

A decorative border composed of a grid of squares in various shades of green, yellow, and teal, framing the central white area.

# PolicyMap

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# Today's topics

- Content & data sources
- Features:
  - Maps
  - Tables
  - Reports



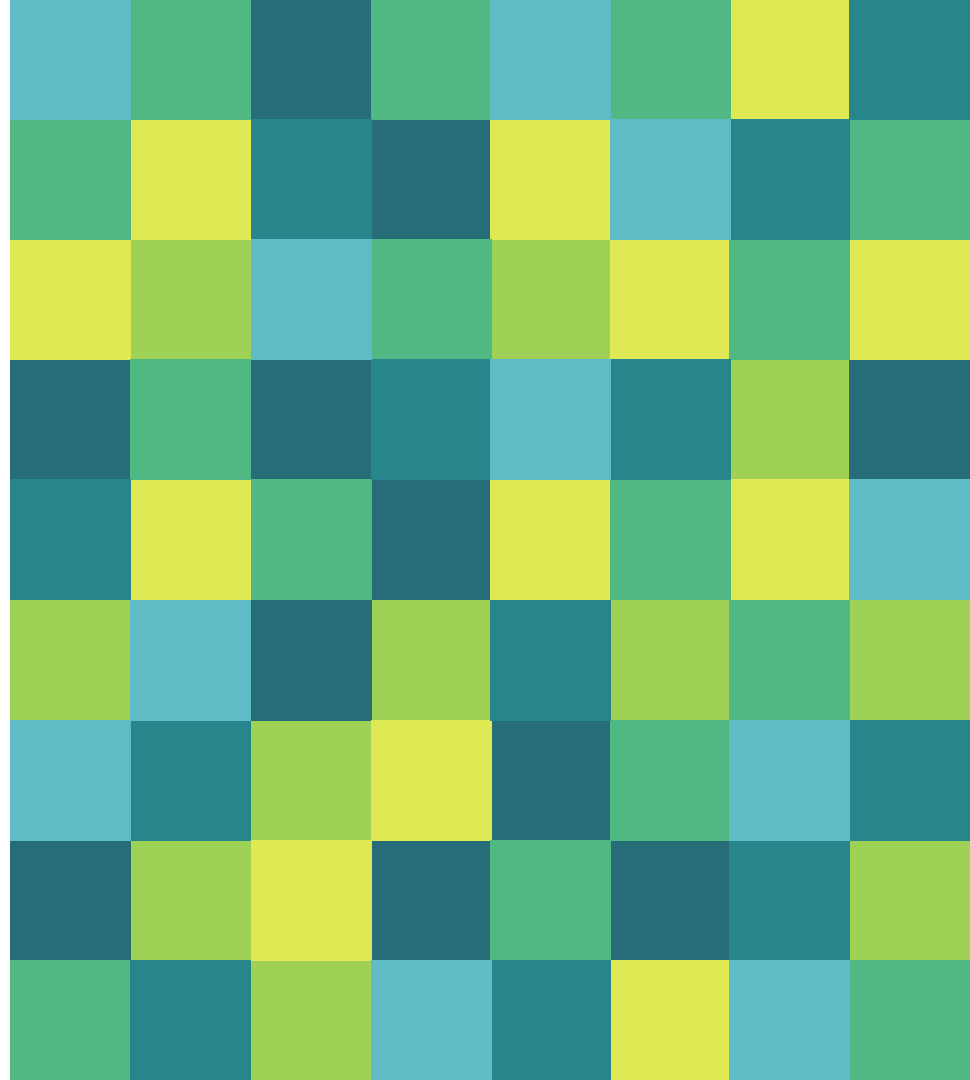
PolicyMap is a “GIS-lite” database that can be used to explore data from a variety of sources and topics, through maps, tables, and reports.

# 1.

## Content & Data Sources

What datasets can you find in  
PolicyMap?

Where does PolicyMap get its  
data?



A decorative border composed of various colored squares (yellow, green, teal, blue) arranged in a grid-like pattern around the central content area.

