Data for Dollar$$

Census Data
for
Grant Writers

Grant Professionals Association
Portland, Oregon
October 17, 2014

United States Census
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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Outline

- Census data in grant proposals
- Census Bureau programs and concepts
- Accessing the data
- Presenting the data
- Sources and resources
- Summary: Where to start
- DIY exercises

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Census Data in Grant Proposals

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A Successful Grant Proposal Is . . .

- Well organized

- Thoughtfully planned

- Concisely packaged

- Backed with supportive data

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Grant Components

- Activity plan and timeline

- Budget section

- References

- Needs statement

- Goals and objectives

- Project description

Supportive Data

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The Needs Statement
Powerful Component

- Describes the population that will benefit or the target population to be served

- Defines the community problem to be addressed

  - Presents situation factually – in measureable terms (data)

  - Describes situation qualitatively -- *writer makes it SING!*

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Demographic Data Help Answer Questions Like . . .

- How many people live here?
- How has the number of people changed?
- How old or young are the people?
- What race and ethnicity are they?
- How well educated are the people?
- What languages do they speak?
- How many single parents?
- How many households are low-income?

Look at 2010 Census National Trends

- Aging of the population
- Declining household size
- Changing household composition
- Grandparents as caregivers
- Mothers with infants returning to the labor force
- Children living in poverty
- Growth of racial and ethnic groups

For trends, check links from the Homepage—census.gov— Topics tab and Newsroom tab

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Look at Your Community or Target Area

How is it different?

- Low income families
- Older population
- Working mothers
- Overcrowded housing, e.g.
- High unemployment
- Less educated
- Disabled population
- School age population

Housing Needs Assessment

- Focus on housing needs, for example

  - Rental housing

  - Home ownership

  - Seniors & special needs housing

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Housing Needs Assessment
Rental Housing

- How much rental housing exists in your area?

- How old is the rental housing?

- What is the rental housing rate?

- Age distribution of renters?

- How much do renters pay?

- What percent of income is spent on rent?

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Housing Needs Assessment
Home Ownership

- How many owner-occupied housing units?

- What are the characteristics of home owners?

- How old is the housing stock?

- Are the housing units overcrowded?

- What percent of income is spent on housing?

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Housing Needs Assessment
Seniors & Special Needs Housing

- What is the age distribution of those living in subsidized housing?
- How many seniors live in rental housing?
- How many seniors live in housing they own?
- How many elderly live alone?
- How many have mobility or living limitations?

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Census Bureau Programs and Concepts

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Census Bureau
Demographic Programs

- 2010 Decennial Census
  - Counts: number of people and housing units
  - 100% coverage
- American Community Survey (ACS)
  - Estimates demographic, social, economic characteristics of people and housing stock
  - Characteristics: how people live
  - Sample of 2.5% of U.S. households every year

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Census & American Community Survey
History

1940-2000	**Decennial Census**: Short form and long form
2005	**American Community Survey**: Implemented in all counties nationwide with Census 2000 long form questions
2010	**Decennial Census**: Short form only

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Census & American Community Survey
Differences

Census	ACS
Every 10 Years	Ongoing with annual data release
100-Percent Data	Sample Data (3.54 million housing units per year, or 295,000 per month)
Counts (official)	Estimates (characteristics)

Both are mandatory

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Questionnaire Topics
2010 Decennial Census

One questionnaire per household or address

- (Name)
- Sex
- Age
- Date of birth
- Ethnicity

- Race
- Relationship of people within household
- Rent / own house (tenure)
- (Coverage questions)

Is that all? What happened to the other questions?

