

# Complete Count Committee

Profiling the Hard to Count  
December 3, 2018



# Purpose of this Presentation



Who do we expect will be  
“hard to count?”

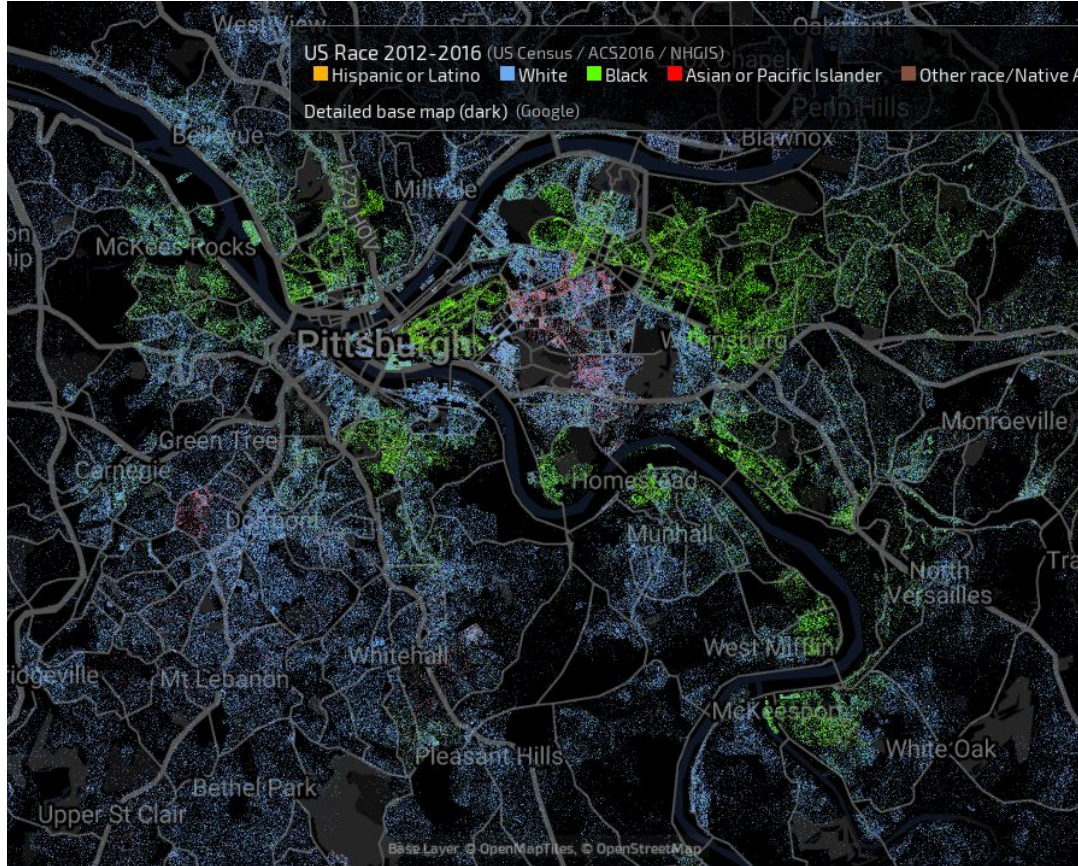
What are common barriers to  
completing the Census?

What messages are the  
most-effective in encouraging  
participation?

# People of Color



# 1 in 5 People in Allegheny County Identified as People of Color, and 2% as Hispanic/Latinx in 2010



1 Dot = 1 Person

- 80% White
- 13% Black/African American
- 4% Asian
- 2% Hispanic/Latinx
- 3% Other/Two or More Races

<https://demographics.virginia.edu/DotMap/>

<https://www.census.gov/quickfacts/alleghenycountypennsylvania>

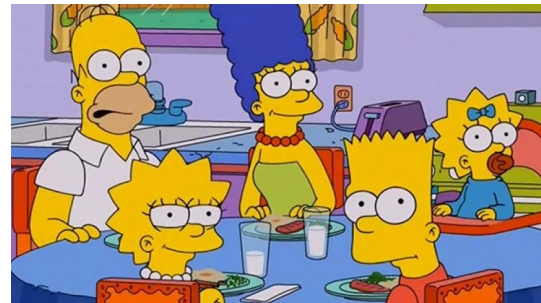




CREDIT: NBC/STUFFED DOG/QUINCY JONES/REX/SHUTTERSTOCK



# Families with Children and Single-Parent Households



<https://screenrant.com/malcolm-in-the-middle-cast-where-are-they-now-frankie-muniz/>

