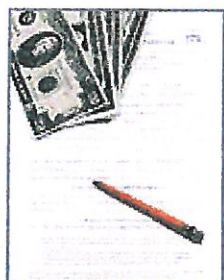


Using Census Data in Grant Writing

OCCUR

June 26, 2015



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Agenda

- Grants overview
- Age Trends
- Overview of data sets
- Presenting the data
- Resources and Summary
- Hands on: Going on line
- Community Analysis Worksheet

Data for Dollar\$\$



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Components of the 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

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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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Population Trends

- Is the population growing or declining?
- Is this a youthful or aging population?
- What are the income levels?
- How many are living in poverty?
- What are the employment trends?

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Census Data a Reliable Source

- Population, Income, Education and Labor force statistics
- Data for small areas help to identify pockets of need in communities
- Data describes target population and communities
- Helps identify problem and need for project
- Easy to compare to other areas, geographies
- Can track population changes over time

Importance of Census Bureau Data for Grant Writing

- Comparability
- Regularly collected
- Recognition
- Availability and accessibility

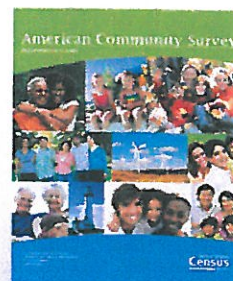
ALL TOPICS	CALIFORNIA	SACRAMENTO COUNTY, CALIFORNIA	UNITED STATES
Households: 2009-2013	12,542,460	817,243	116,610,216
Persons per household, 2009-2013	2.94	2.72	2.63
High school graduates or higher, percent of persons age 25 years+, 2009-2013	91.2%	85.9%	86.0%
Bachelor's degree or higher, percent of persons age 25 years+, 2009-2013	36.7%	28.0%	26.8%
Veterans, 2009-2013	1,893,579	84,388	21,253,779
With a disability, under age 65 years, percent, 2009-2013	6.9%	9.1%	8.4%
Living in same house 1 year ago, percent of persons age 1 year+, 2009-2013	84.2%	78.8%	84.6%
Foreign born persons, percent, 2009-2013	27.0%	19.9%	12.9%
Language other than English spoken at home, percent of persons age 5 years+, 2009-2013	43.7%	31.2%	20.7%
In civilian labor force, total, percent of population age 16 years+, 2009-2013	63.7%	63.5%	63.0%
In civilian labor force, female, percent of population age 16 years+, 2009-2013	57.6%	52.6%	56.3%

Portrait of a Community Analysis

Source: <http://www.wmich.edu/consumer/rural-entrepreneurship/docs/retu-module2-guide.pdf>

- ☐ Overview and Introduction
- ☐ Description of the Community
 - ✓ Community Residents
 - ✓ Economic Stability
- ☐ Community Values
 - ✓ Quality of Life
- ☐ Community Resiliency
- ✓ Retail Sector Analysis
- ☐ Infrastructure Analysis

FactFinder



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Community Residents

Community Residents

This section will provide insight into the potential/underserved target markets in the community. Present data information in a table.

Indicator	Description	Sources
Population change	Population change 2000-present; compare to state population change.	American Factfinder (U.S. Census).
Households	Number and percentage of family and nonfamily households.	American Factfinder
Age distribution	Describe the population of the community by age category, median age. Condense age categories to no more than five categories.	American Factfinder
Working age population	Present number and age distribution of residents of working age. Condense age categories to no more than four categories.	American Factfinder
Ethnic diversity	Describe ethnic and racial makeup of the community.	American Factfinder
Education	Describe residents by educational attainment. Group data by no more than 3 categories.	American Factfinder

Source: <http://www.wmich.edu/consumer/rural-entrepreneurship/docs/retu-module2-guide.pdf>

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Economic Stability

Economic Stability

Data in this section gives an overview of the economic conditions in the community that impact consumers' purchasing power. Compare to state data in a table where appropriate.

Indicator	Description	Sources
Employment rate	Percent of labor force unemployed. Compare to state data.	American <u>Factfinder</u> .
Families above poverty level	Percentage of families living above poverty level in 2000. Compare to state data.	American <u>Factfinder</u> .
Employment by industry	Present top 3 industry sectors by number and percentage of residents employed number and percentage of total employment. Compare to state data.	American <u>Factfinder</u> .

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Quality of Life

Quality of Life

Describes the community in terms of its attractiveness as a place to live and work. Present findings in table format.

Indicator	Description	Sources
Amenities	Describe the physical features (natural and humanbuilt) of the community and nearby areas that draw residents and visitors to the community.	Personal observations, community literature, internet search See USDA ERS – Rural Development – Rural Amenities at http://www.ers.usda.gov/Briefing/RuralAmenities/
Community stability	Percentage of residents living in same house for the last 5 years.	American <u>Factfinder</u> .
Housing	Availability of affordable, quality housing.	American <u>Factfinder</u> , real estate advertisement, community literature, community leader presentation.

