Webinar: Exploring Census Data Webinar Series: Emerging Technologies
July 21, 2020

Coordinator: Welcome and thanks for standing by. For the duration of today's conference, all parties will be in listen-only mode until the question/answer session of the conference.

At that time, you may press Star 1 on your phone to ask a question. I would like to inform all parties that today's conference is being recorded. If you have any objections, you may disconnect at this time. I would now like to hand the conference over to Ms. Lynda Lee. Thank you. You may begin.

(Lynda Lee): Thank you. Good afternoon, everyone. My name is Lynda Lee and I'd like to welcome everyone to the Exploring Census Data Webinar series. For anyone who may not be familiar with our format, the Exploring Census Data Webinar series is a set of webinars presented on a monthly basis based on popular topics.

The webinars are presented by our subject matter experts with an opportunity for Q&A at each session. All webinars and Q&A sessions are recorded and will be accessible from the Census Academy's webinar tab once the recording and transcript are available.

Today's webinar on emerging technologies is the fifth in our series for this year. This is our third installment of the series. We have all of the webinars from our previous series archived on Census.gov or you can also access them using the link provided on this slide.

So in my light of recent transition to 100% telework, we are utilizing

technology offsite to continue operations. And we aim to minimize interruptions as much possible and 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 and mitigate them.

Also please note today we will be focusing on data that you can obtain from the Census Bureau related to emerging technologies. We want you to be aware of all census products and programs on this topic. The webinar will not focus on additional topics such as hiring for the 2020 census or our partnership program. If you need additional information pertaining the 2020 census, please visit the 2020 resource site on Census.gov.

So our first objective for today is to provide you with information on types of data that you can obtain related to technology-related industries. For anyone who has been following our series, the first four webinars concentrated on specific sectors and therefore generally revolved around one or more classification codes.

Today's webinar we will dive into multiple NAICS codes from multiple sectors in order to showcase the various types of technology-related data that you can obtain from the Census Bureau. And knowing about the availability is powerful. Accessing the data itself can sometimes be a challenge. Our second objective is to show you how to get the data and we've included a section towards the end to help you find what you need.

In today's webinar, we will go over a high level of review about the Census Bureau and the structure of our program. Then we will dive into that data from our program with technology-related statistics. So you can see the type of data that you can obtain.

From our program, we will be covering the Annual Capital Expenditures Survey, Services Annual Survey, Annual Survey of Manufacturers, International Trade Statistics, Economic Census and we have a section of the webinar towards the end where we shine a spotlight on a program as an added bonus. Today's spotlight will be the Quarterly Financial Report. After showing you the data, we will go into how to access our data and then close out with a Q&A section.

The Census Bureau is the federal government's largest statistical agency. We conduct over 130 surveys each year with our well-known surveys listed here. Collecting data for the national's people is the Decennial Census which takes place every ten years. Activities surrounding the 2020 census is currently taking place and at the end of the webinar, these include contact information in case you may have questions on the 2020 decennial.

Next our American Community Survey is a program that collects demographic data annually. And for business statistics, the economic census is our most comprehensive program taking place every five years in the years ending two and seven. We also have the Census of Governments which is the public counterpart of the Economic Census.

Now when it comes to our data, a pyramid is a good illustration of the relationship between details and timeliness. We primarily conduct monthly, quarterly and annual surveys. In general, the more timely the data, the fewer the details with more details available from program categorized in the middle and bottom of the pyramid. With that being said, the Economic Census is a period survey that takes place every five years.

And it is illustrated at the bottom of the pyramid because it is the most comprehensive program when you're looking for business data. As you move

up the pyramid to our annual program, you'll find that you can use these statistics for analyzing trends. And finally at the very top of the pyramid, the monthly and quarterly programs is where you can obtain timely data.

So when you use our data, there are some key terms and items that are helpful to know. First is the North American Industry Classification System, also commonly referred to as the NAICS. The NAICS is a system that we use to classify every business in the United States and is the primary dimension of the business and employment of data that you'll see today.

Each physical business location is assigned its own six-digit NAICS code based on primary business activities at that location. Each individual business data are then turned into summary statistics that we publish by industry and geography. In the reference section, I've included slides that illustrate the system and if you'd like more information beyond the reference material, please visit on Census.gov where you can access additional material.

Next is the term establishment as opposed to company or firm. Most of our employment data is collected and published on establishment level. Collecting the data allows us to provide the most accurate picture of business activities.

