

The 2020 Census and North Carolina

Triangle Community Foundation
November 14, 2019

Rebecca Tippett, PhD
Director, Carolina Demography

What *is* the Census?

(and why is it so important?)

The Importance of the Census

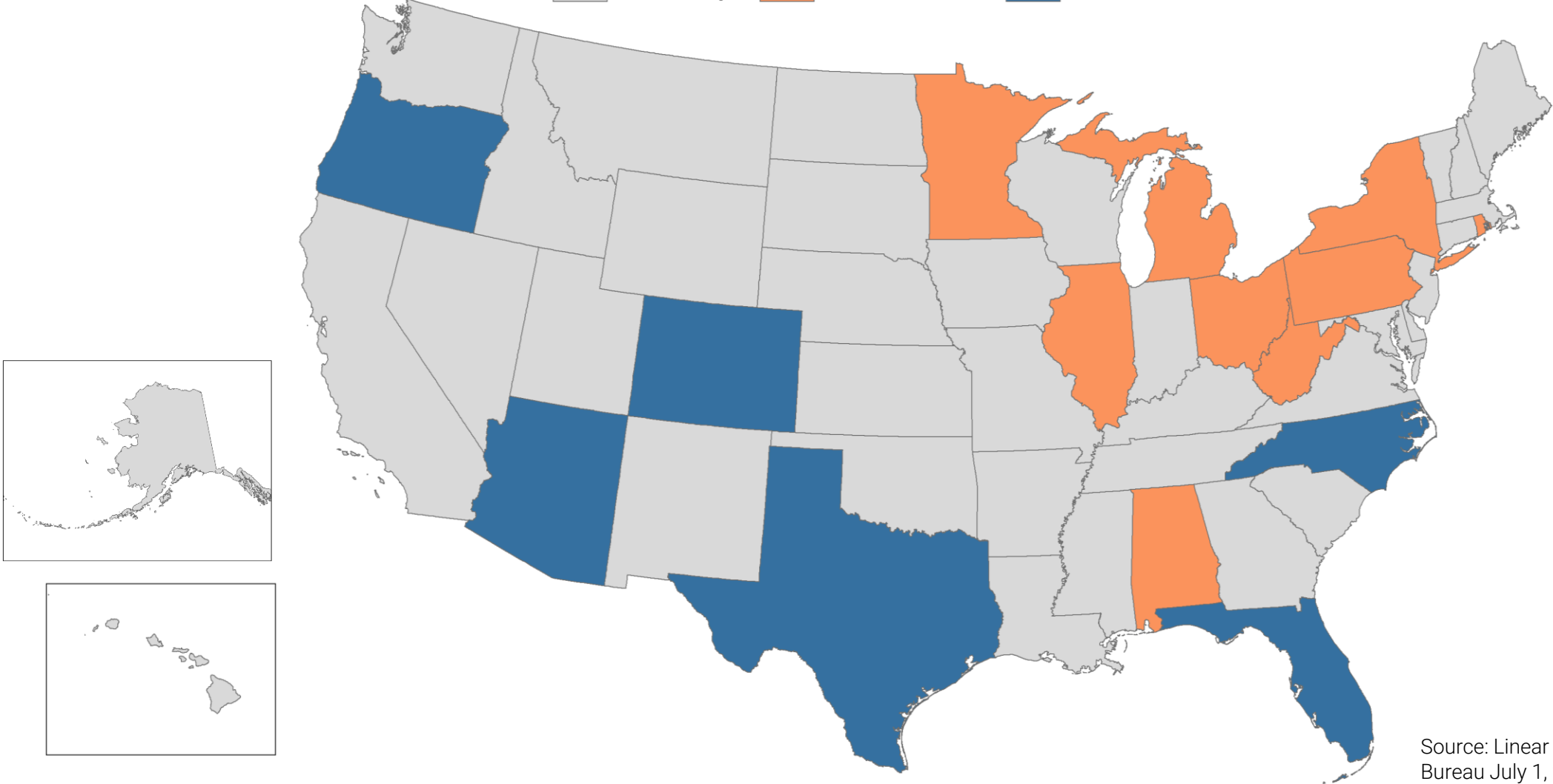


Political Power

6 states projected to gain a seat in U.S. House

Projected change in the number of U.S. representatives by state, 2010-2020

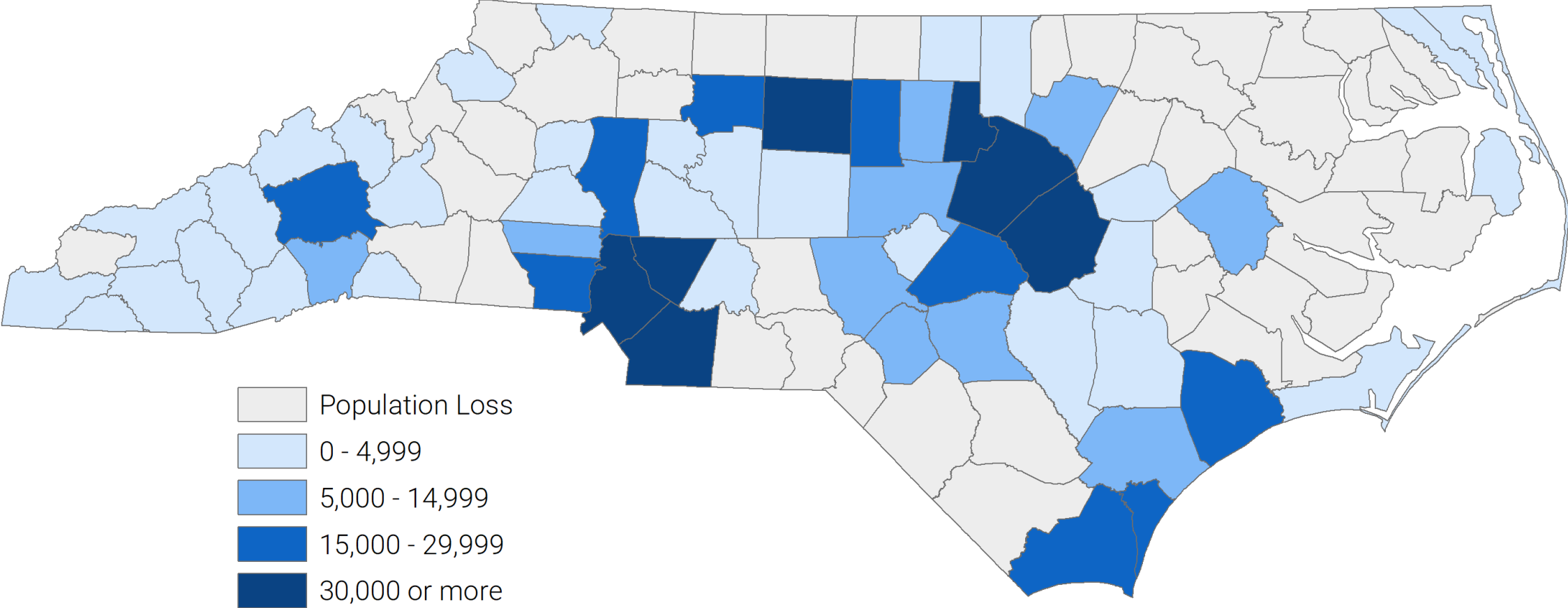
Legend: No Change Predicted Loss Predicted Gain



Source: Linear extrapolation of U.S. Census Bureau July 1, 2018 population estimates

43 NC counties lost population since 2010

Population change, April 1, 2010 to July 1, 2018



Source: U.S. Census Bureau, Population Estimates

The Importance of the Census



Political Power



Federal Spending

\$23.8 billion

Dollars received by NC in FY16 through 55 federal spending programs guided by data derived from the 2010 Census.

The Importance of the Census



Political Power



Federal Spending



Economic Growth

The Importance of the Census



Political Power



Federal Spending



Economic Growth

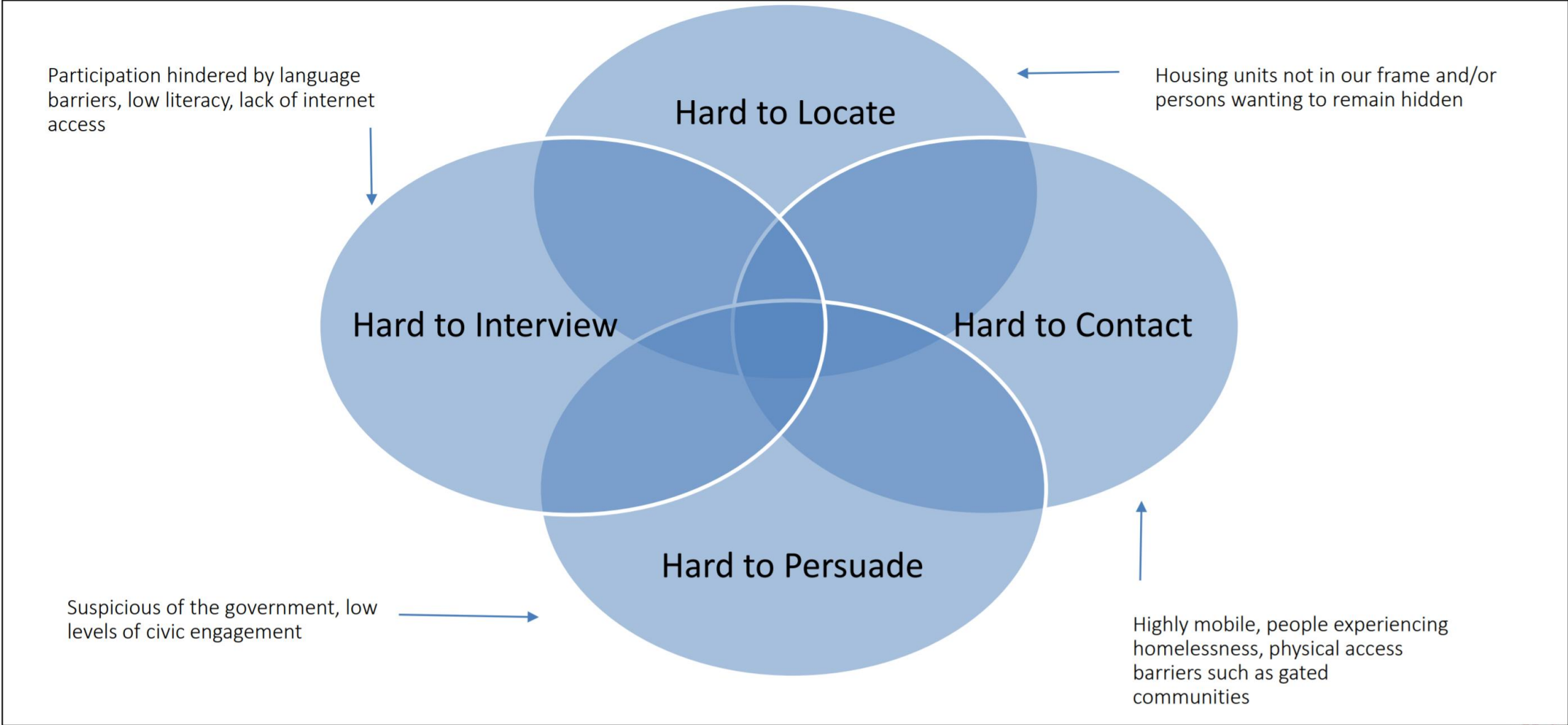


Data & Research

Challenges for 2020

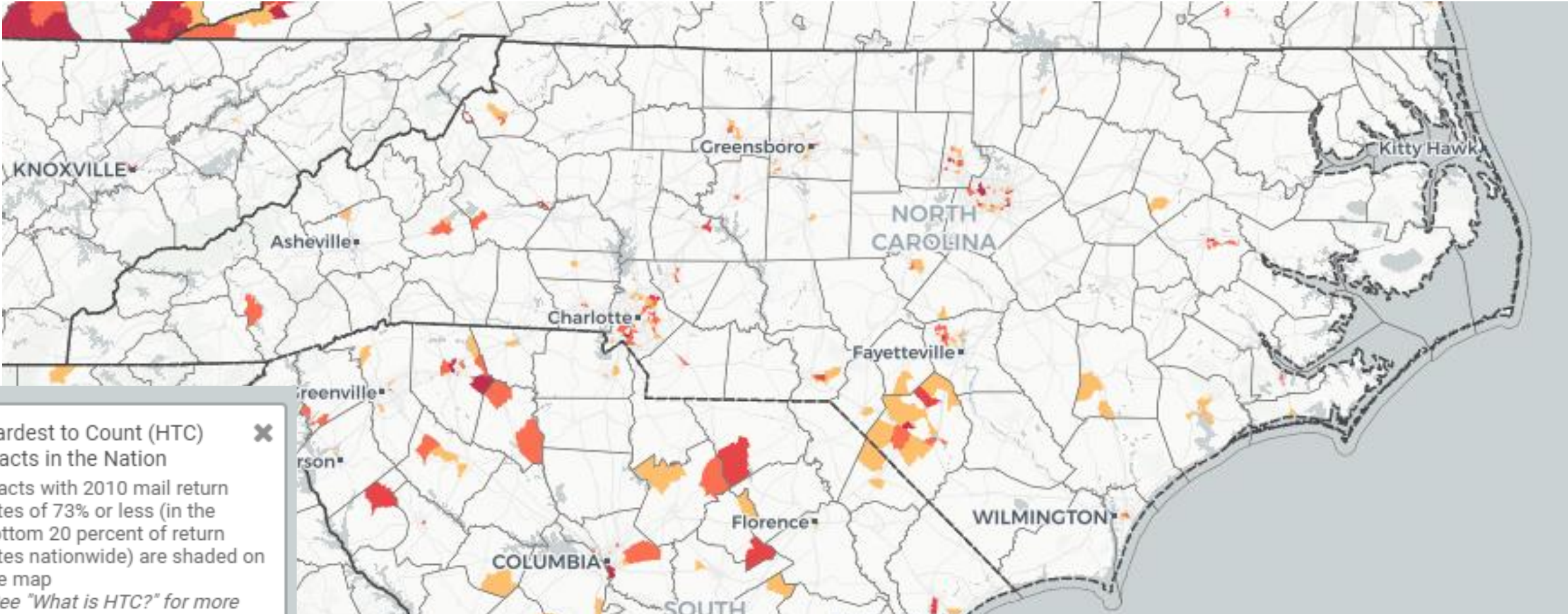
Defining “Hard to Count” Communities

A Framework for Hard-to-Count Populations ¹



¹ Tourangeau, R. 2014. “Defining Hard-to-Survey Populations.”

Hard to Count (HTC) Census Tracts



Hardest to Count (HTC) Tracts in the Nation

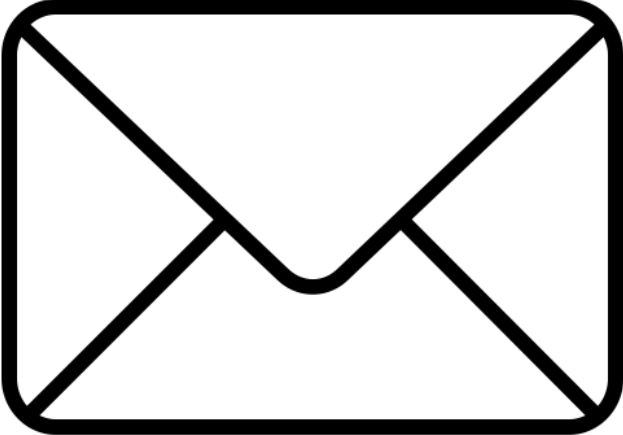
Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map
(See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

950,000 NC residents live in an HTC community

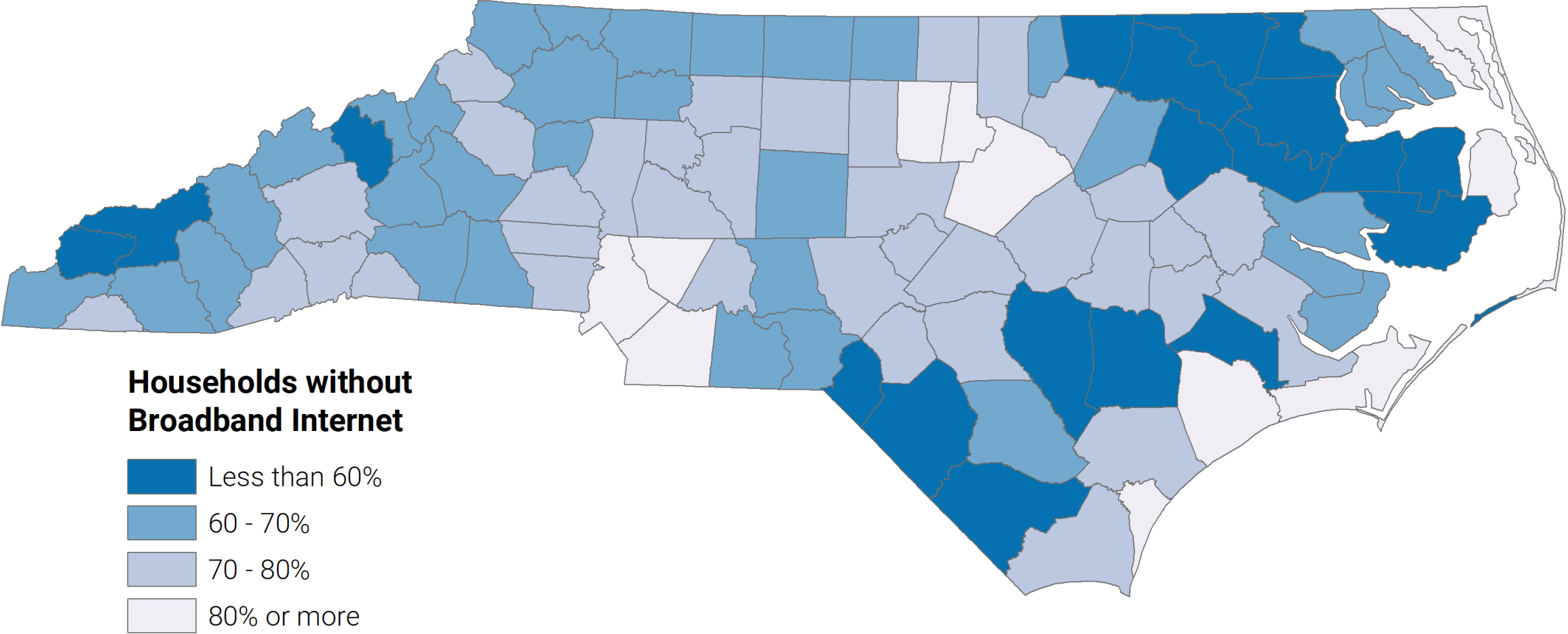
2017 estimate
Source: Census Bureau, HTC 2020

From High-Touch to High-Tech



Low broadband access in many NC rural areas

Share of NC households without broadband internet subscription, 2017



Source: 2017 5-Year American Community Survey

Hard to Count populations may be...

