

Business by the Numbers

Using Census Data to Develop Your Business Plan

September 11, 2014

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Outline

- Using Census Bureau Demographic and Economic Programs Data To Better Understand
 - The target market
 - The competition and the industry
 - Complementary businesses
 - Business suppliers



Sample Scenario:

An entrepreneur is interested in opening a hair salon in the Sacramento metro area and is applying for a small business loan.

She wants to know what information is available from the Census Bureau that may help her understand this industry, complete her business plan and loan application, and identify a good place to locate the business.

Is it Only About Customers?

- **No!** While Census does publish information about our population, this only tells part of the story...

Population Statistics for Sacramento-Roseville CSA Counties: 2012


County	Total population			18 years and over		
	Total	Male	Female	Total	Male	Female
Sacramento County, California	1,450,121	709,996	740,125	1,088,506	525,114	563,392
Placer County, California	361,682	177,580	184,102	276,389	133,589	142,800
Yolo County, California	204,118	100,050	104,068	160,337	77,943	82,394
El Dorado County, California	180,561	90,551	90,010	141,380	70,143	71,237
Nevada County, California	98,292	49,110	49,182	80,634	39,629	41,005
Sutter County, California	95,022	47,191	47,831	69,483	34,273	35,210
Yuba County, California	72,926	36,405	36,521	52,204	26,313	25,891

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 *Business.Census.Gov* page

What Data Do We Have?



[U.S. Department of Commerce](#) | [Blogs](#) | [Index A-Z](#) | [Glossary](#) | [FAQs](#)

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Industry Statistics Portal

2012 NAICS: 812112 - Beauty salons

[GUIDE TO ALL DATA SOURCES](#)
[ECONOMIC DATA IN AFF](#)
[DEFINITION & COMPARABILITY](#)

2012 NAICS SEARCH
 Enter a NAICS code or Title

[RELATED INDUSTRIES](#)

Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
County Business Patterns (CBP)	Annual	2012	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
Nonemployer Statistics (NES)	Annual	2012	U.S., states, metro areas, counties	Selected 2- thru 6-digits
Service Annual Survey (SAS)	Annual	2012	U.S.	Selected Services 3- 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	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
Survey of Business Owners (SBO)	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

[ISP Home](#)

Tell Me About My Industry and the Competition in the Sacramento Metro Area...

The economic programs at Census provide a wealth of data that she can use to better understand this industry, her competition, and her potential market.



Let's start with data from the *County Business Patterns* (CBP) program, which are available in *American FactFinder*

Steps

- Use Advanced Search
- Select our Geography
- Select the Industries to View
- Filter our Results to the Latest Year

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:
e.g., Atlanta, GA

Guided Search

Advanced Search

Download Center

Select Geographies

List Name Address Map

Enter a geography name or use the Geography Filter Options below:
Enter a geography name (Alabama, Marengo County, ...) ?

Your Geography Filters

Geographic Type: County

Within Combined Statistical Area: Sacramento-Roseville, CA

Geography Filter Options

No filters are available

Include in results:

- ☒ All geographies
- ☐ Individual geographies
- ☐ Groups of geographies

☐ Show Geographic Components (e.g., urban, rural)

Select geographies to add to Your Selections

Select from: ☒ most requested summary levels ☐ all summary levels ☐ individual blocks

Geography Results: 1-1 of 1 per page: 25

Selected:

Geography Name	Geography Type	About
All Counties within Sacramento-Roseville, CA CSA	County	

Selected:

Select Industry Codes

Enter an industry, product, or commodity name or code, or use the Industry Code Filter Options below:
Enter an industry, product, or commodity name or code ?

Your Industry Code Filters

Search: "812112"

Industry Code Filter Options

No filters are available

Include in results:

- ☒ All codes
- ☐ Individual codes
- ☐ Groups of codes

Select industry codes to add to Your Selections

Industry Code Results: 1-1 of 1

Selected:

Code	Description	Code Type
812112	Beauty salons	NAICS/NAICS Based Industry

Selected:

Show results from: All available years

Dataset

2012 Business Patterns	2011
2012 Business Patterns	2010
2012 Business Patterns	2009
2012 Business Patterns	2008
2012 Business Patterns	2007
2012 Nonemployer Statistics	2006
2011 Business Patterns	2005
2011 Business Patterns	2004
2011 Business Patterns	2003
2011 Business Patterns	2002
2011 Business Patterns	2000
2011 Nonemployer Statistics	

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

Your Selections

Search using...

