

Exploring Census Data Using Census Business Builder (CBB)

Oregon & Washington State Data Centers 2024 Joint Annual Affiliate Meeting

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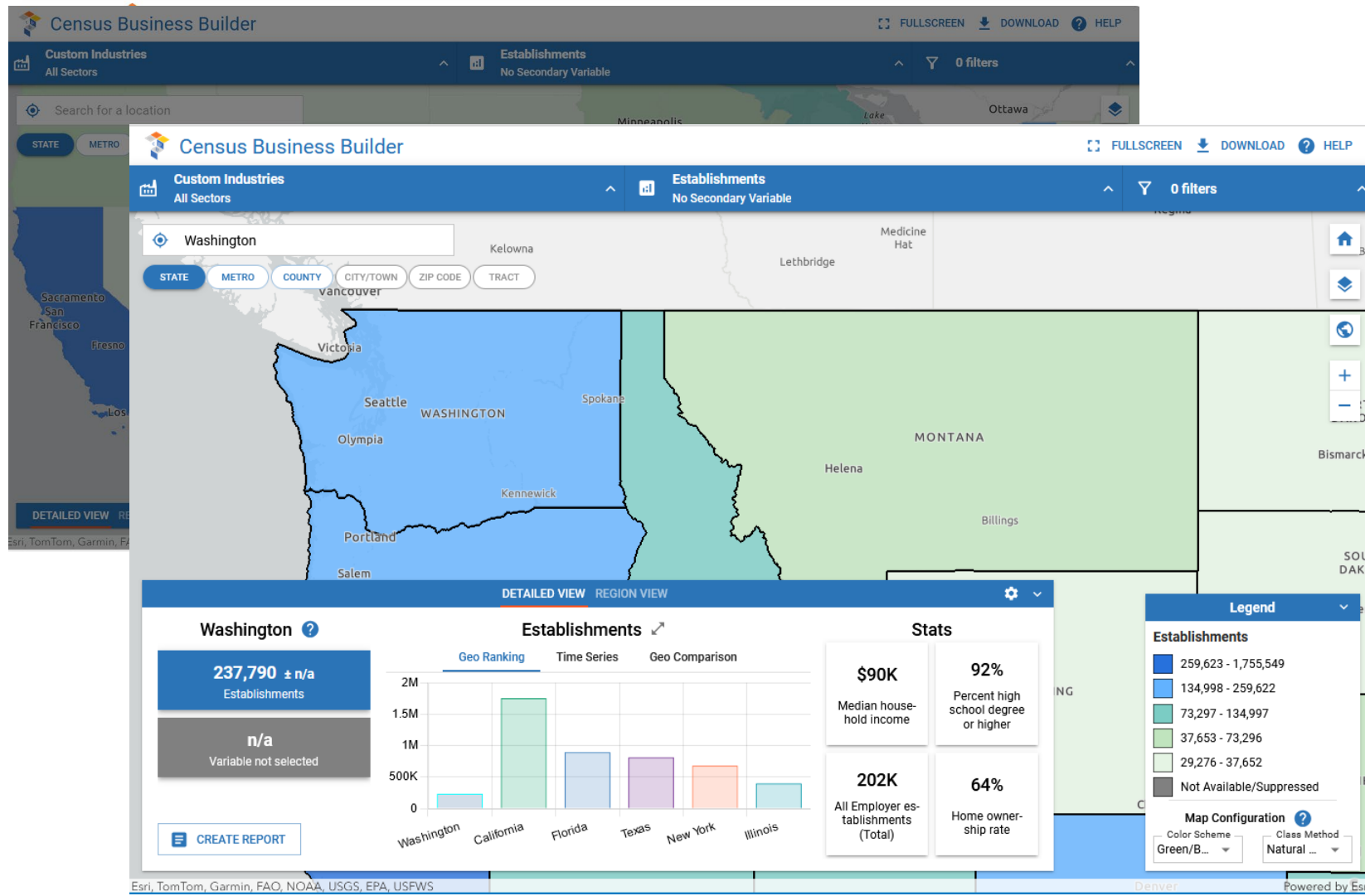
(301) 763-7686



