# Exploring Census Data Webinar Series: Webinar #1

## Census Data for the Transportation and Warehousing Sector

**For audio, dial:** 800-621-3587

**Passcode:** 8934821#

**March 31st, 2020**


Presented by:

**Barbara Zamora-Appel and Charles Gamble**

US Census Bureau

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# 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

| Topic: | Date: |
|---|---|
| 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

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# 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

- To obtain an archived copy, visit census.gov / Explore Data / Census Academy
- Find stories and free visualizations under ‘Library’

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# 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
- 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

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# 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

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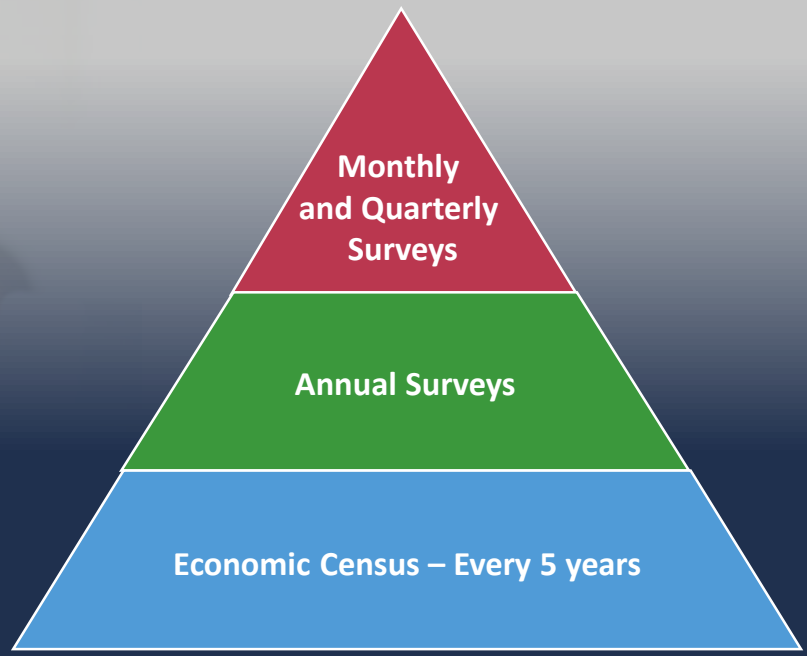


# Census Economic Surveys

- 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

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# 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

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

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# 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

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# Quarterly Services Survey (QSS)

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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).

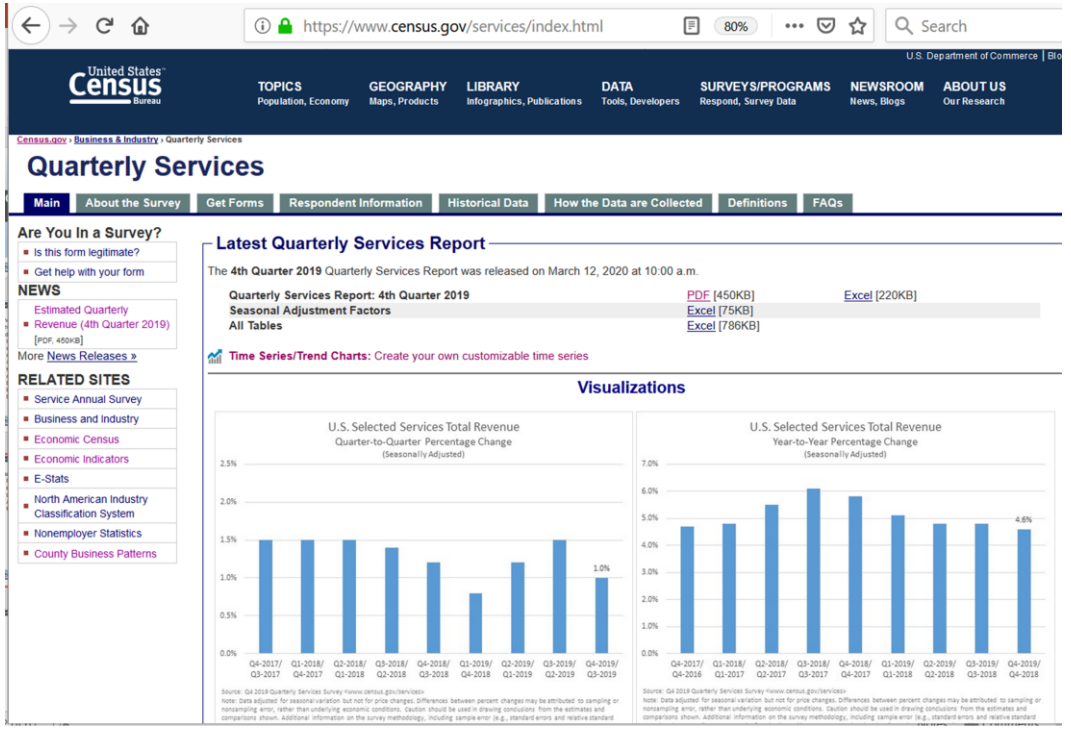
- Is a principal economic indicator that produces, for selected service industries, quarterly estimates of total operating revenue and the percentage of revenue by class of customer (government, businesses, and household consumers/individual users)
- Also produces estimates of total operating expenses 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 4th 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) |

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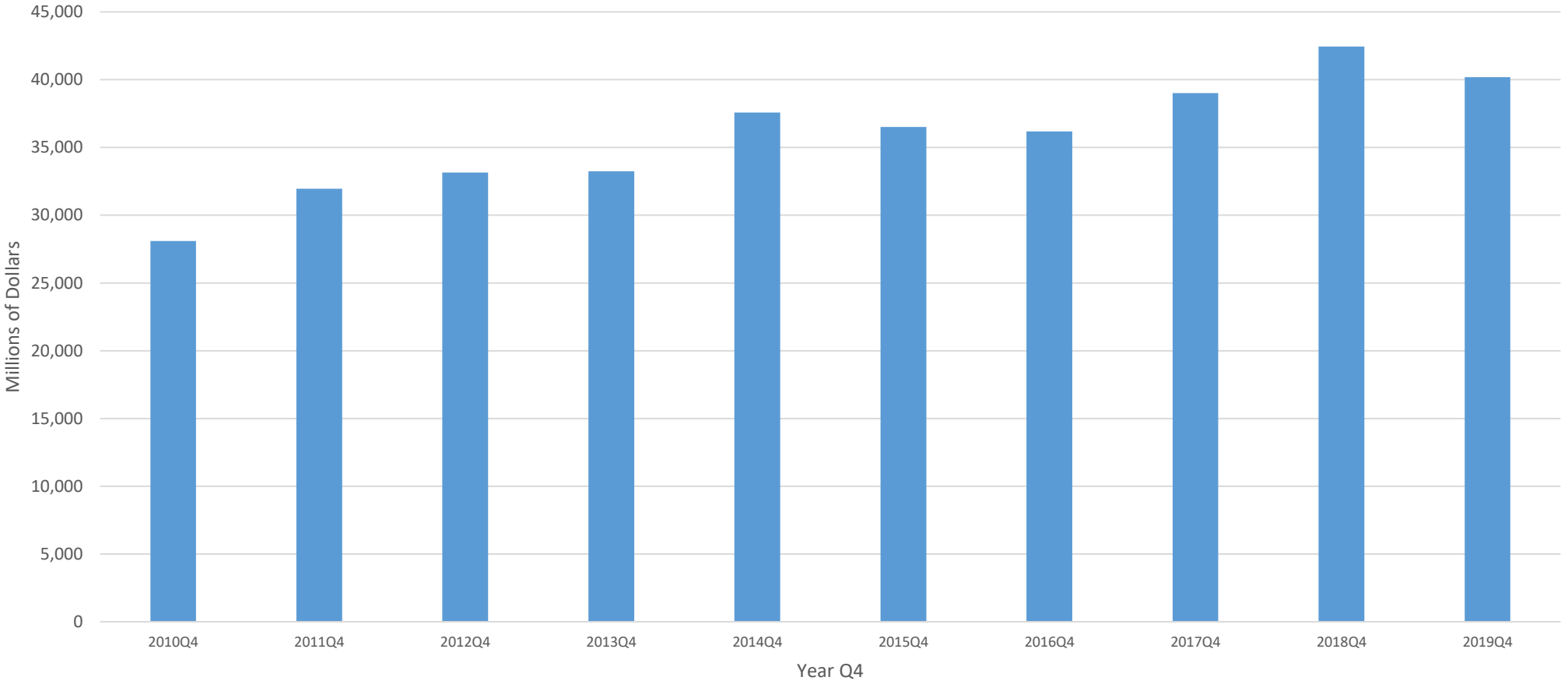
## Not Seasonally Adjusted Total Revenue (Millions of Dollars)
## NAICS 48412: General Freight Trucking, Long-Distance: U.S. Total
## Q4-2010 to Q4-2019