So for instance, if a company has both manufacturing and retail location in many states, separate data is captured for each location and not the company as a whole. If we didn't collect data this way, we would lose the accuracy and geographic and industry details.

First, we collect data from both employer and non-employer establishment. Some programs only cover employer businesses while others cover both. Employer businesses are those that have at least one paid employee while non-employer businesses have no paid employee.

So depending on the industry that you're looking at, the non-employer statistics could represent a big portion of the sector. So it's good to be aware of this distinction. And finally we are bound by Title 13 and 26 to uphold and protect privacy. As a result, we are able to provide high-quality data because respondents are more likely to provide information knowing that their privacy will be protected.

And now, let's take a dive into our topic. So what type of data are available on the technology industries? On this slide, I've included a few examples. I selected establishments with business activities from five trade areas to include construction, manufacturing, wholesale, services and retail.

So for example, from our construction sector, the NAICS code 237 for Heavy and Civil Engineer and Construction includes construction data for the Power and Communication Line Related Structure industries. But skipping to the last bullet point. Code 517 includes Wired and Wireless Telecommunication Carriers. And these industries were selected to show you that we have a wide array of data. They are by no means all-inclusive of data for the technology industries.

Throughout this webinar, I will be using examples from more than one industry to illustrate the variety of data and the level of details that you are able to obtain. Now at this point, some of you may be wondering so how come the technology industry does not have a NAICS code of its own? Well part of this is because NAICS codes are updated every five years.

Therefore there's a lag in capturing emerging industries and when the codes are updated, both declining and emerging industries are considered. For instance, as technology expands in our society, the 2017 NAICS code includes

Biotechnology and Nanotechnology as its own code. Whereas in early NAICS editions, these business activities were captured, but they were captured under the same code.

Although this may be true, product details on the Economic Census can provide emerging activities before NAICS changes are made. For example, solar product data were collected well before the inclusion of solar as a code of its own. And I have a good illustration of this for you on the next slide. This infographic uses data from our program the County Business Patterns was originally created in celebration of Earth Day.

It illustrates the different types of data that we have on the power industries. I like this infographic because it's a nice illustration that shows the addition of a new NAICS code based on business activities within the current economy. For instance, based on business activities emerging more around solar power, the code for solar power was added as its own code in 2012.

This data visualization uses data from 2015 and we have more current data from the County Business Pattern released on our site. As you can see, you can obtain information on the number of establishments, the number of paid employees, and annual payroll by different power generating industries. Let's take a dive further into our data.

From our Annual Capital Expenditures Survey, also commonly referred to as ACES, we collected data on business spending for capital expenses for both structural improvements and equipment investments. ACES provides national-level data on capital expenditure for new and used structures and equipment. The data are collected and released on an annual basis, with the most recent data available for 2018.

So data from this program are available at the three and selected four digit NAICS industries. So when you're looking for lower-level NAICS, the data will be available from the Economic Census which we will touch on later today. A unique features about ACES is that it is only comprehensive estimates of annual data with coverage for all domestic nonfarm businesses. And you can obtain details on expenditure data by investment type and by industry from the ACES as well.

So data from this program can be used in many ways. Some of the ways include evaluation of productivity growth, market analysis, economic forecasting, identifying business opportunities and developing strategic plans for your business. To access the data, you can use the link provided on this slide or you can go to Census.gov and do a search for the program.

Many of the tables on Census.gov are downloadable in Excel, CVS and PDF file format. Before we move along to the next slide, on the right side of the slide I've included additional resources for you. This is a report on capital expenditure patterns that show trends from 2008 to 2017.

The report provides a historical look at the industry investment shares and capital spending patterns for structures and equipment by all of US businesses. And if you have questions regarding the data for this program, I've also included the telephone number and email for our staff that manages the ACES.

So now let's take at some data that you can obtain from the ACES. The latest data that you can obtain was released in January for the data year 2018. This graph shows that in 2018, the manufacturing sector reported more total capital expenditures for both structures and equipment than other sectors. Towards the middle of the graph, the information sector is represented. So let’s take a

look at some of the industries related to technology within this sector.

Here's a visualization of the industries falling under the information sector. You can see that NAICS 51 is the information sector as a whole and the sector becomes more specific as the NAICS level increases. And I grabbed this right off the ACES data spreadsheet.

