

**Webinar: “What's New in CBB Version 3.3”
February 3, 2021**

Coordinator: Welcome and thank you for standing by. All participants will be able to listen-only until the question-and-answer portion of today’s conference. At that time you may press Star 1 on your phone to ask a question. Today’s conference is being recorded. If you have any objections please disconnect at this time. I would now like to turn the conference over to Mr. Andrew Hait. Sir you may begin.

Andy Hait: Great, thank you so much operator. So again my name is Andy Hait. I’m an economist at the US Census Bureau. And today’s Webinar is going to be a preview, actually a post-view, of what we just recently added to Census Business Builder Version 3.3.

Now, when I was thinking about what we would want to cover in today’s Webinar, I thought it might be good to actually do a brief recap of the key features of Census Business Builder. We’ll talk a little bit about the two different editions of Census Business Builder, SBE or the Small Business Edition and RAE, the Regional Analyst Edition. I’ll talk a little bit about what’s the same between those two and what are the unique features of those two different versions.

I also want to talk a little bit of about the map features – the types of tools and options that are available on the map portion of Census Business Builder, and also what tools are available into the report itself. This portion of the Webinar is primarily for those of you who may be fairly new to Census Business Builder, saw this announcement about the update to Version 3.3, and just wanted to learn a little bit more. So hopefully this will be some good information for even those of you who have been using it for a while.

Then we're going to dive into the meat of today's Webinar and I'm going to do a live demo of Version 3.3 of the Small Business Edition. I may have time to do a demo of the Regional Analyst Edition but the features that were added to CBB 3.3 and are the same features in both a Small Business and the Regional Analyst Edition.

So, we'll talk a little bit about what data was updated in Version 3.3 and then I will most importantly show you a brand-new feature called Bi-Variant Mapping that we added to Version 3.3 of Census Business Builder.

After I come back from the demo, we'll then go back to the PowerPoint slide and I'll give you all a preview of what's coming in Version 3.4, 3.5 and moving forward into the rest of this calendar year. Our next release of Census Business Builder is scheduled for April (Version 3.4) and I'll give you a preview of some of the really exciting things that we're continuing to add to CBB.

And finally, at the end we will be doing some Q&A. If you have any questions while we are going through today's demo, I would encourage you all to enter them in the chat. My colleague Barbara Zamora-Appel who works with me on the Census Business Builder Team – she and I lead the team – is going to be monitoring the chat feature.

For those of you who are on the audio broadcast and want to ask a question while I am going please feel free to. Barbara is really knowledgeable about this tool and I'm sure she'll be able to answer. However, we can also have some questions at the end. And for those of you who are - who did call in via your phone we will have the option to ask questions at the very end using the telephone.

So, let's talk a little bit of about what is Census Business Builder. As most of you probably know there are two additions of CBB. The Small Business Edition sort of the top of the slide was primarily and initially designed for entrepreneurs and small business owners. If I was interested in opening a business and I needed some basic information about the demographics of my potential customers, the economics of my potential competitors for my business, and even information about potential suppliers for my business to include in my business plan, my loan application or other types of research I'm doing about my business, accessing that data can be challenging for some entrepreneurs.

So this tool, this edition, Census Business Builder was created and launched at the ASBDC Annual Conference in Grapevine, Texas in 2015 and it was specifically designed for small business development centers and for the entrepreneurs and business owners that they work with. However, I will tell you that the audience of the Small Business Edition of CBB has grown quite a bit.

We now have a lot of grant writers, for example, that are now using the Small Business Edition, not because they need information about opening a business, but because the tool makes it so easy for them to access the key statistics that they often need for their grant proposals. Now I want to stress and remind everybody that Census Business Builder only includes a small fraction of the data that the Census Bureau disseminates.

We have information from seven different Census Bureau programs as well as data from other federal agencies -- the Bureau of Labor Statistics' Quarterly Census of Employment and Wages data were added last year, and the year before that we added data on farms from the US Department of Agriculture.

So, it is a nice repository for these selected statistics. But again, I would encourage you all that as you use Census Business Builder, if there's statistics that you don't see in the tool it doesn't mean that we don't have them. We just didn't put them in CBB.

Now the second edition in the bottom left-hand corner of the slide is the Regional Analyst Edition. This addition was launched a year after the Small Business Edition was launched. And its primary audience were chambers of commerce. If I was the president of a chamber of commerce, I would want to know something about all the people, the residences, the households that are in my service area. But I would also want to know something about the businesses that are in my area. How many manufacturers, how many retail businesses, how many healthcare businesses are in my chamber of commerce service area.

The Regional Analyst Edition lets the user look at all of the businesses in their area, not just one business at a time the way the Small Business Edition does. More importantly, the Regional Analyst Edition lets the user build their own custom region, and we'll actually see in just a moment the tool that you used to actually build your custom geography. As we all know many chambers of commerce represent more than just a single city or more than just a single county. Often you have these regional chambers. The southern Maryland Chamber of Commerce represent three counties in southern Maryland, Calvert, Charles and Prince Georges Counties or, excuse me, Calvert, Charles and St. Mary's Counties.

However sometimes these chambers of commerce spill over into neighboring geographies and you could have three counties and six neighboring cities. In the Regional Analyst Edition, you can build a custom geography of not only

one type of geography but multiple types, so counties and cities, counties and ZIP Codes, cities and ZIP Codes -- things like that.

So, these are the two main additions of CBB. These tools of course are available to you for free. I always tell people nothing from the federal government is truly free. It's just that you already paid for it. So we really love it that people are using this very easy to use, customer focused tool.

When you first launch Census Business Builder you come to the splash screen. In the Small Business Edition, you select the industry and the type of geography – the geography that you're interested in. So let's say I was interested in researching restaurants in the city of Harrisburg, Pennsylvania. I would choose restaurants from the menu on the left. I would choose Harrisburg, Pennsylvania from the geographic options in the search box on the right, and then I would be able to then browse the data on restaurants in Harrisburg on the map.

In the Regional Analyst Edition there isn't the industry selection option. You see we just have these little images of computer screens because the Regional Analyst Edition presents data for all types of business.

Once you have chosen your particular industry and geography in the Small Business Edition, you come to what we call the Map page. On the Map page we have a number of features. Across the very top of the screen - the dark blue bar at the top of the map - is our menu bar. From left to right the first option is to change your industry.

So, in this case I have selected home healthcare as the interest - as the industry that I'm interested in. But let's say after researching home healthcare business in this area of Maryland and Northern Virginia I change my mind and I

decided I wanted to research another type of business, maybe a restaurant. I could change the industry right here on the Map page without having to go back to the Splash page.

The second menu option is Change your Location. Let's say I do some research and I determine that maybe opening a home healthcare business in this area isn't such a great idea but let me check back where I went to school up in central New York in the Syracuse area, Onondaga County. I could choose Onondaga County from my Change My Location menu and the entire application would then zoom up to New York State.

The third option along the top is the one that we start to see the first change that we made in Version 3.3. This is where you choose the map variable that you're interested in viewing on the map. The application automatically defaults to Total Population. That is the statistic that by default is chosen.

But the user is allowed to go in and choose up to 180, one of 180 different data variables that are available in this tool. And you might be able to just barely see that not only is there now a single map variable that you can choose but there is one that says second and right now is not selected. So, this is going to be change that we made a Version 3.3 which we'll be seeing in just a moment.

To the right of there and finally is the Filter menu. This is where you can go in and actually filter the results on the map to let you see the geography that qualifies based upon the factors that you have selected.

So, let's say in doing my research about opening a home healthcare business in this area of Maryland, I want to find only those counties that have certain

characteristics. Let's say I want to find all the counties where there is a large percentage of people who are 65 and older.

My home healthcare business is going to primarily cater to older people and maybe I want to be able to find all of those counties that have a lot of older people that live there. I can do that using the filter menu, and the geographies that are displayed when I set my minimum criteria then are just those that meet that criteria.

Then let's say I decide I now want to find not only older people but I want to find older disabled people. Show me all the counties where you have a high percentage of people who are disabled. I can do up to six different options in the filter menu. And I keep saying county here, but the filter options can be used at any level of geography.

So, if I'm looking at ZIP Code or even Census tract level data, I can filter the ZIP Codes and tracts to just those that meet my criteria. This particular filter feature has been very, very popular with business owners because it allows them to do some targeted marketing to certain areas that meet their criteria for what they think of as sort of the perfect customer.

