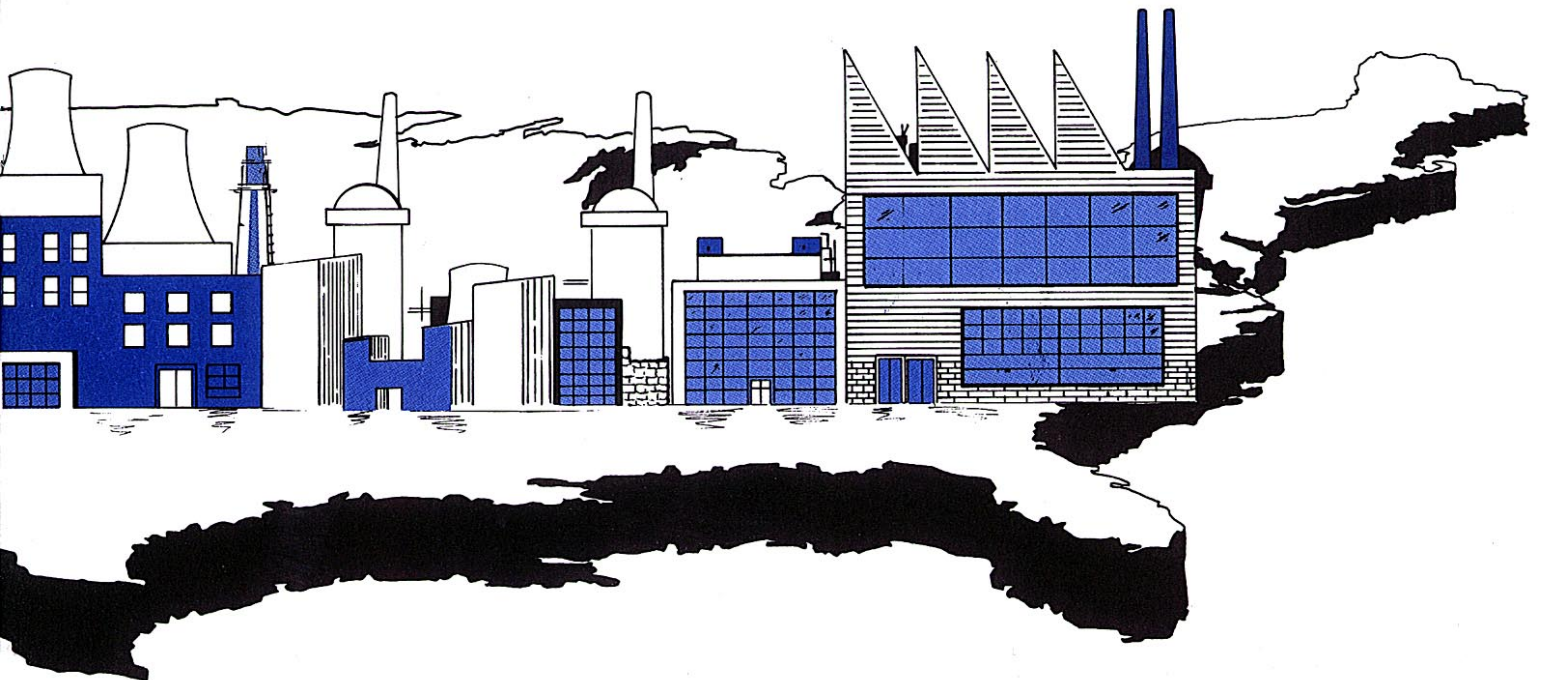


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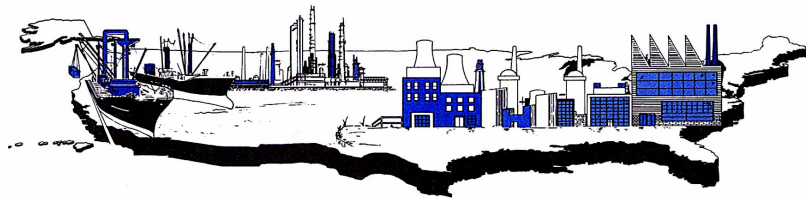
Manufacturing Measures

*Census Bureau Data
for Manufacturing*



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Issued August 1995



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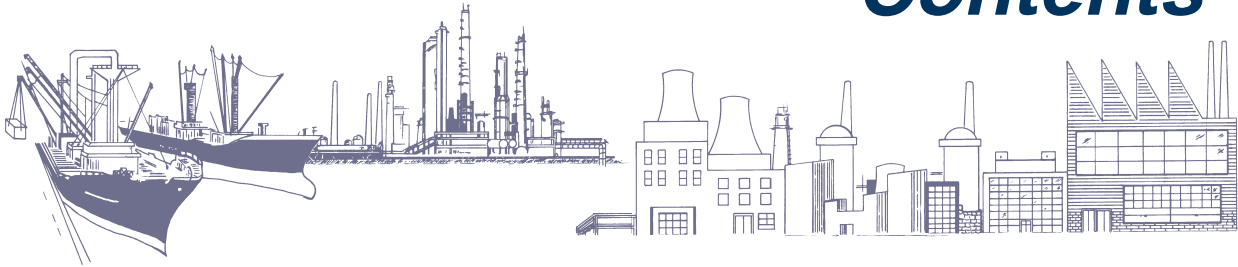
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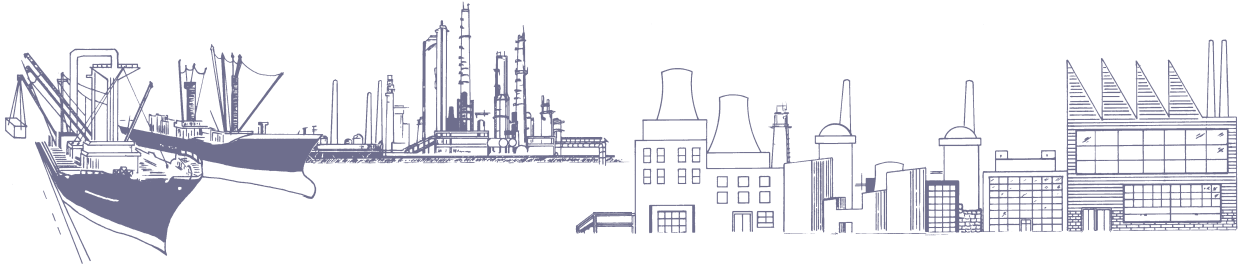
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Manufacturing Measures

Census Bureau Data for Manufacturing



Getting Started

This booklet is designed to make users of manufacturing and related data aware of the resources available from the Census Bureau and how to use them. Whether you're interested in analyzing your sales performance, locating sites for plants and warehouses, or measuring your market potential, you can find answers to many of your questions with data from the printed reports and CD-ROM's we describe in this booklet. We also furnish information to assist you in locating additional resources.

collected every 5 years for years ending in "2" and "7." The 1992 Economic Census measured activity during calendar year 1992 and covered 98 percent of the U.S. economy. There are eight primary components of the economic census:

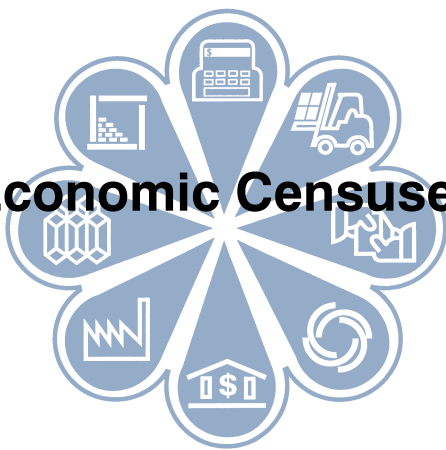
Retail Trade
Wholesale Trade
Service Industries
Financial, Insurance, and Real Estate Industries
Transportation, Communications, and Utilities
Manufactures
Mineral Industries
Construction Industries

A variety of data are collected and tabulated, though the subjects covered vary by industry. Several key statistics are tabulated for all industries:

Number of establishments
Number of employees
Payroll
Measures of output; value of shipments and value added

This booklet focuses on the census of manufactures, the annual survey of manufactures, and the Current Industrial Reports. Brief attention is also given to several other economic programs along with sources of foreign trade and demographic data.

Economic Censuses



The economic census is the primary source of detailed facts about the Nation's economy. It is

How Can I Get the Data?

Many data products are mentioned in this booklet. For more information about them, including how to order, contact:

Customer Services
Bureau of the Census
Washington, DC 20233-0800
301-457-4100 (TDD: 301-457-4611)
Fax: 301-457-4714

Don't forget to check our Internet site for the latest business and industry information:
<http://www.census.gov/>

Census data are also available locally from a number of other sources:

Most major public and college libraries
Census regional offices (see page 19)
State data centers (see page 20)
Business and industry data centers
(see page 23)

How Are Data Collected?

Questions on manufacturing were first asked in the 1810 Decennial Census. Since 1967, we have conducted a manufactures census every 5 years, collecting statistics on such subjects as:

Number of establishments
Employment
Payroll
Hours worked
Value of shipments
New capital expenditures
Machinery
Buildings
Value added by manufactures
Cost of materials
Inventories

In addition, data on manufacturing are collected more frequently in surveys like the annual survey of manufactures (ASM) and commodity surveys used to prepare Current Industrial Reports (CIR's). While the data are more timely, the level of detail is not as great as that in the census.

The ASM provides information for the years between the censuses. This survey has been taken since 1949. Since it collects data from a sample of manufacturers, rather than all manufacturers as the census does, data are generally provided only for the United States and States.

The CIR series provides monthly, quarterly, and annual data on production, shipments, and/or inventories of selected products or on special subjects. More information about reports in the series is found beginning on page 6.

