What’s New in Census Business Builder (CBB) Version 4.0:
Metros, Industry Clusters, and More…

Tuesday, August 24th, 2021
Presented by: Barbara Zamora-Appel
U.S. Census Bureau
Agenda for Today’s Webinar

• A recap of key CBB features
  • 2 editions: SBE and RAE (what’s the same and what’s different)
  • Map features
  • Report features

• What is New in version 3.4
  • Updated data
  • New functionality

• What’s Coming in 4.0+

• Q&A
About the Census Bureau

• The U.S. Census Bureau is the federal government’s largest statistical agency.

• We conduct more than 130 censuses and surveys each year, including
  - The Decennial Census – the once-a-decade population and housing count of the United States
  - The American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American business
  - The Census of Governments – the official five-year measure of the nation's state and local government sector

• Our mission is to serve as the leading source of quality data about America’s people, places, and economy.
Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - BLS, USDA, & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

CBB Home Page
https://www.census.gov/data/data-tools/cbb.html
CBB: SBE and CBB: RAE “Splash Page”

Industry and Geography Selection (SBE)
Geography Selection only (RAE)

https://cbb.census.gov/sbe/#

https://cbb.census.gov/rae/#
CBB: SBE “Map Page”

- Change Industry Menu (3.4 Added Industry Cluster (SBE Only))
- Geographic Levels Menu and Zoom Buttons (3.4 Added Metros)
- Map Dashboard (3.3 Update)
- Change Geography Menu
- Map Variables Menu (3.3 Added Bi-Variate Mapping)
- Filter Menu
- Map Buttons
- Map Legend (3.3 Update)
CBB: SBE Report

Create Report Button and Report

Report Options

Manipulable Charts
CBB: SBE Industry Cluster Report

LOCAL BUSINESS PROFILE
Home Health Care and Doctors - Anne Arundel County, Maryland

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for Anne Arundel County, Maryland. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about Home Health Care and Doctors businesses in Anne Arundel County, Maryland. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Anne Arundel County, Maryland.
CBB: RAE “Map Page”
CBB: RAE Region Report

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for My region. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about All Sectors businesses in My region. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in My region.

My region is comprised of:

- Anne Arundel County, Maryland
- Baltimore County, Maryland
- Baltimore City, Maryland
- Calvert County, Maryland
- District of Columbia, District Of Columbia
- Harford County, Maryland
- Howard County, Maryland
- Kent County, Maryland
- Montgomery County, Maryland
- Prince George's County, Maryland
- Queen Anne's County, Maryland

https://cbb.census.gov/rae/#report_ConsumerSpending
What’s Coming in CBB 4.0+

• Continue Quarterly Updates of Data
  • QCEW and QWI
  • Annual and other data as appropriate

• Additional Data
  • Public Sector and 2020 Decennial Census
  • More “mash-up” variables
  • More variables from existing programs?
  • Other data from new programs?

• Other updates based on feedback (like tweaks to bi-variate mapping)
# US Demographic and Economic Data At A Glance

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Aged 65 Years and Older</td>
<td>50,783,796 American Community Survey (ACS) 2015-2019</td>
</tr>
<tr>
<td>Total Uninsured Population</td>
<td>28,248,613 American Community Survey (ACS) 2015-2019</td>
</tr>
<tr>
<td>Total Employer Establishments</td>
<td>7,912,405 County Business Patterns (CBP) 2018</td>
</tr>
<tr>
<td>Total Non-Employer Establishments</td>
<td>26,485,532 Nonemployer Statistics (NEI) 2018</td>
</tr>
</tbody>
</table>

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## COVID-19 Platform

[Image of COVID-19 Platform]

- **People Below Poverty**: Uses the 2015-2019 release of data from the American Community Survey (ACS) about households below poverty. These are 5-year estimates shown by county, and state boundaries.
- **ACS Household Income < $75,000**: This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about household income ranges and cutoffs. These are 5-year estimates shown by county, and state boundaries.
- **ACS Total Population Over 65**: This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about total population count by sex and age group. These are flyer estimates shown by county, and state boundaries.

[Graph with data visualizations]

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**Related Links**

- [Census COVID-19 Impact Report](https://covid19.census.gov/)

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**Notes**

- United States Census Bureau
- [Homepage](https://www.census.gov/)
Q & A and Thank You!

Contact me at:

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(301)763-4863

Census Bureau’s Call Center  (301) 763-4636

For local assistance, visit:

https://www.census.gov/regions