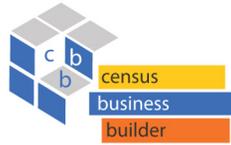# Census Business Builder (CBB)

cbb.census.gov/

OVERVIEW INSTRUCTIONS

Census Business Builder (CBB) provides easy access to information about the residents and businesses in an area for regional planning and other activities. The tool presents key information that users need to better understand their areas accessed via simple steps.

First, select your geography to navigate the map using either the *My Location* button or the search box. Doing so takes you to a map with the selected location highlighted. Or, use *Take a Tour* to walk you through the core functionality of the application.
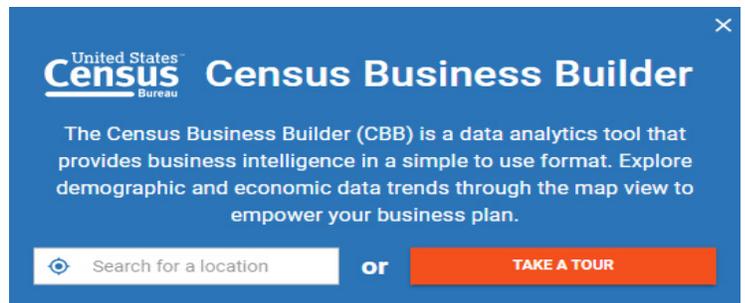
The *Take a Tour* option walks you through the core functionality of the application. To navigate the map, click on the "x" on the top right of the slide and click on "Census Business Builder" on the top left of the application.
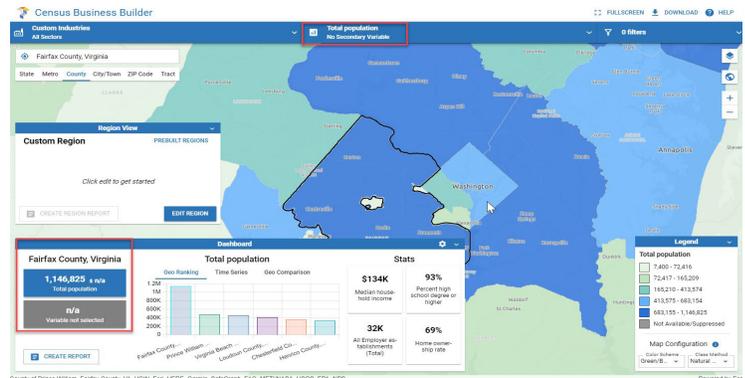
CBB offers a High contrast option. To do this, click on the help section on the top right of the application and then click on "High Contrast." To remove this option, click on it again.
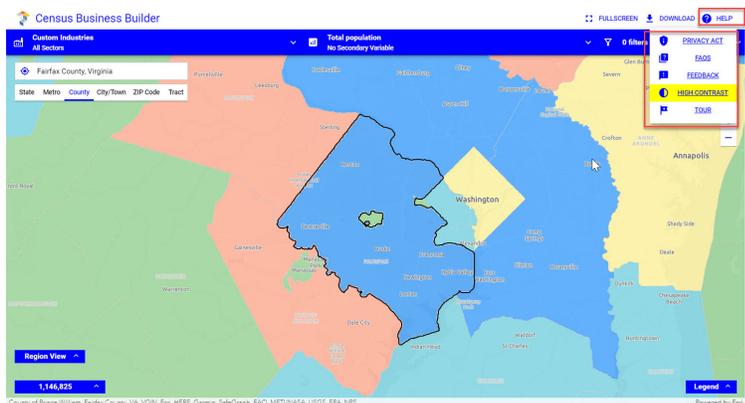
The map displays several features including customizable dashboard, region view, geography panel, industry cluster builder, bivariate mapping, filter option, basemap options, reference layer options, map configuration options, high contrast option, single or multiple geography report options, and data download options.

These features are discussed in this document.

The map can be panned by holding down the left mouse button and dragging the map. The map can also be zoomed in and out by using the "plus" and "minus" buttons in the top right of the map.

To select a new geography, either click anywhere on the map, click on the "Find my Location" button, or type a new geography on the geography panel. Doing so will refresh the dashboard.

You can download the data as CSV, Excel, or Shapefile for the main variable presented on the dashboard by clicking the "Download" button. For example, the variable highlighted on the dashboard is "All employer establishments." The data that you can download via the *Download* feature will be all employer establishments.

The data that will download will include all geographies within the map extent, not just the geography you have chosen, or region you have built.

