# *Census Business Development Tool:*
Small Business Edition

A Business Information Tool for Entrepreneurs, Small Business Owners, and Small Business Development Center Counselors

Census – Customer Focus

- Ongoing tool changes
- Identifying our customers
  - "Power Users"
- Underserved customers
  - Small businesses
  - Entrepreneurs
  - Chambers of Commerce

Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Small footprint
- Leverage existing Census investments
- Free

United States **Census** Bureau

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Determine the best location for your business

① What type of business do you want to start?

Construction

Retail

Personal Services

Professional Services

Healthcare

Food Services

② Where do you plan to open the business?

County, city or town, zip code...

or use current location

③ Start analyzing

Take me to the Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the Frequently Asked Questions.

Receive more information about data from other Census programs, see www.census.gov.

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Determine the best location for your business

① What type of business do you want to start?

② Where do you plan to open the business?

Construction: change

County, city or town, zip code...

or use current location

[Electrical]   [Plumbing]

③ Start analyzing

Take me to the Map

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Determine the best location for your business

(1) What type of business do you want to start?

Construction, Electrical   change

(2) Where do you plan to open the business?

San Bernardino

San Bernardino County

City of **San Bernardino**

(3) Start analyzing

Take me to the Map

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Your Industry:	Location:	Thematic Map Variable:	Filter:
Construction, Electrical ▼	San Bernardino County ▼	Total Population ▼	not applied ▼

County | City/Town | Zip code | Neighborhood

Legend ▼

Pahrump

Las Vegas Sunrise Manor

Spring Valley Paradise

Henderson

Boulder City

813 m

Ridgecrest

967 m

California City

Kingman

Bullhead City

Selected location (e.g. San Bernardino County) will be highlighted; surrounding counties are visible and can be selected

Mohave Valley

Rosamond

Barstow

Lancaster

Lake Havasu City
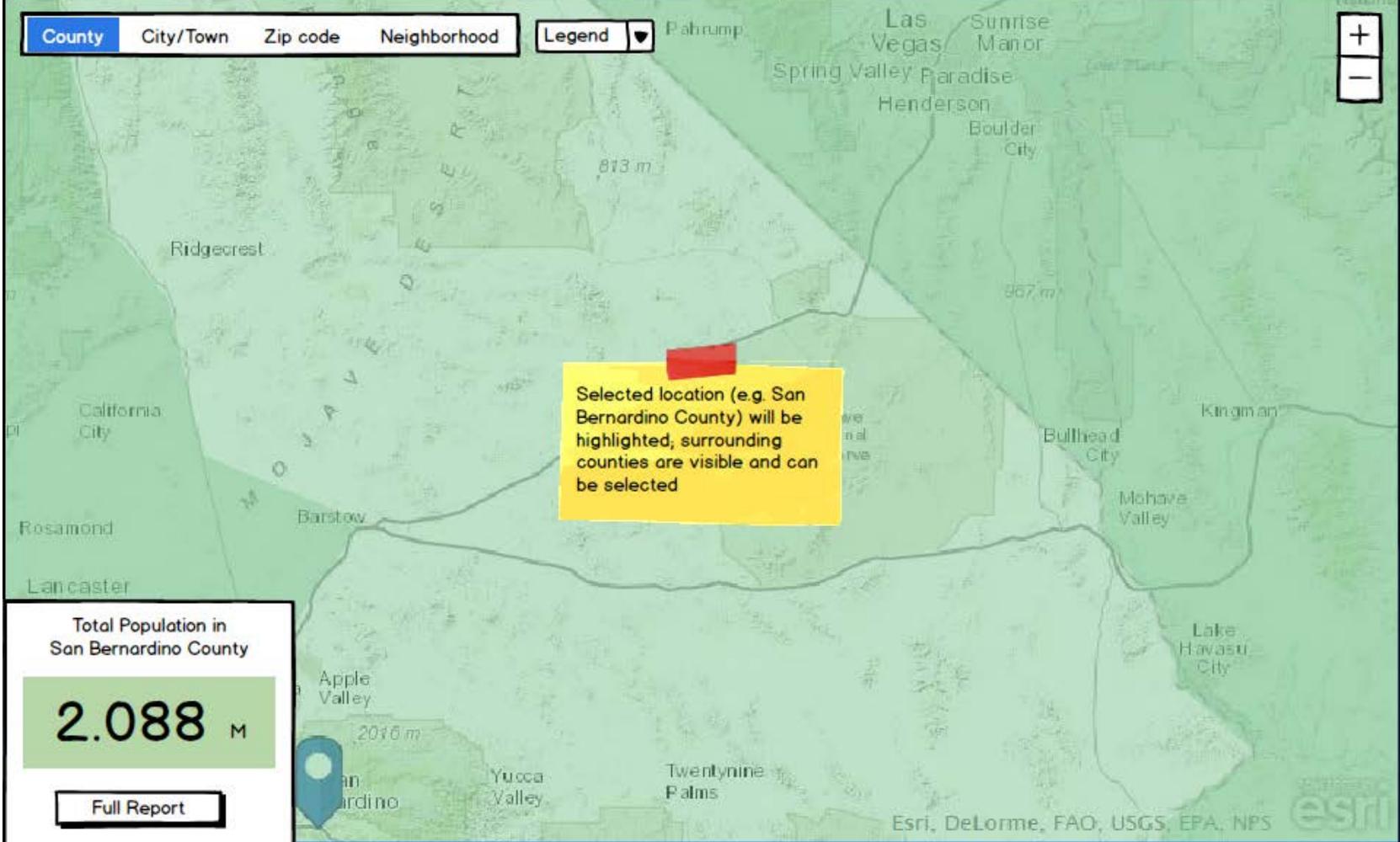
Total Population in San Bernardino County