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Retail Sector

Retail Sector Analysis

This section describes the location, mix and quality of the retail sector in the community.

Indicator	Description	Sources
Location of retail centers	Describe where retail centers are located in the community.	Personal observation, community literature, online maps/GPS.
Retail mix	Describe the mix of retailers in the community.	US Economic Census (2007) Internet, telephone directories, community literature, personal observation.
Local retail quality	Assessment of local retailer merchandising, product offerings , customer service strategies. Describe strengths and weaknesses.	Personal observations during community visit.
Competitors outside the community	Identify major shopping destinations outside community .	State maps, internet search, personal observation.

Data Access 101

Census data comes in many forms!

1. Annual Population Estimates
2. Decennial
3. American Community Survey
4. Current Population Survey
5. Other Surveys (100's of others)
6. Economic Census

Data Sets

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Estimates and Projections?

- **Estimates**
 - For the present and the past
 - Produced using administration records and other data
 - The official measures of population and housing units between censuses
 - Monthly and Annual (July 1) for each year
 - Formulated based on the latest census number, birth and death rates and migration
- **Projections**
 - Estimates for future dates
 - Produced by making assumptions about future trends
 - Use the latest Published census or estimates as a base

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What estimate data do we produce?

- Resident population
 - Totals
 - National, state, county, sub-county (Incorporated Cities)
 - Demographic Characteristics
 - National, state and county
 - Age, sex, race and Hispanic origin
- Other Data
 - Component of change
 - Birth, deaths and migration
 - Housing Units
 - Population Universes
 - Residents plus armed forces overseas, civilian and civilian non-institutionalized

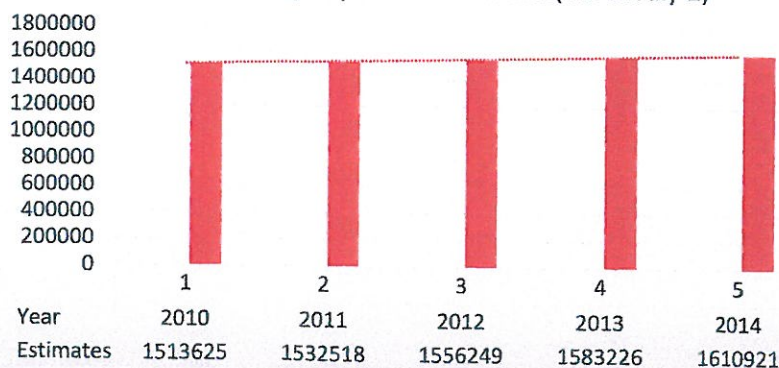
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Annual Estimates of the Resident Population: July 1, 2010 to July 1, 2014

Alameda County Population Estimates(As of July 1)



Source: U.S. Census Bureau, Population Division

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Quick Facts

<http://quickfacts.census.gov/qfd/states/06/06001.html>

Alameda County, California

Want more? [Browse data sets for Alameda County](#)

People QuickFacts	Alameda County	California
Population, 2014 estimate	1,610,921	38,802,500
Population, 2013 estimate	1,583,226	38,431,393
Population, 2010 (April 1) estimates base	1,510,261	37,254,503
Population, percent change - April 1, 2010 to July 1, 2014	6.7%	4.2%
Population, percent change - April 1, 2010 to July 1, 2013	4.8%	3.2%
Population, 2010	1,510,271	37,253,956
Persons under 5 years, percent, 2013	6.1%	6.5%
Persons under 18 years, percent, 2013	21.7%	23.9%
Persons 65 years and over, percent, 2013	12.2%	12.5%
Female persons, percent, 2013	51.0%	50.3%
White alone, percent, 2013 (a)	52.0%	73.5%
Black or African American alone, percent, 2013 (a)	12.4%	6.6%
American Indian and Alaska Native alone, percent, 2013 (a)	1.2%	1.7%
Asian alone, percent, 2013 (a)	28.2%	14.1%

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2010 Census Content

Demographic Characteristics



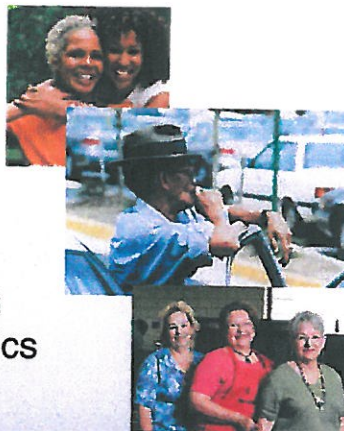
- ☐ Sex
- ☐ Age
- ☐ Race
- ☐ Hispanic Origin
- ☐ Household Relationship
- ☐ Tenure

