

# Local Employment Dynamics (LED) Partnership Hybrid Workshop

Census Business Builder  
May 13, 2026

**Nidaal Jubran – U.S. Census Bureau**



# Meet Your Presenter

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## Nidaal Jubran:

- Nidaal is a Branch Chief in the U.S. Census Bureau's Economic Management Division (EMD).
- He is the technical lead for the Census Business Builder (CBB) data tool.
- Nidaal also maintains the CBB content for Census.gov, gathers critical feedback from stakeholders, and implements innovation throughout the tool.





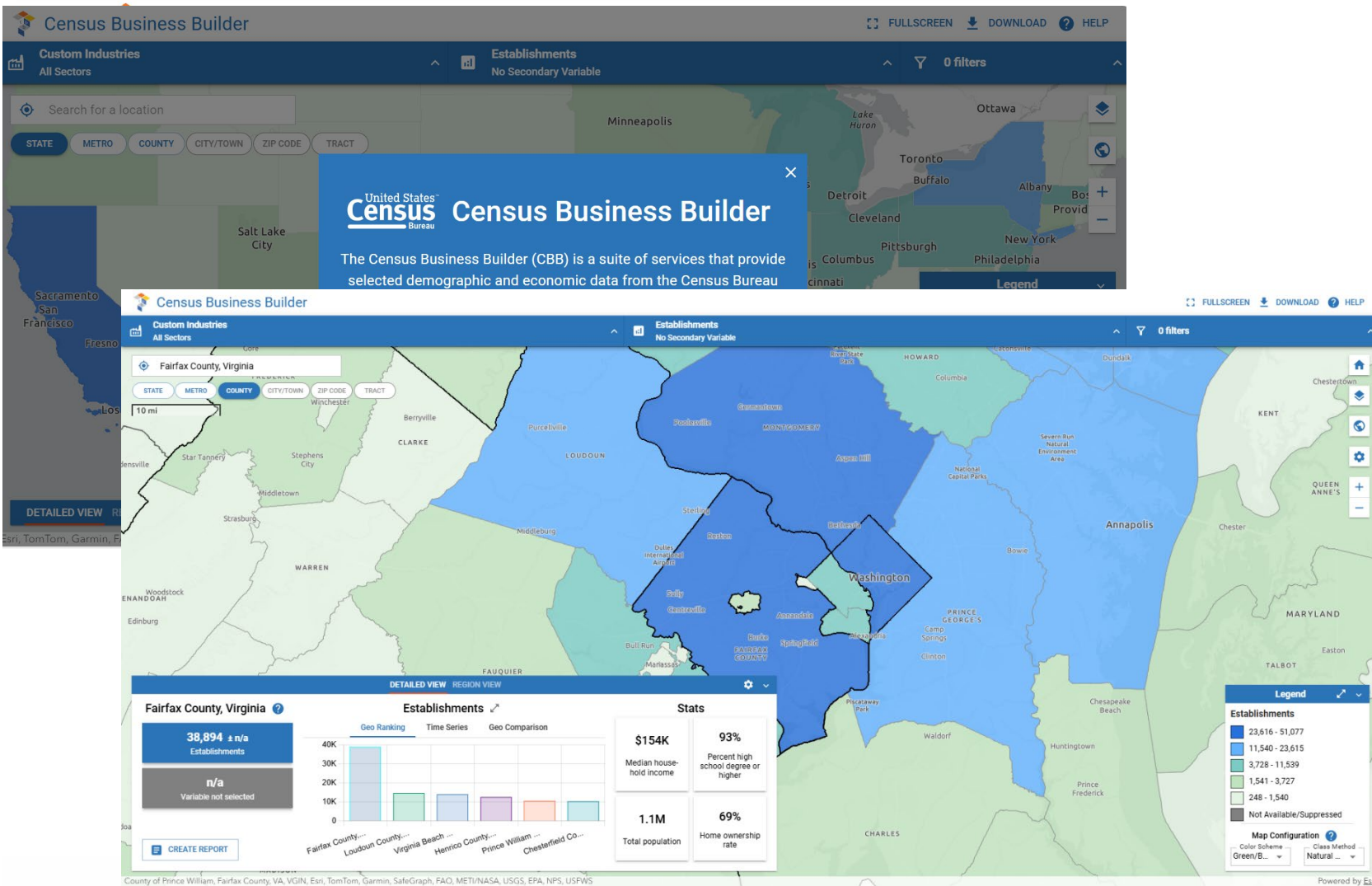
# What is Census Business Builder?

