

California and the 2020 Census

February 13, 2019

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Supported with funding from the California Endowment, the California Health Care Foundation, the California Community Foundation, the Silicon Valley Community Foundation, and Sunlight Giving



PPIC

PUBLIC POLICY
INSTITUTE OF CALIFORNIA

PPIC's goal is to increase knowledge and awareness about the importance of the 2020 Census

- Provide a steady stream of trusted, nonpartisan information
- Engage diverse audiences, including policymakers, philanthropy, business leaders, community leaders, the media
- Offer opportunities for dialogue and inspire collaborative responses to the challenge of the 2020 Census
- Support for a two-year effort comes from a coalition of funders

PPIC is producing a wide array of products, events

- Fact sheets and in-depth reports
- Blog posts, including a series on hard-to-count communities
- Videos in English and Spanish
- Events
 - March 25 in Sacramento with Secretary of State Padilla
 - Numerous regional events
- For more detail, visit <https://www.ppic.org/topics/trending-2020-census/>

An accurate count is critical for California

- Nearly a quarter of the state's spending comes from federal funding tied to census statistics
- An undercount of Californians could cost a seat in Congress
- Undercounting hard-to-count populations could shift representation away from communities of color
- The state is increasingly hard to count

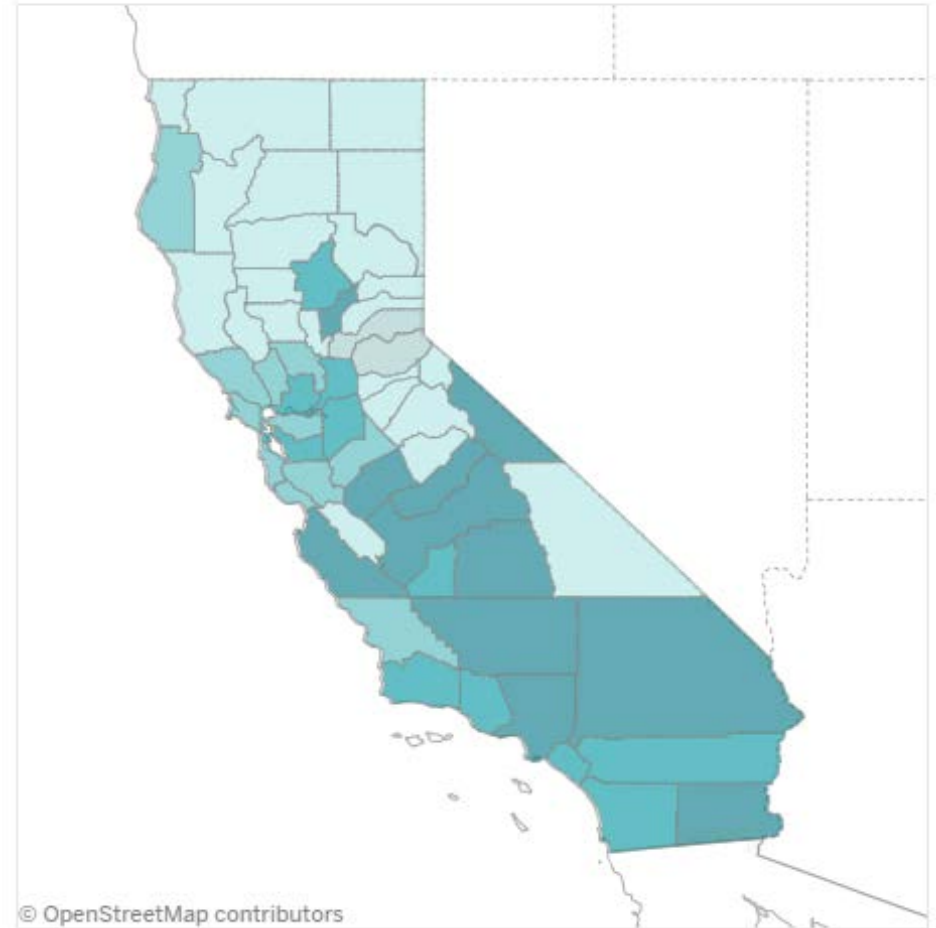
Substantial state funding will go toward reaching hard-to-count (HTC) communities

- \$90.3 million in 2018-19; \$50 million proposed for 2019-20
- County and tribal governments opt-in to preset amounts
 - Based on number in HTC tracts (counties) or housing units (tribes)
 - Population-based minimum amount
- Community-based organizations apply for contracts
 - Regional totals based on share of state's HTC population
 - Statewide CBOs target specific populations
- Paid media apply for contracts

PPIC's interactive maps can help funders complement state and local efforts

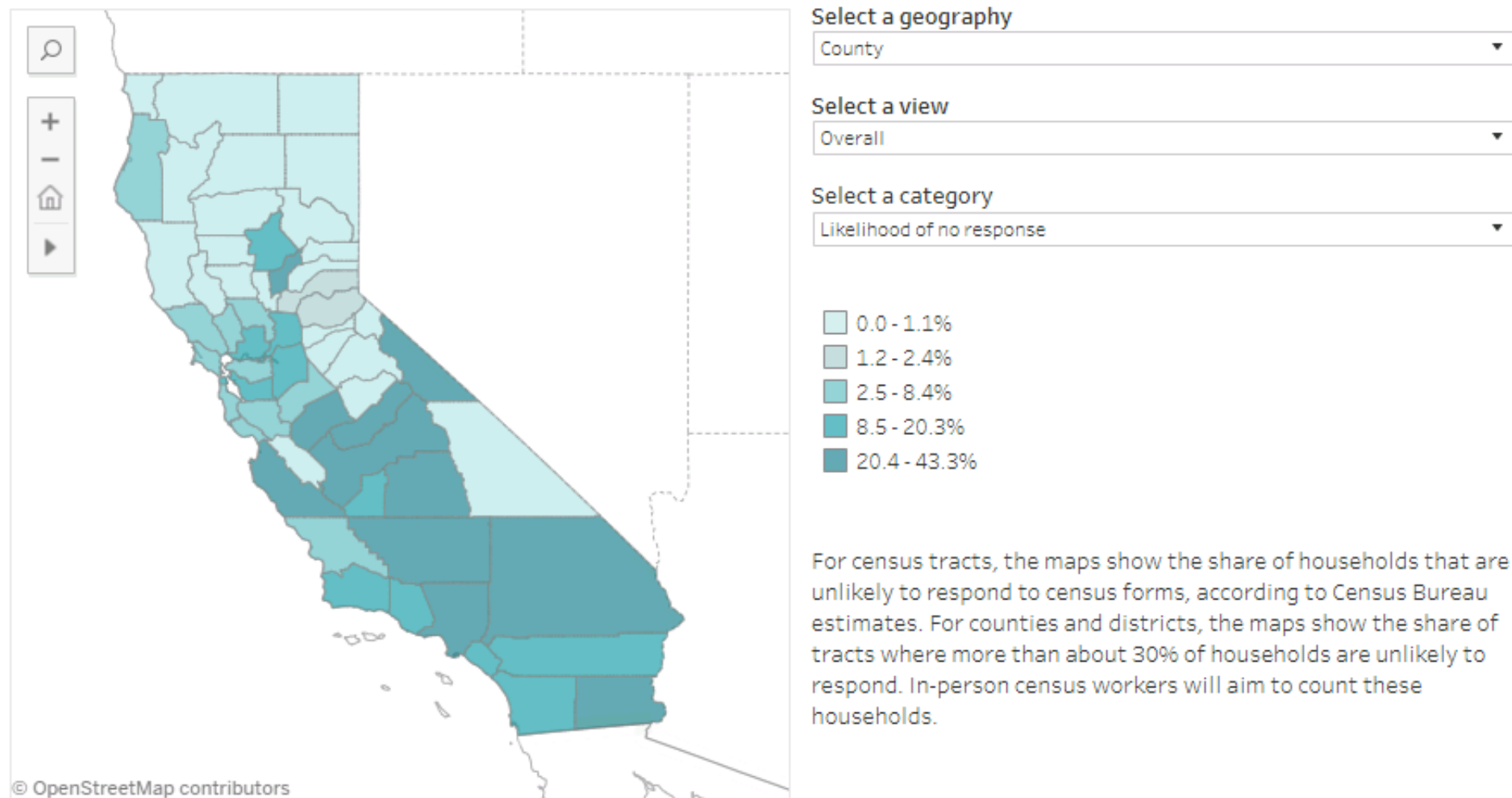
- Where do members of the hard-to-count community I want to reach generally live?
- What factors make the geographic community I want to reach hard to count?

