Exciting Changes with USA Trade Online

November 4, 2015

Henock Kebede
Supervisory Survey Statistician
Economic Indicators Division

Audio Dial In Number: 1-888-324-7209
Passcode: 1260036
Henock Kebede is a Supervisory Survey Statistician with the International Trade Macro Analysis Branch. Since joining the Census Bureau in 2007, Henock has worked in the Geography Division and International Trade Indicator offices. He is currently working on multiple international trade projects and leads the redesign project of USA Trade Online.
Prior Webinar Series

Available at: www.census.gov/econ/webinar
“Intro to Economic Indicators” Tab

Webinars Include:

• U.S. International Trade in Goods and Services (FT-900)
• Advanced Monthly Sales for Retail and Food Services (MARTS)
• New Residential Construction and Sales (NRC & NRS)
• Monthly Wholesale Trade Survey (MWTS)
• Quarterly Financial Report – Manufacturing, Mining, Wholesale Trade, and Selected Service Industries (QFRM) & Retail Trade (QFRR)
• Advance Report on Durable Goods Manufacturers' Shipments, Inventories, and Orders (AdvM3) & Manufacturers' Shipments, Inventories, and Orders (M3)
• Housing Vacancies and Homeownership (HVS)
• Construction Put in Place (VIP)
• Quarterly Services Survey (QSS)
Webinar Overview

- Introduction
- What is USA Trade Online
- Review Recent Changes on USA Trade Online
- Live Demo
- Live Question and Answer session

SUBMIT QUESTIONS VIA CHAT TO ASK CENSUS
What is USA Trade Online?

The Official Source of International Trade Data

more than 

17,000

import commodity codes

more than 

9,000

export commodity codes
Who Uses USA Trade Online?

- Small Businesses
- Manufacturers
- Local and State Governments
- Federal Government Agencies
- Congress and Policy Makers
- Foreign Governments
- Universities
How You Can Use USA Trade Online

**MANUFACTURERS & BUSINESSES**
- Market Research
- Identify New Market
- Evaluate Existing Market
- Expand Business Globally

**GOVERNMENTS & AGENCIES**
- Domestic Policies
- Trade Policies
- Calculate GDP

**ACADEMIA**
- Market Research
- Country Trade Research
- Product Trade Research

**ECONOMISTS & INVESTORS**
- Market Share Analyses
- Interpret Economic News

**IMPORT & EXPORT INDUSTRY**
- Future Facilities and Equipment
# Classification Systems: HS vs. NAICS

<table>
<thead>
<tr>
<th>HS</th>
<th>NAICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harmonized System</td>
<td>North American Industry Classification System</td>
</tr>
<tr>
<td>Categories up to <strong>10-digit level</strong></td>
<td>Categories up to <strong>6-digit level</strong></td>
</tr>
<tr>
<td>Exports based on <a href="https://census.gov/foreign-trade/schedules/b">Schedule B</a></td>
<td>Industry classification</td>
</tr>
<tr>
<td>Imports based on <a href="https://hts.usitc.gov">Harmonized Tariff Schedule (HTS)</a></td>
<td>Ex: NAICS 326211 (Tires &amp; Tire Parts)</td>
</tr>
<tr>
<td>Product level classification</td>
<td></td>
</tr>
<tr>
<td>Ex: Schedule B 4011.20.0005 (New Pneumatic Tires for Light Trucks)</td>
<td></td>
</tr>
</tbody>
</table>
Features

- Customized Groups
- Colorful Graphs
- Sort
- Calculate
- Export Reports
- Save Reports
Data Detail

- District and Port Level
- Method of Transportation
- State
- Track Growth Over Time
- Country
- Balance of Trade
Changes For USA Trade Online to all users!

**Exports**
- Card Count
- Quantity 2
- Domestic/Foreign Indicator

**Imports**
- Card Count
- Quantity 2
- Unit Value

**General Imports**
- Country Subcode
- Rate Provision Code
- CIF Value

**Imports for Consumption**
- Quantity 1
- Total Value
- Unit Value
- Calculated Duty
- CIF Value
Changes For USA Trade Online

- Top Trading Partners
- Total Trade
- Trade by Port
- Trade by State

**Exports**

<table>
<thead>
<tr>
<th>Country</th>
<th>August 2015</th>
<th>% of Total</th>
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<tr>
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<td>123.1</td>
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<tr>
<td>Countries Top 10</td>
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Submit Questions Via Chat to Ask Census

Henock Kebede
Economic Indicators Division
U.S. Census Bureau

Phone: (301) 763-1880
Email: Henock.Kebede@census.gov
Web site: https://usatrade.census.gov/
Webinar Website: http://www.census.gov/econ/webinar
USA Trade Online – Getting Started

https:\\usatrade.census.gov
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Schedule B Search Engine

https://uscensus.prod.3ceonline.com/

Another option for Schedule B - census.gov > Business & Industry > Foreign Trade > Schedule B
USA Trade Online – Demo Overview

State Exports by HS

Measures: Total Value ($US)

Custom Grouping of Commodities:

• 950631 Golf Clubs, Complete
• 950632 Golf Balls
• 950639 Golf Equip Ex Clubs & Balls; Parts and Accessories

State: Georgia

Countries: World Total

Time: Previous 5 years (2010) and YTD 2015
USA Trade Online – Demo
USA Trade Online – Demo

State Exports by HS

State: Georgia
State Exports by HS

Measures: Total Value

Countries: World Total
USA Trade Online – Demo

Commodity
Select by:
- Members
- Totals
- Percentages
- Custom groups
- Calculated members

Create new group

No groups defined

Click on dimension names below and select members (on right) to include in your report.

Measures
State
Commodity
Country
Time

Commodity
Create custom group
Group name: Golf Equipment

Search results for: "Golf"
- 870310 Pass Veh For Snow; Golf Carts & Similar Vehicles
- 950631 Golf Clubs, Complete
- 950632 Golf Balls
- 950639 Golf Equip Ex Clubs & Balls; Parts And Accessories
- 950669 Balls, Other Than Golf, Tennis And Inflatable Ball
USA Trade Online – Demo

State Exports by HS

Time: 2010 – 2015 through March

Source: USA Trade Online, *Data pulled as of October 30, 2015
# USA Trade Online – Output & Features

![Image of USA Trade Online interface with State Exports by HS Commodities]

**State Exports by HS Commodities**

**Author:** U.S. Census Bureau: Economic Indicators Division USA Trade Online. **Source:** U.S. Import and Export Merchandise trade statistics. For information on confidentiality protection, nonsampling error, and definitions, see technical documentation.

**Current date:** 10/30/2015 12:01 PM (Eastern Daylight Time)

<table>
<thead>
<tr>
<th>State</th>
<th>Georgia</th>
<th>Country</th>
<th>World Total</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015 through August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Measures</td>
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<tr>
<td>Total Value (SUS)</td>
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<td></td>
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<tr>
<td>Golf Equipment</td>
<td>7,069,144</td>
<td>7,872,567</td>
<td>10,712,280</td>
<td>8,457,173</td>
<td>10,421,329</td>
<td>7,489,912</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: USA Trade Online, *Data pulled as of October 30, 2015*
USA Trade Online – Rearrange Report

Source: USA Trade Online, *Data pulled as of October 30, 2015
USA Trade Online – Rearrange Report

### Rearrange report

**Rows:**
- Commodity

**Columns:**
- Time
- Measures

**Other:**
- State

**Order of measures:**
- Total Value ($US)

**Order of selections:**
- Members
- Custom groups
- Custom bands
- Time series
- Calculated members

Source: USA Trade Online, *Data pulled as of October 30, 2015*
Source: USA Trade Online, *Data pulled as of October 30, 2015
USA Trade Online – Rearrange Report

Source: USA Trade Online, *Data pulled as of October 30, 2015
## USA Trade Online – Rearrange Report

**State Exports by HS Commodity**

Author: U.S. Census Bureau: Economic Indicators Division

Current date: 11/02/2015 7:58 AM (Eastern Standard Time)

