

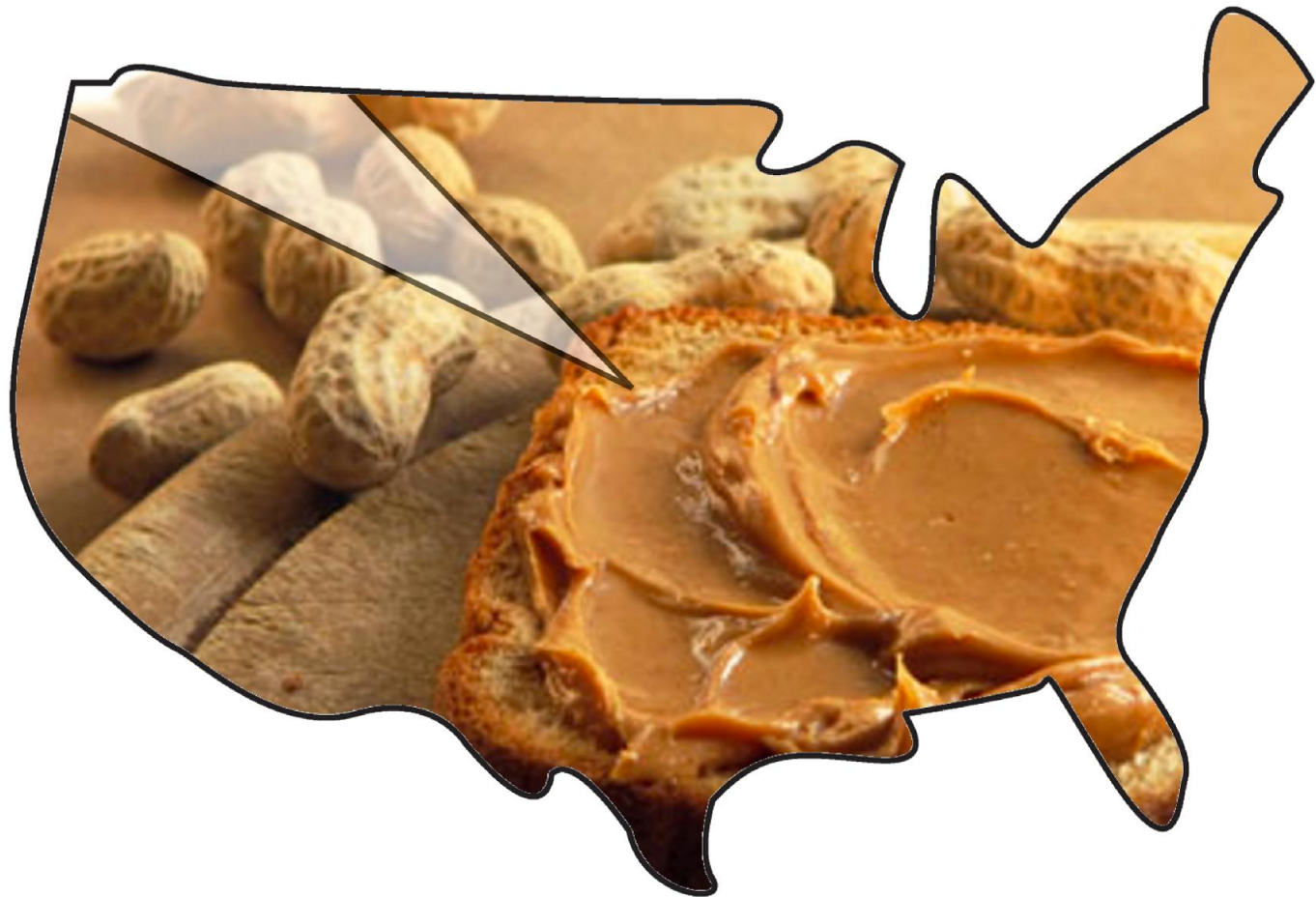
What makes a good (or bad) map?

