

# Census Data Tools:

Census Business Builder  
American FactFinder

State Data Center

Weiwei Zhang

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.



Don't see your type of business listed? Click [here](#) to request that your industry be added.

## 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

# 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.

Change



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



Retail, Clothing Stores

Minnehaha County, South Dakota

Total population

Not Applied

County City/Town ZIP Code Neighborhood

Please Select a Map Variable

Primary Category

My Potential Customers  Other Businesses Like Mine  Consumer Spending

Secondary Category

Demographic Characteristics  Socioeconomic Characteristics  Housing Characteristics

Map Variables

Total population

Percent under 5 years old

Percent under 18 years old

Percent 18 years and over

Select Variable Cancel

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information. Includes key information that you can use to better understand your market. For additional variables, see [www.census.gov](#).

Total population

- 136,747 - 170,342
- 103,151 - 136,746
- 69,556 - 103,150
- 35,960 - 69,555
- 2,365 - 35,959
- Not Available/Suppressed

Set Transparency:



170,342





Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

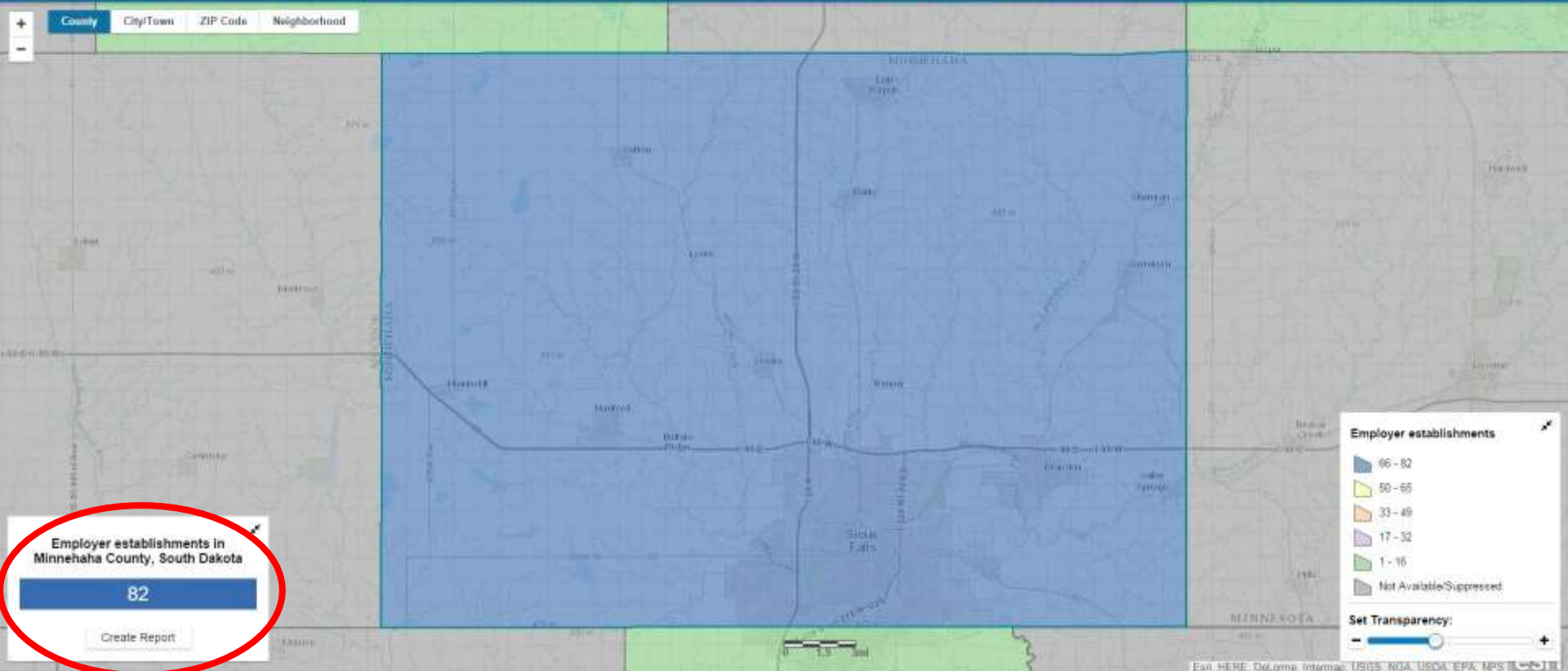
Retail, Clothing Stores

Minnehaha County, South Dakota

Employer establishments

Not Applied

County City/Town ZIP Code Neighborhood



# Profile Report





## Local Business Profile of Clothing Stores (NAICS 4481) in Minnehaha County, South Dakota

### Who are my Potential Customers?

#### Demographic Characteristics

Total population:	<b>170,342</b>
Percent under 5 years old:	<b>7.6%</b>
Percent under 18 years old:	<b>24.9%</b>
Population 18 and over:	<b>75.1%</b>
