



# **Introduction to Veteran Statistics: Market Research Tools for Veteran Small Businesses**

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# Finding the Right Data

The Census Bureau collects both demographic and economic data.

## Understand your customers

- American Community Survey

## Understand your competitors

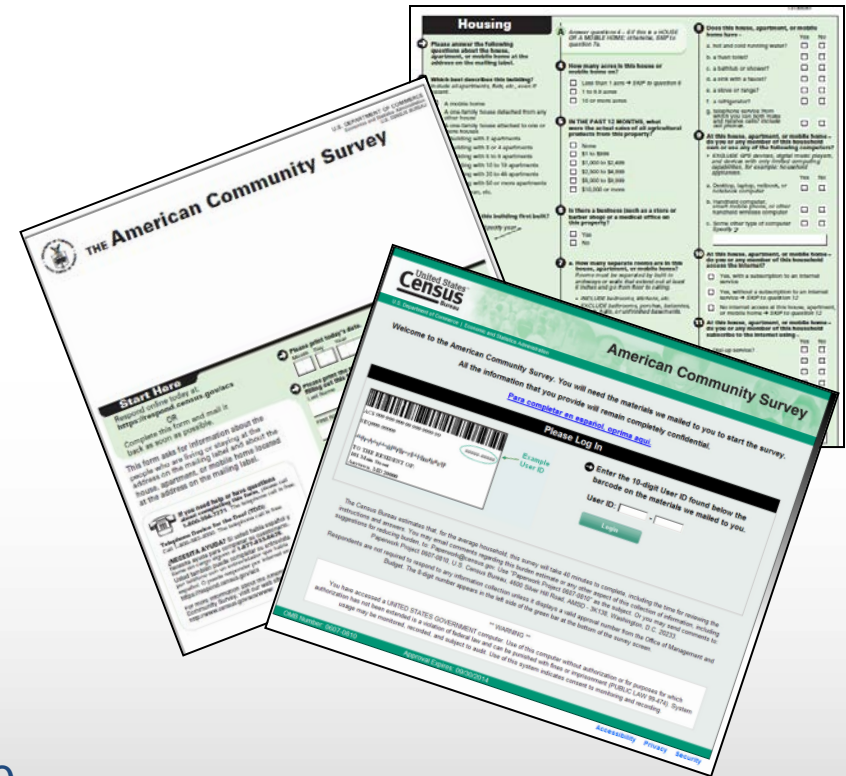
- Economic Census (industry totals)
- Survey of Business Owners (veteran specific)

# American Community Survey

## What is it?

An ongoing monthly survey sent to 3.5 million addresses

- Data collection through four modes: Internet, Mail, Telephone, Personal Visit
- Annually produces 1-year and 5-year period datasets:
  - Detailed population and housing estimates previously collected on the decennial long form
  - *Critical information on small areas and small population groups*
  - Over 11 billion estimates for over 35,000 communities



# American Community Survey

## How is it different from a Census?

The decennial census **counts the population** to support apportionment and redistricting

The ACS supplements this information with annually updated **estimates** on the nation's **population and housing characteristics**

The purpose of the ACS is not to count every person in a community or town but rather, to provide a portrait of the community's characteristics

# American Community Survey

## How do we manage content?

Office of Management and Budget (OMB) approves content

National need to provide data for small geographic areas and small population groups weighed against respondent burden

Census Bureau works closely with OMB and Federal Agencies

2014 Content Review updated uses including legal justification

Ongoing research to look for ways to further reduce respondent burden and concerns, including asking certain questions less frequently and reusing information already provided to the government

# American Community Survey Topics

## Demographic

Age and Sex  
Group Quarters Population  
Hispanic or Latino origin  
Race  
Relationship

## Social

Ancestry  
Citizenship Status  
Disability Status  
Educational Attainment  
Fertility  
Field of Degree  
Grandparents as Caregivers  
Language  
Marital History  
Marital Status  
Place of Birth  
School Enrollment  
Residence 1 Year Ago/Migration  
Veteran status  
Period of military service  
Service-connected disability status  
Year of Entry

## Economic

Class of Worker  
Commuting to Work/  
Journey to Work  
Employment Status  
Food Stamps/Supplemental Nutrition Assistance Program (SNAP)

Health Insurance Coverage  
Income and Earnings  
Industry and Occupation  
Poverty  
Work Status

## Housing

Computer Ownership & Internet Access  
House Heating Fuel  
Housing tenure (rent/own)  
Kitchen Facilities  
Occupancy/Vacancy Status  
Occupants per Room  
Owner Monthly Costs  
Plumbing Facilities  
Rent Statistics  
Rooms / Bedrooms  
Telephone Service Available  
Type of housing unit  
Units in Structure  
Value of Home  
Vehicles Available  
Year Householder Moved Into Unit  
Year Structure Built

# Census 2010 Topics

## Demographic

Age and Sex  
Hispanic or Latino origin  
Race  
Relationship

## Housing

Housing tenure (rent/own)  
Occupancy/Vacancy Status

# American Community Survey

## Why Do We Ask?

### Veteran Status and Period of Service

Title 13 of the U.S. Code provides the current legal authority for collecting all American Community Survey data

### Meeting Federal Needs

- Used primarily by the Department of Veterans Affairs to measure the needs of veterans and to evaluate the impact of veterans' programs dealing with education, employment, and health care

### Community Benefits

- Budgeting and program planning for medical services and nursing homes for veterans
- Planning locations and sizes of veterans' cemeteries
- Determining segments of population who may not be receiving needed medical services
- Allocating funds for employment and job training programs for veterans

# American Community Survey

## Why Do We Ask?

### Service-Connected Disability Status and Rating

Title 13 of the U.S. Code provides the current legal authority for collecting all American Community Survey data

### Meeting Federal Needs

- Used by the Department of Veterans Affairs (VA) to measure a veteran's service-connected disability compensation entitlement status. This information will improve VA's ability to accurately anticipate the need for VA care and its associated cost

### Community Benefits

- VA medical centers and their associated outpatient clinics would use these data to measure key determinants of the demand for VA care
- Data on service-connected disability ratings would allow VA medical centers (and their regional networks) to engage in meaningful local area planning that accounts for expectations of the future demand for VA care



# American Community Survey

## Veteran Status, Period of Service, Service-Connected Disability Status

**26** Has this person ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard? Mark (X) ONE box.

- Never served in the military → SKIP to question 29a
- Only on active duty for training in the Reserves or National Guard → SKIP to question 28a
- Now on active duty
- On active duty in the past, but not now

**28** a. Does this person have a VA service-connected disability rating?

- Yes (such as 0%, 10%, 20%, ... , 100%)
- No → SKIP to question 29a

b. What is this person's service-connected disability rating?

