

Economic Census and Related Economic Data

26th Annual Nebraska Data Users
Conference
August 19, 2015

Presented by:
Andrew W. Hait
U.S. Census Bureau

Outline

- Census Economic Programs **Primer**
 - Key **Terms**
 - **Surveys, Censuses, and Programs** (including GOVS)
- The 2012 Economic Census and our **business.census.gov** site
 - What's Been **Released So Far**
 - What's **Coming**

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



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

U.S. Census Bureau Economic Indicators			
Advance Report Durable Goods March 2014 Report Released 8:30 AM EDT, 4/24/14	\$234.8 B New Orders	↑ ^o 2.6%	
New Residential Sales March 2014 Report Released 10:00 AM EDT, 4/23/14	384,000 Single-family houses	↓ -14.5%	
New Residential Construction March 2014 Report Released 8:30 AM EDT, 4/16/14	946,000 Housing starts	↑ [*] 2.8%	
Business Inventories March 2014 Report Released 10:00 AM EDT, 4/14/14	\$1,715.6 B	↑ 0.4%	

View All * change not statistically significant
 ° significance not reported / applicable

Monthly, Quarterly, & Annual Surveys

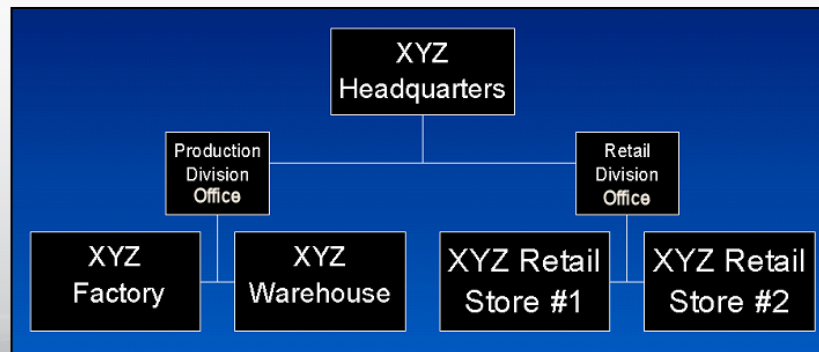
- **Sample surveys** – drawn from universe of businesses identified in the Economic Census
 - Fewer **data items** published
 - Less **geographic** and **industry** detail
 - Partial **coverage**
 - Sampling and Nonsampling errors
- **Benchmarked** to the latest Economic Census

Current Economic Surveys

- Other Annual and related economic programs
 - Retail e-Commerce Sales (<http://www.census.gov/econ/estats/index.html>)
 - Annual Capital Expenditures Survey
(<http://www.census.gov/econ/aces/index.html>)
 - Information and Communication Technology Survey
(<http://www.census.gov/econ/ict/index.html>)
 - Statistics of U.S. Businesses (<http://www.census.gov/econ/susb/index.html>)
 - Foreign Trade (<http://www.census.gov/foreign-trade/>)
 - Census of Governments (<http://www.census.gov/govs/>)

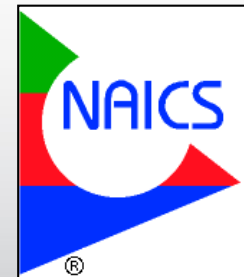
Economic Census

- Done on the years ending in “2” and “7” (2012 Economic Census dissemination kickoff in March 2014)
- Covers **employer businesses** in the U.S.
- Collected on an **establishment basis**



The Economic Census Offers...

- Over **200** unique industry statistics
- National-, state-, metro-, county-, **place-**, and ZIP Code-level data (varies by sector)
- Industry detail: 2- thru **6-digit** NAICS codes
- **18** of the 20 NAICS sectors covered; excluded:
 - Agriculture (covered by USDA/NASS)
 - Governments (covered by GOVS)
- Very accurate



Census-Related Programs

- **Commodity Flow Survey (CFS)** - Selected national- and finer-level data on the movement of products across the U.S. by mode of transportation (plus other breakouts). (<http://www.census.gov/econ/cfs/>)
- **Economic Census of Island Areas** – Selected industry, product, and other data for American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands. (<http://www.census.gov/econ/islandareas/>)
- **Survey of Business Owners (SBO)** – Selected national- and finer-level industry data for women- and minority-owned businesses and the characteristics of all businesses and their owners. (<http://www.census.gov/econ/sbo/>)

