



Entrepreneurship in the Population Survey

# EPOP: 2023 Small Area Estimation

Data Documentation

---

**ISSUED DATE:**

**February 14, 2024**

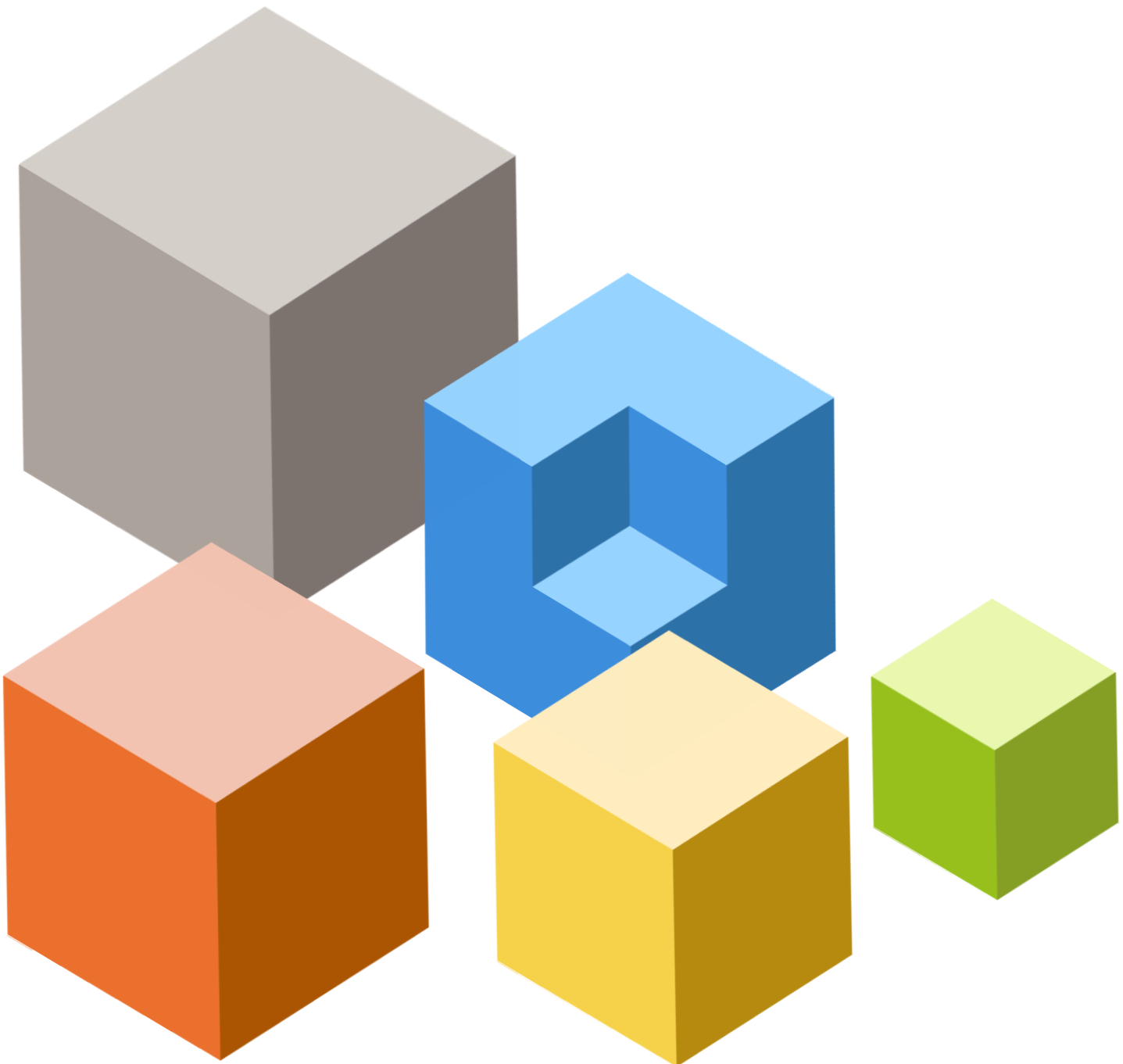
---

**Created by**

NORC at the University of Chicago  
55 East Monroe Street, 30th Floor  
Chicago, IL 60603  
(312) 759-4000 Main  
(312) 759-4004 Fax

**Point of Contact**

The NORC EPOP Research Team  
[EPOPresearch@norc.org](mailto:EPOPresearch@norc.org)



## SAE DATA DOCUMENTATION

The EPOP:2023 Small Area Estimate data files contain estimates for each state and the top 50 most populous metropolitan statistical areas (MSAs). For each state and MSA, estimates include population counts, percentages, and standard errors. Estimates are calculated overall by geographic area and by gender and race.

For the file *2023\_small\_area\_estimates\_DEMO\_DENOM.xlsx*, estimates are calculated as the percent of those in a demographic level who participate in an entrepreneurship activity. Overall estimates represent the proportion of adults who participate in the corresponding entrepreneurial activity in each geographic area.

Missing values indicate suppression for data quality purposes.

For additional information on the methodology behind these estimates, refer to the EPOP:2023 Small Area Estimation Methodology Report.

## SAE DATA VARIABLES

**MSA** – Metropolitan Statistical Area

**State** - State

**Year** – Year of EPOP data collection

**Entrepreneurship Activity** – See Brummet and Johnson (2022) for more information of measurement and definitions:

[https://epop.norc.org/content/dam/epop/media/publications/pdf/epop2022-brief\\_american\\_entrepreneurship.pdf](https://epop.norc.org/content/dam/epop/media/publications/pdf/epop2022-brief_american_entrepreneurship.pdf)

**Demographic Characteristics** – Small area estimates include estimates by race and gender.

**Level** – Level of demographic characteristic

**Population Estimate** – The estimated population size of those participating in an entrepreneurship activity for the demographic level at the corresponding geographic area.

**Percent** – The percent of individuals in a demographic group who participate in an entrepreneurship activity in a given geographic area.

**Standard Error** – Standard error of the percent estimate