To add a new layer, click the "Change Reference Layers" button and then click on "Add Layers" to choose from the gallery, upload a shapefile, or add a web service.

The map will update dynamically. To remove the layer, click on the trash icon. The "Change opacity" icon allows you to increase or decrease opacity.

CBB offers eight basemaps to choose from. These are light gray canvas (default), imagery, imagery with labels, OpenStreetMap, terrain with labels, dark grey canvas, streets, and topographic.

To change the basemap, click on the "Change Basemap" icon and make your selection.
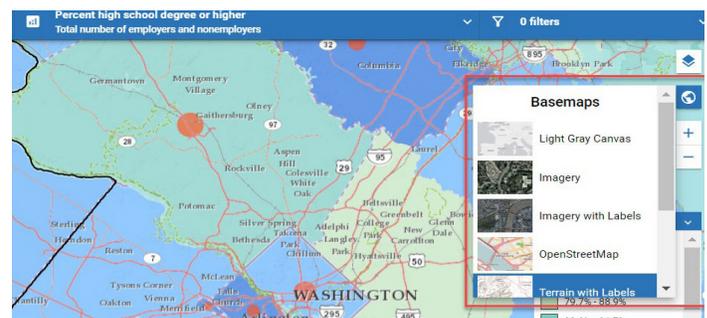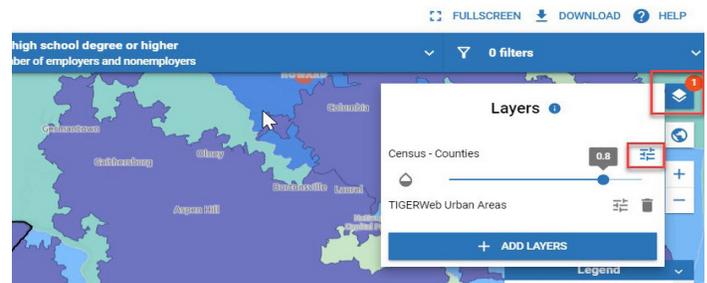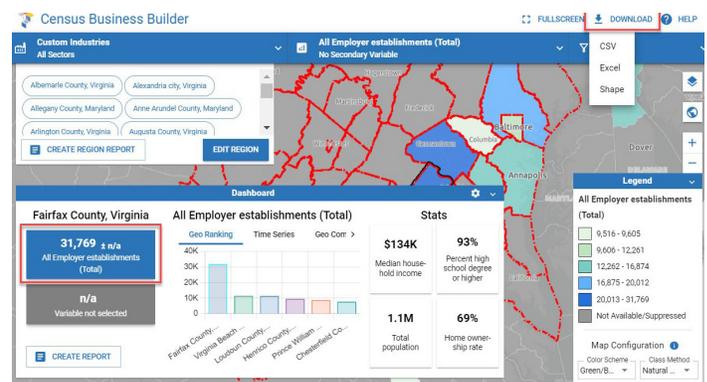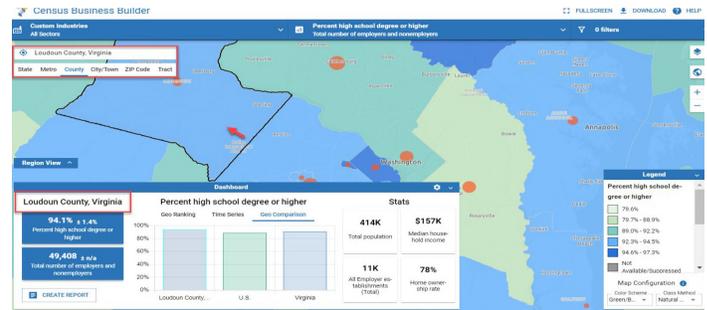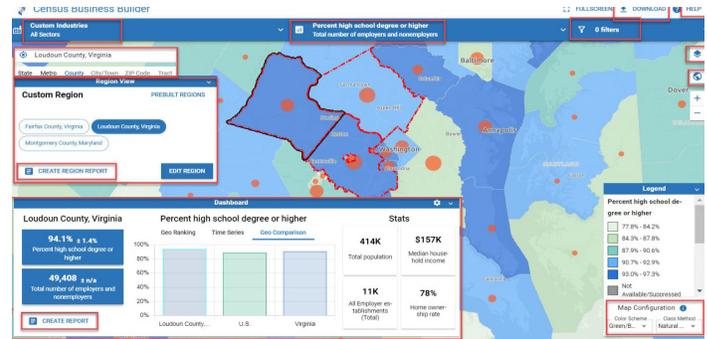
The variables menu allows you to select and browse the demographic and economic data for your business and location by selecting two map variables.

