CENSUS BUSINESS BUILDER

Go to:  www.census.gov, choose Explore Data> Data Tools and Apps>Census Business Builder

There are two different editions of Census Business Builder. Small Business Edition Version 2.5 and the Regional Analyst Edition. We will look at the Small Business Edition, which provides key data to help formulate a business plan or better understand the potential market for a new business.

We are thinking about starting a Catering Business. We will want to see how many other businesses there are in Tompkins County and the average sales per business.

You will be prompted to choose the type of businesses you want to research. We will choose:

Food Services, You may also search by Industry Title, Keyword or NAICS Code.

1. What type of business do you want to research?

Select your type of business by either selecting from the "Most Popular" broad categories and then from the detailed list provided...
We will then choose **Caterers**

You will then be prompted to choose a potential location such as **county, city, zip code, etc.**

It is advisable to choose **County** as a starting point, as choosing smaller areas may not turn up enough information.

2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the My Location button or by searching for it

- **My Location**
- Q County, City/Town, or ZIP Code

We will choose **Tompkins County, New York**. You will then have two options: **Go to Map** or **Create Report**.

Click "Go to Map" to browse the information about your potential customers and competitors for your proposed location and surrounding locations OR...

- **Go to Map**

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

- **Create Report**
Choose one of the following: My Potential Customers, Other Businesses Like Mine or Consumer Spending. You will then choose a Secondary Category and One Map Variable.

This will show information about the particular area that you have chosen. You may also look at surrounding areas by moving the mouse to the adjacent counties, since depending upon location the population in these may also be your potential customers.

Create a Report will generate the following Business Profile: This can be printed and the data downloaded.
This is an example of some of the information that is available.

**Business Summary**

- **Sector Code:** 72232
- **Sector Name:** Caterers

**Sector Description:**
Caterers - Includes businesses that primarily provide single-event food services, with food prepared off-site and transported to the event site. Also includes banquet halls with catering staff (NAICS 72232)

**Employer Businesses**

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer establishments</td>
<td>11</td>
</tr>
<tr>
<td>Total employment of employers</td>
<td>113</td>
</tr>
<tr>
<td>Total annual payroll of employers ($1,000)</td>
<td>$2,118</td>
</tr>
<tr>
<td>Average employment per employer</td>
<td>10</td>
</tr>
<tr>
<td>Average payrol per employee</td>
<td>$16,743</td>
</tr>
<tr>
<td>Population per employer</td>
<td>9,492</td>
</tr>
</tbody>
</table>