Census Business Builder:
Small Business Edition

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 1.0 of the tool provides information for 39 statistics from two sources and four data programs:

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

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

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Census Bureau

2012 American Community Survey five-year statistics

- *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

- Employment per business; payroll per employee; population per business; revenue per business

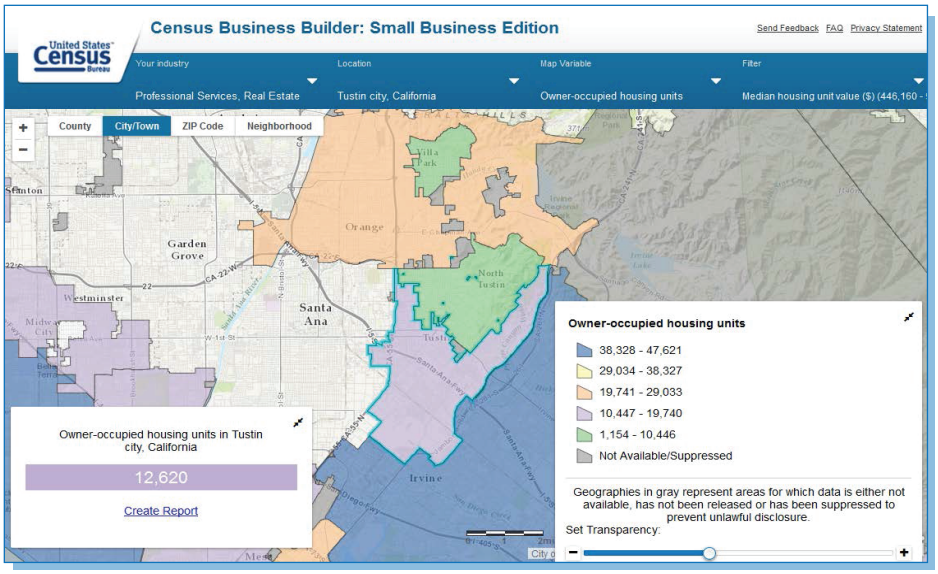
Esri

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.



Geographic Areas Covered:

- 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.

Industries:

Version 1.0 of the tool provides information for 49 business types grouped into six broad categories:

- *Construction:* Electrical, flooring, painting, and plumbing contractors.
- *Food Services:* Caterers, drinking places, restaurants, and fast food.
- *Health Care:* Chiropractors, dentists, doctors, therapists, and optometrists.
- *Personal Services:* Auto repair, beauty salons, day care, landscaping, taxi services, and travel agencies.
- *Professional Services:* Accountants, consultants, insurance agents, lawyers, and real estate agents.
- *Retail:* Liquor stores, convenience stores, florists, gas stations, and used car dealers.