

## **Agenda**

- Overview of Data Sources
- Overview of Census Business Builder
- Online Demo
- Exercises



## **Uses of Census Data for Business**

- Create a Business Plan
- Compare Industries
- Identify New Markets
- Determine trends by industry
- Understand the socioeconomic characteristics of the community served.
- Analyze ranking and growth rates of an industry
- Determine market potentials



#### Census Business Builder: Data Sources

2014 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

#### **2014 County Business Patterns**

• Number of Employer Establishments, Employment, Annual Payroll

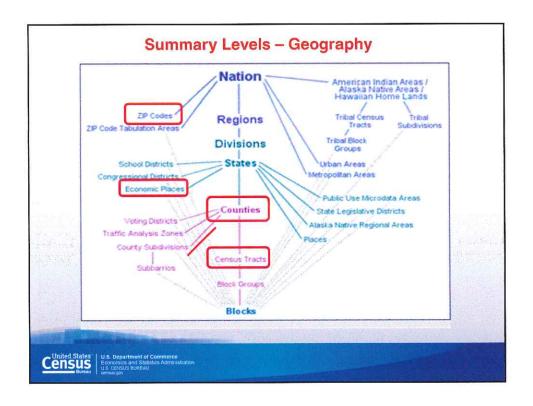
#### 2014 Non-employer Statistics

• 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





## **NAICS Codes**

- North American Industry Classification System
  - Launched in 1997 as part of NAFTA
  - Codes are updated every 5 years
  - Hierarchical

Level	Code	Examples	
Sector	45	Retail Trade	
Sub-Sector	451	Sporting Goods, Hobby, Book, and Music Stores	
Industry Group	4511	Sporting Goods, Hobby, and Musical Instrument Stores	
Industry	45112	Hobby, Toy, and Game Stores	
U.S. Industry	451120	Hobby, Toy, and Game Stores	



## **Census Business Builder**

Small Business Edition Version 2.0 Beta

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



### **Census Business Builder**

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

The *Census Business Builder (CBB)* is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.



## **Census Business Builder**

- Easy to use menus to select your type of business and location
- Interactive maps to browse data about the selected area and types of businesses
- Downloadable reports (including charts) that can be easily incorporated into your research



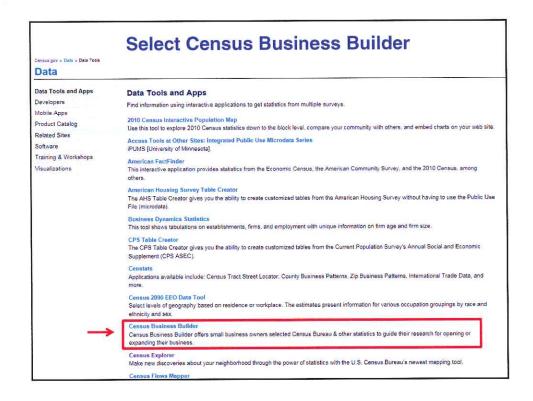
#### Census Business Builder

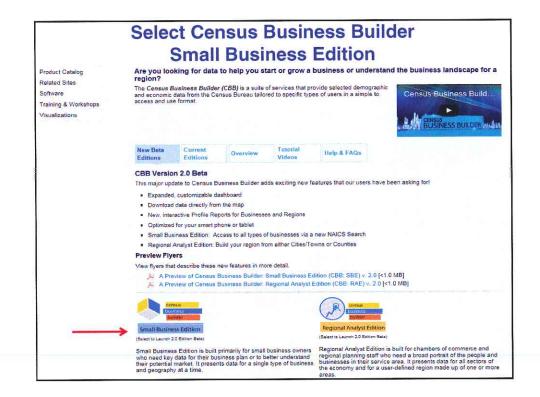
- CBB Version 2.0 Beta
- This major update to Census Business Builder adds exciting new features that users have been asking for
- Expanded, customizable dashboard
- Download data directly from the map
- New, interactive Profile Reports for Businesses and Regions
- Optimized for your smart phone or tablet
- Small Business Edition: Access to all types of businesses via a new NAICS Search
- Regional Analyst Edition: Build your region from either Cities/Towns or Counties