To select the data, choose the broad category you are interested in from the map variables menu. These include information about my customers, other businesses like mine, workforce, building permits, and consumer spending.

Next, choose the variable subcategory, for example, demographic characteristics, socioeconomic characteristics, or housing characteristics. Finally, choose the variable you are interested in viewing on the map.
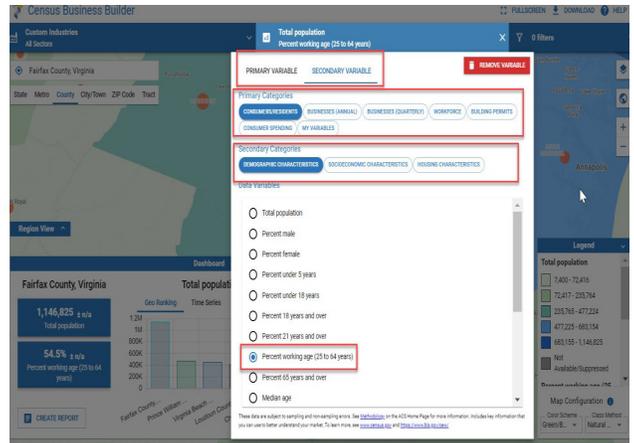
To select the second variable, click on the top banner where it reads "Total Population." When the variable's menu opens, select "secondary variable." You can now choose your variable following the same steps as above.

You can also select a second variable by clicking on the second box on the left side of the dashboard.

To remove the second variable, click on "Remove Variable" on the top-right box in the variable's menu.
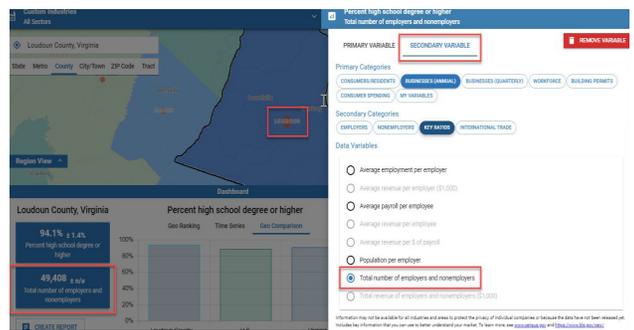
The data values for the selected geographic area (plus the values for four other variables) are shown in the dashboard. These four other variables can be customized by clicking on the "star" or "pencil" icons.

The second variable displays as a circle or a square. To change the variable, click on it again and the variable's menu will pop up.

The data panel also includes charts that allow you to compare the variable displayed over time and to its parent geographies.

The data can be viewed at the state, metro, county, city/town, ZIP Code, or tract levels.

You can change the geographic area selected by clicking on the map, by clicking on the "Find my location" icon on the left of the geography menu, or by typing the geography name.

To view the legend for the second variable, scroll down on the *Legend* located on the bottom-right side of the map.
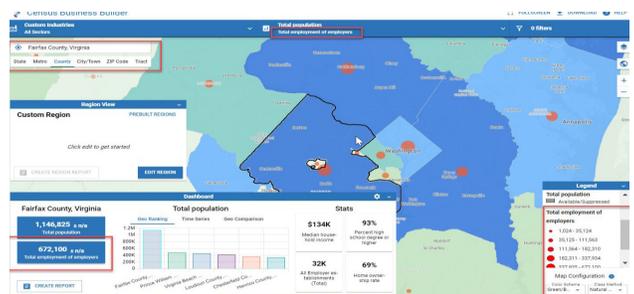
There is also an option to upload your own data using the *My Variables* option. To do this, the data must be formatted. Refer to the data upload instructions by clicking on "Open Instructions."

DASHBOARD

The dashboard includes data from a primary variable highlighted on the left plus four variables that can be customized by clicking on them. The star icon will make that variable the primary variable and it will display in the box on the left. The pencil icon will open the variables menu.

The secondary variable can be updated by clicking on the gray box or by choosing a second variable in the menu located in the top banner of CBB.

The charts allow users to compare the data for their selected industry and geographic area to other data.

1. **Geo Ranking**
   This chart allows the user to compare the data for the selected geography to the corresponding top-ranked geographic areas. For example, for the same use case as above, clicking on the "geo ranking" button would show a bar for Orange County and for the top five ranked **counties in California** (on this statistic).

2. **Time Series**
   This chart allows the user to compare the latest period data shown on the map to between one and five prior periods. For example, if the user was viewing the data on the percent of the population that is 65 years and over in Orange County, California, clicking on the "time series" button would show the current period data (20172021 in CBB 4.0) compared to the prior period (20122016).


3. **Geo Comparison**
   This chart allows the user to compare the data for the selected geography to its "parent" geographic areas. For example, for the same use case as above, clicking on the "Geo Comparison" button would show a bar for Orange County, the state of California, and the United States.

Similar ranking charts are available for the other geographic levels shown in CBB:

- Selecting a state would show that state and the top states in the nation.

- Selecting a metro would show that metro and the top metros in the nation.

- Selecting a city/town would show that city/town and the top cities/towns in the state.

- Selecting a ZIP Code would show that ZIP Code and the top ZIP Codes in the nation.

- Selecting a tract would show that tract and the top tracts in the state.

It's very important to note that these rankings do not take the margins of error (or other measures of statistical reliability) into account and that users should view these measures for the ranked areas before making decisions about the significance of these rankings.

Also, these rankings only represent the published geographic areas in the data. The data for geographic areas that have been suppressed for privacy or other reasons (and could affect the ranking) are excluded from the ranking.
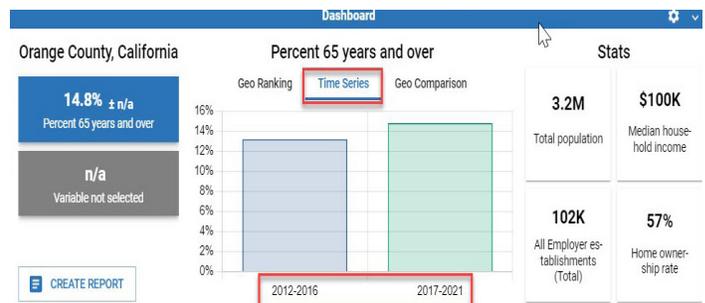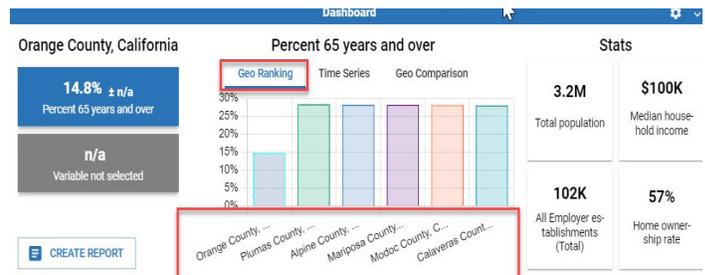
BROWSING THE DATA

When you are done building your region, you can then browse the demographic and economic data by selecting variables from the map variables menu. You can view two variables at the same time.

The data can be viewed at the state, metro, county, city/town, ZIP Code and tract.

Note: The variables chosen will display in the dashboard for a single geography, not for the region you have built. To view the data for the region, you must build a region report.

You can refine the geographic areas displayed by selecting up to three filters in the *Filters* menu. Click on *Filters* and then click on "Add Filter." The variables menu will display. Choose the variable you would like to filter. Once you have selected your variable, the *Range Editor* will open. The map updates dynamically as you move the slider bar, graying out any geographies that no longer fit within the parameters you have chosen. Press "Finish."

