

2012 Economic Census Update

2014 NJ SDC Annual Network Meeting
June 18, 2014

Andy Hait
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

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

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



Business.Census.Gov

The screenshot displays the Business.Census.Gov website interface. At the top, the United States Census Bureau logo is on the left, and navigation links for 'U.S. Department of Commerce', 'Blogs', 'Index A-Z', 'Glossary', and 'FAQs' are on the right. A search bar is positioned below these links. A primary navigation bar contains 'Topics', 'Geography', 'Library', 'Data', 'About the Bureau', and 'Newsroom', each with a sub-menu. The 'Topics' sub-menu is circled in red and lists 'Population, Economy'. Below this is a featured article titled 'Mining, Quarrying, Oil and Gas Extraction Booming' with a background image of oil pumps. The main content area is divided into two columns. The left column includes a 'Population Clock' showing U.S. and World population counts, a 'Latest News' section with two articles, and a 'Quick Facts' section. The right column features a secondary navigation bar with 'Topics', 'Geography', 'Library', 'Data', and 'About the Bureau'. Below this is a 'Population' menu with 'Economy' circled in red, and an 'Economy' section with a list of sub-topics including 'Classification Codes (i.e., NAICS)', 'Economic Census' (circled in red), 'Economic Indicators', 'Economic Studies', 'Industry Statistics Portal', and 'Other Economic Programs'. An image of hands exchanging money is shown next to the 'Economy' section.

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Economic Census

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New for 2012
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I am looking for statistics on...
[Find the right data >](#)

Information and Promotion
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Resource Center
[Reference and tutorials >](#)

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](#)

Key Dates

March 2014
First statistics available
June 2014 - Feb 2015
Industry Series is released

[Full Schedule >](#)

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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)

[business.census.gov](#)

Release Schedule

Economic Census
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- [Schedule by quarter](#)
- [Upcoming releases](#)

2012 Economic Census Release Schedule

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See the schedule by quarter

See what's been released

See upcoming releases

2012 Economic Census Release Schedule by Program and Series

Upcoming releases

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The following publications are projected to be released in the next 30 days. This list is updated on a biweekly basis. This site was last updated on 05-Jun-14 .

Publications projected to be released in the next 30 days:

- Finance and Insurance: Industry Series, 2012: Monetary Authorities - Central Bank
- Finance and Insurance: Industry Series, 2012: Securities and Commodity Exchanges
- Manufacturing: Industry Series, 2012: Beet Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Cane Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- Manufacturing: Industry Series, 2012: Newsprint Mills
- Manufacturing: Industry Series, 2012: Pulp Mills
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Miniwarehouses 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](#)

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	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

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."

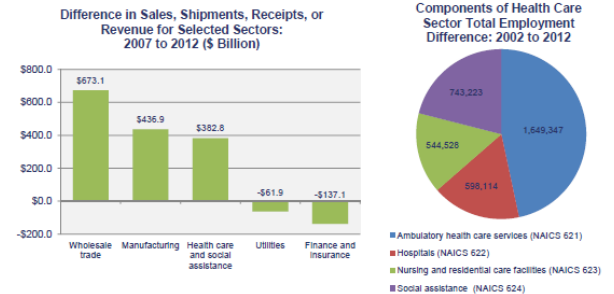


2012 Economic Census: Advance Report Snapshot

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.

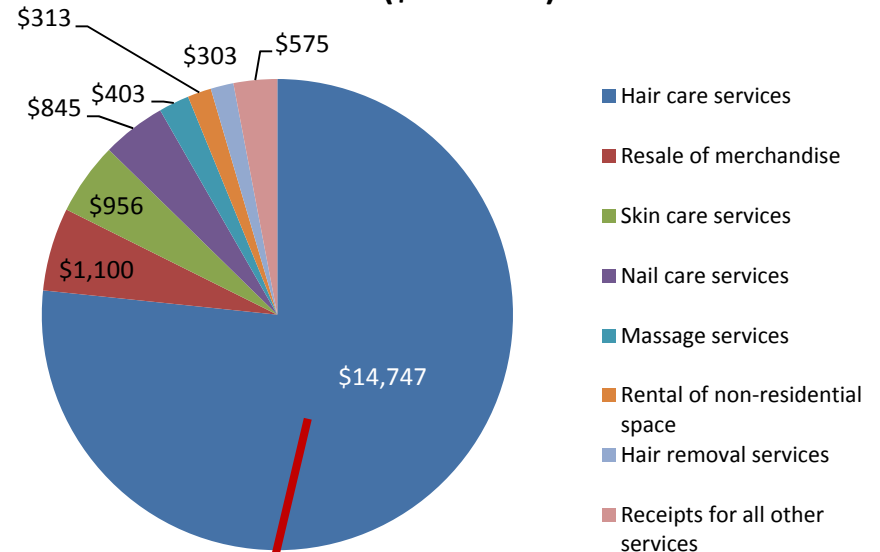
THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS
For more statistics on this industry, visit business.census.gov
Source: 2012, 2007, and 2002 Economic Census; Economy-Wide Key Statistics File



