Census Engagement and Hard to Count Communities

Black Census Summit
October 9, 2019

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Carolina Demography
Today, we’ll cover…

• What are Hard to Count (HTC) communities?

• How do people feel about the upcoming Census?

• How can I find HTC communities in my area?
Defining “Hard to Count” Communities

A Framework for Hard-to-Count Populations

- Participation hindered by language barriers, low literacy, lack of internet access
- Housing units not in our frame and/or persons wanting to remain hidden
- Suspicious of the government, low levels of civic engagement
- Highly mobile, people experiencing homelessness, physical access barriers such as gated communities
2020 Census Barriers, Attitudes, and Motivators Study Survey Report

A New Design for the 21st Century

January 24, 2019
Version 2.0
Prepared by Kyley McGeeney, Brian Kriz, Shawonna Mullenax, Laura Kall, Gina Walejko, Monica Vines, Nancy Bates, and Yazmin Garcia Trejo
Nearly two-thirds of survey respondents were likely to fill out the Census form.
Overall knowledge was lowest among Black survey respondents.
Rates of distrust in Census confidentiality were higher among Black respondents.
Majority of respondents felt that the community impact was the most important reason to participate.
Hard to Count (HTC) Census Tracts

950,000 NC residents live in an HTC community

2017 estimate

Source: Census Bureau, HTC 2020
A tool to target outreach
North Carolina's Hard To Count Communities

The NC Counts Coalition and Carolina Demography have developed an interactive mapping tool specific to North Carolina to identify the state’s hard to count communities.

Identifying North Carolina’s Hard to Count Communities

This map displays the geographic distribution of select associated with being hard to count in the census. Select a tract on the map to see a detailed overview of characteristics of that tract in the dashboard below.

Select a Risk Factor

Low-Response Score

The dashboard resets when changing the map. Please select a census tract on the map to show the graphs below.

Type a county name to focus on that county

This map includes data from the U.S. Census Bureau’s 2016 Census Planning Database and the 2017 5-Year American Community Survey estimates. Materials were prepared by Carolina Demography for the NC Counts Coalition.

Quintile

(5 = highest; 1 = lowest)

1 2 3 4 5

select a color to highlight that quintile on the map.
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This map includes data from the U.S. Census Bureau's 2010 Census Planning Database and the 2010 5-Year American Community Survey estimates. Materials were prepared by Carolina Demography for the NC Counts Coalition.

Quintile
(5 = highest, 1 = lowest)

- 5
- 4
- 3
- 2
- 1

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Low-Response Score

Type a county name to focus on that county
Wake

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Quintile
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Focus on a unique factor associated with HTC communities
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...or explore the intersection of risk factors

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Select a Risk Factor
internet, Children, & Race

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Type a county name to focus on that county
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Quintile
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© 2019 Mapbox © OpenStreetMap
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- internet, Children, & Race

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Zoom in on highest risk communities
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Click on a tract to see more details

Select a Risk Factor
Internet, Children, & Race

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Type a county name to focus on that county
Wake

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Type a county name to focus on that county
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...plus a tract profile below the map.

**Population by Race and Ethnicity**
Minority residents are more likely to be undercounted in the census than White residents. In 2010, the U.S. Census Bureau estimated that the national undercount was 0.1% for Asians, 1.5% for Hispanics, 2.1% for Blacks, and 4.9% for American Indians on reservations.

**Foreign-Born Population**
With the potential addition of the citizenship question to the 2020 Census, there are concerns that the foreign-born population will be harder to count in 2020 than in prior decennial censuses.

626 individuals or 11% of the population in Tract 520.02, Wake County are foreign-born. 13% of these residents are naturalized citizens and 87% are non-citizens.

Share of children living with at least one foreign-born parent: 5% of children 0-4 24% of children 6-17

**Hard to Count Housing:** Certain housing characteristics are associated with increased likelihood of undercount. In 2010, renter-occupied units were undercounted by 1.1%. Historically, the Bureau has found it more difficult to identify addresses for certain unit types, like mobile homes.

**Share of Population Under 5, by Race and Ethnicity**
Nationwide, the 2010 Census missed an estimated 4.6% of children under age 5. This was the most missed age group and the size of this problem has been growing in recent decades.

**No Broadband Internet by Race/Ethnicity**
The 2020 Census will be the first census conducted primarily online. The Census Bureau will provide paper copies in communities with low internet access, but funding cuts reduced the Bureau's capacity to test messaging strategies in rural and other low-internet communities.
Hard to Count Web App:
nccensus.org/resources/north-carolinas-hard-to-count-communities

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