gov. So, yes, great question.

Coordinator: Thank you so much. Our next question is from Jennifer. Your line is open, ma'am.

Jennifer: Hi, Mr. (Hait). I was trying to ask the question, how would this information help data collectors because I applied to be a data collector and was sent this seminar. So, I was just trying to find out how would it assist?

Mr. (Hait): So, you're probably saying you are interested in applying for a job to be an enumerator for the 2020 population...

Jennifer: Actually, I applied already and they told me everything looks good, so I'm just waiting on feedback from them.

Mr. (Hait): Okay. So, it may have been that they recommended you check out one of these webinars just to learn something about the data tools that we have at the Census Bureau. Enumerators, when you are out there collecting information, whether it's business data or demographic data, very often the person that you're collecting the data from will ask you the question, what could I do with this data? Why should I fill out this form? Can I use the data in my work, in my business, in my family?

And, so very often being familiar with the different data tools that we have in the Census Bureau can be very useful. I can tell you personally, for me, I not only work here at the Census Bureau but I've used Census Bureau data in a lot of the work that I've done with my local community.

I worked with our school board to determine what the number of classrooms that we have in the elementary school that my kids went to and determined that based upon population growth in our community, that school was going to be overcrowded and was going to need some additional classrooms built.

So, knowing something about our data is probably why they sent you to check out this particular webinar and I'm glad you are on.

Jennifer: That makes sense. Thank you.

Mr. (Hait): You're welcome.

Coordinator: Thank you for your question. Our next question is from Jim, your line is open, sir.

Jim: Hey, thank you, ma'am. Andrew, good afternoon. Thanks for your time. Do you have any advice for those of us who would like to operate at the zip code level using this tool?

(Andrew Hait): So, you might have noticed that when I was going through that geographic coverage chart, that there was a column there that said zip code. We need to actually update that website. I didn't notice that we hadn't updated it.

The Economic Census has historically had provided data at the zip code level, but for the 2017 Economic Census we decided to go ahead and not publish data on zip codes from the Economic Census. The main reason why we decided that -- and this is actually going to be a good thing for you and not a bad thing -- is because we publish zip code level data annually in that County Business Patterns Program.

So, if you want to go in and look at information on the number of businesses, employment and payroll, by industry, by zip codes in Florida, those data are already available to you annually. You don't have to wait every five years to get it.

We basically realized that having zip code level data from the Economic Census added very, very little value to the annual zip-code based data that you already had available.

So, yes, I would definitely recommend you check out a data product called Zip Code Business Patterns. It sounds like County Business Patterns -- just by zip code -- and you'll see what level of data are available. There's a lot of information available.

Jim: Thanks, Andrew.

(Andrew Hait): You're welcome.

Coordinator: Thank you. Our next question is from Richard. Sir, your line is open.

Richard: All right, thank you. I had a quick question, and great questions from the previous participants because it answered a few of my questions. But one question I do have, how is the performance? Because I noticed that you had your information already retrieved. So, if we were doing similar queries, what is the turnaround time to get that information? Do you have to disappear and take lunch and come back and the data is available?

(Andrew Hait): Yea. So, great question, and obviously you're calling me out that I already queued it up ahead of time. The performance of the platform really does vary quite a bit based upon the day and the time and the query that I have selected.

So, for example, if I had gone in and I had tried to pull every single NAICS code, for every single county in the entire United States, it might have taken a little bit of time to pull all that data down together.

In some of the other queries that I ran where I was interested in looking at a single NAICS code for every county in Colorado, actually that query came up in a heartbeat. It was really quick. I'm a little impatient as a person, so I decided to sort of queue it up and not make you guys wait for it. But that's a great question.

The platform has really come a long way in the previous months in terms of performance because we recognize people don't want to sit there and wait for 30 seconds or a minute or five minutes for data to come up. I cheated again a little bit just to keep the presentation moving a little faster. But yes, you should have pretty good experience just - again based upon the level of detail that you're looking for.

Richard: Okay, great. Thank you.

(Andrew Hait): You're welcome.

Coordinator: Thank you for your question. Our next question is from Cynthia. Your line is open, ma'am.

Cynthia: Hi. My question is kind of related to the new differential privacy standards and I was wondering how those apply to data at the state level and then the sub-state level, if they applied to the economic census at all and how that might impact comparisons between 2012 and 2017?

(Andrew Hait): Right. So, that's a very, very good - very intuitive and obviously a well-informed data-user question, so thank you for bringing that up.

