

APPLIED DEMOGRAPHY

Population Association of America – Committee on Applied Demography Newsletter

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A Summer Issue



Introducing the pilot summer issue of the Applied Demography Newsletter! Think of this as a beta test for a more frequent newsletter. At the Applied Demography Conference in San Antonio in January, some of us were talking about the possibility of doing this newsletter three (or possibly even four) times a year instead of twice. The newsletter is one of the most visible signs of CAD activity, and often times, we get sent announcements for jobs and conferences that are closed by the time the next newsletter comes out, so having it go out more often would increase visibility of CAD activities as well as other job and conference announcements of interest. Of course, this means that we would need more people to send in pieces, and possibly a co-editor instead of just one as we have currently.

Do you want this Applied Demography Newsletter to come out more often? We want to hear your thoughts and opinions on this beta test issue. Please email Diana Lavery at diana.c.lavery@gmail.com, CC'ing Bill O'Hare and Tom Godfrey (billohare1@gmail.com, tgodfrey@decision-demographics.com). ▪

Update on the 2020 Census

By William P. O'Hare, President of O'Hare Data and Demographic Services LLC

Introduction

In February 2017, the Government Accountability Office added the 2020 Census to its annual list of high-risk federal areas in, citing unreliable cost estimates and untested technologies, among other dangers.

As we move toward the 2020 Decennial Census, a number of troubling issues have emerged. The 2020 Census has already been deemed the most difficult in our country's history (see the [Applied Demography Newsletter from the Fall of 2015](#), *Committee on Applied Demography Newsletter*, Fall 2015, pp 8-10), but over the past couple of months it appears the situation has become even more difficult. This article offers a quick overview of some of the most problematic topics.

Importance of the Census

Because the Census data are the backbone of the federal statistical system, a flawed census would impact many aspects of Applied Demography and the work of applied demographers. It is difficult to imagine an area of applied demography that will not be impacted by the results of the 2020 Census.

The Census is important for many reasons. The primary uses of the Census can be summarized as the 4 Ps.

Programs – At least \$600 billion in federal program funding is channeled to states and localities based on Census data (see new data on this point that has just been released at <https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>.)

Political Power -- seats in Congress are allocated based on the Census count and thousands of political districts (state legislative districts, city counties, county commissions etc.) are constructed to meet the one-person-one-vote mandates based on the Census data.

