

Census Has Business Data?

The *2017 Economic Census* and Tools

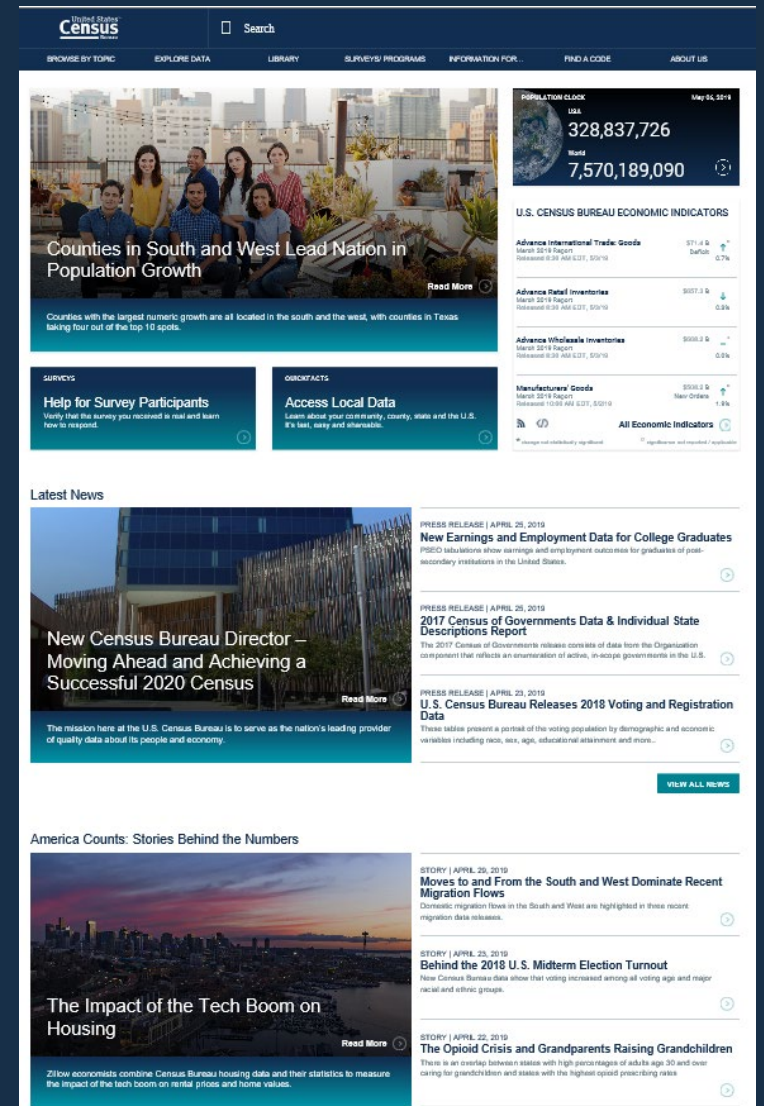
Annual NM Data Users Conference 2019
November 14th, 2019

Presented by: Andrew W. Hait
U.S. Census Bureau

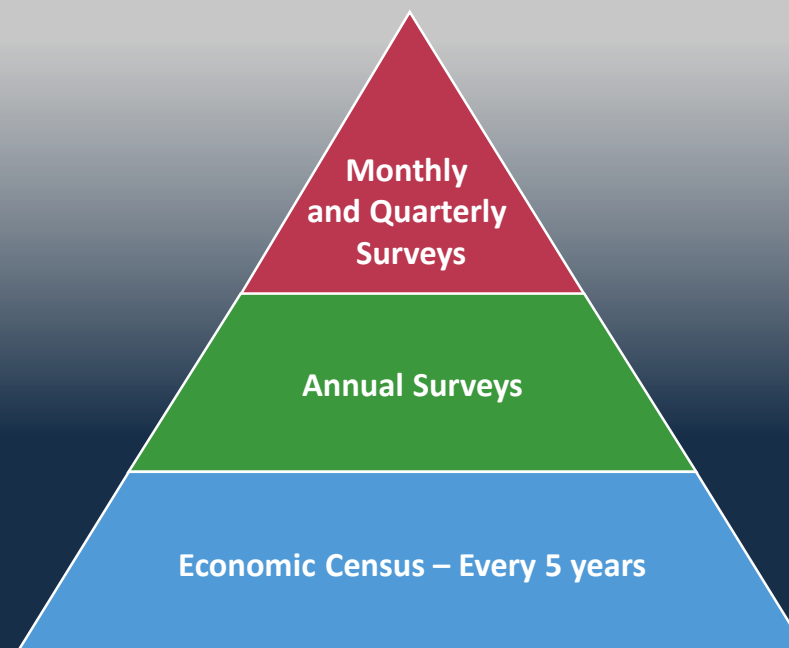


About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>



Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
 - Released on data.census.gov, *Census Business Builder*, and other Census tools

Also have related data based on the **race**, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*



For a preview of the key changes, view our recorded webinar at <https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html>.