So if you're interested in finding out about capital expenditures for these industries, then the ACES is definitely your friend. Oh and also by the way, this is just a snapshot of the NAICS and is not a complete representation of all NAICS code under the information sector.

And because manufacturing shows the largest amount of capital expenditure, I want to provide this illustration to show you some of the technology-related industries represented within the manufacturing sector. It looks like in 2018, for spending on both structure and equipment, the semiconductor and other electronic component industries invested more in dollars with the aerospace product and parts manufacturing industry following. So also notice that spending on equipment appear to higher than spending on structures across all the industries.

Another good source on data on technology industries come from a program service annual survey also commonly referred to as the SAS. Just as the name suggests, this program offers data from our service sector of the economy on yearly basis. Data collected annually with the latest available for 2018.

The service annual survey provides the only source of annual revenue estimates for the service industries. Now in addition to revenue data, you can also find data on expenses. And I'm only actually mentioned a few of the data dimensions that the SAS can offer.

For instance, you can get industry-specific data such as product line and detailed revenue on the source of funding for selected industries. And a particular favorite variable of mine in this program is the data on revenue from electronic sources such as online sales.

And I've included a slide on e-commerce and in our resource section for you. This graph has information on estimated revenue for both employer and non-employer businesses. The Non-employer data are tabulated from administrative data, record data only and are not subject to sampling error.

Now it's important to know that the SAS has this non-employer component because a majority of the programs collect data from establishments and firm with employee. Those in those instances, our data users often refer to another one of our programs called the Non-Employer Statistics in order to complete the whole picture of the industry.

So when using the SAS data, it's good to know that the data is inclusive of both types of establishments. This illustration shows estimated revenue data for selected industries. In this example, I've selected technology-related industries under the information sector also known as NAICS Code 51.

Specifically the data processing, housing, and related services is represented in orange and telecommunications industry is in blue. The graph shows that between the years of 2015 and '18, estimated revenues appear steady.

It's also interesting to note that in 2017, estimated revenues in the telecommunications industries decreased while the data processing hosting and related services continued to grow. Some of our data users find estimate help in assessing market share, determining business potential and playing a

role in investment decisions. And not shown on this table is the SAS can offer/provide estimate on revenue by tax status for employer-only companies.

This graph shows the sources of revenue for the software publishing industry. You'll notice that a sizeable amount of sources of revenue comes from the sales of software for business and home use. So while this source of revenue may be expected, some other sources of revenue are less obvious such as the resale of computer hardware and software. And if you like revenue data, you'll also want to know that the SAS has export revenue data on services that are perform outside the United States from select industries.

I couldn't resist putting this graph in here. With the popularity of online shopping, this is one of my favorite data dimension from SAS. As you can see, you can get data on how much revenue from electronic sources line online sales is generated for employer companies in different industries. And not shown on this graph, the SAS can also provide data on estimated revenue by the type of customer for select industry.

And let's hop over from revenue to expense side of the house. This is an illustration of estimated expense data from employer service select industries. The industries represented here are internet publishing and broadcasting and web search portal shown in blue, computer systems design and related services shown in orange and research and development in the physical engineering and life sciences shown in gray. According to the data, we see that from 2015 to 2018, there is a trend of increasing expenses for all three of these select industries.

And from our manufacturing sector, we have a program with data on manufacturing establishments called the Annual Survey of Manufacturers also commonly referred to as the ASM. Earlier today we looked at one aspect of

the manufacturing sector when we looked at data on capital expenditures. Now we're going to take a look at a program that provides many other kinds of data on establishments that manufacture technology-related items.

The ASM provides measures of manufacturing activities and products for both public and the private sector of the economy. It is conducted annually with the exception of the years ending in two and seven. At which time, you'll be able to find the ASM statistics in the manufacturing sector of the Economic Census.

During the Economic Census years, you'll be able to obtain more detailed statistics and we will dive into the Economic Census in a moment. The ASM cover manufacturing establishments with one or more paid employees or non-employers that use leased employees classified in NAICS Sectors 31 through 33.

Statistics from this program include employment, payroll, supplemental labor costs, cost of materials consumed, operating expenses, the value of shipment, the value added by manufacturing, energy consumption and inventory. On this slide, we show that the ASM provides data at the 2 through 6 digit level NAICS code.

While this is true for a majority of the data released from this program, if you're looking at the value of product shipment, you'll be able to obtain data at a more granular level, at the seven-digit NAICS product class.