County
All Counties within Sacramento-Roseville, CA CSA

NAICS/NAICS Based Industry
812112: Beauty salons

[clear all selections and start a new 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, ...)

Search Results: 1-3 of 3 tables and other products match 'Your Selections' per page: 25

Refine your search results:

☒ topics ☐ race/ancestry ☐ industries ☐ occupations

Selected:

Show results from: All available years

ID	Table, File or document Title	Dataset	About
<input type="checkbox"/> CB1200A11	Geography Area Series: County Business Patterns	2012 Business Patterns	<input type="button" value="i"/>
<input type="checkbox"/> CB1200A13	Geography Area Series: County Business Patterns by Employment Size Class	2012 Business Patterns	<input type="button" value="i"/>
<input type="checkbox"/> NS1200A2	Geographic Area Series: Nonemployer Statistics for the US, States, Metropolitan Areas, and Counties: 2012	2012 Nonemployer Statistics	<input type="button" value="i"/>

Selected:

Advanced Search - Search all data in American FactFinder

1 Advanced Search

2 Table Viewer

Result 1 of 1

VIEW ALL AS PDF

CB1200A11

Geography Area Series: County Business Patterns
2012 Business Patterns

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 3,169,037 data rows.

Release Date : 06/26/2014

NOTE: Data based on the 2012 County Business Patterns. CBP html tables and download files can be found at the [County Business Patterns Website](#).

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. Excludes most government employees, railroad employees, and self-employed persons.

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
El Dorado County, California	812112	Beauty salons	2012	28	116	478	1,864
Nevada County, California	812112	Beauty salons	2012	17	b	218	877
Placer County, California	812112	Beauty salons	2012	74	561	2,238	9,662
Sacramento County, California	812112	Beauty salons	2012	243	1,218	5,048	21,058
Sutter County, California	812112	Beauty salons	2012	15	95	341	1,360
Yolo County, California	812112	Beauty salons	2012	32	125	403	1,744
Yuba County, California	812112	Beauty salons	2012	2	a	D	D

Source: U.S. Census Bureau, 2012 County Business Patterns.

Selected Statistics for Beauty Salons (NAICS 812112) in Sacramento Area Counties: 2012

County	Number of establish- ments	Total employ- ment (number)	First quarter payroll (\$1,000)	Total annual payroll (\$1,000)	Employees per establish- ment (number)	Payroll per employee (\$)	Total population	Total population per establish- ment
Sacramento County, California	243	1,218	\$5,048	\$21,058	5	\$17,289	1,450,121	5,968
Placer County, California	74	561	\$2,238	\$9,662	8	\$17,223	361,682	4,888
Yolo County, California	32	125	\$403	\$1,744	4	\$13,952	204,118	6,379
El Dorado County, California	28	116	\$478	\$1,864	4	\$16,069	180,561	6,449
Nevada County, California	17	b	\$218	\$877	N/A	N/A	98,292	5,782
Sutter County, California	15	95	\$341	\$1,360	6	\$14,316	95,022	6,335
Yuba County, California	2	a	D	D	N/A	N/A	72,926	36,463

I've Heard about Nonemployers...

What are They?

Nonemployers are businesses with no paid employees.

- Primarily independent contractors
- File IRS Form 1040 Schedule C
- Significant in number
- Significant in revenue in some industries



Nonemployer Statistics for Beauty Salons (NAICS 812112) in Sacramento Metro Area Counties: 2012

County	Number of nonemployer establishments	Total nonemployer receipts (\$1,000)	Receipts per establishment (\$)
Sacramento County, California	3,587	\$88,457	\$24,660
Placer County, California	959	\$27,980	\$29,176
El Dorado County, California	432	\$12,243	\$28,340
Nevada County, California	299	\$7,553	\$25,261
Yolo County, California	256	\$7,653	\$29,895
Sutter County, California	178	\$4,252	\$23,888
Yuba County, California	101	\$2,061	\$20,406

What about Sales Data?

While *County Business Patterns* publishes detailed data for employer businesses by industry, statistics on sales are only available from *Economic Census*.

