



## **Creative Conversations Series about Data in Seattle**

**I ♥ Census Data is a collaborative effort between the Seattle Department of Neighborhoods, the City Demographer in the Office of Planning & Community Development, and the Seattle Office for Civil Rights.**

**I ♥ Census Data**  
 MARCH 30, 2021  
 City of Seattle  
 Creative Conversations Series about Data in Seattle

**WHAT IS DECENNIAL CENSUS?**  
 \* 10 Years  
 10 Questions

**FYI**  
**WHAT'S HAPPENED**  
 of 2020 Census Data?  
 Oct 2020 → APRIL 2021  
 COVID interrupted  
 So → WE DON'T HAVE ALL DATA yet

**OFFICIAL COUNT**  
 of Population

**AMERICAN COMMUNITY SURVEY**  
 1-5 yrs data

**RACE ISSUE**  
 (causes trouble)  
 ESTIMATE  
 Latino/Asian  
 Ethnicity  
 Asian  
 African American/Black

Ex: Hispanic + White → Poc?  
 Ex: Native + Asian → Poc?  
 \*Tide of more races voters

How are ppl who are unhoused counted?  
 will look for folks in boats, vehicles, shelters  
**BUT** → NOT PERFECT DATA

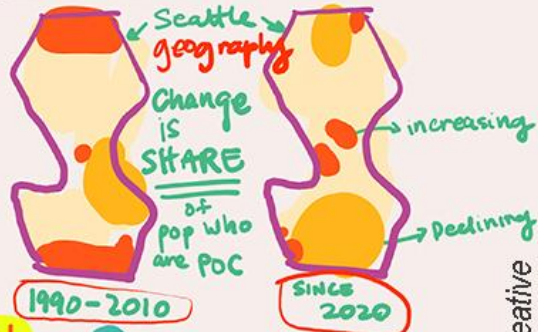
Will be able to see data to the BLOCK  
**BUT**  
 Communities of color are still undercounted

**SHUXUAN ZHOU**  
 Sr. Researcher Seattle Office of Civil Rights

**DIANA CANZONERI**  
 City of Seattle Demographer

**STACY NGUYEN**  
 Designer + Illustrator

**Seattle's Changing NEIGHBORHOODS**



**THERE'S MORE DATA**



**COMING!**  
 (get excited)

This confirms gentrification has occurred in last 20 years  
 maya Manos

The light rail opened in 2009. Was displacement of POC caused or accelerated by it?  
 Elsa Brites-Boni

**DATA VISUALIZATION**

**RACIAL EQUITY LAB**



Dashboard tool coming Summer 2021.

today we got a preview

**Really?!**

Q? What if our race is not there?  
 is a criticism that's valid

"How RACE IS CATEGORIZED IS OUTDATED"  
 - Shuxuan Zhou



Beacon Hill's into surprised me!  
 (I didn't expect so)

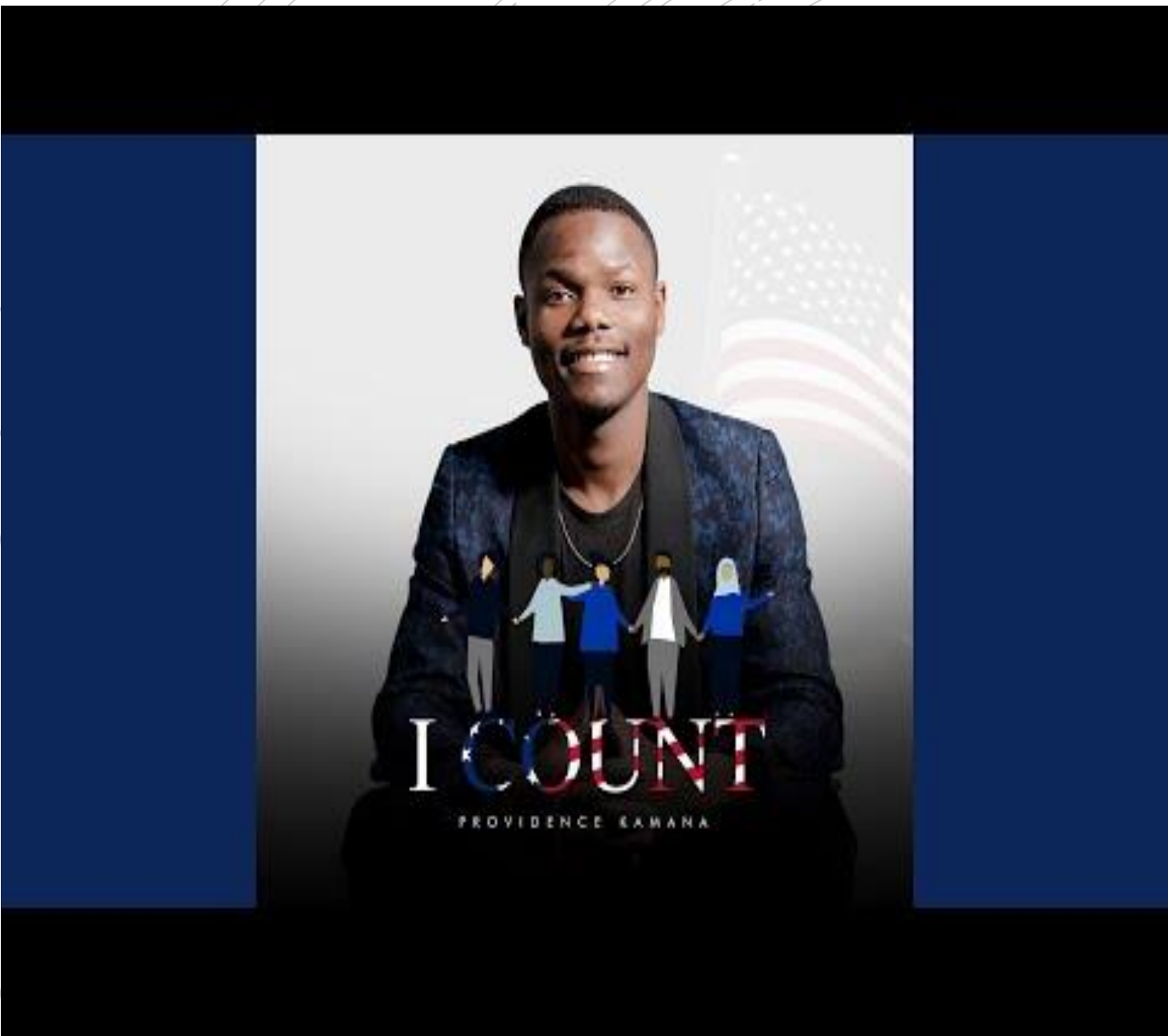
Trang agrees ✓

**SUMMATION**  
 The data was overwhelming but shows how population changes over time

**Our First Look at the 2020 Census Results**  
**August 31, 2021**  
**12- 1:30 pm**

@stacynguyencreative





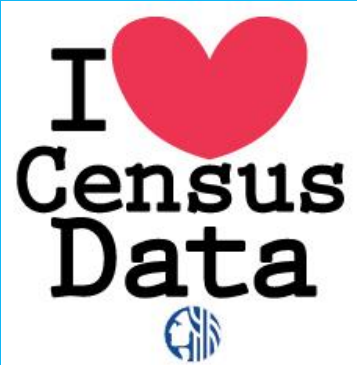
Providence Kamana  
[Song writer/ producer/  
interpreter](#)

Youth Program Manager of the Congolese Integration Network. A Trusted Community Messenger for the 2020 Census Member of the former Washington Census Alliance now [Washington Community Alliance](#)

# I Census Data



City of Seattle



## TOGETHER

- This series brings together **community members, city agencies and staff, data professionals, and community artists** for interactive presentations and conversation about Data.

## SEATTLE DATA

- You will learn about city facts and statistics and, most importantly, talk about what all this Census data tells you about our city.

# Seattle is in Duwamish territory.

▼  
We recognize that we are on Indigenous land, the traditional and current territories of the Duwamish people.

## Today's Agenda

- 12:00
- Today's People – Introductions
- Where does today's data come from?
- Community's Census 2020 Outreach efforts
- King County and Seattle first look at results
- Q&A

1:30 Adjourn

## RESEARCHERS, CITY AGENCIES, ARTISTS, COMMUNITY

**I ♥ Census Data**  
City of Seattle

Today's  
People  
from the City of Seattle

- **Elsa Batres-Boni**, Civic Engagement Advisor, Department of Neighborhoods
- **Cherry Cayabyab**, MPA. 2020 Census Seattle Task Force member, owner/principal at KAYA Strategik
- **Rebecca Maskin**, King County Demographer
- **Diana Canzoneri**, City of Seattle Demographer






## **Cherry Cayabyab**

Cherry is an immigrant and owner/principal of KAYA strategik, an equitable strategies WMBE consulting firm. KAYA means "capacity" in her native Tagalog. She has twenty plus years' experience in BIPOC community and civic engagement; and equitable policy and systems change with the public, private and philanthropic sectors. Cherry co-founded the statewide 100+ BIPOC coalition WA Census Alliance (now WA Community Alliance) that deployed hundreds of trusted messengers in Census 2020. She has received the Seattle's Smartest Global Woman and Champions of Justice awards for her race and social justice work.

**I ♥ Census Data**

 City of Seattle



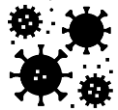
**Rebeccah Maskin** is a Demographic Planner in the King County Office of Performance, Strategy, and Budget. She works in regional planning and has served as the county demographer since 2018. Before coming to King County, Rebeccah worked for a decade at the Puget Sound Regional Council as a Principal Planner, focusing on land use forecasting and growth management planning. She loves maps, spotting trends in all facets of life, and her dog, Olga



**Diana Canzoneri** has been the City's Demographer for 12 years. She works in the Office of Planning and Community Development and provides analysis to inform neighborhood planning, long range planning for growth management, and the development of housing policy.

She also provides information on population characteristics and community conditions to officials and colleagues throughout the City organization, with a particular focus on advancing racial and social equity.

# What's happened with the 2020 Census data?



April 2020

Oct 2020



76.3% Seattle participation!

331,449,281 US population

April 2021



August 2021

Redistricting Data released for cities and neighborhoods!



## Community Organizing, Advocacy and Get Out the Count! (GOTC)

### Barriers to Census Participation and Count (examples)

- Distrust, safety and data security
- Citizenship question
- Federal Census Bureau organization
- Community erasure (e.g., unhoused and sexual orientation and gender identities)
- COVID pandemic and more

### Communities organized to support capacity to work on Census participation

- Advocacy of government and philanthropy – local count committees – Seattle Census Task Force
- \$20 million WA state budget for first time & 4th in the nation
- WA Census Alliance 100+ BIPOC orgs and Trusted Messengers model
- Increased philanthropy/resources >> increased Census capacity



# I Census Data

 City of Seattle

Community questions

## Community Questions

- 1 What are the numbers of African American Blacks,( descendants of slaves) as opposed to Ethiopians and Eritreans in Seattle?
- 2 How have we included unhoused communities? What are the actions being taken to collect census information on the unhoused communities for equity in representation?
- 3 I was wondering if you could address differential privacy and its effect on smaller racial groups in Seattle.
- 4 Interested in seeing data related to 60+, and also people with disabilities, by age, by race, if possible. Thanks.
- 5 I'd like to learn about population and housing type, in particular how many residents live in apartments vs single-family.
  - What was the number of housing units added in Seattle in the last decade versus the growth in population? (and what was the total number of "sleeping rooms" that were added by those units)?
  - How many units of housing (and sleeping rooms) were lost to new development? (roughly trying to determine net gain of housing for the population)
  - Can you describe changes in household size, household makeup, and children over the last decade?
  - Can you share information about household income and correlate that to housing price/cost (own vs rent)?
- 6 How will this impact EEO Availability?
- 7 How, when and by whom is Seattle being redistricted?
- 8 Where can I access past session recordings/slide decks?
- 9 Hoping for tips on searching up data for suburban cities, and hearing regional data results
- 10 Interested in looking at demographic data with as much disaggregation as possible (Asian and Pacific Islander separated, Asian data also disaggregated if possible).

# I Census Data



City of Seattle

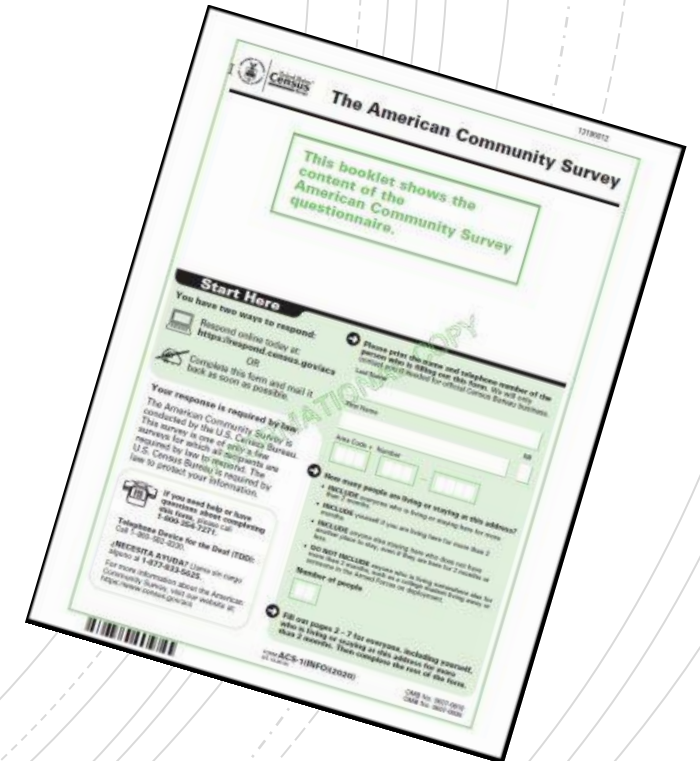
Data!