2.088 M

Apple Valley

2016 m

San Bernardino

Yucca Valley

Twentynine Palms

Full Report

Esri, DeLorme, FAO, USGS, EPA, NPS

esri

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United States **Census** Bureau

Census Business Development Tool

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Your Industry:	Location:	Thematic Map Variable:	Filter:
Construction, Electrical ▼	008301 ▼	Total Population ▼	not applied ▼

County　City/Town　Zip code　**Neighborhood**　Legend ▼

E Pioneer Ave

Hartzell Ave

E San Bernardino Ave

+
−

E Pennsylvania Ave

406 m

Citrus Plaza

W Lugonia Ave

Washington St

Texas St

New York St

pe Tree Ln

San Bernardino Fwy

Tri City Center

10

W Colton Ave

38

University St

E Brockton Ave

San Bernardino

N Dearborn St

I-10 W I-10 E

Alabama St

W Stuart Ave

Sylvan Park

N Grove St

Sylvan Blvd

Nevada St

Iowa St

W Redlands Blvd

Esri Redlands

K P T

Redlands

E Citrus Ave

E Cypress Ave

Roosevelt Rd

W Clark St

Lylie St

Highland Ave

10

Ford St

5th Ave

W Olive Ave

Clayton St

Alvarado St

E Palm Ave

Ford Park

Total Population in
008301

6340

Full Report

Source: U.S. Census Bureau | City of Riverside, County of Ri...

