

# Census Data Bulletin

Planning Information Center

## Census Business Builder: Small Business Edition

### Census data can support the start or growth of a small business

The Census Business Builder: Small Business Edition (CBB-SBE) is a new resource for entrepreneurs, small business owners, and small business development centers (SBDC). The web-tool, introduced on September 9, 2015, is geared towards assisting business owners and entrepreneurs by providing access to

demographic and economic data, which can support the start or growth of a business.

According to the [Census Bureau](#), the Census Data Builder: Small Business Edition tool, “combines data from the American Community Survey (including population, economic and housing characteristics), the economic census, County Business Patterns and other economic surveys to provide a complete business profile of an area.” Additionally, the business statistics encompass the number of establishments, employment, payroll and sales, and third-party consumer spending data.<sup>1</sup>

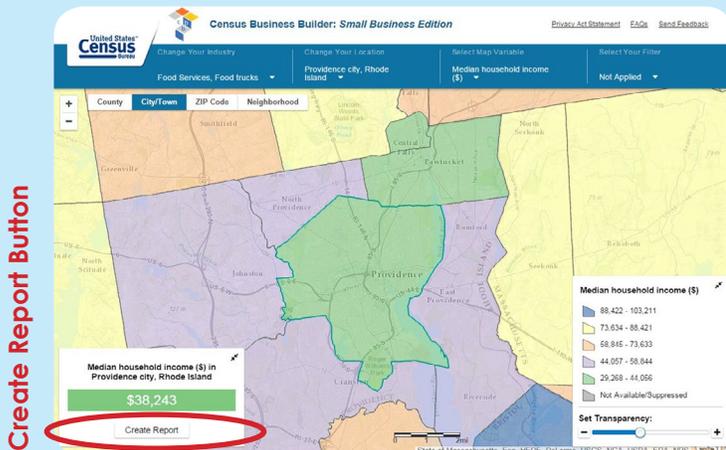
## Utilizing the CBB

Click here to launch the tool.

**1.** Select the type of business you'd like to research. More specific options are listed once a category is selected. For example, we selected food services, and then, food trucks

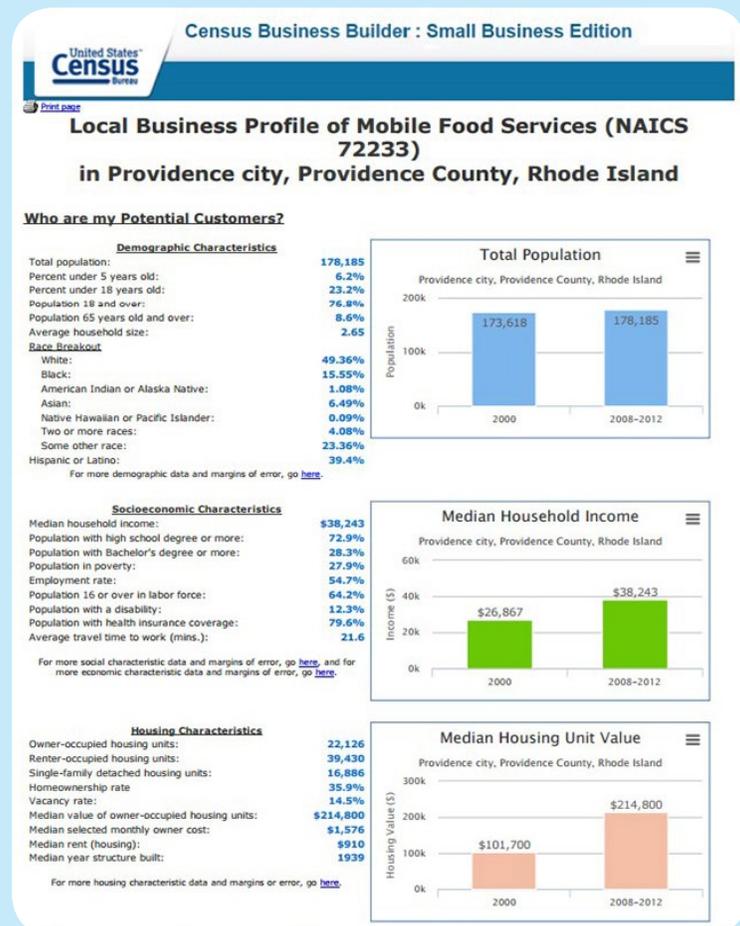


**2.** Create a map, selecting a location, and social and economic variables, such as age and median household income. In this map, we selected Providence and median household income.



**3.** Generate a local business profile, featuring potential customer information, as well as local demographic, socioeconomic and housing characteristics.

For a full overview of the Census Business Builder, check out the tutorial videos [here](#).



