

Census Business Builder—Small Business and Regional Analyst Editions: A Primer

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Participant passcode: 6493559

Tuesday, February 13, 2018

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U.S. Census Bureau

Census Business Builder



Small Business Edition

(Select to Launch)

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.



Regional Analyst Edition

(Select to Launch)

Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

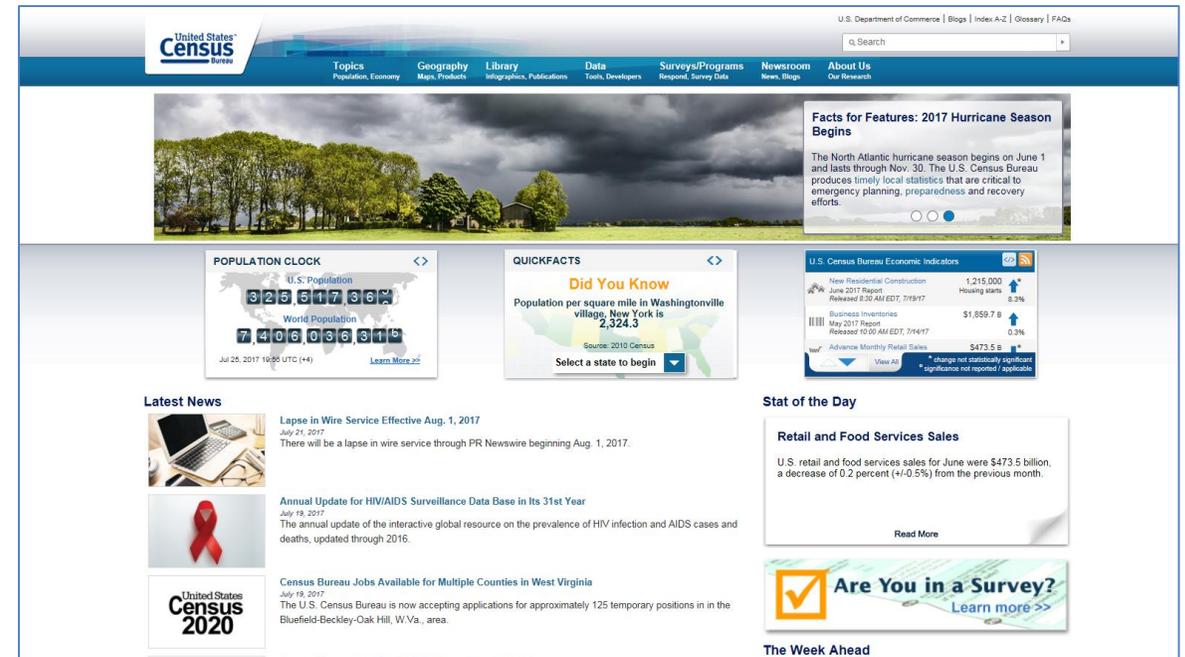
Census Business Builder Guiding Principles

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



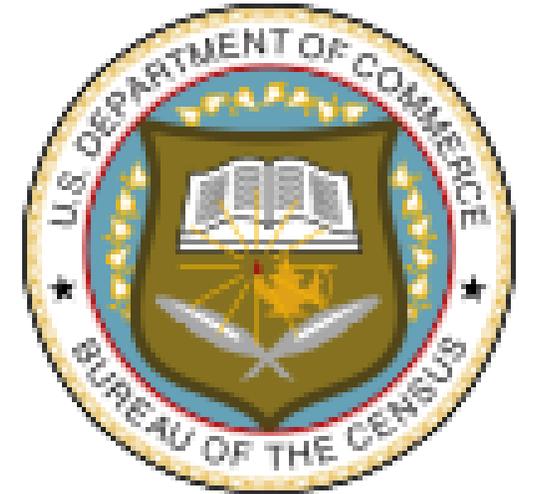
Making our Data Accessible

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



Key Data in CBB 2.3

- Demographic
 - [American Community Survey](#) 5-Year Estimates
- Economic / Business (from Census)
 - [County Business Patterns](#) (employers)
 - [Nonemployer Statistics](#) (independent contractors)
 - [Economic Census](#) (local area data)
 - [Survey of Business Owners](#) (business-owner characteristics)
 - [Quarterly Workforce Indicators](#) (*workers and firms*)
 - [International Trade](#) (imports and exports)



Key Data in CBB 2.3 (cont.)

