

# AIAN Economic Data from the U.S. Census Bureau

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U.S. Census Bureau

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# Agenda

- Survey of Business Owners
- Annual Survey of Entrepreneurs

# Survey of Business Owners (SBO) Overview

- Part of the Economic Census required by law to be taken every 5 years
- Comprehensive, regularly collected data for businesses and business owners by
  - Demographics (gender, ethnicity, race, and veteran status)
  - Business characteristics (e.g., source and amount of start-up capital)
  - Owner characteristics (e.g., age and education)

# SBO Overview (con't)

- Conducted on a company or firm basis
- Includes all nonfarm businesses filing IRS applicable tax forms
- Both employer and non-employer businesses
- Covers 20 NAICS sectors with some exclusions
- Select data items from IRS tax forms, economic census reports, and responses to the survey

# SBO Sample

- 2012 SBO sampled approximately 1.75M employer and nonemployer businesses
- Letters were mailed to a random sample of businesses selected from a list of all firms operating during 2012 with receipts of \$1,000 or more

# SBO's History of AIAN Statistics

- Established in 1969 by the same Executive Order that created the Dept. of Commerce's Minority Business Development Agency (MBDA)
- First conducted in its current form in 2002, featuring:
  - First-ever, detailed characteristics of businesses owned by persons of American Indian and Alaska Native (AIAN) descent
  - Excludes businesses that are tribally owned or owned by Alaska Native Regional or Village Corporations and their subsidiaries.

# What is AIAN Business Ownership?

- AIAN defined as “A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.”
- Respondent instructed to “Enter name of (the owner’s) enrolled or principal tribe” if the AIAN response checkbox is selected.
- “American Indian- and Alaska Native-Owned” is defined as any firm with AIAN owners holding a 51% or larger stake in the business during the survey year.
- Tribally-owned businesses are out-of-scope for the Survey of Business Owners program.

# SBO Data Products

- Company Summary
  - Number of firms, receipts, payroll, and employment by gender, ethnicity, race, and veteran status
    - US, State + DC, MSA, County, Place
    - 2- through 6-digit NAICS Sector
    - Receipts size and employment size
    - Number of NAICS Sectors & Number of States
- SBO Characteristics of Businesses (CB)
  - Number of firms, receipts, payroll, and employment by gender, ethnicity, race, and veteran status for US, Sector, and Table Specific Characteristic
- SBO Characteristics of Business Owners (CBO)
  - Number of owners, receipts, payroll, and employment by gender, ethnicity, race, and veteran status for US, Sector, and Table Specific Characteristic

# Accessing Data - SBO

- Visit:
  - [www.census.gov/programs-surveys/sbo.html](http://www.census.gov/programs-surveys/sbo.html)
  - Click on 'Data' then 'Tables'
  - Select the data set you're interested in (Company Summary, Characteristics of Businesses or Characteristics of Business Owners)
  - Also- via American Fact Finder (AFF) here:  
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

# Accessing Data – SBO (con't)

Census.gov > SBO - Company Summary: 2012 Tables

## Data

- Data Tools and Apps
- Developers
- Mobile Apps
- Product Catalog
- Related Sites
- Software
- Training & Workshops
- Visualizations

### Survey of Business Owners (SBO) - Company Summary: 2012 Tables

2012  
[Tweet](#) [Share](#)

#### 2012 SBO Tables in American FactFinder

[All 2012 SBO tables](#)

Below you will find links to the U.S. Census Bureau's online data access tool, American FactFinder (AFF), that will bring you to a search results page prefiltered for the 2012 SBO. From the search results page you can further filter by geographies and industry codes. Once you open a table, you can filter within the rows for specific groups. The User's Guide for AFF contains a section describing how to filter rows within a table.

#### Gender

[All Gender tables](#)

Detailed Table	Receipts Size	Employment Size
<a href="#">U.S.</a>	<a href="#">U.S.</a>	<a href="#">U.S.</a>
<a href="#">States</a>	<a href="#">States</a>	<a href="#">States</a>
<a href="#">Metro Areas</a>		
<a href="#">Counties</a>	<b>Number of NAICS Sectors</b>	<b>Number of States</b>
<a href="#">Places</a>	<a href="#">U.S.</a>	<a href="#">U.S.</a>

#### Race

[All Races tables](#)

Detailed Table	Receipts Size	Employment Size
<a href="#">U.S.</a>	<a href="#">U.S.</a>	<a href="#">U.S.</a>
<a href="#">States</a>	<a href="#">States</a>	<a href="#">States</a>
<a href="#">Metro Areas</a>		
<a href="#">Counties</a>	<b>Number of NAICS Sectors</b>	<b>Number of States</b>
<a href="#">Places</a>	<a href="#">U.S.</a>	<a href="#">U.S.</a>

#### Related Information



SBO Tables



SBO - Survey Results :  
February 23, 2015

# SBO – 2012 Data

- American Indian and Alaska Native-owned
  - 272,919 firms
  - \$38.8B in Receipts/Sales
  - 90.4% nonemployers
  - Less than 1% of all U.S. firms

# AIAN-Owned Firms by Industry: 2012

Sector	Number of Firms With of Without Paid Employees	Sales and receipts (\$1,000)	Sector	Number of Firms With of Without Paid Employees	Sales and receipts (\$1,000)
Total for all sectors	272,919	38,838,125	Finance and insurance	6,199	889,352
Agriculture, forestry, fishing and hunting	6,998	399,185	Real estate and rental and leasing	10,925	917,650
Mining, quarrying, and oil and gas extraction	1,407	532,214	Professional, scientific, and technical services	30,966	3,168,244
Utilities	296	194,775	Management of companies and enterprises	56	152,471,
Construction	35,969	7,401,462	Administrative and support and waste management and remediation services	29,100	2,680,812
Manufacturing	5,991	2,513,368	Educational services	7,437	264,326
Wholesale trade	5,946	5,644,953	Health care and social assistance	29,099	2,199,852
Retail trade	22,433	6,535,312	Arts, entertainment, and recreation	15,980	678,528
Transportation and warehousing	11,370	1,466,643	Accommodation and food services	5,770	1,047,810
Information	3,457	444,984	Other services (except public administration)	43,573	1,704,260

Source: 2012 Survey of Business Owners

# Number of American Indian- and Alaska Native-Owned Firms for Selected States: 2012

Geographic Area	Population estimate (number)	AIAN-owned firms (number)	All firms (number)	Percentage of all firms, 2012
United States	313,914,040	272,919	27,626,360	1.0
Alaska	731,449	7,489	68,032	11.0
California	38,041,430	41,254	3,548,449	1.2
New Mexico	2,085,538	8,738	151,363	5.8
New York	19,570,261	13,243	2,008,988	0.7
Oklahoma	3,814,820	27,450	327,229	8.4
Texas	26,059,203	22,192	2,356,748	0.9

Source: 2012 Survey of Business Owners

# Distribution of Firms by Receipts Size of Firm: 2012

<b>Receipts size</b>	<b>% of AIAN-owned firms</b>	<b>% of all U.S. firms</b>
Less than \$50,000	81	67
\$50,000 to \$99,999	7	9
\$100,000 to \$249,999	6	10
\$250,000 to \$499,999	3	5
\$500,000 to \$999,999	2	4
\$1,000,000 or more	2	5

Note: Detail may not add to total because of rounding.

Source: 2012 Survey of Business Owners

# Distribution of Employer Firms by Employment Size of Firm: 2012

<b>Employment size<sup>1</sup></b>	<b>% of AIAN- owned firms</b>	<b>% of all U.S. firms</b>
0 to 4 employees <sup>2</sup>	67	62
5 to 9 employees	18	17
10 to 19 employees	8	11
20 to 49 employees	5	7
50 employees or more	2	4

<sup>1</sup> Employment size -- employment reflects the number of paid employees during the March 12<sup>th</sup> pay period.

<sup>2</sup> 0-4 employees-- 0 employees includes firms with payroll at any time during 2012, but no employees during the March 12 pay period.

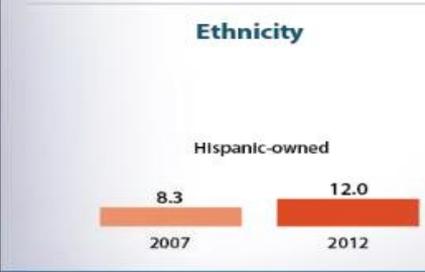
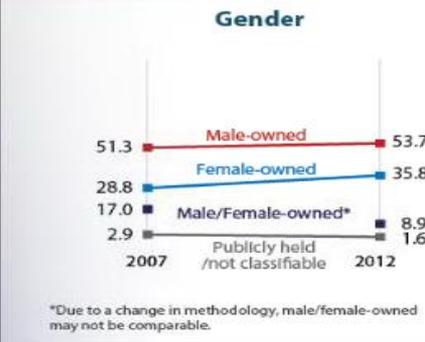
Note: Detail may not add to total because of rounding.

