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# Industry Research using the Economic Census

## September 19, 2019

Please test your equipment for sound

If you are unable to hear us, please use your telephone to dial in and listen

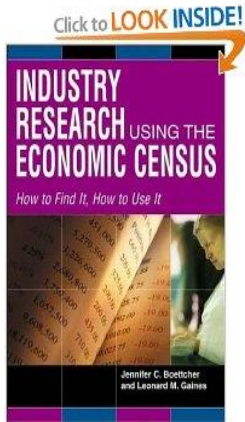
Submit all questions via Chat (lower right)

- Slides will be distributed to participants
- Recording



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# Jennifer C. Boettcher



**Jennifer C. Boettcher and Leonard M. Gains. Industry Research Using the Economic Census. Greenwood Press: Phoenix, AZ. 2004**

**M.B.A., Georgetown University, Washington, D.C., 2005**

**M.L.S., State University of New York, Albany, N.Y., 1992**

**Georgetown University 1997-present**

**ALA GODORT and RUSA BRASS Member since 1991**

**Founder of Business Information Finders (BIF) and Capital Area Business Academic Librarians (CABAL) in DC**

**2013 Emerald Research Grant: Zombie List (reanimated business sources)**

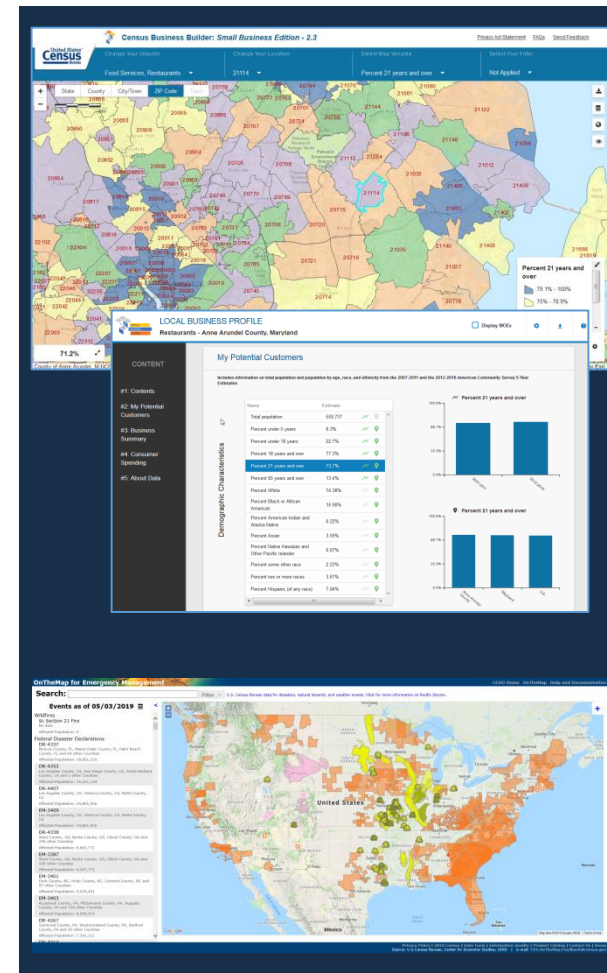
**2010 Gale Cengage Learning Award for Excellence in Business Librarianship**

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# Use Cases and User Stories

- **Entrepreneurs** opening their first business
- **Existing business owners** looking to expand their markets or better understand them
- **Grant writers** needing data for their proposal
- **Academics** doing research for their class
- **Regional planners** researching business gaps
- **Emergency managers and staff** doing preparedness, response, and recovery work



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# Industry Frameworks

## Environmental Analysis

### P.E.S.T: Political, Economic, Socio, Technology

Fahey & Narayanan, Macroenvironmental Analysis for Strategic Management. (West Publishing: 1986).

## Industry Analysis

### Porter's Five Forces

Porter, M.E. (1979) "How competitive forces shape strategy", Harvard Business Review, March/April 1979.

Craig S. Fleisher; Babette E. Bensoussan. "Chapter 6: Nine Forces." Business and Competitive Analysis: Effective Application of New and Classic Methods (FT Press: 2013, 2007)

## SWOT: External

Andrews, K (1971). The Concept of Corporate Strategy. Homewood, IL: R.D. Irwin

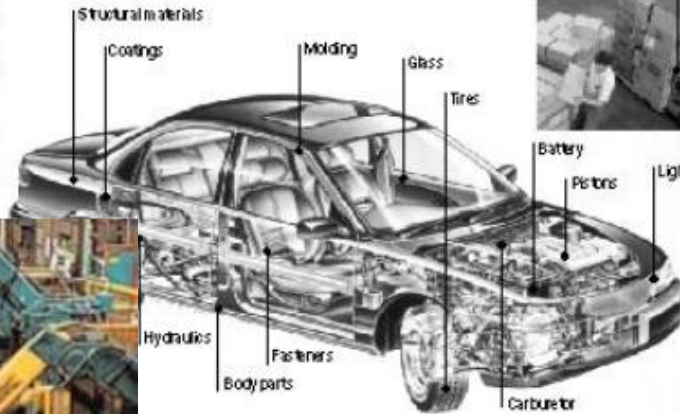
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# Which Industry?

## From Bumper to Bumper: NIST Tools for the Auto Industry



Inspecting



Suppliers

Soldering

Welding



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# Which Industry?

Same operations

Ford HQ vs Kellogg HQ

Who decides which industry?

Government - regulations

Publishers – classification

Management - strategy

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# NAICS Sectors

11 Agriculture, Forestry,  
Fishing and Hunting

21 Mining

22 Utilities

23 Construction

31-33 Manufacturing

42 Wholesale Trade

44-45 Retail Trade

48-49 Transportation and  
Warehousing

51 Information

52 Finance and Insurance

53 Real Estate and Rental and Leasing

54 Professional, Scientific, and Technical  
Services

55 Management of Companies and  
Enterprises

56 Administrative and Support and Waste  
Management and Remediation Services

61 Education Services

62 Health Care and Social Assistance

71 Arts, Entertainment, and Recreation

72 Accommodation and Food Services

81 Other Services (except Public  
Administration)

92 Public Administration

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# ***North American Industry Classification System***

<b><i>Level</i></b>	<b><i>Code</i></b>	<b><i>Description</i></b>
<b>Sector</b>	<b>52</b>	<b>Finance and Insurance</b>
<b>Subsector</b>	<b>524</b>	<b>Insurance Carriers &amp; related activities</b>
<b>Industry Group</b>	<b>5241*</b>	<b>Insurance Carriers</b>
<b>Industry</b>	<b>52411</b>	<b>Direct Life Health &amp; Med Ins Carriers</b>
<b>U.S. Industry</b>	<b>524113</b>	<b>Direct Life Insurance Carriers</b>

\* Mexico & Canada Compatible

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# What's new with 2017 NAICS

- All Copper, Nickel, Lead, and Zinc Mining combined (212230)
- Major Household Appliance Manufacturing (335220)
  - No longer separating out Cooking, Refrigeration, Laundry, and Other appliances
- Department Stores and Discount Department Stores (*with insignificant perishable grocery sales*) combine (452210)
- Warehouse Clubs and Supercenters and Discount Department Stores (*with significant perishable grocery sales*) combined (452311)
- Electronic Shopping, Electronic Auctions, Mail-Order Houses combined (454110)
- Record Production and Distribution combined (512250)
- All Research and Development in Nanotechnology pulled out of other industry sectors (541713)

# NAICS Look Up and OMB Development

← → ↻ 🏠 <https://www.census.gov/eos/www/naics/> 📄 ⋮ 📌 ⭐ 📁 📄 📄 ☰

Skip to main content U.S. Department of Commerce

**United States Census Bureau**

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Respond, Survey Data | NEWSROOM: News, Blogs | ABC: Our

You are here: [Census.gov](#) > [Business & Industry](#) > NAICS

## North American Industry Classification System

[Main](#) | [History](#) | [Development Partners](#) | [Federal Register Notices](#) | [NAPCS](#) | [FAQs](#)

### NAICS Search:

Enter keyword or 2-6 digit code  
  
[2017 NAICS Search](#)

Enter keyword or 2-6 digit code  
  
[2012 NAICS Search](#)

Enter keyword or 2-6 digit code  
  
[2007 NAICS Search](#)

### Reference Files

- 2017 NAICS
- 2012 NAICS
- 2007 NAICS
- 2002 NAICS
- 1997 NAICS

### Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#) ↗, and Mexico's [Instituto Nacional de Estadística y Geografía](#) ↗, to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

### 2017 NAICS Manual



### Announcements

[The revised 2022 NAICS Update Process Fact Sheet is now available](#) [PDF, 106KB]

