

# Using Census Bureau Data to Spur Economic Development

California State Data Center  
Affiliate Workshops  
March 16, 2016

Presented by:  
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U.S. Census Bureau

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Now that you have an introduction to some concepts about how the data are collected, we can begin to dive into the data. Please check out the Excel file shared with this presentation that contains the data discussed today. It includes the data for every county in the California so you can examine the data on your own.

The process for pulling this information together started at the two-digit sector level. I encourage you to look at the 3-digit and the 4-digit and the 5-digit and the 6-digit NAICS level to understand the specific industries in the different sectors in your county.

# Outline

## Using Economic Data in AFF to **Promote Economic Development**

- *What sectors and industries are doing well (what are we **good at**), and how can we continue to promote these and related businesses?*
- *What sectors and industries are doing well (what are we **not so good at**) and how can we improve?*
- *How can we **help businesses** succeed?*

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To start exploring the data, the first question to ask is what are we good at? What are the industries that are strong in our area? And what can we do to help promote these types of businesses and help them grow?

Also, it is important to explore the things that are not so great. These areas may be opportunities to improve policies or procedures that encourage businesses industries that are not doing spectacularly to grow and flourish.

## Our Scenario

- Interested in creating a comprehensive profile of the California and local area economies to help promote economic development.
  - Latest data for **employer businesses (CBP)**
  - Impact/importance of **non-employer businesses (NS)**
  - Latest detailed **revenue data** and data for **local areas (EC)**
  - Impact/importance of **minority- and women-owned businesses (SBO)**

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Four datasets will provide information about the economy in California. First, County Business Patterns provides employer data annually, down to the county and ZIP code level. Non-employer statistics, the second bullet here, shows annual data for non-employers at the county level, not ZIP code. The Economic Census has revenue information at the place level. And finally, the Survey of Business Owners includes race, ethnicity, gender, and veterans status.

# American FactFinder

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AMERICAN FactFinder

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Find popular facts (population, income, etc.) and frequently requested data about your community.  
Enter a state, county, city, town, or zip code:

▶ Guided Search

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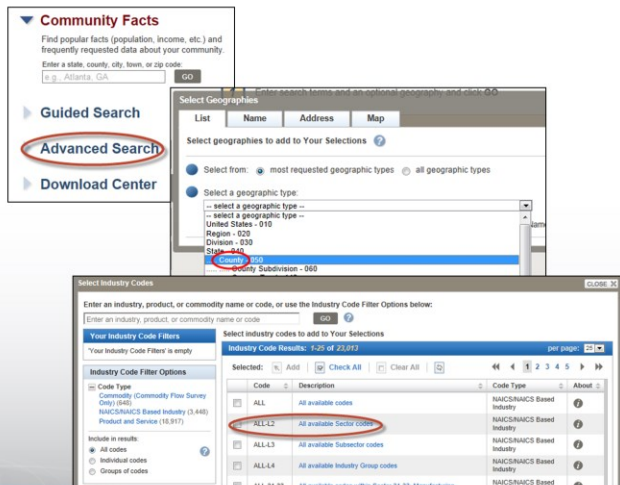
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All the data can be accessed through American FactFinder through the Advanced Search.

# Finding the latest data available for California businesses

## Tips using the Advanced Search

- Select the Geography (ies) first
- Start off at Sector and then drill down



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Once in the Advanced Search, the very first thing to do is choose the geography. When the geography is chosen first, the list of options is trimmed to include only data for that particular geography. The downside is that some of the datasets of interest that don't publish data for the geography specified are cut out. There will be no way to know that there's state level data when looking for a specific county, but it's a great place to start.

The next step, when I look at industry data, is to look at the sector level (i.e., the 2-digit NAICS code) and then drill down.

One tip that may be helpful is that American FactFinder has pseudo-geographies and pseudo-industries (e.g., "All Counties in California" and "All Places in San Diego County"). Any time more than one county or more than one city is of interest, always use these options. This practice has a couple advantages. First, if you are interested in five cities in San Diego County, but unexpectedly need the data for a sixth city, downloading the data for All Cities will be a huge help. But the big reason is that selecting individual geographies in American FactFinder can result in system crashes because each of the geographies are strung together with the word 'and.' If any one of the cities was suppressed, the entire request dies and you get no results. When using "All Places in San Diego County," even if some of them are suppressed, it gives you the whole thing because it puts the word "or" in between the geographies.

# Employer Businesses

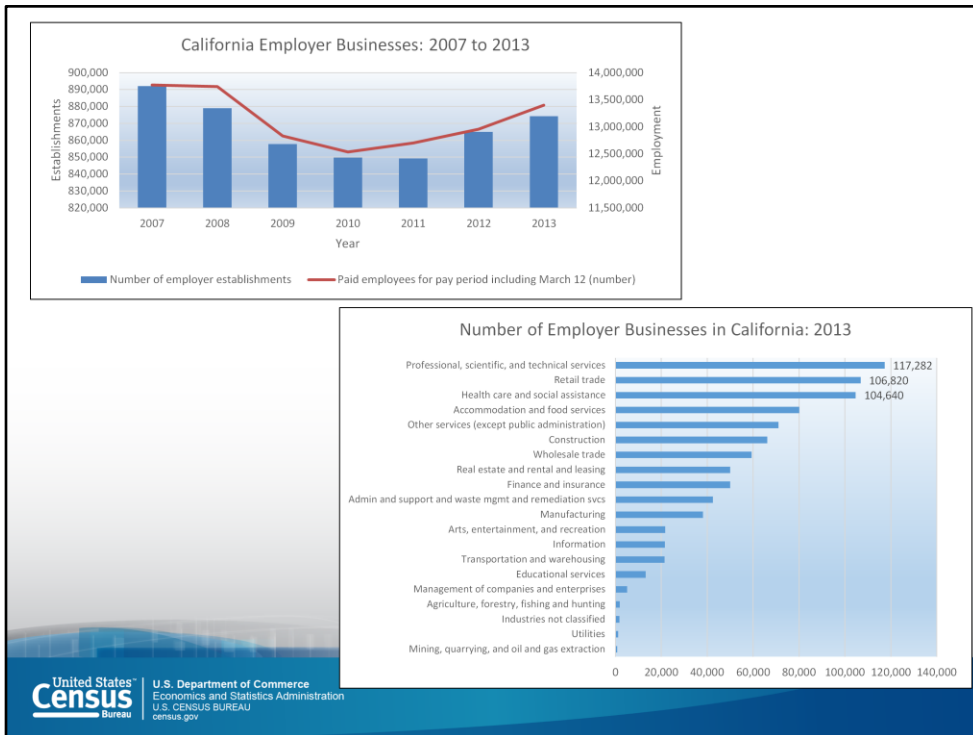
- Covered by most Census Bureau economic programs (and most other sources)
- Make up only **25%** of all US businesses but over **96%** of GDP
- The primary engine that drives the US economy