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Questionnaire Topics
American Community Survey (ACS)

Demographic	Social	Economic	Housing
Sex	Families	Income	Tenure
Age	Education	Poverty	Occupancy
Race	Marital Status	Food Stamps / SNAP	Structure Housing
Ethnicity	Fertility	Employment Status	Value
Household	Grandparent Caregivers	Occupation	Taxes / Insurance
Relationship	Veterans	Industry	Utilities
Group	Disability Status	Journey to Work	Mortgage
Quarters	Language at Home	Place of Work	Monthly Rent
	Citizenship	Health Insurance	Vehicles
	Migration		

Items in red were also collected on the 2010 Census

Census — U.S. Department of Commerce / Economics and Statistics Administration / U.S. CENSUS BUREAU / census.gov

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ACS Data Releases
Population Thresholds and Products

American Community Survey (ACS)
Data Release Timetable

Data Product (next release)	Population Threshold of Statistical Area	Year of Data Release							
		2006	2007	2008	2009	2010	2011	2012	2013
		Year(s) of Data Collection							
1-Year Estimates (Sep '14)	65,000 +	2005	2006	2007	2008	2009	2010	2011	2012
3-Year Estimates (Oct '14)	20,000 +			2005 - 2007	2006 - 2008	2007 - 2009	2008 - 2010	2009 - 2011	2010 - 2012
5-Year Estimates (Dec '14)	All Areas*					2005 - 2009	2006 - 2010	2007 - 2011	2008 - 2012

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level.
* Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007-2011 estimates.
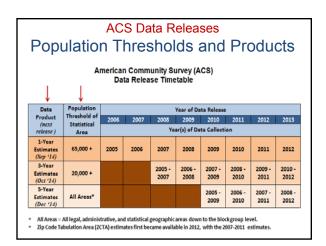

ACS Estimates
Margin of Error (MOE)

- A measure of the precision of an estimate at a given level of confidence
  - ACS estimates published with a 90% confidence level
  - True value may be *anywhere* within the range expressed by the MOE (midpoint is used)
  - Helps data users assess reliability
- All surveys have sampling error
- Sample size is important

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Internet Response Option

- Ongoing digital transformation
  - 61st U.S. Census Bureau survey with Internet response option
    - Households in sample receive letter with login instructions to secure website
    - Participants have the ability to review responses
    - Assistance available to respondents
  - Advantages
    - More convenient for respondents
    - More cost-effective
  - Secure and confidential

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Reallocation of Sample

- Objective: Improve the reliability of the estimates for small areas

- Increased sampling rates for small tracts and governmental units

- Slightly decreased sampling rates in larger tracts
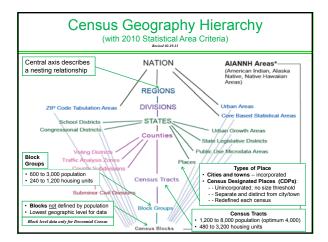
- Begun in January 2011

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→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

2010 Census Ethnicity Question
(asked since 1970)

9. What is Person 1's race? Mark X one or more boxes.
☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native — Print name of enrolled or principal tribe.

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ☐ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.

☐ Some other race — Print race.

2010 Census Race Question
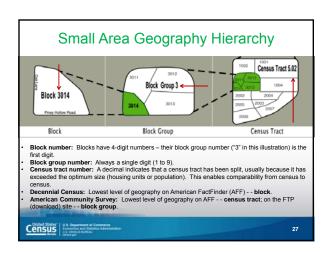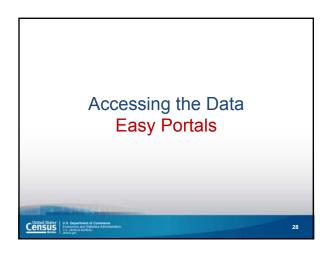(asked since 1790)

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Slide 25

Funding Allocations Using
Race / Ethnicity Data

- Small minority business assistance
- Housing improvement on Tribal lands
- Minority mental health programs
- Employment assistance
- Bilingual education programs
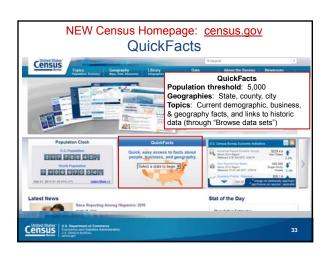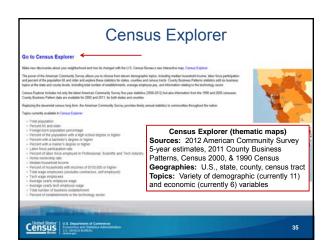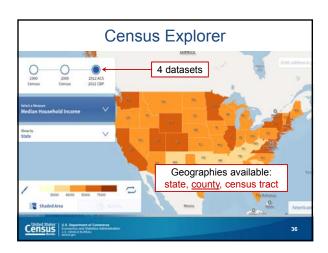- State vocational development
- Food stamps program