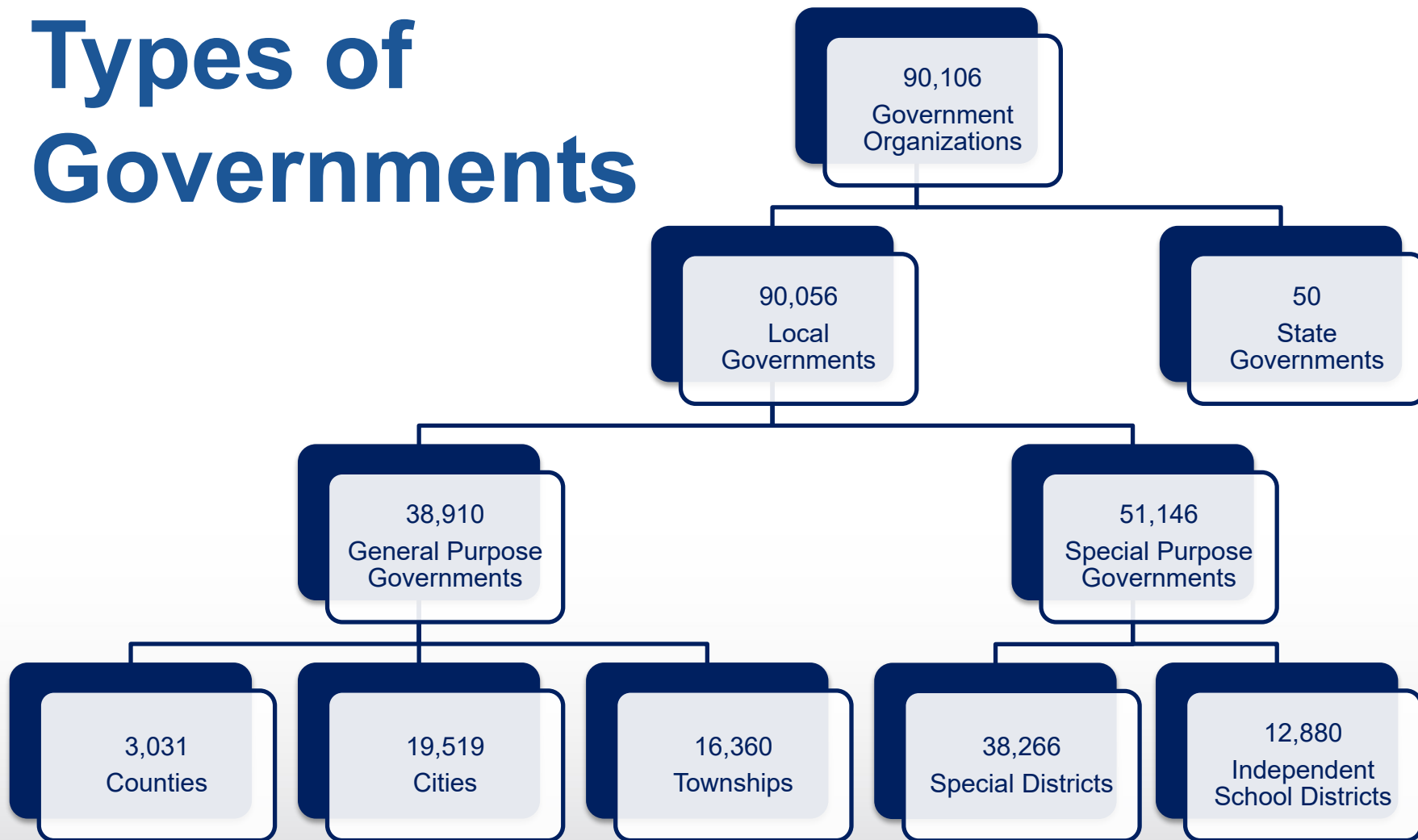
Statistics About Governments

- **Main purposes**
 - Provide economic statistics about governments at the federal, state, and local area levels
 - Serve as public-sector counterpart to private sector
 - Track activity of governments over time
- Response is **voluntary**
- Virtually **no confidentiality restriction**

Core Programs Content

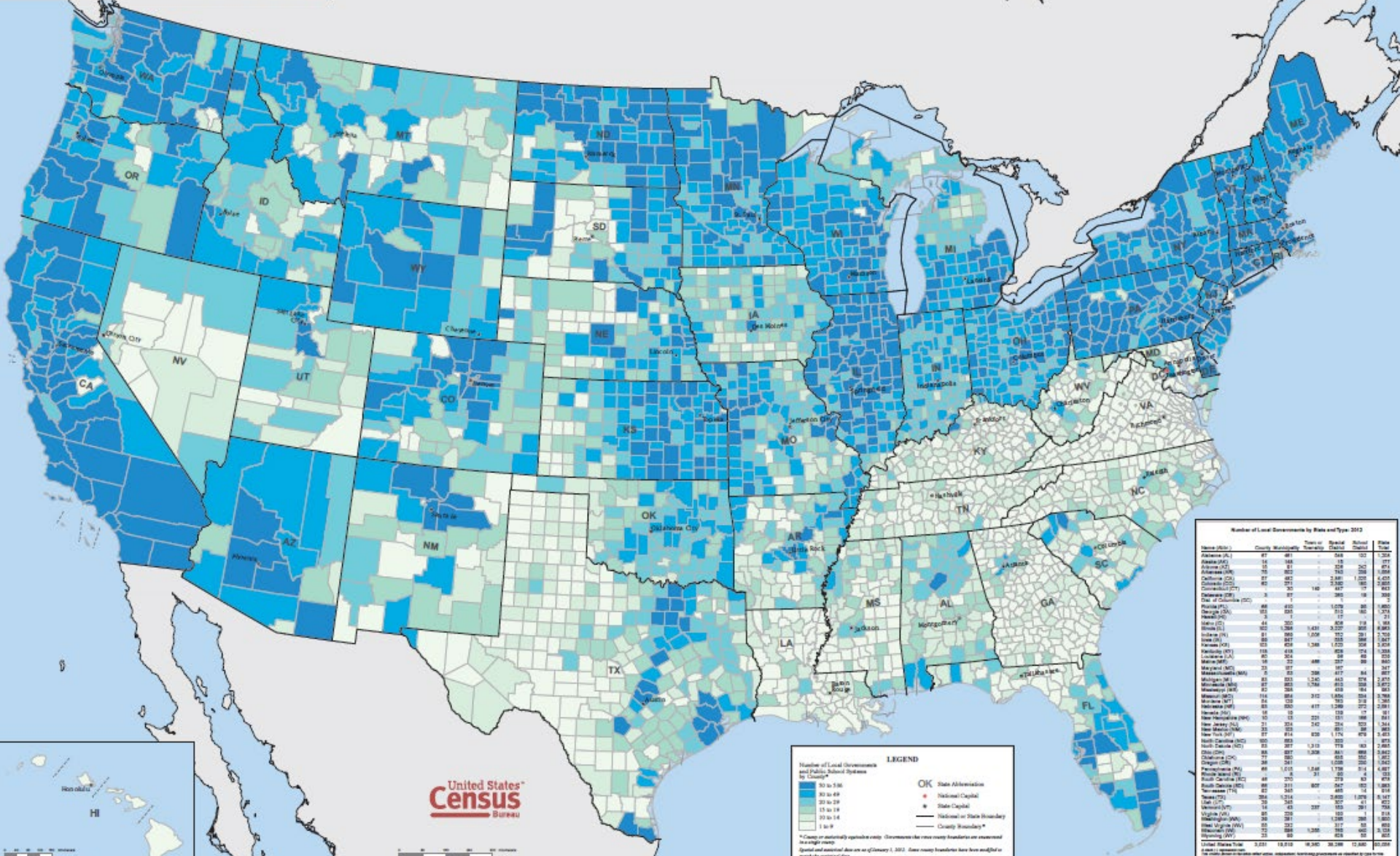
- **Organization and Structure** – Governments by type
- **Government Employment** - Full-time employees, Full-time gross payroll, Part-time employees, Part-time gross payroll, Computed FTE
- **Government Finances** - Revenue by type, Expenditure by character object & function, Debt term, Cash and Securities by type of holding