Source: Quarterly Services Survey

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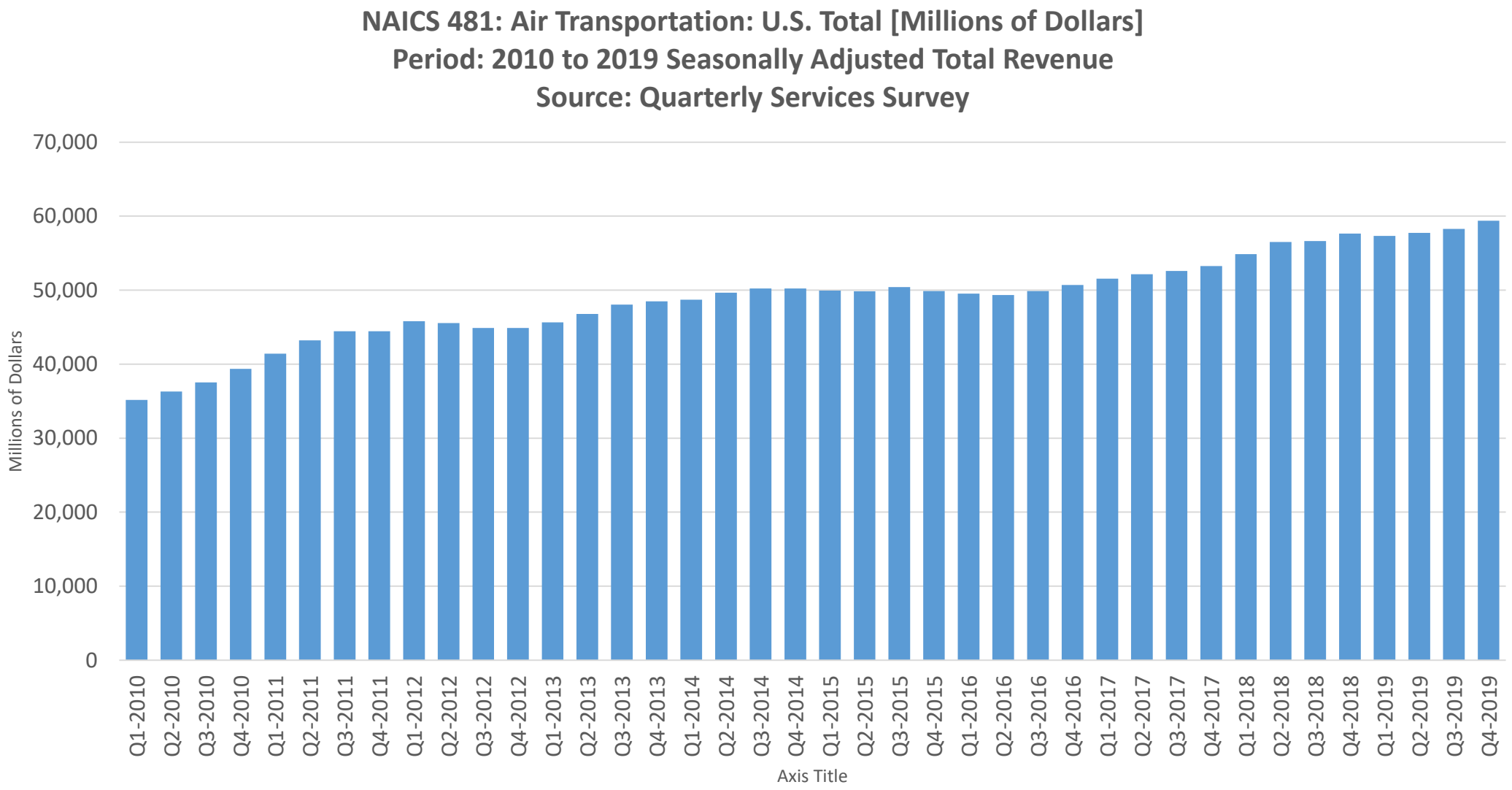
Data are subject to sampling and nonsampling error. For more information see https://www.census.gov/services/qss/how_the_data_are_collected.html

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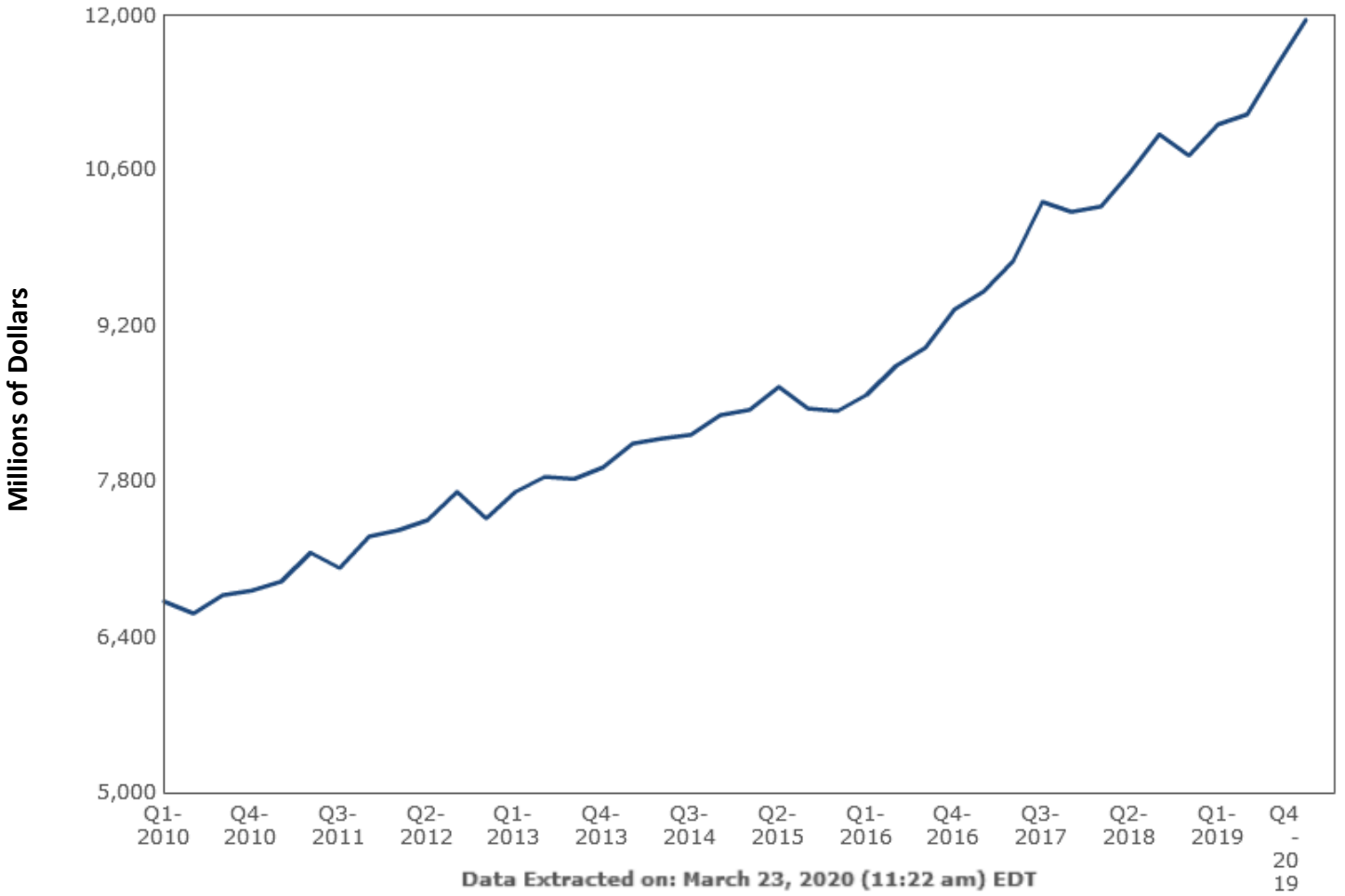
Data adjusted for seasonal variation but not for price changes. Data are subject to sampling and nonsampling error. For more information see https://www.census.gov/services/qss/how_the_data_are_collected.html

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

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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)

