Small Business Data

Assess Your Competition
Define Your Customers

Census Bureau Data Can Answer Many Questions

What Is “Census Bureau Data?”

- Economic / business data
  - Economic Census
  - County Business Patterns (CBP)
  - ZIP Code Business Patterns
  - Survey of Business Owners (SBO)
  - Nonemployer Statistics
- Demographic data
  - Decennial Census
  - American Community Survey (ACS)
  - Population Estimates Program (PEP)

Assess Your Competition

Economic Data

- Where are your competitors?
- What is the number of competing establishments?
- What are their annual costs?
- How many employees do they have?
- What is their annual payroll? . . . annual sales?
- What about complementary businesses?
- Where are your suppliers?

Assess Your Competition

Economic Data

- How does your industry rank?
  - How many people are employed?
  - What is the average salary for paid employees?
  - How is the industry doing compared to previous years?
  - What is the establishment count in my area?
- What is your business market potential?
  - How big should your business be?
  - What should your sales quotas be?
  - How effective have your sales and advertising programs been?

Define Your Customers

Demographic Data

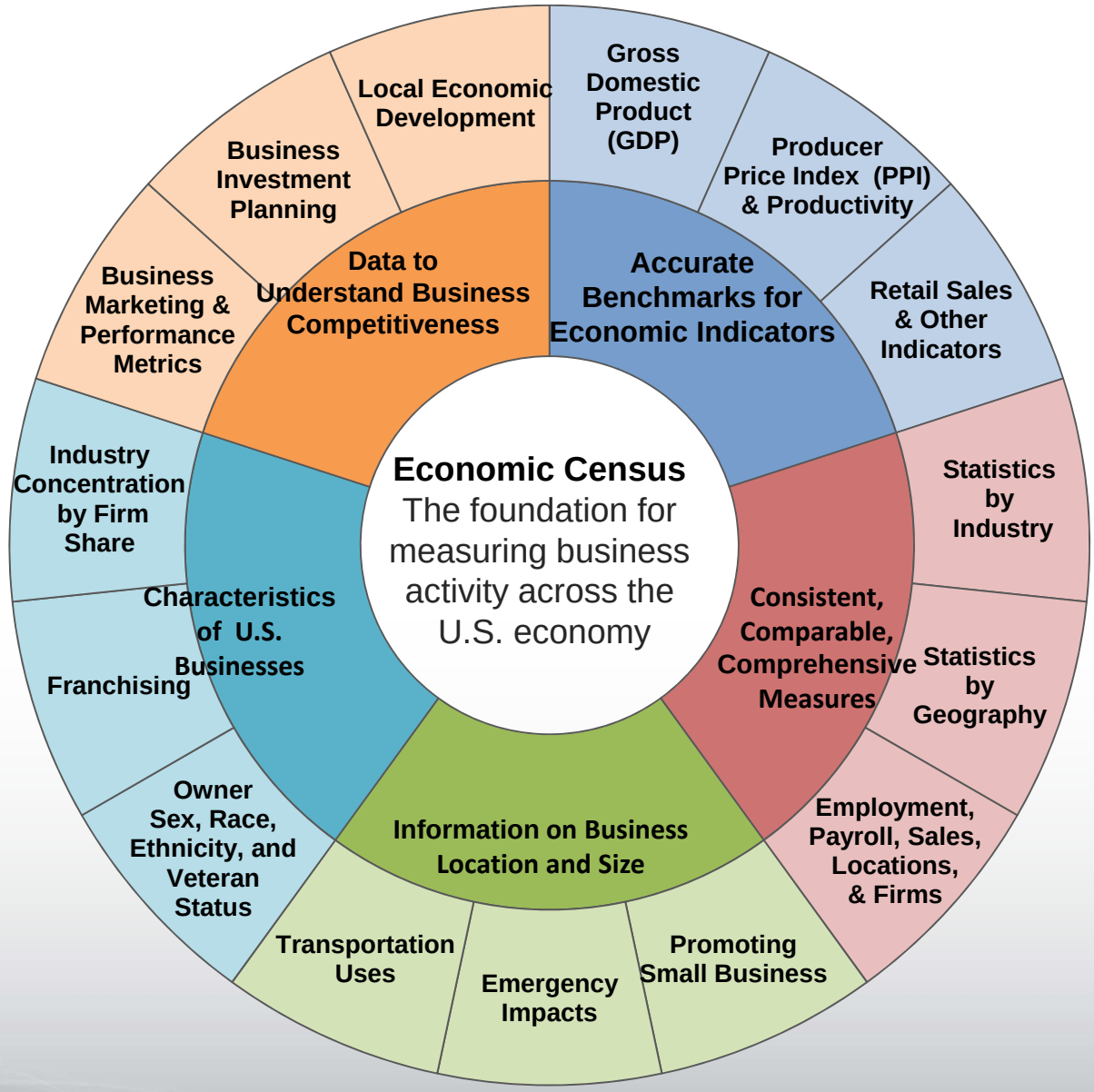
- Is the population growing or declining?
- Is this a youthful or aging population?
- Are there many single young people?
- What are the income levels?
- What are the levels of education?
- What languages do people speak?
- What is the racial/ethnic make-up of the area?

