

**Using Census Bureau
Demographic and Economic Data
to Aid Small Businesses –
Introducing *Census Business Builder:
Small Business Edition***

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

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Andrew W. Hait
U.S. Census Bureau

Promoting Economic Growth

- “Big Business” - Using Census Bureau Demographic and Economic Programs Data To Better Understand
 - The possible labor force for a proposed business
 - Supplier businesses
 - Local infrastructure
 - Comparisons to the national industry



Promoting Small Biz Growth

- Using Census Bureau Data To Better Understand
 - The target customers and market of a proposed business
 - The local competition
 - The national industry



Sample Scenario:

An entrepreneur is considering opening a day care center.

She wants to know what information is available from the Census Bureau that may help her locate the business and better understand this industry.

Measuring the Need...

The demographic data available from the ACS helps make the case for this type of business...including:

- **Population counts** of day care center-age kids
- **Household income** information

The screenshot shows the American FactFinder interface. The top navigation bar includes 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH' (highlighted), and 'DOWNLOAD CENTER'. Below the navigation bar, a search bar contains 'Phoenix city, Arizona'. The main content area displays search results for '2013 ACS 5-year estimates' with a table of results. The table has columns for 'ID', 'Table, File or Document Title', 'Dataset', and 'About'. The results are as follows:

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2013 ACS 5-year estimates	i
DP03	SELECTED ECONOMIC CHARACTERISTICS	2013 ACS 5-year estimates	i
DP04	SELECTED HOUSING CHARACTERISTICS	2013 ACS 5-year estimates	i
DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2013 ACS 5-year estimates	i

Business Data - Getting Started

- What NAICS code covers this industry?
- What Census programs provide data for this industry?



SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services

2012 NAICS SEARCH

Enter a NAICS code or Title

day care

6244 - Child day care services

[Child Day Care Services](#)

62441 - Child day care services

[Child Day Care Services](#)

What Programs Cover this Industry?



Industry Statistics Portal

Business Data from the U.S. Census Bureau

2012 NAICS: 6244 - Child day care services

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

2012 NAICS SEARCH

Enter a NAICS code or Title

[RELATED INDUSTRIES](#)

Collapse list Expand list

- ISP Home
- 62 - Health care and social assistance
 - 624 - Social assistance
 - 6244 - Child day care services
 - 62441 - Child day care services
 - 624410 - Child day care services

[SELECTED VISUALIZATIONS](#)

Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
Quarterly Financial Report (QFR)	Quarterly	4Q 2014	U.S.	Selected 3 digits
Quarterly Services Survey (QSS)	Quarterly	4Q 2014	U.S.	Selected Services 2- thru 4-digits
Quarterly Workforce Indicators (QWI)	Quarterly	4Q 2014	States, counties, metro areas	Selected 2- thru 4-digits
Annual Capital Expenditures Survey (ACES)	Annual	2013	U.S.	Selected 2- thru 6-digits
County Business Patterns (BP)	Annual	2013	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Nonemployer Statistics (NES)	Annual	2013	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Service Annual Survey (SAS)	Annual	2013	U.S.	Selected Services 3- thru 6-digits
Statistics of U.S. Businesses (SUSB)	Annual	2012	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Economic Census (ECN)	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Economic Census of Island Areas (IA)	Every 5 years	2012	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

How Can I Get to the Data?



Industry Statistics Portal

Business Data from the U.S. Census Bureau

2012 NAICS: 6244 - Child day care services

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

2012 NAICS SEARCH

Enter a NAICS code or Title

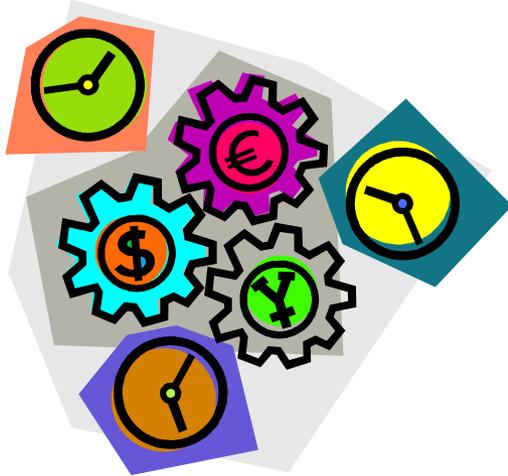
RELATED INDUSTRIES

- ISP Home
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 - 624 - Social assistance
 - 6244 - Child day care services
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 - 624410 - Child day care services

