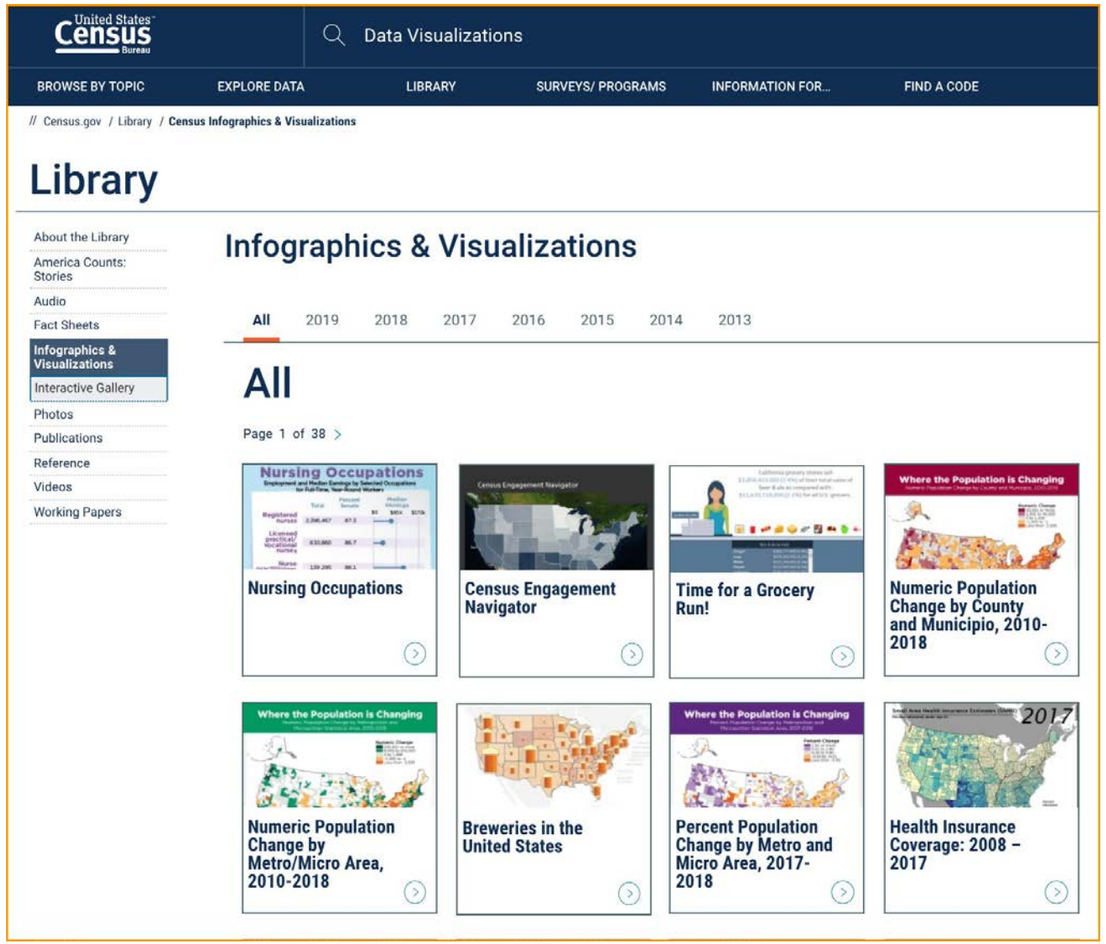
DATA
VISUALIZATIONS

Powered by Census Data

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Agenda