**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)



2017 Economic Census

See How It All Adds Up



U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
[census.gov](https://www.census.gov)

Source: www.census.gov/EconomicCensus

Key Changes in the 2017 Economic Census

- **Geographic area** changes (counties, places, metros)
- **North American Industry Classification System (NAICS)** changes (new codes, changed codes)
- The New **North American Product Classification System (NAPCS)** (replaces old “Product Lines” tables)
- Other changes
 - **Dropped** and **Changed** “Miscellaneous Subjects” tables
 - **New Disclosure Rules** (and their impacts)
 - New **Data.census.gov** dissemination platform

Geographic Area Changes for 2017 EC

- **15 states** had metro areas (CBSAs) with some type of change
- **3 states** had counties with some type of change
 - Alaska, South Dakota, and Virginia
- **Every state** had economic place changes (**16,349** Places and parts; **58% changed**)
 - **4,891** Places with Area Gain
 - **3,976** Places with Area Loss
 - **125** Places where their code and/or name changed
 - **442** New Economic Places
 - **171** Dropped Economic Places
- **Island Areas**
 - No metro changes for Puerto Rico, no county- or place-equivalent changes for any of the other 4 island areas (U.S. Territories)

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

Geographic Area Changes for New Mexico

- **New Ruidoso Micro Area** (made up of Lincoln County)
- **104** economic place changes
 - **46** Places with Area Gain
 - **53** Places with Area Loss
 - **2** Places where their name changed
 - Rio Communities
 - Kirtland

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
031	McKinley County	18940	Crownpoint CDP
043	Sandoval County	67450	San Felipe Pueblo CDP
		70810	Santo Domingo Pueblo CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	14950	Chimayo CDP
039	Rio Arriba County	14950	Chimayo CDP
		21390	Dulce CDP
049	Santa Fe County	14950	Chimayo CDP
055	Taos County	61710	Ranchos de Taos CDP

NAICS



- The standard used by US Federal statistical agencies to classify businesses
- Developed by **OMB**, [Statistics Canada](#), and [Mexico's stat agency](#) (INEGI)
- Helps ensure statistical **comparability** across North American countries
- Adopted in **1997** and updated every 5 years (see the [2017 NAICS Manual](#))
- Types of Changes
 - One-to-One (Recode), Many-to-One (Combo), Many-to-Many, and One-to-Many (Splitters) (none for 2017)

NAICS Changes for 2017

Visit the NAICS website for more information
 (<https://www.census.gov/eos/www/naics/>)

- Mining
- Manufacturing
- Retail Trade

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction <i>crude petroleum extraction</i>	211120	Crude Petroleum Extraction
	<i>natural gas extraction</i>	211130	Natural Gas Extraction
211112	Natural Gas Liquid Extraction		
212231	Lead Ore and Zinc Ore Mining	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
333913	Measuring and Dispensing Pump Manufacturing		
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing	335220	Major Household Appliance Manufacturing
335228	Other Major Household Appliance Manufacturing		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
452111	Department Stores (except Discount Department Stores)		
452112	Discount Department Stores <i>insignificant perishable grocery sales</i>	452210	Department Stores
	<i>significant perishable grocery sales</i>		
452910	Warehouse Clubs and Supercenters	452311	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping		
454112	Electronic Auctions	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses		

NAICS Changes for 2017 (cont.)

