Using Census Data in Grant Writing

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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
- Using Census Data
A Successful Grant Proposal Is...

- Well organized
- Thoughtfully planned
- Concisely packaged
- Backed with supportive data
Components of a Grant Proposal

- Activity Plan and Timeline
- Budget Section
- References
- Needs Statement
- Goals and Objectives
- Project Description

Supportive Data
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
Need for Project

- Typically Sets Tone for Proposal
- Must be Demonstrated Through Facts
- Use Most Recent Data

Census Bureau website: census.gov
American Fact Finder: factfinder2.census.gov
Funders Will Not Make a Grant to Your Organization Because...

- You need money
- You have good intentions
- You want to provide service
Funders Will Make a Grant Because...

- Your problem is significant
- You have established your credibility as an organization
- You have a solid plan of action with realistic time-frames and expectations
- Your leadership has indicated a strong commitment to the project
Importance of Census Data
Importance of Census Bureau Data for Grant Writing

- Comparability
- Regularly collected
- Recognition
- Availability and accessibility
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?
Uses of Census Data are About...

- **Political Power**
  Congressional reapportionment and legislative redistricting

- **Economic Power**
  Small business development
  Labor market analysis

- **Advocacy Power**
  Agencies can access community well being

- **Community Development Power**
  Data can identify needs for new schools and new roads

- **Funding Power $$**
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
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.
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
Managed by the U.S. Department of Health and Human Services
Fulfilling the President’s Management Agenda
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
usaspending.gov

Prime Award Advanced Search  Sub-award Advanced Search

NOTE: You must click here for very important D&B information.

Popular Requests

> Gulf Oil Spill Contracts
> Construction Contracts
> Housing Assistance
> Student Assistance
> Research and Development Contracts
> Higher Education Grants

Spending Trends

See Federal Spending on Grants and Contracts over time

What's new

Find out what new features have been recently added to the site.

To sign up for updates or to access your subscriber preferences, please submit your email

email  Sign Up

Includes sub-contract and sub-grant data.
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
Narrative and Graphic Form

The Types of Households in Nevada in 2011

- Married-couple families: 45.8%
- People living alone: 27.7%
- Other nonfamily households: 7.5%
- Other families: 19.0%

Although the American Community Survey (ACS) produces population, demographic and housing unit estimation, states, counties, cities and towns and estimates of housing units for states and counties.

Geography: Nevada

Households and Families

In 2011 there were 982,000 households in Nevada. The average household size was 2.7 people.

Families made up 65 percent of the households in Nevada. This figure includes both married-couple families (46 percent) and other families (19 percent). Of other families, 8 percent are female householder families with no husband present and own children under 18 years. Nonfamily households made up 35 percent of all households in Nevada. Most of the nonfamily households were people living alone, but some were composed of people living in households in which no one was related to the householder.

In Nevada, 34 percent of all households have one or more people under the age of 18; 24 percent of all households have one or more people 65 years and over.
Types of Data for Grant Writing

- Population (Census & ACS)
- Housing (Census & ACS)
- Economic (ACS)
- Transportation (ACS)
- Employment (ACS)
- Education (ACS)
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
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
# Summary File 1

## 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 and Other Pacific Islander alone
- Some Other Race alone
- Two or more races alone
- Hispanic or Latino
Summary File 2

Table subjects:
- Households
- Families
- Age and Sex
- Population in Group Quarters by Type
- Housing Units

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 and Alaska Native
- Black alone or in combination
<table>
<thead>
<tr>
<th></th>
<th>Alone or in combination with one or more races</th>
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</thead>
<tbody>
<tr>
<td>Asian Indian alone</td>
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<td>Bangladeshi alone</td>
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<td>Bhutanese alone</td>
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<td>Burmese alone or in combination with one or more races</td>
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<td>Vietnamese alone</td>
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</table>
## Detailed Native Hawaiian and Pacific Islander

