

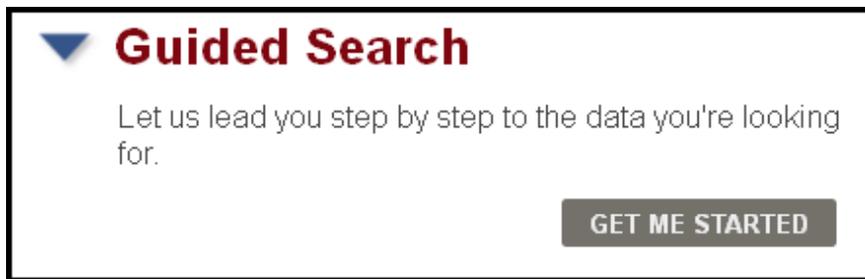
Guided Search

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.



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.

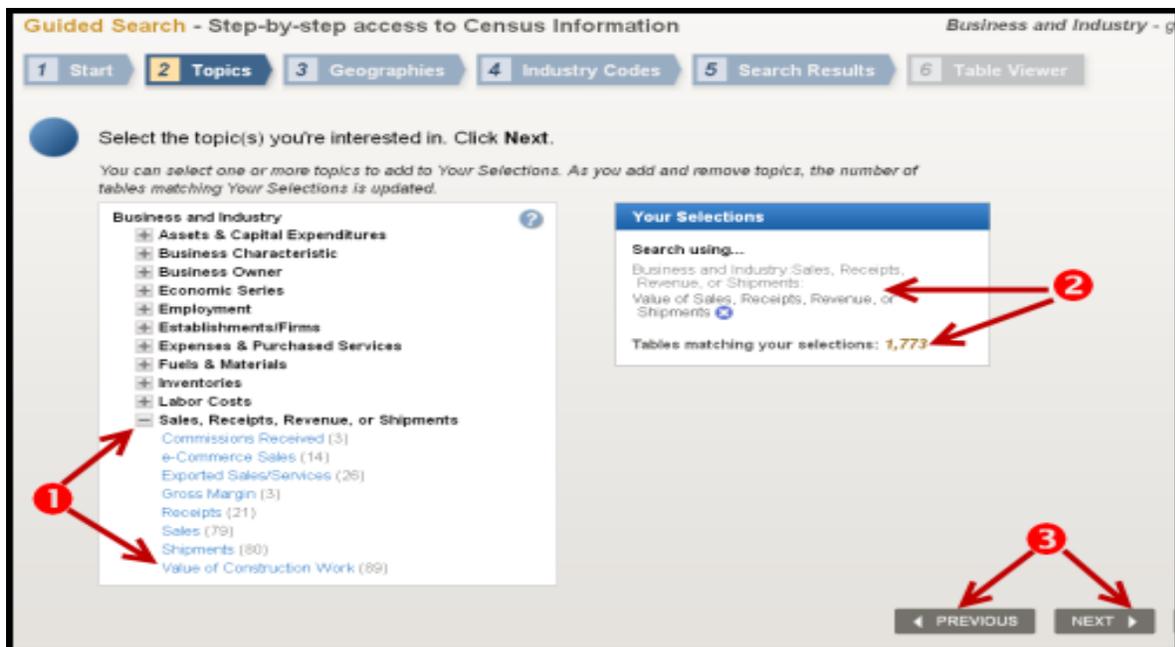


Step 2 - Topics

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.

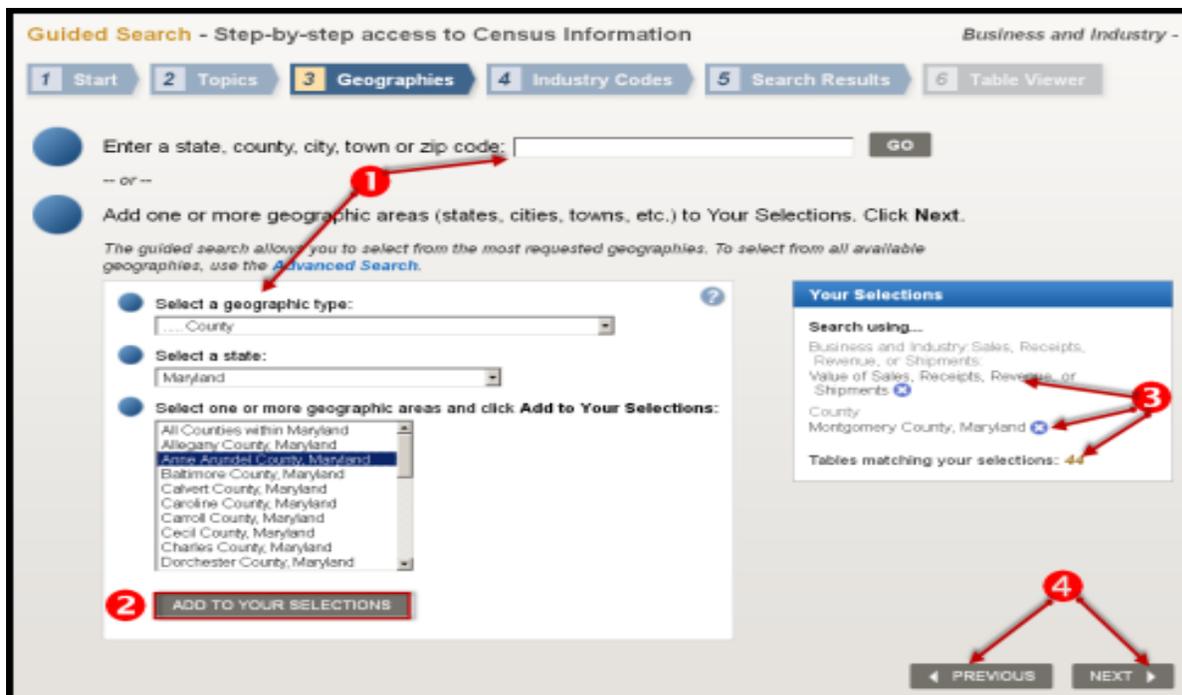


Step 3 - Geography

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 **drop down 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, **1** 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), **2** 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 **3 Your Selections box**.