- Economic / Business (from USDA)
 - [Census of Agriculture](#) (animal and crop production)
- Consumer Spending (from Esri)
 - Detailed Per household spending on 14 categories, and many more sub-categories, including:
 - Dining Out and Food consumed at home
 - Entertainment and Recreation and Travel
 - Health care



Key Revisions in CBB 2.3



- Revised Demographic data (from the 2012-2016 *American Community Survey*)
- More Agriculture data (now at the county level too)
- New Labor force data from the *Quarterly Workforce Indicators* dataset (for **2- thru 4-digit NAICS codes at the state and county levels—RAE edition**)
- Revised Consumer Spending data (now Per Household instead of Per Capita)

New Features in CBB 2.3

- Customize Map Classes (quantile and equal interval) and Color Palette (2-, 3-, and 5-color options)
- Choose Base map (topographic, imagery, and dark)
- Margins of Error displayed in map Data Dashboard
- Other performance tweaks (enter slider values manually, change transparency)

CBB Home Page

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

Overview and "How To" flyers

Widgets



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Economics and Statistics Administration
U.S. CENSUS BUREAU
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Census.gov > Data > Data Tools > Census Business Builder (CBB)

Data

Census Business Builder (CBB)

Tweet Share

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

The *Census Business Builder (CBB)* is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Census Business Build...

Version 2.3 | Overview | How Tos | Help & FAQs

Small Business Edition
(Select to Launch)

Regional Analyst Edition
(Select to Launch)

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.

Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Key Features

- Easy to use menus and Search tools to select the location you'd like to research and nearly all types of businesses
- Interactive maps to browse and download data about the selected area and type of businesses
- A customizable dashboard that includes time series and geographic comparison charts
- Interact
- Optimi:

Widgets

Thinking about opening your own business?
CBB can help find underserved markets.

Did you know: [Try It Now](#)

There are 13,379 people per household in Jackson County, Kentucky (National average: 1,314)

Source: ACS and CBB

CBB Widgets
Widgets that allow you to embed a link to CBB on your website.

Promo Video

Help

Tool Links

CBB Demo and Exercises



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



Retail

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.

My Location

or

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: 11)

