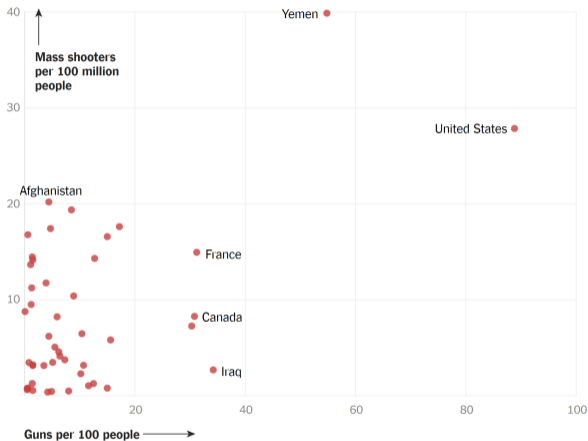


Claire on Megans's Scatter



From Fisher, Max and Josh Keller, "What Explains U.S. Mass Shootings? International Comparisons Suggest an Answer," *The New York Times*, Nov. 7, 2017.

<https://archive.nytimes.com/www.nytimes.com/2017/11/07/world/americas/mass-shootings-us-international.html>

Morgan on Hannah's Scatter

Foods considered healthier by the public than by experts



From Quealey, Kevin and Margot Sanger-Katz, "Is Sushi 'Healthy'? What About Granola? Where Americans and Nutritionists Disagree," *The New York Times*, July 5, 2016.

<https://www.nytimes.com/interactive/2016/07/05/upshot/is-sushi-healthy-what-about-granola-where-americans-and-nutritionists-disagree.html>

Knaflic's Sequential Story: Presentation version

Moonville: active users over time



Knaflic's Sequential Story: Presentation version

Moonville: active users over time



Data source: ABC Report. For purpose of analysis "active user" is defined as the number of unique users in the past 30 days.

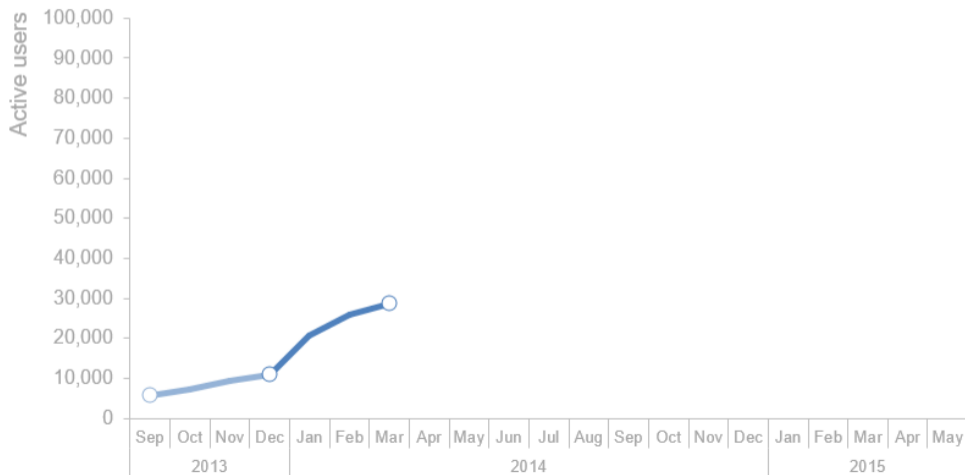
Knaflic's Sequential Story: Presentation version

