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## How To Guide: How many manufacturers are located in your metro area?

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In order to better meet the needs of your region's manufacturing sector, it is important to know the scale and scope of manufacturing firms in your area. The US Census Bureau's County Business Patterns data provides information about the employment size, but also about the number of manufacturing establishments and how many are large firms and how many are small or medium-sized manufacturers. These data can prove important in preparing grants or for corporate college representatives in preparing a strategy for engaging manufacturers. In this example, we will look at the number of manufacturers in the Gadsden, AL metropolitan statistical area.

1. Go to the US Census Bureau's County Business Patterns:
  - a. <http://www.census.gov/econ/cbp/index.html>
2. In the box that says 'View data in tables', select the 'Gadsden, AL Metro Area' from the menu next to the 'Metropolitan and Micropolitan Statistical Areas'.
  - a. If you are looking for data at the state, county, territory or ZIP code level you can use the other menus in the same box.
3. Once you have made your selection, press the Go! Button.
4. This will bring you to a table showing employment, payroll and establishments data for the Gadsden, AL metro area for 2013.
  - a. In this example we can see that according to the Census County Business Patterns survey there were *5,068 manufacturing jobs in 96 establishments* within the Gadsden, AL metro area.
5. If you want more detailed information about the types of manufacturers in Gadsden, then you can click on the 'Detail' button in the row showing manufacturing data.
  - a. Importantly, if you scroll all the way to the bottom of the page you will also find information about number of manufacturing establishments by employment-size class.
6. If you want to see more information about how the Gadsden, AL MSA manufacturing sector compares to all other US metro areas you can select the 'Compare' button. This will show employees, payroll, number of establishments and number of establishments by employment size-class for all US metro areas in manufacturing (You will need to scroll down to find Gadsden, listed alphabetically).



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