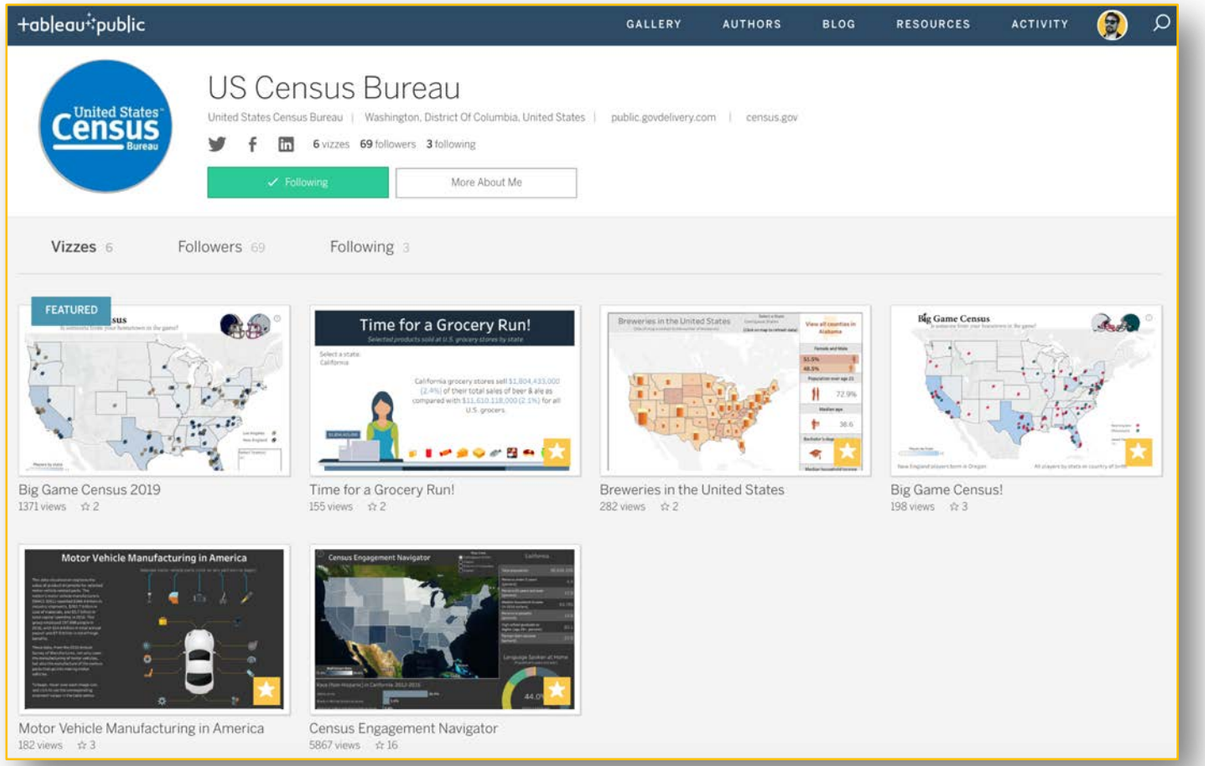
- Data Visualizations
  - What is it and why we do it?
- Project Work
  - Data
  - Prep
  - Visualizations
  - Analytics
- DEMO
- Q & A



