

Using Census Bureau Data to Spur Economic Development

California State Data Center
Association of Bay Area Governments
March 14, 2016

Presented by:
Andrew W. Hait
U.S. Census Bureau

Outline

Using Economic Data in AFF to **Promote Economic Development**

- *What sectors and industries are doing well (what are we **good at**), and how can we continue to promote these and related businesses?*
- *What sectors and industries are doing well (what are we **not so good at**) and how can we improve?*
- *How can we **help businesses** succeed?*

Our Scenario

- Interested in creating a comprehensive profile of the California and local area economies to help promote economic development.
 - Latest data for **employer businesses (CBP)**
 - Impact/importance of **nonemployer businesses (NS)**
 - Latest detailed **revenue data** and data for **local areas (EC)**
 - Impact/importance of **minority- and women-owned businesses (SBO)**

American FactFinder

U.S. Department of Commerce

United States
Census
Bureau

AMERICAN
FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER English Español

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

Guided Search

Advanced Search

Download Center



Finding the latest data available for California businesses

Tips using the Advanced Search

- Select the **Geography (ies)** first
- Start off at **Sector** and then drill down

▼ **Community Facts**
Find popular facts (population, income, etc.) and frequently requested data about your community.
Enter a state, county, city, town, or zip code:
e.g., Atlanta, GA

▶ **Guided Search**

▶ **Advanced Search**

▶ **Download Center**

Select Geographies

List	Name	Address	Map
Select geographies to add to Your Selections ?			
Select from: <input checked="" type="radio"/> most requested geographic types <input type="radio"/> all geographic types			
Select a geographic type:			
-- select a geographic type --			
-- select a geographic type --			
United States - 010			
Region - 020			
Division - 030			
State - 040			
County - 050			
..... County Subdivision - 060			

Select Industry Codes

Enter an industry, product, or commodity name or code, or use the Industry Code Filter Options below:
Enter an industry, product, or commodity name or code

Your Industry Code Filters
'Your Industry Code Filters' is empty

Industry Code Filter Options

Code Type
Commodity (Commodity Flow Survey Only) (648)
NAICS/NAICS Based Industry (3,448)
Product and Service (18,917)

Include in results:
 All codes
 Individual codes
 Groups of codes

Industry Code Results: 1-25 of 23,013 per page: 25

Selected: Add Check All Clear All

Code	Description	Code Type	About
<input type="checkbox"/> ALL	All available codes	NAICS/NAICS Based Industry	?
<input checked="" type="checkbox"/> ALL-L2	All available Sector codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L3	All available Subsector codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-L4	All available Industry Group codes	NAICS/NAICS Based Industry	?
<input type="checkbox"/> ALL-31-33	All available codes within Sector 31-33: Manufacturing	NAICS/NAICS Based	?

Employer Businesses

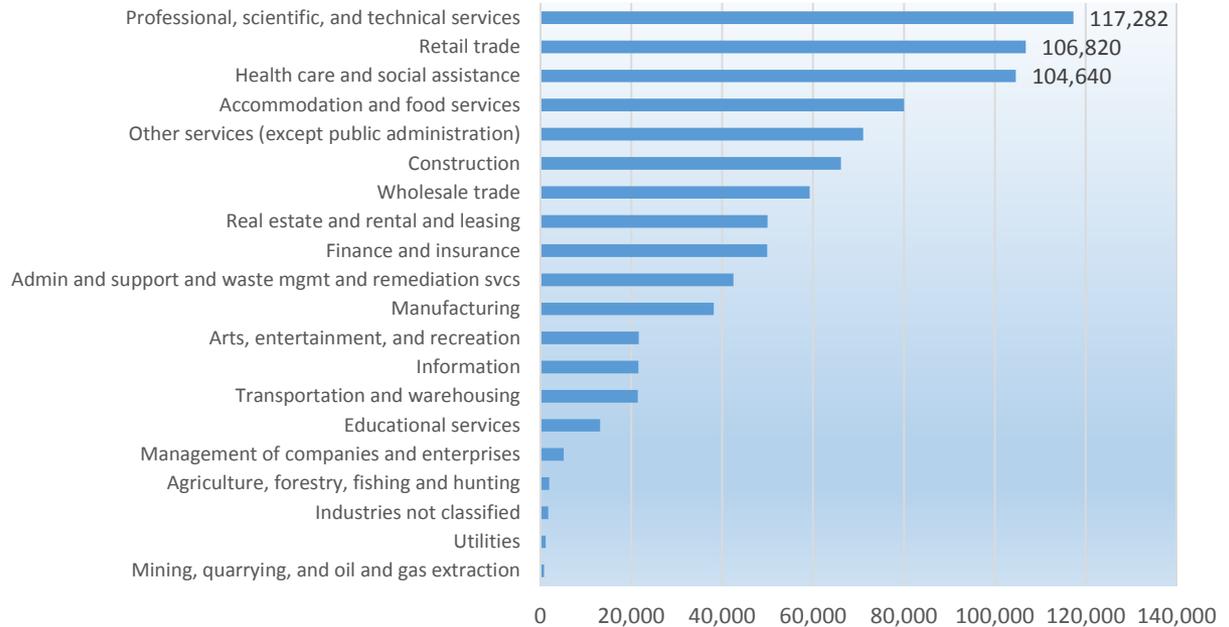
- Covered by most Census Bureau economic programs (and most other sources)
- Make up only **25%** of all US businesses but over **96%** of GDP
- The primary engine that drives the US economy



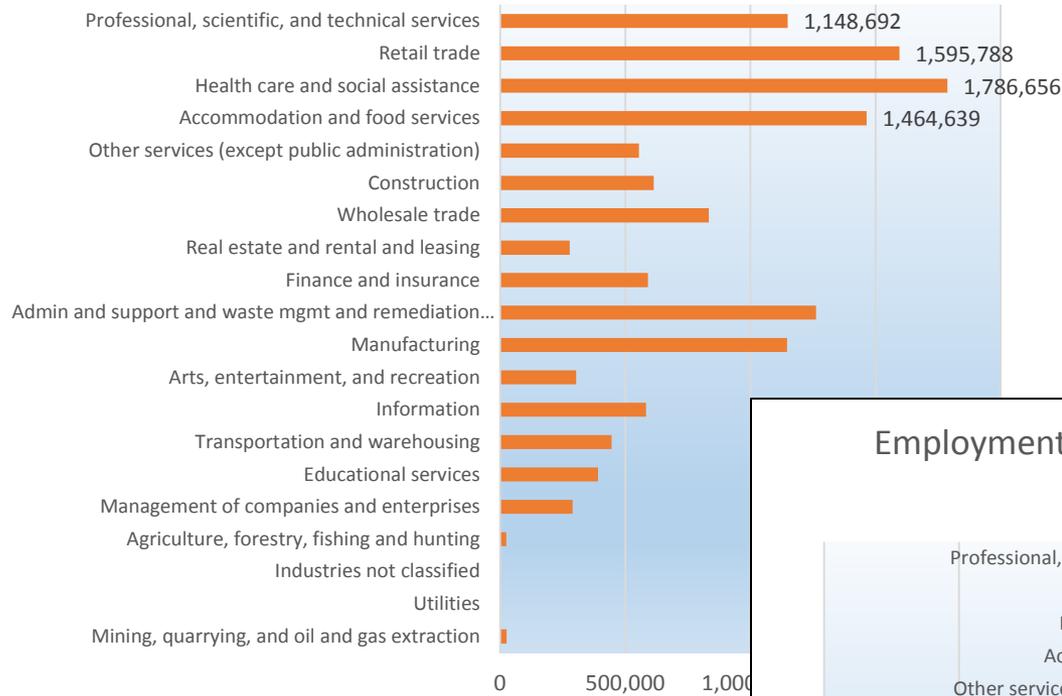
California Employer Businesses: 2007 to 2013