Source: 2012 Survey of Business Owners

# Survey of Business Owners Illustrates National Trends and Business Characteristics

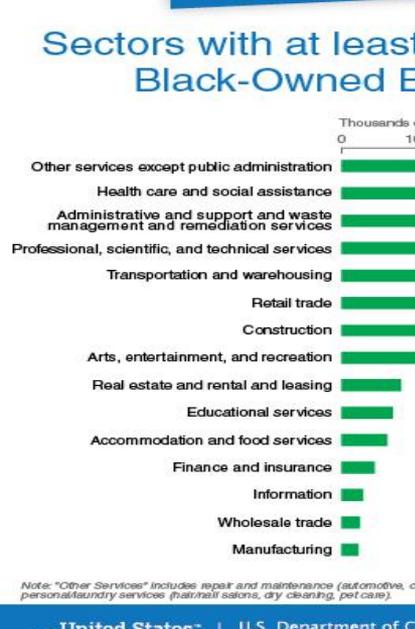
## America's Diverse Entrepreneurs

Each Group as a Percentage of All Business Owners: 2007 and 2012



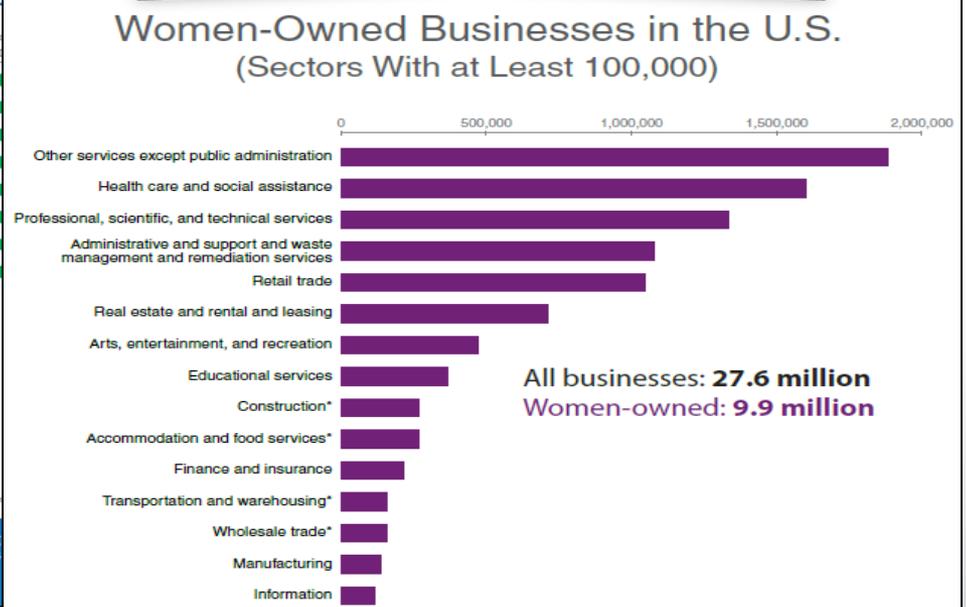
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## Black History Month 2016



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## Women's History Month 2016



United States™  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov  
Source: 2012 Survey of Business Owners  
<www.census.gov/econ/sbo/>



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Census.gov > Our Surveys & Programs > Survey of Business Owners and Self-Employed Persons (SBO)

## Survey of Business Owners and Self-Employed Persons (SBO)

### About this Survey

Information for Respondents

Data

Events

Guidance for Data Users

Library

News & Updates

Technical Documentation

The Survey of Business Owners (SBO) 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.



### Latest

News

Publications

Data



#### 2014 Business Dynamics Statistics

September 05, 2015

Snapshots of U.S. entrepreneurial activity, plus geographic and industry detail about where jobs are being created and lost in the U.S. economy.



#### Nearly 1 In 10 Businesses With Employees Are New

September 01, 2015

Findings from the U.S. Census Bureau's Inaugural Annual Survey of Entrepreneurs providing a portrait of America's business owners.



#### Census Bureau to Embargo Inaugural Annual Survey of Entrepreneurs

August 23, 2015

Media advisory: A two-day embargo will be offered for members of the media to view the latest information from the first-ever Annual Survey of Entrepreneurs.

