

Using Census Bureau Demographic and Economic Data to Spur Economic Development – Introducing *Census Business Builder: Small Business Edition*

CT, RI, and MA State Data Centers
Census Economic Programs Training
September 21-23, 2015

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U.S. Census Bureau

Promoting Economic Growth

- “Big Business” - Using Census Bureau Demographic and Economic Programs Data To Better Understand
 - The possible labor force for a proposed business
 - Supplier businesses
 - Local infrastructure
 - Comparisons to the national industry



Promoting Small Biz Growth

- Using Census Bureau Data To Better Understand
 - The target customers and market of a proposed business
 - The local competition
 - The national industry



Sample Scenario:

An entrepreneur is considering opening a day care center.

She wants to know what information is available from the Census Bureau that may help her locate the business and better understand this industry.

Measuring the Need...

The demographic data available from the ACS helps make the case for this type of business...including:

- **Population counts** of day care center-age kids
- **Household income** information

The screenshot shows the American FactFinder interface. The top navigation bar includes 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH' (highlighted), and 'DOWNLOAD CENTER'. Below the navigation bar, a search bar is visible with a magnifying glass icon. The main content area displays search results for '2013 ACS 5-year estimates' in Phoenix city, Arizona. The results are listed in a table with columns for ID, Table/File/Document Title, Dataset, and About. The table shows four results: DP02 (Selected Social Characteristics in the United States), DP03 (Selected Economic Characteristics), DP04 (Selected Housing Characteristics), and DP05 (ACS Demographic and Housing Estimates). The interface also includes a sidebar for 'Your Selections' and a 'Search using the options below' section.

U.S. Department of Commerce
United States Census Bureau

AMERICAN FactFinder

Feedback FAQs

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

Search using...

Product Type:
Data Profile

Program:
American Community Survey

Dataset:
2013 ACS 5-year estimates

Place within State
Phoenix city, Arizona

clear all selections and start a new search

load search | save search

Search using the options below:

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

Search Results: 1-4 of 4 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 ?

Show results from: All available years All available programs

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2013 ACS 5-year estimates	i
DP03	SELECTED ECONOMIC CHARACTERISTICS	2013 ACS 5-year estimates	i
DP04	SELECTED HOUSING CHARACTERISTICS	2013 ACS 5-year estimates	i
DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2013 ACS 5-year estimates	i

Selected: View Download Compare Clear All Reset Sort ?

Business Data - Getting Started

- What NAICS code covers this industry?
- What Census programs provide data for this industry?



SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services

2012 NAICS SEARCH

Enter a NAICS code or Title

day care

6244 - Child day care services

[Child Day Care Services](#)

62441 - Child day care services

[Child Day Care Services](#)

What Programs Cover this Industry?



Industry Statistics Portal

Business Data from the U.S. Census Bureau

2012 NAICS: 6244 - Child day care services

GUIDE TO ALL DATA SOURCES

ECONOMIC DATA IN AFF

DEFINITION & COMPARABILITY

2012 NAICS SEARCH
Enter a NAICS code or Title

RELATED INDUSTRIES

- ISP Home
- 62 - Health care and social assistance
 - 624 - Social assistance
 - 6244 - Child day care services
 - 62441 - Child day care services
 - 624410 - Child day care services

SELECTED VISUALIZATIONS

Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
Quarterly Financial Report (QFR)	Quarterly	4Q 2014	U.S.	Selected 3 digits
Quarterly Services Survey (QSS)	Quarterly	4Q 2014	U.S.	Selected Services 2- thru 4-digits
Quarterly Workforce Indicators (QWI)	Quarterly	4Q 2014	States, counties, metro areas	Selected 2- thru 4-digits
Annual Capital Expenditures Survey (ACES)	Annual	2013	U.S.	Selected 2- thru 6-digits
County Business Patterns (BP)	Annual	2013	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Nonemployer Statistics (NES)	Annual	2013	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Service Annual Survey (SAS)	Annual	2013	U.S.	Selected Services 3- thru 6-digits
Statistics of U.S. Businesses (SUSB)	Annual	2012	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Economic Census (ECN)	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Economic Census of Island Areas (IA)	Every 5 years	2012	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

How Can I Get to the Data?



