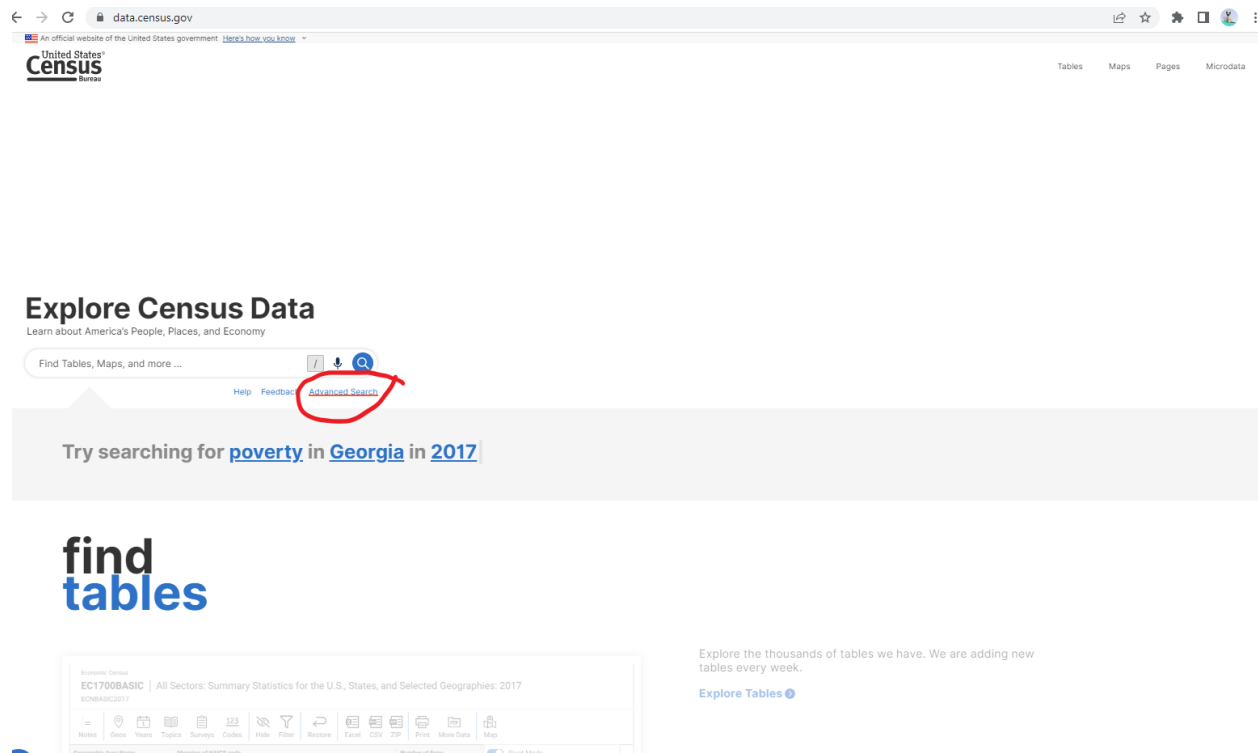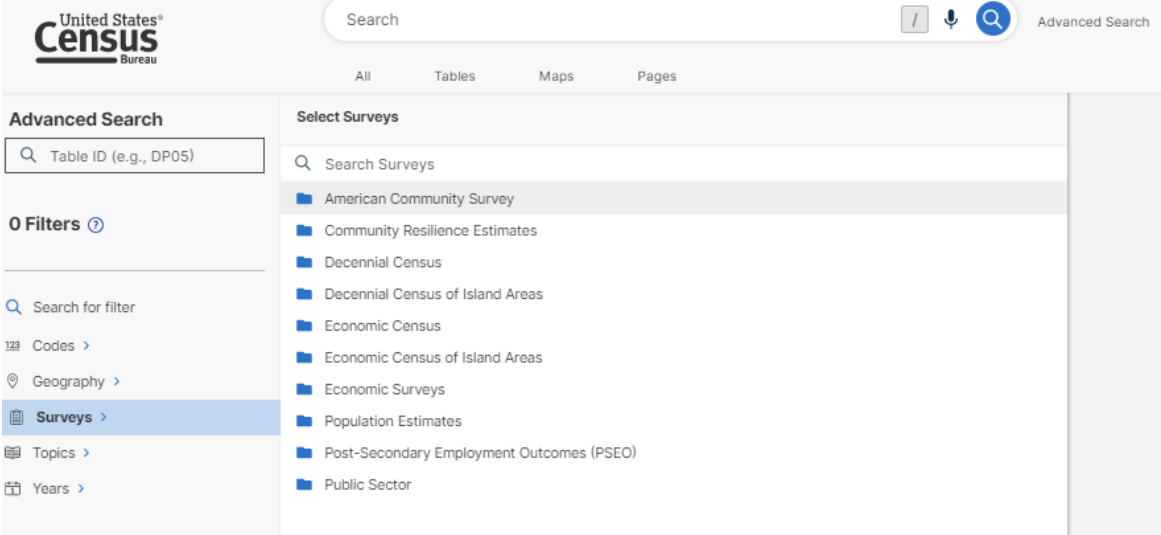How to Use Data.census.gov to Find Local Demographic Data

