Please stand by for realtime captions. >>Good afternoon everyone. Welcome to the 2017 economic senses a preview of key data product changes. Our original speaker Kimberly more chief economic [Indiscernible] welcome into the session and the conference. [Applause]
>> Good afternoon thanks for having me. Edward Watkins as Josette I'm not Kimberly more I am here in her place. I work in the economy wide statistics division the economic director of the Better Business Bureau I just want to acknowledge [Indiscernible] are here with me. I'm going to go through a few things that we will have time for questions
I'm sure. We are going to talk about some of the key data changes for the upcoming 2017 economic senses I should say upcoming because it is already started but just go over some [Indiscernible] into a little bit of detail and again questions at the end please feel free to share them. Just an outline of what we will be discussing for the next 35 minutes or so I want to focus on for high level changes that you will see in 2017 the economic senses. The first is geographic area changes. I thought I would give a high-level overview of the geography and I delve into changes [Indiscernible] also talk about some of the changes to code some of the -- that were added in some that went away or collapsed we will talk about that a little bit. [Indiscernible - static] this is our new means of classifying products replaces the old product lines table I want to spend much time on that I just want to go to the next bullet I'm really excited about that.

>> We also have the American committee survey which is another demographics survey that is done annually as a supplement to the Centennial. I guess we have over 130 surveys and censuses annually that are down at the Census Bureau. Over 50 of which are related to business days -- businesses that is a very well known but I'm happy to be in a room full of people up some understanding of what we do in the economic side. Obviously our biggest and most comprehensive survey the excesses which is why we hear today that is conducted once every five years and years ending in 07. [Indiscernible] I want to talk about a couple of surveys that are related to the economic senses [Indiscernible] done for the public sector for state and local government [Indiscernible - muffled dialogue] Puerto Rico, Guam, American Samoa [Indiscernible] and the U.S. Virgin Islands. Let's back up a little bit and talk about an overview of the economic sentences in general and talk about 2012 and we will tie that into 2017
. First these bullets highlight the level that we focus on for the economic sentences -- Census we cover almost the entire gamut of industry and products
. There are some exclusions. Generally this is a webinar base presentation so that euros there's that you can click on and look at. I don't have -- you will don't have those with you but Adam here has business cards that you guys can pick up at the end he will gladly email the presentation. What I will say is because we are glossing over so many topics in a short period of time there's URLs are going to be vital to get a lot more detail to what I'm going to go over today. Starting off here the exclusions that are published in the economic sense
 -- economic Census [Indiscernible] the Department of Agriculture and a couple of other business types couple of sector of course colleges and universities another example while they aren't applicable to the economic sentences -- Census [Indiscernible] again I want to try not to give that away so geography course we have national level data we also have date -- state we go substate to metropolitan statistical areas in Mexico levels as well -- ZIP Code levels as well. Those geographies very bisector some trees have more -- have the capacity to published a more defined level. We will go over that of its. Other dimensions the economic sentences has a wealth of [Indiscernible] we also update on legal form organization franchise status a number of other publications that we have simple breakouts of the economic data for the census. Over 200 dated variables are shown some of them are standardized you see the same variables throughout paltry then there are others that are very to certain sectors. What we

have listed here is employment payroll sales sales is in air quotes here [Indiscernible] other areas may call it revenue some variation of sales

those are pretty standardized across traits but there other variables that are very specific to certain sectors manufacturing for instance in that area where I spent most of my career

a lot of detailed inventory information also have some inventory information assets to services another trained other variables so it gets pretty specific in some areas just detailing about a certain industry or sector than others are very generic across the board and lastly here we have product levels. We will talk about that a bit more a little later [Indiscernible] product why data is where you have revenue that's broken out by product sold or manufactured are also services that are rendered. A good example of that really practical example is when you pick a grocery store if you wanted to know the revenue from grocery stores you can easily get that in most of our data but if you are information on product sold in grocery stores this is where you go to a product wise data. With a lot of change with that so keep sitting tight for that

