

Demonstrations on Data Visualizations and Metadata Systems

Introducing *Census Business Builder*

FCSM Research Conference
Wednesday December 3, 2015

Presented by:
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U.S. Census Bureau

A Change in Dissemination Strategies

- Serving our customers
 - “Power Users” (Tables)
 - Others (Visualizations)
- Underserved customers
 - Small businesses and entrepreneurs
 - Chambers of Commerce
- Ongoing tool changes

The screenshot displays the United States Census Bureau website. At the top, there is a navigation bar with the logo and links for 'Topics', 'Geography', 'Library', 'Data', 'About the Bureau', and 'Newsroom'. A search bar is located on the right. Below the navigation bar, there is a large banner for 'Mining, Quarrying, Oil and Gas Extraction Booming' with a background image of oil pumps. To the right of the banner, there is a text box with a summary and a 'Read More' link. Below the banner, there are three main sections: 'Population Clock' showing U.S. and World population counts, 'QuickFacts' with a map and a link to 'Select a state to begin', and 'U.S. Census Bureau Economic Indicators' showing various reports and their release dates. At the bottom, there is a 'Latest News' section with two articles: 'Young Adults in America, Live on C-SPAN's "Washington Journal"' and '2013 Survey of Public Pensions'. To the right of the news section is a 'Stat of the Day' box for 'Young Adults in America' with a 'Read More' link.

Census Business Builder Guiding Principles

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



CBB Home Page

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

Key Features:

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

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

Topics: Population, Economy | Geography: Maps, Products | Library: Infographic, Publications | Data: Tools, Developers | Surveys/Programs: Report, Survey Data | Newsroom: News, Blog | About Us: Our Research

Data

Data Tools and Apps

- Developers
- Mobile Apps
- Product Catalog
- Related Sites
- Software
- Training & Workshops
- Visualizations

Census Business Builder: Small Business Edition

Tweet | Share

Are you looking for data to help you start or grow a business?

The *Census Business Builder: Small Business Edition* allows small business owners a way to easily navigate to and use key demographic and economic data to help guide their research into opening a new or expanding their existing business. These key data includes the most recent and/or relevant data that Census provides that are useful to small business owners.

Access tutorial videos below for guidance on using the Census Business Builder tool

Key Features:

- Easy to use menus to select your type of business and potential business location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research

[Click here to learn more, access other resources and get help on this tool.](#)

Tutorial Videos

- Overview
- Navigation
- Filter Feature
- Profile Report
- Tips & Tricks

<https://cbb.census.gov/sbe/>

Determine the Best Location for Your Business

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

Select your type of business from the broad categories below and then from the detailed list provided.



Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you plan to open the business?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.



OR

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

Determine the Best Location for Your Business

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

Select your type of business from the broad categories below and then from the detailed list provided.

Change



Assisted Living



Chiropractors



Dentists



Doctors



Home Health Care



Mental Health



Optometrists



Outpatient Care



Therapists

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you plan to open the business?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.



or

County, City/Town, or ZIP Code

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
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Determine the Best Location for Your Business

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

Select your type of business from the broad categories below and then from the detailed list provided.

Health Care > Home Health Care

Change

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where do you plan to open the business?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.

Loading... David ×

- Davidson County, North Carolina
- Davidson County, Tennessee
- David City city, Nebraska
- Davidson town, North Carolina

