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.
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.