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
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 1 Steps & Answer

• Go to the Business & Industry page by clicking on the word “Business” at the top of the Census home page, type in 722211 in the Industry Search box, and click Go
• Click on 722211 in the results table

Data on limited-service restaurants are available in the Annual Retail Trade survey, in County Business Patterns, in the Statistics of US Business, in the Economic Census, and in the Survey of Business Owners.
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)**

<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>Number of establishments</th>
<th>Paid employees for pay period including March 12 (number)</th>
<th>First-quarter payroll ($1,000)</th>
<th>Annual payroll ($1,000)</th>
<th>Payroll per employee</th>
<th>2009 Population Estimate</th>
<th>Population per establishment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Jersey</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bergen County, New Jersey</td>
<td>720</td>
<td>5,544</td>
<td>19,341</td>
<td>83,924</td>
<td>11,318</td>
<td>895,250</td>
<td>1,243</td>
</tr>
<tr>
<td>Middlesex County, New Jersey</td>
<td>586</td>
<td>4,969</td>
<td>15,428</td>
<td>66,036</td>
<td>11,370</td>
<td>790,738</td>
<td>1,349</td>
</tr>
<tr>
<td>Essex County, New Jersey</td>
<td>505</td>
<td>4,574</td>
<td>14,853</td>
<td>63,192</td>
<td>12,601</td>
<td>769,644</td>
<td>1,524</td>
</tr>
<tr>
<td>Monmouth County, New Jersey</td>
<td>482</td>
<td>4,926</td>
<td>15,570</td>
<td>67,790</td>
<td>12,762</td>
<td>644,105</td>
<td>1,336</td>
</tr>
<tr>
<td>Hudson County, New Jersey</td>
<td>469</td>
<td>3,307</td>
<td>11,352</td>
<td>47,377</td>
<td>14,326</td>
<td>597,924</td>
<td>1,275</td>
</tr>
<tr>
<td>Morris County, New Jersey</td>
<td>404</td>
<td>3,750</td>
<td>11,818</td>
<td>50,019</td>
<td>13,338</td>
<td>488,518</td>
<td>1,209</td>
</tr>
<tr>
<td>Ocean County, New Jersey</td>
<td>398</td>
<td>3,311</td>
<td>10,227</td>
<td>48,489</td>
<td>14,645</td>
<td>573,678</td>
<td>1,441</td>
</tr>
<tr>
<td>Camden County, New Jersey</td>
<td>383</td>
<td>4,165</td>
<td>11,938</td>
<td>51,090</td>
<td>12,267</td>
<td>517,879</td>
<td>1,352</td>
</tr>
<tr>
<td>Passaic County, New Jersey</td>
<td>329</td>
<td>2,593</td>
<td>8,928</td>
<td>37,602</td>
<td>14,501</td>
<td>491,778</td>
<td>1,495</td>
</tr>
<tr>
<td>Burlington County, New Jersey</td>
<td>324</td>
<td>3,882</td>
<td>10,810</td>
<td>45,778</td>
<td>11,792</td>
<td>446,108</td>
<td>1,377</td>
</tr>
<tr>
<td>Union County, New Jersey</td>
<td>319</td>
<td>3,144</td>
<td>10,146</td>
<td>43,229</td>
<td>13,750</td>
<td>526,426</td>
<td>1,650</td>
</tr>
<tr>
<td>Mercer County, New Jersey</td>
<td>272</td>
<td>2,696</td>
<td>7,893</td>
<td>34,195</td>
<td>12,684</td>
<td>366,222</td>
<td>1,346</td>
</tr>
<tr>
<td>Somerset County, New Jersey</td>
<td>240</td>
<td>2,162</td>
<td>7,113</td>
<td>30,502</td>
<td>14,108</td>
<td>326,869</td>
<td>1,362</td>
</tr>
<tr>
<td>Atlantic County, New Jersey</td>
<td>185</td>
<td>2,063</td>
<td>6,356</td>
<td>28,076</td>
<td>13,609</td>
<td>271,712</td>
<td>1,469</td>
</tr>
<tr>
<td>Gloucester County, New Jersey</td>
<td>184</td>
<td>2,471</td>
<td>6,728</td>
<td>28,588</td>
<td><strong>11,569</strong></td>
<td>289,920</td>
<td>1,576</td>
</tr>
<tr>
<td>Cape May County, New Jersey</td>
<td>178</td>
<td>616</td>
<td>1,839</td>
<td>15,714</td>
<td><strong>25,510</strong></td>
<td>96,091</td>
<td><strong>540</strong></td>
</tr>
<tr>
<td>Cumberland County, New Jersey</td>
<td>99</td>
<td>1,118</td>
<td>3,022</td>
<td>13,494</td>
<td>12,070</td>
<td>157,745</td>
<td>1,593</td>
</tr>
<tr>
<td>Hunterdon County, New Jersey</td>
<td>89</td>
<td>662</td>
<td>1,944</td>
<td>8,680</td>
<td>13,112</td>
<td>130,034</td>
<td>1,461</td>
</tr>
<tr>
<td>Warren County, New Jersey</td>
<td>87</td>
<td>756</td>
<td>2,180</td>
<td>9,218</td>
<td>12,193</td>
<td>109,638</td>
<td>1,260</td>
</tr>
<tr>
<td>Sussex County, New Jersey</td>
<td>84</td>
<td>749</td>
<td>2,122</td>
<td>8,829</td>
<td>11,788</td>
<td>151,118</td>
<td>1,799</td>
</tr>
<tr>
<td>Salem County, New Jersey</td>
<td>38</td>
<td>562</td>
<td>1,441</td>
<td>7,172</td>
<td>12,762</td>
<td>66,342</td>
<td>1,746</td>
</tr>
</tbody>
</table>
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)
<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>2007 North American Industry Classification System (NAICS) code</th>
<th>Meaning of 2007 North American Industry Classification System (NAICS) code</th>
<th>Meaning of Type of operation or tax status code code</th>
<th>Year code</th>
<th>Number of employer establishments</th>
<th>Employer value of sales, shipments, receipts, revenue, or business done ($1,000)</th>
<th>Annual payroll ($1,000)</th>
<th>Number of paid employees for pay period including March 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>8,826</td>
<td>4,362,403</td>
<td>1,019,726</td>
<td>78,578</td>
</tr>
<tr>
<td>Edison township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>125</td>
<td><strong>70,789</strong></td>
<td>15,825</td>
<td>1,108</td>
</tr>
<tr>
<td>Woodbridge township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>103</td>
<td>52,443</td>
<td>12,562</td>
<td>940</td>
</tr>
<tr>
<td>East Brunswick township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>52</td>
<td>39,059</td>
<td>8,732</td>
<td>615</td>
</tr>
<tr>
<td>New Brunswick city, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>75</td>
<td>26,842</td>
<td>6,563</td>
<td>530</td>
</tr>
<tr>
<td>North Brunswick township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>52</td>
<td>25,315</td>
<td>5,746</td>
<td>427</td>
</tr>
<tr>
<td>Old Bridge township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>45</td>
<td>22,710</td>
<td>4,400</td>
<td>381</td>
</tr>
<tr>
<td>South Plainfield borough, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>41</td>
<td>22,105</td>
<td>5,168</td>
<td>399</td>
</tr>
<tr>
<td>Perth Amboy city, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>45</td>
<td>18,441</td>
<td>3,914</td>
<td>308</td>
</tr>
<tr>
<td>Piscataway township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>26</td>
<td>18,146</td>
<td>4,310</td>
<td>357</td>
</tr>
<tr>
<td>South Brunswick township, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>28</td>
<td>14,952</td>
<td>3,036</td>
<td>251</td>
</tr>
<tr>
<td>Sayreville borough, New Jersey</td>
<td>7222</td>
<td>Limited-service eating places</td>
<td>Total</td>
<td>2007</td>
<td>33</td>
<td>13,878</td>
<td>4,216</td>
<td>301</td>
</tr>
</tbody>
</table>
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.)
Food and beverages – without table service 37%

