Census Business Builder: Small Business Edition

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

Census Business Builder: Data Sources

2012 American Community Survey 5-year Estimates

- Demographic Characteristics
- Economic Characteristics
- Housing Characteristics

2012 Economic Census

- Number of Employer Establishments; Employment; Annual Payroll; Sales, Shipments, Receipts, Revenue, Work Done

2012 County Business Patterns

- Number of Employer Establishments, Employment, Annual Payroll

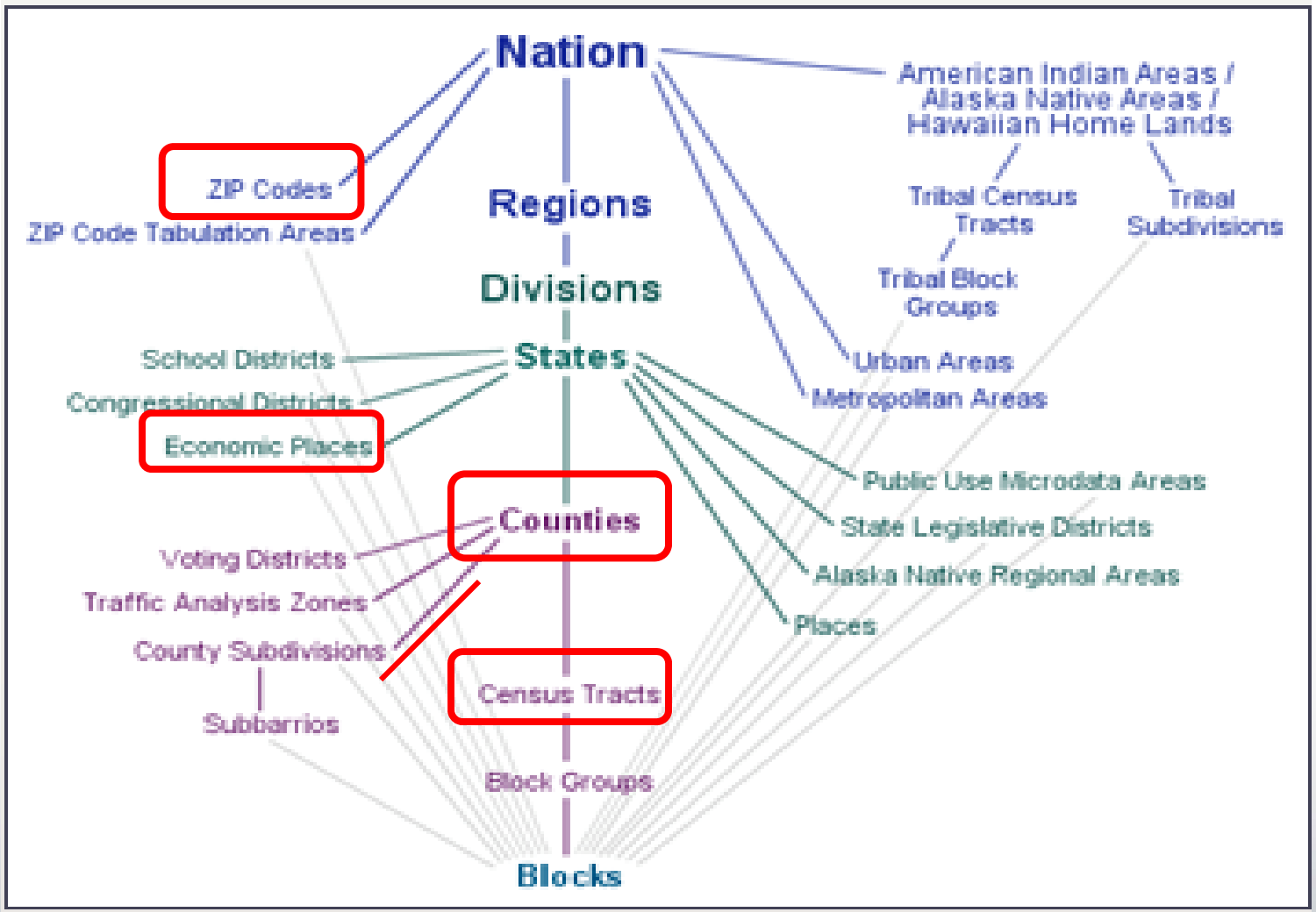
2012 Non-employer Statistics

- Number of Non-employer Establishments, Total Revenue

2015 Consumer Spending Data

- Spending on: Dining Out, Entertainment/Recreation, Financial Services, Health Care, Household Services, Housing, Personal Care, Transportation, and Travel