JOUR 71003

Sisi Wei, @sisiwei

**First, don't make maps that
should be charts.**

90% of US Households Consume Peanut Butter



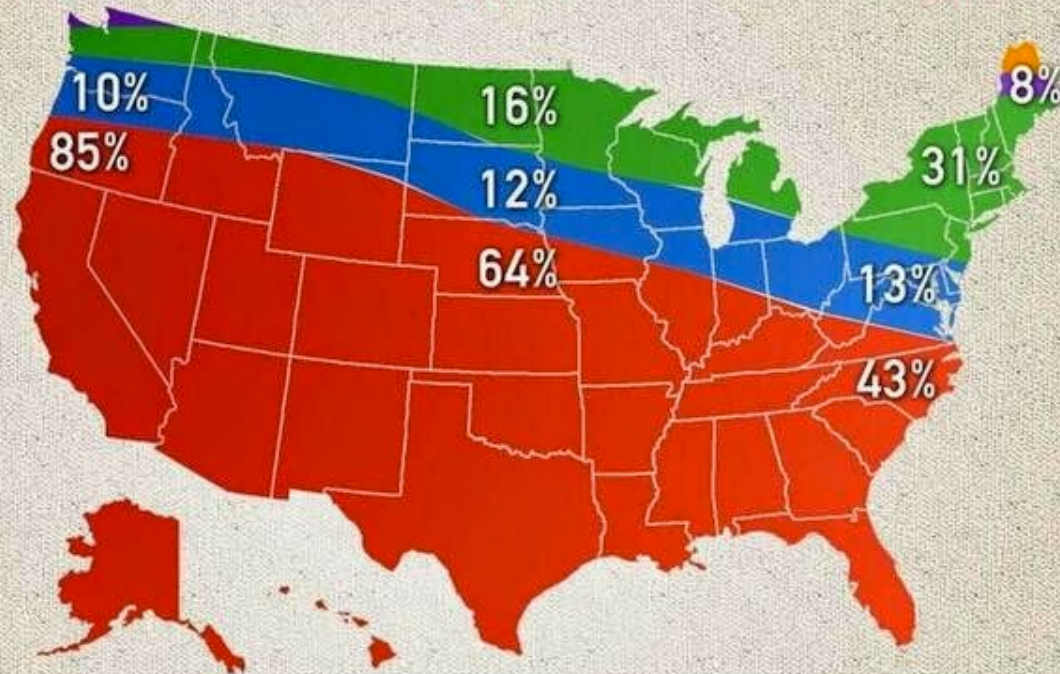
CHANGING FACE OF AMERICA

Percent of total U.S. population by race and ethnicity, 1960-2060

