Mini-Guide to the 1977 ECONOMIC CENSUSES

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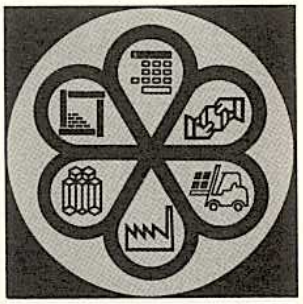

U.S. DEPARTMENT OF COMMERCE
Bureau of the Census

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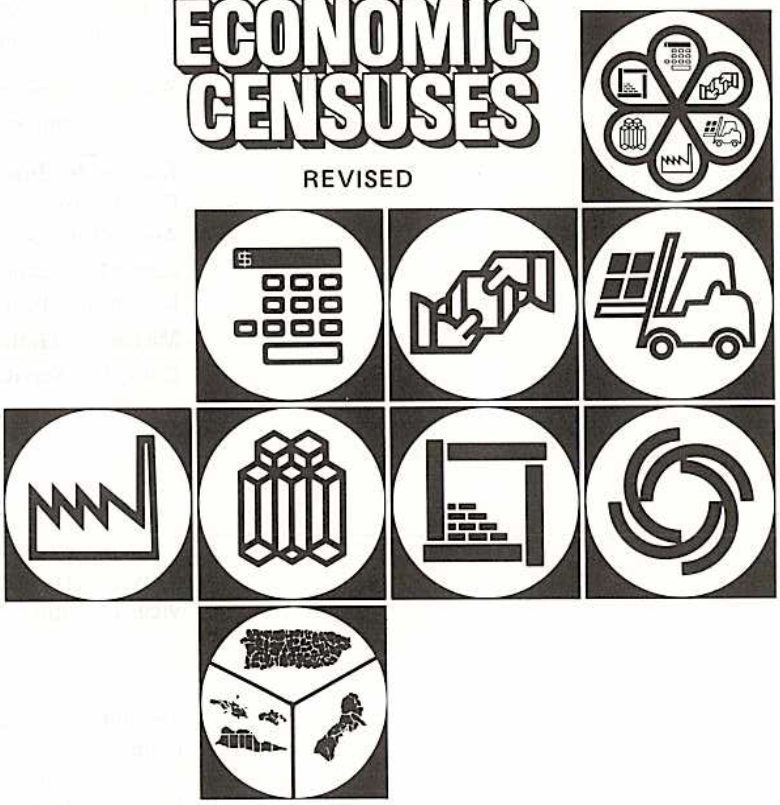

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Introduction

The 1977 Economic Censuses comprise the censuses of retail trade, wholesale trade, service industries, construction industries, manufactures, mineral industries, and transportation; the censuses of outlying areas; the Enterprise Statistics Program; the Survey of Minority-Owned Business Enterprises and the Survey of Women-Owned Businesses. The economic censuses are a major source of facts about the structure and functioning of the Nation's economy and provide information essential for government, business, industry and the general public.

Summarized economic censuses data in printed reports, on microfiche and computer tapes are used by business firms, researchers, and others. Further, census facts are widely disseminated by trade associations, business journals, and the daily press. Economic census data are also available for reference in major public and university libraries.

- The economic censuses provide an important part of the framework for such composite measures as the gross national product, input-output measures, indexes of industrial production, and indexes measuring productivity and price levels.
- Information taken from the censuses is used to establish sampling frames and serve as benchmarks for current surveys of industrial activity which are essential for measuring short-term economic conditions.
- Managers of private companies use the data to gauge potential markets; forecast general economic conditions and sales; analyze sales performance; lay out sales territories, allocate funds for advertising; and decide on locations for new plants, warehouses, or stores.
- Manufacturers and distributors rely on economic data to measure potential markets in terms of geographic areas, kinds of business, and kinds of products to stress.
- Trade and professional associations use the information to study trends in their particular businesses and competing lines.
- State and local governments are interested in economic statistics to assess business activities occurring within their jurisdictions.
- Business magazines use economic census data to provide technical background for many articles.
- University and college professors apply census data in their teaching and research.

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General Information on the 1977 Economic Censuses

HISTORY AND BACKGROUND

The economic censuses constitute comprehensive and periodic canvasses of the Nation's industrial and business activities. The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. Mineral data were first collected in 1840. The first censuses of construction and business were taken in 1929. An integrated economic census program was begun for 1954. In that year, the censuses covered the retail and wholesale trades, selected service industries, manufactures, and mineral industries. The basic procedures developed for these censuses have been used in all subsequent economic censuses.

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which requires that they be taken at 5-year intervals covering years ending in "2" and "7."

SCOPE, CONTENT, AND COVERAGE

The economic censuses cover activities for calendar year 1977 and data collection began early in 1978. Coverage and content of the 1977 Economic Censuses have been expanded from the 1972 censuses, the most significant of which are an expansion in the coverage of service industries and more data items for GNP.

In planning the 1977 Economic Censuses, the Census Bureau consulted with trade, business, and professional associations, individual business firms, unions, census advisory committees, Government agencies, and others regarding questions to be asked and desired formats for publishing results. The Advisory Council on Federal Reports, comprising representatives of each major field of business activity, reviewed the proposed questions; and the Census Bureau also screened the questions to eliminate any not clearly in the public interest.

The 1977 Economic Censuses cover approximately 6.8 million establishments, representing about 6.0 million companies, firms, and organizations. More than 400 different report forms were required to collect the vast array of information. However, questionnaires were mailed to only 2.1 million of those businesses, firms, and organizations. Approximately 3.9 million small businesses are not required to complete a census form since the Census Bureau has developed techniques to obtain limited information about them from Federal administrative records of the Internal Revenue Service and the Social Security Administration. Small firms, although large in number, account for a very small proportion of the employment, payroll, and sales or receipts recorded in the economic censuses. Each firm that received a census questionnaire was requested to answer some general questions regarding industrial classification, location, type of ownership, dollar volume of business in 1977, number of employees and amount of payroll. More specific questions were included depending upon the type of activity and industry.

As establishments return completed report forms, the Census Bureau screens the data from the questionnaires and transfers the information onto computer tape for extensive edits prior to tabulation. Data from administrative records are processed and merged with the questionnaire data. Tabulations used in the economic censuses publication program are prepared from these combined data files.

PUBLICATIONS

The results of the 1977 Economic Censuses are released in printed reports, on microfiche, and computer tapes. Printed reports for the individual economic censuses usually consist of separate series for industries, geographic areas, subjects, and special reports. For some of these series, preliminary or advance reports are issued several months prior to the final reports. After the final separate paperbound reports have been published, they are usually combined, assembled, and reissued in clothbound volumes. In many instances, these volumes may contain additional explanatory material and graphics not published previously in the paperbound volumes.

All of the published material also becomes available on microfiche. Most of these same summary statistics are also issued on public-use computer tapes. In addition, a number of unpublished data series which provide more detail than the printed reports are made available on both microfiche and public-use computer tapes.

CONFIDENTIALITY

Title 13 of the United States Code, which authorizes the taking of the 1977 Economic Censuses imposes a joint obligation on firms to respond and on the Census Bureau to maintain the confidentiality of information reported to it; the law also specifies penalties for noncompliance by a respondent and for disclosure of information by the Census Bureau. No data are published by the Census Bureau that could reveal the identity or activities of any specific individual or firm. Individual census questionnaires cannot be used for the purposes of taxation, investigation, or regulation. The law also affords the full protection of confidentiality to the file copy of a census questionnaire that is retained by the respondent.

3 The SIC System and Establishment/Company Classification

SIC SYSTEM

Except for portions of the censuses of transportation and agriculture, data for the economic censuses are tabulated on the basis of the Standard Industrial Classification (SIC) system, defined under the auspices of Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. The SIC system is used in the classification of establishments by the type of activities in which they are engaged. It facilitates the collection, tabulation, presentation, and analysis of data relating to business, industrial, and other types of establishments. The SIC also promotes uniformity and comparability in the presentation of statistical data collected by various Federal and State agencies, trade associations, and private research organizations.

The SIC divides the Nation's economic activities into broad industrial divisions, 2-digit major groups, 3-digit industry subgroups, and 4-digit detailed industries:

Division		**Manufacturing**
Major Group	**20**	**Food & Kindred Products**
Industry Subgroup	**203**	**Canned & Preserved Fruits & Vegetables**
Detailed Industry	**2037**	**Frozen Fruits, Fruit Juices, & Vegetables**

In some instances, more detailed classification has been devised for census purposes so that additional industries, kinds of business, or specific products can be identified within the SIC categories. The Census Bureau has developed a system of classifying manufactured products into approximately 1,350 5-digit product classes (for example, 20371-Frozen fruits, juices, and ades) and about 13,000 7-digit products (for example, 20371 71-Frozen orange juice, concentrated) consistent with the SIC system.

The structure of the SIC classification is such that, depending on the level of industry detail called for, the Census Bureau can tabulate establishment data on an industry-code basis and, in some instances, can tabulate data for census-derived subdivisions within 4-digit industries.

The 1977 Economic Censuses cover most of the economic divisions within the SIC system. Figure 1 illustrates the divisions, the range of 2-digit codes that comprise each, and the coverage of that division by a particular census.

Figure 1. **SIC Coverage in the 1977 Economic Censuses.**

Economic areas	SIC Range	1977 Economic Censuses
Agriculture, forestry, fishing, hunting, and trapping	01, 02, 07, 09	Not covered; see 1974 Census of Agriculture
Mining	10 to 14	Census of Mineral Industries
Construction	15 to 17 and 6552	Census of Construction Industries
Manufacturing	20 to 39	Census of Manufactures
Transportation, communication, utilities	40 to 49	Not covered[1]
Wholesale trade	50 to 51	Census of Wholesale Trade
Retail trade	52 to 59	Census of Retail Trade
Finance, insurance and real estate	60 to 67	Not covered except for 6552 which is in the Census of Construction Industries
Services	70 to 89	Census of Service Industries covers SIC 4722, 70 to 89 except 8661 and 88
Public administration	91 to 97	Not covered; see 1977 Census of Governments
Nonclassifiable	99	Not covered

[1] Data in the Commodity Transportation Survey, part of the census of transportation are presented by Transportation Commodity Classification (TCC) codes which are an adaptation of SIC codes, for manufacturers shipping commodities. SIC 4722 (arrangement of passenger transportation) is included in the census of service industries. The Nonregulated Motor Carriers and Public Warehousing Survey, also part of the census of transportation, presents data for parts of SIC 41 and 42.

Data published for the 1977 Economic Censuses are based on the *Standard Industrial Classification Manual: 1972* and a supplement embodying minor revisions for 1977.[1] In general, 1977 SIC codes are compatible with those used in the 1972 Economic Censuses. Comparability with earlier economic censuses, however, is affected by substantial revisions to the SIC system initiated in 1972.

ESTABLISHMENT/COMPANY CLASSIFICATIONS

Statistics for the economic censuses are collected and summarized for publication primarily in terms of the *establishment.* An establishment, as defined for census purposes, is a business or industrial unit at a single geographic location which produces or distributes goods, or performs services.

When more than one economic activity is conducted at a single location, each activity under separate ownership is regarded as a separate establishment. Furthermore, if substantially different kinds of activity are conducted by the same ownership at a single location, each activity is treated as a separate establishment if separate records are available and if the size of the individual activities is significant.

Information is obtained for each establishment operated by a company whose primary activity falls within the scope of the economic censuses. A *company*, as the term is used in the economic censuses, is an organization consisting of one or more establishments under common ownership or control. If a company owns or controls other companies, all establishments of its subsidiaries are considered part of the owning or controlling company. Establishments functioning primarily to manage, service, or support the activities of the operating establishments of those companies are identified and included in the censuses as central administrative offices and auxiliaries. The term *firm* is used interchangeably with company.

More specific information on data collection procedures and methods of classifying kinds of businesses is presented in the introductory text and appendices that appear in each of the economic censuses published reports and in the *1977 Economic Censuses Procedural History* volume.

A LIMITATION OF SIC-BASED DATA

The SIC classification of an establishment or company is based on its primary activity, and may overlook significant minor activities. For instance, the sales of radio and television stores (SIC 5732) in an area should not be interpreted as the sales of radios and televisions in that area. Stores in SIC 5732 may sell other items in addition to radios and televisions, and other kinds of business, such as department stores, also sell radios and televisions. However, these data needs are met by information provided in the detailed product, merchandise lines, or commodity lines tables in the respective censuses.

[1] **Standard Industrial Classification Manual: 1972.** For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. GPO Stock Number 4101-0066. Price $6.75. 1977 Supplement—GPO Stock No. 003-005-00176-0. Price 90 cents.

4 Geographic Areas for Which Data Are Available

This chapter describes the geographic areas for which the Census Bureau tabulates statistics for the 1977 Economic Censuses. More information on geographic areas usually can be found in the introduction to the published reports.

In general, the most detailed data are published at the National level. Fewer statistics appear for States and smaller areas in order to avoid disclosing information for individual firms and to reduce overall publishing costs. While not in printed reports, data for selected small areas are available on microfiche.

Figure 2 presents the major types of geographic areas for which data are available within the economic censuses. Some areas, like counties and places, appear throughout most of the

Figure 2. **Primary Geographic Areas for Which 1977 Economic Censuses Data Are Available**

Selected 1977 Economic Censuses reports		State	SMSA's and SCSA's	Summary for area outside SMSA's	Selected counties	All counties	Major cities	Towns, townships, & unincorporated places [1]	All incorporated places with 2,500 or more population
RC77-A	Retail Trade—Geographic Area Series:								
	Detailed Kind-of-Business Data	X	X	X[2]	X[3]		X[3]	X[3]	X
	Limited Kind-of-Business Data					X		X	X
RC77-C	Retail Trade—Major Retail Centers Series		X[4]				X[5]		
RC77-L	Retail Trade—Merchandise Line Sales Series	X[2]	X[2,4]	X[2]					
WC77-A	Wholesale Trade—Geographic Area Series:								
	Detailed Kind-of-Business Data	X	X	X[2]	X[9]		X[3]	X[3]	
	No Kind-of-Business Data					X	X	X	X
SC77-A	Services Industries—Geographic Area Series:								
	Detailed Kind-of-Business Data	X	X	X[2]	X[3]		X[3]	X[3]	
	Limited Kind-of-Business Data					X		X	X
CC77-A	Construction—Geographic Area Series	X	X[6]						
MC77-A	Manufactures—Geographic Area Series:								
	Detailed Industry Data	X	X		X[7]		X[7]	X[7]	X[7]
	No Industry Data					X			
MIC77-A	Mineral Industries—Geographic Area Series:								
	Detailed Industry Data	X			X[8]				
	No Industry Data					X[8]			

[1] Towns in the New England States which include an urban population (cluster of population of 2,500 or more) or have a total population of 10,000 or more; townships in New Jersey and Pennsylvania with a population of 10,000 or more; and unincorporated places with a population of 25,000 or more.
[2] Available only on microfiche.
[3] Counties, cities, towns, and unincorporated places with 500 establishments or more.
[4] SMSA's only.
[5] Cities containing central business districts and major retail centers.
[6] Selected SMSA's only, based on a 1970 population of 500,000 or more.
[7] Only industry groups with 450 or more manufacturing employees are shown.
[8] Only counties or industry groups within a county with $5 million in total value of shipments are shown.
[9] Only counties in the 200 wholesale establishments or more.

economic censuses while other areas, such as travel regions and major retail centers are peculiar to a particular census program and are not included in figure 2.

STATES

Statistics for each State are made available from each of the economic censuses. In almost every case, a report or series of reports with statistics for each of the 50 States also has separate statistics for the District of Columbia.

COUNTIES

Counties are the primary political and administrative divisions of States. The only major exceptions are Louisiana, where the divisions are called parishes, and Alaska, where 29 census divisions have been created as county equivalents for statistical purposes. There are a number of cities which are independent of any county organization and, because they constitute primary divisions within their States, are accorded the same treatment as counties in the preparation of census tabulations. The District of Columbia and the independent cities within the States of Georgia, Maryland, Missouri, Nevada, and Virginia are all identified as county equivalents.

