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Data Tools: Census Business Builder

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census.gov

21st Century Expectation: Anywhere, Anytime Access



Data Available on Census.gov

Decennial Census Data

- 100% Data
- 10 Questions, 10 Minutes

American Community Survey Estimates

- 1 year (65,000+)
- 5 year (all pop)

Business Datasets

- Economic Census
- NAICS
- County Business Patterns
- Foreign Trade Data
- Survey of Construction
- Economic Indicators
- Business Dynamics Statistics

<https://www.census.gov/popclock/>



<https://www.census.gov/economic-indicators/>



The Economic Census

- Conducted every five years
- 2017 Data release starting in September
- Comprehensive Business Information
- Statistics on 1,000+ Industries
- Electronic Reporting Available
- Responses are Confidential

Fun Facts

Just released from the
2012 Economic Census

To collect industry-specific information, the Census Bureau created over **500 unique versions** of the **Economic Census form** each tailored to an industry.



business.census.gov

United States
Census

The U.S. Census Bureau conducts more than 130 surveys each year,
<https://www.census.gov/programs-surveys/surveys-programs.html>

Census Business Builder: Regional Analyst Edition (CBB: RAE) v. 2.5 (Build 4)



Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.



Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Census Business Builder:

Key Features

- Easy to use menus and Search tools to select the location you'd like to research and nearly all types of businesses
- Interactive maps to browse and download data about the selected area and type of businesses
- A customizable dashboard that includes time series and geographic comparison charts
- Interactive and downloadable reports (including charts) that can be easily incorporated into your research
- Optimized for your smartphone 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

New and Expanded Content:

- Revised demographic data (from the 2013-2017 American Community Survey program).
- New annual data on New Residential Building Permits at the county and city/town levels from the 2017 Building Permits program.

New or Revised Features:

- Improved access to the labor force data in SBE via the Most Popular Kinds of Businesses menu.

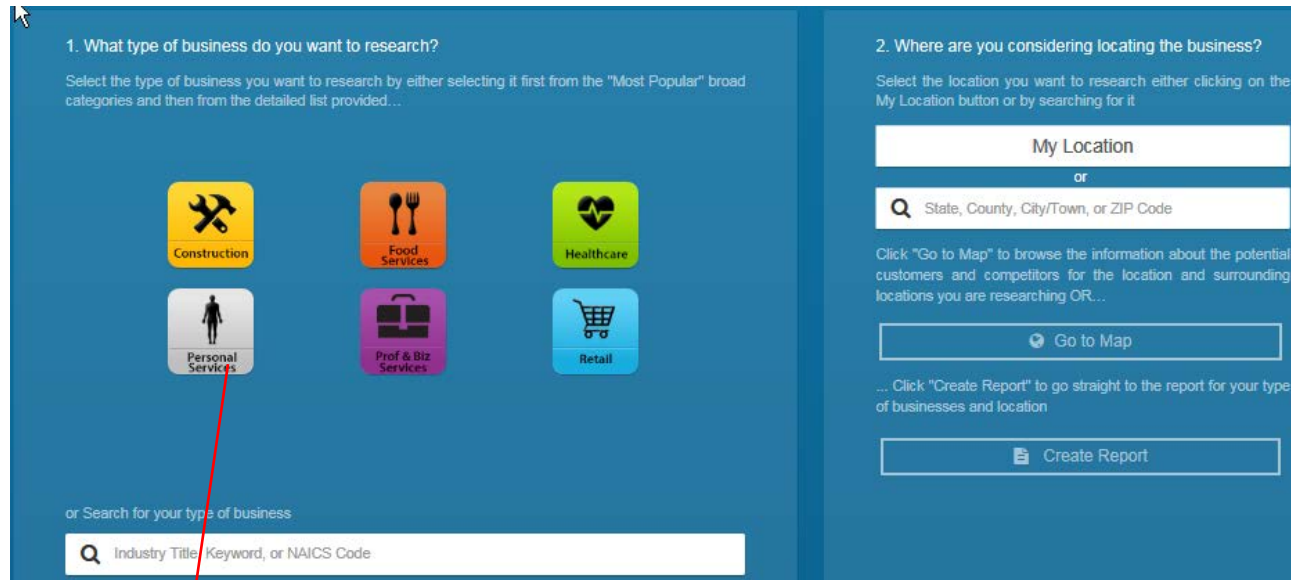
Small Business Edition

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it

Click "Go to Map" to browse the information about the potential customers and competitors for the location and surrounding locations you are researching OR...