1960

2010

2060



OTHER

ASIAN

HISPANIC

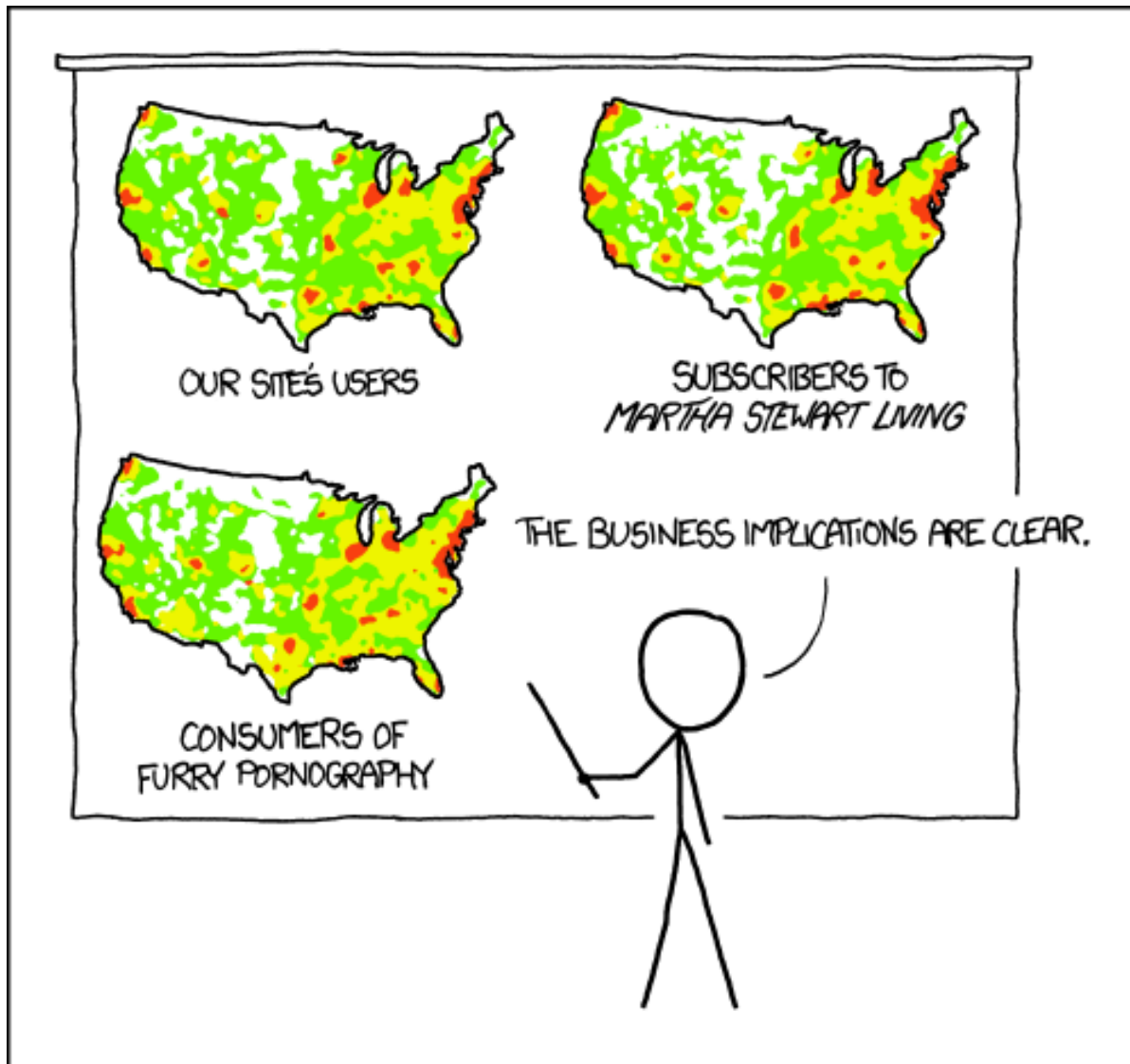
BLACK

WHITE

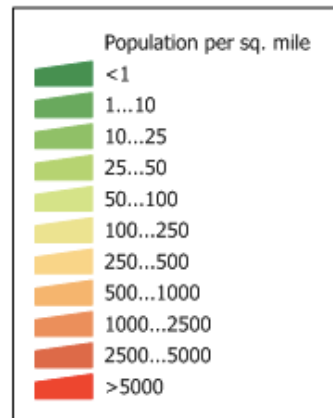
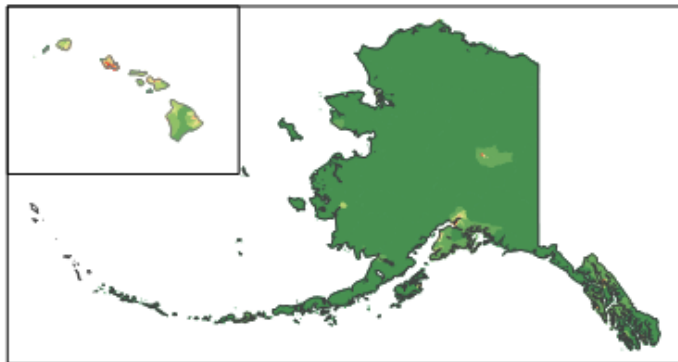
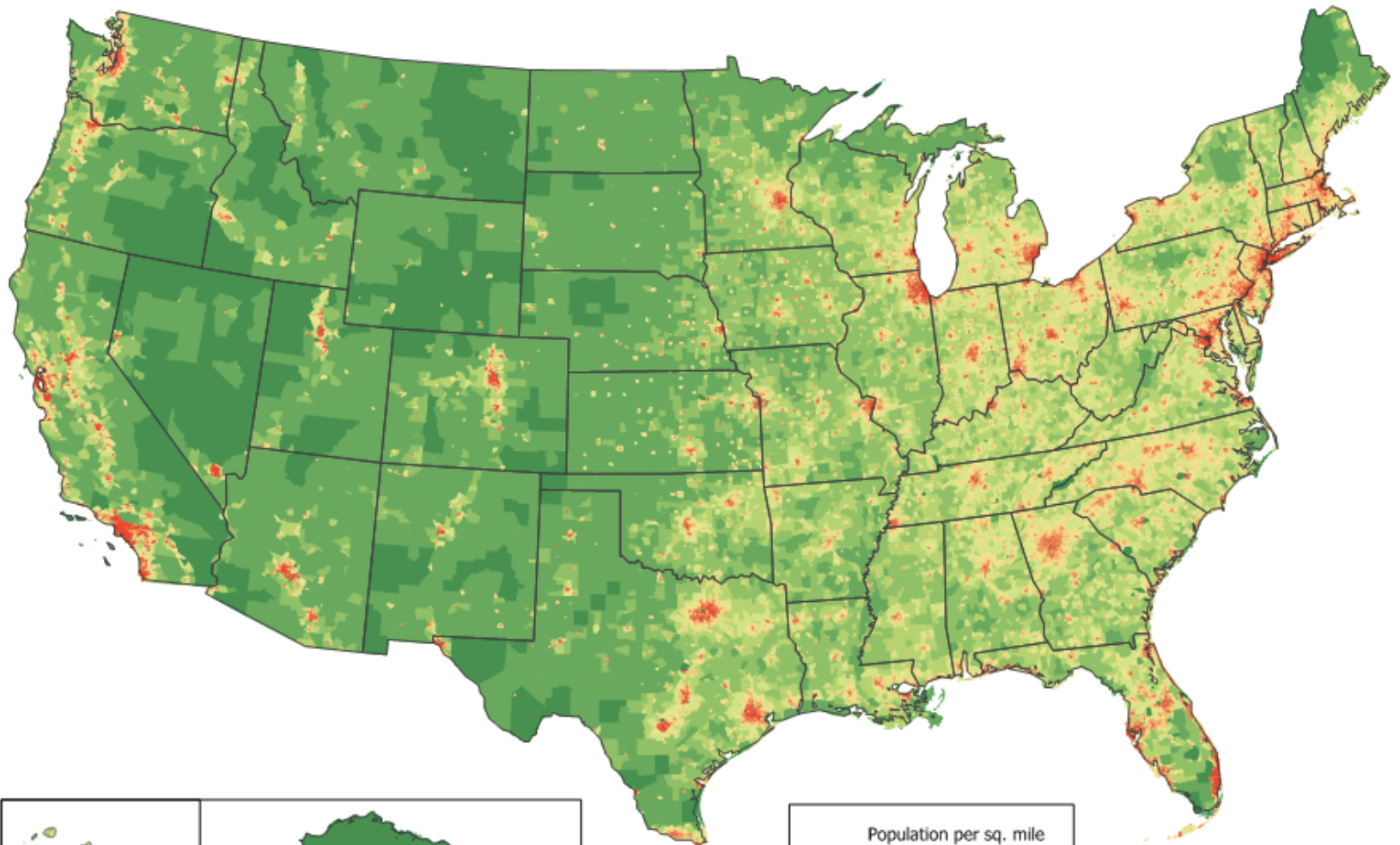
SOURCE: PEW RESEARCH CENTER

