

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 75 responses gathered on September 19th on a main street outside of the Brooklyn Public Library branch in Kensington. Participants hailed from the US, Bangladesh, Uzbekistan, Russia, Pakistan, Central America, and Ukraine.



KENSINGTON

5 WOMEN LOCAL FOREIGN BORN

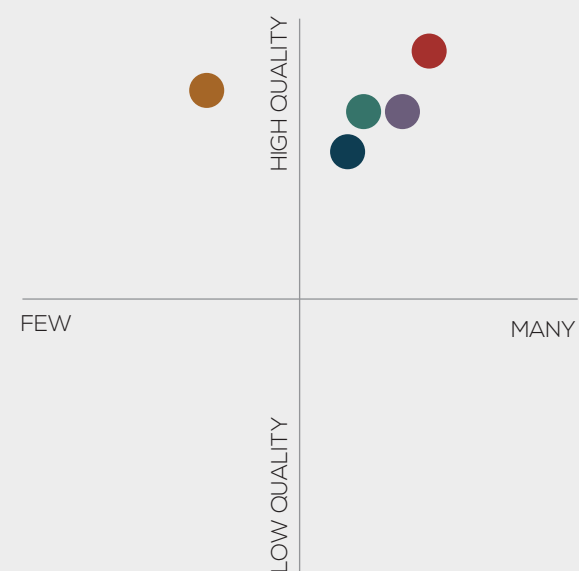
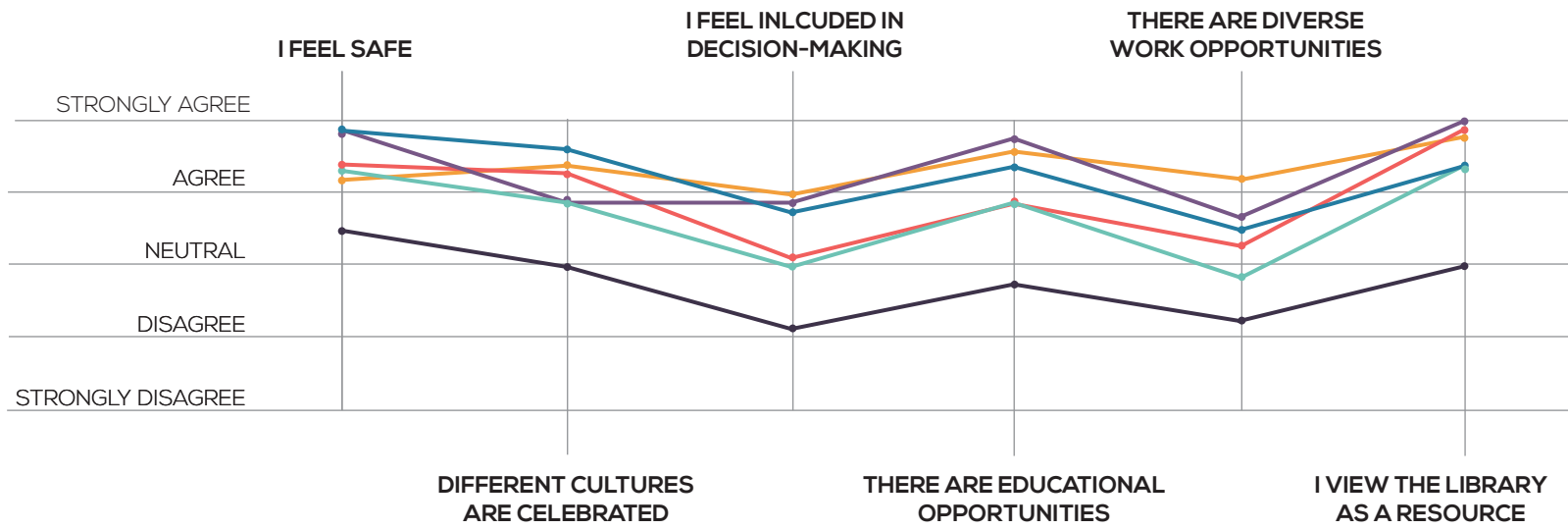
17 WOMEN LOCAL NATIVE BORN

8 MEN LOCAL FOREIGN BORN

18 MEN LOCAL NATIVE BORN

9 WOMEN VISITOR

6 MEN VISITOR



Participants mapped neighborhood resources on a scatterplot, using pushpins to identify both the quality and quantity of each amenity. Kensington respondents felt that employment options were limited and of moderate quality. While library access was limited, it scored highly in terms of quality. School and healthcare options were both viewed as abundant, but comparatively received lower quality marks. Fresh food was considered accessible and of high quality.