[The 2017 NAICS Manual is now available here to view or download](#)

[NAICS 2017 Revision is final August 08, 2016](#) [PDF, 290KB]  
North American Industry Classification System  
—Revision for 2017; Notice.  
Vol. 81, No. 152

[2017 NAICS Structure](#) [XLSX, 94KB]

[2017 NAICS to 2012 NAICS](#) [XLS]  
Is this page helpful?  Yes  No

# North American **Product** Classification System 2017 (NAPCS 2017) version Beta 1.0

## Hierarchical Structure

Level	Digits	Agreggation level	Categories
1	2	Section	24
2	3	Subsection	61
3	5	Division	172
4	7	Group	276
5	9	Subgroup	497
6	11	Trilateral product	1167

## Example (library services)

North American Product Classification System 2017 (NAPCS 2017) version Beta 1.0	
Code	Product title
24	Home entertainment, recreation and culture products, including household pets and related products
241	Home entertainment, recreation and culture products
24110	Other home entertainment, recreation and culture products
2411001	Other home entertainment, recreation and culture products
241100101	Gambling products
241100102	Leisure, recreational, and athletic instructional programs
241100103	Library and archive services
24110010301	Library and archive services

New Product-, Merchandise-, and Services- Lines

# What and why NAPCS?

## **What is the purpose of NAPCS?**

Comprehensive demand/market-oriented classification framework for services and goods.

NAPCS was developed as a reference classification to facilitate the analysis of economic data based on markets rather than production processes and allows comparisons of products among the three North American countries.

## **What is the relationship between NAPCS and NAICS?**

NAPCS, a product classification system, and NAICS, an industry classification system, are independent but complementary.

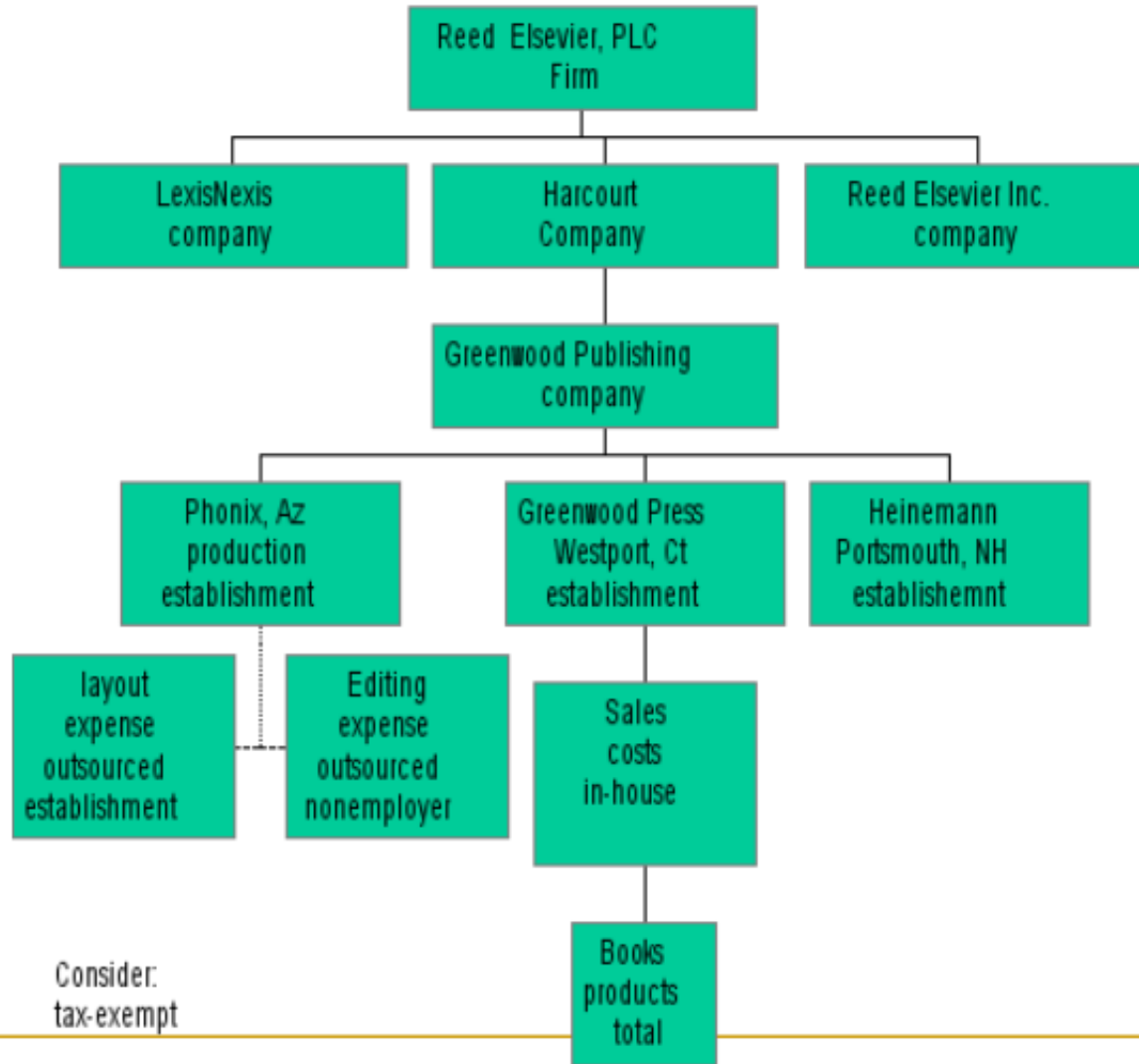
A product produced/sold/distributed by multiple industries carries the same title, definition, and code in NAPCS, regardless of its industries of origin.

Products can be linked to the industries that produce/sell/distribute them, and industries can be linked to the products.

## **What else can NAPCS be used for?**

BEA's National Accounts (NIIP), Harmonized Commodity Description and Coding System (HS) 2012 and Extended Balance of Payments Services (EBOPS) 2010.

# What is an Establishment?



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# Economic Census Structure

Census, not a survey- All Business

Administrative records- Social Security & IRS

Every five years with years ending in 2 and 7

[Legal Basis](#) Title 13, United States Code (U.S.C.), Section 9, 131, 224, and 225. Copies retained in respondents' files are immune from legal process.

Core data (Geographic)

Number of establishments

Value of sales, receipts, revenue, shipments, or business done

Annual payroll

Number of employees

Economic Census NOT Census of Population and

Housing

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# Economic Census Geography

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



# What is new with 2017 Geography?

<https://www.census.gov/programs-surveys/economic-census/geographies/change-notes.html>

- Metro Areas – the Core Based Statistical Areas in 15 states had some type of change
- Counties – Alaska, South Dakota, and Virginia had changes to 1 or more counties
- Economic Places – every state had places with area gain, loss, and/or code or name changes. There are 442 new Economic Places being recognized and 171 places that are being dropped for 2017, primarily due to population decline
- Offshore for drilling and mining along the coasts. <3 miles with state data
- For example: North Carolina has 474 Total Places

Gains	Losses	Name Change
245 area size	109 area size	3 name changes
22 places	6 places	

# US Island Geographic Coverage

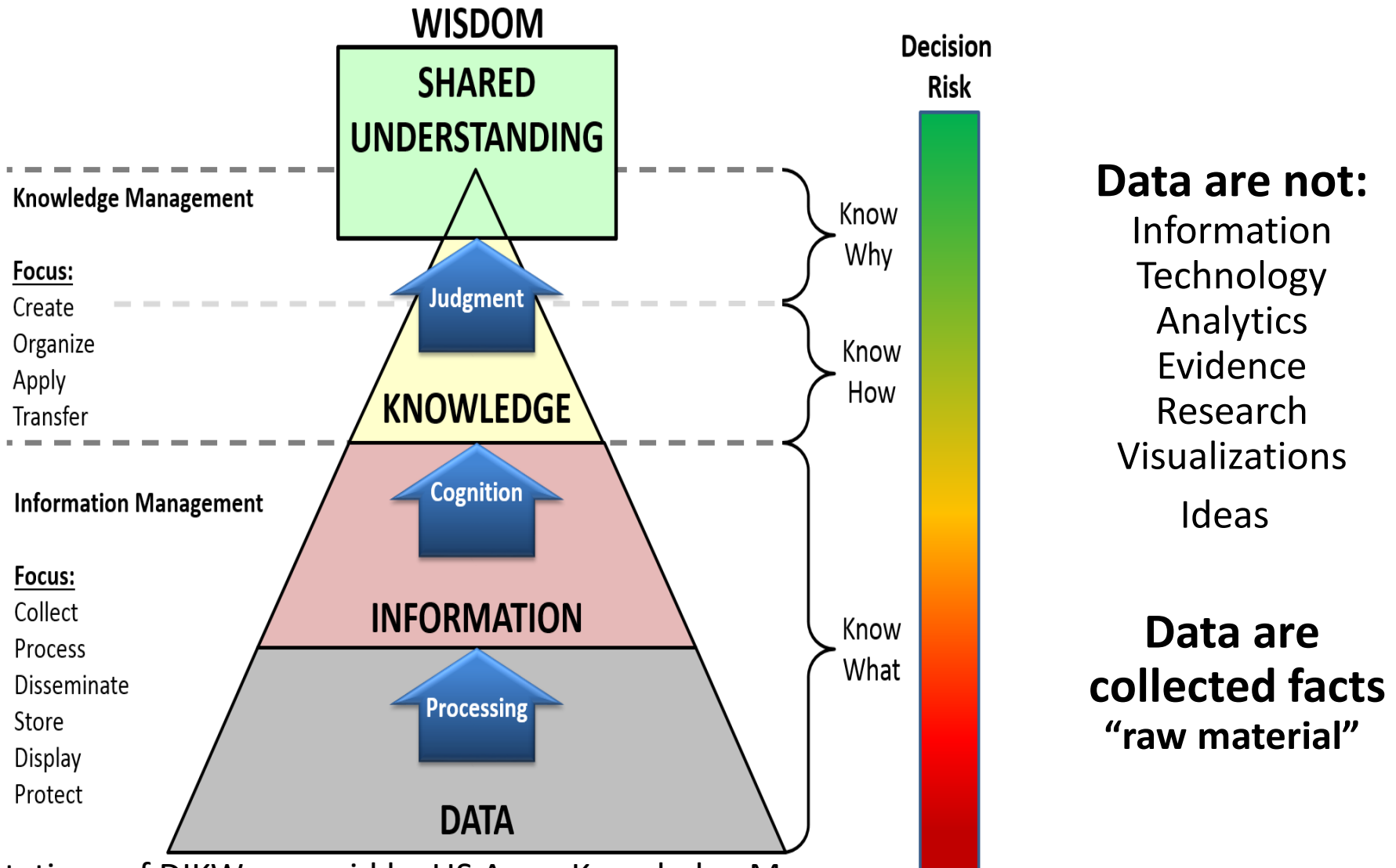
	U.S./States	Metro Areas	Counties	Places	Regional
American Samoa (AS)	X		X	X	
Northern Mariana Islands (CNMI)	X		X		
Guam (GU)	X		X		
Puerto Rico (PR) as of Jan 2017 *	X	X	X		X
U.S. Virgin Islands (VI)	X		X	X	

\* PR metro areas are Manufacturing and Construction data only

	Release Date
American Samoa	October 2019
CNMI	October 2019
Guam	October 2019
Puerto Rico	December 2020
US Virgin Islands	October 2019

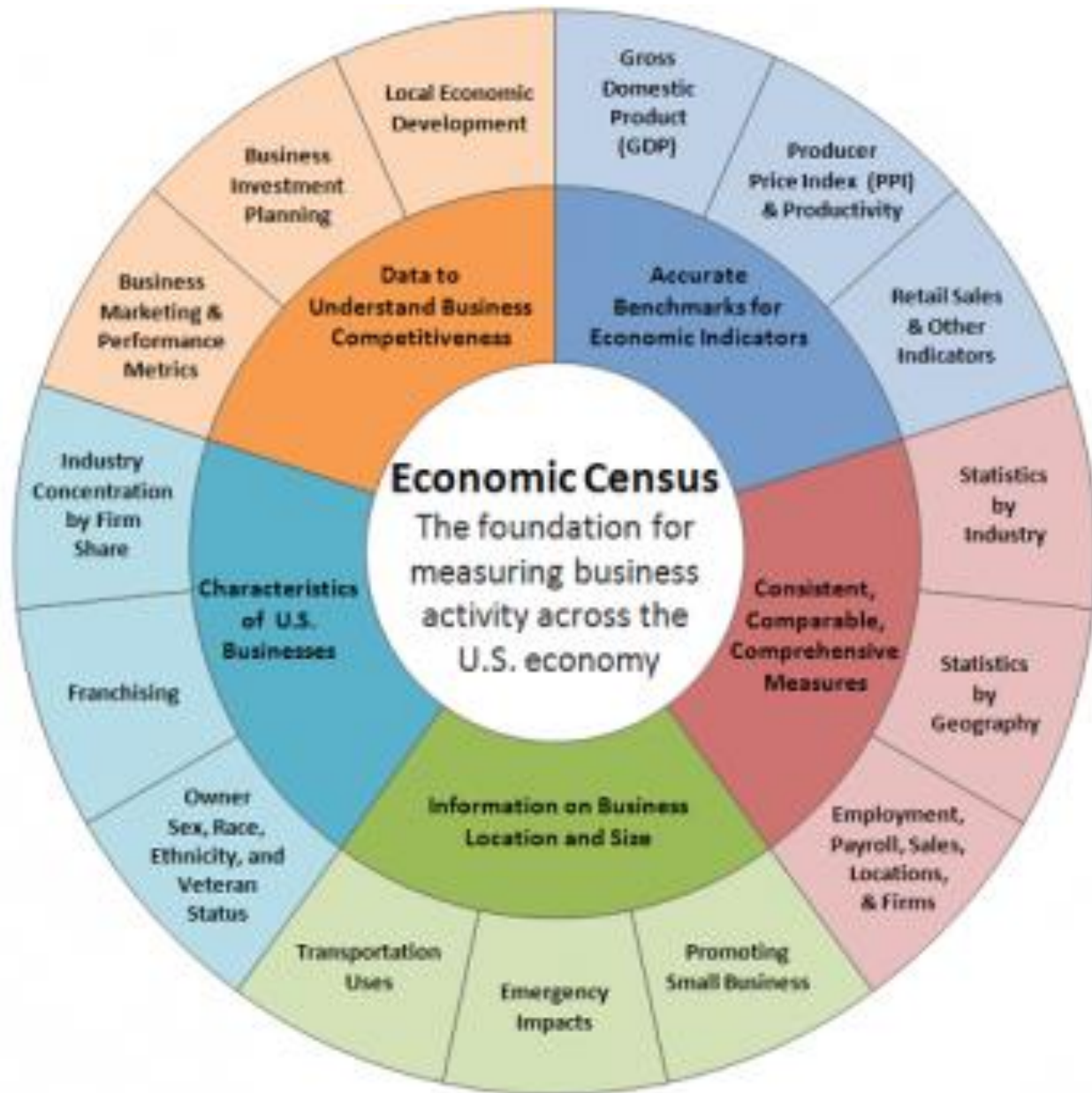
<https://www.census.gov/programs-surveys/economic-census/about/island-areas.html>

# Knowledge Management Cognitive Pyramid

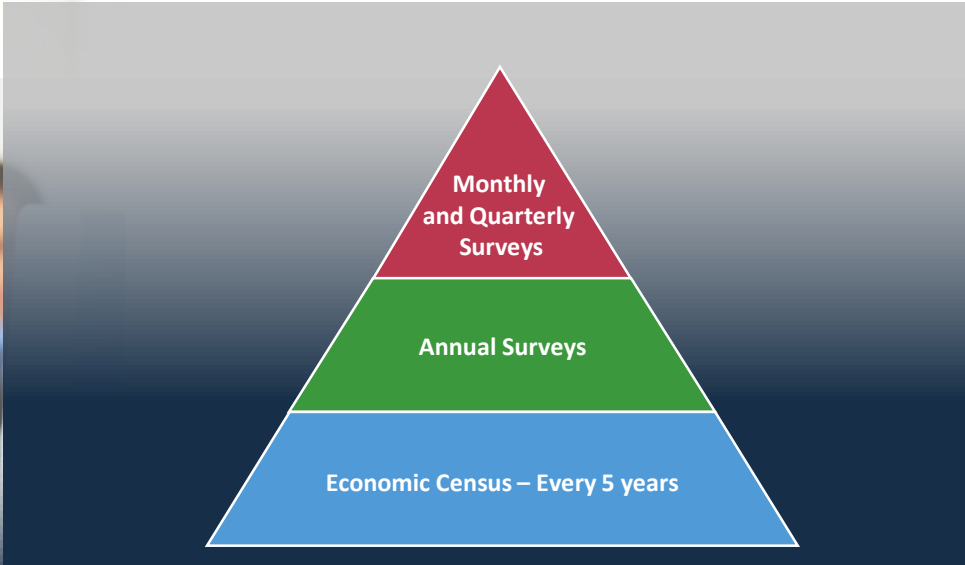


Adaptations of DIKW pyramid by US Army Knowledge Managers, from [https://en.wikipedia.org/wiki/DIKW\\_pyramid](https://en.wikipedia.org/wiki/DIKW_pyramid)

# Questions about NAICS & other definitions



Reference and User Services Association



# Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

From Census

# The *Economic Census (EC)*

- NAICS: **Nearly every** 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture and other types of business (see [https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par\\_textimage\\_](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage_))
- Geography: National, state, metro, county, **place**, and ZIP Code levels
- Other characteristics, including **business size** and **Franchise status**
- Over **200 data variables** shown (common and sector-specific ones)
- **Product Lines** data (revenue by products sold or manufactured or services provided)

See <https://www.census.gov/programs-surveys/economic-census.html> and <https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html> for more information, including release schedule for 2017 and what's new.

