Knox Complete Count Committee Resources

KNOXVILLE, FARRAGUT, AND KNOX COUNTY CENSUS PLANNING SUPPORT

MAY 8, 2019
Why Count?
Purpose of Decennial Census

- **Apportioning** representation: “one person, one vote”
- **Drawing** legislative districts and voting precincts
- **Enforcing** voting rights
Purpose of Decennial Census

- **Distributing** federal dollars: $675 billion to state and local governments
- Federal funding: Approximately $2,000 per person
## Cost of Non-Response: Funding at Risk

<table>
<thead>
<tr>
<th>Cost of Non-Response</th>
<th>Farragut</th>
<th>Knoxville</th>
<th>Knox County (Unincorporated Area)</th>
<th>Knox County Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>21,909</td>
<td>184,411</td>
<td>245,001</td>
<td>451,321</td>
</tr>
<tr>
<td>Funding: $1,981/person</td>
<td>$43,401,729</td>
<td>$365,318,191</td>
<td>$485,346,981</td>
<td>$894,066,901</td>
</tr>
<tr>
<td>82% survey response rate</td>
<td>17,965</td>
<td>151,217</td>
<td>200,901</td>
<td>370,083</td>
</tr>
<tr>
<td>Estimated funding</td>
<td>$35,589,418</td>
<td>$299,560,917</td>
<td>$397,984,524</td>
<td>$733,134,859</td>
</tr>
<tr>
<td>Funding at risk</td>
<td>$7,812,311</td>
<td>$65,757,274</td>
<td>$87,362,457</td>
<td>$160,932,042</td>
</tr>
</tbody>
</table>

FY2015 per capita federal assistance program funds to Tennessee reported by George Washington University, Counting for Dollars 2020
2015 population data from U.S. Census Bureau, Population Estimates Program
Purpose of Decennial Census

• **Informing** planning decisions of businesses, non-profits, and federal, state, local, and tribal governments
Informing Business Decisions

Determine the Best Location for Your Business

1. What type of business do you want to research?
   - Select the type of business you want to research by either selecting it from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

2. Where are you considering locating the business?
   - Select the location you want to research either clicking on the "Locate" button or by searching for it.

   - My Location
   - [Search for location by state, county, city/town, or ZIP code]

   Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching.
   (Note: You must choose a type of business and location.)

   - [Go to Map]

   Click "Create Report" to go straight to the report for your type of businesses and location.
   (Note: You must choose a type of business and location.)

   - [Create Report]
Informing Planning Decisions

Population Data

Planning Information Services Division has compiled data from the U.S. Census Bureau and other sources to make it easier to access some of the most commonly requested local information.

Population Estimates Program

2000-2009 (Annual)

The U.S. Census Bureau’s Population Estimation Program shows the living areas of people who live in an area. Use this source for the latest, monthly, and annual estimates of total population.

American Community Survey

2005-2009 (Annual)

The U.S. Census Bureau’s American Community Survey shows how people live in our area. Use this source if you need yearly detailed information on demographic, social, economic, and housing characteristics.

Educational Attainment

The educational level of the region workforce is increasing, but more not there yet.

- Percentage of workforce with postsecondary education
- More workers are going to college.

- Percentage of workforce having at least a bachelor’s degree
- Increase from 47% to 54%

- College-going rate
- 42% in 2013

- College-bound
- Dropout rates have declined considerably

Household Income

Post-recession household incomes continue to fall.

- Median household income in 2007 was $51,500
- In 2012, it was $47,400

- 1 in 6 people in the region live in poverty
- Poverty rate for a family of four is $23,350

The challenge of our changing population...

Workers Leaving County of Residence for Employment

- Live & Work in Knox County
- Work Outside of Region

- Inflation-adjusted household incomes have decreased 7% since the recession.

- The poverty rate for a family of four is $23,350.
Census 2020 Prep Work

- Block Boundary Suggestion Program
- Local Update of Census Addresses (LUCA)
- Count Review Operation
- Participant Statistical Areas Program (PSAP)
- New Construction Program
Lessons Learned from 2010 Census

• 2010 Census mail response rate was 79% nationwide
• Post-census research was conducted to determine reasons for low responses
• From that work, researchers identified selected characteristics that were good indicators of hard-to-survey areas
Predictors of Low Response

- Renter households
- Population 18 to 24 years of age
- Families with unmarried female heads of household
## Predictors of Low Response

<table>
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<tr>
<th>Indicator</th>
<th>Farragut</th>
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<tbody>
<tr>
<td>Renter-occupied housing units</td>
<td>1,034</td>
<td>43,442</td>
<td>20,946</td>
<td>65,422</td>
</tr>
<tr>
<td>Share (%)</td>
<td>12.9</td>
<td>54.7</td>
<td>22.1</td>
<td>35.9</td>
</tr>
<tr>
<td>Population 18 to 24 years of age</td>
<td>1,274</td>
<td>33,634</td>
<td>20,157</td>
<td>55,065</td>
</tr>
<tr>
<td>Share (%)</td>
<td>5.8</td>
<td>18.2</td>
<td>8.2</td>
<td>12.2</td>
</tr>
<tr>
<td>Female householder, no husband</td>
<td>346</td>
<td>11,395</td>
<td>8,227</td>
<td>19,968</td>
</tr>
<tr>
<td>Share (%)</td>
<td>4.3</td>
<td>14.3</td>
<td>8.7</td>
<td>11.0</td>
</tr>
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Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
Response Outreach Area Mapper (ROAM)

• Helps us learn about hard-to-survey areas
• Can be used to create a tailored communication and partnership campaign
• Click on the map:
Knoxville-Knox County Planning Maps

Click on each map.

<table>
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<th>Renter households</th>
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<tr>
<td>Population 18-24 years of age</td>
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<td>Female householders</td>
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Knoxville-Knox County Planning Maps

Click on each map.

<table>
<thead>
<tr>
<th></th>
<th>Female Householders and Renters</th>
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<tbody>
<tr>
<td><img src="image1" alt="Map" /></td>
<td><img src="image2" alt="Map" /></td>
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<table>
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<tr>
<th></th>
<th>Female Householders and Young People</th>
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<tbody>
<tr>
<td><img src="image3" alt="Map" /></td>
<td><img src="image4" alt="Map" /></td>
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<tr>
<th></th>
<th>Renters and Young People</th>
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<tbody>
<tr>
<td><img src="image5" alt="Map" /></td>
<td><img src="image6" alt="Map" /></td>
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<tr>
<th></th>
<th>Female Householders, Young People, Renters</th>
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<tbody>
<tr>
<td><img src="image7" alt="Map" /></td>
<td><img src="image8" alt="Map" /></td>
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