As you already know, we are investigating a new way of looking at protecting the privacy of respondents to our programs. Differential privacy is the new term, the new system that is being used for the Decennial Census for 2020 and that privacy system is putting in place and will have some impacts on the levels of data that are published in the Decennial Census.

On the economic census side, we are not actually implementing differential privacy per se, but I will say that some of the same effects that you'll see when you look at differential privacy from a decennial census standpoint, you will be seeing in the economic data as well.

So, for example, in that screenshot that I showed you of that Excel file that I downloaded for every county in Colorado looking at the healthcare sector, you notice that I highlighted 11 of the counties where the number of establishments and the other data variables for that county were suppressed.

In past economic censuses we would have never have suppressed the number of establishments. We would always - even in cases where we had to suppress the data on employment and payroll and sales, we never used to historically suppress the number of establishments because the feeling was, that number is sort of public information.

Knowing that there are three gas stations in a particular town in Maryland - anyone who lives in that town could drive down the street and see those three gas stations. They might not know how many employees those businesses have or what their payrolls are or what their sales are, but they would know that yes, there are just three there.

So, we never used to suppress the number of establishments. And you can see in the screenshot that I provided for you all that this time around we actually are now doing it. The new rules that we are having to apply in the economic census are similar to differential privacy. It's just not the exact same thing. They are related to some changes that have been requested of us by some of the organizations that we use - that we pull administrative data from.

So, there are going to be some impacts and I definitely would recommend, as you were starting to say, comparing the results from 2012 to the results in 2017 because you will definitely see cases where we would have published some data in 2012 where we are now not publishing that data in 2017.

In fact, in the particular example that I provided for you all where I said there were 11 counties where we had to suppress all of the data - and there were four counties that didn't show up at all in the table, those four counties did not appear at all.

In the past, if each of those four counties had at least one business in that industry, in that county, we would always show those counties. And the only time that a county would have been suppressed -- would have been completely missing from the table -- would have been cases where there are truly zero businesses in that industry in that particular county. That is not now true.

So, there is going to be some impact to users especially for small levels of geography. And again, I would encourage you all, when you are pulling down data, to pull not only the detailed geographies but also the summary - like in this case the counties and the state, so you could do that comparison to determine how much data has actually been suppressed due to these new privacy protections.

So, just to kind of end this thought, we are looking at continuing to kind of modify these plans for the 2022 Economic Census so that hopefully we'll be able to start publishing a little bit more data than what we're now suppressing. So, great question.

Cynthia: Okay, thanks.

Coordinator: Thank you for your question. Our next question is from Dan, your line is open, sir.

Dan: Hi, thanks for this. And I wrote down that you should be checking EC-1700 Basic. And then when you got into it, one of the datasets - at least all of the ones that I saw prefaced with ECN. Is there any significance to that?

(Andrew Hait): So, when data.census.gov presents the results for a search back to you, it not only presents the results for the search that exactly match what you are looking for but it also gives you other results related to what you typed in. And it sorts those results to have the latest data and the most relevant. I'm using the words relevant in quotes here at the very top.

So, in this case we floated the Econ Census 2017 data to the top and there were other data down further. The ECN acronym - that particular acronym is the term that we're using for our non-employer statistics data and those have some additional information for self-employed people. So, we have that data.

So again, if we were interested in the healthcare sector in Colorado, we might want to look at not only employer businesses in the state of Colorado but also self-employed people that work as home healthcare aides and work in other

healthcare businesses in Colorado. That's what's in the ECN datasets - those non-employer, self-employed data. So, great catch.

Dan: I was also wondering, just in general, the recording and perhaps the PowerPoint slides that you used will be available somewhere?

(Andrew Hait): Absolutely. About two days or so after today, you'll actually see the recording. There will be a transcript and we'll actually post the PowerPoint file itself for you all to use. So, hopefully you weren't frantically writing down URLs going crazy. They will all be available to you.

Dan: Thank you very much.

(Andrew Hait): You're welcome.

Coordinator: Thank you for your question. Our next question is from Kathy, ma'am, your line is open.

(Kathy): Thank you. I was looking at the pattern of the data being infused into the Census. Is there a certain pattern that you use as far as the states that are being included? Do you go from west to east, largest to smallest?

(Andrew Hait): So, that's a great question and when I was thinking about the questions that might come up today, the number one question I had in my mind was why do we flow out the states in the order that we flow them in? And you are absolutely heading down the right path.

