

The Census Bureau Provides Insightful Data Tools

Key Takeaways

1. The Census Bureau offers free, online resources such as data tables, infographics, webinars, and reports to help businesses digest the available information.
2. The Census Business Builder identifies potential customers and shares details about similar businesses in the area.
3. OnTheMap is a tool that businesses can use to explore where workers live and where they are currently employed.
4. Businesses can explore different characteristics collected by the American Community Survey, such as how many residents have degrees or how many people have broadband access.
5. Although the Census Bureau resources are insightful and the most accurate public data sources, opportunities can be missed by the Census undercount. Local level population data are most susceptible to being skewed by a Census undercount.

Want to Learn More?

Click on the following links to learn how to use **the Census Business Builder**.

- [Accessing Census Business Builder](#)
- Watch [Overview of Census Builder](#) (3 minutes)
- Read [Using the Census Business Builder to Learn About Regions](#) (3 minutes)
- Read [Using the Census Business Builder as a Small Business](#) (3 minutes)
- Watch [Your Business by the Numbers: Census Business Builder](#) (45 minutes)

Click on the following links to learn how to use **OnTheMap**

- [Accessing OnTheMap](#)
- Watch [The Road to Employment Dynamics: OnTheMap](#) (57 minutes)
- Watch the Data Gem Series for OnTheMap, including the following videos:
 - [Part 1: OnTheMap – How to Create an Area Profile to Visualize Jobs and Workforce Data](#) (7 minutes)
 - [Part 2: How to Create an Area Comparison Analysis to Visualize Jobs and Workforce Data](#) (5 minutes)

- [Part 3: How to Create a Distance and Direction Analysis to Visualize Commuting Patterns](#) *(4 minutes)*
- [Part 4: How to Create a Destination Analysis to Visualize Jobs and Workforce Data](#) *(4 minutes)*
- [Part 5: How to Create an Inflow and Outflow Analysis of your Labor Market](#) *(4 minutes)*
- [Part 6: How to Select a Customized Area to Perform an Analysis of Labor Market](#) *(6 minutes)*

Click on the following links to learn how to explore **the ACS**

- [Accessing Microdata](#)
 - Read “[American Community Survey \(ACS\)](#)” to discover available topics. *(2 minutes)*
 - Watch [Navigating the New and Improved data.census.gov](#) to learn how to explore data points. *(50 minutes)*
 - Watch [Data Gem: How to Save Time by Saving your Data Search and Results When Using data.census.gov](#) *(8 minutes)*
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