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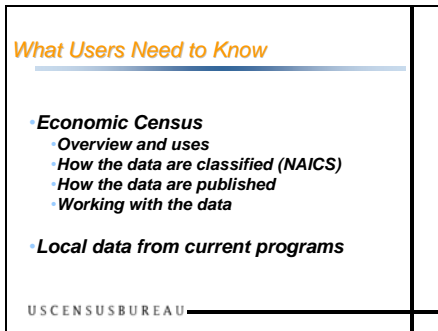


Hand out slide handouts, exercises, and brochure

My name is _____, and I and my colleague _____ are here today to talk to you about the 2002 Economic Census and related data from the Census Bureau.

We would like to thank _____ for sponsoring this conference and handling the local logistics.

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There are several parts to this presentation. For most of the time, we will focus on the Economic Census .

We'll start with a brief overview and look at what the Economic Census is about, and how it fits with our other economic surveys.

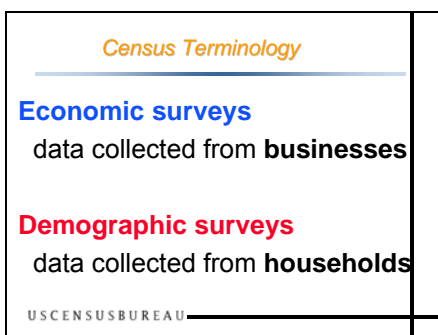
Next, my colleague _____ will talk about industry classification—particularly in terms of the North American Industry Classification System or NAICS

Third, I'll talk about products from the 2002 Economic Census and when they are coming out.

Fourth, _____ will review the various web tools that will help you use the data, and where you can get more information.

Finally, we'll broaden the scope to deal with other data sets collected annually that include information for local areas.

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First it would be useful to make sure that our jargon is clear: When we at the Census Bureau refer to **economic** surveys or an economic census we are referring to data that we collect from businesses. We use the term **demographic** to refer to data collected from households.

Of course, there are lots of important data about the American economy that can be gleaned from the income, occupation, and labor force information published in Census 2000 and from other household surveys. But what we are talking about today are data about businesses.



There are many statistics for and about business issued by the federal government. Many of these come from the U.S. Census Bureau. This presentation will focus on one of the richest of the business data sets, the 2002 Economic Census.

Principal Economic Indicators

- Advance Monthly Retail Sales
- Manufacturing and Trade: Inventories and Sales
- Monthly Wholesale Trade
- Manufactures' Shipments, Inventories and Orders
- Quarterly Services Survey [NEW]
- Housing Starts
- Value of New Construction Put in Place
- Housing Completions
- New Homes Sold and for Sale
- US International Trade in Goods and Services
- Quarterly Financial Report (two releases)
- Housing Vacancies

The Census Bureau publishes a number of the Principal Economic Indicators, like

- Monthly retail sales,
- Manufacturers shipments, inventories and orders
- International Trade in Goods and Services...
- and the brand new Quarterly Services Survey

Surveys vs Census


Economic Surveys	Economic Census
• Annual, quarterly, monthly	• Every 5 years (years ending in 2 & 7)
• Limited detail	• Industry/product detail
• Mostly national	• Detailed Geography

But the surveys that make the best news for their frequency and timeliness are not necessarily the same ones that provide all of the details needed for many practical business decisions.

While we have a number of surveys that provide annual, quarterly and monthly data, they mostly have limited industry detail, and they mostly tell us only what is going on in the nation as a whole.



Fortunately, once every 5 years, we have a much larger survey we call the Economic Census. The census provides us with much greater detail about specific industries and about the products they produce or sell.



"The Economic Census is indispensable to understanding America's economy..."


--Alan Greenspan, former chairman, Federal Reserve Board of Governors

All of these statistics are very important to policy makers and business people.

Alan Greenspan has said that "The Economic Census is indispensable to understanding America's economy"

Public Sector Uses

- Benchmarking
- Tracking economic change
- Attracting new businesses
- Assisting business development




USCENSUSBUREAU

The Economic Census serves a number of important needs in the **public sector**.

- Government agencies use the census as the foundation--or benchmark--for other statistics and surveys, from the Gross Domestic Product to monthly retail sales.
- Policy-making agencies in government use census data to:
 - Measure and track changes in local economies, and
 - Analyze the impact of policies and economic programs
- Local agencies frequently use economic census data to focus efforts to attract new business and retain existing firms, and to assist entrepreneurs in business development.

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"Sound and timely economic data are the fuel that powers business decision making..."



--Thomas J. Donohue, President,
United States Chamber of Commerce

These data are not just for government use. The president of the U.S. Chamber of Commerce has remarked that "Sound and timely economic data are the fuel that powers business decision making..."

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Private Sector Uses

Study your industry
Market share
Product trends
Strategic planning



What's my share?
How does my firm compare?

Businesses are especially important as data users because it is they who provide the data in the first place.

First, firms can look at their own industry. A firm can compare its own statistics with figures for the industry, computing market share and evaluating its own growth and product mix relative to the competition.

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Private Sector Uses

Study your industry
Market share
Product trends
Strategic planning



Study business markets
Site locations
Sales territories
Forecasting sales

Where are my customers?
suppliers? competitors?

Second, firms use census data in business-to-business marketing. Manufacturers and distributors that sell their products to or through other businesses use the economic census to study those markets, and then apply what they have found in

- Locating plants, warehouses, and stores; and
- Laying out sales territories;
- Making sales forecasts.


■ Of course, businesses engaged in marketing to household consumers (B-to-C instead of B-to-B), make many of these same types of decisions using data about people--from the 2000 Census of Population and Housing.

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Private Sector Uses

Study your industry
Market share
Product trends
Strategic planning

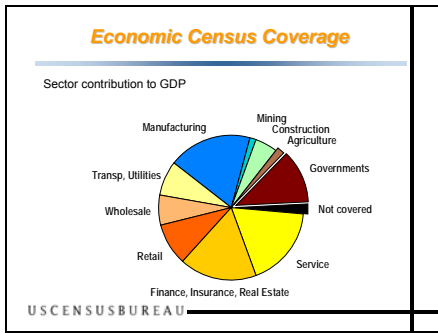
Study business markets
Site locations
Sales territories
Forecasting sales



Evaluate investments
Estimate market size
Data for loan applications

Third, firms use census data to evaluate investment opportunities. This can be especially important to small businesses if they want someone else to invest in their business, as when they apply for a loan. Even if the the owner of a small shop knows his or her markets and the competition enough to run day-to-day operations, that owner may sometime need to convince someone else--like a bank's loan officer or a venture capitalist--just how good the business opportunity is. Census figures on the market may help out.

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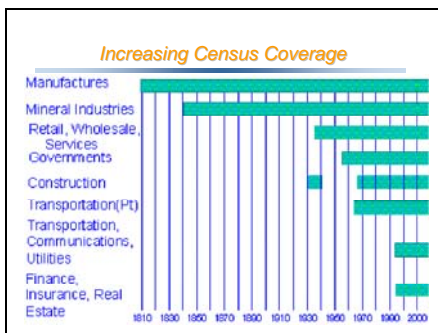
What does the Economic Census include?

The Economic Census covers most, but not quite all, domestic economic activity. The Census Bureau conducts a separate Census of Governments and the U.S. Department of Agriculture conducts a separate Census of Agriculture at the same time as the Economic Census. Taken together, these censuses cover about 98 percent of economic activity.

The Economic Census, per se, covers only the nonfarm, private economy, about 85% of the pie.

(The parts not covered include forestry and fisheries, scheduled commercial airlines, railroads, schools and colleges, political and religious organizations, and private households)


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Parts of the Economic Census date back to 1810, when the first questions about manufacturing were part of the Population Census. The Economic Census didn't really take its current form until 1954. Note that coverage of most of Transportation, Communications, and Utilities and Finance, Insurance, and Real Estate began only in 1992. So time series for some parts of the economy may be relatively short.

Economic Census Data Collection

- 5 million establishments
 - Large, mid-size employers
 - Sample of small employers
- Paper or electronic reporting
- 650 versions of the form



How do we collect the data?

We collect most of the data in the Economic Census by mail. At the end of 2002 we sent forms to 5 million businesses. These included all of the large and mid-size employers and a sample of the smallest employers.

Many companies took advantage of the opportunity to report electronically, although most just filled out the paper forms.


We waited until the end of 2002 to send out forms so companies could report all of their activity for the calendar year. ...

Data collection activities continued through most of 2003. And then we started to publish data in early 2004.

We used more than 650 variations on the census form, so that each business could respond in terms meaningful to its own industry.


Economic Census Data Collection

Direct Collection:
Mail or electronic report forms to 5 million establishments



94% of \$ output

Administrative Records:
(17 million nonemployers and 2 million small employers)



79% of establishments

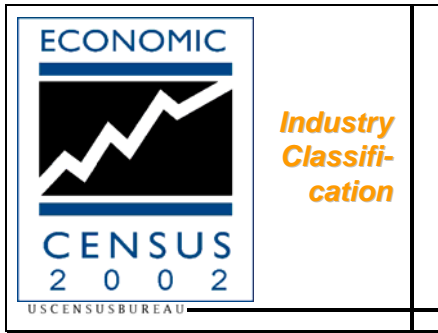
USCENSUSBUREAU

Most businesses in the U.S. are actually very small — millions are self employed or have only a few employees yet they account for only a few percent of economic activity. Rather than send out 19 million more forms, we substituted information from the administrative records of other federal agencies.

But while those 5 million establishments to which we send forms account for the overwhelming majority of economic activity, there are another 19 million firms that are so small that their aggregate impact is only a few percent of output. These businesses are primarily self-employed persons, and we will talk more extensively about nonemployers later.

Rather than send out 19 million more forms, we substituted information from the administrative records of other federal agencies, and thus substantially reduced the reporting burden on American business.

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In this segment, we talk about how economic census data are organized.

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Economic Census Table

Data classified by industry

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
44-45	RETAIL TRADE	196 397	263 119 346	26 362 691	1 354 797
441	Motor vehicle & parts dealers	10 960	45 562 756	5 706 081	174 669
4411	Automobile dealers	3 340	55 052 705	4 280 943	110 958
441110	New car dealers	2 085	55 256 176	4 102 784	105 076
441120	Used car dealers	1 255	2 296 607	144 149	5 882
4412	Other motor vehicle dealers	1 226	2 813 700	281 776	11 011
44121	Recreational vehicle dealers	352	1 224 121	113 196	4 180
441210	Recreational vehicle dealers	352	1 224 121	113 196	4 180
44122	Motorcycle, boat, & other motor vehicle dealers	874	1 589 579	168 580	6 831
441221	Motorcycle dealers	359	813 067	88 834	2 524
441222	Boat dealers	347	567 433	57 649	2 457
441229	All other motor vehicle dealers	168	209 079	22 107	870
4413	Automotive parts, accessories, & tire stores	4 414	7 145 371	1 177 562	52 760

This is a typical table from the economic census, featuring data on the
 Number of business establishments
 Sales
 Payroll
 Number of employees

In this table, those key data items are distributed by geography (in this case, California) ...and by industry or kind-of-business, as illustrated by various types of motor vehicle and parts dealers shown in the sample table.

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Standard Industrial Classification System

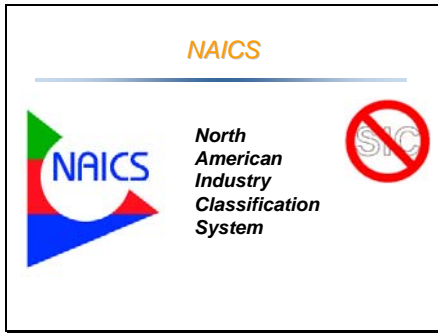
- Developed in 1930's
- Updated every 10-15 years
- Dominated by manufacturing

SIC

The Government's official system for classifying industries from the 1930's through most of the 1990's was the Standard Industrial Classification (or SIC) system.

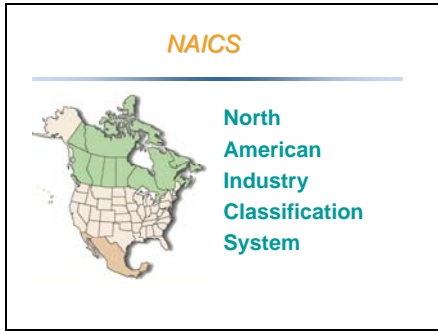
But the SIC system reflected an economy dominated by manufacturing, not the service economy into which we have evolved.

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America needed a better classification system, and now it has one. Out with SIC, enter NAICS in 1997.

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The new North American Industry Classification System replaced the old Standard Industrial Classification (or SIC) system as of 1997. NAICS (which rhymes with "snakes") was defined as a joint project of the U.S., Canada and Mexico.

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NAICS

New Numbering System

Level	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

NAICS introduced a new numbering system.

The new NAICS codes have 6 digits that replaced the 4-digit SIC system.

Here is an actual example of the NAICS hierarchy.

Within the Information Sector, 51, there is a 3-digit subsector for Broadcasting other than the Internet, a 4-digit industry group for Radio and Television Broadcasting, and a 5-digit industry for Radio Broadcasting. Only the U.S. further defines a 6-digit industry for Radio Stations

Many users had hoped that going from a 4-digit SIC to a 6-digit NAICS code would mean orders of magnitude more detail. In fact, the number of classifications has gone up only about 15 percent.

The greatest significance is that the NAICS identifies important new industries and important new groupings.

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NAICS Sectors	
11 Agriculture, Forestry, Fishing, and Hunting	54 Professional, Scientific and Technical Services
21 Mining	55 Management of Companies and Enterprises
22 Utilities	56 Administrative and Support and Waste Management and Remediation Services
23 Construction	61 Educational Services
31-33 Manufacturing	62 Health Care and Social Assistance
42 Wholesale Trade	71 Arts, Entertainment and Recreation
44-45 Retail Trade	72 Accommodation and Food Services
48-49 Transportation and Warehousing	81 Other Services (except Public Administration)
51 Information	92 Public Administration
52 Finance and Insurance	
53 Real Estate and Rental and Leasing	

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At the same time, the way that industries are grouped into major economic sectors also changed.

The SIC had 10 divisions, NAICS has 20 sectors.

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SIC Division	NAICS Sector
Transportation, Communication, and Utilities	Utilities Transportation and Warehousing
Finance, Insurance, Real Estate	Finance and Insurance Real Estate and Rental and Leasing
Retail Trade	Retail Trade Accommodations and Food Services
Service Industries	Professional, Scientific, and Technical Svc Administrative & Support and Waste Management & Remediation Svcs Educational Services Health Care and Social Assistance Arts, Entertainment, and Recreation Information

This slide shows how new sectors were broken out from the familiar divisions of the SIC.

For example: Utilities, and Transportation and Warehousing, were broken out from a single SIC division.

More dramatic were the new differentiations within service industries—6 new sectors.

Yet.....

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SIC Division	NAICS Sector
Transportation, Communication, and Utilities	Utilities Transportation and Warehousing
Finance, Insurance, Real Estate	Finance and Insurance Real Estate and Rental and Leasing
Retail Trade	Retail Trade Accommodations and Food Services
Service Industries	Professional, Scientific, and Technical Svc Administrative & Support and Waste Management & Remediation Svcs Educational Services Health Care and Social Assistance Arts, Entertainment, and Recreation Information

.....that straightforward chart was really an oversimplification.

In fact, major chunks of service industries went into the new Accommodation and Food Services sector and the Real Estate and Rental and Leasing sector.

And the new Information sector shown at the bottom of the screen really got its largest component—communications—from the old transportation, communications, and utilities division of the SIC.

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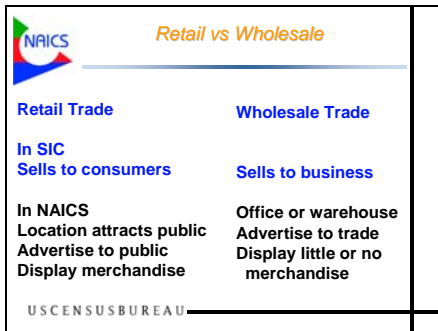


Let's look at an example:

The new accommodation and food services sector was created by marrying the hotel and lodging industries, from the SIC services sector, with eating and drinking places from retail trade.

Retail trade is, of course, a very familiar concept. In 1992, Eating and drinking places made up about 10 percent of retail sales and fully one third of retail employment. In NAICS, that large chunk was removed from retail trade.

