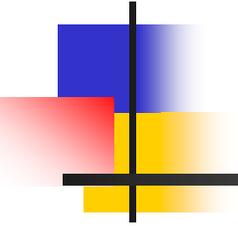


# Business Application



# Census Means Business

## Use Data from Census 2000 to:

- Decide on Site Location
- Analyze trade area
- Estimate the size of your market
- Examine trends for market planning
- Find out about your customers
- Develop advertising strategies
- Reach the appropriate market when advertising your business
- Delineate sales territories



# Census Means Business

Use Data from the Economic Census and Other Current Economic Files to:

- Measuring business competition--market share
- Compare your costs with those of similar firms
- Measure sales performance



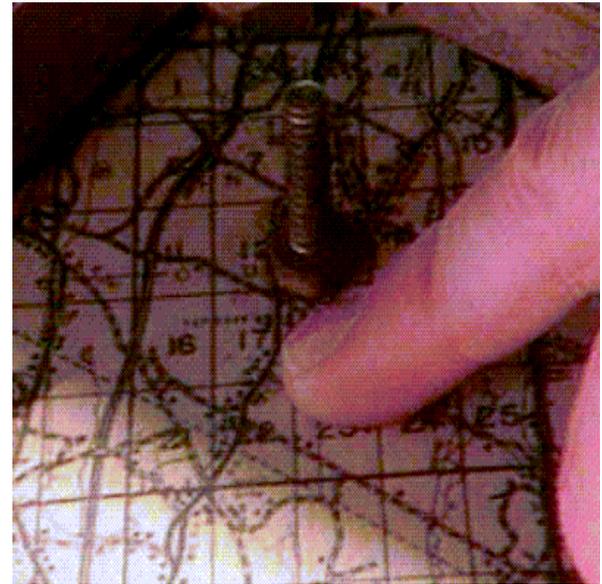
# Plans to Open a Third Lee's Fashion Store



***Mrs. Lee wanted to expand her  
business by opening a third store  
in the Honolulu Area***

# The Mall Had A Great Location

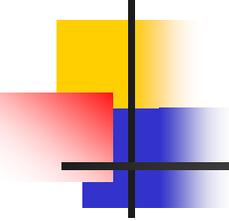
*But she was unsure if  
the area could support  
a third Lee's Fashion  
store*



# Several Key Questions Were Asked

- What are the geographic limits of her trade area?
- What are the population characteristics of the trade area?
- Specifically, is the income level in her trade area high enough to support her “high-end” women’s fashion clothing?
- What is the estimated share of her store(s) in the women’s clothing market?





# Census Data

---

**To answer these questions, Mrs. Lee began her research using data from**

**County Business Patterns  
the 1997 Economic Census  
and Census 2000**

# County Business Patterns

County Business Patterns - Microsoft Internet Explorer

Address: http://censtats.census.gov/cgi-bin/cbpnaic/cbpsect.pl

**U.S. Census Bureau**

**2000 County Business Patterns (NAICS)**

Honolulu, HI  
Major Industry

[CenStats](#)



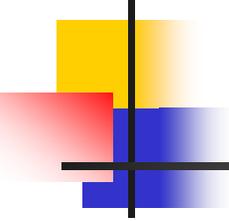
To see a different year, select one

		Industry Code	Industry Code Description	Number of Employees for week including March 12	Payroll (\$1,000)		Total Establishments
					1st Quarter	Annual	
	<input type="button" value="Compare"/>	-----	Total	315,862	2,283,433	9,391,505	20,637
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	11----	Forestry, fishing, hunting, and agriculture support	20-99	0	0	18
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	21----	Mining	20-99	0	0	5
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	22----	Utilities	1 552	31 081	108 344	15

Internet

***Provided data on:***

**Number of Women's Clothing Stores**



# 2000 County Business Patterns

---

## **Number of Women's Clothing Stores in Honolulu County: 163**

North American Industry Classification System (NAICS) Codes

44 retail trade

448 clothing and clothing accessories stores

4481 clothing stores

44812 women's clothing stores

Data also available by zip codes

# 1997 Economic Census Retail Trade

Hawaii

1997

Issued November 1999

EC97R44A-HI

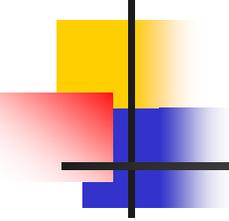
**1997 Economic Census**

*Retail Trade*

Geographic Area Series

***Provided data:***

**To Calculate Market Share and  
Other Business Indicators**



# Data from the Retail Trade Report for Hawaii

---

## **Used to measure competition:**

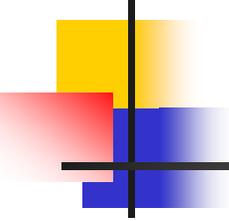
**197** women's clothing "establishments" in Honolulu Co.

