

**Census Has Business Data? An Update on the 2017 Economic Census for Maryland,
Virginia, and West Virginia**

April 21, 2020

2:00 p.m. ET

Earlene Dowell – Okay, is everyone else ready?

Webinar Facilitator - Yes

Andy Hait - Yes

Earlene Dowell - Super , all right well good afternoon thank you to Jeana Bunn Hector from the U.S. Census Bureau for hosting this webinar in light of the recent transition to 100% telework we are utilizing technology off-site to continue operations. We aim to minimize interruptions as much as possible but we appreciate your patience if we experience any technical delays. Please utilize the chat feature to notify us of issues should any arise, and we will do our best to address them. At this time, we do not have full conference call functionalities we must request that all callers meet their mute their phones and remain muted throughout the presentation. Today's Q&A will be facilitated completely from the chat feature. Please send us your questions as they arise and we will address as many as possible at the end of this presentation. The Power Point presentation and transcripts will be accessible from the Census Academy's webinar tab please go to www.census.gov/academy and thank you for your continued support of our outreach and education effort .

On behalf of the US Census Bureau, welcome to the 2017 Economic Census Webinar Series. There are 20 webinars in this series that are broken down into two basic formats, one set of webinars will be structured around the geographies or individual state. The second set of

webinars will be structured according to the North American and Industry Classification System or also known as the NAICS sectors. If you're a regular to these webinars, you may have noticed that I am NOT Andy Hait, my name is Earlene Dowell and I am a program analyst at the US Census Bureau, however I'm sure you heard him, he will be on this call to help answer your questions. You can also tune in on Thursday April 23rd at 2:00 p.m. Eastern Standard Time when Andy presents Economic Census Updates on Real Estate and Rental and Leasing. Today's webinar will cover 2017 Economics Census data release for Maryland West Virginia and Virginia.

Here is the latest agenda for the 2017 economic webinar series and what's to come. U.S. stats are from the first look report.

We conduct more than 130 different monthly, quarterly and annual census surveys every single year, beginning with the decennial census, which is mandated by the Constitution and is conducted every 10 years to count every person living in the United States and the five US territories.

By now, many of you have probably received a letter from the Census Bureau directing you to fill out your 2020 Census online, by phone or mail. If you have, any questions go to 2020Census.gov.

The next survey listed is the American Community Survey or the ACS. The ACS took the place of the decennial census long form. This is an ongoing annual survey that gives detailed demographic socio-economic and housing data. In addition to those demographic surveys, we also conduct a number of business programs. Every five years census conducts the census of governments, which identifies the scope and nature of the nation's state and local government

sector. This Census provides reliable benchmark figures of public finance and public employment, such as payroll total employees and finances of government. And finally, the Economic Census is conducted every five years and collects extensive statistics about businesses that is essential to understanding that American economy. The US Census Bureau's mission is to serve as the leading provider of quality data on you as people and the economy.

There are 58 different business surveys; this pyramid gives you a visual of the hierarchy of the different economic programs. At the top are our monthly and quarterly surveys. Every month we conduct 17 out of 22 economic indicator surveys. They include programs like the monthly retail trade survey, which provides monthly estimates on sales and inventories at retail or food service services stores. These surveys are very timely but highly aggregated when it comes to the level of geography, which is only shown at the national level.

Moving down the pyramid we come to the annual survey which includes the popular survey like the annual survey of manufacturers and the annual retail trade survey to name a couple. These annual surveys are more detailed than what are available in the monthly and quarterly surveys. They include information not only at the national level but they even include data down to the state, metropolitan area and even county level. Annual surveys tend to provide up-to-date trends to forecast future demands. At the base of the pyramid is the Economic Census that is conducted every five years on every employer businesses in the US. There are about 8 million employer businesses.

