Use Census Data for a Successful Business

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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.
Track Trends

- Significant Population Growth
- Aging of the Population
- Declining Household Size
- Changing Household Composition
- Growth of Racial and Ethnic Groups
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
Data for your industry
Local level
Potential market
Validate plans

Business Plans & Loans
Data Sources

2020 Census
American Community Survey
Economic Census
County Business Patterns
2020 Census statistics for local areas down to the block level. Statistics include population counts, age, sex, race, ethnicity and household information.
Economic Census

Kind of business
Geographic location
Total revenue
Type of ownership
First quarter payroll
Number of employees
Businesses use the data for market research, strategic business planning, and managing sales territories.
Get in Touch with Us

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Data Dissemination and Training

✓ Bring our data experts to you. Request a free data training for your organization.

✓ Receive our Data Gems. These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

✓ Get access to our Courses. You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

✓ Interact with our instructors via Webinars. Learn about our data releases and tools while attending these live virtual classes.

Contact us:
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Share your ideas and feedback at census.academy@census.gov
THANK YOU