

Introducing the Census Business Builder: Small Business Edition (CBB-SBE)

**A Business Information Resource for
Entrepreneurs,
Small Business Owners, and Other Users**

A Change in Customer Focus

- Serving our customers
 - “Power Users”
- Underserved customers
 - Small businesses
 - Entrepreneurs
 - Chambers of Commerce
- Ongoing tool changes

The screenshot shows the United States Census Bureau website. At the top, there is a navigation bar with the following links: Topics (Population, Economy), Geography (Maps, Geographic Data), Library (Infographics, Publications), Data (Tools, Developers), About the Bureau (Research, Surveys), and Newsroom (News, Events, Blogs). A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a large banner image of oil pumpjacks with the headline "Mining, Quarrying, Oil and Gas Extraction Booming". The text below the banner states: "This sector showed tremendous growth as establishments rose by 26.4 percent. Read more in the 2012 Economic Census Advance Report - the first report capturing a comprehensive look at the U.S. economy since the 2007 recession." Below the banner, there are three main sections: "Population Clock" showing U.S. Population (318,763,004) and World Population (7,183,627,968); "QuickFacts" with a map of the United States and the text "Quick, easy access to facts about people, business, and geography."; and "U.S. Census Bureau Economic Indicators" showing various indicators such as New Orders (+22.6%), New Residential Sales (-2.4%), and New Residential Construction (1,093,000). Below these sections, there is a "Latest News" section with two articles: "Young Adults in America, Live on C-SPAN's 'Washington Journal'" and "2013 Survey of Public Pensions". To the right of the "Latest News" section is a "Stat of the Day" section titled "Young Adults in America" with the text: "More young adults ages 18-24 are going to college, 41% in 2012, up from 26% in 1980. Fewer are in the labor force, 65% in 2012, down from 75% in 1986, the peak year." A "Read More" link is provided at the bottom of the "Stat of the Day" section.

CBB - SBE Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Small footprint
- Leverage existing Census investments
- Free



CBB-SBE Version 1.0 Features

- Initial audience: **Selected B-to-C** business
- Selected **demographic** and **economic** data (ACS, EC, CBP, NS)
- Consumer Spending data (Esri)
- *Local Area Profile* report
- Core functionality

CBB Home Page

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

Key Features:

- Tool Link
- Promo and Tutorial Videos
- Flyers and Fact Sheets
- FAQs and Help

The screenshot shows the home page of the Census Business Builder: Small Business Edition. At the top, there is a navigation bar with the United States Census Bureau logo and links for Topics, Geography, Library, Data, About the Bureau, and Newsroom. A search bar is also present. Below the navigation bar, the page is titled "Data" and "Census Business Builder: Small Business Edition". There are social media sharing buttons for Twitter and Facebook. A question asks, "Are you looking for data to help you start or grow a business?". Below this is a 3D cube logo with the letters 'c', 'b', and 'b' on its faces, and the text "census business builder". To the right, a text block describes the tool: "The Census Business Builder: Small Business Edition allows small business owners a way to easily navigate to and use key demographic and economic data to help guide their research into opening a new or expanding their existing business. These key data includes the most recent and/or relevant data that Census provides that are useful to small business owners." Below the text is a video player showing a map of the United States with a play button. Underneath the video player, there are three buttons: "Learn More", "Other Resources", and "Help". At the bottom, there is a section for "Tutorial Videos" with five video thumbnails: "Overview", "Navigation", "Filter Feature", "Profile Report", and "Tips & Tricks".

Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business from the broad categories below and then from the detailed list provided.



Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you plan to open the business?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.

 or

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business from the broad categories below and then from the detailed list provided.

Change



Assisted Living



Chiropractors



Dentists



Doctors



Home Health Care



Mental Health



Optometrists



Outpatient Care



Therapists

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you plan to open the business?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.

 or

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
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Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business from the broad categories below and then from the detailed list provided.

Health Care > Home Health Care

Change

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you want to start or research?

