Michigan Tableau Dashboard Tips

Navigation:

- While you can filter straight to a County Subdivision, we recommend looking at the County level or even directly selecting and zooming on the map to local areas. This allows for more context by keeping surrounding areas highlighted.
- On the map, you can use the toolbar on the left for additional navigation methods. Hovering over the triangle icon on the bottom of the toolbar will reveal options to pan, zoom, or select.
- If you are ever unsure of how to get back to a spot you were looking at, you can click the Home icon on the toolbar to re-center on your selected area. Or you can reload the page to start fresh.

Interpretation:

- By default, the map is shaded by 2020 Response Rate. Census tracts where a greater proportion of households have self-responded are darker shades of blue, and those with lower self-response are lighter shades.
- We have included several population characteristics\(^1\) historically associated with lower census response rates. You may “View By” these variables to see the map shaded by them as well as hover over individual tracts to see the values in that spot. Note that the color scale will change based on the range of values of each variable, so the same shade can correspond to different values depending on the variable selected.
- Key variable definitions:
  - **2020 Response Rate**: the cumulative percentage of households that have self-responded to the census to date (by internet, phone, or mail).
  - **Census Low Response Score**: a score indicating how hard to count a tract is. Higher scores correspond to areas with population characteristics associated with low census return rates.
  - **2010 Census Mail Return Rate**: the proportion of households in the tract that self-responded to the 2010 Census. In areas where demographic characteristics have shifted significantly since 2010, this metric may be less relevant.
- Check how your area compares to surrounding tracts. For tracts with lower response rates, make note of any of the hard-to-count characteristics that stand out relative to neighboring tracts. If you are familiar with the layout of a community, these characteristics can provide clues about specific neighborhoods that might be lagging in response and could need additional outreach efforts.

\(^1\) Data comes from American Community Survey estimates.