<table>
<thead>
<tr>
<th>Race Category</th>
<th>Race Category with Combination</th>
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<td>Polynesian alone</td>
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<td>Native Hawaiian alone</td>
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<tr>
<td>Samoan alone</td>
<td>Samoan alone or in combination with one or more races</td>
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<td>Tahitian alone</td>
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<td>Tokelauan alone</td>
<td>Tokelauan alone or in combination with one or more races</td>
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<td>Tongan alone</td>
<td>Tongan alone or in combination with one or more races</td>
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<td>Micronesian alone</td>
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<td>Carolinian alone</td>
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<tr>
<td>Chuukese alone</td>
<td>Chuukese alone or in combination with one or more races</td>
</tr>
<tr>
<td>Guamanian or Chamorro alone</td>
<td>Guamanian or Chamorro alone or in combination with one or more races</td>
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<tr>
<td>I-Kiribati alone</td>
<td>I-Kiribati alone or in combination with one or more races</td>
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<tr>
<td>Kosraean alone</td>
<td>Kosraean alone or in combination with one or more races</td>
</tr>
<tr>
<td>Mariana Islander alone</td>
<td>Mariana Islander alone or in combination with one or more races</td>
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<tr>
<td>Marshallese alone</td>
<td>Marshallese alone or in combination with one or more races</td>
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<tr>
<td>Palauan alone</td>
<td>Palauan alone or in combination with one or more races</td>
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<tr>
<td>Pohnpeian alone</td>
<td>Pohnpeian alone or in combination with one or more races</td>
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<tr>
<td>Saipanese alone</td>
<td>Saipanese alone or in combination with one or more races</td>
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<tr>
<td>Yapese alone</td>
<td>Yapese alone or in combination with one or more races</td>
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<tr>
<td>Melanesian alone</td>
<td>Melanesian alone or in combination with one or more races</td>
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<tr>
<td>Fijian alone</td>
<td>Fijian alone or in combination with one or more races</td>
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<tr>
<td>Papua New Guinean alone</td>
<td>Papua New Guinean alone or in combination with one or more races</td>
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</tbody>
</table>
# Detailed Hispanic or Latino

<table>
<thead>
<tr>
<th>Mexican</th>
<th>South American</th>
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<tbody>
<tr>
<td>Puerto Rican</td>
<td>Argentinian</td>
</tr>
<tr>
<td>Cuban</td>
<td>Bolivian</td>
</tr>
<tr>
<td>Other Hispanic or Latino</td>
<td>Chilean</td>
</tr>
<tr>
<td>Dominican (Dominican Republic)</td>
<td>Columbian</td>
</tr>
<tr>
<td>Central American (excludes Mexican)</td>
<td>Ecuadorian</td>
</tr>
<tr>
<td>Costa Rican</td>
<td>Paraguayan</td>
</tr>
<tr>
<td>Guatemalan</td>
<td>Peruvian</td>
</tr>
<tr>
<td>Honduran</td>
<td>Uruguayan</td>
</tr>
<tr>
<td>Nicaraguan</td>
<td>Venezuelan</td>
</tr>
<tr>
<td>Panamanian</td>
<td>Spaniard</td>
</tr>
<tr>
<td>Salvadoran</td>
<td></td>
</tr>
</tbody>
</table>
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

[Boxes for input]
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
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
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.
OMB’s 1997 standards on Race include:

- 5 minimum categories for data on race
- Multiple race reporting is accepted
## California Population by Race & Hispanic

<table>
<thead>
<tr>
<th>RACE</th>
<th>Number</th>
<th>Percent of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>37,253,956</td>
<td>100.0</td>
</tr>
<tr>
<td>White</td>
<td>21,453,934</td>
<td>57.6</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2,299,072</td>
<td>6.2</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>362,801</td>
<td>1.0</td>
</tr>
<tr>
<td>Asian</td>
<td>4,861,007</td>
<td>13.0</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
<td>144,386</td>
<td>0.4</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>6,317,372</td>
<td>17.0</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1,815,384</td>
<td>4.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HISPANIC OR LATINO AND RACE</th>
<th>Number</th>
<th>Percent of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>37,253,956</td>
<td>100.0</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>14,013,719</td>
<td>37.6</td>
</tr>
<tr>
<td>White Not Hispanic</td>
<td>14,956,253</td>
<td>40.1</td>
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<tr>
<td>Black or African American Not Hispanic</td>
<td>2,163,804</td>
<td>5.8</td>
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<tr>
<td>American Indian/Alaska Native Not Hispanic</td>
<td>162,250</td>
<td>0.4</td>
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<tr>
<td>Asian Not Hispanic</td>
<td>4,775,070</td>
<td>12.8</td>
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<tr>
<td>Native Hawaiian &amp; Other Pacific Islander Not Hispanic</td>
<td>128,577</td>
<td>0.3</td>
</tr>
<tr>
<td>Some Other Race Not Hispanic</td>
<td>85,587</td>
<td>0.2</td>
</tr>
<tr>
<td>Two or more races Not Hispanic</td>
<td>968,696</td>
<td>2.6</td>
</tr>
</tbody>
</table>
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
Race and Hispanic or Latino Origin

