

Economic Census Overview and Exercises

NJ State Data Center Meeting
New Brunswick, NJ
June 20, 2012

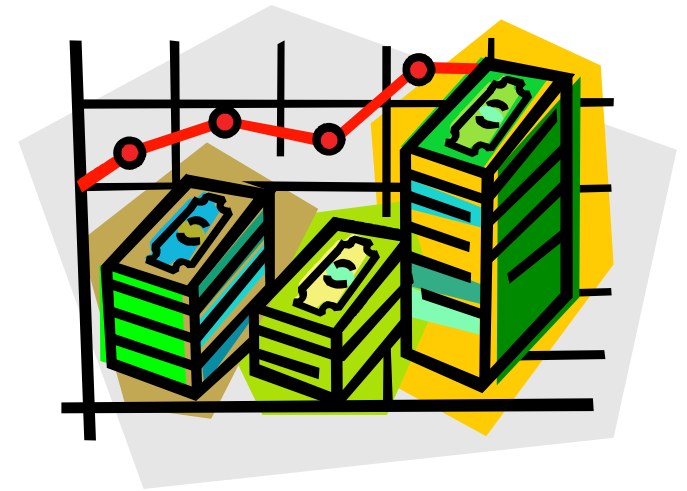
Presented by:
Andy Hait

Economic Planning & Coordination Division



Outline

- Economic Programs “At a Glance”
- Update on the 2012 Economic Census
- American FactFinder (and other) Exercises

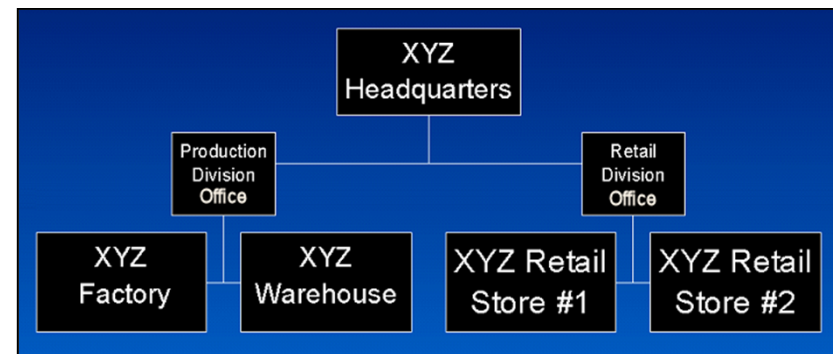


Economic Programs Overview

“Yes, the Census Bureau does something other than the demographic programs!”

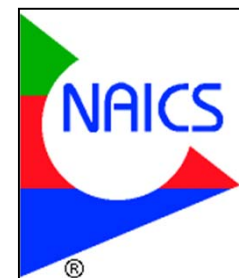
- Economic Census

- Done on the years ending in “2” and “7” (2012 Economic Census kickoff in October)
- 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 Census of Governments)
- Very accurate



Related Economic Programs

- Economic Census of Island Areas
 - Covers American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the Virgin Islands
- Census of Governments
 - Covers Federal, State, and Local Governments
- Survey of Business Owners
 - Business data by Race, Ethnicity, Gender, Veteran Status of Business Owner



Other Economic Programs

- 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
 - Incomplete coverage
 - Sampling and Nonsampling errors
 - Benchmarked to the latest Economic Census

2012 Economic Census Update

- About 4.3 million establishments will be mailed one of over 500 unique versions of the form (tailored to specific industry)
 - All large & mid-size employers
 - Sample of small employers
 - Electronic response also offered
- 2007 response rate - 93% large co's; 86% overall
- Outreach already started
 - Report of Organization, Respondent Contact Cards, Advance Information Packets
 - Partnerships with associations and organizations



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Economic Census

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- ▶ [What is the Economic Census?](#)
- ▶ [Why is it important to respond?](#)
- ▶ [How can I use Census Bureau economic statistics?](#)