Note: Census also have programs related to the EC, including the *Economic Census of Island Areas*, the *Survey of Business Owners* (and the *Annual Survey of Entrepreneurs / Annual Business Survey*) and the *Commodity Flow Survey*

**DATA FROM THE  
NATION'S BUSINESSES**

**+**

**STATS ON EVERY INDUSTRY  
AND GEOGRAPHY**

**=**

**ONE VALUABLE RESOURCE  
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

United States  
**Census**  
Bureau

## 2017 Economic Census

See How It All Adds Up



# Other Changes with the 2017 Economic Census

- New disclosure rules -- new privacy rules will result in the establishment count being suppressed when less than 3 or when the other statistics are suppressed.
  - **You will be seeing a lot more of D**
- Local areas published by sector – Place-level data will no longer be available for the Manufacturing sector and the NAICS and geographic levels published for other sectors may be adjusted based on data quality and privacy issues.
  - **less geographic details**
- Introduction to the Annual Business Survey (ABS) -- The Survey replaces three existing surveys: the five-year Survey of Business Owners (SBO) for employer businesses, the Annual Survey of Entrepreneurs (ASE), and the Business Research and Development and Innovation Survey for Microbusinesses (BRDI-M).



[www.census.gov](https://www.census.gov)

The image shows a browser window with the URL <https://www.census.gov/en.html>. The page header includes the United States Census Bureau logo and a search bar. The main navigation menu is displayed below, with the 'SURVEYS/PROGRAMS' tab selected. A dropdown menu is visible under this tab, listing various surveys and programs. The 'Economic Census' option is highlighted with a red box.

BROWSE BY TOPIC	EXPLORE DATA	LIBRARY	SURVEYS/ PROGRAMS	INFORMATION FOR...	FIND A CODE	ABOUT US
Surveys/Programs Main	American Housing Survey (AHS)	Current Population Survey (CPS)	Small Area Income and Poverty			
Help for Survey Participants	Annual Business Survey (ABS)	<b>Economic Census</b>	Statistics of U.S. Businesses			
2020 Census	Annual Survey of Manufactures (ASM)	International Programs	Survey of Business Owners			
2010 Census	Census of Governments	Metro and Micro Areas	Survey of Income and Program Participation (SIPP)			
American Community Survey (ACS)	County Business Patterns (CBP)	Population Projections	All surveys and programs			

# Economic Census

- About
- What's New For 2017
- Data
- Economic Census By Year
- Conferences & Webinars
- Economic Geographies
- Data Users
- Library
- News & Updates
- Technical Documentation
- Information for Respondents
- Back to Our

The Economic Census provides detailed information on employer businesses, including detailed data by industry, geography, and more. The first [data release](#) will be in September 2019.

**For the Economic Census of Island Areas, click [here](#).**



[What's New for 2017](#)

[Using Census Bureau Stats](#)

[Promotional Materials](#)

Updates

# Downloading Data – Pros and Cons

## Snapshot in time

### Pros

- “I like to be in control...”
- “I’ve always done it this way... why change?”
- “My platform/tool/system requires it”
- “My users expect good performance”
- “I have to do it this way...”
  - Privacy/security/financial reasons
  - “Is there another way?”

### Cons:

The exact same list...  
plus:

- Space
- Archiving/curating data
- Need for regular updates

# Ways to Access Data

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- [QuickFacts](#)
- [My Congressional District](#)
- [Global Market Finder](#)
- [Census Business Builder](#)
- [OnTheMap](#) and [OTM for Emergency Management](#)
- [American FactFinder](#)
- [USA Trade Online](#)
- [data.census.gov](#)
- [DataFerrett](#)
- Application Programming Interface (API)

The screenshot shows the Census Bureau website interface. At the top, there is a search bar and navigation tabs: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR, FIND A CODE, and ABOUT US. Below these, there are links for Explore Data Main, Census Academy, Community Tools, Data Tools and Apps (circled in red), and DataFerrett. On the right, there are links for Related Sites, Software, Tables, Training and Workshops, and Visualizations.

Below the navigation is a data table for 'Businesses' in 'Largo CDP, Maryland' and 'Prince George's County, Maryland'. The table shows population estimates for July 1, 2017, and various business metrics.

Businesses	Largo CDP, Maryland	Prince George's County, Maryland	Q, Maryland
Population estimates, July 1, 2017, (V2017)	X	912,756	6,052,177
<b>BUSINESSES</b>			
<b>Businesses</b>			
Total employer establishments, 2016	X	15,942	138,480
Total employment, 2016	X	256,074	2,282,725
Total annual payroll, 2016 (\$1,000)	X	11,937,668	121,952,023
Total employment, percent change, 2015-2016	X	2.5%	1.9%
Total nonemployer establishments, 2016	X	78,805	487,540
All firms, 2012	794	77,204	531,663
Men-owned firms, 2012	345	37,899	276,630
Women-owned firms, 2012	409	34,305	209,119
Minority-owned firms, 2012	733	59,172	203,394
Nonminority-owned firms, 2012	26	16,219	314,902
Veteran-owned firms, 2012	72	7,644	50,876
Nonveteran-owned firms, 2012	689	67,200	462,232

Below the table is a 'My Congressional District' section for Maryland, Congressional District 4. It shows a map of the district and a table of '2012 County Business Patterns for Congressional Districts'. The table lists various economic sectors and their respective values.

2012 County Business Patterns for Congressional Districts	Estimate
Total for all sectors	180,099
Manufacturing	6
Wholesale trade	4,996
Retail trade	32,474
Transportation and warehousing	18,528
Information	3,907
Finance and insurance	5,091
Real estate and rental and leasing	5,273
Professional, scientific, and technical services	20,041

<https://www.census.gov/programs-surveys/economic-census/guidance/finding-data.html>

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# Series and Reports

## Geographic Area Series

All Geographic data

## Puerto Rico & Island Area

## Industry Series (US only)

Product Lines NAPCS X

NAICS

Establishment and Firm Size

Concentration Ratios

Legal Form of Organization

Franchising Reports

## Subject Series (ST)

Miscellaneous Subjects

Business Expenses

## First Look Report

## Bridge Report

## Comparative Statistics Report

between 12 & 17

## Nonemployer Statistics

## Survey of Business Owners

## Commodity Flow Survey

## Materials Consumed

Mining and Manufacturing

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# Core Business Statistics Series

Report Title	Planned Release Date or Date Range
Economy Wide Business Statistics for the U.S. - First Look	September 2019
Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
Franchise	December 2021

[Out Today](#)

[Webinar on how to use Data.Census.Gov](#)

**First Look:** presents preliminary data at the 2 - 6 digit 2017 North American Industry Classification System (NAICS) levels for 2017. These data will be superseded by subsequent data files in this and other series.

**Franchise Statistics Report:** presents data for selected industries, identified by 6 digit 2017 NAICS codes, with establishments engaged in franchising.

**Comparative Statistics Report:** presents data at the 2-6 digit 2017 NAICS levels for 2017 and 2012, at the US and State geography levels.

**Bridge Between 2017 NAICS and 2012 NAICS Report:** presents 2017 data for industries whose NAICS classification has changed between 2017 and 2012. The Bridge Report is released in two tables. For the first table, data are shown for each of the 6 digit 2017 NAICS industries and their 8 digit 2012 NAICS components. In the second table, data are shown for each corresponding 6 digit 2012 NAICS industry and its 8 digit 2017 NAICS components.