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

Change Your Industry

Health Care, Home Health Care

Change Your Location

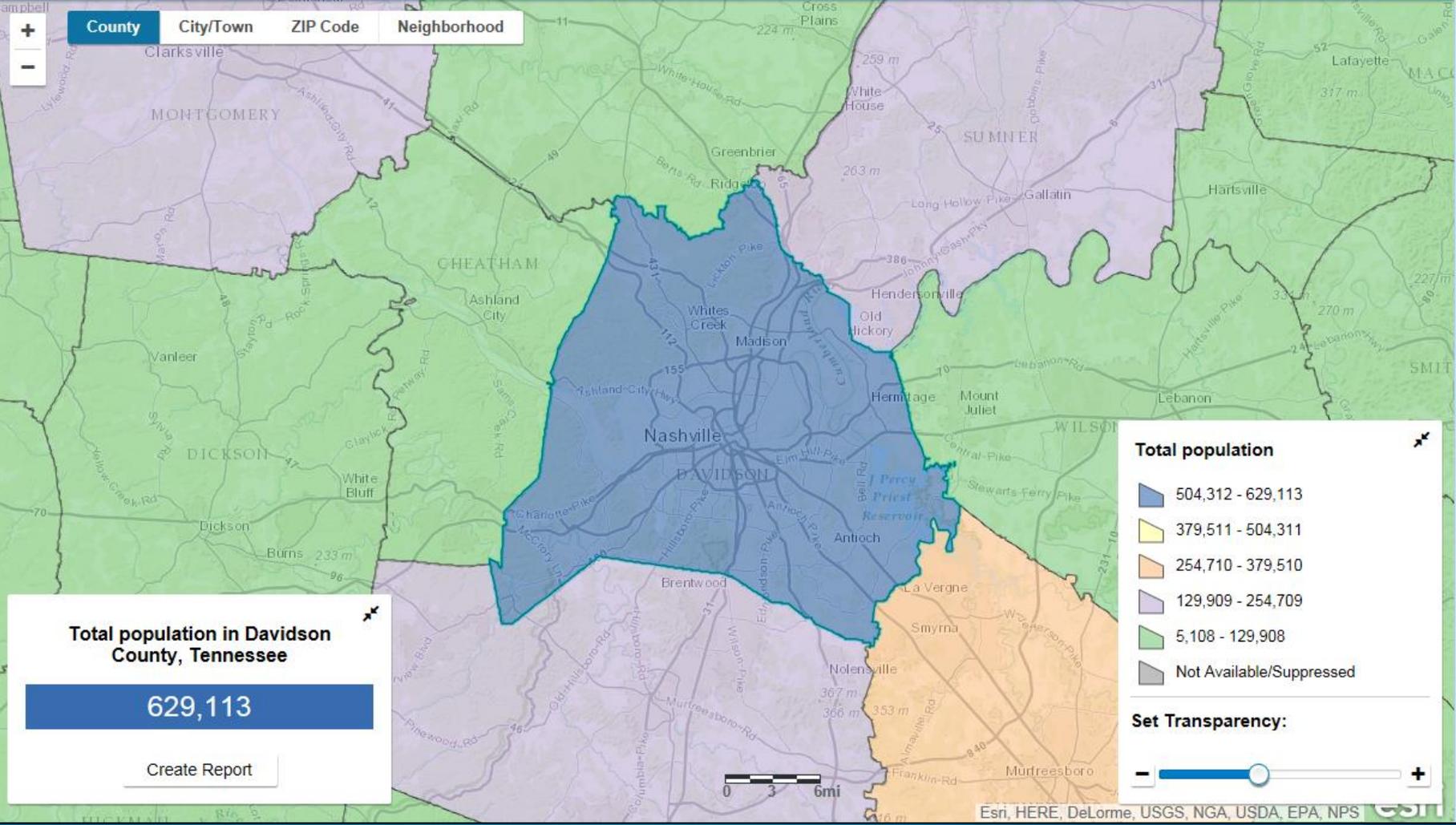
Davidson County, Tennessee

Select Map Variable

Total population

Select Your Filter

Not Applied



Total population in Davidson
County, Tennessee

629,113

Create Report

Total population

- 504,312 - 629,113
- 379,511 - 504,311
- 254,710 - 379,510
- 129,909 - 254,709
- 5,108 - 129,908
- Not Available/Suppressed

Set Transparency:



Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Health Care, Home Health Care

Davidson County, Tennessee

Total population

Not Applied

County City/Town ZIP Code

Clarksville

MONTGOMERY

Vanleet

DICKSON

Dickson

Burns

Total population in Davidson County, Tennessee

629,113

Create Report

Please Select a Map Variable

Primary Category

 My Potential Customers Other Businesses Like Mine Consumer Spending

Secondary Category

 Demographic Characteristics Characteristics Socioeconomic Characteristics Housing

Map Variables

 Total population Percent under 5 years old Percent under 18 years old Percent 18 years and over

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information. Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

Map interface showing Davidson County, Tennessee, with a legend for Total population and a scale bar.

Total population

- 504,312 - 629,113
- 379,511 - 504,311
- 254,710 - 379,510
- 129,909 - 254,709
- 5,108 - 129,908
- Not Available/Suppressed

Set Transparency: [Slider]

