## **Census Business Builder**

## **Small Business Edition**

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 2. To use the Most Popular menu, you first select the in researching by either choosing from the Most Popular menu or by using the Search.



3. Then you select the detailed business type.



5. Next, you select the business location by either searching for the name of the Metro, County, City/ town, ZIP Code, or Tract.









U.S. Department of Commerce U.S. CENSUS BUREAU census.gov

broad category that best describes the business.



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



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



 You can click "go to map" which will take you to the 8. map where you can navigate the data. Or, you can click "create report" which generates a report for the chosen industry and geography.

business?	
	My Location
	or
Q Fair	fax County, Virginia
	Go To Map
	Create Report

 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.



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



Selecting Go to Map brings you to a map. You will notice that only the 1st variable is populated. Click the 1st or 2nd variable option to select your map variable. This menu allows you to select and browse the demographic and economic data for your business and location by selecting two map variables from the menu.

Change Your Industry Bars (Bars) -	Change Year Location Fairfax County, Virginia V	Select Map Variable (11) Total population (2nd) Not selected		elect Your Filter lot Applied 💌
Soo Mee Centy Chylan 2	Primary Category Oxtomes Bulineses (Annial) Bulineses (Annial) Consumer Spending My Vanabes Secondary Category	anterly) Woodorce Building Pernits nic Characteristics O Housing Chara	Striction of the second s	Cost on Anna 2
Fairfax County, Virginia			A 131	Total population
Total population (MoE +/-) Fairfax County, V	<ul> <li>Percent high school degree or higher</li> </ul>			7,360 - 23,312
(2nd) n/a (n/a) Prince William Co.			for any	a s 31,994 - 50,163
Not sciented (MoE +/-) Virginia Beach d				51,935 - 150,185
	Derrort in onwarts		*	158,309 - 466,834
.oudoun County, V Chesterfield Count	C 5 Demant in research			100,000 - 400,004

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).



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.

LOCAL BUSINE	S PROFILE				Display	MCPa Configura Content	Download Dat	a Nelo			Includes key statistics for businesses with 1 or more pair and 2012 Economic Census, and the 2012 Census of Agr	empiryees (Empir	Nover Businesses pers) from the 2012 thru plies are related to the in	2016 County and ZIP Code Business Patterns programs, the 2007 divstry selected.)
Restaurants - Fairfe		the executive and remain	delices her area as	ra and athnicity					Building Permits		Narie	Value	~ *	Average employment per employer
CONTENT Control of the population and population by age, too, and whitely from the 2012 2012 American Community Survey 5 Tear Extension						Percent under 5 years			Includes information on new residential building permits issued during 2018 from the Building Permits Survey. (These variables are NOT related		<ul> <li>All Employer establishments (Total)</li> </ul>	799	0	4-
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#2: My Potential Customers		nt under 5 years	6.5N	~ •	8.54				1 Unit Buildings		Total annual payroll of employers (\$1,000)	\$421,065	~	
13: Business Summerv	8	nt under 15 years nt 16 years and over	23.7% 76.3%	~ •	11.7% -				1 Unit Building Units 1 Unit Building Value (\$)		Average employment per employer	24	~	Average employment per employer
14: Building Permits	2	nt 21 years and over		~ 0	101	_	<u> </u>		2 Unit Buildings		Average payroll per employee	\$21,701	~	
#5: Consumer Spending	Percen	nt White nt Black or African	62.52%	~ 9		and the second	100		2 Unit Building Units		Proviation per employer	1.429	~	
96: About Data	R Americ R Percen	tan MAmerican Indian		~ •		Percent under 5 years			2 Unit Building Value (\$) 3-4 Unit Buildings				Q ~	
	and Ale Percen	aska Native st.Aalan		~ •				3-4 Unit Building Units	information may not be available for all industries and areas to protect the privacy of individual companies.					
					0.41						Bource: 2015 Courty Business Patients & 2012 Economic Consum			

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 the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov