

## Using Census Data in Grant Writing Hawaii



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## Agenda

- Successful grant proposals
- Importance of Census Bureau data
- 2010 Census
- American Community Survey
- Census geography
- Accessing Census Data
- Presenting the data
- Where to start

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## A Successful Grant Proposal Is...

- Well organized
- Thoughtfully planned
- Concisely packaged
- **Backed with supportive data**



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## Components of a Grant Proposal

- ✓ 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 of a Grant Proposal

- Describes the population that will benefit or the target population to be served
- Defines the community problem to be addressed.
- Includes both quantitative & qualitative support materials
- Describes the situation in factual terms

## Five Factors All Funders Consider Highly Important

1. Project Purpose
2. Applicant Accountability
3. Competence
4. Feasible
5. **Community Need for Project**



# Importance of Census Data

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## Importance of Census Bureau Data for Grant Writing

- Comparability
- Regularly collected
- Recognition
- Availability and accessibility

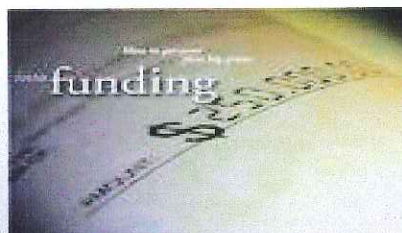
People QuickFacts	California	USA
Population, 2012 estimate	38,041,430	312,914,040
Population, 2010 (optn 1) estimate base	37,283,966	308,747,228
Population, percent change, April 1, 2010 to July 1, 2012	2.1%	1.7%
Population, 2010	37,283,966	308,747,228
Persons under 5 years, percent, 2011	6.7%	6.6%
Persons under 18 years, percent, 2011	24.6%	23.7%
Persons 65 years and over, percent, 2011	11.7%	13.3%
Female persons, percent, 2011	50.2%	50.8%
White persons, percent, 2011 (a)	74.0%	75.1%
Black persons, percent, 2011 (a)	5.6%	12.1%
American Indian and Alaska Native persons, percent, 2011 (a)	1.7%	1.2%
Asian persons, percent, 2011 (a)	13.6%	5.0%
Native Hawaiian and Other Pacific Islander persons, percent, 2011 (a)	0.6%	0.2%
Persons reporting two or more races, percent, 2011	3.6%	2.3%
Persons of Hispanic or Latino Origin, percent, 2011 (a)	35.1%	16.7%
White persons not Hispanic, percent, 2011	39.7%	63.4%
Living in same house 1 year or over, percent, 2007-2011	84.2%	84.6%
Foreign born persons, percent, 2007-2011	27.2%	12.6%
Language other than English spoken at home, percent age 5+, 2007-2011	43.2%	20.3%
High school graduate or higher, percent of persons age 25+, 2007-2011	50.8%	80.4%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	30.2%	28.2%
Veterans, 2007-2011	1,907,596	22,216,303
Mean travel time to work (minutal), workers age 16+, 2007-2011	27.0	25.4
Housing units, 2011	13,725,462	132,012,404
Homeownership rate, 2007-2011	69.7%	66.1%
Housing units in multifamily structures, percent, 2007-2011	30.6%	25.9%
Median value of owner-occupied housing units, 2007-2011	\$421,600	\$166,200
Households, 2007-2011	12,433,172	114,781,359
Persons per household, 2007-2011	2.01	2.60
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$19,614	\$19,919

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## Census Data Provides Answers to 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?