Moonville: active users over time



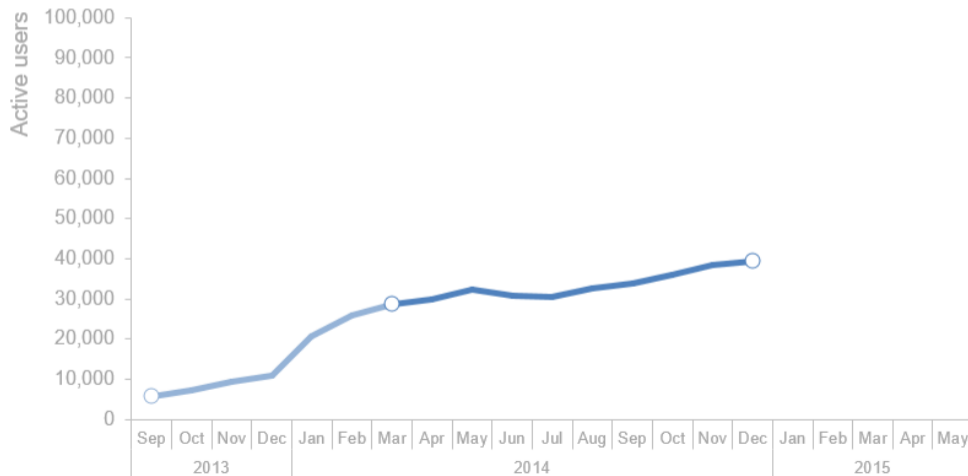
Knaflic's Sequential Story: Presentation version

Moonville: active users over time



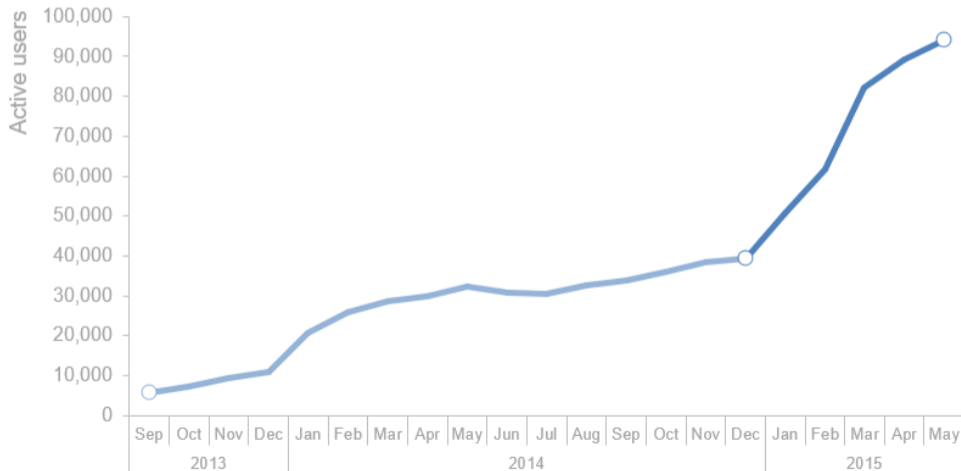
Knaflic's Sequential Story: Presentation version

Moonville: active users over time



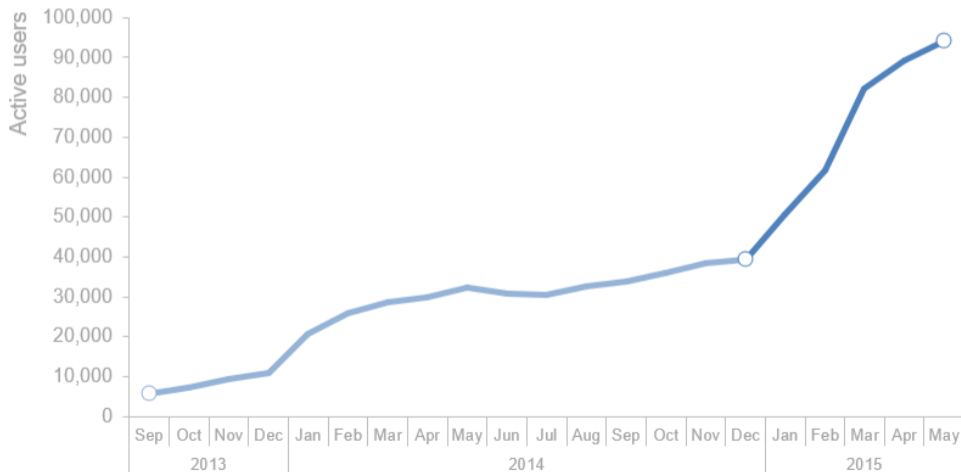
Knaflic's Sequential Story: Presentation version