Now to the right and down the right-hand side you can see we have four Map buttons. These buttons on the right-hand side allow users to: number one download the data on the map. That's the first button. The second button is to be able to display reference layers on top of the data.

So, let's say I wanted to overlay school district boundaries on top of this map because I wanted to understand how is that demographic and business composition is organized by school districts. I can do that.

The third button coming down the right is a little globe that allows you to change the base map. Maybe you're bored of this simple topographic map and you want to see a satellite imagery map or a dark map; you can change that. And finally, the fourth button is a Map Transparency Slider. You can adjust the transparency of the data layer that would allow you to see more or less of the underlying base map.

Below that on the right-hand side is the legend. And this again is where the part of the 3.3 update was made. When we now allow users to select two variables on the map, you need a legend that allows users to see what are those two variables are and what is the symbology that's being used. And you'll see that when we go to the live demo.

Moving across the bottom of the map we see we come to the Map Dashboard. This is where you can understand data for the geography you have clicked on. So, if you notice on the map, I have selected Anne Arundel County, Maryland. It sort of has a blue border around the outside of the geography.

By clicking on Anne Arundel County, Maryland the dashboard refreshes. It shows me, in this case, that the percent 65 and over is 14.4% in Anne Arundel County.

To the right of there are then two bar charts. The first is a time series. Is that statistic, is that 14.4 going up, is it going down or is it staying fairly steady? You can see that it has actually increased a bit in that five year period.

And finally, to the right of there is that a geographic comparison. How does Anne Arundel County in terms of percent 65 and older compare to the state of Maryland and compare to the nation. And you can see that the percent of folks

who are 65 and older is actually lower in Anne Arundel County than it is in the state of Maryland and the national level.

And finally, to the right of there are four additional statistics about the geography we've clicked on. These four specifics are all customizable. We can choose whichever four we want to view.

In the dashboard you'll notice that below that light green box that shows the statistics for the percent 65 and older. The 14.4% there is now a new orange box. Right now it says N/A because right now I have not yet selected a second variable. When we do that's where that second variable then appears. Again, I'm getting ahead of myself. I'm giving you a preview of what's coming.

Finally, in the upper left-hand corner of the map is the Geographic Levels menu and the Zoom buttons. Zoom is the normal button that we typically use, plus or minus, zoom in and zoom out. We can pan the map left to right and we can change the level of geography that we're showing in the tool.

Currently, Census Business Builder supports data at the state, county, city, ZIP Code and Census tracts levels. When we get to the slide talking about 3.4 forward, I do want to give you a little teaser. We're thinking about adding a sixth geography level so stay tuned.

Okay, so the report. After I have selected the county that I'm interested in, I browse the data, I can then generate a report by clicking on the Create Report button that is in that dashboard and it generates a report. The report has some options across the top right of the map of the report itself. I can turn the margins of error, the MOEs on and off.

I can configure the content of the report. I can hide or show certain sections of the report that I care or don't care about. I can download the data. And this is also where I would go in and create a PDF if I wanted to print this report and I could also go get some help.

Now, all of the charts that are in the report are all fully manipulable. So as you can see right now I'm looking at percent male as the statistic that we're looking at in the two charts. If I were to click on Percent 18 and over in the table, the two charts would refresh and would show me the statistics on the percent 18 and over – a fully manipulable report.

And one quick point I want to make is both the map and the report can be bookmarked. I can actually copy the URL for both the map and the report. I can save it. I can send it to a colleague via email. And when they then click on that URL it'll bring them right back to the map and right back to report exactly where I left them configured the exact same way.

That even applies to the map color palette. You may have noticed on the previous slide the color palette was a more traditional dark blue to light blue color. That is not the default color. In Census Business Builder, you actually see the default color on the next slide. You can actually save even that setting in the bookmark so just to kind of let you know.

Now changing gears over to the Regional Analyst Edition, the primary difference between CBB Small Business Edition and Regional Analyst Edition is the ability to build your own custom region. And you can see there's actually a region panel on the left-hand side that lets me go in and actually not only select the geographies that I'm interested in building as part of my region but even name a region. So I can call it Andyville or whatever I want to call it.