Likelihood of no response



2020 Census Maps: California's Hard-to-Count Communities

Likelihood of no response



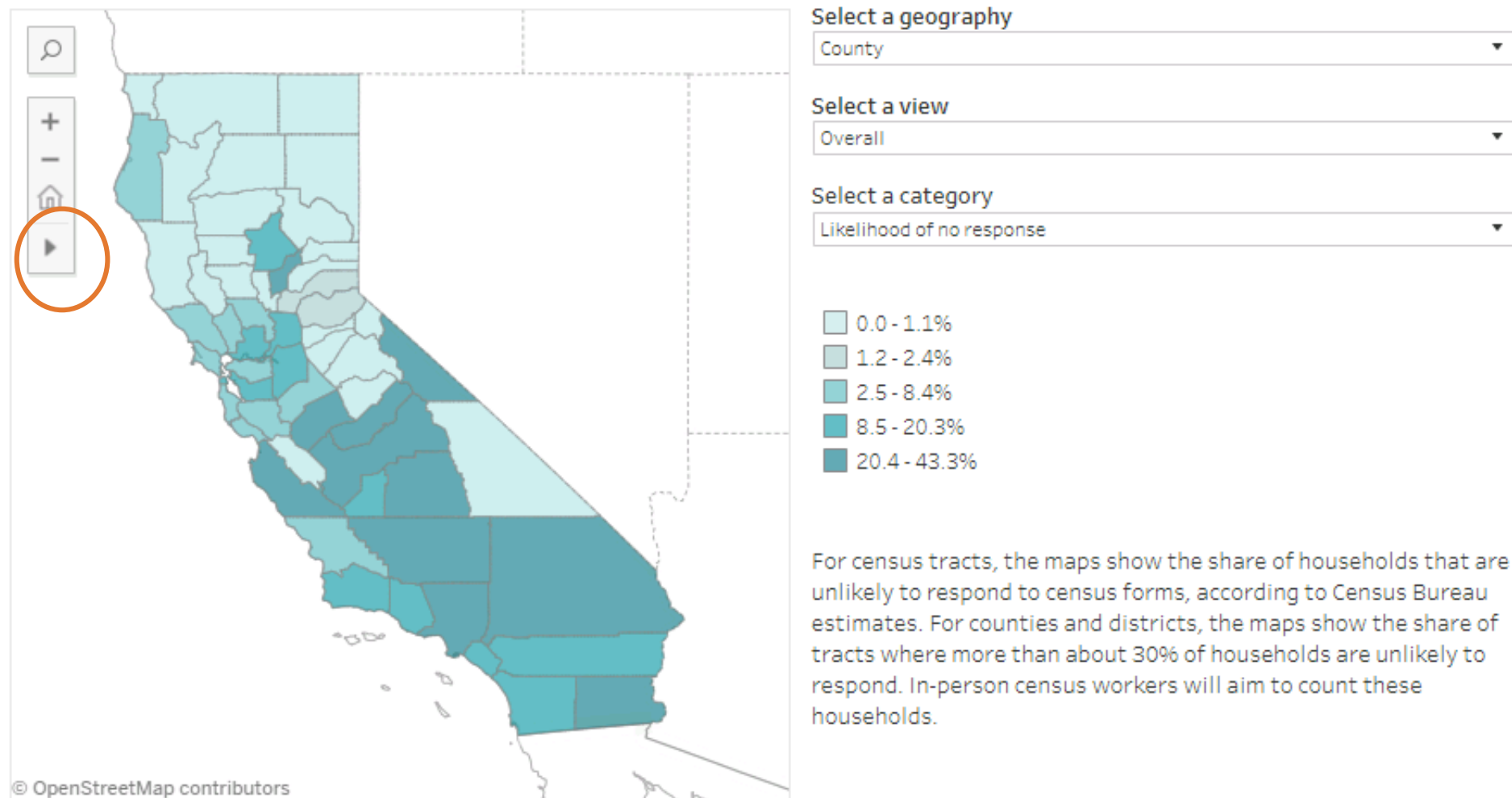
Sources: 2012-16 American Community Survey, 2018 Census Bureau Planning Database, Federal Communications Commission.

Note: Tract-level estimates with high margins of error are marked with asterisks (*). See additional notes in the technical appendix: <http://www.pplic.org/wp-content/uploads/technical-appendix-2020-census-maps-californias-hard-to-count-communities.pdf>

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2020 Census Maps: California's Hard-to-Count Communities

Likelihood of no response



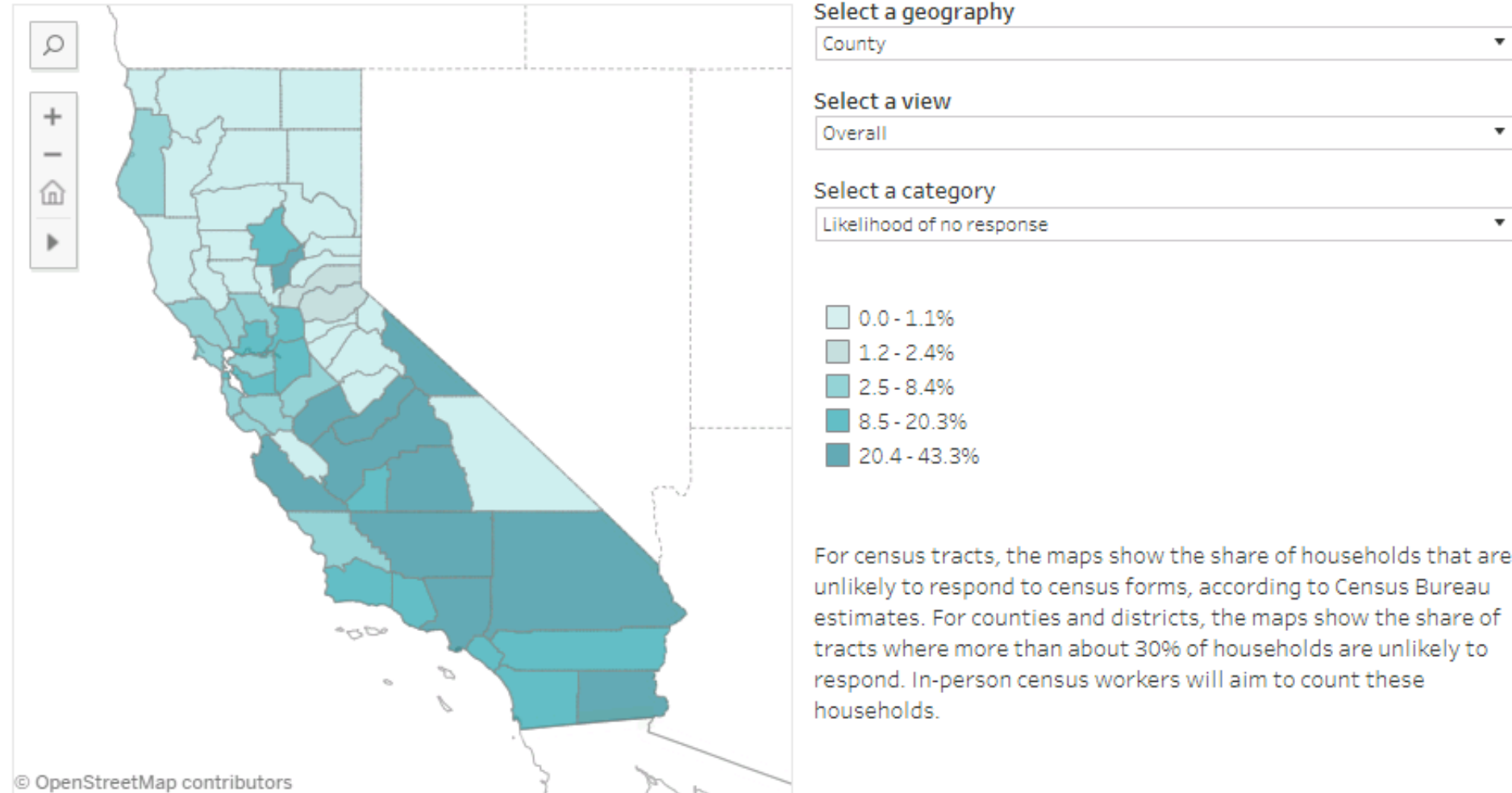
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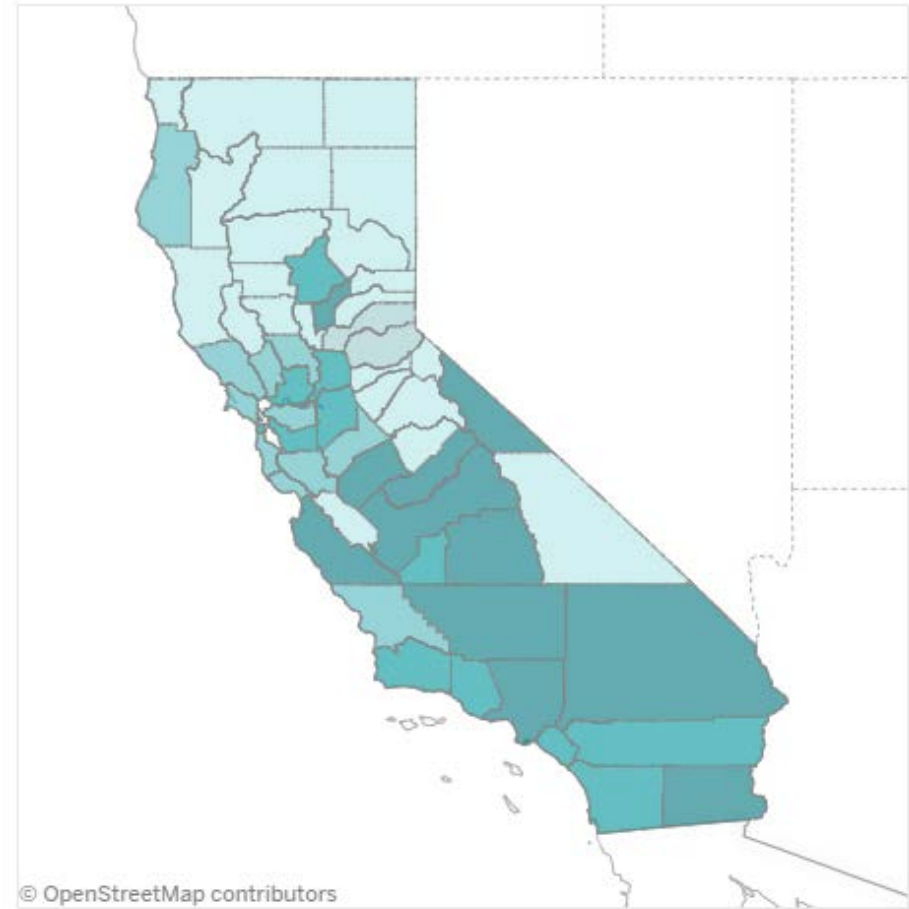
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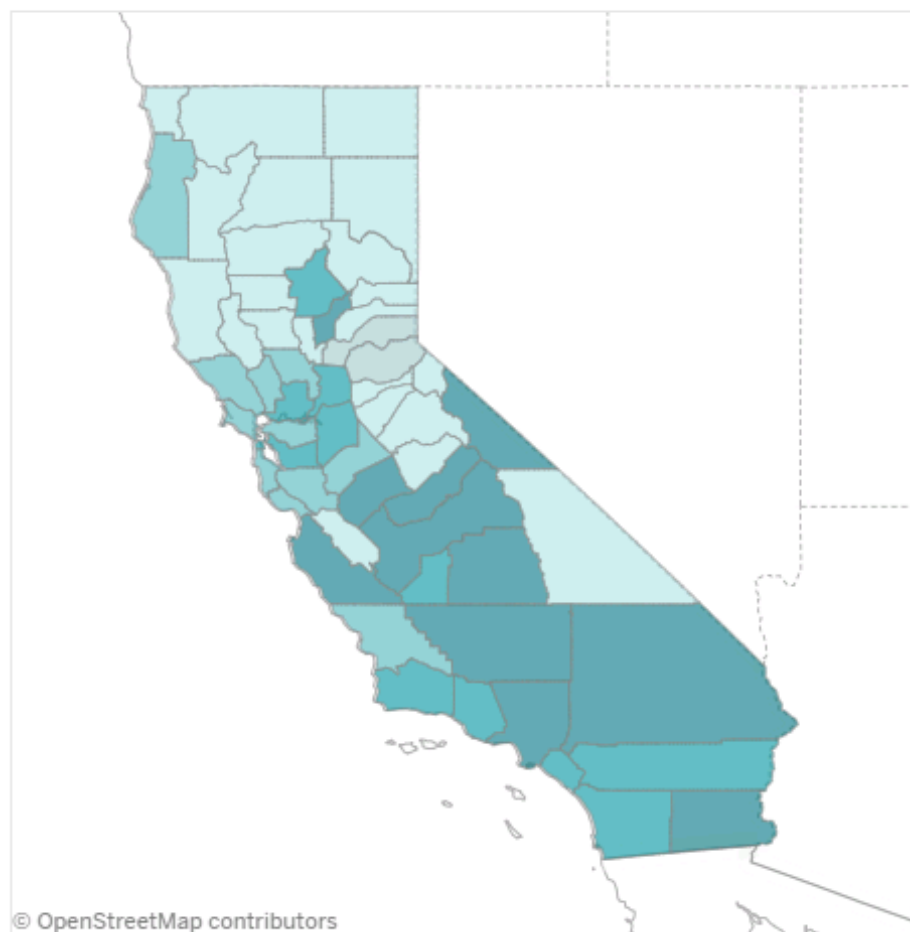
PPIC's interactive maps can help funders complement state and local efforts