# Decennial Census

- Designed to provide an **official count** of population
- Conducted once a decade
- 2020 Census had 10 questions
- Basic topics: sex, age, race, ethnicity, household size and type, owner or renter housing occupancy, group quarters

# The American Community Survey

- Continuous survey
- Each household has roughly a 1-in-500 chance of being selected within a month.
- Provides **estimates of population, social, economic and housing characteristics**; not an official count.
- Describes characteristics over a period of time: 1 or 5 years of data.



# Topics in the Decennial Census and ACS Data

## Key:

**American Community Survey (ACS):**  
includes *all* topics listed ([and more](#))

**Decennial Census:**  
includes all topics highlighted in yellow and green)

**Decennial Census Redistricting Data:**  
includes **only topics highlighted in green.**

## Demographic:

**Total Population**

**Age—under 18, 18+;** detailed age groups

**Sex**

**Hispanic or Latino ethnicity—basic;** detailed

**Race—basic;** detailed

**Household Population**

**Ave. Household Size;** Household and Family types, detailed

**Group Quarters Pop—in basic GQ types;** detailed

## Housing:

**Number of Units—Occupied, Vacant;** detailed

**Tenure (Owner/Renter)**

Monthly Housing Costs

Year Moved into Unit

Occupants per Room

Value of Home

Year Structure Built

Units in Structure

Number of Bedrooms

Plumbing, Kitchen, Utilities, Internet

Vehicles Available

## Social:

Ancestry

Disability

Educational Attainment

Language

Residence 1 Year Ago

Place of Birth

Year of Entry into U.S.

School Enrollment

## Economic:

Income and Poverty Status

Food Stamps/SNAP

Health Insurance Coverage

Employment

Wages

Industry

Occupation

Commuting and Place of Work



# King County and Seattle Trends

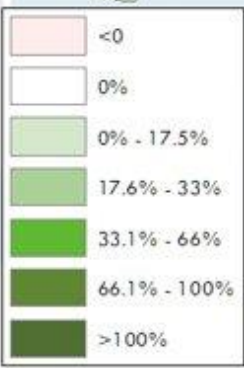
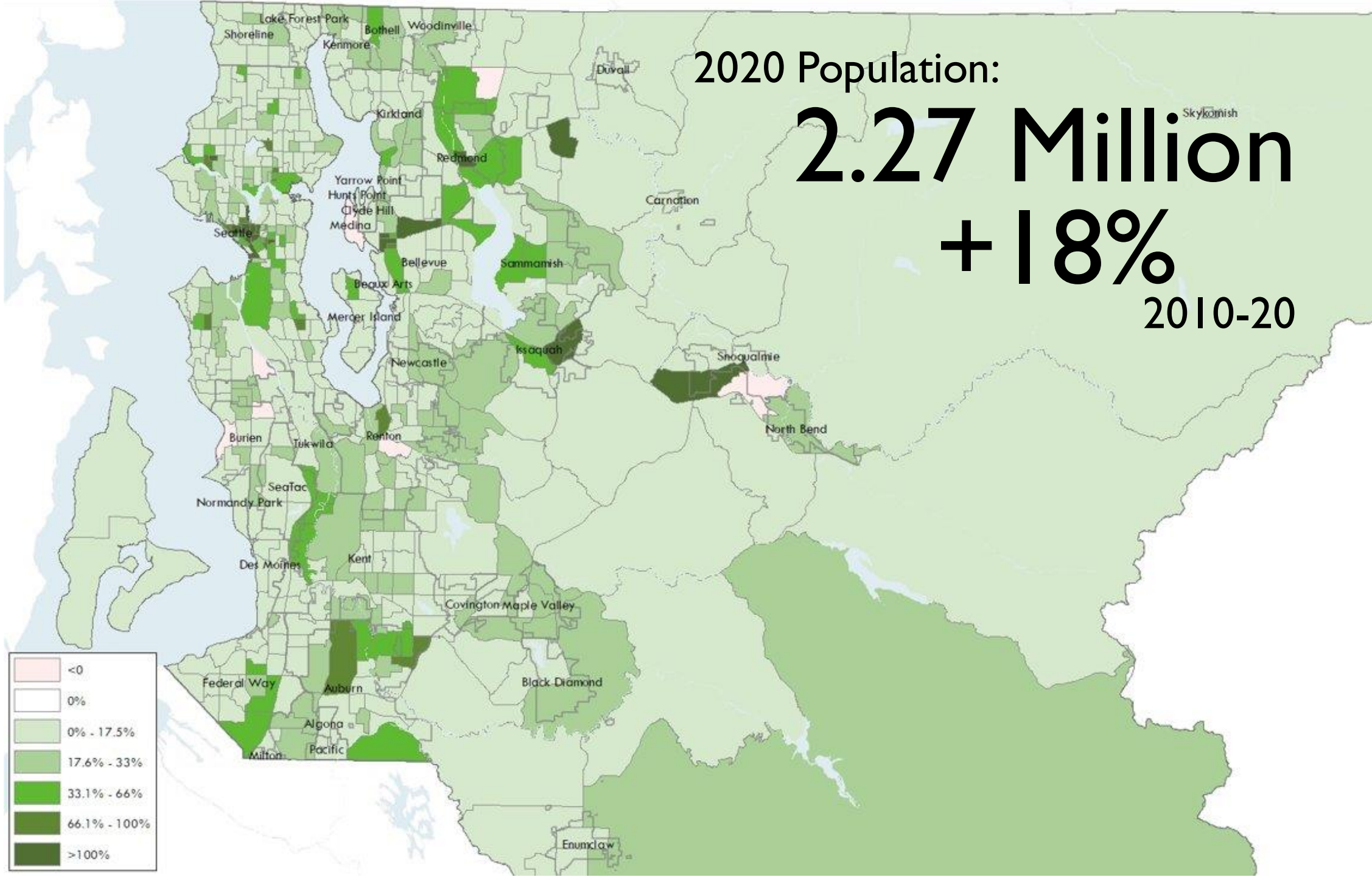
# Population Growth (% increase over 2010)

