

Making Key Data User Friendly

Introducing Census Business Builder



IBGE Methodology Seminar 2017
Conference Session 8
Thursday, November 9th, 2017

by:

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U.S. Census Bureau










Presented by:

Linda Peters, Esri

Outline

- The U.S. Federal Statistical System and the U.S. Census Bureau at a Glance
- Combining Business and Population Statistics
 - Challenges
 - Organizational, Cultural, and Technical/Technological
 - Solutions
 - Demonstration
- Questions

Principal Statistical Agencies of the United States

- Bureau of the Census 
- Bureau of Labor Statistics 
- National Center for Education Statistics 
- National Agricultural Statistics Service 
- National Center for Health Statistics 
- Energy Information Agency 
- Bureau of Economic Analysis 
- Economic Research Service 
- Bureau of Justice Statistics 
- National Center for Science and Engineering Statistics 
- Statistics of Income division 
- Bureau of Transportation Statistics 
- Office of Research, Evaluation, and Statistics 

The U.S. Census Bureau



Our Mission

The Census Bureau's *mission* is to serve as the leading source of **quality data** about the nation's people and economy. We honor **privacy**, protect **confidentiality**, share **our expertise** globally, and conduct our work **openly**.

Our Authority

The Census Bureau operates under [Title 13](#) and [Title 26](#) of the U.S. Code.

Our Goal

Our *goal* is to provide the best mix of **timeliness**, **relevancy**, **quality** and **cost** for the data we collect and services we provide.

Census Bureau Programs (140+)

Household-Based Programs

- Decennial Census
- American Community Survey
- American Housing Survey
- Current Population Survey
- Population Estimates and Projections
- Survey of Income and Program Participation
- Small Area Health Insurance Estimates
- Small Area Income and Poverty Estimates

Reimbursable Business Programs

- Business Research Development and Innovation Survey (for NSF)
- Commodity Flow Survey (for BTS)
- Medical Expenditures Panel Survey (for NCHS)

Business Programs

- Economic Indicator surveys
- Annual surveys
- Economic Census (and ECIA)
- Census of Governments
- Survey of Business Owners
- International Trade
- Public Sector (Governments)

