Data & tools supporting the 2020 Census in Knoxville/Knox County

Multicultural Subcommittee Training
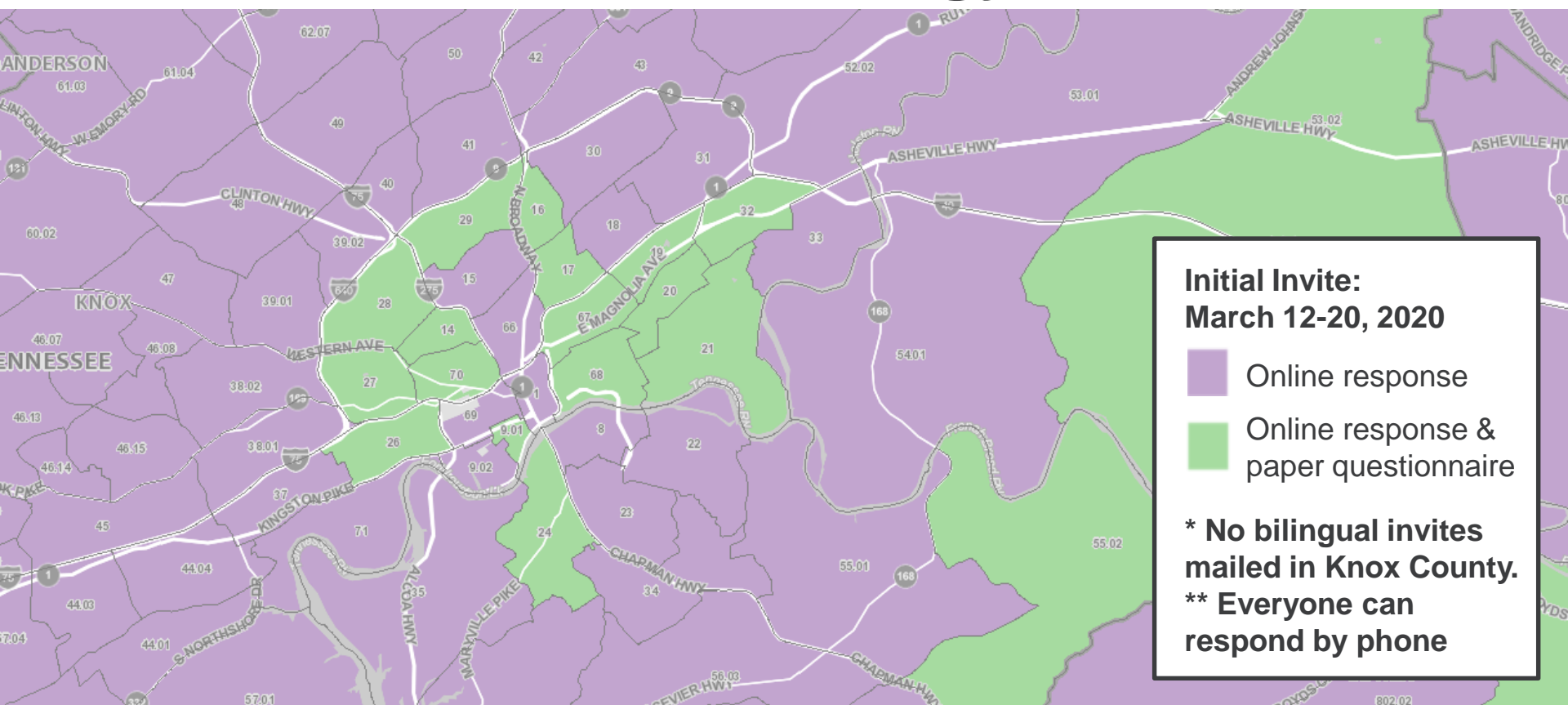
February 4, 2020

