



## Tool 3.20: Sample Demographics Comparison Chart

### **Why is this tool useful?**

*Utilizing demographics data sources such as census data helps you describe your community. For example, you could describe what percent of the community overall is low-income, what languages are spoken, household size, etc. Baseline demographic data is existing data from other sources such as the census. When you collect demographic data from your survey sample, this information can be compared with baseline data of the larger population.*

### **Analyzing your Survey Data:**

*Comparing the demographics from your research to baseline data can allow you to demonstrate you have conducted research with a sample that is similar to the overall population. Background demographic data can also allow you to highlight the ways in which the demographics of your research sample are unique. You may find that your research sample differs from the general population in a way you want to highlight. In addition, you might intentionally oversample a particular community, such as non-English speakers, if they are the focus of your research.*

### **Tailoring Questions and Answer Choices for Surveys:**

*If you are planning to compare your data to another source (such as the American Community Survey or the Census) look at how that source asks their questions, so you can be sure to have a meaningful comparison (see **Tool 3.19**).*

### **Demographics Comparison Charts**

*Pulling all of your survey data and baseline comparison data into a chart is a good way to visualize some of the similarities and differences mentioned above. The chart below was taken from **A People's Budget: A Research and Evaluation Report on Participatory Budgeting in New York City Cycle 3**, a report by the Community Development Project at the Urban Justice Center with the PBNYC Research team. This chart compares the overall demographics of districts participating in the process (taken from the Decennial Census 2010) with the demographics of voters who turned out for PB.*

## Citywide Demographics

### Census Data

Age 18+

### Neighborhood Assemblies

N=1,095

Census Data

#### Gender

NA: N=1,039  
BD: N=226  
Voters: N=7,214

Female  
Male  
Other

53%  
47%  
N/A

60%  
39%  
1%

#### Race/Ethnicity

NA: N=1,203  
BD: N=223  
Voters: N=6,450

Asian  
Black  
Latino/a  
White  
Other

15%  
22%  
26%  
35%  
3%

10%  
24%  
27%  
39%  
6%

#### Highest Level of Education

NA: N=701  
BD: N=193  
Voters: N=6,014

Some H.S. or less  
H.S. Diploma/GED  
Some College  
Associate's Degree  
Bachelor's Degree  
Graduate Degree

23%  
24%  
14%  
6%  
20%  
14%

9%  
12%  
14%  
6%  
24%  
35%

#### Household Income

NA: N=832  
BD: N=204  
Voters: N=5,749

Less than \$10,000  
\$10,000-\$14,999  
\$15,000-\$24,999  
\$25,000-\$34,999  
\$35,000-\$49,999  
\$50,000-\$74,999

11%  
7%  
11%  
9%  
12%  
15%

14%  
8%  
7%  
11%  
14%  
15%

Demographics Categories

Survey Data

N = number of survey respondents

Citywide Demographics		Census Data	Neighborhood Assemblies
		Age 18+	N=1,095
<b>Gender</b>			
NA: N=1,039	Female	53%	60%
BD: N=226	Male	47%	39%
Voters: N=7,214	Other	N/A	1%
<b>Race/Ethnicity</b>			
NA: N=1,203	Asian	15%	10%
BD: N=223	Black	22%	24%
Voters: N=6,450	Latino/a	26%	27%
	White	35%	39%
	Other	3%	6%
<b>Highest Level of Education</b>			
NA: N=701	Some H.S. or less	23%	9%
BD: N=193	H.S. Diploma/GED	24%	12%
Voters: N=6,014	Some College	14%	14%
	Associate's Degree	6%	6%
	Bachelor's Degree	20%	24%
	Graduate Degree	14%	35%
<b>Household Income</b>			
NA: N=832	Less than \$10,000	11%	14%
BD: N=204	\$10,000-\$14,999	7%	8%
Voters: N=5,749	\$15,000-\$24,999	11%	7%
	\$25,000-\$34,999	9%	11%
	\$35,000-\$49,999	12%	14%
	\$50,000-\$74,999	15%	15%