# Census Business Builder

## Guiding Principles

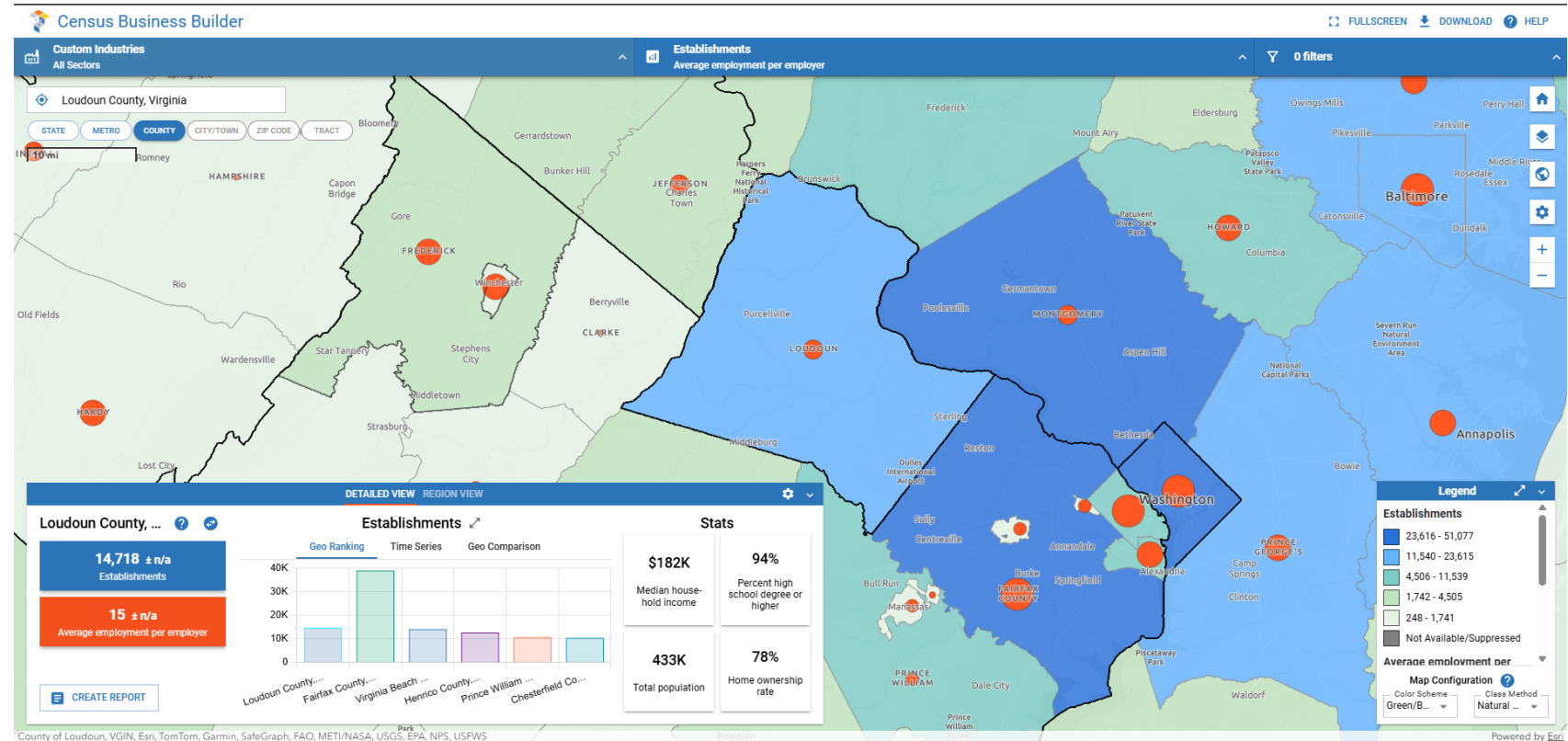
- Easy to use
- Customer focused
- Provide access to Census data and more
  - BLS, USDA, & third party
- Use latest technology
  - Cloud

