

Counting Young Children in the 2020 Census

William P. O'Hare & Lauren Snellings

June 6, 2019 Washington DC

Key Points

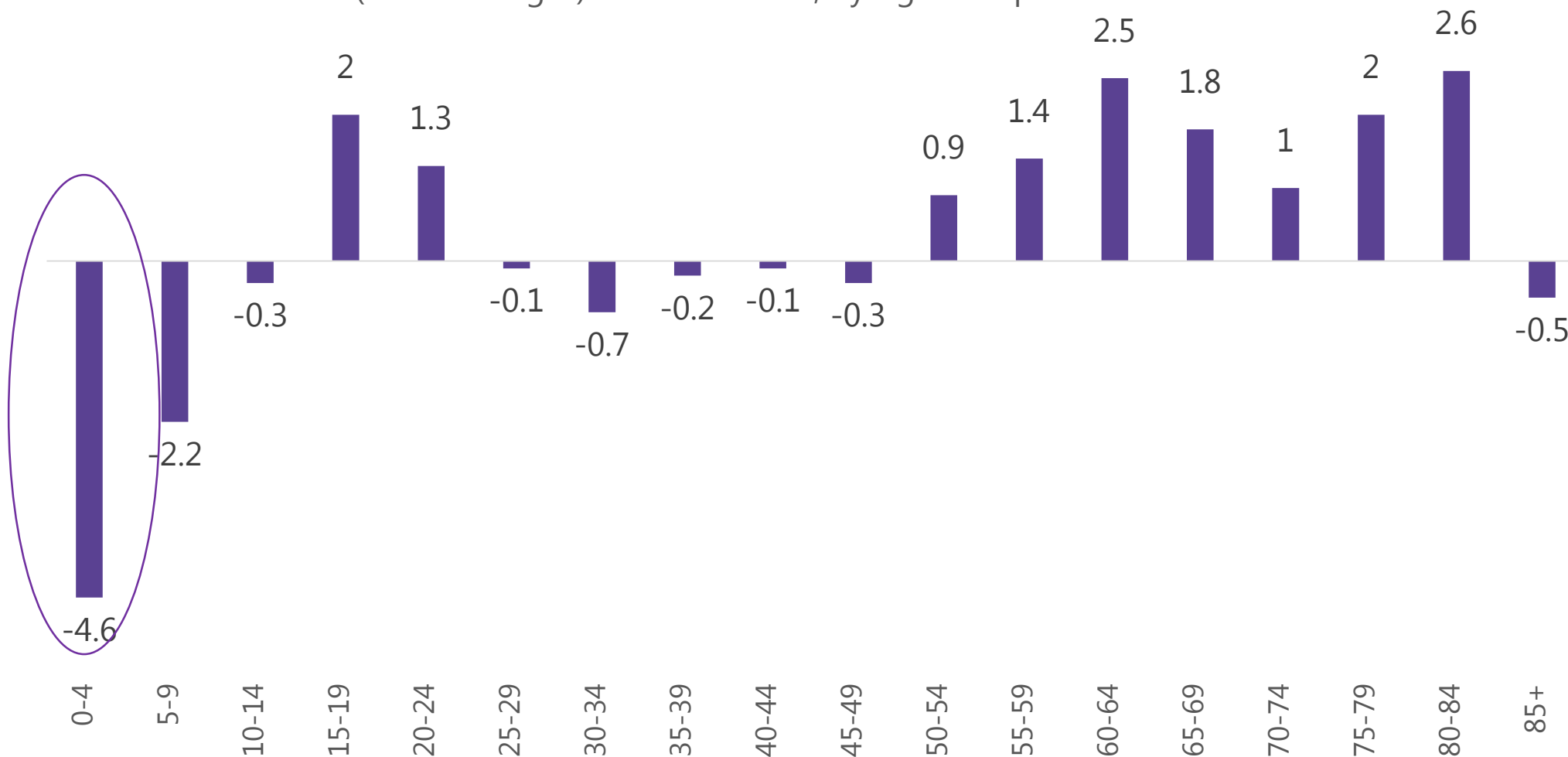
- Young children are missed in the Census at a very high rate
- Young children are missed primarily because they are not included on Census questionnaires that are returned
- Many federal funding formulas are driven by Census figures
- There are many opportunities to get involved in improving the count of young children in the 2020 Census

Data on the Undercount of Young Children in the Census

Young children have **higher** net undercounts than other age groups; including older children

Young Children Had a Higher Net Undercount (By Far) Than Any Other Age Group in the 2010 Census

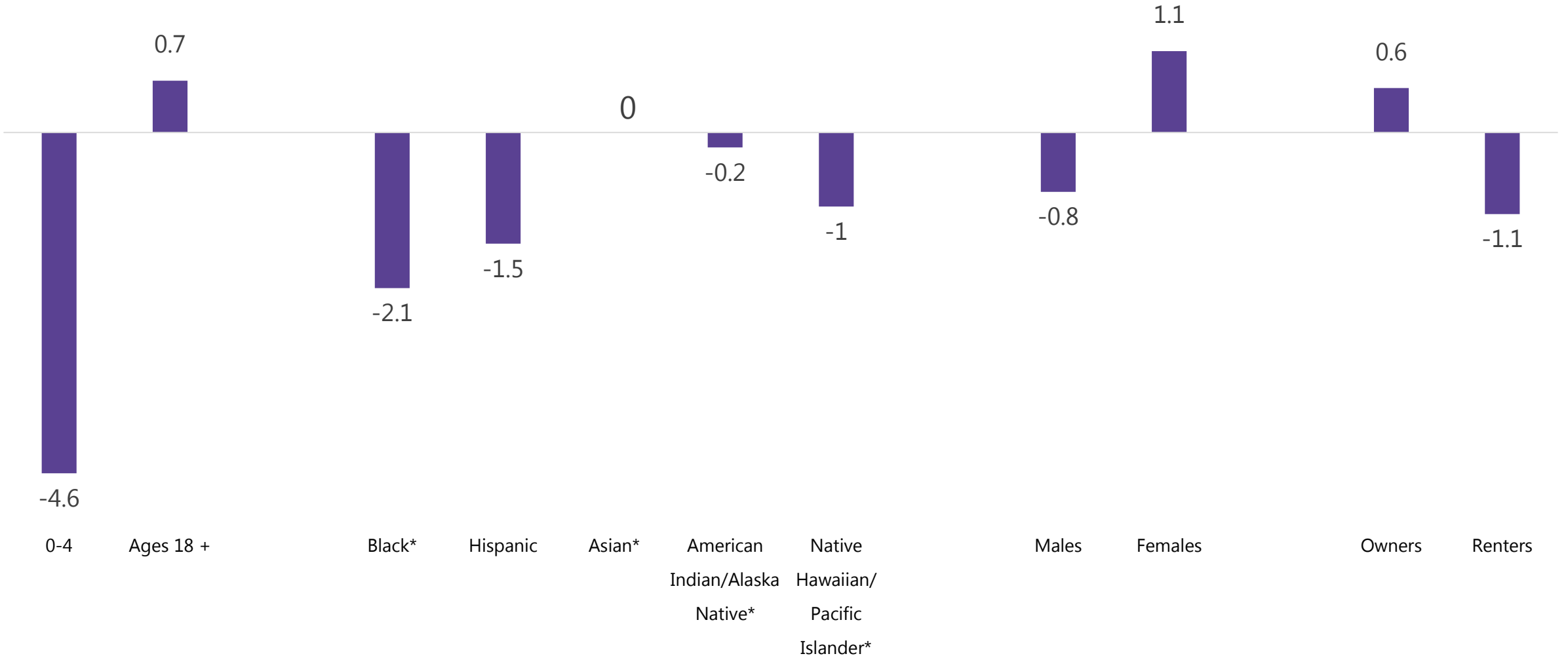
Net Undercount Rates (in Percentages) in 2010 Census, by Age Group



Undercount= 2010 Census Count – 2012 Demographic Analysis (DA) Estimate
Source: U.S. Census Bureau, May 2012 Demographic Analysis (DA) release