- Can be used in a business plan to forecast the expected sales of a business based on similar businesses
- Can also be used to identify a business location



Selected Statistics for Beauty Salons (NAICS 812112) in Sacramento Area Counties: 2007

County	Number of employer establishments	Total employer receipts (\$1,000)	Total employer annual payroll (\$1,000)	Total employment (number)	Receipts per establishment (\$)	Receipts per employee (\$)	Employees per establishment (number)	Payroll per employee (\$)
Sacramento County, California	255	D	D		N/A	N/A	N/A	N/A
Placer County, California	86	D	D	e	N/A	N/A	N/A	N/A
El Dorado County, California	30	D	D	c	N/A	N/A	N/A	N/A
Yolo County, California	29	\$5,151	\$1,833	123	\$177,621	\$41,878	4	\$14,902
Nevada County, California	19	\$2,939	\$817	53	\$154,684	\$55,453	3	\$15,415
Sutter County, California	15	D	D	c	N/A	N/A	N/A	N/A

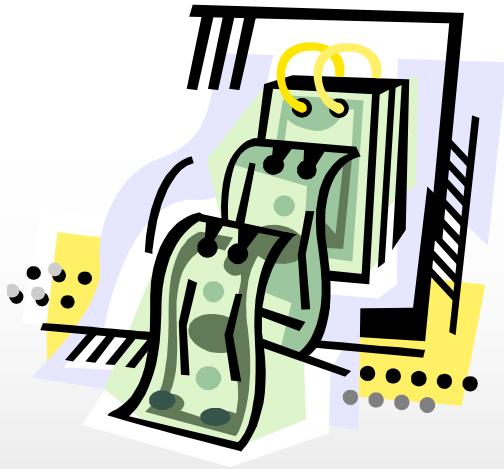
Selected Statistics for Hair, Nail, and Skin Care Services (NAICS 81211) in Sacramento Area Counties: 2007

County	Number of employer establishments	Total employer receipts (\$1,000)	Total employer annual payroll (\$1,000)	Total employment (number)	Receipts per establishment (\$)	Receipts per employee (\$)	Employees per establishment (number)	Payroll per employee (\$)
Sacramento County, California	293	\$63,579	\$23,392	1479	\$216,993	\$42,988	5	\$15,816
Placer County, California	91	D	D	f	N/A	N/A	N/A	N/A
El Dorado County, California	31	D	D	c	N/A	N/A	N/A	N/A
Yolo County, California	29	\$5,151	\$1,833	123	\$177,621	\$41,878	4	\$14,902
Nevada County, California	19	\$2,939	\$817	53	\$154,684	\$55,453	3	\$15,415
Sutter County, California	18	D	D	c	N/A	N/A	N/A	N/A

Selected Statistics for Beauty Salons (NAICS 812112) in Sacramento County Economic Places: 2007

County	Number of employer establishments	Total employer receipts (\$1,000)	Total employer annual payroll (\$1,000)	Total employment (number)	Receipts per establishment (\$)	Receipts per employee (\$)	Employees per establishment (number)	Payroll per employee (\$)
Sacramento city, California	83	\$18,940	\$6,901	442	\$228,193	\$42,851	5	\$15,613
Arden-Arcade CDP, California	34	\$8,287	\$3,208	210	\$243,735	\$39,462	6	\$15,276
Elk Grove city, California	29	D	D	c	N/A	N/A	N/A	N/A
Folsom city, California	25	D	D	c	N/A	N/A	N/A	N/A
Citrus Heights city, California	19	\$3,392	\$1,191	75	\$178,526	\$45,227	4	\$15,880
Balance of Sacramento County, California	18	D	D	b	N/A	N/A	N/A	N/A
Orangevale CDP, California	9	\$1,618	\$448	27	\$179,778	\$59,926	3	\$16,593
Carmichael CDP, California	7	\$2,805	\$1,518	72	\$400,714	\$38,958	10	\$21,083