 NIGHTLY NEWS
with BRIAN WILLIAMS

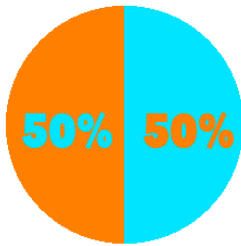
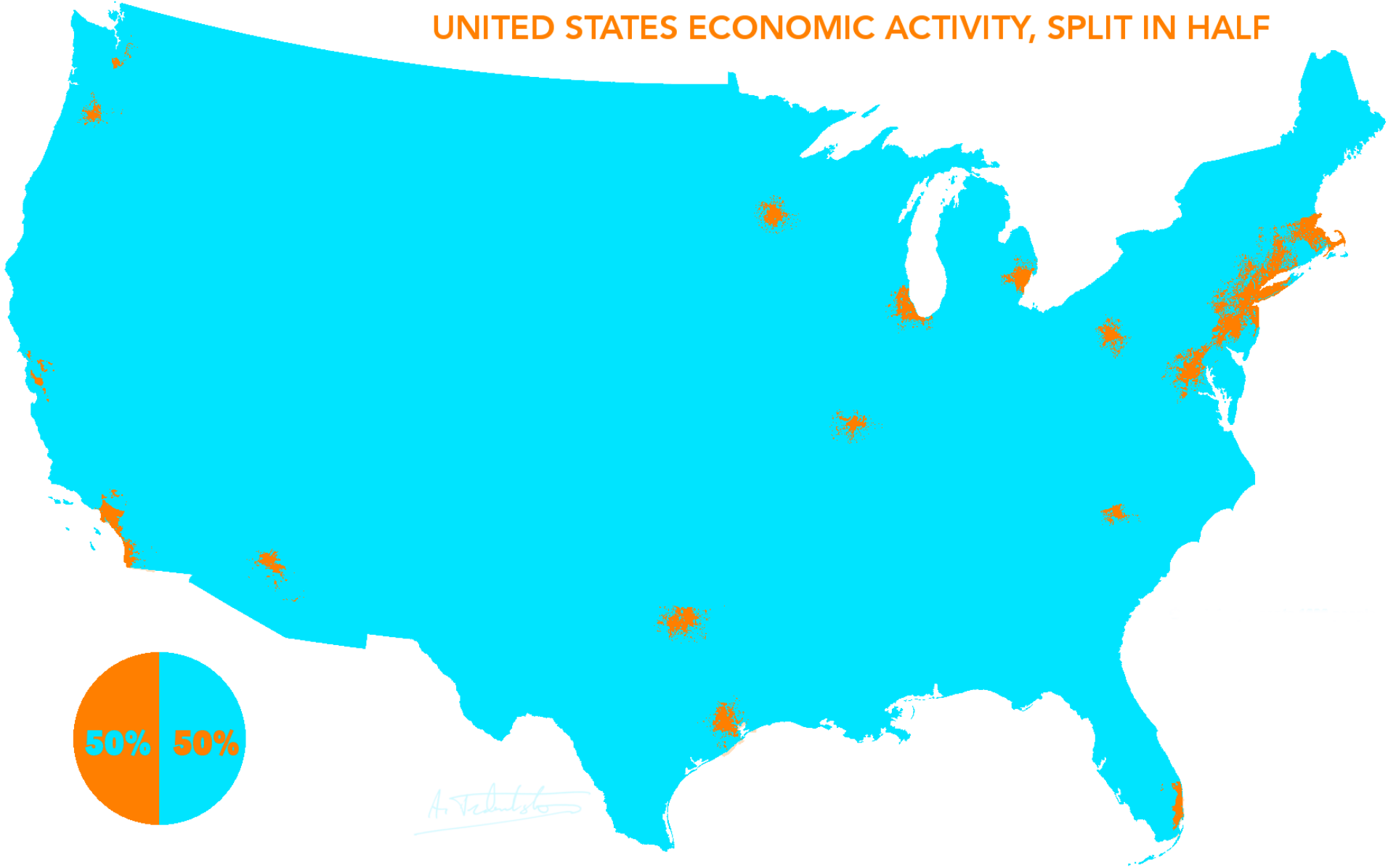
**Second, don't make
population maps and not
call them population maps.**



PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE
BASICALLY JUST POPULATION MAPS



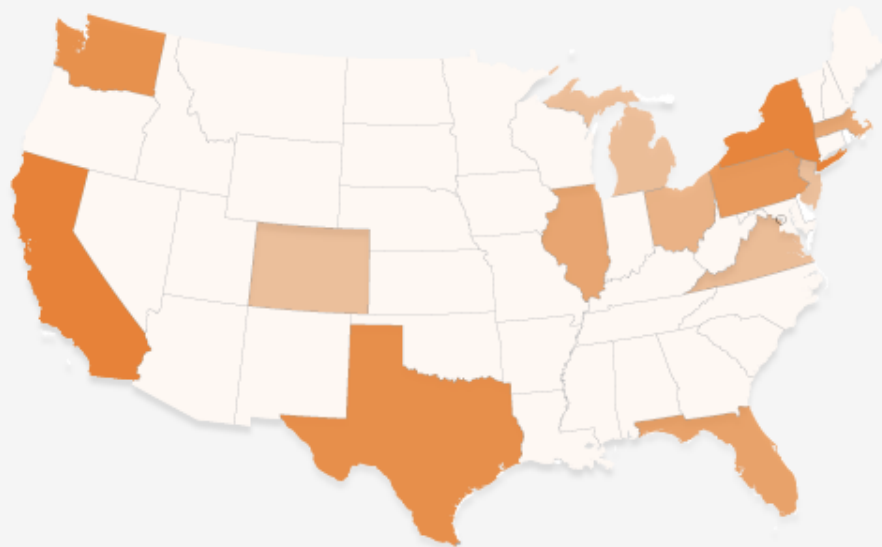
UNITED STATES ECONOMIC ACTIVITY, SPLIT IN HALF