Links to Economic Data for Programs Published on AFF

Program	Series	Table Title	Data Years Available
County Business Patterns	Geographic Area Series	Geography Area Series: County Business Patterns	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Legal Form of Organization	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Employment Size Class	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns for Puerto Rico and the Island Areas	2013 2012 2011 2010 2009 2008
		County Business Patterns by Employment Size Class for PR and the Island Areas	2011 2010 2009 2008
	ZIP Code Business Statistics	ZIP Code Business Patterns by Employment Size Class	2011 2010 2009 2008
Economic Census	Comparative Statistics, 2007 and 2002	Comparative Statistics for the U.S. and States (2002 NAICS Basis)	2007
	Geographic Area Series	All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012	2012 2007 2002
		Health Care and Social Assistance: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 2007 2002
		Comparative Statistics for the United States (2002 NAICS Basis):	2007

Tell Me About This Industry in my County...



County Business Patterns (CBP) provides **annual** data for **employer** businesses at the **county level** that she can use to better understand this industry and her competition.

(Business counts by ZIP Code also available)

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Imperial County, California	6244	Child day care services	2013	27	157	S	3,148
Los Angeles County, California	6244	Child day care services	2013	1,744	17,186	106,506	434,143
Riverside County, California	6244	Child day care services	2013	270	2,286	9,979	39,727
Sacramento County, California	6244	Child day care services	2013	302	2,653	13,571	56,480
San Diego County, California	6244	Child day care services	2013	691	6,430	37,405	148,282
San Francisco County, California	6244	Child day care services	2013	338	3,279	21,883	90,125
San Joaquin County, California	6244	Child day care services	2013	115	1,295	8,603	32,390

