

About the Data

Selecting the Indicators

Data indicators are reviewed annually by staff and volunteers. Each year, the number of indicators or specific type of indicator may change based on the data source. There remain some limitations in selecting the recommended data resulting in “missing” indicators. However, the same criteria apply to all data indicators included in the *Community Agenda Snapshot*. For additional details please visit www.agendavf.org.

The data must be...

- ✓ Available **ANNUALLY**.
- ✓ **AVAILABLE** and from a **CREDIBLE** public or private source.
- ✓ **STABLE** and **RELIABLE**.
Is it consistently collected, compiled, and calculated the same way each year?
- ✓ **CLEAR**. Per-person rates vs. raw numbers.
- ✓ **UNDERSTANDABLE**.
- ✓ **USEFUL**. Does this data assess progress toward desired changes and offer direction for additional research, planning, advocacy and action toward community changes?
- ✓ **MEANINGFUL**. Does it provide valuable information that helps community members to understand important aspects of the community?
- ✓ **RELEVANT**. Does it measure an aspect of the community concerning positive change through public decision making and action?
- ✓ **REPRESENTATIVE**. Does it represent major dimensions of our Focus Area Visions for improvement?
- ✓ **IMPORTANT**. Do we agree that it is important in relation to our Focus Area Visions?

Data Accuracy: A determined attempt has been made to ensure the accuracy of the data contained herein. Data has been collected from a variety of reliable sources and, with few exceptions, is available from those sources in a public format. However, much of the Community Characteristics data is based on estimates and is gleaned from a variety of sources. It is not always accurate to make comparisons between data elements or between years. Data users should be aware of the limitations and go to the data source if more detailed information is needed.

Data Reliability: Data is available from many sources and with a varying degree of reliability. Every attempt was made to use primary source data with as low a margin of error as possible. One main source of data is the U.S. Census American Community Survey (ACS). Although this is a very reliable source, the margin of error varies considerably depending on the survey item and this margin of error should be considered before relying on a sole piece of data to define an issue.

The data in the ACS are estimates generated from a systematic sampling. When a survey produces estimates of the entire population using only a section of the population, sampling errors may result. The sampling error is reduced as the sample size increases. The 2009 ACS Flagler County sample size was 807 addresses with 512 actual interviews and the Volusia County sample size was 4,349 addresses with 2,818 actual interviews.