# Census Business Builder
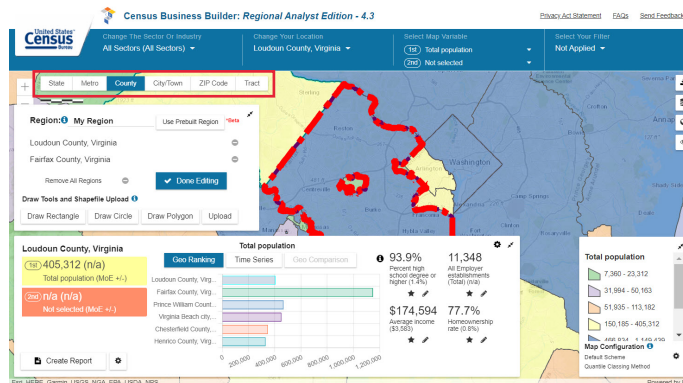## Small Business Edition
**cbb.census.gov/sbe/#**

**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.
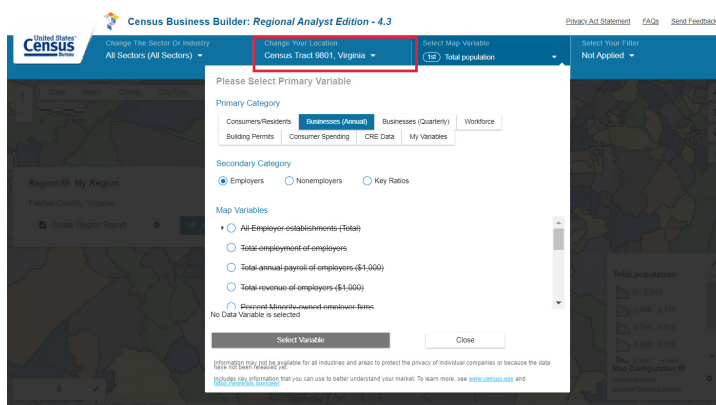
## TIPS AND TRICKS

## TIP #1: Start Broad and then Drill Down

Customers and competitors of a business often are from an entire county or multiple counties (instead of just a single city, ZIP Code, or tract). As a result, it's recommended that you start by browsing the data for an entire county. Then, you can drill down to the local areas to see the distribution of your customers and competitors in each local area.
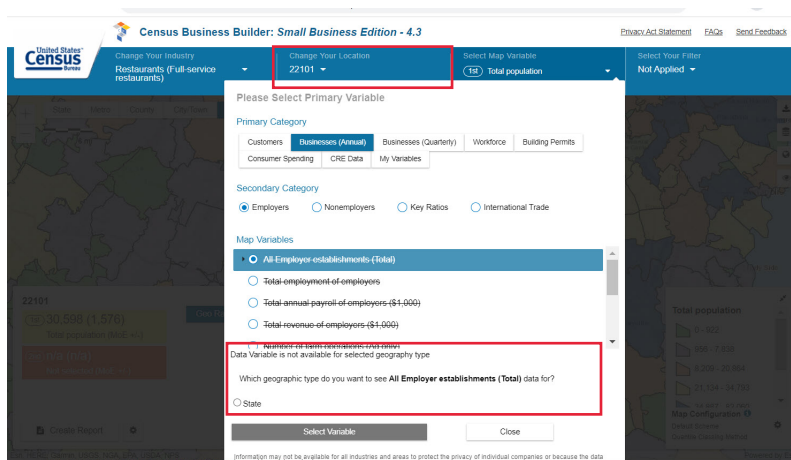


## TIP #2: There's No Business Data by Neighborhood

To protect the privacy of individual businesses and ensure the quality of the data, the Census Bureau suppresses the data when there are very few companies in a given industry and area. Since these suppressions would result in information only being shown for the largest ZIP Codes and Tracts, the Business data are not available at these levels. These variables are shown lined-thru in the menus.
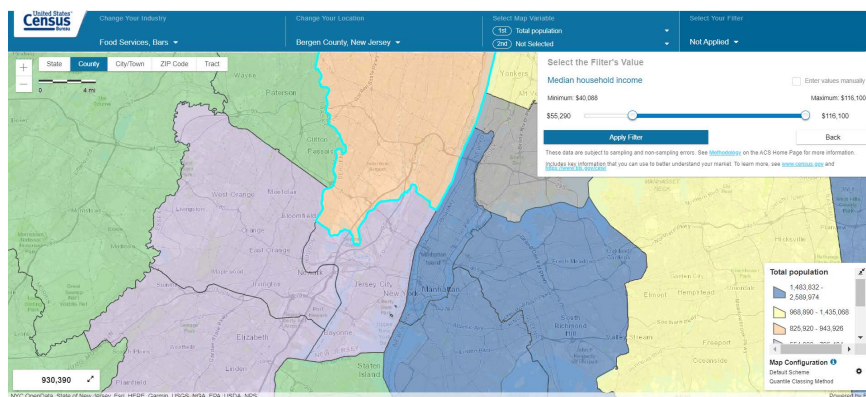
# TIP #3: Number of Establishments is Shown at City/Town or higher

This tip is related to TIP 2. The data on number of employees, annual payroll, and sales of businesses are sometimes suppressed to protect the privacy of individual companies. When you are browsing the data for Businesses, it's recommended that you browse the data on Establishments first at City/Town or County levels. If the displayed values are low, it's very likely that the other variables will be withheld. You can choose what geographic type you want by clicking on the available buttons.
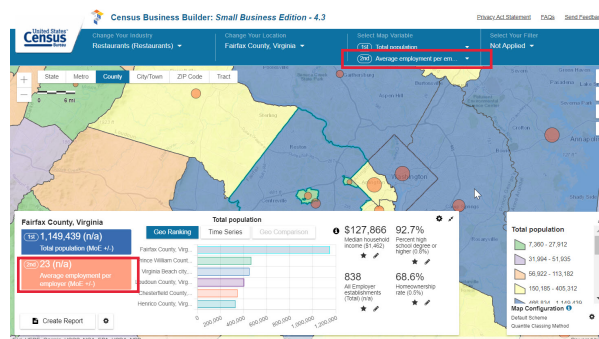


# TIP #4: Filter is Just for Geographies, Not Data

While the variables that appear in the Map Variables and the Filter menus are the same, how they each work is quite different. For example, selecting Total Population from the Map Variables menu presents data for this variable in the map. If you then choose Median Household Income from the Filter menu and set the minimum value to some value, the map will repaint to only show those geographic areas with Median Household Income greater than that value. The Population data shown is still just the total Population, not the Population in that area that are in households with Household Income greater than that value.



# TIP #5: Bivariate Mapping

Bivariate mapping displays two data variables on the map. Available data is displayed as an orange circle. No data displays as a square. The 2nd variable is shown in orange in the dashboard.



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.