Moonville: active users over time



Knaflic's Sequential Story: Presentation version

Moonville: active users over time



Knaflic's Sequential Story: Paper Version

Moonville: active users over time

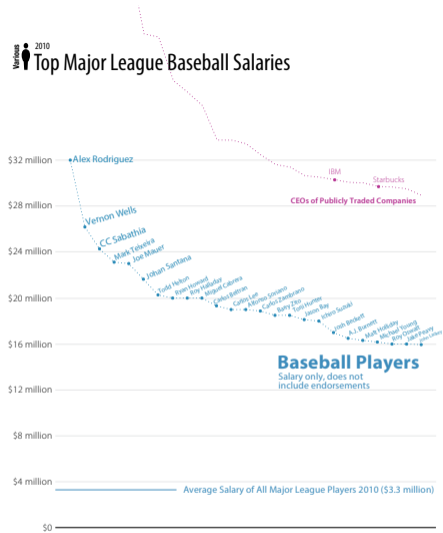


Knaflic's Sequential Story: Paper version

Moonville: active users over time

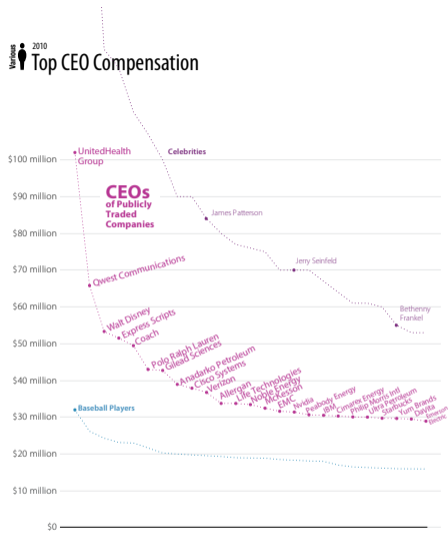


Top Major League Baseball Salaries

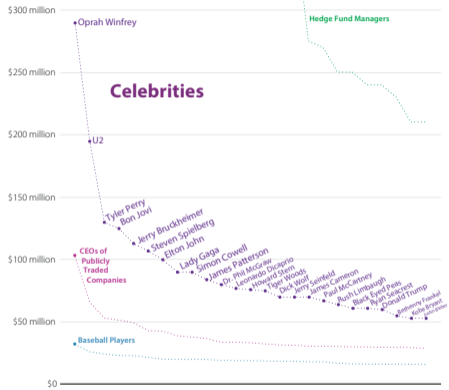


VisualizingEconomics.com
 26 Sources: AR: Absolute Return + Alpha, "The Rich List," April 2011 • Forbes, "Celebrity 100, 2011" • Forbes, "CEO Compensation, 2011" • USA Today, "USATODAY Salaries Databases"

Visualizing 2010
Top CEO Compensation

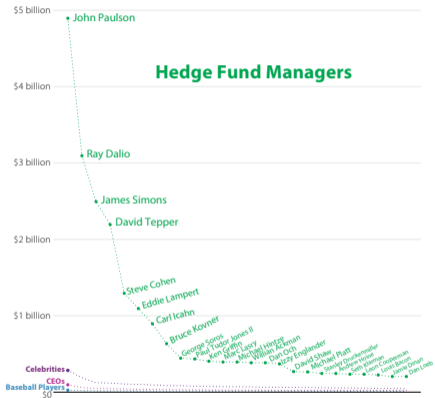


Various 2010
Top Celebrity Income



VisualizingEconomics.com
 28 Sources: AR: Absolute Return + Alpha, "The Rich List," April 2011 • Forbes, "Celebrity 100, 2011" • Forbes, "CEO Compensation, 2011" • USA Today, "USATODAY Salaries Databases"

