

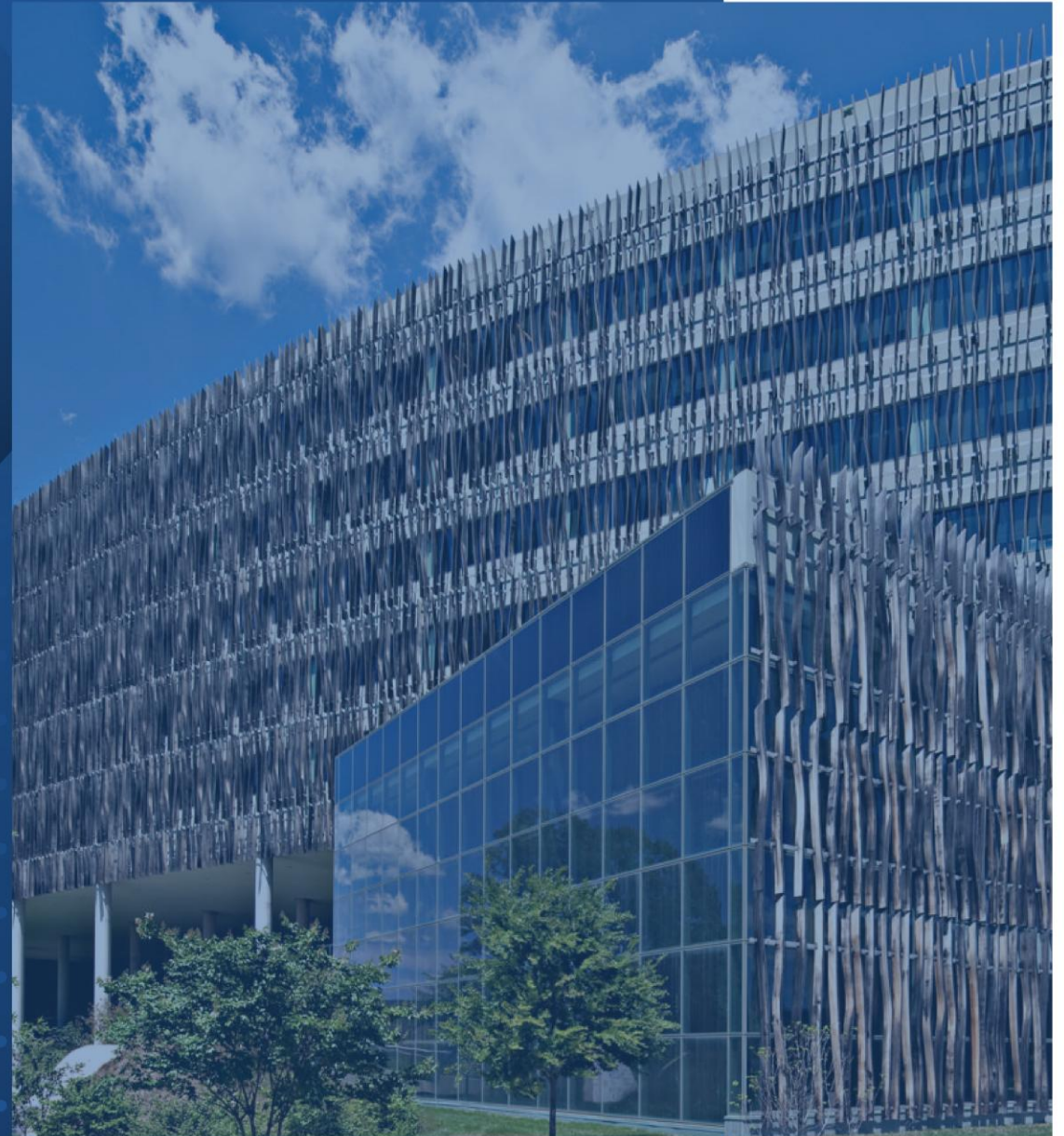
Part 4: Census Business Builder for SW Hills Residential League

