

An Update on *Census Business Builder*

A Business Information Resource for Businesses,
Regional Planners, and Others

North Jersey Transportation Planning Authority
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A Change in Customer Focus

- Serving our “traditional” customers
 - “Power Users” vs Others
- Underserved customers
 - Small businesses and entrepreneurs
 - Regional Planning groups
- Ongoing tool changes

The screenshot displays the U.S. Census Bureau website interface. At the top, there is a navigation bar with the logo and menu items: Topics (Population, Economy), Geography (Maps, Geographic Data), Library (Infographics, Publications), Data (Tools, Developers), About the Bureau (Research, Surveys), and Newsroom (News, Events, Blogs). A search bar is located on the right. Below the navigation bar is a large orange banner for "Mining, Quarrying, Oil and Gas Extraction Booming" with a headline stating that establishments rose by 26.4 percent. Below the banner are three main content blocks: "Population Clock" showing U.S. and World population counts, "QuickFacts" with a map and a link to select a state, and "U.S. Census Bureau Economic Indicators" listing reports like "Advance Report Durable Goods" and "New Residential Sales". At the bottom, there are sections for "Latest News" featuring articles on young adults and public pensions, and a "Stat of the Day" about young adults in America.

Census Business Builder Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Leverage existing Census investments
- Use latest technologies
- Free



What's New Since March 2016?

- More/updated **content**
 - More “**Most Popular**” Industries
 - **Full NAICS Search**
 - **State-level data**
 - ***Survey of Business Owners*** data (RAE only)
 - **Additional** data variables
 - **Latest** data
- More/updated **features**
 - **Direct** access to Report
 - Build region by **City/Town** and County (RAE only)
 - Expanded Data Dashboard
 - **Time Series** and **Geo Comp** charts
 - **4 additional** user-defined variables
 - Map **Data Download**
 - New interactive **Reports**
 - **Mobile** Optimized
 - **Usability** Improvements
 - CBB: SBE **Widget**

CBB Home Page

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

Tool Links

Widgets

Flyers

The screenshot shows the Census Business Builder (CBB) home page. At the top, there is a navigation bar with links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. Below this is a search bar and a breadcrumb trail: Census.gov > Data > Data Tools > Census Business Builder (CBB). The main content area is titled "Data" and features a sidebar on the left with "Data Tools and Apps" including Developers, Mobile Apps, Product Catalog, Related Sites, Software, Training & Workshops, and Visualizations. The main heading is "Census Business Builder (CBB)" with social media share buttons. A promotional video is featured with the text "Are you looking for data to help you start or grow a business or understand the business landscape for a region?" and a description of the CBB suite. Below the video are navigation tabs for "2.1 Update", "2.0 Beta", "Overview", "Videos & Webinars", and "Help & FAQs". Two editions are presented: "Small Business Edition" and "Regional Analyst Edition", each with a description and a "Select to Launch" button. A "Key Features" section lists five bullet points. Below that are sections for "Widgets" and "Flyers", each with a "View" link. At the bottom, there is a "Feedback" section with an email address and a "Privacy Notice" link.

Promo Video

Overview and Tutorial Videos and recorded webinars

Help

Determine the Best Location for Your Business

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

Select your type of business by either selecting 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 for your type of business

2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the My Location button or by searching for it

My Location

or

Click "Go to Map" to browse the information about your potential customers and competitors for your proposed location and surrounding locations OR...

... Click "Create Report" to go straight to the report for your type of businesses and location



Define your region

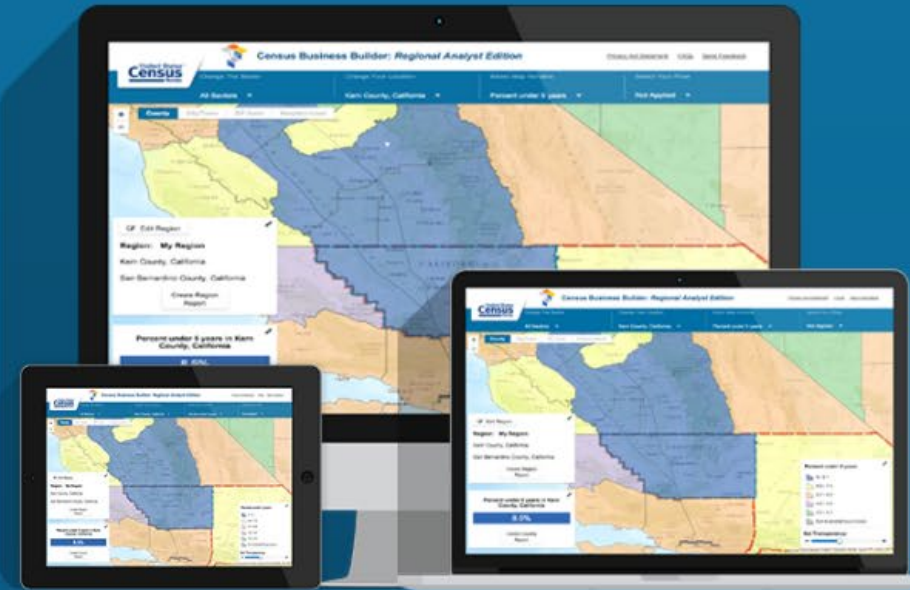
1. What is the primary county or city/town in your region?

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

My Location

OR

County or City/Town



What's Coming in July 2017?

- More/updated **content**
 - **Agriculture** data
 - **International Trade** data
 - More **Consumer Spending** data
 - **Additional** data variables
 - **Latest** data
- More/updated **features**
 - Reference Layers Import
 - From a **Gallery**
 - From a **Shapefile**
 - From a **Map Service**
 - Improved Map **Data Download**
 - **Expanded** Reports
 - **Usability** Improvements

Maybe... Import your own data (Excel)

Closing

- Easy to use and Customer focused?
 - Send us feedback!
 - Pass the word to your friends and colleagues
- Census data and more?
 - What else should we add? (Or delete?)



Questions?



Thank You!

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