

Obtaining Data about your Target Population

Evaluation Lab – Summer Institute 2019

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Learning objectives:

1. Navigate the US Census as well as the IBIS web site to obtain key demographic information about population of interest for organizations.
2. Obtain reports with summary statistics from the aforementioned sites.

Part 1: US Census data

1.1. Information available through the US Census

- American Community Survey – 1 and 5 years
- American Housing Survey – biannual. Last one released 2017 data and provides information on housing and neighborhood attributes.
- Current Population Survey – Monthly and most important source on labor, earning and education.
- The Decennial Census!!
- Here's a comprehensive [list of surveys/data sources provided by the US Census Bureau](#)

1.2. Changes coming to how we access data through the US Census web site.

- The Census provides with different ways of obtaining data. The best known is their American FactFinder.
- However, the US Census Bureau will discontinue any new data releases into this platform. Starting summer 2019, all new information will be available through data.census.gov.
- Overtime, all data searches, reports, maps, etc. will be done through that website.
- Since this process is still in flux, this training will walk you through the American FactFinder, as well as their new data.census.gov.
- Their website includes a video about the rationale for this change (easier access) and how to navigate. The info for that video and other resources can be found [here](#).

1.3. Additional information from the US Census website (for your perusal at a later time)

- Since this training is an introductory overview, here are other resources that you might find helpful.
 - ~ [Census Academy: Data Gems](#) These are described as short “how to” videos, though a few of them also help explain key concepts like a US census track, etc.
 - ~ [Analyzing Census Data in Excel](#) this is a three module course that is split in modules from basic to advanced.
- Keep in mind that anything regarding data downloads is changing but the data and format remain the same (so far).



1.4. American Fact Finder

Data profile search: This search will yield a table of basic demographic and socioeconomic characteristics at the county level.

Step 1: Go to www.census.gov → On the top menu, select **Explore data** → **Explore Data Main**
Here you find three menus: American Fact Finder, Preview New Data Experience and Quick Facts.
Choose American FactFinder and once there, select Advanced Search.

Step 2: Once in the FactFinder, you will see a panel on the left. Select **Geographies** and from the drop-down menu choose **County**.
From the **Select a State** drop-down menu, pick **New Mexico** → **All Counties within New Mexico**. Now click on **"ADD TO YOUR SELECTIONS"**. After it loads on the left hand side panel, close the little window (do not close your browser!!)

Now you have a long, long list of potential tables from multiple data sets. We want to narrow this down!

Step 3: Under **Refine your Search Results** type **Data Profile**.

Notice the list of tables! The first column is the Table ID, followed by the title and the data set used to build that table.


Select DP03 **"Selected Economic Characteristics"** which comes from the ACS 5-year estimates (which means more detail geographically and in variables)

Step 4: Editing the table is useful to make things visually more accessible. I recommend not editing until you are familiarized with the columns and rows in the table. However, once you are familiarized, you can edit it to make it visually more accessible!

In the case of DP03, notice the results are available for 2010-2017. Rows include socioeconomic characteristics and columns are grouped by county. Here's an example on how to interpret results:

- ~ There are 539,287 people 16 years of age or older in Bernalillo county in 2017. This is an estimate based on the ACS survey with a margin of error of +/-523 people.
- ~ Of these 539,287 people, 62.8% are in the labor force. This percentage has a margin of error of +/- 0.5%.

To edit the table (finally), select **Modify Table**.

- You can simply uncheck columns that you want to get rid of.
- For now, let's assume you want to drop the Margin of Error column to make things easier to read. Select the funnel icon  and select **Estimate** and **Percent** and click **OK**. Then select **Hide Table Tools**.
 - If you make any mistake, just select on **Reset Table**.

Step 5: Download your table by clicking Download.

- Select **Use the data** and then select **OK**. When the message “Your file is complete”, select **Download**.
- You will obtain a Zip folder with four files:
 - ~ Two text documents (.txt extension) that have useful information about the table. For example, how to read symbols like dashes and stars, sampling, source, etc.
 - ~ The Meta data file has variable names and labels
 - ~ The data file that you can use to build tables, charts, etc.

