

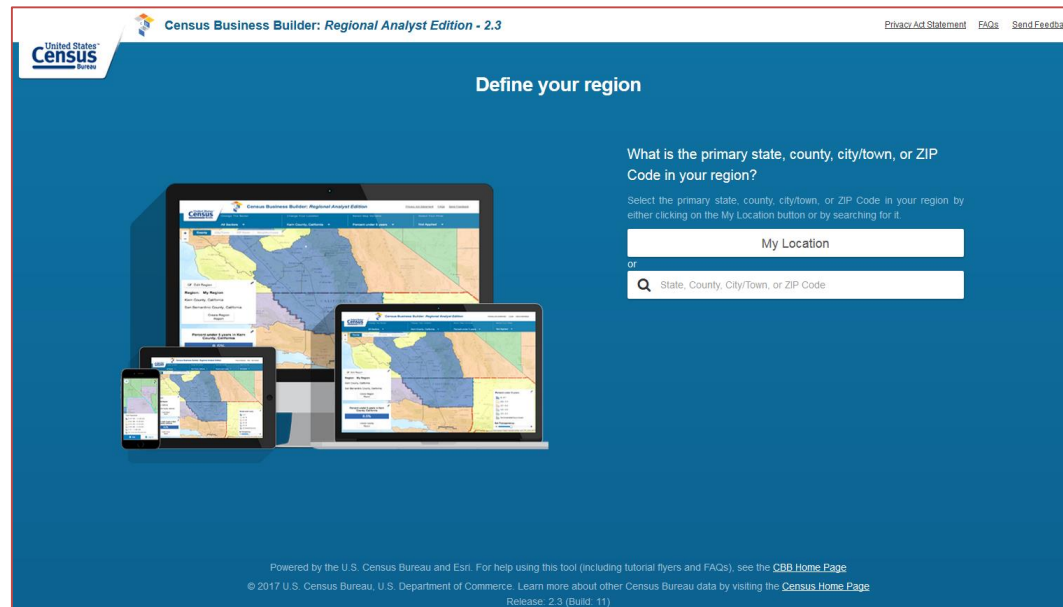
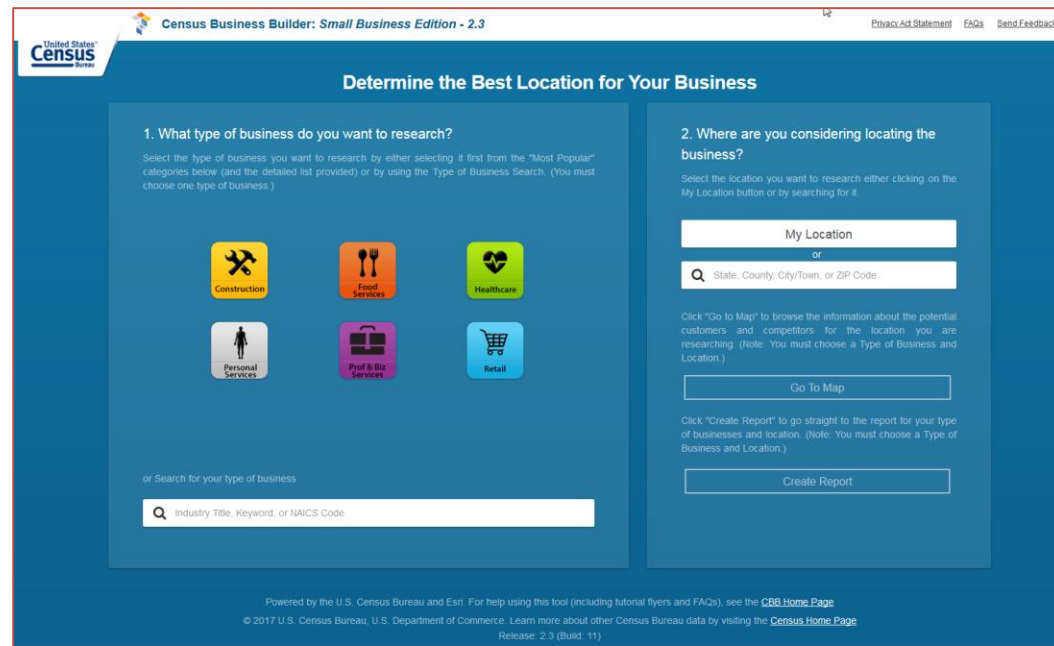
# Introducing (and an Update on) *Census Business Builder* 2.3

Presented by:

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U.S. Census Bureau

# Census Business Builder: Small Business and Regional Analyst Editions



## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

CBB Home Page

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

## Industry Selection

Choose the type of business to research via the “Most Popular” buttons...