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Census Bureau focuses on Age and Aging Populations in terms of:

- Age Trends
- Race and Ethnicity
- Living Arrangements
- Social Characteristics
- Economic Status
- Geographic Distribution
- Workforce Characteristics



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Alameda County, California							
1 36 of 36	Subject	Total		Male		Female	
		Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
	Total population	1,554,720		762,552		792,168	
	AGE						
	Under 5 years	6.3%	±0.1	6.6%	±0.1	6.1%	±0.1
	5 to 9 years	6.1%	±0.2	6.4%	±0.3	5.7%	±0.3
	10 to 14 years	6.1%	±0.2	6.2%	±0.3	5.9%	±0.3
	15 to 19 years	6.2%	±0.1	6.5%	±0.1	5.9%	±0.1
	20 to 24 years	7.2%	±0.1	7.3%	±0.1	7.0%	±0.1
	25 to 29 years	7.5%	±0.1	7.6%	±0.1	7.3%	±0.1
	30 to 34 years	7.8%	±0.1	7.8%	±0.1	7.8%	±0.1
	35 to 39 years	7.5%	±0.2	7.4%	±0.4	7.5%	±0.3
	40 to 44 years	7.4%	±0.2	7.6%	±0.4	7.2%	±0.3
	45 to 49 years	7.2%	±0.1	7.3%	±0.1	7.1%	±0.1
	50 to 54 years	7.2%	±0.1	7.2%	±0.1	7.1%	±0.1
	55 to 59 years	6.5%	±0.2	6.5%	±0.3	6.6%	±0.3
	60 to 64 years	5.4%	±0.2	5.2%	±0.3	5.6%	±0.3
	65 to 69 years	3.9%	±0.1	3.9%	±0.2	4.0%	±0.2
	70 to 74 years	2.7%	±0.1	2.4%	±0.2	2.9%	±0.2
	75 to 79 years	1.9%	±0.1	1.7%	±0.2	2.2%	±0.2
	80 to 84 years	1.6%	±0.1	1.3%	±0.1	1.9%	±0.2
	85 years and over	1.6%	±0.1	1.1%	±0.2	2.1%	±0.2
	SELECTED AGE CATEGORIES						
	5 to 14 years	12.1%	±0.1	12.6%	±0.1	11.6%	±0.1
	15 to 17 years	3.6%	±0.1	3.8%	±0.1	3.4%	±0.1
	18 to 24 years	9.7%	±0.1	10.0%	±0.1	9.5%	±0.1
	15 to 44 years	43.5%	±0.1	44.3%	±0.1	42.7%	±0.1
	16 years and over	80.4%	±0.1	79.6%	±0.2	81.3%	±0.1
	18 years and over	77.9%	±0.1	77.0%	±0.1	78.9%	±0.1
	60 years and over	17.2%	±0.2	15.8%	±0.3	18.6%	±0.3
	62 years and over	14.9%	±0.2	13.3%	±0.2	16.4%	±0.2
	65 years and over	11.8%	±0.1	10.4%	±0.1	13.1%	±0.1
	75 years and over	5.2%	±0.1	4.2%	±0.1	6.2%	±0.1
	SUMMARY INDICATORS						
	Median age (years)	36.9	±0.2	36.0	±0.2	37.6	±0.2
	Sex ratio (males per 100 females)	96.3	±0.1	(X)	(X)	(X)	(X)
	Age dependency ratio	51.1	±0.1	(X)	(X)	(X)	(X)
	Old-age dependency ratio	17.8	±0.1	(X)	(X)	(X)	(X)
	Child dependency ratio	33.4	±0.1	(X)	(X)	(X)	(X)

Funding Allocations Using Age Data

- Adult basic education programs
- Transportation services for elderly
- Social services for children under 5 years of age
- 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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→ 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)

2010 Census Race Question (asked since 1790)

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.

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Alameda County Population by Race

Source: 2010 Census

RACE	Number	Percent of Total Population
Total population	1,510,271	100
One Race	1,419,274	94
White	649,122	43
Black or African American	190,451	12.6
American Indian and Alaska Native	9,799	0.6
Asian	394,560	26.1
Native Hawaiian and Other Pacific Islander	12,802	0.8
Some Other Race	162,540	10.8
Two or More Races	90,997	6
HISPANIC OR LATINO AND RACE	Number	Percent of Total Population
Total population	1,510,271	100
Hispanic or Latino	339,889	22.5
Not Hispanic or Latino	1,170,382	77.5
White alone	514,559	34.1
Black or African American alone	184,126	12.2
American Indian and Alaska Native alone	4,189	0.3
Asian alone	390,524	25.9
Native Hawaiian and Other Pacific Islander alone	11,931	0.8
Some Other Race alone	4,191	0.3
Two or More Races	60,862	4