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



The screenshot shows the main interface of the Small Business Edition tool. On the left, under '1. What type of business do you want to research?', there are six category icons: Construction (wrench and hammer), Food Services (fork and knife), Healthcare (heart with pulse), Personal Services (person), Prof & Biz Services (briefcase), and Retail (shopping cart). Below these is a search bar for 'Industry Title, Keyword, or NAICS Code'. On the right, under '2. Where are you considering locating the business?', there is a 'My Location' button, an 'or' separator, and a search bar for 'State, County, City/Town, or ZIP Code'. Below that are 'Go to Map' and 'Create Report' buttons.

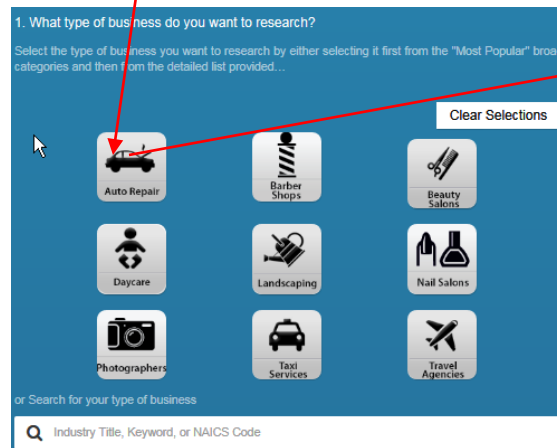
1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" broad categories and then from the detailed list provided...

Clear Selections

Auto Repair
Barber Shops
Beauty Salons
Daycare
Landscaping
Nail Salons
Photographers
Taxi Services
Travel Agencies

or Search for your type of business

Industry Title, Keyword, or NAICS Code



This is a detailed view of the business category selection screen. It shows a grid of nine icons representing different business types: Auto Repair (car with wrench), Barber Shops (barber chair), Beauty Salons (hairbrush), Daycare (child with blocks), Landscaping (shovel), Nail Salons (nail polish), Photographers (camera), Taxi Services (taxi), and Travel Agencies (airplane). A 'Clear Selections' button is at the top right. A search bar at the bottom is labeled 'Industry Title, Keyword, or NAICS Code'. A red arrow points from the 'Personal Services' icon in the top screenshot to the 'Auto Repair' icon in this screenshot.

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it

My Location

or

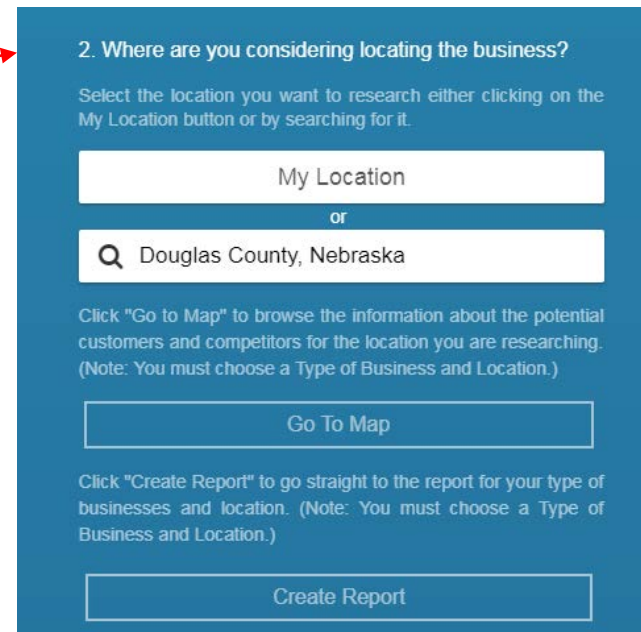
Douglas County, Nebraska

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

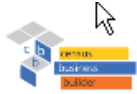
Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report



This is a detailed view of the location selection screen. It shows a 'My Location' button, an 'or' separator, and a search bar containing 'Douglas County, Nebraska'. Below the search bar are 'Go To Map' and 'Create Report' buttons. A red arrow points from the 'Go to Map' button in the top screenshot to the 'Go To Map' button in this screenshot.

