

Exploring Census Data Using Census Business Builder (CBB)

Annual New Mexico SDC Affiliates Meeting and Workshop

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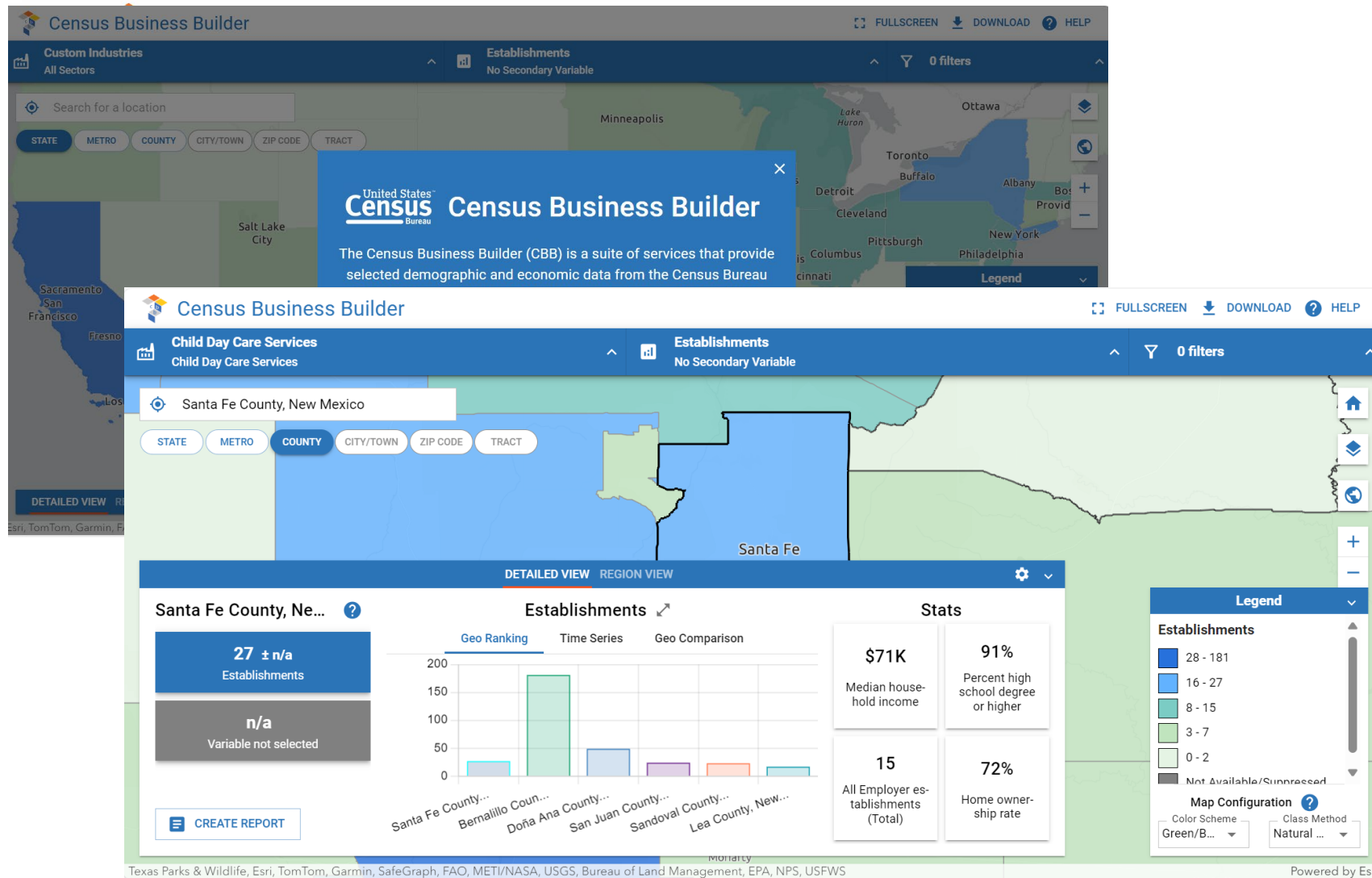
(301) 763-7686