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Brian Berman

U.S. Census Bureau

Data Dissemination and Training Branch



How to Build Neighborhood Profiles with Census Business Builder

- 1) Visit [Data.census.gov](https://data.census.gov)
 - a. Click on “Search by Address” and find your zip code and census tract
- 2) Go to [Census Business Builder](#)
 - a. Enter the zip code in the “search for a location” box; wait for the drop down to appear and select
 - b. Click on “Establishments” on the top blue bar
 - i. From Consumer/Residents, add a primary and secondary variable of interest
- 3) Click “Tract” in blue on the top left; find your tract
- 4) Click “Region View” tab on the table display at the bottom left
 - a) Click “Create Region”
 - b) Click on the census tracts you want included the report
 - c) Click “[Save Edits](#)”
 - d) Click “[Report](#)” on from the original table display

Census Business Builder Data Sources

Demographic, socioeconomic, and housing data from the American Community Survey

Business data from the County Business Patterns

Non-employer Statistics from the Economic Census, and the Annual Business Survey

Imports and Exports data from the International Trade program

Workforce data from the Quarterly Workforce Indicators (QWI)

Building Permits data from the Building Permits Survey

Consumer Spending data from Esri

Agriculture data from the Census of Agriculture (USDA)

Hires by Educational Attainment (QWI)

Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)

Your own data via Excel file upload feature

American Community Survey Foundations

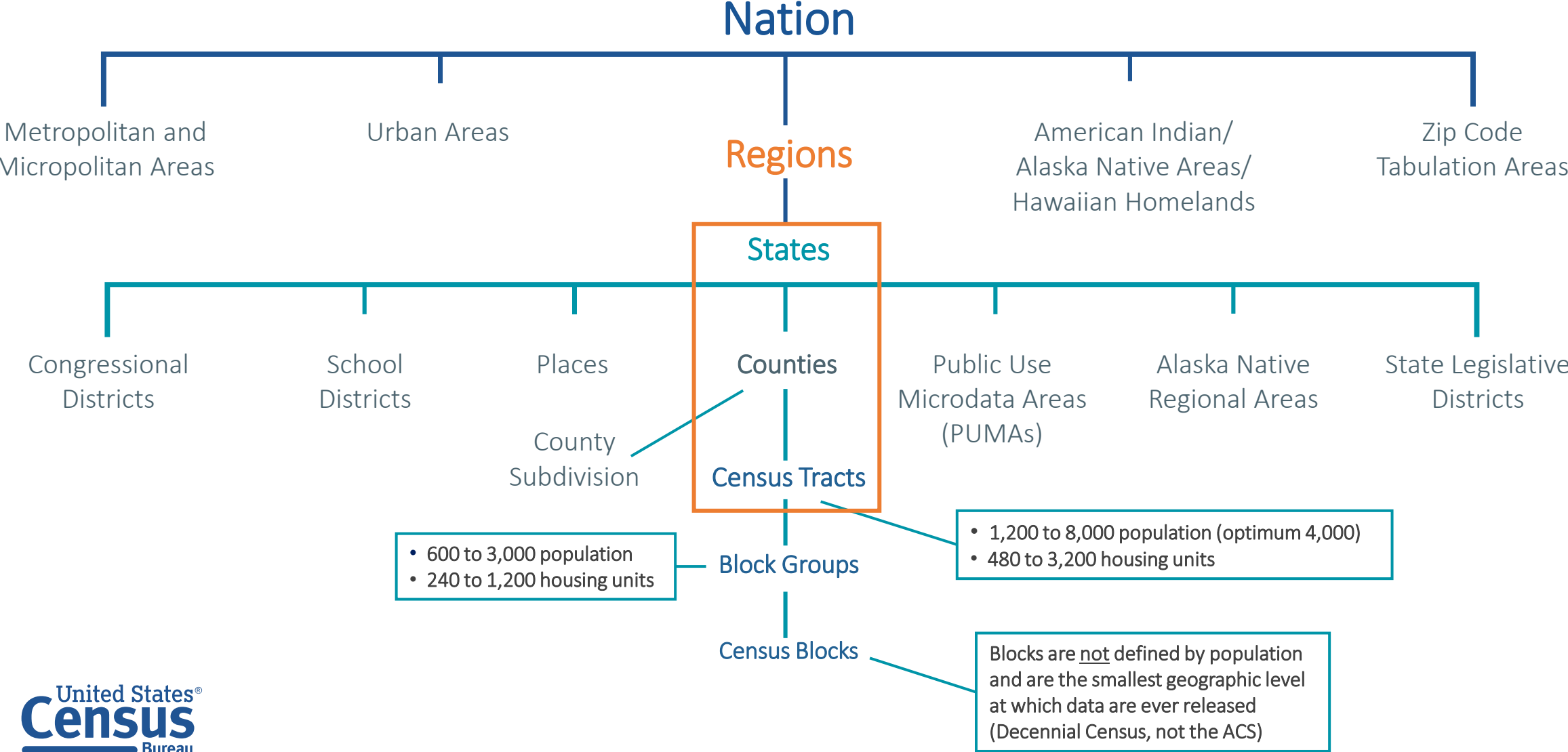
- The American Community Survey (ACS) is the premier source of detailed information about the nation's people and housing.
- Surveys **3.5 million** addresses to produce annual social, economic, housing, and demographic estimates for communities throughout the U.S. and Puerto Rico
- Covers **40+ topics** — Collects detailed information previously collected by the decennial census each decade
- Helps inform how trillions of dollars in federal funds are distributed each year, supports over **300** evidence-based federal government uses
- Data released the year after collection as 1-year and **5-year estimates**
- Officially started in 2005 (1-year estimates = 2005; 5-year 2005-2009)