- Detailed Black or African American, American Indian and Alaska Native tribes, Asian, Native Hawaiian and Other Pacific Islander, and Hispanic or Latino groups
- Tables (PCT1-PCT11) – tract level

Selected tables iterated by:
- A. White alone
- B. Black or African American alone
- C. American Indian and Alaska Native alone
- D. Asian alone
- E. Native Hawaiian and Other Pacific Islander alone
- F. Some Other Race alone
- G. Two or More Races
- H. Hispanic or Latino
- I. White alone, not Hispanic or Latino
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
Relationship Question

How is this person related to Person 1? Mark ONE box.

- Husband or wife
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Unmarried partner
- Other nonrelative
American Community Survey (ACS)
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
Differences Between Decennial Census and ACS

Census
- Every 10 Years
- 100 Percent Data
- Official Count

ACS
- Yearly
- Sample Data (3.5 million year/291K monthly)
- Estimates (trends/comparisons)
<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Social Characteristics</th>
<th>Housing Characteristics</th>
<th>Economic Characteristics</th>
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<tbody>
<tr>
<td>• Age</td>
<td>• Education</td>
<td>• Tenure (Rent/Own)</td>
<td>• Income</td>
</tr>
<tr>
<td>• Sex</td>
<td>• Marital Status</td>
<td>• Occupancy</td>
<td>• Benefits</td>
</tr>
<tr>
<td>• Race</td>
<td>• Fertility</td>
<td>• Structure</td>
<td>• Employment Status</td>
</tr>
<tr>
<td>• Hispanic Origin</td>
<td>• Grandparent Caregivers</td>
<td>• Housing Value</td>
<td>• Occupation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Taxes &amp; Insurance</td>
<td>• Industry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Utilities</td>
<td>• Commuting to Work</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mortgage/ Monthly Rent</td>
<td></td>
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<tr>
<td></td>
<td>• Education</td>
<td></td>
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<tr>
<td></td>
<td>• Marital Status</td>
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<tr>
<td></td>
<td>• Fertility</td>
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<tr>
<td></td>
<td>• Grandparent Caregivers</td>
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<td></td>
<td>• Veterans</td>
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<tr>
<td></td>
<td>• Disability Status</td>
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<tr>
<td></td>
<td>• Place of Birth</td>
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<td></td>
<td>• Citizenship</td>
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<tr>
<td></td>
<td>• Year of Entry</td>
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<tr>
<td></td>
<td>• Language Spoken at Home</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ancestry/ Tribal Affiliation</td>
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<td></td>
</tr>
</tbody>
</table>

Items in red were also collected on the 2010 Census.
Topics Covered by the ACS

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

### Data Release Timetable

<table>
<thead>
<tr>
<th>Data Product (next release)</th>
<th>Population Threshold of Area</th>
<th>Year(s) of Data Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year Estimates (Sep 13)</td>
<td>65,000 +</td>
<td>2005</td>
</tr>
</tbody>
</table>