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" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Clear Selections

... or via the Industry Search

Boxes, jewelry, wood or part wood, manufacturing (321920)

==== Metal coating, engraving (except jewelry and silverware), and allied services to manufacturers (332812)

==== Jewelry and silverware manufacturing (33991)

==== Jewelry and silverware manufacturing (339910)

==== Jewelry, watch, precious stone, and precious metal merchant wholesalers (42394)

==== Jewelry, watch, precious stone, and precious metal merchant wholesalers (423940)

Antique jewelry merchant wholesalers (423940)

Costume jewelry merchant wholesalers (423940)

Jewelry merchant wholesalers (423940)

Jewelry boxes merchant wholesalers (424990)

Costume jewelry stores (448150)

Jewelry stores, costume (448150)

==== Jewelry, luggage, and leather goods stores (4483)

==== Jewelry stores (44831)

==== Jewelry stores (448310)

Jewelry stores, precious (448310)

Jewelry design services (541490)

Jewelry repair shops without retailing new jewelry (811490)

Q jewelry

# CBB: SBE “Splash Page”

United States Census Bureau

Census Business Builder: Small Business Edition - 2.3

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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" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

List of business categories

or Search for your type of business

Q 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

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

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

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

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Release: 2.3 (Build: 14)

# CBB: SBE "Splash Page"

Location Selection

United States Census Bureau  
Census Business Builder: *Small Business Edition* - 2.3  
Privacy Act Statement | FAQs | Send Feedback

## 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" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare  
Personal Services | Prof & Biz Services | [List of business categories](#)

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

Go To Map

Create Report

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

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Release: 2.3 (Build: 14)

Choose the location to research via the "My Location" button...

My Location  
or  
State, County, City/Town, or ZIP Code

==== ZIP Code =====  
21114  
==== County =====  
Anne Arundel County, Maryland  
==== Tract =====  
Census Tract 7022.09, Maryland  
==== City/Town =====  
Crofton CDP, Maryland  
==== State =====  
Maryland

... or via the Geography Search

anne |

==== County =====  
Anne Arundel County, Maryland

When have selected both an Industry and Geography, Go To Map and Create Report buttons will activate



# CBB: SBE “Map Page”

Menu Bar

Use the options in this menu to change the:

- Kind of business being researched
  - Location being researched
- (You don't have to return to the Splash Page to change these.)

You can also use this menu to change the:

- Variable (data item) displayed on the map
- Variable(s) used to filter the geographic areas shown on the map

(More on these last 2 in the following slides)

**Census Business Builder: Small Business Edition - 2.3**

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Change Your Industry: Food Services, Restaurants

Change Your Location: Anne Arundel County, Maryland

Select Map Variable: Total population

Select Your Filter: Not Applied

State: County City/Town ZIP Code Tract

**Anne Arundel County, Maryland**

**559,737 (n/a)**  
Total population (MoE +/-)

**Total population**

Year	Total population
2007-2011	559,737
2012-2016	559,737

Geo hierarchy not presentable

**\$91,918**  
Median household income (\$1,140)

**91.9%**  
Percent high school degree or higher (1%)

**73.9%**  
Homeownership rate (0.6%)

**386**  
Employer establishments (n/a)

**Total population**

- 621,000 - 1,132,887
- 249,776 - 559,737
- 139,548 - 243,465
- 37,668 - 90,527
- 13,597 - 32,653

Map Configuration: Default Scheme, Quantile Classing Method

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS | Powered by Esri

# Map Variables Menu: Data in CBB 2.3

Please Select a Map Variable

Primary Category

Customers Businesses Workforce Consumer Spending My Variables

Secondary Category

Demographic Characteristics  Socioeconomic Characteristics  Housing Characteristics

Map Variables

Total population

Percent under 5 years

Percent under 18 years

Percent 18 years and over

This data variable is already displayed on Map

Select Variable Close

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.  
Includes key information that you can use to better understand your market. To learn more, see [www.census.gov](http://www.census.gov)

