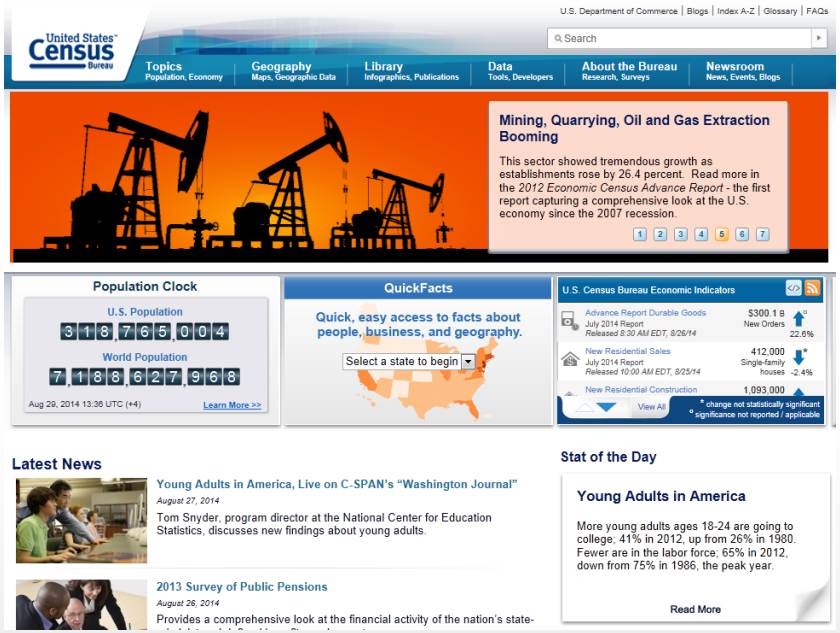
Census Business Development Tool:
Small Business Edition

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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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

Version 1.0 Features

- Initial audience: Selected B-to-C business
- Selected demographic and economic data (ACS, EC, CBP, NS)
- Consumer Spending data (Esri)
- *Local Area Profile* report
- Core functionality

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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?

Construction: change

Electrical

Plumbing

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

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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: Construction, Electrical

