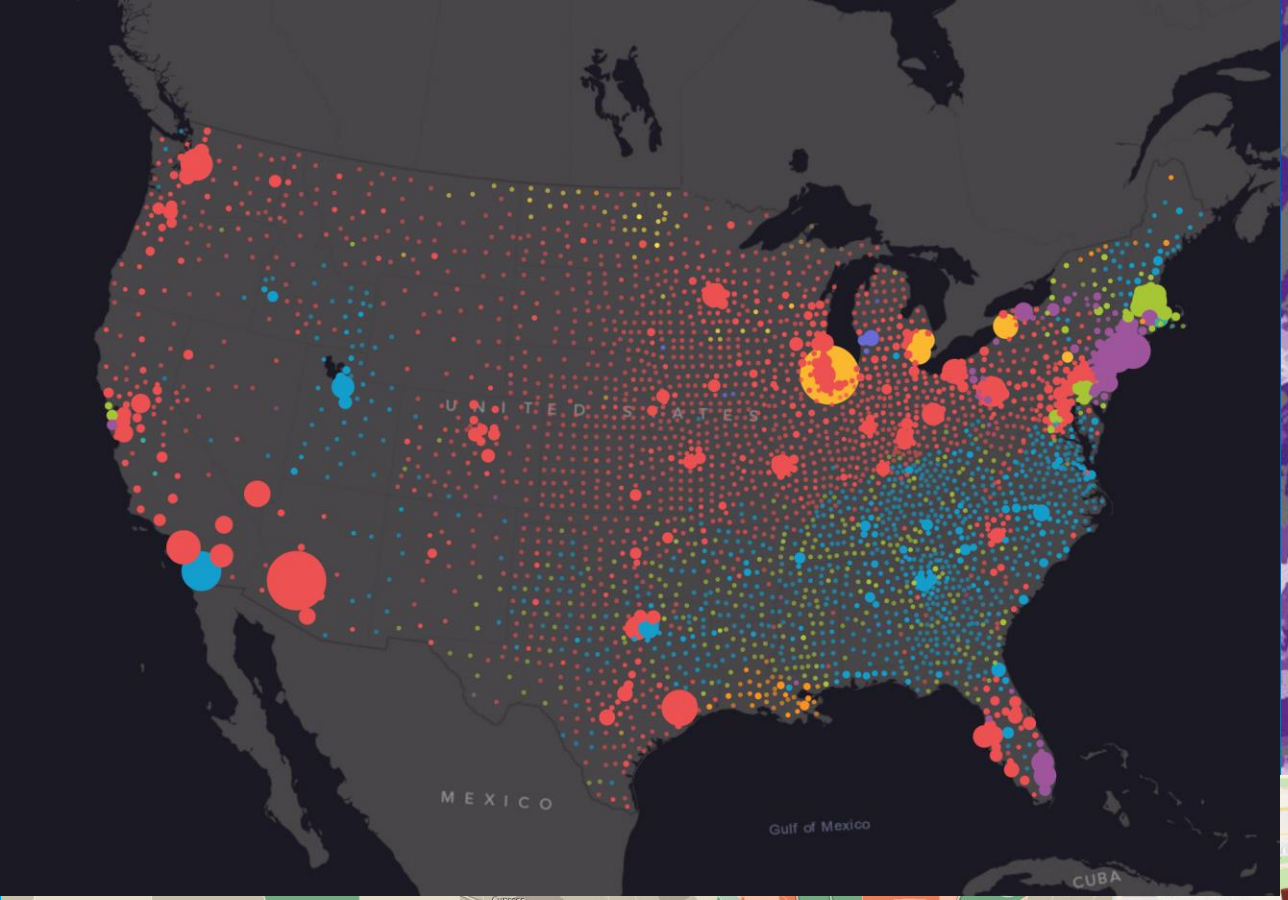
Use Smart Mapping to Unlock Patterns in the Map

Jim Herries @jherries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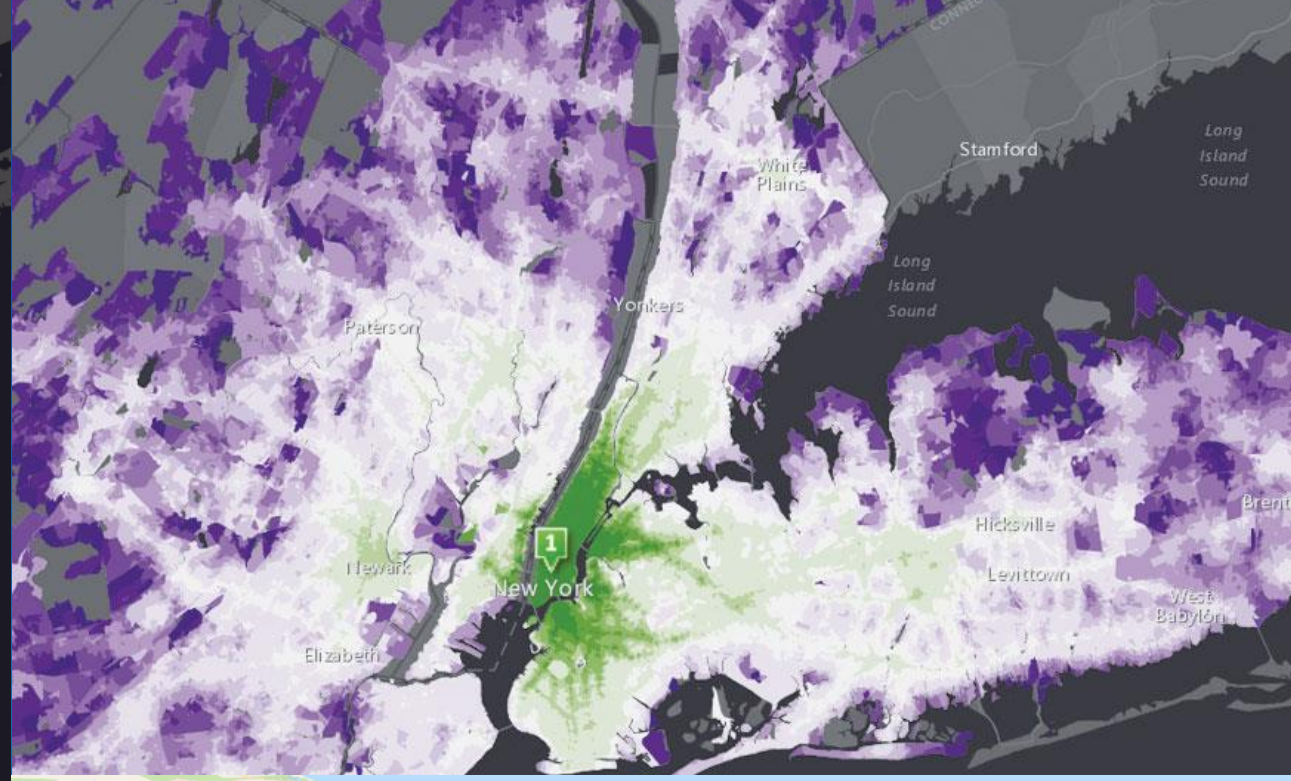