Industry and Local Business Snapshots

Year	Value
2002	\$147
2007	\$176

[See economic statistics >](#)

Video Testimonials

[Watch videos >](#)

Key Dates

Oct - Dec 2012
Forms mailed out
February 12, 2013
2012 forms due
December 2013
First statistics available
[Full Schedule >](#)

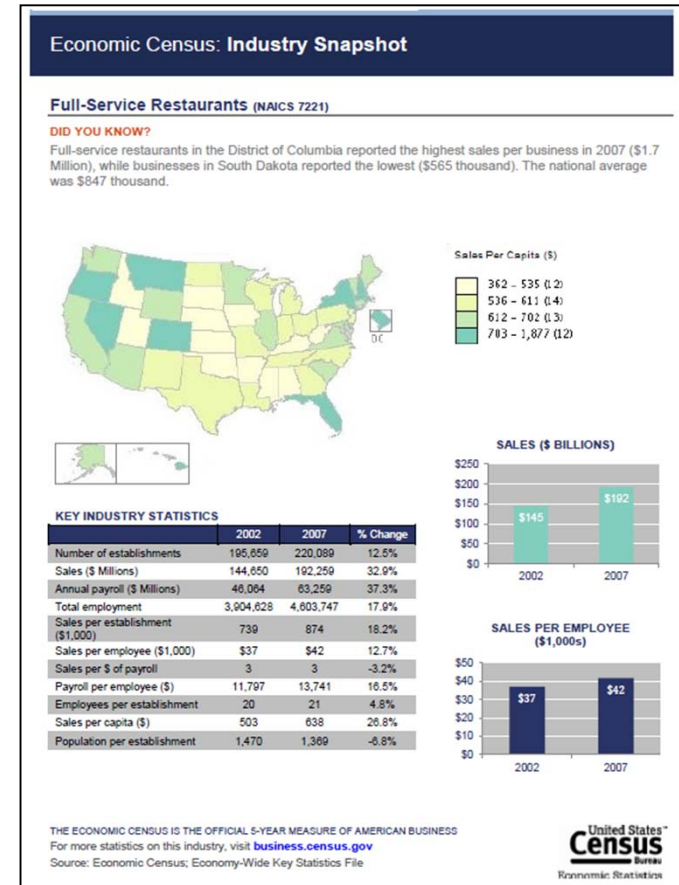
YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY

2012 Economic Census

Major Features

- General Information
- Promotional Tools & Materials
- Respondent Information
- Data Use Scenarios
- Snapshots
- Videos

Tell us how we can help!



Exercises



Sample Scenario: An entrepreneur is interested in opening a fast-food restaurant and has contacted you to find out what information can the Census Bureau provide that will help him understand this industry, develop a business plan, and identify a good place to locate the business.

How will you help him?

Exercise 1

What programs at the Census Bureau provide data on *Limited-Service Restaurants* (NAICS 722211) that he might be able to use?

(Hint – Use the *Industry Statistics Sampler*, which can be accessed off the *Business and Industry* page)

Exercise 2

He is thinking about opening his new fast-food restaurant in Middlesex County, NJ. How many fast-food restaurants were there in 2009 and how does this compare to the other counties in the state? Is this a good county to put my restaurant in?

(Hint – Use the data from the *County Business Patterns* program, available in the *New American FactFinder*)