[View All News](#)

### U.S. Census Bureau Economic Indicators

#### Business Inventories

July 2016 Report

Released 10:00 AM EDT, 9/15/16

\$1,813.2 B

0.0%

#### Advance Monthly Retail Sales

August 2016 Report

Released 8:30 AM EDT, 9/15/16

\$456.3 B

-0.3%

#### Monthly Wholesale Inventories

July 2016 Report

Released 10:00 AM EDT, 9/9/16

\$591.3 B

0.0%

[View All](#)

\* change not statistically significant  
\* significance not reported / applicable

# Annual Survey of Entrepreneurs (ASE) Overview

- New mandatory survey that supplements the 5-year Survey of Business Owners
- Joint effort between the Ewing Marion Kauffman Foundation (Kauffman), the Minority Business Development Agency (MBDA) and the U.S. Census Bureau for reference years 2014, 2015, and 2016
- Collects business and owner characteristics annually
- Introduces a new module each survey year to measure relevant business components
- Produces annual estimates on firms, receipts, payroll, and employment by gender, ethnicity, race, and veteran status

# ASE Sample

- Samples approximately 290,000 employer businesses
- Stratified by metropolitan statistical area (msa), frame, and age of business
- Uses administrative data to estimate probability firm is minority- or women-owned

# ASE Data Collection and Coverage

- Includes all nonfarm businesses filing IRS employer tax forms.
- Firms with paid employees in operation anytime during the survey year.
- Conducted on a company or firm basis.
- Samples close to 290K employer businesses
- Data compiled by combining data collected in the ASE with data collected on the main Economic Census and administrative records.

# ASE Data Collection and Coverage cont'd

- Business ownership is defined as having 51 percent or more of the stock or equity in the business.
- Business ownership is categorized by gender, ethnicity, race, veteran status, and publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status.
- Provides data on number of firms with paid employees; sales, receipts, or value of shipments; number of paid employees; and annual payroll by employment and receipts size of firm

# NEW! ASE Collects Data on Years Firm in Business

Variables include:

- Firms with less than 2 years in business
- Firms with 2 to 3 years in business
- Firms with 4 to 5 years in business
- Firms with 6 to 10 years in business
- Firms with 11 to 15 years in business
- Firms with 16 or more years in business

# SBO versus ASE

Item	SBO	ASE
<b>Frequency</b>	Every 5 years	Annual
<b>Length of time firm in business?</b>	No	Yes
<b>Topical modules?</b>	No	Yes
<b>Level of Geography</b>	U.S., state, county, metro area, place	U.S., state, 50 most populous MSAs
<b>Industry detail</b>	6 digit NAICS	2 digit NAICS
<b>Includes nonemployers?</b>	Yes	No
<b>Number of businesses in sample</b>	1.75 million	290,000 employers
<b>Includes detailed Asian, NHOPI, and Hispanic subgroups?</b>	Yes	No

# ASE Data Products

- Company Summary
  - Number of firms, receipts, payroll, and employment by gender, ethnicity, race, and veteran status
    - US, State + DC, MSA, County, Place
    - 2- through 6-digit NAICS Sector
    - Receipts size and employment size
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- SBO Characteristics of Business Owners (CBO)
  - Number of owners, receipts, payroll, and employment by gender, ethnicity, race, and veteran status for US, Sector, and Table Specific Characteristic
- Years in Business

# Accessing Data - ASE

- Visit:

[www.census.gov/programs-surveys/ase.html](http://www.census.gov/programs-surveys/ase.html)

Click on 'Data' then 'Tables'

The screenshot shows the Census Bureau website for the Annual Survey of Entrepreneurs (ASE). The page is titled "Annual Survey of Entrepreneurs (ASE)" and is part of the "Data" section. The navigation menu includes "Topics", "Geography", "Library", "Data", "Surveys/Programs", "Newsroom", and "About Us". The "Data" section is expanded to show "Tables". The main content area is titled "Annual Survey of Entrepreneurs Tables" and lists four data tables for 2014 U.S. Employer Firms:

- 2014 U.S. Employer Firms by Sector, Gender, Ethnicity, Race, and Veteran Status
- 2014 U.S. Employer Firms by Sector, Gender, Ethnicity, Race, Veteran Status, and Years in Business
- 2014 U.S. Employer Firms by Sector, Gender, Ethnicity, Race, Veteran Status, and Receipts Size of Firm
- 2014 U.S. Employer Firms by Sector, Gender, Ethnicity, Race, Veteran Status, and Employment Size of Firm

- Also:

<https://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>

# Statistics for U.S. Employer Firms by Years in Business: 2015

Geographic area name	Meaning of 2012 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Meaning of Veteran code	Meaning of Years in business code	Year	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	All firms	2015	27,585	\$32,896,389	201,923	\$7,249,609
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with less than 2 years in business	2015	3,270	\$2,068,930	14,197	\$418,031
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with 2 to 3 years in business	2015	4,253	\$2,595,659	20,852	\$669,104
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with 4 to 5 years in business	2015	2,807	\$2,314,181	15,881	\$491,046
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with 6 to 10 years in business	2015	6,105	\$5,385,454	37,784	\$1,394,782
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with 11 to 15 years in business	2015	3,845	\$4,330,024	28,727	\$1,036,282
United States	Total for all sectors	All firms	All firms	American Indian and Alaska Native	All firms	Firms with 16 or more years in business	2015	7,304	\$16,202,141	84,483	\$3,240,364

# Statistics for U.S. Employer Firms by Sector: 2015

Meaning of Race code	Meaning of 2012 NAICS code	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Meaning of Race code	Meaning of 2012 NAICS code	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)
American Indian and Alaska Native	Total for all sectors	27,585	\$32,896,389	American Indian and Alaska Native	Finance and insurance(652)	1,449	T
American Indian and Alaska Native	Agriculture, forestry, fishing and hunting(650)	196	R	American Indian and Alaska Native	Real estate and rental and leasing	736	S
American Indian and Alaska Native	Mining, quarrying, and oil and gas extraction	209	S	American Indian and Alaska Native	Professional, scientific, and technical services	4,358	U
American Indian and Alaska Native	Utilities	21	S	American Indian and Alaska Native	Management of companies and enterprises	75	S
American Indian and Alaska Native	Construction	5,780	W	American Indian and Alaska Native	Administrative and support and waste management and remediation services	2,348	U
American Indian and Alaska Native	Manufacturing	1,119	U	American Indian and Alaska Native	Educational services	185	R
American Indian and Alaska Native	Wholesale trade	695	S	American Indian and Alaska Native	Health care and social assistance	2,567	U
American Indian and Alaska Native	Retail trade	2,702	U	American Indian and Alaska Native	Arts, entertainment, and recreation	332	S
American Indian and Alaska Native	Transportation and warehousing(651)	1,158	U	American Indian and Alaska Native	Accommodation and food services	1,381	U
American Indian and Alaska Native	Information	264	R	American Indian and Alaska Native	Other services (except public administration)(653)	1,892	T

## Statistics for Arizona Employer Firms by Years in Business: 2015

Geographic area name	Meaning of Race code	Meaning of Veteran code	Meaning of Years in business code	Year	Number of firms with paid employees	Sales, receipts, or value of shipments of firms with paid employees (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)
Arizona	American Indian and Alaska Native	All firms	All firms	2015	758	T	4,300	\$132,987
Arizona	American Indian and Alaska Native	All firms	Firms with less than 2 years in business	2015	77	S	e	S
Arizona	American Indian and Alaska Native	All firms	Firms with 2 to 3 years in business	2015	52	S	e	S
Arizona	American Indian and Alaska Native	All firms	Firms with 4 to 5 years in business	2015	180	S	f	S
Arizona	American Indian and Alaska Native	All firms	Firms with 6 to 10 years in business	2015	90	M	411	\$16,619
Arizona	American Indian and Alaska Native	All firms	Firms with 11 to 15 years in business	2015	220	S	g	S
Arizona	American Indian and Alaska Native	All firms	Firms with 16 or more years in business	2015	139	S	g	S

# ASE/SBO Data Dissemination

- Census Bureau Application Programming Interface (API)
- American FactFinder (AFF) release
- Press Release
- Data Visualizations
- Tweets, Facebook Posts, Blogs

# Uses of Data

- Government program officials, industry organization leaders, economic and social analysts, and business entrepreneurs routinely use the SBO statistics. Examples of data use include those by:
  - The Small Business Administration (SBA) and the Minority Business Development Agency (MBDA) to assess business assistance needs and allocate available program resources.
  - Local government commissions on small and disadvantaged businesses to establish and evaluate contract procurement practices.
  - Federal, state, and local government agencies as a framework for planning, directing, and assessing programs that promote the activities of disadvantaged groups.
- A national women-owned business trade association to assess women-owned businesses by industry and area and to educate other industry associations, corporations, and government entities.
- Consultants and researchers to analyze long-term economic and demographic shifts and differences in ownership and performance among geographic areas.
- Individual business owners to analyze their operations in comparison to similar firms, compute their market share, and assess their growth and future prospects.

# Thank you

Data Inquiries? Contact Us!



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