2012 Economic Census Update

2014 KY SDC Annual Affiliate Meeting
August 7, 2014

Andy Hait & Jeremy Melissari
U.S. Census Bureau
Outline

- Census Economic Programs Primer
- Our New business.census.gov Site
  - What’s Been Released So Far
  - What’s Coming Up (Industry Series, etc.)
- Other New Offerings
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**
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
The release of detailed industry statistics has been released. Find data or learn more about the Industry Series.

Economic statistics from the Census Bureau can help your industry, community, and business. The data you provide improves our statistics.

- Find the data you need
- Information for your organization
- Responding to the Economic Census

Fun Facts

Just released from the 2012 Economic Census

Wholesale Trade reported the highest sales of all sectors in 2012 (nearly $7.2 trillion) as well as the highest increase in sales from 2007 (up $673.1 billion)
Release Schedule

2012 Economic Census Release Schedule

Upcoming releases

The following publications are projected to be released in the next 30 days. This list is updated on a biweekly basis.

Publications projected to be released in the next 30 days:

- Manufacturing: Industry Series, 2012: Bond Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Minivaluehouses and Self-Storage Units
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)
- Transportation and Warehousing: Industry Series, 2012: Scenic and Sightseeing Transportation
- Transportation and Warehousing: Industry Series, 2012: Transit and Ground Passenger Transportation

Return to the Release Schedule
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."
Industry Series

- Started in May 2014
- National-level data only, but...
- More detailed NAICS
- Products data
- NAICS Changes...

![Pie chart showing detailed Beauty Salon product line receipts](image)

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

- Hair cuts: $8,350 (57%)
- Hair coloring & tinting: $3,723 (25%)
- Hair styling: $1,460 (10%)
- Other: $572 (4%)
- Perms: $642 (4%)
- Rental of non-residential space: $403
- Hair removal services: $313
- Resale of merchandise: $240
- Skin care services: $1,100
- Massage services: $956
- Nail care services: $642
- Hair care services: $3,030
- Receipts for all other services: $14,747

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

- Total receipts: $14,747
- Hair care services: $3,030
- Resale of merchandise: $240
- Skin care services: $1,100
- Nail care services: $642
- Massage services: $642
- Hair removal services: $313
- Rental of non-residential space: $403
- Hair coloring & tinting: $3,723
- Hair styling: $1,460
- Other: $572
- Total: $4,030

[^1]: United States Census Bureau, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov
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)
  - In 2011: CA - 106, TX - 53, MN - 50... KY - 2
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
What’s New Page

Economic Census
business.census.gov

Main  About  What’s New  Finding Data  Uses of Census Data  Organizations  American FactFinder  Help Center  Contact Us

New for 2012

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.

In this section:
- Geographic Updates
- History of the Economic Census: In Business Since 1810
- How Content of the Economic Census is Determined
- Industry Classification Updates
- Enterprise Statistics
- New for 2012
- Product Classification Updates
- Reporting Changes
- Forms
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
Finding Data Page

A new home for the ISP

... and the Snapshots
Industry Statistics Portal

Industry Statistics Portal (ISP) (www.census.gov/econ/isp/)

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997
# Release Schedule

**Economic Census**  
[business.census.gov](http://business.census.gov)

**In this section:**  
- What's been released  
- Schedule by quarter  
- Upcoming releases

## 2012 Economic Census Data Release Schedule

<table>
<thead>
<tr>
<th>Economic Census of the United States</th>
<th>2014</th>
<th></th>
<th>2016</th>
<th>2018</th>
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<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
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<tr>
<td>Multi-Sector</td>
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<td>Construction</td>
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<tr>
<td>Manufacturing</td>
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<td>Wholesale Trade</td>
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<td>Retail Trade</td>
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<tr>
<td>Services</td>
<td></td>
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</table>

**Geographic Area Series**
Geographic Area Series

- Scheduled to start in February 2015
- National-, state- county-, metro area-, and place-level data
- Full NAICS detail
- LOTS of Changes Coming...
New Places

- 2007 EC cutoff: 5,000+ pop or jobs
- 2012 EC cutoff: 2,500+ pop or jobs
- Results in nearly 5,000 new places published for 2012
  - 64 in KY (270 total)

### 2012 Economic Census

#### Economic Place Changes from 2007 to 2012 for: Kentucky

<table>
<thead>
<tr>
<th>COUNTY Code</th>
<th>TITLE</th>
<th>PLACE Code</th>
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<td></td>
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<td>Williamsburg city</td>
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<td>Estill County</td>
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<td>071</td>
<td>Floyd County</td>
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<td>Prestonsburg city</td>
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<table>
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<tr>
<th>COUNTY Code</th>
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<th>PLACE Code</th>
<th>TITLE</th>
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<td>Jefferson County</td>
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<td>Hurtlebourne city</td>
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<td></td>
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<td>Indian Hills city</td>
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<td>Johnson County</td>
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<td>Paintsville city</td>
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<td>Crescent Springs city</td>
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<td>18442</td>
<td>Crestview Hills city</td>
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<td>18586</td>
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<td>13600</td>
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<td>48378</td>
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<td>Barbourville city</td>
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<td>Larue County</td>
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<td>125</td>
<td>Laurel County</td>
<td>17362</td>
<td>Corbin city</td>
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</table>
Place Changes