Currently there are two main methods, or three main methods of building my region. I can literally click on each of the counties (in this case) that I care about. So let's say I want to start with Anne Arundel County but I then want to add Baltimore City and Baltimore County. I want to add Prince George's County. I want to add Calvert County just to the south of Anne Arundel. I could click on the map and it would actually select those geographies for me.

Now those features are fine when you're building a geography that is of a fairly small number of geographies; a region of a small number of geographies. But that would be a real pain if I was trying to build a geography with 30 ZIP Codes.

So, you notice that in that region panel last year we added new features – drawing tools that allow you to go in and actually draw a rectangle, a circle or a polygon in the application. These automatically select all of the geographies that are fully or partially within that shape that you drew.

Finally -- and I think someone actually asked this question in the chat -- we added an upload feature, a feature where you can upload your own shapefile and the application will automatically build your region based upon the boundaries of that uploaded shapefile. Now I do want to let you all know that when you upload a shapefile you have to upload shapes that are - that represent geographies that are included in Census Business Builder.

So, for example let's say I wanted to upload a shapefile that includes 67 ZIP Codes in this area of Maryland. That would work.

But if I wanted to upload a shapefile of 90 blocks or block groups in Maryland I couldn't do that because Census Business Builder only supports data at state,

county, city, ZIP Code and track levels. And maybe, more importantly, the boundaries of your uploaded shape do need to follow Census boundaries.

So, if I wanted to drop a pin and draw a 10 mile circle around that pin, if I tried to do that using the Draw Circle tool, it would select all the geographies completely or partially within that circle. It wouldn't actually only select the people or the businesses within the 10 mile circle. And the single biggest reason for that is privacy.

Let's just pretend the tool let me truly build a 10 mile circle and it went in and it tabulated the microlevel data -- all of the individual people and businesses within that 10 mile circle.

Now let's pretend I draw a 10.1 mile circle. In that 1/10 of a mile donut around the 10 mile circle there could be one grocery store. That would be a clear violation of our privacy laws if we let you do that, so no, we don't. And there's actually, to the best of my knowledge, no tools at Census that truly lets you do that.

So those of you are interested in the feature there other third-party data providers that allow you to do that type of 10 mile circle thing. But I would really encourage you all to read the fine print to understand exactly what it is that you are getting when you use that feature. Be a savvy data user.

Okay. Now once we have built our region I can then go in and actually create a region report for that custom geography. You can see this is the cover page if you will of the region report that I built for a region called my region at Anne Arundel County, Baltimore County a bunch of other counties in Maryland and the District of Columbia.

This cover page does let me go in and look at each of the components of that region. So if I wanted to look in the report at the sum of all the people and all the businesses in all the demographics of this area that I built, that's further down the report. But if I then wanted to go in and look at the pieces how much of that total is in Baltimore County I could do that using this particular feature.

One of you also asked about comparative profiles. Yes, you can certainly build two different geographies. You could basically launch CBB RAE twice, have those two areas built and do sort of a comparison that way. You could download the data and compare it in Excel or whatever.

We don't currently have the ability to do that comparison right inside Census Business Builder. But we have heard you and we know that there are a lot of users that want to do that so we're actually investigating doing that.

So, with that I am now going to jump out and actually show you what is actually brand new in Version 3.3 of Census Business Builder. So, I'm going to jump out to my browser. You all should now be seeing the census.gov Web site. And to get to CBB I'm going to go to explore data, data tools and apps, and I'm going to choose Census Business Builder. Thank goodness it begins with the letter C, up towards the top of the list, and we come to our Census Business Builder home page.

My colleague Barbara who is on the phone with me today has created some really nice overview and instruction flyers for each of the major features we just talked about. I would encourage you all to check those out if you sort of forget about how to use the different features.

We're going to go ahead and click on the Small Business Edition. And so we're going to follow the example that I had in the slide. We're going to look at our healthcare business, a home healthcare business in Anne Arundel County Maryland where I live here. We'll click on Anne and I'm going to choose Anne Arundel County. And the application is now going to allow me to go to the map where I can now browse the different statistics that are in Census Business Builder about Anne Arundel County.

As you can see the default variable that is shown is total population, but I can go in and I can choose up to one of up to 180 different data variables. Some of you who have been using CBB for a while have noticed that this list of variables has changed a lot over the time. We've gotten a lot of feedback from users saying "Andy, I really love this, but it would be even better for me if you added A,B and C."