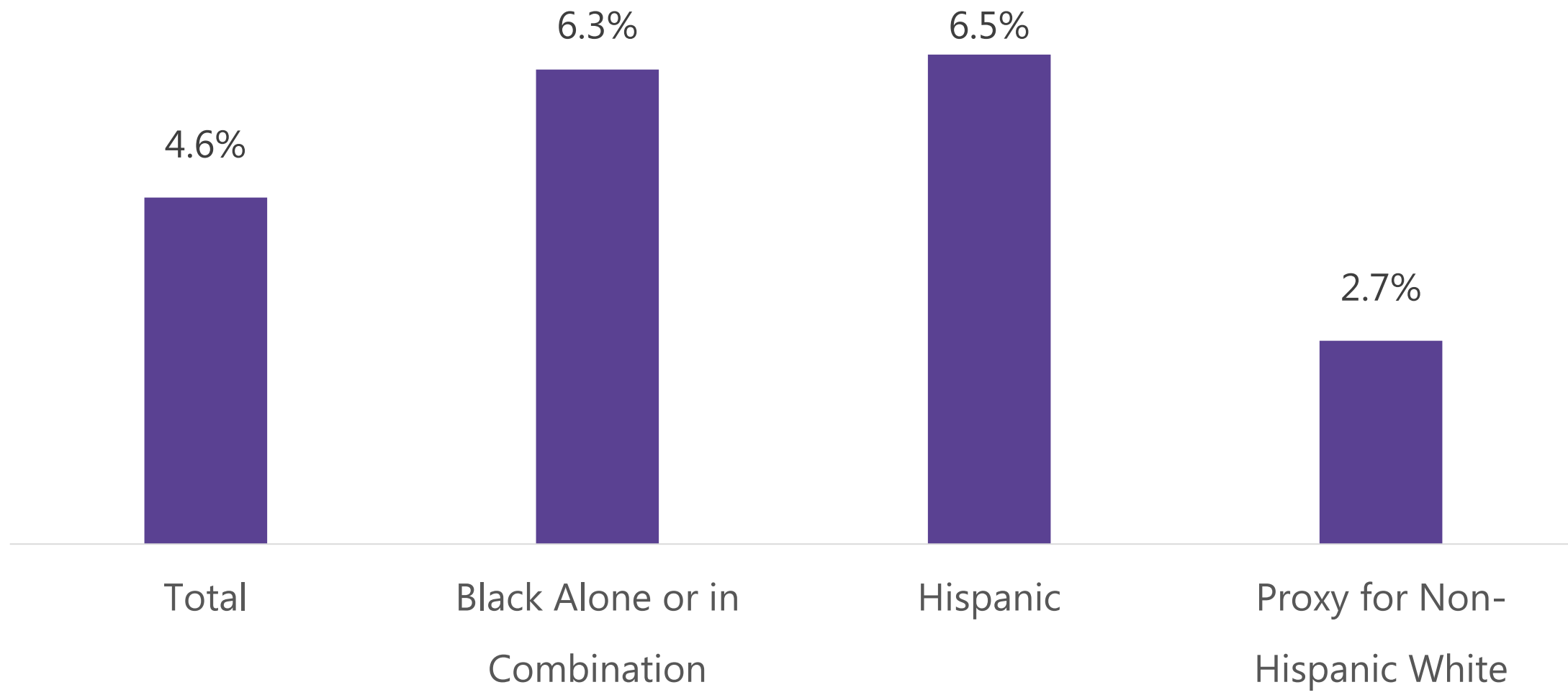
Young Children Had a Higher Net Undercount Rate Than Other Major Demographic Groups in 2010 Census

Net Undercount Rate



*Race Alone or in Combination

Young Black and Hispanic Children have higher net undercounts in the 2010 Census

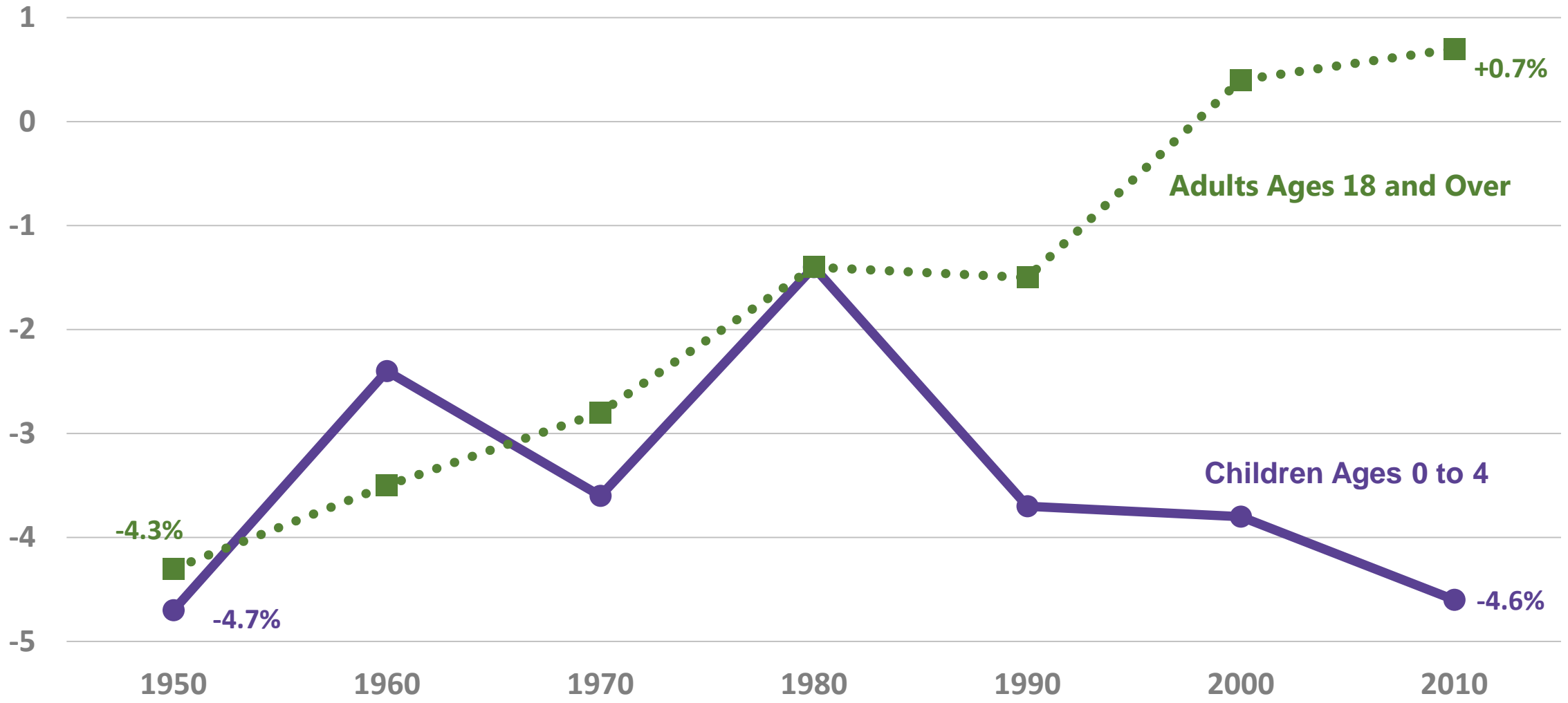


* Updated from original estimate

Source: O'Hare 2015, Table 3.2

The Net Undercount of Young Children is Getting Worse While the Coverage of Adults Has Improved

Net Undercount Rates (in %) of Young Children and Adults in the Census: 1950-2010

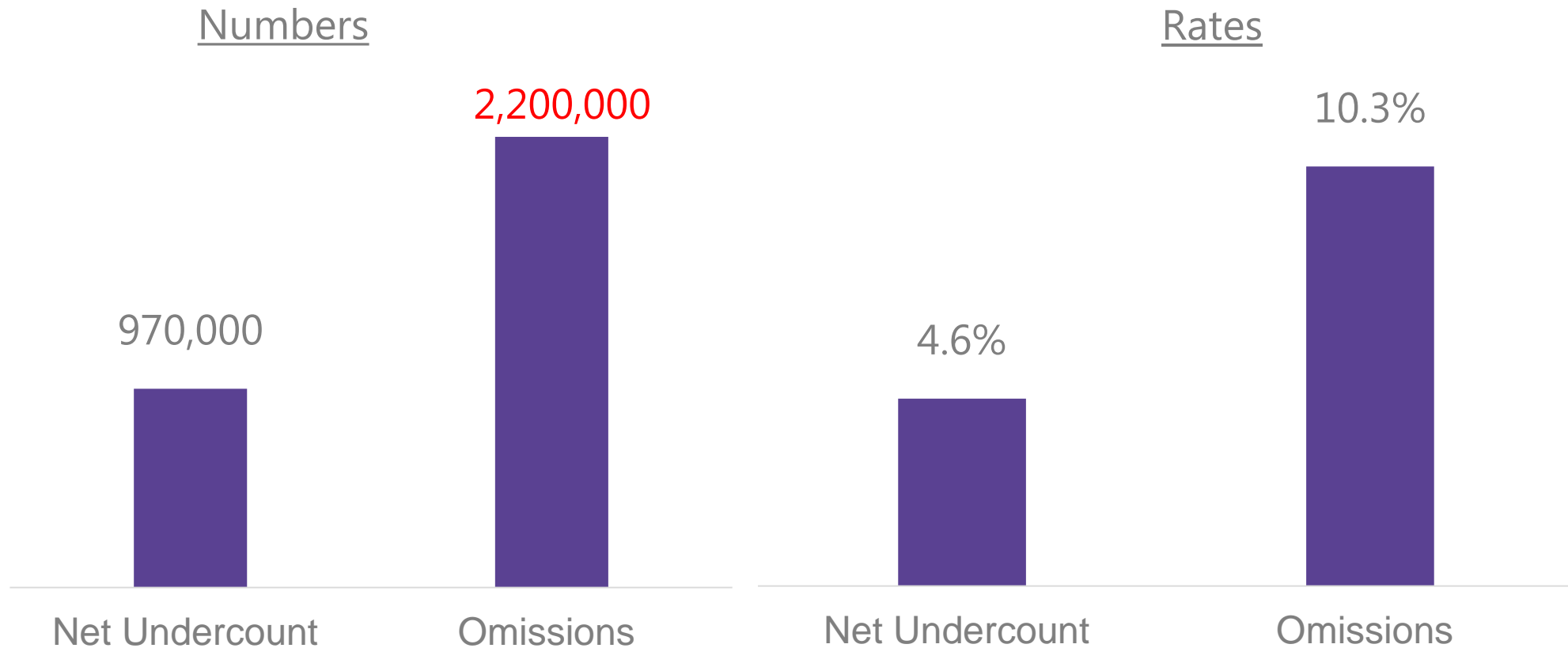


Source: O'Hare (2015), Chapter 4

But WAIT! It is worse than you think!!