MEXICO
Gulf of Mexico
CUBA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White Plains
Long Island Sound
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Levittown
West Babylon
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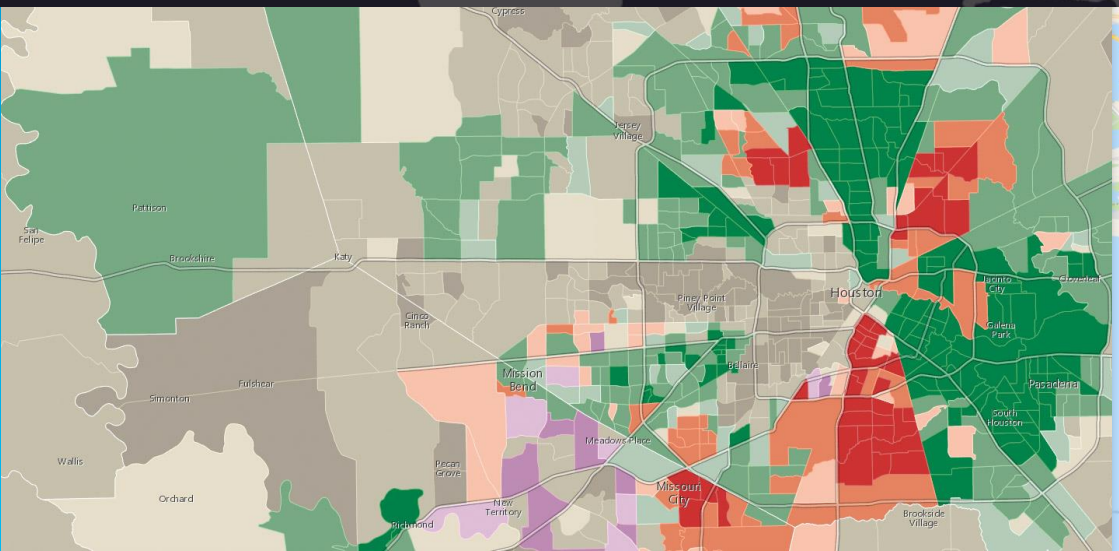
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Mission Bend
Pasadena
Fulshear
Simonton
South Houston
Meadows Place
