

# Census Business Builder (CBB)

[cbb.census.gov/](http://cbb.census.gov/)

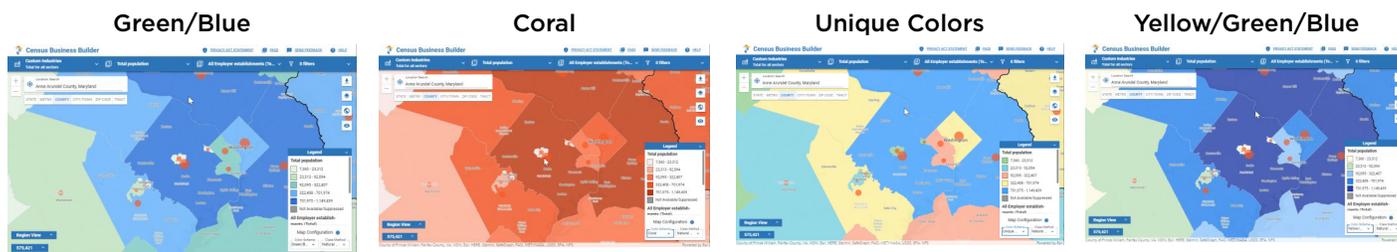


Census Business Builder (CBB) provides easy access to key information about the residents and businesses in an area that entrepreneurs and regional planners need to better understand their markets and service areas.

## 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.



## 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, refer to 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 group similar values together and maximize 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 five classes with an equal number of observations in each class.

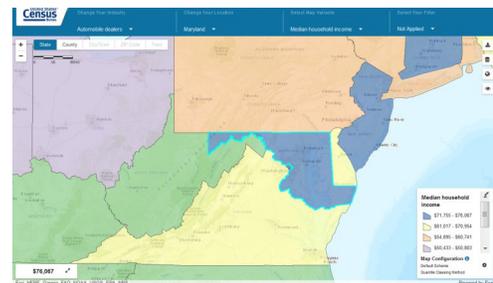
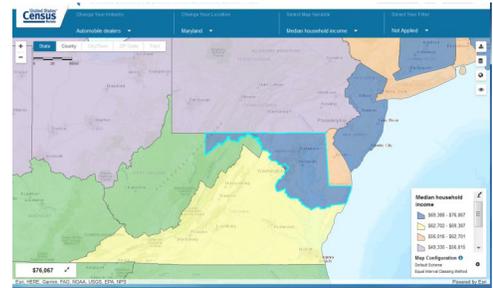
### 3. Equal Intervals

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 five. This establishes the ranges for each of the five 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 observe that in the two maps of median household income for all the states in this area in the Excel file. Pennsylvania and Massachusetts 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		
Virginia	51	65,015	270	60,509-68,563	61,434-67,994
Delaware	10	60,509	595	53,599-59,269	54,873-61,433
New York	36	59,269	235		
Rhode Island	44	56,852	678		
Pennsylvania	42	53,599	173	49,255-49,576	48,312-54,872
Michigan	26	49,576	186		
Ohio	39	49,429	179		
Indiana	18	49,255	221		
North Carolina	37	46,868	206		
Tennessee	47	45,219	243	41,751-46,868	41,751-48,311
Kentucky	21	43,740	302		
West Virginia	54	41,751	433		
Equal Interval:	low	41,751			
	high	74,551			
	diff	32,800			
	diff/5	6,560			

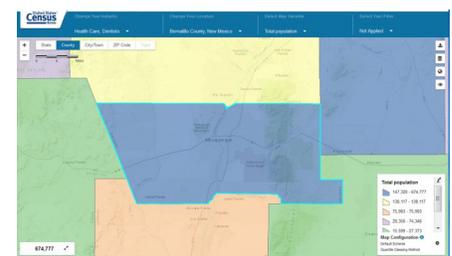


## Homogeneous Geographies

For maps where most of the areas shown are very similar but 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, New Mexico, 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			
San Miguel County, New Mexico	35047	28,668	NaN			
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 <[www.census.gov/data/datatools/cbb.html](http://www.census.gov/data/datatools/cbb.html)> or <[www.cbb.census.gov/](http://www.cbb.census.gov/)>.

If you need help using CBB or would like to schedule a webinar or an in-person demonstration, contact the Data User and Respondent Outreach by phone at 800-242-2184 or by email at <[emd.cbb@census.gov](mailto:emd.cbb@census.gov)>.