Industry Statistics Portal

Business Data from the U.S. Census Bureau

2012 NAICS: 6244 - Child day care services

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2012 NAICS SEARCH

Enter a NAICS code or Title

[RELATED INDUSTRIES](#)

[Collapse list](#) [Expand list](#)

- ISP Home
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Links to Economic Data for Programs Published on AFF

Program	Series	Table Title	Data Years Available
County Business Patterns	Geographic Area Series	Geography Area Series: County Business Patterns	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Legal Form of Organization	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Employment Size Class	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns for Puerto Rico and the Island Areas	2013 2012 2011 2010 2009 2008
		County Business Patterns by Employment Size Class for PR and the Island Areas	2011 2010 2009 2008
	ZIP Code Business Statistics	ZIP Code Business Patterns by Employment Size Class	2011 2010 2009 2008
Economic Census	Comparative Statistics, 2007 and 2002	Comparative Statistics for the U.S. and States (2002 NAICS Basis)	2007
	Geographic Area Series	All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012	2012 2007 2002
		Health Care and Social Assistance: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 2007 2002
		Comparative Statistics for the United States (2002 NAICS Basis):	2007

Tell Me About This Industry in my County...



County Business Patterns (CBP) provides **annual** data for **employer** businesses at the **county level** that she can use to better understand this industry and her competition.

(Business counts by ZIP Code also available)

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Hampshire County, Massachusetts	6244	Child day care services	2013	58	473	2,048	8,735
Suffolk County, Massachusetts	6244	Child day care services	2013	221	3,752	23,080	92,014
Providence County, Rhode Island	6244	Child day care services	2013	159	1,936	8,945	36,493

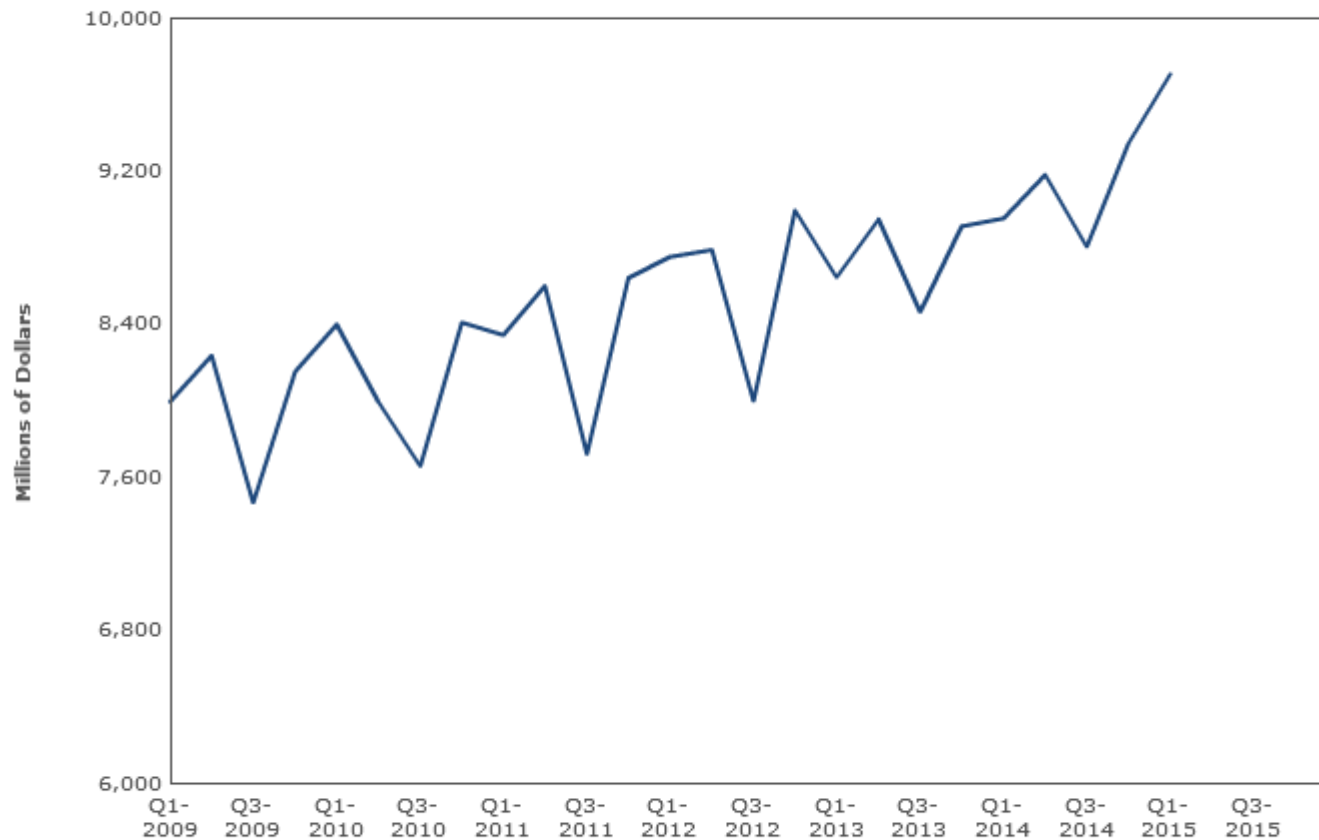
How Is this Industry Performing Nationally?



