

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.

Decennial Population
and Housing Census
Every 10 years

Economic Census
Every 5 years

Census of Governments
Every 5 years

American Community Survey
Annual

Annual Retail Trade
Annual

Plus more than 130
demographic and economic surveys
every year

Census Business Builder

Census Business Builder: Small Business Edition - 3.4

Privacy/Act Statement FAQs Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction

Food Services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search for your type of business

2. What location do you want to research?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)


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Release: 3.4 (Build: 8)

Census Business Builder: Regional Analyst Edition - 3.4

Privacy/Act Statement FAQs Send Feedback

Define your region



What is the primary state, metro, county, city/town, or ZIP Code in your region?

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Release: 3.4 (Build: 9)

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”

Census Business Builder: *Small Business Edition* - 3.4 [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

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Release: 3.4 (Build: 0)

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

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

Census Business Builder: *Regional Analyst Edition* - 3.4 [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

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Release: 3.4 (Build: 0)

<https://cbb.census.gov/rae/#>

CBB: SBE “Map Page”

Change Industry Menu (3.4
Added Industry Cluster (SBE Only))

Change Geography Menu

Map Variables Menu (3.3 Added
Bi-Variate Mapping)

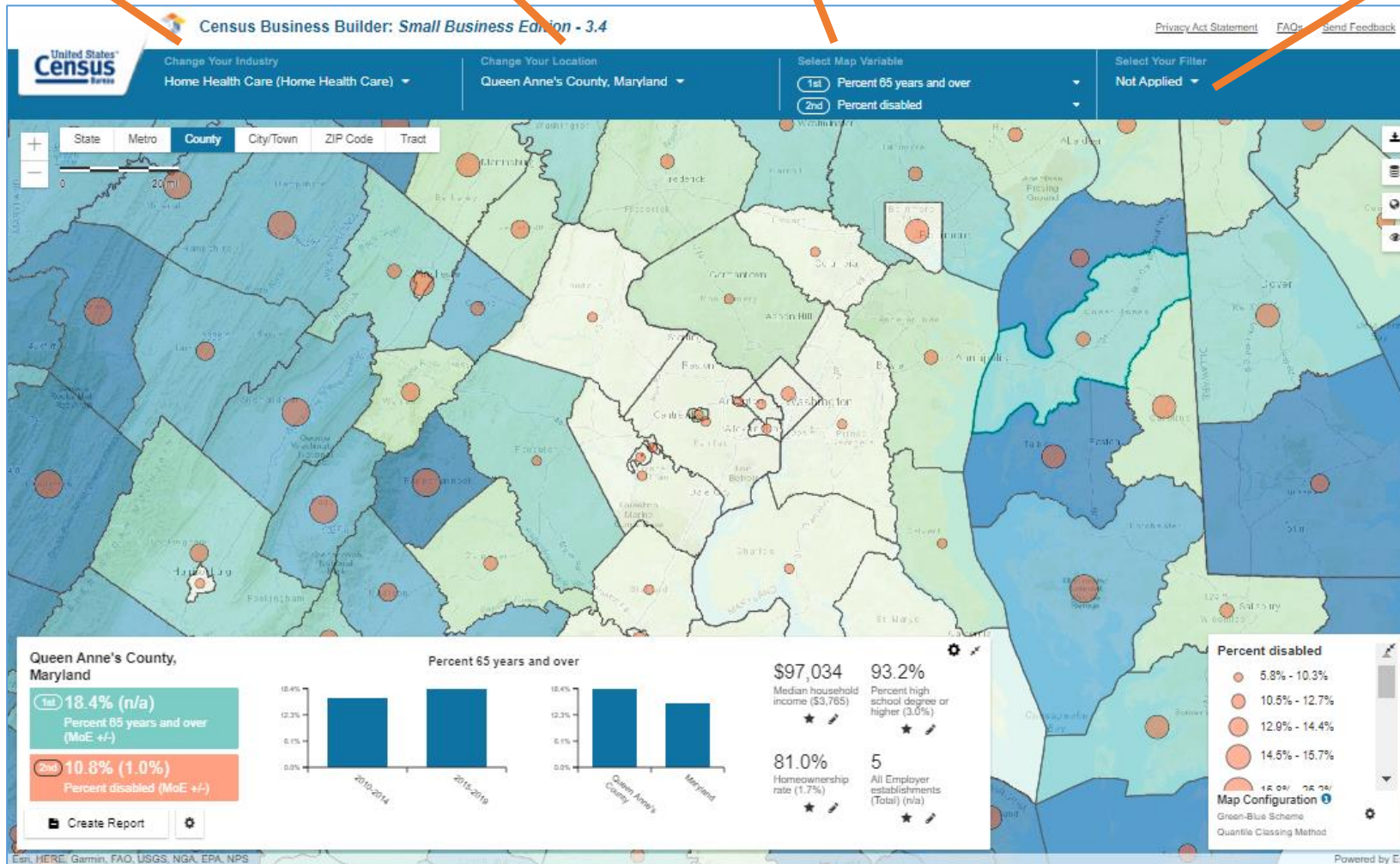
Filter Menu

Geographic
Levels Menu and
Zoom Buttons (3.4
Added Metros)

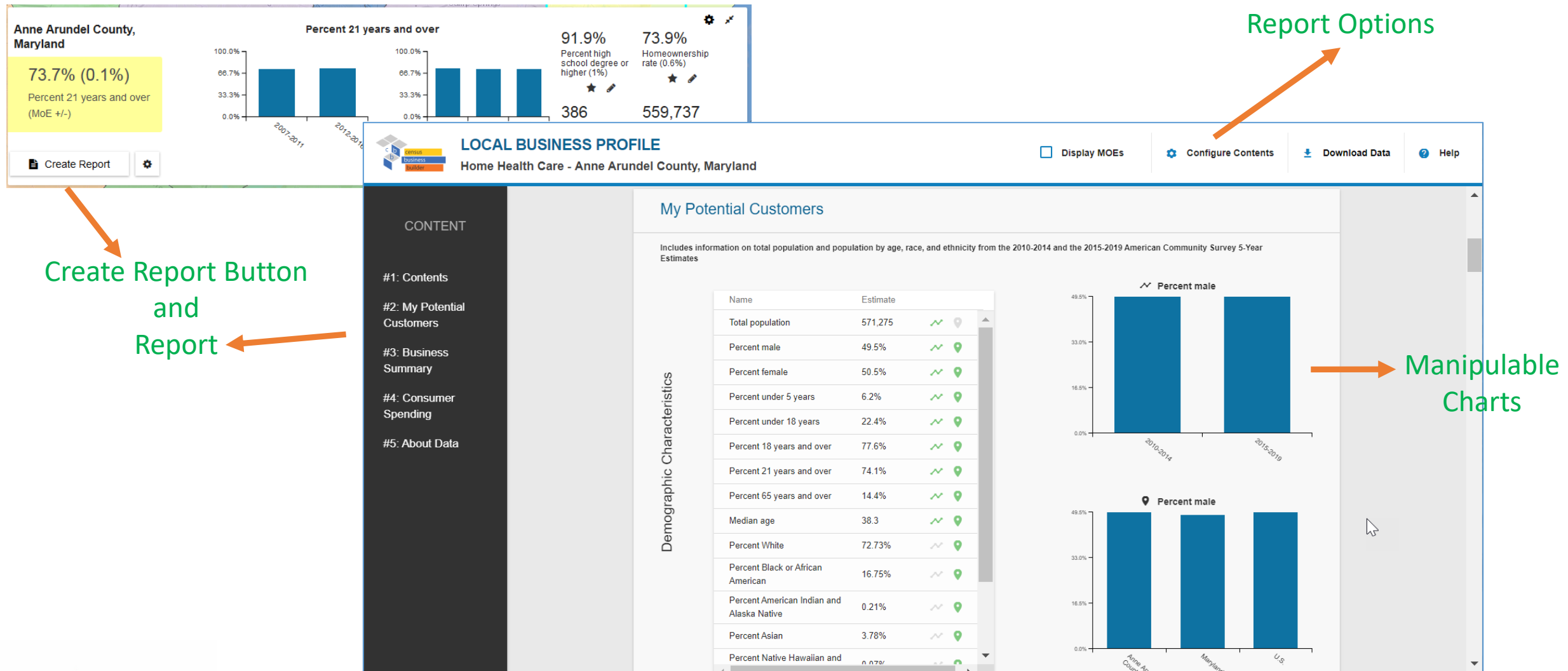
Map
Buttons

Map
Dashboard
(3.3 Update)


Map
Legend
(3.3 Update)




CBB: SBE Report





CBB: SBE Industry Cluster Report

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

☐ Display MOEs

 Configure Contents

 Download Data

 Help

CONTENT

#1: Contents

#2: My Potential Customers

#3: Business Summary

#4: Consumer Spending

#5: About Data

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.

