

ECONOMIC



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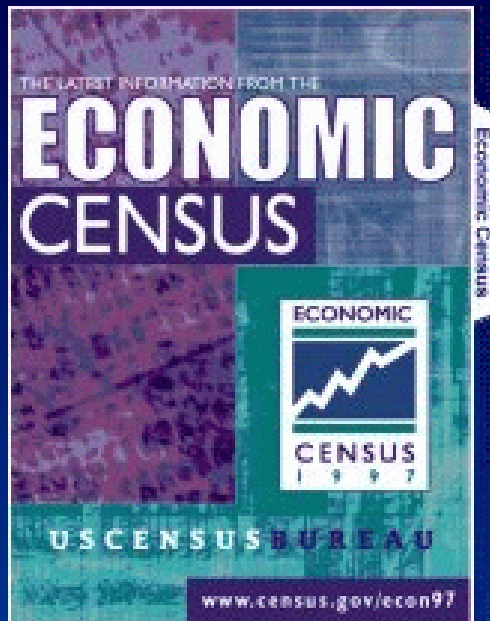
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# What Users Need to Know

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- P Highlights and uses**
- P How the data are classified**
- P How the data are published**
- P Working with the data**

# Information Kit



P State “profile”

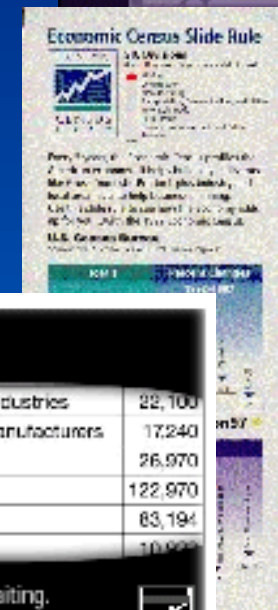
P Information folder

< NAICS brochure

< Preview

< “Slide Rule”

< Public-Service Ads



**HUNGRY FOR BUSINESS DATA?**

Food and Sound Recording Industries	22,100
Computer and Electronic Equipment Manufacturers	17,240
Food Manufacturing	26,970
Motor Vehicle and Parts Dealers	122,970
Retail and Personal Care Stores	63,194
Wholesale Trade	10,929

Your **TABLE** is waiting.  
[www.census.gov/econ97](http://www.census.gov/econ97)  
U.S. Census Bureau • U.S. Department of Commerce

