Census Data Tools:

Census Business Builder
American FactFinder

State Data Center
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South Dakota Demography Conference
October, 2015
Presentation Outline

• Census Business Builder: Small Business Edition
• American FactFinder: Data on Business and Industry
Census Business Builder

• Bring together demographic and economic data
• A portrait of both the consumer and economic environments
• Provide guidance to opening a new business or adding to an existing one
• Released on September 9, 2015
Key Features

• Select the type of business and potential location
• An interactive map that allows selection of the area and comparisons to neighboring areas
• Downloadable and printable reports (including trend charts)
Industries (total=49)

- **Construction**: Electrical, flooring, painting and plumbing contractors.
- **Food services**: Caterers, drinking places, restaurants and fast food.
- **Health care**: Chiropractors, dentists, doctors, therapists and optometrists.
- **Personal services**: Auto repair, beauty salon, daycare, landscaping, taxi services, travel agencies.
- **Professional services**: Accountants, consultants, insurance agents, lawyers and real estate agents.
- **Retail**: Liquor stores, convenience stores, florists, gas stations and used-car dealers.
Data

• 2012 American Community Survey five-year statistics
  • Total population; population 18+ and 65+
  • Median household income; %population with a high school diploma+; %population with a bachelor’s degree+; % in poverty; employment rate; population 16+ in labor force;
  • Number of owner-occupied, renter occupied, and single family housing units; homeownership rate; gross vacancy rate; median value, monthly costs and gross rent

• Geographic Coverage: county, city/town/place, ZIP code, and neighborhood (census tract) levels
Data (continue)

• 2012 County Business Pattern
  • Number of employer establishments; employment; annual payroll

• 2012 Nonemployer Statistics
  • Number of nonemployer establishments; total revenue

• 2012 Economic Census
  • Number of employer establishments; employment; annual payroll; sales, shipments, receipts, revenue, work done

• Geographic Coverage: county, city/town/place, ZIP code levels
Data (continue)

• 2015 Consumer Spending Data
  • Spending on dining out; entertainment/recreation; financial services; health care; household services, housing, personal care, transportation, and travel

• Geographic Coverage: county, city/town/place, ZIP code, and neighborhood (census tract) levels
Start

• https://cbb.census.gov/sbe/
• Choose the type of business you want to open
• “Enter a Location” in the Search box OR “Go To Current Location”
• Click “Go to map”
Determine the Best Location for Your Business

1. What type of business do you want to start or research?
   Select your type of business from the broad categories below and then from the detailed list provided.

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

2. Where do you plan to open the business?
   Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.

   or County, City/Town, or ZIP Code

Go to Map

Don't see your type of business listed? Click here to request that your industry be added.
1. What type of business do you want to start or research?

Select your type of business from the broad categories below and then from the detailed list provided.

- Auto Repair
- Barber Shops
- Beauty Salons
- Daycare
- Landscaping
- Nail Salons
- Photographers
- Taxi Services
- Travel Agencies

Don't see your type of business listed? Click here to request that your industry be added.
Navigate
Profile Report
Local Business Profile of Clothing Stores (NAICS 4481) in Minnehaha County, South Dakota

Who are my Potential Customers?

Demographic Characteristics

- Total population: 170,342
- Percent under 5 years old: 7.6%
- Percent under 18 years old: 24.0%
- Population 18 and over: 75.1%
- Population 65 years old and over: 11.3%
- Average household size: 2.47

Race Breakdown:

- White: 88.11%
- Black: 3.81%
- American Indian or Alaska Native: 2.56%
- Asian: 1.62%
- Native Hawaiian or Pacific Islander: 0.00%
- Two or more races: 1.86%
- Some other race: 2.00%
- Hispanic or Latino: 4.2%

For more demographic data and margins of error, go here.

Socioeconomic Characteristics

- Median household income: $52,530
- Population with high school degree or more: 90.8%
- Population with Bachelor's degree or more: 28.7%
- Population in poverty: 10.7%
- Employment rate: 71.3%
- Population 16 or over in labor force: 75.0%
- Population with a disability: 8.5%
- Population with health insurance coverage: 89.8%
- Average travel time to work (mins.): 17.1

For more social characteristic data and margins of error, go here, and for more economic characteristic data and margins of error, go here.

