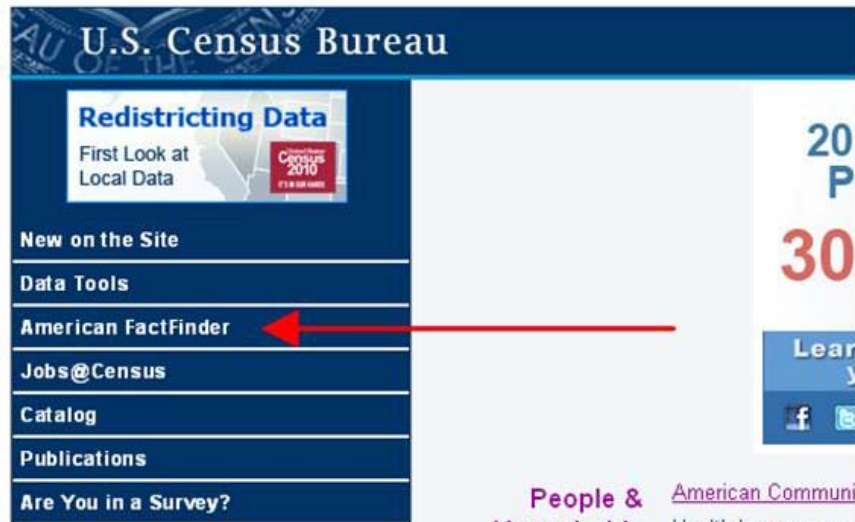


Searching and Accessing Survey of Business Owners data on American FactFinder

1. Go to the Census homepage (www.census.gov). On left side of web page click on the “American FactFinder” link.



2. The Census Bureau is currently running two versions of the American FactFinder in parallel to get users adjusted to the new version launched in January 2011. Click on the version shown to the right below – factfinder.census.gov



3. In the center of the American FactFinder homepage under “Getting Detailed Data” go to “Economic Census” and click on the “get data” link.

Getting Detailed Data

Decennial Census - taken every 10 years to collect information about the people and housing of the United States

[learn more](#) | [get data](#)

See the [Count Question Resolution Program](#) for information on Census 2000 count corrections.

American Community Survey - an ongoing survey that provides data about your community every year

[learn more](#) | [get data](#)

Puerto Rico Community Survey - the equivalent of the American Community Survey for Puerto Rico

[learn more](#) | [get data](#) | [en español](#)

Population Estimates Program - population numbers between censuses

[learn more](#) | [get data](#)

Economic Census - profiles the U.S. economy every 5 years

[learn more](#) | [get data](#)

Annual Economic Surveys - data from the Annual Survey of Manufactures, County Business Patterns and Nonemployer

4. The application brings you to the 2007 Economic Census tab. Scroll down and select the “2007 Survey of Business Owner” from the “Economic data sets by related survey” list.

- Economic Census data sets by sector...

21: [Mining](#)

22: [Utilities](#)

23: [Construction](#)

31: [Manufacturing](#)

42: [Wholesale Trade](#)

44: [Retail Trade](#)

48: [Transportation and Warehousing](#)

51: [Information](#)

52: [Finance and Insurance](#)

53: [Real Estate and Rental and Leasing](#)

54: [Professional, Scientific, and Technical Services](#)

55: [Management of Companies and Enterprises](#)

56: [Administrative and Support and Waste Management and Remediation Services](#)

61: [Educational Services](#)

62: [Health Care and Social Assistance](#)

71: [Arts, Entertainment, and Recreation](#)

72: [Accommodation and Food Services](#)

81: [Other Services \(Except Public Administration\)](#)

- Economic data sets by related survey:

- [2007 Commodity Flow Survey](#)

- [2007 Economic Census](#)

- [2007 Economic Census of Island Areas](#)

- [2007 Survey of Business Owners](#)

Note: 2002 and 1997 Economic Census tabs are to the right and can be viewed as well.

5. Select the appropriate table below if you know which data file contains the statistics you are interested in. For example, the first link shows all U.S. firms by Geographic Area, Industry, Gender, Ethnicity and Race. The second link shows all firms by Geographic Area, Industry and Veteran Status.