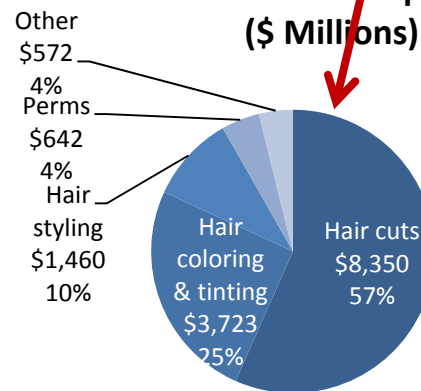
Industry Series

- Started in **May 2014**
- 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)
 - CA: 106, TX: 53, MN: 50... **NJ: 18**



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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- [History of the Economic Census: In Business Since 1810](#)
- [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



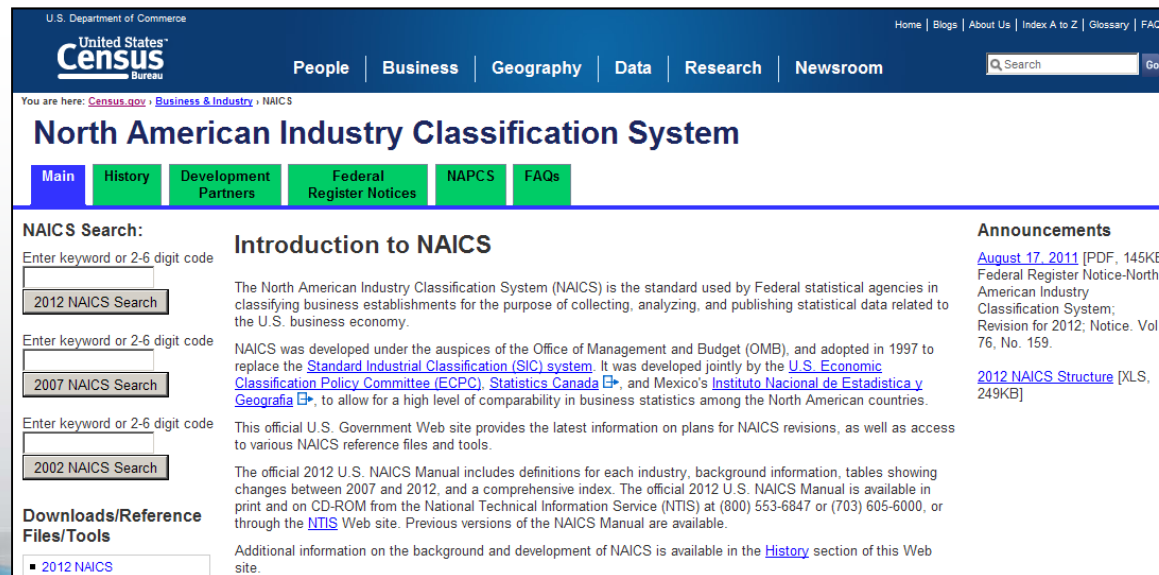
New Enterprise Statistics



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. At the top, there is a navigation bar with the United States Census Bureau logo and links for People, Business, Geography, Data, Research, and Newsroom. Below the navigation bar, the main heading reads "North American Industry Classification System". A secondary navigation bar includes links for Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs. The main content area is divided into three columns. The left column features a "NAICS Search" section with three search boxes for 2012, 2007, and 2002 NAICS codes. The middle column is titled "Introduction to NAICS" and contains a paragraph describing the system, followed by a paragraph about its development and a paragraph about the official 2012 U.S. NAICS Manual. The right column is titled "Announcements" and lists two items: "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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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](#).

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](#).

Economic Census: Industry Snapshots (Beta)

Health Care and Social Assistance (NAICS 81)

Change Geography: United States | **Apply**

2011 Number of establishments (Number of establishments) | **Change Map**



Number of establishments

- 1,000 - 4,999 (2)
- 5,000 - 9,999 (3)
- 10,000 - 19,999 (4)
- 20,000 - 100,000 (5)

View the Industry Statistics Portal

The Industry Snapshots present key statistics for the Economic Census and the most recent long-term Population Estimates. Data from Census Bureau releases may differ in detail from information from the 2012 Economic Census due to population changes. See the Economic Census release schedule and the Snapshot Data for more information.


Data for 2007 and prior years are not shown when the information is not comparable due to NAICS changes. See the Definitions and Comparisons tab in the Industry Statistics Portal for more information.

Data for some industries are only available from the Economic Census for the U.S. and in State. See the Geographic Coverage Limits for more information.

