

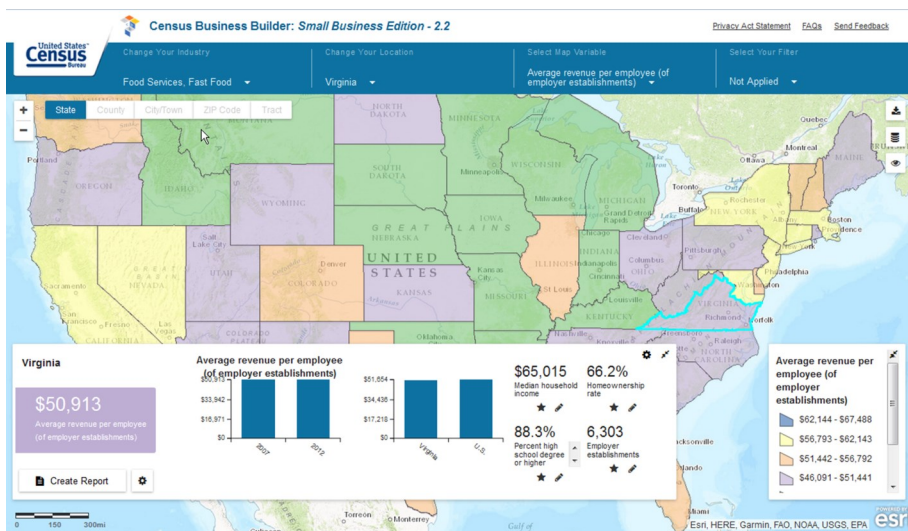
Census Business Builder: Small Business Edition (CBB: SBE) v.2.2

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.

Geographic Areas Covered



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

Economic data are shown at the State, County, and City/Town ("Place") levels.

Agriculture and Trade data are shown at the state level only.



Data Included

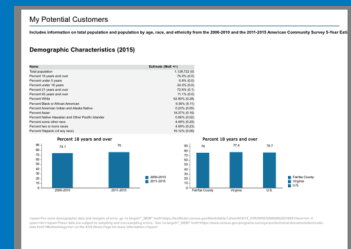
The Small Business Edition contains the following data:

- ✓ Demographic, socioeconomic, and housing data from the American Community Survey
- ✓ Business data from the County Business Patterns, Non-employer Statistics, Economic Census, and Survey of Business Owners
- ✓ Imports and Exports data from the International Trade program
- ✓ Consumer Spending data from Esri
- ✓ Farms data from the Census of Agriculture (USDA)
- ✓ Your own data (via Excel file upload feature)

Mobile Friendly

While CBB was designed primarily for desktop, laptop, or large-format tablet computers, CBB: SBE is Mobile Friendly! Each of the splash pages, map menus, and reports have been redesigned to be accessed on your mobile device.

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.



Census Business Builder
Small Business Edition
Determine the Best Location for Your Business
START

Industry Step 1 of 2

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

Please select a primary industry

Construction

Food Services

Healthcare

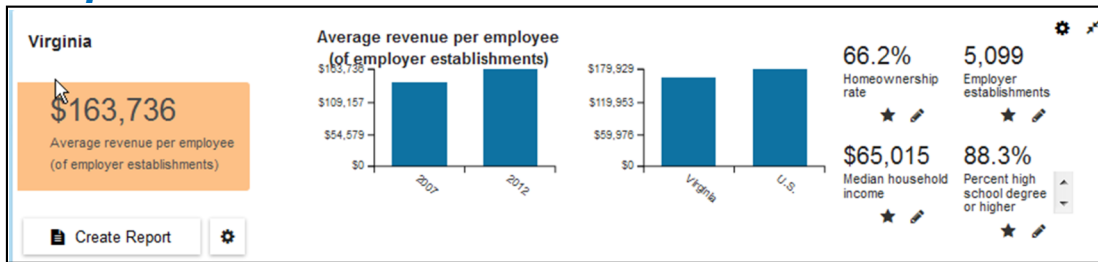
Personal Services

Prof & Bus Services

Retail

Back

Map Features



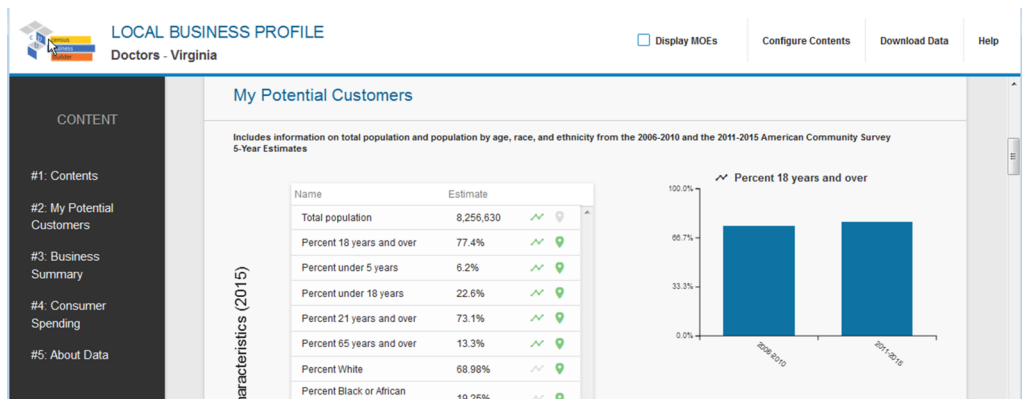
Data in the map can be downloaded as an Excel or .csv file using the **download** button.

Interactive and customizable dashboard includes **charts** that show **Historical data** for many of the mapped data variables as well as a **comparison** of the selected area to the **state** and **nation**. Users can change map variables by clicking the edit icon (pencil).

Data in the map can be downloaded as an Excel or .csv file using the **download** button.

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" broad categories and then from the detailed list provided.

Construction

Food services

Healthcare

Personal Services

Prof & Biz Services

Retail

or Search by **unrelated 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 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

Contact Us

To learn more about CBB visit: 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 Andy Hait at: andrew.w.hait@census.gov or (301)763-6747