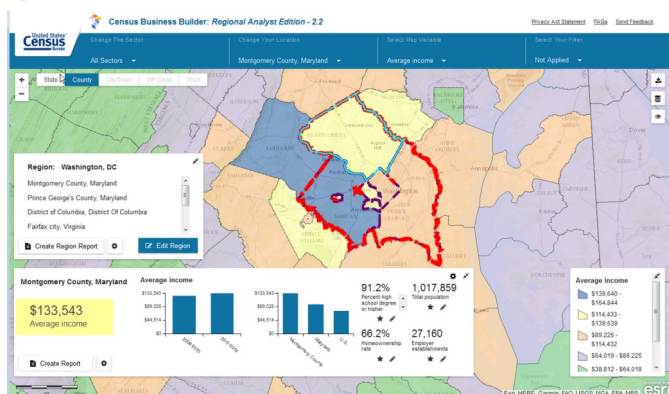# Census Business Builder: Regional Analyst Edition (CBB: RAE) v.2.2

## 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.

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.

## *Geographic Areas Covered*



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

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

## *Place and County-Based Regions*



CBB: RAE allows users to build their region from one or more counties or cities or towns. The information for this combined area is then presented in a Region Report.



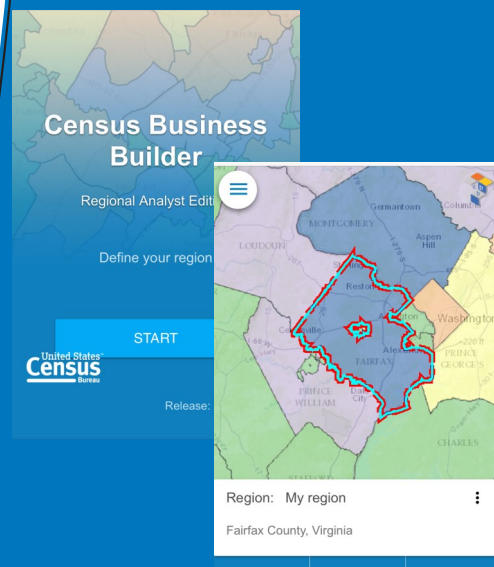**Economic Statistics**

## *Data Included*

The Regional Analyst Edition contains the following data:

- ✔ Demographic, socioeconomic, and housing data from the American Community Survey
- ✔ Business data from the County Business Patterns, Non-employer Statistics, Economic Census, and Survey of Business Owners
- ✔ Consumer Spending data from Esri
- ✔ Your own data (via Excel file upload feature)
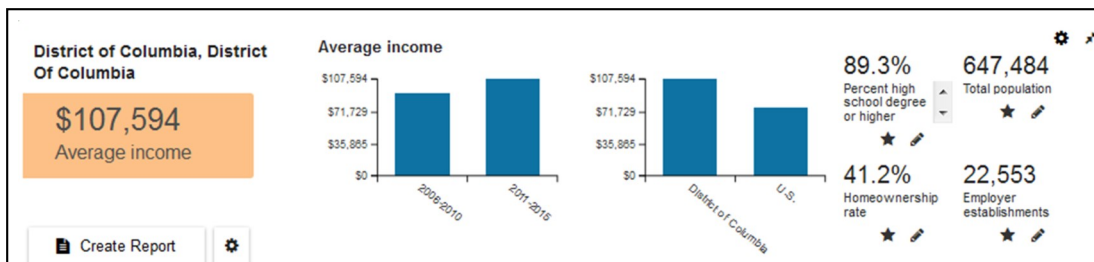
## *Mobile Friendly*

While CBB was designed primarily for desktop, laptop, or large-format tablet computers, CBB: RAE is Mobile Friendly! Each of the splash pages, map menus, and reports have been redesigned to be accessed on your mobile device.

