Planning to Expand

Anthony: Welcome, and thank you for standing by. At this time, all participants are in a listen only mode. Today's webinar is being recorded. If you have any objections, you may disconnect at this time. Now, I would like to turn the call over to your host, Kim Brown from the Census Bureau. Kim, you may begin.

Kim Brown: Thank you. Good afternoon, everyone, and welcome to today's webinar on "Planning to Expand". As Anthony said, my name is Kim Brown, and I'm a training specialist here at the US Census Bureau. I want to thank you for joining us today for "It's All in the Tools Webinar Series". The new series was created by the Census Academy team here at the Census Bureau. You can register for any of the workshop webinars by accessing census.gov. We will post the workshops monthly for early registration. Just visit census.gov/academy. Please note, the seating is limited, first come, first served basis. We think these hands-on exercised-based workshops will be a valuable opportunity for you to learn from our experts about how to access the Census Bureau's data tools and resources. If you wish to follow along, take a moment now to open an additional browser to participate in the exercises. Before I introduce today's speaker, let's go over a few important housekeeping rules. As mentioned earlier, this webinar is being recorded. For your convenience, it will be uploaded to our Census Academy site with all supplemental materials relating to the webinar. In terms of how to ask questions during the webinar, you can submit your written questions using the Q&A panel, which is at the bottom center or right side of your Webex screen. Please take a moment to locate that now. Once you've found the Q&A panel, make sure you choose "all panelists" from the dropdown box menu. This will ensure we see your question. Don't send your question to an individual panelist. We also ask that you do not include any personal or business identifiable information with your questions. Now let's talk about the chat panel.

Look for that on your screen now. It's probably right next to the Q&A panel. Definitely keep that chat panel open also, because this is where we will provide key links and other resources. Keep in mind, you won't be able to respond to the chat. Chat is just for us to send you links and other resources. In the chat box, we will be sharing through the webinar the link to our evaluation. We are very interested in hearing from you on how we are doing. My colleagues, Noelia [phonetic] and Sam will be monitoring the QA panel. As time allows, we will answer your questions directly through the Q&A panel, or we will share your question with the presenter to respond to throughout the workshop. If we don't get to all questions with a response during the webinar, we will post the questions and responses with the webinar materials on the census.gov/academy site within 30 business days. Again, as mentioned before, near the end of the webinar, we'll put into the chat box the link to our evaluation so you can tell us how we did today. We hope you'll take the time to complete, as we are always looking for ways to improve our training. As you know, we are in a virtual environment and sometimes technical difficulties might occur. If you are having issues, try a different browser, such as Chrome or consider logging off and coming back into the session. If you are having audio issues, try selecting the computer audio or calling into the webinar via phone. Now, I'd like to introduce you to our speakers, Stacie Cochran Mcneal and Lanette Swopes. Thanks again for being with us today. Lanette, you may begin.

Lanette M. Swopes: All right. Good afternoon and greetings. Welcome to the latest installment of our Census Academy Webinar Series entitled "Planning to Expand". In this webinar, we will explore the data products that can assist you in your preparation for expansion. Well, thank you so much, everyone, for joining us today

. My name is Lanette Swopes, and I've been with the Census Bureau since 2000. I've held a variety of positions but my current position is a data dissemination specialist. Stacie and I are part of a group of only 35 individuals in the entire country who exclusively conduct training, give presentations, and provide assistance with inquiries for various stakeholders. I cover Southeastern Pennsylvania, DC, and Delaware. Stacie?

Stacie Cochran Mcneal: Hi, I'm Stacie Cochran Mcneal, and like Lanette, I am a data dissemination specialist. And I am responsible for the state of Maryland and Virginia. Back to you, Lanette.

Lanette M. Swopes: Thank you, Stacie. At this time, I'd like to go over our objectives for today. I'm going to do an overview of the Census Bureau, talk about some expansion indicators, go over some steps to expand a small business, some key Census Bureau business data terms, and I'm also going to go over a case study. And I'm also going to go over quite a few data sources today, the American Community Survey, the ACS, the Economic Census, NAICS codes [phonetic] -- I'll get into what that is later on, demographic profiles, and a few data visualizations, and some economic indicators. And then I'll transition the presentation over to Stacie, where she is going to conduct a live demonstration of Census Business Builder and data.census.gov. The US Census Bureau is the federal government's largest statistical agency and is actually the largest of 17 primary federal government statistical agencies. While we're best known for the decennial census, or a census of population and housing every ten years, what many may not know is that we conduct more than 100 surveys each year, including the decennial census, which is, again, every ten years in the years ending in zero, the ACS, which data are collected every month of the year, and the Economic Census, which is a quinquennial census, which is collected every

five years for the reference years ending in two and seven. What most people don't realize is that the Census Bureau is responsible for all the major economic indicators, such as the Consumer Price Index, unemployment rates, housing and construction starts, and many crime and health statistics as well. The reason why you don't hear about the Census in the mix, so to speak, is because we are the agency who actually collect the data, and we turn that data over to the respective federal agency that crunches the numbers and release the data that everyone has come to love and know. We have a network of field representatives that collect data for over 100 surveys, and who are in the field knocking on doors all 12 months of the year. The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy. Our goal is to provide the best combination of timeliness, significance, quality, and cost for the data we collect, and the services we provide. So you think that it's time to grow your business, huh? Well, I'm sure you may ask yourself, "Well, how do I exactly know when it's time to grow my business?" This slide exhibits some of the seemingly obvious indicators that it may be time to expand your business, such as you having a loyal customer base. Customers are asking you, "Hey, you're running out of room. When do you -- when are you going to open up another place?" Your business has been profitable for three or more years. You have a strong team to support the expansion. You have a steady positive cash flow. You have more business than you can handle. You've identified a need for related products and services. You have operational systems in place, including business software that can scale. And again, you are literally running out of room. So now I'm going to walk through some of the steps that businesses can take and highlight the data that we have at the Census Bureau that can help you expand your small business when we think

