Exploring Census Data
Webinar Series:
Webinar #5 –
Small and Minority-Owned Businesses

An Exploratory Dive Into Small & Minority-Owned Business Data

Audio: To hear the audio, you must call BY TELEPHONE to 800-857-8887
(passcode: 8617957)

Thursday, August 22, 2019

Presented by: Adam Grundy & Caleb Hopler
US Census Bureau
Exploring Census Data
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Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Topics may change based on attendee feedback
- Will follow real-life use cases
- Presented by Census subject matter experts
- Will include Q&A
- Will be recorded and posted for later reference
- Learn more at: https://www.census.gov/academy
- View 2018 webinar series materials at: https://www.census.gov/data/training-workshops/recorded-webinars/business.html
About the Census Bureau

- The U.S. Census Bureau is the federal government’s largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including:
  - The Decennial Census – the once-a-decade population and housing count of all 50 states and U.S. territories
  - The American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American businesses
- Our mission is to serve as the leading source of quality data about America’s people, places, and economy.

Census Bureau Economic Surveys are a key source for official statistics companies can use:
- Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available

These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses.
Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers …

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
• Draw congressional and state legislative districts, school districts, and voting precincts
• Distribute more than $675 billion federal dollars annually to states
• Inform federal, tribal, state, and local government planning decisions
• Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
When it’s time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

Every household will have the option of responding online, by phone, or by mail.

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On or between</strong></td>
</tr>
<tr>
<td>March 12–20</td>
</tr>
<tr>
<td>March 16–24</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
</tr>
<tr>
<td>April 8–16</td>
</tr>
<tr>
<td>April 20–27</td>
</tr>
</tbody>
</table>
What You Can Do To Get Involved to Help Make the 2020 Census a Complete and Accurate Count Of the Nation’s People

• Actively support a complete and accurate count for the 2020 Census.
• Spread the word about more than 500,000 temporary Census jobs that peak in the spring of 2020.
• https://2020census.gov/jobs
• Research the characteristics and projected self-response rates for your own neighborhood and strategically think through how you can improve the count among your family, friends, and neighbors. https://www.census.gov/roam
• Urge everyone you are connected with to self-respond to the Census in late March and April 2020.
  1. The Census is Important
  2. The Census is Easy
  3. The Census is Safe
• Join your local Complete Count Committee and lend your expertise to ensure all segments of your community are accurately counted in 2020.
• https://2020census.gov

How will our country look in 2020?
Today’s Webinar

Will focus on the information available from the Census Bureau on Small and Minority-Owned Businesses, including:

- Examples of Small & Minority-owned Business Data Sources Available from Census
- Data Tools including Census Business Builder & American FactFinder
- Infographics & Other Key Visualizations
- In Scope & Out of Scope Points on Minority-owned Businesses
Examples of Small & Minority-Owned Business Data Sources and Data Tools

Data Sources:
• Survey of Business Owners (SBO)
• Annual Survey of Entrepreneurs (ASE)
• Annual Business Survey (ABS)
• County Business Patterns (CBP)
• Nonemployer Statistics (NES)

Data Tools:
• American FactFinder (AFF)
• Data.Census.Gov (Cedsci)
• Census Business Builder (CBB)
Small and Minority-Owned Business Data

The *Survey of Business Owners (SBO)*

- Began as a special study in 1969, to measure the competitiveness of U.S. minority-owned firms
- Added to the Economic Census, which is required by law to be taken every five years, for years ending in “2” and “7”
- Large sample size of 1.75 million businesses
- Only comprehensive statistics on selected economic and demographic characteristics for businesses and business owners by the sex, ethnicity, race, and veteran status of the majority owners
- Data products - Tables, datasets accessible via API, and estimates via Census Business Builder (CBB) for survey year 2012

SBO Offers:

Firm-level data by owner demographics for both employer and nonemployer firms by:
- Detailed industry (2- to 6-digit NAICS code) at the national level
- National, state, metro area, county, and economic place
- Size of firm

Includes:
- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Plus, business characteristics and owner characteristics tables
Visualization of 2012 SBO Data
America’s Diverse Entrepreneurs

America’s Diverse Entrepreneurs
Each Group as a Percentage of All Business Owners: 2007 and 2012

Gender

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male-owned</td>
<td>51.3</td>
<td>53.7</td>
</tr>
<tr>
<td>Female-owned</td>
<td>28.9</td>
<td>35.8</td>
</tr>
<tr>
<td>Male/Female-owned</td>
<td>17.0</td>
<td>8.9</td>
</tr>
<tr>
<td>Publicly held /not classifiable</td>
<td>2.9</td>
<td>1.6</td>
</tr>
</tbody>
</table>

*Due to a change in methodology, male/female-owned may not be comparable.