- Renters
- 18-24 year-olds
- Children under age 5
- American Indian, Hispanic, and Black households
- Migrant households (moved in last year)

3.8% NC children age 0-4 missed in 2010

vs. 4.6% nationwide

623,608 children age 0-4 in 2020

623,608 children age 0-4 in 2020

3.8% undercount = **23,697** missed

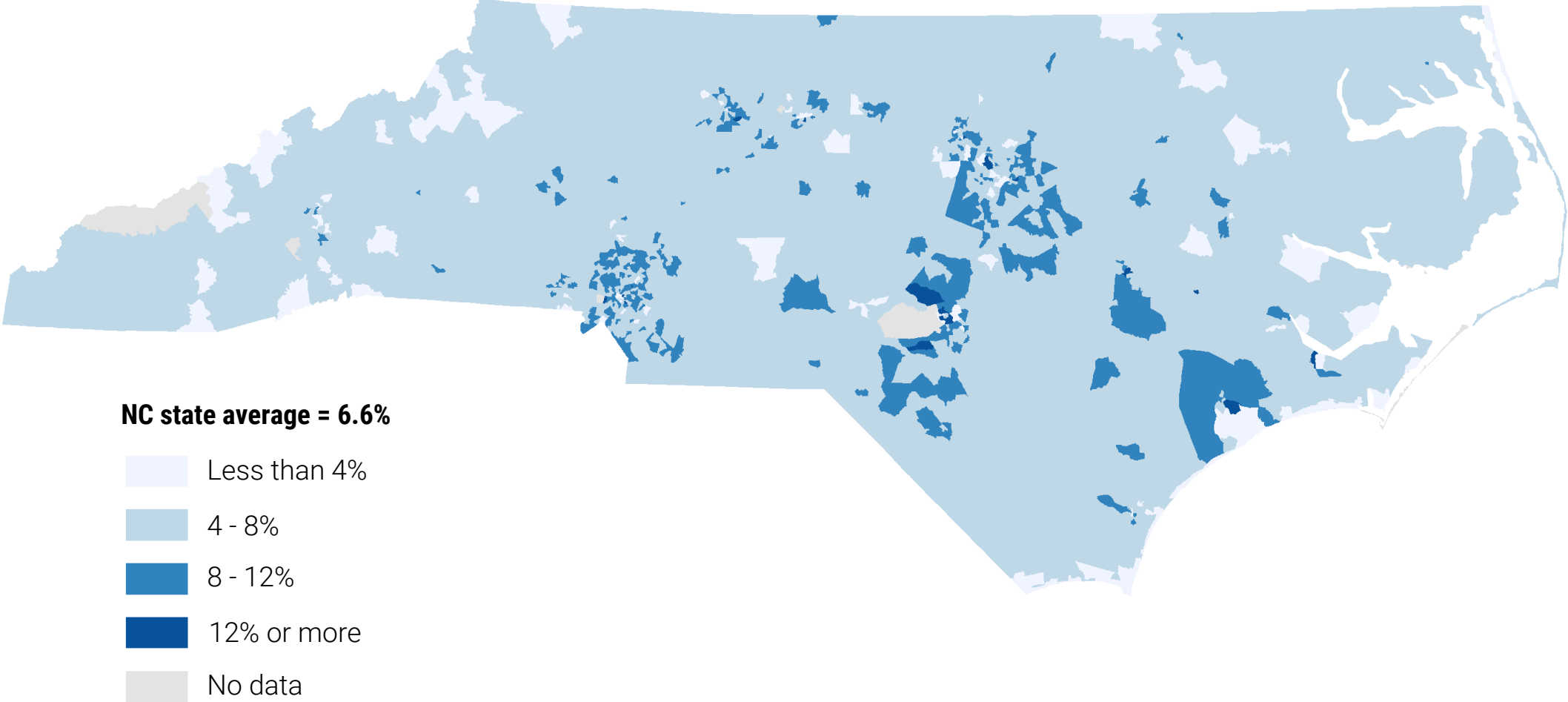
623,608 children age 0-4 in 2020

3.8% undercount = **23,697** missed

4.6% undercount = **28,686** missed

Military bases, suburbs have high share under 5

Percentage of population age 0-4 in 2010



Source: 2010 Census

Barriers to participation

2020 Census Barriers, Attitudes, and Motivators Study Survey Report

A New Design for the 21st Century

January 24, 2019

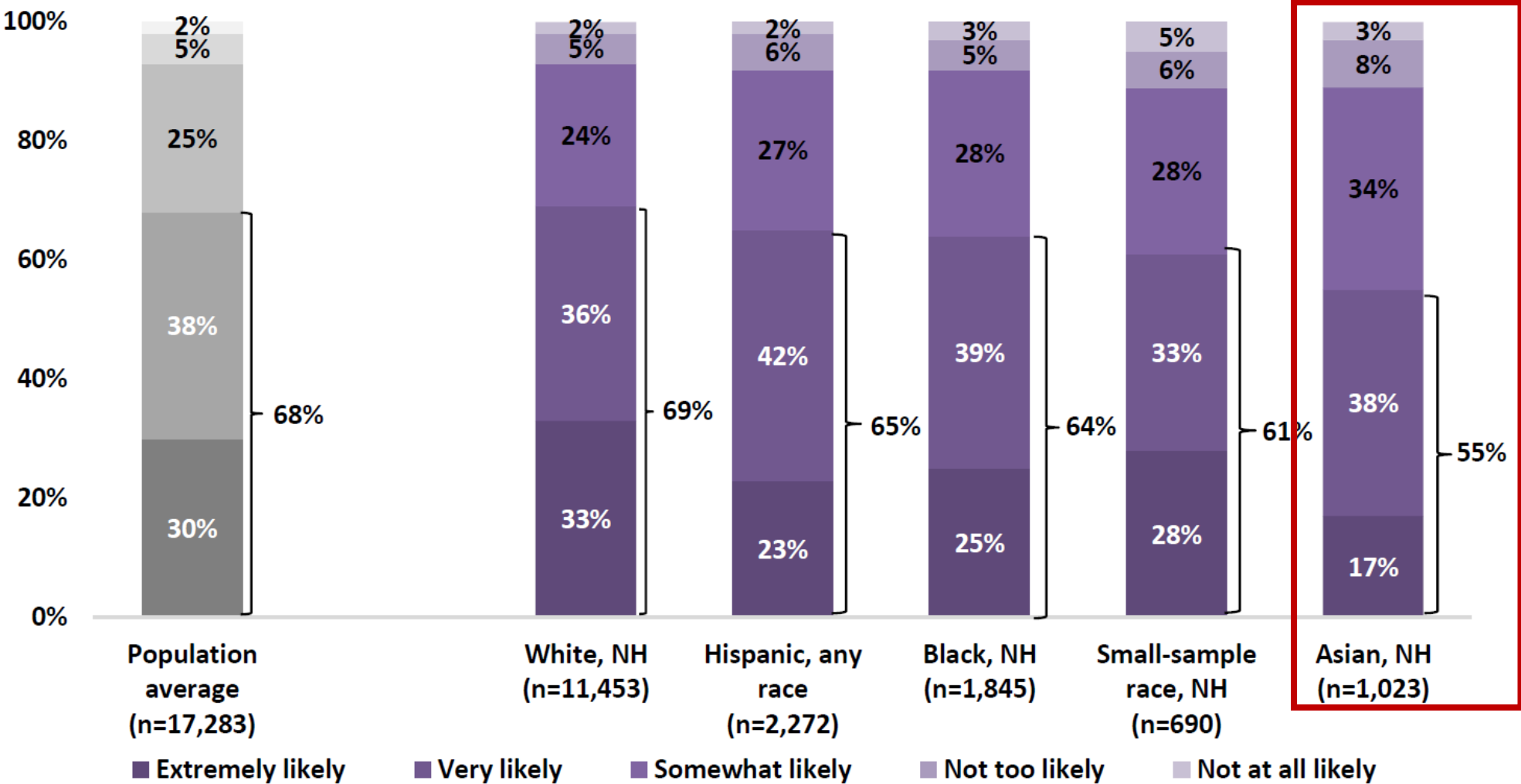
Version 2.0

Prepared by Kyley McGeeney, Brian Kriz, Shawna Mullenax, Laura Kail, Gina Walejko, Monica Vines, Nancy Bates, and Yazmín García Trejo



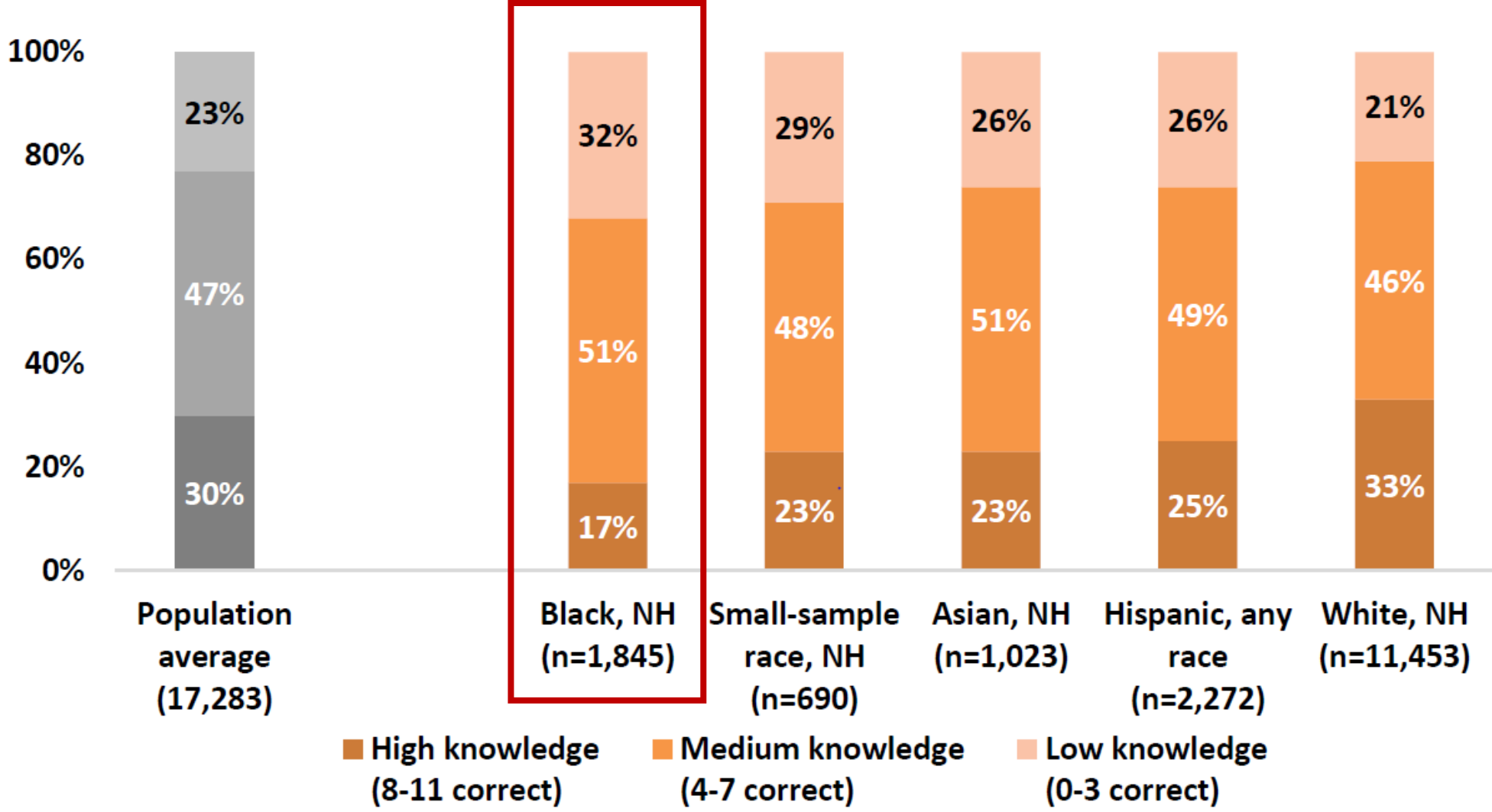
Asian respondents least likely to fill out a census form

How likely would you be to fill out the the census form?



Source: 2020 CBAMS Public Use Microdata Sample

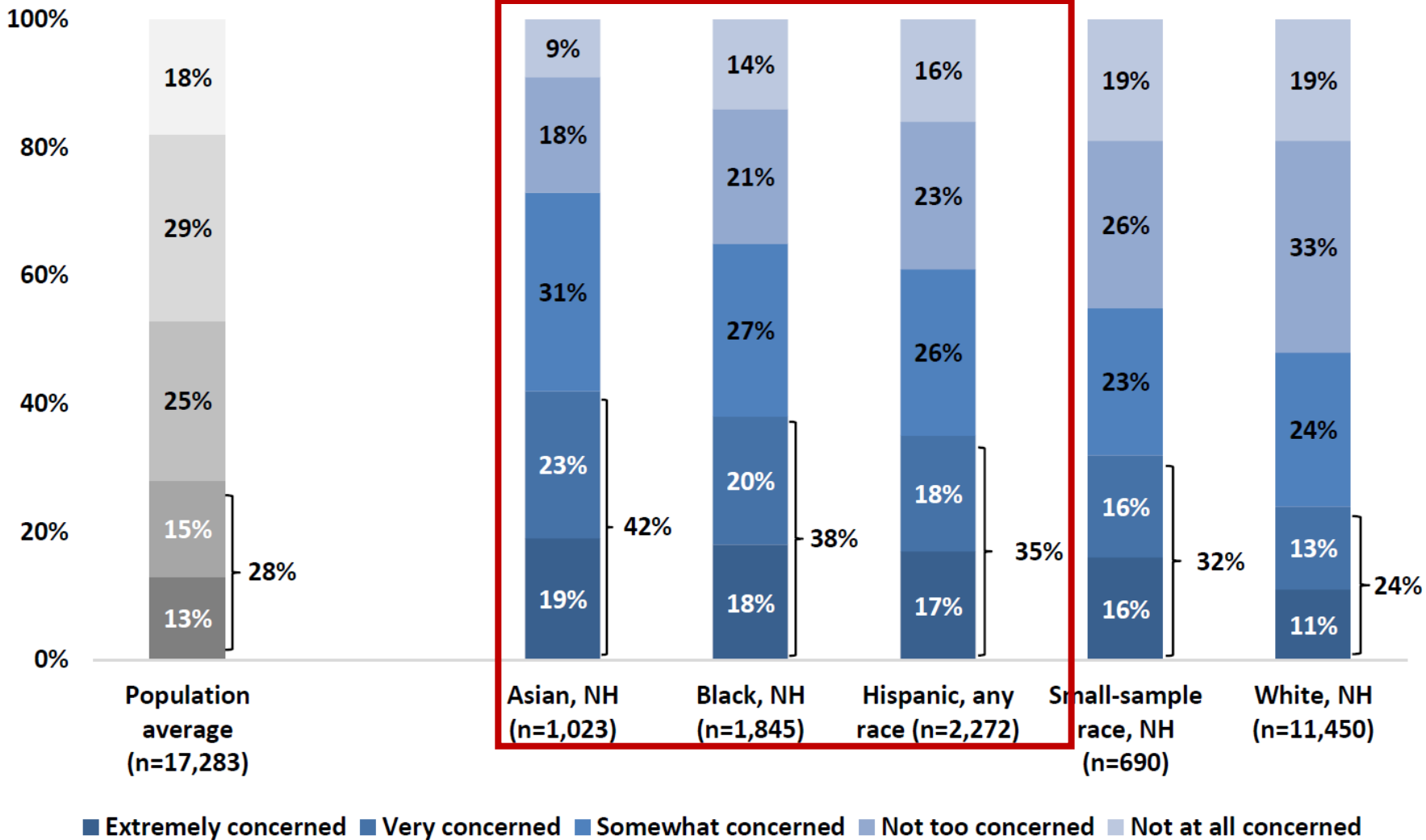
Overall knowledge lowest among Black respondents



Source: 2020 CBAMS Public Use Microdata Sample

Minority respondents less likely to trust confidentiality

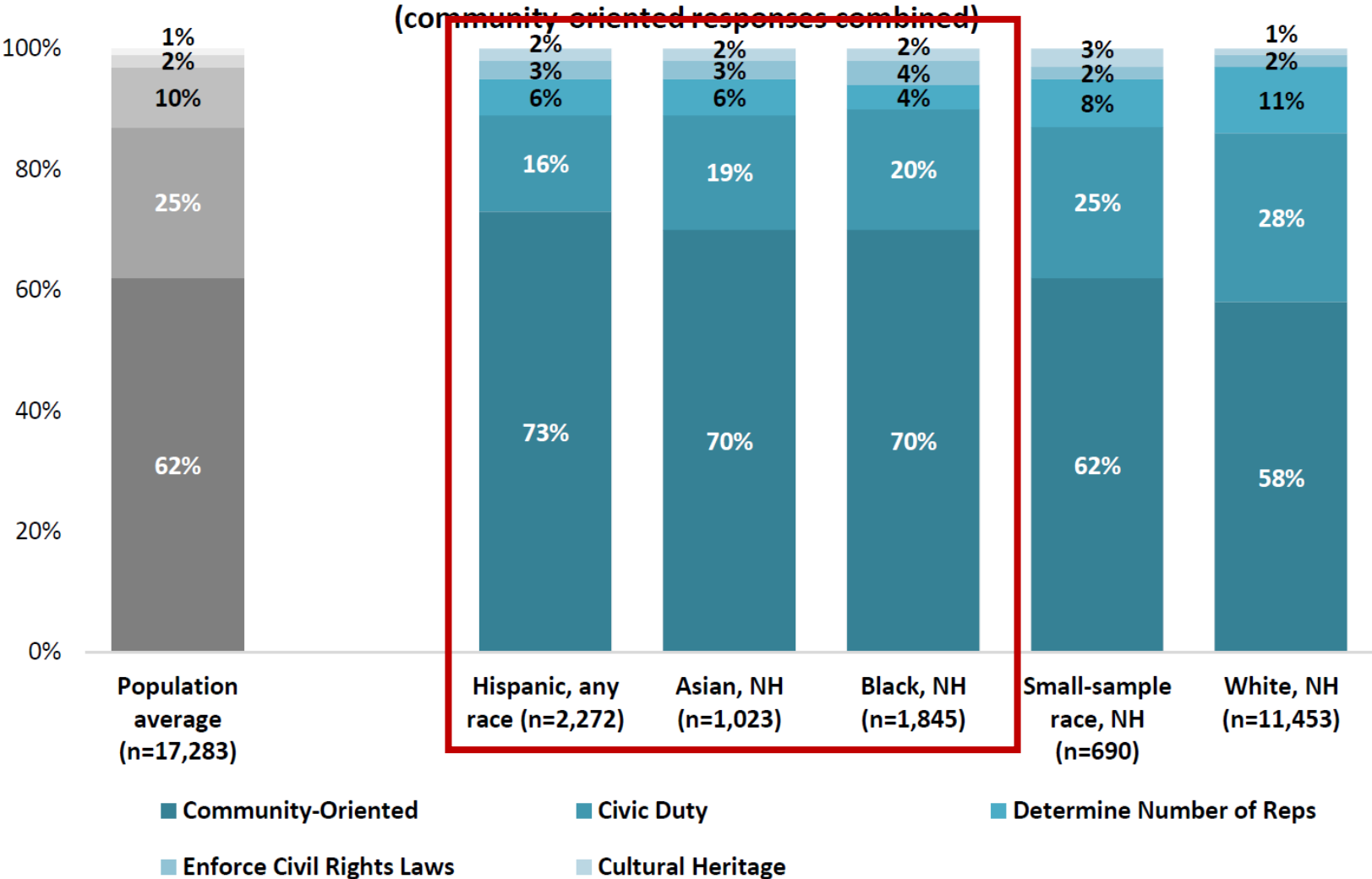
How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential?



Source: 2020 CBAMS Public Use Microdata Sample

Community impact most important reason to participate

Which ONE of the following is the most important reason, to you personally, that you should fill out the census form?



Source: 2020 CBAMS Public Use Microdata Sample

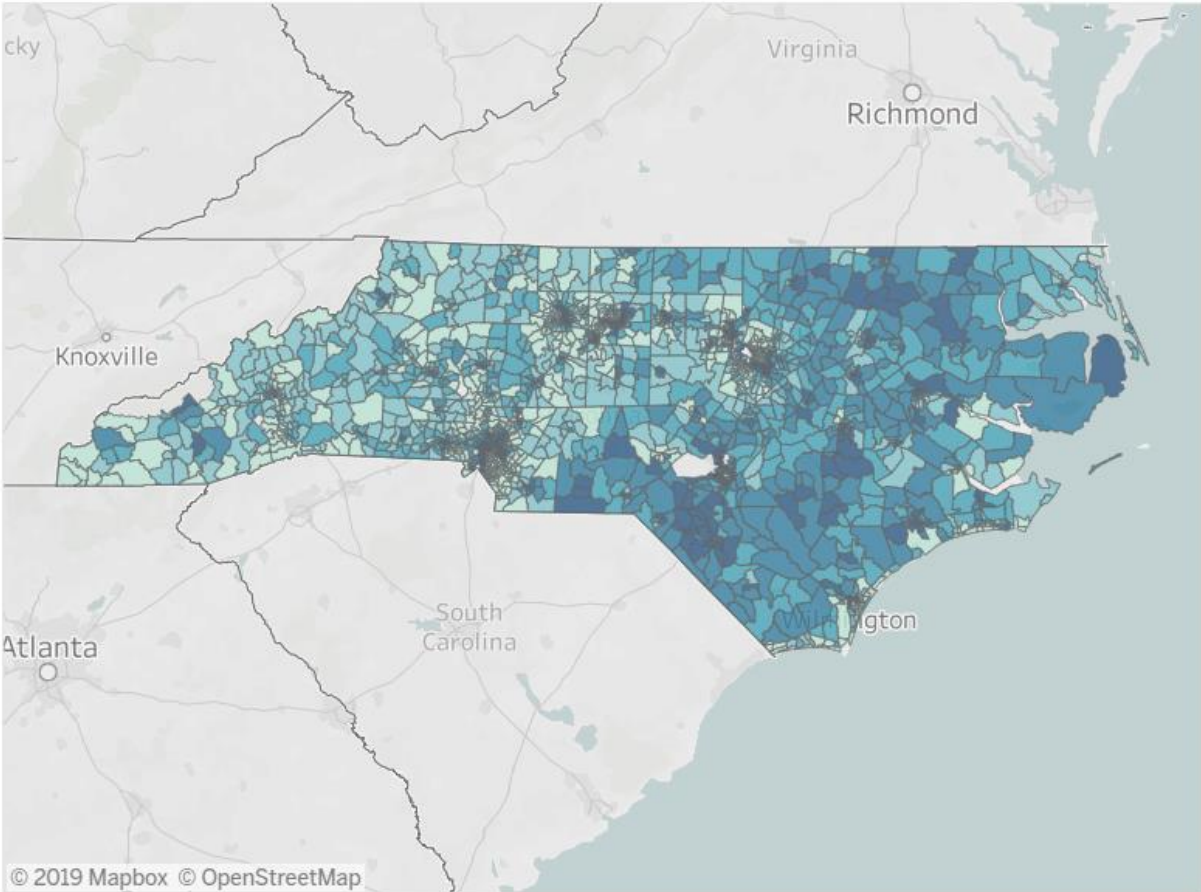
A tool to target outreach

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

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 2018 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)

- 5
- 4
- 3
- 2
- 1

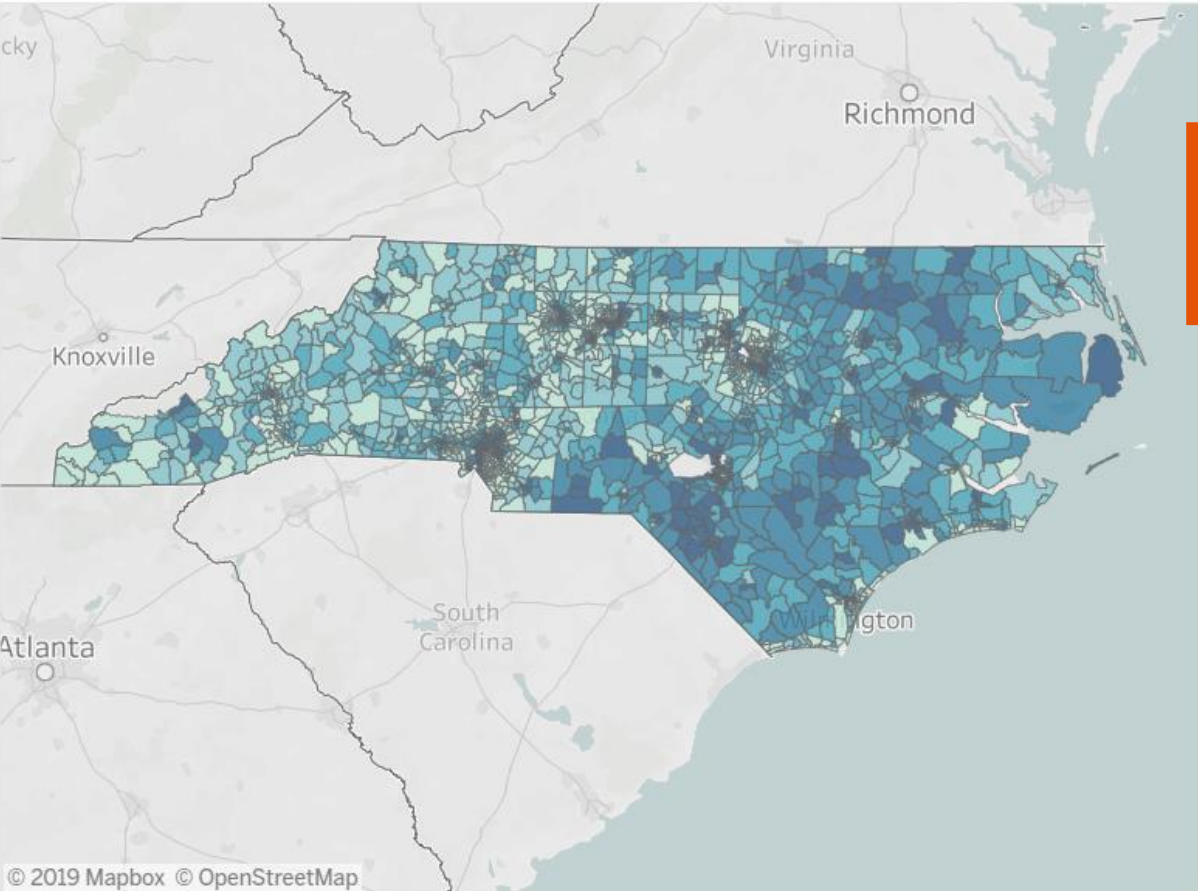
Select a color to highlight that quintile on the map.

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 2018 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)

- 5
- 4
- 3
- 2
- 1

Select a color to highlight that quintile on the map.

Zoom to a specific county

North Carolina's Hard To Count Communities

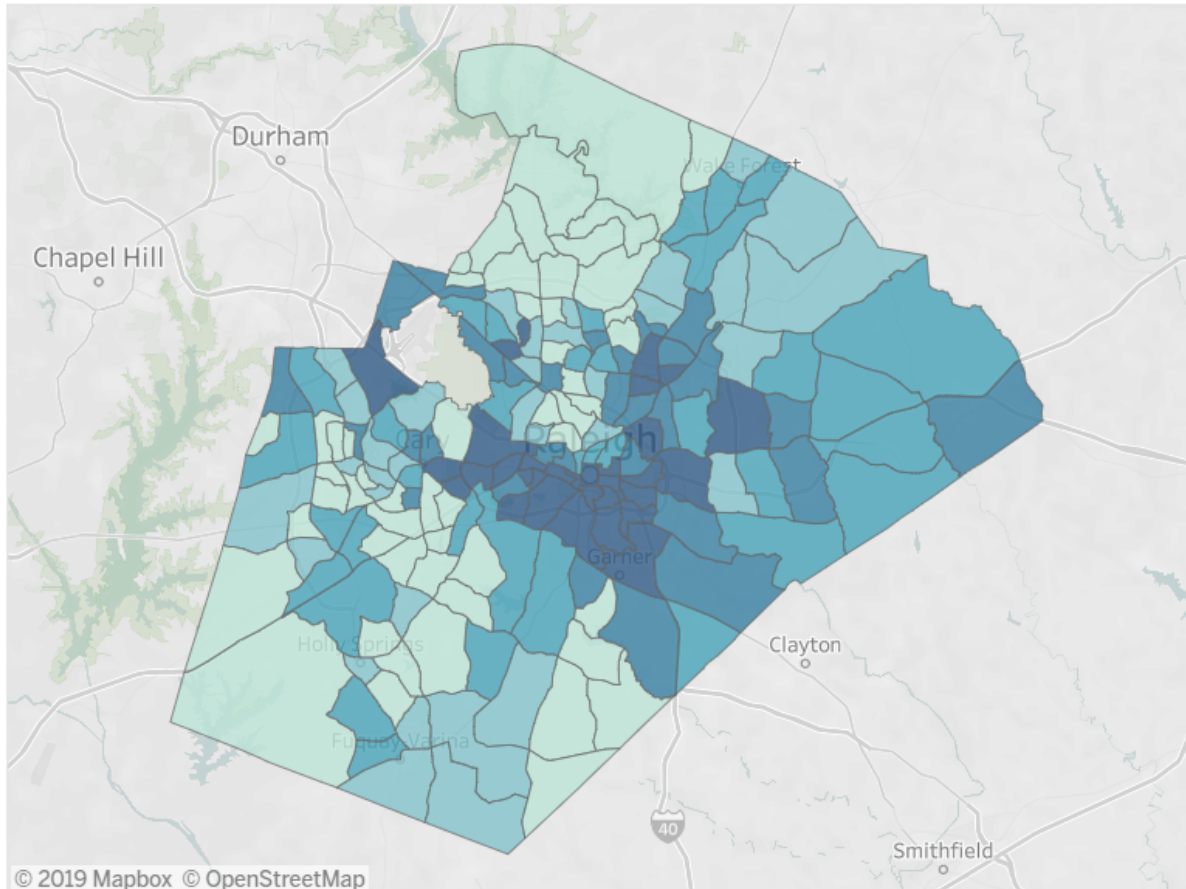
The NC Counts Coalition and Carolina Demography have developed an interactive mapping tool specific to North Carolina to identify the state's hard to count communities.

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

Wake

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.

Quintile

(5 = highest; 1 = lowest)

- 5
- 4
- 3
- 2
- 1

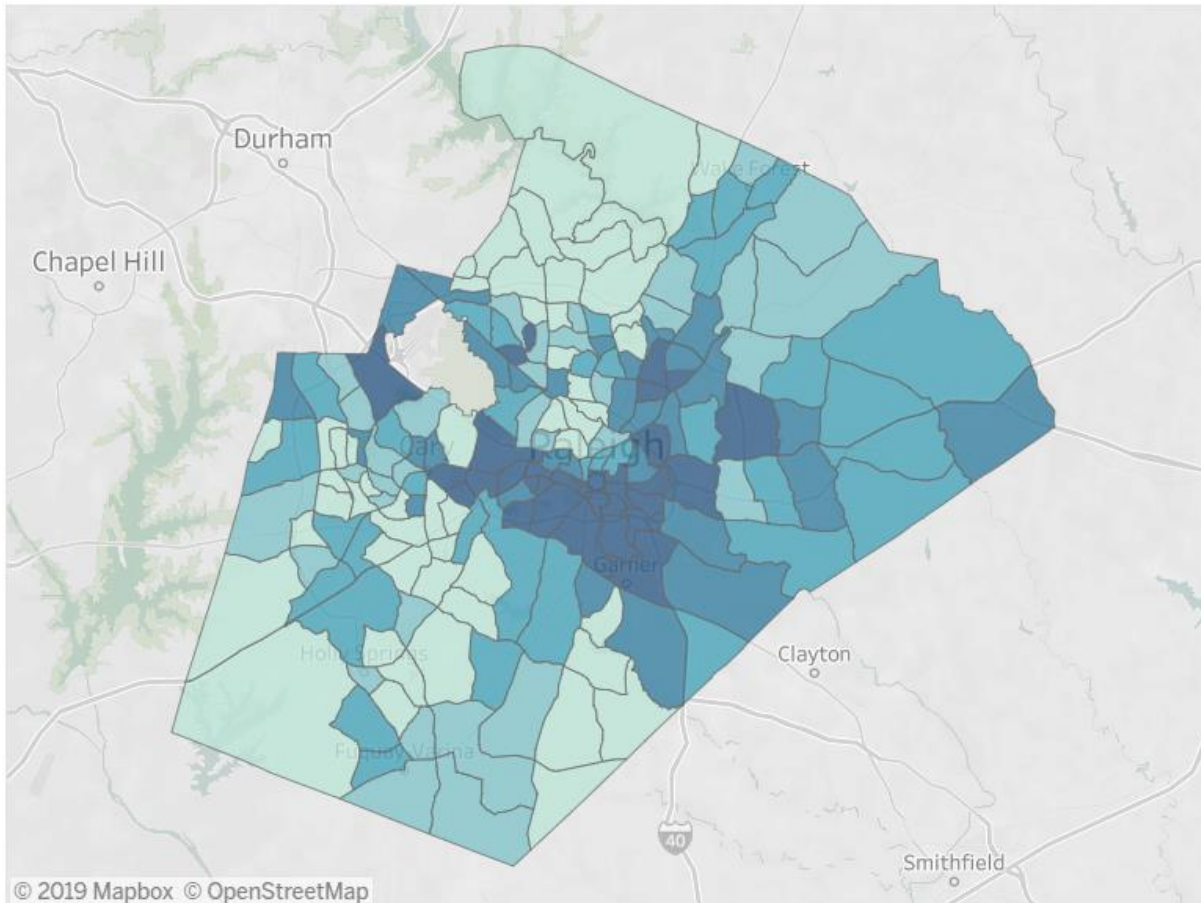
Select a color to highlight that quintile on the map.

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 ▼

- Low-Response Score
- % Minority
- % Children Under 5
- % Foreign-Born
- % No Internet
- Hard to Count Housing
- Immigrant & Children
- Internet, Children, & Race

Wake ✕

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.



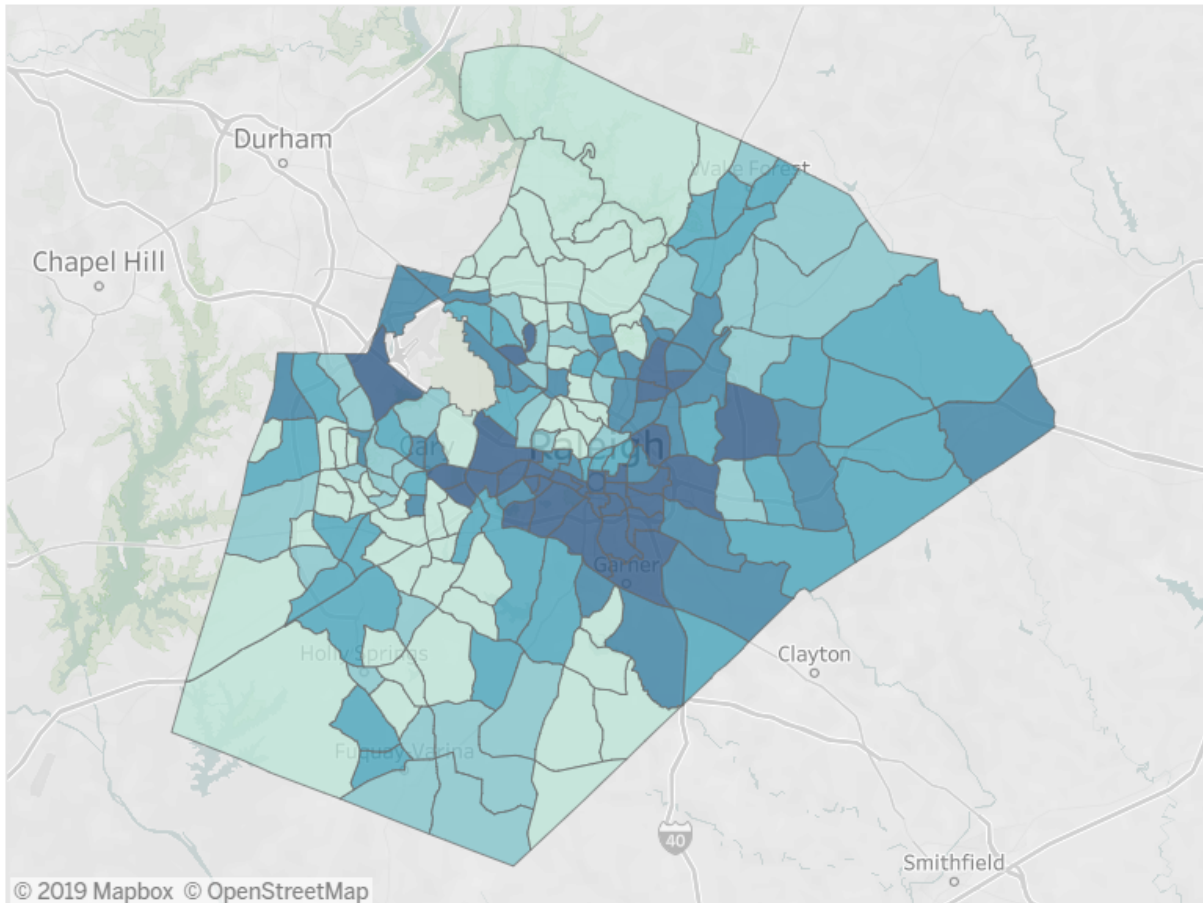
Focus on a unique factor associated with HTC communities

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.



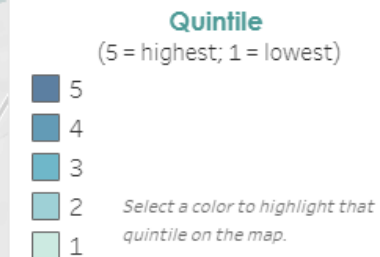
Select a Risk Factor

- Low-Response Score
- Low-Response Score
- % Minority
- % Children Under 5
- % Foreign-Born
- % No Internet
- Hard to Count Housing
- Immigrant & Children
- Internet, Children, & Race

Wake

...or explore the intersection of risk factors

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.



North Carolina's Hard To Count Communities

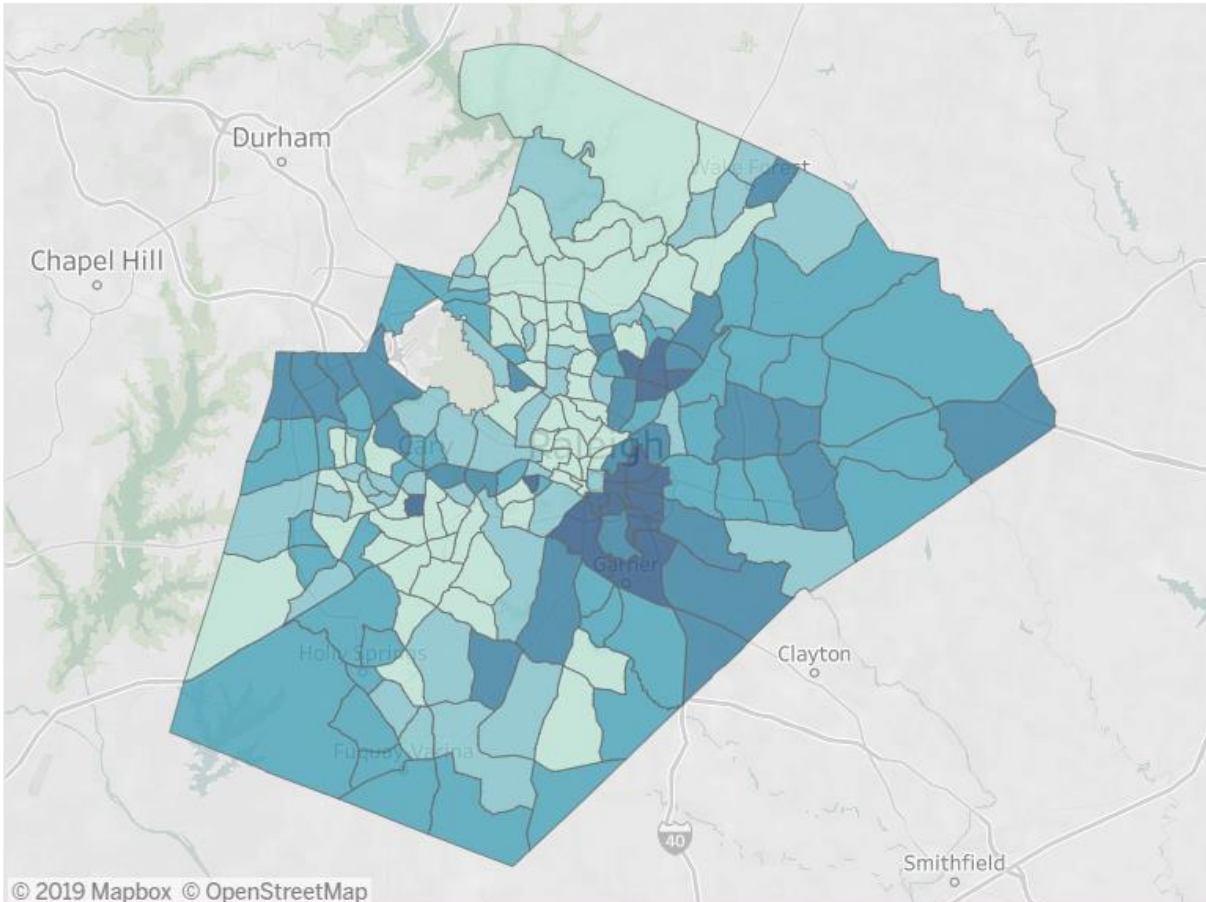
The NC Counts Coalition and Carolina Demography have developed an interactive mapping tool specific to North Carolina to identify the state's hard to count communities.

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

Internet, Children, & Race



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

Wake

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.

Quintile

(5 = highest; 1 = lowest)

- 5
- 4
- 3
- 2
- 1

Select a color to highlight that quintile on the map.

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

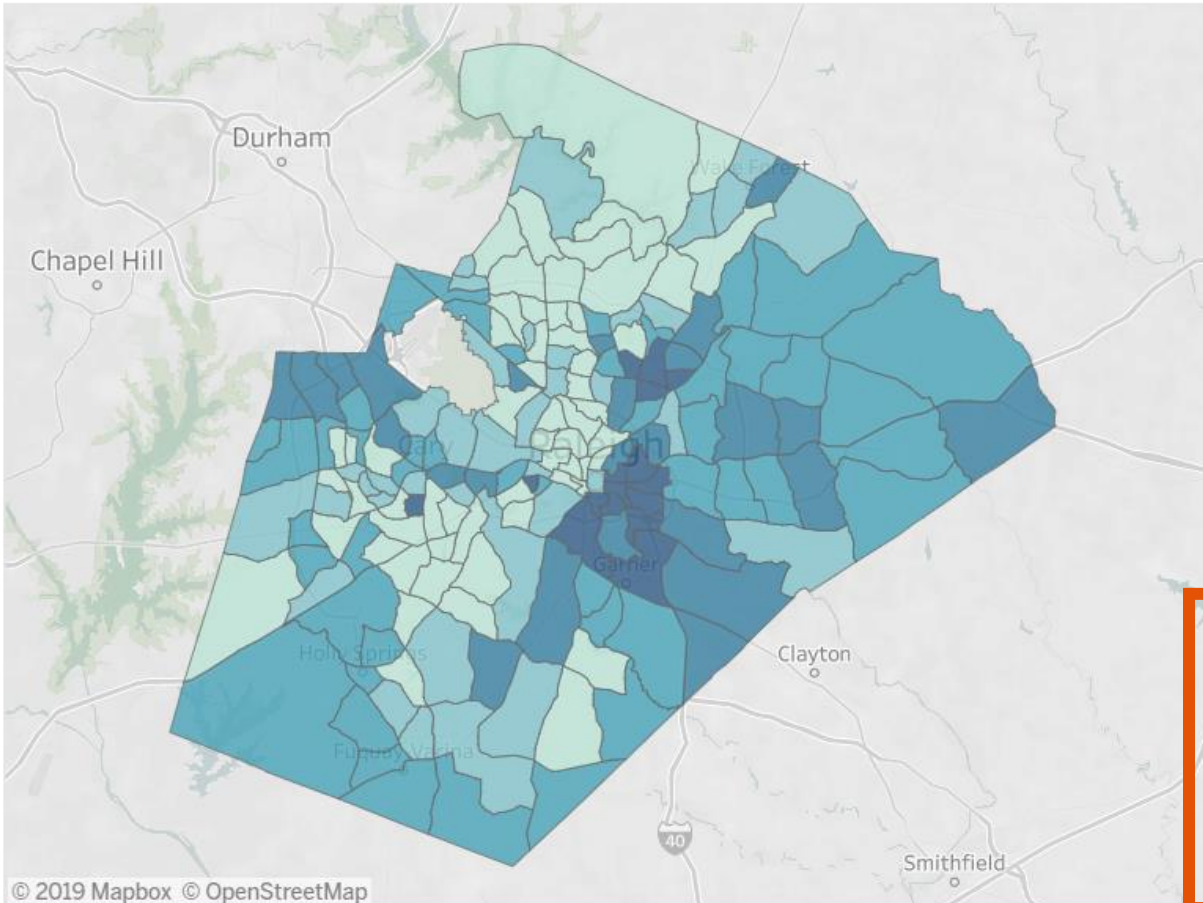
Internet, Children, & Race

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

Wake

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.



