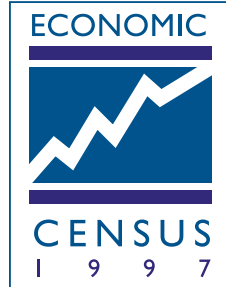


Economic Census Product Timetable

www.census.gov/econ97



The Economic Census profiles the U.S. economy every 5 years by industry, from the national to the local level.

The Advance Report, issued in March 1999, provides preliminary national statistics. Detailed final data are being published through the end of 1999. Reports on special subjects will be issued through 2001 (Table 1).

To see for yourself what data have been published for an industry or state, visit www.census.gov/econ97.

First NAICS-based Data

The 1997 Economic Census is the first to report economy-wide statistics based on the North American Industry Classification System (NAICS). It has replaced the Standard Industrial Classification (SIC) system for official use. Most Economic Census reports present only NAICS-based data.

Later, NAICS will be implemented in other Census Bureau surveys and in statistical programs of other Federal agencies. More information is available at www.census.gov/naics.

Table 2. Reports with Industry Data

Industry series	Goods-producing sectors
Concentration ratios in manufacturing	
Product summary	
Materials summary	
Geographic area series	Service-producing sectors
Lines of merchandise or services sold	
Establishment and firm size (includes concentration ratios)	
Nonemployer statistics	
Miscellaneous subjects	
Bridge between NAICS and SIC	
Comparative statistics	All sectors

Table 1. Schedule for Releasing Major Report Series

	1999	2000	2001
Advance Report	■		
Geographic Area Series	■		
Industry Series	■		
Comparative Statistics		■	
Bridge Between NAICS and SIC			
Subject Reports		■	■
Summary Reports			■
ZIP Code Statistics			■
Nonemployer Statistics		■	
Minority- and Women-Owned Businesses		■	

An up-to-date schedule of industry and state releases is available on the Internet.

Basic Data for Industries

Economic Census reports are organized by industry (Table 2).

Industry totals for goods-producing sectors (mining, construction, and manufacturing) are published in the Industry Series—a separate report for each industry (through December 1999). Later, a product summary, a material summary, and concentration ratios in manufacturing will provide more detail.

Industry totals for service-producing sectors are issued in a national summary for each sector (part of the geographic area reports; see below). Later, these will be supplemented by subject reports on *lines of merchandise or services sold; size of establishments and firms (including concentration ratios); and miscellaneous subjects* covering retail floor space, oil terminal storage capacity, and other topics.

Basic Data for Local Areas

The Economic Census is the principal source of data on business location, output, and employment, by industry, for states and local areas (Table 3).

Local area data are provided in 18 *Geographic Area Series*, one for each sector (through December 1999). Within each series, reports are issued in individual state reports or a single U.S. volume.

Table 3. Reports with Local Area Data

	Geography
Geographic Area Series	Table 4
Comparative Statistics	U S
Nonemployer Statistics	U S
Minority-owned businesses	U S M C P
Women-owned businesses	U S M C P
ZIP Code Statistics	U S Z

Z—ZIP code U—U.S. totals S—State M—Metro areas C—Counties P—Places with 2,500 inhabitants

Table 4 lists the sectors; indicates whether *Geographic Area Statistics* reports provide data for metro areas, counties, and cities; and distinguishes reports issued state-by-state from those issued for the United States as a whole.

Two reports provide additional local area data:

Surveys of minority- and women-owned businesses (mid 2001) show the number of firms in each state, metro area, county and city that are owned by African Americans, Hispanics, Asian Americans and Pacific Islanders, Native Americans and Alaska Natives, and women.

ZIP Code Statistics (mid 2001) provides data on the distribution of establishments by NAICS industry and ZIP code for several sectors.

New Economy-wide Reports

The 1997 Economic Census provides an all-new view of the economy in the Core Statistics Series; it includes the *Advance Report* plus:

Bridge Between NAICS and SIC (due Spring 2000) provides data by NAICS code distributed among SIC codes and by SIC code distributed among NAICS codes. This report is the key to understanding how NAICS affects the data you use.