Create a Report



LOCAL BUSINESS PROFILE

Auto repair - Hughes County, South Dakota

Display MOEs

Configure Contents

CONTENT

#1: Contents

#2: My Potential Customers

#3: Business Summary

#4: Consumer Spending

#5: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **Hughes County, South Dakota**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **Auto repair** businesses in **Hughes County, South Dakota**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

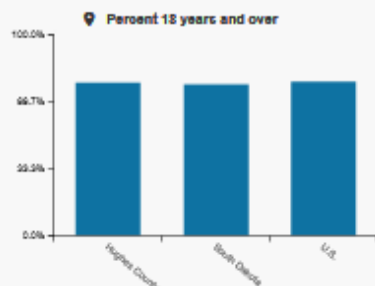
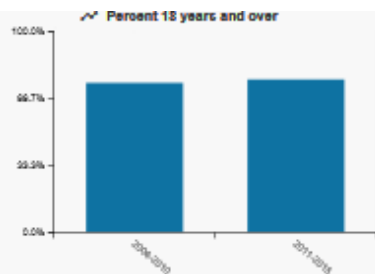
Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Hughes County, South Dakota**.

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

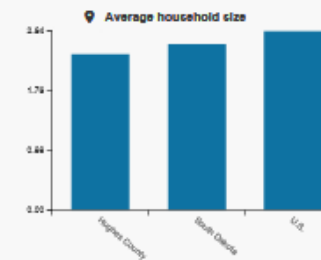
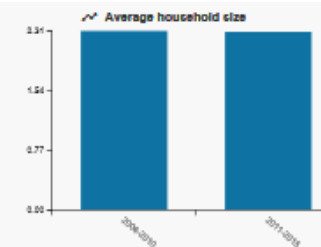
Demographic Characteristics (2015)

Name	Estimate		
Total population	17,466	↗	📍
Percent 18 years and over	76.2%	↗	📍
Percent under 5 years	7.0%	↗	📍
Percent under 18 years	23.8%	↗	📍
Percent 21 years and over	73.9%	↗	📍
Percent 65 years and over	14.6%	↗	📍
Percent White	83.30%	↗	📍
Percent Black or African American	0.76%	↗	📍
Percent American Indian and Alaska Native	10.76%	↗	📍
Percent Asian	0.53%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.00%	↗	📍
Percent some other race	0.83%	↗	📍
Percent two or more races	3.82%	↗	📍
Percent Hispanic (of any race)	2.68%	↗	📍



Socioeconomic Characteristics (2015)

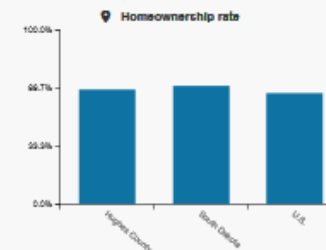
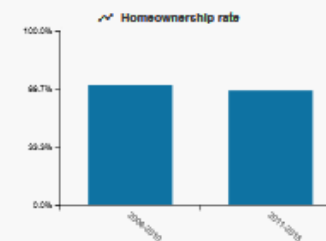
Name	Estimate		
Percent Bachelor's degree or higher	32.9%	↗	📍
Median household income	\$55,177	↗	📍
Percent in poverty	10.2%	↗	📍
Percent high school degree or higher	90.5%	↗	📍
Percent population 16 years and over in labor force	71.8%	↗	📍
Percent employed	69.5%	↗	📍
Percent disabled	5.8%	↗	📍
Percent with health coverage	91.8%	↗	📍
Average travel time to work (mins)	10.6	↗	📍
Percent workers using public transportation	0.4%	↗	📍
Percent veterans	5.2%	↗	📍
Percent foreign born	1.1%	↗	📍
Percent speaking Spanish at home	1.7%	↗	📍