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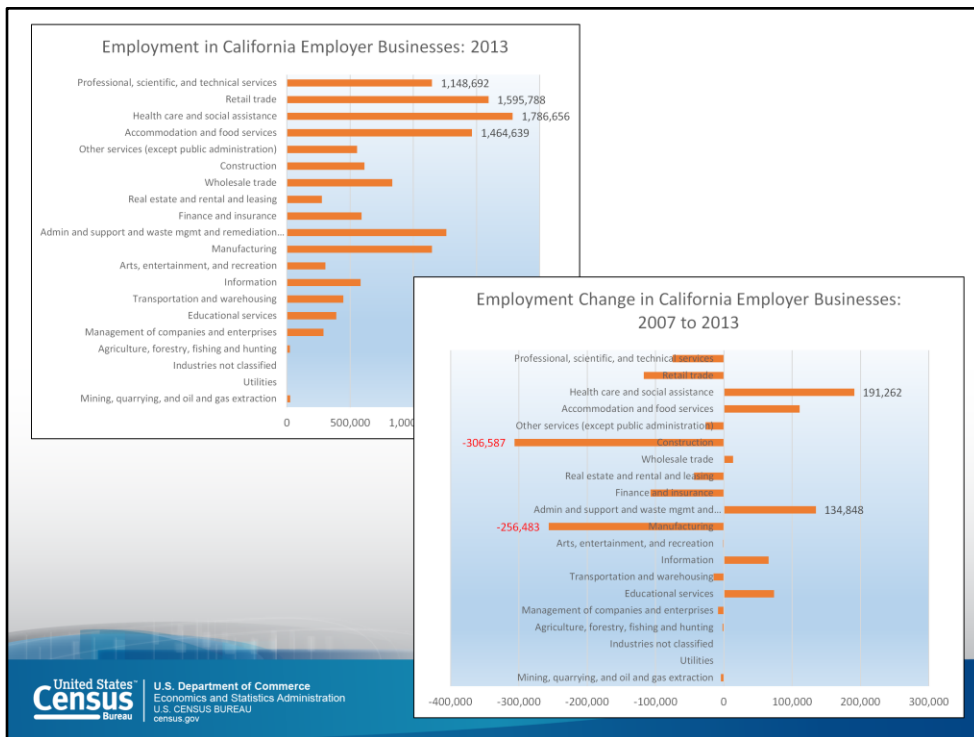
Starting with employer businesses... as previously discussed, this group is relatively small in number (about 25% or so of all businesses), but accounting for 96% of Gross Domestic Product (GDP), based on the gross national average. As the data will show in a moment, this percentage does not apply to California overall or some sectors of the California economy where non-employers account for way more than 4% of the gross state GDP. This rule of insignificance in numbers but significance in percentage of sales revenue is national and not necessarily true at the state level or for smaller areas.



These two graphs are based on data downloaded from the Economic Census. The top left shows the number of employer businesses (the blue bars) relative to employment (the red line), looking at data from 2007 to 2013. While there is an increasing trend from 2010 to 2013, it is still below pre-recession levels. Further, the growth is slow as shown by the slope of the line, which is not steep.

The chart below shows the number of businesses by sector. The interesting finding for California is that most businesses are not in retail trade as in most states across the nation (it is number two). The number one is professional, scientific, and technical services with about 117,000 companies in this sector.

The information in these two charts together raises questions about what is going on.

