

Census Business Builder: Small Business Edition

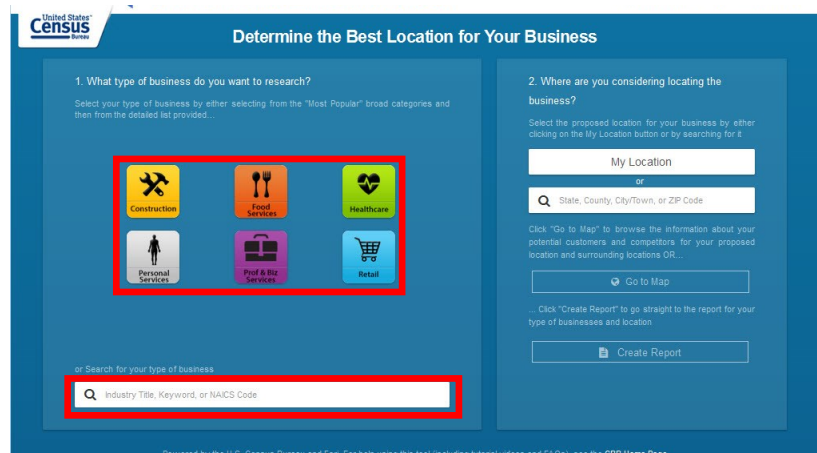
OVERVIEW INSTRUCTIONS

cbb.census.gov/sbe/#

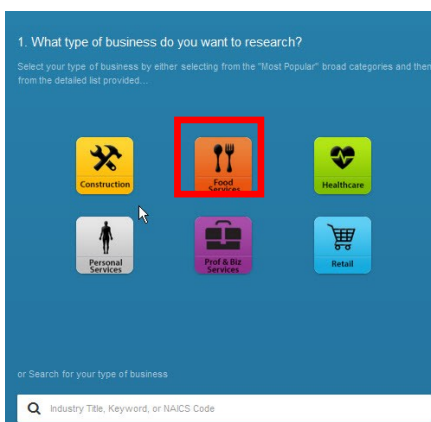
Census Business Builder: Small Business Edition provides easy access to information about the residents and businesses to help you open or expand your business. The tool presents key information that entrepreneurs and small business owners need to better understand their market. The information is accessed via a few simple steps...

OVERVIEW

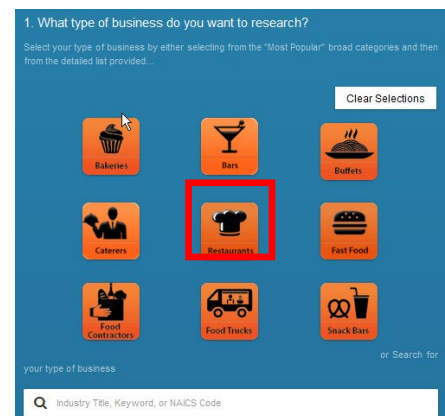
- 1 First, you select the type of business you are interested in researching by either choosing from the Most Popular menu or by using the Search.



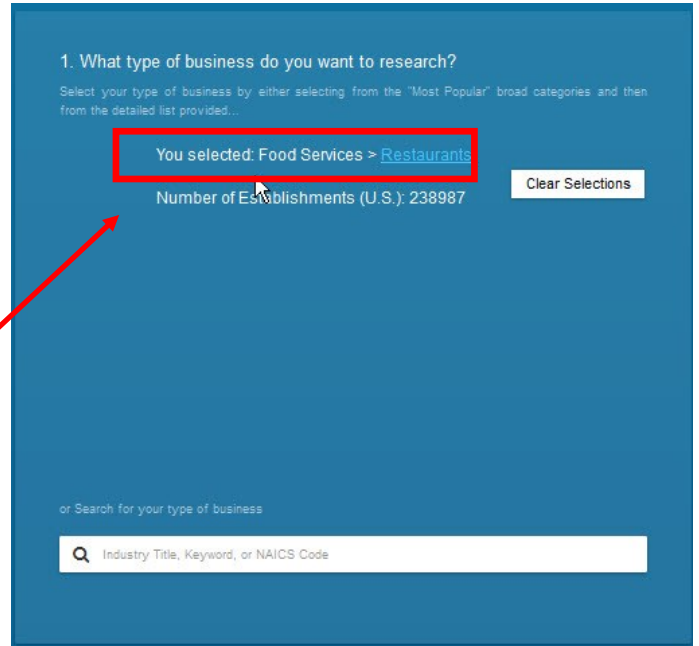
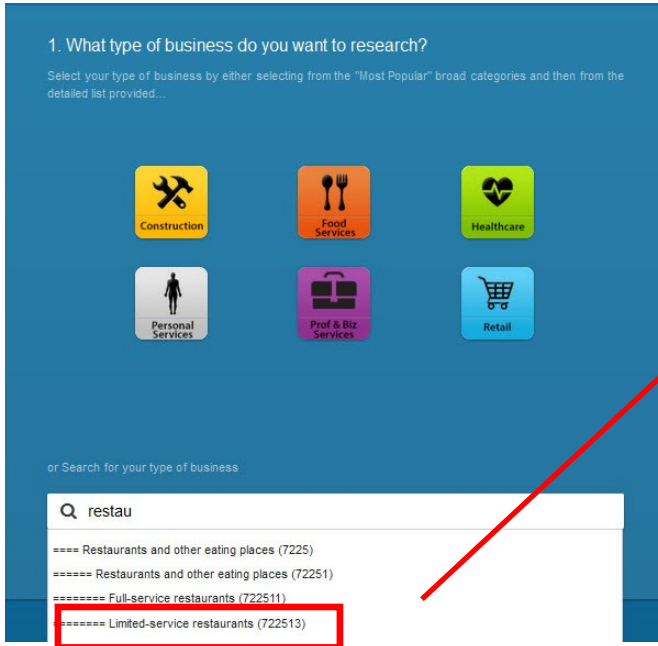
- 2 To use the Most Popular menu, you first select the broad category that best describes the business.