## **Used to calculate market share:**

Sales from her 2 stores versus "sales" of women's clothing stores in Honolulu County - **\$160,479,000**

## **Used to measure her payroll costs:**

Calculate the average "annual payroll" for women's clothing stores in Honolulu County - \$19,562,000 divided by 197 establishments = **\$99,299**



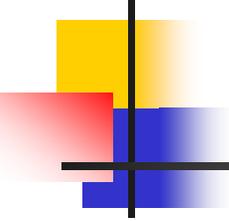
# Business Trade Area

---

*Census geographic tools provided Mrs. Lee information essential to identifying her trade area which were:*

**Divided into Primary and Secondary Zones**





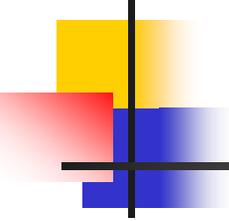
# Business Trade Area

---

She first used the “enter a street address” tool on American Finder to locate the census tract containing her potential site at the 1400 block of Ala Moana Blvd. The site is located in *census tract 37*. She then identified her trade area which was divided into:

A Primary Trade Area – census tracts containing the immediate neighborhood surrounding the mall

A Secondary Trade Area – Waikiki census tracts for the tourist trade, and the Kahala & Diamond Head neighborhoods



# Business Trade Area

---

In addition to **census tract 37**, Mrs. Lee pinpointed the following census tracts surrounding the potential site to comprise her Primary Trade Area:

25	30	34.06	39
26	32	34.07	41
27.01	33	35	43
27.02	34.03	36.01	44
28	34.04	36.02	
29	34.05	38	

# Enter a Street Address

The screenshot shows the American FactFinder website interface. At the top, the U.S. Census Bureau logo is on the left, and the American FactFinder logo is on the right. Below the logos are navigation links: Main | Search | Feedback | FAQs | Glossary | Help. The main heading reads "Your source for population, housing, economic and geographic data." Below this, there are two main sections: "Basic Facts" and "All tables and maps for all geographies...". The "Basic Facts" section has a sub-heading "Popular tables and maps for the U.S., states, counties, cities, towns, and American Indian reservations" and two radio buttons: "Tables" (selected) and "Maps". Below these are two dropdown menus: "Show me" with the value "Economic Characteristics: Employment, Income, Poverty and more" and "for" with the value "the United States". A red arrow points from the "Enter a street address" text in the search sidebar to the "Show me" dropdown menu. The search sidebar on the left has a "search" section with radio buttons for "keyword" and "geography", a search box, and a "Go" button. Below the search box is the text "-- or --" and "Enter a street address to find Census 2000 data". The sidebar also has a "What's New" section with links to "U.S. Virgin Islands Summary File Release", "Summary File 3 National Release", "Summary File 2 Advance National Release", and "Census 2000 Demographic Profiles". Below that is an "Items of Interest" section with links to "Census 2000 Gateway", "Census 2000 Release Schedule", and "Census 2000 Notes and Errata (PDF - 1.9 MB)". At the bottom of the sidebar is an "About this Site" section with links to "Site Tour", "Confidentiality", and "Browser note". The main content area on the right lists various data categories and their corresponding summary files or tapes, such as "Age, Hispanic or Latino Origin, Household Relationship, Owners and Renters, Race, Sex, and more..." with links to "2000 Summary File 1", "2000 Summary File 2", and "1990 Summary Tape File 1". Other categories include "Ancestry, Citizenship, Disability, Educational Attainment, Income, Industry, Language Spoken at Home, Marital Status, Migration, Occupation, Place of Birth, Place of Work, Poverty, Rent, School Enrollment, Tenure, Units in Structure, and more..." with links to "2000 Summary File 3" and "1990 Summary Tape File 3". The "Annual Releases" section includes "Decennial Supplementary Surveys", "American Community Surveys", and "2001 Population Estimates". The "1997 Economic Census" section includes "Industry Quick Reports" and "Geography Quick Reports".

U.S. Census Bureau

American FactFinder

Main | Search | Feedback | FAQs | Glossary | Help

Your source for population, housing, economic and geographic data.

**Basic Facts** Popular tables and maps for the U.S., states, counties, cities, towns, and American Indian reservations

Tables  Maps

Show me Economic Characteristics: Employment, Income, Poverty and more

for the United States

**All tables and maps for all geographies including the U.S., states, counties, cities, towns, American Indian reservations, metropolitan areas, zip codes, census tracts, blocks, and more**

Age, Hispanic or Latino Origin, Household Relationship, Owners and Renters, Race, Sex, and more...

- 2000 Summary File 1 Complete geographic detail to the block level.
- 2000 Summary File 2 Subjects for up to 249 race or ethnic groups.
- 1990 Summary Tape File 1 Similar subjects from the 1990 Census.

Ancestry, Citizenship, Disability, Educational Attainment, Income, Industry, Language Spoken at Home, Marital Status, Migration, Occupation, Place of Birth, Place of Work, Poverty, Rent, School Enrollment, Tenure, Units in Structure, and more...

- 2000 Summary File 3 Social, economic, and housing data to the block group level.
- 1990 Summary Tape File 3 Similar subjects from the 1990 Census.