# 37,000

Data indicators

# Content Topics

Demographics

Incomes &  
Spending

Housing

Lending

Quality of Life

Economy

Education

Health

Federal  
Guidelines

# Data Sources

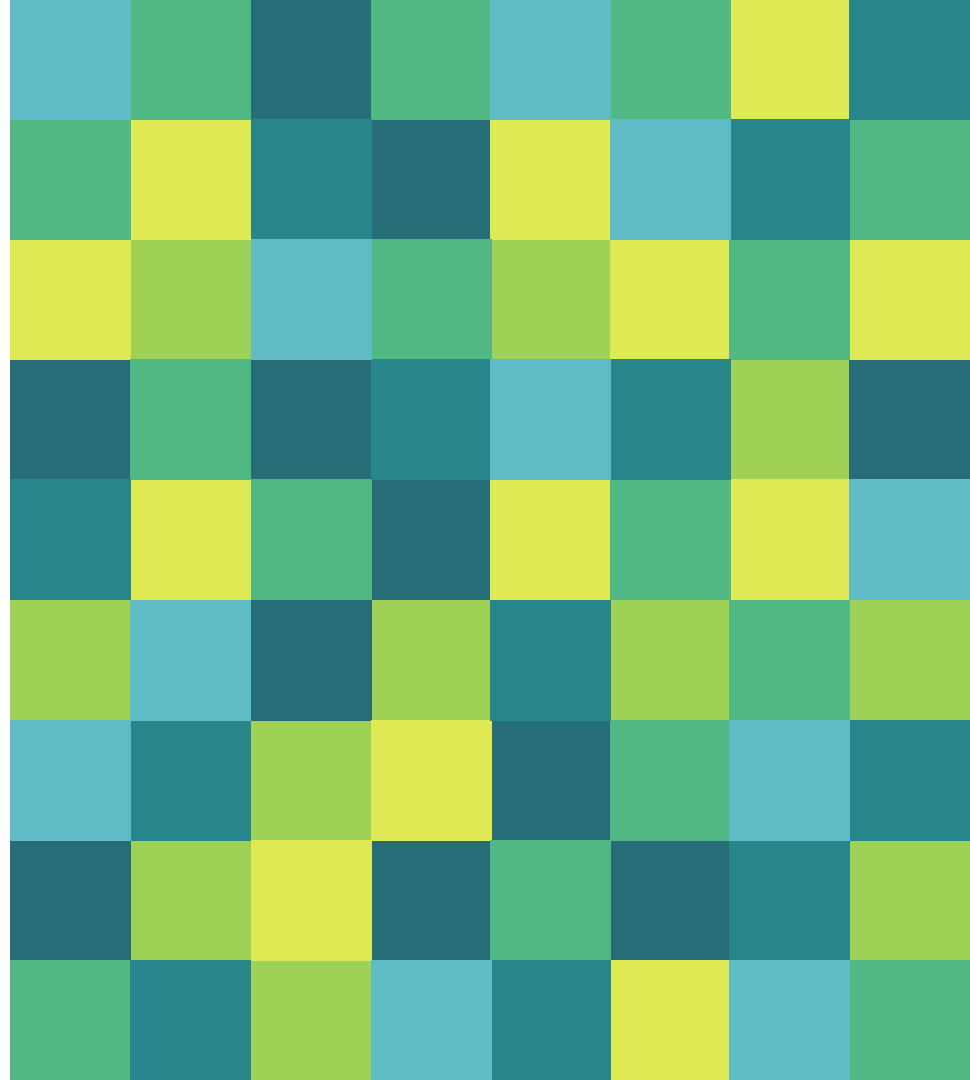
- Over 45 public and 20 proprietary, including:
  - US gov't agencies, bureaus, and other entities
  - Nonprofits
  - Universities
  - Nielsen
  - Zillow

# 2.

## Features

How can you explore data in PolicyMap?

How do you view and export data?







How is data linked to “place”?

How does PolicyMap standardize  
data across different sources?