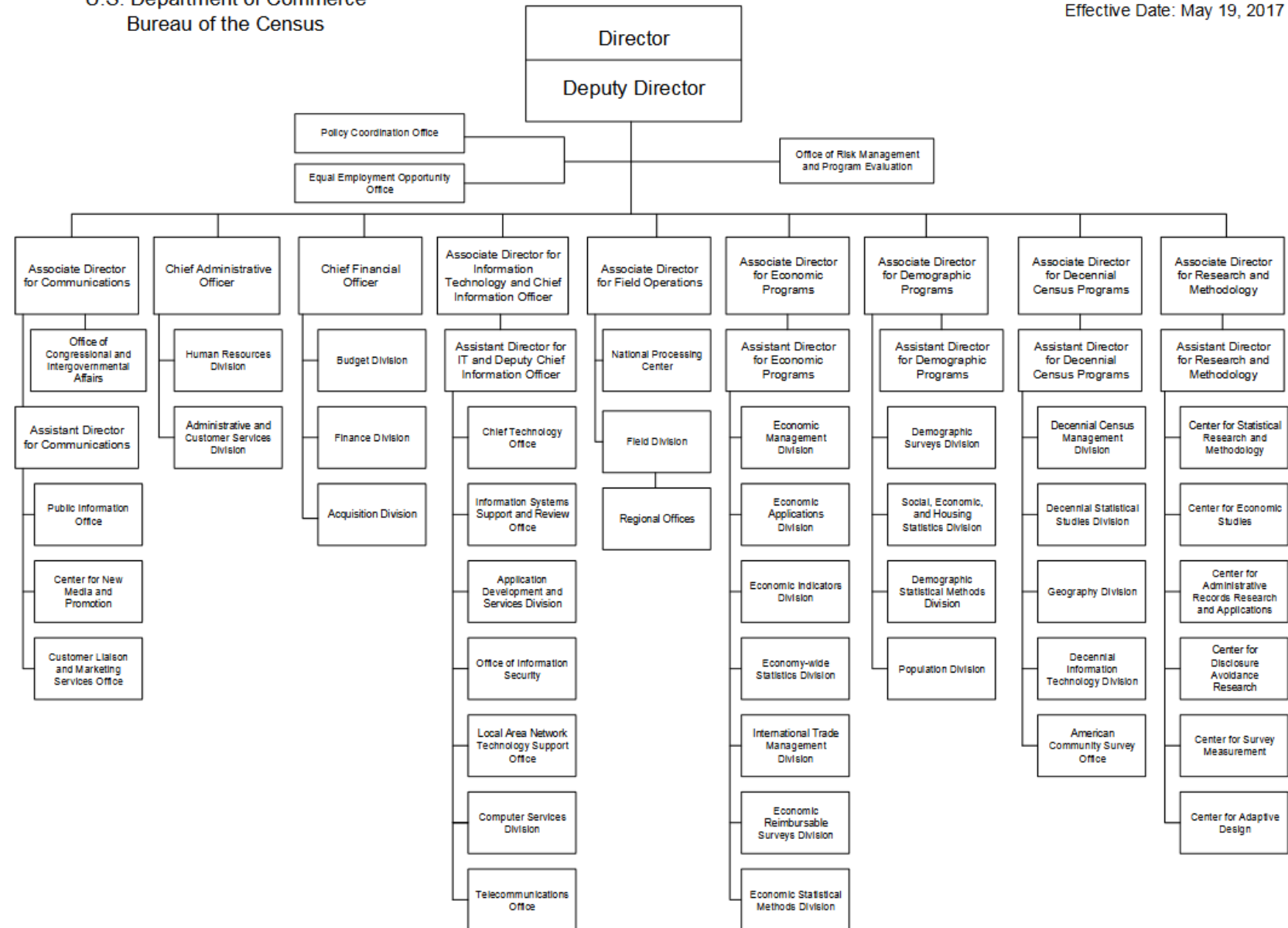
Administrative Programs

- County Business Patterns
- Nonemployer Statistics

U.S. Department of Commerce
Bureau of the Census

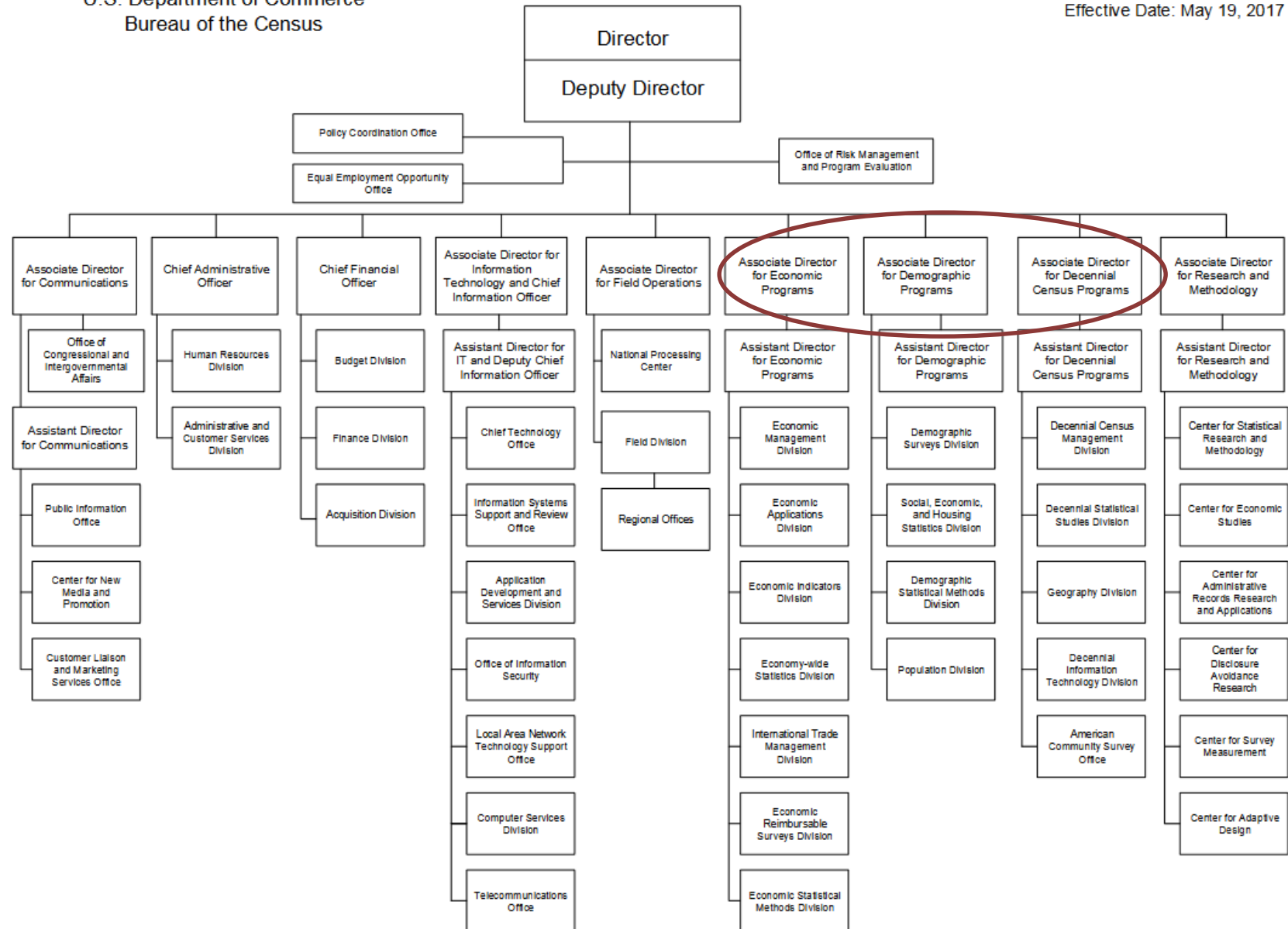
Census Bureau Organization Chart

- A “wide” organizational structure
- Clear potential for “silos” to form within and across Directorates



