

## Sequels can be great!

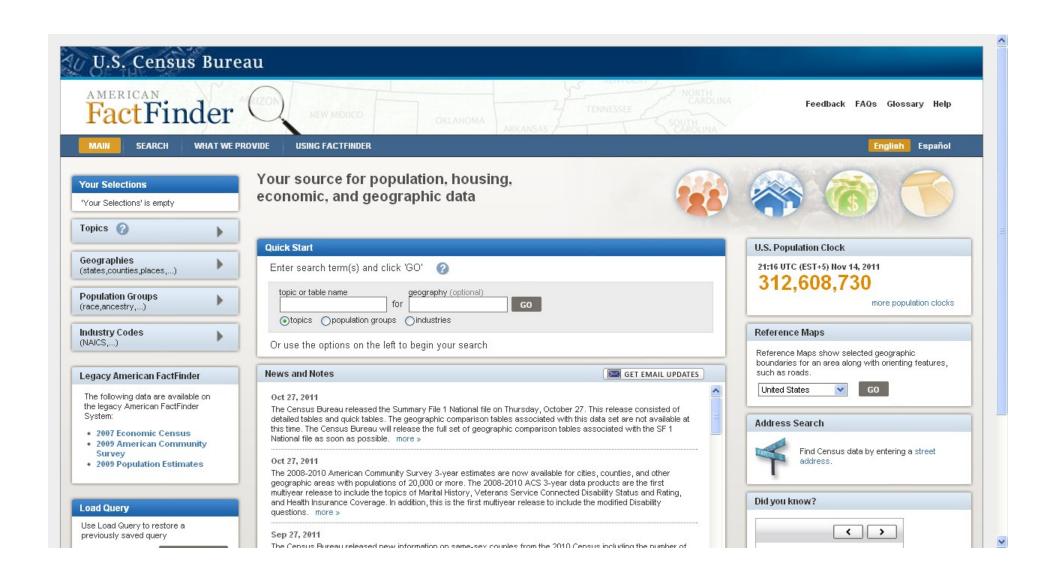
The Godfather Part II won 6 Oscars.

The original won 3.

But sometimes sequels don't measure up...