2020 Population:

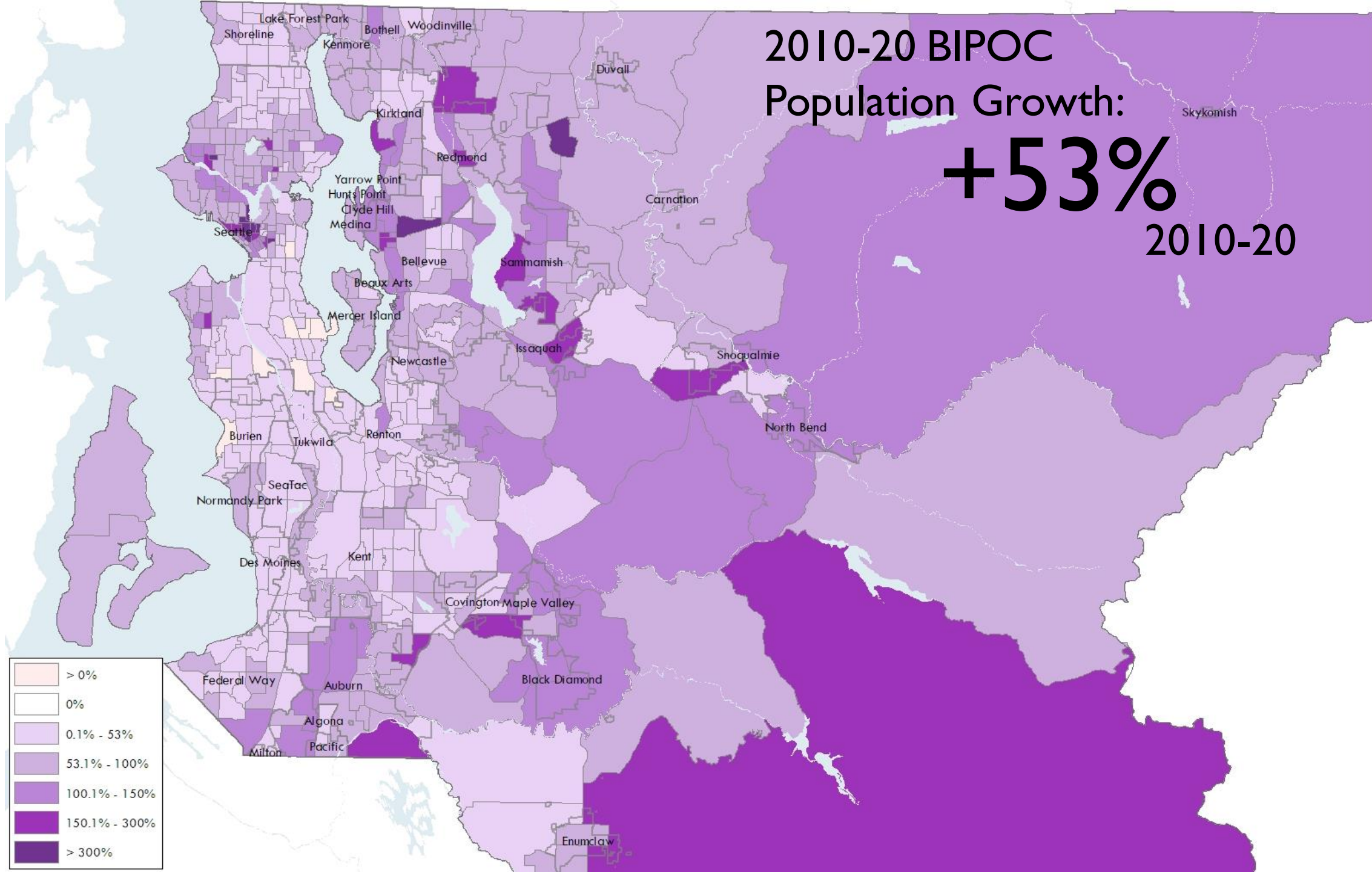
# 2.27 Million

## + 18%

2010-20

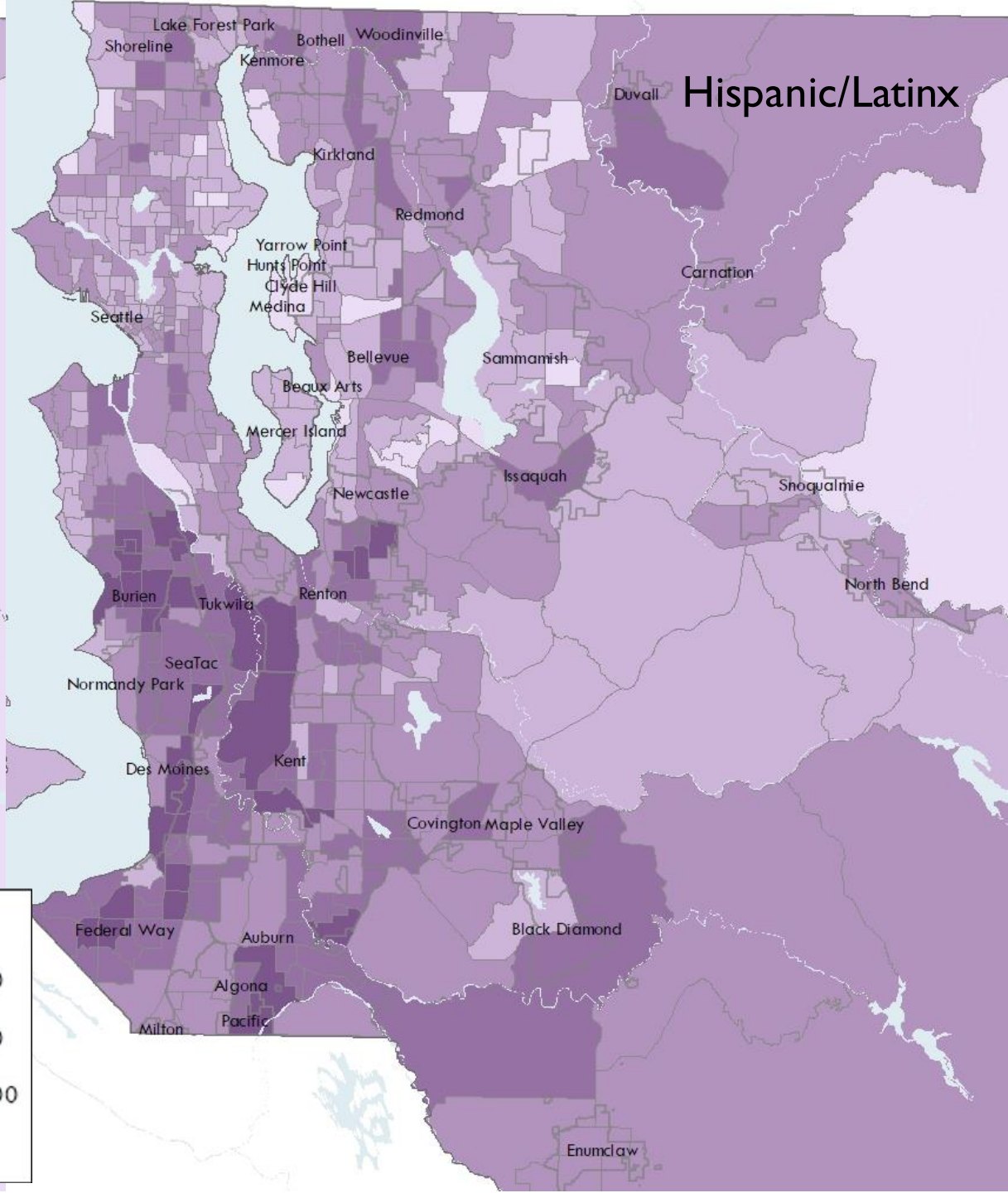
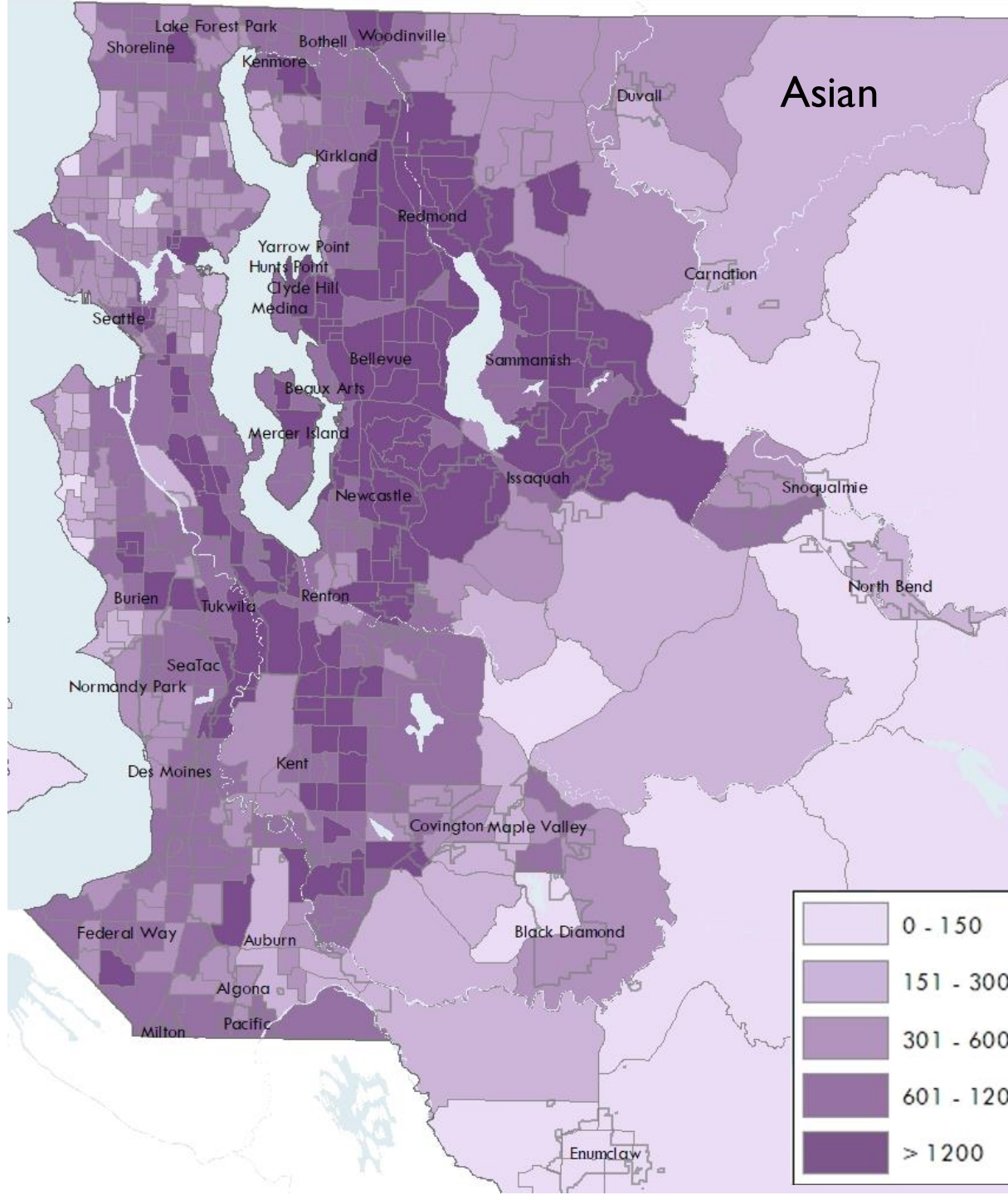


# BIPOC Population Growth (% increase over 2010)



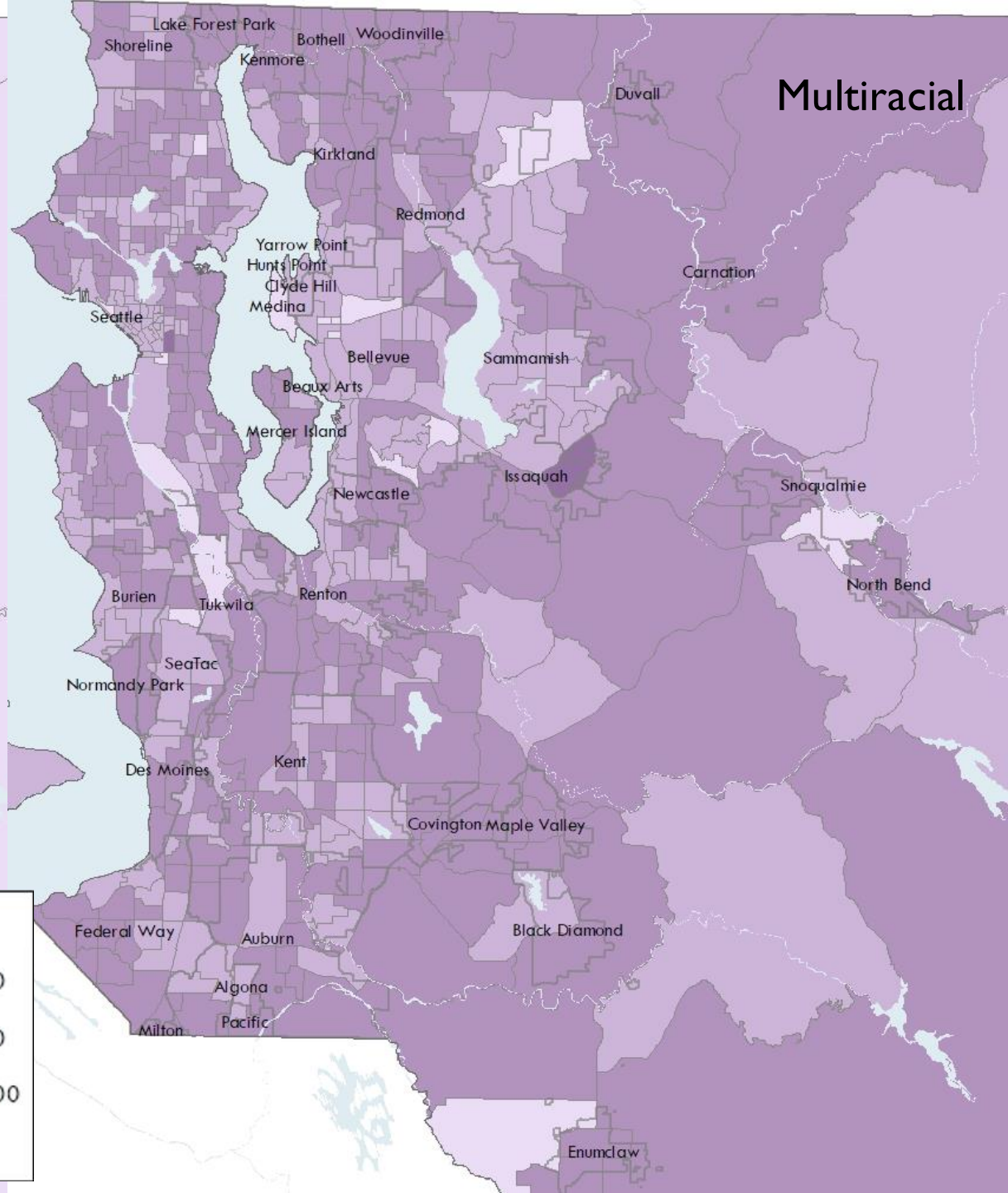
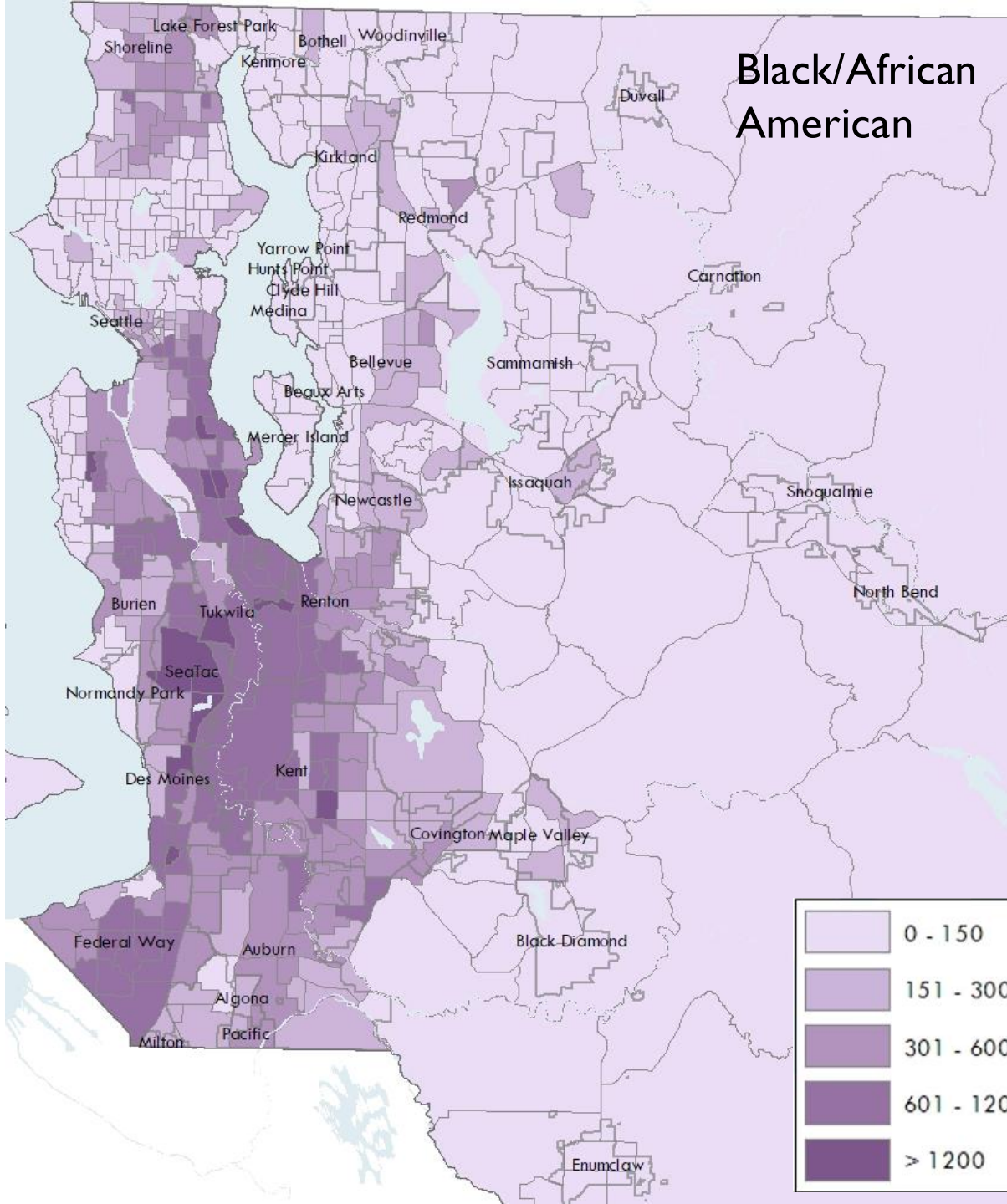