Race and Hispanic Data

Data for Alameda County	Race Alone (Hispanics can be any race)	Pct.	Race Alone, Not Hispanic	Pct.
Total Population	1,510,271	100%	1,510,271	100%
White	649,122	43%	514,559	34.1
Black or African American	190,451	12.6%	184,126	12.2%
American Indian and Alaska Native	9,799	0.6%	4,189	0.3%
Asian	394,560	26.1%	390,524	25.9%
Native Hawaiian and Other Pacific Islander	12,804	0.8%	11,931	0.8%
Some Other Race	162,540	10.8%	4,191	0.3%
Two or More Races	90,997	6%	60,862	4%
Hispanics	Already counted above		339,889	22.5%

Source: 2010 Census

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Funding Allocations Using Race / Ethnicity Data

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



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Household Types

Family households

Husband-wife family

Male householder, no wife present

Female householder, no husband present

Nonfamily households

Male householder

Living alone

Female householder

Living alone



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American Community Survey (ACS)

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What is the American Community Survey?





- Ongoing household survey that goes to about 2.5% of addresses annually
- Produces credible, cost-efficient statistics for decision-making at all levels of government and industry
- Part of the Decennial Census – per James Madison, collecting vital statistics about the nation since 1790.
- **Completed by mail, online access or interview follow up**

The image shows a thumbnail of the American Community Survey questionnaire. At the top, it says "THE American Community Survey". Below that, a green box states: "This booklet shows the content of the American Community Survey questionnaire." The form includes sections for "Start Here", "Please complete this form and return it as soon as possible after receiving it by the mail.", and "This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label." It also includes a "Please read carefully" section with instructions on how to fill out the form, including a note about the "2010 Census" and "2010 Census" data. The bottom of the form has the "U.S. Census Bureau" logo and the text "U.S. Census Bureau" and "U.S. Census Bureau".

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American Community Survey Topics

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

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

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Key ACS Data Products

Key ACS Data Products	
Data Product	Description
Data profiles	Provide broad social, economic, housing, and demographic profiles.
Narrative profiles	Summarize the information in the data profiles using concise, nontechnical text.
Selected population profiles	Provide broad social, economic, and housing profiles for a large number of race, ethnic, ancestry, and country/region of birth groups.
Ranking tables	Provide state rankings of estimates across 86 key variables.
Subject tables	Similar to data profiles but include more detailed ACS data, classified by subject.
Detailed tables	Provide access to the most detailed ACS data and crosstabulations of ACS variables.
Geographic comparison tables	Compare geographic areas other than states (e.g., counties or congressional districts) for key variables.
Thematic maps	Interactive, online maps that can be used to display ACS data.
Custom tables	Allow the user to extract specific rows of data from the ACS detailed tables.
Summary files	Provide access to the detailed tables through a series of comma-delimited text files on the Census Bureau's FTP site < www2.census.gov >
Public Use Microdata Sample files	Provide access to ACS microdata for data users with SAS and SPSS software experience.

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Disability Status

- 17** a. Is this person deaf or does he/she have serious difficulty hearing?
- ☐ Yes
☐ No
- b. Is this person blind or does he/she have serious difficulty seeing even when wearing glasses?
- ☐ Yes
☐ No

H Answer question 19 if this person is 15 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

- 19** Because of a physical, mental, or emotional condition, does this person have difficulty doing errands alone such as visiting a doctor's office or shopping?
- ☐ Yes
☐ No

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G Answer question 18a – c if this person is 5 years old or over. Otherwise, SKIP to the questions for Person 2 on page 12.

- 18** a. Because of a physical, mental, or emotional condition, does this person have serious difficulty concentrating, remembering, or making decisions?
- ☐ Yes
☐ No
- b. Does this person have serious difficulty walking or climbing stairs?
- ☐ Yes
☐ No
- c. Does this person have difficulty dressing or bathing?
- ☐ Yes
☐ No

Disability Status

- Beginning in 2008, questions on disability represent a conceptual and empirical break from earlier years of the ACS.
- Disability status is defined as the product of interactions among individuals' bodies; their physical, emotional, and mental health; and the physical and social environment in which they live, work, or play. A disability exists where this interaction results in limitations of activities and restrictions to full participation at school, at work, at home, or in the community.
- Identified disabilities and their universe:
 - Hearing difficulty (all ages)
 - Vision difficulty (all ages)
 - Cognitive difficulty (5 years old or older)
 - Ambulatory difficulty (5 years old or older)
 - Self-care difficulty (5 years old or older)
 - Independent living difficulty (18 years old or older)



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Language Spoken at Home and Ability to Speak English

- Language is tabulated for persons 5 years old and older.
- It is important to look at language AND the ability to speak English to accurately determine those individuals that may need translation assistance to participate in a program.

14 a. Does this person speak a language other than English at home?

- ☐ Yes
☐ No → SKIP to question 15a

b. What is this language?

For example: Korean, Italian, Spanish, Vietnamese

c. How well does this person speak English?

- ☐ Very well
☐ Well
☐ Not well
☐ Not at all

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Financial Characteristics for Owner-Occupied Units

- Condominium Status and Fee
- Mobile Home Costs
- Mortgage Status and Payment (*includes everything paid to the lender*)
- Second or Junior Mortgage Payments or Home Equity Loan
- Insurance for Fire, Hazard, and Flood
- Real Estate Taxes
- Utilities Costs
- Value (*The respondent's estimate of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale.*)



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Financial Characteristics for Renter-Occupied Units

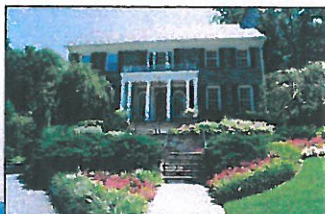
- ▶ Rent:
 - Contract Rent = monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included.
 - Gross Rent = the contract rent plus the estimated average monthly cost of utilities, meals, and fuels if these are paid by the renter.
- ▶ House Heating Fuel
- ▶ Meals Included in Rent
- ▶ Utilities Costs



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Housing Characteristics



- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

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Housing for the Elderly Special Needs Housing

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

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Presenting the Data

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Citing AFF Tables and Maps

Frequently Asked Questions ADA/508 friendly site

Citation style Search

☒ Text ☐ FAQ #

Explore Topics

Filtered By Group:

Top Questions

Search results

[American FactFinder: How do I cite tables and maps in American FactFinder?](#)

Dynamically generated tables, maps, and files from American FactFinder.(Use semicolons to separa... [\(more\)](#)

[Help! I read about your data in the newspapers, but I don't know which data source it came from.](#)

Best place to look for starters is the Latest News Releases on... [\(more\)](#)

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Examples of Citing

U.S. Census Bureau; Census 2000, Summary File 1, Matrix P7; generated by Joe Smith; using American FactFinder; <http://factfinder2.census.gov>; (15 February 2012).

U.S. Census Bureau; American Community Survey, 2010 American Community Survey 1-Year Estimates, Table GCT0101; generated by John Smith; using American FactFinder; <http://factfinder2.census.gov>; (7 January 2012).

U.S. Census Bureau; Census 2000, Summary File 1, Table P001; generated by Jane Jones; using American FactFinder; <http://factfinder2.census.gov>; (20 February 2012)

U.S. Census Bureau; 2010 Census Summary File 1; Tables P1 and QT-P1; generated by John Smith; using American FactFinder; <http://factfinder2.census.gov>; (12 December 2011).

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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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Data in a Grant Proposal

- Present data that demonstrates a need
- Reflect funding agency priorities
- If you are serving a small population, provide census tract data
- Show data and derived measures as reference points
 - Example: 3,000 families below poverty, or 15%

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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 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/2010/docr/sf1.pdf>.

Geography: Hawaii

Subset	Number	Percent
SEX AND AGE		
Total population	1,290,301	100.0
Under 5 years	87,407	6.4
5 to 9 years	83,361	6.1
10 to 14 years	81,539	6.0
15 to 19 years	85,094	6.3
20 to 24 years	91,829	7.0
25 to 29 years	97,302	7.2
30 to 34 years	98,931	6.5
35 to 39 years	96,795	6.4
40 to 44 years	95,517	6.6
45 to 49 years	96,787	7.0
50 to 54 years	97,978	7.2
55 to 59 years	95,340	6.9
60 to 64 years	82,222	6.0
65 to 69 years	66,179	4.3
70 to 74 years	41,523	3.0
75 to 79 years	34,675	2.5
80 to 84 years	29,702	2.2
85 years and over	30,238	2.2
Median age (years)	38.6	(X)
10 years and over	1,091,279	80.2
15 years and over	1,038,483	77.7
21 years and over	1,090,511	79.8
35 years and over	241,984	17.8
50 years and over	193,138	14.3
Male population	691,243	50.1
Under 5 years	46,019	3.3
5 to 9 years	42,947	3.1
10 to 14 years	41,099	3.1
15 to 19 years	44,690	3.3
20 to 24 years	51,061	3.6

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ACS: DP-2, DP-3, DP-4, DP-5

[illegible]

ACS Margin of Error (MOE)