about the way Census Bureau could help entrepreneurs with expanding their businesses. This slide provides a very simplified look at some of the basic steps that entrepreneurs experience when they are expanding a business. As I mentioned on the previous slide, you may want to consider adding new products and services to your mix. To make your expansion more attractive, you may want to change it up a bit, but you'll have to discover which products and services your customers want, and how much they are willing to pay for them. Next, determine whether or not you can sell these products and services at a profit. The best way to accomplish this is to conduct thorough market research before committing any resources, financial and human, to a new product or service expansion. Ask your current customers what they think about your new product and service ideas, including potential price points. Your research needs to focus on customer demand for new products and services, and what your cost will be to sell them. Step two is to conduct market research to determine if opening a second location is realistic. Let's say you were trying to open up a second Thai restaurant in, eh, Claymont, which is in New Castle County in Delaware. Is it a good idea or is maybe a neighboring county even better? Within the county are there specific cities or towns that you may want to look at? What type of employment data or payroll data for the existing restaurants do we have? And what on average do restaurants in this county pay their employees? These types of statistics could be very useful to businesses when they are deciding whether or not their idea makes sense. Now, as you conduct this market research, you may find that you may have to scale back on expanding your business. Maybe opening that second Thai restaurant in New Castle County is not a great idea. Maybe opening it in one of the neighboring counties is a better idea, or maybe not even opening up a

second location at all. Maybe I want to open up a second location where it is a catering only business. So the constant looping back and forth between step one and step two are typical of how small businesses expand. Once you finish completing that market research, businesses and entrepreneurs begin to work on step three. They're looking at securing the funding that they need to expand their business, determining an actual location and signing a lease for that physical location, and all the other steps that are involved in getting the business off the ground. And finally, in step four, the expansion opens. Even once after the business is open, you may periodically loop back to step one. Let's say that catering expansion has been running for a year. It seems to be doing okay, but could you be even doing better? Should you maybe consider adding a product line to your restaurant? Back to that Thai example, "Everyone raves about my homemade sweet chili Thai sauce, and my peanut satay sauce. And so much so people always ask for extra. Perhaps I should bottle it up and sell it?" Now, of these four steps, the Census Bureau can help with step two. And when we help with step two, it's important to think about the different types of businesses and how the Census Bureau data can justify opening up those businesses; or not. Now, this slide shows the relationship between the frequency of data release and the level of detail. In general, the more timely the data, the less detail. You can see that the economic census is at the bottom of the pyramid because it takes place every five years and is the most comprehensive data source when it comes to business data. But as you move up the pyramid, the data that are released more frequently come with less details. Here we have some key terms that may be helpful for you to know when you're using Census Bureau data. So "NAICS", it rhymes with "snakes", and it is an acronym for the "North American Industry Classification System".

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Now, in a nutshell, NAICS codes are numeric codes that are used to classify businesses into specific industries. It is used by businesses and governments to classify and measure economic activity in the US, Canada, and Mexico. In fact, because all three countries mostly use the same codes, this allows us to compare economies. A business is classified based on the majority of the business activity. So for instance, let's say a business location was a construction company, and they had a coffee shop out front. Now, of the two businesses, let's say the construction part made the most money. Therefore, this business would be classified as a construction establishment because over 50% of the activity occurring at that location is construction. A NAICS code is also specified based on the majority of the business activity. So for instance, if a business location sold eyeglasses and doughnuts -- I know that's a crazy combination, hmm? And it so happens that over 50% of the activity occurring at that location is selling eyeglasses. The NAICS code would be for an optical goods store, which by the way is 446130, as opposed to a retailer of baked goods, which is 445291. Now, let's look at a case study. And this will be the base of -- will be the basis of the type of data and the geography we will search for data. Everyone allow me to introduce you to Lucy. Lucy owns a very successful fashion boutique at a mall in Delaware. She sells high-end costume jewelry and other accessories, such as purses and scarves, but also sells specialty items such as luxury furs and designer clothing. Lucy is thinking about expanding to a different part of Delaware, or possibly in Philadelphia, Pennsylvania. Lucy has a very large social media presence as well. She has over two million followers, so her initial thought is that regardless of where she decides to open her second boutique, her local followers will support. However, because she is a savvy businesswoman, she does not want to bank on or expect her current clientele, who

traditionally travel to Delaware to come to Philadelphia, or a different part of Delaware to support her new location. As Lucy was looking for new real estate, she discovered a converted warehouse in Philadelphia that contained several spaces that were built out to accommodate a retail setting. Once she contacted the realtor, she was elated to find that the monthly rent was so cheap. Lucy thought that this would be an in a perfect location. The space was brand new, it was already built out to her liking, so she did not have to spend any money on construction costs. It had a great HVAC system, so she didn't have to worry about the temperature, regardless of the season, and there was plenty of free parking. All of these perks mimicked the conditions at the mall in Delaware. She did, however, notice that only one of the spaces were occupied. She felt that something was off so she decided to do some research. Now, based on the case study, I'd like to show you some Census data sources that will assist you in your research. The first data source is the ACS, or otherwise known as the American Community Survey. The ACS is on the leading edge of survey design, continuous improvement, and data quality. It is the nation's most current, reliable, and accessible data source for local stats on critical planning topics. The survey continuously samples roughly 3.5 million addresses each year to produce social, economic, housing, and demographic estimates on an annual basis. These data are used to distribute more than $675 billion dollars of federal government spending each year. Our estimates cover more than 40 topics, and support more than 300 known federal uses and countless nonfederal uses. Examples of some programs that your Census Bureau data include the following. The US Department of Agriculture and their national school lunch program, the Department of Health and Human Services and their medical assistance program and Head Start program, Department of Housing and

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Urban Development with the Community Development Block Grant Public Housing Capital Fund, and the Department of Transportation for highway planning and construction. These are the three types of annual data releases, our one-year and our five-year period datasets, as well as our one-year supplemental estimates. The content collected by the American Community Survey can be grouped into four main types of characteristics, social, demographic, economic, and housing. Social characteristics include topics such as education, marital status, fertility, veterans, disability status, and place of birth. Economic characteristics collected include topics such as employment status, income, commuting to work, occupation, industry, and health insurance. The housing characteristics collected include tenure, information about occupancy in the structure itself, which includes home value, housing costs, inclusive of mortgages, tax, and insurance, utilities, plumbing, kitchen facilities, and others. The ACS also collects the basic demographic characteristics collected on the decennial Census, such as sex, age, race, and Hispanic origin. As mentioned before, each question on the ACS is used for federal and state government programs. These topics are used to produce more than 1,000 tables for local communities leading to more than 11 billion estimates each year. The ACS provides data for more geographies on an annual basis than any other household survey. There are over 13,000 geographies for one-year estimates, 15,000 geographies for one-year supplemental estimates, and 776,000 geographies for the five-year estimates. Understanding Census geography is not always as simple as it would seem. The traditional methods of dividing up geography in the United States that most people are familiar with includes states, counties, and zip codes. The Census uses its own methods and terminology for geography, as well, the most prominent of which is a division known as a "census tract". Industries such as banking and real estate use census tracts as well.