Types of Governments



Source: U.S. Census Bureau, 2012 Census of Governments: Organization

2012 Census of Governments The Many Layers of American Government



Number of Local Governments by State and Type, 2012

State (ISO)	County	Municipality	Special District	State	Local	Total	Per Capita
Alabama (AL)	67	481	-	548	100	1,247	171
Alaska (AK)	16	148	-	15	20	271	471
Arizona (AZ)	15	81	-	174	20	1,090	1,090
Arkansas (AR)	27	287	-	2,88	1,070	4,072	4,072
California (CA)	57	20	148	8,22	10	8,417	8,417
Colorado (CO)	3	87	-	340	18	368	368
Connecticut (CT)	8	87	-	197	28	300	300
Delaware (DE)	3	1	-	1	1	6	6
District of Columbia (DC)	1	1	-	1	1	1	1
Florida (FL)	68	610	-	1,078	20	1,876	1,876
Georgia (GA)	53	581	-	513	18	1,665	1,665
Hawaii (HI)	3	1	-	1	1	21	21
Idaho (ID)	24	207	-	808	13	1,052	1,052
Illinois (IL)	102	1,388	1,431	3,227	300	6,368	6,368
Indiana (IN)	91	583	1,038	1,112	20	17,124	17,124
Iowa (IA)	98	847	1,248	353	388	1,874	1,874
Kansas (KS)	102	424	1,248	1,070	10	3,072	3,072
Kentucky (KY)	118	418	-	858	174	1,568	1,568
Louisiana (LA)	62	304	-	340	28	674	674
Maine (ME)	18	22	-	488	207	845	845
Maryland (MD)	23	87	-	197	28	335	335
Massachusetts (MA)	5	33	398	417	84	927	927
Michigan (MI)	83	821	1,248	443	878	2,473	2,473
Minnesota (MN)	37	383	1,784	613	388	3,876	3,876
Mississippi (MS)	3	1	-	1	1	6	6
Missouri (MO)	114	684	310	1,874	204	3,786	3,786
Montana (MT)	10	10	-	10	10	20	20
Nebraska (NE)	93	630	417	1,248	274	2,569	2,569
Nevada (NV)	18	18	-	10	10	66	66
New Hampshire (NH)	21	203	230	191	88	643	643
New Jersey (NJ)	21	203	240	203	100	1,044	1,044
New Mexico (NM)	10	10	-	10	10	60	60
New York (NY)	67	814	820	1,174	878	3,676	3,676
North Carolina (NC)	100	1,000	1,000	1,000	1,000	5,000	5,000
North Dakota (ND)	1	1	-	1	1	6	6
Ohio (OH)	79	581	1,000	1,000	1,000	3,581	3,581
Oklahoma (OK)	77	77	-	77	77	77	77
Oregon (OR)	34	241	-	1,000	200	1,482	1,482
Pennsylvania (PA)	68	1,010	1,848	1,738	514	5,310	5,310
Rhode Island (RI)	5	5	-	5	5	25	25
South Carolina (SC)	48	250	807	278	87	1,462	1,462
South Dakota (SD)	1	1	-	1	1	6	6
Tennessee (TN)	93	540	807	480	10	1,837	1,837
Texas (TX)	284	1,014	1,014	1,014	1,014	10,140	10,140
Utah (UT)	9	9	-	9	9	9	9
Vermont (VT)	25	240	-	207	20	512	512
Virginia (VA)	95	229	-	100	20	444	444
Washington (WA)	39	39	-	39	39	1,560	1,560
West Virginia (WV)	55	232	1,000	117	58	1,447	1,447
Wisconsin (WI)	12	12	-	12	12	12	12
Wyoming (WY)	2	2	-	2	2	12	12

United States Census Bureau

LEGEND

- Number of Local Governments and Public Subdivisions by County
- 80 to 500
- 30 to 80
- 20 to 29
- 15 to 19
- 10 to 14
- 1 to 9

- OK State Abbreviation
- National Capital
- State Capital
- National or State Boundary
- County Boundary

* Cases are statistically significant only. Governmental units are not included in the total count. Special and statistical areas as of January 1, 2012. Some county boundaries have been modified in 2012.

Sources of Tax Revenue

Percent Distribution of State Government Tax Revenue

Percent Distribution of State Government Tax Revenue

	Total %	Sales Total	General Sales	Selective Sales	License Taxes Total	Income Taxes Total	Individual Income	Corporation Income	All Other Taxes Total	Property Taxes	Other Taxes
U.S. Average	100	46.4	30.1	16.4	6.5	41.9	36.5	5.3	5.1	1.5	3.6
Alaska	100	4.9	X	4.9	2.6	12.3	X	12.3	80.2	1.9	78.3
Delaware	100	14.6	X	14.6	37.6	43.0	33.8	9.3	4.8	X	4.8
Florida	100	82.9	58.8	24.1	5.6	5.9	X	5.9	5.6	<.01	5.6
Maryland	100	40.6	22.7	17.8	4.4	47.7	42.5	5.3	7.3	4.1	3.1
Virginia	100	32.3	19.3	12.9	4.2	60.8	56.8	4.0	2.7	.2	2.5

Source: U.S. Census Bureau, 2013 Survey of State Government Tax Collections

Business.Census.Gov

The screenshot shows the Business.Census.Gov website interface. At the top right, there are links for "U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs" and a search bar. The main navigation bar includes "Topics", "Geography", "Library", "Data", "About the Bureau", and "Newsroom". The "Topics" menu is expanded, showing a list of categories: Population, Economy, Business, Education, Employment, Families & Living Arrangements, Health, Housing, Income & Poverty, International Trade, Public Sector, and Index A-Z. The "Economy" category is circled in red. Under "Economy", there is a sub-menu with "Economic Census" also circled in red. Other sub-menu items include "Economic Indicators", "Economic Studies", "Industry Statistics Portal", and "Other Economic Programs".

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Motion Picture and Video Industry

The U.S. Census Bureau released data from the 2012 Economic Census showing receipts for the nation's motion picture and video industry.

Population Clock

U.S. Population
3 2 0 , 3 2 8 , 5 5 7

World Population
7 , 2 2 3 , 9 6 3 , 4 9 9

Feb 12, 2015 13:15 UTC (Eastern+5) [Learn More >>](#)

Latest News

Declining Drive-Ins

Motion Picture and Video Industry Receipts

Quick, easy people, business

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Health

Housing

Income & Poverty

International Trade

Public Sector

Index A-Z

Economy

The U.S. Census Bureau is the official source of statistical data tracking the national economy.

Classification Codes (i.e., NAICS)

Economic Census

Economic Indicators

Economic Studies

Industry Statistics Portal

Other Economic Programs

Main Page

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

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United States[™] Census Bureau

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New for 2012
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[Quick links to data tools](#)
[Information for Respondents](#)

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Information and Promotion
[Resources to inform your organization >](#)

How we gather data
[Guide to Economic Census Methodology >](#)

Detailed geographic area statistics from the Economic Census are now being released. See [what's been released](#) or learn more about the [Geographic Area Series](#).

Fun Facts

Just released from the 2012 Economic Census

Temporary help services businesses employed 2.9 million people in 2012, a 5.2% decrease from 2007.

[business.census.gov](#)

[View other Fun Facts](#)

[Find the data you need](#)

[Information for your organization](#)

[Responding to the Economic Census](#)

GET EMAIL UPDATES

Release Schedule by Date

Release Date	Release Title
12/11/12	2012 Economic Census Release Schedule by Region and State
12/11/12	2012 Economic Census Release Schedule by State
12/11/12	2012 Economic Census Release Schedule by County
12/11/12	2012 Economic Census Release Schedule by Metropolitan Area
12/11/12	2012 Economic Census Release Schedule by Nonmetropolitan Area
12/11/12	2012 Economic Census Release Schedule by Census Tract
12/11/12	2012 Economic Census Release Schedule by ZIP Code
12/11/12	2012 Economic Census Release Schedule by County and Metropolitan Area
12/11/12	2012 Economic Census Release Schedule by County and Nonmetropolitan Area
12/11/12	2012 Economic Census Release Schedule by Metropolitan Area and Nonmetropolitan Area
12/11/12	2012 Economic Census Release Schedule by Census Tract and ZIP Code
12/11/12	2012 Economic Census Release Schedule by County, Metropolitan Area, and Nonmetropolitan Area
12/11/12	2012 Economic Census Release Schedule by County, Metropolitan Area, and ZIP Code
12/11/12	2012 Economic Census Release Schedule by County, Nonmetropolitan Area, and ZIP Code
12/11/12	2012 Economic Census Release Schedule by Metropolitan Area, Nonmetropolitan Area, and ZIP Code
12/11/12	2012 Economic Census Release Schedule by County, Metropolitan Area, Nonmetropolitan Area, and ZIP Code

