

Census Business Builder: Small Business Edition



FACTSHEET

The Census Business Builder: Small Business Edition allows small-business owners a way to easily navigate to and use key demographic and economic data to help guide their research into opening a new or expanding their existing businesses. These key data include the most recent and/or relevant data that the Census Bureau provides that are useful to small-business owners.

Key Features:

- Easy-to-use menus to select your type of business and potential business location.
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas.
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into their business plan and research.

Navigation:

Users are guided to the information through a simple four-step process:

- 1) What is the type of business you want to open?
- 2) Where do you think you want to locate the business?
- 3) Using the data to identify if opening this type of business in this area is a good idea or if another type of business and/or a neighboring area might be better.
- 4) View and download a Profile Report for the final business type and location.

Available Programs and Data Variables:

Version 1.1 of the tool provides information for 57 statistics from two sources and four data programs:

Please see reverse for a detailed list of the data products available in the tool.

To access the tool please visit:

<http://census.gov/data/data-tools/cbb.html>



Users:

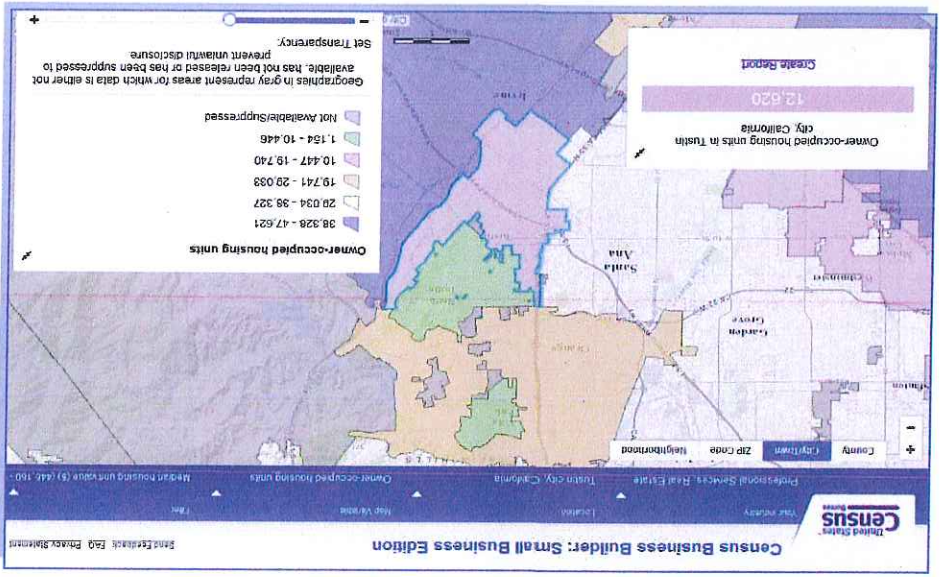
The primary users of the tool are small-business owners and entrepreneurs who are considering opening their first business that caters primarily to individual consumers (B-to-C) or who are looking to expand their existing business into other geographic areas. Other users may include business school students, academic institutions, and Small Business Development Center counselors.

Updates:

Quarterly updates are planned; these will include additional content and functionality.

User accounts:

Accounts are not necessary



Census Bureau

- **Demographic Characteristics:** Total population; population 18 and over and 65 and over.
- **Economic Characteristics:** Median household income; percent of population with a high school diploma and over; percent of population with a bachelor's degree and over; percent in poverty; employment rate; population 16 and over in labor force.
- **Housing Characteristics:** Number of owner-occupied, renter occupied, and single family housing units; homeownership rate; gross vacancy rate; median value, monthly costs and gross rent.
- **2012 County Business Patterns**
- Number of employer establishments; employment; annual payroll.
- **2012 Nonemployer Statistics**
- Number of nonemployer establishments; total revenue.
- **2012 Economic Census**
- Number of employer establishments; employment; annual payroll; sales; shipments, receipts, revenue, work done.
- **Key Ratios, including:**
- Employment per business; payroll per employee; population per business; revenue per business
- **2015 Consumer Spending Data**
- Spending on dining out; entertainment/recreation; financial services; health care; household services; housing, personal care, transportation, and travel.
- All data are accessed via Census Bureau and Esri data application program interfaces (APIs).
- All geographic information are provided via the Census Bureau's TIGERWeb Service.

Industries

- Demographic and consumer spending data are shown at the county, city/town/place, ZIP code, and neighborhood (census tract) levels.
- Economic data are shown at the County, city/town/place, and ZIP code levels.
- **Construction:** Electrical, flooring, painting/wallpaper, drywall, home construction, nonresidential, foundations, tile and plumbing contractors.
- **Food Services:** Caterers, drinking places, restaurants, food trucks and food contractors, and fast food.
- **Health Care:** Chiropractors, doctors, dentists, therapists, mental health, optometrists, and outpatient care.
- **Personal Services:** Auto repair, daycare, beauty salons, barber shops, landscaping, nail salons, photographers, taxi services, and travel agencies.
- **Professional and Business Services:** Accountants, architects, truckers, consultants, insurance agents, lawyers, janitorial services, systems designers, and real estate agents.
- **Retail:** Liquor stores, convenience stores, clothing stores, direct sales, florists, gas stations, online/mail order, pharmacies, and used car dealers.



Geographic Areas Covered:

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