- Information

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
512210	Record Production	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution		
517110	Wired Telecommunications Carriers	517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)	517312	Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
532220	Formal Wear and Costume Rental	532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental	532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental	532283	Home Health Equipment Rental
532292	Recreational Goods Rental	532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental	532289	All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	541713	Research and Development in Nanotechnology
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	541714	Research and Development in Biotechnology (except Nanobiotechnology)
		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

North American Product Classification System (NAPCS)

- **Product Lines** provide a more detailed breakout of the products made and sold and services provided by businesses
- **2012 Economic Census Product Lines Data**
 - Mining and Manufacturing
 - Product lines data shown at the 6- thru 10-digit product code levels
 - Construction
 - Data by Kind of Business and Type of Construction shown in place of product lines
 - Other Sectors
 - Show data at the broad (end in “0”) and detailed lines
- **2017 Economic Census NAPCS Data**
 - Will make it easier to compare data across sectors

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)

Other Changes for 2017

- “Structural” Product Changes
 - New “First Look” release
 - Preliminary National data only for 2- thru selected lower level NAICS detail (will be superseded by data in later reports)
 - Establishment & Firm Size releases
 - Consolidated into 7 tables (separate tables in 2012)
 - Size categories standardized across sectors
 - Adjustments to Miscellaneous Subjects tables
 - 38 tables dropped and 7 tables added
 - Class of Customer, Enterprise Support, and Exported Services no longer separate releases by sector

2017 Economic Census Planned Data Product Releases

Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
Services: Geographic Area Statistics		
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Report Title	Planned Release Date or Date Range
	Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects		
Retail Trade: Miscellaneous Subjects		
Zip Code Statistics	December 2021	

Other Changes for 2017 (cont.)

- **New Disclosure Rules**
- NAICS and Geographic levels published in **Geographic Area** tables
 - **No Place-level data** for Manufacturing
 - Published levels for other sectors may be reduced based on response rates, data quality, suppression rules, and other factors
- **Economic Census of Island Areas**
 - Releases will mirror the U.S. data tables as much as possible (consolidated)
- New **Data.census.gov** dissemination platform

Geographic Coverage for the Economic Census

"X" denotes geographic coverage in the 2017 Economic Census.

Sector	U.S./States	Metro Areas	Counties	Places	ZIP Codes
Mining	X				
Utilities	X	X	X	X	
Construction	X				
Manufacturing	X	X	X	X	
Wholesale Trade	X	X	X	X	
Retail Trade	X	X	X	X	X
Transportation and Warehousing	X	X	X	X	
Information	X	X	X	X	
Finance and Insurance	X	X	X	X	
Real Estate and Rental and Leasing	X	X	X	X	
Professional, Scientific, and Technical Services	X	X	X	X	X
Management of Companies and Enterprises	X				
Administrative and Support and Waste Management and Remediation Services	X	X	X	X	X
Educational Services	X	X	X	X	X
Health Care and Social Assistance	X	X	X	X	X
Arts, Entertainment, and Recreation	X	X	X	X	X
Accommodation and Food Services	X	X	X	X	X
Other Services (Except Public Administration)	X	X	X	X	X

Where to Access the 2017 Economic Census Data

QuickFacts

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

United States Census Bureau

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Respond, Survey Data | NEWSROOM: News, Blogs | ABOUT US: Our Research

QuickFacts UNITED STATES
QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Search: Enter state, county, city, town, or ZIP code. -- Select a fact --

Table

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,178
PEOPLE	

Industry Statistics Portal (ISP)

ISP Industry Statistics Portal Business Data from the U.S. Census Bureau

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services

2012 NAICS SEARCH
Enter a NAICS code or Title

This application provides access to the Census Bureau programs that provide economic data for a user-selected industry. To choose the industry you are interested in:

- Enter the 2012 North American Industry Classification System (NAICS) code or keyword into the NAICS SEARCH box above, or
- Choose the industry from the SELECT AN INDUSTRY menu to the left.



Census Business Builder

Census Business Builder: Small Business Edition - 2.6

Determine the Best Location for Your Business

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it.

My Location
or
State, County, City/Town, or ZIP Code

Go To Map

Create Report

or Search for your type of business
Industry Title, Keyword, or NAICS Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CSBE Home Page](#).
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Release: 2.6 (Build: 6)