# 1992 Economic Census

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## Eight Separate Programs

P Mineral Industries

P Construction Industries

P Manufactures

P Wholesale Trade

P Retail Trade

P Transportation, Communications, Utilities

P Finance, Insurance, Real Estate

P Service Industries



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# Census vs Surveys

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## Census

- P Every 5 years
- P Industry/product detail
- P Detailed geography

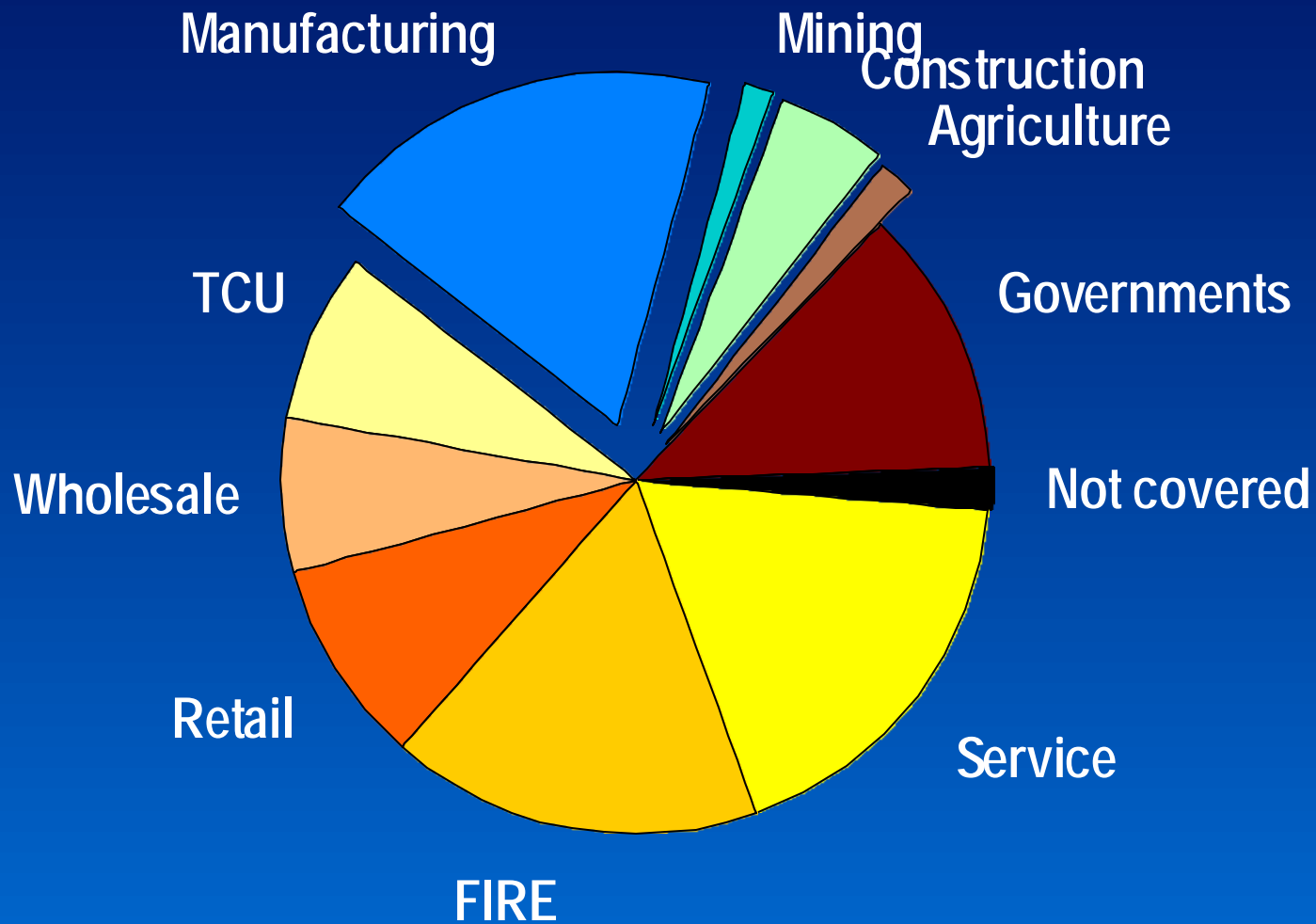
## Surveys

- P Annual, quarterly, monthly
- P Limited detail
- P Mostly national

# Goods- vs Service-Producing

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## Sector contribution to GDP