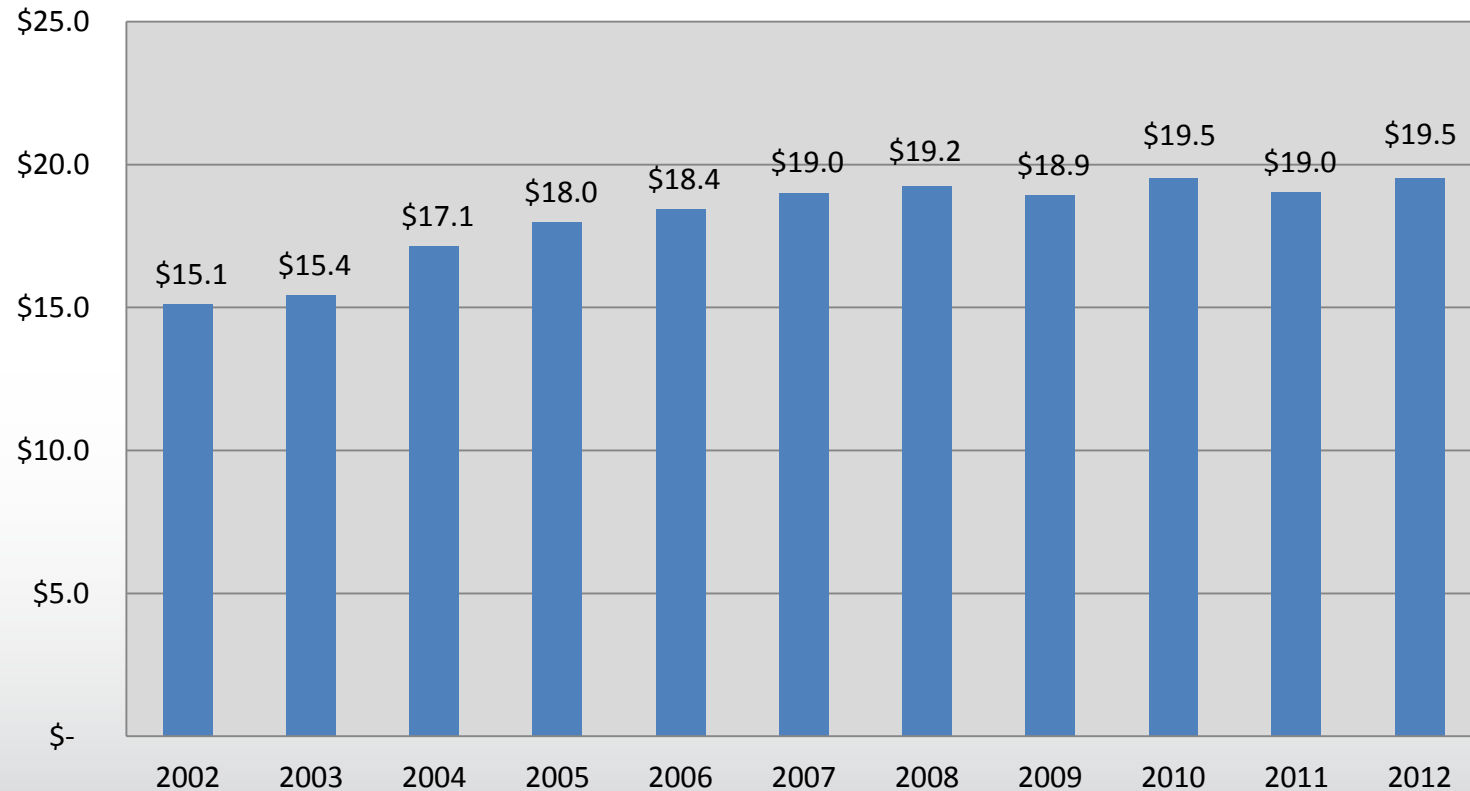
How Is This Industry Doing?



The data gathered every 5 years from the *Economic Census* and the annual data from *CBP* 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

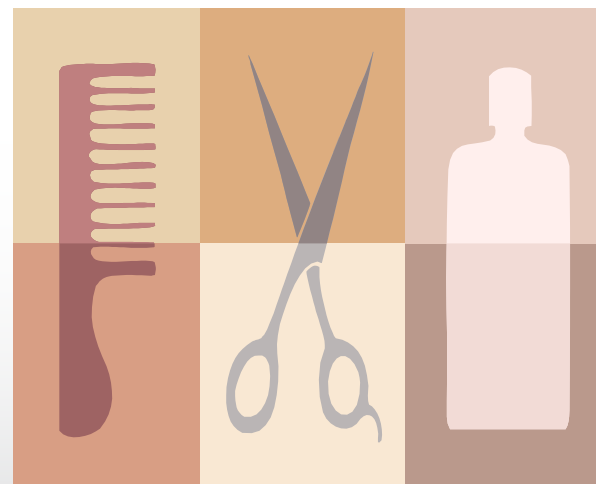
Beauty Salon Revenue: 2002 - 2012
(\$ Billions), United States
(Source: Services Annual Survey)



