

Creating Your Community Profile

Few things could be more critical to the success of parks and recreation than having a clear picture of who lives in your community.

Some of that community information is easily available to you through the census web site.

You can find the answers to the following questions:

- How Colorado Differs from the rest of the United States
- How Your City or County Differs from the rest of Colorado
- Specific Profile of Your Community with additional information on general, social, economic, and household characteristics.

Go to the Census website: www.census.gov and follow these simple guidelines:

How Colorado Differs from the rest of the United States

1. On right side of the site, “Data Finders” scroll down to “Area Profile, Quick Facts”
2. Pull down screen to “select a state” and select “Colorado”

Find An Area Profile with [QuickFacts](#)

For the following combo box, to make a selection, press enter then alt plus down arrow and use the up and down arrows.
Select a state to begin

3. The information on this screen compares Colorado to the rest of the country.

Example: Colorado is “whiter than the rest of the United States” at 90.3% compared to 80.2%

Example: Colorado has a higher percentage of Hispanics than the rest of the United States at 19.5% to 14.4%

Please Note: There is a great deal of other information included in this chart, please review for your purposes.

How Your City or County Differs from the rest of Colorado

1. Following the steps listed for “Colorado Differs from the rest of the United States”, select either “county” or “city” from the pull down screens.

Example: El Paso County has a lower percentage of Hispanics at 12.7% than the state of Colorado overall at 19.5%. The number of person per square mile in El Paso is 243.1 compared to 41.5 for Colorado

Example: Littleton has a higher percentage of people who speak a language other than English at home at 9% compared to 15.1% for Colorado overall. Littleton also has a far slower population growth rate than the rest of Colorado at 0.6% compared to 5.8% for Colorado

Please Note: There is a great deal of other information included in this chart, please review for your purposes.

Specific Profile of Your Community with additional information on general, social, economic, and household characteristics.

1. Go to census website at www.census.gov
2. At the right of the site under Data Finder, there is a “population finder” section where you can enter the name of your community and select your state.

Population Finder

Enable Javascript for access to this tool or see data available from the [American Community Survey](#).

city/ town, county, or zip

or state 

3. That brings you to a page that doesn’t tell you too much, but you need to look lower on the page to the section “See more results” and click on “Fact Sheet”

View more results...

Population for all cities and towns in Colorado, 2000:
[alphabetic](#) | [ranked](#)
Map of Persons per Square Mile, City/Town by Census Tract:
[2000](#) | [1990](#)

See more data for Littleton city, Colorado on the [Fact Sheet](#) and other links on the left.

4. The “Fact Sheet” gives you an overview of comparisons between your community and the United States on a number of key factors.

5. ****To make the most of this data**** You need to click individually on each of the following:
- General Characteristics - [show more](#)**
 - Social Characteristics - [show more >>](#)**
 - Economic Characteristics - [show more >>](#)**
 - Housing Characteristics - [show more](#)**

The additional information on these pages is VERY powerful.

Compiling this Data and Making Sense of It

One way to use this data is to create a chart that compares your community or county to the rest of the State and the rest of the United States. Identify and incorporate additional categories that you find helpful from the Fact Sheet on your community.

This helps to create a more specific profile for your community.

Example Created for California Community:

Comparisons City, County, State, and Country on Key Factors

Actual County is represented as “XXX”

Actual City is represented as “YYY”

While trends are a critical aspect of making projections and plans for the future, they also need to be placed within a specific context. One starting point for that context is to identify the ways in which a community may be different and/or similar from the rest of the world. In this case, the rest of the world includes the Census 2000 demographics for the United States, the State of California, XXX County, and the city of YYY.

Listed below are a few ways in which YYY, as a community, differs from the general population of the United States and California:

Factor	United States	California	XXX County	YYY City
Population Change (1990-2000)	13.1%	13.6%	12.4%	6.0%
White Persons	75.1%	59.5%	53.8%	63.8%
Black	12.3%	6.7%	2.8%	2.5%
Asian	3.6%	10.9%	25.6%	20.7%
Latino	12.5%	32.4%	24.0%	18.3%
Persons under 5	6.8%	7.3%	7.1%	6.0%
Persons under 18	25.7%	27.3%	24.7%	18.0%
Persons 65+	12.4%	10.6%	9.5%	10.5%

Living in Same House (1995-2000)	54.1%	50.2%	51.2%	42.6%
% Foreign Born	11.1%	26.2%	34.1%	35.0%
Language other than English	17.9%	39.5%	45.4%	39.9%
High School Graduates	80.4%	76.8%	83.4%	89.0%
Bachelor's Degrees +	24.4%	26.6%	40.5%	55.3%
Homeownership	66.2%	56.9%	59.8%	41.4%
Multi-unit structures	26.4%	31.4%	31.6%	31.4%
Persons per household	2.59	2.87	2.92	2.25
Median household Income (1999)	\$41,994	\$47,493	\$74,335	\$69,362
Percapita Income (1999)	\$21,711	\$21,587	\$32,795	\$39,693
Below Poverty Level (1999)	12.4%	14.2%	7.5%	6.8%
Persons per square mile	79.6	217.2	1,303.6	5,861.4

Similarities and Differences

YYY is growing at a much slower pace than the rest of the country, state, and county much of that likely dictated by available building opportunities. While it is growing more slowly, its population differs significantly from the rest of the country. While it has a lower percentage of White residents than does the United States overall, its percentage of that group is higher than it is for the state and county. There are half as many Blacks in California as there is in the rest of the United States and XXX County and YYY have an even smaller percentage of that population.

The percentage of the Asian population in the United States is under 4% in contrast to the percentage of Asians living in both XXX County and YYY. While it has a higher percentage of Asians than does the State of California overall, its percentage of Latino is quite a bit smaller than the percentage for both the state and country at 32% and 12% respectively.

YYY is distinct and unique from the rest of the country and the State of California in other ways as well. It has less mobility than the country, state, and county and has a largest percentage of households with foreign born individuals at 35%, a rate 3 times as high as that of the country but very similar to the other communities in XXX county. Similar percentages reflect the number of households where a language other than English is spoken at home.

The community has more residents that are foreign born and fewer people living in the same houses over a five year period than the rest of the country, but it has over double the percentage of individuals holding bachelor's degrees or higher. This high level of educational attainment may help

explain the smaller size of households and higher than average incomes, but is somewhat contrary with percentages of home ownership.

One of the most overwhelming differences included within 2000 Census data relates to the number of persons living per square mile within the community. On a national level, the percentage is 79.6 persons per square mile. This low density across the country is not reflected in a more compact California at 217 persons per square mile. The rates for XXX County sharply contract with both the country and the state at 1,303, but when compared with the rate in YYY of 5,861 persons per square mile, then XXX County appears to be almost spacious.