New Business Programs & Data Resources
Today’s Workshop Features...

New Programs:

• Business Formation Statistics
• Pulse Survey
• Annual Business Survey

New Resources:

• Covid-19 Data Hub
• data.census.gov

Quick Access to Your Data:

Business Formation Statistics –
https://www.census.gov/econ/bfs/index.html

Pulse Survey –

Annual Business Survey –
https://www.census.gov/programs-surveys/abs.html

Covid-19 Data Hub –
https://covid19.census.gov/

Data Search –
https://data.census.gov/cedsci/
Business Formation Statistics

• New public-use data product
• Joint collaboration with
  • Board of Governors of the Federal Reserve System
  • Federal Reserve Bank of Atlanta
  • University of Maryland
  • University of Notre Dame
• Available data
  • National, State, Regional level
  • Quarterly
  • Weekly

Additional resources:

“Early-Stage Business Formation: An Analysis of Applications for Employer Identification Numbers”
By: Bayard, Dinlersoz, Dunne, Haltiwanger, Miranda, Stevens (2018)

FRED mobile app –
Business Application Series
Business Application Series

• Business Applications (BA): Removes all applications that are:
  • Trusts, estates, tax-liens
  • Certain agricultural, financial, and private household filings (volatile and low transition)
  • Public entities (e.g. state and local governments)
  • Missing state information and outside of 50 state or DC
  • Concentrated filing spikes (financial filings that correspond to 25 or more applications in the same weekly application cycle, same zip code, same 6-digit industry code)

• High-Propensity Business Applications (HBA): Applications with relatively high transition rates to employer businesses
  • From corporate entities
  • Indicate hiring employees, purchasing a business or changing organizational type
  • Provide a date for first-wages paid/planned
  • In manufacturing, retail, health care and restaurants/food service

• Business Applications with Planned Wages (WBA)
• Business Applications from Corporations (CBA)
Business Formation Series

• Business Formations within 4 Quarters

• Projected Business Formations within 4 Quarters

• Spliced Business Formations within 4 Quarters

• Average Duration (in Quarters) from Business Application to Formation within 4 Quarters

To read more about the Business Formation Series, visit -
https://www.census.gov/econ/bfs/methodology.html
Actual and Projected Business Formations (Within Four Quarters), Seasonally Adjusted

Thousands

Actual business formations

Projected business formations

Source: U.S. Census Bureau, Business Formation Statistics.
High-Propensity Business Applications Per 1,000 People

Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. Population estimates are as of July 1.

Source: U.S. Census Bureau, Business Formation Statistics.
Business Formations (Within Four Quarters) Per High-Propensity Business Application

2006

2010

2016

2018

Note: Average of nonseasonally adjusted data across all quarters in a year by state is depicted. The 2016 and 2018 maps contain projected formations.

Source: U.S. Census Bureau, Business Formation Statistics.
Business Applications by U.S. State
Percent Change From 2019 Week 19 to 2020 Week 19

Select Application Type:
- Business Applications

Select State:
- Washington

Select date:
- 2020 Week 19

Select Application Type:
- Business Applications
- Business Applications from Corporations
- High-Propensity Business Applications
- Business Applications with Planned Wages

U.S. Total - 2020, Week 19
66,410 Business Applications
Year-to-year % change: -2.3%

Business Applications With Year-to-Year Percent Change: Week 19

Note: Week 53 figures are excluded from visualization.
Accessing the BFS

Business Formation Statistics

Data Visualizations and Historic Releases - Quarterly BFS

Time Series Data

- Time Series/Trend Charts: Create your own customizable time series

Use the link above to access all Business Application series and Business Formation Series at both U.S. and State levels. Data are available both seasonally adjusted (where applicable) and not seasonally adjusted. For detailed instructions on using the Time Series/Trend Charts application, please visit the Technical Documentation.

https://www.census.gov/econ/bfs/index.html

• Time Series Data
• Geographic Visualizations
• Interactive Graphs
• Past Releases
Business Formation Statistics


Time Series Data

**Time Series/Trend Charts:** Create your own customizable time series

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---

**TIME SERIES / TREND CHARTS**

Please follow the numbers in order.