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But there is more ...

The distinction between retail and wholesale trade used to be in terms of who the customer was. Under SIC, retailers were those who sold to consumers, and wholesalers sold to businesses and institutions. Then along came a variety of computer stores and office supply stores and building material stores that sold to both businesses and individuals.

In NAICS, a retailer is characterized more by the way it does business—with a storefront, advertising to the public, and display of merchandise—than who its customer is.

The net effect of these changes is to subtract some activity from wholesale trade and add it to retail trade.

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Looking at 1997 retail sales as classified by SIC and NAICS, they don't look all that much different.

The inflow of wholesalers into retail trade appears to have offset much of the loss of restaurants to the new accommodations and foodservices sector.

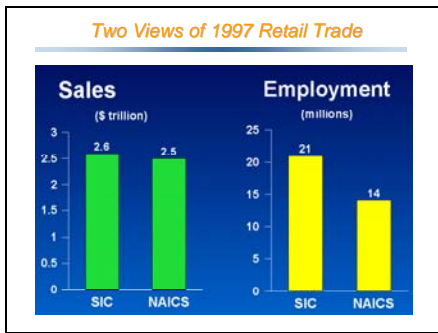
At least that is the way it looks in terms of sales.

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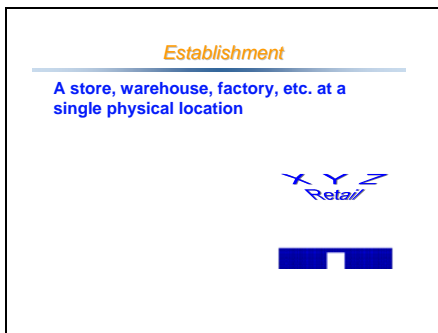
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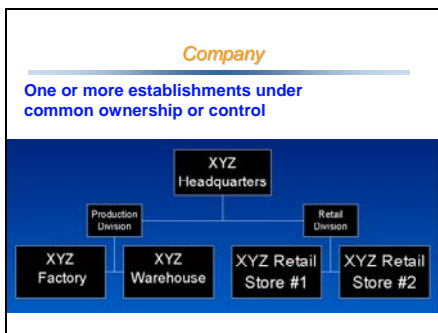
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But the picture is much different in employment. Restaurants tend to have lots of employees relative to their sales. The formerly wholesale establishments that came in to retail have much fewer. In terms of employment, retail trade under SIC and NAICS look quite different – and if one didn't understand the change in composition, one might incorrectly infer that productivity in the Retail sector had improved dramatically.



Before we go further, let's make sure we understand just what it is that is being classified by industry. A business establishment is a store, warehouse or factory operating at a specific physical location.



That is not the same thing as a company or firm. A company consists of one or more establishments under common ownership or control. We require each company to give us separate data for each of their establishments, because frequently the different establishments do different things, and typically the different establishments are located in different geographic areas. So it is each establishment that gets a NAICS code, not the company as a whole. And it is the number of establishments, not the number of companies, that is featured in most census statistics.

NAICS Manual

In print and at www.census.gov

- Definition for each industry
- Alphabetic index
- Correspondence tables
 - 1997 Edition
 - 2002 Edition
 - NAICS97 to SIC
 - SIC to NAICS97
 - NAICS02 to NAICS97
 - NAICS97 to NAICS02

There are many resources to help you figure out relationships between current data published by NAICS and historical data still out there by SIC. The definitive resource is the NAICS Manual, available in print and at our web site. Notice at the bottom that there are separate 1997 and 2002 editions of the NAICS manual. I will return to that in a moment. The manual includes definitions for each industry, an alphabetic index, and, in the 1997 edition, detailed tables illustrating the correspondence between NAICS and SIC, and vice versa.

Table 1 Codes: U-U.S. only; C-U.S. and Canada; E-existing industry; N-new; R-revised

1987 NAICS	1997 NAICS-U.S. Description	Codes	1987 SIC	1987 U.S. SIC Description
511	Publishing Industries			
5111	Newspaper, Periodical, Book, and Database Publishers			
51111	Newspaper Publishers	E	2711	Newspapers: Publishing, or Publishing and Printing
51112	Periodical Publishers	R	2721	Periodicals: Publishing, or Publishing and Printing (except music books)
51113	Book Publishers	R	2741	Miscellaneous Publishing (shopping news)
			2731	Books: Publishing, or Publishing and Printing (except music books)
			2741	Miscellaneous Publishing (technical manuals and books)
51114	Database and Directory Publishers	N	2741	Miscellaneous Publishing (database publishers)
			7331	Direct Mail Advertising Services (mailing list compilers)
51119	Other Publishers			
511191	Greeting Card Publishers	u R	2771	Greeting Cards (publishing greeting cards)

Here you can see the correspondence between publishing industries within NAICS and SIC.

Newspaper publishing (NAICS 51111) is, one-for-one, the same as SIC 2711, and the table includes an **E** code to tell you that this is simply an **Existing** industry.

Periodical and book publishers have a code **R** to tell you these industries have been **Revised** from their SIC counterparts

Database and Directory publishers (NAICS 51114) have a code **N** for a **New** industry, without a real counterpart in SIC.

The correspondence tables are very useful, but when an industry is split or made up of parts of other industries, they don't tell you how important each component is. This table tells you that one component of the new Book Publishers NAICS code is technical manuals and books, which used to be part of SIC 2741. This table doesn't tell you how important technical manuals are relative to other parts of the book publishing industry—coming from SIC 2731.

So.....

....Fortunately, the 1997 Economic Census published a Bridge between NAICS and SIC.

1997 Economic Census: Bridge Between NAICS and SIC Information

NAICS 511: Publishing industries - 6-digit NAICS by 4-digit SIC

Indicates only establishments with general operating conditions and manufacturing. Figures to the left of SIC codes indicate the percent of SIC receipts represented by that part, and link to Table 1 where other parts of the NAICS are shown. % refers to 1997 and 1992 Comparative Statistics for whole SIC.


NAICS	SIC	PI	Description	Estab. %	Revenue \$ mil.	Employees	Annual payrol \$ mil.
5111			Newspaper, periodical, book, & database publishers	21.667	117,390,578	738,095	24,848,197
51111			Newspaper publishers	8.773	41,433,090	400,818	11,729,087
51119	2711	%	Newspaper publishers	8.773	41,433,090	400,818	11,729,087
51112			Periodical publishers	8.331	29,972,838	137,966	6,997,490
51120	2721	%	Periodical publishers	8.331	29,972,838	137,966	6,997,490
51113			Book publishers	2.889	22,876,106	90,170	3,656,896
51130	2731	%	Book publishers	2.889	22,876,106	90,170	3,656,896
51114			Database & directory publishers	1.459	12,277,511	43,241	1,659,099
51140	2741	%	Database & directory publishers	1.459	12,277,511	43,241	1,659,099
51119	7331	%	Direct mail advertising services (mailing list compilers)	0.29	10,776,279	32,513	1,342,068
51119			Other publishers	2.805	11,031,334	65,991	1,907,028
511191	2771	%	Greeting card publishers	1.11	5,395,087	21,047	644,040
51191	2771	%	Greeting card publishers	1.11	5,395,087	21,047	644,040

The "Bridge" report gives national statistics defining for us just how much of each SIC category went to each NAICS—and vice versa—thereby defining comparability issues much more thoroughly than the correspondence tables in the NAICS manual or any other source.

The answer to our question about Book Publishers is that the 1997 Economic Census didn't even find any establishments primarily engaged in publishing technical manuals to the exclusion of all else, so movement of that category had no practical effect.

The symbols here are a take-off on the bridge metaphor. Those categories completely comparable between SIC and NAICS are shown with a full bridge with superstructure. Those not comparable are shown by a drawbridge wide open. Those almost comparable, like book publishers, are shown with a drawbridge nearly closed. We used that symbol if SIC-based data could get us within 3% of the NAICS sales or revenue.

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Assembling Time Series

SIC	1987	1992	(1997)
NAICS		1997	2002 2007


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Data prior to 1997 were published based on SIC. All data for 2002 and future years will be based on NAICS. Only for 1997 do we have some overlap between the two systems. Most 1997 data were published by NAICS, but selected national and state data were also published by SIC to facilitate the transition.

NAICS gives us a better foundation for analysis of trends in the future. But in many respects there is a disconnect. Some series simply will not be able to bridge the gap between the two systems.

[Speaker's note: Several of the Indicators series have gone back to 1992 and approximated NAICS data - like Monthly Retail Sales]

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Changes for NAICS 2002

Sector	Type of change	New industries
Construction	Major changes	Residential remodelers
Wholesale Trade	Separated Agents and Brokers—affects all industries	Wholesale electronic markets
Retail Trade	Subdivided 2 industries	Discount dept stores Electronic shopping Electronic auctions
Information	Renumbering Moved Internet	Internet publishing and broadcasting

The old SIC system was updated every 10 to 15 years. That proved to be too infrequent. NAICS will be reviewed every 5 years.

There are already changes implemented for 2002. Industries have been largely redefined within Construction and Wholesale Trade. Still, none of the boundaries between sectors were affected, so we have nothing like the upheaval users dealt with for 1997.

Changes in retail trade and information are comparatively minor, with little or no impact on historical comparability

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The screenshot shows the NAICS website homepage with various sections: 'How NAICS Works', 'Implementation', 'Product Classification', 'Questions?', and 'Development of NAICS'. It includes a search box and links to manuals and data sources.

The place where you can find answers to your questions is the NAICS website. You can access this page from the Census Bureau Homepage (www.census.gov)

In the upper left corner of the page is the link to the NAICS to SIC and SIC to NAICS tables we illustrated earlier. Just below that is a NAICS search box where you can type in a word and get a list of all of the related industries.

Let's imagine that we have typed "**software**" in and clicked **NAICS Search.....**

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Results for "software"

Index entry	NAICS Code		2002 U.S. NAICS Title
	2002	1997	
Software analysis and design services, custom computer	541511		Custom Computer Programming Services
Software application training	511210		Computer Training
Software, computer, packaged, publishers	511210		Software Publishers
Software installation services, computer	541519		Other Computer Related Services
Software programming services, custom computer	541511		Custom Computer Programming Services
Software publishers	511210		Software Publishers
Software publishers, packaged	511210		Software Publishers
Software stores, computer	483130		Computer and Software Stores
Software, computer, packaged, merchant wholesalers	423430	423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers
Software, packaged, mass reproducing	334811		Software Reproducing

By another keyword search: NAICS SEARCH

[Home](#) | [Database A-Z](#) | [Data](#) | [Database Tables](#) | [Data Use](#) | [FAQ](#) | [Search](#) | [Data](#) | [Home](#) | [Data](#) | [Data](#) | [Data](#) | [Data](#) | [Data](#)

U.S. C E N S U S B U R E A U
 Making the Most Informed Business Decisions

Here is a list of related industries, including Software Publishers, NAICS 511210, that the search returns. Let's click on that code **511210**.

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U.S. Census Bureau

2002 NAICS Definitions

511210 Software Publishers

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, but not sell, software.

Cross-References: Establishments primarily engaged in--

- Republishing packaged software--are classified in Sector 42, Wholesale Trade or Sector 44-45, Retail Trade.
- Providing access to software for clients from a central host site--are classified in [jobbody](#) 511220, Data Processing, Hosting, and Related Services.
- Designing software to meet the needs of specific users--are classified in U.S. [Industry](#) 541511, Custom Computer Programming Services, and
- Mass duplication of software--are classified in U.S. [Industry](#) 334811, Software Reproducing.

Go to: [NAICS 1997 to 2002](#) | [2002 NAICS to 1997 SIC](#) | [1997 Economic Census](#) | [Bridge Between 1997 NAICS and SIC](#)

2002 NAICS	1997 NAICS	1997 SIC	Corresponding Index Entries
511210	511210	7372	Applications software, computer, packaged
511210	511210	7372	Computer software publishers, packaged
511210	511210	7372	Computer software publishing and reproduction
511210	511210	7372	Games, computer software, publishing
511210	511210	7372	Operating systems software, computer, packaged
511210	511210	7372	Packaged computer software publishers
511210	511210	7372	Programming language and compiler software publishers, packaged

This brings us to the formal paragraph-style definition of software publishers, coupled with cross-references to related industries and a list of all of the index entries that could have brought us to this industry—sort of an operational definition.

This page also lets us link directly to correspondence tables (NAICS02 to SIC), to the 1997 bridge tables, and to a sampler of economic census data for this industry from the 1997 Economic Census.

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Results for "software"

Index entry	NAICS Code		2002 U.S. NAICS Title
	2002	1997	
Software analysis and design services, custom computer	541511		Custom Computer Programming Services
Software application training	511210		Computer Training
Software, computer, packaged, publishers	511210		Software Publishers
Software installation services, computer	541519		Other Computer Related Services
Software programming services, custom computer	541511		Custom Computer Programming Services
Software publishers	511210		Software Publishers
Software publishers, packaged	511210		Software Publishers
Software stores, computer	483130		Computer and Software Stores
Software, computer, packaged, merchant wholesalers	423430	423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers
Software, packaged, mass reproducing	334811		Software Reproducing

By another keyword search: NAICS SEARCH

[Home](#) | [Database A-Z](#) | [Data](#) | [Database Tables](#) | [Data Use](#) | [FAQ](#) | [Search](#) | [Data](#) | [Home](#) | [Data](#) | [Data](#) | [Data](#) | [Data](#)

U.S. C E N S U S B U R E A U
 Making the Most Informed Business Decisions

Backing up to the list of entries we saw a moment ago, note that there are actually two code columns, one for 2002 and one for 1997. The code for software wholesaling changed so you see two separate codes in the next to the last entry. You can click on the two codes to see how the definition changed.

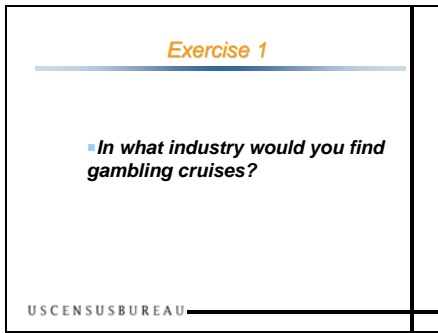
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The NAICS web page is frequently updated. Concordances for 2002, and between NAICS and some international classification systems, have been added. There is even information about changes planned for 2007.

For those of you concerned with the statistics of other agencies, there are annotations of when some of the data series of the Bureau of Economic Analysis and the Bureau of Labor Statistics will complete their conversion to NAICS.

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In what industry would you find gambling cruises?

Select "NAICS" in the Business section of www.census.gov

Enter keyword "gambling" in NAICS search box

Gambling cruises are NAICS 713210

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That brings us back to the Economic Census, and in particular, how Economic Census data get into your hands through a set of data products. For that, I give you to my colleague, ____.

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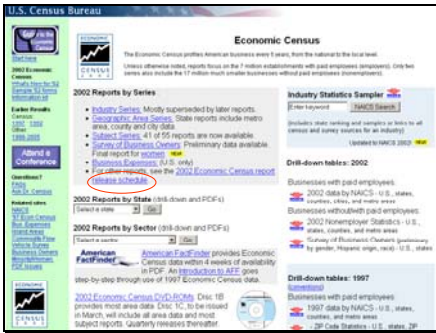


Since nearly all Economic Census products get to you via the Census Bureau web site, and most references are there too, let's find the charts we need as web pages.

The Census home page gives us a link straight to the Economic Census.

<<click on Economic Census>>

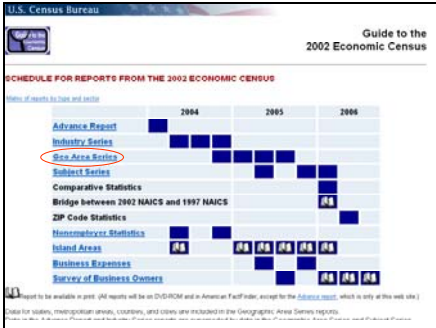
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We will return to the main Economic Census page many times in this presentation. For now, let's look at "2002 Reports by Series", and pick its last link: the release schedule.

<<click on "schedule">>

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This page is part of the Guide to the Economic Census.

It shows reports being issued across more than a 2-year period, from the first quarter of 2004 to the 3rd quarter of 2006.

Some of the blocks include a book symbol to indicate that those reports will be published in print. There are very few series to be in print.