On this slide, I've included an infographic that was recently released for the 2018 ASM. This graph compares the total payroll in orange with the total value of shipment in blue for the manufacturing subsectors.

In red, I've circled establishments that manufacture computer and electronic products. In 2018, this subsector reported approximately 69 billion in total payroll and about 324 billion value of shipment. This is only a sample of data points from the ASM. If you have a chance, I highly encourage you to explore all the types off data that ASM has to offer.

So let's move along to a program with data on international trade. The trade can provide you with both import and export data. Statistics from this program allows you to obtain detailed information on goods and services shipped to and from the US with foreign countries.

Trade data can help you find information on how the industry is performing when it comes to this business activity. And trade statistics have wide array of use to include domestic and overseas market analysis and industry product and area-based business planning.

Statistics from our trade program include data on the country of origin and destination for goods and services that are imported in or exported out of the US. Trade statistics are available monthly, quarterly and annually in more than 8,000 NAICS categories and over 9,000 import and 18,000 import goods classifications under the Harmonized System.

Examples of available measures include quantity, value, shipping weight, and methods of transportation at the nation, state or port level of detail. So it's important to note that when you look at the trade statistics, trade data are collected using the Harmonized System. Other classification systems included in the trade data such as NAICS have been converted using a concordance.

On the right side of the slide, you'll find additional resources that may be helpful in your research. We have many ways that you can learn and stay

connected such as the trade webinar series where you can take a deeper dive into trade data. We also have blogs for you to enjoy and the last link leads you to a guide to foreign trade statistics.

So here are some statistics from our trade program, this graph shows the year to date export of technology products by year. Twenty-nineteen is represented in orange and 2020 in blue. Overall total exports circled in red have declined from the previous year. It's interesting to see that while this is true, exports for electronic and flexible manufacturing circled in green have increased.

Here are the technology products again. This time for the import side of the house. As you can see, similar to exports, the total import of technology products have declined. Circle in green are the technology products with an increase in imports. In this case, biotechnology, life science and opto-electronics have increased.

So far, we've been talking about several economic programs that are able to provide you with data related to emerging technologies spanning from technology improvements on capital structures, to revenues and expenditures for companies that manufacture technology-related products, to trade numbers that can allow you to assess how much of the industry import and export.

Now I would be remiss if I didn't include the economic census which is our most comprehensive data source when you're looking for business data. And it is also the survey in which we benchmark our business data.

The economic census takes place every five years and includes nearly every two through six-digit NAICS codes. There are some exclusions, for example, NAICS 11 for agriculture. We have limited data on this sector mostly revolving around a number of establishments and employment from select

programs and those programs are the County Business Patterns, Nonemployers Statistics and the Annual Business Survey.

If you need additional data, the Department of Agriculture collects more extensive data on this sector and a full list of exclusions are available on our website and for ease of access you can also use the link provided here.

Another great feature about the economic census is the level of geography. So while we do have county-level data from the County Business Patterns and its Zip code level counterpart from the Zip Code Business patterns. The variables from these programs are limited. And finally, the Economic Census includes many data dimensions and over 200 plus variables.

Here's an example of data from the Economic Census on the information sector. In this example, I selected six-digit level NAICS codes for all establishments for the state of Maryland. I've also included two specific industries within the information sector.

As shown here, in Maryland there are 240 number of establishments engaging in software publishing with approximately close to 8,000 people employed in this field. Of these establishments may engage in business activities such as design, develop, and publish or public only. Similarly, there are 125 number of establishments in Maryland employing approximately 2,000 individuals in the internet publishing industry.

Some of our data users find the data to be helpful in evaluating market shares in order to make decisions on their businesses. And to help you look for data, we've created this interactive map. This map is located on our website under the Economic Census main page. You can also access it using the link provided at the bottom of this page.

The map allows you to see the data that have already been released. When you look at the map, the hexagons that are filled indicate that the data for that state has been released. So this is especially important to know when you're looking for data. So you don’t spend time looking for data in a particular geographic area when the data has not been released yet.

In the lower right corner, the donut graph lets you know the percentages of data releases. And we have a target for the end of August to be at 100%. You can also customize this map to your needs and in the field above the map you can select a sector that you're interested in and you'll be able to find out if the data for that sector has been released for your geographic area.