Release Schedule by Quarter

What's Been Released

Upcoming Releases

Release Schedule

2012 Economic Census Release Schedule

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See the schedule by quarter



See what's been released

What's been released

Start to Release Schedule

Release Date	Title	Link
7/26/15	Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities	Link
7/26/15	Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities	Link
10/26/15	Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities	Link

See upcoming releases

What will be released

The following publications will be released in the next 30 days. Release dates are subject to change. If you have release dates contact us. This list is updated on a biweekly basis.

Publications being released in the next 30 days:

- Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities
- Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities
- Franchise and Insurance Industry Series, 2012 Insurance Agencies, Brokers and Other Related Activities

2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
Industry Series	Construction	Dec '14 - Feb '15
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Feb '15
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15
	Construction	Feb '15 - Oct '15
Geographic Area Series	Manufacturing	Dec '14 - Feb '15
	Mining	Feb '15 - April '15
	Retail	Feb '15 - Oct '15
	Services	May '15 - Dec '15
	Utilities and Finance	Feb '15 - Nov '15
	Wholesale	Feb '15 - Oct '15
	Wholesale	Feb '15 - Oct '15

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."

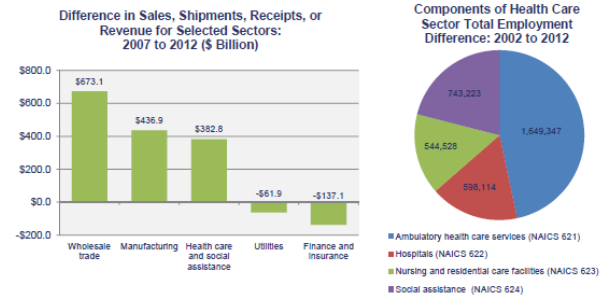


2012 Economic Census: Advance Report Snapshot

Selected Preliminary Findings

DID YOU KNOW?

The Health Care sector was not only the largest employer in the U.S. in 2012 (with nearly 18.6 million employees) but this sector also reported the highest annual payroll (\$804.4 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).



Employment Statistics in Top 5 Economic Census Sectors in the U.S.: 2012, 2007, & 2002

NAICS Code	NAICS Title	Number of Employees (sector ranking criteria)				Annual Payroll per Employee (\$)			
		2012	2007	2002	Change 2002 - 2012	2012	2007	2002	Change 2002 - 2012
62	Health care and social assistance	18,587,467	16,792,074	15,052,255	3,535,212	\$43,275	\$39,466	\$32,942	10,333
44-45	Retail trade	14,737,687	15,515,396	14,647,675	90,012	\$25,196	\$23,384	\$20,625	4,571
72	Accommodation and food services	12,027,857	11,600,751	10,120,951	1,906,806	\$16,383	\$14,726	\$12,603	3,780
31-33	Manufacturing	11,268,906	13,395,670	14,699,536	-3,430,630	\$52,686	\$45,818	\$39,197	13,489
56	Administrative and support and waste management and remediation services	10,217,859	10,250,955	8,741,854	1,476,005	\$33,826	\$29,407	\$23,615	10,211

Note: All data are expressed in current dollars. Sectors presented are limited to those which are comparable over time; comparisons for other sectors may be impacted by changes to the North American Industry Classification System codes.

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more statistics on this industry, visit business.census.gov

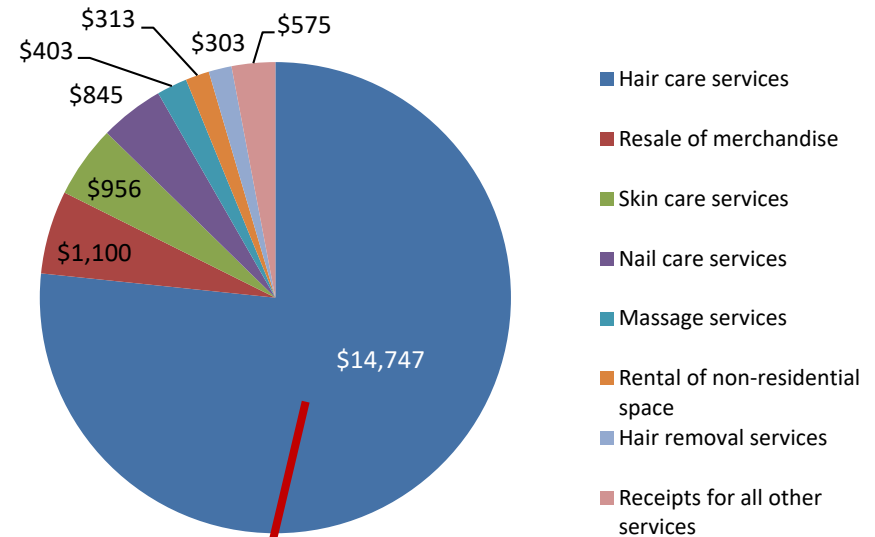
Source: 2012, 2007, and 2002 Economic Census; Economy-Wide Key Statistics File



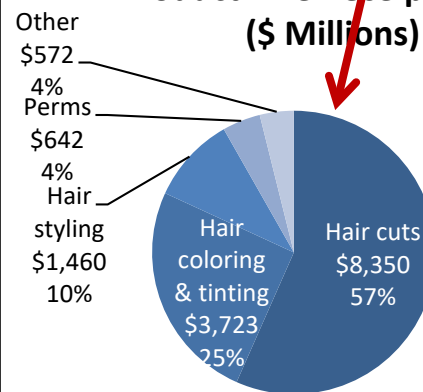
Industry Series

- Started in **May 2014** (nearly complete)
- National-level** data only, but...
- More detailed NAICS**
- Products** data
- NAICS** Changes...