- Where do members of the hard-to-count community I want to reach generally live?
- What factors make the geographic community I want to reach hard to count?

Likelihood of nonresponse



Likelihood of no response



Select a geography

County ▼

Select a view

Overall ▼

Select a category

Likelihood of no response ▼

0.0 - 1.1%

1.2 - 2.4%

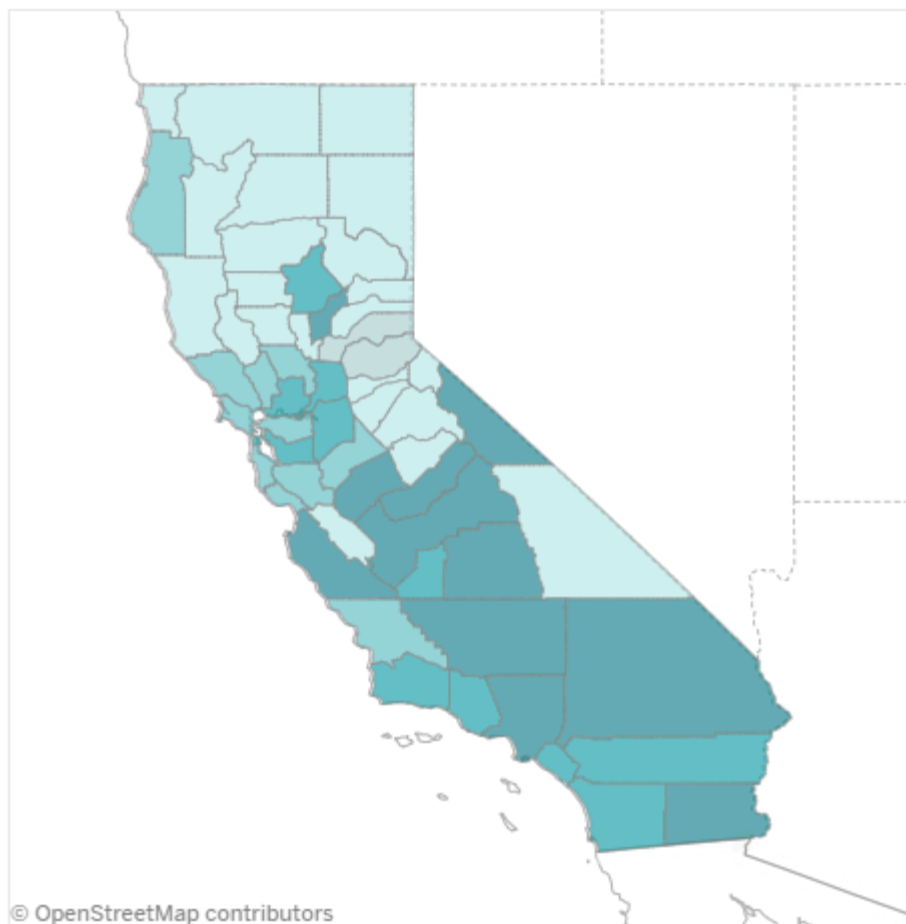
2.5 - 8.4%

8.5 - 20.3%

20.4 - 43.3%

For census tracts, the maps show the share of households that are unlikely to respond to census forms, according to Census Bureau estimates. For counties and districts, the maps show the share of tracts where more than about 30% of households are unlikely to respond. In-person census workers will aim to count these households.

Likelihood of no response



Select a geography

County ▼

Select a view

Overall ▼

Select a category

Likelihood of no response ▼

Likelihood of no response

African Americans, Latinos, and Native Americans

Noncitizens

Young children

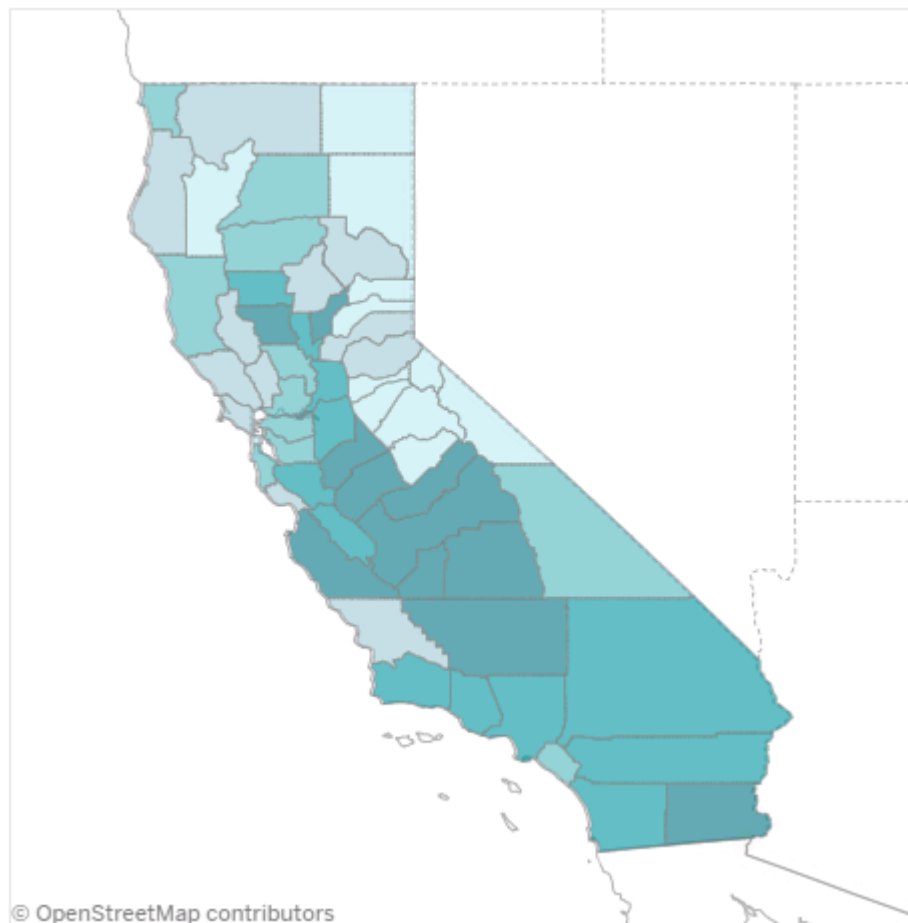
Hard-to-count housing score

High-speed internet connections

20.4 - 43.3%

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Young children



Select a geography

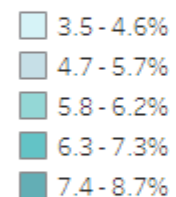
County ▼

Select a view

Overall ▼

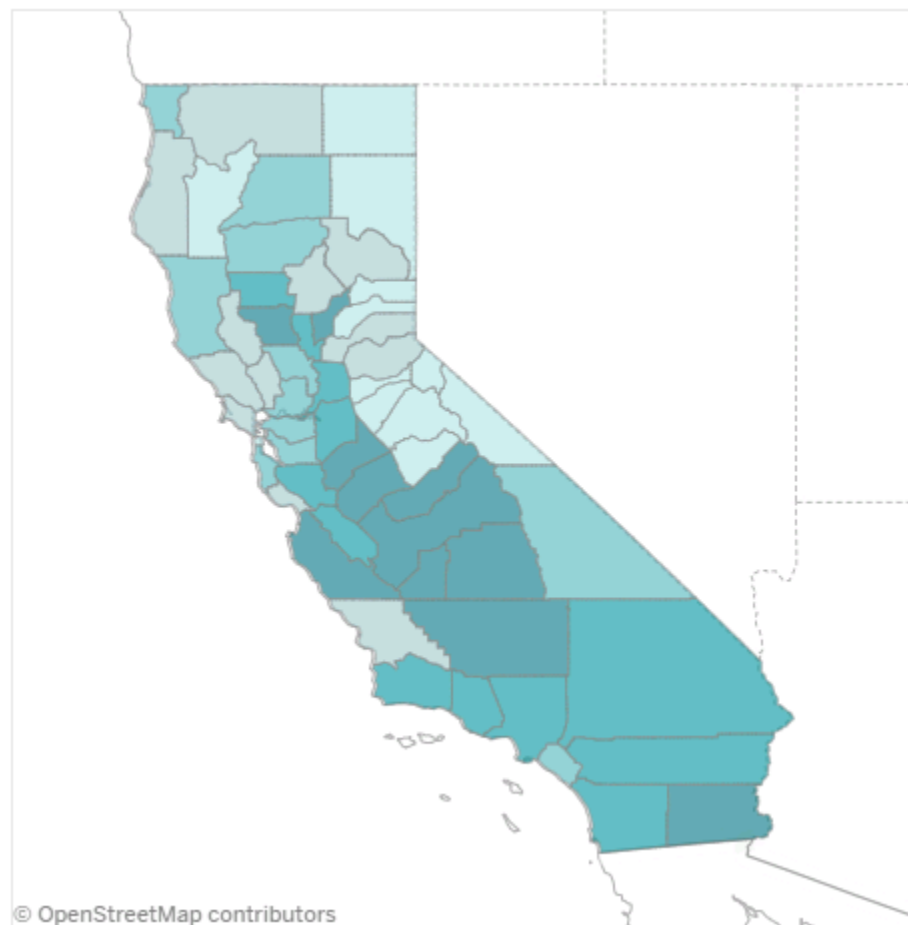
Select a category

Young children ▼



Young children are typically undercounted in the decennial census. This metric shows the share of the population that is under five years old. If trends continue, places with a greater share of young children may be less likely to be counted accurately.