And for our data users that are already familiar with the economic census data, please take note of what's new for the 2017 data releases. We’ve had geographic area updates. These updates include areas that have been added and/or removed. I highly recommend that before comparing the 2017 data from historical years, check out geographic changes so that you know that you are indeed comparing apples to apples. You can get the details on all geographic changes on our site, Census.gov found under the program name.

Also we have a series of webinars apart from this series on just the Economic Census. The series started in the spring focusing on Economic Census data by geography and by industry. We have all the recordings for you on our site as well as a list of future webinars if you're interested in attending a live session.

Now in addition to this, as part of this webinar series, my colleague Andy Hait and Caleb Hopler presented a wonderful webinar last month on June 16 on economic geography. This webinar a recording is on our site along with the slides and transcript.

Another update that may be found under the North American Industry Classification System, every five years the NAICS are updated with codes that are relevant to contemporary economic activities. So codes that are not relevant are concatenated while codes that are pertinent may be listed as a code of its own.

Another new addition is the North American Product Classification System, also referred to as the NAPCS. The NAPCS is the product-based classification system that allows you to get data based on end product. We also have new disclosure rules which depending on the level of geography may or may not affect the data that you use.

And finally, our new data dissemination platform data.census.gov which replaces the American FactFinder that was decommissioned this year at the end of March.

A great way to receive the most up to date information on data releases, upcoming releases, fun facts and more is to stay connected with us on social media. And here's an example of one of our fun facts. I included this one on the information sector showing that in 2017, for Washington State, there were 3,864 number of establishments with a reported average annual payroll for employee of $161,569.

We also have created ways for you to find out information on the timing of our data products. The link on this slide, leads you to a schedule of product releases. So we began releasing our core statistics in September of 2019. Currently, we are releasing data by geography and as you can see, we are scheduled to release data well into 2021.

So in addition to the program you've seen featured today, we also have additional resources available for you. Here I'll briefly mention several items that you may find helpful. Let's take a look.

On May 19th of this year, the Annual Business Survey released data for the first time. The ABS collects many data dimensions related to technology.

This slide provides a high level of overview of the types of data you can obtain. And a look forward into the types of data that you can expect in the future.

The ABS has a core content of data on business structures and business owner characteristics. Now, in addition to the core content, each year the survey includes components related to innovation and research and development.

And a neat feature on the ABS is that it has a rotating module when any questions are included. If you look towards the bottom of the list for each of the years boxed in red, you'll notice that these vary.

These are the modules that change every year. So, for instance, the 2018 data that was just released has finance and digital technology components. The 2019 data will include automated technology module instead. And finance is included again in 2021.

So there are opportunities to compare changes over time as data are released. I would love to go into more details on this because it is one of our newer surveys. If you're interested in learning more about this program, my colleague, Mr. Adam Grundy will be presenting the next Webinar in our series on New Businesses and he'll be featuring the ABS in greater details.

This Webinar will be on August 11th at 2:00 p.m. Eastern Time. Another resource available to help you in looking for statistics related to technology is a page from our site called, Tech Staff.

Tech Staff is a central location where you can obtain data information related to technology and the economy. Specifically, the Tech Stat page includes data collections and research that measure robotics, artificial intelligence and other technologies that are increasingly being adopted as large-scale data and computing-based automated automation technology to become less expensive and easier to implement.

This is a screenshot of the main page. On this page, you'll have access to things like data releases, data visualization, blogs and research papers related to this topic.

So this page is relatively new and it's continually being updated with new resources and information for you. So if you go to the page, and you don't see what you're looking for, I highly encourage you to check back as things develop.

If you're interested in technology as it relates to online business activities, the e-Commerce report is a source that you may find helpful. This slide is a snapshot of the report showing revenues from electronic total shipment and sales for the years 2017 and 2018.

When you look at the electronic business activities by trade area, you’ll notice that from 2017 to 2018. The service industries reported a higher percentage of increase in online shipment and sales when compared to retail, manufacturing and merchant wholesale trade.

The link to this report, access to the data, and E-Stats main pare are located on the right side of the slide for your convenience.

So today, we've been talking about economic programs and the business data that you can obtain are related to various types of technology in our society.

We have a demographic counterpart and one of most popular demographic programs is the American Community Survey. I grabbed this data visualization to show you an example of interesting data that you can obtain from the ACS.

This infographic shows the difference in broadband subscription rate by income and type of counties for 2017. As you can see households residing in urban studies are more likely to subscribe when compared to other settings.