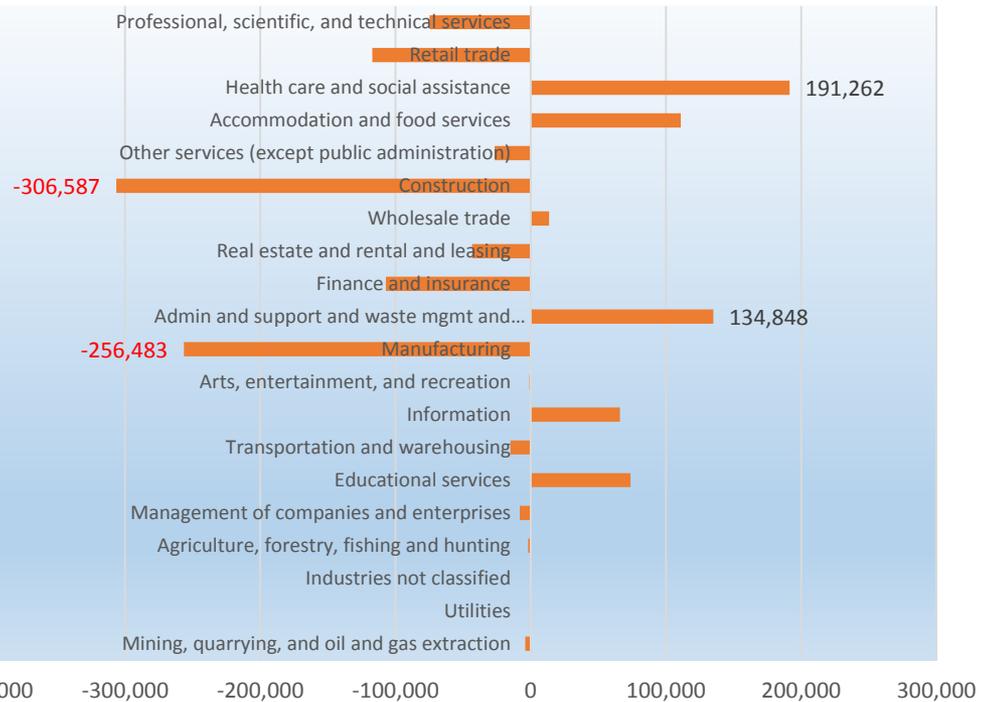
Number of Employer Businesses in California: 2013



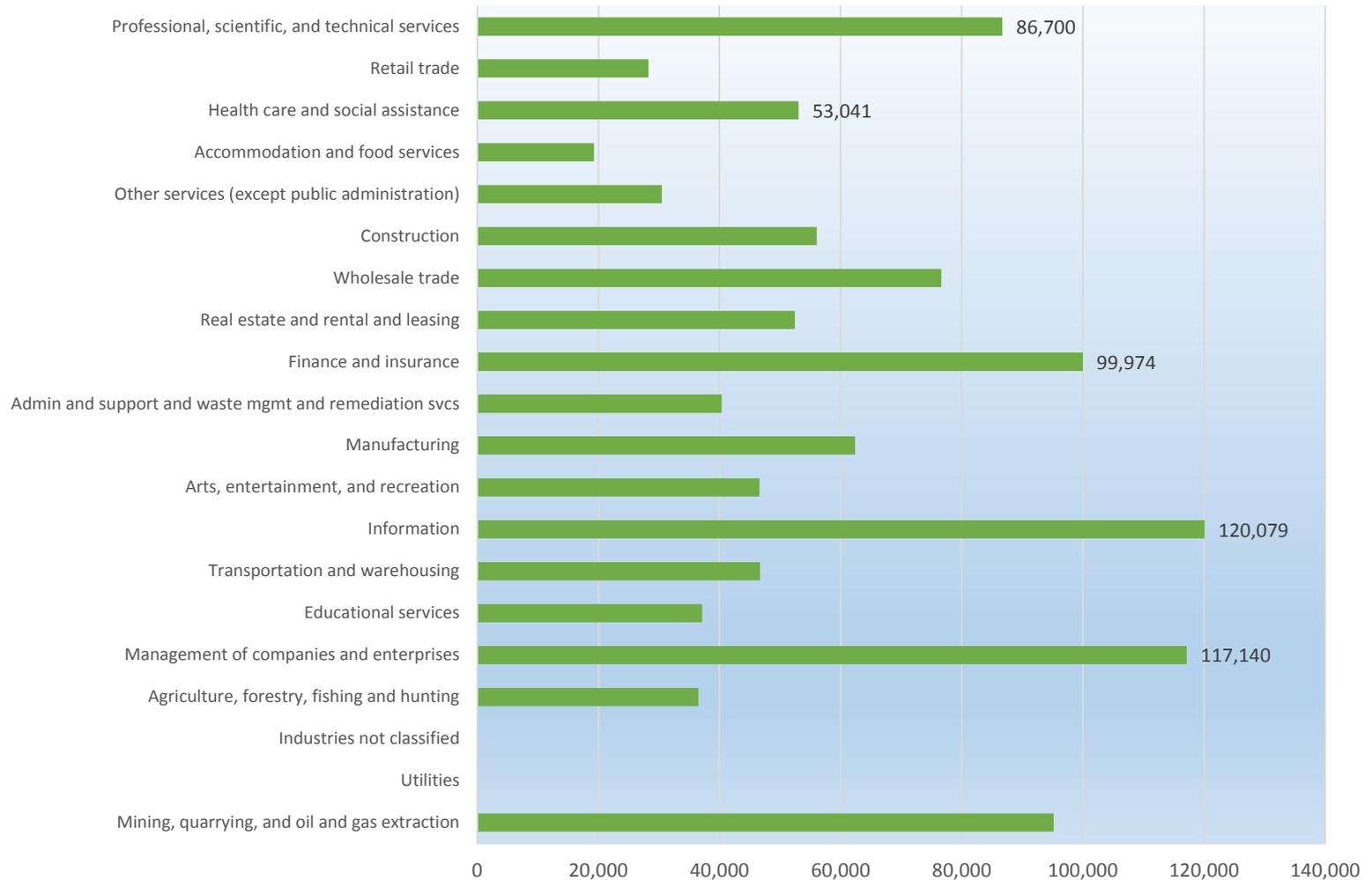
Employment in California Employer Businesses: 2013



Employment Change in California Employer Businesses: 2007 to 2013



Average Annual Payroll per Employee in California Employer Businesses: 2013 (\$)



County Rankings

RANK (of 58)	Geographic area name	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
1	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	4,415
3	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
6	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
8	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
9	Sacramento County	27,571	428,475	20,877,514	48,725	(1,373)	(40,179)	1,339,209	7,035
17	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
35	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732

RANK (of 58)	Geographic area name	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
3	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
8	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	4,415
9	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
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25	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
35	Riverside County	34,773	493,307	17,832,588	36,149	(1,133)	(61,092)	(436,927)	3,195
50	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732

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1	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
2	Santa Clara County	46,212	926,766	88,739,529	95,752	588	13,794	15,840,842	15,904
3	Los Angeles County	253,227	3,799,831	194,174,611	51,101	223	(66,319)	13,678,623	4,415
4	Colusa County	376	3,956	147,081	37,179	13	(98)	15,530	4,730
21	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732
52	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
54	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
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1	San Francisco County	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
2	Santa Clara County	46,212	926,766	88,739,529	95,752	588	13,794	15,840,842	15,904
3	Kern County	12,344	195,927	8,448,785	43,122	(269)	9,532	1,727,193	7,061
4	Lassen County	409	3,947	121,538	30,793	(102)	163	17,139	3,203
30	Imperial County	2,419	31,319	979,296	31,268	(125)	(2,953)	104,121	5,732
47	San Joaquin County	10,668	166,252	6,521,820	39,229	(984)	(12,638)	224,788	4,028
50	San Diego County	78,379	1,181,133	59,965,617	50,770	(809)	(16,273)	7,200,717	6,704
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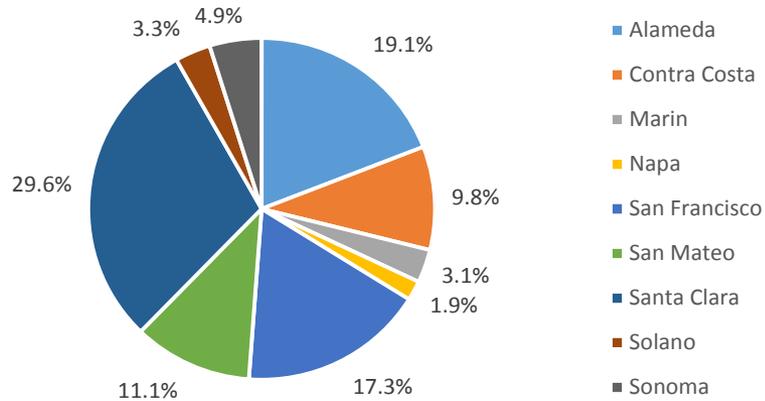
San Francisco County