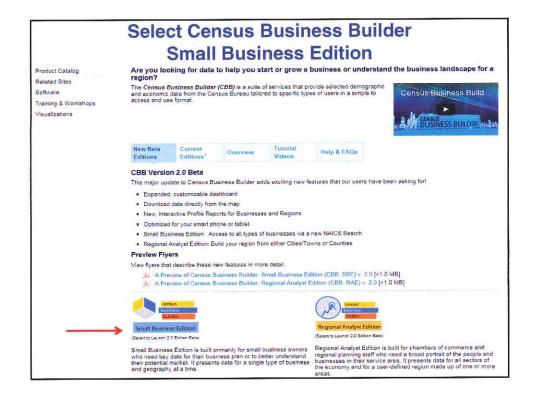




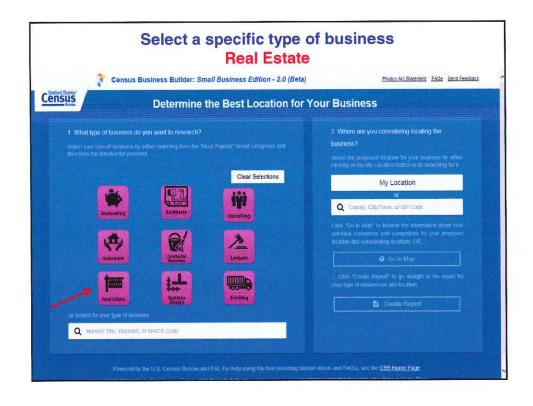


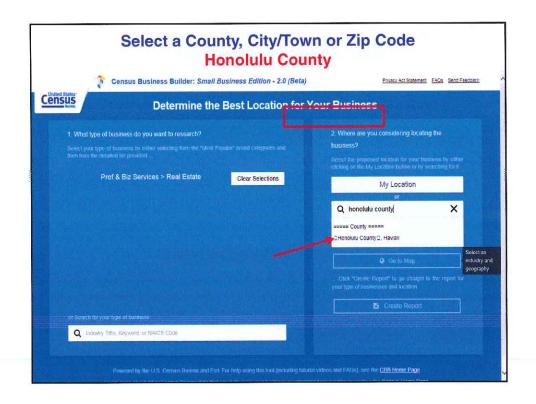


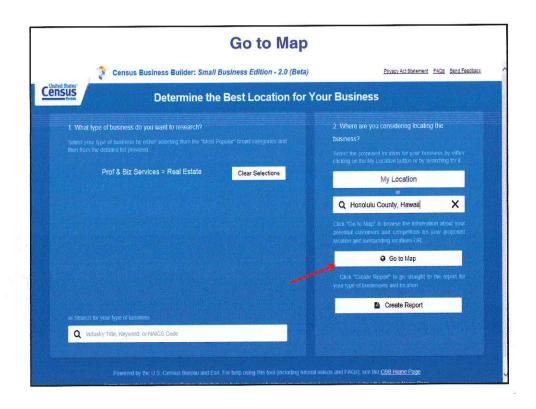


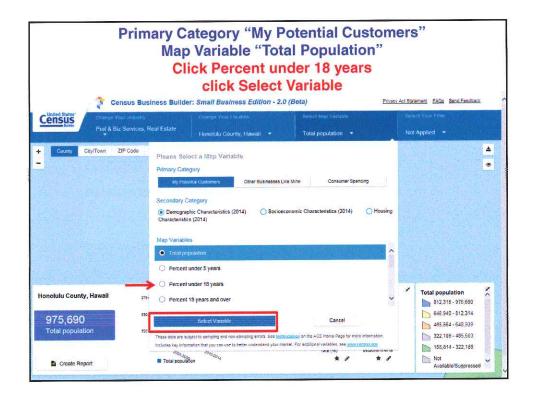


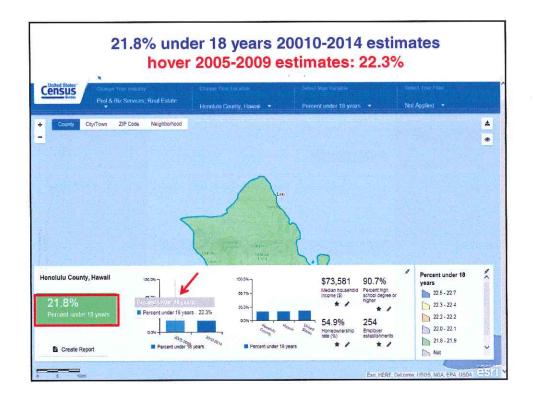


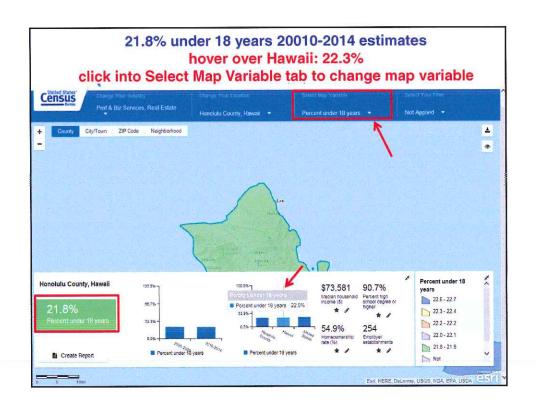


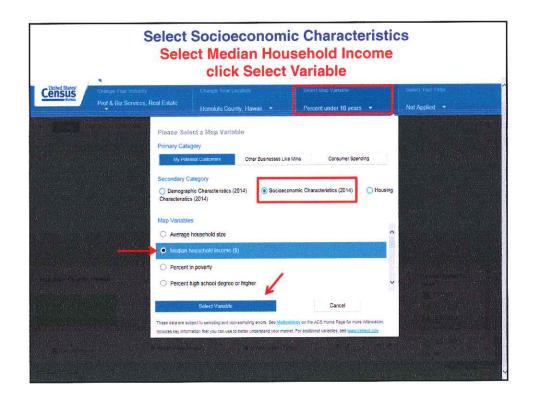


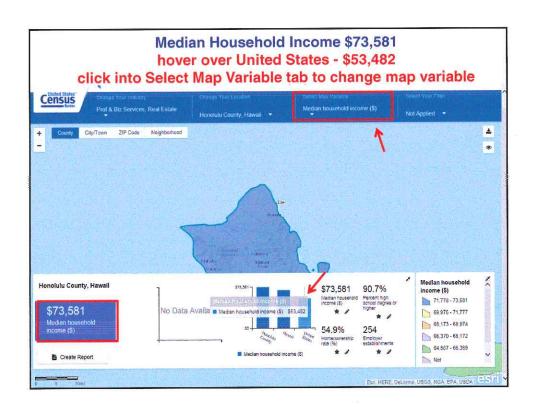


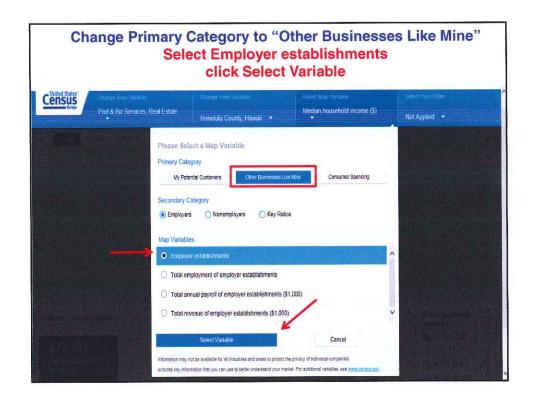


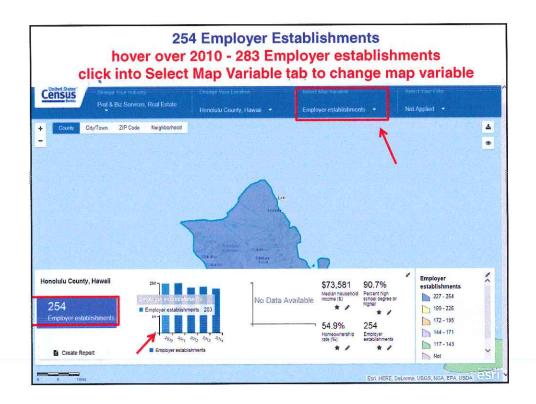


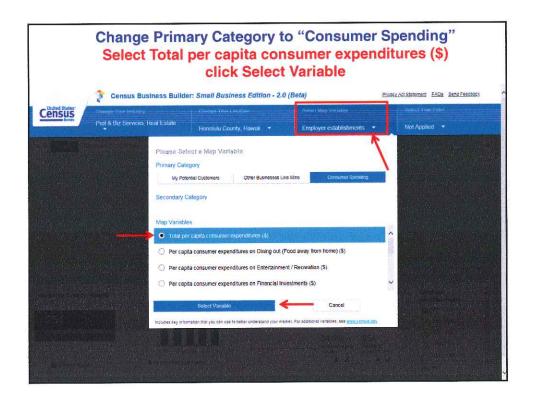


