Data Visualization: Local Employment Dynamics Partnership Workshop

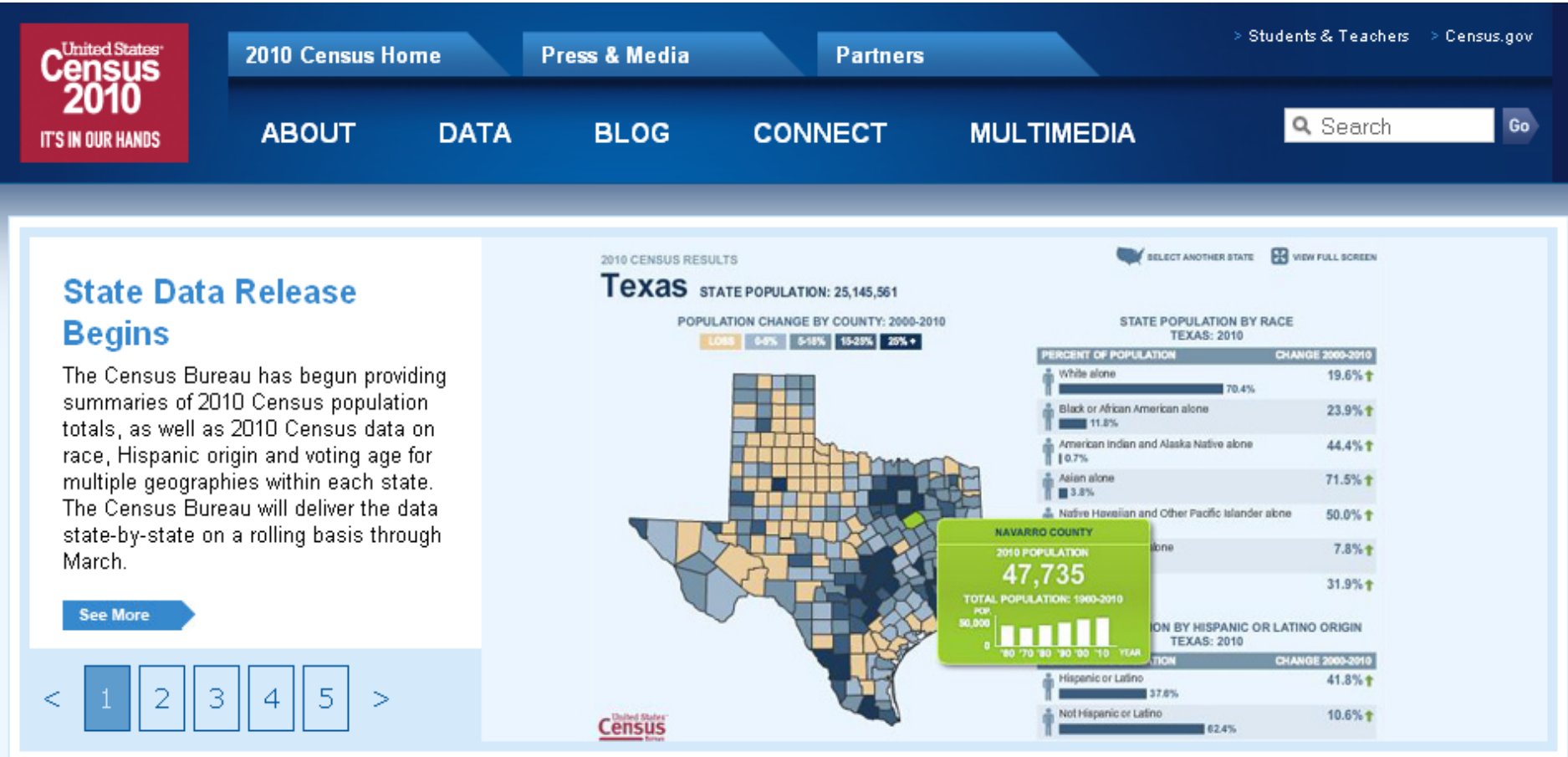
Steve Jost

Associate Director for Communications

March 9, 2011

United States Census Bureau

2010Census.gov



Explore the Form

One of the shortest forms in history - 10 Questions in 10 Minutes

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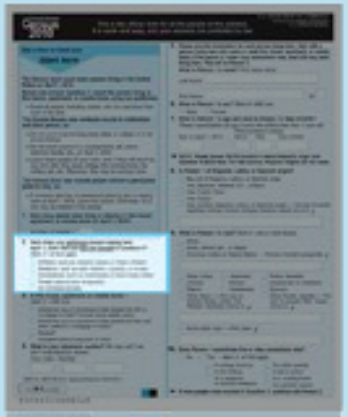
Each question helps to determine how more than $400 billion will be allocated to communities across the country. Text only version of interactive form.



Click to enlarge form

Explore the English/Spanish form

1 2 3 4 5 6 7 8 9

NOTE: THE FORM CAN NOT BE FILLED OUT ONLINE.

Roll over any question below for a more in-depth look at the form and the information we ask of you.

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?
Mark [X] all that apply.

- ☐ Children, such as newborn babies or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in baby sitters
- ☐ People staying here temporarily
- ☐ No additional people

We ask this question to help identify people who may have been excluded in the count provided in Question 1. We use the information to ensure response accuracy and completeness and to contact respondents whose forms have incomplete or missing information.