Separate Economic, Demographic, and Decennial Directorates

U.S. Department of Commerce
Bureau of the Census

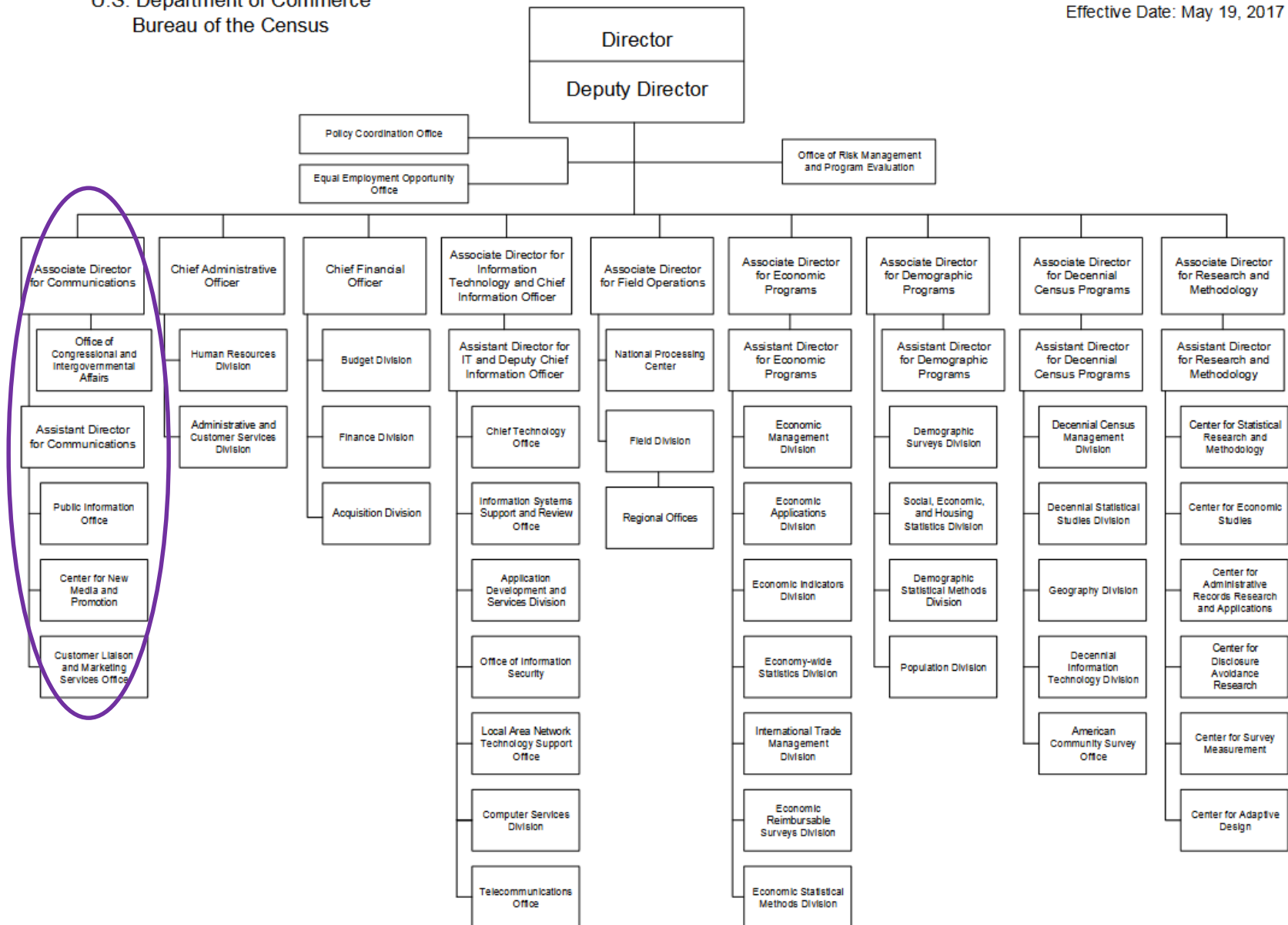


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Separate Communications Directorate

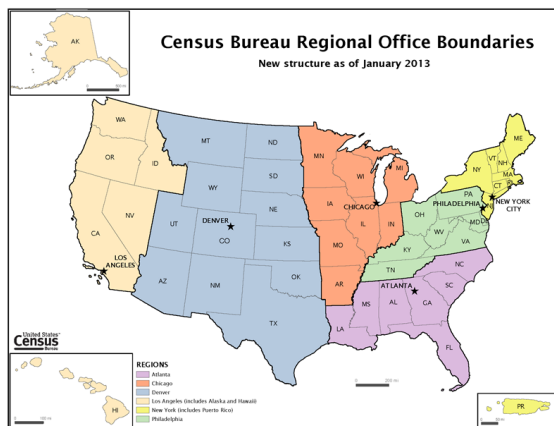
U.S. Department of Commerce
Bureau of the Census



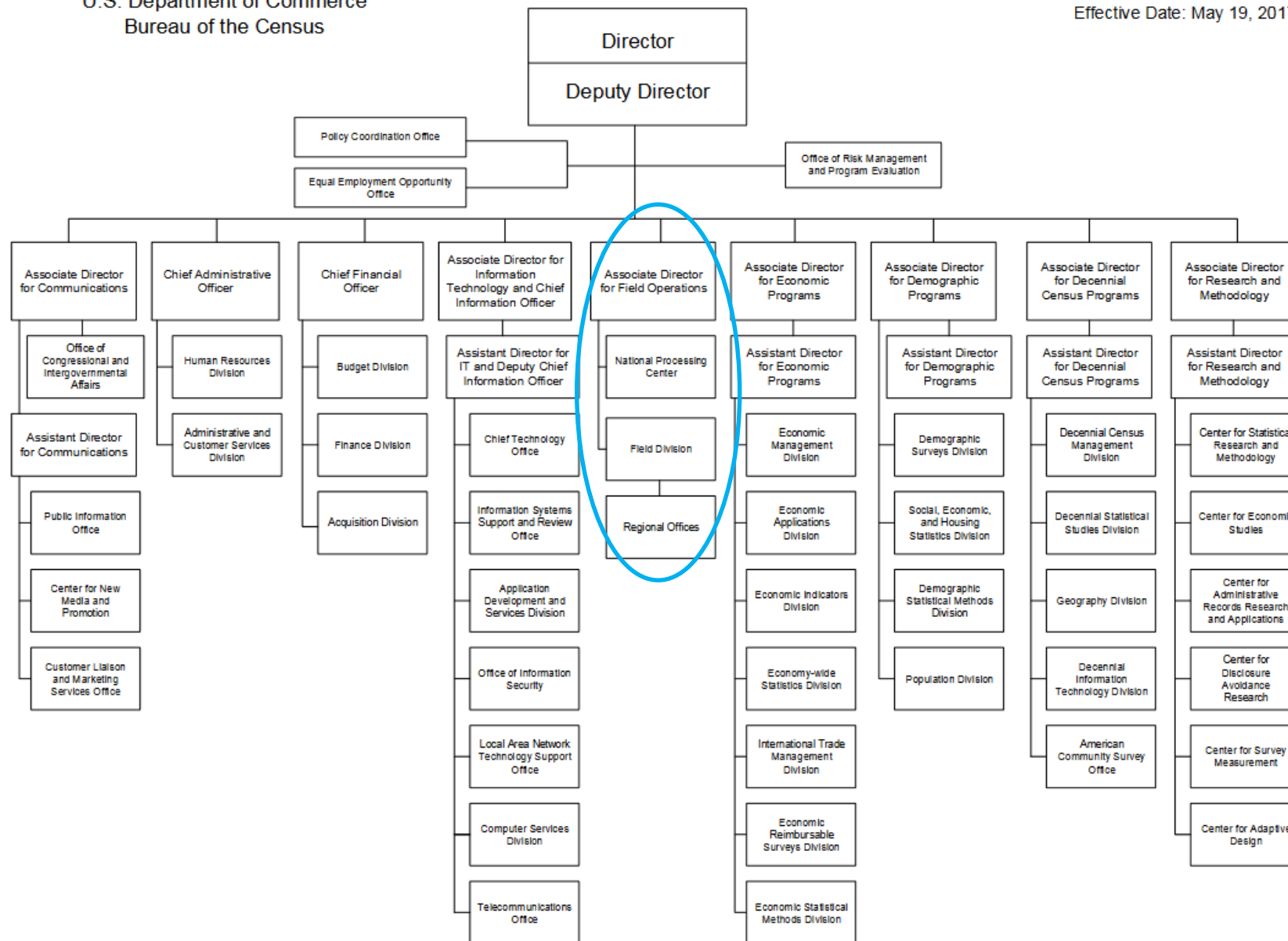
- Extensive communications expertise but limited subject matter expertise
- Good communications with Subject Matter Directorates critical

