



census
business
builder

Regional Analyst Edition

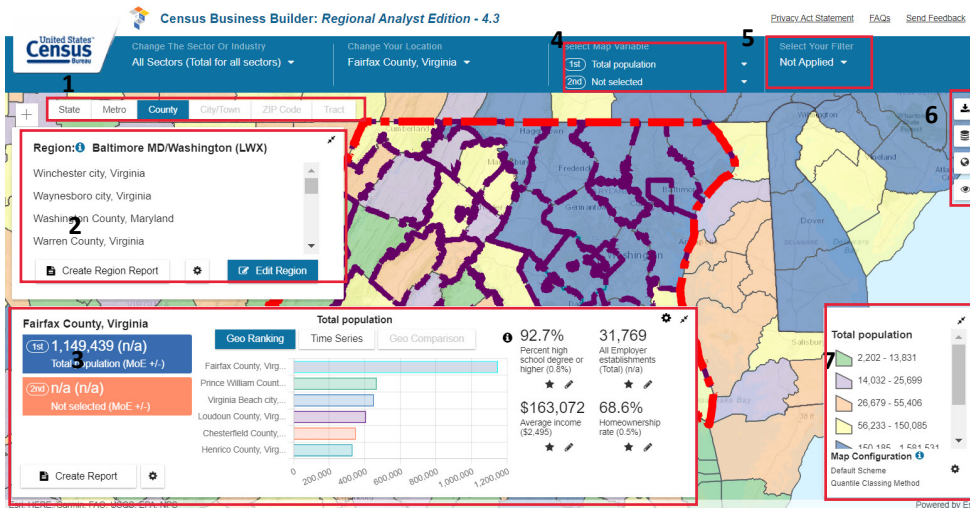
Census Business Builder: Regional Analyst Edition (CBB: RAE)

CBB: RAE at a Glance

Census Business Builder: Regional Analyst Edition (CBB: RAE) 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.

CBB: RAE leverages Esri's ArcGIS platform and is the first U.S. Census Bureau data tool released on the cloud. The tool dynamically combines Census geography and data through an API to deliver updated content to the user.

Map Features



1. Geographic Levels: View data on map by State, Metro, County, City/Town, Zip Code, and Tract. Zoom in to select greyed out geographic levels. View more geographies (more cities, zips, and tracts) on the map at one time.
2. Region Panel: Add geographic areas to a region via Edit Region: Draw rectangle, circle, or polygon, or via uploaded shapefile. Reset the region and start over via Remove All Regions. New: Beta Prebuilt regions feature SBA HubZones, HUD Opportunity Zones, and NOAA's National Weather Service (NWS) Weather Forecast Offices (WFOs).
3. Dashboard: Customize dashboard to show/hide time series and geo comparison charts and other variables. Create report for the selected industry and geographic area. Dashboard settings to the URL so they are saved when the user bookmarks the site.
4. Bivariate mapping feature, enables users to view two variables on the map and in the dashboard at the same time.
5. Filters: Use filters to narrow down data by choosing up to five variables.
6. Map Buttons: Download data to CSV, Excel, or Shapefile. Add Reference Layers via a Gallery or an uploaded Shapefile or Map Service. Change the basemap from Topographic to Imagery or Dark. Change Data Transparency.
7. Customize Map: Change the map color scheme from 5-color to or 2-color options. Change the map classing method from Quantile to Equal Interval.

Data Included

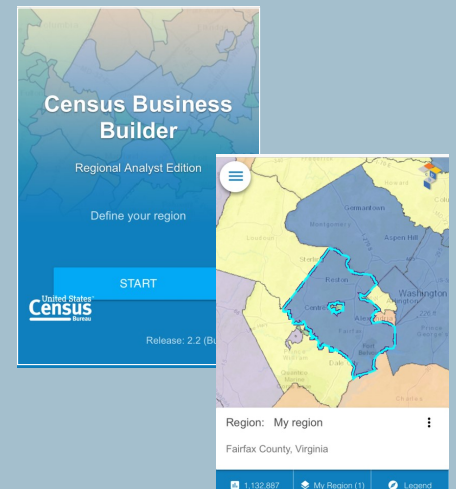
The Regional Analyst Edition contains data at the full two- through six-digit North American Industry Classification System (NAICS) from the following programs:

- ✓ Demographic, socioeconomic, and housing data from the American Community Survey
- ✓ Business data from the County Business Patterns, Nonemployer Statistics, Economic Census, and Survey of Business Owners
- ✓ Imports and Exports data from the International Trade program
- ✓ Workforce data from the Quarterly Workforce Indicators
- ✓ Building Permits data from the Building Permits Survey
- ✓ Your own data (via Excel file upload feature)
- ✓ Consumer Spending data from Esri
- ✓ Agriculture data from the Census of Agriculture (USDA)
- ✓ Hires by Educational Attainment (QWI)
- ✓ Historical data for additional programs
- ✓ Employment and related data from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)

Mobile Optimized

CBB: RAE is Mobile Friendly! Each of the splash pages, map menus, and reports have been designed to be accessed on desktop, laptop, tablet, or your mobile devices.

As a website, accessing CBB: RAE on your mobile device does not require you to download anything... merely launch your favorite web browser and access the same URL as you would use for your desktop.



