

# Mapping Hard to Count Communities with **HTC** 2020 for a Fair and Accurate Census

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*Suffolk County Complete Count Committee*

*February 13, 2019*

# Every 10 years, here's how the Census Bureau counts us:

## 1. Self-Response phase:

- Census Bureau mails information about the decennial questionnaire to almost all households (before April 1, 2020).
- For 2020, some households will be mailed the actual questionnaire, most households will be mailed an online link to fill out the form, & everyone will have the opportunity to mail in the form if they choose not to fill it out online.

*The most accurate & complete population data is submitted during this phase.*

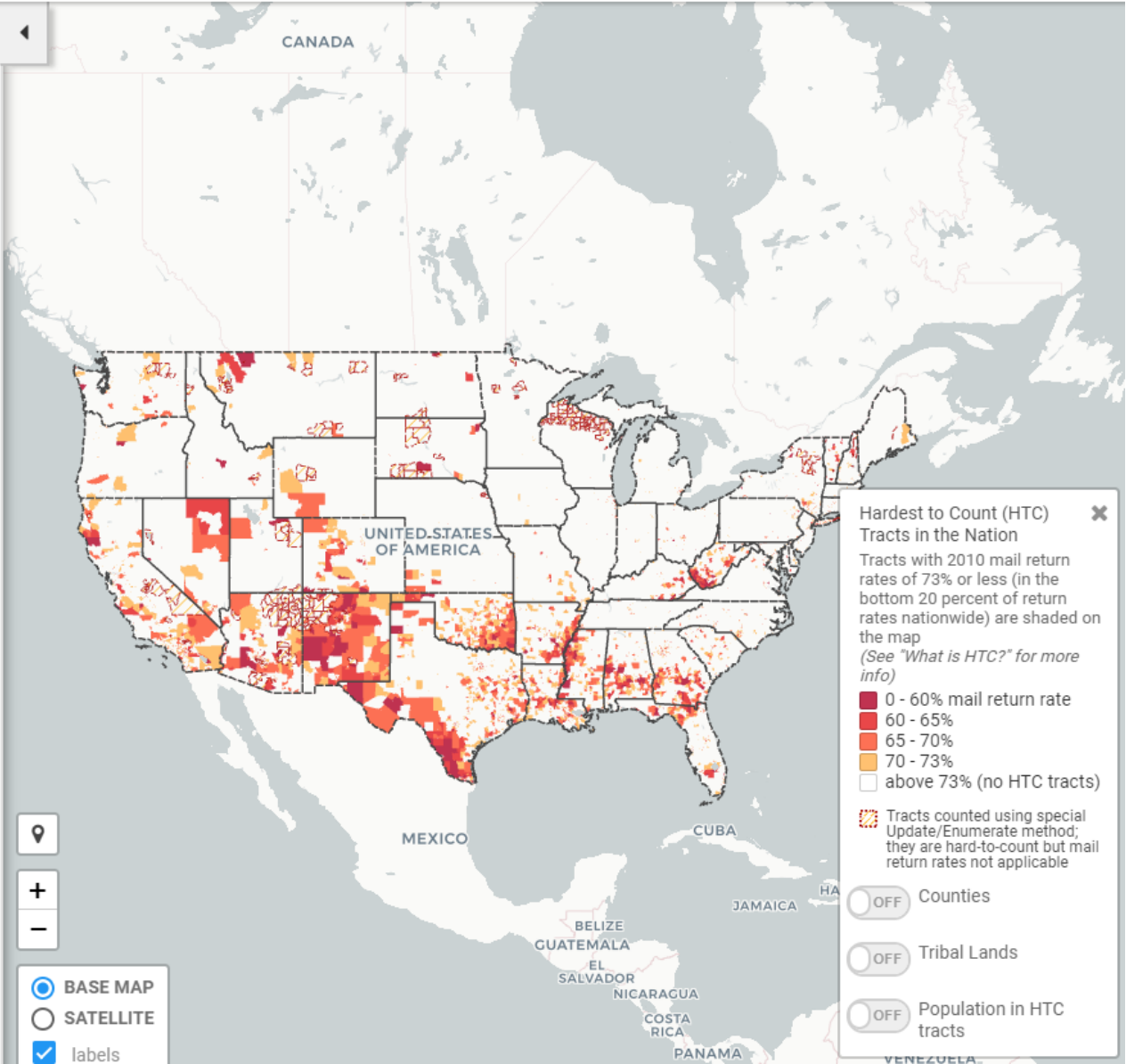
## 2. Non-Response Follow Up phase:

- The Census Bureau hires 100s of thousands of people to go door-to-door to count every household that didn't self-respond (after April 1, 2020).
- Much more expensive than the self-response phase (**\$2 BILLION** in 2010).
- *During this phase, the risk is greatest that people will be missed and the count will be inaccurate.*
- Areas with large shares of households that don't self-respond are therefore **"hard to count"**. Almost every community will have some households that don't self-respond. But in many communities **25% or more of their households** didn't mail in their forms and needed to be counted in person. *We've mapped these communities to help ensure a fair and accurate 2020 Census.*

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

- Search by state, county, Congressional district, or state legislative district
- You can zoom to any area in the country and the map will highlight the local hard-to-count tracts and show how much of the area'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.



