Calculated CLI Demographic Estimates – Foster County

	Total Population	3366	100.0%
_	Female	1692	50.3%
Gen	Male	1674	49.7%
Gender	Other	0	0.0%
	Unknown	0	0.0%
	Age 0 to 11	414	12.3%
	Age 12 to 17	290	8.6%
Age	Age 18 to 20	119	3.5%
96	Age 21 to 25	150	4.5%
	Age 26+	2392	71.1%
	Age Unknown	0	0.0%
	White	3285	97.6%
	Black or African American	4	0.1%
	American Indian	28	0.8%
Race	Asian	23	0.7%
Се	Pacific Islander	0	0.0%
	Other Race	2	0.1%
	Multiracial	24	0.7%
	Race Unknown	0	0.0%
	Asian Indian	0	0.0%
Asi	Chinese	0	0.0%
an	Filipino	16	0.5%
Asian Subgroup	Japanese	7	0.2%
gro	Korean	0	0.0%
p L	Vietnamese	0	0.0%
	Other Asian	0	0.0%
Su la	Native Hawaiian	0	0.0%
Pacific Islander Subgroup	Guamanian	0	0.0%
oul der oul	Samoan	0	0.0%
6	Other Pacific Islander	0	0.0%
Hisp Sta	Hispanic or Latino/a	39	1.2%
	Not Hispanic or Latino/a	3327	98.8%
	Hispanic Status Unknown	0	0.0%
His	Mexican	19	0.6%
Hispanic Origin Subgroup	Puerto Rican	7	0.2%
panic Orig Subgroup	Cuban	0	0.0%
orig up	Other Hispanic or Latino/a	13	0.4%
5	Origin	13	0.770

Well 0 0.0%		Very Well	3364	99.9%
Unknown 2 0.1%	Er Lan Yrof	Well	0	0.0%
Unknown 2 0.1%	nglis ngu a iicie	Not Well	0	0.0%
Unknown 2 0.1%	age ncy	Not at all	0	0.0%
Spanish 67 2.0%		Unknown	2	0.1%
Hearing Difficulties 155 4.6% Vision Difficulties 81 2.4% Ambulator Difficulties 162 4.8% Self-Care Difficulties 40 1.2% Cognitive Difficulties 94 2.8% Difficulties with Activities of Independent Living Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in Reserves 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	Lar	English	3211	95.4%
Hearing Difficulties	Hol	Spanish	67	2.0%
Hearing Difficulties 155 4.6% Vision Difficulties 81 2.4% Ambulator Difficulties 162 4.8% Self-Care Difficulties 40 1.2% Cognitive Difficulties 94 2.8% Difficulties with Activities of Independent Living Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	age me	Other Language	88	2.6%
Vision Difficulties 81 2.4% Ambulator Difficulties 162 4.8% Self-Care Difficulties 40 1.2% Cognitive Difficulties 94 2.8% Difficulties with Activities of Independent Living Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in 0.0%	at	Unknown	0	0.0%
Ambulator Difficulties 162 4.8% Self-Care Difficulties 40 1.2% Cognitive Difficulties 94 2.8% Difficulties with Activities of Independent Living Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in		~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		
Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	D	Vision Difficulties	81	2.4%
Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	isak	Ambulator Difficulties	162	
Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in) I	Self-Care Difficulties	40	1.2%
Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	y St	Cognitive Difficulties	94	2.8%
Disability Status Unknown 0 0.0% Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	atu	Difficulties with Activities of	125	2 7%
Currently in Armed Forces 0 0.0% Currently in Reserves 0 0.0% Currently in National Guard 0 0.0% Veteran 252 7.5% Never Served in Military 0 0.0% Unknown 3114 92.5% Family Member of Person in	v	Independent Living	۱۷۵	3.7 70
Currently in Reserves		Disability Status Unknown	0	0.0%
Unknown 3114 92.5% Family Member of Person in	-	Currently in Armed Forces	0	0.0%
Unknown 3114 92.5% Family Member of Person in	=	Currently in Reserves	0	0.0%
Unknown 3114 92.5% Family Member of Person in	ary	Currently in National Guard	0	0.0%
Unknown 3114 92.5% Family Member of Person in	Sta	Veteran	252	7.5%
Unknown 3114 92.5% Family Member of Person in	at u	Never Served in Military	0	0.0%
Family Member of Person in Military Family member of a Veteran No Family Members in Military Past and Present Military Past and Present	VI	Unknown	3114	92.5%
Military Family member of a Veteran 0 0.0% No Family Members in 0 0.0% Military Past and Present	т.	Family Member of Person in	0	n n%
Family member of a Veteran 0 0.0% No Family Members in 0 0.0% Military Past and Present	am	Military		0.070
No Family Members in Military, Past and Present 0 0.0%	ily I Sta	Family member of a Veteran	0	0.0%
Military Past and Present	Eus Aili	No Family Members in	0	0.0%
ivilitaly, i ast and i resent	tary	Military, Past and Present	0	0.070
Unknown 3366 100.0%		Unknown	3366	100.0%

These data come from the American Community Survey five-year averages (2011-2015). Data have been calculated, as necessary, to make them agree with the corresponding questions from the Community Level Instrument-Revised.