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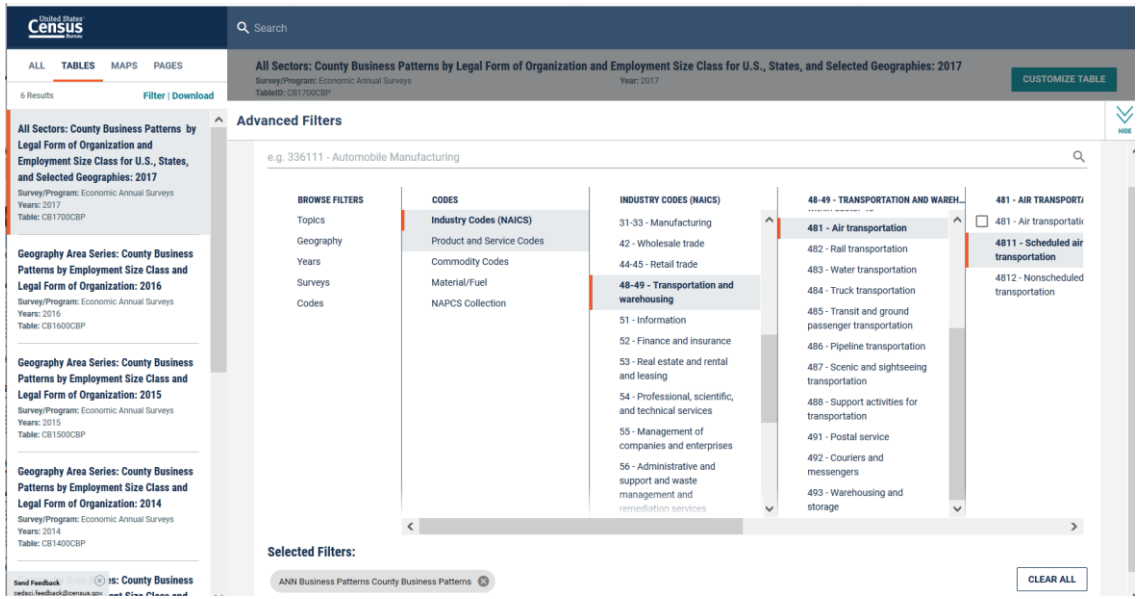
# County Business Patterns (CBP) Cont'd

- 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



## County Business Patterns (CBP) Cont'd

CBP data tables are available on 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.

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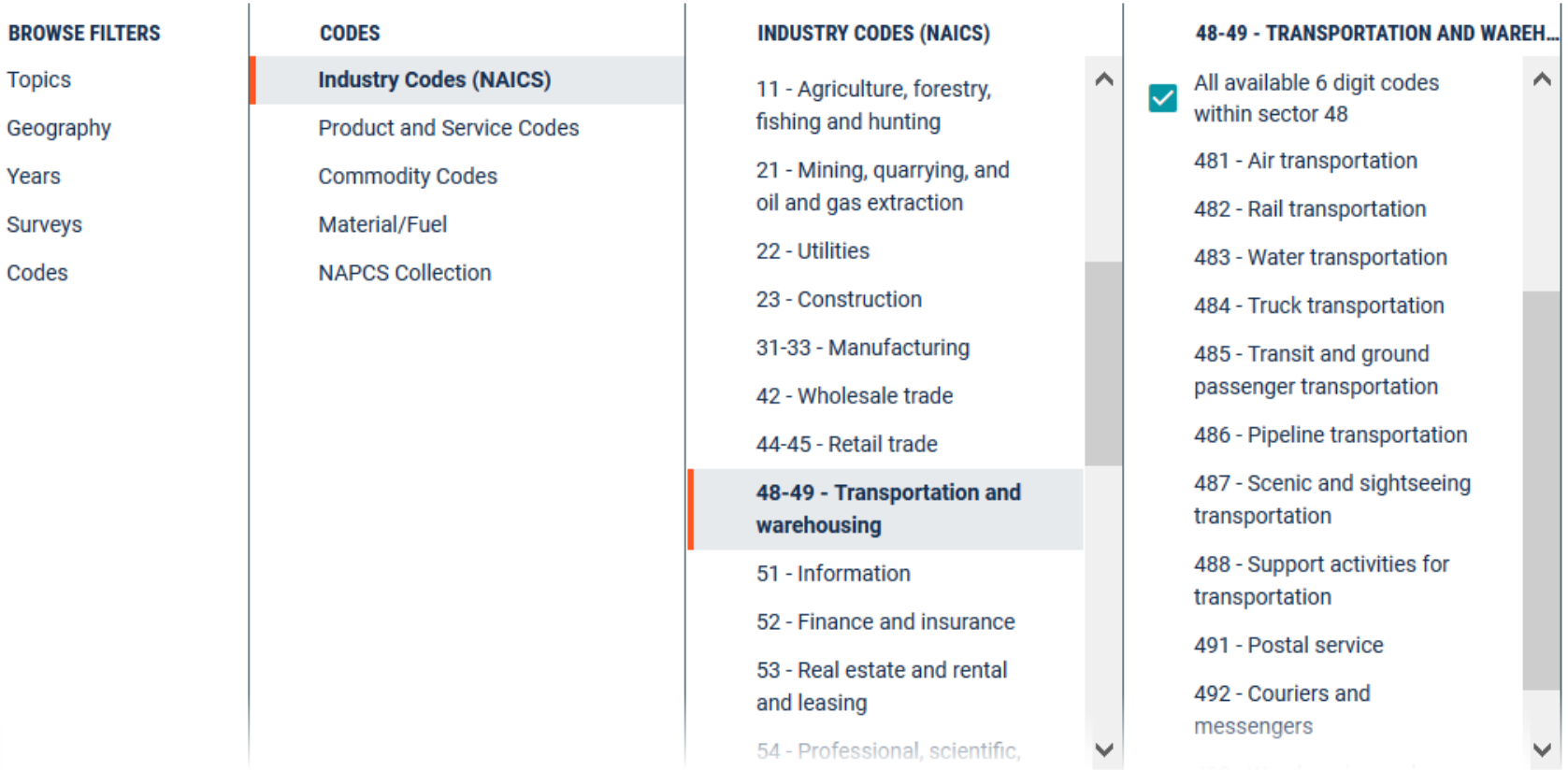
# Industry Coverage