Country: World Total

### Measures

- **Total Value ($US)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Total Value ($US)</th>
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<tr>
<td>2010</td>
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Source: USA Trade Online, *Data pulled as of October 30, 2015*
### State Exports by HS Commodities

**Author:** U.S. Census Bureau: Economic Indicators Division USA Trade Online. Source: U.S. Import and Export. May 2015.

Current date: 11/02/2015 7:58 AM (Eastern Standard Time)

Country: World Total

#### Measures

- Commodity: Golf Equipment

#### Time

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Value ($)</th>
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Source: USA Trade Online, *Data pulled as of October 30, 2015*
State Exports by HS Commodities

Author: U.S. Census Bureau: Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Manual. Confidentiality protection, nonsampling error, and definitions, see technical documentation.

Current date: 11/02/2015 7:58 AM (Eastern Standard Time)

Country: World Total

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Source: USA Trade Online, *Data pulled as of October 30, 2015
USA Trade Online – Download Report

Source: USA Trade Online, *Data pulled as of October 30, 2015
USA Trade Online – Quick Reports

Data Source Selection
Welcome to USA Trade Online.

Data are available through August 2015

<table>
<thead>
<tr>
<th>Harmonized System (HS) District-level Data</th>
<th>Exports</th>
<th>Imports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Report</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade By Commodity</td>
<td>Exports</td>
<td>Imports</td>
</tr>
<tr>
<td>Country By Commodity</td>
<td>Exports</td>
<td>Imports</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HS Port-level Data</th>
<th>Exports</th>
<th>Imports</th>
</tr>
</thead>
</table>

| State Export Data (Origin of Movement) | HS | NAICS |

| State Import Data (State of Destination) | HS | NAICS |

| NAICS District-level Data | Exports and Imports |

Quick Reports

- Top Trading Partners
- Trade
- HS Port-level Data
- State Import and Export Data

Go
**USA Trade Online – Quick Reports**

Values in billions of dollars

**Exports**

<table>
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<tr>
<th>Country</th>
<th>August 2015</th>
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<td>1.4</td>
<td>15</td>
</tr>
<tr>
<td>Brazil</td>
<td>37.2</td>
<td>19.5</td>
<td>X</td>
</tr>
</tbody>
</table>

Source: USA Trade Online, *Data pulled as of October 30, 2015*
USA Trade Online – Save a Quick Report

Source: USA Trade Online, *Data pulled as of October 30, 2015
Submit Questions Via Chat to Ask Census

Henock Kebede
Economic Indicators Division
U.S. Census Bureau

Phone: (301) 763-1880
Email: Henock.Kebede@census.gov
Web site: https://usatrade.census.gov/
Webinar Website: http://www.census.gov/econ/webinar
USA Trade Online – Demo

Let’s say we want to find out total U.S. trade with Brazil by using USA Trade Online:

Some questions to ask:
• What specific year or years?
• What is the export value in relation to total world export?
• What are the top export/import commodities?
• How about trend for the last 10 years
USA Trade Online – Demo

Data Source Selection
Welcome to USA Trade Online.

Data are available through August 2015

- Harmonized System (HS) District-level Data
  - Standard Report
  - Trade By Commodity
  - Country By Commodity
- HS Port-level Data
- State Export Data (Origin of Movement)
- State Import Data (State of Destination)
- NAICS District-level Data

Quick Reports
- Top Trading Partners

Report contents
Instructions:
Click on dimension names below and select members (on right) to include in your report

- Measures
- Commodity
  - Country
  - Domestic/Foreign
  - District
- Time

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
USA Trade Online – Changes To Website

USA Trade Online

Subscribers Sign-In

1. SIGN-UP NOW
2. LOG IN
3. ACCOUNT

Forgot Account Information?

GET EMAIL UPDATES

About USA Trade Online

The Official Source of Trade Statistics

Provided by the U.S. Census Bureau, USA Trade Online is a dynamic data tool that gives users access to current and cumulative U.S. export and import data. With multiple data sets and capabilities, USA Trade Online can assist different types of customers from a wide range of industries and fields. Manufacturers and other businesses wishing to expand their business globally can utilize USA Trade Online to identify new markets, evaluate existing markets, and perform other market research tasks. The data available through this tool can also support economists in interpreting economic news and performing academic research, as well assist governments and federal agencies in analyzing domestic and international trade policies.