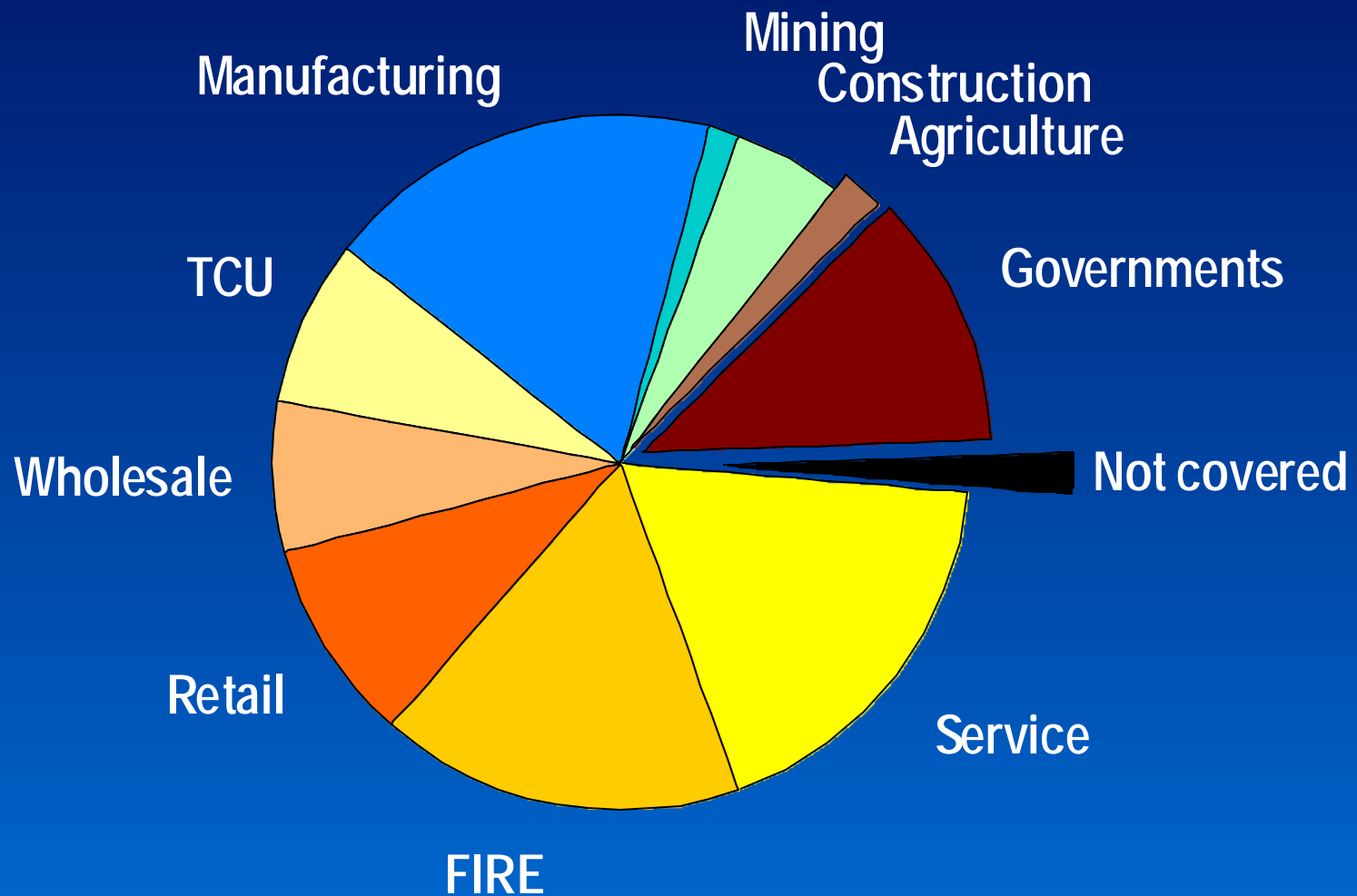




# Economic Census Coverage

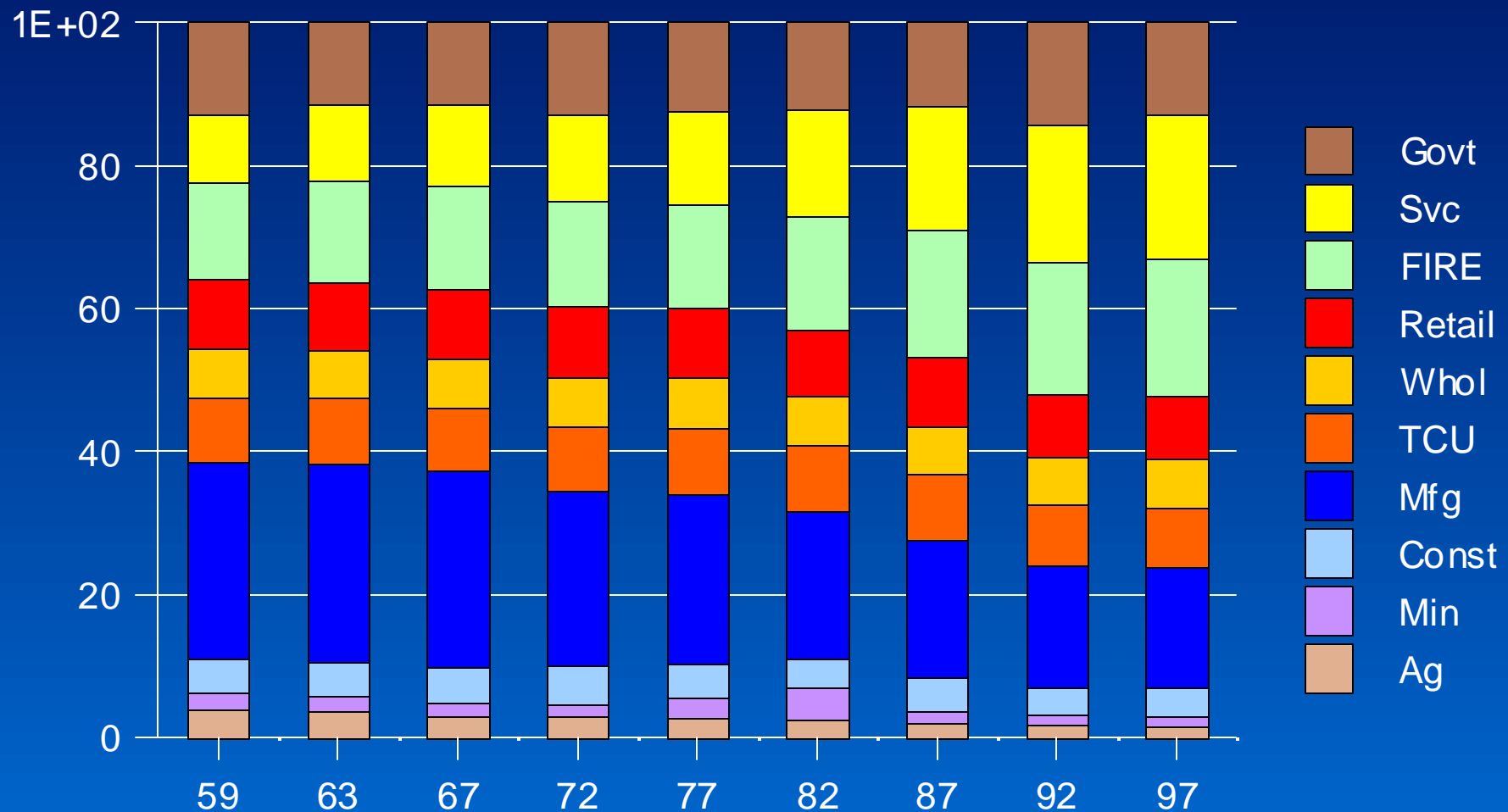
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## Sector contribution to GDP