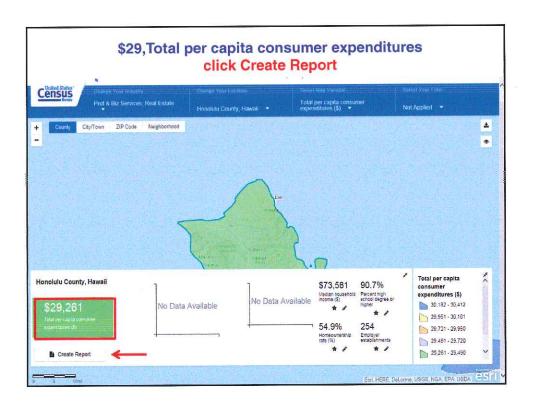


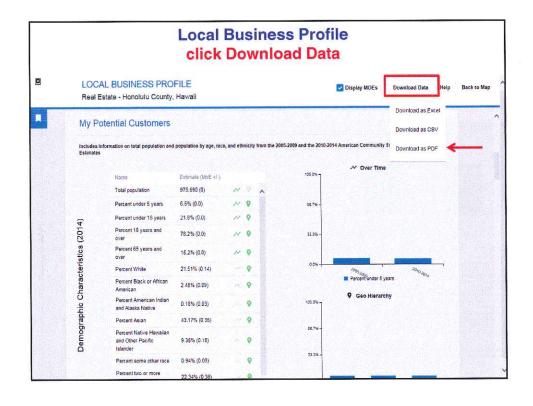


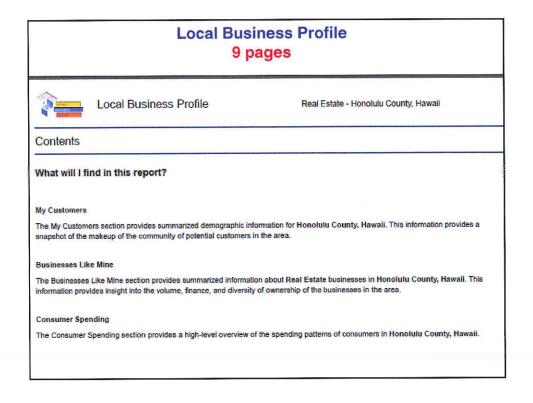


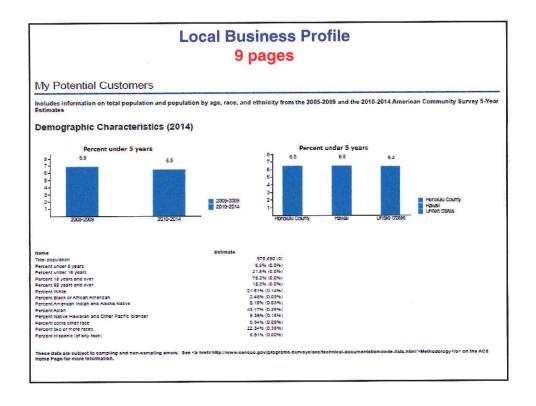


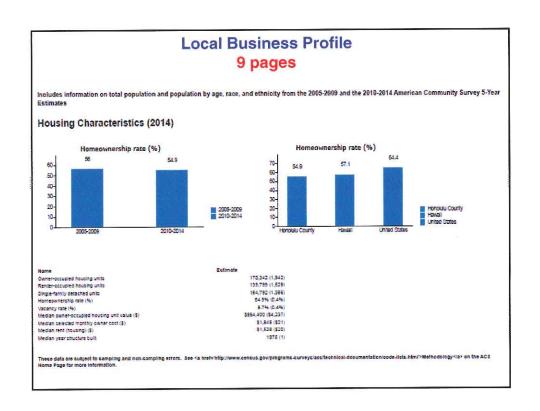


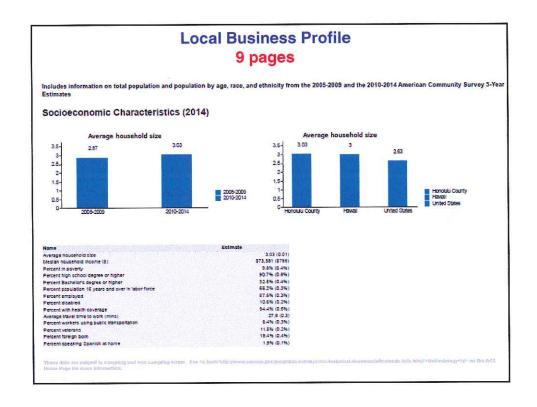


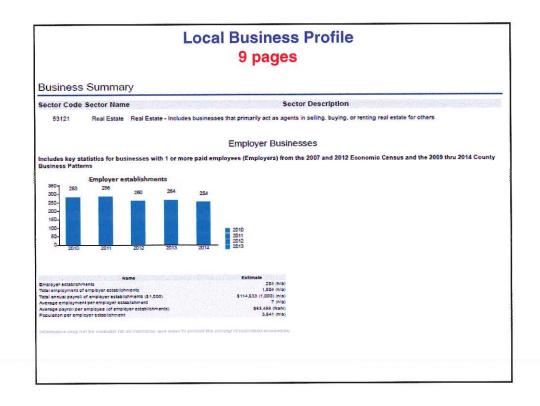


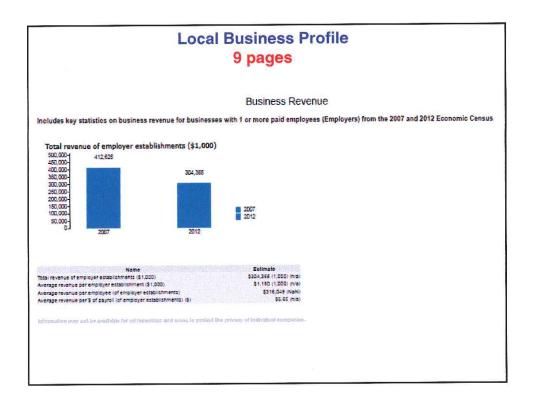




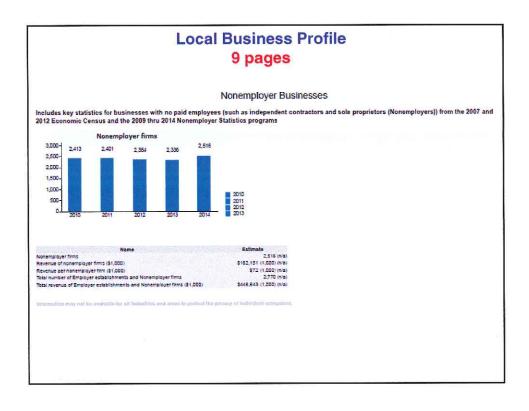








## 



# 9 pages

**Local Business Profile** 

Census

**About Data** 

Contact Us-United States Census Bureau4600
Silver Hill RoadWashington, DC 20233Ph: 301-763INFO (4638)

N/A: Data or ratio are not available- Note: The American Community Survey (ACS)
margins of error (MOE) shown in the report are calculated using an approximation
method. They may not match those shown on other Census applications, e.g. American FactFinder.

#### Supressed Definitions

- a Oto 19 employees b 20 to 99 employees
- c 100 to 249 employees
- f 500 to 999 employees
- g 1,000 to 2,499 employees h 2,500 to 4,999 employees
- 1 5,000 to 9,999 employees j 10,000 to 24,999 employees
- k 25,000 to 49,899 employees
- 1 60,000 to 99,399 employees
- m 100,000 employees or more N 0 to 19 employees
- 2 Doesn't weet publication standards
- z < half the unit shown

The Census Business Builder Small Business Edition was launched with data limited to 6 NAICS sectors and 9 industries within each sector. The Census Business Builder Small Business Edition 2.0 Beta now provides total access to data from all 17 NAICS sectors and all industries within each sector.

