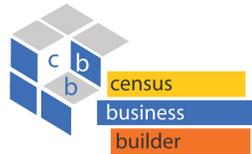


Census Business Builder

Small Business and Regional Analyst Editions v3.1

cbb.census.gov/sbe/# or 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.

The Data Upload Feature allows 1 user-uploaded data file at a time. Each time a new file is uploaded, it replaces the previous one.

User uploaded variables are treated like the other 'Customers' data in CBB and are therefore independent of the kind of business (industry) selected. The application will keep displaying the variables even after industry is changed.

Users can upload data for all five geographic levels (state, county, city/town, ZIP Code, and tract) shown in CBB.

1. Create the Excel file

The geographies (GEOID's) that are included in the uploaded file must match the current active geographic type shown in the map. For example, if you are looking at county-level data in CBB, the uploaded file must also be at the county level. The app will keep these uploaded variables active even when the geographic type shown on the map is changed, and will treat them like other CBB-provided variables.

Uploaded File Requirements

The uploaded file must include the field GEOID as the first cell (A,1) and unique data variable titles in cells B,1 thru K,1 in the Excel spreadsheet. The variable titles can contain any characters including units of measure; this text is displayed exactly as provided by the user. Duplicate variable titles will make the upload fail.

GEOID Mandatory Syntax

Geographic Level	GEOID Syntax	Example
State	2-digit State FIPS code	01 (Alabama)
County	2-digit State FIPS code + 3-digit County FIPS code	31039 (Cuming County, Nebraska)
City/Town	2-digit State FIPS code + 5-digit Place FIPS code	0901080 (Andover town, Connecticut)
ZIP Code	5-digit ZIP or ZCTA code	22015 (Burke, Virginia)
Census Tract	2-digit State FIPS code + 3-digit County FIPS code + 6-digit Census Tract code	01093964600 (Census Tract 964600 in Marion County, Alabama)

	A	B	C	D	E	F	G	H	I	J
1	GEOID	Population 3 years and over enrolled in school	Enrolled in Nursery school, preschool	Enrolled in Kindergarten to 12th grade	Enrolled in Kindergarten	Enrolled in Elementary: grade 1 to grade 4	Enrolled in Elementary: grade 5 to grade 8	Enrolled in High school: grade 9 to grade 12	Enrolled in College, undergraduate	Enrolled in Graduate, professional school
2	24001	17262	826	9462	868	2772	2679	3143	6320	654
3	24003	144534	9891	90709	7982	26698	26827	29202	34552	9382

Uploaded file requirements Cont'd.

Failure to follow the following requirements will make the upload fail:

- The uploaded file must include at least 1 and up to 10 data variables.
- The uploaded file must include at least 1 and no more than 3,300 unique (non-duplicate) data rows (starting in cell A,2) in the Excel spreadsheet and can be no larger than 10MB.
- The GEOIDs provided by the user are matched to the GEOIDs supported by CBB. The upload will be accepted if at least one valid GEOID is detected; any invalid GEOIDs are ignored and a warning message is displayed.
- The data cell values in the Variable columns do not need to include commas, and the data can be shown with up to 2 decimal places. CBB will drop all non-numeric characters (everything except digits, decimals and the negative sign) and will then format the data for display purposes. If more than 2 decimals are provided in the uploaded file, CBB will automatically rounded the data to 2 decimal places.

2. Upload the file

Open the Select Map Variables menu in CBB and click on the tab for My Variables. Click the Browse button and select the file you just created.

Click the Accept Upload button if the file loaded correctly and choose your variable. If there is an issue, click the Back button and reload the file after you've corrected the issue (s).

Please Select a Map Variable

Primary Category

Customers Businesses (Annual) **Businesses (Quarterly)** Workforce Building Permits

Consumer Spending My Variables

Learn more Sample Upload files

Browse... No file selected.

Accept Upload

3. View the data in CBB

Reopen the Select Map Variables menu in CBB, click on the tab for My Variables, and select the variable you want to view on the map. The map will then repaint with that variable displayed.

Please Select a Map Variable

Primary Category

Customers Businesses (Annual) Businesses (Quarterly) Workforce Building Permits

Consumer Spending My Variables

Learn more Sample Upload files

Browse... Sample_CBB_Upload_File.xlsx

Map Variables

Variable A

Variable B (%)

Variable C (\$)

No Data Variable is selected

Select Variable Close

Information are only separately viewable in the map; these data are not shown in the reports

Includes key information that you can use to better understand your market. To learn more, see www.census.gov and <http://www.fairfax.gov/geodata>

Change Your Industry: Food Services, Food Contractors

Change Your Location: Fairfax County, Virginia

Select Map Variable: Variable A

Select Your Filter: Not Applied

State: Virginia County: Fairfax

Variable A

5,619 - 5,623

5,615 - 5,618

5,611 - 5,614

5,605 - 5,609

5,600 - 5,604

Map Configuration

Critical Source

Quantile Clustering Method

Powered by Esri

Fairfax County, Virginia

Variable A

n/a (n/a)

Median household income (\$1,314)

Percent high school degree or higher (92%)

Homeownership rate (67.8%)

Employer establishments (163)

Time Series not available

Geo Hierarchy not presentable

Create Report

Est. HERE, Garmin, FAO, USGS, NOAA, EPA, NPS

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

Contact Us

To learn more about CBB visit: 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 Andy Hait at: andrew.w.hait@census.gov or (301)763-6747