

# Exploring Census Data Webinar Series: Webinar #1

## Census Data for the Transportation and Warehousing Sector

For audio, dial: 800-621-3587

Passcode: 8934821#

March 31<sup>st</sup>, 2020

Presented by:

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US Census Bureau



# Exploring Census Data Webinar Series


- Monthly webinars on key topics
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- Recorded and posted for later reference
- Learn more at: <https://www.census.gov/academy>
- View 2019 webinar series materials at: <https://www.census.gov/data/academy/webinars.html>


## Exploring Census Data Webinar Series

<u>Topic:</u>	<u>Date:</u>
Transportation	March 31, 2020
Finance	April 28, 2020
Education	May 27, 2020
Economic Geography	June 16, 2020
Emerging Technologies	July 21, 2020
New Businesses	August 11, 2020
Hidden Gems	September 22, 2020

**SAVE THE DATE:** All webinars are **FREE** and start 2:00pm, ET. No registration required – Log in details will be provided 24-48 hours prior to the event. For more information, please contact the Data User & Trade Outreach Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

# Objectives

 Raise awareness of the wealth of data available to help users better understand the Transportation and Warehousing sector (NAICS 48-49)

 Train users on how best to access these valuable data using key Census Bureau data tools

[census.gov](https://www.census.gov)

- To obtain an archived copy, visit [census.gov](https://www.census.gov) / Explore Data / Census Academy
- Find stories and free visualizations under 'Library'



# Outline

## I. About the Census Bureau

## II. Data Sources:

- **Quarterly Services Survey (QSS)**
- **County Business Patterns (CBP)**
- **Economic Census (EC)**
- **Annual Business Survey (ABS)**
- **American Community Survey (ACS)**

## III. Accessing our statistics:

- [data.census.gov](https://data.census.gov)
- Census Business Builder (CBB)
- Other methods

## Check Out Census Data in Action!

### America Counts: Stories Behind the Numbers

We feature stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population.

America Counts: Stories Behind the Numbers –  
<https://www.census.gov/library/stories.html>



# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American business
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population  
and Housing Census  
Every 10 years

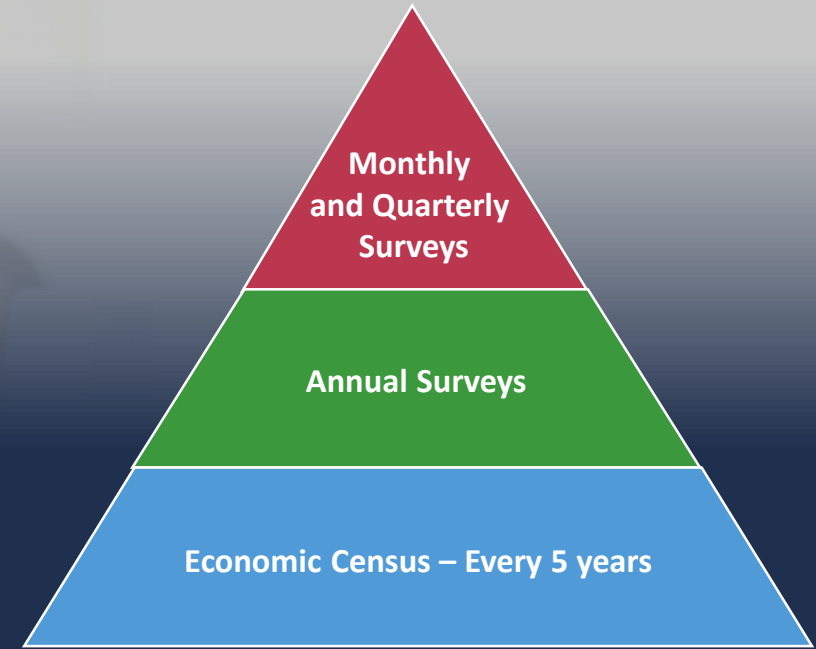
Economic Census  
Every 5 years

Census of Governments  
Every 5 years

American Community Survey  
Annual

Annual Retail Trade  
Annual

Plus more than 130  
demographic and economic surveys  
every year



## Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# Key Census Bureau Terms

- NAICS (North American Industry Classification System)
  - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- Employers (vs. Nonemployers)
  - Most programs only cover employer businesses
  - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
  - Protects business privacy and confidentiality



# The Transportation and Warehousing Sector

transportation and Warehousing sector (sector 48-49) includes industries providing

- Transportation of passengers and cargo
- Warehousing and storage for goods
- Scenic and sightseeing transportation
- Support activities related to modes of transportation

Businesses in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline.

It includes:

- |     |   |     |                                       |
|-----|---|-----|---------------------------------------|
| 481 | Air Transportation                          | 487 | Scenic and Sightseeing Transportation |
| 482 | Rail Transportation                         | 488 | Support Activities for Transportation |
| 483 | Water Transportation                        | 491 | Postal Service (Federal Government)   |
| 484 | Truck Transportation                        | 492 | Couriers and Messengers               |
| 485 | Transit and Ground Passenger Transportation | 493 | Warehousing and Storage               |
| 486 | Pipeline Transportation                     |     |                                       |



# Transportation Data Sources and Data Tools

- Job to Job Explorer
  - **Quarterly Services Survey (QSS)**
  - Quarterly Workforce Indicators (QWI)
  - **County Business Patterns (CBP)**
  - Nonemployer Statistics (NES)
  - Service Annual Survey (SAS)
  - Annual Capital Expenditure Survey (ACES)
  - Business Dynamic Statistics (BDS)
  - Statistics of US Businesses (SUSB)
  - Survey of Business Owners (SBO)
  - Annual Survey of Entrepreneurs (ASE)
  - LEHD Origin-Destination Employment Statistics (LODES)
  - **Economic Census**
  - Commodity Flow Survey
- Quarterly Programs
- Annual Programs
- Periodic Surveys
-

# Quarterly Services Survey (QSS)

The **Quarterly Services Survey (QSS)** is the only source of service industry indicator performance providing timely estimates of revenue and expenses for selected service industries. The QSS is a sub-sample of the [Service Annual Survey \(SAS\)](#).