This powerful software allows users to create customized reports and colorful charts detailing international trade data at different levels. All data are updated each month with the release of the latest U.S. International Trade in Goods and Services Report.

Changes to USA Trade Online

On October 15, 2015, access to USA Trade Online will be FREE to all customers. This transition will be transparent to current users and new users can sign up for free to access data for international trade.

For more details please click here.
USA Trade Online – Sign-up

- First time: submit all required fields
- Provide answers for 3 security questions
- Activation link will be sent via email
USA Trade Online – Login

User ID:

New Users – you can find it on the confirmation page from sign-up or, you can use your email as a user id.

Existing Users – you can use your user id (8xxxx) or your email

Federal Depository Libraries – you can use your existing user id (8xxxx) or your alt id (Fxxxx)
USA Trade Online – Resetting Password

User Password

- If left blank, it’ll be the same as user Pswd
- If account is used as a shared account, such as libraries, businesses...etc.,
  Then set up a different password

Maintenance Password:
If you are an existing user (i.e. accounts prior to October 15, you’ll be prompted to update your account:

- All required fields
- 3 security questions – used for resetting passwords
International Trade Macro Analysis Branch
1-800-549-0595, Option 4
usatrade.census.gov
eid.international.trade.data@census.gov
USA Trade Online – Extra Exercises

1. What is the total value of exports for radial tires for the last 5 years?
   • What are the top 5 countries ($) in 2014?
   • What are the top 5 European Countries ($) in 2014?
   • What are the top Middle Eastern (ME) Countries ($) in 2014?
   • What are the top ME Countries for Unit Value ($) 2014?

2. Country specific – U.S. Trade with Brazil:
   • What is the amount exported to Brazil in 2014? Where does Brazil rank?
   • What are the top goods in value exported and imported?
   • What is the trend of exports and imports in 2-yr intervals?

3. Commodity specific – Starch Corn
   An exporter of “Starch Corn” wants to know the Value of Starch Corn out of states in the “Corn Belt” (IL, IN, IA, KS, MI, MN, MO, NE, OH) for the last 10 years ending with 2014. They want to see the data for every other year during that decade, along with the growth rate between the first and last period.
   - Which state had the most exports?
America’s Economy: Mobile App

https://www.youtube.com/watch?v=cd9cZ9sPSpI

Indicators Available:

• Advance Monthly Retail Sales
• Advance Report Durable Goods
• Business Inventories
• Construction Spending
• Consumer Price Index
• Homeownership Rate
• International Trade
• Manufacturers’ Goods
• Monthly Wholesale
• New Residential Construction
• New Residential Sales
• Nonfarm Payroll
• Personal Income
• Producer Price Index
• QFR–Manufacturing
• QFR–Retail Trade
• Quarterly Services Survey
• Real Gross Domestic Product
• Unemployment Rate

www.census.gov/mobile
Available for iPhone, iPad, and Android devices
Do you want to learn more about Manufacturers’ Shipments, Inventories, and Orders (M3) statistics? Are you interested in how manufacturing indicators relate to other federal data? In this webinar, we will explore the relationships between the different manufacturing-related Economic Indicators.

December 16, 2015 @ 1:00 PM EST

Visit www.census.gov/econ/webinar for a complete list of upcoming webinars
Recent and Upcoming Indicator Improvements

Amidst an evolving economy that grows faster, more complex, and widespread every day: here at the Census Bureau we make it part of our mission to keep our data products relevant. To ensure our products are relevant we continuously work on enhancements to existing surveys and reports. In this webinar, we will look back at the improvements we made to our surveys in 2015 and forward to those in our future.

January 2016, TBA @ 1:00 PM EST

Visit www.census.gov/econ/webinar for a complete list of upcoming webinars
For More Information & Feedback

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U.S. Census Bureau

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