Separate Field Directorate

- Centrally coordinate Regional Offices
- Extensive local expertise of populations, businesses, and data users
- Limited knowledge of “Bigger Picture”



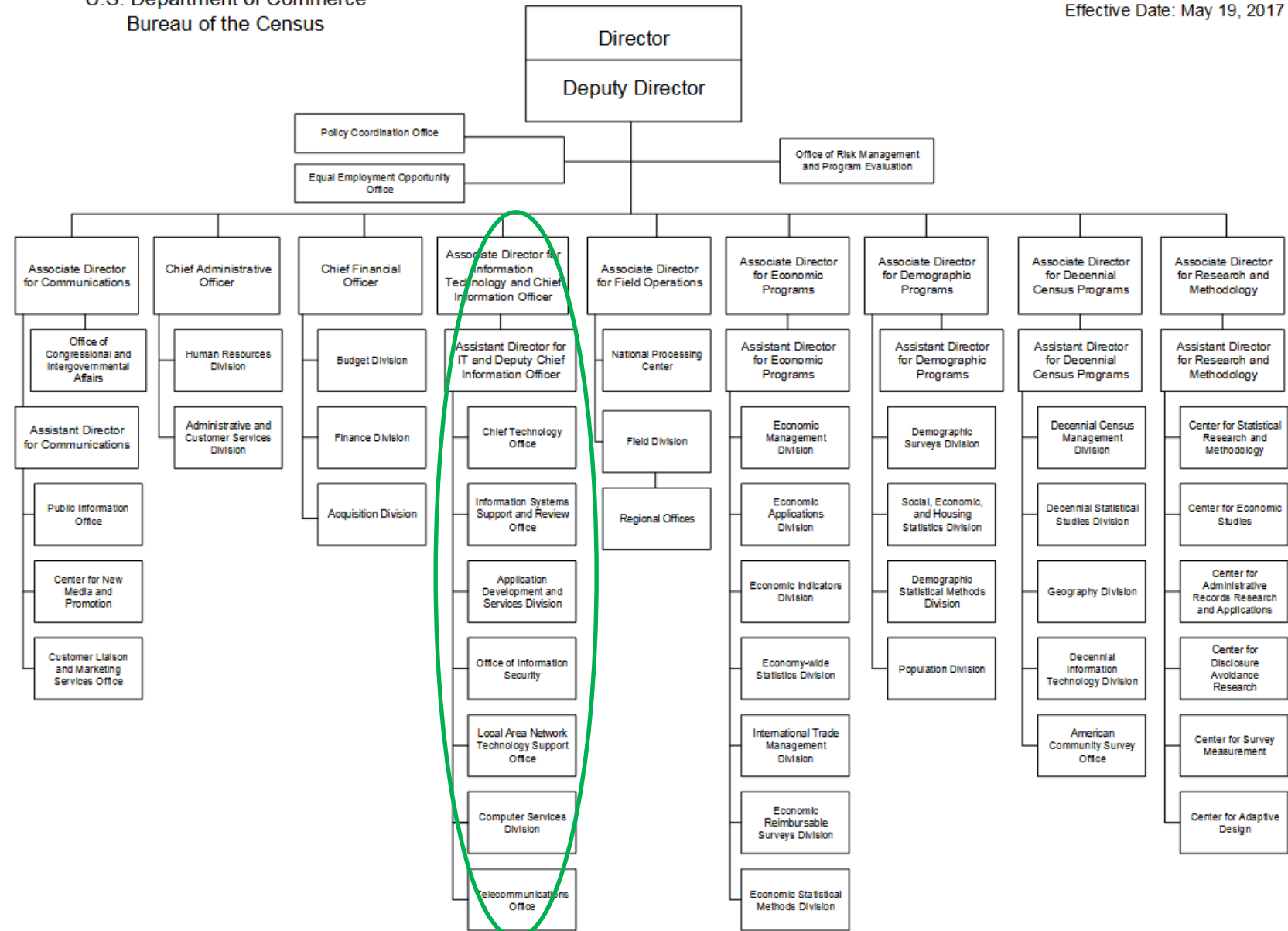
U.S. Department of Commerce
Bureau of the Census



U.S. Department of Commerce
Bureau of the Census

Centralized IT Directorate

- Cover internal-facing applications only
- Limited coordination of external-facing applications covered within Economic, Demographic, and Decennial Directorates



Program-Specific Data Tools

United States Census 2010 Interactive Population Map

The 2010 Census reported 308.7 million people in the United States, a 9.7 percent increase from the 2000 Census population of 281.4 million. Find out who we are, where we are and compare your community with others across America. Learn more about the new Portrait of America.