- 3 Then you select the detailed business type.

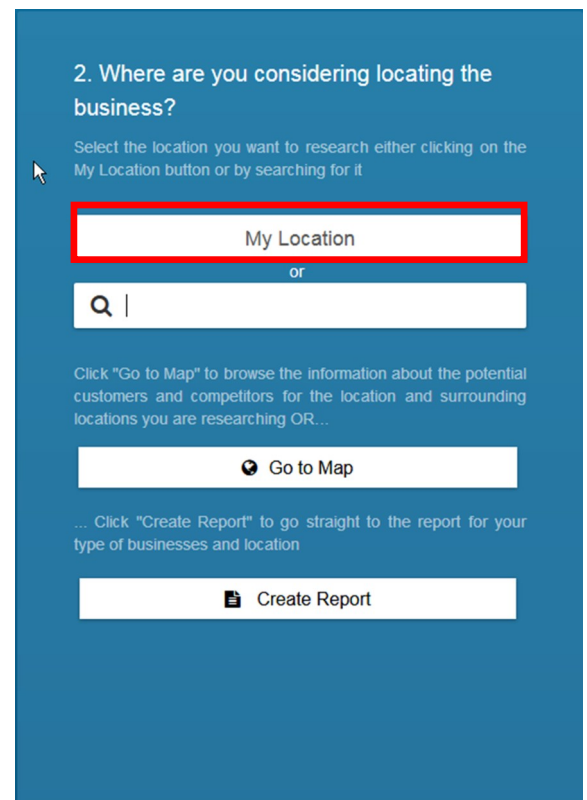
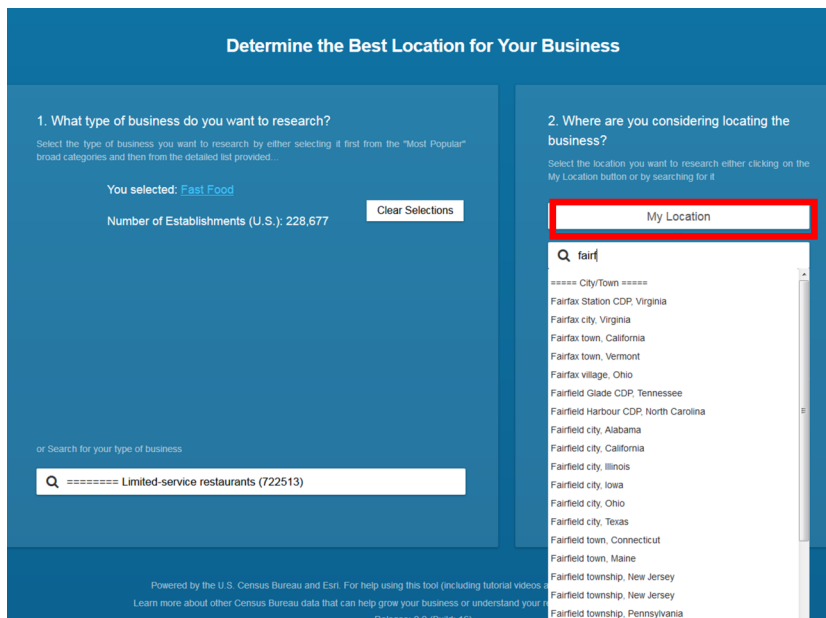


- 4 To use the Search option, type the industry name or NAICS code. Then select the corresponding result.