STANDARD METROPOLITAN STATISTICAL AREAS (SMSA's)

An SMSA is an integrated economic and social unit with a recognized large population nucleus. Generally, each SMSA consists of one or more entire counties, or county equivalents, that meet standards pertaining to population and metropolitan character. In New England, towns and cities, rather than counties, are used as the basic geographic units for defining an SMSA. In Alaska, census division are used for defining SMSA's. (See figure 3).

The Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, with the advice of representatives of the major Federal statistical agencies, defines SMSA's. As of December 1977, there were 281 SMSA's in the United States and Puerto Rico.

STANDARD CONSOLIDATED STATISTICAL AREAS (SCSA's)

The SCSA is a statistical area used to facilitate the presentation and analysis of data on large concentrations of metropolitan population. Each SCSA includes a SMSA with a population of at least one million inhabitants, plus one or more adjoining SMSA's related to it by continuously developed, high density population corridors and metropolitan commuting of workers. As of December 1977, there were 13 SCSA's defined by the Office of Federal Statistical Policy and Standards.

PLACES

The term "place" refers to a concentration of population, regardless of the existence of legally prescribed units, powers, or functions. Places identified in the economic censuses are incorporated municipalties (such as cities, towns, villages, or boroughs), qualifying towns in the New England States and townships in New Jersey and Pennsylvania, and in addition, densely settled centers without legally defined corporate limits called census-defined unincorporated places.

Incorporated Municipalities

The economic censuses provide information for legally defined incorporated municipalities with 2,500 inhabitants or more.

Census-Defined Unincorporated Places

A census-defined unincorporated place is a closely settled population center without legally defined corporate limits or municipal powers. Data from the 1977 Economic Censuses are published for selected census-defined unincorporated places with 25,000 inhabitants or more as defined in the 1970 Census of Population.

Selected Towns and Townships

Statistics are presented for certain towns and townships that are not usually classified as incorporated municipalities. These are areas with 1970 populations of 10,000 or more inhabitants, specifically townships in Pennsylvania and New Jersey and towns in the six New England States. In addition, statistics are presented for other New England towns that had urban population of 2,500 or more in 1970.

CENTRAL BUSINESS DISTRICTS (CBD's)

A CBD as defined by the Census Bureau, is the downtown retail trade areas of an SMSA central city, or other city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. They are defined in terms of existing census tract boundaries and consist of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided for the purpose of showing comparable small-area statistics. CBD data are shown for the census of retail trade data only (*RC77-C Major Retail Center* reports).

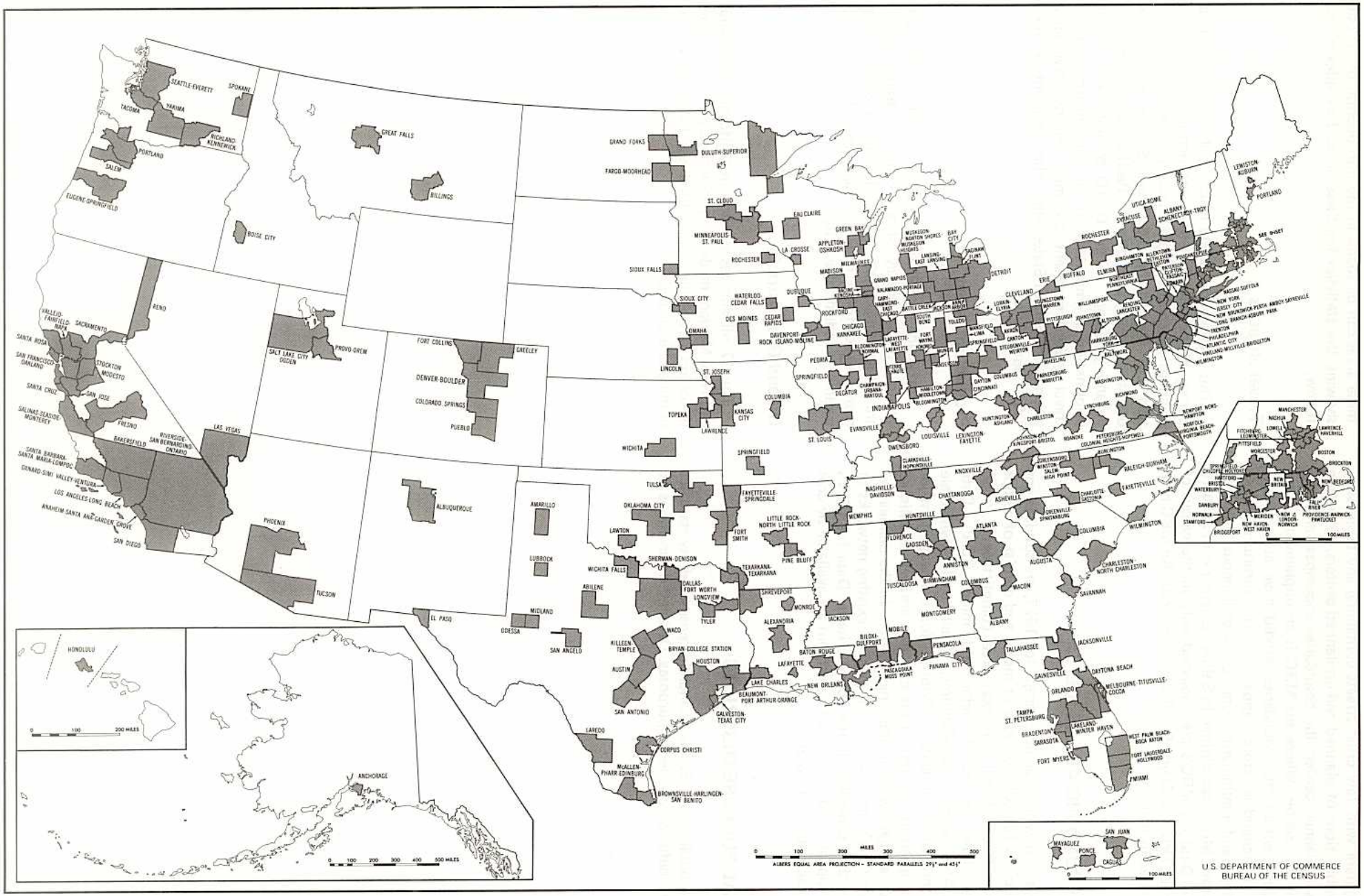
The CBD definition for 1977 was changed so that areas defined as downtown business area's (DBA's) in the 1972 censuses become CBD's for the 1977 censuses. There are no DBA's for the 1977 Economic Censuses.

MAJOR RETAIL CENTERS (MRC's)

An MRC is a concentration of at least 25 retail stores located inside an SMSA, but outside the CBD. At least one of the 25 stores must be a department store, variety store, or miscellaneous general merchandise store with a minimum of 100,000 square feet of total underroof floor space. MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a

Figure 3. **Standard Metropolitan Statistical Areas**

Areas Defined by Office of Federal Statistical Policy and Standards, December 1977



thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store; apparel store; furniture, home furnishings and equipment store; or miscellaneous shopping goods store. MRC's are defined in SMSA's existing as of January 1, 1977. Data for MRC's are published only in the census of retail trade *(RC77-C Major Retail Center* reports). An MRC map is illustrated in figure 4.

CITY ECONOMIC AREAS (CEA's)

CEA's, a new geographic concept for 1977, are subdivisions of large cities (500,000 persons or more) and consist of groups of census tracts. Local statistical area committees in these 25 cities have delineated major and minor CEA's. Data for CEA's include manufactures, retail trade, wholesale trade, and service industries. Priority for delineating major CEA's is given to portions of the city that are well established and have a high degree of local recognition. In the delineation of minor CEA's, consideration is given to existing networks of subareas that generally fit the above criteria. Data for CEA's do not appear in any published report, but are available by cost reimbursable special tabulation.

SPECIAL-PURPOSE DISTRICTS

Some publications in the economic censuses show statistics for areas defined for special purposes. Detailed descriptions of these areas can be found in the introduction of the publication showing the statistics for these areas. Examples of such areas follow.

Travel Regions

This grouping of States is used only for the National Travel Survey of the census of transportation and follows an industry standard advanced by the Discover America Travel Organization (DATO) and the U.S. Travel Service, with the exception of Hawaii being placed in the Pacific Region as opposed to an "island grouping" in the DATO scheme. Since "destination" information is important to the tourism/travel industry, the travel regions represent the most natural travel-serving geographic grouping of States within the constraints of the National Travel Survey.

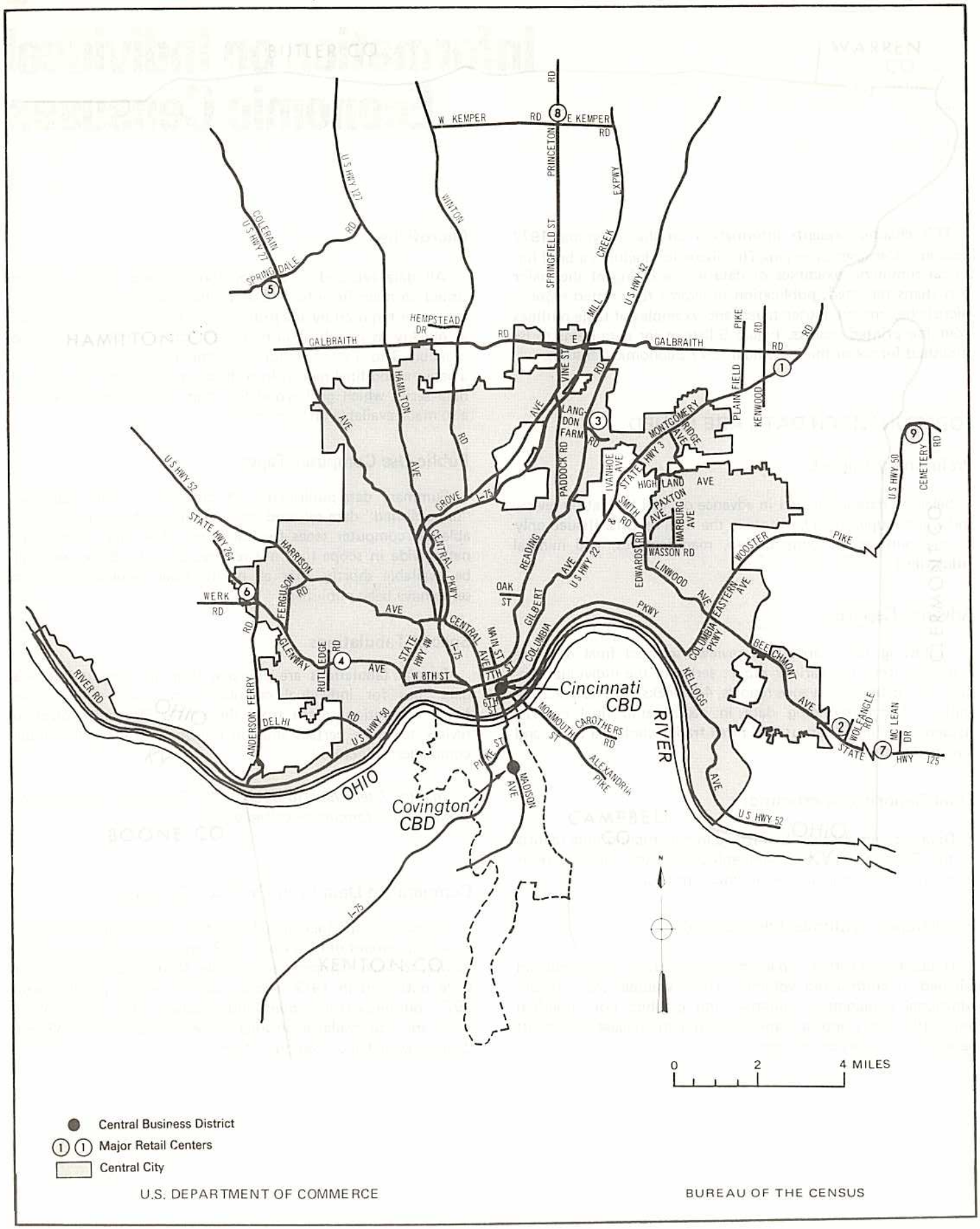
Production Areas

Forty-nine production areas are used in the Commodity Transportation Survey of the census of transportation. They are either single SMSA's or clusters of SMSA's selected to represent relatively large but geographically compact concentrations of industrial activity.

Oil and Gas Districts

The 17 oil and gas districts in California, Louisiana, Texas, and New Mexico, made up of counties, are used to present statistics on petroleum and natural gas industries in the census of mineral industries.

Figure 4. **Cincinnati, Ohio, Ky., Ind. Standard Metropolitan Statistical Area**
Central Business District and Major Retail Centers



U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

5
Information on Individual Economic Censuses

This chapter presents information on the individual 1977 Economic Censuses programs. The discussion includes a brief historical summary; examples of data use; a listing of the major data items reported; publication programs for printed reports, microfiche, and computer tapes; and examples of table outlines from the printed reports. Figure 5 lists major data items to be published for six of the individual 1977 Economic Censuses.

FORMS IN WHICH DATA ARE ISSUED

Preliminary Reports

Selected data are issued in advance of final tabulation review and will be superseded by those in the final reports. (Issued only in the censuses of construction, manufactures, and mineral industries.)

Advance Reports

Following final tabulation review, selected final data are extracted from the various report series of the individual censuses and issued as advance reports, 4-6 weeks prior to the availability of corresponding data in paperbound final reports. (Issued only in the censuses of retail trade, wholesale trade, and service industries.)

Final Reports (paperbound)

Detailed final data are first issued in paperbound final reports in the Subject, Industry, Geographic Area, and other various series within the individual economic censuses.

Final Report Volumes (clothbound)

Data released earlier in paperbound reports are combined and reissued in clothbound volumes. These volumes may contain additional explanatory materials and graphics not published previously. They appear some time after the release of the last paperbound report in each series.

Microfiche

All data released in the paperbound final reports are also issued on microfiche for the user who desires to minimize storage space required by the printed reports or who needs the data as quickly as possible. Current plans call for microfiche to be available 3 to 6 weeks before the same data become available in a paperbound final report. In addition, a number of unpublished data series which go beyond the scope of printed reports are also made available on microfiche.

Public-Use Computer Tapes

Summary data published in the final reports plus additional "unpublished" data released only on microfiche are made available on computer tapes for public use. The files released are nationwide in scope (i.e., not released State by State) and will be available shortly after all of the final reports in a given series have been published.

Special Tabulations

Special tabulations are prepared from the Census Bureau's data files for individual customers on a cost-reimbursable basis. Tabulations made from these data files are subject to review to make certain that no information about individual companies is disclosed.

Chapter 7 tells how to obtain 1977 Economic Censuses data in the various formats described above.

Comparative Data From Previous Censuses.

As noted in the following descriptions of individual censuses, a limited amount of data from 1972 censuses are shown in 1977 reports to make comparisons possible. More detailed 1972 data were published in 1972 reports, most of which parallel their 1977 counterparts in content and structure. The 1972 publications are also available on microfiche, and selected published data are available on computer tape.

