

HOW TO USE THE MAP

Search by Congressional or state district

You can zoom to any district in the country (example below at left) 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.

When you use the district search box, you can type a state name, district number, or even a representative's name and you'll see a list of results. Click or tap your district to zoom to it on the map.

Enhance your campaign for an adequate Census budget

When you search for a district, the results provide contact info for each congressional & state representative. You can also copy a link to your district search results, and share on Facebook, Twitter, or email.

Zoom to any tract for its hard-to-count info

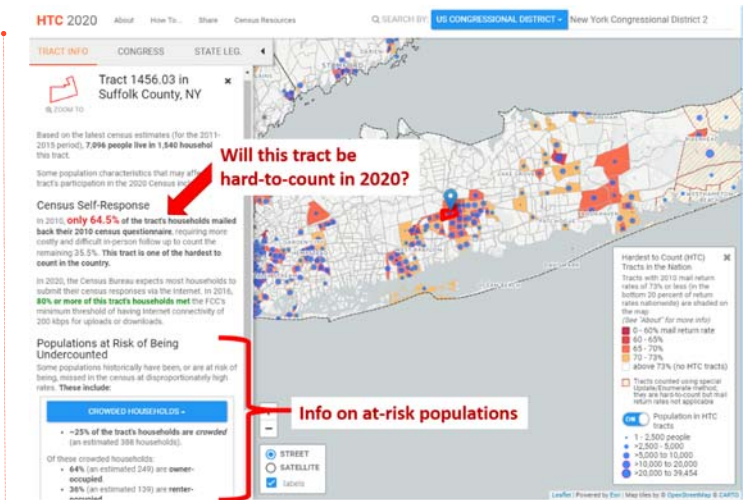
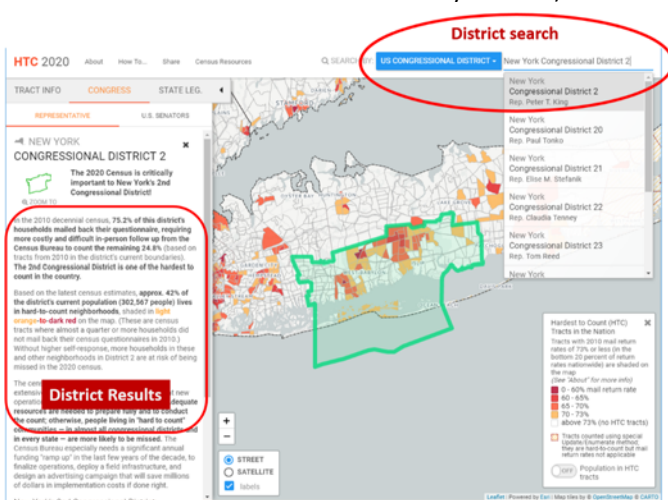
The map color-shades the hardest-to-count tracts in the country. You can click or tap on any tract (or search by address) to find

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 (example below at right), such as children under 5, households with poor Internet access, recent immigrants, and more.

Shading for percent; blue circles for number

The map's color-shading portrays the **percent** of households in 2010 that returned their census questionnaire by mail (**dark red** represents fewer than 60% of households self-responded; **light orange** indicates up to 73% responded). You can also display the **number** of people in hard-to-count tracts. In the legend, select the option that says "Population in HTC tracts". This will display a blue circle on each HTC tract. The size of the circle corresponds to the tract population.



THE "HARD TO COUNT" POPULATION

The goal of the decennial census is to count each person in the U.S. based on their residence as of April 1. For the 2020 census, each household in the U.S. will either receive mailed instructions on how to fill out the census questionnaire online, or they will receive the actual question-

naire. The Census Bureau asks that as many households as possible submit their responses to this questionnaire via the Internet or by mail — this is the *self-response* component of the decennial census. In prior censuses, the self-response rate in many parts of the country has

been relatively high. But in other parts of the country & for some population groups, **the self-response rate has been relatively low**. Households may not have submitted their census questionnaire for various reasons, such as having language difficulties, concerns about trust in govern-

ment, or otherwise. **These areas and population groups are considered "hard to count"**, because the Census Bureau sends enumerators into the field to talk with each non-responding household one-by-one. This "non-response follow-up" component of the census can be difficult, time-consuming, & costly (to the Bureau and to tax

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...“HARD TO COUNT” POPULATION (CONTINUED)

payers). And if these groups and their communities are not counted fairly & accurately, they will be deprived of equal political representation and vital public and private resources.

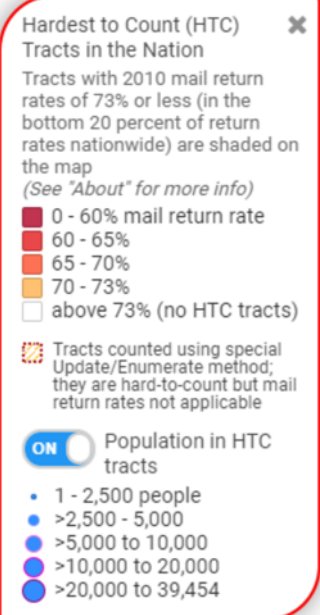
For the purpose of this map, a census tract is considered hard-to-count (HTC) if its self-response rate in the 2010 decennial census was **73% or less**. If 73% or fewer of the tract's households that

received a census questionnaire mailed it back to the Census Bureau, it is shaded in **light orange-to-dark red** as a hard-to-count tract on the map (see legend at right).

This measure of self-response for the 2010 census is called the **mail return rate**. It represents the **percent of occupied housing units only** whose residents answered the census in the

self-response stage of the count.

The 73% threshold is used because it represents all tracts nationwide that are in the bottom 20 percent of 2010 mail return rates — i.e., the worst 20% of return rates. This is consistent with the definition of hard-to-count tracts from the 2010 census outreach campaign.



OTHER HTC METRICS

Other ways of identifying and describing hard-to-count populations include:

Low Response Scores

The Census Bureau has developed a statistical model that uses population data to assign a "low response score" to each tract. The Bureau states that these scores "predict low census mail return rates and are highly correlated (negatively) with census and survey participation." At this point, the Bureau's research indicates that this statistical model explains only 55% of the variation around the predicted response rate. The Bureau will be refining this statistical model leading up to the 2020 Census using more recent demographic data. As its predictive power improves, we may incorporate these scores into the Census 2020 Hard to Count map, as well.

Population groups with increased risk of being undercounted

Historically, the census has undercounted young children, people of color, rural residents, & low-income households at higher rates than other population groups. Also, groups with low self-response rates in prior censuses or census tests include "linguistically isolated" households; frequent movers; foreign born residents; households below the poverty line; large (i.e. overcrowded) households; low educational attainment households; & single-parent headed households. And people who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. In the Census 2020 HTC application, statistics on these groups for each tract are presented when a tract is selected on the map.

Households with no computer or inadequate Internet access

The Census Bureau plans to encourage most households to answer their 2020 census questionnaire via the Internet. As a result, households with poor Internet connectivity or, worse, no computer will be at risk of being undercounted. The Census 2020 HTC map application highlights tract-level household Internet access based on data from the Federal Communications Commission (FCC).