Census Business Builder

Guiding Principles

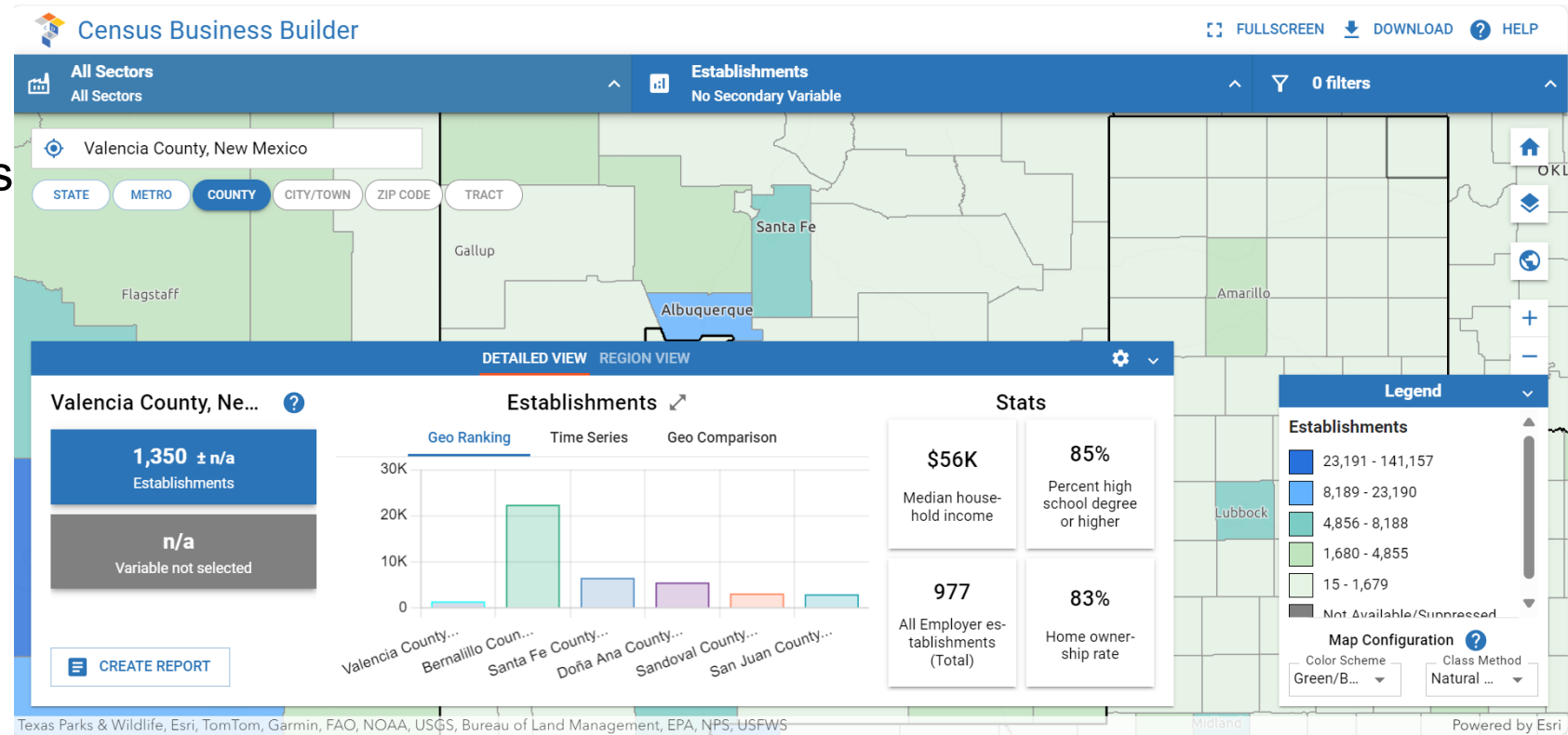
- Easy to use
- Customer focused
- Provide access to Census data and more
 - BLS, USDA, & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud



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

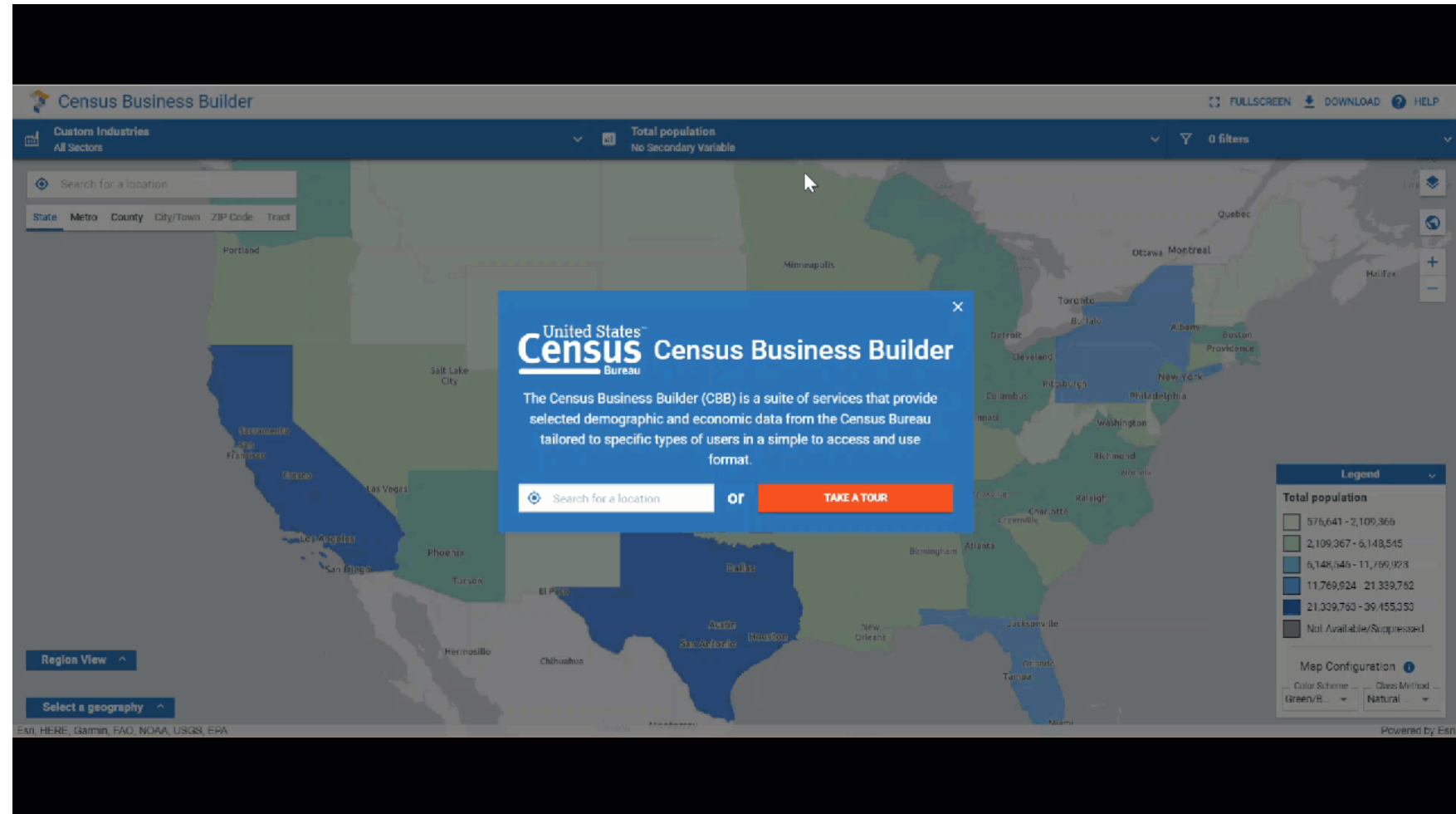
CBB User Experience

- Useful
 - Business plans
 - Grant applications
 - Economic Development Planning
 - Emergency Preparedness
- Easy to Locate
 - Census.gov
 - Search engines
- Accessible
 - Mobile optimized
 - 508 compliant
- Credible
 - Census data
- Valuable
 - Mission Critical