* 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 5-year 2007-2011 estimates.
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
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.
<table>
<thead>
<tr>
<th>Ancestry</th>
<th>Other Ancestry</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algerian (400)</td>
<td>Albanian (100)</td>
<td>Brazilian (360-364)</td>
</tr>
<tr>
<td>Yemeni (435)</td>
<td>Arab (400-415, 417-418, 421-430, 435-481, 490-499)</td>
<td>British (011-014)</td>
</tr>
<tr>
<td>Kurdish (442)</td>
<td>Arab/Arabic (495-499)</td>
<td>Bulgarian (103)</td>
</tr>
<tr>
<td>Cameroonian (508)</td>
<td>Egyptian (402-403)</td>
<td>Canadian (931-934)</td>
</tr>
<tr>
<td>Congolese (515-516)</td>
<td>Iraqi (417-418)</td>
<td>Celtic (099)</td>
</tr>
<tr>
<td>Kenyan (534)</td>
<td>Jordanian (421-422)</td>
<td>Croatian (109-110)</td>
</tr>
<tr>
<td>Liberian (541)</td>
<td>Lebanese (425-426)</td>
<td>Czech (111-113)</td>
</tr>
<tr>
<td>Senegalese (564)</td>
<td>Moroccan (406-407)</td>
<td>Czechoslovakian (114)</td>
</tr>
<tr>
<td>Sierra Leonean (566)</td>
<td>Palestinian (465-467)</td>
<td>Danish (020, 023)</td>
</tr>
<tr>
<td>Somali (568)</td>
<td>Syrian (429-430)</td>
<td>Dutch (021, 029)</td>
</tr>
<tr>
<td>Sudanese (576-580)</td>
<td>Armenian (431-433)</td>
<td>English (015, 022)</td>
</tr>
<tr>
<td>Antigua and Barbuda (325)</td>
<td>Assyrian/Chaldean/Syriac (482-489)</td>
<td>European (195)</td>
</tr>
<tr>
<td>Grenadian (329)</td>
<td>Australian (800-802)</td>
<td>Finnish (024-025)</td>
</tr>
<tr>
<td>Vincent-Grenadine Islander (330)</td>
<td>Austrian (003-004)</td>
<td>French (except Basque) (016, 026-028, 083)</td>
</tr>
<tr>
<td>St Lucia Islander (331)</td>
<td>Basque (005-007)</td>
<td>French Canadian (935)</td>
</tr>
<tr>
<td>Cajun (936-938)</td>
<td>Belgian (008-010)</td>
<td>German (032-045)</td>
</tr>
<tr>
<td>Afghan (600)</td>
<td></td>
<td>Greek (046-048)</td>
</tr>
<tr>
<td>Ancestry</td>
<td>Ethnicity</td>
<td>Ethnicity</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Guyanese (370-374)</td>
<td>Scotch-Irish (087)</td>
<td>American (939-994)</td>
</tr>
<tr>
<td>Hungarian (125-126)</td>
<td>Scottish (088)</td>
<td>Welsh (097)</td>
</tr>
<tr>
<td>Icelander (049)</td>
<td>Serbian (152)</td>
<td>West Indian (excluding Hispanic origin groups) (300-359)</td>
</tr>
<tr>
<td>Israeli (419-420)</td>
<td>Slavic (178-180)</td>
<td>Bahamian (300)</td>
</tr>
<tr>
<td>Italian (030-031, 051-074)</td>
<td>Slovak (153)</td>
<td>Barbadian (301)</td>
</tr>
<tr>
<td>Latvian (128)</td>
<td>Slovene (154-155)</td>
<td>Belizean (302)</td>
</tr>
<tr>
<td>Lithuanian (129)</td>
<td>Subsaharan African (500-599)</td>
<td>British West Indian (321-331)</td>
</tr>
<tr>
<td>Luxemburger (077)</td>
<td>African (599)</td>
<td>Dutch West Indian (310-313)</td>
</tr>
<tr>
<td>Macedonian (130-131)</td>
<td>Cape Verdean (510-511)</td>
<td>Haitian (336-359)</td>
</tr>
<tr>
<td>Maltese (078)</td>
<td>Ethiopian (522-524)</td>
<td>Jamaican (308-309)</td>
</tr>
<tr>
<td>Norwegian (082)</td>
<td>Ghanaian (529)</td>
<td>Trinidadian and Tobagonian (314-316)</td>
</tr>
<tr>
<td>Pennsylvania German (929)</td>
<td>Nigerian (553-560)</td>
<td>West Indian (335)</td>
</tr>
<tr>
<td>Polish (142-143)</td>
<td>South African (570-573)</td>
<td>Yugoslavian (176-177)</td>
</tr>
<tr>
<td>Portuguese (084-086)</td>
<td>Swedish (089-090)</td>
<td></td>
</tr>
<tr>
<td>Romanian (144-147)</td>
<td>Swiss (091-093, 095-096)</td>
<td></td>
</tr>
<tr>
<td>Russian (148-151)</td>
<td>Turkish (434)</td>
<td></td>
</tr>
<tr>
<td>Scandinavian (098)</td>
<td>Ukrainian (171-174)</td>
<td></td>
</tr>
</tbody>
</table>
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
Census Geography
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

It's 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.
Accessing Census Data
Census.gov
Quick Data Tools

- Quick Facts
- Interactive Map
- Population Finder
factfinder2.census.gov

Click on Advanced Search tab
Advanced Search page

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

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
Presenting the Data
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
‘More force’ needed
As riots continue, Britons question authorities’ soft approach, 6A
▶ Violence near Olympic Park, 9C

24%
Proportion of residents who are 18 and under, an all-time low

1 in 7
New marriages that include spouses of different racial or ethnic backgrounds

1990–2010: HOW AMERICA CHANGED
Census counts Hispanic growth among turning points in its portrait of a country

41%
The share of births by unmarried women (up from 26% in 1990)

40 million
Number of additional people living in the suburbs since 1990

Obama honors troops killed in Afghan helicopter attack
President meets families at Dover AFB, where remains of 30 returned, 5A

Poll: Americans want a debt panel that is ready to deal
Six in 10 say members of congressional deficit “supercommittee” should be willing to reach accord, even if it means big compromises. 5A.

