

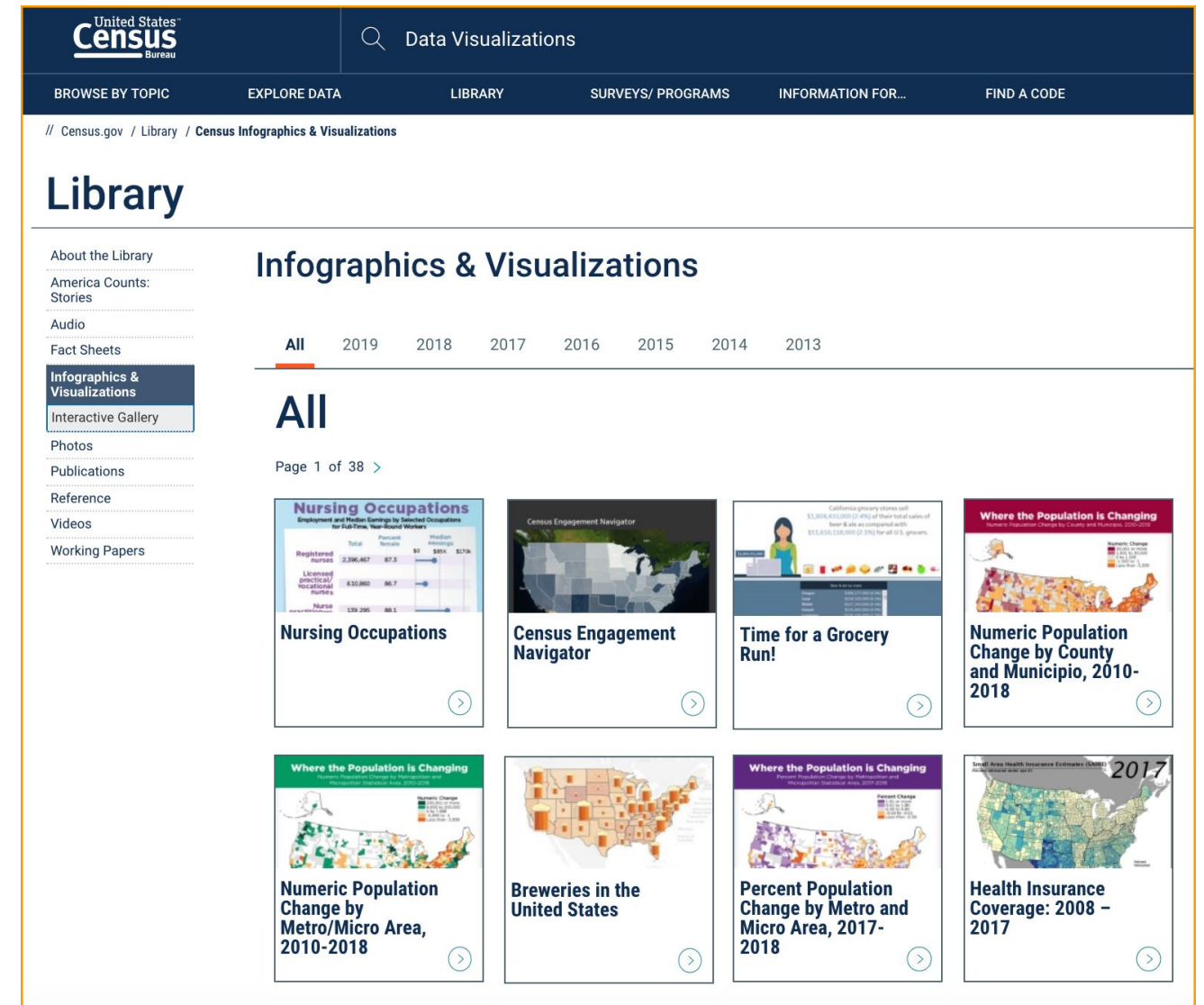
DATA VISUALIZATIONS



Powered by Census Data

Agenda

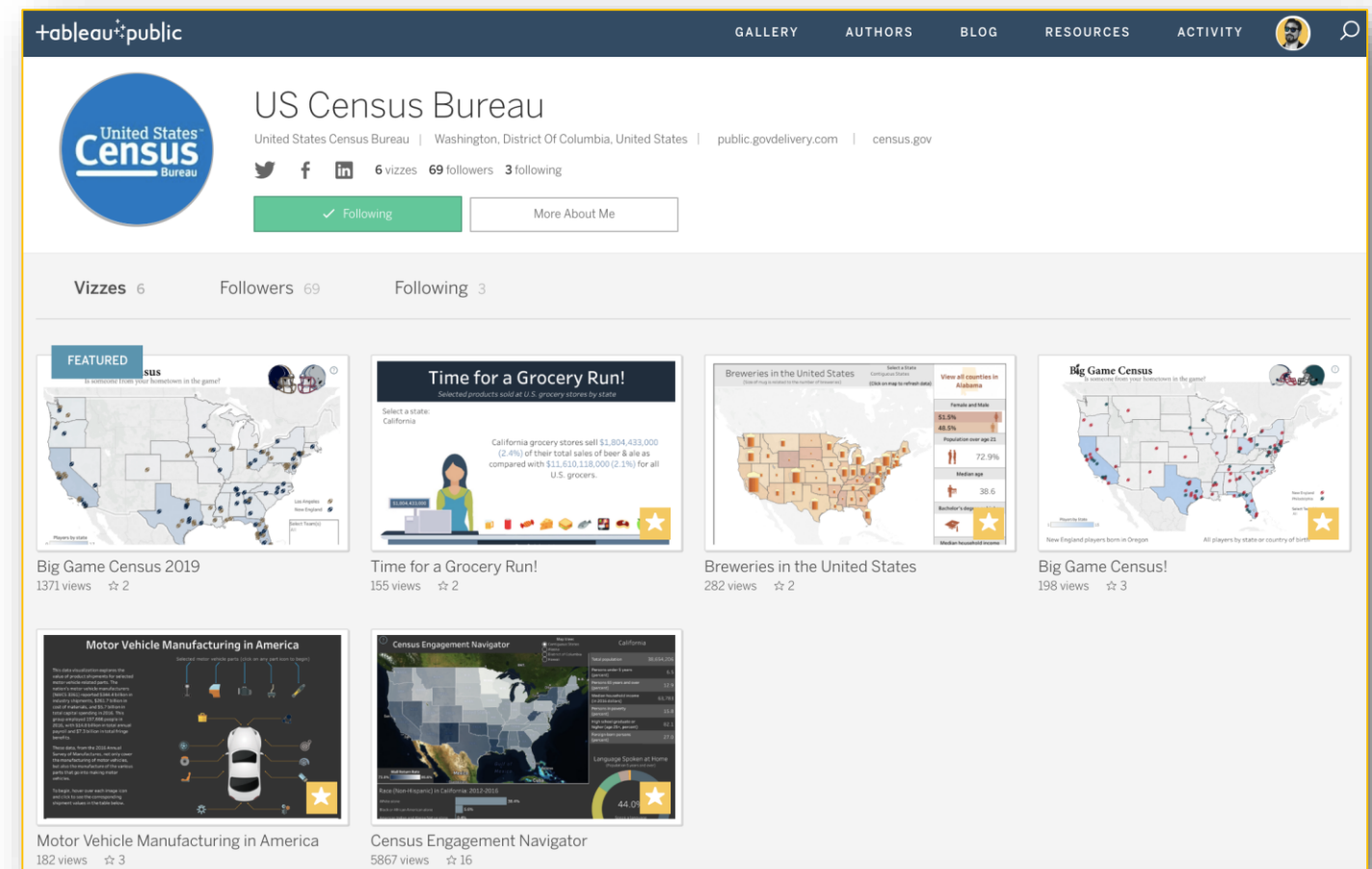
- Data Visualizations
 - What is it and why we do it?
- Project Work
 - Data
 - Prep
 - Visualizations
 - Analytics
- DEMO
- Q & A