Agenda

- Responding to the Census and factors that could influence response

- Understanding "Hard to Count" Communities

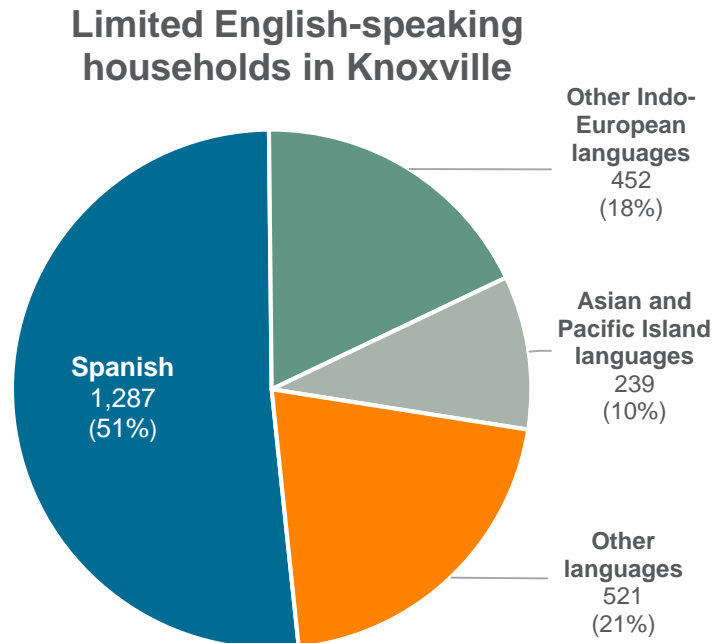Race, ethnicity, language and foreign-born population

CONTEXT FOR RESPONDING TO THE 2020 DECENNIAL CENSUS

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2020 Census Contact Strategy

**Initial Invite:
March 12-20, 2020**

Online response

Online response &
paper questionnaire

*** No bilingual invites
mailed in Knox County.
** Everyone can
respond by phone**

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Limited English Speaking Households

- No one age 15 or older speaks English "very well"

- 3,112 households in Knox County

- 80% live within Knoxville

Limited English-speaking households in Knoxville

Spanish
1,287
(51%)

Other Indo-European languages
452
(18%)

Asian and Pacific Island languages
239
(10%)

Other languages
521
(21%)

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates. S1602

Non-English Language Support

- Paper forms
  - English, Spanish
- Other supported languages (12)
  - Language support card on mailed invite
  - Online web-based response
  - Phone response
- [Instructions for 59 languages](#)

12 Supported languages

Spanish	Tagalog
Chinese	Polish
Vietnamese	French
Korean	Haitian Creole
Russian	Portuguese
Arabic	Japanese

Languages spoken in Knoxville and Knox County

- [Limited English Speaking Households](#)
- [Language spoken as home](#)

Race and Ethnicity in Knox County

Race	2018	Share of Total	Tennessee
Black Non-Hispanic	40,439	8.7%	16.8%
Hispanic	20,443	4.4%	10.2%
Other Non-Hispanic	21,571	4.6%	6.4%
White Non-Hispanic	382,836	82.3%	66.6%
Total	**465,289**		

Source: US Census Bureau, Population and Housing Unit Estimates, Vintage 2018

Separate Hispanic Origin Question

Common Response Scenarios

- Most respondents will mark, "No, Not of Hispanic, Latino, or Spanish origin"

- Most Hispanic respondents will select one of the three detailed checkbox categories (i.e., Mexican, Puerto Rican, Cuban)

- Additional detailed Hispanic origin responses are collected via "Yes, another Hispanic…" write-in response area (e.g., Salvadoran, Dominican, Peruvian, Spaniard)

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

[X] **No**, not of Hispanic, Latino, or Spanish origin

[X] Yes, Mexican, Mexican Am., Chicano

[X] Yes, Puerto Rican

[X] Yes, Cuban

[ ] Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

Guatemalan Honduran

Race Question

Common Response Scenarios

- Most respondents will mark "White" box
- Detailed White responses are collected via write-in area (e.g., Irish, German, Lebanese)
- Many respondents will mark "Black or African Am." box
- Detailed Black responses are collected via write-in area (e.g., African American, Nigerian, Jamaican)
- Detailed American Indian tribes, Alaska Native villages, and indigenous Central and South American groups are collected via write-in area

Most Common Ancestry in Knoxville

Ancestry	Estimate
Total:	**185,429**
Other groups	55,628
Unclassified or not reported	50,911
German	20,819
Irish	18,409
American	16,861
English	16,277
Scotch-Irish	5,980
Scottish	5,352

Source: US Census Bureau, American Community Survey 1-Year Estimates, 2018, B04006
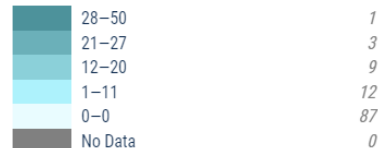
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United States™ Census Bureau

// Search / Map / B04006

Search

Total—Arab—Lebanese—Estimate

Survey/Program:	American Community Survey
Product:	2018: ACS 5-Year Estimates Det ⌄
Data Variable:	Total—Arab—Lebanese—Estima ⌄
Geographies:	Census Tract ⌄

CLEAR GEOGRAPHIES

Legend

	28—50	1
	21—27	3
	12—20	9
	1—11	12
	0—0	87
	No Data	0

Italicized numbers indicate the number of geography areas in each data class.

