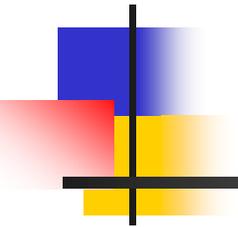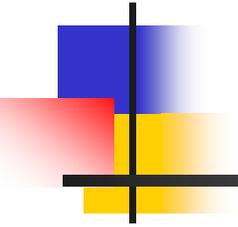# Data Applications

Marketing & Site Location
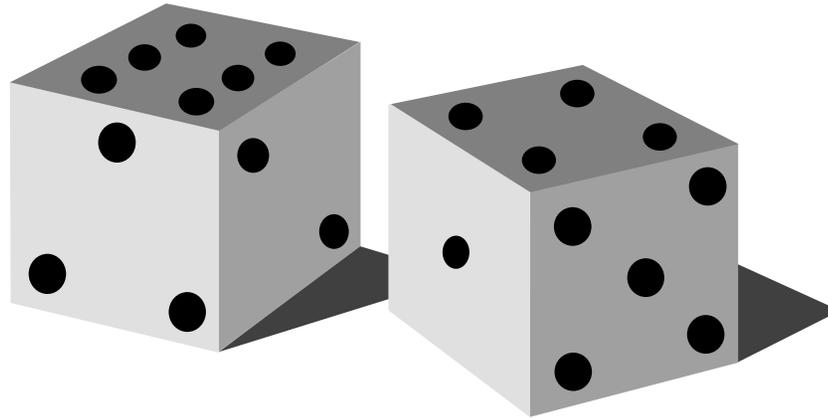
Studying Communities for Needs Assessment

Analyzing Neighborhoods & Communities for Funding Proposals

Marketing & Site Location

Can you randomly select a site or product?

Decisions on site location or product should not be a roll of the dice

Use Census Data to:

- Measure business competition
- Pinpoint your market
- Identify trade area
- Decide on the location of a store
- Determine market potential
- Get the most out of your advertising dollar
- Increase chances of opening a new business

Census Means Business

- Measuring business competition--market share
- Site location
- Analyze trade area
- Examine trends for market planning
- Measure sales performance
- Develop advertising strategies
- Delineate sales territories

What is Market Research?

- Market research is a process used to collect, organize, analyze and present data for the purpose of maximizing capabilities and competitive forces of the marketplace.

Profile of a Market Area

- PEOPLE

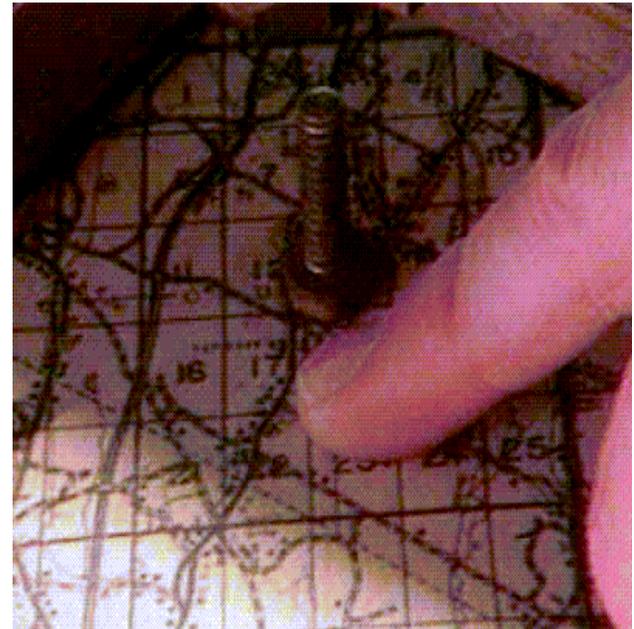- HOUSEHOLDS

- ECONOMICS

- HOUSING UNITS

Plans to Open a
Third Lee's Fashion Store

Mrs. Lee wanted to expand her business by opening a third store in the Honolulu Area

The Mall Had A Great Location

But she was unsure if it could support a third Lee's Fashion store
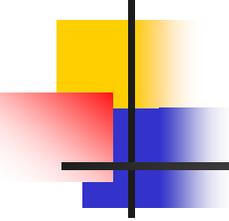
Several Key Questions Were Asked

- What are the geographic limits of the mall's trade area?

- What are the population characteristics of the trade area?

- What's the potential for future population growth?

- What is the household income level?

- What is the estimated market share?

Census Bureau Data

Mrs. Lee turned to the Census Bureau for her research….