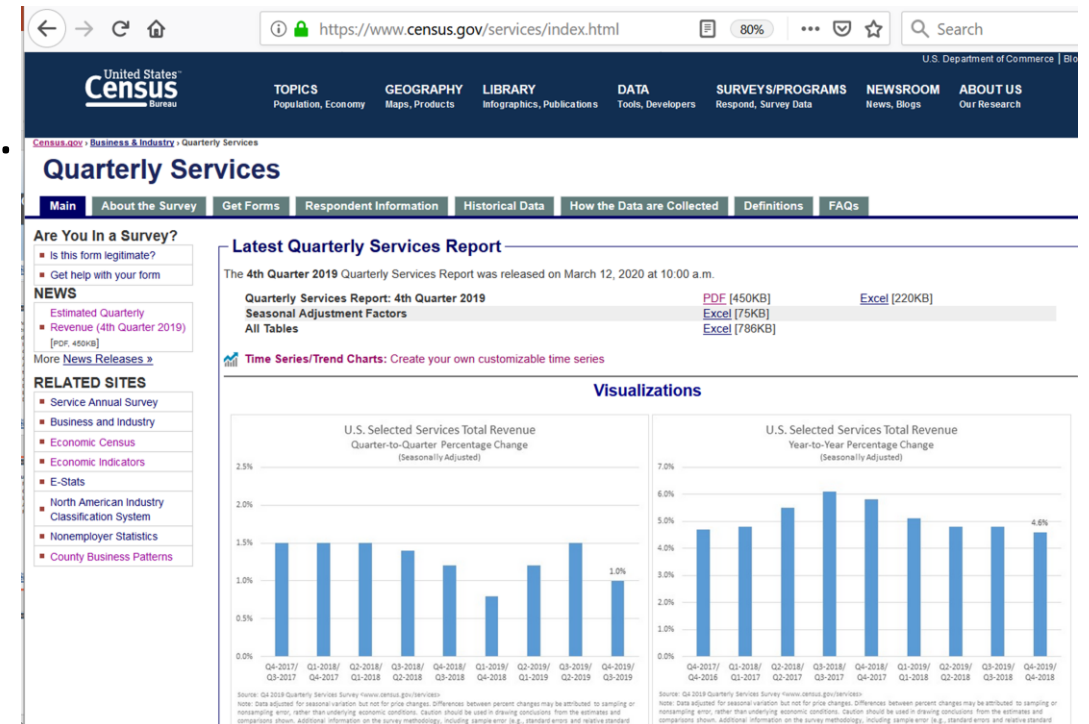
- Is a principal economic indicator that produces, for selected service industries, quarterly estimates of total operating revenue and the percentage of revenue by class of customer (government, businesses, and household consumers/individual users)
- Also produces estimates of total operating expenses from tax-exempt firms in industries that have a large not-for-profit component. In addition, for hospital services, the survey estimates the number of inpatient days and discharges
- Developed to address critical gaps in federal statistics covering the service economy
- Both seasonally-adjusted and not-adjusted data
- Data are published at the National level only

## Quarterly Services Survey (QSS) Cont'd

- Produces quarterly estimates of revenue and expenses for service industries
- Conducted quarterly with the mail-out occurring at the end of each calendar quarter. Last survey period available is from 4<sup>th</sup> Quarter 2019
- Advance Quarterly Services Report released online approx. 50 days after the calendar quarter ends.
- Quarterly Services Report released online approx. 75 days after the calendar quarter ends.

Data can be accessed here:

- <https://www.census.gov/services/index.html>



# Industry Coverage

Quarterly Services Survey covers the following NAICS Codes for the Transportation and Warehousing sector:

48pt-49: Transportation and Warehousing

481: Air Transportation

483: Water Transportation

4831: Deep Sea, Coastal, and Great Lakes Water Transportation

4832: Inland Water Transportation

484: Truck Transportation

4841: General Freight Trucking

48412: General Freight Trucking, Long-Distance

4842: Specialized Freight Trucking

485: Transit and Ground Passenger Transportation

486: Pipeline Transportation

487: Scenic and Sightseeing Transportation

488: Support Activities For Transportation

492: Couriers and Messengers

493: Warehousing and Storage

## NAICS Sector Coverage in QSS

22 Utilities

48-49 Transportation and Warehousing

51 Information

52 Finance and Insurance

53 Real estate and rental leasing

54 Professional, scientific, and technical services

56 Administrative and support and waste management and remediation services

61 Educational Services

62 Health care and social assistance

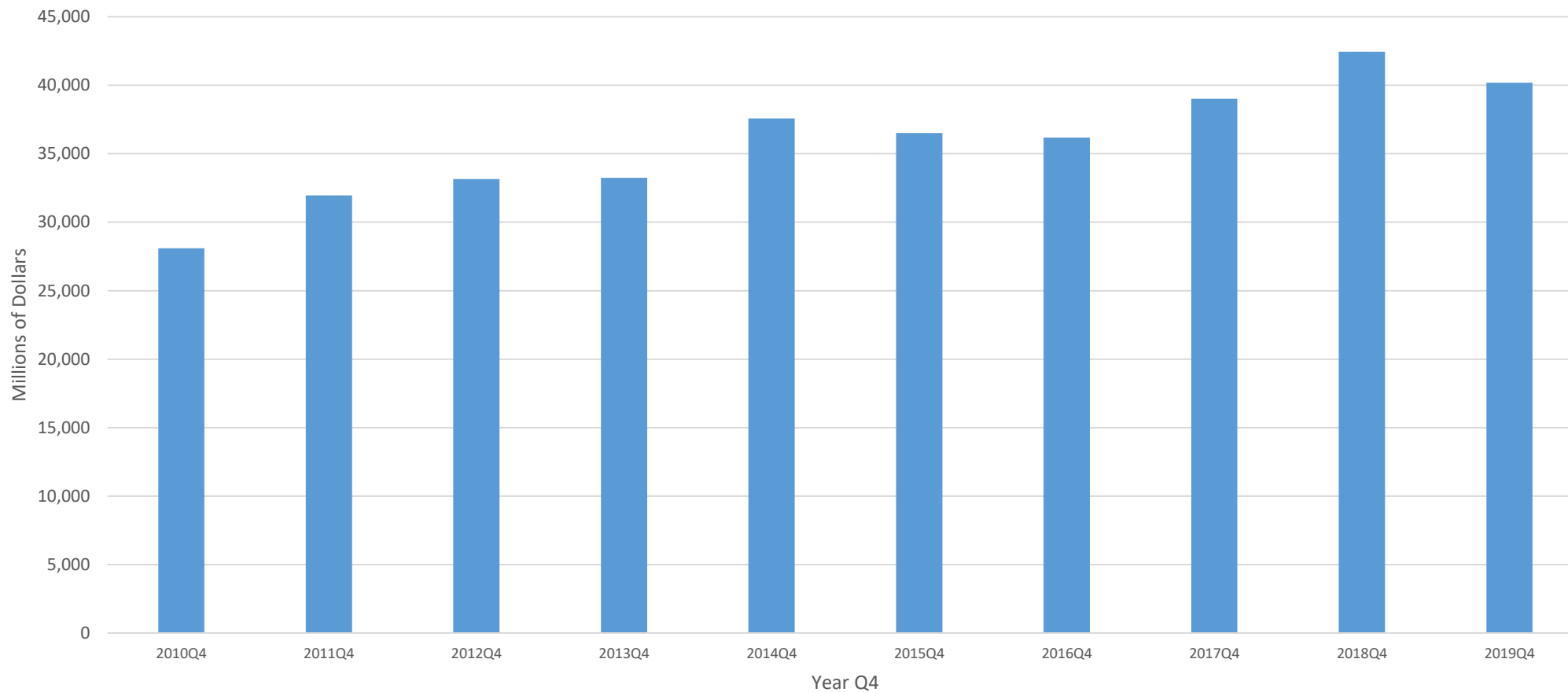
71 Arts, entertainment, and recreation

721 Accommodation

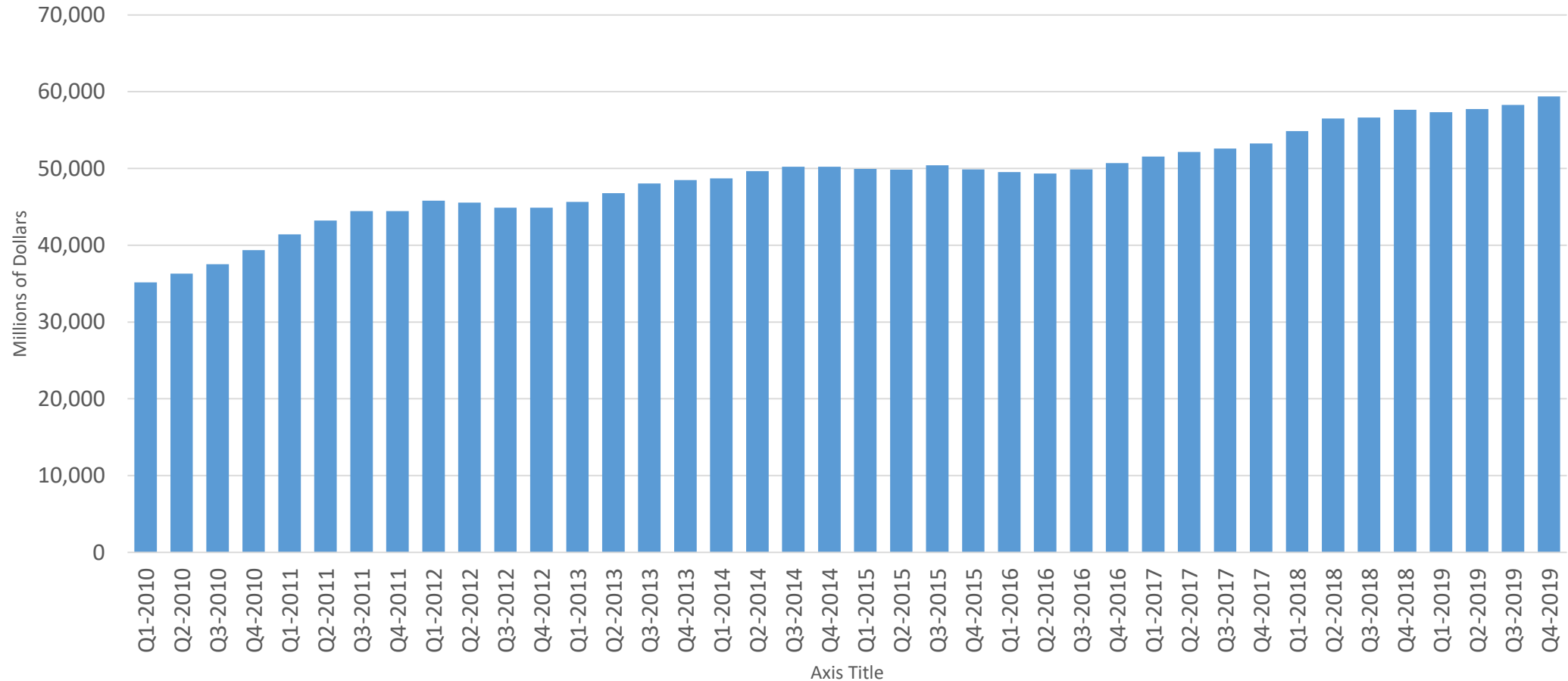
81 Other Services (except public administration)

**Not Seasonally Adjusted Total Revenue (Millions of Dollars)  
NAICS 48412: General Freight Trucking, Long-Distance: U.S. Total  
Q4-2010 to Q4-2019**

Source: Quarterly Services Survey

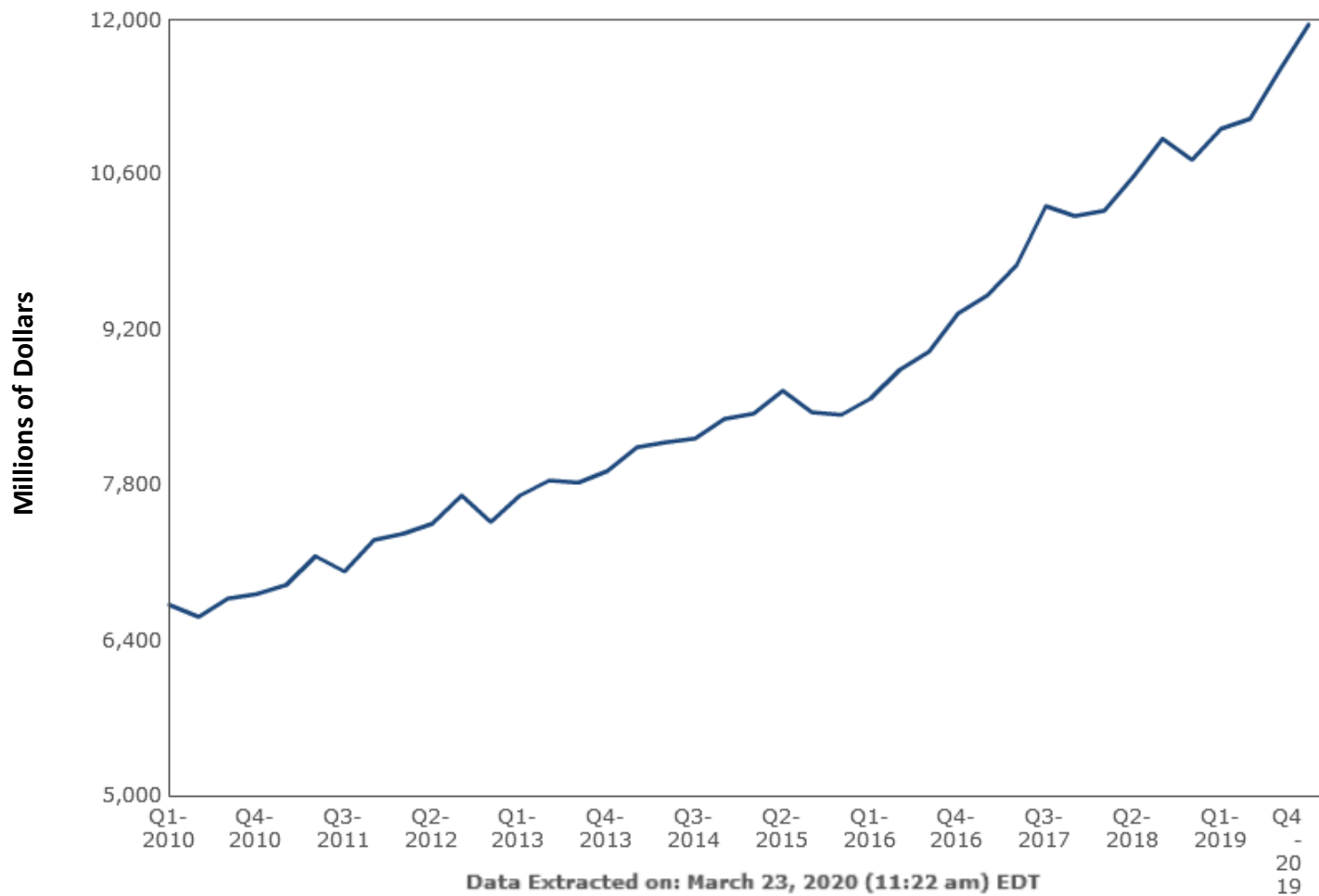


**NAICS 481: Air Transportation: U.S. Total [Millions of Dollars]**  
**Period: 2010 to 2019 Seasonally Adjusted Total Revenue**  
**Source: Quarterly Services Survey**



Data adjusted for seasonal variation but not for price changes. Data are subject to sampling and nonsampling error. For more information see [https://www.census.gov/services/qss/how\\_the\\_data\\_are\\_collected.html](https://www.census.gov/services/qss/how_the_data_are_collected.html)

Source: Quarterly Services Survey  
 NAICS 485: Transit and Ground Passenger Transportation: U.S. Total  
 Q1-2010 to Q4-2019  
 Seasonally Adjusted Total Revenue



These data are subject to sampling and nonsampling error.



