

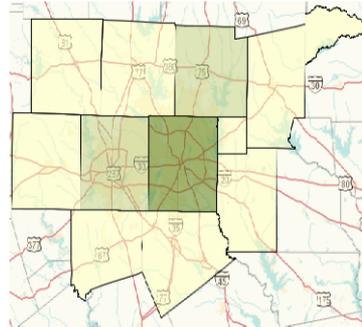
# Economic Census: 2012

## Economic Census: Local Business Snapshot

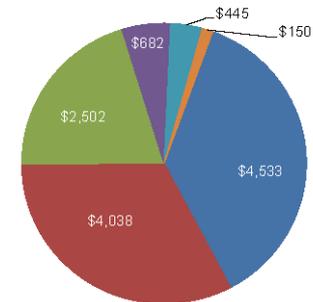
### Dallas-Fort Worth-Arlington, TX Metro Area

#### DID YOU KNOW?

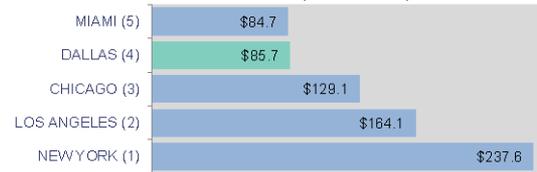
While the Administrative and Support and Waste Management and Remediation sector was the largest employer in the Dallas metro area, the Wholesale Trade sector reported the highest 2007 sales (\$207.0 Billion). The Dallas metro was ranked 8<sup>th</sup> among U.S. metros in the number of businesses in the Administrative and Support and Waste Management and Remediation sector (8,131 establishments).



#### ACCOMODATION AND FOOD SERVICES SALES BY INDUSTRY: 2007 (\$ Millions)



#### TOTAL RETAIL SALES IN THE TOP METRO AREAS: 2007 (\$ BILLIONS)



- LIMITED-SERVICE EATING PLACES
- FULL-SERVICE RESTAURANTS
- HOTELS AND MOTELS
- FOOD SERVICE CONTRACTORS
- BARS
- ALL OTHER

#### EMPLOYMENT STATISTICS IN TOP 5 INDUSTRY SECTORS IN THE DALLAS METRO AREA: 2007 AND 2002

2007 NAICS Code	2007 NAICS Defined	Number of employees (Sector Ranking Statistic)			Payroll per Employee (\$)		
		2007	2002	Change	2007	2002	Change
56	Administrative and support and waste management and remediation services	324,674	304,013	20,661	\$30,911	\$24,771	\$6,140
31-33	Manufacturing	304,809	280,196	24,613	\$49,776	\$42,296	\$7,480
44-45	Retail trade	301,443	276,521	24,922	\$24,926	\$22,217	\$2,709
82	Health care and social assistance	265,112	225,955	39,157	\$43,225	\$36,809	\$6,417
72	Accommodation and food services	237,408	200,636	36,772	\$14,498	\$13,120	\$1,378

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS  
 For more statistics on this industry, visit [business.census.gov](http://business.census.gov)  
 Source: Economic Census; Economy-Wide Key Statistics File

Paula Wright  
 Information Services  
 Specialist  
 Dallas Regional Office  
 May 23, 2012

# Economic Census: What Is It?

- Every 5 years --- in years ending in “2” and “7” --- the Economic Census collects reliable business statistics that are essential to understanding the American economy.
  - Consistent: you can compare one industry or geographic area with another. Most census reports use the same methods, classifications, & definitions.
  - Comparable: you can track and compare data for industries and geographic areas over time. Geographic notes and bridging data are provided when definitions or boundaries change.
  - Comprehensive: you can learn about most parts of the nonfarm private economy with:
    - Statistics for 18 of 20 industry sectors defined under NAICS
    - Statistics for all incorporated and unincorporated cities and towns in US with 2,500 or more inhabitants or jobs.
    - The number of locations, employment, payroll, total revenue, and product sales for every industry – plus 150 detailed stats for various industries.

United States Census Bureau

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You are here: Census.gov > Economic Census > New for 2012

## Economic Census

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### 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 LOCAL BUSINESS**



2012 Economic Census

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### New for 2012

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The 2012 Economic Census will be similar to its predecessor, the 2007 Economic Census.