Veteran Status

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veteran-owned</td>
<td>9.0</td>
<td>9.1</td>
</tr>
</tbody>
</table>

Race

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>78.0</td>
<td>83.4</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9.4</td>
<td>7.1</td>
</tr>
<tr>
<td>Asian</td>
<td>6.9</td>
<td>5.7</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>1.0</td>
<td>0.9</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>0.2</td>
<td>0.1</td>
</tr>
<tr>
<td>Some other race</td>
<td>4.3</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Note: Percentages do not add to 100 because race categories are not mutually exclusive. Additionally, some firms are publicly held and other firms are not classifiable by gender, ethnicity, race, and veteran status.

Example of 2012 Survey of Business Owners (SBO) Detailed Data Related to Minority-Owned Businesses

### Table View

<table>
<thead>
<tr>
<th>Geographical Area Name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>2012 SBO NAICS code</th>
<th>Meaning of 2012 SBO NAICS code</th>
<th>Year</th>
<th>Number of firms with or without paid employees</th>
<th>Sales, except sal of shipments of firms</th>
<th>Number of firms with paid employees</th>
<th>Sales, except sal of shipments of firms</th>
<th>Number of paid employees in period ending March 12</th>
<th>Number of firms without paid employees</th>
<th>Sales, except sal of shipments of firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>60</td>
<td>Total for all sectors</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>530,447</td>
<td>69,718,579</td>
<td>60,053</td>
<td>57,380,912</td>
<td>326,510</td>
<td>9,380,919</td>
<td>479,394</td>
</tr>
<tr>
<td>New York, NY</td>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>154</td>
<td>3,455</td>
<td>3</td>
<td>627</td>
<td>5</td>
<td>50</td>
<td>181</td>
</tr>
<tr>
<td>New York, NY</td>
<td>21</td>
<td>Mining, quarrying, and oil and gas extraction</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>61</td>
<td>1,116</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,116</td>
</tr>
<tr>
<td>New York, NY</td>
<td>22</td>
<td>Utilities</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>397</td>
<td>4,032</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4,032</td>
</tr>
<tr>
<td>New York, NY</td>
<td>34.33</td>
<td>Manufacturing</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>5,706</td>
<td>1,478,071</td>
<td>1,487</td>
<td>1,374,638</td>
<td>11,442</td>
<td>333,606</td>
<td>4,214</td>
</tr>
<tr>
<td>New York, NY</td>
<td>42</td>
<td>Wholesale trade</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>12,282</td>
<td>18,610,042</td>
<td>5,336</td>
<td>10,081,972</td>
<td>25,372</td>
<td>1,031,695</td>
<td>8,949</td>
</tr>
<tr>
<td>New York, NY</td>
<td>44-45</td>
<td>Retail trade</td>
<td>All firms</td>
<td>All firms</td>
<td>2012</td>
<td>40,474</td>
<td>14,675,470</td>
<td>13,304</td>
<td>13,945,664</td>
<td>53,730</td>
<td>1,150,602</td>
<td>32,491</td>
</tr>
</tbody>
</table>

**Note:** This is a modified view of the original table. Not all rows may be displayed below. Click "Back to Search" to select other geographies or industry codes using the search options on the left. This table contains a total of 4,020,463 data rows.