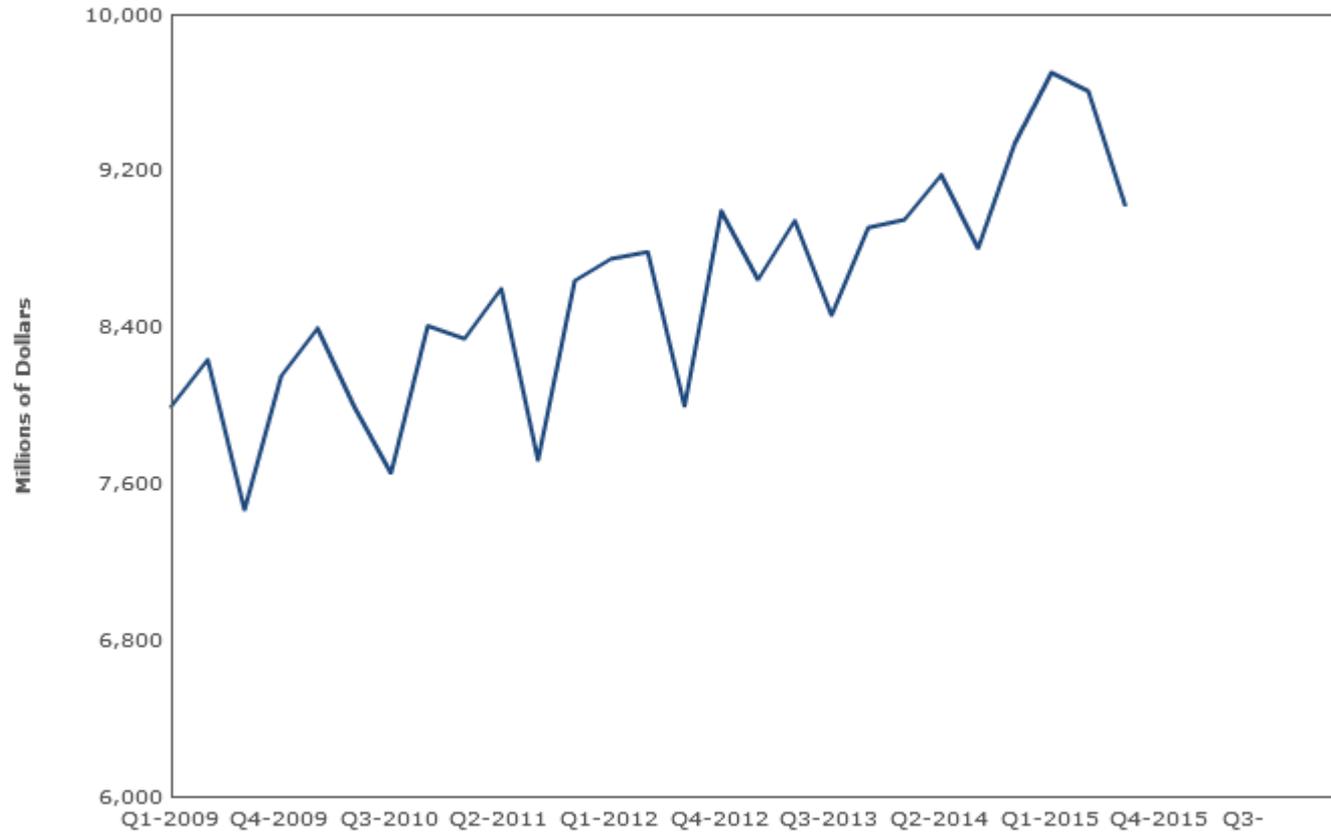
How Is this Industry Performing Nationally?



The *Quarterly Services Survey* (QSS) provides National-level data that she can use to measure changes in this industry and to better understand its seasonal fluctuations.

Source: Quarterly Services Survey
NAICS 6244: Child Day Care Services: U.S. Total
Q1-2009 to Q4-2016

Not Seasonally Adjusted Total Revenue



Data Extracted on: February 29, 2016 (11:49 am) EST

Q3-2016

These data are subject to sampling and nonsampling error. For more information see <http://www.census.gov/services/qss/qsstechdoc.html>

United States[™]
Census
Bureau

What About Data for My Local Area?



The *Economic Census* (EC) provides **place-level** data (including **revenue** data not available from CBP) that she can use to better understand her potential market and local competition.

Alameda County

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Year	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
Alameda city, California	6244	Child day care services	All establishments	2012	34	17,701	9,168	2,328	385
Albany city, California	6244	Child day care services	All establishments	2012	7	D	D	D	b
Ashland CDP, California	6244	Child day care services	All establishments	2012	1	D	D	D	a
Berkeley city, California	6244	Child day care services	All establishments	2012	59	D	D	D	f
Castro Valley CDP, California	6244	Child day care services	All establishments	2012	16	D	D	D	c
Cherryland CDP, California	6244	Child day care services	All establishments	2012	3	D	D	D	a
Dublin city, California	6244	Child day care services	All establishments	2012	28	19,841	8,835	2,062	303
Emeryville city, California	6244	Child day care services	All establishments	2012	2	D	D	D	b
Fairview CDP, California	6244	Child day care services	All establishments	2012	4	D	D	D	b
Fremont city, California	6244	Child day care services	All establishments	2012	89	44,641	22,642	5,810	1,006
Hayward city, California	6244	Child day care services	All establishments	2012	23	D	D	D	e
Livermore city, California	6244	Child day care services	All establishments	2012	30	D	D	D	c
Newark city, California	6244	Child day care services	All establishments	2012	9	D	D	D	b
Oakland city, California	6244	Child day care services	All establishments	2012	140	D	D	D	g
Piedmont city, California	6244	Child day care services	All establishments	2012	8	D	D	D	a
Pleasanton city, California	6244	Child day care services	All establishments	2012	22	D	D	D	e
San Leandro city, California	6244	Child day care services	All establishments	2012	21	D	D	D	c
San Lorenzo CDP, California	6244	Child day care services	All establishments	2012	10	D	D	D	b
Union City city, California	6244	Child day care services	All establishments	2012	17	D	D	D	e
Balance of Alameda County, California	6244	Child day care services	All establishments	2012	2	D	D	D	a

