

Calculated CLI Demographic Estimates – Foster County

Total Population		3366	100.0%
Gender	Female	1692	50.3%
	Male	1674	49.7%
	Other	0	0.0%
	Unknown	0	0.0%
	Age 0 to 11	414	12.3%
Age	Age 12 to 17	290	8.6%
	Age 18 to 20	119	3.5%
	Age 21 to 25	150	4.5%
	Age 26+	2392	71.1%
	Age Unknown	0	0.0%
Race	White	3285	97.6%
	Black or African American	4	0.1%
	American Indian	28	0.8%
	Asian	23	0.7%
	Pacific Islander	0	0.0%
	Other Race	2	0.1%
	Multiracial	24	0.7%
	Race Unknown	0	0.0%
Asian Subgroup	Asian Indian	0	0.0%
	Chinese	0	0.0%
	Filipino	16	0.5%
	Japanese	7	0.2%
	Korean	0	0.0%
	Vietnamese	0	0.0%
	Other Asian	0	0.0%
Pacific Islander Subgroup	Native Hawaiian	0	0.0%
	Guamanian	0	0.0%
	Samoan	0	0.0%
	Other Pacific Islander	0	0.0%
Hispanic Status	Hispanic or Latino/a	39	1.2%
	Not Hispanic or Latino/a	3327	98.8%
	Hispanic Status Unknown	0	0.0%
Hispanic Origin Subgroup	Mexican	19	0.6%
	Puerto Rican	7	0.2%
	Cuban	0	0.0%
	Other Hispanic or Latino/a	13	0.4%
	Origin		

Proficiency	English Language	Very Well	3364	99.9%
		Well	0	0.0%
		Not Well	0	0.0%
		Not at all	0	0.0%
		Unknown	2	0.1%
Language at Home	English	3211	95.4%	
	Spanish	67	2.0%	
	Other Language	88	2.6%	
	Unknown	0	0.0%	
	Disability Status	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		125	3.7%	
Disability Status Unknown		0	0.0%	
Military Status	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 Military Status	Family Member of Person in Military	0	0.0%	
	Family member of a Veteran	0	0.0%	
	No Family Members in Military, Past and Present	0	0.0%	
	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%
Gender	Female	281	50.3%
	Male	278	49.7%
	Other	0	0.0%
	Unknown	0	0.0%
Age	Age 0 to 11	0	0.0%
	Age 12 to 17	290	51.9%
	Age 18 to 20	119	21.3%
	Age 21 to 25	150	26.8%
	Age 26+	0	0.0%
	Age Unknown	0	0.0%
Race	White	546	97.6%
	Black or African American	1	0.1%
	American Indian	4	0.8%
	Asian	4	0.7%
	Pacific Islander	0	0.0%
	Other Race	1	0.1%
	Multiracial	4	0.7%
	Race Unknown	0	0.0%
Asian Subgroup	Asian Indian	0	0.0%
	Chinese	0	0.0%
	Filipino	3	0.5%
	Japanese	1	0.2%
	Korean	0	0.0%
	Vietnamese	0	0.0%
	Other Asian	0	0.0%
Pacific Islander Subgroup	Native Hawaiian	0	0.0%
	Guamanian	0	0.0%
	Samoan	0	0.0%
	Other Pacific Islander	0	0.0%
Hispanic Status	Hispanic or Latino/a	7	1.2%
	Not Hispanic or Latino/a	553	98.8%
	Hispanic Status Unknown	0	0.0%
Hispanic Origin Subgroup	Mexican	3	0.6%
	Puerto Rican	1	0.2%
	Cuban	0	0.0%
	Other Hispanic or Latino/a	2	0.4%
	Origin		

English Language Proficiency	Very Well	560	99.9%
	Well	0	0.0%
	Not Well	0	0.0%
	Not at all	0	0.0%
	Unknown	0	0.1%
Language at Home	English	534	95.4%
	Spanish	11	2.0%
	Other Language	15	2.6%
	Unknown	0	0.0%
Disability Status	Hearing Difficulties	0	0.0%
	Vision Difficulties	0	0.0%
	Ambulator Difficulties	0	0.0%
	Self-Care Difficulties	0	0.0%
	Cognitive Difficulties	10	1.7%
	Difficulties with Activities of Independent Living	6	1.0%
	Disability Status Unknown	0	0.0%
Military Status	Currently in Armed Forces	0	0.0%
	Currently in Reserves	0	0.0%
	Currently in National Guard	0	0.0%
	Veteran	0	0.0%
	Never Served in Military	0	0.0%
	Unknown	560	100.0%
Family Military Status	Family Member of Person in Military	0	0.0%
	Family member of a Veteran	0	0.0%
	No Family Members in Military, Past and Present	0	0.0%
	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
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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

For *YES* to Question 3: What parts of the demographic sheet fit well and can be used for estimates? What parts of the demographic sheet need to be modified to better fit and how would you do that?

For *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