The Economic Census is the most detailed comprehensive economic program, it covers almost every two through six-digit covered NAICS by the Census Bureau. These codes are known as the North American Industry Classification System codes. A length of a full list of exclusions is provided. One exclusion is that we do not publish data for agriculture, which is published by the

Department of Agriculture since 1997. The Economic Census also provides detailed geographic information at the national, state, metropolitan area and even county levels. We are publishing place levels for some sectors but there have been some adjustments, which we will talk about later. The Economic Census also publishes other dimensions of data broken out by business size. There are four different dimensions that are available, employment size, revenue size, total number of establishment and by company size. Just a side bar, the revenue data is unique to the Economic Census, other programs do not publish revenue data at all.

We also publish data by the franchise or non-franchise owners. What makes the Economic Census so detailed is that it includes over 200 data variables such as number of establishments, employment, totals or payroll. And as I mentioned earlier, one of the uniqueness of the Economic Census is that it publishes data on revenue broken down below the national level.

The Economic Census also publishes the product lines data. Product lines are the detailed products and services provided by businesses and tailored to the individual industry. Finally, on this slide, where can we find the data? By now, hopefully, you all know that the American FactFinder has since retired. Now the availability of the Economic Census can be found on Census' new platform, data.census.gov, Census Business Builder and other Census tools.

So, how will the 2017 Economic Census data products be released? Data first started to be released back in September of 2019 with the first look estimates that provided national level estimates at the two through six-digit NAICS code and we will release the last data product as you can see on the screen around September 2021.

Now, let's look at the geographical area statistics or gas release and its resources, that still makes me laugh every time I say it out loud. This link at the top of the slide will take you to the page of

what's been released and the upcoming releases in the next 30 days. We strongly encourage you to check it out. When you go to the URL that is provided here, you get three pieces of information. At the very top you get a link to an excel file that tells you in a tabular format what has been released. Just below there, you have upcoming releases that tells you what are the data products that are going to be released in the next 30 days. On the actual webpage in between the what has been released and upcoming releases is this great infographic which is also on the right side of this slide. This cool infographic shows you the state that have been released. Each state is represented by an octagon and when the data is released, the inside of the octagon is shaded a peach color. Let's go live to look at it.

Hopefully everyone can see my screen that I've jumped to, this URL, and if I scroll down we can see the infographic, so everything on this infographic is very intuitive and you can see that there are numbers listed for how you would go about going to the information. So here, we have the number 1 and you can select a section from this menu, so it says all and you can use this arrow to go down and you can pick which NAICS code that you would like to look at. The second number it says hover over a state hexagon to access the state sector data. So I will go ahead and hover over Maryland because that's where I'm living and if you can hear, there's a storm outside so hopefully we won't lose connection, but anyway once I hover over Maryland you get a list of all the sectors that have been released. There is this really great blue hyperlink that you can click on, and once you click on that it takes you straight to data.census.gov.

Here we have a list of all the sectors or a summary of the sector's or the state of Maryland but because I am a map girl, I'm going to show you something really cool so on the left hand side where it says maps, just click on the word map and now it zooms into the state of Maryland.

What you can do also is where it says state up at the top and there is an arrow, you can click on

that arrow and then you can see all the different geographies that you can look at for the state of Maryland. For example, we have region, division, metropolitan areas, County, County subdivisions and so on.

When we think about changes from the Economic Census, they can be grouped into four broad categories. The first are geographic area changes. Compared to the 2012 Economic Census the 2017 Census no longer has zip code data, but there is still zip code data in the zip code business patterns, also, there is no place data for manufacturing due to privacy rules. There are also changes in the NAICS code that we will go over in a bit. As I mentioned earlier, regarding the product lines data tables, are now being replaced by the new North American Product Classification or NAICS system in the 2017 Economic Census.

NAICS are product codes that Census publishes as part of the Economic Census. Under these new classification system products, are now going to be published consistently across their different sectors, so what that will allow users to do is hopefully allow them to more easily combine product data across industries.

