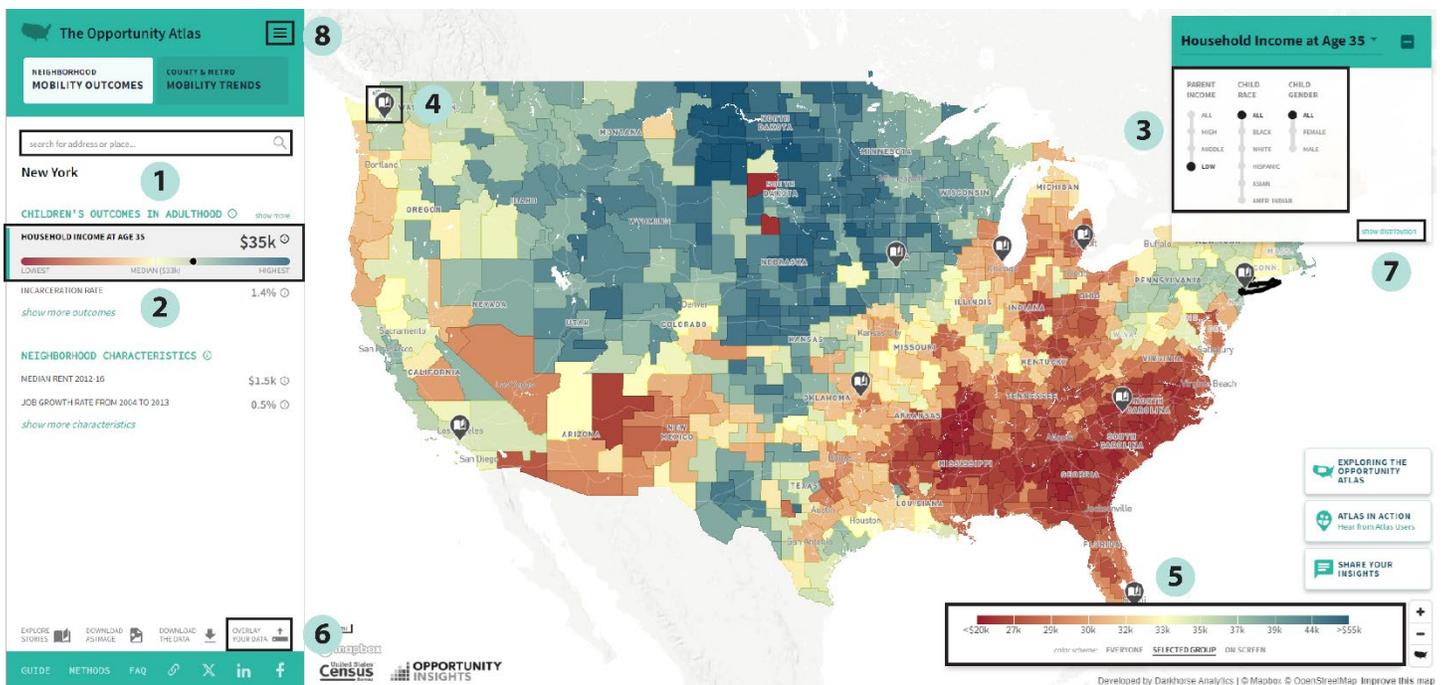# OPPORTUNITY INSIGHTS

OPPORTUNITY ATLAS
USER GUIDE

This user's guide describes all the features of the Atlas, which are highlighted with the numbers shown on the map below. Instructions for navigating *Module 2: County & Metro Mobility Trends* start on page 7.

1. NEIGHBORHOOD MOBILITY OUTCOMES

Basic Mode

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
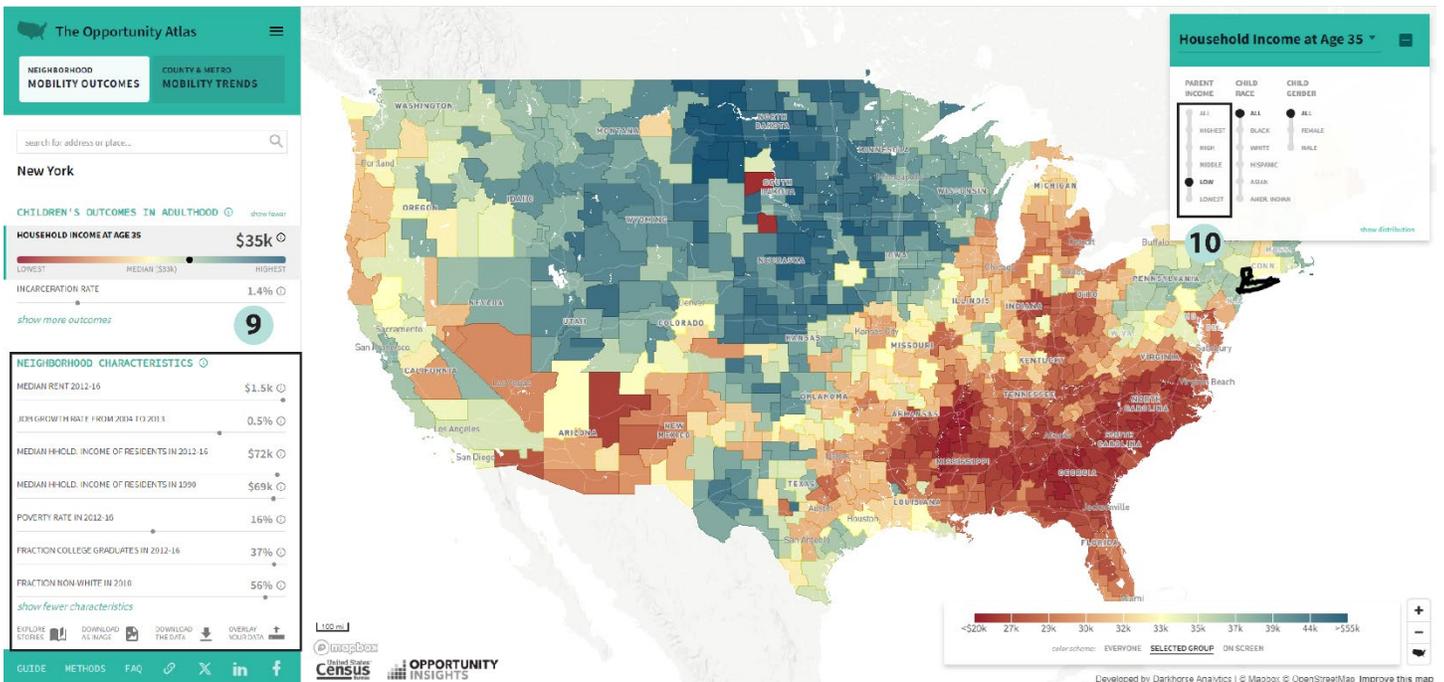
9. Filters

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
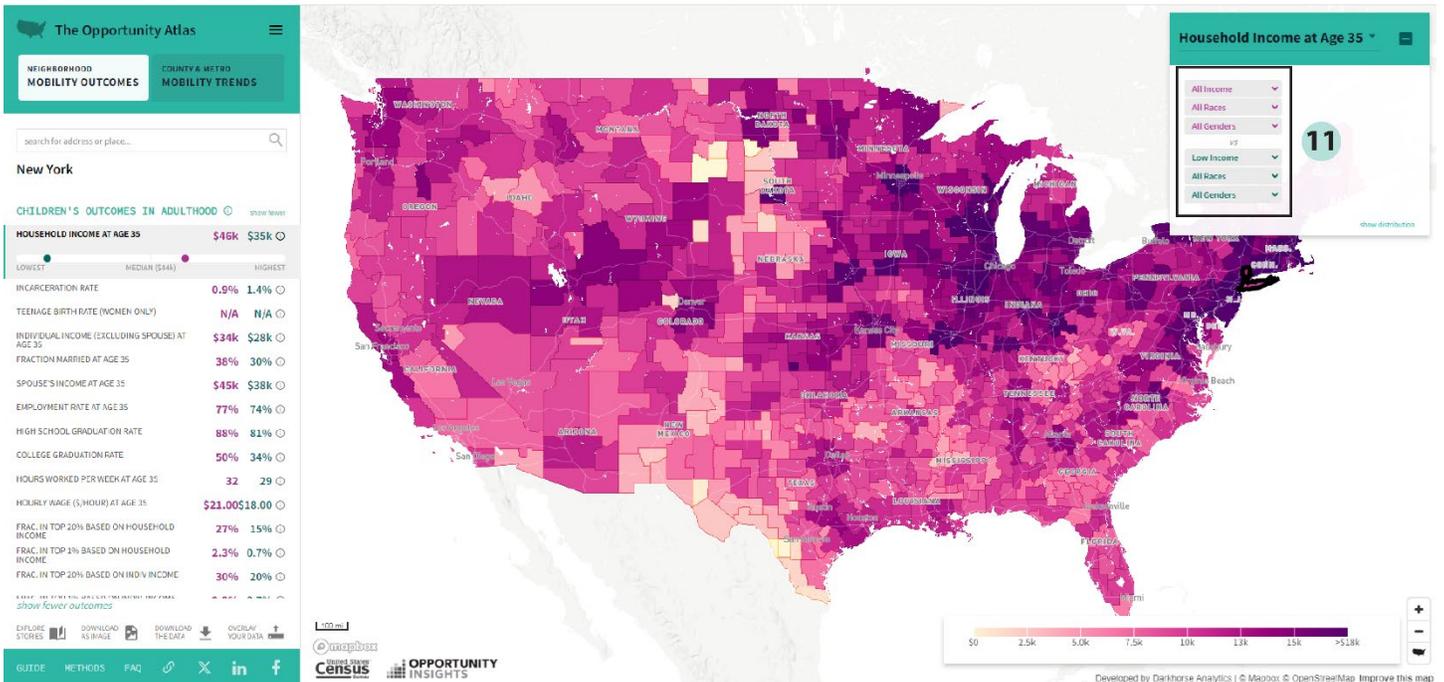
11. **Comparing Outcomes Across Subgroups**

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

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.