. A couple of other things that I want to note before moving on to the next slide minutes ago I mentioned the island areas economic [Indiscernible] one being the [Indiscernible] and business owners which highlights information by ethnicity, race, and gender in a couple other factors for business owners other characteristics for business owner it also the commodity flow survey which tracks the movement of commodities by mode of transportation and other variables. Those are other things working in concert and conjecture with the economic sentences -- Census . Before we do again -- again Adam has got the presentation with the URL this is just a couple of little snapshots of data of our scheduled for the 2017 economic sense -- Economic Census [Indiscernible] just about a month ago and we will talk about what was included there. We've got data scheduled to roll out all the way until the end of 2021 our next lady publications are our geographic area series we will are rolling out data by state and other geographies beginning with the new year so in January early on in January I'm predicting we will have the for geographies. The other screenshot right which -- it's not as busy as it looks. What the slide is, is going into all the other types of geographies that are published at the Census Bureau so course with national level data other data goes a low [Indiscernible] I wanted to note you see there are a few these geography that have a red oval around them or a pink oval. These are geographies that are published by the economic programs so it'll go to regions division states and counties and congressional districts even as level data so that varies a bit I survey and I I guess type so for the Economic Census we go as low as the place level. There are a couple of these circle geographies that have -- dotted circles we are going to talk about those event. These are areas with there's some difference or disparity between the economic and demographic programs. On the left you have the first one is -- goes into detail about [Indiscernible] for the demographic programs they have what's called ZTCA [Indiscernible] sometimes difficult to lose those when you leave the building but ZTCA stands for ZIP Code tabulation area. They do attempt to mirror ZIP Codes but they are quite exactly ZIP Codes so there's some slight nuance there. On the economic side we use the old-fashioned postal kind find ZIP Code [Indiscernible]. >> Also places are slightly different both economic and demographic programs Data for incorporated and unincorporated places. The differences on the economic side we have what's called economic places we don't publish there's a better criteria to determine was eligible to be published at the place level and criteria to the economic please 2500 and populations of 2500 people have to live there for there's at least 2500 jobs so as we move forward and talk about geography keep that in mind these are kind of among the things that deal with what comes and goes in a given census in geography if any area or boundary or please ends up having more than 2500 and 2017 they didn't 2012 I can play a role in likewise if an area lost population or jobs

they could fall out of the running of being eligible to be a place [Indiscernible]. Is that type of thing happens if a place falls out of

I guess eligibility to be published also be published economic this but will be published and something that's called balance accounting so it will be grouped with other areas. A couple of things to point out additionally that are twisted CFS areas these are metropolitan areas or something to metropolitan areas to the commodity flow survey also consolidated city was sharp we also publish data those boundaries as well I believe there are seven consolidated these -- cities. No one is here to fact check me but I'm pretty sure it seven. Very important it is crucial that we get these businesses coded right and right geographies because we baseline

most of our other economic programs to be the most bracket -- [Indiscernible] the businesses were we have been classified then got a carry over to subsequent surveys for the next five years the reason 2013 1450 60 and even 17 our baselines where we have the businesses cross paths in 2012 very important that we get that right. The last thing you want to mention is that businesses are geocoded they are coded based on their physical address we do often mail data to mail surveys 12 mailing address especially in rural areas there's a mailing address because these businesses based on their physical address. That slide was so bad [Laughter] >> The next thing I just want to highlight geographic area changes for the Economic Census 2017 there's a lot here I don't necessarily get into detail on all them but I will briefly mention him a bit. There were 15 states and 2017 that has a metropolitan area change. Three states has some County change. Virginia is one of the three states listed here where we are now. I think what happened in Virginia there are some independent cities that were not parts of counties that became consolidated in the county for 2017 I'm pretty sure that's what happened there. There are over 16,000 places in the United States every state for 2017 economic place with some change. This is a pretty substantial thing is kind of blew me away about 58% of the 16,000+ places have some change for 2017 important to know if you are doing trim analyses and timeseries there was a good deal of change just under 4900 of these places has of area game might be some [Indiscernible] some boundaries change or maybe something was unincorporated are part of a different area before and now becomes part of an area just under 4000 had an area lost the inverse there was some land boundaries was lost. 125 places had a colder name change something changed other than the name of the place. You got a funny NASA lame -- last name [Indiscernible] what happened is [Indiscernible] we talked a little bit earlier about the criteria for becoming an economic place based on the criteria we have 442 new economic places in 2017 what that means is they met the criteria there is a growth in population of there is over 2500 living male or there were 2500 jobs added or present in that place. Conversely we were off the hundred 71 economic places [Indiscernible] I had some sound effects it would be -- maybe the price is right there.

