

**How much of your reference work is
done in support of regional
economic development?**

Help! I'm an Accidental Government
Information Librarian presents...

the Economic Census



WAKE FOREST
UNIVERSITY

The *Making Cities Stronger* report, which is based on data from a national survey and case studies from nine sites across the country, provides new insights into the economic impact of public libraries in American cities.

The report highlights ways in which library programming in the areas early literacy, employment services, and small business development, contribute to local economic development strategies.

Source: The Urban Institute 2007

[CARLOS A. MANJARREZ](#), [JESSICA CIGNA](#), [BEATA BAJAJ](#) www.urban.org

- Definition & description
- Benefits and limitations
- How to find data
 - Where is it?
 - How is it organized
 - What's included?
- Case study (apply what we've learned)
- Q&A

- Data sets comprised of domestic economic data organized by industry and geography
- Collected and published by the Bureau of the Census
- Conducted every 5 years
 - in years ending in ‘2’ and ‘7’
- Self-reported, but mandatory

- Benefits:
 - Free
 - Reliable
 - Data available at varying levels of granularity
 - From nation to zip code
 - Current – kinda, sorta



Sector	States	MA's	Counties	Places	ZIP Codes
21: Mining	X				
22: Utilities	X	X			
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X			
51: Information	X	X	X	X	
52: Finance and Insurance	X	X			
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprise	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

- Limitations:
 - Data dribbles out
 - Domestic operations, only
 - Companies with employees
 - Some industries excluded

Roll-out Dates for 2007 Economic Census

Economic Census	2009			2010			2011		
Advance Report	Prelim								
Industry Series		Prelim	Prelim	Prelim					
Geographic Area Series									
Summary Series									
Subject Series									
Franchise Report									
ZIP Code Statistics									
Comparative Statistics									
Bridge between 2007 NAICS and 2002 NAICS									

11	Agriculture, forestry
482	Rail transportation
525	Funds, trusts
6111-6113	Schools & colleges
8131	Religious organizations
81393	Labor Unions
81394	Political organizations
814	Private Households
92	Public administration

U. S. Bureau of the Census at www.census.gov

- By primary industry
- North American Industrial Classification System
- Introduced in 1997
- Replaced SIC codes (Standard Industrial Classification)

- Classification system for industry groups
- Numerical
- Hierarchical: the longer the number, the more detailed the category

51 Information

511 Publishing Industries (except Internet)

5111 Newspaper, Periodical, Book, and Directory
Publishers

51111 Newspaper Publishers

511110 Newspaper Publishers

51112 Periodical Publishers

511120 Periodical Publishers

51113 Book Publishers

511130 Book Publishers

23	Construction
31 - 33	Manufacturing
42	Wholesale trade
44 - 45	Retail trade
48 – 49	Transportation & warehousing
51	Information
52	Finance and Insurance
71	Arts, Entertainment and Recreation
72	Accommodation and Food Service

- Companies vs. Establishments
- Value of Shipments, Receipts, Contracts
- Privacy issues for employers

- Are you ready to move into the case study?

Earlier this month, the NC legislature considered a bill that would protect pharmaceutical companies from liability in lawsuits.

A patron wants to know, how important is the pharmaceutical industry to NC?

From data to information:

- Industry size
- Industry growth rate
- Number of employees
- Payroll

1. Identify NAICS code
2. Locate data
3. Convert data to information

2007 NAICS Key Word Search

Search results for: **pharmaceutical**

Number of records found: 8

[236210](#) **Pharmaceutical** manufacturing plant construction

[325199](#) Enzyme proteins (i.e., basic synthetic chemicals) (except **pharmaceutical** use) manufacturing

[325411](#) Enzyme proteins (i.e., basic synthetic chemicals) **pharmaceutical** use manufacturing

[325412](#) **Pharmaceutical** preparations (e.g., capsules, liniments, ointments, tablets) manufacturing

[325412](#) Sodium chloride **pharmaceutical** preparations manufacturing

[424210](#) **Pharmaceuticals** merchant wholesalers

[424210](#) Radioactive **pharmaceutical** isotopes merchant wholesalers

[424210](#) Specialty-line **pharmaceuticals** merchant wholesalers

U.S. Census Bureau

FAQs | Subjects A to Z | H



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United States Census 2010
IT'S IN OUR HANDS

We can't move forward until you give your answers back.

