

Understanding the 2002 Economic Census



U S C E N S U S B U R E A U

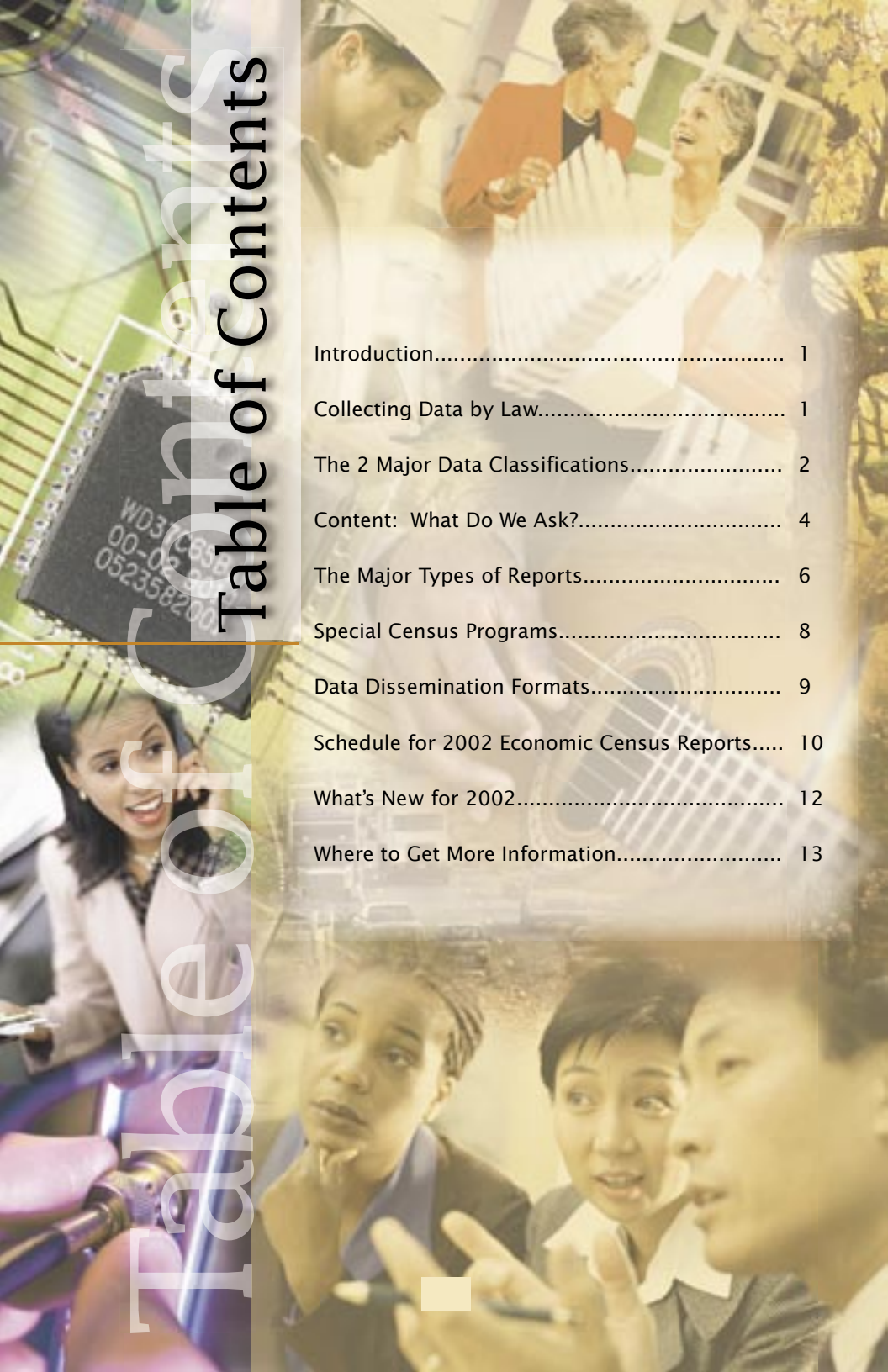
Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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he economic census provides a detailed portrait of the nation's economy once every 5 years, from the national to the local level.

The 2002 Economic Census covers nearly all of the U.S. economy in its basic collection of establishment statistics. There also are several related programs, including statistics on minority- and women-owned businesses. The census of agriculture (conducted by the U.S. Department of Agriculture) and the census of governments (conducted by the U.S. Census Bureau) are conducted at the same time.

