

# Where can I find demographic information about my community?

As a nonprofit, researching demographic information can help you better identify the needs of your community and gaps in its services. Using this data in a grant proposal can help illustrate how and why your nonprofit's mission addresses your community's needs.

[American Fact Finder](#) is the U.S. Census Bureau's portal for community-specific information. You can search by ZIP code, city, county, and/or state to find a specific area's income levels, ethnicities, ages, and other social characteristics.

For regionally collected indicators or statistics, also check your local, county, and state government web sites, as well as your local public or academic libraries.

The Urban Institute also has [interactive maps](#) on a variety of subjects such as schools, housing and education. You can find many more resources in the curated selection of websites below.