

## Census Tools and Tips

**Census Home Page** – Pop clock, America counts stories, latest news, visualizations, publications, events, and register for subscriptions.

<https://www.census.gov/>

**Newsroom** – facts for features (example-veteran stats for Veterans month), stats for stories, tip sheets (discusses what is happening at the bureau – data releases, events, product releases).

<https://www.census.gov/newsroom.html>

**Library** - Infographics and visualizations – Good for social media and reports. We provide interesting graphics based on data releases and national days such as “national donut day”.

<https://www.census.gov/library/visualizations.html>

**American Community Survey** – This site has loads of information on the survey including the questionnaire and why we ask each question.

<https://www.census.gov/programs-surveys/acs/>

**American FactFinder (AFF)** – American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys.

<https://factfinder.census.gov>

We stepped through three different searches in AFF.

- Community Facts – For the example used ZIP Code and looked at income tab.
- Guided Search – For the example used employment tab (labor force table) using ZIP Code as the geography.
- Advanced Search – Looked at Data Profile product (tables DP02, DP03, DP04, DP05) using Fairbanks North Star Borough as the geography. We also mapped age data for census tracts within the borough.

### ***Community Facts - Income table for ZIP Code 99701***

American FactFinder (AFF blue ribbon) > Community Facts

(Enter a state, county, city, town, or zip code) text box: **99701**> GO

Click on “Income” filter bar on the left-hand side

### **Note you can link to data tables by clicking the blue hyperlinks:**

Click hyperlink for the “Earnings in the past 12 months” then look at the box header (gray column headings) and note that **ZCTA5 99701** (for ZIP Code Tabulation Area 5-digit code **99701**) spans all data columns. All data are for **99701**.

### ***Advanced Search – Data Profile Tables for Fairbanks North Star Borough, AK***

On the blue menu bar (below the AFF logo), select Advanced Search

In the Your Selections box (top left now) – click “clear all selections and start a new search” (if there are selections)

Easiest method: Use the two text boxes

(Left side: topic or table name) > enter data profile

(Right side: state, county or place) > enter Fairbanks North Star Borough, AK

(On the type-ahead drop-down menu, highlight Fairbanks North Star Borough, Alaska) > GO

Choose the 2017 ACS 1-year estimates (2017) for each selection.

Click the checkboxes for DP02, DP03, DP04, and DP05 > click “View” at the top of list.

DP02 will be the first profile displayed.

To display the next one, click the right arrow top right of page, Result 1 of 4. You may view each profile consecutively by clicking right arrow again

Back to Advanced Search (at the top of the page in the blue banner) and clear all selections

The keyword search is the easiest way to create the data profiles at the state, county, or place levels, but with the Geography filter you may create the data profiles down to the census tract or ZIP Code Tabulation Area levels.

See AFF Help > Advanced Search > Search Using Filters

**State Data Center** – The State Data Center (SDC) program is one of the Census Bureau's longest and most successful partnerships. The partnership was created to make data available locally. Here is a list of partners in Alaska:

<https://www.census.gov/about/partners/sdc/member-network/alaska.html>