Key Industry Statistics: United States

	1997	2002	2007	2012	% Change
Number of establishments	645,833	734,328	734,828	828,813	28%
Revenue (in \$ billions)	886,254	1,237,200	1,698,271	2,038,137	230%
Annual payroll (\$ billions)	278,228	488,548	688,702	854,284	314%
Total employment	12,881,878	18,582,288	18,782,074	18,887,487	107%
Revenue per establishment (in \$ thousands)	1,370	1,714	2,308	2,468	80%
Revenue per establishment (in \$ millions)	85	85	95	110	11%
Revenue per establishment (in \$ billions)	2.2	2.4	2.8	3.2	12%
Payroll per employee (in \$ thousands)	21,555	26,942	36,485	45,275	94%
Employees per establishment	21.0	21.4	21.4	21.4	48%
Revenue per employee (in \$ thousands)	3,221	4,198	5,214	6,000	85%
Revenue per employee (in \$ millions)	412	428	384	378	-18%

Revenue/Employee: United States



Revenue/Employee per Employee: United States



Source: 1997, 2002, 2007, and 2012 Economic Census and Population Estimates.
 Data are subject to revision. See the Economic Census and Population Estimates for more information.
 For more information about the industry, visit the Industry Statistics Portal.
 The Economic Census is the official, most reliable source of information on the business and industry sectors.
 For more information about the Economic Census, see [Economic Census](#).

Powered by: [TheDataWeb](#)

... 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

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Feedback

Industry Statistics Portal

2012 NAICS: 44111 - New car dealers

GUIDE TO ALL DATA SOURCES

- ECONOMIC DATA IN AFF
- DEFINITION & COMPARABILITY
- 2012 NAICS SEARCH

RELATED INDUSTRIES

- ISP Home
- 44-45 - Retail trade
 - 441 - Motor vehicle and parts dealers
 - 4411 - Automobile dealers
 - 44111 - New car dealers
 - 441110 - New car dealers

SELECTED VISUALIZATIONS

Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
Monthly Retail Trade and Food Services Survey (MRTS)	Monthly	Feb 2014	U.S.	Selected 2 thru 5 digits
Annual Retail Trade Survey (ARTS)	Annual	2011	U.S.	Selected Retail Trade 3- thru 6-digits
County Business Patterns (CBP)	Annual	2011	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Statistics of U.S. Businesses (SUSB)	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Economic Census (ECN)	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Economic Census of Island Areas (IA)	Every 5 years	2007	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

Release Schedule

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Schedule by quarter

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2012 Economic Census Data Release Schedule

	2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Economic Census of the United States												
Multi-Sector												
Mining												
Utilities ^[2]												
Construction												
Manufacturing												
Wholesale Trade												
Retail Trade ^[2]												
Services ^[1]												

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
 - 95** in NJ (496 total)

2012 Economic Census

Economic Place Changes from 2007 to 2012 for: New Jersey

Summary Information:

No. Places in 2007:	408
No. Places Added for 2012:	95
No. Places Dropped for 2012:	7
No. Places in 2012:	496

Added Places

COUNTY Code	TITLE	PLACE Code	TITLE
001	Atlantic County	08680	Buena borough
		20350	Egg Harbor City city
		80330	Weymouth township
003	Bergen County	01090	Alpine borough
		30150	Harrington Park borough
		30540	Haworth borough
		32310	Ho-Ho-Kus borough
		53430	Northvale borough
		64170	Rockleigh borough
		65400	Saddle River borough
005	Burlington County	05740	Beverly city
		06670	Bordentown city
		17080	Delanco township
		45210	Medford Lakes borough
		63660	Riverton borough
		69990	Springfield township
007	Camden County	13420	Clementon borough
		39420	Lawnside borough
		42630	Magnolia borough
		45510	Merchantville borough
		48750	Mount Ephraim borough
		53880	Oaklyn borough
		82450	Woodlynne borough
009	Cape May County	10270	Cape May city
		53490	North Wildwood city
		81200	Wildwood Crest borough
011	Cumberland County	16900	Deerfield township
		33120	Hopewell township
		39450	Lawrence township

COUNTY Code	TITLE	PLACE Code	TITLE
015	Gloucester County	21060	Elk township
		28185	Greenwich township
		49680	National Park borough
		69030	South Harrison township
		71850	Swedesboro borough
		80120	Westville borough
		82180	Woodbury Heights borough
019	Hunterdon County	05650	Bethlehem township
		13720	Clinton town
		17170	Delaware township
		18820	East Amwell township
		24870	Franklin township
		31320	High Bridge borough
		37065	Kingwood township
		38610	Lambertville city
021	Mercer County	78230	West Amwell township
		33150	Hopewell borough
		57600	Pennington borough
023	Middlesex County	63850	Robbinsville township
		15550	Cranbury township
025	Monmouth County	30840	Helmetta borough
		02110	Atlantic Highlands borough
		06970	Bradley Beach borough
		07750	Brielle borough
		31500	Highlands borough
		47130	Monmouth Beach borough
70110	Spring Lake borough		

Place Changes

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

2012 Economic Census - GeoNotes File for New Jersey

(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		
Allamuchy township	00670	041	Warren	Balance of Warren County	98041	041	New qualifying place	01/01/2012
Alloway township	00880	033	Salem	Balance of Salem County	98033	033	New qualifying place	01/01/2012
Alpine borough	01090	003	Bergen	Balance of Bergen County	98003	003	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Atlantic Highlands borough	02110	025	Monmouth	Balance of Monmouth County	98025	025	New qualifying place	01/01/2012
Belvidere town	04990	041	Warren	Balance of Warren County	98041	041	New qualifying place	01/01/2012
Bethlehem township	05850	019	Hunterdon	Balance of Hunterdon County	98019	019	New qualifying place	01/01/2012
Beverly city	05740	005	Burlington	Balance of Burlington County	98005	005	New qualifying place	01/01/2012
Boonton township	06840	027	Morris	Balance of Morris County	98027	027	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Bordentown city	06870	005	Burlington	Balance of Burlington County	98005	005	New qualifying place	01/01/2012
Bradley Beach borough	06970	025	Monmouth	Balance of Monmouth County	98025	025	New qualifying place	01/01/2012
Brielle borough	07750	025	Monmouth	Balance of Monmouth County	98025	025	New qualifying place	01/01/2012
Buena borough	08880	001	Atlantic	Balance of Atlantic County	98001	001	New qualifying place	01/01/2012
Cape May city	10270	009	Cape May	Balance of Cape May County	98009	009	New qualifying place	01/01/2012
Chester borough	12580	027	Morris	Balance of Morris County	98027	027	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Clementon borough	13420	007	Camden	Balance of Camden County	98007	007	New qualifying place	01/01/2012
Clinton town	13720	019	Hunterdon	Balance of Hunterdon County	98019	019	New qualifying place	01/01/2012
Cranbury township	15550	023	Middlesex	Balance of Middlesex County	98023	023	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Deerfield township	16900	011	Cumberland	Balance of Cumberland County	98011	011	New qualifying place	01/01/2012
Delanco township	17080	005	Burlington	Balance of Burlington County	98005	005	New qualifying place	01/01/2012
Delaware township	17170	019	Hunterdon	Balance of Hunterdon County	98019	019	New qualifying place	01/01/2012
East Amwell township	18820	019	Hunterdon	Balance of Hunterdon County	98019	019	New qualifying place	01/01/2012
Egg Harbor City city	20350	001	Atlantic	Balance of Atlantic County	98001	001	New qualifying place	01/01/2012
Elk township	21060	015	Gloucester	Balance of Gloucester County	98015	015	New qualifying place	01/01/2012
Franklin township	24870	019	Hunterdon	Balance of Hunterdon County	98019	019	New qualifying place	01/01/2012
Franklin township	24960	041	Warren	Balance of Warren County	98041	041	New qualifying place	01/01/2012
Fredon township	25140	037	Sussex	Balance of Sussex County	98037	037	New qualifying place	01/01/2012
Garwood borough	25800	039	Union	Balance of Union County	98039	039	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Green township	27420	037	Sussex	Balance of Sussex County	98037	037	New qualifying place	01/01/2012
Greenwich township	28185	015	Gloucester	Balance of Gloucester County	98015	015	New qualifying place	01/01/2012
Hamburg borough	29220	037	Sussex	Balance of Sussex County	98037	037	New qualifying place	01/01/2012
Harding township	29700	027	Morris	Balance of Morris County	98027	027	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012

New Metros

- 2007: metro areas as of Dec. 2006
- 2012: metros after 2010 Decennial
- **156** new or changed metros
 - In NJ, both 2007 CSAs changed

