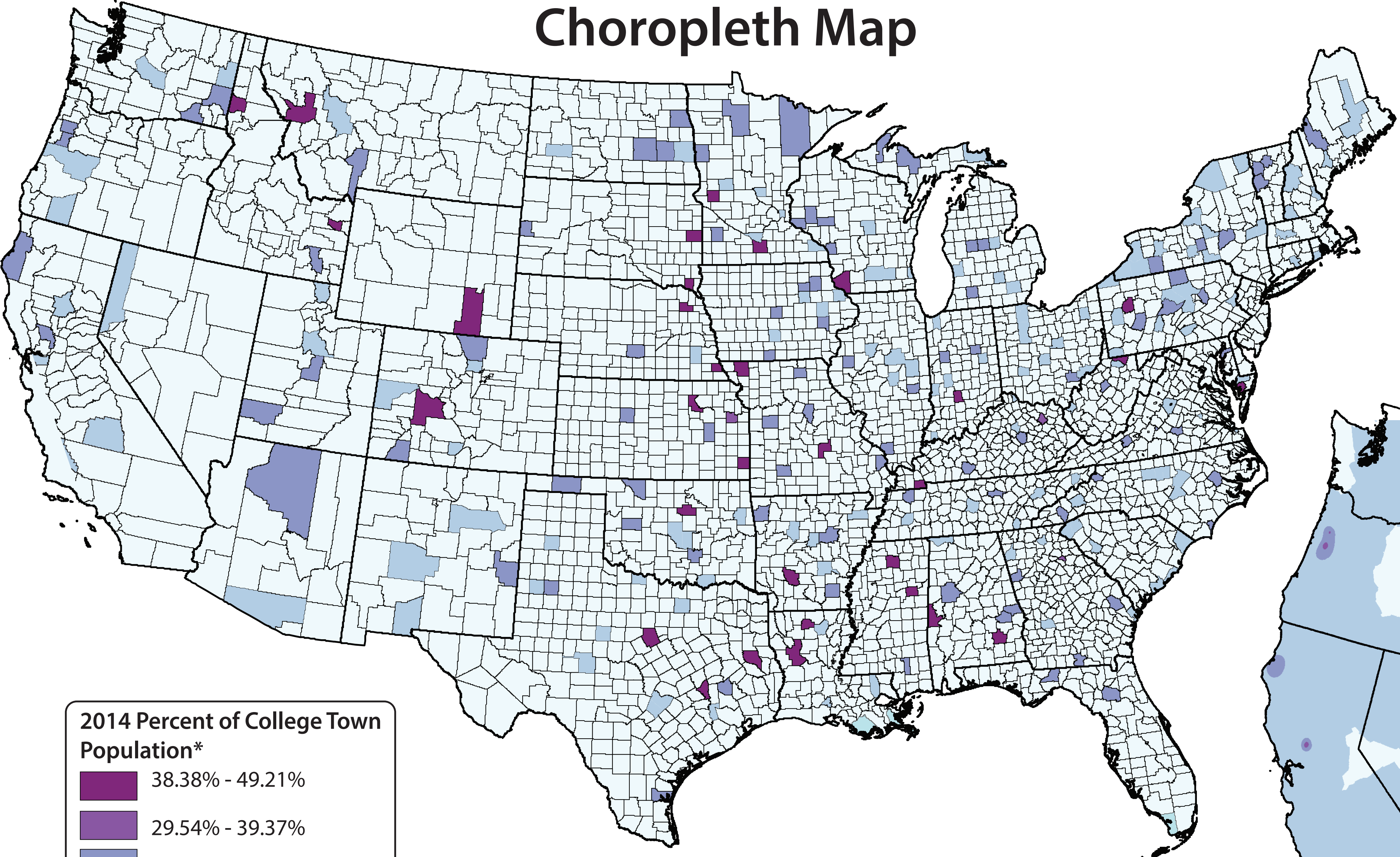


College Towns in the US

2014

Choropleth Map



2014 Percent of College Town Population*

- 38.38% - 49.21%
- 29.54% - 39.37%
- 19.69% - 29.53%
- 9.85% - 19.68%
- 0% - 9.84%