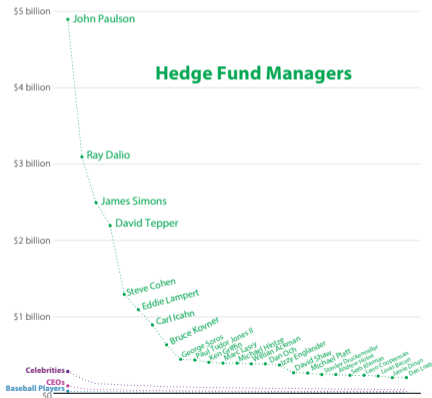
Top Hedge Fund Manager Income



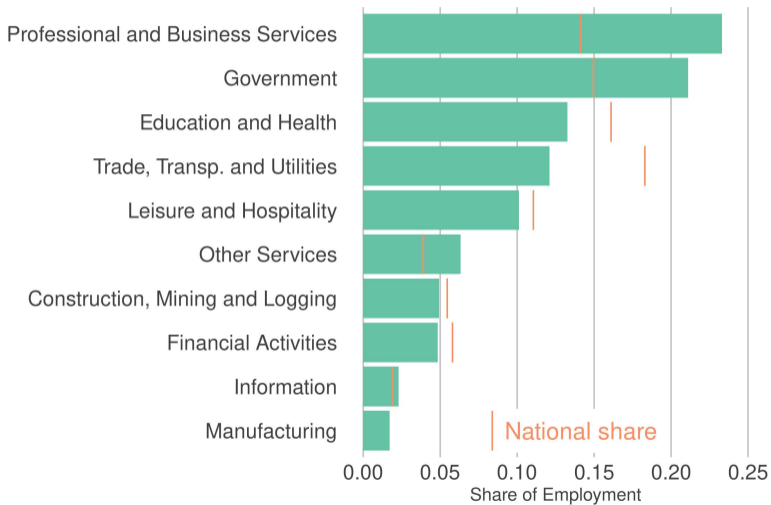
What Would Few Say?



Top Hedge Fund Manager Income

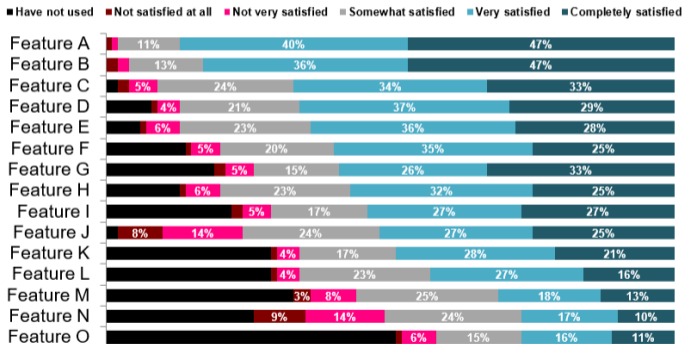


DC Industrial Mix vs Rest of the Country



Knaflic's Proportion Considerations: Presentation version

How satisfied have you been with each of these features?

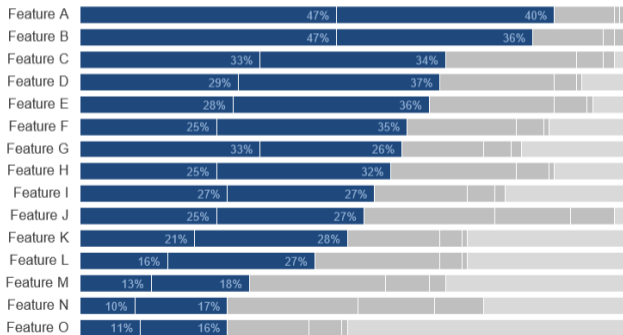


Knaflic's Proportion Considerations: Presentation version

Features A & B top user satisfaction

Product X User Satisfaction: **Features**

■ Completely satisfied ■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not satisfied at all ■ Have not used



Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

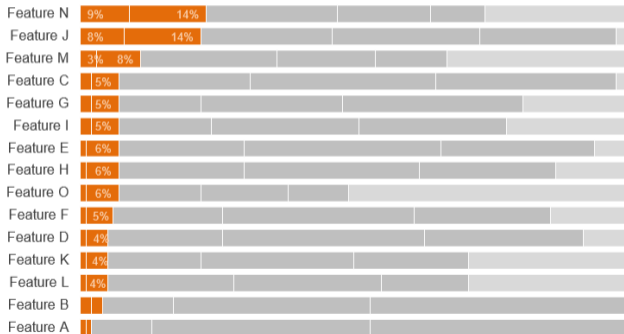
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Presentation version

