



Census Business Builder: Small Business Edition

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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

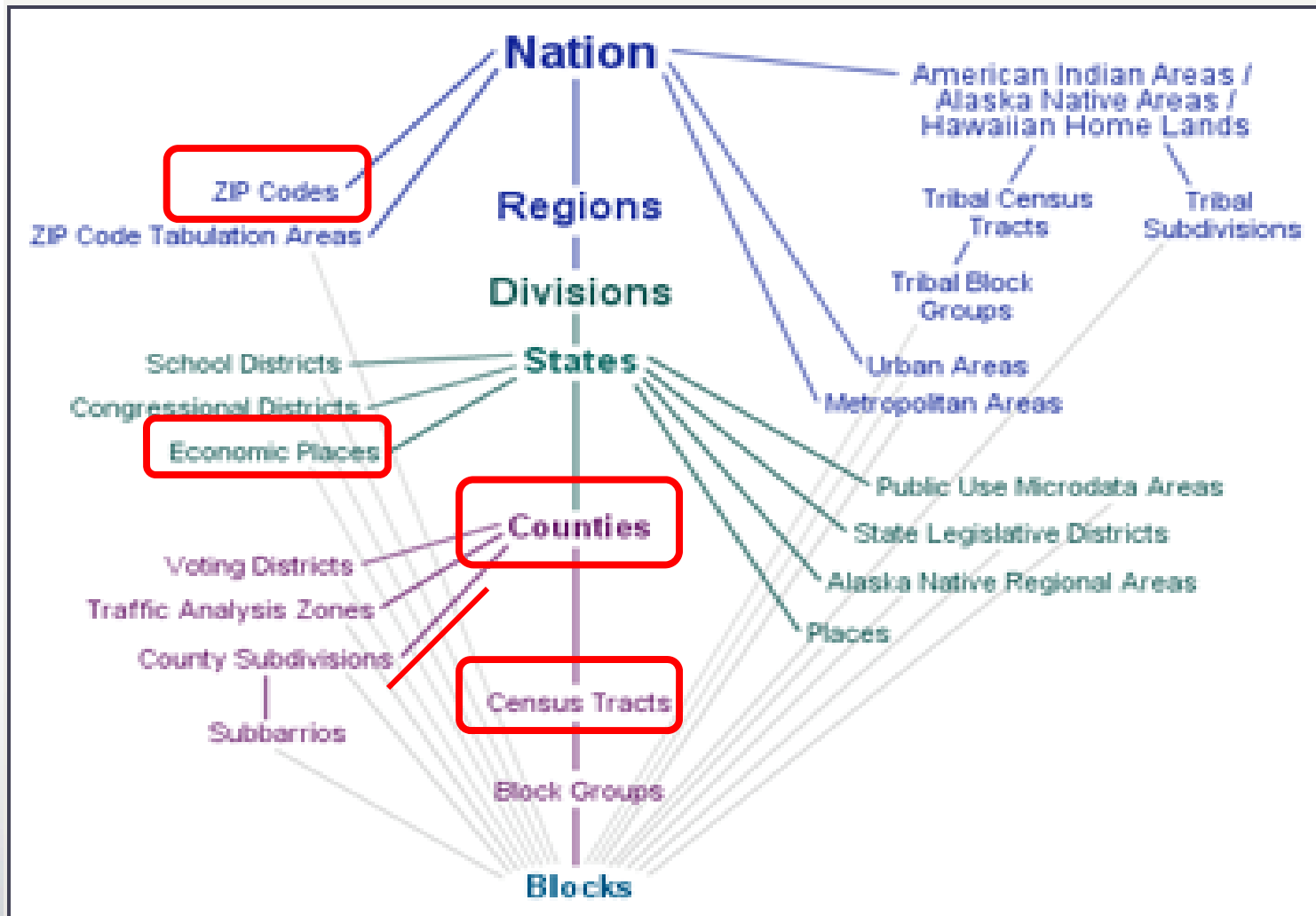
2012 Non-employer Statistics

- 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. Below the navigation bar, there is a large banner image of oil pumps 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 (7,168,627,968); "QuickFacts" with a map of the U.S. and the text "Quick, easy access to facts about people, business, and geography. Select a state to begin"; and "U.S. Census Bureau Economic Indicators" showing various indicators like "Advance Report Durable Goods" (5300.1B), "New Orders" (22.8%), "New Residential Sales" (412,000), "Single-family houses" (-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 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 logo with the letters 'c', 'b', and 'b' and the text "census business builder". To the right, there 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 text 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 text is a video player showing a map interface. Below the key features 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".