**Annual Releases**

Decennial Supplementary Surveys Estimates of detailed subjects for all states and most areas with a population of 250,000 or more.

American Community Surveys Annual surveys that provide population and housing information for the American Community Survey test sites.

2001 Population Estimates Estimates of total population and demographic components of change for states based on birth, death, and migration records. Available for the U.S., states, and counties.

**1997 Economic Census**

Number of establishments, employment, payroll, and receipts by industry and area:

- Industry Quick Reports
- Geography Quick Reports

search

keyword  geography

Go

-- or --

Enter a street address to find Census 2000 data

**What's New**

- U.S. Virgin Islands Summary File Release
- Summary File 3 National Release
- Summary File 2 Advance National Release
- Census 2000 Demographic Profiles

more...

**Items of Interest**

- Census 2000 Gateway
- Census 2000 Release Schedule
- Census 2000 Notes and Errata (PDF - 1.9 MB)

more...

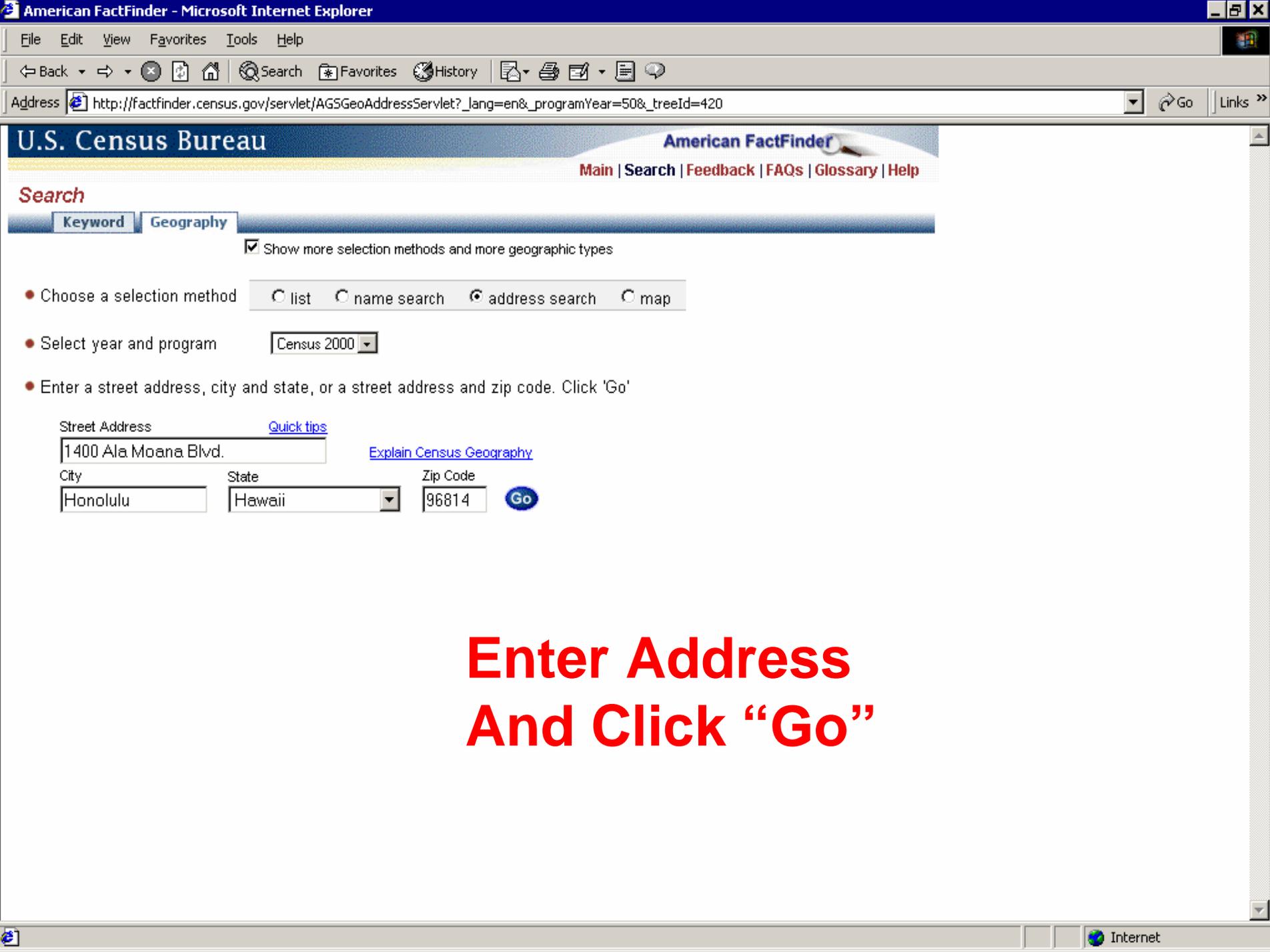
**About this Site**

- Site Tour
- Confidentiality
- Browser note

FactFinder Data Sources

Censo 2000 Puerto Rico en español

Kids' Corner



Search

Keyword Geography

Show more selection methods and more geographic types

Choose a selection method  list  name search  address search  map

Select year and program

Enter a street address, city and state, or a street address and zip code. Click 'Go'