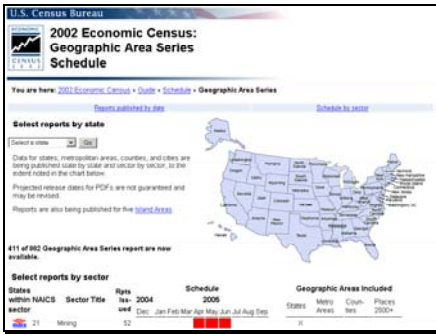
We won't talk about the advance report, because those data had limited detail and have now been superseded.

The Industry Series gave us our first look at really detailed numbers, but those reports were also largely confined to national numbers, and most of those data have since been superseded as well.

The Geographic Area Series provides the primary data for local areas.

<<click on "Geo Area Series">>

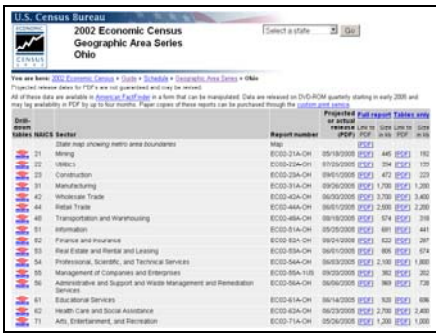
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Area series reports were issued state by state, and the map provides convenient access to the list of reports for each state.

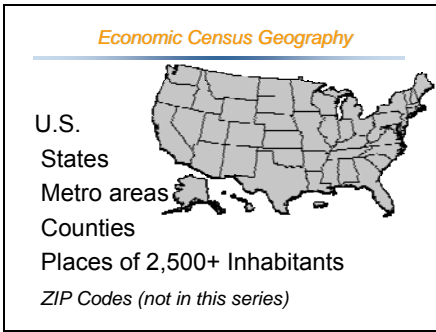
<<click on _Ohio_ on the map>>

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This is a convenient page from which to access reports for each sector in PDF (on the right) or in the "Drill-down" format we will discuss later.

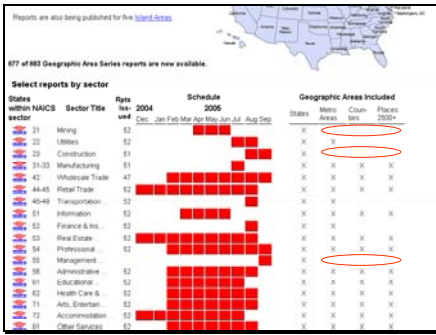
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The Economic Census publishes data for the nation as a whole, for states, for metropolitan areas, for counties, or cities and other places that have 2500 or more inhabitants, and for ZIP Codes. All but ZIP Codes are included in the Geographic Area Series.

[cite only in the states listed:] *In New England, New York and Wisconsin, we also publish data for towns with 10,000 or more inhabitants, and include them in the tables of data for places. In Michigan, Minnesota, New Jersey and Pennsylvania, that applies to townships of 10,000 or more.*

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Back on the page for all states, lower down, is a graphic summary of when the various sectors were published.

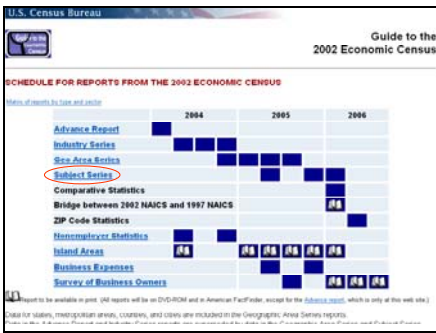
If you want a single list of all reports issued for a particular sector, you can click on one of the down (“more”) arrows on the left.

But let’s focus on the righthand part of the chart, which shows that not all sectors publish data for all geographic areas.

Three sectors have only state level data: mining, construction, and management of companies.

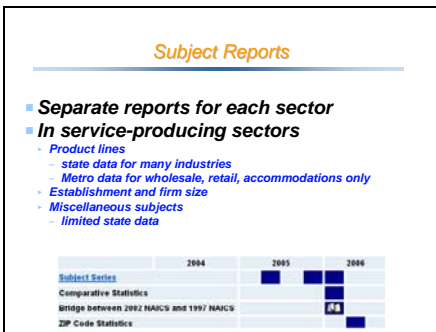
Three more show data only for states and metropolitan areas, but not for counties and places: Utilities, Transportation and Warehousing, and Finance and Insurance.

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Subject reports generally explore specialized topics at the national level.

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For 14 service-producing sectors, there are three subject reports:

- Product Lines
- Establishment and Firm Size, and
- Miscellaneous Subjects

Let me say a little more about the Product Lines reports....

Table 1: Product Lines by Kind of Business for the United States: 2002--Con.

Excludes 99 establishments of firms with annual... For listing of abbreviations and symbols, see Introduction. For explanation of items, see Appendix B. Data based on the 3-Corpus... (20) Industries in parentheses, sampling not representative; and (21) Others, see note at end of table.

NAICS code	Product line	Kind of business and product line	Establishment with the product		Product line sales		
			Number	Total sales (\$ million)	Amount (\$ million)	Percent of total sales	Percent of total sales
44710	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44711	Gasoline stations	Gasoline stations	81,891	122,405,388	122,405,388	65.6	65.6
44712	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	64,322,729	64,322,729	34.4	34.4
44713	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44714	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44715	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44716	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44717	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44718	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44719	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44720	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0

Here is an interesting example:

a) Gasoline stations with convenience stores are a separate industry, NAICS 447110.

b) If you ever wondered what was the ratio between gasoline sales and other merchandise at these combination stores, here is your answer. Out of **\$186 billion** <highlight> in total sales, automotive fuels account for \$122 billion, or **65 percent** <highlight>.

What else do they sell?

- Groceries 12%
- Tobacco products 11.3%--\$21 billion dollars

d) There is another table in the same report that lets us look at the distribution the other way...

Table 2: Kinds of Business by Broad Product Line for the United States: 2002--Con.

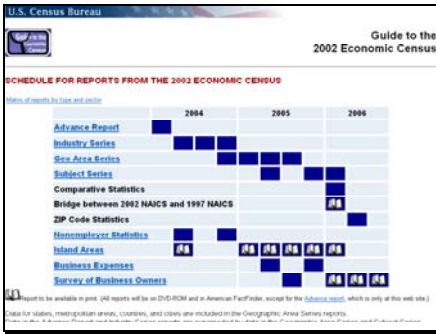
Excludes 99 establishments of firms with annual... For listing of abbreviations and symbols, see Introduction. For explanation of items, see Appendix B. Data based on the 3-Corpus... (20) Industries in parentheses, sampling not representative; and (21) Others, see note at end of table.

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44712	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	64,322,729	64,322,729	34.4	34.4
44713	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44714	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44715	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44716	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44717	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44718	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44719	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0
44720	Gasoline stations with convenience stores	Gasoline stations with convenience stores	81,891	186,728,117	186,728,117	100.0	100.0

Here is that same \$21 billion dollar figure, but here it is presented in the context of what kinds of stores sell tobacco products?

Gasoline stations with convenience stores is easily the biggest category, with 41.6% of all tobacco sales at retail. Other gas stations add another 2%.
--followed by Grocery stores, with 24%
--Warehouse clubs and supercenters with 12.7%
--And tobacco stores with 11.2% (which is a whopping increase over the corresponding figure from 5 years earlier).

While the Product Lines PDFs will include only national data, databases that we will be discussing later on American FactFinder and DVD-ROM include State data for many sectors Metropolitan area data for three sectors: wholesale trade, retail trade, and accommodations and food services.



After we are well along in the Subject series, we will publish the Comparative Statistics and Bridge reports.

Comparative Statistics

- **Economy-wide**
- **For 1997, shows SICs by State**
- **For 2002, will show NAICS97 by State**
- **No substate geography**

SIC NAICS	1997 SIC Description	Establishments		Sales, receipts, or shipments (\$1,000)		Paid employees		Asset amount (\$1,000)	
		1992	1997	1992	1997	1992	1997	1992	1997
	All	26,261	29,407	174,519,641	162,296,421	7.7	612,216	424,861	48.2
	Manufacturing	639,482	672,881	624,734,242	629,284,857	54.9	4,587,262	4,688,282	16.3
	Construction	377,776	375,312	11,933,965,654	12,824,222,241	11.7	17,897,200	16,948,242	15,948,686
	Transportation and utilities	293,575	N	11,412,936,313	N	N	6,688,136	N	14,198,708,882
	Wholesale trade	621,027	496,467	6,242,236,460,528	5,238,620,447	10.0	6,609,033	6,739,284	12.4
	Retail trade	1,581,798	1,526,216	2,222,645,881,477	1,894,880,229	34.4	21,165,862	18,467,463	10.0
	Services, information, and health industries	861,389	986,080	12,922,474,943,824	12,911,528,517	36.1	7,214,021	6,509,891	12.4
	Government	2,077,081	1,826,426	15,918,661,789,481	15,202,012,016	60.3	20,276,189	19,296,462	20.0

In Comparative Statistics, we compare data from the current census with data from the previous census. In order to provide comparable data, we have to employ the classification system of the previous census. For 1997, that meant showing 1997 data by the SIC system as used in 1992, and Comparative Statistics was the main report for 1997 that tied back to the old SIC system.

The Comparative Statistics report for 2002 will not tie back to 1987 SIC, but rather will be based on the 1997 NAICS.

The 1997 report gave comparable, SIC-based data for the U.S. and for states. There were no comparable SIC-based data for metro areas, counties, or cities for 1997.

For 2002, Comparative Statistics isn't quite so important, given that all sectors are comparable, 1997 to 2002, at the sector total level, and most sectors are completely comparable for individual industries as well. Thus, you can easily make your own comparisons between 1997 reports and 2002 reports without the Comparative Statistics Report.

Bridge between NAICS and SIC

- 1997: Shows SIC parts within NAICS & v.v.
- 2002: Bridge between NAICS 02 and NAICS 97
- National data
- Basis for converting other data

NAICS 511: Publishing industries - 6-digit NAICS by 4-digit SIC

NAICS SIC	Description	Estab.	Revenue	Prod	Assets
		(th)	(\$1,000)	(\$1,000)	(\$1,000)
5111	Newspaper, periodical, book, & database publishers	21,887	117,260,878	726,595	24,948,197
51111	Newspaper publishers	8,773	41,433,090	400,818	11,729,887
511110	Newspaper publishers	8,773	41,433,090	400,818	11,729,887
51112	Periodicals publishers	2,689	22,878,105	90,170	3,655,695
511130	Book publishers	2,689	22,878,105	90,170	3,655,695
51114	Database & directory publishers	1,469	12,277,511	43,241	1,659,099
51140	Database & directory publishers	1,469	12,277,511	43,241	1,659,099
5121	Miscellaneous publishing ind.	830	10,776,279	33,113	1,342,004
51210	Miscellaneous publishing ind.	830	10,776,279	33,113	1,342,004

We have already talked about the Bridge Between NAICS and SIC in the NAICS discussion, published only at the national level for 1997. There will be a 2002 counterpart, but it will bridge between the 2002 version of NAICS and the 1997 version, only in those limited areas where they are different.

ZIP Code Statistics

- Primarily establishment counts by size
- Not in print or PDF

Subject Series	2004	2005	2006
Comparative Statistics			
Bridge between 2002 NAICS and 1997 NAICS			16
ZIP Code Statistics			1

ZIP Code statistics are published separately from the other geographic area reports, as we mentioned earlier, and include establishment counts by industry by size.

These data are the only indicators of the geographic distribution of business within large cities, since the economic census includes no data for census tracts or the other small areas published in the population census.

These data appear as databases only, on CD-ROM and on the Internet, not as PDF reports, and they are among the last products of the 2002 census (2nd quarter of 2006).

ZIP Code Statistics

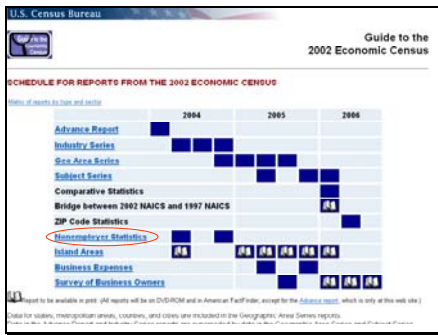
Table 4. Geographic Areas in the 1997 Economic Census
† 1997 data are not available for the following states and ZIP codes

Sector	States	Counties	Places	ZIP Codes
Mining	X			
Utilities	X	X		
Construction	X			
Manufacturing	X	X	X	X
Wholesale Trade	X	X	X	X
Retail Trade	X	X	X	X
Transportation and Warehousing	X	X		
Information	X	X	X	X
Finance and Insurance	X	X		
Real Estate and Rental and Leasing	X	X	X	X
Professional, Scientific, and Technical Services	X	X	X	X
Management of Companies and Enterprises	X			
Administrative and Support and Waste Management and Remediation Services	X	X	X	X
Educational Services	X	X	X	X
Health Care and Social Assistance	X	X	X	X
Arts, Entertainment and Recreation	X	X	X	X
Accommodation and Food Services	X	X	X	X
Other Services (Except Public Administration)	X	X	X	X

Scope: Selected sectors only

However, ZIP Code statistics are not published for every sector. From the Economic Census ZIP data are published for
 * Manufacturing
 * Retail trade,
 and for various service industries.

We will talk later about another series that provides more comprehensive ZIP code data.



Nonemployer Statistics are next on the list.

But what are these nonemployers?.....

Nonemployer Statistics

- Businesses w/o paid employees account for
 - 75% of all businesses
 - 3.5% of all sales
- Excluded from other census reports
- U.S., State, county & metro data
- Updated annually

NAICS code	Kind of business or industry	All firms		Nonemployers		Employers	
		Establishments	Receipts \$1,000	Establishments	% of Receipts	% of Establishments	Receipts \$1,000
11	Food	108,041	188,829,287	82,709	77.8	4,323,356	2.3
22	Utilities	31,208	478,917,282	12,976	41.5	549,889	0.1
23	Construction	2,788,031	1,298,442,838	2,371,317	74.8	116,288,433	9.0
31-33	Manufacturing	574,588	2,844,882,550	285,267	49.7	13,491,860	0.5
42	Wholesale Trade	882,082	4,408,382,158	362,781	41.1	30,821,861	0.7
44-49	Retail Trade	2,354,084	3,251,279,839	1,838,382	78.3	77,896,726	2.4
53	Transportation and Warehousing	1,008,705	428,154,310	608,888	60.4	40,887,338	9.5
55	Information	385,874	815,183,354	333,888	86.5	7,850,038	1.0

By definition, nonemployers are businesses with no paid employees. Most nonemployers are what we think of as self-employed persons. In terms of sales or receipts, they account for only about 3.5% of total sales by employers and nonemployers combined. But if you are counting numbers of companies, around 75% are nonemployers.

Nonemployer data are published for states, counties and metro areas.

This is a unique display in presenting data for “all firms”, nonemployers and employers together. In most cases you have to add together data published separately for nonemployers, from the Nonemployer Statistics report, and employers, from any of the other economic census reports. Since the data come from tax returns rather than questionnaires, we get fresh data each year.

Other Reports

- Censuses of Island Areas
- Business Expenses
- Survey of Business Owners

The Censuses of Island Areas provide data for Puerto Rico, the U.S. Virgin Islands, Guam, the Northern Mariana Islands, and, new for 2002, American Samoa.

The Business Expenses Survey produces a report covering most industries, but only at the national level, published at the end of 2005.

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U.S. Census Bureau
Table 3. RETAIL TRADE (NAICS SECTOR 44-45). Sales and Operating Expenses by Type and Kind of Business: 2002 cont. (Part III)

Business Expenses

LINKS:
[Part 1 of 7 Sales, Total Operating Expenses, Payroll, Fringe Benefits, Contract Labor](#)
[Part 2 of 7 Computer, Printer, Supplies, Packaging and Containers, Other Materials and Supplies, Utilities](#)
[Part 3 of 7 Transportation, Repair and Maintenance, Printing, Advertising](#)
[Part 4 of 7 Legal, Accounting and Bookkeeping, Management Consulting, Communication Services](#)
[Part 5 of 7 Customer Order Software, Systems Design, Data Processing and Other Computer Services, Lease and Rental](#)
[Part 6 of 7 Insurance, Taxes and License Fees, Depreciation, Commissions](#)
[Part 7 of 7 Contract Work, Other Operating Expenses](#)
[Categories list, including thousands of abbreviations and symbols](#)
[Methodology](#)

Data are based on the 2002 Economic Census and the 2002 Business Expenses Survey. Total amounts are in thousands. Click on the column header for description.