TOTAL POPULATION
ETHNICITY
RACE
AGE / SEX
HOUSEHOLD

Most Populous Places

Name	Population
1 New York city, NY	8,175,133
2 Los Angeles city, CA	3,792,621
3 Chicago city, IL	2,695,598
4 Houston city, TX	2,099,451
5 Philadelphia city, PA	1,526,006
6 Phoenix city, AZ	1,445,632
7 San Antonio city, TX	1,327,407
8 San Diego city, CA	1,307,402
9 Dallas city, TX	1,197,816
10 San Jose city, CA	945,942
11 Jacksonville city, FL	821,784
12 Indianapolis city (balance), IN	820,445
13 San Francisco city, CA	805,235

National Population : 308,745,538

Top 5 States

USA Trade Online

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Census API Update

Latest International Trade Data

World Pop Clock

Related Party Trade

Profile of Companies

MITR

International Trade Statistics in the Census API

For more information: Click the image to visit the Census API Developers Page

Economic Indicators

[Briefing Room](#) | [Economic Indicator Calendar](#) | [Mobile App](#) | [Census Bureau Economic Programs](#)

Select an indicator
View all

<p>Advance U.S. International Trade in Goods The advance international trade deficit in goods was \$45.9 billion in March 2016. Advance exports of goods were \$116.7 billion and advance imports of goods were \$173.6 billion.</p> <p>Current Press Release</p>	<p>Released: April 27, 2016 Next Release: May 25, 2016</p> <p>March 2016: 56.9* \$ billion February 2016: 63.4* \$ billion</p>
<p>Advance Report on Durable Goods Manufacturers' Shipments, Inventories, and Orders New orders for manufactured durable goods in March increased \$1.8 billion or 0.8 percent to \$230.7 billion.</p> <p>Current Press Release</p>	<p>Released: April 26, 2016 Next Release: May 25, 2016</p> <p>March 2016: 0.8* % change February 2016 (1): -3.1* % change</p>
<p>New Residential Sales Sales of new single-family houses in March 2016 were at a seasonally adjusted annual rate of 511,000. This is 1.5 percent (+/- 15.0%)* below the revised February 2016 estimate of 519,000.</p> <p>Current Press Release</p>	<p>Released: April 25, 2016 Next Release: May 24, 2016</p> <p>March 2016: -1.5* % change February 2016 (1): -0.4* % change</p>

Small Area Health Insurance Estimates (SAHIE)

SAHIE | Map | Table | Trends | 2013 Data: Updated vs. Original

Percent Uninsured - 2015

Under 65 years | All Races | Both Sexes | All Incomes

Percent Insured or Uninsured:

Uninsured
Insured

Filter By:

States: All
 Counties: All
 Year: 2015
 Age Group: Under 65 years
 Race: All Races
 Sex: Both Sexes
 Income: All Incomes

Show State Data Only

Reset

The 21 to 64 age category was added in the 2014 SAHIE release.

Filter Data: 2.1% - 37.4%

Source: U.S. Census Bureau, Small Area Health Insurance Estimates

Census Users

- User types
 - Expert data users
 - Federal, state, and local agencies
 - Associations and organizations
 - Researchers
 - Entry-level and mid-level users
 - Small business owners
- User expectations



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" broad categories and then from the detailed list provided...



or Search for your 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

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location and surrounding locations you are researching OR...

... Click "Create Report" to go straight to the report for your type of businesses and location

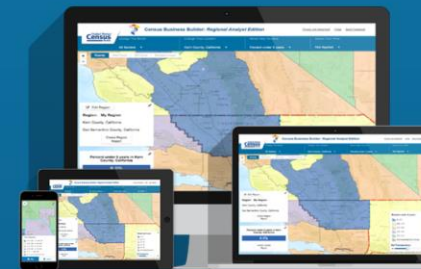
Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#). Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the [Census Home Page](#). Release: 2.2 (Build: 16)

