INTRODUCTION

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

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

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

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

¹The 1982 program included some data on agriculture, but had none on transportation.
The program also yields separate data about auxiliary establishments—those where employees are engaged primarily in support services for the same company’s operating establishments (e.g., its mines, factories, or retail stores) rather than for the general public or for other businesses. Most auxiliary establishments perform administrative functions, like management, accounting, or purchasing, but others might have such activities as central warehousing for the company’s merchandise; research, development, and testing laboratories of manufacturing firms; and electronic data processing. (The census definition for an auxiliary does not include sales branches and sales offices of manufacturing and mining companies; these are classified under wholesale trade.)

HOW COMPANY DATA ARE COLLECTED AND CLASSIFIED

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

HOW CENSUS BUREAU DATA ARE PUBLISHED

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

* Data User Services Division (DUSD), Customer Services, Bureau of the Census, Washington, DC 20233; telephone 301-763-4100, FAX 301-763-4794

WHAT DATA ARE AVAILABLE?

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

- Large Companies, ES87-1
- Small Companies, ES87-2, and Data for companies with 500 or more employees covered by the 1987 Economic Censuses. Figures include number of companies, number of employees, payroll, and selected operating expenses.

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### Table 3. Company Statistics by Employment Size

<table>
<thead>
<tr>
<th>Industry category and employment size class of company</th>
<th>Companies (number)</th>
<th>Owned establishments (number)</th>
<th>Employees (number)</th>
<th>Annual payroll (million dollars)</th>
<th>Sales and receipts (million dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL INDUSTRIES</td>
<td>3,674,966</td>
<td>4,731,694</td>
<td>59,140,335</td>
<td>1,309,647.6</td>
<td>7,254,106.5</td>
</tr>
<tr>
<td>With employment at</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>330,915</td>
<td>322,111</td>
<td>4,121,168</td>
<td>63,751.4</td>
<td>413,465.9</td>
</tr>
<tr>
<td>1 to 4</td>
<td>1,100,185</td>
<td>1,007,321</td>
<td>5,134,998</td>
<td>62,152.3</td>
<td>462,994.4</td>
</tr>
<tr>
<td>5 to 9</td>
<td>763,793</td>
<td>760,955</td>
<td>6,046,985</td>
<td>70,137.1</td>
<td>455,748.7</td>
</tr>
<tr>
<td>10 to 19</td>
<td>425,865</td>
<td>425,651</td>
<td>7,945,768</td>
<td>78,671.4</td>
<td>570,653.2</td>
</tr>
<tr>
<td>20 to 49</td>
<td>258,970</td>
<td>258,605</td>
<td>8,583,153</td>
<td>90,054.9</td>
<td>588,201.4</td>
</tr>
<tr>
<td>50 to 99</td>
<td>871,914</td>
<td>865,297</td>
<td>10,563,172</td>
<td>108,138.9</td>
<td>628,659.1</td>
</tr>
<tr>
<td>100 to 249</td>
<td>40,204</td>
<td>40,023</td>
<td>11,713,448</td>
<td>126,525.3</td>
<td>570,763.1</td>
</tr>
<tr>
<td>250 to 497</td>
<td>10,572</td>
<td>10,518</td>
<td>13,141,070</td>
<td>146,713.5</td>
<td>570,763.1</td>
</tr>
<tr>
<td>500 to 999</td>
<td>4,592</td>
<td>4,563</td>
<td>15,482,329</td>
<td>167,315.5</td>
<td>570,763.1</td>
</tr>
<tr>
<td>1,000 to 2,499</td>
<td>2,483</td>
<td>2,472</td>
<td>17,712,412</td>
<td>186,099.1</td>
<td>570,763.1</td>
</tr>
<tr>
<td>2,500 to 4,999</td>
<td>797</td>
<td>789</td>
<td>20,151,066</td>
<td>205,884.5</td>
<td>570,763.1</td>
</tr>
<tr>
<td>5,000 to 9,999</td>
<td>444</td>
<td>438</td>
<td>22,581,566</td>
<td>225,669.9</td>
<td>570,763.1</td>
</tr>
<tr>
<td>10,000 or more</td>
<td>484</td>
<td>478</td>
<td>25,011,566</td>
<td>245,455.3</td>
<td>570,763.1</td>
</tr>
</tbody>
</table>

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

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

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

### OTHER AIDS AND SOURCES OF DATA

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

- County Business Patterns, series CBP, +. Annual intercensal data on employment, number and employment size of establishments, and payroll, by two-, three-, and four-digit SIC levels for States and counties. Separate reports for the United States, each State, the District of Columbia, and Puerto Rico.
- County Statistics File 4 (COSTAT 4) + provides a wide variety of data items from the Bureau of the Census and other Federal agencies, including the Bureau of Economic Analysis, the Bureau of Labor Statistics, and the Social Security Administration, as well as several private organizations.
- Trade and Employment, series TM, +. Shows quarterly national changes in the value of U.S. imports and exports by SIC-based commodity groups, and in nonagricultural domestic employment.
- U.S. Commodity Exports and Imports as Related to Output, series ES2, +. Periodically presents, at the national level, the quantity and value of exports, imports, and value-of-import duty of detailed SIC-based commodity groups. U.S. domestic output is compared with foreign trade.

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

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

### DATA USER SERVICES

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

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*See also Census Catalog & Guide.
sample copy +), and a Daily List (subscription +). Free aids include the Factfinder for the Nation series of 22 brochures (such as this one) +; the Monthly Product Announcement +; Data Developments +, available for most computer tape, microfiche, diskette, and CD-ROM products; a small brochure, Introduction to the 1987 Economic Censuses +; and the larger Guide to the 1987 Economic Censuses and Related Statistics +. A history is being prepared for the 1987 Economic Censuses. The Bureau also offers workshops on the availability and use of statistics, as well as exhibits and resources for the conventions of interested national organizations.

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

FACTFINDER FOR THE NATION

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

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

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

CHART FROM SERIES ES87-1, LARGE COMPANIES

Historical Statistics: Sales and Receipts
Companies with 500 or More Employees

<table>
<thead>
<tr>
<th>Year</th>
<th>Minerals</th>
<th>Construction</th>
<th>Manufacturing</th>
<th>Wholesale Trade</th>
<th>Retail Trade</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>38,560</td>
<td>149,943</td>
<td>14,875</td>
<td>26,593</td>
<td>22,900</td>
<td>623,080</td>
</tr>
<tr>
<td>1977</td>
<td>108,788</td>
<td>268,164</td>
<td>40,097</td>
<td>103,700</td>
<td>178,635</td>
<td>1,723,838</td>
</tr>
<tr>
<td>1982</td>
<td>63,961</td>
<td>76,980</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1987</td>
<td>37,948</td>
<td>76,010</td>
<td>243,267</td>
<td></td>
<td></td>
<td>1,957,950</td>
</tr>
</tbody>
</table>

0 500,000 1,000,000 1,500,000 2,000,000 2,500,000

Millions of Dollars

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