- 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

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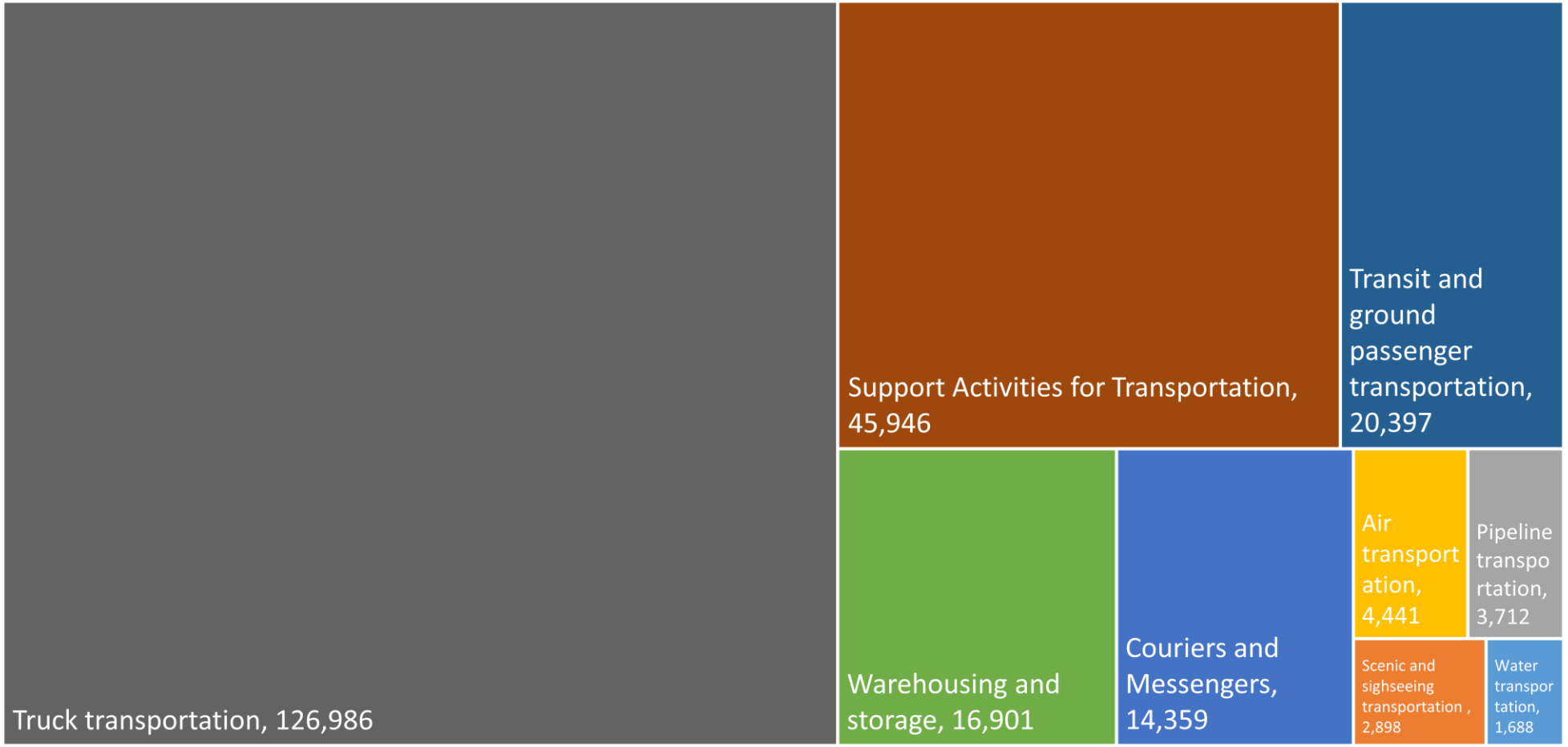
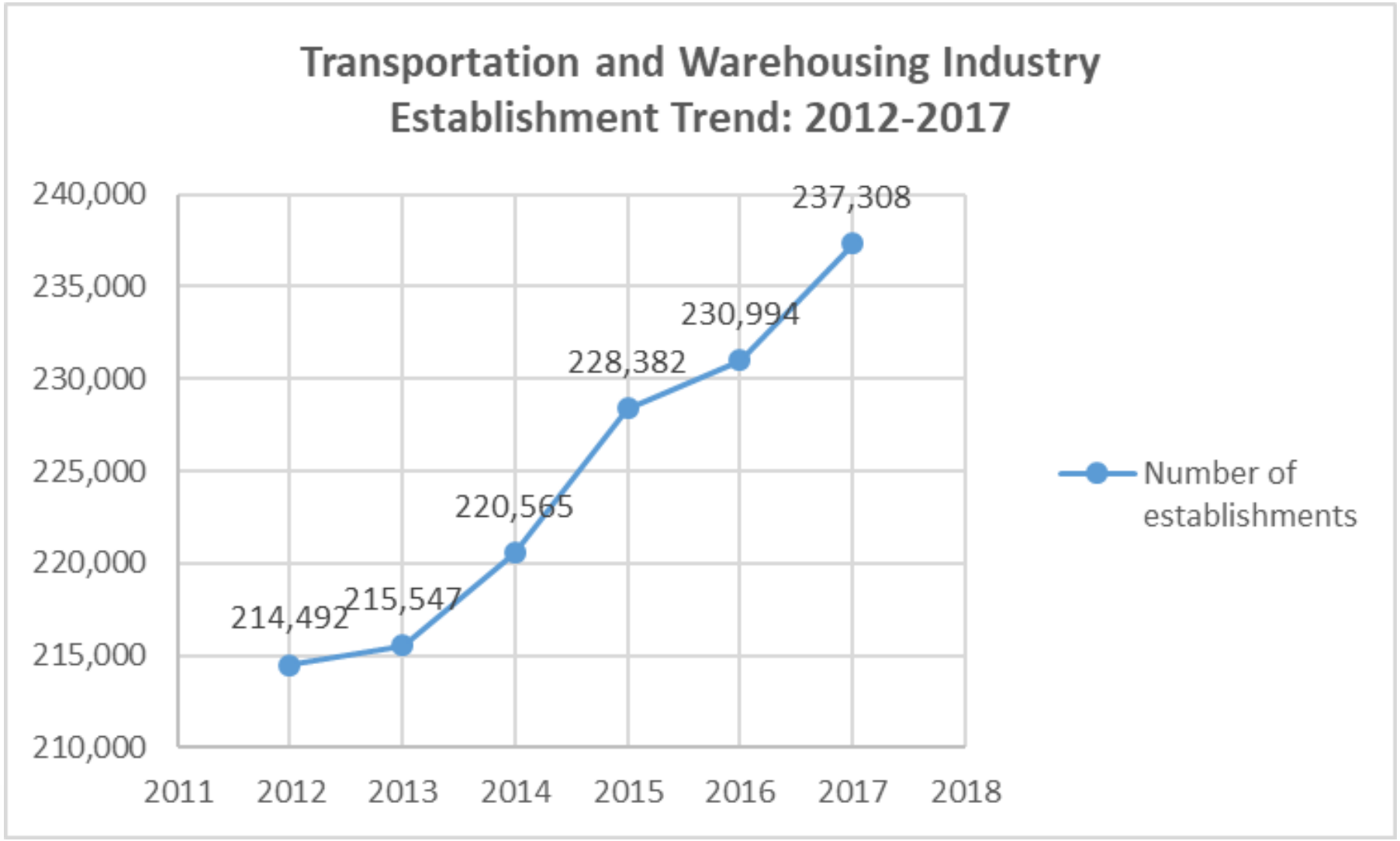
# Transportation and Warehousing (NAICS 48-49)
# Number of Establishments by Sub-Sector: 2017




Source: 2017 County Business Patterns

# County Business Patterns (CBP)

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# Economic Census

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# 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 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 17th, have released data for this sector for 22 states (43% complete)

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## 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)**

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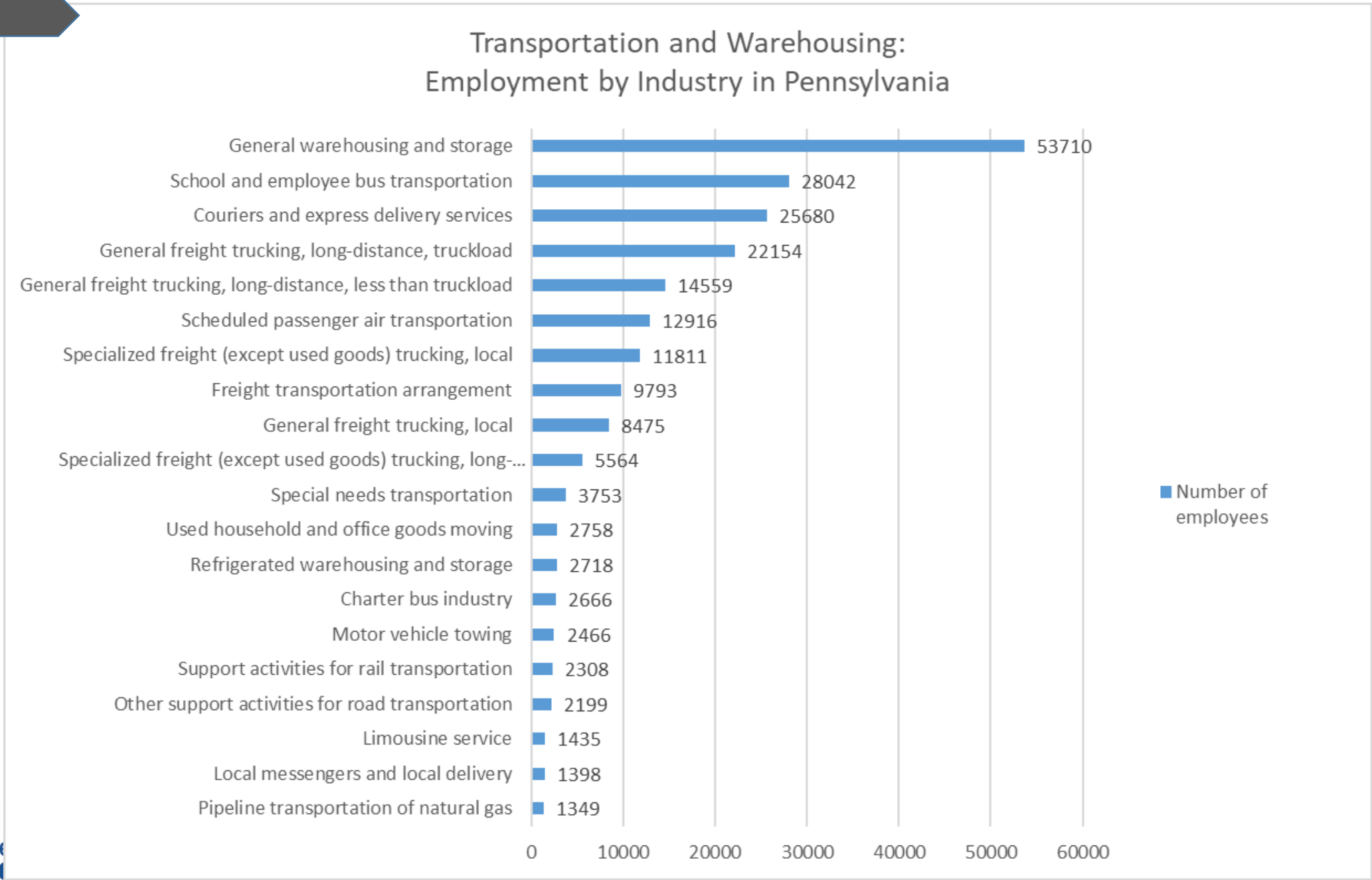