Population 65 years old and over:	<b>11.1%</b>
Average household size:	<b>2.47</b>
<b>Race Breakout</b>	
White:	<b>88.11%</b>
Black:	<b>3.81%</b>
American Indian or Alaska Native:	<b>2.59%</b>
Asian:	<b>1.62%</b>
Native Hawaiian or Pacific Islander:	<b>0.00%</b>
Two or more races:	<b>1.86%</b>
Some other race:	<b>2.00%</b>
Hispanic or Latino:	<b>4.2%</b>

For more demographic data and margins of error, go [here](#).

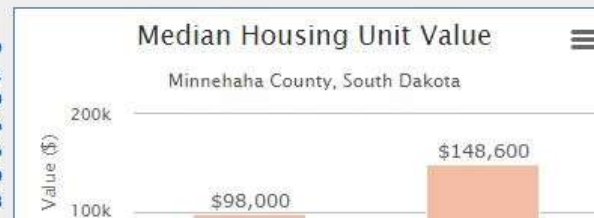
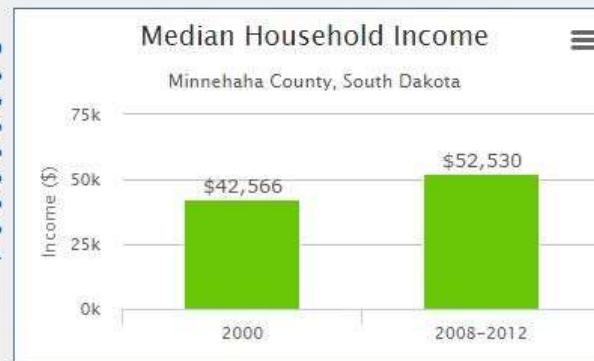
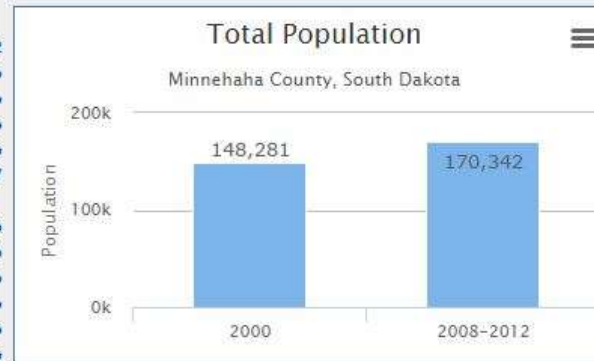
#### Socioeconomic Characteristics

Median household income:	<b>\$52,530</b>
Population with high school degree or more:	<b>90.8%</b>
Population with Bachelor's degree or more:	<b>28.7%</b>
Population in poverty:	<b>10.7%</b>
Employment rate:	<b>71.3%</b>
Population 16 or over in labor force:	<b>75.0%</b>
Population with a disability:	<b>8.9%</b>
Population with health insurance coverage:	<b>89.8%</b>
Average travel time to work (mins.):	<b>17.1</b>

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:	<b>43,189</b>
Renter-occupied housing units:	<b>23,711</b>
Single-family detached housing units:	<b>45,310</b>
Homeownership rate:	<b>64.6%</b>
Vacancy rate:	<b>6.7%</b>
Median value of owner-occupied housing units:	<b>\$148,600</b>
Median selected monthly owner cost:	<b>\$1,058</b>







**Advanced Search** - Search all data in American FactFinder

**1** [Advanced Search](#) **2** [Table Viewer](#)

Result 1 of 1 [VIEW ALL AS PDF](#)

DP03 **SELECTED ECONOMIC CHARACTERISTICS**   
2008-2012 American Community Survey 5-Year Estimates

[Table View](#)

[BACK TO ADVANCED SEARCH](#)

Actions: [Modify Table](#) | [Add/Remove Geographies](#) | [Bookmark/Save](#) | [Print](#) | [Download](#) | [Create a Map](#)

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

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.