**Customers Data** from the American Community Survey 5-Year Estimates

**Employer and Self-Employed Business Data** from County Business Patterns, Nonemployer Statistics, the Economic Census, the Survey of Business Owners, the Census of Agriculture (USDA), and the International Trade in Goods and Services Report

**Workforce Data** from the Quarterly Workforce Indicators

**Consumer Spending** Data from Esri

You can also upload your own data into CBB using the **My Variables** tab



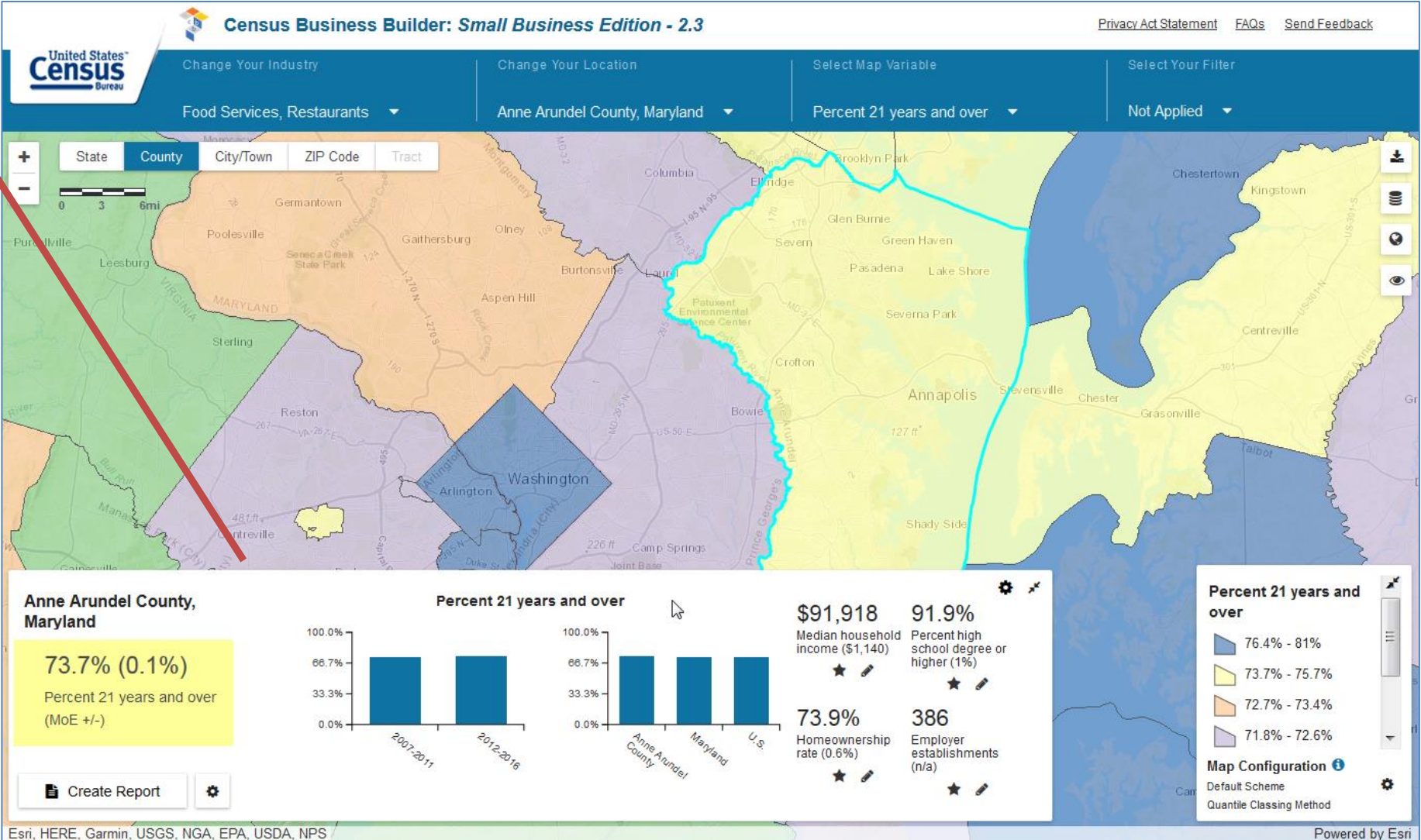
# CBB: SBE “Map Page”

## Map Dashboard

This panel displays:

- The value for the selected variable and the geographic area highlighted on the map (plus the variable title and margin of error)
- Bar charts comparing the variable over time and by geography (e.g. County to State to Nation)
- 4 additional (and customizable) data variables

The dashboard can be minimized using the arrow icon in the upper right corner and Customized using the “gear” icon just to the left.