Summary Levels – Geography



Census Business Builder

Small Business Edition

A Business Information Resource for Small Business Owners, Small Business Development Center Counselors, and other data users

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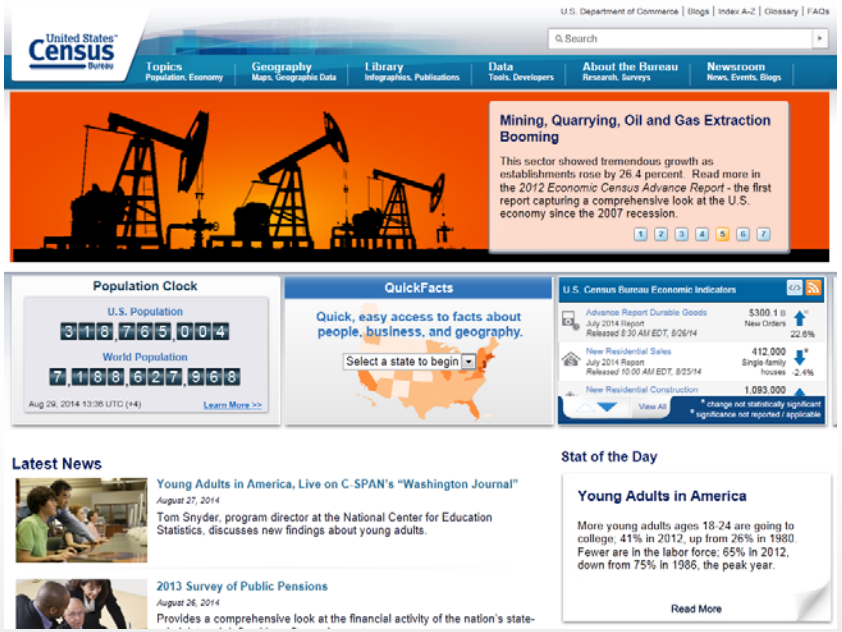
A Change in Customer Focus

- Serving our customers
  - "Power Users"
- Underserved customers
  - Small businesses
  - Entrepreneurs
  - Chambers of Commerce
- Ongoing tool changes



CBB - SBE Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Small footprint
- Leverage existing Census investments
- Free

