

Census Business Builder

cbb.census.gov/cbb

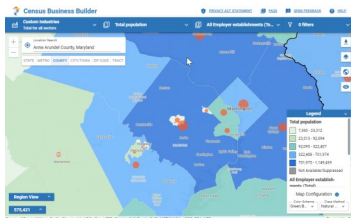


Census Business Builder provides easy access to key information about the residents and businesses in an area that entrepreneurs and regional planners need to better understand their markets and service areas.

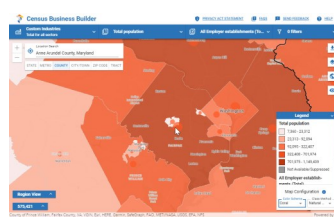
COLOR PALETTE

CBB offers four map color options: the default Green/Blue, Coral, Unique Colors, and Yellow/Green/Blue. These can be changed using the Map Configuration button in the legend.

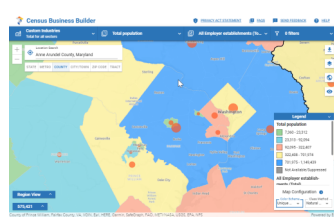
Green/Blue



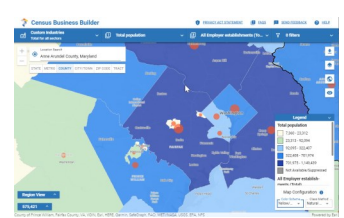
Coral



Unique Colors



Yellow/Green/Blue



MAP CLASSES

CBB also offers two map classing options in the legend: Quantile and Equal Interval. These refer to the process used to assign values to the classes for the thematic map. The results of each classing method will vary based on the distribution of the data on the map. Below is a description of each method and see page 2 for examples of both.

1. Natural Breaks

Natural breaks classes are based on natural groupings inherent in the data. Class breaks are created in a way that best groups similar values together and maximizes the differences between classes. The features are divided into classes whose boundaries are set where there are relatively big differences in the data values.

2. Quantiles

Quantile ranks and then divides units of measurement equally into the number of classes. The quantile ranges are calculated by sorting the values of the geographies shown on the map in descending order and then breaking these sorted values into 5 classes with an equal number of observations in each class.

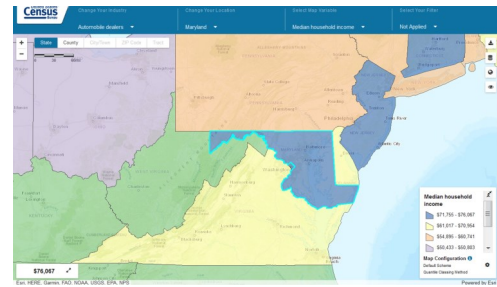
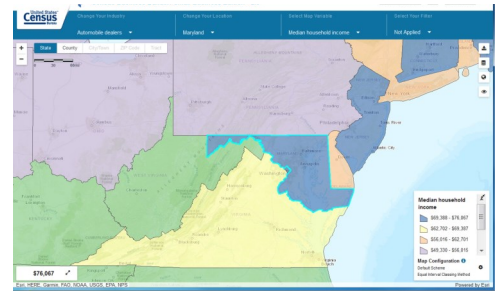
3. Equal Intervals

Equal interval divides data into classes of equal size. The equal interval ranges are calculated by taking the high value (the value for the geographies shown on the map that is the highest), subtracting the low value, and dividing that number by 5. This establishes the ranges for each of the 5 classes. Each geography on the map is then assigned to the class that its value falls in.

Heterogeneous Geographies

For maps where the values shown are fairly evenly distributed between the low and high values, the classing method doesn't make that much of a difference. You can see that in the 2 maps of Median Household Income for all the states in this area in the Excel file. PA and MA change color but the rest of the states are the same.

Geography	FIPS	Estimate (Median household income)	MOE	Quantile	Equal Interval
Maryland	24	74,551	370	70,331-74,551	67,995-74,551
New Jersey	34	72,093	286		
District of Columbia	11	70,848	843		
Connecticut	09	70,331	409		
Massachusetts	25	68,563	384	60,509-68,563	61,434-67,994
Virginia	51	65,015	270	53,599-59,269	54,873-61,433
Delaware	10	60,509	595		
New York	36	59,269	235		
Rhode Island	44	56,852	678	49,255-49,576	48,312-54,872
Pennsylvania	42	53,599	173		
Michigan	26	49,576	186	41,751-46,868	41,751-48,311
Ohio	39	49,429	179		
Indiana	18	49,255	221		
North Carolina	37	46,868	206	41,751-46,868	41,751-48,311
Tennessee	47	45,219	243		
Kentucky	21	43,740	302	41,751	41,751
West Virginia	54	41,751	433		
Equal Interval:	low	41,751			
	high	74,551			
	diff	32,800			
	diff/5	6,560			

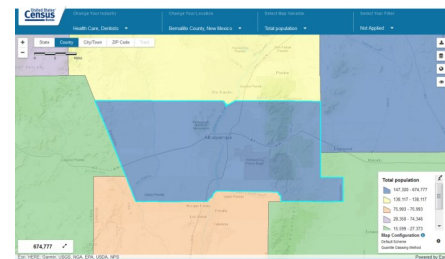
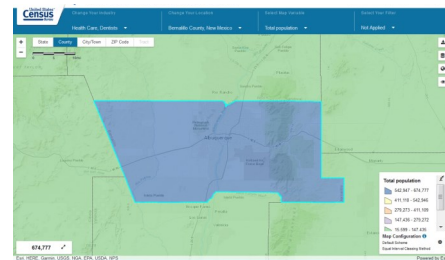


Homogeneous geographies

For maps where most of the areas shown are very similar but where there is one outlier on the map, the equal interval method will highlight those small differences. Conversely, the quantile method will highlight the one outlier.

The map of Population for counties around Albuquerque, NM is a good example. Using the equal interval method, all of the geographies around Bernalillo County have low population and fall into the lowest category (green), while Bernalillo stands alone in blue. Using the quantile method the counties around Bernalillo are assigned each of the other classes in all five colors.

Geography	FIPS	Estimate (Total population)	MOE	Quantile	Equal Interval	
Bernalillo County, New Mexico	35001	673,943	NaN	147,108-673,943	542,329-673-943	
					410,710-542,328	
					279,091-410,709	
					147,472-279,090	
Santa Fe County, New Mexico	35049	147,108	NaN	15,853-147,471	15,853-147,471	
Sandoval County, New Mexico	35043	136,638	NaN			136,638-136,638
Valencia County, New Mexico	35061	76,297	NaN			76,297-76,297
McKinley County, New Mexico	35031	73,998	NaN			28,668-73,997
San Miguel County, New Mexico	35047	28,668	NaN			15,853-27,382
Cibola County, New Mexico	35006	27,382	NaN			
Torrance County, New Mexico	35057	15,853	NaN			
Equal Interval:	low	15,853				
	high	673,943				
	diff	658,090				
	diff/5	131,618				



CONTACT US

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

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