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Geographic Areas Covered

Demographic and Consumer Spending data are shown at the State, County, City/Town ("Place"), ZIP Code, and Census Tract levels.

Demographic and some Economic data are shown at the State, Metro, County, City/Town ("Place"), ZIP Code, and Census Tract levels.

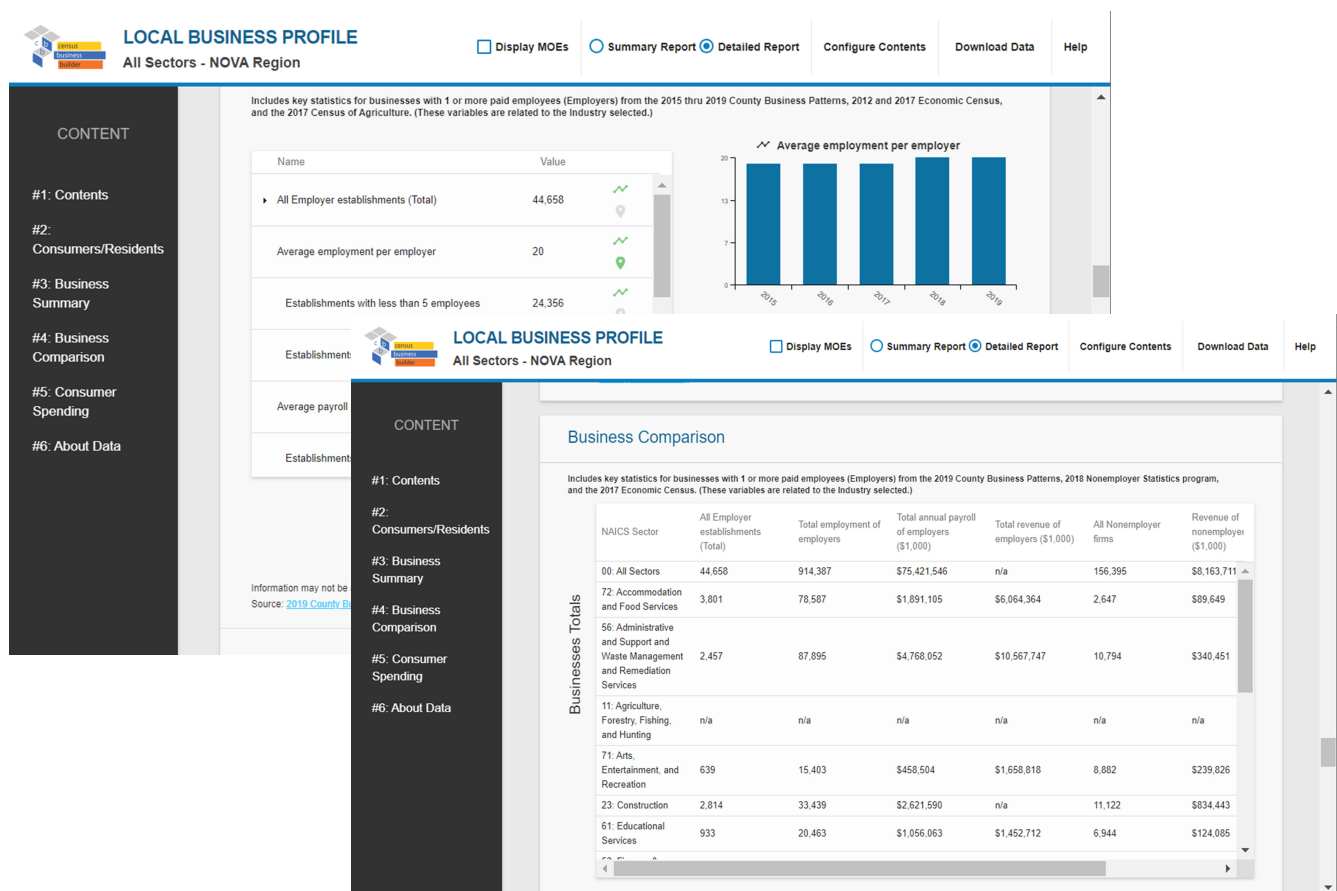
Economic and Workforce data are shown at the State, County, and City/Town ("Place") levels.

Users can browse data for every county in the U.S.; previous editions limited the number of geographic areas viewable on the map to 1,000.

Interactive Report

Fully **interactive, customizable, printable, and downloadable** reports 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. The report can be configured by choosing specific options.

The Region and County Profile Reports also provide access to the **Margins of Error (MoEs)** for the demographic data.



Thank you for your interest in the Census Business Builder. Please view the accompanying handouts that present step-by-step instructions on detailed features of the tool, plus the Tips handout that provides hints on how best to use the tool. These handouts can be viewed at census.gov/data/data-tools/cbb.html

Contact Us

To learn more about CBB visit: census.gov/data/data-tools/cbb.html

To access the current version of CBB: SBE, see: <https://cbb.census.gov/sbe/#>

To access the current version of CBB: RAE, see: <https://cbb.census.gov/rae/#>

If you need help using CBB, would like to schedule a webinar or in person demonstration, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov