

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

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

1. Self-Response

- Census Bureau mails information about the decennial questionnaire to almost all households (starting in March 2020, continuing through April).
- For 2020, some households will be mailed the actual questionnaire, most households will be mailed a website link to fill out the form online, & everyone will have the opportunity to mail in the form or call-in their responses.

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

2. Non-Response Follow Up

- The Census Bureau hires 100s of thousands of people to go door-to-door to count every household that didn't self-respond (starting May 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 or counted inaccurately.*
- 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 just over **25% or more of their households** didn't mail in their forms and needed to be counted in person.

Hard-to-count factors

- **2010 mail return rate:** definitive count of households that self-responded in last census
- **Low response score:** Census Bureau prediction of where where large share of households will not self-respond.
- **Updated concerns in 2020:** lack of home internet access (and potential for libraries to help by providing wifi access).
- **Recent population estimates:** populations at risk of being undercounted for various reasons.

Plus other general concerns such as distrust of government; online apprehension; worry over federal immigration policies; etc.

Tract 1205 to participate in the 2020 Census by:

- Mailing a letter to 100% of the tract's housing units, beginning March 2020.

Click/tap below for more info on factors affecting Tract 1205's participation in the 2020 Census:

CENSUS DETAILS FOR TRACT 1205

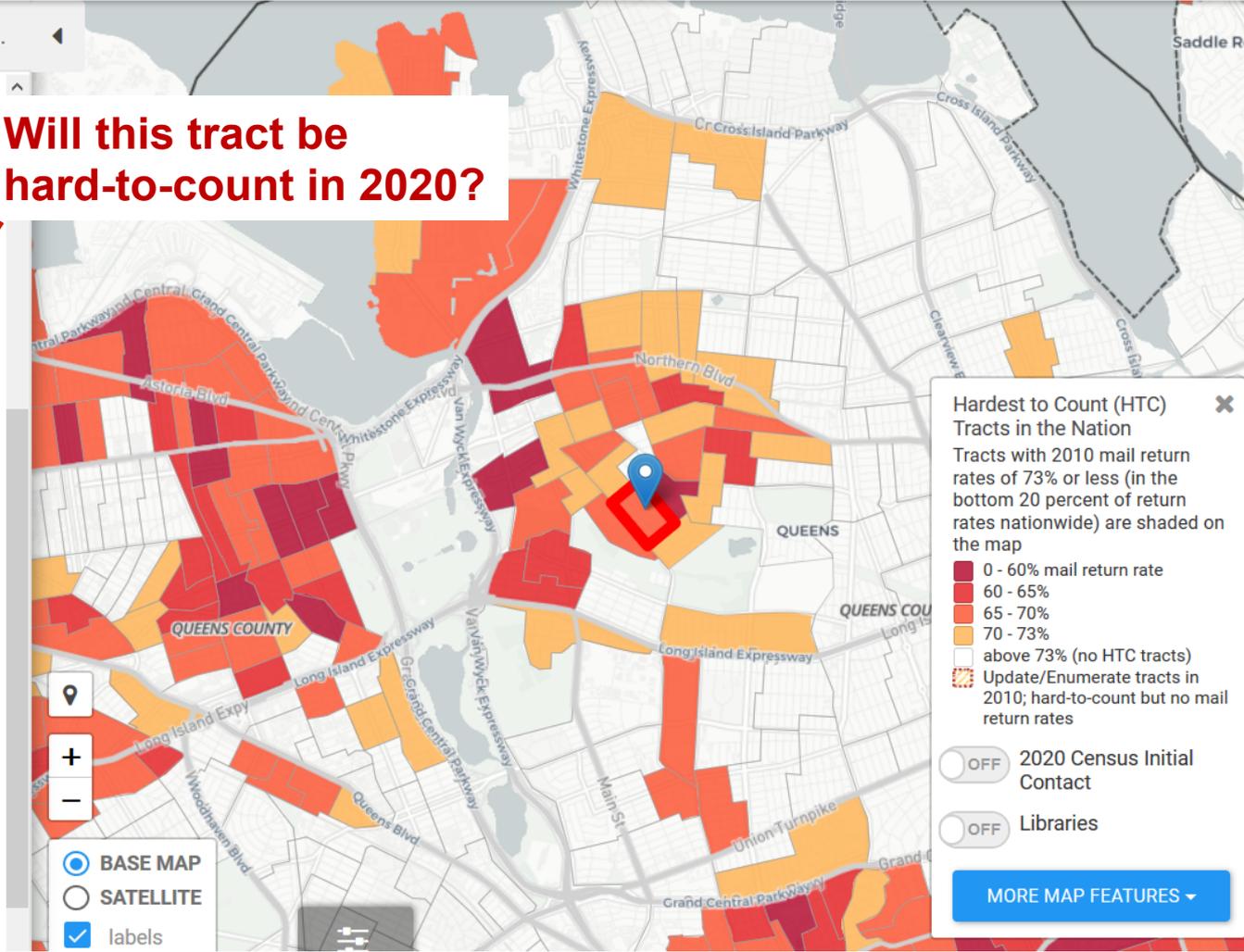
Census Self-Response

1) In 2010, **only 70%** of the tract's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 30.0%. **This tract is one of the hardest to count in the country.**

2) Another measure of census self-response is the Census Bureau's *low response score* (LRS). The LRS for this tract is 22.4, which means **77.6% of this tract's households are projected to fill out the 2020 Census questionnaire on their own.** (This is based on a statistical model; the actual 2020 self-response rate may be different.)

