



Introduction to Veteran Statistics: Market Research Tools for Veteran Small Businesses

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December 2015

Finding the Right Data

The Census Bureau collects both demographic and economic data.

Understand your customers

- American Community Survey

Understand your competitors

- Economic Census (industry totals)
- Survey of Business Owners (veteran specific)

American Community Survey

What is it?

An ongoing monthly survey sent to 3.5 million addresses

- Data collection through four modes: Internet, Mail, Telephone, Personal Visit

Annually produces 1-year and 5-year period datasets:

- Detailed population and housing estimates previously collected on the decennial long form
- *Critical information on small areas and small population groups*
- Over 11 billion estimates for over 35,000 communities

The image displays three overlapping representations of the American Community Survey materials. The topmost document is a paper questionnaire titled 'Housing' with various questions and checkboxes. Below it, a computer screen shows the online survey interface, featuring a 'Welcome to the American Community Survey' message, a barcode, and a 'Please Log In' section with a 'User ID' field. The bottommost document is another paper questionnaire, partially obscured, showing a 'Start Here' section with instructions and a barcode.

American Community Survey

How is it different from a Census?

The decennial census **counts the population** to support apportionment and redistricting

The ACS supplements this information with annually updated **estimates** on the nation's **population and housing characteristics**

The purpose of the ACS is not to count every person in a community or town but rather, to provide a portrait of the community's characteristics

American Community Survey

How do we manage content?

Office of Management and Budget (OMB) approves content

National need to provide data for small geographic areas and small population groups weighed against respondent burden

Census Bureau works closely with OMB and Federal Agencies

2014 Content Review updated uses including legal justification

Ongoing research to look for ways to further reduce respondent burden and concerns, including asking certain questions less frequently and reusing information already provided to the government

American Community Survey Topics

Demographic

Age and Sex
Group Quarters Population
Hispanic or Latino origin
Race
Relationship

Social

Ancestry
Citizenship Status
Disability Status
Educational Attainment
Fertility
Field of Degree
Grandparents as Caregivers
Language
Marital History
Marital Status
Place of Birth
School Enrollment
Residence 1 Year Ago/Migration
Veteran status
Period of military service
Service-connected disability status
Year of Entry

Economic

Class of Worker
Commuting to Work/
Journey to Work
Employment Status
Food Stamps/Supplemental Nutrition
Assistance Program (SNAP)

Health Insurance Coverage
Income and Earnings
Industry and Occupation
Poverty
Work Status

Housing

Computer Ownership & Internet
Access
House Heating Fuel
Housing tenure (rent/own)
Kitchen Facilities
Occupancy/Vacancy Status
Occupants per Room
Owner Monthly Costs
Plumbing Facilities
Rent Statistics
Rooms / Bedrooms
Telephone Service Available
Type of housing unit
Units in Structure
Value of Home
Vehicles Available
Year Householder Moved Into Unit
Year Structure Built

Census 2010 Topics

Demographic

Age and Sex
Hispanic or Latino origin
Race
Relationship

Housing

Housing tenure (rent/own)
Occupancy/Vacancy Status

American Community Survey

Why Do We Ask?

Veteran Status and Period of Service

Title 13 of the U.S. Code provides the current legal authority for collecting all American Community Survey data

Meeting Federal Needs

- Used primarily by the Department of Veterans Affairs to measure the needs of veterans and to evaluate the impact of veterans' programs dealing with education, employment, and health care

Community Benefits

- Budgeting and program planning for medical services and nursing homes for veterans
- Planning locations and sizes of veterans' cemeteries
- Determining segments of population who may not be receiving needed medical services
- Allocating funds for employment and job training programs for veterans

American Community Survey

Why Do We Ask?

Service-Connected Disability Status and Rating

Title 13 of the U.S. Code provides the current legal authority for collecting all American Community Survey data

Meeting Federal Needs

- Used by the Department of Veterans Affairs (VA) to measure a veteran's service-connected disability compensation entitlement status. This information will improve VA's ability to accurately anticipate the need for VA care and its associated cost

Community Benefits

- VA medical centers and their associated outpatient clinics would use these data to measure key determinants of the demand for VA care
- Data on service-connected disability ratings would allow VA medical centers (and their regional networks) to engage in meaningful local area planning that accounts for expectations of the future demand for VA care

American Community Survey

Veteran Status, Period of Service, Service-Connected Disability Status

26 Has this person ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard? Mark (X) ONE box.

- ☐ Never served in the military → SKIP to question 29a
- ☐ Only on active duty for training in the Reserves or National Guard → SKIP to question 28a
- ☐ Now on active duty
- ☐ On active duty in the past, but not now

28 a. Does this person have a VA service-connected disability rating?

- ☐ Yes (such as 0%, 10%, 20%, ... , 100%)
- ☐ No → SKIP to question 29a

b. What is this person's service-connected disability rating?

- ☐ 0 percent
- ☐ 10 or 20 percent
- ☐ 30 or 40 percent
- ☐ 50 or 60 percent
- ☐ 70 percent or higher