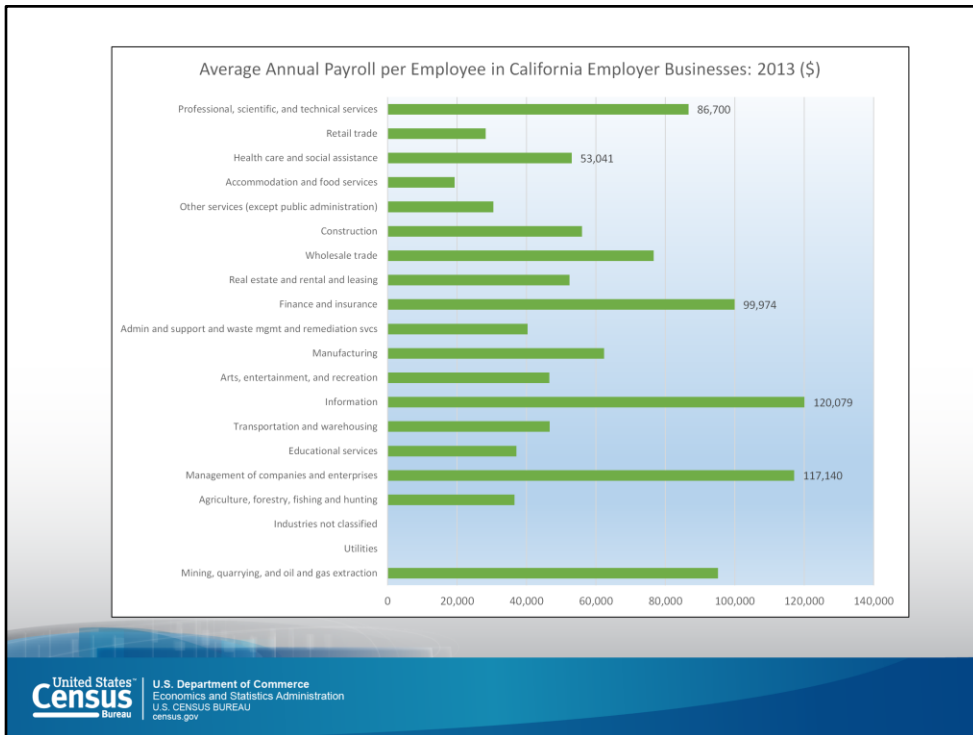


Digging deeper at employment in 2013, the number one employer sector is healthcare, about 1.8 million employees shown in the top graph. Professional, scientific, and technical services (the top line) is the fourth ranked. The previous slide showed this sector as having the largest number of companies, but is not the biggest with respect to employees, which raises the following questions.

- Where are the employees of these tech businesses working?
- Why are there so few employees in these businesses?
- Where are they coming from?

The bottom graph shows employment change. Professional, scientific, and technical services is down from 2007 to 2013. The number of businesses is up (based on the previous slide) but employment is down since 2007. Healthcare is up the most with an employment boom. Other sectors are down quite a bit, specifically construction and manufacturing.





This slide presents the ratio of payroll per employee. The average employee in the information sector makes \$120,000 a year, the highest of all the sectors, which sounds great though there are a relatively small number of businesses in this area compared to the payroll.

The second highest salary is for management companies and enterprises. This NAICS code signifies company headquarters and payroll offices to distinguish them from companies they serve so that these employees are not combined with those working at a manufacturing plant for example.

# County Rankings

RANK (of 58)	Geographic area name	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
1	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	4,415
3	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
6	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
8	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
9	Sacramento County	27,571	428,475	20,877,514	48,725	(1,373)	(40,179)	1,339,209	7,035
17	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
35	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732

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10	Sacramento County	27,571	428,475	20,877,514	48,725	(1,373)	(40,179)	1,339,209	7,035
25	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
35	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
50	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732

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These tables rank the counties in California. The first table looks at employer businesses and Los Angeles County is number one and San Diego County is number three in the state based on number of establishments (shown in the first column).

The second table shows payroll per employee (in the fourth column) and San Diego County is ranked number nine in terms of average payroll per employee across all employer businesses.

RANK (of 58)	Geographic area name	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
1	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
2	Santa Clara County	46,212	926,766	88,739,529	95,752	588	13,794	15,840,842	15,904
3	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	4,415
4	Colusa County	376	3,956	147,081	37,179	13	(98)	15,530	4,730
21	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732
52	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
54	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
55	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
57	Sacramento County	27,571	428,475	20,877,514	48,725	(1,373)	(40,179)	1,339,209	7,035

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2	Santa Clara County	46,212	926,766	88,739,529	95,752	588	13,794	15,840,842	15,904
3	Kern County	12,344	195,927	8,448,785	43,122	(269)	9,532	1,727,193	7,061
4	Lassen County	409	3,947	121,538	30,793	(102)	163	17,139	3,203
30	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732
47	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
50	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
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56	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
57	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	11

Looking at change in number of establishments and employment, San Francisco, Santa Clara, and LA County are the four that have the highest increase in the number of businesses (column 5 in the table on the top of this slide). San Francisco, Santa Clara, Kern, and Lassen County are the ones that had the highest increase in number of employees (column 6 in the table on the bottom).

The dotted line around those four counties highlights that they are the only four counties that had an increase from 2007 to 2013. Every other county was down for the number of employer businesses. For San Diego County, there are 809 fewer employer businesses. Same thing on the employment side. San Diego County, from 2007 to 2013, is down 16,273 employees.

Again, this information leads one to wonder what's going on. Why are the employer businesses not growing? The top sector is professional, scientific, and technical services with lots of businesses and not so much employment. What is affecting these numbers?