I've Heard about Nonemployers... What are They and Should I Care?

Nonemployers are businesses with no paid employees.

- Primarily independent contractors
- File IRS Form 1040 Schedule C
- Significant in number
- Significant in revenue in some industries



Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of nonemployer establishments	Receipts (\$1,000)
Imperial County, California	6244	Child day care services	2013	931	11,121
Los Angeles County, California	6244	Child day care services	2013	34,366	435,934
Riverside County, California	6244	Child day care services	2013	6,613	85,232
Sacramento County, California	6244	Child day care services	2013	4,170	59,340
San Diego County, California	6244	Child day care services	2013	6,796	113,589
San Francisco County, California	6244	Child day care services	2013	1,917	31,584
San Joaquin County, California	6244	Child day care services	2013	2,010	25,613

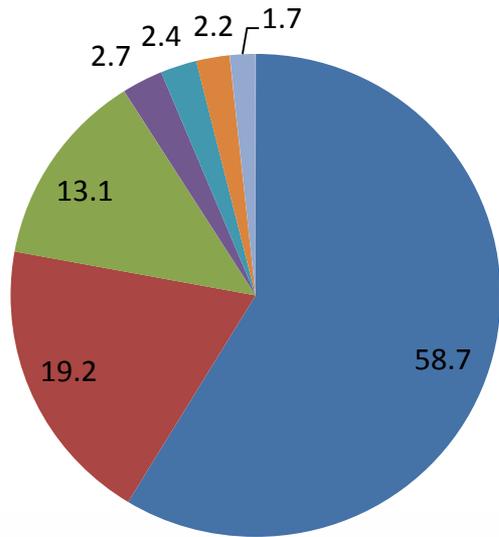
What Services do Businesses in this Industry Provide?

Data on products and services sold by businesses are available in the **Product Lines** data from the *Economic Census*.

- Can be used in a business plan to identify the primary and secondary sources of sales of the business

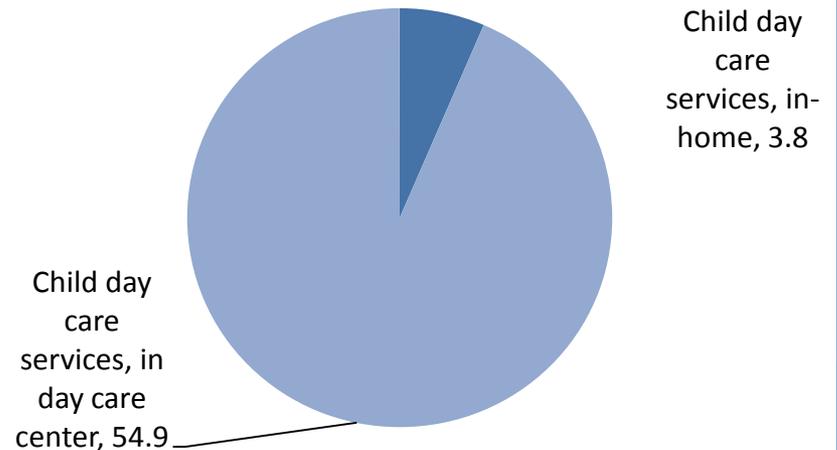


Broad product line sales as % of total sales: 2012



- Child day care services
- Pre-primary grade instructional programs
- Contributions, gifts, and grants - Government
- Contributions, gifts, and grants - Private
- Social assistance services for children, youth, and families
- Children and youth recreational programs
- Other