The *Quarterly Services Survey* (QSS) provides National-level data that she can use to measure changes in this industry and to better understand its seasonal fluctuations.

Source: Quarterly Services Survey
NAICS 6244: Child Day Care Services: U.S. Total
Q1-2009 to Q4-2015

Not Seasonally Adjusted Total Revenue



Data Extracted on: August 27, 2015 (2:44 pm) EDT

These data are subject to sampling and nonsampling error. For more information see
<http://www.census.gov/services/qss/qsstechdoc.html>



What About Data for My Local Area?



The *Economic Census* (EC) provides **place-level** data (including **revenue** data not available from CBP) that she can use to better understand her potential market and local competition.

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)
Amherst town, Massachusetts	6244	Child day care services	All establishments	2012	14	D	D	D	b	N	N
Belchertown town, Massachusetts	6244	Child day care services	All establishments	2012	5	D	D	D	b	N	N
Easthampton Town city, Massachusetts	6244	Child day care services	All establishments	2012	3	1,417	909	238	45	N	N
Granby town, Massachusetts	6244	Child day care services	All establishments	2012	2	D	D	D	b	N	N
Hadley town, Massachusetts	6244	Child day care services	All establishments	2012	3	D	D	D	a	N	N
Northampton city, Massachusetts	6244	Child day care services	All establishments	2012	9	D	D	D	b	N	N
Southampton town, Massachusetts	6244	Child day care services	All establishments	2012	3	D	D	D	b	N	N
South Hadley town, Massachusetts	6244	Child day care services	All establishments	2012	4	D	D	D	b	N	N
Ware town, Massachusetts	6244	Child day care services	All establishments	2012	6	D	D	D	b	N	N
Balance of Hampshire County, Massachusetts	6244	Child day care services	All establishments	2012	4	D	D	D	b	N	N