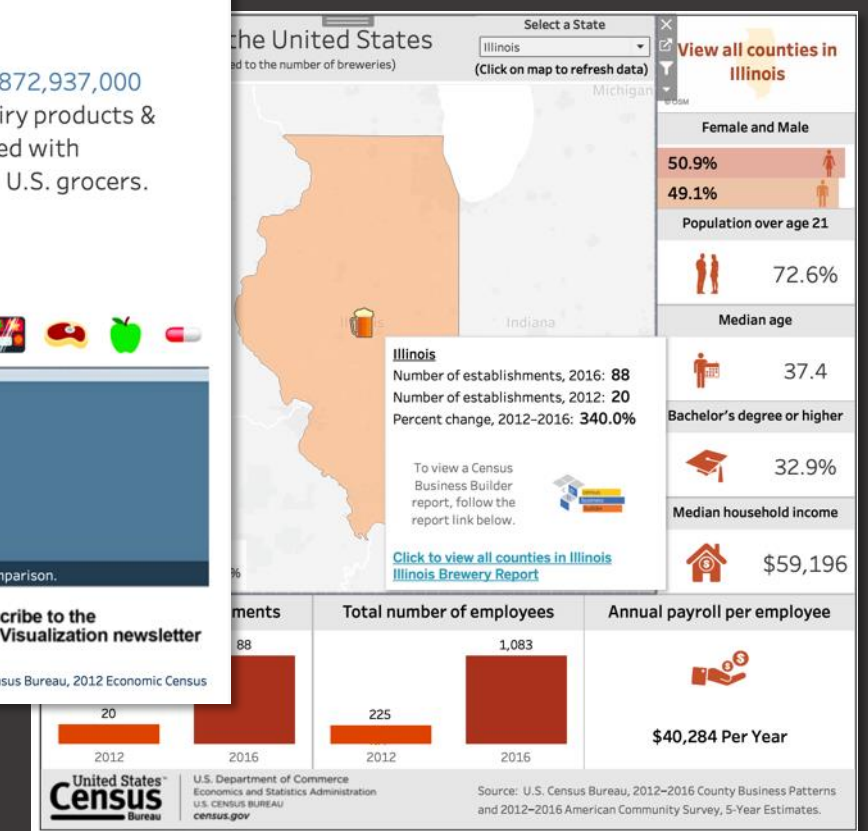
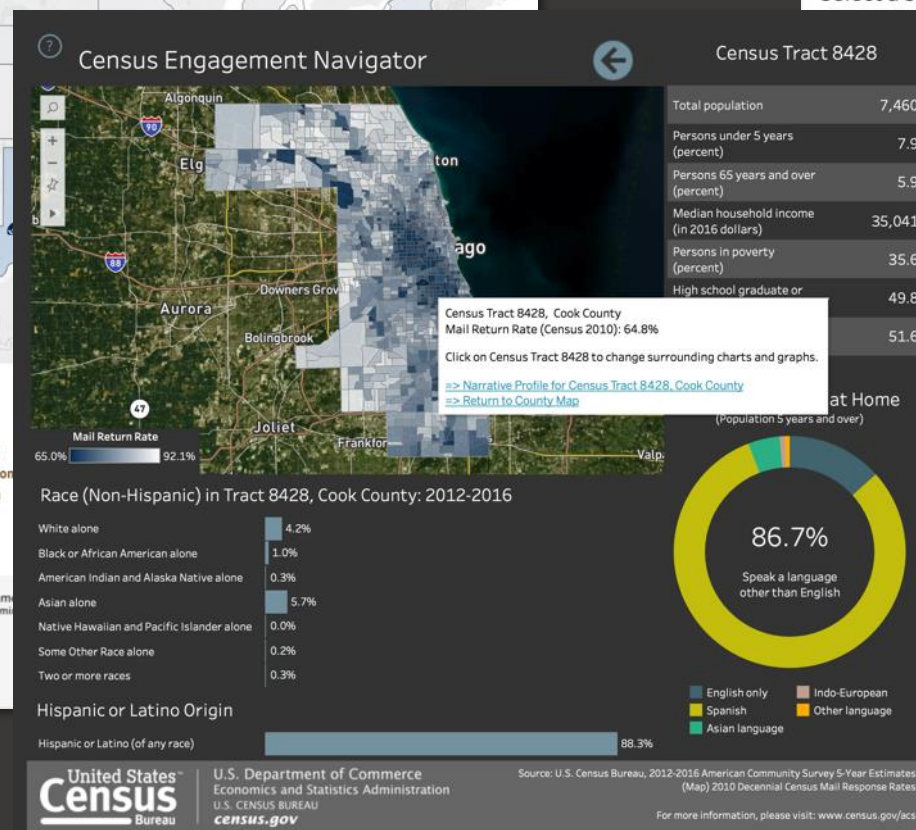
Data Viz

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



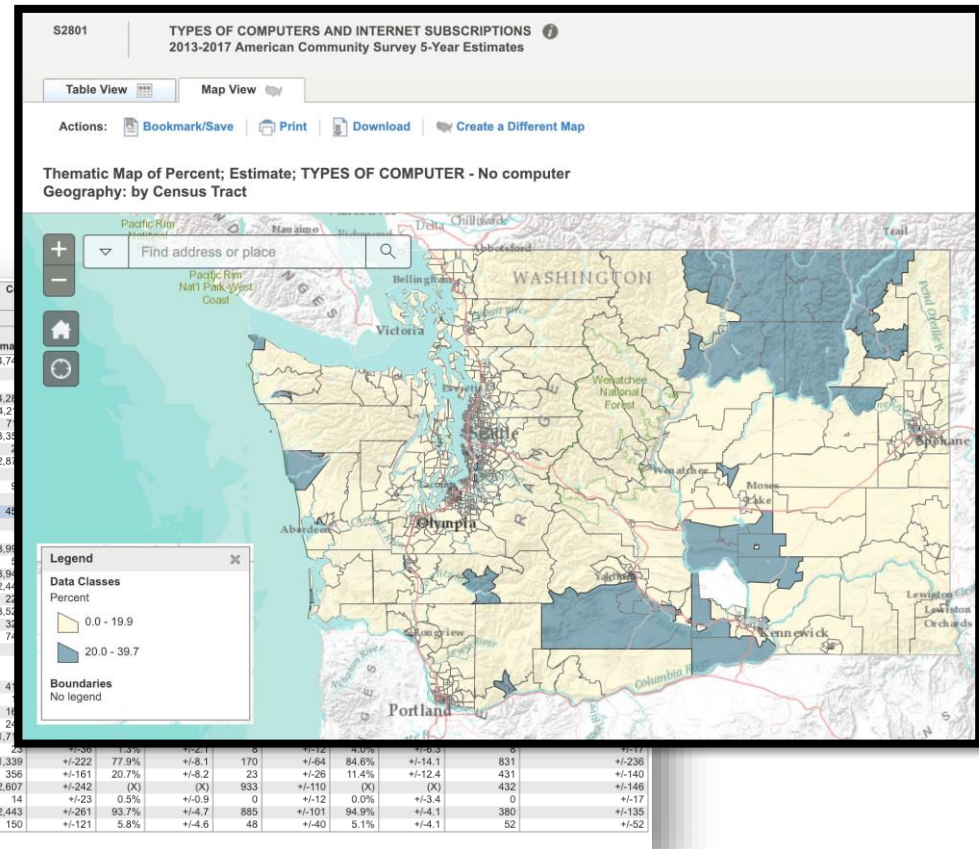
Starting to build your visualization

- 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
	Total		Percent		Total		Percent		
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	
Total households	2,144	+/-90	(X)	(X)	1,484	+/-75	(X)	(X)	4,747
TYPES OF COMPUTER									
Has one or more types of computing devices:	1,935	+/-121	90.3%	+/-3.9	1,464	+/-81	98.7%	+/-2.1	4,282
Desktop or laptop	1,856	+/-131	86.6%	+/-4.9	1,455	+/-80	98.0%	+/-2.3	4,227
Desktop or laptop with no other type of computing device	206	+/-77	9.6%	+/-3.5	141	+/-57	9.5%	+/-3.9	377
Smartphone	1,676	+/-125	78.2%	+/-5.1	1,267	+/-106	85.4%	+/-5.2	3,335
Smartphone with no other type of computing device	29	+/-23	1.4%	+/-1.1	0	+/-12	0.0%	+/-2.2	2
Tablet or other portable wireless computer	1,331	+/-125	62.1%	+/-5.5	994	+/-120	67.0%	+/-7.1	2,683
Tablet or other portable wireless computer with no other type of computing device	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-2.2	0
Other computer	88	+/-55	4.1%	+/-2.6	67	+/-50	4.5%	+/-3.3	175
Other computer with no other type of computing device	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-2.2	0
No computer	209	+/-83	9.7%	+/-3.9	20	+/-32	1.3%	+/-2.1	49
TYPE OF INTERNET SUBSCRIPTIONS									
With an Internet subscription:	1,833	+/-126	85.5%	+/-4.7	1,403	+/-94	94.5%	+/-4.0	3,926
Dial-up with no other type of Internet subscription	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-2.2	0
Broadband of any type	1,833	+/-126	85.5%	+/-4.7	1,403	+/-94	94.5%	+/-4.0	3,926
Cellular data plan	1,280	+/-141	59.7%	+/-6.4	960	+/-113	64.7%	+/-7.1	2,446
Cellular data plan with no other type of Internet subscription	104	+/-52	4.9%	+/-2.4	86	+/-48	5.8%	+/-3.3	222
Broadband such as cable, fiber optic or DSL	1,669	+/-131	77.8%	+/-5.1	1,205	+/-126	81.2%	+/-6.1	3,524
Satellite Internet service	176	+/-62	8.2%	+/-2.9	154	+/-63	10.4%	+/-4.1	392
Without an Internet subscription	311	+/-102	14.5%	+/-4.7	81	+/-59	5.5%	+/-4.0	206
HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS)									
Less than \$20,000:	212	+/-79	(X)	(X)	21	+/-25	(X)	(X)	49
With dial-up Internet subscription alone	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-64.7	0
With a broadband Internet subscription	187	+/-78	88.2%	+/-11.8	21	+/-25	100.0%	+/-64.7	18
Without an Internet subscription	25	+/-25	11.8%	+/-11.8	0	+/-12	0.0%	+/-64.7	2
\$20,000 to \$74,999:	615	+/-137	(X)	(X)	393	+/-100	(X)	(X)	1,717
With dial-up Internet subscription alone	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-7.9	0
With a broadband Internet subscription	399	+/-115	64.9%	+/-12.4	321	+/-85	81.7%	+/-13.3	1,339
Without an Internet subscription	216	+/-91	35.1%	+/-12.4	72	+/-57	18.3%	+/-13.3	356
\$75,000 or more:	1,317	+/-139	(X)	(X)	1,070	+/-124	(X)	(X)	2,607
With dial-up Internet subscription alone	0	+/-17	0.0%	+/-2.4	0	+/-12	0.0%	+/-3.0	14
With a broadband Internet subscription	1,247	+/-137	94.7%	+/-4.2	1,061	+/-124	99.2%	+/-1.2	2,443
Without an Internet subscription	70	+/-55	5.3%	+/-4.2	9	+/-13	0.8%	+/-1.2	150

