



The Geography Of Isolation

and a return to public life

BY EVAN O'NEIL



Adults spend an average of **99 more minutes at home** each day compared with 2003.

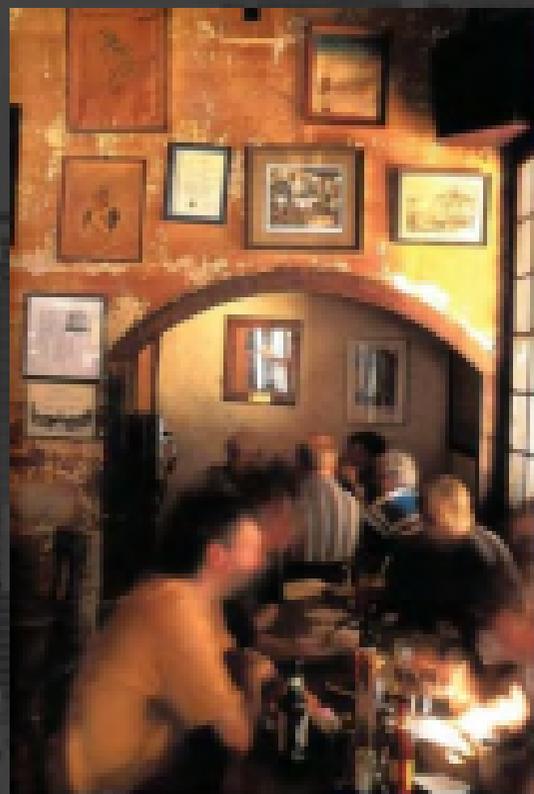
Teens and young adults age 15 to 24 spend **124 more minutes at home** than their counterparts two decades ago.

From 2003 to 2023, time spent on in-person socializing **plunged by more than 20%**.

From 1990 to 2021, there was a **decrease of 25 percentage points** in the number of Americans who say they have five or more close friends.

SOURCE: American Time Use Survey, BLS

What are Third Places?



THE GREAT GOOD PLACE

CAFES, COFFEE SHOPS,
BOOKSTORES, BARS,
HAIR SALONS, AND
OTHER HANGOUTS AT THE
HEART OF A COMMUNITY

RAY OLDENBURG

"Well-written, informative, and often entertaining."
—*Seattle Star-Ledger*

What are Third Places?



Personal Connection



What does it mean....

for us to be spending so much time at home?

to not have comfortable places to hang out
and meet up with other families?

to not be able to model normal social interaction
for our daughter?

Third Place Index

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Rationale

This project seeks to:

- Look at Third Place access for families with kids
- Ground the topic as a personal experience to convey the emotional side of the topic, and soften the data analysis
- Provide a framework for future studies on the impacts of third place access.

Audience

People with an
interest in public health

Curious

Knowledge-seekers

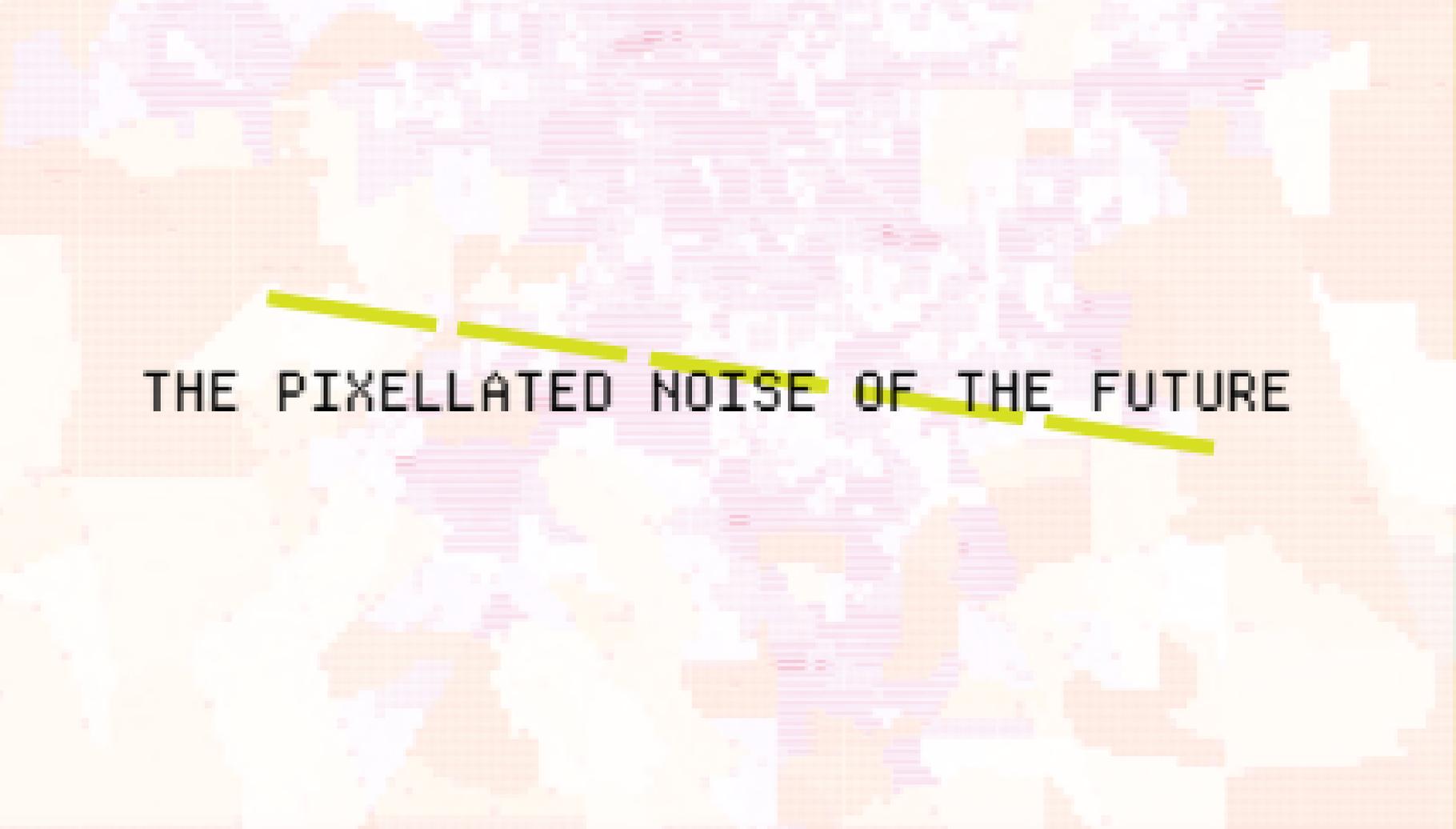
Interested in other(s)