# San Diego County

2012 NAICS code	Meaning of 2012 NAICS code	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
<b>0</b>	<b>Total for all sectors</b>	<b>78,379</b>	<b>1,181,133</b>	<b>59,965,617</b>	<b>50,770</b>	<b>(809)</b>	<b>(16,273)</b>	<b>7,200,717</b>	<b>6,704</b>
11	Agriculture, forestry, fishing and hunting	124	686	26,464	38,577	(13)	(20)	821	2,256
21	Mining, quarrying, and oil and gas extraction	36	248	15,809	63,746	(6)	(191)	(7,970)	9,580
22	Utilities	83	5k-9,999	D	NA	(20)	NA	NA	NA
23	Construction	6,233	62,192	3,367,192	54,142	(1,127)	(28,153)	(944,072)	6,422
31-33	Manufacturing	2,861	100,475	6,864,891	68,324	(291)	347	1,352,748	13,273
42	Wholesale trade	4,347	62,482	5,154,639	82,498	(201)	572	402,381	5,737
44-45	Retail trade	9,297	145,051	3,914,398	26,986	(572)	(8,422)	(101,842)	817
48-49	Transportation and warehousing	1,577	22,530	921,879	40,918	(46)	(451)	116,713	5,882
51	Information	1,356	35,242	3,117,128	<b>88,449</b>	(110)	3,458	751,386	14,017
52	Finance and insurance	4,811	51,448	4,089,023	79,479	(436)	(7,622)	329,480	<b>15,833</b>
53	Real estate and rental and leasing	5,549	28,140	1,415,343	50,296	(138)	(6,868)	(72,898)	7,785
54	Professional, scientific, and technical services	<b>12,881</b>	<b>132,252</b>	<b>10,117,487</b>	76,502	453	5,014	1,332,353	7,457
55	Management of companies and enterprises	432	24,210	1,955,290	80,764	(5)	2,571	342,882	6,250
56	Administrative and support and waste management and remediation services	4,201	91,713	3,182,190	34,697	(47)	(4,292)	278,531	4,452
61	Educational services	1,332	31,077	1,125,013	36,201	316	8,916	417,384	4,270
62	Health care and social assistance	8,643	<b>152,207</b>	<b>8,207,429</b>	<b>53,923</b>	<b>716</b>	<b>17,545</b>	<b>2,201,124</b>	<b>9,320</b>
71	Arts, entertainment, and recreation	1,111	32,502	1,102,204	33,912	19	(1,724)	66,458	3,650
72	Accommodation and food services	7,026	150,487	3,100,714	20,605	465	4,934	466,195	2,504
81	Other services (except public administration)	6,311	52,226	1,524,879	29,198	174	(2,515)	9,691	1,518
99	Industries not classified	168	100-249	4,559	NA	60	NA	1,833	NA
<b>62</b>	<b>Health care and social assistance</b>	<b>8,643</b>	<b>152,207</b>	<b>8,207,429</b>	<b>53,923</b>	<b>716</b>	<b>17,545</b>	<b>2,201,124</b>	<b>9,320</b>
621	Ambulatory health care services	6,427	61,137	3,858,104	63,106	<b>589</b>	<b>9,894</b>	<b>1,145,081</b>	<b>10,162</b>
622	Hospitals	36	45,415	3,141,424	69,172	(3)	3,588	857,591	<b>14,570</b>
623	Nursing and residential care facilities	743	22,763	631,870	27,759	118	3,769	146,509	2,205
624	Social assistance	1,437	22,892	576,031	25,163	12	294	51,943	1,971



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Looking at the 2-digit NAICS code specifically for San Diego County in 2013 , professional, scientific, and technical services is the number one sector in terms of total businesses and total annual payroll. Healthcare is top employer in terms of total employees.

Based on change over time, finance and insurance had the largest increase in how employees are paid, while health care rose the most with respect to number of establishments, employees, and total payroll.

# Non-employer Businesses

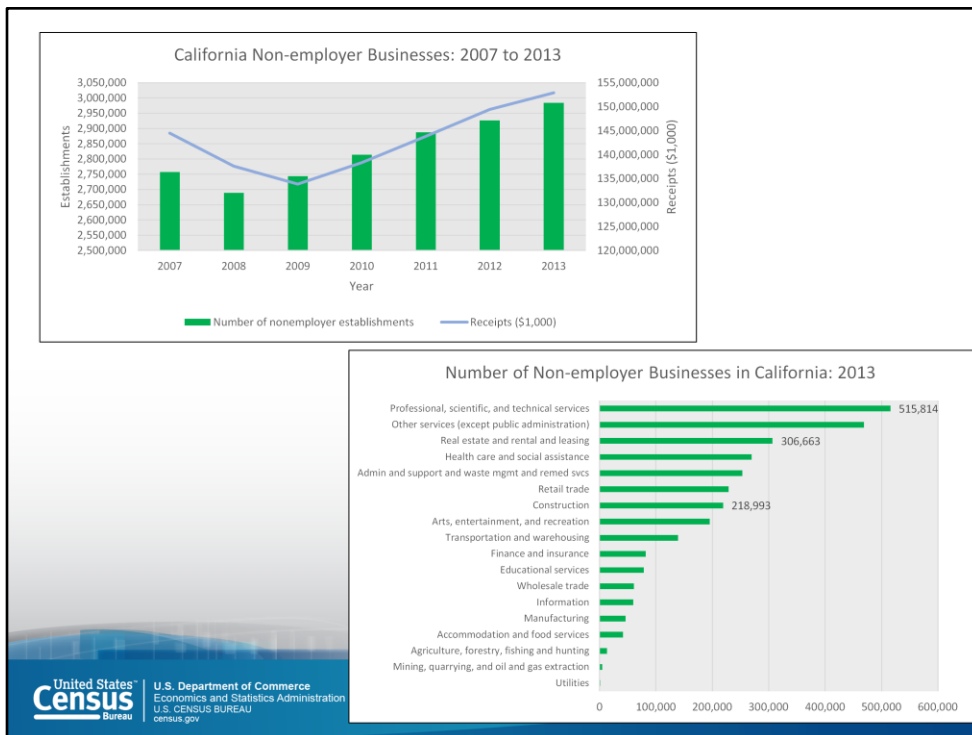
- Only covered by a few Census Bureau economic programs (not covered by most other sources)
- Make up **75%** of all US businesses but less than **4%** of GDP, but...
- A key engine that drives the economic growth