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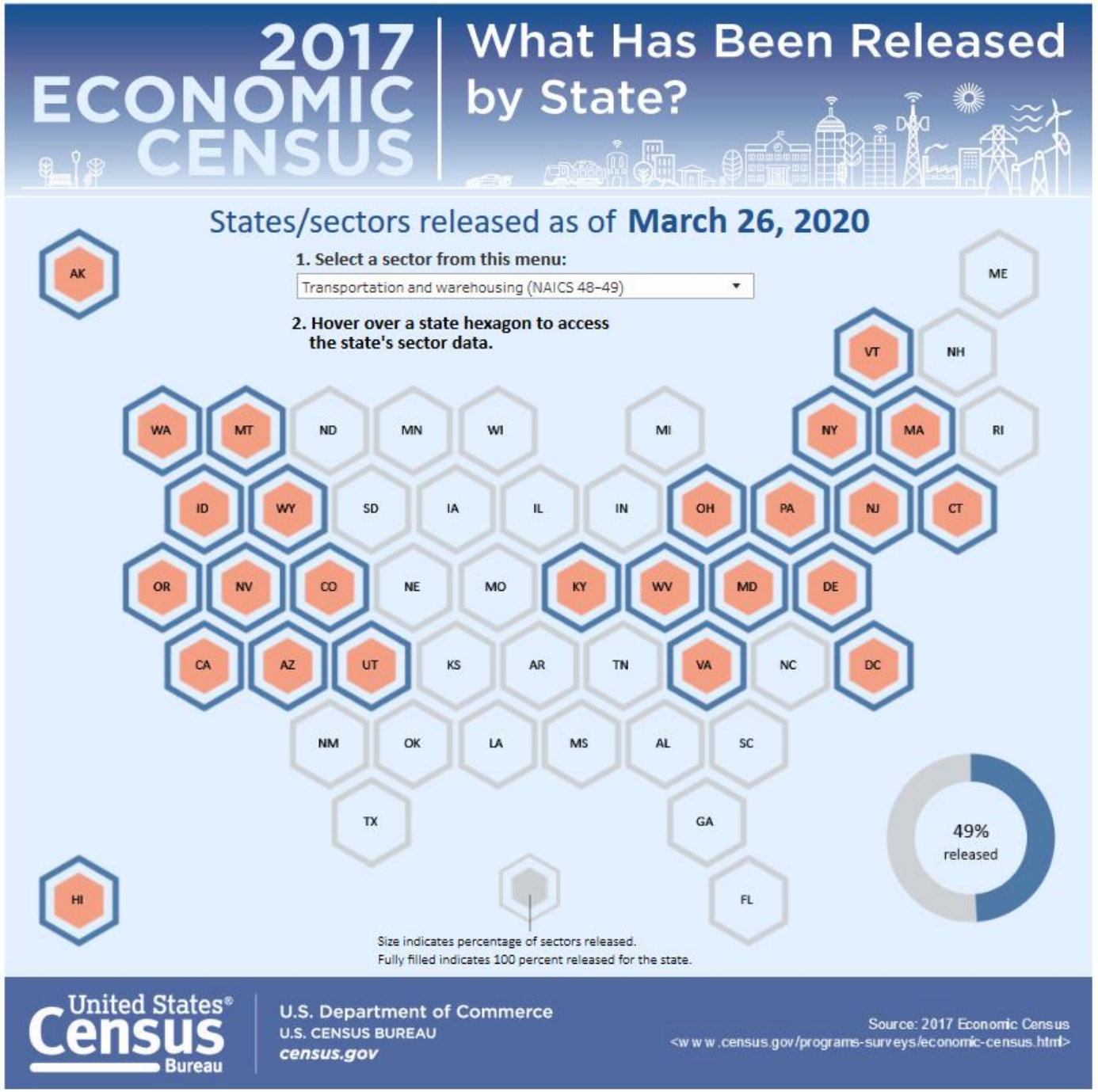
Source: 2017 Economic Census

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https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html

# 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**

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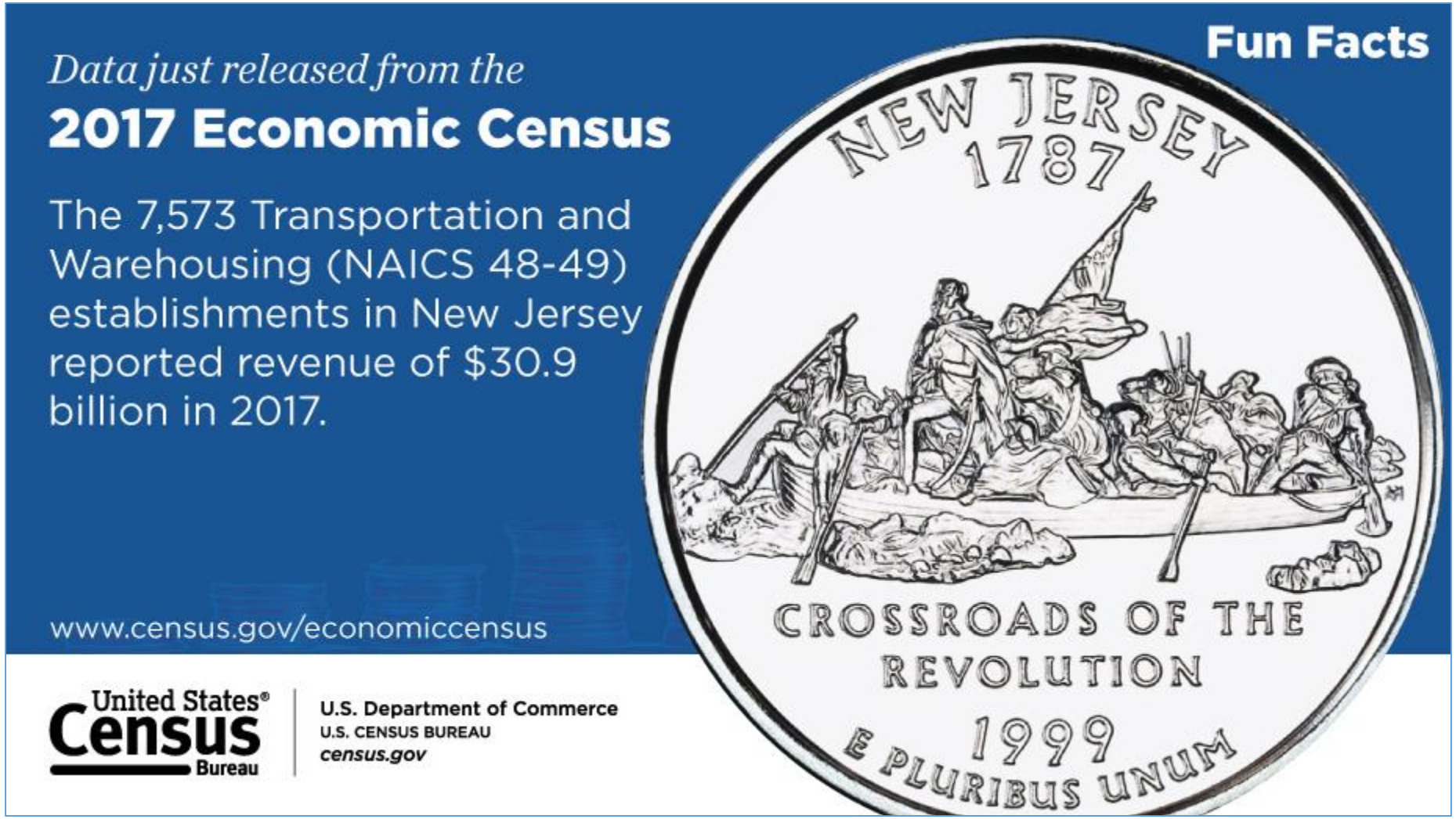
# Fun Facts & More… Connect With Us on Social Media

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https://www.census.gov/programs-surveys/economic-census/library/visualizations.html

# 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 | |
| | Services: 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 | 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. | |
| | Mining: Miscellaneous Subjects | |
| | 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 |

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**To access 2017 Economic Census Data Product Releases** - https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html

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# 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 –
  - data.census.gov
  - https://www.census.gov/programs-surveys/abs.html

## Access to the Annual Business Survey data

- 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)

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NSF National Center for Science and Engineering Statistics

# 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

**2018**
- Business Structure
- Detailed Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Digital Technology
- Financing

**2019**
- Business Structure
- Reduced Owner Characteristics
- Reduced Innovation
- R&D (1-9 emp)
- Automation Technology

**2020**
- Business Structure
- Reduced Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Technology (tbd)
- Globalization

