USER GUIDE

Rotary

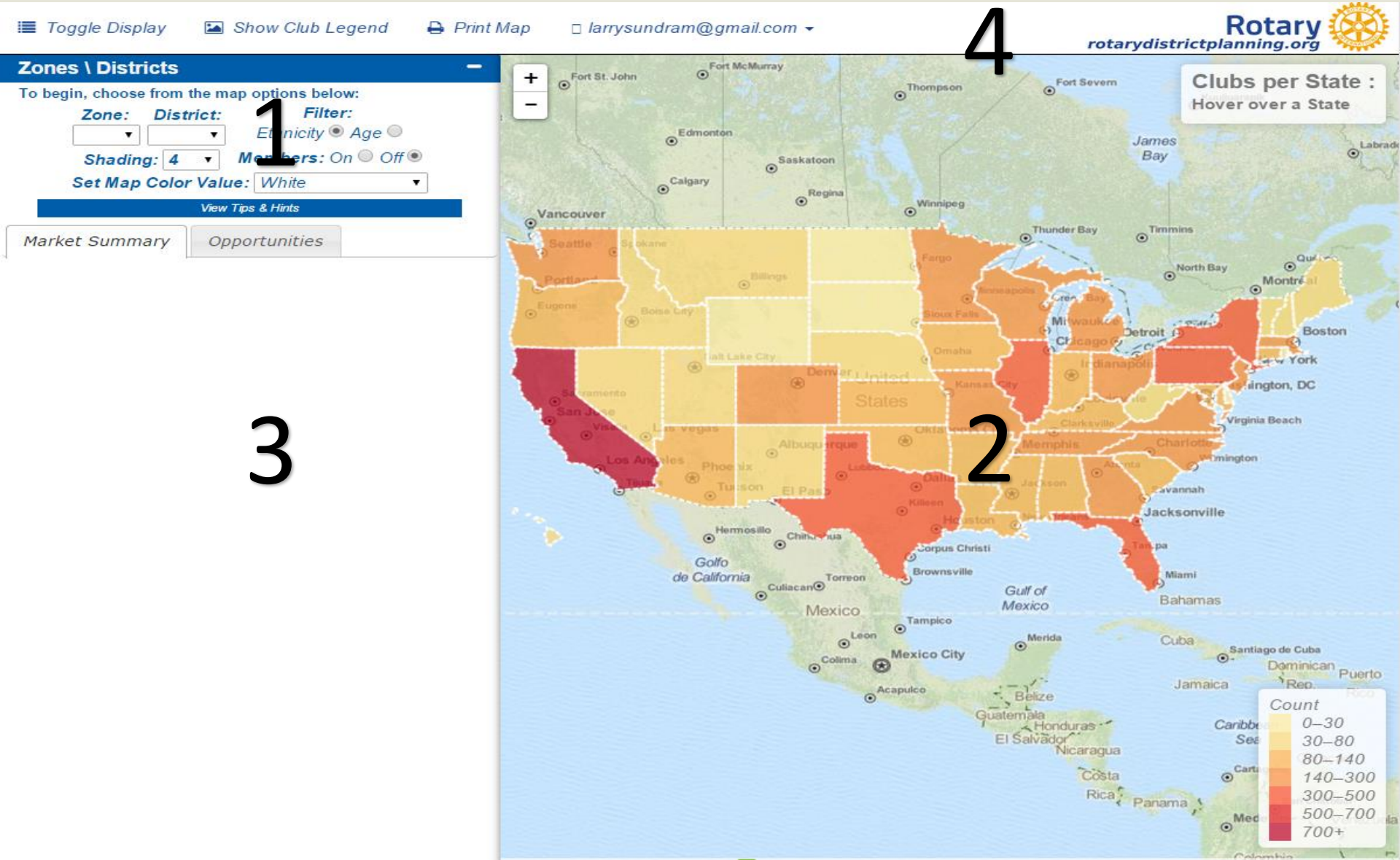
rotarydistrictplanning.org

Rotary

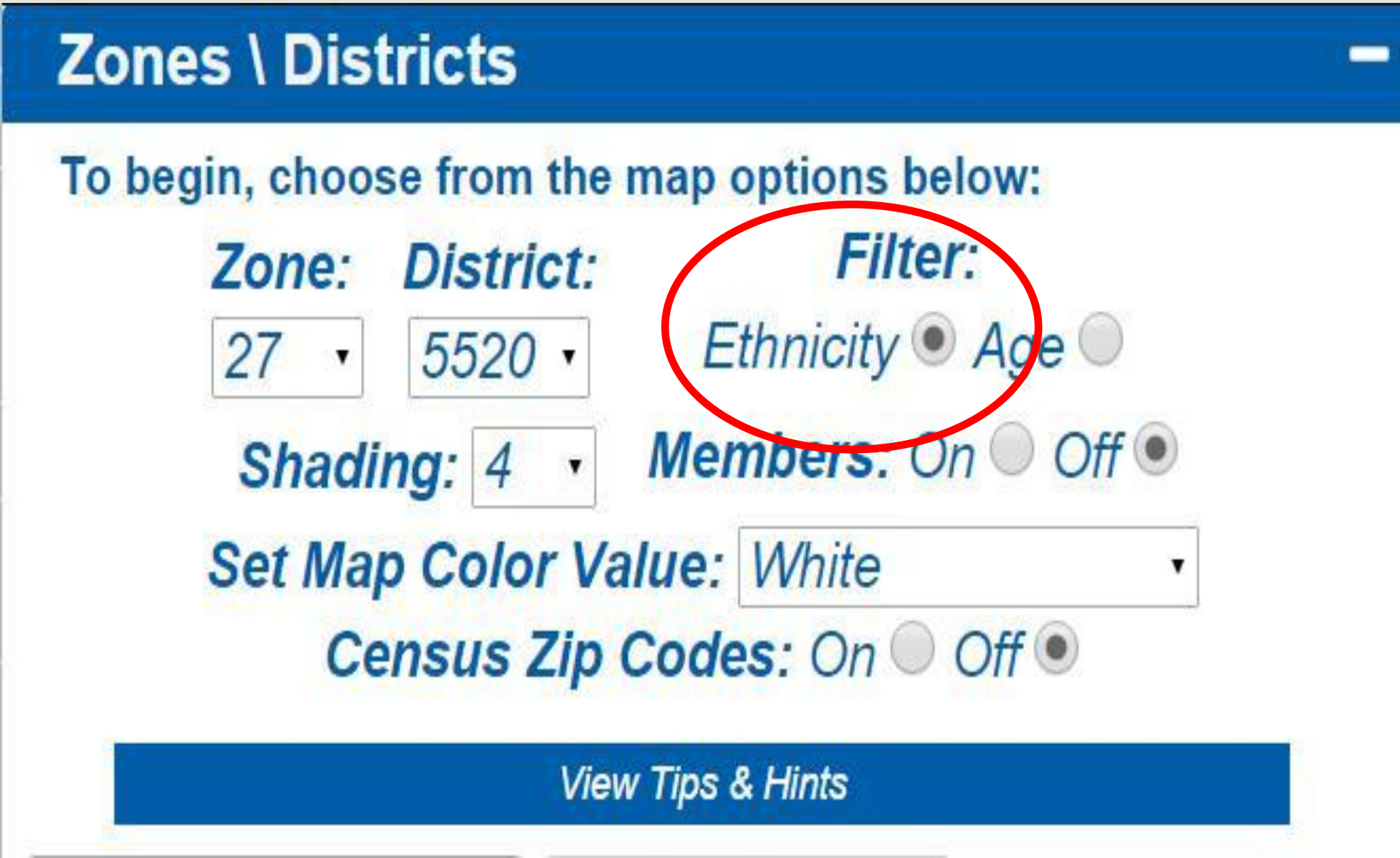
Sign-on Page

Rotary

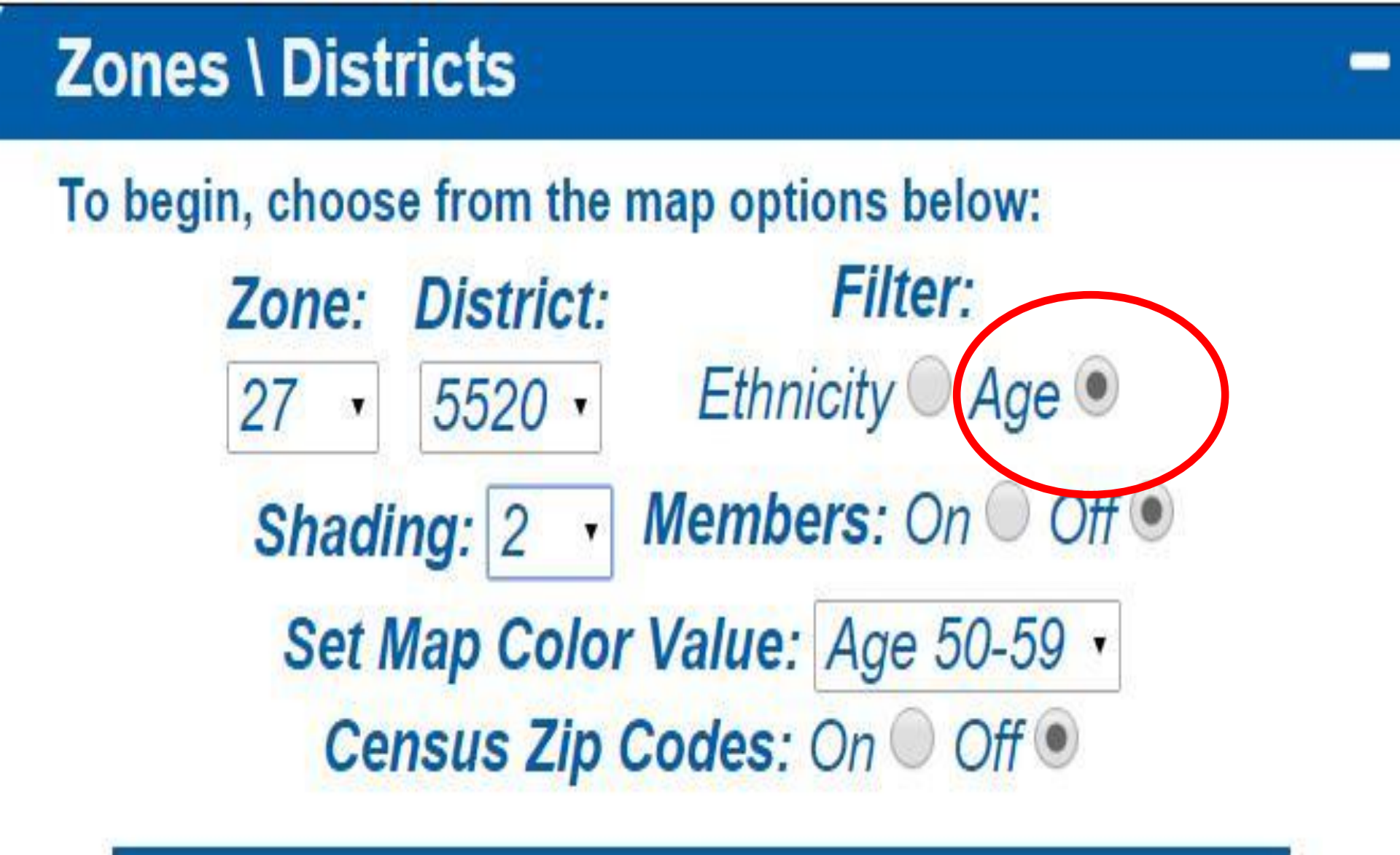
Opening Page



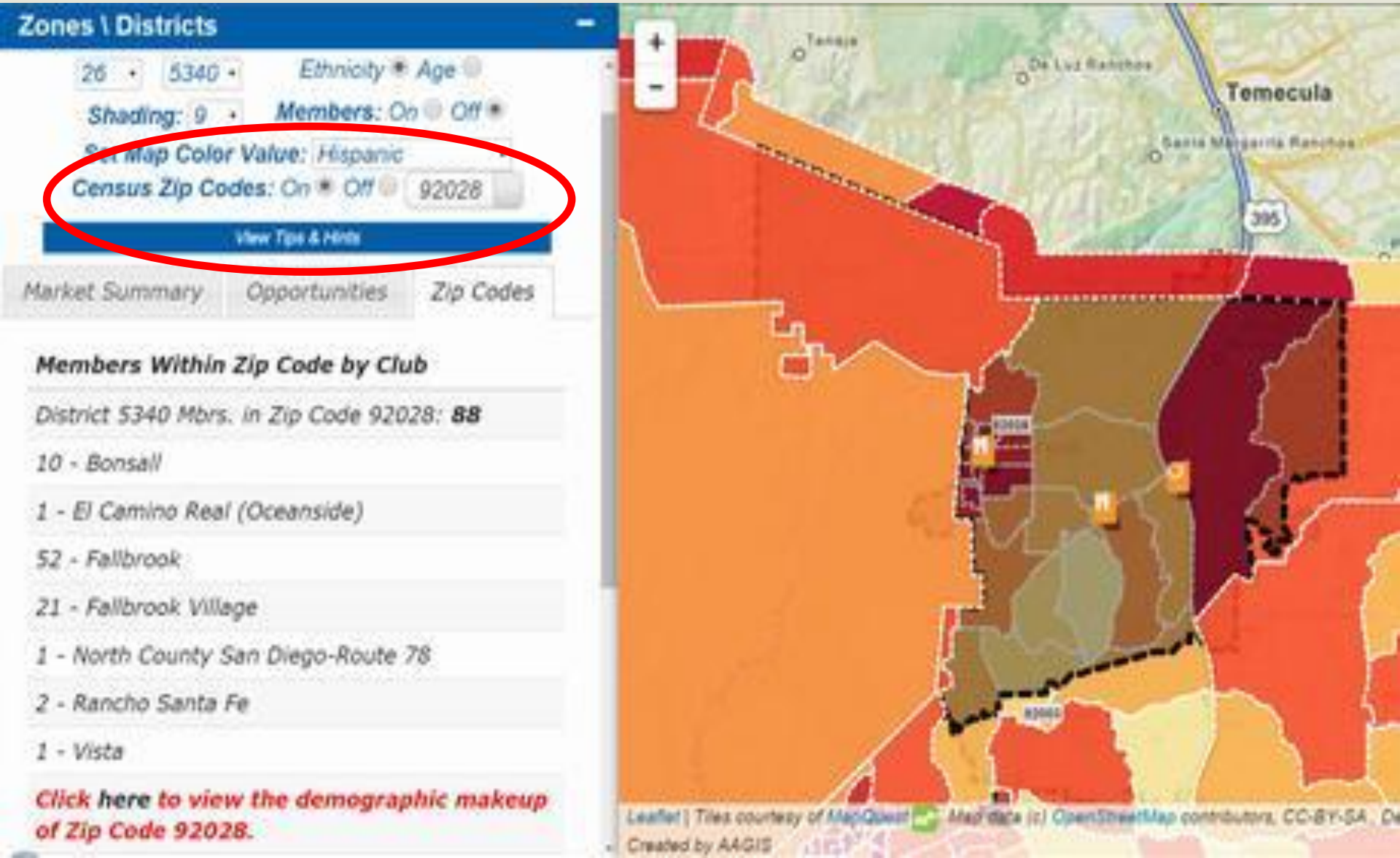
1. Input Section - Ethnicity



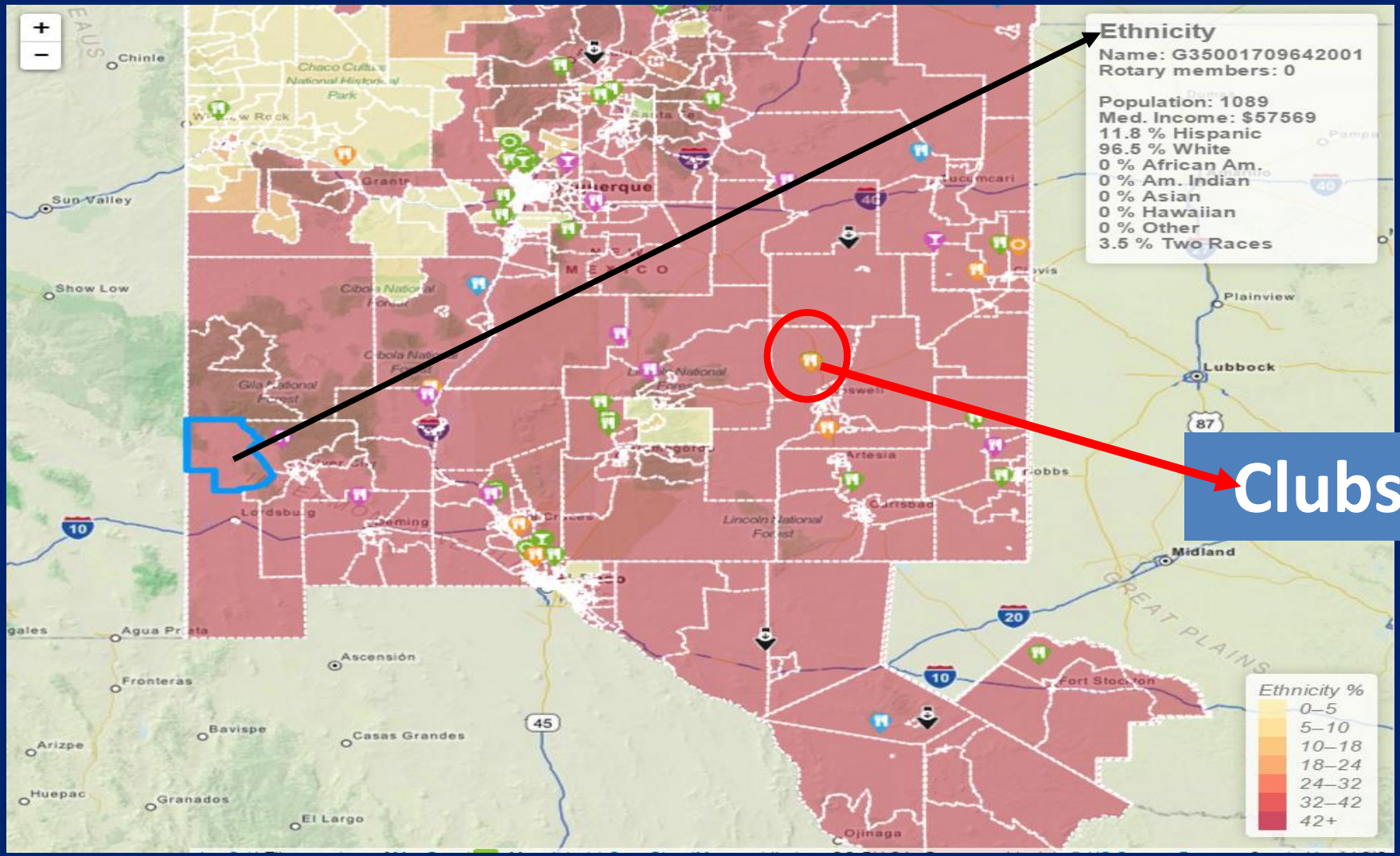
1. Input Section - Age



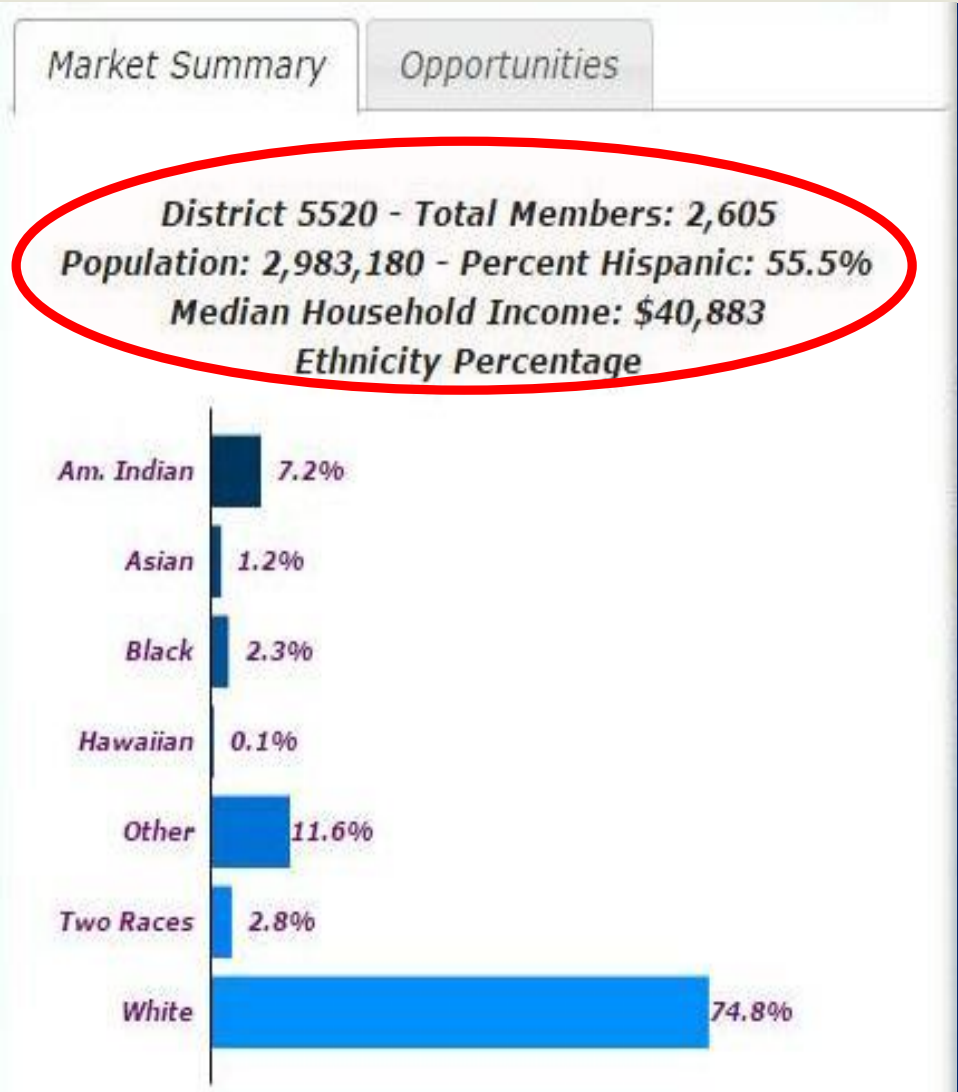
1. Input Section – Zip Code



2. Map Section



3a.Market Summary-Ethnic

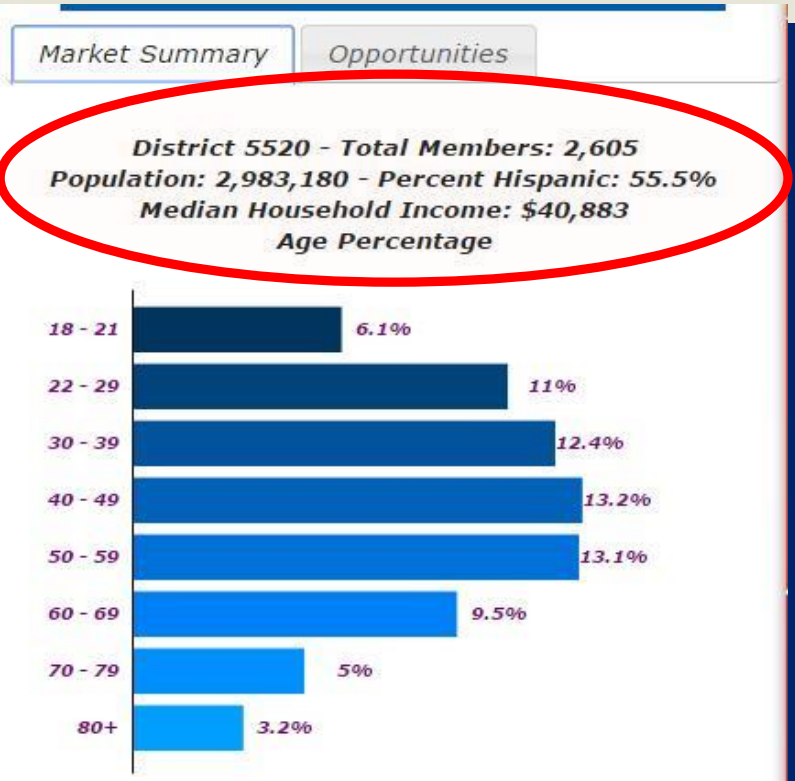


District Market Summary

