**PLAN 7012: Analysis for Community Planning**

**Fall 2014**

**Analyzing New Census Data**

**15 points**

Due Friday, October 10

According to recent census data, the Memphis metropolitan statistical area is the first major metro area in which minorities make up a majority of the population. Plenty of American cities have a majority black population, but Memphis is the first where the broader *metropolitan area* has a “minority majority” population by standard Census Bureau race categories. (There are a few metro areas with a majority Hispanic population, but the census does not include Hispanic among its categories for race.)

**For this assignment, suppose that you have been asked by the Memphis Commercial Appeal to write a newspaper editorial that answers the very open ended question, “What does it mean for our Metro area to be a minority majority?”**

**Use and analyze available census data (2010 decennial census, and 2010 1-year ACS estimates) to write a 750-1,000 word editorial that gets at the question by addressing the following issues.**

1. Does this shift to a “minority majority” coincide with growth?

In other words: *Are we becoming minority majority by losing white population? To what extent is the shift driven by a decline in white population? To what extent is it driven by an attraction of, or growth in, minority population?*

Using the table template provided, compare the racial composition of the Memphis MSA between 2000 and 2010.

(template available here: <http://www.memphis.edu/planning/santo_syllabi.php>)

*Technical notes:*

*The MSA was only composed of 5 counties in 2000 – it is now 8 counties. To allow for comparison across consistent geographies, I have provided the 2000 data, adjusted to reflect the current 8-county MSA.*

*Collect the 2010 SF1 data for race using the American FactFinder2.*

*The “race” variable you will need is P3.*

1. How does Memphis compare?

The Memphis metro area’s largest minority group is African Americans. Atlanta has long been considered a destination for talented, young African Americans, and serves as a good benchmark for comparison.

Using the table template provided, compare the Memphis MSA’s racial composition, *and change* *over time,* to that of the Atlanta MSA.

*Technical notes:*

*You will need to collect the Atlanta MSA data the same way you collected the Memphis MSA data. (2000 data have been provided.)*

1. Consider geographic distribution and concentration of race.

Where is African American growth occurring within the metro area? Are we moving toward a super-concentration of African Americans within the city limits, or is the shift to a minority majority population occurring metro-wide? Are suburban areas become more or less racially integrated?

Use the table templates provided (in the “city vs. suburb” tab) to illustrate the racial composition at 1) the metro area level, 2) within the city of Memphis, and 3) outside the city of Memphis.

Use the table templates provided to illustrate the *change* in racial composition at the metro area level, within the city of Memphis, and outside the city of Memphis.

*Technical notes:*

*You will need to subtract the population by race within the city* from *the population by race within the MSA to get population by race for the area outside of the city (i.e., the suburbs).*

*Again you will use the American FactFinder2 to collect 2010 SF1 data for race (using the “race” variable P3) at the city level.*

*In FactFinder 2, go to “Topics,” expand “datasets,” and select “2010 SF1 100% Data.”*

*The go to “Geographies,” type “Memphis city” into the search box, select “Memphis city, Tennessee,” and click “go”*

*Check “Memphis city, Tennessee” and click “add”*

*Close the “select geographies” window*

*Find the variable P3 Race, and download the data for Memphis*

*When you enter the 2010 data for both the MSA and for the city of Memphis, the spreadsheet will automatically calculate the figures for “outside of Memphis” (the suburbs)*

*It will also automatically calculate the change in racial composition for the MSA, the city, and the area outside the city.*

1. Consider the composition and characteristics of the Metro area’s African American population. For this part of the assignment, pick one of the following issues to address.

25-34 year olds

Use the table template provided (in the tab “25-34”) to determine the following:

What percent of the MSA black population is 25-34? How does this compare to the percent of the overall MSA population that is 25-34? How has the black 25-34 population changed since 2000? (2000 data provided) How does this compare to the change in the overall 25-34 population?

(For fun [and as a reference], I’ll tell you that in the Atlanta MSA, 16 percent of the black population is 25-34, and the number of black 25-34 year olds increased by 18 percent.)

*Technical notes:*

*Again you will use the American FactFinder2 to collect 2010 SF1 data for the variable P12B, “Sex by Age (Black or African American Alone)”*

*You will need to do some aggregating – combining the age groups 25-29 and 30-34, combining male and female*

Income

Design a table, or tables, to show the following: How does the 2010 income of black households compare to the income of white households at MSA level? How does the income of black households in the city compare to the income of black households at the metro-area level?

*Technical notes:*

*This more detailed information is not included in the 2010 census – it is now collected as part of the American Community Survey.*

*You should collect this information from the 2010 ACS 1-year estimate, which is also available in the FactFinder 2.*

*You will need to collect data for two geographies – Memphis MSA, and Memphis City.*

*The variables you will want to use are:*

*B19001B “Household Income…Black Householders”*

*B19001A “Household Income…White Householders”*

*B19013B “Median Household Income… Black Householders”*

*B19013A “Median Household Income … White Householders”*

Educational Attainment

Design a table, or tables, to show the following: How does the 2010 educational attainment of black households compare to the educational attainment of white households at MSA level? How does the educational attainment of black households in the city compare to the educational attainment of black households at the metro-area level?

*Technical notes:*

*Same as above*

*The variables you will want to use are:*

C15002A

C15002B

**Format:**

Because you are writing this a newspaper editorial (not a professional report), you should notinclude tables in your text. You should use the tables to calculate the relevant facts about the data, and the present and analyze those facts in the editorial. I would like to see the tables to make sure you have made the proper calculations, so you should also turn them in as an appendix. Submit your editorial and tables to me via email.