[www.CensusHardToCountMaps2020.us](http://www.CensusHardToCountMaps2020.us)

The **HTC 2020** map focuses on helping to communicate to policymakers the importance of the 2020 Census. 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 county, state, 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, ZIP Codes, 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.

## Some Hard-to-Count (HTC) Challenges in Suffolk County

Suffolk ranks 4<sup>th</sup> worst in New York for:

- People living in HTC tracts (~610,000 people, or 40% of the county's population).

This includes:

- 490,000 people in tracts that were among those with the lowest census self-response nationwide in 2010.
- Another 119,000 people on the East End in non-census-mailing HTC areas.

**Two-thirds of Suffolk's Hispanic population** (or 180,000 people) live in HTC areas.

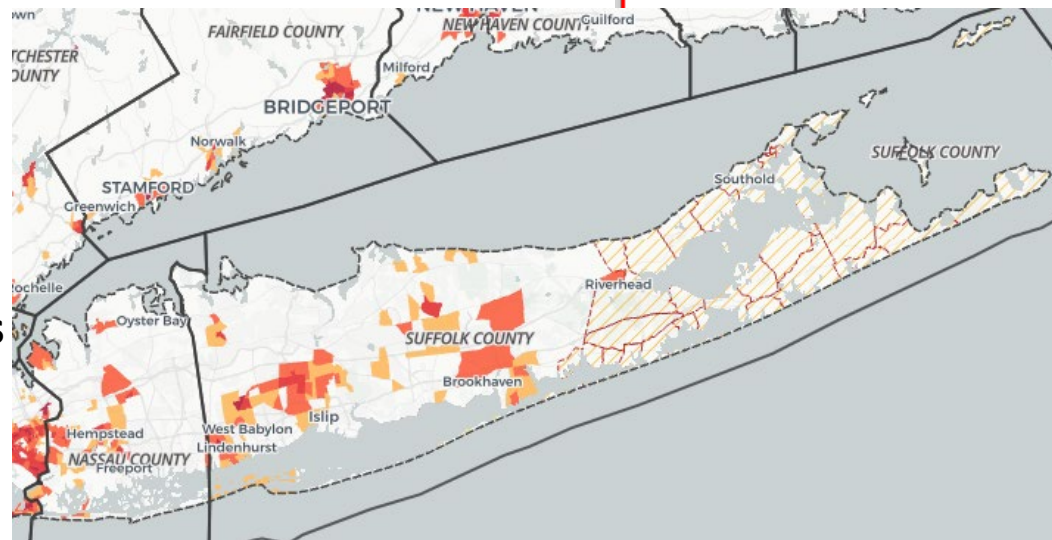
**Almost half (47%) of kids under 5** in Suffolk live in HTC tracts (or 38,000 children).

**60% of Suffolk's foreign-born residents** (or ~150,000 people) live in HTC areas.

**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 "About" for more info)

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





## District search

TRACT ST./CO. CONGRESS STATE LEG.

REPRESENTATIVE

U.S. SENATORS

### NEW YORK CONGRESSIONAL DISTRICT 2



Q ZOOM TO

The 2020 Census is critically important to New York's 2nd Congressional District!

Rep. Peter T. King

phone: 202-225-7896

fax: 202-226-2279

website: <https://peteking.house.gov>

contact form: N/A

twitter: <https://www.twitter.com/RepPeteKing>

facebook: N/A

(Contact information provided via [ProPublica's Congress API](#).)