Census Business Builder

Guiding Principles

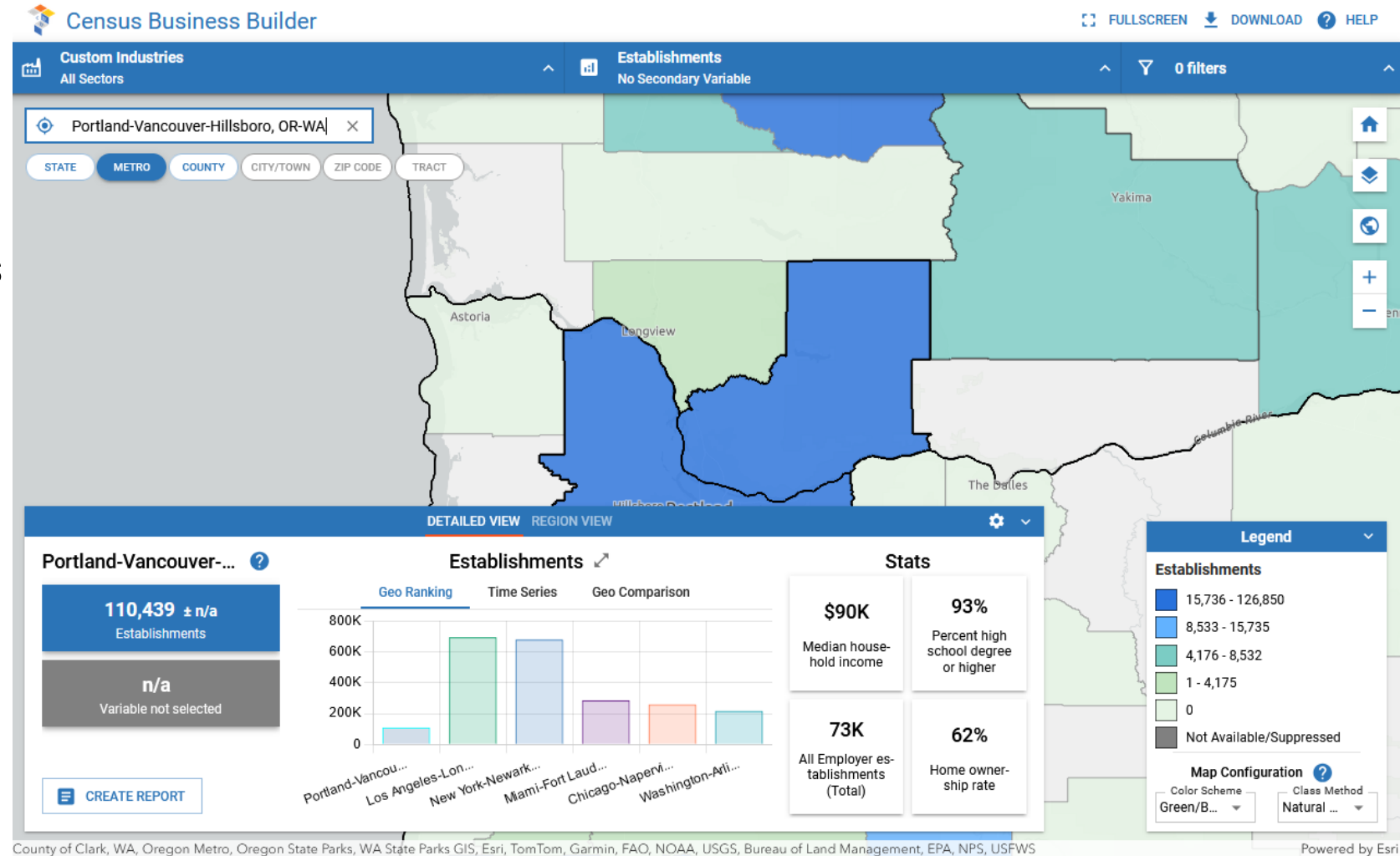
- Easy to use
- Customer focused
- Provide access to Census data and more
 - BLS, USDA, & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud



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

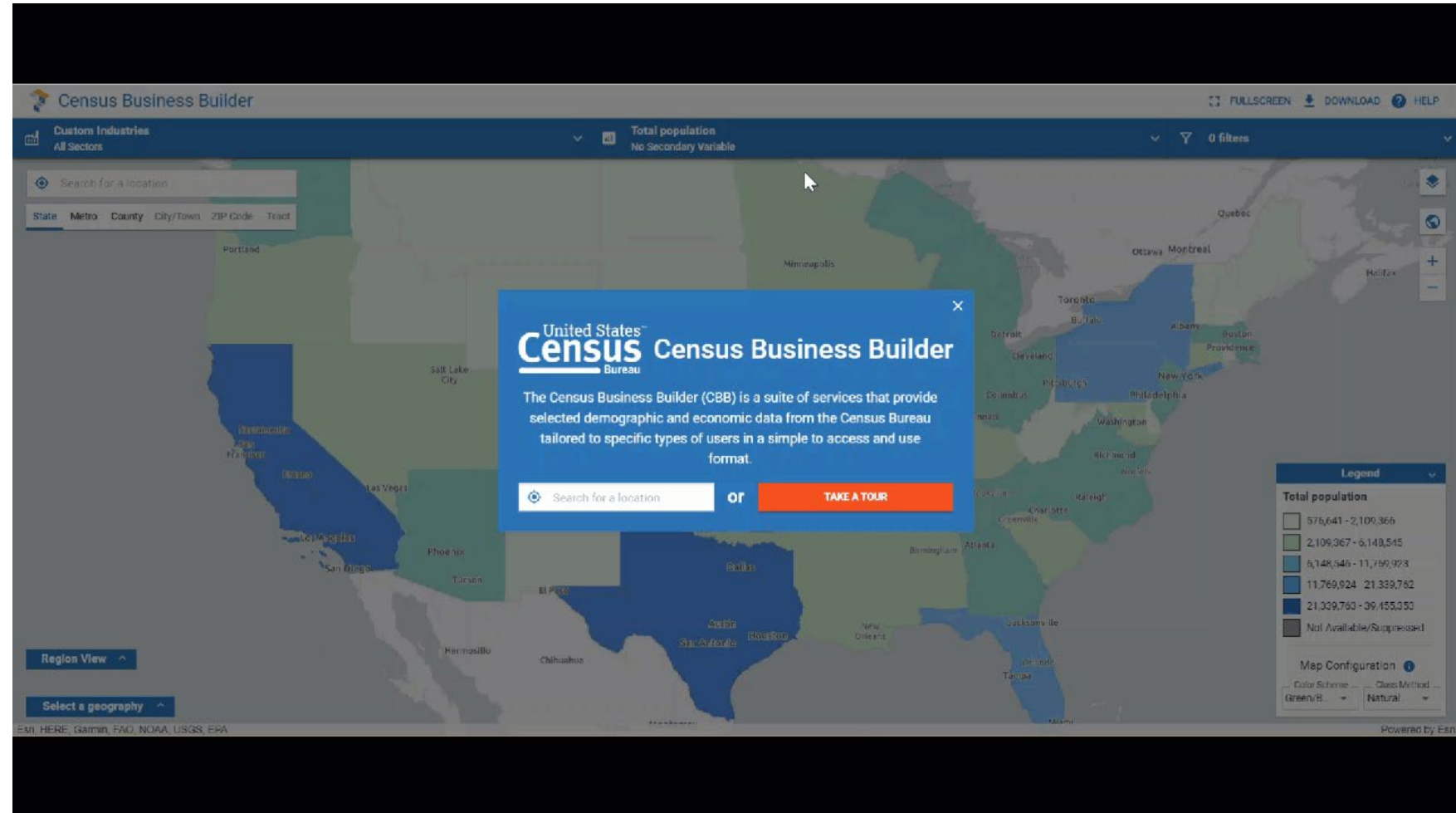
CBB User Experience

- 