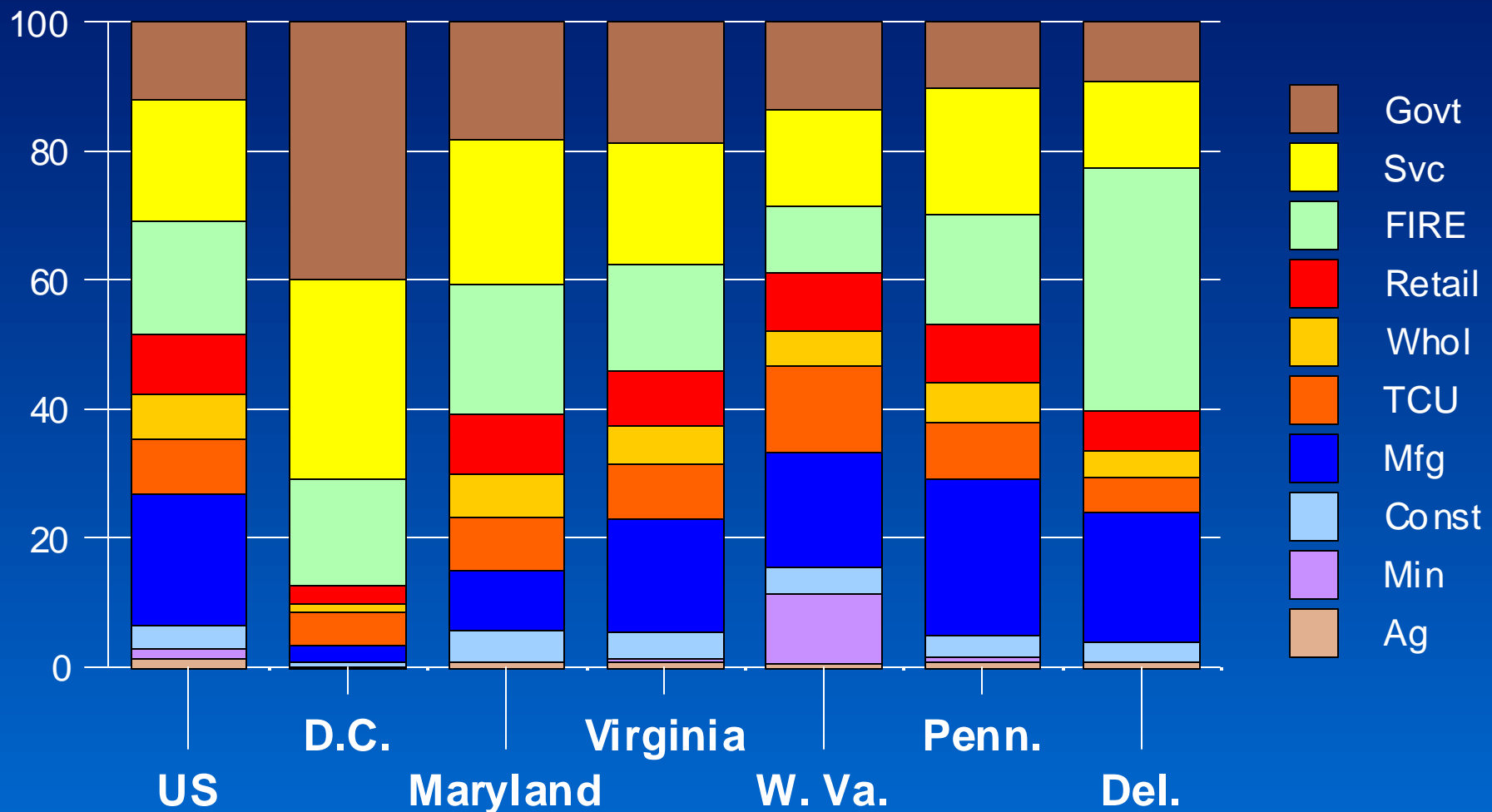
# Gross Domestic Product, 59-97

## Percent of total by sector



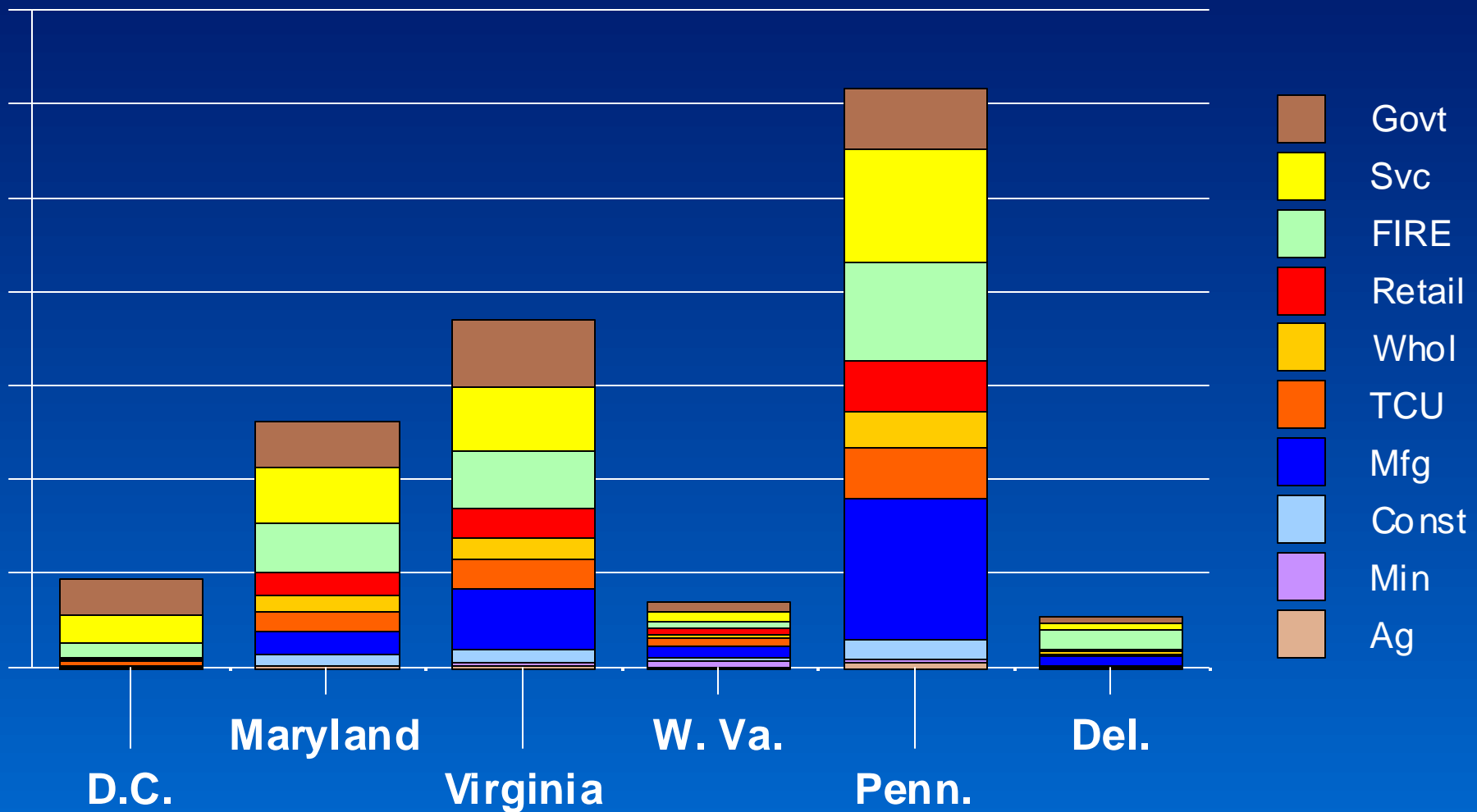
# Gross State Product, 1996

Percent of total by sector, selected states



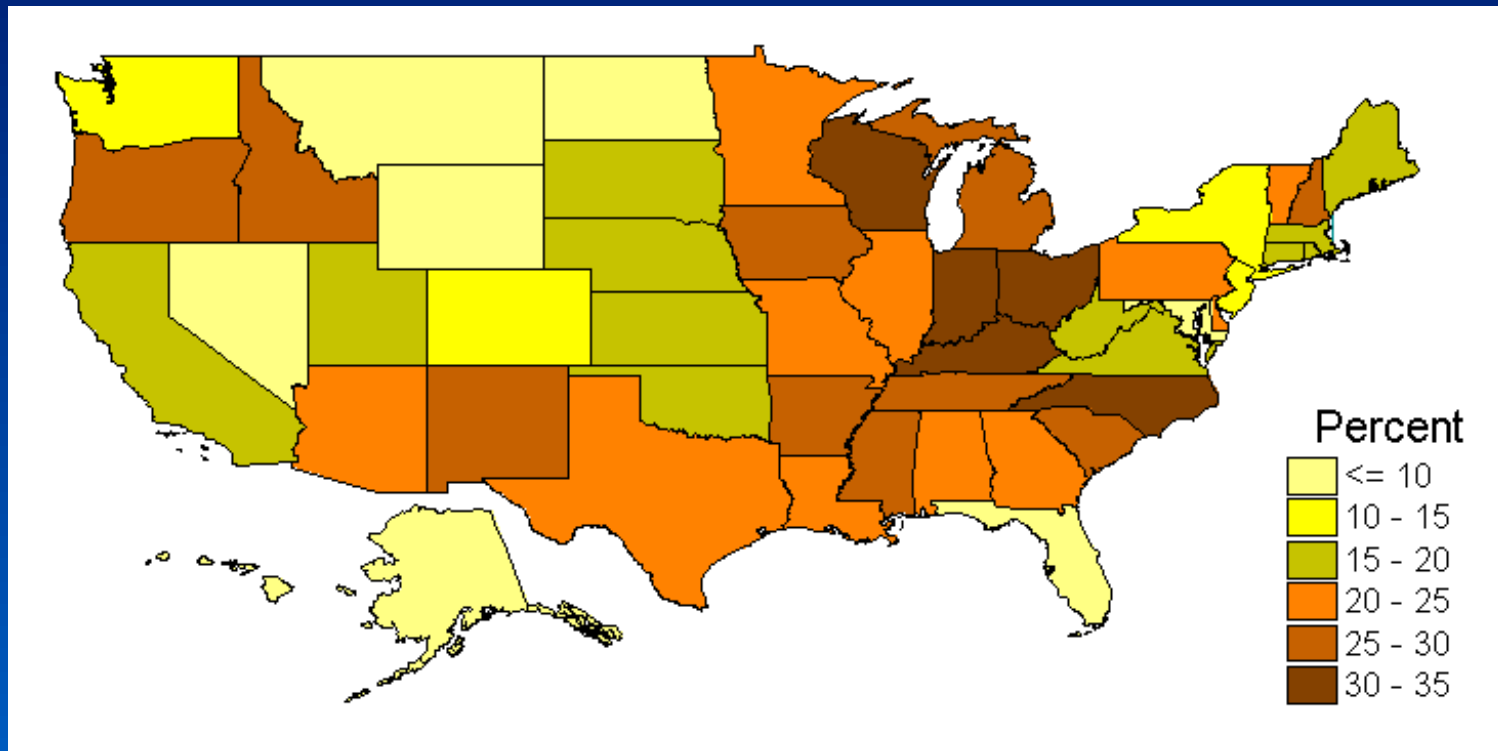
# Gross State Product, 1996

Percent of total by sector, selected states