Select the proposed location by clicking on the Location button.



or

Fairfax city, Virginia

- Fairfield city, Ohio
- Fairfield city, California
- Fairfield township, New Jersey
- Fairfield town, Maine
- Fairfield city, Illinois
- Fairfield city, Iowa
- Fairfield city, Alabama
- Fairfield city, Texas
- Fairfield Glade CDP, Tennessee
- Fairfield Harbour CDP, North Carolina
- Fairfax city, Virginia
- Fairfax County, Virginia**
- Fairfield County, Connecticut
- Fairfield County, Ohio
- Fairfield County, South Carolina

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Health Care, Home Health Care

Fairfax County, Virginia

Total population

Not Applied

+

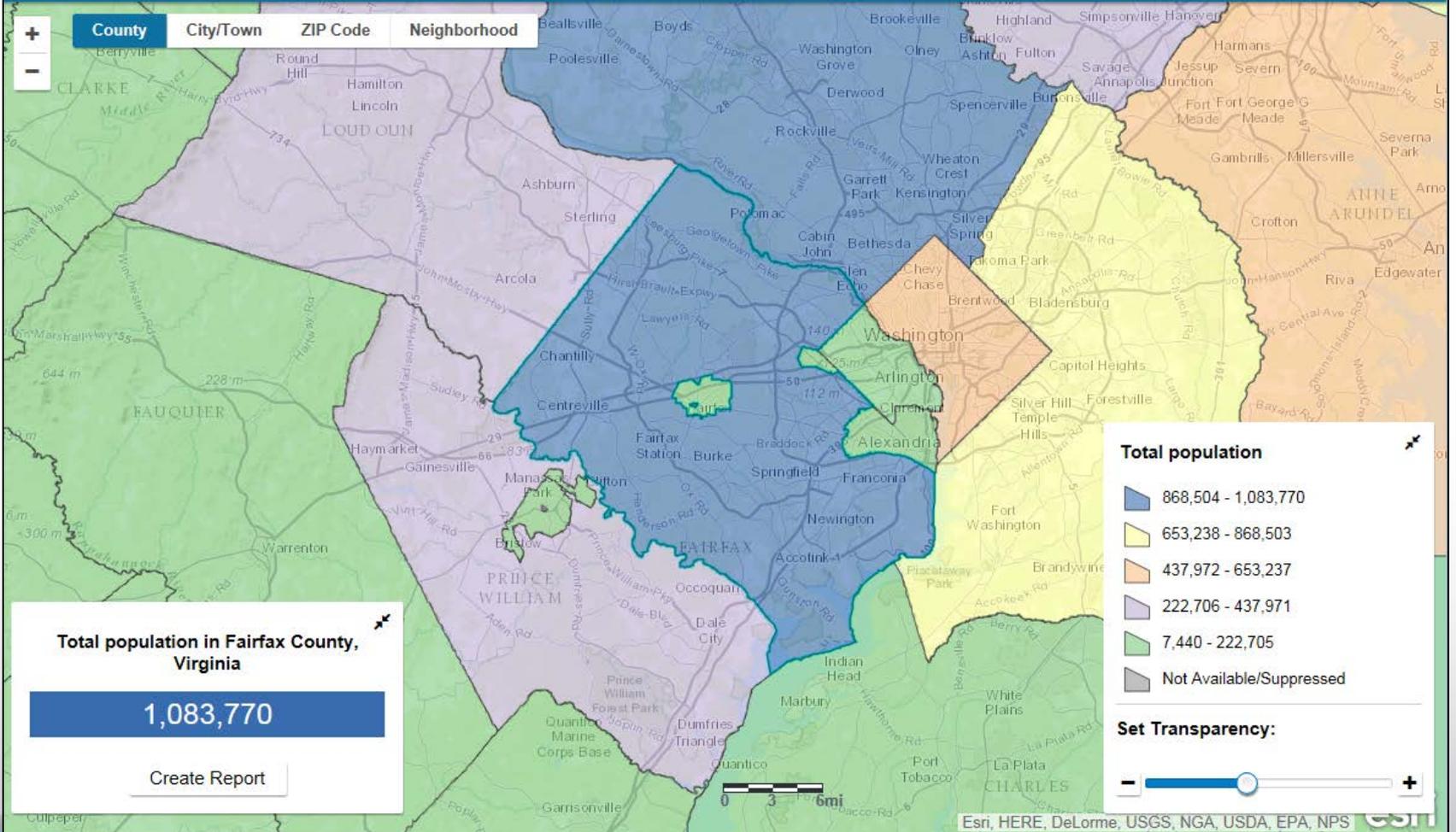
-

County

City/Town

ZIP Code

Neighborhood



Total population

- 868,504 - 1,083,770
- 653,238 - 868,503
- 437,972 - 653,237
- 222,706 - 437,971
- 7,440 - 222,705
- Not Available/Suppressed