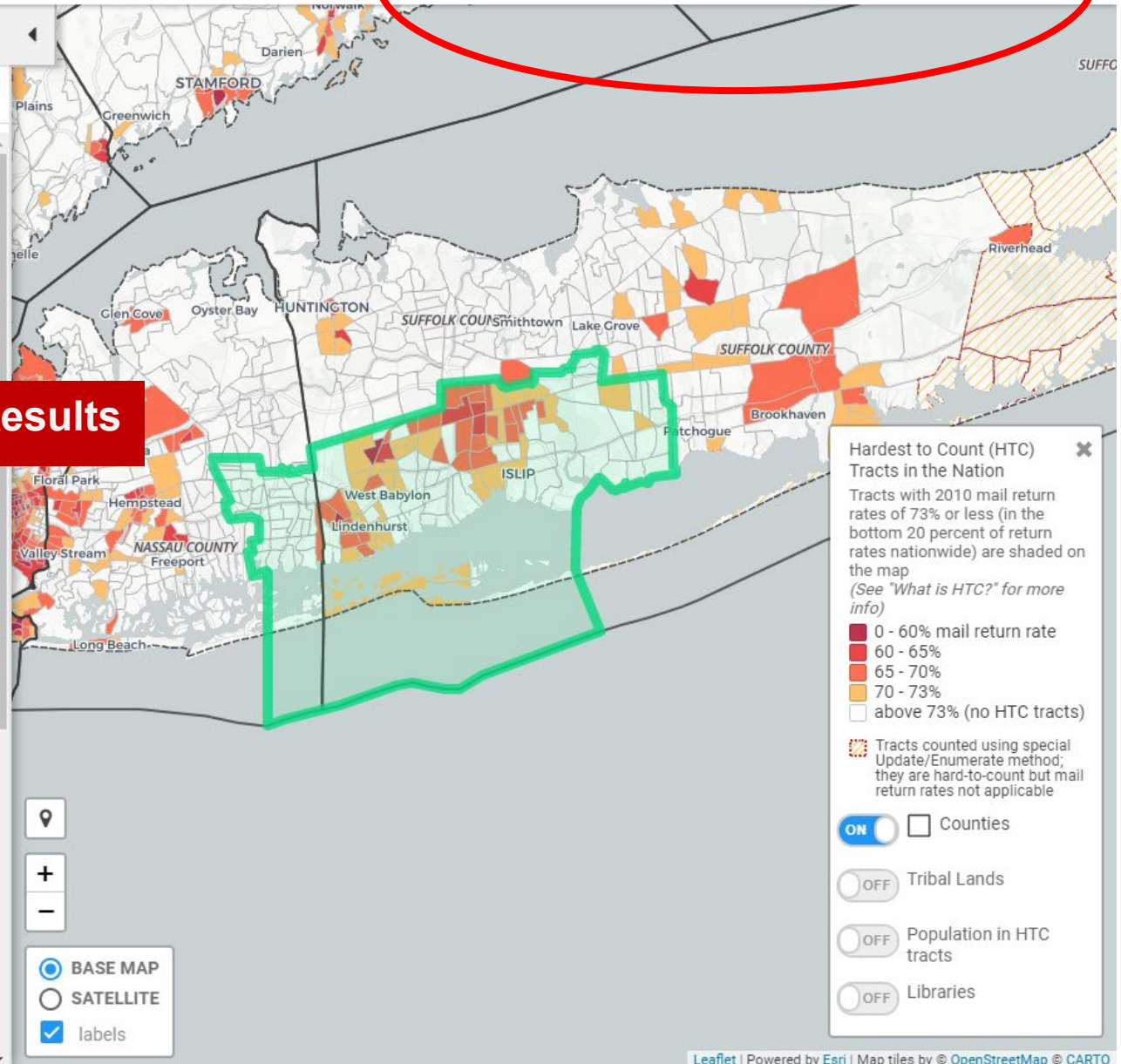
[District map](#) [PDF; opens in new window for printing]

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 (or 304,024 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.

In 2020, for the first time the Census Bureau will be

## District Results



## NEW YORK CONGRESSIONAL DISTRICT 2



🔍 ZOOM TO

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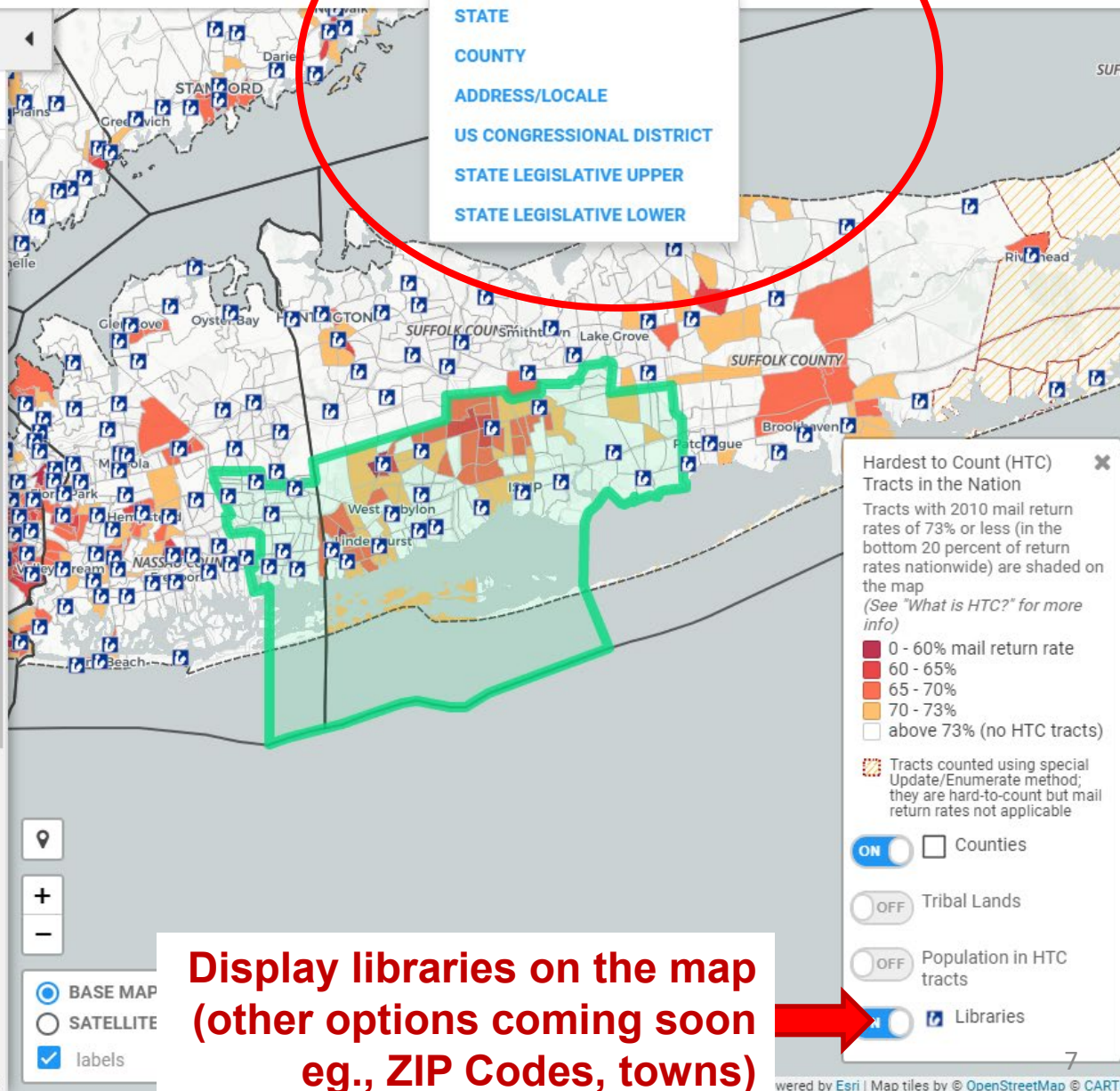
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Display libraries on the map  
(other options coming soon  
eg., ZIP Codes, towns)





