



**Hope** COLLEGE

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DATA AND RESEARCH

## Dashboard User Instructions

The results of the [2020 City of Holland Resident Survey](#) are available on the data visualization site, Tableau Public. The dashboard is in “story” format and contains one to two slides per question of the survey. Each slide visually presents the survey responses. For questions with two slides, the first slide displays the aggregated survey responses. The second slide, denoted with “Details” in the title, allows the user to look at the responses in more detail by selecting specific parts of the question and/or specific demographic categories of the respondents.

In order to navigate between slides, the user can click on the forward and back arrows on either side of the navigation bar above the story. The user can also click on and drag the horizontal scroll bar beneath the navigation bar or click on the desired slide title.

### 2020 City of Holland Resident Survey



On the slides denoted with “Details” in the title, headings instruct the user to select the desired level of detail to be displayed on the plot. First, the “Select a statement” heading prompts the user to click on the drop-down menu below and select the specific item of interest. For example, on the Changes in my City, State, and Country Details slide the user can choose to see how respondents rated the City of Holland, State of Michigan, or the United States as seen in the picture below.

#### Changes in my City, State, and Country

*Survey Question: On a scale of 1 to 5, with 1 meaning "going in the wrong direction," and 5 meaning "going in the right direction," how would you describe changes in the **Country**?*

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Select a statement

Country

1-Going in the wrong direction      3  
2      4

How do you want the data divided?

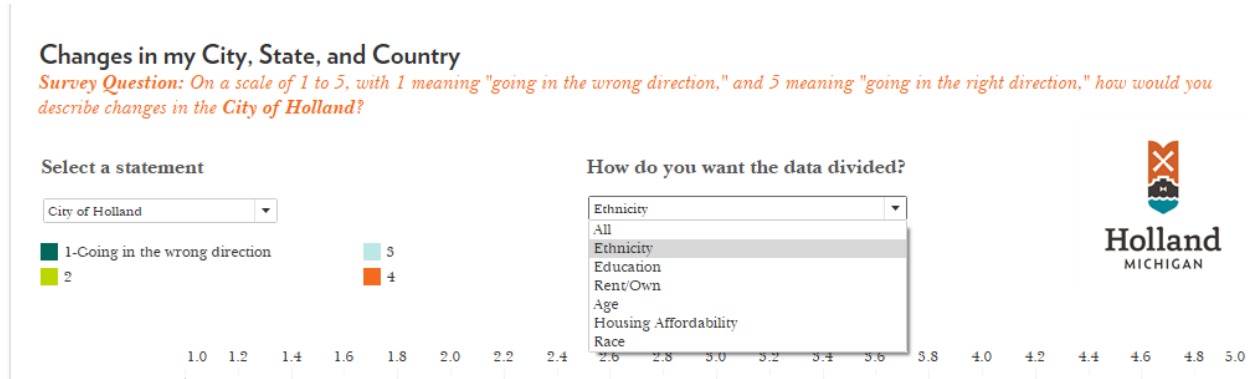
Ethnicity

5-Going in the right direction



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Once the user has selected the item of interest, he or she can then select the demographic breakdown by which to view the data by selecting an item in the drop down menu under the header “How do you want the data divided?”



Reported ethnicity categories are Hispanic/Latino and Non-Hispanic/Latino. Racial categories featured in the dashboard are Person of Color, White, and Null. Person of Color is comprised of those that identified as Black or African American, American Indian or Alaska Native, Native Hawaiian or Pacific Islander. Null includes those that answered None, Other or Refused.