2012 vs. 2007 New Jersey Metro Areas and Their County Components					
TITLE	Notes	CSA code	MSA code	MD code	ST COUNTY code
Combined Statistical Areas and Their Component Metro and Micro Areas and Counties					
New York-Newark, NY-NJ-CT-PA CSA		2007 Combined Statistical Area, with two 2007 Metro Areas added and the Metro Divisions reconfigured			
Allentown-Bethlehem-Easton, PA-NJ Metro Area		408	10900	99999	00
Warren County, NJ	Not in a CSA in 2007	408	10900	99999	34 041
Carbon County, PA	Not in a CSA in 2007	408	10900	99999	42 025
Lehigh County, PA	Not in a CSA in 2007	408	10900	99999	42 077
Northampton County, PA	Not in a CSA in 2007	408	10900	99999	42 095
Bridgeport-Stamford-Norwalk, CT Metro Area		408	14860	99999	09
Fairfield County		408	14860	99999	09 001
East Stroudsburg, PA Metro Area		408	20700	99999	42
Monroe County	Not in a CSA in 2007	408	20700	99999	42 089
Kingston, NY Metro Area		408	28740	99999	36
Ulster County		408	28740	99999	36 111
New Haven-Milford, CT Metro Area		408	35300	99999	09
New Haven County		408	35300	99999	09 009
New York-Newark-Jersey City, NY-NJ-PA Metro Area		408	35620	00000	00
Dutchess County-Putnam County, NY Metro Division		408	35620	20524	36
Dutchess County	In MSA 39100 in 2007	408	35620	20524	36 027
Putnam County	In MD 35644 in 2007	408	35620	20524	36 079
Nassau County-Suffolk County, NY Metro Division		408	35620	35004	36
Nassau County		408	35620	35004	36 059
Suffolk County		408	35620	35004	36 103
Newark, NJ-PA Metro Division		408	35620	35084	00
Essex County, NJ		408	35620	35084	34 013
Hunterdon County, NJ		408	35620	35084	34 019
Morris County, NJ		408	35620	35084	34 027
Somerset County, NJ	In MD 20764 in 2007	408	35620	35084	34 035
Sussex County, NJ		408	35620	35084	34 037
Union County, NJ		408	35620	35084	34 039
Pike County, PA		408	35620	35084	42 103
New York-Jersey City-White Plains, NY-NJ Metro Division		408	35620	35614	00
Bergen County, NJ	In MD 35644 in 2007	408	35620	35614	34 003
Hudson County, NJ	In MD 35644 in 2007	408	35620	35614	34 017
Middlesex County, NJ	In MD 20764 in 2007	408	35620	35614	34 023
Monmouth County, NJ	In MD 20764 in 2007	408	35620	35614	34 025
Ocean County, NJ	In MD 20764 in 2007	408	35620	35614	34 029
Passaic County, NJ	In MD 35644 in 2007	408	35620	35614	34 031
Bronx County, NY	In MD 35644 in 2007	408	35620	35614	36 005
Kings County, NY	In MD 35644 in 2007	408	35620	35614	36 047
New York County, NY	In MD 35644 in 2007	408	35620	35614	36 061
Orange County, NY	In MSA 39100 in 2007 (not in a MD)	408	35620	35614	36 071
Queens County, NY	In MD 35644 in 2007	408	35620	35614	36 081
Richmond County, NY	In MD 35644 in 2007	408	35620	35614	36 085
Rockland County, NY	In MD 35644 in 2007	408	35620	35614	36 087
Westchester County, NY	In MD 35644 in 2007	408	35620	35614	36 119
Torrington, CT Micro Area		408	45860	99999	09
Litchfield County		408	45860	99999	09 005
Trenton, NJ Metro Area		408	45940	99999	34
Mercer County		408	45940	99999	34 021