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The image on this slide shows some of the geographies for which ACS data are produced, and the relationship between them. As you can see, lower geographic areas fit neatly within the larger areas, directly connected with lines. For example, school, congressional, and state legislative districts fit neatly within states and do not cross state boundaries. However, they may cross boundaries of counties or metropolitan areas. In this slide, you can also see the lowest level of geography is the census block. Now, as the slide says here, think of geography as pieces of a puzzle. Envision that this map is -- that this map of the United States is a puzzle, and each state is a puzzle piece. Each type of puzzle piece has a north, south, east, and western boundary. Keep in mind that all of these different types of puzzle pieces that I'm about to explain, you are able to get Census data for most of these levels of geography or data for most of these different types of puzzle pieces. The ACS data are most commonly needed at the state, county, place, census tract, and block group geographic levels. What I'm about to demonstrate is the relationship between these common geographic types and how they are nested within one another. You are able to attain ACS data all the way down to the census block group. The ACS' unique ability to report on a wide range of geographies is what gives it its broad appeal. Now, we went from a map of the entire US to the first puzzle piece, which is the state of Pennsylvania. I want to illustrate the multiple layers of geography that fall under a state, or sub puzzle pieces, if you will. As I mentioned that each puzzle piece has a north, south, east, and western boundary. So Pennsylvania's northern boundary is New York. Its southern boundary is Maryland and part of West Virginia. Its eastern boundary is New Jersey. And its western boundary is Ohio and part of West Virginia. Note the chart at the bottom. The star serves as an indicator for what puzzle piece we are on for each slide.

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My objective is to show you all the levels of geography that comprises of the location of this address on the screen. Now, this address is significant, but we'll get to why a little later in the presentation. The second puzzle piece is a county that is within the state of PA. The address is located in the state of Pennsylvania and in Philadelphia County. The next puzzle piece is the census tract. And the census tract shows us where on this map that our very special address is located. Now, here again is a map of Philadelphia County. But you'll notice that there are a bunch of lines. And these lines make up a group of shapes. These shapes represent census tracts or another puzzle piece. And each tract or puzzle piece all have a north, south, east, and western boundary. Now, one of the tracts in this red circle is the tract or puzzle piece as to where our special address is located. Now, based on this address, it is located in census tract 23. As you can see on the map, there is a north, south, east, and western boundary which all have street names. Now, if you wanted to, you are able to get some census data for this census tract, or this puzzle piece. Census tracts are small statistical subdivisions within a county with populations of 1200 to 8,000 people, and up to 3200 housing units. So think of tracts as small towns, rural areas, or neighborhoods. Now, this puzzle piece or tract number 23, can be further broken down into sub puzzle pieces, which we refer to as "block groups". And in this census tract, there are two block groups. So this is block group one in the highlighted blue area. This is where the address is located. And the remainder of the tract is block group two. So again, our address is located in this part of a census tract which is, again, block group one, and the remainder is block group two. The population of a census block group is from 600 to 3,000 people, and up to 1200 housing units. Now, the further breakdown of the block group is the actual census block.

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A census block closely resembles the geography of a block that you live on. So this is -you have the entire census tract 23, and this area here is block group one, and here is the census block that this particular tract is located, in block group 1002. And by the way, blocks are four-digit numbers, and the first number of the block indicates what block group that it's in. So starting from the nation to the state of Pennsylvania, Pennsylvania is split up into counties, and those counties are split into census tracts. And those tracts can be further broken down into block groups. And the lowest level is the census block. It is my hope that you now have a better understanding of census geography. The second data source I would like to speak on is the economic census. The economic census provides a benchmark for other economic surveys and serves as the cornerstone of the nation's economic statistics. It provides key source data for the Gross Domestic Product, otherwise known as the GDP, National Income and Products Account, the Producer Price Index, and other indicators of economic performance. It offers information on business locations, the workforce, and trillions of dollars by sales, by product, and service type. The Census Bureau collects the economic census, the official measure of the nation's businesses and economy every five years for the reference years ending in two and seven. Businesses are required by law to respond, and as with all data Census collects, responses are completely confidential. The Census Bureau is required by law to keep all information that could be used to identify an individual business private and secure. The economic census will gather 2022 year-end figures on close to 8.2 million employer business establishments, with approximately 4.2 million coming from direct data collection, and administrative records being used for the remainder. The results we compile will be available for all to use free of charge, and will be published on the Census Bureau's website.

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As per the date on the slide, the due date for responding to the 2022 economic census has passed, but it's not too late to respond. Businesses that received an invitation to respond but have not yet replied, are receiving past due notices with instructions on how to respond and how to receive assistance, if needed. Response to the economic census is required by law. So if you or someone you know has a business, and you receive an economic census form, I encourage you to fill it out because it's not too late! The ACS is the primary data source to understand local conditions and trends throughout the US. So it's a rich source of information for businesses. The ACS provides critical information that businesses need to make investments and operational decisions to help generate economic activity, boost employment, and improve the standards of living in communities across the country. Here are some examples of how ACS data are used. You can use it to determine when and where to open new facilities, or expand existing ones based on population and demographic trends. Likewise, you can create effective marketing or merchandising strategies to best serve your customers and investors. Use ACS data to inform hiring decisions and workforce evaluation, or forecast growth in sales to make better strategic decisions. You can invest in infrastructure improvements and also perform risk analysis. We feature several videos in the library section of the ACS website that showcases how ACS data are being used by the business community. One outstanding example is how Target uses ACS data to better serve their customers. I encourage you to look at the Target video. And I have the link at the bottom of the slide. The third data source I would like to show you is how to obtain your NAICS code. Economic census data are published by the two-digit sector, and the five- or six-digit industry code. From www.census.gov please look to the upper right and you're going to click "NAICS code".