Tract 1456.03 in Suffolk County, NY

 ZOOM TO

Based on the latest census estimates (for the 2013-2017 period), **6,759 people live in 1,443 households** in this tract, and **18 people live in group quarters**. (Total population = **6,777**.)

Some population characteristics that may affect this tract's participation in the 2020 Census include:

**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. During 2013-17, **25.0% of this tract's households had either no internet access or dial up-only**, according to the latest American Community Survey estimates. (Read more about the importance of internet access for the 2020 Census.)

**Populations at Risk of Being Undercounted**

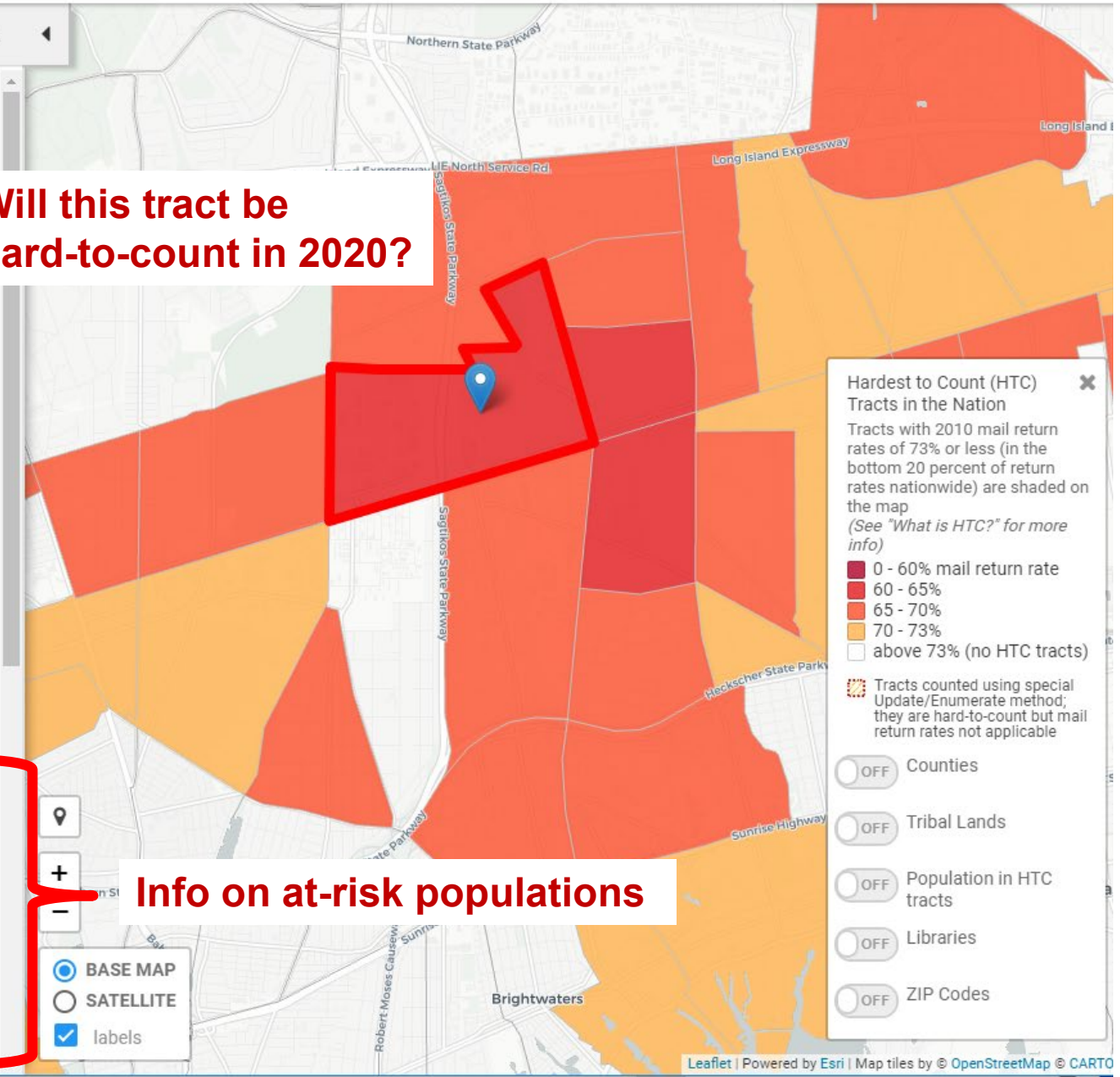
Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. **These include (based on 2013-17 estimates):**