- 0 percent
- 10 or 20 percent
- 30 or 40 percent
- 50 or 60 percent
- 70 percent or higher

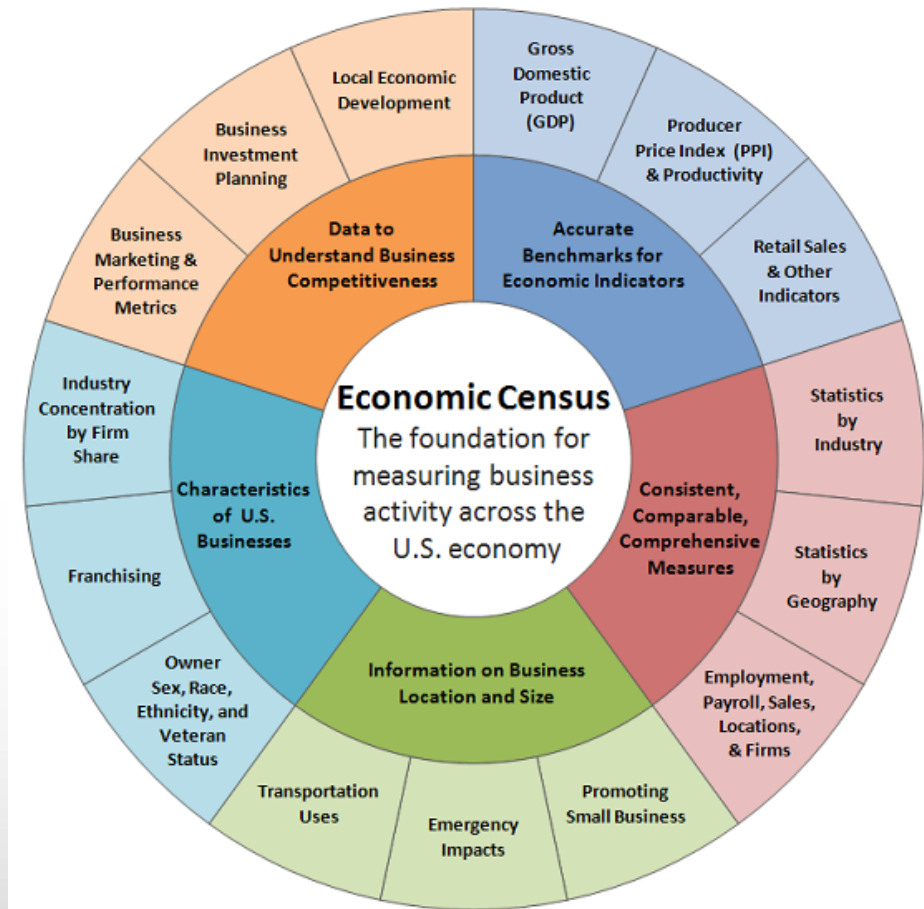
**27** When did this person serve on active duty in the U.S. Armed Forces? Mark (X) a box for EACH period in which this person served, even if just for part of the period.

- September 2001 or later
- August 1990 to August 2001 (including Persian Gulf War)
- May 1975 to July 1990
- Vietnam era (August 1964 to April 1975)
- February 1955 to July 1964
- Korean War (July 1950 to January 1955)
- January 1947 to June 1950
- World War II (December 1941 to December 1946)
- November 1941 or earlier

<http://www.census.gov/programs-surveys/acs/methodology/questionnaire-archive.html>

# Uses of Economic Data

[http://www.census.gov/econ/census/use\\_data/](http://www.census.gov/econ/census/use_data/)



# Survey of Business Owners

## What is it?

Part of the Economic Census required by law to be taken every 5 years, for years ending in “2” or “7”

Provides the only comprehensive, regularly collected source of information on selected economic and demographic characteristics for businesses and business owners by gender, ethnicity, race, and veteran status

Includes all nonfarm businesses filing Internal Revenue Service tax forms as individual proprietorships, partnerships, or any type of corporation, and with receipts of \$1,000 or more

Covers both firms with paid employees and firms with no paid employees

Conducted on a company or firm basis rather than an establishment basis

Compiles data by combining data collected on businesses and business owners in the SBO with data collected on the main economic census and administrative records

# Survey of Business Owners

## Why Do We Ask?

### Veteran Status, Service-Connected Disability Status

Title 13 of the U.S. Code provides the current legal authority for collecting all Survey of Business Owners data

The veteran question has been revised and expanded to collect information on whether the veteran was service-disabled, served on active duty or as a reservist during the survey year, served on active duty at any time, and served on active duty after September 11, 2001.

The revised and expanded wording for the veteran categories and the collection of the additional service characteristics reflects input received during consultations with many leaders in the veteran community.

Input was received from, among others, Department of Defense, Department of Veterans Affairs, Bureau of Labor Statistics, U.S. House of Representatives Committee on Veterans' Affairs, Senate Committee on Veterans' Affairs, Small Business Administration, American Legion, VET-Force, and AMVETS.