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This is a landing page for the NAICS look -- the NAICS code lookup. Although there is an area for the 2022 NAICS search, please do not use it. Please only use the 2017 NAICS lookup. The reason is that the latest economic census data that we are going to look at is from 2017. As I mentioned earlier, the economic census is conducted every five years, and it is possible that a NAICS code could change. Based on our case study, what I would need to type in the search box are two different descriptors, based on Lucy's business. I would need to type in "clothing stores" and "jewelry stores". As you see on the screen, the NAICS code for women's clothing stores is 448120. And the NAICS code for jewelry stores but specifically costume jewelry stores is 448150. Because Lucy's business encompasses two types of retail, she may want to look at both. By the way, the NAICS code for the women's and girls' clothing stores will be different when the results of the 2022 econ census are released. I found this out as I was creating this presentation, so I thought it was important to mention it. So again, please be sure not to look for your NAICS code under the 2022 NAICS search. The fourth data source I would like to show you is how to obtain a demographic profile for the area that you are interested in expanding your business. You would first need to go to www.data.census.gov. The slide here displays a homepage for the site. You would need to click on "advanced search". Our second step is to establish our geography. Now, in the third step, you must select the level of geography that you want to see your data displayed. Since Lucy is looking at Philadelphia, Pennsylvania, our objective here is to find data for Philadelphia County. So you would select "county", and then you would select "state", which is Pennsylvania. And then you would need to select "Philadelphia County", and click "search" on the lower right. Now, I'd like to call your attention to the search area at the very top of the page.

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You would need to type in "DP" for "demographic profiles", and click the magnifying glass to search. We now have access for all of the demographic profile tables in Philadelphia County. Now, we will have a look of what are the data that are contained in these profiles later in the presentation when Stacie takes you there live. I'd like to mention that these data are also available by race, but we will not cover race in this presentation. I would now like to present some useful business indicators. This visualization is information on business formation statistics. What this is are tabulations on business applications information in the US at quarterly frequency, including projections for recent and future quarters. So why is this information important if you're looking to expand your business? This can serve as an indicator on how the economy is doing based on the region you are located. Do the number of business applications continue to increase in your region or are they decreasing? According to the graph down at the bottom here, applications are decreasing in the South, but they're increasing most especially in the West. This visualization is also interactive. You have the ability to view these data from month to month or year to year. On the screen you will see there are several dropdown options. For the business type the default is "business applications", right up here. And there are four other options, as pictured in the box here on the top right. When you have the opportunity to have a look at this, please be sure to roll your cursor over the blue question mark, which describes the other four types of formation statistics. And for the record, business applications is an EIN application made predominantly for business purposes. "EIN" stands for "employer identification number". And it's assigned to employers, sole proprietors, corporations, partnerships, estates, trusts, certain individuals, and other entities for tax filing and reporting purposes.

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Whatever you select in the dropdown categories, the map will update and all you have to do is scroll over the state to see the data. Now, this is a screenshot , but the callout box where Pennsylvania says that there were 12,567 business applications for the month of February, and that is an 11.3% increase from the month before. So remember Lucy? This gives the impression that Lucy would be good to expand her business. But this is only one indicator. Lastly, I would like to mention that the link on the bottom of the slide will take you directly to this interactive visualization. When the slides for this presentation are posted, they will be in the form of a PDF, so all the links in this presentation will be active and available to you. Now, here's another interactive visualization. And this shows us monthly retail sales by month, retail sector, and state. For your convenience, I blew up the NAICS or the sector dropdown menu. Again, remember Lucy? I'm going to continue to talk about Lucy. Her sector is clothing and clothing accessory stores. Once again, you will roll your cursor over the state to see the data. Again, this is a screenshot of the callout box for Pennsylvania. It says that in November of 2022, clothing and clothing accessory stores decreased by 1.1 percent from the same period in the previous year. Lastly, I'd like to point out that by selecting the state in the dropdown menu updates the graphs at the bottom- how your state compares with national and year over year comparison for your selected state. And again, as a friendly reminder, the link on the bottom of the slide will take you directly to this interactive visualization. And when the slides are posted, they will be in the form of a PDF, and so that all the links in this presentation will be active and available to you. Now, although this infograph does not hone in specifically on women's clothing and accessory stores, retail trade is inclusive of it.

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Based on this visualization, ecommerce or people shopping from home increased by almost three billion dollars in one year. That's a lot of money. So this begs the question, "Does Lucy really want to open up another store? Does she want to pay rent, utilities, pay employees, insurance?" [Laughs] It may behoove her to take her money to pay someone to build her a really nice website and expand her business via an online store. She can sell a larger variety of products online than she could in a brick and mortar facility. And besides, she has a large social media following. Those two million followers, they're worldwide. I think it's fair to say that based on Census data, Lucy has decided to open up an online store. The US Census Bureau Index of Economic Activity, also known as "IDEA", is an aggregation of 15 of the Census Bureau's primary economic data series that provides a single time series constructed as a weighted combination. This monthly index is constructed from time series of actual and estimated monthly growth rates. On this slide are two of the 15 economic indicators that a retail business owner should be interested in, quarterly profits and advanced monthly retail sales. First, what are economic indicators? Economic indicators are individual pieces of data that are used by economists and analysts to interpret the current financial health of different aspects of the economy. Using economic indicators can help people when analyzing for future investment possibilities. Why are these important? Well, business owners and investors use leading economic indicators to make strategic decisions as they anticipate how future economic conditions may affect markets and revenue. These leading economic indicators can help people stay on top of trends, especially when going into a new quarter of the year. The data from the advanced monthly retail sales economic indicator is derived from a Census Bureau survey called the "Advanced Monthly Sales for Retail and Food Services".

That acronym is "MARTS". It provides an early indication of sales of retail and food service companies. It was developed in response to requests by government, business, and other users to provide an early indication of current retail trade activity in the United States. Retail sales are one of the primary measures of consumer demand for both durable and nondurable goods. This indicator also provides an estimate of monthly sales at food service establishments and drinking places. The quarterly profits report is available for all NAICS industries. This infograph represents the dollar amount of profits the retail industry incurred in the current quarter to the last quarter. For a detailed explanation and additional reports, the links at the bottom of the slide will be available to you. Now, are there any questions in the chat that I can answer at this time?

Chat Moderator: Lanette, I don't have any that we can bring to the panel. You can continue.

Lanette M. Swopes: Okay, will do. Well, I'm going to stop sharing at this time, and I'm going to turn it over to Stacie.

Stacie Cochran Mcneal: Okay, great. Thank you, Lanette. I'm going to go ahead and start sharing. Okay.

Lanette M. Swopes: Stacie, I can see your screen.

Stacie Cochran Mcneal: Great; thank you very much. All right, well Lanette, thank you so much for that great solid foundation of knowledge to begin looking at the data. So let's go ahead and get started. I'd like to talk some more about Lucy. She is putting together a market research portfolio.

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She has determined her expansion readiness, she plans to utilize the business indicator's detailed by Lanette. The next step is for her to look at the demographic and economic data. Now, Lanette, I know that Lucy has decided to focus her resources on building an internet business, but let's just see if she's also decided to explore that brick and mortar option after all.