Versions of this table are available for the following years:

- [2013](#)
- [2012](#)
- [2011](#)
- [2010](#)

Subject	Minnehaha County, South Dakota			
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>EMPLOYMENT STATUS</b>				
Population 16 years and over	132,545	+/-227	132,545	(X)
In labor force	99,370	+/-1,102	75.0%	+/-0.8
Civilian labor force	98,915	+/-1,134	74.6%	+/-0.8
Employed	94,514	+/-1,179	71.3%	+/-0.9
Unemployed	4,401	+/-501	3.3%	+/-0.4
Armed Forces	455	+/-155	0.3%	+/-0.1
Not in labor force	33,175	+/-1,060	25.0%	+/-0.8
Civilian labor force	98,915	+/-1,134	98,915	(X)
Percent Unemployed	(X)	(X)	4.4%	+/-0.5
<b>Females 16 years and over</b>				
In labor force	67,018	+/-230	67,018	(X)
Civilian labor force	48,092	+/-832	71.8%	+/-1.2
Employed	47,997	+/-844	71.6%	+/-1.2
Unemployed	46,125	+/-788	68.8%	+/-1.1
<b>Own children under 6 years</b>				
All parents in family in labor force	14,844	+/-293	14,844	(X)
All parents in family in labor force	11,961	+/-495	80.6%	+/-3.1

# Geography Filter



Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Retail, Clothing Stores

Minnehaha County, South Dakota

Employer establishments

Not Applied

County City/Town ZIP Code Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

County

City/Town

ZIP Code

Neighborhood

+

-

Employer establishments in  
Minnehaha County, South Dakota

82

Create Report

Employer establishments



Set Transparency:



From: HERE, DeLorme, FAO, USGS, NSA, EPA, NPS



Change Your Location

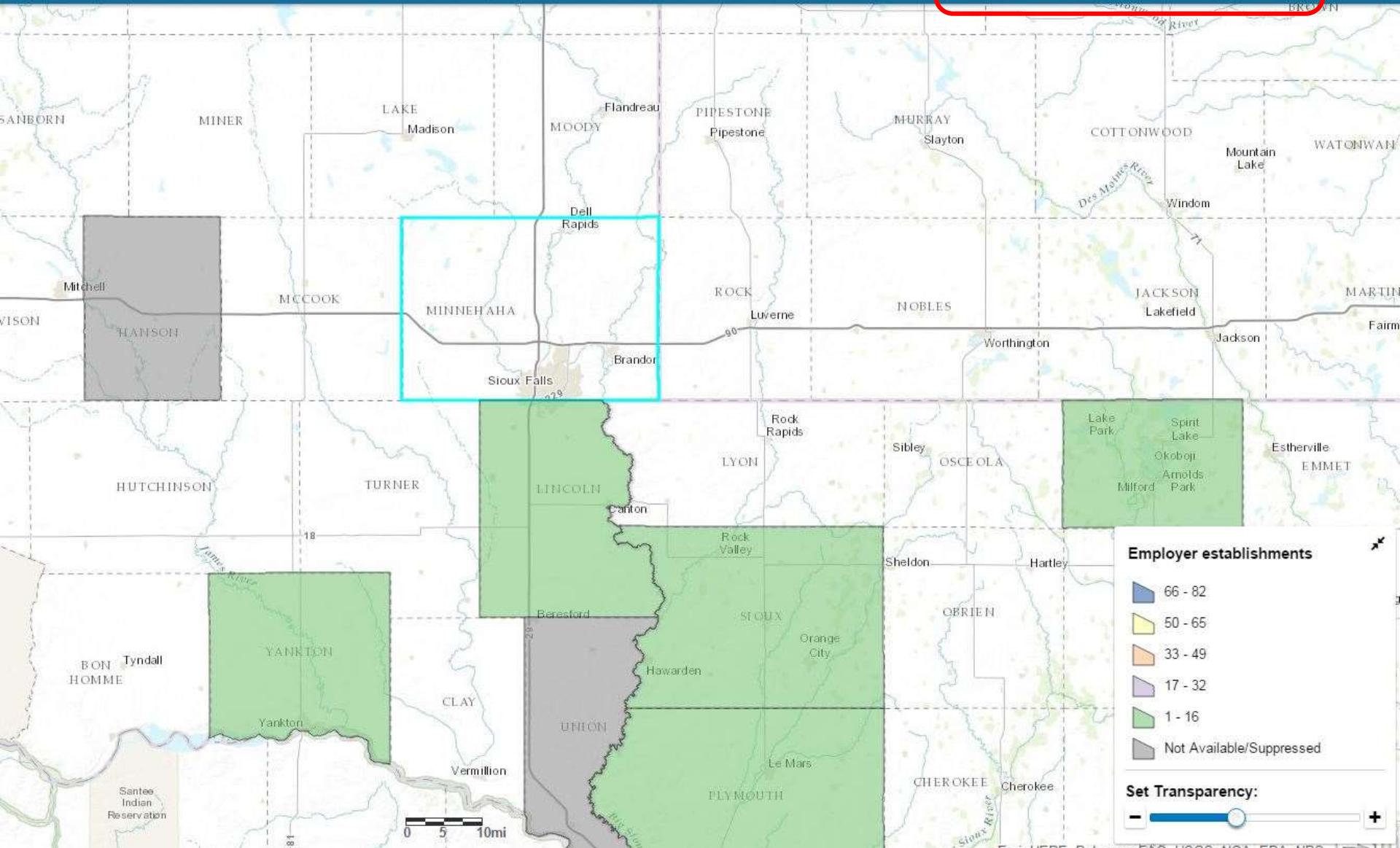
Select Map Variable

Select Your Filter

Minnehaha County, South Dakota

Employer establishments

Median household income (\$) (52,909.1 - 73,34...)



Employer establishments

- 66 - 82
- 50 - 65
- 33 - 49
- 17 - 32
- 1 - 16
- Not Available/Suppressed

Set Transparency:



# FactFinder

- <http://factfinder.census.gov>
- Advanced Search





**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

#### Your Selections

"Your Selections" is empty

[load search](#) | [save search](#)

#### Search using the options below:

##### Topics

(age, income, year, dataset, ...)

##### Geographies

(states, counties, places, ...)

##### Race and Ethnic Groups

(race, ancestry, tribe)

##### Industry Codes

(NAICS industry, ...)

##### EEO Occupation Codes

(executives, analysts, ...)

*To search for tables and other files in American FactFinder:*

**1**

Enter search terms and an optional geography and click GO

-- 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**



MAIN

COMMUNITY FACTS

GUIDED SEARCH

**ADVANCED SEARCH**

DOWNLOAD CENTER

**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

'Your Selections' is empty

load search | save search

Search using the options below:

**Topics**

(age, income, year, dataset, ...)

**Geographies**

(states, counties, places, ...)

**Race and Ethnic Groups**

(race, ancestry, tribe)

**Industry Codes**

(NAICS industry, ...)

**EEO Occupation Codes**

(executives, analysts, ...)

*To search for tables and other files in American FactFinder:*

Enter search terms and an optional geography, and click GO

**Select Topics**

CLOSE X

Select Topics to add to 'Your Selections' ?

- People
- Housing
- 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
- Governments
- Year
- Product Type
- Program
- Dataset

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

Include archived products in your search ?

Industry Codes, EEO Occupation Codes.

(towns, etc.)