CBB: SBE and RAE

Define your region

1. What is the primary county or city/town in your region?

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

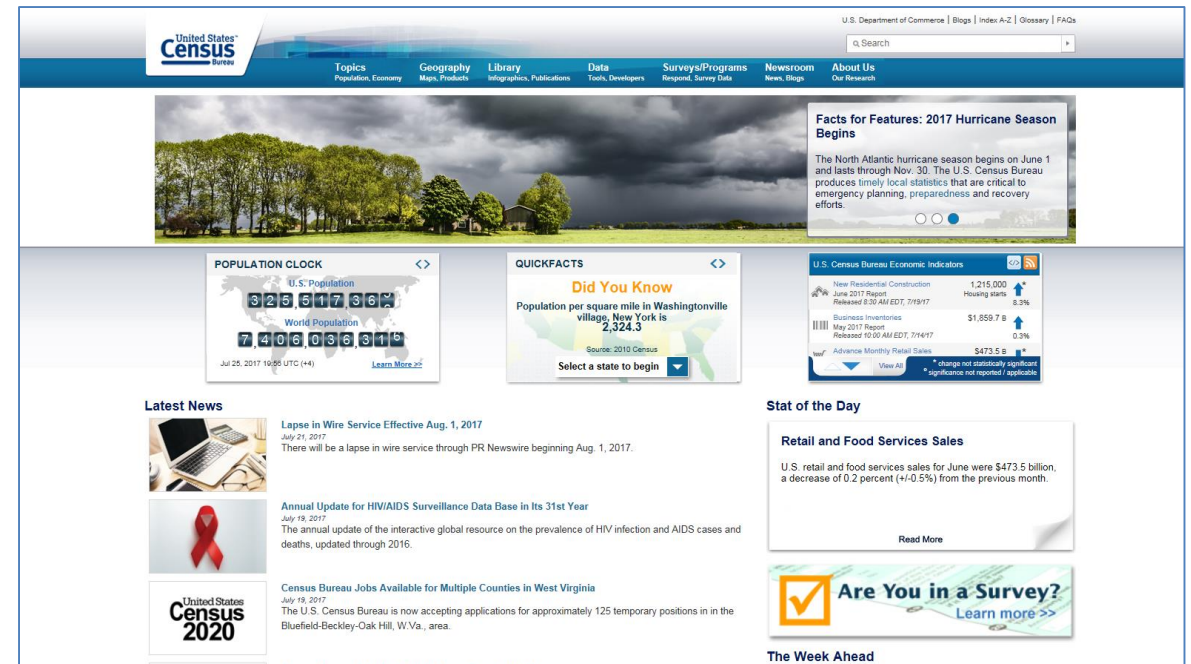


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<http://www.census.gov/data/data-tools/cbb.html>

Making our Data Accessible

- Serving our “traditional” customers
 - “Power Users” vs Others
- Underserved customers
 - Small businesses and entrepreneurs
 - Regional Planning groups
- Ongoing tool changes



Census Business Builder Guiding Principles

- Easy to use
- Customer focused (feedback)
- Census data and more
- Leverage existing Census investments
 - Esri
 - Application Programming Interfaces (APIs)
- Use latest technologies
 - Cloud
- Free



Key Data in CBB 2.2

- Demographic
 - [American Community Survey](#) 5-Year Estimates
- Economic / Business (from Census)
 - [County Business Patterns](#) (employers)
 - [Nonemployer Statistics](#) (independent contractors)
 - [Economic Census](#) (local area data)
 - [Survey of Business Owners](#) (business owner characteristics)
 - [International Trade](#) (imports and exports)