**2021**
- Business Structure
- Detailed Owner Characteristics
- R&D (1-9 emp)
- Digital Technology
- Financing

**2022**
- Business Structure
- Reduced Owner Characteristics
- R&D (1-9 emp)
- Automation Technology

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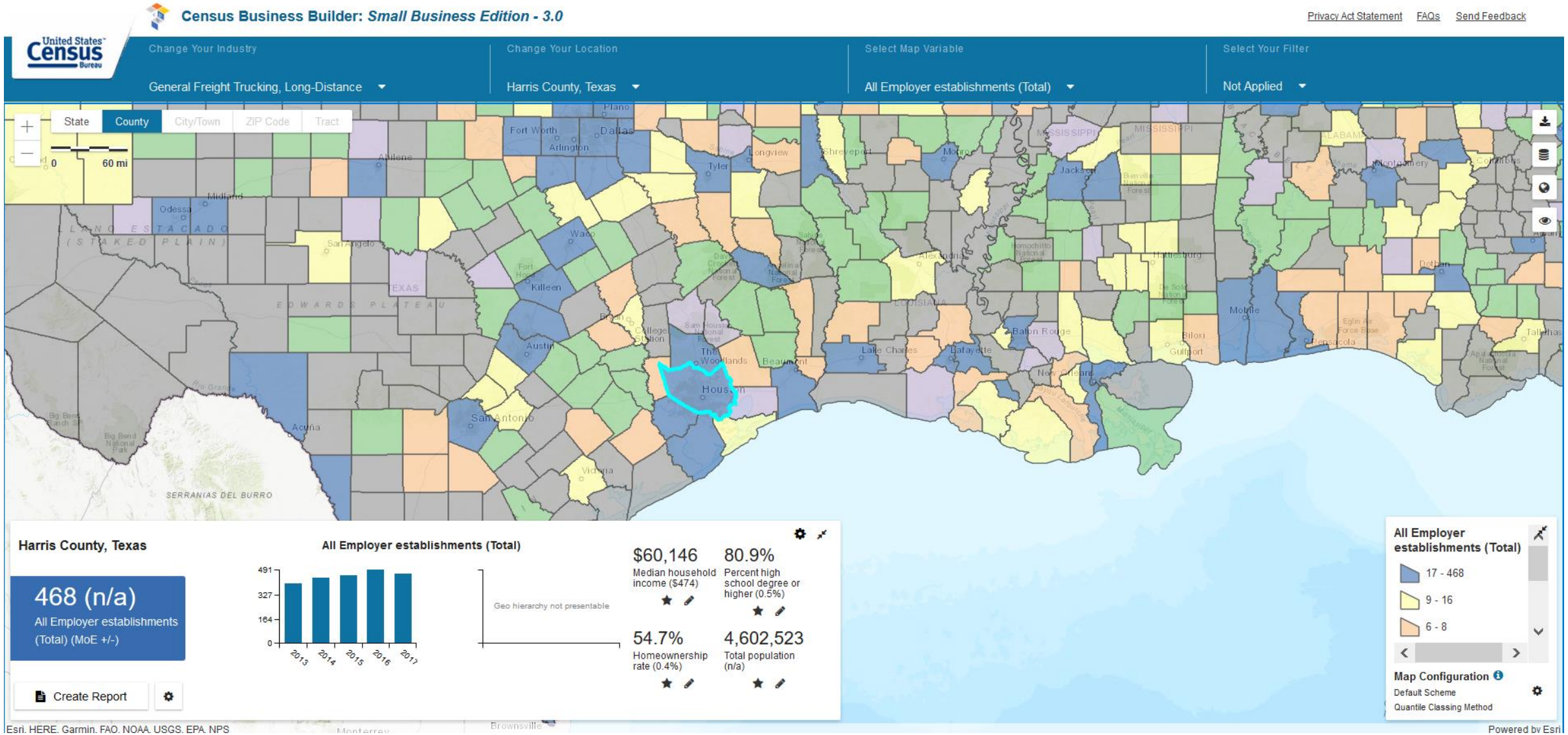
NSF National Center for Science and Engineering Statistics

# Census Business Builder

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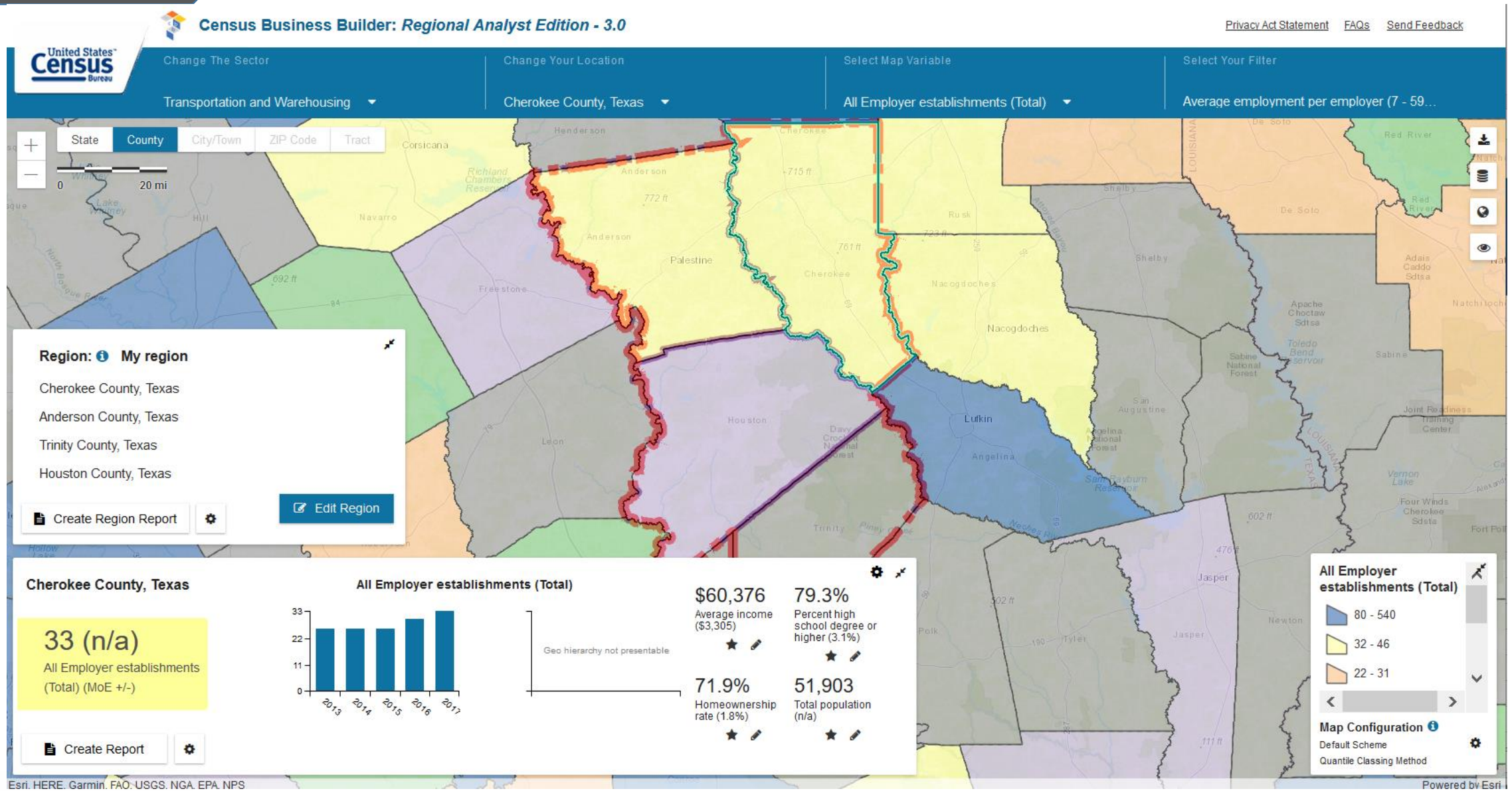
Cbb.census.gov




- 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

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***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**

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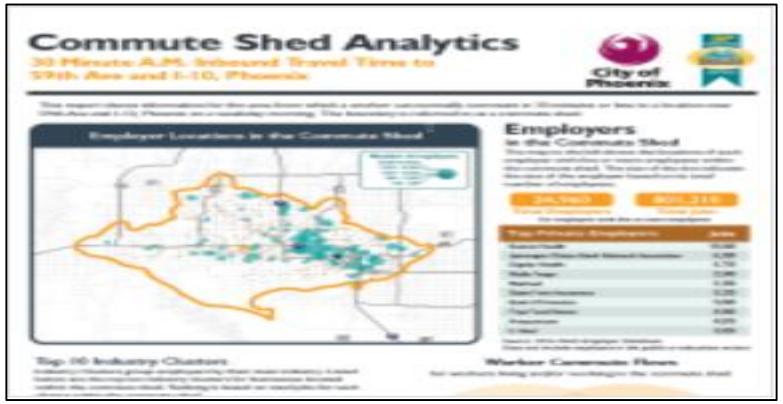
# Content Overview: Topics

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

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## 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