2012 NAICS code	Meaning of 2012 NAICS code	2013				Change: 2007 to 2013			
		Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)	Number of establishments	Paid employees for pay period including March 12 (number)	Annual payroll (\$1,000)	Annual payroll per employee (\$)
0	Total for all sectors	32,360	542,366	46,667,382	86,044	1,878	33,956	9,868,999	13,665
11	Agriculture, forestry, fishing and hunting	3	7	682	97,429	(2)	NA	570	NA
21	Mining, quarrying, and oil and gas extraction	8	250-499	D	NA	1	NA	NA	NA
22	Utilities	17	2.5k-4,999	D	NA	5	NA	NA	NA
23	Construction	1,609	16,199	1,274,758	78,694	(78)	(3,513)	(61,024)	10,929
31-33	Manufacturing	684	7,095	322,412	45,442	(105)	(3,106)	(93,699)	4,651
42	Wholesale trade	1,227	13,564	1,305,568	96,252	(162)	(1,006)	355,982	31,078
44-45	Retail trade	3,595	44,258	1,586,527	35,847	(91)	18	203,017	4,574
48-49	Transportation and warehousing	372	6,070	275,585	45,401	(5)	(1,588)	(97,190)	(3,277)
51	Information	1,339	49,910	7,837,554	157,034	311	24,535	5,244,726	54,853
52	Finance and insurance	2,234	47,382	9,302,444	196,329	(53)	(7,468)	(322,921)	20,843
53	Real estate and rental and leasing	1,856	13,523	1,043,179	77,141	70	(1,095)	(122,701)	(2,615)
54	Professional, scientific, and technical services	6,538	87,818	10,034,799	114,268	680	9,266	1,947,140	11,309
55	Management of companies and enterprises	236	15,600	2,030,322	130,149	38	1,019	216,457	5,750
56	Administrative and support and waste management and remediation services	1,360	35,163	2,019,855	57,443	51	(85)	487,348	13,965
61	Educational services	532	22,471	955,925	42,540	90	6,168	318,524	3,443
62	Health care and social assistance	3,147	60,840	4,035,969	66,337	168	2,567	961,975	13,586
71	Arts, entertainment, and recreation	525	14,352	719,898	50,160	26	2,379	200,940	6,816
72	Accommodation and food services	4,221	76,208	2,128,871	27,935	724	10,190	567,985	4,292
81	Other services (except public administration)	2,772	27,243	1,115,417	40,943	175	2,492	233,163	5,298
99	Industries not classified	85	20-99	1,820	NA	35	NA	656	NA

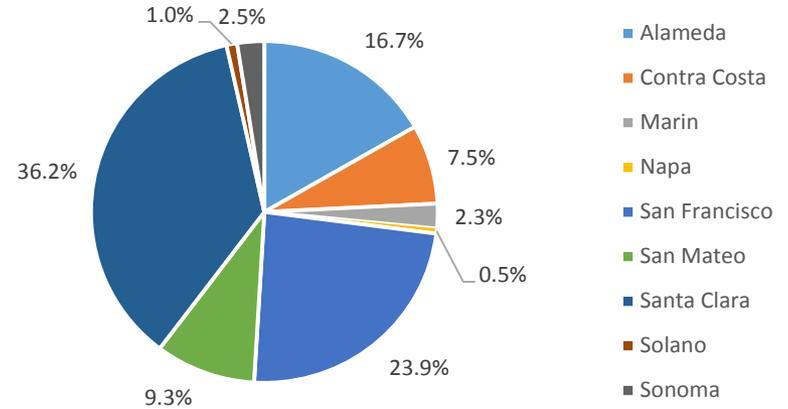
62 Health care and social assistance	3,147	60,840	4,035,969	66,337	168	2,567	961,975	13,586
621 Ambulatory health care services	2,139	16,237	1,134,153	69,850	135	1,512	265,238	10,840
622 Hospitals	14	24,990	2,250,858	90,070	(1)	1,059	627,076	22,218
623 Nursing and residential care facilities	171	5,646	202,872	35,932	(16)	124	22,494	3,267
624 Social assistance	823	13,967	448,086	32,082	50	(128)	47,167	3,638

ABAG Counties

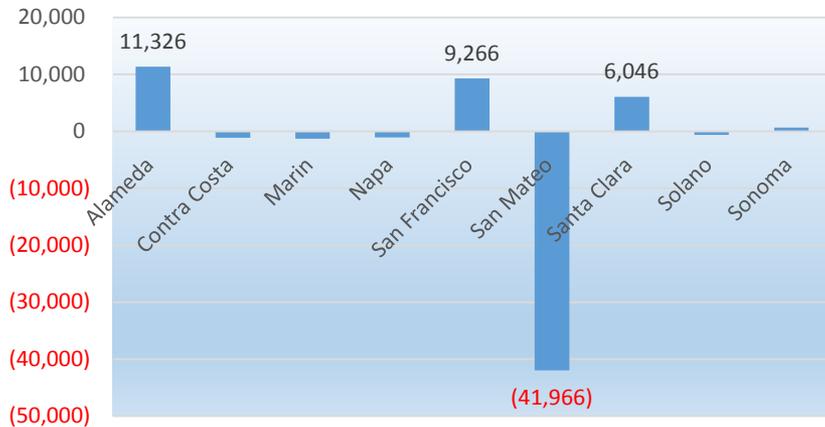
All Sectors Employment in ABAG Counties:
2013



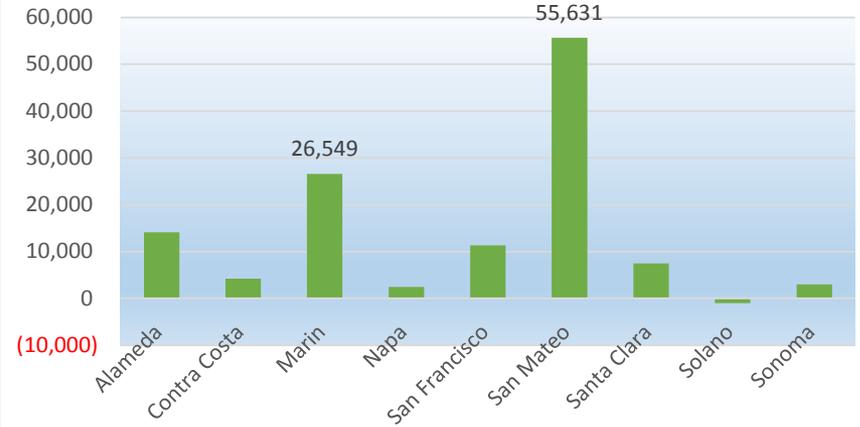
Sector 54 Employment in ABAG Counties:
2013