# CBB: SBE “Map Page”

**Census Business Builder: Small Business Edition - 2.3**

United States Census Bureau

Change Your Industry: Food Services, Restaurants

Change Your Location: Anne Arundel County, Maryland

Select Map Variable: Percent 21 years and over

Select Your Filter: Not Applied

Map Controls: +, -, State, County, City/Town, ZIP Code, Tract, Download, Layers, Basemap, Transparency

**Anne Arundel County, Maryland**

73.7% (0.1%)  
Percent 21 years and over (MoE +/-)

**Percent 21 years and over**

Year	Percent 21 years and over
2007-2011	~66.7%
2012-2016	~66.7%

Category	Value
Median household income (\$1,140)	\$91,918
Percent high school degree or higher (1%)	91.9%
Homeownership rate (0.6%)	73.9%
Employer establishments (n/a)	386

**Percent 21 years and over**

- 76.4% - 81%
- 73.7% - 75.7%
- 72.7% - 73.4%
- 71.8% - 72.6%

Map Configuration: Default Scheme, Quantile Classing Method

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS | Powered by Esri

Map Buttons

These buttons allow the user to:

- Download the data displayed in the visible map to a CSV or Excel file
- Add Reference Layers to the map from either a preselected Gallery, a ShapeFile, or a Map Service
- Change the basemap from the default Topographic map to Imagery or Dark
- Change the map transparency so that the base map is more or less visible



# CBB: SBE “Map Page”

**Census Business Builder: Small Business Edition - 2.3**

United States Census Bureau

Change Your Industry: Food Services, Restaurants

Change Your Location: Anne Arundel County, Maryland

Select Map Variable: Percent 21 years and over

Select Your Filter: Not Applied

State: County: City/Town: ZIP Code: Tract

Map Legend:

- 76.4% - 81%
- 73.7% - 75.7%
- 72.7% - 73.4%
- 71.8% - 72.6%

Map Configuration: Default Scheme, Quantile Classing Method

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS

Powered by Esri

## Map Legend

The legend displays the data range values for each of the displayed map classes.

The Map Configuration “gear icon” allows the user to change the:

- Map color palette from the default 5 color option to 2 and 3 color options
- Map classing scheme from the default Quantiles method to Equal Intervals

(To learn more about the Map Configuration settings, click on the blue “i” icon.)



