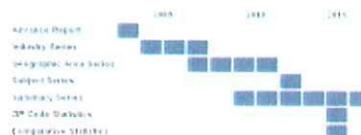


U.S. Census Bureau



## Guide to the 2007 Economic Census

### WHAT'S NEW FOR 2007?



#### Improved Data Release in American FactFinder (AFF)

[Go to schedule](#)

- Faster publication: release on American FactFinder will be speeded up by 1 to 3 weeks within all series.
- Downloads allow more lines than for 2002, and an FTP site allows downloading entire databases.
- Better integration with the economic census data elsewhere on the census Web site.
- AFF will be the primary vehicle for disseminating 2007 Economic Census data.

#### No DVD-ROMs or CD-ROMs

Given expanded capabilities within AFF, there will be no DVD or CD products from the 2007 Economic Census.

#### No More PDFs

To expedite the release of data in AFF, no reports will be prepared in portable document format (PDF) from the 2007 Economic Census.

#### New Data for CDPs, more Towns and Townships, but Fewer Small Places

For the first time, Economic Census tabulations will include Census Designated Places (CDPs) with 5,000 or more inhabitants or 5,000 or more workers. CDPs are defined by local statistical area committees and have sometimes been referred to as unincorporated places. Some CDPs, such as East Los Angeles, are quite large.

The same 5,000 population/worker threshold will apply all places. This is the first time that the number of workers has been introduced into the criterion, and helps make sure that economically important places are published, even if they have few inhabitants. For example, Lake Buena Vista, FL, has many thousands of workers, but had only 16 residents in 2000. The worker data are primarily from Census 2000 tabulated by place of work, so that all sectors can be included.

The 5,000 threshold increases the number of towns and townships shown in the 12 northern states with strong minor civil divisions; the previous threshold was 10,000 population.

At the same time, the 5,000 threshold eliminates data for many small incorporated places, for which the previous threshold was 2,500 inhabitants.

## Economy-Wide Key Statistics File to add Nonemployers

The most widely used Economic Census file in American FactFinder will get even better. Nonemployer establishments and receipts will be added as data items onto each record, to complement the establishments, receipts, payroll and employment data for businesses with paid employees. While nonemployers account for less than 4 percent of all receipts across all industries, they represent about three quarters of all businesses. Nonemployer data are available for all sectors and subsectors, but only for those detailed industries with many nonemployers. Employer and nonemployer data items will be separate, but it is possible to add them together in AFF.

## Revised Industry Classification System

The 2007 Economic Census will publish data primarily on the basis of the 2007 North American Industry Classification System (NAICS). Changes between 2002 NAICS and 2007 NAICS are relatively minor, but do affect four sector totals. Since nearly all industries are comparable 2002 to 2007, year to year comparisons are easy to make.

Selected data will be published according to the 2002 NAICS to allow precise comparisons between 2002 and 2007 data: preliminary national totals in the *Advance* report, a detailed *Bridge* showing the relationships between 2007 and 2002 NAICS categories, and state level *Comparative Statistics* after the publication of geographic area data by 2007 NAICS.

## New Industries

NAICS 2007 introduces two new industries: biotech research and development and executive search services. At the same time several industries in the information sector have been consolidated: paging into wireless telecommunication; cable program distribution and most ISPs into wired telecommunication; web search portals into Internet publishing and broadcasting. Real estate investment trusts (REITs) are dispersed and mostly moved from from the Finance and Insurance sector to Real Estate.

## North American Product Classification System

The Census Bureau has a long history of providing data on thousands of manufactured products, and also has published data on hundreds of merchandise lines in wholesale and retail trade, and types of services provided by other service companies. In 2002, product lines in four service sectors were classified consistent with a new international agreement with Canada and Mexico, as the first phase in implementing the new North American Product Classification System (NAPCS). For 2007, all remaining product lines for "service" industries (sectors 51 to 81) will be based on NAPCS. These data will be published in Product Lines subject reports. In most cases, more product categories will be shown in the affected industries, although there will be some loss of comparability to prior census product line data.

## New Data on Pension and Other Fringe Benefits

Data differentiating costs for particular fringe benefits--health insurance, defined-benefit

pensions, defined-contribution plans, and other--will be published at the national level for manufacturing in the Industry and Summary Series, and for retail trade, wholesale trade, and service industries in related surveys. The Survey of Business Owners will identify the number of businesses providing various fringe benefits across all sectors.

## Data on Franchising in More Industries

A question on franchising has been included on a small number of forms before, mostly in Accommodations and Foodservices, but for 2007 franchising is asked on 81 of the 530 variants of the census form. These data will provide the first hard data available on the economic impact of franchising across many industries, and will serve as the foundation for a new report entitled Franchising.

## Survey of Business Owners

- Totals for minority business owners, omitted in 2002, will be reinstated for 2007.
- New data on owner characteristics: whether the owner was born in the U.S., year and how business was acquired
- New business characteristics: language(s) used for business transactions with customers, percent of sales outside the U.S., outsourcing to businesses outside the U.S., use of the Internet and e-commerce, presence of different employee fringe benefits (healthcare, retirement, defined contribution plans, vacation/holiday pay)
- The Characteristics of Businesses and Characteristics of Business Owners reports will be expanded to show the sales or receipts, payroll, and employment in each category, not just the number of firms, as shown in the 2002 reports.

## Business Expenses Data Moved to Other Series

Data corresponding to Business Expenses data in previous censuses will be published for 2007 as part of the Industry Series for manufacturing, the Annual Retail Trade Survey, the Annual Trade Survey (wholesale), and the Service Annual Survey. Employer costs for fringe benefits will be broken down into healthcare, pensions (defined-contribution plans vs defined-benefit plans), and other.