Wisconsin voters to deliver judgment on GOP legislators
Six state senators face recall elections over move to strip public workers of bargaining rights; early results show at least two to keep their seats. 3A.

Safety rules for fair rides vary by state; ‘It’s like a crazy quilt’
No federal oversight over how amusement rides are set up, maintained and operated. 3A.

By Haya El Nasser and Paul Overberg
USA TODAY

What changes two decades have wrought: The USA is bigger, older, more Hispanic and Asian and less wedded to marriage and traditional families than it was in 1990. It also is less enamored of kids, more embracing of several generations living under one roof, more inclusive of same-sex couples, more cognizant of multiracial identities, more suburban, less rural and leaning more to the South and West.

“An entire Venezuela’s worth of Hispanics was...”
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
Provide Comparisons

   - 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
Demonstrating Change: Power of Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Old: 2000</th>
<th>New: 2010</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC County</td>
<td>255,602</td>
<td>262,382</td>
<td>6,780</td>
<td>2.7%</td>
</tr>
<tr>
<td>City A</td>
<td>10,033</td>
<td>9,918</td>
<td>-115</td>
<td>-1.1%</td>
</tr>
<tr>
<td>City B</td>
<td>16,628</td>
<td>17,158</td>
<td>530</td>
<td>3.2%</td>
</tr>
<tr>
<td>CDP C</td>
<td>54,593</td>
<td>59,946</td>
<td>5,353</td>
<td>9.8%</td>
</tr>
<tr>
<td>City D</td>
<td>11,385</td>
<td>11,580</td>
<td>195</td>
<td>1.7%</td>
</tr>
<tr>
<td>City E</td>
<td>44,265</td>
<td>51,199</td>
<td>6,934</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

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

[Bar chart showing '95, '96, '97 data]
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.
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
Where to Start
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
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
Census Data Products Useful for Writing Successful Grants

- Population Finder
- Quick Facts
- Easy Stats
- Community Facts in AFF
- Narrative Profiles
- Address Search & Census Tract Data
- Detailed Tables in AFF
Why Census Data Use Is Powerful

✓ It’s the leading source of quality data about the Nation’s people and economy
✓ It’s reliable
✓ It’s comparable nationwide
✓ It’s detailed
✓ It’s flexible
✓ It’s widely used by organizations of all kinds
Using Census Data
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
### 2010 Demographic Profile—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/cen2010/doc/sf1.pdf](http://www.census.gov/prod/cen2010/doc/sf1.pdf).*

**Geography: Hawaii**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEX AND AGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>1,360,301</td>
<td>100.0</td>
</tr>
<tr>
<td>Under 5 years</td>
<td>87,407</td>
<td>6.4</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>83,361</td>
<td>6.1</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>81,539</td>
<td>6.0</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>85,094</td>
<td>6.3</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>95,629</td>
<td>7.0</td>
</tr>
<tr>
<td>25 to 29 years</td>
<td>97,302</td>
<td>7.2</td>
</tr>
<tr>
<td>30 to 34 years</td>
<td>88,031</td>
<td>6.5</td>
</tr>
<tr>
<td>35 to 39 years</td>
<td>86,756</td>
<td>6.4</td>
</tr>
<tr>
<td>40 to 44 years</td>
<td>89,617</td>
<td>6.6</td>
</tr>
<tr>
<td>45 to 49 years</td>
<td>95,787</td>
<td>7.0</td>
</tr>
<tr>
<td>50 to 54 years</td>
<td>97,978</td>
<td>7.2</td>
</tr>
<tr>
<td>55 to 59 years</td>
<td>93,340</td>
<td>6.9</td>
</tr>
<tr>
<td>60 to 64 years</td>
<td>82,222</td>
<td>6.0</td>
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<tr>
<td>65 to 69 years</td>
<td>59,170</td>
<td>4.3</td>
</tr>
<tr>
<td>70 to 74 years</td>
<td>41,303</td>
<td>3.0</td>
</tr>
<tr>
<td>75 to 79 years</td>
<td>34,675</td>
<td>2.5</td>
</tr>
<tr>
<td>80 to 84 years</td>
<td>28,702</td>
<td>2.2</td>
</tr>
<tr>
<td>85 years and over</td>
<td>30,238</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Median age (years)</strong></td>
<td>38.6</td>
<td>(X)</td>
</tr>
<tr>
<td>16 years and over</td>
<td>1,091,079</td>
<td>80.2</td>
</tr>
<tr>
<td>18 years and over</td>
<td>1,056,463</td>
<td>77.7</td>
</tr>
<tr>
<td>21 years and over</td>
<td>1,003,512</td>
<td>73.8</td>
</tr>
<tr>
<td>62 years and over</td>
<td>241,604</td>
<td>17.8</td>
</tr>
<tr>
<td>65 years and over</td>
<td>165,138</td>
<td>14.3</td>
</tr>
<tr>
<td><strong>Male population</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 5 years</td>
<td>45,019</td>
<td>3.3</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>42,847</td>
<td>3.1</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>41,600</td>
<td>3.1</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>44,500</td>
<td>3.3</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>41,981</td>
<td>3.2</td>
</tr>
</tbody>
</table>
**Selected Social Characteristics in the United States**