Lanette M. Swopes: Okay. [Laughs]

Stacie Cochran Mcneal: Okay. [Laughs] You know, I would just like her to try that. In order to find out if potential customers are in the area of her identified location, and what other businesses are already in the area, Lucy is going to take a look at two of our data tools, Census Business Builder and data.census.gov, we will be working in both of these tools in our live demonstration in a few minutes. Demographic data will provide insight in regards to her customer profile. And economic data is going to give her information about the profile of the potential location. It is important to note the census geographies that are available for the economic and the demographic data. So if you look at the slide here, for her customer profile, the demographic data, for Census Business Builder will be "national", "state", "county", "city/town", "zip code", and "census tract". Data.census.gov she can find national, state, county, census-designated place, zip code tabulation area, which are going to run very similarly to the postal zip codes, and census tract levels. For her location profile, which she's going to be looking at economic data, the Census Business Builder will give her data at the national, state, county, and city levels. Data.census.gov she will be able to look at data for national, state, county, zip codes, and some metropolitan areas if that's what she wanted to do. So Census Business Builder is a great place for her to start with her market research. It is going to give her the option to search a variety of industries, of economic and demographic data.

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It's presented in a visual format, a customizable data view, and she will have a very detailed data report for an area that -- for the area she's actually looking at, or she can actually look at a larger area around. Now, data.census.gov she's going to be able to look at detailed and economic and demographic data. She's going to be able to look at those data profiles that Lanette mentioned earlier, showed us how to access on the slides, detailed data map -- data tables on economic and the demographic, and be able to map a lot of that data. So both of these together are going to give her a lot of information that she will be able to make a very informed decision of whether or not that option is the one that she wants. And in the process, even if she decides not to do that option, she still will be getting a great deal of information about her customer profile that is in areas around her current businesses. So maybe this could work. So you do remember the -- in the case study, she was considering an actual warehouse as a possible business location. Remember that special address Lanette used in her geography hierarchy portion of the presentation? Well, this is that same address where Lucy's potential warehouse is located. Now, a disclaimer, this is a composite of a sample location. We are pretending that this would be a place for her to start her business. But if you notice, she's got census tract 23 already. She has that knowledge and we have the zip code, the city. So she is ready to start looking at some data based on this location. So Lucy is trying to ascertain if the warehouse location would be a good fit for her business. She has determined her market to be single women with an income over 75,000 per year, families with no children and an income over 100,000 per year, and both who live within 25 miles of the warehouse. So this graphic here I simply found by using my browser, my internet browser.

So I did not use a Census tool to find this, but I did use the internet browser, typed in the location a mileage radius, and was able to come up with a radius around this location, simply just for visual. So when we go to Census Business Builder, it will be helpful to kind of have the parameters of that 25-mile radius. I wanted to point this out because I do feel like that we're -- you know, Lucy and all of us are going to be forming a toolbox or a collection of different tools, and I'm pulling in different ways to gather data. So it's not just one tool, it's not just one dataset, it's not just one process or strategy to determine whether expansion is the right move for you. It's going to take lots of different avenues of finding out that information. So just using your simple browser and looking up this kind of information can be very helpful for you. So with an understanding of her customer profile, her location, and the service radius, she can now start taking a look at the economic and demographic data. So let's go ahead and start with Census Business Builder. I'm going to go live in a few minutes. I'm sorry, I feel like I keep doing such a tease here. But I did want to show you a couple of slides so that you know where we're going to be going to access both of these tools. So we're going to start with Census Business Builder. We're going to be going to census.gov. And when we're there, we're going to hover our cursor over "map -- data maps". We'll click on "data and tools -- data tools and apps". And then we're going to be scrolling down and finding Census Business Builder and clicking on that. And then this will be the landing page for Census Business Builder. We're going to click on the "tool" link. And then this will be the screen where we will type our information in and get started. Now, for data.census.gov -- I will be accessing that after Census Business Builder, but I wanted to just again give you a heads up of where we're going with this. We're going to be going back to census.gov. We're going to hover over "data

and maps". And then we can simply click on the link here for data.census.gov. Once the search screen then appears, we are going to be first starting with an advanced search, because we're going to be looking at those data profiles. And then we will start looking at some economic data in data.census.gov by doing a single search. And hopefully, if we have time, we will do the advanced search as well. Now, if you miss any of the steps when I go live, please be rest assured that the -- when the presentation is posted, it will include all of -- screenshots of all of the steps that I walk you through today. And including if we don't get a chance to do that next step of that advanced in the economic, there are screenshots that will walk you through that. We also have included a great deal of online resources, which include some training opportunities and lots of different frequently asked question links. You will not be alone when you are trying to figure that out. We've made sure you have all of the skills that -- all the information that you need to develop those skills. Now, I do encourage you to follow along while I'm doing this. You can use an address that you're familiar with, work, home, maybe in your service area. We also -- we do suggest that when you -- if you do follow along that, if possible, if you have a second monitor it's going to make it a little bit easier for you to follow along. Okay, so I am going to now stop sharing my screen here. And I'm going to share my browser. And do we see the browser? Okay, I'm going to assume that we do see the -- okay great. Thank you very much. Okay, so we are at census.gov, right up here. You can see that. So we're going to come to "data and maps". And then we're going to come down to "data tools and apps". And we're going to scroll down. And you can see we have about 58 data tools, give or take maybe one. And there are so many to look at, so I'm just trying to go slow so I don't make you dizzy. But I do encourage you to come back and -- to census.gov and take a look at all the data tools that we have.

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So we're going to click "Census Business Builder" right here. And scroll down; and we're going to click the link to the actual tool. And here we are. So when you open up the app, this is what you will always see. So the first couple of times that you're in Census Business Builder, I do recommend that you take a tour. It will reinforce what I'm showing you today, and just help you really get familiar. It's a simple click around the different features type of tour. So you can click when you're ready to move on to the next one. It's very useful. But for our purposes, I'm going to start typing in "Philadelphia". So the nice thing is I don't have to type very much and all of a sudden, it starts giving me suggestions. This is a constant through most of our tools, and it's a really nice feature. So I'm not a great speller, so it always works very well for me. So we've got options here for "metro", "county", and "city". Now, in terms of Philadelphia, Philadelphia County and Philadelphia city are the same. That is a unique situation for Pennsylvania and Philadelphia. So we could actually choose to look at Philadelphia County or Philadelphia city. I'm going to start with county because I would like to be able to compare the other counties around the area as well. So I'm going to click this. And as it's loading, you can see you already have data. This is what is really great about Census Business Builder, with very little effort, you have some data to start looking at. You can see here -- again, we're looking in Philadelphia County. You can see that that's up here in the geography area. And we know that we're in the county because this is blue. And we're at a level where we're zoomed in where we could actually look at all of these. And we know that because these are dark -- they're black. If we were out too far, you can see how this -- these become gray. And so we were only able to access these three. So I'm going to zoom back in. So here we are with our county. So I just wanted to go ahead and start walking us around what we're looking at here. I'm going to start with the dashboard.