Street Address [Quick tips](#)

[Explain Census Geography](#)

City

State

Zip Code



Enter Address  
And Click "Go"

Search  
Keyword Geography

Show more selection methods and more geographic types

Choose a selection method  
 list  name search  address search  map

Select year and program  
Census 2000

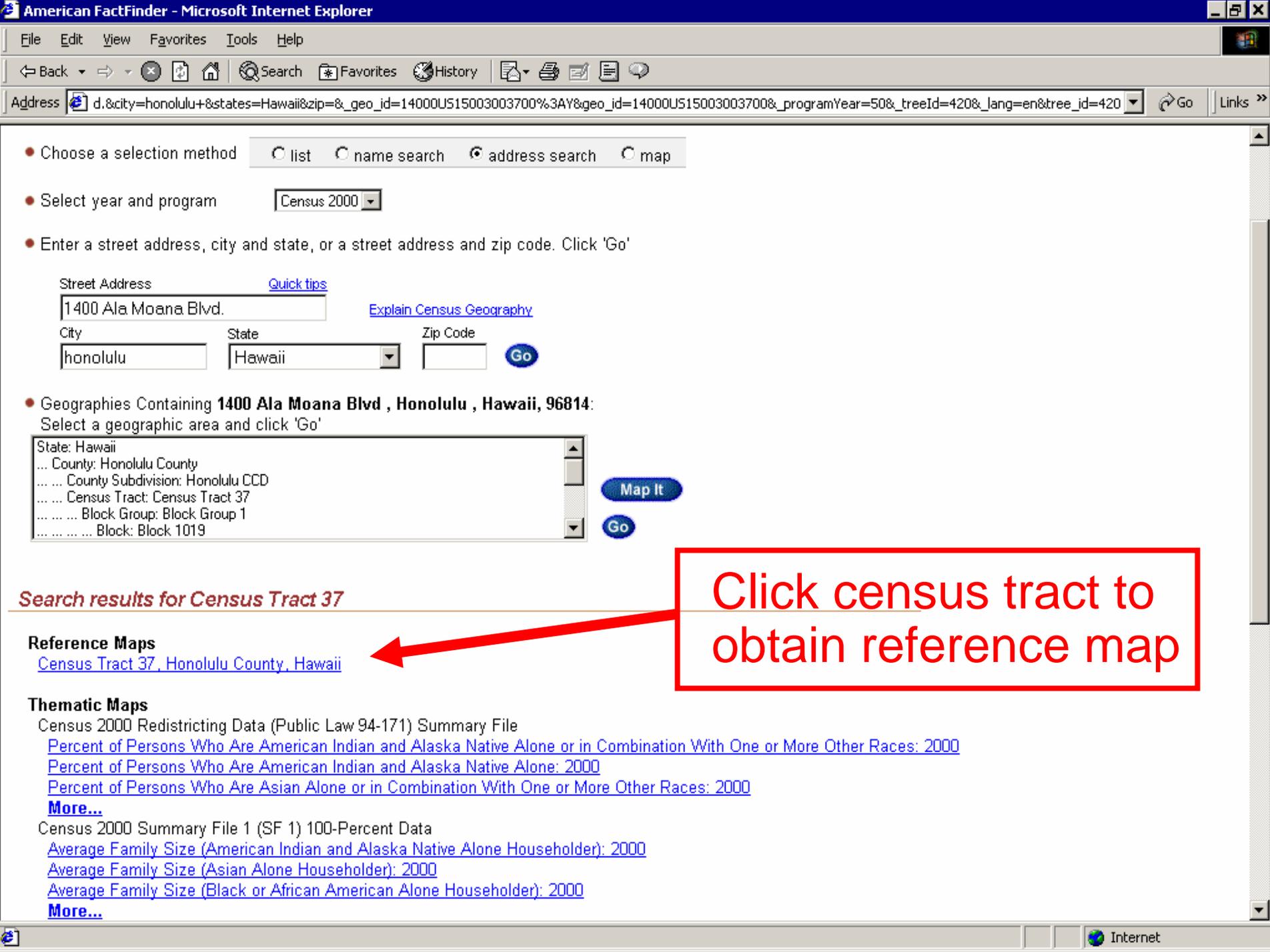
Enter a street address, city and state, or a street address and zip code. Click 'Go'

Street Address [Quick tips](#)  
1400 Ala Moana Blvd. [Explain Census Geography](#)  
City State Zip Code  
Honolulu Hawaii 96814

Geographies Containing **1400 Ala Moana Blvd , Honolulu , Hawaii, 96814**:  
Select a geographic area and click 'Go'

- State: Hawaii
  - ... County: Honolulu County
  - ... County Subdivision: Honolulu CCD
  - ... Census Tract: Census Tract 37
  - ... Block Group: Block Group 1
  - ... Block: Block 1019
- 