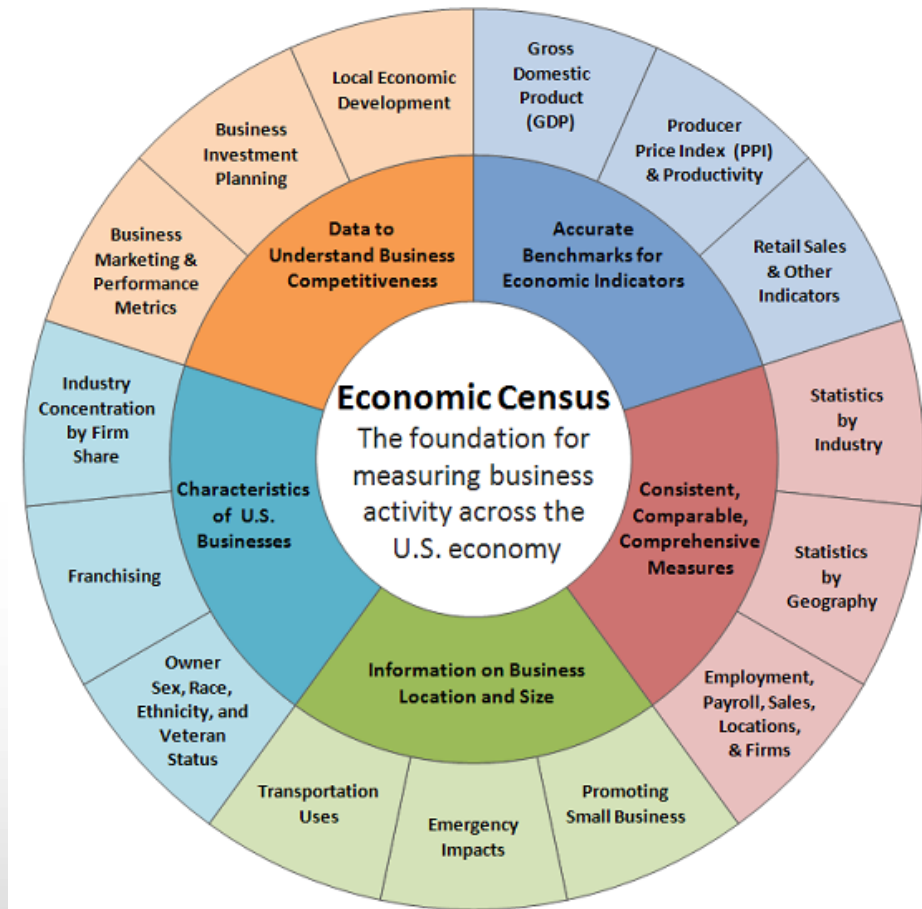
27 When did this person serve on active duty in the U.S. Armed Forces? Mark (X) a box for EACH period in which this person served, even if just for part of the period.

- ☐ September 2001 or later
- ☐ August 1990 to August 2001 (including Persian Gulf War)
- ☐ May 1975 to July 1990
- ☐ Vietnam era (August 1964 to April 1975)
- ☐ February 1955 to July 1964
- ☐ Korean War (July 1950 to January 1955)
- ☐ January 1947 to June 1950
- ☐ World War II (December 1941 to December 1946)
- ☐ November 1941 or earlier

<http://www.census.gov/programs-surveys/acs/methodology/questionnaire-archive.html>

Uses of Economic Data

http://www.census.gov/econ/census/use_data/



Survey of Business Owners

What is it?

Part of the Economic Census required by law to be taken every 5 years, for years ending in “2” or “7”

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

Includes all nonfarm businesses filing Internal Revenue Service tax forms as individual proprietorships, partnerships, or any type of corporation, and with receipts of \$1,000 or more

Covers both firms with paid employees and firms with no paid employees

Conducted on a company or firm basis rather than an establishment basis

Compiles data by combining data collected on businesses and business owners in the SBO with data collected on the main economic census and administrative records

Survey of Business Owners

Why Do We Ask?

Veteran Status, Service-Connected Disability Status

Title 13 of the U.S. Code provides the current legal authority for collecting all Survey of Business Owners data

The veteran question has been revised and expanded to collect information on whether the veteran was service-disabled, served on active duty or as a reservist during the survey year, served on active duty at any time, and served on active duty after September 11, 2001.

The revised and expanded wording for the veteran categories and the collection of the additional service characteristics reflects input received during consultations with many leaders in the veteran community.

Input was received from, among others, Department of Defense, Department of Veterans Affairs, Bureau of Labor Statistics, U.S. House of Representatives Committee on Veterans' Affairs, Senate Committee on Veterans' Affairs, Small Business Administration, American Legion, VET-Force, and AMVETS.

Survey of Business Owners

Veteran Status

Service-Connected Disability Status

Question wording 2007

- 22** A. Is **Owner 1** a veteran of any branch of the U.S. military service including the Coast Guard?
- ☐ Yes ☐ No - Go to **23**
- B. (If Yes) Was **Owner 1** disabled as the result of injury incurred or aggravated during active military service?
- ☐ Yes ☐ No

Question wording 2012

- 19** A. Has **Owner 1** ever served in any branch of the U.S. Armed Forces, including the Coast Guard, the National Guard, or a Reserve component of any service branch?
- ☐ Yes ☐ No → Go to **20**.
- B. (If Yes) Do any of the following characteristics describe **Owner 1**'s military service? **Mark X all that apply.**
- ☐ Served on active duty military service, not including training for the Reserves or National Guard
 - ☐ Disabled as the result of illness or injury incurred or aggravated during military service
 - ☐ Served on active duty military service after September 11, 2001
 - ☐ Served on active duty military service in 2012
 - ☐ Served in the National Guard or as a reservist of any branch of the U.S. Armed Forces in 2012
 - ☐ None of the above

<http://www.census.gov/econ/sbo/getforms.html>

Survey of Business Owners

Veteran-Related Topics

Data Products

Preliminary Estimates --

- **Veteran-Owned Businesses**

- Number of firms
 - Sales and receipts
 - Number of employees
 - Annual payroll

Final Estimates --

- **Company Summary**

- For veteran-, nonveteran-, and equally veteran-/nonveteran-owned businesses (50% / 50%)

- **Characteristics of Businesses**

- For veteran-, nonveteran-, and equally veteran-/nonveteran-owned businesses (50% / 50%)

- **Characteristics of Business Owners**

- For veteran and nonveteran owners of respondent firms

Characteristics of Businesses

Sex, Race, and Hispanic or Latino Origin
Jointly Owned or Operated by Spouses
Majority of Business Family-Owned
Number of Owners of Business
Year Business Originally Established
Source(s) and Amount of Start-Up or Acquisition
Capital
Home-Based Business
Operated as a Franchise
Owned by a Franchise (For 2007 only)
Source(s) of Capital to Expand Business
Type(s) of Customer Categories
Percent of Total Sales Exported
Operations Established Outside United States
Outsourced Business Function Outside United States
Language(s) Used in Transactions
Type(s) of Workers Employed
Employer-Paid Benefits Offered
Company Had a Web Site
E-Commerce as Percentage of Total Sales
Company Made Purchases Online
Seasonal or Part-Time Business Status
Business Operating or Reason Ceased

**New for 2012—

Owned Intellectual Property

Characteristics of Business Owners

Sex
How Initially Acquired Business
Year Acquired Ownership of Business
Primary Function(s) in Business
Average Hours Per Week Spent Working
This Business Primary Income Source
Prior Experience Owning a Business
Highest Level of Education
Age of Owner
Owner Born in the United States (2007 only)
Service-Disabled Veteran Status

**New for 2012—

- Born a citizen of the United States
- Served on active duty military service
- Post 9/11 active duty military service
- Served on active duty military service in 2012
- Served in the National Guard or as a reservist in any branch of the U.S. Armed Forces in 2012