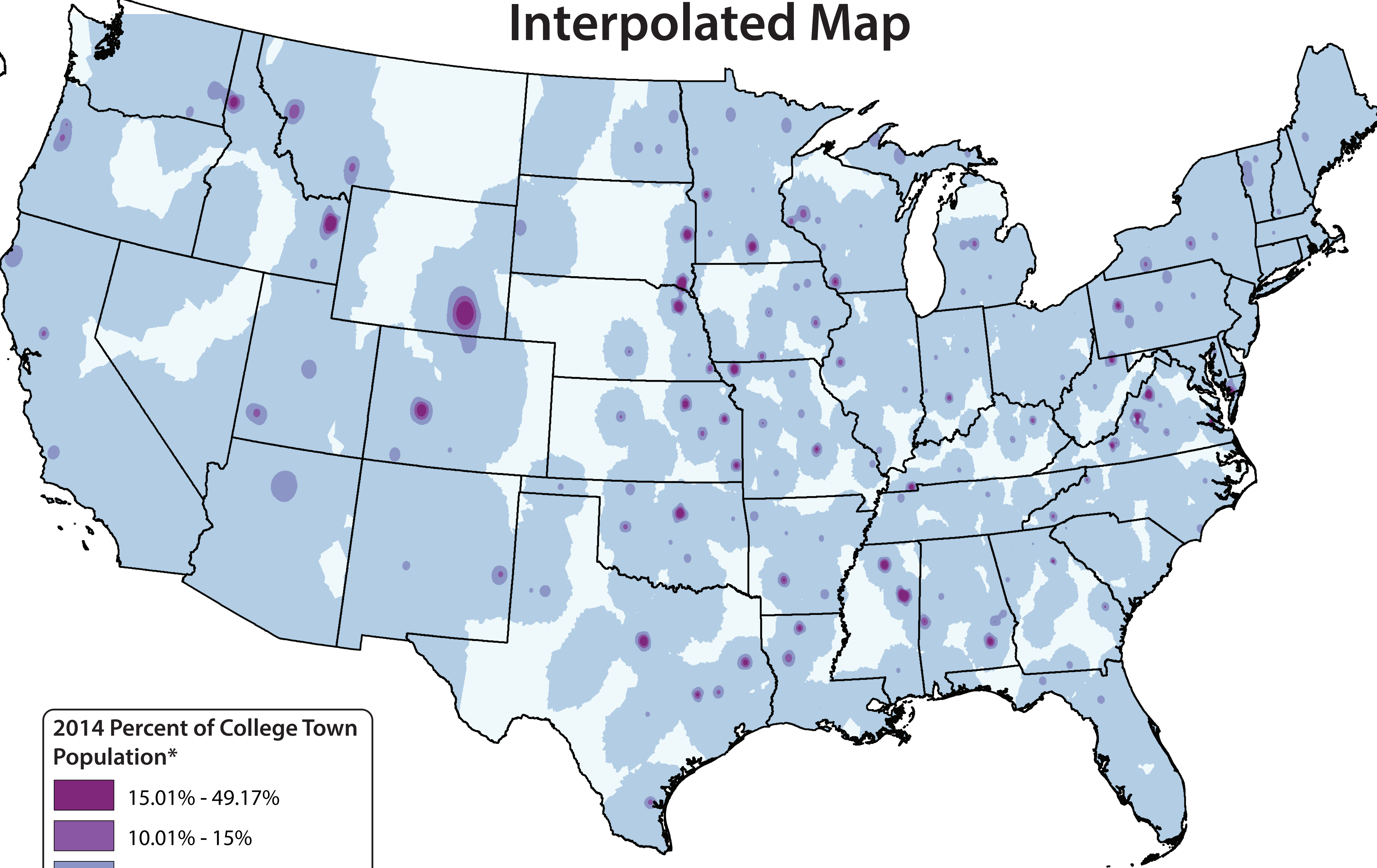
Quantile Classification

*Typically these are nonfamily households with many students living alone or with roommates. About half the residents of College Towns are enrolled in college, while the rest work for a college or have service jobs.

College towns are presented here through a composite variable. This is when a variable is created by combining two or more individual variables into a single index. Composite variables are used to measure multidimensional concepts that are not easily observed. These maps depict colleges towns where the average household size is 2.14, the median age is 24.5, and the average household income is \$32,200 (Esri Life Mode Group 14B). Both maps represent the same data but the data is mapped in two different ways: choropleth and interpolated. Choropleth maps shade areas where each color represents a range of values. Interpolation is the process of developing a more generalized representation.

The most common explanation for why the United States has so many college towns is related to how they originated. When colleges were first established, people who could afford to send children to a university typically lived in dense cities. The college town is mostly an American phenomenon. Nowhere else in the world are there so many small towns with colleges or universities. A more rural setting was seen to be quieter and would have less distractions. The founders of colleges believed that a quiet, rural setting was the best learning environment and decided to create these colleges in smaller towns.

Interpolated Map



2014 Percent of College Town Population*

- 15.01% - 49.17%
- 10.01% - 15%
- 5.01% - 10%
- 0.01% - 5%
- 0%

Manual Classification

Often, variables are not spatially continuous. When this happens, we can use interpolation to estimate values for unknow areas. In the case of population distribution, interpolation is a good way to see data that is sparsely distributed.