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



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



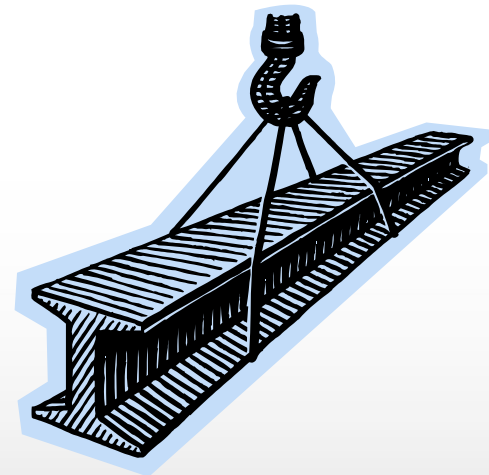
New Industries for the 2012 Economic Census

- 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)



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

2007 NAICS	2012 NAICS	NAICS Industry Title
	443142	Electronics Stores
443112		<i>Radio, Television, and Other Electronics Stores</i>
443120		<i>Computer and Software Stores</i>
443130		<i>Camera and Photographic Supplies Stores</i>
451220		<i>Prerecorded Tape, Compact Disc, and Record Stores</i>

What's New Page

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In this section:

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- [How Content of the Economic Census is Determined](#)
- [Industry Classification Updates](#)
- [Enterprise Statistics](#)
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New for 2012

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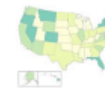
The 2012 Economic Census features a number of important changes from its predecessor, the 2007 Economic Census, that affect data users. See below for more information.



[Industry Classification Updates](#)



[Product Classification Updates](#)



[Geographic Updates](#)



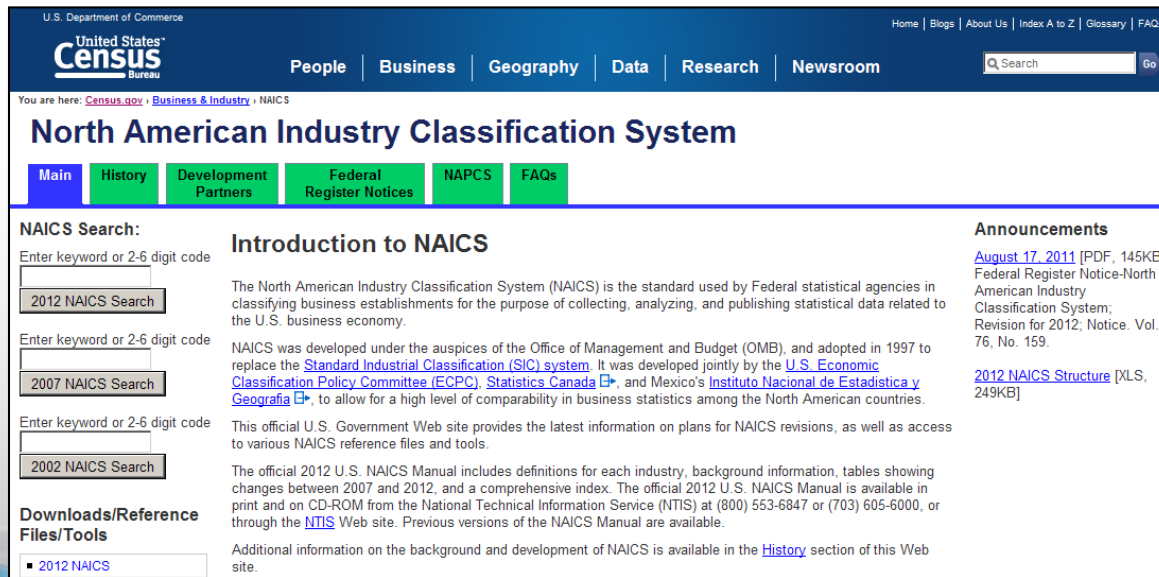
[New Enterprise Statistics](#)



[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*



The screenshot shows the homepage of the North American Industry Classification System (NAICS) website. The header includes the U.S. Department of Commerce logo and navigation links for People, Business, Geography, Data, Research, and Newsroom. The main content area features a search bar, a navigation menu with tabs for Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs, and a section titled 'Introduction to NAICS'. The introduction text explains that NAICS is the standard used by Federal statistical agencies for classifying business establishments. It also mentions that 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. The page includes a 'NAICS Search' section with three search boxes for 2012, 2007, and 2002 NAICS codes. There is also a 'Downloads/Reference Files/Tools' section with a link for the 2012 NAICS manual. An 'Announcements' section on the right side of the page lists two notices: 'August 17, 2011 [PDF, 145KB] Federal Register Notice-North American Industry Classification System; Revision for 2012; Notice, Vol. 76, No. 159.' and '2012 NAICS Structure [XLS, 249KB]'.

Finding Data Page

A new home for the ISP

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Economic Census
 business.census.gov

Industry Statistics Portal

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 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 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

NAICS SEARCH
 Enter a NAICS code or Title

This application provides access to the Census Bureau programs that provide economic data for a user-selected industry. To choose the industry you are interested in:

- Enter the North American Industry Classification System (NAICS) code or keyword into the NAICS SEARCH box above, or
- Choose the industry from the SELECT AN INDUSTRY menu to the left.

For an overview of the information presented in the ISP, see [ISP Preview](#).
 For tips on how to use the ISP, see [ISP Tips and Tricks](#).

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Finding Data

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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](#).

Choose one of the paths below to search for the data you need:

Find Economic Data by Industry

View the new **Industry Statistics Portal**

or

View an Industry Snapshot

Want to learn more? Visit the [Industry Classifications Help Center](#).

Find Economic Data by Geography



or

View Snapshots of selected geographies

Want to learn more? Visit the [Geography Help Center](#).

Find Economic Data by Topic

Topics
(NAICS industry, year, dataset, ...)

Want to learn more? Visit the [Data Help Center](#).

Find Demographic Data



Need data on age, race and ethnicity, income, and other demographic variables? Visit the [Demographic Data landing page](#).

... and the Snapshots

<http://www.census.gov/econ/snapshots/index.php>

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Industry Snapshot

Retail Trade (NAICS 44-45)

2012 State per capita (U.S. per capita = 100)

2012 State per capita (U.S. per capita = 100)	2011	2010	2009	2008
Number of establishments	7,899	8,100	8,284	8,338
Value \$ (Millions)	16,962	16,673	16,574	16,204
Annual payroll \$ (Millions)	1,847	1,830	1,841	1,838
Total employment	114,474	121,740	142,280	133,839
Rate per establishment (2010)	2,838	2,573	4,271	4,197
Value per establishment (2010)	174	184	200	208
Payroll per establishment (2010)	16.23	16.18	12.78	13.42
Employment per establishment (2010)	14.621	14.533	22.279	24.274
Value per capita (2010)	6.478	10.784	14.079	13.377
Payroll per capita (2010)	277	288	289	314
Population per establishment (2010)	14,621	14,533	12,779	13,421
Value per establishment (2010)	174	184	200	208
Payroll per establishment (2010)	16.23	16.18	12.78	13.42
Employment per establishment (2010)	14.621	14.533	22.279	24.274
Value per capita (2010)	6.478	10.784	14.079	13.377
Payroll per capita (2010)	277	288	289	314
Population per establishment (2010)	14,621	14,533	12,779	13,421

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Geographic Area Series

- Kicked off on **January 27, 2015** with release of **Manufacturing data**
- **National-, state- county-, metro area-, and economic place-level data**
- **Full NAICS detail**
- **LOTS of Changes Coming...**