CBB-SBE Version 1.0 Features

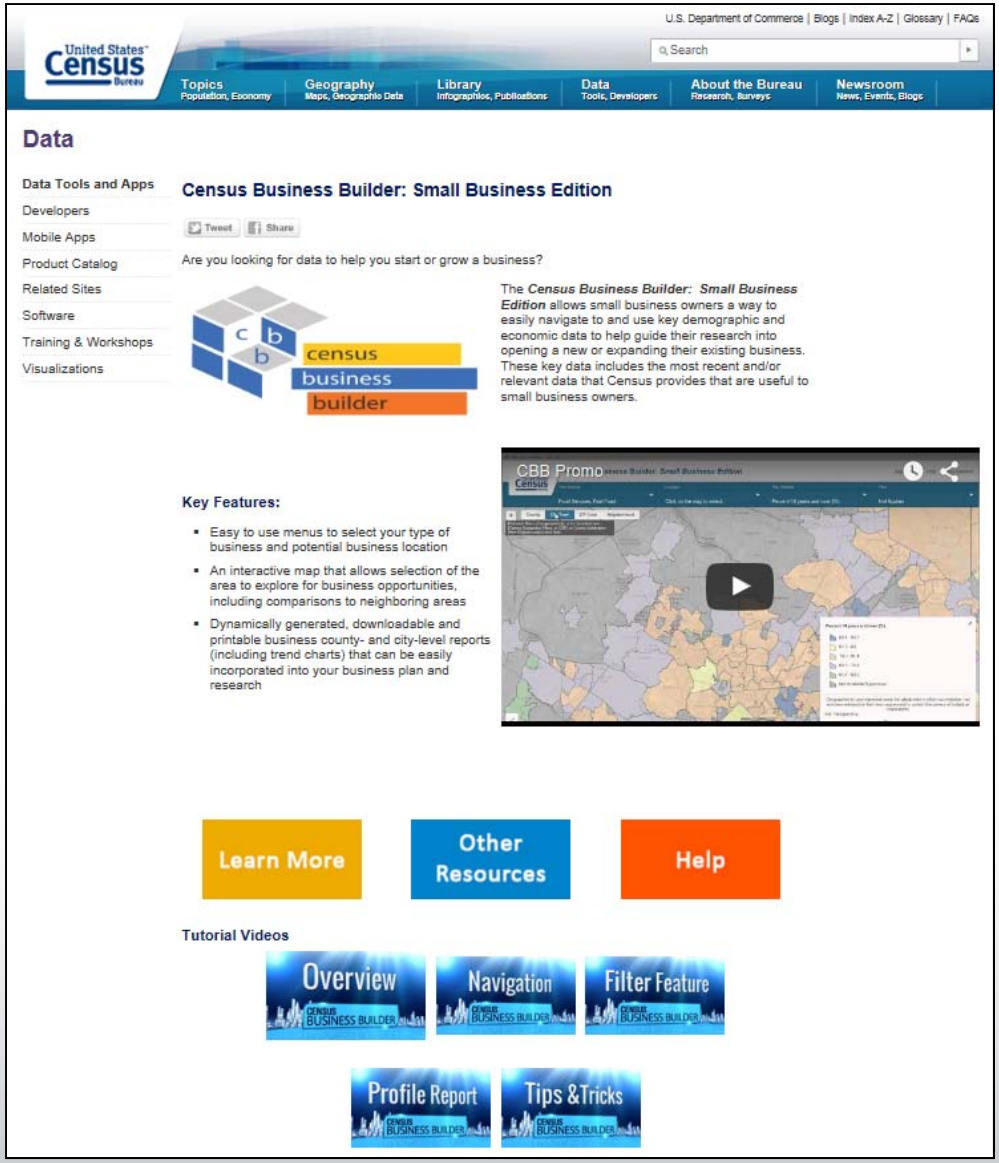
- Initial audience: Selected B-to-C business
- Selected demographic and economic data (ACS, EC, CBP, NS)
- Consumer Spending data (Esri)
- *Local Area Profile* report
- Core functionality

CBB Home Page

http://www.census.gov/data/data-tools/cbb.html

Key Features:

- Tool Link
- Promo and Tutorial Videos
- Flyers and Fact Sheets
- FAQs and Help



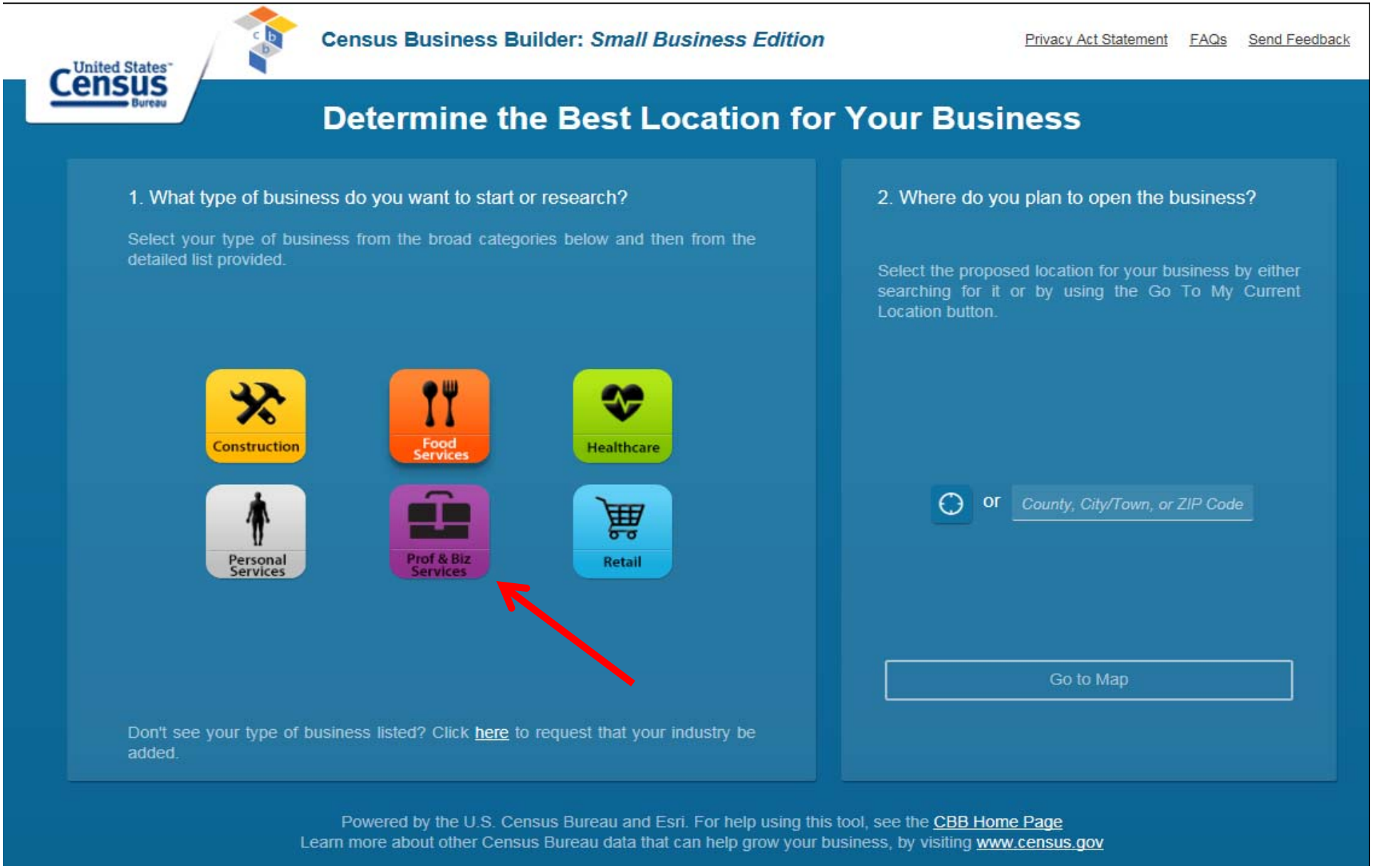
Census Business Builder

Log on to:

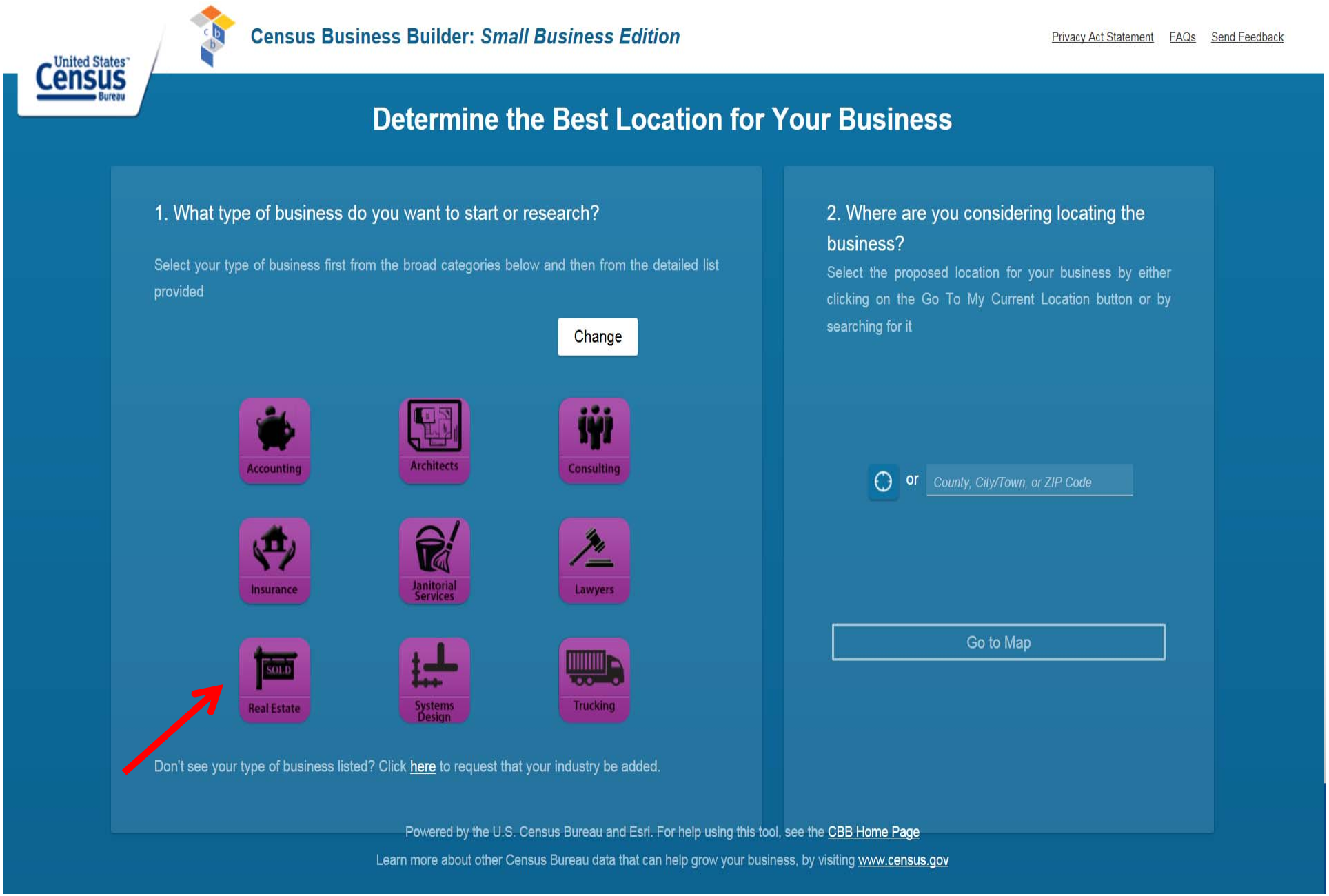
cbb.census.gov

Select an Economic Sector

For example, click Prof & Biz Services

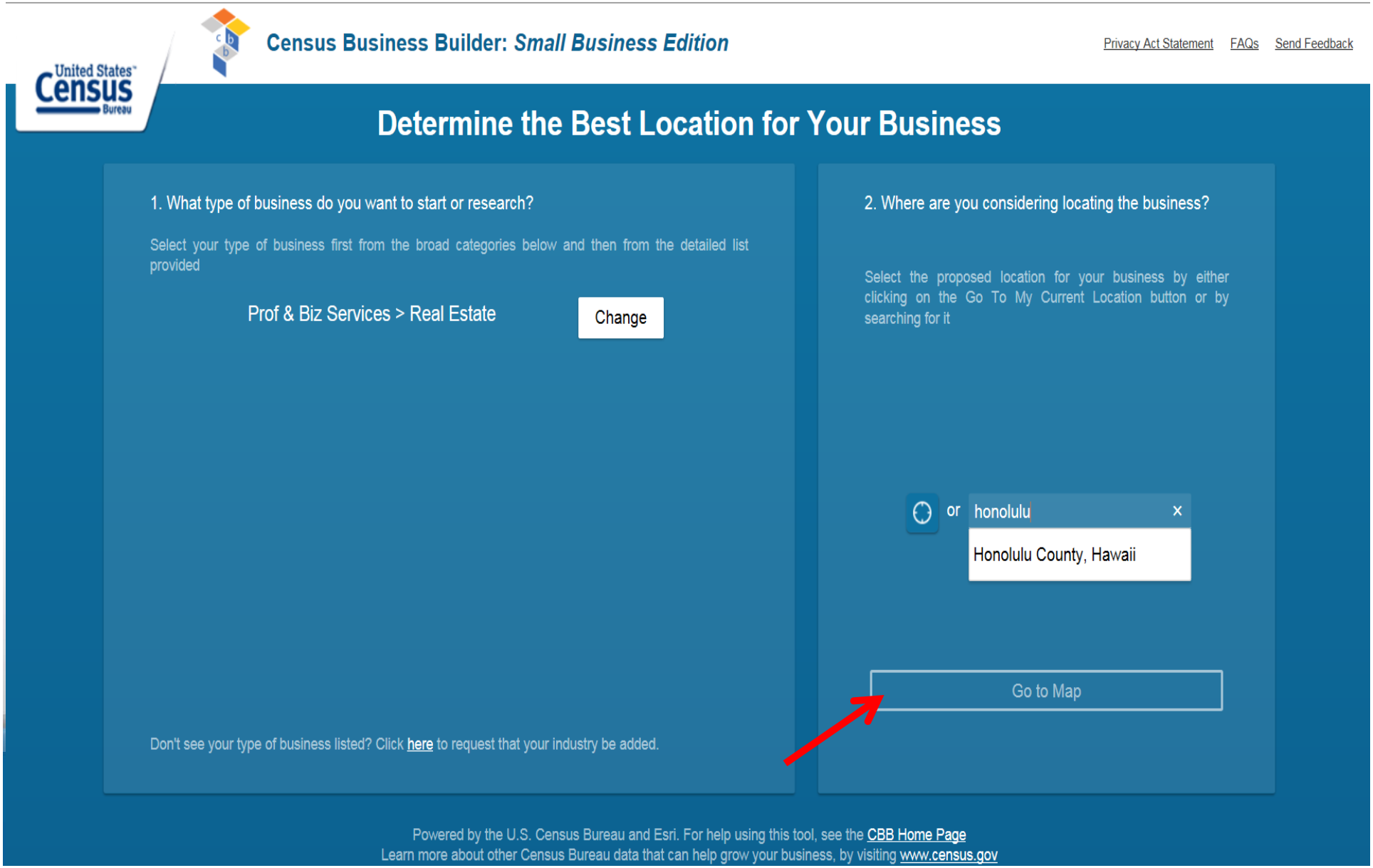


Select Type of Business - Real Estate



Select Geography

Click Go to Map

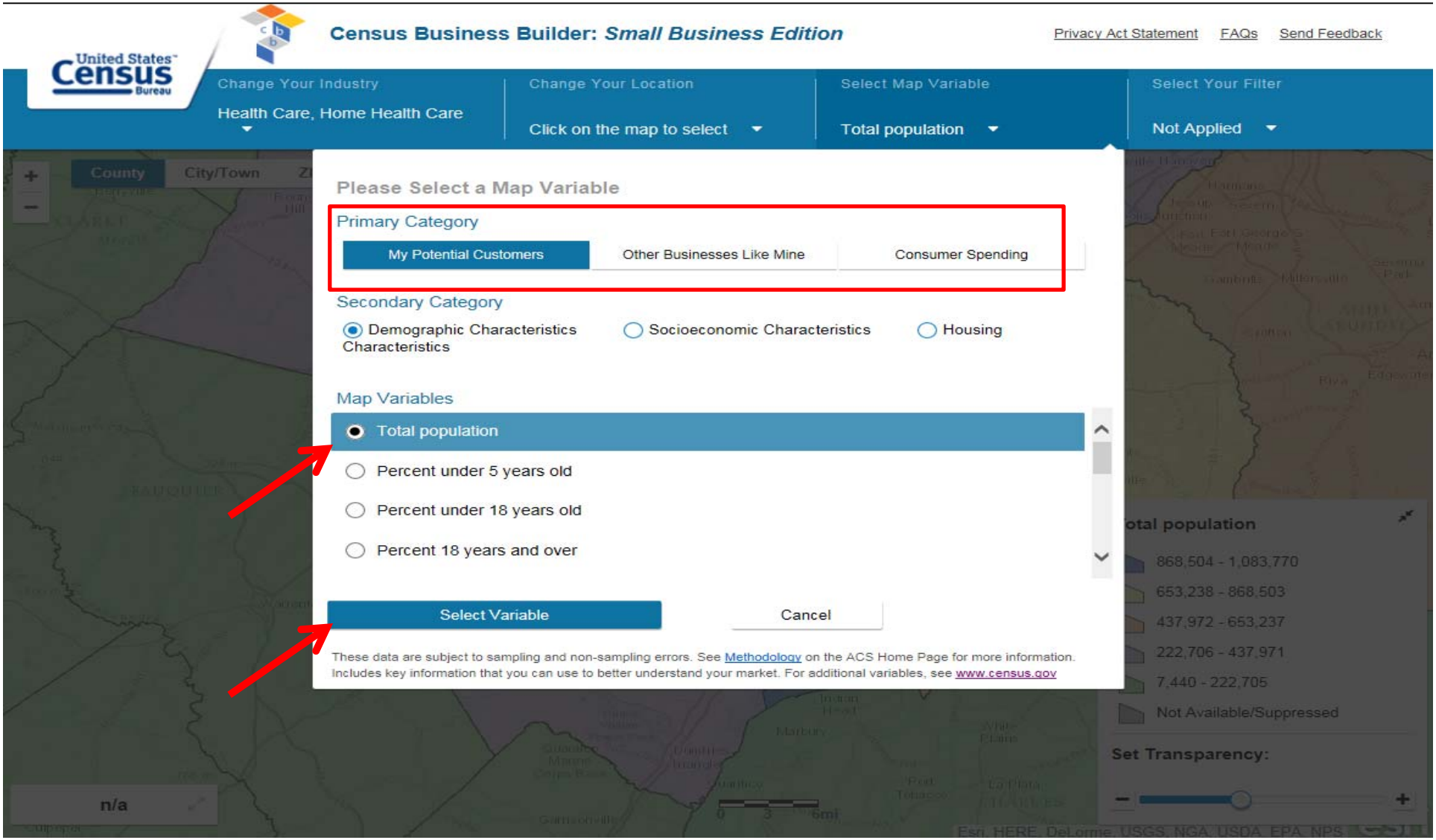


Select A Map Variable

My Potential Customers or Other Businesses Like Mine or Consumer Spending

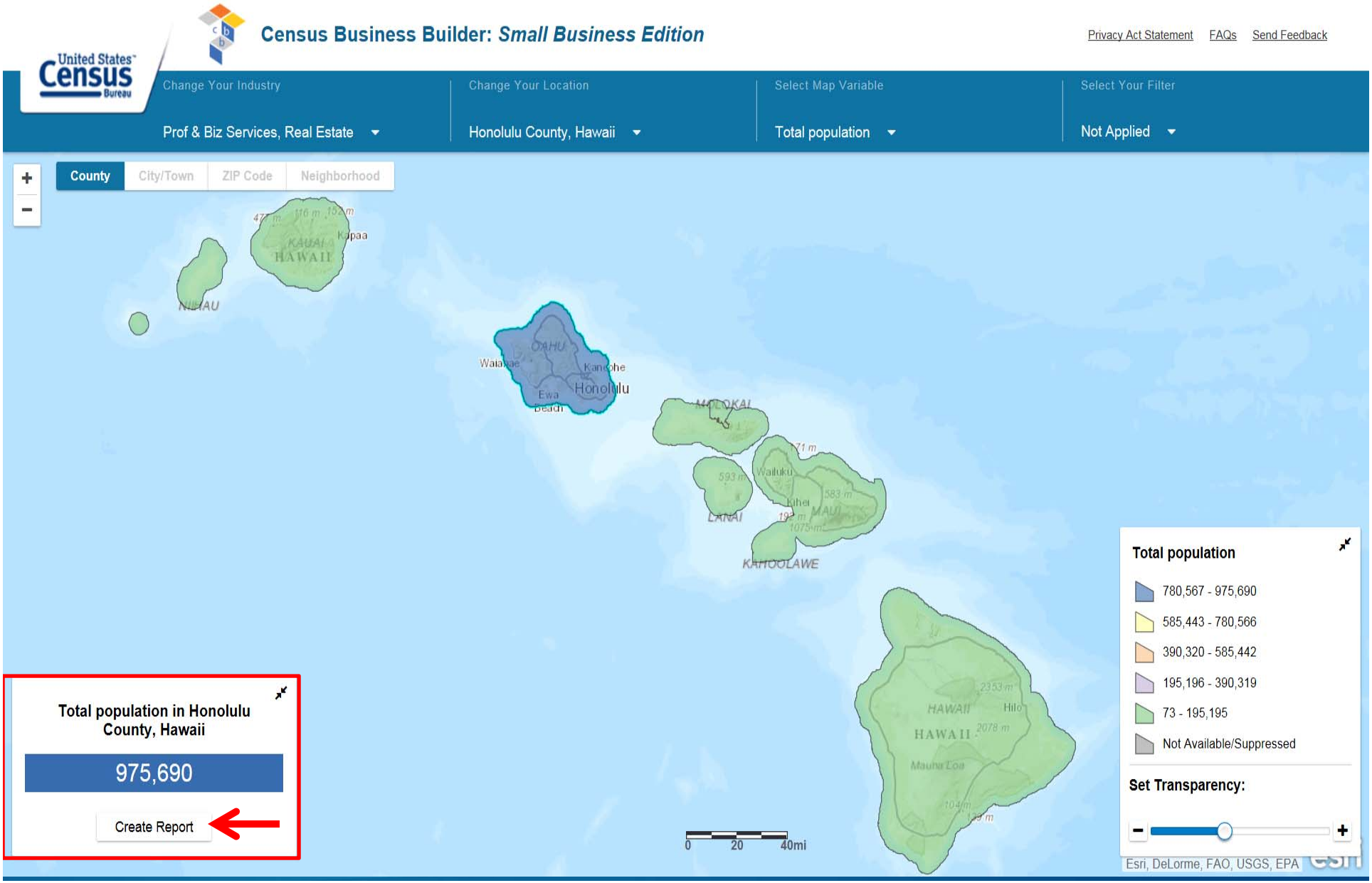
Select a Map Variable…Total Population

Click Select Variable



Map Variable Total Population

Click Create Report