PEOPLE OF COLOR

- ~69% of the tract is **Hispanic** (regardless of race)
- ~21% of the tract reported their race as

Will this tract be hard-to-count in 2020?

Info on at-risk populations





TRACT   ST./CO.   CONGRESS   STATE LEG.   ◀

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.**

PEOPLE OF COLOR

CHILDREN UNDER 5

RENTERS

CROWDED HOUSEHOLDS

SINGLE-PARENT HOUSEHOLDS

IMMIGRANTS

LOW-INCOME POPULATIONS

PEOPLE WITH LIMITED ENGLISH PROFICIENCY

PEOPLE LIVING IN MULTI-FAMILY HOUSING

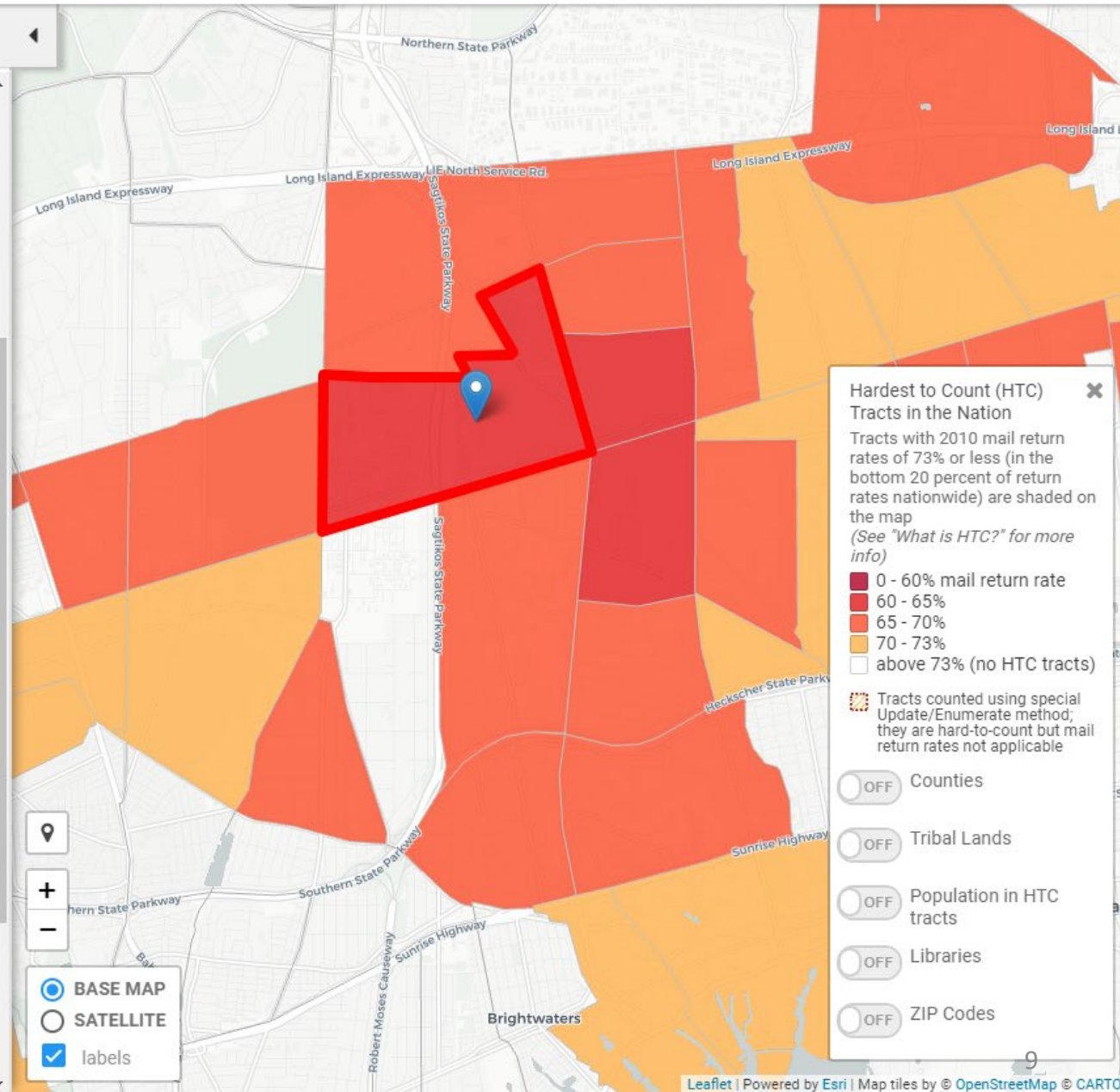
PEOPLE OF COLOR ▶

- ~69% of the tract is **Hispanic** (regardless of race)
- ~21% 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)
