

Accessing Census Business Data: *QuickFacts and Census Business Builder*

Annual New Mexico SDC Data User Conference
November 15th, 2018

Presented by: Andrew W. Hait
U.S. Census Bureau



Ways to Access Data

E
a
s
e
o
f
U
s
e

- QuickFacts
- My Congressional District
- Census Business Builder
- Industry Statistics Portal
- OnTheMap and OTM for Emergency Management
- American FactFinder
- Data.census.gov
- DataFerrett
- Application Programming Interface (API)

115th Congress
My Congressional District

1 New Mexico
2 Congressional District 1

People Workers Housing Socio-Economic Education Business

Congressional District 1, New Mexico
Source: 2016 County Business Patterns for Congressional Districts

Paid employees for pay period including March 12

	Estimate
Total for all sectors	275,149
Agriculture, forestry, fishing and hunting	81
Mining, quarrying, and oil and gas extraction	276
Utilities	1,471
Construction	17,802
Manufacturing	12,865
Wholesale trade	11,798
Retail trade	37,857
Transportation and warehousing	6,328
Information	10,098
Finance and insurance	10,488
Real estate and rental and leasing	4,252
Professional, scientific, and technical services	32,024

Need help finding your Congressional District?
Enter ZIP code
Window opens in new tab.

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

POWERED BY
The American Community Survey and County Business Patterns

Display CBP Quality Indicator Flag

QuickFacts

Businesses	Albuquerque city, New Mexico	Bernalillo County, New Mexico	New Mexico
Population estimates, July 1, 2017, (V2017)	558,545	676,773	2,088,070
BUSINESSES			
Businesses			
Total employer establishments, 2016	X	15,795	43,771 ¹
Total employment, 2016	X	268,851	628,723 ¹
Total annual payroll, 2016 (\$1,000)	X	11,300,359	25,029,224 ¹
Total employment, percent change, 2015-2016	X	4.3%	0.4% ¹
Total nonemployer establishments, 2016	X	40,613	122,042
All firms, 2012	42,272	50,277	151,363
Men-owned firms, 2012	20,208	24,102	71,132
Women-owned firms, 2012	16,129	19,163	59,044
Minority-owned firms, 2012	16,511	19,845	60,622
Nonminority-owned firms, 2012	23,116	27,515	83,857
Veteran-owned firms, 2012	4,147	4,833	14,096
Nonveteran-owned firms, 2012	35,096	42,015	128,693

Programs Included

- Pop Estimates, ACS, CPH, CPS, SAHIE, SAIPE, HUE
- CBP, NES, EC, SBO, Permits

Key Functionality

- Geographic Search
- View data in a table, map, chart, or dashboard
- Select Facts and/or Topics to view
- Print, download, embed, and share on Twitter and Facebook

Home Page

<https://www.census.gov/quickfacts/>

Census Business Builder

United States Census Bureau
Census Business Builder: Small Business Edition - 2.3
Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

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 your type of business
Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it.

My Location
or
State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)
Go to Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)
Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
Release: 2.3 (Build: 11)

United States Census Bureau
Census Business Builder: Regional Analyst Edition - 2.3
Privacy Act Statement | FAQs | Send Feedback

Define your region

What is the primary state, county, city/town, or ZIP Code in your region?
Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location
or
State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
Release: 2.3 (Build: 11)

Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - USDA & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

Overview and "How To" flyers and recorded webinars

Widgets

The screenshot shows the Census Business Builder (CBB) home page. At the top is the United States Census Bureau logo and navigation menus for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. The main heading is "Data" with a sub-heading "Census Business Builder (CBB)". Below this is a video player for a "Census Business Builder" video. A navigation bar includes "Version 2.4", "Overview", "How Tos", and "Help & FAQs". Two main sections are highlighted: "Small Business Edition (Select to Launch)" and "Regional Analyst Edition (Select to Launch)". The Small Business Edition is described as being built for small business owners, while the Regional Analyst Edition is built for chambers of commerce and regional planning staff. A sidebar on the left lists "Data Tools and Apps" including Developers, Product Catalog, Related Sites, Software, Training & Workshops, and Visualizations. A sidebar on the right lists "Related Information" including a story, "You May Be Interested In", and "Related Topics".