**Census Tract 37**



Choose a selection method  list  name search  address search  map

Select year and program

Enter a street address, city and state, or a street address and zip code. Click 'Go'

Street Address [Quick tips](#)  
 [Explain Census Geography](#)  
City  State  Zip Code

Geographies Containing **1400 Ala Moana Blvd , Honolulu , Hawaii , 96814**:  
Select a geographic area and click 'Go'

- State: Hawaii
- ... County: Honolulu County
- ... .. County Subdivision: Honolulu CCD
- ... .. Census Tract: Census Tract 37
- ... .. Block Group: Block Group 1
- ... .. Block: Block 1019

**Click census tract to obtain reference map**

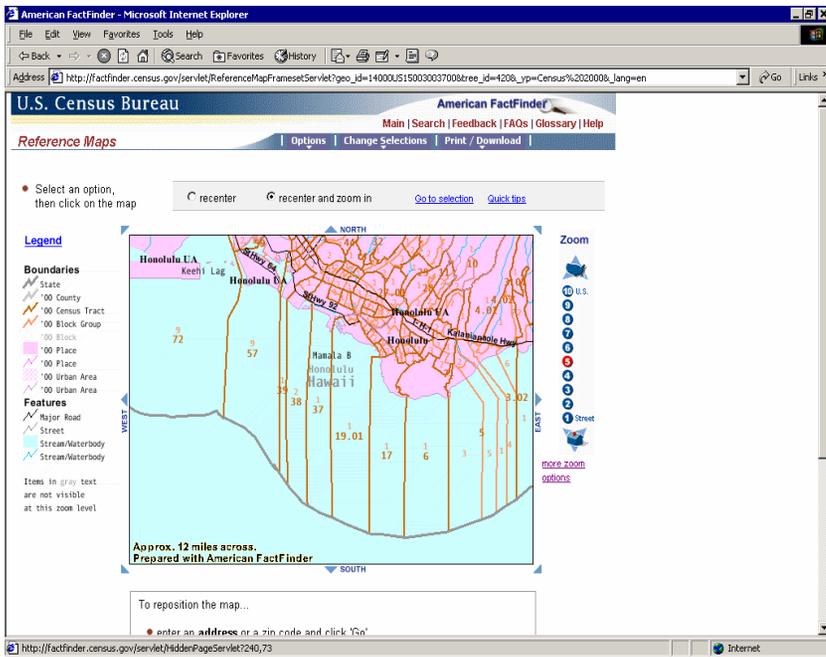
**Search results for Census Tract 37**

**Reference Maps**

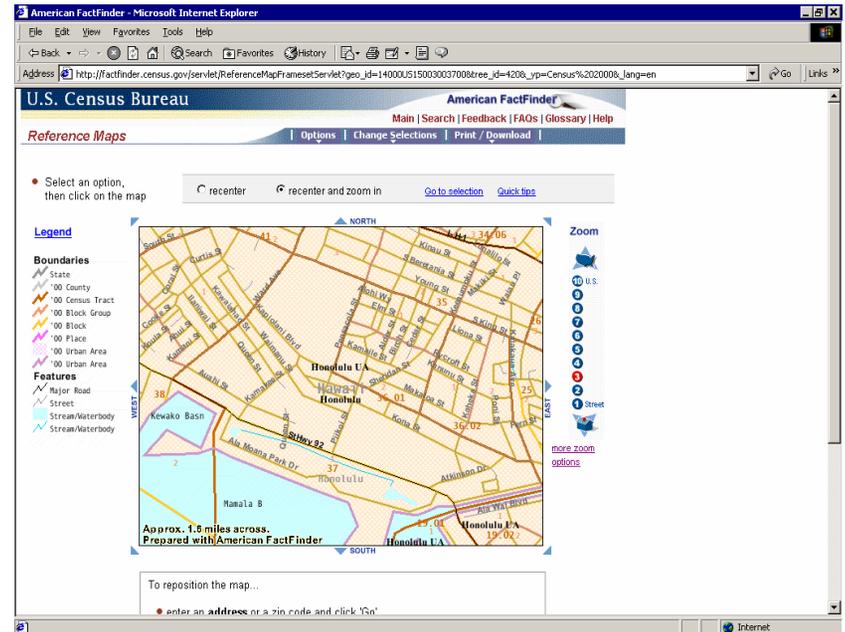
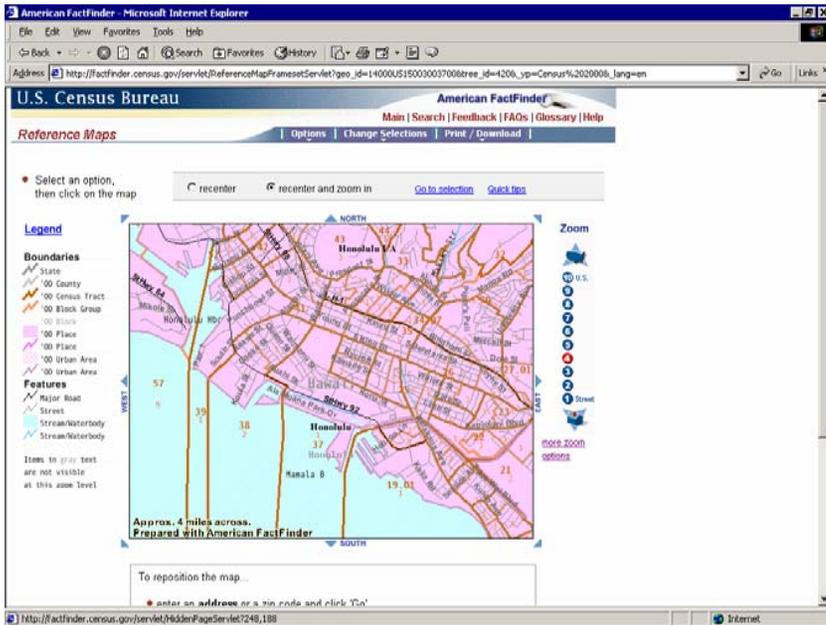
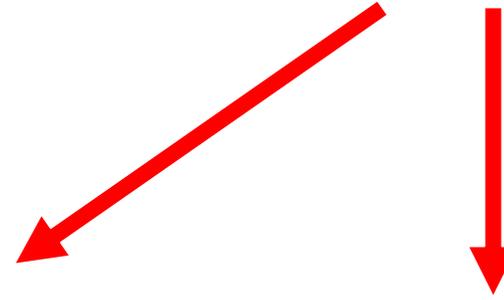
[Census Tract 37, Honolulu County, Hawaii](#)

