

# Promoting Economic Development – Introducing *Census Business Builder: Small Business Edition*

2016 Texas Demography Conference  
Tuesday, May 17, 2016

Presented by:  
Andrew W. Hait  
U.S. Census Bureau

# A Change in Customer Focus

- Serving our customers
  - “Power Users” vs Others
- Underserved customers
  - Small businesses and entrepreneurs
  - Regional Planning groups
- Ongoing tool changes

The screenshot displays the U.S. Census Bureau website interface. At the top, there is a navigation bar with the following categories: 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 header.

The main content area features a large orange banner 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 text are numbered links 1 through 7.

Below the banner are three main sections:

- Population Clock:** Displays U.S. Population as 318,763,004 and World Population as 7,188,627,968. The date is Aug 29, 2014 13:30 UTC (+4).
- QuickFacts:** Offers quick access to facts about people, business, and geography, with a map of the United States and a "Select a state to begin" dropdown.
- U.S. Census Bureau Economic Indicators:** Lists various indicators such as "Advance Report Durable Goods July 2014 Report" (New Orders +22.6%), "New Residential Sales July 2014 Report" (Single-family houses -2.4%), and "New Residential Construction" (1,093,000).

At the bottom, there are two news sections:

- Latest News:** Includes "Young Adults in America, Live on C-SPAN's 'Washington Journal'" (August 27, 2014) and "2013 Survey of Public Pensions" (August 26, 2014).
- Stat of the Day:** Titled "Young Adults in America", it notes that more young adults ages 18-24 are going to college (41% in 2012, up from 26% in 1980) and fewer are in the labor force (65% in 2012, down from 75% in 1986).

# *Census Business Builder* Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Leverage existing Census investments and current technologies
- Free



# CBB Home Page

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

<https://cbb.census.gov/sbe/>

<https://cbb.census.gov/rae/>

## Key Features:

- Tool Links
- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos

**Census Business Builder**

Tweet Share

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** is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

This suite currently includes:

- Small Business Edition
- Regional Analyst Edition (Beta Release: Jan 7, 2016)

In the future, this suite may include other tailored editions

**Key Features:**

- Easy to use menus to select your type of business and location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas
- 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

**Sample Reports**

- Small Business Edition: Physicians in Phoenix City, Arizona [<1.0 MB]
- Small Business Edition: Physicians in Maricopa County, Arizona [<1.0 MB]
- Regional Analyst Edition: Southern Maryland Region [<1.0 MB]

**Which edition is right for you?**

- The Small Business Edition presents data for a single type of business and geography at a time
- The Regional Analyst Edition presents data for all sectors of the economy and for one or more counties

**Small Business Edition**  
(Select to Launch)

**Regional Analyst Edition**  
(Select to Launch Beta)

Get Help using Census Business Builder

# 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



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

Click "Go to Map" to browse the information about your potential customers and competitors for your proposed location and surrounding locations OR...

Go to Map

... Click "Create Report" to go straight to the report for your type of businesses and location

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#)

Learn more about other Census Bureau data that can help grow your business or understand your region by visiting [Census Home Page](#)

# Leveraging CBB: Introducing the *Regional Analyst Edition*

- Very similar **demographic** and **economic** data as *SBE*
- Differences:
  - Economic data for an **industry sector** (instead of by individual industry )
  - Data for a user-defined region with data aggregation (not a **single geographic area**)
- **County and City/Town Reports**
- Released: **January 2016**



# SBE Next Steps - Quarterly Updates

- **Audience** expansion
  - More “Most Popular” industries
  - Full NAICS search
- **Content** expansion
  - Additional demo and econ characteristics (from Census)
  - Additional 3<sup>rd</sup> party data
- **Functionality** expansion
  - Expanded Dashboard, time series
  - “Add your own data” and mobile support



# Closing

- Census Demo and Economic data can be extremely useful to planners
  - Easy access is key...
- Use CBB and help us promote it
  - Pass the word to your colleagues
- Send us Feedback!
  - What should we add?





# Questions?



# Thank You!

[Andrew.W.Hait@census.gov](mailto:Andrew.W.Hait@census.gov)

(301)763-6747