And within each settings, you can see the difference in subscription rate by income.

And related to the previous slide, there's another visualization that provides a percentage of household and broadband internet subscription by counties.

This interactive visual allows you to select counties throughout the U.S. to view the percent of households with broadband subscriptions, as well as, households with a computer.

Now, these are only a few ACS data visualizations that the American Community Survey Office has created using a ACS data.

If you like these infographics, please visit Census.gov and explore ACS for more visualizations.

And to find estimates released by the American Community Survey on more than 40 topics. Please visit the data dissemination platform data.census.gov.

This is the main tool to obtain ACS data on all topics. As you can see on this slide, you can find data on occupation and illustrated here is - the computer occupations like software developers and programmers and more.

These data provided by the ACS can be filtered down to the geographic level such as state, county, metropolitan area, ZIP code and more.

What I've shown you here is only a tiny fraction of what the ACS can offer. If you're interested in the ACS data, please visit census.gov/acs to explore more about the program.

And now we have arrived at the part where we showcase a program as an additional nugget for you to add to your data toolbox. In this webinar, I have selected the Quarterly Financial Report, also commonly referred to as the QFR.

The QFR is a program that has over 70 years of quarterly aggregate statistics. The data from this program serves as a primary source for current estimates of corporate profits of the nation's gross domestic income accounts.

Other uses include assessing industrial debt structure and liquidity and profitability, estimating corporate tax liability, designing economic policies, drafting legislation, making investment evaluations for your business and studying economic trends.

The QFR has data from many economic sectors shown here on this slide. The

type of data that you can obtain from QFR includes net sales, receipt, operating revenues, operating costs and expenses, and assets and liability to name a few.

For a complete list of the data you can find from the QFR I've included a full list for you in the reference section at the end. The QFR data is included in the nation's key economic indicators and on the right side of the slide I've included information for you on the FRED mobile app where you can get the QFR data on your smart devices.

When you have a moment, I highly encourage you to check out this program. I personally enjoy the time series and trends chart feature where you can select variables and instantly create graph and visualizations.

And the link at the bottom of this slide leads you directly to that page. So far, we've been looking at the availability of data for various technology related industries.

Let's now take a tour on a couple of our data tools that allow you to access the data that you've just seen today.

The Census Business Builder is one of our most popular tools and it is very user-friendly. This tool gives you the ability to view demographic, economic and geographic data elements all in one place.

This slide shows a screenshot of the main page from the tool. Circled in red is the area where you'll be able to find many resources on the CBB.

You can access printable instructional flyers and even view Webinars on how to use the tool. Now, below this area is where you can launch the tool.

The CBB is continually being updated with new versions. There is a place on the site where you can submit your suggestions and features and functionalities that you're interested in.

In the past, we've included feasible suggestions in the development of new versions. So below this area the Small Business edition is located on the left and the Regional Analyst edition on your right.

The Small Business edition can provide you with data for a single type of business at a time while the Regional Analyst edition will present the data for all sectors.

On the next slide, we'll take a look at the Small Business edition. Once you launch the Small Business edition, you'll see this page. To get to the data that you need, all you have to do is answer two questions.

The first question is on the type of business that you want to research. The icons that you see here are our more popular searches. If you're interested in something not represented by an icon, you can simply just use the search box below the icon.

The second question is on geography. This tool is mobile-optimized. So if you select the button for a find my location, it will pick up your physical GPS location and the data that you receive will be based on this location.

And if you're on a PC, it will pick up your IPS address. Below the find my location button you can insert the geography that you need for your data research.

And typically, it's better to start off at the higher level such as the state level and within the tool itself, you can further customize the search.

And finally, you have the option to go to map and create reports. When you select go to map, you'll receive a map with the criteria that you specified.

In this example, I selected the industry Systems Design for the State of Maryland. The area circled in red is where you can update any search criteria by selecting a dropdown arrow.

The area circled in orange is where you can update the level of geography. At the bottom of the map, you'll find select demographic variables and circled in green in the bottom left corner is a way for you to access the create a report function from the map feature.

And this is an example of what the report would look like. Along the left you'll find the content of the report. In this case, I captured the business summary section of the report for you to see.

The business summary shows data for employer businesses for the industry System Design in the State of Maryland. So if you've not had the chance to use CBB, I highly encourage you to explore this tool.