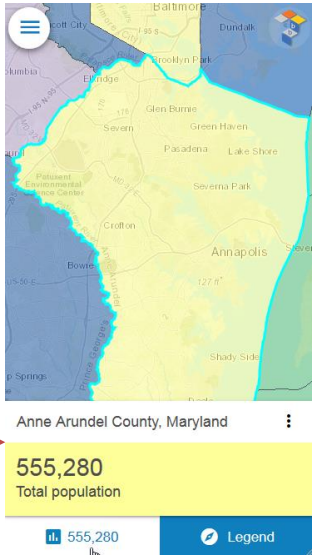
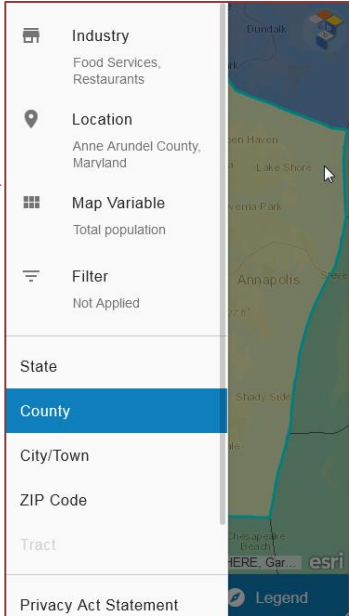
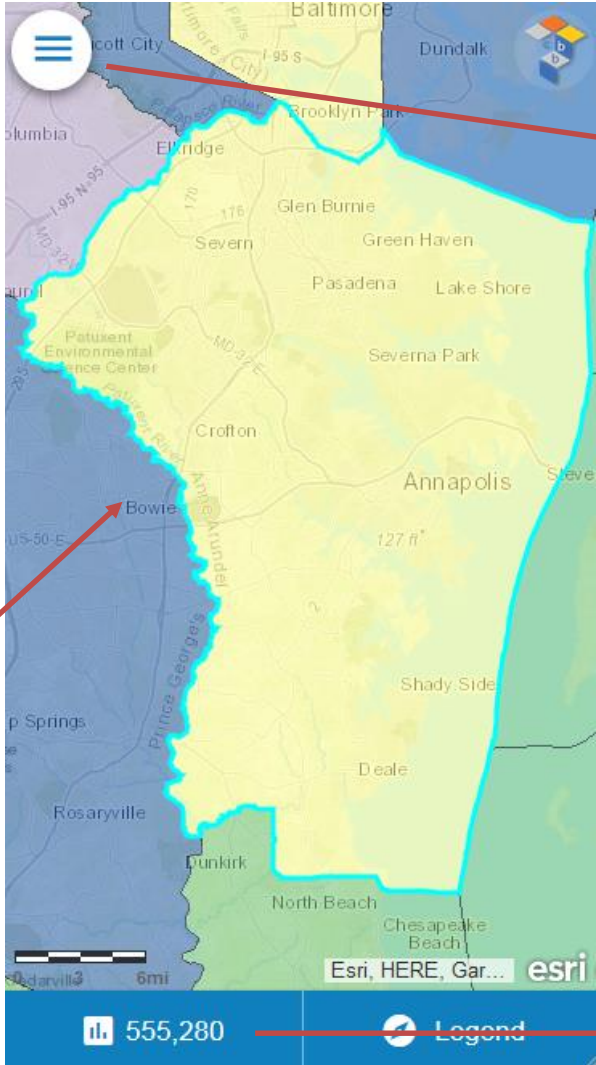
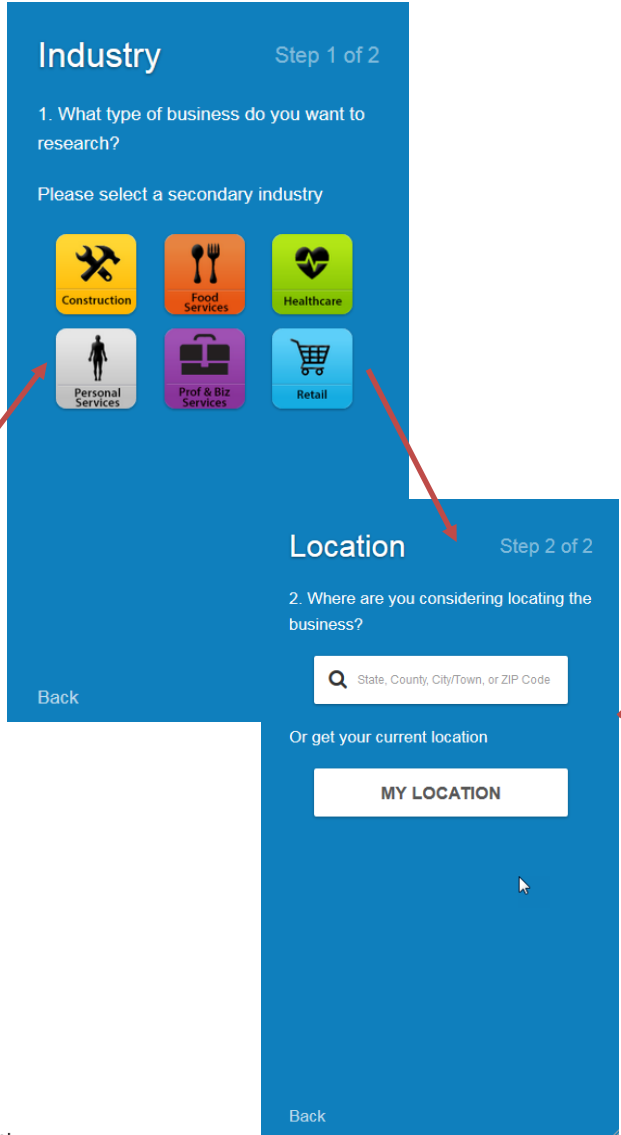
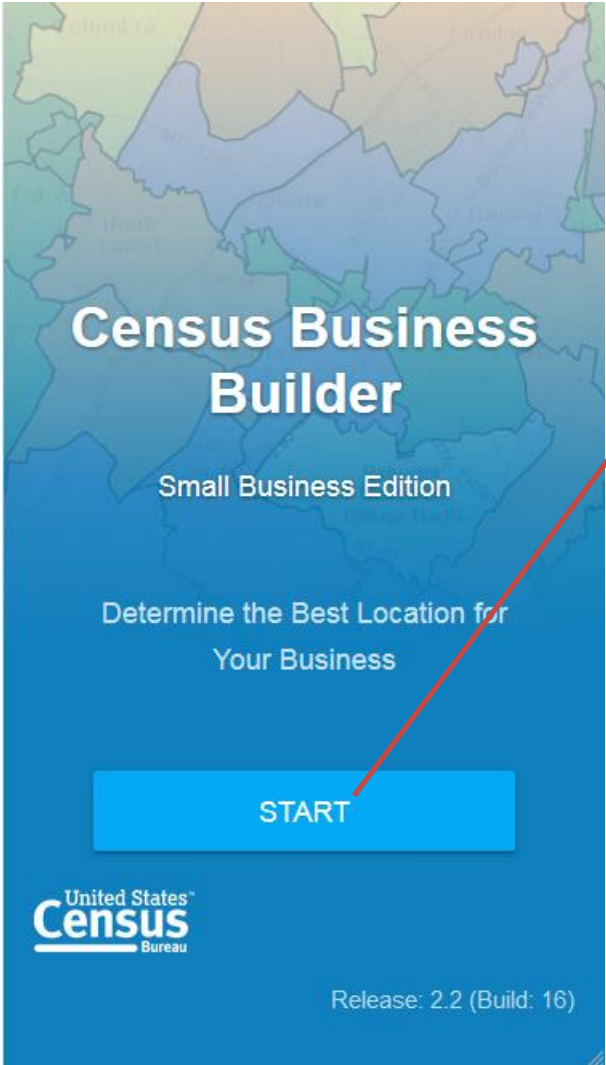
Key Data in CBB 2.2 (cont.)

- Economic / Business (from USDA)
 - [Census of Agriculture](#) (animal and crop production)
- Consumer Spending (from Esri)
 - Detailed Per capita spending on 14 categories, including:
 - Dining Out and Food consumed at home
 - Entertainment and Recreation and Travel
 - Health care



DEMONSTRATION

Other Features – Responsive Design / Mobile Optimized



What's Coming in Version 2.3?