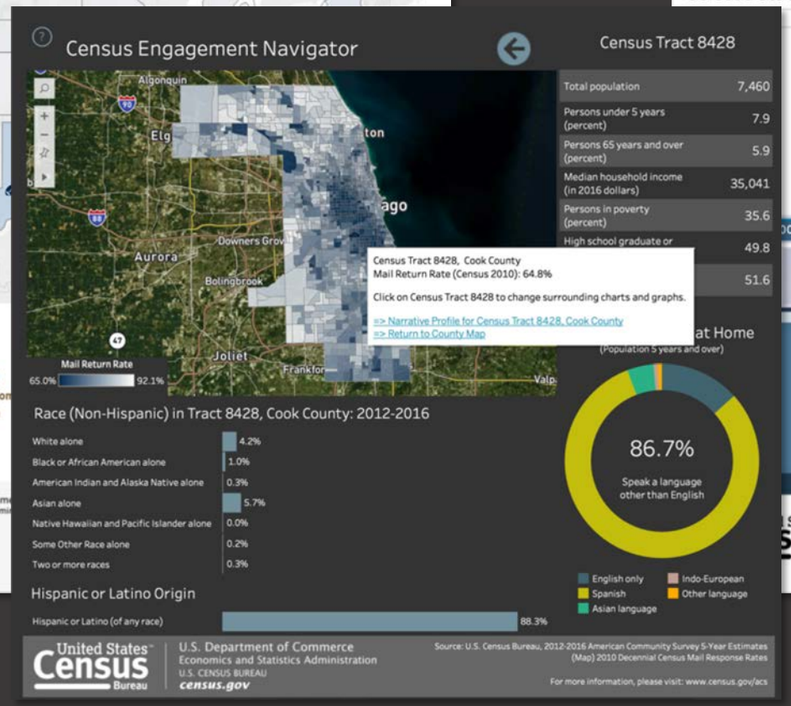
Data Viz

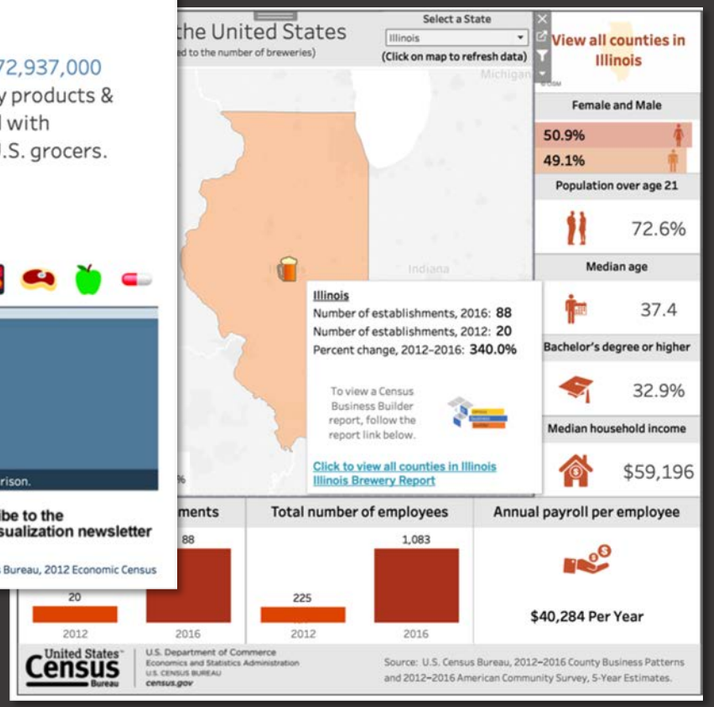
Data Visualization

- 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





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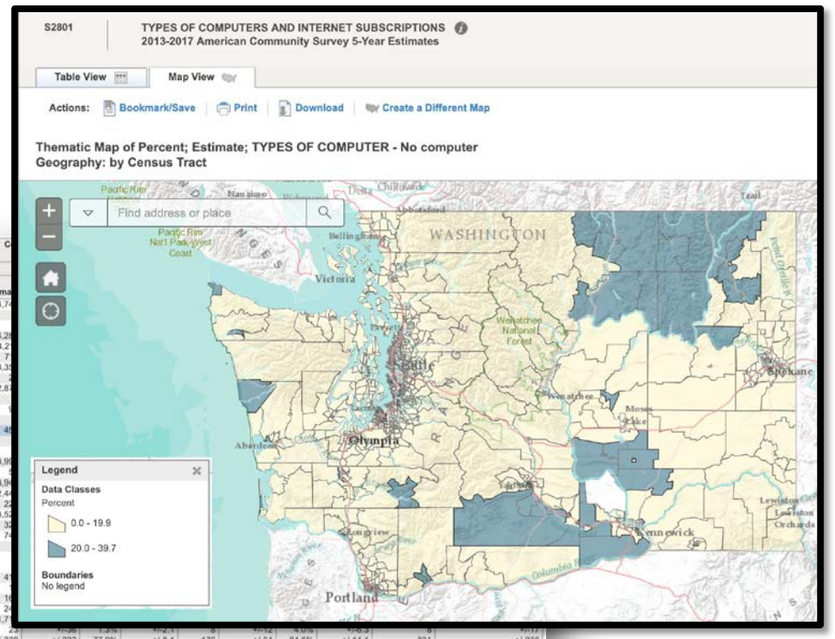
Starting to build your visualization