Sector 54 Employment Change in ABAG
Counties: 2007 to 2013



Sector 54 Annual Payroll per Employee
Change: 2007 to 2013

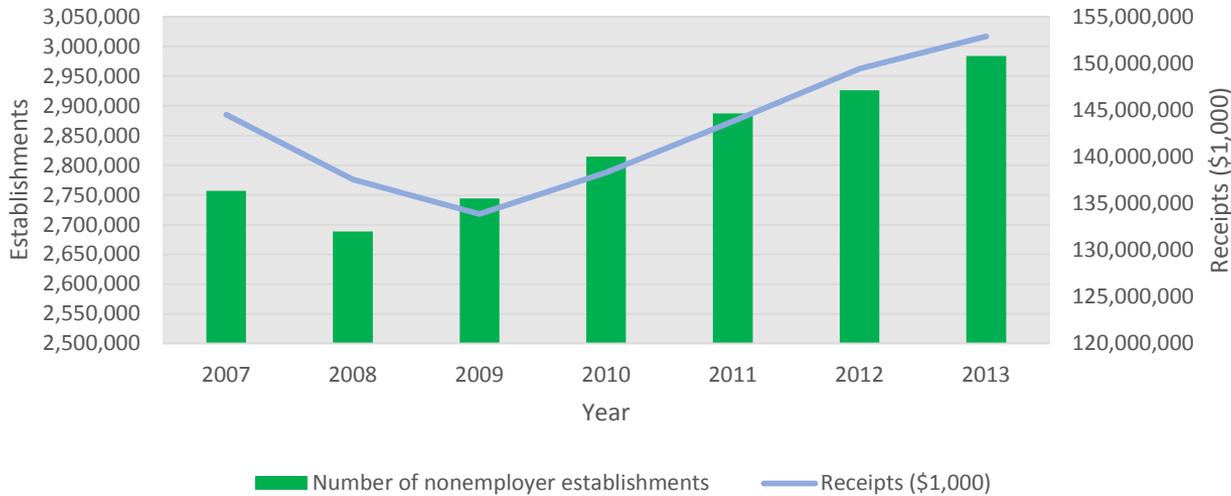


Nonemployer Businesses

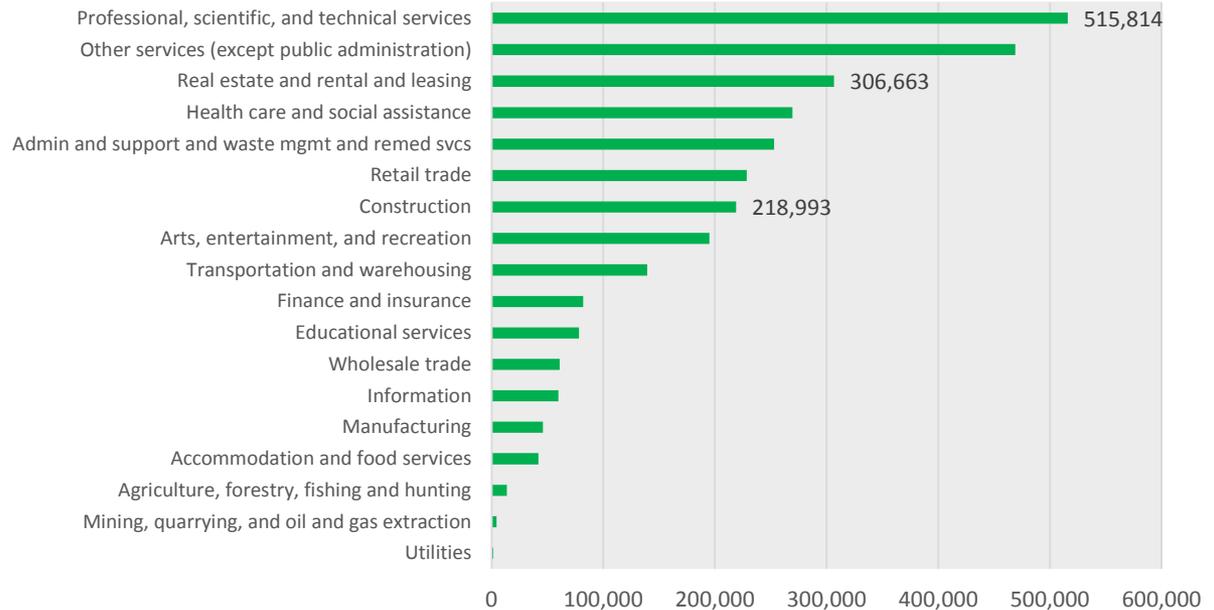
- Only covered by a few Census Bureau economic programs (not covered by most other sources)
- Make up **75%** of all US businesses but less than **4%** of GDP, but...
- A key engine that drives the economic growth



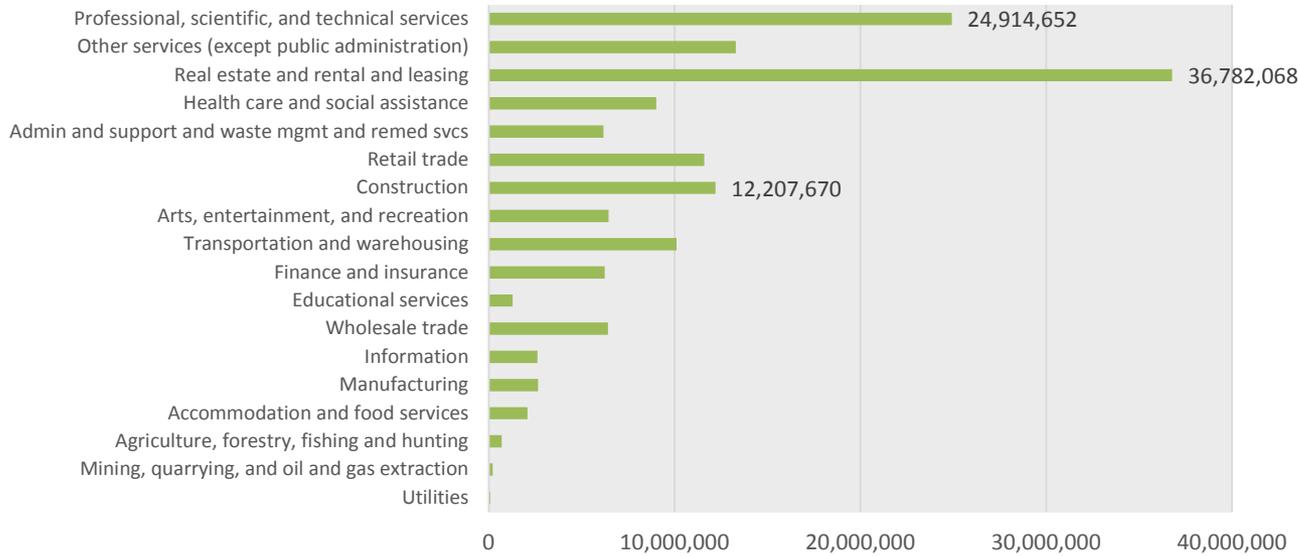
California Nonemployer Businesses: 2007 to 2013



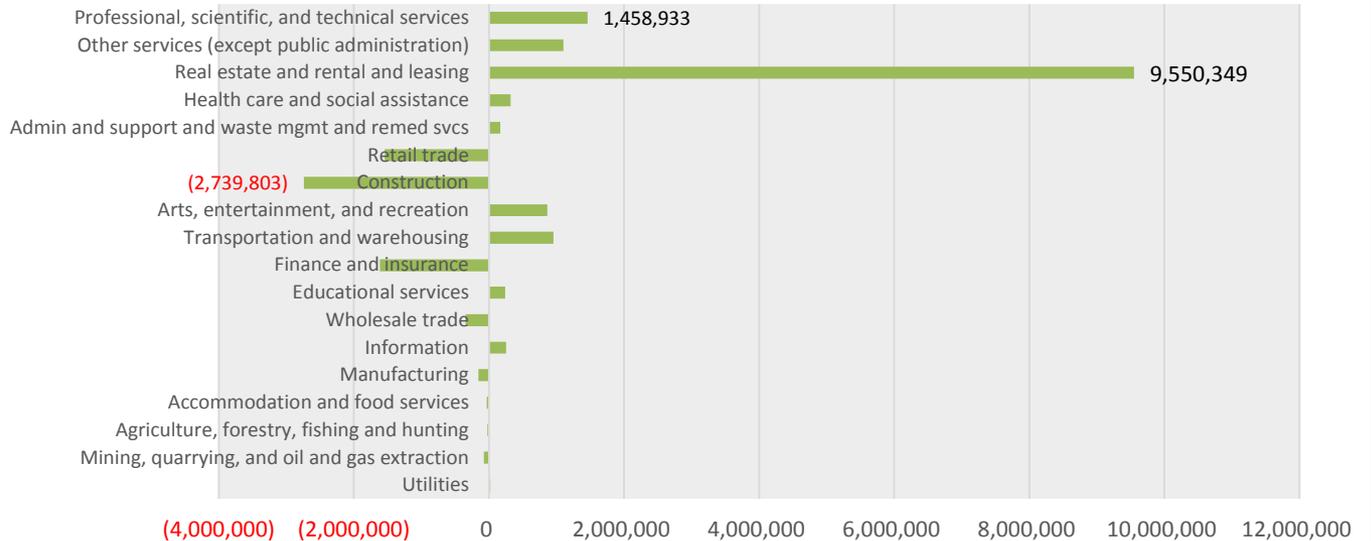
Number of Nonemployer Businesses in California: 2013