## Geographic Levels Menu and Zoom Buttons

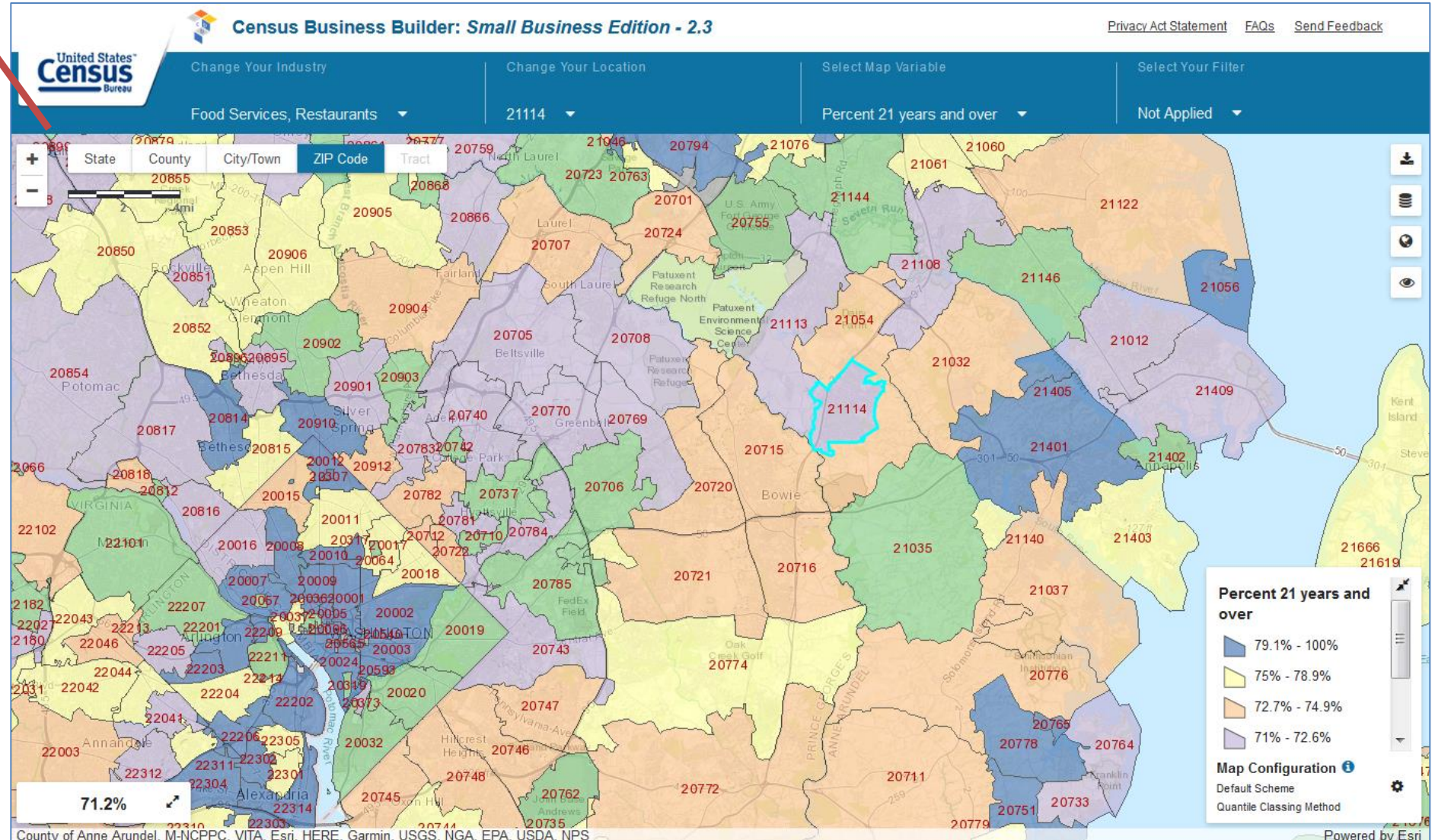
This menu allows the user to change the level of the geographic areas shown on the map from what was first selected on the Splash Page to 4 other levels.

The Zoom buttons allow the user to zoom the map in and out. Note that some geographic levels are only selectable at certain zoom levels (e.g. you need to zoom in first to view ZIP and Tract level data.)

The Zoom level also impacts the geographic labels (like ZIP Codes) displayed on the map.

Note that the map can also be panned with a mouse.