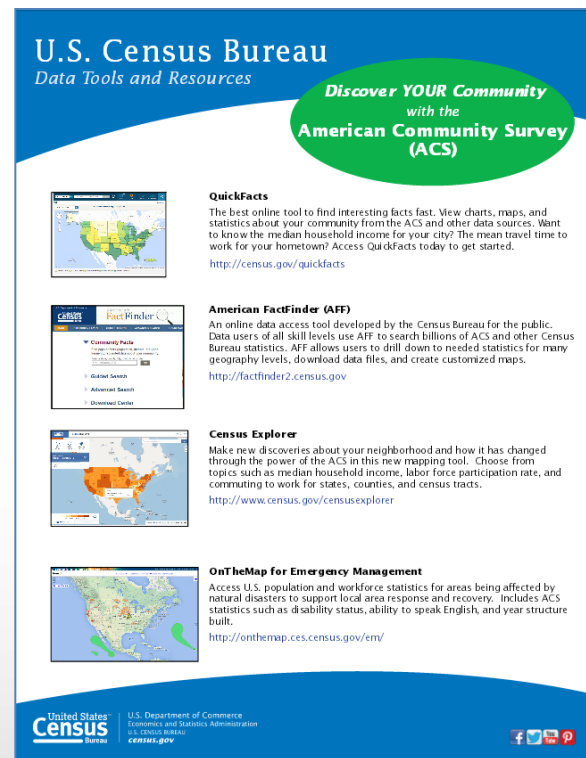
How to Access Data

Online:

- American FactFinder
- QuickFacts
- EasyStats
- Census Business Builder

Microdata:

- DataFerrett
- Public Use Microdata Sample (PUMS)



U.S. Census Bureau
Data Tools and Resources

Discover YOUR Community
with the
American Community Survey (ACS)

QuickFacts
The best online tool to find interesting facts fast. View charts, maps, and statistics about your community from the ACS and other data sources. Want to know the median household income for your city? The mean travel time to work for your hometown? Access QuickFacts today to get started.
<http://census.gov/quickfacts>

American FactFinder (AFF)
An online data access tool developed by the Census Bureau for the public. Data users of all skill levels use AFF to search billions of ACS and other Census Bureau statistics. AFF allows users to drill down to needed statistics for many geography levels, download data files, and create customized maps.
<http://factfinder2.census.gov>

Census Explorer
Make new discoveries about your neighborhood and how it has changed through the power of the ACS in this new mapping tool. Choose from topics such as median household income, labor force participation rate, and commuting to work for states, counties, and census tracts.
<http://www.census.gov/censusexplorer>

OnTheMap for Emergency Management
Access U.S. population and workforce statistics for areas being affected by natural disasters to support local area response and recovery. Includes ACS statistics such as disability status, ability to speak English, and year structure built.
<http://onthemap.ces.census.gov/env/>

Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

Facebook Twitter YouTube Pinterest

American FactFinder

When to use: If you need detailed demographic or socio-economic statistics about veterans or veteran-owned businesses in a specific geography

<http://factfinder.census.gov>



The screenshot shows the American FactFinder website. At the top left is the U.S. Department of Commerce and United States Census Bureau logo. The main header features the 'AMERICAN FactFinder' title with a magnifying glass icon over a map of the United States. Navigation links include 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. On the right, there are links for 'Feedback', 'FAQs', and 'Glossary', along with a language selector set to 'English'. The 'Community Facts' section is highlighted, showing a description: 'Find popular facts (population, income, etc.) and frequently requested data about your community.' Below this is a search input field with the example 'e.g., Atlanta, GA' and a 'GO' button. To the right of the search section is a large photograph of a smiling young woman with a headband, sitting at a desk in a classroom setting.

American FactFinder

Quick Link to Most Recent ACS Veterans Tables

<https://www.census.gov/programs-surveys/acs/guidance/subjects.html>

Click on “Veterans” in the list for social characteristics.

Refine your search results: ☒ topics ☐ race/ancestry ☐ industries ☐ occupations

Selected: 1 2 3 4

Show results from:

	ID	Table, File or Document Title	Dataset
<input type="checkbox"/>	B21001	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	2014 ACS 5-year estimates
<input type="checkbox"/>	B21001	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001A	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (WHITE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001B	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (BLACK OR AFRICAN AMERICAN ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001C	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (AMERICAN INDIAN AND ALASKA NATIVE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001D	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (ASIAN ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001E	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001F	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (SOME OTHER RACE ALONE)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001G	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (TWO OR MORE RACES)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001H	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (WHITE ALONE, NOT HISPANIC OR LATINO)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21001I	SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (HISPANIC OR LATINO)	2014 ACS 1-year estimates
<input type="checkbox"/>	B21002	PERIOD OF MILITARY SERVICE FOR CIVILIAN VETERANS 18 YEARS AND OVER	2014 ACS 1-year estimates
<input type="checkbox"/>	B21002	PERIOD OF MILITARY SERVICE FOR CIVILIAN VETERANS 18 YEARS AND OVER	2014 ACS 5-year
<input type="checkbox"/>	B21003	VETERAN STATUS BY EDUCATIONAL ATTAINMENT FOR THE CIVILIAN POPULATION 25 YEARS AND OVER	
<input type="checkbox"/>	B21003	VETERAN STATUS BY EDUCATIONAL ATTAINMENT FOR THE CIVILIAN POPULATION 25 YEARS AND OVER	
<input type="checkbox"/>	B21003	MEDIAN INCOME IN THE PAST 12 MONTHS, IN 2014 INFLATION-ADJUSTED DOLLARS, BY VETERAN STATUS BY SEX FOR THE CIVILIAN POPULATION 18 YEARS AND OVER	

The list of available estimates will change once a geography is selected.

American FactFinder

Local Market Statistics – Geographies Available

- ACS 1-year estimates are produced for areas with populations of 65,000+
- ACS 5-year estimates are produced for all areas, including smaller geographies such as:
 - Counties
 - Cities/towns
 - Census Tracts
 - Block Groups
 - School Districts
 - ZIP code tabulation areas (ZCTAs)

American FactFinder

Local Market Statistics – Geographies Available

U.S. Department of Commerce
United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD CENTER

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections
"Your Selections" is empty
load search | save search

Search using the options below:

Topics
(age, income, year, dataset, ...)

