

Census Business Builder: Data Sources

2012 American Community Survey 5-year Estimates

- Demographic Characteristics
- Economic Characteristics
- Housing Characteristics

2012 Economic Census

- Number of Employer Establishments; Employment; Annual Payroll; Sales, Shipments, Receipts, Revenue, Work Done

2012 County Business Patterns

- Number of Employer Establishments, Employment, Annual Payroll

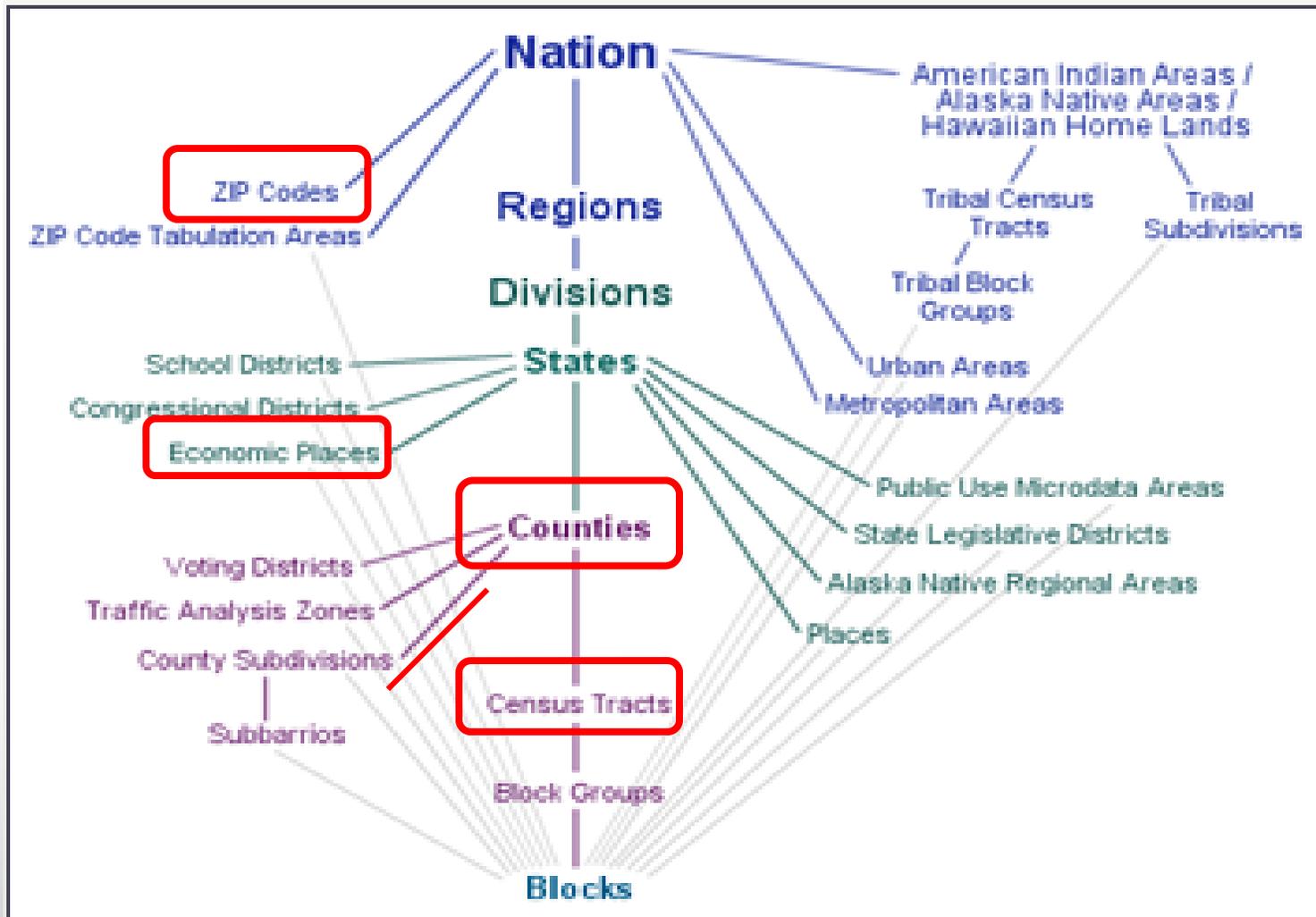
2012 Non-employer Statistics

- Number of Non-employer Establishments, Total Revenue

2015 Consumer Spending Data

- Spending on: Dining Out, Entertainment/Recreation, Financial Services, Health Care, Household Services, Housing, Personal Care, Transportation, and Travel

Summary Levels – Geography



Census Business Builder

Small Business Edition

A Business Information Resource for
Small Business Owners, Small
Business Development Center
Counselors, and other data 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.

The main content area features a large orange banner with the headline "Mining, Quarrying, Oil and Gas Extraction Booming". Below the banner, there is a section titled "Population Clock" showing U.S. Population as 318,763,004 and World Population as 7,168,627,968. To the right of the Population Clock is a "QuickFacts" section with the text "Quick, easy access to facts about people, business, and geography." and a "Select a state to begin" dropdown menu.

Below the QuickFacts section is a "U.S. Census Bureau Economic Indicators" section with a table of indicators:

Indicator	Value	Change
Advance Report Durable Goods	\$300.1 billion	↑
July 2014 Report New Orders	22.8%	↑
New Residential Sales	412,000	↓
July 2014 Report Single-family houses	-2.4%	↓
New Residential Construction	1,093,000	↓

Below the Economic Indicators section is a "Latest News" section with two items:

- Young Adults in America, Live on C-SPAN's "Washington Journal"**
August 27, 2014
Tom Snyder, program director at the National Center for Education Statistics, discusses new findings about young adults.
- 2013 Survey of Public Pensions**
August 26, 2014
Provides a comprehensive look at the financial activity of the nation's state-

On the right side of the page 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." and a "Read More" link.

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 homepage 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 main content area is titled "Data" and features a sidebar with categories like Data Tools and Apps, Developers, Mobile Apps, Product Catalog, Related Sites, Software, Training & Workshops, and Visualizations. The main content area includes a "Census Business Builder: Small Business Edition" header with social media sharing options (Tweet, Share) and a question: "Are you looking for data to help you start or grow a business?". Below this is a 3D cube graphic with the letters 'c', 'b', and 'b' on its faces, and the text "census business builder". To the right of the cube is a paragraph describing 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 description is a "Key Features:" section with a bulleted list: "Easy to use menus to select your type of business and potential business location", "An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas", and "Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research". To the right of the list is a video player showing a map interface. Below the key features and video are three buttons: "Learn More", "Other Resources", and "Help". At the bottom, there is a "Tutorial Videos" section with five video thumbnails: "Overview", "Navigation", "Filter Feature", "Profile Report", and "Tips & Tricks".

Select Economic Sector



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

[Go to Map](#)

Select Type of Business and Geography



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

County, City/Town, or ZIP Code

Go to Map

Select A Map Variable

The screenshot displays the 'Census Business Builder: Small Business Edition' interface. At the top, the United States Census Bureau logo is on the left, and navigation links for 'Privacy Act Statement', 'FAQs', and 'Send Feedback' are on the right. The main navigation bar includes 'Change Your Industry' (set to 'Health Care, Home Health Care'), 'Change Your Location' (set to 'Click on the map to select'), 'Select Map Variable' (set to 'Total population'), and 'Select Your Filter' (set to 'Not Applied').

A modal dialog box titled 'Please Select a Map Variable' is open. It contains the following sections:

- Primary Category:** Three buttons: 'My Potential Customers' (selected), 'Other Businesses Like Mine', and 'Consumer Spending'.
- Secondary Category:** Three radio buttons: 'Demographic Characteristics Characteristics' (selected), 'Socioeconomic Characteristics', and 'Housing'.
- Map Variables:** A list of variables with radio buttons: 'Total population' (selected), 'Percent under 5 years old', 'Percent under 18 years old', and 'Percent 18 years and over'.