# Geographies

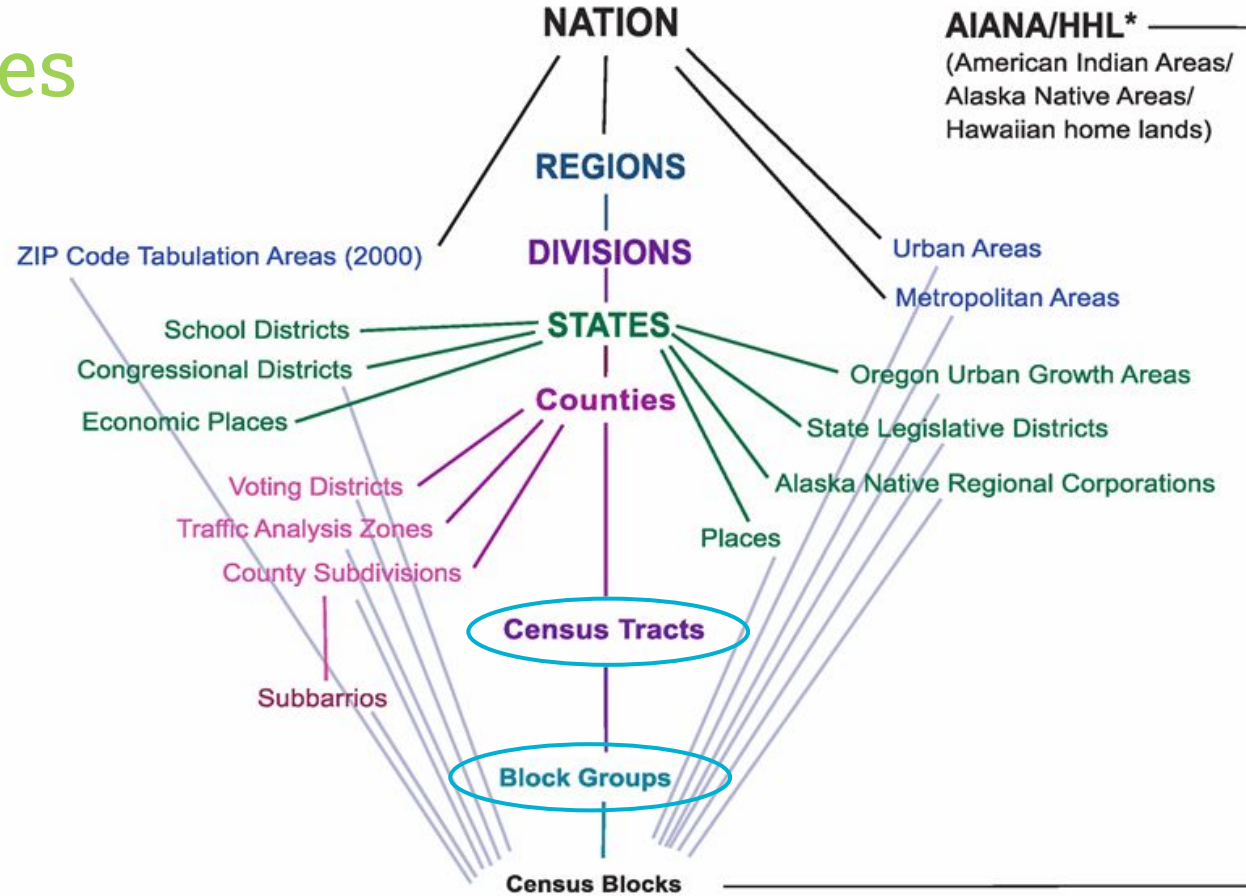
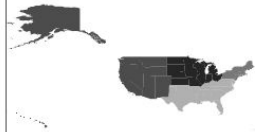


Diagram from US Census Bureau

# Census Bureau Geographies Part 1

These geographies are the most commonly used for mapping census data. They cover the entire area of the US and are nested, which means that smaller features fit within larger features and boundaries do not overlap.

Regions



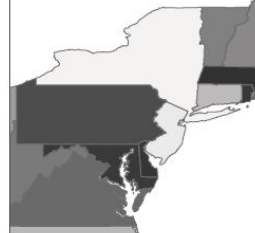
Large areas composed of several states, which are often used to describe national economic trends.

Divisions



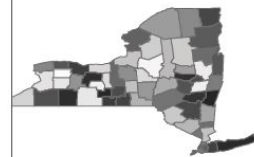
Sub-regions that are also frequently used to describe regional differences in national trends.