**Census data are instrumental in  
determining the allocation of over  
\$400 billion dollars annually involving  
140 Federal assistance programs**





## 10 Largest Federal Programs that Use Population and Income data as Factors

- Medical Assistance Program (Medicaid)
- Unemployment Insurance
- Highway Planning and Construction
- Supplemental Nutrition Assistance Program
- Temporary Assistance for Needy Families
- Federal Pell Grant Program
- Title 1 Grants to Local Educational Agencies
- Special Education Grants to States
- National School Lunch Program
- Head Start

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## Catalog of Federal Domestic Assistance [cfda.gov](http://cfda.gov)



CATALOG of FEDERAL DOMESTIC ASSISTANCE

E-GoV USA.gov

Home

Programs

Agencies

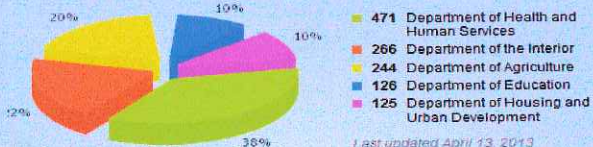
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### CFDA Statistics: Programs at a Glance

CFDA contains detailed program descriptions for 2,217 Federal assistance programs. The following chart shows the program distribution for the top five issuing agencies.



Last updated April 13, 2013

### About CFDA

Catalog of Federal Domestic Assistance (CFDA) provides a full listing of all Federal programs available to State and local governments (including the District of Columbia); federally-recognized Indian tribal governments; Territories (and possessions) of the United States; domestic public, quasi-public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals.

### Find Programs



Search now! You do not need an account to search the catalog and view Federal assistance programs.

Keyword or Program Number

Select Assistance Type...

SEARCH

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## Types of Federal Grants

- “Discretionary” - grants handed out by a federal agency
  - ✓ Example: a homeless assistance grant given out by HHS to a homeless shelter
- “Formula or Block” - grants that put money in the hands of States, Tribal, and local governments to distribute
  - ✓ Example: Community Services Block Grant

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**FIND. APPLY. SUCCEED.**<sup>SM</sup>



*Managed by the U.S. Department of Health and Human Services  
Fulfilling the President's Management Agenda*

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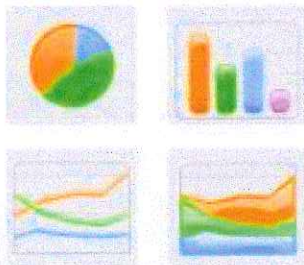
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## The GRANTS.GOV Program

- Cross-agency initiative spanning 1000 grant programs from the 26 grant-making agencies, and over \$500 billion in annual awards
- “Storefront” for customers of Federal grants to electronically find and apply for Grants
- Part of Public Law 106-107, which streamlines grants and grants management
- Managed by Department of Health and Human Services, the largest provider of Federal grants

## Foundation of a Good Grant Proposal:



**GOOD CENSUS DATA!**



## Good Data...

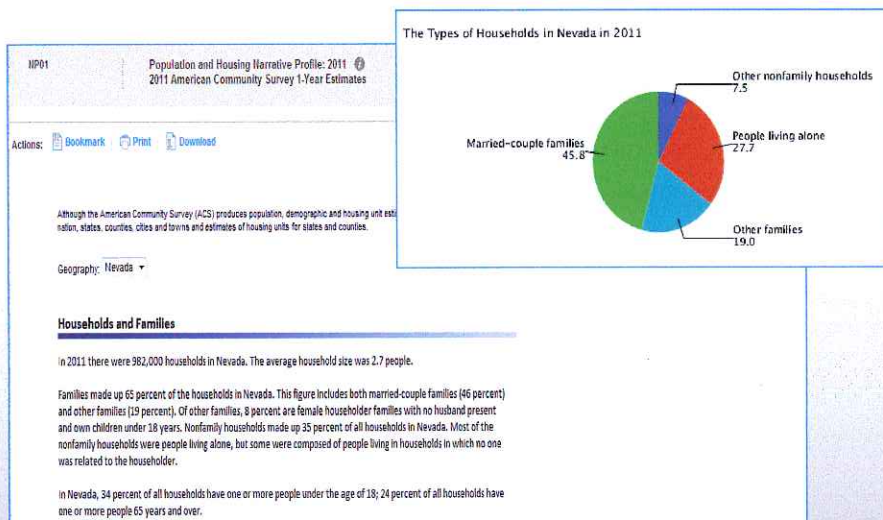
- Comes from a reliable source
- Presented clearly
- Relevant to the need you have identified
- Drawn from or closely related to your target population
- Tells a story - more than just a series of numbers
- Presented both in narrative and graphic form