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)
Burrillville town, Rhode Island	6244	Child day care services	All establishments	2012	3	375	185	59	19	N	N
Central Falls city, Rhode Island	6244	Child day care services	All establishments	2012	3	D	D	D	b	N	N
Cranston city, Rhode Island	6244	Child day care services	All establishments	2012	31	D	D	D	e	N	N
Cumberland town, Rhode Island	6244	Child day care services	All establishments	2012	8	D	D	D	b	N	N
East Providence city, Rhode Island	6244	Child day care services	All establishments	2012	18	D	D	D	c	N	N
Foster town, Rhode Island	6244	Child day care services	All establishments	2012	1	D	D	D	b	N	N
Glocester town, Rhode Island	6244	Child day care services	All establishments	2012	4	907	456	111	38	N	N
Johnston town, Rhode Island	6244	Child day care services	All establishments	2012	14	D	D	D	c	N	N
Lincoln town, Rhode Island	6244	Child day care services	All establishments	2012	3	D	D	D	b	N	N
North Providence town, Rhode Island	6244	Child day care services	All establishments	2012	6	D	D	D	b	N	N
North Smithfield town, Rhode Island	6244	Child day care services	All establishments	2012	4	D	D	D	b	N	N
Pawtucket city, Rhode Island	6244	Child day care services	All establishments	2012	10	D	D	D	c	N	N
Providence city, Rhode Island	6244	Child day care services	All establishments	2012	32	D	D	D	e	N	N
Scituate town, Rhode Island	6244	Child day care services	All establishments	2012	2	D	D	D	a	N	N
Smithfield town, Rhode Island	6244	Child day care services	All establishments	2012	8	D	D	D	c	N	N
Woonsocket city, Rhode Island	6244	Child day care services	All establishments	2012	6	D	D	D	c	N	N

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)
Boston city, Massachusetts	6244	Child day care services	All establishments	2012	205	184,303	85,846	20,900	3,438	N	N
Chelsea city, Massachusetts	6244	Child day care services	All establishments	2012	8	D	D	D	b	N	N
Revere city, Massachusetts	6244	Child day care services	All establishments	2012	3	D	D	D	b	N	N
Winthrop Town city, Massachusetts	6244	Child day care services	All establishments	2012	7	D	D	D	c	N	N

I've Heard about Nonemployers... What are They and Should I Care?

Nonemployers are businesses with no paid employees.

- Primarily independent contractors
- File IRS Form 1040 Schedule C
- Significant in number
- Significant in revenue in some industries



Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of nonemployer establishments	Receipts (\$1,000)
Hampshire County, Massachusetts	6244	Child day care services	2013	186	4,680
Suffolk County, Massachusetts	6244	Child day care services	2013	1,511	29,377
Providence County, Rhode Island	6244	Child day care services	2013	1,460	23,855

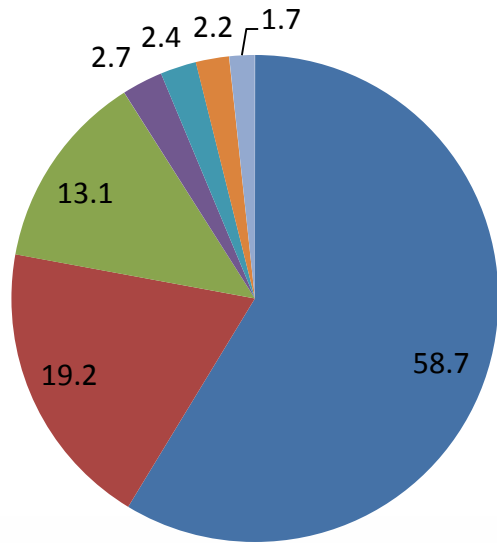
What Services do Businesses in this Industry Provide?

Data on products and services sold by businesses are available in the **Product Lines** data from the *Economic Census*.

- Can be used in a business plan to identify the primary and secondary sources of sales of the business

