



Small Business Edition

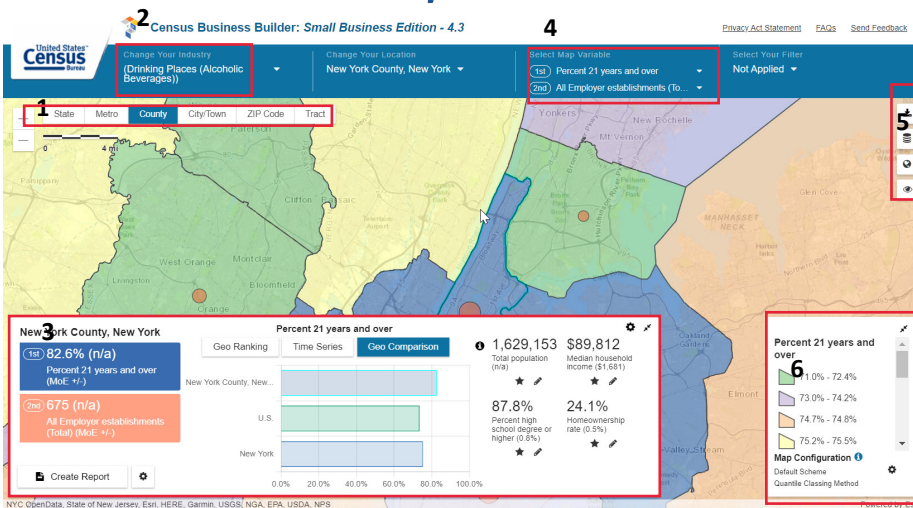
# Census Business Builder: Small Business Edition (CBB: SBE)

## CBB: SBE at a Glance

Census Business Builder: Small Business Edition provides easy access to information about potential customers and similar businesses for those starting or planning a business. The data are presented in a map-based interface that is accessed in four simple steps.

CBB: SBE leverages Esri's ArcGIS platform and is the first U.S. Census Bureau data tool released on the cloud. The tool dynamically combines Census geography and data through an API to deliver updated content to the user.

## Map Features



1. Geographic Levels: View data on map by State, Metro, County, City/Town, Zip Code, and Tract. Zoom in to select greyed out geographic levels. View more geographies (more cities, zips, and tracts) on the map at one time.
2. Industry Cluster: build custom groupings of up to 10 industries and generate maps and reports that show the summarized data for all industries included in the cluster.
3. Dashboard: Customize dashboard to show/hide time series and geo comparison charts and other variables. Create report for the selected industry and geographic area. Dashboard settings to the URL so they are saved when the user bookmarks the site.
4. Bivariate mapping feature, which enables users to view two variables on the map and in the dashboard at the same time.
5. Map Buttons: Download data to CSV, Excel, or Shapefile. Add Reference Layers via a Gallery or an uploaded Shapefile or Map Service. Change the basemap from Topographic to Imagery or Dark. Change Data Transparency.
6. Customize Map: Change the map color scheme from 5-color to or 2-color options. Change the map classing method from Quantile to Equal Intervals.

## Data Included

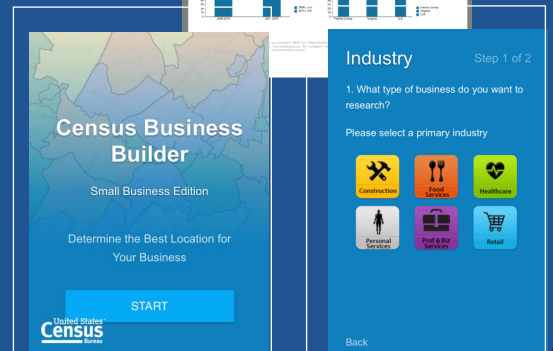
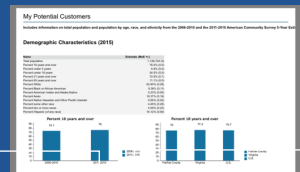
The Small Business Edition contains the following data:

- ✓ Demographic, socioeconomic, and housing data from the American Community Survey
- ✓ Business data from the County Business Patterns, Nonemployer Statistics, Economic Census, and Survey of Business Owners
- ✓ Imports and Exports data from the International Trade program
- ✓ Workforce data from the Quarterly Workforce Indicators
- ✓ Building Permits data from the Building Permits Survey
- ✓ Your own data (via Excel file upload feature)
- ✓ Consumer Spending data from Esri
- ✓ Agriculture data from the Census of Agriculture (USDA-NAS)
- ✓ Hires by Educational Attainment (QWI)
- ✓ Historical data for additional programs
- ✓ Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)

## Mobile Optimized

CBB: SBE is Mobile Friendly! Each of the splash pages, map menus, and reports have been designed to be accessed on desktop, laptop, tablet computers or mobile devices.

As a website, accessing CBB:SBE on your mobile device does not require you to download anything... merely launch your favorite web browser and access the same URL as you would use for your desktop.



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## Geographic Areas Covered

Demographic data and selected Economic data are shown at the State, Metro, County, City/Town (“Place”), ZIP Code, and Census Tract levels.

Consumer Spending data are shown at the State, County, City/Town (“Place”), ZIP Code, and Census Tract levels.

Economic and workforce data are shown at the State, County, and City/Town (“Place”) levels. Trade data are shown at the State level.

Users can browse data for every county in the U.S.; previous editions limited the number of geographic areas viewable on the map to 1,000.

## Interactive Report

Fully **interactive, customizable, printable, and downloadable** report with direct access to specific sections via a Content panel. The charts in each section are interactive too and users can select which variable to graph via the icons next to the variable.

The Local Business Profile Report provide access to the **Margins of Error (MoEs)** for the demographic data.



## Full Industry Access on Splash Page

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 a type of business

Industry Title, Keyword, or NAICS Code

SBE gives users access, using icons, to the 54 Most Popular business types and access to all types of businesses via a Search System. This Search accesses the full list of North American Industry Classification System (NAICS) codes covered by the Economic Census.

Users can type in an industry title, keyword, or NAICS code, and the tool brings back a full list of all the associated industries.

Thank you for your interest in the Census Business Builder. Please view the 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. These handouts can be viewed at [census.gov/data/data-tools/cbb.html](https://census.gov/data/data-tools/cbb.html)

### Contact Us

To learn more about CBB visit: [census.gov/data/data-tools/cbb.html](https://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 and Trade Outreach Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)