Census Business Builder

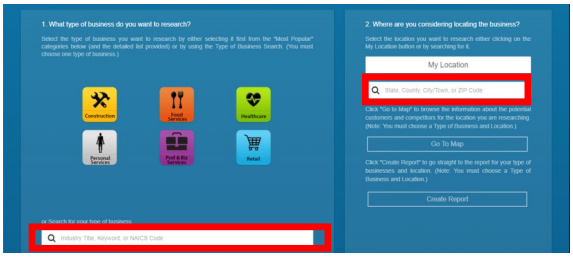
Small Business Edition v3.1

cbb.census.gov/sbe/#

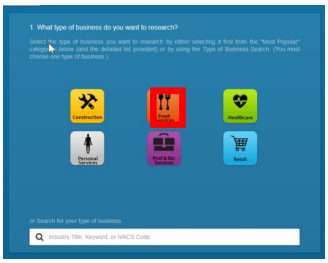
Census Business Builder: Small Business Edition provides easy access to information about the residents and businesses to help you open or expand your business. The tool presents key information that entrepreneurs and small business owners need to better understand their market. The information is accessed via a few simple steps…

OVERVIEW

1. First, you select the type of business you are interested in researching by either choosing from the Most Popular menu or by using the Search.

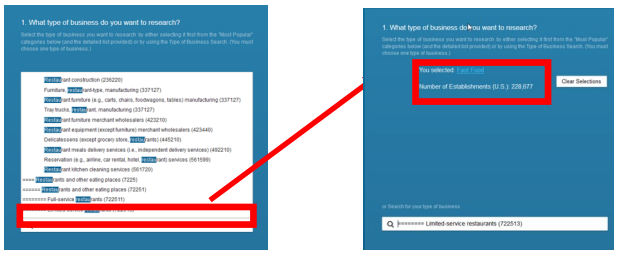


2. To use the Most Popular menu, you first select the broad category that best describes the business.

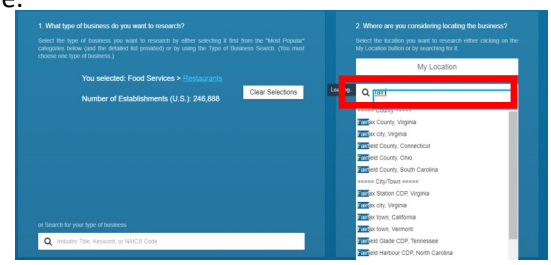


3. Then you select the detailed business type.

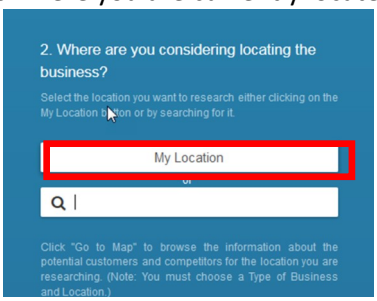
4. To use the Search option, type the industry name or NAICS code. Then select the corresponding result.



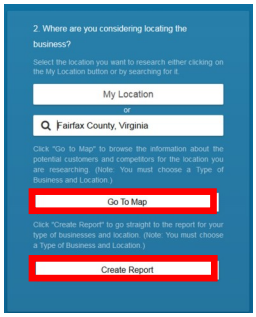
5. Next, you select the business location by either searching for the name of the county, city/town, or ZIP Code.



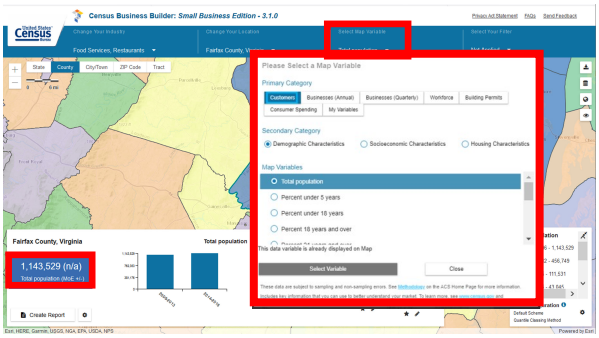
6. Or by clicking the My Location button that identifies where you are currently located.