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

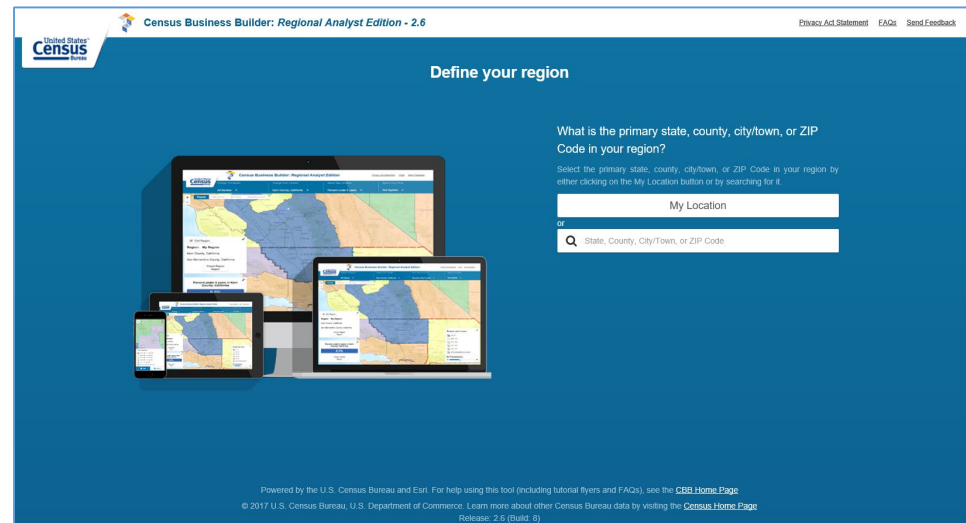
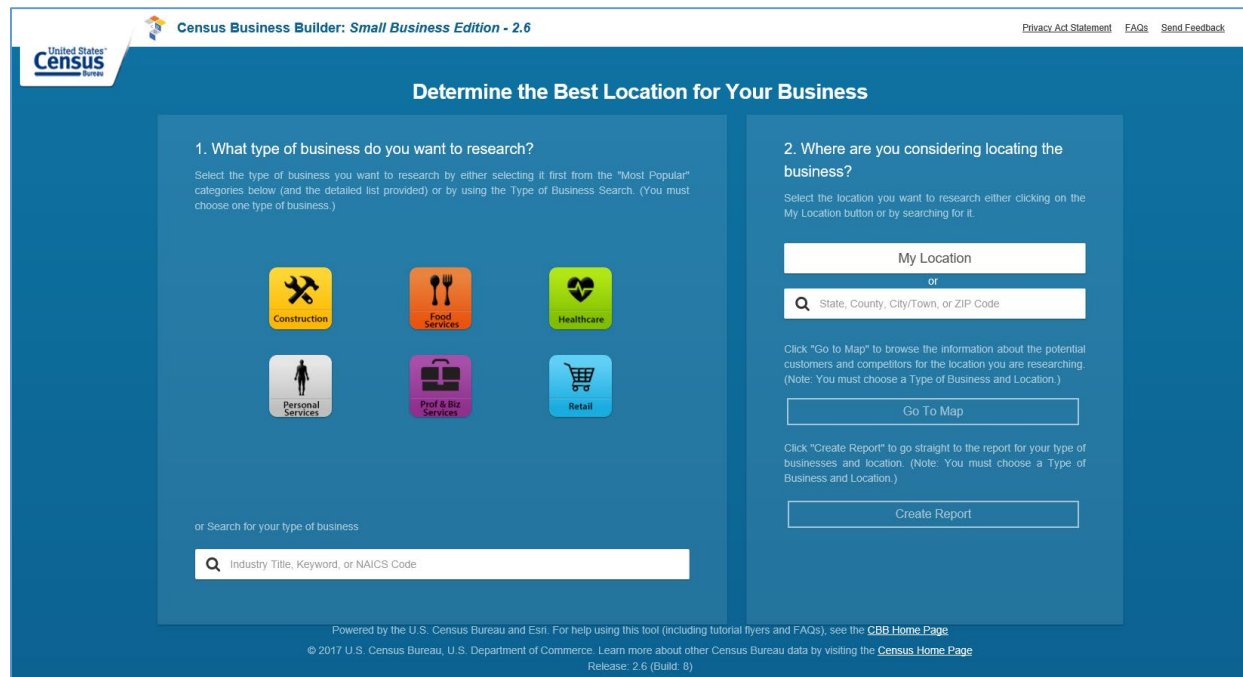
I'm looking for ...

Advanced Search

Send Feedback
cedsci.feedback@census.gov



Census Business Builder: Small Business and Regional Analyst Editions



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
- Provide for free

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

Industry Selection

Choose the type of business to research via the "Most Popular" buttons...