# CBB: SBE "Map Page"





# CBB: SBE “Map Page”

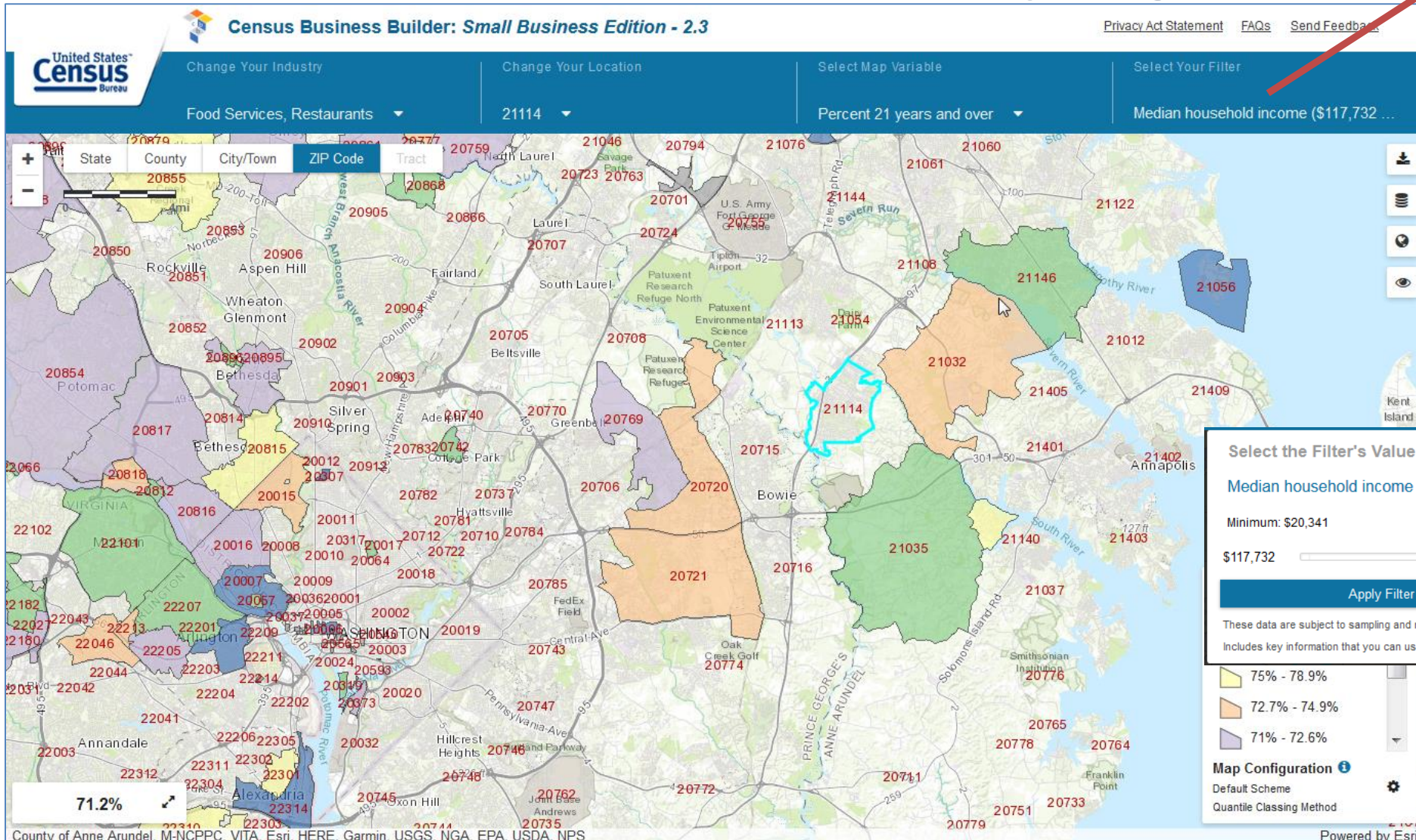
Filter Menu

This menu allows the user to choose the areas shown on the map based on data values of up to 5 variables.

First, the user selects the variable from a menu that's similar to the map variables menu.

Next, the user chooses the min and/or max values for the variable.

Finally, the user applies the filter; the map repaints to show just the geographic areas that meet the criteria chosen.





# CBB: SBE Report

**Anne Arundel County, Maryland**  
73.7% (0.1%)  
Percent 21 years and over (MoE +/-)

**LOCAL BUSINESS PROFILE**  
Restaurants - Anne Arundel County, Maryland

**My Potential Customers**

Includes information on total population and population by age, race, and ethnicity from the 2007-2011 and the 2012-2016 American Community Survey 5-Year Estimates

Name	Estimate		
Total population	559,737	↗	📍
Percent under 5 years	6.3%	↗	📍
Percent under 18 years	22.7%	↗	📍
Percent 18 years and over	77.3%	↗	📍
<b>Percent 21 years and over</b>	<b>73.7%</b>	↗	📍
Percent 65 years and over	13.4%	↗	📍
Percent White	74.38%	↗	📍
Percent Black or African American	15.90%	↗	📍
Percent American Indian and Alaska Native	0.22%	↗	📍
Percent Asian	3.59%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.07%	↗	📍
Percent some other race	2.23%	↗	📍
Percent two or more races	3.61%	↗	📍
Percent Hispanic (of any race)	7.04%	↗	📍

**Demographic Characteristics**

**Percent 21 years and over**

2007-2011: 73.7%  
2012-2016: 73.9%

**Percent 21 years and over**

Anne Arundel County: 73.7%  
Maryland: 73.9%  
U.S.: 73.9%

The menu in the top right of the report allows the user to:

- Turn the Margins of Error on/off
- Customize the report
- Download the report (to a CSV, Excel, or PDF)
- Get Help

All of the data presented in the map can also be viewed in a customizable, interactive report. Clicking on the “Create Report” button in the Dashboard launches the report. The “gear” icon to the right of the button allows the user to customize the report to show or hide the report sections interested in.