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



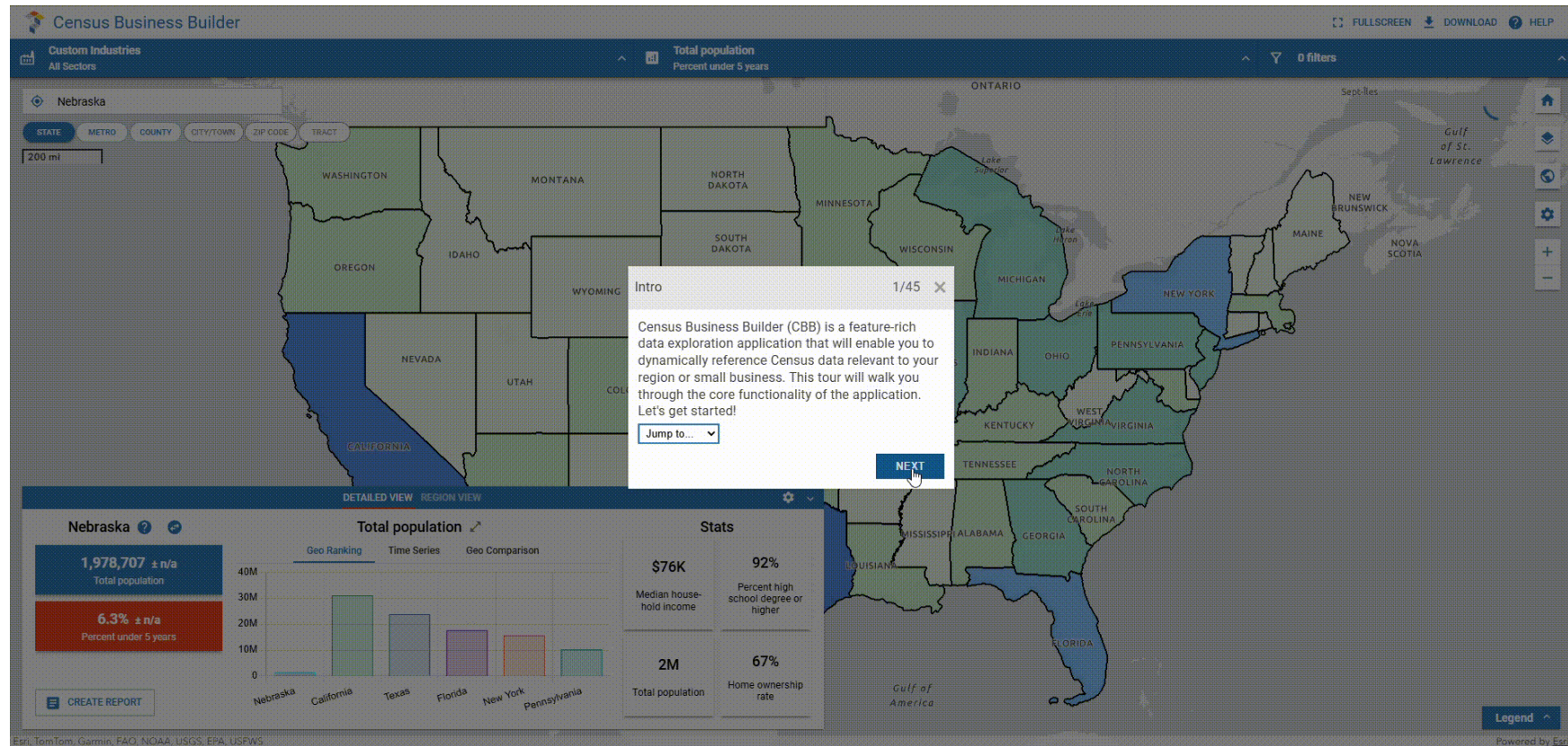
# CBB User Experience

- Useful
  - Business plans
  - Grant applications
  - Economic Development Planning
  - Emergency Preparedness
- Easy to Locate
  - Census.gov
  - Search engines
- Accessible
  - Mobile optimized
  - Enhanced User Experience
- Credible
  - Census data
- Valuable
  - Mission Critical



# CBB - Tour

- Step by step walkthrough of the core functionality of the application



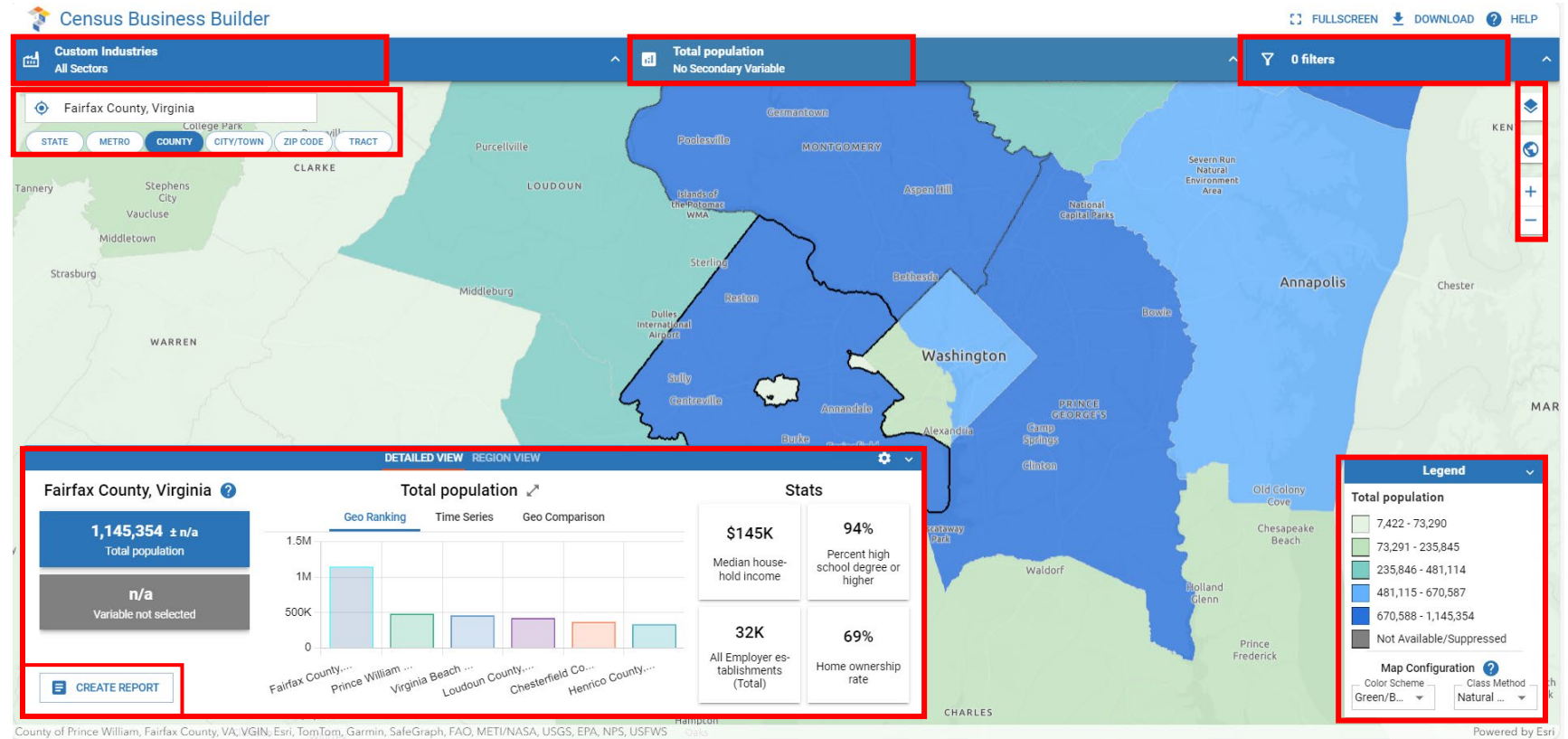


# Census Business Builder – Important Features

# CBB – Map Page

## Map Page

- Dashboard
- Region View
- Geographic Levels
- Industry Cluster
- Map Variables options
- Filter Menu
- Map Buttons
- Map Legend
- Reports