Comparative Statistics (due Spring 2000) is the only report to provide state data by SIC. It allows direct comparisons between 1997 and 1992 Economic Census numbers, including the calculation of percent change.

Nonemployer Statistics (due fall 2000) is the only source of NAICS-based information for millions of U.S. businesses without paid employees.

First "Electronic Census"

All Economic Census data cited are being released on the Internet and on CD-ROM.

Internet

The fastest way to obtain any of the new data is via the Internet. *American Factfinder* is the Census Bureau's new data retrieval system. It gives you a "quick report" with highlights of the available data. Users also can specify their own queries and download query results to their own computers in a variety of formats.

Table 4. 1997 Economic Census Reports by Geographic Sector

Sector	States, Metro Areas, Counties Places, ZIP Codes	Unit of Issue
Mining	S	State
Utilities	S M	National
Construction	S	State
Manufacturing	S M C P Z	State
Wholesale Trade	S M C P	State
Retail Trade	S M C P Z	State
Transportation and Warehousing	S M	National
Information	S M C P Z	National
Finance and Insurance	S M	National
Real Estate and Rental and Leasing	S M C P	State
Professional, Scientific, and Technical Services	S M C P Z	State
Management of Companies and Enterprises	S	National
Administrative and Support and Waste Management and Remediation Services	S M C P Z	State
Educational Services	S M C P Z	National
Health Care and Social Assistance	S M C P Z	State
Arts, Entertainment and Recreation	S M C P Z	State
Accommodation and Food Services	S M C P Z	State
Other Services	S M C P Z	National

Z--ZIP code U--U.S. totals S--State M--Metro areas
C--Counties P--Places with 2,500 inhabitants

CD-ROM

All data are also published on CD-ROMs. The CDs are updated quarterly as new industry and area statistics are available. Windows-based software provides the same sophisticated search and reporting functions as *American Factfinder*.

Page Image Files

For users who require printed documents, Economic Census reports are available in Page Image files. You can print reports just like those provided in the last Economic Census. Page Image files will be available on the Internet.

Any Page Image files, along with *American Factfinder* and CD-ROM queries, can be printed at your own computer.

For More Information

To learn more about the 1997 Economic Census, visit www.census.gov/econ97.

How to Build Stories About the Economic Census

www.census.gov/econ97



Using Economic Census Data

Study Your Industry

- Gauge the competition
- Calculate market share
- Compare to other industries

Business-to-Business Marketing

- Locate markets
- Locate distributors
- Site location
- Design territories
- Set quotas
- Evaluate opportunities
- Enhance presentations

Economic Development

- Maintain local tax base
- Assist businesses

Public Sector

- Public policy
- Benchmark other statistics
- Research

Want examples? www.census.gov/econ97

ECONOMIC CENSUS in the news

Philadelphia Daily News, March 17, 1999

"Internet and high-tech companies have established a firm foothold in the country's booming economy, according to a new Census report.

And the day after the stock market touched the 10,000 mark for the first time; it's interesting to note that, according to the Census, stock and commodity brokers had the highest payroll per employee in 1997: \$93,447.

But the nation's economy is still dominated by manufacturing jobs, followed by jobs in retail and health care, according to preliminary 1997 Economic Census data released yesterday."

Business Week Online Daily Briefing, March 17, 1999

"You know the story of the Information Age: Your grandfather worked in a coal mine, and your father worked in an auto factory. But, you have a desk job using a computer because manufacturing jobs are leaving for good. Your only other options in the New Economy are selling Gap jeans or changing bedpans at nursing homes.

Not according to the 1997 Economic Census, it turns out. According to the just-released numbers, more Americans held jobs in the manufacturing sector (16,999,584) than in the information (3,221,988) and health care (13,616,915) sectors combined. In fact, there were more jobs in manufacturing that year than in any of the other 19 sectors the Census Bureau tracks. Payrolls for manufacturing employees totaled \$574 billion, while retail payrolls totaled only \$238 billion."