# County Business Patterns

The **County Business Patterns (CBP)** is an Annual series that provides subnational economic data by industry for most businesses with paid employees.

- Includes the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll.
- Data originates from administrative records received from the Internal Revenue Service, Social Security Administration, and Bureau of Labor Statistics, as well as from the Economic Census & Company Organization Survey data collections

**Our industry: Transportation, NAICS 481, 484, 485**

## Key Stats for selected transportation sectors

Air Transportation, NAICS 481

Number of Establishments: 4,441

Employment: 470,353

Annual Payroll: \$39,965,954,000

Truck Transportation, NAICS 484

Number of Establishments: 126,986

Employment : 1,465,040

Annual Payroll: \$71,922,651,000

Transit Ground Passenger Transportation,  
NAICS 485

Number of Establishments: 20,397

Employment: 514,615

Annual Payroll: \$15,188,602,000

(Source: 2017 County Business Patterns)

## County Business Patterns (CBP) Cont'd

- Data for establishments are presented by geographic area, 2- thru 6-digit NAICS industry, legal form of organization (U.S. and state only), and employment size classes.
- Only annual source of complete and consistent county-level data for U.S., Puerto Rico, and Island Areas business establishments with industry detail.
- By U.S. level and by State, County, Metropolitan area, ZIP Code, and Congressional District
- Data.census.gov

The screenshot displays the United States Census Bureau's data tool interface for County Business Patterns (CBP). The main title is "All Sectors: County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies: 2017". The interface includes a search bar, navigation tabs (ALL, TABLES, MAPS, PAGES), and a "Filter | Download" button. The "Advanced Filters" section is expanded, showing a search for "e.g. 336111 - Automobile Manufacturing". The "INDUSTRY CODES (NAICS)" list is visible, with "48-49 - Transportation and warehousing" selected. The "48-49 - TRANSPORTATION AND WAREHOUSING" list is also visible, with "481 - Air transportation" selected. The "Selected Filters" section at the bottom shows "AN: Business Patterns County Business Patterns".

## County Business Patterns (CBP) Cont'd

CBP data tables are available on [data.census.gov](https://data.census.gov) from 2012-present, in American Factfinder from 2004-2016, and in print publication from 1997-2004.

- CBP Datasets
  - CBP data are available in downloadable CSV format, along with record layouts and reference guides, from 1986-present.
  - CBP by Congressional District
- My Congressional District tool allows data users to view the most recent CBP data and American Community Survey data by congressional district.
- API
  - The Census Bureau's Application Programming Interface allows developers to create custom queries. Users can embed these statistics into web or mobile apps.
- Visit The National Archives to find files for years prior to 1986.

# Industry Coverage

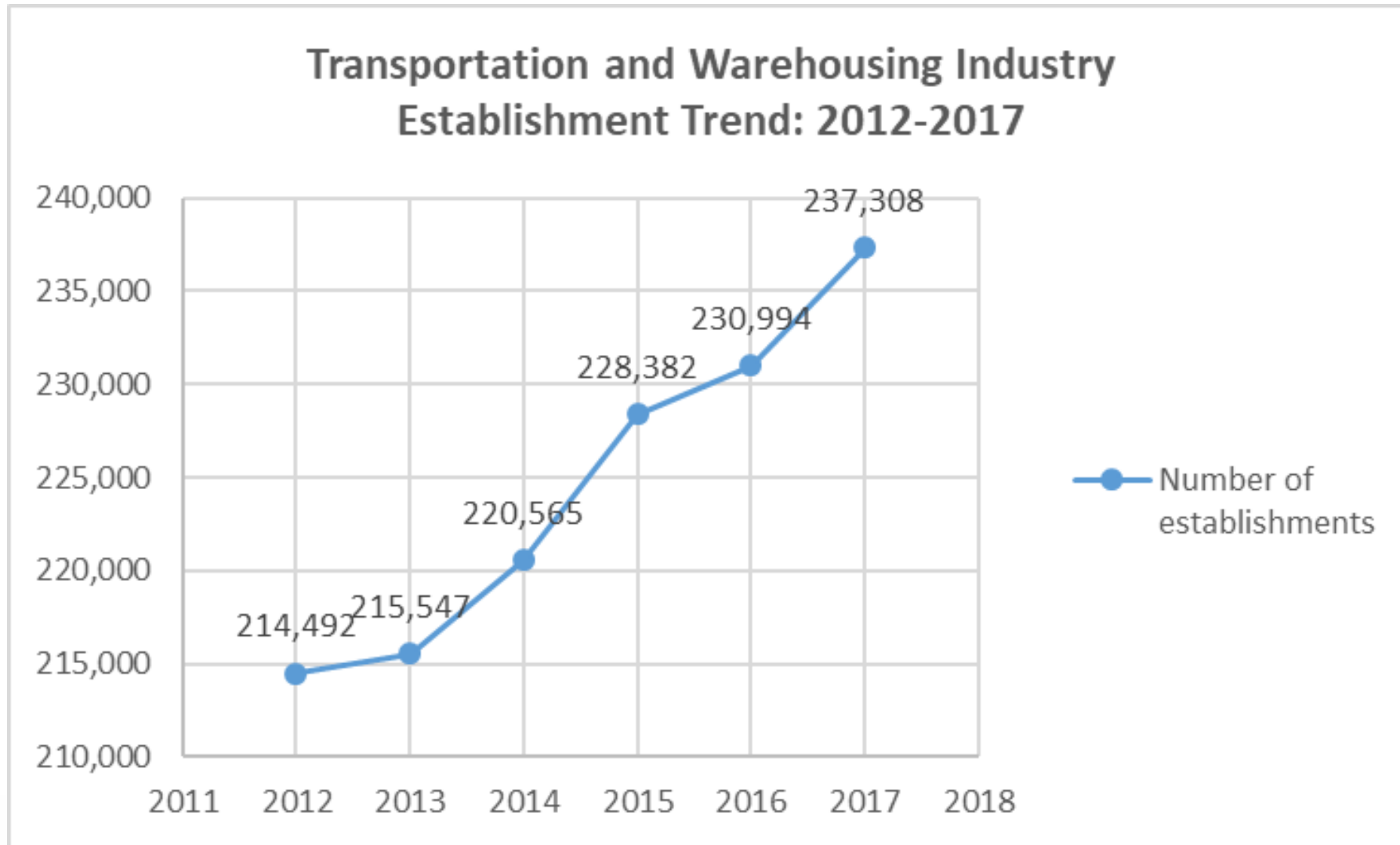
- More than 1,000 industries are covered at the 6-digit NAICS level by Employment Size and Legal Form of Organization.
  - 2- thru 6-digit NAICS detail is available for the Transportation and Warehousing sector