- Overall Population
- Number of Members
- Median Income
- Ethnic Composition

Rotary

3a.Market Summary - Age



District Market Summary

- Overall Population
- Number of Members
- Median Income
- Age Composition

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3b. Opportunities - Ethnic

Market Summary | Opportunities

District 5520 Opportunities			
Click opportunity to view Ethnicity	%	Med HH Inc	Pop.
African American #1	13.2%	$89750	1994
African American #2	12.5%	$125346	1329
African American #3	12.5%	$95625	1187
African American #4	12.3%	$96319	1024
African American #5	11.2%	$101979	1286
African American #6	8.6%	$89250	1483
African American #7	8.2%	$97500	1875
African American #8	7.6%	$105833	1067
African American #9	7.6%	$91483	1773
African American #10	7.3%	$202500	1391
Asian #1	10.4%	$177778	1106
Asian #2	9.5%	$132813	4645
Asian #3	9.4%	$124415	1971
Asian #4	9.0%	$193064	1210
Hispanic #1	100.0%	$135536	103
Hispanic #2	91.7%	$105208	1390
Hispanic #3	89.9%	$97601	702
Hispanic #4	87.3%	$88235	3151
Hispanic #5	86.4%	$88393	553
Hispanic #6	85.1%	$84300	1411
Hispanic #7	79.0%	$143750	1346
Hispanic #8	75.9%	$107167	839
Hispanic #9	73.8%	$104018	1270
Hispanic #10	73.2%	$139485	2157
Two Races #1	44.7%	$135536	103
Two Races #2	9.8%	$122375	902
Two Races #3	9.0%	$123654	691
Two Races #4	8.1%	$125346	1329
Two Races #5	7.3%	$134000	934
Two Races #6	7.1%	$111875	1512
Two Races #7	6.4%	$139485	2157
Two Races #8	6.4%	$120547	2612
Two Races #9	6.3%	$164107	812

Opportunities

- Note ethnic segments where household income exceeds district average
- Note ethnic composition of census tract
- One click takes you there for further exploration.