Christian Science Monitor, March 17, 1999

"Americans are getting their first official peek at what the U.S. economy really looks like.

Result: Many services, a huge information economy, and no more crazy-quilt classifications that lumped telemarketing with bronzing baby shoes.

By completely overhauling its 1930s-era classification system, the U.S. Census Bureau is poised to give consumers and businesses alike a much better picture of how the economy actually operates."

Facts for Stories from the
ECONOMIC CENSUS
on the Internet
www.census.gov/econ97

Find facts for any industry in the United States, states, counties, and cities.

- Compare your area to neighboring counties or the state. You can use American Factfinder to rank areas by any variable.
- Compare your area to national figures from the advance report.
- Compare your industry to competing or complementary industries.
- See whether your industry has been redefined by NAICS.
- See what other data are coming for your area soon.
- See the latest trends highlighted in press releases.
- Download Economic Census graphics to complement your article.

People Are Talking About the Economic Census

www.census.gov/econ97



"The Economic Census...has become indispensable to American industry."
Jerry J. Jasinowski, President, National Association of Manufacturers

"This will make our small businesses much more effective in serving consumers and growing and creating jobs."
Bill Dunkelberg, Chief Economist, National Federation of Independent Business

"The Economic Census is indispensable to understanding America's economy."
Alan Greenspan, Chairman of the Federal Reserve Board of Governors

"When an independent operator is about to make a decision to spend \$1.5 million to open up one restaurant...information gleaned from the Economic Census helps him or her make the best quality decision."
Herman Cain, CEO/President, National Restaurant Association

"The Economic Census...helps us assess our markets, assess our potential, and validate our market share estimates."
Manuel Gutierrez, Market Research Manager, Kohler Plumbing Fixtures

"Economic Census statistics affect every American who runs a business, saves for retirement or takes out a mortgage on a home."
J. Steven Landefeld, Director, Bureau of Economic Analysis

"The NAICS system gives us a complete new view of our economy."
Maurine Haver, President, Haver Analytics

"The kinds of firms that exist today did not exist when the current classification system was put in place."
Martin Fleming, Chief Economist, Abt Associates

"We're going to learn much more detail about wireless...paging...telecommunications resellers...satellite communications. This is going to provide exciting new information."
Mark Dadd, Chief Economist, AT&T

"Without sound economic data, policy makers in both the public and private sector would be flying blind."
Thomas J. Donohue, President, United States Chamber of Commerce

"The Economic Census is going to help inform the way we do business, and help us better understand the business environment."
Kermit Baker, Harvard University

"Current economic statistics all have their origins in the data that are collected in the 5-year Economic Census."
Bob Parker, Chief Statistician, Bureau of Economic Analysis

"The Economic Census is crucial. The leading indicators only can lead effectively if we can measure the underlying trends in the economy."
Gail Fosler, Vice President/Chief Economist, the Conference Board



Media Release

www.census.gov/econ97



COMMERCE DEPARTMENT releases **First** 1997 ECONOMIC CENSUS DATA

Premiere of New Business Classification System

Washington, DC March 16, 1999

The Commerce Department's Census Bureau today released the 1997 Economic Census, marking the premiere of a new business classification system that will be used to measure the U.S. economy in the new century.

The 1997 Economic Census is based on the new system known as the North American Industry Classification System (NAICS) and contains, for the first time, measurement of such key components of the 21st century economy as information, high-tech support services and entertainment sectors, among others.

The 1997 Economic Census data were released at a news conference by Commerce Under Secretary for Economic Affairs Robert J. Shapiro, Census Bureau Director Kenneth Prewitt and Bureau of Economic Analysis Director J. Steven Landefeld.

Commerce Secretary William M. Daley said, "The 1997 Economic Census reveals a diverse, high-powered economy that, guided by the Administration's sound economic policy, is fueling the longest peacetime expansion in our history."