# 2020 Population by Race/Ethnicity



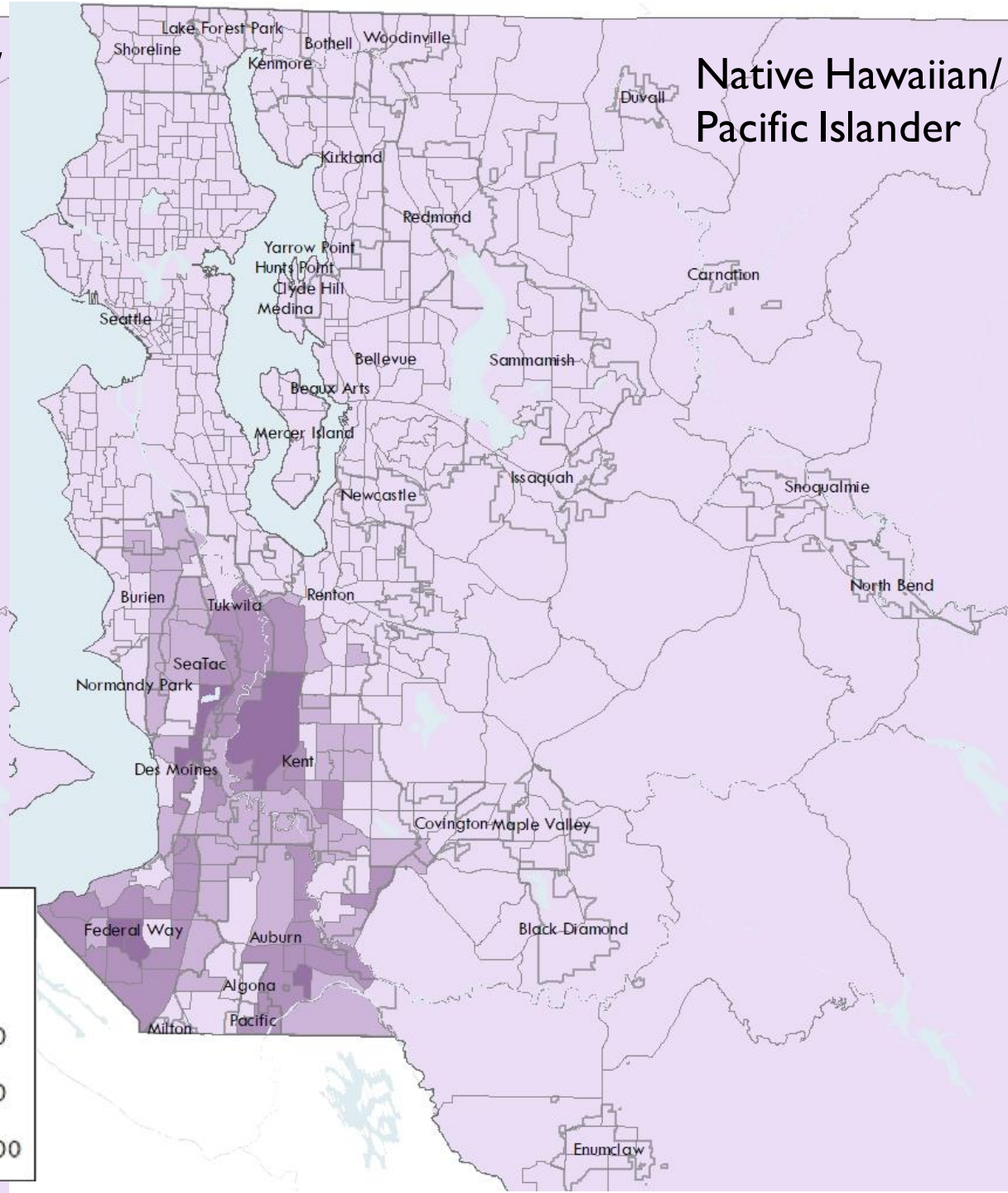
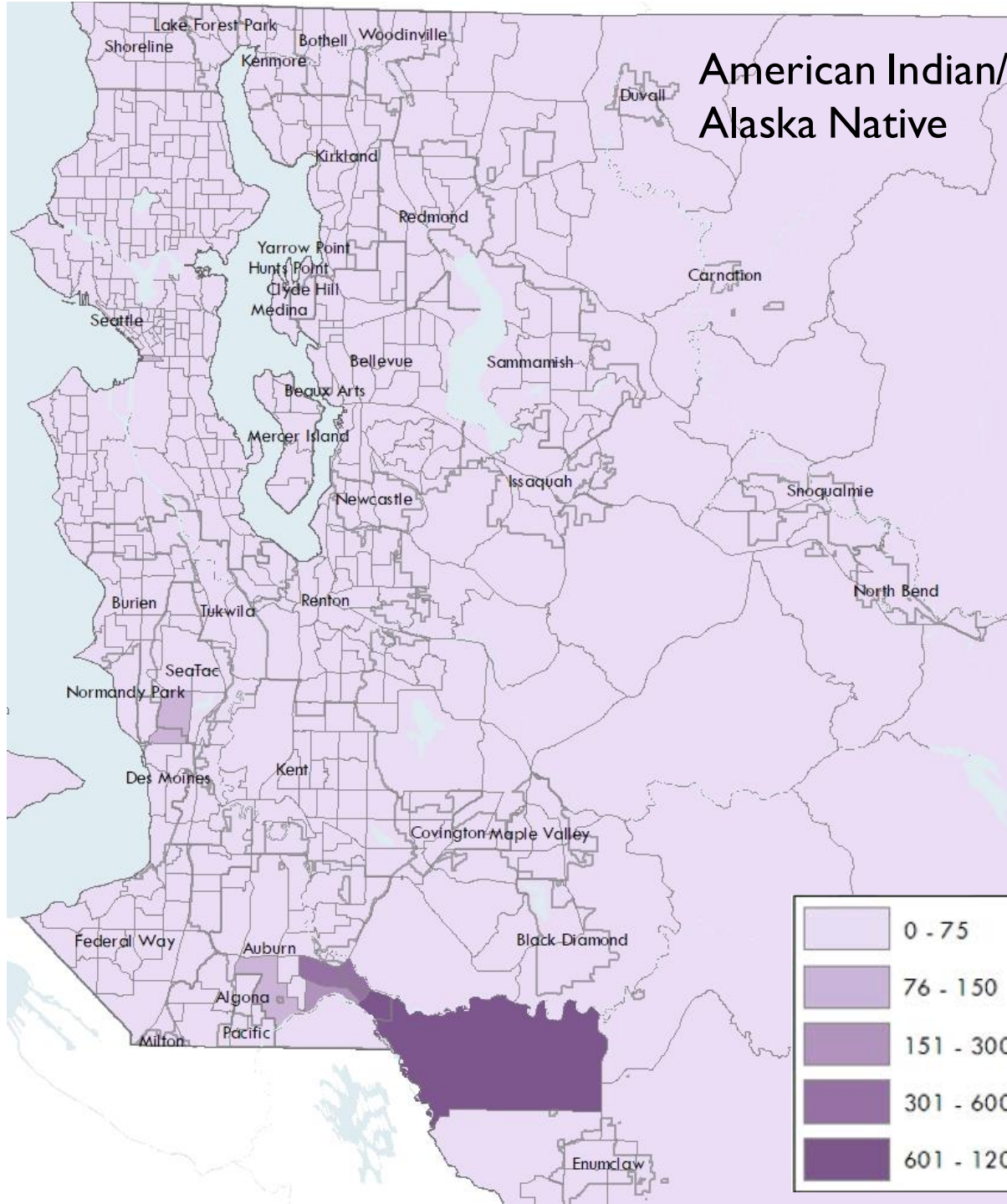


