

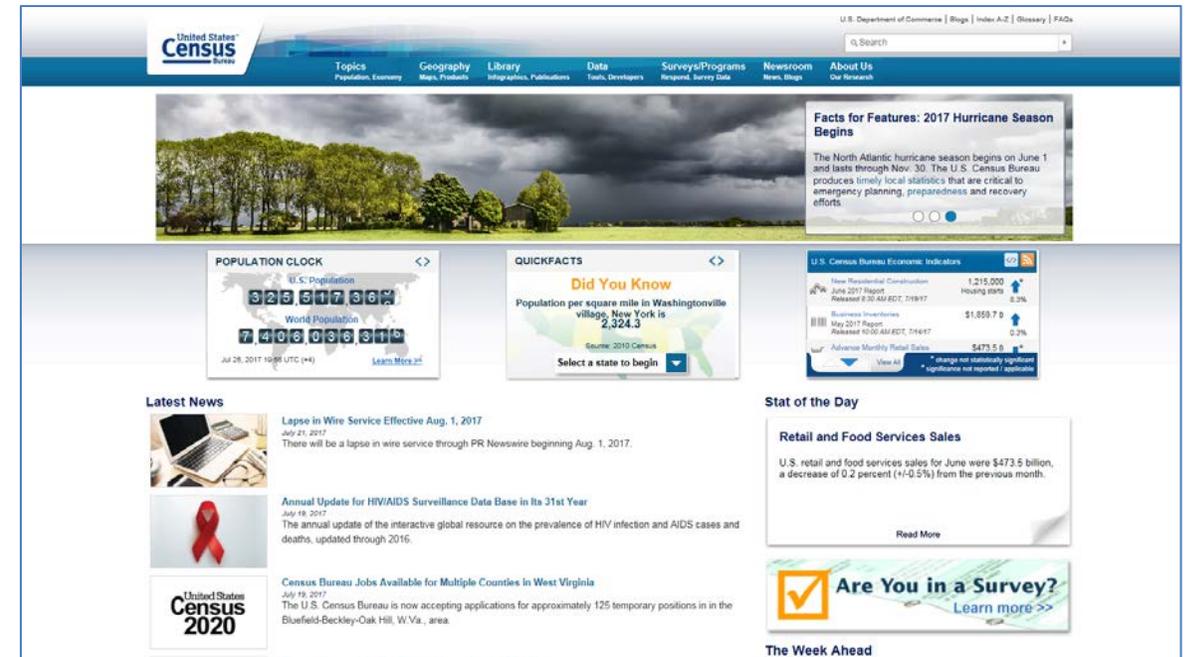
Introducing (and an Update on) *Census Business Builder*

Goldschmidt Data Workshop
Monday, January 10th, 2018

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Making our Data Accessible

- Serving our “traditional” customers
 - “Power Users” vs Others
- Underserved customers
 - Small business owners and entrepreneurs
 - Regional Planning groups
 - The Press
- Ongoing tool changes



Census Business Builder Guiding Principles

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



CBB Home Page

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

Overview and "How To" flyers

Widgets

The screenshot shows the Census Business Builder (CBB) home page. At the top, there is a navigation bar with the United States Census Bureau logo and links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. A search bar is also present. Below the navigation bar, the page title is "Census Business Builder (CBB)". The main content area features a "Data" section with a "Census Business Builder (CBB)" heading and social media sharing options. A central video player is titled "Census Business Build...". Below the video, there are navigation tabs for "Version 2.3", "Overview", "How Tos", and "Help & FAQs". Two main editions are highlighted: "Small Business Edition" and "Regional Analyst Edition", each with a "Select to Launch" button. The "Small Business Edition" description states it is for small business owners, while the "Regional Analyst Edition" is for chambers of commerce and regional planning staff. A "Key Features" section lists several capabilities, such as easy-to-use menus, interactive maps, and customizable dashboards.

Promo Video

Help

Tool Links

CBB Demo and Exercises



Determine the Best Location for Your Business

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" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)



or Search for your type of business

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.

or

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.)

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.)

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

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Release: 2.3 (Build: 11)

SBE Steps

1. Select Your Industry



2. Select Your Geography

My Location

or

3. Browse the Map

4. Create Your Report

Map Features

- Change Industry and Geography menus
- Zoom
- Geographic Level Menu
- Data Dashboard

- Map Variable and Filter menus
- Map Download, Reference Layers, BaseMap, and Transparency buttons
- Legend (w/ Map Configuration)

Report Features

- Cover sheet

- Table of Contents

- Report Sections

- MoE, Configure, Download, and Help menu

- Data Tables

- Customizable charts

Name	Estimate	Trend	Alert
Total population	825,666	↗	📍
Percent under 5 years	5.9%	↗	📍
Percent under 18 years	21.6%	↗	📍
Percent 18 years and over	78.4%	↗	📍
Percent 21 years and over	74.1%	↗	📍
Percent 65 years and over	15.8%	↗	📍
Percent White	62.87%	↗	📍
Percent Black or African American	27.48%	↗	📍
Percent American Indian and Alaska Native	0.26%	↗	📍
Percent Asian	5.79%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.05%	↗	📍
Percent some other race	0.95%	↗	📍
Percent two or more races	2.62%	↗	📍
Percent Hispanic (of any race)	4.95%	↗	📍



Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or



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Release: 2.3 (Build: 11)