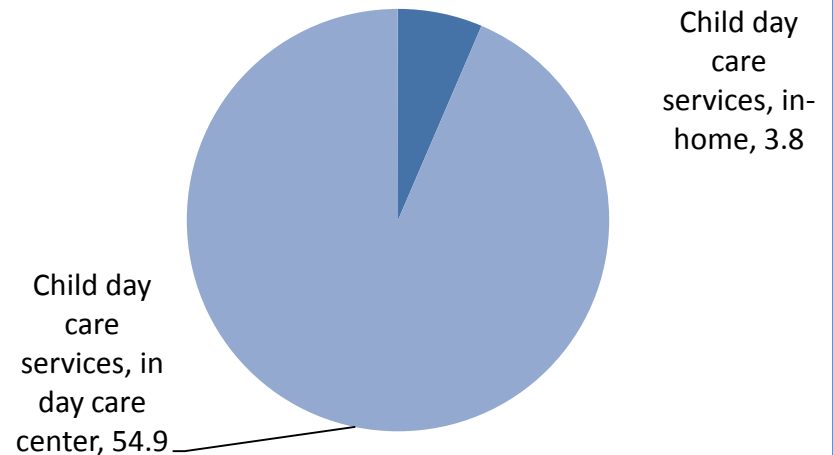


Broad product line sales as % of total sales: 2012



- Child day care services
- Pre-primary grade instructional programs
- Contributions, gifts, and grants - Government
- Contributions, gifts, and grants - Private
- Social assistance services for children, youth, and families
- Children and youth recreational programs
- Other

Detailed product line sales as % of total sales: 2012



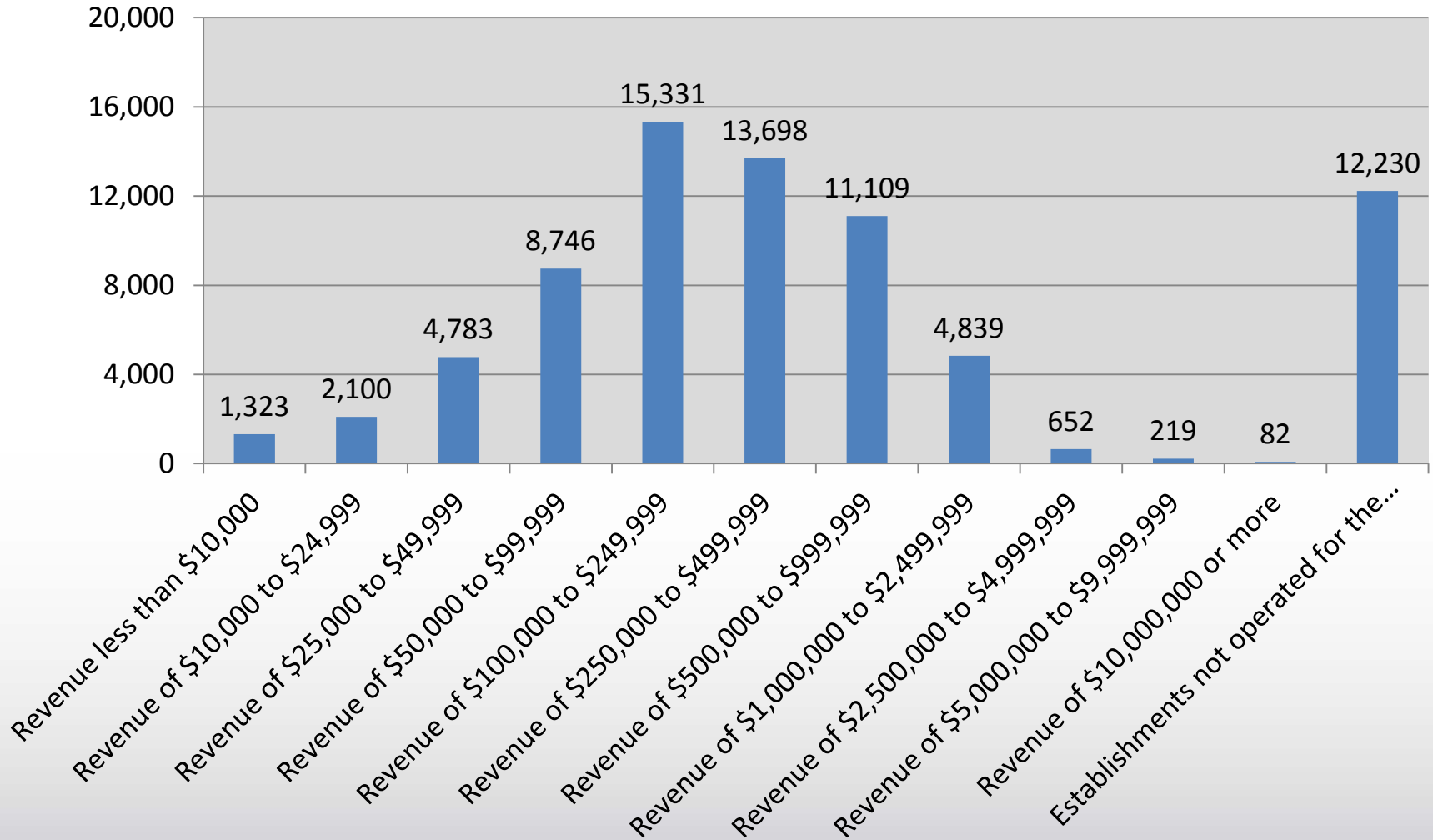
How Big Should A Business Be?



