

DATA VISUALIZATIONS



United States[™]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Powered by Census Data

Agenda

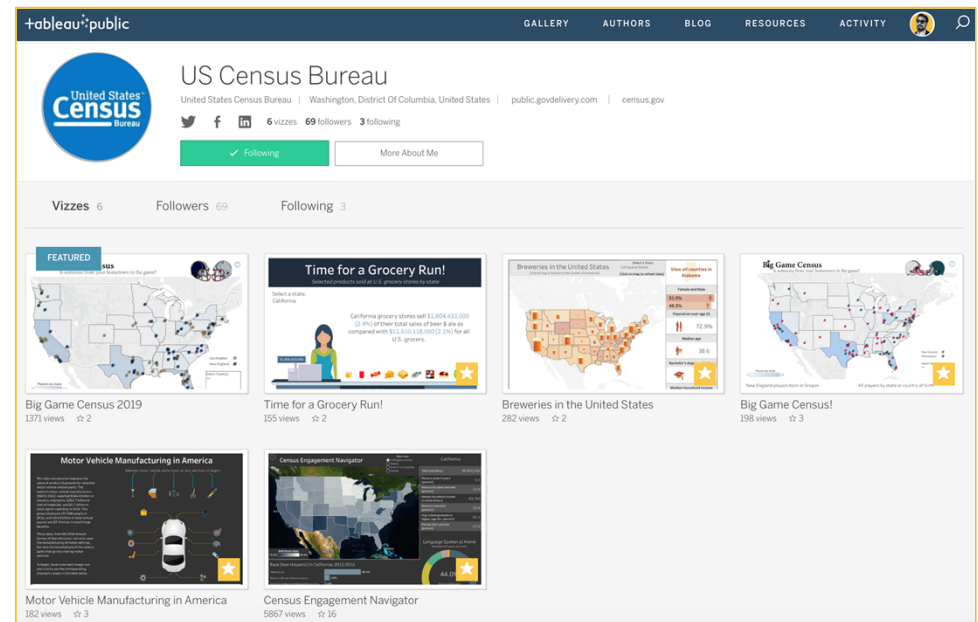
- Data Visualizations
 - What is it and why we do it?
- Project Work
 - Data
 - Prep
 - Visualizations
 - Analytics
- DEMO
- Q & A

The screenshot shows the U.S. Census Bureau Library page for Data Visualizations. The header includes the Census Bureau logo, a search bar with the text "Data Visualizations", and navigation links: BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, INFORMATION FOR..., and FIND A CODE. Below the header, the page is titled "Library" and "Infographics & Visualizations". A sidebar on the left lists various categories: About the Library, America Counts: Stories, Audio, Fact Sheets, Infographics & Visualizations (highlighted), Interactive Gallery, Photos, Publications, Reference, Videos, and Working Papers. The main content area displays a grid of infographic thumbnails. The first row includes "Nursing Occupations", "Census Engagement Navigator", "Time for a Grocery Run!", and "Where the Population is Changing". The second row includes "Where the Population is Changing", "Breweries in the United States", "Percent Population Change by Metro and Micro Area, 2017-2018", and "Health Insurance Coverage: 2008 - 2017". Each thumbnail features a small preview image and a title.