Census Data Caveats

- Responses to all Census Bureau questionnaires are private and confidential
  - Only aggregated data are released
  - No data or names provided on individual persons, households, or businesses
  - Disclosure avoidance protections also ensure that no individual, household, or business can be identified

Economic Programs

Reliable business statistics from the Economic Census are critical to evaluating the condition of the American economy



Economic Program Definitions

NAICS Sectors

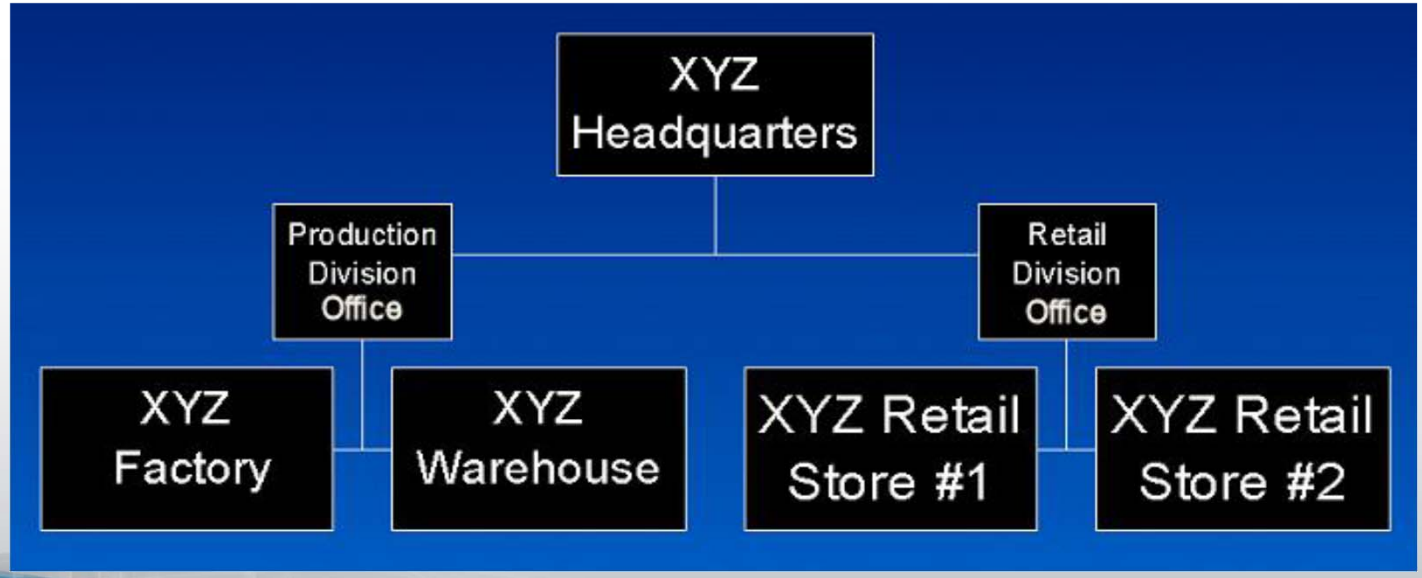
11 Agriculture, Forestry, Fishing, and Hunting
21 Mining
22 Utilities
23 Construction
31-33 Manufacturing
42 Wholesale Trade
44-45 Retail Trade
48-49 Transportation and Warehousing
51 Information
52 Finance and Insurance
53 Real Estate and Rental and Leasing
54 Professional, Scientific and Technical 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)
92 Public Administration