# Survey of Business Owners

## Veteran Status

## Service-Connected Disability Status

### Question wording 2007

- 22** A. Is **Owner 1** a veteran of any branch of the U.S. military service including the Coast Guard?
- Yes  No - Go to **23**
- B. (If Yes) Was **Owner 1** disabled as the result of injury incurred or aggravated during active military service?
- Yes  No

### Question wording 2012

- 19** A. Has **Owner 1** ever served in any branch of the U.S. Armed Forces, including the Coast Guard, the National Guard, or a Reserve component of any service branch?
- Yes  No → Go to **20**.
- B. (If Yes) Do any of the following characteristics describe **Owner 1**'s military service? **Mark X all that apply.**
- Served on active duty military service, not including training for the Reserves or National Guard
  - Disabled as the result of illness or injury incurred or aggravated during military service
  - Served on active duty military service after September 11, 2001
  - Served on active duty military service in 2012
  - Served in the National Guard or as a reservist of any branch of the U.S. Armed Forces in 2012
  - None of the above

<http://www.census.gov/econ/sbo/getforms.html>

# Survey of Business Owners

## Veteran-Related Topics

### Data Products

Preliminary Estimates --

- **Veteran-Owned Businesses**

- Number of firms
- Sales and receipts
- Number of employees
- Annual payroll

Final Estimates --

- **Company Summary**

- For veteran-, nonveteran-, and equally veteran-/nonveteran-owned businesses (50% / 50%)

- **Characteristics of Businesses**

- For veteran-, nonveteran-, and equally veteran-/nonveteran-owned businesses (50% / 50%)

- **Characteristics of Business Owners**

- For veteran and nonveteran owners of respondent firms

### Characteristics of Businesses

Sex, Race, and Hispanic or Latino Origin  
Jointly Owned or Operated by Spouses  
Majority of Business Family-Owned  
Number of Owners of Business  
Year Business Originally Established  
Source(s) and Amount of Start-Up or Acquisition  
Capital  
Home-Based Business  
Operated as a Franchise  
Owned by a Franchise (For 2007 only)  
Source(s) of Capital to Expand Business  
Type(s) of Customer Categories  
Percent of Total Sales Exported  
Operations Established Outside United States  
Outsourced Business Function Outside United States  
Language(s) Used in Transactions  
Type(s) of Workers Employed  
Employer-Paid Benefits Offered  
Company Had a Web Site  
E-Commerce as Percentage of Total Sales  
Company Made Purchases Online  
Seasonal or Part-Time Business Status  
Business Operating or Reason Ceased

\*\*New for 2012—

Owned Intellectual Property

### Characteristics of Business Owners

Sex  
How Initially Acquired Business  
Year Acquired Ownership of Business  
Primary Function(s) in Business  
Average Hours Per Week Spent Working  
This Business Primary Income Source  
Prior Experience Owning a Business  
Highest Level of Education  
Age of Owner  
Owner Born in the United States (2007 only)  
Service-Disabled Veteran Status

\*\*New for 2012—

- Born a citizen of the United States
- Served on active duty military service
- Post 9/11 active duty military service
- Served on active duty military service in 2012
- Served in the National Guard or as a reservist in any branch of the U.S. Armed Forces in 2012

# How to Access Data

## Online:

- American FactFinder
- QuickFacts
- EasyStats
- Census Business Builder

## Microdata:

- DataFerrett
- Public Use Microdata Sample (PUMS)

**U.S. Census Bureau**  
*Data Tools and Resources*

**Discover YOUR Community**  
with the  
**American Community Survey (ACS)**

**QuickFacts**  
The best online tool to find interesting facts fast. View charts, maps, and statistics about your community from the ACS and other data sources. Want to know the median household income for your city? The mean travel time to work for your hometown? Access Quickfacts today to get started.  
<http://census.gov/quickfacts>

**American FactFinder (AFF)**  
An online data access tool developed by the Census Bureau for the public. Data users of all skill levels use AFF to search billions of ACS and other Census Bureau statistics. AFF allows users to drill down to needed statistics for many geography levels, download data files, and create customized maps.  
<http://factfinder2.census.gov>

**Census Explorer**  
Make new discoveries about your neighborhood and how it has changed through the power of the ACS in this new mapping tool. Choose from topics such as median household income, labor force participation rate, and commuting to work for states, counties, and census tracts.  
<http://www.census.gov/censusexplorer>

**OnTheMap for Emergency Management**  
Access U.S. population and workforce statistics for areas being affected by natural disasters to support local area response and recovery. Includes ACS statistics such as disability status, ability to speak English, and year structure built.  
<http://onthemap.ces.census.gov/env/>

United States  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau  
[census.gov](http://census.gov)

f t y

# American FactFinder

**When to use:** If you need detailed demographic or socio-economic statistics about veterans or veteran-owned businesses in a specific geography

<http://factfinder.census.gov>

The screenshot shows the American FactFinder website. At the top left is the U.S. Department of Commerce logo and the United States Census Bureau logo. The main header features the text 'AMERICAN FactFinder' with a magnifying glass icon over a map of the United States showing states like Kansas, Missouri, Kentucky, Virginia, and North Carolina. Navigation links include 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. There are also links for 'Feedback', 'FAQs', and 'Glossary'. A language selector shows 'English'. The 'Community Facts' section is expanded, showing a description: 'Find popular facts (population, income, etc.) and frequently requested data about your community.' Below this is a search input field with the placeholder text 'e.g., Atlanta, GA' and a 'GO' button. A list of search options includes 'Guided Search', 'Advanced Search', and 'Download Center'. On the right side of the page, there is a photograph of a young woman with a blue headband smiling, sitting at a desk in a classroom or office setting.



# American FactFinder

## Quick Link to Most Recent ACS Veterans Tables

<https://www.census.gov/programs-surveys/acs/guidance/subjects.html>

Click on “Veterans” in the list for social characteristics.

