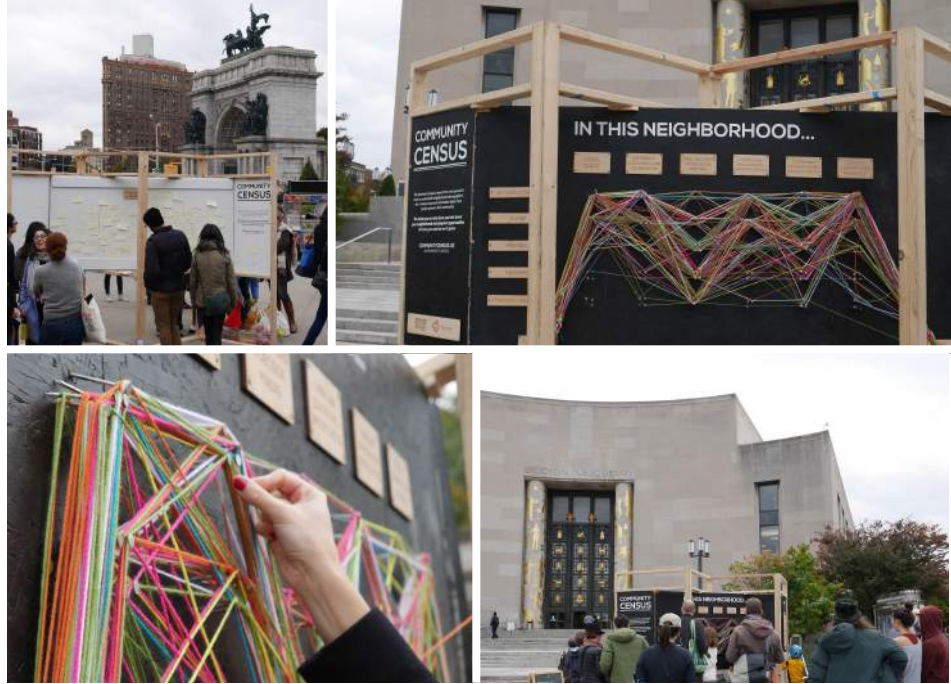


# COMMUNITY CENSUS

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 161 participant perceptions collected on October 25th, in collaboration with Brooklyn Public Library, outside of the Central library branch in Grand Army Plaza.



## GRAND ARMY

49  
WOMEN LOCAL  
NATIVE BORN

28  
WOMEN LOCAL  
FOREIGN BORN

26  
WOMEN NYC  
RESIDENT

5  
WOMEN  
VISITOR

28  
MEN LOCAL  
NATIVE BORN

7  
MEN LOCAL  
FOREIGN BORN

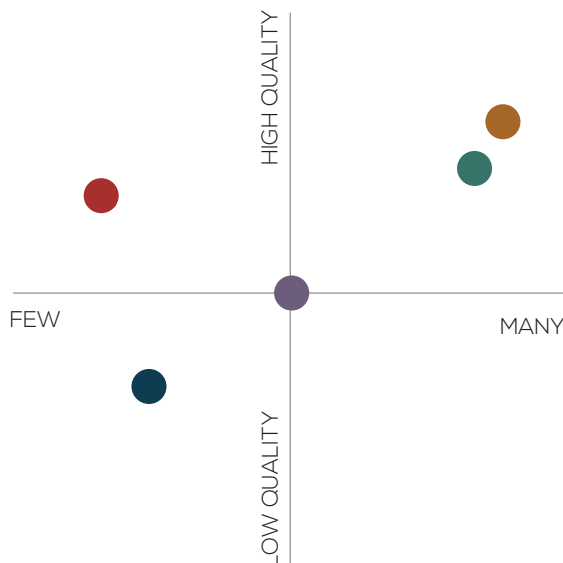
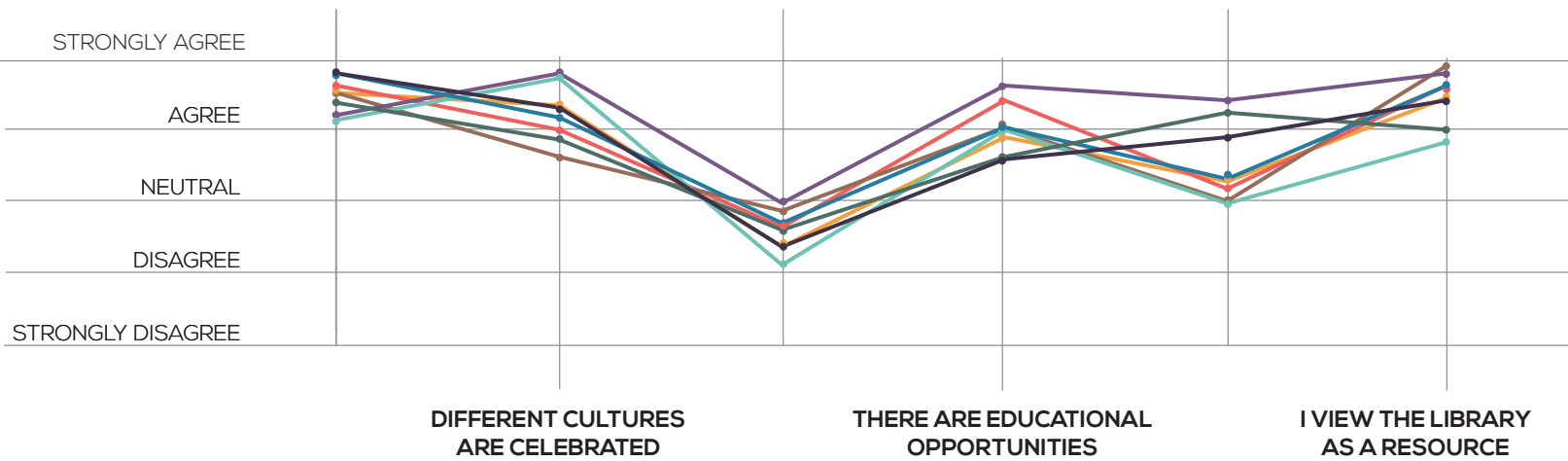
8  
MEN NYC  
RESIDENT

