

# Census Business Builder Hands-On Exercises

Goldschmidt Data Workshop  
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Presented by: Andrew W. Hait  
U.S. Census Bureau



# Your Presenter



Mr. Hait is an Economist and serves as the Data Product and Data User Liaison in the Governments and Trade Management Division at the U.S. Census Bureau. With over 30 years of service at the Bureau, Andy advises on Economic data products and conducts data user outreach and training for the Economic Census and the Census Bureau's other monthly, quarterly, and annual economic programs.

He also coordinates development of the innovative data tool, *Census Business Builder*. *CBB* presents selected demographic, business, and other data in a user-friendly, map-based interface.

Mr. Hait holds a bachelor's degree in Economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.

# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American business
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population  
and Housing Census  
Every 10 years**

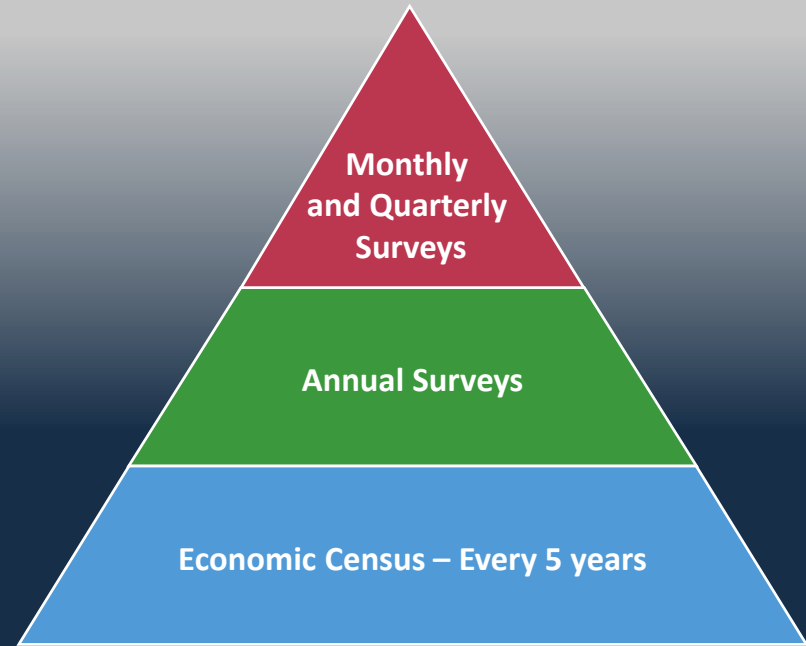
**Economic Census  
Every 5 years**

**Census of Governments  
Every 5 years**

**American Community Survey  
Annual**

**Annual Retail Trade  
Annual**

**Plus more than 130  
demographic and economic  
surveys every year**



## Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# Ways to Access Data

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- QuickFacts
- My Congressional District
- **Census Business Builder**
- Industry Statistics Portal
- OnTheMap and OTM for Emergency Management
- American FactFinder
- Data.census.gov
- DataFerrett
- Application Programming Interface (API)

Businesses	Jersey City city, New Jersey	Hudson County, New Jersey	New Jersey
Population estimates, July 1, 2018, (V2018)	NA	NA	8,908,520
<b>BUSINESSES</b>			
<b>Businesses</b>			
Total employer establishments, 2016	X	13,389	231,974 <sup>1</sup>
Total employment, 2016	X	219,848	3,636,293 <sup>1</sup>
Total annual payroll, 2016 (\$1,000)	X	15,385,424	214,757,817 <sup>1</sup>
Total employment, percent change, 2015-2016	X	3.0%	2.2% <sup>1</sup>
Total nonemployer establishments, 2016	X	55,682	693,239
All firms, 2012	23,681	61,484	792,088
Men-owned firms, 2012	12,383	33,388	464,592
Women-owned firms, 2012	9,196	22,648	252,944
Minority-owned firms, 2012	13,600	33,607	237,242
Nonminority-owned firms, 2012	8,993	25,747	533,808
Veteran-owned firms, 2012	1,204	3,090	57,996
Nonveteran-owned firms, 2012	21,509	56,449	707,975

