Hard to Count Populations

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What does hard to count mean?

Who is hard to count?

Where are hard to count communities in North Carolina?

Factors we are considering for 2020
A Framework for Hard-to-Count Populations

- Hard to Locate: Housing units not in our frame and/or persons wanting to remain hidden
- Hard to Interview
- Hard to Contact
- Hard to Persuade: Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

- Participation hindered by language barriers, low literacy, lack of internet access
- Suspicious of the government, low levels of civic engagement
Who is hard to count?

• Renters
• 18-24 year-olds
• Children under age 6
• American Indian, Hispanic, and Black households
• Migrant households (moved in last year)
950,000 NC residents live in an HTC community

2017 estimate
Areas of low response across NC

2010 Mail Response Rate

- Bottom 10% (<73%)
- 10th-20th percentile (73 - 76.2%)
- 20th-30th percentile (76.2 - 78.3%)
- Top 70% (78.3 - 100%)

NC state average = 80.7%

Source: U.S. Census Bureau Planning Database
768,000 foreign-born residents

Share Foreign-Born, 2016 5-Year ACS

- Less than 6%
- 6 - 12%
- 12 - 24%
- 24% or more

NC state average = 7.7%

Source: U.S. Census Bureau Planning Database
Residential Fixed Internet Access Service Connections per 1000 Households by Census Tract

As of June, 2016
Identifying North Carolina’s Hard to Count Communities [beta]

This map includes data from the U.S. Census Bureau’s 2018 Census Planning Database and the 2017 5-Year American Community Survey estimates. Materials were prepared by Carolina Demography for the NC Counts Coalition.
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Select a Risk Factor

Type a county name to focus on that county

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