



GETTING TO KNOW YOUR NEIGHBOR: DEMOGRAPHIC CHARACTERISTICS IN MY COMMUNITY

Activity Item

This activity uses the following online tool:

- QuickFacts
www.census.gov/quickfacts

Student Learning Objectives

- I will be able to use an online tool to identify and describe the demographic characteristics of the people in my community.
- I will be able to identify the types of services or businesses that are in demand based on the demographic characteristics of my community.
- I will be able to analyze and help create a visual representation of data on demographic characteristics.

NAME: _____ DATE: _____

Part 1

Demographic characteristics can be used to describe a population (a group of people). With your teacher, you will create a population pyramid that shows how many girls and boys of different ages are in your class.

Part 2

Now that we've learned some of the demographics of the students in this classroom, let's figure out some demographic characteristics of the people in a county in Michigan using information from an online tool called QuickFacts.

1. First, we are going to examine a county in Michigan called Midland County to compare changes over time. The data for 2010 is filled in for you. Using QuickFacts, complete the table below by filling in the demographic characteristics for Midland County in 2017.

| Demographic Characteristic | Midland, Michigan, 2010 | Midland, Michigan, 2017 |
|---|--------------------------------|--------------------------------|
| Population | 83,629 | |
| Percentage of people under 5 | 5.6% | |
| Percentage of people under 18 | 23.7% | |
| Percentage of people 65 and older | 14.8% | |
| Percentage of people who are female | 50.9% | |
| White (percent) | 95.0% | |
| Black or African American (percent) | 1.2% | |
| American Indian and Alaska Native (percent) | 0.4% | |
| Asian (percent) | 1.9% | |

(Fun fact: QuickFacts does not include the percentage of people who are male, but you can figure that out by subtracting the percentage of females from 100 percent.)

2. What do you notice about the data in your table? What trends or changes over time do you notice in the demographic characteristics of Midland County between 2010 and 2017? What similarities do you see?

3. Now we are going to look at the county where your school is located. Using QuickFacts, complete the table below by filling in the demographic characteristics for your school's county in 2017.

| Demographic Characteristic | _____, 2017 |
|---|-------------|
| Population | |
| Percentage of people under 5 | |
| Percentage of people under 18 | |
| Percentage of people 65 and older | |
| Percentage of people who are female | |
| White (percent) | |
| Black or African American (percent) | |
| American Indian and Alaska Native (percent) | |
| Asian (percent) | |

4. Using the data for 2017 about your school’s county, decide whether you think the following businesses or services were in demand in 2017. Explain why.

| Service/Business | Demand (Low, Medium, or High) | Explanation |
|----------------------------------|--------------------------------------|--------------------|
| Day care | | |
| Assisted living or nursing homes | | |
| Nail salon | | |

5. How might a business owner or leader of a community organization like a library, public pool, or community center use these data on demographic characteristics to make decisions for their organization or business?

Reflection and Looking Forward

Now that you've answered all of the activity questions, how do you think you could use data on demographic characteristics in your own life, in the future? As you get older, how could these data help you make decisions?