SCHOOLS
47% Abundant and High Quality

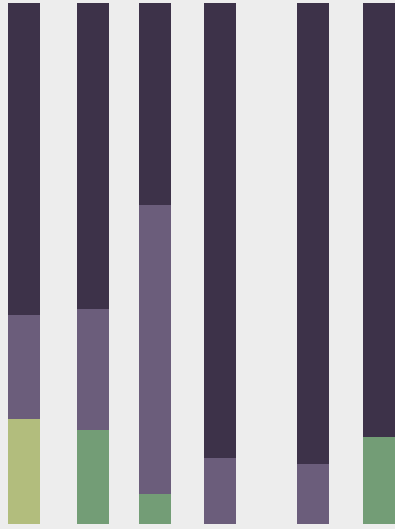
HEALTH CARE
53% Abundant and High Quality

FRESH FOOD
43% Abundant and High Quality

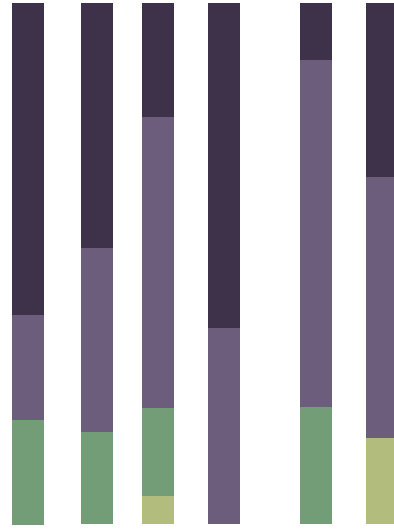
EMPLOYMENT
38% Abundant and High Quality

LIBRARIES
44% Limited but High Quality

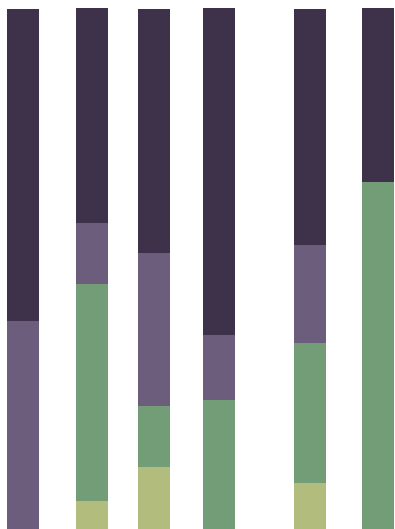
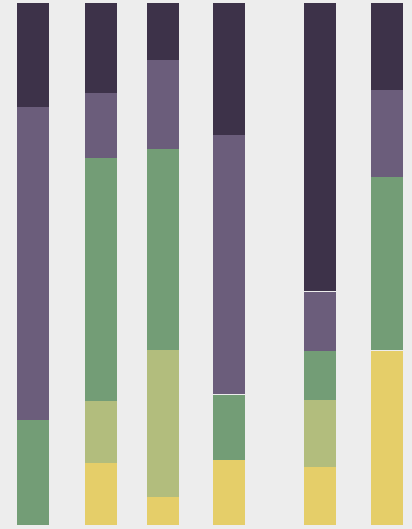
91% of participants **FEEL SAFE IN THIS NEIGHBORHOOD.**



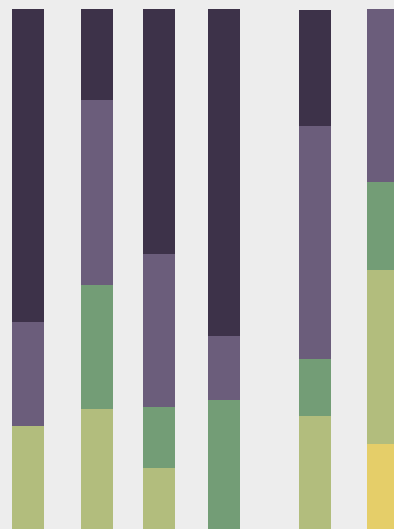
83% of participants feel that **DIFFERENT CULTURES ARE CELEBRATED.**



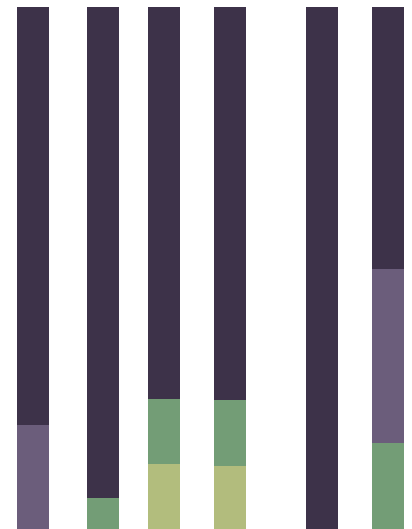
47% of participants feel that they **ARE INCLUDED IN DECISION-MAKING.**



71% of participants feel that **THERE ARE EDUCATIONAL OPPORTUNITIES.**



49% 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, but do not include kids. Notably, Kensington respondents felt left out of decision-making and perceived a lack of diverse work opportunities.