United States Ethnicity – Heat Maps

Heat Maps uses a color scale to show the concentration of selected attributes within an area. Within United States Ethnicity, there are two types of Heat Maps: Dot based and Choropleth based.

Dot Heat Map

1. Select a Data Attribute filter, or group of attributes, by clicking on the check box to the left of the desired attribute(s).

2. Within the Data Sources section, click on the Heat Map to bring down the Heat Map legend.
3. Click on the small double layer icon to the left Heat Map data tree. A side window with the title of "Heat Map" will open up containing two sections: "Dots" and "Choropleth".

4. Click on the “Turn on” check box with in the Dots section to enable the Heat Map feature. The Dots/Markers will be colored based on the concentration of the selected attribute filters.
5. In this same window there are three Dot display options identical to any other Dot display options. Show density, Map dot size, and Transparency.

- **Transparency** – changes the transparency of the dots.
- **Map dot size** – changes the size of the dots.
- **Show density** – Toggles whether or not the proximity of a dot’s neighbors influences its color brightness.
Choropleth Heat Map

1. Select a Data Attribute filter, or group of attributes, by clicking on the check box to the left of the desired attribute(s).

![Data Sources](image1)

2. Within the Data Sources section, click on the Heat Map to bring down the Heat Map legend.

![Heat Map Legend](image2)
3. Click on the small double layer icon to the left Heat Map data tree. A side window with the title of “Heat Map” will open up containing two sections: “Dots” and “Choropleth”.

4. Click on the “Turn on” check box with in the Choropleth section to enable the Heat Map feature. The selected boundary will be colored based on the concentration of the selected attribute filters within that area or region.
5. Within this same window there are 5 Choropleth settings to choose from, identical to the settings for any other Choropleth:

- **Boundary** – you can set what boundary is used to Choropleth by scrolling through the Boundary options.
- **Line Size** – Changes the line size of the boundaries.
- **Fill Transparency** – Changes the fill transparency of the Choropleth color.
- **Line Transparency** – Changes of transparency of the boundary lines.
- **Region Names** – Toggles the titles of the boundaries currently displayed