Economic Census

Zip Code Business Patterns Search Page

Practice Using Zip Code Business Patterns

- Finding the name of a place with a zip code
- Finding the number of “establishments” in community by industry
- Comparing numbers across communities

Population and Housing Census

American Factfinder Search Page

Practice Using American Factfinder

- Searching by place name to find general and detailed statistics
  - Summary File 1—Short form questions
  - Summary File 3—Long form questions (samples)

Glossary of Census Terms
Economic Census

The Economic Census is the primary source of detailed facts about the nation's economy. From the national to local level economic statistics are gathered every five years. The 2002 Economic Census from 2002 is the most recent economic census available.

Economic census statistics are collected and published primarily by "establishment." An establishment is a business or industrial unit at a single physical location that produces or distributes goods or performs services, for example, a single store or factory. In addition to establishments, the Economic Census also provides data on sales, receipts or shipments; annual payroll; and paid employees. Key data is available at nation, state, metropolitan areas (MAs), counties, and places with 2,500 inhabitants. Limited data is provided for ZIP codes. Searching at the geographic level will be the most helpful method to search for this class assignment.

Industrial Classification of the Economic Census

The statistics issued by industry in the 1997 Economic Census are classified primarily on the 1997 North American Industry Classification System (NAICS, pronounced “nakes”), and to a lesser extent, on the 1987 Standard Industrial Classification (SIC) system used in previous censuses. Both systems categorize establishments by the principal activity in which they are engaged. Both NAICS and SIC manuals are at located at the Reference Desk on Floor 2.

NAICS Numbering System

NAICS was developed jointly by the U.S., Canada, and Mexico to provide new comparability in statistics about business activity across North America. NAICS replaces the decades-old Standard Industrial Classification (SIC) system, in doing so, it identifies more industries relevant to emerging technologies and services by expanding the industry classification levels from five to nine. Unlike SIC that was categorized using a four digit system, NAICS uses a six digit system. As in SIC, the system is arranged via multi-level hierarchical classification groups that build from the nine major industry levels.

ZIP Code Business Patterns

The ZIP Code Business Patterns database contains data for all business establishments with one or more paid employees. Data are not included for self-employed persons, domestic service workers, railroad employees, agriculture production workers, and most government employees.

County and Business Patterns

This resource gives the number of employees, establishments, and payroll. Publications dating from 1997 and earlier use SIC system. Beginning with the 1998 publications, the categorized by NAICS. The series is published annually and updates the Economic Census. Data is available through 2000. Selected print issues are located on Floor 4, DOC. C 3.204:year.
Practice Using ZIP Code County Business

Find your Class Web page: KNR 378
ISU web site www.ilstu.edu
Milner web site www.library.ilstu.edu
Class Web Pages
KNR 378.30
Zip Code Business Patterns
Enter Normal’s zip code, 61761

The top of webpage reflects basic economic data about a community.
Fill in the table below for your zip code:

<table>
<thead>
<tr>
<th>Total for ZIP Code 61761 for 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of establishments:</td>
</tr>
<tr>
<td>Number of employees:</td>
</tr>
</tbody>
</table>

Below the overview data, you will find data broken down into industry types with frequency of establishments. From this table you will be able to determine the primary industries in the community.

What industry type has the greatest number of establishments in the community?

What industry appears to employ the greatest number of employees?

Look at industry 71: “Arts, entertainment & recreation.”

To find types of establishments by industry within a community click on the “Details” button.

How many total “Fitness & recreational sports centers” are there? ________

To compare establishments across by communities within the county, click on .

How many “Fitness & recreational sports centers” are there in Bloomington? ______
Population and Housing Census

Once every ten years, the United States Census Bureau undertakes the process of counting every single person in the United States. The census counts individuals and gathers housing facts, providing a snapshot of social, demographic, and economic characteristics with data on age, sex, race, household relationships and home ownership. In the past, results of the census have been published in print resources. Increasingly, results are being distributed through electronic format through the U.S. Census Bureau website. Results are distributed by geographic areas beginning with summaries from the nation and extending down from state, metropolitan area, county, place and tracts. Through tracts, information can be obtained on regions within a town or city. Though the census is produced only every ten years, estimates and projections are given for interim population estimates.

Selected Print Library Reference Materials

Census Publications are shelved with the Desk Reference materials at Floor 2 Reference Desk. They may be checked for two hours but may not leave the building.