2007 Survey of Business Owners

Sector 00: All SBO Sectors

Company Statistics Series

[SB0700CSPRE01: Preliminary Statistics for U.S. Firms by Geographic Area, Industry, Gender, Ethnicity, and Race: 2007](#)
[SB0700CSPRE02: Preliminary Statistics for U.S. Firms by Geographic Area, Industry, and Veteran Status: 2007](#)

Filtering SBO Table(s)

Before selecting a table, you can narrow your search by selecting a specific geography, industry or data item. This is called “filtering.” To filter data by geography (or geographies):

1. Move your cursor over the “filter by geography/industry/data item” tab and select.

The screenshot shows the filtering interface for the 2007 Survey of Business Owners. At the top, there are three tabs: 'list by sector', 'keyword search', and 'filter by geography / industry / data item'. The 'filter by geography / industry / data item' tab is selected and highlighted with a red arrow. Below the tabs, there are two dropdown menus. The first dropdown is labeled 'Select an Economic Census or Survey' and shows '2007 Survey of Business Owners'. The second dropdown is labeled 'Select a sector and click 'Go'' and shows 'All data sets for all sectors'. To the right of the second dropdown, there is a link '2007 Economic Census Rele' with an information icon.

2. Next, select “Geographic Area.”



■ Select one or more options below to filter the list of data sets

Geographic Area	None selected
Industry or Product	None selected
Other Dimensions	None selected
Data Item	None selected

3. Select the appropriate “geography” (i.e. Nation, State, etc.) and then click “OK.”
4. Once your geographic area is selected click on the appropriate link to view the data for that geography.

Note: Filtering can be done for Industry/Race/Ethnicity/Gender. Filters can also be reset by using the filter menu at the top.

Examples of searching types of SBO data

Case 1: Number of Hispanic-owned businesses in Texas.

1. Follow steps from pages 1 and 2.
2. Select the first link.



2007 Survey of Business Owners

Sector 00: All SBO Sectors

Company Statistics Series

[SB0700CSPRE01: Preliminary Statistics for U.S. Firms by Geographic Area, Industry, Gender, Ethnicity, and Race: 2007](#)

[SB0700CSPRE02: Preliminary Statistics for U.S. Firms by Geographic Area, Industry, and Veteran Status: 2007](#)

3. Move your cursor over the “Filter Rows” tab and select “by Other Dimensions.”

Use the menus to change your results ... Options Filter Rows Print / Download Related Items

by Geography
by Industry
by 2007 NAICS
by Other Dimensions
by Data Value
Reset Filters
Current Selections

! This is a filtered view of the selected data set. Use the filters, [reset filters](#), or [view current filters](#) menu to modify

2007 Survey of Business Owners
Release Date: 7/13/2010
[Sector 00: SB0700CSPRE01: Survey of Business Owners \(SBO\): Company Statistics Series: Preliminary Statistics for All U.S. Firms by Geographic Area, Industry, Gender, Ethnicity, and Race: 2007](#)

[NOTE: These data are preliminary and are subject to change; they will be superseded by data released in later data files. The data include firms with paid employees and firms with no paid employees. Data are based on the 2007 Economic Census, and the estimates of business ownership by gender, ethnicity, race, and veteran status are from the 2007 Survey of Business Owners. Detail may not add to total because a Hispanic firm may be of any race. Moreover, each owner had the option of selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate, but only once in the U.S. and state totals for all sectors. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Introductory Text](#) and [Survey Methodology](#).]

