

Use Census Data for a Successful Business

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Data Dissemination Specialist

Covering Texas, Oklahoma and Kansas

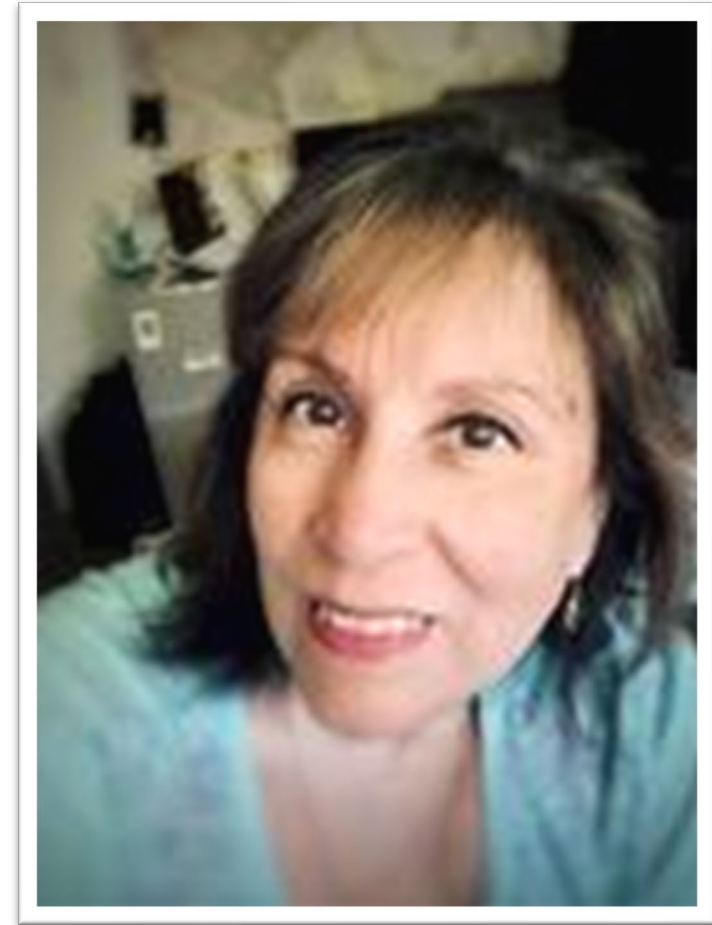


Meet Your Presenter

Susana Privett is with the Data Dissemination Specialist (DDS) for the U. S. Census Bureau covering Texas, Oklahoma, Kansas and assisting in New Mexico.

Susana gives presentations and conducts workshops about Census Bureau data, various surveys and census.gov. She works closely with organizations, local governments, businesses, Federal and State agencies to provide a clear understanding of the Census Bureau and the data they collect.

Susana lives in Texas with her two pups. In her downtime, she works on her family history creating a family group page on her explorations online and across Texas finding relatives.



Increase chances of success



- Measure business competition
- Pinpoint your market
- Identify trade area
- Decide on the location of a business
- Determine market potential

Possible Business Failures



- Competitive Weakness
- Inadequate Sales
- Poor Location
- Overlook potential market

Who's your market?

Census data is an essential tool that can work for you and your business



- Significant Population Growth
- Aging of the Population
- Declining Household Size
- Changing Household Composition
- Growth of Racial and Ethnic Groups

Track Trends

Census Data Can Help

- Measuring business competition--market share
- Site location
- Analyze trade area
- Examine trends for market planning
- Measure sales performance
- Develop advertising strategies

Profile of a Market Area

People
Economics
Households
Geography



Compare Your Business to Other Businesses



- Operating data
- Sales
- Industry averages
- Business to business
- Compare to state & national operations

Business Plans & Loans



Data for your industry
Local level
Potential market
Validate plans

Data Sources

2020 Census
American Community Survey
Economic Census
County Business Patterns



2020 Census



2020 Census statistics for local areas down to the block level.

Statistics include population counts, age, sex, race, ethnicity and household information.