Receipts from California Nonemployer Businesses: 2013 (\$1,000)



Receipt Change in California Nonemployer Businesses: 2007 to 2013 (\$1,000)



County Rankings

RANK (of 58)	Geographic area name	2013			Change: 2007 to 2013		
		Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)	Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)
1	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
3	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
4	Riverside County	152,801	6,536,586	42,778	12,008	31,196	(3,427)
8	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
9	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
17	San Joaquin County	34,735	1,719,196	49,495	1,511	95,378	620
34	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)

RANK (of 58)	Geographic area name	2013			Change: 2007 to 2013		
		Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)	Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)
1	Marin County	36,468	2,583,057	70,831	1,151	76,635	(138)
2	San Mateo County	63,460	4,041,151	63,680	4,772	233,587	(1,198)
3	Sutter County	5,193	318,944	61,418	154	37,556	5,576
4	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
15	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
18	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
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33	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
37	Riverside County	152,801	6,536,586	42,778	12,008	31,196	(3,427)
57	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)

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1	Los Angeles County	945,941	48,573,390	51,349	103,437	4,132,038	(1,400)
3	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
5	Riverside County	152,801	6,536,586	42,778	12,008	31,196	(3,427)
7	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
9	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
15	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)
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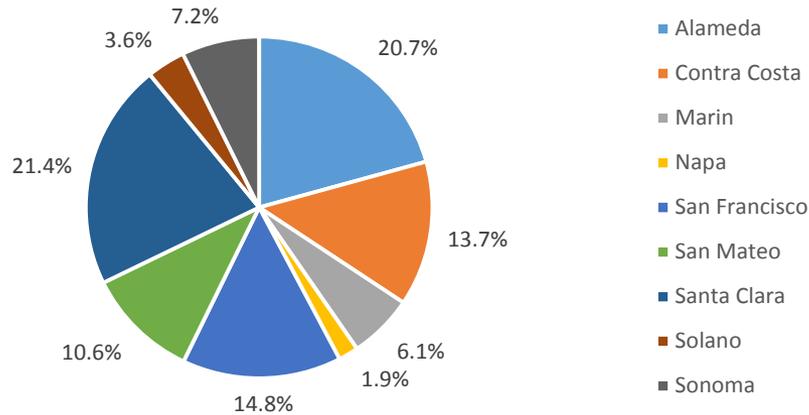
RANK (of 58)	Geographic area name	2013			Change: 2007 to 2013		
		Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)	Number of nonemployer establish- ments	Receipts (\$1,000)	Receipts per establish- ment (\$)
1	Colusa County	974	53,756	55,191	(53)	2,925	5,696
2	Sutter County	5,193	318,944	61,418	154	37,556	5,576
3	Del Norte County	1,210	50,071	41,381	(114)	1,113	4,404
4	Modoc County	555	20,365	36,694	(83)	(1,264)	2,792
5	Mariposa County	1,232	46,223	37,519	(195)	(3,382)	2,757
6	Humboldt County	11,071	425,384	38,423	37	28,880	2,489
7	Santa Clara County	128,730	7,449,996	57,873	7,313	718,050	2,428
8	Monterey County	23,865	1,292,997	54,180	(659)	18,673	2,217
9	Plumas County	1,529	64,928	42,464	(432)	(14,727)	1,845
10	Santa Cruz County	23,649	1,176,814	49,762	505	60,974	1,549
11	San Francisco County	89,078	5,373,543	60,324	9,232	662,852	1,327
15	San Joaquin County	34,735	1,719,196	49,495	1,511	95,378	620
30	San Diego County	246,649	12,284,526	49,806	19,185	750,564	(901)
34	Sacramento County	95,166	4,302,616	45,212	6,258	184,156	(1,111)
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50	Imperial County	9,691	317,418	32,754	1,654	25,602	(3,555)

San Francisco County

2012 NAICS code	Meaning of 2012 NAICS code	2013			Change: 2007 to 2013		
		Number of nonemployer establishments	Receipts (\$1,000)	Receipts per establishment (\$)	Number of nonemployer establishments	Receipts (\$1,000)	Receipts per establishment (\$)
0	Total for all sectors	89,078	5,373,543	60,324	9,232	662,852	1,327
11	Agriculture, forestry, fishing and hunting	112	6,570	58,661	10	2,600	19,739
21	Mining, quarrying, and oil and gas extraction	10	621	62,100	(5)	213	34,900
22	Utilities	22	3,125	142,045	0	1,650	75,000
23	Construction	4,991	249,943	50,079	39	(38,586)	(8,186)
31-33	Manufacturing	1,001	52,511	52,459	147	1,134	(7,702)
42	Wholesale trade	1,270	142,335	112,075	(79)	(18,160)	(6,899)
44-45	Retail trade	4,121	286,538	69,531	64	(14,418)	(4,651)
48-49	Transportation and warehousing	4,336	162,193	37,406	1,790	60,989	(2,344)
51	Information	2,574	125,587	48,791	127	23,213	6,954
52	Finance and insurance	2,714	286,500	105,564	(226)	(33,143)	(3,158)
53	Real estate and rental and leasing	8,913	1,488,380	166,990	385	369,840	35,829
54	Professional, scientific, and technical services	25,470	1,449,141	56,896	3,289	212,415	1,140
56	Administrative and support and waste management and remediation services	5,260	141,807	26,960	701	8,229	(2,340)
61	Educational services	2,880	50,828	17,649	402	11,828	1,910
62	Health care and social assistance	7,347	307,646	41,874	722	21,760	(1,279)
71	Arts, entertainment, and recreation	8,195	240,695	29,371	298	11,056	292
72	Accommodation and food services	1,531	80,259	52,423	163	(17,109)	(18,753)
81	Other services (except public administration)	8,331	298,864	35,874	1,405	59,341	1,291

81	Other services (except public administration)	8,331	298,864	35,874	1,405	59,341	1,291
811	Repair and maintenance	971	40,646	41,860	(75)	(2,263)	838
812	Personal and laundry services	6,968	248,098	35,605	1,478	60,660	1,464
813	Religious, grantmaking, civic, professional, and similar organizations	392	10,120	25,816	2	944	2,288

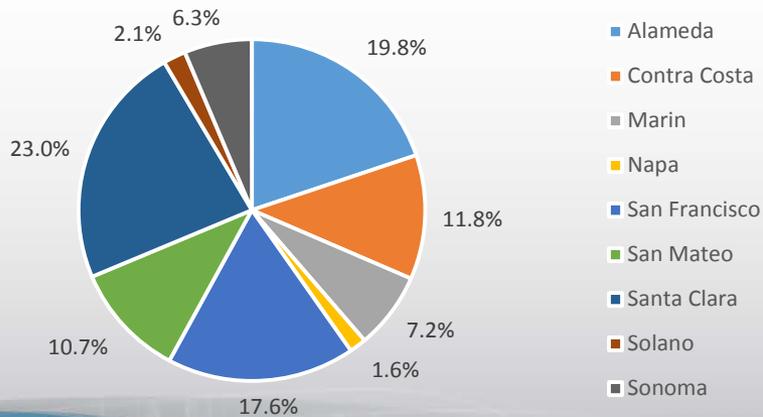
Number of Nonemployers in ABAG Counties:
2013



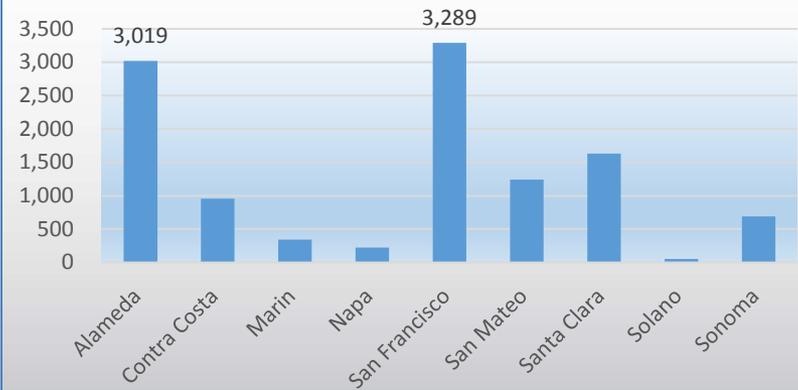
ABAG Counties

(Sector 54: Professional, Scientific,
and Technical Services)

Number of Sector 54 Nonemployers in ABAG
Counties: 2013



Change in Number of Sector 54
Nonemployers in ABAG Counties: 2007 to
2013



What about Info by Place and Revenue data?