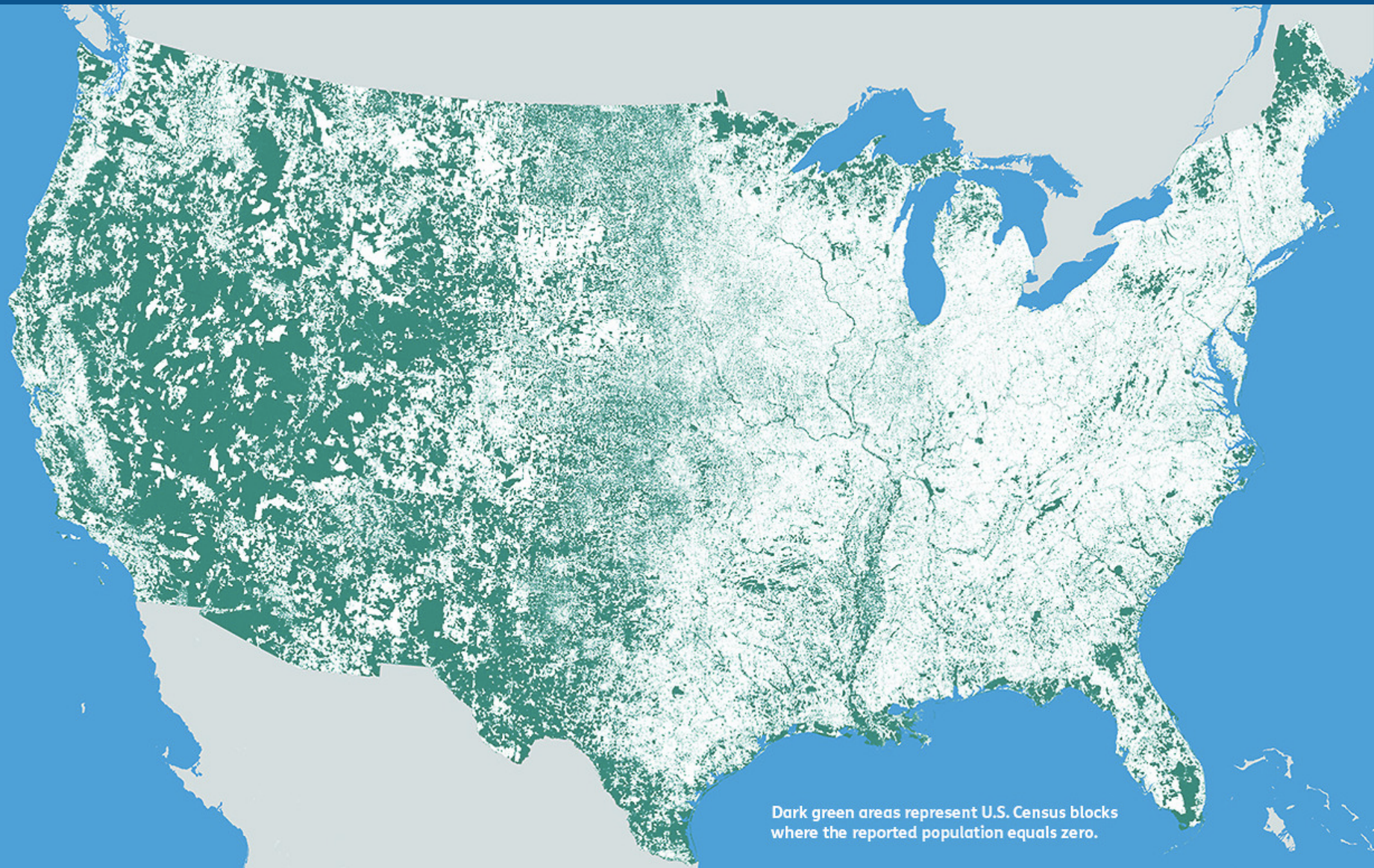
A. Velutsky

The U.S. Hiring Market

Where do most U.S. developers live?



California	14.9%	Illinois	3.6%
New York	8.9%	Virginia	3.6%
Texas	5.4%	Ohio	3.2%
Washington	5.3%	Colorado	2.8%
Massachusetts	4.7%	Michigan	2.7%
Pennsylvania	4.5%	New Jersey	2.7%
Florida	4.0%		



Dark green areas represent U.S. Census blocks where the reported population equals zero.

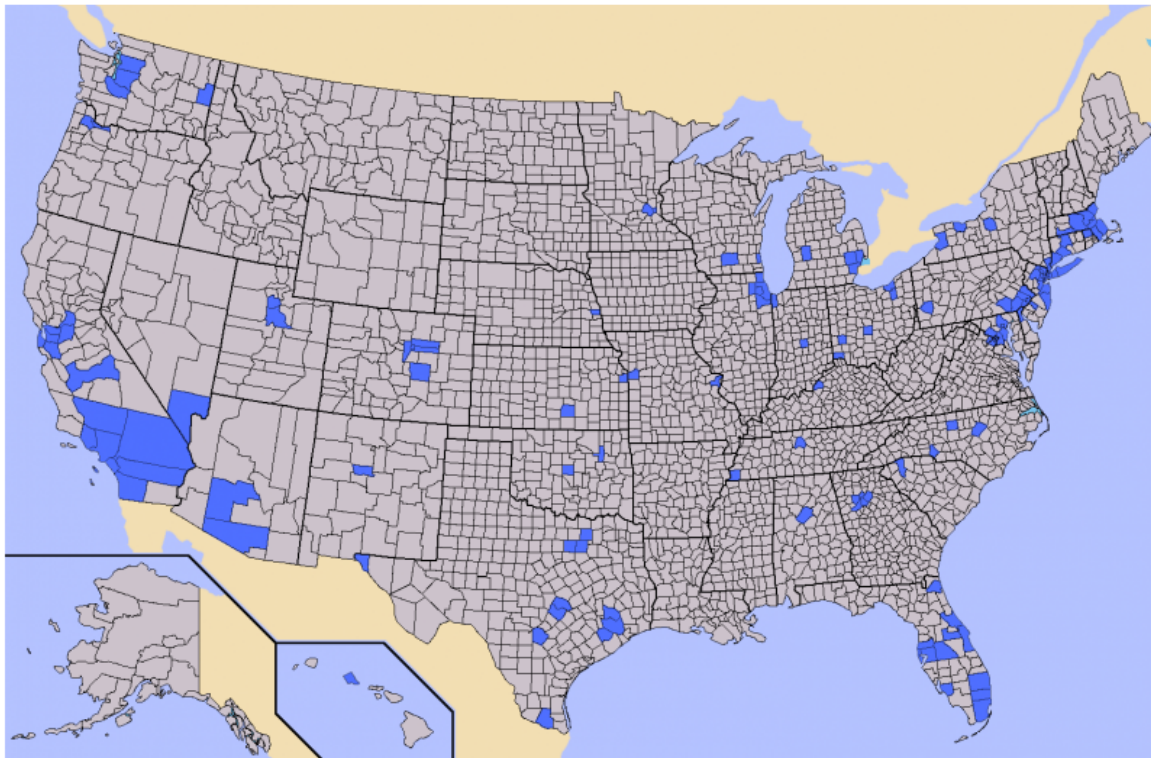
POLITICS

More: [Demographics](#)