Promo Video

Help

Tool Links

Determine the Best Location for Your Business

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 your type of business

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)


Assisted Living


Chiropractors


Dentists


Doctors


Home Health Care


Mental Health


Optometrists


Outpatient Care

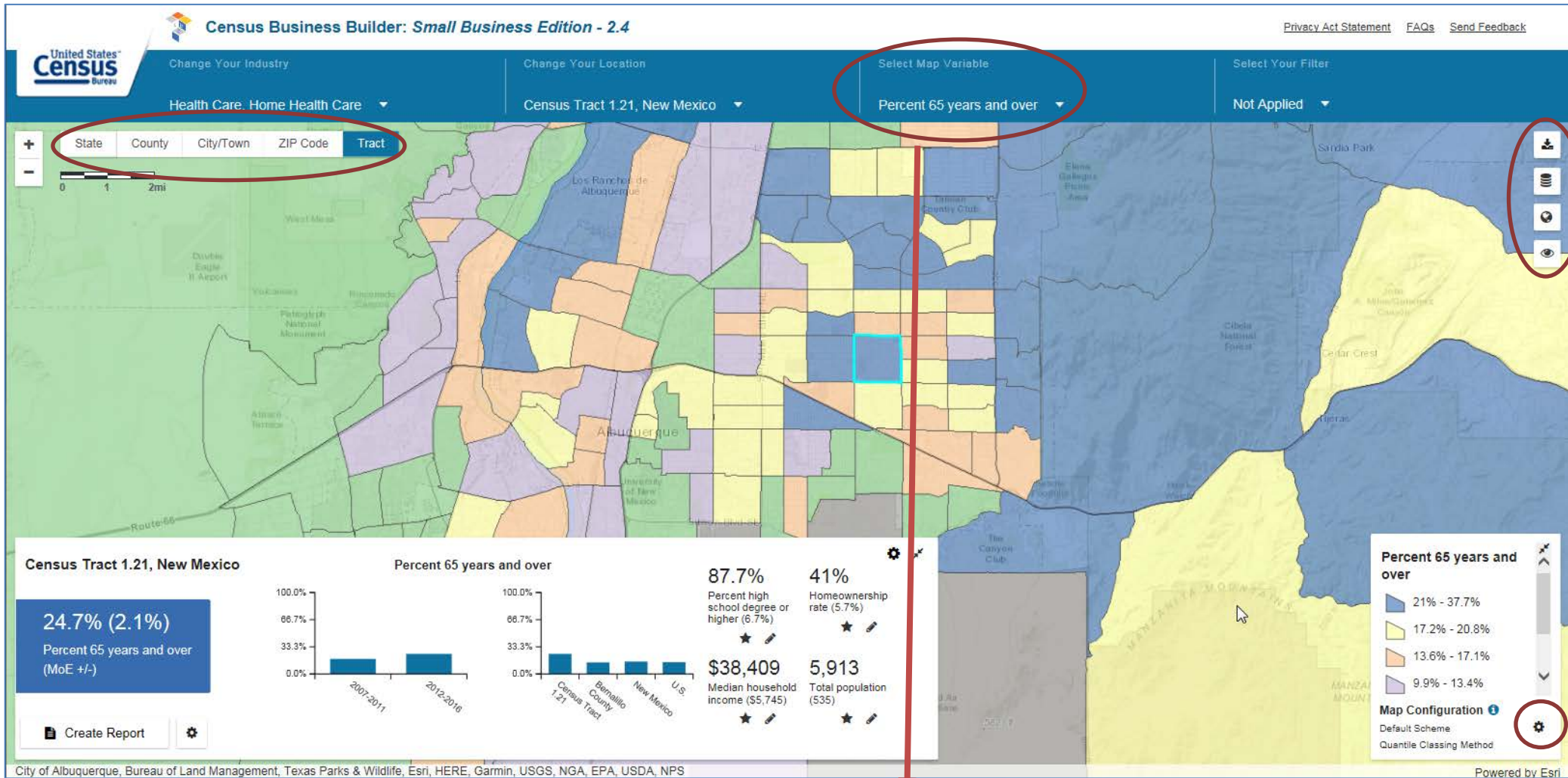

Therapists

Developed by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
 Release: 2.4 (Build: 7)