# 2020 Population by Race/Ethnicity



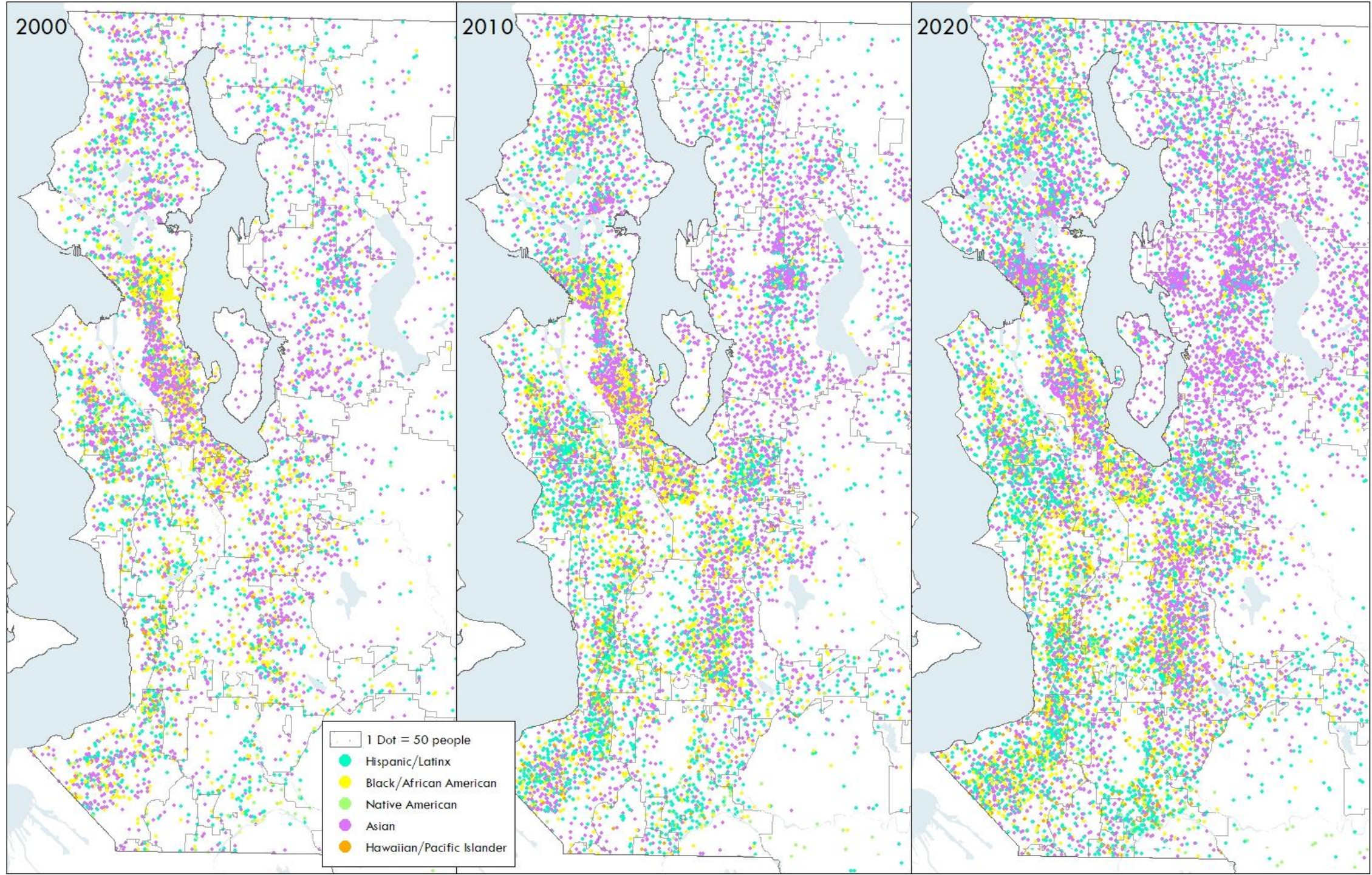


# 2020 Population by Race/Ethnicity



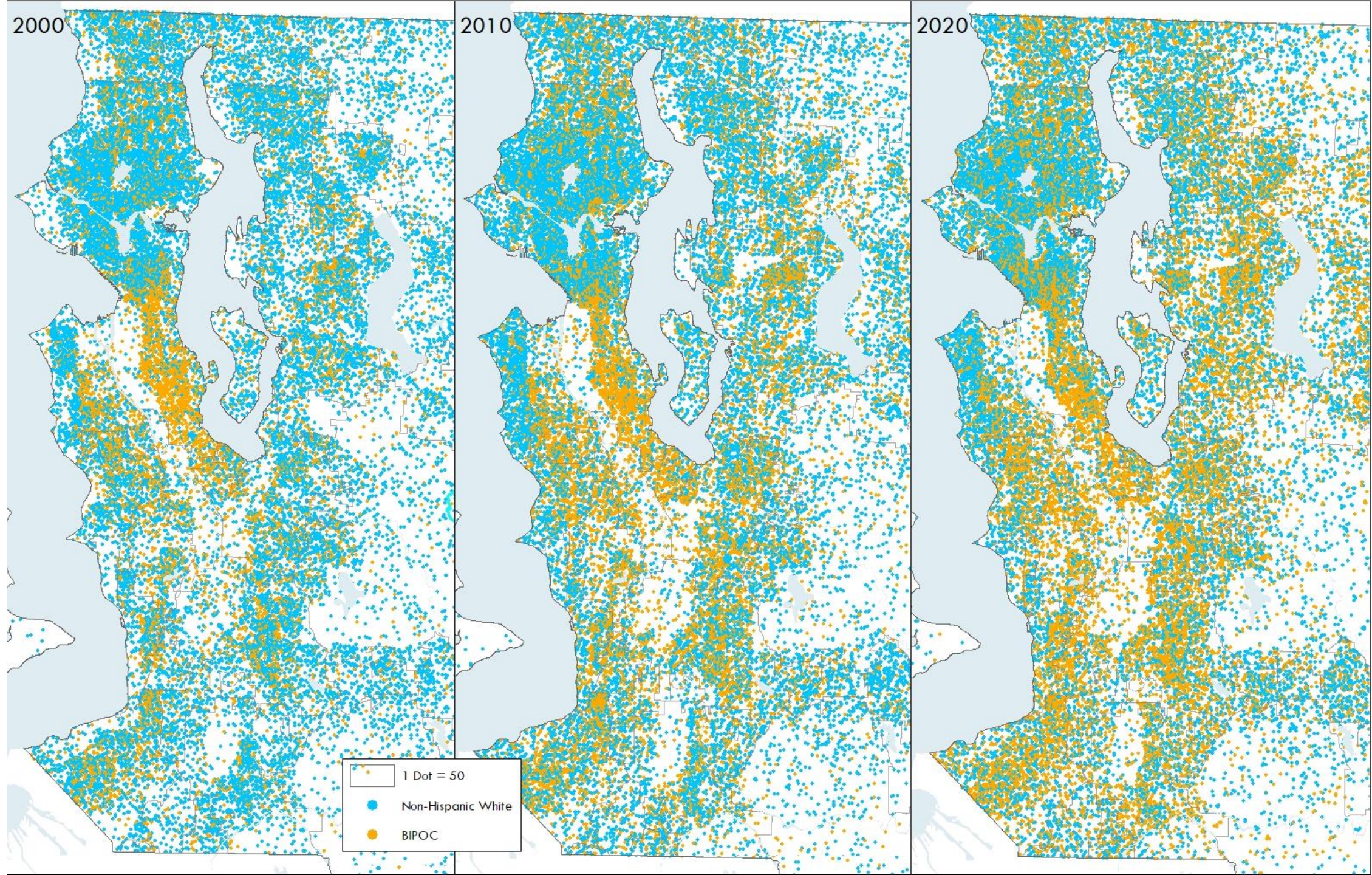


# Concentration by Race and Ethnicity





# Concentration by Race and Ethnicity





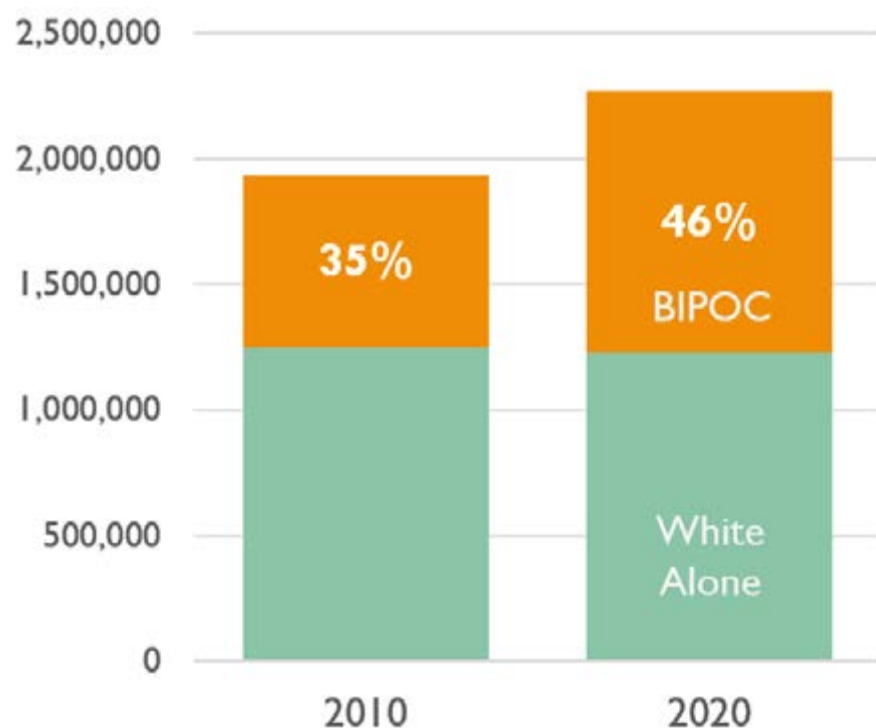
# King County Countywide Trends

- 94% of population growth happened in cities
- 41% growth concentrated in central King Co.
  - 28% South County
  - 31% East County
- Fastest growing cities:
  - Redmond 34%
  - Milton 34%
  - Snoqualmie 32%
  - Issaquah 32%
  - North Bend 29%
  - Newcastle 25%
- Most Growth\*:
  - Seattle 128,300
  - Bellevue 24,000
  - Redmond 18,700
  - Kent 18,100
  - Renton 14,700
  - Auburn 14,500

\* holds 2020 city boundaries constant

# King County Countywide Trends

- Asian, Hispanic, Multiracial, and other communities of color **accounted for 100% of the County's growth 2010-20**



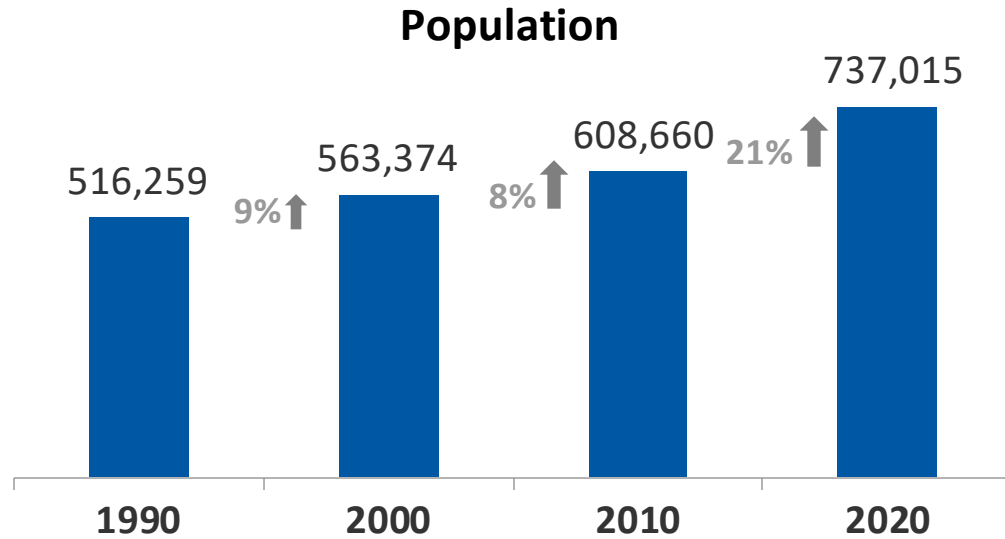
- Every city and Census Place saw increased diversity
- Places with highest concentrations of BIPOC communities in 2020:
  - Skyway-West Hill: 76% BIPOC
  - Tukwila: 72%
  - SeaTac: 71%
  - White Center: 67%
  - Kent: 63%

# Seattle in the 2020 Census : By the Numbers

- The **2020 Census count for Seattle** is **737,015**.
- **Seattle** is the **18th** most populous city in the U.S.
- The **Seattle-Tacoma-Bellevue Metro Area** is the **14th** most populous metro in the U.S.

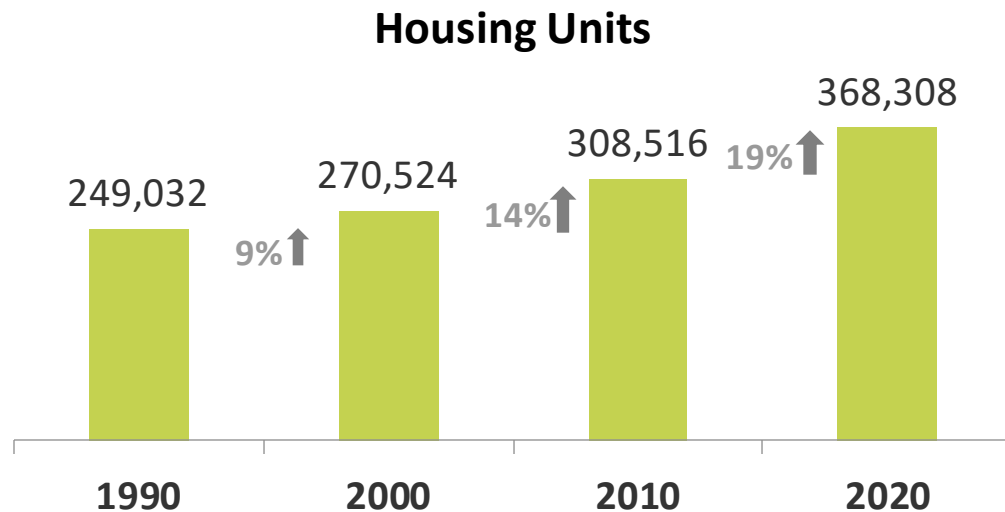


# Seattle's Population & Housing Trends:



Seattle's 21% **population growth** from 2010 to 2020 was:

- *more than double* the growth experienced in previous two decades
- faster than King County's 18% population growth from 2010 to 2020



Seattle's 19% **housing growth** rate from 2010 to 2020 was also

- higher than Seattle's housing growth in previous two decades
- higher than the county's 14% housing growth from 2010 to 2020

# Seattle's Growth Rate in Context (continued)

Seattle was one of 14 cities in the U.S. that **grew by more than 100,000 people** from 2010 to 2020.

Screenshot from Census Bureau [News Conference on 2020 Census Redistricting Data](#)

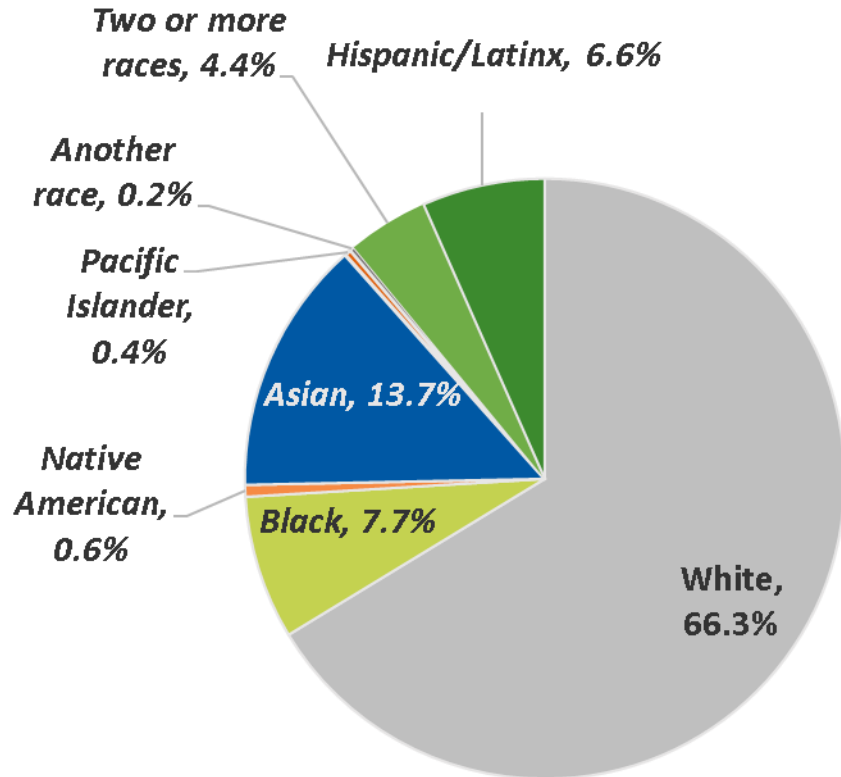
Marc Perry's presentation "Population Distribution and Change: 2010 to 2020"