**Release Date:** 12/15/2015

**NOTE:** Includes firms with paid employees and firms with no paid employees. Data are based on the 2012 Economic Census, and the estimates of business ownership by gender, ethnicity, race, and veteran status are from the 2012 Survey of Business Owners. Selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate, but only once in the U.S. and state totals for all sectors. For versions of this table available for the following years:

- 2012
- 2013
- 2014
- 2015
Small and Minority-Owned Business Data

The Annual Survey of Entrepreneurs (ASE)

• Joint effort between the Ewing Marion Kauffman Foundation, the Minority Business Development Agency, and the Census Bureau

• Provides more frequent, annual statistics for 2014 – 2016

• Smaller sample size of 290,000 employer businesses has produced less detailed estimates than the SBO

• New module of questions introduced each survey year:
  • Innovation and R&D (2014)
  • Management and record-keeping practices (2015)
  • Banking, advice and planning, regulations (2016)

• Data products - Tables and datasets accessible via API

ASE Offers:

Firm-level data by owner demographics for employer firms only by:
• Industry sector (2-digit NAICS)
• National, state, and the top fifty most populous metro areas
• Years in business
• Size of firm

Includes:
• Number of firms
• Sales and receipts
• Number of employees
• Annual payroll

Plus, business characteristics and owner characteristics tables
Visualization of 2015 ASE Data Related to Hispanic-Owned Businesses

Hispanic-Owned Firms Top Five States

Number of Firms

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>68,563</td>
</tr>
<tr>
<td>Florida</td>
<td>61,256</td>
</tr>
<tr>
<td>Texas</td>
<td>51,849</td>
</tr>
<tr>
<td>New York</td>
<td>24,026</td>
</tr>
<tr>
<td>Illinois</td>
<td>13,873</td>
</tr>
</tbody>
</table>

Source: 2015 Annual Survey of Entrepreneurs
www.census.gov/programs-surveys/ase.html
### Example of 2016 Annual Survey of Entrepreneurs (ASE)
#### Data Related to Minority-Owned Businesses

<table>
<thead>
<tr>
<th>2016 Annual Survey of Entrepreneurs</th>
</tr>
</thead>
</table>

#### Table View

**Table Tools:**
- Show/Hide Rows/Columns
- Transpose Rows/Columns

**Legend:**
- Show/Hide rows and columns
- Collapse/Expand data categories
- Rearrange columns
- Descending

**Note:** This is a modified view of the original table.

Not all rows may be displayed below. Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 269,692 data rows.

**Release Date:** 08/16/2016

**NOTE:** Includes firms with payroll at any time during 2016. Employment reflects the number of paid employees during the March 12 pay period. Data are based on Census administrative records, and the estimates of business ownership by gender, ethnicity, race, and veteran status are based on the March 12 pay period. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate non-sampling error, and definitions, see Survey Methodology.

### Geographic areas

<table>
<thead>
<tr>
<th>State</th>
<th>NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Meaning of Gender code</th>
<th>Meaning of Ethnicity code</th>
<th>Meaning of Race code</th>
<th>Meaning of Veteran code</th>
<th>Year</th>
<th>Number of firms with paid employees</th>
<th>Sales, receipts, or value of shipments of firms with paid employees ($1,000)</th>
<th>Number of paid employees for pay period including March 12</th>
<th>Annual payroll ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>00</td>
<td>Total for all sectors</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>101,440</td>
<td>629,206</td>
<td>19,557,300</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>64</td>
<td>e</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>21</td>
<td>Mining, quarrying, and oil and gas extraction</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>44</td>
<td>b</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>22</td>
<td>Utilities</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>27</td>
<td>b</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>23</td>
<td>Construction</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>5,328</td>
<td>44,483</td>
<td>1,399,268</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>31</td>
<td>Manufacturing</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>2,397</td>
<td>23,903</td>
<td>786,197</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>42</td>
<td>Wholesale trade</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>7,302</td>
<td>32,724</td>
<td>1,445,034</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>44-45</td>
<td>Retail trade</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>15,625</td>
<td>56,052</td>
<td>1,576,813</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>45-45</td>
<td>Transportation and warehousing</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>4,704</td>
<td>22,250</td>
<td>755,503</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>51</td>
<td>Information</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>All firms</td>
<td>2016</td>
<td>981</td>
<td>i</td>
<td>S</td>
<td></td>
</tr>
</tbody>
</table>

