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
  - 40: 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**

- S80700CSPRE01: Preliminary Statistics for U.S. Firms by Geographic Area, Industry, Gender, Ethnicity, and Race, 2007
- S80700CSPRE02: 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.

2. Next, select “Geographic Area.”
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.

3. Move your cursor over the “Filter Rows” tab and select “by Other Dimensions.”
4. Select “Ethnicity code” and click “Next.”

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

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.”

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.”
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.”
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” value box and click “Show Result.”

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.”

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/.