Women and Minority Owned Businesses and Entrepreneurs

Presented by: Noelia Ana Moussignac
U.S. Census Bureau
Noelia Moussignac is a Data Dissemination Specialist with the U.S. Census Bureau (2017-present). She is one of several specialists throughout the country that are available to conduct training, give presentations and provide assistance with inquiries for several types of stakeholders. Prior to her work with the Census Bureau, Noelia was a Financial and Program Analyst for the Corps of Engineers from 2013-2017 and as well as for the Department of Defense from 2003-2013.
Outline/Objectives

I. About the Census Bureau

II. Data Sources
   • The American Community Survey (ACS)
   • County Business Patterns & Nonemployer Statistics (CBP & NES)
   • The Annual Business Survey & Nonemployer Statistics
     - Demographics (ABS & NES-D)

III. Accessing These Statistics
   • CBB
   • Other tools

IV. Summary & Q&A
About the Census Bureau

The U.S. Census Bureau is the federal government’s largest statistical agency.

We conduct more than 100 censuses & surveys each year, including:
- The Decennial Census
- The American Community Survey
- The Economic Census

Our mission is to serve as the nation’s leading provider of quality data about its people & economy.
What is the Frequency?

Census Bureau Economic Surveys are a key source for official statistics companies can use:

- Monthly & Quarterly – most **TIMELY** data available
- Annual surveys – larger samples & provide the most up-to-date **TREND** data available
- Every 5 years, the Economic Census measures all businesses & provides the most **COMPREHENSIVE** data available

These surveys set the standard for U.S. economic statistics, & are fueled by the data provided by individual businesses.
Key Census Bureau Business Data Terms

- **NAICS (North American Industry Classification System)**
  - Our primary data dimension
- **Establishments (vs. Companies, Firms, etc.)**
  - Our collection/tabulation level
- **Employers (vs. Nonemployers)**
  - Most programs only cover employer businesses
  - Nonemployers: self-employed individuals
- **U.S. Code Title 13 & 26**
  - Protects business privacy & confidentiality
Steps to Start a Small Business

1. Ideation
2. Conduct Market Research
3. Secure Funding, Location, etc.
4. OPEN!
Step 1: Ideation

- Will it cater to other businesses? (B-to-B)
- Who are my customers?
- Who are my competitors?
- Who are my suppliers, etc.
- Will it cater to the general public? (B-to-C)
- The same questions as above
I want to open an Automobile Parts & Accessories Store (NAICS 441310)

Will it be a B-to-B?
NO

Will it be a B-to-C?
YES

CUSTOMERS: mechanics who live within 20 miles of my business

COMPETITORS: other auto parts stores in my area

SUPPLIERS: auto parts wholesalers
COMP BUSINESSES: auto repair facilities, etc.
I want to open an Auto Parts Wholesale Business (NAICS 423120)

Will it be a B-to-B?
- YES

Will it be a B-to-C?
- NO

CUSTOMERS: auto repair facilities, & retail parts stores in the area.
SECONDARY CUSTOMERS: consumers who frequent these businesses.
COMPETITORS: are other auto parts wholesalers in my area
SUPPLIERS: auto parts manufacturers & importers
COMP BUSINESSES: include truck parts wholesalers, etc.
The American Community Survey
American Community Survey

• The nation’s most current, reliable, & accessible data source for local stats on critical planning topics
• Surveys 3.5 million addresses & informs over $675 billion of Federal government spending each year
• Covers 40+ topics, supports over 300 evidence-based Federal government uses, & produces 11 billion estimates each year
• Three key annual data releases:
  • 1-year Estimates (for large populations)
  • 1-year Supplemental Estimates (for small populations)
  • 5-year Estimates (for very small populations)
Selected Census Bureau Geographic Concepts

- Nation
  - Regions
    - States
      - Counties
        - Census Tracts
          - Census Blocks
          - Block Groups
          - County Subdivisions
          - Places
      - Public Use Microdata Areas (PUMAs)
      - Alaska Native Regional Areas
    - American Indian/Alaska Native Areas/Hawaiian Homelands
    - Zip Code Tabulation Areas
  - Metropolitan & Micropolitan Areas
  - Urban Areas
- Congressional Districts
- School Districts
- Places
- School Districts
- County Subdivisions
- Census Blocks
- Public Use Microdata Areas (PUMAs)