The items that I went over today are very general and the tool allows you to do many more things and the best part is it is very user-friendly.

So data.census.gov is our new data dissemination platform that replaces the American FactFinder which has been decommissioned earlier this year.

If you haven't done a data search on our site for some time, you'll find that

data.census.gov provides you with a search experience similar to popular search engines.

Where you can start a search simply by putting in keywords in the search box. You can also do an advance search if that's your preference. When using this platform you have access to resources by clicking on the help located in the area circled in red and we also welcome your feedback on your experience.

So please feel free to let us know about features and functionalities that you would like or would like to see in the future.

This is a screenshot of the beginning of an advanced search. In this example, I chose to search by topic and under topics is a list of possible topics.

Choosing a topic then expands additional selections for you. If you're interested in this data tool and would like more training, please visit our site census.gov.

Under the Census Academy section we have many tutorial Webinars posted for your reference. Another recent resource we developed is the COVID-19 data hub.

This is a one-stop shop for data and resources related to the impact of the Coronavirus on businesses and communities. So when you arrive at the hub, you'll see that you have access to demographic and economic data at a glance.

And as we hear on the news, age can be a risk factor related to the COVID-19. So right away, you can see that we've included the number of population age 65 years and older along with a total uninsured population.

On the business side, we provided a total number of employer establishments as well as a total number of non-employer establishments, and as you can see, there is a larger number of businesses that report no employees.

The At-A-Glance data are at the national level and you can certainly customize the geography to the area that you're interested in. The areas circled in red is where you can customize a state and county.

In this example, I only selected Washington State without specifying a county. As a result, in the orange circle it shows all the counties in Washington. And you can use the arrow to go back and forth to see the data for each of the counties.

This is the impact planning report shown slightly smaller on the previous slide. I've made it bigger here so you can see some of the data that you can obtain.

Along the top once you've customized your geography instead of the national level data, now, you have key facts and demographic information for Washington State.

The middle column has both economic and demographic data and the columns on the left and right provide information on additional demographic statistics.

So if you're looking for - to find data on how the current pandemic is affecting people and businesses, this data hub is your friend. You'll be able to find all the data that the Census Bureau has to offer on this topic in one location.

Thank you, everyone, for your interest in our data and for attending today's Webinar. Before we begin our Q&A, if you have questions regarding the 2020

Decennial Census, please use the contact information provided here.

We also have listed information for you for our data dissemination specialists. This is for anyone who may be interested in a hands-on, in-person training, we have specialists assigned by geography that will be able to provide you with this service.

And as a reminder, we're focusing our Q&A on today's topic and we'll be accepting questions regarding emerging industries. If you have questions on other topics, please feel free to contact me or send us an email to census.askdata@census.gov.

And now, we'd like to open our lines up for Q&A for some discussion. Operator, at this time do we have questions in the queue?

Coordinator: Thank you. We will now begin the question and answer session. If you would like to ask a question, please press Star 1 on your phone and record your name. I do need your name in order to introduce your question. If you chose to withdraw your question, please press Star 2.

Again, if you would like to ask a question, please press Star 1. It will take a few moments for the questions to come through. Please standby.

(Lynda Lee): And while we're waiting for the operator to queue up our questions, I just wanted to mention that the COVID-19 data hub that I just mentioned has many new features. Some features include the Small Business Pulse Survey and this is a weekly survey that measures changes in business condition.

You can also find its demographic counterpart called, the Household Pulse Survey on the data hub as well. Let's check back in with our operator.

Coordinator: We do have a question. I will announce them as they announce themselves. The first question.

(Caller 1): Well, thank you very much for doing this Webinar and thank you and your team for putting together (inaudible) well-done.

So specific to technology in measuring the impact on technology, it's a really interesting topic because the changes right now are so demonstrable relative to what's going on with COVID and consumer behavior.

And just three examples (inaudible) understand how you're collecting the data and the frequency of that. So, you know, pre-COVID or, you know, a couple of years ago I'd go to my local store, you know, and now, I'm ordering everything online and I'm ordering generally from small merchants that are either (inaudible) Shopify or eBay or Amazon.

So how are you capturing the volume that these small sellers are moving, you know, versus what would have traditional (inaudible) was easier?

Similarly, you know, before I would do, you know, a lot of my computing with my own PC and my employer would pay a subscription, but now, I do a lot of my computing on Cloud Services whether it's on AWS or it's Microsoft Azure.