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## Narrative and Graphic Form



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## Types of Data for Grant Writing

- Population (Census & ACS)
- Housing (Census & ACS)
- Economic (ACS)
- Income and Poverty (ACS)
- Employment (ACS)
- Education (ACS)



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## Censuses, Surveys and Estimates

- 2010 Census - counts people & housing units
- American Community Survey - estimates demographic, social, economic characteristics of people & housing stock
- Population estimates - estimates number of people

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## 2010 Census and the American Community Survey

- 2010 Census shows the number of people in the U.S.  
- **counts**
- ACS shows how people live and how well they are doing - **characteristics**
- ✓ All ACS data are survey estimates - to help you interpret the reliability of the estimate, the Census Bureau publishes a margin of error (MOE).

## 2010 Census

## 2010 Census Content

- Sex
- Age
- Race
- Hispanic Origin
- Household Relationship
- Tenure

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### 2010 Census Table Subjects

Households  
Families  
Age and Sex  
Population in Group Quarters by Type  
Housing Units

By Major Race and Hispanic Categories

- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian & Other Pacific Islander alone
- Some Other Race Alone
- Two or more races alone
- Hispanic or Latino

SUMMARY FILE 1

Repeated for more than 250 population groups

- Filipino alone
- Paiute alone
- Korean alone
- Mexican alone
- Colombian alone
- Guatemalan alone or in combination
- Apache alone or in combination
- White; American Indian & Alaska Native
- Black alone or in combination

SUMMARY FILE 2

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## Age Question

### 7. What is Person 1's age and what is Person 1's date of birth?

*Please report babies as age 0 when the child is less than 1 year old.*

*Print numbers in boxes.*

Age on April 1, 2010

Month

Day

Year of birth

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## Funding Allocations of Age Data to States & Localities

- Adult basic education programs
- Transportation services for elderly
- Social services for children under 5 yrs.
- Requesting funds under Title I
- Housing needs for elderly
- Supplemental food programs for children
- Job training programs for working age
- Delinquency prevention programs

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## Race and Ethnicity Data

- Guidelines provided by U.S. Office of Management and Budget (OMB)
  - Social definition of race recognized in U.S.
  - Not biological or anthropological definitions
- Uses of the data
  - Meet legislative redistricting requirements
  - Monitor compliance with Voting Rights Act
  - Assess home mortgage lending patterns of financial institutions to meet credit needs of minorities
  - Assess racial disparities in health

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## OMB Ethnicity Standards

- OMB Ethnicity Categories
  - Hispanic or Latino
  - Not Hispanic or Latino
- Race & Ethnicity are considered separate concepts
- Those who identify as either ethnicity category above may be of any race(s)

→ 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.

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## OMB Race Categories

OMB's 1997 standards on Race include:

- 5 minimum categories for data on race
- Multiple race reporting is accepted

9. What is Person 1's race? Mark  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. ↴

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2010 Census Hawaii Population by Race & Hispanic

RACE	Number	% of Total Population
<b>Total Population</b>	<b>1,360,301</b>	<b>100.0</b>
White	336,599	24.7
Black or African American	21,424	1.6
American Indian/Alaska Native	4,164	0.3
Asian	525,078	38.6
Native Hawaiian & Other Pacific Islander	135,422	10.0
Some Other Race	16,985	1.2
Two or more races	320,629	23.6
<b>HISPANIC OR LATINO AND RACE</b>	<b>Number</b>	<b>% of Total Population</b>
<b>Total Population</b>	<b>1,360,301</b>	<b>100.0</b>
Hispanic or Latino (of any race)	120,842	8.9
White Not Hispanic	309,343	22.7
Black or African American Not Hispanic	19,904	1.5
American Indian/Alaska Native Not Hispanic	2,823	0.2
Asian Not Hispanic	513,294	37.7
Native Hawaiian & Other Pacific Islander Not Hispanic	128,222	9.4
Some Other Race Not Hispanic	1,888	0.1
Two or more races Not Hispanic	263,985	19.4