Detailed product line sales as % of total sales: 2012



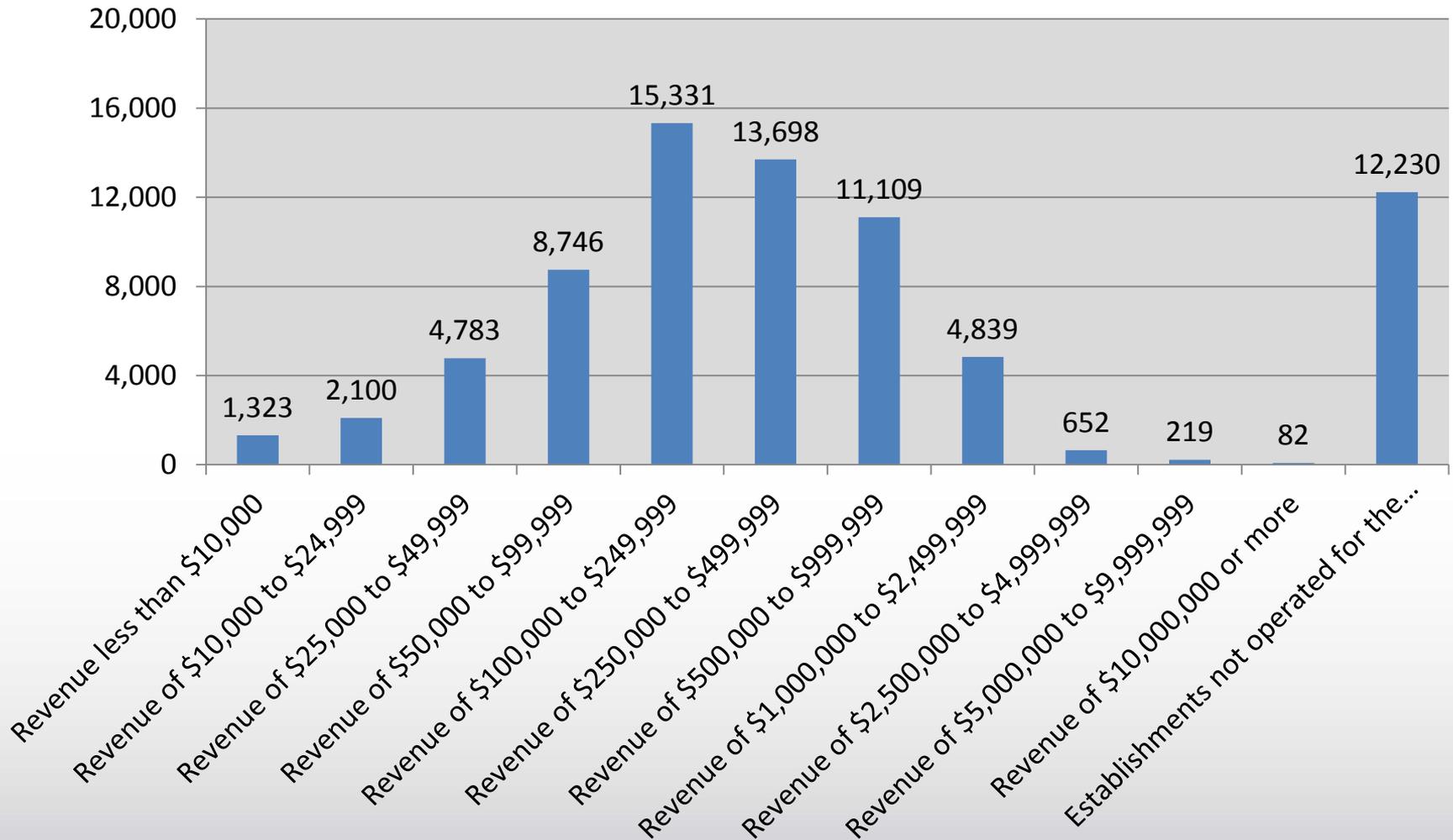
How Big Should A Business Be?