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- ▶ En Español
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BUSINESS AND
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ABOUT THE DATA

DATA SETS

- Decennial Census
- American Community Survey
- Puerto Rico Community Survey
- Annual Population Estimates
- **Economic Census**
- Annual Economic Surveys

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2007 Economic Census


2002 Economic Census

1997 Economic Census

Economic Census data from 2007, 2002 and 1997 are available in American FactFinder. [more...](#)

Other Resources

- [All Economic Programs](#)
- [North American Industry Classification System \(NAICS\)](#)
- [Data Release Schedule](#)
- [Economic Census Main Page](#)

 [Explain Table and Map Formats](#)

2007 2007 Economic Census and Surveys

■ **Start here** for easy access to key statistics:

- Number of establishments
- Sales, receipts, revenue, shipments, or business done
- Annual payroll
- Number of employees

NOTE: 2007 Economic Data are released on a flow basis. Some geographies and/or industries may not yet be available. See the [2007 Economic Census Release Schedule](#) for more information.



[Quick Reports](#)

- data by industry or geography



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Select Industry

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Quick Reports](#) ▶ **Industry** ▶ Results

Sector 00: All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2002, Industry Quick Report

■ Search for an industry by entering NAICS text or a NAICS code

1 [Search Tips](#)

Use synonyms

- or -

■ Select a sector

[Explain Industry Codes](#) | [Correspondence between N](#)


■ Select an industry and click 'Show Result'

2

3

Geography	Number of employer establishments	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Employer sales, shipments, receipts, revenue, or business done (\$1,000)	Number of nonemployer establishments	Nonemployer sales, shipments, receipts, revenue, or business done (\$1,000)	2007 population estimate
United States	991	158,531	11,843,186	142,876,257	N	N	301,621,157
Alabama	8	462	20,849	154,957	N	N	4,627,851
Arizona	18	726	34,845	513,292	N	N	6,338,755
California	170	26,762	1,927,014	20,082,378	N	N	36,553,215
Colorado	15	1,050	65,448	D	N	N	4,861,515
Connecticut	13	643	41,193	D	N	N	3,502,309
Delaware	3	g	D	D	N	N	864,764
Florida	45	6,173	355,116	887,759	N	N	18,251,243
Georgia	14	446	26,988	D	N	N	9,544,750
Illinois	30	18,691	2,325,540	9,148,072	N	N	12,852,548
Indiana	25	8,040	D	D	N	N	6,345,289
Iowa	14	801	46,916	223,190	N	N	2,988,046
Kansas	11	1,736	105,335	861,405	N	N	2,775,997
Kentucky	7	477	D	171,435	N	N	4,241,474
Louisiana	6	355	15,301	D	N	N	4,293,204
Maine	6	f	D	D	N	N	1,317,207
Maryland	18	g	D	D	N	N	5,618,344
Massachusetts	38	7,442	678,752	4,962,618	N	N	6,449,755
Michigan	25	5,884	406,999	4,038,576	N	N	10,071,822
Minnesota	18	1,196	73,348	586,967	N	N	5,197,621
Mississippi	9	g	D	D	N	N	2,918,785
Missouri	33	4,382	312,315	2,959,825	N	N	5,878,415
Nebraska	9	635	39,790	D	N	N	1,774,571
Nevada	12	309	12,156	D	N	N	2,565,382
New Hampshire	4	e	D	D	N	N	1,315,828
New Jersey	87	18,654	1,655,750	12,066,809	N	N	8,685,920
New York	76	12,218	676,150	16,295,750	N	N	19,297,729
North Carolina	28	9,599	499,745	18,506,226	N	N	9,061,032

- NC Industry size: \$18.5 Bil (2007)
- Number of people employed: 9,600
- Payroll: \$500,000



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Industry Quick Report

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Quick Reports](#) ▶ [Industry](#) ▶ [Results](#)

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Pharmaceutical preparation mfg

NAICS: [325412](#)

Table 1. Selected Industry Statistics for the U.S. and States: 2002

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.]

Geography	Number of establishments	Number of employees	Annual payroll (\$1,000)	Sales, shipments, receipts, or revenue (\$1,000)	2002 population estimate
United States	901	182,149	9,941,150	113,991,849	288,368,698
Alabama	6	0	0	0	4,498,500

<u>Geography</u>	<u>Number of employer establishments</u>	<u>Number of paid employees for pay period including March 12</u>	<u>Annual payroll (\$1,000)</u>	<u>Employer sales, shipments, receipts, revenue, or business done (\$1,000)</u>
United States	991	158,531	11,843,186	142,876,257
California	170	26,762	1,927,014	20,082,378
North Carolina	28	9,599	499,745	18,506,226
New York	76	12,218	676,150	16,295,750
New Jersey	87	18,654	1,655,750	12,066,809
Illinois	30	18,691	2,325,540	9,148,072
Massachusetts	38	7,442	678,752	4,962,618
Michigan	25	5,884	406,999	4,038,576
Texas	39	3,798	180,762	3,684,900
Missouri	33	4,382	312,315	2,959,825
Tennessee	15	2,180	155,512	2,862,393
Ohio	21	3,746	241,929	1,624,498
Florida	45	6,173	355,116	887,759
Kansas	11	1,736	105,335	861,405
Utah	26	2,474	143,511	859,318
Minnesota	18	1,196	73,348	586,967
Arizona	18	726	34,845	513,292
Iowa	14	801	46,916	223,190
Kentucky	7	477 D		171,435
Alabama	8	462	20,849	154,957
Wisconsin	14	300	16,194	121,572