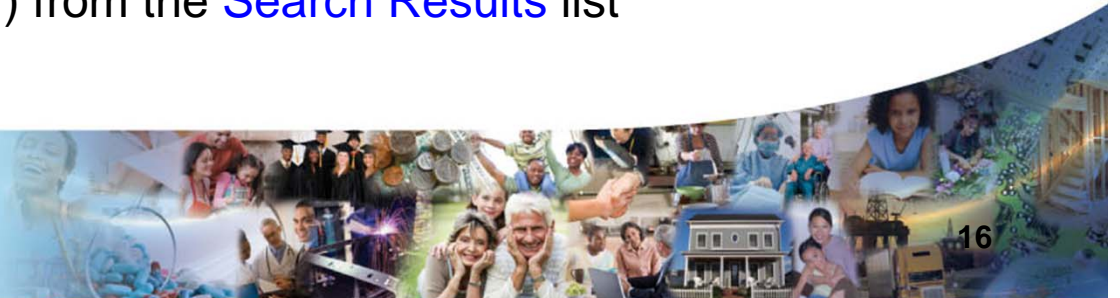
Exercise 2 Steps

- Click on the [AFF](#) shortcut under the Guide to All Data Sources tab on the Industry Statistics Sampler. This will bring you into AFF with the [Topics](#) menu pre-select to “[Business Patterns](#)”.
- To select the industry:
 - Expand the [Industry Codes](#) menu, expand the [Industry Sector](#) menu and select [72, Accommodation & Food Svcs](#), and finally select [722211](#) from the [Industry Code Results](#) list
 - Click [Add](#) to put this code in the [Your Selections](#) box, and close the menu.



Exercise 2 Steps (cont)

- To select the state:
 - Expand the [Geographies](#) menu, click the [Name](#) tab, and select [New Jersey](#) from the [Geographic Results](#) list, and click [Add](#) to put this item in the [Your Selections](#) box
- To select the counties:
 - Click the [List](#) tab, select [County](#) and then [New Jersey](#) from the lists, then select [All Counties within New Jersey](#) from the list, and finally click [Add to Your Selections](#) to put these geographies in the [Your Selections](#) box. Close the menu.
- Select the first table (CB0900A1) from the [Search Results](#) list



2009 County Business Patterns

NJ County Comparison for Limited-Service Eating Places (NAICS 722211)

Geographic area name	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)	Payroll per employee	2009 Population Estimate	Population per establishment
New Jersey	6,375	58,020	181,049	788,994	13,599	8,707,739	1,366
Bergen County, New Jersey	720	5,544	19,341	83,924	15,138	895,250	1,243
Middlesex County, New Jersey	586	4,969	15,428	66,036	13,290	790,738	1,349
Essex County, New Jersey	505	4,574	14,853	63,192	13,815	769,644	1,524
Monmouth County, New Jersey	482	4,926	15,570	67,790	13,762	644,105	1,336
Hudson County, New Jersey	469	3,307	11,352	47,377	14,326	597,924	1,275
Morris County, New Jersey	404	3,750	11,818	50,019	13,338	488,518	1,209
Ocean County, New Jersey	398	3,311	10,227	48,489	14,645	573,678	1,441
Camden County, New Jersey	383	4,165	11,938	51,090	12,267	517,879	1,352
Passaic County, New Jersey	329	2,593	8,928	37,602	14,501	491,778	1,495
Burlington County, New Jersey	324	3,882	10,810	45,778	11,792	446,108	1,377
Union County, New Jersey	319	3,144	10,146	43,229	13,750	526,426	1,650
Mercer County, New Jersey	272	2,696	7,893	34,195	12,684	366,222	1,346
Somerset County, New Jersey	240	2,162	7,113	30,502	14,108	326,869	1,362
Atlantic County, New Jersey	185	2,063	6,356	28,076	13,609	271,712	1,469
Gloucester County, New Jersey	184	2,471	6,728	28,588	11,569	289,920	1,576
Cape May County, New Jersey	178	616	1,839	15,714	25,510	96,091	540
Cumberland County, New Jersey	99	1,118	3,022	13,494	12,070	157,745	1,593
Hunterdon County, New Jersey	89	662	1,944	8,680	13,112	130,034	1,461
Warren County, New Jersey	87	756	2,180	9,218	12,193	109,638	1,260
Sussex County, New Jersey	84	749	2,122	8,829	11,788	151,118	1,799
Salem County, New Jersey	38	562	1,441	7,172	12,762	66,342	1,746