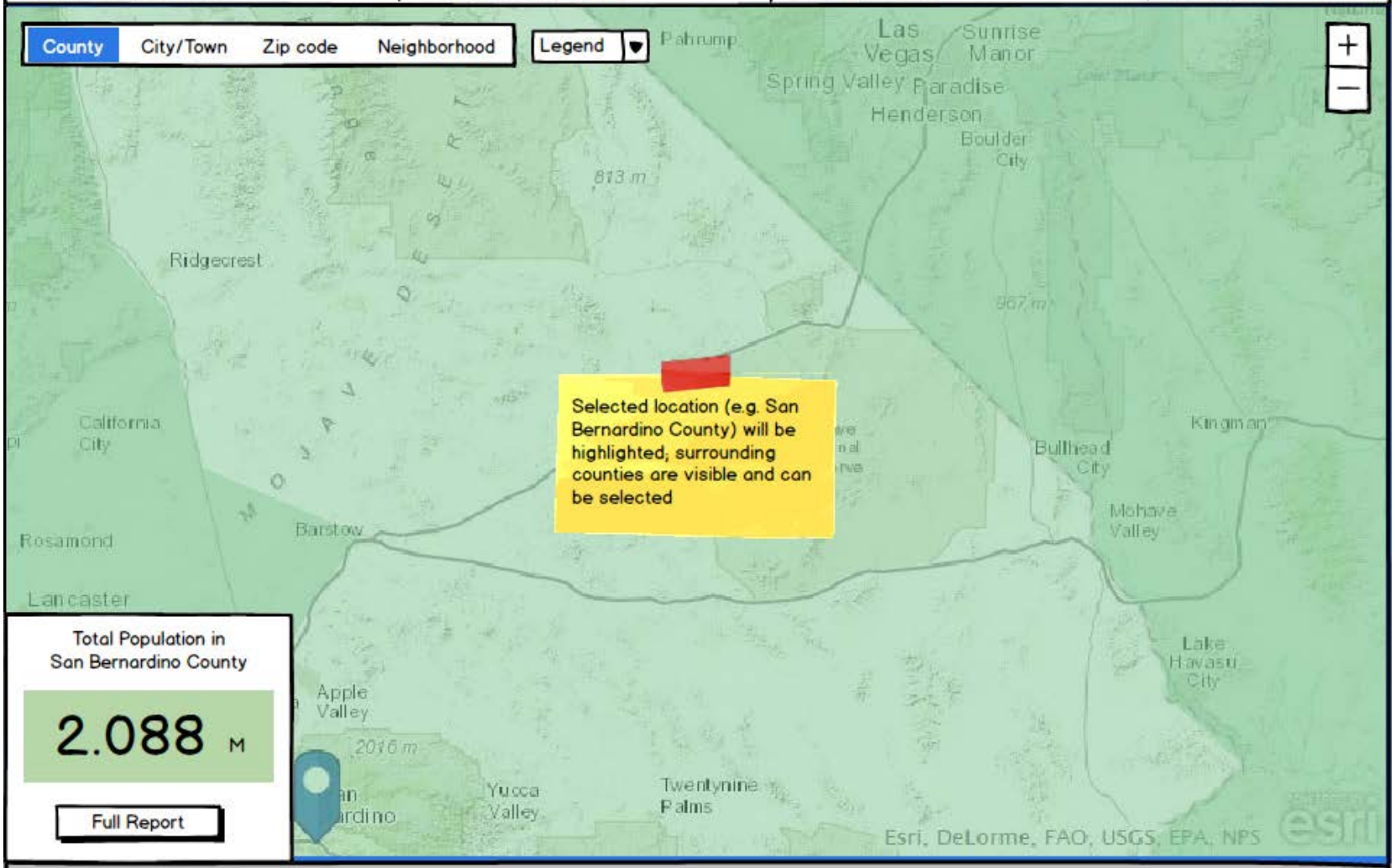
Location: San Bernardino County

Thematic Map Variable: Total Population

Filter: not applied

County | City/Town | Zip code | Neighborhood

Legend



Total Population in San Bernardino County

2.088 M

Full Report

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Your Industry: Construction, Electrical