Not covered by Economic Census; Partial coverage in Economic Census

Economic Program Definitions

Establishments vs. Companies / Firms

- ***Establishment*** – A store, warehouse, factory, or other type of business at a <u>single</u> physical location
- ***Company*** (or Firm) – One or more establishments under common ownership or control



Economic Program Definitions

Types of Businesses

- Employer establishments
  - Businesses with 1 or more employees
  - Covered by most of the economic programs
- Nonemployer establishments
  - Businesses with no paid employees. Make up 75% of all businesses in the U.S., but < 4% of receipts / revenue
  - Census programs with nonemployer data
    - Economic Census
    - Nonemployer Statistics
    - Survey of Business Owners

I've Heard about Nonemployers… What are They?

Nonemployers are businesses with no paid employees.

- Primarily independent contractors
- File IRS Form 1040 Schedule C (not 941)
- Significant in number
- Significant in revenue in some industries

Economic Census

- Conducted every 5 years in years ending in “2” and “7”
- Covers most of the U.S. economy
- Data based on industry of individual establishment (NAICS code)
- Company or firm may have many establishments

Economic Census Content

- County level
  - Employers
    - Number of establishments
    - Value of sales, shipments, receipts, or revenue
    - Annual payroll
    - Number of paid employees week of March 12
  - Nonemployers
    - Number of establishments
    - Value of sales, shipments, receipts, or revenue
- ZIP Code level
  - Value of sales, shipments, receipts, revenue by range
  - Number of establishments

County Business Patterns (CBP)

- Annual release
- Includes several variables:
  - Number of paid employees
  - Payroll (first quarter and annual)
  - Total establishments
    - Establishments by number of paid employees
- Does not include:
  - Nonemployer statistics (businesses with no paid employees)
  - Revenue or sales

Zip Code Business Patterns

Available shortly after the release of County Business Patterns

Clothing - 143

Includes:

- Number of establishments by employment size by detailed industry

Furniture & Home Furnishings - 57

Grocery Stores - 45

Gas Stations - 38

Survey of Business Owners (SBO)

Data Presented by:

- **Gender, ethnicity, race, and veteran status**
- **Geography (U.S., states, metropolitan areas, counties, and places)**
- **Industry (2- through 6-digit NAICS for selected geographies)**
- **Firm receipts size**
- **Firm employment size**

2012 SBO Tentative Release Schedule:

Data Products	Tentative Release Dates
Women-Owned Businesses	June 2015
Hispanic-Owned Businesses	July 2015
Black-Owned Businesses	August 2015
American Indian- and Alaska Native-Owned Businesses	September 2015
Asian-Owned Businesses	October 2015
Native Hawaiian- and Other Pacific Islander-Owned Businesses	October 2015
Veteran-Owned Businesses	November 2015
Company Summary	December 2015
Characteristics of Businesses	December 2015
Characteristics of Business Owners	December 2015

Economic Programs

Geographic Coverage

Lowest levels

Economic Programs: Data Release Thresholds	U.S.	States	Metro Areas	Counties	Cities	ZIP Codes
Annual Survey of Manufactures	2010	2010				
Building Permits	2012	2012	2012	2012	2012	
Business Dynamics Statistics (firm size and age)	2010	2010				
Commodity Flow Survey	2007	2007	2007			
(County) Business Patterns	2010	2010	2010	2010		2010
Economic Census 2007, 2002	2007	2007	2007	2007	2007	2007
Enterprise Statistics	2007					
Foreign Trade: State Exports	2011	2011				
Governments	2010	2010		2009	2009	
Local Employment Dynamics Quarterly Workforce Indicators		2011	2011	2011		
Nonemployer Statistics	2010	2010	2010	2010		
Statistics of U.S. Businesses (firms by size)	2009	2009	2009	2009		
Statistics of U.S. Businesses (establishment births, deaths)	2009	2009	2009	2009		
Survey of Business Owners (minorities, women, veterans)	2007	2007	2007	2007	2007	