⚙

VIEW TABLE

Total—Arab—Lebanese—Estimate

Survey/Program:	American Community Survey
Data Variable:	Total—Arab—Lebanese—Estimate ⌄

Product:	2018: ACS 5-Year Estimates Detailed Tables ⌄
Geographies:	Census Tract ⌄

Select · Clear Geos · Identify · Filters · Download · Print · Share · Table · Chart · Data Notes

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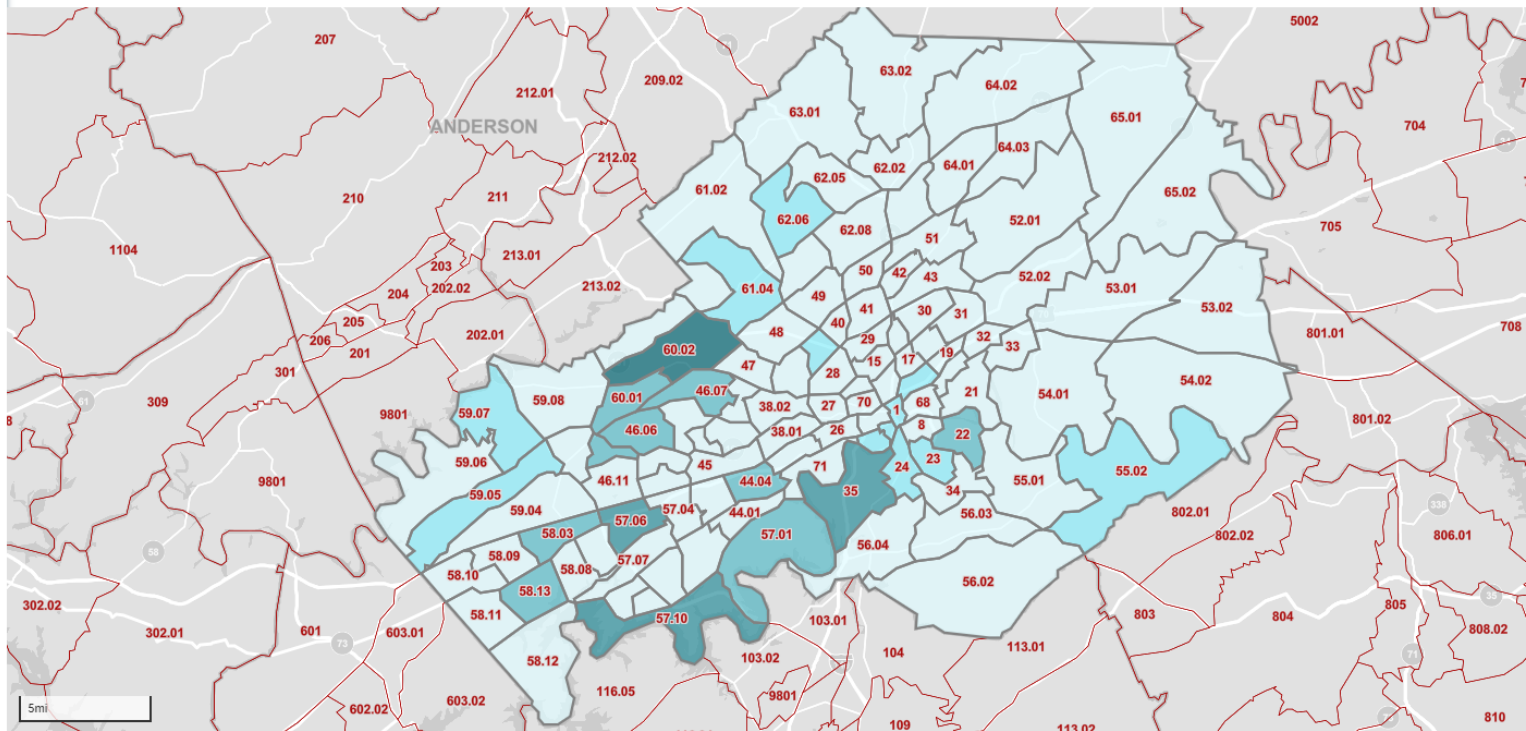
Origin and Ancestry Data