Report

# CBB: RAE “Splash Page”

Location Selection

Choose the primary geography for your region via the “My Location” button...

Census Business Builder: Regional Analyst Edition - 2.3

United States Census Bureau

## Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or

State, County, City/Town, or ZIP Code

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My Location

or

State, County, City/Town, or ZIP Code

==== ZIP Code =====

21114

==== County =====

Anne Arundel County, Maryland

==== Tract =====

Census Tract 7022.09, Maryland

==== City/Town =====

Crofton CDP, Maryland

==== State =====

Maryland

... or via the Geography Search

anne

==== County =====

Anne Arundel County, Maryland

## Region Panel

This panel is used to build a region of 2 or more areas. The areas can be made up of up to 24 states, counties, cities/towns, or ZIP Codes.

To build a region, first click on the Edit Region button. Then click on the areas you want to select on the map. You can also name your region in the My Region box.

**Census Business Builder: Regional Analyst Edition - 2.3**

United States Census Bureau

Change The Sector: All Sectors

Change Your Location: Anne Arundel County, Maryland

Select Map Variable: Average travel time to work (mins)

Select Your Filter: Not Applied

Map Legend:

- 38 - 42.9 (Blue)
- 33.1 - 36.7 (Yellow)
- 30.3 - 32.7 (Orange)
- 25.6 - 29.9 (Purple)

**Region: PG and AA Counties**

- Prince George's County, Maryland
- Anne Arundel County, Maryland
- Remove All Regions
- Done Editing

**Region: My region**

- Anne Arundel County, Maryland
- Create Region Report
- Edit Region

**Anne Arundel County, Maryland**

**29.9 (0.5)**  
Average travel time to work (mins) (MoE +/-)

**Average travel time to work (mins)**

Year	Average travel time to work (mins)
2007-2011	29.9
2012-2016	29.9

**Average income (\$1,764)**

**73.9%** Homeownership rate (0.6%)

**91.9%** Percent high school degree or higher (1%)

**13,970** Employer establishments (n/a)

**Map Configuration**

- Default Scheme
- Quantile Classing Method

Powered by Esri



# CBB: RAE Reports

Region: **AA and PG Counties**

Prince George's County, Maryland

Anne Arundel County, Maryland

Create Region Report Edit Region

LOCAL BUSINESS PROFILE All Sectors - AA and PG Counties

Display MOEs Summary Report Detailed Report

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

Contents

What will I find in this report?

**AA and PG Counties is comprised of:**

- Anne Arundel County, Maryland
- Prince George's County, Maryland

**My Customers**

The My Customers section provides summarized demographic information for **AA and PG Counties**. This information provides a snapshot of the makeup of the community of potential customers in the area.

**Businesses Like Mine**

The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **AA and PG Counties**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

**Consumer Spending**

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **AA and PG Counties**.

There are 2 different reports in RAE. Clicking on the Create Region Report button in the Region panel creates a report that summarizes the data for all of the states, counties, cities/towns, or ZIP Codes that make up your region.

Clicking on the Create Report button in the Dashboard creates a report for just one of the states, counties, cities/towns, or ZIP Codes that make up your region.

LOCAL BUSINESS PROFILE All Sectors - Prince George's County, Maryland

Display MOEs Summary Report Detailed Report

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

Contents

What will I find in this report?

**My Customers**

The My Customers section provides summarized demographic information for **Prince George's County, Maryland**. This information provides a snapshot of the makeup of the community of potential customers in the area.

**Businesses Like Mine**

The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **Prince George's County, Maryland**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

**Consumer Spending**

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Prince George's County, Maryland**.

Prince George's County, Maryland

897,693 (n/a)

Total population (MoE +/-)

Create Report

# Q&A and Thank You!

Contact us at:

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[andrew.w.hait@census.gov](mailto:andrew.w.hait@census.gov)