Refine your search results:      topics  race/ancestry  industries  occupations

Selected:       « ‹ 1 2 3 4 »»

Show results from:

ID	Table, File or Document Title	Dataset
<input type="checkbox"/> B21001	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	2014 ACS 5-year estimates
<input type="checkbox"/> B21001	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	2014 ACS 1-year estimates
<input type="checkbox"/> B21001A	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (WHITE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001B	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (BLACK OR AFRICAN AMERICAN ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001C	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (AMERICAN INDIAN AND ALASKA NATIVE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001D	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (ASIAN ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001E	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001F	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (SOME OTHER RACE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001G	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (TWO OR MORE RACES)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001H	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (WHITE ALONE, NOT HISPANIC OR LATINO)	2014 ACS 1-year estimates
<input type="checkbox"/> B21001I	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (HISPANIC OR LATINO)	2014 ACS 1-year estimates
<input type="checkbox"/> B21002	PERIOD OF MILITARY SERVICE FOR CIVILIAN VETERANS 18 YEARS AND OVER	2014 ACS 1-year estimates
<input type="checkbox"/> B21002	PERIOD OF MILITARY SERVICE FOR CIVILIAN VETERANS 18 YEARS AND OVER	2014 ACS 5-year estimates
<input type="checkbox"/> B21003	VETERAN STATUS BY EDUCATIONAL ATTAINMENT FOR THE CIVILIAN POPULATION 25 YEARS AND OVER	
<input type="checkbox"/> B21003	VETERAN STATUS BY EDUCATIONAL ATTAINMENT FOR THE CIVILIAN POPULATION 25 YEARS AND OVER	
<input type="checkbox"/> B21003	MEDIAN INCOME IN THE PAST 12 MONTHS (IN 2014 INFLATION-ADJUSTED DOLLARS) BY VETERAN STATUS BY SEX FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	

The list of available estimates will change once a geography is selected.

# American FactFinder

## Local Market Statistics – Geographies Available

- ACS 1-year estimates are produced for areas with populations of 65,000+
- ACS 5-year estimates are produced for all areas, including smaller geographies such as:
  - Counties
  - Cities/towns
  - Census Tracts
  - Block Groups
  - School Districts
  - ZIP code tabulation areas (ZCTAs)

# American FactFinder

## Local Market Statistics – Geographies Available

The screenshot displays the American FactFinder interface. At the top, the U.S. Department of Commerce logo and the American FactFinder title are visible. A navigation bar includes links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH (highlighted), and DOWNLOAD CENTER. A search instruction reads: "Search - Use the options on the left (topics, geographies, ...) to narrow your search results".

On the left side, there are several selection categories:

- Your Selections:** "Your Selections" is empty. Buttons for "load search" and "save search" are present.
- 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, ...)

The "Select Geographies" dialog box is open, showing a list of geographic types. The dialog has tabs for "List", "Name", "Address", and "Map". The "List" tab is active, displaying a scrollable list of geographic types with their corresponding codes. The list includes:

- 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
- ..... Metropolitan Statistical Area/Micropolitan Statistical Area (or part) - 320
- ..... Principal City (or part) - 321
- ..... Area Outside of Metropolitan Statistical Area/Micropolitan Statistical Area (or part) - E32
- ..... Combined Statistical Area (or part) - 340
- ..... New England City and Town Area (or part) - 360
- ..... 5-Digit ZIP Code Tabulation Area - 860
- ..... 5-Digit ZIP Code - 861
- ..... Commodity Flow Survey Area/Remainder - E33
- ..... American Indian Area/Alaska Native Area/Hawaiian Home Land - 250
- ..... Metropolitan Statistical Area/Micropolitan Statistical Area - 310

The dialog also includes a "Select from:" section with radio buttons for "most requested geographic types" (selected) and "all geographic types". A "Select a geographic type:" section is also present. A "CLOSE X" button is in the top right corner of the dialog.

# American FactFinder

## ACS Data Product Types

### Tables

- Detailed Tables (B or C)
- Subject Tables (S)
- Ranking Tables (R)
- Geographic Comparison Tables (GCT)

### Profiles

- Data Profiles (DP)
- Narrative Profiles (NP)
- Comparison Profiles (CP)
- Selected Population Profiles (S0201)

# American FactFinder

## Tips for finding data products on veterans

### Examples:

**B21001** SEX BY AGE BY  
VETERAN STATUS FOR THE  
CIVILIAN POPULATION 18  
YEARS AND OVER

**B21001A** SEX BY AGE BY  
VETERAN STATUS FOR THE  
CIVILIAN POPULATION 18  
YEARS AND OVER (WHITE  
ALONE)

**B**=Data Product Type (Base Table)

**21**=Subject (Veterans)

**001**=Sequential Number

**A (through I)** =Race/Hispanic Origin  
Group

American Community Survey Tables Pertaining to Veterans	1-Year	5-Year
<b>DETAILED TABLES:</b>		
B21001 – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over	X	X
B21001A-I – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over ( <i>race iterated tables</i> )	X	
B21002 – Period of Military Service for Civilian Veterans 18 Years and Over	X	X
B21003 – Veteran Status by Educational Attainment for the Civilian Population 25 Years and Over	X	X
B21004 – Median Income in the Past 12 Months by Veteran Status by Sex for the Civilian Population 18 Years and Over with Income in the Past 12 Months	X	X
B21005 – Age by Veteran Status by Employment Status for the Civilian Population 18 to 64 Years	X	X
B21007 – Age by Veteran Status by Poverty Status in the Past 12 Months by Disability Status for the Civilian Population 18 Years and Over	X	
B21100 – Service-Connected Disability-Rating Status and Ratings for Civilian Veterans 18 Years and Older	X	X
<b>COLLAPSED TABLES:</b>		
C21001A-I – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over ( <i>race iterated tables</i> )	X	X
C21005 – Veteran Status by Employment Status for the Civilian Population 18 to 64 Years	X	
C21007 – Age by Veteran Status by Poverty Status in the Past 12 Months by Disability Status for the Civilian Population 18 Years and Over	X	X
C21100 – Service-Connected Disability-Rating Status for Civilian Veterans 18 Years and Older	X	
<b>SUBJECT TABLES:</b>		
S2101 – Veteran Status	X	X
<b>RANKING TABLES:</b>		
R2101 – Percent of the Civilian Population 18 years and Over Who are Veterans	X	
GCT2101 – Percent of the Civilian Population 18 years and Over Who are Veterans	X	X
<b>PROFILE TABLES:</b>		
<i>Note: Estimate and percentage of civilian veterans ONLY are included in the following profile tables.</i>		
DP02 Data Profile—Social Characteristics Table	X	X
CP02 Comparison Data Profile—Social Characteristics Table	X	
S0201 Selected Population Profile	X	

# Decennial Census Data Products

Census 2010 in the U.S. Island Areas collected data similar to that of the ACS.  
Tables related to veterans are listed below.