805,000+ Geographic Areas

35,000+ Communities
Selected Census Geographic Concepts

- **STATE**
- **COUNTY**
- **CENSUS TRACT**
- **BLOCK GROUP**

County of El Paso
## Differences between Census Economic Programs & the American Community Survey

<table>
<thead>
<tr>
<th></th>
<th>Economic Programs</th>
<th>ACS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimate Base</strong></td>
<td>Establishment</td>
<td>Household</td>
</tr>
<tr>
<td><strong>Industry</strong></td>
<td>NAICS</td>
<td>Census Codes</td>
</tr>
<tr>
<td><strong>Geographies</strong></td>
<td>ZIP Codes, Tribal businesses, Public</td>
<td>ZCTAs, Tribal areas, Public</td>
</tr>
<tr>
<td></td>
<td>establishment</td>
<td>area, extra geographies</td>
</tr>
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</table>

United States Census Bureau
<table>
<thead>
<tr>
<th>Businesses Use the ACS Data to...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DETERMINE</strong></td>
</tr>
<tr>
<td>• when &amp; where to open new facilities or expand existing ones based on population &amp; demographic trends</td>
</tr>
<tr>
<td><strong>CREATE</strong></td>
</tr>
<tr>
<td>• effective regional marketing strategies that better serve communities &amp; investors</td>
</tr>
<tr>
<td><strong>INFORM</strong></td>
</tr>
<tr>
<td>• hiring decisions &amp; workforce evaluation</td>
</tr>
<tr>
<td><strong>FORECAST</strong></td>
</tr>
<tr>
<td>• growth &amp; sales to make better strategic decisions</td>
</tr>
<tr>
<td><strong>STOCK</strong></td>
</tr>
<tr>
<td>• shelves with goods suited to local household incomes or demographics</td>
</tr>
<tr>
<td><strong>INVEST in</strong></td>
</tr>
<tr>
<td>• in infrastructure improvements</td>
</tr>
<tr>
<td><strong>PERFORM</strong></td>
</tr>
<tr>
<td>• risk analysis</td>
</tr>
</tbody>
</table>

census.gov/content/census/en/programs-surveys/acs/library/videos
Maricopa Association of Governments Commute Shed Reports

- Use ACS data to help drive economic development in the Phoenix, Arizona metropolitan area
- Show the area from which a worker can commute in 30 minutes or less from 100 key locations
- Provide a picture of the residents, workers, & employers near a given location
- ACS data used in the report:
  - Educational Attainment
  - Median Household Income
  - Median Age
  - Occupation

Commute Shed Reports are used by the Maricopa Association of Governments’ member agencies to grow regional economic opportunities & attract potential businesses looking to locate in the region.

"Tools such as industry cluster maps, commute shed reports, & a magnitude of demographic information have proven to be critical components in our smart growth plans for the future."

– Mayor Cathy Carlat, Peoria, Arizona
ACS Data in Action: Opening a New Small Business – A Bike Shop in Portland, Oregon
Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- COVID-19 Data Hub
- data.census.gov
CBP & NES
General information about County Business Patterns (CBP)

- This program covers Employer Businesses in the U.S.
- Is published annually
- Includes statistics on the number of establishments, employment, & annual payroll for nearly every 2- thru 6-digit NAICS code
- Data are published at the national, state, metro area, county, congressional district, & ZIP Code levels
  - CBP also covers the 5 US territories
- Data are also shown by employment size of the establishment & by Legal Form of Organization
- Other facts about CBP:
  - See [https://www.census.gov/programs-surveys/cbp.html](https://www.census.gov/programs-surveys/cbp.html) for more information about this program
  - The data are available on data.census.gov, CBB, the CBP web site (for download), the Census API, etc.)
A Deeper Dive Into CBP

- CBP data can be used by entrepreneurs & existing business owners to better understand their potential customers (for B-to-B businesses), competitors, & suppliers.
- The Employment Size data can be used to better understand the distribution of businesses in the industry by their size & potentially identify the “optimal” final business size.
- The LFO data can help entrepreneurs plan for which legal form might be best for their type of business.
General Information About Nonemployer Statistics (NES)