# Seattle's Racial and Ethnic Composition

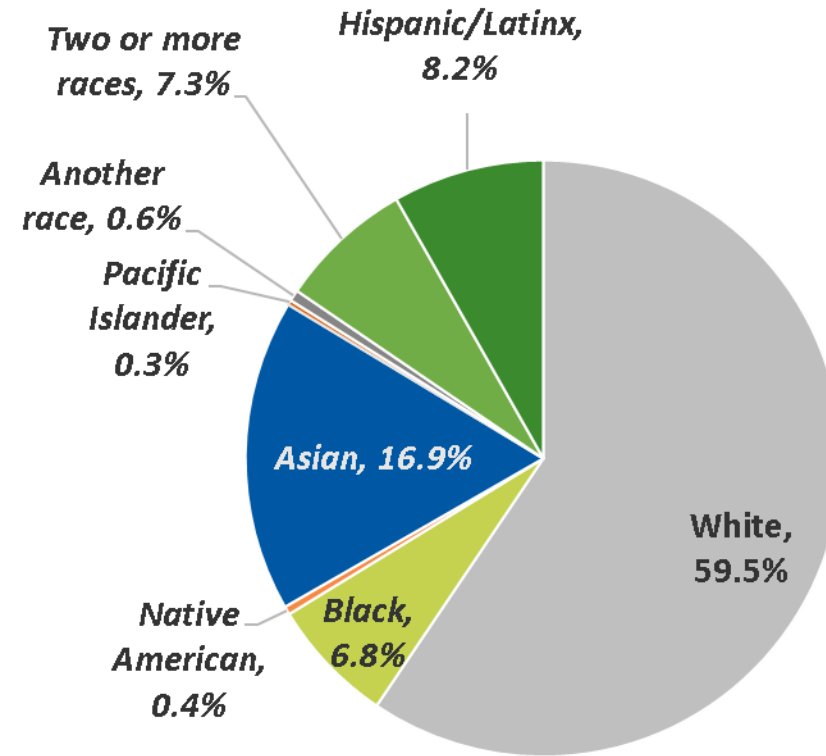
People of Color  
33.7%

2010



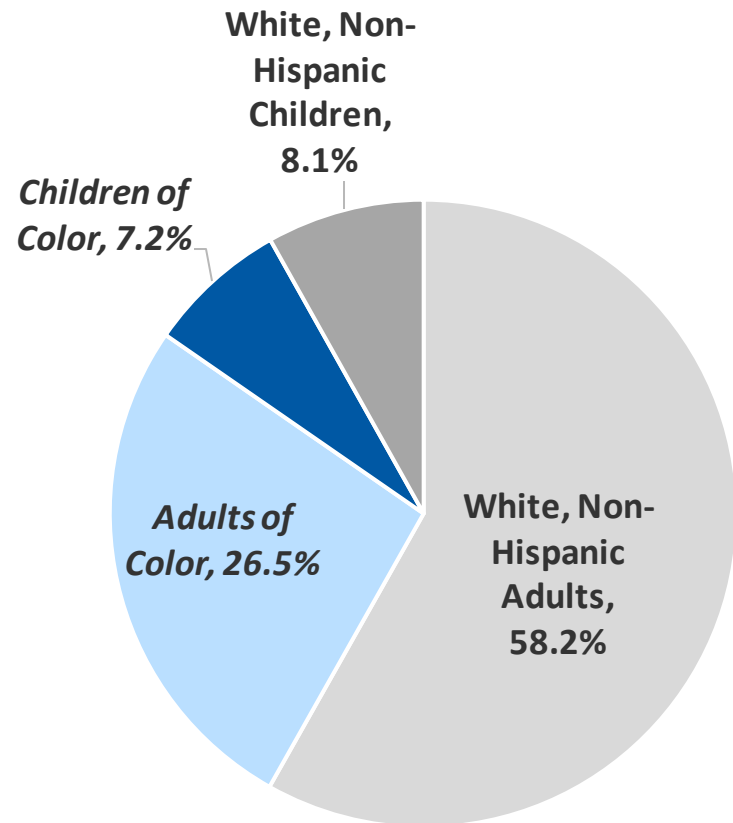
People of Color  
40.5%

2020



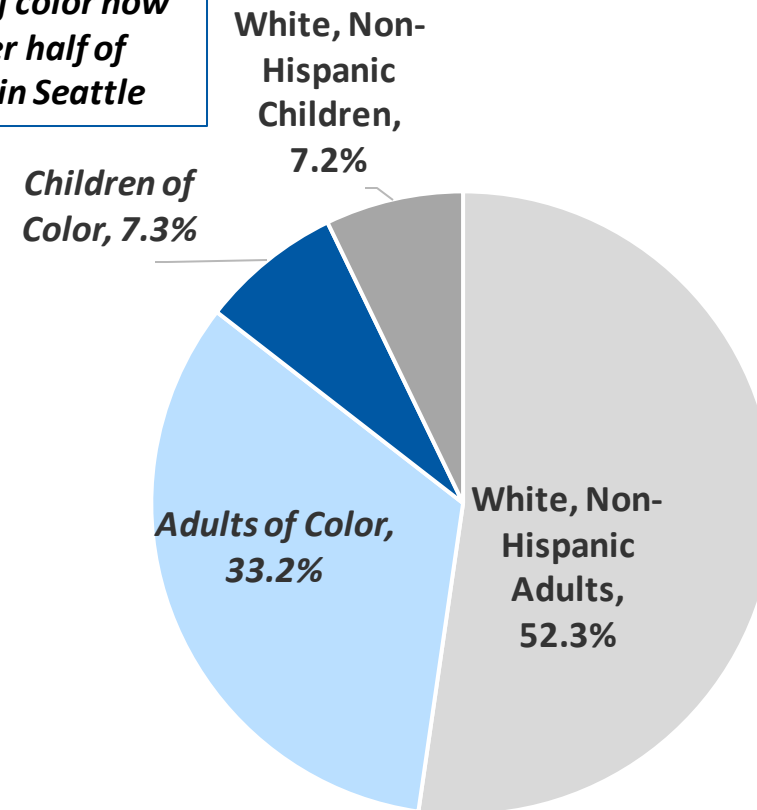
# Seattle's Age and Racial/Ethnic Composition

2010



2020

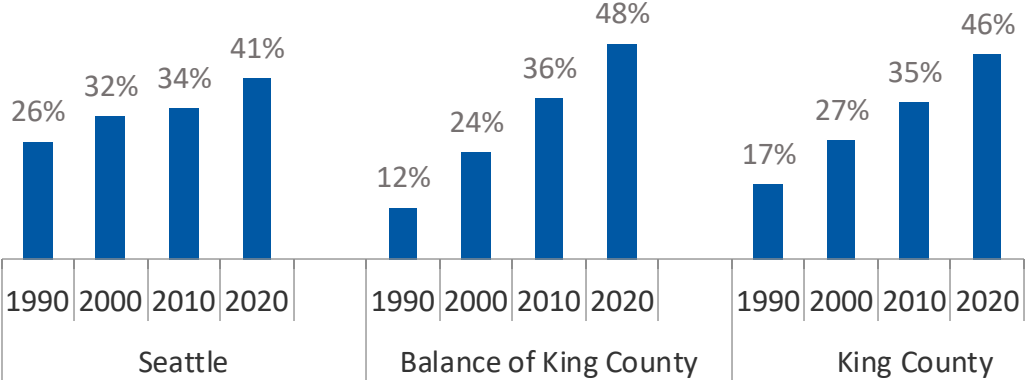
*Children of color now just over half of children in Seattle*



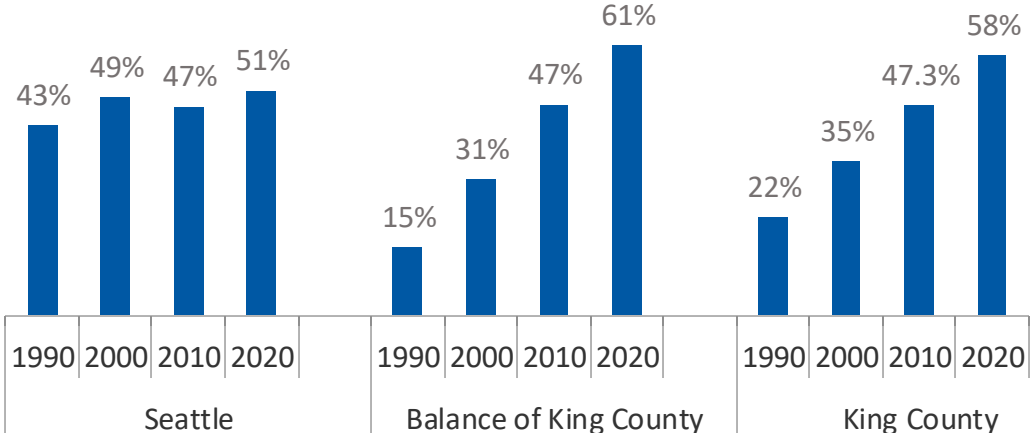


# Comparisons: Seattle, balance of King County, King County overall

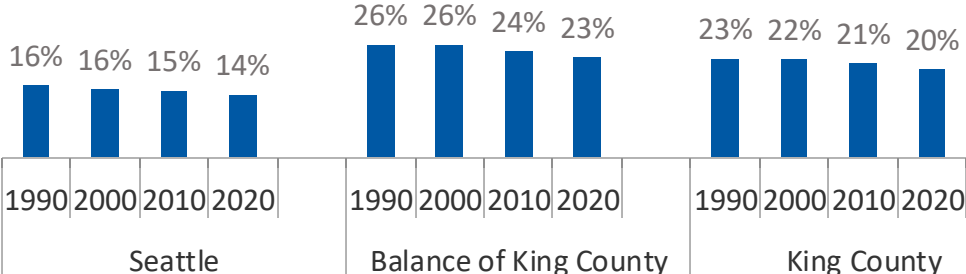
**Persons of Color**  
(As Share of Total Population)



**Children of Color**  
(As Share of Total Child Population)



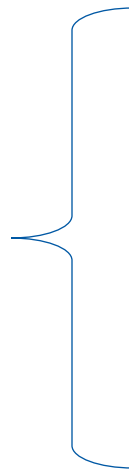
**Children**  
(As Share of Total Population)



# 2010 to 2020 Growth Rates for Seattle's Overall Population and Basic Racial/Ethnic Groups

	2010 to 2020 Growth	2020 Population
<b>Total population</b>	21.1%	737,015
<b>Non-Hispanic:</b>		
<b>White</b>	8.6%	438,168
<b>Black</b>	6.6%	50,234
<b>Native American</b>	-15.8%	3,268
<b>Asian</b>	49.3%	124,696
<b>Pacific Islander</b>	-13.6%	1,941
<b>Two or more races</b>	102.4%	53,672
<b>Hispanic/Latinx</b>	50.2%	60,563
<b>People of Color</b>	45.7%	298,847

People of Color



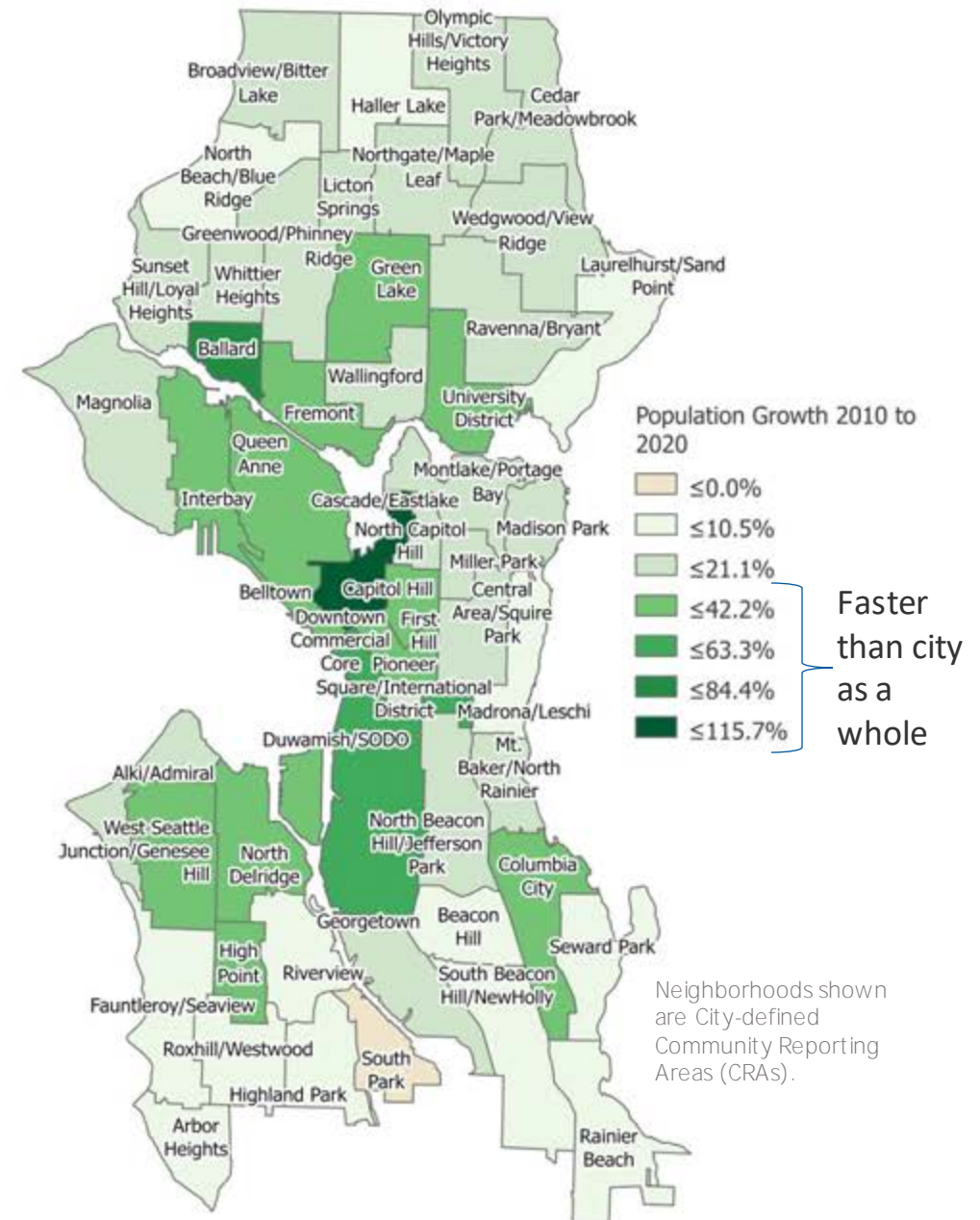
# Rates of Population Growth from 2010 to 2020: Age Groups and broad Race/Ethnicity Groups

	<b>2010 to 2020 Growth</b>	<b>2020 Population</b>
<b>Total population:</b>	21.1%	737,015
<b>Adult population:</b>	22.3%	630,174
<b>White, Non-Hispanic</b>	8.8%	385,395
<b>Adults of Color</b>	52.0%	244,779
<b>Child population:</b>	14.3%	106,841
<b>White, Non-Hispanic</b>	6.7%	52,773
<b>Children of Color</b>	22.8%	54,068

# Population Growth from 2010 to 2020

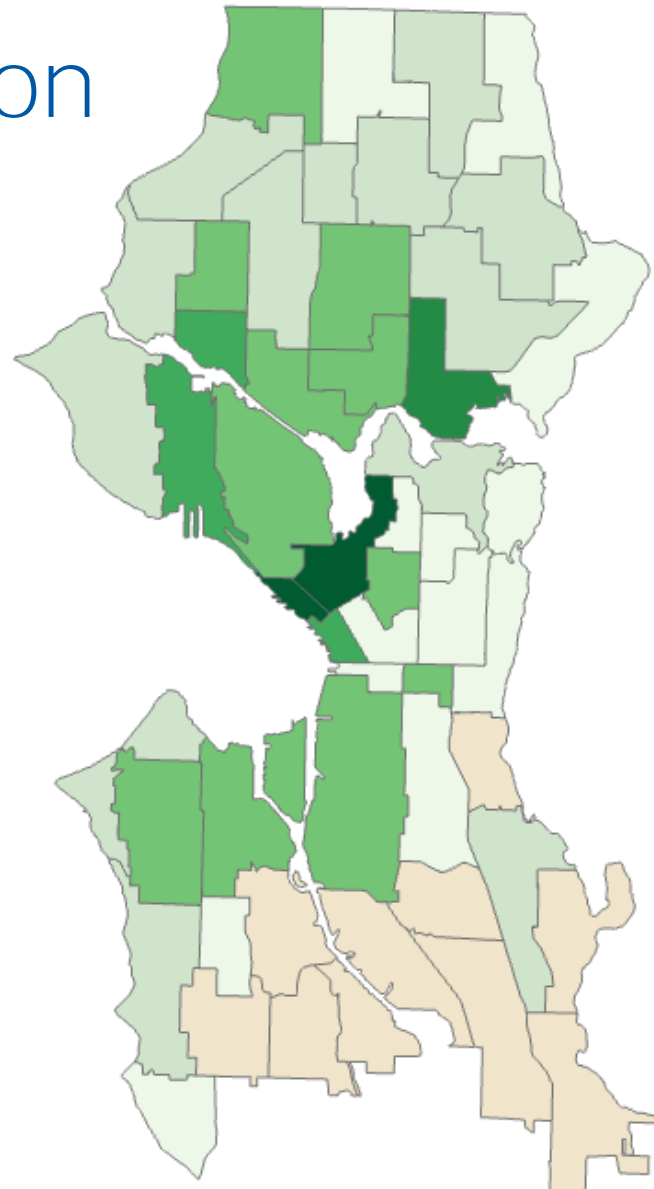
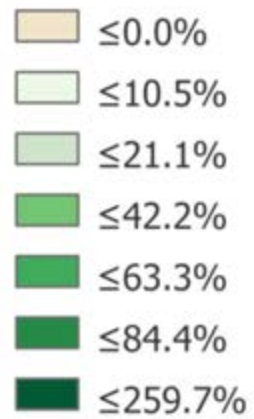
*Fastest—Downtown and nearby; Slowest—farther from the city's center*

