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

https://demographics.virginia.edu/DotMap/
https://www.census.gov/quickfacts/alleghenycountypennsylvania
Families with Children and Single-Parent Households
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

https://factfinder.census.gov/faces$tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_S1101&prodType=table
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.

In the Pittsburgh region, about one in six children (or 84,500 children) were poor in 2012—up nearly 6 percent since 2000.
Immigrants and People with Limited English Proficiency
Seven percent of Allegheny County residents spoke a language other than English at home in 2017.


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
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_B25038&prodType=table
https://earthtime.org/explore#waypointIdx=4&theme=pittsburgh_2020_census&story=default&waypoints=1rCiksJv4aXi1usI0_9zdI4v5vuOifHgMRidIDPl1WfE.0
Students
Subsidized Housing
Seasonal Workers
Unconventional Housing
Itinerant Workers
Unstable Housing
Difficult to Access Units
Homeless
Specialized Care
Seasonal Workers
Unstable Housing
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

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=don't&i=180604] [https://thenounproject.com/search/?q=farmer&i=1046386]
Availability IS NOT Access - These maps mean little for Allegheny County outreach

Source: https://broadbandmap.fcc.gov/
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.

- 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

Source: 2020 Census Barriers, Attitudes, and Motivators Study
https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view
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

Source: 2020 Census Barriers, Attitudes, and Motivators Study
https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view
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

Source: 2020 Census Barriers, Attitudes, and Motivators Study
https://drive.google.com/file/d/1a9mIHXM6uLHDpaW5-AVaJg_vmKSmbCPF/view
What motivates people to respond to the Census?

- 30% Helps determine funding for public services in my community
- 25% It is my civic duty
- 17% Contributes to a better future for my community
- 15% Provides information for my local government to plan for changes
- 9% Determines my state’s number of elected representatives

Source: 2020 Census Barriers, Attitudes, and Motivators Study
https://drive.google.com/file/d/1a9mlHXM6uLHDpaW5-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
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 Kool-Aid Man [http://3.bp.blogspot.com/-neFsWGzhSMg/VY8cOi7_ezI/AAAAAAAACbs/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.

Source: Reader’s Digest 2013 Most-trusted Americans Poll
Explore maps and data at this link!

https://arcg.is/1LaLLK