

**Technical Information for the
2012 Survey of Business Owners (SBO): Characteristics of Businesses (CB) Dataset
Accessible via the Application Programming Interface (API)**

Estimates are provided for all firms that responded to the following characteristic(s) (DATA FIELDS) tabulated in this dataset and reported gender, ethnicity, race, or veteran status, or that were publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status (referred as “CBGROUP”):

- Whether the business was jointly-owned or operated by spouses in 2012 (SPOUSES)
- Whether the business was family-owned in 2012 (FAMOWN)
- Number of owners in 2012 (OWNRNUM)
- Year the business was originally established or self-employment activity begun (YRESTBUS)
- Sources of capital used to start or acquire the business (STRTSRCE)
- Total amount of capital used to start or acquire the business (ACQBUSCAP)
- Whether the business was home-based in 2012 (HOMEBUS)
- Sources used to finance expansion or capital improvements in 2012 (EXPSRCE)
- Total sales of 10 percent or more in 2012 by customer categories (CUST)
- Percent of total sales of goods and services that were exported outside the U.S. in 2012 (PEXPORT)
- Whether the business outsourced or transferred functions or services outside the U.S. in 2012 (OUTSRCUS)
- Languages used for customer transactions in 2012 (LANG)
- Types of workers used by the business in 2012 (WORKERS)
- Employee benefits that were totally or partly paid by the business in 2012 (BENEFITS)
- Whether the business had a website in 2012 (WEBSITE)
- Percent of total sales of goods and services that were from e-commerce in 2012 (PECOMMRC)
- Business activity characteristics in 2012 (BUSACT)
- Reasons that the business ceased operations since 2012 (CEASEOPS)
- Whether all or part of the business operated as a franchise in 2012 (OPFRAN)
- Whether the business had operations outside the U.S. in 2012 (BUSOUTUS)
- Whether the business owned intellectual property in 2012 (INTELCTPROP)

Characteristic data are tabulated at the national level of geography only by:

- Industry sector (2-digit 2012 North American Industry Classification System code (NAICS2012) and meaning of code (NAICS2012_TTL)) [See <http://www.census.gov/eos/www/naics/> for detailed information.]
- Receipts size of firm (RCPSZFI)
- Employment size of firms with paid employees (EMPSZFI)

The full list of variables can be found at <http://api.census.gov/data/2012/sbo/cscb/variables.html>.

Technical Notes:

Detail may not add to the total or subgroup total because a Hispanic or Latino firm may be of any race, and because a firm could be tabulated in more than one racial group. For example, if a firm responded as both Chinese and Black majority-owned, the firm would be included in the detailed Asian and Black estimates, but would only be counted once toward the higher level estimates for all firms.

For all firms classifiable by gender, ethnicity, race, and veteran status, the details are counted based on the person(s) owning 51 percent or more of the stock or equity in the business. These estimates are both tabulated by

single attribute (such as female-owned) and cross tabulated by double attributes (such as Hispanic, female-owned). Separate estimates are counted, tabulated, and cross tabulated for firms equally owned (50 percent / 50 percent).

Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status are counted and tabulated separately.

Percentages are for respondent firms only and are not recalculated when the dataset is resorted. Percentages are always based on total reporting (defined above) within a gender, ethnicity, race, veteran status, (CBGROUP) and/or industry group for characteristics tabulated in this dataset. Firms with more than one domestic establishment are counted in each industry in which they operate, but only once in the U.S. total for all sectors. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see the Methodology section at <https://www.census.gov/programs-surveys/sbo/technical-documentation/methodology.html>.]

Abbreviations and Symbols:

Please note that Symbols will show in the associated flag field for variables. The data value shown will be zero. The following abbreviations and symbols are used with these data:

S - Withheld because estimate did not meet publication standards

N - Not available or not comparable

X - Not applicable

For the complete list of all economic programs symbols, see the Symbols Glossary at http://www.census.gov/econ/census/help/methodology_disclosure/symbols_glossary.html.

Valid Data Values

To build valid API queries, data users will need to refer to the following codes.

