

Annual Survey of Entrepreneurs (ASE)

Key Personnel

U.S. Census Bureau
(888) 225-4022 or (301) 763-1546
[ewd.annual.survey.of.entrepreneurs@census.gov](http://www.census.gov/programs-surveys/ase/data/tables.html)

Funding

Census Bureau
Ewing Marion Kauffman Foundation
Minority Business Development Agency (MBDA)

URLs

<http://www.census.gov/programs-surveys/ase/data/tables.html>

Type of Data

Governmental

Availability of Data Set

Public-Use

Activity Measured

2014

Data Collected

2016

Number of Observations

Approximately 290,000

Date of Overview Update

4 November 2016

OVERVIEW

The Annual Survey of Entrepreneurs (ASE) data provides a snapshot of select economic and demographic characteristics of employer firms and business owners in 2014 by the 2-digit 2012 North American Industry Classification System (NAICS), at the national, state, and metropolitan area (top 50) levels, in the U.S. This survey conducted by the U.S. census Bureau is the largest annual survey of entrepreneurs ever done in the United States. It documents the story of American entrepreneurs, providing more frequent and extensive data than previously available. The ASE will supplement the Survey of Business Owners (SBO), conducted every five years.

ASE Characteristic of Business Owners data tables stratify data on the number of firms, employment size, and receipts and payroll size by the following characteristics of business owners at national, state, and MSA levels:

- Demographics
- How business was obtained
- Year if business founding
- Owner's primary function in the business and average hours spent per week
- If the business is the owner's primary source of income
- Owner's prior experience with owning a business
- Highest level of education completed
- Age of the owners in 2014
- If the owner was born a U.S. citizen
- Service-Disabled and other veteran characteristics
- Reasons for owning a business

Similarly, the ASE Characteristic of Businesses data tables have data on the number of firms, employment size, and receipts and payroll size by the following characteristics of businesses at national, state, and MSA levels:

- Ownership characteristics of the business
- Year business was established
- Sources of funding
- Operations outsourced
- Location of customers/ clients
- Language(s) used in transcripts
- Types of workers employed
- Employer-paid benefits offered
- E-commerce usage
- Innovation and Research and Development

The data is further broken down in each of the above categories by demographic groups at the national level.

PROCEDURES FOR ACCESSING THE DATASET

Data on select business owner characteristics are available at:

<http://www.census.gov/data/tables/2014/econ/ase/2014-ase-characteristics.html>.

Similarly, data on business characteristics can be found at:

<http://www.census.gov/data/tables/2014/econ/ase/2014-ase-characteristics-of-businesses.html>.

Visit <http://www.census.gov/data/tables/2014/econ/ase/allcompanytables.html> for company summary tables.

METHODOLOGY

The ASE collects data electronically, and samples approximately 290,000 employer businesses in operation anytime during the survey year. Once selected for the survey, respondents are informed of their requirement to complete the survey and provided with instructions on accessing the survey.

The following sources of information are used to estimate the probability that a business is minority- or women-owned:

- Administrative data from the Social Security Administration.
- Lists of minority- and women-owned businesses published in syndicated magazines, located on the Internet, or disseminated by trade or special interest groups.
- Word strings in the company name indicating possible minority ownership.
- Racial distributions for various state-industry classes and racial distributions for various ZIP Codes.
- Gender, ethnicity, race, and veteran status responses of a single-owner business to a previous SBO or to the 2010 Decennial Census.

Using these probabilities, each firm in the ASE universe is then placed in one of the following frames for sampling:

- American Indian
- Asian
- Black or African American
- Hispanic
- Non-Hispanic white men
- Native Hawaiian and Other Pacific Islander
- Other (a different race was supplied as a write-in to another source)
- Publicly owned
- Women

The ASE data are stratified by metropolitan statistical area (MSA), frame, and age of business. The Census Bureau selects large companies based on volume of sales, payroll, or number of paid employees, with certainty. All certainty cases are sure to be selected and represent only themselves (i.e., have a selection probability of one and a sampling weight of one). The certainty cutoffs vary by sampling stratum, and each stratum is sampled at varying rates, depending on the number of firms in a particular stratum. The remaining data are subjected to stratified systematic random sampling.

For more methodology information, please visit <http://www.census.gov/programs-surveys/ase/technical-documentation/methodology.html>.

SURVEY INSTRUMENT(S)

Once selected for the survey, respondents are [informed of their requirement](#) to complete the survey and provided with instructions on [accessing the survey](#). The questionnaire is available at:

http://www2.census.gov/econ2014/SE/sector00/ase_2014_preview.pdf.