Census Business Builder

Log on to:

cbb.census.gov

Select an Economic Sector

For example, click Prof & Biz Services



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.



Construction



Food Services



Healthcare



Personal Services



Prof & Biz Services



Retail



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 - Real Estate



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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 first from the broad categories below and then from the detailed list provided

Change



Accounting



Architects



Consulting



Insurance



Janitorial Services



Lawyers



Real Estate



Systems Design



Trucking

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

2. Where are you considering locating the business?

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



or

County, City/Town, or ZIP Code

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

Select Geography

Click Go to Map



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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 first from the broad categories below and then from the detailed list provided



Prof & Biz Services > Real Estate

Change

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

2. Where are you considering locating the business?

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

 or 

Go to Map



Select A Map Variable

My Potential Customers or Other Businesses Like Mine or Consumer Spending

Select a Map Variable...Total Population

Click Select Variable

The screenshot shows the 'Census Business Builder: Small Business Edition' interface. The top navigation bar includes the United States Census Bureau logo and four main sections: 'Change Your Industry' (Health Care, Home Health Care), 'Change Your Location' (Click on the map to select), 'Select Map Variable' (Total population), and 'Select Your Filter' (Not Applied). A modal dialog box titled 'Please Select a Map Variable' is open, containing three sections: 'Primary Category' with buttons for 'My Potential Customers', 'Other Businesses Like Mine', and 'Consumer Spending'; 'Secondary Category' with radio buttons for 'Demographic Characteristics Characteristics', 'Socioeconomic Characteristics', and 'Housing'; and 'Map Variables' with radio buttons for 'Total population', 'Percent under 5 years old', 'Percent under 18 years old', and 'Percent 18 years and over'. A 'Select Variable' button and a 'Cancel' button are at the bottom of the dialog. A legend on the right side of the map shows population ranges for 'Total population' and a 'Set Transparency' slider. A disclaimer at the bottom of the dialog states: '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'.

Map Variable Total Population

Click Create Report



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Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