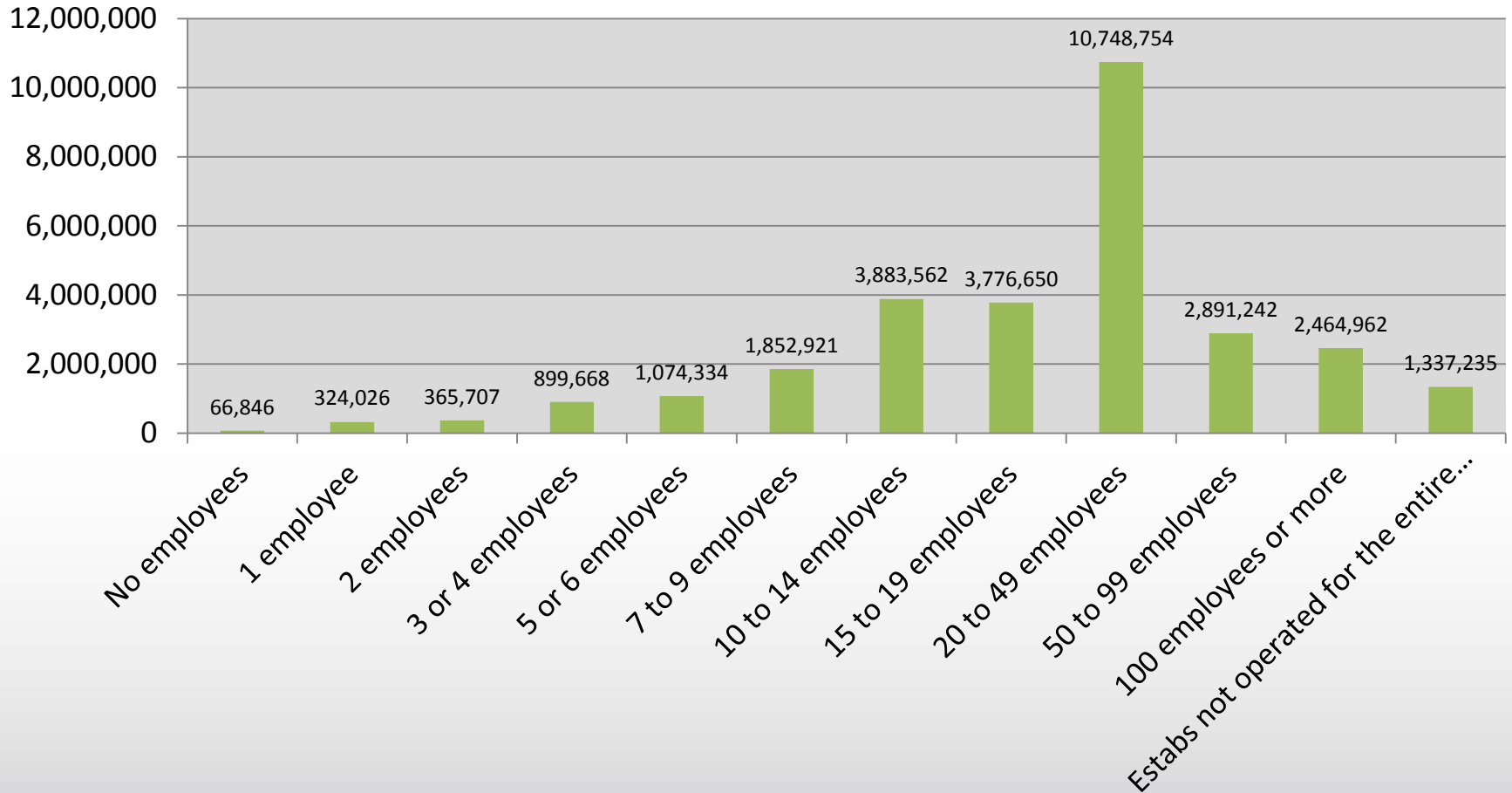
The *Economic Census* also includes data broken out by the **sales** and **employment size** of the business