## Metropolitan and Micropolitan Statistical Areas

Only a handful of metropolitan and micropolitan areas changed boundaries between 2002 and 2007, although a number of new areas have been identified for areas that grew to meet population thresholds. A list of the changes will be published. Data will be tabulated for metro and micro areas defined as of January 1, 2007.

See also the [schedule for 2007 Economic Census data releases](#).

View the entire [Guide to the 2007 Economic Census](#).

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U S C E N S U S B U R E A U  
*Helping You Make Informed Decisions*

**U.S. Census Bureau**



**Guide to the  
2007 Economic Census**

**SCHEDULE FOR REPORTS FROM THE 2007 ECONOMIC CENSUS**

	2009	2010	2011
Advance Report	■		
Industry Series	■ ■ ■		
Geographic Area Series		■ ■ ■ ■	
Subject Series			■
Summary Series		■ ■ ■ ■ ■	
ZIP Code Statistics			■
Comparative Statistics			■
Bridge between 2007 NAICS and 2002 NAICS			■
Franchise Report			■
Nonemployer Statistics	■		
Island Areas	■ ■ ■ ■ ■ ■ ■ ■		
Commodity Flow Srvy	■ ■ ■ ■ ■ ■ ■ ■		
Business Expenses		■	■
Survey of Business Owners		■ ■ ■ ■ ■	

 No 2007 reports are being published in print or on DVD-ROM. All reports will be in American FactFinder.

Data for states, metropolitan areas, counties, and cities are included in the Geographic Area Series reports.  
 Data in the Advance Report and Industry Series reports are superseded by data in the Geographic Area Series, Subject Series, and Summary Series.

# U.S. Census Bureau



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## 2007 Economic Census

[2007 main page](#)  
[business.census.gov](#)  
[What's New for '07](#)  
[Sample '07 forms](#)

## Earlier Results

Census:  
 1997 - 1992  
 Other:  
 1998-2008



## Questions?

[FAQs](#)  
[Ask Dr. Census](#)

## Related sites

[NAICS](#)  
['97 Econ Census](#)  
[2002 Census forms](#)  
[Bus. Expenses](#)  
[Island Areas](#)  
[Commodity Flow](#)  
[Vehicle Survey](#)  
[Business Owners](#)  
[Minority/Women](#)

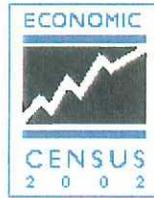


## Economic Census

The Economic Census profiles American business every 5 years, from the national to the local level.

In 2002, there were nearly 25 million business establishments in the U.S. Over 7 million of these had paid employees, and accounted for 96.5 percent of business receipts. These are the businesses that are included in most Economic Census reports. In addition, there were over 17 million businesses with no payroll, mostly self-employed persons. Data on these nonemployers are included in Nonemployer Statistics and the Survey of Business Owners only.

2007 Economic Census results will be published during 2009 and 2010. For more information see the new [2007 Economic Census](#) main page.



## 2002 Reports by Series :

- [Geographic Area Series](#): State reports include metro area, county and city data.
- [Industry Series](#): Mostly superseded by later reports.
- [Subject Series](#)
- [Comparative Statistics](#): 2002 and 1997
- [Bridge Between 2002 NAICS and 1997 NAICS](#)
- [ZIP Code Statistics](#)
- [Survey of Business Owners](#)
- [Business Expenses](#): (U.S. only)

## 2002 Reports by State (drill-down and PDFs)

Select a state  Go

## 2002 Reports by Sector (drill-down and PDFs)

Select a sector  Go

## Industry Statistics

### Sampler [more](#)

Enter keyword   
 NAICS Search   
 (includes state ranking and samples or links to all census and survey sources for an industry)

## Drill-down tables: 2002

### Businesses with paid employees:

[more](#) 2002 data by NAICS - U.S., states, counties, cities, and metro areas

[more](#) Comparative Statistics, 2002 and 1997 - U.S. and states

[more](#) Bridge Between 2002 NAICS and 1997 NAICS - national only

[more](#) Industry Ratios - national only

Top-Ranked States

**American  
FactFinder**

**American  
FactFinder**

provides Economic Census data within 4 weeks of availability in PDF. An [Introduction to AFF](#) goes step-by-step through use of 2002 Economic Census data.

[2002 Economic Census DVD-ROMs](#): With the release of Disc 1Z, ZIP Code Statistics, all 2002 Economic Census data are available on DVD-ROM.



#### Other information for data users

- [Slides and handouts from conferences on the Economic Census](#)
- [Guide to the 2002 Economic Census -- how the data are being published](#)
- [How people use economic census data](#)
- [The Economic Census: What's In It For You \[pdf\]](#)
- [Understanding the 2002 Economic Census \[pdf\]](#)
- [Quicksheet: Accessing Economic Census Data \[pdf\] or \[ppt\]](#)

 [by Industry](#)



Industry Snapshots - with US x state maps

Businesses without/with paid employees:

2002 Nonemployer



Statistics - U.S., states, counties, and metro areas

**Drill-down tables: 1997** ([conventions](#))

Businesses with paid employees:



1997 data by NAICS - U.S., states, counties, and metro areas



- ZIP Code Statistics - U.S., states, ZIP Codes



1997 and 1992 by SIC - U.S. and states



Bridge Between NAICS and SIC - national only

Businesses with/without paid employees:



Nonemployer Statistics (by NAICS) - U.S., states, counties, and metro areas



Minority- and Women Owned Businesses (by SIC) - U.S., states, counties, places and metro areas

The main [1997 Economic Census page](#) provides access to additional reports.