States



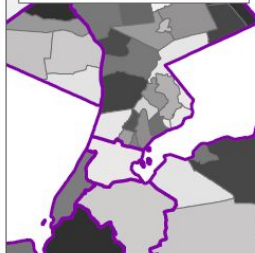
States are the largest legal entities within the US. Appropriate for mapping differences between states but not for national distributions.

Counties



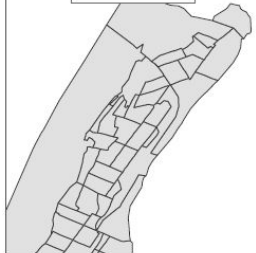
Counties are the largest legal entities within states. Good for mapping national or local patterns.

County Subdivisions



Consists of two entities: Municipal Civil Divisions (MCDs) which are legal entities within counties, and Census County Divisions (CCDs) which are statistical areas created by the bureau in states that lack MCDs.

Tracts



Relatively permanent statistical divisions that were designed to have between 1500 and 8000 people, with an ideal size of 4000.

Block Groups



A cluster of census blocks. Block groups generally have a population between 600 and 3000 people, with an ideal size of 1500.

Blocks



The smallest census geographic unit. Blocks are bounded on all sides by visible features (roads, rivers, railroad tracks) and by invisible boundaries (property lines, administrative boundaries).

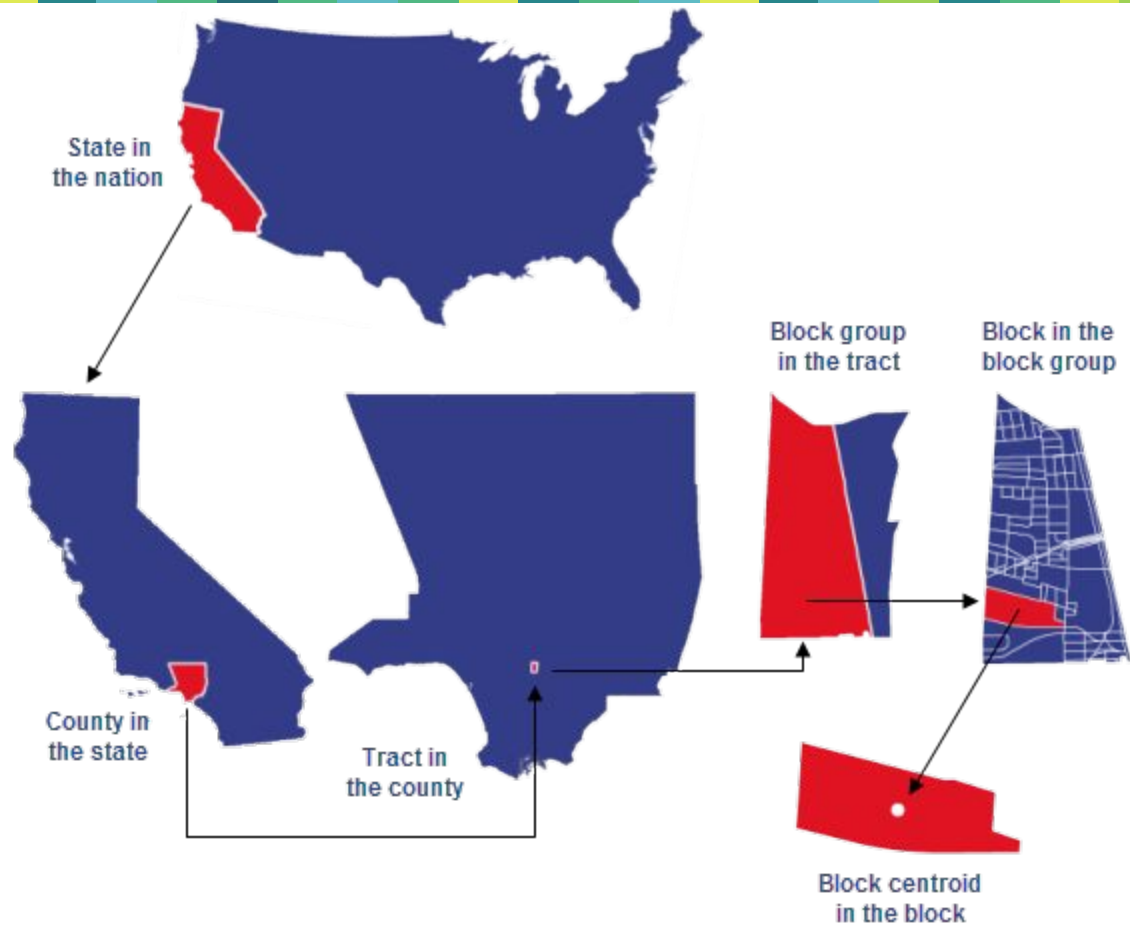
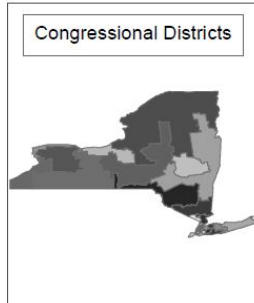