Results from the census are being issued on the Internet and on DVD-ROM. These began in early 2004 and will continue for over 2 years. Only a few summary reports will be issued in print.



Collecting Data by Law

The 2002 Economic Census measured activity during calendar year 2002. Census forms were mailed to more than 5 million companies in December 2002.

There were over 600 versions of the census form, each customized to particular industries. Some very small companies did not receive a census form.

The economic census is mandated by law under Title 13 of the United States Code (sections 131, 191, and 224). The law requires firms to respond and specifies penalties for firms that fail to report.

The law also requires the Census Bureau to maintain confidentiality. Individual responses may be seen only by persons sworn to uphold Title 13 confidentiality requirements. No data are published that could reveal the identity or activity of any individual or business.

The 2 Major Data Classifications

Economic census statistics are collected primarily by “establishment” and published by aggregation of establishments. An establishment is a business or industrial unit at a single physical location that produces or distributes goods or performs services. An example would be a single store or factory.

The law also requires the Census Bureau to maintain confidentiality.

Many companies own or control more than one establishment. Those establishments may be located in different geographic areas and

may be engaged in different kinds of business. By collecting separate information for each establishment, the economic census includes detailed data for each industry and area.

Industrial Classification

The statistics issued by industry in the 2002 Economic Census are based on the 2002 North American Industry Classification System (NAICS), categorizes establishments by the principal or primary activity in which they are engaged.

NAICS, developed in cooperation with Canada and Mexico, classifies economic activities at 2-, 3-, 4-, and 5-digit levels of detail. The United States version of NAICS further defines some industries by adding a 6-digit national detail level. The economic census uses this hierarchy to publish data at successive levels of detail.

NAICS is reviewed for changes every 5 years. Changes to the classification are incorporated into the economic census.

The Census Bureau categorizes products made by establishments classified under NAICS. Since 1999, the United States, Canada, and Mexico have been cooperatively developing North American Product Classification System (NAPCS). The initial phases of the project focused on service products. The 2002 Economic Census tested early results for selected industries in four sectors: (1) Information; (2) Finance and Insurance; (3) Professional, Scientific, and Technical Services; and (4) Administrative and Support and Waste Management and Remediation Services. Additional service product detail will be incorporated into the 2007 Economic Census.

Table 1. NAICS Hierarchic Structure

NAICS level	Example	
	NAICS 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

The manufacturing and mining areas continued to use the Numerical List of Manufactured and Mineral Products to classify products. Wholesale and retail trades classify products using broad and detailed product lines in the economic census.

The 2002 Economic Census covers 1,070 of the 1,179 industries in NAICS 2002; the relatively small number of industries not covered are listed below:

- Agriculture, Forestry, Fishing, and Hunting (NAICS 11, partially covered by the census of agriculture, conducted by the U.S. Department of Agriculture).
- U.S. Postal Service, large certificated passenger air transportation, and all rail transportation (part of NAICS 48-49, Transportation and Warehousing).
- Funds and trusts (part of NAICS 52, Finance and Insurance).
- Elementary and secondary schools, colleges, and professional schools (part of NAICS 61, Educational Services).
- Labor, political, and religious organizations; private households (part of NAICS 81, Other Services [Except Public Administration]).





- Public Administration (NAICS 92, covered by the census of governments, conducted by the Census Bureau).

Additional information on NAICS and NAPCS is available on the Web at <www.census.gov/naics>.

Geographic Classification

The most detailed data are provided for the United States as a whole. Key statistics, albeit progressively fewer to protect confidentiality, are available for states, metropolitan and micropolitan areas (MAs), counties, and places with 2,500 or more inhabitants. Limited data are provided for ZIP Codes. Statistics for smaller areas are more frequently withheld to avoid disclosing information about individual firms. The level of geographic detail varies by sector, as shown in Table 2.

Content: What Do We Ask?

Several key statistics are tabulated for all industries covered in the economic census.

These include:

- Number of establishments (or companies).
- Number of employees.
- Payroll.
- Measure of output (sales, receipts, revenue, value of shipments, or value of construction work done).

Other data items are tabulated, but vary by sector within the economic census. These include detailed statistics on labor costs, expenses, assets, capital expenditures, and inventories

For a list of these additional data items and the sectors and geographic levels at which they are published, see the *Guide to the 2002 Economic Census* at <www.census.gov/econ/census02/guide>.