- **Place-level data** only published in the Economic Census
 - **Incorporated places** and **CDPs** of 2,500+ pop or jobs
 - Significant disclosure suppressions (# Estabs always published)
- **Sales, shipments, receipts, revenue, and business done** also published in the EC

San Francisco County

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
San Francisco city	22	Utilities	19	Q	D	D	h
San Francisco city	31-33	Manufacturing	693	D	327,578	N	7,506
San Francisco city	42	Wholesale trade	1,066	11,121,715	850,696	205,583	12,056
San Francisco city	44-45	Retail trade	3,573	14,632,652	1,455,036	355,096	43,378
San Francisco city	48-49	Transportation and warehousing	372	1,527,868	285,937	69,648	7,089
San Francisco city	51	Information	1,331	N	7,210,781	1,842,276	49,681
San Francisco city	52	Finance and insurance	2,150	N	8,790,603	3,109,402	48,893
San Francisco city	53	Real estate and rental and leasing	1,828	6,000,933	1,071,111	310,491	15,000
San Francisco city	54	Professional, scientific, and technical services	6,295	29,389,527	9,033,455	2,259,140	84,841
San Francisco city	56	Administrative and support and waste management and remediation services	1,342	4,901,814	1,924,188	482,151	35,608
San Francisco city	61	Educational services	386	617,504	215,202	51,272	6,223
San Francisco city	62	Health care and social assistance	3,119	10,175,813	3,926,906	969,475	62,075
San Francisco city	71	Arts, entertainment, and recreation	510	1,977,900	709,210	113,321	13,573
San Francisco city	72	Accommodation and food services	4,059	6,142,745	1,841,562	436,496	73,417
San Francisco city	81	Other services (except public administration)	2,411	4,964,110	839,985	206,115	20,361

Minority-, Women-, and Veteran-Owned Businesses

- Covered by one Census Bureau economic program (not covered by most other sources)
- Share of businesses varies widely by industry and geography



All Businesses (NAICS 00) in California by Owners Race, Ethnicity, and Gender: 2012

Meaning of Race, Ethnicity, and Gender code	Number of firms with or without paid employees	Share of Total	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Share of Total	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Share of Total	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)	Share of Total
All firms	3,548,449		3,917,367,474		679,042	3,765,656,960	12,858,633	685,054,404	2,869,407		151,710,515	
White	2,343,439	66.04%	1,219,025,418	31.12%	469,114	1,114,978,952	5,134,422	233,526,899	1,874,325	65.32%	104,046,467	68.58%
Black or African American	177,302	5.00%	14,924,763	0.38%	9,572	10,802,107	94,201	3,167,457	167,731	5.85%	4,122,655	2.72%
American Indian and Alaska Native	41,254	1.16%	3,420,302	0.09%	3,262	2,353,212	17,720	686,327	37,992	1.32%	1,067,089	0.70%
Asian	604,870	17.05%	229,512,016	5.86%	134,607	204,745,516	1,016,937	33,923,770	470,263	16.39%	24,766,500	16.32%
Native Hawaiian and Other Pacific Islander	14,446	0.41%	1,851,710	0.05%	1,165	1,439,206	9,387	329,218	13,282	0.46%	412,504	0.27%
Some other race	386,224	10.88%	34,338,161	0.88%	23,468	23,251,042	164,953	5,010,646	362,756	12.64%	11,087,119	7.31%
Minority	1,619,857	45.65%	351,416,670	8.97%	212,938	297,829,950	1,668,302	54,819,709	1,406,919	49.03%	53,586,720	35.32%
Hispanic	815,304	22.98%	98,901,378	2.52%	64,463	75,448,598	517,054	16,103,571	750,841	26.17%	23,452,780	15.46%
Female-owned	1,320,085	37.20%	201,667,006	5.15%	132,508	164,299,991	1,043,519	37,013,116	1,187,577	41.39%	37,367,015	24.63%
Male-owned	1,852,580	52.21%	1,135,303,248	28.98%	401,721	1,046,368,273	4,530,517	211,087,368	1,450,859	50.56%	88,934,975	58.62%
Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	60,001	1.69%	2,407,041,565	61.45%	36,687	2,399,065,693	6,377,454	406,744,945	23,313	0.81%	7,975,872	5.26%

All Veteran-owned Businesses (NAICS 00) in California and California Counties: 2012

Rank	Geographic area name	Number of firms with or without paid employees	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)
	California	252,377	135,056,837	43,201	124,780,962	528,868	21,768,811	209,175	10,275,875
1	Los Angeles County	69,608	28,485,306	10,414	25,725,367	126,235	4,826,124	59,194	2,759,940
2	San Diego County	25,354	13,600,237	4,962	12,576,509	58,975	2,781,577	20,392	1,023,728
3	Orange County	22,774	16,099,134	4,524	15,090,428	72,093	3,259,180	18,250	1,008,707
4	Riverside County	13,760	S	2,001	S	k	S	11,759	S
5	San Bernardino County	11,117	7,063,378	1,692	6,581,183	29,169	1,059,013	9,425	482,195
6	Alameda County	10,213	4,814,269	1,649	4,345,331	18,720	867,704	8,564	468,938
7	Santa Clara County	9,400	7,192,310	1,915	6,718,071	31,507	1,347,324	7,484	474,238
8	Sacramento County	9,080	5,417,305	1,736	5,158,960	16,551	700,315	7,344	258,345
9	Contra Costa County	7,291	3,934,008	1,197	3,560,720	11,604	579,107	6,094	373,289
10	San Francisco County	6,378	2,364,084	1,154	2,057,829	9,851	530,782	5,224	306,256
11	Ventura County	5,861	1,614,608	1,132	1,371,337	8,439	329,561	4,729	243,271
12	San Mateo County	5,141	3,434,825	836	3,167,123	9,202	598,829	4,305	267,702
13	Fresno County	4,556	2,858,681	991	2,689,845	13,259	467,810	3,565	168,836
14	Sonoma County	4,296	1,279,430	598	1,135,366	5,356	188,816	3,699	144,064
15	Kern County	3,770	2,211,565	686	2,041,742	7,020	212,772	3,084	169,823
16	San Joaquin County	3,449	S	866	S	j	S	2,583	S
17	Marin County	3,304	1,109,194	609	928,770	4,604	175,708	2,695	180,424
18	Santa Barbara County	3,254	1,366,046	728	S	i	S	2,526	99,246
19	Placer County	3,095	2,773,309	543	2,654,682	4,417	217,957	2,552	118,627
20	Stanislaus County	2,914	1,150,607	539	1,068,514	6,140	229,821	2,375	82,092
21	San Luis Obispo County	2,588	572,722	538	473,255	3,325	109,321	2,049	99,467
22	Monterey County	2,414	1,120,220	444	1,028,705	4,955	238,250	1,970	91,516
23	Solano County	2,296	980,166	470	872,845	4,173	180,698	1,826	S
24	Santa Cruz County	2,135	1,160,301	289	1,086,348	4,002	129,883	1,845	73,954
25	Butte County	1,766	S	449	S	h	S	1,317	S
26	Tulare County	1,677	656,211	367	606,813	3,375	113,774	1,311	49,398
27	El Dorado County	1,659	387,710	415	329,315	2,112	66,945	1,244	58,395
28	Napa County	1,446	1,153,442	348	1,057,658	3,222	176,091	1,098	95,784
29	Shasta County	1,422	613,472	331	545,229	3,479	97,084	1,091	68,243
30	Nevada County	1,136	206,219	217	169,919	919	20,414	919	36,299
31	Humboldt County	1,132	222,468	186	189,884	1,160	30,795	946	32,584
32	Yolo County	1,078	520,273	279	496,339	2,397	91,435	798	23,934
33	Merced County	1,060	2,208,809	221	2,179,867	5,335	193,087	839	28,942
34	Mendocino County	762	97,851	44	76,553	313	8,726	718	21,298
35	Kings County	691	106,939	128	93,824	824	24,946	563	13,115
36	Madera County	618	408,572	180	382,941	2,214	80,092	438	S
37	Imperial County	608	226,908	209	218,279	1,853	53,280	399	8,629