How Are the Data Organized?

Statistics from the census and surveys are collected and published primarily in terms of the establishments in an area. (An establishment is a single physical location at which a manufacturing activity takes place.) In general, manufacturing industries are classified in the standard industrial classification (SIC) coding system by the principal type of products produced. The SIC system has 20 major groups for manufacturing:

- 20 Food and kindred products
- 21 Tobacco products
- 22 Textile mill products
- 23 Apparel and other finished products made from fabrics and similar materials
- 24 Lumber and wood products, except furniture
- 25 Furniture and fixtures
- 26 Paper and allied products
- 27 Printing, publishing, and allied industries
- 28 Chemicals and allied products
- 29 Petroleum refining and related industries
- 30 Rubber and misc. plastics products
- 31 Leather and leather products
- 32 Stone, clay, glass, and concrete products
- 33 Primary metal industries
- 34 Fabricated metal products, except machinery and transportation equipment
- 35 Industrial and commercial machinery and computer equipment
- 36 Electronic and other electrical equipment and components, except computer equipment
- 37 Transportation equipment
- 38 Measuring, analyzing, and controlling instruments; photographic, medical, and optical goods; watches and clocks
- 39 Miscellaneous manufacturing industries

Some of the Bureau's surveys distinguish between the manufacture of durable goods (SIC's 24, 25, and 32-39) and nondurable goods (SIC's 20-23 and 26-31). The major SIC groups are subdivided into three-digit industry groups, which in turn are subdivided into four-digit industries. Manufactured products are classified into 1,500 product classes (five-digit codes) and 11,000 product codes (seven digit) in a manner consistent with the four-digit SIC for the industry from which the products originate. For example:

Major group	38	Measuring, analyzing, and controlling instruments, etc.
Industry group	386	Photographic equipment and supplies
Industry	3861	Photographic equipment and supplies
Product class	38611	Still picture equipment
Product	38611 11	Hand-type cameras

What Geographic Areas Are Covered?

The most detailed data from the census and the various surveys of manufacturing are available only at the national level. Only the census and ASM provide significant data for States. More limited data for metropolitan areas (MA's), counties, places, and ZIP Codes are available only from the census.

How Are Manufactures Data Used?

To suggest the wide variety of ways that data can be used, here are a few examples by type of user. (Several detailed illustrations of data use are presented beginning on page 13.)

Individual manufacturers

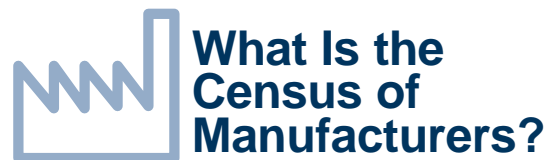
- Forecast sales
- Analyze sales performance
- Determine market share
- Locate plants and warehouses
- Study fuel consumption within their industries
- Evaluate changes in industries
- Learn about industries that use their products

State and local governments; Chambers of Commerce

- Study economic structure in their areas over time
- Compare their areas with others
- Develop plans to encourage economic growth

Federal Government

- Calculate the gross domestic product
- Produce the monthly index of industrial production
- Measure productivity and price changes
- Monitor the effect of trade on domestic industries



The census of manufactures is one component of the economic census. For the 1992 census, questionnaires were sent in early 1993 to about 250,000 establishments. Each received 1 of 291 industry-tailored questionnaires. Data for an additional 150,000 smaller, single-establishment firms with payroll were obtained from Federal administrative records.

The 1992 Census of Manufactures covers all establishments with one or more paid employees primarily engaged in manufacturing. Manufacturing production is usually carried on for the wholesale market, for transfers to other plants of the same company, or to the order of industrial users rather than for direct sale to the household consumer. However, in a few instances, some manufacturers sell chiefly at retail to household consumers through the mail.

Some activities of a service nature (enameling, engraving, etc.) are included in manufacturing when they are performed primarily for trade. They are considered nonmanufacturing activities when performed primarily to the order of the household consumer.

Reports From the Census of Manufactures

Data from the 1992 Census of Manufactures were released beginning in 1994 and will continue into 1996. Data are available in printed reports and on CD-ROM. Figure 1 summarizes the data items published in the final reports. The **Industry Series** provides mainly national data for 459 different industries. (Detailed final **Industries Series** reports supersede preliminary reports issued in 1994.) The **Geographic Area Series**

provides industry data for each State and its metropolitan areas, counties and places, and for the District of Columbia. The **Subject Series** consists of three detailed reports at the national level. **Analytical Reports** include data from the census of manufactures and related sources on exports and establishments that export. See figure 2.

The **Location of Manufacturing Plants**, available only on CD-ROM, provides the number of manufacturing establishments by employment size in every industry by two-, three-, and four-digit SIC, State, county, place with 2,500 inhabitants or more, and ZIP Code areas.

For more information about reports and CD-ROM's, their prices, and ordering instructions, contact Customer Services (page 2) and obtain the economic census guides noted in the box below.

Figure 1.
Major Data Items by Geographic Level Published in Final Reports of the Census of Manufactures

A: National, States, MA's, counties, and places.
M: MA's, States, and National.
C: Counties, States, and National.
S: States and National.
N: National only.
Z: ZIP Codes.

Number of Establishments and Firms

Establishments with payroll A, Z
Establishment by legal form of organization N
Firms S

Employment

All employees A
Production (construction) workers/hours A
Employment size of establishment A, Z
Employment related to exports

Payroll

All employees, entire year A
Production (construction) workers N
Supplemental labor costs, legal/voluntary S

**Sales, Receipts, or Value of Shipments/
Construction Work Done**

Establishments with payroll A
By specific product, line, or type of construction N
Value of exports S

Operating Expenses

Cost of materials, etc. N
Specific materials consumed (quantity/cost) S
Cost of fuels S
Cost of electricity S
Energy consumed (quantity/cost) S
Contract work S
Products bought or sold (resales) N
Advertising S
Rental payments N
Communication services N
Purchased repairs N
Legal services N
Accounting and bookkeeping services N
Software and other computer services N
Refuse removal services N

Other

Value added A
Capital expenditures, total S
New A
Assets S
Inventories S
Industry specialization and coverage N

ZIP Code data available only on CD-ROM. Place data available only on CD-ROM.

Figure 2.

1992 Census of Manufactures Reports

Industry Series (MC92-I-20A to 39D)

(Available in 1995 in print and on CD-ROM)

This series supersedes the *Preliminary Industry Series*. Each report provides data for the Nation, with limited data for States, for 1 of 83 groups of related industries. Data include number of establishments, number of firms, payroll, value of shipments, cost of materials, new capital expenditures, inventories, hours worked, and value added by manufacture.

For each industry, data on employment, payroll, value of shipments, capital expenditures, and value added by manufacture are also shown by employment-size class of establishment and degree of primary product specialization.

Some of the most widely used statistics are those on shipments of specific products and consumption of various materials. Product data include shipments by all producers, not just those classified in the primary industry for all 5-digit product classes and for the 6,200 7-digit product codes not shown in Current Industrial Reports. Each individual Industry Series report covers one or more three-digit industry groups.

Geographic Area Series (MC92-A-1 to 51)

(Available summer-fall 1995 in print and on CD-ROM)

A report for each State and the District of Columbia provides data by industry on the number of establishments, payroll, employment, value of shipments, expenditures for new capital equipment, hours worked, and value added by manufacture, with comparative statistics for 1987.

Similar totals are shown by industry for MA's, counties, and incorporated places but without the comparative statistics for 1987.

Analytical Report Series (AR92-1 and 2)

(Call Customer Services for availability. In print and on CD-ROM.)

These reports include information from the census of manufactures and related sources.

Exports From Manufacturing Establishments (AR92-1)

Provides data on the value of direct and indirect export shipments and estimates of the employment required to manufacture these products, reported by two- and three-digit SIC codes for the Nation and for States.

For years other than census years, this report is published based on data from the Annual Survey of Manufactures.

Selected Characteristics of Manufacturing Establishments That Export (AR92-2)

Provides the number of establishments that export by "export intensity" (percent of goods produced that are exported) by two- or three-digit SIC for States and separately by employment-size class.

Subject Series (MC92-S-1 to 3)

(Released fall '95 through early '96 in print and on CD-ROM))

General Summary (MC92-S-1). Consolidates into one volume many of the key statistics previously published in the industry and geographic area series. Most data are at the national level, with limited data for States and MSA's.

Concentration Ratios in Manufacturing (MC92-S-2)

Provides measures of the share of individual activity accounted for by largest companies. Concentration measures are shown for each four-digit industry, with time-series data.

Manufacturers' Shipments to Federal Government (MC92-S-3)

Provides estimates from a special survey on the value of goods shipped to the Department of Defense, the Department of Energy, the National Aeronautics and Space Administration, and all other Federal agencies, for 69 4-digit industries that tend to have large Federal contracts.

Economic Census Guides of Interest

Industry Library (POF 811). Order form providing report and CD-ROM information for construction industries, mineral industries, and manufactures. Free from Customer Services.

Business Library (POF 809). Order form providing report and CD-ROM information for retail trade; wholesale trade; service industries; transportation, communications, and utilities; and finance, insurance, and real estate industries. Free from Customer Services.

Introduction to the 1992 Economic Census. Free from Customer Services.

Related Census Programs: Enterprise Statistics Series

This program counts companies rather than establishments as in the rest of the economic census. Establishments under common control are grouped to show economic characteristics of the controlling firms at the national level. Data also are included on auxiliary establishments providing services to other parts of the same company. The enterprise statistics report is issued every 5 years in conjunction with the economic census reports:

Company Summary details employment and sales size, legal form of organization, and company/establishment cross-tabulations. You can use the employment- and sales-size information to define data on "small business." The number and primary industry of owned or operated establishments, number of employees, annual payroll, and sales/receipts are shown by enterprise industrial classification (EIC). Additional detail is included on firms with 500 or more employees.