Table 2. NAICS Sectors and the Geographic Areas in the 2002 Economic Census

NAICS code	Sector	States	MAs	Coun- ties	Places 2500+	ZIP Codes
21	Mining	X				
22	Utilities	X	X			
23	Construction	X				
31-33	Manufacturing	X	X	X	X	X
42	Wholesale Trade	X	X	X	X	
44-45	Retail Trade	X	X	X	X	X
48-49	Transportation and Warehousing	X	X			
51	Information	X	X	X	X	
52	Finance and Insurance	X	X			
53	Real Estate and Rental and Leasing	X	X	X	X	
54	Professional, Scientific, and Technical Services	X	X	X	X	X
55	Management of Companies and Enterprises	X				
56	Administrative and Support and Waste Management and Remediation Services	X	X	X	X	X
61	Educational Services	X	X	X	X	X
62	Health Care and Social Assistance	X	X	X	X	X
71	Arts, Entertainment, and Recreation	X	X	X	X	X
72	Accommodation and Food Services	X	X	X	X	X
81	Other Services (Except Public Administration)	X	X	X	X	X



The Major Types of Reports

There are five major report series. Four of them—the Industry Series, the Geographic Area Series, the Subject/Summary Series, and Zip Code Statistics—issue data specific to a sector. The fifth—the Core Business Statistics Series—issues data that are economy-wide. All five issue detailed data.

Specific Sector Reports

- Industry Series reports provide national totals for establishments with employees for individual industries and their products, with limited data for states (data are preliminary and superceded by later series).
- Geographic Area Series reports provide detail for establishments with employees by industry. Data are shown for the United States, states, and substate areas.

- Subject Series reports provide national and, in some cases, state data on special topics including Products, Concentration Ratios, and Establishment and Firm Size. Summary reports for some sectors supercede data from the Industry Series.

- ZIP Code Statistics reports (published for 8 of the 18 sectors) include counts of establishments by employment and sales size by industry.

Economy-Wide Reports

The Core Business Statistics Series issues economy-wide data (for most or all sectors), and comprises four titles: the *Advance Report*, the *Bridge Between NAICS 2002 and NAICS 1997*, *Comparative Statistics*, and *Nonemployer Statistics*.

- The *Advance Report* gives the first data for broad NAICS categories.
- *Bridge Between NAICS 2002 and NAICS 1997* shows the relationships between 2002 NAICS and 1997 NAICS for industries that have changed.
- *Comparative Statistics* shows U.S. and state totals classified by 1997 NAICS for both 1997 and 2002—comparisons not possible elsewhere for construction and wholesale trade industries.
- *Nonemployer Statistics* is the only source for information about nonemployers—16 million small businesses not included in other census reports.



Special Census Programs

Survey of Business Owners

The number of firms and their sales, employment, and payroll are tabulated by NAICS subsector and geographic area. Tabulations are made for businesses owned by Blacks, Hispanics, American Indians and Alaska Natives, Asians, Native Hawaiians and Other Pacific Islanders, and Women.

Data for firms owned by these groups are presented, along with data for businesses owned by nonminority males, at the national and state levels on selected ownership characteristics (including age, education, hours worked, and disability) and business characteristics (including home-based, family-owned, franchising, year started, and financing).

Business Expenses

Data on operating expenses of most broad industry groups

are presented in this report. These expenses include supplemental labor costs, energy costs, taxes, and a variety of purchased services including advertising, legal and accounting services, and repairs.



Transportation Surveys

The Vehicle Inventory and Use Survey reports on the physical characteristics and operational use of the nation's 85 million private and commercial trucks. The Commodity Flow Survey reports on the origin and destination of commodities shipped from selected industries.

Economic Census of Island Areas

This special census provides data on businesses in Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa (new for 2002), and the Commonwealth of the Northern Mariana Islands.

Data Dissemination Formats

Internet

American FactFinder™

- Accessible via <www.census.gov> or <factfinder.census.gov>.
- Complete economic census data coverage. This now includes data from the Comparative Statistics and Bridge reports, as well as data from the Business Expenses Survey, the Survey of Business Owners, and the ZIP Code Statistics reports, which were previously available only on CD-ROM.
- Data item and industry definitions are readily accessible.
- "Geo within geo" functionality allows selection of all places in the United States, all counties within a metro area.
- Data are presented in "database" format with ability to export to ASCII and HTML formats.