Young children



Select a geography

County

County

US congressional district

State senate district

State assembly district

Select a category

Young children

3.5 - 4.6%

4.7 - 5.7%

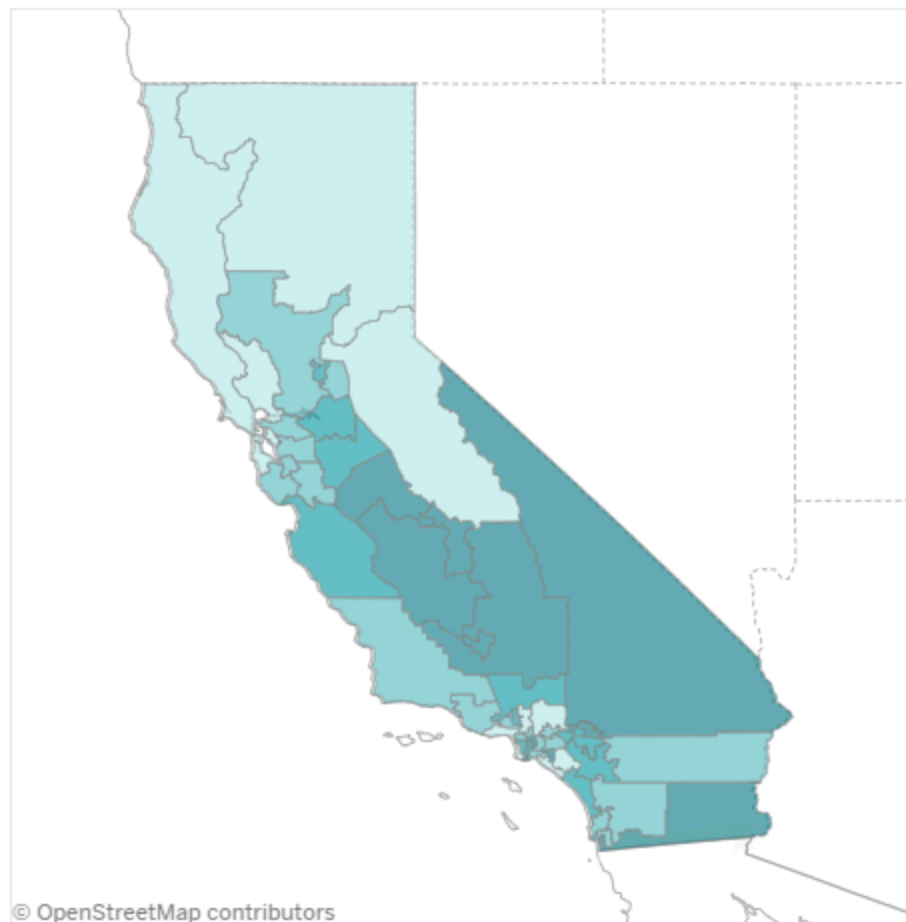
5.8 - 6.2%

6.3 - 7.3%

7.4 - 8.7%

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Young children



Select a geography

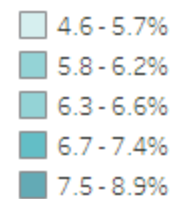
US congressional district ▼

Select a view

Overall ▼

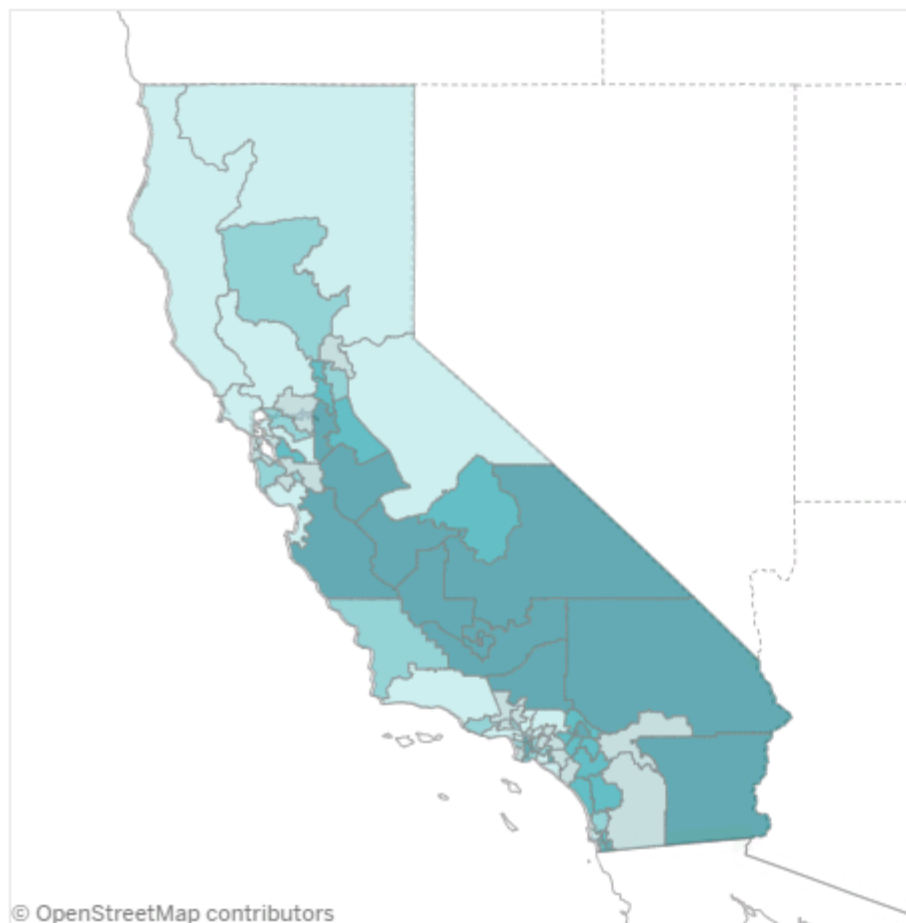
Select a category

Young children ▼



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Young children



Select a geography

State assembly district ▼

Select a view

Overall ▼

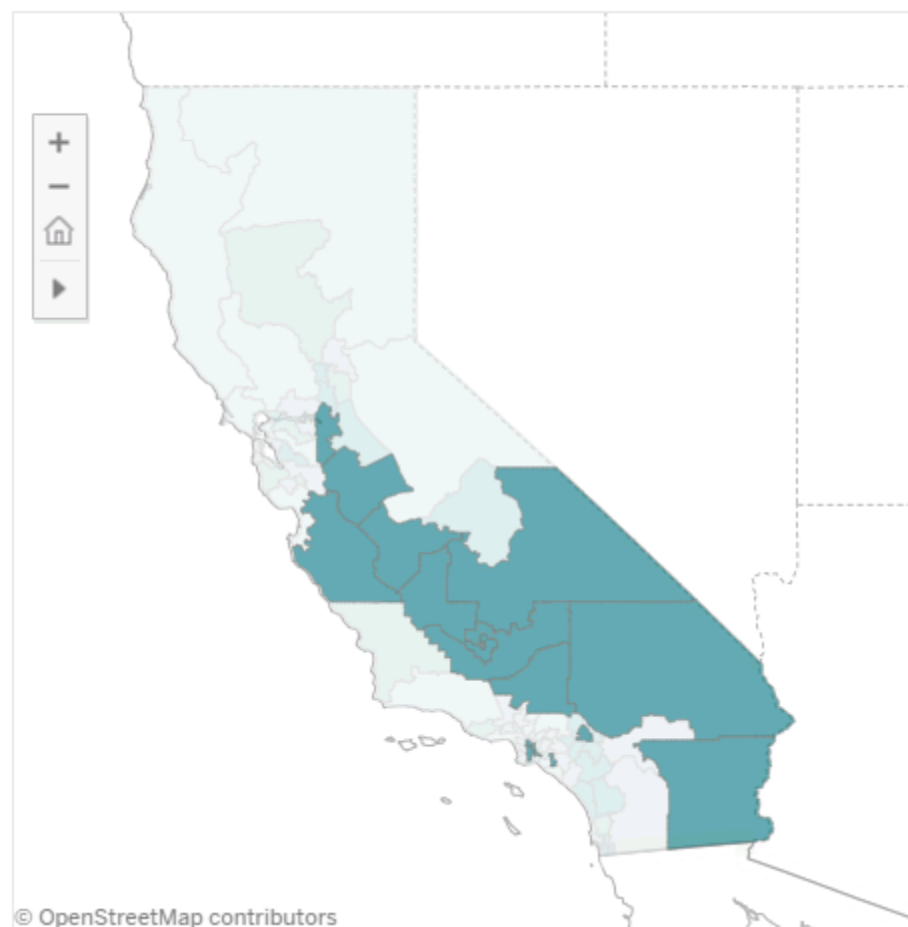
Select a category

Young children ▼

- 4.3 - 5.5%
- 5.6 - 6.3%
- 6.4 - 6.7%
- 6.8 - 7.4%
- 7.5 - 9.2%

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Young children



Select a geography

State assembly district

Select a view

Overall

Select a category

Young children

4.3 - 5.5%

5.6 - 6.3%

6.4 - 6.7%

6.8 - 7.4%

7.5 - 9.2%

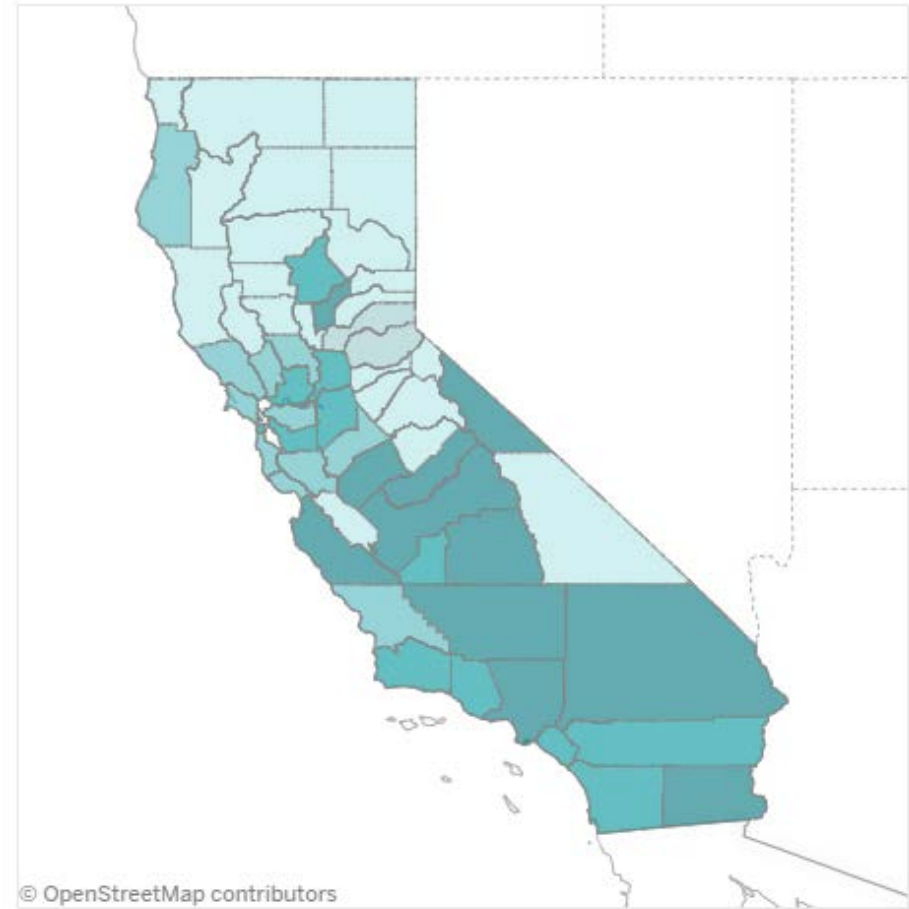
0

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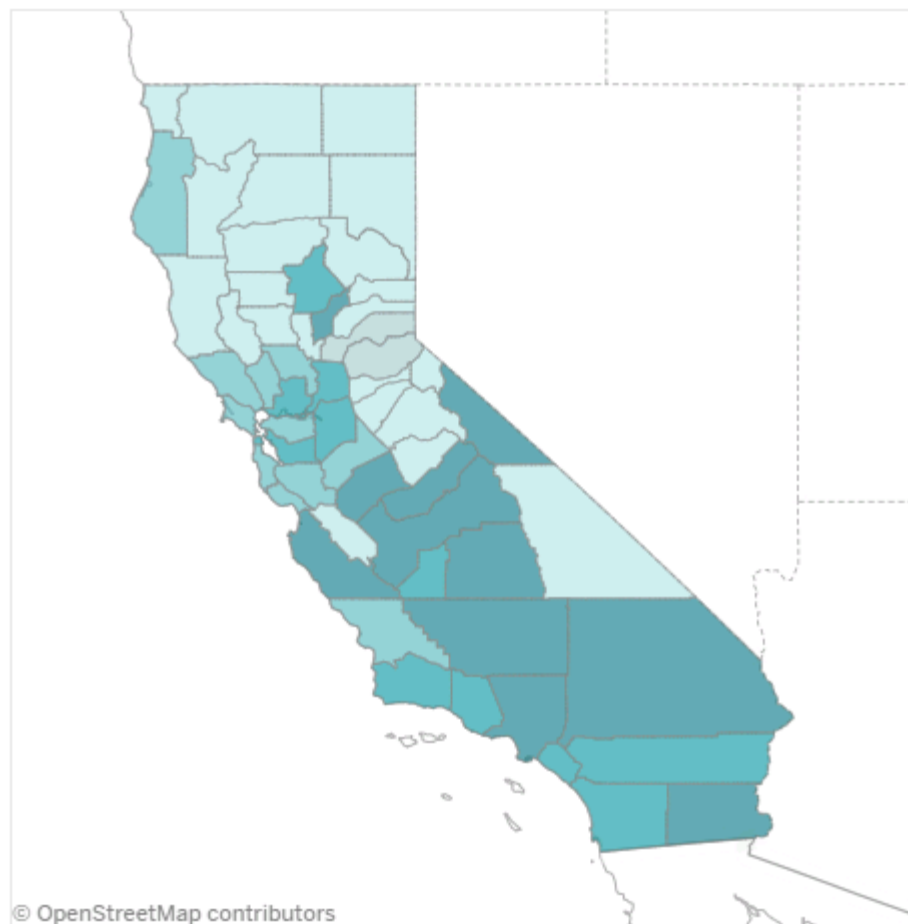
Likelihood of nonresponse



The San Joaquin Valley is likely to be hard to count in many ways

- Relative to the rest of the state, higher population shares of
 - Children under 5
 - Historically undercounted racial/ethnic groups
 - Noncitizens
- High share of housing is nonstandard
- Rural areas have low internet access