After selecting an industry code, select additional codes, click **4 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.

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1 Start 2 Topics 3 Geographies 4 **Industry Codes** 5 Search Results 6 Table Viewer

Search for an industry, product, or commodity name or code:

-- or --

Browse industry, product, or commodity codes using the options below

- Industry Sector
- Industry Subsector
- Industry Level

Select one or more industry codes and click **Add to Your Selections**. Click **Next**.

Industry Code Results: 1-6 of 6

Your filters: Search: "new cars"

2 Selected:

Code	Description	Code Type	About
<input type="checkbox"/>	42312 Motor vehicle supplies and new parts merchant wholesalers	NAICS/NAICS Based Industry	?
<input type="checkbox"/>	423120 Motor vehicle supplies and new parts merchant wholesalers	NAICS/NAICS Based Industry	?
<input type="checkbox"/>	4231201 Motor vehicle supplies and new parts merchant wholesalers-warehouse distributors	NAICS/NAICS Based Industry	?
<input type="checkbox"/>	4231202 Motor vehicle supplies and new parts merchant wholesalers-jobbers	NAICS/NAICS Based Industry	?
<input checked="" type="checkbox"/>	44111 New car dealers	NAICS/NAICS Based Industry	?
<input checked="" type="checkbox"/>	441110 New car dealers	NAICS/NAICS Based Industry	?

2 Selected:

Your Selections

Search using...

- Business and Industry: Sales, Receipts, Revenue, or Shipments: Value of Sales, Receipts, Revenue, or Shipments
- County: Montgomery County, Maryland
- NAICS/NAICS Based Industry: 441110: New car dealers, 44111: New car dealers

Tables matching your selections: 8

Step 5 - Search Results

On the **Search Results** page, will display the **1** top 10 results associated with the criteria in **2** **Your Selections**. To view all possible results click the **3** link to **Advanced Search** below the search results. To edit **Your Selections** and change your results click **4** **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.

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Select a table, file or document from these top 10 search results:

Table, File or Document Title	ID	Dataset
All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2007	EC0700A1	2007 Economic Census
Retail Trade: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007	EC0744A1	2007 Economic Census
Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places: 2007	SB0700CSA01	2007 Survey of Business Owners
Statistics for All U.S. Firms by Industry, Veteran Status, and Gender for the U.S., States, Metro Areas, Counties, and Places: 2007	SB0700CSA02	2007 Survey of Business Owners
Statistics for All U.S. Firms by Industry, Veteran Status, and Ethnicity for the U.S., States, Metro Areas, Counties, and Places: 2007	SB0700CSA03	2007 Survey of Business Owners
Statistics for All U.S. Firms by Industry, Veteran Status, and Race for the U.S., States, Metro Areas, Counties, and Places: 2007	SB0700CSA04	2007 Survey of Business Owners
All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2002	EC0200A1	2002 Economic Census
Retail Trade: Geographic Area Series: Summary Statistics: 2002	EC0244A1	2002 Economic Census

See the **Advanced Search** to view all 8 search results matching the contents of "Your Selections":

Your Selections

Search using...

- Business and Industry: Sales, Receipts, Revenue, or Shipments: Value of Sales, Receipts, Revenue, or Shipments
- County: Montgomery County, Maryland
- NAICS/NAICS Based Industry: 44111: New car dealers

Tables matching your selections: 8

Step 6 - View a Table

Now that you have found your data, you can use the **1** **table actions menu** to **modify, bookmark, print, or download** the table. To return to the search results page, click **2** **BACK TO SEARCH RESULTS**.

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EC0744A1 Retail Trade: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007
2007 Economic Census

Table Viewer

Actions: [Modify Table](#) | [Bookmark](#) | [Print](#) | [Download](#) | [Create a Map](#)

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. [View Geography Notes](#) | [View Table Notes](#)

The table contains a total of 660,123 data rows.

These data are final, they supersede data released in earlier data files. Includes only establishments of firms with payroll. Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#) (pdf).

Geographic area name	2007 North American Industry Classification System (NAICS)	Meaning of 2007 North American Industry Classification System (NAICS)	Year	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of paid employees for pay period including March 12	Sales, receipts, or revenue from administrative records (%)	Sales, receipts, or revenue estimated (%)
Montgomery County, Maryland	44111	New car dealers	2007	60	3,578,891	306,865	73,745	5,826	8.6	1.3

Source: U.S. Census Bureau, 2007 Economic Census

Note: The data in this file are based on the 2007 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this file contain nonsampling error. Data users who create their own estimates using data from this file should cite the Census Bureau as the source of the original data only. For the full technical documentation, see [Survey Methodology](#) link in above headline.