Geographic area name	Meaning of Race, Ethnicity, and Gender code	Number of firms with or without paid employees	Share of Total	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Share of Total	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Share of Total	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)	Share of Total
Sacramento County	All firms	110,172		106,264,743		22,146	101,894,010	402,989	19,211,783	88,026		4,370,733	
Sacramento County	White	73,179	66.42%	34,627,043	32.59%	14,871	31,505,798	152,486	6,192,508	58,308	66.24%	3,121,244	71.41%
Sacramento County	Black or African American	8,882	8.06%	358,330	0.34%	392	213,538	2,719	84,027	8,490	9.64%	144,792	3.31%
Sacramento County	American Indian and Alaska Native	1,548	1.41%	197,831	0.19%	119	157,679	698	37,198	1,429	1.62%	40,151	0.92%
Sacramento County	Asian	20,209	18.34%	4,133,049	3.89%	4,132	3,505,436	28,708	745,861	16,076	18.26%	627,612	14.36%
Sacramento County	Native Hawaiian and Other Pacific Islander	1,080	0.98%	59,927	0.06%	67	S	e	S	1,013	1.15%	28,686	0.66%
Sacramento County	Some other race	6,054	5.50%	S		566	S	i	S	5,488	6.23%	S	
Sacramento County	Minority	43,535	39.52%	7,373,028	6.94%	6,177	5,964,592	48,428	1,316,373	37,358	42.44%	1,408,436	32.22%
Sacramento County	Hispanic	13,017	11.82%	2,145,138	2.02%	1,430	1,787,508	15,404	434,356	11,586	13.16%	357,630	8.18%
Sacramento County	Female-owned	40,013	36.32%	5,200,927	4.89%	4,030	4,317,406	34,018	1,026,144	35,983	40.88%	883,522	20.21%
Sacramento County	Male-owned	58,846	53.41%	31,286,058	29.44%	12,766	28,441,298	134,282	5,399,724	46,080	52.35%	2,844,761	65.09%
Sacramento County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	2,572	2.33%	65,531,274	61.67%	2,076	65,421,957	209,224	11,933,167	495	0.56%	109,317	2.50%

San Francisco County	All firms	116,803		175,877,807		26,525	170,312,149	506,710	41,692,146	90,277		5,565,657	
San Francisco County	White	74,019	63.37%	44,501,257	25.30%	16,039	40,605,486	174,793	12,089,744	57,979	64.22%	3,895,771	70.00%
San Francisco County	Black or African American	3,700	3.17%	441,003	0.25%	322	356,956	1,948	101,182	3,378	3.74%	84,047	1.51%
San Francisco County	American Indian and Alaska Native	934	0.80%	43,537	0.02%	62	23,247	104	4,026	872	0.97%	20,291	0.36%
San Francisco County	Asian	31,508	26.98%	7,887,866	4.48%	6,444	6,673,116	41,444	1,662,033	25,064	27.76%	1,214,750	21.83%
San Francisco County	Native Hawaiian and Other Pacific Islander	369	0.32%	156,713	0.09%	54	145,613	817	36,863	314	0.35%	11,100	0.20%
San Francisco County	Some other race	4,310	3.69%	S		402	S	h	S	3,907	4.33%	S	
San Francisco County	Minority	46,128	39.49%	10,181,535	5.79%	8,230	8,525,720	52,860	2,207,253	37,899	41.98%	1,655,815	29.75%
San Francisco County	Hispanic	10,600	9.08%	1,583,562	0.90%	1,371	1,233,468	8,748	356,328	9,229	10.22%	350,095	6.29%
San Francisco County	Female-owned	40,135	34.36%	7,054,359	4.01%	4,584	5,583,231	38,334	1,599,758	35,551	39.38%	1,471,128	26.43%
San Francisco County	Male-owned	63,864	54.68%	41,285,690	23.47%	15,551	38,054,628	159,646	11,419,175	48,313	53.52%	3,231,062	58.05%
San Francisco County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	4,377	3.75%	121,550,906	69.11%	3,054	121,313,998	281,958	27,518,477	1,323	1.47%	236,908	4.26%

San Joaquin County	All firms	41,940		50,244,102		8,429	48,652,656	152,509	6,055,040	33,511		1,591,446	
San Joaquin County	White	25,839	61.61%	18,892,482	37.60%	5,338	17,858,766	60,908	2,416,301	20,501	61.18%	1,033,716	64.95%
San Joaquin County	Black or African American	2,386	5.69%	122,277	0.24%	140	74,659	814	18,892	2,246	6.70%	47,618	2.99%
San Joaquin County	American Indian and Alaska Native	482	1.15%	30,340	0.06%	40	S	c	S	442	1.32%	15,102	0.95%
San Joaquin County	Asian	7,923	18.89%	1,758,989	3.50%	1,587	1,408,229	10,070	237,952	6,337	18.91%	350,761	22.04%
San Joaquin County	Native Hawaiian and Other Pacific Islander	170	0.41%	24,004	0.05%	12	17,484	98	5,683	158	0.47%	6,519	0.41%
San Joaquin County	Some other race	4,993	11.91%	500,828	1.00%	370	353,826	2,512	47,609	4,622	13.79%	147,002	9.24%
San Joaquin County	Minority	20,472	48.81%	3,297,759	6.56%	2,578	2,582,168	15,905	404,054	17,894	53.40%	715,591	44.96%
San Joaquin County	Hispanic	9,804	23.38%	1,349,291	2.69%	785	1,048,049	4,630	138,324	9,019	26.91%	301,242	18.93%
San Joaquin County	Female-owned	14,941	35.62%	2,296,637	4.57%	1,580	1,930,546	13,164	408,956	13,361	39.87%	366,091	23.00%
San Joaquin County	Male-owned	21,962	52.37%	16,597,711	33.03%	4,692	15,569,050	50,491	1,966,829	17,271	51.54%	1,028,661	64.64%
San Joaquin County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	1,115	2.66%	29,013,699	57.75%	924	28,985,416	78,421	3,321,096	191	0.57%	S	

Geographic area name	Meaning of Race, Ethnicity, and Gender code	Number of firms with or without paid employees	Share of Total	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Share of Total	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Share of Total	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)	Share of Total
Los Angeles County	All firms	1,146,701		1,203,877,022		209,077	1,156,070,801	3,821,263	187,354,196	937,624		47,806,222	
Los Angeles County	White	680,290	59.33%	345,306,533	28.68%	133,862	313,852,178	1,388,290	62,758,546	546,428	58.28%	31,454,356	65.80%
Los Angeles County	Black or African American	81,563	7.11%	6,250,612	0.52%	4,179	4,527,244	39,784	1,398,442	77,384	8.25%	1,723,368	3.60%
Los Angeles County	American Indian and Alaska Native	11,081	0.97%	848,352	0.07%	714	580,651	4,312	145,417	10,367	1.11%	267,701	0.56%
Los Angeles County	Asian	213,203	18.59%	97,584,399	8.11%	50,069	88,818,143	374,355	11,707,105	163,134	17.40%	8,766,257	18.34%
Los Angeles County	Native Hawaiian and Other Pacific Islander	3,798	0.33%	460,524	0.04%	353	387,321	2,292	110,473	3,445	0.37%	73,203	0.15%
Los Angeles County	Some other race	163,882	14.29%	10,887,238	0.90%	7,674	6,656,949	45,720	1,321,471	156,208	16.66%	4,230,289	8.85%
Los Angeles County	Minority	631,218	55.05%	138,312,335	11.49%	76,114	118,727,517	587,135	18,400,626	555,105	59.20%	19,584,818	40.97%
Los Angeles County	Hispanic	332,967	29.04%	32,801,864	2.72%	20,894	23,938,937	160,944	4,956,606	312,072	33.28%	8,862,927	18.54%
Los Angeles County	Female-owned	439,513	38.33%	63,824,376	5.30%	42,149	51,561,775	309,687	11,297,097	397,364	42.38%	12,262,601	25.65%
Los Angeles County	Male-owned	601,676	52.47%	346,402,347	28.77%	125,614	317,969,639	1,307,512	57,943,984	476,061	50.77%	28,432,708	59.47%
Los Angeles County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	19,990	1.74%	740,598,523	61.52%	11,761	738,667,031	1,951,383	109,551,980	8,229	0.88%	1,931,491	4.04%