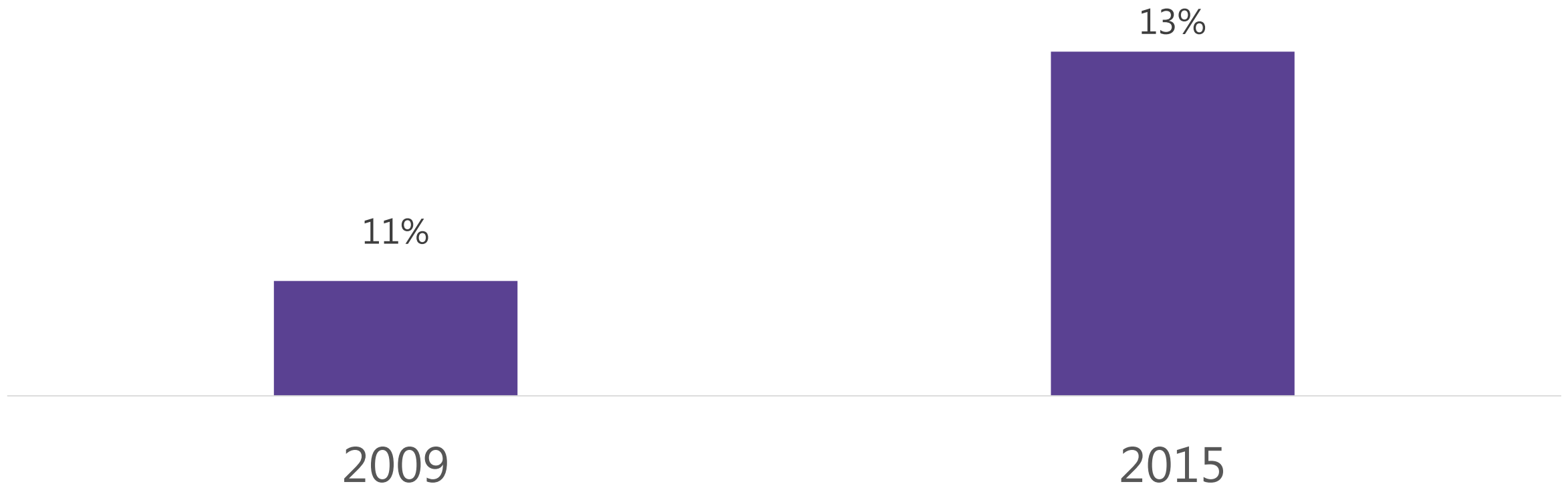
2.2 MILLION young Children were missed in 2010

Net Undercounts and Omissions for Children Ages 0 to 4



But WAIT! It is worse than you think!!
Under-reporting of young Children INCREASED since 2010

Percent of Young Children Not Reported in the American
Community Survey

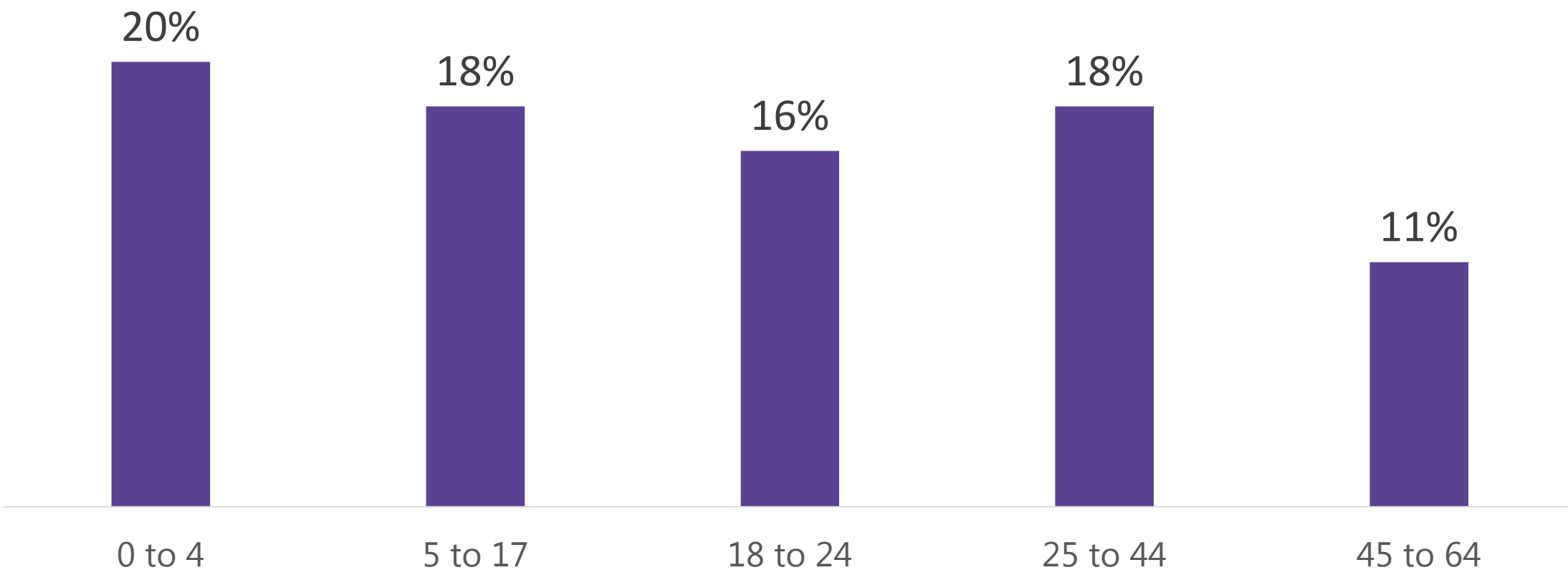


Source: Jensen and Hogan 2017

But WAIT! It is worse than you think!!

Young Children are highly concentrated in households with **noncitizens**

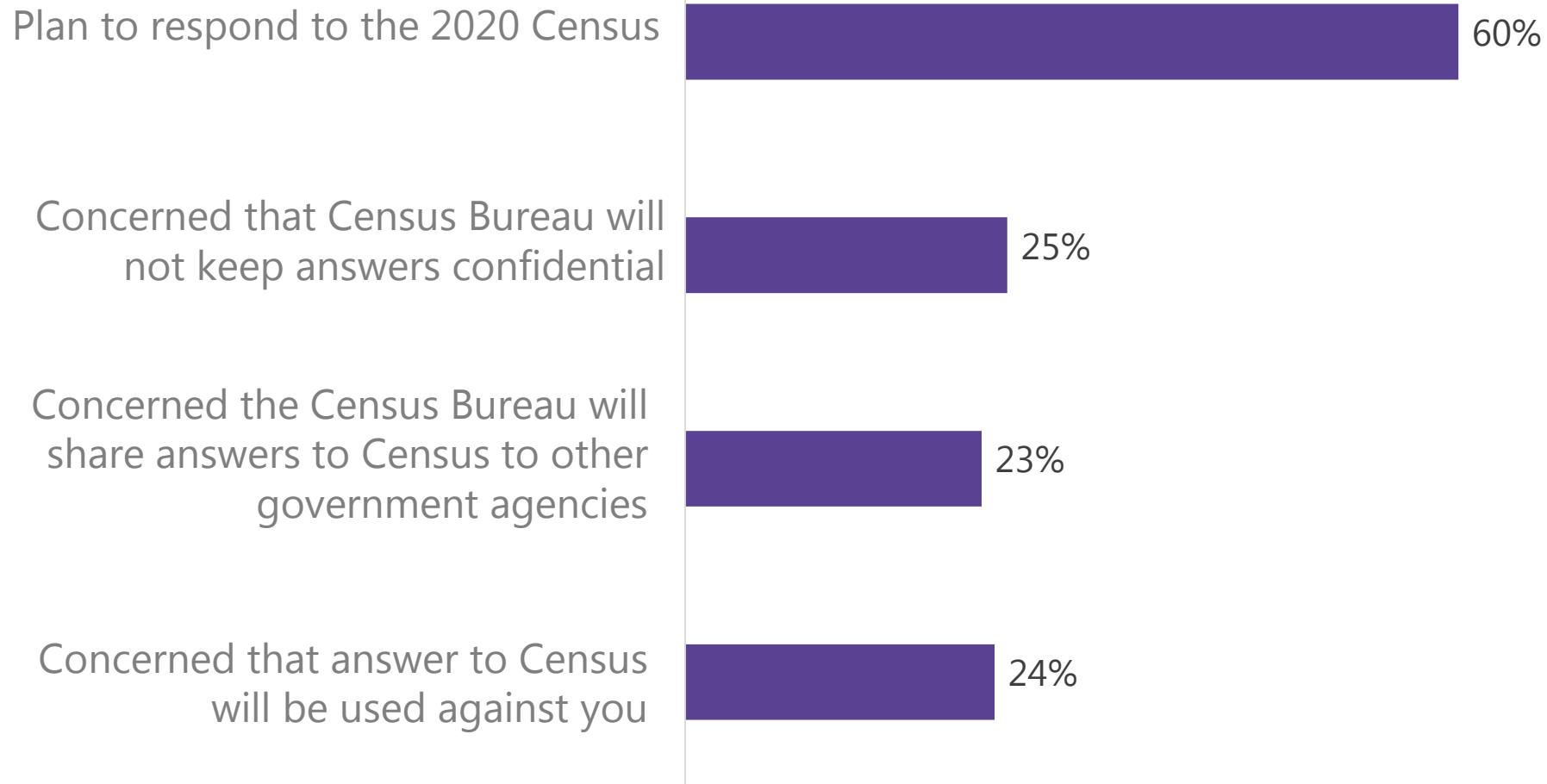
Percent living in household with one or more noncitizens



But WAIT! It is worse than you think!!