Users least satisfied with Features N and J

Product X User Satisfaction: **Features**

■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied ■ Have not used



Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

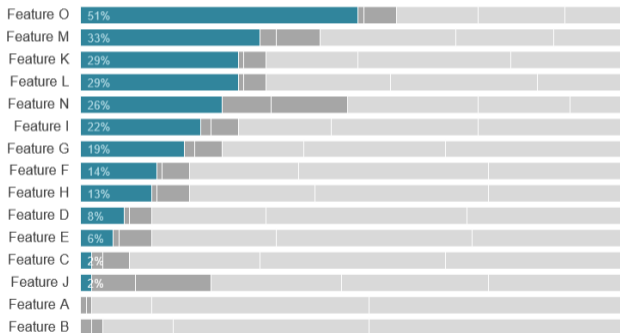
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Presentation version

Feature O is least used

Product X User Satisfaction: **Features**

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Responses based on survey question "How satisfied have you been with each of these features?".

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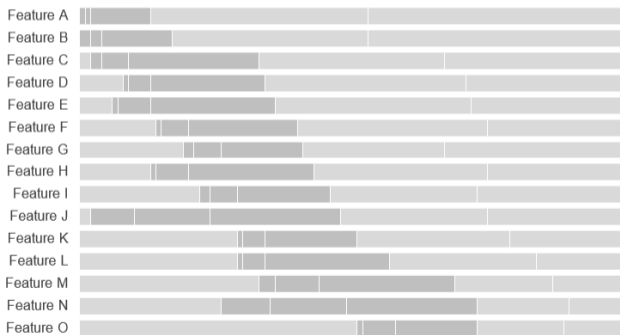
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Presentation version

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

▫ Have not used ▫ Not satisfied at all ▫ Not very satisfied ▫ Somewhat satisfied ▫ Very satisfied ▫ Completely satisfied



Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

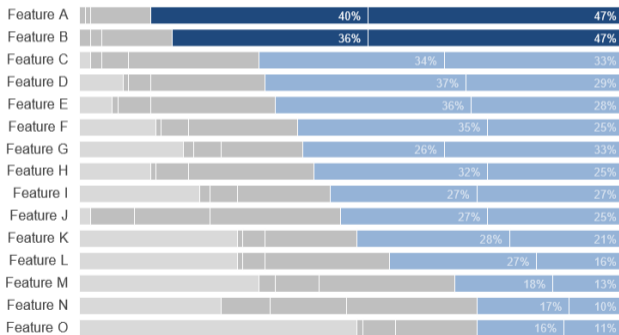
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Presentation version

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

▫ Have not used ▫ Not satisfied at all ▫ Not very satisfied ▫ Somewhat satisfied ▫ **Very satisfied** ▫ **Completely satisfied**



Features A and B
continue to top
user satisfaction

Responses based on survey question "How satisfied have you been with each of these features?".

Need more details here to help put this data into context: How many people completed survey? What proportion of users does this represent?

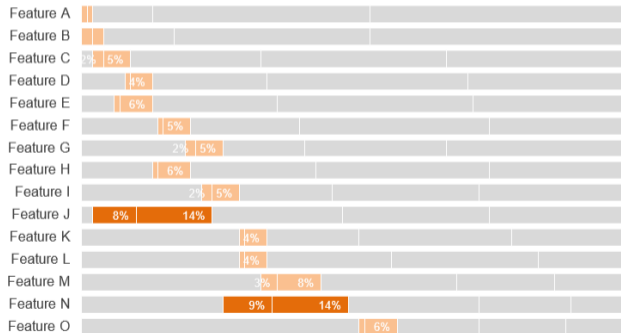
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Presentation version

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

Have not used Not satisfied at all Not very satisfied Somewhat satisfied Very satisfied Completely satisfied



Users are least satisfied with Features J and N; what improvements can we make here for a better user