### Version of this table

Versions of this table are available for the following years:
- 2018
- 2016
- 2014
Annual Business Survey (ABS): High-level Overview

Past

3 independent surveys
SBO, ASE, BRDI-M

Present

Combined 3 surveys into one survey – the Annual Business Survey

Future

Enterprise platform for businesses that combines administrative data and survey responses

Note: 2017 ABS Data will be Available Starting in the Fall of 2019
Small and Minority-Owned Businesses

The **Annual Business Survey (ABS)**

- **New survey** funded for survey years 2017 – 2021, by the Census Bureau and the National Science Foundation (NSF)
- Replaces the SBO, the ASE, and the Business R&D and Innovation Survey for Microbusinesses (BRDI-M), and the Innovation part of the Business R&D and Innovation Survey (BRDIS)
- Core content maintained each survey year
- Includes data on R&D activity and cost for businesses with 1-9 employees
- Uses administrative data wherever feasible, to produce estimates
- Rotates content to introduce new business topics each survey year

ABS Will Offer:

The only source of information for employer firms by:

- **Demographics** (gender, ethnicity, race, and veteran status)
- **Business characteristics** (e.g., source and amount of start-up capital)
- **Owner characteristics** (e.g., age and education)

Including:

- **R&D** (1 to 9 employees only)
- **Technology and intellectual property**
- **New content each survey year** (e.g., innovation and globalization)
Small and Minority-Owned Businesses

The *Annual Business Survey (ABS) (cont.)*

- Conducted on a company or firm basis
- NAICS coverage similar to the 2017 Economic Census
- Small and minority-owned business data by industry sector, will be presented at the national and state levels by:
  - Receipts size of firm
    (for firms with receipts less than $5,000, $5,000 to $9,999, etc.)
  - Employment size of firm
    (for firms with 1 to 4 employees, 5 to 10 employees, etc.)
- Data to be released in December 2019.

**ABS Will Offer:**

Firm-level data by owner demographics for employer firms only by:
- Detailed industry (2- to 6-digit NAICS code) at the national level
- National, state, metro area, county, and economic place
- Years in business
- Size of firm

Including:
- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Plus, business characteristics and owner characteristics tables
Census Business Builder: Regional Analyst Edition
Data on Minority-Owned Businesses

• “Small Business” is not a term used by the Census Bureau
• Census Business Builder (CBB) contains several key variables for minority-owned business categories
• CBB Regional Analyst Edition (RAE) is utilized for these screenshots
• The variables in the dashboard can easily be changed for your own data needs
• Version 2.6 was released on August 16th
16% (n/a) Percent Minority-owned employer firms (MoE +/-)
Deeper Dive Into Retail Data from CBB RAE Version 2.6

• Reports are downloadable
• Display many key variables and statistics on Minority-owned businesses
• Data sources in the report include:
  • 2016 County Business Patterns
  • 2016 Zip Code Business Patterns
  • 2016 Nonemployer Statistics
  • 2012 Survey of Business Owners
  • 2012 ECON Census
Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the industry selected.)

### Employer Businesses

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Employer establishments (Total)</td>
<td>2,527</td>
</tr>
<tr>
<td>Total employment of employers</td>
<td>32,426</td>
</tr>
<tr>
<td>Total annual payroll of employers ($1,000)</td>
<td>$886,340</td>
</tr>
<tr>
<td>Average employment per employer</td>
<td>13</td>
</tr>
<tr>
<td>Average payroll per employee</td>
<td>$27,334</td>
</tr>
<tr>
<td>Population per employer</td>
<td>232</td>
</tr>
</tbody>
</table>
Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the Industry selected.)