- Application functions are similar to the Econ⁰² DVD-ROM, including simple displays through Industry and Geography Quick Reports.
- Customized queries are available through the "data sets" option.

PDFs (portable document format files)

- Simple to use.
- Look just like the printed reports issued from previous censuses.
- Include most economic census data.
- Free at <www.census.gov>.
- Can be printed out at data user's workstation.

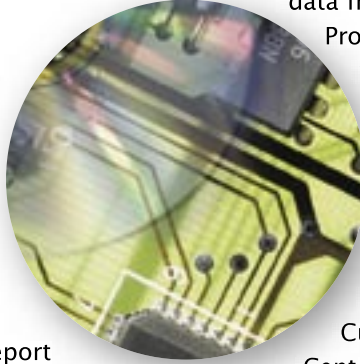
Drill-down tables

- Quickest access to facts.
- Simplest navigation to other data and definitions of terms.

- Access to the most frequently used data.

Custom Print Service

The Census Bureau's Customer Services Center can print and bind any PDF report on demand, priced at \$25 or more per report, depending on the number of pages. See <www.census.gov/mso/www/cps.htm> for more information.



- Software can download more recently released data from an File Transfer Protocol (FTP) site as well as update itself for application updates.

- Sold by subscription only (from the Census Bureau's Customer Services Center) with discs updated quarterly as more publications become available.

- Data from previous censuses (1987 onward) are available on CD-ROM. (CD-ROMs for 1992 and earlier use different access software.)

Econ⁰² DVD-ROM

- All of the data in a form easy to manipulate.
- Windows XP- and 2000-compliant software that is powerful yet easy to use.
- Ability to select, filter, manipulate, and export the data to a spreadsheet or other application for further manipulation.
- A comprehensive medium for 2002 Economic Census data and maps.

Schedule for 2002 Economic Census Reports

Reports from the 2002 Economic Census (and related programs) are being released on a flow basis starting in the first quarter of 2004 through the third quarter of 2006. For a detailed schedule, see <www.census.gov/econ/census02/guide>.

Subject Specialists

Subject specialists are available to discuss plans for specific sectors, programs, or data products.

Table 4. **Subject Specialist Contacts**

Subject	Telephone	E-mail
Mining, Construction, or Manufacturing data	301-763-4680	ask.census.gov
Utilities or Transportation and Warehousing data	301-763-2786	ucb@census.gov
Wholesale Trade data	301-763-2725	wcb@census.gov
Retail Trade or Accommodations and Food Services data	301-763-2687	rcb@census.gov
Finance and Insurance or Real Estate and Rental and Leasing data	301-763-2824	fcb@census.gov
All other services	301-763-2689	scb@census.gov
Vehicle Inventory and Use Survey	301-763-2797	vius@census.gov
Commodity Flow Survey	301-763-2826	svsd@census.gov
Company Statistics	301-763-3321	csd@census.gov
Minority- and Women-Owned Businesses	301-763-3316	csd@census.gov
Economic Census of Island Areas	301-763-3314	csd@census.gov
NAICS	301-763-2632	naics@census.gov
General data uses, DVD-ROM, and Internet questions	301-763-2547 877-790-1876	econ@census.gov



What's New for 2002

Comparable Data, Revised Industry and Product Classifications

The 2002 Economic Census publishes data primarily on the 2002 NAICS. Data for most industries can be compared across 1997 and 2002. Changes between 1997 NAICS and 2002 NAICS are primarily within the construction and wholesale trade sectors.

Product statistics for four service sectors are now classified using the new NAPCS. This results in substantially more product categories than were published in 1997.

Micropolitan Statistical Areas

Several hundred new micropolitan statistical areas, defined around urban cores of 10,000 to 50,000, now complement the revised metropolitan statistical area concept. The same types of

statistics are published from the 2002 Economic Census for micro areas as are published for metro areas.

Expanded Survey of Business Owners

Hispanic- and women-owned business counts will be comparable across 1997 and 2002. However, comparability of race counts will be affected by multiple race reporting by individual owners. In addition, new data on owner and business characteristics will be available.