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

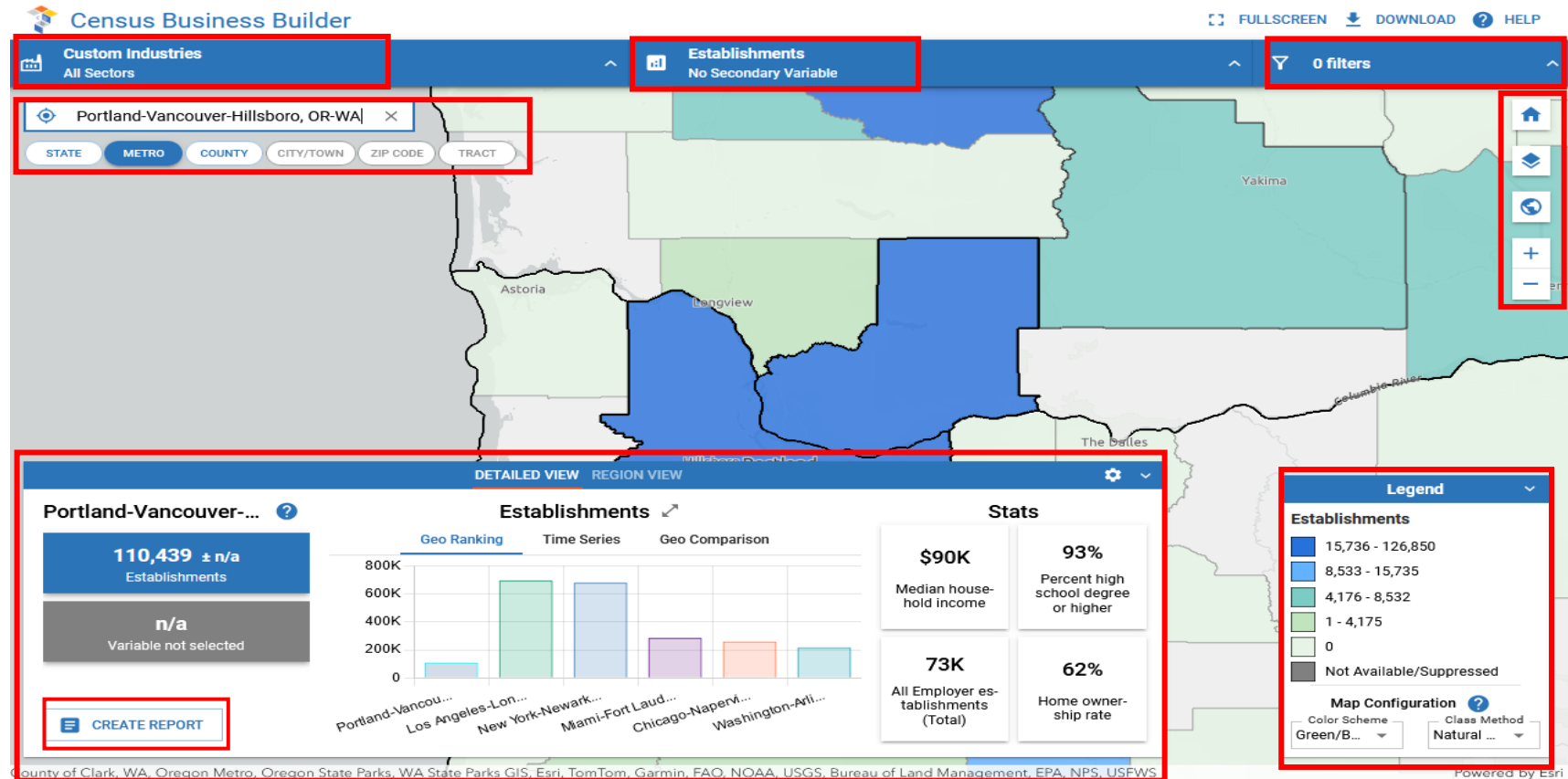
- Tour will walk you through the core functionality of the application