SBE Steps

1. Select Your Industry



2. Select Your Geography

My Location

or

==== County ====

- Baltimore County, Maryland
- Baltimore city, Maryland

==== City/Town ====

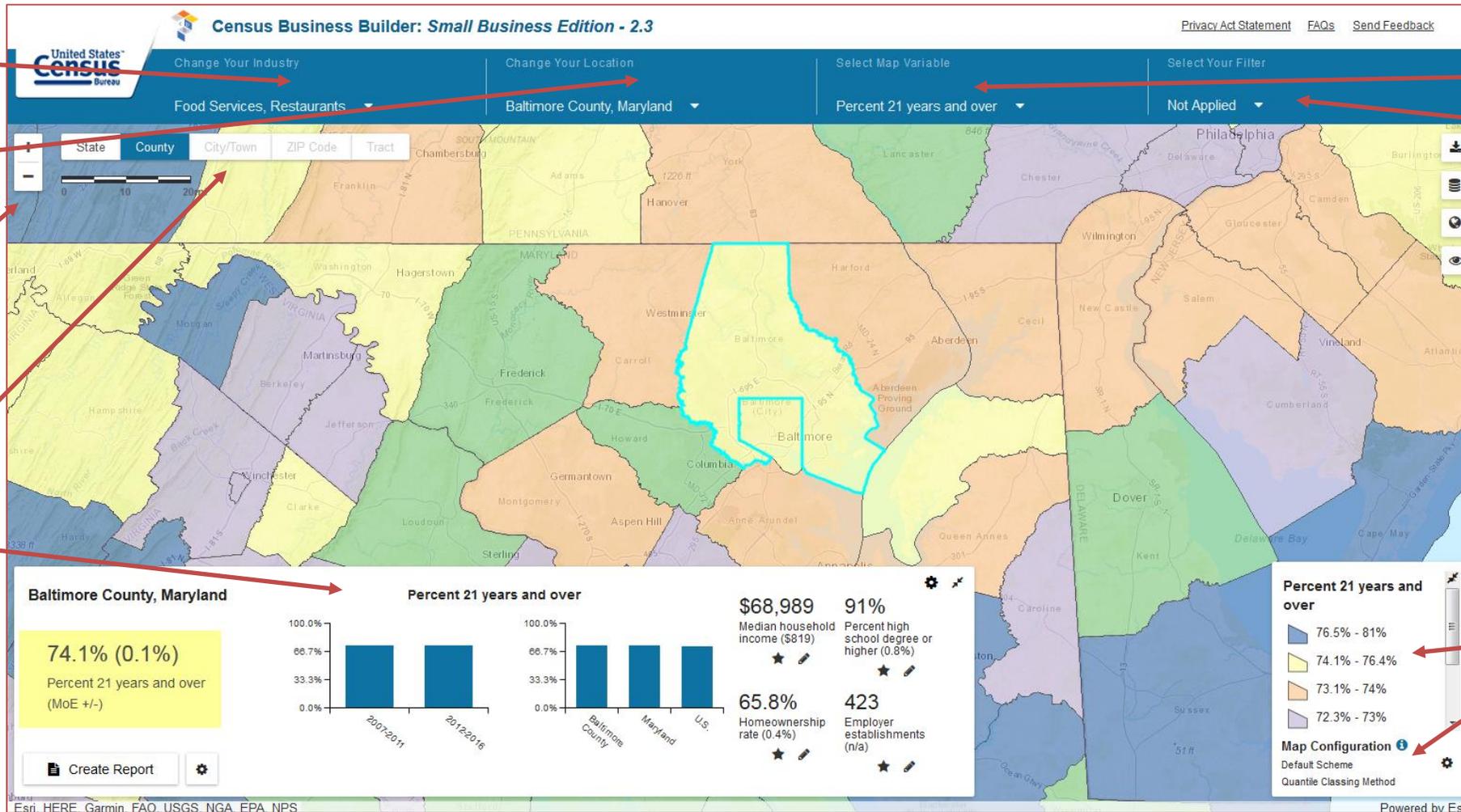
- Baltimore Highlands CDP, Maryland
- Baltimore city, Maryland
- Baltimore village, Ohio

3. Browse the Map

4. Create Your Report

Map Features

- Change Industry and Geography menus
- Zoom
- Geographic Level Menu
- Data Dashboard



- Map Variable and Filter menus
- Map Download, Reference Layers, BaseMap, and Transparency buttons
- Legend (w/ Map Configuration)

Report Features

- Cover sheet

- Table of Contents

- Report Sections

- MoE, Configure, Download, and Help menu

Name	Estimate	Trend	Alert
Total population	825,666	↗	📍
Percent under 5 years	5.9%	↗	📍
Percent under 18 years	21.6%	↗	📍
Percent 18 years and over	78.4%	↗	📍
Percent 21 years and over	74.1%	↗	📍
Percent 65 years and over	15.8%	↗	📍
Percent White	62.87%	↗	📍
Percent Black or African American	27.48%	↗	📍
Percent American Indian and Alaska Native	0.26%	↗	📍
Percent Asian	5.79%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.05%	↗	📍
Percent some other race	0.95%	↗	📍
Percent two or more races	2.62%	↗	📍
Percent Hispanic (of any race)	4.95%	↗	📍