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

![Place Changes Table]

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United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

20
New Metros

- 2007: metro areas as of Dec. 2006
- 2012: metros after 2010 Decennial
- 156 new or changed metros
  - In KY, 3 new CSAs, 2 changed, 1 unchanged; 3 changed metros, 7 unchanged
# More Sectors

## 2012 Economic Census Geographic Coverage

<table>
<thead>
<tr>
<th>Economic Census Sector</th>
<th>States</th>
<th>Metro Areas</th>
<th>Counties</th>
<th>Places</th>
<th>ZIPs</th>
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<tbody>
<tr>
<td>21: Mining</td>
<td>X</td>
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<td>22: Utilities</td>
<td>X</td>
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<td>23: Construction</td>
<td>X</td>
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<td>31-33: Manufacturing</td>
<td>X</td>
<td>X</td>
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<td>42: Wholesale Trade</td>
<td>X</td>
<td>X</td>
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<tr>
<td>44-45: Retail Trade</td>
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<td>48-49: Transportation and Warehousing</td>
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<td>X</td>
<td>X</td>
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<td>51: Information</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>52: Finance and Insurance</td>
<td>X</td>
<td>X</td>
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<td>53: Real Estate and Rental and Leasing</td>
<td>X</td>
<td>X</td>
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<td>54: Professional, Scientific, and Technical Services</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>55: Management of Companies and Enterprise</td>
<td>X</td>
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<tr>
<td>56: Admin. and Support and Waste Management and Remediation Services</td>
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<td>61: Educational Services</td>
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<td>62: Health Care and Social Assistance</td>
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<td>72: Accommodation and Food Services</td>
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<td>81: Other Services (Except Public Administration)</td>
<td>X</td>
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<td>X</td>
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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
Reference Maps

[Maps showing economic places and combined statistical area boundaries for Jefferson County, KY, and Louisville/Jefferson County-Elizabethtown-Madison, KY-IN. Maps include legends and scales for reference.]
Help Center Page

In this section:
- Counties
- Geographic Coverage Tables
- Metropolitan and micropolitan Areas
- Offshore Areas
- Places
- Puerto Rico Planning Regions
- Regions and Divisions
- States
- ZIP Codes
- Geography Changes for the 2012 Economic Census

Kentucky
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Note: The following maps were created for the 2012 Economic Census. You can view maps for Kentucky from the 2007 Economic Census [here]. All maps are in Portable Document Format (PDF).

2012 State Map
- Map of Kentucky

2012 County Maps
- Jefferson County, KY

2012 Combined Statistical Area (CSA) Maps
- Louisville/Jefferson County—Elizabethtown—Madison, KY Combined Statistical Area

2012 Metropolitan/Micropolitan Area Maps
- Campbellsville, KY Micropolitan Statistical Area

2012 State Geography Changes
- All boundary and coding changes between 2007 and 2012 [pdf]
- Boundary changes to Metropolitan/Micropolitan Areas between 2007 & 2012 [pdf]
- Boundary changes to Economic Places between 2007 & 2012 [pdf]
Help Center Page (cont.)

Comprehensive descriptions
Finding Data Page (cont.)

The B&I page updated

Finding Economic Data By Geography

The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy. The Economic Data 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 Classifications portal
  - OR
  - View an Industry Snapshot
    Want to learn more? Visit the Industry Classifications Help Center.

- Find Economic Data by Geography
  - View Snapshots of selected geographies
    Want to learn more? Visit the Geographic 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.
Help us identify real-life examples...
Organizations Page

Economic statistics from the Census Bureau can help your organization and its members.

Resources for your Organization

- General Information
- How to use economic data
- Find economic data for your industry
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.

Media

- Press Information Office
- Economic Census Press Releases
- Find economic data
- Get help with American FactFinder

To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.

Reference Materials

- Fact Sheets
- Online Ads & Links to Us
- Print Materials
- Respondents Landing Page
- Sample Articles
- Story Ideas
- Taking Points
- Videos:
  - How To Videos, Informational Videos, Industry Videos, NABE
- Who gets a form
Other Economic Data Tools

- **QuickFacts**
  - Data from CBP, Nonemployers, SBO, EC, & Building Permits (and more coming soon)

- **Interactive Map**
  - Data from CBP and Pop Estimates

- **America’s Economy** Mobile App
  - Data from the Economic Indicators

- **Open for Business** tool coming soon...
Summary

- Our new business.census.gov site has a lot of useful materials for you and your users
  - Just a trickle of data has been released so far
  - Lots more coming... (Industry Series, etc.)
- Stay tuned for other new offerings
- Visit business.census.gov and promote use of Census demo & econ data
Questions
Any other Questions:

Andrew.W.Hait@census.gov
(301)763-6747

Thank You!