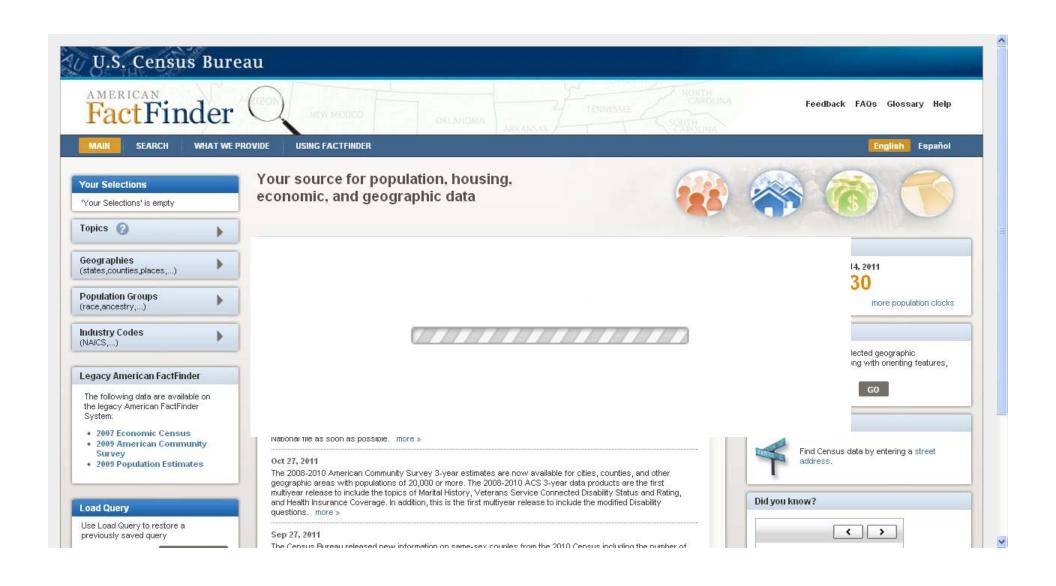
## American Factfinder 2

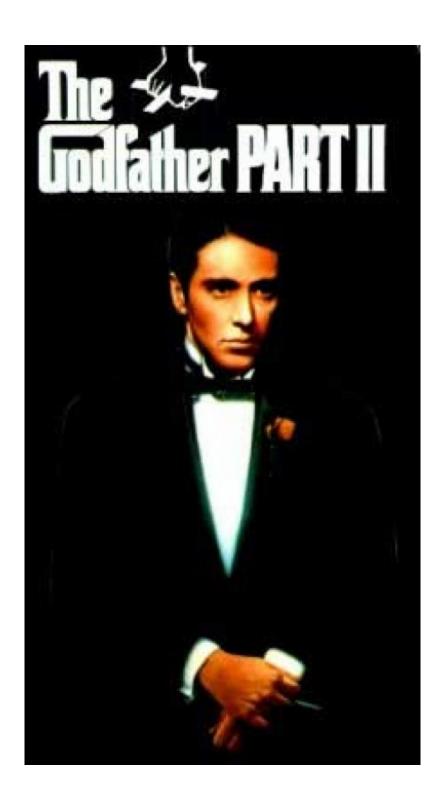
Released January 18, 2011 For Retrieval of New Census Data

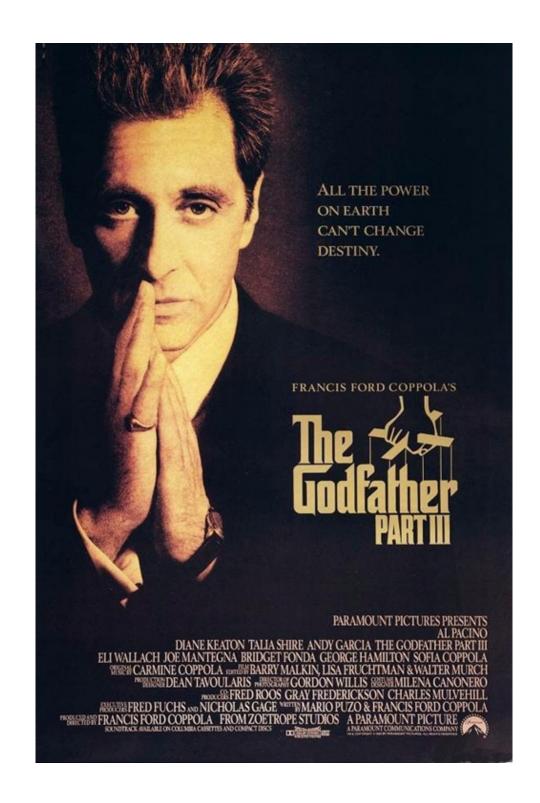


## American Factfinder 2

January 18, 2011 - ??? This was all I could get.