Esri, HERE, DeLorme, USGS, NGA, USDA, EPA, NPS

Change Your Industry

Health Care, Home Health Care

Change Your Location

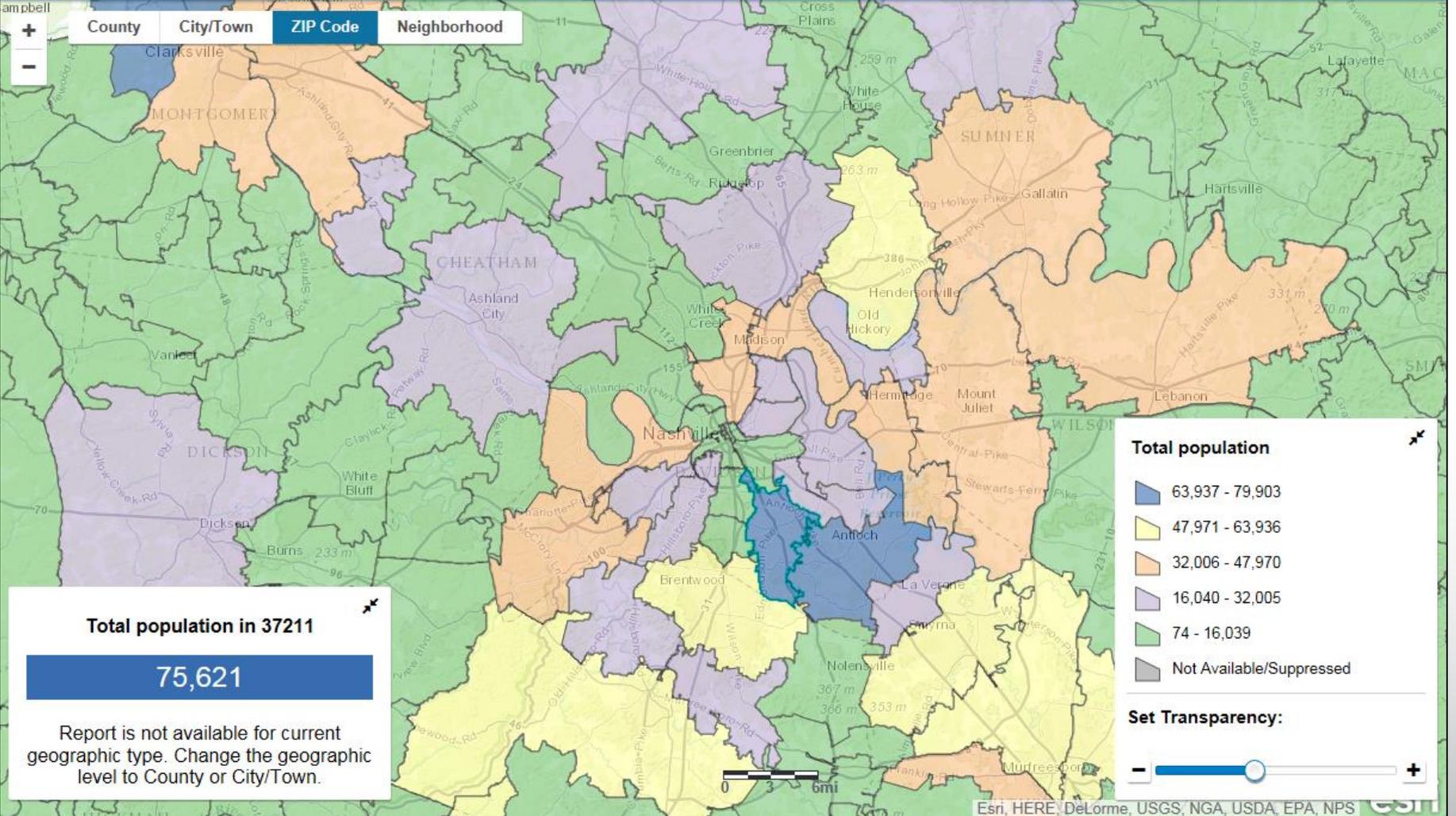
37211

Select Map Variable

Total population

Select Your Filter

Not Applied



Change Your Industry

Health Care, Home Health Care

Change Your Location

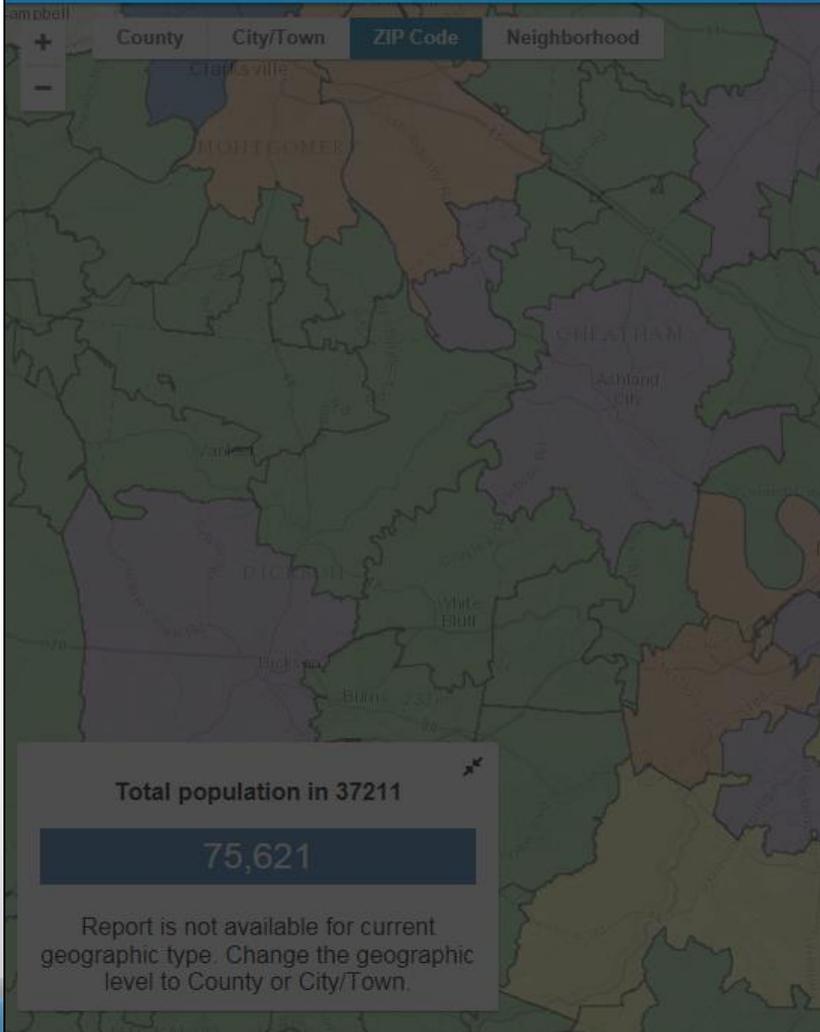
37211

Select Map Variable

Total population

Select Your Filter

Median household income (\$) (21,415...



Select the Filter's Value

Median household income (\$)

109,582.5 197,750

Apply Filter **Back**

Total population

- 63,937 - 79,903
- 47,971 - 63,936
- 32,006 - 47,970
- 16,040 - 32,005
- 74 - 16,039
- Not Available/Suppressed

Set Transparency:



Change Your Industry

Change Your Location

Select Map Variable

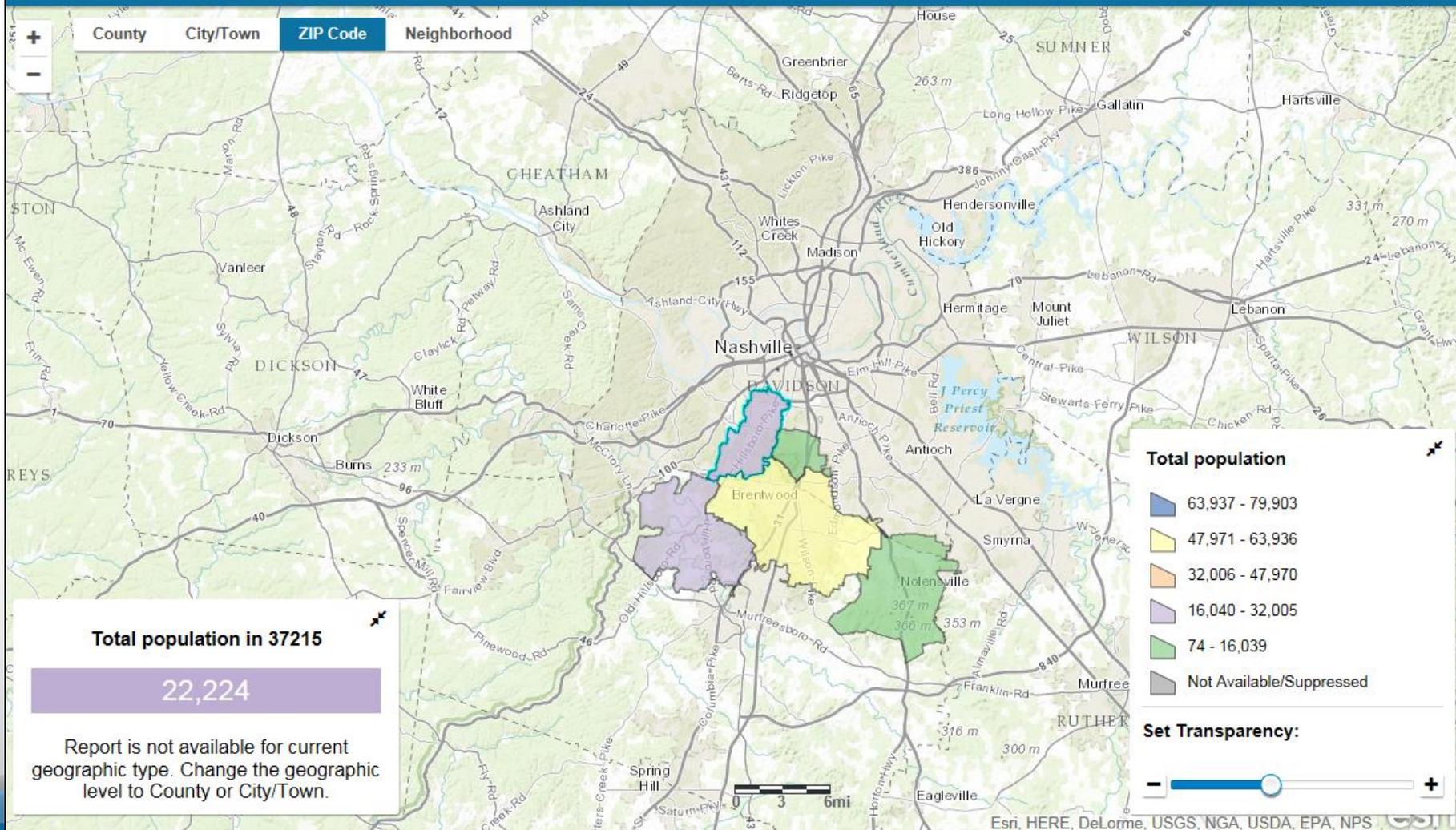
Select Your Filter

Health Care, Home Health Care

37215

Total population

Median household income (\$) (91,949...



[Print page](#)

Local Business Profile of Home Health Care Services (NAICS 62161) in Davidson County, Tennessee

Who are my Potential Customers?

Demographic Characteristics

Total population:	629,113
Percent under 5 years old:	7.1%
Percent under 18 years old:	21.8%
Population 18 and over:	78.2%
Population 65 years old and over:	10.5%
Average household size:	2.37
Race Breakout	
White:	62.95%
Black:	27.75%
American Indian or Alaska Native:	0.22%
Asian:	3.11%
Native Hawaiian or Pacific Islander:	0.04%
Two or more races:	2.09%
Some other race:	3.83%
Hispanic or Latino:	9.6%

For more demographic data and margins of error, go [here](#).

Socioeconomic Characteristics

Median household income:	\$46,676
Population with high school degree or more:	85.9%
Population with Bachelor's degree or more:	35.0%
Population in poverty:	18.5%
Employment rate:	62.9%
Population 16 or over in labor force:	69.0%
Population with a disability:	11.1%
Population with health insurance coverage:	83.6%
Average travel time to work (mins.):	23.1

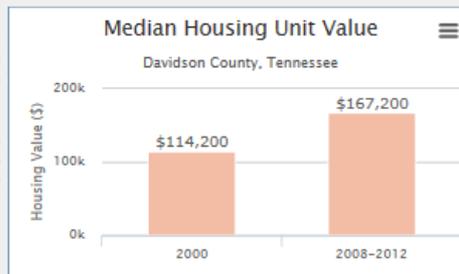
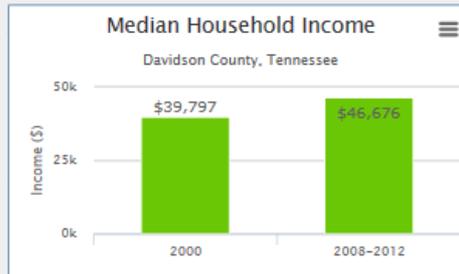
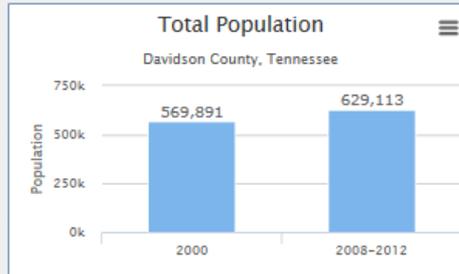
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).

Housing Characteristics

Owner-occupied housing units:	141,805
Renter-occupied housing units:	114,082
Single-family detached housing units:	152,000
Homeownership rate:	55.4%
Vacancy rate:	10.0%
Median value of owner-occupied housing units:	\$167,200
Median selected monthly owner cost:	\$1,160
Median rent (housing):	\$819
Median year structure built:	1977

For more housing characteristic data and margins of error, go [here](#).

Source: 2008-2012 American Community Survey 5-Year Estimates

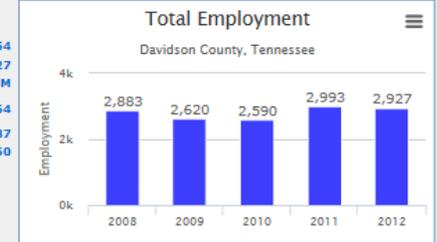


What About Other Businesses Like Mine?