2002 NAICS code	Kind of business	Purchased transportation, utilities and maintenance services		Purchased repair and maintenance services		Purchased printing services		Purchased advertising and promotional services	
		Amount	Percent of total	Amount	Percent of total	Amount	Percent of total	Amount	Percent of total
44-45	Retail trade	16,791,303	1.9	14,046,883	1.6	4,735,177	0.6	40,802,276	4.7
4471	Motor vehicle and parts dealers	1,070,074	0.7	1,517,932	1.2	206,175	0.2	9,631,791	9.3
442	Furniture and home furnishings stores	1,336,426	3.3	489,975	1.1	175,174	0.4	3,286,360	7.6
442	Electronics and appliance stores	564,765	1.8	380,798	1.3	256,186	0.9	2,171,023	7.4
444	Building material and garden equipment and supplies dealers	1,249,087	1.7	1,812,274	2.2	134,852	0.2	1,640,275	2.1

Although the data are only at the national level, there are some pretty compelling figures here. Business Expenses shows some key types of operating expenses, like printing services and advertising services. If you are in the printing or advertising business, here is information on your potential customer base.

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For example, this shows that Furniture and home furnishings stores (NAICS 442) have a much higher rate of spending on advertising services than building material and supply stores (NAICS 444).

Admittedly, the industry classification is fairly broad, but this can be good marketing information for businesses that provide services to other businesses.

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Other Reports

- Censuses of Island Areas
- Business Expenses
- Survey of Business Owners

	2004	2005	2006
Island Areas	64 64 64	64 64 64	64 64 64
Business Expenses	64 64 64	64 64 64	64 64 64
Survey of Business Owners	64 64 64	64 64 64	64 64 64

The most widely used of this group of reports is the Survey of Business Owners.

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Survey of Business Owners

Formerly the surveys of Minority- and Women-Owned Business Enterprises

- Women
- Black
- Hispanic
- American Indians and Alaska Natives
- Asians and Pacific Islanders
- Company Summary
- Characteristics of Business Owners

USCENSUSBUREAU

This is the new title for what was previously known as the Survey of Minority-Owned Business Enterprises and the Survey of Women-Owned Business Enterprises.

These reports show the total number of businesses owned by Blacks, Hispanics, American Indians, and Asians and Pacific Islanders, along with overall totals for all businesses and for businesses owned by women. Separate reports are issued for each of the categories shown on the slide.

SBO includes Nonemployers

- **“All Firms” includes employers and nonemployers**
- **Most census figures limited to “Firms with paid employees”**

Kind of business	All firms		Firms with paid employees			
	Firms (number)	Sales and receipts (\$1,000)	Firms (number)	Sales and receipts (\$1,000)	Employees (number)	Annual payroll (\$1,000)
United States	22,977,100	22,255,519,000	5,526,127	21,965,004,999	119,055,094	5,819,159,950
Female	6,455,205	886,342,036	918,365	749,891,545	7,192,269	114,970,666
Male	13,185,359	7,309,776,362	3,525,181	6,812,269,540	43,326,371	1,357,150,777
Equally female/male-owned	2,891,763	739,307,351	717,896	635,687,829	5,679,770	130,436,877
Hispanic	1,574,214	229,347,276	199,879	186,943,495	1,590,553	37,602,871
Non-Hispanic	20,796,101	8,706,676,672	4,961,561	8,010,025,430	54,640,896	1,824,955,655
White	19,895,000	8,440,551,502	4,712,295	7,766,007,502	52,801,728	1,576,062,671
Black	1,190,041	112,304,102	94,915	90,031,674	813,531	20,195,521
American Indian and Alaska Native	206,192	27,589,024	25,119	22,431,312	193,784	4,900,586
Asian	1,105,321	343,179,042	319,903	307,413,376	2,285,557	59,618,333
Native Hawaiian and Other Pacific Islander	32,303	5,226,811	4,337	4,332,435	36,787	1,015,491
Hispanic/Black/Asian-owned, not female-owned	491,549	11,618,958,969	991,639	11,976,959,700	54,907,646	3,127,637,933

Here is sample of the preliminary data released in mid-2005 for the U.S. and states.

Survey of Business Owners reports include two sets of data columns.

The four columns on the right are for firms with paid employees, the same ones covered in most Economic Census reports.

But the columns in the middle, and the ones most frequently cited, are for all firms, including nonemployers as well as employers. This is in recognition of the fact that the largest numbers of minority- and women-owned businesses are really self-employed individuals.

On this table you can clearly see that firms with paid employees comprise 5.5 out of 23 million businesses (24%) <<point to these figures>>, but 21.9 out of 22.6 trillion dollars in receipts (about 96.6%) <<point to these figures>>

Note one other thing. The Survey of Business Owners includes a line at the top for the Universe of All Firms (labeled here just with “United States”) <<point>>. None of the other Economic Census reports add up totals across all sectors, but this one does.

2002 SBO Report Schedule

	2005	2006
Advance Report, Characteristics of Employees	■	
Preliminary Summary	■	
Women-Owned Businesses		■
Hispanic-Owned Businesses		■
Black-Owned Businesses		■
Asian-Owned Businesses		■
Native Hawaiian- and Other Pacific Islander-Owned Businesses		■
American Indian- and Alaska Native-Owned Businesses		■
Company Summary		■
Characteristics of Business Owners		■

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The report on Women-Owned Business was released in January 2006. Other reports for 2002 are scheduled for release over the next several months.

What's New for SBO in 2002

- New name: Survey of Business Owners
- Race counts include multi-race
- Classification by NAICS
- Characteristics of Business Owners report
 - Owner characteristics: age, education, hours worked, disability
 - Business characteristics: home-based, family-owned, franchising, year started, financing

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In addition to the new name there are other important things new with the Survey of Business Owners for 2002. Comparability of 1997 and 2002 data is affected by the fact that Respondents were allowed to identify themselves with one or more race group, and they are counted in the tallies of each race group they identify, likely raising some counts. 1997 data were classified by SIC, 2002 will be by NAICS Of special interest even to those not concerned with minorities are the new characteristics on the form, to be published at the U.S. and state levels in a report entitled Characteristics of Business Owners: Owner characteristics like age, education, veterans status, hours worked, and disability, and Business characteristics, like home-based or family-owned businesses, franchising, age of the business, and sources of financing

Exercise 2

■ **When will ZIP Code Statistics from the 2002 Economic Census be published?**

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When will ZIP Code Statistics from the 2002 Economic Census be published?
 Select "Economic Census" from the Business section of www.census.gov
 Select "Schedule" under "2002 Economic Census Reports"
 ZIP statistics are scheduled to be released 2d quarter of 2006.

The screenshot shows the U.S. Census Bureau Economic Census website. It features a navigation menu on the left with options like 'Home', 'About the Economic Census', '2002 Reports by Series', '2002 Reports by State', '2002 Reports by Sector', 'American Factfinder', and '2002 Economic Census Data'. The main content area is titled 'Economic Census' and includes sections for '2002 Reports by Series', 'Industry Statistics Sampler', 'Drill-down tables: 2002', and 'Drill-down tables: 1997'. The '2002 Reports by Series' section lists 'Industry Series', 'County Series', 'State Series', and 'Final report for counties'. The 'Industry Statistics Sampler' section provides a table of industry statistics. The 'Drill-down tables: 2002' section lists various data products like 'Businesses with paid employees' and 'Nonemployer Statistics'. The 'Drill-down tables: 1997' section lists 'Businesses with paid employees' and '1997 data by NAICS'.

We've pointed out some of the features of the Economic Census that are new for 2002. So what else is new?.....

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WHAT'S NEW FOR 2002

Revised Industry Classification System

The 2002 Economic Census will publish data primarily on the basis of the 2002 North American Industry Classification System (NAICS). Changes between 1997 NAICS and 2002 NAICS are primarily within construction and wholesale trade and do not affect sector totals. Since 90% of all industries are comparable 1997 to 2002, year-to-year comparisons will be easier to make.

Selected data will be published according to the 1997 NAICS to allow precise comparisons between 2002 and 1997 data. Preliminary national totals in the **Advance** report, a detailed **Bridge** showing the relationships between 1997 and 2002 NAICS categories, and state-level **Comparative Statistics** after the publication of geographic area data by 2002 NAICS. (A few programs based on administrative records or sample surveys, such as the Business Expenses survey, will be available by 1997 NAICS only.)

New Industries

NAICS 2002 introduces a number of new industries, including residential construction, discount department stores, electronic shopping, electronic auctions, wholesale electronic markets, internet publishing and broadcasting, and web search portals.

Fewer Out-of-Scope Industries

The 2002 census adds landscape architecture, landscaping services, veterinary services, and pet care. (For industries still out of scope, see slide 3.)

New "Industry Series" Reports for Service Sectors

Industry Series reports, previously published only for goods-producing industries -- manufacturing, mining, and construction -- will be published for all industries for 2002. The new reports will yield faster release of national data for services-producing industries than relating to health care.

North American Product Classification System

The Census Bureau has a long history of providing data on thousands of manufactured products, and also has published data on hundreds of merchandise lines in wholesale and retail lines, and types of services provided by other service companies. (For the first time, product lines in four service sectors will be classified consistent

We have a detailed page addressing what's new for 2002 in the "Guide to the Economic Census".

The Guide is accessible from the sidebar on the Economic Census page and has a lot of other overview information, as you can see.

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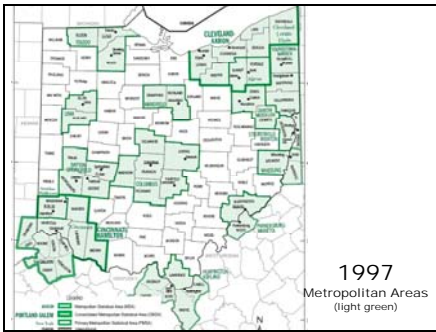
What's New for the 2002 Economic Census?

NAICS - New industries in 4 sectors
 Industry Series for service sectors
 Expanded Survey of Business Owners
 American FactFinder & CD-ROM features converge
 Metropolitan Statistical Areas

U.S. CENSUS BUREAU

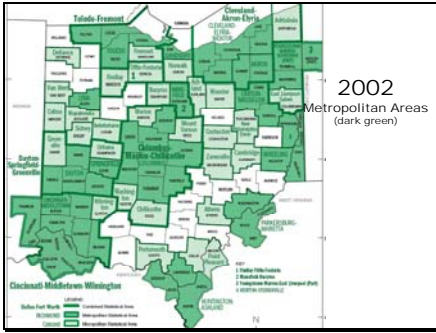
- a) Actually, the most important point is what isn't new. Most of the 2002 statistics look just like their 1997 counterparts, and that should be a relief for those who agonized through the transition from SIC to NAICS last time.
- b) We spoke of the changes to NAICS classification within 4 sectors.
- c) We also talked about the industry series reports and the Survey of Business Owners.
- d) We haven't yet talked about the change to the definitions of many Metropolitan Areas, and the addition of a new class of areas, called Micropolitan Areas....

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Let's first look at metropolitan areas as defined for the 1997 Economic Census, shown here in light green for _Ohio_, and in the next slide in dark green.

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As a result of Census 2000 and the new criteria implemented by the Office of Management and Budget in 2003, several Ohio metro areas changed boundaries.

Another significant change the map was that 29 of Ohio's remaining 48 nonmetropolitan counties were defined as micropolitan statistical areas (shown in light green).

Micro areas are defined with the same kind of criteria as metro areas, but they have a smaller core population, as little as 10,000, in contrast to the 50,000 cutoff for the core of metropolitan areas.

Micropolitan areas will be included everywhere we publish data for metropolitan areas, and that means that there will be data for more areas in certain sectors that previously had data only down to the metropolitan area level: utilities, transportation and warehousing, and finance and insurance.

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A screenshot of the U.S. Census Bureau Economic Census website. The page title is 'Economic Census'. It features a navigation menu on the left with options like 'Home', 'About the Economic Census', '2002 Reports by State', '2002 Reports by Sector', '2002 Reports by Industry', '2002 Reports by County', '2002 Reports by Metro Area', '2002 Reports by Nonmetropolitan Area', '2002 Reports by Micropolitan Area', '2002 Reports by County', '2002 Reports by Metro Area', '2002 Reports by Nonmetropolitan Area', '2002 Reports by Micropolitan Area'. The main content area includes sections for '2002 Reports by Series', 'Industry Statistics Sampler', '2002 Reports by State', '2002 Reports by Sector', 'American FactFinder', and '2002 Economic Census PUFs/EMAs'. There are also links for 'Drill-down tables: 2002' and 'Drill-down tables: 1997'.

So where would you find these maps?

In the Guide to the Economic Census,...

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A screenshot of the U.S. Census Bureau 'Guide to the 2002 Economic Census' website. The page title is 'Guide to the 2002 Economic Census'. It features a navigation menu on the left with options like 'Home', 'Introduction', 'About the Economic Census', '2002 Reports by State', '2002 Reports by Sector', '2002 Reports by Industry', '2002 Reports by County', '2002 Reports by Metro Area', '2002 Reports by Nonmetropolitan Area', '2002 Reports by Micropolitan Area'. The main content area includes an 'INTRODUCTION' section with text about the Economic Census and a pie chart showing the distribution of the U.S. economy by sector. There are also links for 'U.S. Census Bureau' and 'Home'.

You can select Geography from the menu at the left...

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GEOGRAPHIC CLASSIFICATION

Current program level: [State](#) | [County](#) | [Metro Area](#)

The most detailed data are provided for the U.S. as a whole. Key statistics about progressively fewer, i.e., available for states, metropolitan and micropolitan areas (MSAs), counties, and places with 2,500 or more inhabitants. Only 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 4.

Table 4. Geographic Areas in the 2002 Economic Census

Sector	States	MSAs	Counties	Places	ZIP Codes
Mining	X				
Utilities	X	X			
Construction	X	X	X		
Manufacturing	X	X	X	X	X
Wholesale Trade	X	X	X	X	X
Retail Trade	X	X	X	X	X
Transportation and Warehousing	X	X			
Information	X	X	X		
Finance and Insurance	X	X			
Real Estate and Rental and Leasing	X	X	X	X	X
Professional, Scientific, and Technical Services	X	X	X	X	X
Management of Companies and Enterprises	X				
Administrative and Support and Waste Management and Remediation Services	X	X	X	X	X
Educational Services	X	X	X	X	X
Health Care and Social Assistance	X	X	X	X	X

... and from there you can go to "Maps".

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U.S. Census Bureau

Guide to the 2002 Economic Census

Maps

State back to: [Introduction](#) | [State](#) | [County](#) | [Place](#) | [Metro Area](#)

Three types of maps are issued in connection with the 2002 Economic Census:

- State maps:** For each state, these maps show county outlines and core based statistical areas, i.e., metropolitan statistical areas, micropolitan statistical areas, metropolitan divisions, and combined statistical areas.
- County maps:** For each county, these maps show the places within the subject county.
- Metro area maps:** For each combined statistical area and for each metro or micro area outside of a combined area, these maps show the outlines of the covered 2002 metro and micro areas; over color coded metro areas are defined for the 1997 Economic Census to highlight areas where metro areas in the two years may not be comparable.

97 state map link

State maps showing 2002 CDSAs	County maps	Metro area maps (2002/1997 comparison)	State maps showing 1997 MSAs
Alabama	Alabama counties	Alabama metro areas	Alabama (1997)
Alaska	Alaska counties	Alaska metro areas	Alaska (1997)
Arizona	Arizona counties	Arizona metro areas	Arizona (1997)
Arkansas	Arkansas counties	Arkansas metro areas	Arkansas (1997)
California	California counties	California metro areas	California (1997)

And there you will find maps for each state, county and metro area, providing much more detail than we have ever before offered in connection with the Economic Census.

