



Introducing the Census Business Builder: Small Business Edition (CBB-SBE)

A Business Information Resource for
Entrepreneurs,
Small Business Owners, and SBDCs

A Change in Customer Focus

- Serving our customers
 - “Power Users”
- Underserved customers
 - Small businesses
 - Entrepreneurs
 - Chambers of Commerce
- Ongoing tool changes

The screenshot shows the United States Census Bureau website. At the top, there is a navigation bar with the logo and links for "Topics", "Geography", "Library", "Data", "About the Bureau", and "Newsroom". Below this is a search bar and a main content area featuring a large orange banner for "Mining, Quarrying, Oil and Gas Extraction Booming". The banner includes a photograph of oil pumps and text stating that the sector showed tremendous growth as establishments rose by 26.4 percent. Below the banner are several widgets: "Population Clock" showing U.S. and World population counts; "QuickFacts" with a map of the United States; "U.S. Census Bureau Economic Indicators" listing various reports and their release dates; "Latest News" with two articles; and "Stat of the Day" titled "Young Adults in America".

United States Census Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

Topics: Population, Economy | Geography: Maps, Geographic Data | Library: Infographics, Publications | Data: Tools, Developers | About the Bureau: Research, Surveys | Newsroom: News, Events, Blogs

Mining, Quarrying, Oil and Gas Extraction Booming

This sector showed tremendous growth as establishments rose by 26.4 percent. Read more in the 2012 Economic Census Advance Report - the first report capturing a comprehensive look at the U.S. economy since the 2007 recession.

1 2 3 4 5 6 7

Population Clock

U.S. Population: 318,763,004
World Population: 7,183,627,968
Aug 20, 2014 13:30 UTC (+4) [Learn More >>](#)

QuickFacts

Quick, easy access to facts about people, business, and geography.
Select a state to begin

U.S. Census Bureau Economic Indicators

Advance Report Durable Goods July 2014 Report Released 8:30 AM EDT, 8/28/14	\$300.18 ↑ New Orders 22.6%
New Residential Sales July 2014 Report Released 10:00 AM EDT, 8/25/14	412,000 ↓ Single-family houses -2.4%
New Residential Construction	1,093,000

View All * change not statistically significant * significance not reported / applicable

Latest News

Young Adults in America, Live on C-SPAN's "Washington Journal"
August 27, 2014
Tom Snyder, program director at the National Center for Education Statistics, discusses new findings about young adults.

2013 Survey of Public Pensions
August 26, 2014
Provides a comprehensive look at the financial activity of the nation's state-

Stat of the Day

Young Adults in America

More young adults ages 18-24 are going to college; 41% in 2012, up from 26% in 1980. Fewer are in the labor force; 65% in 2012, down from 75% in 1986, the peak year.

[Read More](#)

CBB - SBE Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Small footprint
- Leverage existing Census investments
- Free



To begin, please choose your general business area:



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Note: The *Census – Open for Business* tool provides selected information that entrepreneurs can use to help them make informed decisions. Every attempt was made to ensure that these data are complete and accurate, but entrepreneurs should be cautious and consult with business professionals before making important business decisions.






For information on survey methodology, see the American Community Survey, County Business Patterns, Economic Census, and Nonemployer Statistics sites. All dollar figures shown are in current dollars for the period shown, are not adjusted for inflation, and do not reflect change in prices.

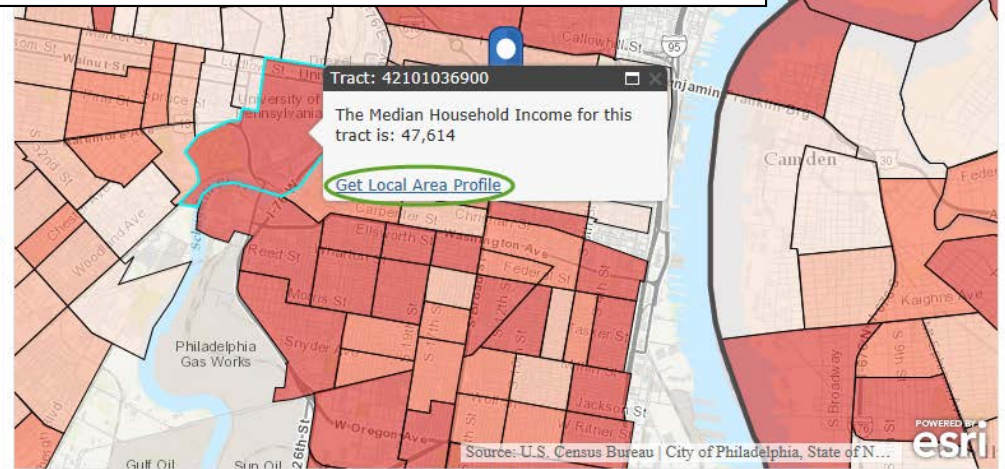
The Open for Business Beta website will be available for access and feedback until October 31, 2014.

Select a Map Parameter:

- Total Population
- Median Household Income
- Median Age
- % Bachelor's degree or higher

Median Household Income

-  8980 - 22265
-  22264 - 31251
-  31250 - 41529
-  41528 - 58449
-  58448 - 59680



CBB-SBE Version 1.0 Features

- Initial audience: **Selected B-to-C** business
- Selected **demographic** and **economic** data (ACS, EC, CBP, NS)
- Consumer Spending data (Esri)
- *Local Area Profile* report
- Core functionality

CBB Home Page

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

Key Features:

- Tool Link
- Promo and Tutorial Videos
- Flyers and Fact Sheets
- FAQs and Help

The screenshot shows the homepage for the Census Business Builder: Small Business Edition. At the top, there is a navigation bar with the United States Census Bureau logo and links for Topics, Geography, Library, Data, About the Bureau, and Newsroom. A search bar is also present. Below the navigation bar, the page is titled "Data" and "Census Business Builder: Small Business Edition". There are social media sharing buttons for Twitter and Facebook. A question asks, "Are you looking for data to help you start or grow a business?". Below this is a 3D cube logo with the letters 'c', 'b', and 'b' and the text "census business builder". To the right, a text block describes the tool: "The Census Business Builder: Small Business Edition allows small business owners a way to easily navigate to and use key demographic and economic data to help guide their research into opening a new or expanding their existing business. These key data includes the most recent and/or relevant data that Census provides that are useful to small business owners." Below this is a "Key Features:" section with a list of features: "Easy to use menus to select your type of business and potential business location", "An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas", and "Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research". To the right of the text is a video player showing a map interface. Below the key features are three buttons: "Learn More", "Other Resources", and "Help". At the bottom, there is a "Tutorial Videos" section with five video thumbnails: "Overview", "Navigation", "Filter Feature", "Profile Report", and "Tips & Tricks".

CBB-SBE Tool Demo

<http://cbb.census.gov/sbe/index.html>

Next Steps

- **Audience** expansion
 - More B-to-C businesses, then B-to-B's
- **Content** expansion
 - Additional demo and econ characteristics (from Census)
 - Additional 3rd party data
- **Functionality** expansion
 - Compare feature, dashboard, time series
 - “Add your own data” and mobile support



Chamber of Commerce Edition v.0.1 (prototype) Features

- Same **demographic** and **economic** data as *SBE*
- Economic data by sector
- View data for chamber **components**
- Add **Chamber boundary** selection & **data aggregation**
- *Chamber of Commerce Profile* report
- Planned Prototype Release: August 12, 2015

CBB-CoCE Tool Demo

<http://dcdev.esri.com/census/coce-1.0-3.2/index.html>

User Name: census

Password: c3n\$us2015




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