All other Business and Industry data are published only at the national level

A Scenario for Entrepreneurs

You want to open a toy store
in Hawaii and want data
on existing toy stores

Getting Started

- What NAICS code covers this industry?
- What programs do we have that provide data for this industry that she might be able to use?

Use the *Industry Statistics Portal,* which can be accessed off the *Economic Census* and the *Business and Industry* pages

Getting Started

NAICS Code for Toy Stores

- North American Industry Classification System
  - Launched in 1997 as part of NAFTA
  - Codes are updated every 5 years
  - Hierarchical

Level	*Code*	*Examples*
Sector	45	Retail Trade
Sub-Sector	451	Sporting Goods, Hobby, Book, and Music Stores
Industry Group	4511	Sporting Goods, Hobby, and Musical Instrument Stores
Industry	45112	Hobby, Toy, and Game Stores
U.S. Industry	451120	Hobby, Toy, and Game Stores

Finding the NAICS Code Online

You are here: Census.gov › Business & Industry › NAICS

North American Industry Classification System

Main | History | Development Partners | Federal Register Notices | NAPCS | FAQs

NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

toy store

2007 NAICS Search

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. It was developed jointly by the U.S. Economic Classification Policy Committee (ECPC), Statistics Canada, and Mexico's Instituto Nacional de Estadistica y Geografia, to allow for a high level of comparability in business statistics among the North American countries.

451120 Hobby, Toy, and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

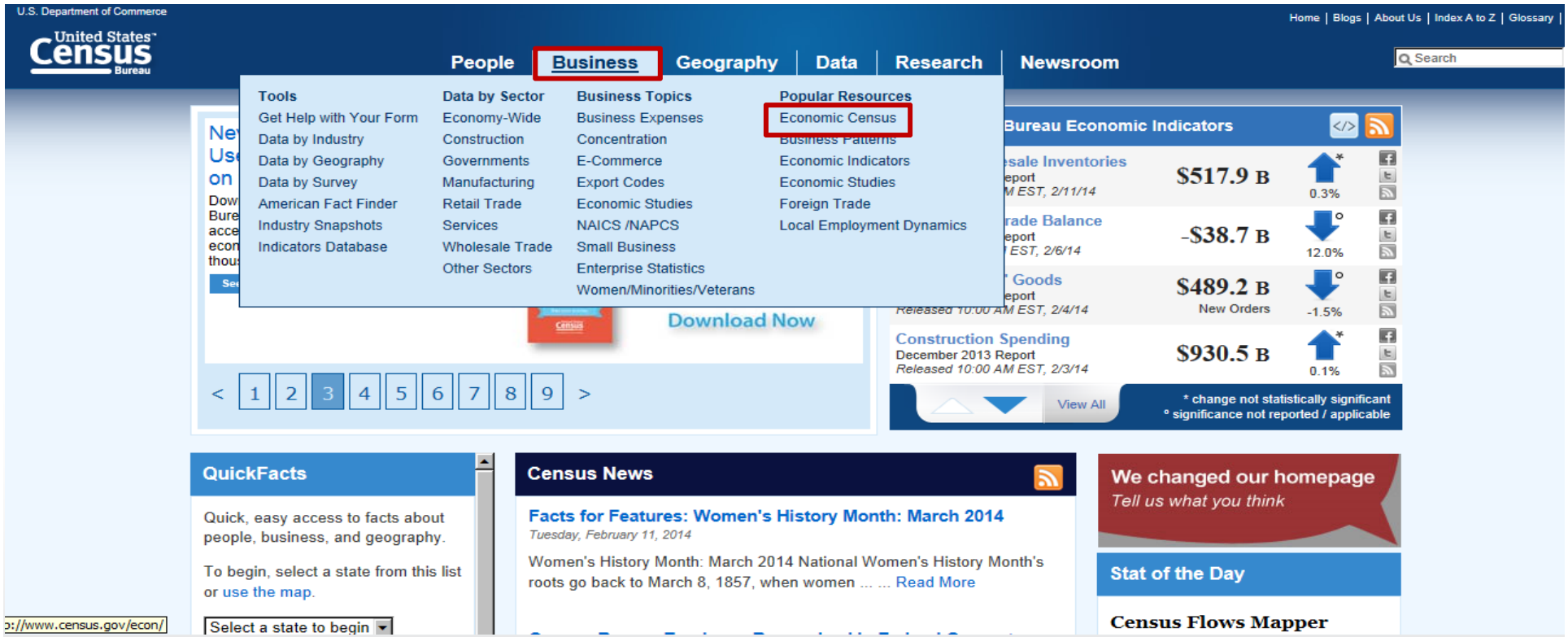
Cross-References. Establishments primarily engaged in--