- Data Tables

- Customizable charts



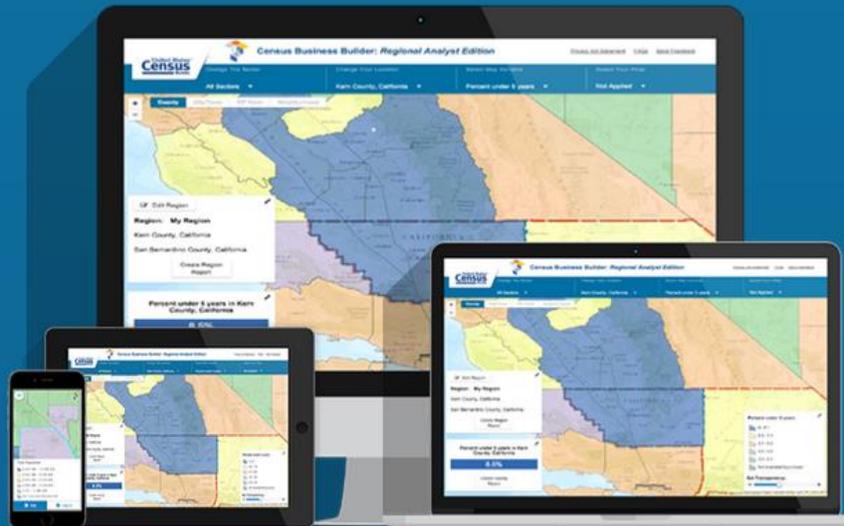
Define your region

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



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Release: 2.3 (Build: 11)

RAE Steps

1. Build Your Region

2. Browse the Map

3. Create Your Reports

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

Q balt

==== County ====

Baltimore County, Maryland

Baltimore city, Maryland

==== City/Town ====

Baltimore Highlands CDP, Maryland

Baltimore city, Maryland

Baltimore village, Ohio

Business Builder: Regional Analyst Edition - 2.3 [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

Sector:
 Change Your Location: Baltimore city, Maryland
 Select Map Variable: Total population
 Select Your Filter: Not Applied

Region: Baltimore & Neighbors

- Woodlawn CDP, Maryland
- Catonsville CDP, Maryland
- Arbutus CDP, Maryland
- Lansdowne CDP, Maryland

Create Region Report Edit Region

Baltimore city, Maryland

621,000 (n/a)
Total population (MoE +/-)

Create Report

Average income (\$1,099)	\$65,059	Percent high school degree or higher (0.9%)	83.5%
Homeownership rate (0.7%)	46.6%	Employer establishments (n/a)	n/a

Total population

- 38,514 - 621,000
- 25,703 - 35,725
- 14,975 - 24,201
- 8,365 - 14,233
- 2,012 - 8,322

Map Configuration

- Default Scheme
- Quantile Classing Method

City of Baltimore, Baltimore County, VITA, Esri, HERE, Garmin, Intermap, USGS, NGA, EPA, USDA, NPS

Powered by Esri



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 Baltimore & Neighbors. 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 Baltimore & Neighbors. 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 Baltimore & Neighbors.

Baltimore & Neighbors is comprised of:

- Arbutus CDP, Maryland
- Baltimore city, Maryland
- Baltimore Highlands CDP, Maryland
- Brooklyn Park CDP, Maryland
- Catonsville CDP, Maryland
- Dundalk CDP, Maryland
- Glen Burnie CDP, Maryland
- Lansdowne CDP, Maryland
- Lochearn CDP, Maryland
- Overlea CDP, Maryland
- Parkville CDP, Maryland