- North Carolina is the nation's second largest producing state
- NC accounts for 13% of all domestic production

- Industry growth between 2002 and 2007:
 - Value of shipments: 31%
 - Payroll: 6%

Review of Information in the Quick Report:

- Industry size: \$18.5 Bil
- Number of people employed: 9,600
- Payroll: \$500,000
- NC is the nation's second largest producing state
- NC accounts for 13% of all domestic production
- Industry growth between 2002 and 2007:
 - Value of shipments: 31%
 - Payroll: 6%

■ *Detailed Statistics* from 2007 Economic Census and Surveys

- [Core Business Statistics](#) include the following:
 - Advance Report
 - Comparative Statistics - 2007 and 2002
 - Bridge Between 2007 and 2002 NAICS
 - 2007 Franchise Establishment Statistics
- [Search for data sets](#) - by geography, industry/product, or data item
- Economic Census data sets by sector...
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 - 72: [Accommodation and Food Services](#)
 - 81: [Other Services \(Except Public Administration\)](#)
- Economic data sets by related survey:
 - [2007 Commodity Flow Survey](#)
 - [2007 Economic Census](#)
 - [2007 Economic Census of Island Areas](#)
 - [2007 Survey of Business Owners](#)

■ *Related Annual Economic Surveys*

- [Annual Survey of Manufactures](#)
- [Business Patterns](#)
- [Nonemployer Statistics](#)

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Detailed Statistics

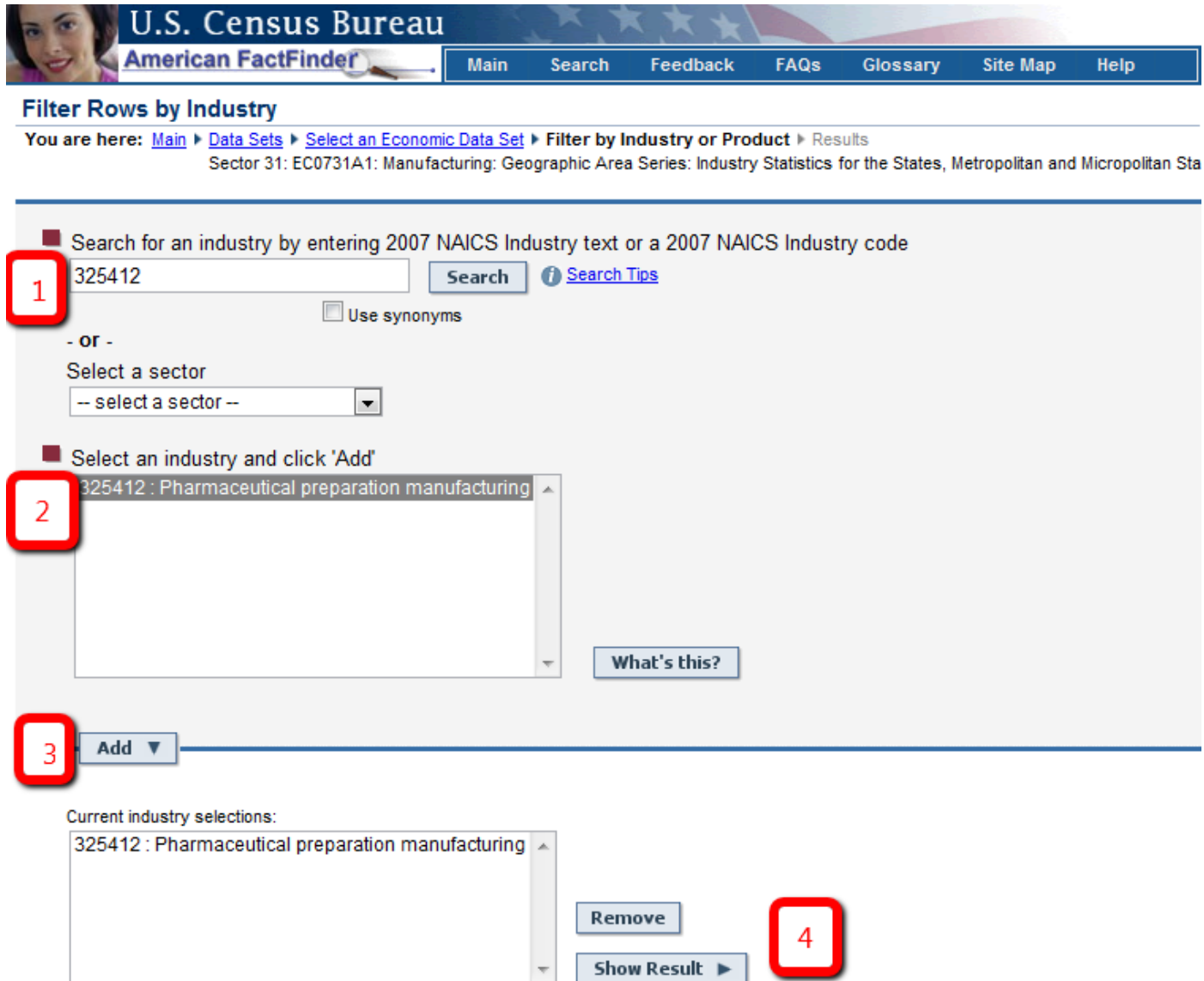
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2007 Economic Census
Release Date: 10/30/2009
Sector 31: EC073111: Manufacturing: Industry Series: Detailed Statistics by Industry for the United States: 2007
Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this file represent those available when this file was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.