<table>
<thead>
<tr>
<th>NAICS Sector</th>
<th>All Employer establishments (Total)</th>
<th>Total employment of employers</th>
<th>Total annual payroll of employers ($1,000)</th>
<th>Total revenue of employers ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>51: Information</td>
<td>540</td>
<td>10,512</td>
<td>$770,170</td>
<td>Suppressed (N)</td>
</tr>
<tr>
<td>55: Management of Companies and Enterprises</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>31-33: Manufacturing</td>
<td>978</td>
<td>26,432</td>
<td>$1,300,805</td>
<td>$8,768,477</td>
</tr>
<tr>
<td>21: Mining and Oil and Gas Extraction</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>81: Other Services</td>
<td>1,699</td>
<td>11,796</td>
<td>$409,228</td>
<td>$1,762,028</td>
</tr>
<tr>
<td>53: Real Estate and Rental and Leasing</td>
<td>1,224</td>
<td>8,268</td>
<td>$357,039</td>
<td>$1,479,347</td>
</tr>
<tr>
<td>44-45: Retail Trade</td>
<td>2,527</td>
<td>32,426</td>
<td>$886,340</td>
<td>$8,508,267</td>
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<tr>
<td>NAICS Sector</td>
<td>Percent Minority-owned employer firms</td>
<td>Percent White-owned employer firms</td>
<td>Percent Black-owned employer firms</td>
<td>Percent American Indian- and Alaska Native-owned employer firms</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------------------------</td>
<td>----------------------------------</td>
<td>----------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>21: Mining and Oil and Gas Extraction</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>81: Other Services</td>
<td>22%</td>
<td>74%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>54: Professional, Scientific, and Technical Services</td>
<td>5%</td>
<td>89%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>53: Real Estate and Rental and Leasing</td>
<td>4%</td>
<td>75%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>44-45: Retail Trade</td>
<td>16%</td>
<td>74%</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Demographic Data
• American Community Survey (ACS) basics

• Exploring workforce & target market demographics using ACS data

• Stay in touch
Workforce Demographics with the American Community Survey

The American Community Survey (ACS)
• The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
• Surveys **3.5 million** addresses and informs over **$675 billion** of Federal government spending each year
• Covers **40+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
• Three key annual data releases:
  • 1-year Estimates (for geographies with populations 65,000+)
  • 1-year Supplemental Estimates (for geographies with populations 20,000+)
  • 5-year Estimates (for all available levels of geography)

**Key Estimates from the ACS for Small and Minority-Owned Businesses:**

**Social**
Veterans age 18 to 34 years employed in the civilian labor force: **25,567**

**Demographic:**
Civilian employed Hispanic or Latino population 16 years and over: **2,881,993**

**Economic**
Median age commuting to work by public transportation: **38.2**

**Housing:**
Number of vacant housing units for migrant workers: **259**
(Geography: Los Angeles-Long Beach-Anaheim, CA MSA)
## The American Community Survey

Content Overview

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>HOUSING</th>
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</thead>
<tbody>
<tr>
<td>SOCIAL</td>
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<tr>
<td>Ancestry</td>
<td>Computer &amp; Internet Use</td>
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<tr>
<td>Citizenship</td>
<td>Costs (Mortgage, Rent, Taxes, Insurance)</td>
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<tr>
<td>Disability</td>
<td>Heating Fuel</td>
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<tr>
<td>Educational Attainment</td>
<td>Home Value</td>
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<td>Fertility</td>
<td>Occupancy</td>
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<td>Grandparents</td>
<td>Plumbing/Kitchen Facilities</td>
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<tr>
<td>Language</td>
<td>Structure</td>
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<tr>
<td>Marital Status</td>
<td>Tenure (Own/Rent)</td>
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<tr>
<td>Migration</td>
<td>Utilities</td>
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<tr>
<td>School Enrollment</td>
<td>Vehicles</td>
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<tr>
<td>Veterans</td>
<td>Year Built/ Year Moved In</td>
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<td>DEMOGRAPHIC</td>
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</tr>
<tr>
<td>Age</td>
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<tr>
<td>Hispanic Origin</td>
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<tr>
<td>Race</td>
<td></td>
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<tr>
<td>Relationship</td>
<td></td>
</tr>
<tr>
<td>Sex</td>
<td></td>
</tr>
<tr>
<td>ECONOMIC</td>
<td></td>
</tr>
<tr>
<td>Class of Worker</td>
<td></td>
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<tr>
<td>Commuting</td>
<td></td>
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<tr>
<td>Employment Status</td>
<td></td>
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<tr>
<td>Food Stamps (SNAP)</td>
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<tr>
<td>Health Insurance</td>
<td></td>
</tr>
<tr>
<td>Hours/Week, Weeks/Year</td>
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</tr>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Industry &amp; Occupation</td>
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</tbody>
</table>
The American Community Survey
Selected Census Geographic Concepts