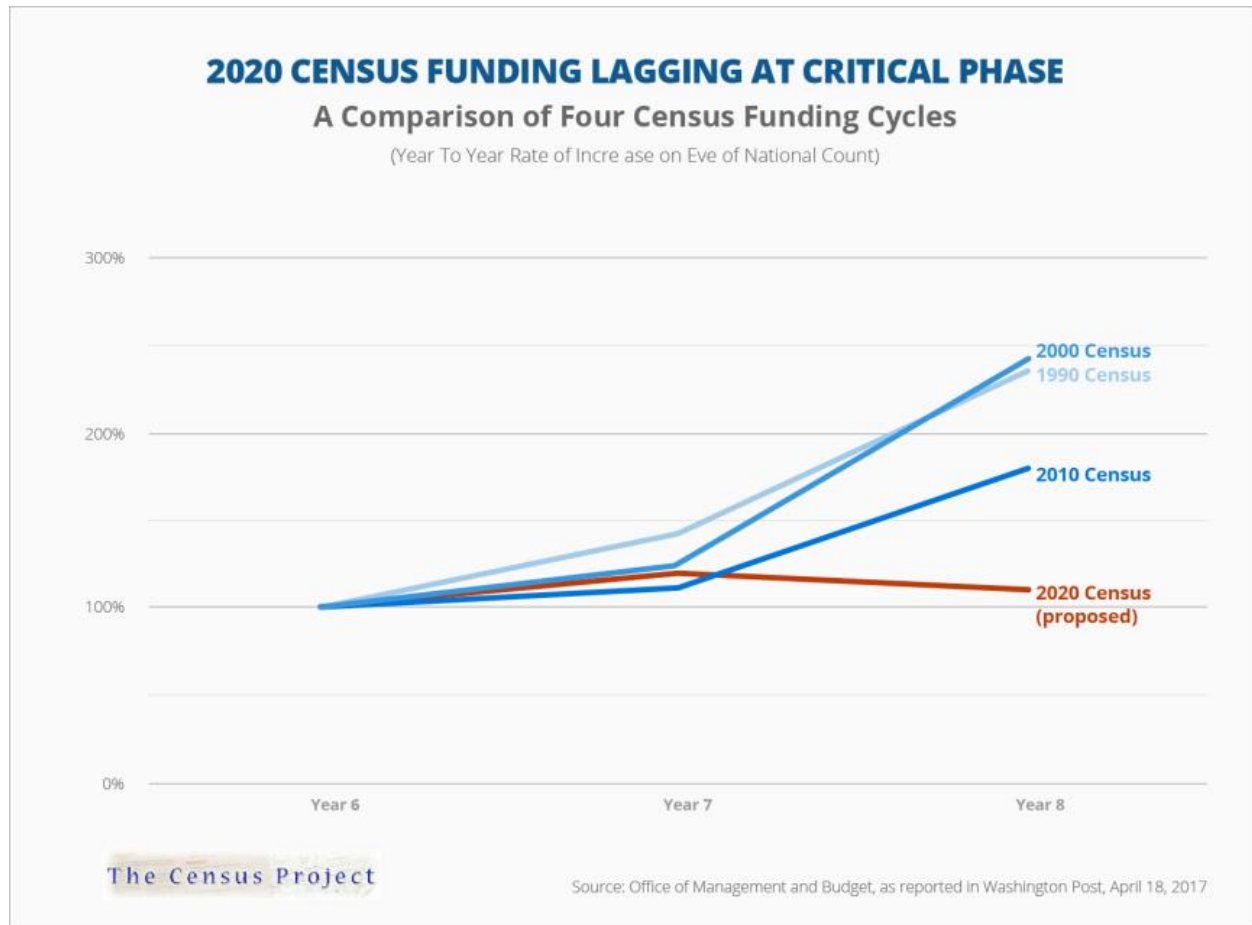
Perceptions – Places that are perceived to be growing are more likely to get private sector investment. In addition, perceptions about the size of a group are often linked to political power.

Planning – Census data are used for planning in both the private and the public sector. For example, the location of new schools, shopping centers, health clinics, and nursing homes are linked to census data.

The Budget

At the end of April 2017, Congress finally approved a budget for Fiscal Year (FY) 2017 (which started October 1, 2016). The Census Bureau budget for FY2017 is \$1.47 billion which is well below the \$1.66 billion the Census Bureau asked for. But in many ways, that is the good news. The bad news is President Trump's budget request for FY2018 for the Census Bureau was only \$1.5 billion...just a slight increase from the FY2017 budget. This follows several years when the Census Bureau did not get as much money as it requested.

The current situation contrasts sharply with the budget situation 10, 20 and 30 years ago. As we approached the Decennial Censuses of 1990, 2000 and 2010, the Census Bureau's budget increased sharply between year 7 and year 8 of the ten-year census cycle, reflecting the increased research and testing that needed to be done well before the Census year. The chart below produced by the Census Project shows how the current situation compares to the past.



Given the new methodologies the Census Bureau is planning to use in the 2020 Census to reduce the costs by \$5 billion, planning and testing are particularly important now. And is not only testing individual components of the Census, the Census Bureau must make sure all the components work together seamlessly.