**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

**Search using...**

Business and Industry: Sales, Receipts, Revenue, or Shipments: Sales

clear all selections and start a new search

load search | save search

**Search using the options below:**

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

**Search Results: 1-25 of 674 tables and other products match "Your Selections"**

**Select Geographies**

List | **Name** | Address | Map

Select geographies to add to Your Selections

Select from:  most requested geographic types  all geographic types

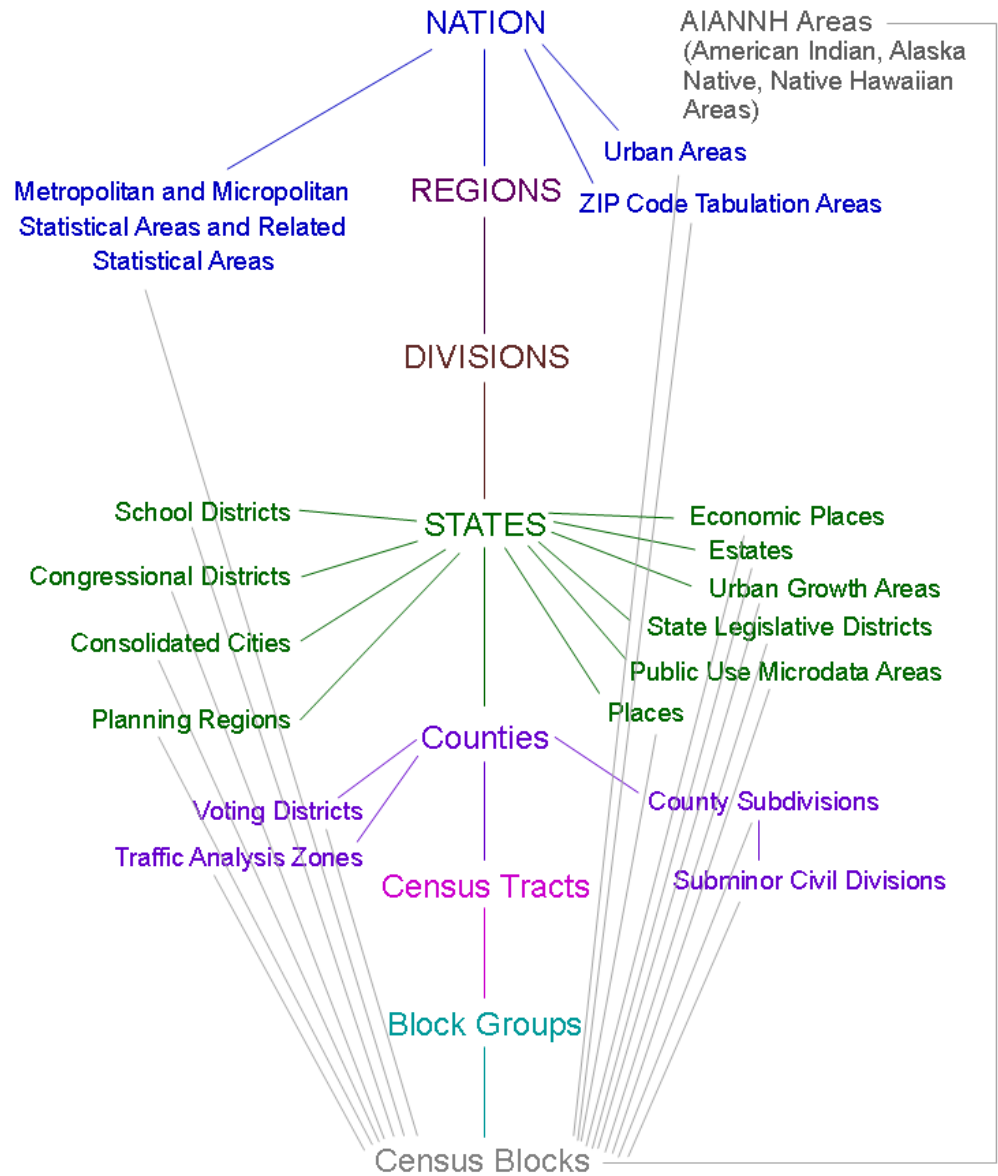
Select a geographic type:

Didn't find your geographic type? Click the 'all geographic types' radio button above, or try the Name, Address or Map geography search options instead.

<input type="checkbox"/>	EC12221	Utilities: Industry Series: Preliminary Summary Statistics for the U.S.: 2012
<input type="checkbox"/>	EC12222	Utilities: Industry Series: Preliminary Comparative Statistics for the U.S. (2007 NAICS Basis): 2012 and 2007
<input type="checkbox"/>	FC122213	Utilities: Industry Series: Preliminary Product Lines Statistics by Industry for the U.S.: 2012



# Standard Hierarchy of Census Geographic Entities





**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

**Search using...**

Business and Industry: Sales,  
Receipts, Revenue, or Shipments:  
Sales

clear all selections and  
start a new search

load search | save search

**Search using the options below:**

**Topics**

(age, income, year, dataset, ...)

**Geographies**

(states, counties, places, ...)

**Race and Ethnic Groups**

(race, ancestry, tribe)

**Industry Codes**

(NAICS industry, ...)