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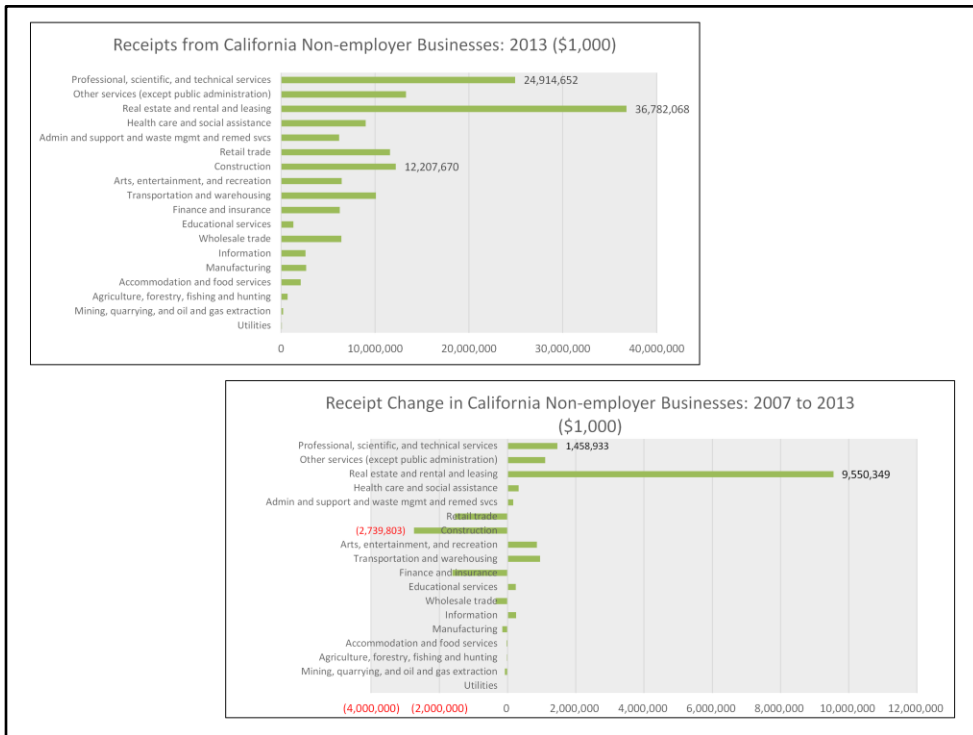
Now let's look at non-employers.



The top chart is similar to the previous figure shown for employers. This time green bars indicate the number of non-employer businesses and revenue is shown with the blue line. The good news here for non-employers is that number of businesses and revenue are increasing since 2009 and this upward trend is steeper than for employer businesses. The measures have not only hit the 2007 level, they have surpassed them.

Looking at the type of business, the top sector in California is professional, scientific, and technical services. In most states, other sectors that are normally not high-paying have the most non-employer businesses. The second highest area is other services, like auto repair facilities or personal services like nail salons and hair salons. These more service-oriented industries are usually not the highest paying.

The fact that professional, scientific, and technical services is the highest leads one to wonder what was going on. One theory is that people who were laid off by tech companies in 2007, 2008, and 2009 have come back to work as non-employers, contractors, and independent consultants for some of these same businesses they were worked for before the recession. These types of businesses lend themselves really well to creative work arrangements like telework (working virtually from your own home).



Moving on to examine receipts, real estate is at the top, which is typical because these are non-employer realtors (i.e., independent real estate agents). Most real estate companies do not hire real estate agents. Independent contractors rent a seat at the office. This industry is pretty good in California with \$36 billion in revenue for Non-employer realtors.

In second place is professional, scientific, and technical services. These non-employers make up \$24 billion of revenue in California. Growth could be promoted by celebrating the fact that these types of businesses lend themselves to creative work arrangements.

The chart on the bottom explores change in receipts from 2007 to 2013. The growth in real estate is not surprising and related to housing prices.

# County Rankings

RANK (of 58)	Geographic area name	2013			Change: 2007 to 2013		
		Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)	Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)
1	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
3	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
4	Riverside County	152,801	6,536,586	42,778	12,008	31,196	(3,427)
8	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
9	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
17	San Joaquin County	34,735	1,719,196	49,495	1,511	95,378	620
34	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)

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		Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)	Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)
1	Marin County	36,468	2,583,057	70,831	1,151	76,635	(138)
2	San Mateo County	63,460	4,041,151	63,680	4,772	233,587	(1,198)
3	Sutter County	5,193	318,944	61,418	154	37,556	5,576
4	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
15	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
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The county rankings for non-employer businesses reveal that San Diego County is number three in the number of non-employers in California (in the first column of the top table). In terms of average receipts per business across all industries, San Diego County is ranked number 18 (in the third column in the bottom table). The average non-employer earns \$49,806 in San Diego County. Again, this is probably someone's primary occupation. Look at specific two-digit NAICS codes, the average receipts is larger (i.e., six figures). These non-employers are doing well for themselves.



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16	San Joaquin County	34,735	1,719,196	49,495	1,511	95,378	620

RANK (of 58)	Geographic area name	2013			Change: 2007 to 2013		
		Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)	Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)
1	Colusa County	974	53,756	55,191	(53)	2,925	5,696
2	Sutter County	5,193	318,944	61,418	154	37,556	5,576
3	Del Norte County	1,210	50,071	41,381	(114)	1,113	4,404
4	Modoc County	555	20,365	36,694	(83)	(1,264)	2,792
5	Mariposa County	1,232	46,223	37,519	(195)	(3,382)	2,757
6	Humboldt County	11,071	425,384	38,423	37	28,880	2,489
7	Santa Clara County	128,730	7,449,996	57,873	7,313	718,050	2,428
8	Monterey County	23,865	1,292,997	54,180	(659)	18,673	2,217
9	Plumas County	1,529	64,928	42,464	(432)	(14,727)	1,845
10	Santa Cruz County	23,649	1,176,814	49,762	505	60,974	1,549
11	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
15	San Joaquin County	34,735	1,719,196	49,495	1,511	95,378	620
30	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
34	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
38	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
49	Riverside County	152,801	6,536,586	42,778	12,008	31,196	(3,427)
50	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)

These tables present the change from 2007 to 2013. San Diego County is ranked number three in terms of the growth of non-employers from 2007 to 2013 (third column, top table), with 19,185 new non-employers. In terms of change in receipts, San Diego ranks 30<sup>th</sup>, indicating that the growth in number is not accompanied by a boom in income. They were high paid, but the increase over time has been relatively small.