Nation
- Metropolitan and Micropolitan Areas
- Urban Areas
- American Indian/Alaska Native Areas/Hawaiian Home Lands
- Zip Code Tabulation Areas

Regions
- Congressional Districts
- School Districts
- Places
- Public Use Microdata Areas (PUMAs)
- Alaska Native Regional Areas
- State Legislative Districts

States
- 930,000 Geographic Areas
- 35,000+ Communities
- Block Groups

Census Tracts

Places

School Districts

Congressional Districts

Urban Areas

Block Groups

Zip Code Tabulation Areas

Alaska Native Regional Areas

Public Use Microdata Areas (PUMAs)
Census Data for America’s Workforce

• Provide Employment Opportunities
  • Identifying specific groups
  • Providing insight into the jobs and careers pursued by these groups

• Ensure Equal Employment Opportunity
  • Helping enforce nondiscrimination in employment

• Understand Changes
  • Measuring growing or declining industries and occupations.
The American Community Survey

Outline

• American Community Survey (ACS) basics

• Exploring workforce & target market demographics using ACS data

• Stay in touch
The American Community Survey

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The American Community Survey
Continue the Conversation

Sign up for and manage alerts at
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information online:
https://www.census.gov/acs

Census Customer Service Center
800-923-8282

Social media: @uscensusbureau

acso.users.support@census.gov

Source Us:
U.S. Census Bureau’s [YYYY – YYYY] American Community Survey
[1/3/5]-year [estimates/statistics/data release]
The American Community Survey
Data Tell Stories. Tell us Yours!

census.gov/acs/www/share-your-story
Exploring Census Data Webinar Series

• Next webinar on Hidden Gems scheduled for September 25, 2019

• Will cover key data available from the Census Bureau
  • Learn more at https://www.census.gov/data/training-workshops.html
Q & A and Thank You!

Contact Information:

Adam Grundy at adam.p.grundy@census.gov
301-763-7592

Caleb Hopler at caleb.m.hopler@census.gov
301-763-7592

For detailed questions concerning the 2020 Decennial, contact:
301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data

Or email us at: census.askdata@census.gov
Reference Materials
North American Industry Classification System (NAICS)

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years
<table>
<thead>
<tr>
<th>Sector</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, Forestry, Fishing and Hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, Quarrying, and Oil and Gas Extraction</td>
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<tr>
<td>22</td>
<td>Utilities</td>
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<tr>
<td>23</td>
<td>Construction</td>
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<tr>
<td>31-33</td>
<td>Manufacturing</td>
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<tr>
<td>42</td>
<td>Wholesale Trade</td>
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<tr>
<td>44-45</td>
<td>Retail Trade</td>
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<tr>
<td>48-49</td>
<td>Transportation and Warehousing</td>
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<tr>
<td>51</td>
<td>Information</td>
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<tr>
<td>52</td>
<td>Finance and Insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real Estate and Rental and Leasing</td>
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<tr>
<td>54</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>55</td>
<td>Management of Companies and Enterprises</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and Support and Waste Management and Remediation Services</td>
</tr>
<tr>
<td>61</td>
<td>Educational Services</td>
</tr>
<tr>
<td>62</td>
<td>Health Care and Social Assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>81</td>
<td>Other Services (except Public Administration)</td>
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<td>92</td>
<td>Public Administration</td>
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<td>Level</td>
<td>Code</td>
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<td>Subsector</td>
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<td>Industry Group</td>
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<td>Industry</td>
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<td>U.S. Industry</td>
<td>515112</td>
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</table>
Application Programming Interface (API)

census.gov/developers
Handbooks

• Understanding and Using American Community Survey Data:
  
  • What All Data Users Need to Know – *available now*
  
  • What the Business Community Needs to Know – *available now*
  
  • What State and Local Governments Need to Know – *available now*

https://census.gov/programs-surveys/acs/guidance/handbooks.html