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

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Clear Selections



... or via the Industry Search

Boxes, **jewelry**, wood or part wood, manufacturing (321920)
===== Metal coating, engraving (except **jewelry** and silverware), and allied services to manufacturers (332812)
===== **jewelry** and silverware manufacturing (33991)
===== **jewelry** and silverware manufacturing (339910)
===== **jewelry** watch, precious stone, and precious metal merchant wholesalers (42394)
===== **jewelry** watch, precious stone, and precious metal merchant wholesalers (423940)
Antique **jewelry** merchant wholesalers (423940)
Costume **jewelry** merchant wholesalers (423940)
jewelry merchant wholesalers (423940)
jewelry boxes merchant wholesalers (424990)
Costume **jewelry** stores (448150)
jewelry stores, costume (448150)
==== **jewelry**, luggage, and leather goods stores (4483)
===== **Jewelry** stores (44831) **↑**
===== **Jewelry** stores (448310)
Jewelry stores, precious (448310)
Jewelry design services (541490)
Jewelry repair shops without retailing new jewelry (811490)

Q jewelry|

CBB: SBE "Splash Page"

United States Census Bureau


Census Business Builder: Small Business Edition - 2.6

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

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

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)



or Search for your type of business

Q Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

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

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)
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Release: 2.6 (Build: 8)

CBB: SBE "Splash Page"

United States Census Bureau

Census Business Builder: Small Business Edition - 2.6

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

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

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

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 location you want to research 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 the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

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Release: 2.6 (Build: 8)

Location Selection

Choose the location to research via the "My Location" button...

My Location

or

State, County, City/Town, or ZIP Code

==== ZIP Code =====

21114

==== County =====

Anne Arundel County, Maryland

==== Tract =====

Census Tract 7022.09, Maryland

==== City/Town =====

Crofton CDP, Maryland

==== State =====

Maryland

... or via the Geography Search

anne

==== County =====

Anne Arundel County, Maryland

CBB: SBE “Map Page”

Menu Bar

Use the options in this menu to change the:

- Kind of business being researched
- Location being researched (You don't have to return to the Splash Page to change these.)

You can also use this menu to change the:

- Variable (data item) displayed on the map
- Variable(s) used to filter the geographic areas shown on the map

Census Business Builder: Small Business Edition - 2.6

Change Your Industry: Food Services, Restaurants | Change Your Location: Los Angeles County, California | Select Map Variable: Total population | Select Your Filter: Not Applied

State: County | City/Town | ZIP Code | Tract

Los Angeles County, California

10,105,722 (n/a)
Total population (MoE +/-)

Total population

Period	Total population
2008-2012	10,105,722
2013-2017	10,105,722

Geo hierarchy not presentable

\$61,015
Median household income (\$262)

78.2%
Percent high school degree or higher (0.2%)

45.9%
Homeownership rate (0.3%)

8,113
All Employer establishments (Total) (n/a)

Total population

- 3,155,816 - 10,105,722
- 2,112,436 - 2,355,002
- 847,834 - 878,744
- 204,691 - 442,996

Map Configuration: Default Scheme, Quantile Classing Method

Esri, HERE, Garmin, FAO, USGS, EPA, NPS | Powered by Esri

Map Variables Menu: Data in CBB

Please Select a Map Variable

Primary Category

Customers **Businesses (Annual)** Businesses (Quarterly) Workforce Building Permits

Consumer Spending **My Variables**

Secondary Category

Employers Nonemployers Key Ratios International Trade

Map Variables

- All Employer establishments (Total)
- Total employment of employers
- Total annual payroll of employers (\$1,000)
- Total revenue of employers (\$1,000)
- Number of firm operations (Ag only)

No Data Variable is selected

Select Variable Close

Information may not be available for all industries and areas to protect the privacy of individual companies.

Includes key information that you can use to better understand your market. To learn more, see www.census.gov and <https://www.bls.gov/cew/>

You can also upload your own data into CBB using the My Variables tab

Demographic Data from the American Community Survey 5-Year Estimates

Annual Employer and Nonemployer Business Data from CBP, Nonemployer Statistics, EC, SBO, the Census of Ag (USDA), and International Trade Report

Quarterly Employer Business Data from the **BLS Quarterly Census of Employment and Wages (NEW)**

Workforce Data from the Quarterly Workforce Indicators

Annual Employer Data by Business Size and Worker Age from CBP and QWI (NEW)