For island areas there really was not change there were no major changes for Puerto Rico in fact Puerto Rico is the only other five territories that has any metropolitan areas and no County or present data for any of the other four in this URL again [Indiscernible] will provide this goes into a bit more detail about this. The next slide is among the things that you look at that you are also we have here is is a snapshot of one of the main resources that we have detailing the geographic change so this is a summary of changes for 17 this is the state it's really high level overview of what change so the first row here's for Alabama there were some measure area changes the Birmingham combined statistical area eight micro area there's a new [Indiscernible] there were no County change than Alabama and the place there were 314 total places and again he gives a breakdown of what I just showed Jermaine to go by state. Additionally this not only gives you this there's also at least change notes at the URL at the bottom of this slide the breakouts of for instance there were 15 economic places for Alabama there is also information into detail those 15 new economic places are so wealth of information is available here. >> This slide basically goes into the mapping resources for 2012 we had a ton of mapping resources on the left ear we've got the screenshot in the back shows the combined area for the Washington DC area the legend kind of highlights where is the area where there were things that were added for 2012 from 2007 it shows that for the same and maintain themselves from the two period

. Also the other screenshot this is for Anne Arundel County Maryland again give you an idea of what statistical areas metropolitan areas are there in the count the U.S. probably can't see this that this was interesting to me there is one area your pink that's for Annapolis which is actually only incorporated town Anne Arundel County which I don't know. [Indiscernible]
 in 2012 these were static resources we have PDFs available with all this information and the slide is basically a single this sustained 2017 towards an online platform is dynamic have this URL just is on the right also the 2012 steps in the right to the bottom on the right URL to going to Tiger lab that is platform for looking at these map data from 2017. That's geography let's dive in [Indiscernible] the North American industry classification system this is the standard that we have in the United States for classifying businesses is the standards elderly United also every country agreement is entered how United also Canada and Mexico. This ensures comparability across the country so if there is a business where you are looking at is related data in the United States you could look in Canada and Mexico see the same type of business so it's an apples to apples means of comparing. After certain level it breaks out to specific by country but for the most part is kind of [Indiscernible] across all three countries. This was adopted in 1997 is replaced the old as I see standard industrial classification system I still here and there [Indiscernible] updated every five years [Indiscernible] once every 10 to 15 years this is much more frequent I think that's better because you get a better glimpse of what's going on in the world period kind of segues into every five years the countries get together to discuss changes maybe there's an emerging industry any to be separated was previously [Indiscernible] >> That is not a separate industry anymore my grandmother had the to TV still I don't see those very often. Things like that are discussed between the three countries and businesses also can play a role so what happens here is there's the Federal Register notice that goes out we will have these initial discussions and OMB is required to sites the changes that are proposed and businesses and individuals have the ability to [Indiscernible] we will read those comments also take that into account terms of making our final designations from [Indiscernible] we're in the process of having some of those conversations for 2022 I think I Federal Register notice me go out by the end of the year if I'm not mistaken. If you are interested be on the lookout for the again again there's a couple euros here the [Indiscernible] website is available and also a link for the Federal Register notice is given you every opportunity to comment on changes for 2022. I wanted to briefly go over the hierarchy of [Indiscernible] this is just an example of how this is cascades down for more detail so starts the highest level is to digit levels of here we have an example of [Indiscernible] this is for accommodations services -- the three digit breaks out into three, four digits their you got traveler combination RV parks and [Indiscernible] grooming and boarding houses just going further on 272 11 traveler accommodation here we have 35 digit [Indiscernible]
 this is a cascading system [Indiscernible] that our data comes to a nice tidy sum. One thing before we move forward I want to note I'm going to discuss some of the changes for 2017 the changes that I will discuss
 are six digit changes so the [Indiscernible] level changes
 again there will be URLs for more details on all of the changes four 2017. Talking about [Indiscernible] changes there are three or four different types of changes that will go through those bit. The first is the easiest from a review standpoint it's just want to want Rico the content of what industry is completely person attached to another industry the only thing that changes is the [Indiscernible] code. These other ones are a bit trickier [Indiscernible] collapsed into two industries kind of moved into one because we can no longer support having that industry by health
. We also have [Indiscernible] one industry it was too broad and it was decided that when industry needed to go into multiple other industries on their own -- >> We took the natural gas extraction portion of the first industry in the entire other industry natural gas liquid extraction made one industry natural gas extraction. The crew that was previously with natural gas extraction became its own industry so that's an example of a many to many switch change. The second grouping here is two industries