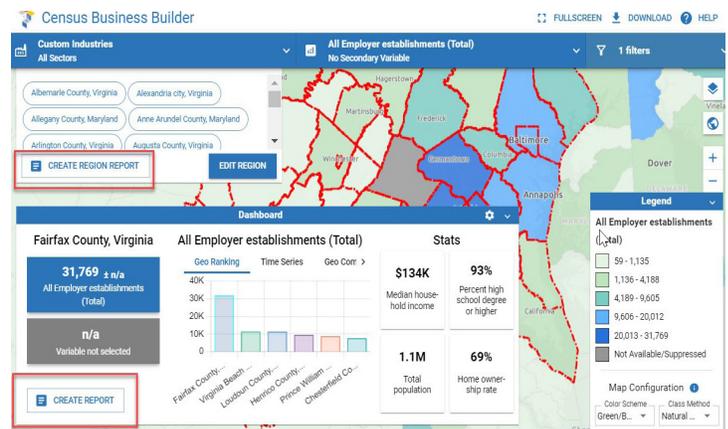Note: The filters selected will not be part of the report. You can update your region by removing the grayed out geographies.
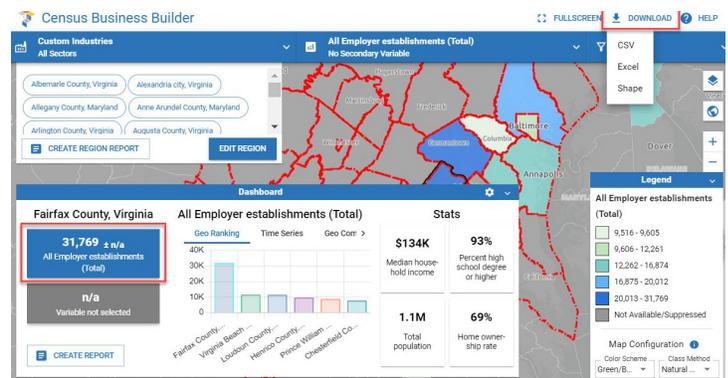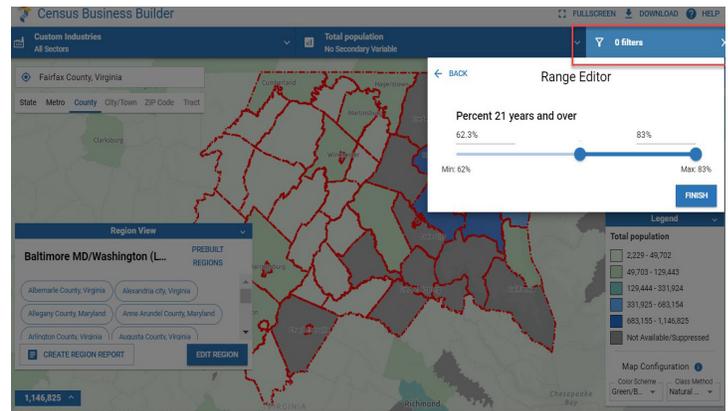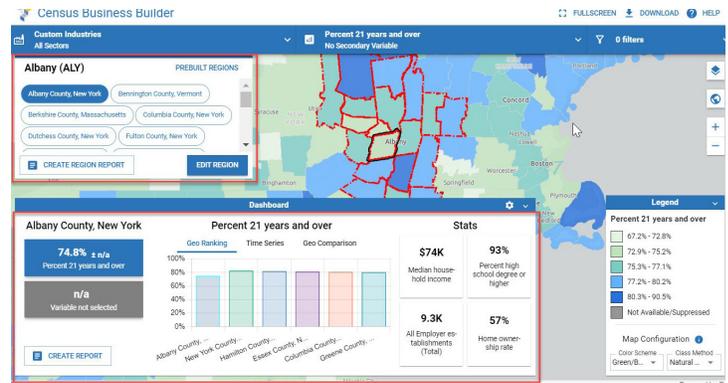

You can download the data as CSV, Excel, or Shapefile for the main variable presented on the dashboard by clicking the "Download" button. For example, the variable highlighted on the dashboard is *all employer establishments*. The data that you can download via the *download* feature, will be *all employer establishments*.

Note: The data that will download will include all geographies within the map extent, not just the geographies in the region you built.

When you are done browsing the data, you can create reports either for your entire region or for each area that makes up the region by clicking on the "Create Region Report" or "Create Report" links.

The *region report* includes all the geographies selected. Click on each of the geographies that comprise your region to get individual reports.
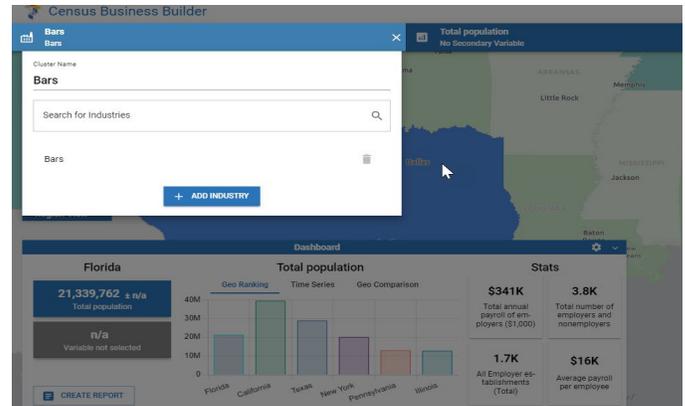
The reports will open in a new window.

