



UTILIZING CENSUS DATA TO DEVELOP DEMOGRAPHIC PROFILES AT THE SUB-COUNTY LEVEL

Presented at: American Community Survey Data Users Conference

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Community Health Statistics Unit*

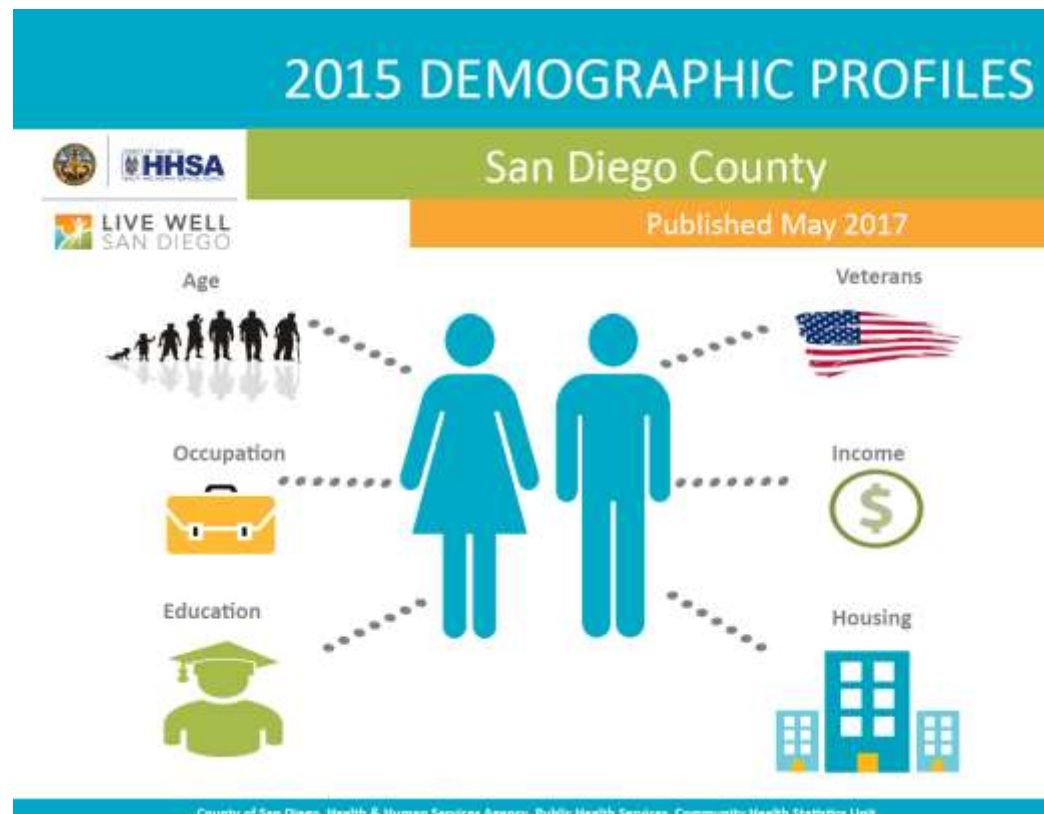
May 11th, 2017



OBJECTIVES



The purpose of this presentation is to demonstrate how the County of San Diego uses ACS data to develop county and sub-county level demographic data to provide detailed information about the characteristics of the people living in San Diego County.



DEMOGRAPHICS



SNAPSHOT OF SAN DIEGO COUNTY

- 5th largest county in the U.S. with very diverse communities from rural to very urban areas covering 4,200 sq. miles
- 41 Sub-regional Areas (SRAs)
- 3.2 million residents
- Of these, we are a majority minority population.
 - 47% White
 - 33% Hispanic
 - 11.7% Asian/Pacific Islander
 - 4.7% Black
 - 0.4% American Indian
- 18 federally recognized Indian reservations.
- 16 naval and military installations.
- 18 municipalities; 36 unincorporated towns.
- 18 hospitals.
- 42 school districts.





OVERALL METHODS

- Assessed list of indicators for additions or modification, as needed.
- Using ACS 5-year estimates for San Diego County, census tract level data were aggregated into sub-regional areas (SRAs) and its corresponding Health and Human Services Agency Region (HHSA Region).
- Percentages were calculated for each indicator.
- A profile for each of the indicator was developed at the county, regional, and sub-county level for comparison. Additionally, a graph for most of these variables were created to visually compare differences across HHSA Regions and the county.
- These profiles are made available to the public health community and public policy-makers to better understand and manage the health and well-being of the residents of our County.

2015 INDICATORS



BASIC POPULATION CHARACTERISTICS

- Age
- Gender
- Race/Ethnicity
- Primary Language Speaking at Home
- School Enrollment
- Education Attainment
- Marital Status
- Single Parent Households
- Vehicles in Household

SPECIAL POPULATIONS

- Seniors
- Disability
- Foreign Born Population
- Grandparents Raising Grandchildren
- SNAP/Food Stamps Receipt and Eligibility

INCOME AND POVERTY

- Labor Force
- Ways of Commuting to Work
- Household Income
- Housing and Occupancy
- Median Rent and House Value
- Housing Costs as Percent of Household Income
- Population and Families Living Below Poverty Level

VETERANS

- Gender
- Race/Ethnicity
- Age Group
- Median Income and Poverty
- Educational Attainment
- Period of Service



22 ACS TABLES WERE USED FOR 2015 PROFILES:

Detailed Tables

- B01001
- B02015
- B02016
- B03002
- B09020
- B10051
- B14002
- B16001
- B17010
- B17024

- B21002
- B22002
- B22007
- B23001

Data Profiles

- DP02
- DP03
- DP04

Subject and Selected Population Tables

- S1101
- S1810
- S2101
- S2301
- S2503

INSIGHT INTO PREVENTION



2012 Demographic Profiles

San Diego County Overview

Demographic Profile (2012 SANDAG Estimate)		
	Number	Percent
Total Population	3,345,424	100.00%
Age Distribution		
0 to 4 Years	209,529	6.26%
5 to 14 Years	386,429	11.56%
15 to 24 Years	402,726	12.04%
25 to 44 Years	890,053	26.61%
45 to 64 Years	775,282	23.18%
65 years	819,233	24.35%
Gender Distribution		
Male	1,575,944	47.13%
Female	1,769,480	52.87%
Race/Ethnicity		
White	1,482,523	44.32%
Hispanic	1,243,214	37.18%
Black	124,312	3.72%
Asian/Pacific Islander*	312,953	9.36%
Other†	130,981	3.92%

Income (2012 ACS) (Median)		
	Number	Percent
Total Households	1,307,463	100.00%
Household Income		
< \$10,000	194,174	14.85%
\$10,000 to \$15,000	134,519	10.30%
\$15,000 to \$25,000	264,914	20.27%
\$25,000 to \$35,000	142,312	10.90%
\$35,000 to \$50,000	148,153	11.33%
> \$50,000	249,753	19.08%
Median per Person Income		
Median per Person Income	270,833	
Median per Person Income	2,738	
Median per Person Income	\$23,697.33	

Unemployment Estimates (2012 ACS) (BLS)		
	Number	Percent
24+ years	8,034,207	
Other Person		
Unemployed	8,202	

Occupation (2012 ACS)		
	Number	Percent
Other (36+ Years)	147,811	
Unemployed/Retiree	14,401	
Employed/Retiree	1,306,212	
Employed Other Occupation Category (34+ Years)		
Management, Professional, & Related	18,123	
Service	18,123	
Sales and Office	24,811	
Construction, Extraction, & Maintenance	3,063	
Production, Transportation, & Material Moving	8,123	