# CBB – Reports

## Reports

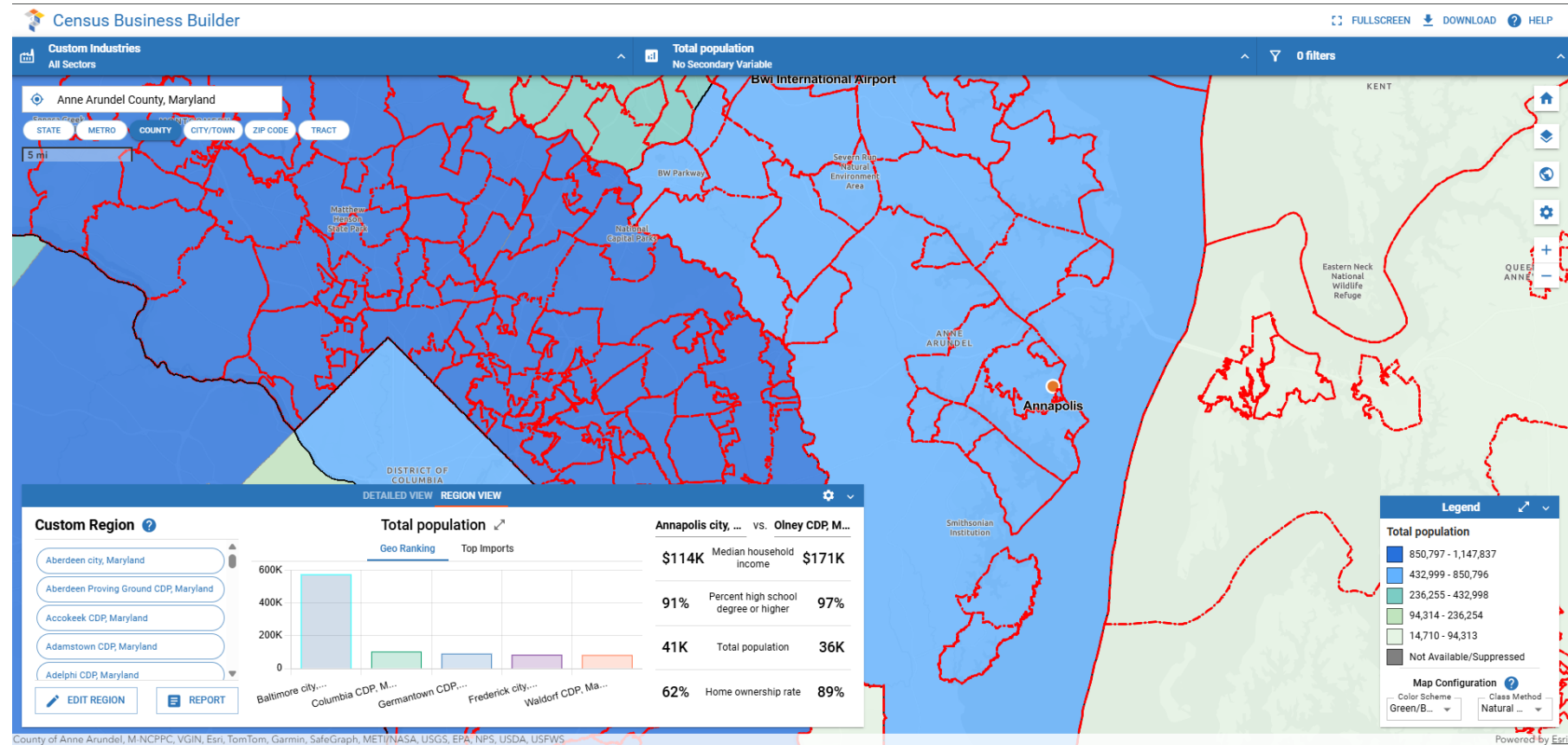
- Report sections, interactive charts, customizing, and bookmarking
- Single or multi-geography reports

The screenshot shows a web interface for a 'Business Profile' report. The page title is 'Business Profile' and the subtitle is 'Museums, Historical Sites, and Similar Institutions - Arapahoe County, Colorado'. The top right corner has links for 'HELP', 'EXPORT', and 'SETTINGS'. A left sidebar contains a 'Table of Contents' with the following items: Contents (highlighted), Map, Consumers/Residents (with sub-items: Demographic Characteristics, Socioeconomic Characteristics, Housing Characteristics), Business Summary (with sub-items: Employer Businesses, Business Revenue, Nonemployer Businesses), Workforce, Quarterly Businesses, Building Permits, Business Comparison (with sub-items: Businesses Totals, Key Ratios), Consumer Spending (with sub-item: Consumer Spending), and About Data. The main content area is titled 'Contents' and lists sections with descriptions: 'What will I find in this report?', 'My Customers' (describing demographic information for Arapahoe County, Colorado), 'Business Summary' (describing statistics about Museums, Historical Sites, and Similar Institutions businesses in Arapahoe County, Colorado), 'Business Comparison' (describing tables of juxtaposed information for businesses across all sectors in Arapahoe County, Colorado), and 'Consumer Spending' (describing a high-level overview of spending patterns of consumers in Arapahoe County, Colorado). A callout box on the right states: 'Museums, Historical Sites, and Similar Institutions is comprised of: Museums, Historical Sites, and Similar Institutions'. Below the text is a 'Map' section titled 'All Employer establishments (Total) in Arapahoe County, Colorado'. The map shows the county with labels for 'Longmont' and 'Boulder'. A legend indicates that light green represents '3' establishments and dark grey represents 'Not Available/Suppressed'.