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Your Industry: ▼   Location: ▼   Thematic Map Variable: ▼   Filter: ▼
Construction, Electrical   008301   Total Population   not applied
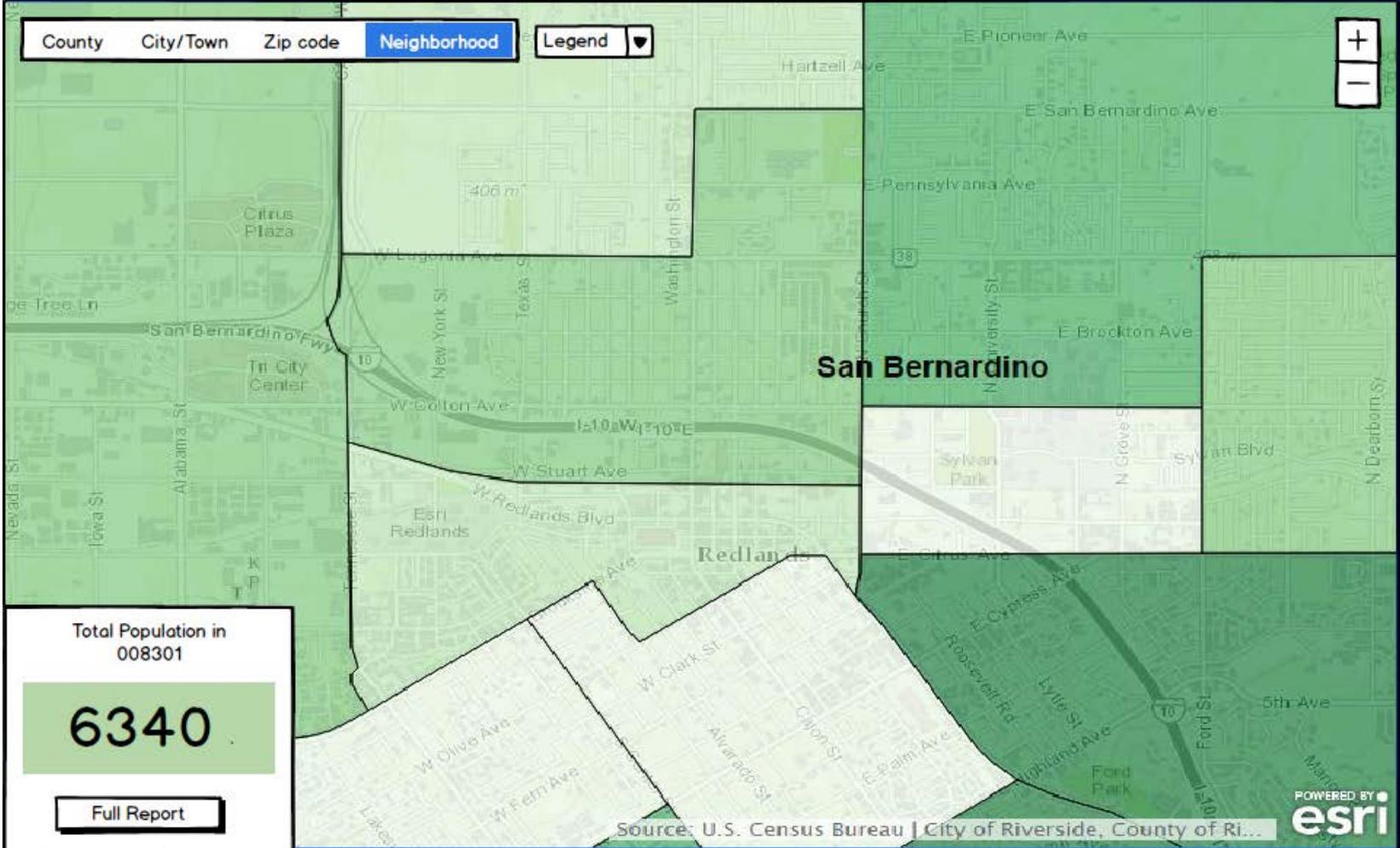
County   City/Town   Zip code   Neighborhood   ⊞ ⊟

| Potential Customers | Businesses like mine | Consumer Spending |

Show: ⊙ All   ○ Demographics   ○ Economics   ○ Housing

Total population

Population 18 years and older

Population 65 years and older

Median household income

Percent with Highschool degree or higher

Percent with bachelor's degree or higher

Percent in poverty

Select Variable   Cancel

* Variable not available at current map level

Total Population in
008301

6340 .

Full Report

Source: U.S. Census Bureau | City of Riverside, County of Ri...

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Census Business Development Tool

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Your Industry:
Construction, Electrical ▼

Location:
008301 ▼

Thematic Map Variable:
Total Population ▼

Filter:
not applied ▼

| County | City/Town | Zip code | Neighborho... |

| Potential Customers | Businesses like mine | Consumer Spending |

Show: ⊙ All   ○ Employers   ○ Nonemployers   ○ Key Ratios

* Number of Establishments

* Total employment

* Total annual payroll

* Number of Firms

* Revenue

* Average employment per employer business

* Average payroll per employee

At which map level do you want see data for **Revenue**?
○ County   ○ City/Town   ⊙ Zip code   ○ Neighborhood

Select Variable   Cancel

* Variable not available at current map level

Total Population in
008301

6340.

Full Report

Citrus Plaza

San Bernardino Fwy

Tri City Center

Esri Redlands

W Olive Ave

W Fern Ave

Source: U.S. Census Bureau | City of Riverside, County of Ri...

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United States Census Bureau

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Your Industry:
Construction, Electrical ▼

Location:
008301 ▼

Thematic Map Variable:
Total Population ▼

Filter:
not applied ▼

County | City/Town | Zip code | **Neighborhood** | Legend ▼

Add filter variable...

Potential Customers | **Businesses like mine** | **Consumer Spending**

Total expenditures

Dining out (Food away from home)

Entertainment / Recreation

Financial

Health Care

Household Services

Housing

Personal Care

Apply Filter | Cancel

San Bernardino

E Brockton Ave

Use Variable

Total Population in
008301

6340

Full Report

Source: U.S. Census Bureau | City of Riverside, County of Ri...

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Census Business Development Tool

United States Census Bureau

Census Business Development Tool

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Your Industry:
Construction, Electrical ▼

Location:
008301 ▼

Thematic Map Variable:
Total Population ▼

Filter:
not applied ▼

County | City/Town | Zip code | **Neighborhood**

Dining out (Food away from home) | 100 | —●———●— | 1200 | Add

Current range on map: 102 | 1162
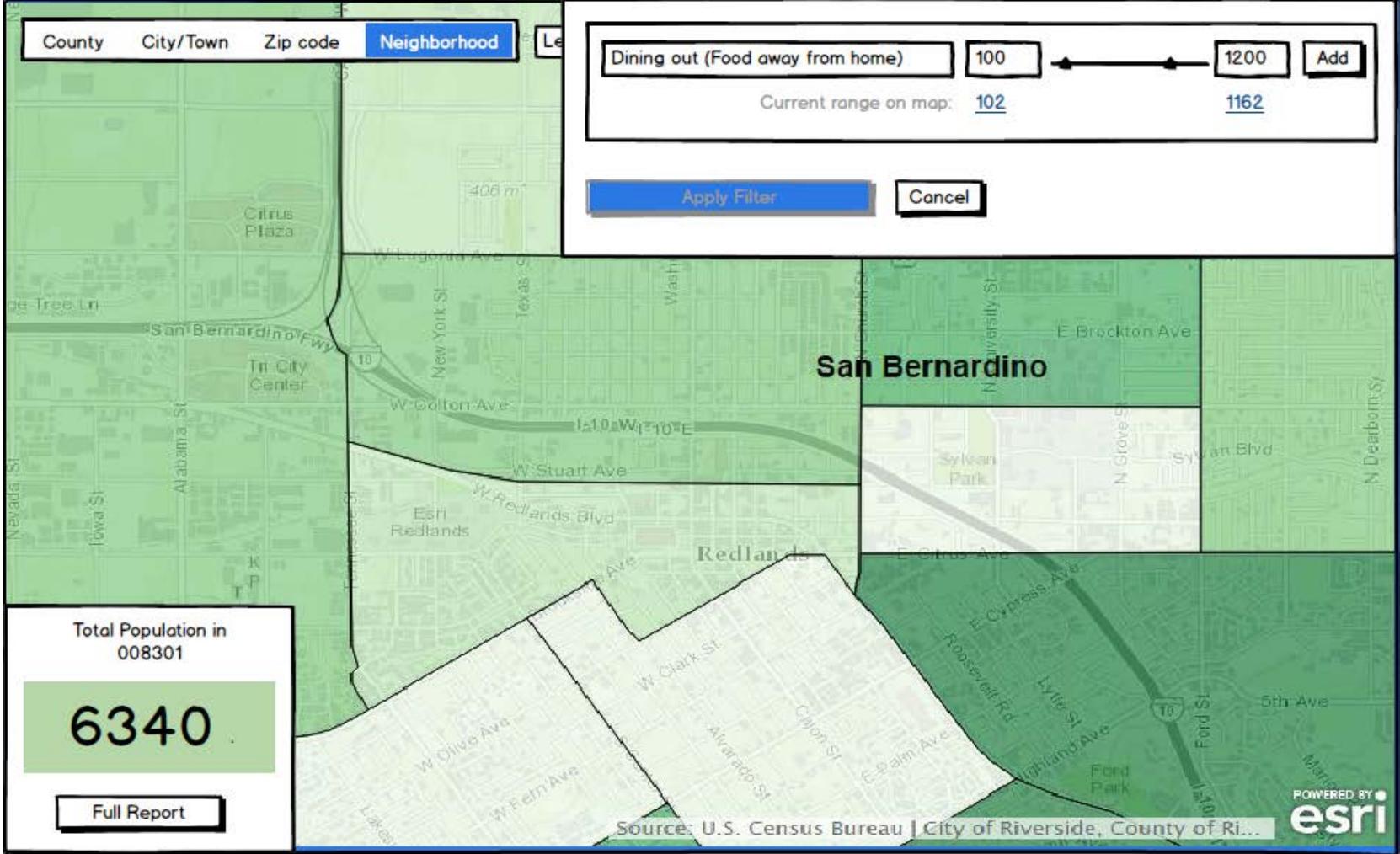
Apply Filter | Cancel

San Bernardino

Total Population in
008301

6340

Full Report

Source: U.S. Census Bureau | City of Riverside, County of Ri...