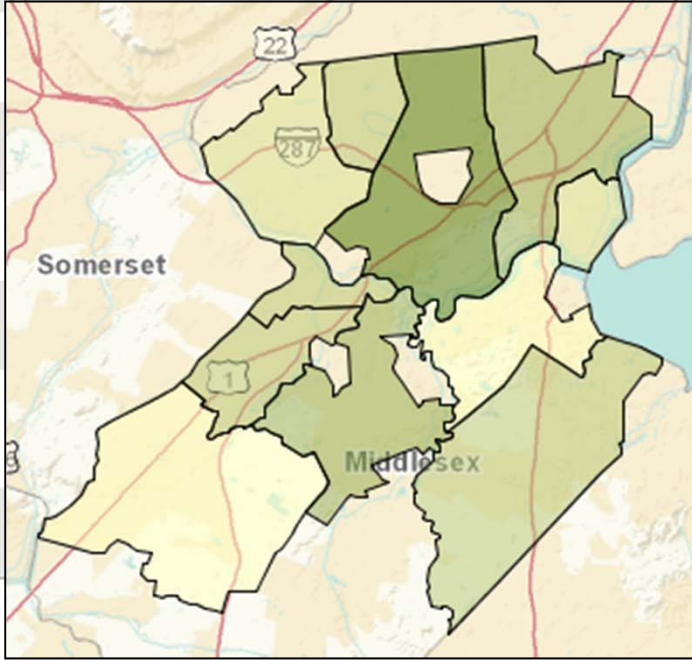
Exercise 2 – Extra Credit!

Which township or borough (Economic Place) within Middlesex County reported the highest sales of limited-service eating places in 2007 and how do the other places in the county compare?

(Hint – Use the Economic Place data from the *Economic Census*, available in the [New American FactFinder](#))



Geographic area name	2007 North American Industry Classification System (NAICS) code	Meaning of 2007 North American Industry Classification System (NAICS) code	Meaning of Type of operation or tax status code code	Year code	Number of employer establishments	Employer value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for pay period including March 12
New Jersey	7222	Limited-service eating places	Total	2007	8,826	4,362,403	1,019,726	78,578
Edison township, New Jersey	7222	Limited-service eating places	Total	2007	125	70,789	15,825	1,108
Woodbridge township, New Jersey	7222	Limited-service eating places	Total	2007	103	52,443	12,562	940
East Brunswick township, New Jersey	7222	Limited-service eating places	Total	2007	52	39,059	8,732	615
New Brunswick city, New Jersey	7222	Limited-service eating places	Total	2007	75	26,842	6,563	530
North Brunswick township, New Jersey	7222	Limited-service eating places	Total	2007	52	25,315	5,746	427
Old Bridge township, New Jersey	7222	Limited-service eating places	Total	2007	45	22,710	4,400	381
South Plainfield borough, New Jersey	7222	Limited-service eating places	Total	2007	41	22,105	5,168	399
Perth Amboy city, New Jersey	7222	Limited-service eating places	Total	2007	45	18,441	3,914	308
Piscataway township, New Jersey	7222	Limited-service eating places	Total	2007	26	18,146	4,310	357
South Brunswick township, New Jersey	7222	Limited-service eating places	Total	2007	28	14,952	3,036	251
Sayreville borough, New Jersey	7222	Limited-service eating places	Total	2007	33	13,878	4,216	301



Exercise 3

I am considering offering either table service in my restaurant. How common is this in NJ fast-food restaurants, and what percentage of my food sales should I expect might come from drive-in service?

