

Census Business Builder

cbb.census.gov/

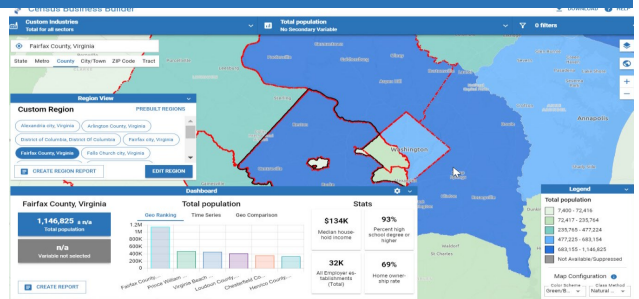


Census Business Builder provides easy access to information about the residents and businesses to help you open or expand your business. The tool presents key information that entrepreneurs and small business owners need to better understand their market.

TIPS AND TRICKS

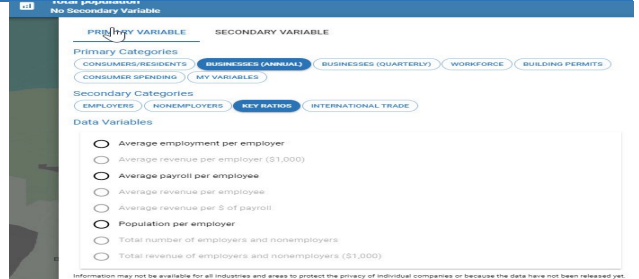
TIP # 1: Start Broad and then Drill Down

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.



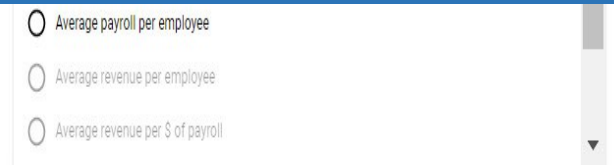
TIP #2: There's No Business Data by Neighborhood

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 greyed out in the menus.



TIP #3: Number of Establishments is Shown at City/Town or higher

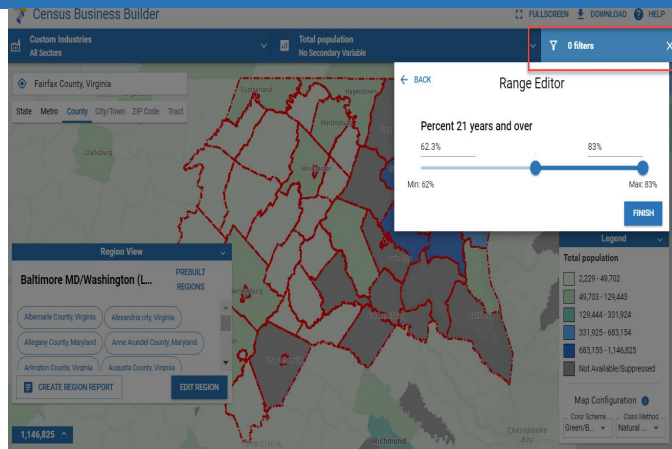
This tip is related to TIP 2. The data on number of employees, annual payroll, and sales of businesses are sometimes suppressed to protect the privacy of individual companies. When you are browsing the data for Businesses, it's recommended that you browse the data on Establishments first at City/Town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



Information may not be available for all industries and areas to protect the privacy of individual companies or because the data have not been released yet. Includes key information that you can use to better understand your market. To learn more, see www.census.gov and <https://www.bls.gov/caw/>.

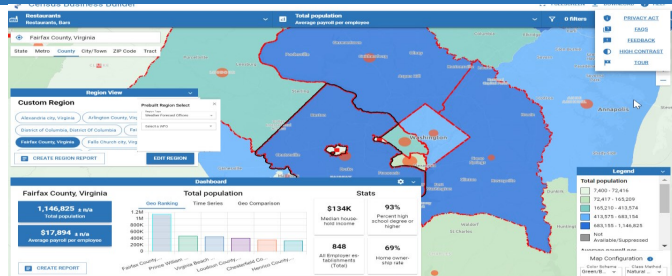
TIP #4: Filter is Just for Geographies, Not Data

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.



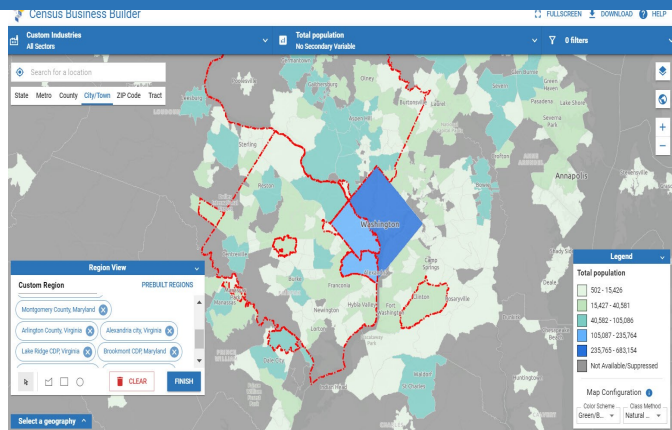
TIP #5: Bivariate Mapping Displays Two Variables

Bivariate mapping displays two data variables on the map at the same time. This allows you to compare two variables such as population and Median household income. Available data is displayed as an orange circle. No data displays as a square.



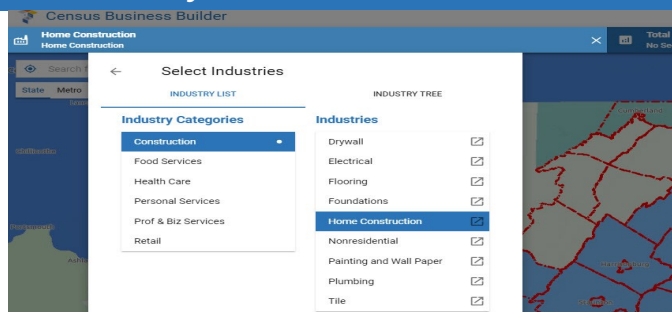
TIP #6: Build a Region to View Data from Multiple Geographies

Building a region via the Region View gives you the option of viewing data for multiple geographies at the same time. With this feature, using the drawing tools, you can build a region of 2 or more geographies of the SAME type, 2 or more geographies of two or MORE types, or using prebuilt regions with predefined geographies. Once the region is built, the data in the report will be the combined data for all of the geographies that define the region. If however, one of the geographies in that region has no data or the data is suppressed, the data for the region will also be suppressed.



TIP #7: View Combined Business Data via the Industry Cluster

You can build an industry cluster by adding industries from the predefined list or by typing in the search button. To view the business data for the cluster, first update the dashboard with the Average Revenue per Employee, Average employment per employee, All employer establishments, etc. You'll notice that the map and dashboard update dynamically as you add or remove industries.



CONTACT US

To learn more about CBB visit: census.gov/data/data-tools/cbb.html or cbb.census.gov/

If you need help using CBB, would like to schedule a webinar or in person demonstration, please contact the Data User and Respondent Outreach at 800-242-2184 or ewd.outreach@census.gov