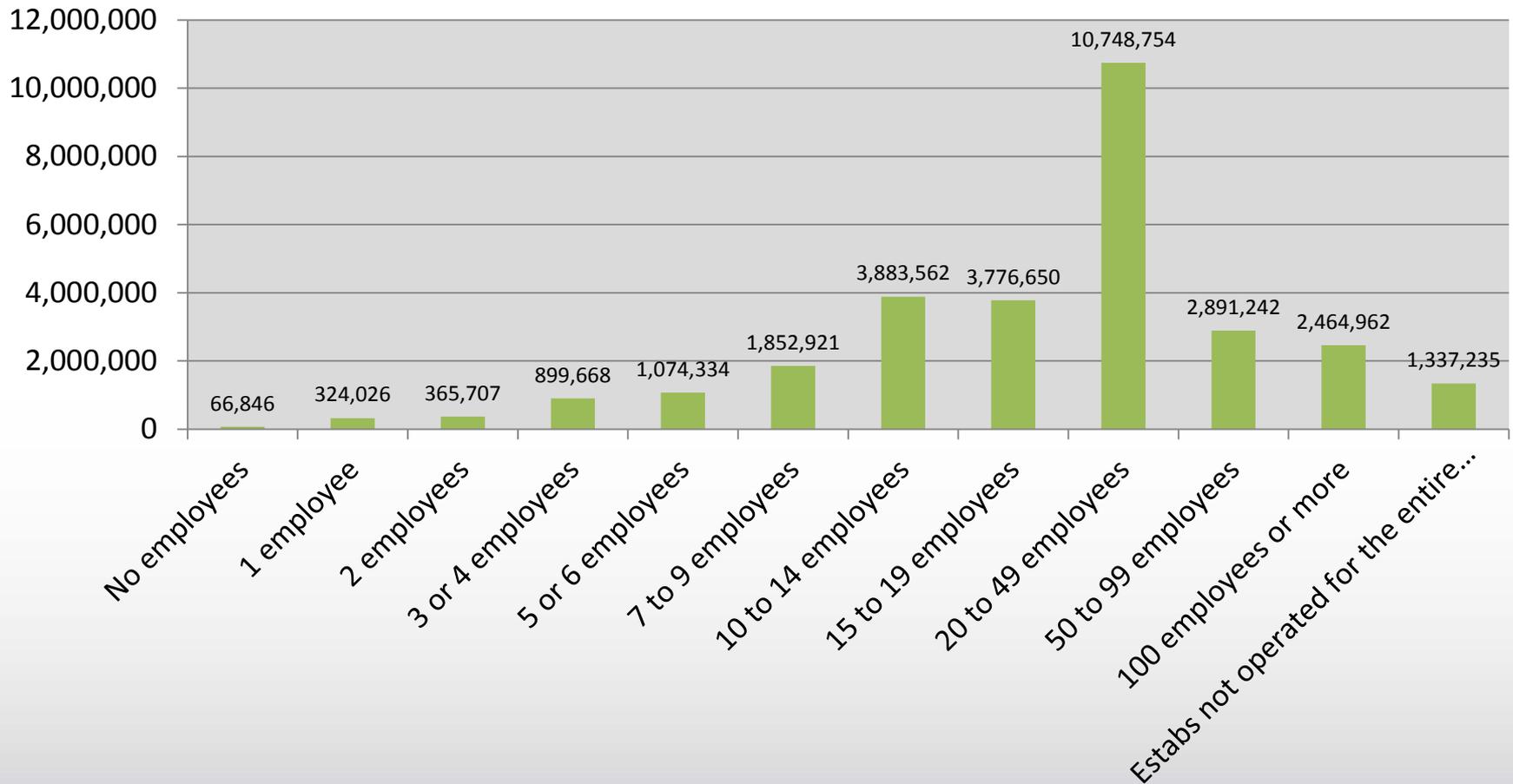
The *Economic Census* also includes data broken out by the **sales** and **employment size** of the business

- Can be used in a business plan to understand the size of a “typical” business in an industry
- Can also be used to forecast the future growth of a business to its most efficient size

Number of child day care establishments in the US: 2007



Receipts/Revenue of child day care services in the US: 2007 (\$1,000)



Anything Else?