BROWSE FILTERS	CODES	INDUSTRY CODES (NAICS)	48-49 - TRANSPORTATION AND WAREH...
Topics	<b>Industry Codes (NAICS)</b>	11 - Agriculture, forestry, fishing and hunting	<input checked="" type="checkbox"/> All available 6 digit codes within sector 48
Geography	Product and Service Codes	21 - Mining, quarrying, and oil and gas extraction	481 - Air transportation
Years	Commodity Codes	22 - Utilities	482 - Rail transportation
Surveys	Material/Fuel	23 - Construction	483 - Water transportation
Codes	NAPCS Collection	31-33 - Manufacturing	484 - Truck transportation
		42 - Wholesale trade	485 - Transit and ground passenger transportation
		44-45 - Retail trade	486 - Pipeline transportation
		<b>48-49 - Transportation and warehousing</b>	487 - Scenic and sightseeing transportation
		51 - Information	488 - Support activities for transportation
		52 - Finance and insurance	491 - Postal service
		53 - Real estate and rental and leasing	492 - Couriers and messengers
		54 - Professional, scientific,	

## Transportation and Warehousing (NAICS 48-49) Number of Establishments by Sub-Sector: 2017



# County Business Patterns (CBP)



# Economic Census



# 2017 Economic Census

- NAICS: Nearly every 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture (NAICS 11) and other selected types of business (see [https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par\\_textimage](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage) for full list of exclusions)
- Geography: National, state, metro and other lower geographies (areas shown vary by sector)
- Other Dimensions: Data by business size (establishment and firm; employment and revenue), Legal Form of Organization, Franchise status, etc.
- Over 200 data variables shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- As of March 17<sup>th</sup>, have released data for this sector for 22 states (43% complete)

**DATA FROM THE  
NATION'S BUSINESSES**

**+**

**STATS ON EVERY INDUSTRY  
AND GEOGRAPHY**

**=**

**ONE VALUABLE RESOURCE  
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.**

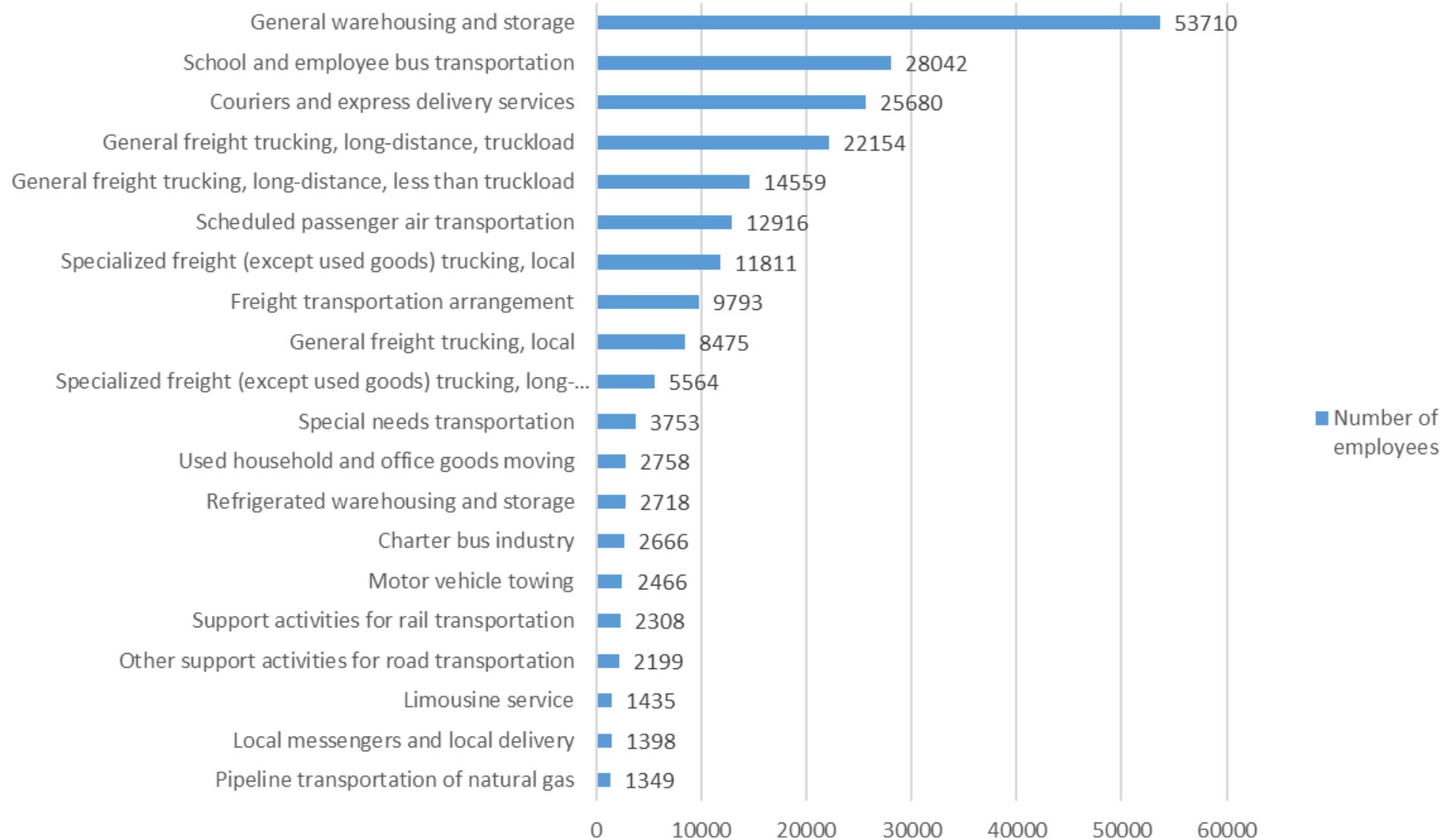
Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

## 2017 Economic Census Geography Releases – Transportation and Warehousing for Pennsylvania

- **General freight trucking, long-distance, truckload: (NAICS code 484121)**
  - Number of firms = 1,214
  - Number of establishments = 1,415
  - Sales, value of shipments, or revenue (\$1,000) = \$4,757,928
  - Number of employees = 22,154
- **All other transit and ground passenger transportation : (NAICS code 485999)**
  - Number of firms = 38
  - Number of establishments = 39
  - Sales, value of shipments, or revenue (\$1,000) = \$29,291
  - Number of employees = 394

(Source: 2017 Economic Census, TableID: EC1748BASIC)

## Transportation and Warehousing: Employment by Industry in Pennsylvania



# 2017 ECONOMIC CENSUS

## What Has Been Released by State?



### States/sectors released as of March 26, 2020



1. Select a sector from this menu:

Transportation and warehousing (NAICS 48-49)

2. Hover over a state hexagon to access the state's sector data.



Size indicates percentage of sectors released.  
Fully filled indicates 100 percent released for the state.

# What's New for 2017

- Geographic Areas (Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>)
- NAICS updates (none for the Transportation and Warehousing sector for 2017)
- NAPCS (Learn more at <https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html> )
- New disclosure rules
- Data.census.gov platform

Presenting...  
Your 2017  
Economic Census Data!



Found on  
[data.census.gov](https://data.census.gov)

### Fun Facts

*Data just released from the*  
**2017 Economic Census**

The 7,573 Transportation and Warehousing (NAICS 48-49) establishments in New Jersey reported revenue of \$30.9 billion in 2017.