(Hint – Use the *Product Lines* data from *Economic Census* for the *Accommodation and Foodservices* sector, available in the New AFF)

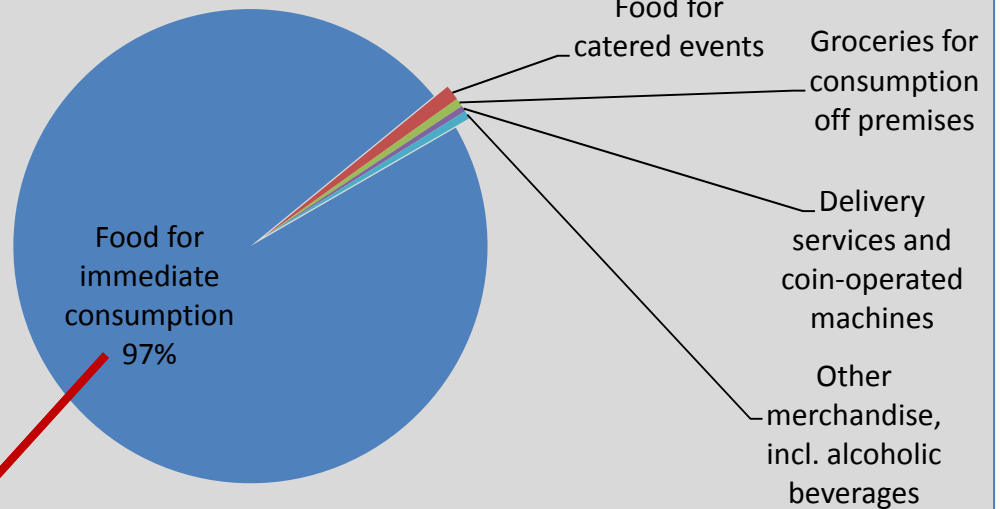


Exercise 3 Steps & Answer

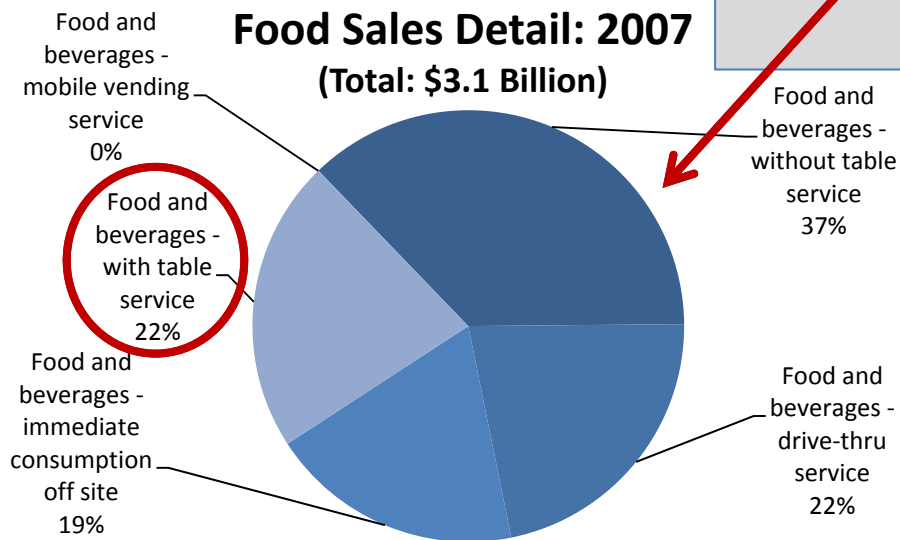
- Click on the [Back to Search](#) button
- Click the red X next to both [Business Patterns](#) and [All Counties within New Jersey](#) to remove these selections from the list.
- Select the [Product Lines](#) file (EC0744SLLS1) from the list.

Of the 6,659 limited-service restaurants in NJ, 630 offered *Meals & snacks served at a table by a server*, accounting for *\$52.1 Million (1.6%)* of the total *\$3.2 Billion* in this industry. (See the next page for a visualization of these data.)