Figure 5. **Major Data Items Published in the 1977 Economic Censuses**

Data items	Retail trade	Wholesale trade	Service industries	Construction industries	Manufactures	Mineral industries
Number of establishments:						
All establishments	X		X	S		
Establishments with payroll	X	X	X	S[1]	X	X[2]
Number of firms	N	N	N		N	N
Single units and multi-units	N	N	N		N	N
Concentration by major firms	N	N	N		N	
Legal form of organization	N	N	N	N	N	N
Proprietorships and partnerships only	X		X	S		
Employment:						
All employees	X	X	X	S[1]	X	X[2]
Production (construction) workers				S	X	X[2]
Employment size of establishments	N	N	N	S	S[3]	S[3]
Employment size of firms	N	N	N			
Production worker hours					X	X[2]
Payrolls:						
All employees, entire year	X	X	X	S[1]	X	X[2]
All employees, first quarter	X	X	X	S	S	S
Production (construction) workers				S	X	X[2]
Supplemental labor costs, legally required and voluntary	N[6]	N[6]	N[6]	S	N	S
Sales (receipts):						
All establishments	X		X	S		
Establishments with payroll	X	X	X	S[1]		
Sales by merchandise (commodity) line	N[4]	N[1]				
Sales by class of customer	N	N			N	
Sales (receipts) size of establishments	N	N	N	S		
Sales (receipts) size of firms	N	N	N			
Value of shipments					X	X[2]
Value added	N[6]	N[6]		S[1]	X	X[2]
Specific products - quantity and value					N	S
Product classes, value					S	
Specialization in types of construction/manufacturing				N	N	
Operating expenses:						
Cost of materials, etc	N[6,7]	N[6,7]	N[6,7]	S[1]	X	X[2]
Specific materials consumed (quantity and cost)					N	N
Specific fuels consumed (quantity and cost)				S[5]	X[1]	S
Electric energy consumed (quantity and cost)	N[5,6]	N[5,6]	N[5,6]	S[5]	S[1]	S
Contract work		N[6]		S[1]	S	S
Products bought and sold					S	S
Advertising	N[6]	N[6]	N[6]			
Rental payments, total	N[6]	N[6]	N[6]	S	S	S
Buildings and structures	N[6]	N[6]	N[6]	S	S	S
Machinery and equipment	N[6]	N[6]	N[6]	S	S	S
Communication services	N[6]	N[6]	N[6]	S	S	S
Purchased repairs	N[6]	N[6]	N[6]	S	S	

See footnotes at end of table.

Figure 5. **Major Data Items Published in the 1977 Economic Censuses–Continued**

Data items	Retail trade	Wholesale trade	Service industries	Construction industries	Manufactures	Mineral industries
Capital expenditures:						
Total	N[6]	N[6]	N[6]	S[1]	S	X[2]
New, total	N[6]	N[6]	N[6]	S	X	S
Buildings/equipment	N[6]	N[6]	N[6]	S	S	S
Used, total	N[6]	N[6]	N[6]	S	S	S
Buildings/equipment				S	S	S
Fixed assets, gross value (buildings/equipment):						
Beginning of 1977	N[6]	N[6]	N[6]		S	S
End of 1977	N[6]	N[6]	N[6]	S	S	S
Depreciation (total and detail for buildings/equipment)	N[6,8]	N[6,8]	N[6,8]	S	S	S
Retirements (total and detail for buildings/equipment)	N[6,8]	N[6,8]	N[6,8]		S	S
Inventories:						
Beginning of 1977	N[6]	S			S	S
End of 1977	N[6]	X			S	S
By stage of fabrication					S	
Type of operation		X				S
Merchant wholesalers		X				
Floor space	S	N				
Central administrative offices and auxiliaries	N	N	N		X	S
Water use					S	S

X Data available for all census areas down to counties and cities
S Data available at the State and National levels only
N Data available at the National level only

[1] Also shown for SMSA's
[2] No city data for Mineral industries
[3] Also shown for counties
[4] Shown for States and SMSA's on microfiche
[5] Cost only
[6] Data will be published in a separate annual survey report
[7] Does not include cost of goods sold
[8] Total only

The 1977 Census of Retail Trade is an enumeration of establishments primarily engaged in selling merchandise to the general public for personal or household consumption and in rendering services incidental to the sale of those goods. The first retail census, covering the year 1929, was part of the census of business, which included wholesale trade in its scope. Beginning with the second business census, 1933, various service trades were added. With the 1972 economic censuses, however, each segment—retail trade, wholesale trade, and selected service industries—was considered a separate census. The 1977 census is the 11th census of retail trade of the United States.

Retail trade figures are essential to understanding current business conditions and making projections for the future of the economy. Of concern to government at all levels, the data also are used by manufacturers, importers, and distributors in gauging potential markets; forecasting and analyzing sales volumes; laying out distribution territories; allocating advertising; and planning new plants, warehouses, and other outlets. Trade organizations, market researchers, and chambers of commerce use retail trade data to study local trends and needs. Also, businesses engaged in retail trade have the opportunity to compare their operations with other business activities.

Two basic sources were used to obtain the data for the census of retail trade. Questionnaires were mailed, as a general rule, to firms with four or more paid employees and to a sample of smaller employer firms. The mail portion of the census utilized 21 different retail trade questionnaires to allow for the many types of businesses covered. Federal administrative records were used by the Census Bureau to obtain information from the more than one million smaller business firms, including all retail businesses without employees.

Data from the retail trade census are provided for about 100 kind-of-business classifications within the 10 major groups listed below:

SIC 52—building materials, hardware, garden supply, and mobile home dealers

SIC 53—general merchandise group stores

SIC 54—food stores

SIC 55 except 554—automotive dealers

SIC 554—gasoline service stations

SIC 56—apparel and accessory stores

SIC 57—furniture, home furnishings, and equipment stores

SIC 58—eating and drinking places

SIC 591—drug stores and proprietary stores

SIC 59 except 591—miscellaneous retail stores

Data on the following subjects are presented in retail trade reports:

number of establishments

sales

payroll

employment

number of sole proprietorships and partnerships

legal form of organization

size of establishment

size of firm

sales by merchandise lines

ADVANCE REPORTS (FINAL DATA)

Geographic Area Series—52 reports

(RC77-A-1(A) to -52(A))

Separate reports are issued for each State, the District of Columbia, and the United States showing total establishments, sales, payroll and employment for 35 kind-of-business classifications. Also shown for each State are the largest cities and largest counties ranked by 1977 retail sales volume. These reports appear 4 to 6 weeks prior to the availability of corresponding data in final paperbound reports.

FINAL REPORTS (PAPERBOUND)

Geographic Area Series—52 reports

(RC77-A-1 to -52)

A separate paperbound report is published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; for SMSA's, counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. These data are illustrated in figure 6. For all cities of 2,500 inhabitants or more and for all counties, basic data are presented for total retail trade and number of establishments and sales are provided for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment, as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject Series—2 reports

(RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center Series—49 reports

(RC77-C-1 to -49)

A separate report is issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's: Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA, as illustrated in figure 4.

Figure 6. **Census of Retail Trade** (geographic area series)

SIC code	Kind of business	All establishments				Establishments with payroll				
				Unincorporated businesses						
		Number	Sales ($1,000)	Sole proprietorships (number)	Partnerships (number)	Number	Sales ($1,000)	Payroll entire year ($1,000)	Payroll first quarter ($1,000)	Paid employees for week including March 12 (number)
	Retail trade[1]	**46 745**	**18 474 302**	**20 032**	**2 116**	**34 315**	**17 921 805**	**2 273 479**	**542 896**	**372 031**
52	**Building materials, hardware, garden supply, and mobile home dealers**	**1 851**	**775 702**	**567**	**81**	**1 444**	**756 893**	**99 472**	**22 985**	**10 219**
521, 3	Building materials and supply stores	1 001	588 638	226	43	845	579 526	71 149	16 264	6 679
521	Lumber and other building materials dealers	614	510 469	111	23	535	504 408	58 829	13 391	5 255
523	Paint, glass, and wallpaper stores	387	78 169	115	20	310	75 118	12 320	2 873	1 424
525	Hardware stores	558	144 681	180	17	434	138 985	22 187	5 465	2 789
526	Retail nurseries, lawn and garden supply stores	240	32 978	145	15	134	30 600	5 416	1 102	674
527	Mobile home dealers	52	9 405	16	6	31	7 782	720	154	77
53	**General merchandise group stores**	**1 295**	**2 360 550**	**610**	**51**	**826**	**2 329 259**	**310 710**	**72 099**	**51 404**
531	Department stores[2]	258	1 912 493	-	-	258	1 912 493	260 537	60 027	41 603
533	Variety stores	703	139 414	493	35	322	112 345	17 188	4 293	4 472
539	Miscellaneous general merchandise stores	334	308 643	117	16	246	304 421	32 985	7 779	5 329
54	**Food stores**	**5 745**	**4 210 196**	**2 529**	**302**	**4 336**	**4 109 262**	**381 780**	**96 407**	**67 029**
541	Grocery stores	3 405	3 807 797	1 265	169	2 773	3 750 423	323 768	82 475	55 005
542	Meat and fish (seafood) markets, including freezer provisioners	488	130 747	266	26	336	121 027	12 017	2 868	1 875
543	Fruit stores and vegetable markets	282	66 913	203	18	136	58 477	5 786	1 314	956
544	Candy, nut, and confectionery stores	215	14 619	116	9	126	11 587	2 105	544	579
546	Retail bakeries	874	115 171	417	54	698	106 641	30 943	7 545	7 169
5462	Retail bakeries--baking and selling	**	**	**	**	640	97 354	29 090	7 106	6 771
5463	Retail bakeries--selling only	**	**	**	**	58	9 287	1 853	439	398
545, 9	Other food stores	481	74 949	262	26	267	61 107	7 161	1 661	1 445
545	Dairy products stores	270	49 636	141	13	163	41 747	4 668	1 044	909
549	Miscellaneous food stores	211	25 313	121	13	104	19 360	2 493	617	536

Retail Merchandise Line Sales—1 report

(RC77-L)

A single report is to be issued for the United States. Data for States, SMSA's and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

FINAL REPORT VOLUMES (CLOTHBOUND)

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Major Retail Centers—Includes data previously issued in series RC77-C

MICROFICHE

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports will become available on microfiche.

Geographic Area Series: (extra tables included on the same fiche as the published tables). The data include selected characteristics of SMSA's and the area within the State outside of SMSA's by detailed kinds of business; cities of 2,500 inhabitants or more (which are grouped by county in published tables) are resequenced and displayed alphabetically by State; counties and cities ranked by 1977 retail sales volume within State; and a national summary of SMSA's ranked by 1977 retail sales volume.

Merchandise Line Sales: Data by merchandise line are presented for States, SMSA's, and for those parts of States outside of SMSA's. A separate microfiche report is issued for each State and the District of Columbia.

COMPUTER TAPES

See the general availability statement on page 37.

1977 CENSUS OF WHOLESALE TRADE

The 1977 Census of Wholesale Trade is an enumeration of establishments primarily engaged in selling merchandise to retailers and repair shops; to industrial, commercial, institutional, professional, or agricultural users; or to other wholesalers. Also included are establishments acting as agents or brokers in either buying merchandise for or selling merchandise to such clients or customers. The census of wholesale trade was part of the original census of business taken for 1929. Prior to 1972, it was included with retail trade and selected services under the umbrella title "census of business." It has been one of the separate economic censuses since then. The 1977 census is the 11th enumeration of wholesale trade of the United States.

Data on the flow of goods, inventories, and other aspects of wholesale trade provide keys to understanding current business conditions and anticipating future shortages or surpluses. The statistics are used by government, manufacturers, importers and retailers in forecasting and analyzing sales and in making their business decisions. Businesses engaged in wholesale trade can evaluate their activity relative to overall statistics on the commodities or products they handle.

Wholesale trade data are shown for as many as 125 kind-of-business classifications within the three major types of wholesale operation: merchant wholesalers, manufacturers' sales branches and sales offices, and merchandise agents and brokers. Over 20 different wholesale trade questionnaires, tailored to the industries covered, are used.

Wholesale trade census reports contain information for the following kind-of-business groups:

durable goods: (SIC 50)

- SIC 501—motor vehicles and automotive parts and supplies
- SIC 502—furniture and home furnishings
- SIC 503—lumber and other construction materials
- SIC 504—sporting, recreational, photographic, toys, hobby goods and supplies
- SIC 505—metals and minerals (except petroleum)
- SIC 506—electrical goods
- SIC 507—hardware, plumbing, heating equipment and supplies

SIC 508—machinery, equipment and supplies
SIC 509—miscellaneous durable goods

nondurable goods: (SIC 51)

SIC 511—paper and paper products
SIC 512—drugs, drug proprietaries and druggists' sundries
SIC 513—apparel, piece goods, and notions
SIC 514—groceries and related products
SIC 515—farm-product raw materials
SIC 516—chemicals and allied products
SIC 517—petroleum and petroleum products
SIC 518—beer, wine and distilled alcoholic beverages
SIC 519—miscellaneous nondurable goods

Data on the following subjects are presented in the census of wholesale trade:

number of establishments
sales
payroll
employment
operating expenses
end-of-year inventories
size of establishments
size of firm
legal form of organization
type of operation:
merchant wholesalers
manufacturers' sales branches and offices,
agents, brokers, and commission merchants
sales of merchant wholesalers, manufacturers' sales branches and offices, and agents, brokers and commission merchants by 625 different commodity lines

ADVANCE REPORTS (FINAL DATA)

Geographic Area Series—52 reports

(WC77-A-1(A) to -52(A))

Separate reports are issued for each State, the District of Columbia, and the United States. Each report presents data on number of establishments, sales, payroll, employment, and end-of-year inventories. The largest cities and counties in each State ranked by 1977 wholesale sales volume are also included in the advance reports.

FINAL REPORTS (PAPERBOUND)

Geographic Area Series—52 reports

(WC77-A-1 to -52)

A separate report is published for each State, the District of Columbia, and the United States. Each report presents general statistics on the number of establishments, sales, payroll, employment, operating expenses, and end-of-year inventories, for all wholesale establishments. At the State level, data are also presented separately for the following types of wholesale operation: merchant wholesalers, manufacturers' sales branches and offices, and agents, brokers and commission merchants. Detail by type of operation is abbreviated below the State level.

Figure 7. **Census of Wholesale Trade** (geographic area series)

SIC code	Kind of business	Establishments (no.)	Sales ($1,000)	Payroll entire year ($1,000)	Paid employees for week including March 12 (number)	Merchant wholesalers: Establishments (no.)	Merchant wholesalers: Sales ($1,000)	Manufacturers' sales branches and offices: Establishments (no.)	Manufacturers' sales branches and offices: Sales ($1,000)	Agents, brokers, and commission merchants: Establishments (no.)	Agents, brokers, and commission merchants: Sales ($1,000)
	Alexandria, La., SMSA										
	Wholesale trade	**227**	**399 199**	**26 218**	**2 438**	**191**	**282 265**	**23**	**(D)**	**13**	**(D)**
50	**Durable goods**	**132**	**125 971**	**12 507**	**1 174**	**121**	**110 927**	**7**	**(D)**	**4**	**(D)**
501	Motor vehicles and automotive parts and supplies	32	21 506	2 587	265	31	(D)	-	-	1	(D)
502	Furniture and home furnishings	4	(D)	(D)	(D)	4	(D)	-	-	-	-
503	Lumber and other construction materials	13	15 516	1 072	116	10	(D)	1	(D)	2	(D)
504	Sporting, recreational, photographic, and hobby goods, toys, and supplies	1	(D)	(D)	(D)	1	(D)	-	-	-	-
505	Metals and minerals, except petroleum	2	(D)	(D)	(D)	2	(D)	-	-	-	-
506	Electrical goods	10	16 905	1 545	129	10	16 905	-	-	-	-
507	Hardware, and plumbing and heating equipment and supplies	8	17 822	1 508	139	8	17 822	-	-	-	-
508	Machinery, equipment, and supplies	52	46 533	5 002	439	45	37 416	6	(D)	1	(D)
509	Miscellaneous durable goods	10	4 494	400	37	10	4 494	-	-	-	-
51	**Nondurable goods**	**95**	**273 228**	**13 711**	**1 264**	**70**	**171 338**	**16**	**47 580**	**9**	**54 310**
511	Paper and paper products	7	(D)	(D)	(D)	4	3 910	1	(D)	2	(D)
512	Drugs, drug proprietaries, and druggists' sundries	1	(D)	(D)	(D)	1	(D)	-	-	-	-
513	Apparel, piece goods, and notions	-	-	-	-	-	-	-	-	-	-
514	Groceries and related products	27	81 116	4 103	506	16	48 464	9	(D)	2	(D)
515	Farm-product raw materials	8	35 948	660	83	5	(D)	-	-	3	(D)
516	Chemicals and allied products	2	(D)	(D)	(D)	2	(D)	-	-	-	-
517	Petroleum and petroleum products	19	52 288	1 237	96	16	(D)	3	(D)	-	-
518	Beer, wines, and distilled alcoholic beverages	5	13 470	1 048	98	4	(D)	-	-	1	(D)
519	Miscellaneous nondurable goods	26	57 220	5 237	349	22	(D)	3	(D)	1	(D)

For States, SMSA's, counties, and cities with 500 wholesale establishments or more, statistics are presented for detailed kinds of business; for SMSA's with less than 500 wholesale establishments and for counties with 200-499 wholesale establishments, data are presented by less detailed kind-of-business classification as illustrated in figure 7. A separate table shows all cities of 2,500 inhabitants or more and all counties (with no kind-of-business detail).

