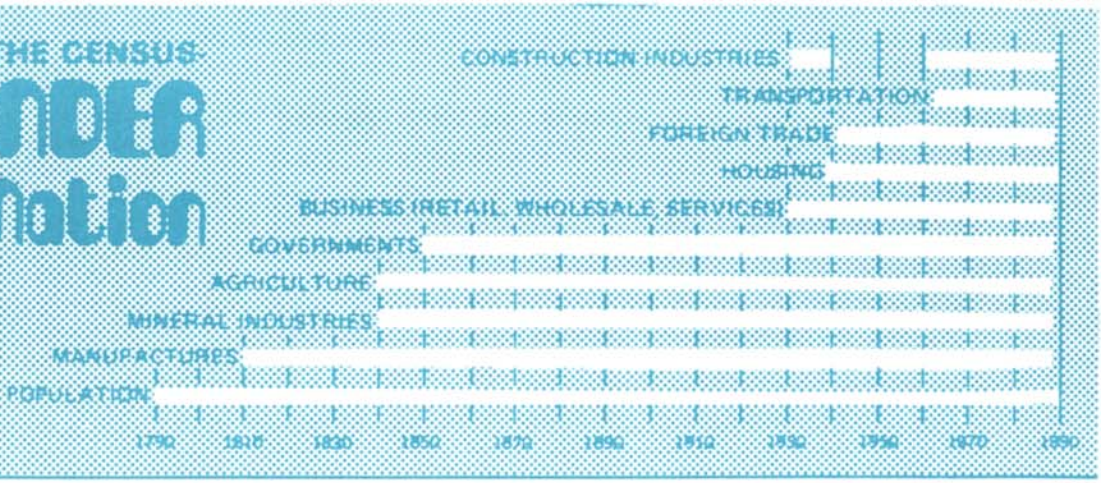
U.S. BUREAU OF THE CENSUS

FACTFINDER for the Nation



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ENTERPRISE STATISTICS

INTRODUCTION

The Census Bureau's enterprise statistics program offers a unique look at data from the economic censuses. The enterprise reports present information at the company or firm level rather than for establishments, as virtually all the other census reports do. The program's primary contribution to the economic analysis of the country's industrial organization is in its unique ability to relate each company's data directly with its component establishment statistics.

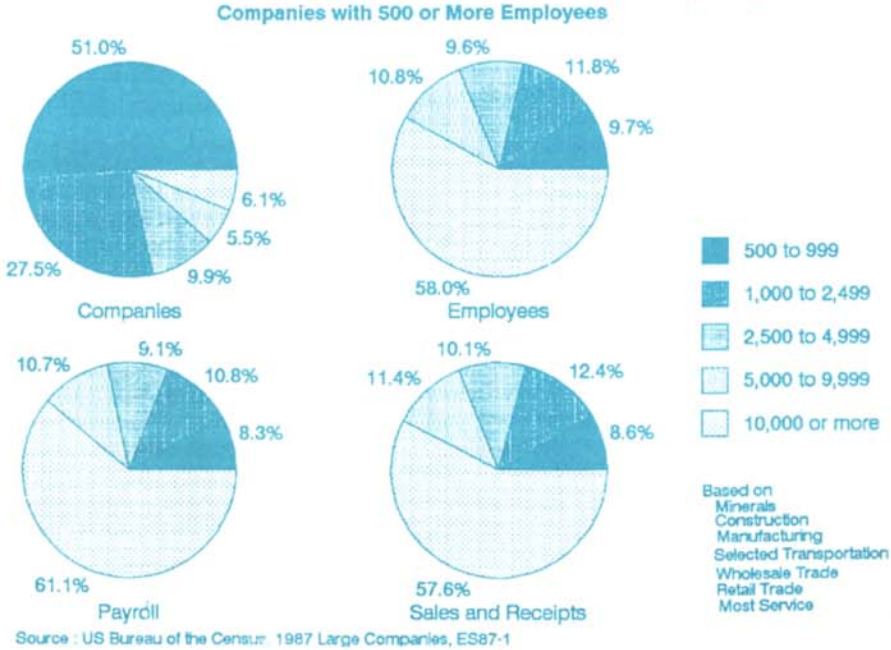
The program regroups data for establishments under common ownership or control, combines them with enterprise or company data, and adds information for special establishments. The results show various economic and structural characteristics of the owning or controlling firms and the industries in which they operate. The employment size table, for example, can be a measure of the relative importance of large and small firms.

Since 1954, the enterprise statistics program has been an integral part of the economic censuses, which cover retail and wholesale trade; service, mineral, and construction industries; manufactures; and transportation. Required by Title 13, U.S. Code, these censuses are for the years ending in "2" and "7." By law, response to these censuses is mandatory and the supplied information is confidential, so that the Census Bureau issues the results in summary form only; no person or firm can be identified in the published reports. The enterprise statistics program includes all of these fields, except tax-exempt services.[1]

Enterprise statistics allow analysis of industrial organization in terms of the company's primary industrial activity, employment and sales size, industry concentration, and other characteristics, including those of the establishments they own or control. These data also support the study of historical shifts in the relative importance of large and small businesses, the changing patterns of diversification among large industrial firms, and similar characteristics by broad industry groupings.

[1] The 1982 program included some data on agriculture, but had none on transportation.

CHART FROM SERIES ES87-1, LARGE COMPANIES



Source : US Bureau of the Census 1987 Large Companies, ES87-1

U.S. Department of Commerce
BUREAU OF THE CENSUS

For sale by Customer Services (DUSD), Bureau of the Census, Washington, DC 20233. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Price, 25 cents per copy. A discount of 25 percent is available on orders of 100 copies or more sent to a single address.

The program also yields separate data bout auxiliary establishments— those where employees are engaged prima.ily in support services for the same company's operating establishments (e.g., its mines, factories, or retail stores) rather than for the general public or for other business firms. Most auxiliary establishments perform administrative functions, like management, accounting, or purchasing, but others might have such activities as central warehousing for the company's merchandise; research, development, and testing laboratories of manufacturing firms; and electronic data processing. (The census definition for an auxiliary does not include sales branches and sales offices of manufacturing and mining companies; these are classified under wholesale trade.)

HOW COMPANY DATA ARE COLLECTED AND CLASSIFIED

Each company with more than one establishment and also 500 or more employees was mailed a special enterprise summary report to obtain unduplicated, consolidated company totals for selected statistics. For multiestablishment companies with fewer than 500 employees, the sales and receipts, employment, capital expenditures, inventory, and other data were derived from aggregates of their reported establishment data. Reports from single-establishment firms were used directly. Companies were classified according to the Bureau's enterprise industrial classification (EIC), an intermediate level of detail tailored to company classification. The EIC includes the first two digits of the company's standard industrial classification (SIC) code, plus a decimal point followed by another number that identifies different combinations of three- or four-digit industries within the two-digit major SIC group. For example, new and used car dealers, EIC 55.1, corresponds to SIC's 551 (motor vehicle dealers, new and used) and 552 (motor vehicles, used only).

WHO USES ENTERPRISE STATISTICS?

Government officials use them as basic tools for policymaking. At the Federal level, for example, the Bureau of Economic Analysis, refers to the data extensively in compiling the gross national product (GNP) accounts. The Small Business Administration relies on the figures from the *Company Summary* (see page 3) in determining size standards for small businesses. State and local governments, chambers of commerce, and other interest groups use the statistics to assess business activity at detailed geographic levels, while trade and professional associations utilize the information when studying trends in their own fields. Managers find the data helpful in forecasting trends and analyzing sales performance, while media writers, academic researchers, and private consultants rely on the statistics in analyzing economic trends and structural shifts among industries. For example, a consultant in economic development studied the *Auxiliary Establishments* report (see page 3) when projecting the economic impact on the State of Michigan of various cost-cutting efforts within major industries that might have affected expenditures disproportionately at auxiliary establishments.

CENSUS GEOGRAPHY

Data on central administrative offices and auxiliaries are available for the United States and States. Company data are published for States; all companies operating in the State; companies entirely within the State; and those companies also operating elsewhere (with separate figures for operations inside and outside the State).

HOW CENSUS BUREAU DATA ARE PUBLISHED

Most of the Bureau's statistics are issued in printed reports 📖 (paper), many of which also are available on microfiche ▦. Some published and unpublished data for recent years can be had on computer tape 🌐, and even more recently on flexible diskettes 💾, CD-ROM (compact disc, read-only memory) ⊙, and CENDATA™ 💻 (an on-line computer service available from DIALOG, telephone 800-334-2564, and CompuServe, telephone 800-848-8199). Two other symbols, also used below, indicate where these materials may be purchased.

- * Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402; telephone 202-783-3238, FAX 202-275-0019
- \+ Data User Services Division (DUSD), Customer Services, Bureau of the Census, Washington, DC 20233; telephone 301-763-4100, FAX 301-763-4794

WHAT DATA ARE AVAILABLE?

The following enterprise statistics reports were issued in late 1990 and early 1991.

- *Large Companies*, ES87-1, 📖 * ▦ 🌐 ⊙ 💾 +. Data for companies with 500 or more employees covered by the 1987 Economic Censuses. Figures include number of companies, number of employees, annual payroll, sales or receipts, beginning and end-of-year inventories, capital expenditures, assets, depreciation charges, and selected operating expenses. Data are shown by EIC categories at the national level. (For 1982, most of these data were issued as part of the *General Report on Industrial Organization*.)
- *Auxiliary Establishments*, ES87-2, 📖 * ▦ 🌐 ⊙ 💾 +. Information for the United States and States on separately operated central administrative offices and

TABLE FROM ENTERPRISE STATISTICS SERIES, ES87-2, AUXILIARY ESTABLISHMENTS

Table 3. **Headquarters Statistics by State: 1987**

[For meaning of abbreviations and symbols, see introductory text]

State and industry division of establishment serviced	Auxiliaries responding to inquiry on corporate headquarters								
				Headquarters auxiliaries			Non-headquarters auxiliaries		
	Number	Employees (number)	Annual payroll ($1,000)	Number	Employees (number)	Annual payroll ($1,000)	Number	Employees (number)	Annual payroll ($1,000)
United States	**24 601**	**2 002 142**	**65 420 656**	**11 466**	**1 105 158**	**40 560 349**	**13 135**	**896 984**	**27 860 307**
Mineral industries	1 020	105 083	4 563 396	396	40 869	1 850 047	624	64 214	2 713 349
Construction industries	255	12 785	455 395	177	9 735	357 708	78	3 050	97 687
Manufacturing industries	7 011	936 217	37 056 024	3 024	545 339	23 183 502	3 987	390 878	13 872 522
Selected transportation industries	365	19 664	639 070	190	12 794	402 621	175	6 870	236 449
Wholesale trade	3 609	185 648	6 481 218	1 244	96 653	3 431 984	2 365	88 995	3 049 234
Retail trade	8 617	578 767	14 346 012	4 359	296 994	8 125 548	4 258	281 773	6 220 464
Service industries	3 724	163 978	4 879 541	2 076	102 774	3 208 939	1 648	61 204	1 670 602
Alabama	**290**	**15 642**	**365 559**	**141**	**9 727**	**229 718**	**149**	**5 915**	**135 841**
Mineral industries	10	607	17 601	4	D	(D)	6	D	(D)
Construction industries	4	F	(D)	4	F	(D)	-	-	-
Manufacturing industries	78	5 095	141 998	25	2 109	64 090	53	2 986	77 908
Selected transportation industries	4	E	(D)	2	E	(D)	2	B	(D)
Wholesale trade	41	1 234	31 146	16	410	11 733	25	824	19 413
Retail trade	117	5 967	110 333	67	4 402	85 757	50	1 565	24 576
Service industries	36	827	17 765	23	700	15 124	13	127	2 641

Table 3. Company Statistics by Employment Size

[For meaning of abbreviations and symbols, see introductory text]

EIC code	Industry category and employment size class of company	Companies (number)	Owned establishments (number)	Employees (number)	Annual payroll (million dollars)	Sales and receipts (million dollars)
–	**ALL INDUSTRIES**					
	All companies	**3 878 866**	**4 731 694**	**68 140 393**	**1 307 947.6**	**7 234 108.3**
	With employment of:					
	None[1]	330 815	332 111	–	7 879.8	47 391.9
	1 to 4	1 900 185	1 907 321	4 121 168	63 751.4	413 449.8
	5 to 9	783 793	804 865	5 134 990	82 152.3	463 994.4
	10 to 19	452 986	496 651	6 046 985	101 831.7	558 748.7
	20 to 49	269 305	345 658	8 045 751	140 675.1	793 563.2
	50 to 99	81 914	145 297	5 583 153	100 055.4	588 201.4
	100 to 249	40 204	123 023	5 985 712	108 138.9	628 688.1
	250 to 499	10 872	71 196	3 713 449	66 927.3	379 783.7
	500 to 999	4 590	61 386	3 141 070	58 176.5	319 309.8
	1,000 to 2,499	2 493	72 347	3 802 328	75 319.5	449 891.7
	2,500 to 4,999	776	59 935	2 712 412	56 099.1	326 244.1
	5,000 to 9,999	449	60 434	3 151 806	67 043.9	382 274.7
	10,000 or more	484	251 469	16 701 569	379 896.9	1 882 567.9

