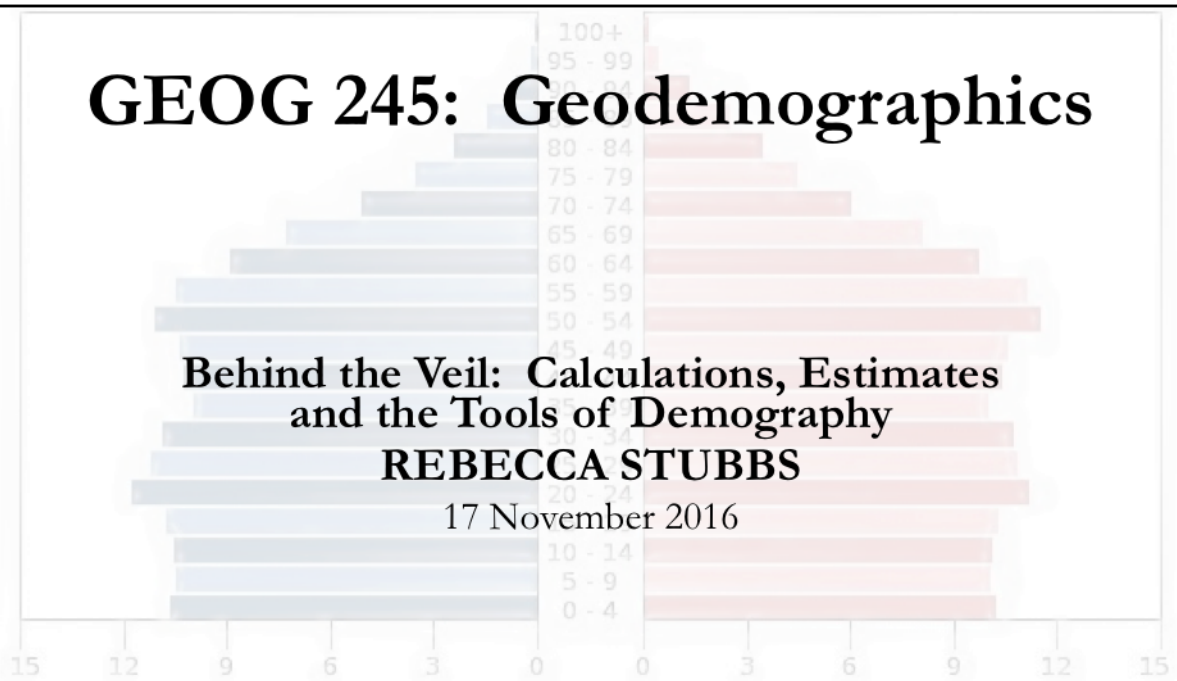# GEOG 245: Geodemographics

Behind the Veil: Calculations, Estimates and the Tools of Demography
REBECCA STUBBS

17 November 2016

Announcements

- No sections, lecture, or office hours next week (Happy Thanksgiving!)
  - Watch Gran Torino
- Final exam on December 8th in class
- Assignment 3 due by midnight tonight

Next week, in lieu of lecture, please watch the film Gran Torino and come to class on 11/28 prepared to discuss the film. If you recall from the syllabus, your section participation grade is worth 10% of your class grade and since that is the only true discussion in section, it will be weighted heavily toward that grade. So please come prepared to participate!

If you feel uncomfortable watching Gran Torino (Possible trigger warnings: language: curse words, racial slurs; violence: gang violence and initiations, implied rape) please send me an email so that we can discuss an alternative.

Population Research Discovery Seminar

How Does Big Data Contribute to Improved Demographic Knowledge

Patrick Gerland, *Chief of Mortality Section, Population Division, United Nations*

Thomas LeGrand, *Department of Demography, University of Montreal*

Adrian Raftery, *Department of Sociology & Department of Statistics, UW*

Emilio Zagheni, *Department of Sociology & eSciences Institute, UW*

Join us for a provocative panel discussion among leading demographers about the opportunities and pitfalls of big data for improving population health knowledge.

Date: Friday, 11/18/16
Time: 12:30-1:30 pm, PST
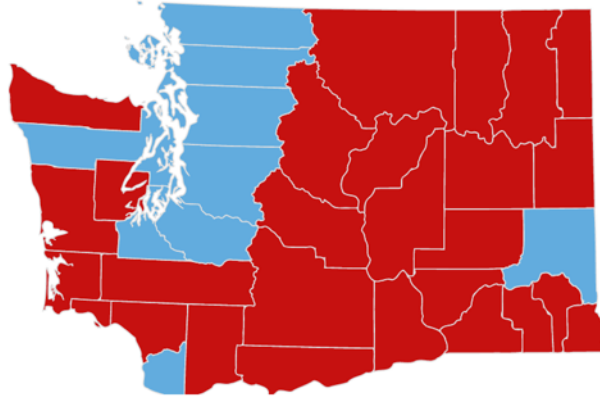**Location: 121 Raitt Hall**