[www.census.gov/economiccensus](http://www.census.gov/economiccensus)

United States<sup>®</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)



## 2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	Sep-19
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Franchise	Dec-21
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	Nov-20
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Report Title	Planned Release Date or Date Range
Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects		

Commodity Flow Survey	Preliminary	Dec-18
	GAS, Hazardous Materials, Exports	Jul-20
Annual Survey of Manufactures	ASM 2018	Apr-20
	ASM 2019	Feb-21
	ASM Benchmark	Jun-21
	ASM 2020	Dec-21
	ASM 2021	Dec-22
Island Areas: Geographic Area Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Subject Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Product Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Industry Series	Puerto Rico	Dec-20



# Annual Business Survey



## Annual Business Survey (ABS)

- Frequency – annually
- ABS first released estimates last September as an infographic. It included the number of minority-owned, women-owned, Hispanic-owned, and veteran-owned businesses – accessible from census.gov and linked here (<https://www.census.gov/programs-surveys/abs/library/visualizations.html>).
- Detailed tables for ABS are scheduled for release May 19, 2020
- Includes Economic and Demographic characteristics
- Business Characteristics of businesses and business owners by sex, ethnicity, race, and veteran status
- Content incorporates a new set of questions each survey year
- Access to data –

## Access to the Annual Business Survey data



- [data.census.gov](https://data.census.gov)
- <https://www.census.gov/programs-surveys/abs.html>

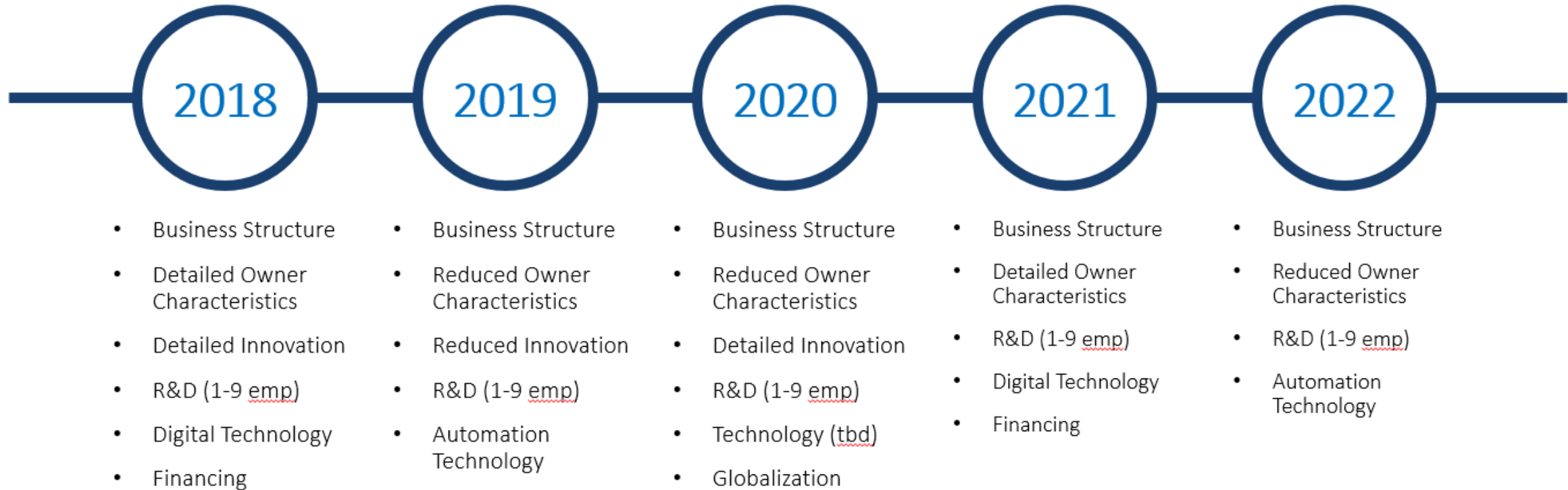
# ABS Background

- Joint project between the Census Bureau and the National Science Foundation's (NSF) National Center for Science and Engineering Statistics (NCSES)
- Conducted annually as mandatory under Title 13
- Replaces Survey of Business Owners (SBO), Annual Survey of Entrepreneurs (ASE), and the Business R&D and Innovation Survey for Microbusinesses (BRDI-M)
- Also replaces the Innovation part of the Business R&D and Innovation Survey (BRDIS)

# ABS Content

- Collects data on owner demographics
  - Ask questions about the owner's sex, race, ethnicity, and military status
- Collects data on research and development activity and cost for businesses with 1-9 employees
- Designed to introduce a new business topic each survey year
  - Innovation
  - Technology
- Core content maintained each survey year
- Use administrative data where feasible

# Five-Year ABS Content Plan



Exploring Our Data Tools



# Census Business Builder



Change Your Industry

Change Your Location

Select Map Variable

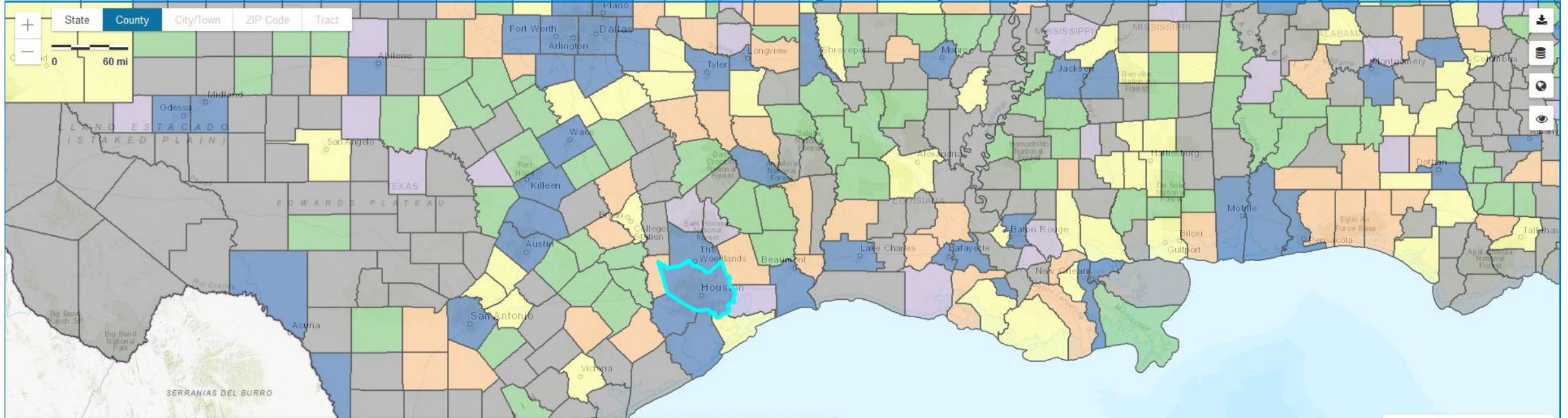
Select Your Filter

General Freight Trucking, Long-Distance

Harris County, Texas

All Employer establishments (Total)

Not Applied



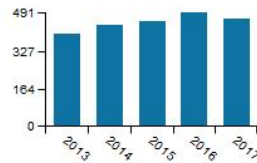
Harris County, Texas

All Employer establishments (Total)

468 (n/a)

All Employer establishments (Total) (MoE +/-)

Create Report



Geo hierarchy not presentable

\$60,146

Median household income (\$474)

★

54.7%

Homeownership rate (0.4%)

★

80.9%

Percent high school degree or higher (0.5%)

★

4,602,523

Total population (n/a)

★

All Employer establishments (Total)

17 - 468

9 - 16

6 - 8

Map Configuration

Default Scheme

Quantile Classing Method

United States Census Bureau
Change The Sector: Transportation and Warehousing
Change Your Location: Cherokee County, Texas
Select Map Variable: All Employer establishments (Total)
Select Your Filter: Average employment per employer (7 - 59...)