CBB - Tour

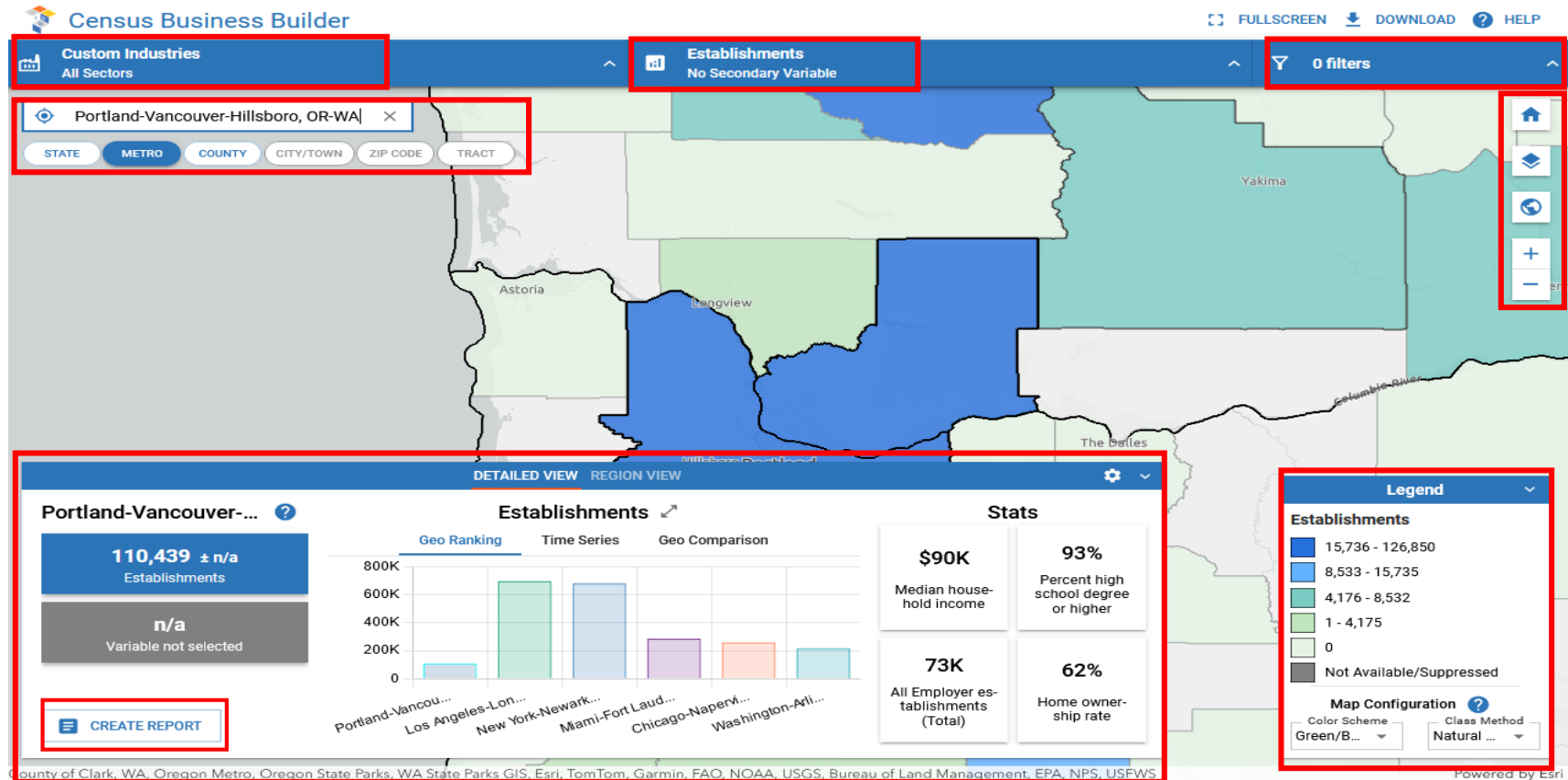
- Tour will walk you through the core functionality of the application



CBB – Key Features

Map page

- Dashboard
- Region View
- Geographic Levels
- Industry Cluster
- Map Variables options
- Filter Menu
- Map Buttons
- Map Legend
- Reports



CBB – Reports

Reports

- Report sections, interactive charts, customizing, and bookmarking
- Single or multi-geography reports

The screenshot shows a web interface for a 'Business Profile' report. The page title is 'Business Profile' and the subtitle is 'Custom Industries - New Jersey'. In the top right corner, there are links for 'HELP', 'EXPORT', and 'SETTINGS'. A dark sidebar on the left contains a 'Table of Contents' with a pencil icon, listing various report sections such as 'Contents', 'Map', 'Supply Chain', 'Consumers/Residents', 'Business Summary', 'Business Comparison', and 'Businesses Totals'. The main content area has a blue header with 'Contents' and 'Skip to Main Content'. Below this, there are sections for 'What will I find in this report?', 'My Customers', 'Business Summary', 'Business Comparison', and 'Consumer Spending', each with a brief description. A callout box on the right states 'Custom Industries is comprised of: Total for all sectors'. At the bottom, there is a 'Map' section titled 'Establishments in New Jersey' with a map showing various locations like Binghamton, Springfield, Hartford, Providence, and New Bedford, and a legend for 'Establishments' with a value of 328,289.

