Targeting 2020 Outreach

Using Hard to Count Maps
February 4, 2020

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Director, Carolina Demography
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 2010 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)

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Quintile
(5 = highest, 1 = lowest)

1
2
3
4
5
Select a color to highlight that quintile on the map.

Zoom to a specific county
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Wake

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Focus on a unique factor associated with HTC communities
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- 1
- 2
- 3
- 4
- 5

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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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(5 = highest; 1 = lowest)

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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

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- **Select a Risk Factor**
  - Internet, Children, & Race

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- **Type a county name to focus on that county**
  - Wake

This map includes data from the U.S. Census Bureau's 2018 Census Planning Database and the 2017 5-Year American Community Survey.

**Census Tract 520.02, Wake County**
- Share of households without internet: 30% vs. 10% for Wake County
  - (1684 residents without broadband in tract, 99853 in county)
- Share of population under 5: 8% vs. 6% for Wake County
  - (423 children in tract, 65687 in county)
- Share of population that is American Indian, Asian, Black, or Hispanic: 93% vs. 37% for Wake County
  - (5217 minority residents in tract, 375335 in county)
Tract 520.02, Wake County

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, 2.3% for Blacks, and 4.9% for American Indians on reservations.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>8%</td>
</tr>
<tr>
<td>Black</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
</tr>
<tr>
<td>Asian</td>
<td>0%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
</tr>
</tbody>
</table>

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 5-17

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.

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.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>30%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0%</td>
</tr>
<tr>
<td>Black</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>29%</td>
</tr>
<tr>
<td>Asian</td>
<td>0%</td>
</tr>
<tr>
<td>White</td>
<td>4%</td>
</tr>
</tbody>
</table>

...plus a tract profile below the map.
Updates as we get closer to the 2020 count

Census Bureau Contact Strategies
When the toggle below is On, the map shows how each community will be contacted by the Census Bureau in 2020. When it's Off, the map shows HTC tracts across the country.

2020 Census Initial Contact
- Internet First mailing (English)
- Internet First mailing (bilingual)
- Internet Choice mailing (English)
- Internet Choice mailing (bilingual)
- Hand-delivered packet (Update/Leave)
- Counted in-person (Update/Enumerate)
- Counted in-person (Remote Alaska)

Hand-delivered census packets in North Carolina:
Census staff will drop off an invitation to participate to 3.3% (or 151,398) housing units in North Carolina. This packet will include a paper version of the census questionnaire, as well as online instructions and a unique ID for online response. Householders can then submit their census information either online or by phone, or by mailing back the questionnaire.

If householders do not respond, the Census Bureau will send reminder mailings to fill out the questionnaire. (Note: you can't obtain a paper form simply by calling the Census Bureau. All forms are coded to a specific address.)

Mailings will be distributed across North Carolina as follows:
69.6% (or 3,183,181) of the state's housing units will receive mailings in English (only) explaining how to submit census responses online or by phone. This Internet First letter will provide a unique ID...
Data that will be available in Spring 2020

• Self-response rates from the Census Bureau that will show:
  □ day-to-day self-response rates
    ○ combined internet, paper, and phone/CQA;
  □ separate rates just for internet self-response; and
  □ comparable 2010 rates:
    ○ overall rate from end of 2010 self-response operation.

• Published daily by the Bureau (starting March 20) via:
  □ Census Bureau API (link TBD)
  □ Downloadable file from Census Bureau (comma-delimited)
  □ Online map from Census Bureau (TBD)
  □ Hard-to-Count map (www.censushardtocountmaps2020.us)
  □ Other maps from state/local stakeholders?
Rates will be published for these areas:

1. National (includes 50 states and District of Columbia only)
2. State (50 states, District of Columbia, and Puerto Rico)
3. County
4. Census Tract
5. County Subdivision
6. Tribal Census Tract
7. Indian Reservation (including Off Reservation Trust Land)
8. Consolidated Cities
9. Incorporated Places
10. Congressional Districts
11. Region (West, Midwest, South, and Northeast)

Importantly, at this point the Bureau doesn’t plan to publish rates for:
- areas smaller than census tracts
- state legislative districts
- unincorporated places/villages
NC Hard to Count Web App: nccensus.org/resources/north-carolinas-hard-to-count-communities

CUNY Map: www.CensusHardToCountMaps2020.us

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