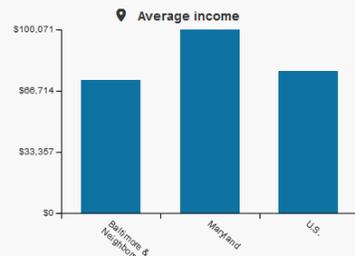
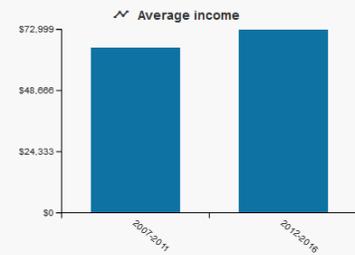
Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 Economic Census, 2015 County Business Patterns and ZIP Code Business Patterns, and 2015 Nonemployer Statistics programs. (These variables are related to the industry selected.)

NAICS Sector	Employer establishments	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)
00: All Sectors	n/a	n/a	n/a	n/a
72: Accommodation and Food Services	2,480	34,820	\$630,127	\$2,348,695
56: Administrative and Support and Waste Management and Remediation Services	1,146	31,076	\$1,056,436	\$2,256,925
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	75	805	\$15,791	\$51,600
23: Construction	n/a	n/a	n/a	n/a
61: Educational Services	207	3,518	\$113,634	\$411,286
52: Finance & Insurance	1,327	23,484	\$2,519,111	n/a
62: Health Care and Social Assistance	3,101	118,825	\$5,950,672	\$15,722,275
51: Information	403	6,831	\$477,900	n/a

Socioeconomic Characteristics

Name	Estimate		
Average income	\$72,999	↗	📍
Percent high school degree or higher	85.8%	↗	📍
Percent Bachelor's degree or higher	30.6%	↗	📍
Average household size	2.51	↗	📍
Percent in poverty	17.7%	↗	📍
Percent population 16 years and over in labor force	63.6%	↗	📍
Percent employed	57.6%	↗	📍
Percent disabled	14.1%	↘	📍
Percent with health coverage	91.5%	↘	📍
Average travel time to work (mins)	29.2	↗	📍
Percent workers using public transportation	12.0%	↗	📍
Percent veterans	7.2%	↗	📍
Percent foreign born	9.0%	↗	📍
Percent speaking Spanish at home	4.3%	↗	📍



Employer Business Ownership

NAICS Sector	Percent Minority-owned employer firms	Percent White-owned employer firms	Percent Black-owned employer firms	Percent American Indian- and Alaska Native-owned employer firms	Percent Asian-owned employer firms	Percent Nativ Hawaiian- and Pacific Island employer firm
00: All Sectors	20%	65%	6%	0%	12%	0%
72: Accommodation and Food Services	44%	54%	6%	n/a	41%	n/a
56: Administrative and Support and Waste Management and Remediation Services	26%	68%	18%	2%	6%	n/a
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	9%	55%	3%	n/a	5%	n/a
23: Construction	17%	87%	11%	0%	2%	0%
61: Educational Services	14%	32%	7%	n/a	13%	n/a

Summary

- Census provides a **wealth of data** that can be invaluable to the press to help you tell your **business stories**
- CBB is a **key data tool** to access these data... and be a **portal** to all the other data we have
- The data are only possible because of the businesses that take the time to **report on our surveys**... and you can help **promote response**

Questions?



Data Dissemination Specialists

Provide the following services at the local level:

- ✓ Data Trainings
- ✓ Hands-on Workshops
- ✓ Presentations
- ✓ Webinars
- ✓ Data Consultations

To request in-person data support near you, contact:
census.askdata@census.gov

Questions or Feedback?

Please feel free to contact me!

Nesreen Khashan

Data Dissemination Specialist

U.S. Census Bureau

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202-510-6403

Evaluations and Questions

- Please complete your evaluation at:
<https://questionweb.com/59212>

*** *Required Fields Guidance***

- Name of Training: CBB: Primer
- Event Date: Today's Date 02/13/2018
- Lead Census Presenter: Nesreen Khashan