[Indiscernible] copper and nickel ore mining were all combined to make one big happy ore mining and with copper nickel then [Indiscernible] altogether manufacturing some of the same they had [Indiscernible] this one that you guys in the room can't see very well but was pretty big is
 household appliances in the past for industries here one for cooking appliance manufacturing one for refrigerator freezer manufacturing one for laundry question -- equipment manufacturing and one for other
. As it turns out manufacturer in United States [Indiscernible] we can no longer support having this for industries on their own so we combine those orange one major also applies pressure industry for 317 -- 2017.

>> Retail trade had a couple of consolidations for recode's as well. One of the many in the past electronic shopping and mail order houses combined into one that was three industries before [Indiscernible - muffled dialogue] we have some recode's here and the information sector wire to telecommunications got recoded.
 [Indiscernible] lastly the emergency in nanotechnology led to a breakout so previously nanotechnology was part of two industries it was definitely determine with its immersion that needed to handle on on its own to part two parts of nanotechnology across two industries and made one industry from that excited about that. Again one of the beauties of [Indiscernible] would you recognize and pay attention to trends in business
 and having these discussions every five years allows for us to stay agile and dynamic they were the times you will. The moment we have all been waiting for not that type of map although some of this data will lead you to naps but hopefully you are snapping in the room or watching it. The North American product classification system is something that we adopted in 2017 again going back this is based on product line we talk about this the beginning this is a detailed breakout of product sold and services provided by business. This is kind of based on -- in 2012 we had product lines data but it was different across traits of for manufacturing and mining they was -- page arrived these [Indiscernible] for construction there was this -- to concepts called type of business and type of construction the kind of critical proxy product data and for other sectors of retail wholesale and services sectors there was this broad line detail line which more details of broad lines concept we did for NASA's we created really the combination of some of these really all of these concepts to some degree and standardize across traits so for now we have is the same data the same type of data across all trades
. What I really like about naps
 again I will speak to manufacturing because this is what I mostly know in the past we had manufactured product data there is also an area for miscellaneous receipt. We know that was black box but it was slang is received. With about naps is now we have the ability to get the breakout what that miscellaneous is. In this past [Indiscernible] it allows for some really interesting information and data and I can attest that is interesting because we are reviewing that now there's definitely some things he didn't expect so we are really excited about that. Something that's important the link that's available patient is in accordance so it gives an attempt at where we are possible showing where the previous product line by whatever treat whatever method was used, how that is comparable correlated to the naps codes that we are using now. >> Now we are down to the other changes for 2017 so first I will start over the structural changes naps is an example of the structural changes but the first look is the first example of it. In the past their first release the economic census was this naps report which was really high level to digit maybe three digit level [Indiscernible] for the advance report in the past that it was just at the national level we have that then we also had the industry series which data [Indiscernible] the first look is really a combination of both of those so we have to 36 digit level and that that the national level so that is definitely a first the guess relatively speaking your is that we've gotten data that detailed and I guess I will that in the past when you have two or three digits for the advance reporting

but just extensions for the industry series [Indiscernible] this is a robust product that we've had in the past. I guess something else that is worth noting it is also going to be highlighted in the bullets below the first look is to all trades is all came out at one so September 19 got two through six digit [Indiscernible] were applicable to the three -- Economic Census