County Business Patterns

Provided the most recent data on:

Number of Women's Clothing Stores

North American Industrial Classification (NAICS) Codes:

44   retail trade

448   clothing and clothing accessories stores

4481   clothing stores

44812 women's clothing stores
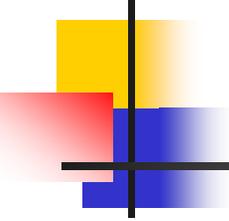
Data also available by zip codes

Census of Retail Trade

Provided data:

To measure competition - 197 women's clothing "establishments" in Honolulu county

To calculate market share - sales from her 2 stores vs. "sales" of women's clothing stores in the county

To measure her payroll costs - calculate the average "annual payroll" for women's clothing stores ($99,299)
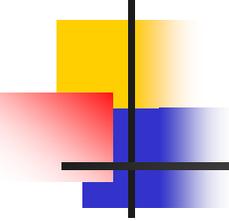
Business Trade Area

Census geographic tools provided Mrs. Lee information essential to identifying her trade area which was divided into:

Primary zone - neighborhood surrounding mall location by census tracts

Secondary Zone - Waikiki census tracts for tourist trade, Kahala, Diamond Head neighborhoods

Business Trade Area

Mrs. Lee identified the following census tracts within her Primary Zone (address location 1400 block of Ala Moana Blvd):

37, 38, 39, 41, 43, 44, 25, 26, 27.01, 27.02, 26, 29, 30, 32, 33, 34.03, 34.04, 34.05, 34.06, 34.0, 35, 36.01, 36.02
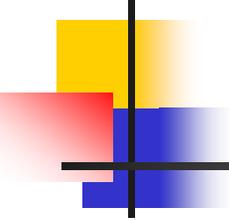
She also identified the tracts in her Secondary Zone

Demographics of Trade Area

Mrs. Lee identified key demographic characteristics relevant to her potential customers

- Age
- Gender
- Type of households
- Household income
- Occupations
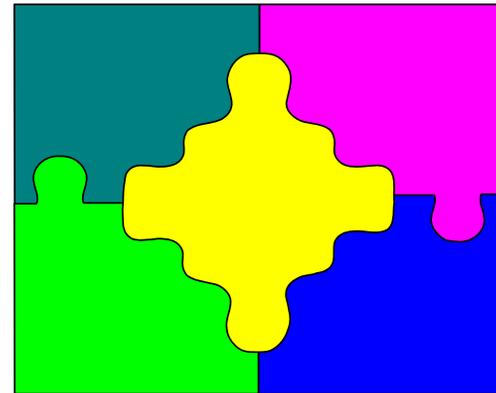- Other socio-economic data of potential customers

Census Tracts

Mrs. Lee looked at this geographic level to begin obtaining:

Detailed demographic information for neighborhoods

Piecing Together Data for Census Tracts

She aggregated data for the census tracts that comprised her trade area which showed:

high concentration of 35-54 year olds, females, and households with income over $50,000 (1990)

What About Future Growth?
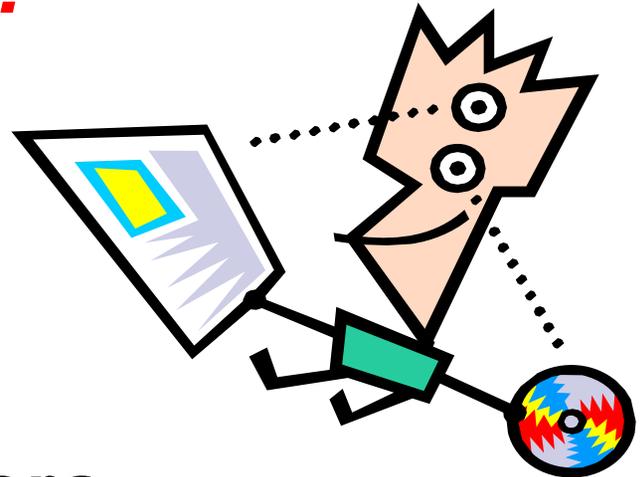
She also looked at Census and other local sources for:

Population Estimates

Using Census Bureau Economic and Demographic Data

Mrs. Lee's use of data:

Provided Insights About the Trade Area and Potential Customers
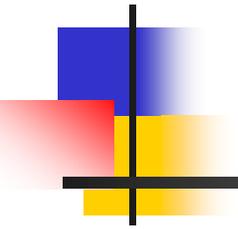
Mrs. Lee Decided to Open A Third Store...