factfinder.census.gov

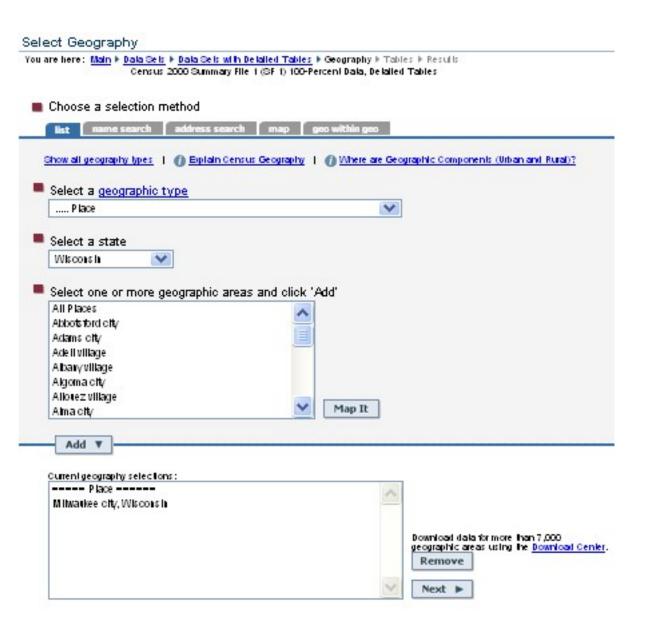


## Two kinds of Tools



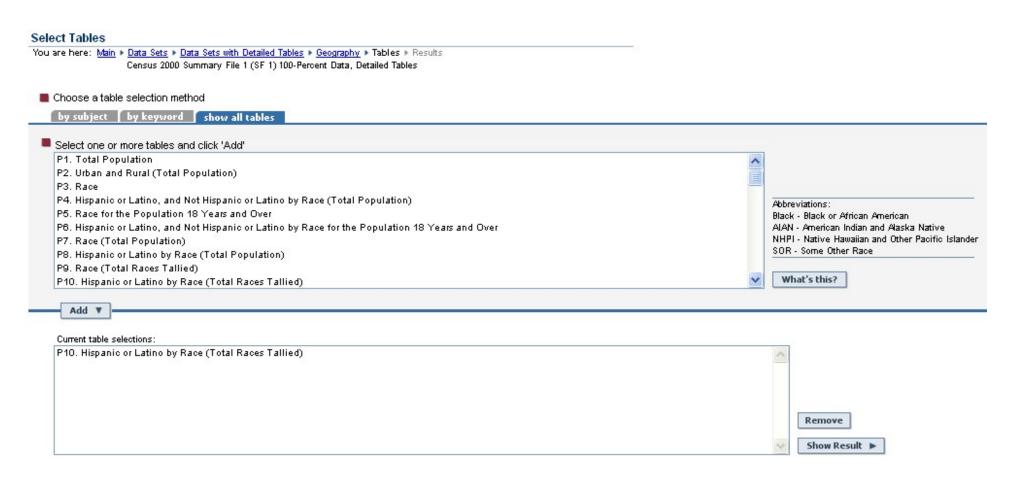
#### You Are Here:

Main>Data Sets>Data Sets with Detailed Tables>Geography>Tables>Results



Step by Step

### Main Data Sets Data Sets with Detailed Tables Geography Tables Results





#### **Detailed Tables**

You are here: Main ▶ Data Sets ▶ Data Sets with Detailed Tables ▶ Geography ▶ Tables ▶ Results

Use the links above to change your results

Options

Print / De

P10. HISPANIC OR LATINO BY RACE (TOTAL RACES TALLIED) [15] - Universe: Total races tallied Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data

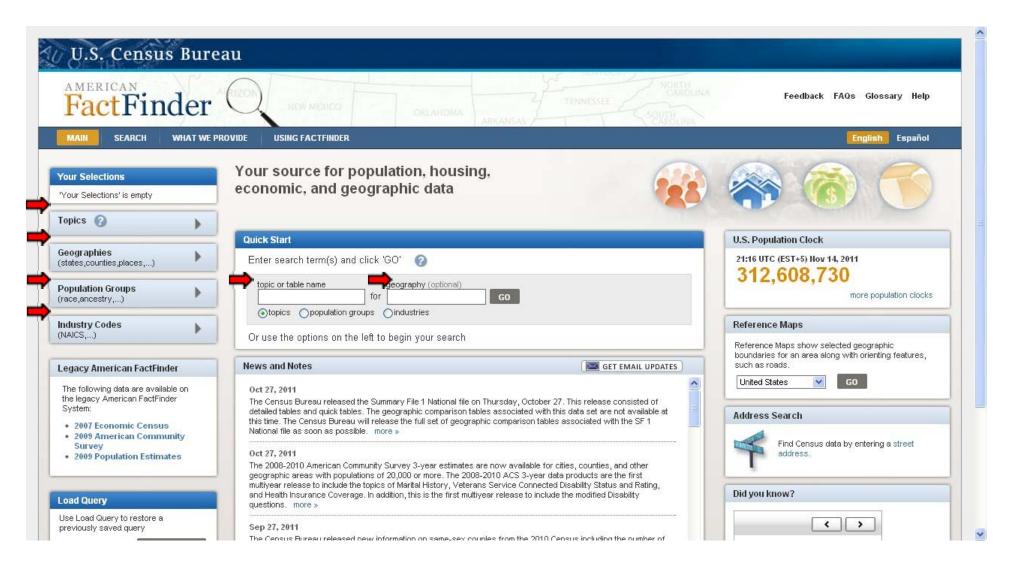
NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see <a href="http://factfinder.census.gov/home/en/datanotes/expsf1u.htm">http://factfinder.census.gov/home/en/datanotes/expsf1u.htm</a>.

