

## 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:

Table

All Topics	Austin city, Texas	United States
Population estimates, July 1, 2018, (V2018)	964,254	327,167,434
<b>PEOPLE</b>		
<b>Population</b>		
Population estimates, July 1, 2018, (V2018)	964,254	327,167,434
Population estimates base, April 1, 2010, (V2018)	802,078	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	20.2%	6.0%
Population, Census, April 1, 2010	790,390	308,745,538
<b>Age and Sex</b>		
Persons under 5 years, percent	6.7%	6.1%
Persons under 18 years, percent	21.2%	22.6%
Persons 65 years and over, percent	8.4%	15.6%
Female persons, percent	49.4%	50.8%
<b>Race and Hispanic Origin</b>		
White alone, percent	75.0%	76.6%
Black or African American alone, percent (a)	7.6%	13.4%
American Indian and Alaska Native alone, percent (a)	0.5%	1.3%
Asian alone, percent (a)	7.0%	5.8%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.1%	0.2%
Two or More Races, percent	3.1%	2.7%
Hispanic or Latino, percent (b)	34.5%	18.1%
White alone, not Hispanic or Latino, percent	40.6%	60.7%

## 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).

Table

All Topics	Austin city, Texas	United States
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<b>PEOPLE</b>		
<b>Population</b>		
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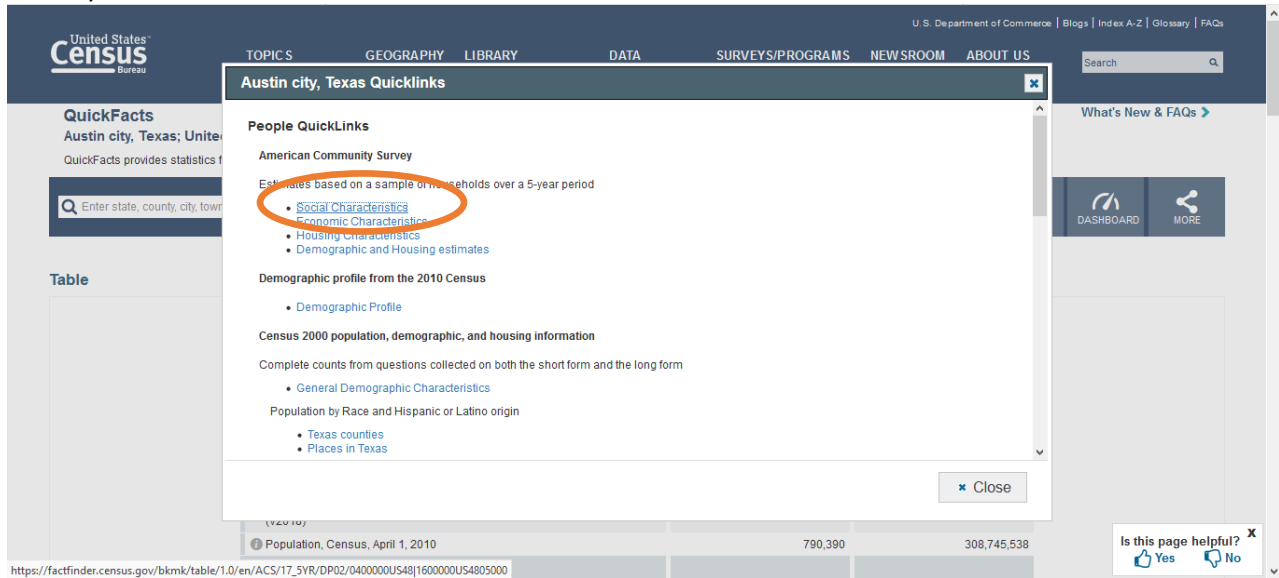
This will open a pop-up window titled “[Your city name], Texas Quicklinks.”

The screenshot shows the Census Bureau website interface. A pop-up window titled "Austin city, Texas Quicklinks" is open, displaying a list of links under the heading "People QuickLinks". The links include:

- American Community Survey
  - Estimates based on a sample of households over a 5-year period
    - Racial Characteristics
    - Economic Characteristics
    - Housing Characteristics
    - Demographic and Housing estimates
- Demographic profile from the 2010 Census
  - Demographic Profile
- Census 2000 population, demographic, and housing information
  - Complete counts from questions collected on both the short form and the long form
    - General Demographic Characteristics
  - Population by Race and Hispanic or Latino origin
    - Texas counties
    - Places in Texas

The pop-up window has a "Close" button at the bottom right. In the background, the main website content is partially visible, showing a table with population data for Austin city, Texas, and the United States. A search bar is also visible in the top right corner of the website.