Zoom in on highest risk communities

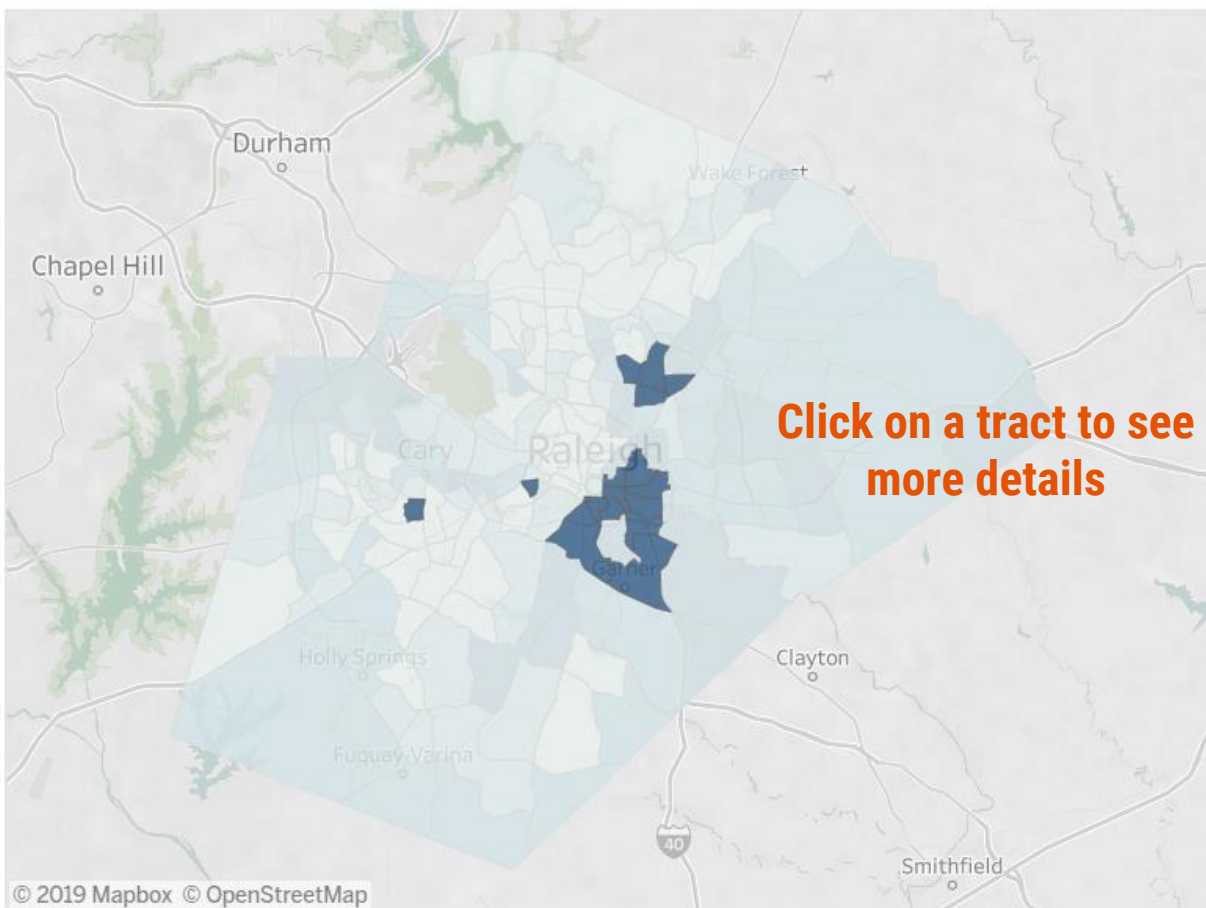


North Carolina's Hard To Count Communities

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

Internet, Children, & Race

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

Wake

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.

Quintile

(5 = highest; 1 = lowest)



Select a color to highlight that quintile on the map.

North Carolina's Hard To Count Communities

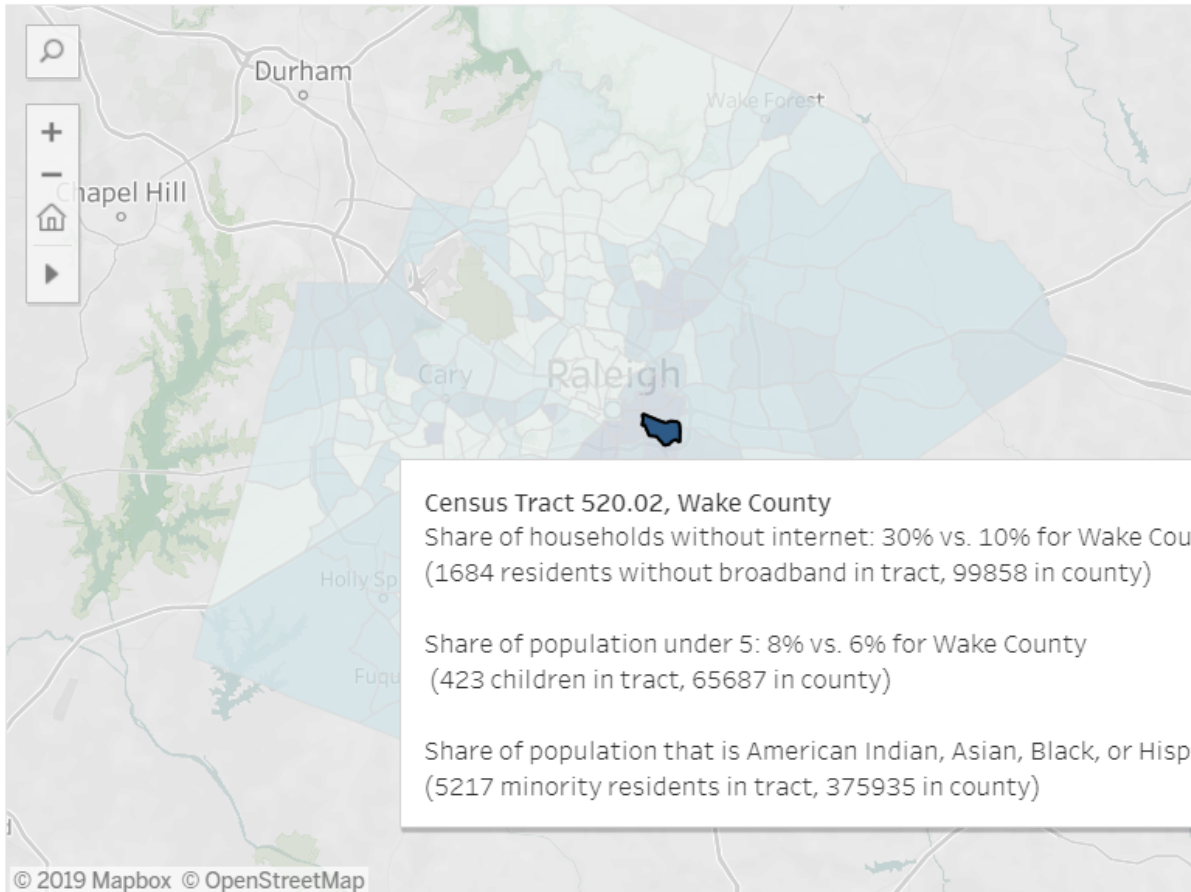
The NC Counts Coalition and Carolina Demography have developed an interactive mapping tool specific to North Carolina to identify the state's hard to count communities.

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

Internet, Children, & Race



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

Wake

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

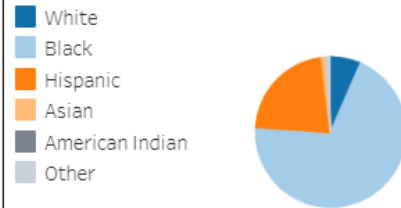
Tooltip with details

Tract 520.02, Wake County

has a predicted non-response rate of 30%. This means that 1681 of the tract's 5640 residents are predicted not to respond in 2020. | Congressional District: 4 | Nearest library: Southgate Library, 1.28 miles.

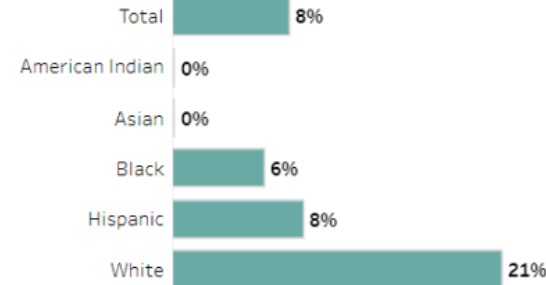
Population by Race and Ethnicity

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.



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.



Foreign-Born Population

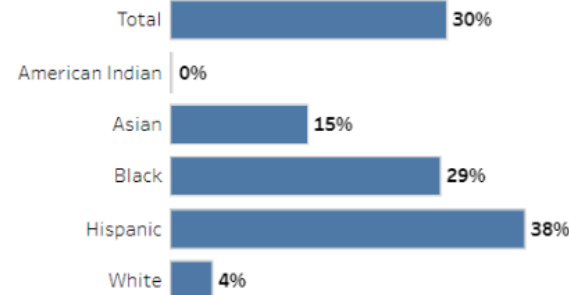
With the potential addition of the citizenship question to the 2020 Census, there are concerns that the foreign-born population will be harder to count in 2020 than in prior decennial censuses.

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

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 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.

Tract 520.02, Wake County

HTC Housing Quintile	4
% Renter-Occupied	51%
% Crowded Rentals	15%
% Mobile Homes	0%

...plus a tract profile below the map.

What is at risk over next 10 years?

What is at risk over next 10 years?

North Carolina's fair share of **\$8.8 trillion*** in federal funding over the decade.

*federal appropriation for 55 federal spending programs that relied on data derived from the 2010 Census to distribute funding to states, communities, and households across the nation for over 10 years was based on the estimated allocation of \$883 billion in FY16 (Counting for Dollars 2020).

What is at risk over next 10 years?

North Carolina's fair share of **\$8.8 trillion*** in federal funding over the decade.

Equitable allocation of **\$23.8 billion** in federal funds to NC communities.

*federal appropriation for 55 federal spending programs that relied on data derived from the 2010 Census to distribute funding to states, communities, and households across the nation for over 10 years was based on the estimated allocation of \$883 billion in FY16 (Counting for Dollars 2020).

Hard to Count Web App:

nccensus.org/resources/north-carolinas-hard-to-count-communities



demography@unc.edu



(919) 962-6148



Twitter: [@ncdemography](https://twitter.com/ncdemography)



Web: demography.cpc.unc.edu