

A Smarter Ohio

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. It is conducted by the U.S. Census Bureau, and response is required by law (Title 13, U.S. Code). The Economic Census develops a comprehensive portrait of American business, from the national to the local level. Timely and accurate data are vital to effective public policy and important to your organization and businesses in your area.

In November and December, 2012 forms will go out to more than 4 million businesses, including large, medium and small companies representing all U.S. locations and industries. Respondents are asked to provide a range of operational and performance data for their companies.

The data are consistent. You can use Economic Census data to compare one industry or geographic area with another. Most census reports use the same methods, classifications, and definitions.

The data are comparable. You can track and compare Economic Census data for industries and geographic areas over time. Geographic notes and bridging data are provided when definitions or boundaries change.

Economic Census

The data are comprehensive. You can use the Economic Census to learn about most parts of the nonfarm private economy with: Statistics for 18 of 20 industry sectors defined under the North American Industry Classification System (NAICS). The U.S. Census Bureau also conducts the Census of Governments. The number of locations, employment, payroll, total revenue, and product sales for every industry—plus over 150 detailed statistics for various industries.

Only the Economic Census provides information on industry revenues and other measures of American business performance that are consistent, comparable, and comprehensive across industries and geographic areas.

For business owners, response to the Economic Census is important for their industry, community and business. Trade associations and chambers of commerce rely on information from the Census for economic development and business decisions. Government agencies, analysts and business organizations nationwide also rely on Census information for planning and key economic reports.

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. Communities can be compared to other communities. Local economic

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development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth.

New markets can be determined. 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.

Data can be used in business plans and loan applications. Entrepreneurs can use the statistics for the industry that they are considering starting a business in or for related industries at the local level in their business plans.

More information is available online at business.census.gov

Key Dates

- **Oct - Dec 2012**—Forms mailed out
- **February 12, 2013**—2012 forms due
- **December 2013**—First statistics available

Transportation

In 2010, Americans traveled a total of 3 trillion miles—the equivalent of 6.5 million round-trips to the moon. Transportation accounts for 72% of U.S. oil use, mostly for gas. Luckily, there are plenty of ways to improve your gas mileage or avoid using gas altogether.



Driving Tips*

● Avoid idling. Think about it—idling gets you 0 miles per gallon. The best way to warm up a vehicle is to drive it. No more than 30 seconds of idling on winter days is needed.

Anything more simply wastes fuel and increases emissions.

● Avoid aggressive driving, such as speeding, rapid acceleration, and hard braking, which can lower your highway gas mileage by up to 33% and your city mileage by 5%.

● Avoid high speeds. Above 60 mph, gas mileage drops rapidly. For every 5 mph above 60 mph, it's like paying an additional \$.30 per gallon of gasoline.

● Avoid keeping heavy items in your car; an extra 100 pounds in your vehicle could increase your gas costs by up to \$.08 cents per gallon.

● Reduce drag by placing items inside the car or trunk rather than on roof racks, which can decrease your fuel economy by 5% or more.

● Combine errands. Several short trips, each one taken from a cold start, can use twice as much fuel as one trip covering the same distance when the engine is warm. Check into telecommuting, carpooling, and public transit to save driving and car maintenance costs. Many urban areas provide carpool lanes that are usually less congested, which means you will get to work and home faster and more refreshed!

*All cost estimates assume an average price of \$3.96 per gallon. Source: fueleconomy.gov



Where is yours?

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