Industry (2012 ACS)		
	Number	Percent
Industry of Unpaid Employees		
Accommodations, Food, & Drinking	8,303	
Manufacturing	9,063	
Wholesale Trade	7,563	
Retail Trade	11,123	
Transportation, Warehousing, and Utilities	3,723	
Information and Communications	2,323	
Arts, Recreation, and Entertainment	1,863	
Professional, Scientific, Management, Information, & Cultural	14,123	
Educational, Social and Health Services	20,823	
Entertainment and Hospitality related	10,923	
Other Services	3,563	
Public Administration	9,523	

Education (2012 ACS) (LMSD)		
	Number	Percent
Total Population	3,345,424	
25+ Years Old	2,811,424	
Completed Education		
< High School Graduate	14,823	0.53%
High School Graduate	19,023	0.68%
Some College or AA	51,923	1.83%
Bachelor Degree	21,423	0.76%
Graduate Degree	12,023	0.43%

School Enrollment (2012 ACS)		
	Number	Percent
Enrollment Eligible for Enrollment		
4 to 14 Years	811,423	
Private or Public School Enrollment		
Percent Public Schools	81,123	
Percent Private Schools	7,023	

Language (2012 ACS)		
	Number	Percent
Total Population	3,345,424	
5+ Years Old	2,848,123	
Primary Language Spoken at Home		
English Only	82,823	
Spanish Only	10,823	
Asian/Pacific Islander Language Only	1,423	
Other Language Only	11,423	
Bilingual	21,023	

Housing Estimates (2012 ACS)†		
	Number	Percent
Ownership		
Owner Occupied	54,523	
Renter Occupied	45,223	
Housing Costs		
Median House Value	141,223	
Median Rent	11,123	

Personal Vehicles (2012 ACS)		
	Number	Percent
Personal Vehicle Availability		
No Vehicle	8,123	
1 Vehicle	22,423	
2+ Vehicles	81,423	

Poverty Estimates (2012 ACS)†		
	Number	Percent
Income Percent of Poverty Level		
<10%	8,823	
10% - 14%	1,023	
15 - 19%	4,123	
20% - 24%	8,123	
25% - 29%	14,123	
30% - 34%	18,123	
35% - 39%	24,123	
40% +	81,123	
Percent Below Poverty Level		
Population	11,823	
Families	9,523	
Families with Children	14,523	

Single Parent Homes (2012 ACS)		
	Number	Percent
Total Family Households	1,307,463	
With Children <18 Years	138,423	
Families With Children <18 Years	138,423	
Percent Single Parent	27,823	

* Non-Asian/Pacific Islander Population Distribution for years detailed information.
† More Supplemental Page for more related data.
‡ LMSD is Live Well San Diego Indicator.

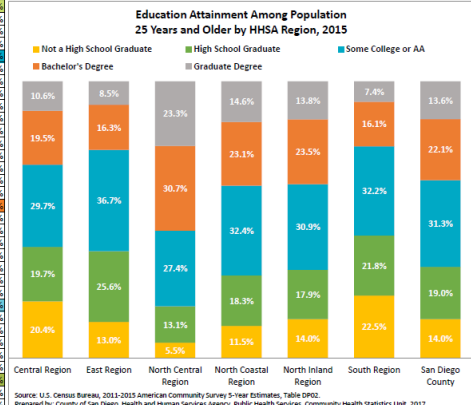
2015 Demographic Profiles

Education Attainment Among Population 25 Years and Older

Source: U.S. Census Bureau; 2011-2015 American Community Survey 5-Year Estimates, Table DP02.