So, you can see we actually listened. In the last update to CBB, we added data on the percentage of the population that's male and female. That type of information was added. We added median age since we found out that people wanted to have that information as well.

We also added some additional socioeconomic characteristics on language spoken at home and vehicle access. So, you can see we always had the Spanish language spoken at home data, but now we've added Indo-European and Asian and Pacific Islander languages. And we even added some new housing statistics.

So the tip for you all is if you're using this tool and you don't see the statistic that you're interested in please, please, please send Barbara and I an email -- you'll see my email address at the end of the presentation -- and we will

consider adding it. We have added a lot of data. When this tool first went live there were four data variables in CBB.

So, let's just say I want to now choose median household income as my map variable. I want to find areas that have a high, high household income because those are the areas that I think are going to be best for my home healthcare business.

You can see I've got the color palette set. I can now change the color palette if you don't like that really colorful palette to a more traditional dark to light. And we can see there's some much higher income areas over here to the north and west of Washington DC and then some areas over here that are slightly higher income as well.

Of course, I can pan and zoom the map and see more of the geography. A change that we made last year is you can now view every county in the United States at one time. You used to not be able to do that.

We had some comments from users say "That's a real bummer for me because I want to be able to investigate or research multiple counties across the whole nation for the business I'm considering."

Now let's say in looking at median household income I now decide I now want to look at both median household income and I want to look at disability status because I want to find all the areas that are high income and have a high percentage of people who are disabled.

As I mentioned before I could always have used the filter and gone in and filtered all my different characteristics. But what the new feature that we have

added in CBB 3.3 is I can now go in and actually select a second data variable.

So, I'm going to select percent disabled as my second variable. When I chose that second variable, it's now going to save percent disabled across the top and now all these little circles that have popped up are related to percent disabled. So, selecting Anne Arundel County I can say that the median household income is a little over \$100,000 and 10.7% of the population are disabled. However, if I click up here in Baltimore City, I can see that in Baltimore City median household income is quite a bit less but 15.5% of the population is disabled.

When you really start using this bivariate mapping feature it will be amazing to you, the kinds of findings you can have when you are looking at these different things. I will warn you sort of ahead of time that sometimes the placement of the little circle is in sort of a weird place.

So, for example let's say I have now zoomed in on Anne Arundel County, Maryland and I know want to look at this data not by county but I want to look at it by ZIP Code. I want to see how his household income and disability status is distributed by ZIP Codes. When I choose ZIP Code, the map is now going to refresh and we're going to get both statistics on the map. The color of the map itself is going to be for the median household income.

So if I click for example on this particular ZIP Code over here I'm going to see that the median household income in that ZIP Code is 159,688 and the little orange circle here is telling me that only 6.8% of the people are disabled whereas in this one geography over here, this one ZIP Code over here I can see that 28% of the population is disabled. The actual household income data is suppressed.

Now you will see some sort of funny behaviors of where the circles appear. Let me zoom in a little tiny bit on an area that I know has sort of a weird shape if you will of the geography. The ZIP Code boundaries for that area are sort of strange.

So, this particular ZIP Code I'm showing you here, this clicking on this one particular ZIP Code is you can see a really weird shape. A hundred and twenty-thousand dollars is the medium household income.

And you're probably wondering well where is - which of these statistics is the - is where did the circle go for the disabled? It's actually this one right over here right underneath the label for 21064. That is because the centroid, if you will, of this weirdly shaped ZIP Code is right there. So, the circles do end up in sort of funky places at times but we're really pretty happy about the ability to now view two variables.

Now of course when I added that second variable my dashboard or, excuse me, my legend now refreshed. So now I not only have the legend for the background of the map but I now have what the circles mean. So, the largest circles that are on this map are between 12.5% and 28.8% then right below there it's 9.5% to 12.4%.

Another thing I want to quickly mention to you all is if I was now to go in and download all the data that's on this map using the map download feature, and bring it down as an Excel file let's say, I'm going to get both data variables. I'm going to get the median household income and I'm going to get the percent disabled. So, this is now exposing two data variables to users at the same time. We're pretty happy about this.