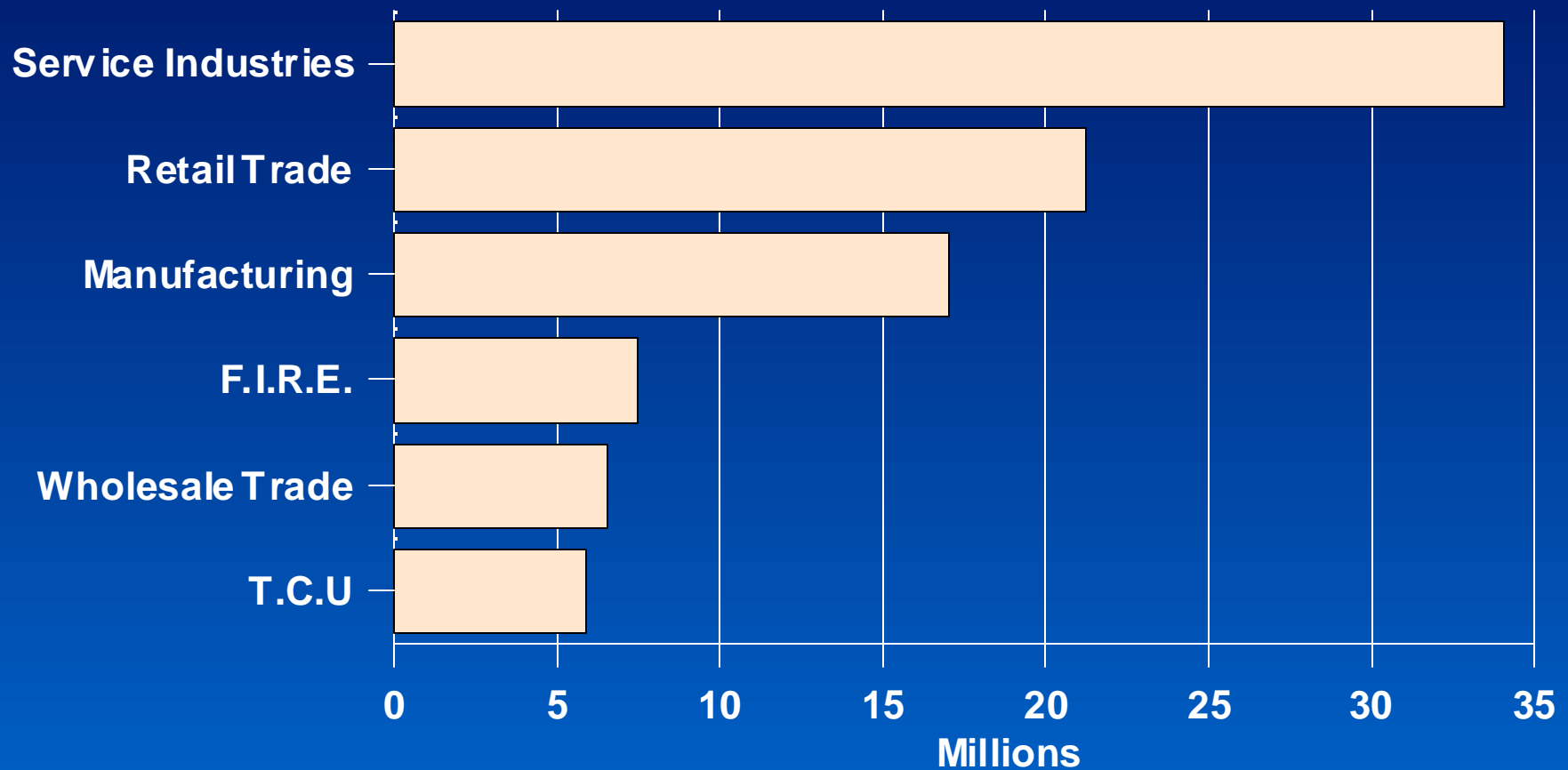


# Gross State Product, 1996

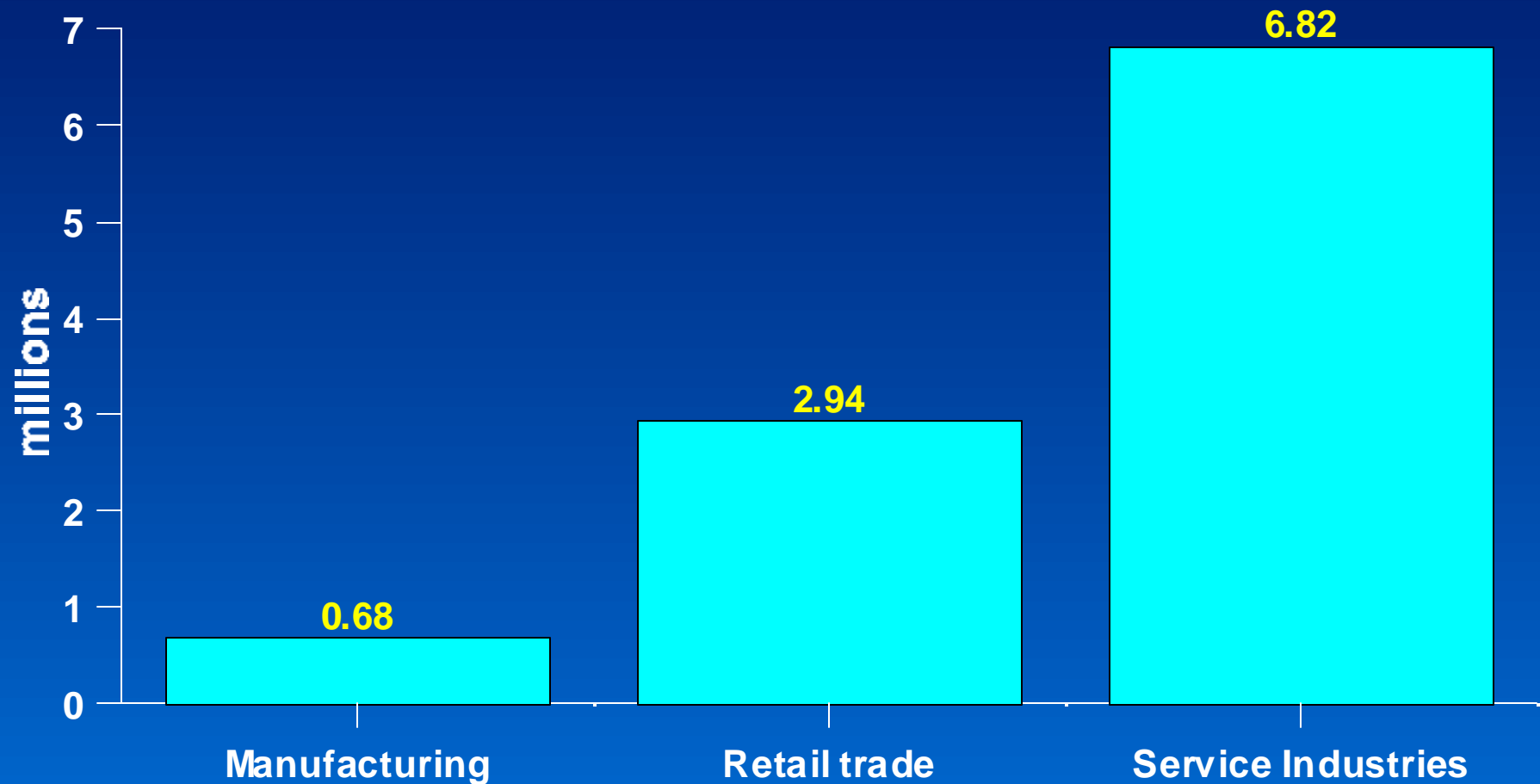
Manufacturing as a percent of total GSP



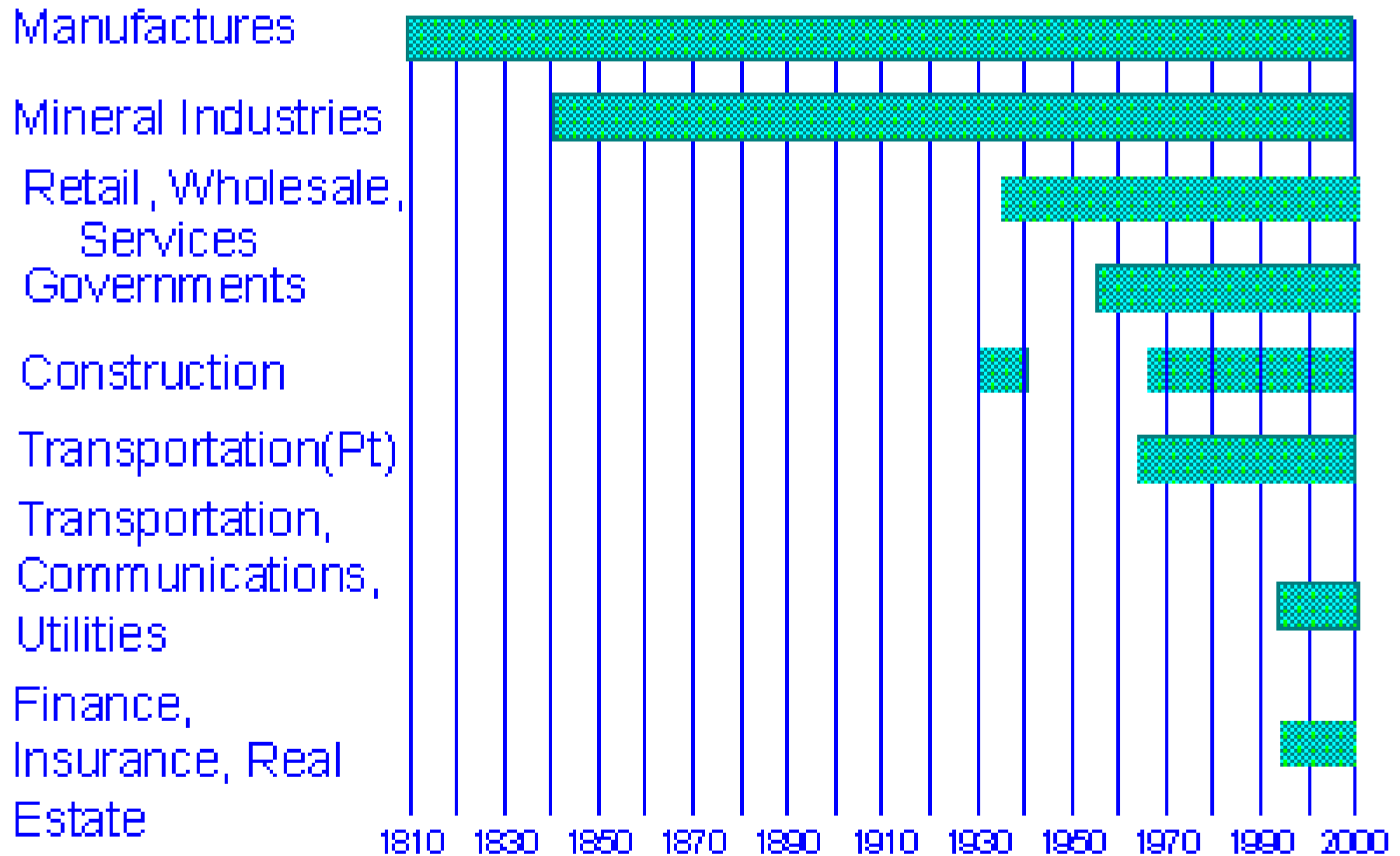
# Top SIC Divisions by Employment: United States, 1997



# Job gains in selected SIC Divisions: United States, 1992-1997



# Increasing