Geographies
(states, counties, places, ...)

Race and Ethnic Groups
(race, ancestry, tribe)

Industry Codes
(NAICS industry, ...)

EEO Occupation Codes
(executives, analysts, ...)

To search for tables and other files in American FactFinder:

Enter search terms and an optional geography and click GO

Select Geographies

List Name Address Map

Select geographies to add to Your Selections ?

Select from: ☒ most requested geographic types ☐ all geographic types

Select a geographic type:

- select a geographic type —
- United States - 010
- Region - 020
- Division - 030
- State - 040
 - County - 050
 - County Subdivision - 060
 - Census Tract - 140
 - Block Group - 150
 - Equal Employment Opportunity County Set - 902
- Place - 160
 - Estimates Universe Place - 162
 - Economic Place - E60
 - County (or part) - E65
 - Consolidated City - 170
 - Place within Consolidated City (or part) - 172
 - Congressional District - 500
 - School District (Elementary)/Remainder - 950
 - School District (Secondary)/Remainder - 960
 - School District (Unified)/Remainder - 970
 - Metropolitan Statistical Area/Micropolitan Statistical Area (or part) - 320
 - Principal City (or part) - 321
 - Area Outside of Metropolitan Statistical Area/Micropolitan Statistical Area (or part) - E32
 - Combined Statistical Area (or part) - 340
 - New England City and Town Area (or part) - 360
 - 5-Digit ZIP Code Tabulation Area - 860
 - 5-Digit ZIP Code - 861
 - Commodity Flow Survey Area/Remainder - E33
 - American Indian Area/Alaska Native Area/Hawaiian Home Land - 250
 - Metropolitan Statistical Area/Micropolitan Statistical Area - 310

American FactFinder

ACS Data Product Types

Tables

- Detailed Tables (B or C)
- Subject Tables (S)
- Ranking Tables (R)
- Geographic Comparison Tables (GCT)

Profiles

- Data Profiles (DP)
- Narrative Profiles (NP)
- Comparison Profiles (CP)
- Selected Population Profiles (S0201)

American FactFinder

Tips for finding data products on veterans

Examples:

B21001 SEX BY AGE BY
VETERAN STATUS FOR THE
CIVILIAN POPULATION 18
YEARS AND OVER

B21001A SEX BY AGE BY
VETERAN STATUS FOR THE
CIVILIAN POPULATION 18
YEARS AND OVER (WHITE
ALONE)

B=Data Product Type (Base Table)

21=Subject (Veterans)

001=Sequential Number

A (through I) =Race/Hispanic Origin
Group

American Community Survey Tables Pertaining to Veterans	1-Year	5-Year
DETAILED TABLES:		
B21001 – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over	X	X
B21001A-I – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over (<i>race iterated tables</i>)	X	
B21002 – Period of Military Service for Civilian Veterans 18 Years and Over	X	X
B21003 – Veteran Status by Educational Attainment for the Civilian Population 25 Years and Over	X	X
B21004 – Median Income in the Past 12 Months by Veteran Status by Sex for the Civilian Population 18 Years and Over with Income in the Past 12 Months	X	X
B21005 – Age by Veteran Status by Employment Status for the Civilian Population 18 to 64 Years	X	X
B21007 – Age by Veteran Status by Poverty Status in the Past 12 Months by Disability Status for the Civilian Population 18 Years and Over	X	
B21100 – Service-Connected Disability-Rating Status and Ratings for Civilian Veterans 18 Years and Older	X	X
COLLAPSED TABLES:		
C21001A-I – Sex by Age by Veteran Status for the Civilian Population 18 Years and Over (<i>race iterated tables</i>)	X	X
C21005 – Veteran Status by Employment Status for the Civilian Population 18 to 64 Years	X	
C21007 – Age by Veteran Status by Poverty Status in the Past 12 Months by Disability Status for the Civilian Population 18 Years and Over	X	X
C21100 – Service-Connected Disability-Rating Status for Civilian Veterans 18 Years and Older	X	
SUBJECT TABLES:		
S2101 – Veteran Status	X	X
RANKING TABLES:		
R2101 – Percent of the Civilian Population 18 years and Over Who are Veterans	X	
GCT2101 – Percent of the Civilian Population 18 years and Over Who are Veterans	X	X
PROFILE TABLES:		
<i>Note: Estimate and percentage of civilian veterans ONLY are included in the following profile tables.</i>		
DP02 Data Profile—Social Characteristics Table	X	X
CP02 Comparison Data Profile—Social Characteristics Table	X	
S0201 Selected Population Profile	X	

Decennial Census Data Products

Census 2010 in the U.S. Island Areas collected data similar to that of the ACS.
Tables related to veterans are listed below.

Table Title	CENSUS 2000						CENSUS 2010			
	Summary File 3 (US & Puerto Rico)	Summary File 4 (US & Puerto Rico)	Guam	Northern Mariana Islands	American Samoa	U.S. Virgin Islands	Guam	Northern Mariana Islands	American Samoa	U.S. Virgin Islands
Armed Forces Status by School Enrollment by Educational Attainment by Employment Status for the Population 16 to 19 Years	P038									
Sex by Armed Forces Status by Veteran Status for the Population 18 Years and Over			PBG029	PBG029	PBG029	PBG025				
Sex by Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over	P039	PCT067	PCT035	PCT035	PCT035	PCT031				
Sex by Age by Veteran Status for the Population 18 Years and Over							PCT37	PCT37	PCT37	PCT33
Sex by Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over (<i>race iterated tables</i>)	PCT066A- PCT066I									
Age by Armed Forces Status by Veteran Status for the Population 18 Years and Over			PBG028	PBG028	PBG028	PBG024	PBG28	PBG28	PBG28	PBG26
Period of Military Service for Civilian Veterans 18 Years and Over	P040	PCT068	PBG030	PBG030	PBG030	PBG026	PBG30	PBG30	PBG30	PBG28
Service-connected Disability Status and Ratings for Civilian Veterans 18 Years and Over							PBG31	PBG31	PBG31	PBG29

Survey of Business Owners Tables Pertaining to Veterans

NOTE: The current 2012 SBO data is preliminary. Final data will be released in December 2015

To quickly access tables from the 2012 SBO use the link from the webpage shown below: <http://www.census.gov/econ/sbo>

2012 SBO Table IDs
General Characteristics
SB1200CSA02 through SB1200CSA04
FTP tables
<i>The tables listed above are available for FTP download. Each zipped file contains all geographies for the table.</i>

You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide Statistics](#) > Survey of Business Owners

Survey of Business Owners (SBO)

[Main](#) [Get Data](#) [About the Survey](#) [Get Forms](#) [PUMS](#) [Special Tabulations](#)

Are you in a survey?