Employer Businesses

2012	
Number of Home Health Care Services:	54
Total employment:	2,927
Total annual payroll:	\$81.3M
Average number of employees per business:	54
Average annual payroll per employee:	\$27,787
Average population served per business:	11,650

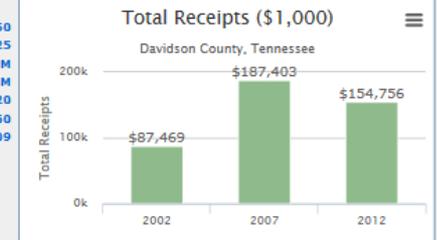
Source: 2012 County Business Patterns



2007

Number of Home Health Care Services:	50
Total employment:	3,225
Total annual payroll:	\$85.9M
Total receipts:	\$187.4M
Average annual payroll per employee:	\$26,620
Receipts per business:	\$3,748,060
Receipts per employee:	\$58,109

Source: 2007 Economic Census



Nonemployer Businesses

Number of "nonemployer" Home Health Care Services:	593
Total receipts:	\$7,813,000
Average receipts per business:	\$13,175

Source: 2012 Nonemployer Statistics



D - Data withheld to avoid disclosing information for individual companies
 N/A - Data or ratio are not available
 Note: For information on survey methodology, see the Source links above. All data

Next Steps - Quarterly Updates

- **Audience** expansion
 - More B-to-C businesses, then B-to-B's
- **Content** expansion
 - Additional demo and econ characteristics (from Census)
 - Additional 3rd party data
- **Functionality** expansion
 - Compare feature, dashboard, time series
 - “Add your own data” and mobile support



Leveraging CBB: Introducing the *Chamber of Commerce Edition*

- Same **demographic** and **economic** data as *SBE*
- Differences:
 - Economic data by sector
 - **Chamber boundary** selection & **data aggregation**
- View data on the map for chamber **components**
- *Chamber of Commerce Profile* reports (summary and components)
- Prototype : August 12, 2015 (Beta: **December 2015**)
- **Name?**

Define your chamber

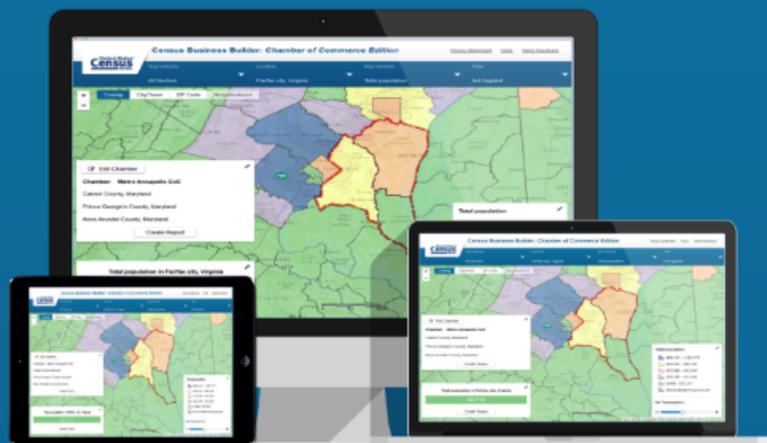
1. In which county do you want to create a chamber?

Select the proposed location for your business by either searching for it or by using the Go To My Current Location button.



or

County



2. Refine your chamber

Click the button below to view a map where you can browse the information about your potential customers and other businesses like yours.

Take me to the Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

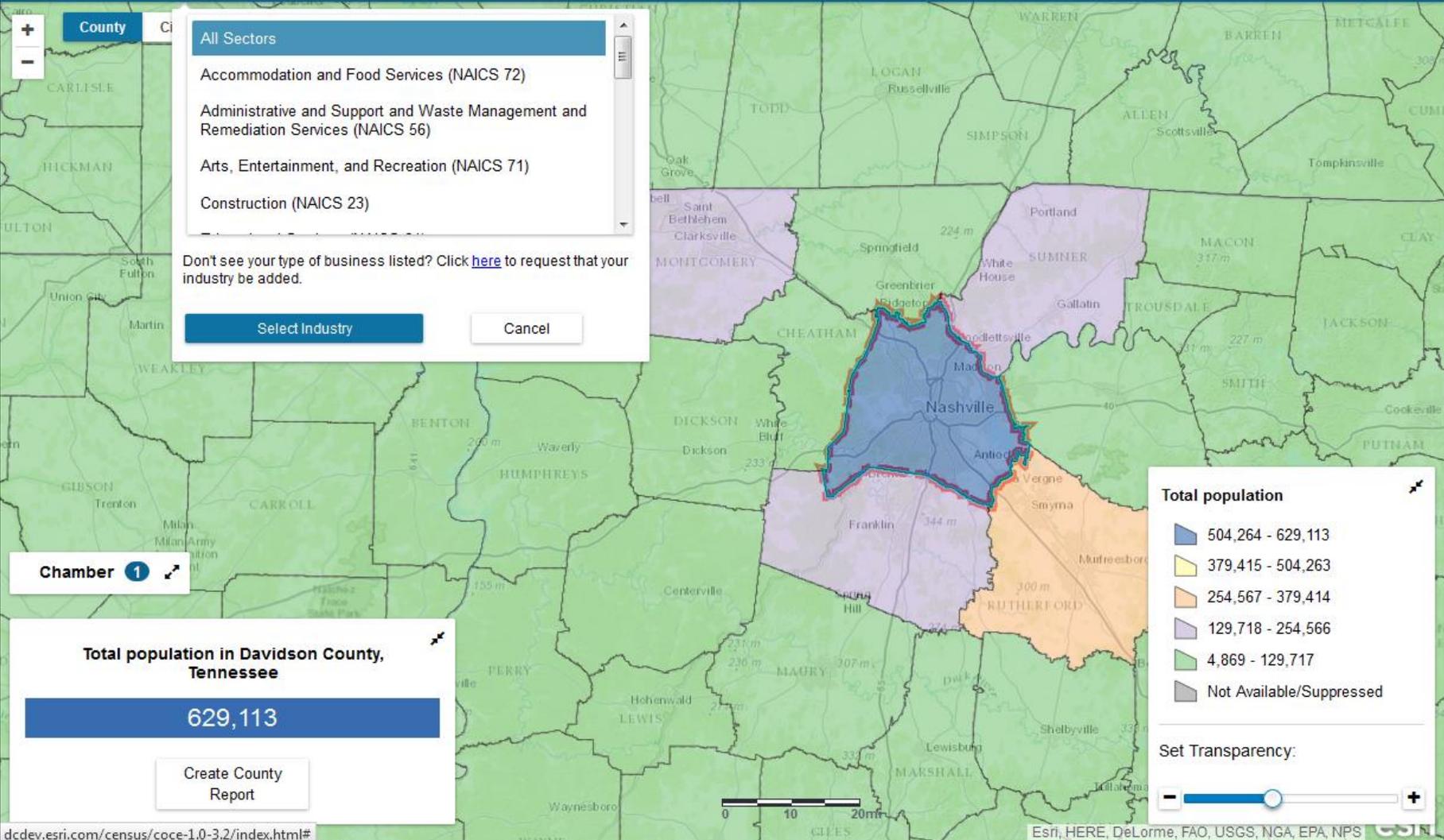
Your industry: **All Sectors** | Location: **Davidson County, Tennessee** | Map Variable: **Total population** | Filter: **Not Applied**