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 the 'Business Profile' interface for 'Custom Industries - Washington'. At the top right, there are navigation links for 'HELP', 'EXPORT', and 'SETTINGS'. A left sidebar contains a 'Table of Contents' menu with the following items: Contents (highlighted), Map, Supply Chain (with sub-items: Top 10 Imports in Selected Area, Top Nationally Significant Industries in Selected Area), Consumers/Residents (with sub-items: Demographic Characteristics, Socioeconomic Characteristics, Housing Characteristics, Employment Characteristics), Business Summary (with sub-items: Employer Businesses, Business Revenue, Nonemployer Businesses, Workforce, Quarterly Businesses, Building Permits), Business Comparison, and Businesses Totals.

The main content area is titled 'Contents' and includes the following sections:

- What will I find in this report?**
- My Customers**
The Consumers/Residents section provides summarized demographic information for **Washington**. 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 **Washington**. 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 **Washington**. 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 **Washington**.

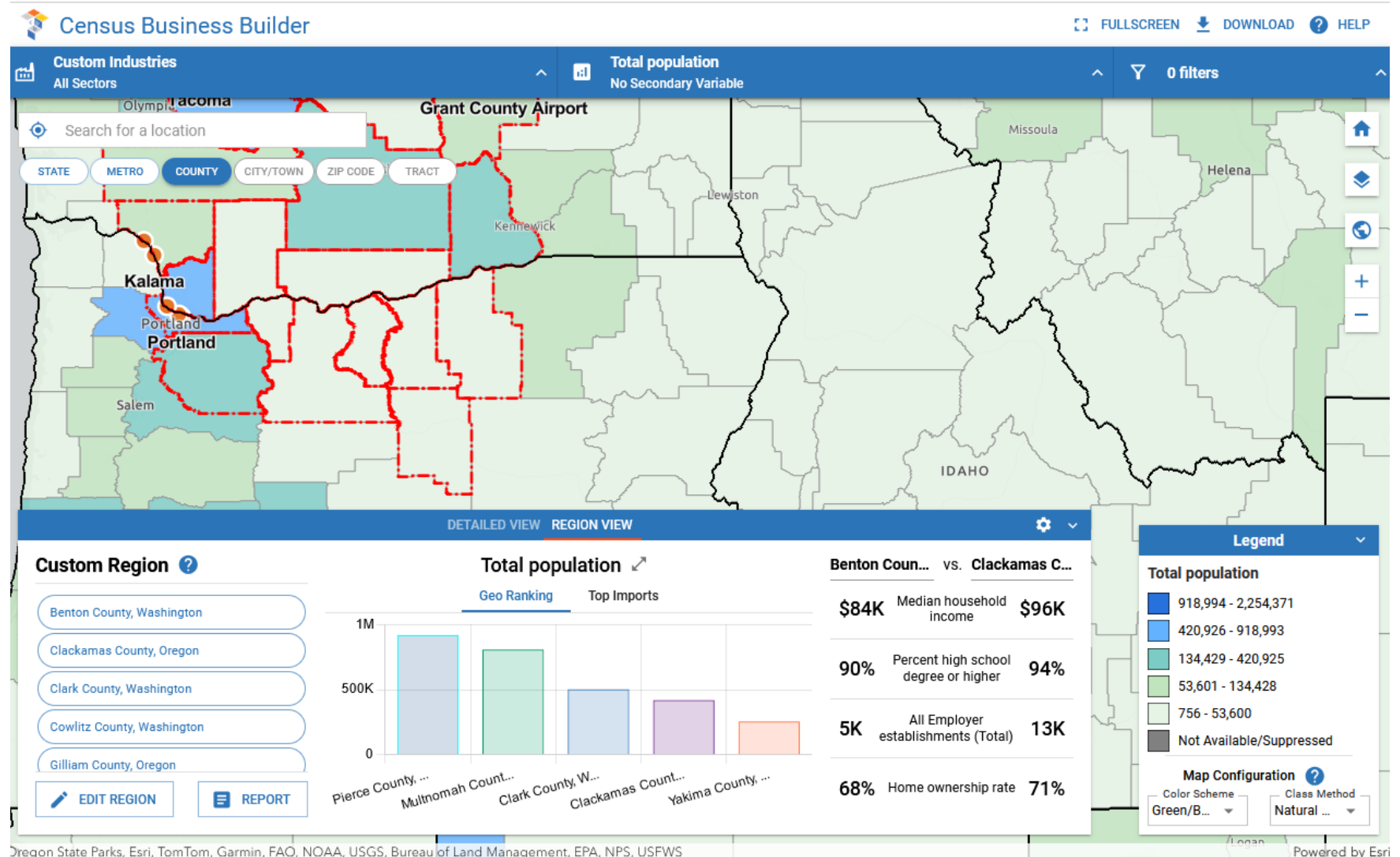
A callout box on the right states: 'Custom Industries is comprised of: [Total for all sectors](#)'.