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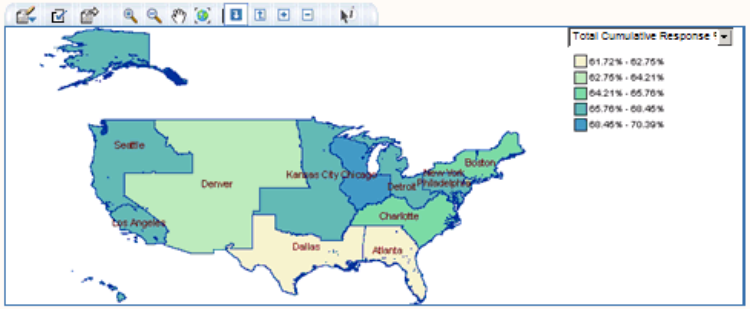
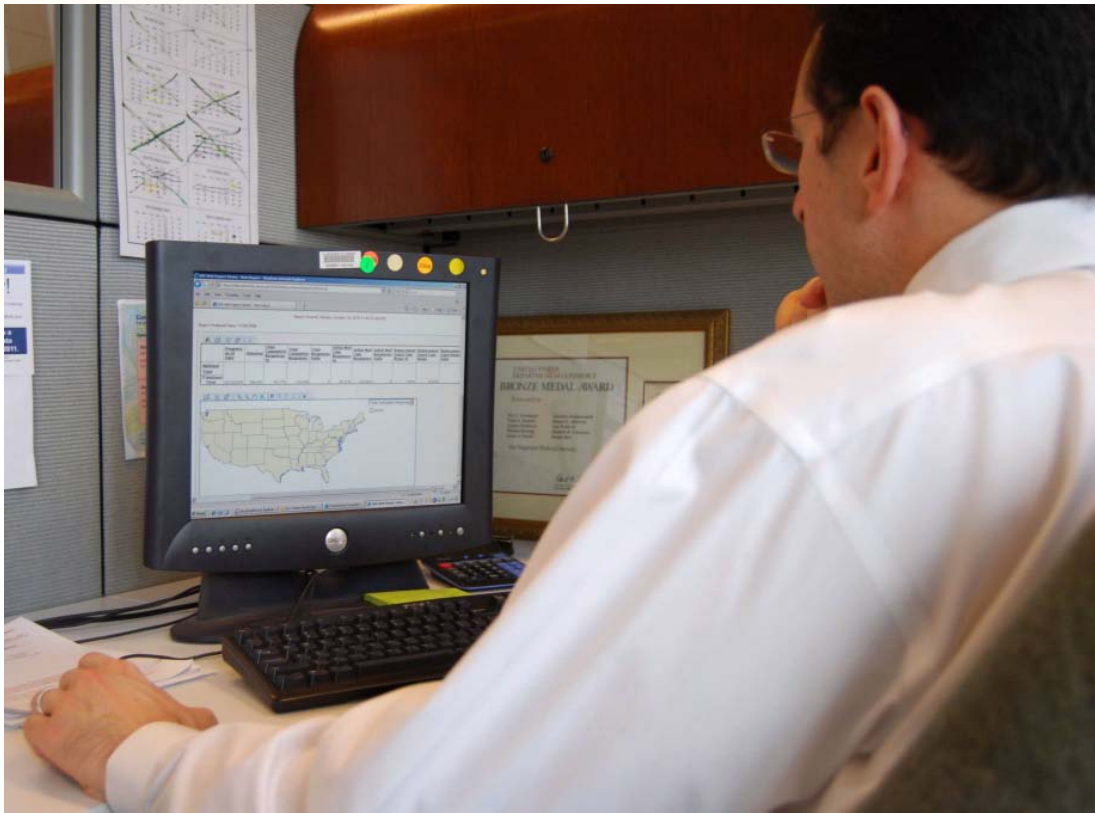
Take 10: Transparency 2.0, Leveraging Government Processes to Serve the Public

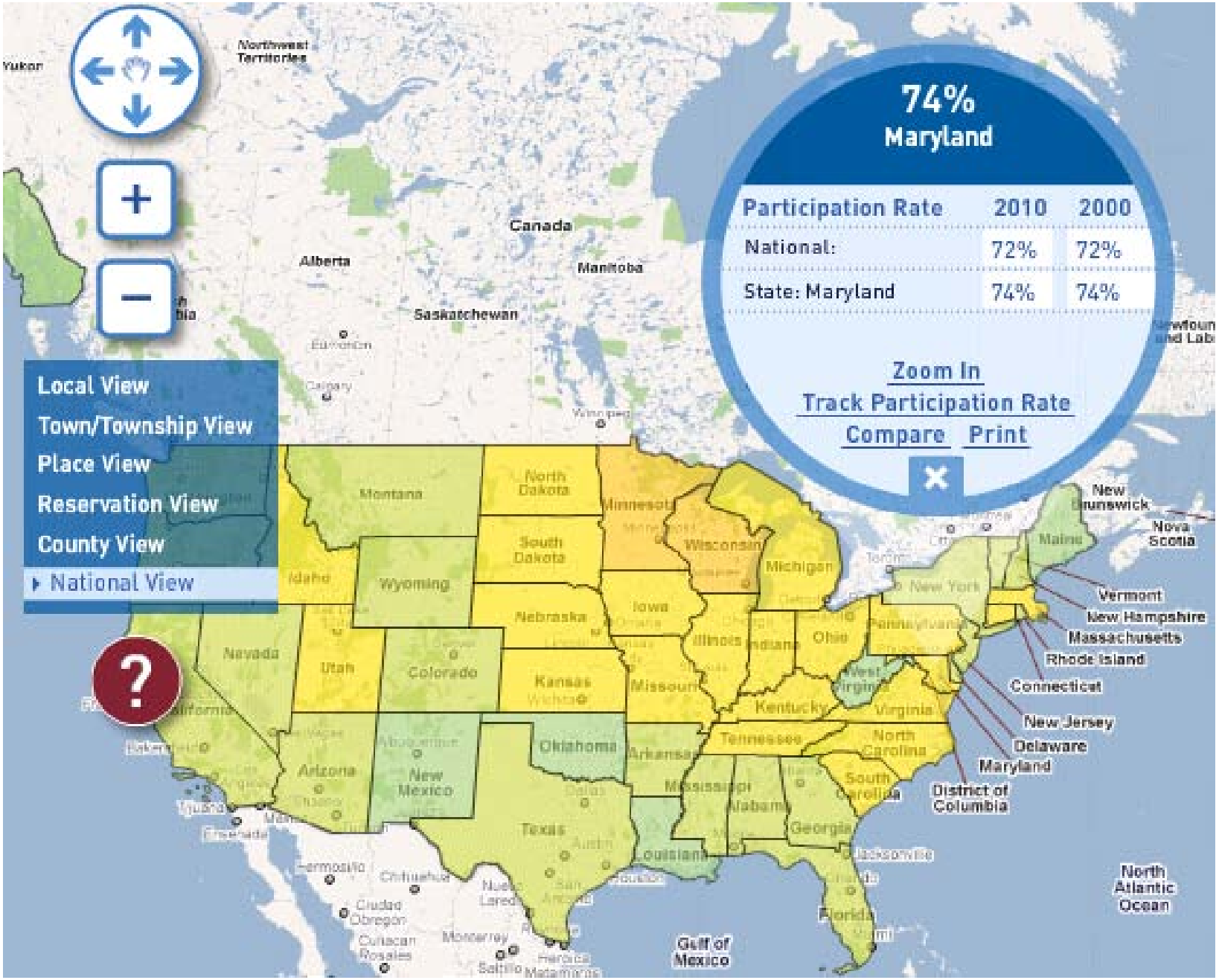
RCC	Progress As Of Date	Universe	2000 Final Response %	2000 Final Response % before NREU	Total Cumulative Response %	Total Cumulative Responses	Total Daily Responses	Initial Questionnaire Cumulative Response %	Initial Questionnaire Cumulative Responses	Initial Questionnaire Daily Responses	Replacement Questionnaire Cumulative Response %	Replacement Questionnaire Cumulative Responses	Replacement Questionnaire Daily Responses
Atlanta	09/08/2010	14,894,984	65.22%	62.78%	61.72%	9,192,975	0	57.95%	8,630,975	0	3.69%	550,288	
Boston	09/08/2010	9,450,719	70.16%	67.94%	66.76%	6,314,360	1	63.32%	5,984,215	1	3.39%	320,774	
Charlotte	09/08/2010	14,244,007	67.05%	64.38%	63.29%	9,399,651	4	61.56%	8,767,953	4	3.66%	521,570	
Chicago	09/08/2010	10,538,679	72.75%	69.94%	70.39%	7,416,843	15	68.34%	7,200,387	15	2.00%	210,801	
Dallas	09/08/2010	13,055,713	65.14%	62.36%	62.78%	8,193,035	0	58.94%	7,694,527	0	3.72%	485,713	
Denver	09/08/2010	10,100,880	66.94%	65.61%	64.21%	6,485,395	0	62.04%	6,268,085	0	2.10%	211,997	
Detroit	09/08/2010	10,580,699	72.63%	70.54%	67.34%	7,114,395	33	65.69%	6,950,016	28	1.83%	160,696	
Kansas City	09/08/2010	10,579,099	71.85%	69.45%	68.22%	7,216,771	21	66.64%	7,049,646	21	1.83%	162,308	
Los Angeles	09/08/2010	9,227,005	71.31%	68.61%	67.31%	6,201,587	0	64.39%	5,941,346	0	2.73%	251,777	
New York	09/08/2010	6,997,786	64.09%	61.40%	63.69%	4,456,668	0	58.02%	4,059,805	0	5.59%	390,970	
Philadelphia	09/08/2010	10,097,157	70.56%	68.17%	68.45%	6,911,503	1	65.87%	6,650,679	1	2.53%	254,979	
Seattle	09/08/2010	10,377,826	69.73%	66.80%	66.87%	6,873,088	1	63.96%	6,573,235	1	2.81%	288,966	

