

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 132 participant perceptions collected on September 12th, in collaboration with Brooklyn Public Library, outside of Fort Greene Park during the weekly Greenmarket.



FORT GREENE

41
WOMEN LOCAL
NATIVE BORN

11
WOMEN LOCAL
FOREIGN BORN

8
WOMEN
VISITOR

26
MEN LOCAL
NATIVE BORN

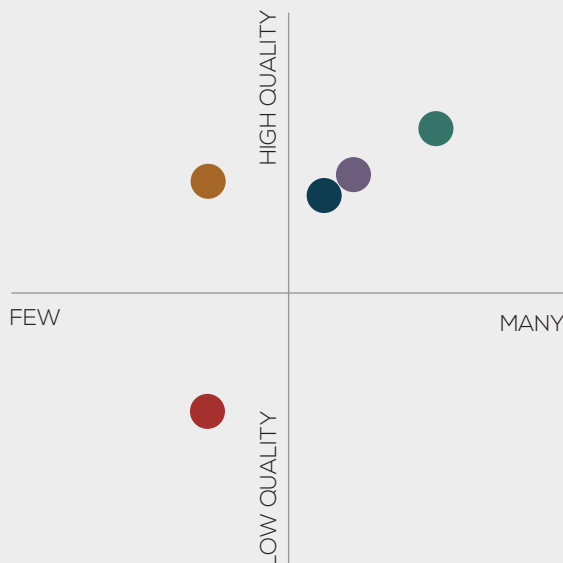
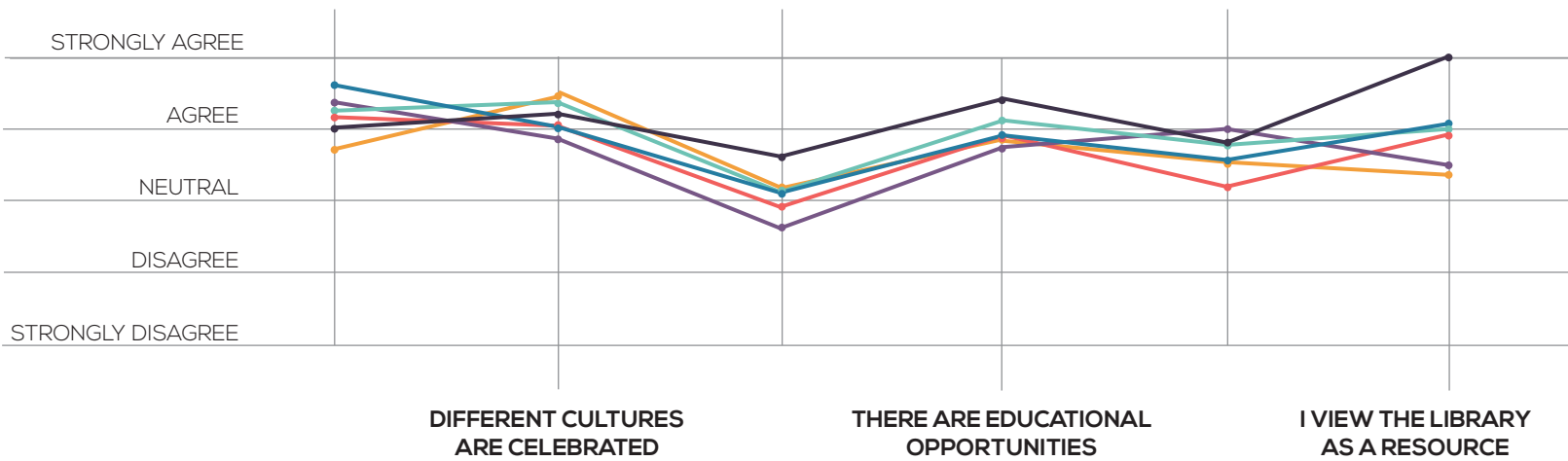
8
MEN LOCAL
FOREIGN BORN

5
MEN
VISITOR

I FEEL SAFE

I FEEL INCLUDED IN
DECISION-MAKING

THERE ARE DIVERSE
WORK OPPORTUNITIES



Participants mapped neighborhood resources on a scatterplot, using pushpins to identify both the quality and quantity of each amenity. Notably, Fort Greene respondents felt that health care options were lacking in both quality & quantity, while other amenities were more closely ranked. In the case of the library, participants still felt options were limited, but thought fresh food was accessible and of high quality.