	2010 to 2020 Growth	2020 Population
<b>Fastest:</b>		
Cascade/Eastlake	116%	29,182
Ballard	66%	11,191
Duwamish/SODO	53%	3,611
Judkins Park	46%	4,284
Downtown Core	43%	5,813
<b>Slowest (or negative):</b>		
Arbor Heights	5%	6,353
Seward Park	5%	9,687
Roxhill/Westwood	4%	12,877
South Beacon Hill/NewHolly	3%	15,037
South Park	-4%	3,707

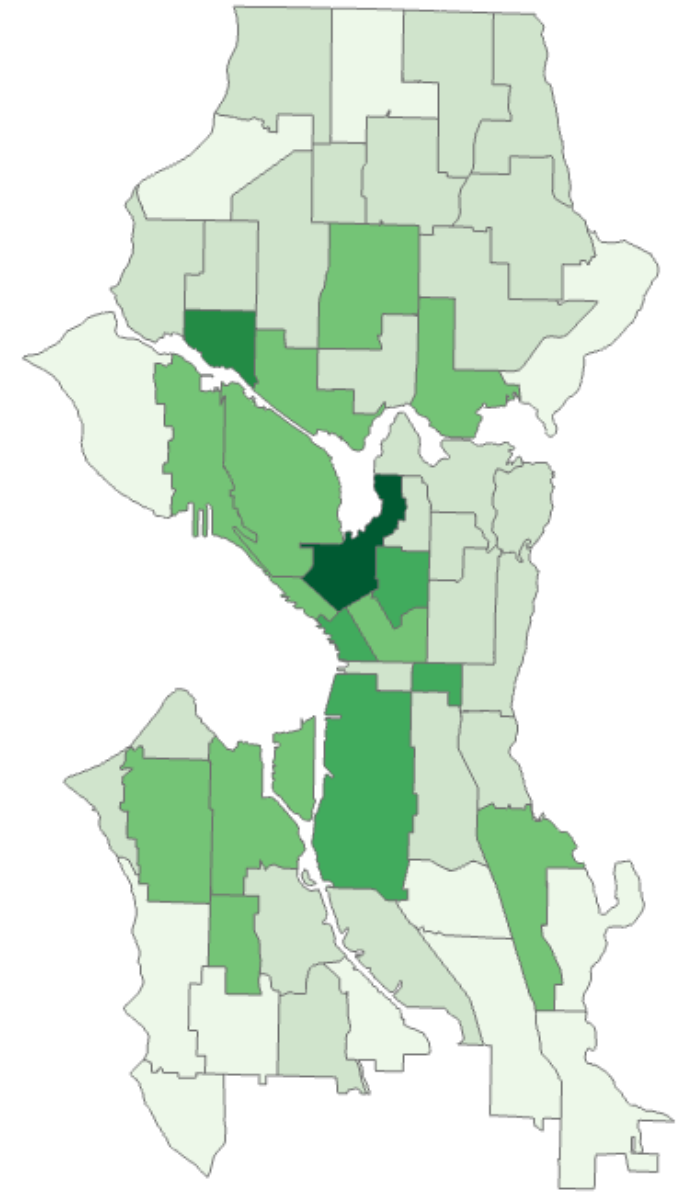




# Rate of Population Growth by Age from 2010 to 2020

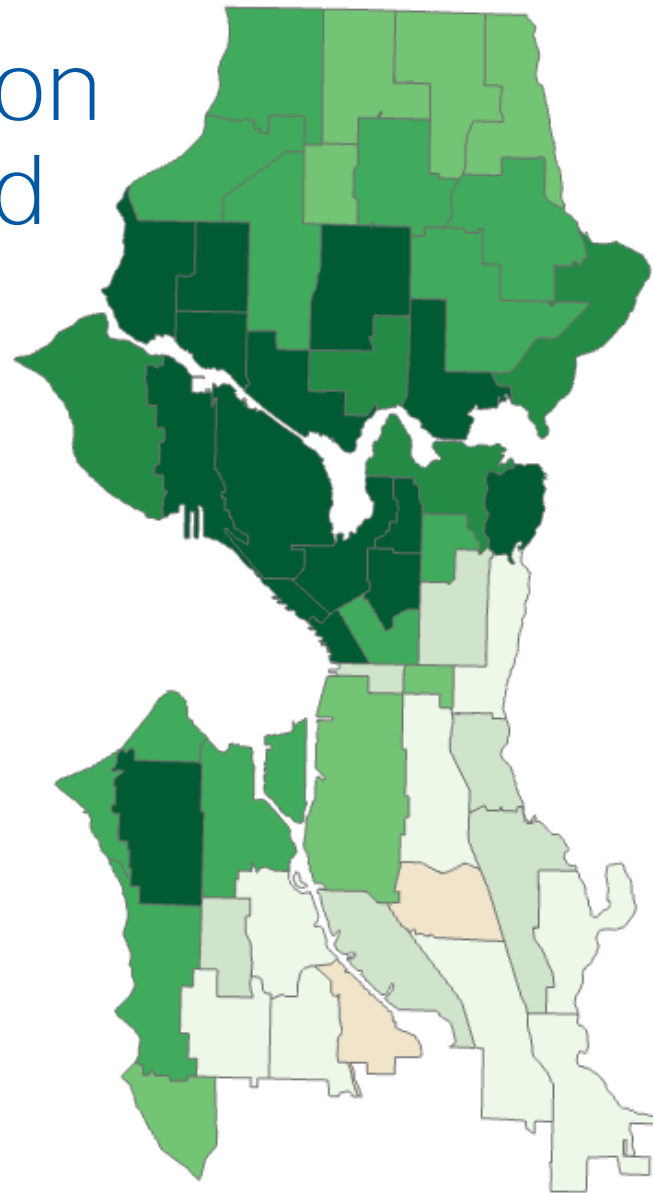
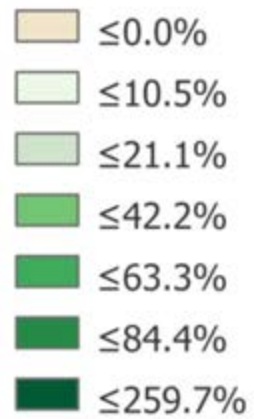


Child Population

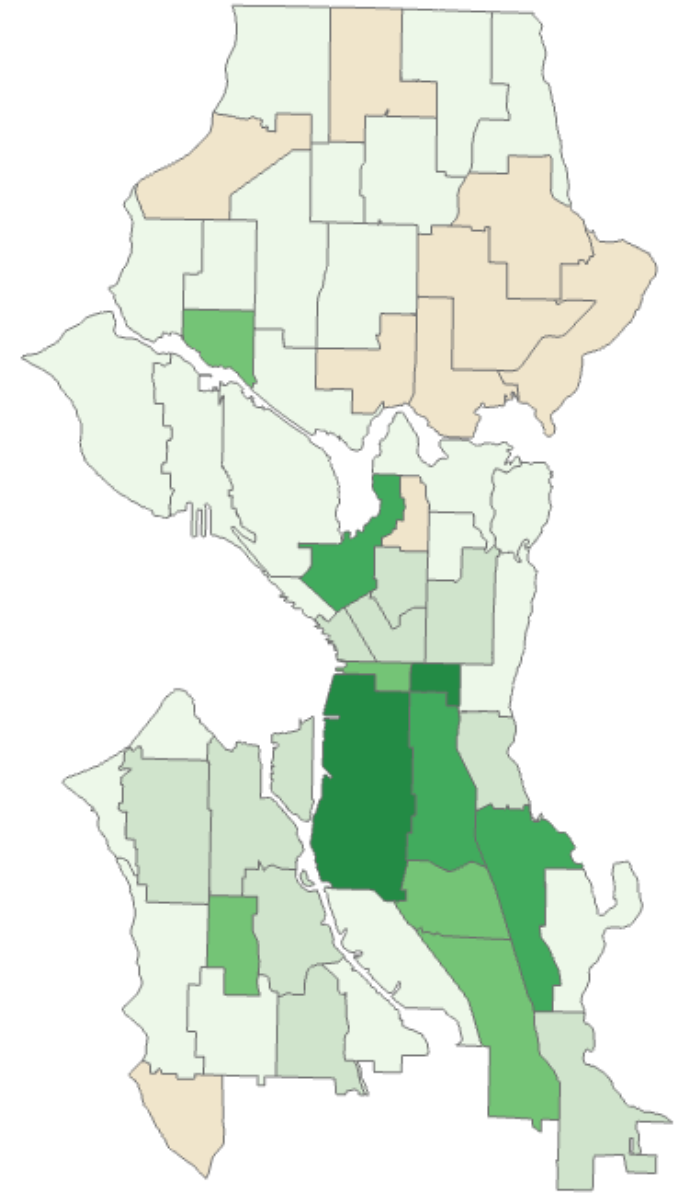


Adult Population

# Rate of Population Growth, POC and White, from 2010 to 2020

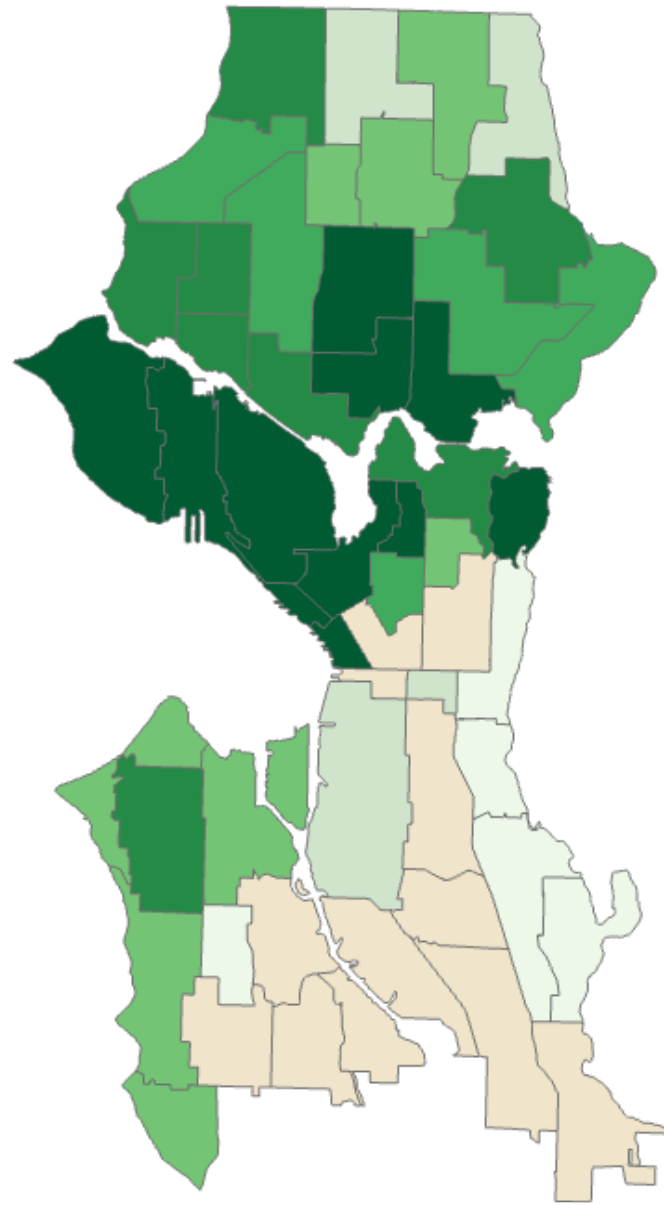
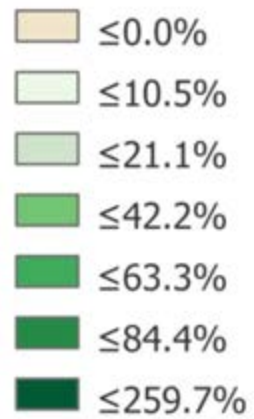


