Using Census Bureau Data for Marketing Research: A Primer for Small-Business Owners

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What is Market Research About?

Market research is a process used to collect, organize, analyze and present data for the purpose of maximizing capabilities and competitive forces of the marketplace.

http://www.census.gov/how/videos/

What is the ACS?

- A large national survey that uses continuous measurement methods to produce detailed population and housing estimates each year
- Designed to produce critical information that had previously come from the decennial census

ACS Content: Population

- SOCIAL
  - Ancestry
  - Citizenship & Year of Entry
  - Disability Status
  - Educational Attainment
  - Field of Degree
  - Health Insurance
  - Grandparents
  - Fertility
  - Language
  - Marital Status & History
  - Place of Birth
  - Migration
  - Relationship
  - School Enrollment
- ECONOMIC
  - Veteran Status
  - Computer Ownership & Internet Access
- DEMOGRAPHIC
  - Age & Sex
  - Race & Hispanic Origin

ACS Content: Housing

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

Population Thresholds for ACS Estimates

<table>
<thead>
<tr>
<th></th>
<th>1-year estimates</th>
<th>3-year estimates</th>
<th>5-year estimates</th>
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</thead>
<tbody>
<tr>
<td>65,000+ people</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>20,000+ people</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Less than 20,000 people</td>
<td></td>
<td></td>
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</tbody>
</table>

New Estimates Released Every Single Year September-December
Standard Hierarchy of Census Geographic Entities

Allegany County Places

Allegany County Zip Code Tabulation Areas—Median Per Capita Income

Allegany County Census Tracts—Median Per Capita Income

Economic Statistics—about Businesses and the Economy

Know Your NAICS
North American Industry Classification System
Release Schedule

- National-level data at 2- and 3-digit NAICS
- Released on March 26th, 2014

Advance Report

- National-level data at 2- and 3-digit NAICS
- Released on March 26th, 2014

Industry Series

- Started in May 2014
- National-level data only, but...
- More detailed NAICS
- Products data
### NAICS Changes

- New and emerging industries
  - Breakout of solar, wind, geothermal, and biomass electric power generation from All Other Electric Power Generation (NAICS 221119)

- Consolidations due to decrease in number of companies due to:
  - General industry decline
  - Company consolidation

- Changes to (and consolidation of) existing industries due to market change

### Where Can I Go for More Information?

- BCG What’s New page
- NAICS web site (http://www.census.gov/eos/www/naics/)
  - Industry definitions and Concordance tables
  - Relationships to other systems
  - Federal Register Notices

### Finding Data Page

The home of the ISP

... and the Industry Snapshots

### Industry Statistics Portal

Industry Statistics Portal (ISP) (www.census.gov/econ/isp/)

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997

### Geographic Area Series

- Scheduled to started in January 2015
- National-, state- county-, metro area-, and place-level data
- Full NAICS detail
  - LOTS of Changes Coming...
**State Release Order**

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<thead>
<tr>
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<tr>
<td>1</td>
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<tr>
<td>2</td>
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<tr>
<td>3</td>
<td>HI</td>
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<tr>
<td>4</td>
<td>AK</td>
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<tr>
<td>5</td>
<td>ME</td>
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<td>AZ, NE</td>
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<td>FL, US</td>
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<tr>
<td>18</td>
<td>ID, OR, UT, WA, WY</td>
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</tbody>
</table>

**Geographic Changes**

- **New Places**
  - 2007 EC cutoff: 5,000+ pop or jobs; now 2,500+
  - Results in nearly 5,000 new places

- **Other place changes**

- **New Metros**

**Reference Maps**

**Help Center Page**

**Stay Connected!**

- Receive Census Bureau news releases and more information from the Public Information Office by email subscription.
  - [http://www.census.gov/newsroom/subscriptions.html](http://www.census.gov/newsroom/subscriptions.html)

**Items available include:**

- **Data on People**
  - Includes data on population, family structure, age, sex, race, ethnic groups, education, health care insurance, marital status, disability, language, income, poverty, commuting, mobility and labor force.

- **Data on Business, Industry and Government**
  - Includes data on the economy, business ownership, business patterns, industry data, government and tax expenditures.

- **Data on Housing**
  - Includes data on housing characteristics such as house type, age, size, plumbing, telephone access, ownership and financing.
Questions and Support

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Please don't forget your evaluations. Your comments count!
https://questionweb.com/9212