

# ***Census Business Development Tool: Small Business Edition***

**A Business Information Resource for  
Small Business Owners, Small Business  
Development Center Counselors, and  
other data users**

ACS User Conference  
College Park Marriott Hotel & Conference Center  
May 13, 2015

# CBDT 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

## 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?

County, Place, Zipcode...



### 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 program, see [www.census.gov](http://www.census.gov)

## Determine the Best Location for Your Business

### 1. What type of business do you want to start?

Change



Accounting



Consulting



Insurance



Lawyers



Real Estate

### 2. Where do you plan to open the business?

County, Place, Zipcode...



### 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?

Professional Services > Real Estate

Change

## 2. Where do you plan to open the business?

Fairfax city, Virginia

Fairfax city, Virginia

Fairfax County, Virginia

Fairfax city, Virginia

Fairfax city, Minnesota

Fairfax city, Missouri

Fairfax city, Iowa

Fairfax town, South Carolina

Fairfax town, Oklahoma

Fairfax village, Ohio

Fairfax town, California

Fairfax town, South Dakota

Map

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United States  
**Census**  
Bureau

## Your industry

### Location

Thematic Map Variable

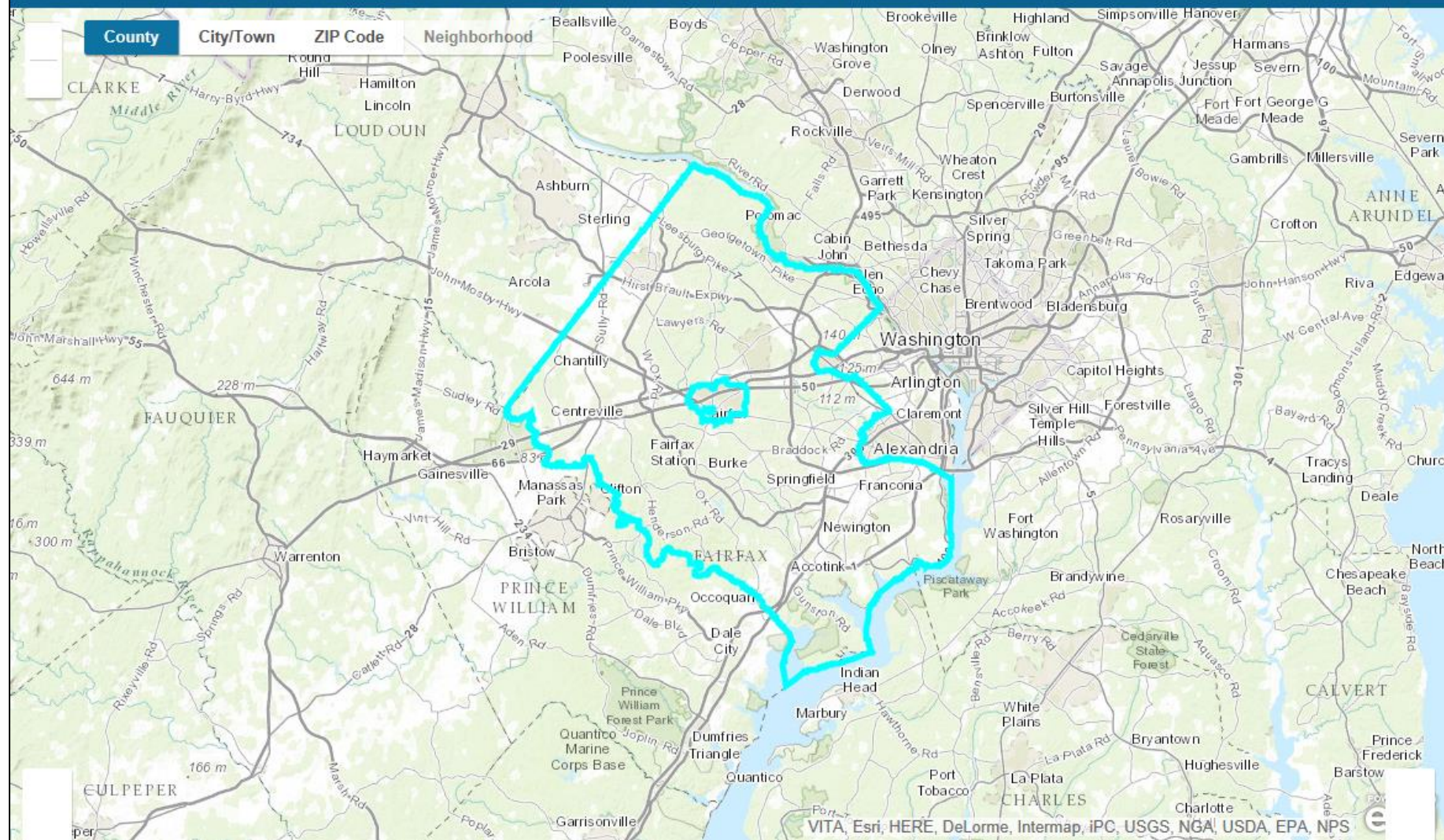
Filter

Professional Services, Real Estate

Fairfax County, Virginia

Not selected

Not Applied







## Census Business Development Tool: Small Business Edition

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Your industry

Location

Thematic Map Variable

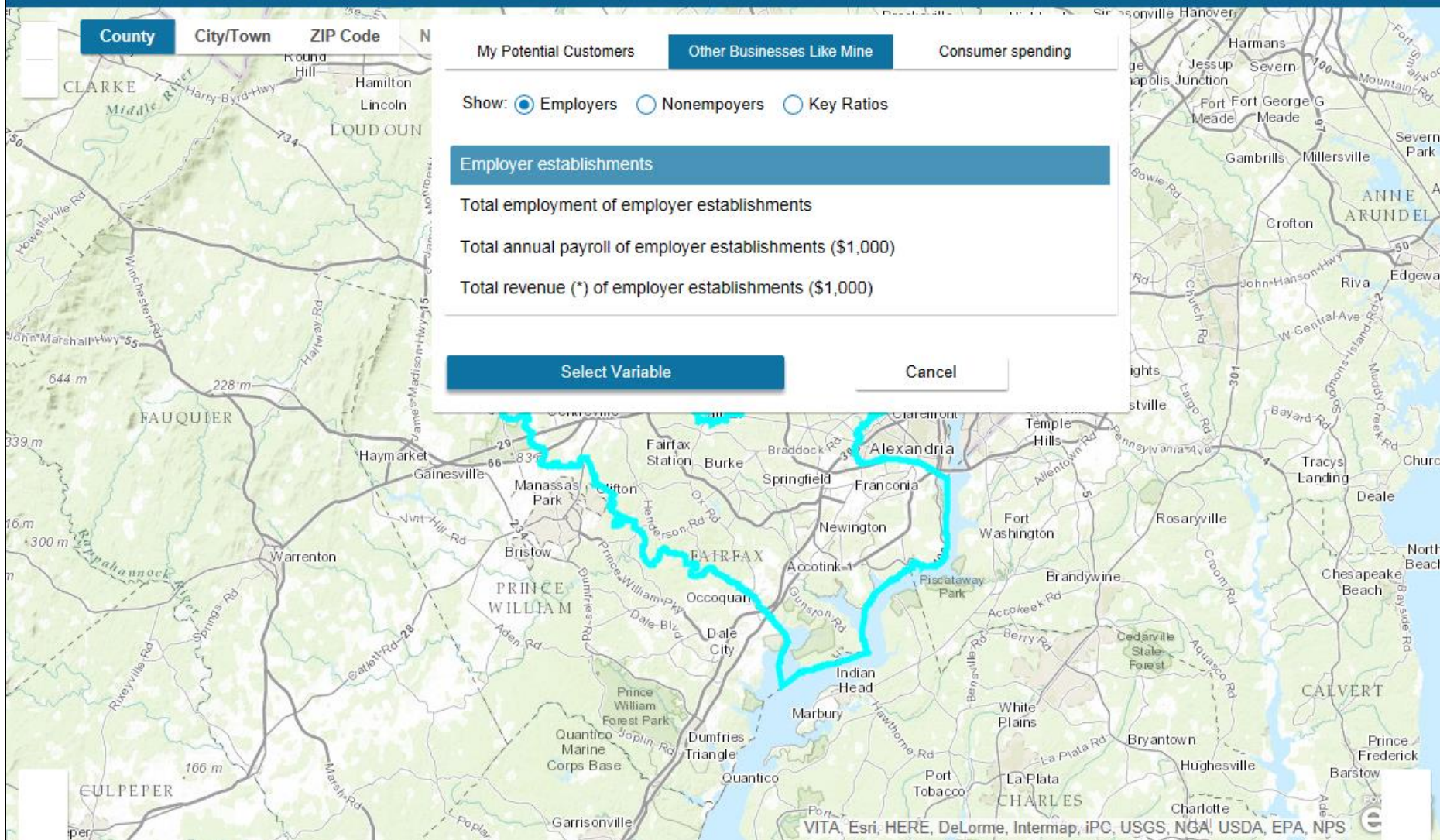
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Professional Services, Real Estate

