

Census Business Builder: Regional Analyst Edition

Helping Organizations Better Understand their Region



census
business
builder

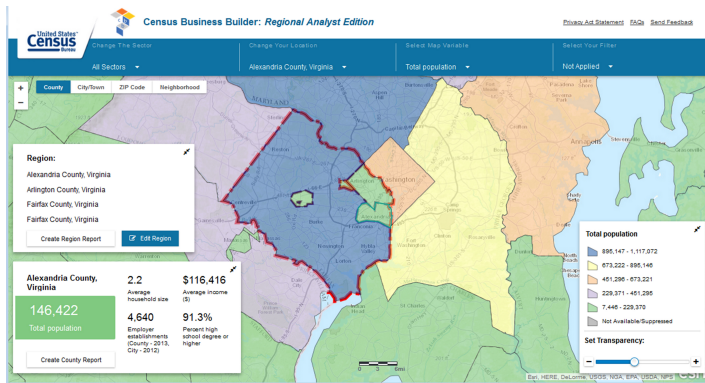
A tool that presents key demographic and economic information about a user-defined region.

Regional Analyst Edition

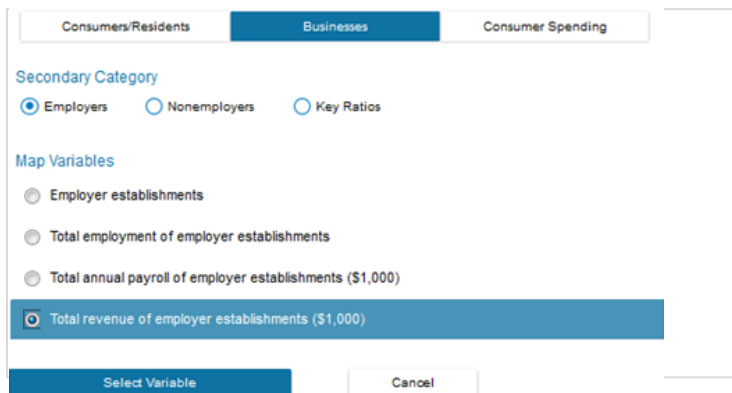
To access the tool, please visit:
<http://census.gov/data/data-tools/cbb.html>

Three Easy Steps

1 Define the boundaries of your region and name your region.



2 Browse the information for your region on the map.



3 View profile reports of your region and its components.

“Census Business Builder” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the **Small Business Edition** and a **Regional Analyst Edition**, but will include other tailored editions in the future.

The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business. The **Regional Analyst edition** presents the same statistics to help organizations better understand their regions. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or market.
- Ability to compare data to neighboring counties.
- Downloadable and printable business reports with county-level information dynamically generated from Census Bureau data.

Geographic Areas Covered:

- Demographic and consumer spending data are shown at the city/town/place, County, neighborhood (census tract) levels.
- Economic data are shown at the County and city/town levels.

Sectors:

Version 1.2 of the tool provides information for the 18 sectors covered by Census Bureau economic programs including:

- Accommodation and food services
- Construction
- Healthcare
- Manufacturing
- Professional, Scientific, and Technical Services
- Retail Trade