**EEO Occupation Codes**

(executives, analysts, ...)

**Search Results: 1-25 of 674 tables and other products match "Your Selections"**

**Select Geographies**

List | Name | Address | Map

Select geographies to add to Your Selections

Select from:  most requested geographic types  all geographic types

Select a geographic type:


- Metropolitan Statistical Area/Micropolitan Statistical Area - 310
- select a geographic type --**
- United States - 010
- Region - 020
- Division - 030
- State - 040
- ..... County - 050
- ..... County Subdivision - 060
- ..... Census Tract - 140
- ..... Block Group - 150
- ..... Equal Employment Opportunity County Set - 902
- ..... Place - 160
- ..... Estimates Universe Place - 162
- ..... Economic Place - E60
- ..... County (or part) - E65
- ..... Consolidated City - 170
- ..... Place within Consolidated City (or part) - 172
- ..... Congressional District - 500
- ..... School District (Elementary)/Remainder - 950
- ..... School District (Secondary)/Remainder - 960
- ..... School District (Unified)/Remainder - 970

Name, Address or Map geography see

**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

### Your Selections

#### Search using...

Business and Industry: Sales,  
Receipts, Revenue, or Shipments:  
Sales 

clear all selections and  
start a new search

load search | save search

#### Search using the options below:

##### Topics

(age, income, year, dataset, ...)

##### Geographies

(states, counties, places, ...)

##### Race and Ethnic Groups

(race, ancestry, tribe)

##### Industry Codes

(NAICS industry, ...)

##### EEO Occupation Codes

(executives, analysts, ...)

Search Results: 1-25 of 674 tables and other products match "Your Selections"

### Select Geographies

List

Name

Address

Map

Select geographies to add to Your Selections 

Select from:  most requested geographic types  all 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**:

All Metropolitan and Micropolitan Statistical Areas within United States and Puerto Rico  
All Metropolitan Statistical Areas within United States and Puerto Rico  
All Micropolitan Statistical Areas within United States and Puerto Rico  
All Metropolitan and Micropolitan Statistical Areas within United States  
All Metropolitan Statistical Areas within United States  
All Micropolitan Statistical Areas within United States  
Abbeville, LA Micro Area  
Aberdeen, SD Micro Area  
Aberdeen, WA Micro Area  
Abilene, TX Metro Area

**ADD TO YOUR SELECTIONS**

 **ABOUT THIS GEOGRAPHY**

Didn't find your geographic type? Click the 'all geographic types' radio button above, or try the Name, Address

EC122212

Utilities: Industry Series: Preliminary Comparative Statistics for the U.S. (2007 N







**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

**Search using...**  
 Business and Industry: Sales, Receipts, Revenue, or Shipments: Sales **x**  
 Metro/Micro Statistical Area  
 Huron, SD Micro Area **x**

clear all selections and start a new search

load search | save search

**Search using the options below:**

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

**Search Results:** 1-14 of 14 tables and other products match "Your Selections" per page: 25 ▼

Refine your search results:

topic or table name:  state, county or place (optional):  **GO** **?**

topics  race/ancestry  industries  occupations

**Selected:** View | Download | Compare | Clear All | Reset Sort **?** ◀ ◀ 1 ▶ ▶


Show results from: All available years ▼ All available programs ▼

ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/> EC1200A1	All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012	2012 Economic Census	
<input type="checkbox"/> EC1221A1	Mining: Geographic Area Series: Industry Statistics for the State or Offshore Area: 2012	2012 Economic Census	
<input type="checkbox"/> EC1221A2	Mining: Geographic Area Series: Detailed Statistics for the State or Offshore Area: 2012	2012 Economic Census	
<input type="checkbox"/> EC1221A3	Mining: Geographic Area Series: Industry Statistics by Type of Operation for the State or Offshore Area: 2012	2012 Economic Census	
<input type="checkbox"/> EC1222A1	Utilities: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1231A1	Manufacturing: Geographic Area Series: Industry Statistics for the States, Metropolitan and Micropolitan Statistical Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1242A1	Wholesale Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1244A1	Retail Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1246A1	Transportation and Warehousing: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1252A1	Finance and insurance: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1253A1	Real Estate and Rental and Leasing: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> EC1272A1	Accommodation and Food Services: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 Economic Census	
<input type="checkbox"/> NS1000A2	Geographic Area Series: Nonemployer Statistics for the US, States, Metropolitan Areas, and Counties: 2010	2010 Nonemployer Statistics	
<input type="checkbox"/> NS0900A2	Geographic Area Series: Nonemployer Statistics for the US, States, Metropolitan Areas, and Counties: 2009	2009 Nonemployer Statistics	

**Selected:** View | Download | Compare | Clear All | Reset Sort **?** ◀ ◀ 1 ▶ ▶



Table View [← BACK TO ADVANCED SEARCH](#)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.