There are some talk and this is a little bit of kind of thinking forward about multivariate mapping more than two variables on the map. But right now we're starting off easy. We're starting off with this bivariate mapping getting some feedback from users to let us know about what we've done and then move there forward.

Now another tip I want to mention or say about this is you may have noticed that these two bar charts that are over here in the dashboard are specifically related to just the first variable. Right now, there is no way to be able to go in and actually make these two bar charts be for percent disabled.

So, if I wanted to look at the time series or the geographic comparison bar chart I'd have to actually flip these two variables, make percent disabled my variable number one and make median household income my variable number two. We are thinking about for the future the ability to go in and actually make that flip right here. You could click a button and it would reverse these two and then the charts would then change to show the time series and the geographic comparison.

Now I did just notice that one of our users review on the call today asked about filtering the counties with info above \$50,000, et cetera. Yes of course you can.

So, let's say I wanted to now go in and I want to find all of the ZIP Codes that have median household income over \$50,000. So, I can select the median household income as my variable. I then get a slider bar.

I can either manually move this slider bar and as I move it you will notice geographies will start to disappear. The lower-income geographies are

disappearing off the map. They're turning gray because they don't qualify. I can do it this way, or I can actually enter the values manually.

So if I put it back and I now say show me all the ZIP Codes where the median household income is over \$50,000 or over when I say that when I click over here you can see it's now applied that and I now apply the filter now it's going to actually hide a couple of ZIP Codes. There's one over here, one over here.

There's a couple over here in Southeast DC, one over here in Prince George's County that now doesn't qualify. And I can do up to six different variables here, filter on up to six. We have a lot of grant writers that are now using this to identify communities that meet certain criteria for grants that they are applying for.

So that was a very quick walk-through Version 3.3, this new bivariate mapping feature. I now want to change gears and flip back over to my PowerPoint slide and just talk about what's coming in the future.

So, as you all probably know, every time we release an update to Census Business Builder we update the vintage of the data that is shown in the tool. Those updates would include updates to our quarterly data, the monthly data, the annual data, the economic census five-year data, et cetera.

So, in the last update that we just made, we updated both the QCEW and the Quarterly Workforce Indicators. So, the Bureau of Labor Statistics Quarterly Census Employment and Wages, that one we actually doing - we're now updating that every single time we update the application.

And as the annual programs come we will continue to keep updating that. We always want to make sure that we are including the latest data that is available

from those programs in Census Business Builder. So you're always know you're getting the latest data.

Now in 3.4 we are also considering adding some other data that's not currently in Census Business Builder. We've gotten a lot of comments over the years from people saying, "Andy I love it that you have the private sector business data here. You've got those self-employed people and you have employer businesses but man, it's a bummer that you don't include government employees. Can you add the public sector data?"

Well we are finally working on that and I actually see one of you cheered a little that we are actually working on that update. I was just working on it this morning.

Also, you all know that we are getting ready to release the first data sets from the 2020 Decennial Census. Yes, we are going to be adding some of the data from the decennial census to CBB. We do need to think of about which variables from the decennial census we want to add. So the feedback that you all can provide would be really useful.

We also know that some of the programs that we already have in CBB we have some additional data variables we could add. I mentioned to you before about adding the data on the male/female breakout or adding the data on the number of vehicles that they have available or language spoken.

These are ones that we've added fairly recently. So as you all are using data from the American Community Survey and you're comparing the data that's available in the ACS to the ACS data we have in CBB we would encourage you all to say, "Hey I really like this, but man it would be so much better if you had this other statistic from the ACS in Census Business Builder." And if

you can explain why you think that would be useful, what findings you'd be able to understand by having that additional data we will probably add it.

We also know that census has a lot of other programs that are not in Census Business Builder. So, we are always investigating data from other programs. And this would not only include Census Bureau programs but data from other federal agencies as well.

I already mentioned in the demo that we already have data from the Bureau of Labor Statistics and the US Department of Agriculture. I've gotten some comments from people saying, "Andy how about data from BEA? There's some statistics that we might want to add there."

I noticed one of you asked information about business closures or information on layoffs due to COVID. Census has a number of programs that we stood up during the pandemic letter measuring how small businesses have been impacted by the pandemic. Perhaps we could add some of this COVID related data to Census Business Builder. I'm trying to keep this tool simple to use not have it include every single statistic. That's just crazy but yes, we are considering.