Image from [Learn ArcGIS: United States Census Geography](#)

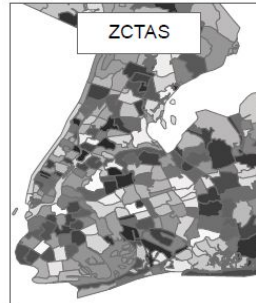
## Census Bureau Geographies Part 2

These geographies are not as commonly used for mapping census data. They may or may not cover the entire area of the US and do not always nest with other layers, meaning that their boundaries may overlap with other boundaries.



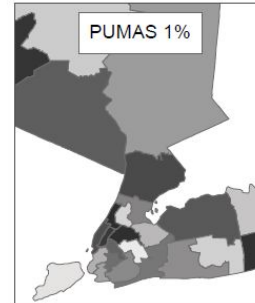
Congressional Districts

435 areas from which legislators are elected to the US House of Representatives; the boundaries are updated every two years. Generally not practical for thematic mapping.



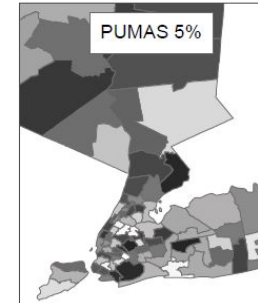
ZCTAS

Zip Code Tabulation Areas were created by the Census Bureau to approximate USPS Zip Codes, which are difficult to map. Commonly used for mapping marketing data.



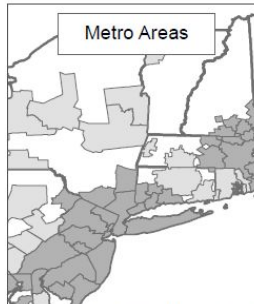
PUMAS 1%

Statistical entities created for mapping microdata (individual census records). 1% PUMAS have at least 400,000 people and are aggregations of the smaller 5% PUMAS.



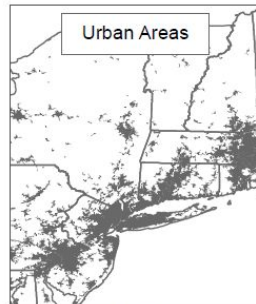
PUMAS 5%

Statistical entities for mapping microdata. They contain at least 100,000 people and are aggregations of census tracts.



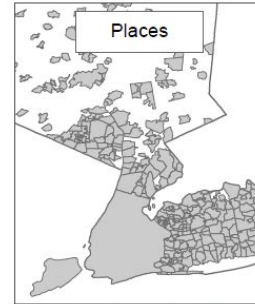
Metro Areas

Aggregations of urban counties. Metro Statistical Areas (MSAs) contain places with a minimum population of 50,000. Consolidated Metro Areas (CMSAs) have over 1 million people. Primary Metro Areas are subdivisions of CMSAs.



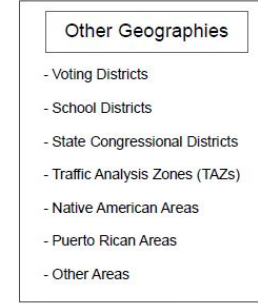
Urban Areas

A central place and adjacent areas with a density of at least 1,000 people per square mile that together have a minimum population of at least 50,000.