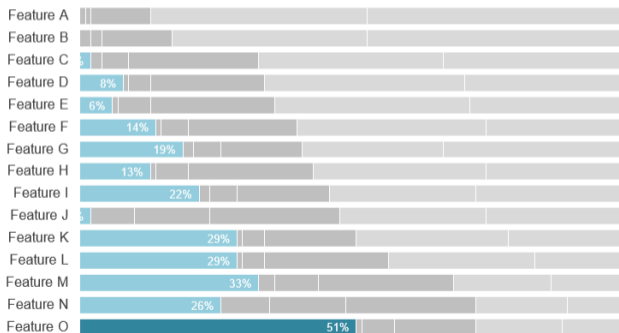
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Knaflic's Proportion Considerations: Presentation version

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Feature O is least used. What steps can we proactively take with existing users to increase utilization?

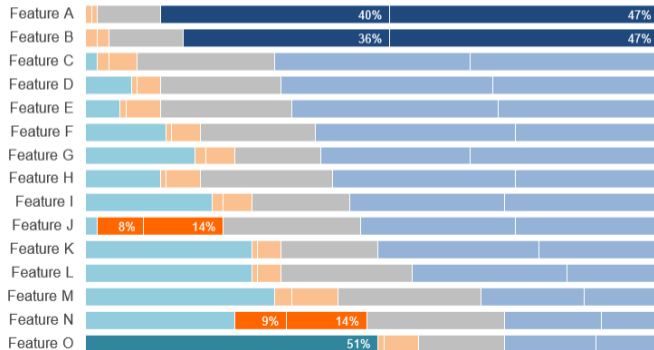
Responses based on survey question "How satisfied have you been with each of these features?".
Need more details here to help put this data into context: How many people completed the survey? What proportion of users does this represent?
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Knaflic's Proportion Considerations: Paper version

User satisfaction varies greatly by feature

Product X User Satisfaction: Features

■ Have not used ■ Not satisfied at all ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Completely satisfied



Features A and B continue to top user satisfaction

Users are least satisfied with Features J and N; what improvements can we make here for a better user

Feature O is least used. What steps can we proactively take with existing users to increase utilization?

Responses based on survey question "How satisfied have you been with each of these features?".

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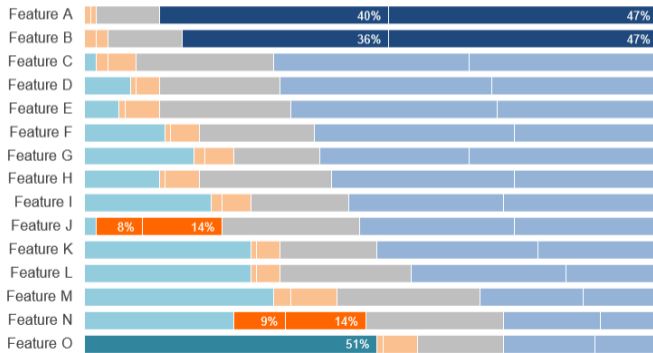
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

What Would Few Say?

User satisfaction varies greatly by feature

Product X User Satisfaction: **Features**

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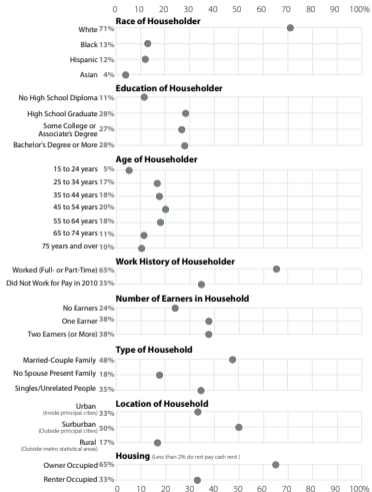
Do those who completed survey look like the overall population, demographic-wise? When was the survey conducted?

