Nebraska State Data Conference
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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
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

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

https://cbb.census.gov/sbe/#
### My Potential Customers

#### Demographic Characteristics (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>17.496</td>
</tr>
<tr>
<td>Percent 15 years and over</td>
<td>70.2%</td>
</tr>
<tr>
<td>Percent under 5 years</td>
<td>7.5%</td>
</tr>
<tr>
<td>Percent under 18 years</td>
<td>25.8%</td>
</tr>
<tr>
<td>Percent 25 years and over</td>
<td>73.5%</td>
</tr>
<tr>
<td>Percent 65 years and over</td>
<td>14.6%</td>
</tr>
<tr>
<td>Percent White</td>
<td>83.3%</td>
</tr>
<tr>
<td>Percent Black or African American</td>
<td>0.1%</td>
</tr>
<tr>
<td>Percent American Indian and Alaska Native</td>
<td>12.7%</td>
</tr>
<tr>
<td>Percent Asian</td>
<td>0.2%</td>
</tr>
<tr>
<td>Percent Native Hawaiian</td>
<td>0.0%</td>
</tr>
<tr>
<td>Percent Other race</td>
<td>0.6%</td>
</tr>
<tr>
<td>Percent Female</td>
<td>52.8%</td>
</tr>
<tr>
<td>Percent Single race</td>
<td>47.2%</td>
</tr>
<tr>
<td>Percent married</td>
<td>48.4%</td>
</tr>
<tr>
<td>Percent of any race</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

#### Socioeconomic Characteristics (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$35,177</td>
</tr>
<tr>
<td>Median house value</td>
<td>$220,400</td>
</tr>
<tr>
<td>Median education</td>
<td>12.2%</td>
</tr>
<tr>
<td>Median income</td>
<td>10.1%</td>
</tr>
<tr>
<td>Median household income</td>
<td>71.3%</td>
</tr>
<tr>
<td>Percent unemployed</td>
<td>10.6%</td>
</tr>
<tr>
<td>Percent dropout</td>
<td>3.6%</td>
</tr>
<tr>
<td>Percent with health coverage</td>
<td>89.2%</td>
</tr>
<tr>
<td>Average travel time to work</td>
<td>24.5%</td>
</tr>
<tr>
<td>Percent workers using public transportation</td>
<td>16.9%</td>
</tr>
<tr>
<td>Percent veterans</td>
<td>9.4%</td>
</tr>
<tr>
<td>Percent income earns</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

#### Housing Characteristics (2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median renter-occupied housing unit rent</td>
<td>$1,183</td>
</tr>
<tr>
<td>Median owner-occupied housing unit rent</td>
<td>$2,399</td>
</tr>
<tr>
<td>Median renter-occupied housing unit rent</td>
<td>$1,495</td>
</tr>
<tr>
<td>Median owner-occupied housing unit rent</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

### Average Household Income

- **Housing Costs**: $1,183
- **Non-Housing Costs**: $2,399
- **Total Costs**: $1,495

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United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
### Consumer Spending

Includes information on per capita consumer expenditures from the 2015 American Community Survey 3-year estimate and tab.

<table>
<thead>
<tr>
<th>Name</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total per capita consumer expenditures</td>
<td>$6,561</td>
</tr>
<tr>
<td>Per capita consumer expenditures on Alcoholic beverages</td>
<td>$205</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>$97</td>
</tr>
<tr>
<td>- Per capita consumer expenditures on Girls' Apparel</td>
<td>$91</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>$982</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: [EPA (2016)](https://www.epa.gov)
Analyze a characteristic visually on the map
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

County or City/Town
Define your Regional Area

Create a Report
Summary or Detailed
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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