Table Title	CENSUS 2000						CENSUS 2010			
	Summary File 3 (US & Puerto Rico)	Summary File 4 (US & Puerto Rico)	Guam	Northern Mariana Islands	American Samoa	U.S. Virgin Islands	Guam	Northern Mariana Islands	American Samoa	U.S. Virgin Islands
Armed Forces Status by School Enrollment by Educational Attainment by Employment Status for the Population 16 to 19 Years	P038									
Sex by Armed Forces Status by Veteran Status for the Population 18 Years and Over			PBG029	PBG029	PBG029	PBG025				
Sex by Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over	P039	PCT067	PCT035	PCT035	PCT035	PCT031				
Sex by Age by Veteran Status for the Population 18 Years and Over							PCT37	PCT37	PCT37	PCT33
Sex by Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over ( <i>race iterated tables</i> )	PCT066A-PCT066I									
Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over			PBG028	PBG028	PBG028	PBG024	PBG28	PBG28	PBG28	PBG26
Period of Military Service for Civilian Veterans 18 Years and Over	P040	PCT068	PBG030	PBG030	PBG030	PBG026	PBG30	PBG30	PBG30	PBG28
Service-connected Disability Status and Ratings for Civilian Veterans 18 Years and Over							PBG31	PBG31	PBG31	PBG29

# Survey of Business Owners Tables Pertaining to Veterans

NOTE: The current 2012 SBO data is preliminary. Final data will be released in December 2015

To quickly access tables from the 2012 SBO use the link from the webpage shown below: <http://www.census.gov/econ/sbo>

2012 SBO Table IDs
<b>General Characteristics</b>
SB1200CSA02 through SB1200CSA04
<b>FTP tables</b>
<i>The tables listed above are available for FTP download. Each zipped file contains all geographies for the table.</i>

You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide Statistics](#) > Survey of Business Owners

## Survey of Business Owners (SBO)

[Main](#) [Get Data](#) [About the Survey](#) [Get Forms](#) [PUMS](#) [Special Tabulations](#)

### Are you in a survey?

- Is This Form Legitimate?
- Get Help With Your Form
- SBO Release Schedule
- GET EMAIL UPDATES

### Important Links

- [Access SBO data on American FactFinder](#)
- Latest News
- Special Tabulations
- Business Directories and Other Contacts

### Survey of Business Owners - Main

#### Preliminary results from the 2012 Survey of Business Owners

Approximately 1.75 million businesses were selected for the 2012 Survey of Business Owners. Preliminary SBO data are presented by:

- Gender, ethnicity, race, and veteran status
- Geography (U.S. and states)
- Industry (2-digit [NAICS](#) for selected geographies)

The final revised data will be released in December 2015 and will include detailed information on geography (2- through 6-digit [NAICS](#)) detail.

To be notified upon the release of the final revised data, please sign up for our email updates.



# QuickFacts

**When to use:** If you need an estimate of veterans or veteran-owned businesses in a state, county, or city

<http://quickfacts.census.gov/>

Enter state, county, city, town, or zip code 
-- SELECT A FACT --
RESET
TABLE
MAP
CHART
DASHBOARD
DOWNLOAD

### Table

ALL TOPICS

UNITED STATES	21,283,779
Veterans, 2009-2013	21,283,779
Foreign born persons, percent, 2009-2013	12.9%
<i>Housing</i>	
Housing units, July 1, 2013, (V2013)	132,802,859
Housing units, April 1, 2010	131,704,730
Owner-occupied housing unit rate, 2009-2013	64.9%
Median value of owner-occupied housing units, 2009-2013	\$176,700
Median selected monthly owner costs -with a mortgage, 2009-2013	\$1,540
Median selected monthly owner costs -without a mortgage, 2009-2013	\$452
Median gross rent, 2009-2013	\$904
Building permits, 2013	990,822
<i>Families and Living Arrangements</i>	
Households, 2009-2013	115,610,218
Persons per household, 2009-2013	2.63
Living in same house 1 year ago, percent of persons age 1 year+, 2009-2013	84.9%
Language other than English spoken at home, percent of persons age 5 years+, 2009-2013	20.7%
<i>Education</i>	
High school graduate or higher, percent of persons age 25 years+, 2009-2013	86.0%
Bachelor's degree or higher, percent of persons age 25 years+, 2009-2013	28.8%
<i>Health</i>	
With a disability, under age 65 years, percent, 2009-2013	8.4%

### Map

Veterans, 2009-2013

Map data ©2015 Google, INEGI Terms of Use

### Chart

Veterans, 2009-2013

State	Number of Veterans (Approximate)
Alabama	475,000
Alaska	47,500
Arizona	950,000
Arkansas	475,000
California	1,425,000
Colorado	475,000

**United States**  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

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# Easy Stats

**When to use:** If you need simple statistics about veterans by race and Hispanic origin for a county or place

<http://www.census.gov/easystats/>

The screenshot shows the 'Easy Stats' web application interface. At the top, there is a blue header with the 'Easy Stats' logo and a search icon. The main content area is divided into three numbered steps:

- 1 Select Geography:** This section features a map of the United States with a dropdown menu labeled 'Please Choose'. Below the map, there is an 'Optional: Refine by' section with radio buttons for 'County' and 'Place', and a search input field.
- 2 Choose a topic:** This section displays five topic icons: Financial (dollar sign), Jobs (briefcase), Housing (house), People (group of people), and Education (graduation cap). Below the icons, it says 'Current Table: None'.
- 3:** This section contains two buttons: 'Get Results' and 'Clear Choices'.

On the right side of the interface, there is a section titled 'About Easy Stats' with the following text:

Easy Stats gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the American Community Survey. With the American Community Survey, detailed demographic and economic statistics are available every year for the nation's communities and their people.