Includes information on housing characteristics from the 2006-2010 and the 2011-2015 American Community Survey 5-Year Estimates

Housing Characteristics (2015)

Name	Estimate		
Owner-occupied housing units	4,658	↗	📍
Renter-occupied housing units	2,419	↗	📍
Single-family detached units	4,883	↗	📍
Homeownership rate	66.0%	↗	📍
Vacancy rate	8.3%	↗	📍
Median owner-occupied housing unit value	\$167,800	↗	📍
Median selected monthly owner cost	\$887	↗	📍
Median rent (housing)	\$578	↗	📍
Median year structure built	1975	↗	📍



Business Summary

Sector Code:

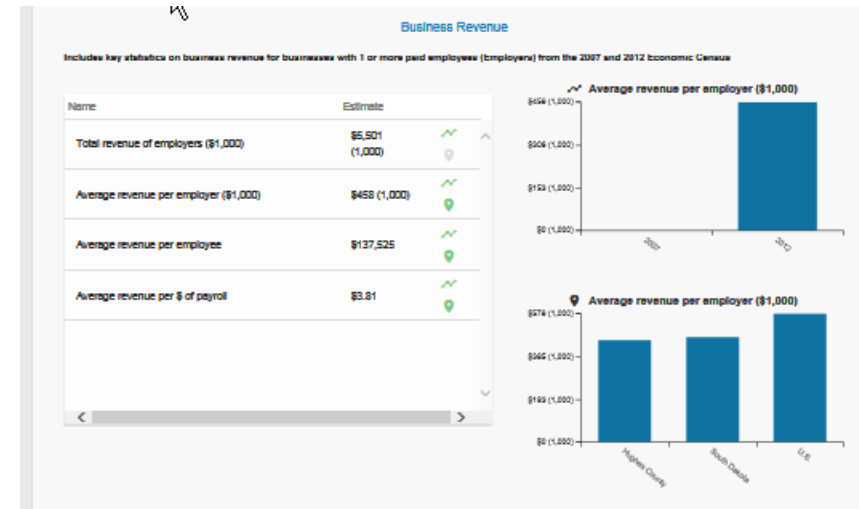
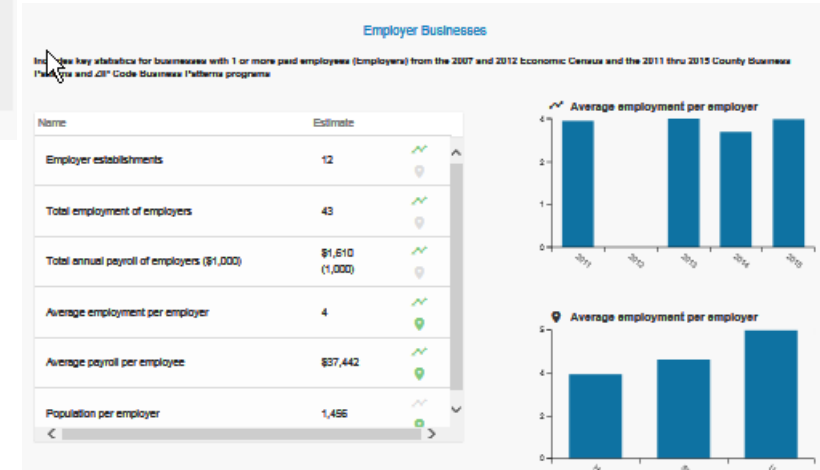
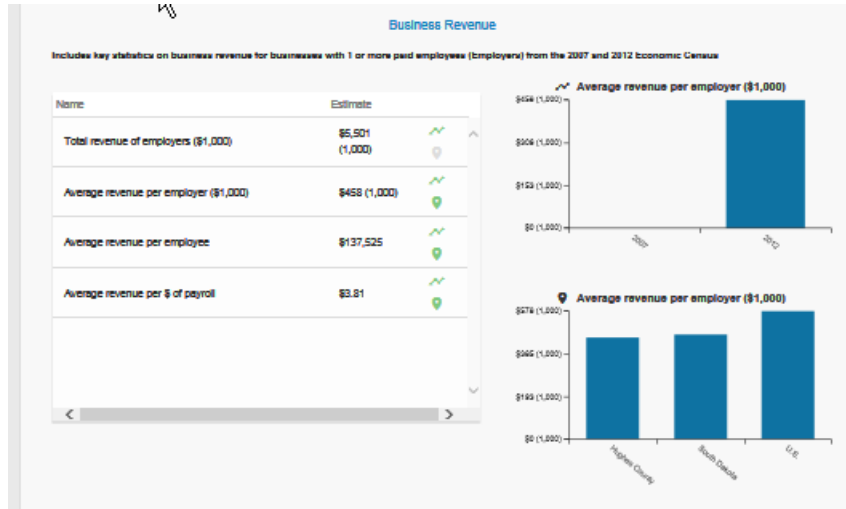
8111