## Race Data Tabulation Concepts

- **Race Alone**

- Includes people who indicated only one race
- For example, people who identified as “Asian and no other race” are included in the Asian Alone category

- **Two or More Races**

- Includes people who reported more than one race
- 57 combinations of the major race groups

Hawaii Population by Race alone and Race alone or in combination

	Race alone	Race alone or in combination with one or more other races
<b>Total Population</b>	<b>1,360,301</b>	<b>1,360,301</b>
<b>Race Responses</b>	---	<b>1,807,596</b>
<b>White</b>	<b>336,599</b>	<b>564,323</b>
<b>Black or African American</b>	<b>21,424</b>	<b>38,820</b>
<b>American Indian/Alaska Native</b>	<b>4,164</b>	<b>33,470</b>
<b>Asian</b>	<b>525,078</b>	<b>780,968</b>
<b>Native Hawaiian &amp; Pacific Islander</b>	<b>135,422</b>	<b>355,816</b>
<b>Some Other Race</b>	<b>16,985</b>	<b>34,199</b>
<b>Two or more races</b>	<b>320,629</b>	---



## Funding Allocations of 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



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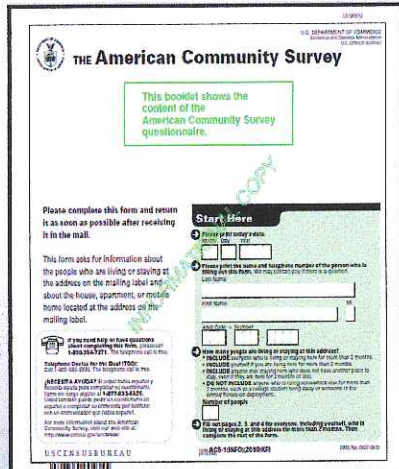
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## American Community Survey (ACS)

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# The American Community Survey



A program that provides data every year on **characteristics** of people and communities

- families, children, elderly
- income, poverty
- work, unemployment
- commuting patterns
- housing indicators

On-Line Access

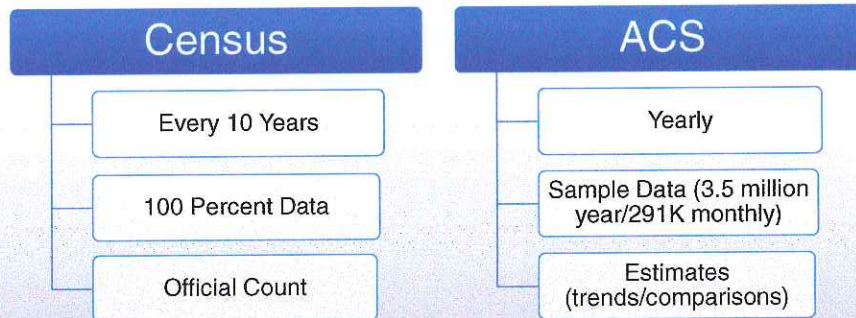
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## American Community Survey



### Differences Between Decennial Census and ACS



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## American Community Survey

Items in **red** were also collected on the **2010 Census**

### Demographic Characteristics

- **Age**
- **Sex**
- **Race**
- **Hispanic Origin**
- **Household Relationship**
- **Group Quarters**



### Social Characteristics

- Families
- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry/ Tribal Affiliation

### Economic Characteristics

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work



### Housing Characteristics

- **Tenure (Rent/Own)**
- **Occupancy**
- Structure
- Housing Value
- Taxes & Insurance
- Utilities
- **Mortgage/ Monthly Rent**