SCHOOLS
35% Abundant and High Quality

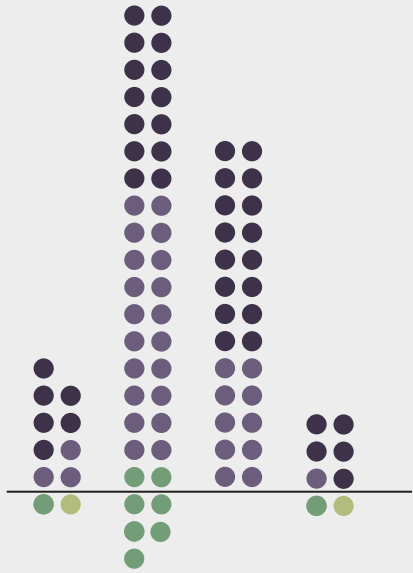
HEALTH CARE
40% Limited and Low Quality

FRESH FOOD
68% Abundant and High Quality

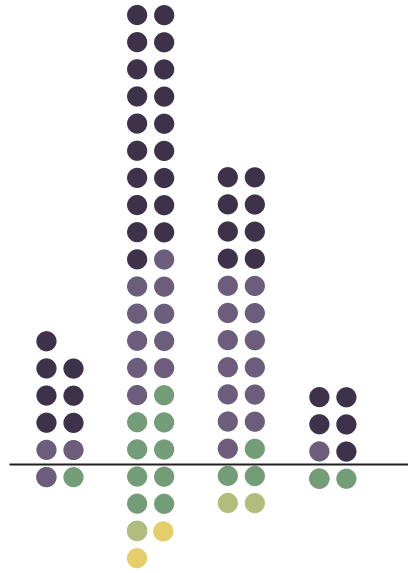
EMPLOYMENT
33% Abundant and High Quality

LIBRARIES
38% Limited but High Quality

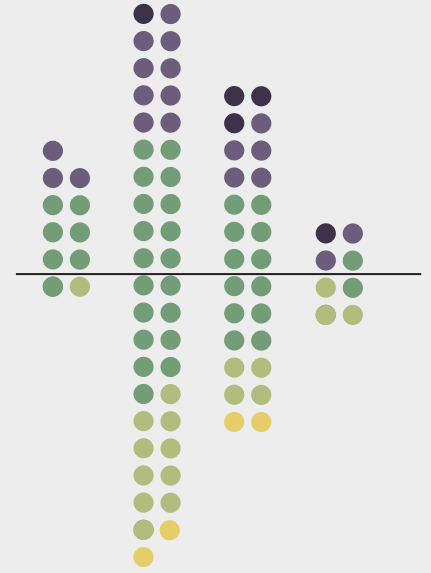
86% of participants
**FEEL SAFE IN THIS
NEIGHBORHOOD.**



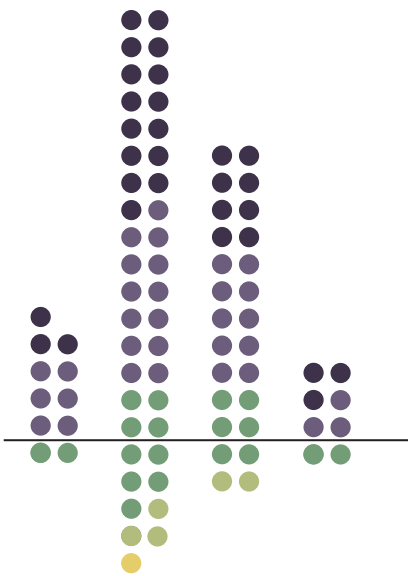
77% of participants feel that
**DIFFERENT CULTURES ARE
CELEBRATED.**



27% of participants feel that they
ARE INCLUDED IN DECISION-MAKING.



70% of participants feel that
**THERE ARE EDUCATIONAL
OPPORTUNITIES.**



41% of participants feel that there
**ARE DIVERSE WORK
OPPORTUNITIES.**



76% of participants view the
LIBRARY AS A RESOURCE.

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. Each dot represents a local who responded, and percentages reflect the perceptions of all participants. Overall, locals and visitors alike responded positively to the amenities in Fort Greene, Brooklyn.