My Location

or

- ==== County =====
- Bernalillo County, New Mexico
- ==== City/Town =====
- Bern township, Pennsylvania
- Bernalillo town, New Mexico
- Bernards township, New Jersey
- Bernardsville borough, New Jersey
- Berne city, Indiana
- Berne town, New York



Business Data, including:

- Employer and Nonemployers
- Number of Businesses
- Revenue per employee
- Population per business

Customers Data, including:

- Median Household Income
- Educational Attainment
- Employment Status
- Consumer Spending

“My Variables”:

- Upload your own data

<https://cbb.census.gov/sbe/#industry0=62161&geold=35001000121&geoType=tract&dataVariable=5¢erX=-11863992¢erY=4174870&level=12&view=map>



CONTENT

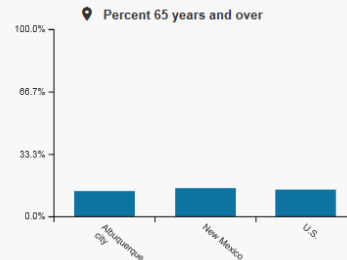
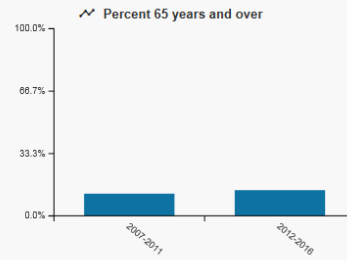
- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: About Data

My Potential Customers

Includes information on total population and population by age, race, and ethnicity from the 2007-2011 and the 2012-2016 American Community Survey 5-Year Estimates

Demographic Characteristics

Name	Estimate		
Total population	556,859	✓	📍
Percent under 5 years	6.4%	✓	📍
Percent under 18 years	23.2%	✓	📍
Percent 18 years and over	76.8%	✓	📍
Percent 21 years and over	72.8%	✓	📍
Percent 65 years and over	13.7%	✓	📍
Percent White	72.06%	✓	📍
Percent Black or African American	3.28%	✓	📍
Percent American Indian and Alaska Native	4.45%	✓	📍
Percent Asian	2.60%	✓	📍
Percent Native Hawaiian and Other Pacific Islander	0.11%	✓	📍
Percent some other race	13.12%	✓	📍
Percent two or more races	4.38%	✓	📍
Percent Hispanic (of any race)	47.94%	✓	📍



For more demographic data and margins of error, see [here](#). These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

Business Summary

Sector Code:

62161

Sector Name:

Home Health Care

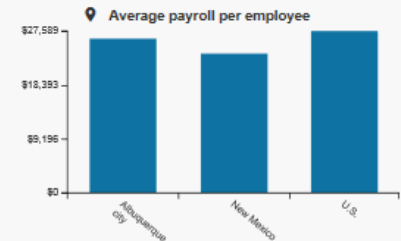
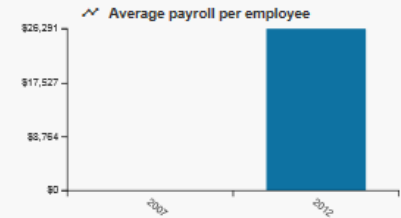
Sector Description:

Home Health Care - Includes businesses that primarily provide skilled nursing services in the home, as well as personal care services, homemaker and companion services, physical therapy, etc. (NAICS 62161)

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

Name	Value		
Employer establishments	59	✓	📍
Total employment of employers	3,063	✓	📍
Total annual payroll of employers (\$1,000)	\$80,528	✓	📍
Average employment per employer	52	✓	📍
Average payroll per employee	\$28,291	✓	📍
Population per employer	9,239	✓	📍



Information may not be available for all Industries and areas to protect the privacy of individual companies.

