

Demographic Data Collection

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Roadmap to Collecting Demographic Data

- 1. Strong Institutional Support**
- 2. Identify Demographic Needs**
- 3. Targeted Data Collection**
- 4. Use Your Data**

Strong Institutional Support

Top Down/Bottom Up Approach

The organization as a whole must be committed to demographic data collection:

- Leadership must facilitate, encourage, and support good data collection.
- Front line personnel must have the proper tools, training, and understanding of how data collection fits into the 'big picture'.



Identify Demographic Needs

What demographic data is valuable to your organization?

Race

- IOM Recommended Variables: White, Black/African American, Asian, American-Indian or Alaska Native, Native Hawaiian or other Pacific Islander

Ethnicity

- IOM Recommended Variables: Latino or Hispanic, Not-Latino or Hispanic

Language

- IOM Recommended Variables: List of locally relevant choices
- “Language spoken at home?”

Financial Class

- Yearly Family Gross Income (as compared to median family income)

**IOM = Institute of Medicine*

Targeted Data Collection

Identify from whom and when to collect demographic data

Target clients who will have sustained contact with your organization.

Swim Lesson students/families are likely to use the pool on an ongoing basis.

Registration/new enrollment process is perfect opportunity to ask families for demographic data.

“We ask for race and ethnicity information in order to ensure the best services possible for **everyone.**”

“We ask the following questions to better understand the people and community we serve.”

Use Your Data

Use collected data to assess needs of clients, patients, and institution:

- Client/Pool population representative of community?
- Language needs of population being addressed?
- Fee assistance/scholarships adequate?

*The data is yours, **USE IT!***

Constantly evaluate data collection efforts and institute changes if needed:

- Audit registration documents from select time period to determine rates of demographic data collection.
- Provide feedback and encouragement to staff on data collection efforts.

ALWAYS work to improve data collection!

Community Level Demographic Data

Demographic Data Collection Resources:

- Washington Quickfacts from US Census Bureau
Detailed state and city demographics for select cities in Washington
<http://quickfacts.census.gov/qfd/states/53000.html>
- Census 2010 Interactive Population Map
National to City Block Demographic data
<http://2010.census.gov/2010census/popmap/>
- California State University Northridge
Finding Demographic Data by zip-code
<http://library.csun.edu/governmentpublications/zipstats#population>