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## Exploring Our Data Tools

# QuickFacts

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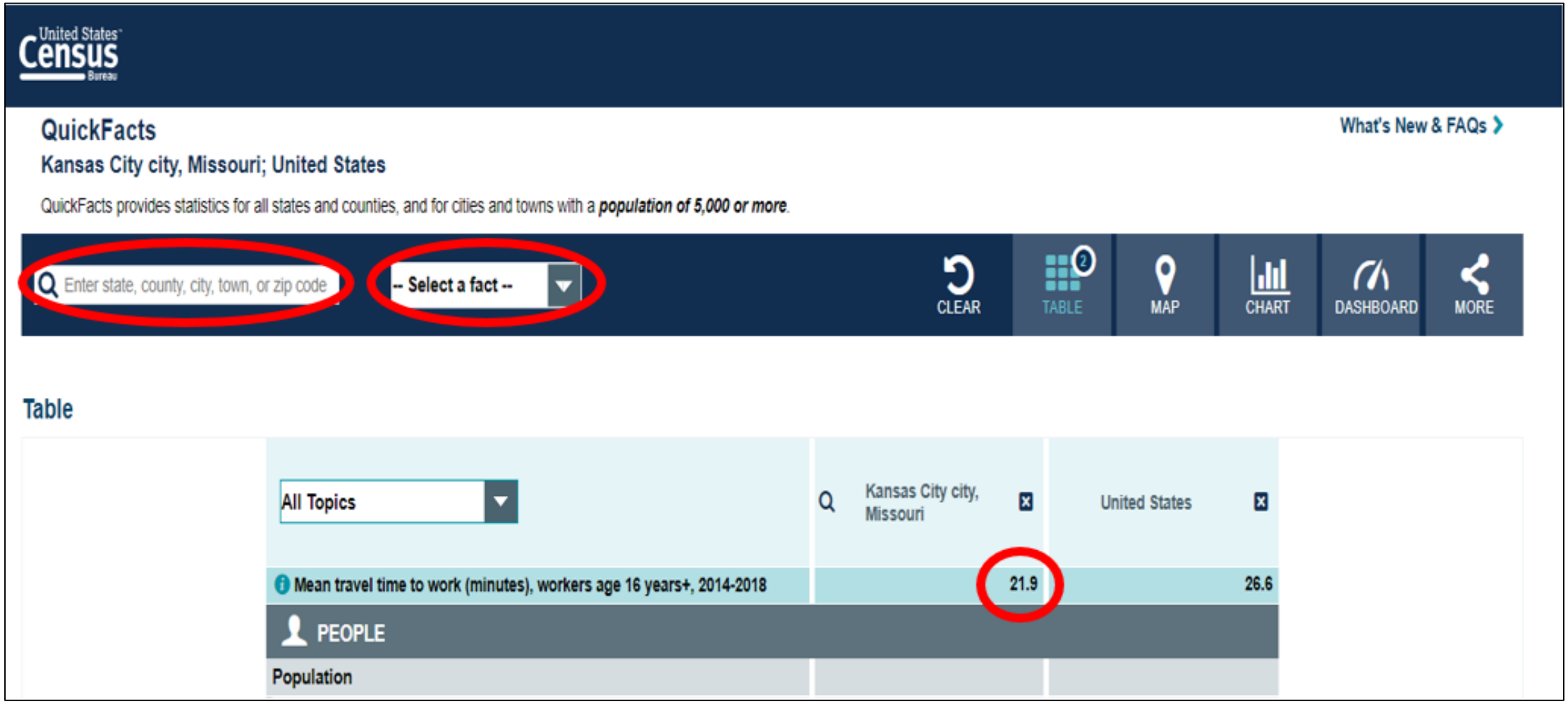
# Example 1: Finding Commuting Times by Place Within a State




census.gov/quickfacts

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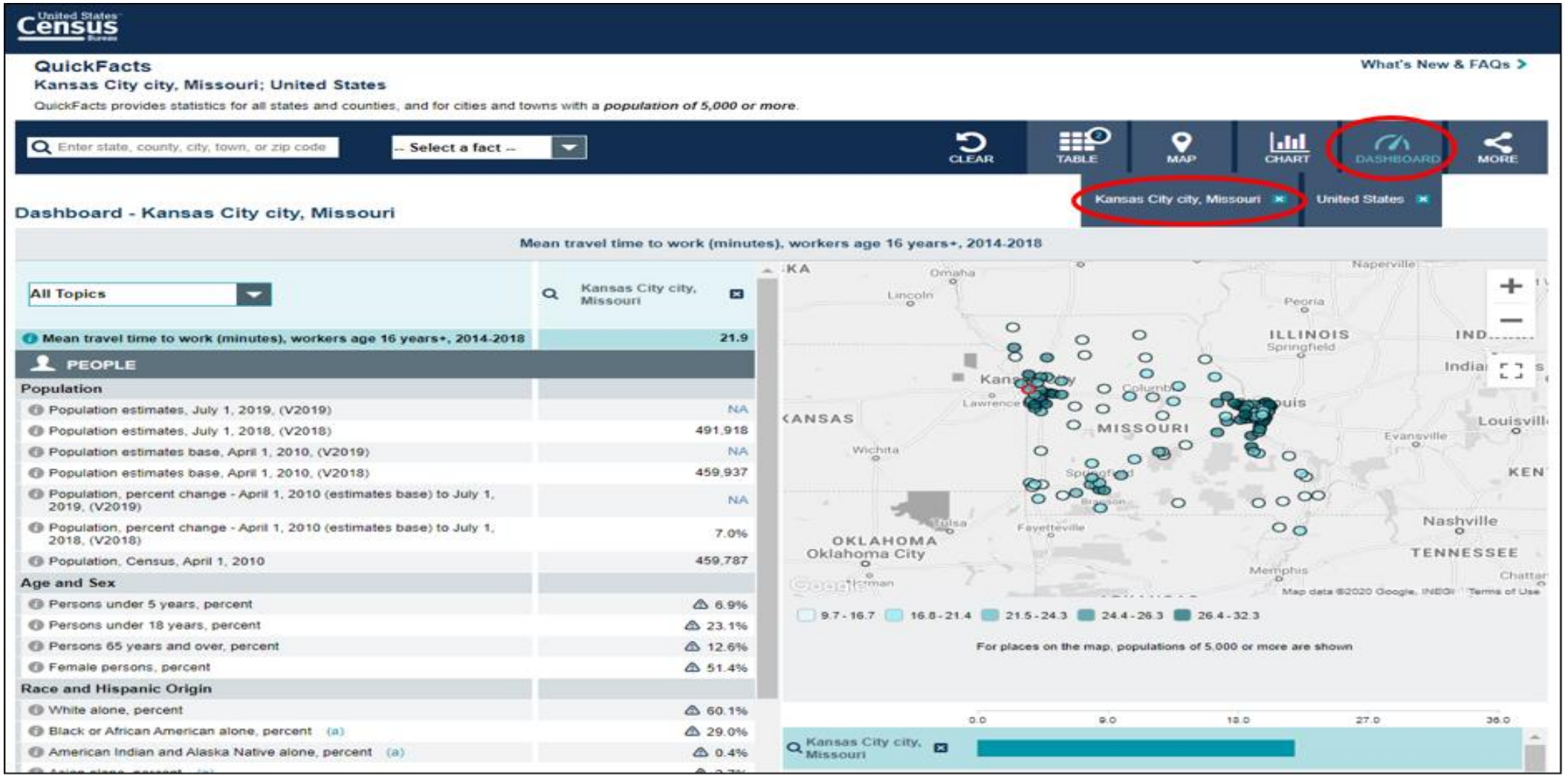
# Example 1: Finding Commuting Times by Place Within a State