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

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United States Census Bureau

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Infographics, Publications

Census.gov » Data » Developers

Developers

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Updates

The Census Bureau has begun rolling out our datasets via APIs. Check out our [newsletter](#) to get the latest updates and newest dataset addition. Visit our [features / data](#) via our [forum](#).

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CITY SDK

MYOM: Make Your Own Maps!

Developers' Forum (Gitter.im)

Request a KEY

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](#)

Latest

Updates

Available APIs

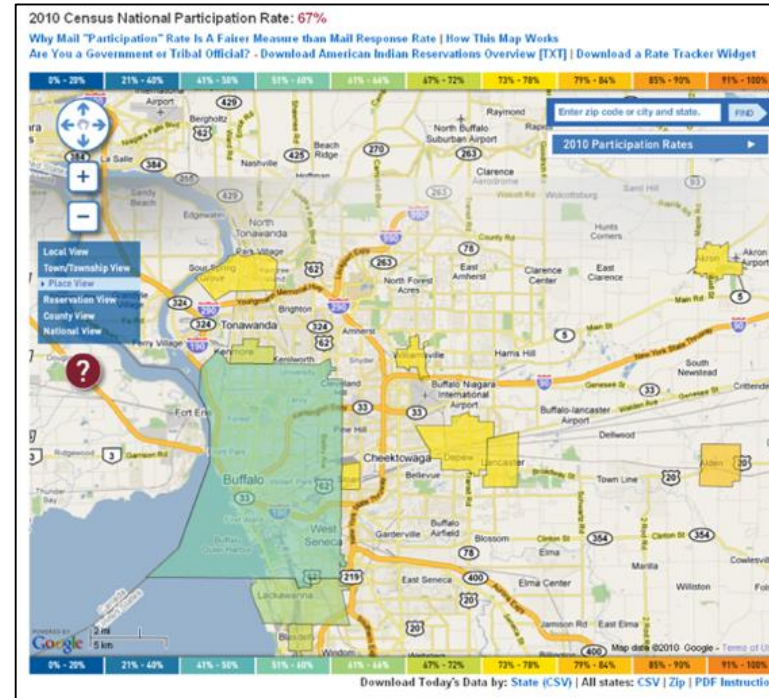
News

apicensus.gov/data/2015/acs5/profile?get=GE010.DP05_0001E.DP05_0001M.DP05_0004P.DP05_0004M.DP05_0008P.DP05_0010P.DP05_0010M.DP05_0021P.DP05_0021M.DP05_0070P.DP05_0070M.DP05_0072P.DP05_0072M.DP05_0073P.DP05_0073M.DP05_0074P.DP05_0074M.DP05_0075P.DP05_0075M.DP05_0076P.DP05_0076M.DP05_0077P.DP05_0077M.DP05_0078P.DP05_0078M.DP05_0079P.DP05_0079M.DP05_0080P.DP05_0080M.DP05_0081P.DP05_0081M.DP05_0082P.DP05_0082M.DP05_0083P.DP05_0083M.DP05_0084P.DP05_0084M.DP05_0085P.DP05_0085M.DP05_0086P.DP05_0086M.DP05_0087P.DP05_0087M.DP05_0088P.DP05_0088M.DP05_0089P.DP05_0089M.DP05_0090P.DP05_0090M.DP05_0091P.DP05_0091M.DP05_0092P.DP05_0092M.DP05_0093P.DP05_0093M.DP05_0094P.DP05_0094M.DP05_0095P.DP05_0095M.DP05_0096P.DP05_0096M.DP05_0097P.DP05_0097M.DP05_0098P.DP05_0098M.DP05_0099P.DP05_0099M.DP05_0100P.DP05_0100M.DP05_0101P.DP05_0101M.DP05_0102P.DP05_0102M.DP05_0103P.DP05_0103M.DP05_0104P.DP05_0104M.DP05_0105P.DP05_0105M.DP05_0106P.DP05_0106M.DP05_0107P.DP05_0107M.DP05_0108P.DP05_0108M.DP05_0109P.DP05_0109M.DP05_0110P.DP05_0110M.DP05_0111P.DP05_0111M.DP05_0112P.DP05_0112M.DP05_0113P.DP05_0113M.DP05_0114P.DP05_0114M.DP05_0115P.DP05_0115M.DP05_0116P.DP05_0116