Respondents with young children are **VERY CONCERNED** about the 2020 Census

Percent of Respondents with young children who are EXTREMELY or VERY CONCERNED



Source: U.S. Census Bureau Census Barriers, Attitudes and Motivators Study 2018

States Ranked by Net Undercount for Age 0 to 4 in the 2010 Census

Rank	State	Demographic Estimates of the Population Aged 0-4	Census 2010 Count for Population Aged 0-4	Net Coverage Error		Rank	State	Demographic Estimates of the Population	Census 2010 Count for Population Aged 0-4	Net Coverage Error	
				Number net undercount	Percent Net Undercount					Number net undercount	Percent Net Undercount
1	Idaho	121,264	121,772	508	0.4	27	Pennsylvania	754,735	729,538	-25,197	-3.3
2	Montana	62,675	62,423	-252	-0.4	28	Missouri	404,633	390,237	-14,396	-3.6
3	Utah	265,193	263,924	-1,269	-0.5	29	South Carolina	313,618	302,297	-11,321	-3.6
4	Maine	69,890	69,520	-370	-0.5	30	Oklahoma	274,152	264,126	-10,026	-3.7
5	Oregon	238,922	237,556	-1,366	-0.6	31	Louisiana	326,349	314,260	-12,089	-3.7
6	Vermont	32,155	31,952	-203	-0.6	32	California	2,633,187	2,531,333	-101,854	-3.9
7	Wyoming	40,474	40,203	-271	-0.7	33	Illinois	871,483	835,577	-35,906	-4.1
8	North Dakota	45,029	44,595	-434	-1.0	34	Arizona	475,797	455,715	-20,082	-4.2
9	Wisconsin	363,924	358,443	-5,481	-1.5	35	Kentucky	294,935	282,367	-12,568	-4.3
10	Nevada	190,376	187,478	-2,898	-1.5	36	Rhode Island	60,041	57,448	-2,593	-4.3
11	Alaska	54,899	53,996	-903	-1.6	37	Massachusetts	384,311	367,087	-17,224	-4.5
12	Michigan	606,458	596,286	-10,172	-1.7	38	Tennessee	427,154	407,813	-19,341	-4.5
13	Colorado	350,508	343,960	-6,548	-1.9	39	New York	1,210,688	1,155,822	-54,866	-4.5
14	Washington	448,624	439,657	-8,967	-2.0	40	Hawaii	91,693	87,407	-4,286	-4.7
15	Kansas	209,957	205,492	-4,465	-2.1	41	West Virginia	109,168	104,060	-5,108	-4.7
16	South Dakota	60,925	59,621	-1,304	-2.1	42	Maryland	383,502	364,488	-19,014	-5.0
17	Iowa	206,849	202,123	-4,726	-2.3	43	Texas	2,030,879	1,928,473	-102,406	-5.0
18	Minnesota	364,254	355,504	-8,750	-2.4	44	New Jersey	570,719	541,020	-29,699	-5.2
19	New Hampshire	71,685	69,806	-1,879	-2.6	45	Alabama	322,275	304,957	-17,318	-5.4
20	Indiana	446,415	434,075	-12,340	-2.8	46	Virginia	538,688	509,625	-29,063	-5.4
21	New Mexico	149,140	144,981	-4,159	-2.8	47	Georgia	727,401	686,785	-40,616	-5.6
22	Connecticut	208,112	202,106	-6,006	-2.9	48	Delaware	59,260	55,886	-3,374	-5.7
23	Ohio	742,570	720,856	-21,714	-2.9	49	Mississippi	224,723	210,956	-13,767	-6.1
24	Nebraska	135,940	131,908	-4,032	-3.0	50	Florida	1,144,813	1,073,506	-71,307	-6.2
25	Arkansas	204,254	197,689	-6,565	-3.2	51	DC	37,338	32,613	-4,725	-12.7
26	North Carolina	653,195	632,040	-21,155	-3.2		U.S.	6,222,423	6,086,194	-136,229	-2.2

Source; King H., Ihrke, D., and Jensen, E. (2018). "Subnational Estimates of Net Coverage Error for the Population Aged 0 to 4 in the 2010 Census." U.S. Census Bureau, Paper presented at the Population Association of America annual Conference, Denver, CO. April

2020 Census Undercount Data for Young Children in Large Counties of Virginia

State	County	Population Under Age 5 2010 Census	2010 Census Total Population	Estimated Net Undercount Rate Young Children	Estimated Net Undercount/overcount Number of Young Children (census - DA) **
Virginia	Arlington County	11,782	207,627	-2.6	-311
Virginia	Chesterfield County	19,897	316,236	-6.6	-1,400
Virginia	Fairfax County	72,960	1,081,726	-7.4	-5,822
Virginia	Henrico County	20,456	306,935	-3.4	-725
Virginia	Loudoun County	27,538	312,311	-6.8	-1,997
Virginia	Prince William County	33,223	402,002	-6.0	-2,118
Virginia	Spotsylvania County	8,248	122,397	-6.7	-597
Virginia	Stafford County	8,719	128,961	-5.8	-538
Virginia	Alexandria city	9,964	139,966	-1.6	-167
Virginia	Chesapeake city	14,400	222,209	-6.6	-1,021
Virginia	Hampton city	8,870	137,436	-7.3	-703
Virginia	Newport News city	13,430	180,719	-6.8	-978
Virginia	Norfolk city	16,494	242,803	-6.4	-1,121
Virginia	Richmond city	12,798	204,214	-1.7	-225
Virginia	Virginia Beach city	29,225	437,994	-5.4	-1,655

* These estimates were released in 2018 and they are from an experimental program of the Census Bureau

** These figures were not produced by the Census Bureau but they were derived from the Net Undercount Rate and the 2010 Census population

2020 Census Undercount Data for Young Children in Large Counties of Maryland

State	County	Population Under Age 5, 2010 Census	Census 2010 Total Population	Estimated Net Undercount Rate for Young Children*	Undercount / Overcount Number for Young Children (census-DA)**
Maryland	Anne Arundel County	34,586	537,656	-3.3	-1,174
Maryland	Baltimore County	48,074	805,029	-5.5	-2,794
Maryland	Carroll County	9,031	167,134	-5.1	-490
Maryland	Cecil County	6,424	101,108	-2.0	-128
Maryland	Charles County	9,438	146,551	-2.9	-284
Maryland	Frederick County	14,862	233,385	-5.2	-822
Maryland	Harford County	14,982	244,826	-3.4	-521
Maryland	Howard County	17,363	287,085	-7.1	-1,330
Maryland	Montgomery County	63,732	971,777	-7.9	-5,462
Maryland	Prince George's County	58,564	863,420	-3.6	-2,213
Maryland	St. Mary's County	7,580	105,151	-1.3	-101
Maryland	Washington County	9,002	147,430	-5.7	-540
Maryland	Baltimore city	41,152	620,961	-5.0	-2,182

* These estimates were released in 2018 and they are from an experimental program of the Census Bureau

** These figures were not produced by the Census Bureau but they were derived from the Net Undercount Rate And the 2010 Census population

Why are young
children missed in the
Census?