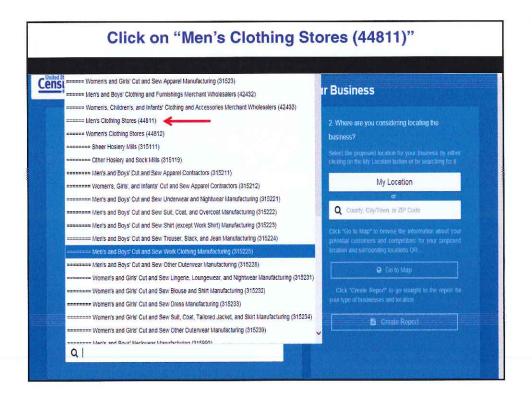
NAICS	Sector	NAICS	Sector
21	Mining, Quarrying, Oil Gas Extraction	53	Real Estate and Leasing
22	Utilities	54	Professional, Scientific , Technical Services
23	Construction	56	Administrative & Support, Waste Mgmt. and Remedial Services
31-33	Manufacturing	61	<b>Education Services</b>
42	Wholesale Trade	62	Healthcare and Social Assistance
44-45	Retail Trade	71	Arts, Entertainment & Recreation
48-49	Transportation & Warehousing	72	Accommodation & Food Services
51	Information	81	Other Services exc. Public Admin.
52	Finance and Insurance		

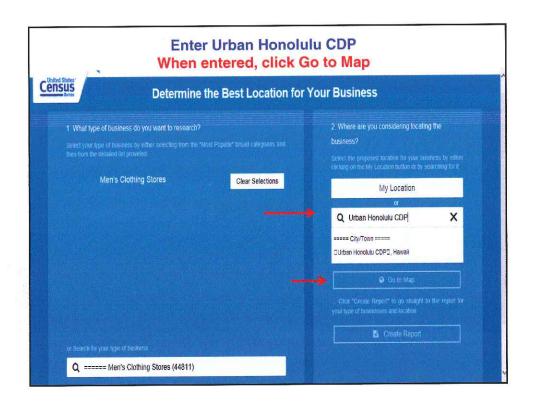
## **Exercises**

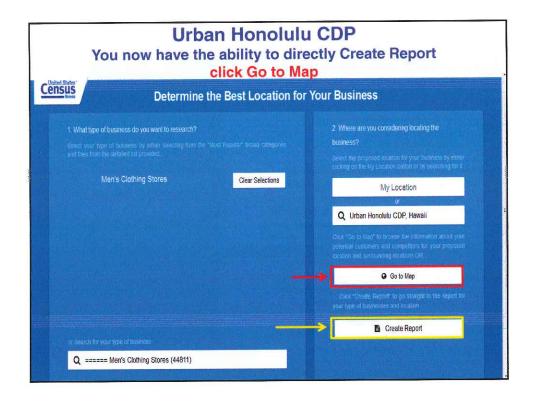
- Finding NAICS code for your industry Example:
   Men's Clothing Stores
- Accessing data for cities (CDPs) in Hawaii
- New "Create Report" feature
- While accessing data for a specific CDP, view other CDP's
- "Make Map Variable" feature
- "Change Variable" feature

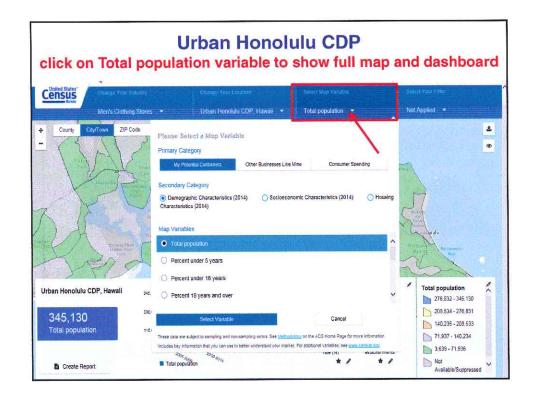


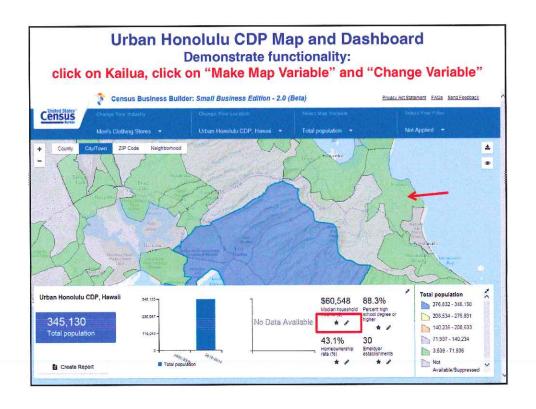














U.S. Census Bureau

Data Dissemination Branch
Customer Liaison and Marketing Services Office



(888) 806-6389 Toll Free



Jerry.B.Wong@census.gov