“Cost and Progress” Management Tool.



Internal response rate reporting system; supports 200 users.




74%
Maryland
Participation Rate 2010 2000
National: 72% 72%
State: Maryland 74% 74%
Zoom In
Track Participation Rate
Compare Print
Local View
Town/Township View
Place View
Reservation View
County View
National View
Yukon
Northwest Territories
Canada
Alberta
Manitoba
Saskatchewan
Montana
North Dakota
South Dakota
Minnesota
Wisconsin
Michigan
Idaho
Wyoming
Nebraska
Iowa
Illinois
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Louisiana
Florida
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Pennsylvania
Maine
New Brunswick
Nova Scotia
Vermont
New Hampshire
Massachusetts
Rhode Island
Connecticut
New Jersey
Delaware
Maryland
District of Columbia
Gulf of Mexico
North Atlantic Ocean

Take 10 downloadable response rate reporting tool; supports 300 million users with data on 39,000 jurisdictions.

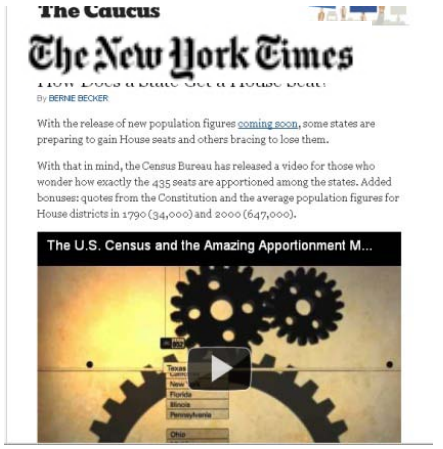
apportioned

Population/Apportionment Release

News outlets embed census tools:

80 placements: map embed, video embed or links

Monthly unique visitors: 116 million+



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U.S. 310,945,761
World 6,904,291,250
18:24 UTC (EST+5) Mar 07, 2011
Population Finder*
* Does not currently contain 2010 data
city/ town, county, or zip
or state
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Select a state to begin
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Statistical Abstract of the United States: 2011