- Reporting Changes
- Industry Classification Updates
- Other Classification Updates

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### Reporting Changes

- Electronic reporting.** All single establishment businesses now have the option to report directly online. Businesses with more than one location will download software with a spreadsheet interface to facilitate preparation of responses.
- New statistics.** Additional questions will be added to multi-unit company-level forms to gather key company-wide characteristics, including measures of innovation and globalization, size and diversity.

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### Industry Classification Updates

The 2012 Economic Census will reflect changes as defined in the 2012 North American Industry Classification System (NAICS). NAICS is a system for classifying establishments by type of economic activity. It was developed jointly by the United States, Canada, and Mexico. The three countries review NAICS every five years to allow for changes including the recognition of new and emerging industries.

#### New Industries

Four new industries have been separately identified from a residual industry in 2007 - NAICS 22119, Other Electric Power Generation. These new industries classify renewable energy.

2007 NAICS	2012 NAICS	NAICS Industry Title
22119		Other Electric Power Generation
	221114	Solar Electric Power Generation
	221115	Wind Electric Power Generation
	221116	Geothermal Electric Power Generation
	221117	Biomass Electric Power Generation
	221118	Other Electric Power Generation

#### Realignment of Industries

Several industries have been realigned to reflect changes in the marketplace. The 2012 NAICS 44312, Electronics Stores, industry combines the following four 2007 NAICS industries.

2007 NAICS	2012 NAICS	NAICS Industry Title
44212		Radio, Television, and Other Electronics Stores
44312		Computer and Software Stores
44313		Camera and Photographic Supplies Stores
45122		Prerecorded Tape, Compact Disc, and Record Stores

As the economy changes, some industries grow while others contract. The 2012 revision of NAICS included a comprehensive review of the manufacturing sector. The review resulted in a reduction by over 20% in the total number of manufacturing industries. For specific examples, see the [NAICS website](#).

#### Other Changes

The 2012 to 2007 NAICS Concordance on the NAICS website shows all industry changes.

#### Bridging the Changes

The 2012 Economic Census data will be published on a 2012 NAICS basis. Additionally, the 2012 Economic Census data will be published on a 2007 NAICS basis in two reports.

Comparative Statistics, 2012 to 2007 will present both years of data together, with the 2012 data based on the 2007 classification system, for the U.S. and states.

The Bridge Between 2012 NAICS and 2007 NAICS will provide 2012 data classified by the most common denominators between the two systems, to help users see the extent of the impact of the classification changes, and possibly serve as the basis for making adjustments to other data sources.

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#### Other Classification Updates

- Product classification.** Selected product categories for wholesale and retail trade will be revised to conform with the newly developed parts of the North American Product Classification System (NAPCS). This continues the introduction of NAPCS that started in 2002. Data on manufactured products will be collected so that NAPCS categories can be evaluated, but published data will continue to use a traditional presentation where product categories are nested within industries.
- Geographic classification.** The metropolitan and micropolitan areas published in the 2012 Economic Census will be those delineated by the Office of Management and Budget in 2013 based in part on the results of the 2010 Census of Population and Housing. New areas will qualify and the boundaries and/or titles of many existing areas will change.

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### Measuring America—People, Places, and Our Economy

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United States Census Bureau

Source: U.S. Census Bureau, Economic Planning and Cooperation Division | 1-877-705-1313 | Last Revised: March 18, 2012

# New for 2012 Economic Census

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# What Businesses Need to Know

### Key Dates

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First statistics available

[Full Schedule >](#)

**YOUR  
RESPONSE  
MAKES A  
DIFFERENCE  
FOR LOCAL  
BUSINESS**



## What Businesses Need to Know

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Later this year, millions of businesses will receive a mailing package from the U.S. Census Bureau. Businesses will be asked to provide a range of operational and performance data for their companies' operations in 2012.

### General information

- [2012 Economic Census Facts for Local Businesses \[pdf\]](#)
- [Frequently Asked Questions](#)

### How to Report

- **Paper.** All businesses have the option to report on paper forms.
- **Electronic.** All businesses have the option to report electronically. The mailing package businesses receive will have a User ID and Password to access the secure section of the Census Bureau Business Help Site.
- [Preview forms](#)

### How to Prepare:

- Review the sample report forms to see the kind of information requested. (*Checklist coming soon*)
- Identify where in the company this information is stored.
- Take a look at the [Industry and Local Business Snapshots](#) to see how the data are compiled.
- Browse [how the data are used](#) to see the value of the data to business and the community.