## Exploring Our Data Tools

# data.census.gov

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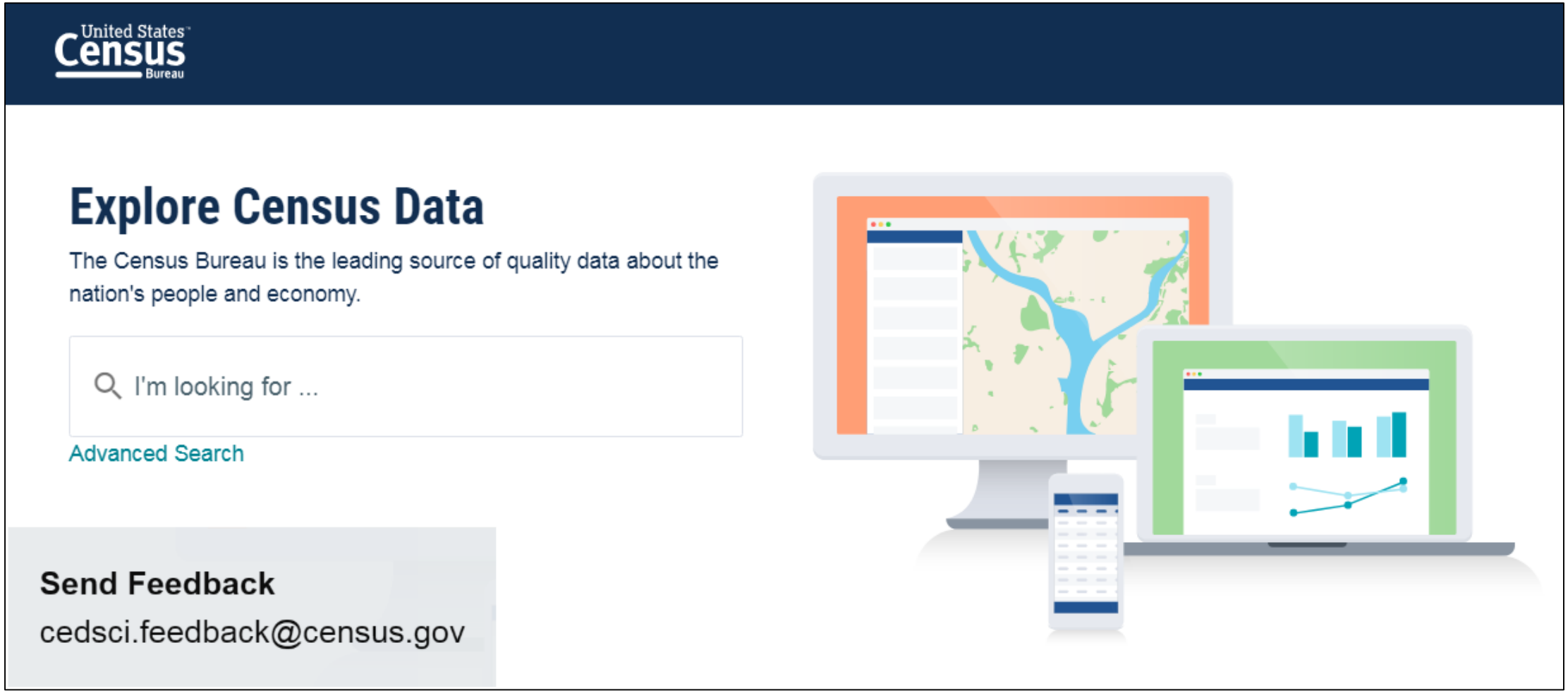
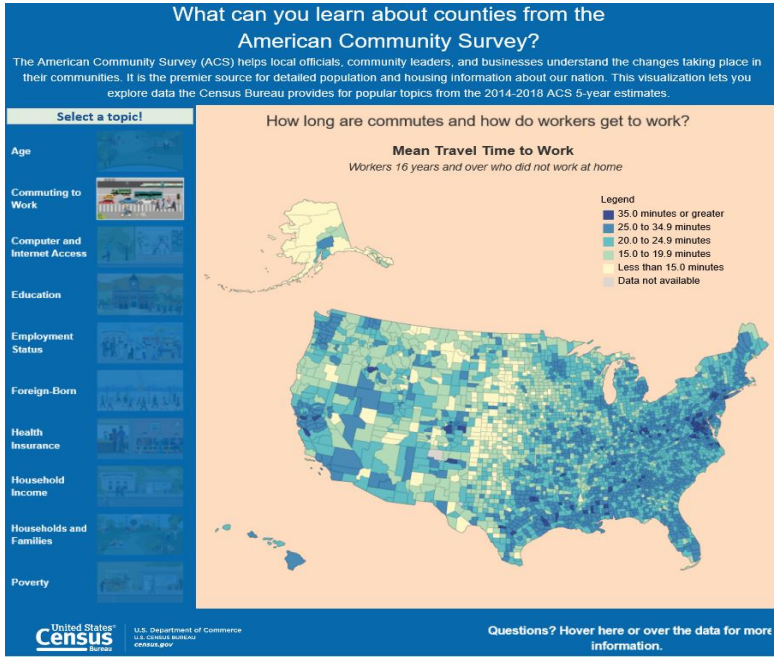
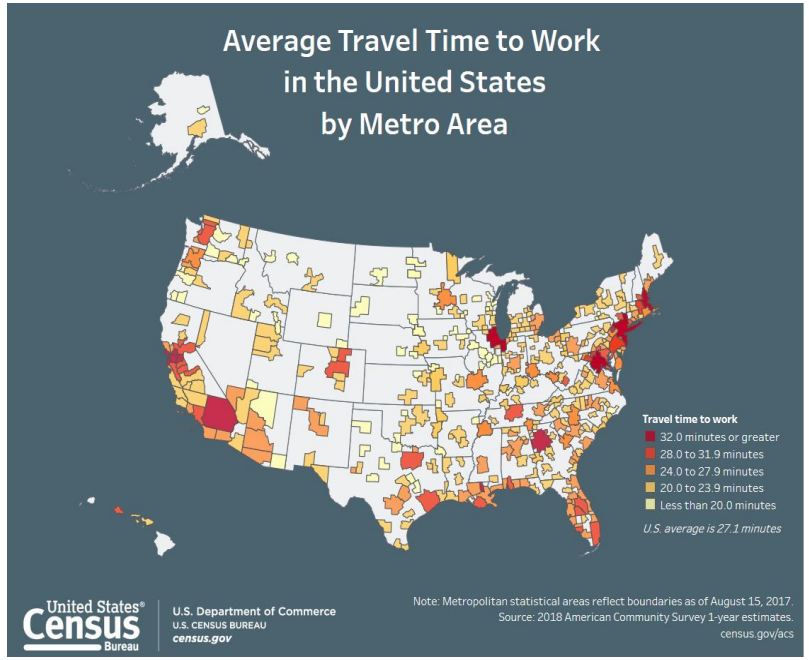
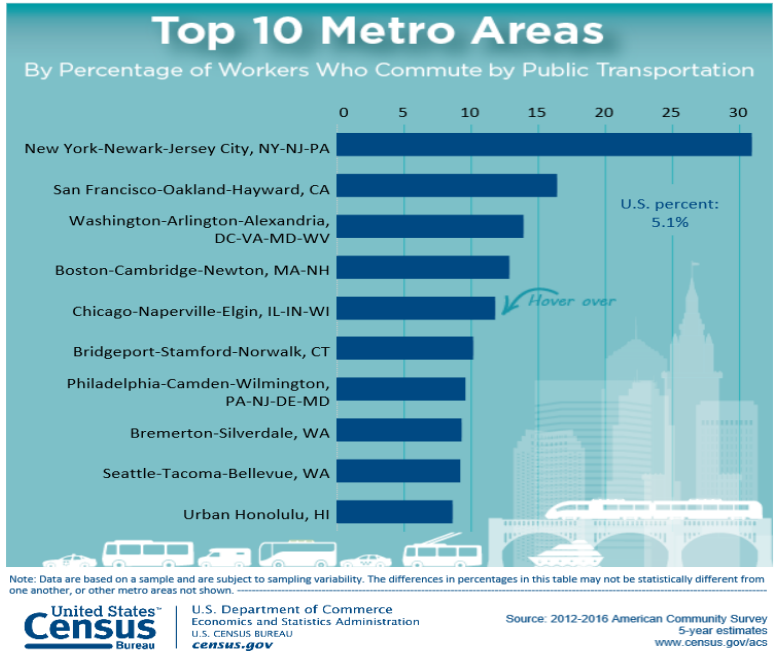
# Example 2: Live Demo - Finding Transportation Occupation Data by Sex



# ACS Infographics & Visualizations



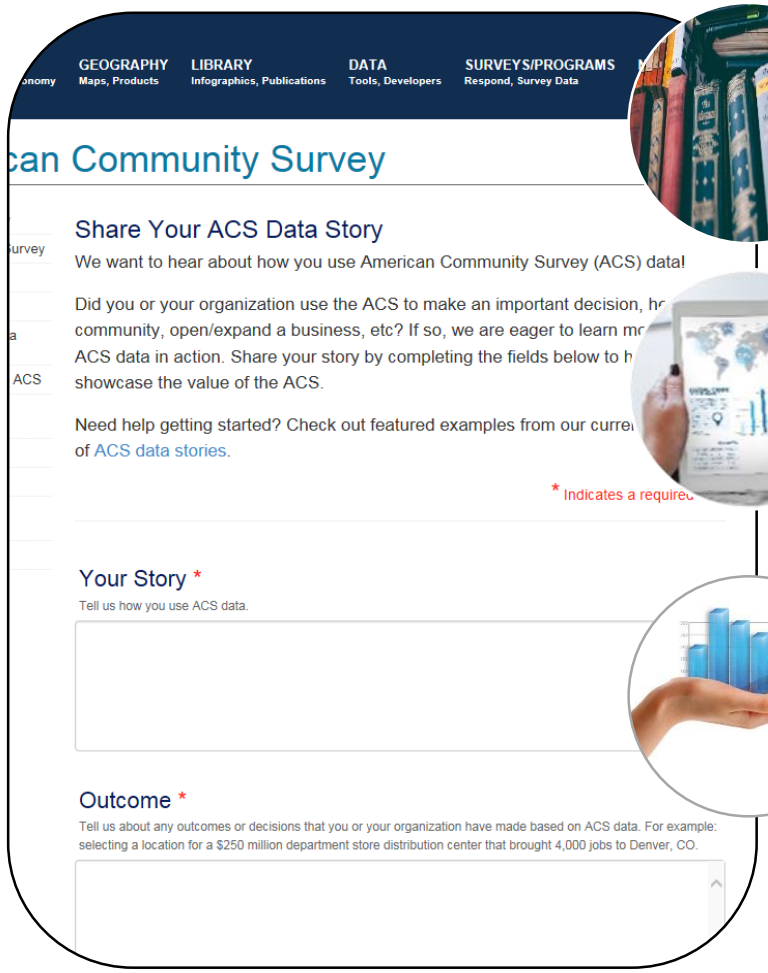

https://www.census.gov/programs-surveys/acs/library/infographics.html

# 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

# Data Tell Stories. Tell us Yours!



**Your story**

**Your data details**

**Your outcome**

census.gov/acs/www/share-your-story

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# Q & A and Thank You!

## Contact Information:


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American Community Survey Office

1-800-923-8282

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

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# Reference Materials

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# North American Industry Classification System (NAICS)

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

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# NAICS Hierarchy

| Level | Code | Description |
|---|---|---|
| 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 |

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