Residential Building Permits Data from the Building Permits Survey

Consumer Spending Data from Esri

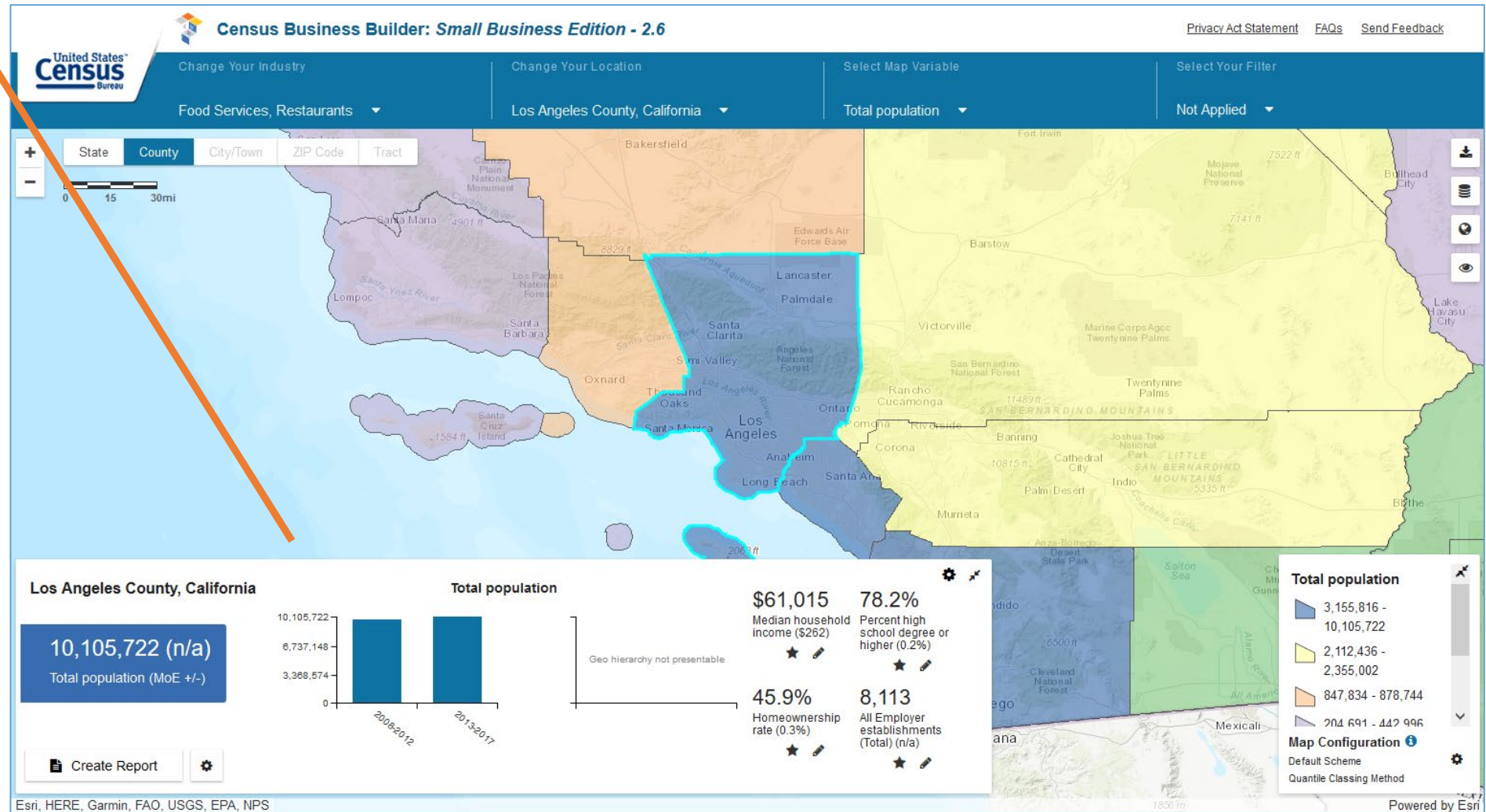
Map Dashboard

CBB: SBE “Map Page”

This panel displays:

- The value for the selected variable and the geographic area highlighted on the map (plus the variable title and margin of error)
- Bar charts comparing the variable over time and by geography (e.g. County to State to Nation)
- 4 additional (and customizable) data variables

The dashboard can be minimized using the arrow icon in the upper right corner and Customized using the “gear” icon just to the left.



