

Visualizations act as a campfire around which we gather to tell stories.

—Al Shalloway



# Speakers



Ryan S. Dolan  
Data Dissemination Specialist  
U.S. Census Bureau  
[ryan.s.dolan@census.gov](mailto:ryan.s.dolan@census.gov)



Gerson D. Vasquez  
Data Dissemination Specialist  
Media Relations  
U.S. Census Bureau  
[gerson.d.vasquez@census.gov](mailto:gerson.d.vasquez@census.gov)

# Housekeeping

- To ask a question:
  - Chat with Presenters (not just host)
  - Voice: Unmute your line (\*6)
- Follow up beyond today:
  - We may not get to each question!
- Additional Training
  - Contact us for further assistance

# Data Dissemination

- Connect locally!
  - Data Dissemination Specialists working in the Field
- Free Workshops and Training
  - In-Person and Virtual

Contact us: [census.askdata@census.gov](mailto:census.askdata@census.gov)

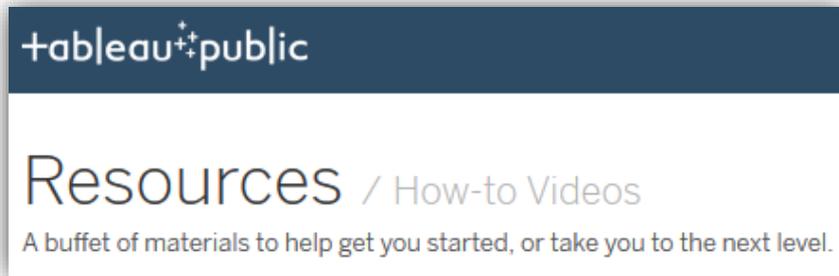
# AGENDA

- Overview
  - Tableau 10.2
  - Census Geography 101
- Downloading and Prepping Data
  - American FactFinder
- Three Scenarios
  - Decennial Data
  - American Community Survey
  - Multiple Datasets
- Evaluations

# Tableau 10.2

- Previous Versions
- Latest Update
  - Spatial files (.shp)
- Update to 10.2
  - [www.public.tableau.com](http://www.public.tableau.com)
  - Free Download

