Leveraging Census Tools to Help Small Businesses

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Program Background

- 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

• 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
- Small business & regional planner versions
What Info Do SBDC Clients Want?

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
**INDUSTRY TRENDS - EXAMPLE #1**

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
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
  • 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
  • (Also available through data.census.gov)

Client ultimately obtained financing of $450K, and created six jobs
RESOURCES – CENSUS MATERIAL

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