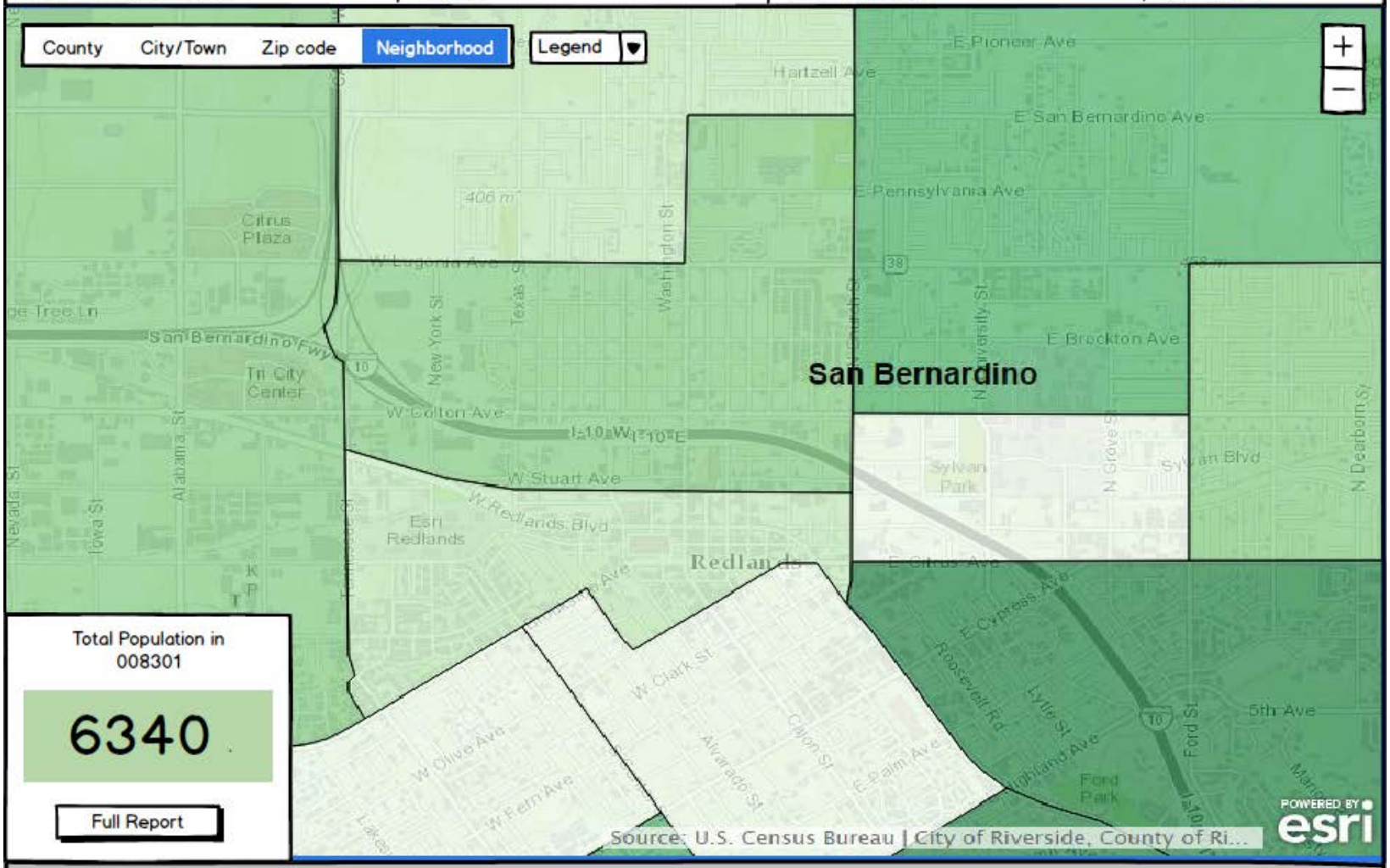
Location: 008301

Thematic Map Variable: Total Population

Filter: not applied

County | City/Town | Zip code | Neighborhood

Legend



Total Population in 008301

6340

Full Report

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

POWERED BY esri

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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 ( ) 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...

POWERED BY esri

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Your Industry: Construction, Electrical

Location: 008301

Thematic Map Variable: Total Population

Filter: not applied

County | City/Town | Zip code | Neighborhood

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

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

POWERED BY esri

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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

Use Variable

Apply Filter

Cancel

Total Population in 008301

6340

Full Report

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

POWERED BY esri

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Your Industry: Construction, Electrical