- The *Economic Census* publishes detailed data (including information on **Tax Status**) that is tailored to specific industries
- The *Survey of Business Owners* publishes detailed data on the **race, ethnicity, gender, and veteran status** of the business owner



Both can be used to further understand the composition of an industry

Visualizations?

The *Industry Statistics Portal* also provides access to visualization of selected economic data.

- Can be used in business plans and presentations

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

2012 NAICS SEARCH

Enter a NAICS code or Title

RELATED INDUSTRIES 

Collapse list

Expand list

ISP Home

62 - Health care and social assistance

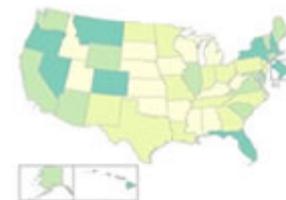
624 - Social assistance

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SELECTED VISUALIZATIONS 



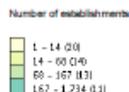
Industry Snapshot

Child Day Care Services (NAICS 8244)

Print

Change Geography:

2012 Number of establishments



Source: 2012 Economic Census
[View underlying table](#)

Click on map to enlarge

The **Industry Snapshots** present key statistics from three Census Bureau economic programs, as well as per capita ratios using data from Population Estimates. Historical data are not shown when they are not comparable due to NAICS changes. See [Definitions and Comparability in the Industry Statistics Portal](#) and the Snapshot [FAQs](#) for more information.

The 2012 Economic Census is released on a flow basis so some data may not yet be available, and data for some industries are only available for the U.S. and by State. See the [release schedule](#) and the [Geographic Coverage Tables](#) for more information.

Key Industry Statistics: California

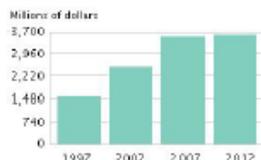
	1997	2002	2007	2012	07-12 % Chg
Number of establishments	6,401	7,601	7,801	7,848	.6%
Receipts/Revenue (\$ Millions)	1,585	2,551	3,575	3,655	2.2%
Annual payroll (\$ Millions)	726	1,117	1,481	1,514	9.0%
Total employment	54,752	62,986	69,559	72,558	4.3%
Receipts/Revenue per establishment (\$1,000)	248	336	458	466	1.6%
Receipts/Revenue per employee (\$1,000)	29	41	51	50	-2.0%
Receipts/Revenue per \$ of payroll (\$)	2.18	2.28	2.41	2.27	-6.2%
Payroll per employee (\$)	13,257	17,739	21,290	22,238	4.5%
Employees per establishment	8.55	8.29	8.92	9.25	3.7%
Receipts/Revenue per capita (\$)	49	73	99	96	-2.6%
Population per establishment	5,075	4,588	4,547	4,947	4.3%

Nonemployer establishments (establishments without paid employees)

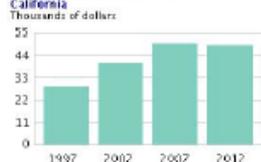
Number of establishments	54,181	96,987	110,510	103,417	-6.4%
Receipts (\$1,000)	581,494	1,167,780	1,489,515	1,443,329	-3.1%
Receipts per establishment (\$)	10,732	12,041	13,479	13,956	3.5%
Receipts per capita (\$)	17.90	33.49	41.09	37.94	-7.7%
Population					
Total Population	32,486,010	34,871,843	36,250,311	38,041,430	4.9%

* Data have not yet been released. Click [here](#) for the full 2012 Economic Census release schedule.