- 5 Next, you select the business location by either searching for the name of the county, city/town, or ZIP Code.

- 6 Or by clicking the Go To Location button that identifies where you are currently located.



7 You can click “go to map” which will take you to the map where you can

8 Or, you can click “create report” which generates a report for the chosen industry

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

You selected: [Fast Food](#)
Number of Establishments (U.S.): 228,677

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it

My Location
or
Fairfax County, Virginia

Click "Go to Map" to browse the information about the potential customers and competitors for the location and surrounding locations you are researching OR...

Go to Map

... Click "Create Report" to go straight to the report for your type of businesses and location

Create Report

or Search for your type of business

9 Selecting Go to Map brings you to a map with the selected location highlighted and the Map Variables menu opened.

This menu allows you to select and browse the demographic and economic data for your business and location by selecting a single map variable from the menu.

Census Business Builder: Small Business Edition - 2.2

United States Census Bureau

Change Your Industry: Food Services, Fast Food

Change Your Location: Fairfax County, Virginia

Select Map Variable: Total population

Select Your Filter: Not Applied

State County City/Town ZIP Code Tract

Fairfax County, Virginia

Total population

1,128,722
Total population

2009-2010 2011-2015

Median household income: \$112,550

Homeownership rate: 67.7%

Employer establishments: 907

Please Select a Map Variable

Primary Category: Customers, Businesses, Consumer Spending, My Variables

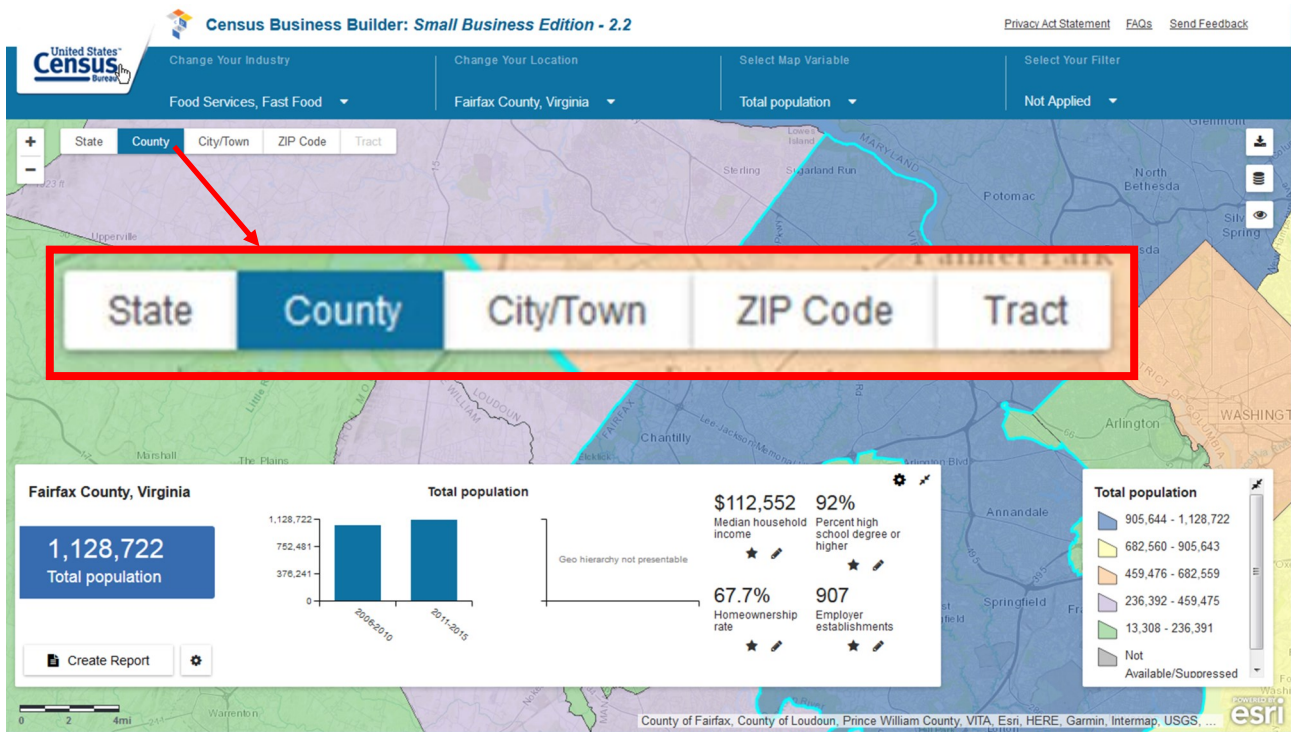
Secondary Category: Demographic Characteristics (2015), Socioeconomic Characteristics (2015), Housing Characteristics (2015)