Geographic Area Name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Footnote identifier	Number of firms, with or without paid employees	Sales, receipts, value of shipments, of all firms (\$1,000)	Total number of firms with paid employees	Sales, receipts, value of shipments for firms with paid emps (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Firms without paid employees	Sls, rcpts, value of shipments for firms w/out paid emps (\$1,000)	RSE of estimate of no of firms, with or w/out paid emps (%)	RSE of sales, receipts, value of shipments, of all firms (%)	RSE of estimate of firms with paid employees (%)	RSE for sls/rcpts, value of shipments for firms with paid emps (%)
United States	44-45	Retail trade	All firms	All firms	Minority		526,329	185,471,608	118,128	168,593,469	650,113	13,678,899	408,201	16,878,139	1	3	1	3

4. Select “Ethnicity code” and click “Next.”

Select a field to restrict rows in your data and click 'Next'

Gender code
Ethnicity code
Race code
Year

What's this?
Next

5. Select the “Hispanic” value box and click “Show Result.”

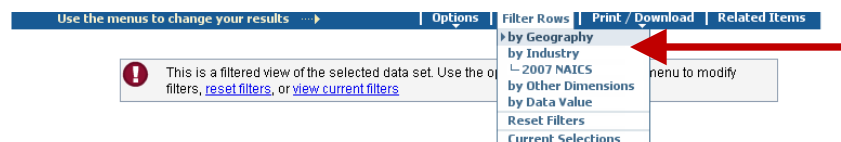
- or -
Check one or more of the valid values from the list below.
Valid values for **Ethnicity code**

Value	Meaning
<input type="checkbox"/> 001	All firms
<input checked="" type="checkbox"/> 020	Hispanic
<input type="checkbox"/> 028	Equally Hispanic/non-Hispanic
<input type="checkbox"/> 029	Non-Hispanic
<input type="checkbox"/> 098	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status

Show Result
Cancel

Note: At this moment, the data shown are all Hispanic firms within the U.S.

6. Move your cursor over the “Filter Rows” tab and select “by Geography.”



2007 Survey of Business Owners

Release Date: 7/13/2010

Sector 00: SB0700CSPRE01: Survey of Business Owners (SBO): Company Statistics Series: Preliminary Statistics for All U.S. Firms by Geographic Area, Industry, Gender, Ethnicity, and Race: 2007

[NOTE: These data are preliminary and are subject to change; they will be superseded by data released in later data files. The data include firms with paid employees and firms with no paid employees. Data are based on the 2007 Economic Census, and the estimates of business ownership by gender, ethnicity, race, and veteran status are from the 2007 Survey of Business Owners. Detail may not add to total because a Hispanic firm may be of any race. Moreover, each owner had the option of selecting more than one race and therefore is included in each race selected. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate, but only once in the U.S. and state totals for all sectors. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Introductory Text](#) and [Survey Methodology](#).]

Geographic Area Name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Footnote Identifier	Number of firms, with or without paid employees	Sales, receipts, value of shipments, of all firms (\$1,000)	Total number of firms with paid employees	Sales, receipts, value of shipments for firms with paid emps (\$1,000)	Number of paid employees for pay period including March 12	Annual payroll (\$1,000)	Firms without paid employees	Sls, rcpts, value of shipments for firms w/out paid emps (\$1,000)	RSE of estimate of no of firms, with or w/out paid emps (%)	RSE of sales, receipts, value of shipments, of all firms (%)	RSE of estimate of firms with paid employees (%)	RSE for sls/rcpts, value of shipments for firms with paid emps (%)
United States	44-45	Retail trade	All firms	All firms	Minority		526,329	185,471,608	118,128	168,593,469	650,113	13,678,899	408,201	16,878,139	1	3	1	3

7. Select “State” as a geographic type, and then select “Texas” and click “Add.”

8. Highlight “United States” and click on the “Remove” tab (remember we only want to see the number of Hispanic-owned firms in the state of Texas). Then click “Show Result.”

Select a [geographic type](#)

State

Select one or more geographic areas and click 'Add'

Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia

Map It

Add

Current geography selections:

==== State =====
Texas

Remove

Show Result

Case 2: Number of African-American/Black owned businesses in Georgia.