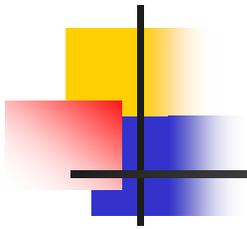# Using Census Data For Targeting Geographic Areas

Mrs. Lee sent mailers to addresses in targeted ZIP CODES in her grand opening advertising campaign.

She purchased ad space in weekly tourist publications to attract Waikiki trade.

# Studying Communities for Needs Assessment

Do You Need Data Like These?

- Which areas are the fastest growing in my community?

- What's the racial composition of my community?

- How many children/families in my community live in poverty?

- What is the average value of houses in my neighborhood?

- How do the characteristics of my neighborhood compare with the rest of the community?

Census Data for Community Analysis

- Detecting a problem
- Determining its seriousness
- Planning ways to solve it
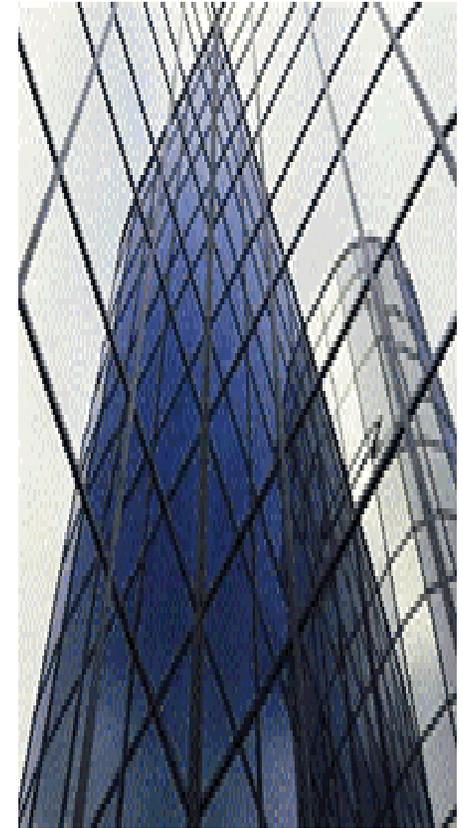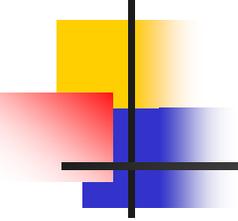
Finding and Using Data for Communities & Neighborhoods

- Identify & monitor community/neighborhood conditions
- Raise awareness
- Set priorities
- Allocate resources
- Advocate for change

Using Census Data to Obtain:

- Job Training
- Adequate Housing
- Education Facilities
- Better Health Services
- Adult Education Programs
- Services for Seniors
- Public Assistance Funding
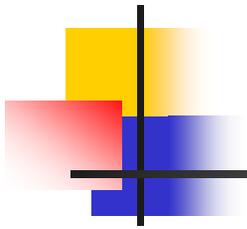
A Problem of Identifying School Age Children

School district officials in the state of Hawaii want to identify the number of school age children by county for an education program targeted to multi-racial Hawaiians. They wanted to compare test result between children who Hawaiian and multi-racial Hawaiians. From where and how would you obtain the information?

The same officials also want to identify the number of households particularly single-parent households with multi-racial Hawaiians. What table would you use?
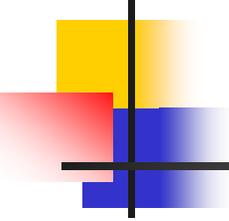
A Problem of Identifying School Age Children

Finding the Data on Age:
Specify ages for "school age children" before determining table. Do they want single-years of age or age ranges 5-9, 10-14, 15-17. Data from Summary File 2 PCT3, PCT5 at county level and specified for Native Hawaiian alone and Native Hawaiian alone or in combination

Finding the Data on Households:
Obtain from Summary File 2 PCT9 and PCT10. Compute number of households by type. Data for children under 18.
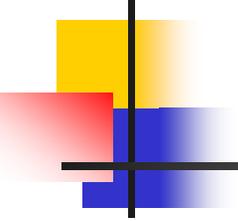
Analyzing Neighborhoods and Communities for Funding Proposals
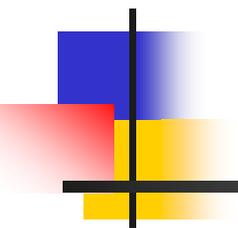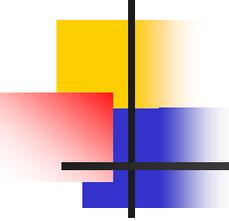
Grant Proposal Writing

- Needs Statement
- Goals and objectives
- Project description
- Activity plan and timeline
- Budget section
- References

Factors Which Funders Consider Highly Important

- Project purpose
- Community need for project
- Applicant accountability
- Competence
- Feasibility

FUNDING ALLOCATIONS

- Billions of dollars of Federal aid are distributed to States and local areas according to formulas based on Census figures.