>> If there were trades that have the same type of Schmidt and [Indiscernible] they didn't always have the same size breakouts on for breakout services might've been different than employment breakout and wholesale I'm not sure that's true or not example will be done in 2017 as we had a lot of conversations a lot of Relation to us agreed to having seven table same size breakouts across the board for each table and also -- this is for every trades the entry didn't have five category tables before they happen now so we're really excited about that. Again that makes for comparing and reviewing data different traits in different levels a lot easier because you are looking at anything you are looking at the same product we are really happy that. Continuing with the structural changes miscellaneous subjects table to do a better consolidation of that 2017 this was done for a number of reasons among them was the data out in a more timely manner is one of our goals and directors try to continue to more timely manner we lost 38 tables from 2017 the oral here on the right on the slide gives some detail on what those tables were. The bullet here sites by trade how many were lost [Indiscernible] for real estate five were lost for example. This is a bit of a moving topic right now with agreed that 38 were going to be dropped I can't say that, that is necessarily final or that more won't be dropped but this is where we are right now. Additionally we added tables for 2017 one of them that is of particular interest is the last one hereunder combinations electronic menu ordering however means of this table is going to highlight revenue by electronic my orders if you want to order pizza the this will keep track of those that ordered online maybe through an app as opposed to going into the restaurant were calling and over the phone.

>> This is a pretty big one we have some disclosure rule changes mandated by the IRS there's publication 1075 that we've adopted four 2017. In the past we published the number of establishment [Indiscernible] we did not suppress those even if there was a row where all the data was suppressed with gave the information for a number of rows so there was only one establishment and so you please let you know that there was one establishment based on his IRS privacy rules were no longer allowed to do that now in fact if there are less than three establishments that row is not going to be published at all so it's a big change from what we've done in the past but it's important that I am bracing you guys for this. The circles here give some examples of things that we show the past in 2012 that we don't we will be showing 2017. The methodology for I guess complementing that disclosure was made area bit this is a bit of an evolving concept of nothing else we will not be publishing most Rosen 2017 if there's less than three establishments.. A few other changes at the geographic level [Indiscernible] this doesn't really change for 2012 that very bisector that is still the case again as I said in the beginning some trades have geographic data that goes in the lowest place and other trades only have state-level data so mining construction are examples of where their state level data. For the 2017 economic system manufacturing is longer able to support place data so please data will no longer be published. Something else that is important to note not necessarily a geographic area but is that we won't be publishing roles whether zero establishment. In the past I think we had hundreds of thousands of rows with zeros and I can be frustrating if you're trying to find orders the actual presence of data we will not be publishing those anymore is in addition to the -- anything less than three establishments we will not be publishing. I say that there was a lot of that place data for manufacturing became difficult to support publishing and to publish that. Additionally there is no Sukkot data for the 2017 economic sense -- Economic Census is other bullet here denotes this is the kind of fluid is finalized yet there may be other sectors or other levels of the detail that we may not be able to publish [Indiscernible] mirror the U.S. data tables so for 2017 it will be to geographic area tables, for naps tables, foresighted tables and array of industry [Indiscernible]. The last other change that I wanted to highlight here is a mentioned at the beginning we previously for the past couple of censuses have been publishing [Indiscernible] we are no longer going

to be using American factfinder. We have begun even for the first look that was released began publishing data at data&.gov that platform it's got some enhancements from ASF hopefully it is easier to encourage you all to your eyes yourself with the tool there's even a webinar available on the Economic Census website that walks you through how to navigate platform the please take some time [Indiscernible]. We are in the process of migrating 2012 data think it may have already been migrated into
 data that census.gov if it's not already completed it will be completed by previous iterations of data are still available for now on ASF just a warning that is coming.