Food and beverages – immediate consumption off site 19%

Food and beverages – drive-thru service 22%

Food and beverages – mobile vending service 0%

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

Food for immediate consumption 97%

Food for catered events
Groceries for consumption off premises
Delivery services and coin-operated machines
Other merchandise, incl. alcoholic beverages

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

Food and beverages

United States Census Bureau
Economic Statistics
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:
  • 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. Close the menu.
Additional Exercise Steps (cont)

• To select the Geography:
  • Expand the Geographies menu, select New Jersey from the Geographic Results list, and click Add to put this item in the Your Selections box. Close the menu.
  • Select the appropriate table from the Search Results list
Additional Exercise Results

Fast-Food Restaurant Sales in NJ by Type of Food Service: 2007
($ Millions)

- Order and pay at counter with inside seating: $1,573
- Take-out/drive-through: $1,405
- Delivery: $158
- Cafeteria line with inside seating: $30
- Other primary type of food service: $64

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

- 6:00 a.m. to 11:00 a.m.: $309
- 11:00 a.m. to 5:00 p.m.: $1,580
- 5:00 p.m. to 11:00 p.m.: $1,211
- 11:00 p.m. to 6:00 a.m.: $130
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)

- Franchise-owned establishments: $1,566
- Franchisee-owned establishments: $1,301
- Non-franchise establishments: $1,301

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

- No food specialty: $163
- Other food specialty: $94
- Sandwich/sub shop: $226
- Hamburgers: $277
- Chicken: $519
- Pizza: $1,308
- Steak: $10
- Seafood: $1
- Other ethnic specialty: $74
- Chinese: $139
- Mexican: $116
- Italian: $302
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
- Sign Up for updates
Thank You!

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

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