DATA FIELD	Valid codes	Meaning of code
CBGROUP	0000	All firms
	0001	Female-owned
	0002	Male-owned
	0003	Equally male-/female-owned
	0010	Hispanic
	0011	Hispanic, female-owned
	0012	Hispanic, male-owned
	0013	Hispanic, equally male-/female-owned
	0020	Equally Hispanic/non-Hispanic
	0021	Equally Hispanic/non-Hispanic, female-owned
	0022	Equally Hispanic/non-Hispanic, male-owned
	0023	Equally Hispanic/non-Hispanic, equally male-/female-owned
	0030	Non-Hispanic
	0031	Non-Hispanic, female-owned
	0032	Non-Hispanic, male-owned
	0033	Non-Hispanic, equally male-/female-owned
	0100	White
	0101	White, female-owned
	0102	White, male-owned
	0103	White, equally male-/female-owned
0200	Black or African American	
0201	Black or African American, female-owned	

DATA FIELD	Valid codes	Meaning of code
CBGROUP (Cont.)	0202	Black or African American, male-owned
	0203	Black or African American, equally male-/female-owned
	0300	American Indian and Alaska Native
	0301	American Indian and Alaska Native, female-owned
	0302	American Indian and Alaska Native, male-owned
	0303	American Indian and Alaska Native, equally male-/female-owned
	0400	Asian
	0401	Asian, female-owned
	0402	Asian, male-owned
	0403	Asian, equally male-/female-owned
	0500	Native Hawaiian and Other Pacific Islander
	0501	Native Hawaiian and Other Pacific Islander, female-owned
	0502	Native Hawaiian and Other Pacific Islander, male-owned
	0503	Native Hawaiian and Other Pacific Islander, equally male-/female-owned
	0600	Some other race
	0601	Some other race, female-owned
	0602	Some other race, male-owned
	0603	Some other race, equally male-/female-owned
	0700	Minority
	0701	Minority, female-owned
	0702	Minority, male-owned
	0703	Minority, equally male-/female-owned
	0800	Equally minority/nonminority
	0801	Equally minority/nonminority, female-owned
	0802	Equally minority/nonminority, male-owned
	0803	Equally minority/nonminority, equally male-/female-owned
	0900	Nonminority
	0901	Nonminority, female-owned
	0902	Nonminority, male-owned
	0903	Nonminority, equally male-/female-owned
	1000	Veteran
	1001	Veteran, female-owned
	1002	Veteran, male-owned
	1003	Veteran, equally male-/female-owned
	1010	Veteran, Hispanic
	1020	Veteran, equally Hispanic/non-Hispanic
	1030	Veteran, non-Hispanic
	1100	Veteran, White
	1200	Veteran, Black or African American
	1300	Veteran, American Indian and Alaska Native
1400	Veteran, Asian	
1500	Veteran, Native Hawaiian and Other Pacific Islander	
1600	Veteran, some other race	
1700	Veteran, minority	
1800	Veteran, equally minority/nonminority	
1900	Veteran, nonminority	

DATA FIELD	Valid codes	Meaning of code
CBGROUP (cont.)	2010	Equally veteran/nonveteran, Hispanic
	2020	Equally veteran/nonveteran, equally Hispanic/non-Hispanic
	2030	Equally veteran/nonveteran, non-Hispanic
	2100	Equally veteran/nonveteran, White
	2200	Equally veteran/nonveteran, Black or African American
	2300	Equally veteran/nonveteran, American Indian and Alaska Native
	2400	Equally veteran/nonveteran, Asian
	2500	Equally veteran/nonveteran, Native Hawaiian and Other Pacific Islander
	2600	Equally veteran/nonveteran, some other race
	2700	Equally veteran/nonveteran, minority
	2800	Equally veteran/nonveteran, equally minority/nonminority
	2900	Equally veteran/nonveteran, nonminority
	3000	Nonveteran
	3001	Nonveteran, female-owned
	3002	Nonveteran, male-owned
	3003	Nonveteran, equally male-/female-owned
	3010	Nonveteran, Hispanic
	3020	Nonveteran, equally Hispanic/non-Hispanic
	3030	Nonveteran, non-Hispanic
	3100	Nonveteran, White
	3200	Nonveteran, Black or African American
	3300	Nonveteran, American Indian and Alaska Native
	3400	Nonveteran, Asian
	3500	Nonveteran, Native Hawaiian and Other Pacific Islander
	3600	Nonveteran, some other race
	3700	Nonveteran, minority
	3800	Nonveteran, equally minority/nonminority
	3900	Nonveteran, nonminority
	9996	All firms classifiable by gender, ethnicity, race, and veteran status
	9998	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status

EMPSZFI represents the employment size categories of firms.