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United States Census Bureau

Print page

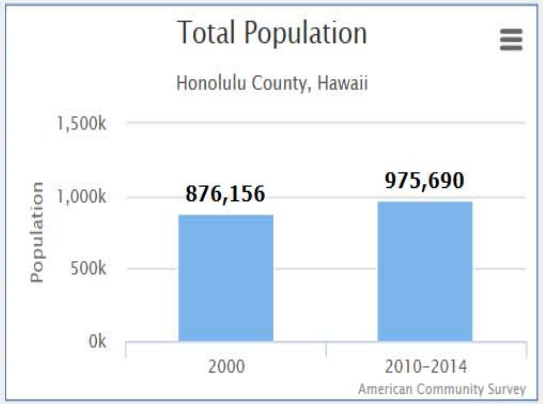
Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Honolulu County, Hawaii

Who are my Potential Customers?

Demographic Characteristics

Total population:	975,690
Percent under 5 years old:	6.5%
Percent under 18 years old:	21.8%
Population 18 and over:	78.2%
Population 65 years old and over:	15.2%
Race Breakout	
Percent White:	21.51%
Percent Black:	2.48%
Percent American Indian or Alaska Native:	0.18%
Percent Asian:	43.17%
Percent Native Hawaiian or Pacific Islander:	9.38%