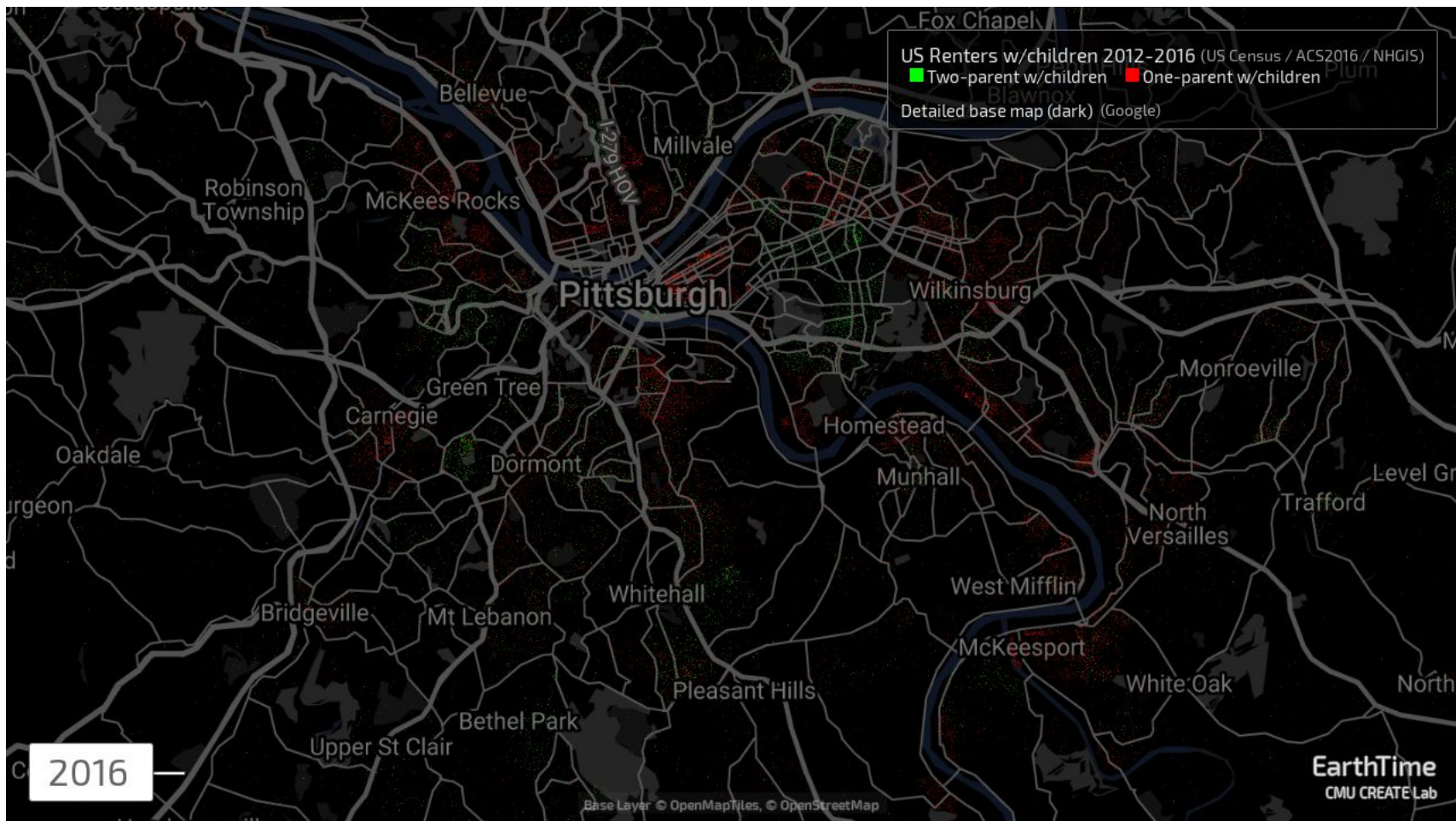
# Slide of family composition data 2017

**21%** of total households have a child of their own under age 18 (115,000)

About  $\frac{2}{3}$  of hh with kids are married couple households

About **25%** female headed hh

**7%** male



RENTERS w/ CHILDREN