The image displays two screenshots of the American Community Survey (ACS) website. The top screenshot shows the login page, which includes the United States Census Bureau logo and the title 'American Community Survey'. It features a 'Welcome! Start here to respond:' section with a 'Respond online today!' link. Below this, there are fields for 'User ID' and a 'Log in' button. A 'Can't find the User ID?' section provides instructions on how to find the 18-digit code and an example of a User ID. The bottom screenshot shows the 'Start Here' page, which includes instructions on how to respond (online or by mail) and a form for entering personal information. The form includes fields for 'Last Name', 'First Name', 'Area Code', and 'Number'. It also includes a section for 'How many people are living or staying at this address?' with a dropdown menu and a 'Number of people' field. The page includes a 'Your response is required by law.' section and a 'If you need help or have questions about completing this form, please call' section with phone numbers. The bottom of the page includes the ACS-1(2024) logo and OMB No. 0607-0810.

What Topics are Available from the American Community Survey?

| POPULATION | | | HOUSING |
|--|--|---|---|
| Social | Economic | Demographic | |
| <ul style="list-style-type: none"> • Ancestry • Citizenship Status • Citizen Voting-Age Population • Disability Status • Educational Attainment • Fertility • Grandparents as Caregivers • Language Spoken at Home • Marital History and Status • Migration/Residence 1 Year Ago • Place of Birth • School Enrollment • Undergraduate Field of Degree • Veterans Status; Period of Military Service • Year of Entry | <ul style="list-style-type: none"> • Class of Worker • Commuting and Place of Work • Employment Status • Food Stamps (SNAP) • Health Insurance Coverage • Income and Earnings • Industry and Occupation • Poverty Status • Weeks Worked Last Year | <ul style="list-style-type: none"> • Age • Group Quarters Population • Hispanic or Latino Origin • Race • Relationship to Householder • Sex • Total Population | <ul style="list-style-type: none"> • Bedrooms • Computer & Internet Use • Costs (Mortgage, Rent, Taxes, Insurance) • Electric Vehicles • House Heating Fuel • Kitchen/Plumbing Facilities • Occupancy/Vacancy Status • Occupants per Room • Rooms • Solar Panels • Telephone Service Available • Tenure (Owner/Renter) • Units in Structure • Value of Home • Vehicles Available • Year Householder Moved Into Unit • Year Structure Built |