This guide will help you navigate Data.census.gov and the tools available to complete the Demographic Chart template found the ICASA Application for Funds.
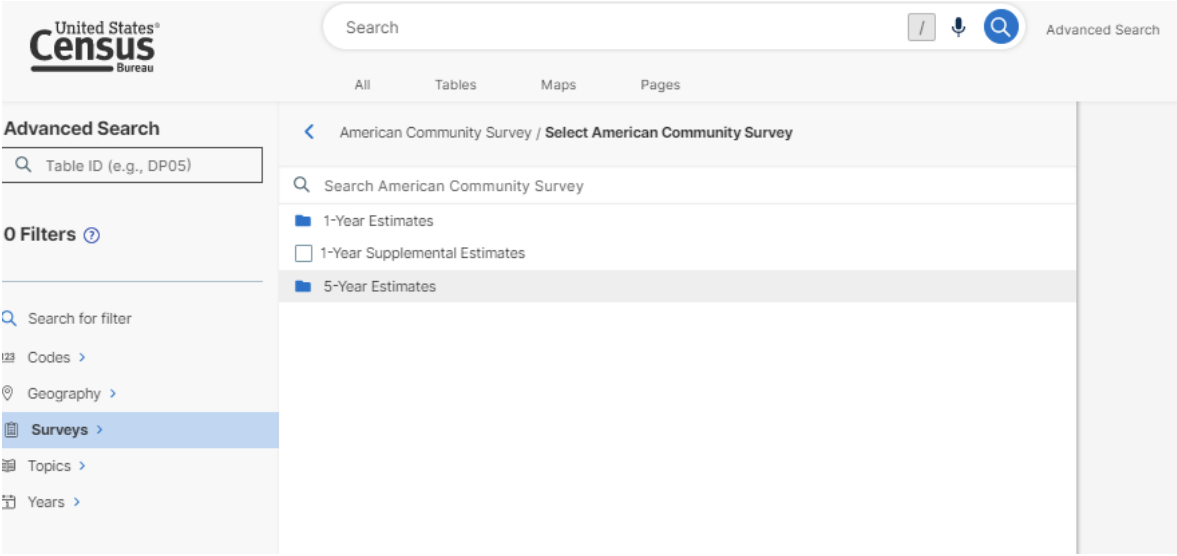
1. Go to data.census.gov in your browser (Google Chrome is recommended).

