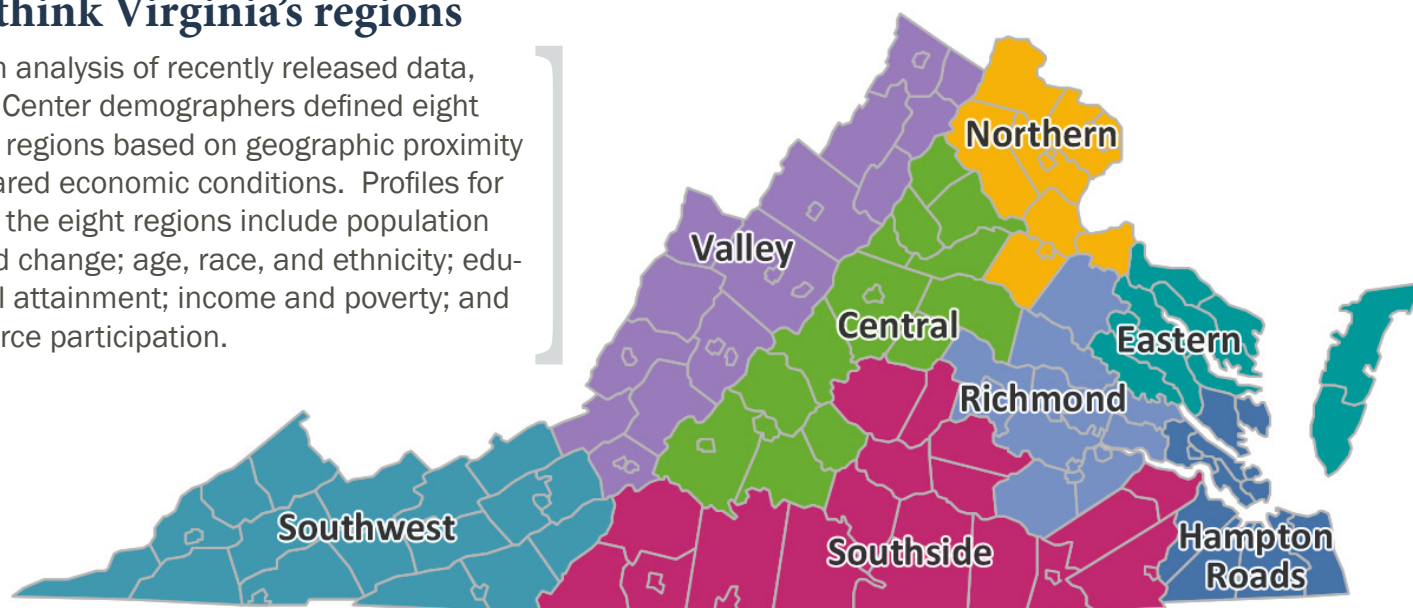


## The Year of New Census Data: What Did We Learn about Virginia?

Decennial Census and American Community Survey data allowed us to:

### Rethink Virginia's regions

Through analysis of recently released data, Cooper Center demographers defined eight Virginia regions based on geographic proximity and shared economic conditions. Profiles for each of the eight regions include population size and change; age, race, and ethnicity; educational attainment; income and poverty; and labor force participation.



### Understand Virginians

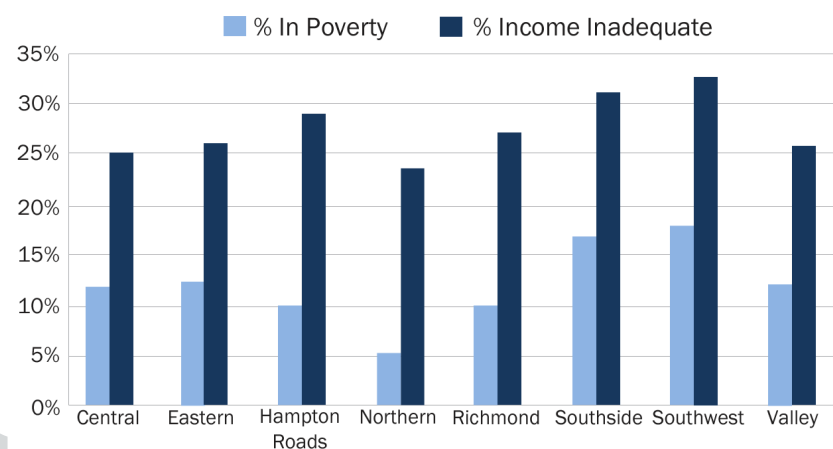
Cooper Center analyses of census and ACS data found that:

- The largest racial groups in Virginia are white (69 percent) and African American (19 percent).
- Hispanics are the fastest growing and second largest minority group, almost doubling in the past ten years.
- Virginia ranks ninth among the states for the size of the Asian population.
- The population of Virginians under 18 years of age grew in only eleven localities in the past decade.
- Median age ranges from 20 years old in college cities to more than 50 years of age in the Northern Neck.



### Identify economic concerns

Studies demonstrated that the statewide poverty rate underestimates how many Virginians are in or near financial distress:

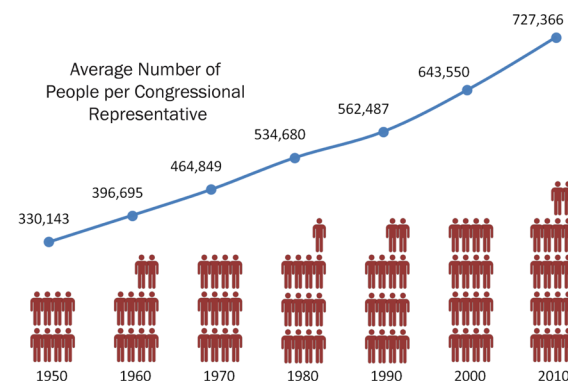


- Almost one-quarter of Virginia households earn less than the amount they need to meet basic monthly expenses.
- An estimated 10% of Virginians rely on high-cost products, such as payday loans, to meet their expenses.
- Nearly thirty percent of Virginia households do not have enough cash savings to survive a financial emergency.

### Assist state and local government

In the past year Cooper Center demographers:

- Produced brief guidelines for census data users to help government officials make the most of decennial census and American Community Survey data
- Published and distributed six tip sheets as a rapid response to newly available census data
- Delivered presentations on the use of the American Fact Finder website to locate census data
- Offered phone assistance to census data users



### Inform the redistricting process

Research by Cooper Center demographers outlined the history of redistricting in Virginia and informed the deliberations of the Virginia Independent Bipartisan Redistricting Commission.



## Clients Served in 2010-2011

- United States Census Bureau
- United Way – Thomas Jefferson Area
- Virginia Independent Bipartisan Advisory Commission on Redistricting
- Virginia Department of Education, Office of Adult Education and Literacy
- Virginia Department of Education, Office of Career and Technical Education
- Virginia Department of Rehabilitative Services
- Virginia Education Facilities Planners
- Virginia Latino Higher Education Network
- Virginia Workforce Council

## Publications

*Numbers Count* research included Medicaid eligibility in Virginia under health care reform; Income and asset adequacy for Virginia families; Use of alternative financial services; Hispanics in Virginia.

*Stat Chat* research included eight regional profiles for Virginia; Using multi-year ACS data; Redistricting Virginia; Asian Virginians.

*Tip sheets and primers on Census data use* included Virginia ten-year population trends; regional differences; foreign-born Virginians; Hispanics in Virginia; Asian Virginians; Blacks in Virginia; the population under 18; Census data primer.