# San Diego County

2012 NAICS code	Meaning of 2012 NAICS code	2013			Change: 2007 to 2013		
		Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)	Number of non-employer establishments	Receipts (\$1,000)	Receipts per establishment (\$)
<b>0</b>	<b>Total for all sectors</b>	<b>246,649</b>	<b>12,284,526</b>	<b>49,806</b>	<b>19,185</b>	<b>750,564</b>	<b>(901)</b>
11	Agriculture, forestry, fishing and hunting	982	52,357	53,317	48	3,290	782
21	Mining, quarrying, and oil and gas extraction	50	2,817	56,340	(44)	(1,075)	14,936
22	Utilities	92	5,379	58,467	18	(830)	(25,438)
23	Construction	17,308	975,422	56,357	(42)	(139,736)	(7,918)
31-33	Manufacturing	3,820	216,123	56,577	259	783	(3,895)
42	Wholesale trade	4,806	457,321	95,156	129	147	(2,593)
44-45	Retail trade	19,580	936,901	47,850	(56)	(115,766)	(5,759)
48-49	Transportation and warehousing	7,899	412,846	52,266	1,093	28,797	(4,162)
51	Information	3,867	155,758	40,279	242	18,635	2,452
52	Finance and insurance	7,833	618,487	78,959	(1,182)	(146,828)	(5,934)
<b>53</b>	<b>Real estate and rental and leasing</b>	<b>27,901</b>	<b>3,144,581</b>	<b>112,705</b>	<b>(126)</b>	<b>702,580</b>	<b>25,575</b>
<b>54</b>	<b>Professional, scientific, and technical services</b>	<b>49,659</b>	<b>2,296,557</b>	<b>46,247</b>	<b>4,211</b>	<b>183,428</b>	<b>(249)</b>
56	Administrative and support and waste management and remediation services	21,586	519,184	24,052	3,365	16,506	(3,536)
61	Educational services	7,160	119,011	16,622	1,306	14,831	(1,175)
62	Health care and social assistance	20,105	709,165	35,273	1,919	9,174	(3,218)
71	Arts, entertainment, and recreation	14,093	358,646	25,449	1,573	42,447	193
72	Accommodation and food services	3,148	186,809	59,342	489	17,060	(4,497)
<b>81</b>	<b>Other services (except public administration)</b>	<b>36,760</b>	<b>1,117,162</b>	<b>30,391</b>	<b>5,983</b>	<b>117,121</b>	<b>(2,102)</b>
<b>81</b>	<b>Other services (except public administration)</b>	<b>36,760</b>	<b>1,117,162</b>	<b>30,391</b>	<b>5,983</b>	<b>117,121</b>	<b>(2,102)</b>
811	Repair and maintenance	8,077	332,853	41,210	901	(3,116)	(5,608)
<b>812</b>	<b>Personal and laundry services</b>	<b>27,155</b>	<b>748,334</b>	<b>27,558</b>	<b>4,924</b>	<b>109,751</b>	<b>(1,167)</b>
<b>813</b>	<b>Religious, grantmaking, civic, professional, and similar organizations</b>	<b>1,528</b>	<b>35,975</b>	<b>23,544</b>	<b>158</b>	<b>10,486</b>	<b>4,939</b>

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This table shows the data by sector for San Diego County. Specifically, of the over 246,000 non-employers, about 49,000 of the them are in professional, scientific, and technical services. Real estate is highest in terms of receipts and receipts per business. To clarify, the receipts per establishment are gross (i.e., before expenses). So for real estate, you need to figure out how much realtors spend to sell the houses to get the net income.



Is this information available at the city level or is it only available for the county?

For non-employer data, the smallest level of geography is at the county level. The Economic Census includes the place and the city level data, but only for employer businesses. But a comparison of the Employer data for the City of San Diego to the County of San Diego shows the share of employer businesses in the city in comparison to the entire county. Based on this information, you could use some creative statistics to see that same distribution for non-employers. Based on local knowledge, you can look at the results and determine if it makes sense, if it is really true. There is one issue... the distribution might not match because some of these non-employers could be working for a firm in the City of San Diego but may be living some place outside of the city and work from home, commute in one day a week, consult, etc.

## What about Info by Place and Revenue data?

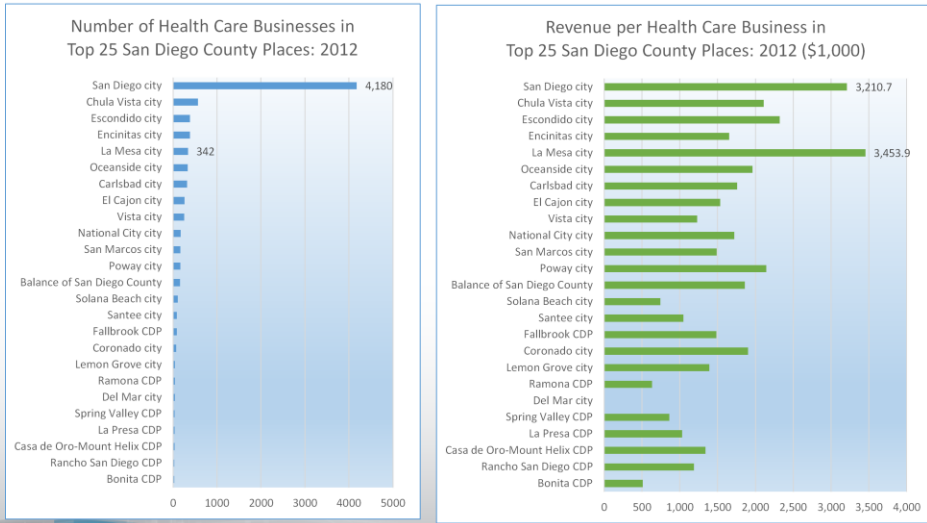
- **Place-level data** only published in the Economic Census
  - **Incorporated places** and **CDPs** of 2,500+ pop or jobs
  - Significant disclosure suppressions (# Estabs always published)
- **Sales, shipments, receipts, revenue, and business done** also published in the EC

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As previously mentioned, the Economic Census is the only place where you can get place level data. It is also the only place where you can get revenue data. To refresh your memory, places include incorporated cities and census designated places.