I did just see a note from one of our users asking about the public sector data. Yes, we are including both state government employees and local government employees in the statistics that we're adding so you will get both included.

Another new function that I'm really excited to talk about is something like that would allow you to create industry clusters. Now many of you can probably think of groupings of industries that are related to each other. In order to get the data for each of those industries, you would have to select each industry separately in either the Small Business Edition or the Regional

Analyst Edition, pull down the data and then add that data together yourself to create an industry cluster.

There are other industry cluster tools that other federal agencies have, including our US Department of Commerce cluster mapping tool. But in that tool the clusters had been predefined for you. They have already determined what are the clusters – what are the industries they constitute tourism as a cluster.

What we are contemplating doing in CBB be maybe in 3.4 or maybe in 3.5 in July is the ability to allow you to build your own industry cluster where I could select two or more industries and, just like in the Regional Analyst Edition, where when I select two or more geographies it creates a total of those multiple geographies. This feature would then create a total of those industries.

So, let's say my definition of tourism included restaurants and hotels. I could create a custom cluster called tourism that would include the data for those two industries and it would actually aggregate the businesses, the payroll, the employment, the revenue data for those two types of businesses into your own custom cluster.

And finally, and maybe most importantly, we constantly get feedback from users. I've even seen some feedback coming in in the chat already today about other things that you guys would like to add. Please, please, please send us that feedback. There is a feedback link in Census Business Builder but I will honestly tell you it may be even quicker to get your feedback to us by just emailing me. And you'll see my email address in just a moment.

We do know that there are some tweaks that people have already asked about for our new bivariate mapping feature, like that ability to see the second variable in the charts in the dashboard. So, we are working on that and again based upon your feedback.

The last point I want to make here on this slide before we go to some questions is we do a lot of training on Census Business Builder. I do probably two or three webinars a week these days during COVID on the different data and tools that we have. CBB is prominently featured in those training. But if you would like us to do some additional training for you or for your organization or for your company please again contact us. We are willing to do that.

We do have some limitations in terms of the platforms that we can use to do that training on. But we definitely would be willing to chat with you about that. So, with that I am now done. This is my contact information, my email address and my direct phone number at my desk.

I will warn you I have not been to my desk since March of last year. But we will be going back eventually, and I am able to access my voicemail from home. So, thank you all so much for all of your attention on today's Webinar.

The last link I have here on this slide is our regional offices. As many of you know the Census Bureau has staff called data dissemination specialists that are scattered across the entire country that are great at working locally with people in their particular area. So if you'd like some really sort of tailored hands-on training from one of our DDSs, for example if you live in the Denver area I have a colleague of mine, Kim Davis, who is a fabulous resource in that particular area. If you contact them via this email or via this

Web site you can get information about who is the local specialist who covers the information there.

Okay so let's see does anybody have any questions Barbara or operator do you have any questions maybe on the phone?

Coordinator: Thank you. If you'd like to ask a question please press Star 1. You will be prompted to record your first name. Please unmute your phone when recording your name and to withdraw your question press two. Once again to ask a question please press Star 1. One moment please.

Barbara Zamora-Appel: Great. Andy I lost connection with my WebEx so I lost all of the chat from previously. I think I answered a majority of the questions but there were a few that I didn't get to.

Andy Hait: Okay. Well I see one that literally just came in Barbara that I will answer. And I'm glad (Lucas) you actually asked this question. We are going to be adding Metropolitan area level data. I gave you all a teaser about that when I was talking about the level of geographies that are supported by CBB.

Right now it does not include metropolitan areas but we are going to be adding the Metro level data. I will tell you that the DMA boundaries do not follow metropolitan area boundaries. However in the Regional Analyst Edition you can build your own geography; the DMA, Digital Marketing Area, you can actually build that Regional Analyst Edition.

Barbara and I actually worked on doing those DMAs, pre-building them for you. But unfortunately we found out that those DMAs are actually a copyrighted product and we were not able to actually do that. But you could certainly do it yourself so that's a feature.

I did also see a note from someone that came in saying that what - "How can you tell what is the vintage of the data that is presented in Census Business Builder?"

Throughout the tool we have tooltips. The tooltips give you things like definitions of the different data variables that are there. But those tooltips also do include information on the vintage of the data.