Likelihood of no response



Select a geography

County ▼

Select a view

Overall ▼

Overall

Census tracts

Likelihood of no response ▼

0.0 - 1.1%

1.2 - 2.4%

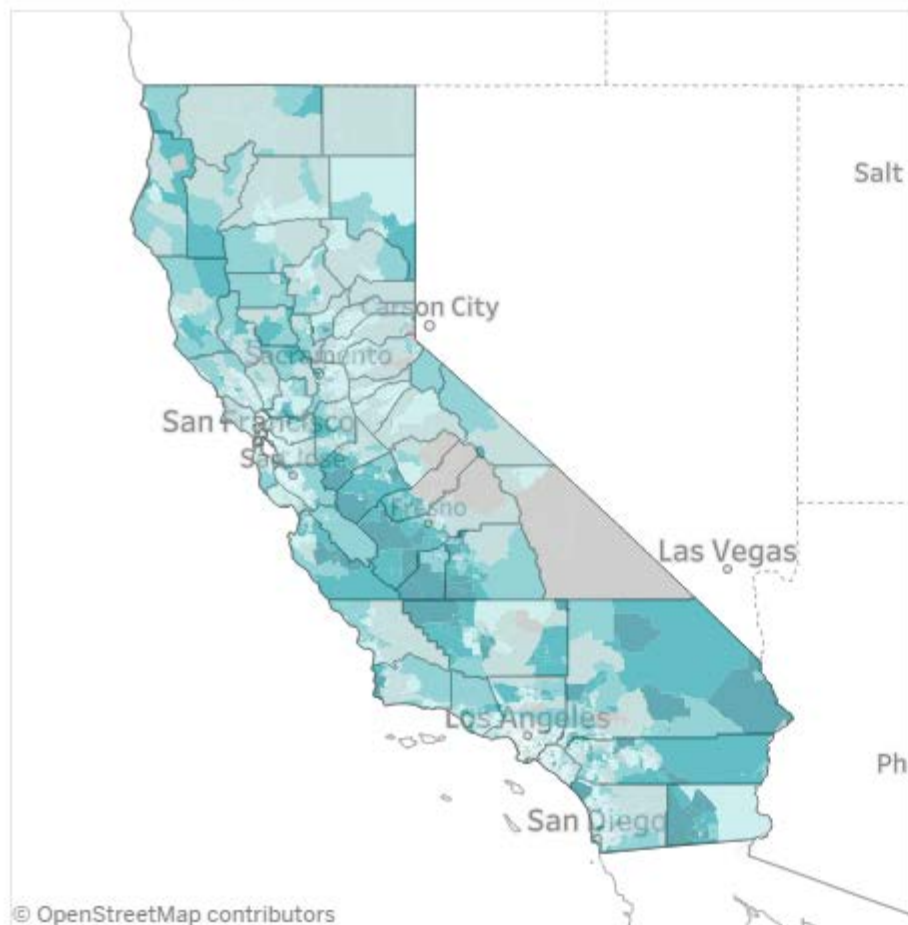
2.5 - 8.4%

8.5 - 20.3%

20.4 - 43.3%

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Likelihood of no response



Select a geography

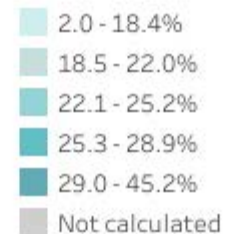
County

Select a view

Census tracts

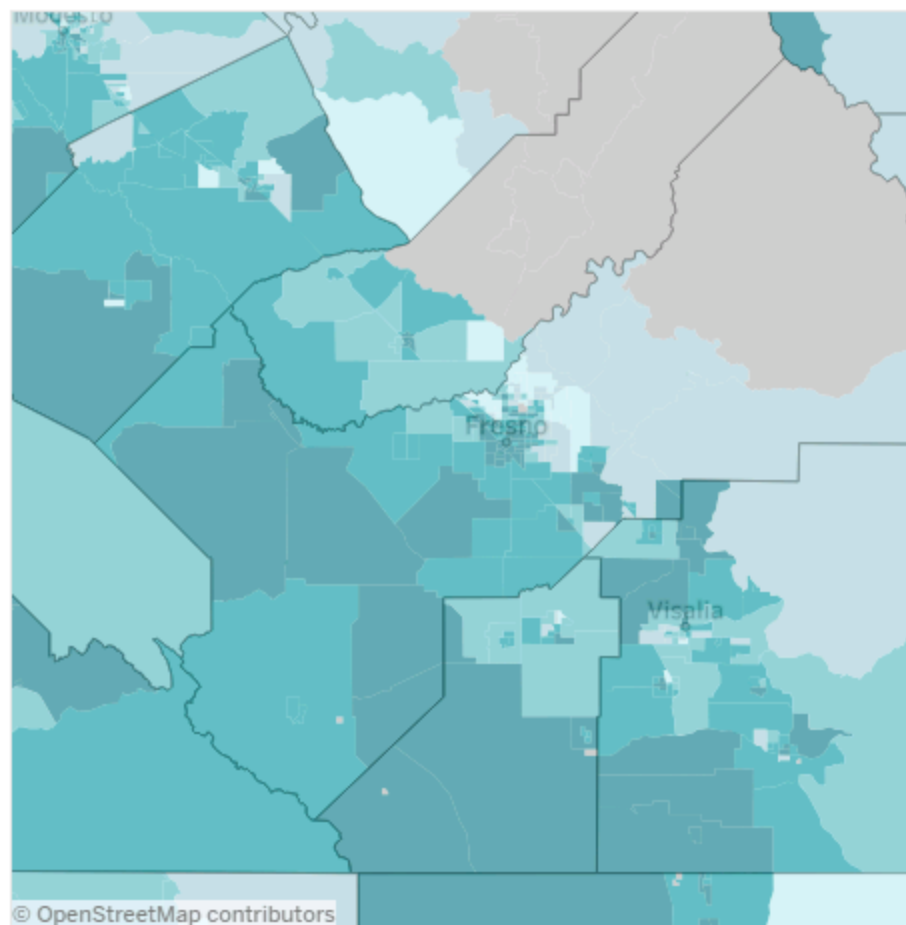
Select a category

Likelihood of no response



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Likelihood of no response



Select a geography

County ▼

Select a view

Census tracts ▼

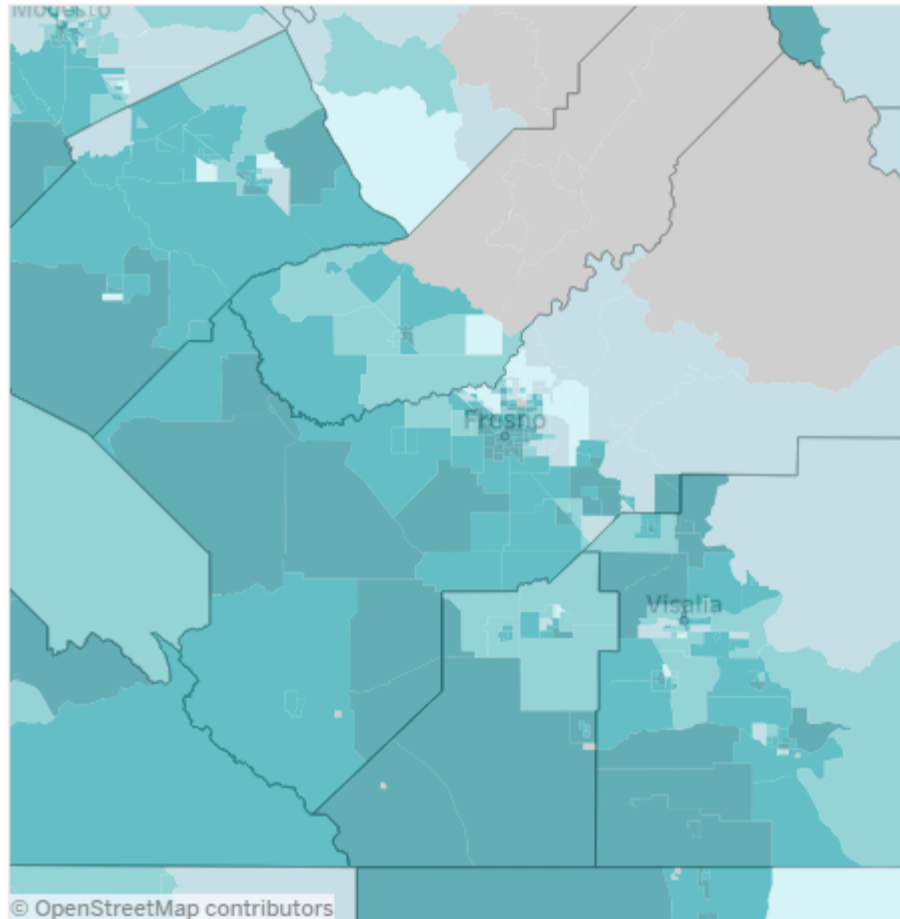
Select a category

Likelihood of no response ▼

- 2.0 - 18.4%
- 18.5 - 22.0%
- 22.1 - 25.2%
- 25.3 - 28.9%
- 29.0 - 45.2%
- Not calculated

For census tracts, the maps show the share of households that are unlikely to respond to census forms, according to Census Bureau estimates. For counties and districts, the maps show the share of tracts where more than about 30% of households are unlikely to respond. In-person census workers will aim to count these households.