1. Select the report/survey from which you wish to retrieve data:
   - Business Formation Statistics

2. Select a date range:
   - Start: 2004
   - End: 2020

3. Select Industry or Category:
   - Business Applications

4. Select one Item:
   - Total Applications

5. Select Geographical Level:
   - U.S. Total

Select as available:
- Seasonally Adjusted
- Not Seasonally Adjusted

[GET DATA]

Download all data for this report/survey
Save this search
## Business Formation Statistics

**Source:** Business Formation Statistics ([Definitions](#))

### Business Applications: Washington — Seasonally Adjusted Total Applications [Units]

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>NA</td>
<td>11,956</td>
<td>12,513</td>
<td>13,182</td>
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<tr>
<td>2005</td>
<td>12,015</td>
<td>13,261</td>
<td>13,089</td>
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<td>2006</td>
<td>13,342</td>
<td>13,720</td>
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<td>2007</td>
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<td>2008</td>
<td>11,224</td>
<td>10,874</td>
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<td>2009</td>
<td>11,473</td>
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<td>2010</td>
<td>12,711</td>
<td>11,566</td>
<td>11,857</td>
<td>11,716</td>
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<tr>
<td>2011</td>
<td>11,521</td>
<td>12,105</td>
<td>12,240</td>
<td>12,317</td>
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<tr>
<td>2012</td>
<td>11,281</td>
<td>11,667</td>
<td>11,961</td>
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<td>2013</td>
<td>12,371</td>
<td>12,421</td>
<td>12,230</td>
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<tr>
<td>2014</td>
<td>13,551</td>
<td>13,253</td>
<td>13,380</td>
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<td>2015</td>
<td>14,022</td>
<td>13,597</td>
<td>15,461</td>
<td>14,889</td>
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<td>2016</td>
<td>14,719</td>
<td>15,683</td>
<td>15,611</td>
<td>15,913</td>
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<tr>
<td>2017</td>
<td>17,445</td>
<td>17,007</td>
<td>16,857</td>
<td>17,108</td>
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<tr>
<td>2018</td>
<td>16,659</td>
<td>17,146</td>
<td>17,990</td>
<td>18,227</td>
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<tr>
<td>2019</td>
<td>17,283</td>
<td>NA</td>
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<tr>
<td>2020</td>
<td>17,283</td>
<td>NA</td>
<td>NA</td>
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</table>

### Business Applications: Washington — Not Seasonally Adjusted Total Applications [Units]

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
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<td>12,745</td>
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<td>11,974</td>
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<td>2005</td>
<td>13,241</td>
<td>14,122</td>
<td>12,115</td>
<td>11,492</td>
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<td>2006</td>
<td>14,547</td>
<td>14,609</td>
<td>12,242</td>
<td>12,266</td>
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<tr>
<td>2007</td>
<td>13,980</td>
<td>13,503</td>
<td>11,511</td>
<td>10,880</td>
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<td>2008</td>
<td>12,326</td>
<td>11,544</td>
<td>10,524</td>
<td>10,466</td>
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<td>2009</td>
<td>12,627</td>
<td>12,382</td>
<td>10,912</td>
<td>10,727</td>
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<tr>
<td>2010</td>
<td>14,010</td>
<td>12,224</td>
<td>10,357</td>
<td>11,259</td>
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<tr>
<td>2011</td>
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<td>12,254</td>
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<td>2012</td>
<td>13,222</td>
<td>12,264</td>
<td>11,413</td>
<td>11,729</td>
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<tr>
<td>2013</td>
<td>13,827</td>
<td>13,018</td>
<td>11,413</td>
<td>11,729</td>
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<tr>
<td>2014</td>
<td>15,233</td>
<td>13,876</td>
<td>12,571</td>
<td>11,499</td>
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<tr>
<td>2015</td>
<td>15,829</td>
<td>14,244</td>
<td>14,600</td>
<td>13,042</td>
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<tr>
<td>2016</td>
<td>16,658</td>
<td>16,463</td>
<td>14,755</td>
<td>13,884</td>
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<tr>
<td>2017</td>
<td>17,716</td>
<td>17,919</td>
<td>16,046</td>
<td>14,955</td>
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<tr>
<td>2018</td>
<td>17,647</td>
<td>17,992</td>
<td>17,060</td>
<td>15,153</td>
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<tr>
<td>2019</td>
<td>19,256</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>2020</td>
<td>19,256</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
Business Formation Statistics (BFS)
Interactive Visualizations

U.S. Total

- Quarterly Business Applications (BA) and High Propensity Business Applications (HBA)
- Quarterly Business Applications with Planned Wages (WBA)
- Quarterly Business Applications from Corporations (CBA)
- Quarterly Business Formations - Actual & Projected (SBF4Q)

By State

- Quarterly Business Applications by State (BA)
- Quarterly Business Formations by State (SBF4Q & SBF8Q)

Source: Business Formation Statistics
Quarterly Business Applications by State
(Seasonally Adjusted)

Washington

Source: Business Formation Statistics
### Business Formation Statistics

#### Business Applications

<table>
<thead>
<tr>
<th></th>
<th>2019 Q4</th>
<th>2019 Q4 / 2019 Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Business Applications:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>891,286</td>
<td>3.4%*</td>
</tr>
<tr>
<td>High-Propensity</td>
<td>330,329</td>
<td>1.9%*</td>
</tr>
<tr>
<td>With Planned Wages</td>
<td>114,969</td>
<td>-2.3%*</td>
</tr>
<tr>
<td>From Corporations</td>
<td>137,532</td>
<td>2.4%*</td>
</tr>
</tbody>
</table>

Next release: April 15, 2020

(*) Statistical significance is not applicable or not measureable.

