Data Visualization in the NEW American FactFinder

Association of Public Data Users Annual Conference

September 21, 2011
After viewing this presentation, you will be able to:

• 1. Create a Reference Map
• 2. Use Mapping Tools
• 3. Use Boundaries and Features
• 4. Find a Location
• 5. Use Map Markers
• 6. Map Data (Thematic Map)
Create a Reference Map

There are two ways to create a Reference Map, the first way:

– From the Main page, select Geographies:
  • Select Map tab
Create a Reference Map

The second way to create a Reference Map:
- From the right-hand Main page Reference Maps link:
Mapping Tools

**Zoom to state** – this becomes available when viewing the national map

**Zoom in** – choose and define an area to zoom into

**Zoom out** – choose and define an area to zoom out

**Pan** – click and drag the map around
Mapping Tools Con’t

U.S. Map view - takes you to the Nation view

Identify – double click a place on the map

Print – Opens a .PDF allowing you to print or save the map

Bookmark / Save query
Mapping Tools – Select Geographies

**Selection tools**

The selection tool is based on the Select pull-down. State, County and County Subdivision are some of the available options, you can also select the blocks if you zoom in. The options change as you zoom in/out.
Select Geographies – Point Tool

With “State” in Select and using the left most tool, click on West Virginia. West Virginia is highlighted in yellow and the selection is listed in the left panel with a red X. In addition, there are now two gray boxes that allow you to either “add to your selection” or “clear”.

Select Geographies – Rectangle Tool

With “State” in Select and using the second tool from the left, click just above and to the left of the “O” in Ohio, move the mouse down and to the right. Then, click to make your selection. In this example, we have selected Ohio, West Virginia, Maryland and Pennsylvania.
Select Geographies – Select Counties

Let us use the same tool with a different choice in the Select Drop-down, choose County. Now when you draw the box, the counties are selected. Individual counties can be removed by clicking the red “X” next to the county you wish to remove.
Select Geographies – Polygon Tool

The third tool allows us to make a custom selection shape, to end the drawing double click, this has allowed me to avoid Maryland.
Selection Geographies – Circle Tool

The tool to the far right allows us to make a selection based on a center point and expanding, let's click on Pittsburgh and pull the tool out to the left and click Columbus.
Boundaries and Features

Take note that you can select different years. Current years are 2000, 2007, 2008 and 2010.
Boundaries and Features

As you make selections, notice that the label selections are independent of the Boundaries and the Features selections.
Boundaries and Features

You will need to click update for your selections to show on the map.
Boundaries and Features

Boundaries

Notice the outline around the regions

Features

When you zoom you can see the features; in this example airports
Find a Location

The Find a Location, Find by drop down has three options. They are place name, Address, latitude/longitude. Let’s use the address option.
Find a Location

Fill in the address and click GO. Your map will zoom to that address as seen below, Place and Lat/Long work the same way.
Map Markers

Place a point – used to designate a reference point, you can change the color and size.
Map Markers

Add Text – select your color and size; then, enter your text; Click on the map to place the text

Undo last mark – this allows you to remove the last marker you added
Clear all markers – selecting this tool removes all markers
Mapping Data

To map data, you must have a table containing at least two or more “like” geographies, i.e., two cities, two counties, two states...you get the idea.
Mapping Data

For our example, we are going to select two States; Indiana and Kentucky using the 2010 Census table P1 Race (PL 94-171). From this point, click on Create a Map
Mapping Data

Notice the Create a Map is blue along with the data in the columns of our table, the other table actions are grayed out.
Mapping Data

Clicking on the total population of Indiana this popup is displayed, click Show Map
Mapping Data
Mapping Data

Notice the Select Geographies function is only available for Reference Maps.
Mapping Data

Notice the addition of the Colors and Data Classes option. This option is not available for Reference Maps.
Mapping Data

**Transparency** - the lower the transparency, the more detail you will see on your map and thus the higher the transparency, the less detail you will see on your map.

**Number of classes** – Since we only have two states, the options are limited to two, if you were looking at multiple counties in multiple states, your choices increase to seven.

**Color Range** – this option is tied to the number of classes - the color range is endless, so find what works best for you. To change the color, select one of the dropdowns. Select your color, then use the other dropdown to select the color for that end of the scale.

**Classing method** - the options are Natural Breaks, Equal Interval, Quantile and User Defined the default is Natural Breaks.
Mapping Data

**GO** – applies all the options you have selected
Questions & Answers