130th Edition

The National Data Book

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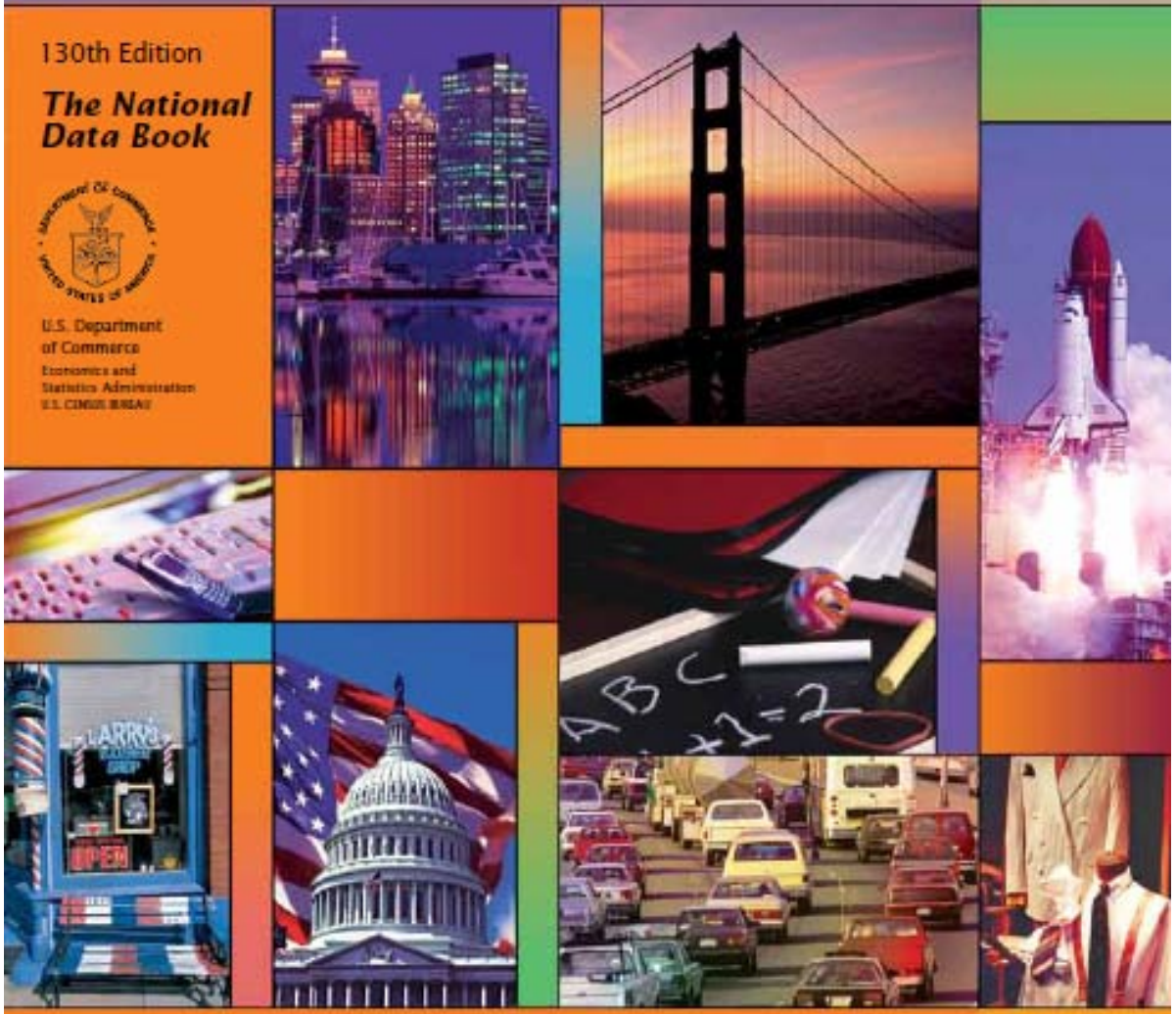
The National Data Book



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1160. Online News Consumption by Selected Characteristics: 2000 to 2010

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land line telephones, unless otherwise noted. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the land line sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent]

Characteristic	"Ever" get news online			Got news online "yesterday"		
	2000	2009	2010	2000	2009	2010
Total adult Internet users	**60**	**72**	**75**	**22**	**38**	**43**
Age:						
18 to 29 years old	56	74	75	16	35	44
30 to 49 years old	63	76	78	25	44	45
50 to 64 years old	57	71	76	25	37	42
65 years old and over	53	56	62	28	28	34
Sex:						
Male	66	73	77	29	42	48
Female	53	72	74	16	35	38
Race/ethnicity:						
White, non-Hispanic	60	73	75	23	40	43
Black, non-Hispanic	63	72	72	13	32	42
English-speaking Hispanic	57	67	73	23	34	35
Annual household income:						
Less than $30,000	55	59	64	21	28	28
$30,000 to $49,999	57	69	74	20	33	35
$50,000 to $74,999	63	75	78	22	40	47
$75,000 or more	69	84	84	31	53	60
Frequency of Internet use:						
Daily	66	81	82	33	50	54
Several times per week	59	59	64	17	13	14
Less Often	51	30	38	12	2	5

Source: Pew Internet & American Life Project Surveys from March 2000, April 2009, and May 2010, <http://www.pewinternet.org/index.asp>.

Table 702. Average Earnings of Year-Round, Full-Time Workers by Educational Attainment: 2008

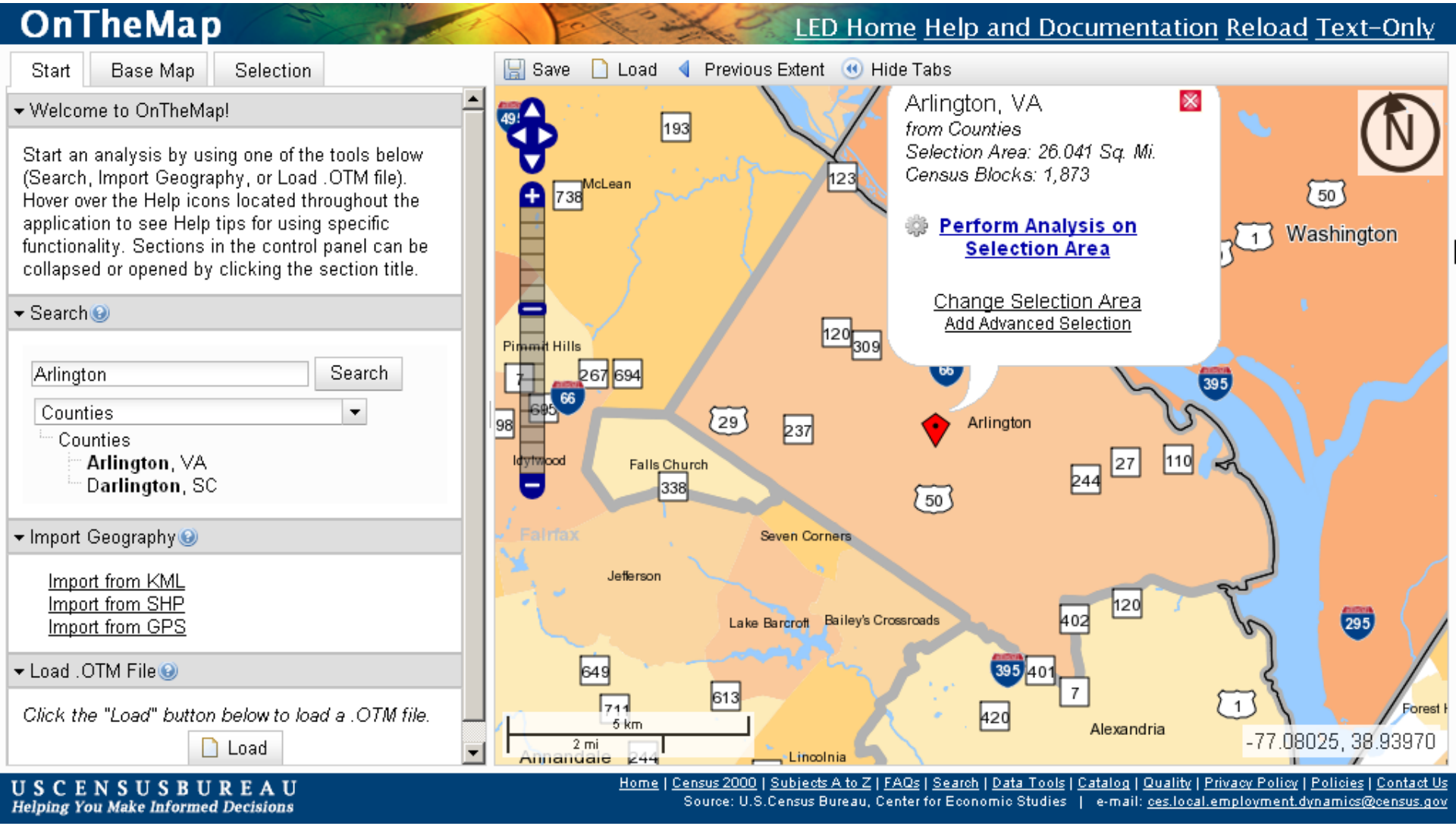
[In dollars. For people 18 years old and over as of March 2009. See headnote, Table 700]