Population of Color

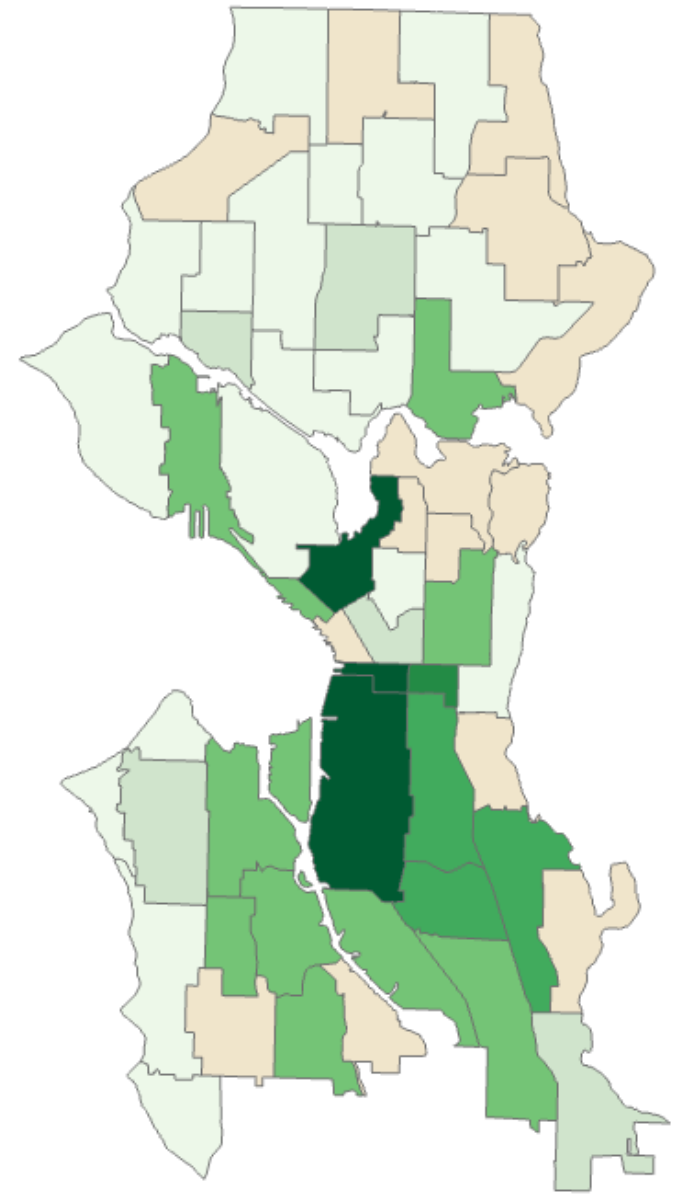


Non-Hispanic White

# Rate of Child Population Growth from 2010 to 2020

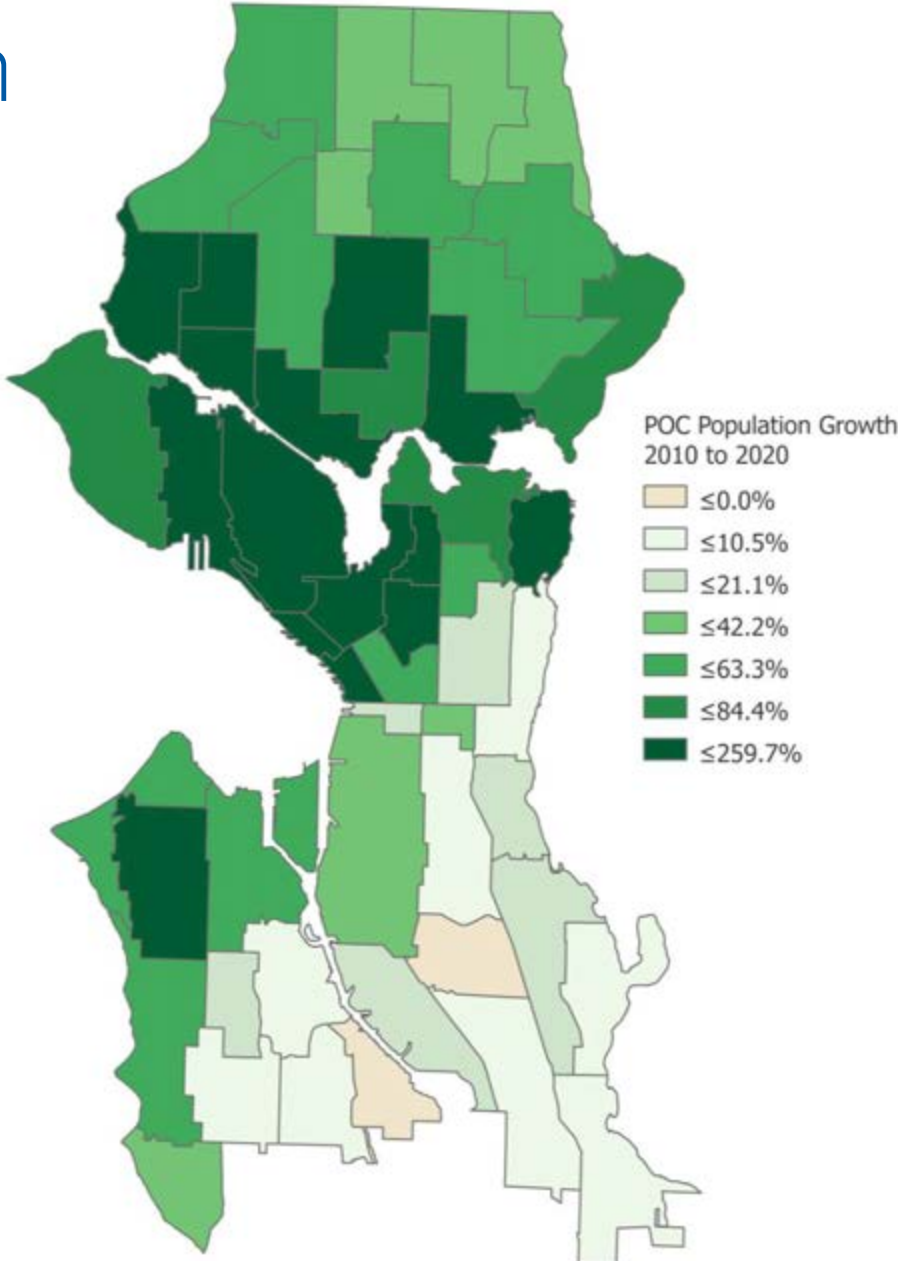


Children of Color

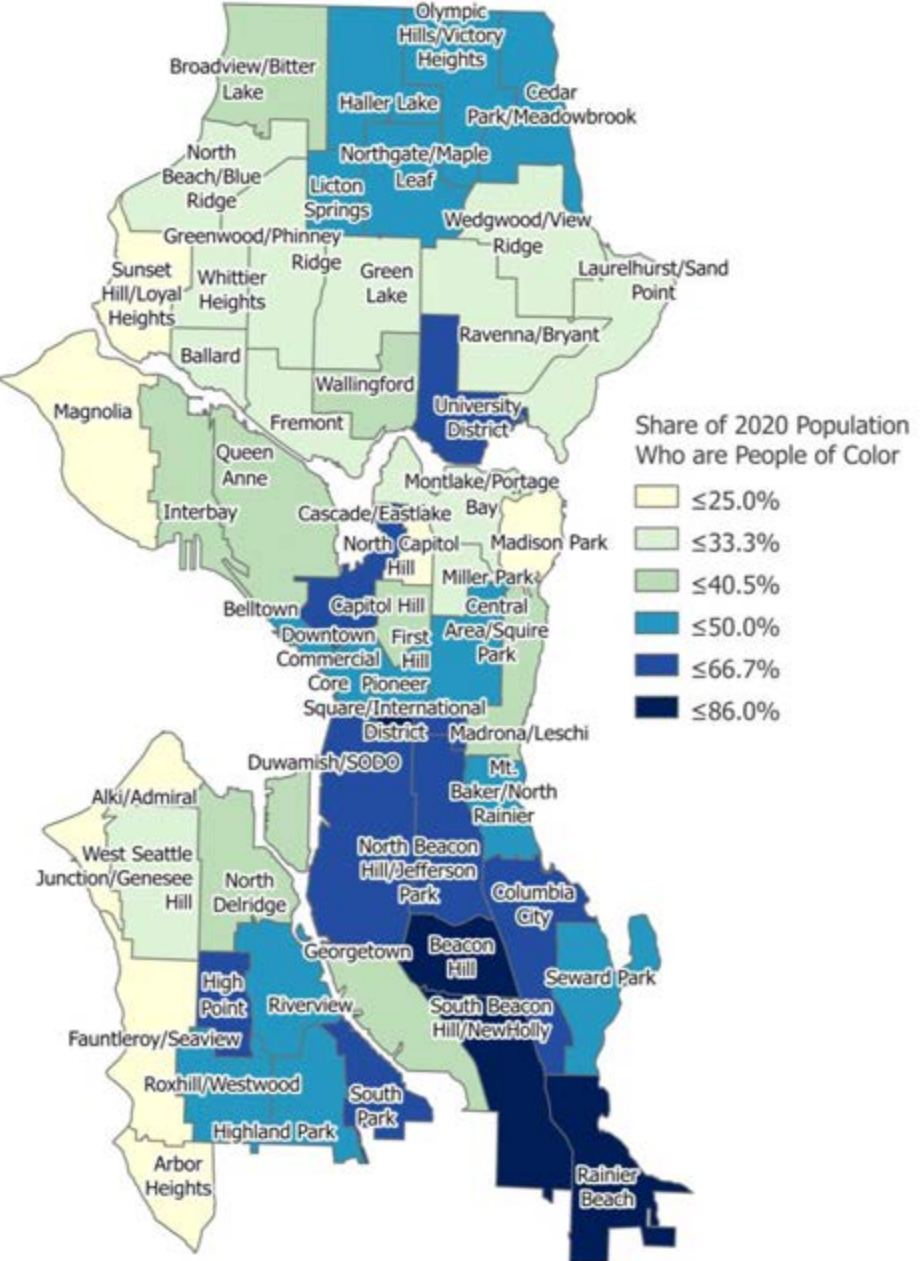


Non-Hispanic White Children

# Population of Color



Rate of Growth 2010-2020



2020 Share of Population Who Are People of Color



# Challenges with interpreting data



## Concerns

- Non-response and skipped questions
- Limited follow-up and outreach to special populations
- COVID-related movement
- Differential privacy



## Validating the Data

- Limited data to validate specific causes
- Working and sharing with partners
  - Office of Financial Management
  - State Data Centers
  - Community-based Organizations

# Group Quarters Population Counted in 2020 Census

	Seattle	King County
<b>Total group quarters population:</b>	29,918	44,337
<b>Institutional:</b>	4,913	11,035
<b>Correctional</b>	1,013	2,734
<b>Juvenile</b>	191	468
<b>Nursing</b>	3,476	7,548
<b>Other Institutional</b>	233	285
<b>Noninstitutional:</b>	25,005	33,302
<b>College</b>	16,318	17,679
<b>Military</b>	204	204
<b>Other Noninstitutional</b>	<b>8,483</b>	<b>15,419</b>

*Other non-Census Bureau sources of estimates of the population experiencing homelessness: per the King County Regional Homelessness Authority, [2020 Point in Time Count for King County](#) was 11,751.*

**In the Census tabulations, the “non-institutional group quarters” is where people experiencing homelessness are included** (includes emergency and transitional shelters for people experiencing homelessness, soup kitchens, and targeted non-sheltered outdoor locations). However, this category also includes people in residential treatment centers, group homes, etc.



# I Census Data



**City of Seattle**

Audience  
Q&A

# Links to Census Resources

## [Population & Demographics - OPCD | City of Seattle](#)

- [2020 Decennial Census](#): includes links to neighborhood and city-level data
- [About Seattle - Population & Households](#)

Resources based on previous data, will be updating:

- [About Seattle: Race & Ethnicity](#) and [in-depth guide](#) for accessing disaggregated data for detailed race/ethnic groups
- [About Seattle: Housing](#) (*will be updating with 2020 data*). See also reports under [Housing Choices](#)
- [Equitable Development Monitoring Program](#): Housing, Transportation, Education & Economy, and Neighborhood Change based on previous decennial Census and ACS data.

## [Demographics - King County](#)

**Open Data** (*enter "2020 Census" in search box on upper right to get most recent data*):

- [SeattleGeoData](#)
- [King County Open GIS](#)

[2020 Census - Office of Financial Management \(wa.gov\)](#): includes

- [Redistricting Data in Excel and csv](#) for many geographies in WA
- [Info about 2020 Census data quality and accuracy](#)

**U.S. Census Bureau:**

- [2020 Census main page](#)
- [Decennial Census and American Community Survey data on data.census.gov—Video tutorials](#) (2020 Census Redistricting Data will be posted to this portal by 9/30/2021)

**I Love Census Data**



- Presentation, recording, and post-session info
  - We'll email you materials from today
  - Previous sessions—webpage under development (can also request from [elsa.batres-boni@seattle.gov](mailto:elsa.batres-boni@seattle.gov))
- [Find info and register for upcoming sessions](#)



# Contacts

## Today's host and presenters

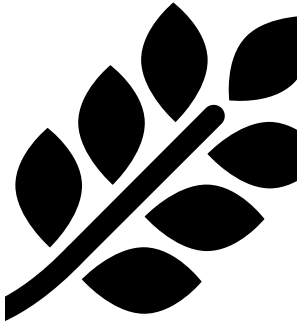
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What else?  
How did we do?



**I ♥ Census Data**  
City of Seattle



Thank you

See you next time



Providence Kamana  
Song writer/  
producer/interpreter

**Youth Program Manager of the Congolese Integration Network. A Trusted  
Community Messenger for the 2020 Census Member of the former Washington  
Census Alliance now Washington Community Alliance**