Calculated CLI Demographic Estimates for Targeted Youth and Young Adult Population–Foster County

	Total Population	560	100.0%
	Female	281	50.3%
Ger	Male	278	49.7%
Gender	Other	0	0.0%
	Unknown	0	0.0%
	Age 0 to 11	0	0.0%
	Age 12 to 17	290	51.9%
≥	Age 18 to 20	119	21.3%
Age	Age 21 to 25	150	26.8%
	Age 26+	0	0.0%
	Age Unknown	0	0.0%
	White	546	97.6%
	Black or African American	1	0.1%
	American Indian	4	0.8%
Race	Asian	4	0.7%
Се	Pacific Islander	0	0.0%
	Other Race	1	0.1%
	Multiracial	4	0.7%
	Race Unknown	0	0.0%
	Asian Indian	0	0.0%
Asi	Chinese	0	0.0%
Asian Subgroup	Filipino	3	0.5%
dus	Japanese	1	0.2%
gro	Korean	0	0.0%
ь	Vietnamese	0	0.0%
	Other Asian	0	0.0%
S =	Native Hawaiian	0	0.0%
Pacific Islander Subgroup	Guamanian	0	0.0%
ific ider	Samoan	0	0.0%
י ס	Other Pacific Islander	0	0.0%
Hisp Sta	Hispanic or Latino/a	7	1.2%
— a	Not Hispanic or Latino/a	553	98.8%
us	Hispanic Status Unknown	0	0.0%
His	Mexican	3	0.6%
Hispanic Subgr	Puerto Rican	1	0.2%
panic Ori _l Subgroup	Cuban	0	0.0%
Orig up	Other Hispanic or Latino/a	2	0.4%
₫.	Origin		0.770

	Very Well	560	99.9%
English Language Proficiency	Well	0	0.0%
English anguage roficienc	Not Well	0	0.0%
age incy	Not at all	0	0.0%
	Unknown	0	0.1%
Lar	English	534	95.4%
ngu age Home	Spanish	11	2.0%
Language Home	Other Language	15	2.6%
at	Unknown	0	0.0%
	Hearing Difficulties	0	0.0%
D	Vision Difficulties	0	0.0%
Disability Status	Ambulator Difficulties	0	0.0%
) Jit	Self-Care Difficulties	0	0.0%
y St	Cognitive Difficulties	10	1.7%
atu	Difficulties with Activities of	6	1.0%
v	Independent Living		1.070
	Disability Status Unknown	0	0.0%
-	Currently in Armed Forces	0	0.0%
=	Currently in Reserves	0	0.0%
Military Status	Currently in National Guard	0	0.0%
Sta	Veteran	0	0.0%
atus	Never Served in Military	0	0.0%
O1	Unknown	560	100.0%
Fa	Family Member of Person in	0	0.0%
<u>3</u>	Military		0.070
Family Military Status	Family member of a Veteran	0	0.0%
ָּאָ <u>,</u>	No Family Members in	^	0.00/
Stat	Military, Past and Present	0	0.0%
sn;	Unknown	560	100.0%

These data come from the American Community Survey five-year averages (2011-2015). Data have been calculated, as necessary, to make them agree with the corresponding questions from the Community Level Instrument-Revised. Results have been narrowed and conditioned on the 12 to 25 year old age group.

Example and Discussion

- Social Host Media Campaign (Taking Place in Foster County)
 - Target population High School seniors and juniors, along with other young adults who are under age 21.
 - Activities
 - Parents who Host Lose the Most radio ads on local stations,
 Pandora and Spotify
 - Posters at high school advertising texting tip line number
 - Letters/articles in local news paper
 - Targeted ads on Facebook (for parents)
 - Billboard on Main Street in Carrington
 - Advertisements in local churches bulletins

1.	What is your estimate for the size of the target population?
2.	What is your estimate for the amount of the target population reached by the media campaign?
3.	Can the demographic sheet be used to estimate the reach for the different demographic subgroups? (Circle One)
	YES NO
est	r YES to Question 3: What parts of the demographic sheet fit well and can be used for timates? What parts of the demographic sheet need to be modified to better fit and how buld you do that?
Foi	r NO to Question 3: How would you handle the reporting of demographic group subgroups?

Small Group Exercise

- At your table, look at the CLI-R Question Worksheets that you filled in with Janelle
- Choose an strategy or activity (preferably one that you have started implementing in July, August, or September) that you would like to estimate
- Talk about the tasks that you did or are planning on doing.
- Determine the target population for the strategy
- Discuss how you might determine the target population reached for the strategy
- Talk about how you might or might not use a demographic sheet for demographic subgroup estimation of reach for the strategy