Mulbrandon on the Relative Size of Things



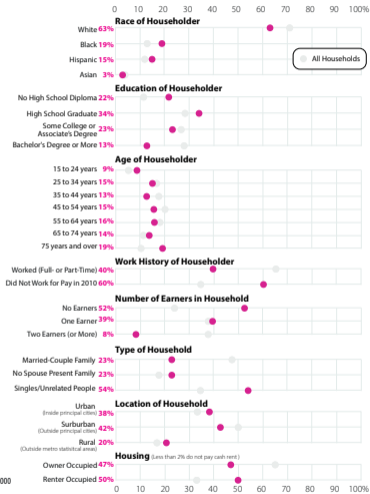
2010

Demographics of All Incomes





Demographics of Incomes below \$30,000

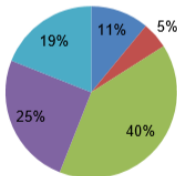


Improving on Pie Charts for Comparisons

Survey results: summer learning program on science

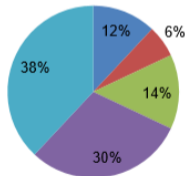
PRE: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited



POST: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited



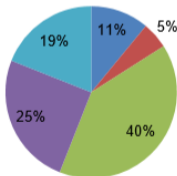
Which numbers do you want viewers to compare?

Improving on Pie Charts for Comparisons

Survey results: summer learning program on science

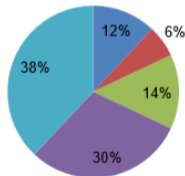
PRE: How do you feel about doing science?

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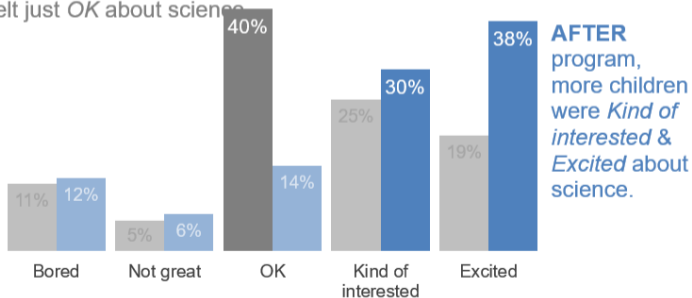
Which numbers do you want viewers to compare? Knaflic offers 5 options. I show 3.

Improving on Pie Charts for Comparisons

Pilot program was a success

How do you feel about science?

BEFORE program, the majority of children felt just *OK* about science.

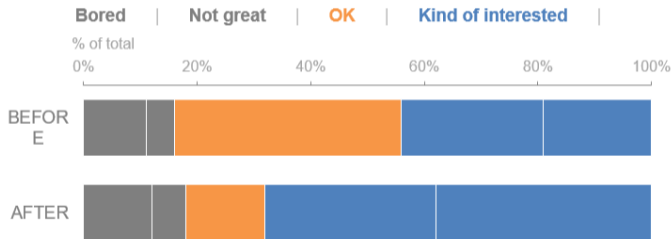


Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Improving on Pie Charts for Comparisons

Pilot program was a success

How do you feel about science?



BEFORE program, the majority of children (40%) felt just OK about

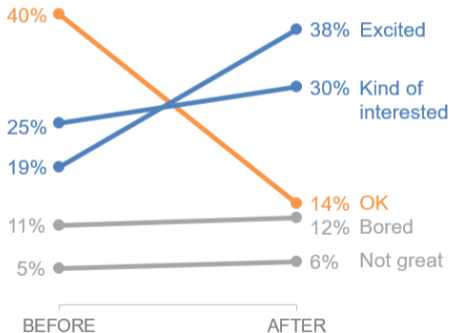
AFTER program, more children were *Kind of interested* (30%) & *Excited*

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Improving on Pie Charts for Comparisons

Pilot program was a success

How do you feel about science?



BEFORE program, the **majority of children felt just OK** about science

AFTER program, more children were *Kind of interested &*

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Pew Charts on Number of Newly Married Adults

What's Wrong and How to Fix?

ORIGINAL

Number of Newly Married Adults

In millions



Note: "Newly married" refers to adult respondents who reported marrying within the past twelve months of the interview.