- [Hispanic or Latino Origin by Specific Origin](#)

- [Ancestry](#)

- [Distribution of Ancestry in Knox County (Map)](#)
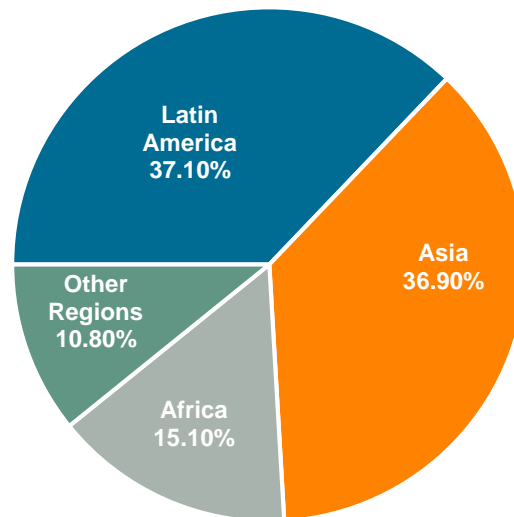
Percent population that is foreign-born

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Origin of foreign-born Tennessee residents by year of entry to US

2000-2009: 105,076
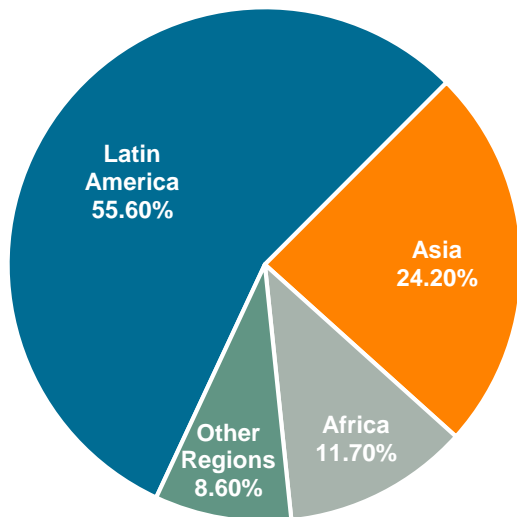
Latin America 55.60%
Asia 24.20%
Other Regions 8.60%
Africa 11.70%

2010 or later: 109,340

Latin America 37.10%
Asia 36.90%
Other Regions 10.80%
Africa 15.10%

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates. S0502

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Data to help plan engagements and outreach

RESPONSE OUTREACH AREA MAPPER (ROAM)

Complete Count: Why are we here?

- 2010 final mail response rate for Knox County: 82.4%

- Non-response follow-up
  - Starts mid-May
  - Less accurate
  - Very expensive

- **Motivate self-response**

https://www.censushardtocountmaps2020.us/
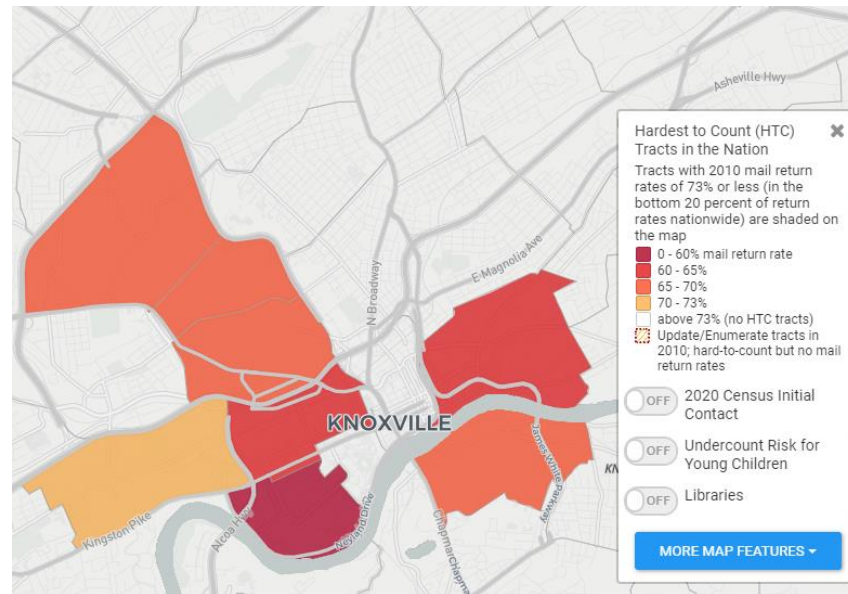
Low Response Score