# 2012 Economic Census

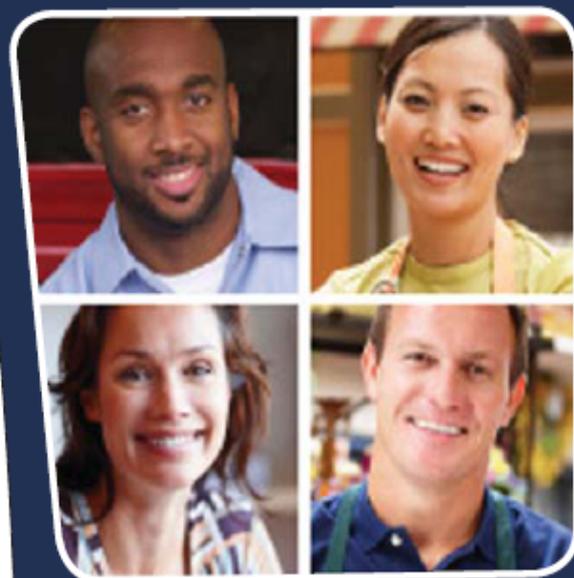
## *Facts for Local Businesses*

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. It is conducted by the U.S. Census Bureau, and response is required by law. Published data cover more than 1,000 industries at the national and local level, 15,000 products and services, every state, every county, 10,000 cities and towns, Puerto Rico and the U.S. Island Areas. As part of the U.S. Census Bureau's mission to measure America's economy, this Economic Census covers the year ending December 2012.

### **Economic Census Facts:**

- Nearly 5 million employer businesses will receive Economic Census forms between October and December, 2012.
- Response is required by law. Responses are confidential. (Title 13, U.S. Code)
- Companies will receive industry forms tailored to their size and primary business activity.
- Businesses can report electronically. For the first time, small businesses will have a web form to complete online.
- Businesses will find answers to most questions at [econhelp.census.gov](http://econhelp.census.gov) starting in Fall 2012.

**YOUR  
RESPONSE  
MAKES A  
DIFFERENCE  
FOR YOUR  
LOCAL BUSINESSES**



2012 Economic Census

**Key Dates**

# Key Dates: 2012 Economic Census

## Why an Economic Census?

- Federal agencies rely on Economic Census data as the basis for key measures of economic activity, such as Gross Domestic Product (GDP) and monthly retail sales.
- State and local agencies use the data for economic development and regional planning.
- Trade and business associations and chambers of commerce use Economic Census data to report key business facts and for economic development and business decisions.
- Businesses use Economic Census data to support business decisions and planning, such as identifying potential markets for growth, starting a new business, evaluating location and investment decisions, and applying for a loan.

## More...

Visit [business.census.gov](http://business.census.gov) for more information, examples of how the data are used, and industry and local area business profiles.

## Questions?

[econ@census.gov](mailto:econ@census.gov) | phone 301.763.2547 | 877-790-1876

United States<sup>™</sup>  
**Census**  
Bureau  
Economic Statistics



[census.gov](http://census.gov)



## Key Dates

### Spring-Summer 2012

Awareness campaign: "This is the Economic Census Year."

### Fall 2012

Awareness campaign: "Watch for your Economic Census form."

### December 2012

Forms mailed to most companies.  
Awareness campaign: "Fill out your Economic Census form."

## Due Date

**Feb 12, 2013**

### December 2013

First data published.

## Why does the government take the Economic Census?

Good public policy depends on accurate information. The Economic Census provides official measures of output for industries and geographic areas, and serves as the cornerstone of the nation's economic statistics, providing key source data for the Gross Domestic Product (GDP) and other indicators of economic performance.

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## Who will receive an Economic Census form?

Nearly 5 million businesses with paid employees will receive census forms, most in the middle of December 2012.

Economic Census forms are sent to all but the smallest businesses in nearly every industry in the private, non-farm economy, and every geographic area of the U.S., Puerto Rico, and other U.S. Island Areas. Although the precise cutoff varies from industry to industry, most businesses with four or more paid employees, and a sample of smaller ones, will receive a census form.

## Why would a business not receive a form?

To reduce the burden on American businesses, the Census Bureau does not send Economic Census forms to most very small firms. At companies with more than one location, all forms are sent to the company headquarters; so most staff never receives a census form.

A few industries are not covered by the Economic Census - see [Codes Not Covered](#) in the 2007 Economic Census User Guide.

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## Can businesses report electronically?

Yes! Businesses with only one location will be able to report directly through an online questionnaire. Businesses with more than one location can download special software with a spreadsheet-style look and feel, and return their data by uploading a file to a secure Census Bureau web site.