- **Margin of Error Definition:**
A measure of the precision of an estimate at a given level of confidence (90%, 95%, 99%)
 - MOEs at the 90% confidence level for all published ACS estimates
- **Confidence Interval Definition:**
A range that is expected to contain the population value of the characteristic with a known probability

	California	
	Estimate	Margin of Error
Total	35,158,257	+/-2,934
Speak only English	19,768,046	+/-3,320
Speak Spanish:	10,124,555	+/-52,522
Speak English "very well"	5,590,726	+/-40,493
Speak English less than "very well"	4,525,829	+/-38,772
Speak other languages	5,265,656	+/-38,517
Speak English "very well"	2,974,814	+/-30,969
Speak English less than "very well"	2,290,842	+/-29,963
Born in state of residence:	18,087,383	+/-7,718
Speak only English	12,734,913	+/-58,214
Speak Spanish:	4,422,762	+/-38,304
Speak English "very well"	3,779,239	+/-38,857
Speak English less than "very well"	643,523	+/-15,772
Speak other languages	829,708	+/-19,433
Speak English "very well"	797,151	+/-18,647
Speak English less than "very well"	32,559	+/-5,361

Provide Comparisons

- Over time (2000, 2010)
 - Demonstrate emerging issues affecting your target population
 - Be mindful of boundary changes
- Compare subset data to larger group
 - State to national
 - City/town to county or State
 - Census tract to other tracts or to city/county

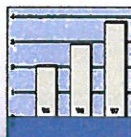


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Charts and Graphs

- Make sure charts, graphs, maps are reproducible in black and white
- Consider best use of limited space
- Make charts and graphs self-explanatory
 - Refer to charts and graphs in the narrative
 - “The chart on the next page illustrates increases in the Hispanic population over the past 30 years”



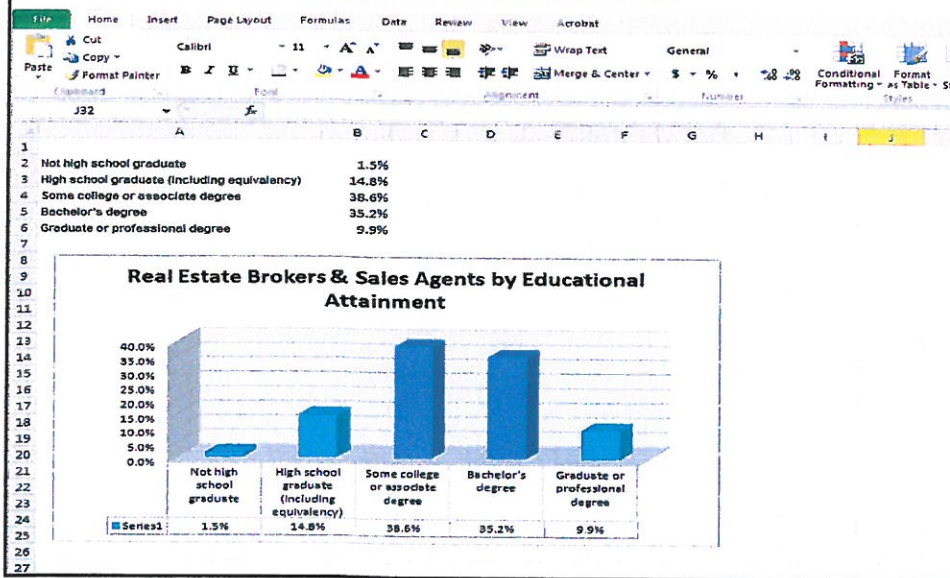
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Presenting Census Data in a Grant Proposal