Sex and age	All workers	Less than 9th grade	High school		College		
			9th to 12th grade (no diploma)	High school graduate [1]	Some college, no degree	Associate degree	Bachelor's degree or more
Male, total	**61,783**	**28,375**	**33,457**	**43,493**	**50,433**	**54,830**	**94,206**
18 to 24 years old	28,246	19,896	21,305	26,218	27,591	31,992	44,888
25 to 34 years old	48,749	24,211	32,212	36,742	44,597	48,089	68,211
35 to 44 years old	65,839	27,366	34,998	47,057	53,937	57,183	97,334
45 to 54 years old	70,869	30,166	34,707	49,003	58,439	60,788	109,260
55 to 64 years old	72,773	34,106	45,244	47,568	56,486	58,959	104,983
65 years old and over	69,489	37,047	34,029	54,235	53,022	53,532	96,309
Female, total	**43,305**	**21,376**	**22,246**	**31,666**	**36,019**	**39,935**	**60,293**
18 to 24 years old	26,391	(B)	17,228	22,814	24,953	26,814	36,320
25 to 34 years old	39,037	17,923	18,107	27,607	31,592	35,091	50,755
35 to 44 years old	46,595	21,641	22,348	30,574	38,391	40,393	67,353
45 to 54 years old	45,984	21,945	24,076	33,187	39,153	43,734	65,631
55 to 64 years old	47,087	24,644	24,744	37,731	41,247	43,065	62,915
65 years old and over	43,382	(B)	27,995	35,335	40,193	39,202	62,399

B Base figure too small to meet statistical standards for reliability of derived figure. [1] Includes equivalency.

Source: U.S. Census Bureau, *Income, Poverty and Health Insurance Coverage in the United States: 2008*, Current Population Reports, series P60-236(RV), and Detailed Tables—Table PINC-04, September 2009. See also <http://www.census.gov/hhes/www/cpstables/032009/perinc/new04_000.htm>.

LED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Arlington
Search
Counties
Counties
Arlington, VA
Darlington, SC
Import Geography
Import from KML
Import from SHP
Import from GPS
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Click the "Load" button below to load a .OTM file.
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Save
Load
Previous Extent
Hide Tabs
Arlington, VA
from Counties
Selection Area: 26.041 Sq. Mi.
Census Blocks: 1,873
Perform Analysis on Selection Area
Change Selection Area
Add Advanced Selection
Arlington
Washington
McLean
Pimmit Hills
Idylwood
Falls Church
Fairfax
Seven Corners
Jefferson
Lake Barcroft
Bailey's Crossroads
Alexandria
Lincolnia
5 km
2 mi
-77.08025, 38.93970
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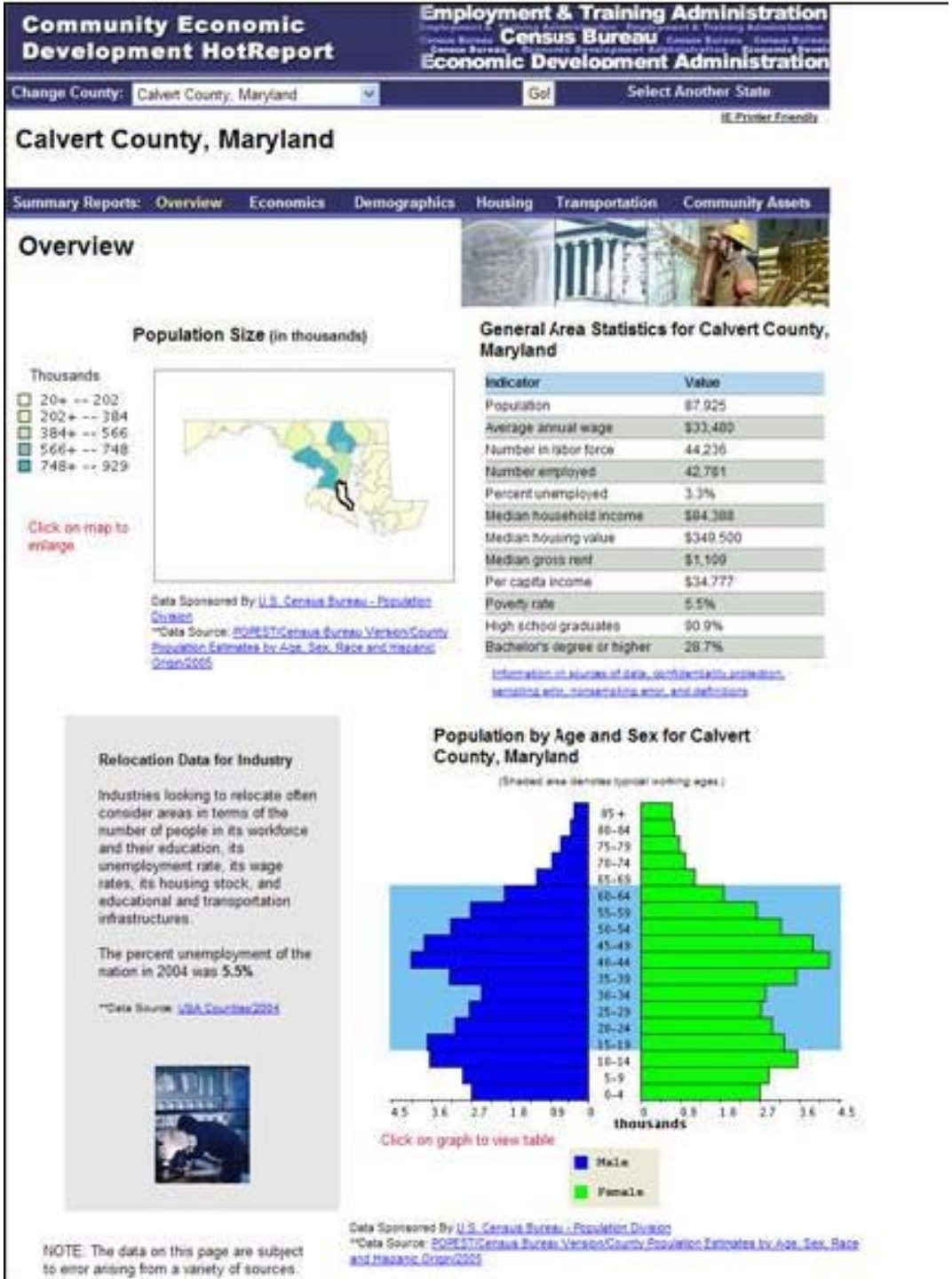
Source: U.S.Census Bureau, Center for Economic Studies | e-mail: ces.local.employment.dynamics@census.gov

