Effective Use of Heat Maps

**Purpose**
This tool provides guidelines and tips on how to effectively use heat maps to communicate research findings.

**Format**
This tool provides guidance on heat maps and their purposes, and shows examples of preferred practices and practical tips for heat maps.

**Audience**
This tool is designed primarily for researchers from the Model Systems that are funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). The tool can be adapted by other NIDILRR-funded grantees and the general public.

The contents of this tool were developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DP0012-01-00). The contents of this fact sheet do not necessarily represent the policy of Department of Health and Human Services, and you should not assume endorsement by the Federal Government.
Heat Maps

- Heat Maps (in their most basic formulation) are simply cross-tabulation tables with color coding (typically red-yellow-green) overlaid on each cell to visually highlight high-low patterns in the row-column interactions in the crosstab data.

- Example: Crosstab table providing counts of car crashes by day of week and time of day, in which peak car crash periods [such as the afternoon school pick-up and evening commute hours Monday-Friday] are shaded red, with lower crash periods shaded yellow and green.

- Basic Heat Maps can be created in Excel using Conditional Formatting and Color Scaling.

- Two-color and three-color scaling is common. Cell values may be displayed. Alternatively, cell values may be represented as color variations only - with a legend to provide the color value ranges and perhaps some context (green = acceptable red = poor etc).
Heat Maps

- Some heat maps use icons in the crosstab cells to convey meaning — Red-Yellow-Green [RYG] stoplight circles, Green Check Marks vs Red X’s, Horizontal Bars to convey magnitude, etc.

- Red-yellow-green categories ranges can be defined using absolute range values (17.0 to 29.7 = green... 70.1 to 93.2 = red) or can be defined in terms of percentage ranges, or percentiles etc.

- More advanced heat maps found in dedicated data visualization software packages can convey third-factor information (beyond the row and column factors) through changes in the size of an icon within any given intersection of crosstab row and column.
Heat Maps


Peak crashes during the after-school pickup hours through the drive home commute hours M-F, with highest crash volumes on Friday during such periods.
### Heat Maps

#### Total Vehicle Crashes By Day of Week and Time of Day – Mock State – 2014

Peak total crashes during the after-school pickup hours through the drive home commute hours M-F, with highest crash volumes on Friday during such periods.

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### Fatal Vehicle Crashes By Day of Week and Time of Day – Mock State – 2014

Peak fatal crashes during the Friday night and Saturday night out-of-home drinking hours with highest fatal crash volumes on early Saturday morning and early Sunday morning after the bars close.
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## Heat Maps

Total Vehicle Crashes. Some Heat Maps will overlay the row and columns total histograms for reference.

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<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
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