Date adjusted for seasonality.

Source: U.S. Census Bureau, Business Formation Statistics, January 15, 2020

#### Business Applications - At a Glance

<table>
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<tr>
<th></th>
<th>US</th>
<th>Northeast</th>
<th>Midwest</th>
<th>South</th>
<th>West</th>
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</thead>
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<tr>
<td>Total</td>
<td>2019 Q4</td>
<td>891,286</td>
<td>144,300</td>
<td>146,476</td>
<td>388,934</td>
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<tr>
<td></td>
<td>2019 Q4 / 2019 Q3</td>
<td>+3.4%</td>
<td>+2.8%</td>
<td>+2.1%</td>
<td>+3.4%</td>
</tr>
<tr>
<td>High-Propensity</td>
<td>2019 Q4</td>
<td>330,329</td>
<td>56,875</td>
<td>52,684</td>
<td>135,899</td>
</tr>
<tr>
<td></td>
<td>2019 Q4 / 2019 Q3</td>
<td>+1.9%</td>
<td>+2.2%</td>
<td>+0.4%</td>
<td>+1.5%</td>
</tr>
<tr>
<td>With Planned Wages</td>
<td>2019 Q4</td>
<td>114,969</td>
<td>17,191</td>
<td>20,580</td>
<td>45,961</td>
</tr>
<tr>
<td></td>
<td>2019 Q4 / 2019 Q3</td>
<td>-2.3%</td>
<td>-1.1%</td>
<td>-0.6%</td>
<td>-3.8%</td>
</tr>
<tr>
<td>From Corporations</td>
<td>2019 Q4</td>
<td>137,532</td>
<td>29,586</td>
<td>17,424</td>
<td>51,197</td>
</tr>
<tr>
<td></td>
<td>2019 Q4 / 2019 Q3</td>
<td>+2.4%</td>
<td>+2.4%</td>
<td>-0.5%</td>
<td>+2.8%</td>
</tr>
</tbody>
</table>

Details may not equal totals due to rounding. Regions defined by Census Bureau Geography Program. Statistical significance is not applicable or not measureable.

Data adjusted for seasonality. Green Percentage changes are greater than zero (+). Red Percentage changes are less than zero (-). Z = absolute value < 0.05.
Additional BFS Series In the Future

• Business applications are correlated with local economic activity (e.g. city-level house price changes, county-level employment growth, shale activity, etc..)

• Potential future series:
  • More granular geography (county, MSA)
  • Industry series (at least broad NAICS sectors)

• Companion paper for details:
Small Business Pulse Survey

Tracking Changes During the COVID-19 Pandemic

Resources

To download data: https://portal.census.gov/pulse/data/#downloads

Frequently Asked Questions: https://portal.census.gov/pulse/data/#help

Contact Us: Econ.pulse.data@census.gov
Small Business Pulse Survey (SBPS)

What’s the SBPS?
A weekly survey that provides high frequency data about the challenges small businesses are facing due to COVID-19. Consisting of 16 questions, this 5 minute survey reaches ~1M businesses split across a 5 week rotation to reduce burden and lessen survey fatigue.

What’s the goal?
SBPS complements existing Census Bureau business collections by providing high-frequency, detailed information on small businesses impacted by COVID-19. Series particularly useful to small businesses making decisions about their future, policymakers as they seek to address challenges faced by these businesses, and researchers studying the impact and response to COVID-19. An opportunity for the Federal statistical system to demonstrate its agility in responding to urgent data needs.

Collaboration Partners
SBPS was developed in consultation with the Federal Reserve Board of Governors, the International Trade Administration, the Minority Business Development Administration, and the Small Business Administration.

What’s the schedule?
Email with link to survey sent weekly starting Sunday, April 26, 2020 and continuing through June 27, 2020. Results will be issued weekly starting mid-May as Experimental Data Products.

SBPS key facts
- Starts April 26, 2020, runs through June 27, 2020
- Consists of 16 questions, takes 5 minutes to complete
- Is the first economic survey conducted solely by email
- Weekly data releases beginning mid-May
- Provides national estimates as well as state, top 50 metro, and sector detail
Responses by Geography and Sector

Overall impact
- Change in Revenues
- Temporary closings
- Change in employees
- Change in employee hours
- Supply chain
- Shift to other goods/services
- Pickup/carry-out/delivery
- Cash on hand
- Missed loan payments
- Missed other payments
- Requested assistance
- Received assistance
- Outlook

Overall, how has this business been affected by the COVID-19 pandemic?