M.DP05_0117P.DP05_0117M.DP05_0118P.DP05_0118M.DP05_0119P.DP05_0119M.DP05_0120P.DP05_0120M.DP05_0121P.DP05_0121M.DP05_0122P.DP05_0122M.DP05_0123P.DP05_0123M.DP05_0124P.DP05_0124M.DP05_0125P.DP05_0125M.DP05_0126P.DP05_0126M.DP05_0127P.DP05_0127M.DP05_0128P.DP05_0128M.DP05_0129P.DP05_0129M.DP05_0130P.DP05_0130M.DP05_0131P.DP05_0131M.DP05_0132P.DP05_0132M.DP05_0133P.DP05_0133M.DP05_0134P.DP05_0134M.DP05_0135P.DP05_0135M.DP05_0136P.DP05_0136M.DP05_0137P.DP05_0137M.DP05_0138P.DP05_0138M.DP05_0139P.DP05_0139M.DP05_0140P.DP05_0140M.DP05_0141P.DP05_0141M.DP05_0142P.DP05_0142M.DP05_0143P.DP05_0143M.DP05_0144P.DP05_0144M.DP05_0145P.DP05_0145M.DP05_0146P.DP05_0146M.DP05_0147P.DP05_0147M.DP05_0148P.DP05_0148M.DP05_0149P.DP05_0149M.DP05_0150P.DP05_0150M.DP05_0151P.DP05_0151M.DP05_0152P.DP05_0152M.DP05_0153P.DP05_0153M.DP05_0154P.DP05_0154M.DP05_0155P.DP05_0155M.DP05_0156P.DP05_0156M.DP05_0157P.DP05_0157M.DP05_0158P.DP05_0158M.DP05_0159P.DP05_0159M.DP05_0160P.DP05_0160M.DP05_0161P.DP05_0161M.DP05_0162P.DP05_0162M.DP05_0163P.DP05_0163M.DP05_0164P.DP05_0164M.DP05_0165P.DP05_0165M.DP05_0166P.DP05_0166M.DP05_0167P.DP05_0167M.DP05_0168P.DP05_0168M.DP05_0169P.DP05_0169M.DP05_0170P.DP05_0170M.DP05_0171P.DP05_0171M.DP05_0172P.DP05_0172M.DP05_0173P.DP05_0173M.DP05_0174P.DP05_0174M.DP05_0175P.DP05_0175M.DP05_0176P.DP05_0176M.DP05_0177P.DP05_0177M.DP05_0178P.DP05_0178M.DP05_0179P.DP05_0179M.DP05_0180P.DP05_0180M.DP05_0181P.DP05_0181M.DP05_0182P.DP05_0182M.DP05_0183P.DP05_0183M.DP05_0184P.DP05_0184M.DP05_0185P.DP05_0185M.DP05_0186P.DP05_0186M.DP05_0187P.DP05_0187M.DP05_0188P.DP05_0188M.DP05_0189P.DP05_0189M.DP05_0190P.DP05_0190M.DP05_0191P.DP05_0191M.DP05_0192P.DP05_0192M.DP05_0193P.DP05_0193M.DP05_0194P.DP05_0194M.DP05_0195P.DP05_0195M.DP05_0196P.DP05_0196M.DP05_0197P.DP05_0197M.DP05_0198P.DP05_0198M.DP05_0199P.DP05_0199M.DP05_0200P.DP05_0200M.DP05_0201P.DP05_0201M.DP05_0202P.DP05_0202M.DP05_0203P.DP05_0203M.DP05_0204P.DP05_0204M.DP05_0205P.DP05_0205M.DP05_0206P.DP05_0206M.DP05_0207P.DP05_0207M.DP05_0208P.DP05_0208M.DP05_0209P.DP05_0209M.DP05_0210P.DP05_0210M.DP05_0211P.DP05_0211M.DP05_0212P.DP05_0212M.DP05_0213P.DP05_0213M.DP05_0214P.DP05_0214M.DP05_0215P.DP05_0215M.DP05_0216P.DP05_0216M.DP05_0217P.DP05_0217M.DP05_0218P.DP05_0218M.DP05_0219P.DP05_0219M.DP05_0220P.DP05_0220M.DP05_0221P.DP05_0221M.DP05_0222P.DP05_0222M.DP05_0223P.DP05_0223M.DP05_0224P.DP05_0224M.DP05_0225P.DP05_0225M.DP05_0226P.DP05_0226M.DP05_0227P.DP05_0227M.DP05_0228P.DP05_0228M.DP05_0229P.DP05_0229M.DP05_0230P.DP05_0230M.DP05_0231P.DP05_0231M.DP05_0232P.DP05_0232M.DP05_0233P.DP05_0233M.DP05_0234P.DP05_0234M.DP05_0235P.DP05_0235M.DP05_0236P.DP05_0236M.DP05_0237P.DP05_0237M.DP05_0238P.DP05_0238M.DP05_0239P.DP05_0239M.DP05_0240P.DP05_0240M.DP05_0241P.DP05_0241M.DP05_0242P.DP05_0242M.DP05_0243P.DP05_0243M.DP05_0244P.DP05_0244M.DP05_0245P.DP05_0245M.DP05_0246P.DP05_0246M.DP05_0247P.DP05_0247M.DP05_0248P.DP05_0248M.DP05_0249P.DP05_0249M.DP05_0250P.DP05_0250M.DP05_0251P.DP05_0251M.DP05_0252P.DP05_0252M.DP05_0253P.DP05_0253M.DP05_0254P.DP05_0254M.DP05_0255P.DP05_0255M.DP05_0256P.DP05_0256M.DP05_0257P.DP05_0257M.DP05_0258P.DP05_0258M.DP05_0259P.DP05_0259M.DP05_0260P.DP05_0260M.DP05_0261P.DP05_0261M.DP05_0262P.DP05_0262M.DP05_0263P.DP05_0263M.DP05_0264P.DP05_0264M.DP05_0265P.DP05_0265M.DP05_0266P.DP05_0266M.DP05_0267P.DP05_0267M.DP05_0268P.DP05_0268M.DP05_0269P.DP05_0269M.DP05_0270P.DP05_0270M.DP05_0271P.DP05_0271M.DP05_0272P.DP05_0272M.DP05_0273P.DP05_0273M.DP05_0274P.DP05_0274M.DP05_0275P.DP05_0275M.DP05_0276P.DP05_0276M.DP05_0277P.DP05_0277M.DP05_0278P.DP05_0278M.DP05_0279P.DP05_0279M.DP05_0280P.DP05_0280M.DP05_0281P.DP05_0281M.DP05_0282P.DP05_0282M.DP05_0283P.DP05_0283M.DP05_0284P.DP05_0284M.DP05_0285P.DP05_0285M.DP05_0286P.DP05_0286M.DP05_0287P.DP05_0287M.DP05_0288P.DP05_0288M.DP05_0289P.DP05_0289M.DP05_0290P.DP05_0290M.DP05_0291P.DP0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Demo

