

FAQs and TA Tips on Calculating Demographic Data

Where and when do I record demographics for a cohort or campaign?

- **Cohorts:** in the Plan Channel once you have the actual number and demographics of participants (i.e., do not enter any placeholder/fake data, as this can skew reports).
 - *Alert: Prior to closing a cohort, make any final adjustments to your demographics as these will flow through to all reports.*
- **Campaigns:** with each recorded activity in the Implement Channel.

If I don't know exact demographics, what should I enter or where can I find the demographics?

- **Two demographic calculator tools** are available to you:
 - PBPS's built-in demographics calculator
 - OMNI's "Downloadable Demographics Calculator" Excel spreadsheet.
- Other ways to estimate demographics:
 - Use attendance or sign-in sheets (OMNI TA has a sample).
 - Obtain class roster or student list from a school or district.
 - Count the number of items or brochures distributed.
 - Obtain media subscriber or circulation totals from publisher.
- *For more detailed scenarios, see ADDENDUM at bottom of this document.*

Tell me more about which Demographic Calculator I should use!

- **PBPS's Built-in Demographics Calculator**
 - Pre-programmed for entire catchment area and localities.
 - Use when entering demographics for a strategy with IOM of "Universal Indirect":
 - Under Target Participants/Demographics, click the "Calculated" option.
 - Click "Calculate" button. The Demographics appear for your entire Catchment Area or Locality.
 - If you are not targeting/reaching the *total* number shown, change to the actual number and click 'Calculate' again. This will adjust the counts in all demographic categories.
 - Useful if you are targeting a whole population in a specific locality/catchment area. To target a subset of people (e.g., youth ages 15-18, or only males), use the Downloadable Demographics Calculator Excel tool.
 - NOTE: If using the Downloadable Calculator method, select 'Details' in PBPS to enter total number and totals for each demographic category.

The screenshot shows the PBPS Calculator interface with the 'Calculated' tab selected. The total number of participants is set to 750. The demographic breakdown is as follows:

Category	Sub-category	Count	Total
Gender	Male	362	750
	Female	388	
Age	0-4	47	750
	5-11	76	
	12-14	35	
	15-17	37	
	18-20	31	
	21-24	32	
Race	White	512	750
	Black	167	
	Asian	24	
	Native	3	
	Hawaiian	0	
Ethnicity	Hispanic	53	750
	Non-hispanic	697	
	Multiple	19	

1: Screenshot of PBPS Calculator

- **OMNI's Downloadable Demographics Calculator**

- Use when targeting a population/group for which you do not have demographics or if IOM is not 'Universal Indirect.' For example:

- Audience reach for a media campaign.
- Attendees of speaking engagement, health fair, community presentation, class, etc.
- Recipients of distributed items, e.g. brochures, lock boxes, deactivation kits.
- Population of a locality, area, or sub-set of your entire catchment area.

- Often used for campaigns but is sometimes used for cohorts if demographics of the group you are working with are not known or available, or if the strategy requires you to enter population-level data, rather than that of known group or roster.
- NOTE: Filters are available to exclude/include age range(s), gender, race(s), or ethnicity. Use may result in a small math rounding error of plus or minus 1 when comparing the total shown versus the total when manually adding up counts in each category. Simply adjust one of the category counts by 1 when entering in PBPS so all totals will agree.

Step 1. Select the city(ies)/county(ies) you targeted/reached:
To select more than one location, hold down the 'CTRL' key while making your selection. Selected locations show as blue with white text. To view a list of selected cities, click 'View Selected Cities'.

Geographic Location	Albemarle County	Alexandria City
Albemarle County	Albemarle County	Albemarle County
Appomattox County	Appomattox County	Augusta County
Bath County	Bedford County	Blaine County
Botetourt County	Disposal City	Brunswick County

Step 2. Choose from the drop-down menu to indicate whether you targeted/reached the "Total population" selected in Step 1, or a "Subset of the population".

Total population

Step 3. If you are certain that you did not reach a certain demographic, select "NOT Targeted/Reached". Select from the drop-downs to indicate demographic groups you did not target/reach.

Gender	Male	Female	Overall
Targeted/Reached	33,000	33,000	33,000
Not Targeted/Reached	0	0	0
Total	33,000	33,000	33,000

2: Screenshot of Excel Calculator

How do I access the Downloadable Demographic Calculator?

- Log into the Virginia Prevention Works Portal; click below link or Paste into the browser: http://www.virginiapreventionworks.org/documents/omnifiles/data_entry/demographics_calculator/#wpfb-cat-11
- Click to allow the Excel file to 'Download' to your computer through your browser.
- Save the Downloaded Excel file to a convenient location on your computer.
- Once you download the demographic calculator from the DBHDS Portal (in documents), there are instructions to follow for use on the Portal you can download.

ADDENDUM: Sample scenarios and more tips for calculating demographics:

- For small events, one-time classes, or groups that meet once: circulate an attendance or sign-in sheet that asks attendees to supply demographics information. (OMNI TA has some sample attendance sheets you can adapt for your needs.)
- For classroom/schools or situations where you need roster/cohort totals: request breakdown from school or district itself for you per class, school, or district.
- For events (like health fairs) for which you are not actively collecting demographics: Estimate number of attendees; use a demographic calculator to get the categorical breakdown estimates (i.e., ages, races, gender, ethnicity) based on locality. Use whichever demographic tool is most appropriate for your needs
- For items you distribute (boxes, locks, kits, brochures, decals), count the number distributed to represent the total number of people reached and use a demographic calculator to get the specific breakdown.
- For media campaigns, determine the circulation number/subscribers of the media type used to share your message. For example, newspaper or publication circulation, number of viewers or listeners, number of Facebook friends or likes. Use a demographic calculator to get the breakdown. (Note: Media publications may be able to provide you with this information).
- For posters or banners: Estimate how many people could potentially view the poster/banner and use that as your target population. (e.g., estimate of customers who use a pharmacy, a liquor store, or the neighborhood around a merchant, the number of students in a school that could see a banner). You may need to refine sub-categories to align with the people you are targeting (e.g., school-ages only or only adults 21 and over).