



census
business
builder

Census Business Builder: Regional Analyst Edition (CBB: RAE) v3.1

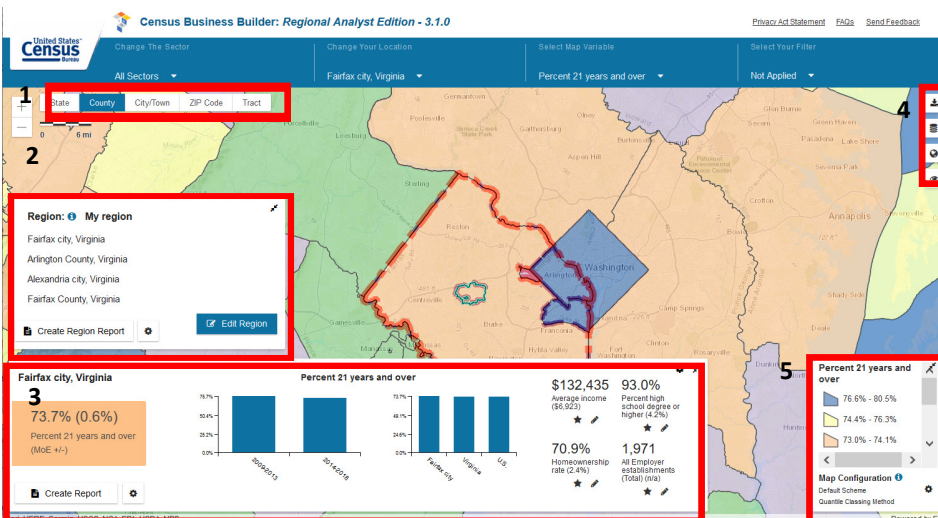
Regional Analyst Edition

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



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.



1. Geographic Levels: View data on map by type of geography. 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.
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. 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.
5. 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.



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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.

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.

The screenshot displays the 'LOCAL BUSINESS PROFILE' for Northern VA. The interface includes a content panel on the left with sections: #1: Contents, #2: Consumers/Residents, #3: Business Summary, #4: Business Comparison, #5: Consumer Spending, and #6: About Data. The main report area shows 'Employer Businesses' with a table of key statistics and a bar chart titled 'Average employment per employer'. The 'Business Comparison' table is also visible.

NAICS Sector	Employer establishments	Total employment of employees	Total annual payroll of employees (\$1,000)	Total revenue of employees (\$1,000)	Nonemployer firms	Revenue of nonemployer firms (\$1,000)
00: All Sectors	45,131	846,354	\$63,617,046	n/a	149,811	\$7,674,...
72: Accommodation and Food Services	3,737	77,094	\$1,724,136	\$5,097,309	2,248	\$82,791,...
56: Administrative and Support and Waste Management and Remediation Services	2,453	75,174	\$3,678,472	\$9,051,072	9,767	\$295,31,...
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	611	14,813	\$423,316	\$1,506,652	8,480	\$199,21,...

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 Andy Hait at: andrew.w.hait@census.gov or (301)763-6747