This interactive tool provides the latest statistics about where you live. You can search different geographies including states, counties, incorporated places (towns/cities) and census designated places (CDP). With Easy Stats, you can view detailed racial, age and sex breakdowns and much more.

Powered by  
The American Community Survey  
and Census API

At the bottom right, there is a logo for the United States Census Bureau and the text: U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov.

# Census Business Builder

**When to use:** If you need data to understand potential customers or competitors when researching whether to open or expand your business

<https://cbb.census.gov/sbe/>

The screenshot shows the 'Census Business Development Tool: Small Business Edition' interface. At the top left is the 'United States Census Bureau' logo. The title 'Census Business Development Tool: Small Business Edition' is centered at the top, with links for 'Send Feedback', 'FAQ', and 'Privacy Statement' on the right. The main heading is 'Determine the Best Location for Your Business'. Below this, there are three numbered steps:

- 1. What type of business do you want to start?**  
This step features six colored buttons with icons and labels: Construction (yellow, hammer and wrench), Food Services (orange, fork and knife), Healthcare (green, heart with pulse line), Personal Services (grey, person silhouette), Professional Services (pink, briefcase), and Retail (light blue, shopping cart).
- 2. Where do you plan to open the business?**  
This step includes a text input field labeled 'County, Place, Zipcode...' and a circular refresh icon.
- 3. Start analyzing**  
This step contains a single button labeled 'Take me to the Map'.

At the bottom of the interface, there is a footer with the text: 'Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [Frequently Asked Questions](#). Receive more information about data from other Census program, see [www.census.gov](http://www.census.gov)'.

# Census Business Builder



Census Business Builder: Small Business Edition

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)



Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Food Services, Food trucks

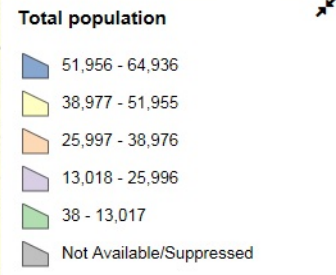
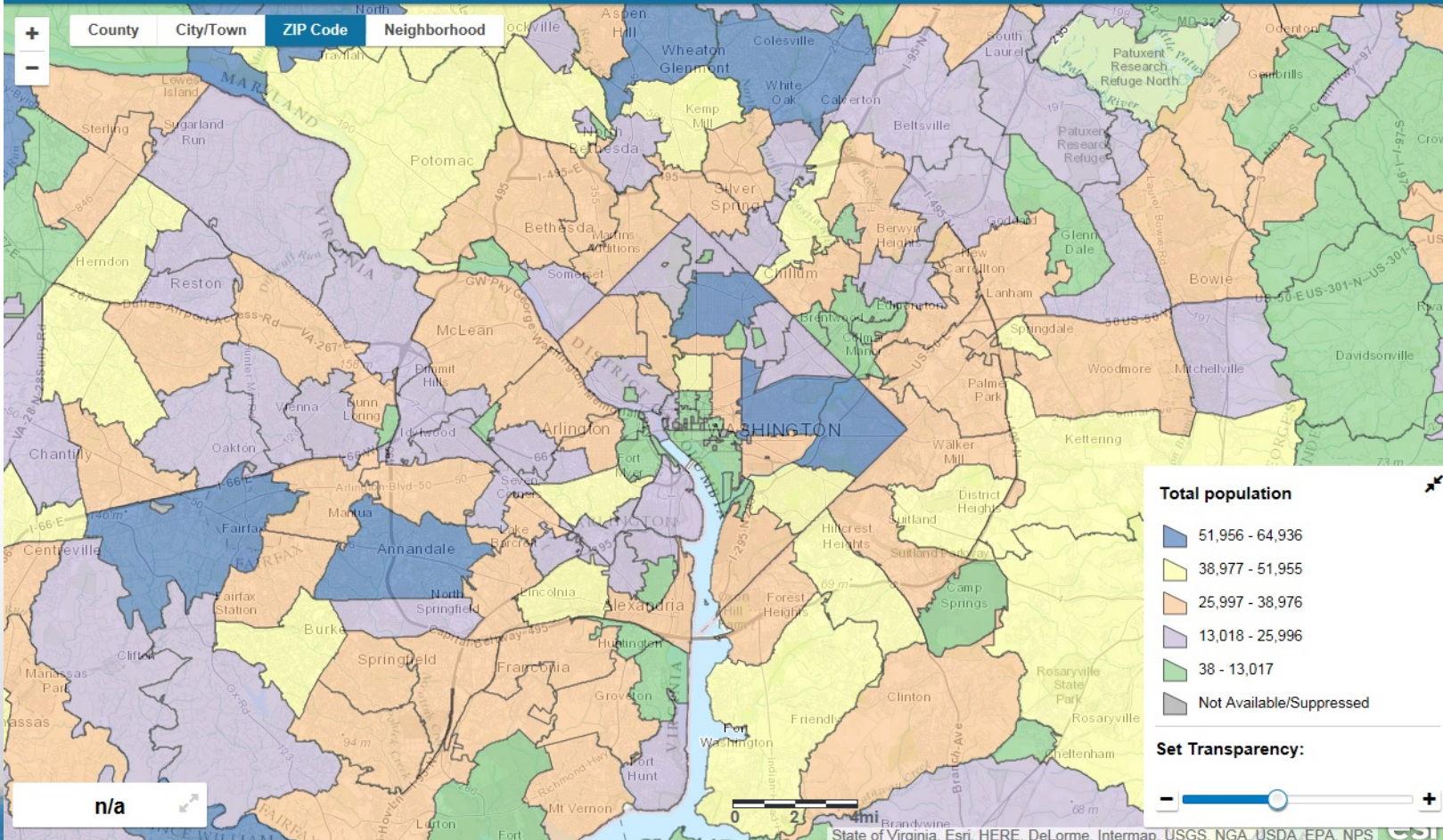
Click on the map to select

Total population

Not Applied



County City/Town ZIP Code Neighborhood



n/a

0 2 4mi

State of Virginia, Esri, HERE, DeLorme, Intermap, USGS, NGA, USDA, EPA, NPS, GSI

# Census Business Builder



Census Business Builder: *Small Business Edition*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)



Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Food Services, Food trucks

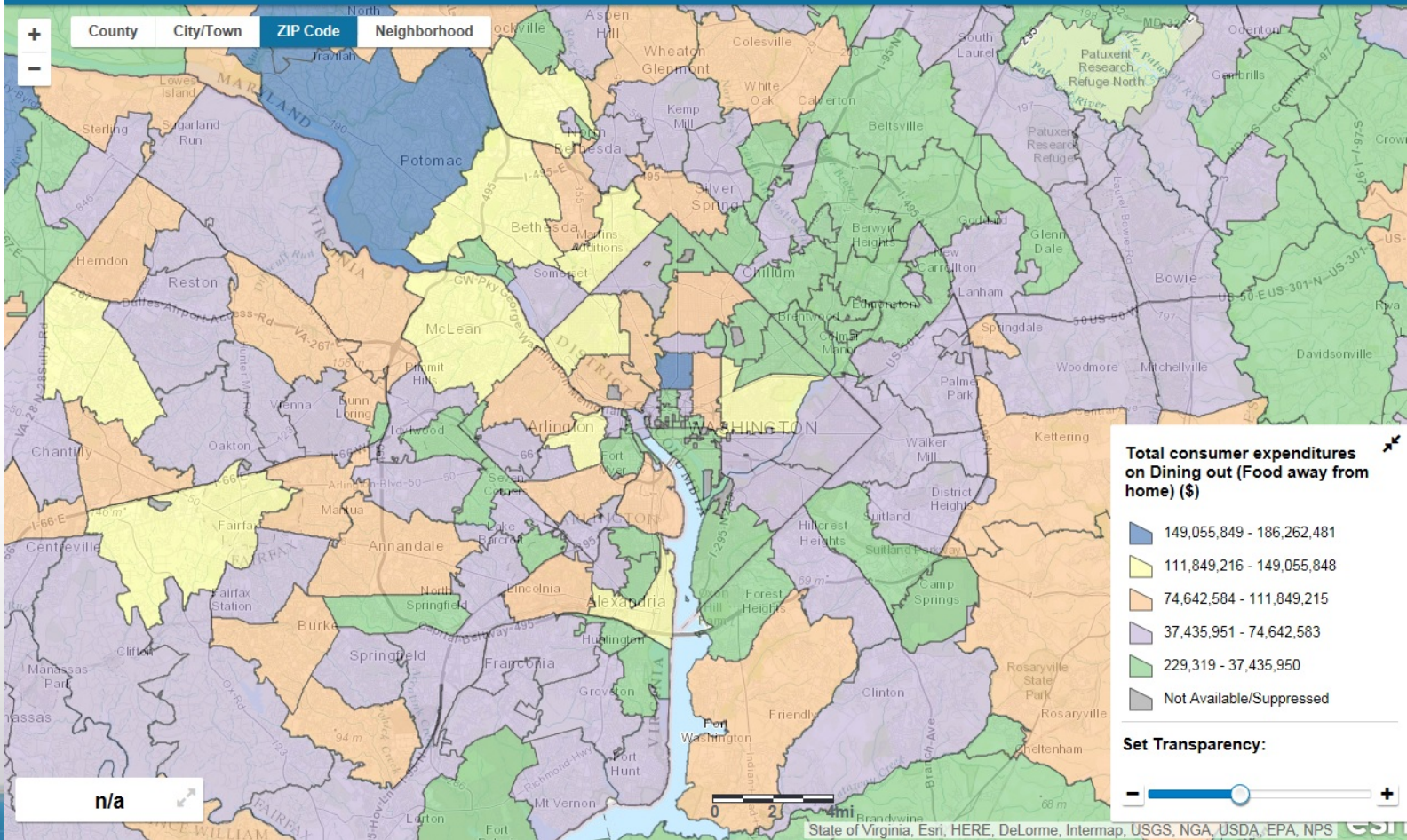
Click on the map to select

Total consumer expenditures on Dining out (Food away from home) (\$)

Not Applied



County City/Town ZIP Code Neighborhood



**Total consumer expenditures on Dining out (Food away from home) (\$)**

- 149,055,849 - 186,262,481
- 111,849,216 - 149,055,848
- 74,642,584 - 111,849,215
- 37,435,951 - 74,642,583
- 229,319 - 37,435,950
- Not Available/Suppressed

Set Transparency:



n/a

State of Virginia, Esri, HERE, DeLorme, Intermap, USGS, NGA, USDA, EPA, NPS

# DataFerrett

**When to use:** If you want to make custom tables of characteristics not found in published data products and do not have access to statistical software

<http://dataferrett.census.gov/>

NOTE: ACS PUMS are only available for nation, state, and PUMAs

SBO PUMS are only available for nation and states

The screenshot shows the DataFerrett website interface. At the top, there is a navigation bar with links for Home, About Us, Products/Services, Collaboration, and Contact Us. The main content area is divided into two columns. The left column features a section titled "DataFerrett" with a description of the tool and a list of checks to perform before getting started. The right column contains a blue sidebar with the "DATAFERRETT" logo and a list of navigation links, including "Launch DataFerrett" with a circular arrow icon. A small illustration of a ferret is positioned between the two columns.

## TheDataWeb

Home About Us Products/Services Collaboration Contact Us

### DataFerrett

DataFerrett is a data analysis and extraction tool to customize federal, state, and local data to suit your requirements. Using DataFerrett, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands then turn those spreadsheets into graphs and maps without any additional software.