	Milwaukee city, Wisconsin
Total races tallied:	614,529
Not Hispanic or Latino:	537,408
White alone or in combination with one or more other races	279,184
Black or African American alone or in combination with one or more other races	226,742
American Indian and Alaska Native alone or in combination with one or more other races	7,584
Asian alone or in combination with one or more other races	19,732
Native Hawaiian and Other Pacific Islander alone or in combination with one or more other races	655
Some other race alone or in combination with one or more other races	3,511
Hispanic or Latino:	77,121
White alone or in combination with one or more other races	31,550
Black or African American alone or in combination with one or more other races	3,761
American Indian and Alaska Native alone or in combination with one or more other races	1,532
Asian alone or in combination with one or more other races	434
Native Hawaiian and Other Pacific Islander alone or in combination with one or more other races	154
Some other race alone or in combination with one or more other races	39,690

U.S. Census Bureau Census 2000

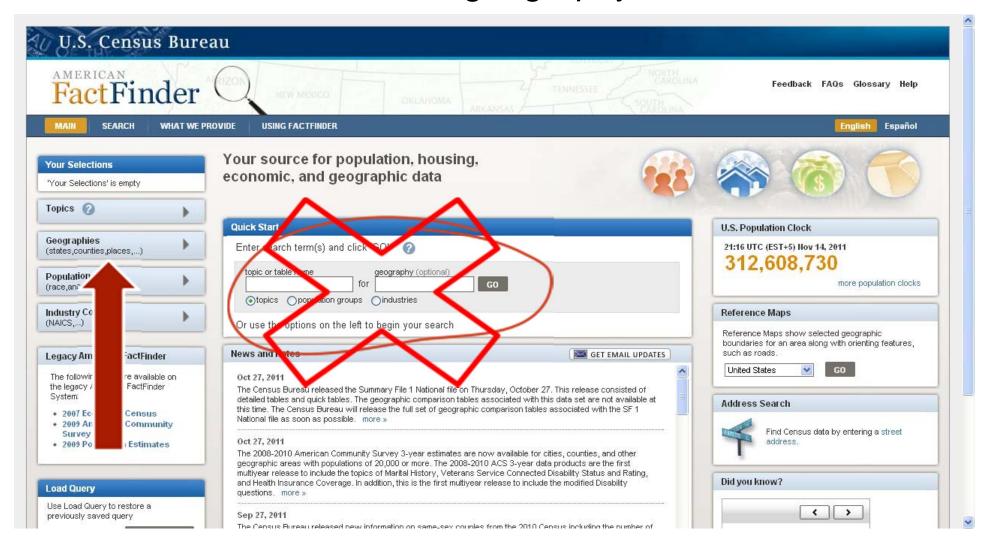
- Fast Results
- Easy to Interpret

## What Do You Do First?

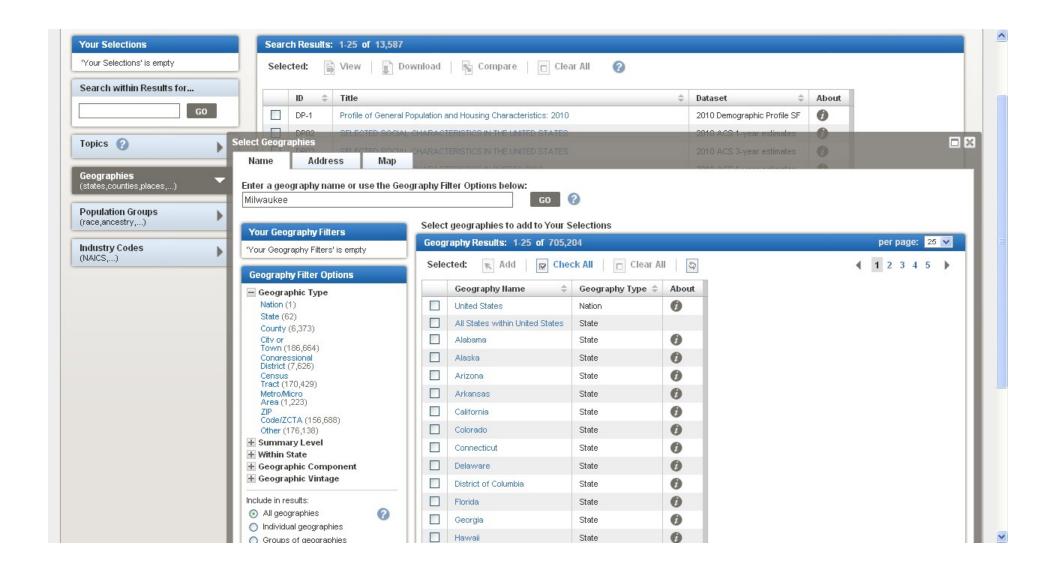


## Don't Let the Search Boxes Lure You In

## Start with geography.

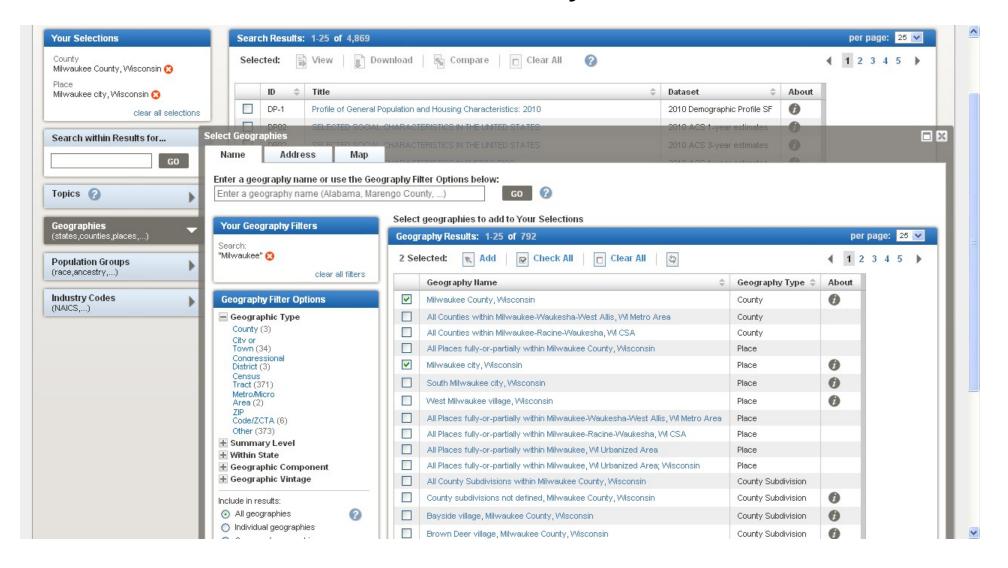


## Be Careful Not to Be Too Specific

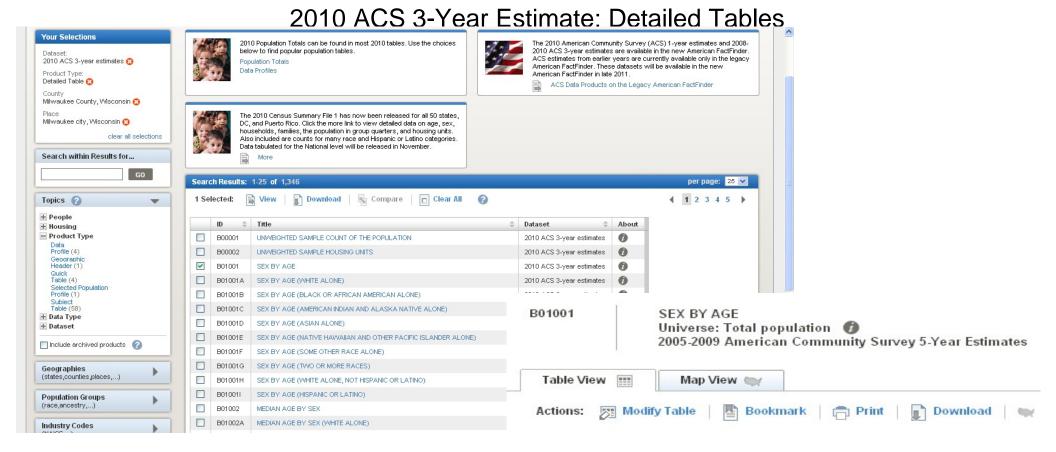


## That Way You Can Choose Multiple Geos

The list also includes all x within y. Like Geo within Geo.



## Filter By Data Set and Product Type



Results are the same. as the old factfinder

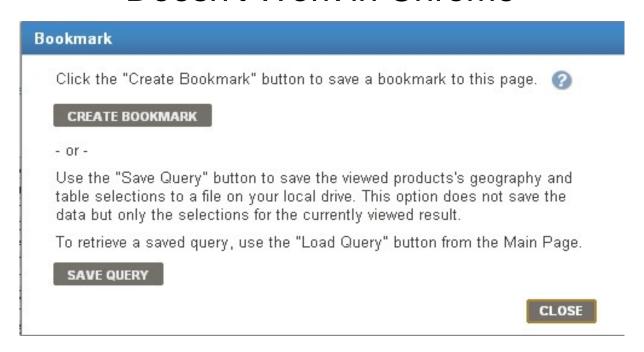
NOTE. Although the American Community Survey (ACS) produces population, demographic and hous produces and disseminates the official estimates of the population for the nation, states, counties, cit

For information on confidentiality protection, sampling error, nonsampling error, and definitions, see S

	Census Tract 20, Milwaukee County, Wisconsin	
	Estimate	Margin of Error
Total:	2,477	+/-306
Male:	1,112	+/-237
Under 5 years	59	+/-52
5 to 9 years	148	+/-101
10 to 14 years	93	+/-73
15 to 17 years	125	+/-74
18 and 19 years	15	+/-19
20 years	23	+/-33
21 years	40	+/-45
22 to 24 years	8	+/-13
25 to 29 years	30	+/-34
30 to 34 years	0	+/-93

# Create Bookmark to Create URL or Learn to Make Deep Links

#### Doesn't Work in Chrome



## Building Your Own Links is Easy

#### Linking to a Table

The format for a deep link to a statistical table is:

are used.

```
factfinder2.census.gov/bkmk/table/version/lang/program/dataset/product
  [/geo_id[|geo_id]*]
  [/codetype~code[|code]*]*
```

#### Where:

```
Bookmark API Version, current 1.0 (required).

lang

Language used to display the page, either en or es (required).

program

Program associated with the product (required).

dataset

Dataset containing the product (required).

product

Product identifier (required).

geo_id[|geo_id]*

One or more Geographic Identifiers (optional). If not specified, product-specific default Geographic Identifier(s) are used.

codetype~code[|code]*

A Code Type (Population Group or Industry) and one or more Codes (optional). If not specified, product-specific default Code(s)
```