- Is This Form Legitimate?
- Get Help With Your Form
- SBO Release Schedule

 GET EMAIL UPDATES

Important Links

- [Access SBO data on American FactFinder](#)
- Latest News
- Special Tabulations
- Business Directories and Other Contacts

Survey of Business Owners - Main

Preliminary results from the 2012 Survey of Business Owners
Approximately 1.75 million businesses were selected for the 2012 Survey of Business Owners.

Preliminary SBO data are presented by:

- Gender, ethnicity, race, and veteran status
- Geography (U.S. and states)
- Industry (2-digit [NAICS](#) for selected geographies)

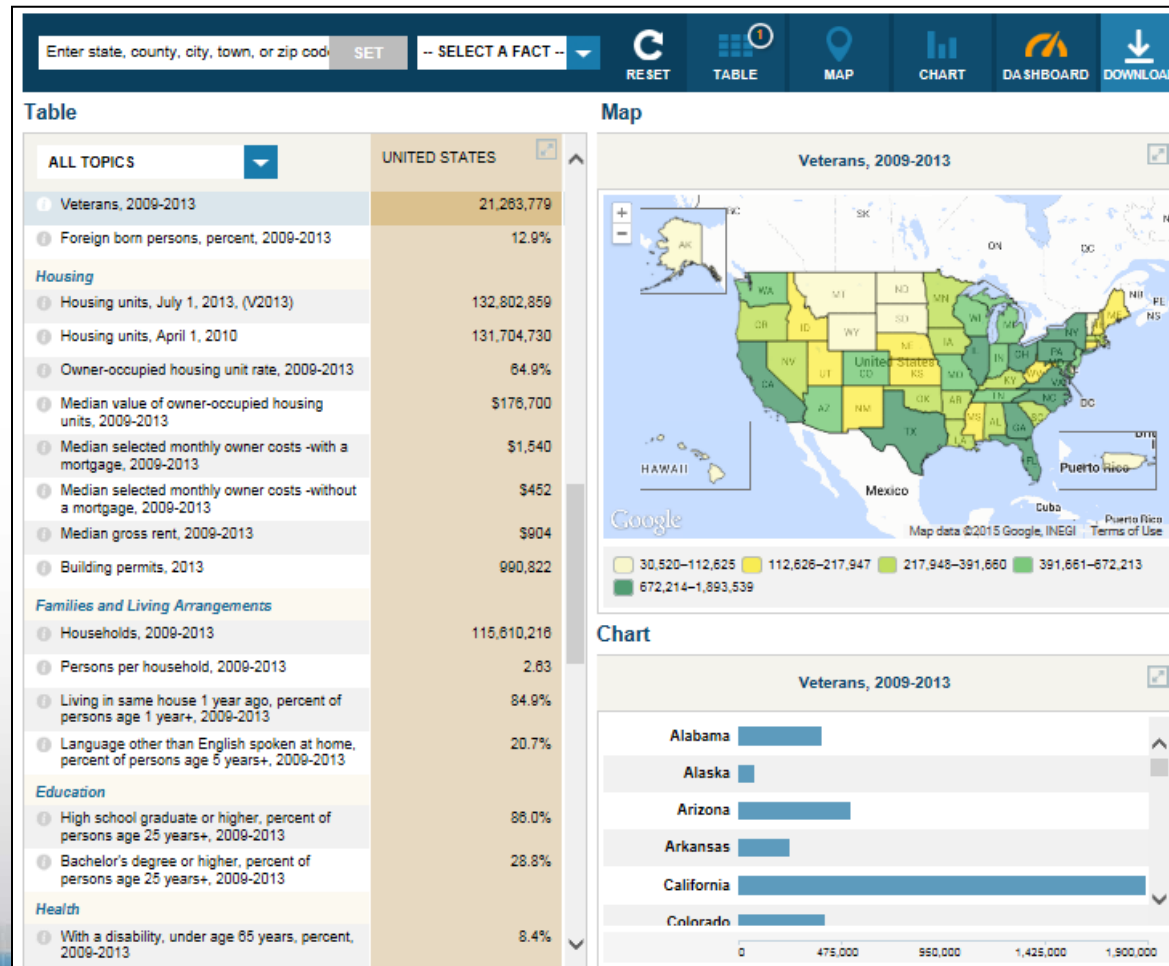
The final revised data will be released in December 2015 and will include geography (2- through 6-digit [NAICS](#)) detail.

To be notified upon the release of the final revised data, please sign up for email updates.

QuickFacts

When to use: If you need an estimate of veterans or veteran-owned businesses in a state, county, or city

<http://quickfacts.census.gov/>



Easy Stats

When to use: If you need simple statistics about veterans by race and Hispanic origin for a county or place

<http://www.census.gov/easystats/>

 Easy Stats 

1 Select Geography



Optional:
Refine by
☐ County ☐ Place

2 Choose a topic:

 Financial

 Jobs

 Housing

 People

 Education

Current Table: None

3

About Easy Stats

Easy Stats gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the American Community Survey. With the American Community Survey, detailed demographic and economic statistics are available every year for the nation's communities and their people.

This interactive tool provides the latest statistics about where you live. You can search different geographies including states, counties, incorporated places (towns/cities) and census designated places (CDP). With Easy Stats, you can view detailed racial, age and sex breakdowns and much more.