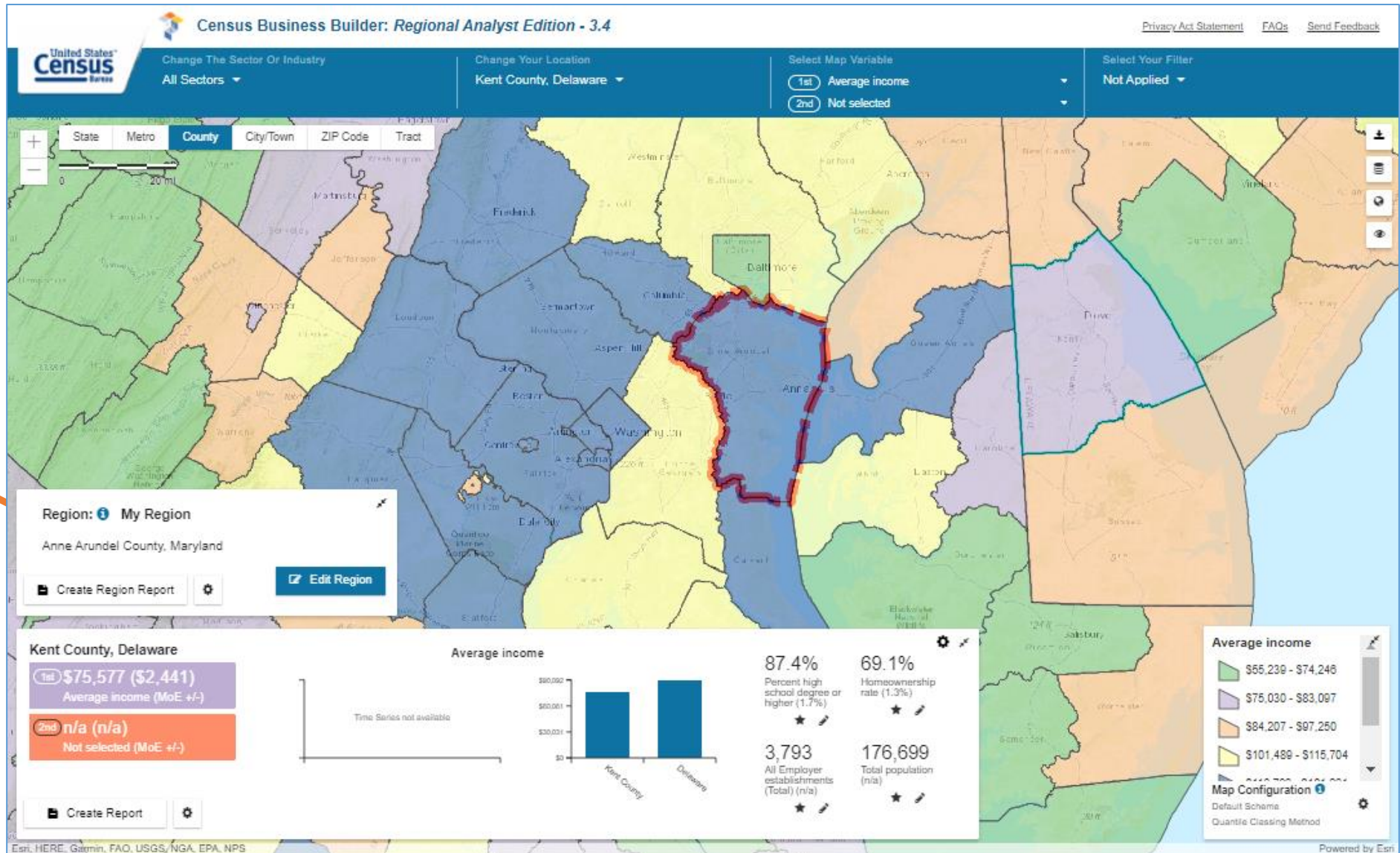
Home Health Care and Doctors is comprised of:

[Doctors](#)


[Home Health Care](#)

CBB: RAE “Map Page”

Region
Panel



CBB: RAE Region Report



LOCAL BUSINESS PROFILE

All Sectors - My region

☐ Display MOEs

☐ Summary Report

☒ Detailed Report

Configure Contents

Download Data

Help

CONTENT

#1: Contents

#2: Consumers/Residents

#3: Business Summary

#4: Business Comparison

#5: Consumer Spending

#6: About Data

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

Population Aged 65 Years and Older

50,783,796

American Community Survey (ACS) 2015-2019

Total Uninsured Population

28,248,613

American Community Survey (ACS) 2015-2019

Total Employer Establishments

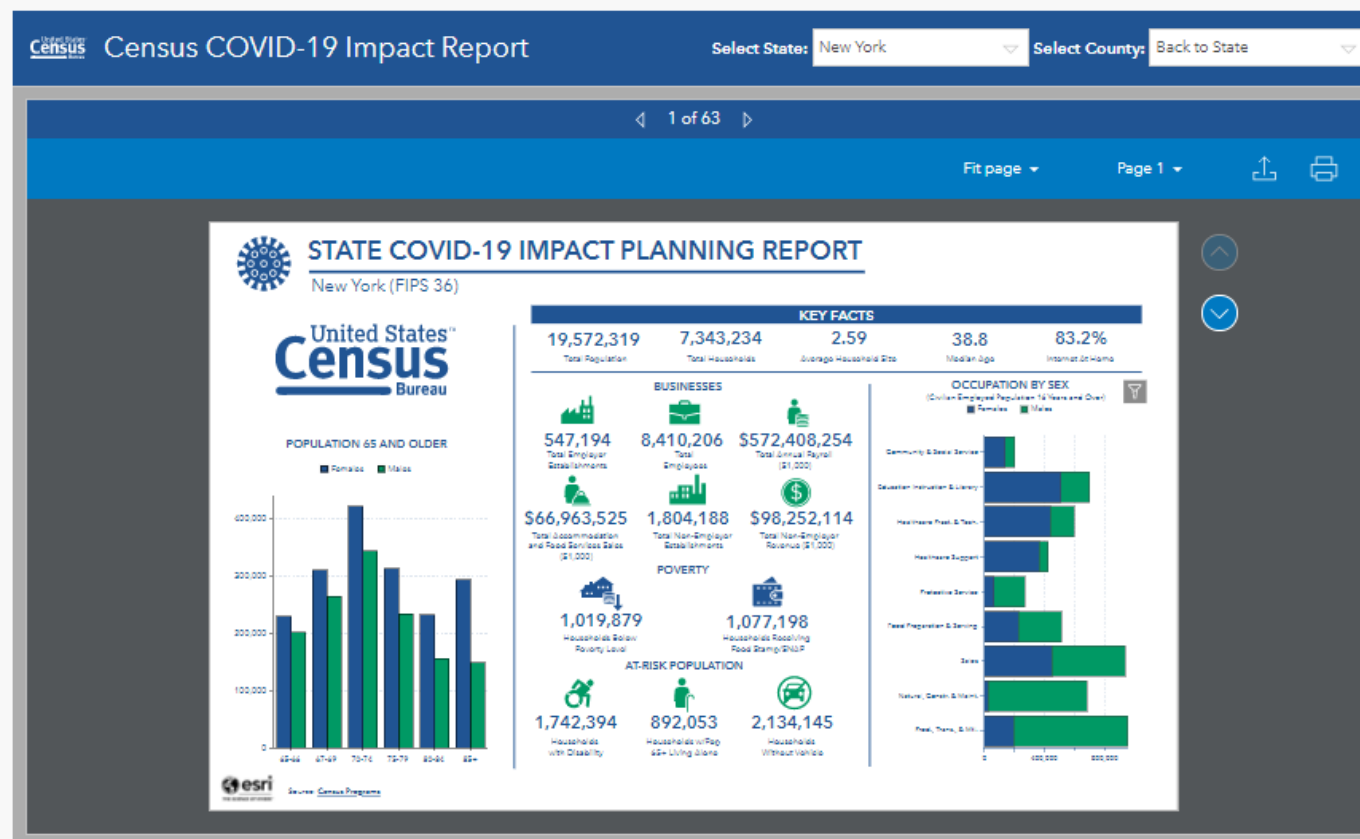
7,912,405

County Business Patterns (CBP) 2018

Total Non-Employer Establishments

26,485,532

Nonemployer Statistics (NES) 2018



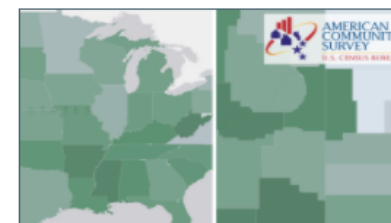
COVID-19 Platform



People Below Poverty

This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about people who are below poverty. These are 5-year estimates shown by county, and state boundaries.

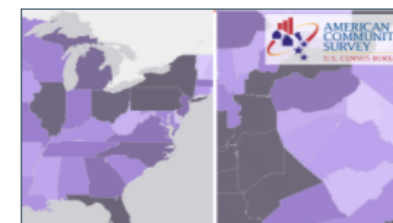
[Read More](#)



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.