Fairfax County, Virginia

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Your industry

Location

Thematic Map Variable

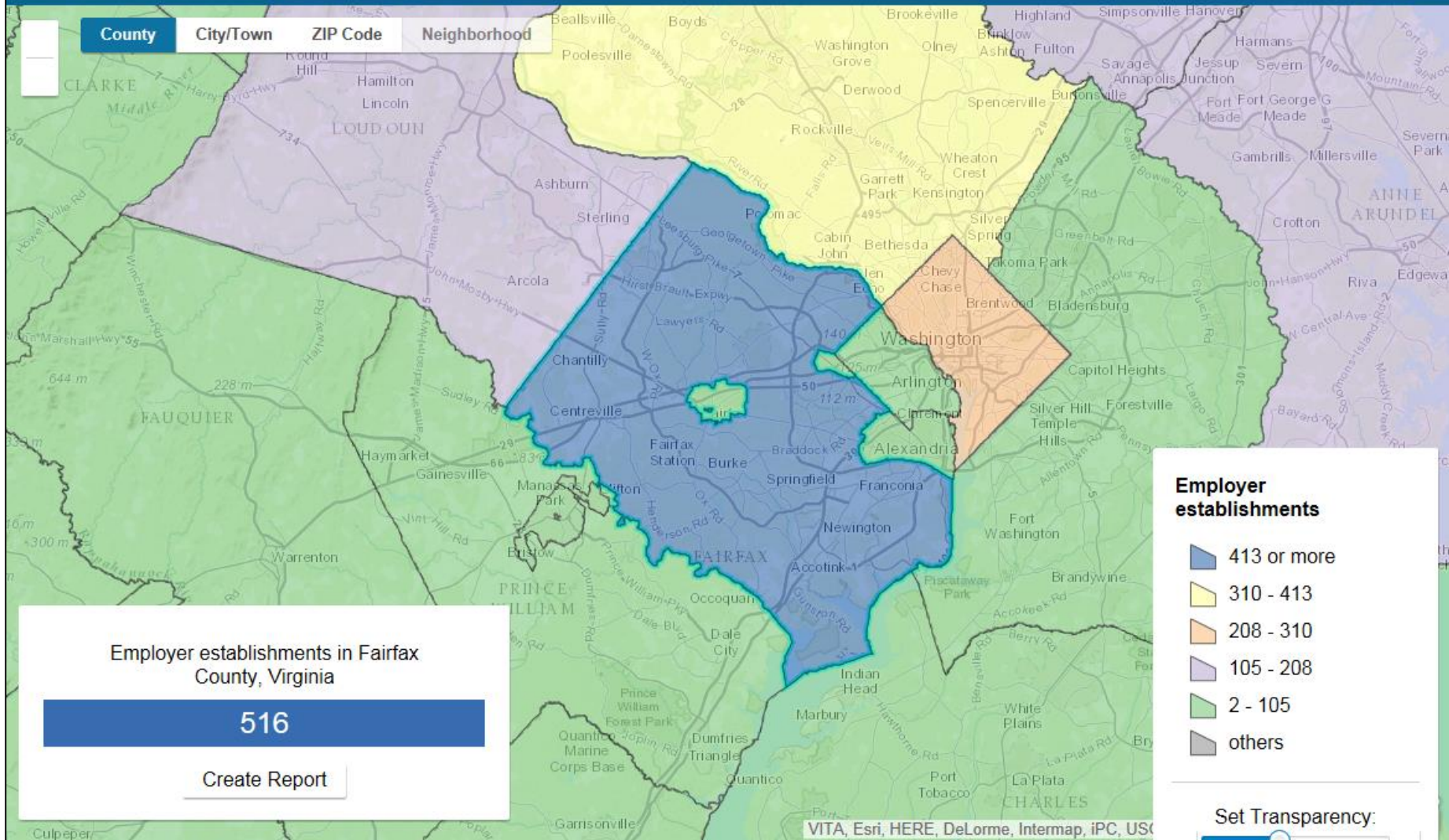
Filter

Professional Services, Real Estate

Fairfax County, Virginia

Employer establishments

Not Applied





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Your industry

Location

Thematic Map Variable

Filter

Professional Services, Real Estate

Fairfax County, Virginia

Employer establishments

Not Applied

County

City/Town

ZIP Code

Neighborhood

[Add filter variable](#)

My Potential Customers

Other Businesses Like Mine

Consumer spending

Show: ☐ Demographic Characteristics ☒ Economic Characteristics ☐ Housing Characteristics

Median household income (\$)

Population with a High School degree and over (%)

Population with a bachelor's degree and over (%)

Population in poverty (%)

Employment rate (%)

Population unemployed (%)

Population 16 years old and over in labor force

Use Variable

Apply Filter

Cancel

Employer establishments in Fairfax County, Virginia

516

Create Report



Set Transparency:

VITA, Esri, HERE, DeLorme, Intermap, IPC, US





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Your industry

Location

Thematic Map Variable

Filter

Professional Services, Real Estate

Fairfax County, Virginia

Employer establishments

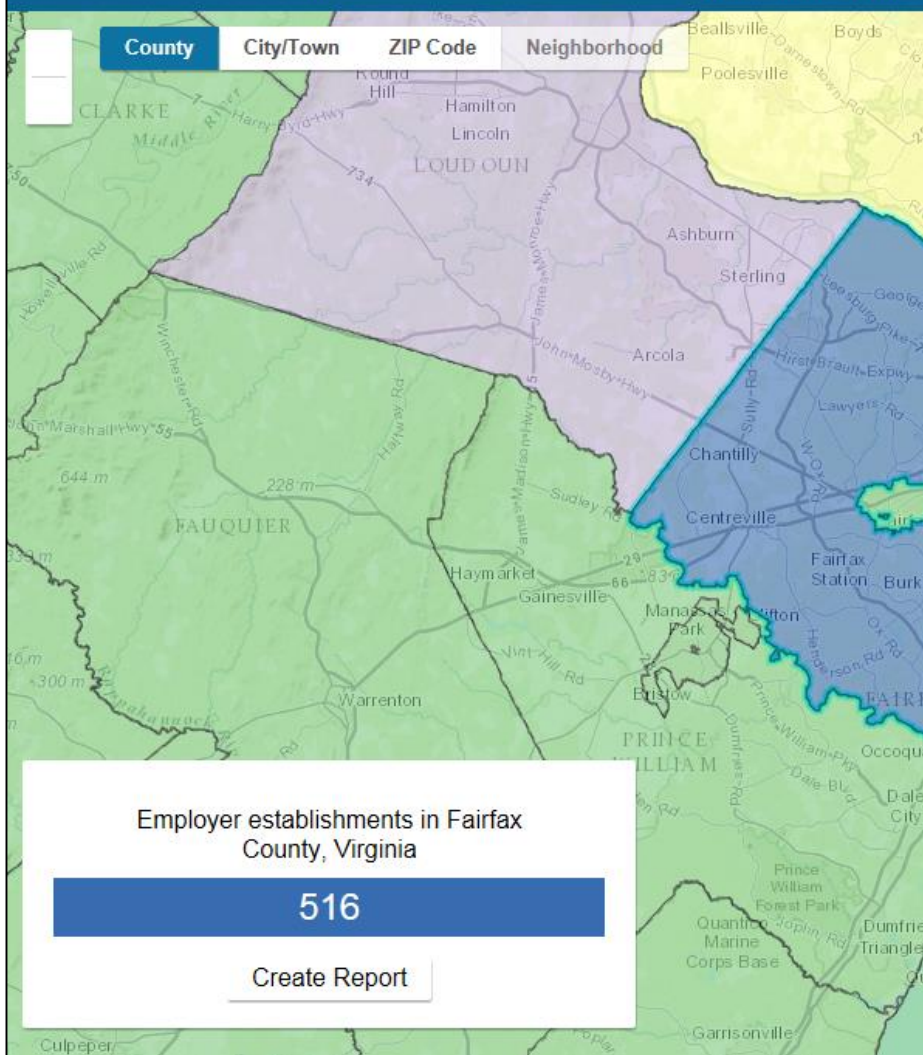
Median household income (\$)

County

City/Town

ZIP Code

Neighborhood



Median household income (\$)

108398



122844

57837

122844

Range in current extent

[Add filter variable](#)

My Potential Customers

Other Businesses Like Mine

Consumer spending

Show: ☐ Demographic Characteristics ☒ Economic Characteristics ☐ Housing Characteristics

Median household income (\$)

Population with a High School degree and over (%)

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Population 16 years old and over in labor force

Use Variable

Apply Filter

Cancel

Set Transparency:

VITA, Esri, HERE, DeLorme, Intermap, iPC, US





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Your industry

Location

Thematic Map Variable

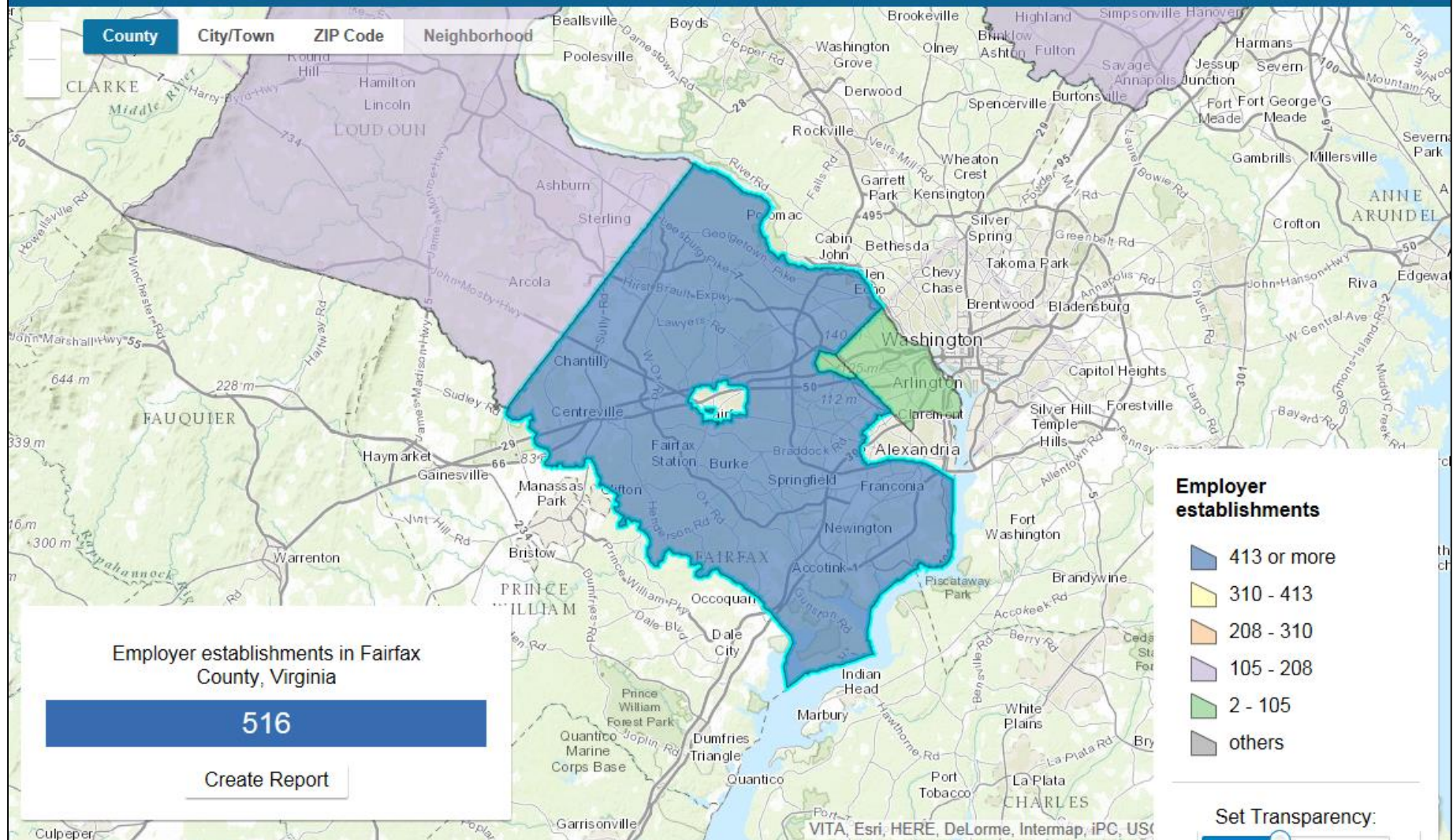
Filter

Professional Services, Real Estate

Fairfax County, Virginia

Employer establishments

Median household income (\$)





# Census Business Development Tool: Small Business Edition

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Your industry

Location

Thematic Map Variable

Filter

Professional Services, Real Estate

Vienna town, Virginia

Total population

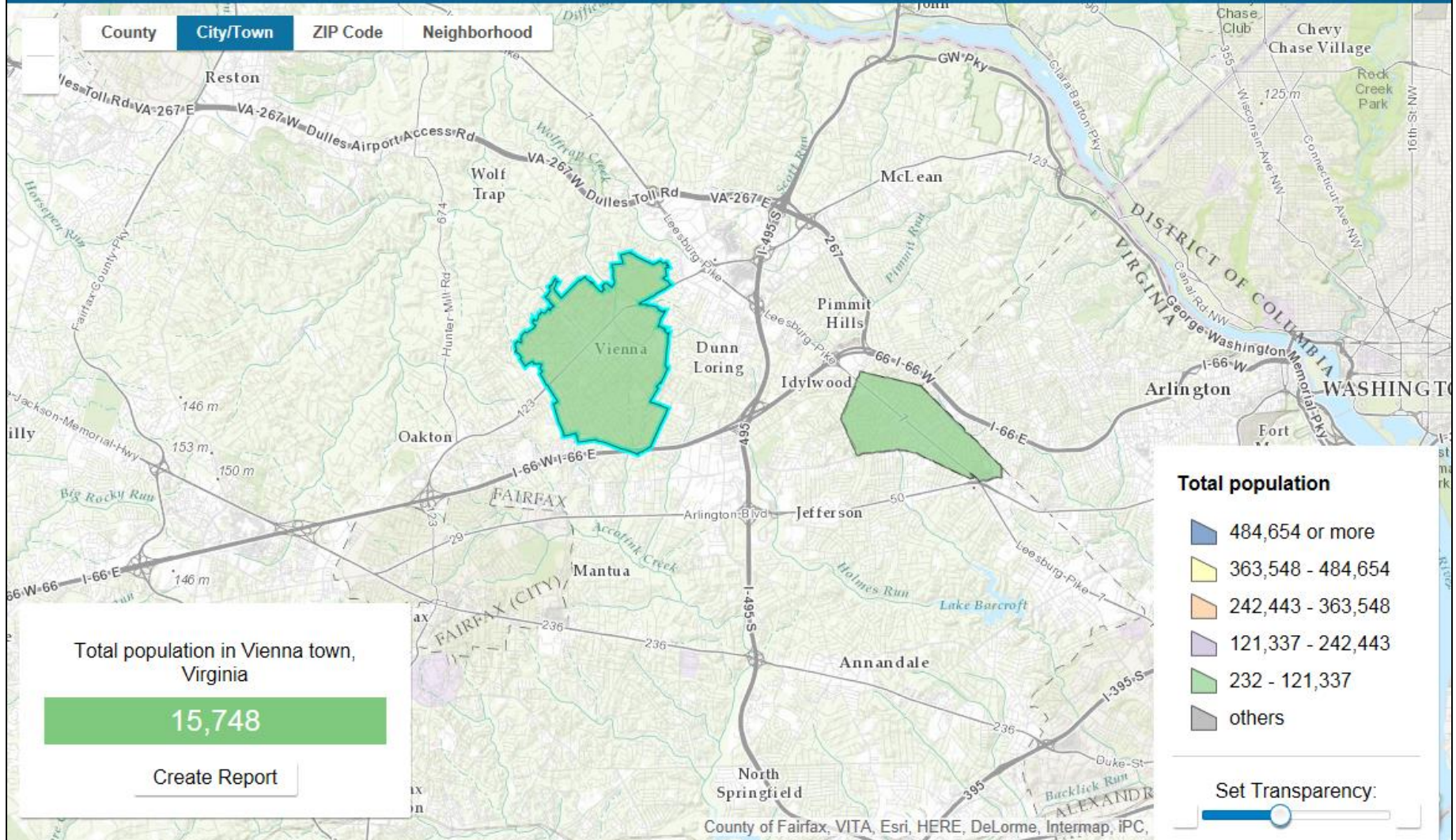
Median household income (\$)

