UNDERSTANDING AUDIENCES and Visitors
Pre-Workshop Assignment

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

How to Access US Census Bureau QuickFacts
- Go to http://quickfacts.census.gov/qfd/index.html
- Select your state
- Select your city or county (if you are rural)
- Results will appear. Print the page for your city or county that looks like this:

Comparing your results with your community
For ACS Demographic Estimates: from the QuickFacts page, click on “browse data sets for NAME OF YOUR COMMUNITY.” Then under American Community Survey click on “Demographic, Social, Economic, and Housing Characteristics.” A new fact sheet will appear. Scroll down to ACS Demographic Estimates and click on “show more.”

A page like the one below should appear. Please print and bring.