- Retailing toys, games, and hobby and craft supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing artists supplies or collectors' items, such as coins, stamps, autographs, and cards--are classified in U.S. Industry 453998, All Other Miscellaneous Store Retailers (except Tobacco Stores);
- Retailing new computer software (e.g., game software)--are classified in Industry 443120, Computer and Software Stores;
- Retailing used toys, games, and hobby supplies--are classified in Industry 453310, Used Merchandise Stores; and
- Retailing new sewing supplies, fabrics, and needlework accessories--are classified in Industry 451130, Sewing, Needlework, and Piece Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451120	451120	451120	Craft supply stores (except needlecraft)
451120	451120	451120	Hobby shops
451120	451120	451120	Magic supply stores
451120	451120	451120	Pottery (unfinished pottery to be painted by customer on premises) stores
451120	451120	451120	Toy stores
451120	451120	451120	Toy stores, electronic

Business Topics

Census Homepage: census.gov



Links to Business & Industry page and Economic Census page

United States Census Bureau | U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Content from the 2007 Economic Census webpage has migrated over to the new business.census.gov.

Please update your bookmarks.

You will be redirected shortly.

Economic Census
business.census.gov
Click Finding Data

U.S. Department of Commerce

United States Census Bureau

Home | Blogs | About Us | Index A to Z | Glossary | FAQs

People | Business | Geography | Data | Research | Newsroom

Search Go

You are here: Census.gov › Economic Census

Economic Census
business.census.gov

Main | About | What's New | Finding Data | Uses of Census Data | Organizations | American FactFinder | Help Center | Contact Us

New for 2012
About the Economic Census
How can I use census data?
FAQs
Quick links to data tools
Information for Respondents

I am looking for statistics on...
Find the right data ›

Information and Promotion
Resources to inform your organization ›

Resource Center
Reference and tutorials ›

The release of the 2012 Economic Census has begun! Click here to get the data and learn more about the Advance Report.

Economic statistics from the Census Bureau can help your industry, community, and business. The data you provide improves our statistics.

- Find the data you need
- Information for your organization
- Responding to the Economic Census

Key Dates

March 2014
First statistics available
June 2014 - Feb 2015
Industry Series is released

Full Schedule ›

GET EMAIL UPDATES

Economic Census Page & Links

You are here: Census.gov › Business & Industry › Economic Census › Finding Data

Economic Census
business.census.gov

Main | About | What's New | Finding Data | Uses of Census Data | Organizations | American FactFinder | Help Center | Contact Us

In this section:

- Finding Economic Data By Geography
- Local Business Snapshots
- The Most Popular Economic Topics in American FactFinder
- Full List of Economic Topics in American FactFinder

Finding Data

Print | Share this page | Connect with us

The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy.

The Economic Programs conducted by the Census Bureau cover business activity on the local and national levels. If you are interested in data about people and households, please visit the People and Households page .