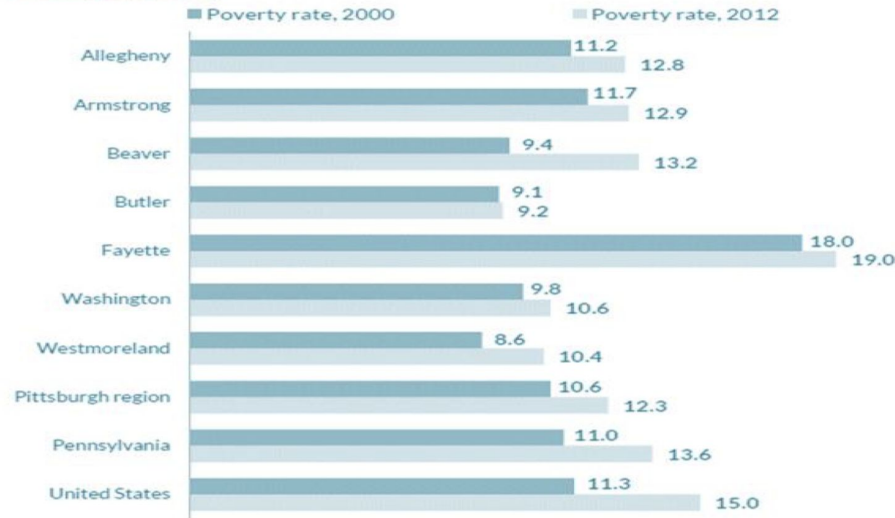
People with Low Incomes



# Over 1 in 10 people are living in poverty

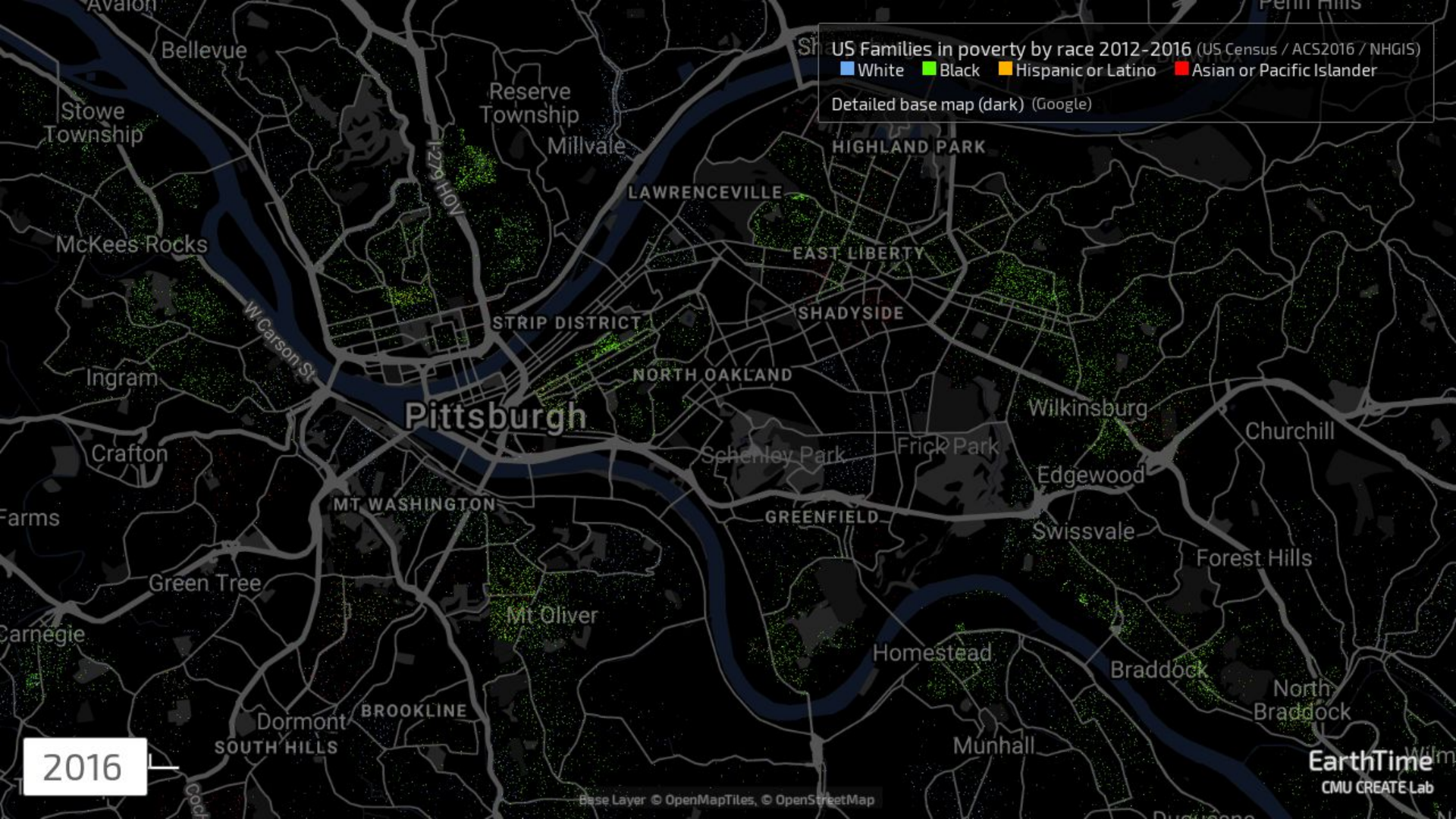
The poverty rate for children is higher than any other group in the US, more than one in five US children lives in poverty.