Already elimination of several planned activities has been discussed as ways to save money. For example, here are some of the ideas about how to reduce expenditures that I have heard discussed:

1. **Suspend Master Address File Coverage study in 2018 Test**
2. **Cutback on Communication and Partnership Program planning in 2017**
3. **Delay opening some regional offices**
4. **Reduce ACS sample size**
5. **Eliminate or suspend Computer Assisted Personal Interview (CAPI) training and interviewer evaluation**
6. **Eliminate testing of Census Coverage Measurement in 2018 end to end test**

These are only a sample of possible measures the Census Bureau could take in response to an inadequate budget. If the proposed Census Bureau budget in President Trump's proposal is adopted many cuts and cutbacks will be needed.

According to a presentation by John Thompson at the COPAFS meeting on June 2, the Secretary of Commerce is undertaking an independent cost assessment of the 2020 Census. This is unlikely to be completed before late summer/early fall. If this assessment is going to be driving the Secretary's decision on how much money to seek for Census Bureau funding in FY2018, it suggests the Census Bureau will be uncertain about FY2018 funding through the summer.

It is important to recognize that budget proposed by the President is only a proposal. Congress still must assess the budget and ultimately pass the federal budget for FY 2018. So, there is still time to have an impact on the process by contacting your member of Congress.

However, the Census Bureau's budget crisis is only one of several problems

Census Bureau Leadership

In early May 2017, John Thompson announced that he would be resigning his position as Director of the Census Bureau, on June 30, 2017. As one headline put it, "Census Director Quits Just as the Census Ramps Up" ([Huffington Post, Politics](#) 5/9/2017). This means the Secretary of Commerce must quickly appoint a new Census Bureau director who will have to be approved by Congress.

When Congress made the Census Bureau directorship a five-year appointment they also added criteria for a Census Bureau Director. "Such appointment shall be made from individuals who have a demonstrated ability in managing large organizations, and experience in the collection, analysis and use of statistical data." (U.S. Senate 2011, *Presidential Appointment Efficiency, and Streamlining Act of 2011*, S 679, page 9 paragraph 21).

As this article is being written in mid-June, no names have been raised as possible candidates for the position. It is clear the Census Bureau is going to be without a Director for the next several months.

Summary

The point is that the 2020 Census is struggling and Applied Demographers (along with lots of other groups) have a self-interest in making sure the 2020 Census is conducted in a way that will produce high-quality reliable data. To keep up with the unfolding events and to learn about ways in which you can get involved, I recommend going to the Census Project website (<https://thecensusproject.org/>) where information on this issue is provided regularly. ■

Applied Demography Newsletter Call for Submissions

Do you have some earth-shattering research? Have you got a groundbreaking publication that's just been released? Are you looking to hire a cracker-jack research assistant? How about sharing this information with your colleagues?

Short articles, book reviews, blurbs of upcoming (or recently released) publications, job announcements...they're always welcome! Please send all submissions to Diana Lavery, Editor of Applied Demography Newsletter, at diana.c.lavery@gmail.com. Please include your contact information.

Remember, this is YOUR newsletter! Help make it great!

Using Demography to Inform Community Service Provision in Wayne County, MI

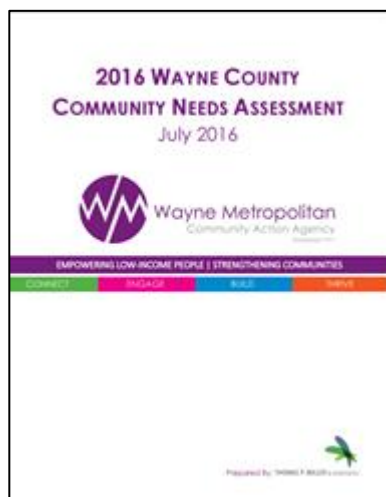
By Emily Krauser, Assistant Director of Research at Thomas P. Miller & Associates

As demographers, we study changes in the structure of human populations; and in Detroit, MI, the change in population has been very pronounced over the past century. Due to changing social and economic circumstances, the city of Detroit lost more than a quarter of its population over the last 15 years, continuing a trend of out-migration that resulted in a 60% decrease since 1960. As job growth for the American automobile industry—the bedrock of Detroit’s economy—has waned, many people have left the city for better schools and jobs in nearby suburbs. During the half-century of Detroit’s sharp population decline, the population in the 6-county metro area has remained relatively stable.