So for example, let's say we're interested in shoes, what woman is not interested in shoes, and you wanted to get information on shoe manufacturers, shoe wholesalers, shoe stores and shoe repair; those would be four completely different industries that would have historically had four very different ways of publishing the product data for those four different industries. Under NAICS, now, that shoe data will be more consistently displayed. Be sure to check out the link at the bottom of the slide to learn more. Other changes include new disclosure rules and of course the new data.census.gov dissemination platform.

Let's look at the changes for Maryland; there were no Metro changes in the state of Maryland but there were still 136 geographical area changes with 59 places with area gained, 71 places with area loss, 0 place with the name change and four drop places. What's not listed on the chart in the screenshot is the area gain of Andrews Air Force Base and area lost for Annapolis DDP. Be sure to check out the two links provided for more information.

Geographical area changes for Virginia include, no Metro changes and 255 economic place changes. These changes include 118 places with area gain 125 places with area loss, 5 places with a name and/or code change 6 new places and two drop places. Some of the changes that occurred were in the northern part of Virginia; such as area gains in Falls Church City, area loss in Alexandria City and name change for Tyson CDP. Let's click on the link to see how the geographies pages have changed.

So once you're here on the geographies page you can scroll down to where it says change notes and click on that, then the page jumps to the change notes page and then you can scroll down to see the different states that are listed. We'll go ahead and click on Virginia and then it will take you to the geographic change notes. So under 2017 I am going to click on boundary changes to economic place between 2012 and 2017. I will open that excel sheet and now you can see that this exact table is what we have in the presentation slide.

For West Virginia there were no metro changes, there were 57 economic place changes, 28 places with area gain, 248 places with area loss, 0 places with a name change, six new places and three drop places. What's interesting to know is there was an area gain in Charles Charleston City and an area loss in Morgantown City.

As mentioned before, NAICS or the North American Industry Classification System is a system that we use to classify every single business in the United States. Census assigns the NAICS code to the business based upon their primary activity. The next two slides will highlight the changes in the 2017 Economic Census.

NAICS was also developed by (OMB) the Office of Management and Budget, Statistics Canada, and Mexico staff agencies. This was done to ensure that there was comparability across the North American countries. NAICS was adopted in 1997 and is updated every five years. Types of changes include one to one recode which means there are no changes but it has been recoded, many to one combos which is three or four codes combined into one, many to many and one to splitters, which has no changes in 2017 but there were a few in 2012. For example, in 2012 the electric power generation code was split into solar electric and solar farm. We'll cover these types of changes in the next slide and note that color codes will also mirror the upcoming tables.

Let's go over a couple NAICS changes. The first one on the list is mining. The peach tables are codes that were codes where there has been some kind of partial shifts or many-to-many as on the previous slide, so if you notice, we've changed the way crude petroleum and natural gas extraction is classified now to crude petroleum extraction and change the codes. We also merged natural gas extraction and natural liquid gas extraction to just natural gas extraction.

Manufacturing also had a few changes. The green highlighted tables are combinations or many to one. These are cases where we used to publish data broken out into certain mixtures but we've now consolidated those codes into one particular code. The biggest reason why this happens is because of industry decline or because industry consolidation. So let me give you a specific example; on the right hand side, you see an area for household cooking appliances, household

refrigeration or refrigerator and home freezer manufacturers, household laundry equipment and other major household appliance manufacturers. Those four industries have now been consolidated into a single NAICS code for the 2017 Economic Census. Primarily because the number of companies in the United States that make these four types of appliances has declined to such an extent that there are now not enough businesses in each of these industries to allow us to publish the detailed information. Remember, the Census Bureau is committed to the privacy of the businesses who respond to our survey, so if you have relatively small number of businesses making a particular product or selling a particular product in an area, we couldn't publish that data because doing so would disclose their identity.

Next on the list is retail trade, an example of one-to-one recoding appears blue on the table all other general merchandise stores change from four to nine zero code to four to three one nine code. What's interesting to see is the green table of many to one which includes electronic shopping, electronic auctions and mail order houses all combined under electronic shopping and mail order houses now.