RAE Steps

1. Build Your Region

2. Browse the Map

3. Create Your Reports

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or

Q balt

==== County ====

Baltimore County, Maryland

Baltimore city, Maryland

==== City/Town ====

Baltimore Highlands CDP, Maryland

Baltimore city, Maryland

Baltimore village, Ohio

Business Builder: Regional Analyst Edition - 2.3 [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

Sector:
 Change Your Location: Baltimore city, Maryland
 Select Map Variable: Total population
 Select Your Filter: Not Applied

Region: Baltimore & Neighbors

- Woodlawn CDP, Maryland
- Catonsville CDP, Maryland
- Arbutus CDP, Maryland
- Lansdowne CDP, Maryland

Create Region Report Edit Region

Baltimore city, Maryland

621,000 (n/a)	Average income (\$1,099)	83.5%
Total population (MoE +/-)	★	Percent high school degree or higher (0.9%)
	★	★
	46.6%	n/a
	Homeownership rate (0.7%)	Employer establishments (n/a)
	★	★

Create Report

Total population

- 38,514 - 621,000
- 25,703 - 35,725
- 14,975 - 24,201
- 8,365 - 14,233
- 2,012 - 8,322

Map Configuration

Default Scheme

Quantile Classing Method

City of Baltimore, Baltimore County, VTA, Esri, HERE, Garmin, Intermap, USGS, NGA, EPA, USDA, NPS

Powered by Esri



CONTENT

#1: Contents

#2: Consumers/Residents

#3: Business Summary

#4: Business Comparison

#5: Consumer Spending

#6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for Baltimore & Neighbors. 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 All Sectors businesses in Baltimore & Neighbors. 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 Baltimore & Neighbors.

Baltimore & Neighbors is comprised of:

- Arbutus CDP, Maryland
- Baltimore city, Maryland
- Baltimore Highlands CDP, Maryland
- Brooklyn Park CDP, Maryland
- Catonsville CDP, Maryland
- Dundalk CDP, Maryland
- Glen Burnie CDP, Maryland
- Lansdowne CDP, Maryland
- Lochearn CDP, Maryland
- Overlea CDP, Maryland
- Parkville CDP, Maryland

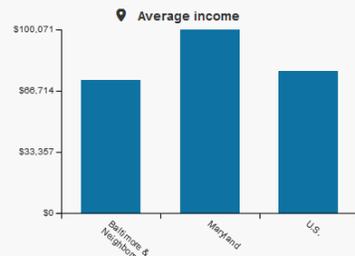
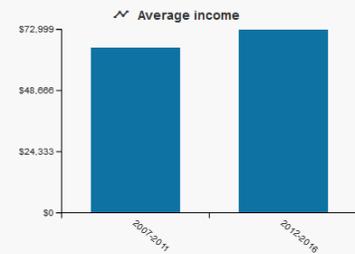
Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 Economic Census, 2015 County Business Patterns and ZIP Code Business Patterns, and 2015 Nonemployer Statistics programs. (These variables are related to the industry selected.)

NAICS Sector	Employer establishments	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)
00: All Sectors	n/a	n/a	n/a	n/a
72: Accommodation and Food Services	2,480	34,820	\$630,127	\$2,348,695
56: Administrative and Support and Waste Management and Remediation Services	1,146	31,076	\$1,056,436	\$2,256,925
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	75	805	\$15,791	\$51,600
23: Construction	n/a	n/a	n/a	n/a
61: Educational Services	207	3,518	\$113,634	\$411,286
52: Finance & Insurance	1,327	23,484	\$2,519,111	n/a
62: Health Care and Social Assistance	3,101	118,825	\$5,950,672	\$15,722,275
51: Information	403	6,831	\$477,900	n/a

Socioeconomic Characteristics

Name	Estimate		
Average income	\$72,999	↗	📍
Percent high school degree or higher	85.8%	↗	📍
Percent Bachelor's degree or higher	30.6%	↗	📍
Average household size	2.51	↗	📍
Percent in poverty	17.7%	↗	📍
Percent population 16 years and over in labor force	63.6%	↗	📍
Percent employed	57.6%	↗	📍
Percent disabled	14.1%	↘	📍
Percent with health coverage	91.5%	↘	📍
Average travel time to work (mins)	29.2	↗	📍
Percent workers using public transportation	12.0%	↗	📍
Percent veterans	7.2%	↗	📍
Percent foreign born	9.0%	↗	📍
Percent speaking Spanish at home	4.3%	↗	📍



Employer Business Ownership

NAICS Sector	Percent Minority-owned employer firms	Percent White-owned employer firms	Percent Black-owned employer firms	Percent American Indian- and Alaska Native-owned employer firms	Percent Asian-owned employer firms	Percent Nativ Hawaiian- and Pacific Island employer firm
00: All Sectors	20%	65%	6%	0%	12%	0%
72: Accommodation and Food Services	44%	54%	6%	n/a	41%	n/a
56: Administrative and Support and Waste Management and Remediation Services	26%	68%	18%	2%	6%	n/a
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	9%	55%	3%	n/a	5%	n/a
23: Construction	17%	87%	11%	0%	2%	0%
61: Educational Services	14%	32%	7%	n/a	13%	n/a

Summary

- Census provides a **wealth of data** that can be invaluable to the press to help you tell your **business stories**
- CBB is a **key data tool** to access these data... and be a **portal** to all the other data we have
- The data are only possible because of the businesses that take the time to **report on our surveys**... and you can help **promote response**

Questions?



Thank You!

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