- This program covers Nonemployer Businesses (self-employed persons) in the U.S.
- Is published annually
- Includes statistics on the number of firms & revenue for most 2-thru 6-digit NAICS codes
- Data are published at the national, state, metro area, & county levels
  - CBP does not cover the 5 US territories
- Data are also shown by revenue size of the firm & by Legal Form of Organization
- Other facts about NES:
  - See [https://www.census.gov/programs-surveys/nonemployer-statistics.html](https://www.census.gov/programs-surveys/nonemployer-statistics.html) for more information about this program
  - The data are available on data.census.gov, CBB, the NES web site (for download), the Census API, etc.)
A Deeper Dive Into NES

• NES data can be used by entrepreneurs & existing business owners to better understand their potential customers (for B-to-B businesses), competitors, & suppliers
• The Revenue Size data can be used to better understand the distribution of businesses in the industry by their size & potentially identify the “optimal” final business size
• The LFO data can help entrepreneurs plan for which legal form might be best for their type of business
<table>
<thead>
<tr>
<th>Meaning of LFO code</th>
<th>Meaning of Sales, value of shipments, or revenue size of establishment code</th>
<th>Year</th>
<th>Number of nonemployer establishments</th>
<th>Nonemployer sales, value of shipments, or revenue ($1,000)</th>
<th>Nonemployer sales, value of shipments, or revenue per establishment ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All establishments</td>
<td>All establishments</td>
<td>2018</td>
<td>39,292</td>
<td>2,633,905</td>
<td>67,034</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue less than $5,000</td>
<td>2018</td>
<td>8,047</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $5,000 to $9,999</td>
<td>2018</td>
<td>4,670</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $10,000 to $24,999</td>
<td>2018</td>
<td>7,939</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $25,000 to $49,999</td>
<td>2018</td>
<td>5,603</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $50,000 to $99,999</td>
<td>2018</td>
<td>5,270</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $100,000 to $249,999</td>
<td>2018</td>
<td>5,099</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $250,000 to $499,999</td>
<td>2018</td>
<td>2,209</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>All establishments</td>
<td>Establishments with sales, value of shipments, or revenue of $500,000 to $999,999</td>
<td>2018</td>
<td>455</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>C-corporations &amp; other corporate legal forms of organization</td>
<td>All establishments</td>
<td>2018</td>
<td>977</td>
<td>148,639</td>
<td>152,138</td>
</tr>
<tr>
<td>S-corporations</td>
<td>All establishments</td>
<td>2018</td>
<td>2,917</td>
<td>467,864</td>
<td>160,392</td>
</tr>
<tr>
<td>Individual proprietorships</td>
<td>All establishments</td>
<td>2018</td>
<td>33,461</td>
<td>1,692,486</td>
<td>50,581</td>
</tr>
<tr>
<td>Partnerships</td>
<td>All establishments</td>
<td>2018</td>
<td>1,937</td>
<td>324,916</td>
<td>167,742</td>
</tr>
</tbody>
</table>
General Information About The Annual Business

- This program covers Employer Businesses in the U.S.
- Is published annually
- Includes statistics on the number of firms, employment, annual payroll, & sales, shipments, receipts, or revenue for nearly every 2- thru 6-digit NAICS code
- Data are published at the national, state, county, & place levels
  - Nation & state: full NAICS; County & place: just NAICS 00
  - ABS does not cover the 5 US territories
- Data are also shown by race, ethnicity, gender, & veteran status of the business owner & by other characteristics of the business & the owner
- Other facts about ABS:
  - See https://www.census.gov/programs-surveys/abs.html for more information about this program
  - The data are available on data.census.gov, CBB, the ABS web site (for download), the Census API, etc.)
A Deeper Dive Into ABS

• ABS data can be used by entrepreneurs & existing business owners to better understand the demographic characteristics of their industry as well as information about potential customers, competitors, & suppliers
## Automotive Parts & Accessories Stores (NAICS 441310)