CBB: SBE “Map Page”

Map Buttons

These buttons allow the user to:

- Download the data displayed in the visible map to a CSV or Excel file
- Add Reference Layers to the map from either a preselected Gallery, a ShapeFile, or a Map Service
- Change the basemap from the default Topographic map to Imagery or Dark
- Change the map transparency so that the base map is more or less visible

CBB: SBE “Map Page”

Census Business Builder: Small Business Edition - 2.6

United States Census Bureau

Change Your Industry: Food Services, Restaurants

Change Your Location: Los Angeles County, California

Select Map Variable: Total population

Select Your Filter: Not Applied

Map Legend: Total population

- 3,155,816 - 10,105,722
- 2,112,436 - 2,355,002
- 847,834 - 878,744
- 704,691 - 447,996

Los Angeles County, California

10,105,722 (n/a)
Total population (MoE +/-)

Total population

10,105,722
6,737,148
3,368,574

2008-2012 | 2013-2017

Geo hierarchy not presentable

\$61,015
Median household income (\$262)

78.2%
Percent high school degree or higher (0.2%)

45.9%
Homeownership rate (0.3%)

8,113
All Employer establishments (Total) (n/a)

Map Configuration

Default Scheme

Quantile Classing Method

Powered by Esri

Map Legend

The legend displays the data range values for each of the displayed map classes.

The Map Configuration “gear icon” allows the user to change the:

- Map color palette from the default 5 color option to 2 and 3 color options
- Map classing scheme from the default Quantiles method to Equal Intervals

(To learn more about the Map Configuration settings, click on the blue “i” icon.)

CBB: SBE “Map Page”

Geographic Levels Menu and Zoom Buttons

This menu allows the user to change the level of the geographic areas shown on the map from what was first selected on the Splash Page to 4 other levels.

The Zoom buttons allow the user to zoom the map in and out. Note that some geographic levels are only selectable at certain zoom levels (e.g. you need to zoom in first to view ZIP and Tract level data.)

The Zoom level also impacts the geographic labels (like ZIP Codes) displayed on the map.

Note that the map can also be panned with a mouse.

Census Business Builder: Small Business Edition - 2.6

Change Your Industry: Food Services, Restaurants | Change Your Location: 90802 | Select Map Variable: Percent 21 years and over | Select Your Filter: Not Applied

Geographic Levels: State | County | City/Town | **ZIP Code** | Tract

ZIP Code: 90802

81.6% (3.1%)
Percent 21 years and over (MoE +/-)

Time Series not available

Percent 21 years and over

Category	Value
Median household income (\$2,266)	\$51,302
Homeownership rate (1.8%)	21.6%
Percent high school degree or higher (3.5%)	87.3%
All Employer establishments (Total) (n/a)	80

Percent 21 years and over

Color	Range
Dark Blue	78.9% - 100%
Light Blue	75.1% - 78.8%
Yellow	72.5% - 75%
Orange	68.4% - 72.4%

Map Configuration: Default Scheme, Quantile Classing Method

Powered by Esri

CBB: SBE "Map Page"

Filter Menu

This menu allows the user to choose the areas shown on the map based on data values of up to 5 variables.

First, the user selects the variable from a menu that's similar to the map variables menu.

Next, the user chooses the min and/or max values for the variable.

Select the Filter's Value

Median household income Enter values manually

Minimum: \$20,341 Maximum: \$215,122

\$117,732 \$215,122

Apply Filter **Back**

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. To learn more, see [www.census.gov](#)

Finally, the user applies the filter; the map repaints to show just the geographic areas that meet the criteria chosen.

Note: Map can be **bookmarked** for sharing with others

CBB: SBE Report

The menu in the top right of the report allows the user to:

Long Beach city, California

72% (0.4%)
Percent 21 years and over (MoE +/-)

Median household income (\$1,353): \$58,314
Percent high school degree or higher (1%): 79.8%

LOCAL BUSINESS PROFILE
Restaurants - Long Beach city, California

My Potential Customers

Includes information on total population and population by age, race, and ethnicity from the 2008-2012 and the 2013-2017 American Community Survey 5-Year Estimates

Name	Estimate		
Total population	470,489	✓	📍
Percent under 5 years	7.0%	✓	📍
Percent under 18 years	23.7%	✓	📍
Percent 18 years and over	76.3%	✓	📍
Percent 21 years and over	72.0%	✓	📍
Percent 65 years and over	10.7%	✓	📍
Percent White	52.47%	✓	📍
Percent Black or African American	12.92%	✓	📍
Percent American Indian and Alaska Native	1.21%	✓	📍
Percent Asian	13.23%	✓	📍
Percent Native Hawaiian and Other Pacific Islander	0.91%	✓	📍
Percent some other race	14.61%	✓	📍
Percent two or more races	4.66%	✓	📍
Percent Hispanic (of any race)	42.83%	✓	📍