American FactFinder™ (AFF) and the Econ⁰² DVD-ROM

Data coverage in AFF is expanded, and the data on AFF are better integrated with economic census data elsewhere on the Census Bureau Web site. Data downloads from AFF may now exceed 15,000 lines, and a FTP site also allows downloading

entire databases. A wider variety of data display maps can be generated. For Econ⁰², most data are consolidated onto one DVD, eliminating the inconvenience of working with multiple CDs. PDF maps also are included on the DVD to aid user understanding of economic census geographies. Finally, the software can download more recently released databases from the FTP site.

New Industries and Fewer Out-of-Scope Industries

NAICS 2002 introduces a number of new industries: residential remodelers, discount department stores, electronic shopping, electronic auctions, wholesale electronic markets, Internet publishing and broadcasting, and Web search portals. The 2002 Economic Census also includes landscape architecture, landscaping services, veterinary services, and pet care.

New Industry Series Reports for Service-Producing Series

Industry Series reports, previously published only for goods-producing industries (manufacturing, mining, and construction)

are being published for all industries for 2002. The new reports yield faster release of national data for services-producing industries, from retailing to health care.

More Maps in PDF

In addition to the state maps showing the boundaries of counties and metropolitan and micropolitan areas within each state, another series of maps will show the boundaries of recognized places within each county. That will be especially helpful to understanding what areas are included in "balance of county" data.

Where to Get More Information

To order custom printed reports, DVD-ROMs of 2002 data, or CD-ROMs of 1997 and earlier data, consult the Online Product Catalog at <censuscatalog.mso.census.gov/esales> or contact the Census Bureau's Customer Service Center at 301-763-INFO(4636).



Local Assistance

Your area has a variety of resources that can help you find more information about the economic census.

Regional offices, State Data Centers (SDCs), and depository libraries are listed on the Internet.

- **Census Regional Offices** in 12 large cities have information specialists who can answer questions about availability and uses of census data. See the back cover of this brochure for more information. See also <www.census.gov/field/www>.
- **State Data Centers (SDCs)** and their affiliates have recent reports and CD-ROMs for their respective areas. Business and Industry Data Centers are extensions of the SDC program in about half of the states. These centers and their affiliates specialize in economic data for business data users. See <www.census.gov/SDC/www>.

- **Federal Depository Libraries** in the reference sections of many university and community libraries maintain collections of economic census reports and electronic media. See <www.gpoaccess.gov/libraries.html>.

To access 2002 Economic Census data see <www.census.gov/econ/census02>.

The economic census Web site <www.census.gov/econ/census02>, also accessible directly from <www.census.gov>, includes links to all data products and information on the latest developments.

The Guide to the Economic Census <www.census.gov/econ/census02/guide> features many detailed references, including schedules, lists of data items, definitions of terms, maps, tutorials, and slide shows.