Create Charts in Excel

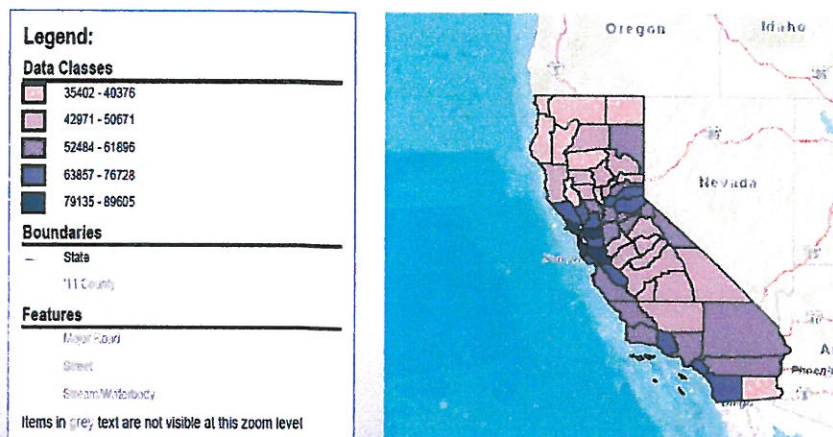
Example: Educational Attainment

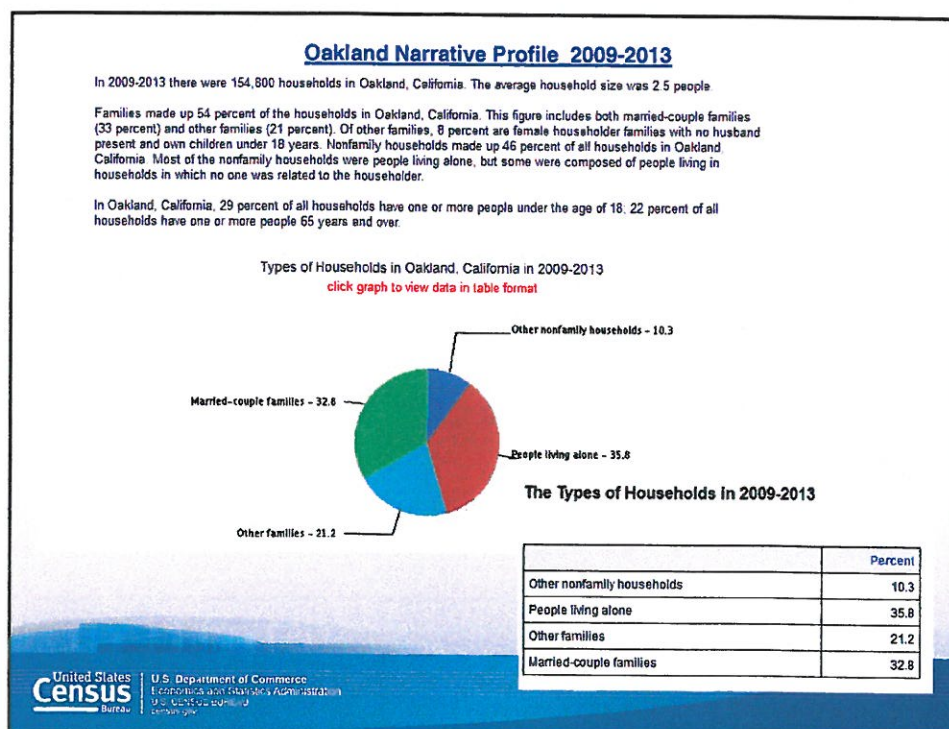
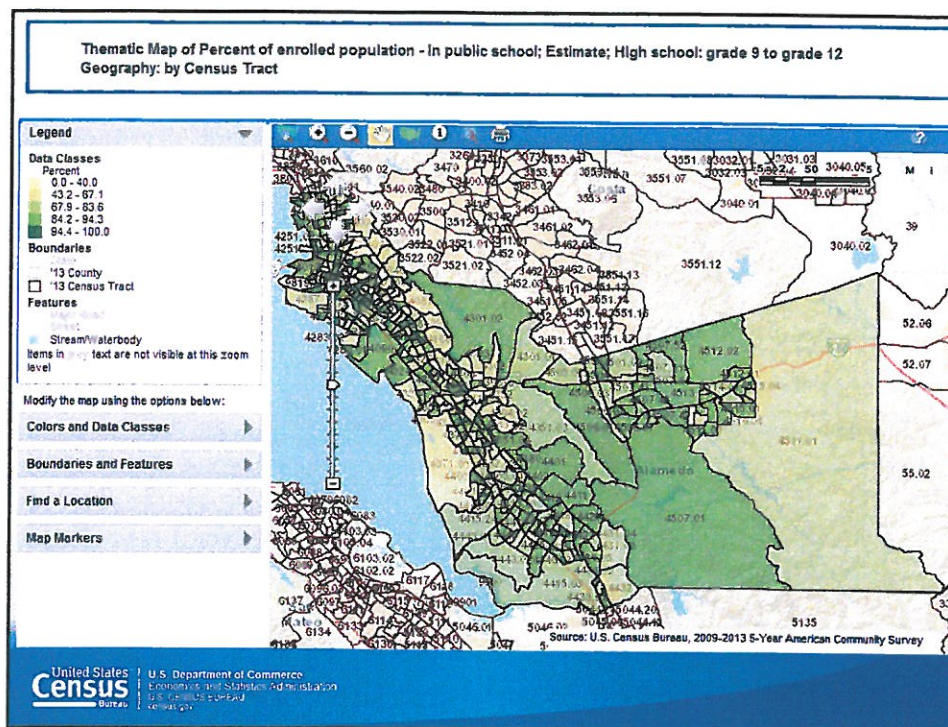


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Thematic Maps

Example: Median Income by County in CA

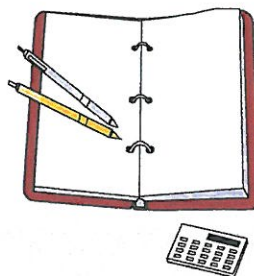




Derived Measures*

*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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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 + \$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.