Subject Series—3 reports

(WC77-S-1 to -3)

The first report (WC77-S-1) presents data based on size of establishment, size of firm (based on all establishments operated by a firm within the same kind of business or kind-of-business group for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and employment size; statistics for firms are presented by sales size, concentration by largest firms, by employment size and by number of establishments operated (single units and multiunits). Statistics are presented by kind of business on the number of establishments, sales, payroll, and employment for the United States.

Two other reports (WC77-S-2 and -3) contain data on petroleum bulk stations and terminals; and sales by class of customer, credit sales, receivables, bad-debt losses, warehouse space and other subjects. Data are presented for the United States as a whole, and where feasible, for States and SMSA's.

Wholesale Commodity Line Sales—1 report

(WC77-L)

This report presents data for the United States and selected SMSA's, by kind of business, for wholesale trade and each type of wholesale operation: merchant wholesalers, manufacturers' sales branches and offices, and agents, brokers, and commission merchants. Table presents data, by kind of business, on the number and total sales of establishments in a specific kind of business; the number of establishments and total sales by commodity line sold; the percentage of total sales accounted for by each of the lines; and, for establishments actually handling a specific line, the percent of their total sales represented by sales of that line.

FINAL REPORT VOLUMES (CLOTHBOUND)

- Volume I. Wholesale Trade—Summary Statistics. Includes data previously issued in series WC77-S and WC77-L.
- Volume II. Wholesale Trade—Geographic Area Statistics. Includes data previously issued in series WC77-A.

MICROFICHE

See the general availability statement on page 37.

COMPUTER TAPES

See the general availability statement on page 37.

1977 CENSUS OF SERVICE INDUSTRIES

The 1977 Census of Service Industries is an enumeration of establishments primarily engaged in providing a wide variety of services for individuals, business and government establishments, and other organizations. The first census covered the year 1933. Censuses of selected service industries were also taken for 1935 and 1939 and, after a wartime interruption, were resumed with the 1948 census. Prior to 1972, the census was conducted approximately every 5 years as part of the census of business. In 1972, the census of selected service industries—like the censuses of retail trade and wholesale trade—became one of the separate economic censuses. The 1977 census is the 10th census of service industries of the United States, but, with a major expansion in scope, is the first census not limited to "selected" industries.

Service industries statistics provide benchmark data for compiling detailed information on growth in the fields of services provided to businesses and consumers. Trade and professional organizations, market researchers and chambers of commerce use the information in studying economic conditions. Establishments in any of the types of services covered can compare their operations with area or industry norms.

Two basic sources were used to obtain data for the census of service industries. Questionnaires were mailed, as a general rule, to firms and organizations with four or more paid employees and to a sample of smaller employer firms. The mail portion of the census used 25 different questionnaires to allow for the variety of businesses and activities covered. Federal administrative records were used by the Census Bureau to obtain information from almost two million smaller business firms, including all service establishments without employees.

The scope of the 1977 census has been expanded to include rooming and boarding houses; organization hotels and lodging houses on a membership basis; health services; educational services (except religious-affiliated elementary and secondary schools); social services, noncommercial museums; art galleries; botanical and zoological gardens; membership organizations

(except religious); noncommercial educational, scientific, and other research organizations; accounting, auditing, and bookkeeping services; and all other services not previously covered except private households.

Data from the census of service industries are provided for about 250 kind-of-business classifications. In most instances, statistics for taxable and tax-exempt activities are presented separately, as are data for previously in-scope services and those included for the first time. The reports from the census of service industries contain information on the following kind-of-business classifications:

- SIC 4722—arrangement of passenger transportation
- SIC 70—hotels, rooming houses, camps, and other lodging places
- SIC 72—personal services
- SIC 73—business services
- SIC 75—automotive repair, services, and garages
- SIC 76—miscellaneous repair services
- SIC 78—motion pictures
- SIC 79—amusement and recreation services, except motion pictures
- SIC 80—health services
- SIC 81—legal services
- SIC 82—educational services
- SIC 83—social services
- SIC 84—museums, art galleries, botanical and zoological gardens
- SIC 86—membership organizations (except religious)
- SIC 89—miscellaneous services (including engineering, architectural, and surveying services; accounting. auditing, and bookeeping services; and noncommercial research organizations)

Data on the following subjects are presented in the census of service industries reports, although only limited detail is provided for tax-exempt and newly in-scope industries:

- number of establishments
- operating receipts/total revenue
- expenses
- payroll
- employment
- legal form of organization
- size of establishment
- size of firm
- analysis of receipts/revenue (for selected kinds of business)
- personnel and payroll by occupation (for selected kinds of business)

ADVANCE REPORTS (FINAL DATA)

Geographic Area Series—53 releases

(SC77-A-1 (A) to -53 (A))

Separate reports are issued for each State, the District of Columbia, and the United States showing total establishments, receipts, payroll and employment for kind-of-business classifications included in previous censuses. The largest cities and counties in each State ranked by 1977 service receipts volume are also included. A separate report (SC77-A-53(A)) covers all newly in-scope industries and tax-exempt establishments.

FINAL REPORTS (PAPERBOUND)

Geographic Area Series—53 reports

(SC77-A-1 to -53)

For those service industries included in previous censuses, a separate report is published for each State, the District of Columbia, and the United States. Each report presents general statistics on the number of establishments, receipts, payroll, employment, and number of proprietorships and partnerships for States, SMSA's, and counties and cities with 500 or more service establishments by detailed kinds of business. For cities of 2,500 or more inhabitants and all counties, in addition to the above, general statistics are provided on the number of establishments and receipts as illustrated in figure 8.

Figure 8. Census of Service Industries (geographic area series)

County, and city with 2,500 inhabitants or more[1]	All establishments				Establishments with payroll					Selected kind-of-busines				
			Unincorporated businesses							Hotels, motels, trailering parks, and camps		Automotive repair, services, and garages		Mis rep
	Number	Receipts ($1,000)	Sole proprietorships (no.)	Partnerships (no.)	Number	Receipts ($1,000)	Payroll entire year ($1,000)	Payroll first quarter ($1,000)	Paid employees for week including March 12 (number)	Number	Receipts ($1,000)	Number	Receipts ($1,000)	Nu b
Montana	**8 036**	**448 994**	**6 454**	**627**	**3 000**	**386 154**	**114 392**	**26 383**	**17 846**	**887**	**102 497**	**1 035**	**72 026**	**83**
Beaverhead County	87	2 894	71	9	34	2 237	463	116	107	20	1 082	7	310	10
Dillon	73	2 468	61	9	29	1 936	402	92	93	16	(D)	5	(D)	9
Remainder of county	14	426	10	-	5	301	61	24	14	4	(D)	2	(D)	1
Big Horn County	72	2 590	59	4	35	2 225	609	133	100	10	813	9	287	5
Hardin	55	1 732	47	3	28	1 481	351	83	57	7	(D)	7	(D)	5
Remainder of county	17	858	12	1	7	744	258	50	43	3	(D)	2	(D)	-
Blaine County	41	1 087	35	3	18	936	171	50	59	4	(D)	3	76	
Broadwater County	27	751	23	1	11	612	190	22	23	3	91	4	(D)	
Carbon County	87	2 102	71	9	24	1 514	386	120	101	11	(D)	9	190	
Carter County	21	212	20	-	3	(D)	(D)	(D)	(D)	2	(D)	5	96	

For all newly in-scope industries as well as for tax-exempt activities, data are published in a single report (SC77-A-53). For taxable establishments, statistics are presented on number of establishments, receipts, payroll, employment, and number of proprietorships and partnerships for the United States, States, and SMSA's. Data on tax-exempt activities include number of establishments (employers only), expenses, payroll, and employment for the same geographic areas. The kind of business detail provided in this report will vary based on the number of establishments for which data are presented.

Subject Series—10 reports
(SC77-S-1 to 10)

The first report (SC77-S-1) presents data based on size of establishment, size of firm, and legal form of organization. Establishment statistics are presented by receipts size and by employment size; statistics for firms, by receipts size, including concentration by largest firms, by employment size, and by number of establishments operated (single units and multi-units). Statistics are also presented by kind of business on the number of establishments, receipts, payroll, and employment for the United States.

Nine other reports (SC77-S-2 to -10) contain data for hotels motels, and other lodging places; laundries, cleaning plants, and related services; the motion picture industry; legal services; architectural, engineering, and surveying services; arrangement of passenger transportation; health services; tax-exempt organizations; and other miscellaneous subjects, including specialized data for several newly-covered industries. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

FINAL REPORT VOLUMES (CLOTHBOUND)

- Volume I. 1977 Census of Service Industries—Summary and Subject Statistics. Includes data previously issued in series SC77-S
- Volume II. 1977 Census of Service Industries—Geographic Area Statistics. Includes data previously issued in series SC77-A.

MICROFICHE

In addition to statistics presented in the printed reports SC77-A-1 to -51, microfiche copies include data for counties and cities with 300 to 499 service establishments, for the area within each State outside of SMSA's by detailed kind of business, selected ratios of SMSA's, cities with 2,500 inhabitants or more (which are grouped by county in published tables) are displayed alphabetically by State, and a national summary of SMSA's ranked by 1977 receipts volume.

COMPUTER TAPES

See the general availability statement on page 37.

1977 CENSUS OF CONSTRUCTION INDUSTRIES

The 1977 Census of Construction Industries is an enumeration of establishments primarily engaged in construction and operating as general contractors and operative builders, special trade contractors, or land subdividers and developers. Construction includes new work as well as additions, alterations, and maintenance and repair work. Census data for the construction industry were collected for 1929, 1935, and 1939, and published as part of the business census reports. Data were not collected again until 1967 when the census of construction industries became an individual segment of the economic censuses. The 1977 census is the sixth census of construction industries of the United States.

Federal, State, and local administrators and planners concerned with the Nation's residential and nonresidential building, employment, transportation, and natural resources use construction industries data. Contractors, bankers, manufacturers, wholesalers, retailers, marketing associations, chambers of commerce, and utility companies are but a few of the business users. Researchers in such fields as ecology, architecture, fire science, urban planning, and economics consult these data. Through the media of newspapers, magazines, and textbooks, members of the general public are made aware of conditions or trends that are spotlighted by construction industries data.

There are more than 1,000,000 construction firms in the United States, and almost half of these have paid employees. For most industries, the census includes all large and medium size construction establishments (15 employees or more) and a probability sample of small construction establishments (1 to 14 employees). In addition, limited data for more than 500,000 construction firms without paid employees were obtained from Federal administrative records.

Census data for construction industries cover twenty-seven 4-digit SIC industry codes, and related industry groups, based on the major groups defined in the 1972 edition of the Standard Industrial Classification Manual:

SIC 15—Building construction-general contractors and operative builders

SIC 16—Construction other than building construction-general contractors

SIC 17—Construction-special trade contractors

SIC 6552—Land subdividers and developers

Information on the following subjects was collected in the 1977 Census of Construction Industries:

number of employees

payrolls (annual and first-quarter)

payments for:

- —materials, components, and supplies
- —work subcontracted to others
- —renting or leasing of structures, machinery, and equipment
- —power, fuels and lubricants
- —supplemental labor costs
- —selected purchased services
- —capital expenditures (excluding land)

receipts during year 1977:

- —total receipts
- —construction receipts
- —receipts from the sale of land
- —other business receipts

fixed assets and depreciation

breakdown of construction receipts by.

- —type of construction (buildings, streets, etc.)
- —class of construction (new or maintenance and repair work)
- —location of construction work (home State or in other States)
- —ownership of construction projects (public or private)

PRELIMINARY REPORTS

Industry Series—28 reports

(CC77-I-1(P) to -28(P))

Industry Separates (CC77-I-1(P) to -27(P))—Reports presenting data for establishments with payrolls are published for each of the 27 industries included in the 1977 census. Each industry report presents preliminary 1977 data for the United States on the number of construction establishments; receipts; employment; payrolls; payments to subcontractors; payments for materials, components, and supplies; payments for the rental of structures, machinery, and equipment; payments for power, fuels, lubricants; payments for selected purchased services; value added; capital expenditures during the year; and depreciable assets. Limited data for 1972 and 1967 are also shown. In addition, more detailed data are shown at the U. S. total level on construction receipts by type of work (single-family houses, industrial buildings, streets and roads, etc.).

U. S. Summary by Industry (CC77-I-28(P))—This report includes a summary of the data included in the separate industry reports.

FINAL REPORTS (PAPERBOUND)

Industry Series—28 reports

(CC77-I-1 to -28)

Industry separates (CC77-I-1 to -27)—Reports presenting data for establishments with payrolls are to be published for each of the 27 industries included in the census. Each industry report presents 1977 data by State similar to that

Figure 9. **Census of Construction Industries** (industry series)

Establishment location	1977								
		Number of employees		Payroll		Business receipts			
	Number of establishments	All employees (average)	Construction workers (average)	All employees	Construction workers	Total construction receipts	Land receipts for SIC 6552 and 1531 only	Net construction receipts (F-K)	Value added
	A	B	C	D	E	F	G	H	I
United States	90 207	469 152	365 778	3 460 727	2 464 262	25 122 681	23 161 742	14 264 267	10 678 867
New England:									
Maine	832	3 812	3 461	21 209	18 361	100 484	97 239	82 836	998 782
New Hampshire	873	3 827	3 375	25 986	21 457	127 747	121 318	93 659	98 672
Vermont	649	2 828	2 614	17 471	15 887	75 903	70 875	58 110	98 691
Massachusetts	2 513	10 317	8 674	79 245	64 466	468 122	449 663	315 312	98 671
Rhode Island	527	2 317	1 915	16 505	13 257	98 673	92 146	56 958	315 167
Connecticut	1 710	6 033	4 455	52 126	37 997	332 480	318 240	213 093	306 789
Middle Atlantic:									
New York	5 350	20 273	14 669	168 585	114 172	1 122 051	1 059 886	682 712	259 789
New Jersey	2 932	12 513	9 296	102 744	71 919	749 803	716 930	436 873	356 294
Pennsylvania	4 677	21 869	17 962	158 279	123 155	918 820	873 809	593 164	368 592
East North Central:									
Ohio	4 008	18 549	13 993	150 886	102 233	1 102 838	1 030 552	670 769	148 678
Indiana	2 149	9 622	7 607	70 011	52 599	460 429	430 281	302 491	128 621
Illinois	3 389	16 861	12 552	160 662	112 111	1 159 061	1 074 774	597 026	105 624
Michigan	3 394	14 389	9 920	120 584	74 798	993 825	910 529	542 999	98 611
Wisconsin	1 805	7 610	6 361	55 824	44 165	367 665	353 152	243 156	78 612

described for the preliminary reports but, in many cases, in more detail. Their format is illustrated in figure 9. Selected data are also provided for establishments classified by their employment size and receipts volume. Limited data for 1972 and 1967 are also shown in these reports.

U. S. Summary (CC77-I-28)—Part A presents limited data for establishments with no payroll. Part B summarizes for establishments with payroll the data presented in the 27 individual industry reports.