# CBB - Region Builder

Multiple ways to build a region:

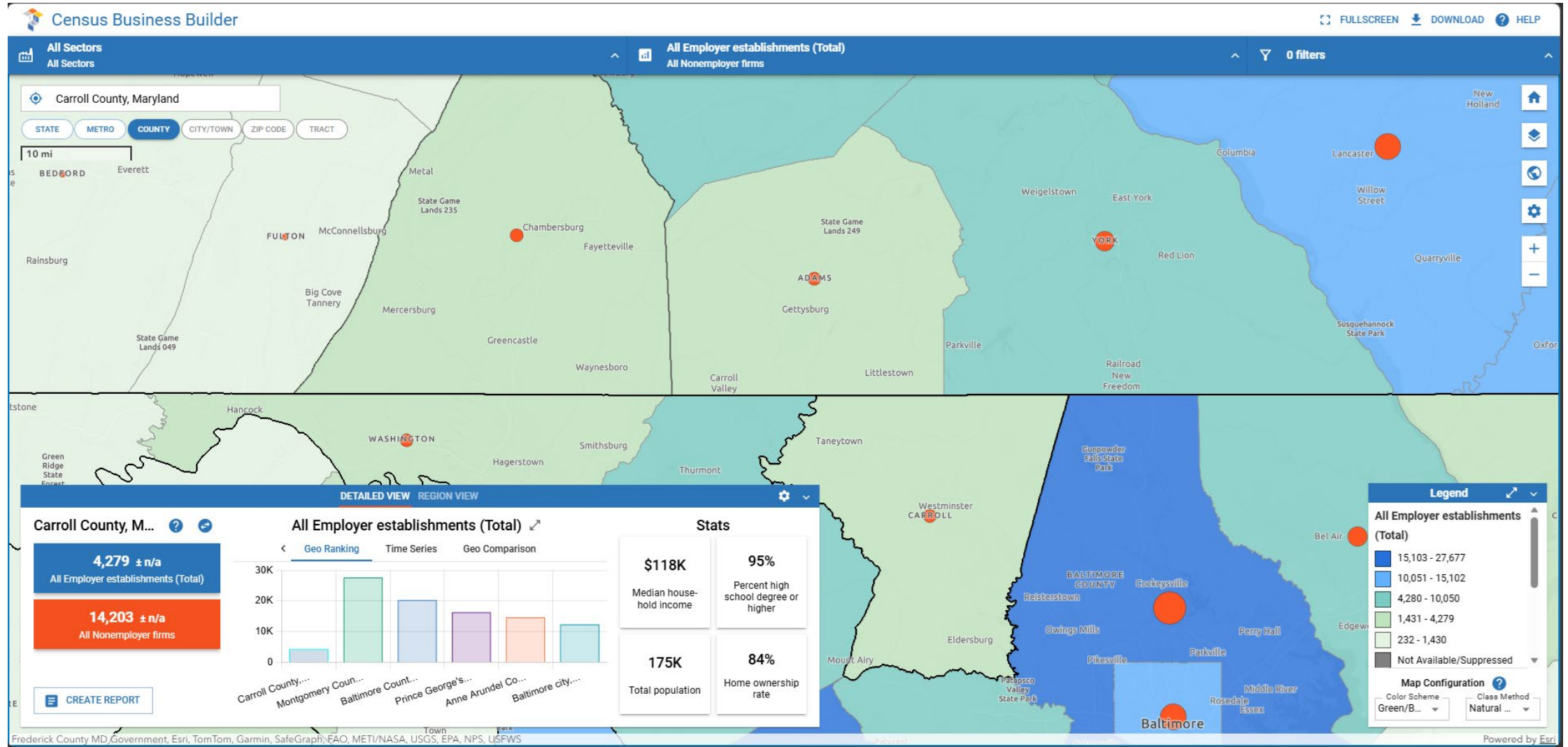
1. Build region of 2 (or more) geographies of the SAME TYPE
2. Build a region of 2 (or more) geographies with 2 (or more) DIFFERENT TYPES
3. Build a region using PREBUILT Regions





## Use Case Scenario #1: Opening a Business in Carroll County, MD

# CBB - Opening a Business in Carroll County, MD





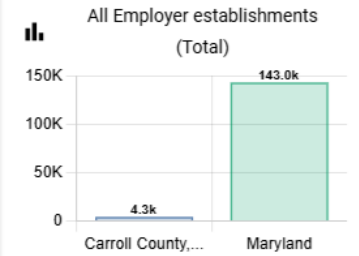
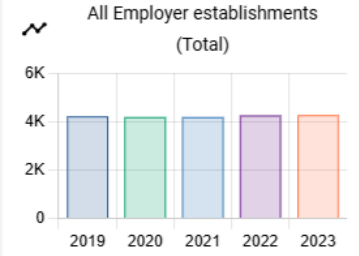
#### Table of Contents

