

Census Business Builder 2.2:
What's Coming in July

**Presented by Chip Walker
to
New Jersey State Data Center
Annual Network Meeting
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A Change in Customer Focus

- Serving our “traditional” customers
 - “Power Users” vs Others
- Underserved customers
 - Small businesses and entrepreneurs
 - Regional Planning groups
- Ongoing tool changes

The screenshot displays the U.S. Census Bureau website interface. At the top, there is a search bar and navigation links for "U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs". The main navigation bar includes "United States Census Bureau" and several menu items: "Topics" (Population, Economy), "Geography" (Maps, Geographic Data), "Library" (Infographics, Publications), "Data" (Tools, Developers), "About the Bureau" (Research, Surveys), and "Newsroom" (News, Events, Blogs). A prominent orange banner features the headline "Mining, Quarrying, Oil and Gas Extraction Booming" with a sub-headline stating that establishments rose by 26.4 percent. Below this, there are three main content blocks: "Population Clock" showing U.S. and World population counts, "QuickFacts" with a map and the text "Quick, easy access to facts about people, business, and geography.", and "U.S. Census Bureau Economic Indicators" listing reports like "Advance Report Durable Goods" and "New Residential Sales". A "Latest News" section includes articles such as "Young Adults in America, Live on C-SPAN's 'Washington Journal'" and "2013 Survey of Public Pensions". A "Stat of the Day" box highlights that more young adults are going to college, up from 26% in 1980.

Census Business Builder Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Leverage existing Census investments
- Use latest technologies
- Free



CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

Tool Links

Widgets

Flyers

The screenshot shows the Census Business Builder (CBB) home page. At the top, there is a navigation bar with links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. Below this is a search bar and a breadcrumb trail: Census.gov > Data > Data Tools > Census Business Builder (CBB). The main content area is titled "Data" and features a "Census Business Builder (CBB)" section. This section includes a "2.1 Update" tab, a "2.0 Beta" tab, and an "Overview" tab. A "Promo Video" is embedded in the main content area. Below the video are two editions: "Small Business Edition" and "Regional Analyst Edition". A "Help & FAQs" link is also present. The page lists "Key Features" and "Widgets". At the bottom, there are "Flyers" for the Small Business Edition and Regional Analyst Edition, and a "Feedback" section.

Annotations on the page:

- Promo Video:** A red arrow points to the video player titled "Census Business Build...".
- Overview and Tutorial Videos and recorded webinars:** A red arrow points to the "Videos & Webinars" tab.
- Help:** A red arrow points to the "Help & FAQs" link.
- Tool Links:** Red arrows point to the "2.1 Update", "2.0 Beta", and "Overview" tabs.
- Widgets:** A red arrow points to the "View widgets" link under the "Widgets" section.
- Flyers:** A red arrow points to the "View flyers" link under the "Flyers" section.

Promo Video

Overview and Tutorial Videos and recorded webinars

Help

Determine the Best Location for Your Business

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...



or Search for your type of business

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

or

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

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

Define your region

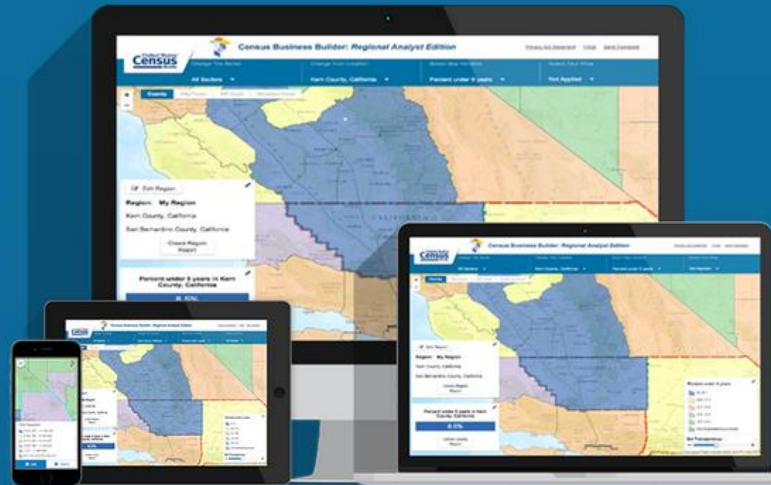
1. What is the primary county or city/town in your region?

Select the primary county or city/town in your region by either clicking on the My Location button or by searching for it

My Location

or

County or City/Town



What's Coming in July 2017?

- More/updated **content**
 - **Agriculture** data
 - **International Trade** data
 - More **Consumer Spending** data
 - **Additional** data variables
 - **Latest** CBP and NES data
- More/updated **features**
 - Reference Layers Import
 - From a **Gallery**
 - From a **Shapefile**
 - From a **Map Service**
 - Upload your **own data** (Excel)
 - Improved Map **Data Download**
 - **Expanded** Reports
 - **Usability** Improvements

Please Select a Map Variable

Primary Category

Customers **Businesses** Consumer Spending My Variables

Secondary Category

Employers Nonemployers Key Ratios International Trade

Map Variables

Imports

Exports

Imports by Air

Imports by Vessel

Select Variable Cancel

Please Select a Map Variable

Primary Category

Customers **Businesses** Consumer Spending My Variables

Secondary Category

Employers Nonemployers Key Ratios International Trade

Map Variables

Number of farm operations (Ag only)

Total number of farm operators (Ag only)

Total contract and hired labor expense (Ag only)

Total farm-related receipts (Ag only)

Select Variable Cancel

Information may not be available for all industries and areas to protect the privacy of individual companies. Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

Add New Layer

Choose a Method

Choose from the gallery **i**

Upload Shapefile **i**

Add web service **i**

Choose a Layer from the Gallery

TIGERWeb Legislative Boundaries

TIGERWeb Urban Areas

TIGERWeb American Indian, Alaska Native, and Native Hawaiian Areas

TIGERWeb...

Apply Cancel

Please Select a Map Variable

Primary Category

Customers **Businesses** **Consumer Spending** My Variables

Map Variables

Total per capita consumer expenditures

Per capita consumer expenditures on Alcoholic beverages

-- Per capita consumer expenditures on Alcoholic beverages consumed at home

-- Per capita consumer expenditures on Beer consumed away from home

Select Variable Cancel

Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

Please Select a Map Variable

Primary Category

Customers **Businesses** Consumer Spending **My Variables**

Map Variables

Browse... No file selected.

Select Variable Cancel

Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

Closing

- Easy to use and Customer focused?
 - Send us feedback!
 - Pass the word to your friends and colleagues
- Census data and more?
 - What else should we add or remove? Data? New functionality?



Questions?



Thank You!

Questions? Contact Chip:
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