Data Tools: Census Business Builder

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Census.gov  
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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
The U.S. Census Bureau conducts more than 130 surveys each year,
https://www.census.gov/programs-surveys/surveys-programs.html
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.
https://cbb.census.gov/sbe/#
Small Business Edition
Create a Report

https://cbb.census.gov/sbe/
My Potential Customers
Business Summary

Sector Code: 8111
Sector Name: Auto repair

Auto repair - Includes businesses that primarily provide repair and maintenance services (including electrical and body) for cars, trucks, vans, and trailers.
<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total per capita consumer expenditures</td>
<td>$56,561</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Alcoholic beverages</td>
<td>$305</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Alcoholic beverages consumed at home</td>
<td>$129</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Beer consumed away from home</td>
<td>$35</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Wine consumed away from home</td>
<td>$16</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Apparel &amp; services</td>
<td>$791</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Men's Apparel</td>
<td>$157</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Women's Apparel</td>
<td>$275</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Children's Apparel</td>
<td>$124</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Boys' Apparel</td>
<td>$67</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Girls' Apparel</td>
<td>$51</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Footwear</td>
<td>$168</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out (Food away from home)</td>
<td>$1,233</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Breakfast</td>
<td>$126</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Lunch</td>
<td>$382</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dining out - Dinner</td>
<td>$666</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Education</td>
<td>$623</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Entertainment / Recreation</td>
<td>$1,182</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Club membership fees</td>
<td>$71</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Dating services</td>
<td>$0</td>
</tr>
</tbody>
</table>

Source: ERL (2016)
Analyze a characteristic visually on the map
https://cbb.census.gov/rae/#
Regional Analyst Edition
Define your Regional Area

Create a Report
Summary or Detailed

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Census Reporter API’s at work [Http://CensusReporter.org/locate](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 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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