- Contents
- Map
- Supply Chain
  - Top 10 Imports in Selected Area
  - Top Nationally Significant Sectors in Selected Area
- Consumers/Residents
  - Demographic Characteristics
  - Socioeconomic Characteristics
  - Housing Characteristics
  - Employment Characteristics
- Business Summary
  - Employer Businesses**
  - Business Revenue
  - Nonemployer Businesses
  - Workforce
  - Quarterly Businesses
  - Building Permits
- Business Comparison
  - Businesses Totals
  - Key Ratios
  - Employer Business Ownership

## Employer Businesses

Includes key statistics for businesses with no paid employees (Nonemployers) and 1 or more paid employees (Employers) from the County Business Patterns, Nonemployer Statistics program, and the Economic Census. (These variables are related to the Industry selected.)

Variable	Estimate
^ All Employer establishments (Total)	4,279
Establishments with less than 5 employees	2,355
Establishments with 5 to 9 employees	758
Establishments with 10 to 19 employees	593
Establishments with 20 to 49 employees	402
Establishments with 50 to 99 employees	104
Establishments with 100 to 249 employees	50
Establishments with 250 to 499 employees	11
Establishments with 500 to 999 employees	n/a
Establishments with 1,000 employees or more	4
Average employment per employer	13
Average payroll per employee	\$51,797
Population per employer	41
Total employment of employers	53,981
Total annual payroll of employers (\$1,000)	\$2,796,078
Number of farm operations (Ag only)	192

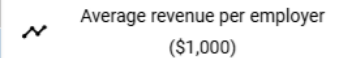


Information may not be available for all industries and areas to protect the privacy of individual companies.  
 Source: [County Business Patterns](#), [Economic Census](#), and [Business Dynamics Statistics](#)

## Business Revenue

Includes key statistics on business revenue for businesses with 1 or more paid employees (Employers) from the Economic Census. (These variables are related to the Industry selected.)

Variable	Estimate
Average revenue per employer (\$1,000)	\$3,115
Average revenue per employee	\$218,523
Average revenue per \$ of payroll	\$4.22



# CBB – Carroll County Business Data

18,482 business establishments in all sectors of the economy

53,981 total employees in all sectors of the economy

Top 5 sectors by number of employer establishments:

- Health Care and Social Assistance -> 530 establishments
- Retail Trade-> 459 establishments
- Construction-> 733 establishments
- Accommodation and Food Services -> 299 establishments
- Manufacturing-> 124 establishments

