

# Census Business Builder

## Small Business and Regional Analyst Editions

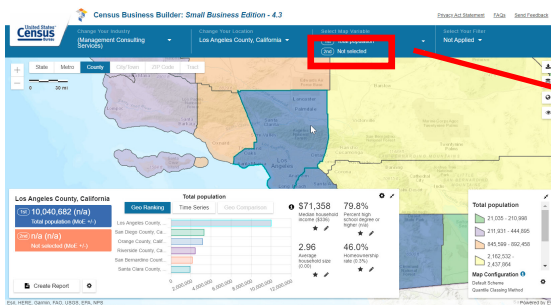
cbb.census.gov/sbe/# or cbb.census.gov/rae/#



**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.

### NAVIGATING THE MAP

1. After selecting your kind of business and location or location if using RAE from the splash page, a map is presented.
2. 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 and Consumer Spending.



**Primary Category**

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

Consumer Spending CRE Data My Variables

**Secondary Category**

Employers  Nonemployers  Key Ratios  International Trade

**Map Variables**

All Employer establishments (Total)

Total employment of employers

Total annual payroll of employees (\$1,000)

3. Next, choose the variable subcategory... for example, Demographic Characteristics, Socioeconomic Characteristics, or Housing Characteristics.

Please Select a Primary Variable

**Primary Category**

Consumers/Residents **Businesses (Annual)** Businesses (Quarterly) Workforce

Building Permits Consumer Spending My Variables

**Secondary Category**

Demographic Characteristics  Socioeconomic Characteristics  Housing Characteristics

4. Finally, choose the variable you are interested in viewing on the map and select it. Note that only one variable can be viewed at a time.

Please Select Primary Variable

**Primary Category**

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

Consumer Spending CRE Data My Variables

**Secondary Category**

Employers  Nonemployers  Key Ratios  International Trade

**Map Variables**

All Employer establishments (Total)

Total employment of employers

Total annual payroll of employees (\$1,000)

Total revenue of employees (\$1,000)

Number of firms/establishments (All sizes)

Select Variable Close

5. To change the map configuration click on the "map configuration" icon.

**Total population**

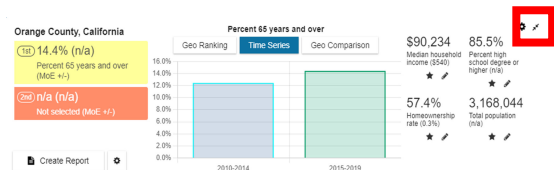
- 567,696 - 1,143,529
- 156,505 - 456,749
- 56,179 - 144,012
- 32,261 - 50,450

**Map Configuration**

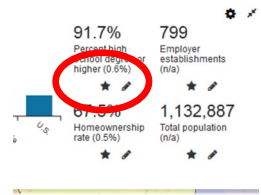
Default Scheme

Quantile Classing Method

6. To hide the data panel or the legend, click on the arrows icon in the upper right corner of the box.

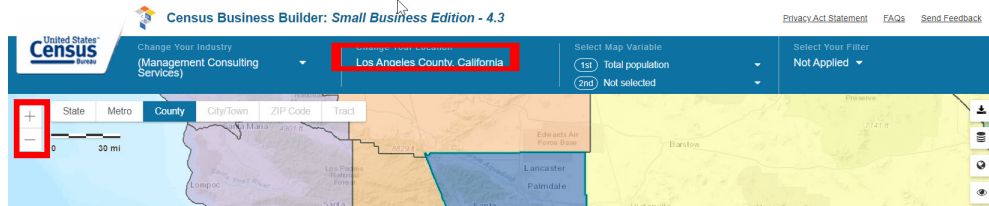


7. The data value for the selected geographic area (plus the values for 4 other variables) are shown in the data panel. The data panel also includes 2 charts that allow you to compare the variable displayed over time and to its parent geographies. These 4 other variables can be customized by clicking on the 'star' or 'pencil' icons. You can change the geographic area selected by clicking on the map. Doing so refreshes the data panel.



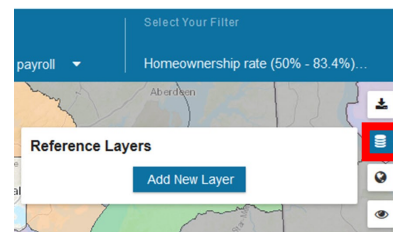
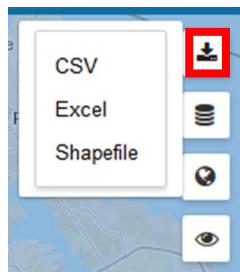
8. The map can be panned by holding down your left mouse button and dragging the map. The map can also be zoomed in and out by using the 'plus' and 'minus' buttons in the top left of the map.

9. To select a new geography either click anywhere on the map or click on 'Change Your Location.'



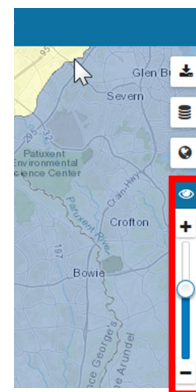
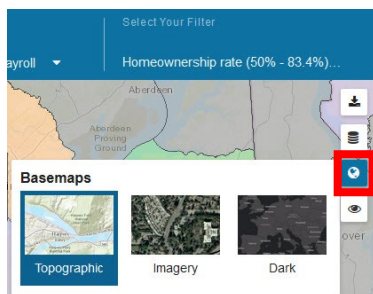
10. To download the data for the variable presented on the map in a csv file, click the Download button.

11. To add a new layer click the 'Change Reference Layers' and click on the 'add New Layer' icon to choose from the gallery, upload a shapefile or add a web service.



12. To change the basemap from Topographic to Imagery or Dark, click the Change Basemap button.

13. To more clearly view the boundaries of an area, slide the 'Change Transparency' slider in the Legend box to the right up.



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)