<table>
<thead>
<tr>
<th>Meaning of Race, Ethnicity, Sex, &amp; Veteran Status code</th>
<th>Year</th>
<th># of employer firms</th>
<th>Sales, value of shipments, or revenue of employer firms ($1K)</th>
<th># of employees</th>
<th>Annual payroll ($1K)</th>
<th>Avg sales per firm ($1K)</th>
<th>Avg sales per employee ($)</th>
<th>Avg sales per $ of payroll ($)</th>
<th>Avg annual payroll per employee ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>2017</td>
<td>16,625</td>
<td>55,624,851</td>
<td>345,209</td>
<td>8,858,606</td>
<td>3,346</td>
<td>161,134</td>
<td>6.28</td>
<td>25,662</td>
</tr>
<tr>
<td><strong>Classifiable</strong></td>
<td>2017</td>
<td>16,453</td>
<td>22,910,908</td>
<td>121,759</td>
<td>3,920,830</td>
<td>1,393</td>
<td>188,166</td>
<td>5.84</td>
<td>32,202</td>
</tr>
<tr>
<td><strong>Unclassifiable</strong></td>
<td>2017</td>
<td>171</td>
<td>32,713,943</td>
<td>223,450</td>
<td>4,937,776</td>
<td>191,310</td>
<td>146,404</td>
<td>6.63</td>
<td>22,098</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>2017</td>
<td>15,793</td>
<td>22,140,573</td>
<td>118,363</td>
<td>3,817,346</td>
<td>1,402</td>
<td>187,057</td>
<td>5.80</td>
<td>32,251</td>
</tr>
<tr>
<td><strong>Black or African American</strong></td>
<td>2017</td>
<td>97</td>
<td>97,713</td>
<td>735</td>
<td>17,686</td>
<td>1,007</td>
<td>132,943</td>
<td>5.52</td>
<td>24,063</td>
</tr>
<tr>
<td><strong>American Indian &amp; Alaska Native</strong></td>
<td>2017</td>
<td>35</td>
<td>100-249 employees</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Asian</strong></td>
<td>2017</td>
<td>494</td>
<td>576,322</td>
<td>2,270</td>
<td>73,019</td>
<td>1,167</td>
<td>253,886</td>
<td>7.89</td>
<td>32,167</td>
</tr>
<tr>
<td><strong>Native Hawaiian &amp; Other Pacific Islander</strong></td>
<td>2017</td>
<td>57</td>
<td>100-249 employees</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Minority</strong></td>
<td>2017</td>
<td>1,512</td>
<td>1,382,762</td>
<td>6,607</td>
<td>188,319</td>
<td>915</td>
<td>209,287</td>
<td>7.34</td>
<td>28,503</td>
</tr>
<tr>
<td><strong>Equally minority/nonminority</strong></td>
<td>2017</td>
<td>171</td>
<td>138,448</td>
<td>816</td>
<td>23,614</td>
<td>810</td>
<td>169,667</td>
<td>5.86</td>
<td>28,939</td>
</tr>
<tr>
<td><strong>Nonminority</strong></td>
<td>2017</td>
<td>14,770</td>
<td>21,389,697</td>
<td>114,336</td>
<td>3,708,897</td>
<td>1,448</td>
<td>187,078</td>
<td>5.77</td>
<td>32,439</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>2017</td>
<td>883</td>
<td>635,788</td>
<td>3,360</td>
<td>88,887</td>
<td>720</td>
<td>189,223</td>
<td>7.15</td>
<td>26,454</td>
</tr>
<tr>
<td><strong>Equally Hispanic/non-Hispanic</strong></td>
<td>2017</td>
<td>122</td>
<td>89,530</td>
<td>564</td>
<td>14,914</td>
<td>734</td>
<td>158,741</td>
<td>6.00</td>
<td>26,443</td>
</tr>
<tr>
<td><strong>Non-Hispanic</strong></td>
<td>2017</td>
<td>15,449</td>
<td>22,185,589</td>
<td>117,835</td>
<td>3,817,029</td>
<td>1,436</td>
<td>188,277</td>
<td>5.81</td>
<td>32,393</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>2017</td>
<td>1,317</td>
<td>1,955,280</td>
<td>8,749</td>
<td>303,132</td>
<td>1,485</td>
<td>223,486</td>
<td>6.45</td>
<td>34,648</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>2017</td>
<td>11,935</td>
<td>16,870,269</td>
<td>92,025</td>
<td>2,934,035</td>
<td>1,414</td>
<td>183,323</td>
<td>5.75</td>
<td>31,883</td>
</tr>
<tr>
<td><strong>Equally male/female</strong></td>
<td>2017</td>
<td>3,201</td>
<td>4,085,359</td>
<td>20,985</td>
<td>683,663</td>
<td>1,276</td>
<td>194,680</td>
<td>5.98</td>
<td>32,579</td>
</tr>
<tr>
<td><strong>Veteran</strong></td>
<td>2017</td>
<td>1,263</td>
<td>1,540,637</td>
<td>8,131</td>
<td>287,832</td>
<td>1,220</td>
<td>189,477</td>
<td>5.35</td>
<td>35,399</td>
</tr>
<tr>
<td><strong>Equally veteran/nonveteran</strong></td>
<td>2017</td>
<td>609</td>
<td>564,261</td>
<td>3,221</td>
<td>114,781</td>
<td>927</td>
<td>175,182</td>
<td>4.92</td>
<td>35,635</td>
</tr>
<tr>
<td><strong>Nonveteran</strong></td>
<td>2017</td>
<td>14,582</td>
<td>20,806,010</td>
<td>110,407</td>
<td>3,518,217</td>
<td>1,427</td>
<td>188,448</td>
<td>5.91</td>
<td>31,866</td>
</tr>
</tbody>
</table>