NJ Fast-Food Restaurants Product Sales: 2007 (Total: \$3.2 Billion)



Food Sales Detail: 2007 (Total: \$3.1 Billion)



Exercise 4

What were the total sales of *Limited-Service Eating Places* (NAICS 7222) through the latest month and how does this compare to the prior period?

(Hint – Use the *Monthly Retail Trade* Economic Indicator Report)

Exercise 4 Steps & Answer

- Go to the Economic Indicators page by clicking on the *Economic Indicators* banner in the top right corner of census.gov
- Select the “*Advance Monthly Sales for Retail and Food Services*” survey from the list by clicking on the survey title
- Click the “*Excel (1992-present)*” link to the right of the “Retail and Food Service Sales” bullet under *Monthly Retail Trade Report*.
- Scroll down to NAICS 7222 under “NOT ADJUSTED”

When this handout was created, the latest data was for April 2012. The preliminary monthly value for April was **\$18,611** (in \$ Millions), down slightly from the \$19,406 reported in March. The cumulative year-to-date value was **\$72,405**. This is **up \$3,926 (5.7%)** from the \$68,479 published for the same period in 2011.



Additional Exercises to Do at Your Leisure

What other types of data does the Census Bureau offer that I might find useful? Maybe something about the types of food sold in fast-food restaurants in New Jersey?

(Hint – Use the data from the *Miscellaneous Subjects* files from the *Economic Census* for the *Accommodation and Foodservices* sector, available in the New AFF)

Additional Exercise Steps

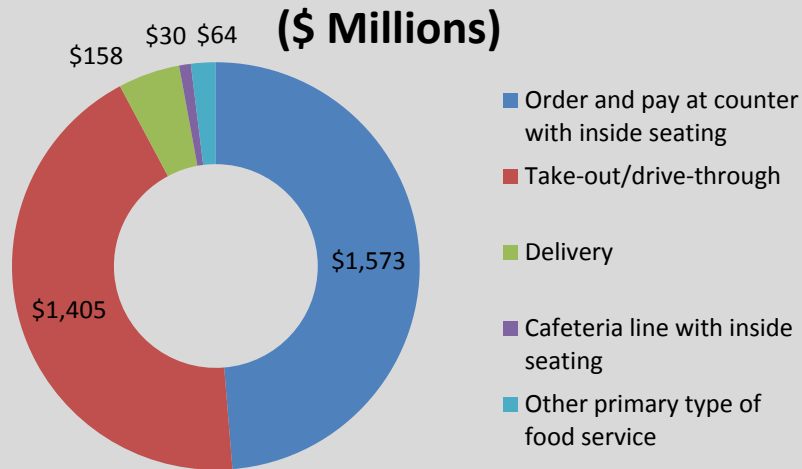
- Click on the [American FactFinder](#) link under the Data tab on census.gov
- Expand the [Topics](#) menu, then the “+” next to [Program](#), and select “[Economic Census](#)” from the list. [Economic Census](#) will be added to the [Your Selections](#) box. Close the menu.
- To select the industry:
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Additional Exercise Steps (cont)

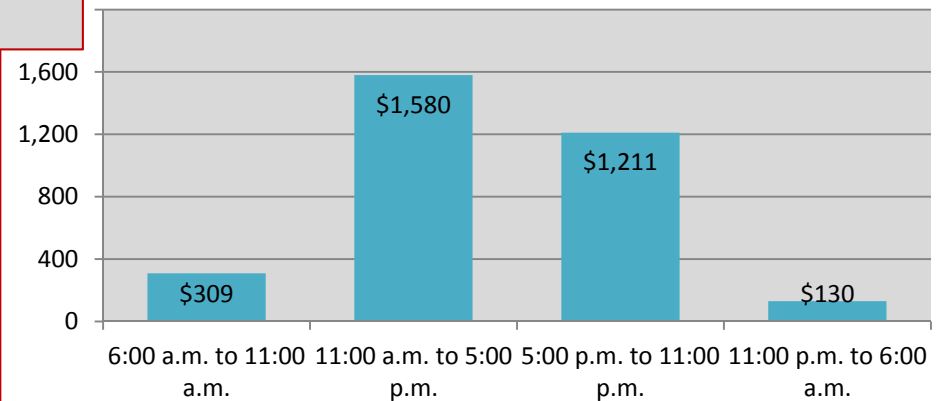
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- Select the appropriate table from the [Search Results](#) list