So, simply put we do not have the resources at the Census Bureau to tabulate every state and every geography to tabulate and to analyze and publish all that data at one time. We quite simply don't have those resources.

So, in deciding how we are going to release the data, we have taken over the last seven censuses that I've been here at the Census Bureau, this approach of flowing the data out state-by-state, sector-by-sector. The flow of those states and sectors has followed a couple of sort of methods.

Number one, we typically start with -- and I'm going to use this term - I'm going to apologize up front -- the “easier” states. Some states are much easier for us to tabulate because they are smaller states. They have less businesses in them but more importantly we usually tabulate states that have either no metropolitan areas that cross state boundaries or that have a relatively small number of metropolitan areas that cross state boundaries.

So, for example, you noticed that we started off last week with Colorado. Colorado is an easy state for us to do because it has lots of metros but they're all within the state. None of them straddle any of their neighboring states.

Same thing with some of the other neighboring states we talked about. California actually is on that list and was one of our early ones because while there is one metropolitan area that straddles a neighboring state, it is only the metropolitan area that straddles Nevada and there's only one county in Nevada that is included in that southern California metropolitan area.

So it's easier for us to tabulate and publish the data for that state because when you think about metropolitan areas, when you publish data for a metropolitan area that straddles two or more states, the counties that make up that metropolitan area in each of those states then need to be analyzed and reviewed, and that then means that we have to essentially publish the data for the states that neighbor each other, that have crossover metros as a package.

Historically, what that's meant is we've started on the west coast and worked our way east. Those of you who are familiar at all with metropolitan areas on the east coast of the United States, you would know that from Maine to Florida, every single state crosses into its neighbor. And that would normally then mean that we would have to release the entire east coast of the US as a batch. That is not true. We did figure out how to break it up into some smaller pieces.

But yes, we are bundling states into groupings. When you check out that what's been released and what's coming in the next 30 days, you will begin to sort of see what those bundles are because you will see how we released these groupings of states. Alaska and Hawaii are really easy. They have no crossover metros by definition.

The other states, you'll see there is sort of a method to our madness.

At the end of the entire series we will publish national-level data over again. That will then essentially be - reflect the sum of all of the states for every sector. Great question.

(Kathy): Thank you.

Coordinator: Thank you for your question. Our next question is from (Elu), your line is open, ma'am.

(Elu): Great, thanks. I'm really appreciative you have offered all of this both from somebody who uses the data and also because I'm going to be working as a field (inaudible) supervisor for the 2020 Census, so I want to have a better idea of how to help encourage the enumerators to do their jobs.

I'm concerned because I live in Maryland and saw that Maryland is one of the ones that - a lot of times you have 2012 data, and although a lot of the other people have asked the questions that I was interested in, I'm just thinking from the point of view of trying to encourage people that are collecting the data to do the best job as possible, it's somewhat discouraging seeing that they're going to look back and realize that they're younger, gosh, you know, I was in middle school then or something.

So, I'm wondering, is this an average kind of length of time that it would take to get that data? I understand from you describing the straddling of metropolitan zones, obviously Maryland and D.C. and as many other places, will cause problems. But I'm just interested in knowing kind of what is the calculation of how long before the 2020 Census will be part of it, and obviously I'll be able to look at your – you know the forecast to see when the '17 information will be able to be released for this area.

(Andrew Hait): Right. So, I'm happy to say that while the economic census - local area data will flow out from the period January through November. Every state will at least have something released by June and that does include Maryland. Between you and me and the wall, Maryland will actually start being released before then.

So, if you're concerned about enumerators and being able to tell people about the great data we have at the Census Bureau, and that we actually have data for the state of Maryland, you will have data for some sectors in Maryland in time for when you'll be out there working with enumerators.

The entire series isn't completed until November or so, maybe a little earlier than that, but at least you'll have something out there. We recognize that we wanted to try to get something released for every state as early as we possibly

could so that users would at least be able to see something about the economy in their state.

So, that's sort of that main question. I think the other part that you are asking was sort of the timeframe that it takes for us to collect the data from the 2020 Decennial Census and publish it.

(Elu): Right.

(Andrew Hait): At the Census Bureau, I think it's a...it's a pretty good generalization to say that whether you're talking about a monthly, a quarterly, an annual or a periodic survey, the length of time it takes us to publish data from that survey is related to the period itself that the data are published for.

So, for example, a monthly survey takes about a month for us to publish data for that month. So, at the end of the month we collect the data. By the end of the following month we have published the data for that previous month.