- ~4% 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, [DSSD 2010 CENSUS COVERAGE MEASUREMENT MEMORANDUM SERIES #2010-G-01](#). [PDF]

The following links provide fact sheets and tables regarding the risk of undercount for people of color:



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Populations at Risk of Being Undercounted

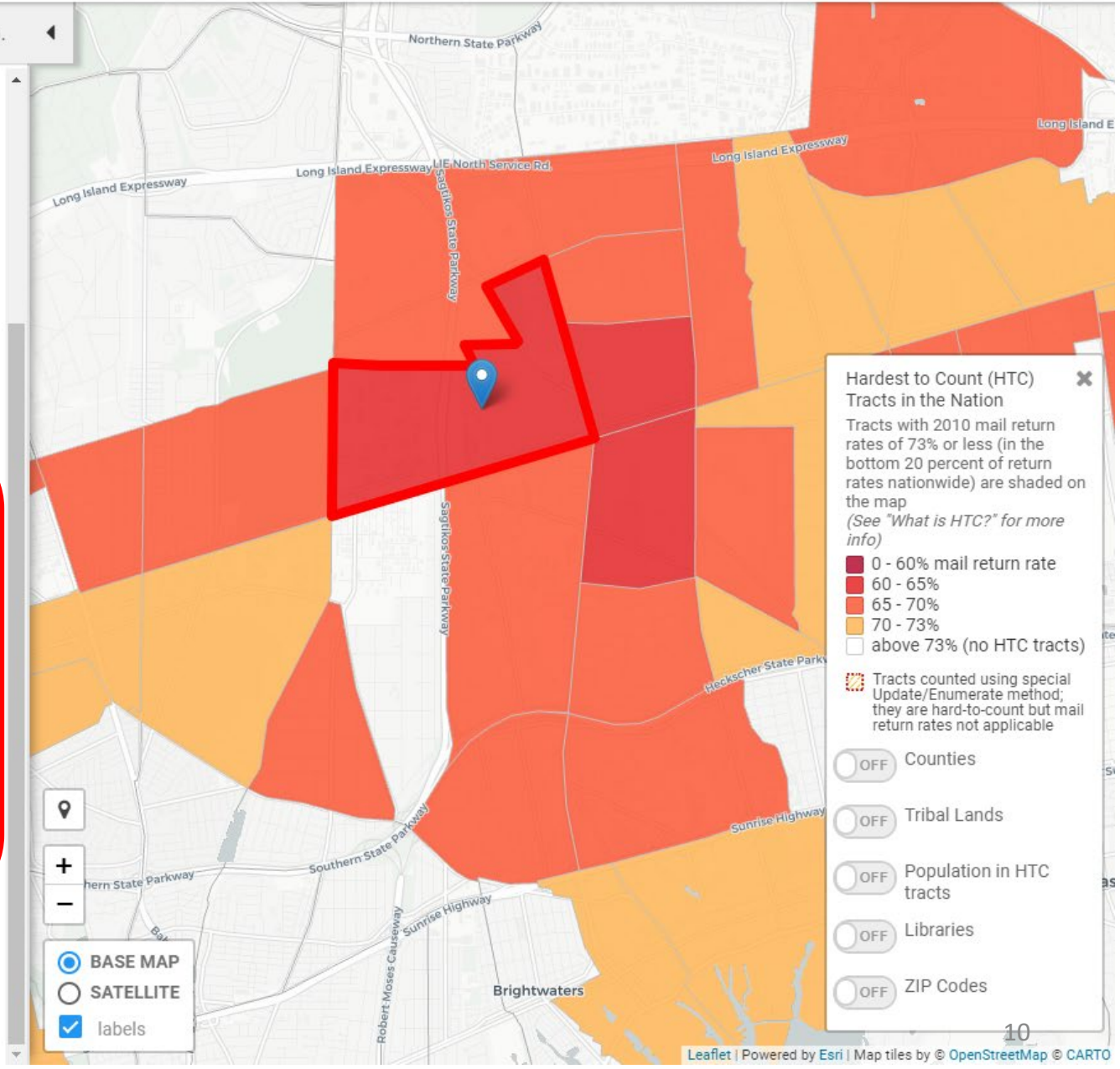
Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. **These include (based on 2013-17 estimates):**

**RENTERS** ▲

- ~38% of the tract's households are **renter occupied** (an estimated 544 households).
- By comparison, ~62% of the tract's households are **owner occupied** (an estimated 899 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."