Set Transparency:



Total population in Fairfax County, Virginia

1,083,770

Create Report

Change Your Industry

Health Care, Home Health Care

Change Your Location

Click on the map to select

Select Map Variable

Total population

Select Your Filter

Not Applied

Please Select a Map Variable

Primary Category

My Potential Customers

Other Businesses Like Mine

Consumer Spending

Secondary Category

Demographic Characteristics Characteristics

Socioeconomic Characteristics

Housing

Map Variables

Total population

Percent under 5 years old

Percent under 18 years old

Percent 18 years and over

Select Variable

Cancel

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. For additional variables, see www.census.gov

total population

868,504 - 1,083,770

653,238 - 868,503

437,972 - 653,237

222,706 - 437,971

7,440 - 222,705

Not Available/Suppressed

Set Transparency:

Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

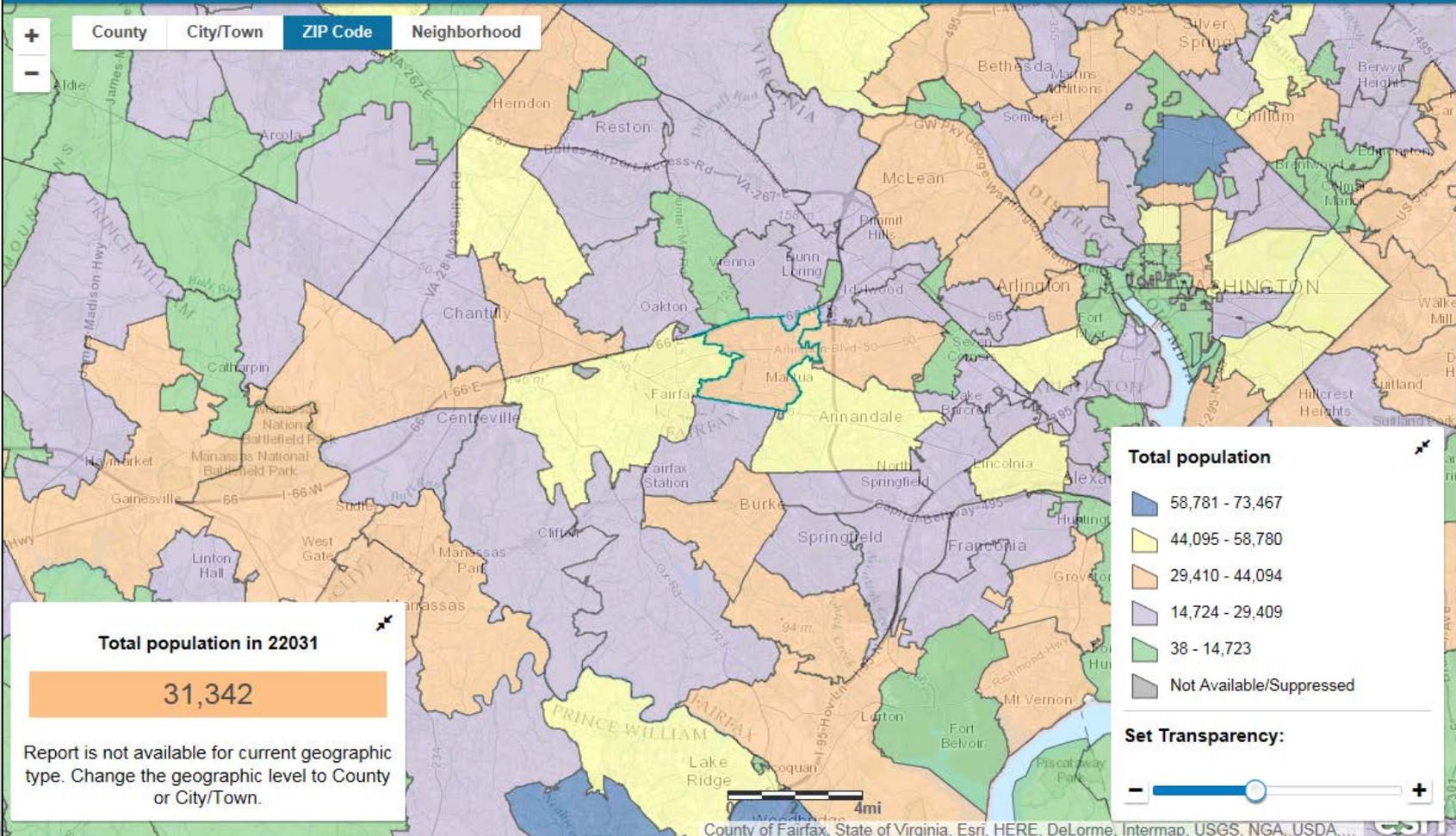
Health Care, Home Health Care

22031

Total population

Not Applied

County City/Town ZIP Code Neighborhood



Total population in 22031

31,342

Report is not available for current geographic type. Change the geographic level to County or City/Town.

