

Census Business Builder:

Regional Analyst Edition



FACTSHEET

The Census Business Builder: Regional Analyst Edition allows organizations to easily navigate and use key demographic and economic data to help guide their research into their region. These key data include the most recent and/or relevant data that the Census Bureau provides that are useful to a variety of organizations.

Key Features:

- Easy-to-use menus to select the types of business and business locations in your region.
- An interactive map that allows selection of the area to explore, including comparisons to neighboring areas.
- Dynamically generated, downloadable and printable county-level reports (including trend charts) that can be easily incorporated into your summaries.

Navigation:

Users are guided to the information through a simple three-step process:

- 1) BUILD YOUR REGION - What are the one or more county components of your region?
- 2) RESEARCH YOUR REGION - Use the data to investigate the characteristics of the populations and businesses in your region.
- 3) CREATE A REPORT - View and download a Profile Report of your region.

Available Programs and Data Variables:

Version 1.0 of the tool provides information for over 50 statistics from two sources four Census data programs.

Please see reverse for a detailed list of the data products available in the tool

To access the tool please visit: <http://census.gov/data/data-tools/cbb.html>



Users:

The primary users of the tool are organization executives and staff who are trying to understand the demographics and economics of their region. Other users may include business school students, academic institutions, and state and local governments.

Updates:

Quarterly updates are planned; these will include additional content and functionality.

User accounts:

Accounts are not necessary

Census Bureau

2014 American Community Survey five-year statistics

- *Demographic Characteristics:* Including total population; population 18 and over and population 65 and over.
- *Economic Characteristics:* Including median household income; percent of population with a high school diploma and over; percent of population with a bachelor's degree and over; percent in poverty; employment rate; population 16 and over in labor force.
- *Housing Characteristics:* Including the number of owner-occupied, renter occupied, and single family housing units; homeownership rate; gross vacancy rate; median value, monthly costs and gross rent.

2013 County Business Patterns

- Number of employer establishments; employment; annual payroll.

2013 Nonemployer Statistics

- Number of nonemployer establishments; total revenue.

2012 Economic Census

- Number of employer establishments; employment; annual payroll; sales, shipments, receipts, revenue, work done.

Key Ratios and Facts

- Including employment per business; sales per business; sales per employee; payroll per employee; population per business.

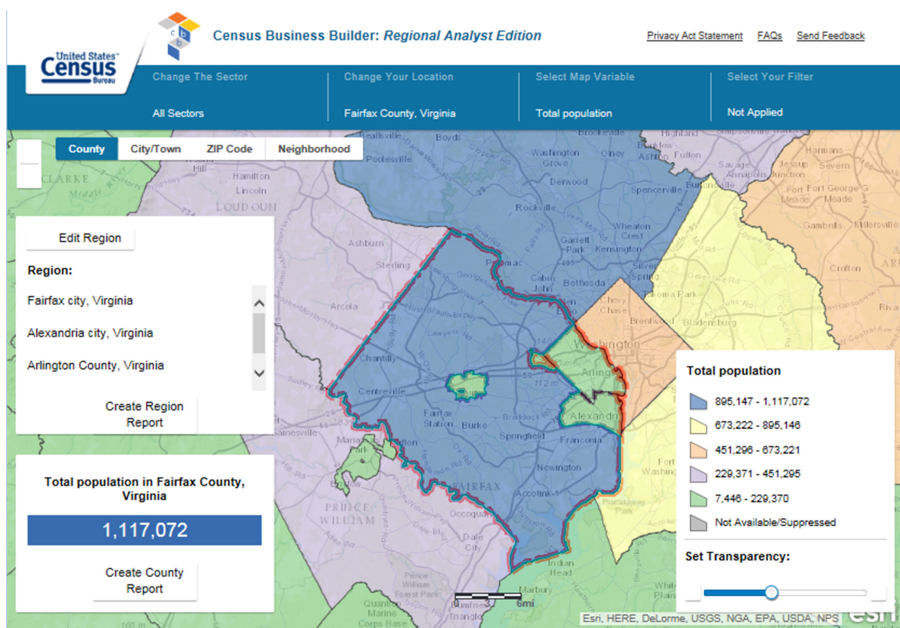
Esri

2015 Consumer Spending Data

- Spending on dining out; entertainment/recreation; financial services; health care; household services, housing, personal care, transportation, and travel.

All data are accessed via Census Bureau and Esri data application program interfaces (APIs).

All geographic information are provided via the Census Bureau's TIGERWeb Service.



Geographic Areas Covered:

- Demographic and consumer spending data are shown at the city/town/place, neighborhood (census tract) levels.
- Economic and Spending data are shown at the County, city/town, zip code and neighborhood levels.

Sectors:

Version 1.0 of the tool provides information for the 18 sectors covered by Census Bureau economic programs including:

- *Accommodation and Food Services*
- *Construction*
- *Health Care*
- *Manufacturing*
- *Professional, Scientific, and Technical Services*
- *Retail Trade*