Source: [2016 County Business Patterns](#) or [2012 Economic Census](#)

<https://cbb.census.gov/sbe/#industry0=62161&geold=3502000&geoType=place&view=report&reportType=summary>

Define your region



What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location

or

Q albu X

==== City/Town =====

Albuquerque city, New Mexico

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)

© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)

Release: 2.4 (Build: 7)



Change The Sector

Change Your Location

Select Map Variable

Select Your Filter

All Sectors

Albuquerque city, New Mexico

Total population

Not Applied

State County City/Town ZIP Code Tract



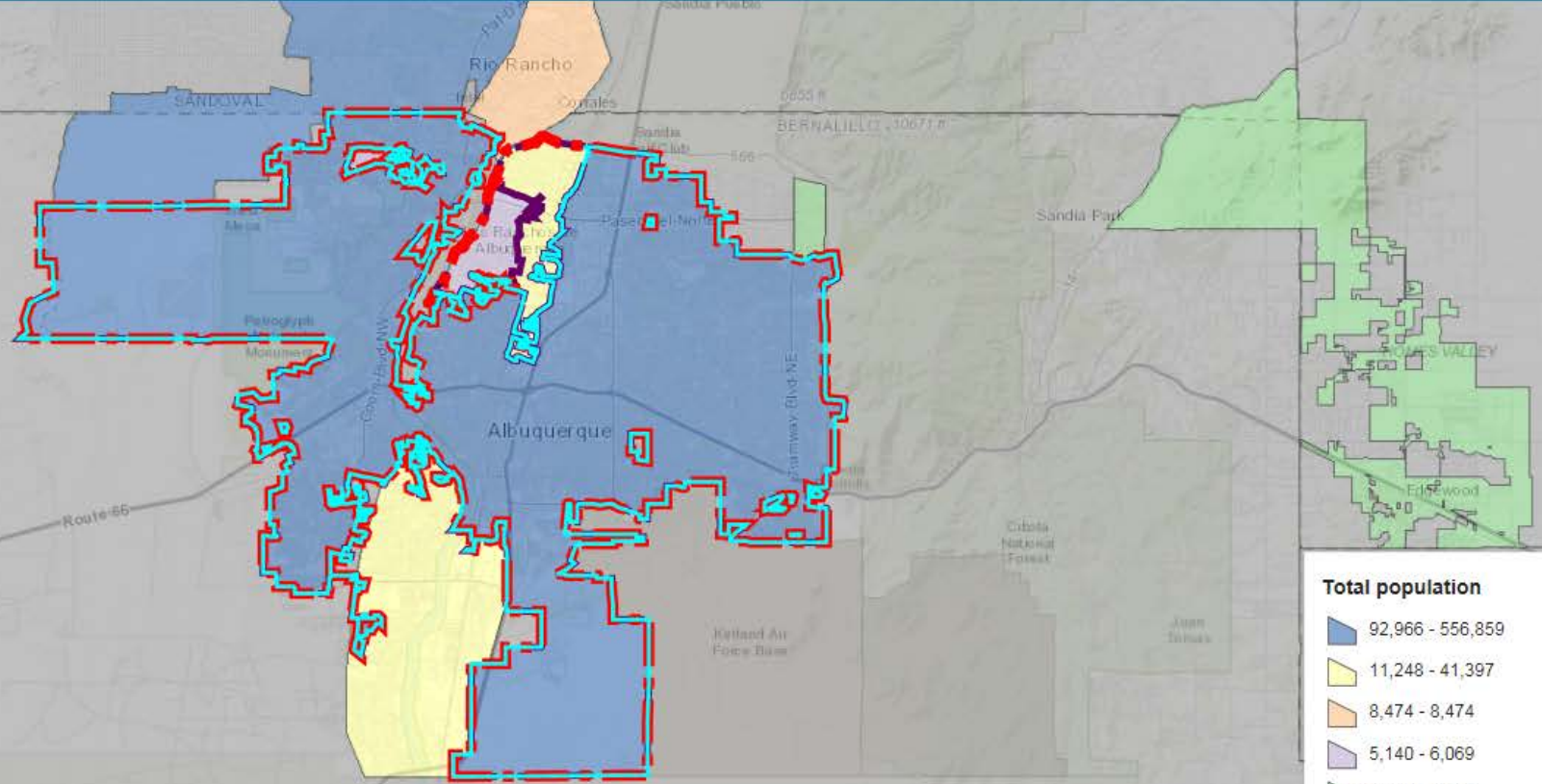
Region: Greater Albuquerque

North Valley CDP, New Mexico

Los Ranchos de Albuquerque village, New Mexico

Albuquerque city, New Mexico

Create Region Report Edit Region



Total population

- 92,966 - 556,859
- 11,248 - 41,397
- 8,474 - 8,474
- 5,140 - 6,069
- 3,319 - 3,775