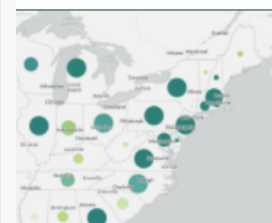
[Read More](#)



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 5-year estimates shown by county, and state boundaries.

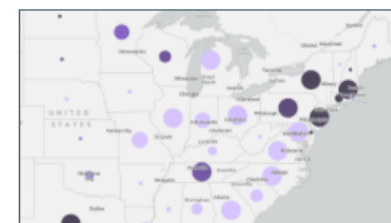
[Read More](#)



Average Annual Payroll Per Employee (NAICS 00)

This layer contains 2018 data from the U.S. Census Bureau's County Business Patterns (CBP) program, which includes data on employer businesses by an Industry Classification System (NAICS) industry. Data for state and county boundaries.

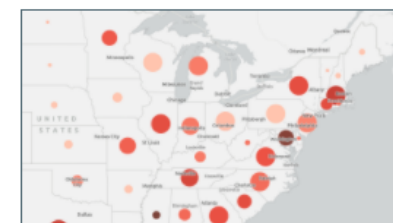
[Read More](#)



Average Annual Revenue per Non-Employer (NAICS 00)

This layer contains the 2018 release of data from the U.S. Census Bureau's Nonemployer Statistics (NES) program. These are annual estimates shown by county and state boundaries.

[Read More](#)



Accommodation and Food Services (NAICS 72)

This layer contains the 2017 release of data from the U.S. Census Bureau's Economic Census (EC) program, which includes data on employer businesses by 2- thru 6-digit North American Industry Classification System (NAICS) industry. The program included annual estimates by nation, state, metro, and county.

[Read More](#)