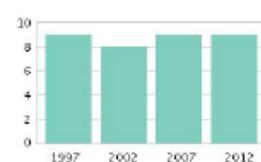
Receipts/Revenue: California



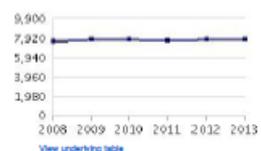
Receipts/Revenue per Employee: California



Employees per establishment: California

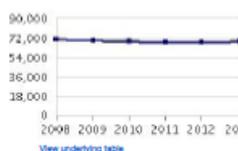


Number of establishments: California



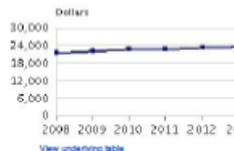
[View underlying table](#)

Number of employees: California



[View underlying table](#)

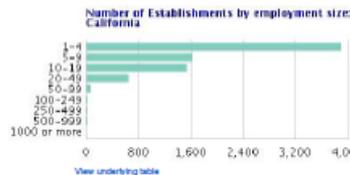
Payroll per employee: California



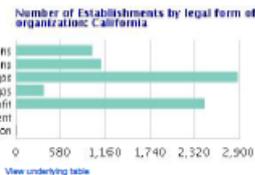
[View underlying table](#)

Employment size and legal form of organization for establishments in California with paid employees: 2013

Source: 2013 [County Business Patterns](#). (See [www.cesbureau.gov](#) for details about these data.)



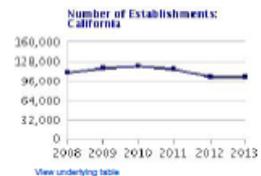
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[View underlying table](#)

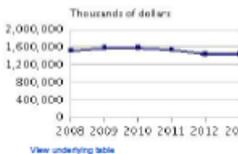
Nonemployer establishments in California (establishments without paid employees): 2008 - 2013

Source: 2008-2013 [Nonemployer Statistics](#). (See [www.cesbureau.gov](#) for details about these data.)



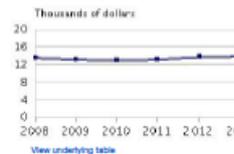
[View underlying table](#)

Receipts: California



[View underlying table](#)

Receipts per Establishment: California



[View underlying table](#)

Back To Top

Source: [Economic Census](#), [County Business Patterns](#), [Nonemployer Statistics](#), and [Population Estimates](#).

Notes: N/A = Not available for grating purposes.

All dollar figures are in current dollars for the period shown, and do not reflect changes in prices. For information on how these data are derived, see the Methodology text for each program.

For more statistics about this industry from other Census Bureau programs, see the [Industry Statistics Portal](#).

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more information about the Economic Census, visit [www.census.gov/economic](#)

Powered By:

TheDataWeb **HR2**

United States
Census
Bureau
Economic Statistics

Source: U.S. Census Bureau | Economic Census | Last Revised: April 23, 2015

Is There an Easier Way to Get All This Great Information?

American FactFinder, the *Industry Statistics Portal*, and the other tools shown provide access all of these data, but can often be hard to use... Enter:

[*Census Business Builder: Small Business Edition...*](#)

[\(https://cbb.census.gov/sbe/\)](https://cbb.census.gov/sbe/)

Home Page: <http://www.census.gov/data/data-tools/cbb.html>

SBE and RAE Next Steps - Quarterly Updates

- **Audience** expansion
 - SBE: More B-to-C industries plus B-to-B's
 - RAE: 3-digit NAICS detail and Regions built from Cities/Towns
- **Content** expansion
 - Additional demo and econ characteristics
 - Additional 3rd party data
- **Functionality** expansion
 - Dashboard, time series
 - “Add your own data” and mobile support



Closing

- Customer focus
 - Pass the word to your friends and colleagues
- Easy to use?
 - Are they? Send us feedback!
- Useful?
 - What else should we add?
 - What should we delete?



Any other Questions:

andrew.w.hait@census.gov
(301)763-6747

Thank You!