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
2020 Census Contact Strategy

Online response
Online response & paper questionnaire

Initial Invite: March 12-20, 2020

- Online response
- Online response & paper questionnaire

* No bilingual invites mailed in Knox County.
** Everyone can respond by phone
Limited English Speaking Households

- No one age 15 or older speaks English “very well”
- 3,112 households in Knox County
- 80% live within Knoxville

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

<table>
<thead>
<tr>
<th>Language</th>
<th>Language</th>
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</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Tagalog</td>
</tr>
<tr>
<td>Chinese</td>
<td>Polish</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>French</td>
</tr>
<tr>
<td>Korean</td>
<td>Haitian Creole</td>
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<tr>
<td>Russian</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Arabic</td>
<td>Japanese</td>
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</tbody>
</table>
Languages spoken in Knoxville and Knox County

• Limited English Speaking Households
• Language spoken as home
## Race and Ethnicity in Knox County

<table>
<thead>
<tr>
<th>Race</th>
<th>2018</th>
<th>Share of Total</th>
<th>Tennessee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Non-Hispanic</td>
<td>40,439</td>
<td>8.7%</td>
<td>16.8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20,443</td>
<td>4.4%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Other Non-Hispanic</td>
<td>21,571</td>
<td>4.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>White Non-Hispanic</td>
<td>382,836</td>
<td>82.3%</td>
<td>66.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>465,289</strong></td>
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</tbody>
</table>

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)
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

<table>
<thead>
<tr>
<th>Ancestry</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>185,429</td>
</tr>
<tr>
<td>Other groups</td>
<td>55,628</td>
</tr>
<tr>
<td>Unclassified or not reported</td>
<td>50,911</td>
</tr>
<tr>
<td>German</td>
<td>20,819</td>
</tr>
<tr>
<td>Irish</td>
<td>18,409</td>
</tr>
<tr>
<td>American</td>
<td>16,861</td>
</tr>
<tr>
<td>English</td>
<td>16,277</td>
</tr>
<tr>
<td>Scotch-Irish</td>
<td>5,980</td>
</tr>
<tr>
<td>Scottish</td>
<td>5,352</td>
</tr>
</tbody>
</table>

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

Source: US Census Bureau, American Community Survey 1-Year Estimates, 2010-2018, B05012
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: 11.70%
- Africa: 8.60%

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
RESPONSE OUTREACH AREA MAPPER (ROAM)

Data to help plan engagements and outreach
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

What makes a population “Hard to Count”

Hard to Locate
- Wanting to remain hidden, undocumented immigrants, sexual minorities, hidden housing units

Hard to Contact
- Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

Hard to Persuade
- Suspicious of the government, low levels of civic engagement

Hard to Interview
- Participation hindered by language barriers, low literacy, lack of internet

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