Table 5. **Sample Data in the Geographic Area Series**

Table 1. **Summary Statistics for the State: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
	MARYLAND							
44-45	Retail trade	19 394	60 039 971	6 208 963	1 488 758	285 561	10.5	5.0
441	Motor vehicle and parts dealers	1 746	16 395 760	1 420 730	333 742	37 455	11.3	3.2
4411	Automobile dealers	675	14 514 985	1 143 255	272 402	27 634	10.2	2.6
44111	New car dealers	406	13 943 956	1 102 484	262 642	26 268	8.9	2.5
4411110	New car dealers	406	13 943 956	1 102 484	262 642	26 268	8.9	2.5
44112	Used car dealers	269	571 029	40 771	9 760	1 366	42.0	4.7
441120	Used car dealers	269	571 029	40 771	9 760	1 366	42.0	4.7
4412	Other motor vehicle dealers	263	888 500	79 344	15 548	2 477	27.1	4.5
44121	Recreational vehicle dealers	23	120 412	9 171	1 896	262	24.4	8.6
441210	Recreational vehicle dealers	23	120 412	9 171	1 896	262	24.4	8.6
44122	Motorcycle, boat, and other motor vehicle dealers	240	768 088	70 173	13 652	2 215	27.5	3.8
441221	Motorcycle dealers	56	219 844	22 166	4 937	735	23.9	7
441222	Boat dealers	158	507 489	42 710	7 859	1 356	27.8	4.5
441229	All other motor vehicle dealers	26	40 755	5 297	856	124	16.4	12.4
4413	Automotive parts, accessories, and tire stores	808	992 275	198 131	45 792	7 344	13.9	10.0
44131	Automotive parts and accessories stores	543	640 539	116 017	27 442	5 041	13.1	13.0
441310	Automotive parts and accessories stores	543	640 539	116 017	27 442	5 041	13.1	13.0
44132	Tire dealers	265	351 736	82 114	18 350	2 303	15.3	4.5
441320	Tire dealers	265	351 736	82 114	18 350	2 303	15.3	4.5
442	Furniture and home furnishings stores	1 152	1 929 799	280 764	64 590	10 633	13.3	5.5
4421	Furniture stores	471	1 064 349	157 124	35 405	5 230	8.6	5.1
44211	Furniture stores	471	1 064 349	157 124	35 405	5 230	8.6	5.1
442110	Furniture stores	471	1 064 349	157 124	35 405	5 230	8.6	5.1
4422	Home furnishings stores	681	865 450	123 640	29 185	5 403	19.2	5.9
44221	Floor covering stores	314	412 873	64 843	15 162	1 964	25.8	9.1
442210	Floor covering stores	314	412 873	64 843	15 162	1 964	25.8	9.1
44229	Other home furnishings stores	367	452 577	58 797	14 023	3 439	13.2	3.1
442291	Window treatment stores	33	24 821	4 301	944	152	37.3	11.8
442299	All other home furnishings stores	334	427 756	54 496	13 079	3 287	11.7	2.6
443	Electronics and appliance stores	793	1 635 047	183 955	44 777	7 573	8.0	4.2
4431	Electronics and appliance stores	793	1 635 047	183 955	44 777	7 573	8.0	4.2
44311	Appliance, television, and other electronics stores	525	1 246 214	138 134	33 554	5 665	7.2	3.4
443111	Household appliance stores	144	189 531	25 868	5 901	918	13.9	6.9
443112	Radio, television, and other electronics stores	381	1 056 683	112 266	27 653	4 747	6.0	2.8
44312	Computer and software stores	204	315 092	34 755	8 444	1 369	12.0	8.3



[Start here](#)

2002 Economic Census

[What's New for '02](#)
[Sample '02 forms](#)
[Information kit](#)

Earlier Results

Census:
[1997 - 1992](#)
Other:
[1998-2001](#)

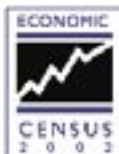
Attend a
Conference

Questions?

[FAQs](#)
[Ask Dr. Census](#)

Related sites

[NAICS](#)
['97 Econ Census](#)
[Bus. Expenses](#)
[Island Areas](#)
[Commodity Flow](#)
[Vehicle Survey](#)
[Business Owners](#)
[Minority/Women](#)
[PDF Issues](#)



Economic Census

The Economic Census profiles American business every 5 years, from the national to the local level.

2002 Economic Census Reports


The reports linked below are over three quarters of the 1600 publications from the 2002 Economic Census to be issued 2004 through 2006. (See [schedule](#).)

Reports in PDF (employers):


- [Industry Series](#): All 651 reports are now available.
- [Geographic Area Series](#): All 883 reports are now available. Most state reports include metro area, county and city data.
- [Subject Series](#): 2 of 57 reports are now available.
- For other reports, see the [2002 Economic Census report release schedule](#).

Drill-down tables

Businesses with paid employees:

 2002 data by NAICS - U.S., selected states, and their counties, cities, and metro areas

Businesses without paid employees:

 2002 Nonemployer Statistics - U.S., states, counties, and metro areas

Complete 1997 Economic Census

Industry Statistics Sampler

Enter keyword or NAICS code

NAICS Search

(includes state ranking and samples or links to all census and survey sources for an industry)

Data for all sectors

(drill-down tables [explained](#))

Businesses with paid employees:

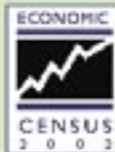
 1997 data by NAICS - U.S., states, counties, and metro areas

 - ZIP Code Statistics - U.S., states, ZIP Codes

 1997 and 1992 by SIC - U.S. and states

 Bridge Between NAICS and SIC - national only

Businesses with/without paid employees:



Survey of Business Owners

- [Preliminary estimates ... gender, Hispanic origin, race](#) (U.S. and states) **NEW!**
- [Press release](#) and more about the [Survey of Business Owners](#)

Business Expenses

- [Preliminary tables, 2002](#)
- Final 2002 report due Dec 2005, including more industries

Other information for data users

- [Attend a summer 2005 conference on the Economic Census](#)
- [What's new in the 2002 Economic Census](#)
- [Guide to the 2002 Economic Census -- how the data are being published](#)
- [How people use economic census data](#)
- [Slide shows and exercises](#)
- **NEW!** [Quicksheet: Accessing Economic Census Data \[pdf\]](#) or [\[ppt\]](#)

[American FactFinder](#) provides Economic Census data within 4 weeks of availability in PDF. An [introduction to AFE](#) goes step-by-step through use of 1997 Economic Census data.



[2002 Economic Census DVD-ROMs](#): DVD-ROM 1A will be issued in early 2005 and include all Industry Series data. Quarterly releases thereafter.



Nonemployer Statistics (by NAICS) - U.S., states, counties, and metro areas



Minority- and Women-Owned Businesses (by SIC) - U.S., states, counties, places and metro areas

Sector-specific reports

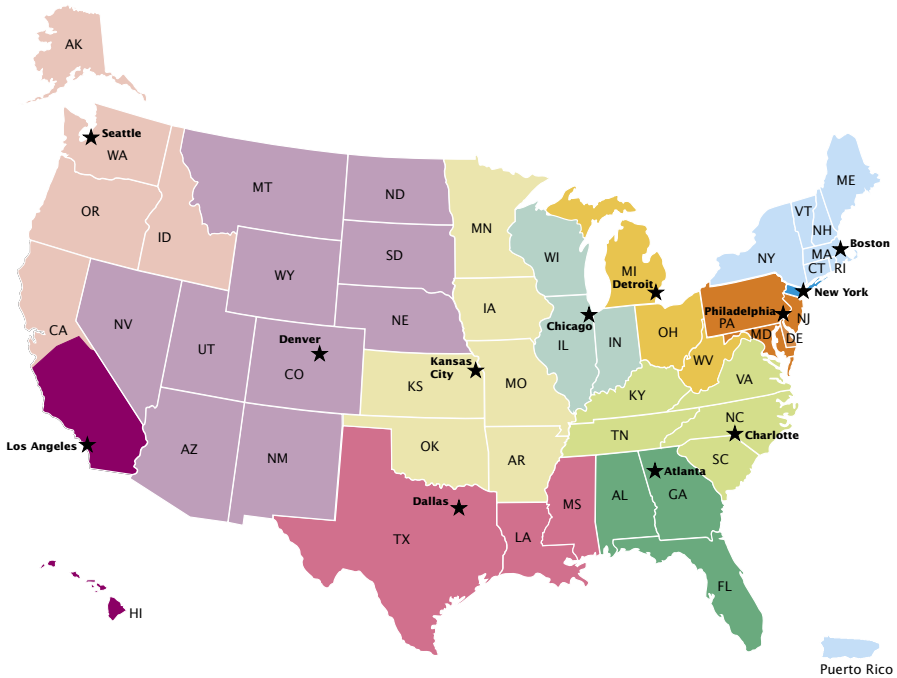
(drill-down and PDFs)

Select a sector

Reports by State

Select a state

The main [1997 Economic Census page](#) discusses American FactFinder, CD-ROM and more.



ATLANTA - www.census.gov/atlanta
Alabama, Florida, Georgia

BOSTON - www.census.gov/boston
Connecticut, Massachusetts, New Hampshire, Rhode Island, Maine, Vermont, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico

CHARLOTTE - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina, Tennessee, Virginia

CHICAGO - www.census.gov/chicago
Illinois, Indiana, Wisconsin

DALLAS - www.census.gov/dallas
Louisiana, Mississippi, Texas

DENVER - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming

DETROIT - www.census.gov/detroit
Michigan, Ohio, West Virginia

KANSAS CITY - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma

LOS ANGELES - www.census.gov/losangeles
Hawaii, southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)

NEW YORK - www.census.gov/newyork
New York (New York, Bronx, Queens, Richmond, Nassau, Kings, Westchester, Rockland, and Suffolk counties), New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)

PHILADELPHIA - www.census.gov/philadelphia
Delaware, District of Columbia, Maryland, Pennsylvania, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ)

SEATTLE - www.census.gov/seattle
Alaska, Idaho, Oregon, Washington, northern California (all counties except those covered by the LA Regional Office listed under southern California)