County | **All Sectors**

- All Sectors
- Accommodation and Food Services (NAICS 72)
- Administrative and Support and Waste Management and Remediation Services (NAICS 56)
- Arts, Entertainment, and Recreation (NAICS 71)
- Construction (NAICS 23)

Don't see your type of business listed? Click [here](#) to request that your industry be added.

Select Industry | **Cancel**



Total population

- 504,264 - 629,113
- 379,415 - 504,263
- 254,567 - 379,414
- 129,718 - 254,566
- 4,869 - 129,717
- Not Available/Suppressed

Set Transparency:

[-] [Slider] [+]

Total population in Davidson County, Tennessee

629,113

Create County Report

dcdev.esri.com/census/coce-1.0-3.2/index.html#

Esri, HERE, DeLorme, FAO, USGS, NGA, EPA, NPS

Your industry

Location

Map Variable

Filter

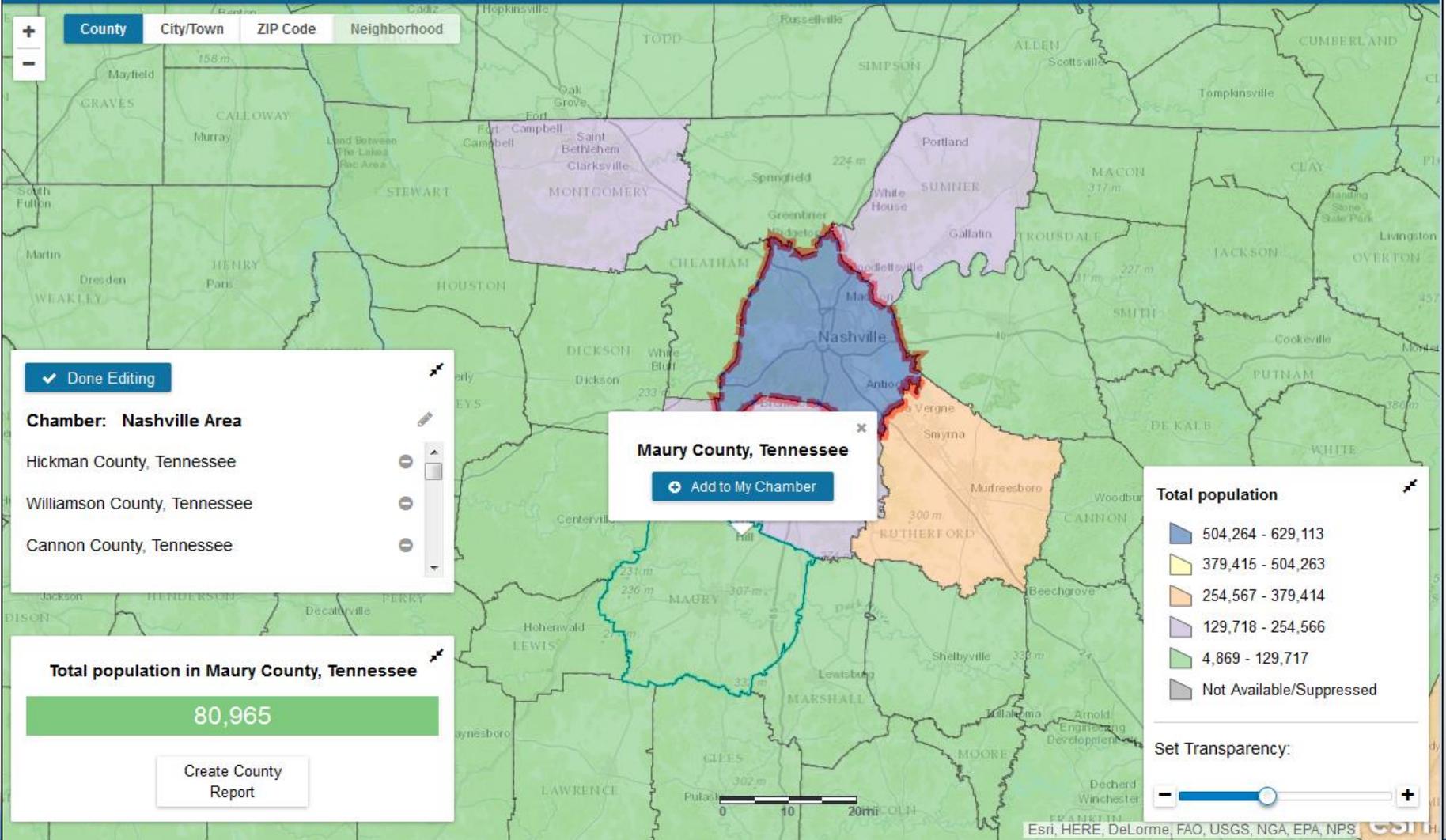
All Sectors

Maury County, Tennessee

Total population

Not Applied

County City/Town ZIP Code Neighborhood



Your industry

Location

Map Variable

Filter

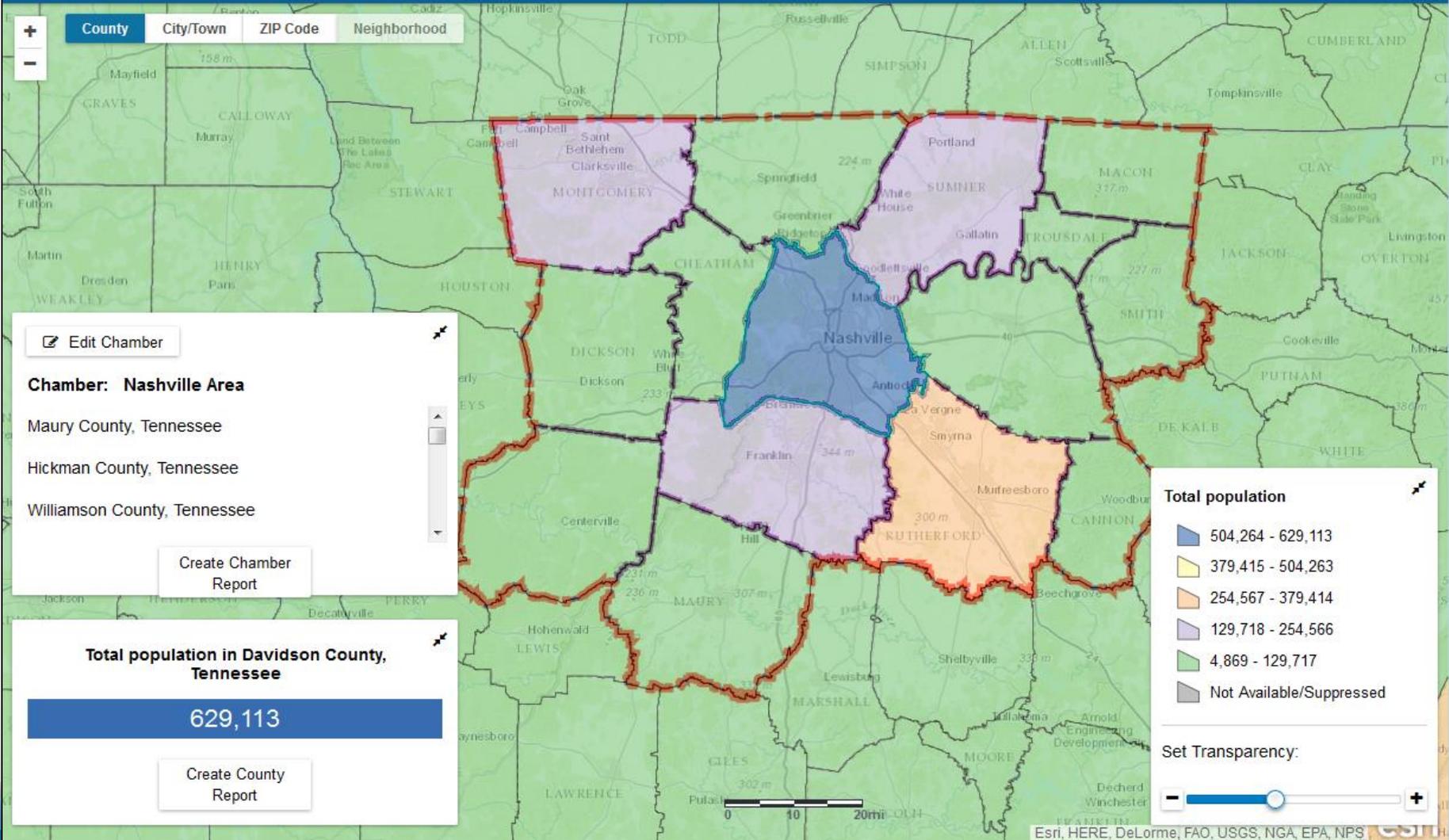
All Sectors

Davidson County, Tennessee

Total population

Not Applied

+ County City/Town ZIP Code Neighborhood -



Edit Chamber

Chamber: Nashville Area

Maury County, Tennessee

Hickman County, Tennessee

Williamson County, Tennessee

Create Chamber Report

Total population in Davidson County, Tennessee