DATA FIELD	Valid codes	Meaning of code
EMPSZFI	001	All firms
	611	Firms with no employees
	612	Firms with 1 to 4 employees
	620	Firms with 5 to 9 employees
	630	Firms with 10 to 19 employees
	641	Firms with 20 to 49 employees
	642	Firms with 50 to 99 employees
	656	Firms with 100 to 499 employees
	657	Firms with 500 employees or more

RCPSZFI represents the sales/receipts/revenue size categories of firms.

DATA FIELD	Valid codes	Meaning of code
RCPSZFI	001	All firms
	004	Total for all receipts sizes
	511	Firms with sales/receipts of less than \$5,000
	518	Firms with sales/receipts of \$5,000 to \$9,999
	519	Firms with sales/receipts of \$10,000 to \$24,999
	521	Firms with sales/receipts of \$25,000 to \$49,999
	522	Firms with sales/receipts of \$50,000 to \$99,999
	523	Firms with sales/receipts of \$100,000 to \$249,999
	525	Firms with sales/receipts of \$250,000 to \$499,999
	531	Firms with sales/receipts of \$500,000 to \$999,999
	532	Firms with sales/receipts of \$1,000,000 or more

Please refer to the following business questions and valid codes (listed alphabetically by DATA FIELD) for a better understanding of the business information collected on the 2012 SBO-1 report form. Please note that select questions instructed the respondent to ***"Select all that apply."***

"For the owner(s) you reported, what was the total amount of capital used to start or acquire this business?
(Capital includes savings, other assets, and borrowed funds of owner(s))."

DATA FIELD	Valid codes	Meaning of code
ACQBUSCAP	A1	All firms
	GM	Less than \$5,000
	GN	\$5,000 to \$9,999
	GO	\$10,000 to \$24,999
	GP	\$25,000 to \$49,999
	GQ	\$50,000 to \$99,999
	GR	\$100,000 to \$249,999
	GS	\$250,000 to \$999,999
	GS01	\$1,000,000 to \$2,999,999
	GS02	\$3,000,000 or more
	GU	Don't know
	GV	Not applicable
	GW	Total reporting
	GX	Item not reported

"In 2012, which of the following employee benefits were paid totally or partly by this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
BENEFITS	A1	All firms
	KB	Health insurance
	KC	Contributions to retirement plans, including 401(k), Keogh, etc.
	KD	Profit sharing and/or stock options
	KE	Paid holidays, vacation, and/or sick leave
	KE01	Tuition assistance and/or reimbursement
	KF	None of the above
	KG	Total reporting
	KH	Item not reported

"In 2012, did any of the following characteristics describe the activity of this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
BUSACT	A1	All firms
	LB	Operated less than 40 hours per week on average
	LC	Operated less than 12 months
	LD	Seasonal business
	LE	Operated occasionally
	LF	None of the above
	LG	Total reporting
	LH	Item not reported

"In 2012, did this business have operations outside the United States?"

DATA FIELD	Valid codes	Meaning of code
BUSOUTUS	A1	All firms
	BA	Had operations outside the U.S.
	BB	Did not have operations outside the U.S.
	BC	Total reporting
	BE	Item not reported