Geographic Area Series—10 reports

(CC77-A-1 to -10)

Division Reports (CC77-A-1 to -9)—Reports are to be published for States grouped according to the nine census geographic divisions. Much of the geographic area series data are the same as presented in the industry series, except here they are organized by State rather than by industry. Similar data are also presented for SMSA's. Selected data are provided for establishments classified by their employment size and receipts size. Data for establishments with no payroll as well as comparative 1972 and 1967 figures, both on a limited basis, are also shown.

U. S. Summary by Division and State (CC77-A-10)—This report summarizes the data, as presented in the nine individual geographic division reports, for establishments with and without payroll.

FINAL REPORT VOLUME (CLOTHBOUND)

Findings released earlier in separate paperbound reports are to be assembled and reissued in one clothbound volume.

MICROFICHE

Besides the regular program of having the final reports available on microfiche, two special reports are to be made available as well:

Legal Form of Organization and Specialization in Types of Construction (CC77-S-1(M))—This report presents limited data (number of establishments, number of proprietors and working partners, total employment, and total receipts) for construction establishments with no payroll, for construction establishments with payroll, and for the aggregate, classified by industry and by legal form of organization. It also contains selected statistics (number of establishments; number of proprietors, and working partners; employment; payrolls, receipts; payments to subcontractors; payments for materials, components, and supplies; payments for the rental of machinery and equipment; value added; capital expenditures; and depreciable assets) for construction establishments with payroll, classified by industry and by type of operation (multiunit or single unit) and by legal form of organization. Selected statistics for construction establishments with payroll classified by industry and within industry by specialization in types of construction work (single-family houses, industrial buildings and warehouses, highways and streets, etc.) are also presented.

Operating Ratios and 5-year Comparative Analysis of Selected Data (CC77-S-2(M))—This report presents ratios of the published data for 1977 and a comparison of selected 1972 and 1977 data.

COMPUTER TAPES

See the general availability statement on page 37.

1977 CENSUS OF MANUFACTURES

The 1977 Census of Manufactures is an enumeration of establishments engaged in the mechanical or chemical transformation of materials or substances into new products. These establishments are usually described as plants, factories, or mills and characteristically use power driven machines and materials handling equipment. The census of manufactures is the second oldest of the national censuses and the oldest of the economic censuses. The first census of manufactures was taken in 1810, when questions on manufacturing were included with the census of population and, with the exception of 1830, a census of manufactures was taken at 10-year intervals through 1900. It was conducted at 5-year intervals through 1920 and every other year through 1939. After a wartime interruption, this census was resumed in 1947. Since that time, it has been conducted approximately every 5 years. The 1977 census is the 30th census of manufactures of the United States.

The census of manufactures is a principal source of facts about the structure and functioning of manufacturing in the U.S. economy. In the Federal sector, for example, the Federal Reserve Board uses the data in compiling the Monthly Index of Industrial Production, the Department of Energy takes them into account when assessing the probable impact of fuel shortages on industry, and the Bureau of Economic Analysis uses the data to prepare their input-output tables. The data are used by manufacturers and distributors in establishing measures of their potential markets, and by industries, trades,

and services interested in forecasting their sales, analyzing sales performance, and locating plants or warehouses close to their manufacturing customers. Trade associations use census information to learn how their industries are changing. The census figures serve as benchmarks not only for Census Bureau surveys, but also for other statistical efforts related to data on manufactures.

For the 1977 Census of Manufactures, questionnaires were mailed to all multi-establishment companies and the larger single-establishment companies. For approximately 130,000 single-establishment companies with up to 20 employees (the cutoff varies by industry), information was obtained from Federal administrative records. Although small firms account for about 40 percent of all manufacturing firms, they account for less than 3 percent of manufacturing activity. The diversity of these activities necessitates using more than 200 different report forms to collect information on about 13,000 separate products. The 20 major industry groups are listed below:

SIC 20—food and kindred products
SIC 21—tobacco manufactures
SIC 22—textile mill products
SIC 23—apparel and other finished products made from fabrics and similar materials
SIC 24—lumber and wood products, except furniture
SIC 25—furniture and fixture
SIC 26—paper and allied products
SIC 27—printing, publishing, and allied industries
SIC 28—chemicals and allied products
SIC 29—petroleum refining and related industries
SIC 30—rubber and miscellaneous plastics products
SIC 31—leather and leather products
SIC 32—stone, clay, glass, and concrete products
SIC 33—primary metal industries
SIC 34—fabricated metal products, except machinery and transportation equipment
SIC 35—machinery, except electrical
SIC 36—electrical and electronic machinery, equipment, and supplies
SIC 37—transportation equipment
SIC 38—measuring, analyzing, and controlling instruments; photographic, medical and optical goods; watches and clocks
SIC 39—miscellaneous manufacturing industries

Information on the following items were obtained from all large establishments included in the mail canvass:

employment
payrolls
hours worked
inventories
capital expenditures
cost of:
—materials
—resales
—fuels
—electricity
—contract work

The approximately 70,000 establishments included in the Annual Survey of Manufactures sample part of the census also reported on the following items:

type of fuel consumed
supplemental labor costs
quantity of electricity
gross value of fixed assets
rental payments
retirements
depreciation
purchased services
new capital expenditures (automotive, computers, and all other)

In addition, through the use of various specialized report forms, detailed information was collected on materials consumed, supplies used, and products made and shipped. In selected industries, supplemental information was also obtained on characteristics of the plant, for example, type of operation, processing of metals, and types of equipment.

PRELIMINARY REPORTS

Industry Series—444 reports

(MC77-I-20A-1(P) to 39D-5(P))

Separate reports covering each of the manufacturing industries provide preliminary industry totals of general statistics for the United States and individual States. Comparable historical data also are included. Tables present U.S. totals for quantity and value of shipments of the products classified in the industry, and quantity and cost of materials consumed by establishments in the industry.

Geographic Area Series—51 reports

(MC77-A-1(P) to -51(P))

A separate report for each State and the District of Columbia contains general statistics for industry groups for the State. Also, total general statistics data are shown for counties and SMSA's.

Summary Series—2 reports

(MC77-S-1(P) and 2(P))

Two reports include a summary of the general statistics of the United States by industry groups and industries and by States.

FINAL REPORTS (PAPERBOUND)

Industry Series—82 reports

(MC77-I-20A to -39D)

Each of the 82 reports provides information for a group of related industries (e.g., "dairy products" includes industries for butter, cheese, milk, etc.). Final figures for the United States are shown for each of the 452 manufacturing industries on quantity and value of products shipped and materials consumed,

cost of fuels and electric energy, capital expenditures, assets, rents, inventories, employment, payrolls, payroll supplements, hours worked, value added by manufacturing, number of establishments, and number of companies. Figure 10 illustrates an industry series table. Comparative statistics for earlier years are provided where available.

For each industry, data on value of shipments, value added by manufacturing, capital expenditures, employment, and payrolls are shown by employment-size class of establishment and degree of primary product specialization. Statistics are given on production of specific products and consumption of energy and various materials by industry.

Geographic Area Series—51 reports

(MC77-A-1 to -51)

A separate report for each State and the District of Columbia presents data for industries and industry groups on value of shipments, value added by manufacturing, employment, payrolls, hours worked, new capital expenditures, and number of manufacturing establishments. Comparative statistics for earlier years are provided. Similar totals for all manufacturing industries are also shown for SMSA's, counties, and cities with significant manufacturing activity. For SMSA's and larger counties and cities, data are shown by industry groups. Detailed statistics—including inventories, assets, rents, and cost of materials and energy—are presented in a Statewide total only.

Subject Series—17 reports

(MC77-SR-1 to -17)

Each of the 17 reports contains detailed statistics for an individual subject, such as size of establishments; manufacturers' inventories; capital expenditures, fixed assets, and rental payments; selected materials consumed; selected metal working operations; industry profiles; manufacturing activity in government establishments; concentration ratios in manufacturing; type of organization; water use in manufacturing; fuels and electric energy consumed;* textile machinery in place;* origin of exports for manufacturing establishments; analytical ratios for manufacturing industries; distribution of sales by class of customer; production indexes; and a general National-level summary.

*Preliminary reports will be issued on these subjects.

FINAL REPORT VOLUMES (CLOTHBOUND)

- Volume I. Summary and Subject Statistics—data previously issued in series MC77-SR
- Volume II. Industry Statistics—data previously issued in series MC77-I

  Part 1. Major Groups 20 to 26.

  Part 2. Major Groups 27 to 34.

  Part 3. Major Groups 35 to 39.

Figure 10. Census of Manufactures (industry series)

Industry and State	1977											1972	
	All establishments		All employees		Production workers								
	Total (number)	With 20 employees or more (number)	Number[1] (1,000)	Payroll (million dollars)	Number (1,000)	Man-hours (millions)	Wages (million dollars)	Value added by manufacture (million dollars)	Cost of materials (million dollars)	Industry shipments (million dollars)	New capital expenditures (million dollars)	All employees[1] (1,000)	Value added by manufacture (million dollars)
2711—NEWSPAPER													
United States	8 116	2 120	348.9	3 170.8	169.8	298.8	1 537.8	6 225.6	2 045.2	8 270.1	359.6	335.9	4 184.7
New England:													
Maine	46	13	1.9	14.2	1.0	1.8	7.4	26.1	5.8	32.0	.7	1.7	18.2
New Hampshire E1	41	19	1.4	10.7	.7	1.3	5.3	19.5	3.9	23.4	1.2	1.2	13.0
Vermont E2	23	12	.8	5.3	.4	.8	2.7	11.6	2.5	14.0	.5	.6	6.6
Massachusetts	191	70	13.2	128.2	5.9	11.1	59.5	249.2	68.6	317.9	10.0	13.6	173.9
Rhode Island	24	9	1.9	20.8	1.1	1.8	10.9	36.2	9.3	45.5	.7	1.8	22.5
Connecticut	84	40	6.4	52.6	3.0	5.4	25.4	98.2	29.0	127.2	5.1	5.6	65.2
Middle Atlantic:													
New York	491	126	33.0	390.6	17.7	29.5	211.4	686.2	243.0	929.1	28.2	38.0	494.2
New Jersey	210	63	11.2	99.9	4.2	7.4	40.6	215.4	60.5	275.8	9.0	10.9	140.1
Pennsylvania	314	125	23.0	217.5	11.9	20.6	110.6	372.8	128.5	501.3	19.0	21.7	259.2

Note: The payroll and sales data for small establishments (generally single-unit companies with less than 10 employees) were obtained from administrative records of other government agencies instead of from a Census report form. These data were then used in conjunction with industry averages to estimate the balance of the items shown in the table for these small establishments. This technique was also used for a small number of other establishments whose reports were not received at the time the data were tabulated. The following symbols are shown for those States where administrative records data were used and account for 10 percent or more of the figures shown:

E1—10 to 19 percent; E2—20 to 29 percent; E—30 to 39 percent; E4—40 to 49 percent; E5—50 to 59 percent; E6—60 to 69 percent; E7—70 to 79 percent; E8—80 to 89 percent; E9—90 to 99 percent; E0—100 percent

— Represents zero. (NA) Not available. (D) Withheld to avoid disclosing figures for individual companies. (Z) Less than half of the unit of measurement shown.

[1] General statistics for some producing areas are withheld to avoid disclosing figures for individual companies. However, for areas with 150 employees or more, the number of establishments is shown and the employment size range is indicated by one of the following symbols:

AA—150 to 249 employees; BB—250 to 499 employees; CC—500 to 999 employees; EE—1,000 to 2,499 employees; FF—2,500 employees and over

- Volume III. Geographic Area Statistics—data previously issued in series MC77-A

  Part 1. Alabama to Montana
  Part 2. Nebraska to Wyoming

COMPUTER TAPES

In addition to most "published" data being on computer tape, one major data series is available only on computer tape.

Location of Manufacturing Plants presents the number of establishments by employment size class by 4-digit SIC industry codes for States, counties, and places of 2,500 or more inhabitants.

The data are available in two series:

State and county by industry
State and place by industry

MICROFICHE

See the general availability statement on page 37.

1977 CENSUS OF MINERAL INDUSTRIES

The 1977 Census of Mineral Industries is an enumeration of establishments primarily engaged in the extraction of minerals including solids, such as coal and ores; liquids, such as crude petroleum; and gases, such as natural gas. The first minerals census covered the year 1840. Censuses were conducted at approximately 10-year intervals through 1929, and at 5-year intervals through 1939. After a wartime interruption, the census was resumed in 1954. Since that time, censuses have been taken approximately every 5 years. The 1977 census is the 18th census of mineral industries of the United States.

The Federal Government uses mineral industries statistics in calculating the Gross National Product; in planning and evaluating conservation, energy-related, and other legislation; in determining national mineral policies, monitoring research and development programs; and in administering environmental repair projects. State and local governments are interested in the economic and fiscal effects of mining activities within their jurisdictions. Nongovernment users in schools of mines and research institutions, and in manufacturing, finance, transportation, and other fields employ these data in planning and forecasting. Trade associations and mining firms use the data to evaluate their own operations with respect to their industry or geographic area.

For the 1977 census, questionnaires were sent to each of the establishments of multi-establishment companies and to the larger single-establishment companies. For the smaller single-company establishments with up to 10 employees (the cutoff varied by industry), information is obtained from administrative records. The results of the census provide information for 42 mineral industries within five industry groups:

SIC 10—metal mining
SIC 11—anthracite mining
SIC 12—bituminous coal and lignite mining
SIC 13—oil and gas extraction
SIC 14—mining and quarrying of nonmetallic minerals except fuels

The following general information was collected in the census:

employment
payroll
hours worked
cost of supplies, resales, fuels, electric energy, and contract work.
capital expenditures
quantity of electric energy consumed
supplemental labor costs
gross book value of fixed assets
mineral development and exploration expenditures
inventories
rental payments
depreciation, amortization, and depletion

In addition, based on inquiries especially adapted for each mineral industry or combinations of mineral industries, information was collected on:

supplies, minerals received for preparation, and fuels used
value of products produced or shipped and other receipts
type of operation

PRELIMINARY REPORTS

Industry Series—38 reports

(MIC77-I-10A(P) to 14E-5(P))

Thirty-eight separate reports for industries (or groups of industries) covering all of the 42 mineral industries furnish general statistics by State for the United States. Comparable historical data are also included. Table presents totals for the United States and individual States on the quantity and value of shipments of the products classified in the industry and totals for the United States, on the quantity and cost of materials and fuels consumed by establishments in the industry.

Summary Series—2 reports

(MIC77-S-1(P) to 2(P))

The two reports provide general statistics for (1) industries and industry groups and (2) States.

FINAL REPORTS (PAPERBOUND)

Industry Series—14 reports

(MIC77-I-10A to -14E)

Each of the 14 reports provides information for an industry or a group of related industries (e.g., clay, ceramic, and refractory minerals). Final figures for the United States are provided for each of 42 mineral industries on quantity and value of products shipped and supplies used: inventories; quantity and cost of fuels and electric energy purchased, and the quantities of fuels produced and consumed; capital expenditures; assets; rents; employment; depreciation, amortization and depletion; payrolls; hours worked; cost of purchased machinery; value added in mining; mineral development and exploration costs; number of establishments; and number of companies. Comparative data for earlier years are included. General statistics are shown by State, type of operation and size of establishment. Figure 11 illustrates a detailed statistics table from the industry series.

Geographic Area Series—9 reports

(MIC77-A-1 to -9)

Reports are published showing data for States grouped according to the nine census geographic divisions. Data are shown for each of the 42 mining industries, insofar as they have operations in the State, for 2- and 3-digit industry groups by type of operation and by county. Statistics are also shown for value of shipments, inventories, value added by mining, employment, payroll, hours worked, capital expenditures, assets, rents, cost of supplies, etc., purchased machinery installed, and number of mining establishments, with comparative 1972 data on employment and value added by mining.