Housing Characteristics

- Owner-occupied housing units: 43,180
- Renter-occupied housing units: 23,711
- Single-family detached housing units: 45,310
- Homeownership rate: 64.6%
- Vacancy rate: 6.7%
- Median value of owner-occupied housing units: $148,600
- Median selected monthly owner cost: $1,050

For more housing characteristic data and margins of error, go here.
**SELECTED ECONOMIC CHARACTERISTICS**

2008-2012 American Community Survey 5-Year Estimates

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau’s Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Minnehaha County, South Dakota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Status</td>
<td></td>
</tr>
<tr>
<td>Population 16 years and over</td>
<td></td>
</tr>
<tr>
<td>In labor force</td>
<td></td>
</tr>
<tr>
<td>Civilian labor force</td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td></td>
</tr>
<tr>
<td>Not in labor force</td>
<td></td>
</tr>
<tr>
<td>Civilian labor force</td>
<td></td>
</tr>
<tr>
<td>Percent Unemployed</td>
<td></td>
</tr>
<tr>
<td>Females 16 years and over</td>
<td></td>
</tr>
<tr>
<td>In labor force</td>
<td></td>
</tr>
<tr>
<td>Civilian labor force</td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td></td>
</tr>
<tr>
<td>Own children under 5 years</td>
<td></td>
</tr>
<tr>
<td>All parents in family in labor force</td>
<td></td>
</tr>
</tbody>
</table>
Geography Filter
Employer establishments in Minnehaha County, South Dakota

82

Create Report
FactFinder

• http://factfinder.census.gov
• Advanced Search
Search - Use the options on the left (topics, geographies, ...) to narrow your search results

To search for tables and other files in American FactFinder:

1. Enter search terms and an optional geography and click GO

   [Search form with fields for topic or table name, state, county or place (optional), and options]

   -- or --

   Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.
   - these are added to 'Your Selections'
   - the Search Results are updated

2. Next, select Geographies (states, counties, cities, towns, etc.)
   - these are added to 'Your Selections'
   - the Search Results are updated

3. Select one or more Search Results and click View

   [Options for selecting topics, race/ancestry, industries, occupations]
Search - Use the options on the left (topics, geographies, ...) to narrow your search results

To search for tables and other files in American FactFinder:

Enter search terms and an optional geography and click GO

Select Topics to add to 'Your Selections'

- Business and Industry
  - Assets & Capital Expenditures
  - Business Characteristic
  - Business Owner
  - Economic Series
  - Employment
  - Establishments/Firms
  - Expenses & Purchased Services
  - Fuels & Materials
  - Inventories
  - Labor Costs
  - Sales, Receipts, Revenue, or Shipments

Note: The Race & Ethnicity topic is available under the Race and Ethnic Groups button on the left.

Include archived products in your search?
Standard Hierarchy of Census Geographic Entities

NATION
- AIANNH Areas
  (American Indian, Alaska Native, Native Hawaiian Areas)
- Urban Areas
- ZIP Code Tabulation Areas

REGIONS
- Metropolitan and Micropolitan Statistical Areas and Related Statistical Areas
- Urban Areas
- ZIP Code Tabulation Areas

DIVISIONS
- School Districts
- Congressional Districts
- Consolidated Cities
- Planning Regions
- Economic Places
- Estates
- Urban Growth Areas
- State Legislative Districts
- Public Use Microdata Areas
- Places

STATES
- Counties
- Voting Districts
- Traffic Analysis Zones
- Suburban Civil Divisions

Census Tracts
- Block Groups
- Census Blocks
Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections

Select Geographies

Select geographies to add to Your Selections

Select from: most requested geographic types

Select a geographic type:

Metropolitan Statistical Area/Micropolitan Statistical Area - 310

Select one or more geographic areas and click Add to Your Selections:

Add to Your Selections

Didn't find your geographic type? Click the 'all geographic types' radio button above, or try the Name, Address, or Map view.
<table>
<thead>
<tr>
<th>ID</th>
<th>Table, File or Document Title</th>
<th>Dataset</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC1200A1</td>
<td>All sectors: Geographic Area Series: Economy-Wide Key Statistics, 2012</td>
<td>2012 Economic Census</td>
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<tr>
<td>EC1221A1</td>
<td>Mining: Geographic Area Series: Industry Statistics for the State or Offshore Area, 2012</td>
<td>2012 Economic Census</td>
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<tr>
<td>EC1221A2</td>
<td>Mining: Geographic Area Series: Detailed Statistics for the State or Offshore Area, 2012</td>
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<tr>
<td>EC1221A3</td>
<td>Mining: Geographic Area Series: Industry Statistics by Type of Operation for the State or Offshore Area, 2012</td>
<td>2012 Economic Census</td>
</tr>
</tbody>
</table>
The data in this file come from separate 2012 Economic Census of the U.S., Economic Census of Island Areas, and Nonemployer Statistics data files released on a flow basis from March 2014 through June 2016. As such, these data are subject to change and will be replaced when updated data are added from more recent data files. See the Table Notes for more information on this and for related additivity and comparability issues. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Methodology.