Step 6: Generate a map. Select **Create a Map** and notice how the numbers become links.

- Scroll down to HEALTH INSURANCE COVERAGE and select the Percent column for those “With health insurance coverage”. From the pop-up window, select **SHOW MAP**.
- Select Download and OK to obtain a PDF. You will also obtain the option of a JPEG (image file).

Topic search:

These steps will help you find data on a topic instead of generic stats given above. In this modification

Follow Step 1 from above if you are starting from a clear browser. For right now, just go back on your browser and choose “**clear all selections and start a new search**” on the left panel.

Step 2: Go to **People** → select **Poverty** It will appear under “your selections”

Then select **Geographies** → scroll down to “**5-Digit ZIP Code Tabulation Area – 860**”.

Under “**select a state**” pick New Mexico

Select “**All 5-Digit ZIP Code Tabulation Areas...**” and click ADD TO YOUR SELECTIONS. Close the pop-up window (Not your browser!)

A few notes here:

- ~ First, notice that the DP table is listed first. You don’t need that one because you have it from the previous exercise.
- ~ Second, the results available are 5 year estimates because of privacy requirements (i.e., more people per zip code can be surveyed during that period that might or might not live in it any more)
- ~ Finally, you can pick more than one table. I’d suggest no more than 3 to keep things manageable, but you can pick whichever ones you want.

Step 3: Select Table **S1701 – Poverty Status in the Past 12 Months**

- ~ The resulting table has data grouped by zip code



- ~ The columns under “Total” give you the actual count of people, and the columns under “Below poverty level” give you the count under FPL. The last set of columns is grouped under “Percent below poverty level”.

Editing the Table and obtaining Maps require the same as steps 4 and 5 above.

ON YOUR OWN:

Reset your selections. Create a table at the county level for New Mexico and at least 1 map. For this, go on Topics, People, Income & Earnings, then select Income/Earnings (Household) for New Mexico at the County level. Choose the table for income in the past 12 months, inflation adjusted.

- ~ Edit the table by leaving only estimates
- ~ Create a map for Median Income for households. What do you notice?
- ~ Create another map of your choosing!!

Part 2: New Mexico's Indicator-Based Information System (NM-IBIS)

New Mexico's Indicator-Based Information System (NM-IBIS) is part of the Department of Health and allows access to data and statistics on key public health issues in New Mexico. Here's the link:

<https://ibis.health.state.nm.us/about/Welcome.html>

There are four key tabs in NM-IBIS from which you can extract reports/data:

Health Topics: it provides with tables and maps for health topics by population (i.e., demographics)

- ~ **Activity:** Go to Health Topics tab and pick Mothers and Infants under Health Status
- ~ Under Birth Outcomes, pick Low Birth Weight
Notice that a graph and the data table are provided for you.
- ~ On the left panel you can find further break-downs of Birthweight by county, Mother's age, etc for the most recent data (2017).
- ~ If you keep scrolling down you will find similar links to additional views, as well as information about the variable and health goals associated with LBW.

Health Indicator Reports: These are reports of public health indicators and are sorted by indicator (e.g., LBW), and by population (called Community Reports). The [IBIS website](#) provides this explanation: "Indicator reports provide online numeric data for a health indicator as well as public health context (such as why it is important and what is being done to improve it). Each Indicator Report has a graph (or several graphs) to give a picture of the data. Text is also provided to answer the most commonly asked questions about the public health topic. Programs throughout the Department of Health prepare these indicator reports."

- ~ **Activity 1:** Click on the **Health Indicator Reports** tab and select **Alphabetical List of Indicator Profile Report**. Scroll down to Birth Outcomes – Low Birthweight. Notice how you end up in the same page as above. The difference is that the Health Indicator Tab includes all available reports!
- ~ **Activity 2:** Go again to Health Indicator Reports tab and now select **Community Reports** → **Community Health Highlights reports**.
- ~ Here you will find reports sorted by county. Pick any county if you wish. For each county, you will find general info, health statistics, risk and resiliency stats, health care system stats, and demographics. You can check out statistics in three formats:
 - "Page through report" gives you individual links per statistic.
 - "Scroll through report" Allows you to scroll down the page and see statistics as you go.
 - "Print the report" which lets you print or create a pdf.

