Guided Search

What is Guided Search?

Guided Search is a step-by-step walkthrough of the data in American FactFinder, allowing users to find the most relevant data products for their search. Guided Search is ideal for users who are looking for basic economic statistics (e.g., Number of Establishments for a specific NAICS code). For more complex queries (e.g., Number of Establishments for multiple NAICS codes for multiple years) use Advanced Search.

How to Use Guided Search
To get started, click on Guided Search on the main page, and then click GET ME STARTED. The start page will appear.

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Let us lead you step by step to the data you're looking for.

GET ME STARTED

Step 1 - Categories
Data in Guided Search is organized by the following categories: people, housing, businesses or industries, dataset, and table number or table title.

To find economic data, select the 1 business or industries category. If you are interested in data from a specific year, select the 2 dataset category. After selecting a category, click 3 next to move on to the next step.
Step 2 - Topics

1. To select a topic, first expand a topic header by clicking the + sign next to each topic header. Once a topic header is expanded, the selectable topics appear as blue hyperlinks. You can select one or more topics.

2. After each topic is selected it will move to the Your Selections box. The Your Selections box will display all of the selected topics and the total number of available tables.

3. After selecting a topic, you can select additional topics, click NEXT to go to the next step, or click PREVIOUS to go to a previous step. You do not need to select a topic to go on to the next step.
Step 3 - Geography

Guided Search allows users to search for a small subset of geographies. It includes US, State, MSA, CSA, County, Economic Place, ZIP Code, and a few demographic specific geographies. For any geography not in this subset, please use Advanced Search. If your desired geography is available but greyed out, it is because the geography is not relevant to the items in the Your Selections box.

To search for a geography, you can either use the ① geography search text box, or the dropdown list. When using the dropdown list, you select a geographic type followed by one or more additional selections until a result appears. Once a result appears, select it and click ② ADD TO YOUR SELECTIONS to add it to Your Selections. You will now see the selected geography and the total number of tables that include all of the selections in the ③ Your Selections box.

After selecting a geography, either select additional geographies, click ④ NEXT to go to the next step, or click PREVIOUS to go to a previous step. You do not need to select geography to go on to the next step.
Step 4 - Industry Codes

On the Industry Codes page you can search by the following industry codes: North American Industry Classification System or NAICS, Material and Fuel, Product & Services, or Commodity Code.

To search for a code, you can use either the industry codes search box or the filters above the Industry Code Results box. Both search methods will update the Industry Code Results box. Continue to use filters and keywords until the results have been narrowed to a sufficient level. Once you find your industry code(s), select the code(s) and click Add to Your Selections to add it to your search. You will now see the selected Industry Code(s) and the total number of tables that include all of the selections in the Your Selections box.

After selecting an industry code, select additional codes, click NEXT to go to the next step, or click PREVIOUS to go to a previous step. You do not need to select an industry code to go on to the next step.
Step 5 - Search Results

On the Search Results page, will display the top 10 results associated with the criteria in Your Selections. To view all possible results click the link to Advanced Search below the search results. To edit Your Selections and change your results click PREVIOUS to go to a previous step. To open a table, click on the hyperlinked table title. You can view one table at a time.
Step 6 - View a Table

Now that you have found your data, you can use the table actions menu to modify, bookmark, print, or download the table. To return to the search results page, click BACK TO SEARCH RESULTS.