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U.S. Census Bureau

Ohio Metro Areas

Ohio counties: [Ohio counties](#)

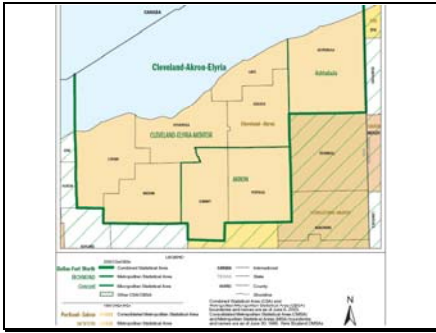
Ohio metro areas:

- [Akron, OH MSA](#)
- [Ashtabula, OH MSA](#)
- [Athens, OH MSA](#)
- [Bryan, OH MSA](#)
- [Canton, OH MSA](#)
- [Cincinnati, OH MSA](#)
- [Cleveland, OH MSA](#)
- [Columbus, OH MSA](#)
- [Dayton, OH MSA](#)
- [Dayton-Springfield, OH MSA](#)
- [Lima, OH MSA](#)
- [Marietta, OH MSA](#)
- [Newark, OH MSA](#)
- [North Canton, OH MSA](#)
- [North Olmsted, OH MSA](#)
- [Parma, OH MSA](#)
- [Shaker Square, OH MSA](#)
- [Springfield, OH MSA](#)
- [Troy, OH MSA](#)
- [Wesley, OH MSA](#)
- [Youngstown, OH MSA](#)

Under Ohio we can pull down a list of metropolitan areas, select Cleveland-Elyria-Mentor MSA and click "Go".

<<click Go next to Ohio metro areas>>

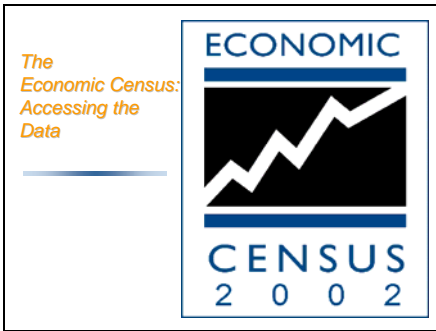
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This rather complicated map shows the 2002 boundaries of the Cleveland-Akron-Elyria combined statistical area, with a heavy green border, and the 2002 boundaries between Cleveland-Elyria-Mentor MSA, the Akron MSA, and the Ashtabula Micropolitan area in a narrow green border. The extent of the 1997 Cleveland-Akron consolidated metropolitan statistical area is shown in a orange background color. You can see by comparing the orange shaded area to the area outlined in green that new Cleveland combined area is exactly the same as the 1997 CMSA. Less evident is the fact that the Cleveland MSA lost Ashtabula county, which became a micropolitan area.

It is a complicated map, but it explains a complicated reality.

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Now _____ will take us through the various ways we can access and use the data.

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The slide is titled 'Media' and lists several ways to access Economic Census data. It includes a small version of the 'ECONOMIC CENSUS 2002' graphic. The text on the slide is as follows:

- Conventional**
 - Printed reports (only a few)
 - PDFs on the Internet
- Drill-down tables on the Internet
- Databases**
 - On CD-ROM (1997) or DVD-ROM (2002)
 - On Internet--via American FactFinder

The American FactFinder logo is visible at the bottom right of the slide. The USCENSUSBUREAU logo is at the bottom left.

By now you are well aware that there are only a few printed reports issued from the 2002 Economic Census. But, most data series are still available in page-formatted form, in PDF files on the Internet.


Table 1. Product Lines by Kind of Business for the United States: 2002--Con.

Includes 200 establishments of firms with annual sales of \$1 million or more. For reporting of establishments and products, see Appendix A. For explanation of items, see Appendix B. Data based on the 2002 Census of Manufactures or other sources, sampling from manufacturing firms and industries, see note at end of table.

NAICS code	Product line	Kind of business and product line	Establishments with the product			Produced line sales		
			Number	Total sales (\$100)	Amount per establishment (\$100)	As percent of total sales	As percent of establishments	
2829	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28291	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282911	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282912	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282913	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282914	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282915	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282916	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282917	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282918	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282919	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28292	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282921	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282922	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282923	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282924	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282925	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282926	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282927	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282928	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282929	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28293	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282931	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282932	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282933	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282934	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282935	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282936	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282937	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282938	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282939	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28294	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282941	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282942	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282943	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282944	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282945	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282946	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282947	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282948	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282949	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28295	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282951	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282952	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282953	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282954	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282955	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282956	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282957	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282958	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282959	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28296	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282961	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282962	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282963	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282964	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282965	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282966	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282967	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282968	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282969	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28297	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282971	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282972	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282973	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282974	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282975	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282976	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282977	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282978	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282979	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28298	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282981	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282982	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282983	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282984	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282985	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282986	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282987	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282988	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282989	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
28299	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282991	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282992	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282993	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282994	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282995	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282996	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282997	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282998	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	
282999	Chemical and allied products	Chemical and allied products	11,001	1,188,708,177	108,000	9.5	100.0	

The PDFs published for the 2002 Economic Census use the same style features that have been employed in PDFs and earlier printed reports for decades.

Media




Conventional

- Printed reports (only a few)
- PDFs on the Internet

Drill-down tables on the Internet

Databases

- On CD-ROM (1997) or DVD-ROM (2002)
- On Internet--via American Factfinder



USCENSUSBUREAU

From the Economic Census web page you can access not only the PDF versions of the reports, but you can directly access drill-down html tables. Let's take a look at this first, and then we'll talk about the data available on DVD-ROM and as databases on American FactFinder, and in other forms on the Internet.



www.census.gov

U.S. Census Bureau

Home

- Business
- Population
- Economic
- International
- Special Topics

Data Finders

U.S. Census Bureau

First, let's look at the easiest way to get to the data.

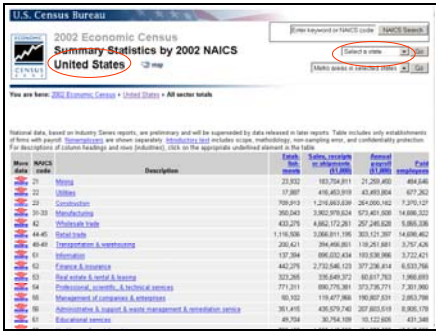
On the census home page, let's click again on "Economic Census" right next to the big "Business" heading, to get to the Economic Census page...

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In the main (white) column, under “Drill-down tables”, we select 2002 data by NAICS and click on the down-arrow...

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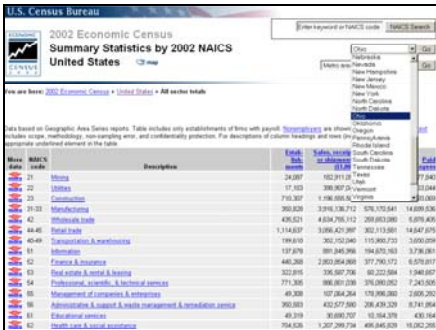


In one click we have national data.

Let's look at _Ohio_...

<<click on the little down arrow next to Select a state>>

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...picking _Ohio_ on the “select a state” list, and clicking GO.

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U.S. Census Bureau
2002 Economic Census
Summary Statistics by 2002 NAICS
Ohio

Select a state: [OH] Ohio

Select a county: [Cuyahoga County, OH]

NAICS Code	Description	Total	Manufacturing	Non-manufacturing	Total	Manufacturing	Non-manufacturing
21	Mining	177	177	0	177	177	0
22	Utilities	602	0	602	602	0	
23	Construction	28,969	40,272,705	15,171,296	287,296	287,296	0
31-33	Manufacturing	117,494	1,243,903,965	1,95,301,429	1,489,722	1,489,722	0
42	Wholesale trade	16,200	166,446,529	9,835,439	234,983	234,983	0
44-49	Retail trade	42,200	1,197,791,409	11,546,773	811,814	811,814	0
51	Information	4,205	0	0	5,892,867	112,838	0
52	Finance & insurance	17,891	0	0	11,286,117	260,262	0
53	Real estate & rental & leasing	92,244	9,768,808	1,764,481	63,813	63,813	0
54	Professional, scientific, & technical services	24,960	24,241,958	11,789,346	238,649	238,649	0
55	Management of companies & enterprises	1,956	3,197,260	9,646,416	143,094	143,094	0
56	Administrative & support & waste management & remediation services	13,204	14,369,028	4,837,661	393,518	393,518	0
61	Educational services	1,649	776,215	362,249	13,806	13,806	0
62	Health care & social assistance	38,415	66,302,649	17,597,000	682,742	682,742	0

Let's look at _Cuyahoga_ County.

Click on the down arrow in the counties box, select a county and then click on "GO".

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U.S. Census Bureau
2002 Economic Census
Summary Statistics by 2002 NAICS
Cuyahoga County, OH

Select a state: [OH] Ohio

Select a county: [Cuyahoga County, OH]

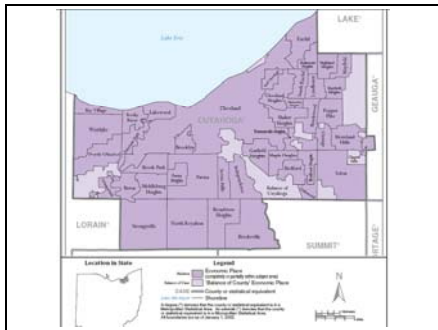
NAICS Code	Description	Total	Manufacturing	Non-manufacturing	Total	Manufacturing	Non-manufacturing
21	Mining (not published for counties)	0	0	0	0	0	0
22	Utilities (not published for counties)	0	0	0	0	0	0
23	Construction (not published for counties)	0	0	0	0	0	0
31-33	Manufacturing	2,677	16,827,491	4,075,360	97,742	97,742	0
42	Wholesale trade	2,968	29,046,365	1,960,703	46,416	46,416	0
44-49	Retail trade	6,143	16,463,267	1,271,699	71,898	71,898	0
51	Information (not published for counties)	0	0	0	0	0	0
52	Finance & insurance (not published for counties)	0	0	0	0	0	0
53	Real estate & rental & leasing	1,476	2,462,342	375,766	11,818	11,818	0
54	Professional, scientific, & technical services	4,480	4,564,052	2,266,663	49,489	49,489	0
55	Management of companies & enterprises (not published for counties)	0	0	0	0	0	0
56	Administrative & support & waste management & remediation services	2,211	2,486,360	1,265,486	60,028	60,028	0
61	Educational services	267	176,287	71,261	2,889	2,889	0
62	Health care & social assistance	1,766	4,867,015	1,316,728	112,546	112,546	0

You then have _Cuyahoga_ county. <<point the cursor at the county name under the table title upper left>>

If you want a sense of where we comprise the geographic areas, next to the geographic area name is a link to a map, which opens a new window

<<click on Map icon>>.....

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This map shows the boundaries of _Cuyahoga County_ and all of the towns and townships that are recognized in the Economic Census— << run the cursor over a couple of cities>>— that is, incorporated places of 2,500 inhabitants or more. The light purple then shows what we call “Balance of County”, the remainder after all identified places are taken out.

Census Designated Places from the population census are not included in the economic census.

The light purple then shows what we call “Balance of County”, the remainder after all identified places are taken out, but including the unidentified places.

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NAICS Code	Description	Establishments	Sales (\$1,000)	Payroll (\$1,000)
44	Retail Trade	1,411	16,403,267	3,374,889
441	Retail trade	474	3,337,055	264,674
442	Motor vehicle & parts dealers	202	498,000	73,764
443	Furniture & home furnishings stores	241	441,022	46,960
444	Electronics & appliances stores	207	807,010	109,236
445	Food & beverage stores	375	2,336,415	239,944
446	Health & personal care stores	400	1,476,142	148,457
447	Clothing stores	437	911,346	40,790
448	Clothing & accessories stores	970	912,700	122,625
449	Shoe stores, fabric stores, & notions stores	768	766,627	48,119
451	Gasoline stations	146	1,400,190	140,000
452	General merchandise stores	958	300,029	30,405
453	Motor vehicle parts retailers	223	2,933,096	72,366

For more industry detail we can drill down into any sector. For example, let's take a closer look at Retail Trade... We click on **down arrow** next to 44-45 Retail Trade, and.....

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NAICS Code	Description	Establishments	Sales (\$1,000)	Payroll (\$1,000)
441	Retail trade	1,411	16,403,267	3,374,889
441	Motor vehicle & parts dealers	202	498,000	73,764
442	Furniture & home furnishings stores	241	441,022	46,960
443	Electronics & appliances stores	207	807,010	109,236
444	Food & beverage stores	375	2,336,415	239,944
445	Health & personal care stores	400	1,476,142	148,457
446	Clothing stores	437	911,346	40,790
447	Clothing & accessories stores	970	912,700	122,625
448	Shoe stores, fabric stores, & notions stores	768	766,627	48,119
449	Gasoline stations	146	1,400,190	140,000
451	General merchandise stores	958	300,029	30,405
452	Motor vehicle parts retailers	223	2,933,096	72,366

...We see the 12 subsectors within Retail Trade.

Let's drill down further to individual industries: Let's look at Motor vehicle dealers. We click on **down arrow** next to 441....

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NAICS Code	Description	Establishments	Sales (\$1,000)	Payroll (\$1,000)
441	Motor vehicle & parts dealers	202	498,000	73,764
4411	Automotive dealers	202	3,083,063	217,361
44111	New car dealers	123	2,303,095	205,263
44112	Used car dealers	82	144,971	9,588
4412	Other motor vehicle dealers	28	71,360	7,589
44121	Motorcycle, boat, & other motor vehicle dealers	27	0	0
44122	Boat dealers	1	46,361	4,609
44123	Boat dealers	14	0	0
4413	Automotive parts, accessories, & tire stores	108	212,228	31,326
44131	Automotive parts & accessories stores	131	125,893	21,793
44132	Tire stores	17	86,335	17,706
442	Furniture & home furnishings stores	241	441,022	46,960
4421	Furniture stores	125	209,520	44,719
4422	Home furnishings stores	117	199,100	20,240
4423	Floor covering stores	10	32,397	14,002
4424	Other home furnishings stores	91	100,005	14,999
4425	Window treatment stores	8	3,002	789
4426	All other home furnishings stores	93	122,381	13,301
443	Electronics & appliances stores	207	807,010	109,236
4431	Appliance, television, & other electronics stores	103	319,289	26,261
44311	Household appliance stores	40	116,627	13,819

...And here we have: New car dealers <<cursor over the titles>>, Used car dealers, Motor cycle dealers, and so forth.

Note that there are 82 used car dealers with over \$144 million in sales.

An important qualification is shown at the top <<Point Cursor at headnotes>>: As we mentioned earlier, this is in a series where the "Table includes only establishments of firms with payroll. Nonemployers are shown separately." If we click on Nonemployers, it takes us to <<Click on Nonemployers link>>.....

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NAICS code	Description	Establishments	Payroll	Value added
44	Retail trade	5,961	\$2,959,200	\$1,900,000
441	Motor vehicles and parts dealers	209	\$8,262	\$8,262
4411	Motor vehicle dealers	209	\$8,262	\$8,262
4412	Used car dealers	209	\$8,262	\$8,262
4413	Other motor vehicle dealers	0	0	0
4414	Recreational vehicle dealers	0	0	0
4415	Motorcycle, boat, and other motor vehicle dealers	0	0	0
4416	Motorcycle dealers	0	0	0
4417	Boat dealers	0	0	0
4419	All other motor vehicle dealers	0	0	0
442	Automotive parts, accessories, and tire stores	89	\$1,075	\$1,075
4421	Automotive parts, accessories, and tire stores	89	\$1,075	\$1,075
443	Furniture stores	38	\$1,719	\$1,719
4431	Furniture stores	38	\$1,719	\$1,719
444	Home furnishings stores	107	\$2,161	\$2,161
4441	Home furnishings stores	107	\$2,161	\$2,161
445	Electronics and appliance stores	165	\$3,539	\$3,539
4451	Electronics and appliance stores	165	\$3,539	\$3,539
446	Appliance, television, and other electronics stores	0	0	0
4461	Appliance, television, and other electronics stores	0	0	0
447	Books, newspapers, and other electronics stores	46	2,275	2,275
4471	Books, newspapers, and other electronics stores	46	2,275	2,275
448	Lumber and wood products stores	46	4,689	4,689

Nonemployer Statistics<<point cursor at Table header>> provide a parallel table with statistics <<run cursor over NAICS codes>> and functionality <<run cursor over drop down boxes in upper right corner>> that match up to the data for employers.

There are 209 nonemployer used car dealers (2 1/2 times the number of employers), with over \$28 million in sales, so that nonemployers adds nearly 20 percent to employer sales. ... this is well above the 2.5% average for all retailers.

Nonemployers and employers are additive, even though the data come from two different sources.

