

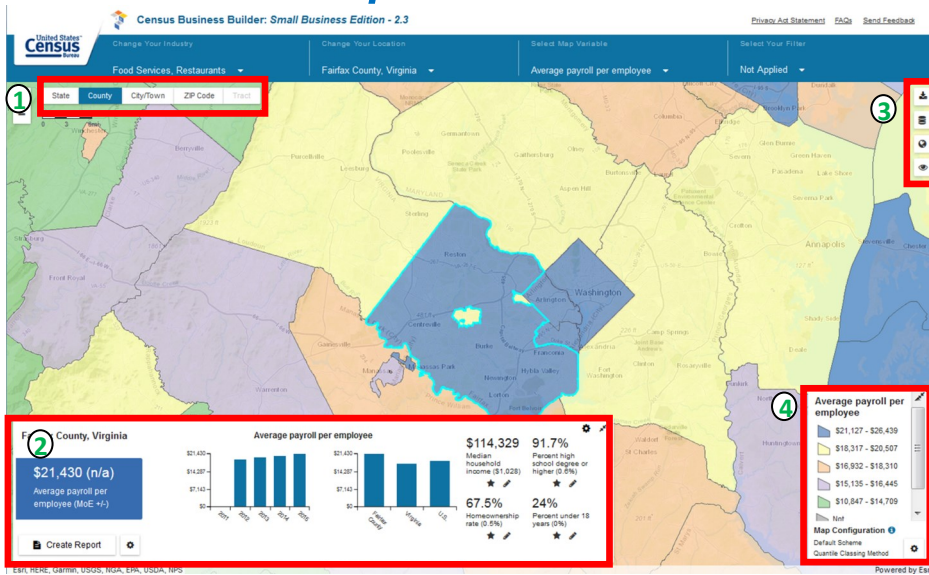
Census Business Builder: Small Business Edition (CBB: SBE) v.2.3

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 type of geography. Zoom in to select greyed out geographic levels.
- 2 Dashboard: Customize dashboard to show/hide time series and geo comparison charts and other variables. Create report for the selected industry and geographic area.
- 3 Map Buttons: Download data to CSV or Excel. 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.
- 4 Customize Map: Change the map color scheme from 5-color to 3- or 2-color options. Change the map classing method from Quantile to Equal Interval.

Data Included

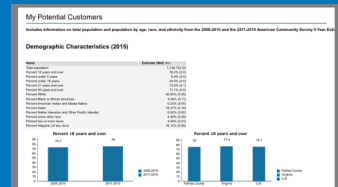
The Small Business Edition contains the following data:

- ✓ 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
- ✓ Agriculture data from the Census of Agriculture
- ✓ Workforce data from the Quarterly Workforce indicators
- ✓ 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. The splash page, map menus, and reports are optimized to work 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.



The screenshot shows the main splash page of the Census Business Builder. It features the title 'Census Business Builder' and 'Small Business Edition'. Below this is the text 'Determine the Best Location for Your Business' and a large blue 'START' button. To the right, there is a section titled 'Please select a primary industry' with icons for 'Construction', 'Food Services', 'Healthcare', 'Personal Services', 'Prof & Biz Services', and 'Retail'. The page is titled 'Step 1 of 2'.

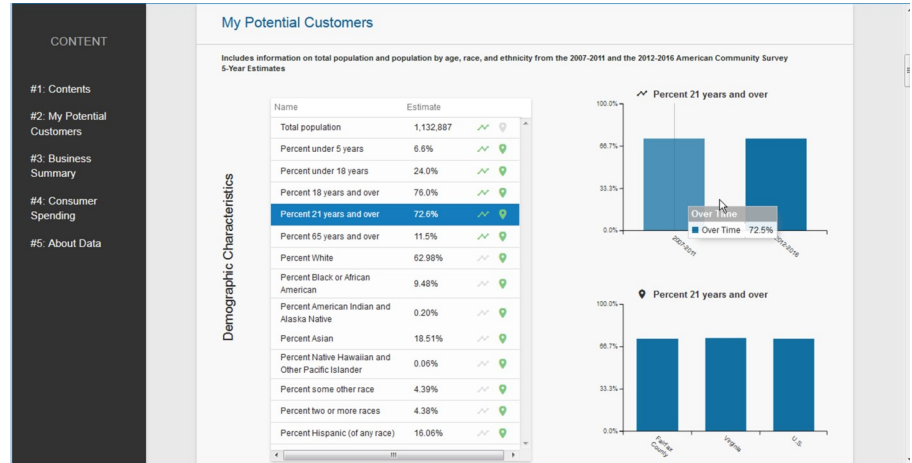
Geographic Areas Covered

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.

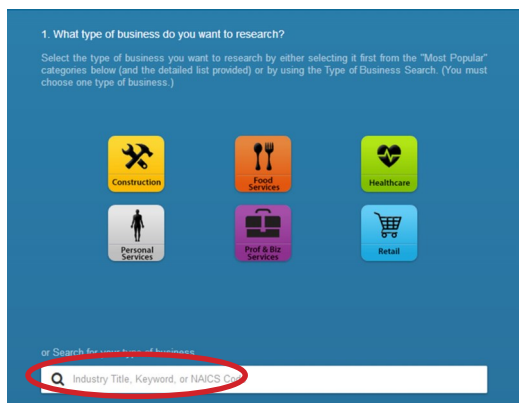
Interactive Report

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



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

Thank you for your interest in the Census Business Builder. Please view the accompanying 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.

To access the Regional Analyst Edition, please visit: cbb.census.gov/rae/#

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