Figure 11. **Census of Mineral Industries** (industry series)

Geographic area	1977											1972	
	All establishments		All employees		Production, development, and exploration workers			Value added in mining (million dollars)	Cost of supplies, etc., and purchased machinery installed (million dollars)	Value of shipments and receipts (million dollars)	Capital expenditures (million dollars)	All employees (1,000)	Value added in mining (million dollars)
	Total (number)	With 20 employees or more (number)	Number (1,000)	Payroll (million dollars)	Number (1,000)	Man-hours (millions)	Wages (million dollars)						
	INDUSTRY 1422.—CRUSHED AND BROKEN LIMESTONE												
West North Central Division:													
Minnesota	17	5	BB	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	.4	5.4
Iowa	96	24	1.6	15.1	1.3	3.1	11.0	36.2	17.3	47.4	6.1	EE	(D)
Missouri	147	33	1.8	15.6	1.4	2.9	11.9	33.6	26.1	43.2	6.5	2.0	23.7
South Dakota	5	2	AA	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(NA)	(NA)
Nebraska	18	6	.3	2.7	.3	.6	2.3	6.9	3.5	9.0	1.4	.3	3.8
Kansas	35	10	.5	4.5	.5	1.1	4.1	12.7	4.5	15.8	1.5	CC	(D)
South Atlantic Division:													
Maryland	13	9	.5	5.3	.5	1.1	4.3	20.9	8.2	26.5	2.6	(NA)	(NA)
Virginia	55	22	1.2	9.1	1.1	2.3	6.7	23.2	11.5	29.8	5.0	1.2	11.8
West Virginia	25	11	.7	6.0	.6	1.3	4.5	14.6	7.8	18.6	3.8	.7	8.0
North Carolina	10	4	.2	1.3	.2	.3	1.1	3.9	2.0	5.4	.3	.3	5.7
Georgia	9	7	.3	3.3	.3	.7	2.6	8.0	5.7	11.4	2.3	.3	5.6
Florida	52	22	EE	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	1.5	20.0
East South Central Division:													
Kentucky	100	36	2.0	15.1	1.7	3.5	11.6	39.5	19.1	51.6	7.0	EE	(D)
Tennessee	67	2.8	1.3	10.2	1.2	2.7	7.9	31.4	20.3	44.5	7.2	1.5	25.2
Alabama	22	10	.6	5.1	.5	1.3	3.9	13.1	8.6	18.8	2.9	.7	10.2
West South Central Division:													
Arkansas	11	4	AA	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	BB	(D)
Oklahoma	25	9	CC	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	CC	(D)
Texas	32	15	1.0	7.8	.8	2.2	6.5	20.3	10.6	27.9	3.0	1.3	17.1
Mountain Division:													
Pacific Division:													
Oregon	13	5	AA	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	.2	2.2
California	27	5	.9	8.7	.6	1.1	5.5	18.9	7.8	24.3	2.3	.3	4.7

Subject Series—8 reports
(MIC77-SR-1 to -8)

MIC77-SR-1 is a general summary, bringing together general statistics tables from each industry report and selected other data summarized at the National level.

Seven reports (MIC77-SR-2 to -8) contain final statistics for an individual subject, such as water use in mineral industries; expenditures for plant and equipment, assets, rents, retirements, and depreciation; size of establishments; type of operation; fuels and electric energy consumed; type of organization; and selected materials consumed.

FINAL REPORT VOLUME (CLOTHBOUND)

Data released earlier in separate paperbound reports are assembled and reissued in one clothbound volume.

MICROFICHE

See the general availability statement on page 37.

COMPUTER TAPES

See the general availability statement on page 37.

1977 CENSUS OF TRANSPORTATION

The census of transportation, first taken in 1963, consists of four independent surveys, each with a different time frame, rather than a single census. Each survey gathers information about a particular area of transportation which is not covered in the statistics collected by other Federal or private agencies.

Users of transportation data includes Federal government, State agencies, trucking associations and carriers, transportation economists, highway improvement bureaus, private traffic departments, market research and consulting firms, manufacturers, and other organizations concerned with policy or promotional activities in the general fields of travel and transportation.

TRUCK INVENTORY AND USE SURVEY

The Truck Inventory and Use Survey collects sample data on the physical characteristics and operational use of the Nation's private and commercial trucks from a universe of approximately 26 million registered trucks in 1977.

Information on the following subjects was collected:

- number of vehicles
- number of truck-miles
- major use of vehicle
- annual and lifetime vehicle miles
- model year
- body type
- vehicle size class
- type of fuel
- acquisition
- maintenance
- classification of operator
- hazardous material
- engine size
- type of transmission and braking system
- power steering and air conditioning
- fuel conservation equipment

NATIONAL TRAVEL SURVEY

The National Travel Survey provides profiles of the volume and characteristics of nonlocal travel (at least 100 miles) in 1977 from a sample of 25,000 civilian households in the United States.

Information on the following subjects was collected:

- means of transport
- purpose of trip
- recreational activities engaged in
- weekend and vacation travel
- travel to and through States
- number of households and persons taking trips, number of trips taken, person-trips, person-miles, person-nights, and overnight accommodations used
- characteristics of travelers, households, and trips

COMMODITY TRANSPORTATION SURVEY

The Commodity Transporation Survey provides statistics on the volume and characteristics of commodity shipments originated by manufacturers. The 1977 survey includes manufacturing establishments (or manufacturers) in the 50 States and the District of Columbia. A sample of about 20,000 establishments provides geographic information on the flow of commodities from supply areas to markets or redistribution points. SIC codes are used to identify the manufacturing establishments by type of activity in which they are engaged. Transportation commodity classification (TCC) codes are used to identify shipments of commodities by type of product.

Information on the following subjects was collected for each commodity shipped:

- tons, ton-miles
- means of transport
- length of haul
- commodity
- weight of shipment
- value of shipment
- origin and destination areas
- access to shipping facilities

NONREGULATED MOTOR CARRIERS AND PUBLIC WAREHOUSING SURVEY

Questionnaires are sent to establishments identified as truck and bus carriers not subject to Interstate Commerce Commission regulations, and to public warehouses. Approximately 50,000 motor freight carriers and public warehouses and 4,000 bus carriers received questionnaire forms. The data will be published in one report for the United States and States by various characteristics of establishment size, operating statistics, and kind of business.

Information on the following subjects was collected:

- kind of business
  - —motor freight transportation
  - —public warehousing
  - —bus carriers
- operating revenues
- operating expenses
- payroll
- employment
- capital expenditures
- employer cost of fringe benefits
- warehouse and storage space
- revenue freight equipment
- revenue passenger equipment

FINAL REPORTS (PAPERBOUND)

Truck Inventory and Use Survey—52 reports

(TC77-T-1 to -52)

This series includes a U.S. summary and a separate report for each State and the District of Columbia. Data cover the characteristics and uses of the Nation's private and commercial truck resources, the number of vehicles and selected truck inventory characteristics as illustrated in figure 12.

Figure 12. **Truck Inventory and Use Survey**

Vehicle and operational characteristics	Total trucks	Standard error	Major use: Agriculture	Forestry and lumbering	Mining and quarrying	Construction	Manufacturing	Wholesale trade	Retail trade	For-hire transportation
Total (thousands)										
Standard error										
Body type										
Pickup										
Panel or van										
Multistop or walk-in										
Platform with added devices										
Low boy or depressed center										
Other platform										
Cattle rack										
Insulated nonrefrigerated van										
Insulated refrigerated van										
Furniture van										
Open top van										
Other enclosed vans										
Beverage										
Utility										
Winch or crane										
Wrecker										
Pole or logging										
Auto transport										
Boat transport										
Mobile home puller										
Garbage hauler:										
Front loader										
Rear loader										
Roll off										
Not specified										
Dump										
Tank for liquids										
Tank for drybulk										
Concrete mixer:										
Front discharger										
Rear discharger										
Not specified										
Other										
Not reported										
Annual miles										
Less than 5,000 miles										
5,000 to 9,999										
10,000 to 19,999										
20,000 to 29,999										
30,000 to 49,999										
50,000 to 74,999										
75,000 or more										
Range of operation										
Local										
Short range (less than 200 miles)										
Long range (more than 200 miles)										
Off-the-road										
Not reported										
Base of operation										
Percent of miles traveled in base-of-operation State:										
Less than 25 percent										
25 to 49 percent										
50 to 74 percent										
75 to 100 percent										
Not reported										
Vehicle size										
Light										
Medium										
Light-heavy										
Heavy-heavy										

National Travel Survey—2 reports

(TC77-N-1 and -2)

This survey results in a first-quarter report covering travel ending January through March 1977 and a final report covering travel during the entire year, 1977. Data cover number of persons taking trips, number of trips taken, person-trips, person-miles, person-nights, and accommodations used, by such travel characteristics as means of transport, purpose of trip, duration, distance, size of party, vacation or weekend, and travel region of origin and destination. Also presented are data by such socioeconomic characteristics as residence, occupation, education, and family income level. Figure 13 illustrates the table outline.

The first report presents data on travel for the Nation, while the final report includes information on travel for the eight travel regions, States, and selected foreign areas, as well as National totals.

Commodity Transportation Survey—9 reports

Data on the shipments of commodities by manufacturers are presented in two series of reports.

The geographic area reports (TC77-CA-1 to -8) give the flow of commodities from manufacturing plants located in each of the 49 production areas (each production area consists of one or a cluster of SMSA's) and selected States. Data are also shown for tons and ton-miles of commodities shipped classified by means of transport, length of haul, and areas of destination of shipments.

The report (TC77-CI) shows commodity shipments classified by the SIC activity of the manufacturing establishment.

Figure 13. National Travel Survey

Characteristics of trip or traveler	Households taking trips (thousands)	Persons taking trips (thousands)	Trips taken (thousands)	Person-trips (thousands)	Person-miles (millions)	Person-nights (thousands)
TOTAL						
MEANS OF TRANSPORT*						
AUTO/TRUCK (WITHOUT CAMPING EQUIP)						
AUTO/TRUCK (WITH CAMPING EQUIP)						
BUS						
TRAIN						
AIR						
OTHER						
PURPOSE OF TRIP*						
VISIT FRIENDS AND RELATIVES						
BUSINESS AND CONVENTIONS						
OUTDOOR RECREATION						
SIGHTSEEING AND ENTERTAINMENT						
OTHER						
FAMILY INCOME						
UNDER $5,000						
$5,000 TO $7,499						
$7,500 TO $9,999						
$10,000 TO $14,999						
$15,000 AND OVER						
NO ANSWER						
OCCUPATION OF HOUSEHOLD HEAD						
PROFESSIONAL, TECHNICAL MANAGER						
FARM--OWNERS, MANAGERS, LABORERS						
CLERICAL, SALES						
CRAFTSMEN, OPERATIVES, LABORERS						
HOUSEHOLD AND SERVICE EMPLOYEES						
RETIRED PERSONS						
OTHERS						
SIZE OF HOUSEHOLD						
1 PERSON						
2 PERSONS						
3 TO 5 PERSONS						
6 PERSONS OR MORE						
RACE OF HOUSEHOLD HEAD						
WHITE						
NONWHITE						
NO ANSWER						
WEEKEND OR OTHER TRIP* [2]						
WAS WEEKEND						
NOT WEEKEND						
DON'T KNOW						
VACATION OR OTHER TRIP*						
WAS VACATION						
NOT VACATION						
DON'T KNOW						
ROUND-TRIP DISTANCE [3]						
200 TO 399 MILES						
400 TO 599 MILES						
600 TO 799 MILES						
800 TO 999 MILES						
1,000 TO 1,999 MILES						
2,000 MILES AND OVER						
OUTSIDE UNITED STATES						
DURATION OF TRIP						
NO NIGHTS OUT OF TOWN						
1 TO 2 NIGHTS						
3 TO 5 NIGHTS						
6 TO 15 NIGHTS						
16 NIGHTS OR MORE						
NUMBER ON TRIP						
1 PERSON						
2 PERSONS						
3 TO 5 PERSONS						
6 PERSONS OR MORE						
AGE OF TRAVELER						
UNDER 18 YEARS						
18 TO 24 YEARS						
25 TO 34 YEARS						
35 TO 44 YEARS						
45 TO 54 YEARS						
55 TO 64 YEARS						
65 YEARS AND OVER						
NO ANSWER						
EDUCATION OF TRAVELER [4]						
ELEMENTARY SCHOOL OR LESS						
HIGH SCHOOL						
COLLEGE						
NO ANSWER						
SEX OF TRAVELER						
MALE						
FEMALE						
NO ANSWER						
AREA OR PERMANANT RESIDENCE*						
IN AN SMSA[6]--CENTRAL CITY						
IN AN SMSA[6]--OUTSIDE CENTRAL CITY						
NOT IN AN SMSA[6]						
RESIDENTIAL DWELLING OWNERSHIP [5]						
OWNED						
RENTED						
NO ANSWER						
TYPE OF DWELLING UNIT [5]						
SINGLE DWELLING						
APARTMENT OR OTHER MULTIPLE UNIT						
NO ANSWER						
AREA OF DESTINATION						
IN AN SMSA[6]						
NOT IN AN SMSA[6]						
OUTSIDE UNITED STATES						
TRAVEL REGION OF ORIGIN [7]						
NEW ENGLAND						
NEW YORK-NEW JERSEY						
MID-ATLANTIC						
SOUTH						
NORTH CENTRAL						
NORTHWEST						
SOUTHWEST						
PACIFIC						
TRAVEL REGION OF DESTINATION* [7]						
(Same as Travel Region of Origin)						

Nonregulated Motor Carriers and Public Warehousing Survey—1 report
(TC77-B)

The data for this survey are published in one report. Establishment statistics are presented by kind of business by State, employment size and revenue size. Figure 14 illustrates one of the tables.

FINAL REPORT VOLUMES (CLOTHBOUND)

After the above separate final paperbound reports for each survey are issued, they are assembled and reissued as clothbound volumes. These volumes may contain additional explanatory materials and graphics not previously published. The title of the volumes are as follows:

- Volume I. National Travel Survey—Data previously issued in series TC77-N.
- Volume II. Truck Inventory and Use Survey—Data previously issued in series TC77-T.
- Volume III. Commodity Transportation Survey—Data previously issued in series TC77-CA and TC77-CI.

Data from the Nonregulated Motor Carriers and Public Warehousing Survey (TC77-B) are not reissued in clothbound form. form.

MICROFICHE

Data from the 1977 Commodity Transportation Survey for the United States as a whole (TC77-CC-1(M) to -14(M)) present the flow of commodities at the 3-digit TCC level, showing tons and ton-miles of shipments, by means of transport (illustrated in figure 15), length of haul, weight and value of shipment, origin, and destination. These data are available on microfiche only. All published data also available.

COMPUTER TAPES

Most tapes from the census of transportation are different from the computer tapes for the other economic censuses in that they contain microdata rather than summary data. The term microdata refers to the unaggregated records for the individual responses. The records are modified to avoid the possibility of identifying individual households or establishments.

The tapes for the Truck Inventory and Use Survey contain microdata information for each truck in the sample, except that a few items of information have been deleted in order not to reveal the identity of individual operations. These tapes provide data by State of registration, State of operation, and 49 production areas.

The microdata files for the National Travel Survey provide a complete record for each trip reported in the survey. Confidentiality of individual respondents is ensured by the elimination of names from all records and of trip origin detail below the State or large SMSA level. These tapes generally identify the States or large SMSA's of destination, and States in which nights were spent.

The tapes for the Commodity Transportation Survey consist of two files. The first file contains shipment record summaries of commodity flow to and from 49 production areas. The other contains shipment record summaries from originating State to destination State by means of transport.

No public-use tape is planned for the Nonregulated Motor Carriers and Public Warehousing Survey.

