Tips for using the U.S. Census website for POW/ROA demographic information

Picture of Fact Finder page (http://factfinder.census.gov/home/saff/main.html?_lang=en) Click “get data” under “Decennial Census”
Keep first option selected, then click "Quick Tables"
Click “Address Search”
Type in an address, click "Go." This will give you the census tract number for a particular address.
Click the census tract line, then “add” below the box. Then click “Next.”
You are then presented a listing of fact tables, from which you can choose.
I use the “Profile of Demographic Characteristics,” which give me breakdowns by age (so I can isolate my POW potential and target audiences), race and ethnicity, and household information.
If you would like information on socioeconomic status of residents in a particular census tract, go back to the data sets page, and select the third option, “Sample Data.” Choose “Quick Tables,” type in the tract number, and “next”
This table is “DP-3: Profile of Selected Economic Characteristics,” and will tell you household income, number of cars owned, and even how many commute to work.