**Data Source:** US Census Bureau, American Community Survey, 2013-2017, [table B25003](#).





TRACT   ST./CO.   CONGRESS   STATE LEG.

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# 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 (based on 2013-17 estimates):**

## PEOPLE WITH LIMITED ENGLISH PROFICIENCY

- ~19% of the tract's households are **limited English speaking households** (an estimated 273 households).

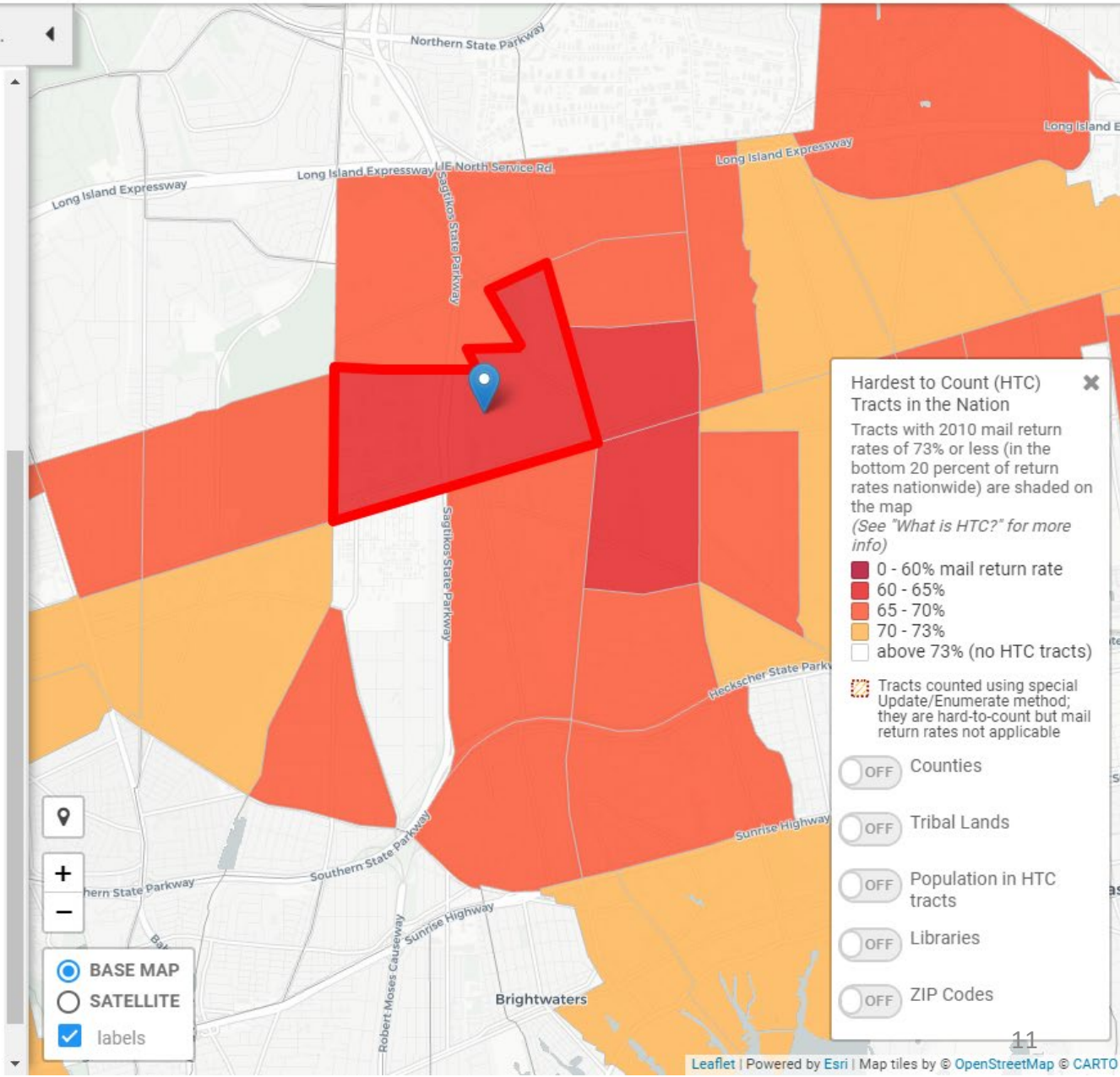
Of these limited English speaking households:

- **92% speak Spanish** (an estimated 250 Spanish-speaking households).
- **8% speak Indo-European languages** other than Spanish (an estimated 23 Indo European-speaking 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 language. This assignment scheme ranks household members in the following order: householder, spouse, parent, sibling, child, grandchild, other relative, stepchild, unmarried partner, housemate or roommate, and other nonrelatives.

**Data Source:** US Census Bureau, American Community Survey, 2013-2017, [table C16002](#).



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Populations at Risk of Being Undercounted

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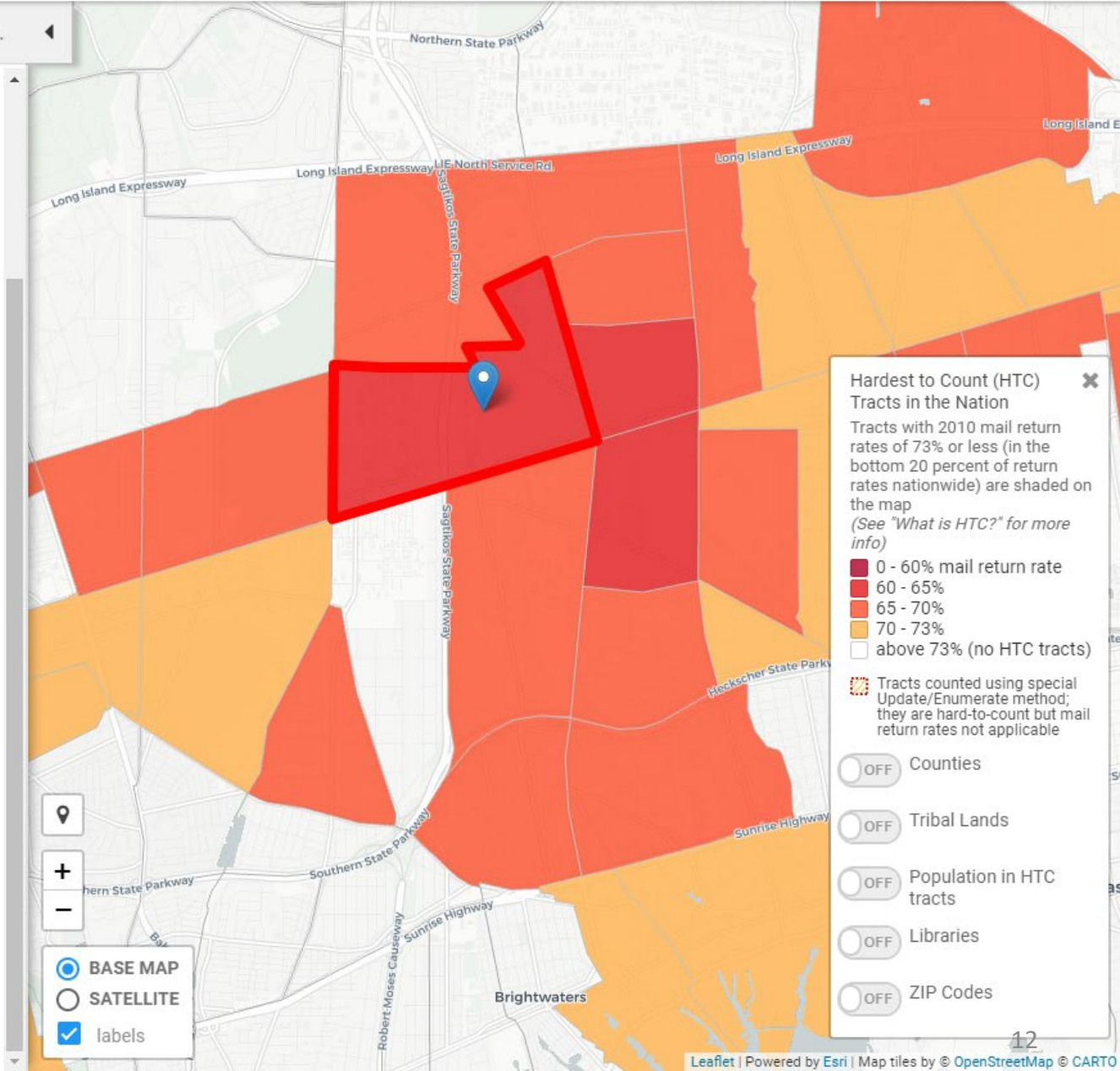
IMMIGRANTS

- ~38% of the tract was born outside the U.S., an estimated 2,559 people.

Of this foreign born population:

- ~9% entered the U.S. since 2010.
- ~43% entered the U.S. since 2000.

**Data Source:** US Census Bureau, American Community Survey, 2013-2017, [table B05005](#).





# Other resources

## Census Counts 2020 (via Leadership Conference on Civil and Human Rights)

- <https://censuscounts.org/>
  - Fact sheets and state/city/congress district tables of HTC pop.
  - “Counting for Dollars” analysis of federal/state funding dependent on accurate census data
  - White papers on citizenship question, privacy concerns, health care implications of census, and much more

## The Census Project

- <https://thecensusproject.org/>

## NALEO

- <http://www.naleo.org/census2020>

## Census Bureau ROAM map

- <http://www.census.gov/roam>

# HTC 2020 demo

<https://www.CensusHardtoCountMaps2020.us>

# Contact for questions, additional information:

[www.CensusHardtoCountMaps2020.us](http://www.CensusHardtoCountMaps2020.us)

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