# DATA GEMS: How to Create a Map from Scratch on data.census.gov
# Transcript

**June 2021**

Hello, my name is Deb Rivera. Did you know you can create customized thematic maps using data.census.gov? And it's easier than you think! So for this Data Gem I've invited my colleague Jessica Barnett to walk us through the steps on how to do this. Let's check it out.

Hi, I'm Jessica. One of the best features of data.census.gov is creating a visualization of data in the form of a map. In this data gem, I'll walk you through creating a thematic map using data.census.gov.

Let's say that I want to explore what's available for health insurance. I'm going to type "health insurance" into the search bar on the landing page and hit the Search button. There are many tables that come up. If I scroll a little further down, though, I come to the Maps section. I think I'd like to see a map using the first table in the list, table S2704, Public Health Insurance Coverage by Type and Selected Characteristics, so I'm going to click on it to open the map.

As you can see, the map isn't actually showing anything. It's just centered over the United States and not displaying any data. This is because I haven't selected any geographies. To do this, I'm going to select the Filter button in the upper left corner of the screen. I want to view this map for all the counties in New York, so I'm going to select Geography > County > New York > and check the box next to All counties in New York. I can see that it's added at the top. Now hit the HIDE button to hide this panel.

We can see that the map has updated, but there are still some counties that aren't showing any data. These are the ones that are grayed out. Changing the Product from the 2019 ACS 1-Year Estimates to the 2018 ACS 5-Year Estimates will remedy this. Now I have data for all the counties in New York.

# DATA GEM: How to Create a Map from Scratch on data.census.gov
# Transcript

The data variable that I have selected, though, isn't quite what I want. Right now, this data is for the total estimate of the civilian noninstitutionalized population. Let's say that I want to know the percent of people who have public health insurance coverage. I'm going to use the Data Variable menu to change it to "Percent Public Coverage—Civilian noninstitutionalized population—Estimate." The map and legend automatically update to reflect this different data variable.

Now let's say that I want to look at a map using a different table. Let's scroll down the list of the left until we find table B27001, Health Insurance Coverage Status by Sex by Age. Click on the table title to update the map for this table. Notice that it's still showing data for all the counties in New York. However, the data variable is now "Total—Estimate." Again, I can use the Data Variable menu to change the variable to a different one, like the total estimate for males ages 26-34 with no health insurance coverage.

Let's go over the ribbon located directly above the map for a moment. I can use this to select another geography by clicking on the Select button, clicking on the geography I want, and dragging the cursor over the geographies that I want in order to create this rectangle. Any geographies that touch the rectangle will be selected.

You can also select the Clear Geos button to clear all the selected geographies or choose the Table button to view the full source table. If I choose to select the Table button, I'll go to the full source table, but I can easily select the Map button again to go back to the map. Selecting the Data Notes button will provide all the data notes for the table and map. Click the Data Notes button again to hide it.

You also have the option to make customizations to the map by clicking on the cog icon located beneath the legend. You can change the color palette by selecting the dropdown arrow. I like this purple-hued palette, so I'm going to select that. I can also change the number of data classes and the classification types. I'm going to change the data classes from 5 to 6—notice that the legend automatically updates this. I'm going to leave the classification type as a natural break. Once I'm finished, if I want to re-hide this panel, I can just hit the cog icon again.

# DATA GEM: How to Create a Map from Scratch on data.census.gov
# Transcript

Another option that you'll see is the VIEW TABLE button. Clicking on this will give you a list of the estimates for the geographies you've selected for quick viewing. This is very similar to the geographic comparison tables that the ACS used to have. Click the HIDE button to hide this panel. If I click on VIEW TABLE again, I can also select the Go to Full Table button to view the full source table.

I hope you found this helpful! Thank you.

Thank you, Jessica, that was a lot of really great information! I just love how convenient it is to switch to a different table and select a new variable to create a completely different map. We hope you found this video helpful. Tell us what you like about the mapping feature or if there's any other features you'd like to see added to data.census.gov. And for more videos like this one be sure to go to census.gov/academy and subscribe. Thank you!