# Geographic Area Series

Mining: Geographic Area Statistics

January 2020 - November

Construction: Geographic Area Statistics

2020

Manufacturing: Geographic Area Statistics

**QuickFacts**

Durham city, North Carolina; United States

What's New & FAQs >

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Wholesale Trade: Geographic Area Statistics

Enter state, county, city, town, or zip code

-- Select a fact --



Retail Trade: Geographic Area Statistics

Services: Geographic Area Statistics

Table

Businesses	Durham city, North Carolina	United States
Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	3,642,091	2,040,441,203
<b>BUSINESSES</b>		
<b>Businesses</b>		
Total employer establishments, 2016	X	7,757,807
Total employment, 2016	X	126,752,238
Total annual payroll, 2016 (\$1,000)	X	6,435,142,055
Total employment, percent change, 2015-2016	X	2.1%
Total nonemployer establishments, 2017	X	25,701,671
All firms, 2012	21,339	27,626,360
Men-owned firms, 2012	10,394	14,844,597
Women-owned firms, 2012	8,953	9,878,397
Minority-owned firms, 2012	8,303	7,952,386
Nonminority-owned firms, 2012	12,032	18,987,918
Veteran-owned firms, 2012	1,884	2,521,682
Nonveteran-owned firms, 2012	18,364	24,070,685

<https://www.census.gov/programs-surveys/economic-census/guidance/series/geographic-area.html>



# US Island Geographic Coverage

	U.S./States	Metro Areas	Counties	Places	Regional
American Samoa (AS)	X		X	X	
Northern Mariana Islands (CNMI)	X		X		
Guam (GU)	X		X		
Puerto Rico (PR) as of Jan 2017 *	X	X	X		X
U.S. Virgin Islands (VI)	X		X	X	

\* PR metro areas are Manufacturing and Construction data only

	Release Date
American Samoa	October 2019
CNMI	October 2019
Guam	October 2019
Puerto Rico	December 2020
US Virgin Islands	October 2019

<https://www.census.gov/programs-surveys/economic-census/about/island-areas.html>

# Subject Series NAPCS x NAICS

- Use to be
  - Merchandise Line
  - Product Line
  - Revenue Line
  - Service Line

Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
Product Lines: NAPCS x NAICS for the U.S.	

<https://www.census.gov/programs-surveys/economic-census/guidance/series/subject-summary.html>

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Products and services code	Meaning of Products and services code	Year	Number of establishments	Total sales, receipts, or revenue of establishments with the product line (\$1,000)	Sales (\$1,000)	Sales, receipts, or revenue of product line as % of total sales, receipts, or revenue of estabs with the product line (%)	Sales, receipts, or revenue of product line as percent of total sales, receipts, or revenue of industry (%)	Sales, receipts, or revenue of establishments reporting product lines as percent of total sales, receipts, or revenue (%)	Broad line sls for industry as % of sector total broad line sls (%)
United States	44711	Gasoline stations with convenience stores	20112	All other foods	2007	85,034	296,106,232	12,572,042	4.2	3.7	X	X
United States	44711	Gasoline stations with convenience stores	20130	Alcoholic beverages served for immediate consumption	2007	102	247,474	12,536	5.1	Z	X	6.1
United States	44711	Gasoline stations with convenience stores	20140	Packaged liquor, wine, & beer	2007	66,235	224,790,602	9,532,243	4.2	2.8	72.3	13.6
United States	44711	Gasoline stations with convenience stores	20141	Distilled spirits, including liquor, brandy, & liqueurs	2007	9,452	32,105,610	451,423	1.4	0.1	X	X
United States	44711	Gasoline stations with convenience stores	20142	Wine	2007	19,884	65,212,361	437,008	0.7	0.1	X	X
United States	44711	Gasoline stations with convenience stores	20143	Beer & ale	2007	65,625	223,172,297	8,643,812	3.9	2.6	X	X
United States	44711	Gasoline stations with convenience stores	20150	Cigars, etc & smokers' access, excls from vending op by others	2007	89,652	316,723,627	26,765,721	8.5	8.0	X	45.0
United States	44711	Gasoline stations with convenience stores	20160	Drugs, health aids, beauty aids, including cosmetics	2007	39,416	137,733,922	745,079	0.5	0.2	X	0.2

# Subject Series: Establishment & Firm Data

Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	

- Concentration ratios (How much do the largest firms contribute to the data?)
- Establishment and firm size (How large are the establishments or firms within an industry?)
- Other miscellaneous topics (e.g. class of customer, type of food service, end-of-year inventory, petroleum bulk storage, etc.)
- General Summary (Detailed Manufacturing, Mining, and Construction data for the US)
- Materials Summary (What materials are used by Manufacturing and Mining industries?)
- Location of Plants Summary (Where are manufacturing plants located?)

Data for these topics are primarily available at the U.S. level and, for selected topics, at the state level. Topics covered by each sector will vary.

# Miscellaneous Subjects

November 2020-September 2021

Mining: Detailed Statistics for the U.S.
Mining: Miscellaneous Subjects
Construction: Miscellaneous Subjects
Manufacturing: Miscellaneous Subjects
Services: Miscellaneous Subjects
Wholesale Trade: Miscellaneous Subjects
Retail Trade: Miscellaneous Subjects

- 7 tables added
    - 1 Utilities (“Cost of Purchased Gas for Resale by Utilities”)•1 Construction (“Location of Const: Employment Size”)•1 Wholesale Trade (Petroleum)•1 Educational Services (“Modes of Instruction”)•1 Healthcare (“New Patient Care Revenue by Payer”)•2 Accommodation (“Electronic Menu Ordering” and Limited/Full/Luxury Hotel”)
  - 38 tables dropped
    - 2 Mining, 4 Construction, 4 Manufacturing, 1 Trans. & Warehousing, 2 Information, 4 Finance & Insurance, 5 Real Estate, 6 Prof/Sci/Tech, 2 Management, 2 Admin, 2 Healthcare, 2 Accommodations, 2 Other Services
- Details still being finalized**

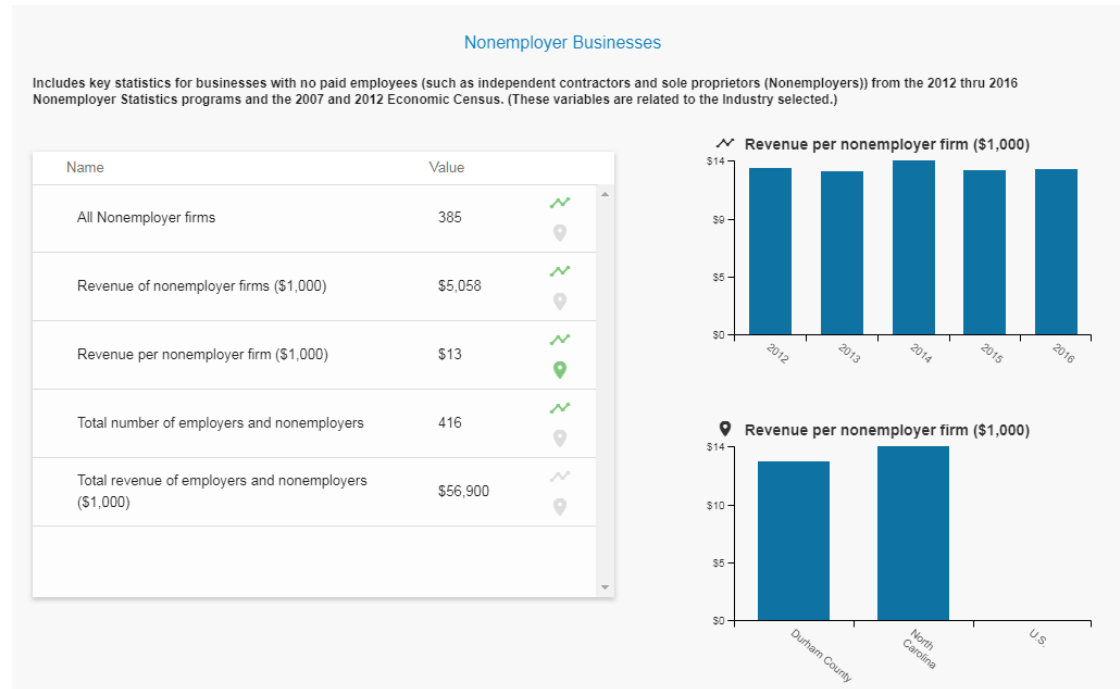
# Nonemployer Statistics

Includes the Gig workers

Businesses w/o paid employees account for 75% of all businesses  
3.5% of all sales

Excluded from other census reports

Updated annually



[Gig Economy](#)

# Census of Governments and Public Schools

The image is a screenshot of a web browser displaying a webpage from the Government Publishing Office (GPO). The browser's address bar shows the URL: <https://www.fdlp.gov/understanding-the-census-of-government-2nd-largest-industry-in-the-us>. The page features a dark blue header with the GPO logo and navigation links: COLLECTION TOOLS, REQUIREMENTS & GUIDANCE, PRESERVATION, ABOUT THE FDLP, and CATALOGING & ACCESS. The main content area has a dark blue background with a pattern of puzzle pieces on the left side. The title 'Census of Governments: 2nd Largest Industry in the US' is displayed in large, light blue text. Below the title, the author's name 'Jennifer Boettcher' and the event details 'Federal Depository Library Program, Webinar January 10, 2017' are listed in white text.