**Thematic Maps**

- Census 2000 Redistricting Data (Public Law 94-171) Summary File
  - [Percent of Persons Who Are American Indian and Alaska Native Alone or in Combination With One or More Other Races: 2000](#)
  - [Percent of Persons Who Are American Indian and Alaska Native Alone: 2000](#)
  - [Percent of Persons Who Are Asian Alone or in Combination With One or More Other Races: 2000](#)
  - [More...](#)
- Census 2000 Summary File 1 (SF 1) 100-Percent Data
  - [Average Family Size \(American Indian and Alaska Native Alone Householder\): 2000](#)
  - [Average Family Size \(Asian Alone Householder\): 2000](#)
  - [Average Family Size \(Black or African American Alone Householder\): 2000](#)
  - [More...](#)



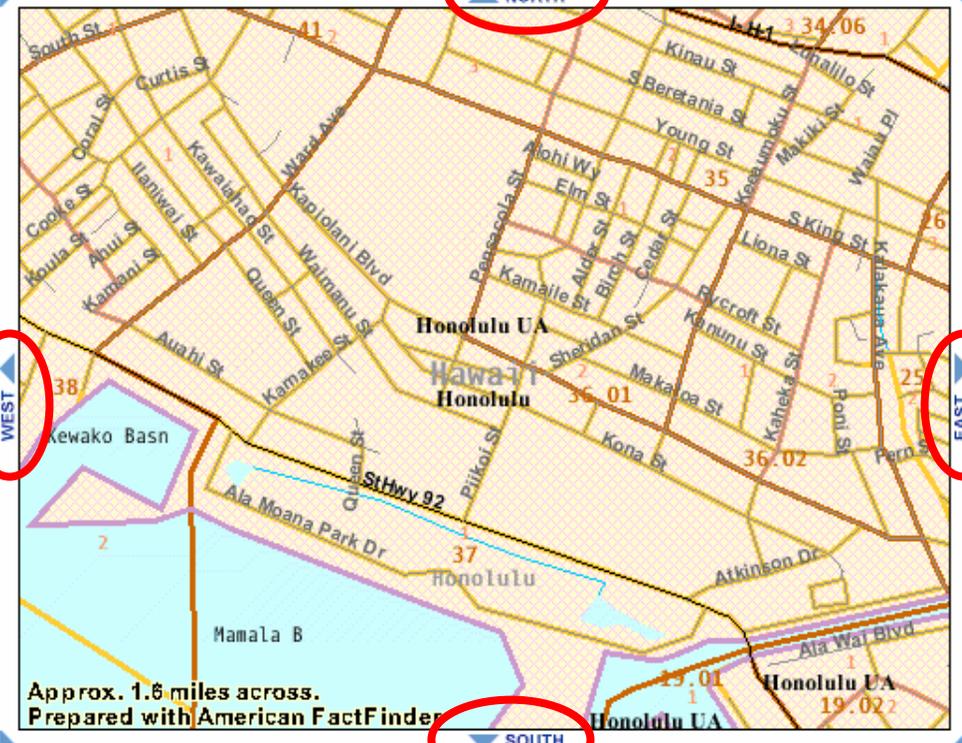
Zoom to obtain detailed map image



Select an option, then click on the map

recenter  recenter and zoom in [Go to selection](#) [Quick tips](#)

- Legend**
- Boundaries**
- State
  - '00 County
  - '00 Census Tract
  - '00 Block Group
  - '00 Block
  - '00 Place
  - '00 Urban Area
  - '00 Urban Area
- Features**
- Major Road
  - Street
  - Stream/Waterbody
  - Stream/Waterbody



**Zoom**

10 U.S.  
9  
8  
7  
6  
5  
4  
3  
2  
1 Street

[more zoom options](#)

**Click the North, South, East, West buttons to View adjacent map sheets To view the surrounding census tracts**

To reposition the map...