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3b. Opportunities - Age

Market Summary | Opportunities

District 5520 Opportunities

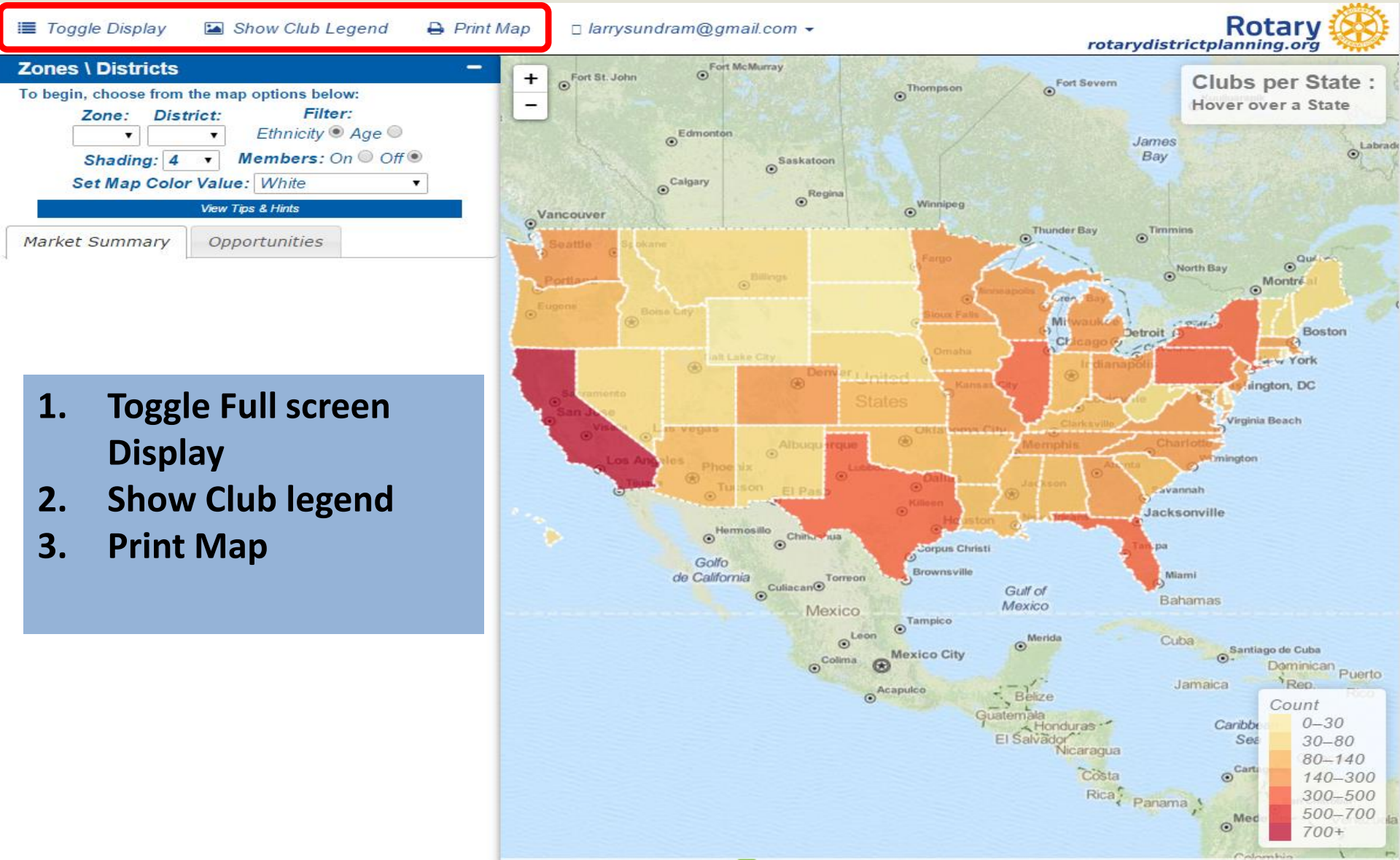
Click opportunity to view	Age %	Med HH Inc	Pop.
18-21% #1	77.6%	$202500	1391
18-21% #2	29.9%	$81510	842
18-21% #3	15.5%	$82944	1634
18-21% #4	13.6%	$135536	103
18-21% #5	11.9%	$92882	1375
22-29% #1	27.8%	$95328	1290
22-29% #2	20.4%	$96372	1486
22-29% #3	18.8%	$102292	1454
22-29% #4	18.3%	$85729	1053
22-29% #5	18.1%	$93068	1728
30-39% #1	25.2%	$104018	1270
30-39% #2	24.0%	$109519	1123
30-39% #3	23.4%	$139485	2157
30-39% #4	20.6%	$128708	2451
30-39% #5	19.4%	$123654	691
40-49% #1	27.2%	$135536	103
40-49% #2	21.0%	$177778	1106
40-49% #3	19.7%	$133063	1669
40-49% #4	19.4%	$134000	2382
40-49% #5	19.3%	$139485	2157
50-59% #1	29.9%	$193064	1210
50-59% #2	24.3%	$177778	1106
50-59% #3	24.2%	$156028	718
50-59% #4	20.6%	$144583	1099
50-59% #5	20.3%	$164107	812
60-69% #1	37.0%	$139538	1993
60-69% #2	29.6%	$164107	812
60-69% #3	27.9%	$156028	718
60-69% #4	21.1%	$144583	1099

Age Opportunities

- By selecting “Age” as a Filter, The Opportunity tab will display census tracts with high concentrations of various age groups.
- It will also display average household income for the census tract.
- One click takes you there for further exploration.