FIGURE 1  
Poverty Rates for Counties in the Pittsburgh Region, 2000 and 2012  
Percentage in poverty



Sources: US Census Bureau, 2000 Census and 2010–12 American Community Survey. The 2012 US poverty rate is from the US Census Bureau, Current Population Survey, 2013 Annual Social and Economic Supplement.

In the Pittsburgh region, about one in six children (or 84,500 children) were poor in 2012—up nearly 6 percent since 2000.



US Families in poverty by race 2012-2016 (US Census / ACS2016 / NHGIS)

■ White ■ Black ■ Hispanic or Latino ■ Asian or Pacific Islander

Detailed base map (dark) (Google)

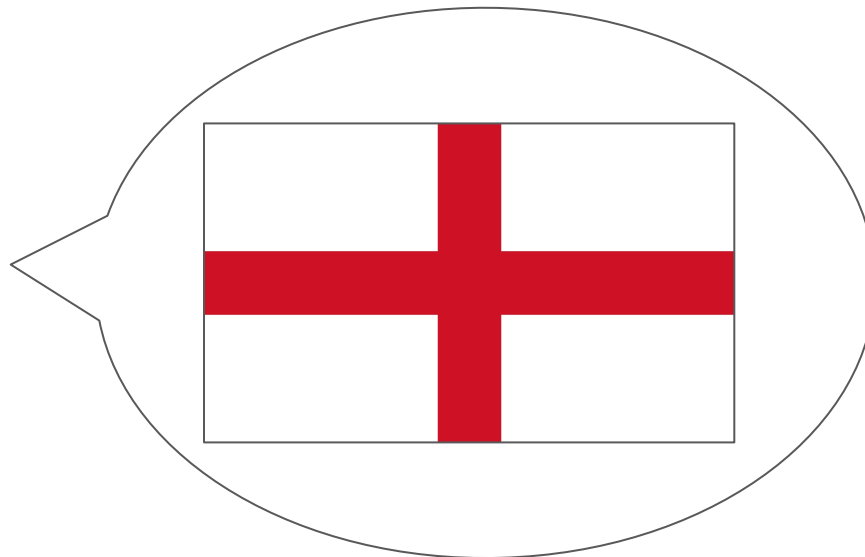
2016

EarthTime  
CMU CREATE Lab

Base Layer © OpenMapTiles, © OpenStreetMap

# Immigrants and People with Limited English Proficiency

# Seven percent of Allegheny County residents spoke a language other than English at home in 2017



Source: 2017 American Community Survey Table S1601, Wikipedia - [https://en.wikipedia.org/wiki/Gallery\\_of\\_sovereign\\_state\\_flags](https://en.wikipedia.org/wiki/Gallery_of_sovereign_state_flags)

Icon arrays generated using code made available by <http://www.iconarray.com>



# Of the people that don't speak English at home...

30,000 **DON'T** speak English “very well”

This many people could almost fill PNC Park.



58,000 **DO** speak English “very well”

This many people could almost fill Heinz Field



Source: 2017 American Community Survey Table S1601

Omni Hotels & Resorts <https://www.omnihotels.com/hotels/pittsburgh-william-penn/things-to-do/area-attractions/pnc-park>

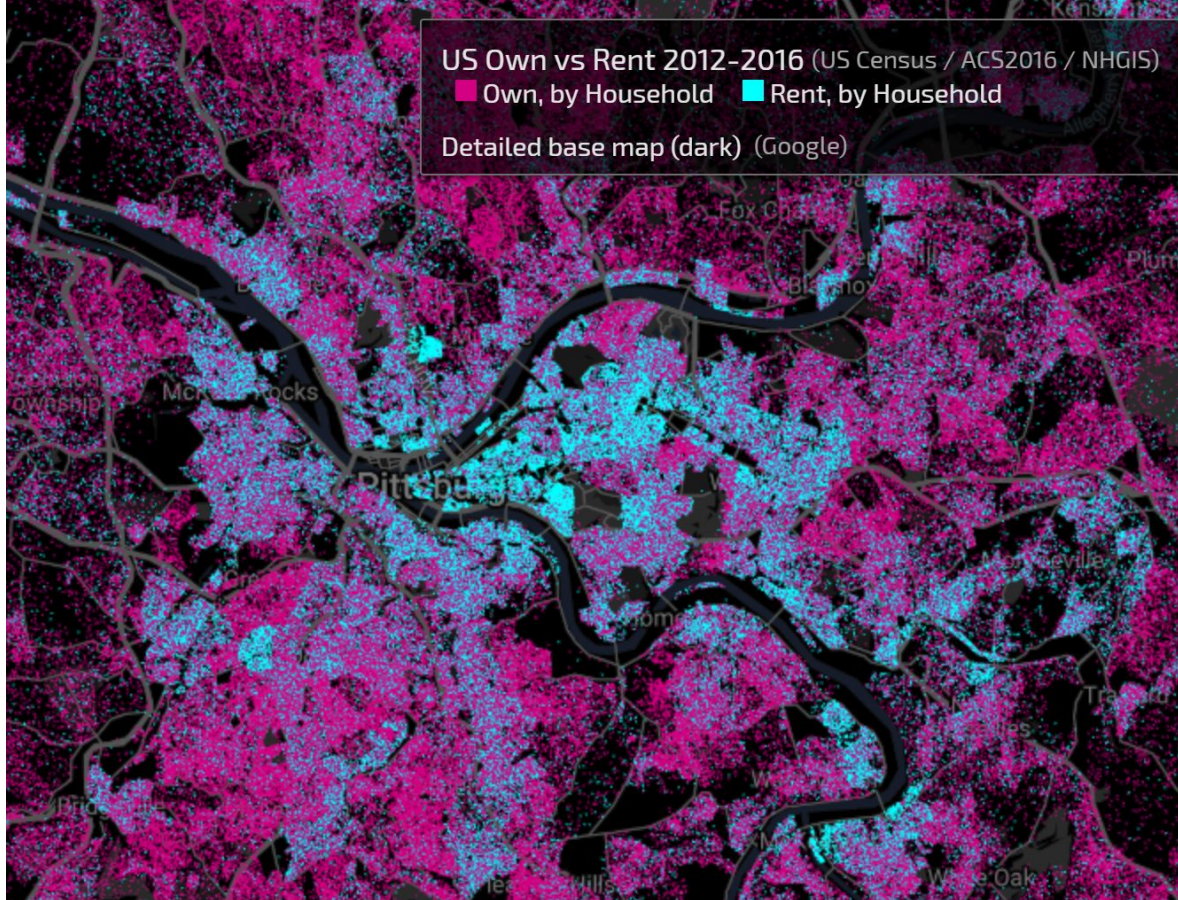
Wikimedia Commons [https://commons.wikimedia.org/wiki/File:Heinz\\_Field01.jpg](https://commons.wikimedia.org/wiki/File:Heinz_Field01.jpg)



People who rent, move often, and live in crowded or multi-family housing

# Renters

- Just over one-third of County households rented in 2017
- About half of renters (2017) moved between 2015-2017



2017 American Community Survey, CMU Create Lab EarthTime

[https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_17\\_1YR\\_CP04&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_CP04&prodType=table)

[https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_17\\_1YR\\_B25038&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_B25038&prodType=table)

[https://earthtime.org/explore#waypointIdx=4&theme=pittsburgh\\_2020\\_census&story=default&waypoints=1rCiksJv4aXi1usl0\\_9zdl4v5vuOfiHgMRidiDPt1WfE.0](https://earthtime.org/explore#waypointIdx=4&theme=pittsburgh_2020_census&story=default&waypoints=1rCiksJv4aXi1usl0_9zdl4v5vuOfiHgMRidiDPt1WfE.0)



**Homeless**



**Unstable Housing**

**Difficult to Access Units**



**Students**



**Subsidized Housing**



**Specialized Care**



**Itinerant Workers**



**Seasonal Workers**



**Unconventional Housing**



People without easy access to the  
Internet

# Internet facts

Nine in ten American adults use the Internet



Two-thirds of Americans have broadband at home



One in five Americans are smartphone-only Internet users



Source: Pew Research Center Internet/Broadband Fact Sheet 2018-02-05 <http://www.pewinternet.org/fact-sheet/internet-broadband/>;

Icon arrays generated using code made available by <http://www.iconarray.com/>;

Icons from the Noun Project: <https://thenounproject.com/> <https://thenounproject.com/search/?q=smartphone&i=682443>

<https://thenounproject.com/search/?q=house&i=1309936> <https://thenounproject.com/search/?q=house&i=656525>

<https://thenounproject.com/search/?q=broadband&i=1920456>



# People Less-Likely to Use the Internet



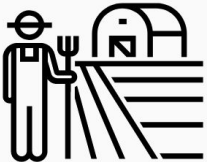
Older adults



People with lower incomes



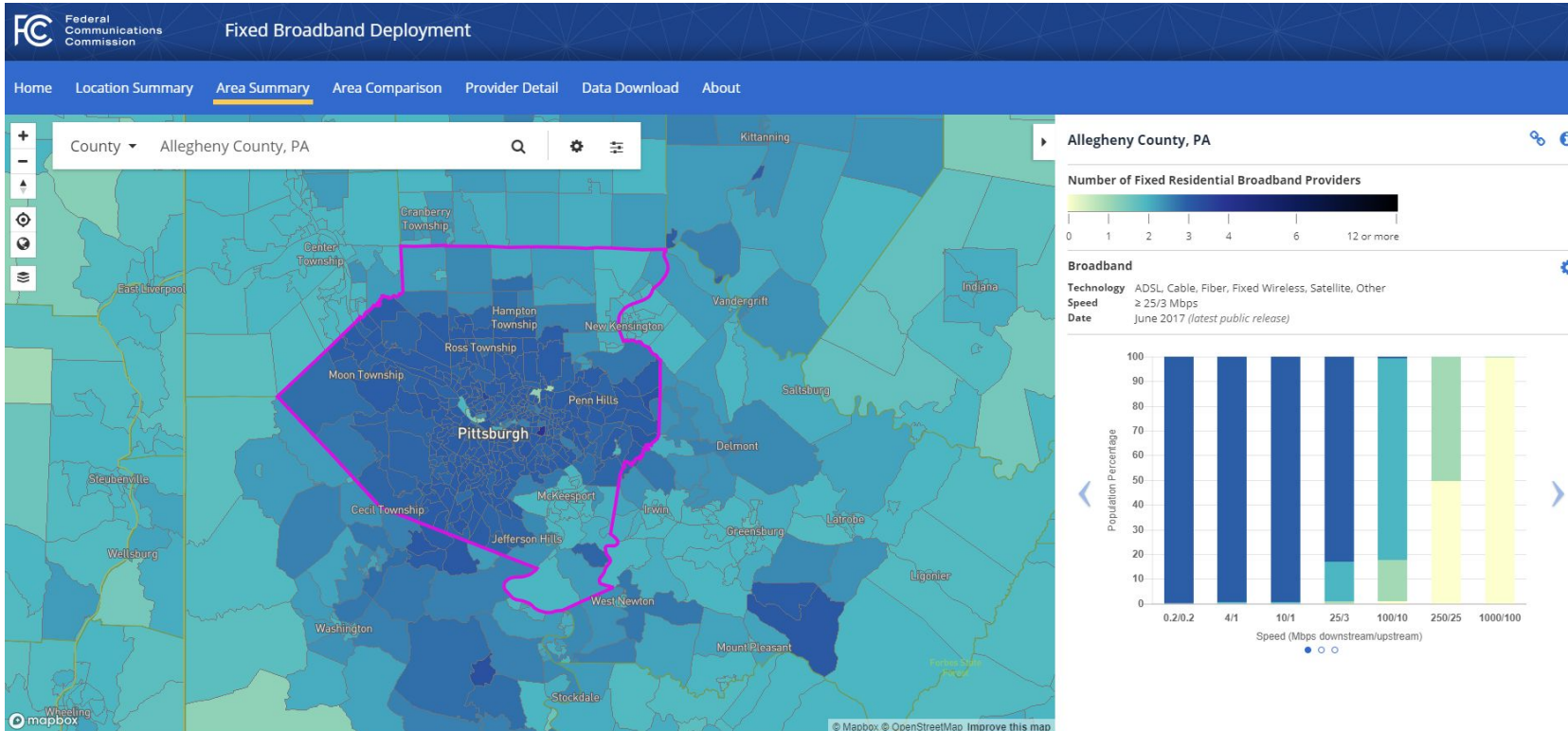
Adults that didn't graduate from high school