Data collected Apr 26 to May 2

National Average (51.4%)
Business Pulse Survey Weekly Results

Survey Question: Temporary closings
Survey Answer: Yes

In the last week, did this business temporarily close any of its locations for at least one day?

Data collected Apr 26 to May 2

National Average by Sector

Percentage of Businesses

[Bar chart showing the percentage of businesses affected by temporary closings across different NAICS sectors.]

National Average (41.4%)
## Downloads and Documentation

### Documentation
- Small Business Pulse Survey Questionnaire
- Codebook
- Data Dictionary
- README

### Weekly Data

<table>
<thead>
<tr>
<th></th>
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<td>---</td>
</tr>
<tr>
<td>State, Sector</td>
<td>CSV</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
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<td>---</td>
</tr>
<tr>
<td>National, State by Sector</td>
<td>CSV</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
Resources:

To download data:
https://www.census.gov/programs-surveys/abs/data.html

Technical Documentations:
https://www.census.gov/programs-surveys/abs/technical-documentation.html

Related sites:
https://www.census.gov/programs-surveys/abs/about/related-sites.html

Annual Business Survey
Annual Business Survey (ABS)

- Frequency – annually (First release, May 19, 2020)
- Includes Economic and Demographic characteristics
- Business characteristics of businesses and business owners by sex, ethnicity, race, and veteran status
- Content incorporate a new set of questions for each survey year

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)
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
- Detailed Owner Characteristics
- R&D (1-9 emp)
- Automation Technology
COVID - 19
Demographic and Economic Resources
United States Census Bureau

https://covid19.census.gov/
<table>
<thead>
<tr>
<th>Category</th>
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<th>Source</th>
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<tr>
<td>Population Aged 65 Years and Older</td>
<td>49,238,581</td>
<td>American Community Survey (ACS) 2014-2018</td>
</tr>
<tr>
<td>Total Uninsured Population</td>
<td>29,752,767</td>
<td>American Community Survey (ACS) 2014-2018</td>
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<tr>
<td>Total Employer Establishments</td>
<td>7,860,674</td>
<td>County Business Patterns (CBP) 2017</td>
</tr>
<tr>
<td>Total Non-Employer Establishments</td>
<td>25,701,671</td>
<td>Nonemployer Statistics (NES) 2017</td>
</tr>
</tbody>
</table>

**Census COVID-19 Impact Report**

Select State: Washington  
Select County: Back to State

**STATE COVID-19 IMPACT PLANNING REPORT**

Washington (PPS 53)

**KEY FACTS**

- Total Population: 7,274,336
- Total Businesses: 2,800,423
- Total Employed: 2,552,227
- Total Unemployed: 1,361,000
- Poverty Rate: 37.6%
- Health Insurance Coverage: 86.9%

**POVERTY**

- 547,833 in poverty

**AT RISK POPULATION**

- 711,718 at risk
- 282,252 at risk of severe illness
- 192,165 at risk of death
STATE COVID-19 IMPACT PLANNING REPORT
Washington (FIPS 53)

KEY FACTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tr>
<td>Total Population</td>
<td>7,294,336</td>
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<tr>
<td>Total Households</td>
<td>2,800,423</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.55</td>
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<tr>
<td>Median Age</td>
<td>37.6</td>
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<tr>
<td>Internet At Home</td>
<td>86.9%</td>
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</tbody>
</table>

BUSINESSES

- Total Employer Establishments: 191,045
- Total Employees: 2,768,660
- Total Annual Payroll ($1,000): $169,766,372

POVERTY

- Households Below Poverty Level: 302,663
- Households Receiving Food Stamps/SNAP: 350,611

HEALTH INSURANCE COVERAGE BY AGE

- Employer Insurance only
- Direct Purchase only
- Medigap only
- Medicare only
- Medi-Cal only
- TRICARE/Military only
- Veterans Affairs Health Care only
- 2+ Insurances

Source: 2014-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017
Demographic and Economic Analysis

County Business Patterns (CBP): 2017
(States)

Average annual payroll per employee
(NAICS 00): 2017

- > 60,000
- 45,000
- < 30,000

Number of all establishments (NAICS 00): 2017

- > 100,000
- 700,000
Categorical Datasets Search

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

- Demographic Characteristics
- Housing Characteristics
- Social Characteristics
- Economic Characteristics
- Business Characteristics
- Employment Characteristics
New Way to Search Census Data – data.census.gov

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
## Advanced Search

**Table ID (e.g., DP05)**

---

### Narrow search with filters

**FIND A FILTER**

*e.g. 336111 - Automobile Manufacturing*

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<th>TOPICS</th>
<th>BUSINESS AND ECONOMY</th>
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Q & A and Thank You!

Contact Information:

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Lynda.lee@census.gov

For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

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