County

City/Town

ZIP Code

Neighborhood





# Census Business Development Tool: Small Business Edition

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Your industry

Location

Thematic Map Variable

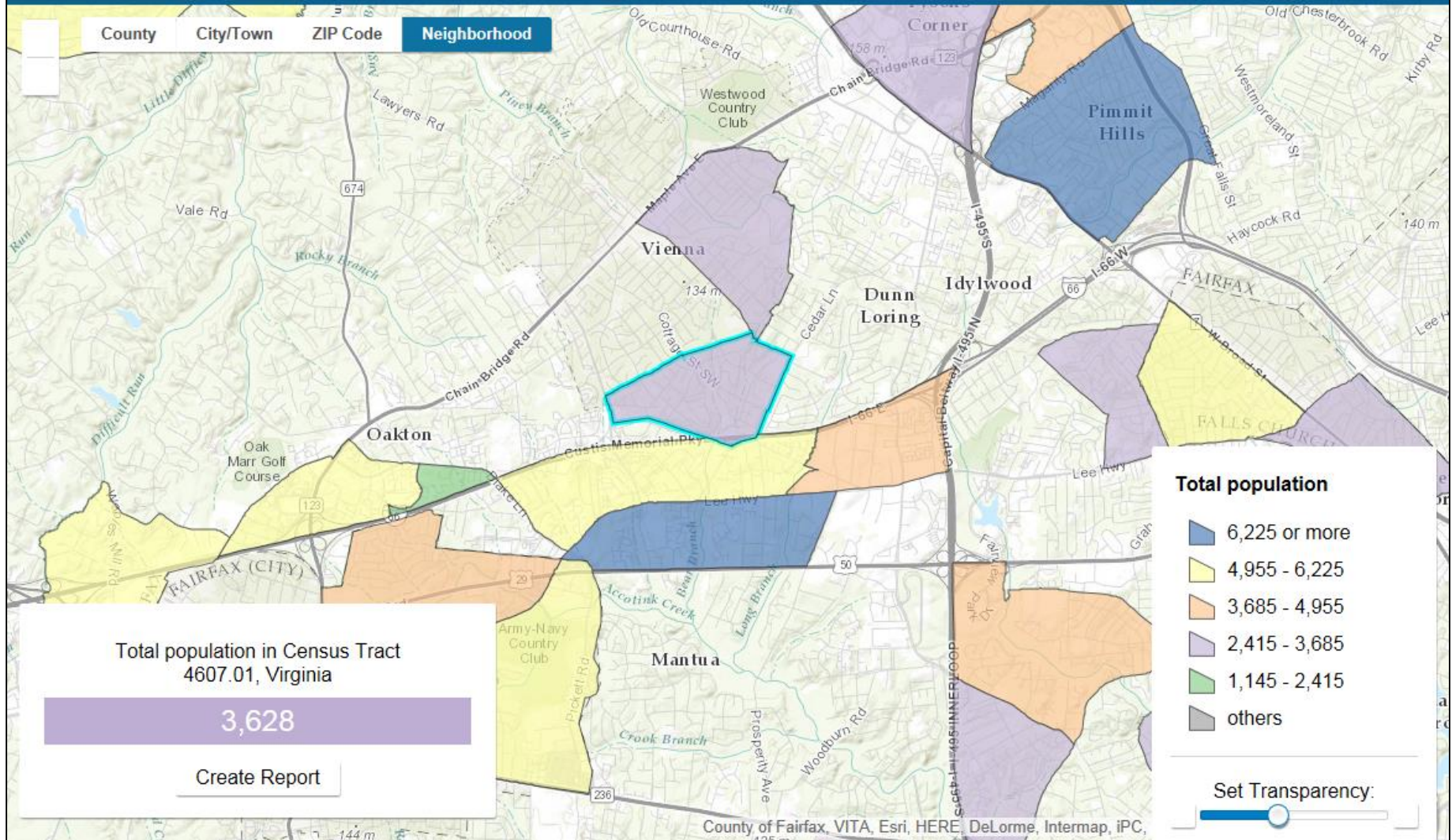
Filter

Professional Services, Real Estate

Census Tract 4607.01, Virginia

Total population

Median household income (\$)







## Census Business Development Tool: Small Business Edition

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Your industry

Location

Thematic Map Variable

Filter

Professional Services, Real Estate

Vienna town, Virginia

Total population

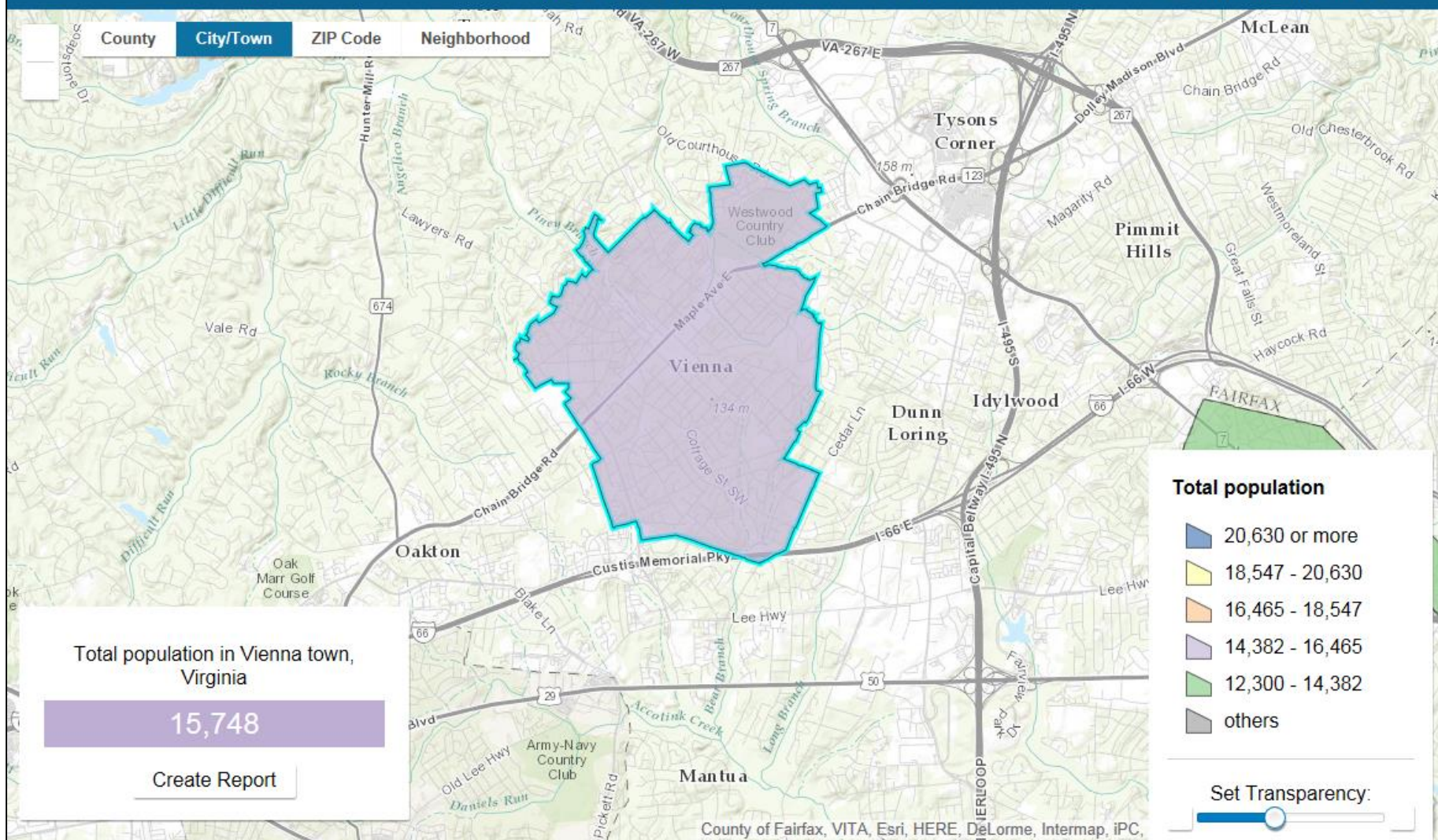
Median household income (\$)