Powered by
The American Community Survey
and Census API




U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Census Business Builder

When to use: If you need data to understand potential customers or competitors when researching whether to open or expand your business

<https://cbb.census.gov/sbe/>





Census Business Development Tool: Small Business Edition


[Send Feedback](#) [FAQ](#) [Privacy Statement](#)


Determine the Best Location for Your Business


1. What type of business do you want to start?



Construction


Food Services



Healthcare


Personal Services


Professional Services


Retail

2. Where do you plan to open the business?



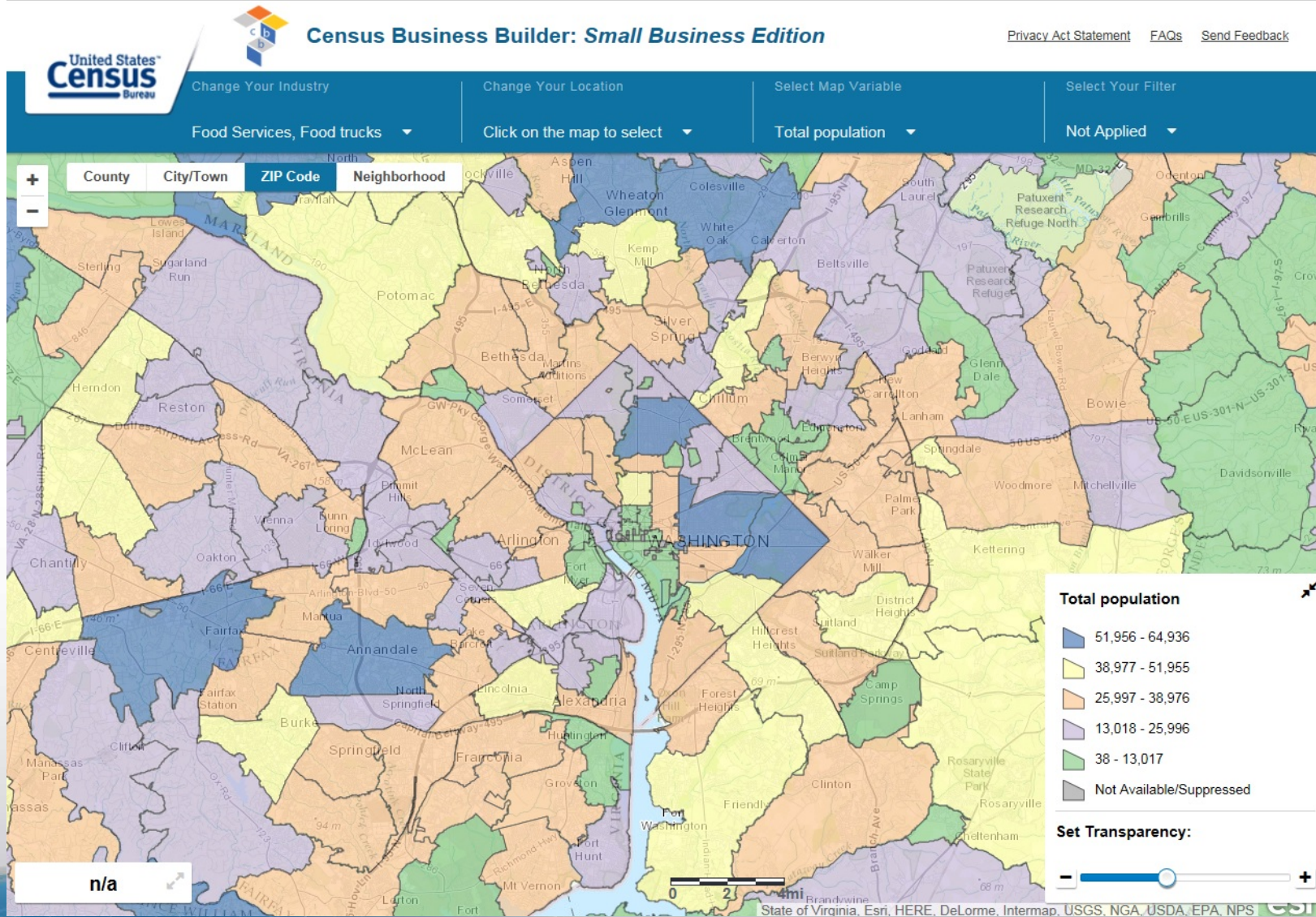
3. Start analyzing

[Take me to the Map](#)

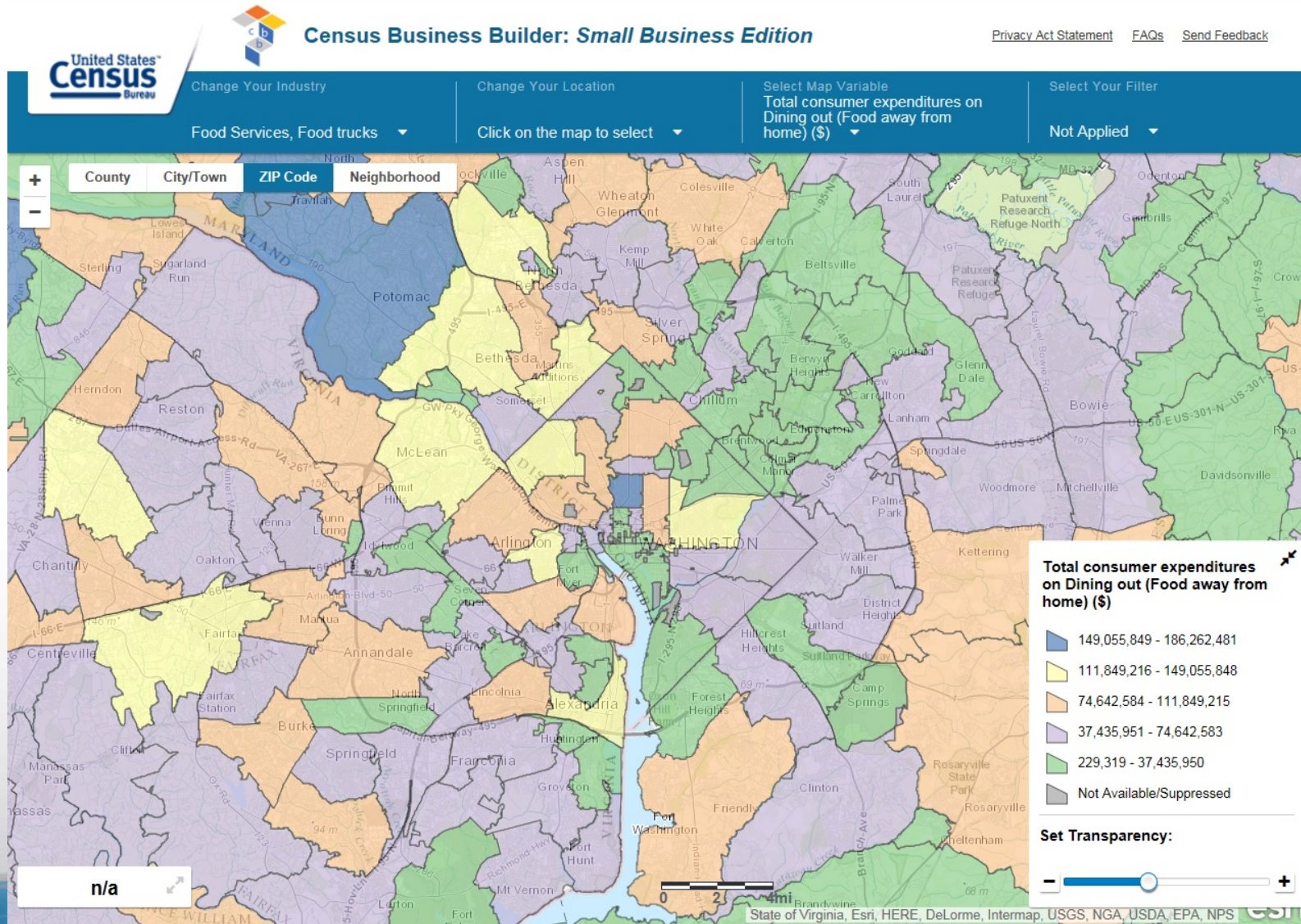
Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [Frequently Asked Questions](#)