REMEMBER: Neither of these self-response statistics tell the whole story about whether your community will be hard-to-count in 2020. **View other information about this tract with the "Census Details" bar above for a more detailed picture of your neighborhood.** And be sure to **combine your local knowledge of your neighborhood with these data points** when you're planning your Get Out the Count efforts.

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



**Blue crosshatching:
tracts with X%
households that have
no home internet**

HTC 2020 [Share map](#) [Print](#) [More Info](#)

SEARCH BY

TRACT ST./CO. CONGRESS STATE LEG.

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CENSUS DETAILS FOR TRACT 1205

Internet Access at Home

CLICK TO TOGGLE INTERNET ACCESS SLIDER

During 2014-18, **44.2%** of this tract's households had either no home internet subscription or dial up only, according to the latest American Community Survey estimates. **9.0%** of households had a cellular data plan only (which may be costly to use for non-essential services).

In 2020 for the first time, the Census Bureau will be urging most households to submit their census responses online. See this FAQ about technology issues & different ways to participate in the 2020 Census.

Census supporters can use the HTC map to identify areas where households may have difficulty filling out the 2020 census questionnaire online. Click here to display the internet access slider. In tracts where a large share of households have no internet subscription, public libraries and others may be able to provide online access for households with no internet access.

However, all households receiving census materials in

Internet access? (2020 Census will be digital)



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

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)
- Update/Enumerate tracts in 2010; hard-to-count but no mail return rates

2020 Census Initial Contact

Libraries

Tracts where 25% or more households have no internet subscription or dial-up only

MORE MAP FEATURES

BASE MAP (selected)
SATELLITE
labels (checked)

Tracts where 25% or more households have no internet subscription or dial-up only

0% 20% 40% 60% 80% 100%

The Census Bureau will invite households in Tract 1205 to participate in the 2020 Census by:

- **Mailing a letter to 100%** of the tract's housing units, beginning March 2020.

Click/tap below for more info on factors affecting Tract 1205's participation in the 2020 Census:

CENSUS DETAILS FOR TRACT 1205

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 2014-18 estimates):**

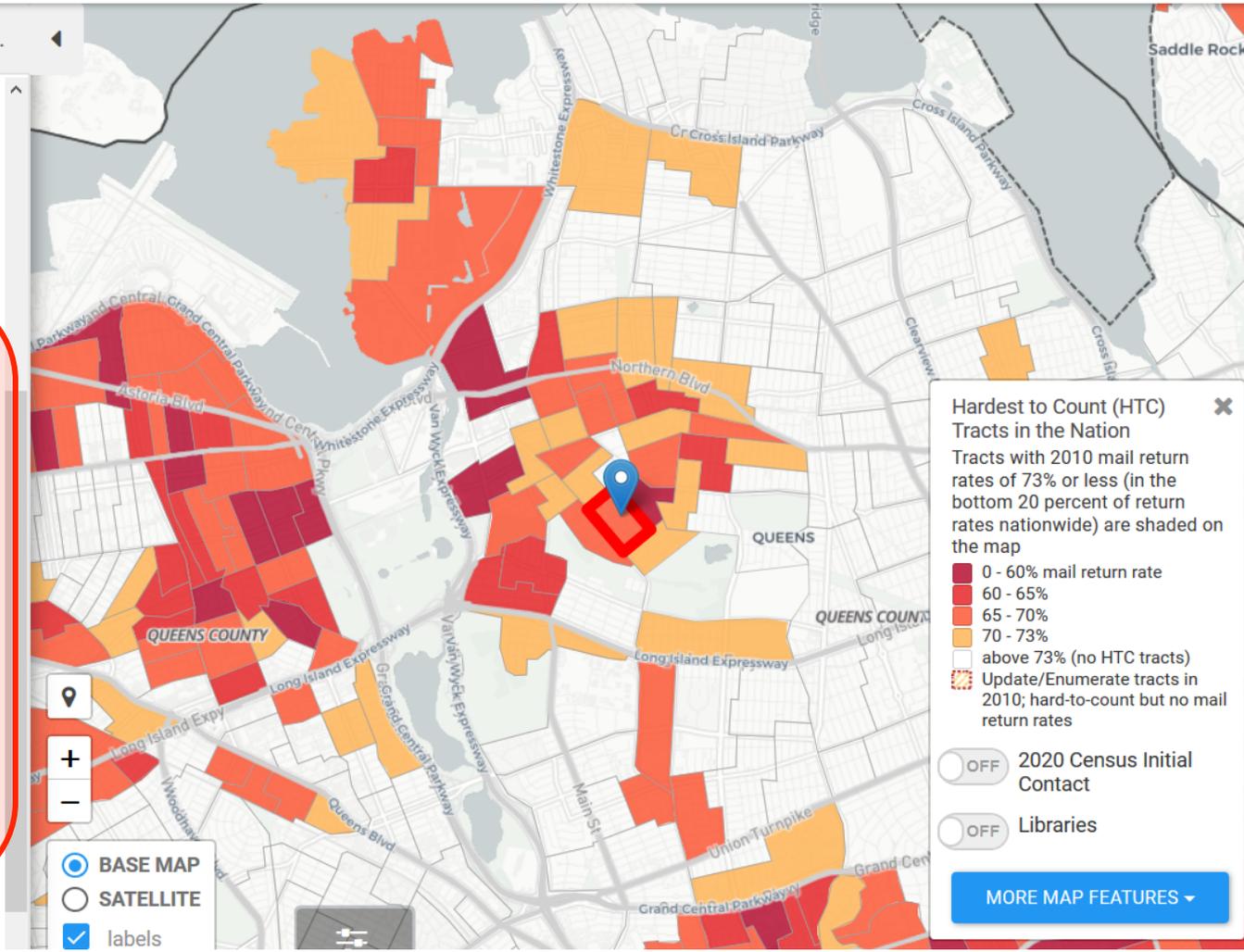
IMMIGRANTS

- **~79% of the tract was born outside the U.S.**, an estimated 2,179 people.

Of this foreign born population:

- **~23% entered the U.S. since 2010.**
- **~54% entered the U.S. since 2000.**

Data Source: US Census Bureau, American Community Survey, 2014-2018, [table B05005](#).



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2020 Census Initial Contact

Libraries

MORE MAP FEATURES

Map navigation controls:

- Location pin
- Zoom in (+)
- Zoom out (-)
- BASE MAP (selected)
- SATELLITE
- Labels (checked)

