Question and Answer

Q: My client used to receive the quarterly Manufacturer census survey from the Census Bureau up till Q3, 2020. For reason unbeknownst to us, it stopped coming. Do you know why?

A: Please provide your email address and we will contact you directly.

Q: On the current slide - it looks like there are hyperlinks to the various data sources. Will this slide be links after the meeting?

A: For more information on the ACS, go to https://www.census.gov/programs-surveys/acs.html-

A: For more information on County Business Patterns, go to https://www.census.gov/programs-surveys/cbp.html-

A: For more information on the Economic Census, go to https://www.census.gov/programs-surveys/economic-census.html-

A: For more information on the Foreign Trade Program, go to https://www.census.gov/foreign-trade/index.html-

A: For more information on the Quarterly Workforce Indicators, go to https://www.census.gov/data/developers/data-sets/qwi.html-
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A: For more information on the Building Permits Survey, please go to https://www.census.gov/construction/bps/

A: To access the QWI explorer, go to https://qwiexplorer.ces.census.gov/static/explore.html#x=0&g=0

Q: Is there a slide deck that can be downloaded? Thank you.

A: Materials will be loaded to the Census Academy within 30 days.

Q: How are specific business entity types identified in the data? Is a numeric ID assigned for a type of business?

A: Yes. See our NAICS site at https://www.census.gov/naics/

Q: Could you please address how this might be helpful for people wanting to start an internet instead of on-ground business?

A: The tool provides access to business data, socioeconomic, housing and demographic information, including household access to broadband services. The aggregate of these data can aid brick and mortar as well as Internet based business.
Q: Would this help me to find clients?

A: You can find geographic areas where the highest concentrations of potential customers in need of your product or service based on socioeconomic, demographics, and consumer spending data accessible on Census Business Builder.

Q: Can you change the comparison cities?

A: Yes, the example during the live demonstration was focused on a county, however, you can select the city as a geographic area.

Q: Is there a way to pivot from a B to C to a B to B focus. For example, what business demographics could you pull up about the Restaurants in Orange County, CA.

A: Yes, data from the Survey of Business Owners (ABS) provides information on selected economic and demographic characteristics for businesses and business owners by sex, ethnicity, race, and veteran status. It combines data results from survey respondents and administrative records to produce data on business ownership.
Q: Will you be emailing us the link to the recording?

A: No. The materials will be uploaded to the Census Academy under this webinar within 30 days.

Q: Can you get data for a radius from a specific latitude and longitude?

A: The geographic levels are only: State, County, Metro, City/Town, of Census Tracts

Q: Is the consumer consumption data based on tax revenues or surveys, or both, or other?

A: Consumer spending is based on Esri data. A link to Esri is provided on slide number 5. This a fee services that the Census Bureau purchases from Esri.

Q: So this same data can be narrowed down to city/town also?

A: Yes, however some data sources offer data at the state of county levels. The American Community Survey (ACS) does cover city/town, Zip Codes, or Census Tracts. ACS data contains rich socioeconomic, demographics, and housing characteristics. Data from this survey is released and refreshed annually.
Q: How can I select a region? For example, I am interested in knowing how many businesses are there in Michigan's Great Lakes Bay region.

A: You can use the CBB Regional Analyst Edition to select a region. Go to https://cbb.census.gov/rae/#-

Q: I really enjoy your data and maps. However, the maps would look even better if the choropleth boundaries matched the shoreline instead of extending into the ocean. I am in a coastal region, so the shapes of counties look different than people are accustomed to, which often causes folks to question why the maps look that way. Can you explain why this is?

A: Maps extend to the ocean because census tracts boundaries includes areas where there are housing units, i.e. Marinas with boats as living quarters.

Q: Hello and thank you for this demonstration. I wanted to know if there is a way to build a trend report for an area. i.e. what is the population growth or median salary growth in Orange County over the last 10-15 years?

A: To create this type of report we recommend using www.data.census.gov. With this data tool you can look at population trends. Here is a link for Orange County. Remember that we also offer advance training on data.census.gov.
Q: For clarity, this data is through 2019, correct? Or am I misunderstanding?

A: Socioeconomic, demographics, and housing characteristics come from the American Community Survey (ACS) 5-Year Estimates 2015-2019. The ACS next vintage, 2016-2020 data will be released on March 17, 2022

Q: Could you research the aggregate number of small businesses within in a county or city?

A: Yes, number of establishments for employer and non-employer data is produced in the report feature

Q: Can I overlap cities or states?

A: You can select one geography at a time (states, county, city/town, Zip or census tract) however you can and move around the map to see adjacent geographies and create the individual reports that can be aggregated.

Q: This is a Great Tool and information. Thank You. Question - what is basis of Data - how many years and from which Start date to End Dates please?
A: The Census Business Builder draws data from several data sources. Data collection, geographic areas, and periods of collection vary depending on the data source. A link for the data sources used by Census Business is provided on slide number 5.

Q: I want to learn more about the demographics of the population(s) who drink alcohol (alcohol consumption) in the state of Georgia. Can I generate a demographic report based on age, race, income, etc in CBB?

A: CBB can generate Interactive and downloadable reports & charts. Consumer spending has a category of alcoholic beverage spending.

Q: Can you see the type of restaurant? Mexican, Sushi, Italian, etc.

A: Only total number of establishments for employers and non-employers’ data is available but are not disaggregated by type of restaurant.