Source: Pew Research Center tabulations of the 2008-2012 American Community Survey (ACS) data

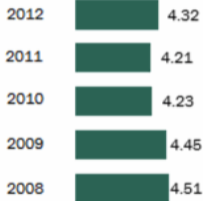
PEW RESEARCH CENTER

Show Change Over Time

ORIGINAL

Number of Newly Married Adults

In millions



Note: "Newly married" refers to adult respondents who reported marrying within the past twelve months of the interview.

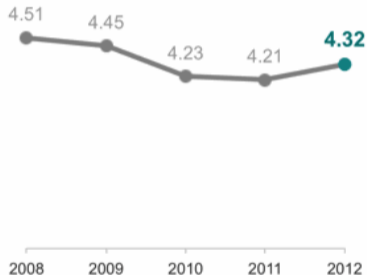
Source: Pew Research Center tabulations of the 2008-2012 American Community Survey (ACS) data

PEW RESEARCH CENTER

COLE's MAKEOVER

Number of Newly Married Adults

In Millions



"Newly married" refers to adult respondents who reported marrying within the past twelve months of the interview.

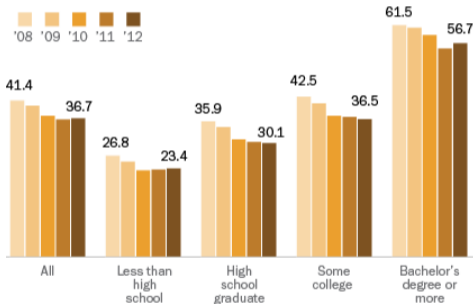
Source: Pew Research Center tabulations of the 2008-2012 American Community Survey (ACS) data.

PEW RESEARCH CENTER

Can You Pick Out the Point Here?

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced or never married at interview.

Source: US Census

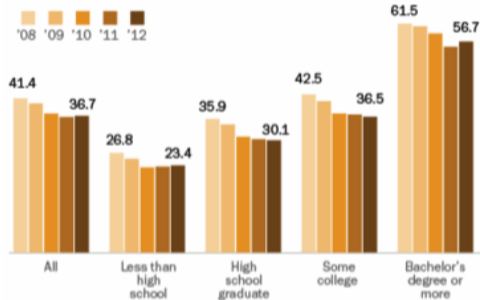
PEW RESEARCH CENTER

Highlighting the Increase for You Guys

ORIGINAL

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced or never married at interview.

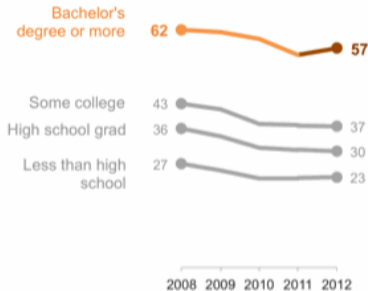
Source: US Census

PEW RESEARCH CENTER

COLE's MAKEOVER

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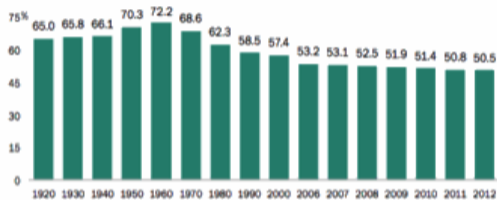
Source: US Census

PEW RESEARCH CENTER

What Would You Want to Pull Out?

ORIGINAL

Adults Currently Married



Notes: Based on adults age 18 and older. Currently married includes respondents reporting "married, spouse absent." Those reporting "separated" are not included in "currently married."

Source: Pew Research Center tabulations of the 1920-2000 Decennial Census data and 2006-12 American Community Survey (ACS) Integrated Public Use Micro Samples

PEW RESEARCH CENTER

Highlighting Peak and Trough

ORIGINAL

Adults Currently Married



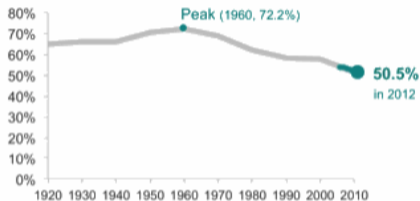
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PEW RESEARCH CENTER

COLE's MAKEOVER

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PEW RESEARCH CENTER