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And right now we have some data that is already populated right here. We know that this is our population of Philadelphia County. And anything that is on this side is considered a mapping variable or a primary variable. And so since it's a mapping variable, then we know that that's what these map colors are referring to; and we know that because of the legend over here. So right now this is showing us that there are -- anything in this blue is between 850 and one million -- 1.5 million, excuse me, almost 1.6 million. And then we have this lighter right here. You know, so we have these different shades. So this is really great because you can start looking at the counties around the one that you're looking at. So if we come back to our dashboard, we know that the median household income is 53,000. And when you put your cursor over that, it allows -- you can actually change that variable or you can make it the mapped variable. So if we do that, click that star, now this is now our primary variable, our mapped variable. And you can see that over in the legend over here. On this dashboard, we also have some -- the geo rankings. So it's actually comparing this median household income to the other counties around the area. So this time series is not available for this median, but I know if we were to go back to the population, it is available for the population, and then for the geo comparison. So we already have some business data and we don't -- we haven't even put in any sort of -- select our variables for our custom industries. So we know there are 29,000 employer establishments in Philadelphia County. So we can, like I said, come over here to this little pencil and we can edit and change any of these variables. This is our primary categories. This is the secondary categories. And the secondary categories we can choose the demographic, the socioeconomic, housing characteristics. The primary categories give us consumer resident data demographic.

And the nice thing about this is that when you put your cursor over any of these variables, the description pops up for you and so you have the information of what you're looking at. You have the -- some of the business, the building permits, business annual, quarterly; so -- and the consumer spending. So we will take a look at that. But I would like to -- before we do that, I would like to come up here and start looking at our custom industries. So we're going to click on this here. So we have a couple ways we can do this. We can actually click "add an industry", and it gives us the popular industries that often are selected. So if we want to choose "retail", which the clothing is going to be under, we know we have -- the clothing store is right here. But actually, I would like it to be a little bit more specific than that, because we know that she's actually looking at women's clothing stores and costume jewelry. So we're going to come back over here and we're going to actually start typing in "clothing stores". So it is recommended that you start rather kind of broad on your search, and then narrow down, because then it gives you the choices to be able to choose -- or it gives you the selections that you can choose. So here are the clothing stores. But if we start scrolling, you can actually see here are our women's clothing stores right here. Now, let's go ahead and go back and take a look for the jewelry as well. So I'll -- and the only thing we have to do to do that is just click here, and then we can actually type in "jewelry". Oops. Put "stores" because when you put -- again, "jewelry" is very broad so you're going to get manufacturing, you're going to get precious stones. So right off the bat, this costume jewelry store comes up. And this is just another -- you can put either one in there and it should work just fine. But if you find it doesn't, you can always come back and try it again. So now we have two of our industry variables selected. So we can just come up here and X out of that. And right off the bat, we've got more data.

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So right now without doing anything else, we have 150 -- we know that there are 159 employer establishments in Philadelphia County for women's clothing stores and clothing accessory stores, which is what the costume jewelry store fell under for the NAICS codes. So this is nice because you don't necessarily have to look up the NAICS codes, you can put your category in. But just like with any of the tools in any of your data, sometimes it does take some trial and error to find the one that fits for you. So sometimes patience does work if you're trying to kind of try different possibilities of descriptions. So let's come over here and we're going to take a look at our -- some variables. So right now, our primary variable we can make that -- it is set with "population", but we can make that "businesses annual". So that means that that and all the employer establishments. So now that becomes that mapped variable right here. So then let's go ahead and choose a secondary variable. So you can select here to make that blue or highlighted -- it's not really highlighted, but it selects it, and that's our secondary category. So we can actually choose the "consumer spending" or we can come down here and choose one of these secondary categories. So I'm going to do that "consumer spending"; because I like the fact that I can look at the consumer expenditures per household on apparel and services. Now, if I click that carrot down, it gives me a lot more choices. So let's just go ahead and put that "women's apparel" in there to see. So then I'm going to X out of this. So now we have these two variables right here. And they are both mapped. Now, the stats that are here are going to be included in our report when we take a look at that. But this dashboard is something that you can start using and manipulating. So if you want to keep -- you know, if you want to keep these to be the demographic data that you're looking at, you can do that, but knowing that it will be in that report as well.

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So I'm just going to minimize this dashboard; because I want to show you how this is showing up. I'm going to zoom in just a little bit. Actually, I'm going to zoom out. Thank you. [Laughs] That's going to be better; then you can really see. Okay. So we have the number of employer establishments. So we know that this dark is between 129 and 171. So it looks like Philadelphia County and Montgomery County have a fair amount of the employer establishments that fall under these NAICS codes up here. And then we have our secondary variable, which is also going to show up with the circles. So in Philadelphia, we know the expenditure on women's clothing is somewhere between 600 and 731. Well, we knew specifically it was in the 600s so that if we were to zoom out, there's going to be another one that is also going to match this. But if you start looking in the area around, you can see that there are areas around here, which actually if you think back to that map that I made out of my internet browser, that that was just vaguely kind of around in this circle. So some of these areas where people are spending a little bit more on apparel is interesting, and they don't seem to have as many of the stores -- the women's stores. So it would be interesting to take a look at what is happening in those counties as well. So let's go ahead and I'm going to show you how to do this region view. So a region view allows you to start looking in the report at an area that you select. So we are in "county" still. So let's just go ahead and stay in "county". And I'm going to click edit region here. And I do want to point out -- I notice that someone in the chat or in the Q&A had asked about the hub zone. So I wanted to show that this prebuilt region does have small business association hub zones, hub opportunity zones, and it has weather forecast offices. So I'm -- for the interest of time, I'm not going to delve much into this, but -- I'm not going to go into this, but I did want to make sure I pointed this out to you.

