



CENSUS DATA FOR SMALL BUSINESSES



Census data is a powerful and valuable tool for small businesses to use when conducting market analysis. The Census Bureau publically publishes metrics and data to help small business leaders and owners understand and gauge information crucial to entrepreneurship, expansion, and market growth.

REGIONAL CUSTOMERS, SUPPLIERS, & COMPETITORS

Data allows for analysis of customer segments and annual data reports for businesses throughout the U.S., allowing for critical analysis of best approaches for market success in a given region. Here are some tools:

- [Statistics of U.S. Businesses \(SUSB\)](#)
- [Survey of Business Owners and Self-Employed Persons \(SBO\)](#)
- [County Business Patterns \(CBP\)](#)

TRENDS IN THE PUBLIC SECTOR

Data also allows businesses to understand long-term trends, both within communities and economically, to best inform strategies. Data from the public sector allows businesses to understand crucial government-side corporate tasks, such as permits regionally.

- [American Community Survey \(ACS\)](#)
- [Public Sector data](#)
- [Economic Census](#)

ADDITIONAL RESOURCES

The Census also has direct opportunities and resources for small businesses to excel, connect, and be empowered:

- [Small Business Specialist](#)
- [U.S. Small Business Administration \(SBA\)](#)
- Your local Regional Office is responsible for data collection and dissemination and can be contacted for local data assistance, workshops, and presentations.
 - NC falls under the Atlanta Regional Office, which can be reached at 1-(800)-424-6974 or Atlanta.Regional.Office@census.gov

All data can be accessed at data.census.gov/

[Learn more about NCBC!](#)