# *Census Business Builder 2.2:*
# What's Coming in July

## Presented by Chip Walker
## to
## New Jersey State Data Center
## Annual Network Meeting
## Wednesday, June 14, 2017

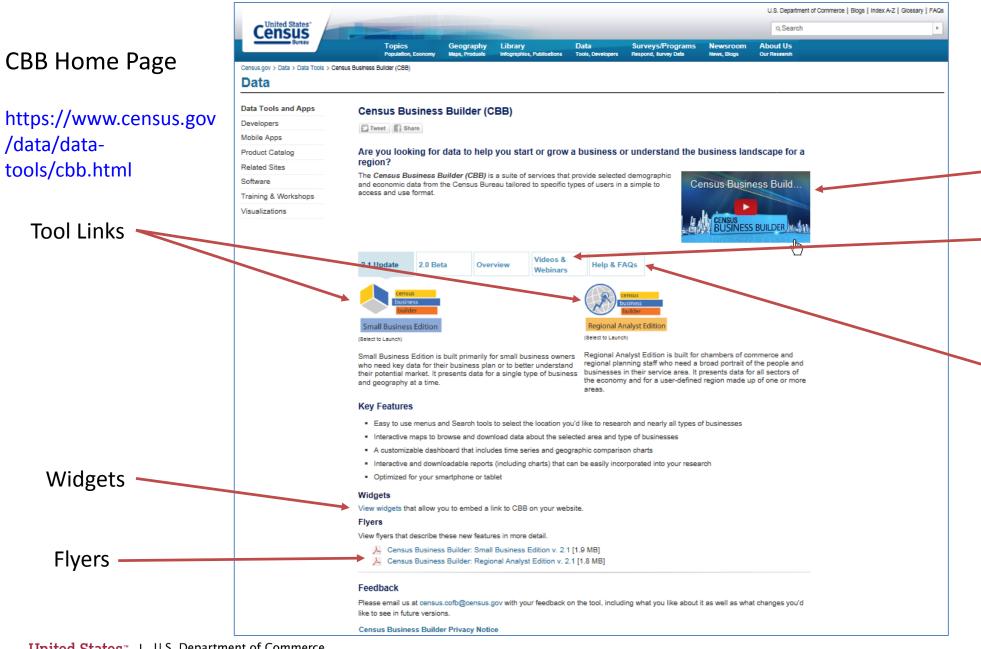# A Change in Customer Focus

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

# *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

Overview and Tutorial Videos and recorded webinars

Promo Video

Help

Widgets

Flyers

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# 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...

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

🔍 Industry Title, Keyword, or NAICS Code

## 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

🔍 State, County, City/Town, or ZIP Code

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

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the CBB Home Page

Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the Census Home Page

Release: 2.2 (Build: 10)

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# 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

| Q County or City/Town |

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# 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 |

Information are o...

Includes key infor...

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## 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

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## Add New Layer

**Choose a Method**

● Choose from the gallery ⓘ

○ Upload Shapefile ⓘ

○ Add web service ⓘ

**Choose a Layer from the Gallery**

TIGERWeb Legislative Boundaries

TIGERWeb Urban Areas

TIGERWeb American Indian, Alaska Native, and Native Hawaiian Areas

TIGERWeb School District

| Apply | | Cancel |

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## 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.c...

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## 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

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# 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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