Small Business Pulse Survey

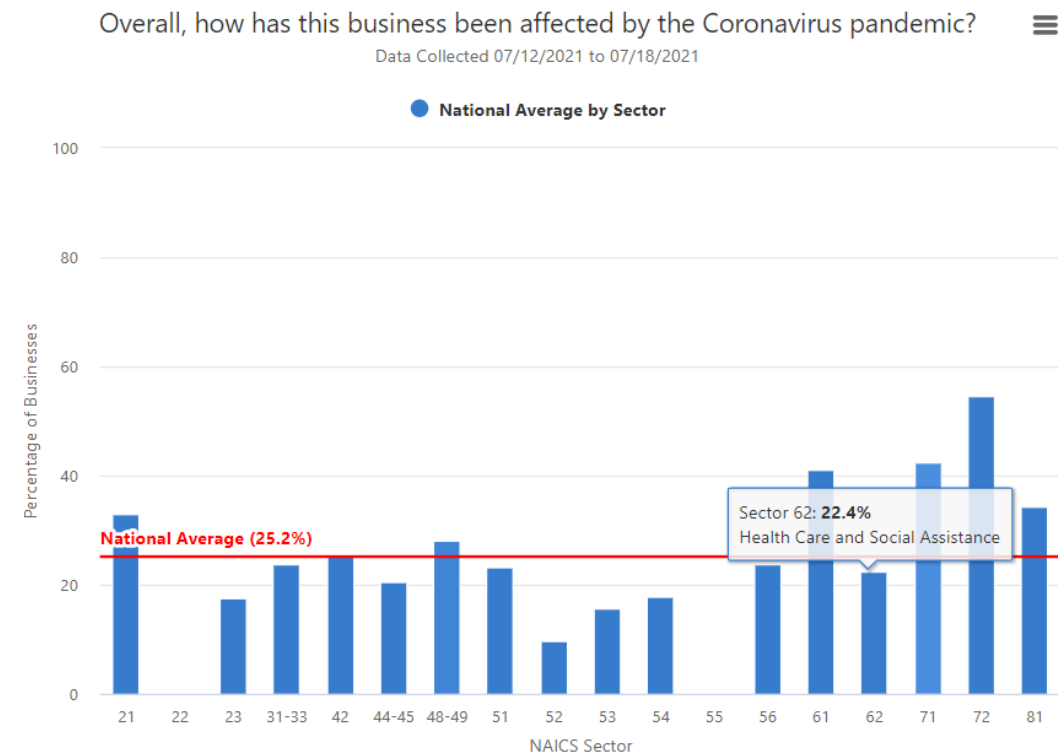
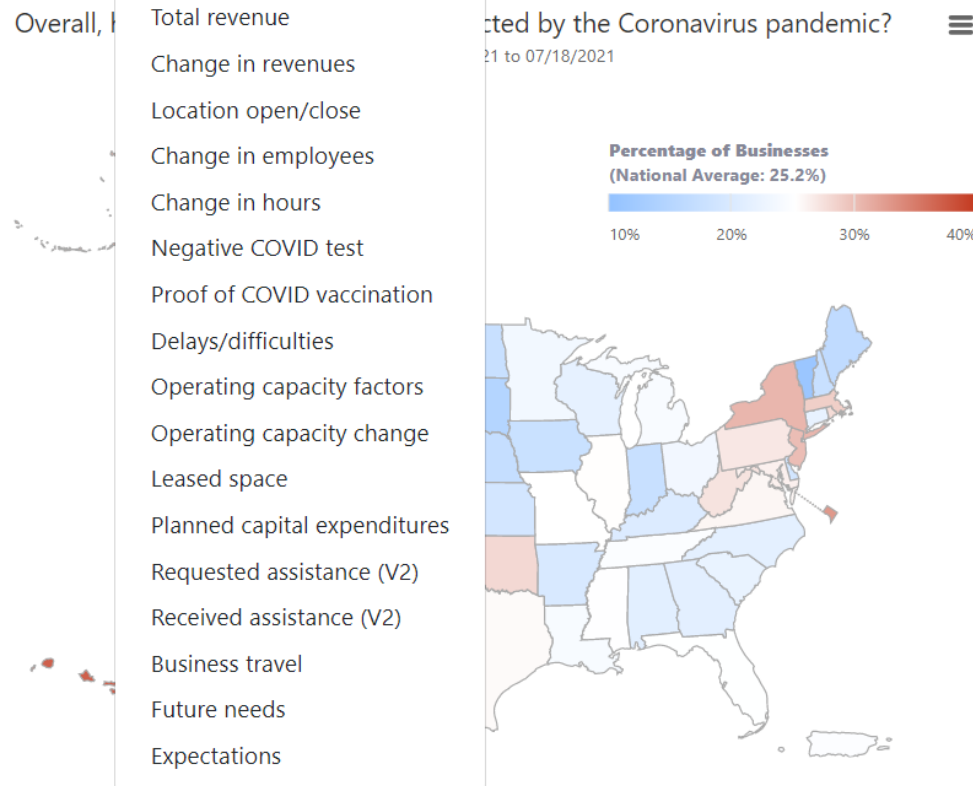
Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questionnaire](#) or find more information about the [methods to produce these data](#).

Collection Dates: 07/12/2021 to 07/18/2021 ▼

Survey Question: Overall effect ▼

Survey Answer: Overall effect



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>