2. COUNTY & METRO MOBILITY TRENDS

Users can navigate Module 2 of the Opportunity Atlas in the same ways as with Module 1. All of the functions described in steps 1-11 of this guide are included in Module 2 (with the exception of **#4: Stories**. At this time, we do not have Stories available on the Opportunity Atlas Module 2). This section of the Opportunity Atlas User Guide describes additional features available in the Opportunity Atlas Module 2 that enable the user to view mobility over time with additional context and comparison abilities.
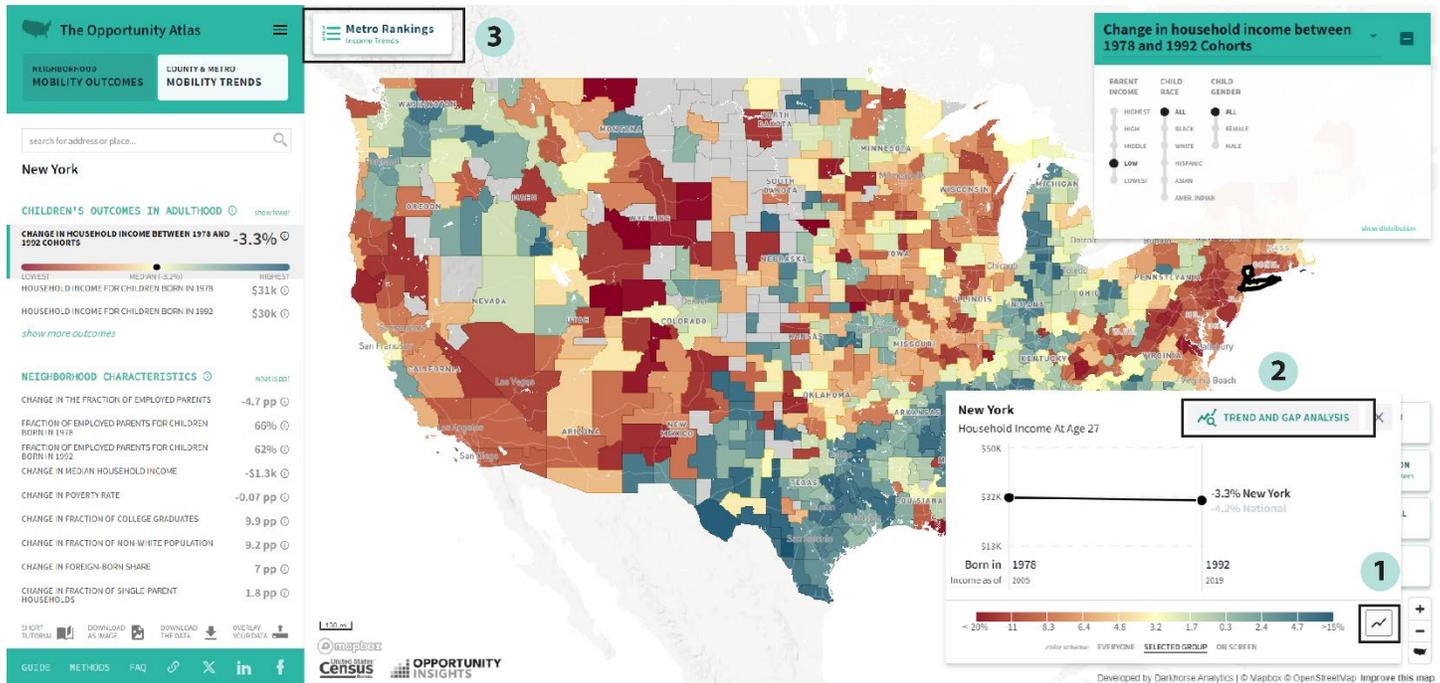

1. **View Trends**

   View Trends shows the trend line for a user's selected demographic and region between the 1978 and 1992 birth cohorts. The Y-axis of the plot is mean household income earned at age 27 for the select demographic group. The X-axis of the plot is the birth cohort year (and the year in which income is measured, which is at age 27 for each birth cohort). If you hover over the points for each birth cohort year, you can see its specific Y-value. The light grey trendline that also appears on the graph is the national average trend for that specific demographic group. For example, if you are viewing outcomes for low-income white children (all genders), the national trendline will show the national average mobility trend for low-income white children (all genders).