2 main reasons people are missed in the Census

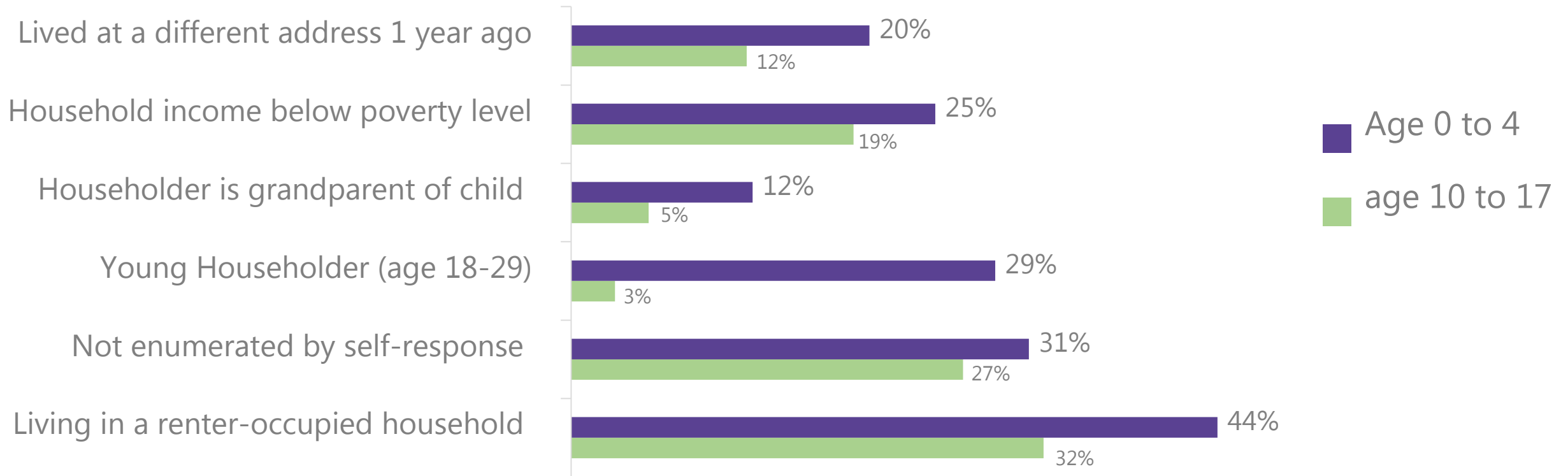
Confusion

- Don't know that person was supposed to be included in the Census (NALEO survey results 15% did not know young children were supposed to be included)
- Who is in my family? Young child not thought of as part of respondent's family.

Concealment

- Young children living in housing units where they are not supposed to be
 - Too many people in unit when child is included
 - Child too young to be living in age-restricted housing unit
- 2 million people age 0-4 live with an unauthorized immigrant
- 5 million people age 0-4 live with one or more non-citizens

Young children are more concentrated in Hard-to-Count families and households



Source: U.S. Census Bureau: 2020 Census Memorandum Series

Characteristics of young children likely to be missed

- Racial or Hispanic minorities
- Those not captured in the self-response portion of the Census
- Those living in complex households
 - Grandchild living with Grandparent
 - Cohabiting households
 - 2+ nuclear families
- Those not biological or adopted child of the householder
 - Step-child
 - Grandchild
 - Niece/nephew
 - Foster child

Census data were used to distribute
almost **\$900 billion** to
states and localities in Fiscal Year 2016

Expenditures for 19 Large Census-guided Federal Expenditure Programs Focused on Children for Virginia, DC and Maryland in FY2016

(Programs ranked by total U.S. spending)			
	DC	Maryland	Virginia
Medical Assistance (Medicaid) Dollars for Kids *	\$391,121,640	\$1,191,974,940	\$819,543,960
Section 8 Housing Choice Vouchers	\$200,816,000	\$550,772,000	\$402,768,000
Temporary Assistance for Needy Families	\$101,704,917	\$251,597,483	\$158,285,172
Title I Grants to LEAs	\$44,194,532	\$206,626,467	\$251,414,442
State Children's Health Insurance Program	\$25,629,000	\$290,765,000	\$265,185,000
National School Lunch Program	\$28,071,000	\$174,270,000	\$241,811,000
Special Education Grants	\$18,327,735	\$204,738,940	\$290,899,808
Section 8 Housing Assistance Payments Program	\$139,979,294	\$223,678,897	\$228,720,630
Head Start	\$45,650,774	\$95,843,650	\$182,745,243
Supplemental Nutrition Program for Women, Infants, and Children	\$15,049,000	\$116,299,000	\$113,209,000
Title IV-E Foster Care	\$46,395,403	\$60,606,942	\$59,163,394
Health Care Centers	\$26,667,214	\$59,082,224	\$81,261,095
School Breakfast Program	\$11,318,000	\$70,118,000	\$82,496,000
Child and Adult Care Food Program	\$8,663,000	\$56,678,000	\$46,230,000
Child Care	\$7,393,000	\$53,850,000	\$63,808,000
Child Care and Development Block Grant	\$4,377,000	\$33,757,000	\$53,214,000
Adoption Assistance	\$12,091,371	\$22,423,791	\$49,851,703
Supporting Effective Instruction State Grants	\$12,667,408	\$32,653,649	\$50,134,748
Social Services Block Grant	\$3,255,745	\$29,530,830	\$41,142,148
Total	\$1,143,372,033	\$3,725,266,813	\$3,481,883,343

Prepared by Andrew Reamer, George Washington Institute of Public Policy, George Washington University with program spending data research by Sean Moulton, Project on Government Oversight.

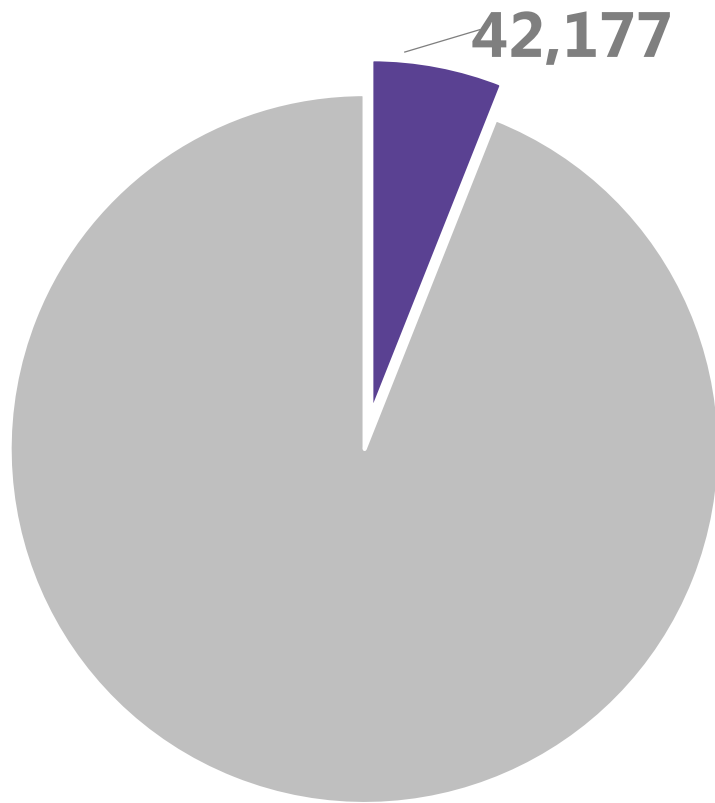
Data available on the Counting for Dollars website at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds#Reports>

*** The total Medicaid dollars for kids is calculated using the ratio of total national dollars and those going for kids see First Focus 2018 Children's Budget 2018 page 59 (FY2016 \$65,252,000,000/\$362,512,000,000 = .18)**

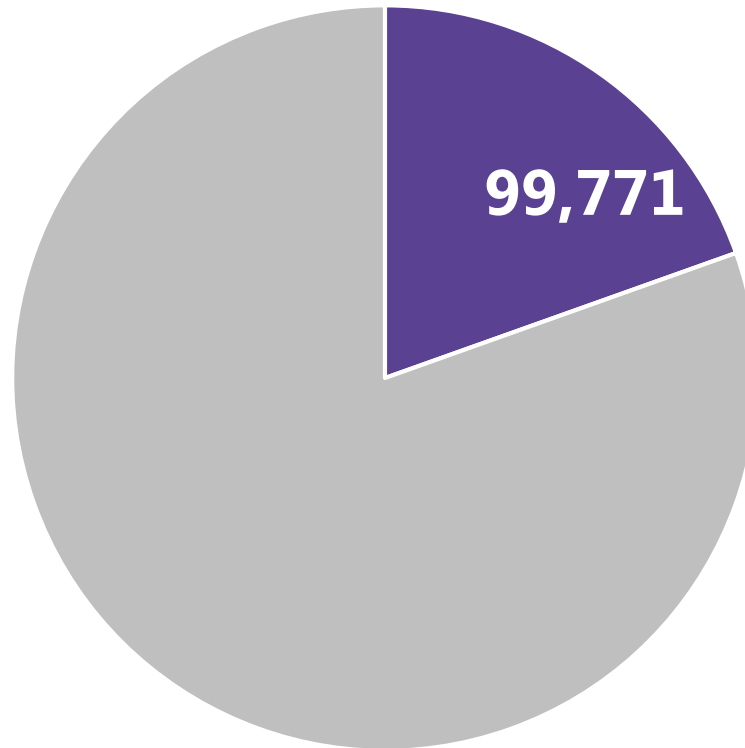
How does this impact Northern VA, DC,
and Maryland?

