

COMMUNITY CENSUS

While the American Census is one of the most powerful tools for understanding an area's demographics, it misses important qualitative information about how people perceive their neighborhood.

Community Census captures community perceptions around key neighborhood amenities, resources and issues using real-time, interactive data visualizations.

The following visuals reflect perceptions collected during Village Alliance's annual Positively 8th Street Festival in Greenwich Village on June 21, 2015.



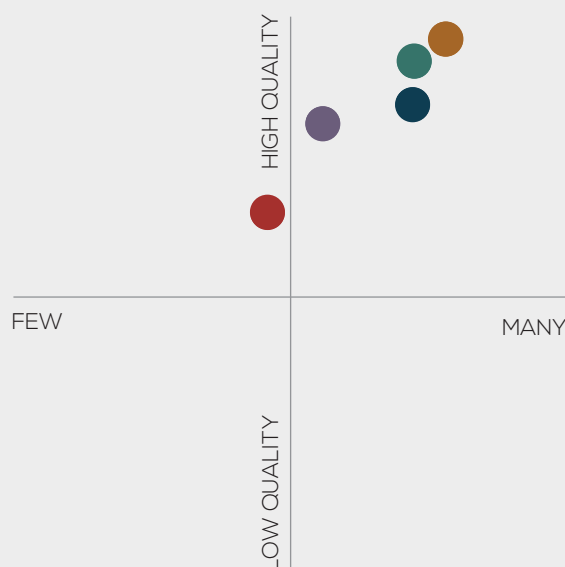
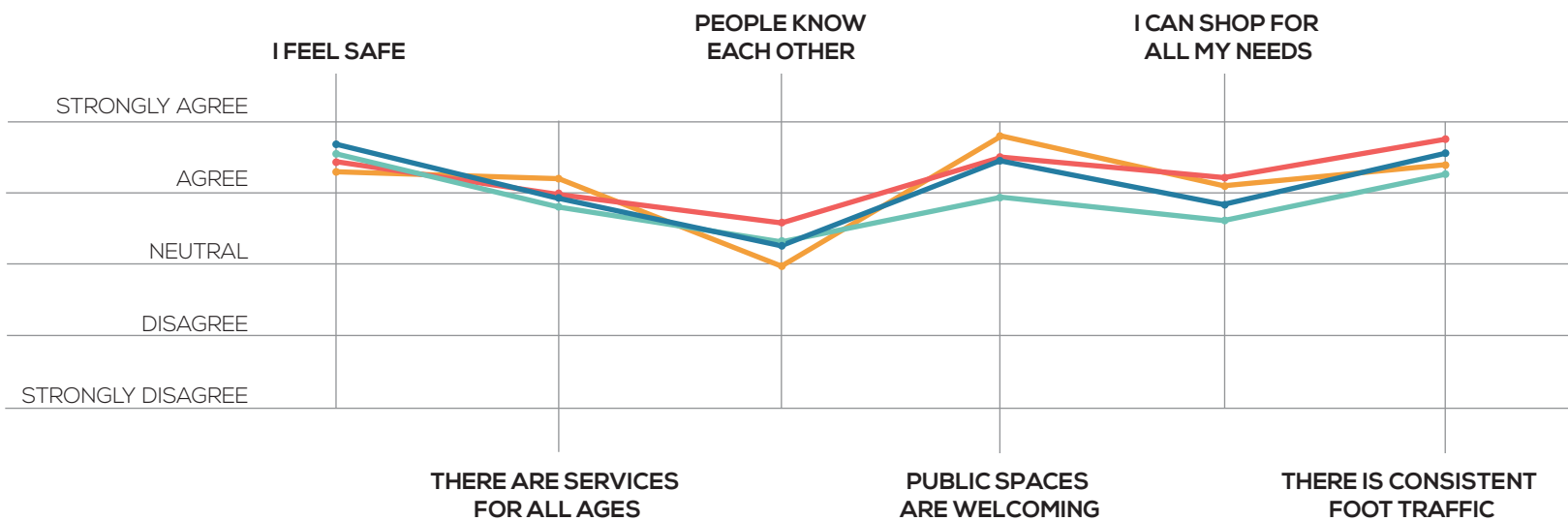
GREENWICH VILLAGE

29
WOMEN
VISITOR

32
WOMEN
LOCAL

31
MEN
LOCAL

20
MEN
VISITOR



In addition to the likert scale above, participants mapped neighborhood resources on a scatter-plot using push-pins to identify both the quality and quantity of each amenity. Overwhelmingly, resources in Greenwich Village were viewed positively. However, both schools and health care options rated lower than other amenities.