We can return to the employer page by hitting the Back button...

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NAICS code	Description	Establishments	Payroll	Value added	Field
44	Retail trade	5,961	\$2,959,200	\$1,900,000	Field
441	Motor vehicles and parts dealers	209	\$8,262	\$8,262	Field
4411	Motor vehicle dealers	209	\$8,262	\$8,262	Field
4412	Used car dealers	209	\$8,262	\$8,262	Field
4413	Other motor vehicle dealers	0	0	0	Field
4414	Recreational vehicle dealers	0	0	0	Field
4415	Motorcycle, boat, and other motor vehicle dealers	0	0	0	Field
4416	Motorcycle dealers	0	0	0	Field
4417	Boat dealers	0	0	0	Field
4419	All other motor vehicle dealers	0	0	0	Field
442	Automotive parts, accessories, and tire stores	89	\$1,075	\$1,075	Field
4421	Automotive parts, accessories, and tire stores	89	\$1,075	\$1,075	Field
443	Furniture stores	38	\$1,719	\$1,719	Field
4431	Furniture stores	38	\$1,719	\$1,719	Field
444	Home furnishings stores	107	\$2,161	\$2,161	Field
4441	Home furnishings stores	107	\$2,161	\$2,161	Field
445	Electronics and appliance stores	165	\$3,539	\$3,539	Field
4451	Electronics and appliance stores	165	\$3,539	\$3,539	Field
446	Appliance, television, and other electronics stores	0	0	0	Field
4461	Appliance, television, and other electronics stores	0	0	0	Field
447	Books, newspapers, and other electronics stores	46	2,275	2,275	Field
4471	Books, newspapers, and other electronics stores	46	2,275	2,275	Field
448	Lumber and wood products stores	46	4,689	4,689	Field
4481	Lumber and wood products stores	46	4,689	4,689	Field

At the bottom of the page is a link to the map we saw before, to a PDF report, and to a corresponding display for 1997. But the most important of these is the link to the American FactFinder.

Let's say we want to actually work out these figures. The link specifies that FactFinder will give us data in a format for downloading. The American FactFinder system, unlike these simple static pages, is a sophisticated database system with data selection and specific download options.

Let's click on "Data in formats for downloading"...

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Geography	NAICS code	Meaning of 2002 NAICS code	Establishments	Payroll	Value added	Number of employees	Number of establishments	Occupational categories
Cuyahoga County, OH	44	Retail trade	5,961	\$2,959,200	\$1,900,000	325,881	71,589	6.5
Cuyahoga County, OH	441	Motor vehicle & parts dealers	209	\$8,262	\$8,262	89,884	1,341	10.2
Cuyahoga County, OH	4412	Used car dealers	209	\$8,262	\$8,262	89,884	1,341	10.2
Cuyahoga County, OH	4411	Motor vehicle dealers	209	\$8,262	\$8,262	89,884	1,341	10.2
Cuyahoga County, OH	44111	New car dealers	129	\$4,905,993	\$4,905,993	47,913	1,144	6.5
Cuyahoga County, OH	44112	Used car dealers	82	\$3,356,299	\$3,356,299	41,970	1,144	6.5
Cuyahoga County, OH	44113	Other motor vehicle dealers	0	0	0	0	0	0
Cuyahoga County, OH	44114	Recreational vehicle dealers	0	0	0	0	0	0
Cuyahoga County, OH	44115	Motorcycle, boat, and other motor vehicle dealers	0	0	0	0	0	0
Cuyahoga County, OH	44116	Motorcycle dealers	0	0	0	0	0	0
Cuyahoga County, OH	44117	Boat dealers	0	0	0	0	0	0
Cuyahoga County, OH	44118	All other motor vehicle dealers	0	0	0	0	0	0
Cuyahoga County, OH	44119	Automotive parts, accessories, and tire stores	89	\$1,075	\$1,075	3,111	311	74.9
Cuyahoga County, OH	442	Furniture stores	38	\$1,719	\$1,719	5,883	288	12.8
Cuyahoga County, OH	443	Home furnishings stores	107	\$2,161	\$2,161	10,141	1,141	14.2
Cuyahoga County, OH	444	Electronics and appliance stores	165	\$3,539	\$3,539	14,214	1,141	14.2
Cuyahoga County, OH	445	Appliance, television, and other electronics stores	0	0	0	0	0	0
Cuyahoga County, OH	446	Books, newspapers, and other electronics stores	46	2,275	2,275	9,141	1,141	14.2
Cuyahoga County, OH	447	Lumber and wood products stores	46	4,689	4,689	14,214	1,141	14.2
Cuyahoga County, OH	448	Lumber and wood products stores	46	4,689	4,689	14,214	1,141	14.2

Here are the **same** data in a different format: This "downloadable" option takes us inside American FactFinder. FactFinder gives us the opportunity to change the geography, focus on a particular industry, show only large data values, or to display only certain columns, and then to download <<hover cursor over Print/Download on the blue bar>> the result to our own software for further manipulation. We will illustrate that in a moment.

But this brought us in to American FactFinder through the back door.

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Geographic Area/NAICS	Year	Number of establishments	Annual sales (\$1,000)	First quarter sales (\$1,000)	Number of employees	Nonemployers (%)	Employers (%)
Ohio 44-45 Retail trade	2002	1,168	3,523,913	348,236	88,228	18.881	19.5
Lake County, OH 441 Motor vehicle & parts dealers	2002	129	908,092	74,717	18,447	2,324	19.4
Lake County, OH 4411 Automobile dealers	2002	46	838,020	57,040	14,382	1,843	20.7
Lake County, OH 44111 New car dealers	2002	36	811,439	55,311	13,868	1,571	19.5
Lake County, OH 441112 New car dealers	2002	36	811,439	55,311	13,868	1,571	19.5
Lake County, OH 44112 Used car dealers	2002	30	27,489	1,729	418	72	58.1
Lake County, OH 44120 Used car dealers	2002	30	27,489	1,729	418	72	58.1
Lake County, OH 44121 Other motor vehicle dealers	2002	17	68,401	4,731	663	161	16.2
Lake County, OH 441211 Recreational vehicle dealers	2002	4	0	0	0	0	0

...it offers us the opportunity to change the geography, focus on a particular industry, show only large data values, etc.

But this brought us in to American FactFinder through the back door.

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Exercise 3

- What were the total sales of used car dealers in Lake County, OH, in 2002?
- (Hint - look at both employers and nonemployers)

USCENSUSBUREAU

What were total sales of used car dealers in _Lake County, OH, in 2002? (Hint - look at both employers and nonemployers) [Goal: Use drill-down tables; practice adding employers and nonemployers to calculate ALL establishments in an industry for a geographic area]

Employers:

Select "Economic Census" from the Business section of www.census.gov

Under "Drill-down tables" click the red down arrow next to "2002 data by NAICS"

In "Select a state" box in upper right, select "Ohio", click on "Go"

In "Ohio counties" box, select "Lake County", and click "Go"

Click the red down arrow next to NAICS 44-45 Retail trade
Click the red down arrow next to NAICS 441 Motor vehicle & parts dealers

Note used car sales (by employers, NAICS 44112) of \$22,244 (000) in 15 establishments

Nonemployers:

Cursor up until you see the "Nonemployers" link in the headnote of the table – it takes you directly to the same sector and geographic area in the nonemployer tables

Note used car sales (by nonemployers, NAICS 44112) of \$6,709 (000) in 55 establishments

Total: \$28,953(000) in 70 establishments

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Media

Conventional

- Printed reports (only a few)
- PDFs on the Internet

Drill-down tables on the Internet

Databases


- On CD-ROM (1997) or DVD-ROM (2002)
- On Internet—via American Factfinder

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Let's broaden the discussion to include both of the products that allow you to manipulate the data: DVD-ROM and American FactFinder.

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**American FactFinder
and DVD-ROM**



AFF Advantages	CD / DVD Advantages
<ul style="list-style-type: none"> • Free • No waiting for a new disc • No installation • Works with UNIX and Mac, not just Windows 	<ul style="list-style-type: none"> • No internet hookup • Faster retrieval • Extra functionality • More export formats • flat ASCII, dbf, 123 • No limits on exports • Includes 97 SIC data • Includes 97 ZIP data

American FactFinder
U.S. CENSUS BUREAU

Users who want Economic Census data in a form they can manipulate have two main choices: They can get the data online with the American FactFinder system, or they can buy the 1997 data on CD-ROMs or 2002 data on DVD-ROM.

With data free on the Internet, why would you want the data on CD or DVD? After all, with American Factfinder: FactFinder is free (The most popular DVD-ROM subscription costs \$300 for 2002.) There is no delay waiting for the next quarterly disc to come out, and no delay waiting for the shipment to arrive once you place your order.

No installation
Works with UNIX and Mac, not just Windows

But the 1997 CD-ROMs and the 2002 DVD-ROMs still have a number of advantages:

No internet hookup is needed (handy if you are using a laptop)

They have faster retrieval, particularly important if you are working with large quantities of data.

There's some extra functionality, such as more types of preformatted reports, and a more flexible search system.

There are more export formats, including 'flat' ASCII, dbf, 123

There is no limitation on the size of the export (FactFinder limits most reports to 15,000 lines)

Finally, FactFinder did not include some of the databases issued for 1997. For 2002, that difference has disappeared.

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www.census.gov



A moment ago, we got into American FactFinder through a back door, through a link provided in a drill-down table.

But let's explore that resource going through the front door, through the link right on the Census home page. In the middle of the left-hand, dark blue column, is a link to American FactFinder.

Let's go there.....<<click on AFF link>>

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Some of you may have already explored the American FactFinder.

This is a single entry point for all subject matter, including the decennial census and American Community Survey. The most efficient way to get to the data is to head straight for the "Data Sets" button
<<click on Data Sets>>

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The Economic Census is under the 4th entry in the pop-up box
If we click on Economic Censuses...

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...We see the full range of options for 2002.

Under "Start here" <<hover the cursor>> you see Quick Reports, Thematic Maps, and Economic-Wide Key Statistics.

And if we cursor down a bit....

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You see a third option of going right to Detailed Statistics queries.

Let's say that we want to compare sales of fast food eating places across all cities in _Ohio_.

Fast food is an industry in Sector 72: Accommodation and Food Services. We could click "Accommodation and Food Services" down under Detailed Statistics, but since the Economy-Wide Key Statistics file has all of the data that are available for counties and cities, we can skip a step and go directly to that file.

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Data are immediately displayed, but we still haven't selected an area we are interested in.

Since we want to look only at data about cities in _Ohio_, we want to **filter the rows**...

<<put your cursor over "Filter Rows">>

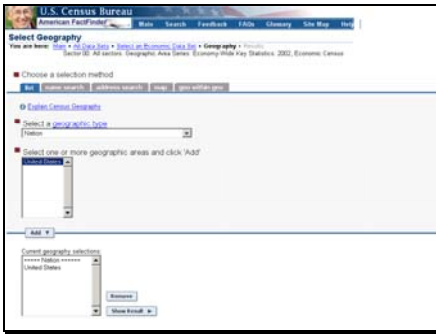
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And select "by Geography"...

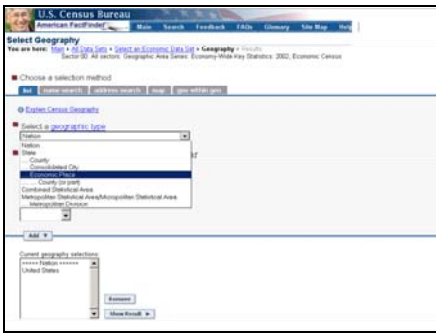
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Our first task is to select a “geographic type” so we pull down that menu.

<<click in the field that says “Nation”>>

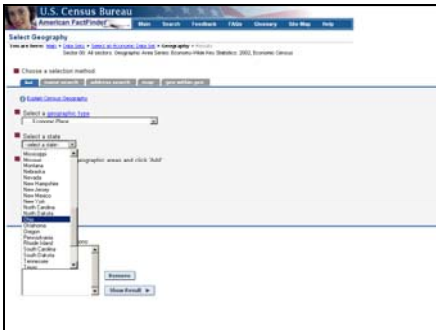
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Select a geographic type of “Economic Place”, since that is the terminology American FactFinder uses for those places recognized in the Economic Census

And then click on Economic Place...

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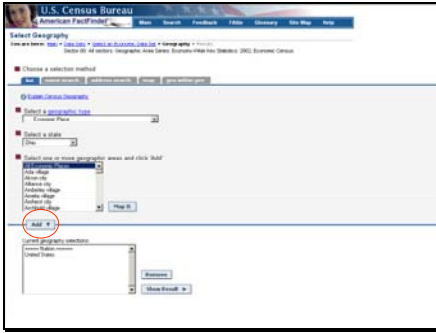


Select the state you want cities in, then click “Add”.

<<click Add>>

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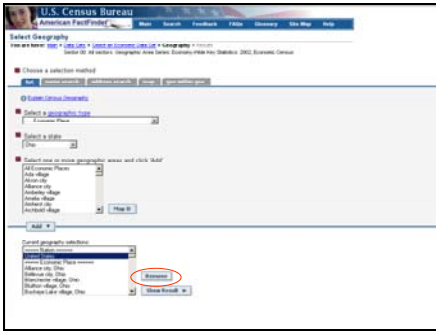


Select "All Economic Places" and click "Add".

<<click Add>>

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That moved the county list into the current selections box. At this point we probably want to get rid of the default United States record (which appears in every file in which the national total is available).

So we highlight the record we want to get rid of, then click "Remove".

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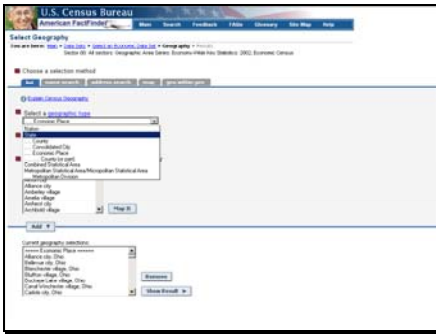


Before proceeding, we can add in the state total for comparison.

<<click on down arrow in geographic type box>>

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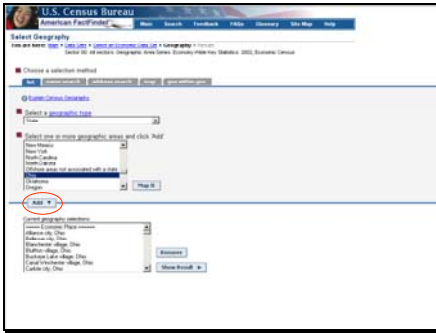


We select State as a geographic type

<<click on “State”>>

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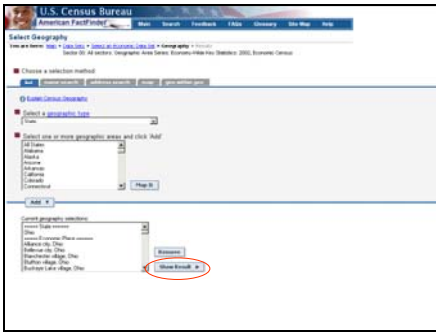


We select the state we want, and then click Add.

<<click “Add”>>

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The last step is to “Show Result”.

<<click “Show Result”>>

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And the result is a list of all industries for the state and all cities, although we don't see the cities yet.

Now, to just look at "fast food places", we are going to "Filter Rows" in the menu bar at the top.

<<hover over "Filter Rows">>

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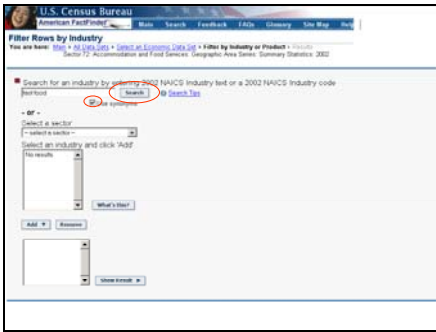


We will filter rows by Industry: 2002 NAICS

<<click on 2002 NAICS>>

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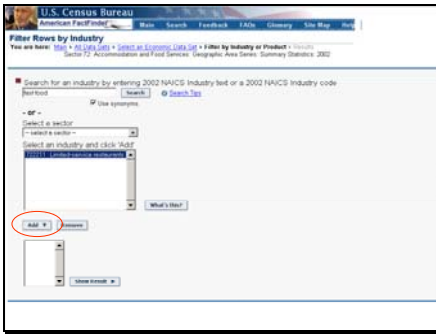
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We can either select a sector and drill down from there, or use the industry search at the top. We can enter the term "fast food", check that we want to "Use synonyms", and click "Search".