>> I guess he gave away that I'm about finished. Just a summary of what we discussed today there's lots of changes to our data products for 2017 geographic area changes a lot of boundary changes things that are having change before so you to keep these things in mind in your timeseries analyses you might have some things might break goes a bit. We've got definitely qualify places lakes again we have some changes so check your timeseries sure they are comparing apples to apples or at least being aware when your timeseries is breaking. We're really excited about naps
 the new method for comparing product data across industry we spent a good deal of standardization so you all can look at a similar product across trades. Lastly keep in mind the other changes miscellaneous subjects data we dropped we changed some [Indiscernible] with establishments and lastly the data that census.gov platform. Okay I am finished if you have any questions please contact Kimberly more [Laughter]. She would love that I said that. I can give you my number is 301763407
 [Indiscernible] a couple of business cards here again if you want to get the presentation and get some information on some of the URLs that we have listed. It's time for Q&A also questions online.

>> [Indiscernible] University of South Carolina. When you dropped a place is there mapping back to the old geographic location? Of the 171 places that were dropped what I be able to go back to the 2012 and know what they were 2012? >> Oh yes that will be available. Again for those changes will be able to see what those words were that dropped and you can take that back to 2012 be able to see --. >> Will I be able to know what they were consolidated into?

>> That is in the change note. There's a lot of detail on what change and I guess where why went where went so is available in those change note
. >> When you consolidated industries to picked up interesting to me kind of jumped out at me to use those examples were those changes published in the Federal Register before the changes they because one example that you used makes it harder to identify fracking and the other one combines copper nickel and let my light mining is particularly more dangerous than the other so this is an industry, industry data is as geographic level were these changes passed through the Federal Register quest >> They were passed through the Federal Register. I would actually suggest that you post those comments with the 2017 register notice just so is out there. I will say that you can still get some of that breakout by not but again the fracking you are right that was definitely there's a lot of conversation about that. >> Privilege of a citizen having seen what was done with the other side of the census I'm not surprised that some of this was industry based. >> Thank you for your question
. >> [Indiscernible] when data is not appearing like the road disappears let's say I extracted table for Alabama and one for Georgia and I want to compare them if one of them has no data on it or suppressed and the data doesn't appear how to I Ramos tables against each other
 they will have the same number of rows and I won't necessarily where the Rose disappeared? Is there product that we do that or county to county or anything? >> [Indiscernible] if it's one of those things that too there's less three establishment [Indiscernible] there's not a zero there is completely gone so you have Â¬170 and 156 and the other how to mash them up. >> Let's talk off-line. That can be a pretty

detailed question I don't want to get in the weeds with everyone here but that is a really good question think you for that. >> Does anyone else have a question?

>> Are there plans for [Indiscernible] to include Canada and Mexico data question >> No this is strictly U.S. data to the best of my knowledge the answer to that is no. We will note that and see if someone is been on that. >> Consensus finalize management -- which is the latest reports will be dropped in which will be added

? >> [Indiscernible] unfortunately this is Iris mandated across all surveys so we can no longer publish any rows that have less three establishment. I will say that you will still have the total lines I guess you can infer how many rows would have been there but you can't shows roles as fellows and even to be honest will be difficult for that because we do have to protect the privacy thing we do have to protect the privacy of the IRS in this instance in addition to businesses. >> You indicated that approximately for the static network dynamic map would be observed the different spot on the map is [Indiscernible]

>> [Indiscernible - participant is too far from audio] >> We have a data tool called census business builder. I have been demoing it for a couple of people in the conference. >> I use it. >> If you have any questions about it I can happily address this while we are here or you can remind me which specific part you are looking at for that math -- map

. >> [Indiscernible]

>> Let's they were Virginia and you can click on the my location but it takes directly to all of his is that are out there and will tell you what those businesses are will tell you exactly how you are

. >> Any last questions we got a few minutes left?

>> Sorry Jennifer. [Laughter]
 For those of you listening abroad I am sorry but those in the room we do have some good eat so I want to thank you for your time and listening. Thank you for your interest in our data and enjoy the rest of the conference, thank you. Don't forget if you need the business card they are right up here. [Applause]