As “near poor” individuals leave the city, poverty rates inside the city and in many surrounding communities are rising. However, funding for relief efforts is primarily focused inside city limits. Individuals who live in Wayne County but not Detroit are left wishing for increased social service support and infrastructure, but remain unwilling to move or unable to travel to the city to receive them. Compounding these challenges, the deteriorating quality of life in the city as a result of the recession has created distrust in the government and service agencies among many citizens.

Wayne Metro is a Community Action Agency founded in 1971 that empowers low-income people and strengthens communities in Wayne County, MI. The organization originally served Wayne County residents living outside Detroit, but in 2013, was named as the Community Action Agency for the city of Detroit as well. As services from this trusted nonprofit organization expand, county residents are waiting to see how Wayne Metro responds to the needs of individuals inside and outside the city.

During this time of transition and transformation, Wayne Metro commissioned a community needs assessment to help the organization strategically plan how to best serve the needs of Wayne County residents.



By integrating data from a wide variety of sources, the needs assessment paints a comprehensive picture of demographic and socio-economic trends and conditions in Wayne County. Rather than using demography to analyze one question deeply, this report synthesizes demographic data in five key areas to identify priority issues for all of Wayne County’s residents. The resulting report, completed by Thomas P. Miller and Associates, was recently released on Wayne Metro’s website.

More information about Wayne Metro Community Action Agency, and the full Community Needs Assessment can be found at the following link: <http://www.waynemetro.org/community-assessment/>

Presentations from the 2017 American Community Survey Data Users Conference Now Available

More than 300 ACS data users attended the 2017 ACS Data Users Conference, held May 11-12, 2017, at the U.S. Patent and Trademark Office (USPTO) Madison Building in Alexandria, Virginia. PRB organized the conference in partnership with the U.S. Census Bureau and with guidance from an [ACS Data Users Group Steering Committee](#). The [program](#) brought together more than 50 contributed presentations by ACS data users, invited sessions with Census Bureau staff, informal roundtable discussions, and opportunities for networking.

Conference presentations are available [here](#) for your viewing and downloading pleasure. ▀

Other Upcoming Meetings, Conferences, and Trainings

- **Esri User Conference** (July 10-14 in San Diego, CA)
<http://www.esri.com/about/events/uc/>
- **Joint Statistical Meetings** (July 29 – August 3, 2017 in Baltimore, MD)
<https://ww2.amstat.org/meetings/jsm/2017/>
- **American Sociological Association Meeting** (August 12-15, 2017 in Montreal, QC)
<http://www.asanet.org/annual-meeting-2017>
- **Association of Public Data Users Annual Conference** (September 13-14, 2017 in Arlington, VA)
<http://apdu.org/2017/03/20/apdu-conference-call-for-proposals/>
- **Southern Demographic Association Annual Meeting** (October 25-27 in Morgantown, WV)
http://sda-demography.org/sda_2017_meeting.php

Note: Abstracts due June 30th! ▀

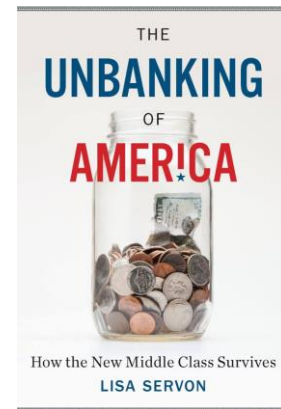
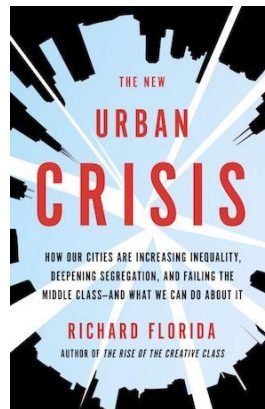
Job announcements

