

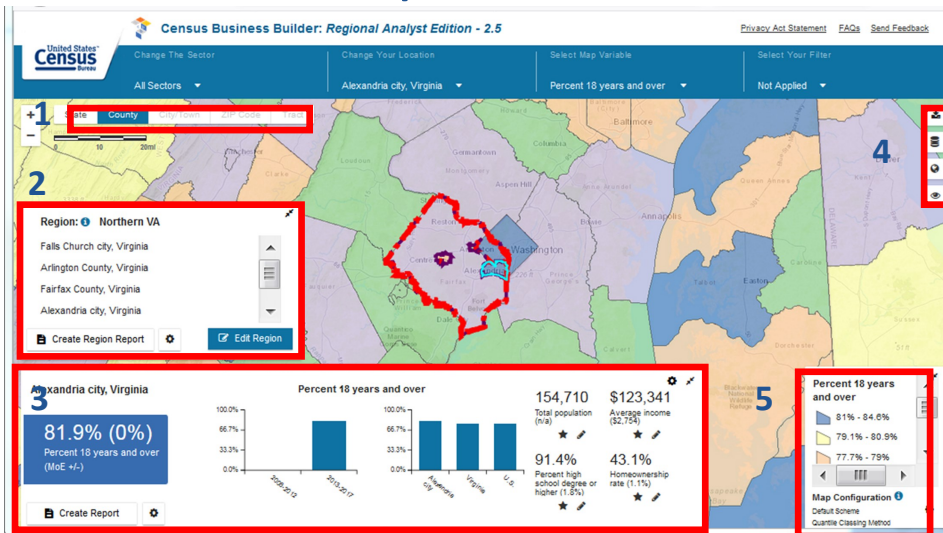
## Census Business Builder: Regional Analyst Edition (CBB: RAE) v.2.5

### 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 type of geography. Zoom in to select greyed out geographic levels.
2. Region Panel: Add geographic areas to a region via Edit Region. 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.
4. Map Buttons: Download data to CSV or Excel. 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 3- or 2-color options. Change the map classing method from Quantile to Equal Interval.



U.S. Department of Commerce  
Economics and Statistics Administration  
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[census.gov](https://www.census.gov)

### Data Included

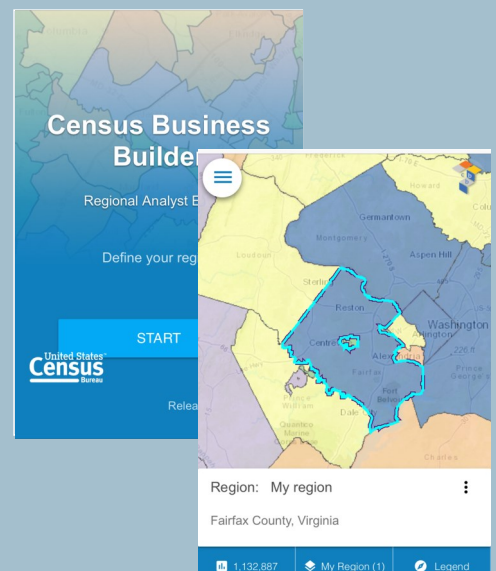
The Regional Analyst Edition contains the following data:

- ✓ Demographic, socioeconomic, and housing data from the American Community Survey
- ✓ Business data from the County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, and International Trade of Goods and Services
- ✓ Agriculture data from the Census of Agriculture
- ✓ Workforce data from the Quarterly Workforce Indicators
- ✓ Consumer Spending data from Esri shown per household
- ✓ Your own data (via Excel file upload feature)
- ✓ NEW—Building Permits data at the county and place level

### Mobile Friendly

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.



## 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.

## 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.

**LOCAL BUSINESS PROFILE**  
All Sectors - Northern VA

Display MOEs Summary Report Detailed Report

### Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

Name	Value
Employer establishments	45,131
Total employment of employees	
Total annual payroll of employees	
Average employment per employee	
Average payroll per employee	

### Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the Industry selected.)

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 nonemployers (\$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	\$82,79...
56: Administrative and Support and Waste Management and Remediation Services	2,453	75,174	\$3,678,472	\$9,051,072	9,767	\$295,3...
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	\$199,2...

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

To access the Small Business Edition, please visit: [cbb.census.gov/sbe/#](https://cbb.census.gov/sbe/#)

### Contact Us

To learn more about CBB visit: [census.gov/data/data-tools/cbb.html](https://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](mailto:andrew.w.hait@census.gov) or (301)763-6747