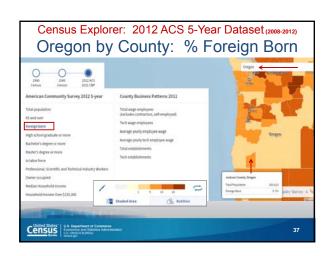United States Census Bureau | U.S. Department of Commerce | Economics and Statistics Administration | U.S. CENSUS BUREAU | census.gov

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Census Geography Hierarchy
(with 2010 Statistical Area Criteria)
Revised 02-19-13

Central axis describes a nesting relationship

NATION

AIANNH Areas* (American Indian, Alaska Native, Native Hawaiian Areas)

REGIONS

DIVISIONS

ZIP Code Tabulation Areas

Urban Areas

Core Based Statistical Areas

School Districts

STATES

Congressional Districts

Urban Growth Areas

Counties

State Legislative Districts

Public Use Microdata Areas

Voting Districts

Traffic Analysis Zones

Places

County Subdivisions

Block Groups
- 600 to 3,000 population
- 240 to 1,200 housing units

Census Tracts

Types of Place
- **Cities and towns** -- incorporated
- **Census Designated Places (CDPs):**
  - - Unincorporated; no size threshold
  - - Separate and distinct from city/town
  - - Redefined each census

Subminor Civil Divisions

Block Groups

- **Blocks** not defined by population
- Lowest geographic level for data

Block level data only for Decennial Census

Census Tracts
- 1,200 to 8,000 population (optimum 4,000)
- 480 to 3,200 housing units

Census Blocks

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Small Area Geography Hierarchy

Block 3014 — Piney Hollow Road

Block Group 3 — 3011, 3012, 3014, 3013

Census Tract 5.02 — 1001, 1002, 3011, 3012, 3013, 1004, 2002, 2004, 2003, 2007, 2005, 2006

Block | Block Group | Census Tract

- **Block number:** Blocks have 4-digit numbers – their block group number ("3" in this illustration) is the first digit.
- **Block group number:** Always a single digit (1 to 9).
- **Census tract number:** A decimal indicates that a census tract has been split, usually because it has exceeded the optimum size (housing units or population). This enables comparability from census to census.
- **Decennial Census:** Lowest level of geography on American FactFinder (AFF) - - **block**.
- **American Community Survey:** Lowest level of geography on AFF - - **census tract**; on the FTP (download) site - - **block group**.

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Accessing the Data
Easy Portals

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Data Tab

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Mobile Apps
dwellr

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Mobile Apps
America's Economy

Developers Page

NEW Census Homepage: census.gov
QuickFacts

QuickFacts
Population threshold: 5,000
Geographies: State, county, city
Topics: Current demographic, business,
& geography facts, and links to historic
data (through "Browse data sets")

Census Explorer (thematic maps)
Sources: 2012 American Community Survey 5-year estimates, 2011 County Business Patterns, Census 2000, & 1990 Census
Geographies: U.S., state, county, census tract
Topics: Variety of demographic (currently 11) and economic (currently 6) variables

Census Explorer: 2012 ACS 5-Year Dataset (2008-2012)
Oregon by County: % Foreign Born

census.gov > Data Tab > Data Tools and Apps
Easy Stats

Easy Stats

Easy Stats
Geographies: State, county, city
Topics: Financial, jobs, housing, people, education
-- all variables are crossed with race and ethnicity

Accessing the Data
American FactFinder

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Census Homepage: census.gov

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Help

American FactFinder

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Assistance with AFF

- Click Help (AFF mainpage, top right)
  - Online User Guide
  - Virtual Tour
  - Community Facts
  - Guided Search
  - Advanced Search
  - Download Options
  - Using Data
  - Tables
  - Maps
  - Narrative Profiles
  - Tutorials
  - Glossary

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Guided Search
American FactFinder (AFF)

Guided Search tab

Recommended for Novice Data Users
AFF Guided Search

User answers prompts, then clicks "Next" or a numbered arrow to proceed -- arrows 1 through 4 may be selected in any order

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factfinder2.census.gov
American FactFinder (AFF)

Advanced Search tab

AFF Advanced Search

Filter bars facilitate searches. Object is to select filters, such
as Topics, to refine search. All filters will appear in the Your
Selections box to be applied to the final table selection.