What Is the Annual Survey of Manufactures?

The annual survey of manufactures collects statistics for the years between the census from a sample of the 400,000 establishments covered in the census. During census years, the establishments in the ASM sample receive a form that asks for extra detail on subjects such

as type of new expenditures, selected purchased services, and foreign content of material consumed. ASM-like data for census years are published in census reports only; there are no separate ASM reports for census years, such as 1992.

Reports From the Annual Survey of Manufactures

Statistics for Industry Groups and Industries provides national data on employment, worker-hours, payroll, supplemental benefits, value added by manufacture, new and used capital expenditures for plant and equipment, cost of materials, cost of fuels and electric energy, beginning- and end-of-year inventories, and value of shipments, with comparable figures for the previous year.

Value of Product Shipments contains estimates of the value of product shipments for approximately 1,500 product classes of manufactured products at the five-digit level. It also shows shipments of selected product classes primary to more than one industry.

Geographic Area Statistics provides State data on employment, payroll, plant-hours, value added by manufacture, value of industry shipments, new capital expenditures, and end-of-year inventories. Data are classified by two-digit major groups and three-digit industry groups for each State, with comparable data for the previous year.

What Are the Current Industrial Reports?

Current Industrial Reports data come from nearly 70 separate surveys of producers of particular product groups that cover about 4,400 of the 11,000 seven-digit SIC product categories. The various CIR surveys are conducted monthly, quarterly, or annually. The CIR's deal mainly with the quantity and value of shipments of particular products and occasionally with data on production and inventories; unfilled orders, receipts, and consumption; and comparative data on domestic production, exports, and imports of the products they cover. See figure 3 for a list of CIR's.

There are several ways to obtain CIR's electronically: CIR's can be accessed through the Census-BEA Electronic Bulletin Board (to access, 301-457-2310) and through Internet

Figure 3.

Current Industrial Reports

(The Current Industrial Reports (CIR's) listed below may be accessed electronically. See discussion beginning on page 6. MA reports are issued annually, MQ reports issued quarterly, and M reports issued monthly.)

Apparel

Apparel	MQ23A
Gloves and Mittens	MA23D
Sheets, Pillowcases, and Towels	MQ23X

Chemical

Titanium Dioxide	M28AT
Inorganic Chemicals	MQ28A
Inorganic Fertilizers	MQ28B
Industrial Gases	MQ28C
Paint, Varnish, and Lacquer	MQ28F
Pharmaceutical Preparations, exc. Biologicals	MA28G

Electric Machinery

Switchgear and Industrial Controls	MA36A
Electric Lamps	MQ36B
Fluorescent Lamp Ballasts	MQ36C
Electric Lamps	M36D
Electric Housewares and Fans	MA36E
Major Household Appliances	MA36F
Motors and Generators	MA36H
Wiring Devices and Supplies	MA36K
Electric Lighting Fixtures	MA36L
Consumer Electronics	MA36M
Communication Equipment	MA36P
Semiconductors, Printed Circuit Boards	MA36Q

Food

Flour Milling Products	M20A
Confectionery	MA20D
Fats & Oils: Oilseed Crushings	M20J
Fats & Oils: Production, Consumption, & Stocks	M20K

Leather

Footwear	MA31A
Footwear	MQ31A

Lumber

Lumber Production and Mill Stocks	MA24T
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Machinery

Farm Machinery	MA35A
Construction Machinery	MA35D
Mining Machinery & Equipment	MA35F
Selected Pollution Control Equipment	MA35J
Internal Combustion Engines	MA35L
Air Conditioning & Refrigeration	MA35M

Machinery—Con.

Fluid Power Products	MA35N
Pumps & Compressors	MA35P
Anti-friction Bearings	MA35Q
Computers & Office & Accounting Machines	MA35R
Vending Machines (coin operated)	MA35U
Metalworking Machinery	MQ35W

Metal-fabricated

Plumbing Fixtures	MQ34E
Steel Shipping Drums & Pails	MQ34K

Metal-primary

Iron & Steel Castings	MA33A
Steel Mill Products	MA33B
Aluminum Ingot & Mill Products	M33D
Nonferrous Castings	MA33E
Inventories of Steel Producing Mills	M33J
Insulated Wire & Cable	MA33L

Stone/Clay/Glass

Flat Glass	MQ32A
Refractories	MA32C
Clay Construction Products	MQ32D
Consumer, Scientific, Technical, and Industrial Glassware	MA32E
Glass Containers	M32G

Textile Mills

Consumption on the Woolen & Worsted Systems	MQ22D
Yarn Production	MA22F
Knit Fabric Production	MA22K
Consumption on the Cotton System & Stocks	M22P
Carpet and Rugs	MA22Q
Broadwoven Fabrics (Gray)	MQ22T

Transportation Equipment

Aerospace Industry	MA37D
Civil Aircraft and Engines	M37G
Truck Trailers	M37L

Selected Instruments

Selected Instruments and Related Products	MA38B
Electromedical & Irradiation Equipment	MA38R

(gopher.census.gov or www.census.gov/). For more information about electronic access via Internet, call 301-457-1242. Highlights are available on CENDATA, the Bureau's online service (for information, 301-457-1242), and by fax through FastFax (charge: \$2.50 per minute while ordering; call 1-900-555-2FAX). Although most CIR's are no longer printed separately, you can make special arrangements to obtain paper copies by calling 301-457-4651. In addition, CIR data are printed in an annual compendium called **Manufacturing Profiles**.

Several CIR's are considered "general purpose" reports, not restricted to one particular industry group; they are still printed. Three of them are noted here. For more information, contact Customer Services.

Manufacturers' Shipments, Inventories, and Orders (M3-1) contains monthly data on the value of manufacturers' shipments, new and unfilled orders and inventories, and inventories for major industry groups at the U.S. level.

Pollution Abatement Costs and Expenditures (MA-200) contains annual data on total operating costs, capital expenditures, and cost recovered by manufacture for air, water, and solid-waste pollution abatement in the United States during the year. Data for establishments with 20 or more employees are shown by 4-digit SIC for the United States and by 2-digit SIC for States. Issued about 14 months after the end of the reference year.

Manufacturing Technology: Prevalence and Plans for Use: 1993 (SMT (93)-3) provides data on establishments planning to use or not planning to use any of 17 advanced technologies by employment size, age of plant, and manufacturing process. It covers establishments in SIC Major Groups 34-38.

Other Manufacturing Data

Two other programs also provide manufacturing data:

Plant and Equipment Expenditures Survey provides quarterly and annual statistics on nonagricultural firms' actual and planned expenditures at the national level, by industry, for new structures and equipment. Data are issued via press releases only.

County Business Patterns (CBP) reports, issued annually by State, provide estimates of the number of employees in each year's mid-March pay

period, together with the number and employment size of establishments and payroll by two-, three-, and four-digit SIC levels for the United States, States, and counties.

There's More!

Users of manufacturing and related data may also benefit from a variety of other censuses and surveys. You may need to know the demographics of the consumer marketplace or the role of retailers and wholesalers as distributors. What about importing and exporting? Brief outlines of these programs are provided below.

Demographic Data

The census of population and housing, taken every 10 years, is a valuable resource for business people, economists, sociologists, government officials, researchers, and anyone who simply wants information about their community, State, or Nation. The most recent census, taken in 1990, collected information about nearly 250 million people and 102 million housing units.

The 1990 Census of Population and Housing provides details on American living that can be used in a variety of ways. Demographic information ranges from basic data on age, race, sex, marital status, and household size to more specialized social characteristics such as education, ancestry, migration, disability, fertility, and veteran status.

Economic characteristics include income, occupation, place-of-work, journey to work, and other topics. Housing characteristics include owners and renters, plumbing and kitchen facilities, heating fuel, year structure built, utilities costs, vehicles available, and other topics. (See figure 4 for a list of reports of interest to manufacturers. More 1990 census data are offered on computer tape and CD-ROM's.)

Geographic Coverage. Data from the 1990 census are available in a variety of forms, depending on the geographic area of interest. The decennial census provides a wider range of geographic coverage than any other source—from the Nation down to a block, as shown in figure 5.

The Census Bureau has prepared several types of maps for use with census data, including county block maps, census tract/block numbering area (BNA) maps, county subdivision outline maps, and urbanized area boundary maps. Contact Customer Services (see page 2) for information about them and on how to order.

Figure 4.

Key Reports From the 1990 Census of Population and Housing

Summary Population and Housing Characteristics (1990 CPH-1). One per State and a U.S. summary. Provides total population and housing unit counts as well as summary statistics on age, sex, race, Hispanic origin, household relationship, units in structure, value and rent, number of rooms, tenure, and vacancy characteristics for local governments such as counties, incorporated places, and American Indian and Alaska Native areas.

Population and Housing Characteristics for Census Tracts and Block Numbering Areas (1990 CPH-3). One for each metropolitan area (MA) and one for each State covering the remainder of the State and for the nonmetropolitan balance of Puerto Rico. Furnishes data on most census subjects for census tracts and BNA's and certain larger areas.

Summary Social, Economic, and Housing Characteristics (1990 CPH-5). One per State and a U.S. summary. Presents sample

data (such as income, education, occupation, and heating fuel) for the same areas shown in the 1990 CPH-1 reports.

General Population Characteristics (1990 CP-1). One per State and a U.S. summary. Provides detailed statistics on age, sex, race, Hispanic origin, marital status, and household relationship characteristics for States, counties, places of 1,000 or more inhabitants, MCD's of 1,000 or more inhabitants in selected States, and State parts of American Indian and Alaska Native areas.