- Can be used in a business plan to understand the size of a “typical” business in an industry
- Can also be used to forecast the future growth of a business to its most efficient size

Number of child day care establishments in the US: 2007



Receipts/Revenue of child day care services in the US: 2007 (\$1,000)



Anything Else?

- The *Economic Census* publishes detailed data (including information on **Tax Status**) that is tailored to specific industries
- The *Survey of Business Owners* publishes detailed data on the **race, ethnicity, gender, and veteran status** of the business owner



Both can be used to further understand the composition of an industry

Visualizations?

The *Industry Statistics Portal* also provides access to visualization of selected economic data.

- Can be used in business plans and presentations

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

2012 NAICS SEARCH

Enter a NAICS code or Title

RELATED INDUSTRIES 

Collapse list

Expand list

ISP Home


62 - Health care and social assistance

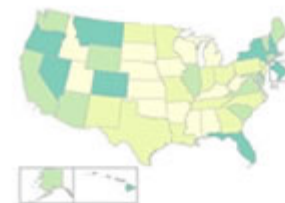
624 - Social assistance

6244 - Child day care services

62441 - Child day care services

624410 - Child day care services

SELECTED VISUALIZATIONS 



Industry Snapshot

Child Day Care Services (NAICS 6244)

Change Geography: Massachusetts Apply

[Compare your business](#) [Change Industry](#)

2012 Number of establishments Number of establishments Change Map



Source: 2012 Economic Census [View underlying table](#)

The *Industry Snapshots* present key statistics from three Census Bureau economic programs, as well as per capita ratios using data from Population Estimates. Historical data are not shown when they are not comparable due to NAICS changes. See Definitions and Comparability in the [Industry Statistics Portal](#) and the Snapshot [FAQs](#) for more information.

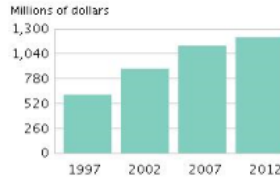
The 2012 Economic Census is released on a flow basis so some data may not yet be available, and data for some industries are only available for the U.S. and by State. See the [release schedule](#) and the [Geographic Coverage Tables](#) for more information.