So, if you were curious to see what is the vintage of that disability status data that we're looking at, it's from the 2019 American Community Survey five year estimates, 2015 to 2019 estimates.

So please use those tooltips. All of the source information is available in them so it's a pretty good resource. Let's see if we see anything else.

One of you just asked a question about the presentation. Yes, of course we are going to make the PowerPoint file and the recording of the presentation and transcript available to you. It'll be a couple of days before it's up on the Web site where you all got the link to actually go in and link - and go to this. If you go our census.gov Training Resource page under the Census Academy you will see the recorded Webinar section and that's where it will be possible.

I - someone did asked the question about, "When you do it through the filter, are the filter condition values for non-primary variables included in the download?" Yes, so you can filter on any data variable that's in the tool not just variable number one or variable number two.

So let's say I was looking at a map that was looking at median household income and percent disabled but I wanted to filter on percent 65 and older or I

wanted to filter on percent that has health insurance coverage. Yes, I can filter on that. That filter would then be applied to the map and when you then download the data. Only those geographies that meet the filter criteria will be included in the download. So, it does not need to include variable number one or variable number two.

In fact, I didn't mention it when I did the demo but under the Map Variables menu is also a feature that lets you upload your own data there. It's called My Variables. This is a feature we added last year or maybe the year before. In the My Variables feature you also can filter on your own uploaded data so another thing that we've added.

Operator anybody on the phone with a question?

Coordinator: I am showing no questions.

Andy Hait: Okay great. So another question I saw in the chat was about, "How accurate is the data on the preponderance occupants apartments elderly disabled low income, et cetera?"

You might have noticed throughout Census Business Builder we do not show the margins of error on the map itself. But the margins of error that help identify how accurate if you will what the sampling and non-sampling errors are of the data, those margins of error are included in the dashboard.

So, when we were looking at the map you might've noticed that it showed the statistics and then it said plus or minus X percent. Those margins of error are shown there. And those margin of error are available for you in the download and they are available for you in the report.

You can turn them on and turn them off if you don't want to see them, but they are available there. I will tell you as somebody who has worked with Census Bureau for quite a while we are pretty nerdy at the Census Bureau. We are pretty insistent on a high level of accuracy of our data. In fact, in our economic programs, we will typically suppress the statistics if less than 70% of the businesses responded to that particular question or we - where we couldn't get the data.

We feel that imputing data, more than 30% of the data is just wrong. So we're pretty nerdy and we typically publish those margins of error and other measures of the liability in with the data. I would encourage you all anytime you're using statistics from any source no matter whether it's Census Bureau or another organization please, please, please read the fine print.

Understand information about sample size or how the sample is created, response rates, margins of error. These are all really important things when we're thinking about the accuracy of the data. And I will tell you as a Census employee but also just as a data user the information is really quite accurate.

I did also notice a user asking the question about filtering the geographies by census tract. Yes you can of course filter by tract if that's one of the five geographies we have in CBB. So any other questions?

Coordinator: I'm showing no phone questions.

Andy Hait: Great. Well again thank you so much for all of your time. Oh I did just see somebody else fed one in also.

In the legend the legend itself and the breakdown, the different categories that the legend has the data grouped by can be customized as well. So you can't,

per se, freeze it, but you can change what the classing scheme is that is used to determine the breaks of the different categories.

Quantile is the one that is automatically set by default but you can change it to equal intervals so you can go ahead and actually see that. But the statistics themselves, the breakouts are dynamically set based upon the boundaries if you will, the visible map boundaries.

So for example if we were looking at an area in the - in Montana and we were looking at some population data -- I'm looking at population numbers for Montana -- the ranges that would appear in the legend would be quite different than if we had zoomed in on the city of Chicago and we're looking at population distribution in the city of Chicago.

So, the legend is dynamically built based upon the boundaries of the map. You can't freeze it, but you can change the classic scheme.

So, everybody thank you all so much for taking time out of your busy schedules today to attend today's Webinar. Again, if you have any questions please feel free to contact me. I also will let you all know that I am on LinkedIn. So if you're interested in connecting on LinkedIn please feel free and have a wonderful afternoon.

Coordinator: Thank you for your participation. Participants you may disconnect at this time.

END