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### Topics Covered by the ACS

- |   |   |
|---|---|
| 01 = Age and Sex  | 15 = Educational Attainment                               |
| 02 = Race   | 16 = Language Spoken at Home and Ability to Speak English |
| 03 = Hispanic or Latino Origin                          | 17 = Poverty  |
| 04 = Ancestry   | 18 = Disability   |
| 05 = Foreign Born, Citizenship; Year of Entry; Nativity | 19 = Income (Households and Families)                     |
| 06 = Place of Birth                                     | 20 = Earnings and Income (Individuals)                    |
| 07 = Residence 1 Year Ago; Migration                    | 21 = Veteran Status                                       |
| 08 = Journey to Work; Workers; Commuting                | 22 = Food Stamps  |
| 09 = Children; Household Relationship                   | 23 = Employment Status; Work Experience; Labor Force      |
| 10 = Grandparents; Grandchildren                        | 24 = Industry & Occupation; Class of Worker               |
| 11 = Household Type; Family Type; Subfamilies           | 25 = Housing  |
| 12 = Marital Status and History                         | 26 = Group Quarters                                       |
| 13 = Fertility  | 27 = Health Insurance                                     |
| 14 = School Enrollment                                  | 99 = Imputation table for any topic                       |



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## ACS Data Products

- Data Profiles
- Narrative Profiles
- Selected Population Profiles
- Ranking Tables
- Subject Tables
- Detailed Tables
- Geographic Comparison Tables
- Thematic Maps
- Custom Tables
- Summary File
- Public Use Microdata Samples

- ACS includes a wealth of data
- ACS produces 1-year and multi-year estimates (3-year and 5-year)
- ACS data products put these data at the fingertips of those who need them:

<http://factfinder2.census.gov>

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## Selected Population Profiles

**For Selected Population Tables:** (race, Hispanic origin, ancestry, and tribal groupings)

- The population group must have a population of at least 7,000 at the national-level.
  - For race, Hispanic origin, and tribal groups, this is based on 2010 Census counts.
  - For ancestry groups, this is based on 2006-2010 ACS 5-year estimates.
  - There are 392 population groups included in for the 2006-2010 ACS 5-year Selected Population Tables.

**For American Indian and Alaska Native Tables:**

- The American Indian or Alaska Native group must have a population of at least 100 at the national-level.
  - This is based upon 2010 Census counts for specific American Indian tribes and Alaska Native villages.
  - There are 950 population groups included in the 2006-2010 ACS 5-year AIAN Tables.

**Sample Size Requirement**

- For the table to be released, each geographic area (for example, the state of Florida) must have at least 50 unweighted sample persons from the population group
  - This is based on 2006-2010 ACS 5-year estimates.
  - This requirement protects individual and household responses.

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# Census Geography

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## Understanding Census Geography

United States  
Regions  
Divisions  
States  
Counties  
Census County Divisions  
(includes Incorporated Places,  
Census Designated Places and Minor Civil Divisions)  
Census Tracts  
Block Groups  
Blocks

## Data for Census Geographic Area

Its almost always best to match the project target area with census data to make assembling data easier even if the census area doesn't perfectly match the area you want to serve.

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## Accessing Census Data

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### American Housing Survey Statistics

The U.S. Department of Housing and Urban Development and the U.S. Census Bureau released jointly new metropolitan area-level American Housing Survey statistics revealing a snapshot of U.S. Homes.

**Population Clock**  
U.S. Population: 323,612,411  
World Population: 7,294,023,311  
Apr 01, 2016 10:44 UTC (+7) [Learn More >>](#)

**QuickFacts**  
Quick, easy access to facts about people, business, and geography.  
Select a state to begin

**U.S. Census Bureau Economic Indicators**

Advance Report Durable Goods February 2016 Report Released 8:30 AM EDT, 3/25/16	\$231.3 B	New Orders	-1.4%
New Residential Sales February 2016 Report Released 10:00 AM EDT, 3/24/16	\$39,000	Single-family houses	7.8%
Quarterly Profits - Manufacturing	\$154.1 B		

**Latest News**

**About 70 Percent of Homes in Miami and Tampa Have an Emergency Kit**  
March 31, 2016  
More than half of US homes have a prepared emergency evacuation kit, according to new metropolitan area-level American Housing Survey statistics released today.