Sector Name:

Auto repair

Sector Description:

Auto repair - Includes businesses that primarily provide repair and maintenance services (including electrical and body) for cars, trucks, vans, and trailers



Consumer Spending

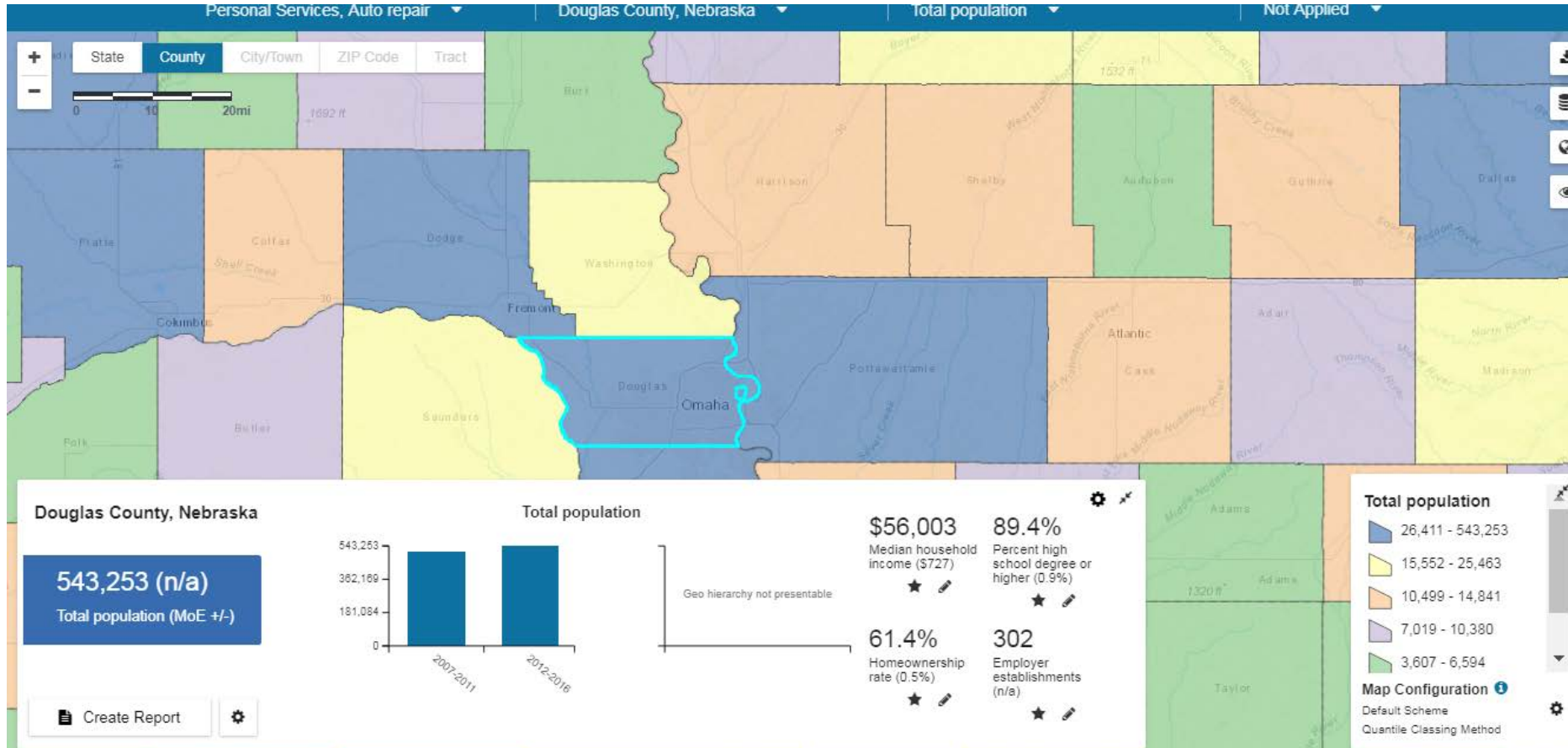
Includes information on per capita consumer expenditures from the 2015 American Community Survey 5-year estimate and bar