Demographic Characteristics

Percent 21 years and over (2008-2012): 66.7%

Percent 21 years and over (2013-2017): 66.7%

Percent 21 years and over (Long Beach city): 66.7%

Percent 21 years and over (California): 66.7%

Percent 21 years and over (U.S.): 66.7%

Display MOEs | Configure Contents | Download Data | Help

CONTENT

- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Building Permits
- #5: Consumer Spending
- #6: About Data

Create Local Area Profile report

Create Report

Report

All of the data presented in the map can also be viewed in a customizable, bookmarkable, interactive report. Clicking on the “Create Report” button in the Dashboard launches the report. The “gear” icon to the right of the button allows the user to customize the report to show or hide the report sections interested in.

- Turn the Margins of Error on/off
- Customize the report
- Download the report (to a CSV, Excel, or PDF)
- Get Help

CBB: RAE “Splash Page”

Location Selection

Choose the primary geography for your region via the “My Location” button...

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.6

Privacy Act Statement | FAQs | Send Feedback

Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

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

My Location

or

State, County, City/Town, or ZIP Code

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

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Release: 2.6 (Build: 8)

My Location

or

State, County, City/Town, or ZIP Code

==== ZIP Code =====

21114

==== County =====

Anne Arundel County, Maryland

==== Tract =====

Census Tract 7022.09, Maryland

==== City/Town =====

Crofton CDP, Maryland

==== State =====

Maryland

... or via the Geography Search

anne

==== County =====

Anne Arundel County, Maryland

CBB: RAE "Map Page"

Region Panel

This panel is used to build a region of 2 or more areas. The areas can be made up of up to 24 states, counties, cities/towns, ZIP Codes, and/or Census Tracts.

To build a region, first click on the Edit Region button. Then select the areas you want to build your region from. You can select them either by clicking on the map or by using the Drawing Tools (NEW).

You can also name your region in the My Region box.

CBB: RAE Reports

There are 2 different reports in RAE. Clicking on the Create Region Report button in the Region panel creates a report that summarizes the data for all of the states, counties, cities/towns, or ZIP Codes that make up your region.

Clicking on the Create Report button in the Dashboard creates a report for just one of the states, counties, cities/towns, or ZIP Codes that make up your region.

You can also navigate from the Region report to the individual reports using the hyperlinks in the cover sheet (NEW).

LOCAL BUSINESS PROFILE

All Sectors - Long Beach area

Display MOEs

Summary Report Detailed Report

[Configure Contents](#) [Download Data](#) [Help](#)

Includes information on social and economic characteristics from the 2008-2012 and the 2013-2017 American Community Survey 5-Year Estimates

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

Socioeconomic Characteristics

Name	Estimate	
Average income	\$87,255	↗ 📍
Percent high school degree or higher	77.7%	↗ 📍
Percent Bachelor's degree or higher	32.1%	↗ 📍
Average household size	2.89	↗ 📍
Percent in poverty	18.8%	↗ 📍
Percent population 16 years and over in labor force	65.7%	↗ 📍
Percent employed	60.5%	↗ 📍
Percent disabled		
Percent with health coverage		
Average travel time (mins)		
Percent workers use public transportation		
Percent veterans		
Percent foreign born		
Percent speaking S		

Average income

Long Beach area is comprised of:

- [Balance of Orange County, California](#)
- [Balance of Los Angeles County, California](#)
- [Artesia city, California](#)
- [Long Beach city, California](#)
- [Bellflower city, California](#)
- [Carson city, California](#)
- [Compton city, California](#)
- [Cerritos city, California](#)
- [Cypress city, California](#)
- [East Rancho Dominguez CDP, California](#)
- [Hawaiian Gardens city, California](#)

Average income



What's Coming in December (version 3.0)

- **Data Updates** for many programs
 - New data
 - More data
- **Platform Updates**
 - Improved performance
 - Ability to view more data on the map at a time
 - Automatic filter
- **Shapefile** Download option
- Build your region in RAE via **Shapefile Upload** option

Q & A and Thank You!

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