Student Learning Objectives

- I will be able to explore and understand how to use data access tools — such as the Census Business Builder — to gather information.

- I will be able to use census data to support my ideas and answers.
ADOPTING AN ENTREPRENEURIAL MINDSET
– USING CENSUS DATA FOR BUSINESS

NAME: ________________________________  DATE: ________________

Part 1 – Conduct Research

Imagine you own gas stations across the country and want to open another — but you don’t know where. In this activity, you will use data from the Census Business Builder: Small Business Edition to determine whether New York County, New York, or a neighboring county is the best area to open your gas station.

1. After navigating to the online tool, click on the blue “retail” button.
2. From the buttons that appear, select “gas stations.”
3. In the right column, under “What location do you want to research?,” type “New York County, New York” and select this option when it appears in the drop-down menu. Then click “Go to Map.”

Let’s focus on data about your potential customers. Where indicated in the following steps, record your answers in the graphic organizer at the end of this activity.

4. Keep all variables as they appear for now. Look in the lower-left corner of the screen at the dashboard box with the total population, and other variables, for New York County. (Note: This dashboard box can be minimized or restored by clicking on the arrows in the top-right corner.) Record the total population in your graphic organizer. Now click on five neighboring counties on the map, recording the population data for each one (which display in the same box in the lower-left corner).

   **Note:** For numbers 5-8, also record data requested for the five neighboring counties you selected on your graphic organizer.

5. Select New York County on the map again; then go back to the “Select Map Variable” tab at the top of the screen. Change the secondary category to “Socioeconomic Characteristics.” For the map variable, select “Median household income.” Now click “Select Variable.” The median household income for New York County will appear in the lower-left corner. Record this number in your graphic organizer.

Now we are going to look at other information about gas stations in the area.

6. Go back to the “Select Map Variable” tab at the top of the screen. Change the primary category to “Businesses (Annual).” For the secondary category, select “Employers.” For the map variable, select “All Employer establishments (Total).” Now click “Select Variable.” Record the number of employer establishments in New York County in your graphic organizer.

7. Go back to “Businesses (Annual).” For the secondary category, select “Key Ratios,” and for the map variable, select “Average revenue per employer ($1,000).” Now click “Select Variable.” Note that the number is expressed in thousands of dollars, so an amount like $1,500, for example, is really $1,500,000 (or $1.5 million). Record the average revenue per employer establishment for New York County (in the format it appears in the tool) in your graphic organizer.
8. Go back to “Businesses (Annual).” For the secondary category, select “Key Ratios,” and for the map variable, select “Average payroll per employee.” Now click “Select Variable.” Record the average payroll value (in the format it appears in the tool) in your graphic organizer.

9. In the bottom left corner of the screen, click “Create Report” and review the data. This is an example of a research report that you could show to a potential investor in your gas station.

Part 2 – Analyze Data

Answer the two questions for each category in your graphic organizer. Answering these questions will help you decide whether New York County, New York, is the best area for your new gas station.
Part 3 – Make a Decision

1. Based on the data, is New York County, New York, the best area for your new gas station? Explain your answer using information from each category of your graphic organizer. If you find that New York County is not the best area for your new gas station, write which county you think would be better and why.

2. The Census Business Builder is a great tool for entrepreneurs conducting preliminary research about their businesses, but it does not include all the information that a person may want to consider before making a major business decision. What do you still need to know before you make a decision about where to open your gas station?

3. How can an entrepreneur use a tool like the Census Business Builder?
### Graphic Organizer

<table>
<thead>
<tr>
<th></th>
<th><strong>My Potential Customers</strong></th>
<th><strong>Other Businesses Like Mine</strong></th>
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<tbody>
<tr>
<td></td>
<td>Total population</td>
<td>Median household income</td>
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<td>New York County, NY</td>
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*This is the average annual payroll. Write the number in the format it appears in the tool, but remember that it is expressed in thousands of dollars (so the amount is really larger than it appears).*

**What does this category mean?**

**What will this category tell you as an entrepreneur?**