State
County
City/Town
ZIP Code
Tract

**Region: My region**

- Cherokee County, Texas
- Anderson County, Texas
- Trinity County, Texas
- Houston County, Texas

[Create Region Report](#) [Edit Region](#)

**Cherokee County, Texas**

**33 (n/a)**

All Employer establishments (Total) (MoE +/-)

**All Employer establishments (Total)**

**\$60,376**

Average income (\$3,305)

**79.3%**

Percent high school degree or higher (3.1%)

**71.9%**

Homeownership rate (1.8%)

**51,903**

Total population (n/a)

Geo hierarchy not presentable

**All Employer establishments (Total)**

- 80 - 540
- 32 - 46
- 22 - 31

**Map Configuration**

Default Scheme

Quantile Classing Method

Esri. HERE. Garmin. FAO. USGS. NGA. EPA. NPS

Powered by Esri



- [https://cbb.census.gov/rae/#view=map&industry0=48-49&geoType=county&dataVariable=33&centerX=-10616271&centerY=3666558&level=9&geoid=48073&dynHeader=My+region&dynGeo\\_county=48225-48455-48001-48073](https://cbb.census.gov/rae/#view=map&industry0=48-49&geoType=county&dataVariable=33&centerX=-10616271&centerY=3666558&level=9&geoid=48073&dynHeader=My+region&dynGeo_county=48225-48455-48001-48073)

# American Community Survey



***The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality***

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** addresses and informs over **\$675 billion** of Federal government spending each year
- Covers **40+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
  - 1-year Estimates (for large populations)
  - 1-year Supplemental Estimates (for small populations)
  - 5-year Estimates (for very small populations)

## Key Estimates from the ACS on Transportation related topics 2018:

### Vehicles Used in Commuting:

Vehicles (Car, Truck, Van) used: **121,227,900**

- Male: **64,268,685**
- Female: **56,959,215**

### Transportation Occupations:

Full-Time Employed: **4,022,139**

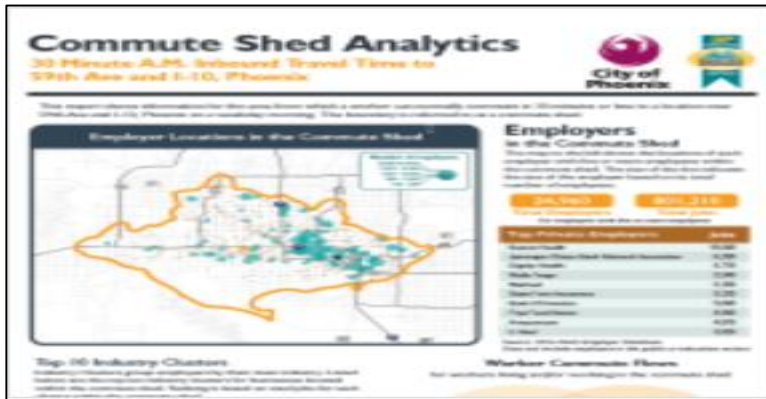
- Male: **3,609,389**
- Female: **412,750**

Median Earnings in Past 12 Months: **\$43,251**

## Content Overview: Topics

POPULATION		HOUSING
<b>SOCIAL</b> Ancestry Citizenship Citizen Voting Age Population Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	<b>DEMOGRAPHIC</b> Age Hispanic Origin Race Relationship Sex  <b>ECONOMIC</b> Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

## ACS Data In Action



### Commute Shed Reports - Phoenix

- Maricopa Association of Governments use ACS data to create Commute Shed Reports.
- Commute Shed Reports show:
  - Workers can commute 30 min. or less to select locations
  - Resident and Employer data within a shed (age, education attainment, private employers, top industries, etc.)
- ACS and regional employer data is a valuable tool to inform economic development opportunities.



### Evacuteer – New Orleans

- Emergency Management Planning after Hurricane Katrina using ACS.
- Evacuteer used ACS data to plan locations for 17 evacuation points.
  - Measured social vulnerability: Public Transportation, vehicle availability, disability status, age, poverty status, etc.

## ACS Data Products

Estimated Population of Geographic Area	1-Year Estimates	1-Year Supplemental Estimates	5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Planned Release Date	September 17, 2020	October 15, 2020	December 10, 2020

<https://www.census.gov/programs-surveys/acs/news/data-releases/2019/release-schedule.html>

# Exploring Our Data Tools



# QuickFacts

## Example 1: Finding Commuting Times by Place Within a State

United States  
**Census**  
Bureau

QuickFacts What's New & FAQs >

Kansas City city, Missouri; United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

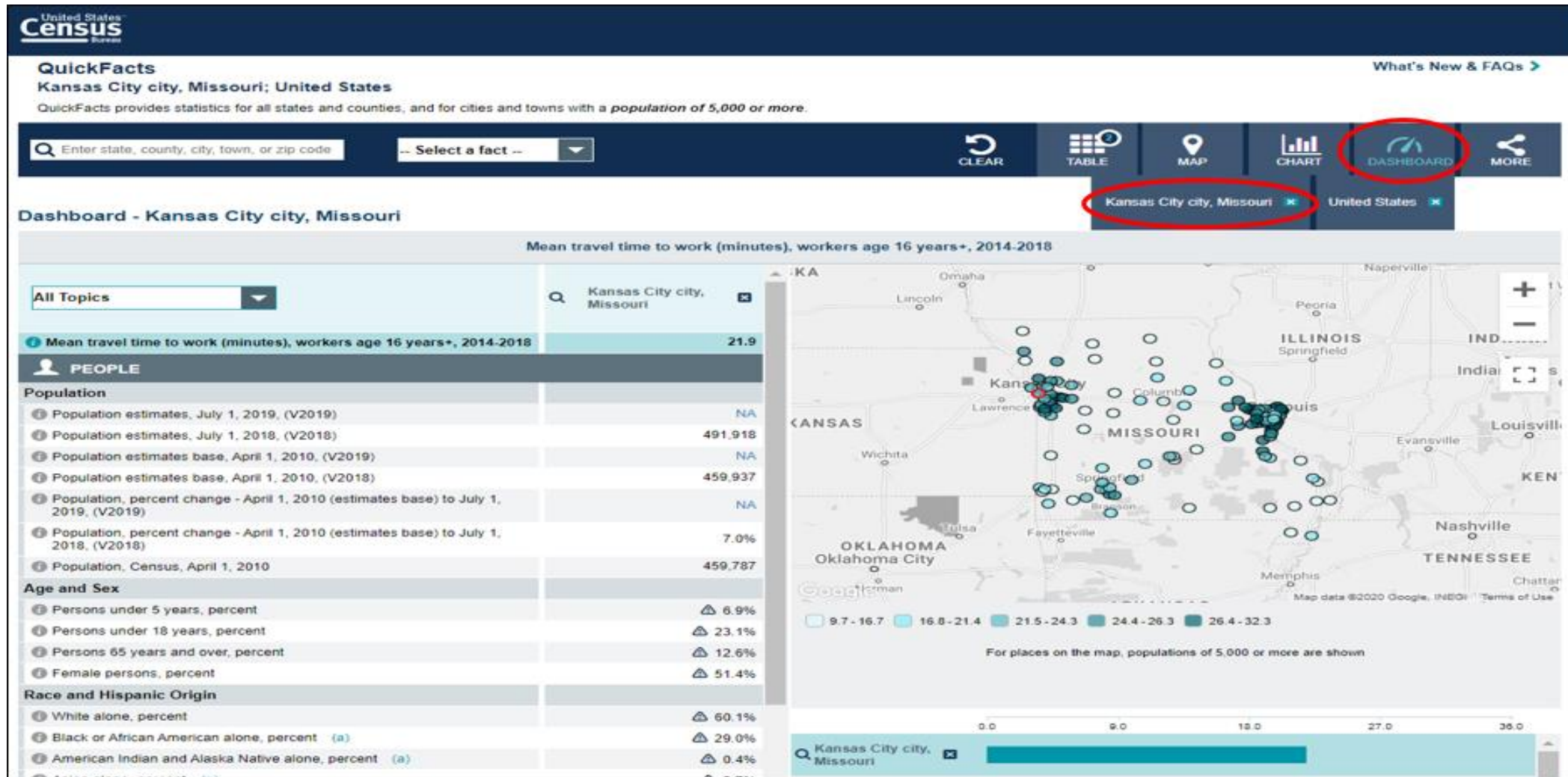
CLEAR
TABLE <sup>2</sup>
MAP
CHART
DASHBOARD
MORE