So how are you capturing that Cloud services? Where is that recorded, you know? And these are moving, you know, really across industries. So it's really going from one data set to another data set and where we've either created a new (inaudible) about new data.

And a similar one would be (inaudible). So I used to have a (inaudible) and now, I have an app, you know, whether it's the New York Times or I used to have a subscription with Comcast and now I have Netflix or I used to have the (inaudible) record store and buy a record or a DVD, you know, now, I have Spotify.

So how are you capturing that app volume, if you will?

(Lynda Lee): So I just want to repeat what you just asked just to make sure that I'm understanding your question. You just - you want to know how we're capturing the data for those different types of platforms that you mentioned, correct?

(Caller 1): Correct. Yes. So you had three really (inaudible) of technology changes (inaudible) in terms of economic value going from, you know, one category to a brand new newly created category.

(Lynda Lee): So at this moment, we do not - we have e-Commerce Statistics that capture sales for online sales and I do not believe - and please send me an email directly so that I can check up on this for you - I do not believe that we have them broken down by the different platforms and the different apps that you mentioned.

I believe that it is (inaudible).

(Caller 1): Right. And so these would be - yes. So these - I mean, these are, like, hundreds of thousands of merchants that, you know, Amazon will publish, you know, they do 150,000 a year in revenue, but they - you know, there's hundreds of thousands of them across every platform.

(Lynda Lee): Right. Right. I understand what you're saying exactly. At this moment, our survey ask a question of the amount of revenue that they generate from online sales and I believe that is how we measure it.

I don't - I'm not a hundred percent sure on this. So please, please send me a follow-up email and I will get/obtain more additional details for you, but I believe that it does not break it down to by those types of platforms and apps.

(Caller 1): Okay. And then how about Cloud services? So when you're moving in, like - so there's, you know, roughly this year is going to be, you know, 60 billion or more in revenues by the major Cloud platforms, you know, and that (inaudible) do you have a new category for, like, off-prem Cloud services or how are you capturing the transfer of, you know, computing that used to be, again, on on-premise that people had servers and they'd pay subscription software to, you know, the Cloud platform providers?

(Lynda Lee): So unfortunately, this falls under the same category as measuring via app and other platforms where we do not have a breakdown of that.

I do - and this goes into also what was discussed earlier regarding the NAICS. So in the future because there are - especially during this COVID time where we're depending more and more on these types of technologies - perhaps there could be something, a new code, but at this moment there is not a code or anything that we could use to measure that specifically.

It may exist under a bigger - under an umbrella, but at this moment it's not on its own. It's - so it's (inaudible)...

(Caller 1): Interesting.

(Lynda Lee): ... certainly. Right. So it's - just like - just similar to the solar energy example that was in the earlier slide, so we actually have captured solar activities before we had solar as its own code.

So - and so the activity measurement is there, but it just does not have its own code.

(Caller 1): Got it. Thank you so much. All the best to you in these very interesting times.

(Lynda Lee): Thank you.

Coordinator: The next question, your line is open.

(Caller 2): Hi. Thank you for a very interesting Webinar. I - my interest is based industries and the technologies associated with that.

And so what is Census doing to (inaudible) space-related indices? For example, you have lower (inaudible) which involves satellites and data. And then you have deep space which involves everything from propulsion to sensors to human performance biomedical.

Is there any work being done towards classifying state indices or just a general indices and under which we can include several (inaudible) codes?

(Lynda Lee): So I would - I do not have knowledge of that. Just I - I guess I'm trying to word this where - so right now, I do not have knowledge of that because that is outside of what I do.

(Caller 2): Okay.

(Lynda Lee): I believe that there is a whole and I believe that it involves areas outside of the Census as well. And so I don't want to explain too much into it because this was explained to me a while ago and I don't remember the details exactly, but I believe that to include a new NAICS and industries involved other areas where they do research and at this moment I do not - I'm not privy to what type of research they're doing.

So I don't really have a good answer for that.

(Caller 2): All right. Thank you.

Coordinator: There are no further questions at this time.

(Lynda Lee): Okay. At this moment, I would like to express thanks to everyone again for attending today's Webinar and if you have any additional questions, please feel free to send it to census.askdata@census.gov or you can email me directly.

If you need additional information on anything, please feel free to send us a question and we will get our subject matter experts a response for you in a timely manner. Thank you again and this concludes today's presentation. Have a great day.

END