Child population under age 5, 2016

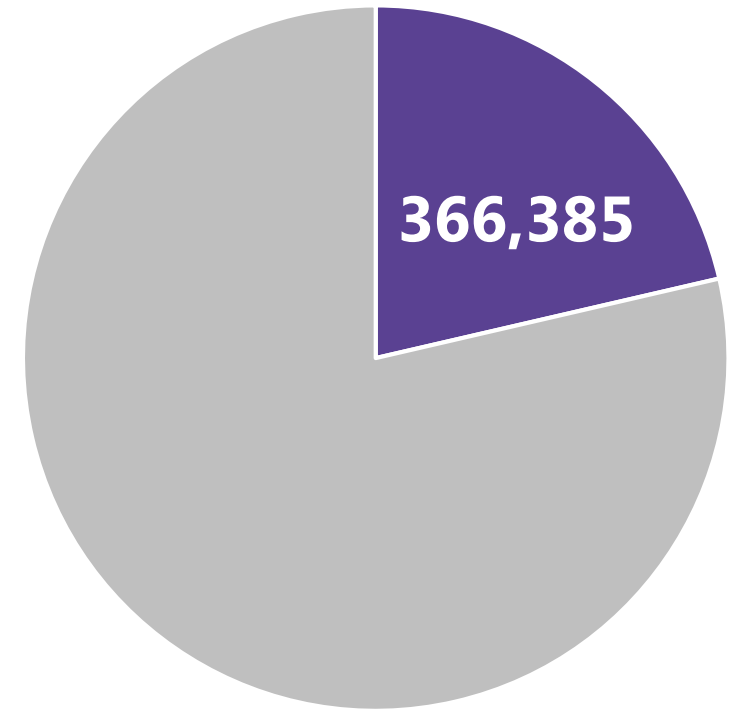
D.C



Northern Virginia



Maryland



What can be done?

What can be done to prevent the undercount?

- What the Census Bureau is doing
- What you can do
- What Voices for Virginia's Children is doing

What is the Census Bureau doing?

- Internal Census Bureau Taskforce
- Reports and research on the undercount of young children
- New outreach strategy
- Enhanced training
- Language translations
- Revised wording
- Direct mail campaigns
- Creating messaging with national and local partners

The Undercount of Young Children

February 2014



U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
census.gov

United States
Census
Bureau

Voices

For Virginia's
Children

What can YOU do?

Voices

For Virginia's
Children

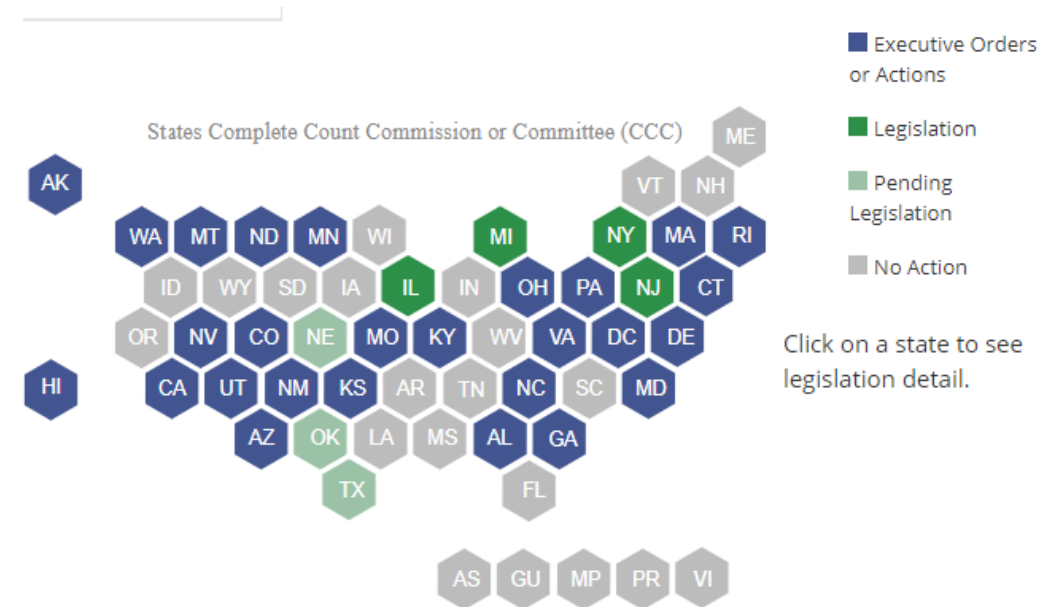
Be informed and stay informed

- **Trusted sources of information**
- **Updates are constantly coming in**



Connect with other important resources

- **Complete Count Commission**
 - <https://www.commonwealth.virginia.gov/advisory-boards/virginia-complete-count-commission/>
 - <https://census.maryland.gov/Pages/state-ccc.aspx>
- **Local Complete Count Committee**
- **GOTC Hubs**
 - Partnership for America's Children



Support your local Complete Count Committee

- **Connect with your local Complete Count Committee (CCC) and the state Complete Count Commission**
- **Representation of undercounted groups represented**
- **Understand where the HTC child populations are**
- **Brainstorm potential partners and advocates**
- **Check your community calendar**



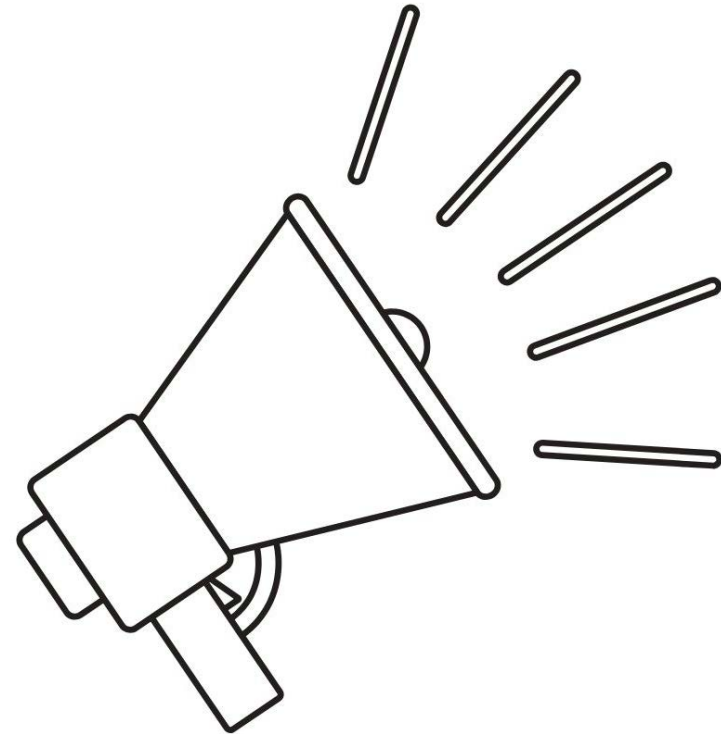
Spread accurate information with trusted partners

- Encourage corporations to become official sponsors of your census activities
- Work with trusted messengers
- Signage in highly visible areas
- Include logo/messaging on newsletters, social media sites, websites, etc.



Raise your voice

- **Op-ed**
 - Community newspapers
- **Local radio**
- **Ask elected officials to encourage households to complete the census**



What is **Voices for Virginia's Children** doing?

Appointed to the governors Complete Count Commission



Virginia Complete Count Commission

United States 2020 Census

On April 1, 2020, a census mandated by the U.S. Constitution will be taken. The Virginia Complete Count Commission was established to serve as a trusted voice and resource to educate, empower, and engage communities to ensure that all of the diverse voices in the Commonwealth of Virginia are counted in the 2020 Census.

[About the Census](#) [About VCCC](#) [Ways to Engage](#) [Resources for Localities](#) [Stay Connected](#) [FAQs](#) [U.S. Census Jobs](#)