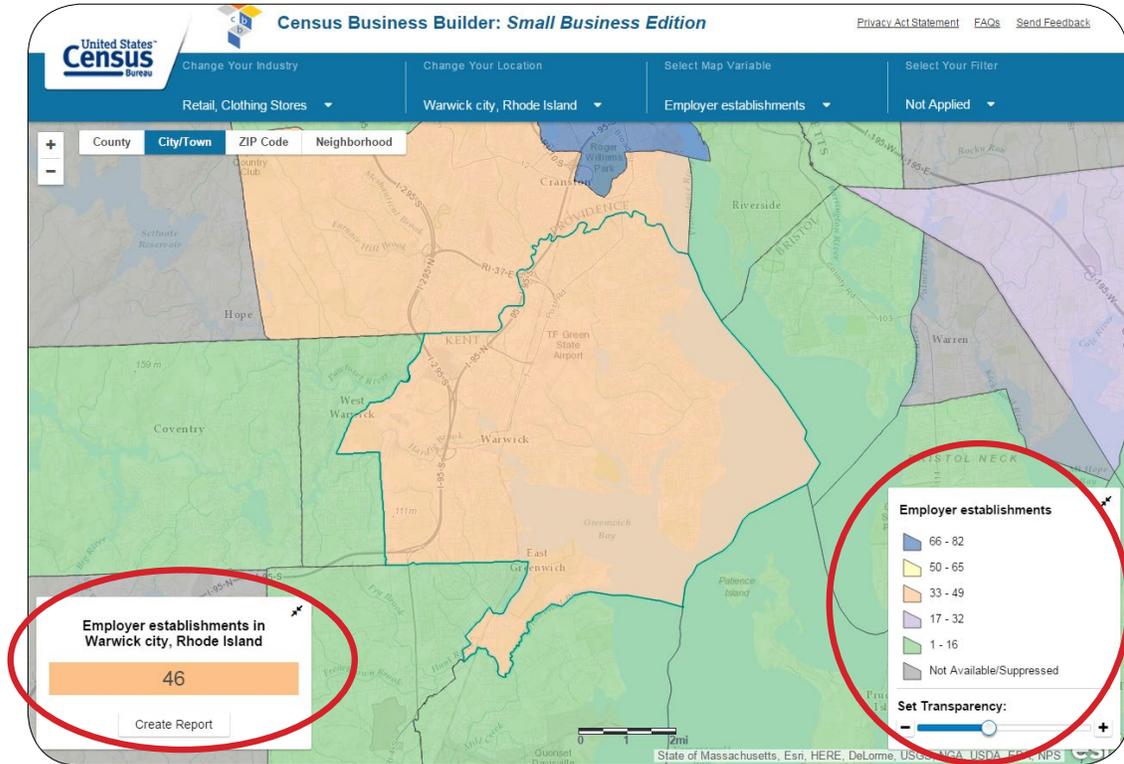
# How Planners and Practitioners Can Benefit

In addition to serving as a great tool for entrepreneurs, small business owners and SBDCs, the Census Business Builder can be a very useful tool for planners and practitioners. The CBB gives a geographic snapshot at the county, city/town, zip code or tract level (designated by the CBB tool as the “neighborhood” selection), by providing demographic, socioeconomic and housing characteristics.

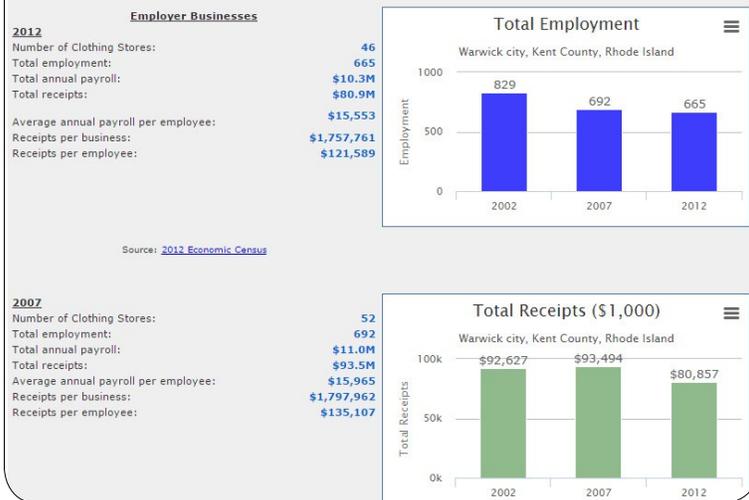
Planners can use this tool as an economic development resource in assessing spending by industry consumers. The CBB tool allows the user to search for the number of area businesses by type, while also providing data for neighboring communities. Planners can also generate data to support economic development planning.

## Sample Report: Researching Clothing Store Retail in Warwick, RI

On the right is a sample map the CBB has generated displaying the number of employer establishments in the retail, clothing store sector in Warwick, RI.



### What About Other Businesses Like Mine?



## Local Business Profile

On the left, there is a snapshot of the local business profile generated for the retail, clothing store sector.

[Click here to view the full report](#)

For more information about RI State Data Center resources, contact Vincent Flood at [vincent.flood@doa.ri.gov](mailto:vincent.flood@doa.ri.gov) or Kirsten Bryan at [kirsten.bryan@doa.ri.gov](mailto:kirsten.bryan@doa.ri.gov).

<sup>1</sup> U.S. Census Bureau: <http://www.census.gov/newsroom/press-releases/2015/cb15-156.html>

<sup>2</sup> All images of Census Business Builder program are credited to the Census Business Builder: Small Business Edition tool accessed online. The CBB:SBE tool can be accessed [here](#).