State Release Order

Group	State(s)	Group	State(s)
1	CO	10	DE, DC, MD, NJ, NY, OH, PA, VA, WV
2	HI	11	KY, NC, TN
3	MT	12	IL, IN
4	AK	13	AL, AR, GA, LA, MS, SC
5	ME	14	IA, MO, NE, SD
6	AZ, NV	15	KS, MI, MN, ND, OK, WI
7	CA	16	NM, TX
8	ID, OR, UT, WA, WY	17	FL, US
9	CT, MA, NH, RI, VT		

2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
<u>Core Business Statistics</u>	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
<u>Industry Series</u>	Construction	Oct '14 - Dec '14
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Dec '14
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15
<u>Geographic Area Series</u>	Construction	Feb '15 - Oct '15
	Manufacturing	Dec '14 - Feb '15
	Mining	Feb '15 - April '15
	Retail	Feb '15 - Oct '15
	Services	May '15 - Dec '15
	Utilities and Finance	Feb '15 - Nov '15
	Wholesale	Feb '15 - Oct '15

New Places

- 2007 EC cutoff:
5,000+ pop or jobs
- 2012 EC cutoff:
2,500+ pop or jobs
- Results in over
5,000 new places published for 2012
- **16** added for NE (now 143)

2012 Economic Census

Economic Place Changes from 2007 to 2012 for: **Nebraska**

Summary Information:

No. Places in 2007:	128
No. Places Added for 2012:	16
No. Places Dropped for 2012:	1
No. Places in 2012:	143

Added Places

COUNTY Code	TITLE	PLACE Code	TITLE
023	Butler County	12315	David City city
031	Cherry County	49950	Valentine city
039	Cuming County	52575	West Point city
041	Custer County	06610	Broken Bow city
047	Dawson County	11020	Cozad city
		19385	Gothenburg city
081	Hamilton County	02690	Aurora city
089	Holt County	37105	O'Neill city
095	Jefferson County	16410	Fairbury city
099	Kearney County	32340	Minden city
101	Keith County	35980	Ogallala city
109	Lancaster County	51770	Waverly city
121	Merrick County	08535	Central City city
127	Nemaha County	02655	Auburn city
147	Richardson County	16655	Falls City city
155	Saunders County	50965	Wahoo city

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
055	Douglas County	15080	Elkhorn city, Nebraska

Place Changes

2012 Economic Census - GeoNotes File for Nebraska

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

2012				2007			Description of Change (2007 to 2012)	Change Date
Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	COUNTY Name	Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code		
Auburn city	02655	127	Nemaha	Balance of Nemaha County	98127	127	New qualifying place	01/01/2012
Aurora city	02690	081	Hamilton	Balance of Hamilton County	98081	081	New qualifying place	01/01/2012
Beatrice city	03390	067	Gage	Beatrice city	03390	067	Area gain	01/01/2010
Bellevue city	03950	153	Sarpy	Bellevue city	03950	153	Area gain	01/01/2010
Blair city	05350	177	Washington	Blair city	05350	177	Area gain	01/01/2010
Broken Bow city	06610	041	Custer	Balance of Custer County	98041	041	New qualifying place	01/01/2012
Central City city	08535	121	Merrick	Balance of Merrick County	98121	121	New qualifying place	01/01/2012
Cozad city	11020	047	Dawson	Balance of Dawson County	98047	047	New qualifying place	01/01/2012
Crete city	11370	151	Saline	Crete city	11370	151	Area gain	01/01/2010
David City city	12315	023	Butler	Balance of Butler County	98023	023	New qualifying place	01/01/2012
Fairbury city	16410	095	Jefferson	Balance of Jefferson County	98095	095	New qualifying place	01/01/2012
Falls City city	16655	147	Richardson	Balance of Richardson County	98147	147	New qualifying place	01/01/2012
Gothenburg city	19385	047	Dawson	Balance of Dawson County	98047	047	New qualifying place	01/01/2012
Grand Island city	19595	079	Hall	Grand Island city	19595	079	Area gain	01/01/2010
Gretna city	20260	153	Sarpy	Gretna city	20260	153	Area gain/Area loss	01/01/2010
Hastings city	21415	001	Adams	Hastings city	21415	001	Area gain	01/01/2010
Kearney city	25055	019	Buffalo	Kearney city	25055	019	Area gain	01/01/2010
La Vista city	26385	153	Sarpy	La Vista city	26385	153	Area gain	01/01/2010
Lexington city	26910	047	Dawson	Lexington city	26910	047	Area gain	01/01/2010
Lincoln city	28000	109	Lancaster	Lincoln city	28000	109	Area gain	01/01/2010
Minden city	32340	099	Kearney	Balance of Kearney County	98099	099	New qualifying place	01/01/2012
Ogallala city	35980	101	Keith	Balance of Keith County	98101	101	New qualifying place	01/01/2012
Omaha city	37000	055	Douglas	Omaha city	37000	055	Area gain/Includes all or part of a merged or deleted 2007 entity	01/01/2010
O'Neill city	37105	089	Holt	Balance of Holt County	98089	089	New qualifying place	01/01/2012
Papillion city	38295	153	Sarpy	Papillion city	38295	153	Area gain	01/01/2010
Schuyler city	44035	037	Colfax	Schuyler city	44035	037	Area gain	01/01/2010
Seward city	44420	159	Seward	Seward city	44420	159	Area gain	01/01/2010
Valentine city	49950	031	Cherry	Balance of Cherry County	98031	031	New qualifying place	01/01/2012
Wahoo city	50965	155	Saunders	Balance of Saunders County	98155	155	New qualifying place	01/01/2012
Waverly city	51770	109	Lancaster	Balance of Lancaster County	98109	109	New qualifying place	01/01/2012
West Point city	52575	039	Cuming	Balance of Cuming County	98039	039	New qualifying place	01/01/2012
Balance of Adams County	98001	001	Adams	Balance of Adams County	98001	001	Area loss	01/01/2010
Antelope County	98003	003	Antelope	Balance of Antelope County	98003	003	Name change	01/01/2012
Arthur County	98005	005	Arthur	Balance of Arthur County	98005	005	Name change	01/01/2012
Banner County	98007	007	Banner	Balance of Banner County	98007	007	Name change	01/01/2012
Blaine County	98009	009	Blaine	Balance of Blaine County	98009	009	Name change	01/01/2012