County

City/Town

ZIP Code

Neighborhood



Total population in Vienna town,  
Virginia

15,748

Create Report

### Total population

- 20,630 or more
- 18,547 - 20,630
- 16,465 - 18,547
- 14,382 - 16,465
- 12,300 - 14,382
- others

Set Transparency:

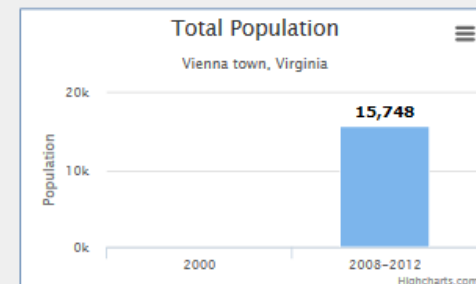
County of Fairfax, VITA, Esri, HERE, DeLorme, Intermap, iPC,

## Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Vienna town, Virginia

### Who are my Potential Customers?

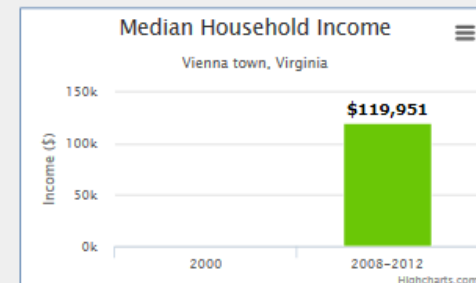
#### Demographic Characteristics

Total population: **15,748**  
 Population 18 and over (%): **74%**  
 Population 65 years old and over (%): **14%**  
Race Breakout  
 White: **12,502**  
 Black: **391**  
 American Indian or Alaska Native: **28**  
 Asian: **1,784**  
 Native Hawaiian or Pacific Islander: **0**  
 Some Other Race: **828**  
 Two or more Races: **215**  
 % Hispanic or Latino: **13.3%**



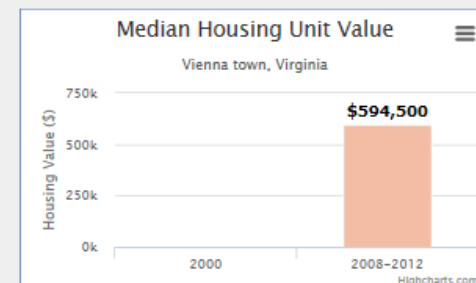
#### Economic Characteristics

The median household income: **\$119,951**  
 Population w/ high school degree or more (%): **89.9%**  
 Population w/ bachelor's degree or more (%): **64.6%**  
 Population in Poverty (%): **3.1%**  
 Employment rate (%): **69.3%**  
 Population 16 or over in labor force (%): **72.1%**



#### Housing Characteristics

Owner-occupied housing units: **4,131**  
 Renter-occupied housing units: **1,231**  
 Single-family detached housing units: **4,353**  
 Home ownership rate (%): **77.0%**  
 Gross vacancy rate (%): **1.4%**  
 Median value of housing units: **\$594,500**  
 Median monthly cost: **\$2,519**  
 Median gross rent: **\$1,859**



Source: [2012 American Community Survey](#)

### What About Other Businesses Like Mine?

#### Employer Businesses

**2012**

Coming Soon

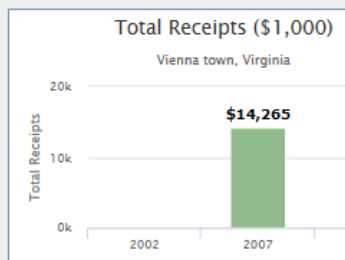
Source: [2012 Economic Census](#)

**2007**

Number of Offices of Real Estate Agents and Brokers: **12**  
 Total employment: **25**  
 Total annual payroll: **\$1.4M**  
 Total receipts: **\$14.3M**

Average annual payroll per employee: **\$56,400**  
 Receipts per business: **\$1,188,750**  
 Receipts per employee: **\$570,600**

Source: [2007 Economic Census](#)



#### Nonemployer Businesses

(Information on Nonemployer Businesses is not available at the Place level)



# 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**
- No industry selection
- Same **demographic** and **economic** data as *SBE*
- View data for chamber **components**
- Add **Chamber boundary** selection & **data aggregation**
- *Chamber of Commerce Profile* report

# Contact Information

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