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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Presented by:
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U.S. Census Bureau

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

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

Promo Video

Overview and Tutorial Videos and recorded webinars

Help

United States Census Bureau

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

🔍 Industry Title, Keyword, or NAICS Code

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

🔍 State, County, City/Town, or ZIP Code

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

🌐 Go to Map

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

📄 Create Report

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

Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the **Census Home Page**

Release: 2.1 (Build: 28)

United States™
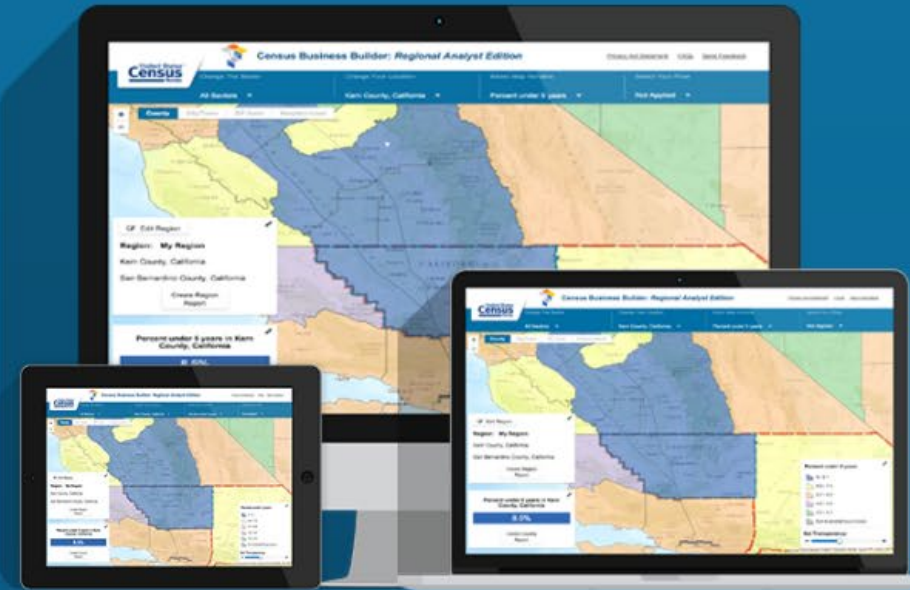# Census
Bureau

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

Q   County or City/Town

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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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