Government Publishing Office (US) | <https://www.fdlp.gov/understanding-the-census-of-government-2nd-largest-industry-in-the-us>

visited Google Drive -- Page ... Collection Dev University Libraries Fun Business Canned Messages - Li... Library ALA The Wiley Handbook ... Courses & Schedules - ... Census of

GPO

COLLECTION TOOLS REQUIREMENTS & GUIDANCE PRESERVATION ABOUT THE FDLP CATALOGING & ACCESS

## Census of Governments: 2<sup>nd</sup> Largest Industry in the US

Jennifer Boettcher  
Federal Depository Library Program, Webinar  
January 10, 2017

# More from the Economic Census

- Franchise Report
- Business Expenses in Mining, Construction, Manufacturing, and Retail
- Commodity Flows Survey



# What is not covered in the Economic Census

NAICS	Industry categories excluded from the economic census	Coverage in CBP
11	Agriculture, Forestry, Fishing and Hunting	CBP (except 111,112)
482	Rail Transportation	
491	Postal Service	
525	Funds, Trusts, and Other Financial Vehicles	CBP (except 5251)
6111	Elementary and Secondary Schools	CBP (private schools only)
6112	Junior Colleges	CBP (private schools only)
6113	Colleges, Universities, and Professional Schools	CBP (private schools only)
8131	Religious Organizations	CBP
81393	Labor Unions and Similar Labor Organizations	CBP
81394	Political Organizations	CBP
814	Private Households	
92	Public Administration	

# Not sure if you can find the data?

- Review the survey instrument for the industry of interest.
  - <https://bhs.econ.census.gov/ombpdfs>
- Contact Census
  - **General Economic Census Information & Industry-Specific Questions**
  - **Phone:** (301)763-5154 or 1(800)242-2184
  - **E-mail:** [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

---

# Common Mistakes

Nonemployer versus all other reports

Totaling up the columns

Not going beyond the core geographic data points

Not realizing tax exempt data is separate in

- Professional, Scientific, and Technical Services

- Educational Services

- Health Care and Social Services

- Arts, Entertainment, and Recreation

- Other Services

---

# Have Fun

- Create maps of our state with all the geography in it.
  - Make it a puzzle
  - Bring it to gerrymandering parties
- Invite the Historical Society to track the industries in your communities.
  - Have Wikipedia parties with new data
- Invite the Chamber of Commerce and other clubs
  - give them quiz questions
- Have a release party with your [State Data Center](#)
- Dedicate a computer just to entrepreneurships with CBB and relevant links.
- Arm citizen journalists with the Census of Government and School data.
- YOUR idea here

# Learning more

## **Government Sources**

[FDLP Academy](#)

[Accidental Government Librarian](#)

[Data Academy](#) from Census

## **Numerical Data**

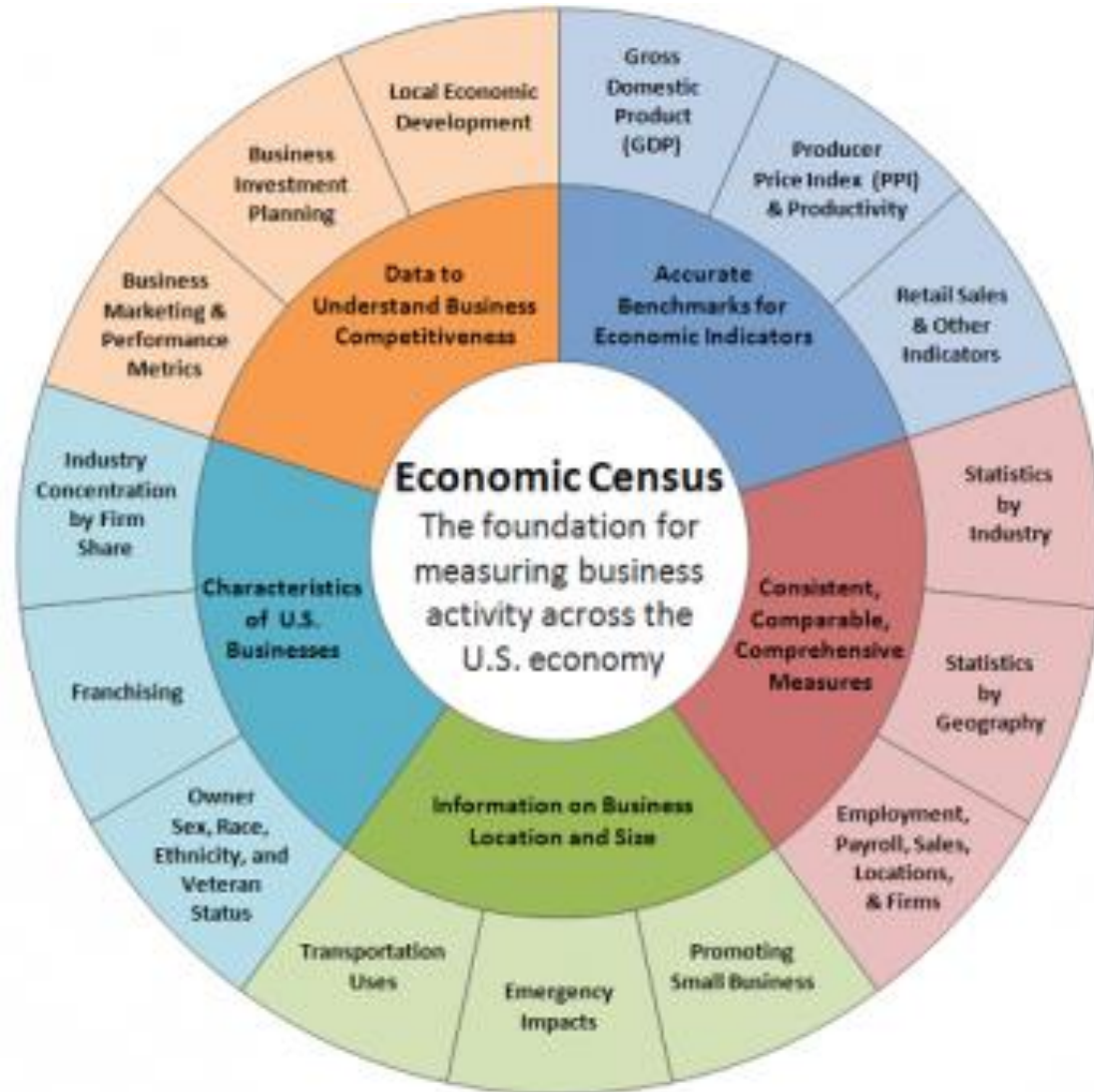
[Inter-university Consortium for Political and Social Research \(ICPSR\) repository](#)

[boettcher@georgetown.edu](mailto:boettcher@georgetown.edu)

202 687-7495

Twitter: @jenny.wombat

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# The Census Developers Site

The screenshot shows the top navigation bar of the Census Bureau website with a search bar and links for BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., FIND A CODE, and ABOUT US. The breadcrumb trail reads // Census.gov / Data / Developers. The main heading is "Developers". A sidebar on the left lists categories like "About this Section", "API Forum", "App Gallery", "Available APIs", "Geography", "Guidance for Developers", "News", "Terms of Service", and "Updates". The main content area features a paragraph about API datasets, a "Read More" link, and three featured items: "Request a KEY" (with a key icon), "Developers' Forum" (with a Slack icon), "Join the Mailing List" (with a newspaper icon), and "JavaScript SDK" (with a CITY SDK icon). A video player shows "2015 National Day of...". Below, an "Updates" section lists "2018 API Changes" (dated September 19, 2018) and "API Format Changes: 2010-2014 ACS Estimates" (dated August 30, 2018).

## Steps:

1. Request a **Key**
2. Sign up for our **Newsletter** and **Forum**
3. Browse the **Discovery Tool**
4. Review the Updates, etc.

<https://www.census.gov/developers/>

# The Discovery Tool

The Census Data API Discovery Tool provides a machine-readable dataset discovery service and is available in three formats:

- [api.census.gov/data.html](https://api.census.gov/data.html)
- [api.census.gov/data.xml](https://api.census.gov/data.xml)
- [api.census.gov/data.json](https://api.census.gov/data.json)

The content of [api.census.gov/data.json](https://api.census.gov/data.json) is based largely on the Open Project Data Common Core Metadata Schema and is extended to include metadata specific to Census Bureau datasets. The [api.census.gov/data.xml](https://api.census.gov/data.xml) URI may be used to access the same information as XML.