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# Economic Census

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

## Using Data from the Economic Census

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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 these data for economic development, business decisions, and strategic planning. Browse the topics below for information on using these data, including sample case studies.

### Compare my business to others

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

Local economic development organizations and chambers of commerce can compare the data for the industries in their community to identify opportunities for growth. They can also compare the data 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

Business owners and managers can analyze the data 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

Entrepreneurs can use data 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 these data in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example >](#)

# Using Data from the Economic Census

## Comparing My Business

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## Comparing my business to industry totals and averages

The manager of a furniture manufacturing firm is researching the sales and productivity of her business and employees.

She compares the sales per employee of her business and other ratios to industry averages from the Economic Census. She becomes concerned when data from the Economic Census show that her company's sales and productivity are lower than the industry average.

She uses the information to convince the company's Board of Directors that it should upgrade their production technology, provide additional staff training, and evaluate their workforce skill sets.

See the [Snapshot](#) for this industry.

### Compare your business to industry averages for Furniture and related product manufacturing (NAICS 337)

Enter your annual  
revenue amount in  
whole dollars

Enter your annual  
payroll in whole  
dollars

Enter your total  
number of  
employees

Enter the number of  
establishments you  
have

Calculate Your Ratios

Industry Ratios	Your Business	Industry Average 2007	Industry Average 2002
Value of shipments per Establishment (\$)	2,526,478	3,911,027	3,372,762
Value of shipments per Employee (\$)	132,973	165,495	127,476
Value of shipments per \$ of Payroll	3.86	4.84	4.37
Annual Payroll per Employee (\$)	34,463	34,159	29,199
Employees per Establishment	19.0	23.6	26.5

# Using Data from the Economic Census

## Comparing My Community

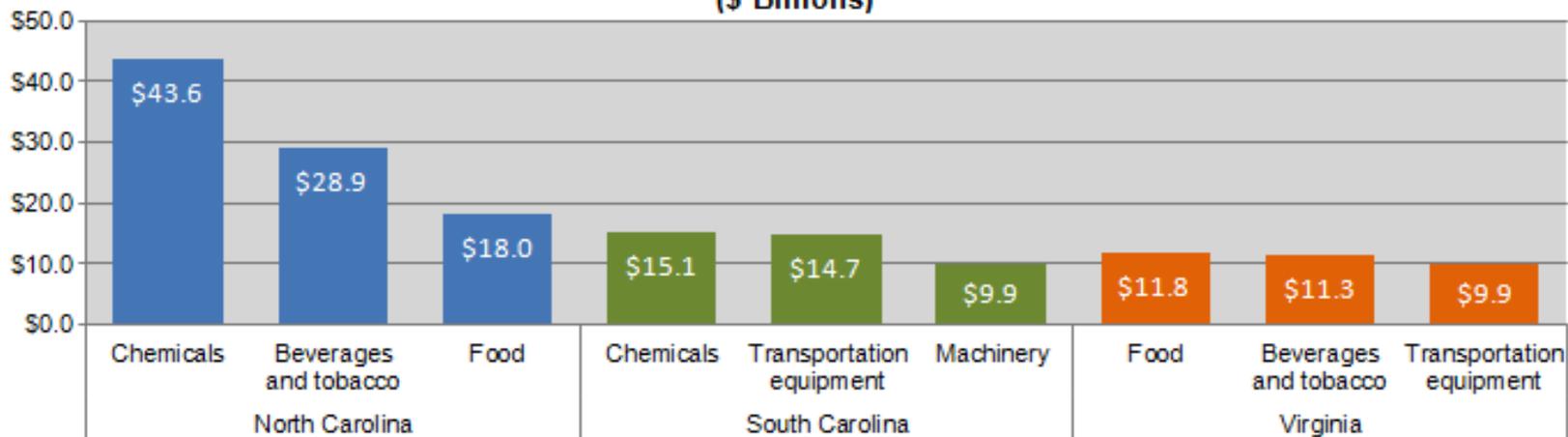
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A state economic development commission is attempting to attract new business to their jurisdiction.

The commission uses Economic Census data to identify industries that are important nationally and in their neighboring states but not as prevalent in their state.

This research leads to talks with companies in those industries about possible expansions into their state including their infrastructure and labor force needs.