# CBB – Maryland Socioeconomic and Demographic Profile

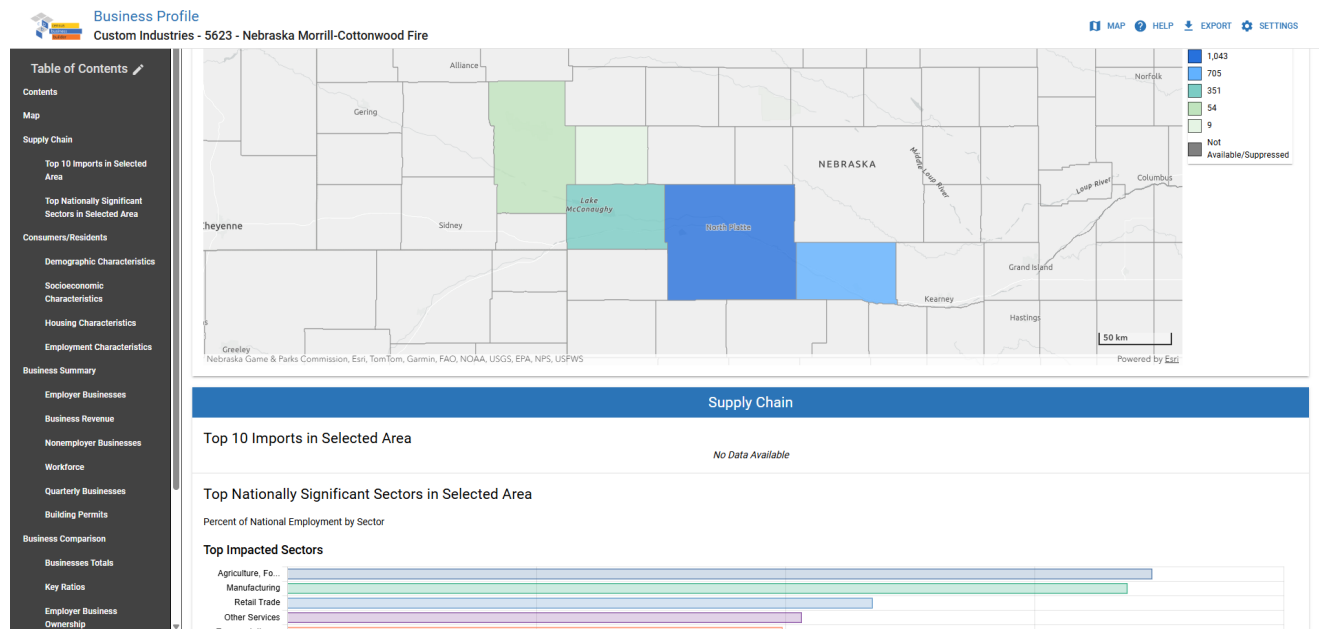
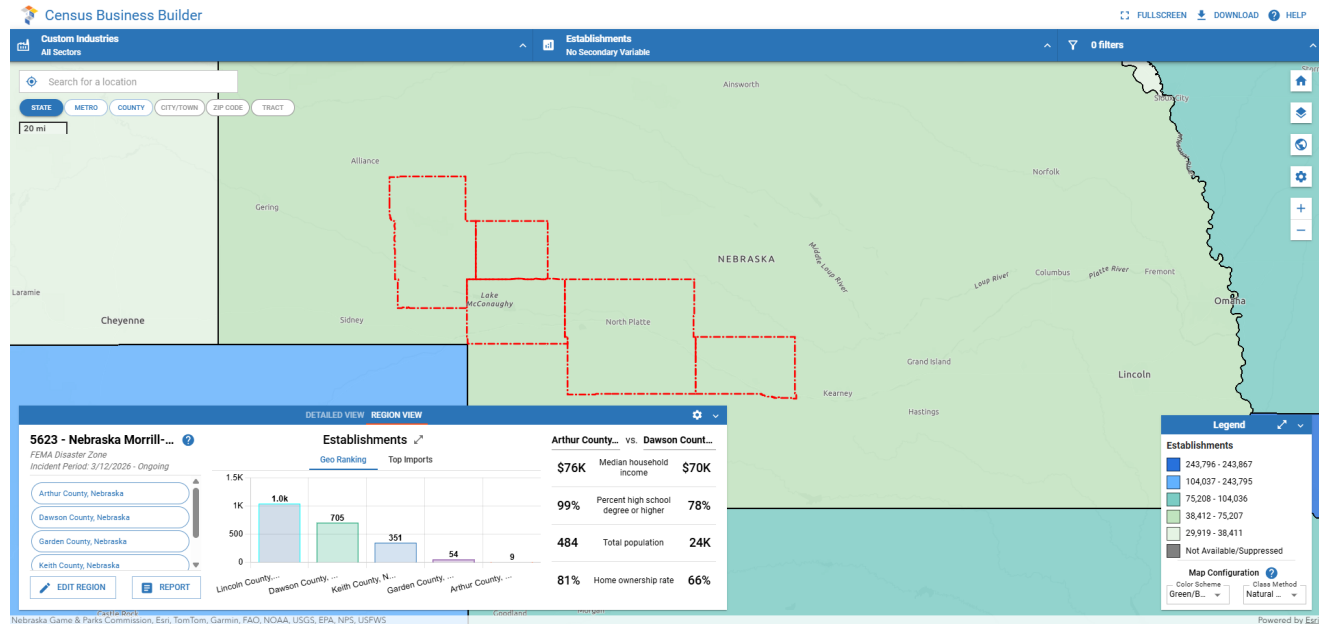
- Total Population: 6,206,011 Total Population
- Median Age: 39.4 vs 38.9 (US)
- Medium Income \$103,678 vs \$80,734 (US)
- 6.8% Veterans compared to 6.2% at the national level
  - Average travel time to work is 4.7 minutes more than the US average
  - Average age of residents similar to most of the country



## Use Case Scenario #2: Using Prebuilt Regions to Evaluate Disaster Impact

# Prebuilt Regions

Natural disaster zones are uploaded to our application on a rolling basis. These prebuilt regions can help visualize the human and economic impacts within the disaster area.