- Demographer/Data Scientist,
State of Colorado (based in Denver, CO)
Note: Open to Colorado residents only.
https://www.indeed.com/viewjob?t=Demographer%20Data%20Scientist&c=State%20of%20Colorado%20Job%20Opportunities&l=Denver,%20CO&jk=1d493084a97fe72e&rtk=1bi5rkf5u1bub6ik&from=rss&utm_source=dlvr.it&utm_medium=twitter
- Client Services Analyst,
AmeriSpeak – NORC at the University of Chicago (based in Chicago, IL)
https://norc-hr.silkroad.com/epostings/index.cfm?fuseaction=app.jobinfo&jobid=308052&company_id=15756&version=1&source=ONLINE&jobOwner=1013662&aid=1 ▀

Applied Demographers' Reading List

Diana Lavery, Esri

(Descriptions adapted from publishers' press releases & websites)



***Cohort Change Ratios and Their Applications*, by Jack Baker, David A. Swanson, Jeff Tayman, and Lucky M. Tedrow. Springer, 2017. 250 pp.**

This textbook focuses on the cohort change ratio (CCR) method. It presents powerful, yet relatively simple ways to generate accurate demographic estimates and forecasts that are cost efficient and require fewer resources than other techniques. The concepts, analytical frameworks, and methodological tools presented do not require extensive knowledge of demographics, mathematics, or statistics.

The demographic focus is on the characteristics of populations, especially age and sex composition, but these methods are applicable estimating and forecasting other characteristics and total population. The book contains more traditional applications such as the Hamilton-Perry method, but also includes new applications of the CCR method such as stable population theory. Real world empirical examples are provided for every application; along with excel files containing data and program code, which are accessible online.

Topics covered include basic demographic measures, sources of demographic information, forecasting and estimating (both current and historical) populations, modifications to current methods, forecasting school enrollment and other characteristics, estimating life expectancy, stable population theory, decomposition of the CCR into its migration and mortality components, and the utility of the CCR. This textbook is designed to provide material for an advanced undergraduate or graduate course on demographic methods. It can also be used as a supplement for other courses including applied demography, business and economic forecasting and market research.

The 12 Excel templates that match up with 12 tables in the book are online at the Applied Demographer's Toolbox:

<http://u.demog.berkeley.edu/~eddieh/toolbox.html#CCRApplsSupporting>

The preceding URL will take to the site below. Once at the site "click" on the name of the site (Baker, Swanson, Tayman, and Tedrow's Cohort Change Ratio Files), which will bring up a "open/download" tab that allows one to download/open the zipped file that contains the 12 Excel files that are matched with 12 tables in the book.

***The New Urban Crisis: How Our Cities Are Increasing Inequality, Deepening Segregation, and Failing the Middle Class – and What We Can Do About It*, by Richard Florida. Basic Books, 2017. 336 pp.**

In recent years, the young, educated, and affluent have surged back into cities, reversing decades of suburban flight and urban decline. And yet all is not well. In *The New Urban Crisis*, Richard Florida, one of the first scholars to anticipate this back-to-the-city movement in his groundbreaking *The Rise of the Creative Class*, demonstrates how the same forces that power the growth of the world's superstar cities also generate their vexing challenges: gentrification, unaffordability, segregation, and inequality. Across nearly every metro area, middle-class neighborhoods are disappearing. Our cities and suburbs are being replaced by a patchwork metropolis, in which small areas of privilege are surrounded by vast swaths of poverty and disadvantage. The rise of a winner-take-all-urbanism, with a small group of winners and a much larger span of losers, signals a profound crisis of today's urbanized knowledge economy that threatens our economic future and way of life.

But if this crisis is urban, so is its solution. Cities remain the most powerful economic engines the world has ever seen. The only way forward is to devise a new model of urbanism that encourages innovation and wealth creation while generating good jobs, rising living standards, and a better way of life for everyone. We must break down the barriers separating rich from poor and rebuild the middle class by investing in infrastructure, building more housing, reforming zoning and tax laws, and developing a new national urban policy.

