



Know Your Community – Handout  
How to find and use Demographic Information

July 11, 2008 - Highlands University - Las Vegas, New Mexico

Hints:

Avoid using the Back Arrow on your browser – use breadcrumbs whenever possible  
When using Data Sets, “Clear All Selections” between searches

**How to find out which New Mexico towns and counties have been included in the American Community Survey (ACS) to date?**

- <http://factfinder.census.gov>
  - American Community Survey – click on “learn more”
  - American Community Survey Home Page (box on right)
  - 2006 Guide to the Data Products (center of page)
  - Select New Mexico
- OR
- <http://factfinder.census.gov/>
  - Get a fact sheet for your community
  - Type in city/county or zip that you are interested in
  - Tabs at top (directly under Statue of Liberty) will let you know if ACS data is available or only Census 2000

**Quick Statistics - Create a general profile or Fact Sheet for your community or county – can you find percentages and rankings in addition to numbers?**

- <http://factfinder.census.gov>
- Type in the name of your town or county in center box
- Select New Mexico

**Street Address search – Using a street address as a starting point - find out what Congressional District and School District the Address is in – What else can you find?**

- <http://factfinder.census.gov>
- Locate address search – box - lower left
- Examine options in “select a year and program”
- Type in your street address

**Exercise - Census 2000 Using Data Sets - Quick Tables - What percentage of the population of Las Vegas has a High School diploma?**

<http://factfinder.census.gov>

- Click on DATA SETS (button on blue bar on left)
- Select Summary File 3 (SF 3) radio button in center of page (education level is sample data)
- Select Quick Tables
- Select “Place” in drop down box under “select a geographic type” Hint: Towns and cities are considered places by the Census Bureau)
- Select New Mexico
- Select Las Vegas City
- Click on “Add”
- Click on “Next”
- Click on “By Subject” Tab
- Select – Education (School Enrollment or Educational Attainment)
- Click on Search button
- Select “School Enrollment”
- Click on “What’s This” to find out if it will have High School graduation data
- Add to box
- Show Result
- Notice number and **percentage (advantage of quick tables)**

### **Exercise - Census 2000 Using Data Sets - Detailed Tables**

**What is the median age of the population in Aztec, Eagle Nest, Las Vegas and Santa Fe?**

**How about San Miguel County?**

- <http://factfinder.census.gov>
- Click on DATA SETS (button on blue bar on left)
- Select Summary File 1 (SF 1) radio button in center of page (population and age are 100% full count)
- Select Detailed Tables
- Select Place
- State
- Select and Add each place to box below
- Go back up to top and select “County” in top box
- State should still be selected for you
- Select San Miguel and add to box
- Next
- Choose table by keyword or subject
- Search
- Select Table
- Add to box
- Show result

### **Exercise Census 2000 - Using Data Sets - Geographic Comparison Tables**

- 1. What county in New Mexico has the highest percentage of working single women who also have young children to care for?**
- 2. What County in New Mexico had the highest percentage of families with income below the poverty level in 1999?**
- 3. Which City in New Mexico has the highest percentage of families with income below the poverty level in 1999?**

#### Question 1.

• <http://factfinder.census.gov>

- Click on DATA SETS (button on blue bar on left)
- Select Summary File 3 (SF 3) radio button in center of page (labor force is Sample Data)
- Select Geographic Comparison Tables
- Select “State” Hint: when using GCTs always select the geography one step above what you want to find in this instance we want counties, within a state, so we select state to start with.
- Select New Mexico
- Select State-County under “table format”
- Next
- Select “Employment Status and Commuting to Work”
- Show Result

#### Question 2.

- From results of previous search, click on “Tables” on the breadcrumbs
- Select “Income and Poverty”
- Show Result

#### Question 3.

- From results of previous search, click on “Geography” on the breadcrumbs
- Select “State”
- New Mexico
- State-Place under “table format”
- Show Result

**Exercise using American Community Survey - Develop a profile of the City of Santa Fe using ACS 2006. Include both statistical information and graphic information if possible.**

• <http://factfinder.census.gov>

• Click on DATA SETS (button on blue bar on left)

Select American Community Survey (in blue box under Data Sets)

Select 2006 (ACS) radio button

Select Data Profiles

Select place under “select geographic type”

New Mexico

Santa Fe City

Show Result

Explore blue links – Social, Economic, Housing, Demographic, and Narrative

**Exercise using the UNM Bureau of Business and Economic Research site to find Estimates and Projections**

• <http://www.unm.edu/~bber/>

• Select Data at top of page in red bar

• Select Estimates and Projections (on left)

Scroll down the page and take a look at all of the options.

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