Receive more information about data from other Census program, see www.census.gov

Census Business Builder



Census Business Builder



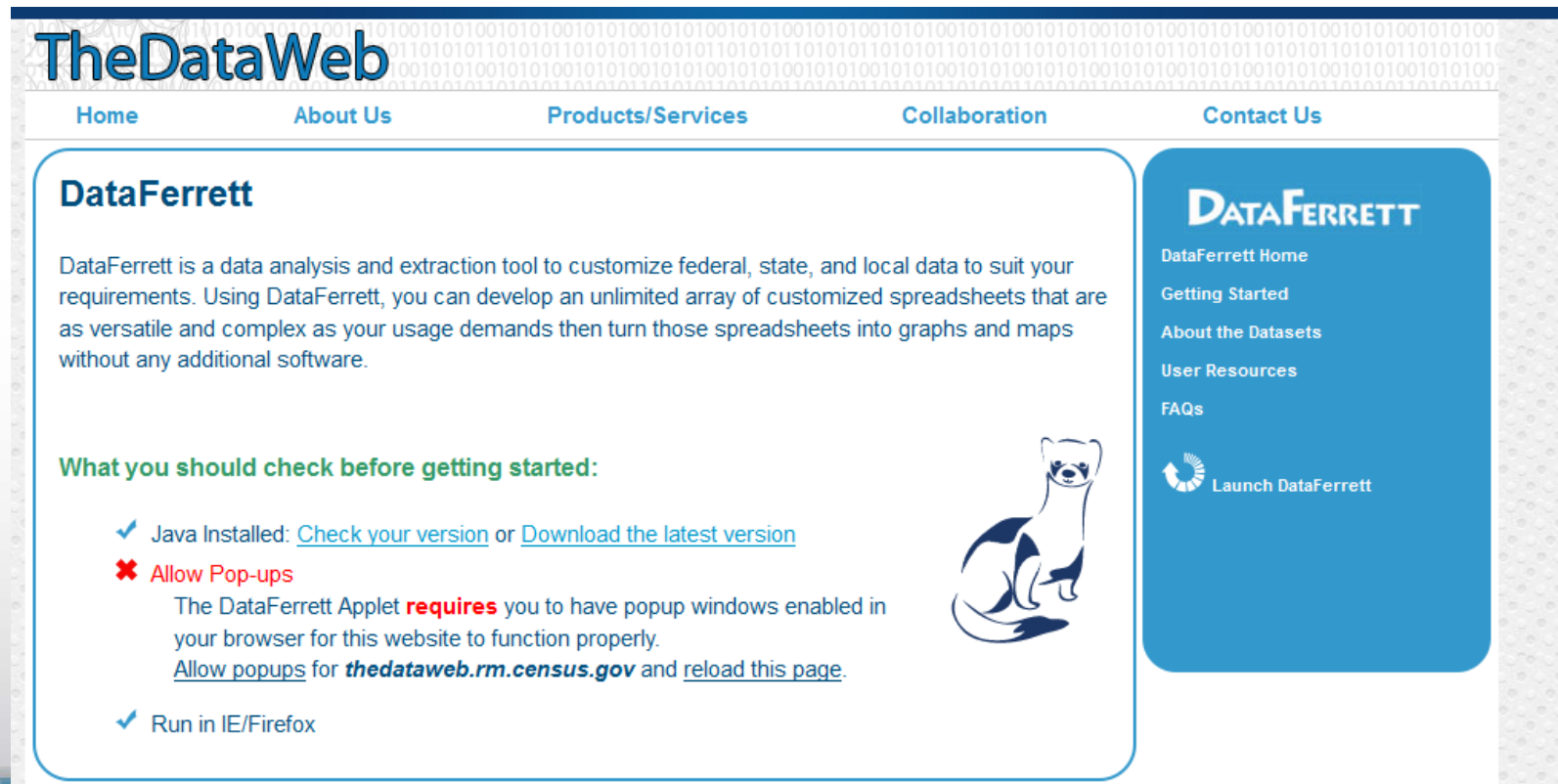
DataFerrett

When to use: If you want to make custom tables of characteristics not found in published data products and do not have access to statistical software

<http://dataferrett.census.gov/>

NOTE: ACS PUMS are only available for nation, state, and PUMAs

SBO PUMS are only available for nation and states



The screenshot shows the 'TheDataWeb' website. The header includes navigation links: Home, About Us, Products/Services, Collaboration, and Contact Us. The main content area is titled 'DataFerrett' and describes it as a data analysis and extraction tool. It includes a section 'What you should check before getting started:' with a list of requirements: Java Installed (with links to check version or download), Allow Pop-ups (with a note that the applet requires popup windows to be enabled and links to allow popups and reload the page), and Run in IE/Firefox. A cartoon ferret is illustrated next to the requirements. On the right side, there is a blue sidebar with the 'DATAFERRETT' logo and a list of links: DataFerrett Home, Getting Started, About the Datasets, User Resources, FAQs, and a 'Launch DataFerrett' button with a circular arrow icon.

TheDataWeb


Home About Us Products/Services Collaboration Contact Us

DataFerrett


DataFerrett is a data analysis and extraction tool to customize federal, state, and local data to suit your requirements. Using DataFerrett, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands then turn those spreadsheets into graphs and maps without any additional software.