Business Profile
Custom Industries - New Jersey

HELP EXPORT SETTINGS

Table of Contents ✎

Contents

Map

Supply Chain

Top 10 Imports in Selected Area

Top Nationally Significant Industries in Selected Area

Consumers/Residents

Demographic Characteristics

Socioeconomic Characteristics

Housing Characteristics

Employment Characteristics

Business Summary

Employer Businesses

Business Revenue

Nonemployer Businesses

Workforce

Quarterly Businesses

Building Permits

Business Comparison

Businesses Totals

Key Ratios

Contents Skip to Main Content

What will I find in this report?

My Customers

The Consumers/Residents section provides summarized demographic information for **New Jersey**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Business Summary

The Business Summary section provides summarized statistics about **Custom Industries** businesses in **New Jersey**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Business Comparison

The Business Comparison section provides tables of juxtaposed information for businesses across all sectors in **New Jersey**. These tables provide a rapid way to compare and contrast data across industries in the area.

Consumer Spending

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

Custom Industries is comprised of:
[Total for all sectors](#)

Map

Establishments in New Jersey

Binghamton Springfield Plymouth Hartford Providence New Bedford Waterbury RHODE ISLAND

Establishments

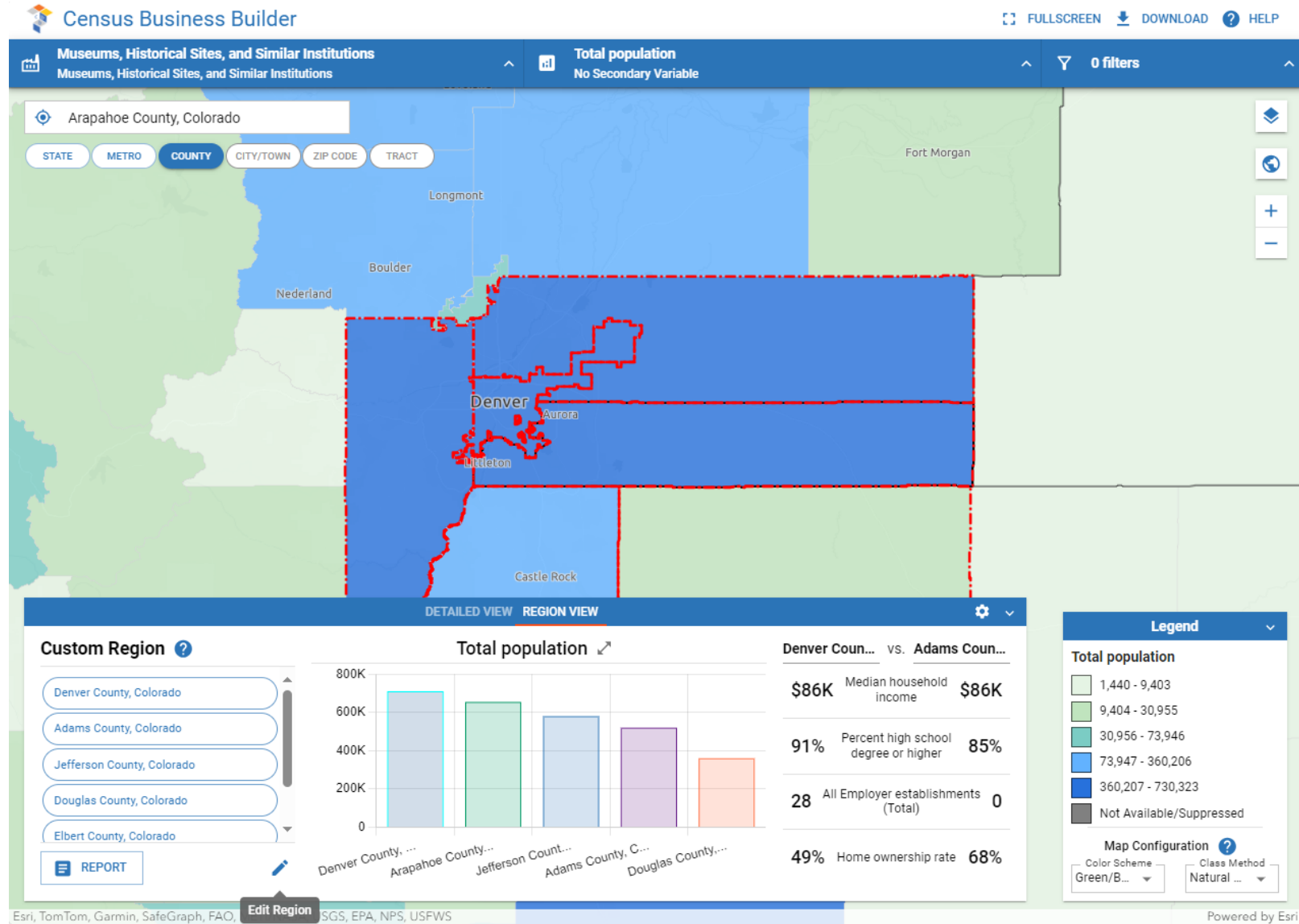
328,289

Not Available/

CBB - Region Builder

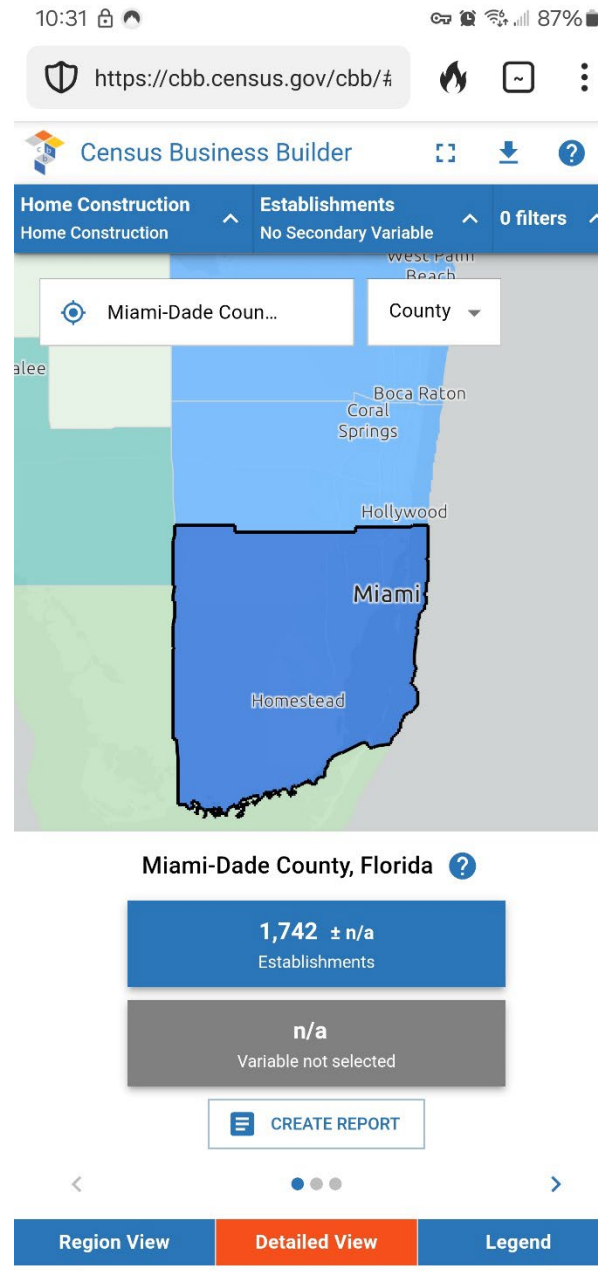
Multiple options to build a region

- Option #1: build region of 2+ geographies of the SAME TYPE
- Option #2: build a Region of 2 or more geographies of 2 OR MORE types
- Option #3: build a Region using Prebuilt Regions



CBB – Mobile Optimized

Designed to be accessible via mobile phones, tablets, and desktop.