- 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				C
	Total		Percent		Total		Percent		
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estima
Total households	2,144	+/-90	(X)	(X)	1,484	+/-75	(X)	(X)	4,7
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	4,2
Desktop or laptop	1,856	+/-131	86.6%	+/-4.9	1,455	+/-80	98.0%	+/-2.3	4,2
Desktop or laptop with no other type of computing device	206	+/-77	9.6%	+/-3.5	141	+/-57	9.5%	+/-3.9	7
Smartphone	1,676	+/-125	78.2%	+/-5.1	1,267	+/-106	85.4%	+/-5.2	3,3
Smartphone with no other type of computing device	29	+/-23	1.4%	+/-1.1	0	+/-12	0.0%	+/-2.2	
Tablet or other portable wireless computer	1,331	+/-125	62.1%	+/-5.5	994	+/-120	67.0%	+/-7.1	2,8
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	
Other computer	88	+/-55	4.1%	+/-2.6	67	+/-50	4.5%	+/-3.3	
Other computer with no other type of computing device	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-2.2	
No computer	209	+/-83	9.7%	+/-3.9	20	+/-32	1.3%	+/-2.1	4
TYPE OF INTERNET SUBSCRIPTIONS									
With an Internet subscription:	1,833	+/-126	85.5%	+/-4.7	1,403	+/-94	94.5%	+/-4.0	3,9
Dial-up with no other type of Internet subscription	0	+/-17	0.0%	+/-1.5	0	+/-12	0.0%	+/-2.2	
Broadband of any type	1,833	+/-126	85.5%	+/-4.7	1,403	+/-94	94.5%	+/-4.0	3,9
Cellular data plan	1,280	+/-141	59.7%	+/-6.4	960	+/-113	64.7%	+/-7.1	2,4
Cellular data plan with no other type of Internet subscription	104	+/-52	4.9%	+/-2.4	86	+/-48	5.8%	+/-3.3	2
Broadband such as cable, fiber optic or DSL	1,669	+/-131	77.8%	+/-5.1	1,205	+/-126	81.2%	+/-4.1	3,5
Satellite Internet service	176	+/-62	8.2%	+/-2.9	154	+/-63	10.4%	+/-4.1	3
Without an Internet subscription	311	+/-102	14.5%	+/-4.7	81	+/-59	5.5%	+/-4.0	7
HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS)									
Less than $20,000:	212	+/-79	(X)	(X)	21	+/-25	(X)	(X)	4
With dial-up Internet subscription alone	0	+/-17	0.0%	+/-14.2	0	+/-12	0.0%	+/-64.7	
With a broadband Internet subscription	187	+/-78	88.2%	+/-11.8	21	+/-25	100.0%	+/-64.7	1
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)	1,7
With dial-up Internet subscription alone	0	+/-17	0.0%	+/-5.1	0	+/-12	0.0%	+/-7.9	2
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