You can build an industry cluster by adding industries from the predefined list or by typing in the search button. To view the business data for the cluster, first update the dashboard with the average revenue per employee, average employment per employee, all employer establishments, etc.
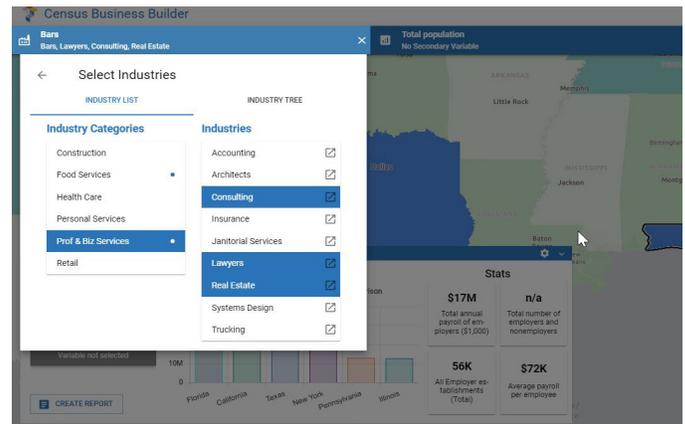
You will notice that the map and dashboard update dynamically as you add or remove industries.

To build an industry cluster from the predefined list of industries, click on "Add Industry." This will open the industries menu. You can add or delete industries by clicking on them.

This feature allows you to add up to ten industries to create your cluster.

If you create a industry cluster with ten industries, click on "Select Industries" to remove them from the cluster.

To explore the North American Industry Classification System (NAICS) further, click on the icon next to the industry.

This will bring you to the NAICS page where you can explore the industry definition, reference files, etc.

To build a cluster via the *Search for Industries* option, type the industry name or NAICS code. A list of options will pop up. Scroll down until you find your industry. When you click on your industry, it will be added to the cluster you are building.

You can name your cluster by replacing the text under *cluster name*.

When you finish building your industry cluster, you can click on the "x" on the top-right corner.

You can click on "Create a Report" and it will display your industry cluster.

Please note that if one of your chosen industries does not have any data or the data is suppressed, the data for the cluster will be suppressed as well. The note "Data not available" will display in the report.
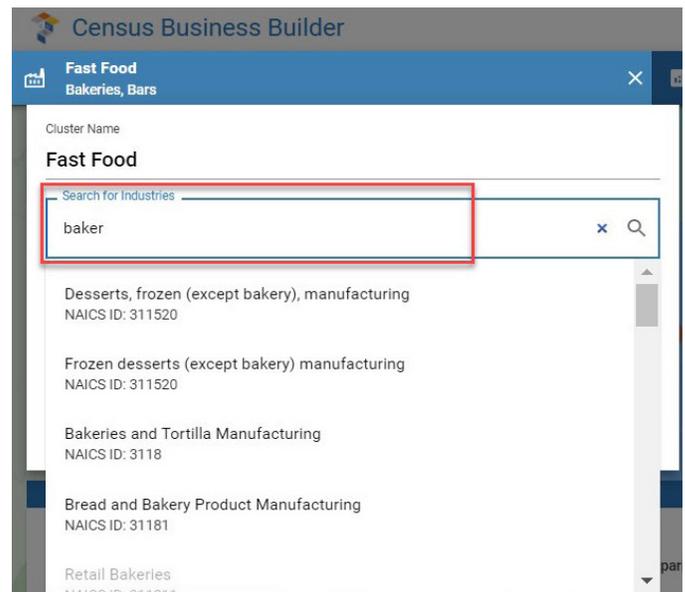
CBB offers multiple options to build a region. First, click on "Region View" and click on "Edit Region." You are able to build a region via the following options:

Option #1: Build region of two or more geographies of the same type.

Option #2: Build a region of two or more geographies of two or more types.

Option #3: Build a region using *prebuilt regions*.

To build a region of two or more geographies of the **same type**, click on "Edit" in the *Region view*. You can click on the map to add geographies individually or use any of the drawing tools available: polygon, rectangle or circle. You can also change your region name by typing over *Custom Region*.

Once you have selected the geographies, click on "Finish" and the map will update with the new region outlined in a dotted red line.

You can remove geographies by clicking individually on the "x" next to the name or by "Clearing" all at the same time.