**Population Estimates for Counties and Metro Areas**  
March 24, 2016  
The Villages, Fla., Nation's Fastest-Growing Metro Area for Second Year in a Row.

**Stat of the Day**

**Mining**  
The nation's 6,470 Crude petroleum and natural gas extraction establishments reported 173,261 employees and an annual payroll of \$14.7 billion for 2012.  
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**the 2020 Census**  
Census Bureau is researching modern and methods for the population to exercise its to be counted in the 2020 Census.

**U.S. Census Bureau Economic Indicators**

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**Stat of the Day**

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The nation's 6,470 Crude petroleum and natural gas extraction establishments reported

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FactFinder

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MAIN
COMMUNITY FACTS
GUIDED SEARCH
ADVANCED SEARCH
DOWNLOAD OPTIONS
Spanish
English

**Good News!** We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.

**Community Facts**

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code

▶ **Guided Search**

▶ **Advanced Search**

▶ **Download Options**

**Click on Advanced Search tab**

**News and Notes**

Jan 25, 2013  
The Demographic Profile for Guam is available...

# American FactFinder Topics

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FactFinder

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MAIN
COMMUNITY FACTS
GUIDED SEARCH
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DOWNLOAD OPTIONS

**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

"Your Selections" is empty

---

**Search using the options below:**

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

*To search for tables and other files in American FactFinder:*

- 1** Enter search terms and an optional geography and click GO

topic or table name  state, county or place (optional)   ?

topics
  race/ancestry
  industries
  occupations

-- or --

Select from **Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.**

- these are added to "Your Selections"
- the Search Results are updated

- 2** Next, select **Geographies** (states, counties, cities, towns, etc.)

  - these are added to "Your Selections"
  - the Search Results are updated

- 3** Select one or more Search Results and click View



The screenshot shows the Census Bureau's data selection interface. It features several panels:
 

- Topics:** A dropdown menu with options for People, Housing, Business and Industry, Year, Product Type, Program, and Dataset.
- People:** A list of characteristics including Basic Count/Estimate, Age & Sex, Age Group, Disability, Education, Employment, Income & Earnings, Insurance Coverage, Language, Marital & Fertility Status, Origins, Population Change, Poverty, Race & Ethnicity, Relationship, and Veterans.
- Housing:** A list of characteristics including Basic Count/Estimate, Financial Characteristic, Occupancy Characteristic, Physical Characteristic, Health and Safety Characteristic, and another Occupancy Characteristic and Physical Characteristic.
- Business and Industry:** A list of characteristics including Assets & Capital Expenditures, Business Characteristic, Business Owner, Economic Series, Employment, Establishments/Firms, Expenses & Purchased Services, Fuels & Materials, Inventories, Labor Costs, and Sales, Receipts, Revenue, or Shipments.
- Year:** A list of years from 2012 to 2000 with associated counts in parentheses.
- Product Type:** A list of data formats including Comparison Profile, Data Profile, Detailed Table, Geography Comparison Table, Geography Header, Narrative Profile, Public Use Microdata Sample, Quick Table, Ranking Table, Selected Population Profile, and Subject Table.
- Dataset:** A list of various ACS and SF data products with their respective counts.
- Program:** A list of major survey programs with their counts.

 Green arrows indicate the selection path: Topics (People) → Dataset → Program → Year → Product Type.