Quarterly surveys lag - the data release lags by about three months. An annual program lags the data by about a year. So, when it comes to the 2020 Decennial Census, the fact that we are collecting data in 2020 and publishing it by December 31st of 2020, I personally, being an economist working here at the Census Bureau, I am impressed that we are able to get comprehensive data about the entire United States published the exact same year as we collected the data.

Frankly, I've never worked with the Decennial Census side here at Census, but I'm always amazed about the work that it takes to actually get that done. So.

(Elu): Yes, I understand that. Thank you.

(Andrew Hait): You're welcome.

Coordinator: Thank you. Our next question is from (Liu). Your line is open.

(Liu): Yes. I did apply for data, a collector and a field supervisor. There is a particular – like a square box where the regular people that I am going to pick up some information would have to mark down what day on the field. Or this is something that automatic will jump into the information, that I have to make sure it is in there while I'm doing the data collector information, while I'm doing processing every item in the computer.

(Andrew Hait): Yea. So, to be honest I'm not really that familiar with that entire process. My email address is up here on the screen. If you'd like, go ahead and send me an email and I'll - I can put you in touch with someone who might be able to answer that better than me.

(Liu): How soon I'm going to be able to know when the data collectors are going to start working. Do you have any information about that? Or this is just - I'm sorry, I know I'm out of the league now.

(Andrew Hait): That's okay, that's okay. Yes, I can certainly send you some information about that.

(Liu): Okay. Thank you so much then. Thank-you...

(Andrew Hait): You're welcome.

(Liu): Bye-bye.

Coordinator: Thank you. Our next question is from Stacy, your line is open, ma'am.

(Stacy): Yes, hi, hello. Again, thank you so much for your webinar. It was really helpful. The questions that I have -- and we've been asked this a lot here in Crystal City, just by walking the streets -- we are already getting surveys for the Census and we know that's not the true Census. Where does that data go -- like, the data before the Census and the data that comes after the Census for the surveys that are sent out?

(Andrew Hait): Right. So, I guess I'll say what you're probably talking about fall into a couple of categories.

First, when we prepare to collect data for any of our surveys whether that be the Decennial Census or an economic census or any of our other programs, knowing something about all of the people or the businesses that you're trying to collect data from is important.

How can you collect data for every household in America until you know where all the households are? So we do some sort of pre-surveys, if you will, that help make sure that our list of every residential address or every business address that we have in the United States - so we want to make sure that our list is comprehensive, that we haven't missed anybody.

That there haven't been businesses that have been opened since our last major economic program and we want to make sure we can count those people.

So, some of those surveys you may be talking about are programs that we do leading up to the conducting of that larger program.

Other surveys that we do are periodic surveys that include – that are collected and published in between our major census years. So, I mentioned we do an economic census every five years. Every month, every quarter and every year in between those economic census years we also conduct monthly, quarterly and annual business surveys that help users understand what's happening in our economy in between those years.

Those data are released in a lot of our data tools including data.census.gov. So we always tell business people, look, you're not only going to get a form from us every five years but you likely might get selected to be in one of our sample surveys and that it's very important that you respond because again your data help tell this comprehensive story of what's happening in our local economy in between those decennial census years, in between those economic census years.

I also will say -- and this is a very important point -- that there are other players out there. There are other organizations that collect data from people, some of whom are apparently making people think that they're from the Census Bureau when, in fact, they're not.

If you go to our 2020 Decennial Census page on census.gov., we have a whole section about frauds and other kinds of things to look out for. They provide information about what to look for on an official Census Bureau Survey.

So, for example, on our business surveys, our forms and our different reporting instruments all look in a very particular way. We have OMB clearance numbers. We have the Census Bureau's seal. We have a variety of other things to help users ensure that what we are asking is coming from a reliable source, that it's actually a trusted person that's asking you for this.

So, it may be that some of the programs that you're talking about are some of these other data providers that are trying to maybe piggyback a little bit upon the work that we're doing to conduct our programs.

I - again I would encourage you to check out our website to look for some of those sort of fraud alert things to see what's out there.

(Stacy): Thank you so much. And I really wasn't aware of that and that's really good for our sections here in the northern Virginia area because we have a lot of international demographics, and some of which are still very much afraid of the government Census. So, we want to make sure and let them know that one, you absolutely need to make sure it is from the 2020 Census and not someone else because someone else may divulge your data whereas the '20 Census will not. So, thank you so much.

(Andrew Hait): You're welcome.

Coordinator: Thank you. Our next question is from Christopher, your line is open, sir.