At the bottom, there is a 'Map' section titled 'Establishments in Washington' with a map showing locations like Abbotsford, Grand Forks, and Trail, and a legend for 'Establishments'.

CBB - Region Builder

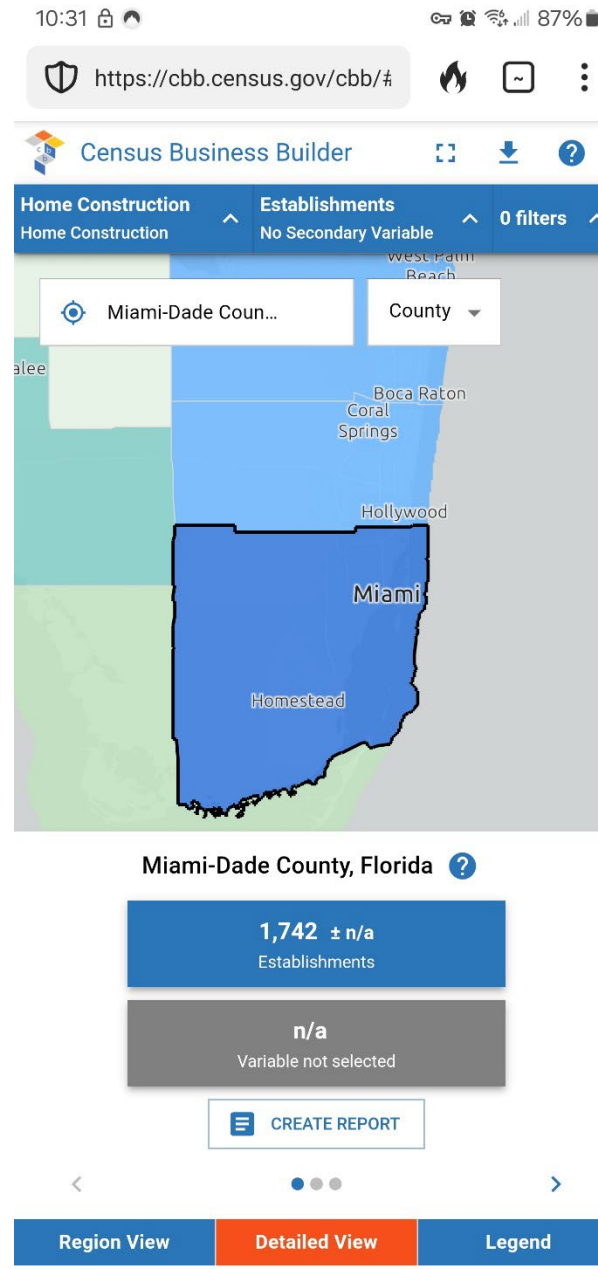
Multiple options to build a region

- 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