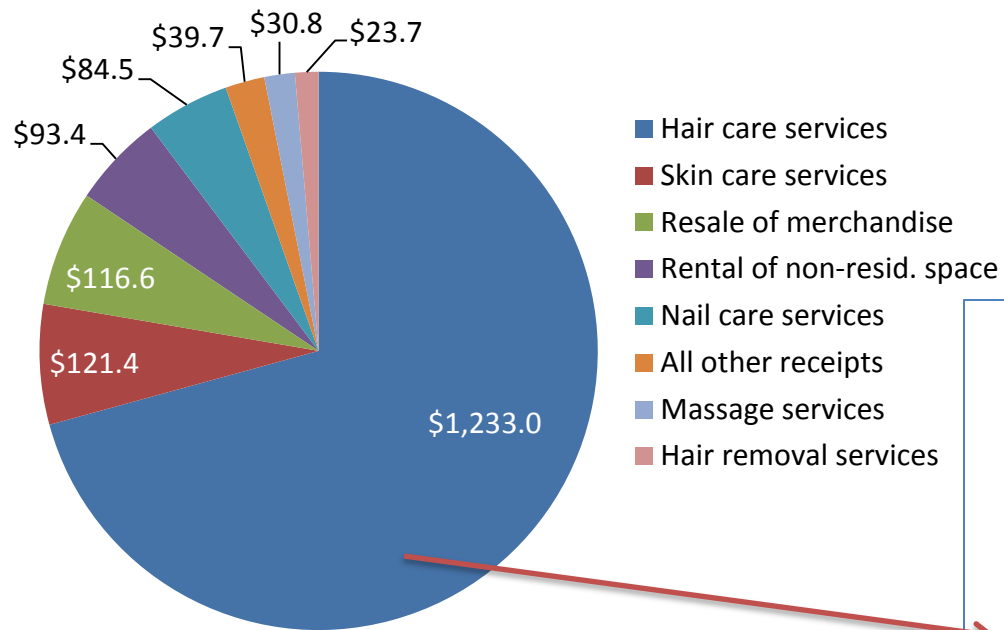
What types of products and services should I offer in my salon?

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

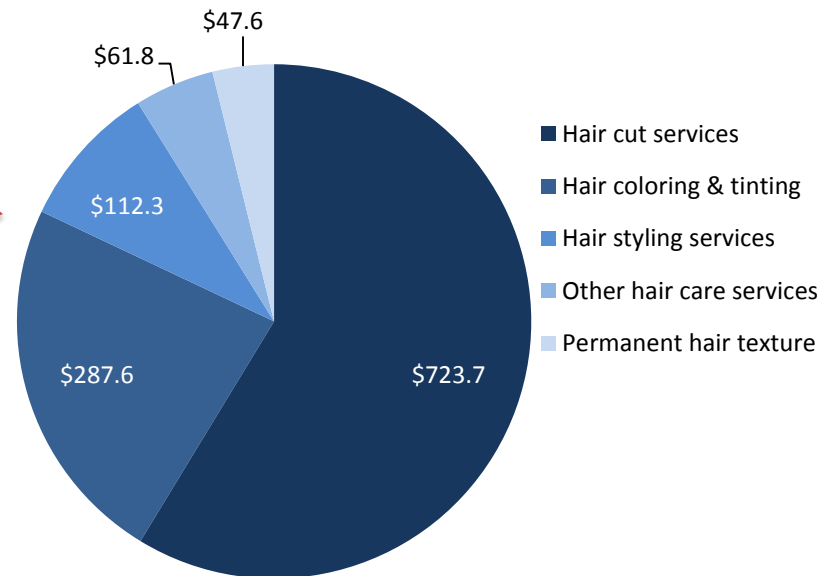
- Can be used in a business plan to identify the primary and secondary sources of sales of the business



Total Beauty Salon Receipts in California by Broad Product Lines: 2007 (\$ Millions)



Total Beauty Salon Receipts in California by Detailed Hair Care Services Product Lines: 2007 (\$ Millions)