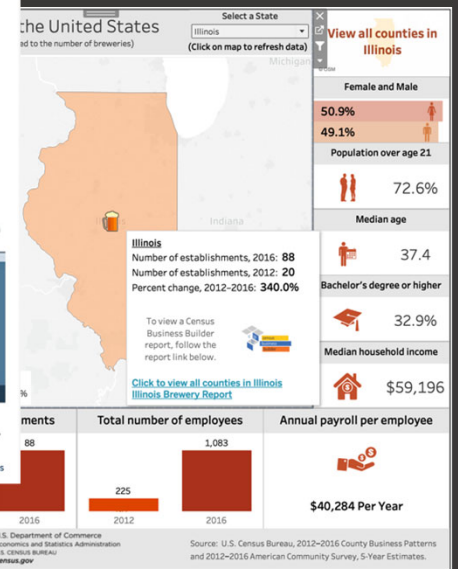
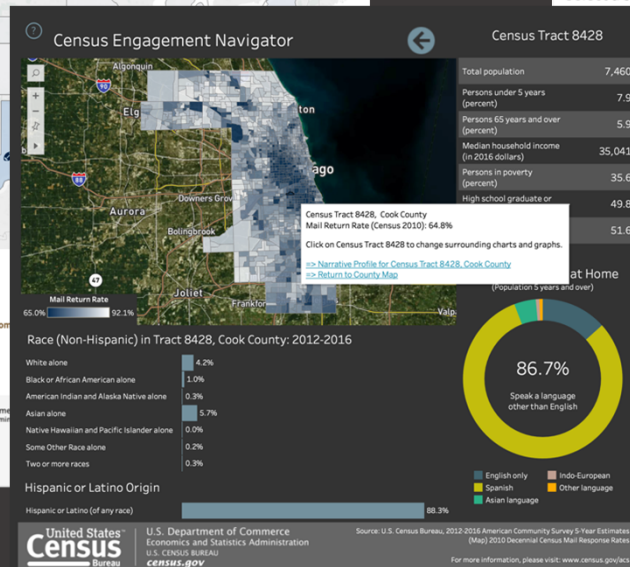
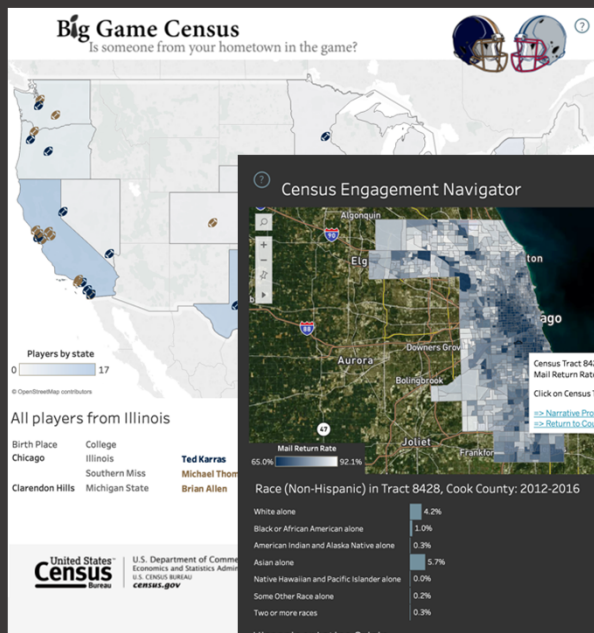
Data Viz

Data Visualization

- Exploring new methods of Data Dissemination
 - Census API/Hackathons & Vizathons
 - Data Visualizations (and where they live)
- Industry Conferences
- Webinar Series
 - Training new users
- Corporate Outreach
- Building Data Tools
- Internal “BI” Analytics



Recent Data Viz Projects

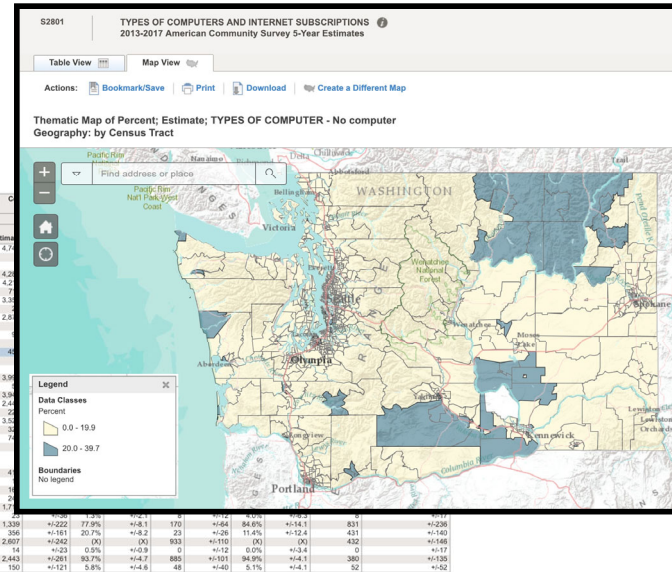


Starting to build your visualization

- Accessing census data
 - AFF
 - data.census.gov
 - Census API
- Prepping the data
 - Cleaning and modifying