Geography	Population Age 25+	Not a High School Graduate	High School Graduate	Some College or AA	Bachelor's Degree	Graduate Degree
Central Region	331,075	20.4%	19.7%	29.7%	19.5%	10.6%
Central San Diego	126,715	13.2%	14.0%	26.7%	27.9%	18.2%
Mid-City	102,005	23.8%	21.5%	30.0%	16.1%	8.6%
Southeastern San Diego	100,355	26.3%	25.3%	33.3%	12.2%	3.0%
East Region	320,812	13.0%	25.8%	36.7%	16.3%	8.5%
Alpine	10,986	9.5%	22.0%	40.5%	17.0%	11.0%
El Cajon	89,246	17.9%	28.4%	32.5%	14.4%	6.8%
Harbison Crest	11,254	7.7%	29.4%	42.2%	13.3%	7.5%
Jamul	13,079	16.5%	22.6%	31.2%	16.6%	13.2%
La Mesa	43,006	8.8%	18.8%	36.8%	23.4%	12.2%
Laguna-Pine Valley	3,751	6.8%	26.8%	41.3%	16.2%	8.9%
Lakeside	37,607	9.2%	30.7%	39.6%	15.9%	6.6%
Lemon Grove	20,516	18.1%	29.2%	37.8%	10.7%	4.2%
Mountain Empire	4,761	24.6%	25.5%	29.8%	12.4%	7.6%
Santee	35,708	7.4%	25.3%	40.8%	17.9%	8.7%
Spring Valley	56,888	13.4%	22.5%	37.5%	17.1%	9.5%
North Central Region	430,043	5.5%	13.1%	27.4%	30.7%	23.3%
Coastal	56,945	2.0%	8.2%	22.1%	39.9%	27.8%
Del Mar-Mira Mesa	114,819	5.2%	10.5%	24.1%	31.9%	28.4%
Escondido	69,299	4.0%	14.8%	32.6%	28.9%	19.6%
Keamy Mesa	113,848	10.0%	18.9%	31.4%	25.3%	14.4%
Miramar	1,223	2.5%	27.3%	57.8%	9.4%	3.0%
Peninsula	42,261	3.8%	14.7%	30.5%	30.7%	20.2%
University	37,650	2.2%	6.2%	20.0%	33.2%	38.5%
North Coastal Region	242,232	11.5%	18.3%	32.8%	21.3%	16.8%
Carlsbad	86,049	4.6%	12.3%	31.5%	30.2%	21.3%
Oceanside	108,400	15.3%	22.6%	36.8%	16.9%	8.3%
Pendleton	10,080	1.2%	29.6%	48.3%	15.4%	5.6%
Fairbrook	69,697	5.0%	9.8%	24.1%	35.0%	42.7%
San Diego	68,106	22.4%	25.9%	32.9%	12.9%	5.9%
North Inland Region	394,669	14.0%	17.9%	30.9%	23.5%	13.8%
Anza-Borrego Springs	2,730	18.8%	30.9%	31.3%	11.3%	7.7%
Escondido	108,217	23.8%	19.5%	32.8%	16.1%	7.7%
Fairbrook	34,273	15.4%	21.0%	35.9%	19.1%	6.7%
North San Diego	76,351	3.5%	11.3%	24.6%	35.6%	24.9%
Palomar-Julian	4,216	13.2%	28.4%	34.0%	13.0%	11.4%
Pauma	4,255	13.9%	22.4%	32.3%	21.4%	10.0%
Poway	60,280	5.0%	13.4%	26.4%	32.1%	23.0%
Ranoma	24,540	13.7%	26.2%	36.3%	16.0%	7.9%
San Marcos	63,317	17.9%	19.5%	33.7%	20.3%	8.6%
Valley Center	16,490	13.2%	22.0%	34.2%	21.1%	9.5%
South Region	309,501	22.5%	21.8%	32.2%	16.1%	7.4%
Chula Vista	75,128	29.1%	25.5%	31.4%	9.8%	4.3%
Coronado	16,223	2.0%	12.0%	28.0%	30.0%	28.0%
National City	36,801	28.3%	27.6%	31.5%	10.2%	2.3%
South Bay	89,613	30.9%	24.0%	30.7%	10.8%	3.7%
Sweetwater	91,736	10.3%	15.9%	35.5%	26.3%	12.0%
San Diego County	2,128,434	14.0%	19.0%	31.3%	22.1%	13.6%

Refers to the highest level of education completed in terms of the highest degree or the highest level of schooling completed.