SCHOOLS
44% Abundant but Lower Quality

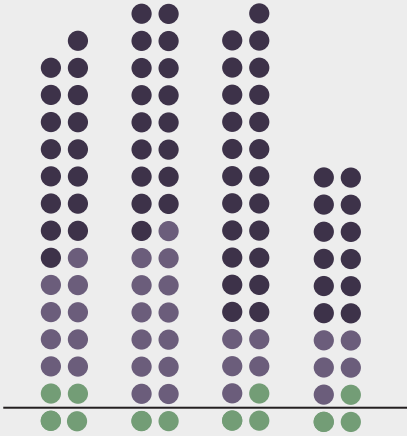
HEALTH CARE
37% Abundant but Lower Quality

FRESH FOOD
80% Abundant and High Quality

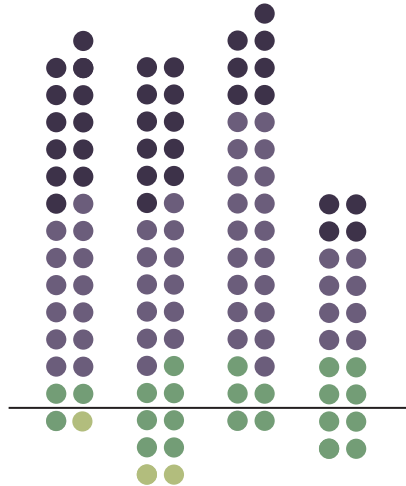
RETAIL
82% Abundant and High Quality

TRANSPORTATION
95% Abundant and High Quality

90% FELT SAFE
in this neighborhood.



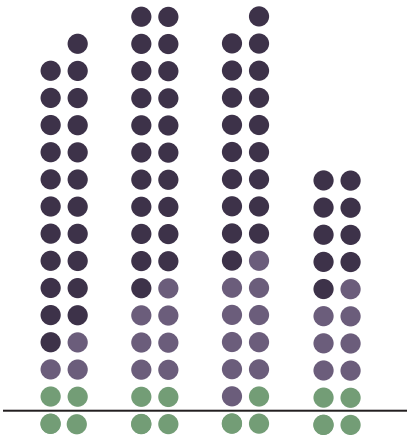
77% felt that the area offers SERVICES FOR ALL AGES.



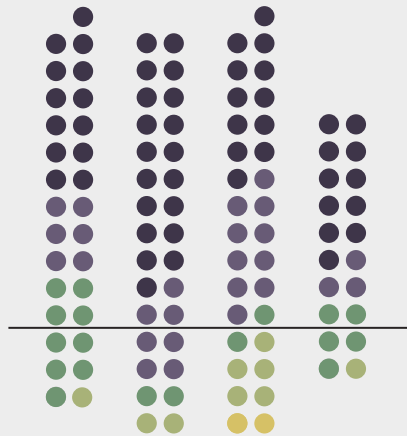
46% felt that PEOPLE KNEW EACH OTHER.



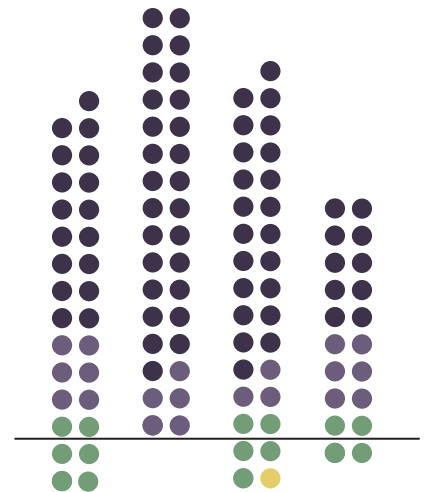
86% felt that local PUBLIC SPACES ARE WELCOMING.



74% felt they could SHOP FOR ALL THERE NEEDS
in this area.



86% felt there was CONSISTENT FOOT TRAFFIC.



STRONGLY DISAGREE

DISAGREE

NEUTRAL

AGREE

STRONGLY AGREE

Likert questionnaires are a common research tool used to measure the intensity of respondents' agreement on a rating scale. Community Census adapted this collection method to map responses with yarn on a large-scale installation. Overwhelmingly, locals and visitors alike responded positively to the amenities in Greenwich Village.