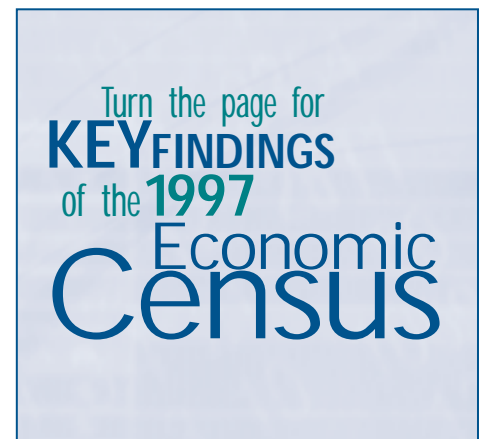
"The 1997 Economic Census provides the first snapshot of the economy as it enters the new millennium," Shapiro said. "This new and improved version gives business and government a better framework to make decisions that will keep our economy in high gear."

Prewitt added, "Our new system of measurement is organized the way our economy is organized, recognizing the role of new technology and the services that define our daily lives."

The Economic Census provides a detailed portrait of the economy every five years, from the national to the local level. Results from the 1997 Census will provide information on businesses operating at more than 21 million locations, giving key information on the number of businesses and employees, the value of shipments, sales, receipts, revenue and payroll. This advance report is the first in a series of more detailed reports that will follow over the next two years.

The NAICS system replaces the Standard Industrial Classification (SIC) system that began 60 years ago. NAICS better measures the 21st century economy by highlighting businesses that contribute the most to our economy and classifying businesses consistently by production process. Jointly developed with Canada and Mexico, the system makes possible comparisons with these major trading partners. And the system is easily updated to reflect the changing economy.

The NAICS system provides 1,170 detailed U.S. industry classifications or 15 percent more than were available under the old system. This includes 358 new industries and 390 revised industry classifications. Only 422 industries will continue to be measured in the same way. Many government agencies are expected to use the new system to redesign and benchmark other economic statistics programs.



1997 ^{KEY FINDINGS of the} Economic Census

USING NAICS

- The nation's information sector, including publishing, motion pictures, broadcasting, telecommunications and information and data processing services generates 3.2 million jobs, a \$135 billion annual payroll and \$642 billion in receipts at 115,000 locations.
- The health care/social assistance sector generates 13.6 million jobs, a \$379 billion annual payroll and \$890 billion in receipts at 645,000 locations.
- The professional/scientific/technical services sector, including scientists, engineers, architects, programmers and designers, generates 5.4 million jobs, a \$233 billion annual payroll and \$609 billion in receipts at 622,000 locations.
- The administrative/support services subsector, including employment agencies, employee leasing services, phone centers, telemarketing bureaus and travel agencies, generates 7.2 million jobs, a \$129 billion annual payroll and \$262 billion in receipts at 260,000 locations.
- The computer/electronic manufacturing sector generates 1.7 million jobs, a \$71 billion annual payroll and \$431 billion in shipments at 17,000 locations.
- The arts/entertainment/recreation sector generates 1.6 million jobs, a \$32 billion annual payroll and \$103 billion in receipts at 100,000 locations.
- The manufacturing sector employs the most people at 17 million employees, followed by retail trade at 14 million employees and health care/social assistance at 14 million employees.
- The top five manufacturing subsectors by shipment value are transportation equipment (\$578 billion), computers/electronic products (\$431 billion), food (\$425 billion), chemicals (\$418 billion) and machinery (\$272 billion).
- The top five retail subsectors by sales are motor vehicle/parts dealers (\$648 billion), food/beverage stores (\$401 billion), general merchandise stores (\$330 billion), building material/garden equipment stores (\$230 billion) and gas stations (\$198 billion).

The data in this report are preliminary, subject to change and will be superseded by data released in later reports. Businesses without employees will be included in later reports. Economic Census data are subject to non-sampling error due to non-response, coverage problems, misreporting and processing errors.