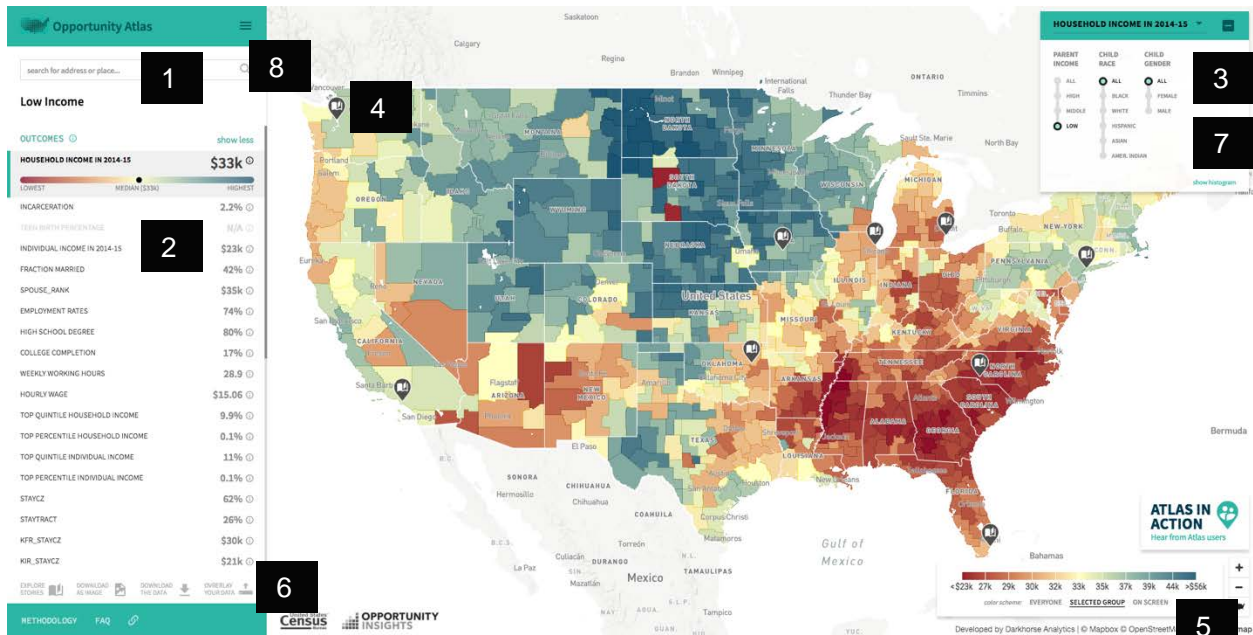This user's guide describes all the features of the Atlas, which are highlighted with the numbers shown above.

The first three features are all you need to get started using the Atlas:

1. **Where – Where do you want to view outcomes?**

Use the *Search Bar (1)* to search for an address, city, or county and the Atlas will zoom into your region of interest.

2. **What – What outcomes are you interested in mapping?**

A series of metrics for the selected region will display in the *Left Panel* (2). To start, outcomes to choose from include incarceration rates and household income. Select "show more" to reveal a longer list of outcomes, including college completion rates, wages, and employment rates. Select "show less" to collapse the list. Hovering over the information (i) icons next to each variable provides more details about each metric. The map and legend will update based on the metric you select.

The *Left Panel* also lists neighborhood characteristics. These allow you to map characteristics such as median rents and levels of job growth, or the characteristics of current residents such as

their median incomes. Again, you can use the "show more" button to expand the list of neighborhood characteristics shown.

3. Who – For whom are you interested in seeing outcomes?

Use the buttons in the *Right Panel* (3) to look at outcomes for different demographic groups. You can choose any combination of parental income, race or ethnicity, and gender. Parental income groups are defined as follows: Low (25th percentile), Middle (50th percentile), and High (75th percentile). The map and legend will recolor to show outcomes for the subgroup you select.

You can view a short interactive tutorial that illustrates how to use these three basic features by clicking here.

Additional Features Allow You to Obtain Further Insights

4. Stories

Story icons appear in different locations across the map. Click on these icons to view select stories curated from the data that illustrate key insights and how to use the tool. There is also an option to explore stories from the Atlas start page, as well as in the bottom righthand corner of the Atlas.

5. Color Scaling and Zoom

Changing the color scaling is a powerful way to uncover local variation in outcomes. You can set the color scaling on the *Legend* (5) in the bottom right. (Note that the color scaling option only appears in the *Right Panel (3)* instead if you've selected "show distribution.") Scaling options are listed below. Note that changing the color scaling never changes the underlying data; it only changes the colors used on the map.

- *Everyone* sets the midpoint of the legend to the national median regardless of the group selected, providing a consistent scale for comparison to all children in the US. With this scale, the full spectrum of colors from red to blue is applied to the entire nation, covering children from all incomes, races or ethnicities, and genders. For example, low-income white men would be compared to everyone, including high-income white men, Asian men, etc. Red colors here represent average outcomes that are lower than the national average, including all kids; blue colors represent average outcomes that are higher than the national average, including all kids.