County of Fairfax, State of Virginia, Esri, HERE, DeLorme, Intermap, USGS, NGA, USDA,...

Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Health Care, Home Health Care

22031

Total population

Median household income (\$) (4,952...)

County City/Town **ZIP Code** Neighborhood

Select the Filter's Value

Median household income (\$)

133,080.8 218,500

Apply Filter

Back

Total population in 22031

31,342

Report is not available for current geographic type. Change the geographic level to County or City/Town.

Total population

- 58,781 - 73,467
- 44,095 - 58,780
- 29,410 - 44,094
- 14,724 - 29,409
- 38 - 14,723
- Not Available/Suppressed

Set Transparency:

Change Your Industry

Change Your Location

Select Map Variable

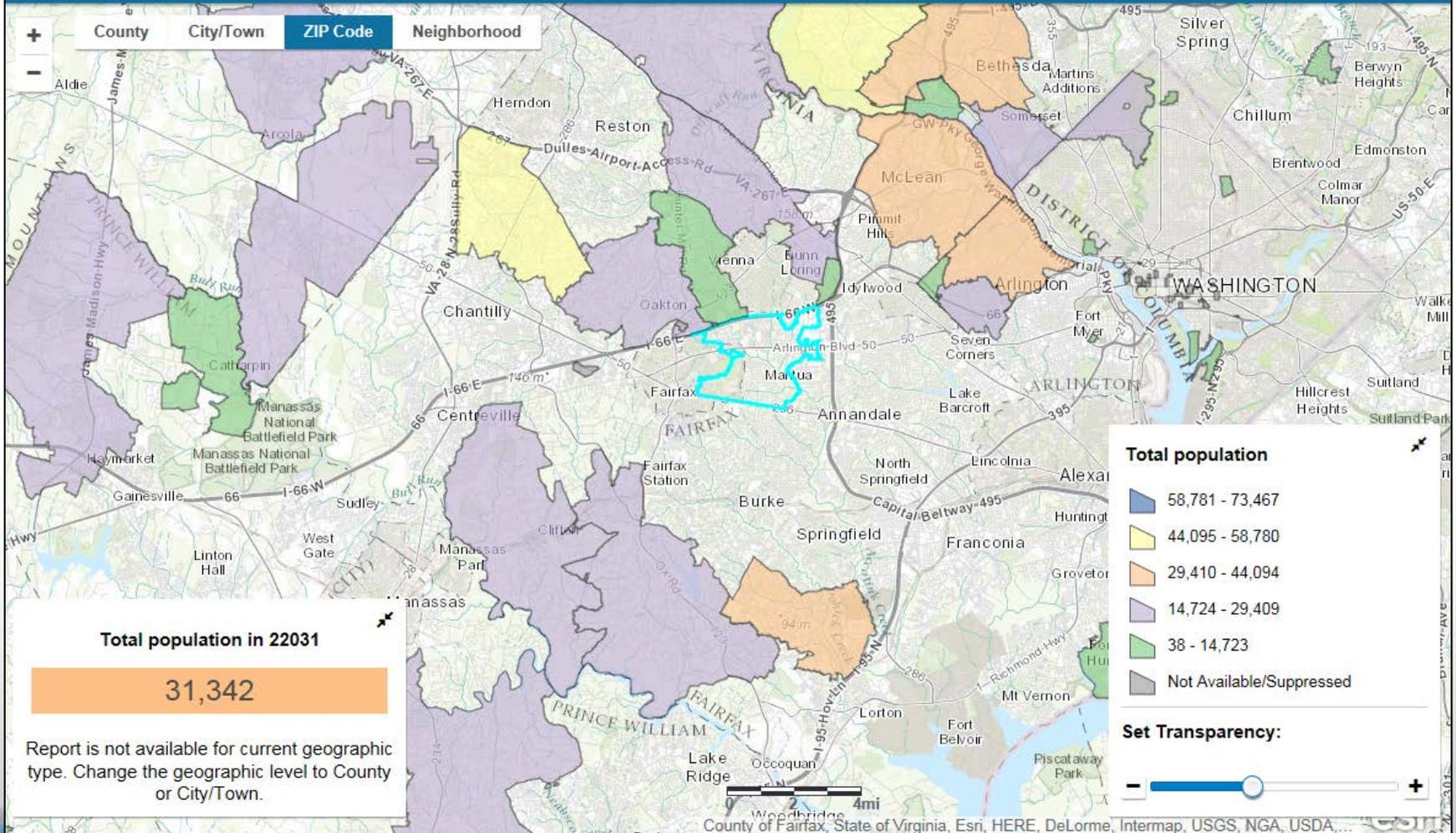
Select Your Filter

Health Care, Home Health Care

22031

Total population

Median household income (\$) (133,08...



Local Business Profile of Home Health Care Services (NAICS 62161) in Fairfax County, Virginia

Who are my Potential Customers?

Demographic Characteristics

Total population:	1,083,770
Percent under 5 years old:	6.7%
Percent under 18 years old:	24.1%
Population 18 and over:	75.9%
Population 65 years old and over:	10.0%
Average household size:	2.77

Race Breakout

White:	63.77%
Black:	9.16%
American Indian or Alaska Native:	0.43%