# San Diego County



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This slide focuses on health care in San Diego County because again it is a sector where you can see the concentration of employer businesses in the cities within San Diego County. It is no surprise that the vast majority of these businesses are in the City of San Diego (4,180). Based on revenue per business, however, La Mesa tops the list, which is probably due to a hospital located in La Mesa.

## Minority-, Women-, and Veteran-Owned Businesses

- Covered by one Census Bureau economic program (not covered by most other sources)
- Share of businesses varies widely by industry and geography



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Survey of Business Owners is another data source that provides demographic composition.

All Businesses (NAICS 00) in California by Owners Race, Ethnicity, and Gender: 2012

Meaning of Race, Ethnicity, and Gender code	Number of firms with or without paid employees	Share of Total	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Share of Total	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Share of Total	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)	Share of Total
<b>All firms</b>	<b>3,548,449</b>		<b>3,917,367,474</b>		<b>679,042</b>	<b>3,765,656,960</b>	<b>12,858,633</b>	<b>685,054,404</b>	<b>2,869,407</b>		<b>151,710,515</b>	
<b>White</b>	2,343,439	66.04%	1,219,025,418	31.12%	469,114	1,114,978,952	5,134,422	233,526,899	1,874,325	65.32%	104,046,467	68.58%
Black or African American	177,302	5.00%	14,924,763	0.38%	9,572	10,802,107	94,201	3,167,457	167,731	5.85%	4,122,655	2.72%
American Indian and Alaska Native	41,254	1.16%	3,420,302	0.09%	3,262	2,353,212	17,720	686,327	37,992	1.32%	1,067,089	0.70%
Asian	604,870	17.05%	229,512,016	5.86%	134,607	204,745,516	1,016,937	33,923,770	470,263	16.39%	24,766,500	16.32%
Native Hawaiian and Other Pacific Islander	14,446	0.41%	1,851,710	0.05%	1,165	1,439,206	9,387	329,218	13,282	0.46%	412,504	0.27%
Some other race	386,224	10.88%	34,338,161	0.88%	23,468	23,251,042	164,953	5,010,646	362,756	12.64%	11,087,119	7.31%
Minority	1,619,857	45.65%	351,416,670	8.97%	212,938	297,829,950	1,668,302	54,819,709	1,406,919	49.03%	53,586,720	35.32%
Hispanic	815,304	22.98%	98,901,378	2.52%	64,463	75,448,598	517,054	16,103,571	750,841	26.17%	23,452,780	15.46%
Female-owned	1,320,085	37.20%	201,667,006	5.15%	132,508	164,299,991	1,043,519	37,013,116	1,187,577	41.39%	37,367,015	24.63%
Male-owned	1,852,280	52.21%	1,135,303,248	28.98%	401,721	1,046,368,273	4,530,517	211,087,368	1,450,859	50.56%	88,934,975	58.62%
Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	60,001	1.69%	2,407,041,565	61.45%	36,687	2,399,065,693	6,377,454	406,744,945	23,313	0.81%	7,975,872	5.26%

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This table is for California in total. Looking in the first column, there are about 3.5 million total businesses in the state (employers plus non-employers) and about 679,000 of them are employers (column 5) and 2.8 million are non-employers (column 9). Examining race/ethnicity and gender, 66% of all the businesses in California are white-owned and 52% are male-owned.

This last category at the bottom of the table is almost always the one that has the highest share of receipts. This category is for corporations (i.e., publicly held businesses), which make up 1.69% of the total businesses in the state of California, but they have 61% of the revenue.

Looking further, how do these measures compare for non-employers? Columns 10 and 12 show that similar proportions of non-employer businesses are white-owned and male-owned and their share of receipts is high. This information leads one to ask the following questions:

- What is it that is encouraging non-employers to be so prolific, but still being primarily white-owned and male-owned, statewide?
- How do we encourage other demographic groups to open businesses?