Figure 14. **Nonregulated Motor Carriers and Public Warehousing Survey**

1977 SIC code	State and kind of business	Establishments (number)	Operating revenue ($1,000)	Payroll, entire year ($1,000)	Payroll, first quarter 1972 ($1,000)	Paid employees for week, including March 12 (number)
	UNITED STATES					
42 pt.	Truck carriers and public warehousing, total	68 263	9 093 813	3 170 670	709 396	394 769
421	Motor freight transportation	62 924	7 793 484	2 685 955	595 336	327 770
4212	Local trucking or draying	51 366	5 792 762	2 001 985	445 708	240 655
4213	Trucking, except local	6 871	1 176 763	345 266	77 302	41 717
4214	Local trucking and storage, including household goods	4 687	823 959	338 704	72 326	45 398
422	Public warehousing	5 339	1 300 329	484 715	114 060	66 999
4224	Household goods warehousing and storage	423	46 698	17 911	4 069	2 766
4225	General warehousing and storage	2 170	610 566	248 895	58 409	32 495
4222	Refrigerated warehousing, including food lockers	1 534	351 668	119 167	28 111	16 347
4221	Farm products warehousing and storage	744	154 536	51 229	12 015	9 189
4221 pt.	Cotton warehousing—with compress	140	62 538	24 552	5 933	4 915
4221 pt.	Cotton warehousing—without compress	184	15 036	4 788	1 176	1 032
4221 pt.	Grain warehousing and storage	273	60 193	17 317	3 686	2 210
4221 pt.	Other farm product warehousing and storage	147	16 769	4 572	1 220	1 032
4226	Special warehousing and storage, n.e.c.	468	136 861	47 513	11 456	6 202

Figure 15. **Commodity Transportation Survey**

Geographic division of origin[1] and distance shipped[2]	Number	Percent distribution by means of transport							
		All means of transport	Rail	Motor carrier	Private truck	Air	Water	Other	Unknown
TONS OF SHIPMENTS	(thousands of tons)								
U.S. TOTAL.....	10 236	100.0	19.4	35.0	45.5	-	-	-	.1
MIDDLE ATLANTIC.....	1 007	100.0	38.7	23.0	38.1	-	-	-	.1
UNDER 100 MILES.....	345	100.0	4.1	16.5	79.4	-	-	-	-
100 TO 199 MILES.....	255	100.0	30.3	37.6	32.1	-	-	-	-
200 TO 299 MILES.....	266	100.0	69.5	23.6	6.8	-	-	-	-
300 TO 499 MILES.....	73	100.0	82.1	8.5	9.3	-	-	-	-
500 TO 999 MILES.....	50	100.0	76.3	17.8	4.6	-	-	-	1.3
1000 TO 1499 MILES....	14	100.0	95.6	4.3	-	-	-	.1	-
1500 MILES OR OVER....	1	100.0	85.9	14.1	-	-	-	-	-
EAST NORTH CENTRAL.....	3 678	100.0	28.8	36.9	34.1	-	-	-	.2
UNDER 100 MILES.....	1 338	100.0	-	24.5	75.5	-	-	-	.1
100 TO 199 MILES.....	429	100.0	20.7	51.8	27.0	-	-	-	.5
200 TO 299 MILES.....	382	100.0	56.8	37.1	6.0	-	-	-	.2
300 TO 499 MILES.....	468	100.0	46.3	48.7	4.8	-	-	-	.2
500 TO 999 MILES.....	689	100.0	53.7	38.5	7.6	-	-	-	.1
1000 TO 1499 MILES....	185	100.0	24.0	63.0	13.0	-	-	-	-
1500 MILES OR OVER....	184	100.0	66.0	30.5	2.3	-	-	-	1.1
WEST NORTH CENTRAL.....	2 656	100.0	9.5	57.4	33.0	-	-	-	-
UNDER 100 MILES.....	997	100.0	1.1	49.2	49.7	-	-	-	-
100 TO 199 MILES.....	408	100.0	.5	62.9	36.5	-	-	-	-
200 TO 299 MILES.....	147	100.0	4.2	62.4	33.5	-	-	-	-
300 TO 499 MILES.....	338	100.0	14.9	49.0	35.7	-	-	-	.3
500 TO 999 MILES.....	367	100.0	24.5	59.7	15.8	-	-	-	-
1000 TO 1499 MILES....	251	100.0	26.7	71.5	1.7	-	-	.2	-
1500 MILES OR OVER....	145	100.0	18.2	81.8	-	-	-	-	-
SOUTH ATLANTIC.....	638	100.0	36.1	12.4	51.6	-	-	-	-
UNDER 100 MILES.....	114	100.0	-	10.6	89.4	-	-	-	-
100 TO 199 MILES.....	266	100.0	41.5	6.8	51.7	-	-	-	-
200 TO 299 MILES.....	160	100.0	42.9	8.1	49.0	-	-	-	-
300 TO 499 MILES.....	55	100.0	48.5	36.5	15.0	-	-	-	-
500 TO 999 MILES.....	42	100.0	57.1	36.6	6.3	-	-	-	-

1977 ECONOMIC CENSUSES OF OUTLYING AREAS

Almost all of the 1977 Economic Censuses have counterparts for three of the outlying areas of the U.S.: Puerto Rico, the Virgin Islands, and Guam. The Puerto Rican economic censuses, the most detailed of the three, are conducted with census questionnaires printed in English or Spanish. Each of the three outlying areas includes coverage of retail trade, wholesale trade, selected service industries, manufactures, and construction industries, but not mineral industries.

FINAL REPORTS (PAPERBOUND)

Puerto Rico—4 reports

(OAC77-1 to -4)

1977 Censuses of Retail Trade, Wholesale Trade, and Selected Service Industries (OAC77-1 and 2)

One report presents data by geographic area; the other, by a variety of subjects. The area report (OAC 77-1) presents data by varied by kind-of-business detail on number of establishments, sales or receipts, payroll, employment, and working partners and proprietors. Data are presented for Puerto Rico, SMSA's, municipios and selected barrios.

The subject report (OAC77-2) is divided into two parts. Part 1 presents the above data by sales (receipts) size, employment size, legal form of organization, firm size, and corporate ownership. Part 2 presents a variety of data for the three trade areas. Retail trade data include total and selling floor space for selected kinds of business; merchandise line sales by kind of business; and sales of retail stores in CBD's and MRC's for the four SMSA's by kind of business. Wholesale trade data on inventories, accounts receivable, operating expenses, and class of customer are presented by kind of business. Commodity

line sales, employment by principal activity, warehouse and storage space, and truck operations also are published. Data for hotels and motels by type of receipts, number of rooms and occupancy rate are published for selected service industries.

1977 Census of Construction Industries (OAC77-3)—This report presents summary, industry and geographic area statistics. The industry chapter presents 1977 data for industries on the number of construction establishments; receipts; employment; payrolls; payments to subcontractors; payments for materials, components, and supplies; payments for rental of machinery and equipment; value added; and capital expenditures during the year. More detailed receipt data are shown for new construction. Selected data are shown for selected industries by geographic location of establishments and by legal form of organization. Data also are provided for establishments by employment size. The geographic area chapter provides data for selected municipios and SMSA's. The summary chapter presents totals derived from the industry and area chapters.

1977 Census of Manufactures (OAC77-4)—This report includes data on the number of establishments; employment; payrolls; value of shipments; value added by manufacture; inventories; capital expenditures; products; and employment of production workers, by quarters. Statistics are shown by industry and geographic area.

Virgin Islands—1 report

1977 Economic Census (OAC77-5)—This report presents data by kind of business for construction industries, manufactures, retail trade, wholesale trade, and selected service industries. In addition to data for the Virgin Islands as a whole, data are presented for St. Thomas and St. John islands (combined to prevent disclosure problems), St. Croix island, and the three major cities.

Guam—1 report

1977 Economic Census (OAC77-6)—This report presents data by kind of business for construction industries, manufactures, retail trade, wholesale trade, and service industries. Tables present data for Guam as a whole and by election district.

No clothbound final report volumes or computer tapes are issued for the 1977 Censuses of the Outlying Areas.

MICROFICHE

Each of the above reports is also available on microfiche.

1977 ENTERPRISE STATISTICS

The enterprise statistics program has been a statistical by-product of the Census Bureau's regular economic censuses program since 1954. This program involves the regrouping of census data records of establishments under common ownership or control in order to show various economic characteristics of the owning or controlling firms.

Each company covered in the 1977 Economic Censuses is classified in one of approximately 200 designed enterprise or company industry categories. Each of these categories, specifically designed for use in the enterprise statistics publication series, is a grouping of 4-digit SIC industries. These groupings adapt the 4-digit SIC classification system to an industrial classification system that is conceptionally meaningful for consolidated company aggregates of establishment data collected in the economic censuses.

Enterprise statistics are the last data to be published in the economic censuses program, since the corrected final data become available only after all the economic censuses are complete. Statistics for enterprise-establishment relationships are tabulated by type of company organization, by company size, and by industry classification. Other cross tabulations indicate patterns of company industrial diversification. One special group of establishments, central administrative offices and auxiliaries, are examined in detail in a separate publication.

FINAL REPORTS (PAPERBOUND)

General Report on Industrial Organization
(ES77-1)

This report provides a comprehensive examination of the industrial organization of the U.S. private economy as of the end of 1977. Census data collected for establishments engaged in mineral industries, construction industries, manufacturing, retail trade, wholesale trade, and service industries are aggregated to the company level. These data can be analyzed to determine significant patterns of structural changes in American industrial organization in terms of the primary industrial activity of companies, their employment and sales size, industry concentration, and other economic characteristics of all census-reporting firms included within the scope of the economic censuses, and of the establishments they own or control.

Figure 16 illustrates a table from the enterprise statistics program. A company-establishment cross tabulation provides, within the analytical framework of a specifically designed enterprise classification system, detailed census data for studying historical shifts in the relative economic importance of large and small businesses, the changing patterns of vertical integration and diversification among large industrial firms, and similar economic phenomena. Data are presented only at the National level.

Central Administrative Offices and Auxiliaries

(ES77-2)

This report presents data on separately reported central administrative offices and auxiliary units of multi-establishment firms covered in the 1977 Economic Censuses. Data for these special establishments are distributed by the industry classification of the operating establishments they service, by the type of management or supporting service function they provide, and by their employment size. Data are presented on a selective basis for certain geographic areas.

The report also provides information on the company industry classification, company size, and other economic characteristics of the firms that operate these central offices and auxiliaries. Within this framework, detailed statistics are provided to show their sales and receipts, billings to their own retail stores, end-of-year inventories, rental payments, capital expenditures, gross fixed assets, and cost of research and development.

Small Business Report

(ES77-3)

This report provides information on various economic characteristics of small business firms engaged in mineral industries, construction industries, manufacturing, retail trade, wholesale trade, and service industries duing 1977. Census data for all firms are included in this report so that the performance of the small-sized businesses can be measured not only against their own performance, but also against the comparative economic activity of the larger companies. Criteria for defining small business are not presented in this report. Instead, employment, payroll, sales, company structure, legal form of organization and other detailed statistics are presented for all firms by their employment and sales size.

No clothbound final report volumes or computer tapes are issued for the enterprise statistics program.

MICROFICHE

Each of the above reports is also available on microfiche.

Figure 16. Enterprise Statistics

1977 code	1972 enterprise industry category of company and classification status of owned establishments	Companies (number)	Establishments (number)	Employees (number)	Annual payroll (mil. dol.)	Sales and receipts (mil. dol.)	Value added (mil. dol.)	New capital expenditures (mil. dol.)	Inventories end-of-year (mil. dol.)
	All Industries								
	All companies, total	5 026 743	5 605 383	45 810 804	358 762.2	1 992 451.9	(NA)	(NA)	(NA)
	Establishments classified in–								
	Same industry category	5 026 743	5 340 577	35 312 820	260 395.9	1 629 890.9	(NA)	(NA)	(NA)
	Other industry categories	31 652	191 616	7 961 793	67 689.8	378 327.0	(NA)	(NA)	(NA)
	CAO and sales branch categories	11 470	73 190	2 536 191	30 676.5	296 751.2	(NA)	(NA)	(NA)
	Single industry companies	4 995 091	5 171 096	23 709 002	161 987.2	1 043 665.7	(NA)	(NA)	(NA)
	Establishments classified in–								
	Same industry category	4 995 091	5 162 983	23 571 684	160 576.5	1 037 371.0	(NA)	(NA)	(NA)
	CAO and sales branch categories	5 470	8 113	137 318	1 409.6	9 922.7	(NA)	(NA)	(NA)
	Multi-industry companies	31 652	434 287	22 101 802	196 776.6	948 785.8	(NA)	(NA)	(NA)
	Establishments classified in–								
	Same industry category	31 652	177 594	11 741 136	99 818.5	592 519.6	(NA)	(NA)	(NA)
	Other industry categories	31 652	191 616	7 961 793	67 689.8	378 327.0	(NA)	(NA)	(NA)
	CAO and sales branch categories	6 000	65 077	2 398 873	29 266.4	286 829.5	(NA)	(NA)	(NA)
	Mineral Industries								
	All companies, total	18 199	25 803	448 996	4 400.6	23 458.3	11 957.5	2 840.1	(NA)
	Establishments classified in–								
	Same industry category	18 199	20 578	328 747	3 202.1	12 786.4	9 442.9	1 731.4	(NA)
	Other industry categories	405	3 502	82 250	754.9	8 393.2	2 514.3	407.2	(NA)
	CAO and sales branch categories	288	1 723	37 999	443.6	5 900.9	(NA)	49.6	(NA)
	Single industry companies	17 794	19 034	194 837	1 762.5	7 944.8	5 306.9	956.4	(NA)
	Establishments classified in–								
	Same industry category	17 794	18 886	192 580	1 731.5	7 092.6	5 306.9	941.2	(NA)
	CAO and sales branch categories	133	148	2 257	31.0	117.6	(NA)	2.4	(NA)
	Multi-industry companies	405	6 769	254 159	2 638.1	15 513.5	6 650.5	1 883.5	(NA)
	Establishments classified in–								
	Same industry category	405	1 692	136 167	1 470.5	5 693.8	4 136.1	790.1	(NA)
	Other industry categories	405	3 502	82 250	754.9	8 393.2	2 514.3	407.2	(NA)
	CAO and sales branch categories	155	1 575	35 742	412.7	5 783.5	(NA)	47.3	(NA)
10A	Metal mining:								
	All companies, total	614	1 369	56 162	584.2	3 367.9	1 716.5	426.4	(NA)
	Establishments classified in–								
	Same industry category	614	717	33 806	356.5	1 405.5	999.5	148.9	(NA)
	Other industry categories	29	353	I	(D)	(D)	(D)	(D)	(NA)
	CAO and sales branch categories	24	299	H	(D)	(D)	(NA)	(D)	(NA)

Standard notes: – Represents zero. (NA) Not available. (D) Withheld to avoid disclosing figures for individual companies. (Z) Less than 0.1 million dollars. D Without parentheses represents an employment-size class, as follows:

A. Lesss than 20 employees.
B. 20 to 99 employees
C. 100 to 249 employees
D. 250 to 499 employees
E. 500 to 999 employees
F. 1,000 to 2,499 employees
G. 2,500 to 4,999 employees
H. 5,000 to 9,999 employees
I. 10,000 to 24,999 employees
J. 25,000 to 49,999 employees
K. 50,000 to 99,999 employees
L. 100,000 or more employees

1977 SURVEY OF MINORITY-OWNED BUSINESS ENTERPRISES

The Survey of Minority-Owned Business Enterprises is conducted every 5 years as part of the economic census program to determine the extent of business ownership by specific minority groups. The survey was initiated in 1969 and became part of the economic censuses in 1972. It provides data on businesses owned by Blacks, persons of Spanish origin, Asian Americans, American Indians and other minorities. Information from the survey was obtained from Federal administrative records, a direct mail canvass, various published and unpublished source listings, and personal contacts with community and government representatives knowledgeable in the area. A firm is considered to be minority-owned if the sole owner or one-half or more partners are minorities, and a corporation is classified as minority-owned if at least 50 percent of the stock is owned by minorites.

Data are presented by industry (2-, 3-, and 4-digit SIC codes), geographic areas (divisions, states, SMSA's, counties, and cities), size of firm (employment, payroll, and receipts), and legal form of organization (sole proprietorships, partnerships, and corporations). Tables within the reports show the number of firms owned by minority groups, gross receipts, average employees per firm with paid employees, and average receipts. Figure 17 illustrates a table from one of the MinorityOwned Business Enterprise reports.