Choose one of the paths below to search for the data you need:

Find Economic Data by Industry

View the new Industry Statistics Portal

or

View an Industry Snapshot

Want to learn more? Visit the Industry Classifications Help Center.

Link to Industry Statistics Portal

Find Economic Data by Geography

or

View Snapshots of selected geographies

Want to learn more? Visit the Geography Help Center.

Find Economic Data by Topic

Topics
(NAICS industry, year, dataset, ...)

Want to learn more? Visit the Data Help

Find Demographic Data

Need data on age, race and ethnicity, income

Industry Statistics Portal

You are here: Census.gov › Business & Industry › ISP

Feedback

Industry Statistics Portal

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - 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)
- 99 - Industries not classified

2012 NAICS SEARCH

Enter a NAICS code or Title

45112

Enter NAICS Code

451120 - Hobby, toy, and game stores

Craft supply stores (except needlecraft)

451120 - Hobby, toy, and game stores

Toy stores, electronic

45112 - Hobby, toy, and game stores

Hobby, toy, and game stores

451120 - Hobby, toy, and game stores

Hobby shops

451120 - Hobby, toy, and game stores

Magic supply stores

451120 - Hobby, toy, and game stores

Pottery (unfinished pottery to be painted by customer on premises) stores

451120 - Hobby, toy, and game stores

Toy stores

Industry Statistics Portal

Links to Available Programs

Industry Statistics Portal

NAICS: 45112 - Hobby, toy, and game stores

GUIDE TO ALL DATA SOURCES

ECONOMIC DATA IN AFF

DEFINITION & COMPARABILITY

NAICS SEARCH
Enter a NAICS code or Title

RELATED INDUSTRIES

Collapse list | Expand list

- ISP Home
- 44-45 - Retail trade
  - 451 - Sporting goods, hobby, book, and music stores
    - 4511 - Sporting goods, hobby, and musical instrument stores
      - 45112 - Hobby, toy, and game stores
        - 451120 - Hobby, toy, and game stores

Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
Monthly Retail Trade and Food Services Survey (MRTS)	Monthly	Nov 2013	U.S.	Selected 2 thru 5 digits
Annual Retail Trade Survey (ARTS)	Annual	2011	U.S.	Selected Retail Trade 3- thru 6-digits
County Business Patterns (CBP)	Annual	2011	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Nonemployer Statistics (NES)	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Statistics of U.S. Businesses (SUSB)	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Economic Census (ECN)	Every 5 years	2007	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Economic Census of Island Areas (IA)	Every 5 years	2007	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

American FactFinder
Advanced Search

Select Industry Codes
enter 45112 and enter to Your Selections

Geographies
Name Tab
Select Zip Codes – All Hawaii
Select tables

Economic Census ZIP Code Series

Economic Census EC0744Z9

EC0744Z9

Retail Trade: ZIP Code Series: Number of Establishments by Sales Size Range by ZIP Code for the Pacific States: 2007
2007 Economic Census of the United States

Table View

BACK TO ADVANCED SEARCH

Actions: Modify Table | Bookmark | Print | Download | Create a Map

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

View Geography Notes | View Table Notes

The table contains a total of **695,648** data rows.

Includes only establishments of firms with payroll. Data based on the 2007 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology [pdf].

1 - 87 of 87

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Sls/rcpts/rev size of estabs operated entire year code	Year	Number of establishments
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	All establishments	2007	7
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	7
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue less than $100,000	2007	1
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $250,000 to $499,999	2007	1
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $500,000 to $999,999	2007	2
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2007	3
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	All establishments	2007	1
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	1
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $500,000 to $999,999	2007	1
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	All establishments	2007	2
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	2
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2007	2
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	All establishments	2007	2
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	2
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $100,000 to $249,999	2007	1
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $250,000 to $499,999	2007	1
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	All establishments	2007	3
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	2
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2007	2
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments not operated for the entire year	2007	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	All establishments	2007	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2007	1
ZIP 96738 (Waikoloa, HI)	45112	Hobby, toy, and game stores	All establishments	2007	1
ZIP 96738 (Waikoloa, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2007	1
ZIP 96738 (Waikoloa, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2007	1

Economic Census ZIP Code Series

Economic Census EC0744Z19

EC0244Z19

Retail Trade: ZIP Code Series: Statistics by Sales Size of Establishment for the Pacific States: 2002
2002 Economic Census of the United States

Table View

BACK TO ADVANCED SEARCH

Actions: Modify Table | Bookmark | Print | Download | Create a Map

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

View Geography Notes | View Table Notes

The table contains a total of **681,702** data rows.