Additional Exercise Results

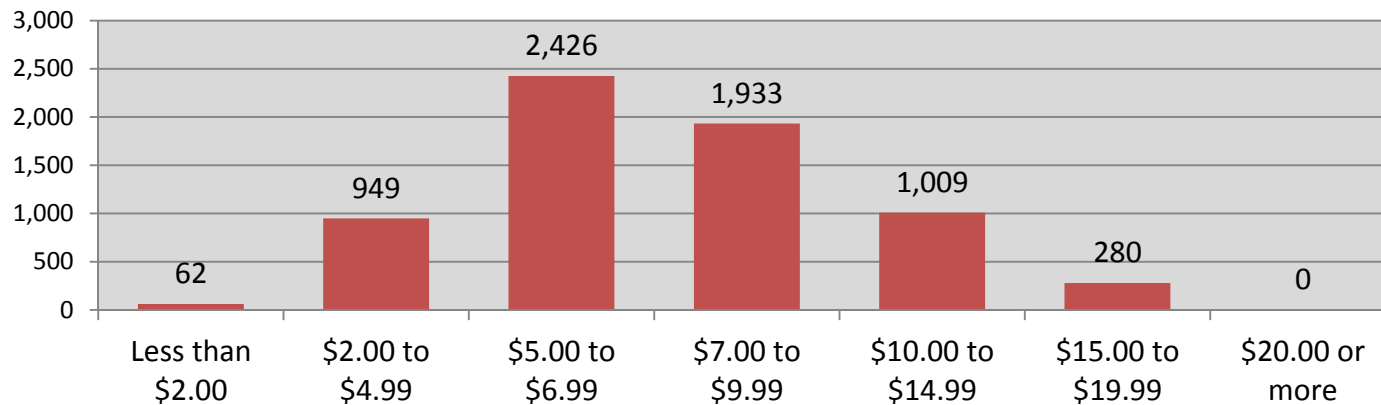
Fast-Food Restaurant Sales in NJ by Type of Food Service: 2007



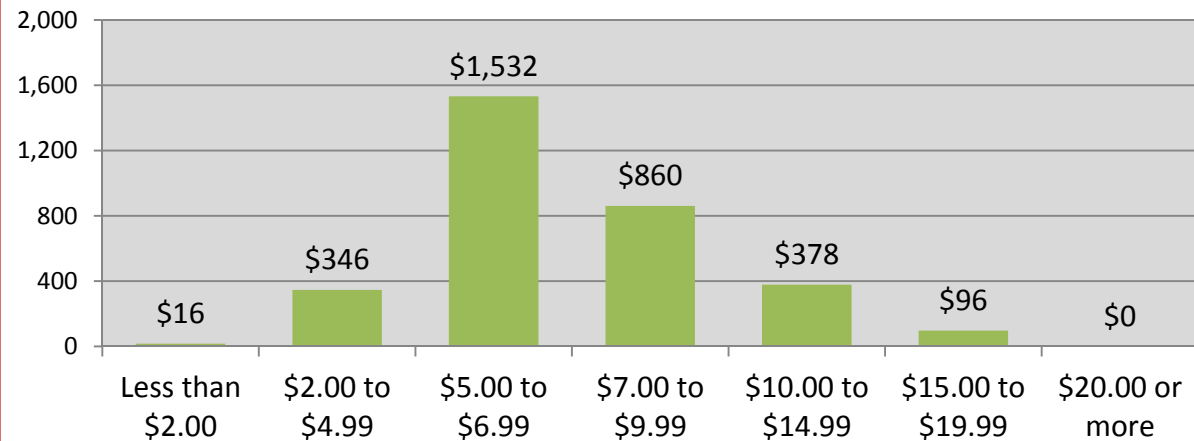
Fast-Food Restaurant Sales in NJ by Day Part: 2007 (\$ Millions)