**What you should check before getting started:**

- ✓ Java Installed: [Check your version](#) or [Download the latest version](#)
- ✗ Allow Pop-ups  
The DataFerrett Applet **requires** you to have popup windows enabled in your browser for this website to function properly.  
[Allow popups for \*\*thedataweb.rm.census.gov\*\*](#) and [reload this page.](#)
- ✓ Run in IE/Firefox



### DATAFERRETT

- DataFerrett Home
- Getting Started
- About the Datasets
- User Resources
- FAQs
-  Launch DataFerrett

# ACS Public Use Microdata Sample (PUMS)

**When to use:** If you have access to statistical software packages and want to create custom tabulations not available through published ACS products

<https://www.census.gov/programs-surveys/acs/data/pums.html>

**NOTE:** ACS public-use microdata are only available for nation, state, and PUMAs.

## American Community Survey (ACS)

About the Survey

Respond to the Survey

News & Updates

### Data

Data Tables & Tools

Data via FTP

Summary File Data

### PUMS Data

Race/Ethnicity & AIAN Data

Custom Tables

Guidance for Data Users

Geography & ACS

### PUMS Data



Supporting documentation for the data below is available on the [PUMS Documentation](#) page.

#### PUMS Data 2000 - current

Available through the American FactFinder website

[2014 ACS 1-year PUMS](#)

[2009-2013 ACS 5-year PUMS](#)

[2011-2013 ACS 3-year PUMS](#)

[2013 ACS 1-year PUMS](#)

[2008-2012 ACS 5-year PUMS](#)

[2010-2012 ACS 3-year PUMS](#)

[2010-2012 ACS 1-year PUMS](#)

#### PUMS Data for ACS 1998

[Florida - EXE](#) [<1.0 MB]  
[Nebraska - EXE](#) [<1.0 MB]  
[New York - EXE](#) [<1.0 MB]  
[Ohio - EXE](#) [<1.0 MB]  
[Oregon - EXE](#) [<1.0 MB]  
[South Carolina - EXE](#) [<1.0 MB]  
[Texas - EXE](#) [<1.0 MB]

#### PUMS Data for ACS 1997

[Florida - EXE](#) [<1.0 MB]  
[Nebraska - EXE](#) [<1.0 MB]

# SBO Public Use Microdata Sample (PUMS)

**When to use:** If you have access to statistical software packages and want to create custom tabulations not available through published SBO products

<http://www.census.gov/econ/sbo/pums.html>

NOTE: SBO PUMS are only available for nation and states

You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide Statistics](#) > [Survey of Business Owners](#) > Public Use Microdata Sample (PUMS)

## Survey of Business Owners (SBO)

[Main](#) | [Get Data](#) | [About the Survey](#) | [Get Forms](#) | **PUMS** | [Special Tabulations](#) | [How the Data Are Collected](#) | [Definitions](#) | [FAQs](#)

### Are you in a survey?

- Is This Form Legitimate?
- Get Help With Your Form
- SBO Release Schedule

GET EMAIL UPDATES

### Important Links

- Access SBO data on American FactFinder
- Latest News
- Special Tabulations
- Business Directories and Other Contacts
- Why We Cannot Provide Lists of Companies
- Contact Us / Certifications

### Related Sites

- Annual Survey of Entrepreneurs
- Business and Industry
- Economic Indicators
- Economic Census
- Enterprise Statistics
- Nonemployer Statistics

## Public Use Microdata Sample (PUMS)

The PUMS file below is for data from the 2007 SBO. A 2012 SBO PUMS file is tentatively scheduled for release in spring 2016.

### Special Release

Issued August 2012

The first-ever Survey of Business Owners Public Use Microdata Sample is now available. The SBO PUMS was created using responses from the 2007 SBO and provides access to survey data at a level of detail below that of the currently published SBO results. The SBO PUMS will allow researchers to create customized tables and models and to study entrepreneurial activity and the relationships between business characteristics such as access to capital, firm size, employer-paid benefits, minority- and women-ownership, and firm age.

This PUMS file provides information at the national and state levels by industry sector for businesses classifiable by the gender, ethnicity, race, and veteran status of the majority owners:

- Firm size**
  - Sales and receipts
  - Number of employees
  - Annual payroll
- Business characteristics**
  - Year business was established
  - Source(s) and amount of financing for start up capital
  - Source(s) of expansion capital
  - Whether the business was home-based, family-owned, or franchised
  - Types of workers and customers
  - Business outsourced or established operations outside the United States
  - Percent of total sales exported
  - Language(s) used in transactions
  - Employer-paid benefits offered
  - Whether the business had a website
  - E-commerce as percentage of total sales
  - Seasonal or part-time business status
  - Business operating or reason ceased
  - Number of owners of business
- Business owner characteristics**
  - Age of the owner in 2007 and highest level of education completed
  - Average hours per week spent working
  - Owner's primary function(s) in the business
  - Year and how the business was acquired
  - Whether the owner was born in the United States
  - Whether the owner had prior experience owning a business
  - Whether the business provided the owner's primary source of personal income
  - Service-disabled veteran status, if the owner was a veteran



# U.S. Census Bureau Resources

## Veteran Statistics Webpage

<http://www.census.gov/topics/population/veterans.html>

## Demographic Surveys with Veterans Content:

American Community Survey

<https://www.census.gov/programs-surveys/acs/>

Current Population Survey

<http://www.census.gov/programs-surveys/cps.html> (general)

<http://www2.census.gov/programs-surveys/cps/techdocs/cpsaug14.pdf>

(veterans supplement)

Survey of Income and Program Participation

<http://www.census.gov/programs-surveys/sipp/about.html>

## Economic Surveys with Veterans Content:

Survey of Business Owners

<http://www.census.gov/econ/sbo/about.html>

# What data on veterans are not available from any U.S. Census Bureau surveys?

Military rank, branch of service, length of service

- Exception: Branch and length are available in the CPS veteran supplement

Combat experience

- Exception: Available in the CPS veteran supplement

Homelessness

VA benefits other than service-connected disability

Health status of veterans

# What economic data are not available from the Economic Census?

Occupation Data

"Small business" Designation

Projections

Business Failures

Advice on Business Plans

Lists of Businesses

Consumer Spending

Offshore Outsourcing

# External Resources

Bureau of Labor Statistics

<http://www.bls.gov/>

Small Business Administration

<https://www.sba.gov/>

Department of Veterans Affairs

[National Center for Veterans Analysis and Statistics](#)

[Veterans Benefits Administration Reports](#)