Topics Filter Bar

"People" Menu Expanded

Product Type = Table Format

See page 8 of the Quick Reference Guide for full descriptions of product types

Census Programs on AFF

Alphabetical listing of all programs loaded on American FactFinder

Datasets on AFF

Key Word Search

Citation Style
American FactFinder (AFF)

Citing AFF Tables and Maps

Accessing the Data
Reference Maps

Maps and Mapping Resources

Census Tract Maps

Step 1: Click on Reference Maps

Step 2: Reference Maps, Click on Census Reference Maps

Step 3: Select 2010 Census Tract Maps

Census Tract Maps

Step 4: Select the State of California

Step 5: Select San Bernardino County

Census Tract Maps

Name	Last modified	Size	Descrip
Parent Directory	-		
DC10CT_C06071_000.pdf	09-Mar-2011 14:06	2.0M	
DC10CT_C06071_001.pdf	09-Mar-2011 14:06	416K	
DC10CT_C06071_002.pdf	09-Mar-2011 14:06	297K	
DC10CT_C06071_003.pdf	09-Mar-2011 14:06	230K	
DC10CT_C06071_004.pdf	09-Mar-2011 14:06	381K	
DC10CT_C06071_005.pdf	09-Mar-2011 14:06	127K	
DC10CT_C06071_006.pdf	09-Mar-2011 14:06	322K	
DC10CT_C06071_007.pdf	09-Mar-2011 14:06	436K	
DC10CT_C06071_008.pdf	09-Mar-2011 14:06	295K	
DC10CT_C06071_009.pdf	09-Mar-2011 14:06	443K	
DC10CT_C06071_010.pdf	09-Mar-2011 14:06	422K	
DC10CT_C06071_011.pdf	09-Mar-2011 14:06	193K	
DC10CT_C06071_012.pdf	09-Mar-2011 14:06	1.5M	
DC10CT_C06071_013.pdf	09-Mar-2011 14:06	926K	
DC10CT_C06071_014.pdf	09-Mar-2011 14:06	385K	
DC10CT_C06071_015.pdf	09-Mar-2011 14:06	245K	
DC10CT_C06071_016.pdf	09-Mar-2011 14:06	228K	
DC10CT_C06071_017.pdf	09-Mar-2011 14:06	613K	
DC10CT_C06071_018.pdf	09-Mar-2011 14:06	2.3M	
DC10CT_C06071_019.pdf	09-Mar-2011 14:06	1.8M	
DC10CT_C06071_020.pdf	09-Mar-2011 14:06	953K	
DC10CT_C06071_021.pdf	09-Mar-2011 14:06	255K	
DC10CT_C06071_022.pdf	09-Mar-2011 14:06	167K	
DC10CT_C06071_023.pdf	09-Mar-2011 14:06	320K	
DC10CT_C06071_CT2MS.txt	09-Mar-2011 14:06	9.6K	

First map ends in 000 and is the index sheet for the entire county - it is a grid to identify the quad map sheet for your desired community

Each line is one numbered map sheet

Inset maps for more densely populated areas are identified by letters and appear at the end of the numbered listings

---

Index Map:
San Bernardino County, CA

Blue numbers denote map sheet numbers

Sheets 12 & 13 include Apple Valley

Click Map Sheets 12, 13 to View

Map Sheet 12:
Includes Apple Valley Census Tracts

Map Sheet 13:
Includes Apple Valley Census Tracts

Presenting the Data

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Recommendation

ACS Data Profiles

- Describe more than 450 characteristics
  - Social
  - Economic
  - Housing
  - Demographic
- Excellent starting point for research
  - Can help identify a problem
  - May need a different table to quantify a problem
- Available down to census tract level

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Data in a Grant Proposal

- Present data that demonstrates a need
- Reflect funding agency priorities
- Show data and derived measures as reference points
  - Example: 3,000 families below poverty, or 15%

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Provide Comparisons

- Change over time (2000, 2010)
  - Demonstrate emerging issues affecting target population
- Show outlier variables in communities with similar demographics
- Compare subset to larger group
  - Geographical areas or population groups

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Limitations of Census Bureau Data

- Some concepts / definitions not easily understood – footnote
- Might not be in exact tabular form as funding agency is requesting -- download
- Can be cumbersome to get specific data by tract or other small area -- aggregate
- Most socio-economic census data based on a sample estimate – consider MOE
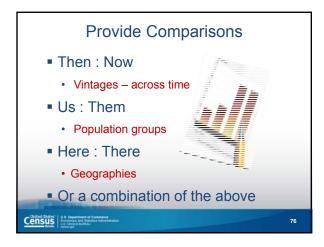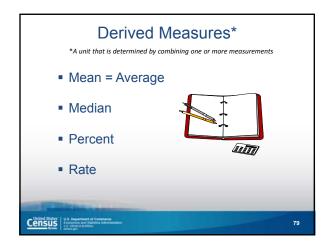
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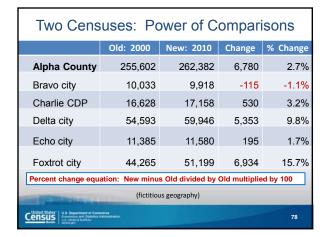
ACS Tips

- Elevate geographic level, city to county
- Aggregate geographies; recalculate MOE
- Expand population group—Chinese>Asian
- Use higher level multi-year estimate, 3-year instead of 1-year estimate
- Use "C" (collapsed) table instead of "B" (base) table (categories will be collapsed) – both are Detailed Tables (product type)

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Provide Comparisons

- Then : Now
  - Vintages – across time
- Us : Them
  - Population groups
- Here : There
  - Geographies
- Or a combination of the above

Presenting the Data
Tips

- Note the "universe" for the table
  - Example: "Population for whom poverty status is determined"
- Two data points do not define a "trend"
- Show both count / amount and derived measures
  - Example: 3,000 families, or 15%, are living below the poverty level

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Two Censuses: Power of Comparisons

	Old: 2000	New: 2010	Change	% Change
Alpha County	255,602	262,382	6,780	2.7%
Bravo city	10,033	9,918	-115	-1.1%
Charlie CDP	16,628	17,158	530	3.2%
Delta city	54,593	59,946	5,353	9.8%
Echo city	11,385	11,580	195	1.7%
Foxtrot city	44,265	51,199	6,934	15.7%

Percent change equation: New minus Old divided by Old multiplied by 100

(fictitious geography)

Derived Measures*

A unit that is determined by combining one or more measurements

- Mean = Average
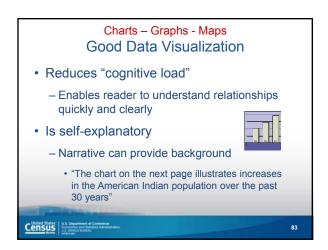
- Median

- Percent

- Rate

Income Estimates
Mean = Average (RobertNiles.com)

Salaries of nine workers at the World Wide Widget Company:

The CEO makes $100,000 per year,
Two managers make $50,000 per year,
Four factory workers make $15,000 each per year, and
Two trainees make $9,000 each per year.

Add $100,000 + $50,000 + $50,000 + $15,000 + $15,000 + $15,000
+ $9,000 + $9,000, which gives you $278,000.
Then you divide that total by 9 -- the number of values or workers in the set of data
This gives you the mean or average, which is $30,889

Be careful! Only three of the nine workers at WWW Co. make that much money,
and the other six workers don't even make half the average salary.