1 - 87 of 87

Geographic area name	2002 NAICS code	Meaning of 2002 NAICS code	Meaning of Sls/rcpts/rev size of estabs operated entire year	Year	Number of establishments
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	All establishments	2002	7
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	7
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue less than $100,000	2002	1
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $250,000 to $499,999	2002	1
ZIP 96701 (Aiea, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	5
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	All establishments	2002	1
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	1
ZIP 96707 (Kapolei, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	1
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	All establishments	2002	3
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	2
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	2
ZIP 96720 (Hilo, HI)	45112	Hobby, toy, and game stores	Establishments not operated for the entire year	2002	1
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	All establishments	2002	1
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	1
ZIP 96722 (Princeville, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $250,000 to $499,999	2002	1
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	All establishments	2002	3
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	2
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	2
ZIP 96732 (Kahului, HI)	45112	Hobby, toy, and game stores	Establishments not operated for the entire year	2002	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	All establishments	2002	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	1
ZIP 96734 (Kailua, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	1
ZIP 96740 (Kailua Kona, HI)	45112	Hobby, toy, and game stores	All establishments	2002	2
ZIP 96740 (Kailua Kona, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	2
ZIP 96740 (Kailua Kona, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $100,000 to $249,999	2002	2
ZIP 96744 (Kaneohe, HI)	45112	Hobby, toy, and game stores	All establishments	2002	3
ZIP 96744 (Kaneohe, HI)	45112	Hobby, toy, and game stores	Establishments operated for the entire year	2002	2
ZIP 96744 (Kaneohe, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $250,000 to $499,999	2002	1
ZIP 96744 (Kaneohe, HI)	45112	Hobby, toy, and game stores	Establishments operated entire year with sales/receipts/revenue of $1,000,000 or more	2002	1

American FactFinder (AFF) Table
2007 Economic Census EC0200A1

EC0200A1

All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2002
2002 Economic Census of the United States

Table View

BACK TO ADVANCED SEARCH

Actions: Modify Table | Bookmark | Print | Download | Create a Map

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

View Geography Notes | View Table Notes

The table contains a total of **3,318,116** data rows.

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Data in this table may be subject to employment- and/or sales-size minimums that vary by industry.]

1 - 3 of 3

Geographic area name	2002 NAICS code	Meaning of 2002 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done ($1,000)	Annual payroll ($1,000)	Paid employees for pay period including March 12 (number)
Hawaii County, Hawaii	45112	Hobby, toy, and game stores	Total	2002	5	D	D	b
Honolulu County, Hawaii	45112	Hobby, toy, and game stores	Total	2002	44	60,874	6,082	434
Maui County, Hawaii	45112	Hobby, toy, and game stores	Total	2002	7	D	D	b

American FactFinder (AFF) Table

2007 Economic Census EC0700A1

EC0700A1

All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2007
2007 Economic Census of the United States

Table View

ADVANCED SEARCH

Actions: Bookmark | Print | Download | Create a Map

Not all rows may be displayed below.
Click Back to Search to select other geographies or industry codes using the search options on the left.

View Geography Notes | View Table Notes

The table contains a total of **3,342,969** data rows.