Data Ferrett



Types of Datasets

- Survey

- Administrative

Building Permits

- Digital

Google ebay amazon.com

Data Publishing Standards

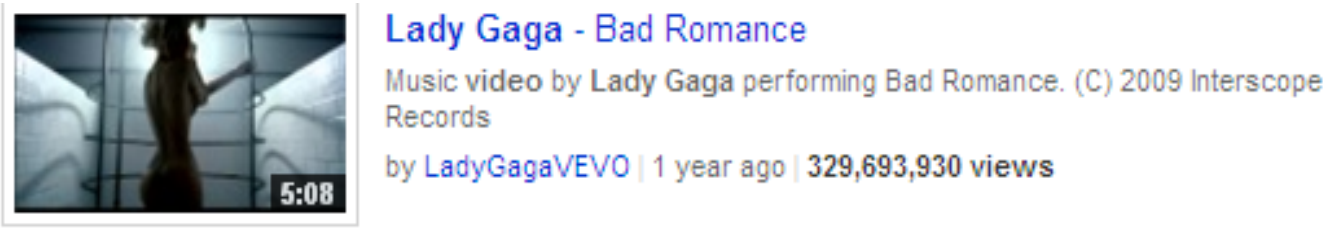
R-Q-P

- R = Representative
- Q = Above the Quality Threshold
- P = Data Kept Private

329,693,930

YouTube “Views” as Cultural Currency

329,693,930 views



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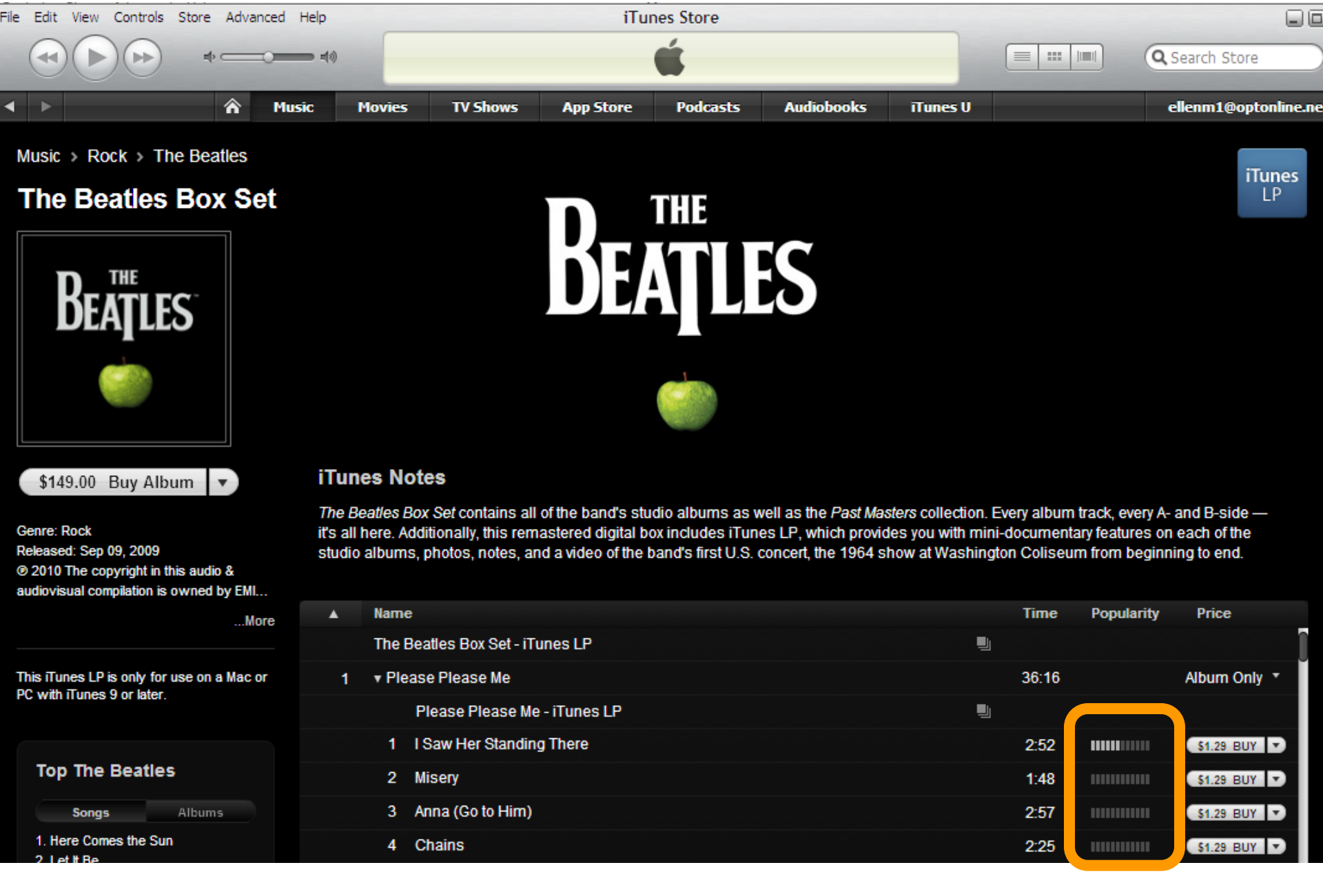
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Released: Sep 09, 2009
℗ 2010 The copyright in this audio & audiovisual compilation is owned by EMI...
...More
This iTunes LP is only for use on a Mac or PC with iTunes 9 or later.
iTunes Notes
The Beatles Box Set contains all of the band's studio albums as well as the Past Masters collection. Every album track, every A- and B-side — it's all here. Additionally, this remastered digital box includes iTunes LP, which provides you with mini-documentary features on each of the studio albums, photos, notes, and a video of the band's first U.S. concert, the 1964 show at Washington Coliseum from beginning to end.
Name Time Popularity Price
The Beatles Box Set - iTunes LP
1 Please Please Me 36:16 Album Only
Please Please Me - iTunes LP
1 I Saw Her Standing There 2:52 $1.29 BUY
2 Misery 1:48 $1.29 BUY
3 Anna (Go to Him) 2:57 $1.29 BUY
4 Chains 2:25 $1.29 BUY
Top The Beatles
Songs Albums
1. Here Comes the Sun
2. Let It Be

