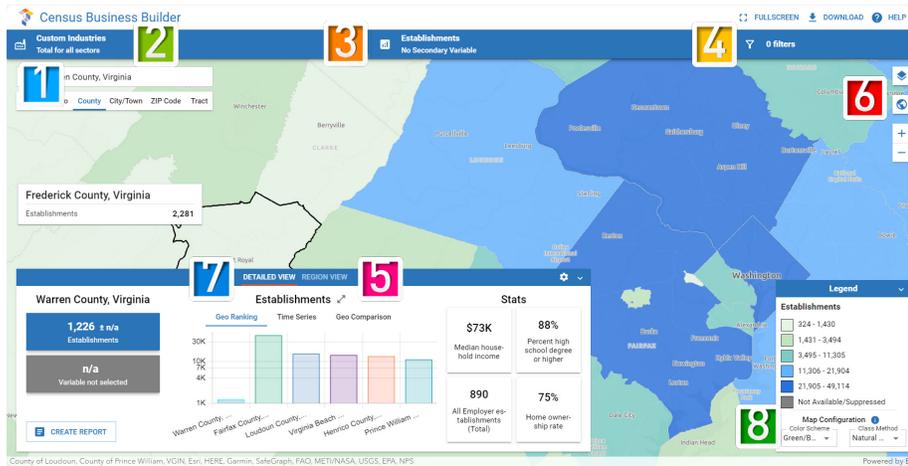


# CENSUS BUSINESS BUILDER

Provides easy access to information about potential customers and similar businesses for those starting or planning a business. The data are presented in a map-based interface that is accessed in a few simple steps.

CBB leverages Esri's **ArcGIS** platform and is the first U.S. Census Bureau data tool released on the **cloud**. The tool dynamically combines Census geography and data through an Application Programming Interface (API) to deliver updated content to the user.



## MAP FEATURES

- 1. GEOGRAPHIC LEVELS:** View data on map by type of geography. Zoom in to select greyed out geographic levels.
- 2. INDUSTRY CLUSTERS:** Create industry cluster by selecting industry categories or NAICS codes.
- 3. BIVARIATE MAPPING:** View two variables on the map and in the dashboard at the same time.
- 4. FILTERS:** Use filters to narrow down data by choosing up to five variables.
- 5. REGION VIEW:** Build a region with two or more geographies. Use Prebuilt regions featuring SBA HubZones, HUD Opportunity Zones, and NOAA's National Weather Service (NWS) Weather Forecast Offices (WFOs).
- 6. MAP BUTTONS:** Download data to CSV, Excel, or Shapefile. Add Reference Layers via a Gallery or an uploaded Shapefile or Map Service. Change the base map from Topographic to Imagery or Dark.
- 7. DETAILED VIEW:** Customize dashboard to show/hide time charts and other variables. Create report for selected geographic area.
- 8. CONFIGURE MAP:** Change the map color schemes. Change the map classing methods.

## DATA INCLUDED

Census Business Builder contains the following data:

- ✓ Demographic, socioeconomic, and housing data from the American Community Survey
- ✓ Business data from County Business Patterns, Nonemployer Statistics, Economic Census, and Annual Business Survey
- ✓ Imports and Exports data from the International Trade program
- ✓ Workforce data from the Quarterly Workforce Indicators
- ✓ Building Permits data from the Building Permits Survey
- ✓ Your own data (via CSV file upload feature)
- ✓ Consumer Spending data from Esri
- ✓ Agriculture data from the Census of Agriculture (USDA)
- ✓ Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)

## PRINTING REPORTS

The latest version offers users an updated experience where they can print any report as a PDF by simply pressing CTRL+P on your keyboard.

## TAKE A TOUR

CBB offers users an interactive tour of the interface, including a new tour of custom region selection process. These tours will walk you through the core functionality of the application. You may exit the tour at any point.



U.S. Department of Commerce  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

United States Census Bureau **Census Business Builder**

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.



Search for a location

or

TAKE A TOUR

## GEOGRAPHIC AREAS COVERED

Demographic and Consumer Spending data are shown at the State, County, City/Town (“Place”), ZIP Code, and Census Tract levels.

Economic and workforce data are shown at the State, County, and City/Town (“Place”) levels. Trade data are shown at the State level.

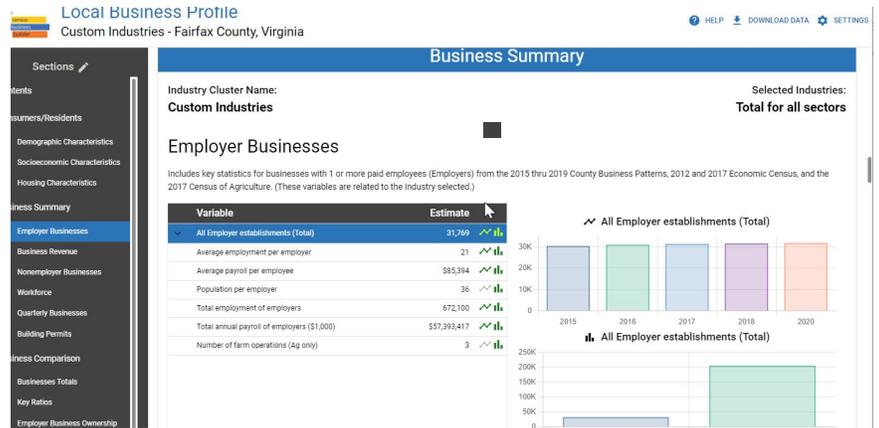
Users can browse data for every county in the U.S.

## INTERACTIVE REPORT

Fully **interactive, customizable, printable, and downloadable report** with direct access to specific

sections via a Content panel. The charts in each section are interactive too and users can select which variable to graph via the icons next to the variable.

The Local Business Profile Report provide access to the **Margins of Error (MoEs)** for demographic data.



## Select Industries

**INDUSTRY LIST**

**INDUSTRY TREE**

**Industry Categories**

- Construction
- Food Services
- Health Care
- Personal Services
- Prof & Biz Services
- Retail

**Industries**

- Drywall
- Electrical
- Flooring
- Foundations
- Home Construction
- Nonresidential
- Painting

**Custom Industries**

Cluster Name: Custom Industries

Search for Industries

All Sectors

**+ ADD INDUSTRY**

## FULL INDUSTRY ACCESS ON THE CUSTOM INDUSTRY PANEL

CBB gives users access, using icons, to the Most Popular Industry Categories and access to all types of businesses via the Search for Industries option. This Search accesses the full list of North American Industry Classification System (NAICS) codes covered by the Economic Census.

Users can type in an industry title, keyword, or NAICS code, and the tool brings back a full list of all the associated industries.

Thank you for your interest in the Census Business Builder. Please view the handouts that present step-by-step instructions on detailed features of the tool, plus the Tips handout that provides hints on how best to use the tool. These handouts can be viewed at [census.gov/data/data-tools/cbb.html](https://www.census.gov/data/data-tools/cbb.html).

## CONTACT US

To learn more about CBB visit: [census.gov/data/data-tools/cbb.html](https://www.census.gov/data/data-tools/cbb.html)

If you need help using CBB, would like to schedule a webinar or in person demonstration, please contact the Data User and Trade Outreach Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov).