LIVE WELL SAN DIEGO

Building
Better
Health

Living
Safely

Thriving

Live Well San Diego focuses on creating an environment that encourages all San Diego County residents to live healthy, safe, and thriving lives.

INSIGHT INTO PREVENTION

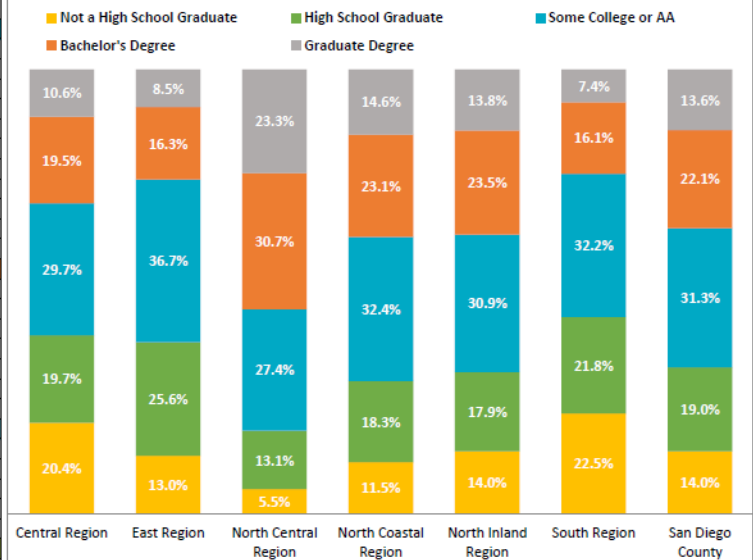


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Education Attainment Among Population 25 Years and Older by HHSA Region, 2015



Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Table DP02. Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, Community Health Statistics Unit, 2017.

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COLLECTIVE IMPACT



The Live Well San Diego Indicators capture the overall well-being of residents in the county. These Indicators enable us to measure progress as we connect a wide array of programs and activities to measurable improvements in the health and well-being of every resident.

Supporting Programs

- Reach Out and Read San Diego, a program of the American Academy of Pediatrics
- Escondido Union School District's (EUSD) Parent University Program
- Every Student, Every Day
- Martin Luther King, Jr. Community Choir San Diego
- Vista's Partnership for Children

Thriving

Area of Influence: **KNOWLEDGE**

Learning throughout the lifespan



Indicator: **Education**

Education is measured as the percentage of the population with a high school diploma or equivalent. Education has a beneficial influence on a variety of economic, social and psychological factors which impact the health and well-being of a population.



5 IN 6 STUDENTS
GRADUATE FROM HIGH SCHOOL

2 IN 6 STUDENTS GO ON
TO GET A BACHELOR'S DEGREE



84.7%



81.7%



86.6% YEAR 2013

CONCLUSIONS



- Using this information, Health and Human Services Agency staff in each of the Health and Human Services Regions identify problems and priority needs within their communities.
- Data from the demographic profiles is used to feed and complement Live Well San Diego indicators.
- The public health community and policy-makers use demographic profiles to look into population characteristics to better understand and manage the health and well-being of the residents of our County and/or explore possible venues for interventions.
- Website analytics show that the demographic profiles are, and continue to be, the leading downloaded product on the Community Health Statistics website.

LIMITATIONS



- Data is not always available at the level needed. For example:
 - Population by age at one year increments
 - Race/ethnicity by age groups or by one year age increments
- NEXT STEPS: Contact the Census Bureau to discuss the possibility of acquiring data at lower levels, particularly individual age year increments and by race/ethnicity.



FOR MORE INFORMATION

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