

Exploring Your Community with MAG's Arizona Demographics Viewer

Interface Cheat-Sheet

The screenshot shows the Arizona Demographics Viewer interface. On the left is a dark sidebar with icons for 'Arizona Demographics', 'Maps', 'Layers', 'Legend', 'Reports', 'About', 'Help', and 'Share'. The main area is a map of Phoenix, AZ, with a legend on the right. The legend is titled 'General - Total Population' and shows five color-coded categories: 6,297 - 11,176 (dark blue), 3,368 - 6,297 (medium blue), 2,075 - 3,368 (light blue), 1,239 - 2,075 (green), and 0 - 1,239 (yellow). Below the legend is a 'Transparency' slider set to 80% and a 'Counties' layer icon. At the bottom, there is a search bar with '302 N 1st Ave, Phoenix, AZ' and navigation icons for search, print, home, location, and zoom.

Click here to change the data you see (and the colors and classifications)

Click here to see the boundaries of other kinds of geographies (like zip codes or school districts)

Click here to turn the legend on and off

Click here to get a demographic report (summary of data) for a standard geography (like a county, zip code, etc.) OR a custom geography you draw on the map

Click here for basic info about this tool and who made it

Click here for some instructions on moving around in the map

Click here to share the map by email or on social media

Type in the search bar to look for a particular location on the map (e.g., to find your house)

The legend shows you all the layers & the data you currently have turned on. It also give you a guide to what each color on the map means and the source of the data (i.e., American Community Survey)

The transparency lets you adjust how much of the basemap you can see under the data

Click here to switch between a basemap that shows streets and a basemap that shows satellite pictures

Click here to find your current location on the map

Click here to export the map you currently see on your screen to a pdf or jpg so that you can print it

Click here to go to the all-AZ view

What does classification type (in maps) mean?

Natural Breaks: classes are defined based on where there are natural "gaps" in the data

Equal Interval: Classes of data are the same size
^When in doubt, use equal interval.

Quantile: The same number of block groups are assigned to each class.

Keep this in mind...

- ▶ ACS data comes from a sample of people. These data don't capture everyone, particularly in certain communities, namely Latinx and Native communities (but they are the best estimate we have).
- ▶ The size of block groups varies based on the number of people (so zoom in to see them in urban areas)

Trying It Out

Group Practice

1. Zoom in to the City of Tucson. What parts of Tucson have the highest percentages of people who use a bicycle to commute to work?
2. Where are some neighborhoods in the city where more than 1/3rd (33%) of households have no vehicle available?
3. Display the “Percent Families below poverty level” map and change the classification type to “Equal Interval.” Are there any places in Pima County where more than 60% of families are below the poverty level?
4. Generate a standard report for Pima County. What is the median age in Pima County?
5. Now generate a custom report for where you are right now. How many people are living below poverty level in your neighborhood?

You will need to be in the maps tabs for these tasks. Remember to look in the legend to see what the colors mean!

Use the reports tab here!
Hint: For the custom report, use “point of interest,” search for your address, and click on it

Independent Investigation

Choose a place that you are interested in. It could be the zip code where you live, the neighborhood immediately around your Extension office, or the entire county where you work. Find out **three interesting facts** about this place. What do these facts tell you about needs in this community?

Report Cheat Sheet

Generate a report

Standard Reports



Open a demographic report for any predefined geography.

Custom Geography



Create a report based on user selected block groups.

Advanced



Identify a:

- Point of Interest
- Region of Interest
- Area of Interest
- Corridor of Interest

- Zoom to Selection
- Buffer Selection

Distance Miles

What are the standard reports I can run?

State boundary (all AZ)	American Indian Area
County	(reservation boundaries)
Place	Congressional Districts
Zip Code	Legislative Districts
Census Tract	City Council Districts
School District	And more...

***Pro Tip:** Don't forget the “Use Comparison” check box! Comparing data to the state, county, or similar places helps you interpret it better.

Custom Geography Reports

This tool gives you 4 different ways to select a group of block groups for a report:

1. Click on a *single point* (**point of interest**)
2. Draw a *free-form shape* (**region of interest**)
3. Draw a *rectangle* (**area of interest**)
4. Draw a *line* (**corridor of interest**)

For each of these methods, you have the option to add a **buffer** (which would increase your selection out a set difference, like 1 mile)

Buffers let you answer questions like, “How many people live within 1 mile of my program site?”