Plan for Today

- A few more graphics about the election…

- Guest Lecture: Rebecca Stubs

- Sampling Activity
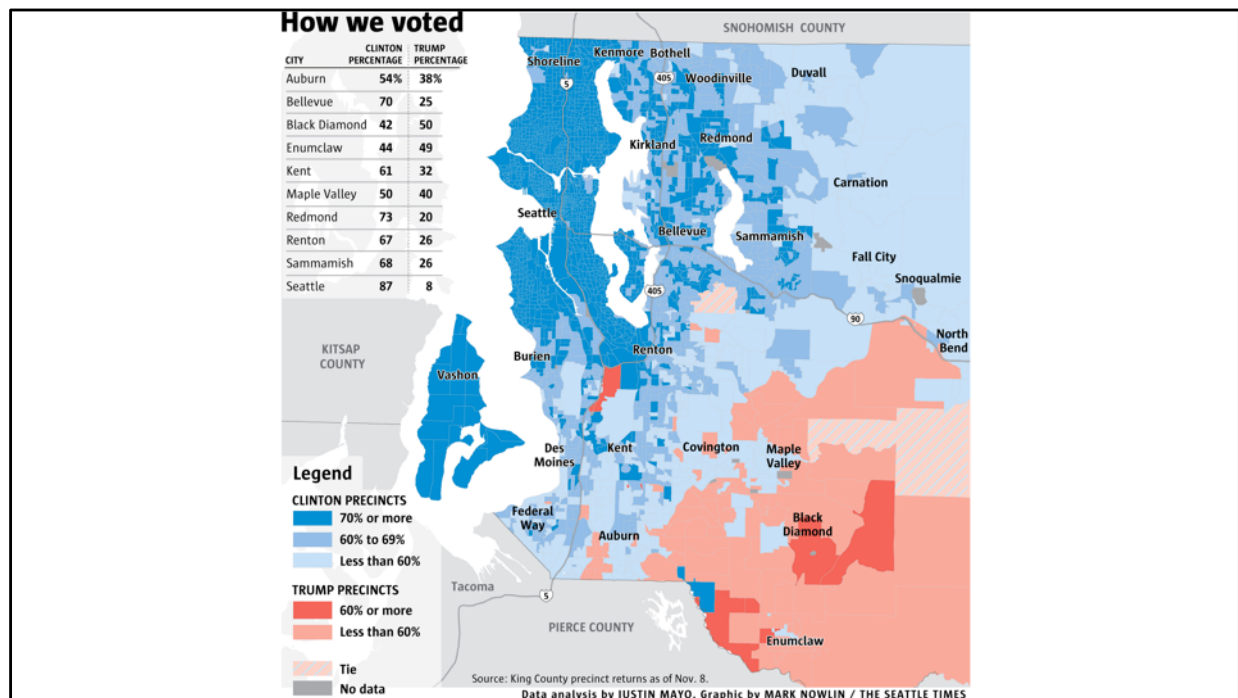
King County had a 75.52% turnout of registered voters!

Significantly higher than the state (62.5%) and national average (58.1%)

President/Vice President

Candidate	Votes	Percent
Hillary Clinton - D	1,647,074	54.4%
Donald J. Trump - R	1,155,538	38.2%
Gary Johnson - L	149,122	4.9%
Jill Stein - G	53,123	1.8%

From The Seattle Times.

How we voted

CITY	CLINTON PERCENTAGE	TRUMP PERCENTAGE
Auburn	54%	38%
Bellevue	70	25
Black Diamond	42	50
Enumclaw	44	49
Kent	61	32
Maple Valley	50	40
Redmond	73	20
Renton	67	26
Sammamish	68	26
Seattle	87	8

Legend

CLINTON PRECINCTS
- 70% or more
- 60% to 69%
- Less than 60%

TRUMP PRECINCTS
- 60% or more
- Less than 60%

- Tie
- No data

Source: King County precinct returns as of Nov. 8.
Data analysis by JUSTIN MAYO, Graphic by MARK NOWLIN / THE SEATTLE TIMES

From The Seattle Times

Not all votes have been tabulated yet, but so far, there are two precincts (areas of 5-10 blocks) with no trump voters at all (one in Wallingford). Seattle is one of the bluest cities (but both DC and Detroit are bluer).

Questions?

Plan for Today

- A few more graphics about the election…

- Guest Lecture: Rebecca Stubs

- Sampling Activity

Rebecca Stubs

- BA in Geography at the University of Colorado at Boulder
- Worked on the GIS team at National Renewable Energy labs doing spatial analysis and data visualization
- Completed a fellowship at the Institute of Health Metrics and Evaluation
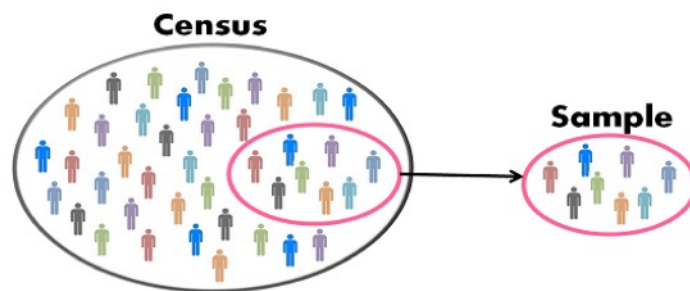- Is currently a researcher at IHME and a graduate student in geography at UW

Plan for Today

- A few more graphics about the election…

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- Sampling Activity

A Quick Refresher:

- What is a sample?

A Quick Refresher:

- What is a sample?
  - A subsection of a population that is used to infer characteristics of the population

A Quick Refresher:

- What is a representative sample?

A Quick Refresher:

- What is a representative sample?
  - A subsection of a population that reflects the demographics of the entire population

So how do we know?

A Quick Refresher:

- What is a stratified sampling technique?

A Quick Refresher:

- What is a stratified sampling technique?
  - Also called stratification
  - The process of dividing members of a population into homogeneous, mutually exclusive subgroups before sampling

A Quick Refresher:

- What is a quota sampling technique?

A Quick Refresher:

- What is a quota sampling technique?
  - Deciding on the number of people you wish to sample in each given group and choosing the first people from that group you wish to sample

Why isn't a quota sample as scientifically sound as a stratified sample?

A Quick Refresher:

- What is weighting?

A Quick Refresher:

- What is weighting?
  - Counting survey responses differently by subgroup to adjust for likely biases