"Is this business currently operating?" [As of the date that the report form was completed.] "(If No) Did the operations cease for any of the following reasons? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
CEASEOPS	A1	All firms
	LI	Business is currently operating
	LI01	Operations ceased because owner(s) military deployment
	LI02	Operations ceased because owner(s) illness or injury
	LJ	Operations ceased because owner(s) retired
	LK	Operations ceased because owner(s) died
	LL	Operations ceased because operated for a specific or one-time event
	LM	Operations ceased due to inadequate cash flow or sales
	LN	Operations ceased due to lack of business loans/credit
	LO	Operations ceased due to lack of personal loans/credit
	LP	Operations ceased because owner(s) started another business
	LQ	Operations ceased because owner(s) sold the business
	LR	Operations ceased for another reason
	LS	Total reporting
	LT	Operating status not reported
LU	Reason operations ceased not reported	

"In 2012, which of the following types of customers accounted for 10% or more of this business's total sales of goods and/or services? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
CUST	A1	All firms
	IB	Federal government
	IC	State and local government, including school districts, transportation authorities, etc.
	ID	Other businesses and/or organizations, including distributors of your product(s)
	IE	Individuals
	IF	Total reporting
	IG	Item not reported

"In 2012, were any of the following sources of capital used **to finance expansion or capital improvement(s)** for this business? *Select all that apply.*"

DATA FIELD	Valid codes	Meaning of code
EXPSRCE	A1	All firms
	HK	Personal/family savings of owner(s)
	HL	Personal/family assets other than savings of owner(s)
	HM	Personal/family home equity loan
	HN01	Personal credit card(s) carrying balances
	HN02	Business credit card(s) carrying balances
	HO	Business loan from federal, state, or local government
	HP	Government-guaranteed business loan from a bank or financial institution
	HQ	Business loan from a bank or financial institution
	HR	Business loan/investment from family/friends
	HS	Investment by venture capitalist(s)
	HT	Business profits and/or assets
	HU	Grants
	HV	Other source(s) of capital
	HW	Don't know
	HX	Wanted to expand or make capital improvement(s), but could not obtain funding
	HY	Did not expand or make capital improvement(s)
HZ	Total reporting	
IA	Item not reported	

"In 2012, did **two or more members of the one family own the majority** of this business? (*Family refers to spouses, parents/guardians, children, siblings, or close relatives.*)"

DATA FIELD	Valid codes	Meaning of code
FAMOWN	A1	All firms
	BM	Family-owned
	BN	Not family-owned
	BO	Total reporting
	BP	Item not reported

"In 2012, did this business operate primarily from somebody's home?"

DATA FIELD	Valid codes	Meaning of code
HOMEBUS	A1	All firms
	GY	Operated primarily from somebody's home
	GZ	Did not operate primarily from somebody's home
	HA	Total reporting
	HB	Item not reported

"In 2012, did this business own one or more of the following (Copyright, Trademark, Patent (granted), Patent (pending), None)? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
INTELCTPROP	A1	All firms
	OA	Owned a copyright
	OB	Owned a trademark
	OC	Owned a patent (granted)
	OD	Owned a patent (pending)
	OE	Owned none of the above
	OF	Total reporting
	OG	Item not reported

"In 2012, in which language(s) did this business conduct transactions with its customers? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
LANG	A1	All firms
	JA	English
	JA01	African language(s)
	JB	Arabic
	JC	Chinese
	JD	French
	JD01	French Creole
	JE	German
	JG	Hindi/Urdu
	JH	Italian
	JI	Japanese
	JJ	Korean
	JK	Polish
	JL	Portuguese
	JM	Russian
	JN	Spanish
	JO	Tagalog
	JP	Vietnamese
	JQ	Other
	JR	Total reporting
JS	Item not reported	

"In 2012, did all or part of this business operate as a franchise?"

DATA FIELD	Valid codes	Meaning of code
OPFRAN	A1	All firms
	LV	All or part of the business operated as a franchise
	LW	Did not operate as a franchise
	LX	Total reporting
	LY	Item not reported

"In 2012, did this business outsource or transfer any business function and/or service to a company outside the United States?"

