



## FINDING THE RIGHT LOCATION - GUIDE

### KNOW YOUR CUSTOMER: CENSUS BUSINESS BUILDER

Census Business Builder gives you information about your target customers by zip code. Simply click 'Go to Map' to find information including but not limited to total population by age, race, education, median income, etc.

### KNOW LOCAL TRANSIT OPTIONS: ALLTRANSIT

AllTransit allows you to compare transit accessibility of different locations and provides general information on the number of target customers that can reach your business within a thirty-minute travel time as well as the number of potential workers within a thirty-minute commute.

### KNOW YOUR CITY

The Chicago Business License Map shows you nearby businesses and provides information on the licenses they hold.

The Zoning Districts Map provides information on zoning rules that may apply to your desired location, concentration of business activity surrounding your selected location as well as business activity throughout the city.

- [City of Chicago Data Portal - Business Licenses Map](#)
- [City of Chicago Data Portal - Zoning Districts](#)

You can use this Reference Guide to see a summary of which business license and zoning districts apply to your business.