

## Demographic Descriptions of an Urban ZCTA and Census Tracts

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### Data Analysis Module, Pt. 3

In Part 1 and 2 of this module, you examined the income distribution and racial/ethnic composition of 45223 and its census tracts (Northside neighborhood in Cincinnati, Ohio). Now we will explore other demographic characteristics of the ZCTA.

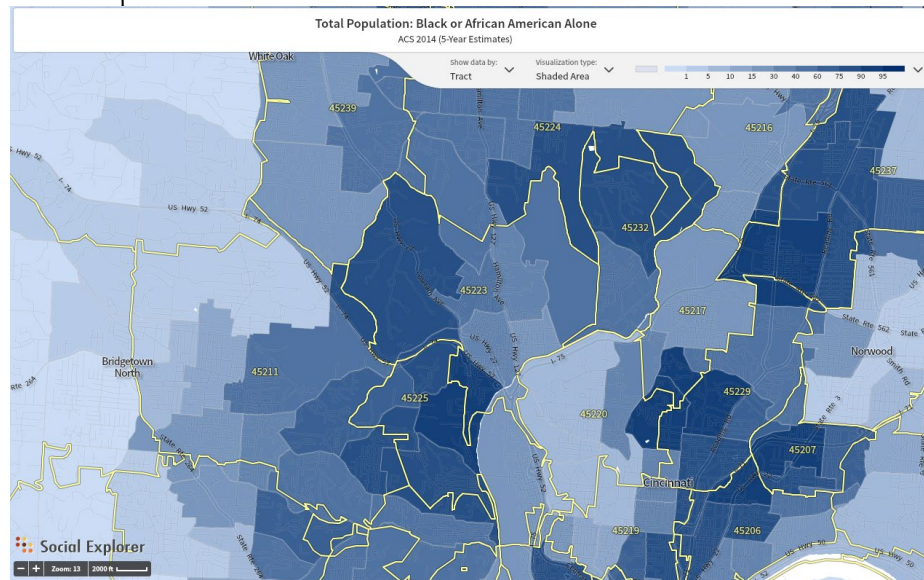
To do so, you will each choose different characteristics of 45223 to create tables and maps. The tables will be at the ZCTA level; the maps will be at the tract level. As many of you pointed out in Part 2, examining demographic data at these different levels are advantageous—we can see larger patterns at the ZCTA level, and smaller patterns at the tract level.

You will put your tables, maps, and short descriptions in a PowerPoint slide. I provide the template on Blackboard. You must use the template I provide to receive full credit. Though the way the data are presented, to some extent, is up to you. Please let me know if you have any questions.

#### Directions:

1. Sign up for **two** sections here: [provide Google Sheets sign-up link]
2. Information about sign-up spreadsheet:
  - a. Replace “Name” with your name on the sections you choose. Please do not sign up for a section that one of your classmates has already claimed. Sections are first come, first served.
  - b. **One of your sections must have a map component.** Look at column E to see which sections require a map.
  - c. Column C has Social Explorer’s table numbers (e.g. T14) and table title (e.g. Hispanic or Latino by Race”) that are required to complete each section.
  - d. Column D has notes about what should be in each table. In some instances, I ask that you compare the ZCTA’s statistics to citywide statistics.
3. Once you decide which sections you are going to work on, go to Social Explorer.
4. Making Tables: Follow Module 1, Part 1 instructions but this time instead of the race/ethnicity and median income variables, choose the ones that are associated with your section. (Column C in the spreadsheet.)
  - a. If your section requires you to compare 45223 to Cincinnati at-large, please follow these directions to streamline your tables:
    - i. Navigate to the “ACS 2014 (5-Year Estimates)” page.
    - ii. Under geographic type, select “160 Place.”
    - iii. Under State, select Ohio.
    - iv. Scroll to “Cincinnati city, Ohio.” Click “Add.”
    - v. Before clicking “proceed to tables,” go back up and select “860 5-Digit ZIP Code Tabulation Area.”
    - vi. Select 452 in the next drop-down menu.
    - vii. Find “45223” and “add” it to your selections.
    - viii. Now you may proceed to selecting your variables.
5. Making Maps, please follow these directions:
  - a. Click on the “Maps” tab at the top of Social Explorer.
  - b. Under “US Demography” click “Start Now.”

- c. On the “Welcome” screen, click “Take the Tour” to orient yourself with the application. Click “Next Tip” until the tour is finished.
- d. You should see a map of the United States. We want to look at our ZCTA 45223 up close. In the “Enter address or geography” box, type “45223” and press enter (or click on it when it pops up below). It will zoom to our neighborhood.
- e. Right now, the map is displaying population density. You can tell that darker colors represent where populations are more densely packed, and lighter colors represent where populations are more sparsely located.
- f. To change the data being presented, click “Change Data” on the top left corner. Click “Race,” then choose “Black or African American Alone.” The map should change.
- g. It’s hard to tell which section is 45223, so we are going to ask Social Explorer to show 45223 boundaries. In the top right corner, click on the button with three horizontal bars. Click “Edit Map.” Check “Show: 5-Digit ZIP Code Tabulation Area (ZCTA5)” so that it is “ON.” Click “Done.” Now we can see which census tracts are in 45223.
- h. The orange colors in the map are somewhat abrasive to the eye, so let’s change those to blue. Next to the color range at the top, click the down arrow. At the bottom of this drop down menu, click “Colors.” Select “Blue.”
- i. Your map should look like this now:



- j. Click “Export” at the top of the screen. Choose “prepare to download.” Choose “download.” You may change the name and location of the download. Copy/paste this image into the template.
- k. Repeat these steps with your own variable(s).
  1. To provide access to the interactive map on each slide, copy/past the share URL. To do this, click “share” at the top of the Social Explorer screen for your map. Copy this URL. Paste it onto your PowerPoint slide. Use a hyperlink if you know how. (See my templates for an example)
6. Please keep each section to 1-2 slides each. We do not want the slides to look too cluttered.
7. Provide a short description of what is on the slide (i.e. describe the map and/or the table).

**In sum, every slide should contain:**

- **Tables for items in Column C of spreadsheet (compare to Cincinnati at-large when asked)**
- **Maps when specified (each of you should have at least one map in your selection)**
- **Short descriptions of your tables and/or maps**