The Census is a Children’s Issue
• Introductions and Welcome
• Why The Census a Children’s Issue
• Background on the Census and Undercount of Young Children
• Where is the Undercount Happening?
• Resources for Advocates for Education and Action
• Q and A
Why the census is a children’s issue
What are children’s programs?

- Medicaid and CHIP
- SNAP
- Child nutrition programs including school lunch and breakfast programs
- Title I/Education for the Disadvantaged
- Special education/Individuals with Disabilities Education Act
- Early care and education programs, such as Head Start and Early Head Start
- Child Care Development Block Grant
- Foster Care (Title IV-E)
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Section 8 Housing Vouchers
- Section 8 Housing Assistance Payments Program (Project-based)
Children’s Leadership Council Webinar
March 7, 2018

William P. O’Hare
Net Undercount Rates in 2010 Census by Five-Year Age Groups

Source: U.S. Census Bureau, May 2012
Net Undercount Rate of Children Age 0 to 4 in the 2010 Census by Race and Hispanic Origin

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>4.6%</td>
</tr>
<tr>
<td>Black Alone or in Combination</td>
<td>6.3%</td>
</tr>
<tr>
<td>Hispanic*</td>
<td>6.5%</td>
</tr>
<tr>
<td>Proxy for Non-Hispanic White</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

* Updated from original estimate

Source: O’Hare 2015, Table 3.2
Net Undercount and Omissions

Net Undercounts and Omissions Population Numbers for Age 0 to 4

<table>
<thead>
<tr>
<th>Net Undercount</th>
<th>Omissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>970,000</td>
<td>2,200,000</td>
</tr>
</tbody>
</table>

Net Undercounts and Omissions Rates for Age 0 to 4

<table>
<thead>
<tr>
<th>Net Undercount</th>
<th>Omissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

Source: Hogan and Griffin 2016
How Do The 2010 Results Compare To The Results From The Past?
U.S. Census Coverage Rates for Adults and Young Children: 1950 to 2010

Source: O’Hare 2015 Chapter 4
Net Undercount Rates* for Age 0 to 4 by County Total Population Size

* Census counts minus Vintage 2010 population estimates

Source: O'Hare 2017, International Journal of Social Science Studies
## Net Undercount of Young Children in the Ten Largest Counties in 2010

<table>
<thead>
<tr>
<th>County (Major city)</th>
<th>Net Undercount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles (Los Angeles)</td>
<td>-10</td>
</tr>
<tr>
<td>Cook (Chicago)</td>
<td>-11</td>
</tr>
<tr>
<td>Harris (Houston)</td>
<td>-8</td>
</tr>
<tr>
<td>Maricopa (Phoenix)</td>
<td>-13</td>
</tr>
<tr>
<td>San Diego (San Diego)</td>
<td>-10</td>
</tr>
<tr>
<td>Orange (Anaheim)</td>
<td>-11</td>
</tr>
<tr>
<td>Kings (New York)</td>
<td>-11</td>
</tr>
<tr>
<td>Miami-Dade (Miami)</td>
<td>-12</td>
</tr>
<tr>
<td>Dallas (Dallas)</td>
<td>-14</td>
</tr>
<tr>
<td>Queens (New York)</td>
<td>-13</td>
</tr>
</tbody>
</table>

**Mean for the ten counties**  
-11

Source: O'Hare 2015, Table 5.9
### Young Children are Concentrated in Hard To Count (HTC) Households and Families

<table>
<thead>
<tr>
<th>Percent of Children in HTC Households and Families</th>
<th>Age 0-4</th>
<th>Age 10-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of householder 18-29</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>Renter</td>
<td>44</td>
<td>32</td>
</tr>
<tr>
<td>Not in single detached housing unit</td>
<td>38</td>
<td>26</td>
</tr>
<tr>
<td>Different address one year ago</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Complex household</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>Below poverty</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Enumerator completed response</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>Living in a single parent in poverty</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Grandparent responsible for grandchild</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
Other reasons young children are missed in the census:

1. Some respondents do not think the Census Bureau wants children included in the Census (Elizabeth Nichols, Census Bureau)

2. Children other than biological or adopted children are more likely to be left off the census questionnaire

3. Some respondents may not want to report their child to the government
   - 1.5 million children age 0-4 living with at least one unauthorized parent
   - Some young children are living with grandparent in restricted housing unit
Summary

1. Young children had a net undercount and higher omissions rate than any other age group in the 2010 Census.
2. Young Black Alone or in Combination and young Hispanics have higher net undercount rates than others.
3. Children (under age 18) should not be treated as a homogenous group with respect to net undercounts. Young children have high net undercounts age 13 to 17 have net overcounts.
4. Since 1980, the net undercount for young children has grown and while census coverage for adults and improved.
5. The net undercount rate for young children is higher in large counties.
THANKS

Contact Information

William O’Hare

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Census 2020 Hard to Count Map

Steven Romalewski
Center for Urban Research at the Graduate Center, City University of New York (CUNY)

Children’s Leadership Council
Webinar on Census 2020 Mapping Applications

March 7, 2018
www.CensusHardToCountMaps2020.us

The first phase of the Census 2020 HTC map focuses on helping to communicate to policymakers the importance of the 2020 Census. But the maps also provide information for those who are starting to plan their “Get Out the Count” campaigns.

Here are some ways you can use the maps:

**Search by Congressional district or state legislative district.**

**Zoom in on any tract in the nation to see its hard-to-count profile:** including information about populations at risk of being undercounted, such as:

- children under 5, households with poor Internet access, recent immigrants, and more.

**Share your map with others.**

Soon we’ll be adding more features and mapped data to the map, such as:

Search by other areas (such as cities, counties, etc);
Download hard-to-count population data for these areas; and
A print feature so you can export the map and/or a population profile for each area.
Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

- **Search by Congressional district or state legislative district**: You can zoom to any district in the country and the map will highlight the hard-to-count tracts within the district and show how much of the district's population lives in hard-to-count neighborhoods.

- **Enhance your educational campaign supporting an adequate Census budget**: When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.

- **Zoom in on any tract in the nation to see its hard-to-count profile**: The map color-shades the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
  - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract may require more costly in-person follow up by the Census Bureau in 2020); and
  - How much of the tract is populated by groups that are at risk of being undercounted, such as children under 5, households with poor internet access, recent immigrants, and more.
In the 2010 decennial census, 75.2% of this district's households mailed back their questionnaire, requiring more costly and difficult in-person follow up from the Census Bureau to count the remaining 24.8% (based on tracts from 2010 in the district's current boundaries). The 2nd Congressional District is one of the hardest to count in the country.

Based on the latest census estimates, approx. 42% of the district's current population (302,567 people) lives in hard-to-count neighborhoods, shaded in light orange-to-dark red on the map. These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010. Without higher self-response, more households in these and other neighborhoods in District 2 are at risk of being missed in the 2020 census.

The census operations in the 2020 Census are more extensive and require more resources than in previous decennials. A new operations plan is needed to prepare fully and to conduct the count; otherwise, people living in “hard to count” communities — in almost all congressional districts and in every state — are more likely to be missed. The Census Bureau especially needs a significant annual funding “ramp up” in the last few years of the decade, to finalize operations, deploy a field infrastructure, and design an advertising campaign that will save millions of dollars in implementation costs if done right.
Will this tract be hard-to-count in 2020?

Info on at-risk populations

Census Self-Response
In 2010, only 64.5% of the tract's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 35.5%. This tract is one of the hardest to count in the country.

In 2020, the Census Bureau expects most households to submit their census responses via the internet. In 2016, 80% or more of this tract's households met the FCC's minimum threshold of having internet connectivity of 200 kbps for uploads or downloads.

Populations at Risk of Being Undercounted
Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. These include:

- Crowded Households
  - ~25% of the tract's households are crowded (an estimated 388 households).
  - Of these crowded households:
    - 64% (an estimated 249) are owner-occupied.
    - 36% (an estimated 139) are renter-occupied.
Map examples

See https://www.CensusHardtoCountMaps2020.us
2020
What is “HTC”? How To... Share Resources Contact
Q SEARCH BY: US CONGRESSIONAL DISTRICT New York Congressional District 2

TRACT INFO
CONGRESS
STATE LEG.

RACIAL/ETHNIC MINORITIES
CHILDREN UNDER 5
RENTERS
CROWDED HOUSEHOLDS
SINGLE-PARENT HOUSEHOLDS
IMMIGRANTS
LOW-INCOME POPULATIONS
PEOPLE WITH LIMITED ENGLISH PROFICIENCY
PEOPLE LIVING IN MULTI-FAMILY HOUSING

RACIAL/ETHNIC MINORITIES ▶

- ~72% of the tract is Hispanic (regardless of race)
- ~20% of the tract reported their race as Black (either alone or in combination with other races)
- ~3% of the tract reported their race as Asian (either alone or in combination with other races)
- ~1% of the tract reported their race as American Indian or Alaska Native (either alone or in combination with other races)

(Percentages may not total 100%.)

Note: see the Census Bureau’s analysis of net undercount rates for race and Hispanic origin categories, DSS 2010 Census Coverage Measurement Memorandum Series #2010-G-01. [PDF]

Census Self-Response

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In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. In 2016, 80% or more of this tract's households met the FCC's minimum threshold of having Internet connectivity of 200 kbps for uploads or downloads. (Read more about the importance of Internet access for the 2020 Census.)

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. These include:

- ~41% of the tract's households are renter occupied (an estimated 636 households).
- By comparison, ~59% of the tract's households are owner occupied (an estimated 904 households).

Note: According to the latest Census Bureau research on census self-response [PDF], “renters are much less likely to mail back a census questionnaire than homeowners.”

Census Self-Response

In 2010, only 64.5% of the tract's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 35.5%. This tract is one of the hardest to count in the country.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. In 2016, 80% or more of this tract's households met the FCC's minimum threshold of having Internet connectivity of 200 kbps for uploads or downloads. (Read more about the importance of Internet access for the 2020 Census.)

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. These include:

- **Crowded Households**
  - ~25% of the tract's households are crowded (an estimated 388 households).
  - Of these crowded households:
    - 64% (an estimated 249) are owner-occupied.
    - 36% (an estimated 139) are renter-occupied.

*Note: Housing is considered crowded if more than 1 person per room is living there.*

back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 35.5%. This tract is one of the hardest to count in the country.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the Internet. In 2016, 80% or more of this tract’s households met the FCC’s minimum threshold of having Internet connectivity of 200 kbps for uploads or downloads. (Read more about the importance of Internet access for the 2020 Census.)

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. These include:

- ~25% of the tract’s households are limited English speaking households (an estimated 392 households).

  Of these limited English speaking households:
  - 92% speak Spanish (an estimated 360 Spanish-speaking households).
  - 5% speak Indo-European languages other than Spanish (an estimated 21 Indo European-speaking households).
  - 3% speak other languages not specified (an estimated 11 households).

According to the Census Bureau, a limited English speaking household is one in which no member 14 years old & over speaks only English, or speaks a non-English language and speaks English "very well". In other words, all members 14 years old and over have at least some difficulty with English.

Also according to the Bureau, the household language assigned to the housing unit is the non-English language spoken by the first person with a non-English
Census Self-Response

In 2010, only 64.5% of the tract’s households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 35.5%. This tract is one of the hardest to count in the country.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the Internet. In 2016, 80% or more of this tract’s households met the FCC’s minimum threshold of having internet connectivity of 200 kbps for uploads or downloads. (Read more about the importance of Internet access for the 2020 Census.)

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. These include:

- ~37% of the tract’s households are single-parent households (an estimated 577 households).
- Of these single-parent households, ~62% include children under 18 (an estimated 359 households).

Note: According to the latest Census Bureau research on census self-response [PDF], married couple households have higher census self-response rates than single-parent households, especially single female-headed households.

Contact for questions, additional information:

www.CensusHardToCountMaps2020.us

Steven Romalewski
Center for Urban Research at the Graduate Center, CUNY
212-817-2033
sromalewski@gc.cuny.edu
The Low Response Score (LRS) and Response Outreach Area Mapper (ROAM): Tools to identify, plan for, and manage hard-to-survey areas

Nancy Bates
Senior Researcher for Survey Methodology
U.S. Census Bureau

Suzanne McArdle
Computer Mapping Specialist, Geography Division
U.S. Census Bureau
FOR IMMEDIATE RELEASE: WEDNESDAY, FEBRUARY 07, 2018

Census Bureau Releases the Response Outreach Area Mapper Web Application

February 07, 2018

Release Number: CB18-TPS.06

Feb. 7, 2018 — Today, the U.S. Census Bureau released the Response Outreach Area Mapper (ROAM) web application. This interactive map makes it easier to identify areas that typically have low response rates for censuses and surveys.

Community planners and local officials can use this information to plan, focus and allocate resources for encouraging response to the 2020 Census. The tool also allows the Census Bureau to tailor outreach efforts and to plan resources, including hiring staff with the right language skills.

These efforts can lead to higher response rates for the 2020 Census, making the census more accurate and more efficient. Census results affect a community’s voice in government, how much funding the community receives, and how it plans for the future.

The ROAM tool provides tract-level data on the area’s low response score (predicted mail non-response rate) and information about its people and households from the American Community Survey, including poverty status, education level, race, Hispanic origin and language ability.

ROAM can also be used to:

- Identify areas where special outreach and promotion efforts could be considered to increase participation in the variety of surveys the Census Bureau conducts.
- Link spatial map data files to create thematic maps showing low response scores in conjunction with demographic data.
- Generate reports, cross tabulations and simple analyses of demographic data.
- Identify hard-to-count tracts by response score and according to specific parameters (e.g., tracts within a certain county).

No news release associated with this product. Tip sheet only.

###
Introduction

- In 1990s Census Bureau developed a Hard to Count Score (HTC)
- Households in each census tract assigned a score
- The higher the score, the harder to count
- Field Division used the score to make hiring decisions and resource allocations
- Partnership Specialists used the score in 2000 and 2010 Censuses to identify areas requiring extra effort
- For 2020 Census a new hard-to-survey metric has been developed: the Low Response Score (LRS)
For methodology of LRS see…

Low Response Score

- LRS = predicted level of Census self non-response at the tract level
- Values from 0-100
- So, for example, if LRS=25, we are estimating that 25% of households in that tract will not self-respond to the Census
- LRS is updated yearly
# Low Response OLS Linear Model

<table>
<thead>
<tr>
<th>Coef</th>
<th>Sig</th>
<th>Coef</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>10.29</td>
<td>***</td>
<td>Renter occupied units</td>
</tr>
<tr>
<td>Ages 18-24</td>
<td>0.64</td>
<td>***</td>
<td>Female head, no husband</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>-0.77</td>
<td>***</td>
<td>Ages 65+</td>
</tr>
<tr>
<td>Related child &lt;6</td>
<td>0.46</td>
<td>***</td>
<td>Males</td>
</tr>
<tr>
<td>Married family households</td>
<td>-0.12</td>
<td>***</td>
<td>Ages 25-44</td>
</tr>
<tr>
<td>Vacant units</td>
<td>1.08</td>
<td>***</td>
<td>College graduates</td>
</tr>
<tr>
<td>Median household income</td>
<td>0.24</td>
<td>***</td>
<td>Ages 45-64</td>
</tr>
<tr>
<td>Persons per household</td>
<td>3.44</td>
<td>***</td>
<td>Moved in 2005-2009</td>
</tr>
<tr>
<td>Hispanic Any Race</td>
<td>0.41</td>
<td>***</td>
<td>Single unit structures</td>
</tr>
<tr>
<td>Population Density</td>
<td>-0.40</td>
<td>***</td>
<td>Below poverty</td>
</tr>
<tr>
<td>Different HU 1 year ago</td>
<td>-0.12</td>
<td>***</td>
<td>Ages 5-17</td>
</tr>
<tr>
<td>Non- Hispanic Black</td>
<td>-0.04</td>
<td>**</td>
<td>Single person households</td>
</tr>
<tr>
<td>Not high school grad</td>
<td>-0.06</td>
<td>***</td>
<td>Median house value</td>
</tr>
</tbody>
</table>

Sig: *** $p < .001$; ** $.001 \leq p < .01$; * $.01 \leq p < .05$ R-squared: 56.10%, $n = 217,417$

Main Effects only, no interaction terms
Distribution of the LRS

Rule of thumb...areas with LRS = >29 are hardest to count?

Source: Erdman and Bates, 2017
Low Response Score (LRS) by Census Tract

Predicted Mail Non-Response Rate (%)
- 30.0 to 57.8
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not calculated

Source: U.S. Census Bureau, 2016 Planning Database, 2014 Cartographic Boundary Shapefiles
How do I access the LRS?

- We have built a Web browser-based LRS application
- Branded as: *Response Outreach Area Mapper (ROAM)*
  www.census.gov/roam
- Public interface to map and display characteristics of hard-to-survey areas from the PDB
- ROAM displays census tracts indicating hard-to-survey areas (darker color = higher LRS = harder-to-count)
- ROAM also displays selected variables describing the census tracts
- Allows users to set customized parameters and pull extracts
LRS limitations/cautions

- Only considers mail self-response – 2020 Census will offer internet, phone AND mail
- Some tracts have small Ns in mailback universe, e.g. Indian reservations, very rural areas
- If LRS is extremely high, take a closer look
Thank you

Nancy Bates
Senior Researcher for Survey Methodology
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(301) 763-5248
So, what is the good news?

- We have time to raise awareness of the undercount and to help prevent it in 2020.
- Advocates have been working on this issue for the past year.
- Non-traditional allies have as well.
- There are a variety of resources available to help you educate your members, allies and community about this issue.
- There are a number of ways you can get engaged.
Organizations:
- Children’s Leadership Council [www.childrensleadershipcouncil.org](http://www.childrensleadershipcouncil.org)
- Leadership Conference on Civil and Human Rights [https://civilrights.org/census](https://civilrights.org/census)
- The Census Project [https://thecensusproject.org](https://thecensusproject.org)

Papers and Reports:
- [Hard to Count: Young Children and Their Communities](#)
- [Why Are Young Children Missed in the Census](#)
- [The Invisible Ones: How Latino Children Are Left Out of Our Nation’s Census Count](#)
- [Child Trends: The decennial census is essential for federal programs that support children](#)
- [Counting for Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds](#)
- [2020 Census Faces Challenges in Rural America](#)

Getting Engaged:
- [The Leadership Conference Education Fund: Census 2020 Toolkit](#)
- [https://thecensusproject.org](https://thecensusproject.org)
- [Tables: Hard to Count: Young Children and Their Communities](#)
- [Censushardtometowns2020.us](#)
- [www.census.gov/roam](http://www.census.gov/roam)
Get Active

- Start talking about this issue!
- Share this webinar and resources with your board, staff, and allies.
- Include an article in your organization’s newsletter on the undercount of young children and why it’s an issue for your community!
- Host a webinar on the issue for your members and allies.
- Invite experts to speak at your annual conference on this issue.
- Get engaged with allies in your state! AK, CA, CO, IL, MI, MN, MS, NM, NE, NY, OH, PA and VA.
Thank You!

Randi Schmidt rschmidt@childrensleadershipcouncil.org