And there is going to be information in the resources that we've given for the Census Business Builder, which you'll find on that landing page that will be able to give you more information about this as well. I'm just going to X out of that. So I'm going to go ahead and select my tool here. And I'm going to select the circle. So I'm just going to move my cursor and bring it around here. Now, this circle doesn't give me the data just in that circle area, it actually gives me data for any county that the circle touches. So it is different. I'm not going to be able to look in just that circle area. It's just a way to quickly select all of the counties that I'm interested in including. So I have found that when I've done these reports, if you do too many counties, sometimes you don't get any data. If it's too much, it's too spread out or there -- it's -- you know, not going to have enough, especially because we are in such a specific NAICS code. So what I do recommend is that we come up here and we're just going to -- I'm just going to deselect some of these by just crossing them off so that we don't have too many. And if I were doing this with some focus, I would actually make sure that I was capturing within that area that I had my region -- or excuse me, my radius area. But now we're just going to hit, "Finish." Oh, and up here you can actually type -- I'm just going to type in, "Lucy." You can actually type in the name of your region, hit "Finish," and now we can complete -- or create our region report. Now, we can complete this report even if you haven't done a region. I just was waiting to show you until I was doing the region. So over here it shows us that it's the women's clothing stores, clothing accessory stores. And here is -- here are the counties that we're looking at. ***So here is your table of contents, which is an interactive table of contents. So we can click on each of these sections and it's going to bring us down. So this first part up here is all of the demographic data.

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So without even going anywhere else, you have demographic data that you can use to see is your customer living in this area and any of these surrounding counties from the location that you're considering? You have your demographic, which you can scroll down. There's quite a bit of information here, your socioeconomic; again, scrolling down, housing characteristics. Now we get down to the business information. So we know that these are our selected industries. So unfortunately, it did not give us any data. And sometimes this happens. So most likely, we had selected counties where these were not enough of them to ensure privacy for the respondents. So again, it's that data point concept of the number of -- the amount of data that we have. So what I would suggest, if you were doing this, is that we would go back out and deselect and select again on different -- some of the different counties. But we can come up here and we can just choose "Philadelphia County". And then we can come down and cross our fingers that there's a little bit of data in there for that. So we can just like right over here for "employee businesses" and woo, there it is. So we can start taking a look at that. So here's that establishment number. And again, we are still looking at women's clothing stores. Here, so this gives you some of the business -- or the economic data that you've got your payroll. And we can scroll down. Here's our revenue information. Now, again, this -- there are no -- there isn't any data available for that non-employer business. So that would be something you would probably want to -- if you wanted to know is anyone have -- running a store or a pop-up, or something like that where they're not -- they don't have employees, so then you're going to need to expand your search to be able to look at that. So again, some of that -- we do have the building permit information. So down here at the bottom is that consumer spending. And so that is a lot of -- let's see if we can find that.

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Here's our apparel, and now that's that breakdown that we were looking for. So it's really useful. And you can download this data. You can download this report as a PDF in Excel or CSV. So it's really a useful tool. Again, when you pair it with all of the other data that you're going to be looking at, you will have a very effective market research portfolio. So the nice thing also is that when you create that report, it opens it up in a tab. So you just have to come back over to the tool to come back in and do anything differently that you'd like to. So what I'd like to do is just spend a couple minutes and show you looking at zip code and census tract. So if you remember the zip code and census tract data is going to be demographic only. So if we click on the zip code, we need to actually scroll in here. Okay, and we can come over here and we can put in our zip code, which is 19147. Here we are. So we can take a look at the dashboard here, or the zip code. We have the population. We actually have consumer information. Now, we will not have any business information. But we will have the median household income, and we can actually create a report. And again, it's not going to -- this is here just because I did not delete it, but it's not going to show us any information for that. So if we come here to the residents demographic, here's all of our demographic areas specifically for this zip code. Now, if we come back over -- I'm going to get rid of here, we can actually start looking at the other information for the other zip codes around. And you can do the same thing for the census tract. So if I click on "census tract", it actually populates it. And if you remember, it was census tract 23. And so we can actually start taking a look at census tract 23 and getting that consumer information, population, and the demographics, and create a report. So both of those you can create a region report that was based on these -- the various census tracts around this area and the zip codes around this area. So again, just like with the report, you can download this into a shape file, Excel, or

csv. And here's the help if you do need additional information. So that is what I have for Census Business Builder. And I want to hop into census.gov really quickly – into data.census.gov. But before I do that, does anyone have any questions? >> Anthony: So we see there are no currently open questions in the Q&A.

>> Stacie Cochran Mcneal: Okay, great. Thank you. So I'm going to go ahead and just hop over here really quickly. We're going to go back to census.gov. I'm going to exit out of all of those. So now we're going to go into data.census.gov. So I'm going to do "data and maps", and then I'm going to click on "explore data" on data.census.gov. And here we are. So we're going to click "advanced search". Now, we're going to go ahead and click "geography" because we're looking for data profiles and the demographic data. I wanted to show you that very quickly. So we know that the geography we want that to be what -- the primary filter. So I'm going to click on "geography". And I'm going to click on "county". And then I'm going to scroll down. I'm going to click on "Pennsylvania". Now, I could select all counties, but I just want Philadelphia. So I'm just going to start typing that in. And here it is right here. So now I can come up here and I can put in "DP". It doesn't have to be capitalized. I can either choose to click here or I can just do the search down here. So this is my filter area. I have the filter that I want here. I have my selection up here. And I'm going to go ahead and click "search". So when I do that, here are the data profiles that Lanette had talked about that come up. Now, the other thing -- the other profiles that come up as well -- because we didn't specify a survey, we put in just general data profiles, were from the decennial census. But not the current one. We're waiting on those to come out hopefully after May 25th. So when we do, these similar tables to these would be available. So let's go ahead and take a look at -- I'd like to start with the DPO5, which is our demographic and housing estimates.