Other changes include information real-estate and rental and leasing and professional scientific and technical services the blue tables are cases where it's simply a recode meaning the content of that industry has not changed at all but the code that we classify it under has. So when you're now looking for data for example for general merchandise stores or all other general merchandise stores that NAICS code is now a different NAICS code again this is important when you're using these data because you want to make sure that you're pulling the data from the correct industry. For professional scientific and technical services, this is the only sector that has had a truly brand-new, never published before kind of code and that is for research and development in nanotechnology.

So the primary place to access this data will be data.census.gov, but we also have Economic Census and Quick Facts on the Census homepage and in the Census Business Builder.

With the 2017 Economic Census, we're also releasing some fun facts on social media and other platforms. These are the fun facts that we release for three the three states we've been talking about. Each state is represented by that state's quarter. We have two examples for economics one fact or Virginia about professional, scientific and technical services establishments and educational services revenues. Also on this slide, there are links to fun facts along with an America account story above.

The key data variables we release in the Economic Census are sales, shipments, receipts, revenues or business done. So these two charts show you the data that we have available for the state of Maryland. As you can see wholesale trade tops the sector in 2017 of published sectors and there's 100 point nine billion dollars. Wholesale also saw largest increase in revenue between 2012 and 2017 up to sixteen point two billion. Note revenue data is not available at the state level for utilities, information and finance and insurance sectors.

In Virginia wholesale was the top sector in 2017 with 137 point eight billion dollars. Wholesale also saw the largest increase in revenue between 2012 and 2017 which was up to seventeen point seven billion.

Finally in West Virginia wholesale was also the top sector in 2017 with twenty three point five billion, followed closely by retail trade of twenty-three point 1 billion. Retail trade though saw the largest increase in the revenue between 2012 and 2017 up to 41 4.4 billion.

Arts, entertainment and recreation was only the only sector of the published sectors that showed a revenue decline over this period, which was down one hundred and forty four million.

What's coming next? As we discussed earlier, the North American Product Classification System that will be taking the place of the product lines will be available in November 2020. The way mining manufacturing construction used to be published has also changed in the 2017 and now is more consistent and hopefully easier to combine product data across the industry. Check out the link in the lower right-hand corner of this slide for guidance.

A few other changes you should be aware of are the establishments and firm size, which will be released between November 2020 through September 2021. Data will be consolidated into seven tables such as revenue size of establishments, employment size of establishment, revenue size of firms or employment size of firms to name a few. A full list is included in the screenshot to the right.

Finally, miscellaneous subject tables; there will be thirty-eight tables dropped and seven tables added. Changes include items discussed earlier like the zip code level data and no place level manufacturing data.

In summary, here is a list of helpful links regarding the Economic Census, flow basis and what's to come up until August 2020, geography changes, new NAICS codes and of course data.census.gov.

With that, I thank all of you for spending part of your afternoon with me and Andy, and I and our colleague Lynda Lee are ready to take your questions.

OK Earlene, so our first question from our chat feature is...

Question 1 - What about a retailer that has both online and in-store sales how is that computed?

Andy Hait - Great thanks Lynda so this is Andy Hait, I am an economist at the US Census Bureau at our headquarters office in Maryland and I'll take a crack at that question, so it's a great question a question I get quite a bit.

When Earlene was talking about our retail trade sector it's a question that we have a lot of users ask so the way to answer that question is, it depends.

For retailers who have no brick-and-mortar presence, all of their sales are done completely online. Those businesses are actually tabulated in a special NAICS code specifically for non-store retailers and there is a 6-digit NAICS code under the retail trade sector specifically for non-store retailers. For businesses that do have a brick-and-mortar presence; so you can think of the typical department store, let's say JC Penney's that has both a physical presence and an online presence. Then how their sales are recorded, whether they are tabulated in detailed data for this store itself or whether they're tabulated in that non-store retailer code depends a little bit upon how that product is delivered to the customer.