Map Variables: Total population, Percent 18 years and over, Percent under 5 years, Percent under 18 years

Create Report

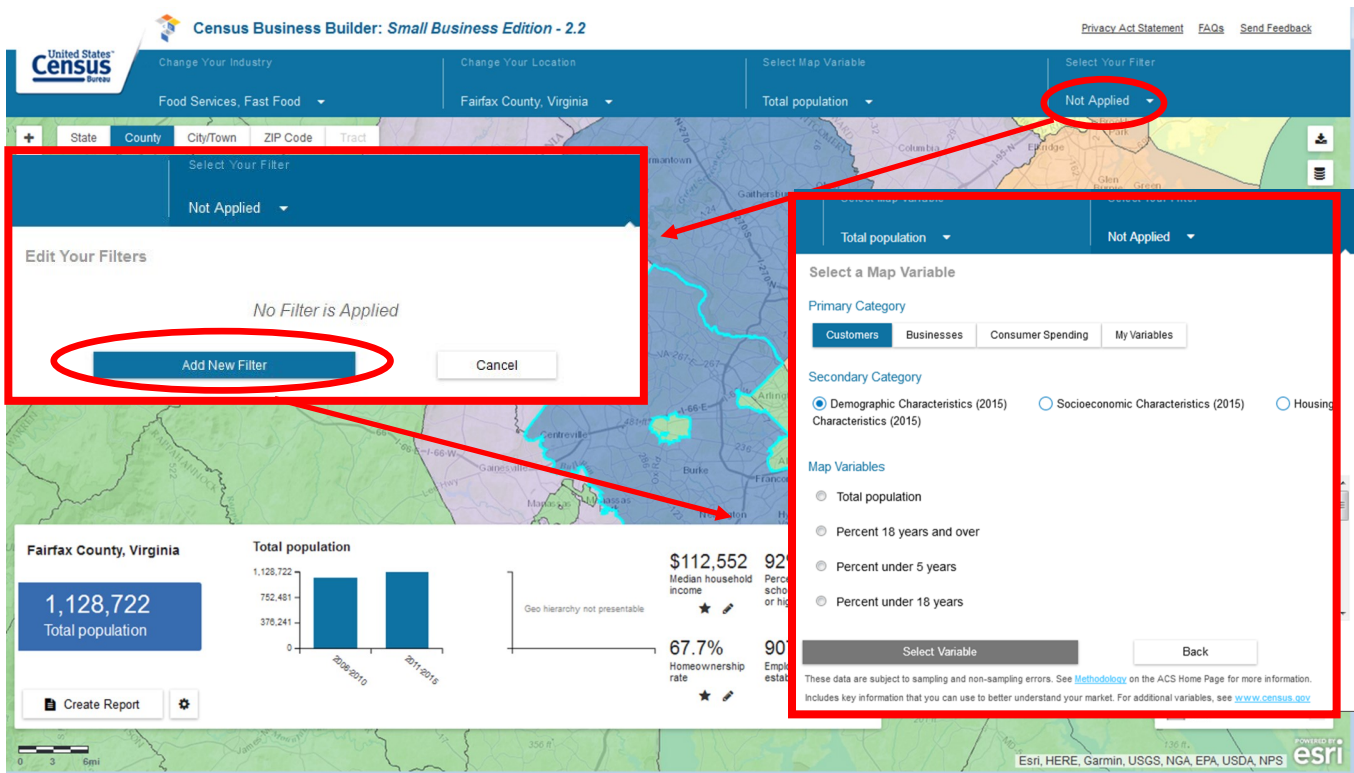
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The information can be viewed not only at the County level but also for other areas by selecting from the “Geographic Level” menu. You can also change geography by clicking directly on the map.



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Once you have selected a variable to view on the map, you can refine the geographic areas displayed by using the “Filter” menu. (Please see the “Tips and Tricks” and the “Filter Your Results” instructions).



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You can download the data as CSV or Excel format for the variable presented on the map by clicking the Download button.

