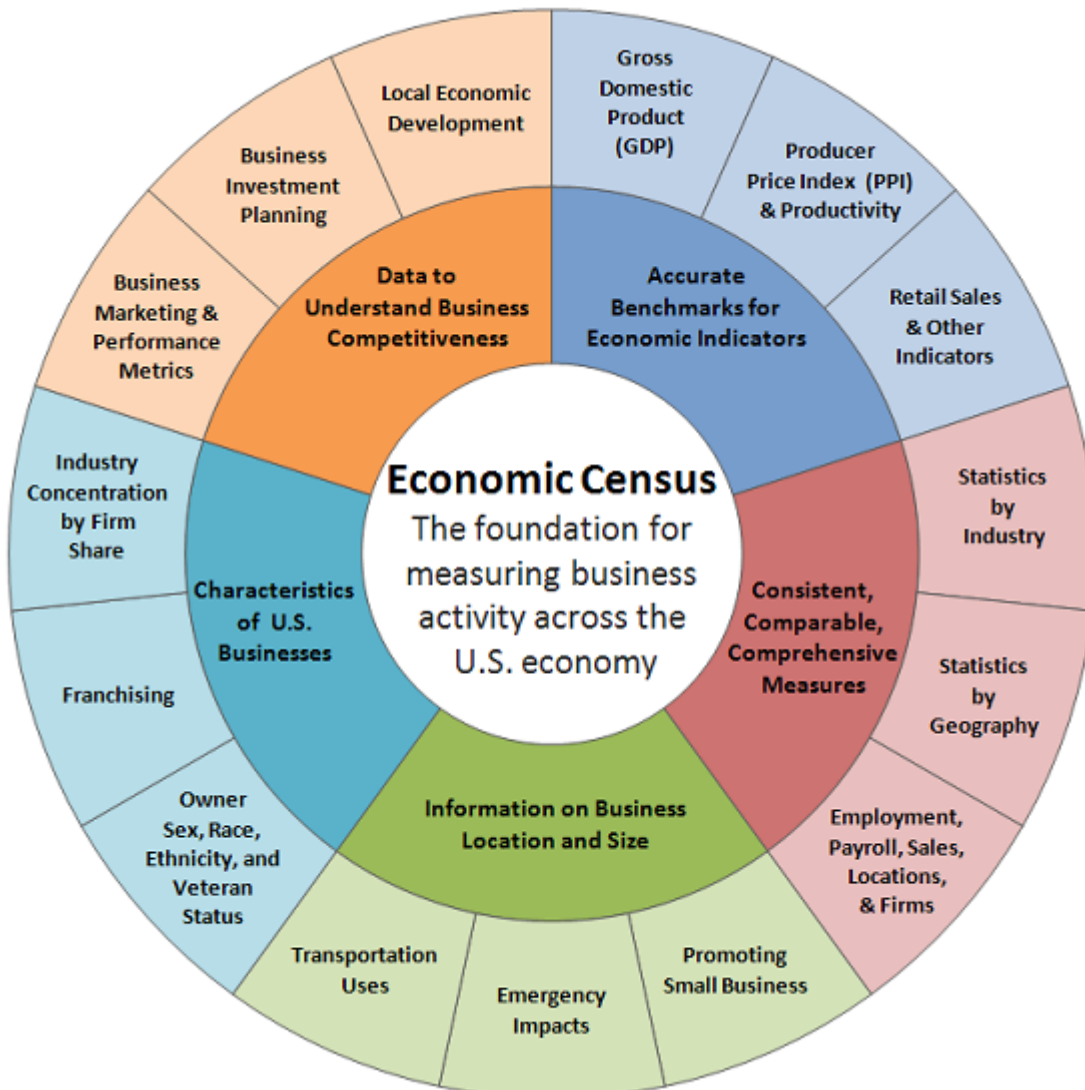


Economic Census

Uses of Economic Census Data

The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in American FactFinder.



[Compare my business to others](#)

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

Compare my community to others

Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

Identify business markets

Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

Use data in business plans and loan applications

Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering

Purposes & Uses of the Economic Census of Island Areas

The Economic Census of Island Areas is the major source of facts about the structure and functioning of the economy of American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, the U.S. Virgin Islands, and Puerto Rico. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code

(Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years (covering years ending in "2" and "7") and this same law protects the privacy of businesses that respond to the economic census.

The Economic Census of Island Areas furnishes an important part of the framework for such composite measures, such as gross domestic product/gross island product estimates, input/output measures, and other statistical series that measure short-term changes in economic conditions.

Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to provide assistance to businesses.
- Local governments use the data to assess business activities and tax bases within their jurisdictions, as well as to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

Last Revised: August 31, 2016