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

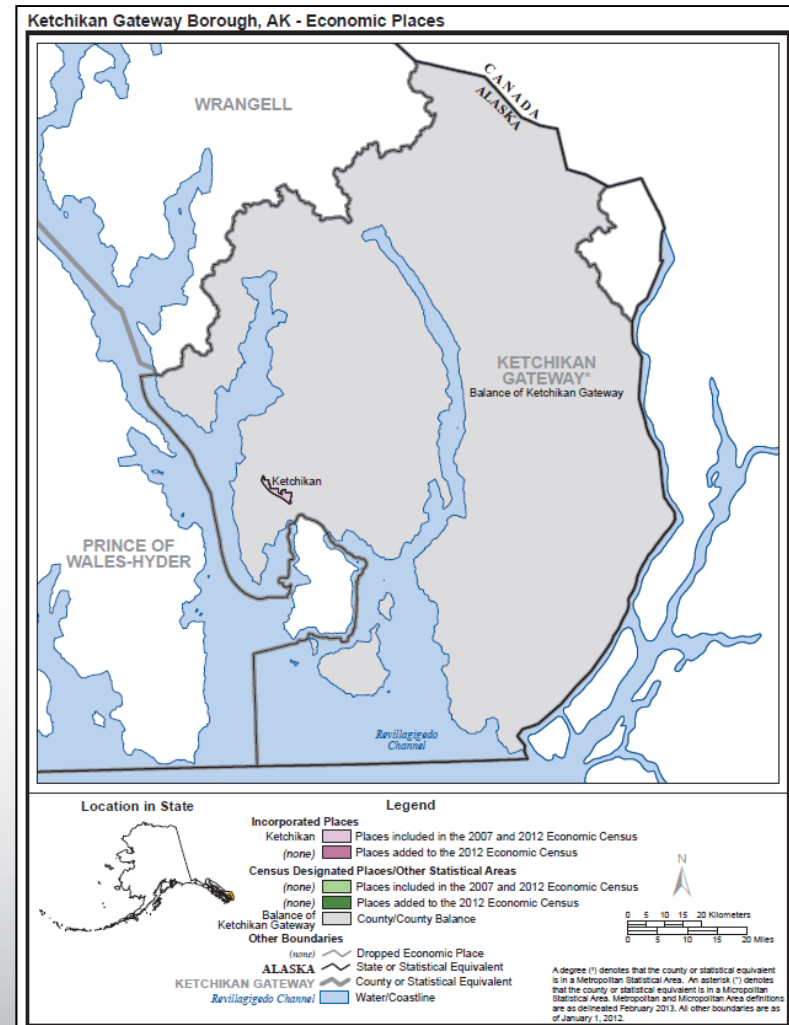
Geography Filter Options

- 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)



Help Center Page

2012 EC Geo Reference info

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](#)

The screenshot shows the 'Help Center' page for the Economic Census. The page has a blue header with navigation links: People, Business, Geography, Data, Research, Newsroom. Below the header is a search bar and a breadcrumb trail: 'You are here: Census.gov > Business & Industry > Economic Census > Help Center'. The main content area is titled 'Help Center' and includes a sub-section 'In this section:' which is empty. Below this are several featured articles:

- The American FactFinder Help Center**: Includes a link to 'AMERICAN FactFinder' and text: 'For directions on using American Factfinder, please click on the graphics link above. To begin searching immediately, please visit our Finding Data landing page.'
- Understanding Industry Classification Systems**: Features the NAICS logo and text: 'Learn how we classify businesses and economic output.'
- Methodology and Disclosure Help Center**: Includes a small table with columns 'Table', 'Annual period', and 'File', and rows for '11,000', '11,000', and '11,000'. Text below: 'Learn how we collect data and protect the identity of our respondents.'
- Understanding Economic Data**: Includes a table with columns 'Annual period', 'Number of past respondents for the period including March 12', and 'File'. Text below: 'Learn the who, what, when, why, and how of economic data.'
- What Data Tools are Available**: Features a map of the United States with various tool icons overlaid. Text below: 'Learn about the different tools available.'
- Understanding Geography**: Features a map of the United States. Text below: 'Learn about geography and view a variety of reference maps. Go here find data by geography.'

Red circles highlight the 'Geography Changes for the 2012 Economic Census' link in the left sidebar, the 'What Data Tools are Available' section, and the 'Understanding Geography' section. A blue arrow points from the 'Go here' link in the 'Understanding Geography' section to the 'Geography Changes for the 2012 Economic Census' link in the left sidebar.

Geography

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In this section we provide information about geography changes, geographic summary levels, and provide access to reference maps. :