- *Selected Group*: sets the midpoint to the median of the selected group so that their outcomes can be compared with members of the *same* demographic subgroup, rather than with the nation as a whole. Red colors here represent average outcomes that are lower than the national average for the selected group; blue colors represent average outcomes that are higher than the national average for the selected group. For example, suppose you have selected to study the outcomes of black women with middle-income parents. The *Selected Group* option colors the map so that the colors range from red to blue for black women with middle-income parents.

- *On Screen* aligns scaling to the regions contained within your map window to highlight local differences. The "on screen" scaling feature changes the map's coloring so that the range from red to blue covers the exact range of estimates fully or partially visible on the map. Though the colors on the map change, the underlying data always remain the same. The "on screen" coloring simply helps to show local variation more clearly.

The colors for the *Everyone* and the *Selected Group* scaling options do not change as you zoom in and out, but the *On Screen* scaling will change to reflect only the geographic areas on your screen. We recommend using local color scaling if you want to analyze variation *within* a small area; selected group scaling if you want to get a national perspective on how outcomes compare for a given demographic group; and national scaling if you simply want to compare everyone in the U.S. on the same scale.

6. Overlay Your Data and Download Data

The *Overlay your Data* feature can be used to supplement the data in the Atlas by uploading your own boundary or location data to overlay on the map. You can import places as points into the map by pasting data into the text box or importing your own CSV or TSV files. Boundary files can be added by dragging and dropping onto the import window or opened using the 'Choose a File' button.

Download As Image will download an image based on the map you are viewing.

Download The Data redirects you to the Opportunity Insights website where you can download the raw data underlying the Atlas.

7. Show Distribution

By clicking "show distribution" in the *Right Panel (3)*, you can see a distribution of estimates of the outcome you are analyzing across all areas being shown on your screen (tract if zoomed in closely; county or commuting zone at more zoomed out views). Each area is represented by a separate square on the distribution (see screenshot below of Advanced Mode for an example).

This allows you to get a more precise picture of where the area you are looking at – which is highlighted in the distribution with a square black box – stacks up relative to other areas. By clicking on other squares in the distribution, you can jump to other areas; this provides an easy way to find the "best" or "worst" area on a given metric among areas currently being shown on your screen. Note that the distribution is scaled depending upon the color scheme; if you choose "Everyone", the distribution is scaled to show how outcomes for the selected group stack up relative to the outcomes of all children in the U.S. If you choose "On Screen", the distribution shown is for selected demographic group among areas currently on the screen.
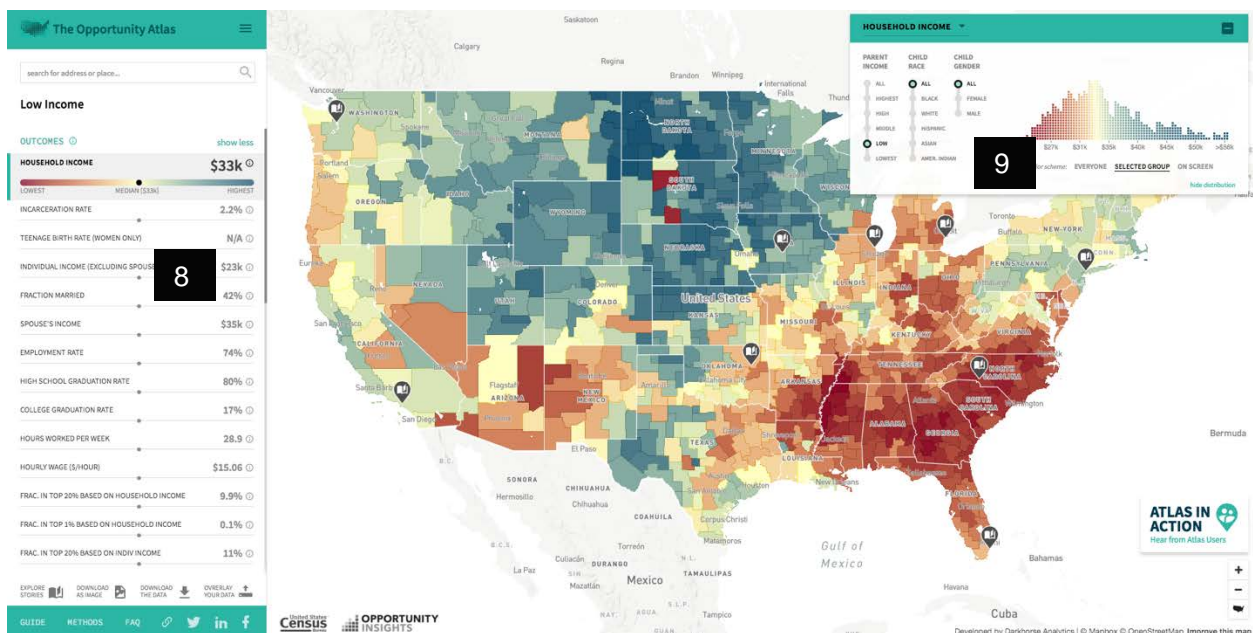
8. Other Modes

For even more control of what you're viewing, the Atlas provides a menu of Advanced Features. *Basic Mode* is the simplest way to view the data (the above screenshot is from *Basic Mode*). Click on the menu button in the upper left to access a toggle between modes.