**Year**

- 2012 (5)
- 2011 (7,794)
- 2010 (10,574)
- 2009 (7,055)
- 2008 (5,108)
- 2007 (5,608)
- 2006 (2,551)
- 2005 (2,501)
- 2004 (18)
- 2002 (655)
- 2000 (8,922)

**Product Type**

- Comparison Profile (25)
- Data Profile (128)
- Detailed Table (27,117)
- Geography Comparison Table (19,643)
- Geography Header (85)
- Narrative Profile (6)
- Public Use Microdata Sample (32)
- Quick Table (386)
- Ranking Table (591)
- Selected Population Profile (24)
- Subject Table (1,147)

**Dataset**

- 2013 ACS 5-year estimates (4)
- 2013 ACS 3-year estimates (4)
- 2013 ACS 1-year estimates (4)
- 2012 ACS 5-year estimates (4)
- 2012 ACS 3-year estimates (4)
- 2012 ACS 1-year estimates (4)
- 2011 ACS 5-year estimates (4)
- 2011 ACS 3-year estimates (4)
- 2011 ACS 1-year estimates (4)
- 2010 ACS 5-year Selected Population Tables (3)
- 2010 ACS 5-year estimates (4)
- 2010 ACS 3-year estimates (4)
- 2010 ACS 1-year estimates (4)
- 2010 SF1 100% Data (1)
- 2010 SF2 100% Data (1)
- 2010 Demographic Profile SF (1)
- 2010 American Indian and Alaska Native SF (1)
- 2009 ACS 5-year estimates (4)
- 2009 ACS 3-year estimates (4)
- 2009 ACS 1-year estimates (4)

**Program**

- American Community Survey (39,323)
- American Housing Survey (105)
- Annual Survey of Manufactures (89)
- Business Expenses Survey (8)
- Business Patterns (82)
- Commodity Flow Survey (213)
- Decennial Census (8,142)
- Economic Census (1,857)
- EEO Tabulation (167)
- Nonemployer Statistics (32)
- Population Estimates (26)
- Survey of Business Owners (386)

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

# Presenting the Data

[The main content area of this slide is mostly blank, suggesting a focus on the title and the footer information.]

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

## Census Bureau Data

- Provides a picture of your target group or community
- Can be relatively specific to your target area
- Easy to compare to other areas, States, counties, cities, census tracts
- Changes in population can be tracked over time



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## Presenting Census Data in a Grant Proposal

- Present data relevant to showing a need
- Reflect funding agency priorities
- If you are serving a small population, provide census tract data
- Show both data and statistics—gives them two reference points
  - ✓ Example 15% or 3,000 families below poverty

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## Provide Comparisons

### 1. Over time (1970, 1980, 1990, 2000)

- Demonstrate emerging issues affecting your population
- Be mindful of changes in geographic boundaries – city annexations, new census tract boundaries

### 2. Compare subset data to larger group

- State to national
- City/town to county or State
- Census tract to other tracts or to city/county

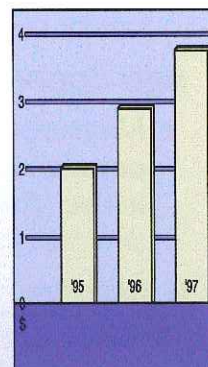


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## Presenting Census Data in a Grant Proposal Charts & Graphs

- Make sure charts, graphs, maps are reproducible in black and white
- 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. For example “The chart on the next page illustrates increases in the Hispanic population over the past 30 years”.



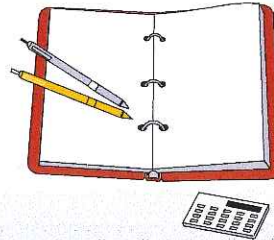
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## Derived Measures\*

\*A unit that is determined by combining one or more measurements

- Mean = average
- Median
- Percent
- Rate



The ACS generally does a better job estimating percentages, rate, means, and medians than it does totals

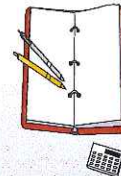
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## Calculated Measures

### 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 age 65 and older)
- Gini index
  - Measures the degree of inequality in the distribution of family income in a country



