2012 Economic Census Update

Sacramento Council Of Governments
Economic Census Workshop
September 10, 2014

Mary McKoy & Kari Klinedinst
U.S. Census Bureau
Outline

- Census Economic Programs Primer
- Our New business.census.gov Site
  - What’s Been Released So Far
  - What’s Coming Up (Industry Series, etc.)
- Other New Offerings
Census Economic Data

- Monthly and Quarterly Data
  - Leading Economic Indicators, like *Monthly Retail Sales*
- Annual Data
  - *Annual Survey of Manufactures*
- The Economic Census and Related Programs
Key Economic Census Terms

- **NAICS** (North American Industry Classification System)
  - Our primary data dimension
- **Establishments** (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- **Employers** (vs. Nonemployers)
  - EC only covers employer businesses
- **U.S. Code Title 13 and 26**
  - Protects business privacy
The release of detailed industry statistics has been released. Find data or learn more about the Industry Series.

Economic statistics from the Census Bureau can help your industry, community, and business. The data you provide improves our statistics.

- Find the data you need
- Information for your organization
- Responding to the Economic Census

Fun Facts

Just released from the 2012 Economic Census

Wholesale Trade reported the highest sales of all sectors in 2012 (nearly $7.2 trillion) as well as the highest increase in sales from 2007 (up $673.1 billion)
Release Schedule

2012 Economic Census Release Schedule

See the schedule by quarter

See what's been released

2012 Economic Census Release Schedule by Program and Series

<table>
<thead>
<tr>
<th>Publication Series</th>
<th>Report Title</th>
<th>Release Date Range</th>
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<tbody>
<tr>
<td>Advance Report</td>
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<tr>
<td>Enterprise Statistics</td>
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<td>Oct '14 - Dec '14</td>
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<td>Retail</td>
<td>July '14 - Jan '15</td>
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<td>July '14 - Feb '15</td>
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<tr>
<td>Wholesale</td>
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</table>

Upcoming releases

The following publications are projected to be released in the next 30 days. This list is updated on a biweekly basis. This site was last updated on 05-Jun-14.

Publications projected to be released in the next 30 days:

- Manufacturing: Industry Series, 2012: Boo1 Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Minimawes and Self-Storage Units
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)
- Transportation and Warehousing: Industry Series, 2012: Scenic and Sightseeing Transportation
- Transportation and Warehousing: Industry Series, 2012: Transit and Ground Passenger Transportation

Return to the Release Schedule
Advance Report

- National-level data at 2- and 3-digit NAICS
- Released on March 26th, 2014

FOR IMMEDIATE RELEASE: WEDNESDAY, MARCH 26, 2014

Mining, Quarrying, Oil and Gas Extraction Booming, According to First Results from the Census Bureau’s 2012 Economic Census

From Utilities to Health Care to Manufacturing, Census Bureau Statistics Provide Look at U.S. Economy Since Recession

The mining, quarrying, and oil and gas extraction sector of the economy showed tremendous growth from 2007 to 2012 as the number of establishments rose by 26.4 percent, according to the 2012 Economic Census Advance Report released today by the U.S. Census Bureau.

These results provide the first comprehensive look at the U.S. economy since the 2007 recession. The economic census is the most authoritative and comprehensive source of information about U.S. businesses from the national to the local level. It provides the foundation and benchmark for gross domestic product, monthly retail sales, as well as other indicators of economic performance.

"The economic census is one of the Commerce Department's most valuable data resources," U.S. Secretary of Commerce Penny Pritzker said. "By providing a close-up look at millions of U.S. companies in thousands of industries, the economic census is an important tool that informs policy at the local, state and national level, and helps businesses make critical decisions that drive economic growth and job creation. At the Department of Commerce, one of the top priorities of our ‘Open for Business Agenda’ is to make our data easier to access and understand so that it can continue enabling startups, moving markets, protecting life and property, and powering both small and large businesses across the country."

2012 Economic Census: Advance Report Snapshot

Selected Preliminary Findings

DID YOU KNOW?
The Health Care sector was not only the largest employer in the U.S. in 2012 (with nearly 16.6 million employees) but this sector also reported the highest annual payroll (592.4 billion). The Wholesale Trade sector reported the most sales ($7.2 trillion), and the Retail Trade sector had the largest number of businesses (nearly 1.1 million establishments).

For more statistics on this industry, visit census.gov

Industry Series

- Started in May 2014
- National-level data only, but...
- More detailed NAICS
- Products data
- NAICS Changes...