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Census Business Development Tool

Census Business Development Tool

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Your Industry:		Location:		Thematic Map Variable:		Filter:	
Construction, Electrical	▼	008301	▼	Total Population	▼	not applied	▼

County   City/Town   Zip code   **Neighborhood**

Dining out (Food away from home)	100 - 1200	change ⊗
Population 18 years and older	> 50000	change ⊗

Add filter variable...

Apply Filter   Cancel
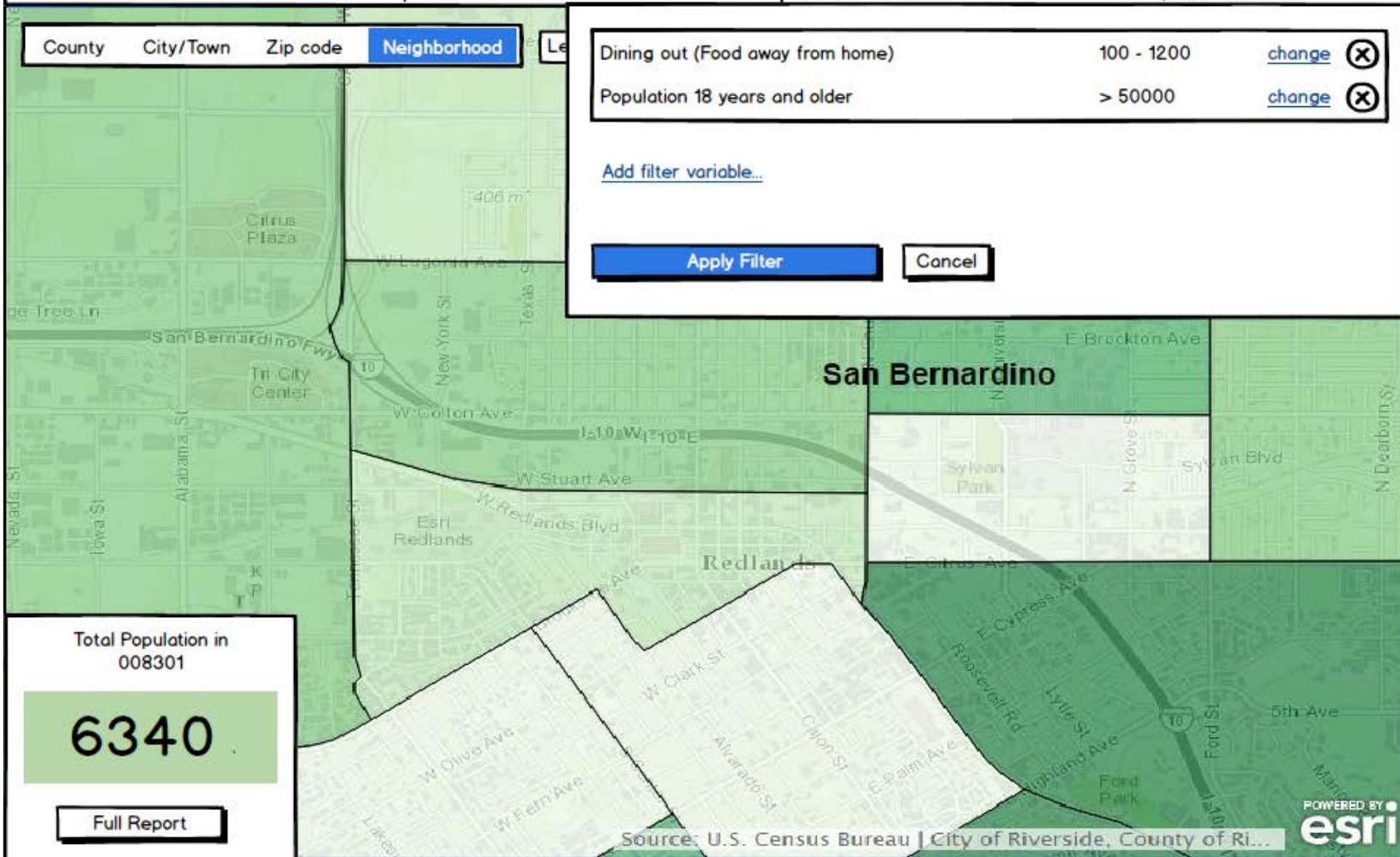
Citrus Plaza

406 m

San Bernardino Fwy

Tri City Center

San Bernardino

E Brockton Ave

W Colton Ave

I-10 W I-10 E

W Stuart Ave

Sylvan Park

Sylvan Blvd

W Redlands Blvd

Esri Redlands

Redlands

E Citrus Ave

E Cypress Ave

Total Population in
008301

6340

Full Report

W Clark St

5th Ave

Ford Park
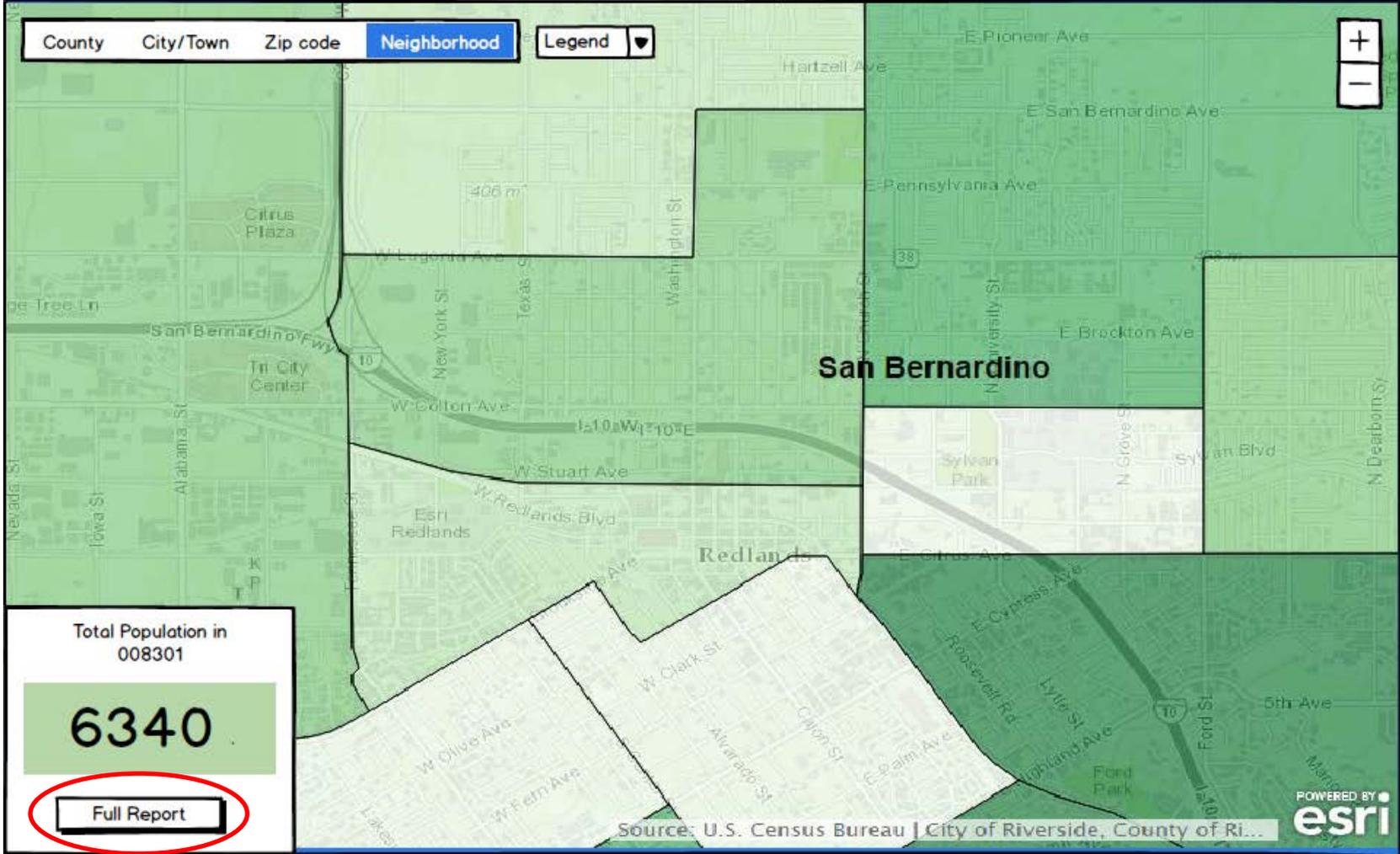
Source: U.S. Census Bureau | City of Riverside, County of Ri...