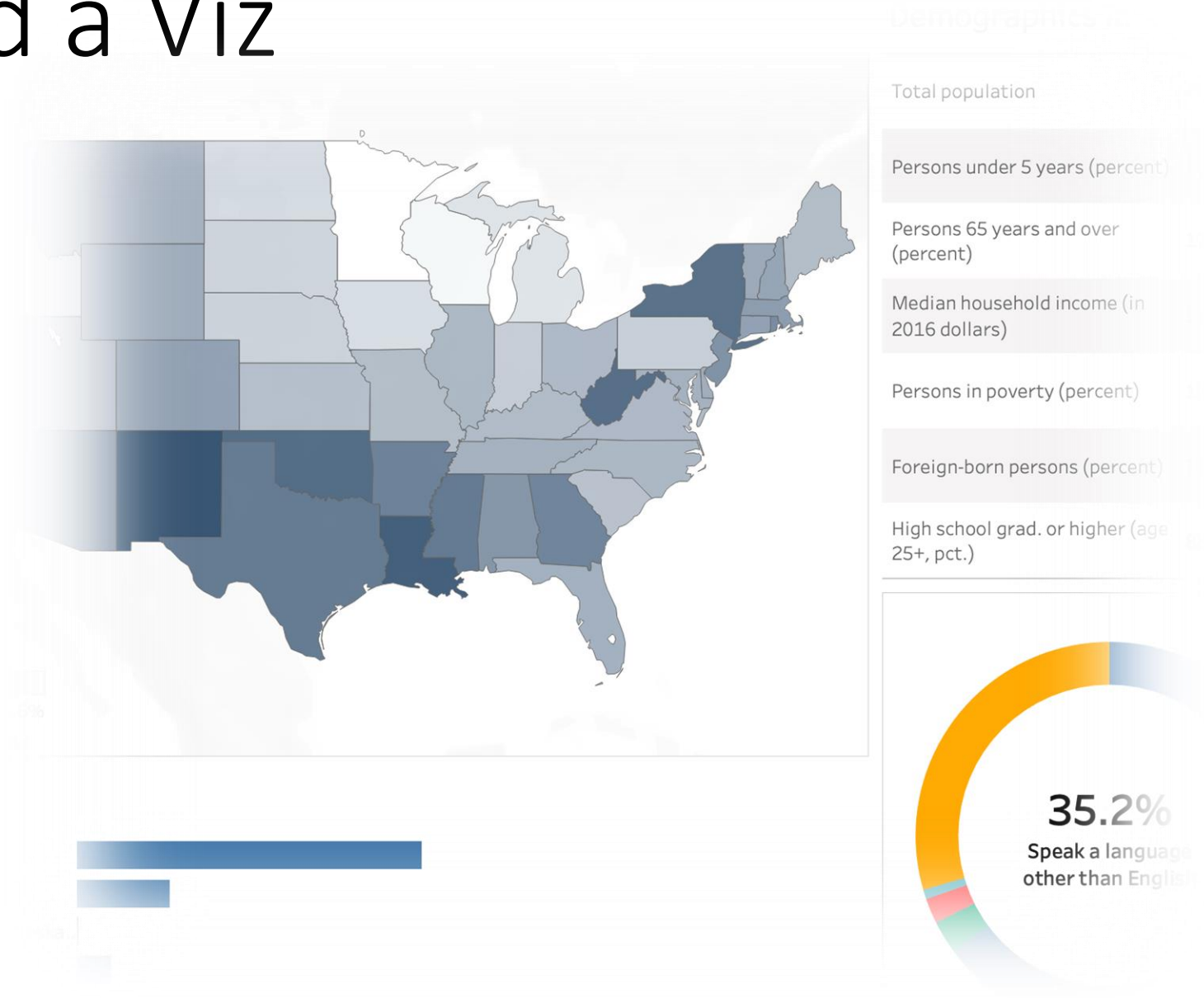
What's Next?

- “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!!?



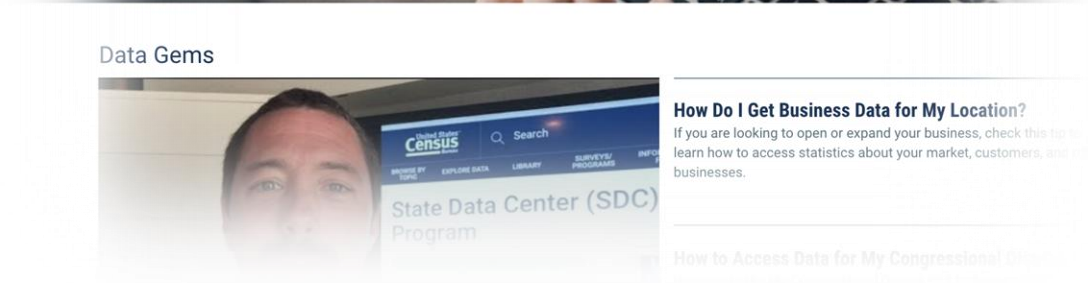
Get the data and build a Viz

- 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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