

North Dakota

LEGENDARY

Economic Development by the Numbers

A source for data and statistical information to assist in promoting your community, county and state.

JULY—AUGUST 2016

Feature: Census Business Builder

Starting a new business can be a significant challenge and undertaking; however, with the use of the Census Business Builder, many of these challenges and obstacles can be overcome. The Census Business Builder is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple-to-access and user-friendly format. The suite currently includes the Small Business Edition and the Regional Analyst Edition. The Small Business Edition provides you with information relative to the type of business you want to start or research and the Regional Analyst Edition will assist you in best defining your region.

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

Key Features:

- Easy to use menus to select your type of business and 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

Sample Reports

- Small Business Edition: Physicians in Phoenix City, Arizona [<1.0 MB]
- Small Business Edition: Physicians in Maricopa County, Arizona [<1.0 MB]
- Regional Analyst Edition: Southern Maryland Region [<1.0 MB]

Which edition is right for you?

- The Small Business Edition presents data for a single type of business and geography at a time
- The Regional Analyst Edition presents data for all sectors of the economy and for a user-defined region made up of one or more counties

We'll begin by navigating to the web site shown above. This will take you directly to the **Census Business Builder** web page. You'll notice that the page addresses "Key Features," "Sample Reports" and "Which edition is right for you?" The "Key Features" explain the primary features associated with this website while the "Sample Reports" provide you with the opportunity to review some of the samples provided to

determine if any of this information may suit your needs relative to your own community. Under "Which edition is right for you?" are the **Small Business Edition** and the **Regional Analyst Edition**.

First, let's click on **Small Business Edition** to get you started and a step closer to your potential business or expansion. You'll notice that you're asked two questions, "What type of business do you want to start or research?" and "Where are you considering locating the business?" The first question provides you with six different business types from which to choose. When you click on one of the business types, you'll then be provided with additional categories related to that particular field. If you don't see the type of business you're interested in, you can click on the word "here" at the bottom of the screen to request that your industry be added. Once you've selected your type of business, you'll then need to address the second question and enter the county, city/town or zip code of your location. You can click on the

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

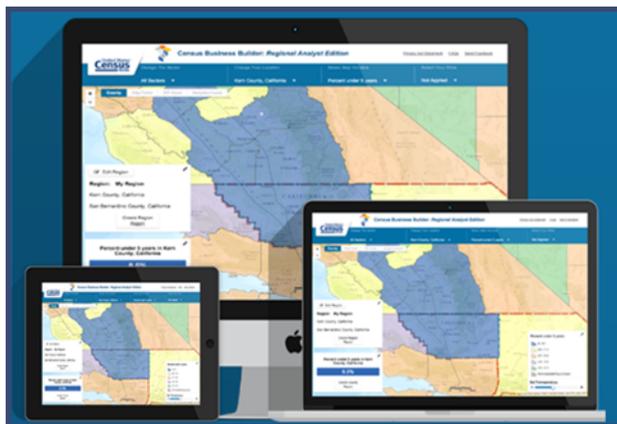
Select your type of business first from the broad categories below and then from the detailed list provided

- Construction
- Food Services
- Healthcare
- Personal Services
- Prof & Bus Services
- Retail

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

small circular **Go to my Current Location** icon to have the program find your location automatically or just enter the information on your own.

Once you have done this, you can click on **Go to Map** or **Create Report** and this will then take you to another page relative to the location you entered. If you click on **Go To Map**, this will take you to a screen that shows you a map of your location as well as other information. Here, you can change your industry and location and you can select different map variables in terms of primary and secondary categories as well as the type of population of your location. If you choose **Create Report**, this will give you a detailed report of your potential customers and other businesses like the one you selected.



This report will also provide information on demographic, socioeconomic and housing characteristics.

Now, let's go back to the main page and click on **Regional Analyst Edition**. You're asked the question "What is the primary county in your region?" Again, you can click on the small icon to have the program locate your county automatically or you can enter the name of your county. Once you have done so, click on **Go to Map** and this will take you to another page relative to the name of the county you entered. Again, you can change your industry and location and also select different map variables in terms of primary and secondary categories as well as the type of population of your location. This report will provide an abundance of information on demographic, socioeconomic and housing characteristics for your county.

Now back in the middle of the home page you'll notice a table that provides "Current Features" and "What's Coming Soon" which reference different features of the Small Business and Regional Analyst Editions. It provides information on current releases, additions and changes coming soon as well as additions and changes in future releases. One of the features I'd like to point out relative to the Small Business Edition is a link to **Data Sources**. Within the same table is a link to **Economic Indicators**. These economic indicators are statistics that allow for analysis of economic performance as well as predictions of future performance.



Near the bottom of the page you'll see a link that takes you to the **Census Bureau Resources for Small Business** to help you better understand your customers, market and region. These resources provide new business seekers with a wealth of information intended to help small businesses succeed and grow.

You'll also want to look for the **Learn More** links in the table column headers which will lead

you to tutorials and other valuable tips. Lastly, you'll notice there is a promotional video called **Census Business Builder Promo**. The video provides step-by-step instructions to help walk you through the various features of the program.

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