Map Configuration

Default Scheme

Quantile Classing Method

556,859

City of Albuquerque, Bureau of Land Management, Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS

Powered by Esri

https://cbb.census.gov/rae/#industry0=00&geoid=3502000&geoType=place&dataVariable=1&dynGeo_place=3502000%2C3543930%2C3552750&dynHeader=Greater%20Albuquerque¢erX=-11874114¢erY=4173115&level=11&view=map



CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized demographic information for **Greater Albuquerque**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **Greater Albuquerque**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Greater Albuquerque**.

Greater Albuquerque is comprised of:

- Los Ranchos de Albuquerque village, New Mexico
- Albuquerque city, New Mexico
- North Valley CDP, New Mexico

Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the Industry selected.)

NAICS Sector	Employer establishments	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)
00: All Sectors	n/a	n/a	n/a	n/a
72: Accommodation and Food Services	1,308	29,450	\$457,365	\$1,587,669
56: Administrative and Support and Waste Management and Remediation Services	677	20,381	\$515,083	\$980,133
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	194	22	\$261	\$790
23: Construction	n/a	n/a	n/a	n/a
61: Educational Services	196	1,297	\$27,102	\$82,601
52: Finance & Insurance	997	11,344	\$667,022	n/a
62: Health Care and Social Assistance	1,794	47,286	\$2,107,740	\$5,206,946
51: Information	284	7,054	\$323,513	n/a
45: Management of				

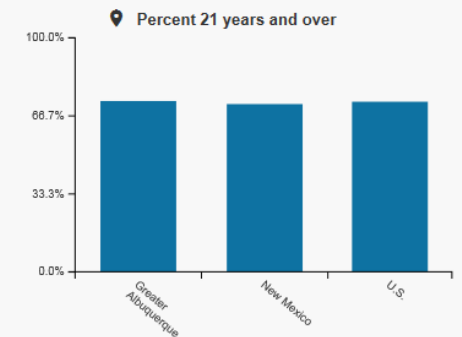
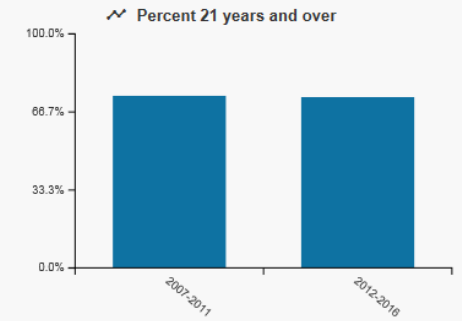
Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns programs and the 2012 Economic Census. (These variables are related to the Industry selected.)

Consumers/Residents

Includes information on total population and population by age, race, and ethnicity from the 2007-2011 and the 2012-2016 American Community Survey 5-Year Estimates

Name	Estimate		
Total population	574,176	↗	📍
Percent under 5 years	6.3%	↗	📍
Percent under 18 years	23.1%	↗	📍
Percent 18 years and over	76.9%	↗	📍
Percent 21 years and over	73.0%	↗	📍
Percent 65 years and over	14.0%	↗	📍
Percent White	72.33%	↗	📍
Percent Black or African American	3.19%	↗	📍
Percent American Indian and Alaska Native	4.41%	↗	📍
Percent Asian	2.57%	↗	📍
Percent Native Hawaiian and Other Pacific Islander	0.11%	↗	📍
Percent some other race	13.06%	↗	📍
Percent two or more races	4.34%	↗	📍
Percent Hispanic (of any race)	48.03%	↗	📍

Demographic Characteristics



These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

[\(301\)763-6747](tel:(301)763-6747)

For local assistance, visit:

<https://www.census.gov/regions>