**Broad Beauty Salon Product Line Receipts: 2007 ($ Millions)**

- Hair care services
- Resale of merchandise
- Skin care services
- Nail care services
- Massage services
- Rental of non-residential space
- Hair removal services
- Receipts for all other services

**Detailed Beauty Salon Product Line Receipts: 2007 ($ Millions)**

- Hair coloring & tinting $3,723 (25%)
- Hair cuts $8,350 (57%)
- Hair styling $1,460 (10%)
- Perms $642 (4%)
- Other $572 (4%)

**Receipts for all other services**
New Industries for the 2012 Economic Census

- New and emerging industries
  - Breakout of solar, wind, geothermal, and biomass electric power generation from All Other Electric Power Generation (NAICS 221119)

- Stats:
  - Number of businesses: 673 in 2011 with 9,058 employees (435 in 2007)
  - In 2011: CA - 106, TX - 53, MN - 50...
Industry Changes for the 2012 Economic Census

- Consolidations due to decrease in number of companies due to:
  - General industry decline
  - Company consolidation (mergers and acquisitions)

- Primarily impacts the manufacturing sector (178 industries)

- Stats:
  - Steel mills (880 in 2007, 570 in 2011)
  - Machine tools (579 to 626 (cutting type) and 292 to 312 (forming type)
Other Industry Changes

- Changes to (and consolidation of) existing industries due to market change
- Primarily impact the Retail and A&F sectors

Stats
- Computer Stores: 12,411 in 2007, 10,292 in 2011
- Camera Stores: 2,049 to 1,115
- Music Stores: 4,496 to 2,379

<table>
<thead>
<tr>
<th>2007 NAICS</th>
<th>2012 NAICS</th>
<th>NAICS Industry Title</th>
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<tr>
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<td>443142</td>
<td>Electronics Stores</td>
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<td>443112</td>
<td>Radio, Television, and Other Electronics Stores</td>
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<td>443120</td>
<td>443120</td>
<td>Computer and Software Stores</td>
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<tr>
<td>443130</td>
<td>443130</td>
<td>Camera and Photographic Supplies Stores</td>
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<tr>
<td>451220</td>
<td>451220</td>
<td>Prerecorded Tape, Compact Disc, and Record Stores</td>
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</tbody>
</table>
What's New Page

Economic Census
business.census.gov

In this section:
- Geographic Updates
- History of the Economic Census: In Business Since 1810
- How Content of the Economic Census is Determined
- Industry Classification Updates
- Enterprise Statistics
- New for 2012
- Product Classification Updates
- Reporting Changes
- Forms

New for 2012

The 2012 Economic Census features a number of important changes from its predecessor, the 2007 Economic Census, that affect data users. See below for more information.

- NAICS
- NAPCS

Industry Classification Updates
- Product Classification Updates
- Geographic Updates
- New Enterprise Statistics
- Reporting Changes
Where Else Can I Go for More Information?

- NAICS web site (http://www.census.gov/eos/www/naics/)
  - Industry definitions and Concordance tables
  - Relationships to other systems
  - Federal Register Notices
Finding Data Page

A new home for the ISP

The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy. The Economic Programs conducted by the Census Bureau cover business activity on the local and national levels. If you are interested in data about people and households, please visit the People and Households page.

Find Economic Data by Industry
- View the new Industry Statistics Portal
- View an Industry Snapshot

Find Economic Data by Geography
- View Snapshots of selected geographies

Find Economic Data by Topic
- Topics (NAICS industry, year, dataset, ...)

Find Demographic Data
- Need data on age, race and ethnicity, income, and other demographic variables? Visit the Demographic Data landing page.

... and the Snapshots
Industry Statistics Portal (ISP) (www.census.gov/econ/isp/)

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997
## Release Schedule

### Economic Census

**Economic Census**

_DELETED_ business.census.gov

### In this section:

- What’s been released
- Schedule by quarter
- Upcoming releases

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### Geographic Area Series

**Schedule by quarter**

`Print` | `+ Share this page` | `+ Connect with us`

#### 2012 Economic Census Data Release Schedule

<table>
<thead>
<tr>
<th>Economic Census of the United States</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
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<tr>
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<td>Q2</td>
<td>Q3</td>
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<td>Q1</td>
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</tbody>
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**United States Census Bureau**

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Geographic Area Series

- Scheduled to start in February 2015
- National-, state- county-, metro area-, and place-level data
- Full NAICS detail
- LOTS of Changes Coming...
New Places

- 2007 EC cutoff: 5,000+ pop or jobs
- 2012 EC cutoff: 2,500+ pop or jobs
- Results in nearly 5,000 new places published for 2012
  - 245 in CA (890 total)
## Place Changes

- **Add / Drop**
- **Boundary Changes**
- **New Incorporations / Unincorporations**

### 2012 Economic Census - GeoNotes File for California

(List of all newly-recognized places for the 2012 Economic Census and all places with any change from the 2007 Economic Census)

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>County Name</th>
<th>County Code</th>
<th>Code</th>
<th>Name</th>
<th>County Name</th>
<th>County Code</th>
<th>Description of Change 2007 to 2012</th>
<th>Change Date</th>
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<td>Add</td>
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<td>Densi County</td>
<td>0553</td>
<td>New CDP</td>
<td>Santa Clar County</td>
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<td>New CDP</td>
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<td>Boundary change</td>
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United States Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
### New Metros