More/updated **content**

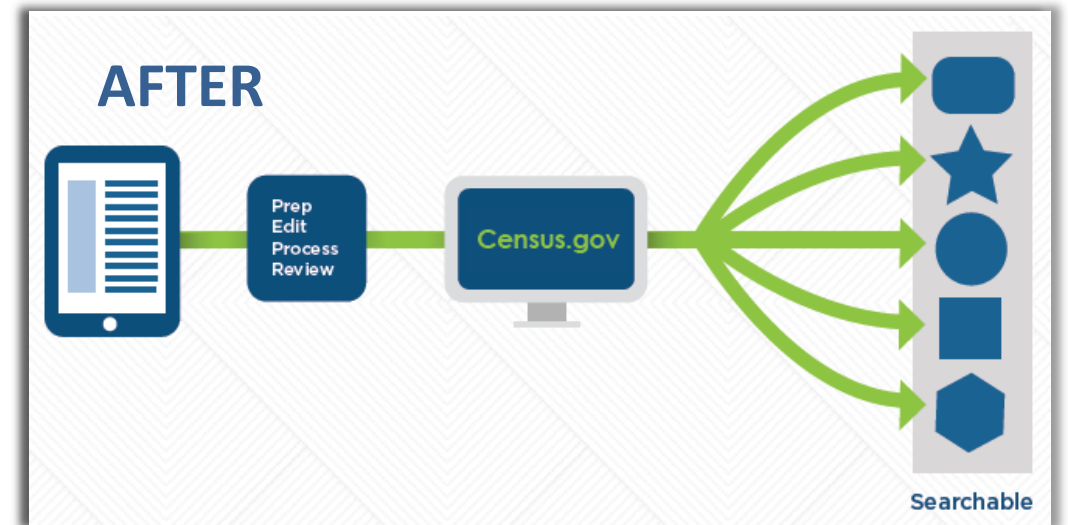
- Add [Labor Force](#) (Quarterly Workforce Indicators) data to both editions
- Add access to [Agriculture](#) data in RAE
- Add access to [International Trade](#) data in RAE
- Updated [Consumer Spending](#) data
- [Latest ACS](#) data

More/updated **features**

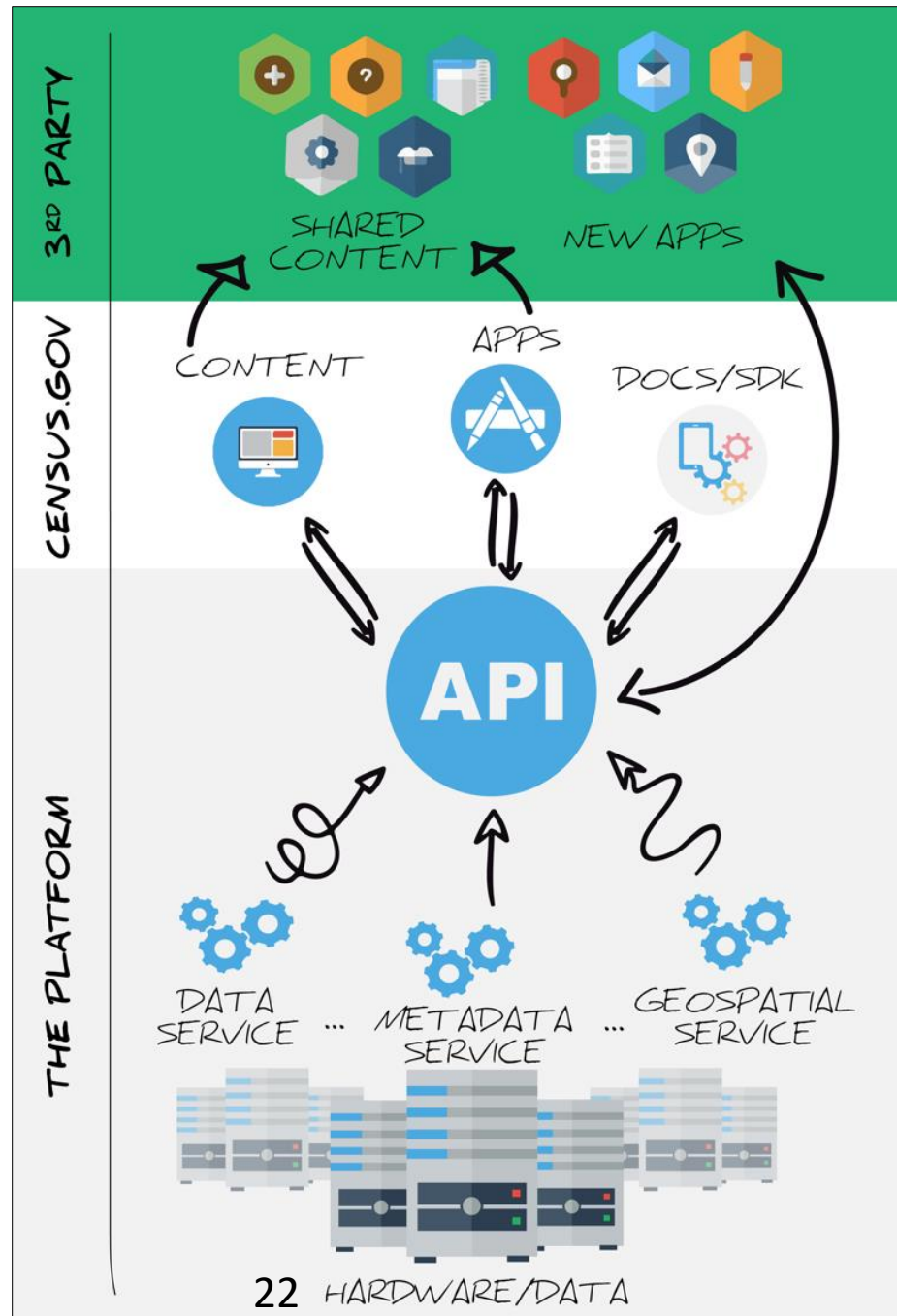
- Build your Region by [State](#), [County](#), [City/Town](#), and [ZIP Code](#) in RAE
- Add feature that allows user to select map [color palette](#)
 - [1 color](#)
 - [2 color](#)
 - [5 color](#)
- Add feature that allows user to choose [map classes](#)
 - [Quartiles](#)
 - [Quantiles](#)
 - [Equal intervals](#)
- [Usability](#) improvements to [Mobile](#) and [desktop](#) interfaces and [Report](#)

Goals of Enterprise Dissemination

- Centralize and standardize metadata, data, and software
- Create a customer-oriented platform for easy access to Census Bureau data
- Move dissemination from many tools to a single streamlined, efficient search



The New Dissemination Platform: How It All Works



Questions?



Thank You

Contact me at:

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