629,113

Create County Report

Total population

- 504,264 - 629,113
- 379,415 - 504,263
- 254,567 - 379,414
- 129,718 - 254,566
- 4,869 - 129,717
- Not Available/Suppressed

Set Transparency:

Slider control for transparency

[Print page](#)

Local Business Profile - Nashville Area
 Chamber of Commerce

The Nashville Area Chamber of Commerce is comprised of:

- Davidson County, Tennessee
- Macon County, Tennessee
- Sumner County, Tennessee
- Robertson County, Tennessee
- Montgomery County, Tennessee
- Dickson County, Tennessee
- Cheatham County, Tennessee
- Wilson County, Tennessee
- Trousdale County, Tennessee
- Smith County, Tennessee
- Rutherford County, Tennessee
- Cannon County, Tennessee
- Williamson County, Tennessee
- Hickman County, Tennessee
- Maury County, Tennessee

Demographics

Demographic Characteristics

Total population:	1,849,557
Percent under 6 years old:	7.0%
Percent under 18 years old:	24.7%
Percent 18 and over:	75.3%
Percent 65 years old and over:	10.7%
Race Breakout	
Percent White:	77.82%
Percent Black:	15.60%
Percent American Indian or Alaska Native:	0.28%
Percent Asian:	2.24%
Percent Native Hawaiian or Pacific Islander:	0.07%
Percent two or more races:	1.94%
Percent some other race:	2.04%
Percent Hispanic (of any race):	6.6%

For more demographic data and margins of error, go [here](#).