So for example, if I were to go to one of these businesses websites and I were to order drapes from that particular company, I would have the opportunity to pick up those drapes at either of the retail store or have them shipped to me directly to my home. In the case if I were to choose the first option, ship them to the store and pick it up at the store, then typically that business would record that sale of that good as if it occurred at that retail store. And, therefore, those sales would actually be tabulated in the data for department stores as opposed to the data for non-store retailers. However, if that business were to, if I were to pick up the product It would have be shipped directly to me, then that product would be classified in a different that say that sale would be classified under the non-store retail industry based upon where that shipment was originated from. So when I place that order and the fulfillment center was in Delaware let's say

then that fulfillment center would then record that retail sale for non-store retailers at that particular fulfillment center. So measuring e-commerce is a very important thing that we do at census it's data that we publish in not only the Economic Census but also a number of our other economic programs including our e stats reports which is specifically designed for retail e-commerce and not just retail actually, so that was a great question.

Andy Hait - Lynda do we have any other ones?

Lynda Lee - At this moment, we do not have additional questions. Oh, sorry, a question came in, hold on, so someone does have a question, its uh.

Question 2 - Can one company be counted in different NAICS code?

Andy Hait - Yeah, so the answer is, " absolutely", as Earlene mentioned when she was talking about the NAICS classification system, we assign a single six digit NAICS code to each individual establishment within a company. So let's say you have a company that has 50 locations scattered across different states and counties across the United States, we assigned the NAICS code to each of those individual establishments based upon the primary activity at that location. So if that location is primarily a warehouse, then they would be assigned that establishment would be assigned the warehouse code or one of the warehouse codes and we would then tabulate that data for that for that establishment in with the other warehouses. We do have some programs at census that actually tabulate data on a company basis as opposed to an establishment basis the Economic Census actually includes data tabulated both ways. There are some company level tabulations but primarily we publish data on an establishment basis in the Economic Census and the simple reason for that is detail. Most of our Economic Census data users want that really rich industry and geographic detail they want to count the warehouse

operations of various companies based upon where that warehouse is physically located not where the companies headquartered. Where as surveys that tabulate data on a company basis that company or sometimes we use the term firm is tabulated with the entire company would be classified in a in an industry based upon its primary activity. Now some companies that are very specialized in certain industries that find all of their establishments are all grocery stores or all restaurants; that's great but we think about really diversified corporations in the U.S. Businesses in those, you know corp. and those corporations, establishments and those corporations could be scattered across dozens if not hundreds of different NAICS codes, and we would want to capture the activity of each of those locations in its own specific NAICS code. So yeah, it's a particular feature if you will as something that's very important as part of the Economic Census but that's a that's a key attribute of why we do the Economic Census.

Lynda Lee - Thank you Andy, at this time we do not have additional questions in the queue.

Andy Hait – Okay so I do see Lynda I do see one or two more

Lynda Lee – Right, just as I said that one popped up um it says

Question 3 - I work in commercial real estate here in DC, I want to get an average sales per store for different types of retailers, restaurants, barbershops, movie theaters, what, when can I do it and what should I do which I be cautious?

Andy Hait – Right, so because we publish in the Economic Census, data on both the number of businesses, number of establishments and the sales of those establishments, you could easily take the sales number, divide it by the establishments number and end up coming up with an average sales per establishment by industry, by geography. Um, and in fact, some of our data tools do that math for you so that you can see grocery stores in Fairfax County earn X number of

dollars, whereas grocery stores in Prince George's County Maryland earn Y number of dollars on average.

They're all averages because it's looking at all the establishments and all of the sales of those establishments in those geographies but at least it gives you that ability to compare the data across geography to be able to do that sort of cross comparison. There are a few other programs that we have at census that; provide that same type of ability to create ratios of one variable versus another. For example, our County Business Patterns program publishes data on both employment and annual payroll, so you could easily do an annual average annual payroll per employee to figure out on average how much does employee in a particular industry earn in one County versus another County, so those data are there. The things you should be cautious of is actually suppression of data. It's something that Earlene touched on in her presentation. Where she was talking about the fact that we are committed to protecting the privacy of businesses and because of that, when you look at our data tables you will often find cases where the data for a particular industry and geography have been suppressed, because there's a fairly small number of businesses in that industry in that geography.