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.

The screenshot shows a web browser displaying a fact sheet from the Census Bureau. The title is "SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES 2013-2017 American Community Survey 5-Year Estimates". The table below compares data for Texas and Austin city, Texas, across various household categories. The table includes columns for Estimate, Margin of Error, and Percent for both Texas and Austin city, Texas.

Subject	Texas				Austin city, Texas			
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>HOUSEHOLDS BY TYPE</b>								
Total households	9,430,419	+/-18,380	9,430,419	(X)	361,257	+/-1,810	361,257	(X)
Family households (families)	6,560,303	+/-19,923	69.6%	+/-0.1	187,940	+/-2,318	52.0%	+/-0.6
With own children of the householder under 18 years	3,121,623	+/-17,679	33.1%	+/-0.1	91,388	+/-1,715	25.3%	+/-0.5
Married-couple family	4,753,571	+/-23,136	50.4%	+/-0.2	136,751	+/-2,251	37.9%	+/-0.6
With own children of the householder under 18 years	2,138,562	+/-18,099	22.7%	+/-0.2	83,959	+/-1,540	17.7%	+/-0.4
Male householder, no wife present, family	481,764	+/-5,892	5.1%	+/-0.1	14,154	+/-907	3.9%	+/-0.3
With own children of the householder under 18 years	224,325	+/-3,497	2.4%	+/-0.1	5,928	+/-600	1.6%	+/-0.2
Female householder, no husband present, family	1,324,968	+/-8,135	14.0%	+/-0.1	37,035	+/-1,326	10.3%	+/-0.4
With own children of the householder under 18 years	758,736	+/-6,914	8.0%	+/-0.1	21,501	+/-952	6.0%	+/-0.3
Nonfamily households	2,870,116	+/-10,303	30.4%	+/-0.1	173,317	+/-2,488	48.0%	+/-0.6
Householder living alone	2,352,249	+/-9,441	24.9%	+/-0.1	123,764	+/-2,429	34.3%	+/-0.6
65 years and over	759,886	+/-7,757	8.1%	+/-0.1	22,370	+/-890	6.2%	+/-0.2
Households with one or more people under 18 years	3,530,159	+/-17,320	37.4%	+/-0.1	99,014	+/-1,742	27.4%	+/-0.5
Households with one or more people 65 years and over	2,234,753	+/-6,954	23.7%	+/-0.1	55,470	+/-845	15.4%	+/-0.2
Average household size	2.84	+/-0.01	(X)	(X)	2.48	+/-0.01	(X)	(X)

**Step 6.** Click “Print” (circled in orange below). Print and bring the page with you to the workshop.

1 Advanced Search 2 Table Viewer Result 1 of 1 VIEW ALL AS PDF

DP02 SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES  
2013-2017 American Community Survey 5-Year Estimates

Table View

Actions: [Modify Table](#) [Add/Remove Geographies](#) [Bookmark/Save](#) **Print** [Download](#) [Create a Map](#)

[View Geography Notes](#) [View Table Notes](#)

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities, and towns and estimates of housing units for states and counties.

Versions of this table are available for the following years:  
2017  
2016  
2015  
2014  
2013  
2012  
2011  
2010

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Average household size	2.84	+/-0.01	(X)	(X)	2.48	+/-0.01	(X)	(X)

**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.”

United States Census Bureau

TOPICS GEOGRAPHY LIBRARY DATA SURVEYS/PROGRAMS NEWSROOM ABOUT US

Austin city, Texas Quicklinks

People QuickLinks

American Community Survey

Estimates based on a sample of households over a 5-year period

- [Social Characteristics](#)
- [Economic Characteristics](#)
- [Housing Characteristics](#)
- [Demographic and Housing estimates](#)

Demographic profile from the 2010 Census

- [Demographic Profile](#)

Census 2000 population, demographic, and housing information

Complete counts from questions collected on both the short form and the long form

- [General Demographic Characteristics](#)

Population by Race and Hispanic or Latino origin

- [Texas counties](#)
- [Places in Texas](#)

Population, Census, April 1, 2010

790,390 308,745,538

Is this page helpful? Yes No