In addition to the above URIs dataset discovery is available for the entire vintage/dataset hierarchy as well. For example, the following URIs may be used to discover all datasets within the 2010 vintage:

- [api.census.gov/data/2010.html](https://api.census.gov/data/2010.html)
- [api.census.gov/data/2010.json](https://api.census.gov/data/2010.json)
- [api.census.gov/data/2010.xml](https://api.census.gov/data/2010.xml)

The [Open Project Data Common Core Metadata Schema](#) documentation is a good starting point for understanding the fields output by the discovery service.

Happy discovering!

## U.S. Census Bureau Data API Summary

See the Discovery Tool at: <https://www.census.gov/developers/>

Data Category	Census Program	Period(s) Provided	# Datasets /Endpoints Provided
Demographic	American Community Survey 1-year	2012 - 2017	21
	American Community Survey 3-year	2012 - 2013	4
	American Community Survey 5-year	2005-2009 thru 2013-2017	33
	Census Planning Database	2015, 2016, 2018	6
	Current Population Survey	time series	1
	Decennial Census	1990, 2000, 2010	7
	International Database	time series	2
	Population Estimates	1990, 2000, 2013 - 2018	63
	Population Projections	2012, 2014	10
	Small Area Health Insurance Estimates	time series	1
	Small Area Income and Poverty Estimates	time series	2
	BETA - ACS 1-year	2010 - 2014, 2016, 2017	19
	BETA - ACS 5-year	2010 - 2014	6
BETA Decennial Census	2010	2	
Economic (Business)	Annual Survey of Entrepreneurs	2014	3
	Annual Survey of Manufacturers	time series	3
	Business Dynamics Statistics	time series	1
	County Business Patterns	1986 - 2016	31
	ZIP Code Business Patterns	1994 - 2016	23
	Economic Census	1997, 2002, 2007, 2012	5
	Economic Indicators	time series	15
	International Trade	2014 - 2018	5
		time series	18
	Longitudinal Employer-Household Dynamics	time series	3
	Nonemployer Statistics	1997 - 2016	20
	Public School Finances	2012	1
Survey of Business Owners	2012	3	

TOTAL Datasets / Endpoints

243



# NAPCS Structure

2017 NAPCS	Title
11	Food, beverage, and tobacco products, except raw farm products
14	Clothing, footwear, personal accessories, and related products
17	Housing and related products
21	Household and personal goods, and related products
24	Home entertainment, recreation and culture products, including household pets and related products
27	Automobiles, light-duty trucks, local passenger transportation services, and related products
31	Leisure and long-distance travel, tourism, and accommodation products
34	Educational services, health care and related products for persons, and public, community, and social services, nec., e
37	Personal care and related products, including funeral products
41	Financial, insurance, and related products, nec.
44	Legal and related products
47	Apartment and nonresidential constructions, and related products
51	Equipment and related products
54	Intellectual property and related products
57	Labor supply and related products, except human resources management consulting services
61	Fuels, utilities, waste management, and environmental remediation services, and related products and services
64	Goods transportation services and related products
67	Materials and supplies for production and related products, except processed food and beverage inputs for human food
71	Materials and supplies for services, except lawn and landscaping services
74	Scientific and technical services
77	Advertising, public relations, and communications and information services
81	Accounting, management, administrative, and miscellaneous services
84	Contract manufacturing and related services
87	Public administration services

# NAPCS: Books

24	Home entertainment, recreation and culture products, including household pets and related products
241	Home entertainment, recreation and culture products
24104	Newspapers, periodicals, books, other publications, and pre-recorded media, and related products
2410401	Newspapers, periodicals, books, other publications, and pre-recorded media
241040103	Books
24104010301	Textbooks
24104010302	Children's books
24104010303	General reference books
24104010304	Professional, technical and scholarly books
24104010305	Adult trade books
2410402	Wholesaling services for newspapers, periodicals, books, other publications, and pre-recorded media
241040201	Wholesaling services for newspapers, periodicals, books, other publications, and pre-recorded media
24104020102	Wholesaling services for newspapers, periodicals, books and other publications
2410403	Retailing services for newspapers, periodicals, books, other publications, and pre-recorded media
241040301	Retailing services for newspapers, periodicals, books, other publications, and pre-recorded media
24104030101	Retailing services for books
24104030102	Retailing services for magazines and newspapers, including issue format comic books
24104030104	Retailing services for audio and video recordings, including purchased downloads
77103010102	Consulting services, book publishing

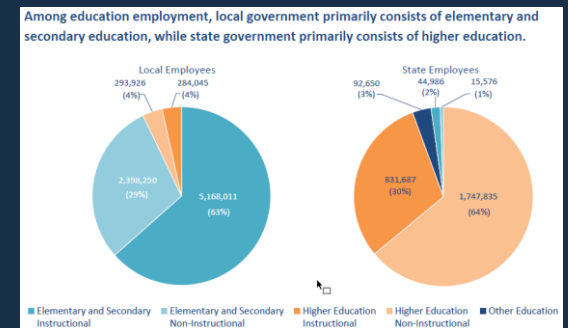
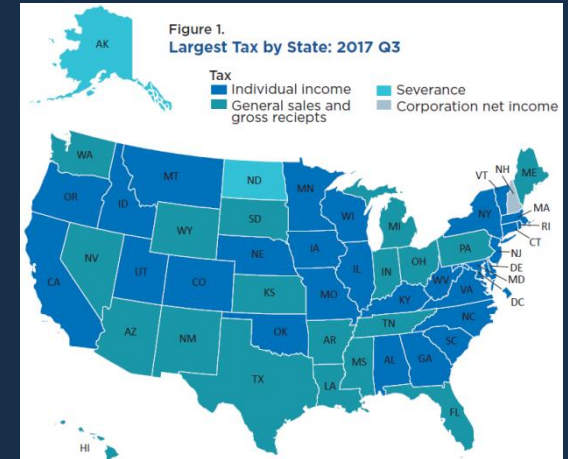
# Abbreviations and Symbols

D	Withheld to avoid disclosing data for individual companies; data are included in higher level totals
G	Low noise; cell value was changed by less than 2 percent by the application of noise
H	Moderate noise; cell value was changed by 2 percent or more but less than 5 percent by the application of noise
J	High noise; cell value was changed by 5 percent or more by the application of noise
S	Withheld because estimate did not meet publication standards
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more

<https://www.census.gov/programs-surveys/susb/about/glossary.html>

# Public Sector (Governments)

- 5 surveys that provide economic statistics about **state and local governments**
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
  - Organization and Structure
  - Government Employment
  - Government Finances
- Released on *American FactFinder*, Excel files, and other Census tools



# *Economic Indicators from Census*

Country Business Patterns  
Annual Survey of Manufacturers  
Advance Monthly Retail Sales  
Monthly Wholesale Trade  
Manufacturers' Shipments, Inventories and Orders  
Quarterly Services Survey  
Value of New Construction Put in Place  
Housing Completions  
Rental Vacancy Rate  
US International Trade in Goods and Services  
Quarterly Financial Report  
E-Commerce Monthly

[Census of Governments – Public Sector](#)

**Public Education Finances**



---

# P.E.S.T. Analysis

- Political

  - Legislative

    - LOC's Thomas

  - Executive

    - GPO's Federal Register

  - Judicial

- Economic

  - Sector Inflation

    - BLS's PPI

  - Microeconomic trends

    - FRB's FRED

    - Economic Briefing Room

- Socio-cultural

  - Norms & Ratios

    - IRS's Statistics of Income

  - Peers and partners

    - Census's Economic Census

    - Census's Annual Surveys

- Technology

  - Patents

    - Citation Analysis

  - Tech Transfer

    - Government funded  
research to license

# Country/MSA Business Pattern

County Business Patterns - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://censtats.census.gov/cgi-bin/msanaic/msasect.pl

industry public finance

GUMal Messenger Express Gmail - Re: 1 lost mail from last night County Business Patterns

Denver, CO 2002 Go!