Select Census Geographic Concepts



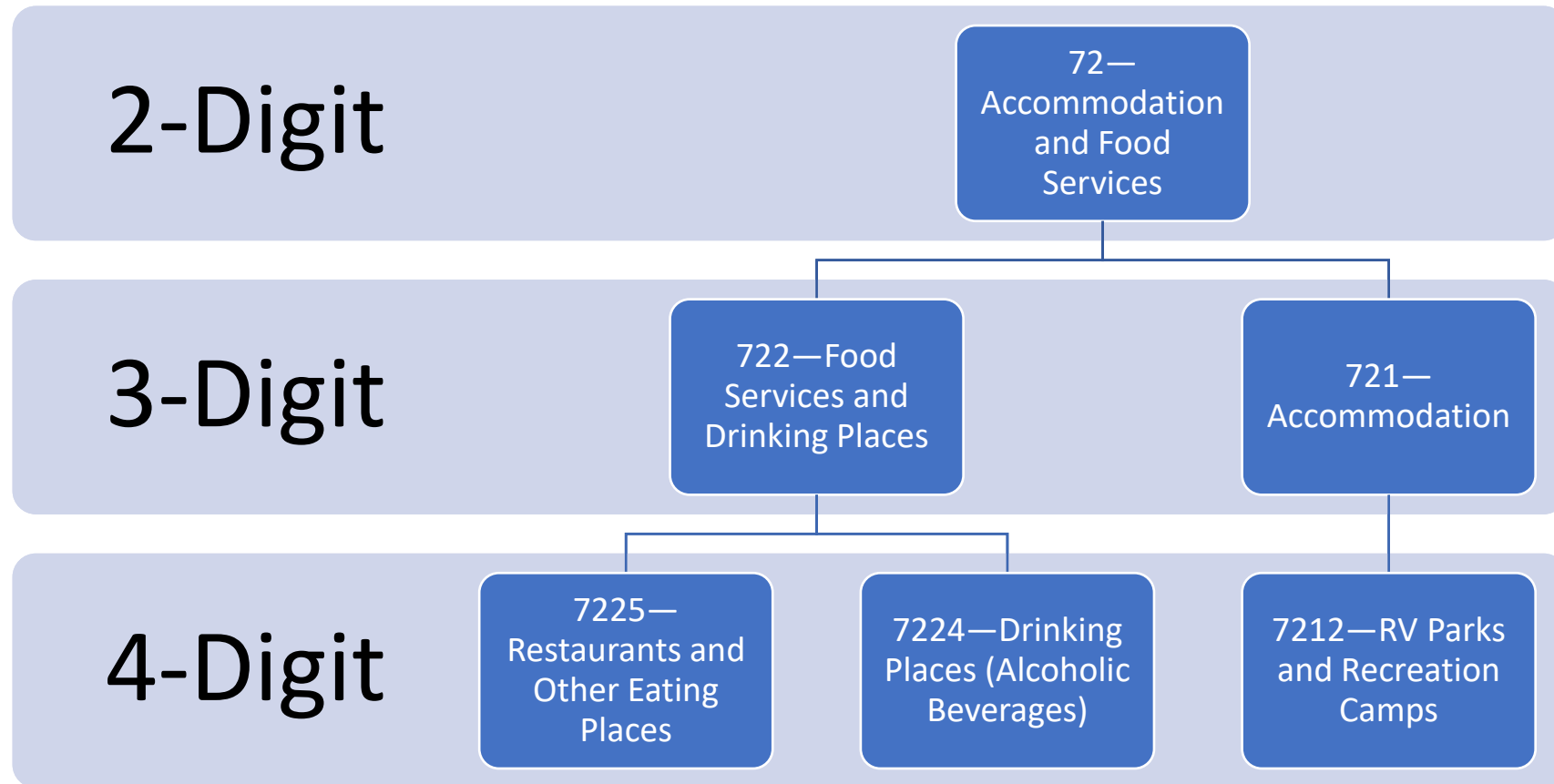
Census Business Builder

With Census Business Builder, we can:

1. Map multiple economic growth, demographic, socioeconomic or consumer spending variables
2. Create comprehensive industry reports to use for planning or funding appeals
3. Map consumer spending data by neighborhood to help optimize outreach
4. Obtain aggregate demographic, socioeconomic and consumer data for a customized geography



NAICS Code Sector Tree Example



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Popular Data Trainings from the US Census Bureau

Population, Language and New Residents Data Tools

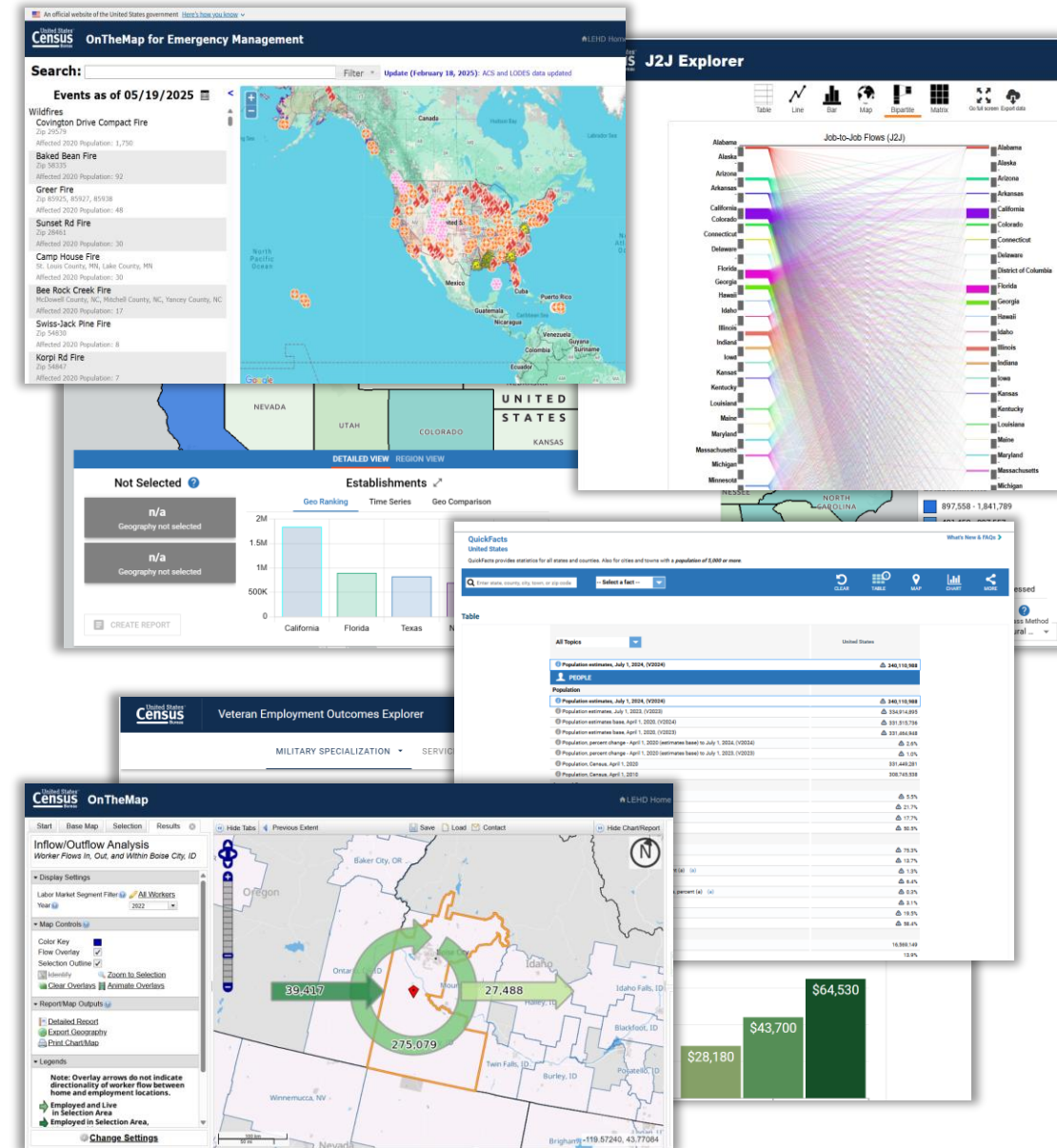
- Showing users the easiest way to access the most recently published (May 2025) population estimates
- Demonstrate 3 additional tools to view migration data by state, county, city, and census tract