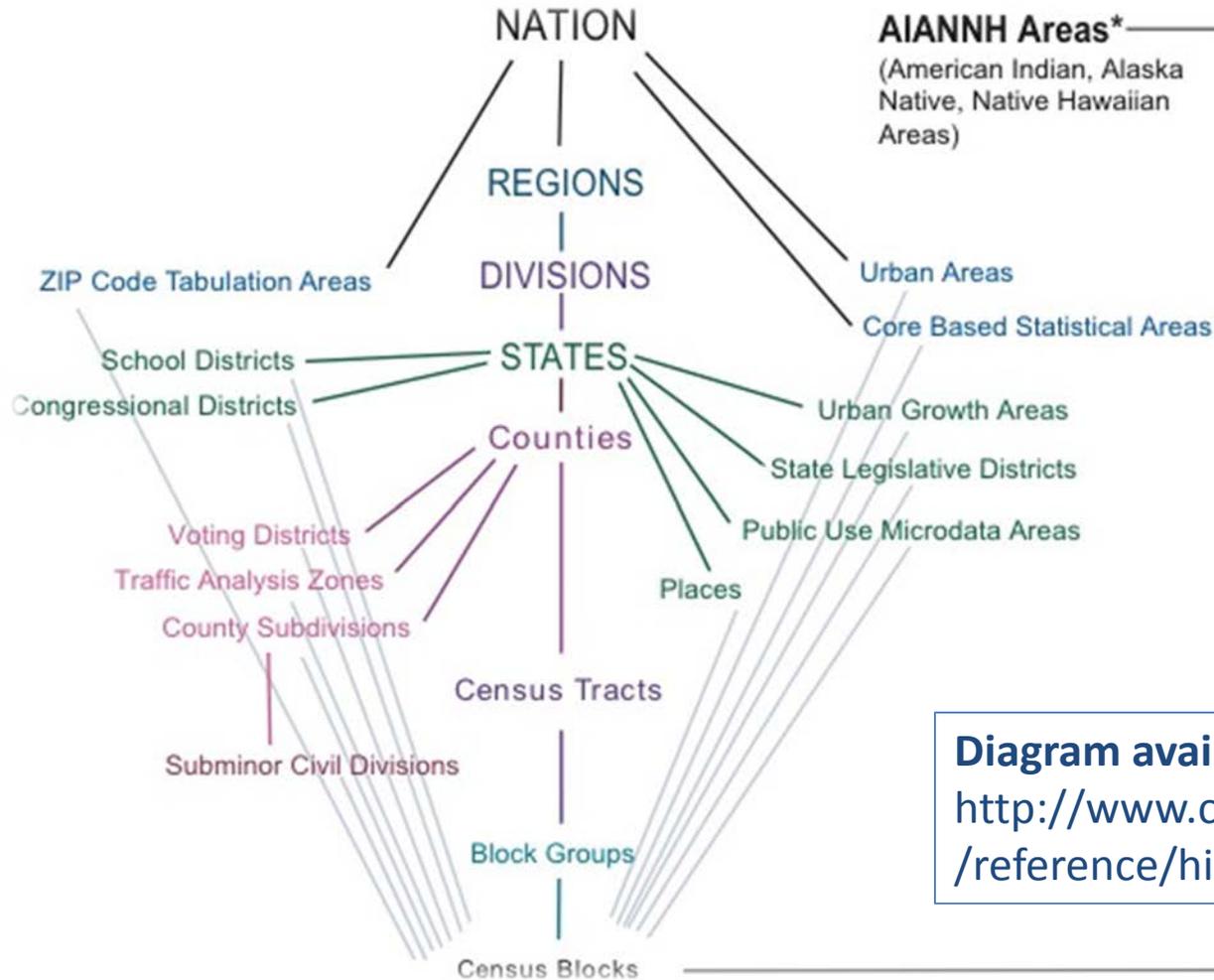
# Tableau Support



We deal with census data, and dabble in various visualization applications, including within Tableau. For more in depth resources on the Tableau platform, here are their resources (images embedded with link).

*For direct support in Tableau Public, email [public@tableau.com](mailto:public@tableau.com).*

# Census Geography



# American FactFinder

The screenshot shows the American FactFinder website. At the top left is the United States Census Bureau logo. The main header features the text 'AMERICAN FactFinder' with a magnifying glass icon over a map of the United States. Navigation links include 'Feedback', 'FAQs', 'Glossary', and 'Help'. A blue navigation bar contains 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. Language options for 'English' and 'Español' are on the right. The 'Community Facts' section is expanded, showing a search box with 'e.g., Atlanta, GA' and a 'GO' button. Below are links for 'Guided Search', 'Advanced Search', and 'Download Center'. A large photo of a smiling family is on the right. The 'Popular Tables' section lists various data categories and their corresponding table names.

**United States Census Bureau**

AMERICAN **FactFinder**

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

English Español

**Community Facts**

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

**Guided Search**

**Advanced Search**

**Download Center**

**Popular Tables**

**Population and Housing**

- Annual Population Estimates (2015 PEP, PEPANNRES)
- Demographic and Housing Estimates (2014 ACS, DP05)
- General Housing Characteristics (2014 ACS, DP04)
- General Demographic Characteristics (2010 Census, DP-1)

**Poverty and Income**

- General Economic Characteristics (2014 ACS, DP03)

**Age, Race, Sex and Education**

- Selected Social Characteristics (2014 ACS, DP02)
- Educational Attainment (2014 ACS, S1501)

# Census Data on American FactFinder

- [American Community Survey](#)
  - 2005-2015
- [Decennial Census](#)
  - 2000 and 2010
- [Economic Census](#)
- [Population Estimates Program](#)

# Contact Us

**Ryan Dolan, Data Dissemination Specialist (MN & WI)**

[ryan.s.dolan@census.gov](mailto:ryan.s.dolan@census.gov)

(612) 718-6041

**Gerson Vasquez, Data Dissemination Specialist (GA & FL)**

[gerson.d.vasquez@census.gov](mailto:gerson.d.vasquez@census.gov)

(770) 543-9900

**Customer Liaison and Marketing Office (CLMSO)  
Data Dissemination Branch**

[census.askdata@census.gov](mailto:census.askdata@census.gov)

1-844-ASK-DATA

Please take a minute  
to tell us what you think.



<http://bit.ly/censuseval>