Name	Estimate
Total per capita consumer expenditures	\$26,561
Per capita consumer expenditures on Alcoholic beverages	\$205
– Per capita consumer expenditures on Alcoholic beverages consumed at home	\$129
– Per capita consumer expenditures on Beer consumed away from home	\$35
– Per capita consumer expenditures on Wine consumed away from home	\$16
Per capita consumer expenditures on Apparel & services	\$791
– Per capita consumer expenditures on Men's Apparel	\$157
– Per capita consumer expenditures on Women's Apparel	\$275
– Per capita consumer expenditures on Children's Apparel	\$124
– Per capita consumer expenditures on Boys' Apparel	\$37
– Per capita consumer expenditures on Girls' Apparel	\$51
– Per capita consumer expenditures on Footwear	\$168
Per capita consumer expenditures on Dining out (Food away from home)	\$1,233
– Per capita consumer expenditures on Dining out - Breakfast	\$126
– Per capita consumer expenditures on Dining out - Lunch	\$382
– Per capita consumer expenditures on Dining out - Dinner	\$566
Per capita consumer expenditures on Education	\$523
Per capita consumer expenditures on Entertainment / Recreation	\$1,182
– Per capita consumer expenditures on Club membership fees	\$71
– Per capita consumer expenditures on Dating services	\$0

Source: [Earl \(2016\)](#)