Spotlight Survey: NES-D
General Information About The Nonemployer Statistics - Demographics Survey (NES-D)

- This program covers Nonemployer Businesses in the U.S.
- Is published annually
  - Describes statistics on the number of firms & sales, shipments, receipts, or revenue for nearly every 2- & 3-digit NAICS code
- Data are published at the national, state, & county levels
  - Geographic levels shown vary by NAICS
  - NES-D does not cover the 5 US territories
- Data are also shown by race, ethnicity, gender, & veteran status of the business owner & other characteristics of the business
- Other facts about NES-D:
  - See https://www.census.gov/programs-surveys/abs/data/nesd.html for more information about this program
  - The data are available only on the NES-D web site (for download)
## Motor Vehicle & Parts Dealers (NAICS 441)

<table>
<thead>
<tr>
<th>Meaning of Race, Ethnicity, Sex, &amp; Veteran Status code</th>
<th>Year</th>
<th># of Nonemployer Firms</th>
<th>Sales, Value of Shipments, or Revenue of Nonemployer Firms ($1K)</th>
<th>Sales, Value of Shipments, or Revenue p/Nonemployer Firm ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2017</td>
<td>162,000</td>
<td>17,167,038</td>
<td>105,969</td>
</tr>
<tr>
<td>Classifiable</td>
<td>2017</td>
<td>161,000</td>
<td>17,069,600</td>
<td>106,022</td>
</tr>
<tr>
<td>Unclassifiable</td>
<td>2017</td>
<td>550</td>
<td>97,438</td>
<td>177,160</td>
</tr>
<tr>
<td>Veteran</td>
<td>2017</td>
<td>11,500</td>
<td>1,004,208</td>
<td>87,322</td>
</tr>
<tr>
<td>Equally veteran/nonveteran</td>
<td>2017</td>
<td>600</td>
<td>87,804</td>
<td>146,340</td>
</tr>
<tr>
<td>Nonveteran</td>
<td>2017</td>
<td>149,000</td>
<td>15,977,588</td>
<td>107,232</td>
</tr>
<tr>
<td>White</td>
<td>2017</td>
<td>136,000</td>
<td>15,347,365</td>
<td>112,848</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2017</td>
<td>15,000</td>
<td>826,741</td>
<td>55,116</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>2017</td>
<td>500</td>
<td>41,845</td>
<td>83,690</td>
</tr>
<tr>
<td>Asian</td>
<td>2017</td>
<td>8,500</td>
<td>778,476</td>
<td>91,585</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
<td>2017</td>
<td>200</td>
<td>11,804</td>
<td>59,020</td>
</tr>
<tr>
<td>Minority</td>
<td>2017</td>
<td>50,500</td>
<td>3,908,835</td>
<td>77,403</td>
</tr>
<tr>
<td>Equally minority/nonminority</td>
<td>2017</td>
<td>450</td>
<td>85,225</td>
<td>189,389</td>
</tr>
<tr>
<td>Nonminority</td>
<td>2017</td>
<td>110,000</td>
<td>13,075,540</td>
<td>118,869</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2017</td>
<td>29,000</td>
<td>2,451,143</td>
<td>84,522</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>2017</td>
<td>132,000</td>
<td>14,568,135</td>
<td>110,365</td>
</tr>
<tr>
<td>Equally Hispanic/non-Hispanic</td>
<td>2017</td>
<td>300</td>
<td>50,322</td>
<td>167,740</td>
</tr>
<tr>
<td>Female</td>
<td>2017</td>
<td>33,000</td>
<td>1,737,828</td>
<td>52,661</td>
</tr>
<tr>
<td>Male</td>
<td>2017</td>
<td>125,000</td>
<td>14,811,465</td>
<td>118,492</td>
</tr>
<tr>
<td>Equally male/female</td>
<td>2017</td>
<td>2,800</td>
<td>520,307</td>
<td>185,824</td>
</tr>
</tbody>
</table>
Other Programs (Disseminated In The Data.Census.Gov Platform) That Provide Data For NAICS 441310

