



ADOPTING AN ENTREPRENEURIAL MINDSET – USING CENSUS DATA FOR BUSINESS

Activity Item

This activity uses the following online tool:

- Census Business Builder: Small Business Edition
cbb.census.gov/sbe

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.

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 next box, to the right, 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. Keeping all variables as they appear for now (i.e., the "My Potential Customers" primary category, "Demographic Characteristics (2014)" secondary category, and "Total population" map variables), click on the blue button that says "Select Variable." The total population will appear in the lower-left corner of the screen. Record the total population for New York County in your graphic organizer. Now click on five neighboring counties on the map, recording the population data for each one (which appear in the same box in the lower-left corner).
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 (2014)." 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 some other 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 "Other Businesses Like Mine." For the secondary category, select "Employers." For the map variable, select "Employer establishments." Now click "Select Variable." Record the number of employer establishments in New York County in your graphic organizer.
7. Go back to "Other Businesses Like Mine." For the secondary category, select "Key Ratios," and for the map variable, select "Average revenue per employer establishment (\$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 “Other Businesses Like Mine.” For the secondary category, select “Key Ratios,” and for the map variable, select “Average payroll per employee (of employer establishments) (\$1,000).” Now click “Select Variable.” As you did in step 7, note that the number here is also expressed in thousands of dollars. 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.

Graphic Organizer

	My Potential Customers		Other Businesses Like Mine		
	Total population	Median household income	Employer establishments	Average revenue per employer establishment*	Average payroll per employee*
New York County, NY					
What does this category mean?					
What will this category tell you as an entrepreneur?					

*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).