What Do Americans Do on the Fourth of July Weekend?

Follow these steps to create a story map that helps answer the question above. This story map will include three separate maps that display U.S. counties that are the homes of "Outdoorsy Folk", "Power Grillers" and "Shopaholics" (as described in the Esri Insider article) along with a final map that displays counties that fit all of those criteria. The final map will include Tapestry segment information for those final counties:

1. Use Community Analyst's **Smart Map Search** function to find U.S. counties with higher than average percentages of people who hike, camp and go to the beach. Share a data layer of these counties to your ArcGIS Online account with the name "**Outdoorsy People**".

2. Use Community Analyst's **Smart Map Search** function to find U.S. counties with higher than average spending on hamburgers, hot dogs, condiments, sauces, and potato chips. Share a data layer of these counties to your ArcGIS Online account with the name "**Power Grillers**".

3. Use Community Analyst's **Smart Map Search** function to find U.S. counties with higher than average spending on apparel and services, higher than average spending on retail goods and higher than average use of coupons. Share a data layer of these counties to your ArcGIS Online account with the name "**Shopaholics**".

4. Log on to ArcGIS Online. Go to **My Content** and click on the **CA - My Maps** folder. The three data layers you shared from Community Analyst are each saved as a map. Open each map one at a time and use the **Save Layer** tool to save your Community Analyst data as **Feature Layers**. This will allow you to add all three layers to the same map.

5. Create a new map and add the Outdoorsy People, Power Grillers and Shopaholics layers to the new map. Use the **Change Style** button to change the fill color for the three layers so that each one is different.

6. [*This next step is the trickiest one*] Click on the **Analysis** button and choose **Find Locations**, then **Derive New Locations**. What we're going to do is create a new layer that is an intersection of the Outdoorsy Folk, Power Grillers and Shopaholics layers – it will only include those counties that are in all three layers. Use the **Add Expression** button to add the first two expressions displayed in the figure to the right (e.g., Shopaholics *completely within* Power Grillers). These two expressions allow all three layers to be included in the new layer. Then add three more expressions that include counties from Outdoorsy People, Power Grillers and Shopaholics where the field **matchField** contains the word "*match*". Give the new layer a descriptive name and click on **Run Analysis.** Once the analysis is completed you will have *a new*

layer that contains only the intersection counties. Click on the **Change Style** button to give these new features a different color than the other layers.

7. The next step is to add Tapestry information to the counties included in the new layer.   To do this click on the **Analysis** button on your new layer, choose **Data Enrichment**, then **Enrich Layer**. To add data fields to your features click on **Select Variables** and choose **Tapestry**. Click on **Show all Tapestry (2015) Variables** and click on the arrow next to **2015 Tapestry Market Segmentation (Households)**. Check the boxes next to **Dominant Tapestry Number**, **Dominant Tapestry Segment** and **Dominant Tapestry Segment Name**. Click on the **Apply** button and you should have an Enrich Layer specification that looks similar to the figure to the right. Give a name to the new layer that will be created by this process and click **Run Analysis**.
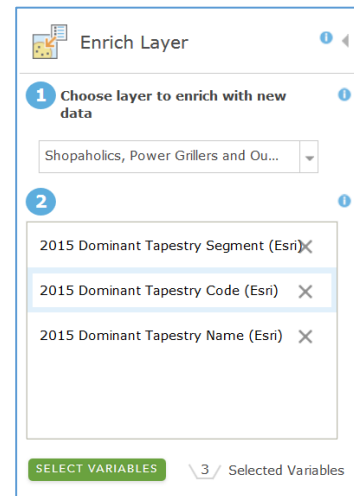
8. Save your map and share it to **Everyone**.

9. Now we're ready to turn this map into a Map Series story map. In the **Share** dialog box click on **Create a Web App**. Under **Configurable Apps** find the **Story Map Series** template and choose **Create**. Give your new web app a descriptive title that includes your name. You can go back and change the tags and summary later from its My Content entry. Click on **Done**.

10. This launches the **Map Series Builder**. Make sure that **Tabbed** is checked and click on **Start**. Give your story map an appropriate title, including your name. On the **Add Tab** dialog box add the title **Outdoorsy People** and make sure **Map** is selected. Select your 4th of July web map. Use the defaults for **Location** and **Popup** but choose **Custom Configuration** for **Content**. In the **Map Content** dialog check only the Outdoorsy People layer (the other layers will get their own tabs). Click **Save Map Content**, then **Add**.

11. You will be presented with a text box under a tab labeled **Outdoorsy People**. Here's where you describe what the Outdoorsy People map displays – counties with higher than average percentages of people who hike, camp and go to the beach. Clicking on the **Edit** button allows you to edit the data layer that is displayed, the starting location and the popup configuration. Click on the **Add** button to add tabs for the Power Grillers, Shopaholics and Tapestry Segmentation layers. For each of these layers you should add a description of what the individual map displays.

12. Once all four of your tabs are added, explore the **Settings** button at the top of the screen and make any changes you feel are appropriate. At any point along the way you can hit the **View Live** button to see what the story map app will look like to viewers. Remember to click on the blue **Save** button in the upper-right corner often to save your work. When you are finished with your story map, click on the Share button and copy the link to submit.