Half Of The United States Lives In These Counties

WALTER HICKEY AND JOE WEISENTHAL

SEP. 4, 2013, 5:48 PM | 736,670 | 99



Census/Business Insider



Your Money

NASDAQ Composite	4,539	+6.45	(+0.142%)
S&P 500	1,988	-3.97	(-0.199%)
NYSE Composite	10,947	-35.5	(-0.323%)

Linked in.



5,196

E-COMMERCE AND THE FUTURE OF RETAIL: 2014 [SLIDE DECK]



1,170

Social Media Engagement: The Surprising Facts About How Much Time People Spend On The Major Social Networks

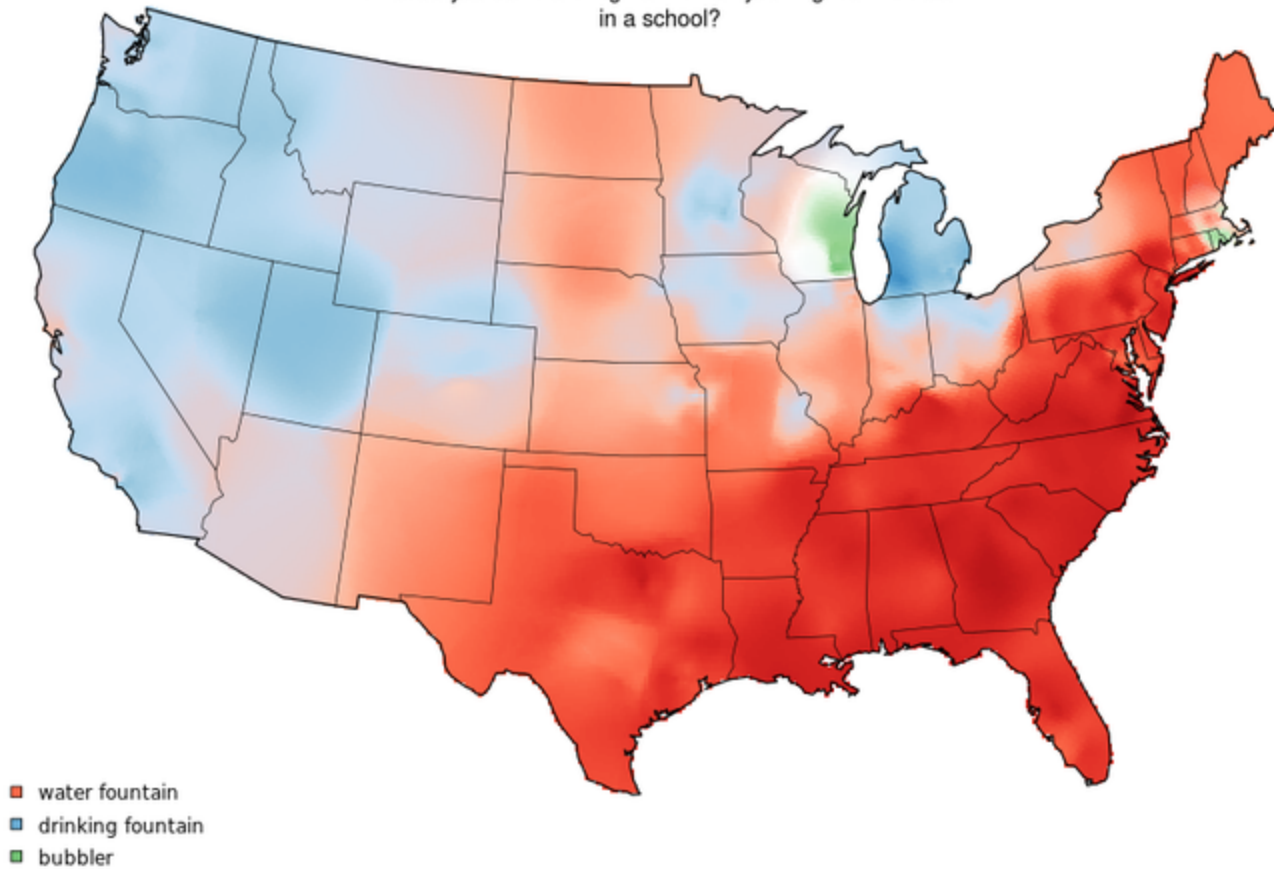
**Good maps are about
patterns, based on
geography**

1970



- legal ban
- constitutional ban
- civil unions
- gay marriage
- pending

What do you call the thing from which you might drink water
in a school?