Social and Economic Characteristics (1990 CP-2). One per State and a U.S. summary. Supplies data focusing on the population subjects collected on a sample basis for States, counties, places of 2,500 or more inhabitants in selected States, and State parts of American Indian and Alaska Native areas.

Figure 5.

Geographic Areas Reported in Various Reports

	1990 Census	1992 Economic Censuses	County Business Patterns
United States	x		
Census regions	x		
Census divisions	x		
States	x	x	x
Metropolitan areas (MA's)	x	x	
Urbanized areas (UA's)	x		
Congressional districts	x	x	
American Indian and Alaska Native areas	x		
Counties	x	x	x
County subdivisions	x		
Places	x	x	
Census tracts/block numbering areas (BNA's)	x		
Block groups	x		
Blocks	x		

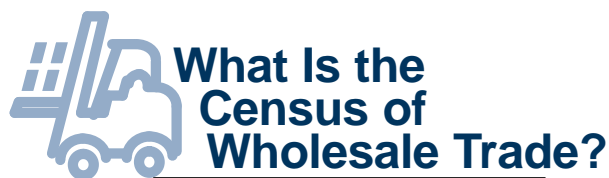
Other Sources of Demographic Data. The **Current Population Reports (CPR)** series contains several series of reports that provide current demographic data for the United States. Those most likely to be of interest are listed below. Contact Customer Services for information on how to order. CPR data also are often available at the Census Bureau's Internet site (www.census.gov/).

Population Characteristics (P-20). This series of annual CPR's provides data on geographic residence and mobility, fertility, school enrollment, educational attainment, marital status, household and families, persons of Spanish origin, and other topics.

Population Estimates and Projections (P-25). These CPR's provide monthly estimates of the U.S. population; annual estimates by age, race, and sex; estimates of births, deaths, and net migration for the Nation and the States; and projections on an irregular basis by age, sex, and race for the Nation and States.

Consumer Income (P-60). This CPR series provides data, generally annually, on families, individuals, and households at various income levels, noncash benefits, and the relationship of income to age, sex, race, family size, education, occupation, and work experience.

Household Economic Studies (P-70). These quarterly and annual reports for the United States and its regions provide data on income, labor-force activity, wealth, participation in government programs, disability, child care, and pensions.



The census of wholesale trade, also part of the economic census, defines wholesale trade as the sale of merchandise to retailers and repair shops; industrial, commercial, institutional, or professional business users; farmers for farm use; construction contractors; governments; or to other wholesalers. It also includes agents or brokers who buy merchandise for or sell merchandise to such clients or customers. All wholesale establishments are grouped for tabulation purposes into one of three major types of operation: merchant wholesalers,

manufacturers' sales branches and sales offices, and merchandise agents and brokers.

What Does It Cover?

The census of wholesale trade covers—

- Kind of business*
- Sales, by commodity category*
- Payroll, employment*
- Operating expenses*
- Inventories*
- Legal form of organization*
- Type of operation*
- Other specialized data (e.g., storage capacity of petroleum bulk stations and terminals, sales by class of customer, etc.)*

Census of Wholesale Trade Reports. Reports are available in print and on CD-ROM.

Geographic Area Series (WC92-A). Individual reports for each State and a U.S. summary.

Subject Series Reports

- Establishment and Firm Size (WC92-S-1)*
- Measures of Value Produced, Capital Expenditures, Depreciable Assets, and Operating Expenses (WC92-S-2)*
- Commodity Line Sales (WC92-S-3)*
- Miscellaneous Subjects (WC92-S-4)*

Specialized statistics for selected industries

Related Survey Data. Survey data are published in two reports. **Monthly Wholesale Trade: Sales and Inventories** provides data for selected three-digit SIC kinds of business for merchant wholesalers on sales, inventories, and stock (inventory)-sales ratios, with percentage changes, estimated dollar volume, seasonal adjustment factors, and estimates of the sampling errors and variability of the data, for the United States. **Annual Wholesale Trade** provides estimates of annual sales, year-end inventories, and sales-inventory ratios, method of inventory valuation, and purchases, by selected three-digit SIC kind-of-business categories for merchant wholesalers for the United States.

Retail Trade and Service Industries

The census of retail trade and the census of service industries are also components of the economic census. A good introduction to these censuses and related surveys can be found in **Taking Care of Business: A Guide to Census Bureau Data for Small Businesses**, a free booklet available from Customer Services. See page 2 for ordering information.

Foreign Trade

Data on foreign trade help industries in appraising the general trade situation and outlook, in share-of-the-market and market penetration studies, in product and market development, and in measuring the impact of competition. Whether foreign trade is a daily concern in your business dealings or an area of occasional interest, you will find the variety of statistics on imports and exports valuable.

Export statistics record the physical movement of merchandise from the United States to foreign countries, whether a commercial transaction is involved or not. Information on U.S. exports to all countries, except Canada, is compiled from copies of Shipper's Export Declarations (SED's) and SED data from qualified exporters, forwarders, or carriers. The statistics include commodities for foreign aid, military sales, and agricultural assistance; intracompany shipments; foreign purchases; U.S. vessels sold abroad; and exports of electricity. Dollar values reported usually refer to the f.a.s. (free-alongside-ship) values at the U.S. port of export. Data by commodity classification cover net quantity, destination (country and world area), U.S. customs district of export, method of transportation, and month of export.

Import statistics reflect the physical movement of both government and other merchandise into U.S. customs territory whether or not a commercial transaction is involved. Information on U.S. imports of merchandise is compiled primarily from automated data submitted through the U.S. Customs' Automated Commercial System. Data by commodity classification cover net quantity, dutiable status and rate, country and area of origin, customs district of entry, method of transportation, and month of import. Value is reported by c.i.f. (cost, insurance, and freight) and dutiable (customs) value.

Foreign trade data are available in brief printed reports, on CD-ROM, on computer tape, and in computer-generated printouts. The Foreign Trade Division at the Census Bureau also produces "custom tabulations" on a cost-reimbursable basis. Some examples of reports and CD-ROM's are given below. For more information, contact Foreign Trade Division (301-457-3041).

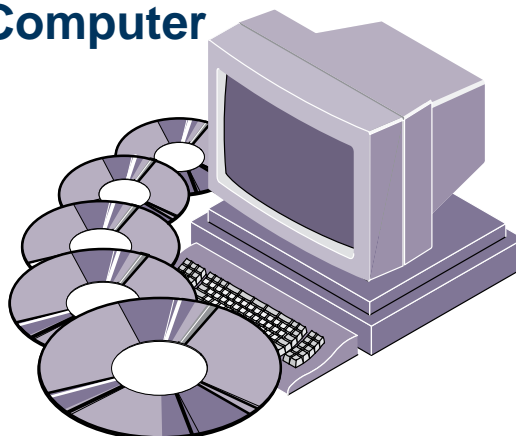
U.S. Merchandise Trade (FT 900). A monthly report containing information on domestic and foreign exports and general imports of merchandise by selected country and selected commod-

ity groupings with merchandise trade balance by month and cumulative January to date.

U.S. Exports of Merchandise on CD-ROM. Provides U.S. exports of domestic and foreign merchandise by 10,000 Harmonized Schedule B Commodity Codes. It contains quantity, value, and shipping weight by country of destination, customs district or exportation, and method of transportation. Data are provided for current month and year-to-date.

U.S. Imports of Merchandise on CD-ROM. Provides net quantity, value data (all methods of transportation combined), value and shipping weight data for vessel and air shipments in terms of 18,000 commodities by country of origin, by customs district of entry, by customs district of unloading, and by rate provision. Data are provided for current month and year-to-date.

Using Your Computer



Most data are available on CD-ROM. Data from the 1992 Economic Census are released in a series of cumulative discs, rather than separate discs for individual censuses. Data files are in dBase III+ format compatible with PC, Macintosh, and UNIX systems. "GO92" software, included on the disc, lets you display data in more than one way and extract selected data. EXTRACT and Profiles software provide even more ways to look at the data. All you need is a computer with a CD-ROM reader. For ordering information, ask Customer Services to send you the 1992 Economic Census order forms.

A free booklet, **Census, CD-ROM, and You!** gives an overview of the data available on CD-ROM and equipment and software requirements. **Census CD-ROM Products** gives more detailed information about census and survey data available on CD-ROM, and it's free from Customer Services. See ordering information on page 2.

Also of Interest

Monthly Product Announcement. Provides up-to-date information on products released by the Census Bureau. Free subscription from Customer Services.

Census and You. The Census Bureau's monthly newsletter. \$21 per year. Call the Government Printing Office (202-512-1800) to subscribe if using VISA or MasterCard. Use code "DUN" to order.

Taking Care of Business—A Guide to Census Bureau Data for Small Businesses. Free from Customer Services.

Telephone Contact List for Data Users. A list of contacts at the Census Bureau, by area of specialty, with phone numbers. Free from Customer Services.

Census CD-ROM Products. Lists the data from the Census Bureau available on CD-ROM, with descriptions and prices. Free from Customer Services.

Have You Met the Census Bureau on the 'Net Yet? A free introduction to data available from the Census Bureau on Internet.

Where Do I Start?

Before you begin using census data, take some time to think about what it is you need to know. To help you get started, consider the following:

Make a list of the data questions you would like answered.

Divide the list into two parts—manufacturing or other economic data and demographic data.

Determine the size of the geographic area you are interested in—State, county, etc. Remember that you can find demographic information for much smaller areas than manufacturing data.

Use the resources available from your State data center, business and industry data center, and Customer Services at the Census Bureau to help you determine which reports will best suit your needs (see pages 19-23).

Use your library. Larger libraries and those associated with colleges and universities often carry census data.



Ways and Means of Using Manufacturing Data

The questions asked below illustrate a variety of ways manufacturing data may be used. Answers draw on data from selected printed reports—not necessarily the only sources of information but illustrative of the types of data available.

NOTE: Some illustrations of data are from the 1987 Census of Manufactures, since some of the final reports for the 1992 census were not available as this booklet was being prepared. The 1987 and 1992 reports generally are similar in format and content.

WHAT IF.....

You live in Dallas and want to find out how many companies specialize in producing frozen Mexican foods in your State?

A good starting point is to refer to the **Numerical List of Manufactured and Mineral Products** (MC92-R-1) to find out the standard industrial classification (SIC) code for frozen Mexican foods. Knowing the correct code will make locating relevant data in various products easier. Although frozen Mexican foods have several product codes, beginning with 2038237 0, it should be noted that detailed product information is available only at the national level. In most of the reports, you would refer to SIC 2038, Frozen Specialties. (See the excerpt from the report, below.)

Major Group 20—Food and Kindred Products—Con.

Product code	Industry and product description	Unit of measure	Data collected
2038	FROZEN SPECIALTIES, N.E.C. — MC-2007		
20382	FROZEN DINNERS: BEEF, PORK, AND POULTRY PIES; AND NATIONALITY FOODS		
	Frozen dinners:		
2038211 5	With red-meat entree	1,000 lb	P,PV
2038213 1	With poultry entree	1,000 lb	P,PV
2038215 6	With pasta entree	1,000 lb	P,PV
2038219 6	With other entree	1,000 lb	P,PV
	Frozen entrees and side dishes, excluding rice dishes and nationality foods:		
2038221 4	With pasta products as major ingredient	1,000 lb	P,PV
2038223 0	With other products as major ingredient	1,000 lb	P,PV
2038228 9	Frozen rice dishes	1,000 lb	P,PV
2038231 3	Frozen beef and pork pies	1,000 lb	P,PV
2038235 4	Frozen poultry pies	1,000 lb	P,PV
	Frozen nationality foods:		
2038237 0	Enchiladas	1,000 lb	P,PV
2038238 8	Tortillas	1,000 lb	P,PV
2038239 6	Tamales	1,000 lb	P,PV
2038240 4	Pizza	1,000 lb	P,PV
2038243 8	Chow mein	1,000 lb	P,PV
2038245 3	Chop suey	1,000 lb	P,PV
2038247 9	Egg rolls	1,000 lb	P,PV
2038248 5	All other frozen nationality foods	1,000 lb	P,PV

P - Production (quantity). PV - Production (value).



Statistics about the industry can be found in the 1992 Census of Manufactures **Industry Series**. Here you can find national data (and some State totals) on such topics as employment, payroll, and quantity and value of production. Most data

are for four-digit SIC's, with some items provided for the five-digit product classes and seven-digit products. See tables 6a and 6b below from the **1992 Industry Series**.

Table 6a. **Product and Product Classes—Quantity and Value of Shipments by All Producers: 1992 and 1987—Con.**

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). Transfers of products of this industry from one establishment of a company to another establishment of the same company (interplant transfers) are also included. For further explanation, see Value of Shipments in appendixes. For meaning of abbreviations and symbols, see introductory text.]

Product code	Product	1992		1987			
		Number of companies with shipments of \$100,000 or more	Product shipments ¹		Number of companies with shipments of \$100,000 or more	Product shipments ¹	
			Quantity ²	Value (million dollars)		Quantity ²	Value (million dollars)
2038-	FROZEN SPECIALTIES, N.E.C.—Con.						
20382	Frozen dinners: beef, pork, and poultry pies; and nationality foods ² —Con.						
	Frozen nationality foods:						
20382 37	Enchiladas..... mil lb...	11	51.8	54.5	(NA)	(NA)	
20382 38	Tortillas..... mil lb...	12	215.0	231.5	(NA)	(NA)	
20382 39	Tamales..... mil lb...	10	72.7	81.9	(NA)	(NA)	
20382 40	Pizza..... mil lb...	38	1 046.6	1 424.2	38	755.5	
20382 43	Chow mein..... mil lb...	3	(D)	(D)	(NA)	(NA)	
20382 45	Chop suey..... mil lb...	2	(D)	(D)	(NA)	(NA)	
20382 47	Egg rolls..... mil lb...	8	74.7	86.6	(NA)	(NA)	
20382 49	All other frozen nationality foods..... mil lb...	47	602.9	684.4	(NA)	(NA)	
20382 00	Frozen dinners: beef, pork, and poultry pies; and nationality foods, n.s.k..... mil lb...	(NA)	(D)	8.4	(NA)	(D)	

Table 6b. **Product Classes—Value of Shipments by All Producers for Specified States: 1992 and 1987—Con.**

[Million dollars. Product classes shown are those where the data are geographically dispersed, provided dispersion is not approximated by data in table 2. Also, product classes are not shown if they are miscellaneous or "not specified by kind" classes. Statistics for some States are withheld because they are either less than \$2 million in product class shipments or they disclose data for individual companies in 1992. For meaning of abbreviations and symbols, see introductory text.]

Product class and geographic area	1992 value of product shipments	1987 value of product shipments	Product class and geographic area	1992 value of product shipments	1987 value of product shipments
20382, FROZEN DINNERS: BEEF, PORK, AND POULTRY PIES; AND NATIONALITY FOODS			20382, FROZEN DINNERS: BEEF, PORK, AND POULTRY PIES; AND NATIONALITY FOODS—Con.		
United States.....	5 334.6	4 103.5	Oregon.....	68.3	(NA)
Arkansas.....	420.1	(NA)	Pennsylvania.....	172.3	196.1
California.....	748.6	429.7	Texas.....	231.8	101.3
Connecticut.....	116.4	(NA)	Wisconsin.....	374.7	180.3
Florida.....	18.7	(NA)	20384, OTHER FROZEN SPECIALTIES, N.E.C.		
Illinois.....	93.8	75.1	United States.....	1 662.6	972.4
Indiana.....	9.7	60.2	California.....	194.7	95.8
Massachusetts.....	8.5	9.7	Georgia.....	74.7	71.6
Minnesota.....	107.5	125.1	Illinois.....	91.7	57.9
New Jersey.....	138.5	134.0	Indiana.....	52.3	(NA)
New York.....	163.3	117.1	Iowa.....	22.7	(NA)
Ohio.....	698.1	637.2	Texas.....	6.5	(NA)

Note: For qualifications of data, see footnotes on table 6a.

To find out about the industry in the State, look at the Census of Manufactures **Geographic Area Series** report for Texas. Table 5 tells you that in

1987, Texas had 17 establishments in SIC 2038, 11 of which had 20 employees or more.

Table 5. **Statistics by Selected Industry Group and Industry for the State: 1987 and 1982**

[Includes operating manufacturing establishments and auxiliaries. Includes industry groups and industries with 150 employees or more. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see appendices]

SIC code	Industry	1987											1982	
		All establishments		All employees		Production workers			Value added by manufacture	Cost of materials	Value of shipments	New capital expenditures	All employees	Value added by manufacture
		Total (no.)	With 20 employees or more (no.)	Number ¹ (1,000)	Payroll (million dollars)	Number (1,000)	Hours (millions)	Wages (million dollars)						
	All Industries	20 370	6 183	814.0	23 240.8	600.8	1 125.2	11 443.8	63 899.1	99 496.7	182 750.9	4 548.0	1 058.4	53 361.4
20	Food and kindred products	1 172	555	85.4	1 702.4	58.8	119.0	1 024.9	7 038.8	13 093.2	20 110.1	391.8	89.9	5 329.3
201	Meat products	215	102	23.6	394.7	20.1	43.0	301.9	626.2	5 914.8	6 538.0	56.9	21.1	782.9
2011	Meat packing plants	115	48	12.7	217.0	11.0	23.4	170.9	253.4	4 689.7	4 943.2	29.2	12.3	576.3
2013	Sausages and other prepared meats	87	42	5.3	105.8	4.0	8.9	70.9	220.3	773.4	993.4	15.8	3.9	124.5
2015	Poultry slaughtering and processing	14	12	5.6	71.9	5.1	10.6	60.1	162.5	451.7	601.4	11.8	(NA)	(NA)
202	Dairy products	84	58	6.7	140.6	3.2	7.0	60.8	452.9	1 171.8	1 622.0	30.6	6.7	379.1
2024	Ice cream and frozen desserts	25	14	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	EE	(D)
2026	Fluid milk	53	41	5.2	108.3	2.1	4.6	41.4	344.5	924.0	1 268.3	(D)	5.4	261.8
203	Preserved fruits and vegetables	77	43	8.3	141.0	6.9	13.2	102.6	705.3	698.0	1 402.7	36.4	(NA)	(NA)
2032	Canned specialties	19	9	2.2	42.9	1.7	3.4	30.1	270.7	259.3	529.6	(D)	2.1	191.3
2033	Canned fruits and vegetables	18	13	2.2	36.0	1.9	3.7	26.9	148.8	183.9	332.0	(D)	2.1	104.9
2036	Pickles, sauces, and salad dressings	17	6	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	EE	(D)
2037	Frozen fruits and vegetables	6	4	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	EE	(D)
2038	Frozen specialties, n.e.c.	17	11	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(NA)	(NA)

D-Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
EE-1,000 to 2,499 employees.

Notice that table 2 below, from the Annual Survey of Manufactures (ASM), **Geographic Area Statistics**, has more recent data for the State but only for three-digit SIC codes. (State

data from the 1993 and 1994 ASM are expected to be published in early 1996). Depending on your industry, this level may be detailed enough for your needs.