So what statistic should you use when you want to give some idea of what
the average worker at WWW Co. is earning? Let's look at the median.
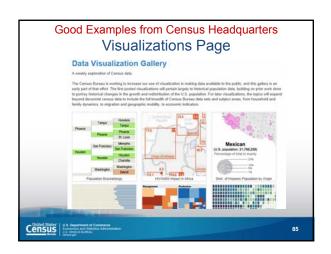

Income Estimates
Median (RobertNiles.com)

When you speak about the average worker or average household, you really want a
statistic that tells you something about the worker or the household in the middle.

Again, this statistic is easy to determine because the median literally is the value in the
middle. Just line up the values in your set of data, from largest to smallest. The one in
the dead-center is your median. Below are the nine WWW Co. workers' salaries:

$100,000
$50,000
$50,000
$15,000
$15,000
$15,000
$15,000
$9,000
$9,000

The one halfway down the list, the fifth value, is $15,000. That's the median. If
you have an even number of values, split the difference between the two in the middle.

Comparing the mean ($30,889) to the median ($15,000) gives you
an idea how widely the values in your dataset are spread apart.

Calculated Measures -- examples

- Poverty
  - A set of money income thresholds that vary by family size and composition -- updated annually
- Age dependency ratios
  - Measures the share of people in the total population who are not economically active (children under 18 years and seniors 65 and older)
- Gini index
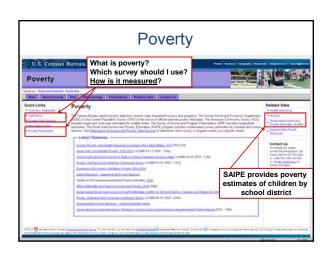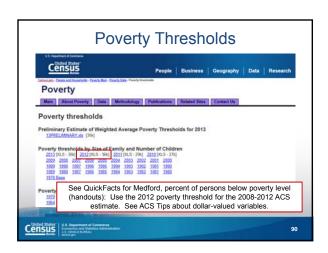 - Measures the degree of inequality in the distribution of family income in a country

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Charts – Graphs - Maps
Good Data Visualization

- Reduces "cognitive load"

  – Enables reader to understand relationships quickly and clearly

- Is self-explanatory

  – Narrative can provide background

    • "The chart on the next page illustrates increases in the American Indian population over the past 30 years"

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Data Tab

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Good Examples from Census Headquarters
Visualizations Page

Data Visualization Gallery

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Sources and Resources

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Homepage: census.gov

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Topics Tab: Population Portal

Links to statistically- and grammatically-correct publications,
as well as survey data not on American FactFinder

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Poverty

What is poverty?
Which survey should I use?
How is it measured?

SAIPE provides poverty
estimates of children by
school district

Poverty Thresholds

See QuickFacts for Medford, percent of persons below poverty level
(handouts): Use the 2012 poverty threshold for the 2008-2012 ACS
estimate. See ACS Tips about dollar-valued variables.

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2012 Poverty Thresholds

Poverty Thresholds for 2012 by Size of Family and Number of Related Children Under 18 Years

Size of family unit	Weighted average thresholds	Related children under 18 years							
		None	One	Two	Three	Four	Five	Six	Seven	Eight or more
One person (unrelated individual)	11,720								
Under 65 years	11,945	11,945							
65 years and over	11,011	11,011							
Two people	14,937								
Householder under 65 years	15,450	15,374	15,825						
Householder 65 years and over	13,892	13,678	15,765						
Three people	18,284	17,959	18,480	18,498					
Four people	23,492	23,681	24,069	23,283	23,364				
Five people	27,827	28,558	28,974	28,087	27,400	26,981			
Six people	31,471	32,847	32,978	32,298	31,647	30,678	30,104		
Seven people	35,743	37,795	38,031	37,217	36,651	35,594	34,362	33,009	
Eight people	39,688	42,271	42,644	41,876	41,204	40,249	39,036	37,777	37,457
Nine people or more	47,297	50,849	51,095	50,416	49,845	48,908	47,620	46,454	46,165	44,387

Source: U.S. Census Bureau

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Geography Tab

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Census Geography
Maps & Data page

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Census Geography
Education page

Working with TIGER/Line Shapefiles & ArcGIS
Brochures

TIGER Products:
1, 3, & 4 were updated
January 2013
(2 & 5 are out of date)

Data Tab: Data Tools and Apps Portal

Trainings & Workshops – FREE!