At the bottom of the dialog are 'Select Variable' and 'Cancel' buttons. Below the dialog, a legend for 'Total population' is visible, showing color-coded ranges: 868,504 - 1,083,770 (dark blue), 663,238 - 868,503 (medium blue), 437,972 - 663,237 (light blue), 222,706 - 437,971 (very light blue), 7,440 - 222,705 (lightest blue), and 'Not Available/Suppressed' (grey). A 'Set Transparency' slider is also present.

At the bottom of the page, a disclaimer reads: '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'.

Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Tustin city, California

Who are my Potential Customers?

Demographic Characteristics

Total population: **75,712**
Population 18 and over (%): **73%**
Population 65 years old and over (%): **8%**

Race Breakout

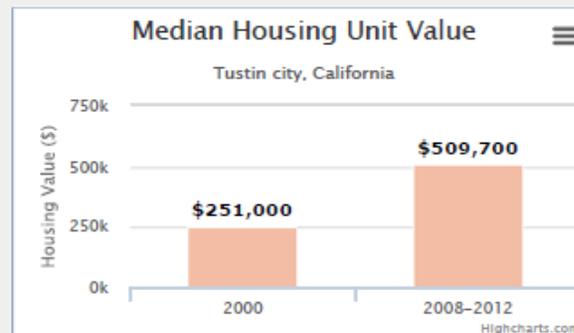
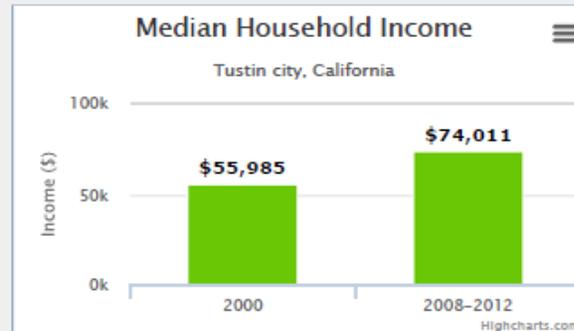
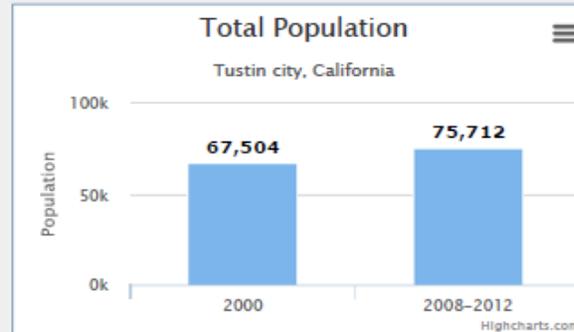
White: **40,505**
Black: **1,927**
American Indian or Alaska Native: **371**
Asian: **15,845**
Native Hawaiian or Pacific Islander: **360**
Some Other Race: **14,801**
Two or more Races: **1,903**
% Hispanic or Latino: **39.5%**

Economic Characteristics

The median household income: **\$74,011**
Population w/ high school degree or more (%): **83.1%**
Population w/ bachelor's degree or more (%): **38.9%**
Population in Poverty (%): **12.2%**
Employment rate (%): **66.8%**
Population 16 or over in labor force (%): **73.3%**

Housing Characteristics

Owner-occupied housing units: **12,620**
Renter-occupied housing units: **12,097**
Single-family detached housing units: **9,263**
Home ownership rate (%): **51.1%**
Gross vacancy rate (%): **5.4%**
Median value of housing units: **\$509,700**
Median monthly cost: **\$2,430**
Median gross rent: **\$1,489**



Generate Reports

cbb.census.gov

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Resources: Need Assistance?

U.S. Census Bureau
Data Dissemination Branch
Customer Liaison and Marketing Services Office



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