Understanding Audiences and Visitors
Pre-Workshop Assignment

Workshop participants should bring the following information with them:
1. Any audience/visitor data you have for your institution from the previous year (2018).
2. Printouts from the US Census Bureau QuickFacts, ACS Demographic Estimates
   (instructions below)

NOTE: Disable your pop-up blocker before beginning.

How to Access US Census Bureau QuickFacts
Step 1. Go to https://www.census.gov/quickfacts/fact/table/US/PST045218
Step 2. On the upper left side of the page, enter your city (or, if you live in a city or town with less
   than 5,000 people, enter your county). NOTE: You may have to enter the city name more than
   once before the box populates with your city name to select.
Step 3. Results will appear. Print the page for your city or county that looks like this:
Comparing your results with your community

Step 4. On the QuickFacts page, click on the Magnifying Glass icon to the left of your city name (circled in orange below).

This will open a pop-up window titled “[Your city name], Texas Quicklinks.”
Step 5. Under “American Community Survey,” click on “Social Characteristics” (circled in orange below)

This will open a new fact sheet (possibly in a new tab or window) like the one shown below.
Step 6. Click “Print” (circled in orange below). Print and bring the page with you to the workshop.

Step 7. Return to the page shown at the end of Step 4. Repeat Steps 5 and 6 for the links “Economic Characteristics,” “Housing Characteristics,” and “Demographic and Housing Characteristics.”