Wallis
Pecan Grove
Missouri City
Orchard
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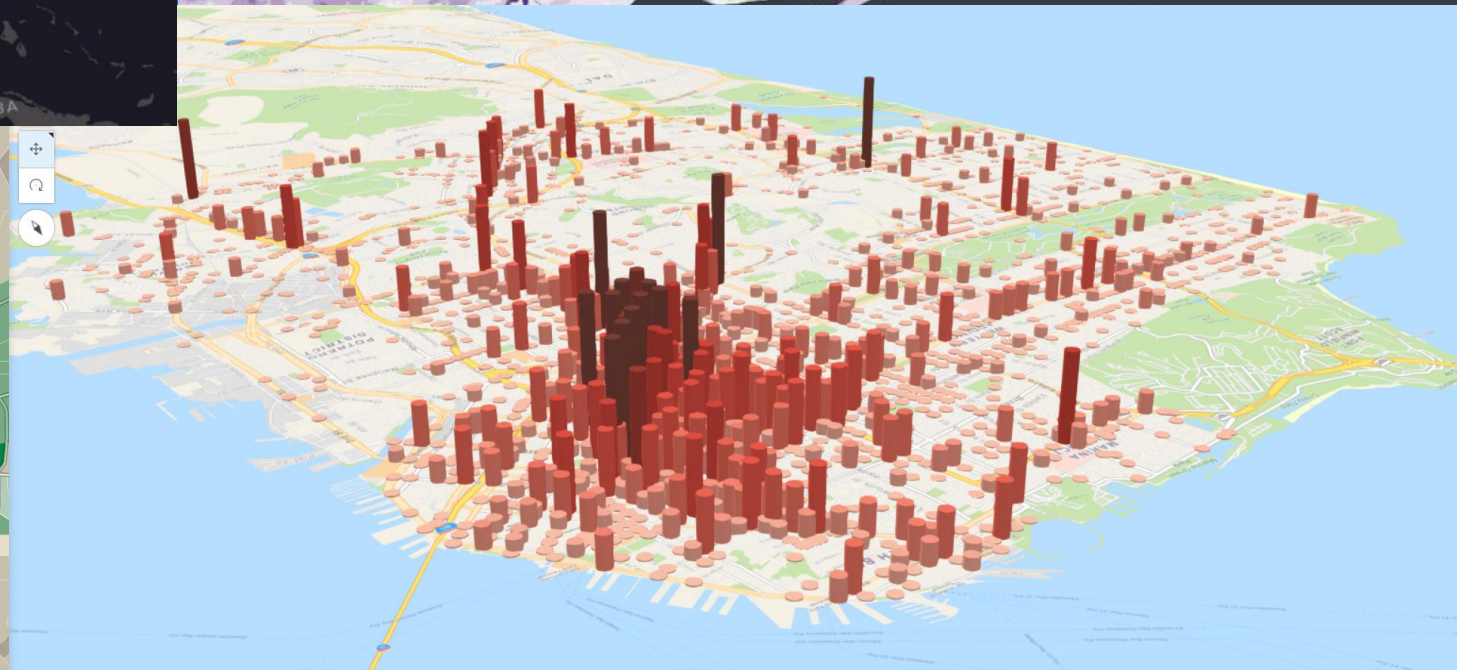
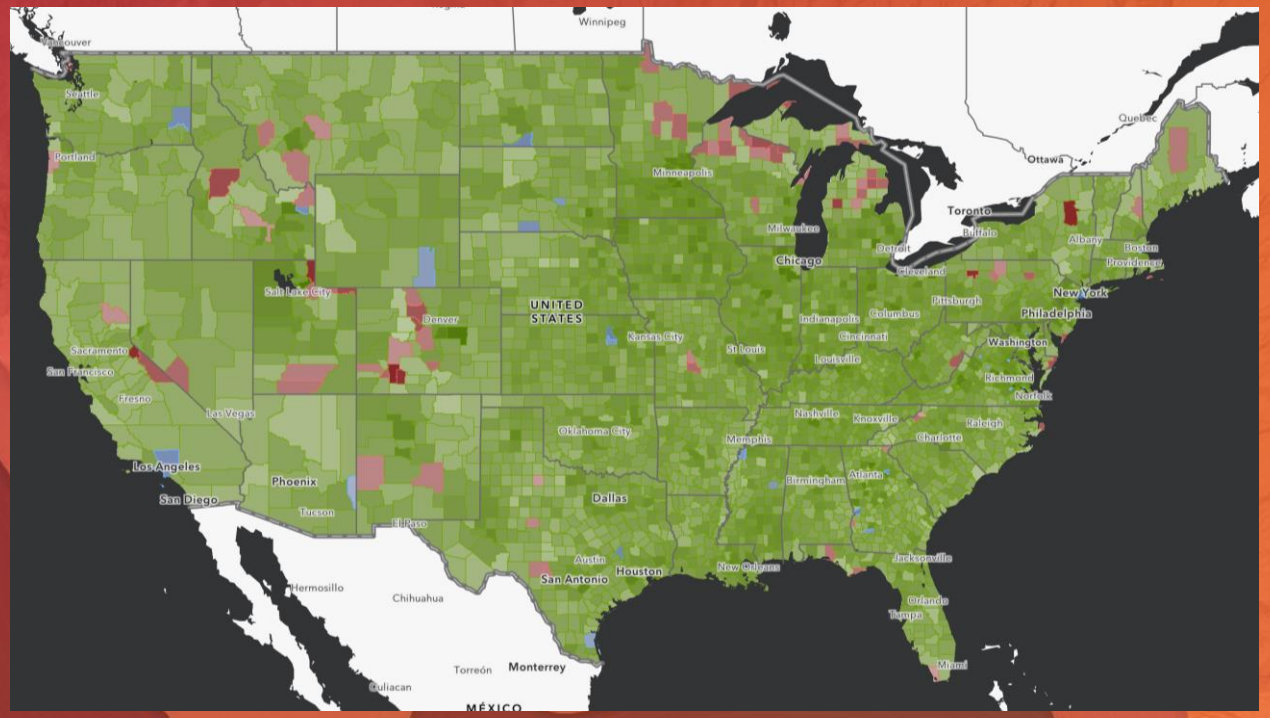


Where do you start?