2011 American Community Survey 1-Year Estimates

**Selected Economic Characteristics**

2011 American Community Survey 1-Year Estimates

**Selected Housing Characteristics**

2011 American Community Survey 1-Year Estimates

**ACS Demographic and Housing Estimates**

2011 American Community Survey 1-Year Estimates

---

### Employment Status

<table>
<thead>
<tr>
<th>Subject</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 15 years and over</td>
<td>1,192,124</td>
</tr>
<tr>
<td>In labor force</td>
<td>710,123</td>
</tr>
<tr>
<td>Civilian labor force</td>
<td>681,786</td>
</tr>
<tr>
<td>Unemployed</td>
<td>30,832</td>
</tr>
<tr>
<td>Armed Forces</td>
<td>52,734</td>
</tr>
<tr>
<td>Female</td>
<td>599,069</td>
</tr>
<tr>
<td>Civilian labor force</td>
<td>320,225</td>
</tr>
<tr>
<td>Unemployed</td>
<td>12,049</td>
</tr>
<tr>
<td>Civilian labor force</td>
<td>320,225</td>
</tr>
<tr>
<td>Unemployed</td>
<td>12,049</td>
</tr>
</tbody>
</table>

### Housing Occupancy

<table>
<thead>
<tr>
<th>Subject</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total housing units</td>
<td>522,014</td>
</tr>
<tr>
<td>Occupied housing units</td>
<td>444,563</td>
</tr>
<tr>
<td>Vacant housing units</td>
<td>73,451</td>
</tr>
</tbody>
</table>

### Units in Structure

<table>
<thead>
<tr>
<th>Subject</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total housing units</td>
<td>522,014</td>
</tr>
<tr>
<td>1-unit, detached</td>
<td>260,223</td>
</tr>
<tr>
<td>1-unit, attached</td>
<td>42,209</td>
</tr>
<tr>
<td>2 units</td>
<td>14,834</td>
</tr>
<tr>
<td>3 units</td>
<td>21,309</td>
</tr>
<tr>
<td>4 or more units</td>
<td>31,661</td>
</tr>
<tr>
<td>5 or more units</td>
<td>26,388</td>
</tr>
<tr>
<td>10 to 19 units</td>
<td>26,388</td>
</tr>
<tr>
<td>20 or more units</td>
<td>21,309</td>
</tr>
</tbody>
</table>

### Year Built

<table>
<thead>
<tr>
<th>Subject</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total housing units</td>
<td>522,014</td>
</tr>
<tr>
<td>Built 2005 or earlier</td>
<td>37,870</td>
</tr>
<tr>
<td>Built 2000 to 2004</td>
<td>24,672</td>
</tr>
</tbody>
</table>
Census Concepts

- Where is the data file I need?
- Age data
- Race, Hispanic, and Ancestry
- Relationships
- Household/Housing Unit
- 2010 Census vs. American Community Survey
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)
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.
Accessing Census Data

American FactFinder is the primary tool for accessing data on:

- Population
- Race/Ethnicity
- Income/Poverty
- Education
- Labor Force
- Disability
- Housing Cost
- Health Insurance Coverage
- Many more characteristics
Assistance with American FactFinder

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

Laro.pds.list@census.gov
Jerry.B.Wong@census.gov

L.A. Regional Office Website: www.census.gov/losangeles