

USING THE 2011 AMERICAN FACTFINDER TOOL

Instructions for using the new American FactFinder Tool *(Available beginning 2011)*

HOW TO GET MORE HELP: Additional tutorials and support information can be found at <http://factfinder.census.gov/home/saff/aff2.html>

ACCESS THE AMERICAN FACTFINDER TOOL: Enter the following address in your Browser's address bar or click the following link: <http://factfinder2.census.gov/main.html>

QUICKSTART: An easy way to find data in American FactFinder is to enter search terms in the QUICK START section of the Main Page. For example, to find data about poverty in Arkansas:

- Type "poverty" in the TOPIC field
- Type "Arkansas" in the GEOGRAPHY field
- Click the GO button


The Search Page displays showing the best matches for the search terms you entered. Notice that the search terms you entered are listed in the YOUR SELECTIONS section in the upper-left area of the page. The names of tables and other products (documents, prepackaged data files, etc.) matching the items in YOUR SELECTIONS are also displayed in the RESULTS section of the Search Page.

IMPORTANT NOTE ABOUT SEARCH RESULTS: Search results include comprehensive selections from the 2000 census, the 2008 population estimates, and the 2010 census. The data set from which each result is derived is listed in the DATASET column of the Search Results page.


FILTER THE SEARCH RESULTS: From the Search Page, narrow your search results by selecting from the following filters located along the left-hand column of the page:

- Topics - used to find tables and other data products by subject, year, data set, product type, and more.
- Geographies - find counties, places, and other census geographies by entering a geography name, selecting geography filters, entering an address, or selecting from a map. As you add geographies to YOUR SELECTIONS, the list of available data products will be updated to show only the products available for the selected geographies.
- Population Groups - select race, ethnic, and ancestry groups to find the data you need.
- Industry Codes - find economic data using NAICS and Product codes.

You can also use the SEARCH WITHIN RESULTS FOR... field to refine results for only the tables that contain the keywords you're interested in.

Remove filters from YOUR SELECTIONS by clicking the remove icon  next to the filter you want to remove.

You can do the following from the Results pane:

- **View data from one table.** Click on a hyperlinked title in the Results pane to view that table or product.
- **Compare data from multiple tables.** Use the checkboxes to select multiple tables, and then click the View button.
- **Sort results.** Click the column headers for ID, Title, or Data Set to sort the list of results.
- **Learn more about the data displayed.** Clicking the information icons  on the right side of the Results pane opens a new browser window displaying additional information about the table or product.

The Results Page displays the data product(s) you've selected. For statistical tables, the Table ID, Table Title, and Data Set name are displayed above the table. For other types of data products, the details about the product are displayed.

PRINT, BOOKMARK, or EXPORT DATA: From the Results Page you can Print, Download, and Bookmark tables. Other functions are available depending on the type and structure of the table. These functions include:

- **Modify Table** – one or more of the following functions may be available depending on the structure of a table:
 - expanding and collapsing data categories in the table stub (the leftmost column(s) of the table)
 - sorting rows
 - rearranging columns
 - transposing the rows and columns of the table
 - filtering the rows of a table based on a data values in a column
- **Create a Map** – generate a thematic map based on the value in a table. This is only available for multiple geography tables when more than one geography of the same type has been selected (more than 1 state, more than one county, etc.)
- **View Table Notes** – displays the head notes and footnotes associated with the table. Whenever you print a table, the notes are always printed with the table.

To change the geographies, industries, or population groups you want to see in your table, click the **BACK TO SEARCH RESULTS** button and add or remove items using the options available in the left-hand column of the page.