Likelihood of no response



Select a geography

County ▼

Select a view

Census tracts ▼

Select a category

Likelihood of no response ▼

Likelihood of no response

African Americans, Latinos, and Native Americans

Noncitizens

Young children

Hard-to-count housing score

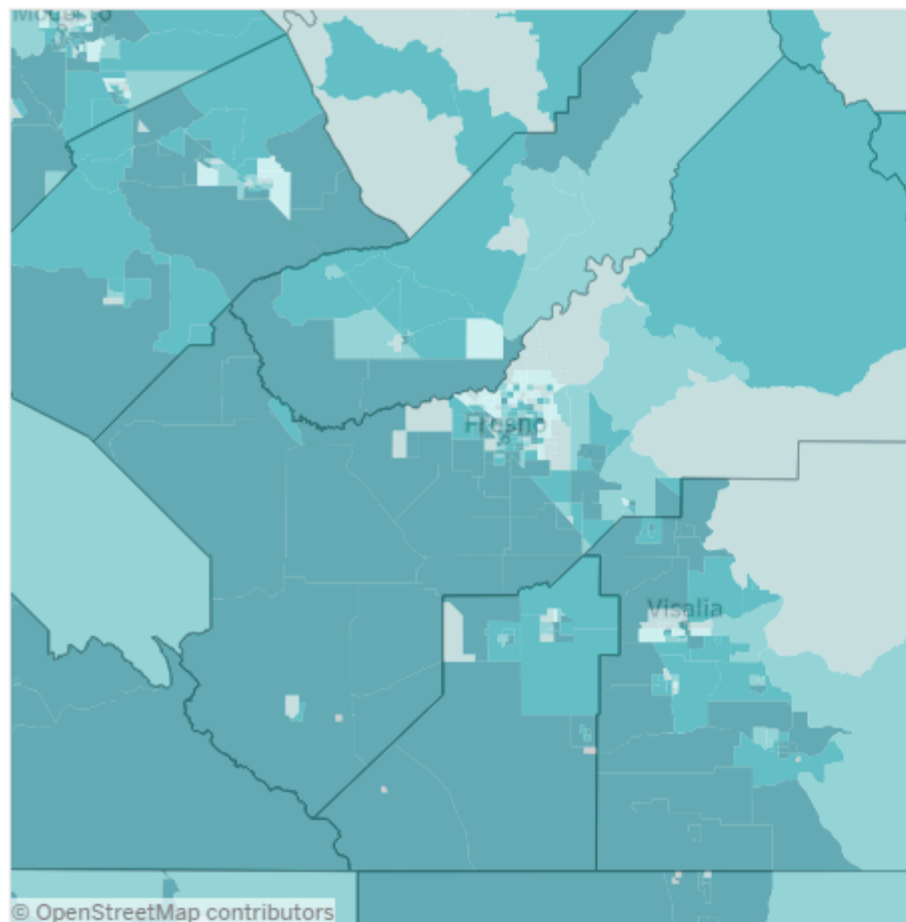
High-speed internet connections

29.0 - 45.2%

Not calculated

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Hard-to-count housing score



Select a geography

County ▼

Select a view

Census tracts ▼

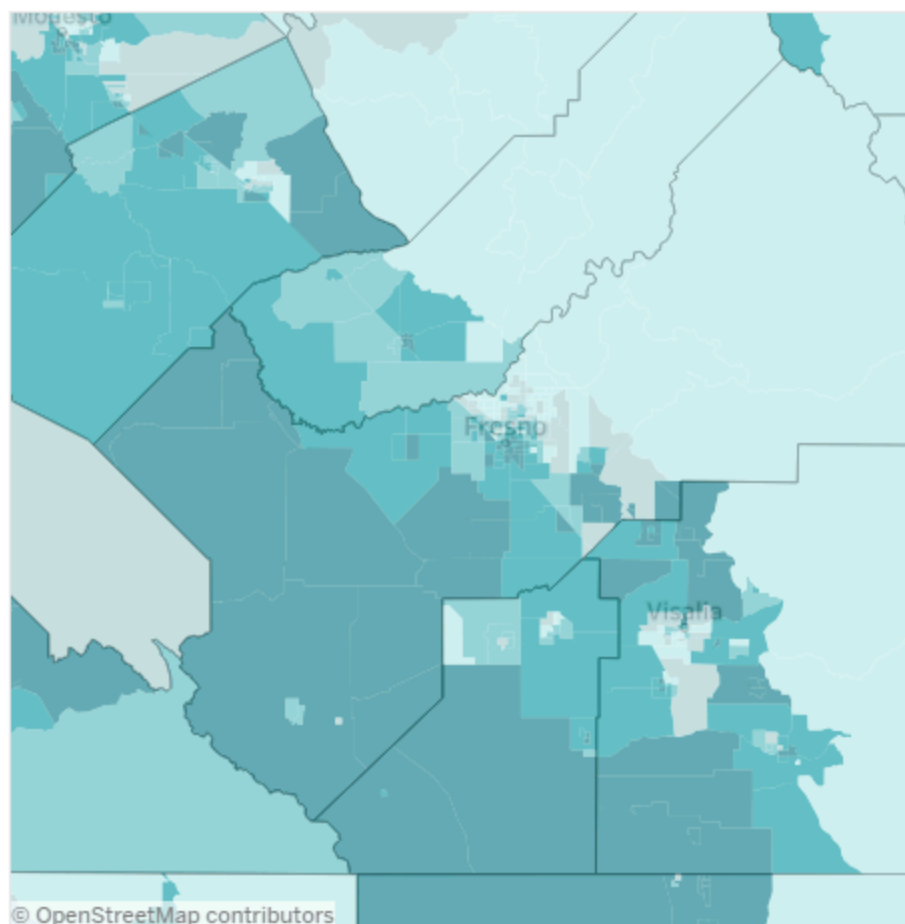
Select a category

Hard-to-count housing score ▼

- 1
- 2
- 3
- 4
- 5
- Not calculated

Renters are typically undercounted in the decennial census. Also, residents in overcrowded or “low visibility” housing—such as garages, trailers, or basements—are often missed. Areas with scores of 4 or 5 may face more challenges counting residents due to their housing conditions. The score is based on the area’s shares of rental units, overcrowded rental units, and mobile homes, relative to other parts of the state.

Noncitizens



Select a geography

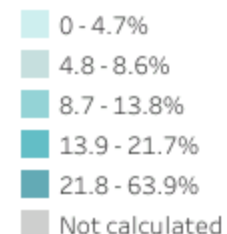
County

Select a view

Census tracts

Select a category

Noncitizens

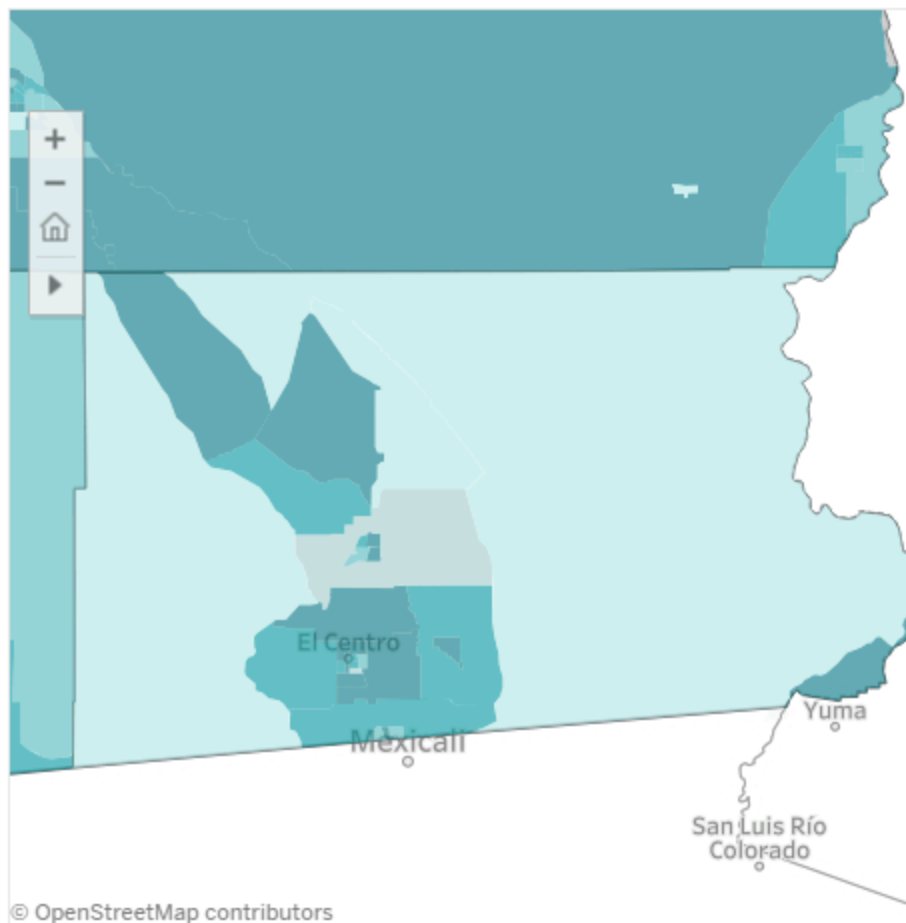


In a departure from recent practice, the Census Bureau plans to include a citizenship question in 2020. This metric shows the share of the population that is not a citizen. Amid concerns about information privacy and deportation, noncitizens may be less likely to respond to the census, and places with a greater share of noncitizens may be less likely to be counted accurately.

Imperial County presents similar challenges

- Relative to the rest of the state, higher shares of
 - Children under 5
 - Historically undercounted racial/ethnic groups
 - Noncitizens
- High share of housing is nonstandard
- Less likely to have internet access at home

Young children



Select a geography

County

Select a view

Census tracts

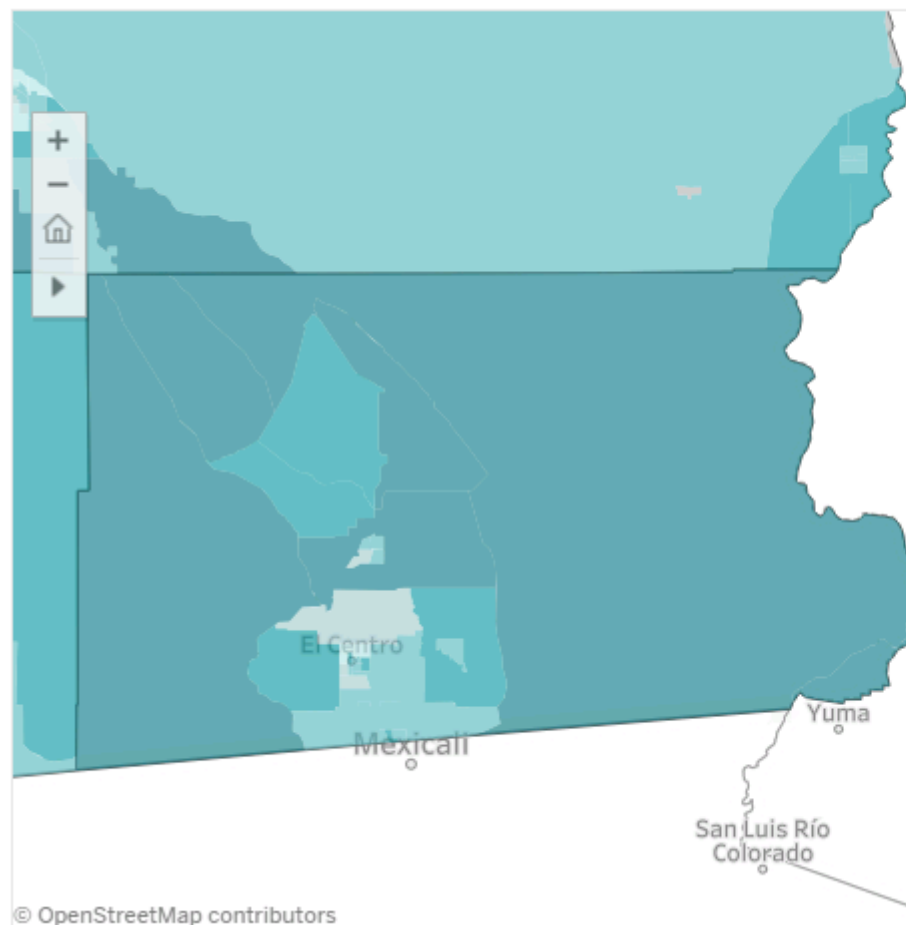
Select a category

Young children

- 0.0 - 4.0%
- 4.1 - 5.5%
- 5.6 - 6.8%
- 6.9 - 8.4%
- 8.5 - 29.7%
- Not calculated

Young children are typically undercounted in the decennial census. This metric shows the share of the population that is under five years old. If trends continue, places with a greater share of young children may be less likely to be counted accurately.

High-speed internet connections



Select a geography

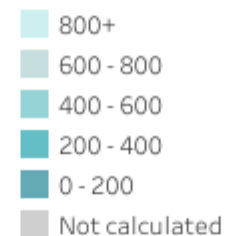
County

Select a view

Census tracts

Select a category

High-speed internet connections

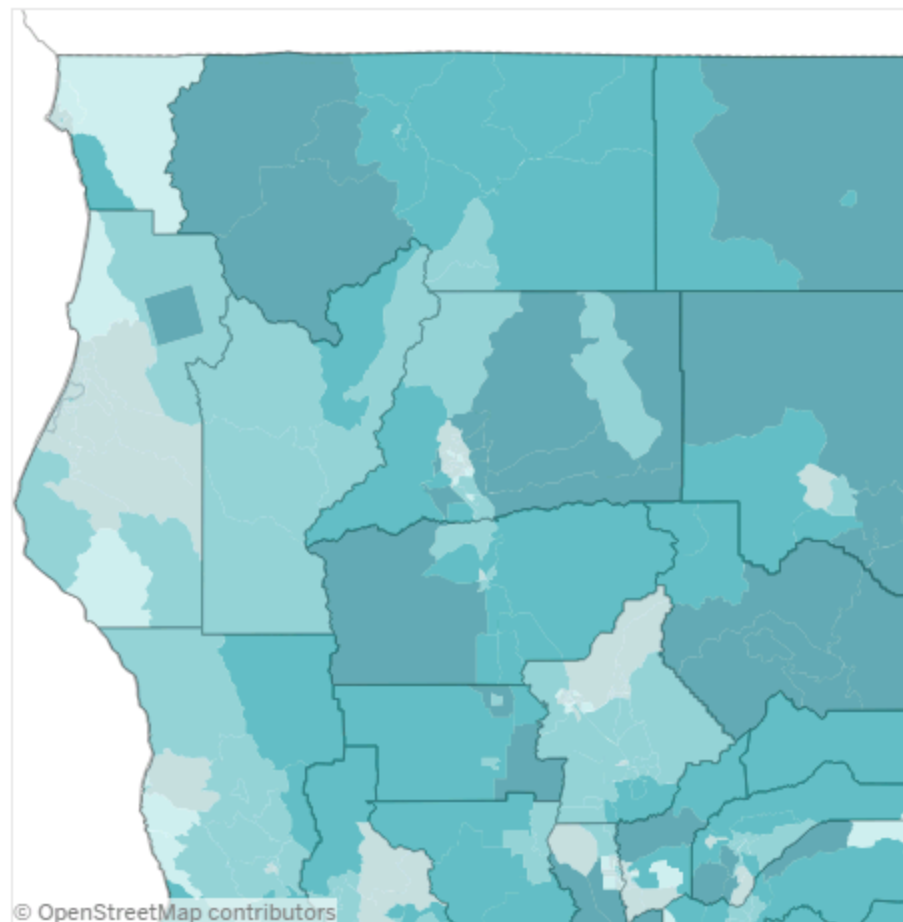


The Census Bureau hopes to collect the majority of responses online in 2020. This metric shows the number of residential high-speed internet connections for every 1,000 households in a tract, as reported by the Federal Communications Commission. Residents in places with fewer high-speed connections may have more trouble accessing the census online. This metric does not include mobile data (e.g., smartphones) or non-residential connections.