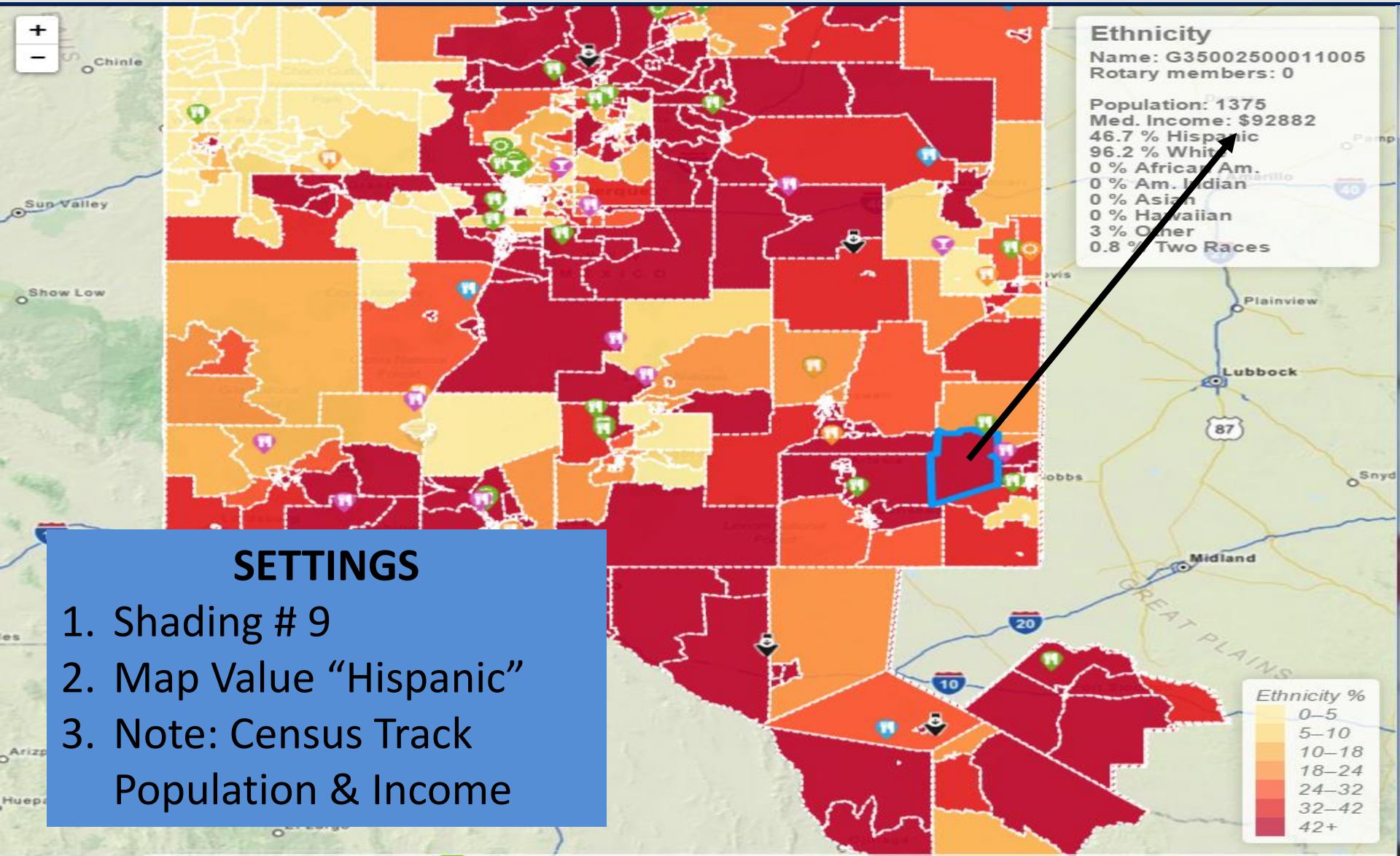
Rotary

4. Tool Bar



1. Toggle Full screen Display
2. Show Club legend
3. Print Map

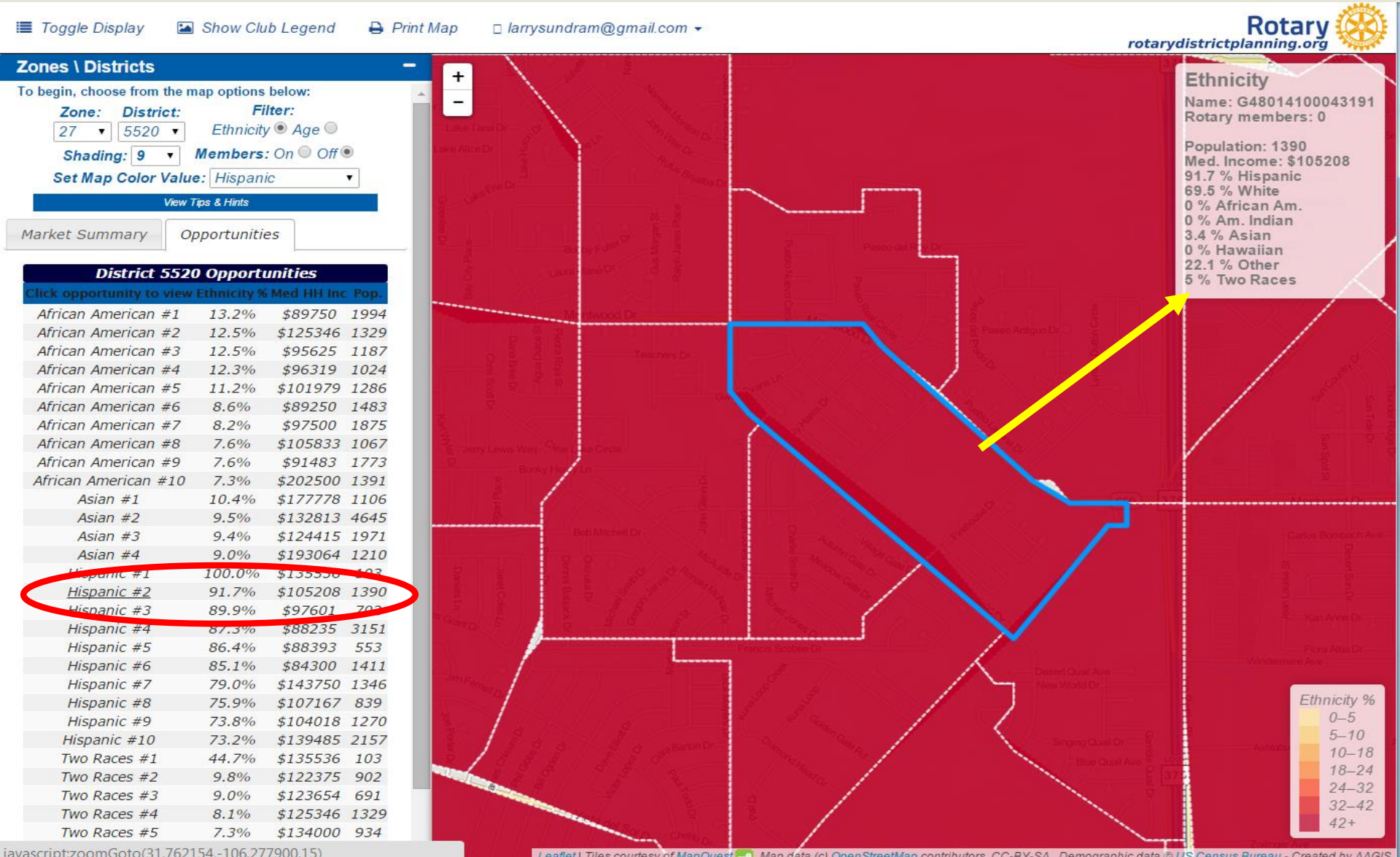
Hispanic Opportunities



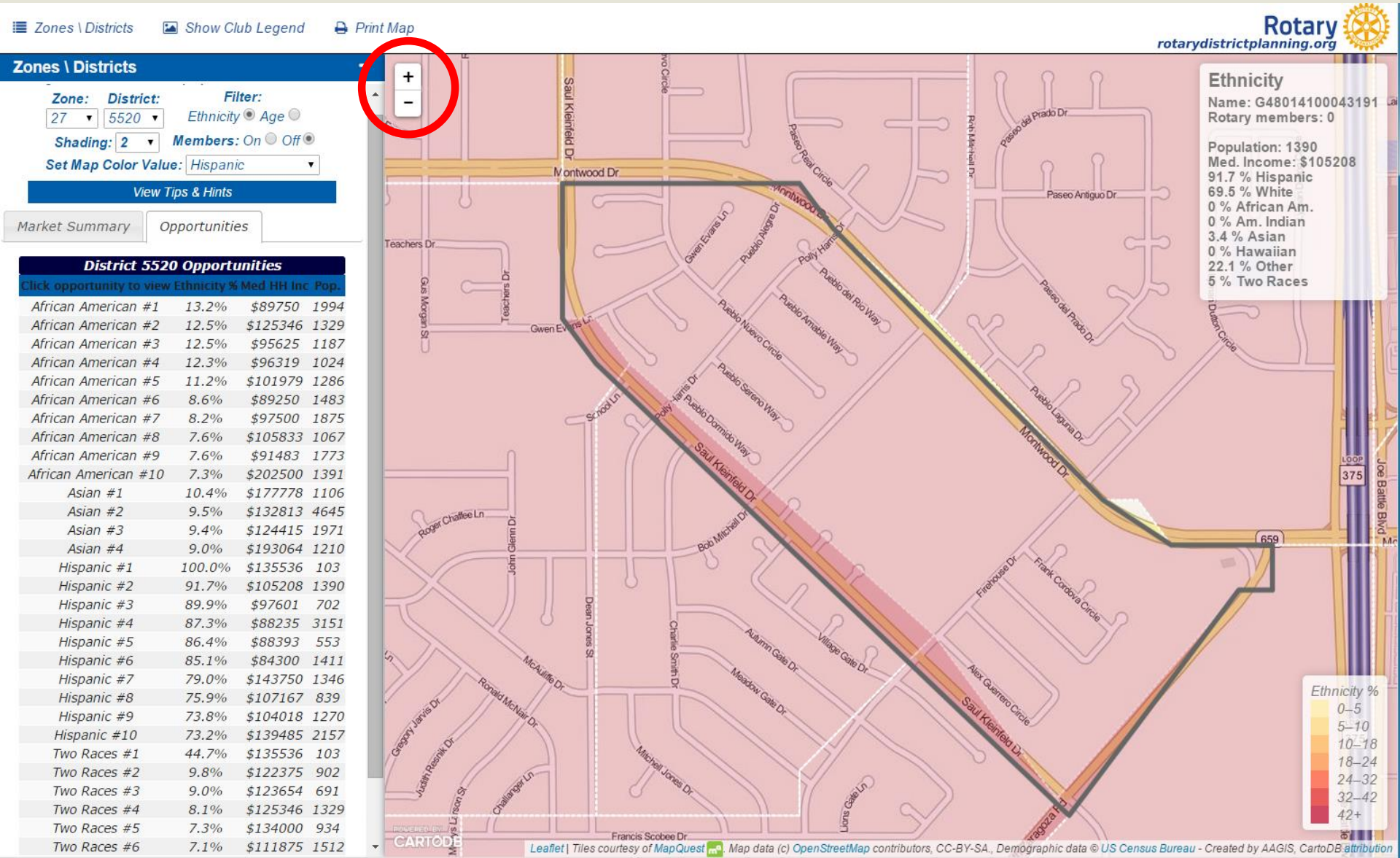
SETTINGS

1. Shading # 9
2. Map Value “Hispanic”
3. Note: Census Track Population & Income

Hispanic Opportunities



Hispanic Opportunities



Hispanic Opportunities

Zones \ Districts

Zone: 27 | District: 5520 | Filter: Ethnicity / Age

Shading: 2 | Members: On / Off

Set Map Color Value: Hispanic

View Tips & Hints

Market Summary | Opportunities

District 5520 Opportunities