NAME OF EVENT

NAME OF ORGANIZATION OR GROUP

DATE AND TIME OF EVENT
MM/DD/YY hh:mm

LOCATION OF EVENT

AUDIENCE SIZE

SPEAKER REQUESTED

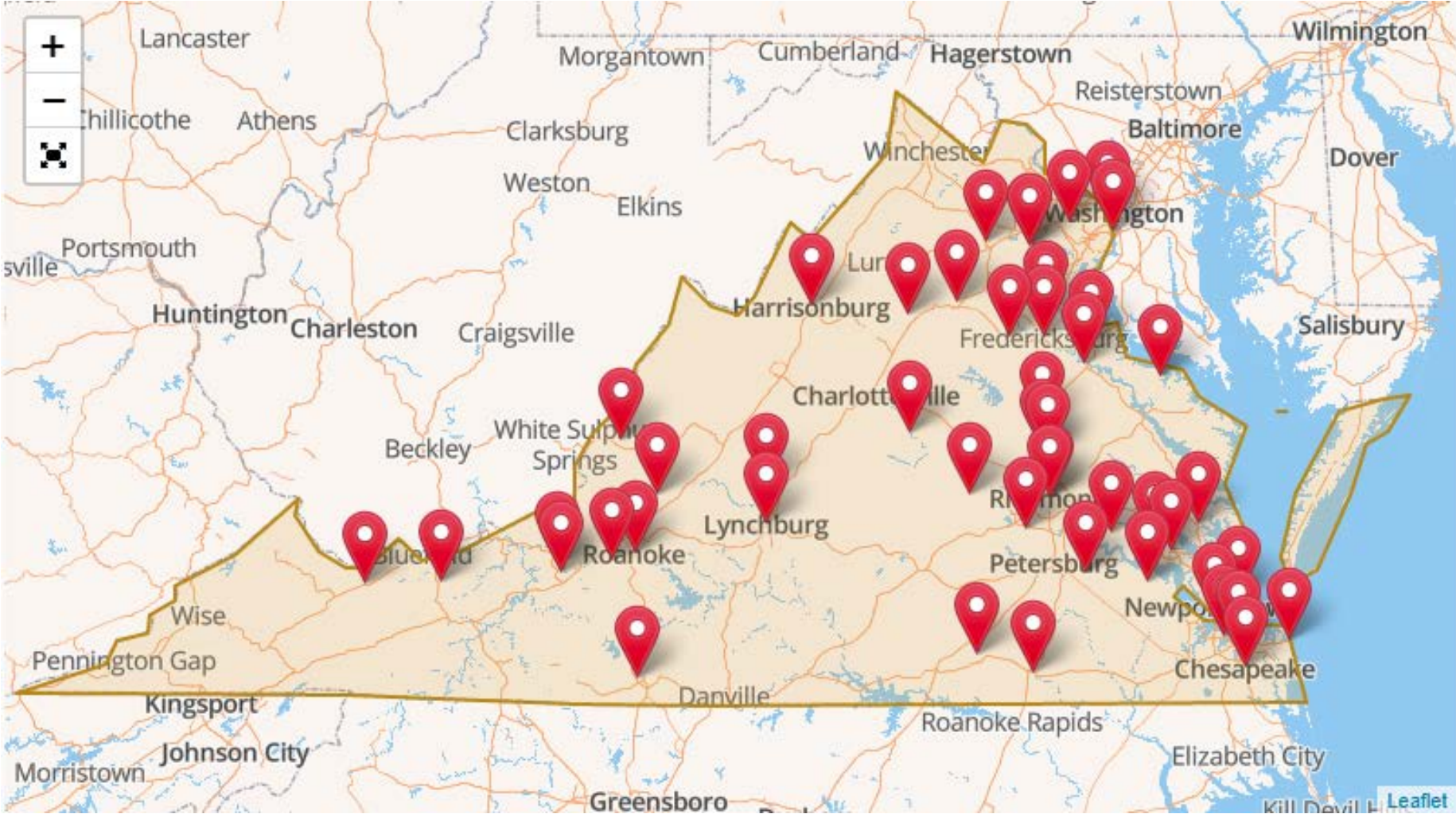
- Kelly Thomasson, Secretary of the Commonwealth
- Traoi DeShazor, Deputy Secretary of the Commonwealth and Director of African American Outreach
- Fernando Mercado-Violand, Special Assistant for Community Engagement and Director of Latino Outreach
- Commissioner, Virginia Complete Count Commission

NAME OF REQUESTER

EMAIL OF REQUESTER



Supporting the formation of local CCC



Voices

For Virginia's
Children

Partnership with Regional Foundations




Voices

For Virginia's
Children


Partnership with VML and VACO



Annie E. Casey's KIDS COUNT Network

KIDS NET 

Home Groups

 **2020 Census**
Forum Files Events Members Mentions Tags



A new short video produced by the Annie E. Casey Foundation is something you should watch if one of the following describes you: city councilperson, nurse, small business owner, educator, county social services worker, member of the clergy, librarian, hospital administrator, parent, neighbor or someone who simply wants to see America's kids thrive.

Partnership for America's Children



<https://countallkids.org>

FILTER RESOURCES BY CATEGORIES

- › Young Children and the Census
- › Communications Research
- › Community Engagement Materials and Toolkit
- › State Reports and Materials
- › Data on the Undercount
 - › Local Data
 - › State Data
- › Other Aspects of the Census

Voices

For Virginia's
Children

Hard To Count Map (HTC)

HTC 2020

What is "HTC"?

Share map

Print

MORE INFO

SEARCH BY: STATE enter state

TRACT

ST./CO.

CONGRESS

STATE LEG.



Tract 4511.00 in Fairfax County, VA

ZOOM TO

Based on the latest census estimates (for the 2013-2017 period), **2,379 people live in 798 households** in this tract.

Some population characteristics that may affect this tract's participation in the 2020 Census include:

Census Self-Response

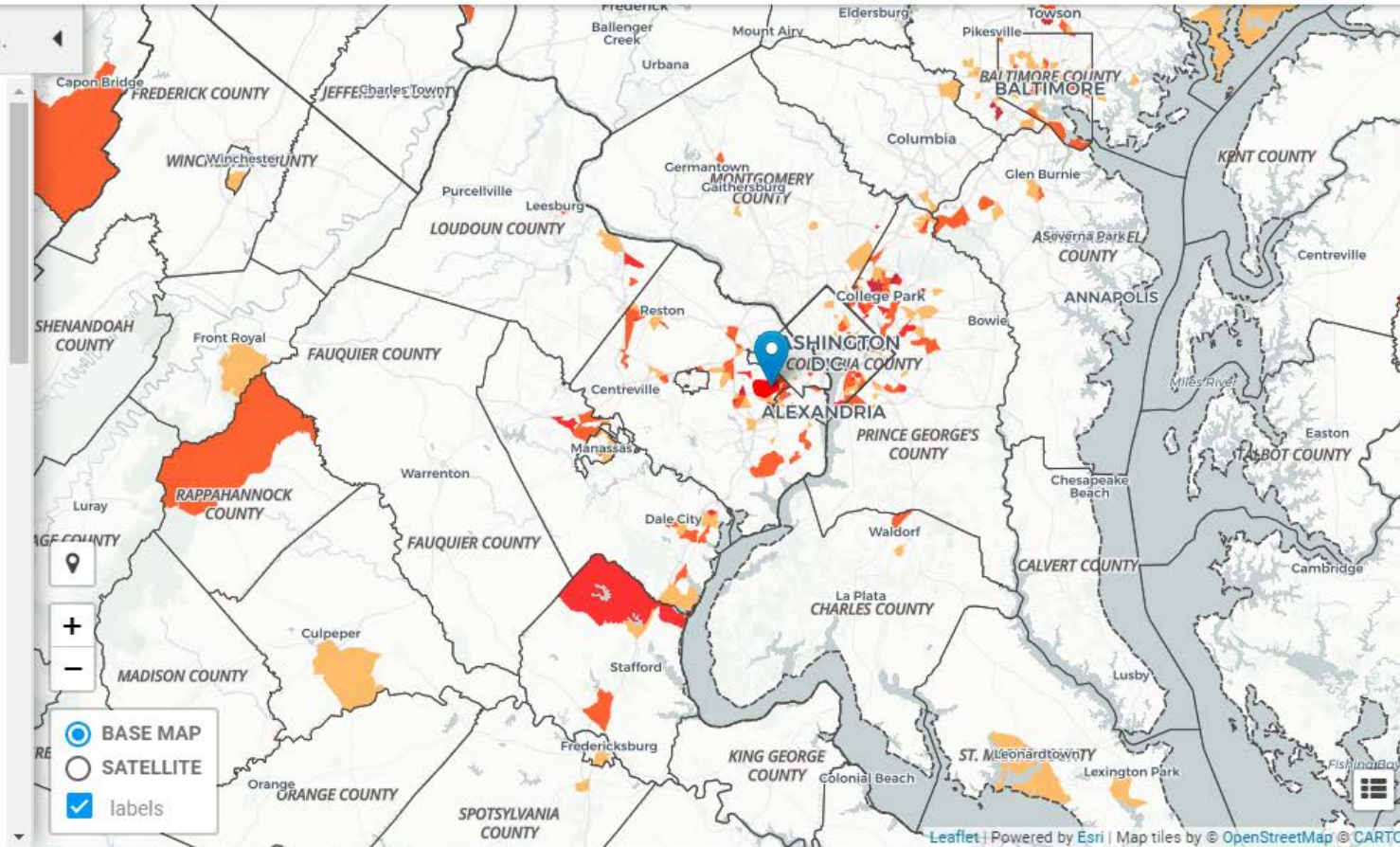
In 2010, **84.5%** of this tract's households mailed back their census questionnaire. This "mail return rate" was better than most tracts nationwide, but still required more costly and difficult in-person follow up to count the remaining 15.5%.

2020 Type of Enumeration

In 2020, **all of this tract's households will receive a mailing from the Census Bureau** with information about how to submit their census information either online, by phone, or using a paper questionnaire.

Internet Access at Home

In 2020, for the first time the Census Bureau will be



<https://www.censushardtcountmaps2020.us/>

Voices

For Virginia's Children

Hard To Count Map (HTC)

HTC 2020

What is "HTC"?