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

Subhead Here

- 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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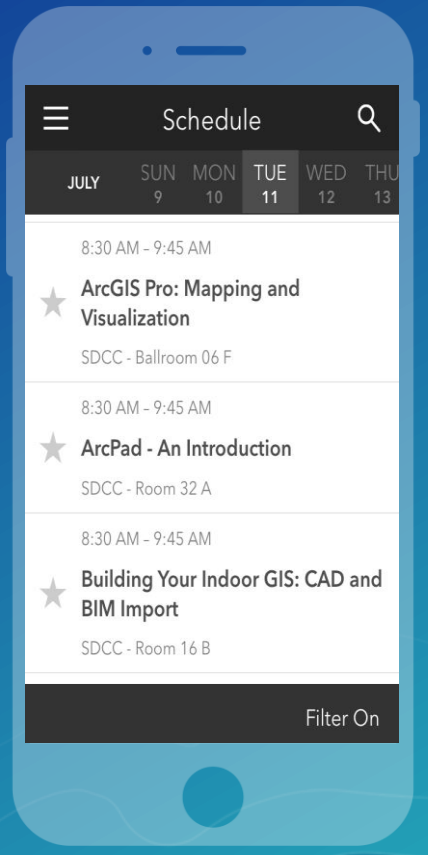
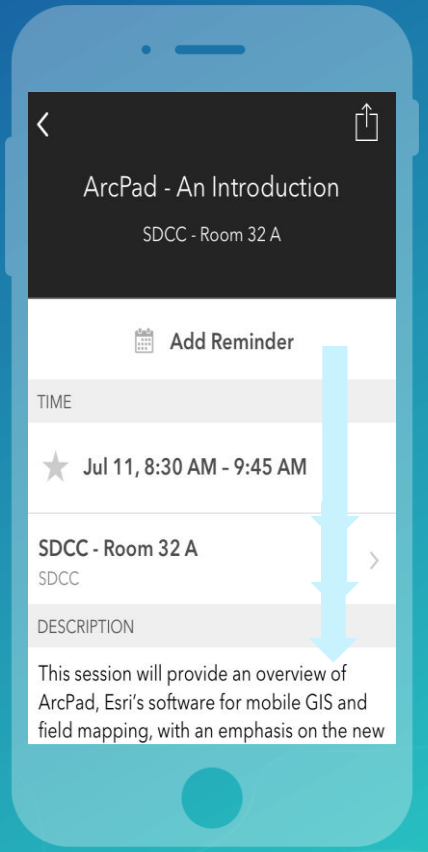
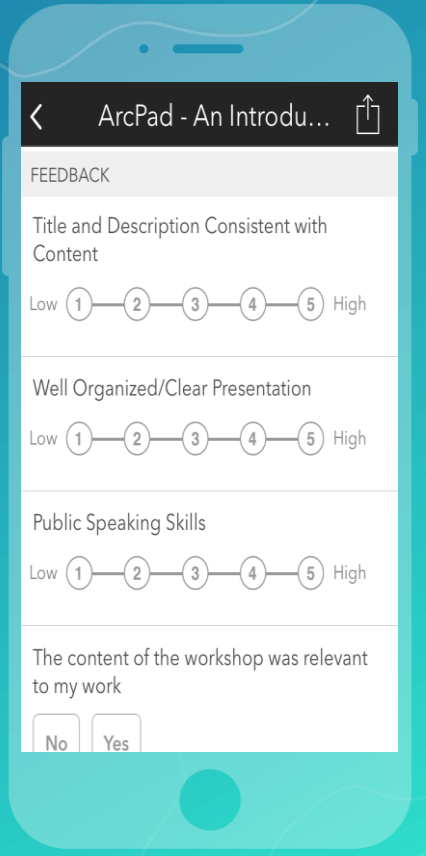


Scroll down to find the survey



Complete Answers and Select "Submit"