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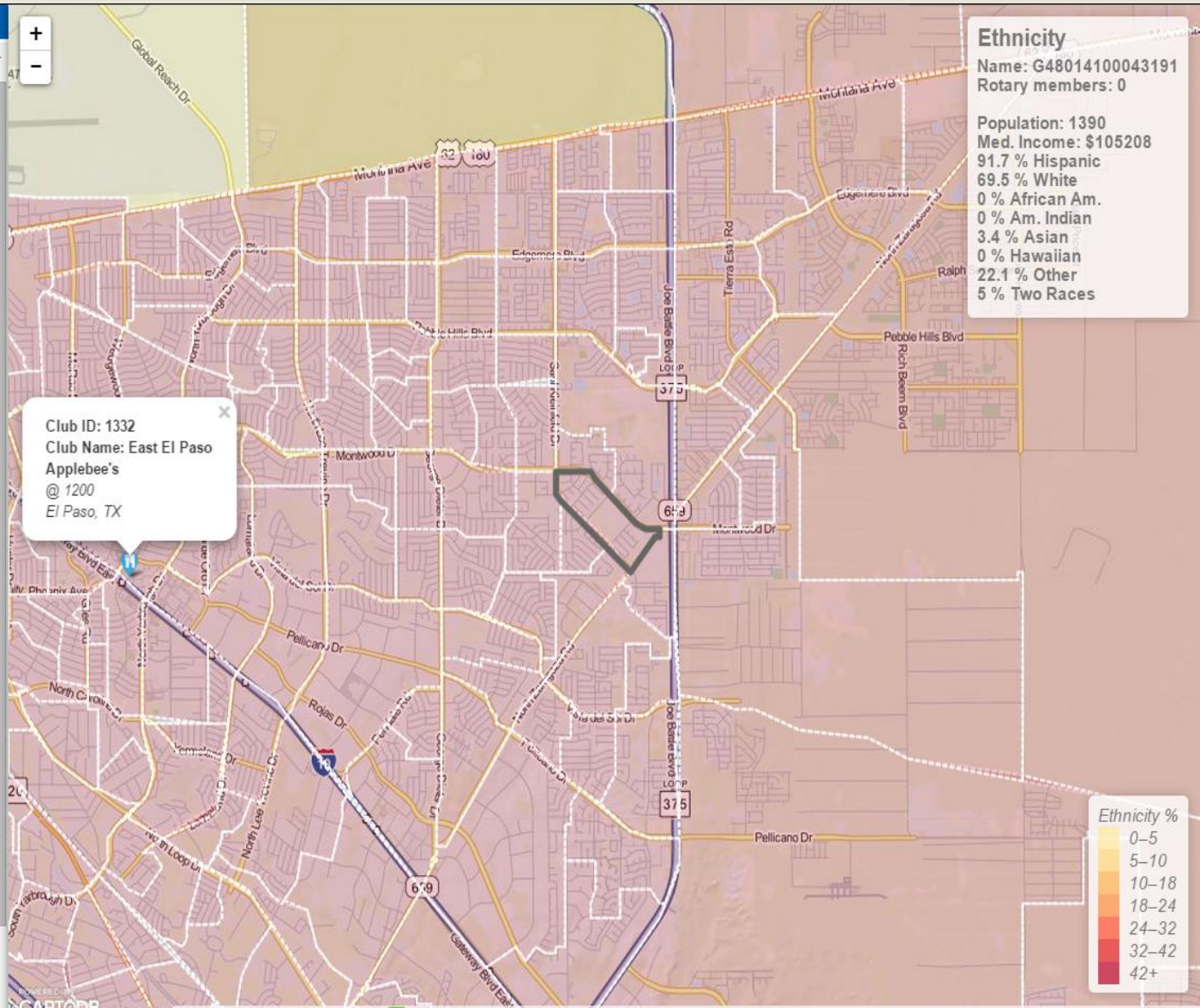
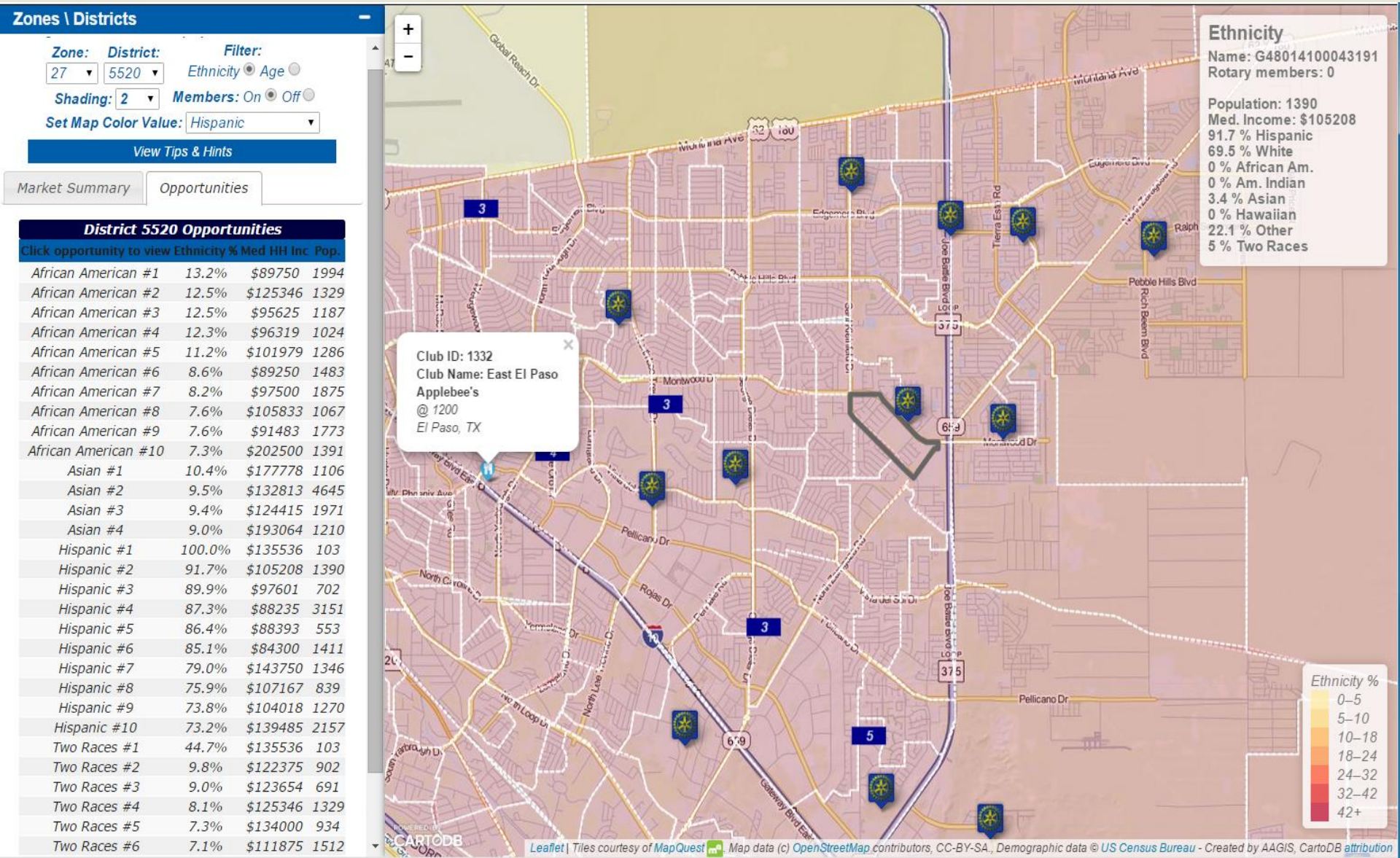
Two Races #5	7.3%	$134000	934



Hispanic Opportunities



Club Legend

Growing
Community
Growing Community, Declining Club
• Identify new suburban developments
• Identify new population segments
• Create new Clubs
Growing Community, Growing Club
• Identify new suburban developments
• Identify new population segments
• Add Satellite clubs for diversity
• Create new Clubs
Declining Community, Declining Club
• Diversify
• Seek underserved segments
• Identify ethnic pockets
• New Clubs preferable to Satellite clubs because of new culture
Declining Community, Growing Club
• Find out what they are doing right
• Help them seek pockets of diversity for Satellite Club
• Stay out of their way
Declining
Membership
Growing

Club Legend

Club Legend

Icon
Growing Club, Growing Community (Lunch graphic)
Growing Community, Shrinking Club (Lunch graphic)
Shrinking Community, Growing Club (Breakfast graphic)
Shrinking Community, Shrinking Club (Evening graphic)
Club with under 10 members

QUESTIONS?

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larrysundram@gmail.com