

How to Find Economic Census Data

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Start at www.census.gov

The screenshot shows the U.S. Census Bureau homepage in Internet Explorer. The browser's address bar displays <http://www.census.gov/>. The page features a navigation menu with links for [FAQs](#), [Subjects A to Z](#), and [Help](#), along with a search bar. A prominent banner at the top left reads "74% MAILED IT BACK! United States Census 2010". The main content area is divided into several sections:

- People & Households:** Includes links for [American Community Survey](#), [Estimates](#), [Projections](#), [Housing](#), [Income](#), [State Median Income](#), [Poverty](#), [Health Insurance](#), [International](#), [Genealogy](#), [Census 2000](#), and [More](#).
- Business & Industry:** Includes links for [Economic Census](#), [Help with Your Federal Tax](#), [Economic Indicators](#), [NAICS](#), [Survey of Current Business](#), [Government](#), [E-Stats](#), [Foreign Trade](#), [Local Employment Dynamics](#), and [More](#). A red arrow points to the [Economic Census](#) link, with a callout box stating "Click on Economic census".
- Geography:** Includes links for [Maps](#), [TIGER](#), [Gazetteer](#), and [More](#).
- Newsroom:** Includes links for [Releases](#), [Facts for Features](#), [Minority Links](#), [Multimedia Gallery](#), [News Release Subscription](#), and [More](#).

On the right side of the page, there are sections for [Read our Census Blogs](#), [Data Finders](#) (including [Population Clocks](#) showing U.S. 310,560,206 and World 6,877,330,842), and a [Population Finder](#) tool. The bottom of the browser window shows the Windows taskbar with several open applications, including "Inbox - Micros...", "Problem with o...", "3 Firefox", "Census Bureau ...", and "Microsoft Powe...", along with the system clock showing 10:22 AM on Oct 25, 2010.

2007 Economic Census

You are here: [Census.gov](#) > [Business & Industry](#) > 2007 Economic Census

[Main](#)[Get Data](#)[User Guide](#)[Data Release Schedule](#)[Definitions](#)[Contact Info](#)[FAQs](#)[Search](#)

GET DATA

[2007 Economic Census](#)[2002 Economic Census](#)

Looking for [PDFs](#)?

RECENT RELEASES

[Construction: Subject Series, 2007: General Summary \(REVISED\)](#)[Finance and Insurance: Subject Series, 2007: Product Lines](#)[Arts, Entertainment, and](#)Industry Search:

OVERVIEW

- The economic census profiles U.S. national and local economies every 5 years. [Learn More »](#)
- Data are released [over time](#) only in [American FactFinder](#).
- See what's available by [industry](#) or [State](#).
- Find out how to [get data](#).
- Read more about important [data revisions](#).
- Learn more at a [conference in your area](#). 

Type in the industry that you are interested in searching.

In this example we are interested in opening a sandwich shop in the Iowa City/Coralville area.

We would like to find out how many restaurants are in the area and their sales.

Select the appropriate industry from the list. **Note that** the industries are also classified by NAICS/industry classification.

Index entries matching restaurants

[New S](#)

Index Entry	NAICS Code	U.S. NAICS Title
Carryout restaurants	722211	Limited-Service Restaurants
Delicatessen restaurants	722211	Limited-Service Restaurants
Delicatessens (except grocery store, restaurants)	445210	Meat Markets
Drive-in restaurants	722211	Limited-Service Restaurants
Family restaurants , full service	722110	Full-Service Restaurants
Family restaurants , limited-service	722211	Limited-Service Restaurants
Fast-food restaurants	722211	Limited-Service Restaurants
Fine dining restaurants , full service	722110	Full-Service Restaurants
Full service restaurants	722110	Full-Service Restaurants

Industry Statistics Sampler



You are here: [Census.gov](#) > [Business & Industry](#) > [Industry Statistics Sampler](#) > NAICS 722211

NAICS 722211 Limited-service restaurants

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[Guide to All Data Sources](#)

2007 Economic Census

[2002 Census: Employers and Nonemployers](#)

[2002 Census: Geographic Distribution](#)

[2002 Census: Products, Size, etc.](#)

[Historical Comparability](#)

[Definition](#)

If you need national stats click *Statistics for the US*

lished in the following 2007 Economic Census reports:

Report Series	Release Schedule / Link to data in American FactFinder
Industry Series (preliminary, national) Selected charts are in an Industry Snapshot	Table 1. Preliminary Summary Statistics for the U.S.: 2007 Table 2. Preliminary Comparative Statistics for the U.S.: 2007 and 2002 Table 3. Preliminary Product Lines by Kind of Business for the U.S.: 2007
Geographic Area Series *** All states available ***	Table A1. Summary Statistics for ... States, Metro Areas, Counties, Places



For regional data click *Summary Statistics for States, Metro....*
Since we need Johnson County data lets click that link.

This view shows National and State data

To find county and city data click *Filter Rows* and Select *Geography*.

2007 Economic Census

Release Date: 6/18/2010

Sector 72: EC0772A1: Accommodation and Food Services: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007

These data are final; they supersede data released in earlier data files. Includes only establishments of firms with payroll. Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

Geographic Area Name	2007 NAICS code	Meaning of 2007 NAICS code	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of paid employees for pay period including March 12	Sales, receipts, or revenue from administrative records (%)	Sales, receipts, or revenue estimated (%)
United States	722211	Limited-service restaurants	211,313	151,352,488	37,970,430	9,060,474	3,384,517	16.0	13.6
Alabama	722211	Limited-service restaurants	3,395	2,618,854	647,411	153,782	63,468	11.8	13.2
Alaska	722211	Limited-service restaurants	416	301,555	72,971	16,736	5,495	15.7	18.1
Arizona	722211	Limited-service restaurants	4,105	3,326,321	841,833	210,498	71,859	11.6	12.1
Arkansas	722211	Limited-service restaurants	1,774	1,373,970	355,533	84,120	36,981	12.3	8.9
California	722211	Limited-service restaurants	26,596	20,759,209	5,100,225	1,236,057	393,188	15.1	15.1
Colorado	722211	Limited-service restaurants	3,572	2,611,172	669,246	155,860	57,322	14.4	12.2

Scroll to see individual State data

Select Geography

You are here: [Main](#) ▶ [Data Sets](#) ▶ [Select an Economic Data Set](#) ▶ [Geography](#)
Sector 72: EC0772A1: Accommodation and Food Service:

Choose a selection method

list name search map geo within geo

[i Explain Census Geography](#)

Select a [geographic type](#)

..... County

Select a state

Iowa

Select one or more geographic areas and click 'Add'

Iowa County
Jackson County
Jasper County
Jefferson County
Johnson County
Jones County
Keokuk County
Kossuth County

Map It

Add

Current geography selections:

==== County =====
Johnson County, Iowa

Remove

Show Result ▶

Select the *Geographic Type*. For our search we are interested in County level data

Select *State*

Select *County*

Click *Add* and the *Show Results*

Now we can see the number of limited service restaurants in Johnson County, IA and additional data.

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Johnson County, IA	722211	Limited-service restaurants	86	61,180	16,617	3,887	1,707	10.9	23.1

Source: U.S. Census Bureau, 2007 Economic Census

Note: The data in this file are based on the 2007 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this file contain nonsampling error. Data users who create their own estimates using data from this file should cite the Census Bureau as the source of the original data only. For the full technical documentation, see [Survey Methodology](#) link in above headnote.

Questions

Contact Kim:

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Or the Biz Library:

<http://www.lib.uiowa.edu/biz/contact.html>