- enter an **address** or a **zip code** and click 'Go'

# U.S. Census Bureau American FactFinder

[Main](#) | [Search](#) | [Feedback](#) | [FAQs](#) | [Glossary](#) | [Help](#)

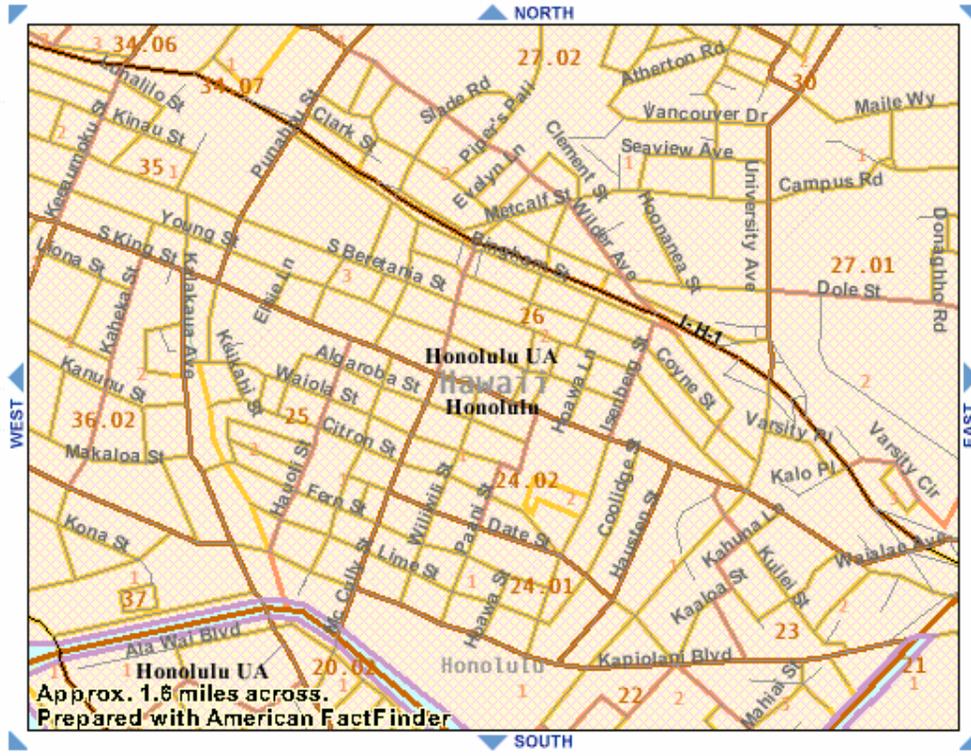
**Reference Maps** | [Options](#) | [Change Selections](#) | [Print / Download](#)

Select an option, then click on the map

recenter  recenter and zoom in [Go to selection](#) [Quick tips](#)

### Legend

- Boundaries**
- State
  - '00 County
  - '00 Census Tract
  - '00 Block Group
  - '00 Block
  - '00 Place
  - '00 Urban Area
  - '00 Urban Area
- Features**
- Major Road
  - Street
  - Stream/Waterbody
  - Stream/Waterbody



### Zoom

- 10 U.S.
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 Street

[more zoom options](#)

To reposition the map...

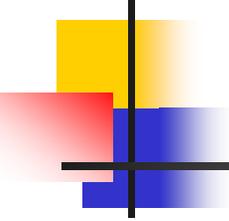
- enter an **address** or a **zip code** and click 'Go'

# Demographics of Trade Area

*Mrs. Lee identified key demographic characteristics relevant to her potential customers*

- Total Population
- Age
- Gender
- Type of households
- Household income
- Other socio-economic data of potential customers





# Census Tracts

---

***Mrs. Lee obtained data  
From Census 2000  
Summary Files 1 and 3 to  
develop a detailed  
demographic profile  
for her trade area***