What you should check before getting started:

- ✓ Java Installed: [Check your version](#) or [Download the latest version](#)
- ✗ Allow Pop-ups
The DataFerrett Applet **requires** you to have popup windows enabled in your browser for this website to function properly.
[Allow popups for **thedataweb.rm.census.gov**](#) and [reload this page](#).
- ✓ Run in IE/Firefox



DATAFERRETT

- DataFerrett Home
- Getting Started
- About the Datasets
- User Resources
- FAQs
-  Launch DataFerrett

ACS Public Use Microdata Sample (PUMS)

When to use: If you have access to statistical software packages and want to create custom tabulations not available through published ACS products

<https://www.census.gov/programs-surveys/acs/data/pums.html>

NOTE: ACS public-use microdata are only available for nation, state, and PUMAs.

American Community Survey (ACS)

About the Survey

Respond to the Survey

News & Updates

Data

Data Tables & Tools

Data via FTP

Summary File Data

PUMS Data

Race/Ethnicity & AIAN Data

Custom Tables

Guidance for Data Users

Geography & ACS

PUMS Data



Supporting documentation for the data below is available on the [PUMS Documentation](#) page.

PUMS Data 2000 - current

Available through the American FactFinder website

[2014 ACS 1-year PUMS](#)

[2009-2013 ACS 5-year PUMS](#)

[2011-2013 ACS 3-year PUMS](#)

[2013 ACS 1-year PUMS](#)

[2008-2012 ACS 5-year PUMS](#)

[2010-2012 ACS 3-year PUMS](#)

PUMS Data for ACS 1998

[Florida - EXE \[<1.0 MB\]](#)
[Nebraska - EXE \[<1.0 MB\]](#)
[New York - EXE \[<1.0 MB\]](#)
[Ohio - EXE \[<1.0 MB\]](#)
[Oregon - EXE \[<1.0 MB\]](#)
[South Carolina - EXE \[<1.0 MB\]](#)
[Texas - EXE \[<1.0 MB\]](#)

PUMS Data for ACS 1997

[Florida - EXE \[<1.0 MB\]](#)
[Nebraska - EXE \[<1.0 MB\]](#)

SBO Public Use Microdata Sample (PUMS)

When to use: If you have access to statistical software packages and want to create custom tabulations not available through published SBO products

<http://www.census.gov/econ/sbo/pums.html>

NOTE: SBO PUMS are only available for nation and states

You are here: [Census.gov](#) > [Business & Industry](#) > [Economy-Wide Statistics](#) > [Survey of Business Owners](#) > Public Use Microdata Sample (PUMS)

Survey of Business Owners (SBO)

[Main](#) [Get Data](#) [About the Survey](#) [Get Forms](#) [PUMS](#) [Special Tabulations](#) [How the Data Are Collected](#) [Definitions](#) [FAQs](#)

Are you in a survey?

- Is This Form Legitimate?
- Get Help With Your Form
- SBO Release Schedule

☐ GET EMAIL UPDATES

Important Links

- Access SBO data on American FactFinder
- Latest News
- Special Tabulations
- Business Directories and Other Contacts
- Why We Cannot Provide Lists of Companies
- Contact Us / Certifications

Related Sites

- Annual Survey of Entrepreneurs
- Business and Industry
- Economic Indicators
- Economic Census
- Enterprise Statistics
- Nonemployer Statistics

Public Use Microdata Sample (PUMS)

The PUMS file below is for data from the 2007 SBO. A 2012 SBO PUMS file is tentatively scheduled for release in spring 2016.

Special Release

Issued August 2012

The first-ever Survey of Business Owners Public Use Microdata Sample is now available. The SBO PUMS was created using responses from the 2007 SBO and provides access to survey data at a level of detail below that of the currently published SBO results. The SBO PUMS will allow researchers to create customized tables and models and to study entrepreneurial activity and the relationships between business characteristics such as access to capital, firm size, employer-paid benefits, minority- and women-ownership, and firm age.

This PUMS file provides information at the national and state levels by industry sector for businesses classifiable by the gender, ethnicity, race, and veteran status of the majority owners:

- Firm size**
 - Sales and receipts
 - Number of employees
 - Annual payroll
- Business characteristics**
 - Year business was established
 - Source(s) and amount of financing for start up capital
 - Source(s) of expansion capital
 - Whether the business was home-based, family-owned, or franchised
 - Types of workers and customers
 - Business outsourced or established operations outside the United States
 - Percent of total sales exported
 - Language(s) used in transactions
 - Employer-paid benefits offered
 - Whether the business had a website
 - E-commerce as percentage of total sales
 - Seasonal or part-time business status
 - Business operating or reason ceased
 - Number of owners of business
- Business owner characteristics**
 - Age of the owner in 2007 and highest level of education completed
 - Average hours per week spent working
 - Owner's primary function(s) in the business
 - Year and how the business was acquired
 - Whether the owner was born in the United States
 - Whether the owner had prior experience owning a business
 - Whether the business provided the owner's primary source of personal income
 - Service-disabled veteran status, if the owner was a veteran

U.S. Census Bureau Resources

Veteran Statistics Webpage

<http://www.census.gov/topics/population/veterans.html>

Demographic Surveys with Veterans Content:

American Community Survey

<https://www.census.gov/programs-surveys/acs/>

Current Population Survey

<http://www.census.gov/programs-surveys/cps.html> (general)

<http://www2.census.gov/programs-surveys/cps/techdocs/cpsaug14.pdf>
(veterans supplement)

Survey of Income and Program Participation

<http://www.census.gov/programs-surveys/sipp/about.html>

Economic Surveys with Veterans Content:

Survey of Business Owners

<http://www.census.gov/econ/sbo/about.html>

What data on veterans are not available from any U.S. Census Bureau surveys?

Military rank, branch of service, length of service

- Exception: Branch and length are available in the CPS veteran supplement

Combat experience

- Exception: Available in the CPS veteran supplement

Homelessness

VA benefits other than service-connected disability

Health status of veterans

What economic data are not available from the Economic Census?

Occupation Data

"Small business" Designation

Projections

Business Failures

Advice on Business Plans

Lists of Businesses

Consumer Spending

Offshore Outsourcing

External Resources

Bureau of Labor Statistics

<http://www.bls.gov/>

Small Business Administration

<https://www.sba.gov/>

Department of Veterans Affairs

[National Center for Veterans Analysis and Statistics](#)

[Veterans Benefits Administration Reports](#)