other auxiliary establishments (i.e., warehouses, research and development laboratories, etc.) of multiestablishment firms. State figures show the number of auxiliaries and payroll, plus the number of employees classified by the type of service performed (administration, warehousing, etc.). National figures show the same data by two- or three-digit SIC of the establishments serviced. Other subjects include sales or receipts, end-of-year inventories, rental payments, capital expenditures by type (structures, vehicles, computers, etc.), gross value of fixed assets, selected operating expenses, and research and development costs.

- *Company Summary*, ES87-3, ▭* ▦ ⊕ ⊙ ▟ +. This report, previously part of the *General Report on Industrial Organization*, offers data for the Nation as a whole and by State, by EIC, on employment and sales size, legal form of organization, and company/establishment cross-tabulations.

  Data include the number of companies, number and primary industry of owned or operated establishments, number of employees, annual payroll, and sales or receipts. The report also provides information on the EIC, company size, and other characteristics of the firms that operate auxiliary establishments.

OTHER AIDS AND SOURCES OF DATA

Considerable detail (but on an establishment basis) can be found in the economic census reports from which the enterprise statistics are derived, and also from their related intercensal surveys. See the Bureau's annual *Census Catalog & Guide* ▭* and the other publications cited under "Data User Services" below. Following are several general-purpose reference sources:

- *County Business Patterns*, series CBP, ▭* ▦ ⊕ ⊙ ▟ + 💻. Annual intercensal data on employment, number and employment size of establishments, and payrolls, by two-, three-, and four-digit SIC levels for States and counties. Separate reports for the United States, each State, the District of Columbia, and Puerto Rico.

- *County Statistics File 4 (COSTAT 4)* ⊕ + provides a wide variety of data items from the Bureau of the Census and other Federal agencies, including the Bureau of Economic Analysis, the Bureau of Labor Statistics, and the Social Security Administration, as well as several private organizations.

- *Quarterly Financial Report for Manufacturing, Mining, and Trade Corporations*, series QFR, ▭* ▦ + 💻 contains aggregate national statistics on the financial position of domestic corporations. There are estimated statements of income and retained earnings, balance sheets, and related operating ratios by EIC and asset size.

- *Trade and Employment*, series TM, ▭* ▦ + shows quarterly national changes in the value of U.S. imports and exports by SIC-based commodity groups, and in nonagricultural domestic employment.

- *U.S. Commodity Exports and Imports as Related to Output*, series ES2, ▭ + periodically presents, at the national level, the quantity and value of exports, imports, and value-of-import duty of detailed SIC-based commodity groups. U.S. domestic output is compared with foreign trade.

- Economic data appear in convenient digest form is several Bureau publications: The annual *Statistical Abstract of the United States* ▭* ▦ +, and the periodic *Historical Statistics of the United States, Colonial Times to 1970* ▭* ▦ +, *City and County Data Book* ▭* ▦ ⊕ ⊙ ▟ + 💻, and *State and Metropolitan Area Data Book* ▭* ▦ ⊕ ▟ + 💻. Census and survey statistics also appear in trade journals, textbooks, and other secondary sources.

Published materials from the economic censuses and surveys, as well as the other materials mentioned above, are available for use in over 1,500 **Government and Census depository libraries** across the country. (List on request. +[2]) These are mainly college, university, and large public libraries, but many smaller libraries also have Bureau publications. The 47 International Trade Administration district offices and the Census Bureau's 12 regional offices have recent reports on file.

State data centers and their affiliates are located in all States, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam. (List on request. +[2]) The data centers assist users with printed and computerized data—primarily demographic. There also are organizations registered with the Bureau's National Clearinghouse for Census Data Services that offer tape printouts and other services to their customers. (List on request. +[2]) **Business and industry data centers** in a number of States (list on request +[2]) receive economic data and related assistance and training from the Census Bureau and other Federal agencies to aid in furthering economic development in their States.

DATA USER SERVICES

The Census Bureau assists its data users in a number of ways. It publishes an annual *Census Catalog & Guide* ▭*, a monthly *Census and You* newsletter ▭ (subscription*, single copies or free

[2]See also *Census Catalog & Guide*.