Key Industry Statistics: Massachusetts

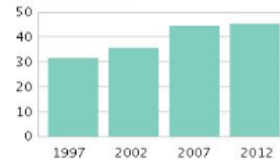
	1997	2002	2007	2012	07-12 % Chg
Number of establishments	1,676	1,911	1,988	2,127	7.0%
Receipts/Revenue (\$ Millions)	622	893	1,140	1,232	8.1%
Annual payroll (\$ Millions)	284	444	536	603	12.4%
Total employment	19,363	25,013	25,571	26,972	5.5%
Receipts/Revenue per establishment (\$1,000)	371	467	574	579	1.0%
Receipts/Revenue per employee (\$1,000)	32	36	45	46	2.5%
Receipts/Revenue per \$ of payroll (\$)	2.19	2.01	2.13	2.04	-3.8%
Payroll per employee (\$)	14,859	17,746	20,980	22,349	6.5%
Employees per establishment	11.55	13.09	12.88	12.88	-1.4%
Receipts/Revenue per capita (\$)	100	139	177	185	4.6%
Population per establishment	3,715	3,358	3,235	3,125	-3.4%
Nonemployer establishments (establishments without paid employees)					
Number of establishments	11,502	10,700	10,602	10,398	-1.9%
Receipts (\$1,000)	182,687	203,537	228,164	234,408	2.7%
Receipts per establishment (\$)	14,144	19,022	21,521	22,544	4.8%
Receipts per capita (\$)	26.13	31.72	35.48	35.27	-6%
Population					
Total Population	6,228,058	6,417,206	6,431,559	6,646,144	3.3%

* Data have not yet been released. [Click here](#) for the full 2012 Economic Census release schedule.

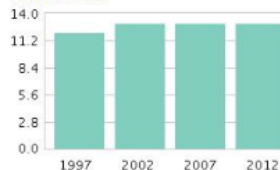
Receipts/Revenue: Massachusetts



Receipts/Revenue per Employee: Massachusetts



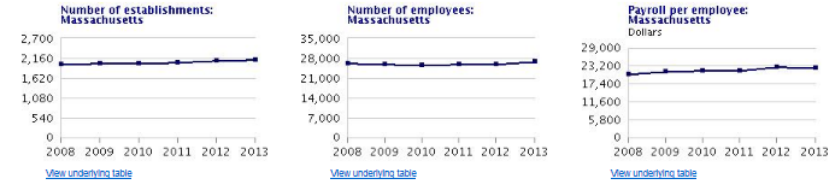
Employees per establishment: Massachusetts



Child Day Care Services (NAICS 6244)

Employer establishments in Massachusetts: 2008-2013

Source: 2008-2013 [County Business Patterns](#). (See [survey methodology](#) for details about these data.)



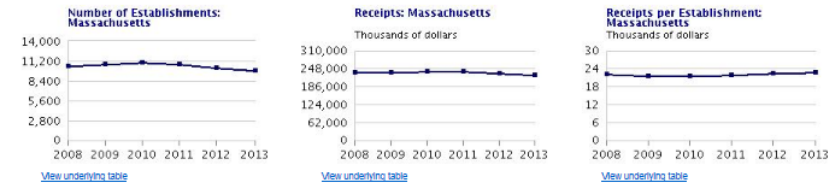
Employment size and legal form of organization for establishments in Massachusetts with paid employees: 2013

Source: 2013 [County Business Patterns](#). (See [survey methodology](#) for details about these data.)



Nonemployer establishments in Massachusetts (establishments without paid employees): 2008 - 2013

Source: 2008-2013 [Nonemployer Statistics](#). (See [survey methodology](#) for details about these data.)



[Back To Top](#)

Source: [Economic Census](#), [County Business Patterns](#), [Nonemployer Statistics](#), and [Population Estimates](#).

Notes: ▲ = Not available for graphing purposes.

All dollar figures are in current dollars for the period shown, and do not reflect changes in prices. For information on how these data are derived, see the Methodology text for each program. For more statistics about this industry from other Census Bureau programs, see the [Industry Statistics Portal](#).

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS
For more information about the Economic Census, visit [business.census.gov](#)

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Economic Statistics

Is There an Easier Way to Get All This Great Information?

American FactFinder, the *Industry Statistics Portal*, and the other tools shown provide access all of these data, but can often be hard to use... Enter:

[*Census Business Builder: Small Business Edition...*](#)

[\(https://cbb.census.gov/sbe/\)](https://cbb.census.gov/sbe/)

Home Page: <http://www.census.gov/data/data-tools/cbb.html>

Questions



Any other Questions:

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(301)763-6747

Thank You!