The "Kleenexing" of Data

The “Kleenexing” of Data

Boston Celtics

Celtics Home | Stats | Schedule | Roster | Depth | News | Trans | Rankings | Stadium | Board

Rajon Rondo #9 PG

2010-11 STATS		
PPG	APG	SPG
10.7	14	2.4

Birth Date	February 22, 1986	**Age**	24	**Drafted**	2006: 1st Rnd, 21st by PHO
Birth Place	Louisville, KY	**Position**	PG	**Salary**	2011: $9,090,911
Height	6-1	**Experience**	4 years		
Weight	171 lbs.	**College**	Kentucky		

Next Game: Raptors at Celtics
Friday 1/7, 7:30 PM ET

Status Alert: Rondo (ankle) will play in Sunday's game against the Raptors, Ryan... (+)

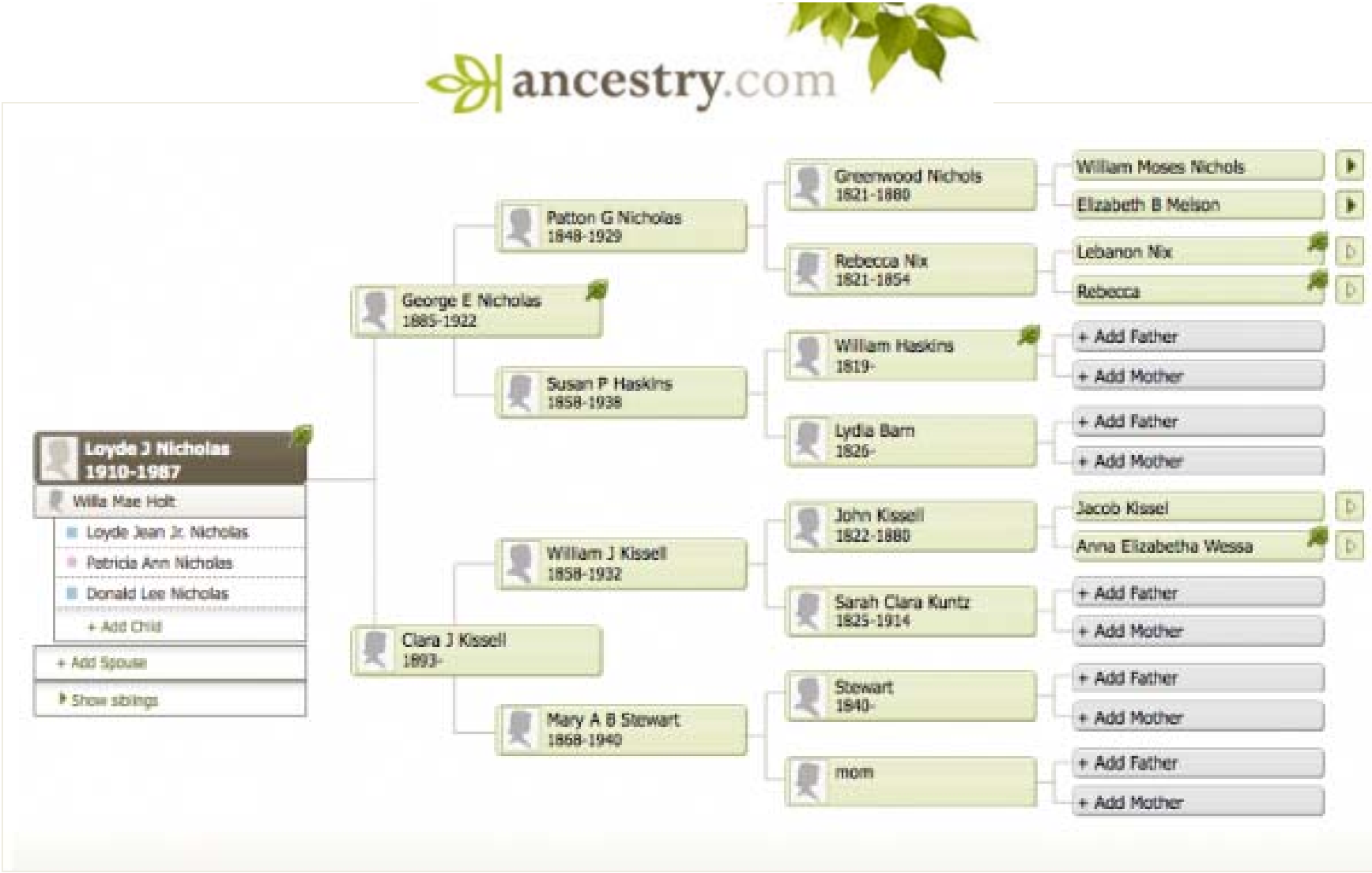
Profile | Stats | Splits | Game Log | News | Hollinger | Photos

2010-11 Statistics			FG		3PT		FT		Rebounds			Misc					
	G	MIN	FGM-A	FG%	3PM-A	3P%	FTM-A	FT%	OFF	DEF	TOT	STL	BLK	TO	PF	AST	PTS
Season	23	38.3	112-212	.528	5-17	.294	16-39	.410	1.5	3.1	4.6	2.39	.17	4.17	1.87	14.0	10.7
Career	339	31.3	1493-3038	.491	48-193	.249	589-948	.621	1.1	3.3	4.4	1.92	.14	2.46	2.37	7.3	10.7

Player News (last updated: January 6, 2011)

News: Rondo recorded 22 assists, 12 points, and 10 rebounds Wednesday for his 11th career triple-double, adding six steals in the victory over San Antonio.
Spin: It wouldn't be surprising to learn, at this point, that Rondo also taught himself the entire Portuguese language during halftime. With regard to fantasy value, his free-throw shooting is currently what's keeping him outside the top 12.