To build a region of two of more geographies of two **or more types**, for example three counties and one or more surrounding cities/towns, click on edit region. First choose your counties and then click "Finish." In the Geography banner, click on "city/town" and then click on "Edit Region" in the *Region view*. You can now add the city/towns of your choosing. Click "Finish."
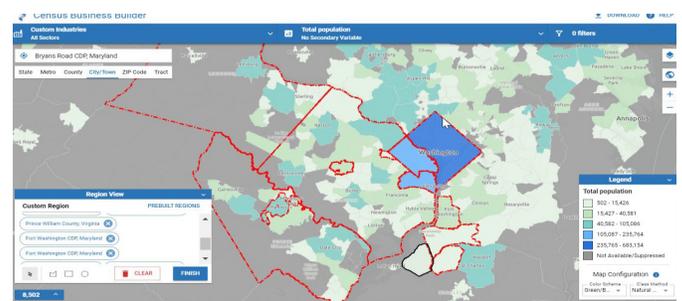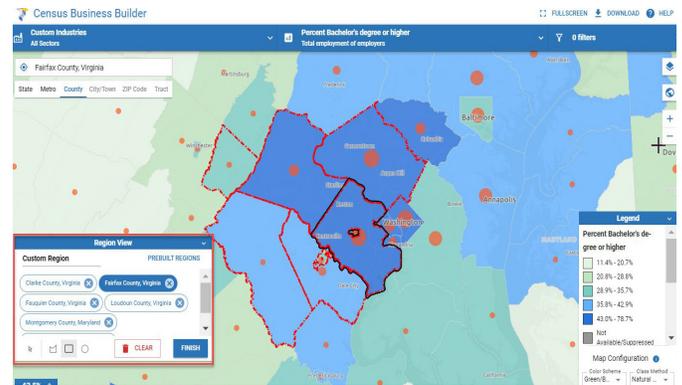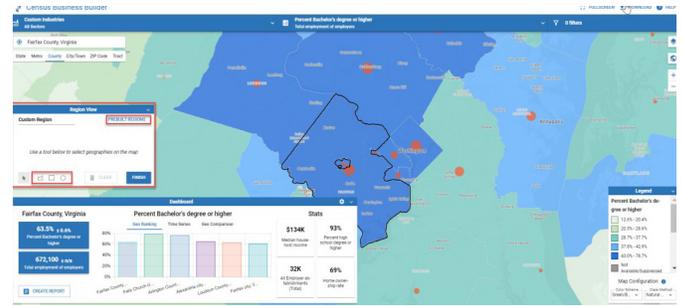
When choosing geographies of different types, CBB checks for overlaps between the already selected areas and the current selection following three scenarios:

• Current selection is completely within the already built region—will not be able to add.

• Current selection is completely outside of the already built region (not touching)—it will be added.

• Current selection <u>may overlap</u> with the already built region: A warning message is presented—clicking on the "Zoom" to overlap link zooms the map so you can determine if an overlap exists. If no overlap exists, click on the "My Region" button to select the area. If an overlap exists, then close the popup by clicking on the "x."

The "Prebuilt Regions" option offers prebuilt regions from weather forecasting offices (WFO), Small Business Administration (SBA) Hub Zones, and Health and Human Services (HUD) opportunity zones.

To choose these options, first click on "Edit Region*,"* then click on "Prebuilt Regions," and then click on the drop-down menu under *Region Type*. Once you select your preferred prebuilt region, choose either a WFO or an opportunity zone. The region will build dynamically.
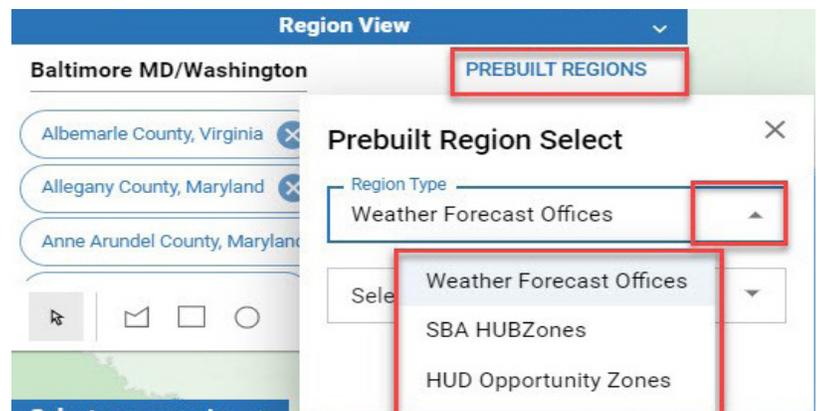
When you are done browsing the data, you can create reports either for your entire region or for each area that makes up the region. To create a multi-geography report, click on the "Create region report."

To create a report for a single geography, click on "Create report" located on the bottom-left corner of the dashboard.

The report includes all the data available for that geography or geographies. If there is no data for one of the geographies in your region, the data will be suppressed for the region in the report.

The reports will open in a new window.
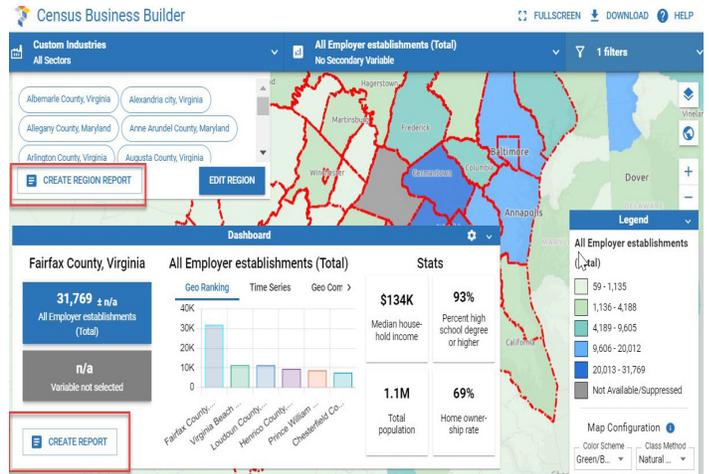
The *Region Report* includes all the geographies selected as well as any industry clusters added. Click on each of the geographies that comprise your region to get individual reports.

The table of contents panel on the left side allows you to navigate each of the parts of the report. It can be customized by clicking on the pencil icon next to it and then clicking on the "i" next to the contents. Doing so will gray out the content and hide it from the report.
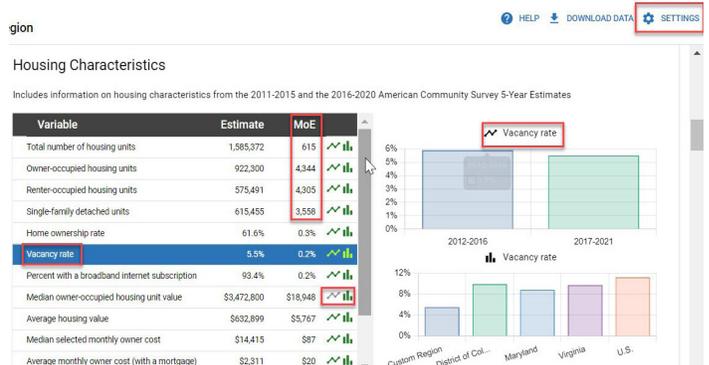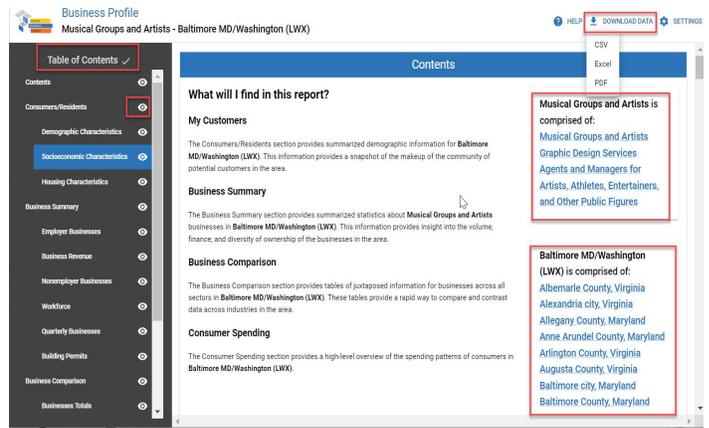
The data in the report can be downloaded via CSV, Excel, or PDF by clicking on the "Download Data" option.

To view the margins of error for the data shown in the report, click the "Display MOEs" checkbox under *Settings* in the top right.

The variables shown in the interactive charts in the report can be changed by clicking on a variable in the table.

The "squiggle" and "chart" icons indicate whether data are available over time, by geo hierarchy, or both.

The charts are customizable and downloadable.