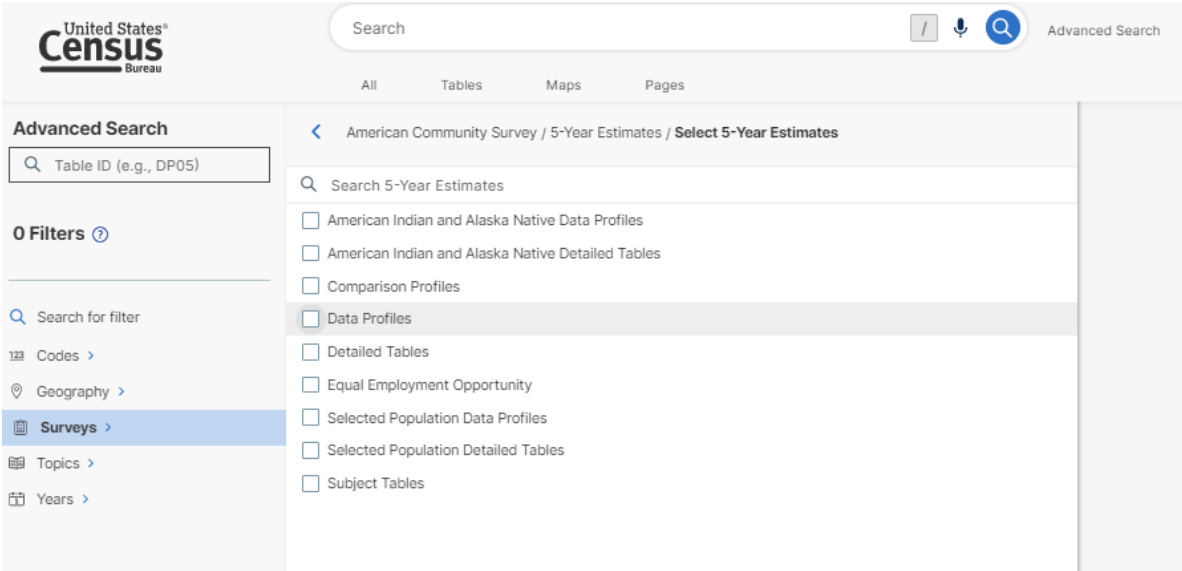2. Choose the "Advanced Search" feature underneath the search bar (circled in red).

3. Under Advanced Search, select "Surveys", then "American Community Survey" from the list that populates.
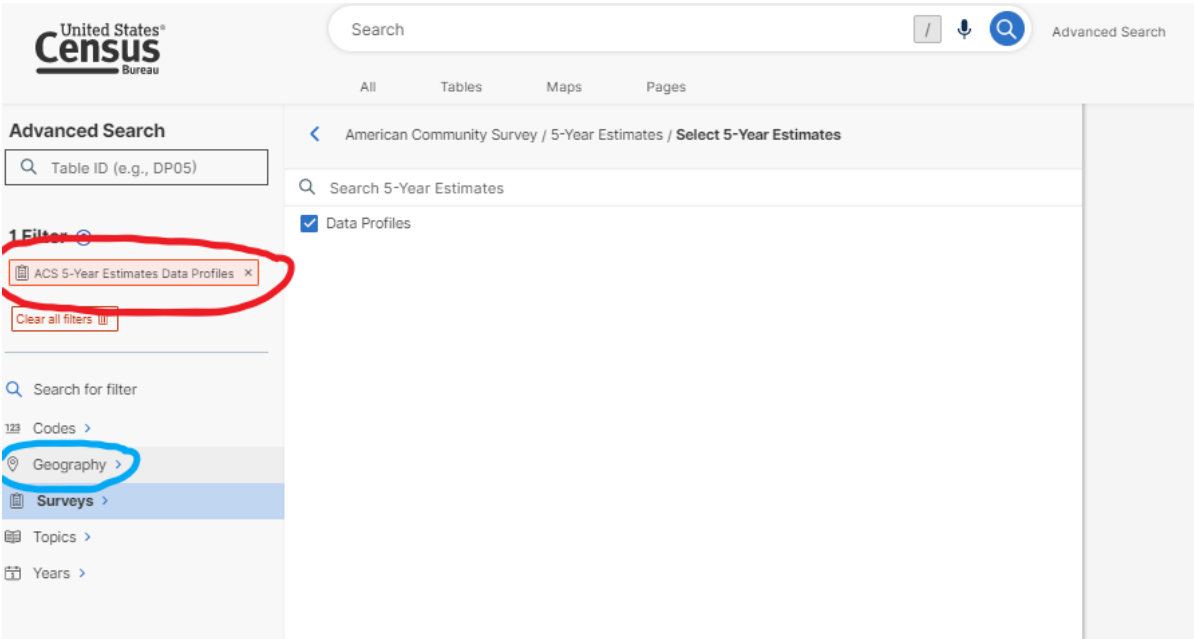