Percent Two or more races:	22.34%
Percent Some other race:	0.94%
Percent Hispanic or Latino (of any race):	8.9%

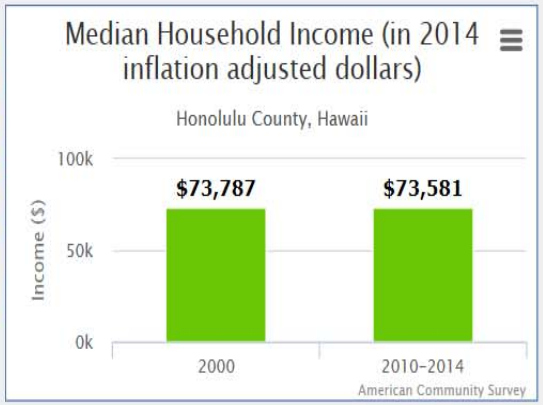
For more demographic data and margins of error, go here.



Socioeconomic Characteristics

Average household size:	3.03
Median household income:	$73,581
Population with high school degree or more:	90.7%
Population with Bachelor's degree or more:	32.5%
Population in poverty:	9.8%
Employment rate:	57.6%
Population 16 or over in labor force:	66.2%
Population with a disability:	10.6%
Population with health insurance coverage:	94.4%
Average travel time to work (mins.):	27.6

For more social characteristic data and margins of error, go here, and for more economic characteristic data and margins of error, go here.



Housing Characteristics

Owner-occupied housing units:	170,342
Renter-occupied housing units:	139,799
Single-family detached housing units:	154,792

Generate Reports

cbb.census.gov

Resources: Need Assistance?

U.S. Census Bureau
Data Dissemination Branch
Customer Liaison and Marketing Services Office

(888) 806-6389 Toll Free

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