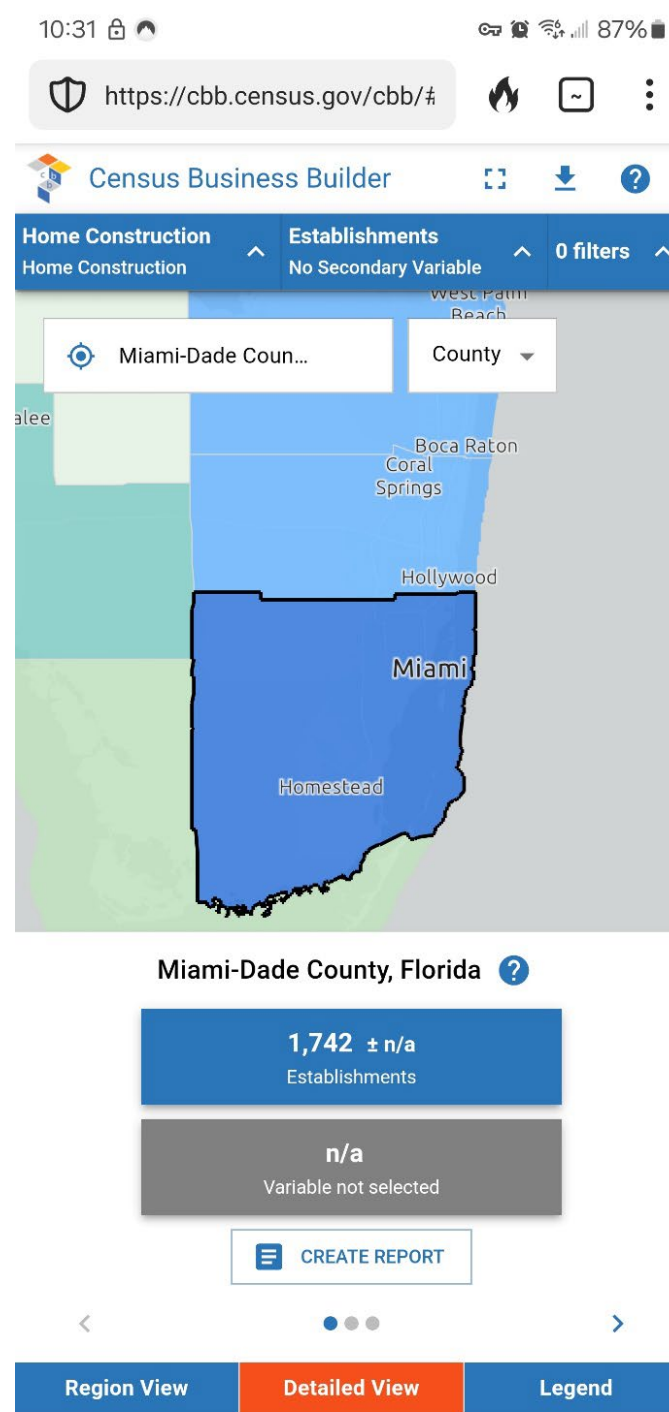




# Census Business Builder Usability

# CBB – Mobile Optimization

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



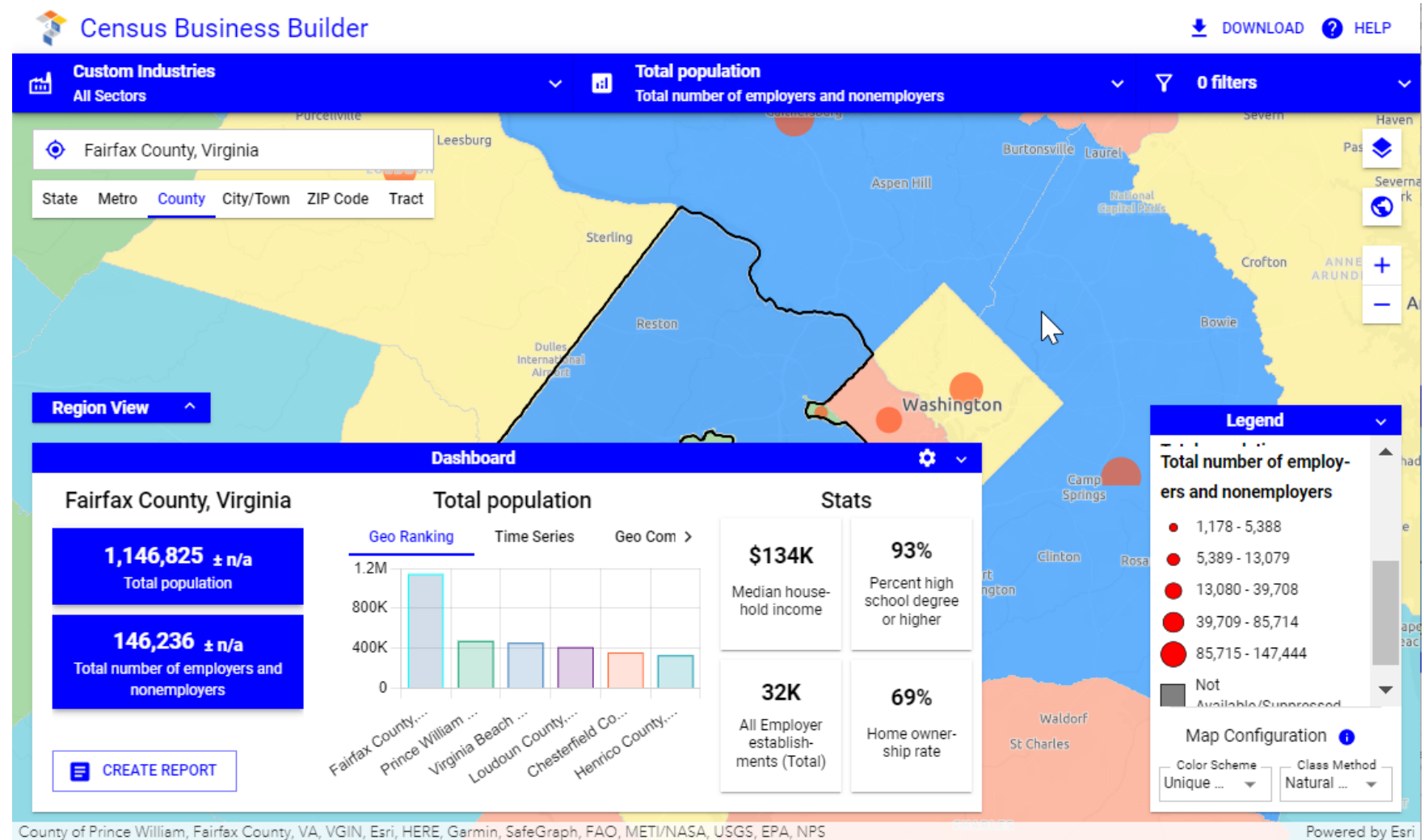
# CBB – Enhancing User Experience

60+ updates to enhance the user experience

- High Contrast option
- Tool tips
- Many others

If you are visually impaired and need assistance using this tool, please call the Census Bureau's Call Center at (301)763-4636.

Fairfax County, Virginia



# Census Business Builder Live Demo

[Cbb.census.gov](https://cbb.census.gov)

# Q & A Session

## Thank You!

Contact Information:

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For detailed questions concerning the 2020 Decennial, contact:

**301-763-INFO or 800-923-8282**

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](mailto:census.askdata@census.gov)**