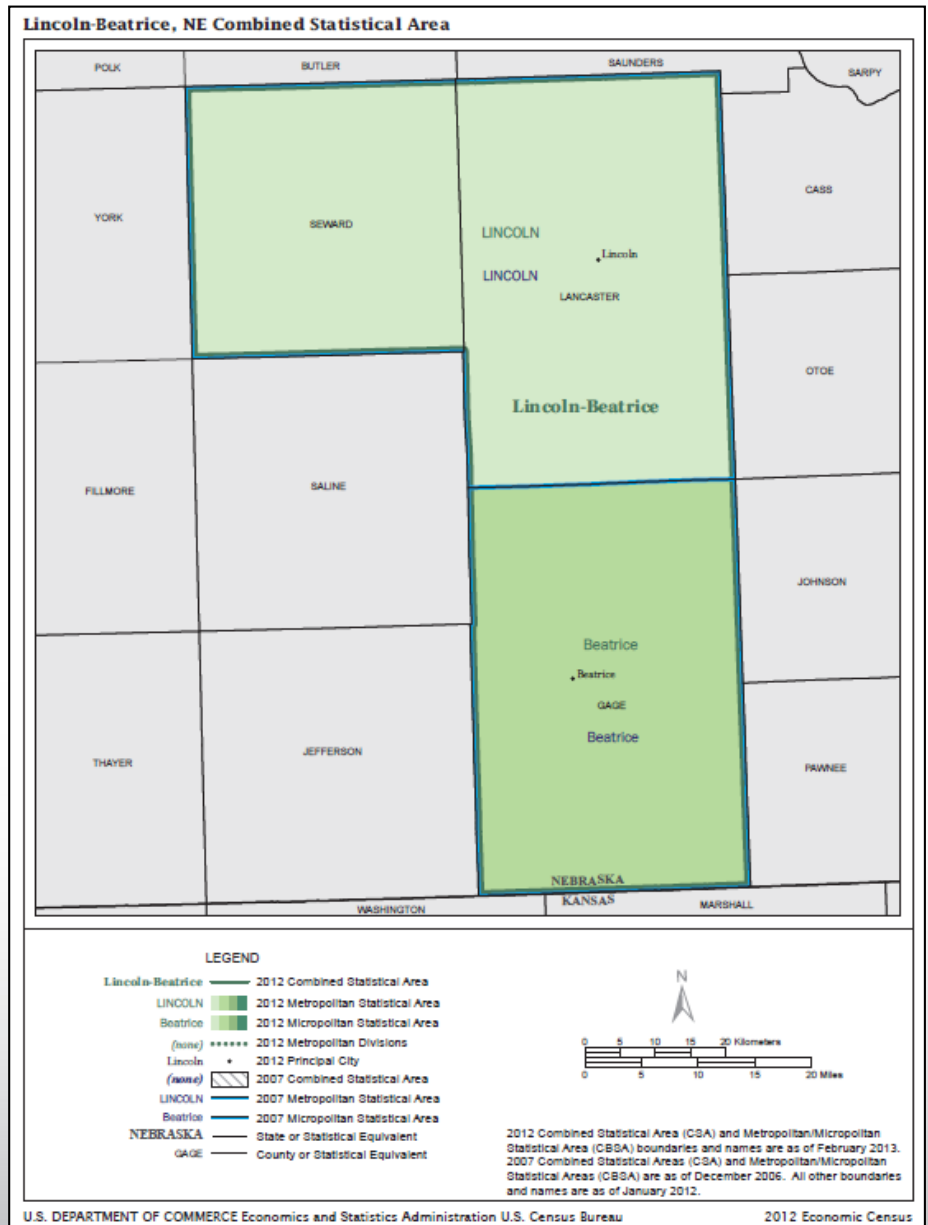
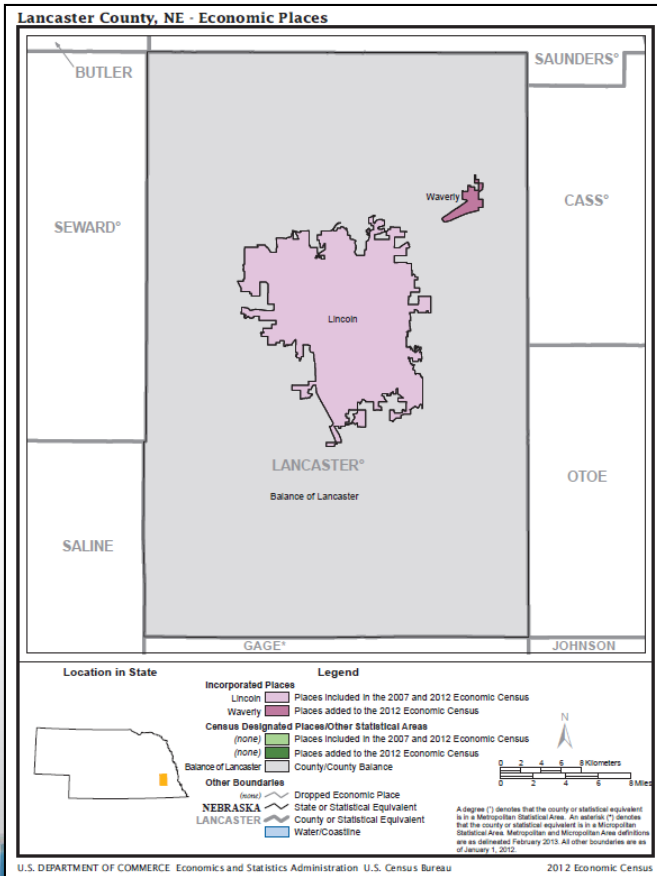
- Adds / Drops
- Boundary Changes
- New Incorporations / Unincorporations

Metros

- CSAs
 - 1 New (Lincoln)
 - 1 Changed (Sioux City)
 - 1 Unchanged
- Non-CSA Metros and Micros
 - 3 Changed (Grand Island, Hastings, and Scottsbluff)
 - 5 Unchanged