Location: 008301

Thematic Map Variable: Total Population

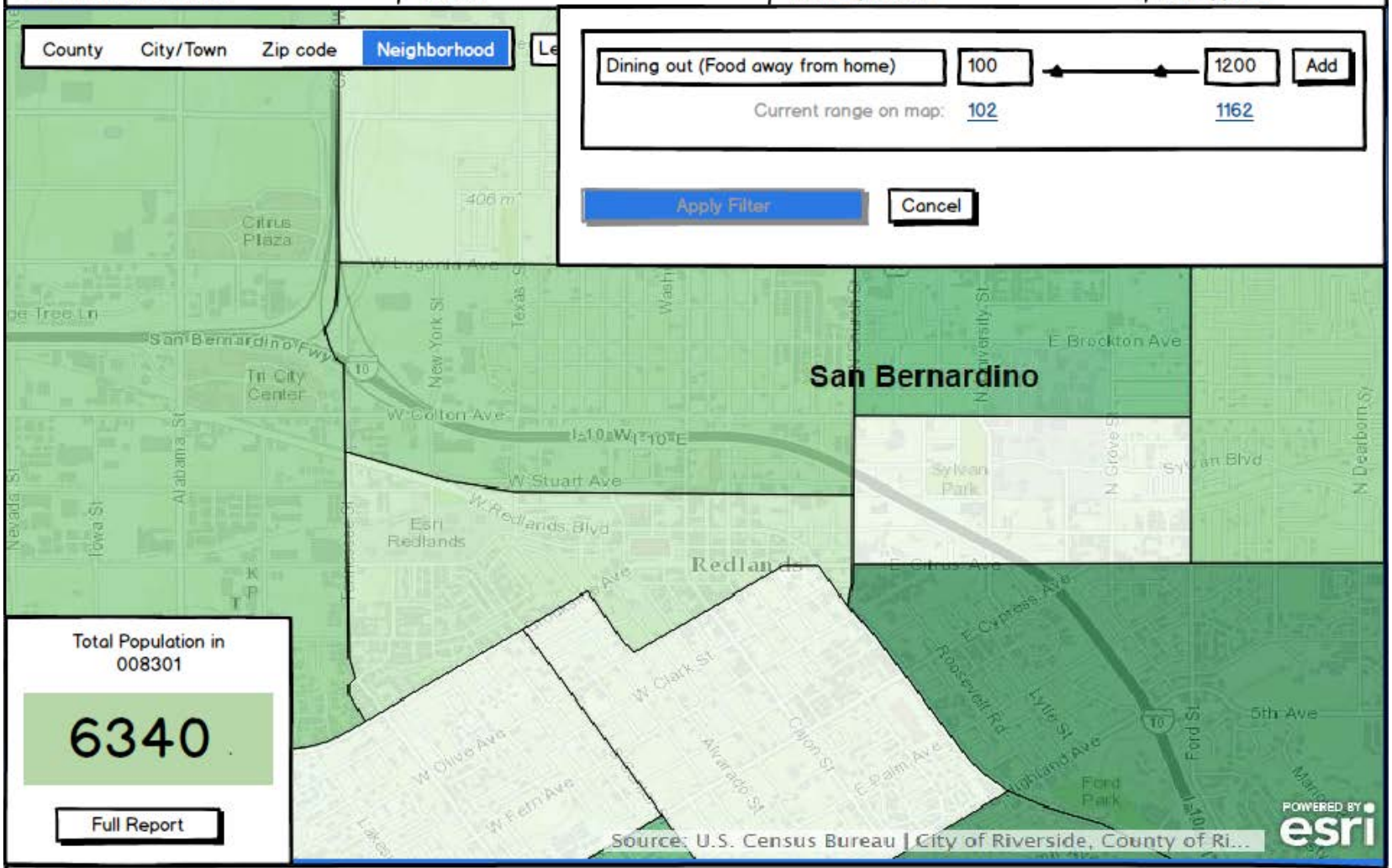
Filter: not applied

County | City/Town | Zip code | Neighborhood

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

Current range on map: 102 1162

Apply Filter | Cancel



Total Population in 008301

6340

Full Report

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

POWERED BY esri

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Your Industry: Construction, Electrical