Go To Map

Analyze a characteristic visually on the map



<https://cbb.census.gov/rae/#>
Regional Analyst Edition

 Census Business Builder: *Regional Analyst Edition* - 2.2

Print

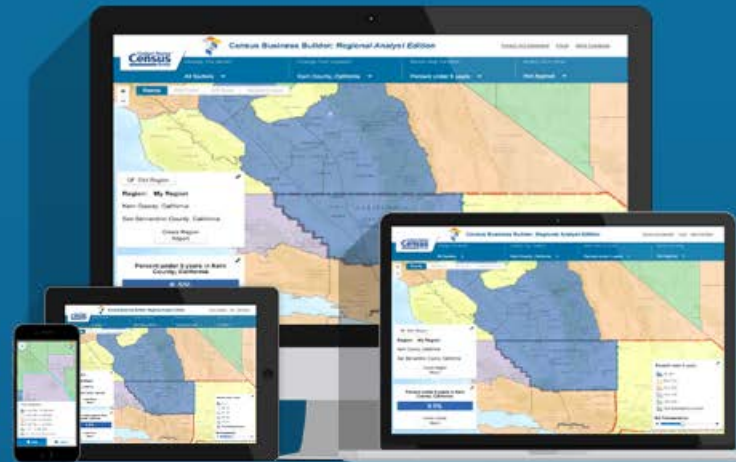
Define your region

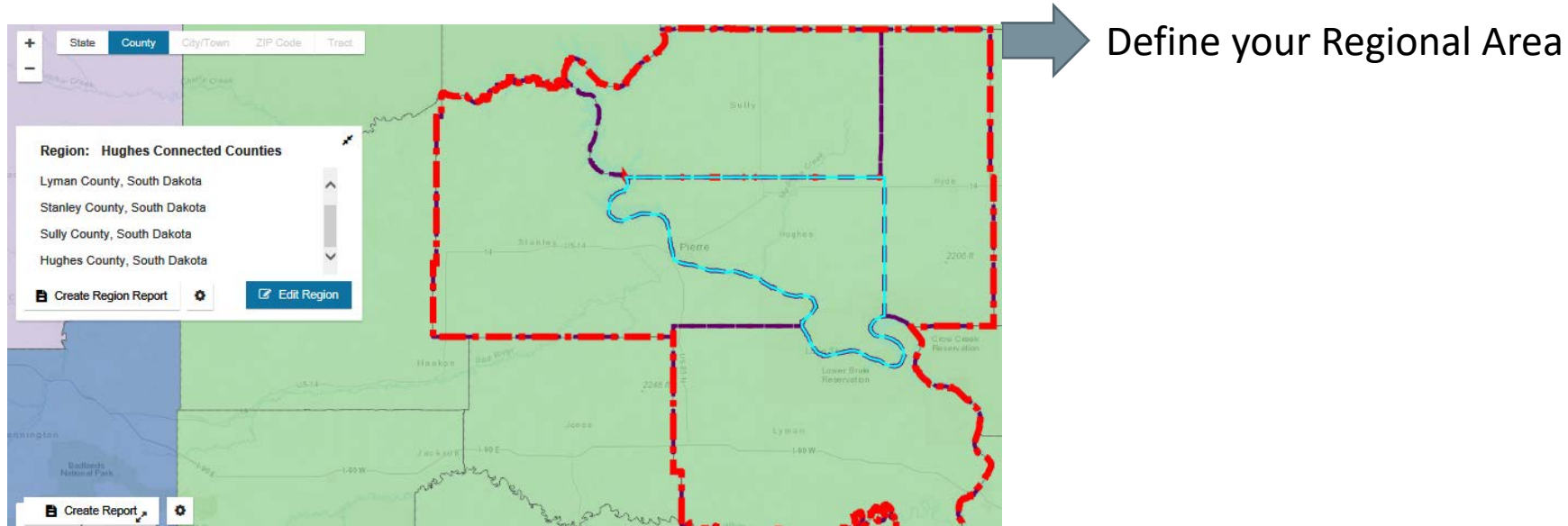
1. What is the primary county or city/town in your region?

Select the primary county or city/town in your region by either clicking on the My Location button or by searching for it

My Location

or





Create a Report
Summary or Detailed



[Contents](#)