# Summary File 1 Table P12 Sex by Age

Microsoft Excel - Lee Sex Column

File Edit View Insert Format Tools Data Window Help

B1 =

	A	B	C	D	E	F	G	H	I	
1										
2										
3	P12. SEX BY AGE [49] - Universe: Total population									
4	Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data									
5	NOTE: For									
6		Census Tract 25,	Census Tract 26	Census Tract 27	Census Tract 27.02,	Census Tract 28	Census Tract 29,	Census Tract 30	Census Tract 32,	Cens
7	Total:	3,673	4,155	4,558	5,177	3,241	1,880	4,140	885	
8	Male:	1,773	2,057	2,214	2,450	1,591	935	1,945	449	
9	Under 5 years	61	87	62	114	63	48	94	24	
10	5 to 9 years	68	96	29	106	57	62	92	28	
11	10 to 14 years	70	66	54	117	81	48	110	27	
12	15 to 17 years	34	51	31	92	51	32	62	7	
13	18 and 19 years	39	52	384	54	32	12	44	6	
14	20 years	27	35	254	38	13	6	12	3	
15	21 years	18	23	178	39	15	8	19	2	
16	22 to 24 years	71	123	296	162	67	27	51	9	
17	25 to 29 years	158	217	200	252	83	57	109	18	
18	30 to 34 years	139	170	151	227	108	75	83	29	
19	35 to 39 years	163	155	112	177	125	74	144	27	
20	40 to 44 years	158	179	89	175	130	92	163	46	
21	45 to 49 years	150	160	82	192	135	76	179	41	
22	50 to 54 years	132	126	78	188	111	65	185	42	
23	55 to 59 years	107	102	38	130	83	50	133	28	
24	60 and 61 years	39	33	12	47	26	11	35	16	
25	62 to 64 years	35	55	23	75	31	20	41	19	
26	65 and 66 years	20	18	14	25	27	18	28	7	
27	67 to 69 years	45	55	18	37	55	20	52	10	
28	70 to 74 years	88	74	27	57	93	47	92	16	
29	75 to 79 years	67	76	37	63	93	42	104	21	
30	80 to 84 years	48	53	24	45	80	27	65	12	
31	85 years and over	36	51	21	38	32	18	48	11	
32	Female:	1,900	2,098	2,344	2,727	1,650	945	2,195	436	
33	Under 5 years	66	92	32	103	46	42	69	20	
34	5 to 9 years	73	59	44	99	65	61	83	29	
35	10 to 14 years	66	57	40	117	65	45	96	18	

Lee Sex Column

Ready

# Summary File 1 Table P15 Households

Microsoft Excel - Lee #households

File Edit View Insert Format Tools Data Window Help

A1

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3	P15. HOUSEHOLDS [1] - Universe: Households										
4	Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data										
5	NOTE: For information on confidentiality protection,										
6		Total									
7	Census Tract 25, Honolulu County, Hawaii	1,927									
8	Census Tract 26, Honolulu County, Hawaii	2,011									
9	Census Tract 27.01, Honolulu County, Hawaii	791									
10	Census Tract 27.02, Honolulu County, Hawaii	2,133									
11	Census Tract 28, Honolulu County, Hawaii	1,218									
12	Census Tract 29, Honolulu County, Hawaii	658									
13	Census Tract 30, Honolulu County, Hawaii	1,541									
14	Census Tract 32, Honolulu County, Hawaii	324									
15	Census Tract 33, Honolulu County, Hawaii	303									
16	Census Tract 34.03, Honolulu County, Hawaii	2,646									
17	Census Tract 34.04, Honolulu County, Hawaii	2,220									
18	Census Tract 34.05, Honolulu County, Hawaii	1,683									
19	Census Tract 34.06, Honolulu County, Hawaii	2,743									
20	Census Tract 34.07, Honolulu County, Hawaii	502									
21	Census Tract 35, Honolulu County, Hawaii	3,090									
22	Census Tract 36.01, Honolulu County, Hawaii	1,169									
23	Census Tract 36.02, Honolulu County, Hawaii	3,011									
24	Census Tract 37, Honolulu County, Hawaii	1,871									
25	Census Tract 38, Honolulu County, Hawaii	1,633									
26	Census Tract 39, Honolulu County, Hawaii	273									
27	Census Tract 41, Honolulu County, Hawaii	2,212									
28	Census Tract 43, Honolulu County, Hawaii	2,284									
29	Census Tract 44, Honolulu County, Hawaii	1,623									
30	U.S. Census Bureau										
31											
32											
33											
34											
35											

Lee #households

Ready

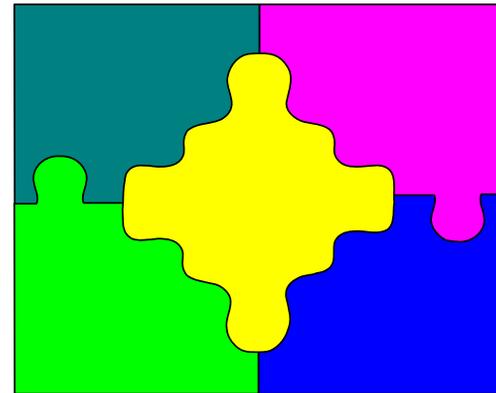






# Piecing Together Data for Census Tracts

*She aggregated data  
for the census tracts  
that comprised her  
trade area which  
showed:*



**concentration of 35-54 year olds,  
females, and households with income  
over \$50,000**

# Using Census Bureau Economic and Demographic Data

*Mrs. Lee's use of census data:*

**Provided Insights about  
the Trade Area  
and Potential  
Customers**



# Mrs. Lee Decided to Open A Third Store...

---