#### Deep Linking Guide at

http://factfinder.census.gov/home/saff/AFF\_deep\_linking\_guide.pdf

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```
factfinder2.census.gov/bkmk/table/version/lang/program/dataset/product
  [/geo_id[|geo_id]*]
  [/codetype~code[|code]*]*
```

#### 1 Tract

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10\_5YR/B01001/1400000US55079002000

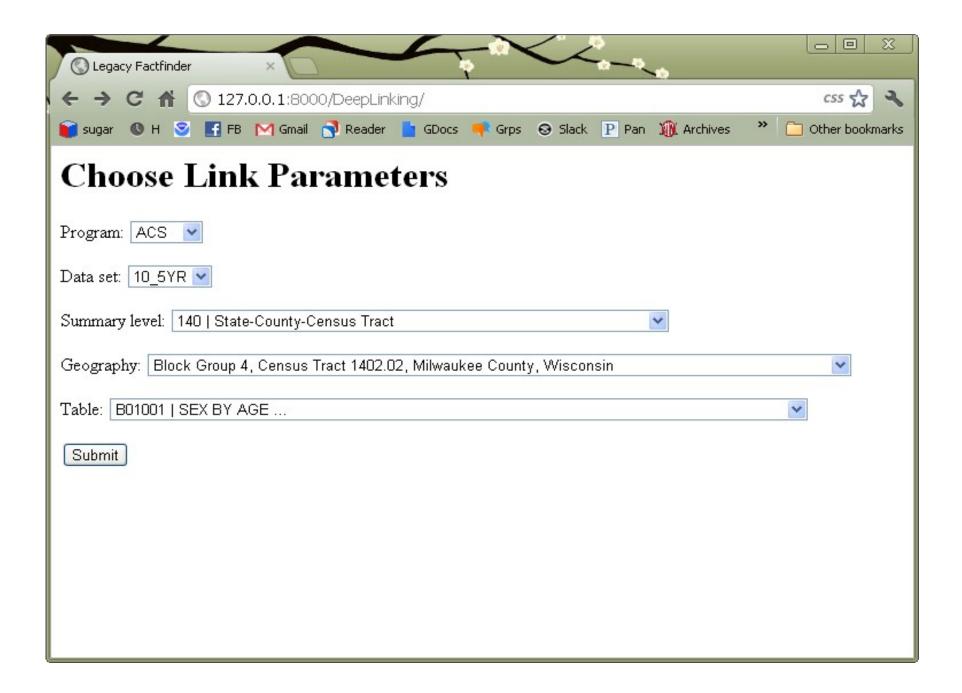
#### 2 Tracts

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/09\_5YR/B01001/1400000US55079002000%7C1400000US55079002100

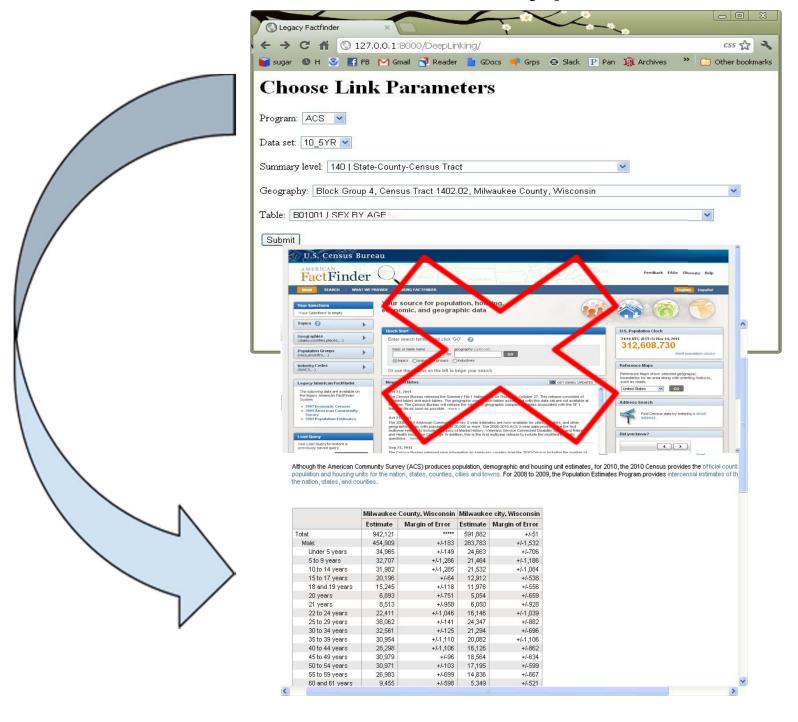
### All Tracts in One County

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/09\_5YR/B01001/0500000U S55079.14000

## Dynamically Building Links with a Form...



## Let's Users Bypass FF2...



# ...and Right a Great Wrong