Data Tools for Transportation Planning

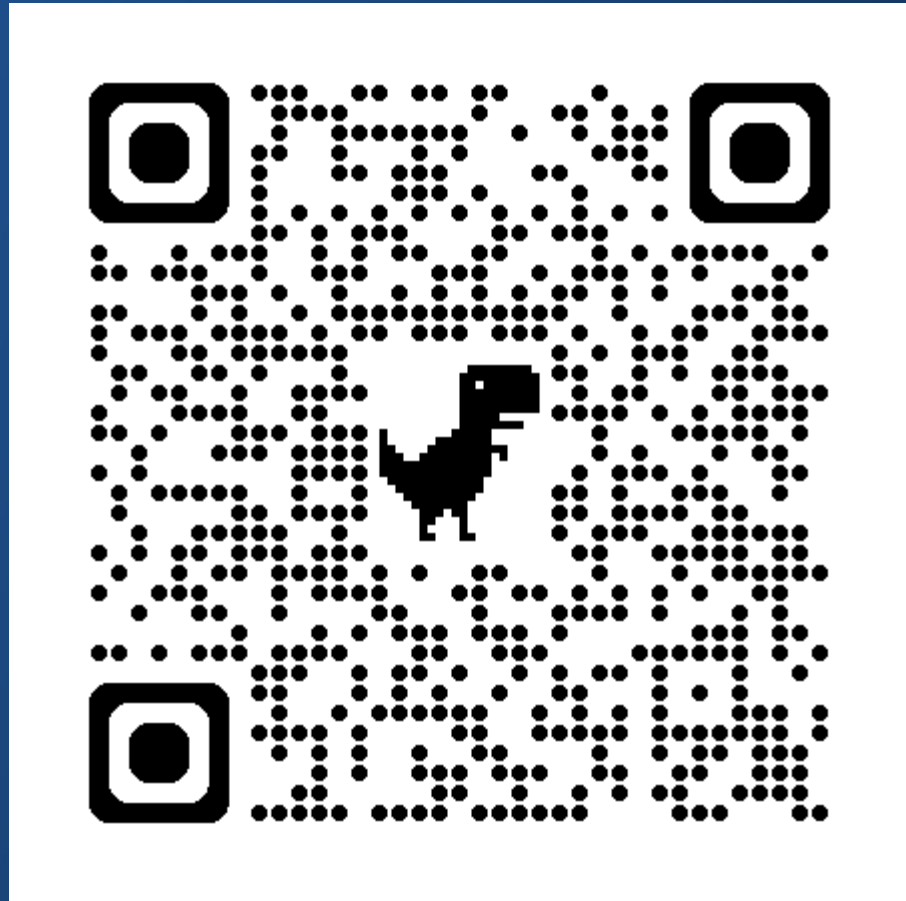
- Learn the optimal use for three of the Census Bureau's most popular data tools: OnTheMap, OnTheMap for Emergency Management plus tract mapping on data.census.gov

Data Tools for Grant Writing and Fundraising

- Use three different tools to create graphs, charts, maps and tables that can be easily added to grant writing.



Get in Touch With Us!



**U.S. Census Bureau
Data Dissemination Branch and Training Branch
Customer Liaison and Marketing Services Office**

**Brian Berman
Brian.L.Berman@census.gov
(202) 604-1549**

**Census.askdata@census.gov
1-844-ASKDATA**

**@uscensusbureau
Subscribe: [Census.gov/academy](https://www.census.gov/academy)**