Use Smart Mapping to Unlock Patterns in the Map

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Where do you start?
You will always start in one of these three places

Subhead Here

• Start with the data
  - You may know the data
  - You may NOT know the data
  - Either way…bring your curiosity into play

• Start from an example map you’ve seen
  - Do a search – what have people already done? Does it work?
  - Get inspired at Maps We Love or other sources

• Start with a story
  - Do you “hear” maps when people talk?
  - Do you look beyond the initial map?
  - Will the data support this story?
Example

Owners, Renters or Vacant?
Hunt for patterns

For this map, we have counts of housing units
- Owner-occupied
- Renter-occupied
- Vacant

Scores of possible maps
- Map the counts individually (3 maps)
- Map the percentages individually (3 maps)
- Map the ratios (6 maps possible)
- Map the sums (Owner+Renter; Renter+Vacant; Owner+Vacant)
- Map predominance (with or without counts)

Start with this sample web map
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