Location: 008301

Thematic Map Variable: Total Population

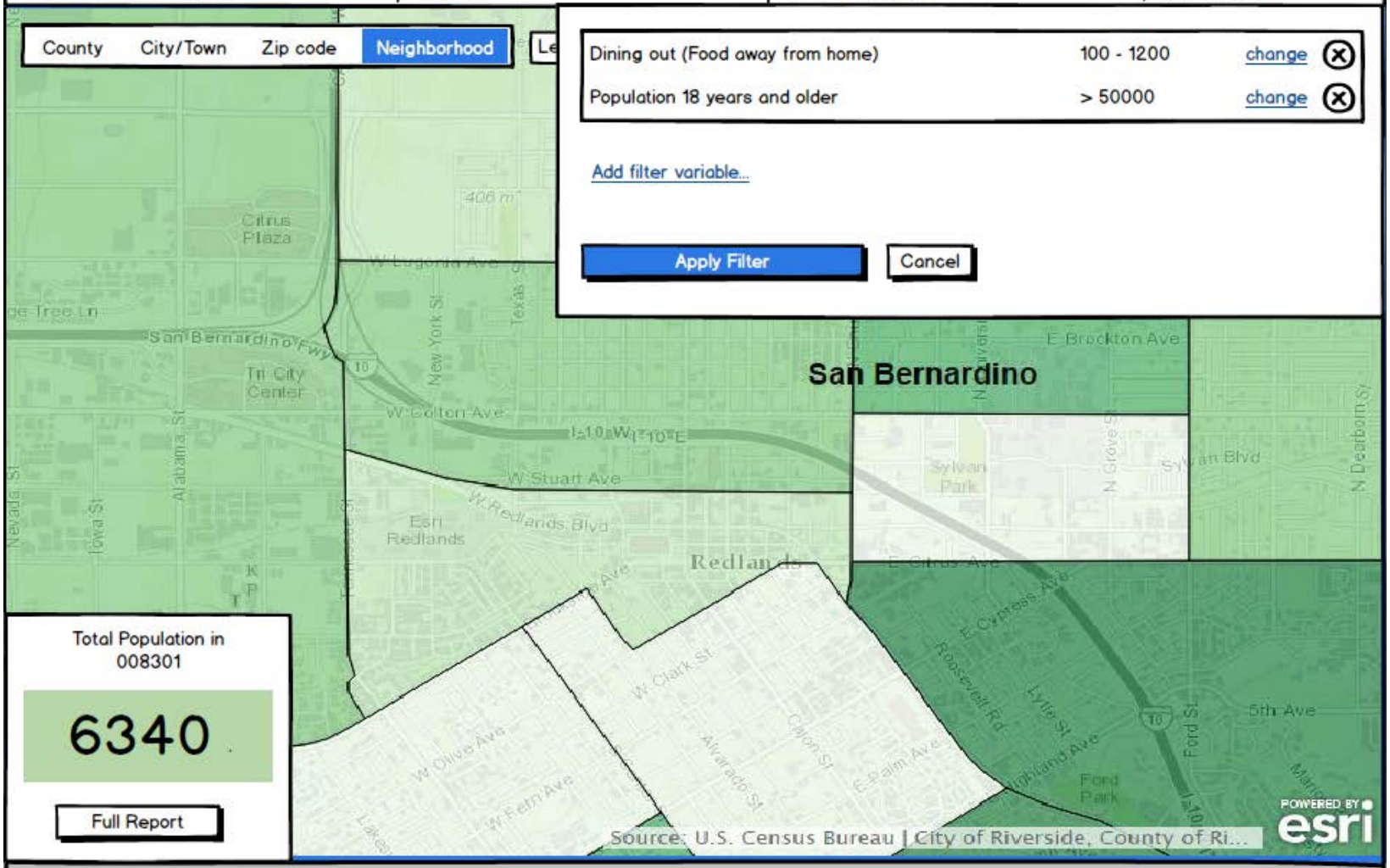
Filter: not applied

County | City/Town | Zip code | Neighborhood

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

Add filter variable...

Apply Filter | Cancel



Total Population in 008301

6340

Full Report

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Your Industry: Construction, Electrical