(Christopher): Yes. Can you all hear me all right?

(Andrew Hait): Yes.

(Christopher): Okay. Kind of a few questions here. So, what can the Census do for us as a C&C machine manufacturer? We operate under two NAICS codes, and maybe that's too big of a question – like, there's a lot into that. Can somebody walk me through that? I was hoping I could kind of get some of that on this webinar because...

(Andrew Hait): Yes.

(Christopher): ...I'm trying to figure out where my customers are.

(Andrew Hait): Right.

(Christopher): We have a general idea of where our competitors are, so.

(Andrew Hait): Right. So, that's a great question. What I would recommend you do is send me an email or give me a call on the email address and phone number on your screen.

What I will say is our data are used by businesses like yours to not only identify potentially where their competitors are located -- you mentioned that you've got a pretty good handle on those -- but also search for businesses that are customers of yours.

So, if you know that certain types of businesses and certain NAICS codes tend to be consumers of your products, using the Census Bureau's data can be very useful.

I will also say that we've got a lot of businesses that use the economic census data when they think about their suppliers. So, your business consumes materials to make your products. Using the data that we have from the economic census could help you potentially identify potential suppliers for your business that you weren't aware of.

And then I guess the last sort of generic thing that I'll say, and again, certainly we can chat after this, is it helps you compare your business to other businesses like you.

For example, if you looked at the information that we publish on your particular industry, you could look at things like payroll per employee or revenue per employee and then compare your business to determine am I paying my employees? Is the pay that I pay my employees - is it on par with other businesses like me? Or is it more than or is it less than? So, it helps you sort of do those comparisons.

I've talked to hundreds of businesses over my career where they used our data to compare their business to others and determined that maybe some of the reasons why they weren't doing as well as they thought they could be doing was because they either - they weren't operating like a lot of their other similar businesses like them.

So, there's a lot of use cases. Again, I'd be more than happy to walk through them with you.

(Christopher): Awesome, thank you.

(Andrew Hait): You're welcome.

Coordinator: Thank you. Our next question is from Rala. Your line is open, ma'am.

Rala: Okay. I'm sorry, my question has already been answered previously. Thank you. It was about when the presentation will be available.

(Andrew Hait): Great.

Coordinator: Thank you, ma'am. Our last question will be from David, your line is open.

David: Thank you. This was probably covered in the very beginning which I missed, but this economic census sounds like a 100% survey of all businesses, not a sample. Am I correct on that?

(Andrew Hait): So, I guess I'll say yes and no. That's a very government-like response, of course. We - the economic census is a complete census but it covers just what we call employer businesses which are businesses with one or more paid employees.

So, we do not count in the economic census businesses - people that are self-employed, for example. So, that local truck driver, the owner-operator who owns his own truck and pulls trailers for other customers - we wouldn't count that type of business, a self-employed person in the economic census.

Similarly, there's a couple of exclusions from the economic census. We don't count farms in the economic census because the US Department of Agriculture conducts a complete census of agriculture every five years. The same years as we do the Econ Census, they just do it for Ag. So, we don't count those folks.

And in some industries, we actually use what we call administrative data as a proxy for response.

So, for example, if you owned a very small convenience store in your town and there's just you and your child or you and your spouse running this convenience store, getting a 15-page economic census form would not - probably not be something that would make you terribly thrilled.

So, for some industries like convenience stores where you have hundreds of thousands of establishments in the United States in that industry, we actually

do conduct, if you will, a sample survey of those based upon the number of employees they have. And for those businesses that we don't sample, we use administrative data as a replacement.

So, for example, we will pull information from the Internal Revenue Service and use their tax filings as a proxy for response. We can still call it an economic census because it is a complete census of every employer business, it's just where we are collecting that data from may be direct collection from a form or it might be from one of those administrative sources.

But, yes, that's a great question.

David: Thank you very much.

(Andrew Hait): You're welcome.

Coordinator: And we have no further questions.

(Andrew Hait): Okay. Did we have any other media questions by any chance?

Coordinator: No, we had no media questions at this time.

(Andrew Hait): Okay, great. Well, thank you all so much for taking time out of your busy schedules today to attend this webinar. Again, my name is (Andy Hait). My email address and phone number is up on the screen.

And again, we will be posting this webinar in the next day or so - the webinar itself, the recording, the transcript and the PowerPoint file itself.

So, thank you all so much for your time and have a great afternoon.

Coordinator: That does conclude today's conference call. We thank you all for participating. You may now disconnect and have a great rest of your day.