DATA FIELD	Valid codes	Meaning of code
OUTSRCUS	A1	All firms
	IW	Outsourced or transferred any business function and/or service to a company outside the U.S.
	IX	Did not outsource or transfer any business function and/or service to a company outside the U.S.
	IY	Total reporting
	IZ	Item not reported

"As of December 31, 2012, how many people owned this business? *Include yourself if you were a sole proprietor or worked as a consultant or an independent contractor. Do not combine two or more owners to create one owner. Count spouses and partners as separate owners*

DATA FIELD	Valid codes	Meaning of code
OWNRNUM	A1	All firms
	BQ	1 person
	BQ01	2 to 4 people
	BQ02	5 to 10 people
	BQ03	11 or more people
	BQ04	Business owned by a parent company, estate, trust, or other entity
	BX	Unknown number of owners
	BY	Total reporting
BZ	Item not reported	

"In 2012, did this business have any e-commerce sales? *(E-commerce sales are sales of goods and/or services where an order is placed by the buyer or price and terms of sale are negotiated over the Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.)*" "(If Yes) In 2012, what percent of this business's total sales of goods and/or services were e-commerce sales?"

DATA FIELD	Valid codes	Meaning of code
PECOMMRC	A1	All firms
	KM	No e-commerce sales
	KN	Less than 1%
	KO	1% to 4%
	KP	5% to 9%
	KQ	10% to 19%
	KR	20% to 49%
	KS	50% to 99%
	KT	100%
	KU	Don't know
	KV	Total reporting
	KW	E-commerce not reported
RX	Percent e-commerce not reported	

"In 2012, what percent of this business's total sales of goods and/or services consisted of **exports outside the United States?**"

DATA FIELD	Valid codes	Meaning of code
PEXPORT	A1	All firms
	IH	None
	IJ	1% to 4%
	IK	5% to 9%
	IL	10% to 19%
	IM	20% to 49%
	IN	50% to 99%
	IO	100%
	IP	Don't know
	IQ	Total reporting
	IR	Item not reported

"In 2012, did **two or more members of one family own the majority** of this business? (*Family refers to spouses, parents/guardians, children, siblings, or close relatives.*)" "(if Yes) Did spouses jointly own this business?"

DATA FIELD	Valid codes	Meaning of code
SPOUSES	A1	All firms
	LZ	Jointly owned and equally operated by spouses
	MA	Jointly owned but primarily operated by male spouse
	MB	Jointly owned but primarily operated by female spouse
	MC	Not jointly owned by spouses
	MD	Total reporting
	ME	Item not reported

"For the owner(s) as of December 31, 2012, what was the source(s) of capital used to start or acquire for this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
STRTSRCE	A1	All firms
	FX	Personal/family savings of owner(s)
	FY	Personal/family assets other than savings of owner(s)
	FZ	Personal/family home equity loan
	GA01	Personal credit card(s) carrying balances
	GA02	Business credit card(s) carrying balances
	GB	Business loan from federal, state, or local government
	GC	Government-guaranteed business loan from a bank or financial institution
	GD	Business loan from a bank or financial institution
	GE	Business loan/investment from family/friends
	GF	Investment by venture capitalist(s)
	GG	Grants
	GH	Other source(s) of capital
	GI	Don't know
	GJ	None needed
	GK	Total reporting
GL	Item not reported	

"In 2012, did this business have a website?"

DATA FIELD	Valid codes	Meaning of code
WEBSITE	A1	All firms
	KI	Business had a website
	KJ	Business did not have a website
	KK	Total reporting

"In 2012, which of the following types of workers were used by this business? *Select all that apply.*"

DATA FIELD	Valid codes	Meaning of code
WORKERS	A1	All firms
	JT	Full-time paid employees
	JU	Part-time paid employees
	JV	Paid day laborers
	JW	Temporary staffing obtained from a temporary help service
	JX	Leased employees from leasing service or professional employer organization
	JY	Contractors, subcontractors, independent contractors, or outside consultants
	JY01	None of the above
	JZ	Total reporting
	KA	Item not reported

"In what year was this business originally established or self-employment activity begun?"

DATA FIELD	Valid codes	Meaning of code
YRESTBUS	A1	All firms
	FL	Before 1980
	FM	1980 to 1989
	FN	1990 to 1999
	FO01	2000 to 2007
	FP01	2008
	FQ01	2009
	FR01	2010
	FS01	2011
	FT01	2012
	FU	Don't know
	FV	Total reporting
	FW	Item not reported