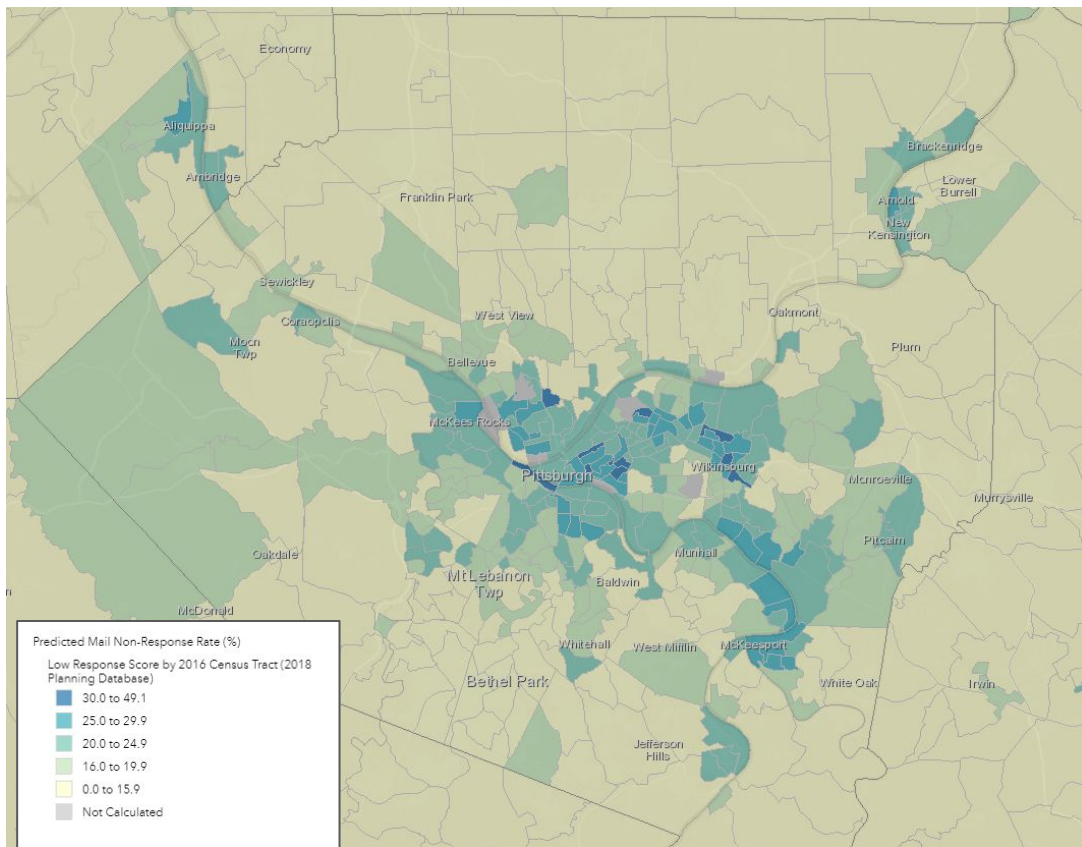
People living in rural communities

Source: Pew Research Center Internet/Broadband Fact Sheet 2018-02-05 <http://www.pewinternet.org/fact-sheet/internet-broadband/>;  
Icons from the Noun Project: <https://thenounproject.com/search/?q=older&i=1823377> <https://thenounproject.com/search/?q=poor&i=9446>  
<https://thenounproject.com/search/?q=not%20a%20graduate&i=1097570> <https://thenounproject.com/search/?q=dont&i=180604>  
<https://thenounproject.com/search/?q=farmer&i=1046386>

# Availability IS NOT Access - These maps mean little for Allegheny County outreach



Where do  
people live that  
the Census  
Bureau thinks  
will be hard to  
count?



Source: Census Response Outreach Area Mapper

<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=64f6a4d47e864b9699af6ce6338d49bd>

# 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 households** in all **50 states and Washington, D.C.**

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Questionnaire consisted of **61 questions**



**Adults 18+** were eligible to participate via mail or web



Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate



**Oversampled** Asians, Blacks, Hispanics, and other small-sample races.



Roughly **17,500 people** responded to the survey

We have our work cut out for us...