Places

Discrete areas that include incorporated places, consolidated cities, and census designated places (CDPs). The first two are legal entities, while CDPs are statistical areas that provide data for concentrated areas of population that are identifiable by name but are not legally incorporated.



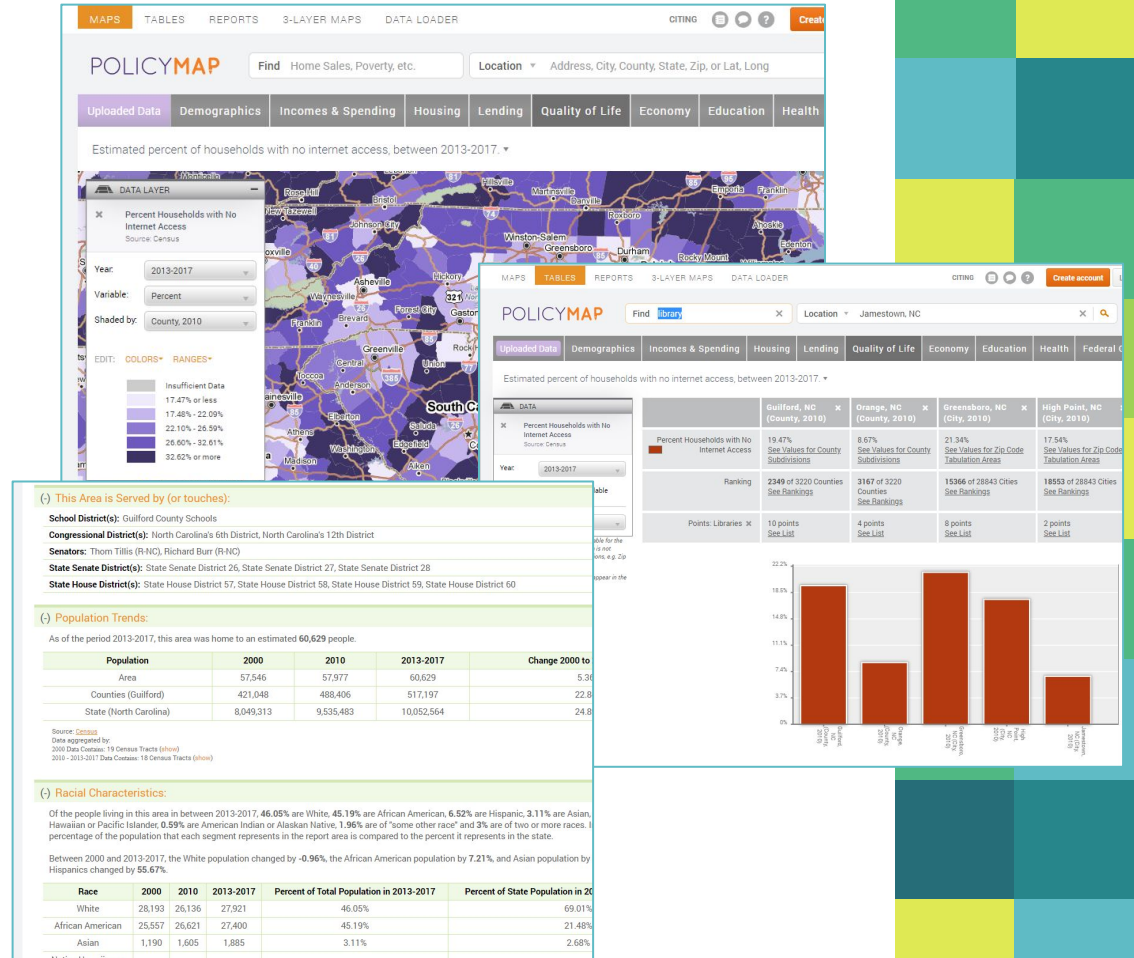
Other Geographies

- Voting Districts
- School Districts
- State Congressional Districts
- Traffic Analysis Zones (TAZs)
- Native American Areas
- Puerto Rican Areas
- Other Areas

There are several other areas that the Census Bureau tabulates data for. Some span the entire country while others exist in specific parts of the country.

# Features

- Maps
- Tables
- Reports
- 3-Layer Maps



# Thanks!

**Any questions?**

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