Newsroom Tab

Current releases, tip sheets, multimedia gallery, blogs

Following a topical thread: Children

News Release Page

Releases are written by subject-matter experts and often address trends

Following a topical thread: Children
Chronological Lists of Releases

Following a topical thread: Children
News Release

Releases often contain links to publications that dive deeper into the topical area

Following a topical thread: Children
Special Topic Reports

A 16-page report based on the Current Population Survey data

census.gov
Homepage: Index A-Z

Following a topical thread: Children
Index A-Z

Following a topical thread: Children
Linked from Index

Click on a link to survey data

Find data not on AFF, as well as
publications and presentations
on your chosen topic

S > Surveys Conducted by the Census Bureau >
Demographic Surveys > Demographic Survey Abstracts

census.gov Footer
Special Interest and Program Pages

census.gov Footer > About Us > History
Census Questionnaires

Census Questionnaires Archive

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census.gov Footer > Find Data > Publications

Access tables back to 1790 Census

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census.gov Footer > People & Households > ACS

ACS Questionnaires

Comparing ACS Estimates

Comparing ACS Estimates
Choose Comparison Tool & Year

Comparing ACS Estimates
Four Possible Recommendations

census.gov Footer > People & Households > ACS
ACS Compass Products

Help for data users on a variety of subjects

ACS Handbooks / Scripted Ppts

How do I respond to the survey?

How do I get started using ACS data?

Intended Audiences

ACS Compass Handbooks

- General Data Users
- Businesses
- High School Teachers
- Congress
- Federal Agencies
- Media
- PUMS Users
- Researchers

- Rural Areas
- State and Local Governments
- American Indian and Alaska Native Populations
- Puerto Rico Community Survey

ACS Compass Training Presentations with speaker notes

Excellent information on margins of error

Libraries

- **Foundation Center**
  - Maintains comprehensive database on U.S. (and some global) grantmakers and grants
  - Subscription service
- **Your state, university, and local library**
  - May subscribe to online databases – free to library card holders
  - "Ask a librarian" online service may provide simple lookup service

Census   U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov   119

Helpful Websites
grants.gov

GRANTS.GOV℠

Find. Apply. Succeed.

Grants.gov is your source to FIND and APPLY for federal grants. The U.S. Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community. Learn more about Grants.gov and determine if you are eligible for grant opportunities offered on this site.

Grants.gov does not provide personal financial assistance. To learn where you may find personal help, check Government Benefits, Student Loans and Small Business Start-up Loans.

The United States Government does not require payment, of any kind, to receive federal grants. To report fraud, please contact the Department of Health and Human Services, Office of the Inspector General.

Census   U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov   120

Helpful Websites
cfda.gov

Helpful Websites
usaspending.gov

Enter name of organization, company, or agency in the text box above and click Search to display a list of Federal government grants and contracts received

State Data Center Network

The SDC lead agencies organize a statewide network of coordinating and affiliate agencies. This network works in partnership with the Census Bureau through the Customer Liaison and Marketing Services Office (CLMSO) and the Census Bureau's 6 Regional Offices for data dissemination at the very local level.

Census State Data Centers

Select a state for a Census State Data Center in your area

http://www.census.gov/sdc/network.html

Summary: Where to Start

Starting Your Search

Key Questions to Ask Yourself

- What topic(s) am I interested in?
  - What data sources cover those topics?
- At what level of geography?
  - What is available at that level?
  - Do I want to compare two or more geographies?
- Do I want race / ethnicity cross-tabulations?
- How current does the data need to be?
  - What tradeoffs am I prepared to make?
  - Can I sacrifice currency for more reliability?

Why Census Data Are Powerful

- The "gold standard"
  - Leading source of data
  - Reliable, consistent methodology
- Comparable nationwide
- Detailed and flexible
- Used widely by organizations of all kinds
- Free!