What Users Need to Know

- Highlights and uses
- How the data are classified
- How the data are published
- Working with the data
Information Kit

State “profile”
Information folder
- NAICS brochure
- Preview
- “Slide Rule”
- Public-Service Ads
1992 Economic Census

Eight Separate Programs

- Mineral Industries
- Construction Industries
- Manufactures
- Wholesale Trade
- Retail Trade
- Transportation, Communications, Utilities
- Finance, Insurance, Real Estate
- Service Industries
## Census vs Surveys

<table>
<thead>
<tr>
<th>Census</th>
<th>Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Every 5 years</strong></td>
<td><strong>Annual, quarterly, monthly</strong></td>
</tr>
<tr>
<td><strong>Industry/product detail</strong></td>
<td><strong>Limited detail</strong></td>
</tr>
<tr>
<td><strong>Detailed geography</strong></td>
<td><strong>Mostly national</strong></td>
</tr>
</tbody>
</table>
Goods- vs Service-Producing Sector contribution to GDP

Manufacturing

Mining

Construction

Agriculture

Governments

TCU

Wholesale

Retail

FIRE

Service

Not covered
Economic Census Coverage

Sector contribution to GDP

- Manufacturing
- TCU
- Wholesale
- Retail
- FIRE
- Mining
- Construction
- Agriculture
- Governments
- Service
- Not covered

Not covered sectors:
- Governments
- Agriculture
- Not covered
Top SIC Divisions by Employment: United States, 1997

- Service Industries: 35 million
- Retail Trade: 21 million
- Manufacturing: 16 million
- F.I.R.E.: 7 million
- Wholesale Trade: 6 million
- T.C.U.: 4 million

Bar chart showing employment numbers for different industries.

- Manufacturing: 0.68 million
- Retail trade: 2.94 million
- Service Industries: 6.82 million
Increasing Census Coverage

Manufactures
Mineral Industries
Retail, Wholesale, Services, Governments
Construction
Transportation (Pt)
Transportation, Communications, Utilities
Finance, Insurance, Real Estate
Data Collection

Direct collection
97% of output

Administrative records
3 out of 4 businesses
Uses of Census Data

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

Ira Schwarz / Reuters
Uses of Census Data

Public Sector

- Benchmarking
- Tracking economic change
- Attracting new businesses
- Assisting business development
Uses of Census Data

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