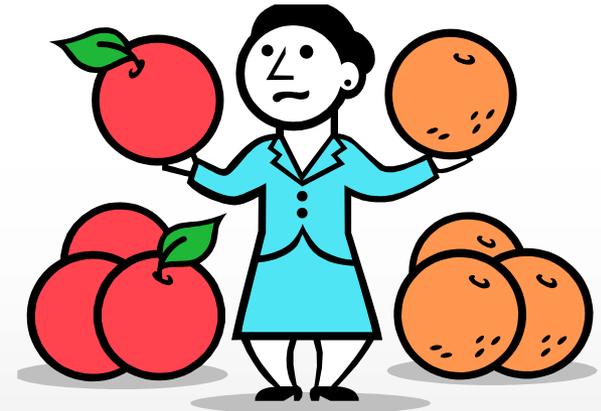
Riverside County	All firms	175,971		110,629,596		27,806	104,470,615	459,741	16,084,570	148,165		6,158,980	
Riverside County	White	119,977	68.18%	51,580,098	46.62%	20,566	47,176,060	225,828	7,323,729	99,411	67.09%	4,404,038	71.51%
Riverside County	Black or African American	9,771	5.55%	S		445	S	i	S	9,326	6.29%	S	
Riverside County	American Indian and Alaska Native	2,378	1.35%	176,938	0.16%	213	119,789	718	34,986	2,165	1.46%	57,149	0.93%
Riverside County	Asian	15,509	8.81%	3,738,494	3.38%	3,251	3,079,750	21,884	657,465	12,258	8.27%	658,744	10.70%
Riverside County	Native Hawaiian and Other Pacific Islander	581	0.33%	23,732	0.02%	3	S	b	S	578	0.39%	11,349	0.18%
Riverside County	Some other race	29,110	16.54%	2,065,644	1.87%	1,403	1,254,579	10,409	295,977	27,708	18.70%	811,065	13.17%
Riverside County	Minority	85,804	48.76%	9,770,416	8.83%	7,418	7,164,588	57,463	1,681,012	78,386	52.90%	2,605,829	42.31%
Riverside County	Hispanic	59,671	33.91%	4,566,719	4.13%	3,538	2,865,584	27,595	769,609	56,133	37.89%	1,701,134	27.62%
Riverside County	Female-owned	66,313	37.68%	8,278,443	7.48%	4,982	6,824,349	37,916	1,160,566	61,331	41.39%	1,454,094	23.61%
Riverside County	Male-owned	90,803	51.60%	43,512,145	39.33%	16,204	39,660,393	189,568	6,212,067	74,598	50.35%	3,851,752	62.54%
Riverside County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	2,460	1.40%	51,468,171	46.52%	1,900	51,415,879	191,656	7,478,505	560	0.38%	S	

Geographic area name	Meaning of Race, Ethnicity, and Gender code	Number of firms with or without paid employees	Share of Total	Sales, receipts, or value of shipments of firms with or without paid employees (\$1,000)	Share of Total	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Number of firms without paid employees	Share of Total	Sales, receipts, or value of shipments of firms without paid employees (\$1,000)	Share of Total
Imperial County	All firms	11,202		6,474,681		1,989	6,124,525	27,858	852,052	9,213		350,156	
Imperial County	White	7,185	64.14%	2,453,001	37.89%	1,393	2,206,593	10,545	339,284	5,792	62.87%	246,408	70.37%
Imperial County	Black or African American	105	0.94%	S		23	S	f	S	82	0.89%	S	
Imperial County	American Indian and Alaska Native	94	0.84%	S		5	S	b	S	89	0.97%	S	
Imperial County	Asian	553	4.94%	190,838	2.95%	110	154,401	1,484	37,497	444	4.82%	S	
Imperial County	Some other race	3,478	31.05%	172,146	2.66%	192	83,847	1,383	19,725	3,285	35.66%	88,299	25.22%
Imperial County	Minority	8,501	75.89%	914,856	14.13%	771	686,973	6,582	133,901	7,731	83.91%	227,883	65.08%
Imperial County	Hispanic	8,029	71.67%	683,118	10.55%	640	487,203	4,234	85,319	7,389	80.20%	195,915	55.95%
Imperial County	Female-owned	4,765	42.54%	465,664	7.19%	358	387,462	2,284	50,271	4,408	47.85%	78,201	22.33%
Imperial County	Male-owned	5,340	47.67%	1,880,950	29.05%	1,077	1,667,190	9,353	277,562	4,263	46.27%	213,760	61.05%
Imperial County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	324	2.89%	3,649,545	56.37%	302	3,649,366	13,553	448,523	22	0.24%	S	

San Diego County	All firms	293,426		280,639,016		61,995	265,851,229	1,140,186	55,146,334	231,430		14,787,787	
San Diego County	White	220,150	75.03%	105,918,238	37.74%	46,855	96,749,308	481,311	20,354,225	173,295	74.88%	9,168,930	62.00%
San Diego County	Black or African American	9,619	3.28%	740,684	0.26%	586	471,499	5,749	158,722	9,034	3.90%	269,185	1.82%
San Diego County	American Indian and Alaska Native	3,513	1.20%	357,659	0.13%	384	274,462	2,800	123,032	3,129	1.35%	83,197	0.56%
San Diego County	Asian	32,545	11.09%	10,350,335	3.69%	7,570	9,176,894	65,010	1,955,096	24,975	10.79%	1,173,441	7.94%
San Diego County	Native Hawaiian and Other Pacific Islander	1,213	0.41%	150,935	0.05%	163	113,214	719	18,596	1,050	0.45%	37,721	0.26%
San Diego County	Some other race	26,530	9.04%	3,686,593	1.31%	2,014	S	j	S	24,516	10.59%	643,155	4.35%
San Diego County	Minority	106,472	36.29%	22,117,726	7.88%	14,828	18,849,425	117,070	3,940,762	91,644	39.60%	3,268,300	22.10%
San Diego County	Hispanic	62,793	21.40%	11,091,060	3.95%	6,339	9,305,397	44,950	1,712,454	56,455	24.39%	1,785,663	12.08%
San Diego County	Female-owned	105,329	35.90%	16,463,667	5.87%	11,850	13,428,566	98,005	3,161,896	93,479	40.39%	3,035,101	20.52%
San Diego County	Male-owned	154,416	52.63%	91,586,848	32.64%	36,630	84,701,258	407,977	17,886,002	117,787	50.90%	6,885,590	46.56%
San Diego County	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status	6,431	2.19%	159,174,950	56.72%	4,353	155,641,633	567,333	31,891,602	2,078	0.90%	S	

So... What Else?

- Drill down to **more detailed industries**
 - Detailed industries within each sector
- Drill down to **more detailed geographies**
 - Places within each County
- Compare to **other geographies**
 - CA and CA counties to other states
 - CA counties with your region
- View other **related data**
 - ZIP Code and Product lines data
- Merge in more **demographic data**
 - Per capita calculations
- Merge in data from **other sources**
 - Census and non-Census



Summary

- A wealth of data available from Census Bureau **Economic Programs**
- **AFF** is a powerful data extraction tool, but **manipulating the data** (in Excel and other tools) can help identify interesting stories in the data
- Using these data can help **spur economic development** by helping us **understand** the local economy

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