Table 2. **Statistics for the United States and States by Industry Group: 1991 and 1990—Con.**

[Includes operating manufacturing establishments and auxiliaries. Includes industry groups with 950 employees or more. For meaning of abbreviations and symbols, see introductory text. For

State and SIC code	Geographic area and industry group	1991									
		All employees		Production workers			Value added by manufacture	Cost of materials	Value of shipments	New capital expenditures	End-of-year inventories
		Number (1,000)	Payroll (million dollars)	Number (1,000)	Hours (millions)	Wages (million dollars)					
A	B	C	D	E	F	G	H	I	J		
TX	Texas	922.7	27 726.6	882.3	1 188.7	13 204.9	77 899.7	125 391.6	204 901.6	9 519.0	22 898.6
20	Food and kindred products	83.3	1 839.7	86.7	124.6	1 166.6	6 037.1	15 229.9	23 296.8	488.9	1 196.1
201	Meat products	26.3	466.8	23.1	46.2	373.7	1 045.1	6 793.1	7 833.9	116.4	217.4
202	Dairy products	6.0	141.0	3.1	6.6	62.7	418.0	1 272.1	1 899.7	21.9	60.0
203	Preserved fruits and vegetables	8.7	174.8	7.1	14.2	126.8	961.6	988.8	1 962.9	92.4	226.9
204	Grain mill products	5.1	117.4	3.7	8.3	72.9	564.0	1 209.3	1 770.5	34.8	121.3
205	Bakery products	10.8	286.5	6.0	12.2	131.8	785.3	487.4	1 202.7	20.5	33.9
206	Sugar and confectionery products	3.1	86.8	2.4	4.5	51.8	546.4	558.1	1 154.0	33.0	86.3
207	Fats and oils	1.9	43.7	1.4	2.7	28.3	243.9	510.0	753.8	29.6	138.2
208	Beverages	10.3	319.1	4.6	9.6	155.1	2 444.5	2 179.8	4 609.3	59.3	163.7
209	Miscellaneous food and kindred products	11.1	226.0	8.3	17.3	152.5	1 060.3	1 261.4	2 320.1	82.0	119.5

Another source of industry data that provides more industry detail than the **Geographic Area Series** is the **Location of Manufacturing Plants** on CD-ROM. This file shows a line of data for every four-digit industry in every area

regardless of size, and data are available for States, counties, places, and ZIP Codes. This is a valuable resource for companies that market products or services to manufacturers, or are trying to locate prospective customers.

WHAT IF.....

You manage a paper mill in Pennsylvania, and to better understand the level of export activity among your competitors, you want to find out how many establishments in your State export paper products?

Look at one of the Census of Manufactures Analytical Reports, **Selected Characteristics of Manufacturing Establishments That Export**. In table 2c, figures are shown for both all establishments and those that export.

Table 2c. **Manufacturing Industries—Shipments and Employment Related to Manufactured Exports by Employment Size of Establishment for States and Major Groups: 1987—Con.**

1987 SIC code	Geographic area and major group	Establishments		Percent of exporting establishments (col B ÷ col A)	Value of shipments			Percent of exporting establishments total value of shipments (col F ÷ col D)	Percent of export shipments (col F ÷ col E)	Employment			Percent of exporting establishments total employment (col J ÷ col I)	Percent of export employment (col K ÷ col J)
		Total	Exporting		Total ¹ (millions)	Exporting establishments				Total employment (1,000)	Export employment (1,000)			
						Total ² (millions)	Exports ³ (millions)							
A	B	C	D	E	F	G	H	I	J	K	L	M		
	Pennsylvania	17 297	3 408	20	118 728.0	62 244.1	4 837.0	82	7	966.4	429.2	36.3	45	8
26	Paper and allied products.....	368	88	24	6 782.2	3 682.9	98.9	46	3	38.6	18.7	0.6	43	3
	Establishments with—													
	1 to 99 employees.....	258	45	17	909.4	253.0	16.6	26	7	7.9	1.9	0.1	24	6
	100 to 499 employees.....	98	35	36	2 689.1	1 227.2	34.1	46	3	19.2	7.7	0.2	40	2
	500 employees or more.....	12	8	67	3 183.6	1 542.7	49.2	49	3	11.6	7.1	0.2	82	3

WHAT IF.....

You wanted to locate a commercial printing plant in Camden County, NJ? Some of the questions you might ask are: Are there any other plants of this type in the county? How many employees do they have? What about operating expenses?

All of this information can be found in table 7 of the census of manufactures **Geographic Area Series** for New Jersey, shown below.

Table 7. **Statistics by Selected Industry Group and Industry for Selected Counties: 1987—Con.**

[Includes operating manufacturing establishments and auxiliaries. Includes counties with 450 employees or more and industry groups and industries with 450 employees or more within counties, except those that would disclose data for individual companies. For definitions of CMSA's, MSA's, and PMSA's, information on geographic areas followed by A, general geographic information, and explanation of terms, see appendices. For meaning of abbreviations and symbols, see introductory text.]

SIC code	Geographic area and industry	E	All establishments		All employees		Production workers			Value added by manufacture (million dollars)	Cost of materials (million dollars)	Value of shipments (million dollars)	New capital expenditures (million dollars)
			Total (no.)	With 20 employees or more (no.)	Number ¹ (1,000)	Payroll (million dollars)	Number (1,000)	Hours (million)	Wages (million dollars)				
	Camden County	E1	733	296	36.0	879.9	22.3	43.5	472.8	2 127.1	2 066.4	1 116.0	97.9
20	Food and kindred products	E1	43	26	4.1	103.0	2.9	8.8	66.0	440.6	527.9	962.5	22.3
803	Preserved fruits and vegetables	-	7	5	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
2032	Canned specialties	-	1	1	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
205	Bakery products	E6	8	4	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
209	Miscellaneous food and kindred products	E1	9	5	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
23	Apparel and other textile products	E2	34	13	1.1	12.8	.9	1.6	6.6	22.2	17.6	39.3	(D)
233	Women's and misses' outerwear	E1	15	10	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
24	Lumber and wood products	-	23	11	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
25	Furniture and fixtures	E2	18	6	.8	11.4	.4	.8	7.9	22.4	17.7	40.1	.8
26	Paper and allied products	-	15	13	1.0	24.5	.7	1.5	16.8	47.1	90.1	138.1	3.6
266	Paperboard containers and boxes	-	5	5	BB	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
27	Printing and publishing	E1	167	53	6.3	123.9	3.1	8.8	66.4	271.3	139.0	409.0	15.4
271	Newspapers	-	10	2	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
2711	Newspapers	-	10	2	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
275	Commercial printing	E2	107	27	2.2	52.7	1.5	3.0	33.1	108.4	81.4	187.1	7.8
2752	Commercial printing, lithographic	E1	76	22	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
2759	Commercial printing, n.e.c.	E6	29	5	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
279	Printing trade services	-	20	7	.8	24.7	.5	1.0	14.5	43.8	10.1	53.4	(D)
2796	Platemaking services	-	9	4	BB	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

You might also want to know about the labor force population in the area. Data for workers 16 years old and over by sex and employment status can be found in table 5, below, in the

Summary Social, Economic, and Housing Characteristics (1990 CPH-5-32) report for New Jersey from the 1990 census.

Table 5. **Employment Status and Journey to Work Characteristics: 1990—Con.**

[Data based on sample and subject to sampling variability, see text. For definitions of terms and meanings of symbols, see text.]