Genealogy


ancestry.com
Loyde J Nicholas
1910-1987
Willa Mae Holt
Loyde Jean Jr. Nicholas
Patricia Ann Nicholas
Donald Lee Nicholas
+ Add Child
+ Add Spouse
Show siblings
George E Nicholas
1885-1922
Clara J Kissell
1893-
Patton G Nicholas
1848-1929
Susan P Haskins
1858-1938
William J Kissell
1858-1932
Mary A B Stewart
1868-1940
Greenwood Nichols
1821-1880
Rebecca Nix
1821-1854
William Haskins
1819-
Lydia Barn
1826-
John Kissell
1822-1880
Sarah Clara Kuntz
1825-1914
Stewart
1840-
mom
William Moses Nichols
Elizabeth B Nelson
Lebanon Nix
Rebecca
+ Add Father
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Jacob Kissel
Anna Elizabetha Wessa
+ Add Father
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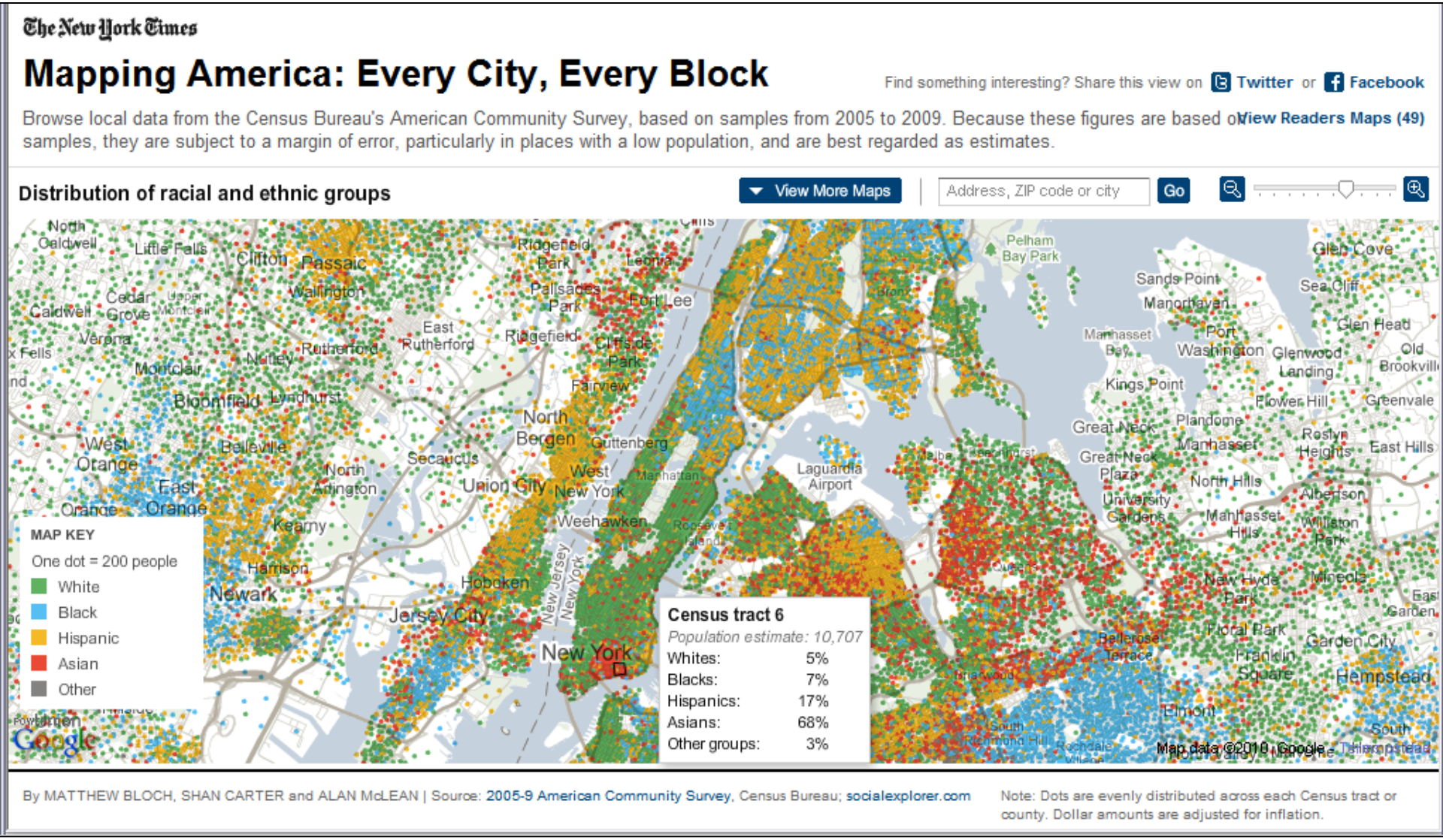
Public Applications Using Census Data



Goals for Open Data and Mash-Ups

- Data should be open and transparent
- Maintain quality standards and data integrity
- Serve average consumer and power data user
- Collaboration with the public in creating new ways to use data
- Added value by merging data sets to create new content

Rules for the Road

- All data and estimates made available in machine readable formats
- All tables of published estimates (i.e. aggregate data) should include meta-data tags for data linkage that specify data sources, data quality, data subject matter
- Tags must comply with Census Bureau standards for data-tagging
- Any micro-data published with meta-data tags for data linkage must go through additional review to assure privacy of respondents

Census Bureau will provide seal of approval to those applications and data visualizations that have passed muster before a Census Bureau panel empowered to enforce our data quality and reliability standards.

Summary
Census Bureau Data Visualization Goals

- All Census Bureau data products are a public good
- Need to give the taxpayers a solid return on their investment
- Census Bureau should lead the way in transparency and open government initiatives through data visualization