So for example let's say that Lynda my colleague Lynda on the phone and I own the only two gas stations in our town. The Census Bureau would be prohibited from publishing data on gas stations because Lynda could easily subtract her employment and payroll and sales from the total and know exactly how much I pay my employees and how much my sales are. So when you're using our data and this is true not only for the Economic Census but other business surveys, you do need to be aware that it that there are sometimes cases where data for specific industry and geography are suppressed because of those privacy protections.

So the general rule of thumb I tell users is the broader the level of Industry; so for example two-digit NAICS code or three-digit NAICS code as opposed to a full six digit most detailed industry codes, the more broad the data and the more broad the geography, the less chance there is of seeing those suppressions.

So at the state level we can publish vast amounts of data because you don't typically see as many suppressions at a state level as you might then see at the county level. At the at the broad sector comparison retail trade for example receive far fewer suppressions by county than when you would see if you drill down to specific industries. So it's just sort of a general warning that I always tell people, make sure that you um that you that you look at these sort of to keep that in mind when they're thinking about using our data.

In Earlene's presentation, she was showing data for the totals um, the full NAICS breakdowns the total retail trade breakdown for DC, Maryland, Virginia but the tools that she was talking to you about, our data.census.gov platform, do allow you to drill down from the two-digit sector all the way down to the most detailed six digit NAICS code. So you do have that ability to drill down, again, you need to be aware of the fact that the further you drill down the more chance going to be of suppressions.

So, usually what I recommend to users is if you're interested in data, at let's say, at a county level. I recommend first starting off at the two-digit, NAICS level and then drill down slowly to the three, four, five and six digit details, and as you drill down, you will find that sort of sweet spot where you're going to still have publishable data but yet have useful details that meet your needs.

Lynda Lee - Thank You Andy and at this time, we are receiving additional questions, the first question is

Question 4 - I thought for the PPP single member LLC's could use the 2018 tax return information? Are you saying that the 2019 tax return needs to be completed and filed in order for a single member LLC to apply for the PPP?

Andy Hait - So today's presentation didn't really talk at all about new payroll protection program. That is being rolled out or has been rolled out for small businesses so I'm really not prepared to really talk too much about whether or not you need to use one or the other. What I would suggest is Earlene's email address is here on the slide and the QA, if you want to send her an email she can forward that information on to someone who could probably answer that, again this is the Census data can be used by businesses but it doesn't really apply to the to the PPP

Lynda Lee - Thank You Andy, our next question is

Question 5 - When can I get the full NAICS breakdown instead of just retail trade for DC, Maryland and Virginia?

Andy Hait - Right, so while the while the infographic that data visualization that Earlene showed you, brought you straight to the two-digit NAICS data. When we publish data in the Economic Census for a state and sector; so let's say we release the data for retail trade in Maryland, we not only publish the data for the retail trade sector total from Maryland but at the same time, we publish the full three, four, five and six digit data. And similarly not only do we publish the retail trade total for the state of Maryland but we also then publish all the metros, the

counties, and even the places, the cities, towns, villages and boroughs in Maryland all at the same time.

We just flow out the data in the sector by state chunks but within each of those major chunks of data, we include the full industry detail and the full geographic detail in there. What I always tell people is in the visualization that Earlene showed you all, um, when you click on one of those links and it brings you into our new data.census.gov platform to the detailed data. And once you are in looking at the data file, you can then further refine the industry and geographies that you are doing on the screen by using the menus in data.census.gov to get to those more detailed geographies or industries. The real benefit of the visualization is it brings you right there to in the first place it bypasses all of the basic high level menus in data.census.gov and brings you straight to the data so you can then begin that additional drilling.

Lynda Lee- Thank you, our next question is

Question 6 - Are there any quarterly or monthly data by state and also is the economic information available down to the census tract level?