2007 NAICS code	Meaning of 2007 NAICS code	Companies	Number of establishments	Establishments with 1 to 19 employees	Establishments with 20 to 99 employees	Establishments with 100 employees or more	Number of employees	Annual payroll (\$1,000)	Total fringe benefits (\$1,000)	Employer's cost for health insurance (\$1,000)	Employer's cost for defined benefit pension plans (\$1,000)	Employer's cost for defined contribution plans (\$1,000)	Employer's cost for other fringe benefits (\$1,000)	Production workers avg per year
311111	Dog and cat food manufacturing	198	264	145	60	59	16,971	792,903	241,869	91,814	22,689	20,858	106,508	13,081
311119	Other animal food manufacturing	982	1,489	994	469	26	28,865	1,164,789	314,736	107,438	18,764	16,677	171,857	17,766
311211	Flour milling	171	290	133	136	21	10,182	475,243	132,758	48,924	8,646	9,136	66,052	7,373
311212	Rice milling	58	65	32	23	10	3,818	150,884	40,478	14,083	3,026	3,014	20,355	3,059
311213	Malt manufacturing	17	25	11	12	2	1,022	48,582	15,557	5,329	1,302	1,095	7,831	715



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Filter Rows by Industry

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Select an Economic Data Set](#) ▶ [Filter by Industry or Product](#) ▶ Results
Sector 31: EC0731A1: Manufacturing: Geographic Area Series: Industry Statistics for the States, Metropolitan and Micropolitan Sta

■ Search for an industry by entering 2007 NAICS Industry text or a 2007 NAICS Industry code

1 325412 [Search Tips](#)

Use synonyms

- or -

Select a sector

-- select a sector --

■ Select an industry and click 'Add'

2 325412 : Pharmaceutical preparation manufacturing

3

Current industry selections:

325412 : Pharmaceutical preparation manufacturing

4

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Detailed Statistics

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row 1 of 1

2007 Economic Census
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325412	Pharmaceutical preparation manufacturing	744	963	475	236	252	159,420	10,366,908	3,264,615	1,229,079	352,176	267,099	1,416,261	80,028	80,669

row 1 of 1

Created: June 13, 2011

Selection of HR-related items reported:

- Number of employees
- Annual payroll
- Total fringe benefits
- Employer's cost for health insurance
- Employer's cost for defined benefit pension plans
- Employer's cost for defined contribution plans
- Employer's cost for other fringe benefits

Selection of operational items reported:

- Cost of purchased fuels
- Purchased electricity (\$)
- Quantity of electricity purchased (kWh)
- Capital expenditures: computer and data processing equipment
- Advertising and promotional services
- Purchased professional and technical services

Cost Structure and Key Inputs:

- Wages, salaries and benefits
- Materials
- Capital equipment
- Professional services
- Marketing and advertising

Uses of pro-forma financial statements and industry ratios:

- Benchmark company performance against industry averages
- Guide entrepreneurs as they prepare financial statements for business plans
- Validate financial statement estimates when applying for loans or seeking investors

Conclusion:

The Economic Census provides valuable data that supports business and economic research

Questions?

<http://tinyurl.com/grs-eval4>

**Please fill out our survey and let us know what
you think!**

Upcoming Accidental Librarian Webinars

- **July 13: Beyond Google: Effective Patent Searching in Every Library with Hyun-Duck Chung and David Zwicky, NC State**
 - **July 27: Resources for Guard and Reserve Soldiers and their Families with David Durant, East Carolina University**
 - **August 10: Legal topic TBD with Jennifer Behrens**
 - **August 19: State Agency Databases with Daniel Cornwall**
 - **September 7: Good Health (Information) in North Carolina with Rebecca Hyman and Kurt Brenneman, Government & Heritage Library, State Library of North Carolina**
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