Share map

Print

MORE INFO

SEARCH BY:

STATE

enter state

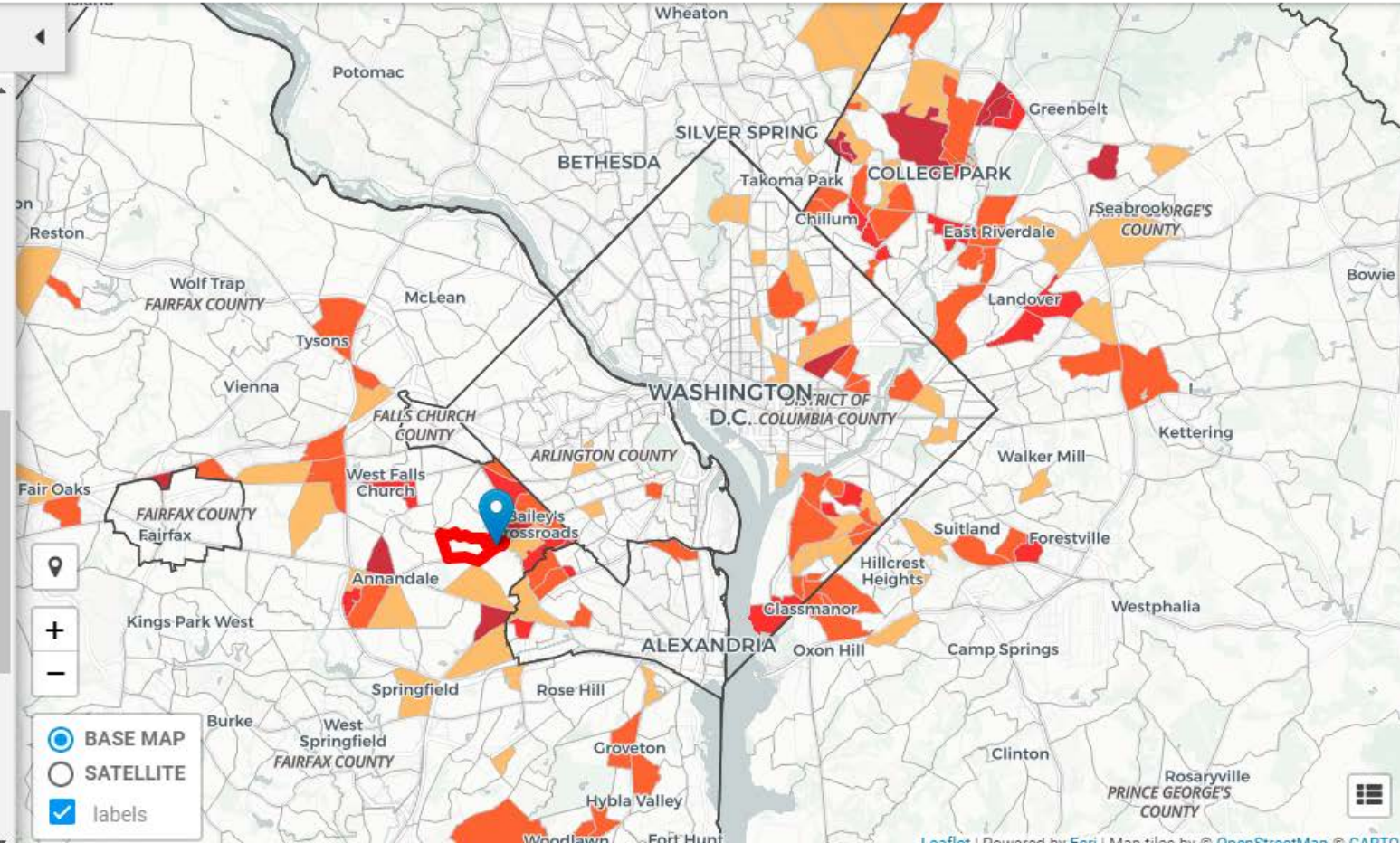
TRACT ST./CO. CONGRESS STATE LEG.

- PEOPLE OF COLOR
- CHILDREN UNDER 5
- RENTERS
- CROWDED HOUSEHOLDS
- SINGLE-PARENT HOUSEHOLDS
- IMMIGRANTS
- LOW-INCOME POPULATIONS
- PEOPLE WITH LIMITED ENGLISH PROFICIENCY
- PEOPLE LIVING IN MULTI-FAMILY HOUSING

PEOPLE OF COLOR

- ~21% of the tract is **Hispanic** (regardless of race)
- ~3% of the tract reported their race as **Black** (either alone or in combination with other races)
- ~15% of the tract reported their race as **Asian** (either alone or in combination with other races)

(Percentages may not total 100%.)



Voices

For Virginia's Children

VOICES Website

2020 Census

It's Almost Time for YOU to be Counted! 2020 Census

Every year, more than **\$10 billion** in federal funds is allocated to **Virginia** and localities based on census data, either directly or through Census population estimates.



The potential undercount of children deeply impacts Voices for Virginia's Children and the programs that directly affect our child.

- We rely on accurate census data to track and measure child well-being over time. We use this data to support our policy advocacy. If the data is undermined, our advocacy is in jeopardy and our ability to improve the lives of Virginia's children is impacted.
- The Commonwealth receives federal funding for several programs that impact the well-being of children, many of which rely in part on the accurate count of everyone. Without an accurate count, we stand to lose federal support for programs that mean a healthier start for kids.

Here are some tools to learn more and get your community involved in the 2020 Census.

- Do you need a quick, comprehensive guide? Here's the VA Complete Count [Tool Kit](#).
- The Census Bureau's [Counting Young Children in the 2020 Census](#) fact sheet details different household situations.

Every dollar counts in the fight for Virginia's children

Allow us to continue our work and help make children a top priority in Virginia!



I count!

Says Ellen, a very important person — age three.
Yes indeed, **EVERYBODY COUNTS!** Just follow along and see.
You count as a person, a very special you.
And wherever you live, that's where you count, too.
Like you, Ellen is Number 1.
To her family she's dear...



Voices

For Virginia's
Children

VOICES Website



vakids
@vakids

Follow



Are you ready for the #2020Census? Research Director Lauren Snellings is! Take a look at her :30 video - new resources: vakids.org/2020-census #vacompletecount #kidscount



8:27 AM - 29 May 2019



[Contact](#) [Our Blog](#) [Email Signup](#)

Blog Category: 2020 Census



Virginia Complete Count Commission

January 2nd, 2019

It's official! Our KIDS COUNT Director, Beth Nolan, is honored to be appointed to Governor Northam's newly created Virginia Complete Count Commission. The advisory group will focus on an accurate...

[Continue Reading](#)



Census 2020 Series- Who Is Counted?

November 15th, 2018

Check out the 2nd video in our series on the importance of the 2020 Census. It takes just 2 min video to learn who gets counted in the Census and...

[Continue Reading](#)



Why The 2020 Census Is Crucial For All Of Us

October 25th, 2018

The 2020 Census is the cornerstone of representative democracy.

WWW.VAKIDS.ORG

Voices

For Virginia's
Children

Conclusion



THE ANNIE E. CASEY
FOUNDATION

KIDS CAN'T FILL OUT A CENSUS FORM THEMSELVES.
Let's make sure we **#CountAllKids**.



Voices

For Virginia's
Children

THANK YOU!

Bill O'Hare

billohare1@gmail.com

Lauren Snellings

lauren@vakids.org

Voices

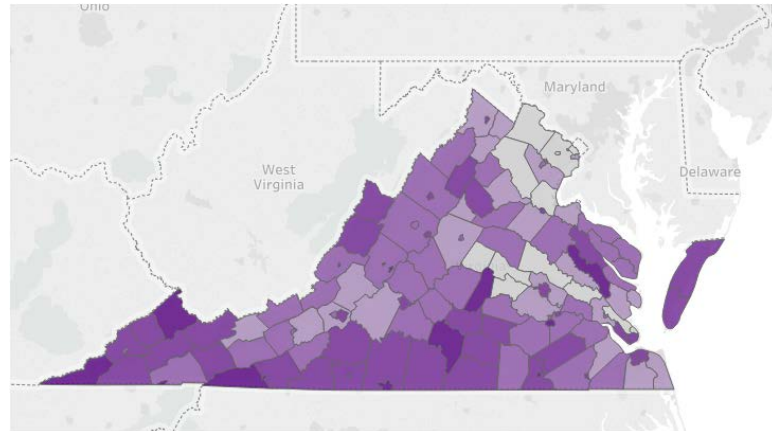
For Virginia's
Children

Voices for Virginia's Children

- We champion public policies that improve the lives of VA's children, especially in areas of:
 - Early care and education
 - Family economic security
 - Foster care and adoption
 - Health and well-being
 - Mental health
 - Childhood Trauma
- Privately funded, nonprofit, nonpartisan

KIDS COUNT Data

- KIDS COUNT Data Center tracks more than 40 indicators of child well-being by locality
- 150+ more at the state level
- Partnership with Annie E. Casey Foundation
- Trends, charts, maps, comparisons



Voices

For Virginia's
Children

Resources

- Book titled – The Undercount of Young Children in the U.S. Census
<https://www.springer.com/us/book/9783319189161>
- Book titled - Differential Undercounts in the U.S. Census URL of free e-book
<https://link.springer.com/book/10.1007/978-3-030-10973-8>
- The Census Bureau infographic on children under five is here:
<https://www.census.gov/library/visualizations/2018/comm/counting-children-2020.html>
- U.S. Census Bureau summary report on research related to the undercount of young children
<https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-summary-recent-research.pdf>
- Count All Kids (National Complete Count Committee for young children) website
<https://countallkids.org/>
- Paper on the Undercount of young children in the ACS: Jensen, E. and Hogan. H. (2017). “The coverage of young children in demographic surveys, *Statistical Journal of the International Association of Official Statistics*, Vol 33, pp 321-333 (undercoverage of young children in the ACS)
<https://content.iospress.com/articles/statistical-journal-of-the-iaos/sji170376>
- Detailed Census Bureau research reports on the undercount count of young children are available at
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.htm>