State County County Subdivision Place	Persons 16 years and over												
	Labor force										Worked in 1989		
	Percent in labor force		Civilian labor force		Workers						Worked 40 or more weeks in 1989		
	Total	Female	Total	Female	Total	Percent un-employed	Total	Means of transportation to work			Total	Total	Usually worked 35 or more hours per week, 50 to 52 weeks
								Percent using car, truck, or van	Percent in carpools	Percent using public transportation			
Camden County	383 942	203 122	66.3	58.0	253 621	5.9	234 532	85.1	13.3	8.7	269 675	210 128	152 562
Audubon borough	7 240	3 855	68.7	58.6	4 957	4.3	4 671	87.3	13.6	7.8	5 270	4 304	3 050
Audubon Park borough	994	554	55.6	45.3	551	6.0	492	91.9	20.7	2.0	583	435	311
Barrington borough	5 439	2 923	67.4	59.3	3 663	4.1	3 471	91.0	12.8	5.1	4 005	3 145	2 213
Bellmawer borough	10 285	5 392	66.9	55.8	6 859	5.3	6 421	89.2	13.6	4.5	7 259	5 752	4 130
Berlin borough	4 401	2 312	66.1	55.4	2 900	4.8	2 725	90.3	14.0	4.6	3 101	2 219	1 724
Berlin township	1 153	2 139	67.5	57.0	2 781	4.4	2 641	89.1	14.8	4.6	2 938	2 269	1 674
Brookdown borough	1 449	766	64.5	55.6	932	5.7	872	84.9	15.7	8.5	997	792	547
Camden city	59 445	32 052	55.1	51.2	32 642	16.3	26 515	69.4	21.8	18.1	33 664	22 712	15 592
Cherry Hill township	55 761	29 209	66.6	56.6	36 990	3.2	35 478	86.9	9.6	6.7	40 497	31 553	23 017
Cherry Hill CDP	55 742	29 196	66.6	56.6	36 977	3.2	35 465	86.9	9.6	6.7	40 484	31 540	23 017
Chestnut borough	1 163	595	56.4	54.3	656	7.9	580	84.1	19.1	13.1	694	517	372
Clementon borough	4 330	2 257	69.8	58.4	3 004	6.2	2 829	84.1	14.1	6.7	3 168	2 479	1 865
Collingswood borough	12 253	6 699	69.0	61.8	8 379	3.7	8 026	79.8	13.4	14.2	8 872	6 926	5 128
Coblesboro borough	1 838	887	75.7	70.8	1 392	5.0	1 272	88.3	14.0	4.6	1 453	1 151	854
Gloucester township	40 338	20 962	72.5	63.2	29 144	5.2	27 045	90.3	12.1	6.2	30 792	24 854	18 524
Blackwood CDP	4 144	2 139	67.2	57.3	2 786	6.2	2 560	90.4	14.4	2.3	2 878	2 340	1 788
Glendora CDP	4 187	2 230	61.1	47.7	2 548	5.2	2 384	90.0	12.1	6.0	2 796	2 213	1 498
Gloucester City city	9 770	5 153	63.1	53.6	6 157	5.9	5 669	84.3	15.3	3.1	6 447	4 903	3 367
Haddon township	12 210	6 681	62.8	53.6	7 668	2.3	7 312	82.0	9.8	11.7	8 294	6 689	4 922
Haddonfield borough	9 286	4 967	63.7	53.3	5 899	1.8	5 779	79.6	8.6	12.9	6 585	5 212	3 789
Haddon Heights borough	6 280	3 410	63.4	52.6	3 969	2.3	3 830	85.8	9.6	7.6	4 291	3 485	2 388
Hi-Nelle borough	832	454	70.9	60.6	588	6.8	523	85.7	16.1	8.2	608	447	349
Lauri Springs borough	1 778	919	65.5	54.7	1 163	5.9	1 078	87.8	13.5	6.1	1 216	982	723
Lawnside borough	2 274	1 291	59.6	49.8	1 351	9.5	1 173	80.3	13.1	13.0	1 497	1 139	829
Lindenwald borough	14 874	7 881	77.3	70.0	11 472	6.3	10 487	82.0	13.4	12.9	11 873	9 636	7 200
Magnolia borough	3 828	1 959	74.1	66.6	2 818	4.0	2 661	82.4	15.1	5.0	2 992	2 165	1 553
Mercherville borough	3 180	1 739	66.2	56.2	2 106	4.4	1 937	82.9	13.8	7.2	2 231	1 771	1 401
Mount Ephraim borough	3 674	1 973	63.1	53.9	2 308	3.8	2 187	91.4	13.6	3.9	2 550	1 930	1 332
Oaklyn borough	3 553	1 920	63.5	53.9	2 252	3.4	2 160	88.9	10.5	6.6	2 414	2 012	1 388
Peweesett township	27 053	14 449	65.4	57.7	17 661	4.3	16 584	90.0	15.0	5.3	19 018	15 350	11 071

Knowing the economics of the area might be a factor in determining the plant's success. Table 9 in the same report, 1990 CPH-5-32, shows per

capita income by State, county, county subdivision, and place, for example.

Table 9. **Income and Poverty Status in 1989: 1989—Con.**

[Data based on sample and subject to sampling variability, see text. For definitions of terms and meanings of symbols, see text.]

State County County Subdivision Place	Median income in 1989 (dollars)				Persons for whom poverty status is determined										Families with income in 1989 below poverty level		
	Per capita income in 1989 (dollars)	Households		Nonfamily households	Total	Income in 1989 below poverty level										Number	Percent of all families
		Total	Families			All ages		Related children				Persons 65 years and over					
				Number		Percent	Under 18 years		5 to 17 years		Number	Percent					
							Number	Percent	Number	Percent							
Camden County	15 773	36 190	41 961	20 372	493 451	50 632	10.3	21 221	16.3	14 315	15.7	5 017	8.6	10 375	8.0		
Audubon borough	16 080	36 934	44 594	19 934	9 199	439	4.8	163	7.6	116	7.8	121	7.3	79	3.3		
Audubon Park borough	12 639	24 559	32 266	10 592	1 147	100	8.7	30	18.6	15	15.6	33	10.8	27	7.7		
Barrington borough	16 327	36 436	43 734	19 263	6 754	223	3.3	30	2.0	30	2.8	58	6.0	36	2.0		
Bellmawer borough	14 281	34 887	39 253	19 722	12 581	546	4.3	163	6.2	110	5.9	67	3.6	97	2.7		
Berlin borough	15 777	40 228	44 298	20 677	5 643	362	6.4	72	5.2	72	7.2	39	5.7	51	3.4		
Berlin township	13 504	38 314	42 045	25 000	5 431	305	5.6	90	6.1	63	6.2	66	13.5	65	4.6		
Brookdown borough	13 136	31 406	37 198	16 488	1 806	67	3.7	13	3.3	13	5.0	20	5.6	10	2.0		
Camden city	7 276	17 385	18 874	10 407	83 669	30 588	36.6	15 124	50.3	10 002	47.7	1 791	25.1	6 575	34.1		
Cherry Hill township	24 458	54 432	61 080	25 869	68 239	1 723	2.5	332	2.1	255	2.2	394	4.5	292	1.5		
Cherry Hill CDP	24 467	54 455	61 092	25 819	68 199	1 723	2.5	332	2.1	255	2.2	394	4.5	292	1.5		
Chestnut borough	11 196	32 784	35 735	13 542	1 508	192	12.7	30	7.7	19	6.3	20	7.8	16	4.6		
Clementon borough	13 097	30 281	33 081	21 000	5 553	527	9.5	196	15.1	160	17.5	103	14.1	121	8.3		
Collingswood borough	15 535	33 026	41 049	21 187	15 164	923	6.1	206	6.3	116	5.0	170	7.1	138	3.6		
Coblesboro borough	16 386	47 500	50 632	37 212	2 370	114	4.8	46	7.2	38	8.6	-	-	23	3.6		
Gloucester township	15 393	41 224	45 694	25 097	53 282	1 786	3.4	532	3.6	430	4.1	212	4.9	354	2.5		
Blackwood CDP	14 457	37 232	42 060	17 560	5 102	135	2.6	21	2.0	13	1.7	32	4.6	23	1.6		
Glendora CDP	12 849	31 813	39 965	9 691	5 191	159	3.1	23	2.1	23	2.9	74	8.0	14	1.0		

Summing It Up

The questions asked illustrate a variety of ways census data can be used. We hope that these questions will encourage you to look at Census Bureau data to find answers to your own questions.

Our Customer Services staff (301-457-4100) can help you identify the report or product you need and provide ordering information. They can also put you in touch with specialists at the Census Bureau who are directly involved with the data.

Finally, don't forget to use the services of the Census Bureau's regional offices, State data centers, and business and industry data centers listed on the following pages. Help is just a phone call away!

**Need Help?
Ask Us!**

Census Bureau Contacts

<i>Manufacturing</i>	
General Inquiries	301-457-4769
Concentration Ratios	457-4769
Exports From Manufacturing	
Establishments	457-4761
Fuels & Electric Energy Consumed, & Production Index	457-4680
<i>Industries</i>	
Electrical and Transportation	
Equipment, Instruments, and Misc.	457-4817
Food, Textiles, and Apparel	457-4651
Metals and Industrial Machinery	457-4755
Wood, Furniture, Paper, Printing, Chemicals, Petroleum Products, Rubber and Plastics	457-4810
Monthly Shipments, Inventories, and Orders	457-4832
Technology, Innovation, Research and Development, Capacity, Utilization, and Pollution Abatement	457-4701

Other Useful Contacts

Foreign Trade	457-3041
Wholesale Trade	457-2694
Retail Trade	457-2687
Population	457-2422
County Business Patterns	457-2580
Enterprise Statistics	457-7234





Census Regional Offices

Information specialists in the Census Bureau's 12 regional offices answer thousands of questions each year. If you have questions about the Census Bureau's products and services, contact the regional office that serves your State.

Atlanta (AL, FL, GA)

101 Marietta Street, NW
Suite 3200
Atlanta, GA 30303-2700
404-730-3833

Boston (CT, ME, MA, NH, *NY, RI, VT)

2 Copley Place, Suite 301
P.O. Box 9108
Boston, MA 02117-9108
617-424-0510

Charlotte (DC, KY, NC, SC, TN, VA)

901 Center Park Drive
Suite 106
Charlotte, NC 28217-2935
704-344-6144

Chicago (IL, IN, WI)

175 West Jackson Blvd.
Room 557
Chicago, IL 60604-2689
708-562-1723

Dallas (LA, MS, TX)

6303 Harry Hines Blvd.
Suite 210
Dallas, TX 75235-5269
214-767-7105

Denver (AZ, CO, NE, NM, ND, SD, UT, WY)

6900 West Jefferson Avenue
P.O. Box 272020
Denver, CO 80227-9020
303-969-7750

Detroit (MI, OH, WV)

1395 Brewery Park Blvd.
P.O. Box 33405
Detroit, MI 48232-5405
313-259-1875

Kansas City (AR, IA, KS, MN, MO, OK)

Gateway Tower II, Suite 600
400 State Avenue
Kansas City, KS 66101-2410
913-551-6711

Los Angeles (CA)

15350 Sherman Way
Suite 300
Van Nuys, CA 91406-4224
818-904-6339

New York (*NY, NY City, Puerto Rico)

Jacob K. Javits Federal Bldg.
Room 37-130
26 Federal Plaza
New York, NY 10278-0044
212-264-4730

Philadelphia (DE, MD, NJ, PA)

105 South 7th Street
First Floor
Philadelphia, PA 19106-3395
215-597-8313

Seattle (AK, HI, ID, MT, NV, OR, WA)

101 Stewart Street
Suite 500
Seattle, WA 98101-1098
206-728-5314

* This State is split between two regions.