**My Congressional District**  
115th Congress

1 New Jersey  
2 Congressional District 9

People Workers Housing Socio-Economic Education Business

**Congressional District 9, New Jersey**  
Source: 2016 County Business Patterns for Congressional Districts

**Paid employees for pay period including March 12**

	Estimate
Total for all sectors	295,993
Agriculture, forestry, fishing and hunting	8
Mining, quarrying, and oil and gas extraction	38
Utilities	9
Construction	15,085
Manufacturing	30,031
Wholesale trade	35,148
Retail trade	34,890
Transportation and warehousing	19,591
Information	7,714
Finance and insurance	8,183
Real estate and rental and leasing	7,146
Professional, scientific, and technical services	18,871

Need help finding your Congressional District?  
Enter ZIP code GO

United States Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

POWERED BY  
The American Community Survey and County Business Patterns

Display CBP Quality Indicator Flag Download and Share

# Census Business Builder

// Census.gov / Data / Data Tools / Census Business Builder (CBB)

## Data

- Census Academy
- Combining Data
- Data Tools and Apps
- Developers
- Infographics & Visualizations
- Related Sites
- Software
- Tables
- Training & Workshops

### Census Business Builder (CBB)

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

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

Version 2.5 Overview How Tos Help & FAQs

## Version 2.5

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

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 (Select to Launch)

Regional Analyst Edition is built primarily 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.

Related Information

STORY  
Business Desert = Opportunity Oasis

STORY  
Knowing Who Lives Where Is Key to Recovery

You May Be Interested In

RELATED TOPICS  
Available APIs

AROUND THE BUREAU  
Census Infographics & Visualizations

MOST POPULAR  
International Trade

Tutorial flyers and Help

Overview flyers

Links to both CBB editions

## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

CBB Home Page

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

# Census Business Builder: Small Business Edition

United States<sup>™</sup>  
**Census**  
Bureau

Census Business Builder: *Small Business Edition - 2.5* [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

## 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.)

Construction Food Services Healthcare  
Personal Services Prof & Biz Services Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

**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  
State, County, City/Town, or ZIP Code

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

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: 2.5 (Build: 4)

## Key Features

- Provides information for a single type of business
- Map view of information for target area and neighboring areas
- Customizable report

## Users

- Entrepreneurs
- Existing small, medium, and large business owners
- Academia
- Grant writers
- Media

# Census Business Builder: Small Business Edition Exercises

Use CBB: SBE to research a local business story you have been thinking about. Below are some suggestions:

- The growth in Craft Breweries in the U.S. (and where new ones should open)
- Addressing food deserts in America (where are they, and what are the demographics of the areas where they exist)
- Healthcare in America (where are doctors now and where are they needed)



# Census Business Builder: Regional Analyst Edition

Census Business Builder: *Regional Analyst Edition* - 2.5

Privacy Act Statement | FAQs | Send Feedback

## 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

State, County, City/Town, or ZIP Code

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: 2.5 (Build: 4)

## Key Features

- Provides information for **all businesses** in an area
- Ability to **build your own region** from 1+ areas
- Map view of information for region and region parts
- Customizable summary and individual area reports

## Users

- Chambers of Commerce
- Regional planning groups
- Academia
- **Emergency managers**

# Census Business Builder: Regional Analyst Edition Exercises

Use CBB: RAE to research a regional story you have been thinking about. Below are some suggestions:

- Promoting smart economic growth in my region (what sectors are well represented and which ones are lacking)
- The demographic AND business impacts of natural disasters (research an event from 2018 or do a “What If” analysis of a future event)

# Q & A and Thank You!

Contact me at:

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**(301)763-6747**

For local assistance, visit:

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