**VALUE OF SHIPMENTS IN TOP 3 MANUFACTURING SUBSECTORS: 2007**  
(\$ Billions)



# Using Data from the Economic Census

## Identifying New Markets

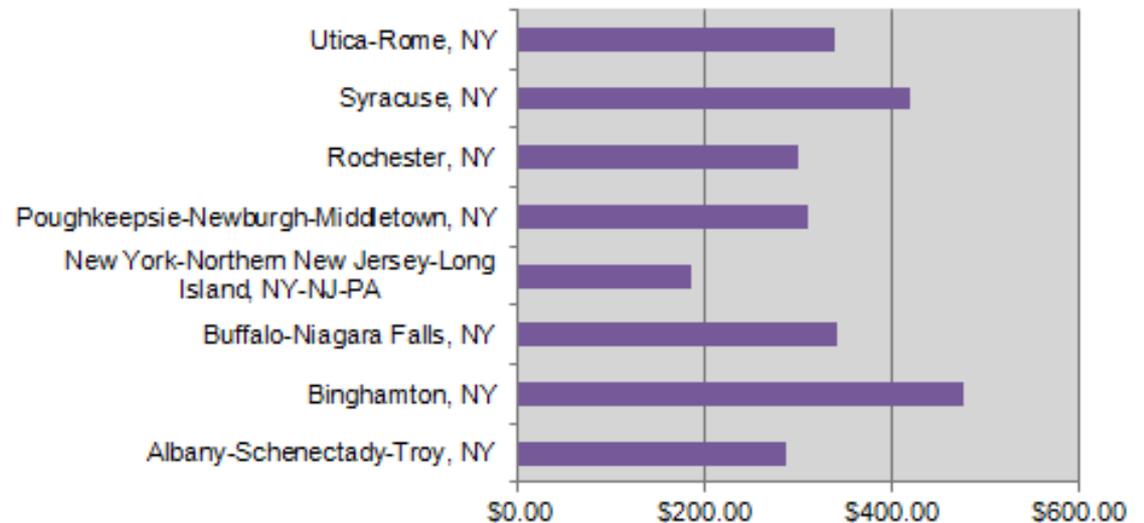
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The owner of a chain of auto accessory stores is considering expanding his business and opening new locations.

To identify possible areas in which to expand, he uses data from the Economic Census and current population estimates to compute the ratio of auto parts sales to the number of households for several neighboring metropolitan areas.

Finding the sales per household in his own area lower than other metro areas, he infers that nearby markets may have more sales potential. That contributes to his decision to expand into a nearby metro area with higher sales per household instead of adding another store locally.

**Auto Parts and Accessories Stores Sales per Household in NY Metros: 2007 (\$)**



# Using Data from the Economic Census

## Creating Business Plans

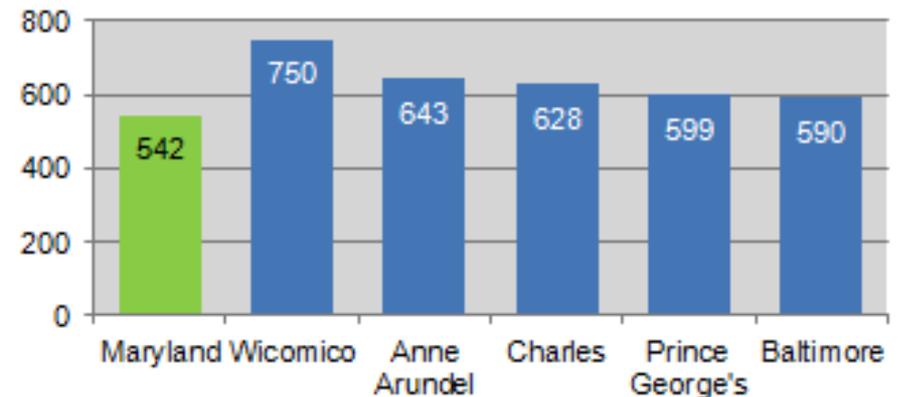
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## Researching potential markets

An entrepreneur in Maryland is considering opening a fast-food restaurant and researches which county would be best for the business. Using population data from the Census Bureau, he identifies counties that have a large number of customers in his target market, and looks at which may already be well-served - there may already be a large relative number of restaurants.

To identify less-served markets, he merges data from the Economic Census with demographic data to create a ratio of sales per population. Doing so reveals that businesses in Wicomico County had higher sales per population than other counties in the state... a potential good county to start his business.

**Fast Food Restaurant Sales per Population in Select Maryland Counties: 2007**



Thank You