<table>
<thead>
<tr>
<th>Classification Number</th>
<th>Title</th>
<th>Color of book</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOC. C 3.134/2:C 83/2/2000</td>
<td>County and City Data Book, 2000</td>
<td>White/blue</td>
</tr>
<tr>
<td>PHC-1-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHC 2-15</td>
<td></td>
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</tr>
</tbody>
</table>

American Factfinder—Online Searching

American Factfinder provides users with the capability to browse, search, and map data from many Census Bureau sources: the 2000 and 1990 Censuses, the 1997 and 2002 Economic Census, and the American Community Survey.
American Factfinder from the Census Bureau
Practice Using American Factfinder

Find your Class Web page: KNR 378.30
ISU web site www.ilstu.edu
Milner web site www.library.ilstu.edu
Class Web Pages
KNR 378.30
American Factfinder

“Place” Searching
There are many methods to search American Factfinder; one way to search is by place name. Type in a town/place.

If more than one entry appears select the correct match. [Hint: Click on the “Map it” feature to view the area represented to see what area is represented.]

The page offers a brief overview of the town and also a link to “See more data for [your town] on the Fact Sheet.” The data via this link provides more detailed information.

“Data Set” Searching
A second method to search American Factfinder, involves searching by Data Sets. This search method is located on American Factfinder’s homepage. The advantage with this method is the ability to search by either subject or keyword searching. This helps to focus searching and to prevent scrolling through long lists of tables.

Select Census 2000 Summary File 1 (SF 1) 100-Percent Data
Click on Quick Tables
Change geographic type to place
Select Illinois as state from list
Select Normal as place from list
Click on Add button and
Select “QT-P1. Age Groups and Sex: 2000”

What is the percentage of males and females aged 18 through 24 in Normal?

Male _____ Female _____


In 2000, which industry employed the most people? __________________
Glossary (taken from Census Bureau American Factfinder Glossary)

Ancestry
Refers to a person's self-identification of heritage, ethnic origin, descent, or close identification to an ethnic group. Selected ancestry groups include Arab, Brazilian, Canadian, Czech, Irish, Italian, Russian, Subsaharan African, West Indian, etc.

Establishment
A business or industrial unit at a single location that distributes goods or performs services.

Household
A household includes all the people who occupy a housing unit as their usual place of residence.

Industrial Classification
The Economic Census classifies establishments according to the new North American Industry Classification System (NAICS). NAICS codes replace the Standard Industrial Classification (SIC) codes used in previous censuses. NAICS classifies industries using 2-, 3-, 4-, 5-, and 6-digit levels of detail. 2-digit codes represent sectors, the broadest classifications. 6-digit codes represent individual industries in the U.S.

Mean income
Mean income is the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households. For the various types of income, the means are based on households having those types of income.

Median income
The median income divides the income distribution into two equal groups, one having incomes above the median, and other having incomes below the median.

Nationality
The status of belonging to a particular nation by birth, origin or naturalization.

Summary File 1 (SF 1)
This file presents 100-percent population and housing figures for the total population, for 63 race categories, and for many other race and Hispanic or Latino categories. This includes age, sex, households, household relationship, housing units, and tenure (whether the residence is owned or rented). Also included are selected characteristics for a limited number of race and Hispanic or Latino categories. The data are available for the U.S., regions, divisions, states, counties, county subdivisions, places, census tracts, block groups, blocks, metropolitan areas, American Indian and Alaska Native areas, tribal subdivisions, Hawaiian home lands, congressional districts, and ZIP Code Tabulation Areas. Data are available down to the block level for many tabulations, but only to the census-tract level for others. Available on CD-ROM, DVD, and American FactFinder.

Summary File 3 (SF 3)
This file presents data on the population and housing long form subjects such as income and education. It includes population totals for ancestry groups. It also includes selected characteristics for a limited number of race and Hispanic or Latino categories. The data are available for the U.S., regions, divisions, states, counties, county subdivisions, places, census tracts, block groups, metropolitan areas, American Indian and Alaska Native areas, tribal subdivisions, Hawaiian home lands, congressional districts, and Zip Code Tabulation Areas. Available on CD-ROM, DVD, and American FactFinder.

Tenure
Refers to the distinction between owner-occupied and renter-occupied housing units.