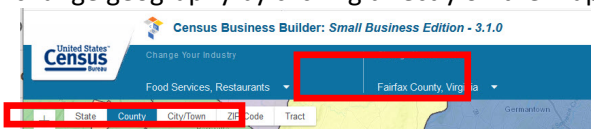
7. You can click “go to map” which will take you to the map where you can navigate the data. Or, you can click “create report” which generates a report for the chosen industry and geography.



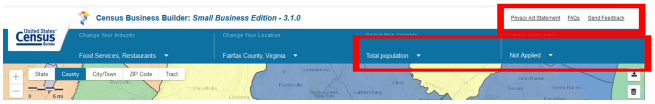
8. Selecting Go to Map brings you to a map with the selected location highlighted. Click the Select Map Variables option. This menu allows you to select and browse the demographic and economic data for your business and location by selecting a single map variable from the menu.



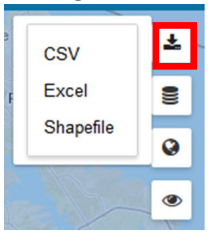
9. The information can be viewed not only at the County level but also for other areas by selecting from the “Geographic Level” menu. You can also change geography by clicking directly on the map.



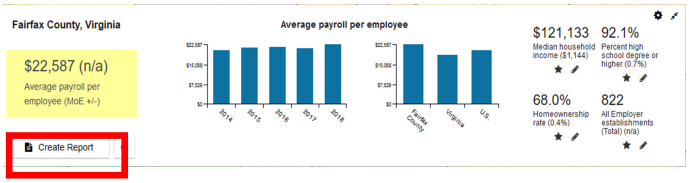
10. Once you have selected a variable to view on the map, you can refine the geographic areas displayed by using the “Filter” menu. (Please see the “Tips and Tricks” and the “Filter Your Results” instructions).



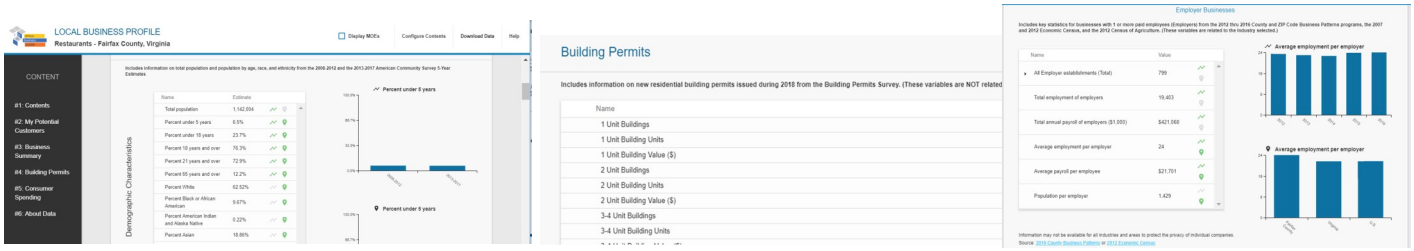
11. You can download the data as CSV, Excel or Shapefile format for the variable presented on the map by clicking the Download button.



12. When you are done browsing the data, you can view a Profile Report for your industry and location by clicking on the “Create Report” link. Your report will build in a new window.



13. The interactive, printable, and downloadable report can be used in your business plans and other documents.



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, plus the Tips handout that provides hints on how best to use the tool.

Contact Us

To learn more about CBB visit: census.gov/data/data-tools/cbb.html
To access the current version of CBB: SBE, see: https://cbb.census.gov/sbe/#
To access the current version of CBB: RAE, see: https://cbb.census.gov/rae/#

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