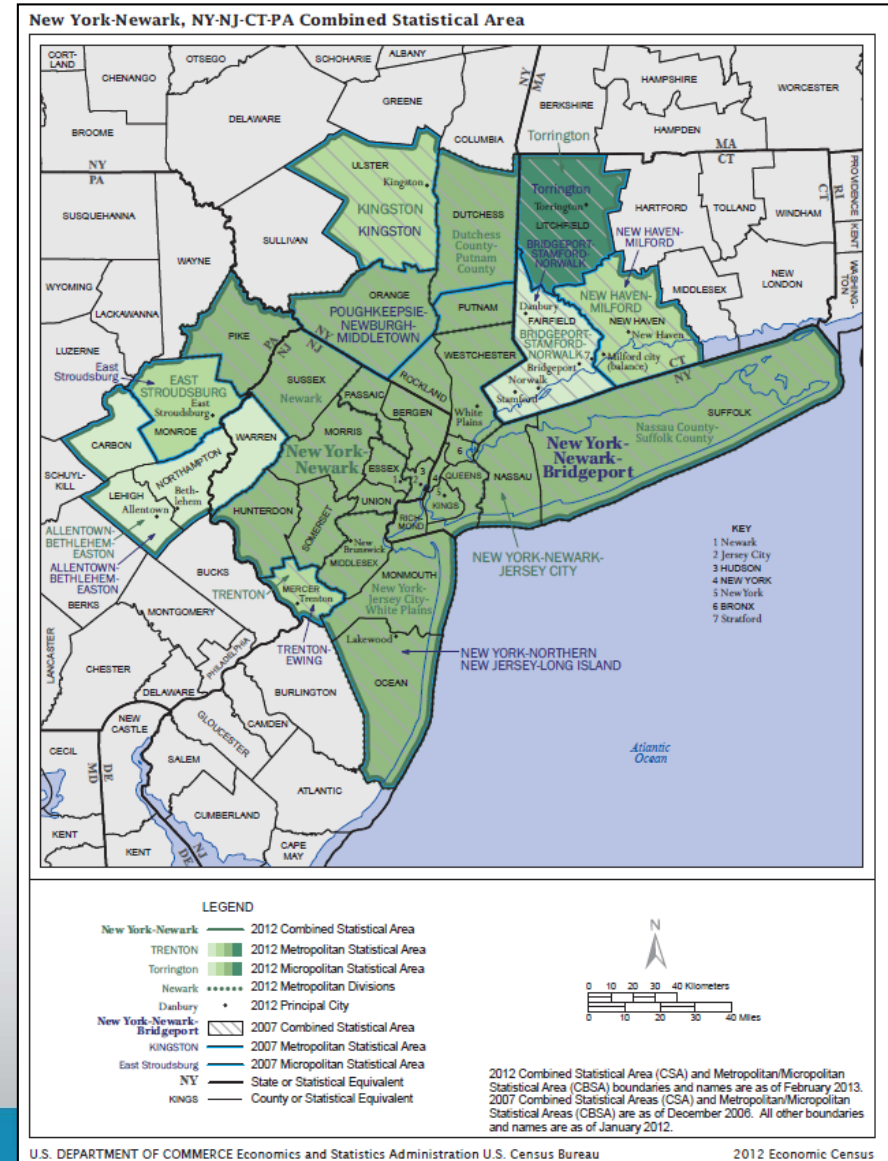
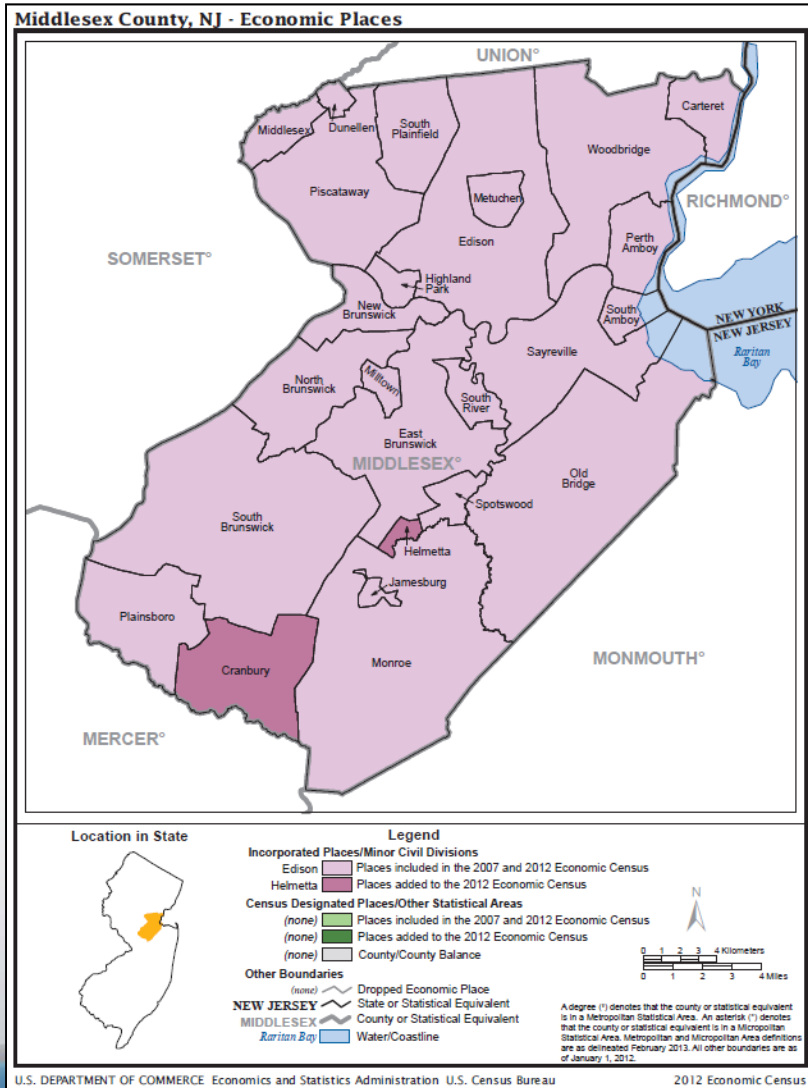
Learn More About These Levels of Geography:

- Counties
- Metropolitan Areas
- Offshore Areas
- Places & Consolidated Cities
- Puerto Rico Planning Regions
- Regions and Divisions
- States
- ZIP Codes

Reference maps for the 2012 Economic Census will be available later this year.

Go [here](#), to view reference maps from the 2007 Economic Census Reference Maps

Reference Maps



Help Center Page (cont.)

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Economic Census
 business.census.gov

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

North American Industrial Classification System & Other Classification Systems
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In this section we provide information about how the Census Bureau classify businesses and their activities.