Asian:	17.61%
Native Hawaiian or Pacific Islander:	0.09%
Two or more races:	4.06%
Some other race:	4.89%
Hispanic or Latino:	15.5%

For more demographic data and margins of error, go [here](#).

Socioeconomic Characteristics

Median household income:	\$109,383
Population with high school degree or more:	91.6%
Population with Bachelor's degree or more:	58.2%
Population in poverty:	5.6%
Employment rate:	68.9%
Population 16 or over in labor force:	73.9%
Population with a disability:	6.3%
Population with health insurance coverage:	87.9%
Average travel time to work (mins.):	31.8

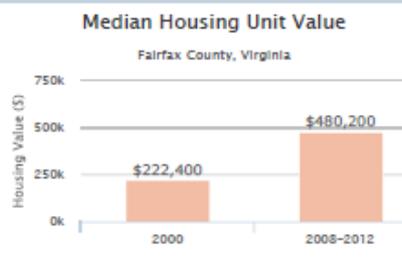
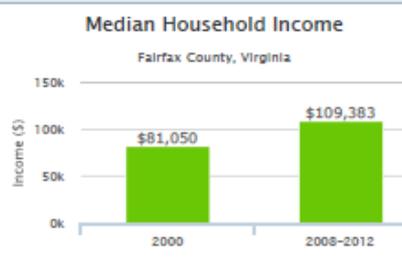
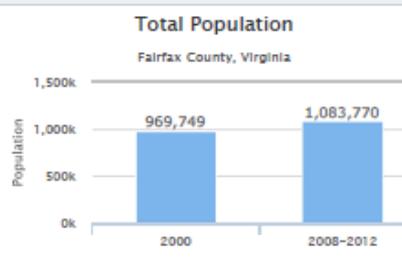
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).

Housing Characteristics

Owner-occupied housing units:	270,928
Renter-occupied housing units:	117,524
Single-family detached housing units:	199,428
Homeownership rate:	69.7%
Vacancy rate:	4.6%
Median value of owner-occupied housing units:	\$480,200
Median selected monthly owner cost:	\$2,316
Median rent (housing):	\$1,621
Median year structure built:	1980

For more housing characteristic data and margins of error, go [here](#).

Source: 2008-2012 American Community Survey 5-Year Estimates



What About Other Businesses Like Mine?