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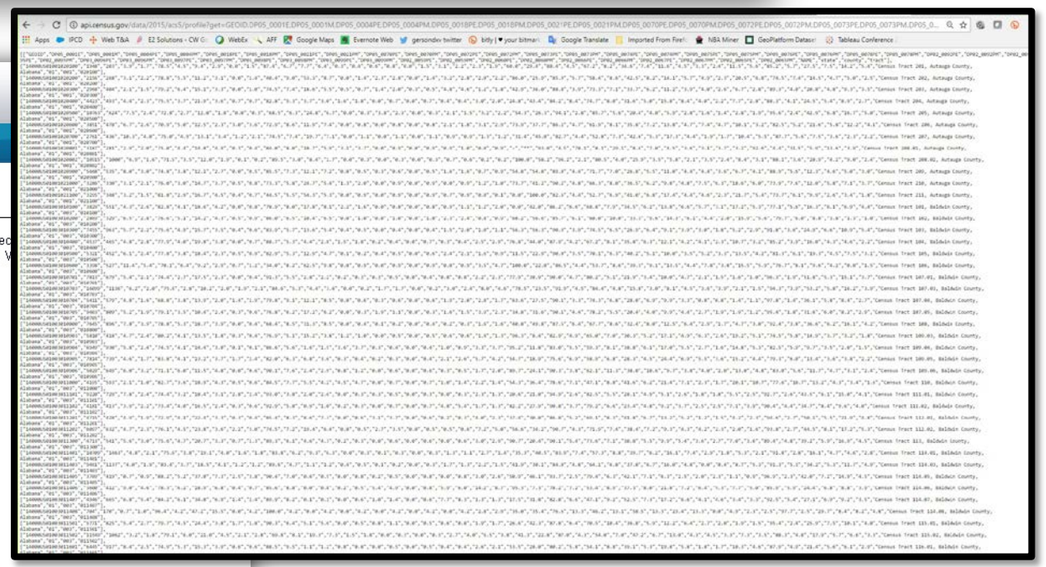
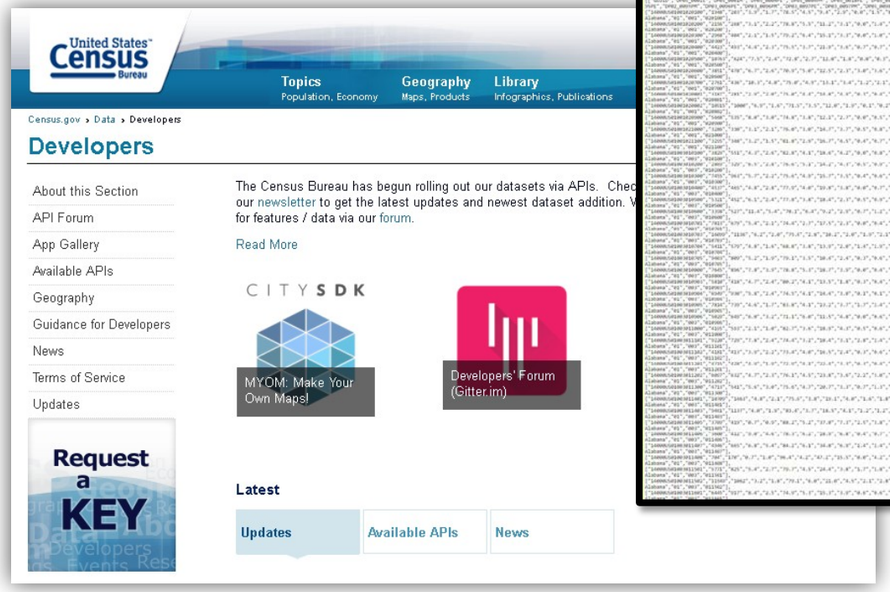
With dial-up Internet subscription alone																				
With a broadband Internet subscription	1,339	+/-222	77.9%	+/-8.1	170	+/-64	84.6%	+/-14.1	831	+/-236										
Without an Internet subscription	356	+/-161	20.7%	+/-8.2	23	+/-26	11.4%	+/-12.4	431	+/-140										
$75,000 or more:	2,607	+/-242	(X)	(X)	933	+/-110	(X)	(X)	432	+/-146										
With dial-up Internet subscription alone	14	+/-23	0.5%	+/-0.9	0	+/-12	0.0%	+/-3.4	0	+/-17										
With a broadband Internet subscription	2,443	+/-261	93.7%	+/-4.7	885	+/-101	94.9%	+/-4.1	380	+/-135										
Without an Internet subscription	150	+/-121	5.8%	+/-4.6	48	+/-40	5.1%	+/-4.1	52	+/-52										

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





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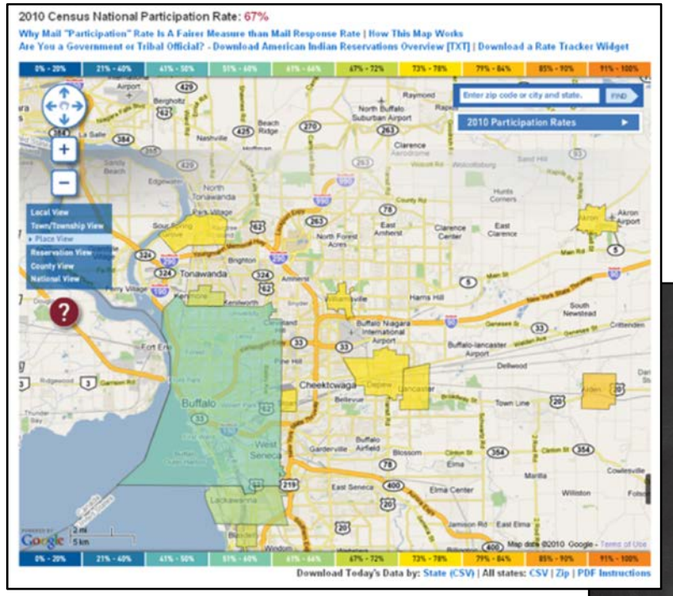
Demo

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!!?



Q&A

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