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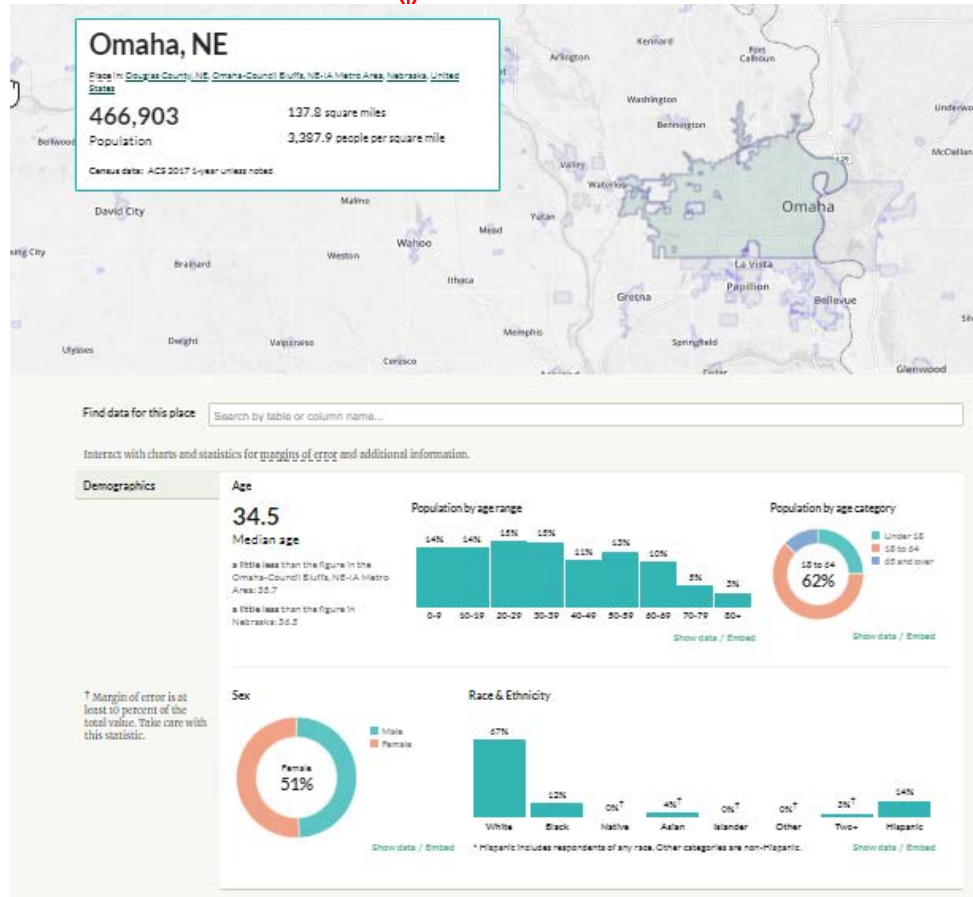
Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Hughes County, South Dakota**.

Census Reporter API's at work <http://CensusReporter.org/locate>

<https://censusreporter.org/locate/?lat=41.259757&lng=-95.956157&address=6001%20Dodge%20Street,%20Omaha,%20Nebraska%2068132>

<https://censusreporter.org/profiles/16000US3137000-omaha-ne/>



Census Reporter

Use your current location or double-click to place the marker

Search for an address

Search for an address

6001 Dodge Street, Omaha, Nebraska 68132 is in:

- Block Group 2, Douglas, NE (block group)
- Census Tract 40, Douglas, NE (census tract)
- 68131 (ZIP code)
- Omaha Public Schools, NE (school district (unified))
- Douglas County--Omaha City (Southeast) PUMA, NE (PUMA)
- Omaha, NE (place)
- Omaha city, Douglas County, NE (county subdivision)
- State Senate District 9, NE (state house (upper))
- Congressional District 2, NE (congressional district)
- Douglas County, NE (county)
- Omaha, NE--IA Urbanized Area (urban area)
- Omaha-Council Bluffs, NE-IA Metro Area (metro area)
- Nebraska (state)
- West North Central Division (division)
- Midwest Region (region)
- United States (nation)

CENSUS DATA & TOOLS

Complete list of Census Tools

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

A Few of Dave's personal favorites

Data.Census.gov

<https://data.census.gov>

Quick Facts Profiles

<https://www.census.gov/quickfacts/fact/table/US/PST045217>

Census Business Builder (CBB)

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

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

North American Industry Classification System (NAICS)

<http://www.census.gov/eos/www/naics/>

On The Map

<http://onthemap.ces.census.gov>

Federal Statistical Research Data Center

<https://www.census.gov/about/adrm/fsrdc/locations/kansas-city.html>

Response Outreach Area Mapper (ROAM)

<https://census.gov/roam>

NON CENSUS SITES

Census Reporter

<http://censusreporter.org/>

Social Explorer

<http://www.socialexplorer.com/>

Small Business Administration

<http://business.usa.gov>

Other Federal Statistical Agencies

<https://www.usa.gov/statistics>

Minnesota Population Center

<http://www.pop.umn.edu/>

National Historical Geographic Information System (NHGIS)

<https://www.nhgis.org/>

Missouri State Data Center

<http://mcdc2.missouri.edu>

Continue the Conversation



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<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



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