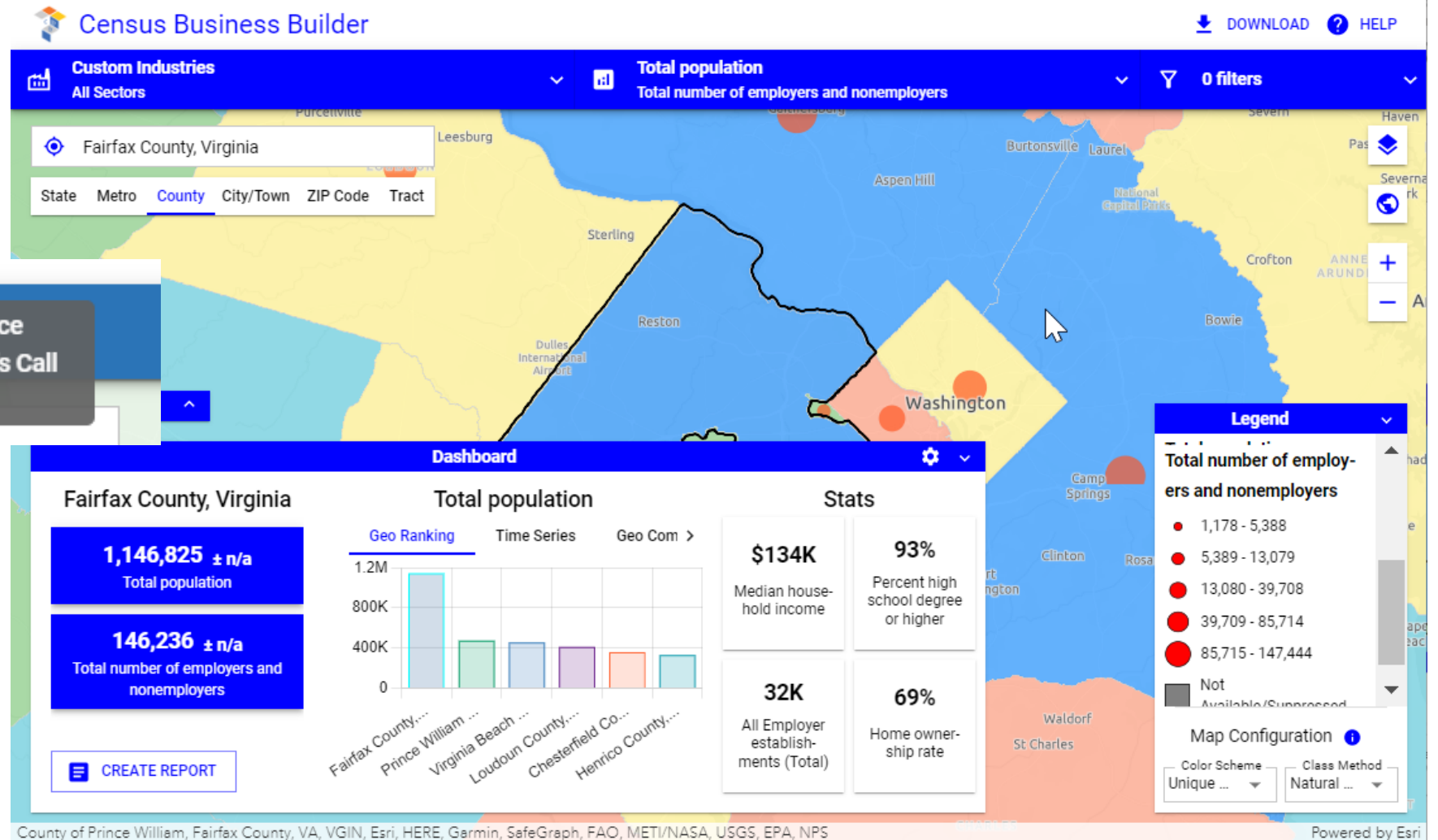
Designed to be accessible via mobile phones, tablets, and desktop.



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 Call Center at (301)763-4636.

Live Demo

Cbb.census.gov

Q & A and Thank You!

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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