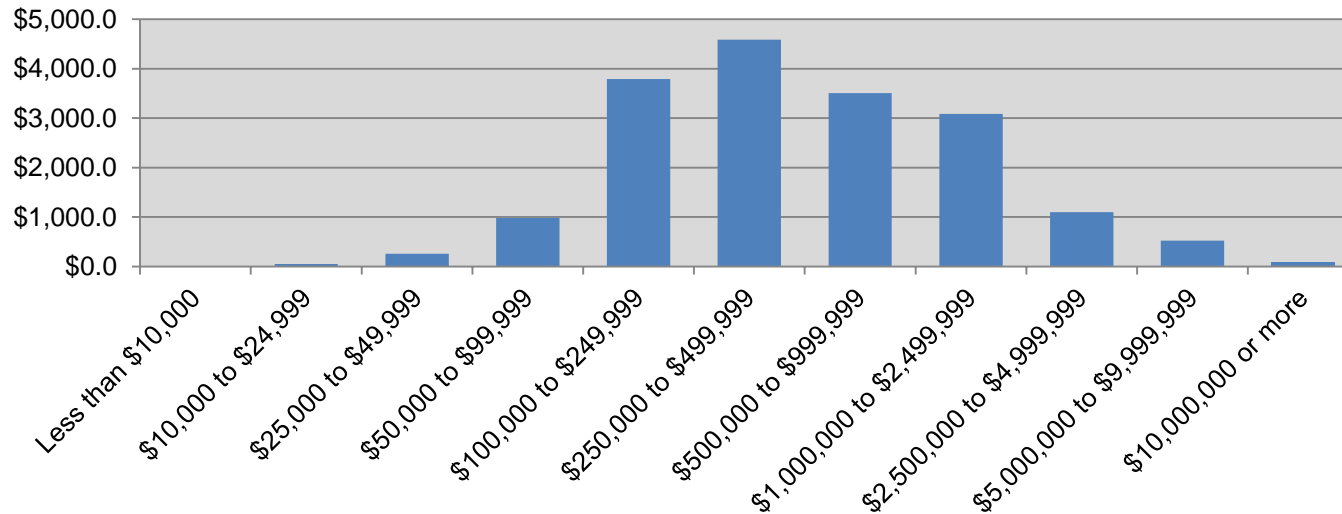
How Big Should My Business Be?



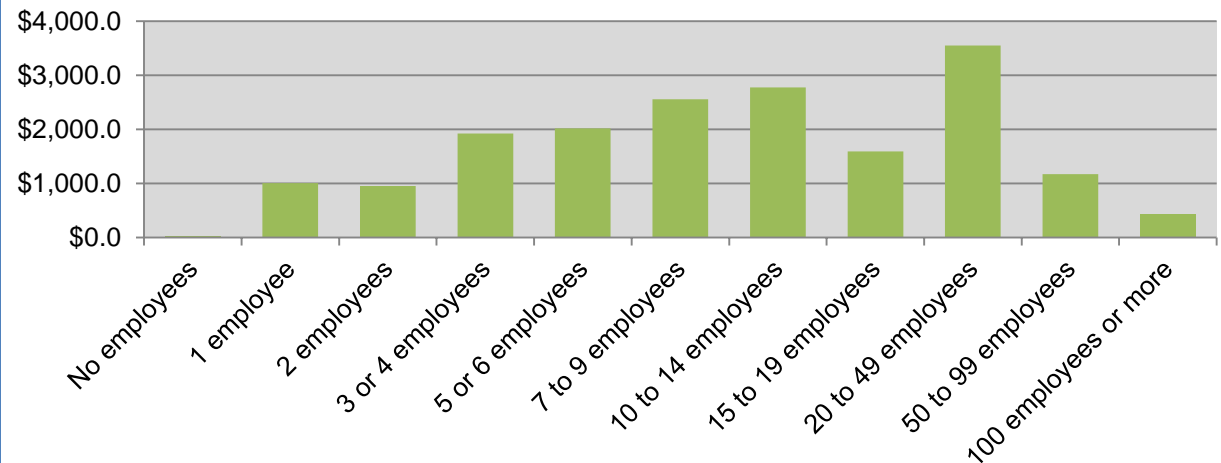
The *Economic Census* includes data broken out by the sales and employment size of the business

- 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 its most efficient size

Total Beauty Salon Receipts by Receipt Size of the Business: 2007 (\$ Millions), United States



Total Beauty Salon Receipts by Employment Size of the Business: 2007 (\$ Millions), United States