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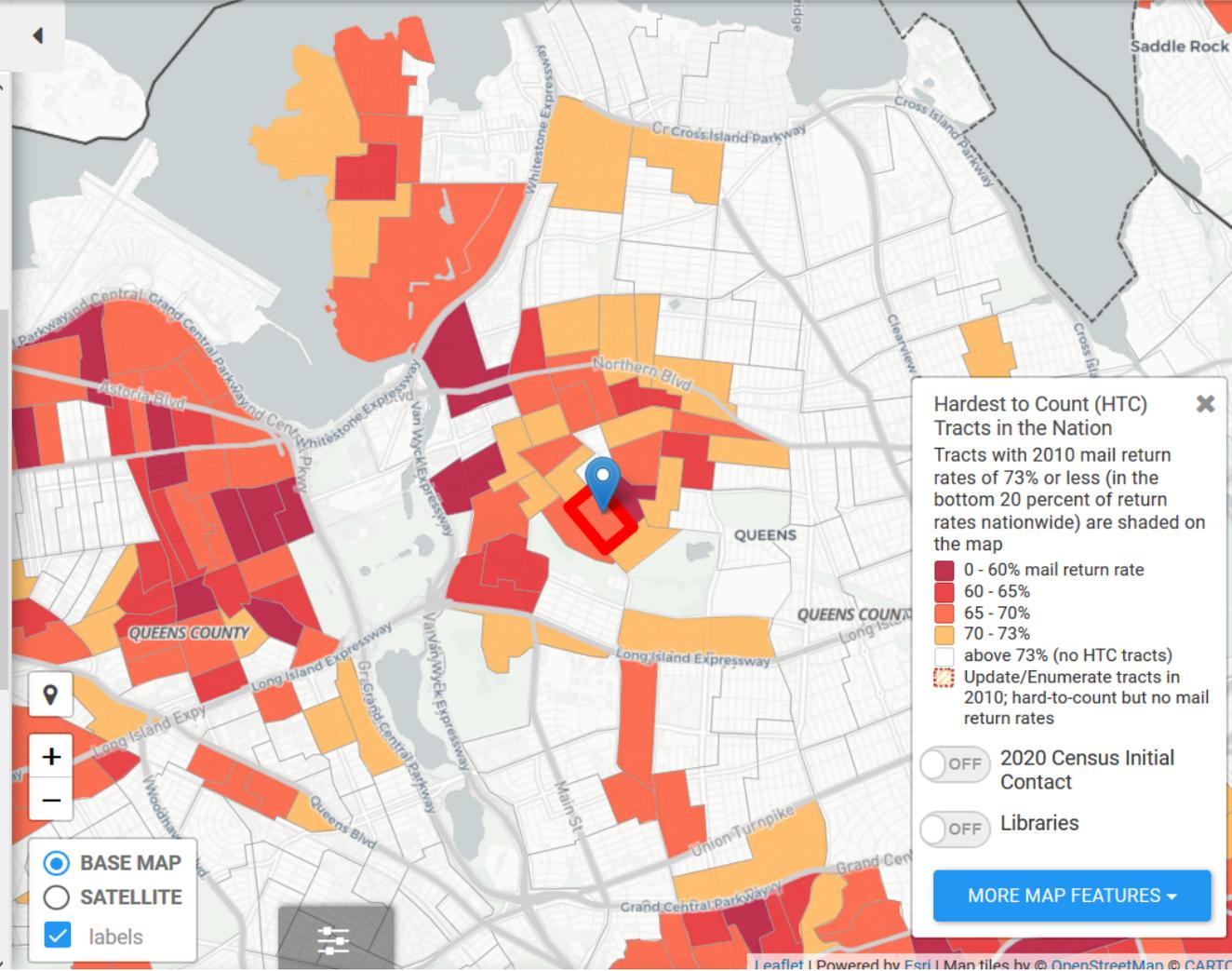
Populations at Risk of Being Undercounted

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PEOPLE WITH LIMITED ENGLISH PROFICIENCY

- **~69%** of the tract's households are **limited English speaking households** (an estimated 711 households).
- Of these limited English speaking households:
 - **9%** **speak Indo-European languages** other than Spanish (an estimated 67 Indo European-speaking households).
 - **91%** **speak Asian and Pacific Islander languages** (an estimated 644 Asian and Pacific Islander-speaking households).

According to the Census Bureau, a *limited English speaking household* is one in which no member 14



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2020 Census Initial Contact

Libraries

MORE MAP FEATURES

Updates as we get closer to the 2020 count

HTC 2020 [Share map](#) [Print](#) [More Info](#)

SEARCH BY: STATE **New York, NY** [ADVANCED](#)

TRACT ST./CO. CONGRESS STATE LEG.

The Census Bureau will invite households across New York to participate in the 2020 Census by:

- **Mailing a letter to 97.2%** of the state's housing units, beginning March 2020.
- **Hand-delivering a census packet to 2.8%** of the state's housing units, beginning March 2020.