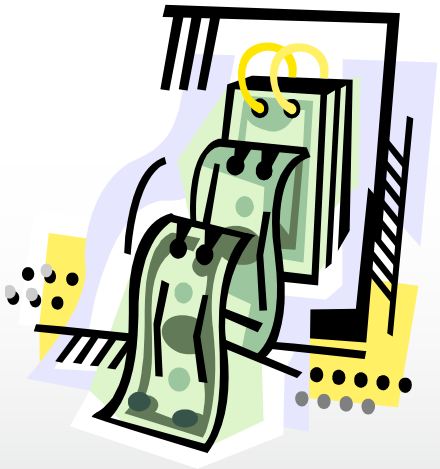
The data in this file come from separate 2007 Economic Census Industry Series, Geographic Area Series, and Summary Series data files, as well as data files from the 2007 Economic Census of Island Areas and the 2007 Nonemployer Statistics. These files are released on a flow basis from March 2009 through mid-2011. The national data are subject to change; they will be replaced when updated data are added from the Geographic Area Series and Summary Series in 2010 and 2011. The first 4 data fields are for establishments of firms with payroll (employers), and the last 2 data fields are for establishments of firms with no paid employees (nonemployers). For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology [pdf].

1 - 3 of 3

Geographic area name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Type of operation or tax status code	Year	Number of employer establishments	Employer value of sales, shipments, receipts, revenue, or business done ($1,000)	Annual payroll ($1,000)	Number of paid employees for pay period including March 12	Number of nonemployer establishments	Nonemployer value of sales, shipments, receipts, revenue, or business done ($1,000)
Hawaii County, Hawaii	45112	Hobby, toy, and game stores	Total	2007	4	D	D	b	13	483
Honolulu County, Hawaii	45112	Hobby, toy, and game stores	Total	2007	41	69,332	6,704	459	64	4,605
Maui County, Hawaii	45112	Hobby, toy, and game stores	Total	2007	7	D	D	b	8	593

Source: U.S. Census Bureau, 2007 Economic Census, 2007 Economic Census of Island Areas, and 2007 Nonemployer Statistics.

How Is This Industry Doing?



The data gathered every 5 years from the *Economic Census* and the annual data from *County Business Patterns* and other program can be used in a business plan -

- To measure how an industry or community has performed historically, and
- To forecast the expected sales of a business in the future

What types of products and services should I offer?

Data on products and services sold by businesses are available in the *Product Lines* data from *Economic Census.*

- Can be used in a business plan to identify the primary and secondary sources of sales of the business

How Big Should My Business Be?

The *Economic Census* includes data broken out by the sales and employment size of the business

- Can be used in a business plan to understand the size of a "typical" business in an industry
- Can also be used to forecast the future growth of a business to it's most efficient size

What about Franchising?

The *Economic Census* also publishes data broken out by franchise status for selected industries engaged in franchising.

- Can be used to understand to importance of franchise (vs non-franchise) businesses in the industry
- Can be used in a business plan to justify the cost of franchise fees

What About Complementary Businesses?

Determining a good location for a business is often not only based on where the customers are but also where other businesses that complement a business are located.

Data for these complementary businesses are also available from the *Economic Census* and can be used in a business plan.

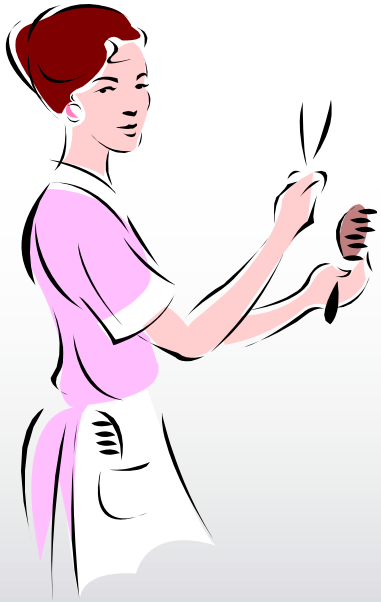
How About My Suppliers and a Source of Employees?

Determining a good location for a business can also be based on where suppliers are located.

A source of employees for the business can also impact this decision.

Data for these supplier businesses and employment resources are also available from the *Economic Census* and can be used in a business plan.

Anything Else?

In addition to the detailed data available from the *Economic Census*, the *Survey of Business Owners* also publishes data broken out by the race, ethnicity, gender, and veteran status of the business owner.

- Can be used to further understand the composition of an industry