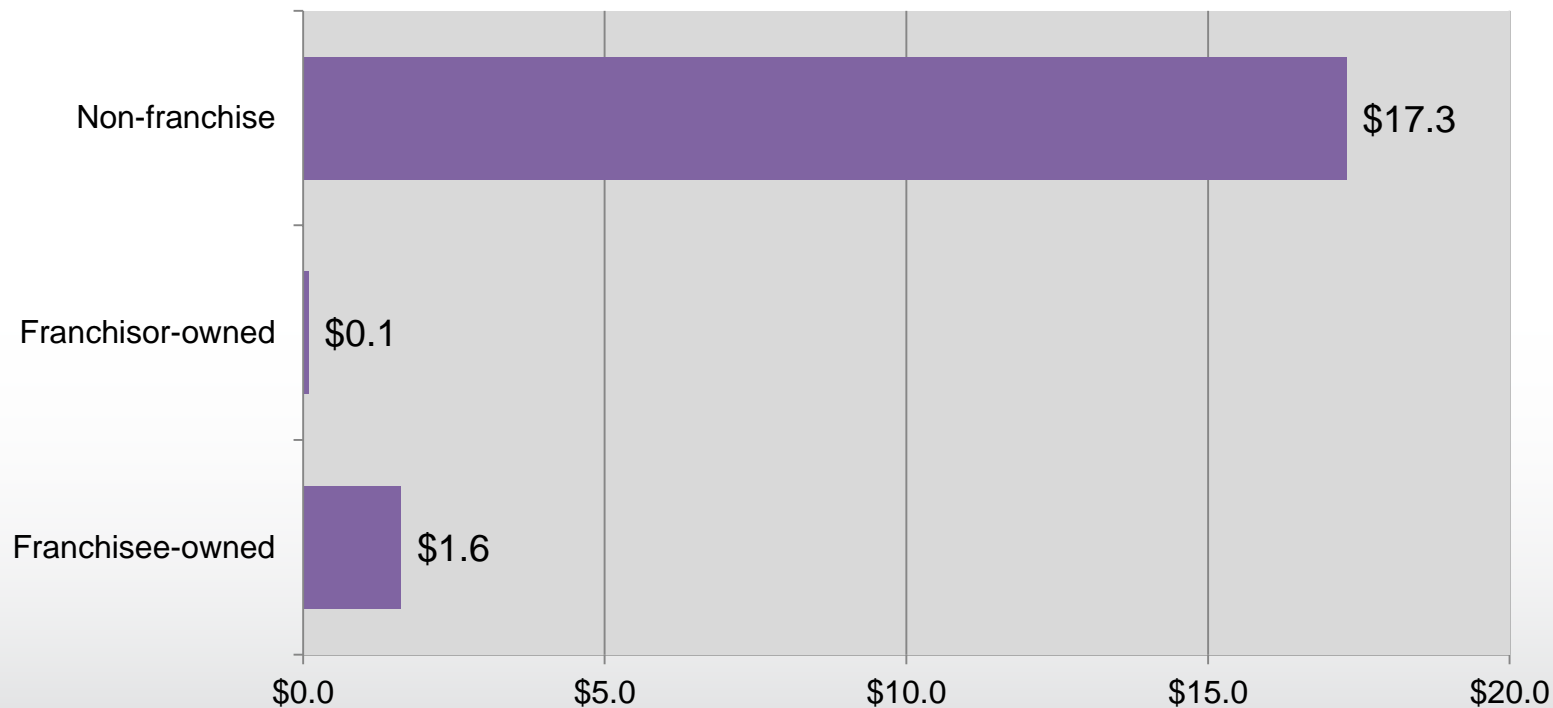
What about Franchising?

The *Economic Census* also publishes data on 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



Total Beauty Salon Receipts by Franchise Status: 2007 (\$ Millions), United States



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 **CBP** and can be used in a business plan.

Selected Statistics for Nail Salons (NAICS 812113) in Sacramento Area Counties: 2012

County	Number of establishments	Total employment (number)	First quarter payroll (\$1,000)	Total annual payroll (\$1,000)
Sacramento County, California	139	522	\$1,196	\$5,500
Placer County, California	38	116	\$260	\$1,154
El Dorado County, California	19	62	\$141	\$622
Yolo County, California	11	34	\$74	\$357
Sutter County, California	6	b	\$67	\$378
Nevada County, California	1	a	D	D
Yuba County, California	1	a	D	D

Nonemployer Statistics for Nail Salons (NAICS 812113) in Sacramento Area Counties: 2012

County	Number of nonemployer establishments	Total nonemployer receipts (\$1,000)	Receipts per establishment (\$)
Sacramento County, California	1525	\$28,804	\$18,888
Placer County, California	98	\$2,713	\$27,684
El Dorado County, California	46	\$1,592	\$34,609
Yolo County, California	43	\$1,411	\$32,814
Sutter County, California	36	\$972	\$27,000
Nevada County, California	31	\$700	\$22,581
Yuba County, California	7	\$73	\$10,429

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 **CBP** and can be used in a business plan.