Andy Hait - So of the 17 leading economic indicator surveys that we conduct at the Census Bureau 15 of those 17 only show monthly and quarterly data at the national level, and that's primarily because these are sample surveys that statistically can only publish data at the national level, however, there are two notable exceptions. First, every month we publish detailed data on building permits, new residential building permits down to the permit issuing area level. So whether that's county or whether that's city data are published every single month on new residential building permits down to that small level of geography, and the second exception to that rule is our trade data as Earlene mentioned to you at the very

beginning of the presentation. We publish a vast wealth of business data as there are 58 actual different business surveys that we conduct one of them is our international trade data so we have detailed data every month on imports and exports by industry by commodity and by country of origination and destination.

So for example, if you wanted to find out some information about how many used automobiles were exported out of the Port of Baltimore Maryland every month. That detailed commodity and port level data are available from the Census Bureau but those are the only two programs that have monthly data or in some cases, quarterly data that is published below the national level.

Lynda Lee – Thank you Andy, and our next question is

Question 7 - Are employee demographics and income data available for the economic location data?

Andy Hait - Right, so when you think about the demographic characteristics of employees, of workers. Our business data programs have some information about the demographics of the employees but honestly, the best resource at the Census Bureau to get demographic characteristics of workers is the American Community Survey, which is actually one of our household based, people based if you will programs. They publish detailed industry and occupation data that is published by age and race the ethnicity and veteran status and a variety of other dimensions. So there's really great workforce information available from the American Community Survey. And as my colleague Earlene would tell you, there's also really good workforce information available in our local employment household dynamics, longitudinal employer household dynamics program, LEHD program that matches up data on the workforce and the businesses that they work in, so you do have that really good mash up.

Now, the one exception to that rule that I said about not very much demographic characteristics of businesses is we do publish information in our economic programs in a program called the Survey of Business Owners and the Annual Survey of Entrepreneurs that publishes data on the race, ethnicity, gender, and veteran size of the business owner. So if you were interested in finding out how many female veteran owned hair salons just picking something are there in the United States and in Maryland that type of data would be available in the Survey of Business Owners and the Annual Survey of Entrepreneurs. Those two surveys are both being replaced with a brand new survey called the Annual Business Survey ABS that is scheduled to be launched in mid-May that will publish similar data as we had in the SBO and in ASC. It will just be done annually instead of every five years the way the SBO was so you've got that.

And, I do see Earlene uh excuse me Lynda tum hat there was another question about geography.

The person wrote in

Question 7 - Is our economic data available down to census tract level?

Andy Hait - The short answer is no. The most detailed geography we publish the Census Bureau for our business data is zip code and even that data is pretty limited to just counts of businesses by industry by zip code and as you could probably guess, the single biggest reason for us not publishing data below the zip code level is privacy.

While it's easy to slice and dice 330 million people in the United States down to individual census tracts the same cannot be said for the 8 million employer businesses or the 24 million self-employed people that we measure in our economic programs. When you slice and dice those 8 million businesses down to census tracts, you very often run into cases where there may only be a single grocery store or a single doctor's office or a single hospital, located in the census

tract. And in every one of those cases, we would have to suppress the data for that industry in tract because it would be a privacy violation, so we only go down to place which is city town village and borough and we have a little bit of data through the zip code business patterns program by zip code.

Lynda - Thank you Andy and at this moment, we do not have additional questions from the chat feature.

Andy Hait – Great!

Earlene - Thank you Lynda

Andy Hait – OK Lynda, let me turn it back to you

Earlene - Thank you Andy

Earlene - So on behalf of the US Census Bureau and my colleagues Lynda Lee, Andy Hait and Jeana Bunn- Hector, thank you for joining us this afternoon and thank you for everyone keeping your phones on mute.

Don't forget to tune in this Thursday at 2:00 p.m., Eastern Standard Time when Andy presents Economic Census updates from Real Estate and Rental and Leasing. Thank you everyone enjoy your afternoon.