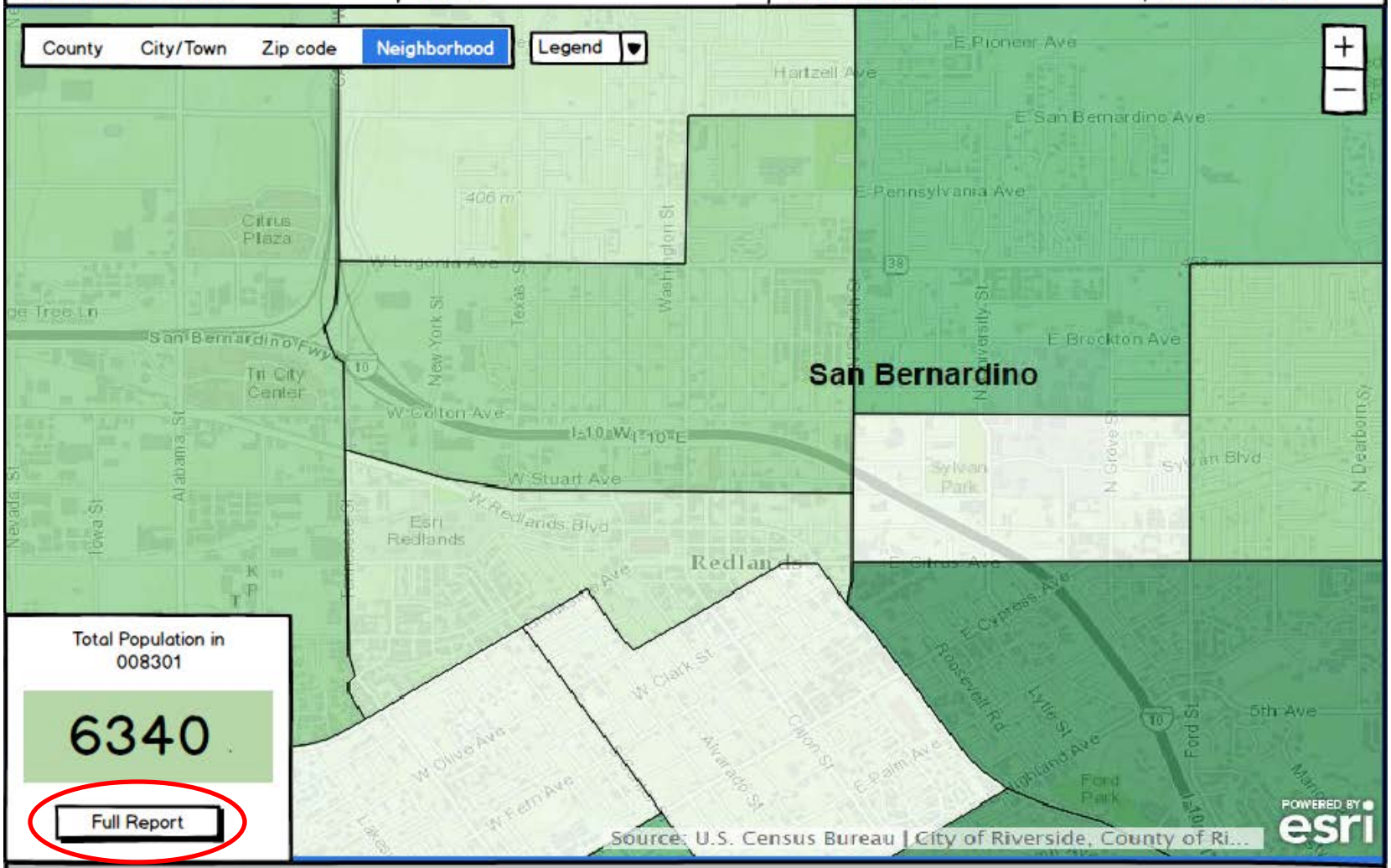
Location: 008301

Thematic Map Variable: Total Population

Filter: Dining,Population

County | City/Town | Zip code | Neighborhood

Legend



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

Who are My Potential Customers?

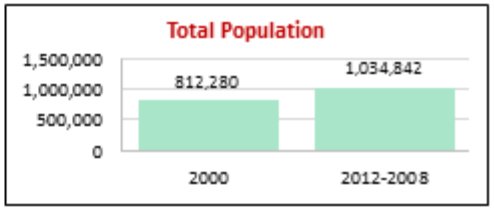
Demographic characteristics

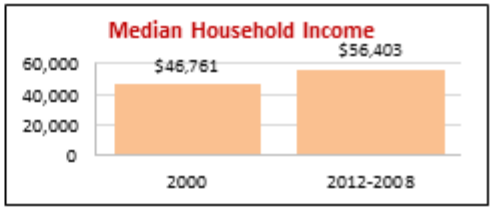
Total population: **1,034,842**
Population 18 and over: 76.2%
Population 65 years old and over: 7.4%.

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

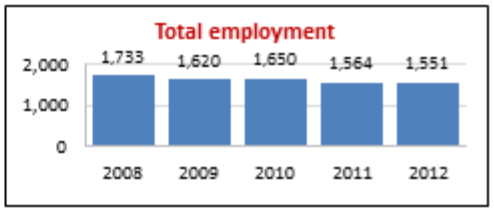




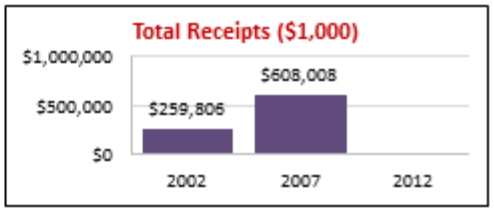
What About Other Businesses Like Mine?

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

United States Census Bureau | U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU census.gov

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

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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