10  
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. Respondents felt that most amenities were of good quality, but many suggested health care options were limited. Notably, employment opportunities were considered limited and of lower quality.

**SCHOOLS**  
30% Split between High and Low Quantity and Quality

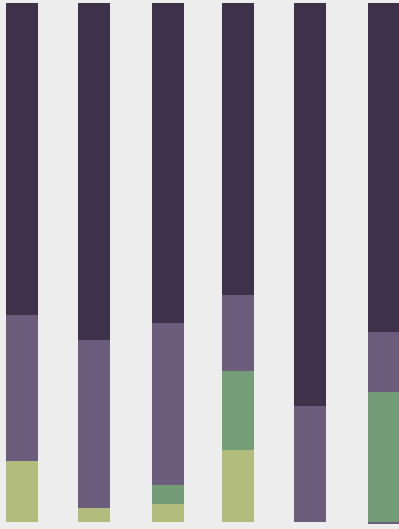
**FRESH FOOD**  
42% Abundant and High Quality

**LIBRARIES**  
51% Abundant and High Quality

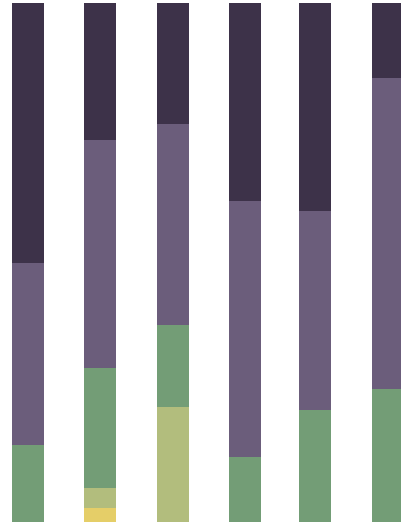
**HEALTH CARE**  
34% Lacking but High Quality

**EMPLOYMENT**  
44% Lacking and Low Quality

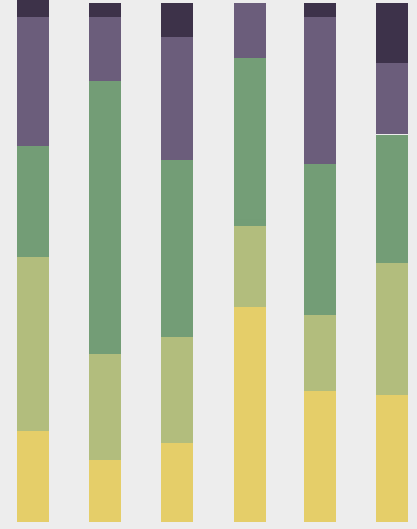
94% of participants  
**FEEL SAFE IN THIS  
NEIGHBORHOOD.**



80% of participants feel that  
**DIFFERENT CULTURES ARE  
CELEBRATED.**



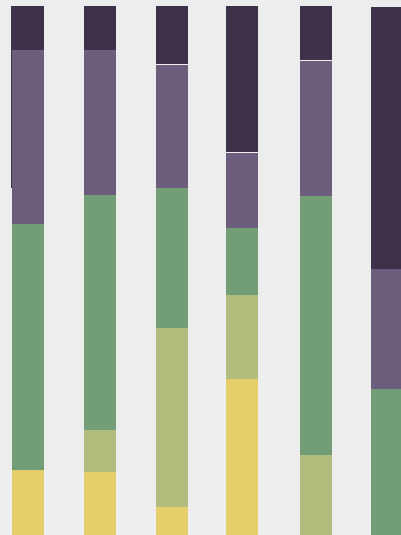
24% of participants feel that they  
**ARE INCLUDED IN DECISION-MAKING.**



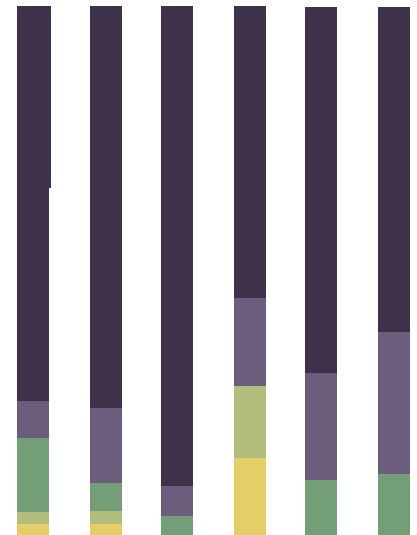
74% of participants feel that  
**THERE ARE EDUCATIONAL  
OPPORTUNITIES.**



40% of participants feel that there  
**ARE DIVERSE WORK  
OPPORTUNITIES.**



89% of participants view the  
**LIBRARY AS A RESOURCE.**



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. The percentages reflect the perceptions of all participants. At Grand Army Plaza, respondents expressed feeling removed from local decision-making.