The Far North has different issues

- Hard-to-count communities distributed throughout
- Widespread lack of internet access
- Overall, *lower* population shares of
 - Young children
 - Historically undercounted racial/ethnic groups
 - Noncitizens
- Less nonstandard housing

High-speed internet connections



Select a geography

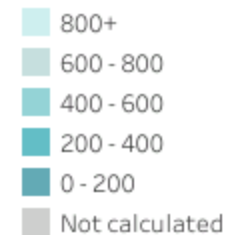
County

Select a view

Census tracts

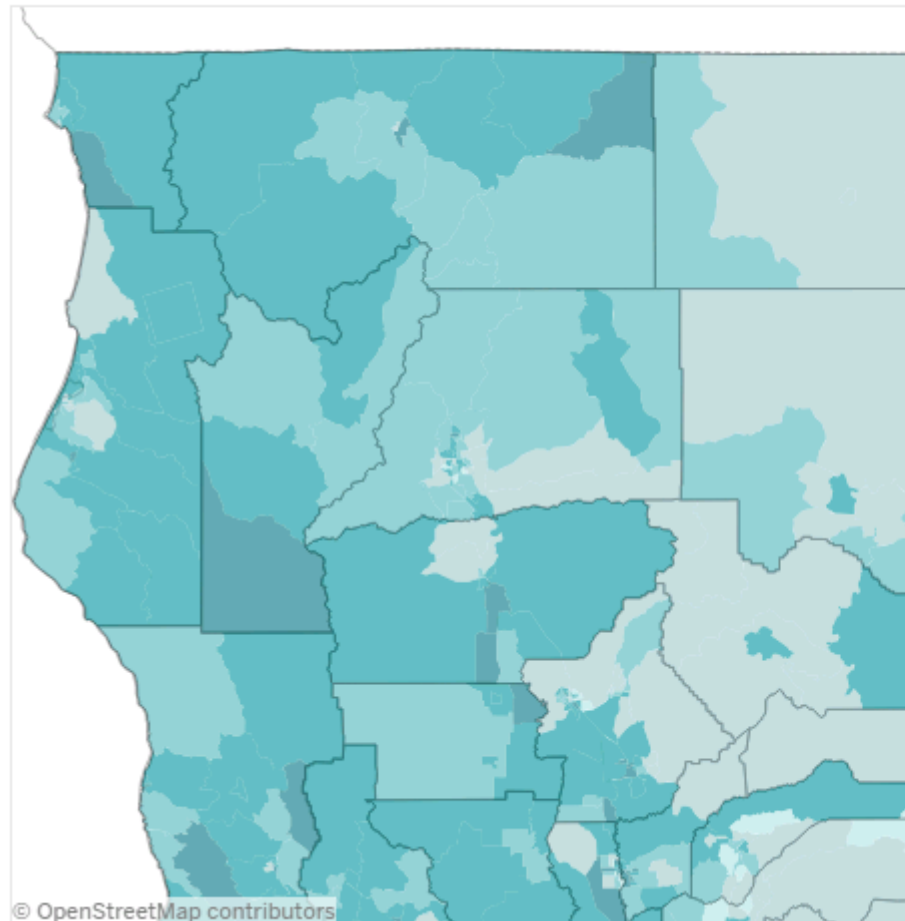
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Hard-to-count housing score



Select a geography

County

Select a view

Census tracts

Select a category

Hard-to-count housing score

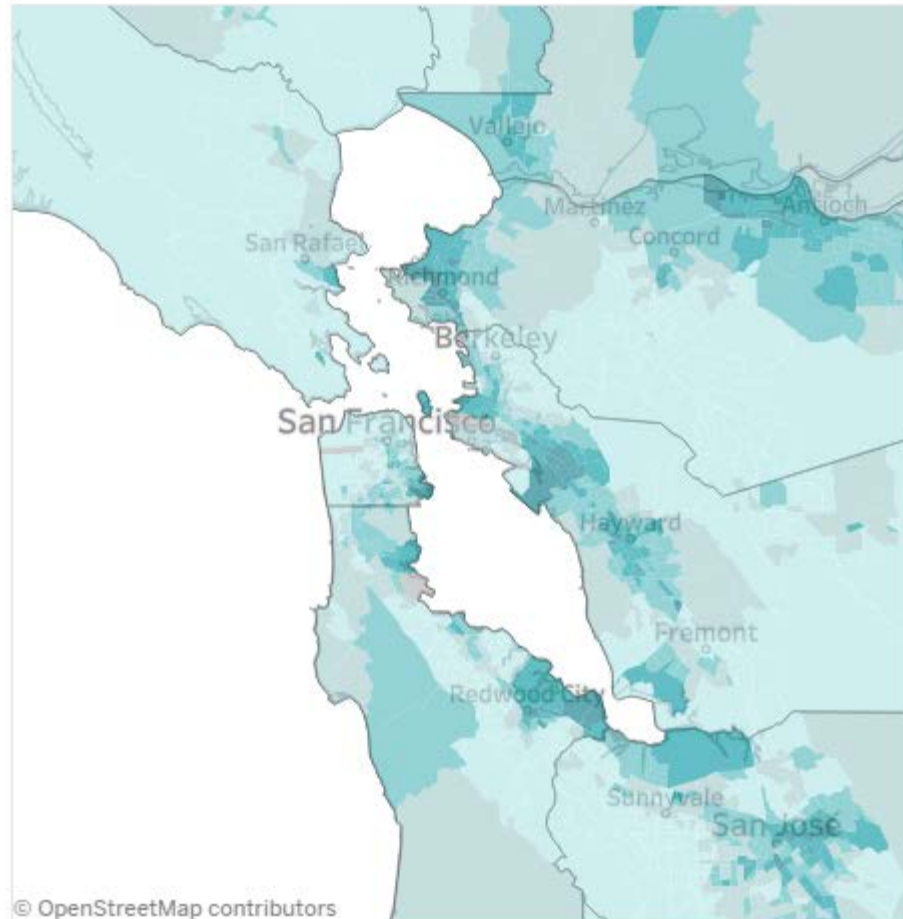


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The San Francisco Bay Area has hard-to-count communities throughout

- Overall, higher population shares of noncitizens
- The East Bay has higher shares of
 - Young children
 - Historically undercounted racial/ethnic groups
- And more nonstandard housing

African Americans, Latinos, and Native Americans



Select a geography

County

Select a view

Census tracts

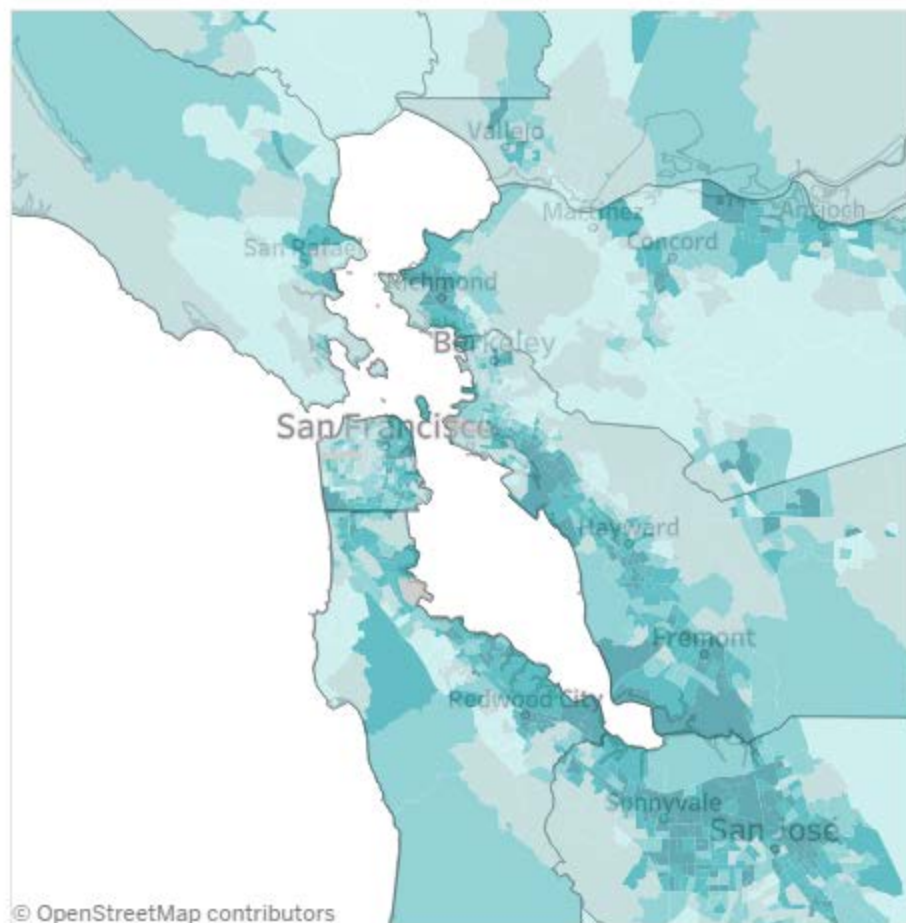
Select a category

African Americans, Latinos, and Native Americans



African Americans, Latinos, and Native Americans are typically undercounted in the decennial census. This metric shows the share of the population that belongs to one or more of these racial/ethnic groups. If trends continue, places with a greater share of residents in these groups may be less likely to be counted accurately.

Noncitizens



Select a geography

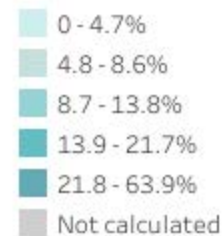
County

Select a view

Census tracts

Select a category

Noncitizens



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Evidence-based outreach is essential

- Census Bureau and California groups have conducted research on messaging
 - [2020 Census Barriers, Attitudes, and Motivators Study](#)
 - [Census Outreach](#) project by CommunityConnect Labs
- But effective outreach will require more than good messaging
 - Small undercounts throughout the process could have a large effect
 - Outreach efforts will need to account for the many reasons why communities might be hard to count

Notes on the use of these slides

These slides were created to accompany a presentation. They do not include full documentation of sources, data samples, methods, and interpretations. To avoid misinterpretations, please contact:

Tess Thorman (thorman@ppic.org; 415-291-4449)

Thank you for your interest in this work.