<<click Search>>

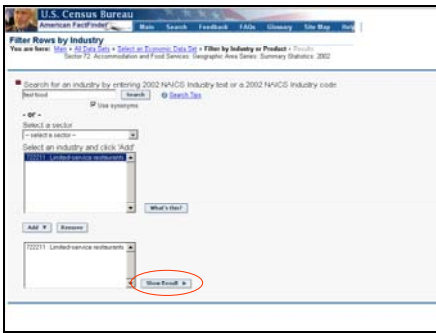
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Limited-service restaurants is only industry option we are given. At this point we must highlight the option we are given, and click Add.

<<click **Add**>>

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Then click "Show Result"

<<click **Show Result**>>

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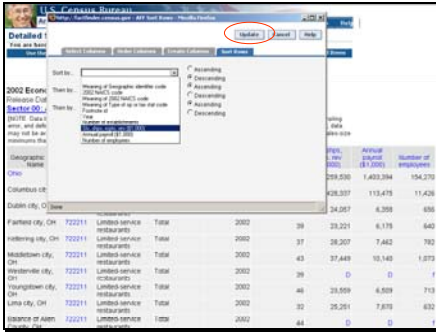
That gives us our list, one row per city. The options menu at the top allows us to select columns, to get rid of the ones that are just repetitive, or even create new columns of calculations like sales per employee.

In this case, I will demonstrate sorting the output into rank order.

<<click **Sort Rows**>>

Geographic Area	NAICS Code	NAICS Name	Year	Year	Year	Year	Year	Year	Year	Year
Ohio	72211	Limited-service restaurants	Total	2002	8,898	5,268,530	1,403,294	154,270		
Columbus city, OH	72211	Limited-service restaurants	Total	2002	598	428,337	113,475	11,428		
Dublin city, OH	72211	Limited-service restaurants	Total	2002	27	24,267	6,268	658		
Farmington city, OH	72211	Limited-service restaurants	Total	2002	39	23,221	6,175	640		
Hilliary city, OH	72211	Limited-service restaurants	Total	2002	37	28,207	7,442	792		
Madelleben city, OH	72211	Limited-service restaurants	Total	2002	43	37,449	10,140	1,073		
Waynesville city, OH	72211	Limited-service restaurants	Total	2002	39	0	0	0		
Youngstown city, OH	72211	Limited-service restaurants	Total	2002	46	23,559	6,509	713		
Lima city, OH	72211	Limited-service restaurants	Total	2002	32	25,251	7,870	832		
Spokane of Adams	72211	Limited-service restaurants	Total	2002	44	0	0	0		

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We pull down a menu of variables to sort by and select Sales—which in this file is represented as “Sls, shps, rcpts, rev”. We also click the radio button to make the sequence descending. Finally we click the “Update” button.

<<click **Update**>>

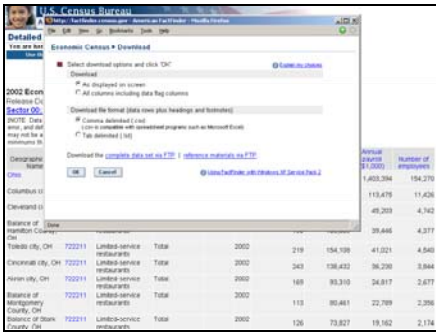
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Now we have cities in rank order of sales. At this point we can download the data from the Print/Download button on the menu bar.

<<click **Download**>>

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We will accept the defaults to create a comma-delimited file and click “OK”.

<<click **OK**>>

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Geographic Area	NAICS Code	Meaning of 2002 NAICS Code	Year	Establishment Type	Total	2002	2001	2000	1999	Number of establishments	2002	2001	2000	1999	Annual payroll (\$1,000)	Number of employees
Ohio	5812	Limited-service restaurants	2002	Total	8,096	8,096	8,096	8,096	8,096	8,096	113,475	113,475	113,475	113,475	1,403,284	154,210
Columbus city, OH	720211	Limited-service restaurants	2002	Total	896	896	896	896	896	896	113,475	113,475	113,475	113,475	1,403,284	154,210
Cleveland city, OH	720211	Limited-service restaurants	2002	Total	917	917	917	917	917	917	113,475	113,475	113,475	113,475	1,403,284	154,210
Balance of Hamilton County, OH	720211	Limited-service restaurants	2002	Total	190	190	190	190	190	190	28,446	28,446	28,446	28,446	350,000	43,371
Tolledo city, OH	720211	Limited-service restaurants	2002	Total	219	219	219	219	219	219	41,821	41,821	41,821	41,821	500,000	62,500
Cincinnati city, OH	720211	Limited-service restaurants	2002	Total	343	343	343	343	343	343	36,280	36,280	36,280	36,280	440,000	55,000
Akron city, OH	720211	Limited-service restaurants	2002	Total	169	169	169	169	169	169	24,817	24,817	24,817	24,817	300,000	37,500
Balance of Montgomery County, OH	720211	Limited-service restaurants	2002	Total	113	113	113	113	113	113	22,789	22,789	22,789	22,789	280,000	35,000
Dayton city, OH	720211	Limited-service restaurants	2002	Total	156	156	156	156	156	156	19,152	19,152	19,152	19,152	235,000	29,375

At this point the dialogue will vary depending on what browser we are using. My setup will allow me do open a .csv file directly in Excel.

<<click **OK**>>

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Geographic Area	NAICS Code	Meaning of 2002 NAICS Code	Year	Establishment Type	Total	2002	2001	2000	1999	Number of establishments	2002	2001	2000	1999	Annual payroll (\$1,000)	Number of employees
Ohio	5812	Limited-service restaurants	2002	Total	8,096	8,096	8,096	8,096	8,096	8,096	113,475	113,475	113,475	113,475	1,403,284	154,210
Columbus city, OH	720211	Limited-service restaurants	2002	Total	896	896	896	896	896	896	113,475	113,475	113,475	113,475	1,403,284	154,210
Cleveland city, OH	720211	Limited-service restaurants	2002	Total	917	917	917	917	917	917	113,475	113,475	113,475	113,475	1,403,284	154,210
Balance of Hamilton County, OH	720211	Limited-service restaurants	2002	Total	190	190	190	190	190	190	28,446	28,446	28,446	28,446	350,000	43,371
Tolledo city, OH	720211	Limited-service restaurants	2002	Total	219	219	219	219	219	219	41,821	41,821	41,821	41,821	500,000	62,500
Cincinnati city, OH	720211	Limited-service restaurants	2002	Total	343	343	343	343	343	343	36,280	36,280	36,280	36,280	440,000	55,000
Akron city, OH	720211	Limited-service restaurants	2002	Total	169	169	169	169	169	169	24,817	24,817	24,817	24,817	300,000	37,500
Balance of Montgomery County, OH	720211	Limited-service restaurants	2002	Total	113	113	113	113	113	113	22,789	22,789	22,789	22,789	280,000	35,000
Dayton city, OH	720211	Limited-service restaurants	2002	Total	156	156	156	156	156	156	19,152	19,152	19,152	19,152	235,000	29,375

And here we are with the same data in Excel, not as pretty, but ready for us to reformat or manipulate to our hearts content.

There are admittedly a lot of steps to go through, but they are justified by the kind of power you get as a result.

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Exercises 4-5

- Use American FactFinder to display 2002 figures for gasoline stations (NAICS 447) for all counties in Ohio.
- Extra credit: Name the top 3 counties in Michigan in terms of sales of gasoline stations.

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Use American FactFinder to display 2002 figures for gasoline stations (NAICS 447) for all counties in Ohio. *[Goal: Use American FactFinder to assemble a customized table from economic census data]*

Select “American FactFinder” from the left sidebar on www.census.gov OR at the bottom of the Economic Census main page.

Select “Data Sets” from the left sidebar.

Select “1997 & 2002 Economic Censuses” from the tabs across the top.

In the 2002 section, select “Economic-Wide Key Statistics”

To select all counties in the state...

- i. In the “Filter Rows” drop-down menu at the top, select “by geography”.
- ii. Select geographic type “County”.
- iii. Select your state from the drop-down.
- iv. Select “All Counties” and then click “Add”
- v. In the “Current geography selections” box, select “United States” and then “Remove”
- vi. Click “Show Result”.

To show data for gasoline stations

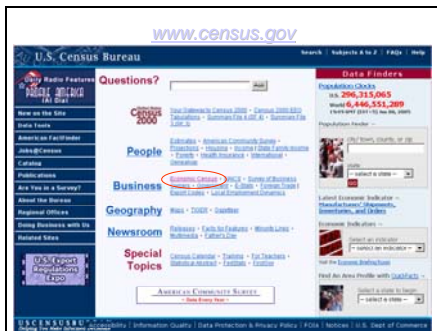
- i. In the “Filter Rows” drop-down menu select “2002 NAICS”
- ii. Enter “gasoline” in the search box and click “Search” (This is an occasion where clicking “Use synonyms” gives us more than we want.)
- iii. Highlight “447: Gasoline stations” in the “Select an industry” box, and click “Add”
- iv. Click “Show result”

Extra credit: Name the top 3 counties in Michigan in terms of sales of gasoline stations. *[Goal: Use additional customizing features of American FactFinder]*

From the Results page in exercise 4, Select “sort rows” from the “Options” drop-down on the top menu bar, Select “\$s, shps, rcpts, rev (\$1,000)” from the “Sort by” drop-down, and then click the “Descending” button, and click “Update”

Top 3 counties: Cuyahoga, Franklin, and Hamilton

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Back at the main web site

Let's click on “Economic Census” again.

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There is another important tool on the Economic Census page I want to draw your attention to: On the right side of the page is the “Industry Statistics Sampler” search box. It's on the 1997 side of the page, but in a couple of months the data will be complete enough for us to redo it with 2002 data also. For now, let's use the 1997 version to see how the tool works.

We are looking for the state with the most casino revenues.

We can type in a key word or NAICS code. Let's enter “casino” and click **NAICS Search**.

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Results for "casino"

Index entry	NAICS Code	U.S. NAICS Title
Casino construction	238110	Commercial and Institutional Building Construction
Casino hotels	713210	Casino Hotels
Casinos (except casino hotels)	793110	Casinos (except Casino Hotels)

By another keyword search:

Casinos Bureau Index: [Home](#) [Search](#) [Help](#) [Feedback](#) [Data](#) [About](#) [Privacy Policy](#) [Contact Us](#)

U.S. CENSUS BUREAU
Helping You Make Informed Decisions

This brings up a list of index entries and the industries associated with each. We are not interested in casino construction, but there are still 2 industries left—casino hotels and casinos other than casino hotels. Casino hotels are part of the Accommodation and Food Services sector, but casinos alone are part of Arts Entertainment and Recreation, and that is the industry we want to look at now <<click on **713210**>>

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U.S. Census Bureau
Industry Statistics Sampler
NAICS 721120
Casino hotels

Industry Statistics

Employers: 2002

NAICS Code	Description	Total	% of all	Employers	% of all
72	Accommodation & food services	665,900	448,408,710	127,554,463	612,203,661
721	Accommodation	60,949	120,090,210	34,995,244	1,813,326
7211	Traveler accommodation	60,962	122,099,391	33,910,089	1,791,303
72112	Casino hotels	283	33,847,873	9,438,235	363,209
72119	Casino hotels	283	33,847,873	9,438,235	373,299

Nonemployers: 2002

NAICS Code	NAICS Title	Establishments	Receipts (\$1,000)	% of all	Employees	Receipts (\$1,000)	% of all
72	Accommodation & food services	897,279	403,676,302	241,888	29.9	14,379,204	3.1
721	Accommodation	112,868	191,864,402	82,018	40.3	3,266,963	2.8
7211	Traveler accommodation	68,571	127,049,471	34,189	40.1	3,149,542	2.8
72112	Casino hotels	9	9	9	9	9	9
72119	Casino hotels	9	9	9	9	9	9

The data are presented initially in hierarchic fashion, showing that Casinos are part of the Arts, Entertainment, and Recreation sector. The top display includes employers. The nonemployer table actually includes both nonemployers and employers, and actually computes the total for you and shows the percentage of all establishments and receipts that are accounted for by nonemployers. We can see that 2.5 percent of receipts in Traveler accommodations comes from nonemployers. But there are no data on nonemployer casino hotels. We figure that nonemployer casino hotels are impossible by definition, and there is no attempt to collect data for them.

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Nonemployers: 2002

Definition: NAICS 721120 Casino hotels

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

Cross-References: Establishments primarily engaged in-

- Providing short-term lodging in facilities known as hotels and motels that provide limited gambling activities, such as slot machines, without a casino on the premises—are classified in [NAICS 721110](#) (Hotels (except Casino Hotels) and Motels); and
- Operating as stand-alone casinos—are classified in [NAICS 793110](#) (Casinos (except Casino Hotels)).

Geographic Distribution - Casino hotels: 2002

Data for the Accommodation & food services sector are published for the U.S., states, metropolitan areas, counties, places, and ZIP Codes.

Tables include only establishments of firms with payroll. [Nonemployers](#) are shown above. [NAICS 721120](#) includes scope, methodology, non-sampling error, and confidentiality protection. For descriptions of column headings and row indicators, click on the appropriate column/row element in the table.

The next component is a narrative definition of the industry including cross-references to other relevant industries. For example, the definition draws out attention that Casinos without hotels are a separate industry. You could actually jump to data for casinos by following the link provided. Lower down on the page are data on the Geographic Distribution...

Geographic Distribution – Casino hotels: 2002
 Data for the Accommodation & food services sector are published for the U.S., states, metropolitan areas, counties, places, and ZIP Codes.

Data includes only establishments of firms with payroll. [Nonprofits](#) are shown above [establishment level](#) includes state, metropolitan area, metropolitan area, county, place, and ZIP Codes. [Establishment level](#) includes state, metropolitan area, metropolitan area, county, place, and ZIP Codes. For descriptions of column headings and row indicators, click on the appropriate underlined element in the table.

State	Description	Establishments	Receipts (\$1,000)	Receipts (\$1,000)	Receipts (\$1,000)	Receipts (\$1,000)	Receipts (\$1,000)
United States		283	33,415,873	99,99	9,419,235	373,299	
Nevada		193	15,040,090	47,40	6,207,411	192,472	
New Jersey		12	4,224,760	12,19	1,240,754	40,196	
Mississippi		20	2,290,262	6,60	760,629	23,224	
Indiana		9	1,888,076	5,50	297,233	12,467	
Louisiana		9	1,238,086	3,70	312,773	10,012	
Minnesota		10	638,712	2,01	264,897	12,075	
California		4	597,210	1,79	121,717	4,094	
Iowa		6	572,302	1,71	122,641	4,130	
Colorado		10	368,422	1,07	81,466	2,690	
Oregon		4	217,118	0,95	71,797	2,324	
Arizona		3	179,764	0,53	40,616	1,336	
South Dakota		16	162,899	0,48	32,897	2,170	
North Dakota		3	87,808	0,26	23,996	1,261	
Montana		3	12,467	0,04	4,226	129	
All other states, including those below		20	4,231,981	12,96	1,267,224	39,330	
Connecticut		0	0	0	0	0	(100-9999)
Illinois		4	0	0	0	0	(1000-9999)
Missouri		3	0	0	0	0	(1000-9999)
Wisconsin		1	0	0	0	0	(1000-9999)

Here, the states are presented in rank order based on the total receipts.

It is no surprise that Nevada is not Number 1 in Casino Hotels. And New Jersey is a distant second. Mississippi comes in at number 3, or at least it did before Hurricane Katrina came through in 2005.

If we were asked for the top 5 states in casino hotel sales, we would probably say Nevada, New Jersey, Mississippi, Indiana, and Louisiana.

But notice that there are a number of states at the bottom of the page with receipts shown as “D” or withheld to avoid disclosure. The line just above the D’s says that all states not listed in the top section have receipts totaling \$4.3 billion—in other words, nearly 13% of nationwide receipts are not shown at the state level.

We can see why data have been suppressed for Connecticut, because the Economic Census never shows characteristics of one or two establishments. While Illinois has 4 establishments, it may well be that a small number of companies dominate receipts, so that we must suppress those data to keep users from making estimates too close to the figures of actual companies. Even though receipts have been suppressed, the number of employees is shown as a range—10,000 to 25,000 for Connecticut. That could be more employees than in Indiana or Louisiana listed above. So it could very well be that Connecticut may outrank Indiana or Louisiana.