Subject	Census Tract 108.10, Benton County, Washington				Census Tract 108.11, Benton County, Washington			
	Estimate	Margin of Error	Percent	Margin of Error	Estimate	Margin of Error	Percent	Margin of Error
Total households	2,144	+190	(X)	(X)	1,484	+175	(X)	(X)
TYPES OF COMPUTER								
Has one or more types of computing devices:	1,935	+121	90.3%	+13.9	1,484	+81	98.7%	+12.1
Desktop or laptop	1,056	+131	86.6%	+14.9	1,435	+80	98.0%	+12.3
Desktop or laptop with no other type of computing device	206	+177	9.6%	+13.5	141	+157	9.5%	+13.9
Smartphone	1,076	+125	79.2%	+15.1	1,287	+106	85.4%	+15.2
Smartphone with no other type of computing device	29	+123	1.4%	+11.1	0	+112	0.0%	+12.2
Tablet or other portable wireless computer	1,331	+129	62.1%	+15.5	994	+120	67.0%	+15.1
Tablet or other portable wireless computer with no other type of computing device	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
Other computer	68	+55	4.1%	+12.8	67	+50	4.5%	+13.5
Other computer with no other type of computing device	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
No computer	209	+183	9.7%	+13.9	20	+132	1.3%	+12.1
TYPE OF INTERNET SUBSCRIPTIONS								
With an Internet subscription:	1,833	+126	85.5%	+14.7	1,403	+94	94.5%	+14.0
With no other type of Internet subscription	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
Broadband of any type	1,833	+126	85.5%	+14.7	1,403	+94	94.5%	+14.0
Cellular data plan	1,280	+141	59.7%	+16.4	960	+113	64.7%	+17.1
Cellular data plan with no other type of Internet subscription	104	+142	4.9%	+12.4	86	+145	5.8%	+12.2
Broadband such as cable, fiber optic or DSL	1,699	+131	77.8%	+15.1	1,255	+126	81.2%	+16.1
Satellite Internet service	176	+142	8.2%	+12.8	144	+143	10.0%	+16.1
Without an Internet subscription	311	+102	14.5%	+14.7	81	+59	5.5%	+14.0
HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2012 INFLATION-ADJUSTED DOLLARS)								
Less than \$20,000:	212	+179	(X)	(X)	21	+125	(X)	(X)
With an Internet subscription alone	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
With a broadband Internet subscription	187	+178	88.2%	+11.8	21	+125	100.0%	+16.7
Without an Internet subscription	25	+125	11.6%	+11.8	0	+152	0.0%	+12.2
\$20,000 to \$34,999:	615	+137	(X)	(X)	393	+100	(X)	(X)
With an Internet subscription alone	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
With a broadband Internet subscription	399	+110	64.9%	+12.4	321	+85	81.3%	+13.1
Without an Internet subscription	216	+191	35.1%	+12.4	72	+157	18.3%	+13.3
\$35,000 or more:	1,317	+139	(X)	(X)	1,070	+104	(X)	(X)
With an Internet subscription alone	0	+157	0.0%	+13.5	0	+152	0.0%	+12.2
With a broadband Internet subscription	1,247	+137	94.7%	+14.2	1,061	+124	99.2%	+14.3
Without an Internet subscription	70	+150	5.3%	+14.2	9	+153	0.8%	+15.2

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates



United States Census Bureau

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Developers

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census.gov

The Census Bureau has begun rolling out our datasets via APIs. Check our newsletter to get the latest updates and newest dataset additions for features / data via our forum.

Read More

CITY SDK

MYCOM: Make Your Own Maps!

Developers' Forum (Gitter.im)