For information on economic census geographies, including changes for 2012, see the economic census Help Center.

<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Meaning of Type of operation or tax status code</th>
<th>Year</th>
<th>Number of establishments</th>
<th>Value of sales, shipments, receipts, revenue, or business done (:$1,000)</th>
<th>Annual payroll (:$1,000)</th>
<th>First-quarter payroll (:$1,000)</th>
<th>Number of employees</th>
<th>Number of nonemployer establishments</th>
<th>Nonemployer value of sales, shipments, receipts, revenue, or business done (:$1,000)</th>
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</thead>
<tbody>
<tr>
<td>Huron, SD Micro Area</td>
<td>22</td>
<td>Utilities</td>
<td>Total</td>
<td>2012</td>
<td>3</td>
<td>0</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>31-33</td>
<td>Manufacturing</td>
<td>Total</td>
<td>2012</td>
<td>31</td>
<td>495,056</td>
<td>55,665</td>
<td>N</td>
<td>1,646</td>
<td>23</td>
<td>445</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>42</td>
<td>Wholesale trade</td>
<td>Wholesale Trade</td>
<td>2012</td>
<td>33</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>e</td>
<td>9</td>
<td>155</td>
</tr>
<tr>
<td>Huron, SD Micro Area</td>
<td>42</td>
<td>Wholesale trade</td>
<td>Merchant wholesalers, except manufacturers' sales branches and offices</td>
<td>2012</td>
<td>20</td>
<td>015,555</td>
<td>17,019</td>
<td>4,230</td>
<td>351</td>
<td>N</td>
<td>N</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>44-45</td>
<td>Retail trade</td>
<td>Total</td>
<td>2012</td>
<td>79</td>
<td>257,022</td>
<td>23,686</td>
<td>5,667</td>
<td>1,064</td>
<td>126</td>
<td>4,203</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>48-49(154)</td>
<td>Transportation and warehousing</td>
<td>Total</td>
<td>2012</td>
<td>24</td>
<td>33,885</td>
<td>6,360</td>
<td>1,668</td>
<td>144</td>
<td>84</td>
<td>9,874</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>52</td>
<td>Finance and insurance</td>
<td>Total</td>
<td>2012</td>
<td>52</td>
<td>N</td>
<td>16,818</td>
<td>4,526</td>
<td>367</td>
<td>49</td>
<td>3,438</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>53</td>
<td>Real estate and rental leasing</td>
<td>Total</td>
<td>2012</td>
<td>31</td>
<td>14,017</td>
<td>2,471</td>
<td>648</td>
<td>155</td>
<td>98</td>
<td>8,421</td>
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<tr>
<td>Huron, SD Micro Area</td>
<td>72</td>
<td>Accommodation and food services</td>
<td>Total</td>
<td>2012</td>
<td>48</td>
<td>21,650</td>
<td>5,371</td>
<td>1,269</td>
<td>525</td>
<td>18</td>
<td>849</td>
</tr>
</tbody>
</table>


Note: The data in this file are based on the 2012 Economic Census, and the related programs listed above. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this file contain sampling and 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 Methodology link in footnote above.

Symbols:
D - Withheld to avoid disclosing data for individual companies; data are included in higher level totals
N - Not available or not comparable

For a complete list of all economic program symbols, see the Symbols Glossary.
## 2012 Economic Census of the United States

### Table View

#### Actions:
- Modify Table
- Add/Remove Geographies
- Bookmark/Save
- Print
- Download
- Create a Map

**This table is displayed with default industry codes.**

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

The table contains a total of 7,080,578 data rows.

**Release Date:** 09/29/2015

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### Versions of this table are available for the following years:
- 2012
- 2007
- 2002

<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Meaning of Type of Operation Code</th>
<th>Year</th>
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<td>Huron, SD Micro Area</td>
<td>46-49(104)</td>
<td>Transportation and warehousing</td>
<td>Total</td>
<td>2012</td>
<td>28</td>
</tr>
<tr>
<td>Huron, SD Micro Area</td>
<td>52</td>
<td>Finance and insurance</td>
<td>Total</td>
<td>2012</td>
<td>52</td>
</tr>
<tr>
<td>Huron, SD Micro Area</td>
<td>60</td>
<td>Real estate and rental and leasing</td>
<td>Total</td>
<td>2012</td>
<td>31</td>
</tr>
<tr>
<td>Huron, SD Micro Area</td>
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