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Economic Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Travis County, Texas

Who are My Potential Customers?

Demographic characteristics
Total population: **1,034,842**
Population 18 and over: **76.2%**
Population 65 years old and over: **7.4%**.

Economic characteristics
Median household income: **$56,403**.
Percentage of population w/ high school graduate or higher: **86.9%**
Percentage of population w/ bachelor's degree or higher: **44.2%**.

Source: 2012 American Community Survey

Total Population

812,280	1,034,842
2000	2012-2008

Median Household Income

$46,761	$56,403
2000	2012-2008
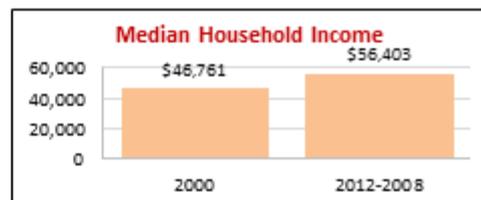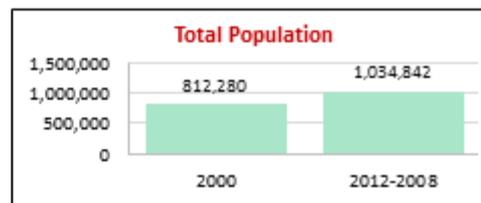
What About Other Businesses Like Mine?

Employer Businesses
2012
Number of Offices of Real Estate Agents and Brokers: **492**
Total employment: **1,551**
Total annual payroll: **$117.1M**.
Average employees per business: **3**
Average annual payroll per employee: **$75,473**
Average population per business: **2,103**
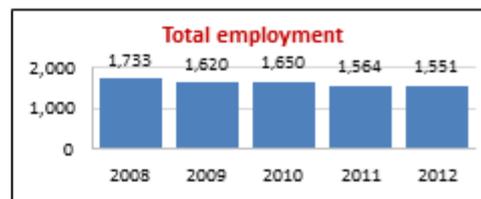
2007
Number of Offices of Real Estate Agents and Brokers: **555**
Total employment **1,916**
Total annual payroll: **$112.4M**
Average annual payroll per employee: **$58,640**
Total receipts: **$608.0M**
Receipts per business: **$1,095,510**
Receipts per employee: **$317,332**
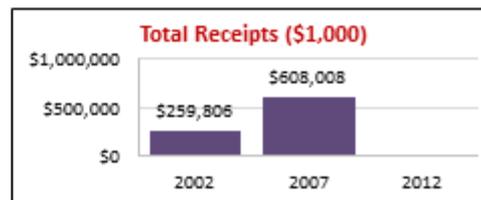
Source: 2012 County Business Patterns and 2007 Economic Census

Nonemployer Businesses
Number of nonemployer Offices of Real Estate Agents and Brokers: **3,735**
Total receipts: **$236,337,000**
Average receipts per business: **$63,276**.

Source: 2012 Nonemployer Statistics

Total employment

2008	2009	2010	2011	2012
1,733	1,620	1,650	1,564	1,551

Total Receipts ($1,000)

2002	2007	2012
$259,806	$608,008	

Firms (number)

2008	2009	2010	2011	2012
3,631	3,626	3,622	3,629	3,735

Note: For information on survey methodology, see the Source links above. All dollar figures shown are in current dollars for the period shown, are not adjusted for inflation, and do not reflect change in prices.

Next Steps

- **Audience** expansion
  - More B-to-C businesses, then B-to-B's
- **Content** expansion
  - Additional demo and econ characteristics (from Census)
- **Functionality** expansion
  - Add your own data
  - Compare, time series, Mobile
- Planned Release: June 12, 2015

United States™
Census
Bureau

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

Chamber of Commerce Edition 0.1 (beta)Features

- Initial audience: Selected Chambers of Commerce

- Same demographic and economic data as in *CBDT: Small Business Edition*

- No Industry Selection, but add Chamber boundary selection and data aggregation

- *Chamber of Commerce Profile* report

Contact Information

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