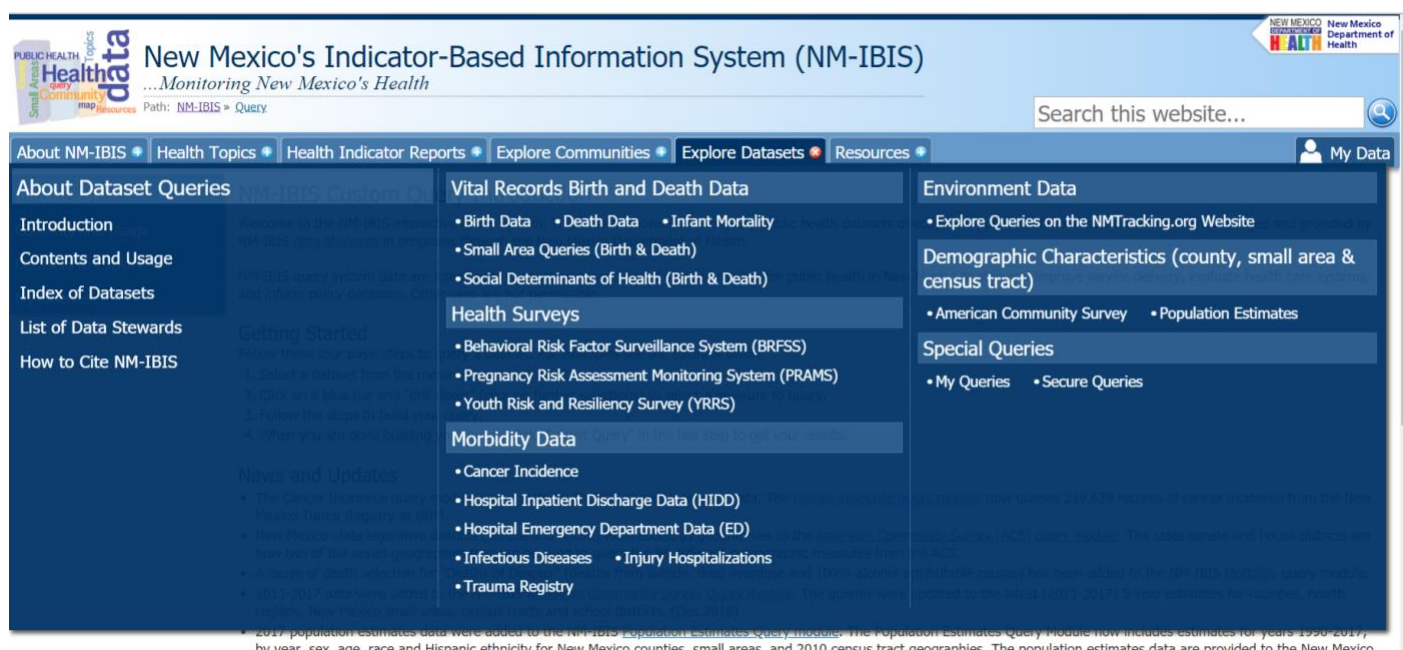
Click on each of this to get an idea of how these reports look like and the type of information you can gather.

- ~ **Activity 3:** Go again to Health Indicator Reports tab and now select **Community Reports** → **Community Snapshots Reports**. This option allows personalizing the report.

- Step 1: Select Community option – you may choose by County, Race ethnicity, and NM school district. Select Race Ethnicity → Hispanic
- Step 2: Select Health Indicators → Substance Use
- Step 3: Select Additional Information for Your Report and pick all options
- Select Submit.

[Explore Communities:](#) is another way of accessing Community Snapshot and Health Highlight reports. As per their website: “These reports provide NM-IBIS indicator report pages collated for a single county. First select the type of report, below. Then select the county for which you want a report.”