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Across the country, staff members of International Trade Administration district offices, information service specialists at the Census Bureau's 12 regional offices, and resource personnel at Bureau headquarters (telephone contact list on request +[2]) are equipped to answer users' questions and assist in locating data.

FACTFINDER FOR THE NATION

General information about the Census Bureau's various statistical programs is contained in the publication in this series entitled "Bureau Programs and Products," CFF 18 ◫ +.

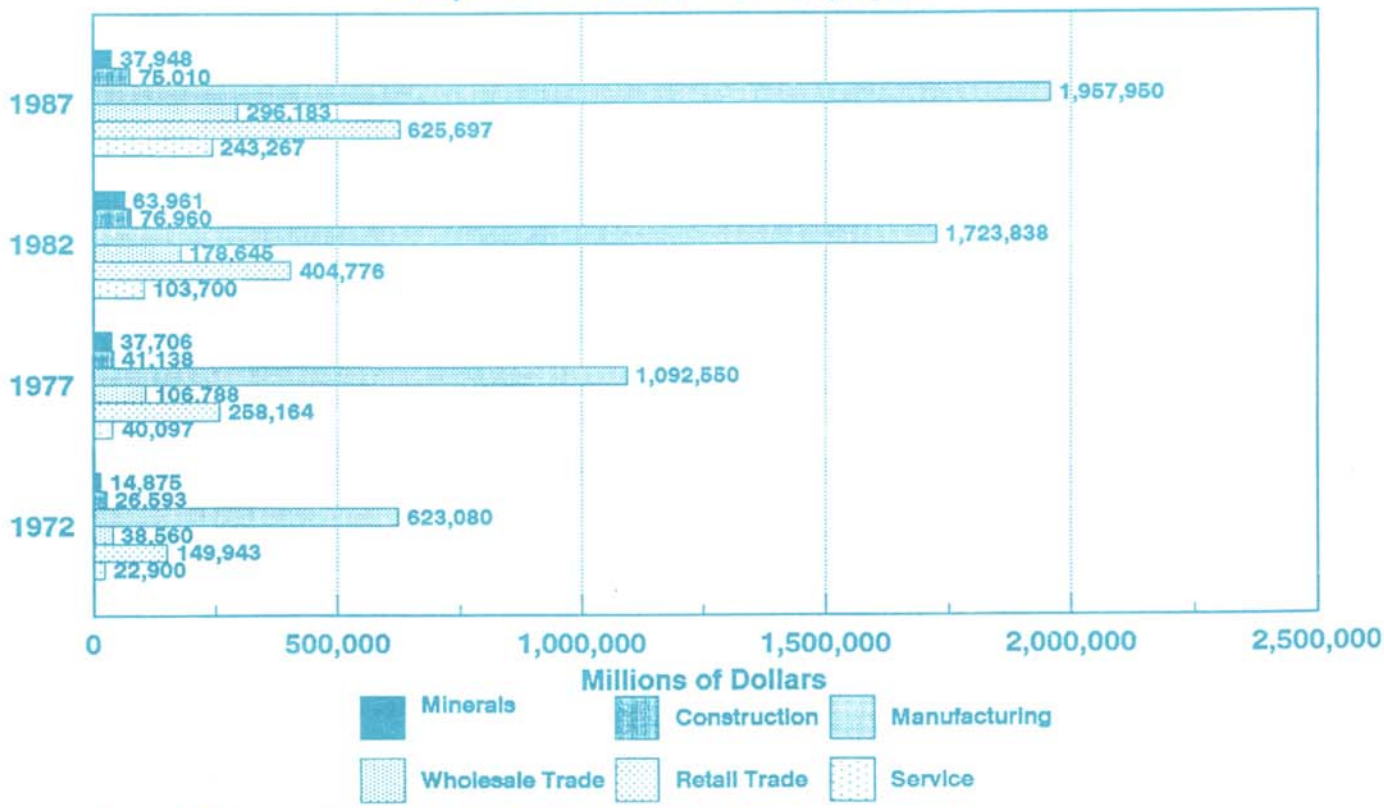
Inquiries and suggestions about the enterprise statistics program and other Bureau activities are invited.

Write or call:
Director
Bureau of the Census
Washington, DC 20233
Telephone 301-763-5190,
FAX 301-763-5013

CHART FROM SERIES ES87-1, LARGE COMPANIES

Historical Statistics : Sales and Receipts

Companies with 500 or More Employees



Source: US Bureau of the Census, 1987 Large Companies, ES87-1
(Data adjusted to reflect definitional differences in census years)