				Payroll (\$1,000)			
	Industry Code	Industry Code Description	Number of Employees for week including March 12	1st Quarter	Annual	Total Establishments	
<input type="button" value="Compare"/>	-----	Total	1,045,128	10,280,211	41,221,129	68,607	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	11---- Forestry, fishing, hunting, and agriculture support	100-249	0	0	56	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	21---- Mining	2,500-4,999	0	0	467	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	22---- Utilities	2,500-4,999	0	0	101	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	23---- Construction	80,185	779,503	3,431,228	7,147	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	31---- Manufacturing	72,560	799,122	3,185,721	2,481	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	42---- Wholesale trade	64,365	796,919	3,135,024	4,486	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	44---- Retail trade	127,673	775,705	3,239,172	8,350	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	48---- Transportation & warehousing	25,000-49,999	0	0	1,306	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	51---- Information	69,679	1,091,430	3,914,427	1,802	
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	52---- Finance & insurance	64,794	1,069,013	3,887,715	5,385	

# Federal Reserve Board's FRED

research.stlouisfed.org/fred2/tags/series

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**Consumer Price Index for All Urban Consumers: All Items**

Index 1982-84=100, Monthly

<input type="checkbox"/> Seasonally Adjusted	1947-01 to 2013-10 (Nov 20)
<input type="checkbox"/> Not Seasonally Adjusted	1913-01 to 2013-10 (Nov 20)

nation usa sa monthly bls inflation cpi consumer urban all items headline figure nsa

**Real Gross Domestic Product**

<input type="checkbox"/> Billions of Chained 2009 Dollars, Quarterly, Seasonally Adjusted Annual Rate	1947:Q1 to 2013:Q3 (Nov 7)
<input type="checkbox"/> Billions of Chained 2009 Dollars, Annual, Not Seasonally Adjusted	1929 to 2012 (Jul 31)
<input type="checkbox"/> Millions of Chained 2009 Dollars, Quarterly, Seasonally Adjusted Annual Rate	1947:Q1 to 2013:Q3 (Nov 7)
<input type="checkbox"/> Millions of Chained 2009 Dollars, Annual, Not Seasonally Adjusted	1929 to 2012 (Jul 31)

nation usa sa quarterly bea nipa gdp real headline figure nsa annual

**10-Year Treasury Constant Maturity Rate**



<http://www.bls.gov/data>

The screenshot shows a web browser window with the URL [www.bls.gov/data/](http://www.bls.gov/data/). The browser's address bar and tabs are visible. The page title is "Databases, Tables & Calculators by Subject". A red banner with a yellow exclamation mark icon contains the text "NOTICE" and "BLS to Discontinue Anonymous FTP Service Effective March 2014" with a "READ MORE" button. On the left, a sidebar lists navigation options: TOP PICKS, SERIES REPORT, PUBLIC DATA API, DISCONTINUED DATABASES, FAQs, SPECIAL NOTICES, and MORE SOURCES OF DATA. The main content area features a section titled "On This Page:" with a grid of links: Inflation & Prices, Employment, Unemployment, Pay & Benefits, Spending & Time Use, Productivity, Workplace Injuries, International, Employment Projections, Regional Resources, Historical News Release Tables, Maps, Calculators, and Public Data API.

www.bls.gov/data/

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## Databases, Tables & Calculators by Subject

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TOP PICKS

SERIES REPORT

PUBLIC DATA API

DISCONTINUED DATABASES

FAQS

SPECIAL NOTICES

MORE SOURCES OF DATA



**NOTICE**

BLS to Discontinue Anonymous FTP Service  
Effective March 2014

[READ MORE](#)

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- » [Employment Projections](#)
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- » [Historical News Release Tables](#)
- » [Maps](#)
- » [Calculators](#)
- » [Public Data API](#)

Producer Price Index Industry Data

HELP

1 Select an Industry  Find

- 1133- Logging
- 11331- Logging
- 113310 Logging
- 211--- Oil and gas extraction
- 2111-- Oil and gas extraction
- 211111 Crude petroleum & natural gas extraction
- 211112 Natural gas liquid extraction
- 212--- Mining (except oil & gas)
- 2121-- Coal mining
- 21211- Coal mining
- 212111 Bituminous coal and lignite surface mining
- 212112 Bituminous coal underground mining
- 212113 Anthracite mining
- 2122-- Metal ore mining
- 21221- Iron ore mining
- 212210 Iron ore mining

2 Select one or more Products  Find

- 1133--1133-- Logging
- 11331-11331- Logging
- 113310113310 Logging
- 1133101133101 Softwood logs and bolts
- 1133101133103 Hardwood logs and bolts
- 1133101133105 Pulpwood
- 1133101133107 Other roundwood products, NEC
- 1133101133109 Receipts for contract logging of timber owned t
- 113310113310M Miscellaneous receipts
- 113310113310MM Miscellaneous receipts
- 113310113310P Primary products
- 113310113310S Secondary products
- 211---211--- Oil and gas extraction
- 2111--2111-- Oil and gas extraction
- 21111211111 Crude petroleum & natural gas extraction
- 2111112111111 Crude petroleum

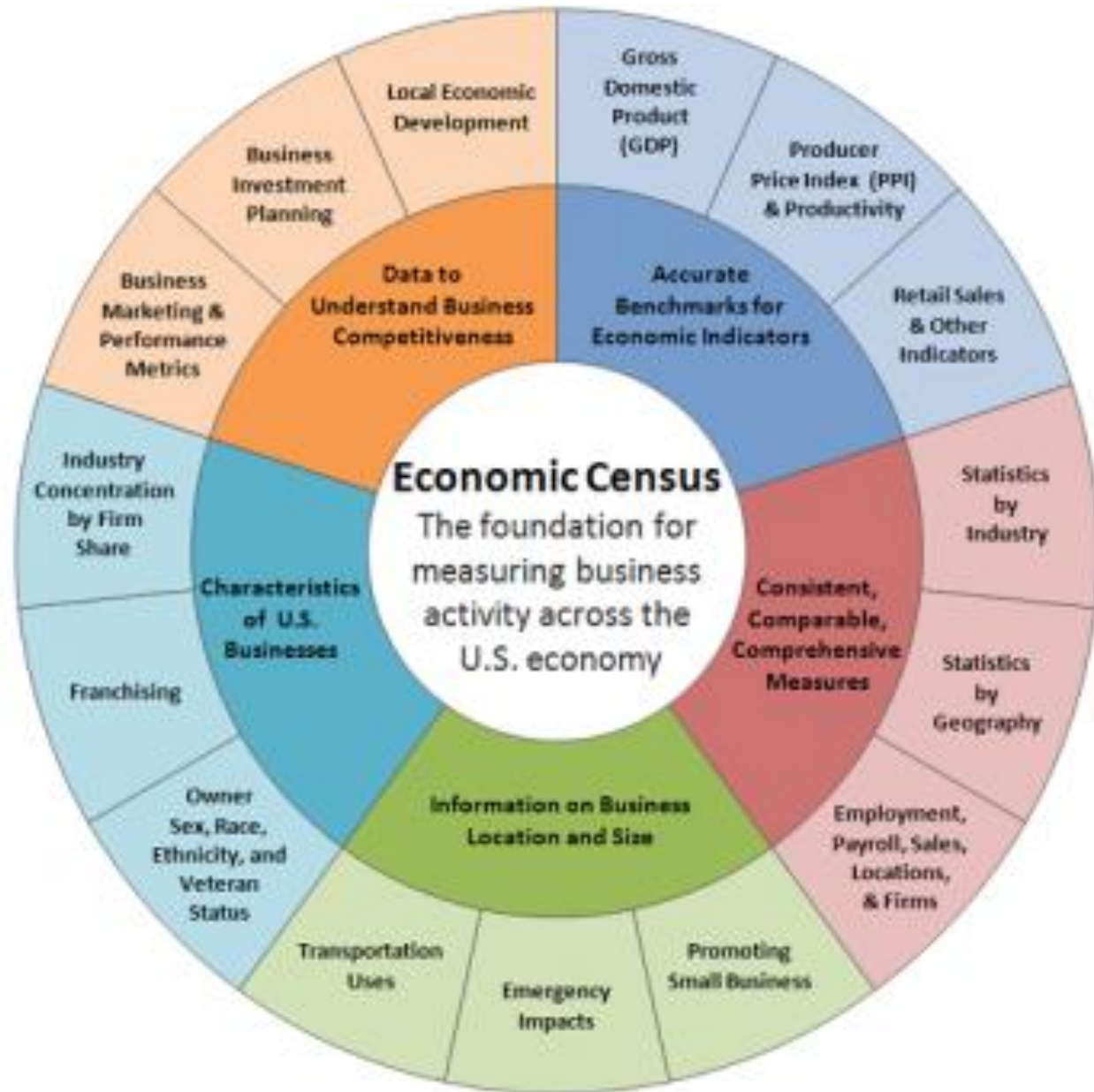
3

OR for Multiple Queries

Your Selection: (0 series selected) NOTE: Select a maximum of 200 series.

Empty text box for selection results.

# Questions about Economic Census



Reference and User Services Association