Disclosure can be quite inconvenient for data users studying industries where business may be highly concentrated in a small number of companies.

This table illustrates the important use of subtraction in understanding the data where some figures have been suppressed. By subtracting unsuppressed figures from a higher level total, we get an idea of the overall magnitude of the suppressed figures.

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Exercise 6

- Which state had the highest receipts in offices of lawyers in 2002?
- (Hint – use the Industry Statistics Sampler).

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Which state had the highest receipts from offices of lawyers in 2002? [Goal: See the variety of data presented in the Industry Statistics Sampler, learn the impact of data withheld to avoid disclosure]

Select “Economic Census” in the Business section of www.census.gov **OR** go directly to www.census.gov/econ/census02
 Enter “lawyer” in Industry Statistics Sampler
 Click on NAICS “541110” (Offices of Lawyers)
 Click on the link for “States” in the blue navigation bar near the top; go to “Geographic Distribution—Offices of Lawyers” table – this is already ranked by receipts size. New York has the highest receipts, narrowly beating out California.
 Note – further down in this table you see a list of states for which Receipts was suppressed – the total of which is 1.57% of the U.S. total receipts. Thus, none of the suppressed states could outrank New York (with 15.16% of total receipts.)

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Products, Size, and Other Data from the Economic Census – Offices of lawyers

Link to full table	Series number	Title	Link to AFF or full table	Contents	Geography
	E020463.LL.R	Product Lines		Product Lines by Kind of Business	US, states
	E0205455.SZ	Establishment and Firm Size		<ul style="list-style-type: none"> Geographic/Revenue Size of Establishments Employment Size of Establishments Single Unit & Multiunit Firms Geographic/Revenue Size of Firms Employment Size of Firms Concentration by Largest Firms 	US
	E0205460	Industry Status		Larger Firm of Organization	US
	E0205461	Bridge Between NAICS 2002 and NAICS 1997		Historical data now suppressed	US
	E0205462	NAICS 1997		Shows data for industries redefined between NAICS 1997 and NAICS 2002	US
	E0205463	Comparative Statistics		2002 and 1997 data side by side on a comparable NAICS 1997 base	US

Data from the Other Census Bureau Programs – NAICS 541110

Report Tables	Title	Link to Data	Frequency	Contents	Geography
County Business Patterns	County Business Patterns		Annual	Employees, payroll, number of establishments by employment size of establishments	US, states, metro areas, counties
Service Annual Patterns, Professional, Scientific, and Technical Services	Service Annual Patterns, Professional, Scientific, and Technical Services		Annual	Estimated revenue for professional and managerial firms	US
Statistics of U.S. Business	Statistics of U.S. Business		Annual	Number of firms, employees, payroll, total revenue, for 2002 and by employment size of the enterprise	US, states, metro areas

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Toward the bottom of the same page are links to other Economic Census data, in both PDF reports and links right in to American FactFinder with the AFF icons.

Also shown are links to other Census Bureau programs with data for this industry, sources for more recent data and, in some cases, characteristics beyond the scope of the Economic Census. In this case, we can see that we can get annual employment and payroll from County Business Patterns, and annual revenues from the Service Annual Survey.

If you are looking for data more frequent than the 5-year economic census for a specific industry, this is the most efficient way to find it—by looking up the industry and coming down to this table, then going to the original documents.

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Census Economic Data for Local Areas

- 5-year intervals
 - Economic Census
 - Survey of Business Owners
- Annual
 - County Business Patterns
 - Nonemployer Statistics
 - Annual Survey of Manufactures
 - Statistics of U.S. Business

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We have already discussed the two sources of business statistics that we collect once every 5 years:
 The Economic Census
 The Survey of Business Owners

Among the annual data sets, we have discussed
 Nonemployer Statistics
 Now let’s address the other three.

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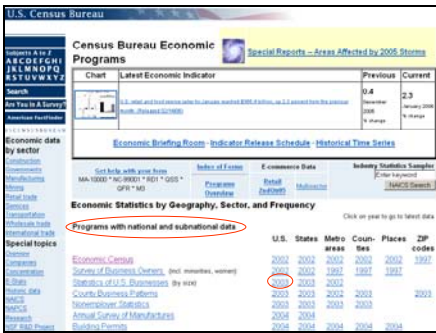
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...From the Census home page you can click on the main heading **Business**.

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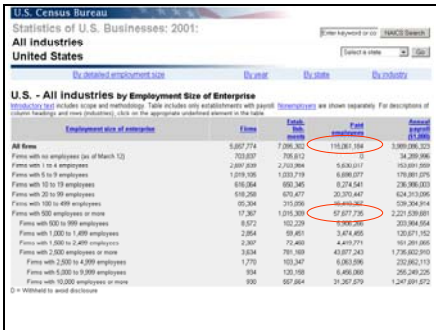
The table of "Programs with national and subnational data" lists 8 programs, and, on the right, links directly to data -- where available -- for states, metro areas, counties, cities, and ZIP codes.

One of those programs with unique content is the Statistics of U.S. Business.

Let's click on **2003** in the U.S. column, in the row for Statistics of U.S. Business...

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This is the most comprehensive source of information about **small** business. Firms are classified by the number of employees in the entire enterprise. Data include total employment and payroll. You can see, for example, that about half of the 114 million employees in all firms are in 17,000 firms with 500 or more employees (almost 57 million). There are millions of firms with under 10 employees, but there aggregate impact is much smaller.

These data are also shown, in somewhat less detail, by year, by state, and by industry. See the selection menu across the top of the table. Metro area data can also be obtained in a downloadable spreadsheet.

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Statistics of U.S. Businesses

Firms with paid employees

- Firms by employment size by NAICS
 - allows you to define "small business"
- Geography
 - US
 - States
 - Metropolitan areas

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To summarize, Statistics of U.S. Business allow you define small business in terms of employment size of the company. Data are available for the U.S., for states and for metropolitan areas.

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U.S. Census Bureau

Census Bureau Economic Programs

Chart | Latest Economic Indicator | Previous | Current

U.S. 2.3

Quarterly % change

Economic data by sector

Subsets with data from MA 1000 * IC 99001 * Q05 * Q04 * Q03 * Q02 * Q01 * Q00

Economic Statistics by Geography, Sector, and Frequency

Programs with national and subnational data

Special topics	Year	U.S. States	Metro areas	Counties	Places	ZIP codes
Business	2002	2002	2004	2004	2004	1997
Manufacturing	2002	2002	2002	1997	1997	1997
Services	2003	2003	2003	2003	2003	2003
Construction	2003	2003	2003	2003	2003	2003
Government	2003	2003	2003	2003	2003	2003
Health care	2003	2003	2003	2003	2003	2003
Education	2003	2003	2003	2003	2003	2003
Transportation	2003	2003	2003	2003	2003	2003
Information	2003	2003	2003	2003	2003	2003
Finance	2003	2003	2003	2003	2003	2003
Real estate	2003	2003	2003	2003	2003	2003
Energy	2003	2003	2003	2003	2003	2003
Telecommunications	2003	2003	2003	2003	2003	2003
Government	2003	2003	2003	2003	2003	2003
Nonprofit	2003	2003	2003	2003	2003	2003
Other	2003	2003	2003	2003	2003	2003

Another source of data for metropolitan areas is County Business Patterns, even though we wouldn't have guessed from the title.

We can go straight to the data if we click on the year in the appropriate data cell. <<click on **2002** in the metro column in the row for County Business Patterns>>

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U.S. Census Bureau

North American Industry Classification System (since 1998)

County Business Patterns

County Business Patterns provides data on the total number of establishments, mid-March employment, first quarter and annual payroll, and number of establishments by firm employment size classes by detailed industry for all counties in the United States, the District of Columbia, and Puerto Rico.

Employees without a fixed location within a state (or of unknown county location) are included under a "statewide" classification at the end of the county list. This incomplete detail causes only slight underestimation of county employment. The independent cities in Virginia, and the cities of Baltimore, MD, Carson City, NV, and St. Louis, MO, are treated as separate counties.

ZIP Code Business Patterns (Enter ZIP Code)

ZIP Code Business Patterns presents data on the total number of establishments, employment and payroll for more than 40,000 ZIP Code areas nationwide. In addition, the number of establishments for nine employment size categories is provided by detailed industry for each ZIP Code.

Most ZIP Codes are derived from the physical location address reported in Census Bureau programs. The Internal Revenue Service provides supplemental address information. Those employees without a fixed location or with an unknown ZIP Code are included under a "statewide" category, indicated by ZIP Code 99999.

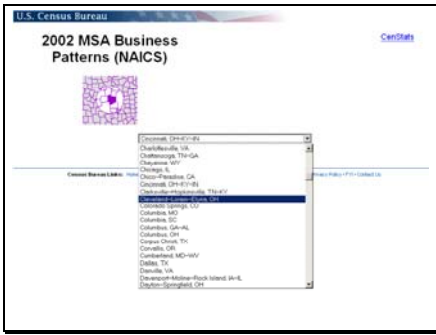
Metro Business Patterns

Metro Business Patterns provides data on the total number of establishments, mid-March employment, first quarter and annual payroll, and number of establishments by employment size classes by detailed industry for all Metropolitan Statistical Areas (MSAs) and New England County Metropolitan Areas (NECMAs). As defined by the United States Office of Management and Budget (OMB), an MSA is made up of at least one large city (50,000 population or more), and includes the county or counties in which it is located. Adjacent and other nearby counties meeting certain criteria are also included in the MSA. NECMAs are used in this data series as a county-based alternative to the usual city- and town-based New England MSA classifications.

County Business Patterns by Detailed Standard Industrial Classification

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And pick out `_Cleveland_ metropolitan area`.

We click on **Submit**, which is hiding under the drop-down on the slide.....

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Industry Code	Industry Description	Number of Employees for weeks including March 12	Payroll (\$1,000)		Total Establishments
			1st Quarter	Annual	
	Total	998,256	8,557,050	34,809,748	58,811
11	Forestry, fishing, hunting, and agriculture support	250,499	0	0	95
21	Mining	1,000,249	0	0	44
22	Utilities	2,500,499	0	0	77
23	Construction	43,229	416,984	1,924,975	5,464
31	Manufacturing	165,948	1,774,891	7,157,244	4,275
42	Wholesale trade	60,368	651,294	2,945,195	4,167
44	Retail trade	118,367	590,123	2,434,569	8,426
48	Transportation &	13,444	164,400	684,212	1,144

And, we have data for the `_Cleveland-Lorain-Elyria_ metro area`—we will talk about its definition in a moment.

The MSA Business Patterns are formatted a little differently from the economic census pages, but much of the same functionality is still there.

You can click on one of the "Detail" buttons on the left to go to finer industry breakdowns, much like the down arrow on the census pages.

You can click on the Compare button to see establishments by employment size.

What is most significantly different is that there are **no sales or receipts** figures.

County Business Patterns has data on employment, payroll, and the number of establishments, like the census, but only the census has sales or receipts. Let me explain this a bit....

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Year	Reporting Source
1997	Econ Census
98	CBP
99	CBP
00	CBP
01	CBP
2002	Econ Census
03	CBP
04	CBP
05	CBP
06	CBP
2007	Econ Census

County Business Patterns comes up with annual employment and payroll figures based on records from the payroll tax system, supplemented by our Company Organization Survey, but it gets its detailed industry classification of each establishment from the Economic Census. That means that industry classifications are updated only once every 5 years, starting with the year after the Economic Census. Thus, the new 2002 NAICS codes discussed in the earlier presentation, the ones used for the 2002 Economic Census, won't show up in County Business Patterns until the publication of 2003 data. The same thing applies to metro area definitions, which are still those used after 1997.

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Annual Survey of Manufactures
Establishments with paid employees

Table 2. Statistics for the United States and States by Subsector: 2004—Con.

NAICS code	Geographic area and subsector	All establishments		Production workers				Total cost of materials (2004)	Total value of shipments (2004)
		Number	Payroll (\$1,000)	Number	Hours (1,000)	Wages (2004)	Benefits (2004)		
33-99	Manufacturing	762 817	38 363 386	576 188	1 182 621	22 613 027	117 751 180	181 625 988	258 798 499
331	Food manufacturing	151 851	1 891 896	127 247	27 381	1 212 227	10 680 696	12 245 945	20 158 812
332	Beverage and tobacco product manufacturing	4 472	200 454	2 771	4 462	126 289	2 187 687	1 749 294	3 148 329
333	Textile mills	2 398	84 707	1 739	3 812	67 767	205 834	217 826	423 902
334	Textile product mills	4 404	130 819	3 365	6 541	86 748	298 869	336 281	619 471
335	Apparel manufacturing	1 812	42 647	1 644	2 848	29 569	612 288	128 676	226 212
336	Leather and allied product manufacturing	1 254	29 868	988	1 727	18 475	67 247	90 462	127 388
337	Wood product manufacturing	16 314	461 895	12 408	27 976	338 474	1 208 686	1 874 865	2 737 305
339	Paper manufacturing	29 076	689 427	17 464	38 311	446 888	3 103 740	3 454 839	6 754 874
340	Printing and related support activities	22 848	1 201 148	22 474	44 795	729 049	3 108 222	1 222 428	4 817 281

Annual Survey of Manufactures, on the other hand, is a big survey. It produces statistics for detailed industries at the national level, and for broader (4-digit) industry categories for states.
(Note that state data have already been issued for 2003 in ASM, even though the 2002 census geographic area series reports have just been released. The 2002 reports have more industry detail, down to 6-digits, and more geographic detail—including metro areas, counties and places.)

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U.S. Census Bureau

Census Bureau Economic Programs

Special Reports - Areas Affected by 2005 Storms

Chart Latest Economic Indicator Previous Current

Economic Briefing Room Indicator Release Schedule Historical Time Series

Economic data by sector

Index of Farm Productivity

Economic Statistics by Geography, Sector, and Frequency

Programs with national and subnational data

Special Topics	Year	U.S. States	Metro areas	Counties	Places	ZIP codes
Economic Census	2002	2002	2002	2002	2002	1997
Survey of Business Owners (incl. minorities, women)	2003	2002	1997	1997	1997	
Statistics of U.S. Businesses (by size)	2003	2003	2002			
County Business Patterns	2003	2002	2002	2003	2003	
Homeowner Statistics	2003	2003	2003	2003		
Annual Survey of Manufactures	2004	2004				
Business Chemicals	2004	2004	2004	2004	2004	
Business Chemicals	2002	2002	2004	2004	2004	

The Business page also provides you links to the other business data we produce, including those that are available only at the national level, through the “Economic data by sector” list in the left column.
All in all, the business page is the best place to start for business data other than the economic census.

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Exercise 7

What is the most recent year for which ZIP Code data are available from any Census business statistics other than the Economic Census?

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What is the most recent year for which ZIP Code data are available from any OTHER Census Business statistics?
[Goal: Be aware that there are more sources of business statistics than the Economic Census, and that they can be found through the “Business page”]
Select “Business” on www.census.gov
In the “Programs with National and Subnational Data” section, you can see that 2002 ZIP statistics are already available from the County Business Patterns program.

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What Next?

- See brochure
- Redo exercises for your own area or industry
- Review slide show and text
<http://www.census.gov/econ/census02/guide/slides/sp-ec02-oh06.ppt>
- Tell your colleagues



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Hand out evaluation forms Hand out exercise answer sheets

So, now that we have exposed you to all of these new tools, how do you fix them in your mind?

First, we have designed a photocopied brochure that helps remind you of the features of the various web pages we looked through today. Once you get back to your office, review that first.


Then repeat the exercises we did this morning, but this time substituting the areas or industries that interest you. If you get bogged down, you can refer to the answer sheet and follow it step by step.

You also have access to our complete presentation today. The url on the screen has both the slides and the text that goes with them. You could even wow your colleagues by practicing and delivering this whole workshop on your own.

We do hope you will take the opportunity to pass on information you learned today to your colleagues.

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**2002
Economic
Census**

Paul Zeisset
Jamie Fleming
1-301-763-4151
1-877-790-1876
econ@census.gov

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And when you have questions, you can contact us by phone or e-mail.

Please complete your evaluation form before you go. We would appreciate your comments to help us prepare for remaining workshops in this series.

Thanks you for your attention and interest.