Employer Businesses

2012	
Number of Home Health Care Services:	79
Total employment:	3,404
Total annual payroll:	\$128.2M
Average number of employees per business:	43
Average annual payroll per employee:	\$37,664
Average population served per business:	13,719

Source: 2012 County Business Patterns



2007	
Number of Home Health Care Services:	62
Total employment:	2,534
Total annual payroll:	\$77.1M
Total receipts:	\$135.1M
Average annual payroll per employee:	\$30,444
Receipts per business:	\$2,179,516
Receipts per employee:	\$53,327

Source: 2007 Economic Census



Nonemployer Businesses

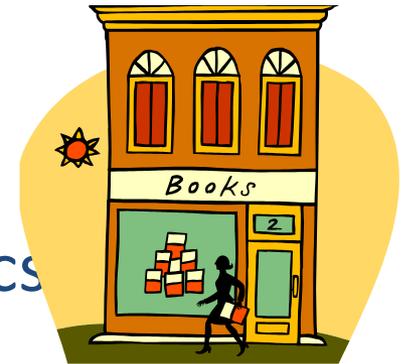
Number of "nonemployer" Home Health Care Services:	913
Total receipts:	\$14,660,000
Average receipts per business:	\$16,057

Source: 2012 Nonemployer Statistics



Next Steps

- **Audience** expansion
 - More B-to-C businesses, then B-to-B's
- **Content** expansion
 - Additional demo and econ characteristics (from Census)
 - Additional 3rd party data
- **Functionality** expansion
 - Compare feature, dashboard, time series
 - “Add your own data” and mobile support



Chamber of Commerce Edition

Prototype Features

- Same **demographic** and **economic** data as *SBE*
- Economic data by sector
- View data for chamber **components**
- **Chamber boundary** selection & **data aggregation**
- *Chamber of Commerce Profile* report
- Planned Prototype Release: August 12, 2015

<http://dcdev.esri.com/census/coce-1.0-3.2/index.html>

User Name: census

Password: c3n\$us2015

Define your chamber

1. In which county do you want to create a chamber?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.



or



2. Refine your chamber

Click the button below to view a map where you can browse the information about your potential customers and other businesses like yours.

Take me to the Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov



Your industry

Location

Map Variable

Filter

All Sectors

Fairfax County, Virginia

Total population

Not Applied



County

All Sectors

Accommodation and Food Services (NAICS 72)

Administrative and Support and Waste Management and Remediation Services (NAICS 56)

Arts, Entertainment, and Recreation (NAICS 71)

Construction (NAICS 23)

Don't see your type of business listed? Click [here](#) to request that your industry be added.

Select Industry

Cancel

Chamber 1

Total population in Fairfax County, Virginia

1,083,770

Create County Report

Total population

868,504 - 1,083,770

653,238 - 868,503

437,972 - 653,237

222,706 - 437,971

7,440 - 222,705

Not Available/Suppressed

Set Transparency:



Your industry

Location

Map Variable

Filter

All Sectors

Arlington County, Virginia

Total population

Not Applied

+ County City/Town ZIP Code Neighborhood **-**

Arlington County, Virginia[+ Add to My Chamber](#)**✓ Done Editing****Chamber: My Chamber**

Alexandria city, Virginia

Falls Church city, Virginia

Fairfax city, Virginia

Total population

- 868,504 - 1,083,770
- 653,238 - 868,503
- 437,972 - 653,237
- 222,706 - 437,971
- 7,440 - 222,705
- Not Available/Suppressed

Set Transparency:

**Total population in Arlington County, Virginia****209,077**[Create County Report](#)

Your industry

Location

Map Variable

Filter

All Sectors

Arlington County, Virginia

Total population

Not Applied

+ County City/Town ZIP Code Neighborhood -

Edit Chamber

Chamber: Fairfax Area

Arlington County, Virginia

Alexandria city, Virginia

Falls Church city, Virginia

Create Chamber Report

Total population in Arlington County, Virginia

209,077

Create County Report

Total population



Set Transparency:



Print page

Local Business Profile - Fairfax Area
Chamber of Commerce

The Fairfax Area Chamber of Commerce is composed of:

- Fairfax County, Virginia
- Fairfax city, Virginia
- Falls Church city, Virginia
- Alexandria city, Virginia
- Arlington County, Virginia

Demographics

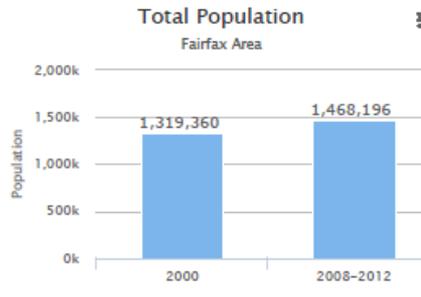
Demographic Characteristics

Total population:	1,468,196
Percent under 6 years old:	6.6%
Percent under 18 years old:	22.2%
Percent 18 and over:	77.8%
Percent 65 years old and over:	9.8%

Race Breakout

Percent White:	65.07%
Percent Black:	10.17%
Percent American Indian or Alaska Native:	0.42%
Percent Asian:	15.27%
Percent Native Hawaiian or Pacific Islander:	0.09%
Percent two or more races:	3.92%
Percent some other race:	5.06%
Percent Hispanic (of any race):	15.4%

For more demographic data and margins of error, go [here](#).