2012 vs. 2007 Nebraska Metro Areas and Their County Components					
TITLE	Notes	CSA code	MSA code	MD code	ST code COUNTY code
Combined Statistical Areas and Their Component Metro and Micro Areas and Counties					
Lincoln-Beatrice, NE CSA		New Combined Statistical Area, comprised of a 2007 Metro Area and a 2007 Micro Area			
Beatrice, NE Micro Area		339	00000	99999	31
Gage County	Not In a CSA In 2007	339	13100	99999	31 067
Lincoln, NE Metro Area		339	30700	99999	31
Lancaster County	Not In a CSA In 2007	339	30700	99999	31 109
Seward County	Not In a CSA In 2007	339	30700	99999	31 159
Omaha-Council Bluffs-Fremont, NE-IA CSA		No changes for 2012 to 2007 Combined Statistical Area, component Metro and Micro Areas, or counties			
Fremont, NE Micro Area		420	00000	99999	00
Dodge County		420	23340	99999	31 053
Omaha-Council Bluffs, NE-IA Metro Area		420	36540	99999	00
Harrison County, IA		420	36540	99999	19 085
Mills County, IA		420	36540	99999	19 129
Pottawattamie County, IA		420	36540	99999	19 155
Cass County, NE		420	36540	99999	31 025
Douglas County, NE		420	36540	99999	31 055
Sarpy County, NE		420	36540	99999	31 153
Saunders County, NE		420	36540	99999	31 155
Washington County, NE		420	36540	99999	31 177
Sioux City-Vermillion, IA-SD-NE CSA		2007 Combined Statistical Area, with a non-metro county added			
Sioux City, IA-NE-SD Metro Area		512	43580	99999	00
Plymouth County, IA	Non-metro In 2007	512	43580	99999	19 149
Woodbury County, IA		512	43580	99999	19 193
Dakota County, NE		512	43580	99999	31 043
Dixon County, NE		512	43580	99999	31 051
Union County, SD		512	43580	99999	46 127
Vermillion, SD Micro Area		512	46820	99999	46
Clay County		512	46820	99999	46 027
Metro and Micro Areas (that are not part of a Combined Statistical Areas) and Their Component Counties					
Columbus, NE Micro Area		No changes for 2012 to 2007 Micro Area			
Platte County		999	18100	99999	31 141
Grand Island, NE Metro Area		2007 Metropolitan Statistical Area, with a non-metro county added			
Hall County		999	24260	99999	31 079
Hamilton County	Non-metro In 2007	999	24260	99999	31 081
Howard County		999	24260	99999	31 093
Merrick County		999	24260	99999	31 121
Hastings, NE Micro Area		2007 Micropolitan Statistical Area, with a county dropped (now non-metro)			
Adams County		999	25580	99999	31 001
Clay County	Included in 2007 MSA but non-metro for 2012	999	99999	99999	31 035
Kearney, NE Micro Area		No changes for 2012 to 2007 Micro Area			
Buffalo County		999	28260	99999	31 019
Kearney County		999	28260	99999	31 099
Lexington, NE Micro Area		No changes for 2012 to 2007 Micro Area			
Dawson County		999	30420	99999	31 047
Gosper County		999	30420	99999	31 073
Norfolk, NE Micro Area		No changes for 2012 to 2007 Micro Area			
Madison County		999	35740	99999	31 119
Pierce County		999	35740	99999	31 139
Stanton County		999	35740	99999	31 167
North Platte, NE Micro Area		No changes for 2012 to 2007 Micro Area			
Lincoln County		999	35820	99999	31 111
Logan County		999	35820	99999	31 113
McPherson County		999	35820	99999	31 117
Scottsbluff, NE Micro Area		2007 Micropolitan Statistical Area, with a non-metro county added			
Banner County		999	42420	99999	31 007
Scotts Bluff County		999	42420	99999	31 157
Sioux County	Non-metro In 2007	999	42420	99999	31 165

Reference Maps



More Sectors

2012 Economic Census Geographic Coverage

Economic Census Sector	States	Metro Areas	Coun- ties	Places	ZIPs
21: Mining	X				
22: Utilities	X	X	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	X	X	
51: Information	X	X	X	X	
52: Finance and Insurance	X	X	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

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

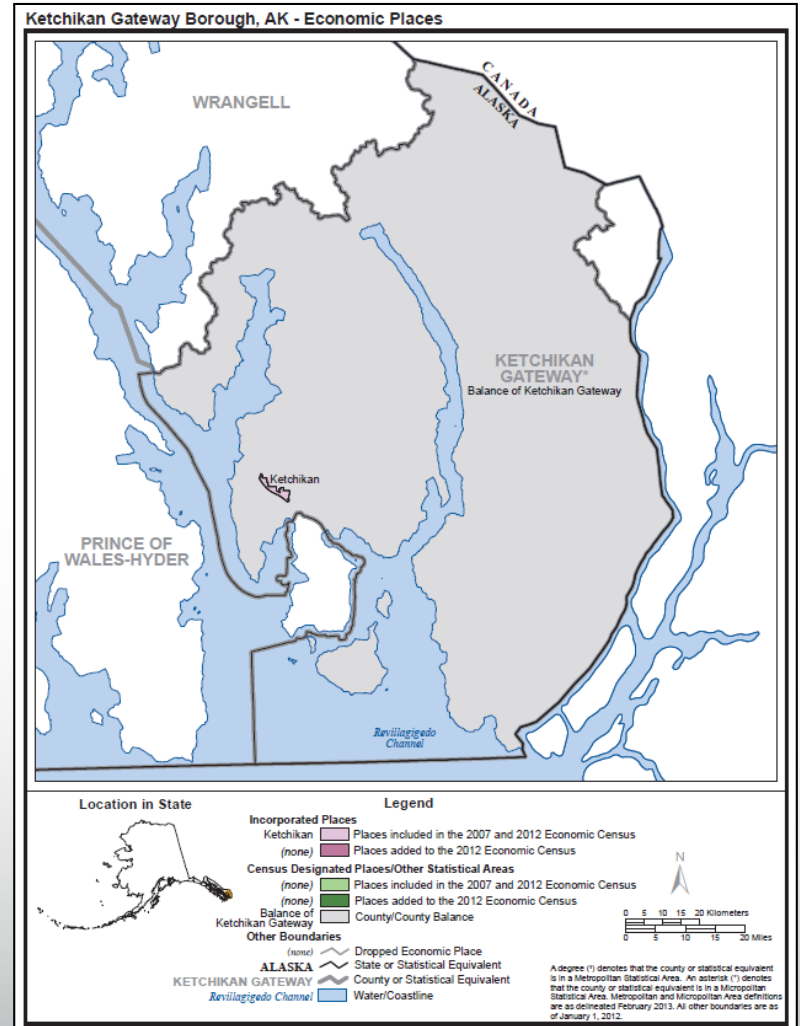
Geography Filter Options

- Geographic Type
- Summary Level
- Within State
- Geographic Component

Include in results:

- All geographies
- Individual geographies
- Groups of geographies

Show Geographic Components (e.g., urban, rural)



2012 EC Geo Reference info

Help Center Page

In this section:

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- [Metropolitan and micropolitan Areas](#)
- [Offshore Areas](#)
- [Places](#)
- [Puerto Rico Planning Regions](#)
- [Regions and Divisions](#)
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The 2012 Economic Census provides a comprehensive view of the American economy for the first time since the 2007 Census. While the economic census occurs every five years, there is a multitude of other programs that provide limited economic data on a monthly, quarterly, annual, and five year basis. To help you arrive at the data you need we have created the following user guide:

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Understanding Industry Classification Systems



Learn how we classify businesses and economic output.

What Data Tools are Available



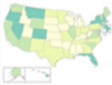
Learn about the different tools available.

Methodology and Disclosure Help Center

State	Annual output (\$1,000)	Per quarter output (\$1,000)
	0	0
	0	0

Learn how we collect data and protect the identity of our respondents.

Understanding Geography



Learn about geography and view a variety of reference maps. [Go here](#) find data by geography.

Understanding Economic Data

Annual output (\$1,000)	Number of paid employees the one period includes March '12
45,887,473	738,431
51,851,818	837,241

Learn the who, what, when, why, and how of economic data.

Summary

- Census economic data can help you and your customers understand the local economy
- The **2012 Economic Census** provides a wealth of data for you and your users
 - Just a sip of data has been **released so far**
 - Lots more **coming**
- Our new **business.census.gov** site has a lot of useful materials for you and your users

Questions



Contact me at:

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(301)763-6747

Thank You