A bracingly original work of research and analysis, *The New Urban Crisis* offers a compelling diagnosis of our economic ills and a bold prescription for more inclusive cities capable of ensuring growth and prosperity for all.

***The Unbanking of America: How the New Middle Class Survives*, by Lisa Servon. Houghton Mifflin Harcourt, 2017. 272 pp.**

An urgent and incisive exposé of our broken banking system--why Americans are fleeing traditional banks in growing numbers, and how alternatives are rushing in to do what banks once did.

What do an undocumented immigrant in the South Bronx, a high-net-worth entrepreneur, and a twenty-something graduate student have in common? All three are victims of our dysfunctional mainstream bank and credit system. The *Unbanking of America* exposes the ways in which banks have quietly abandoned lower- and middle-class consumers in favor of servicing only the wealthiest. Today nearly half of all Americans live paycheck to paycheck, as income volatility has doubled over the past thirty years. Banks, with their monthly fees and high overdraft charges, take advantage of these fluctuations rather than help their customers manage them.

Lisa Servon delivers provocative dispatches from inside a range of banking alternatives--from predatory to responsible--as new players rush in to do what banks once did. She works as a teller at RiteCheck, a check-cashing business in the South Bronx, and as a payday lender in Oakland, California, listening to the stories of the alternative bankers as well as their consumers. She looks closely at the workings of a *tanda*, an informal lending club. And she delivers fascinating, hopeful portraits of the entrepreneurs who are counting on a permanent "unbanking" of America--and designing systems to transform how nonwealthy Americans can gain the access and agency to their own money that they, especially, need.

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Penn State Online Applied Demography Program

Alexis Santos, Pennsylvania State University



Courses begin for the Penn State online Applied Demography Graduate Certificate and Masters in Professional Studies (M.P.S.) programs on August 21, 2017. The application deadline for both of these programs is July 1. Contact the Penn State World Campus (<http://worldcampus.psu.edu/apdem>) or Applied Demography Director, Dr. Alexis Santos (ars39@psu.edu) for more information and the application process. The schedule for Fall 2017 will include core curriculum courses Principles of Demography and Demographic Techniques, as well as selected elective courses for the M.P.S. program. ■

Committee on Applied Demography Officers

The Committee recommends sessions and events for PAA's annual meeting, and serves as the primary conduit between PAA members who practice applied demography and the larger PAA organization.

Tom Godfrey, Decision Demographics (CHAIR): *year 3*

Susan Brower, Minnesota State Demographer: *year 3, first term*

Jason Devine, US Census Bureau: *year 2, first term*

Mathew Hauer, University of Georgia: *year 2, first term*

Sarah Burgoyne, Senior Demographer at Nielsen: *year 2, first term*

Malia Jones, Applied Population Laboratory, University of Wisconsin–Madison: *year 1, first term*

The CAD chair serves one four-year term while the other committee members serve a three-year appointment which can be renewed once for an additional three years.



In alphabetical order: Matthew Hall, Jamie L. Lynch, Douglass Massey, Joan E. G. Neymark, David Swanson, and Lucky Tedrow – Presenters, Discussant, and Chair from a PAA 2017 session titled “Policy Implications: The Use of Demographic Data for Decision Making.”

Applied Demography on Social Media



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/pewresearch



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EDITORIAL INFORMATION

Readers are encouraged to suggest topics and to respond to articles in *Applied Demography* with letters to the editor. Please address all correspondence to the CAD Newsletter Editor:

Diana Lavery
diana.c.lavery@gmail.com

PAA members who wish to subscribe to *Applied Demography* will automatically become members of the Applied Demography subgroup until their current subscription expires. To continue membership in the Applied Demography subgroup (and continue receiving *Applied Demography*), please check the “AD Membership” option when renewing your PAA membership online. **The newsletter will be available online to all subscribers; no printed version will be mailed.**

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