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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.

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Summary: Where to Start

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Four Tips for Using Census Data

1. Get the detail you want—census, surveys and estimates
2. Understand census jargon
3. Use census data to draw comparisons between your community/neighborhood
4. Use census data to look at changes over time.

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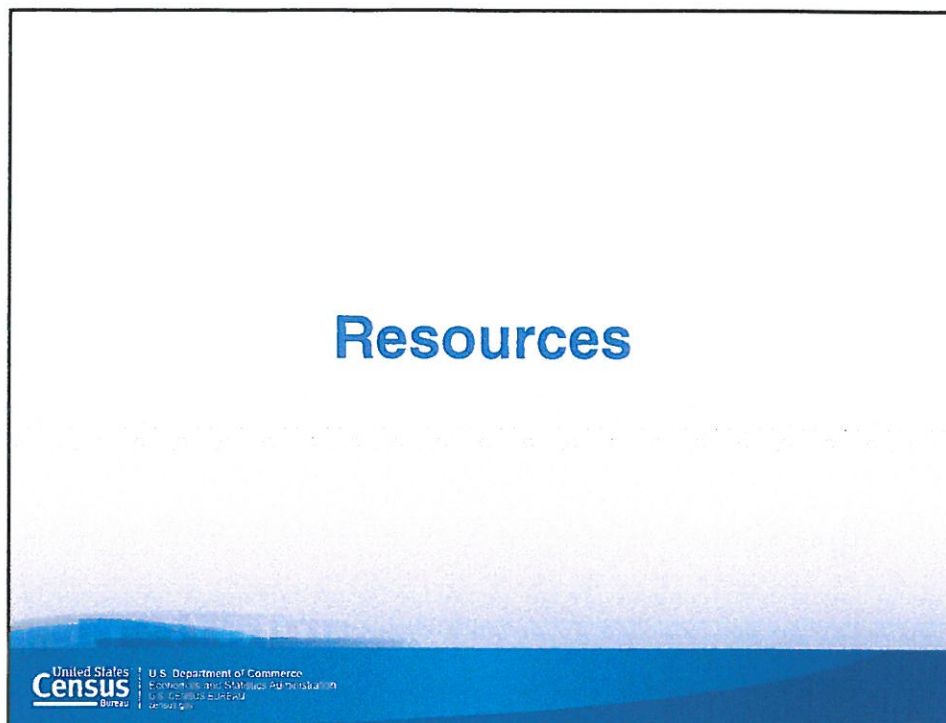
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Limitations of Census Bureau Data

- 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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Helpful Websites: **grants.gov**

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Funding Opportunity Number	Opportunity Title	Agency
NPS-14-NEO-0120	NOTICE OF INTENT TO AWARD - Assessing the response of the Great South Bay estuarine fauna to Hurricane Sandy. Focus on reedon utilization of seagrass habitats	National Park Service
F14A900394	Administration of the Gulf and South Atlantic Regional Panel on Aquatic Nuisance	Fish and Wildlife Service

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Grants.gov Updates:

Grants.gov Scheduled Maintenance Outage:
August 23-25, 2014.

For more information on scheduled maintenance outages and status updates, please visit the following:
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Did You Know?

Did you know new features were recently added? For a full description of the new enhancements covered in the Applicant Release Notes, click [here](#).

Did you know that Grants.gov must receive verification of registration from SAM electronically before AORs can submit applications on Grants.gov? Please allow 24-48 hours from the date of the SAM email notification to complete the

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Resources:

- User Handbooks on the American Community Survey -
www.census.gov/acs/www/guidance_for_data_users/handbooks/
- American Community Survey – Subject Definitions
www.census.gov/acs/www/data_documentation/documentation_main/
- Comparing ACS Data
www.census.gov/acs/www/guidance_for_data_users/comparing_data/
- Census Questionnaires:
www.census.gov/history/www/through_the_decades/questionnaires/
- ACS Questionnaires:
www.census.gov/acs/www/methodology/questionnaire_archive/
- 2013 Code List
http://www.census.gov/acs/www/Downloads/data_documentation/CodeLists/2013_ACS_Code_Lists.pdf
- Narrative Profiles 2009-2013
http://www.census.gov/acs/www/data_documentation/data_narrative_profiles/

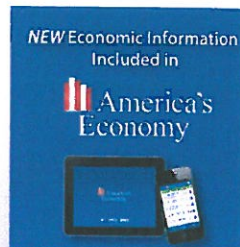
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Workshop Information and Data Questions

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