Selected Statistics for Service Establishment Merchant Wholesalers (NAICS 423850)
in Sacramento Area Counties: 2012

County	Number of establishments	Total employment (number)	First quarter payroll (\$1,000)	Total annual payroll (\$1,000)
Sacramento County, California	18	194	\$2,430	\$9,690
Placer County, California	3	a	D	D
Sutter County, California	2	a	D	D
Yolo County, California	2	b	D	D

Selected Statistics for Cosmetology and Barber Schools (NAICS 611511)
in Sacramento Area Counties: 2012

County	Number of establishments	Total employment (number)	First quarter payroll (\$1,000)	Total annual payroll (\$1,000)
Sacramento County, California	9	161	\$990	\$4,505
Placer County, California	1	a	D	D
Sutter County, California	1	a	D	D

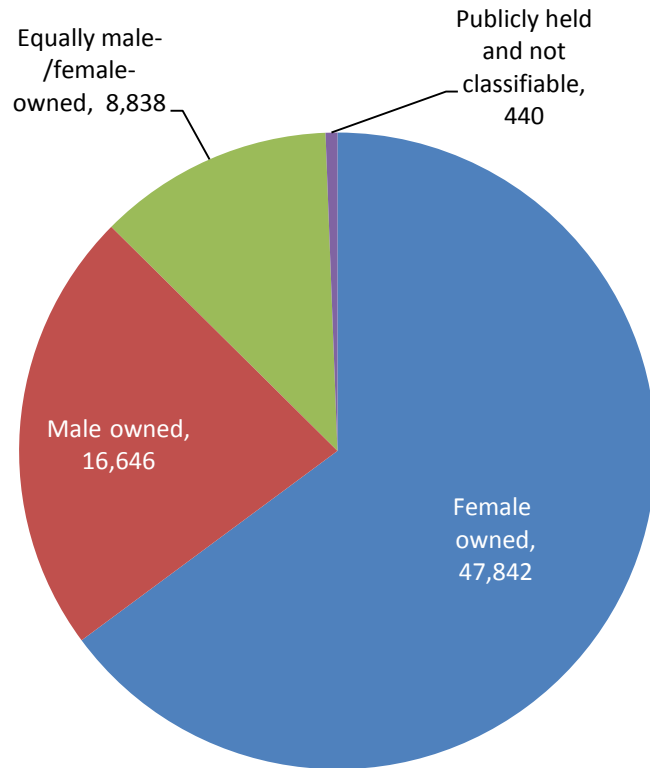
Anything Else?

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.

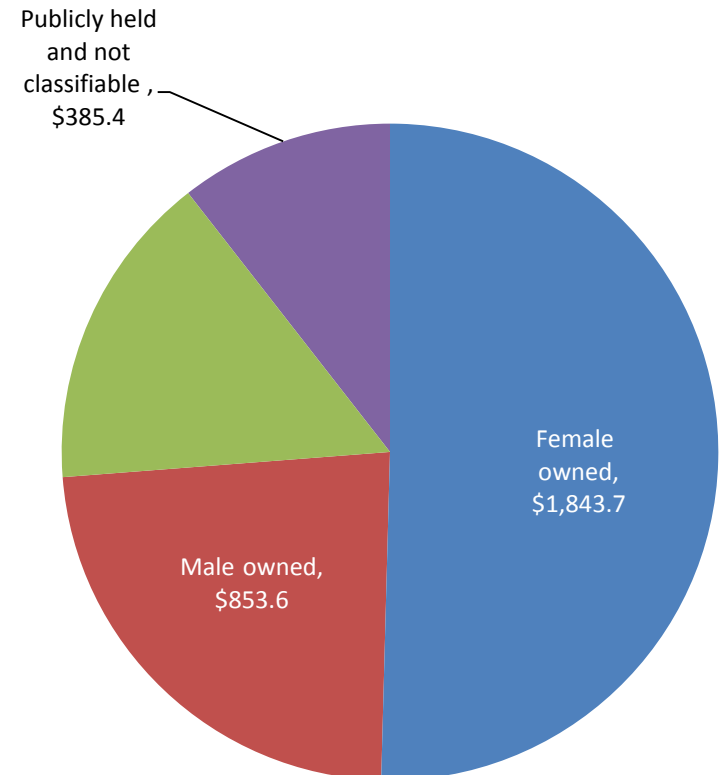
- Can be used to further understand the composition of an industry



Number of Beauty Salons in California by Owner's Gender: 2007



Total Beauty Salon Receipts in California by Owner's Gender (\$ Millions)



Summary

Economic Programs data from the Census Bureau can be an invaluable source of information in a business plan to measure:

- The target **market** of a business
- The overall health and composition of the **industry** and competing businesses
- The impact of **complementary businesses** on the location of the business
- The roll that business **suppliers** can have on the location of a business

Questions



Any other Questions:

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Thank You!