Industry Classification

- Sectors
- Codes Not Covered in the Economic Census
- Industry Code Updates
- Classification of Establishments

Product Classification

- Product Classification
- Broad vs Detailed Product Lines

Additional content coming soon

Methodology & Disclosure
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In this section we provide information about how we gather data and protect the identity of our respondents.

Methodology

- Basis of Reporting
- Different Methodologies
- Method of Assigning Tax Status
- Reliability of Data
- Who gets a form?

Disclosure

- Data Processing and Treatment of Nonresponse
- Glossary of Disclosure Symbols
- What is Disclosure?

Data Help Center
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In this section we provide information about the data we provide and topics we cover.

For users looks for assistance finding data on American FactFinder please visit the [Finding Data](#) section.

Data Resources

- Changes to the Data
- Content (Data Items)
- Data we don't have
- Definitions
- Definition Changes
- Different Data Sources
- Finding Common Statistics
- Related Sites
- Sources of the Data
- Things to Keep in Mind


Data Topics

- Business Expenses
- Comparative Statistics
- Concentration Ratios
- E-Commerce
- Legal Form of Organization
- Minority, Women, and Veteran-Owned Businesses
- Small Business and Business Size
- Puerto Rico and the Island Areas
- Workers and Employment

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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:

The American FactFinder Help Center




For directions on using American Factfinder, please click on the graphics link above. To begin searching immediately, please visit our [Finding Data](#) landing page.

What Data Tools are Available



Understanding Industry Classification Systems



Learn how we classify businesses and economic output.

Methodology and Disclosure Help Center

Sales (\$1,000)	Average payroll (\$1,000)	Full-time employees (March 12)
D	D	D
D	D	D

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

Understanding Economic Data

Average payroll (\$1,000)	Number of full-time employees per pay period (March 12)
43,887,472	738,432
91,851,818	637,241

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

Comprehensive descriptions

Finding Data Page (cont.)

The B&I page updated

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Finding Economic Data By Geography

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The economic programs at Census typically produce data for the following six levels of geography: National, States, Metro Areas, Counties, Places, and ZIP Codes. Some of the programs also produce data additional geographies such as Regions, Divisions, and Commodity Flow Survey Metro Areas. To learn more about each level of geography, please visit the [Geography Help Center](#).

Using the tables below, you will be able to see which of the six main geographic levels are available for each program. In the first table, you will see all economic programs that release data in American FactFinder (AFF). In the second table, you will see all economic programs that release data via their website.

Not sure what a program covers? Simply click the program title to learn more.

Geographic Coverage of the Economic Census and Related Programs in AFF

FactFinder - geography covered in economic program

The links in the table below will take you to preferred table. Once in AFF you can access additional national level data by clicking the Back to Advanced Search button above the table. To learn more on how to use AFF please visit the [help center](#) or the [AFF user guide](#).

Economic Program	Frequency	U.S.	State	Metro Areas	Counties	Places	ZIP Codes
Annual Survey of Manufactures	Annual	FactFinder	FactFinder				
County & ZIP Code Business Patterns	Annual	FactFinder	FactFinder	FactFinder	FactFinder		FactFinder
Nonemployer Statistics	Annual	FactFinder	FactFinder	FactFinder	FactFinder		
State Government Tax Collections Survey	Annual	FactFinder	FactFinder				
Census of Governments	5 year	FactFinder	FactFinder	FactFinder	FactFinder	FactFinder	
Commodity Flow Survey	5 year	FactFinder	FactFinder	FactFinder			
Economic Census	5 year	FactFinder	FactFinder	FactFinder	FactFinder	FactFinder	FactFinder
Economic Census of Island Areas	5 year	FactFinder	FactFinder	FactFinder	FactFinder	FactFinder	
Survey of Business Owners	5 year	FactFinder	FactFinder	FactFinder	FactFinder	FactFinder	

Geographic Coverage of Economic Programs not in AFF

↙ - geography covered in economic program

Economic Program	Frequency	U.S.	States	Metro Areas	Counties	Places	ZIP Codes
Advance Monthly Sales for Retail and Food Services	Monthly	✓					
Construction Spending	Monthly	✓	✓				
Export Statistics	Monthly	✓	✓				
Import Statistics	Monthly	✓	✓				

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  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](#).

Uses of Census Data Page

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In this section:

- [Comparing My Business](#)
- [Comparing My Community](#)
- [Identifying New Markets](#)
- [Creating Business Plans](#)

Uses of Census Data

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).

[See uses of the Economic Census](#)

Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example >](#)

Compare my community to others

\$28.9	\$18.0	\$15.1
--------	--------	--------

Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example >](#)

Identify business markets

\$200.00	\$400.00
----------	----------

Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

[See Example >](#)

Use data in business plans and loan applications

600	400	200
642	750	64

Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example >](#)

Help us identify real-life examples...

Organizations Page

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Organizations

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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](#)
- [Talking 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

- *Business Plan Builder*... 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:

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(301)763-6747

Thank You!