Click/tap below for more info on factors affecting New York's participation in the 2020 Census:

[CENSUS 2020 DETAILS FOR NEW YORK](#)

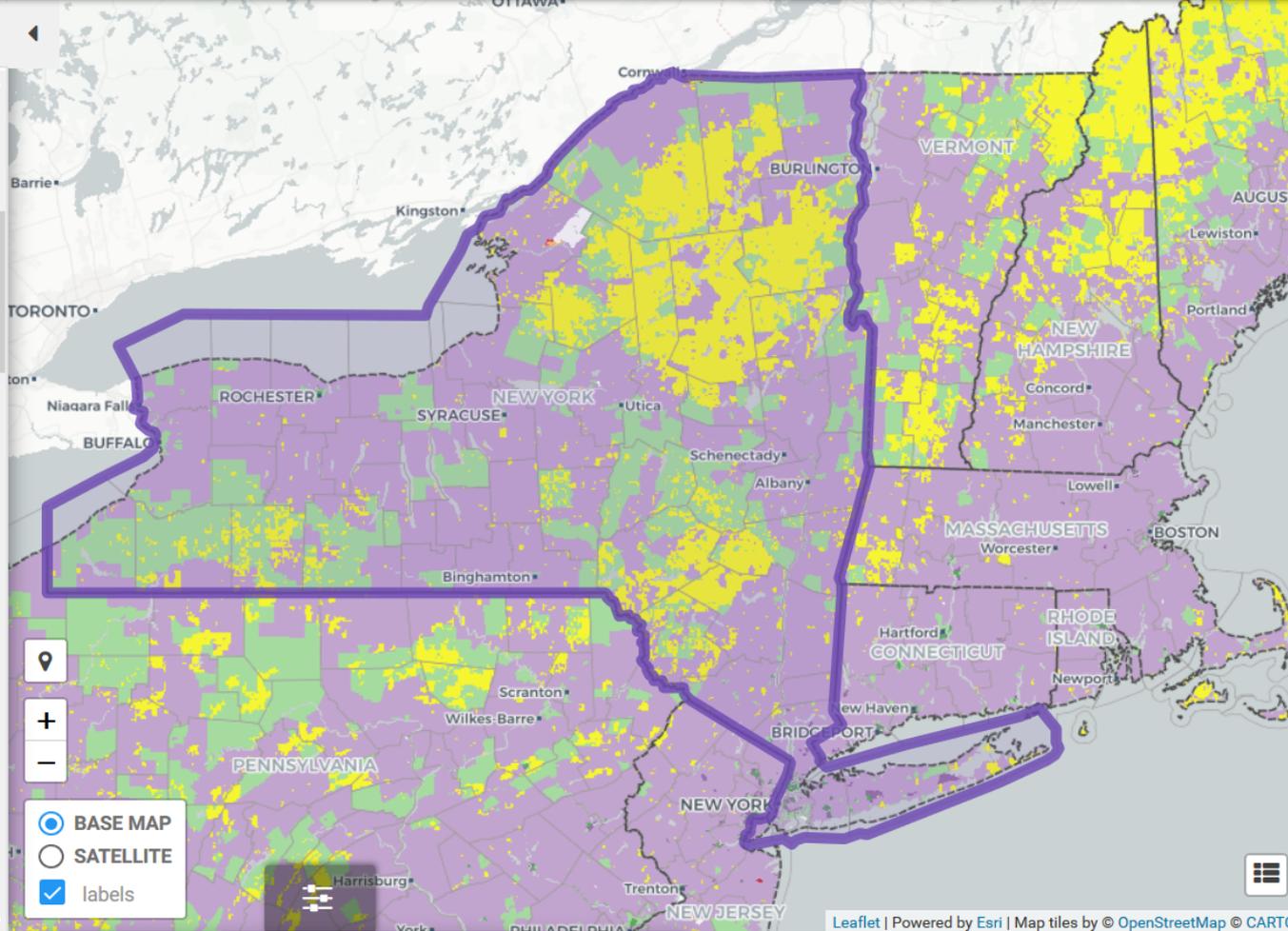
Census Bureau Contact Strategies

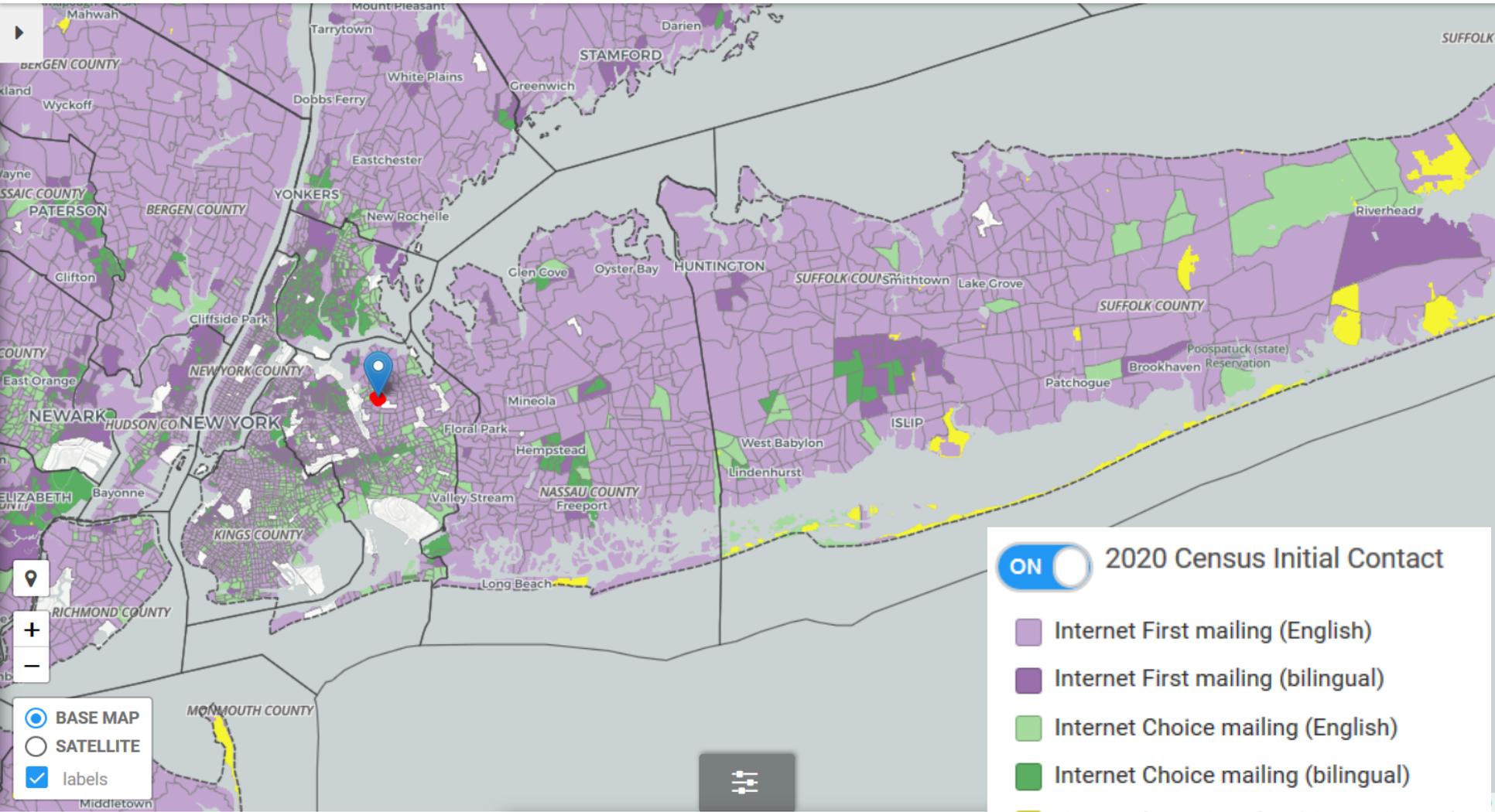
When the toggle below is *On*, the map shows how each community will be contacted by the Census Bureau in 2020. When it's *Off*, the map shows HTC tracts across the country.

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 New York:





ON 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)

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;
 - **separate rates just for internet self-response;** and
 - **comparable 2010 rates**
- Published daily by the Bureau (**starting March 20**) via:
 - Census Bureau API
 - Downloadable file from Census Bureau
 - Online map from Census Bureau
 - Hard-to-Count map (www.censushardtcountmaps2020.us)

Contact for questions, additional information:

www.CensusHardtoCountMaps2020.us

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