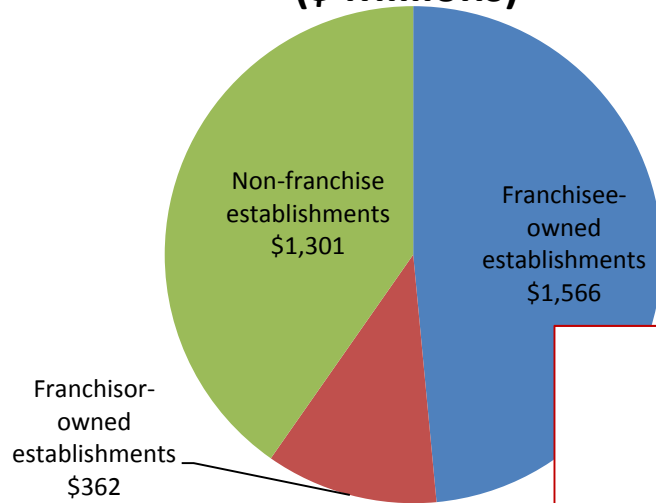
Number of Fast-Food Restaurants in NJ by Average Cost per Meal: 2007



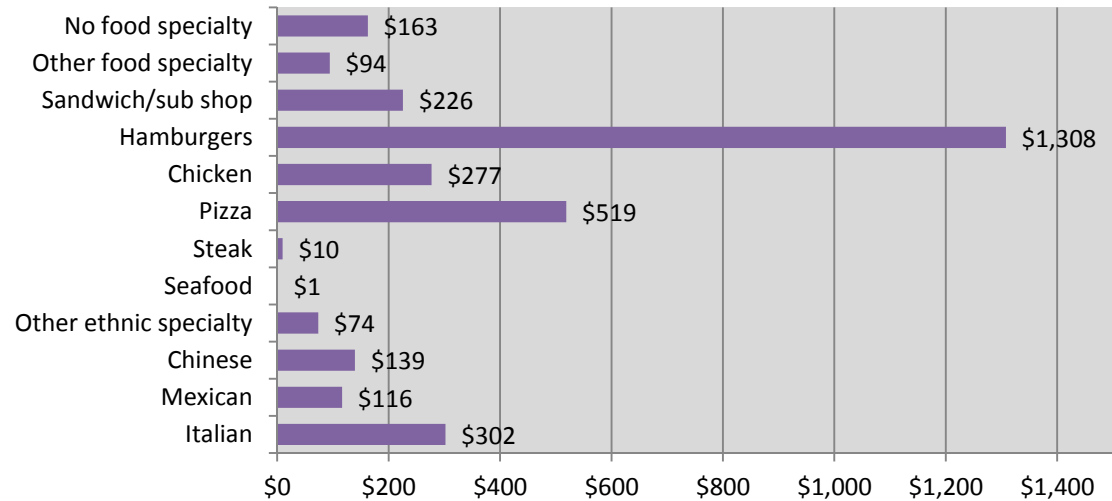
Fast-Food Restaurant Sales in NJ by Average Cost per Meal: 2007 (\$ Millions)



Fast-Food Restaurant Sales in NJ by Franchise Status: 2007 (\$ Millions)



Fast-Food Restaurant Sales in NJ by Principal Menu Type: 2007 (\$ Millions)



Questions



A Summary... and What's Next

- Continue to learn about (and talk about) the Economic Census and our economic programs
- Use the materials on [Business.census.gov](https://business.census.gov)
- Sign Up for updates



Thank You!

If you have any questions, please feel free to contact me at:

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