Socioeconomic Characteristics

Average household size:	2.6
Average household income:	\$134,484
Percent in poverty:	6.0%
Percent high school degree or higher:	91.8%
Percent bachelor's degree or higher:	60.5%
Percent population 16 or over in labor force:	75.2%
Percent employed:	
Percent disabled:	
Percent with health insurance:	
Mean travel time to/from work:	

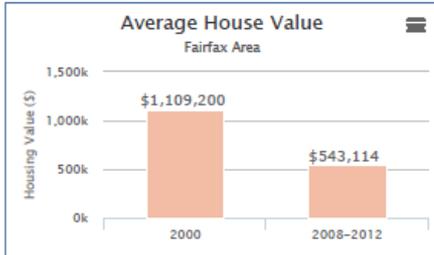
For more socioeconomic data and margins of error, go [here](#).



Housing Characteristics

Owner-occupied housing units:	351,009
Renter-occupied housing units:	208,540
Single-family detached housing units:	246,462
Home ownership rate:	62.7%
Vacancy rate:	6.6%
Average house value:	\$543,114
Average rent (housing):	\$1,548
Average monthly owner cost (with a mortgage):	\$2,358

For more housing characteristic data and margins of error, go [here](#).



Source: 2008-2012 American Community Survey 5-Year Estimates

Businesses

Employer Businesses

NAICS Sector	# Businesses	Employment	Annual Payroll (\$M)	Receipts (\$M)
00: All Sectors	42,892	828,990	57,814.9	0.0
11: Agriculture	8	0	0.0	0.0
21: Mining	8	0	0.0	0.0
22: Utilities	28	307	108.5	0.0
23: Construction	2,701	30,363	1,935.7	0.0
31-33: Manufacturing	508	7,840	439.2	2,337.2
42: Wholesale	1,171	15,361	1,356.6	14,470.6
44-45: Retail	4,167	73,386	2,153.6	21,011.0
48-49: Transportation & Warehousing	522	8,495	361.8	0.0
51: Information	1,201	42,585	4,674.4	0.0
52: Finance & Insurance	2,318	37,483	4,075.6	0.0
53: Real Estate & Rental & Leasing	2,169	16,226	1,048.8	5,789.5
54: Prof., Sci., & Tech. Services	12,059	260,547	25,465.3	45,213.2
55: Mgmt of Companies & Enterprises	400	21,470	2,621.2	0.0
56: Admin. & Support & Waste Mgmt. & Remed.	2,509	86,555	4,218.8	8,336.3
61: Educational Services	834	17,980	816.5	839.5
62: Health Care & Social Assistance	4,104	73,610	3,720.1	6,763.4
71: Arts, Entertainment, & Recreation	531	13,034	369.2	1,180.0
72: Accommodation & Food Services	3,479	68,247	1,421.9	4,538.0
81: Other Services	4,139	46,601	2,457.6	8,295.5

Key Ratios for Employer Businesses

NAICS Sector	Employees per Business	Annual Payroll per Employee (\$)	Receipts per Business (\$1,000)	Population per Business
00: All Sectors	83	69,741	0	34
11: Agriculture	0	0	0	183,525
21: Mining	0	0	0	183,525
22: Utilities	61	353,309	0	52,436
23: Construction	69	63,752	0	544
31-33: Manufacturing	48	56,026	4,601	2,890
	45	88,314	12,357	1,254
	82	29,347	5,042	352
Warehousing	68	42,595	0	2,813
	129	109,766	0	1,222
	55	108,732	0	633
& Leasing	27	64,638	2,669	677
Services	81	97,738	3,749	122
& Enterprises	163	122,085	0	3,670
Waste Mgmt. & Remed.	152	48,742	3,323	585
	110	45,412	1,007	1,760
Assistance	85	50,538	1,648	358
& Recreation	96	28,328	2,222	2,765
Food Services	94	20,835	1,304	422
	59	52,736	2,004	355

Systems and 2012 Economic Census



Contact Information

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