Socioeconomic Characteristics

Average household size:	2.6
Average household income:	\$70,176
Percent in poverty:	14.3%
Percent high school degree or higher:	87.1%
Percent bachelor's degree or higher:	29.5%
Percent population 16 or over in labor force:	67.7%
Percent employed:	61.3%
Percent disabled:	9.8%
Percent with health insurance coverage:	78.9%
Mean travel time to/from work (min.):	26.0

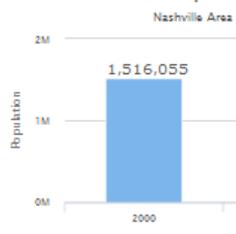
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).

Housing Characteristics

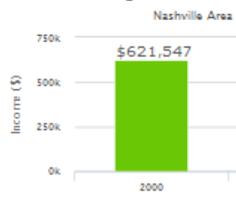
Owner-occupied housing units:	469,486
Renter-occupied housing units:	234,807
Single-family detached housing units:	516,445
Home ownership rate:	66.7%
Vacancy rate:	9.0%
Average house value:	\$221,632
Average rent (housing):	\$714
Average monthly owner cost (with a mortgage):	\$1,115

For more housing characteristic data and margins of error, go [here](#).

Total Population



Average Household



Average House Value



Businesses

Employer Businesses

NAICS Sector	2000	2012	2012	2012
00: All Sectors				
11: Agriculture				
21: Mining				
22: Utilities				
23: Construction				
31-33: Manufacturing	1,561	66,153	3,234.5	24,799.2
42: Wholesale	2,224	37,408	2,306.0	25,342.2
44-45: Retail	6,549	93,283	2,362.8	23,863.9
48-49: Transportation & Warehousing	1,086	31,122	1,331.0	0.0
51: Information	1,034	22,533	1,397.7	0.0
52: Finance & Insurance	3,143	40,647	2,880.5	0.0
53: Real Estate & Rental & Leasing	1,876	10,435	472.7	2,869.2
54: Prof., Sci., & Tech. Services	3,970	38,498	2,564.3	3,306.2
55: Mgmt of Companies & Enterprises	466	28,855	3,150.0	0.0
56: Admin. & Support & Waste Mgmt. & Remed.	2,372	57,036	1,981.1	3,803.3
61: Educational Services	529	23,429	961.1	214.2
62: Health Care & Social Assistance	4,687	124,053	6,255.1	10,763.2
71: Arts, Entertainment, & Recreation	1,170	13,133	811.0	2,093.1
72: Accommodation & Food Services	3,878	82,468	1,341.3	3,806.2
81: Other Services	4,204	36,443	996.6	2,062.2

Key Ratios for Employer Businesses

NAICS Sector	Employees per Business	Annual Payroll per Employee (\$)	Receipts per Business (\$1,000)	Population per Business
00: All Sectors	202	45,489	0	44
11: Agriculture	6	51,825	0	63,778
21: Mining	9	127,086	0	52,844
22: Utilities	81	71,300	0	48,673
23: Construction	104	47,989	0	595
31-33: Manufacturing	602	48,894	15,887	1,185
42: Wholesale	140	61,645	11,395	832
44-45: Retail	176	25,330	3,644	282
48-49: Transportation & Warehousing	225	42,767	0	1,703
51: Information	132	62,029	0	1,789
52: Finance & Insurance	117	70,867	0	588
53: Real Estate & Rental & Leasing	39	45,301	1,529	986
54: Prof., Sci., & Tech. Services	71	66,607	833	466
55: Mgmt of Companies & Enterprises	253	109,166	0	3,969
56: Admin. & Support & Waste Mgmt. & Remed.	181	34,735	1,603	780
61: Educational Services	198	41,023	405	3,496
62: Health Care & Social Assistance	293	50,423	2,296	395
71: Arts, Entertainment, & Recreation	103	61,756	1,789	1,581
72: Accommodation & Food Services	234	16,264	981	477
81: Other Services	82	27,347	491	440

Source: 2012 County Business Patterns and 2012 Economic Census

Nonemployer Businesses

NAICS Sector	# Businesses	Receipts (\$M)	Receipts per Business (\$)
00: All Sectors	153,896	7,631.6	49,589
11: Agriculture	885	29.4	33,202
21: Mining	37	3.2	87,405
22: Utilities	47	2.2	47,298
23: Construction	18,284	1,293.3	70,733
31-33: Manufacturing	1,886	89.7	47,580
42: Wholesale	2,442	224.2	91,830
44-45: Retail	12,700	645.7	50,845
48-49: Transportation & Warehousing	6,256	395.2	63,167
51: Information	3,378	131.9	39,056
52: Finance & Insurance	4,765	363.1	76,212
53: Real Estate & Rental & Leasing	13,753	1,331.2	96,794
54: Prof., Sci., & Tech. Services	21,038	978.9	46,529
55: Mgmt of Companies & Enterprises	0	0.0	0
56: Admin. & Support & Waste Mgmt. & Remed.	14,357	318.6	22,190
61: Educational Services	3,774	53.1	14,072
62: Health Care & Social Assistance	10,110	399.0	39,468
71: Arts, Entertainment, & Recreation	15,304	648.1	42,347
72: Accommodation & Food Services	2,174	94.0	43,260
81: Other Services	22,600	622.3	27,538

Source: 2012 Nonemployer Statistics



U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 census.gov

D - Data withheld to avoid disclosing information for individual companies
 N/A - Data or ratio are not available
 Note: For information on survey methodology, see the Source links at the bottom of the page.

Thank You!

Andrew.W.Hait@census.gov

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