

# Telling Stories with Data

## Dataset: US Census Demographic Data

### Demographic and Economic Data for Tracts and Counties

#### Insight 1

[https://public.tableau.com/profile/julia.pietrucha#!/vizhome/ProjectUSCensusDemographicDataInsight1/Child\\_Poverty](https://public.tableau.com/profile/julia.pietrucha#!/vizhome/ProjectUSCensusDemographicDataInsight1/Child_Poverty)

This dashboard shows the states of the USA in the first chart. The coloring shows the average income per household of the individual states. In the legend (right) it becomes clear that the darker the blue shade, the higher the average mean income per household. This ranges from 17,920 to 73,014 dollars.

In this presentation it becomes clear that in some states on the east coast (around New Jersey) the average median income per household is highest.

The second figure shows the percentage of child poverty in each country. The larger the circles, the higher the percentage of child poverty. One circle represents a US state. The position of the circles is determined by the level of the average median income per capita (Y-axis) and the average unemployment rate in a state.

It can clearly be seen that in Puerto Rico the unemployment rate is highest (approximately 20%) and at the same time the average income per household (19,920 dollar) is lowest in the USA. Child poverty is also highest in this country, so it can be assumed that there is a correlation here.

In New Jersey, the average average income is highest at \$73.014.

In this dashboard it is possible to look at individual states. A search function can be found in the right-hand column. If a state is selected, both graphics change.

Looking at New Jersey in the lower graph, it can be seen that New Jersey is in the good midfield with an unemployment rate of 8.97%. This is also reflected in the percentage of child poverty of 15.23%.

#### Insight 2

[https://public.tableau.com/profile/julia.pietrucha#!/vizhome/ProjectUSCensusDemographicDataInsight2/City\\_Poverty](https://public.tableau.com/profile/julia.pietrucha#!/vizhome/ProjectUSCensusDemographicDataInsight2/City_Poverty)

There are two diagrams in this Dashboard. The map shows the individual states of the USA, the color intensity shows the number of cities in a state. Texas has the most cities with 254. Alaska is the largest state in the USA, but has only 29 cities.

The second diagram is a bar chart showing the percentage of poverty in a state. In this diagram it is also possible to display the cities located in the states with their percentage values of poverty (small plus on the axis label). Here it becomes again clear that in Puerto Rico with 49.37% the widespread poverty exists.

There could be a connection between the poverty rate and the number of cities in a state if one assumes that there is greater poverty in cities.

Puerto Rico has 77 cities in a very small area and the highest poverty rate. However, if you look at Texas with the second largest area in the USA and most cities, Texas has a medium poverty rate. Connecticut has the lowest poverty rate with 9.4 %, this state is one of the smaller states of the USA and has 8 cities. A connection is therefore possible, but cannot be proven with certainty.

### **Insight 3**

<https://public.tableau.com/profile/julia.pietrucha#!/vizhome/ProjectUSCensusDemographicDataInsight3/EthicOrigin>

This diagram shows the ethnic origin of the population (in percent) in a state. A distinction is made between Asian, Black Hispanic, Native, Pacific and White (colour differences). In the right-hand column, individual states can be selected and compared as required.

If one compares Arizona and Hawaii, for example, some differences become visible. More than twice as many people of Hispanic origin live in Arizona (percentage) than in Hawaii. In percentage terms, there are about as many people of Asian origin living in Hawaii as in Arizona of Hispanic origin.

I chose the design so that you can look at individual states and compare them directly with each other.