Table

All Topics	Kansas City city, Missouri	United States
Mean travel time to work (minutes), workers age 16 years+, 2014-2018	21.9	26.6
PEOPLE		
Population		

[census.gov/quickfacts](https://census.gov/quickfacts)

## Example 1: Finding Commuting Times by Place Within a State



## Exploring Our Data Tools



[data.census.gov](https://data.census.gov)



## Example 2: Live Demo - Finding Transportation Occupation Data by Sex



### Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

🔍 I'm looking for ...

[Advanced Search](#)

**Send Feedback**

[cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov)



# ACS Infographics & Visualizations

**What can you learn about counties from the American Community Survey?**

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation. This visualization lets you explore data the Census Bureau provides for popular topics from the 2014-2018 ACS 5-year estimates.

**Select a topic!**

- Age
- Commuting to Work
- Computer and Internet Access
- Education
- Employment Status
- Foreign-Born
- Health Insurance
- Household Income
- Households and Families
- Poverty

**How long are commutes and how do workers get to work?**

**Mean Travel Time to Work**  
Workers 16 years and over who did not work at home

**Legend**

- 35.0 minutes or greater
- 25.0 to 34.9 minutes
- 20.0 to 24.9 minutes
- 15.0 to 19.9 minutes
- Less than 15.0 minutes
- Data not available

United States Census Bureau | U.S. Department of Commerce | U.S. CENSUS BUREAU | census.gov

Questions? Hover here or over the data for more information.

**Average Travel Time to Work in the United States by Metro Area**

**Travel time to work**

- 32.0 minutes or greater
- 28.0 to 31.9 minutes
- 24.0 to 27.9 minutes
- 20.0 to 23.9 minutes
- Less than 20.0 minutes

U.S. average is 27.1 minutes

Note: Metropolitan statistical areas reflect boundaries as of August 15, 2017.  
Source: 2018 American Community Survey 1-year estimates. census.gov/acs

United States Census Bureau | U.S. Department of Commerce | U.S. CENSUS BUREAU | census.gov

**Top 10 Metro Areas**  
By Percentage of Workers Who Commute by Public Transportation

Metro Area	Percentage of Workers Who Commute by Public Transportation
New York-Newark-Jersey City, NY-NJ-PA	~28%
San Francisco-Oakland-Hayward, CA	~18%
Washington-Arlington-Alexandria, DC-VA-MD-WV	~15%
Boston-Cambridge-Newton, MA-NH	~12%
Chicago-Naperville-Elgin, IL-IN-WI	~11%
Bridgeport-Stamford-Norwalk, CT	~10%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	~9%
Bremerton-Silverdale, WA	~8%
Seattle-Tacoma-Bellevue, WA	~7%
Urban Honolulu, HI	~6%

U.S. percent: 5.1%

Note: Data are based on a sample and are subject to sampling variability. The differences in percentages in this table may not be statistically different from one another, or other metro areas not shown.

United States Census Bureau | U.S. Department of Commerce | Economics and Statistics Administration | U.S. CENSUS BUREAU | census.gov

Source: 2012-2016 American Community Survey 5-year estimates www.census.gov/acs

<https://www.census.gov/programs-surveys/acs/library/infographics.html>



# AMERICAN COMMUNITY SURVEY DATA USERS GROUP

- Purpose:
  - Improve understanding of the value and utility of ACS data.
  - Promote information sharing among data users about key ACS data issues and applications.
- Includes users group website and online community
- ACS Data Users Conference
- Membership is free and open to all interested ACS data users

[acsdatacommunity.prb.org](http://acsdatacommunity.prb.org)

# Data Tell Stories. Tell us Yours!

The screenshot shows the 'Share Your ACS Data Story' web form. The navigation bar includes 'GEOGRAPHY Maps, Products', 'LIBRARY Infographics, Publications', 'DATA Tools, Developers', and 'SURVEYS/PROGRAMS Respond, Survey Data'. The main heading is 'American Community Survey'. The form content includes:

- Share Your ACS Data Story**  
We want to hear about how you use American Community Survey (ACS) data!
- Did you or your organization use the ACS to make an important decision, help your community, open/expand a business, etc? If so, we are eager to learn more about how you use ACS data in action. Share your story by completing the fields below to help us showcase the value of the ACS.
- Need help getting started? Check out featured examples from our current collection of [ACS data stories](#).
- Your Story \***  
Tell us how you use ACS data.
- Outcome \***  
Tell us about any outcomes or decisions that you or your organization have made based on ACS data. For example: selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver, CO.

Three callouts are connected to the form by lines:

- Your story**: A circular image of a bookshelf.
- Your data details**: A circular image of a tablet displaying a world map and bar chart.
- Your outcome**: A circular image of a hand holding a bar chart.

[census.gov/acs/www/share-your-story](https://census.gov/acs/www/share-your-story)

# Q & A and Thank You!

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American Community Survey Office

**1-800-923-8282**

[Acso.users.support@census.gov](mailto:Acso.users.support@census.gov)

For detailed questions concerning the 2020 Decennial, contact:

**301-763-INFO or 800-923-8282**

To schedule additional training with a Census Data Dissemination

Specialist in your area, please call **844-Ask-Data**

Or email us at: [census.askdata@census.gov](mailto:census.askdata@census.gov)



# Reference Materials

# North American Industry Classification System (NAICS)

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[www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics)

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

# NAICS Hierarchy

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<b>Level</b>	<b>Code</b>	<b>Description</b>
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