The screenshot shows the 'Census Business Builder: Small Business Edition - 2.2' interface. The top navigation bar includes 'Change Your Industry' (set to 'Food Services, Fast Food'), 'Change Your Location' (set to 'Fairfax County, Virginia'), 'Select Map Variable' (set to 'Average revenue per employee'), and 'Select Your Filter' (set to 'Average revenue per employer (\$1,000) (\$...'). Below this, a map of Fairfax County, Virginia, is displayed with various data points. A red box highlights the 'CSV' and 'Excel' download options in the top right corner. Another red box highlights the 'Create Report' button in the center of the map. A third red box highlights the 'Create Report' button in the bottom left corner of the data panel. The data panel shows 'Fairfax County, Virginia' with an 'Average revenue per employee' of '\$66,259'. It also includes two bar charts: one comparing 2007 and 2012 data, and another comparing Fairfax County, Virginia, and the U.S. Key statistics include a median household income of \$112,552, 92% of the population with a high school degree or higher, a 67.7% homeownership rate, and a total population of 1,128,722. A legend on the right side of the map shows color-coded ranges for 'Average revenue per employee'.

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When you are done browsing the data, you can view a Profile Report for your industry and location by clicking on the "Create Report" link. Your report will build in a new window.

The screenshot shows the 'LOCAL BUSINESS PROFILE' report for 'Fast Food - Fairfax County, Virginia'. The report is titled 'Contents' and is divided into five sections: #1: Contents, #2: My Potential Customers, #3: Business Summary, #4: Consumer Spending, and #5: About Data. The main content area provides a detailed overview of what will be found in the report, including sections on 'My Customers', 'Businesses Like Mine', and 'Consumer Spending'. The 'My Customers' section states that it provides summarized demographic information for Fairfax County, Virginia. The 'Businesses Like Mine' section provides information about fast food businesses in Fairfax County, Virginia, including volume, finance, and ownership. The 'Consumer Spending' section provides a high-level overview of spending patterns of consumers in Fairfax County, Virginia.

The interactive, printable and downloadable report can be used in your business plans and other documents.



LOCAL BUSINESS PROFILE

Fast Food - Alexandria city, Virginia

Display MOEs

Download Data

Help

CONTENT

- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: Nonemployer Businesses

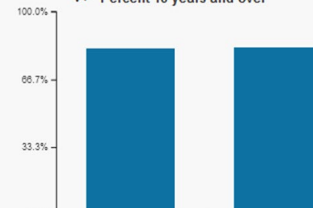
My Potential Customers

Includes information on total population and population by age, race, and ethnicity from the 2006-2010 and the 2011-2015 American Community Survey 5-year estimates

graphic Characteristics (2015)

Name	Estimate		
Total population	149,315	↗	📍
Percent 18 years and over	82.3%	↗	📍
Percent under 5 years	7.5%	↗	📍
Percent under 18 years	17.7%	↗	📍
Percent 21 years and over	80.4%	↗	📍
Percent 65 years and over	9.8%	↗	📍

Percent 18 years and over



Nonemployer Businesses

Includes key statistics for businesses with no paid employees (such as independent contractors and sole proprietors (Nonemployers)) from the 2007 and 2012 Economic Census and the 2009 thru 2014 Nonemployer Statistics programs

Name	Estimate		
Nonemployer firms	22	↗	📍
Revenue of nonemployer firms (\$1,000)	\$1,589 (1,000)	↗	📍
Revenue per nonemployer firm (\$1,000)	\$72 (1,000)	↗	📍

Revenue per nonemployer firm (\$1,000)



Consumer Spending

Includes information on per capita consumer expenditures in 2015 from the 2011-2015 American Community Survey 5-year estimate and Esri

Name	Estimate
Total per capita consumer expenditures (\$)	\$51,691
Per capita consumer expenditures on Dining out (Food away from home) (\$)	\$2,474
Per capita consumer expenditures on Entertainment / Recreation (\$)	\$2,302
Per capita consumer expenditures on Financial Investments (\$)	\$2,028
Per capita consumer expenditures on Health Care (\$)	\$2,971
Per capita consumer expenditures on Household Services (\$)	\$1,353
Per capita consumer expenditures on Housing (\$)	\$16,189

Thank you for your interest in the Census Business Builder. Please view the accompanying handouts that present step-by-step instructions on detailed features of the tool, plus the Tips handout that provides hints on how best to use the tool.

To access the Regional Analyst Edition, please visit: cbb.census.gov/rae/#

Contact Us

To learn more about CBB visit: census.gov/data/data-tools/cbb/html

If you need help using CBB or would like to schedule a webinar or in person demonstration, please contact Andy Hait at: andrew.w.hait@census.gov or (301)763-6747.