2. Trend and Gap Analysis

Trend and Gap Analysis allows users to compare trends between demographic groups and across locations. You can compare any combination of 2 demographic sets and 2 locations – you can compare 2 groups in 1 location, 1 group in 2 locations, or 2 groups in 2 locations.
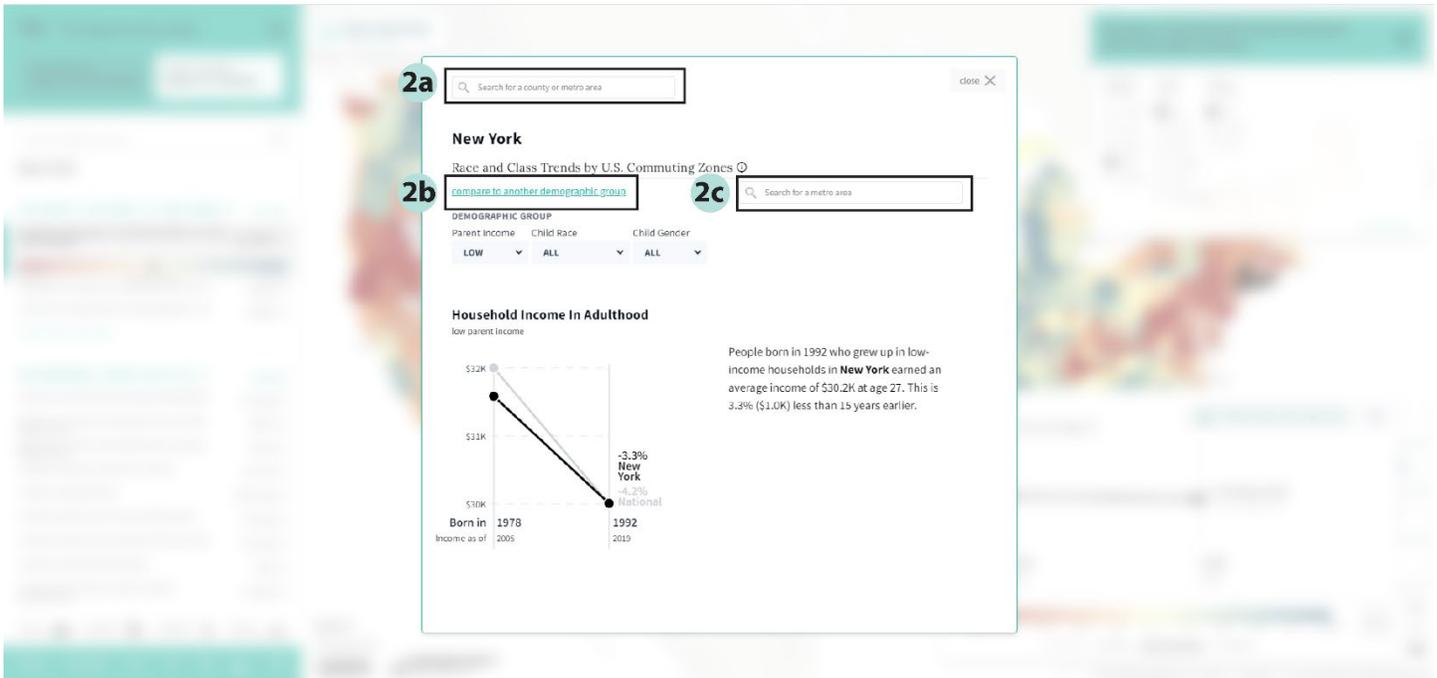
a. Search for a county or metro area

When you open Trend and Gap Analysis, the data that will appear will reflect whatever you were viewing in the map at the time: the selected county or metro area, parent income group, race, and gender. If you want to look at data for another county or metro area, you can use this search bar within the Trend and Gap Analysis feature to select a new place and view its trends. Use the dropdown functions under Demographic Group to view trends for different parent income, race, and gender groups.

b. Compare to another demographic group

Once you select this button, use the drop-down menus to choose the demographic group you want to compare your original demographic group to (for example, comparing outcomes between low-income white children and high-income white children). You can select any available parent income, race, and gender from the drop-down menu. Once you select the demographic group that you'd like to add for comparison, the trendline for that group will appear on the original chart. The highlighted areas in the chart show the relative gaps in mobility between your two selected groups. Note that not all regions have sufficient estimates for all race groups, so certain comparisons may not be possible if your selected location doesn't have data for all race groups.

c. **Compare to another location**

You can type another region's name into this second search bar to compare its trends to your first location. Note that selection for the second location is restricted to the geography of the first location: that is, you can only compare commuting zones to other commuting zones and counties to other counties. If you're comparing counties, we include suggestions for comparable counties by region and population size to the first selected county.

3. **Metro Rankings**

Metro Rankings is an interactive list of the 50 most populated commuting zones in America, ranked by change in mobility outcomes for low-income children (of all races and genders). The percent change in mobility is derived from the percent change between average income reported at age 27 for low-income children born in 1978 and those born in 1992. Users can download the list as a PDF or CSV by clicking the buttons below the list.

a. **Select location to walk through its data**

For each metro area in the list, users can click the arrow at the end of its row to be taken to a guided walk-through of that metro's mobility trends in the Opportunity Atlas. By scrolling or clicking through the walk-through, users can see how mobility has changed over time in that selected metro and view trends and gaps in the new Atlas features. Users can exit the walk-through at any time by selecting the X button in the top-right corner of the text's box.