Advanced Mode adds the ability to filter the corresponding map regions for specific criteria and allows you to look at two additional parental income levels (lowest and highest – corresponding to the poorest and richest families in the country).

Compare Mode allows you to select any two groups and directly compare their outcomes in each neighborhood. The map and legend will recolor to highlight how much higher or lower one group is compared to the other.

Instructions for features in these additional modes are below.
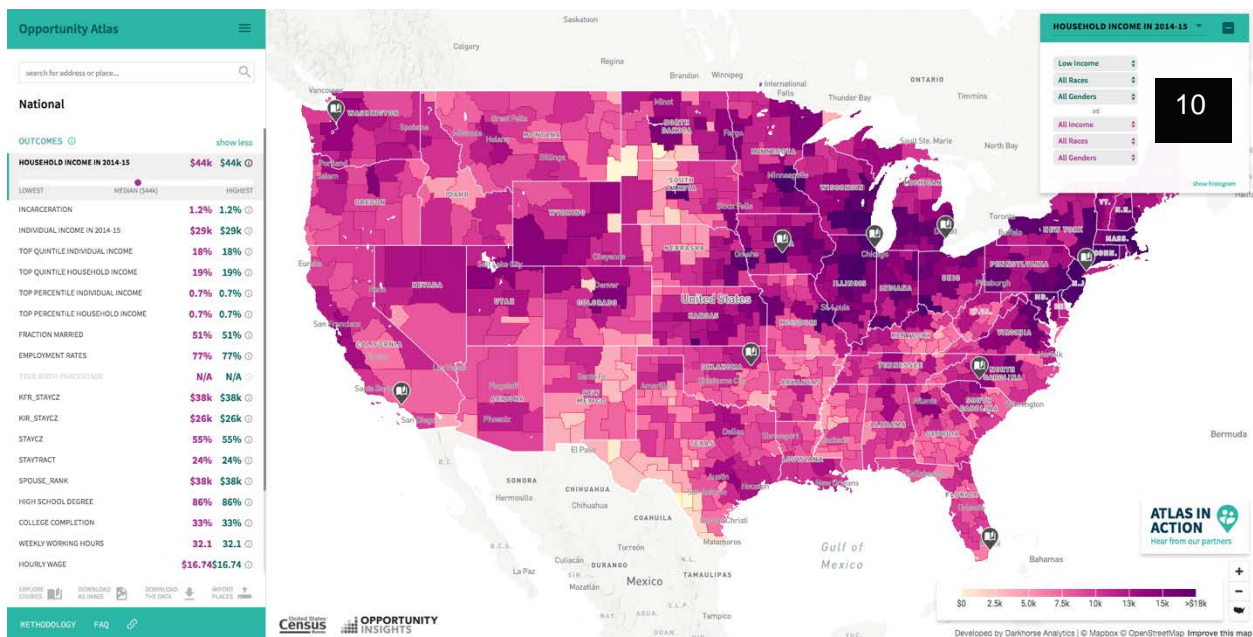
Advanced Mode

9. Filters

Filtering is a useful way to select which estimates appear on the screen based on children's outcomes or neighborhood characteristics. Begin by selecting a characteristic and dragging your mouse over the range of the variable you want to examine. This lets you hone in on neighborhoods with specified characteristics (e.g., average rents below $1000 month). You can also filter on multiple characteristics (e.g., rent and poverty rates).

Whenever a filter is in use, a green tile appears below the radio buttons in the *Right Panel* to remind the you exactly how the data are filtered. The filtering tool remains until you remove it, if you've changed your selected outcome measure or toggled between different demographic subgroups. You can remove filters by clicking on the "x" icon on the green tile.

10. Additional Parental Income Groups

Using *Advanced Mode*, you can access estimates for parents in the Lowest (0th percentile) and Highest (100th percentile) income groups.

Compare Mode

11. Comparing Outcomes Across Subgroups

Use the toggles that appear in the *Right Panel* in *Compare Mode* to select two (income-race-gender) subgroups to compare outcomes between. The map will color based on the difference between the metric for the two groups.

If outcomes for group you selected using the green dropdowns are higher in a given area, the map will show that area in green; conversely, if the purple group has higher outcomes, the area will be colored purple. The greater the difference in outcomes, the darker the color appears.

You can view a full interactive tutorial that illustrates how to use all of these features by clicking [here](#).

Saving Your Work

To save your work as you are working with the Atlas, you can save map images and copy links to the exact state of the map you are currently seeing as you go. These icons appear in the lower left-hand corner, below the neighborhood characteristics.