Prioritize clarity and
understandability

Parents

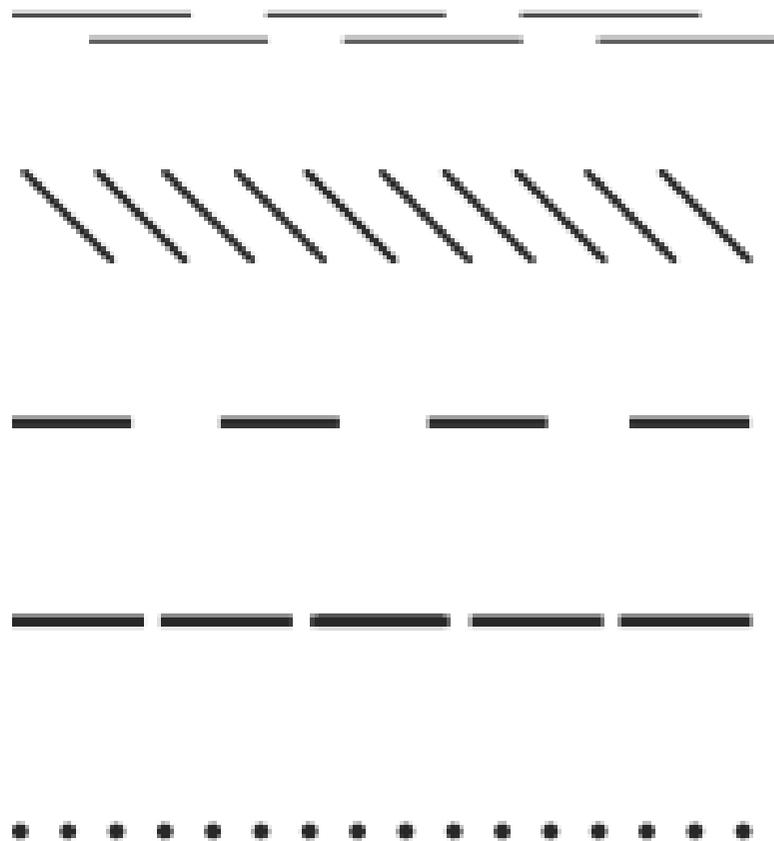
Design Concept



The background is a pixelated, low-resolution image of a globe. The colors are muted, with shades of orange, yellow, and light purple. A thick, bright yellow diagonal line runs from the top-left towards the bottom-right, passing through the center of the globe. The text is centered horizontally and partially overlaid by this line.

THE PIXELLATED NOISE OF THE FUTURE

Design Concept



Design/Color

Analysis Categories

Desert < > Oasis



Children Quartiles



Census Density Designation

Urban

Suburban

Rural



General Brand Colors



Design/Type

Icon

T Pi

H1

The Geography of Isolation

H2

Returning to public life

P

Paragraph text

SPAN

Graphic Style Exploration 1

Accessibility



Accessibility

Accessibility

Accomodations for:

Screen Reader Users

Keyboard-Only Users

Users with Visual Impairments

Users with Motion Sensitivity

Mobile and Touch Users

Data Sources

Points of Interest

OpenStreetMaps
Accessed through
the Overpass API,
using R

Demographics

US Census Bureau
Used the 5-year
2022 American
Community Survey

American Life

American Time
Use Survey
Accessed through
the Bureau of Labor
Statistics 2025 release

Third Place Index

Connecting the relevant
Points of Interest locations
to a census tract

Adding in demographic data
from the 5-year ACS to
analyze the under 18
population for each tract

Third Place Index

84

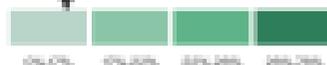
This tract has more thirdplace scores
than 84% of other census tracts
nationwide

Places Breakdown

TOTAL Third Places	19
Food & Beverage	2
Personal Services	2
Traditional Retail	2
Child & Educational	3
Public Spaces	10

% of tract population under 18

13%



Tech Stack

R

DuckDB

MapLibre

Mapbox Geocoder

PMTiles

Tippecanoe

HTML/CSS/JS

d3

Illustrator

OpenAI Voice

THIRD-PLACE INDEX



Let's all go to the prototype

Inspiration/Further Reading