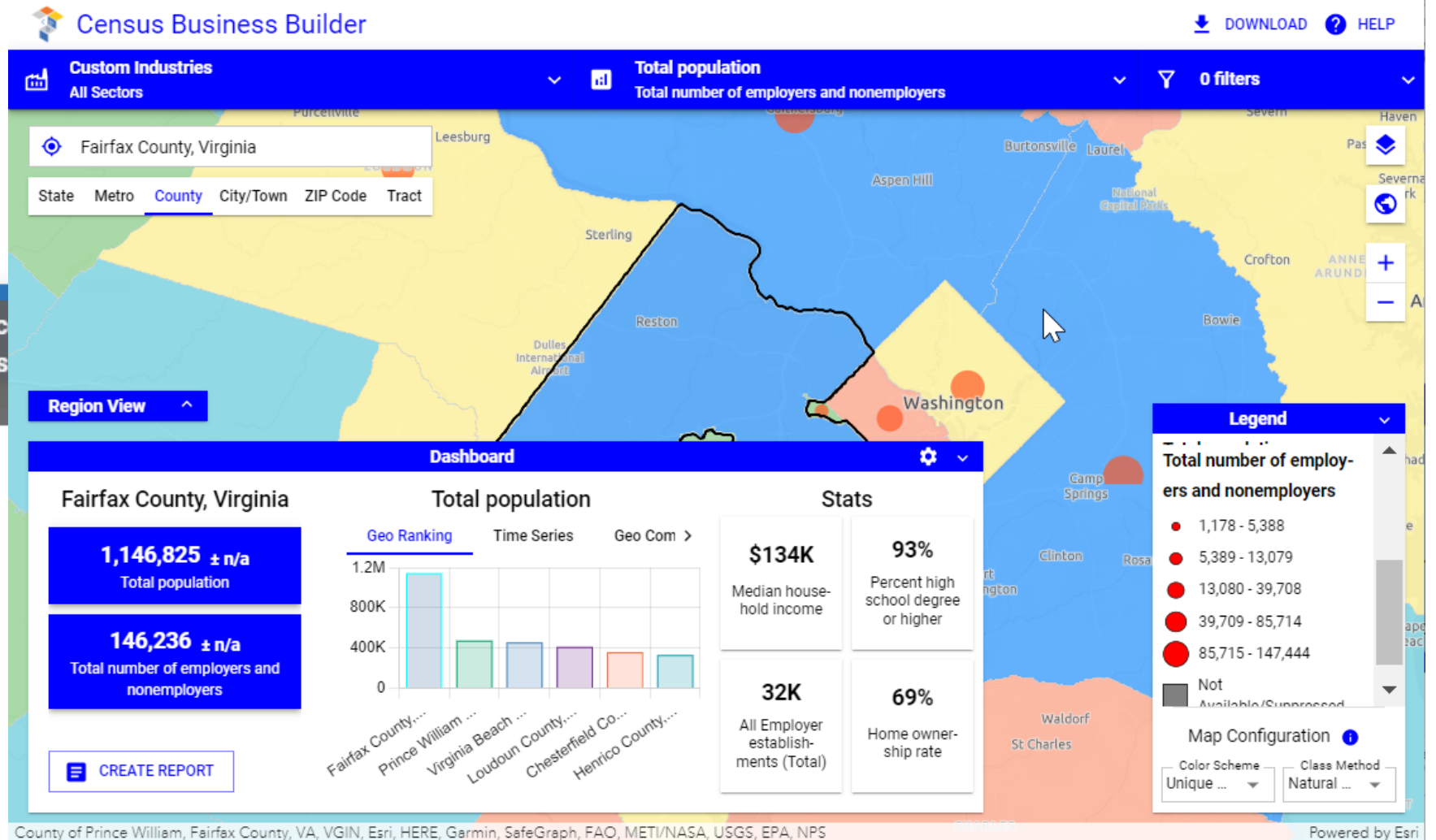


CBB – Section 508 Compliance

60+ 508 compliance updates

- High Contrast option

If you are visually impaired and need assistance using this tool, please call the Census Bureau's Center at (301)763-4636.



Live Demo

Cbb.census.gov

Q & A and Thank You!

Contact Information:

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For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

To schedule additional training with a Census Data
Dissemination Specialist in your area, please call **844-ASK-DATA**

Or email us at: census.askdata@census.gov