All industries listed in the *Standard Industrial Classification Manual: 1972* are included in this survey with the following exceptions: agricultural production; railroad transportation; U.S. Postal Service; trusts; miscellaneous investing; membership organizations; private households and public administration.

FINAL REPORTS (PAPERBOUND)

MB77-1—Minority-Owned Businesses—Black.

MB77-2—Minority-Owned Businesses—Spanish Origin.

MB77-3—Minority-Owned Businesses—Asian Americans, American Indians, and Others.

MB77-4—Minority-Owned Businesses—Total

No clothbound final report volumes, or computer tapes are issued for the Survey of Minority-Owned Business Enterprises.

MICROFICHE

Each of the above reports is also available on microfiche.

Figure 17. Survey of Minority-Owned Business Enterprises

Line number	Geographic division, State, and industry	1977									
		All firms		With paid employees					Without paid employees		
		Firms (number)	Gross receipts ($1,000)	Firms (number)	Employees (number)	Gross receipts ($1,000)	Average employees per firms (number)	Average receipts per firm ($1,000)	Firms (number)	Gross receipts ($1,000)	Average receipts per firm ($1,000)
1	United States	381 935	16 556 392	75 415	456 009	12 068 610	6	160	306 520	4 487 782	15
2	New England	7 610	301 630	1 306	7 704	179 312	6	137	6 304	121 718	19
33	Massachusetts	2 990	146 294	530	4 489	114 307	8	2 460	31 987	31 987	13
34	Construction	334	18 622	75	515	13 450	7	179	259	5 172	20
35	Manufacturing	91	39 330	40	1 755	38 800	44	970	51	530	10
36	Transportation and public utilities	133	4 404	16	101	2 243	6	140	117	2 161	18
37	Wholesale trade	58	11 805	15	115	10 980	8	726	43	915	21
38	Retail trade	734	41 627	195	969	29 758	5	153	539	11 869	22
39	Finance, insurance, and real estate	174	6 550	15	133	4 995	9	333	159	1 555	10
40	Selected services	1 272	21 159	168	856	12 960	5	77	1 104	8 199	7
41	Other industries	49	(D)	5	(D)	(D)	(D)	(D)	44	399	9
42	Industries not classified	145	(D)	1	(D)	(D)	(D)	(D)	144	1 187	8
43	Rhode Island	436	13 207	89	355	7 964	4	89	347	5 243	15
44	Construction	65	1 592	14	56	1 076	4	77	51	516	10
45	Manufacturing	11	478	5	30	396	6	79	6	82	14
46	Transportation and public utilities	35	1 238	3	(D)	(D)	(D)	(D)	32	(D)	(D)
47	Wholesale trade	2	(D)	1	(D)	(D)	(D)	(D)	1	(D)	(D)
48	Retail trade	149	7 382	50	176	4 292	4	86	99	3 090	31
49	Finance, insurance, and real estate	11	80	–	–	–	–	–	11	80	7
50	Selected services	143	1 496	14	(D)	(D)	(D)	(D)	129	(D)	(D)
51	Other industries	6	(D)	2	(D)	(D)	(D)	(D)	4	(D)	(D)
52	Industries not classified	14	(D)	–	–	–	–	–	14	(D)	(D)

WOMEN-OWNED BUSINESSES 1977

The survey of women-owned businesses is condicted every 5 years to obtain basic economic data on businesses owned by women. These data were compiled from administrative record information obtained for the 1977 Economic Censuses. Data are presented for businesses owned by women. A firm is considered to be women-owned if the sole owner or one-half or more partners are women, and a corporation is classified as women-owned if at least 50 percent of the stock is owned by women.

Data are presented by industry (2-, 3-, and 4-digit SIC codes), geographic areas (divisions, States, SMSA's, counties, and cities), size of firm (employment and receipts), and legal form of organization (sole proprietorships, partnerships, and small corporations). Tables within the reports show the number of firms, gross receipts, annual payroll, and employees for firms with paid employees and average receipts, and average employees per firm.

All industries listed in the *Standard Industrial Classification Manual: 1972* were included in this survey with the same exceptions as those listed under the Survey of Minority-Owned Business Enterprises. The data items and table formats are also the same as those found in the Minority-Owned Business report series.

FINAL REPORT (PAPERBOUND)

WB-77—Women-Owned Businesses: 1977

No clothbound final report volumes or computer tapes will be issued for the Survey of Women-Owned Businesses.

MICROFICHE

This report is also available on microfiche.

6 Other Related Economic Statistics

COUNTY BUSINESS PATTERNS

County Business Patterns is a standard reference source for annual State and county economic data. This series is the only source of annual time-series data on detailed economic activity at the county level. Data are available for the full range of 2-, 3- and 4-digit SIC codes, except for farm workers, railroad transportation, private household (domestic) service, and public administration (government). *County Business Patterns* reports since 1974 use 1972 SIC codes and are on an establishment basis of reporting consistent with that used in the economic censuses.

The reports provide county-by-county statistics by detailed SIC code on mid-March employment, first quarter payroll, annual payroll, and number and employment-size of establishments for private nonfarm organizations reported under the Federal Insurance Contribution Act. Measures of the amount of production or business transacted (such as sales or value added) are not published in the reports.

Appendix tables provide Federal employment and total quarterly payroll data for each State and for individual counties in most States. These Federal data are not included in the basic *County Business Patterns* tabulations.

The reports are useful in updating county data from the various economic censuses conducted by the Census Bureau and also providing coverage for activities not included in the censuses, such as construction activity by county; transportation (except railroads); finance, insurance, and real estate; and religious organizations.

The same county data published in *County Business Patterns* reports (except for appendixes) are also available on public-use computer tapes. In most cases data are provided on tape for more industries than in the printed reports.

ANNUAL SURVEY OF MANUFACTURES

The Annual Survey of Manufactures is conducted for the years not covered by the 5-year census of manufactures. It provides up-to-date basic statistics on key measures of manufacturing activity for industry groups, important individual industries, and for geographic divisions, States, large SMSA's, and large industrial counties. The survey covers all large manufacturing plants and a representative sample of smaller ones. The results of the annual surveys are published in series of industry, area, and subject reports.

CURRENT INDUSTRIAL REPORTS

In addition to the Annual Survey of Manufactures, statistical coverage of the production or shipments of important commodities is provided in separate commodity survey reports which are issued on an annual, biennial, quarterly, or monthly basis.

These reports present data on the production, inventories, and orders for 5,000 products, which represent one-third of all U.S. manufactures. More than 100 report series cover the entire range of industrial activity. Data are shown for industries in the following categories based on the major SIC 2-digit groupings: apparel and leather; chemicals, rubber, and plastics; intermediate metal products; lumber, furniture, and paper products; machinery and equipment; primary metals; processed foods; stone, clay, and glass products; and textile mill products.

CURRENT CONSTRUCTION REPORTS

Current Construction Reports provide monthly, quarterly, and annual data on housing units authorized, started, completed, sold, or demolished; total value of new construction put in place (residential and nonresidential construction); data on expenditures for additions, alterations, and repairs on private residential units in the United States; and a price index of new one-family homes sold.

The data in *Current Construction Reports* relate to total construction activity regardless of who performs the construction. The current survey data differ from the data collected every 5 years in the census of construction industries in that the census is limited to establishments classified in construction industries.

CURRENT BUSINESS REPORTS

The Census Bureau publishes several series of current business reports covering retail and wholesale trades and selected service industries. These reports present estimates of sales, inventories, and other economic measures for selected kind-of-business categories and geographic areas. In most reports, monthly estimates for the United States, as a whole, are shown with adjustments for seasonal variation and trading-day and holiday differences. In addition to estimates for the current period, the reports present data for past periods for comparison purposes.

1974 CENSUS OF AGRICULTURE

The first census of agriculture was taken in 1840; a census of agriculture has been conducted every 10 years through 1920 and every 5 years since then. The most recent census of agriculture covered the year 1974. The results of the 1974 Census of Agriculture provide farm data for counties, States,

the United States, Puerto Rico, Guam, and the Virgin Islands. The reports include statistics on the number of farms, farm characteristics, livestock, poultry, livestock and poultry products, crops, crop values, irrigation, drainage, type-of-farm operations, and farm finances.

The data have been published in four volumes: volume I contains State and county data; volume II summarizes subject data for the United States, regions, divisions, and States; volume III covers agricultural service establishments at the U.S., State, and county level; and volume IV consists of special reports such as a graphic summary and coverage evaluation.

1977 CENSUS OF GOVERNMENTS

The census of governments is conducted for the same year as the economic censuses. Data for the 1977 Census of Governments, collected during 1976 and 1977, cover four major subject fields—governmental organization, taxable property values, public employment, and governmental finances.

In addition to the census, findings from current government surveys provide statistics on governmental finances and on public employment for Federal, State, and city governments, on tax revenue, and on asset holdings of selected public-employment retirement systems. Extensive summaries and records for individual governments are available on public-use computer tapes. The tabular and graphic presentations found in the reports resulting from the census and surveys of the governments statistics program are summarized in the *Preliminary Guide to the 1977 Census of Governments* and the *Guide to Recurrent and Special Government Statistics.*

FOREIGN TRADE STATISTICS

Data on U.S. foreign trade have been compiled for many years, the earliest statistics dating back as far as 1790. The trade data, including the merchandise trade balance which is an important component of the U.S. balance of payments, are of particular interest to government, industry, transportation, and other users of the statistics.

Current information is released in various reports which show the net quantity and dollar value of U.S. imports and exports by commodity, area and country of origin and destination, and U.S. Customs regions and districts of entry and exit. Data are also available on U.S. foreign trade by method of transportation, and also showing type of vessel service, and whether U.S. or foreign flag carrier.

The trade data are released in published reports available by subscription, machine tabulations or microfilm available for public reference use at Department of Commerce field offices and U.S. Customs Service offices in principal cities, and special tabulations prepared at the expense of individual users.

The data are in several kinds of formats; published reports available by subscription, reference tabulations available at Department of Commerce district offices and Bureau of Customs offices for public reference use, and special tabulations prepared at the expense of individual users.

POPULATION STATISTICS

Characteristics of employed persons by industry kind of business are included in the decennial census of population. The number of employed persons by industry is reported for all census areas. Greater industrial detail is shown for large areas such as States than for smaller ones such as census tracts. For States and large SMSA's data are also published on the age, earnings, occupation, race, sex, and weeks worked of the labor force in the various industries. In the 1970 census these data were also available on tape for additional areas, including small SMSA's, large cities, and metropolitan counties. 1970 census industrial classifications were based on the 1967 SIC system. Statistics are available primarily in terms of the area of residence of the worker rather than the place of work. Similar data are also derivable from tapes generated annually from the Current Population Survey, although their use is limited to the Nation, large States and SMSA's due to the sample size.

7 Information on Obtaining the Data

SOURCES COVERING AVAILABILITY OF DATA

A variety of sources exist to inform users of the availability of 1977 Economic Censuses data products. The following sources publicize data products from the 1977 Economic Censuses.

Data User News

This is a monthly newsletter on activities, products, and services from the Census Bureau. Economic censuses reports and tapes are announced in *Data User News* as they become available. Occasional descriptive articles highlight important features of particular census publications, describe relevant aspects of census methodology, or cite applications of the data. *Data User News* is available by subscription from the U.S. Government Printing Office for $20. a year. Order from:

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

Bureau of the Census Catalog

For more than 30 years, the catalog has been issued quarterly, cumulative to an annual issue, with monthly supplements presenting selected publications. Beginning with 1980, a single annual catalog will be published in the following year. The 1980 catalog covers all publications and other products of the Bureau issued during 1980; subsequent annual catalogs will include entries for products from previous years, beginning with 1980, which are still available for purchase. The 1980 catalog (S/N 003-024-03623-1) is available for $6. from the U.S. Government Printing Office at the address above.

A comprehensive monthly listing of Census Bureau products, titled *Monthly Product Announcement,* is available without charge from Customer Services Branch, Data User Services Division, Bureau of the Census, Washington, D.C. 20233. Entries include listings of publications, data files on computer tape, microfiche and maps, prices and ordering information and forms.

The 1981 Catalog, expected to be published in the fall of 1982, will carry a special section listing all the products issued from the 1977 Economic Censuses, 1977 Census of Governments, and the 1978 Census of Agriculture. This special section will also be available separately, free-of-charge, from Customer Services Branch, Data User Services Division, Bureau of the Census, Washington, D.C. 20233.

HOW TO OBTAIN SPECIFIC PRODUCTS

Printed Reports

Printed reports from the 1977 Economic Censuses, issued on a flow basis as the individual censuses progress, are available for use as reference material at libraries or may be purchased from the U.S. Government Printing Office. The most convenient way to order publications from GPO is with publication order forms which list printed reports within a series by the individual series number, title, information on contents, GPO stock number, price per copy, and price for the series. Publication order forms are distributed soon after reports are issued and may be obtained from the Data User Services Division.

Reports available for reference are useful for those who have only limited interest in the publications or are waiting to receive copies from GPO. Most Census Bureau regional offices, Department of Commerce district offices, and depository libraries have copies of Census Bureau publications for reference. Over 1300 libraries, located in every State, District of Columbia, Puerto Rico, Virgin Islands, and Guam have been designated as Federal or Census Depository Libraries. Many of these libraries have reports from the 1977 Economic Censuses in their collections.

Microfiche

Most final reports in the 1977 Economic Censuses are also available on microfiche. Also, a number of data series not included in printed reports are available on microfiche. Microfiche can be ordered from:

Customer Services Branch (Microfiche)
Data User Services Division
Bureau of the Census
Washington, D.C. 20233

Public-Use Computer Tapes

Public-use computer tapes contain most of the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data. The tapes, with corresponding technical documentation, may be purchased for $140. per reel from:

Customer Services Branch (Tapes)
Data User Services Division
Bureau of the Census
Washington, D.C. 20233

Special Tabulations

The preparation of special tabulations involves the retabulation of data collected during the economic censuses. These tabulations provide an extension of economic data to users with specific requirements not met by published data. Special tabulations can be furnished on computer tape or as computer printouts. For information on special tabulations, write to the Director, Bureau of the Census, Washington, D.C. 20233.

FOR ADDITIONAL INFORMATION

Information services specialists in Washington, D.C. and 12 regional locations can answer inquiries about census publications and other Census Bureau products, assist users in the access and use of census data needed for specific applications, and make presentations to groups interested in Census Bureau programs and products.

Atlanta, Ga.	(404) 881-2274
Boston, Mass.	(617) 223-0226
Charlotte, N.C.	(704) 371-6144
Chicago, Ill.	(312) 353-0631
Dallas, Tex.	(214) 767-0624
Denver, Colo.	(303) 234-5825
Detroit, Mich.	(313) 226-4675
Kansas City, Kans.	(816) 374-4601
Los Angeles, Calif.	(213) 824-7291
New York, N.Y.	(212) 264-4730
Philadelphia, Pa.	(215) 597-8313
Seattle, Wash.	(206) 442-7801
Washington, D.C.	(301) 763-4100

Economic subject matter specialists, located in Washington, D.C. can also be contacted to assist users with specific problems or requests.

Retail Trade	(301) 763-7038
Wholesale Trade	(301) 763-5281
Service Industries	(301) 763-7039
Manufactures	(301) 763-1503
Mineral Industries	(301) 763-5938
Construction Industries	(301) 763-5435
Transportation	(301) 763-5430
Enterprise Statistics	(301) 763-7086
Outlying Areas	(301) 763-7778
Minority-Owned Businesses	(301) 763-5182
Women-Owned Businesses	(301) 763-5182

Users may also obtain a list of telephone numbers for specific specialists in over 175 different technical subjects of interest to users. "Telephone Contacts for Data Users" is available on request from the Data User Services Division and is sent periodically to *Data User News* Subscribers.

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