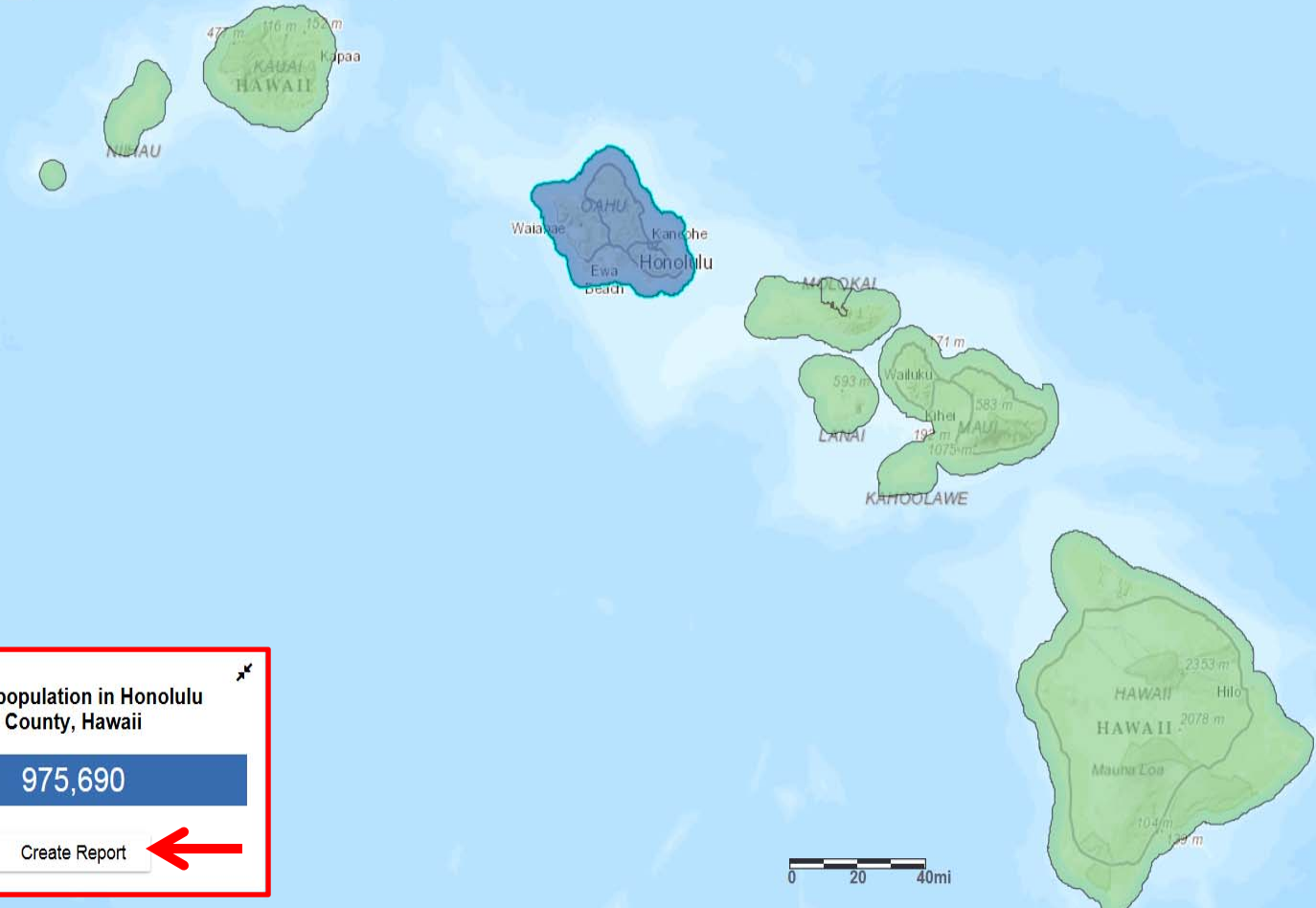
Prof & Biz Services, Real Estate

Honolulu County, Hawaii

Total population

Not Applied

County City/Town ZIP Code Neighborhood



Total population in Honolulu County, Hawaii

975,690

Create Report



Total population

- 780,567 - 975,690
- 585,443 - 780,566
- 390,320 - 585,442
- 195,196 - 390,319
- 73 - 195,195
- Not Available/Suppressed

Set Transparency:



Esri, DeLorme, FAO, USGS, EPA

Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Honolulu County, Hawaii

Who are my Potential Customers?

Demographic Characteristics

Total population:	975,690
Percent under 5 years old:	6.5%
Percent under 18 years old:	21.8%
Population 18 and over:	78.2%
Population 65 years old and over:	15.2%
Race Breakout	
Percent White:	21.51%
Percent Black:	2.48%
Percent American Indian or Alaska Native:	0.18%
Percent Asian:	43.17%
Percent Native Hawaiian or Pacific Islander:	9.38%
Percent Two or more races:	22.34%
Percent Some other race:	0.94%
Percent Hispanic or Latino (of any race):	8.9%

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

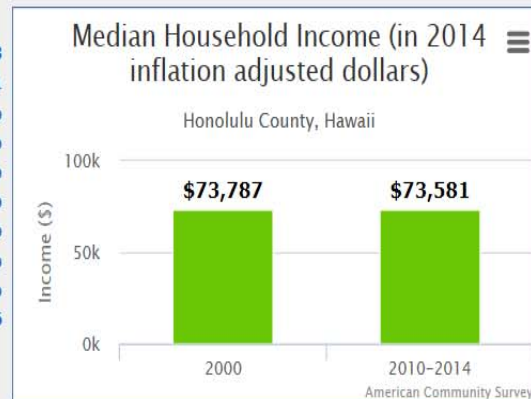
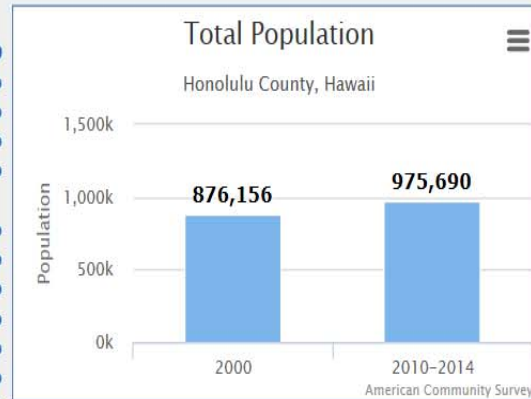
Socioeconomic Characteristics

Average household size:	3.03
Median household income:	\$73,581
Population with high school degree or more:	90.7%
Population with Bachelor's degree or more:	32.5%
Population in poverty:	9.8%
Employment rate:	57.6%
Population 16 or over in labor force:	66.2%
Population with a disability:	10.6%
Population with health insurance coverage:	94.4%
Average travel time to work (mins.):	27.6

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:	170,342
Renter-occupied housing units:	139,799
Single-family detached housing units:	154,792



Generate Reports

cbb.census.gov

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Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Resources: Need Assistance?

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



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