- 70% of all people responding to CBAMS plan to complete the census
- Only half of the hardest to count plan to respond to the census



# Major Barriers to Participation in the 2020 Census



Apathy & Efficacy



Concerns about data  
confidentiality & privacy



Fear of  
Repercussions



Distrust in Government



Few Perceive  
Personal Benefits

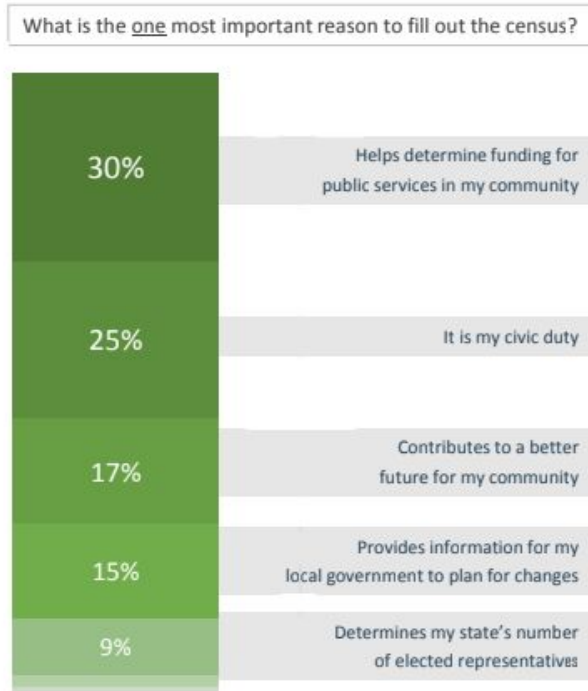
Team Y&R

United States  
Census  
2020

Source: 2020 Census Barriers, Attitudes, and Motivators Study

[https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg\\_vmKSmbCPF/view](https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view)

# What motivates people to respond to the Census?



TeamY&R

United States  
Census  
2020

Source: 2020 Census Barriers, Attitudes, and Motivators Study

[https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg\\_vmKSmbCPF/view](https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view)

# Three Takeaways from the CBAMS Survey and Focus Groups

Source: 2020 Census Barriers, Attitudes, and Motivators Study

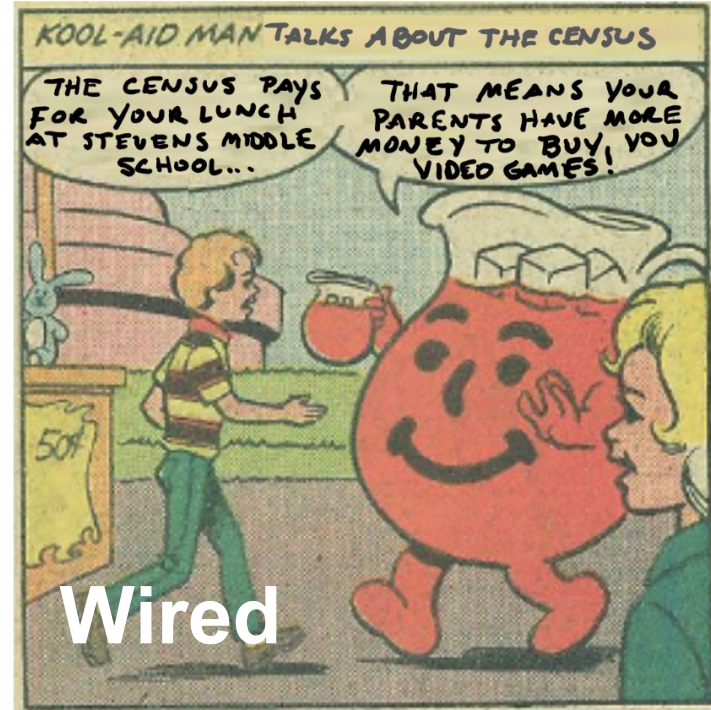
[https://drive.google.com/file/d/1a9mlHXM6uLHDpaW5-AVaJg\\_vmKSmbCPF/view](https://drive.google.com/file/d/1a9mlHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view)

1: Many people **don't understand** the importance of the census or know about the rules and procedures to protect privacy and confidentiality.





2: Don't be generic! People are most-receptive to messages that highlight how the census impacts their local community or their personal life.



Source: WalMart <https://www.walmart.com/ip/Great-Value-Fruit-Punch-12-Oz/10534406>

The Adventures of Koal-Aid Man [http://3.bp.blogspot.com/-neFsWGzh5Mg/VY8cOi7\\_ezI/AAAAAAACbs/ER8clzHSxo0/s1600/Picture%2B029.jpg](http://3.bp.blogspot.com/-neFsWGzh5Mg/VY8cOi7_ezI/AAAAAAACbs/ER8clzHSxo0/s1600/Picture%2B029.jpg)

3: Hearing something from **trusted voices** is most likely to overcome skepticism, misinformation, and address people's legitimate concerns about the census.



Jordan Strauss/Invision/AP Images



John Shearer/WireImage



Carlos Alvarez/Getty Images

\*2013 Most-Trusted People in America

Explore maps and data at this link!

<https://arcg.is/1LaLLK>