All Veteran-owned Businesses (NAICS 00) in California and California Counties: 2012									
Rank	Geographic area name	Number of firms with or without paid employees	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)
	<b>California</b>	<b>252,377</b>	<b>135,056,837</b>	<b>43,201</b>	<b>124,780,962</b>	<b>528,868</b>	<b>21,768,811</b>	<b>209,175</b>	<b>10,275,875</b>
1	Los Angeles County	69,608	28,485,306	10,414	25,725,367	126,235	4,826,124	59,194	2,759,940
2	San Diego County	25,354	13,600,237	4,962	12,576,509	58,975	2,781,577	20,392	1,023,728
3	Orange County	22,774	16,099,134	4,524	15,090,428	72,093	3,259,180	18,250	1,008,707
4	Riverside County	13,760	\$	2,001	\$	k	\$	11,759	\$
5	San Bernardino County	11,117	7,063,378	1,692	6,581,183	29,169	1,059,013	9,425	482,195
6	Alameda County	10,213	4,814,269	1,649	4,345,331	18,720	867,704	8,564	468,938
7	Santa Clara County	9,400	7,192,310	1,915	6,718,071	31,507	1,347,324	7,484	474,238
8	Sacramento County	9,080	5,417,305	1,736	5,158,960	16,551	700,315	7,344	258,345
9	Contra Costa County	7,291	3,934,008	1,197	3,560,720	11,604	579,107	6,094	373,289
10	San Francisco County	6,378	2,364,084	1,154	2,057,829	9,851	530,782	5,224	306,256
11	Ventura County	5,861	1,614,608	1,132	1,371,337	8,439	329,561	4,729	243,271
12	San Mateo County	5,141	3,434,825	836	3,167,123	9,202	598,829	4,305	267,702
13	Fresno County	4,556	2,858,681	991	2,689,845	13,259	467,810	3,565	168,836
14	Sonoma County	4,296	1,279,430	598	1,135,366	5,356	188,816	3,699	144,064
15	Kern County	3,770	2,211,565	686	2,041,742	7,020	212,772	3,084	169,823
16	San Joaquin County	3,449	\$	866	\$	j	\$	2,583	\$
17	Marin County	3,304	1,109,194	609	928,770	4,604	175,708	2,695	180,424
18	Santa Barbara County	3,254	1,366,046	728	\$	i	\$	2,526	99,246
19	Placer County	3,095	2,773,309	543	2,654,682	4,417	217,957	2,552	118,627
20	Stanislaus County	2,914	1,150,607	539	1,068,514	6,140	229,821	2,375	82,092
21	San Luis Obispo County	2,588	572,722	538	473,255	3,325	109,321	2,049	99,467
22	Monterey County	2,414	1,120,220	444	1,028,705	4,955	238,250	1,970	91,516
23	Solano County	2,296	980,166	470	872,845	4,173	180,698	1,826	\$
24	Santa Cruz County	2,135	1,160,301	289	1,086,348	4,002	129,883	1,845	73,954
25	Butte County	1,766	\$	449	\$	h	\$	1,317	\$
26	Tulare County	1,677	656,211	367	606,813	3,375	113,774	1,311	49,398
27	El Dorado County	1,659	387,710	415	329,315	2,112	66,945	1,244	58,395
28	Napa County	1,446	1,153,442	348	1,057,658	3,222	176,091	1,098	95,784
29	Shasta County	1,422	613,472	331	545,229	3,479	97,084	1,091	68,243
30	Nevada County	1,136	206,219	217	169,919	919	20,414	919	36,299
31	Humboldt County	1,132	222,468	186	189,884	1,160	30,795	946	32,584
32	Yolo County	1,078	520,273	279	496,339	2,397	91,435	798	23,934
33	Merced County	1,060	2,208,809	221	2,179,867	5,335	193,087	839	28,942
34	Mendocino County	762	97,851	44	76,553	313	8,726	718	11,298
35	Kings County	691	106,939	128	93,824	824	24,946	563	13,115
36	Madera County	618	408,572	180	382,941	2,214	80,092	438	\$
37	Imperial County	608	226,908	209	218,279	1,853	53,280	399	8,629

This table shows veteran-owned businesses. There are about 252,000 veteran-owned businesses in the state of California and San Diego ranks second in terms of number of veteran-owned businesses. The amount of data available about veteran-owned businesses has expanded because of the number of veterans that are coming back from Iraq and opening businesses.



## So... What Else?

- Drill down to **more detailed industries**
  - Detailed industries within each sector
- Drill down to **more detailed geographies**
  - Places within each County
- Compare to **other geographies**
  - CA and CA counties to other states
  - CA counties with your region
- View other **related data**
  - ZIP Code and Product lines data
- Merge in more **demographic data**
  - Per capita calculations
- Merge in data from **other sources**
  - Census and non-Census



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Hopefully, this section of the workshop has given you a good introduction so you can explore more.

- So far, we have looked at two-digit NAICS codes. I encourage you to drill down into the professional, scientific, and technical services to learn more about what is happening in those specific industries, to see which ones are doing so well.
- The countywide information could be compared to places within the region or to neighboring counties or to similar-sized counties elsewhere in California or in other states.
- Check out the ZIP code and product line data
- Incorporate demographic data by computing per capita measures to tell the story that raw numbers cannot by themselves.
- Considering data from other sources may also be helpful. The trick when using data from multiple sources is to make sure that the comparisons make sense. For example, if you are looking at population data and comparing it to median household income, an apples to apples comparison requires the same source for all the data.

# Summary

- A wealth of data available from Census Bureau **Economic Programs**
- **AFF** is a powerful data extraction tool, but **manipulating the data** (in Excel and other tools) can help identify interesting stories in the data
- Using these data can help **spur economic development** by helping us **understand** the local economy

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In summary, there are a lot of data available. American Factfinder is a great way to extract the data, though not for data manipulation. Excel is better for analysis and downloading to Excel is possible using American Factfinder.



Regarding the small business owner data, at the census designated place (CDP) level, is it possible to identify the major employers in the community and the number of employees?

The short answer is no. Though the Census Bureau data is very accurate, the privacy of the businesses is protected through disclosure rules. As a result of this privacy protection, data on specific businesses identifying individual employers is never published. Using local knowledge about the biggest employer in a specific NAICS code in your community, examining the data for that specific NAICS code along with data from other sources could help you extrapolate the information needed. While the Census Bureau cannot give you names and addresses and specific data, this information may be available from other data providers can't. Use Census Bureau data for aggregated summary level totals and then incorporate micro level data from other sources.



The American Community Survey (ACS) 5-year data also has employment by industry. Is this information more refined than available in the Economic Census?

The ACS data on employment is based on the person and the industry of that person's primary job, not all of their jobs. The level of detail published about industry in the ACS is significantly less than what we publish from the Economic Census. The industry categories in the ACS are fairly broad industry categories. The full set of 1200 NAICS codes is not included like in the Economic Census. But the ACS does provide a point of comparison.

The ACS asks individuals to report the industry of their primary job and the Economic Census asks businesses how many employees they have. The numbers for the same industry can be very different, because the business counts all of their employees, not just the primary job, while individuals focus on the primary job. Also, the data are based on where someone lives for the ACS and on the location of the business for the Economic Census.

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