American Community Survey Topics

Demographic

Age and Sex
Group Quarters
Population
Hispanic or Latino
Origin
Race
Relationship
Total Population

Social

Ancestry
Citizenship Status
Disability Status
Educational
Attainment
Field of Degree
Grandparents as
Caregivers
Language
Place of Birth
School Enrollment
Residence 1 Year
Ago/Migration
Veterans

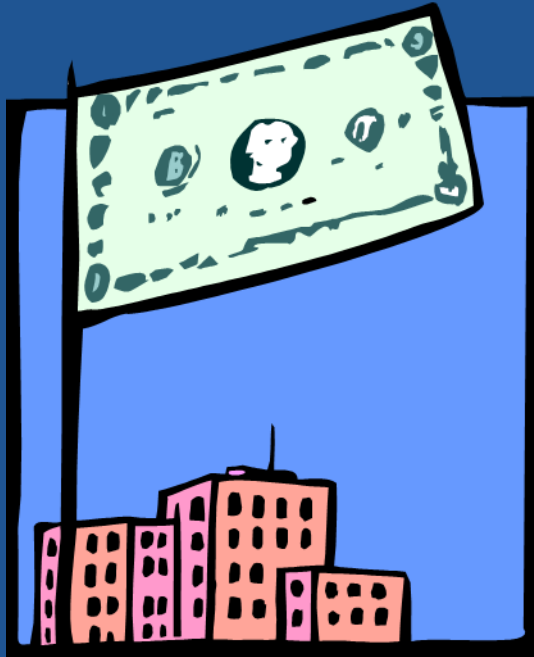
Economic

Class of Worker
Employment Status
Health Insurance
Coverage
Income and Earnings
Industry and
Occupation
Poverty
Work Status

Housing

House Heating Fuel
Kitchen Facilities
Occupancy/Vacancy
Status
Occupants per Room
Owner Monthly Costs
Plumbing Facilities
Rent Statistics
Rooms / Bedrooms
Tenure
Units in Structure
Value of Home
Vehicles Available
Year Householder
Moved Into Unit
Year Structure Built

Economic Census



Kind of business
Geographic location
Total revenue
Type of ownership
First quarter payroll
Number of employees

County Business Patterns

Businesses use the data for market research, strategic business planning, and managing sales territories.



Get in Touch with Us

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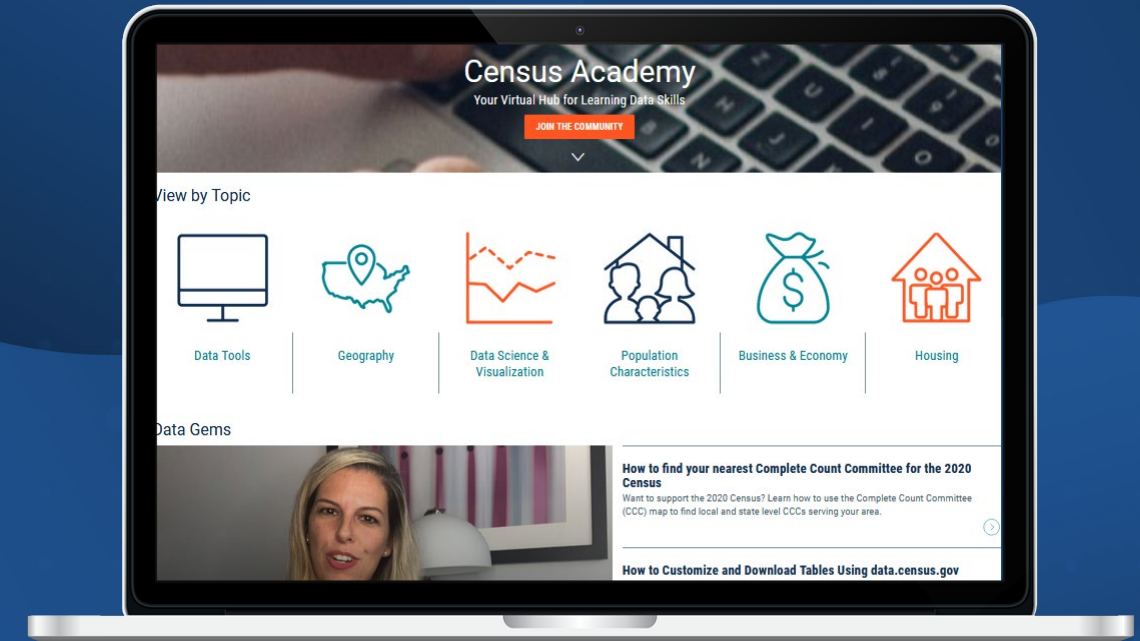
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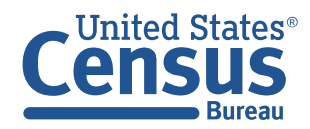


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THANK
YOU