[Explore Data sets:](#) Through this tab you can make your own query, instead of using the pre-packaged reports from the tables discussed above. Click on the Explore Data sets tab and you will get a window like this:



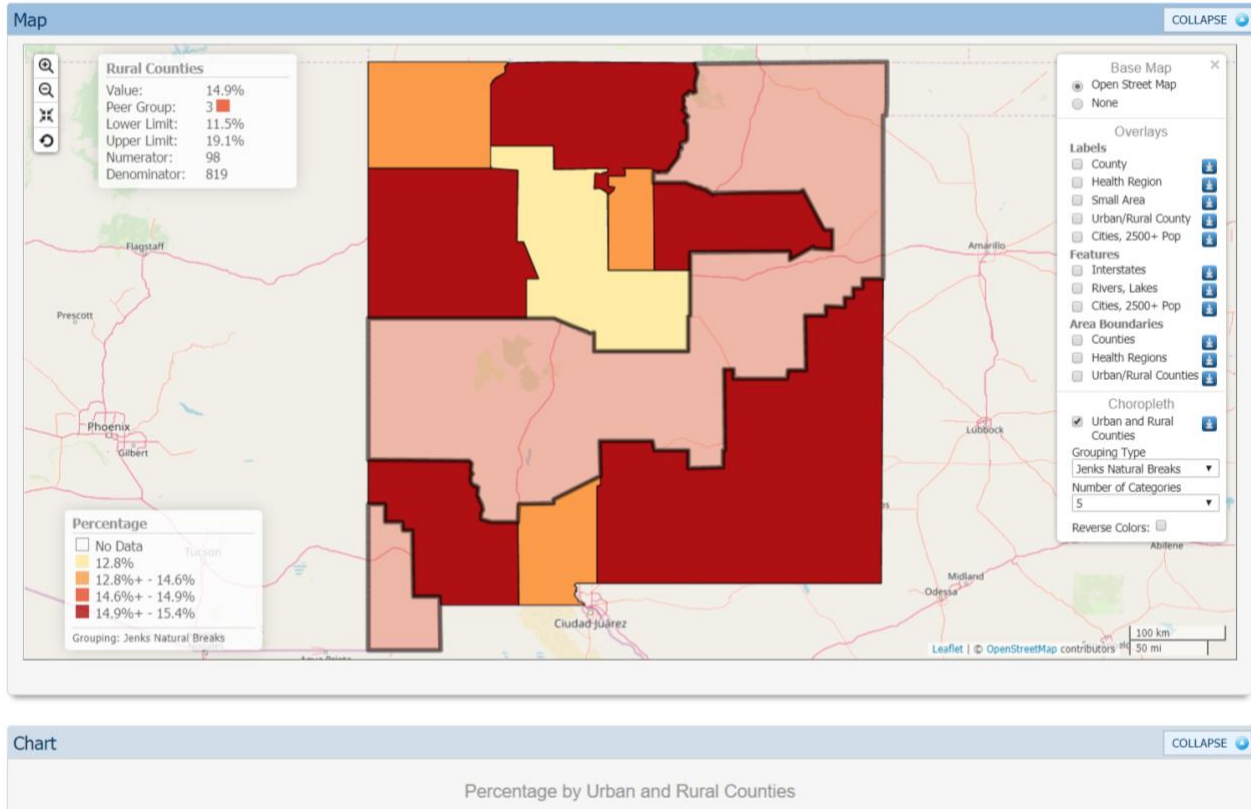
Notice that this tab includes vital records, data from BRFSS, PRAMS, YRRS, hospital inpatient and ED data, trauma, etc. The process follows steps that ought to follow the stated sequence. The following activity should help you gain some familiarity with it.

- ~ **Activity:** Select the Explore Datasets tab, and from there, select **the Behavioral Risk Factor Surveillance System (BRFSS)**.
The options available are the different topics covered by BRFSS. Select **Insurance Coverage and Access to Care → Unable to Get Needed Care due to Cost**. From there, select **Years 2011 and Later (Age-adjusted Rate)**. This should take you to a page where steps are laid out sequentially:
Here’s the selection I made for the map below:
Step 1: Indicator → Unable to get care
Step 2: Time period → 2016, 2017
Step 3: Geographic area → Urban vs Rural
Step 4: POPULATION: Select sex → all data records

Step 5: POPULATION: Other Demographics → Income

Step 6: How to display data: Chart → Vertical bar

SUBMIT!