• 2017 Economic Census
  • Basic statistics at the national, state, metro, county, & place levels
  • Industry by Products (NAPCS) at the national & state level
  • Concentration Ratios at the national level
  • Various size breakouts at the national level
• Similar data from the 2012 Economic Census
• Data from the 2012 Survey of Business Owners
Census Business Builder
### Determine the Best Location for Your Business

1. **What type of business do you want to research?**
   Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

   ![Business Categories](image)

   **Construction**  
   **Food Services**  
   **Healthcare**  
   **Personal Services**  
   **Prof & Biz Services**  
   **Retail**

   or Search for your type of business

   ![Search](image)

   **Industry Title, Keyword, or NAICS Code**

2. **What location do you want to research?**
   Select the location you want to research either clicking on the My Location button or by searching for it.

   ![Location Search](image)

   **Find My Location**  
   or  
   **State, Metro, County, City/Town, or ZIP Code**

3. **View Data**
   Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

   ![Go to Map](image)

   **Go To Map**

   Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

   ![Create Report](image)

   **Create Report**

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Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](http://www.census.gov/).  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](http://www.census.gov/).  
Release: 4.2.1 (Build: 6)
Other Tools To Access Key Data
TIME SERIES / TREND CHARTS

Please follow the steps in order:

1. Select the industry or category from which you wish to retrieve data:
   - Monthly Retail Trade and Food Services

2. Select a data range:
   - Start: 2008
   - End: 2021

3. Select the industry or category:
   - 4413: Automotive Parts, Accessories, and Repair Services

4. Select the data set:
   - Month: Monthly

5. Select the geographical level:
   - U.S. Total

Select any of the following:
- Not Seasonally Adjusted
- Seasonally Adjusted
- Data Estimate of Sampling Variability

Source: Monthly Retail Trade and Food Services
NAICS 4413: Automotive Parts, Accessories, and Repair Services U.S. Total
Jan–2008 to Dec–2021

United States Census Bureau
Summary

I. The Census Bureau does so much more than count the US population every 10 years!

II. These Census data can help entrepreneurs & small business owners research their markets & grow their business. The ACS, CBP, NES, ABS, & NES-D provide data that help address key market aspects.

IV. Merging Census data with other data paints the most complete picture.

V. Data.census.gov gives full access to nearly all of these data & so much more.
   CBB provides access to key statistics in a user-friendly platform.
Data Dissemination and Training

- **Bring our data experts to you.**
  Request a free data training for your organization.

- **Receive our Data Gems.**
  These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- **Get access to our Courses.**
  You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- **Interact with our instructors via Webinars.**
  Learn about our data releases and tools while attending these live virtual classes.

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Census.gov/Academy

**Contact us:**
Census.askdata@census.gov
1-844-ASK-DATA

Share your ideas and feedback at census.academy@census.gov
THANK YOU