As a website, accessing CBB: RAE on your mobile devise 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.
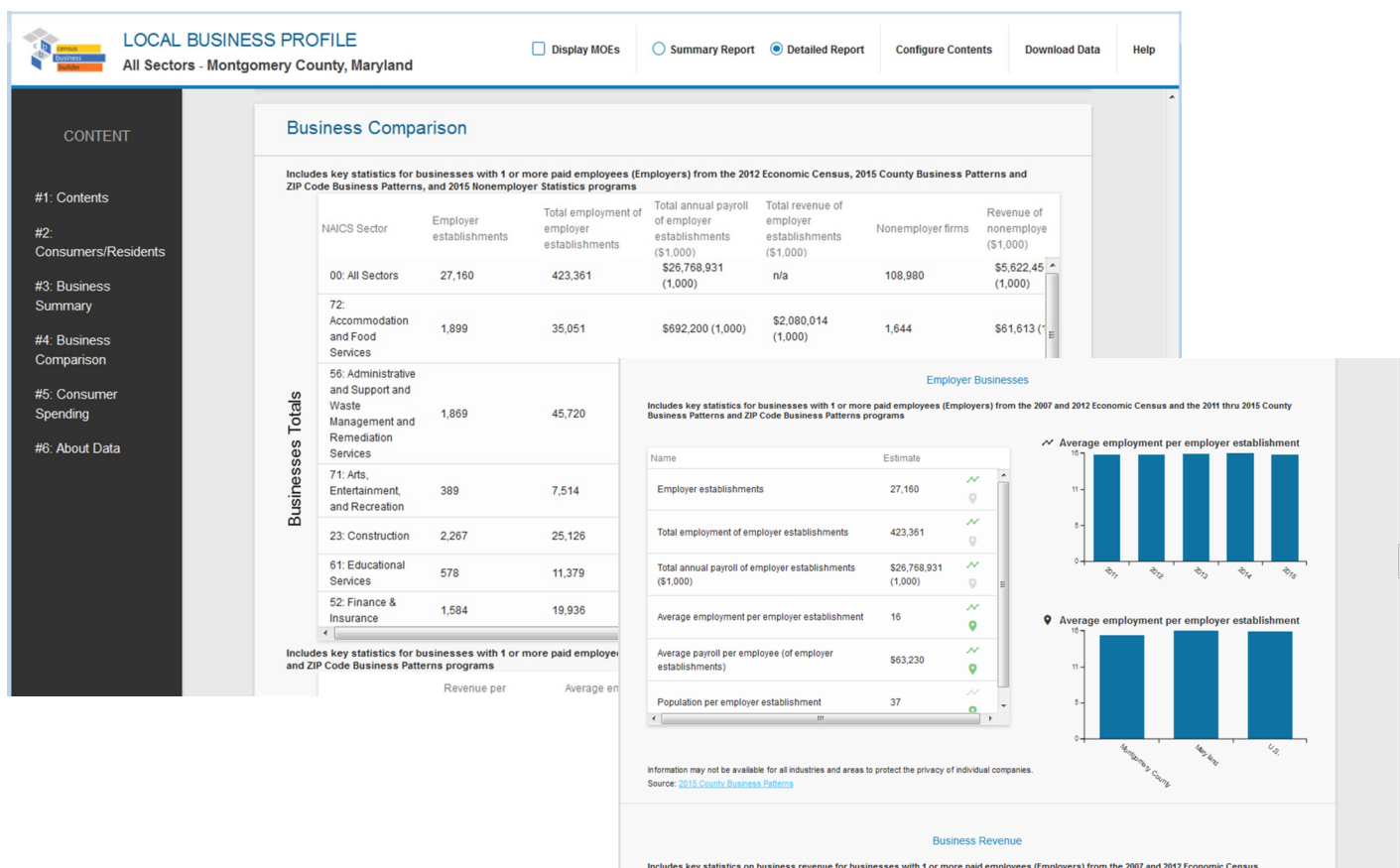
# Expanded Map Features

Interactive and customizable dashboard 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. Users can change map variables by clicking the edit icon (pencil).



# Interactive Report

Fully **interactive, customizable, printable, and downloadable** report 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 Region and County Profile Reports provide access to the **Margins of Error** (MoEs) for the demographic data.



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**Contact Us**

To learn more about CBB visit: census.gov/data/data-tools/cbb/html
To access the current version of CBB: RAE, see: https://cbb.census.gov/rae/#
To access the current version of CBB: SBE, see: https://cbb.census.gov/sbe/#

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