

# Census Business Builder

## Small Business and Regional Analyst Editions

[cbb.census.gov/sbe/#](http://cbb.census.gov/sbe/#) or [cbb.census.gov/rae/#](http://cbb.census.gov/rae/#)



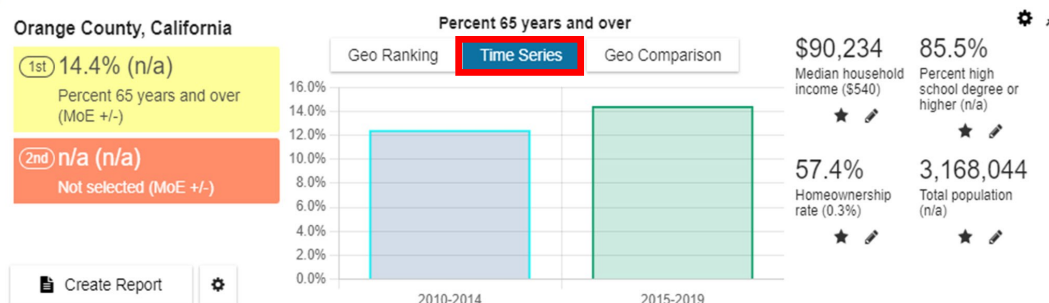
**Census Business Builder:** provides easy access to key information about the residents and businesses in an area that entrepreneurs and regional planners need to better understand their markets and service areas.

### DASHBOARD CHARTS

The dashboard in both the Small Business and Regional Analyst Editions of CBB includes charts that allow users to compare the data for their selected industry and geographic area to other data. These 3 charts are described below:

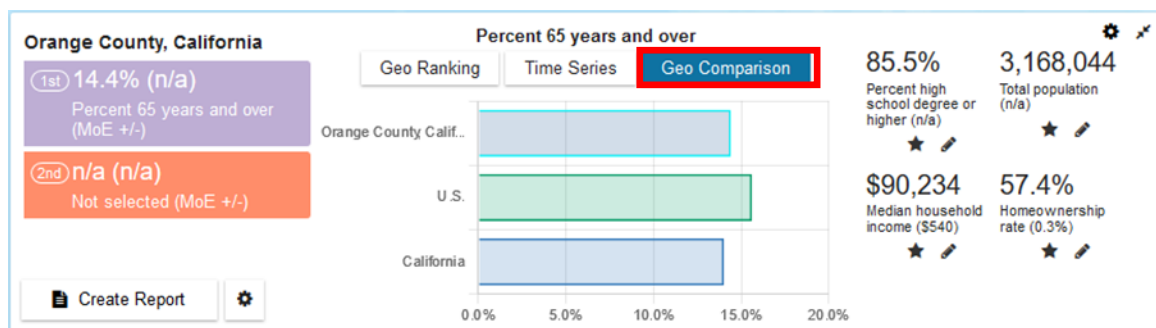
#### 1. Time Series

This chart allows the user to compare the latest period data shown on the map to between 1 and 5 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 CA, clicking on the Time Series button would show the current period data (2015-2019 in CBB 4.0) to the 1 prior period (2010-2014).



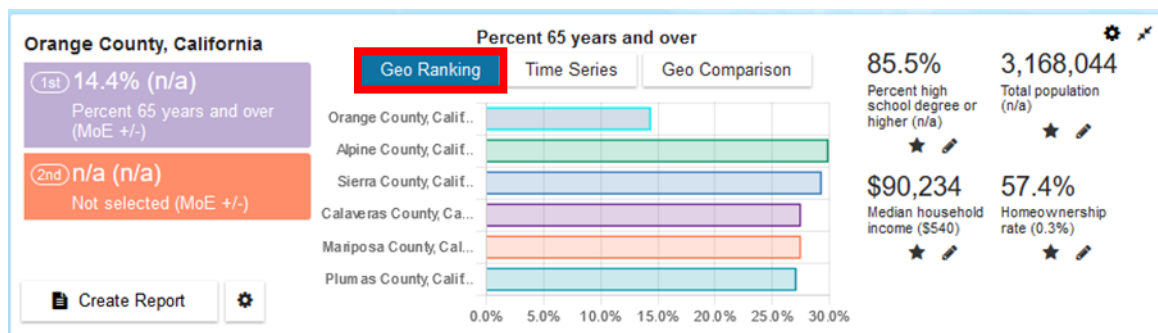
#### 2. Geo Comparison

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 U.S.



### 3. 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 5 ranked counties in California (on this statistic).

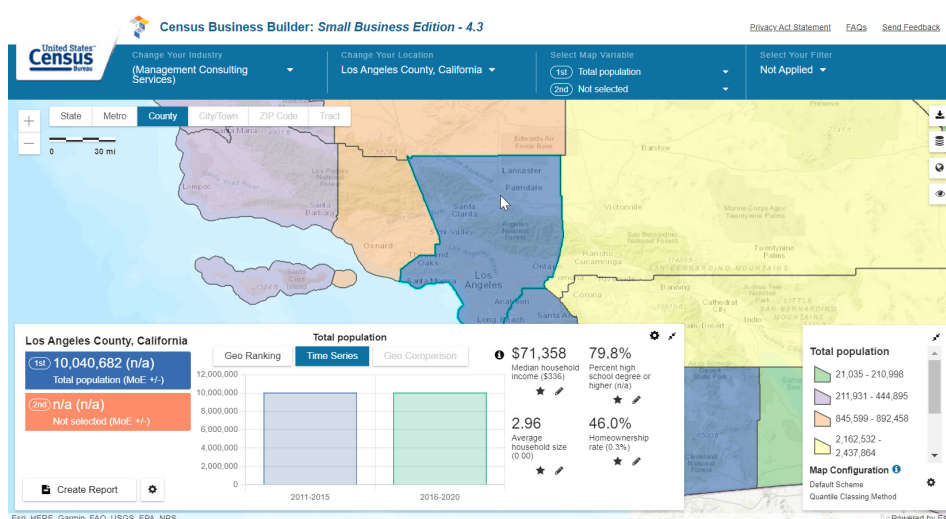


Similar ranking charts are available for the other geographic levels shown in CBB:

- 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.



Thank you for your interest in the Census Business Builder. Please view the accompanying handouts that present step-by-step instructions on detailed features of the tool.

#### Contact Us

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

To access the current version of CBB: RAE, see: <https://cbb.census.gov/rae/#>

To access the current version of CBB: SBE, see: <https://cbb.census.gov/sbe/#>

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