

# A Preview of Census Business Builder: Regional Analyst Edition (CBB: RAE) v. 2.0

CBB: RAE 2.0 Update

Planned Beta Release: September 2016



Regional Analyst Edition

## CBB: RAE v. 1.2

To access the current release of CBB: RAE, see:

<https://cbb.census.gov/rae/#>



Small Business Edition

## CBB: SBE v. 1.2

To access the current release of CBB: Small Business Edition, see:

<https://cbb.census.gov/sbe/#>

## More CBB Info

To learn more about CBB, see:

[census.gov/data/data-tools/cbb.html](https://census.gov/data/data-tools/cbb.html)

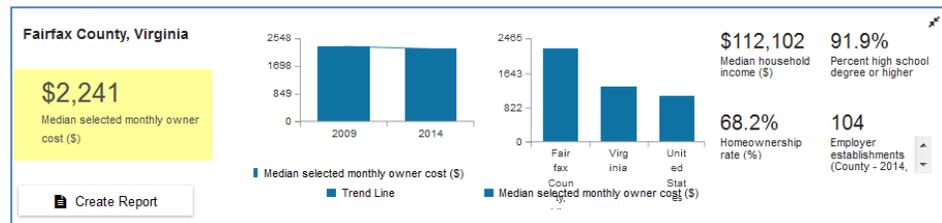
## CBB: RAE At A Glance

**Census Business Builder: Regional Analyst Edition** provides easy access to information about the residents and businesses in an area for regional planning and other activities. The data are presented in a map-based interface that is accessed in three simple steps.

Created with Esri, CBB: RAE leverages Esri's **ArcGIS** platform and is the first U.S. Census Bureau data tool released on the **cloud**. The tool also leverages the Census Bureau's own **TIGERWeb** geography API as well as our **data API** to dynamically deliver all the content presented in the tool.

## What's New

### Expanded Map Features



Version 2.0 of CBB: RAE adds exciting new features to the CBB data dashboard. The dashboard now includes **charts** that show **historical data** for many of the mapped data variables as well as a **comparison** of the selected area to the **state** and **nation**.

The four additional dashboard variables can now be **customized**. The user can even change the map variable by clicking a new Favorite icon.

Finally, the data in the map can now be downloaded as an Excel or .csv file using the new **Download** button.

## Completely New Report



The **Region** and **County Profile Reports** have been completely redesigned for version 2.0. While the data shown in the reports are essentially the

## Census Data

To learn more about the demographic data in CBB (from the American Community Survey), see:

[census.gov/programs-surveys/acs/](https://www.census.gov/programs-surveys/acs/)

To learn more about the business data in CBB (from the Economic Census and other Census Economic Programs), see:

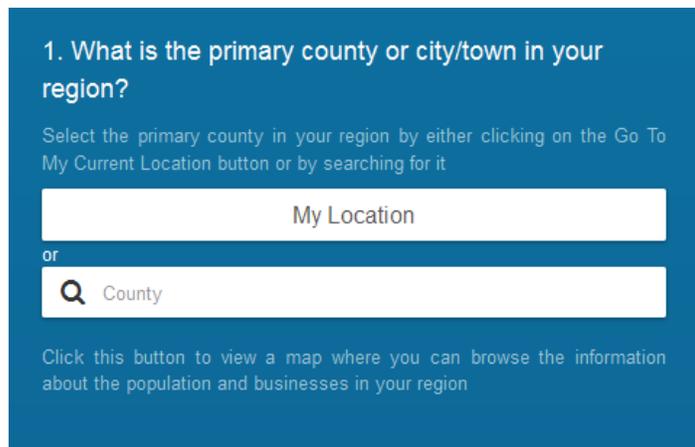
[census.gov/econ/census/](https://www.census.gov/econ/census/)

same as in the current version, the reports now provide new access to the **Margins of Error** (MoEs) for the demographic data.

The report is also fully **interactive**, with direct access to specific sections via a **Content** panel. The charts in each section are interactive too, and users can select which variable to **graph** via the icons next to the variable.

Finally, the reports can much more easily be printed and downloaded to separate comma separated values text files (.csv) for each section using the **Print** and **Download Data** items in the report header.

## Place and County-Based Regions



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

Select the primary county in your region by either clicking on the Go To My Current Location button or by searching for it

My Location

or

County

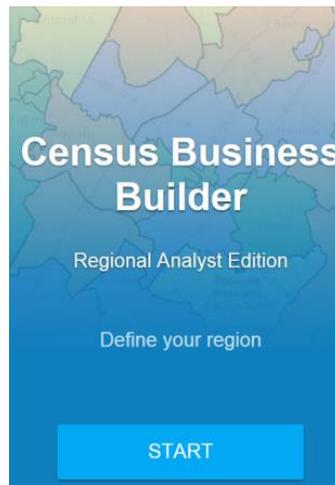
Click this button to view a map where you can browse the information about the population and businesses in your region

Version 2.0 of CBB: RAE allows users to build their region not only from **1 or more County** (as in the current release) but now also from 1 or more City or Town. The information for this combined area is then presented in the Region Report.

## Contact Us

For help using CBB: contact Andy Hait at: [Andrew.w.hait@census.gov](mailto:Andrew.w.hait@census.gov) (301)763-6747

## Now Mobile Friendly!



While the current version of CBB was designed primarily for desktop, laptop, or large-format tablet computers, this 2.0 update makes CBB: RAE **Mobile Friendly!** Each of the splash pages and map menus have been redesigned for smart phones, and even the report can be accessed on your mobile device now.

As a Web site, accessing CBB: RAE on your smart phone **does not require you to download anything...** merely launch your favorite Web browser and access the same URL as you use for your desktop.