- **2007:** metro areas as of Dec. 2006
- **2012:** metros after 2010 Decennial
- **156** new or changed metros
  - **In CA:** 3 new CSAs, 3 changed, 1 unchanged; 2 new metros, 10 unchanged

#### 2012 vs. 2007 California Metro Areas and Their County Components

<table>
<thead>
<tr>
<th>Title</th>
<th>Notes</th>
<th>CSA</th>
<th>MSA</th>
<th>WD</th>
<th>ST</th>
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<td><strong>Combined Statistical Areas and Their Component Metro and Micro Areas and Counties</strong></td>
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<td>Los Angeles-Long Beach-Anaheim, CA Metro Area</td>
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More Sectors

2012 Economic Census Geographic Coverage

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<tr>
<th>Economic Census Sector</th>
<th>States</th>
<th>Metro Areas</th>
<th>Counties</th>
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<td>21: Mining</td>
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<td>23: Construction</td>
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<td>42: Wholesale Trade</td>
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<td>48-49: Transportation and Warehousing</td>
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<td>X</td>
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<tr>
<td>51: Information</td>
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<tr>
<td>52: Finance and Insurance</td>
<td>X</td>
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<tr>
<td>53: Real Estate and Rental and Leasing</td>
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<td>X</td>
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</tr>
<tr>
<td>54: Professional, Scientific, and Technical Services</td>
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<tr>
<td>55: Management of Companies and Enterprise</td>
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<tr>
<td>56: Admin. and Support and Waste Management and Remediation Services</td>
<td>X</td>
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<tr>
<td>61: Educational Services</td>
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<tr>
<td>62: Health Care and Social Assistance</td>
<td>X</td>
<td>X</td>
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<tr>
<td>71: Arts, Entertainment and Recreation</td>
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<tr>
<td>72: Accommodation and Food Services</td>
<td>X</td>
<td>X</td>
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<tr>
<td>81: Other Services (Except Public Administration)</td>
<td></td>
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</tr>
</tbody>
</table>

X – New for 2012
Other Geographic Changes

- No pub cutoffs
- 6 New Counties in AK
- Planning Areas in PR
- Geographic Components
  - Offshore Areas
  - “Statewide” Areas
  - Non-Metro Areas
Help Center Page

In this section:
- Counties
- Geographic Coverage Tables
- Metropolitan and micropolitan Areas
- Offshore Areas
- Places
- Puerto Rico Planning Regions
- Regions and Divisions
- States
- ZIP Codes
- Geography Changes for the 2012 Economic Census

California
- Map of California

2012 State Map
- Map of California

2012 County Maps
- Sacramento County, CA
- Get Map

2012 Combined Statistical Area (CSA) Maps
- Fresno-Madera, CA Combined Statistical Area
- Get Map

2012 Metropolitan/Micropolitan Area Maps
- Bakersfield, CA Metropolitan Statistical Area
- Get Map

2012 State Geography Changes
- All boundary and coding changes between 2007 and 2012 [pdf]
- Boundary changes to Metropolitan/Micropolitan Area as between 2007 & 2012 [pdf]
- Boundary changes to Economic Places between 2007 & 2012 [pdf]
Comprehensive descriptions

Help Center Page (cont.)
Finding Data Page (cont.)

The B&I page updated
Uses of Census Data

Help us identify real-life examples...

In this section:
- Comparing My Business
- Comparing My Community
- Identifying New Markets
- Creating Business Plans

Uses of Census Data

The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in American FactFinder.

Compare my business to others

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

Compare my community to others

Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities. Their metro area and state, and to national totals to identify market share and trends.

Identify business markets

Business owners and managers can analyze information for their customers at the local level to identify underserved or emerging growing markets for their products or for opportunities for expansion.

Use data in business plans and loan applications

Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

See Example →
Organizations Page

Economic statistics from the Census Bureau can help your organization and its members.

Resources for your Organization

- General Information
- How to use economic data
- Find economic data for your industry
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.

Reference Materials

- Fact Sheets
- Online Ads & Links to Us
- Print Materials
- Respondents Landing Page
- Sample Articles
- Story Ideas
- Taking Points
- Videos:
  - How To Videos, Informational Videos, Industry Videos, NABE
- Who gets a form

Media

- Press Information Office
- Economic Census Press Releases
- Find economic data
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.
Other Economic Data Tools

- **QuickFacts**
  - Data from CBP, Nonemployers, SBO, EC, & Building Permits (and more coming soon)

- **Interactive Map**
  - Data from CBP and Pop Estimates

- **America’s Economy** Mobile App
  - Data from the Economic Indicators

- **Open for Business** tool coming soon…
Summary

- Our new business.census.gov site has a lot of useful materials for you and your users
  - Just a trickle of data has been released so far
  - Lots more coming... (Industry Series, etc.)

- Stay tuned for other new offerings

- Visit business.census.gov and promote use of Census demo & econ data
Questions
Any other Questions:

Mary.D.McKoy@census.gov
(301)763-2807

Kari.L.Klinedinst@census.gov
(301)763-7152

Thank You!