Latest

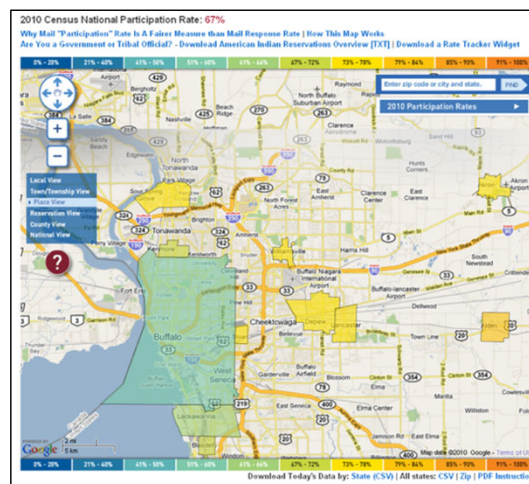
Updates **Available APIs** **News**

API	Version	Category	Description	Link
API	1.0.0	Geography	Geographic data for the United States	Link
API	1.0.0	Demographics	Demographic data for the United States	Link
API	1.0.0	Economics	Economic data for the United States	Link
API	1.0.0	Health	Health data for the United States	Link
API	1.0.0	Education	Education data for the United States	Link
API	1.0.0	Environment	Environmental data for the United States	Link
API	1.0.0	Transportation	Transportation data for the United States	Link
API	1.0.0	Energy	Energy data for the United States	Link
API	1.0.0	Justice	Justice data for the United States	Link
API	1.0.0	Science	Science data for the United States	Link
API	1.0.0	Arts and Culture	Arts and Culture data for the United States	Link
API	1.0.0	International	International data for the United States	Link
API	1.0.0	Historical	Historical data for the United States	Link
API	1.0.0	Future	Future data for the United States	Link
API	1.0.0	Other	Other data for the United States	Link

Demo

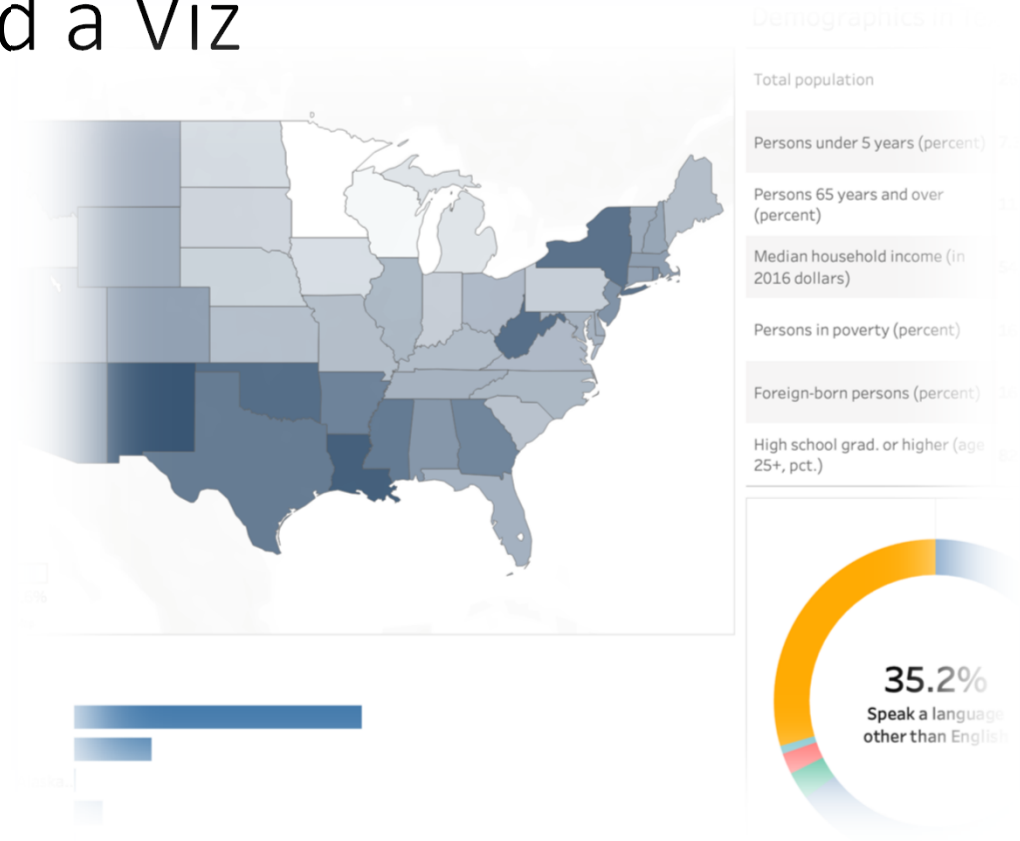
What's Next?

- “Take 10” Map for 2020
- Data Viz Projects (Data Releases, etc.)
 - MyCD
 - Stats in Schools
 - Navigator Update
- Analytics
 - Email Marketing
 - CRM Data
- Training
 - Webinars | Presentations
 - Census Academy (videos)
- Data Viz Newsletter
- What would you like to see!!?



Get the data and build a Viz

- 2017 ACS Navigator Call
 - <http://bit.ly/acs17nav>
- Training Texas SDC drive folder
 - <http://bit.ly/sdctraining19>



Additional Resources

- Census Academy
 - <https://www.census.gov/academy>
- Tableau Public
 - <https://public.tableau.com/profile/us.census.bureau>
- Tableau Training Videos
 - <https://www.tableau.com/learn/training>



Q&A

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