



# Census Data Literacy

## Leveraging Census Tools to Help Small Businesses

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Research Network  
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# PROGRAM BACKGROUND

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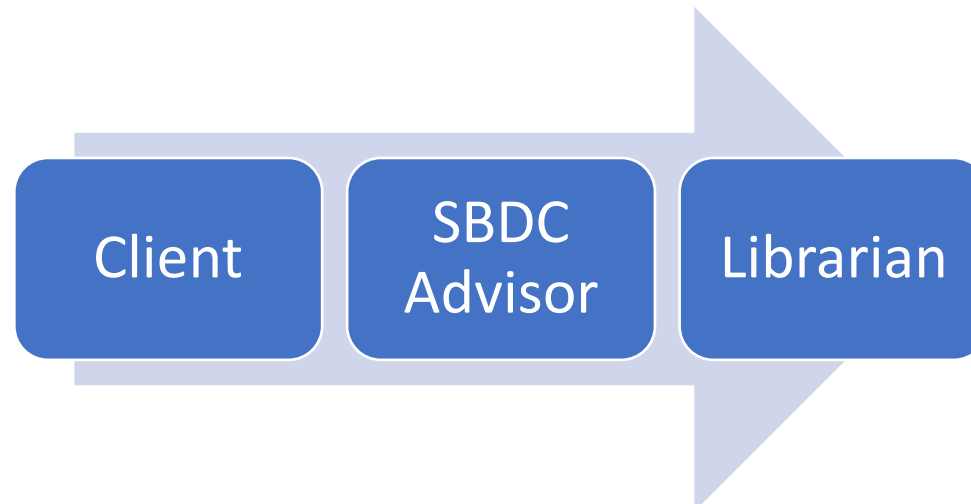
- Administered by U.S. SBA – exists in every state & territory
- Quality, no-cost business counseling, training & business research
- New York program began in 1984 – 22 locations around the state
- Work with startup & established businesses
- Nearly 523,000 businesses since inception
- \$7.5 billion in economic impact; over 243,000 jobs created or saved
- In-house library developed in 1991



# RESEARCH NETWORK

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- Customized research provided to NY SBDC clients
- Not open to the public
- Fully digital (content & delivery)
- ~2,000 requests per year



# CENSUS BUSINESS BUILDER

- Introduced in 2015 at ASBDC Conference
- Version 3.3:  
[census.gov/data/data-tools/cbb.html](https://census.gov/data/data-tools/cbb.html)
- Small business & regional planner versions
- Great how-to video:  
[www.census.gov/library/video/2021/new-in-census-business-builder-version-three.html](https://www.census.gov/library/video/2021/new-in-census-business-builder-version-three.html)

United States  
**Census**  
Bureau

## Determine the Best Location for Your Business

1. What type of business do you want to research?  
Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

2. Where are you considering locating the business?  
Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)



# WHAT INFO DO SBDC CLIENTS WANT?

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1 - Demographics

2- Industry Trends

3 – Market  
Research

4 - Lists –  
competitors/customers

5 – Sample Business  
Plans

6 - Permits/Licenses



# DEMOGRAPHICS - ADVANCED SEARCH

data.census.gov cedsci/advanced

The screenshot shows a web browser window with the URL `data.census.gov/cedsci/advanced`. The page header includes the United States Census Bureau logo and a search bar. Below the header, there are navigation tabs for 'ALL', 'TABLES', 'MAPS', and 'PAGES'. The main heading is 'Advanced Search'. A text input field is labeled 'Table ID (e.g., DP05)'. Below this, the text 'Narrow search with filters' is followed by a 'FIND A FILTER' section with a search input containing 'e.g. 336111 - Automobile Manufacturing'. On the left side, there is a 'BROWSE FILTERS' section with a list of categories: Topics, Geography, Years, and Surveys. At the bottom right of the main content area, there are buttons for 'CLEAR FILTERS' and 'SEARCH', along with a 'SHOW' button. A 'Send Feedback' link is visible in the bottom left corner of the page content. The browser's taskbar at the bottom shows various application icons and the system clock indicating 10:39 PM on 6/14/2021.



# INDUSTRY TRENDS - EXAMPLE #1

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Q: Client is starting a retail appliance store. In order to gauge potential market, looking for the level of new residential construction in Watertown NY area.

A: Building Permits Survey

[www.census.gov/construction/bps/](http://www.census.gov/construction/bps/)

Link to “Permits by Metropolitan Area” – spreadsheets made available for each month in current year, as well as annually for the recent past



# INDUSTRY TRENDS - EXAMPLE #2

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Q: How many businesses are there in the greater Syracuse area?

A: County Business Patterns (CBP) & Nonemployer Statistics (NES)

- 2018 is most current year available
- Data from these two reports are frequently combined into one spreadsheet: [www.census.gov/programs-surveys/cbp/data/tables.2018.html](http://www.census.gov/programs-surveys/cbp/data/tables.2018.html)
- Syracuse metro area is defined by Census as Onondaga, Oswego and Madison counties
- A March 2020 “delineation file” defines the counties within any metro area, found here: [www.census.gov/geographies/reference-files/time-series/demo/metro-micro/delineation-files.html](http://www.census.gov/geographies/reference-files/time-series/demo/metro-micro/delineation-files.html)
- (Also available through [data.census.gov](http://data.census.gov))

Client ultimately obtained financing of \$450K, and created six jobs





# RESOURCES – CENSUS MATERIAL

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- Videos by Census staff – by topic ([www.census.gov/library/video/topics.html](http://www.census.gov/library/video/topics.html))
- List of all surveys ([www.census.gov/programs-surveys/surveys-programs.html](http://www.census.gov/programs-surveys/surveys-programs.html))





Search

BROWSE BY TOPIC

EXPLORE DATA

LIBRARY

SURVEYS/ PROGRAMS

INFORMATION FOR...

FIND A CODE

ABOUT US

Age and Sex

Business and Economy

Congressional Apportionment

Education

Emergency Management

Employment

Families and Living Arrangements

Geography

Health

Hispanic Origin

Housing

Income and Poverty

International Trade

Population

Population Estimates

Public Sector

Race

Research

Voting and Registration

A - Z

## LGBTQIA+ Pride Month: June 2021

Read More

The 2019 American Community Survey estimated there were 980,276 same-sex couple households in the U.S., and of them, 58% (568,110) were married couples.

7,768,598,881

### U.S. CENSUS BUREAU ECONOMIC INDICATORS

**Business Formation Statistics**  
May 2021 Report  
Released 10:00 AM EDT, 6/10/21

500,219 Applications ↑  
1.2%

**Selected Services Revenue**  
1st Quarter 2021 Report  
Released 10:00 AM EDT, 6/10/21

\$4,199.7 B ↑

Is this page helpful? X  
 Yes  No

# THANK YOU!

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Find the SBDC nearest you:  
[americassbdc.org/find-your-sbdc/](http://americassbdc.org/find-your-sbdc/)

Follow the NY SBDC (<https://www.nyssbdc.org>) on:

- Facebook ([www.facebook.com/nysbdc/](http://www.facebook.com/nysbdc/))
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- Instagram ([www.instagram.com/nysbdc/?hl=en](http://www.instagram.com/nysbdc/?hl=en))