Joshua Katz, Department of Statistics, NC State University

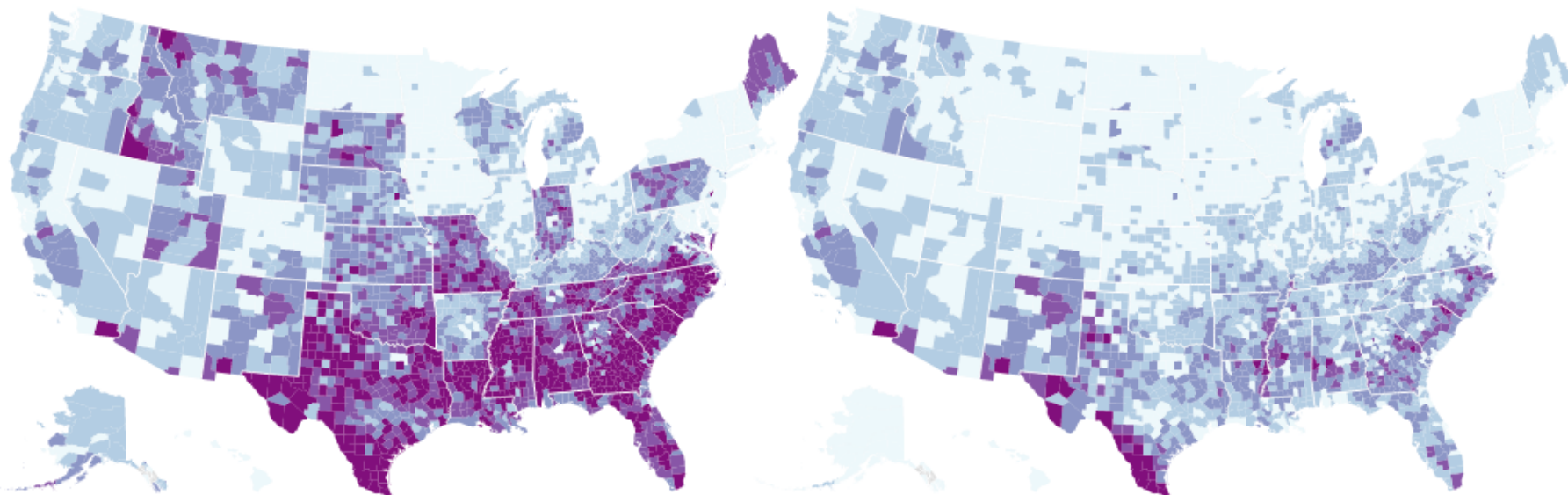
Who Would Have Health Insurance if Medicaid Expansion Weren't Optional

By KEVIN QUEALY and MARGOT SANGER-KATZ NOV. 3, 2014

A new data set suggests that more than three million people would have gained health insurance across 24 states if the Supreme Court had ruled differently.

Where the uninsured are

If every state expanded Medicaid



10% 12% 14% 16%
uninsured

A TAXONOMY OF TRANSITIONS

racial / ethnic
self-identification
in chicago
in the year 2000

- white ■
- black ■
- asian ■
- hispanic ■
- other ■

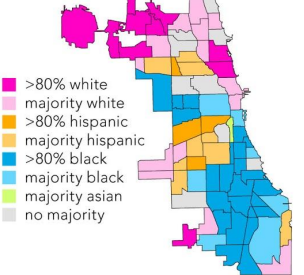
the black lines show
chicago's official
community areas.

each dot represents
twenty-five people.
here, hispanic is
exclusive of other
categories.

block-level data
from the U.S. census.

scale 1:200,000

The same data, aggregated by community area and shown with solid colors.



A satellite-style map of Louisiana, showing the Mississippi River and Lake Pontchartrain. The map highlights areas of land loss with a semi-transparent dark overlay. Labels include 'Lake Pontchartrain', 'New Orleans', 'Houma', 'Golden Meadow', 'Mississippi', and 'Gulf of Mexico'.

Losing Ground

by Bob Marshall, The Lens, Brian Jacobs and Al Shaw, ProPublica, Aug. 28, 2014

In 50 years, most of southeastern Louisiana not protected by levees will be part of the Gulf of Mexico. The state is losing a football field of land every 48 minutes — 16 square miles a year — due to climate change, drilling and dredging for oil and gas, and levees on the Mississippi River. At risk: Nearly all of the nation's offshore oil and gas production, much of its seafood production, and millions of homes.

[EXPLORE THE COAST](#)

Gulf of Mexico