- Combination of [25 best predictors of non-response to 2010](#)

- Strongest predictors:
  - Renters
  - Ages 18 to 24
  - Female head of household, no husband

- Visualized in ROAM

- **This is not a strategy**
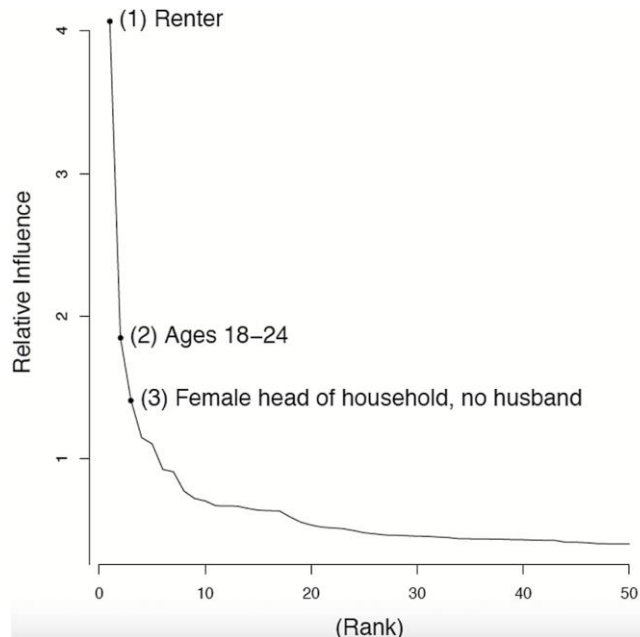
ROAM Demo

- View Low Response Score (Predicted non-response rate)

- Review demographic data

- Understand how the data in ROAM can help inform outreach
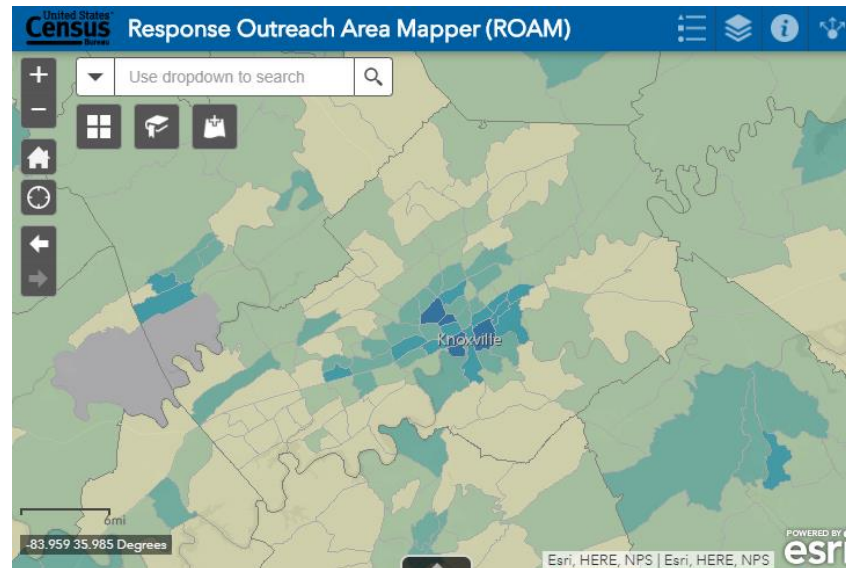
www.census.gov/roam

Hard to Count Populations

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?

What makes a population "Hard to Count"

Wanting to remain hidden, undocumented immigrants, sexual minorities, hidden housing units

Participation hindered by language barriers, low literacy, lack of internet

Hard to Locate

Hard to Interview

Hard to Contact

Hard to Persuade

Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

Suspicious of the government, low levels of civic engagement

How can you support the Census?

Important guidance for groups conducting outreach:

- Providing devices for response
- Assisting people with their response
- Door-to-door outreach
- Calling the public

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