Census Coverage



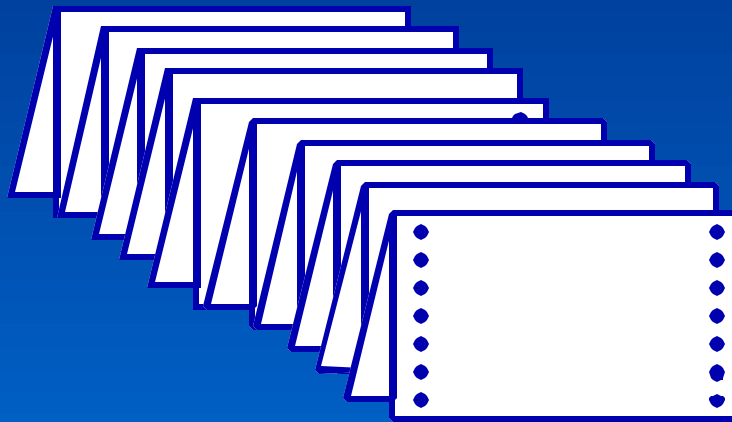
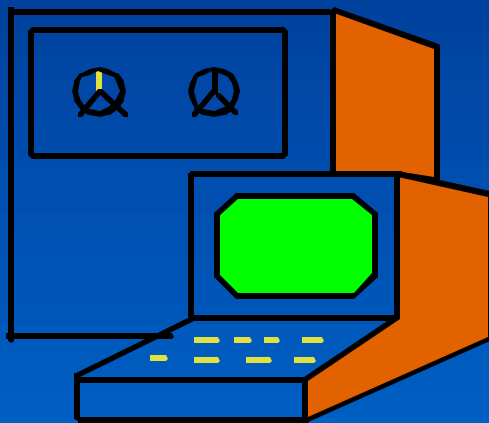


# Data Collection

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Direct collection  
97% of output

Administrative records  
3 out of 4 businesses



# Uses of Census Data

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“The economic census is indispensable to understanding the American economy.”

# Uses of Census Data

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## Public Sector

- P Benchmarking
- P Tracking economic change
- P Attracting new businesses
- P Assisting business development



# Uses of Census Data

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## Private Sector

Study your industry

Market share  
Product trends  
Strategic planning

Study business markets

Site locations  
Sales territories  
Forecasting sales

Evaluate investments

Estimate market size  
Data for loan  
applications

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