4. Once you select American Community Survey, select "5-year Estimates" from the new list.

5. For your final selection, choose "Data Profiles."

6. This will create a filter in the lefthand sidebar (circled in red). You will now select Geography (circled in blue).
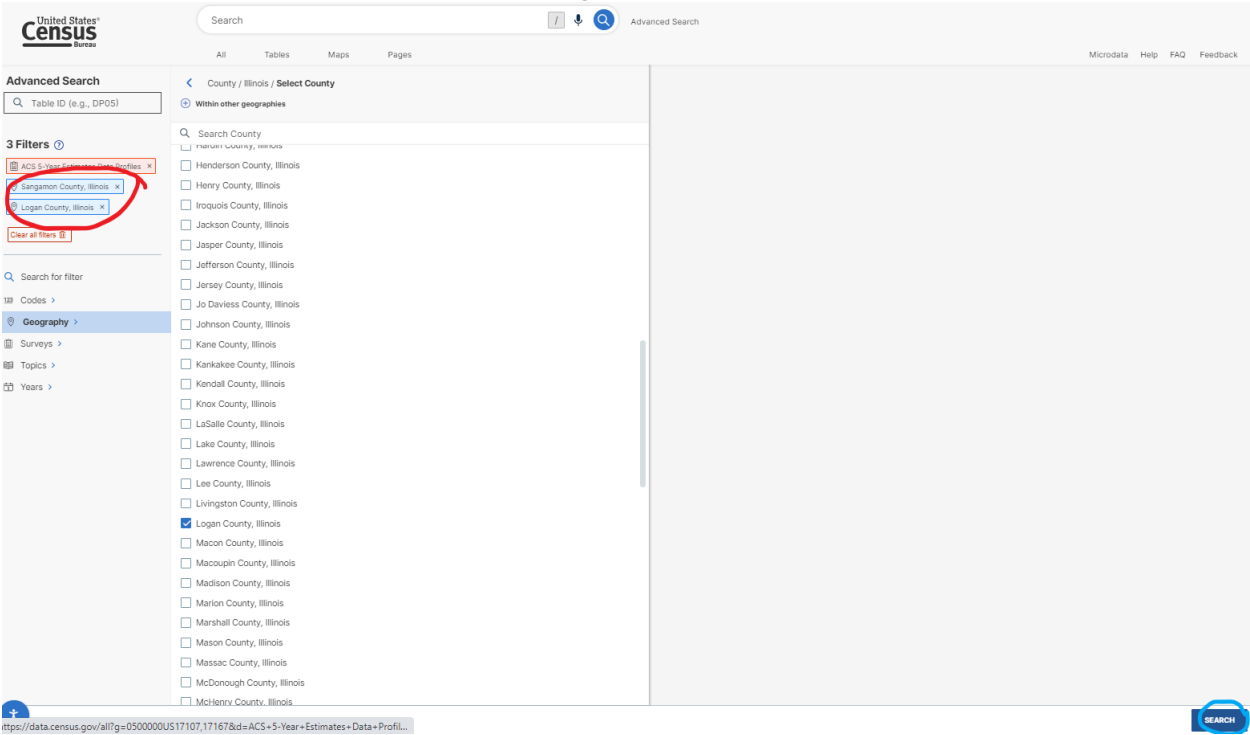
7. Under Geography, you will see a list of the most commonly used Geographies. If your center serves an entire county, you may select "County", which will then bring up a list of states. Once you choose Illinois from the list, you may select one or all of the counties your center serves from this list.

If your service area involves only a portion of a county/city, you may find these subdivisions with Place, Zip Code, or any of the other geographies listed below.

7. Your selected geographies will appear as blue boxes in the lefthand sidebar (circled in red). Once you have selected your location(s), press "SEARCH" (circled in blue, lower righthand corner).

8.Pressing "SEARCH" will create tables based on the filters selected. Data is being pulled from DP05, American Community Survey (ACS) Demographic and Housing Estimates (circled in red). The Estimate and Percentage columns will be the data used to the complete the Demographic Chart (circled in blue). You may use the Hide option to remove margin of error data from the table and the export functions to view the data in Excel or CSV (circled in green).

Please see the accompanying Census Data Sample to see the chart above exported to Excel and which population fields to use to complete the Demographic Chart.