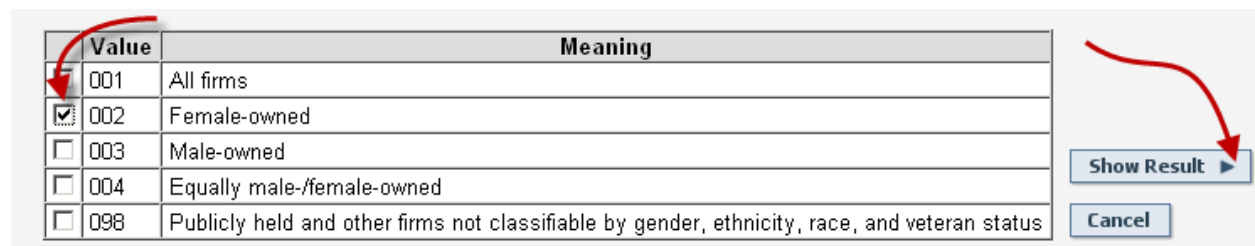
1. Follow steps from pages 1 and 2.
2. Select the first link. (See image in Case 1, number 2)
3. Move your cursor over the “Filter Rows” tab and select “by Other Dimensions.” (See image in Case 1, number 4)
4. Select the “Race code” and click “Next.”
5. Select the “Black or African American” value box and click “Show Result.”

	Value	Meaning
<input type="checkbox"/>	00	All firms
<input type="checkbox"/>	30	White
<input checked="" type="checkbox"/>	40	Black or African American
<input type="checkbox"/>	50	American Indian and Alaska Native
<input type="checkbox"/>	60	Asian
<input type="checkbox"/>	70	Native Hawaiian and Other Pacific Islander
<input type="checkbox"/>	80	Some other race
<input type="checkbox"/>	90	Minority
<input type="checkbox"/>	91	Equally minority/nonminority
<input type="checkbox"/>	92	Nonminority
<input type="checkbox"/>	98	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status

6. Move your cursor over the “Filter Rows” tab and select “by Geography.” (See image in Case 1, number 6)
7. Select “State” as a geographic type. (See image in Case 1, number 7)
8. Select “Texas” and click “Add” (optional to remove United States).
9. Click “Show Result.”

Case 3: Number of Women-owned businesses in Oregon.

1. Follow steps from pages 1 and 2.
2. Select the first link. (See image in Case 1, number 2)
3. Move your cursor over the “Filter Rows” tab and select “by Other Dimensions.” (See image in Case 1, number 4)
4. Select the “Gender code” and click “Next.”
5. Select “Female-owned” vale box and click “Show Result.”



Value	Meaning
<input type="checkbox"/> 001	All firms
<input checked="" type="checkbox"/> 002	Female-owned
<input type="checkbox"/> 003	Male-owned
<input type="checkbox"/> 004	Equally male-/female-owned
<input type="checkbox"/> 098	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status

Show Result

Cancel

6. Move your cursor over the “Filter Rows” tab and select “by Geography.” (See image in Case 1, number 6)
7. Select “State” as a geographic type. (See image in Case 1, number 7)
8. Select “Oregon” and click “Add” (optional to remove United States).
9. Click “Show Result.”

Case 4: Number of Minority-owned retail firms. (See Example 1 for visual)

1. Follow steps from pages 1 and 2.
2. Select the first link. (See image in Case 1, number 2)
3. Move your cursor over the “Filter Rows” tab and select “by Other Dimensions.”(See image in Case 1, number 4)
4. Select the “Race code” and click “Next.”
5. Select “Minority” value box and click “Show Result.” (See image in Case 2)
6. Move your cursor over the “Filter Rows” tab and select “by Industry, 2007 NAICS.” (See image in Case 1, number 4)
7. Enter the word “retail” into search box, click the “Use synonyms” checkbox, and click search.
8. The application will then present the industry related to the keyword “retail”, “44-45: Retail trade.
9. Select the industry, then click “Add”, and then click “Show Result.”

Search for an industry by entering 2007 NAICS Industry text or a 2007 NAICS Industry code

retail [Search Tips](#)

☒ Use synonyms

- or -

Select a sector

— select a sector —

Select an industry and click 'Add'

44-45 : Retail trade

What's this?

Add

Current industry selections:

44-45 : Retail trade

Remove

Show Result

Note: If you know the sector classification of the industry you are interested in, choose the sector and then follow step 9. For more help with NAICS please go click on the following link: www.census.gov/eos/www/naics/.