- Census data for small areas are especially useful for identifying pockets of need in communities.

Census Data Drives Key Elements of Funding Applications

- **Describes target population and community**
- Helps identify problem/need for project
- Critical for measurable objectives:
 - Who, What, Where, When, & Why of proposed project
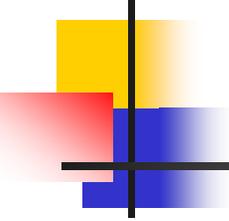
Presenting Census Data in a Funding Proposal

- Paint a clear picture of your target group or community
- Present data relevant to showing a need
- Reflect funding agency priorities
- If you are serving a small neighborhood, use census data available for census tracts that comprise your "neighborhood"
- Show both data and statistics—gives them two reference points
  - **Example 15% or 3,000 families below poverty**

Presenting Census Data in a Funding Proposal
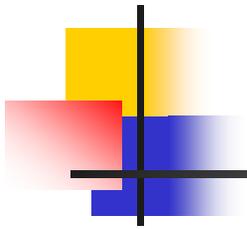
- Provide a comparison
  - **Over time (1970, 1980, 1990, 2000)**
    - **Demonstrate emerging issues affecting your population**
    - **Beware of changes in census tract boundaries**
  - **Compare subset data to larger group**
    - **State to national**
    - **City/town to county or State**
    - **Census tract to other tracts or to city/county**
- Counteract data that may work against you with data that may work for you

Presenting Data in a Funding Proposal

Charts and Graphs

- Make sure charts, graphs, maps are reproducible

- Consider best use of limited space

- While chart/graph should be self-explanatory, include reference to it in the narrative and why it is relevant:" the chart on the next page illustrates increases in the Hispanic population over the past 30 years".
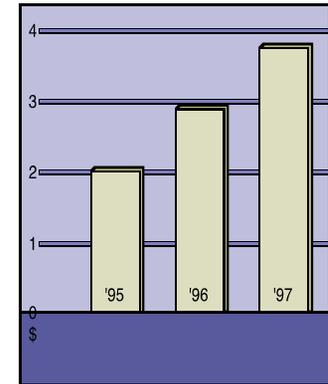
Charts and Graphs Continued...

- Keep it simple—remember your reviewer(s) may not have a lot of time to study your charts/graphs
- Ask third party to read and interpret charts
- Use charts, graphs, or maps to convey most important information—should be directly related to purpose of proposal

Importance of Census Bureau Data for Grant Writing

- Comparability
- Regularly collected
- Recognition as
  source of accurate information
- Availability and accessibility

What Makes Your Community or Target Area Different?

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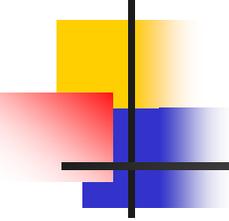- Disabled population
- School age population

Using Census Data Profiles

- Census data profiles can tell you a great deal about your community in terms of:
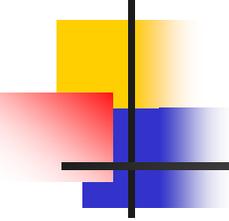
  - Population
  - Economic Characteristics
  - Households
  - Housing

Accessing Data from Summary File 2

- Male and female Native Hawaiians in Nanakuli
Geography: Nanakuli is census tract 96.01
Data: SF2 - PCT3 Sex by Age (single years), PCT5 Sex by age (5 year age groups) / Change selections to get Native Hawaiian

- Single parent Japanese families in Hilo
Geography: Place - Hilo CDP
Data: SF2 - PCT9 Household Size, Household Type, & Presence of Own Children / Change selectins to get Japanese

Accessing Data from Summary File 2

- Korean children in zip code 96813
  Geography: 5 digit Zip Code Tabulation Area
  Data: PCT5 Sex by age (5 year age groups), PCT19 Relationship by Household Type for the Population Under 18 Years, other tables / Change selections to get Korean

- Filipino homeowners in the Puhi-Hanamaulu area
  Geography: Census Tract 404 in Kauai County
  Data: HCT2 Tenure / Change selections to get Filipino