State Data Centers (SDC's)

There are over 1,400 SDC's located in every State (except Alaska), the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands. While not affiliated with the Census Bureau, these organizations receive Census Bureau data for their States and make that data available to the public.

Most SDC's involve a major State executive or planning agency, a university, or the State library. The organization of the SDC's varies from State to State, but most SDC's provide special services not offered by the Census Bureau, such as:

*Downloading extracts from computer
tape files onto diskettes
Producing State profiles using
Census Bureau data
Online data from other sources
Marketing research
Guides to local data sources
Maps displaying data
Reference libraries*

For information about the services of your SDC and its affiliates, contact the lead agency in your State, listed below.

Alabama

Center for Business and Economic Research
University of Alabama
Box 870221
Tuscaloosa, AL 35487-0221
205-348-6191

Arizona

Arizona Department of Security
DES 045Z
1789 West Jefferson St.
Phoenix, AZ 85007
602-542-5984

Arkansas

University of Arkansas - Little Rock
2801 South University
Little Rock, AR 72204
501-569-8530

California

State Census Data Center
Department of Finance
915 L Street
Sacramento, CA 95814
916-322-4651

Colorado

Colorado Department of Local Affairs
1313 Sherman Street, Room 521
Denver, CO 80203
303-866-2156

Connecticut

Connecticut Office of Policy and Management
80 Washington Street
Hartford, CT 06106-4459
203-566-8285

Delaware

Delaware Development Office
99 Kings Highway
P.O. Box 1401
Dover, DE 19903
302-739-4271

District of Columbia

Mayor's Office of Planning
Room 570 Presidential Bldg.
415 12th St. NW
Washington, DC 20004
202-727-6533

Florida

Executive Office of the Governor
REA/OPB
The Capital, Room 1604
Tallahassee, FL 32399-0001
904-487-2814

Georgia

Georgia Office of Planning and Budget
254 Washington St. SW, Room 640
Atlanta, GA 30334
404-656-0911

Guam

Guam Department of Commerce
590 South Marine Dr., Suite 601
Tamuning, Guam 96911
671-646-5841

Hawaii

Hawaii State Data Center
220 S. King St., Suite 400
Honolulu, HI 96813
808-586-2493

Idaho

Idaho Department of Commerce
700 W. State St.
Boise, ID 83720
208-334-2470

Illinois

Illinois Bureau of the Budget
William Stratton Bldg., Room 605
Springfield, IL 62706
217-782-1381

Iowa

State Library of Iowa
East 12th and Grand
Des Moines, IA 50319
515-282-4350

Kansas

State Library
Room 343-N
State Capitol Bldg.
Topeka, KS 66612
913-296-3296

Kentucky

Center for Urban & Economic Research
College of Business & Public Administration
University of Louisville
Louisville, KY 40292
502-852-7990

Louisiana

Office of Planning and Budget
Division of Administration
1051 N. 3rd St.
Baton Rouge, LA 70804
504-342-7410

Maine

Maine Department of Labor
20 Union St.
Augusta, ME 04330
207-287-2271

Maryland

Maryland Department of State Planning
301 W. Preston St.
Baltimore, MD 21201
410-225-4450

Massachusetts

Massachusetts Institute for Social and
Economic Research
128 Thompson Hall
University of Massachusetts
Amherst, MA 01003
413-545-3460

Michigan

Department of Management and Budget
Demographic Research and Statistics
P.O. Box 30026
Lansing, MI 48909
517-373-7910

Minnesota

State Demographer's Office
Minnesota Planning
300 Centennial Office Bldg.
658 Cedar Street
St. Paul, MN 55155
612-296-2557

Mississippi

Center for Population Studies
University of Mississippi
Bondurant Bldg., Room 3W
University, MS 38677
601-232-7288

Missouri

Missouri State Library
600 W. Main Street
P.O. Box 387
Jefferson City, MO 65102
314-751-1823

Montana

Montana Department of Commerce
1424 9th Ave.
P.O. Box 200501
Helena, MT 59620-0501
406-444-2896

Nebraska

Center for Public Affairs Research
Nebraska State Data Center
Peter Kiewit Conference Center, Room 232
University of Nebraska at Omaha
Omaha, NE 68182
402-595-2311

Nevada

Nevada State Library
Capitol Complex
100 Stewart St.
Carson City, NV 89710
702-687-8327

New Hampshire

Office of State Planning
2 1/2 Beacon St.
Concord, NH 03301
603-271-2155

New Jersey

New Jersey Department of Labor
CN 388
Trenton, NJ 08625-6833
609-984-6833

New Mexico

Economic Development Department
1100 St. Francis Drive
Santa Fe, NM 87503
505-827-0182

New York

New York Department of Economic Development
1 Commerce Plaza, Room 905
99 Washington Avenue
Albany, NY 12245
518-474-1141

North Carolina

North Carolina Office of State Planning
116 West Jones Street
Raleigh, NC 27603-8003
919-733-3270

North Dakota

Department of Agricultural Economics
North Dakota State University
Morrill Hall, Room 217
P.O. Box 5636
Fargo, ND 58105
701-231-8621

Ohio

Ohio Department of Development
P.O. Box 1001
77 High Street, 27th Floor
Columbus, OH 43266-0101
614-466-2115

Oklahoma

Oklahoma Department of Commerce
6601 Broadway Extension
P.O. Box 26980
Oklahoma City, OK 73126-0980
405-841-5199

Oregon

Center for Population Research and Census
School of Urban and Public Affairs
Portland State University
P.O. Box 751
Portland, OR 97207-0751
800-547-8887

Pennsylvania

Institute of State and Regional Affairs
Pennsylvania State Data Center
Penn State—Harrisburg
777 West Harrisburg Pike
Middletown, PA 17057-4898
717-948-6336

Puerto Rico

Puerto Rico Planning Board
P.O. Box 41119
San Juan, PR 00940-9985
809-728-4430

Rhode Island

Office of Municipal Affairs
One Capitol Hill
Providence, RI 02908-5873
401-277-6493

South Carolina

South Carolina Budget and Control Board
Rembert Dennis Bldg., Room 425
Columbia, SC 29201
803-734-3780

South Dakota

Business Research Bureau
University of South Dakota
414 E. Clark
Vermillion, SD 57069
605-677-5287

Tennessee

State Planning Office
500 Charlotte Ave., Suite 307
Nashville, TN 37243-0001
615-741-1676

Texas

Texas Department of Commerce
P.O. Box 12728
Capitol Station
Austin, TX 78711
512-320-9667

Utah

Office of Planning and Budget
State Capitol, Room 116
Salt Lake City, UT 84114
801-538-1550

Vermont

Vermont Department of Libraries
109 State Street
Montpelier, VT 05609-0601
802-828-3261

Virgin Islands

University of the Virgin Islands
Eastern Caribbean Center
No. 2 John Brewer's Bay
Charlotte Amalie,
St. Thomas, VI 00802
809-693-1027

Virginia

Virginia Employment Commission
700 East Main Street
Richmond, VA 23219
804-786-8308

Washington

Office of Financial Management
450 Insurance Bldg.
Box 43113
Olympia, WA 98504-3113
206-586-2504

West Virginia

West Virginia Development Office
Research and Strategic Planning Division
Capitol Complex
Bldg. 6, Room 552
Charleston, WV 25305
304-558-4010

Wisconsin

Demographic Services Center
101 E. Wilson St., 6th Floor
P.O. Box 7868
Madison, WI 53707-7868
608-266-1927

Wyoming

Department of Administration and Information
Economic Analysis Division
Emerson Building 327E
Cheyenne, WY 82002-0060
307-777-7504

Business and Industry Data Centers (BIDC's)

An outgrowth of the State data center program, BIDC's can provide an enormous amount of statistical information for the small business owner, or potential owner. These organizations can answer many questions new or existing businesses have about products, services, or location. Using economic data from the Census Bureau and other sources, BIDC's can provide statistical information to help reduce the risks. Currently, 23 States have joined the program since it began in 1987.

Arizona

(same as State Data Center)

Connecticut

(same as State Data Center)

Delaware

(same as State Data Center)

Florida

Florida Department of Commerce
107 West Gaines Street
315 Collins Building
Tallahassee, FL 32399-2000
904-487-2971

Indiana

Indiana Business Research Center
801 W. Michigan, B.S. 4015
Indianapolis, IN 46202-5151
317-274-2205

Kentucky

(same as State Data Center)

Maryland

(same as State Data Center)

Massachusetts

(same as State Data Center)

Minnesota

Minnesota State Demographer's Office
Minnesota Planning
300 Centennial Office Building
658 Cedar Street
St. Paul, MN 55155
612-297-3255

Mississippi

Division of Research and Information Systems
Department of Economic and Community
Development
1200 Walter Silas Bldg.
Jackson, MS 39205
601-359-2674

Missouri

Missouri Small Business Development Centers
300 University Place
Columbia, MO 65211
314-882-0344

Montana

(same as State Data Center)

New Jersey

(same as State Data Center)

New Mexico

Bureau of Business and Economic Research
University of New Mexico
1920 Lomas NE
Albuquerque, NM 87131
505-277-2216

New York

(same as State Data Center)

North Carolina

(same as State Data Center)

Ohio

(same as State Data Center)

Oklahoma

(same as State Data Center)

Pennsylvania

(same as State Data Center)

Utah

(same as State Data Center)

Washington

(same as State Data Center)

West Virginia

Center for Economic Research
West Virginia University
323 Business and Economics Bldg.
Morgantown, WV 26506-6025
304-293-7832

Wisconsin

Applied Population Laboratory
Department of Rural Sociology
University of Wisconsin
1450 Linden Drive, Room 316
Madison, WI 53706
608-265-3044