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# Where to Start

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## Look at Trends to Track



- 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

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## Then Look at Your Community or Target Area

*How is it different?*

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



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## Census Data Products Useful for Writing Successful Grants

- QuickFacts
- Easy Stats
- Community Facts in AFF
- Narrative Profiles Profiles
- Data
- Address Search & Census Tract Data
- Detailed Tables in AFF

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## Census Data Profiles

- Good place to start
- Provide fact sheets on the social, economic, demographic, and housing characteristics for different geographic areas
- About 450 different characteristics



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## 2010 Census Demographic Profile—DP-1

DP-1 Profile of General Population and Housing Characteristics: 2010  
2010 Census Summary File 1

NOTE: For information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/br010/00s/r1.pdf>

Geography: Hawaii

Subject	Number	Percent
<b>SEX AND AGE</b>		
Total population	1,560,301	100.0
Under 5 years	97,407	6.4
5 to 9 years	83,381	5.3
10 to 14 years	81,559	5.2
15 to 19 years	82,094	5.3
20 to 24 years	92,529	5.9
25 to 29 years	97,802	6.3
30 to 34 years	88,031	5.6
35 to 39 years	86,766	5.5
40 to 44 years	86,617	5.5
45 to 49 years	82,789	5.3
50 to 54 years	97,978	6.3
55 to 59 years	93,340	6.0
60 to 64 years	82,222	5.3
65 to 69 years	59,170	3.8
70 to 74 years	41,563	2.7
75 to 79 years	34,675	2.2
80 to 84 years	28,702	1.8
85 years and over	20,238	1.3
Median age (years)	38.8	(X)
16 years and over	1,091,079	70.0
18 years and over	1,051,483	67.4
21 years and over	1,003,512	64.3
62 years and over	241,094	15.4
65 years and over	165,188	10.6
<b>Male population</b>		
Under 5 years	46,019	3.0
5 to 9 years	42,847	2.7
10 to 14 years	41,699	2.7
15 to 19 years	44,590	2.9
20 to 24 years	41,941	2.7

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## American Community Survey: DP02, DP03, DP04, DP05

The image shows four overlapping screenshots of the American Community Survey data viewer interface. Each window displays a table of data for a specific geographic area, with columns for variables and their values. The windows are labeled as follows:

- DP02: SELECTED SOCIAL CHARACTERISTICS FOR THE UNITED STATES** (2012 ACS American Community Survey 5-Year Estimates)
- DP03: SELECTED ECONOMIC CHARACTERISTICS** (2012 ACS American Community Survey 5-Year Estimates)
- DP04: SELECTED HOUSING CHARACTERISTICS** (2012 ACS American Community Survey 5-Year Estimates)
- DP05: SELECTED DEMOGRAPHIC AND HOUSING ESTIMATES** (2012 ACS American Community Survey 5-Year Estimates)

At the bottom of the interface, the United States Census Bureau logo and the U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov are displayed.

## Use Census Products to Describe Your Target Population

- **Population:** household, gender, race, ethnicity, marital status
- **Social Characteristics:** place of birth, education, ancestry, language spoken in home, veteran status, disability
- **Economic Characteristics:** labor force, place of work, year last worked, occupation, income
- **Housing (units in structure, rooms, ownership/rent, value)**



## Why Census Data Use Is Powerful

- ✓ It's the leading source of quality data about the Nation's people & economy
- ✓ It's reliable
- ✓ It's comparable nationwide
- ✓ It's detailed
- ✓ It's flexible
- ✓ It's widely used by organizations of all kinds



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## Resources: Need Assistance?

U.S. Census Bureau  
Partnership & Data Services Program  
15350 Sherman Way, Suite 400  
Van Nuys, CA 91406

**(888) 806-6389 Toll Free**



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L.A. Regional Office Website:  
[www.census.gov/regions/los\\_angeles/](http://www.census.gov/regions/los_angeles/)

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