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

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

Release Date : 09/29/2015

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](#).

Versions of this table are available for the following years:

2012   
 2007  
 2002

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees	Number of nonemployer establishments	Nonemployer value of sales, shipments, receipts, revenue, or business done (\$1,000)
Huron, SD Micro Area	22	Utilities	Total	2012	3	Q	D	D	c	D	D
Huron, SD Micro Area	31-33	Manufacturing	Total	2012	31	495,066	55,665	N	1,646	23	446
Huron, SD Micro Area	42	Wholesale trade	Wholesale Trade	2012	33	D	D	D	e	9	158
Huron, SD Micro Area	42	Wholesale trade	Merchant wholesalers, except manufacturers' sales branches and offices	2012	28	615,555	17,819	4,230	351	N	N
Huron, SD Micro Area	44-45	Retail trade	Total	2012	79	257,822	23,688	5,867	1,084	126	4,200
Huron, SD Micro Area	48-49 <sup>(104)</sup>	Transportation and warehousing <sup>(104)</sup>	Total	2012	26	33,885	6,360	1,568	144	64	6,874
Huron, SD Micro Area	52	Finance and insurance	Total	2012	52	N	16,818	4,525	367	49	3,438
Huron, SD Micro Area	53	Real estate and rental and leasing	Total	2012	31	14,017	2,471	648	155	98	6,421
Huron, SD Micro Area	72	Accommodation and food services	Total	2012	48	21,650	5,371	1,269	525	18	849

Source: U.S. Census Bureau, 2012 Economic Census, 2012 Economic Census of Island Areas, and 2012 Nonemployer Statistics.

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 headnote 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 programs symbols, see the [Symbols Glossary](#)



Table View

[← BACK TO ADVANCED SEARCH](#)

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.

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

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

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

The data in this file come from separate 2012 Economic Census of the U.S., Economic Census of Island Areas, and Nonemployer Statistics. 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 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](#).

Versions of this table are available for the following years:

**2012** ▶  
 2007  
 2002

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments						
Huron, SD Micro Area	22	Utilities	Total	2012	3						
Huron, SD Micro Area	31-33	Manufacturing	Total	2012	31						
Huron, SD Micro Area	42	Wholesale trade	Wholesale Trade	2012	33						
Huron, SD Micro Area	42	Wholesale trade	Merchant wholesalers, except manufacturers' sales branches and offices	2012	28						
Huron, SD Micro Area	44-45	Retail trade	Total	2012	79						
Huron, SD Micro Area	48-49 <sup>(104)</sup>	Transportation and warehousing <sup>(104)</sup>	Total	2012	26						
Huron, SD Micro Area	52	Finance and insurance	Total	2012	52						
Huron, SD Micro Area	53	Real estate and rental and leasing	Total	2012	31						
Huron, SD Micro Area	72	Accommodation and food services	Total	2012	48						
						14,017	2,471	648	155	98	6,421
						21,650	5,371	1,269	525	18	849

**Download** ✕

Select a download format and click **OK**. ?

Comma delimited (.csv) format (data rows only)  
(.csv is compatible with spreadsheet programs such as Microsoft Excel)

Data and annotations in a single file

Data and annotations in separate files

Include descriptive data element names

Presentation-ready formats

PDF

Microsoft Excel (.xls)

Rich Text Format (.rtf)

Orientation

Portrait  Landscape

Paper size

8 1/2" x 11"

8 1/2" x 14"

[PDF] or indicate a document in Adobe's Portable Document Format : To view the file you will need the Adobe® Acrobat® Reader available free from Adobe.

**OK** **CANCEL**

Source: U.S. Census Bureau, 2012 Economic Census, 2012 Economic Census of Island Areas, and 2012 Nonemployer Statistics.

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 headnote above.