So you can see here -- just a little tip, you can just collapse those. I'm going to keep this up because I'd like to be able to switch back and forth between these tables. So when you're in this table, you always want to make sure that you are in the correct year for the data -- for the ACS that you're looking at. So because we're looking at Philadelphia County and that is larger than 65,000, we can look at the one-year estimate. And that's what it defaulted to us. But if we look at census tract or ZCTAs, the census -- the zip code tabulation, then that most likely -- it -- not most likely, it will default to the five-year because the data points are much smaller and so it needs to be a five-year collection. So we can scroll down here and we have a lot of information. So here's this margin of error. Because remember, American Community Survey are estimates; samples. So it is going to need to show you what your margin of error is; so we're just going to just click that. And we can start scrolling down and just taking a look at -- we have the age, and the sex, and we have race. And you can see, again -- well how people self-identified with the race and Hispanic. And then we have our voting age population. So this one, definitely not limited data, but it has a very limited focus. Let's go to the really -- I like the -- sorry, the selected -- this one, "selected social" -- I couldn't get the words out, for DPO2. This one gives a lot of really great information. And again, we're still up here because we're in Philadelphia County. So if we start scrolling down, start taking a look, we've got households demographic data. We have relationship, marital status. We have fertility grandparent information. I'm just going to zoom really fast and kind of skip ahead. We have residents, the place of birth. There's a lot of really great information. And again, very useful information that Lucy would want to use for her customer profile on this one as well to determine whether or not they were living in Philadelphia County. So let's go ahead and come back over here.

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And I'm just going to change up our "geography" filter. And I can come over here and reset by clicking the logo. But since I'm going to stay in the data profile tables, I should be able to just come back over to "geography", and I'm going to select "census tract". I'm going to select the state. And then I'm going to go ahead and just type in "Philadelphia". And then I'm going to select all tracts within Philadelphia. Now, we know that we have census tract 23. So I could actually do a search for census tract 23. But let's go ahead and just click this first. So I'm going to X out of this. And right now we have the DPO4, but I'd like to go ahead and come back over to this one here. It's taking just a minute. I guess I should have gone with the one we had. There we go. So this is the first time in a long time probably you've been told to ignore a warning sign. Go ahead and just click the "open the table", and it will be able to open it for you. So we're going to collapse this. And here we are with -- it's broken down by all the different census tracts. So you can scroll across here, and you can get your information based on all of these different variables. So because we're comparing all of these census tracts, let's go ahead and click "map". I just wanted to show you quickly how you can map something. So here we are. I scrolled a little bit more. And oh, there it is. There's 23 right down there. So if we click on that, we can actually view a profile about census tract 23. And we can do that for any of them. So this is -- you can share this profile and you can actually find out information where the tables come from for each of the demographic information that they give. It's very useful. Okay, we'll see if that repopulates. You can come up here and you can change your variables. And then you can also share this as well. So that's just some of the basic features that you can do in mapping. But I know we're getting very close to the end here, and I wanted to be able to show you the economic data very quickly for the single search.

And then that is what we'll have time for today. So I came back up here and I clicked on this. And then now I'm going to be putting in, "Women's clothing stores Philadelphia." So this is what we call our single search. Little slow. I think it's getting tired. [Laughter] Okay. So here are our tables, right off the bat, just by doing that single search. We -- I wanted to show you this. You click profile here. And this is going to give you a lot of really useful information based on this NAICS code. And again, you can share this and you can look to see what tables it comes from. It's very useful, similar to what you -- you know, kind of the same concept as the Census Business Builder, but really very useful. But we're going to come back over here. And I just wanted to show you one of the tables. And here we go. So this is our county business patterns. Tells us right here in the table. And if we start looking scrolling across, this is going to give us all the establishments and the annual payroll. Now, this is, again, because there are such a few establishments broken down here by the number of employees, the data is not available because of privacy reasons. But it still is great that you can be able to look at this, in data.census.gov and find out that information as well. So I know we didn't get to do the advanced search. But again, if you -- when you get the -- when you are able to open up the slides, because they will be posted, you are going to be able to walk through that in the reference section. We have slides, screenshots that will walk you through the advanced search for the economic. Okay, so I'm going to stop sharing my screen. And I'm going to then bring it back to our slides so that Lanette can finish us off here; finish our presentation. Okay, let me forward those. Go ahead, Lanette, whenever -- there we go.

Lanette M. Swopes: There we are. All right. I think --

Stacie Cochran: Can you see what I'm sharing. Am I -- I'm still sharing the slides for you to work -- to run them?

Lanette M. Swopes: You are; okay. I thought -- okay never mind, I'm sorry. All right, well thank you, everyone, for joining us today. And Stacie, I'm sorry, I don't see what --

Stacie Cochran: That's okay.

Lanette M. Swopes: The screen [overlapping] --

Stacie Cochran: Do you see -- you don't see mine?

Lanette M. Swopes: No, I don't.

Stacie Cochran: Okay. Let me try again.

Lanette M. Swopes: I -- okay well I won't -- I don't see your screen. Oh. Ah.

Stacie Cochran: All right, so I'm going to stop sharing and you start sharing. I'll -- yes. Okay, so you can go ahead and share if you'd like.

Lanette M. Swopes: Okay.

[Background Sounds]

Oh, my.

Stacie Cochran: Okay.

Lanette M. Swopes: I apologize.

Stacie Cochran: That was --

Lanette M. Swopes: Both

Stacie Cochran: That's okay. How about if I start it?

Lanette M. Swopes: There you go. All right, well --

Stacie Cochran: Okay.

Lanette M. Swopes: We've covered all the objectives in -- most of the objectives on this slide today. And well finally, I'd like to plug our program. Stacie and I work for the Data Dissemination and Training branch of the Census Bureau. We are available for additional training on our various tools, two of which I demonstrated today; or if you're more of an independent learner, we also have a wide variety of trainings on our website. Not only do we have recorded webinars, which can be an hour to 90 minutes, we also have something called "Data Gems", which are quick tutorials which are from five to 15 minutes long. The link is active on the page. So when you access the PDF version of the slides, you may click the link that will take you directly to our Census Academy page. I would also like to announce that the slides have been made available immediately. I would like to note that the slide deck that has -- it has been posted. And the one that is -- that has been posted is way more extensive than the slide deck you saw today. It has a visual reference section that has step-by-step screenshots that can be used as a guide to capture all the data that Stacie covered today. Please see the link that was provided in the chat. Okay? And feel free to get in touch with us. Our contact information is on the screen. However, for any training or data requests, please use the Ask Data Contact Information or scan the QR code on the screen here, as opposed to contacting us directly.

These requests may ultimately come to us by using the Ask Data Contact Information. It creates a request in our tracking database and also fields the request to the DDS for your state. Please follow us on all social media platforms at US Census Bureau. And also, if you would be so very kind to participate in our customer evaluation, the URL is on the screen but upon disconnecting from this webinar, a special screen will pop up for your convenience that will take you directly to the customer evaluation. And just want to mention that it's a white screen that has a blue area just asking you to click the blue area and it takes you directly to the customer evaluation. So with that said, thank you very much for joining us today.

Anthony: That concludes today's session. You may disconnect at this time. Have a good afternoon.