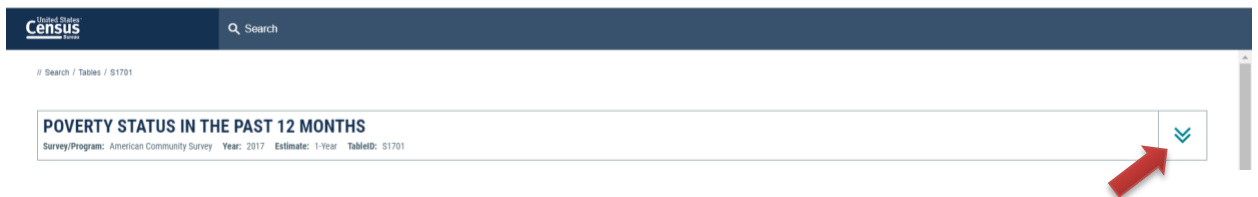
Appendix:

Using the new data.census.gov:

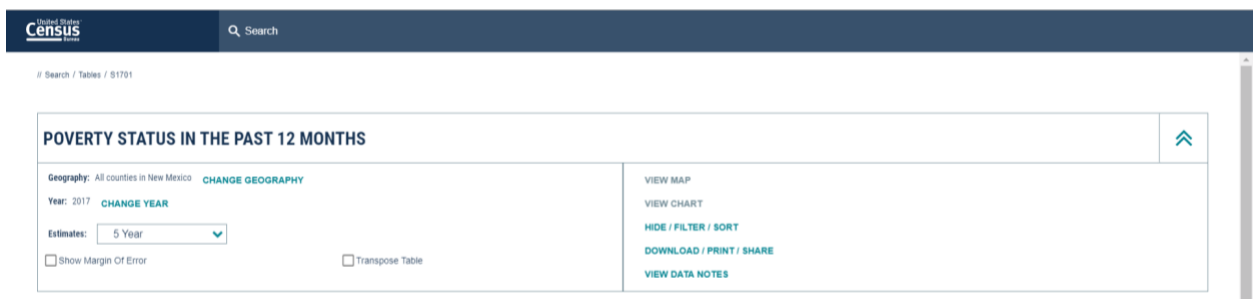
[Please check out [this website](#) which includes a very helpful webinar by the US Census Bureau on how to use the new data tools]

Step 1: Go to www.census.gov → On the top menu, select **Explore data** → **Explore Data Main**
 Here you find three menus: American Fact Finder, Preview New Data Experience and Quick Facts.
Choose Preview New Data Experience and once there, select Advanced Search.

Step 2: Scroll down to Filters → Topics and select **Income and Poverty** and then again in the new menu.
 Select Geography and select **County** → **New Mexico** → **All counties in New Mexico**
 In the bottom right of your screen select **VIEW ALL RESULTS**.
 Select the first table, **POVERTY STATUS IN THE PAST 12 MONTHS**. Then, select **CUSTOMIZE TABLE**
 and then choose to arrow down symbol on the table title



The new menu will show you will see the following:



I selected the 5-year estimates and unchecked “Show margin of error”.

On this menu you can

- ~ Download: You get to select 1 or 5 year estimates, years of data, and type of file.
- ~ Hide/Filter/Sort: Allows you selecting the columns you need, filtering by column,

Step 2: As of the preparation of this notes, maps were not retrievable from the Tables option and map downloading was not feasible. Consider using the Print Screen option.

- ~ The easiest way to get the maps is from the Advanced Search option (select topic, geography again) After you click see results, select **VIEW ALL MAPS**.
- ~ On the top panel you will see drop down menus for data source and years. Select 5 year estimates (remember it has more detail geographically)

ON YOUR OWN:

Using the Advance Search option in the new data.census.gov site to:

- ~ Create a table by county of educational attainment in New Mexico using the 5 year estimates of the ACS. Edit the table to eliminate the margin of error, and download the 2017 file (you can use the filters option).
- ~ Obtain a map for any of the education variables available from the search above.