



Improving the Count of Young Children in the 2020 Census

New York State Data Center Annual Affiliate Meeting

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May 23, 2019

Outline

- Overview of the Issue
- Our Approach
- Who is at Risk of Being Undercounted
- What are We Doing About It?
- How can YOU Help?

What is the Issue?

- In 2010, the estimated net undercount for children age 0 to 4 was 4.6%, or nearly 1 million young children
- The undercount of young children has been a persistent issue in the census
- The net undercount of young children has increased in recent decades where the undercount for other groups has decreased.

What is the Issue?

- An undercount of children has implications for:
 - Political representation
 - Federal funding for programs such as:
 - Temporary Assistance for Needy Families
 - Special Education Grants
 - National School Lunch Program
 - Community planning
 - Schools
 - Libraries
 - Health Services
 - Recreational and Green Space areas



<https://interacc.typepad.com/.a/6a01053596fb28970c0120a7a0cb62970b-320wi>

Our Approach

- 2013-2014 – Informal Task Force
- 2015 – Undercount of Young Children (UYC) Research Team
- 2017 – UYC Implementation Team
 - Within the Coverage Improvement Integrated Project Team
- 2018 – 2020 Census UYC Task Force

Who is At Risk of Being Undercounted?

Household or Child Characteristics	Complex Household
Young children living in <u>Complex Households</u> (see column on right)	
Young children living in <u>rental</u> units	
Young children living in a household that was <u>not enumerated by self-response</u>	A complex household is a household that is NOT a nuclear family or single-parent family. Complex households include:
Young children living with <u>young householder</u> (under age 30)	
Young children living in a <u>low-income household</u>	
Young children living in a household with <u>limited English speaking</u> ability	
Young children living in <u>very small households</u> (2 people) or in <u>very large household</u> (6 or more people)	In the 2010 Census, 50% or more of children in the categories below were in complex households:
Young children who <u>moved in the past year</u>	
Young children <u>living with a grandparent</u>	
Children <u>born in the 3 months before Census Day</u> (January 1 to April 1)	

What We Are Doing About It

- Production Operations
- Communications and Partnerships
- Evaluation of 2020 and Preparation for 2030

Production Operations – General

- General Innovations and Improvements in 2020 Census
 - Improve quality and coverage of MAF
 - Increase number of languages available for response
 - Allow people to respond without their Census ID
 - Add internet as response mode and keep paper and telephone
 - Use administrative data to improve nonresponse followup
 - Optimized internet response for use on mobile phones
 - Allow multiple responses from one computer
 - Allow multiple responses from one household via Non-ID
 - Non-paper modes allow for more than 10 people

Production Operations – Clarifying Language

- Updated the language on the primary solicitation materials that most households will receive in 2020

“...all adults, children, and babies living or staying at this address”

» instead of...

“...everyone living or staying at this address”

Production Operations – Clarifying Language

- Updated the wording of the undercount probe on the questionnaire to specifically mention “grandchildren” and “unrelated” children
- Automated instruments will allow respondents to add these people in real time

2010 Undercount Probe

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?
Mark all that apply.

Children, such as newborn babies or foster children

2018 Undercount Probe

2. Were there any additional people staying here on April 1, 2018 that you did not include in Question 1?
Mark all that apply.

Children, related or unrelated, such as newborn babies, grandchildren, or foster children

Production Operations – Clarifying Language

- In the Coverage Improvement instrument, there are two undercount probes – one specifically for children and one for others:

I'd like to make sure that we are not missing anyone who lived or stayed at <ADDRESS>.

Were there any babies, children, grandchildren, or foster children who lived there on April 1, 2020 who are not on the list?

- Yes
- No

Were there any additional people living or staying there, such as relatives, nonrelatives, roommates, or anyone without a permanent place to live, who are not on the list?

- Yes
- No

Production Operations – Clarifying Language

- Updated the help text on the internet self-response instrument to provide additional guidance about counting children. Example:
 - Using those guidelines, be sure to INCLUDE the following types of people if they will be living or staying at <ADDRESS> most of the time around <REFDATE>:
 - Babies and children of all ages (even newborns and infants), including biological, step, and adopted children, as well as grandchildren, foster children, and children in joint custody arrangements.
 - Any other close or extended family members living there, even partners, grandparents, cousins, in-laws, etc.
 - <List continues>
- NRFU, CQA, and CI instruments also have help text and FAQs related to counting children.

Production Operations – Improved Training

- Updated training for Nonresponse Followup enumerators
 - Specific mentions of counting children and knowledge check questions for on-line training
 - Case study for in-class training involving respondent who is confused about whether to count grandchild
- Updated training for Census Questionnaire Assistance (telephone) enumerators and Coverage Improvement interviewers
- Included content and topics related to the undercount of young children in the Frequently Asked Questions available for field and telephone enumerators

Communication & Partnership – CBAMS

For those reporting having young children vs those who reported not having them:

- Intent to respond was lower
- Preference for online vs paper
- Less familiar with census and had more misconceptions about it
- Similar barriers as those without kids
- More motivated by community-oriented reasons, especially determine funding for public services in community like daycare and schools & education

NOTE: Other factors were not controlled, and may confound interpretation. For example, respondents who reported having young children may be younger than respondents who didn't report having young children. So, some results may be what we would see in a simple comparison of younger vs. older respondents.

Communication & Partnership – Messaging

- Specific campaign “to Improve the Count of Young Children”
- Themes involving young children are woven throughout the media campaign
 - Every focus group has someone with child(ren)
 - El Paso and Philadelphia exclusively had participants with child(ren)
- Messaging includes the multiple ways to respond
- Kid-focused social media and promotional items
- Direct mailing in target areas
 - Developing a more robust “hard to count” score specifically for undercounted young children

Communication & Partnership – National & Local

- Providing information to educate partners about the problem and its impact
- Working with partners to develop information and products, and identify assistance they can provide in their communities
- Partnership specialists FOCUSED on the Undercount of Young Children
- Efforts include:
 - Census Innovation Workshops
 - Webinars with Stakeholders
 - Census Blog
 - Infographic
 - Statistics in Schools



<http://getmespark.com/wp-content/uploads/internet-business-partnership.jpg>

Communication & Partnership – Infographic

- Infographic that describes situations where children may be missed and suggests ways for partners to discuss these with individuals & communities
- Posted to census.gov on August 29, 2018

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren't counted



The **child splits time between two homes**.

The child lives or stays with **another family or with another relative such as a grandparent**.

How you can help?

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



Communication & Partnership – Statistics in Schools

A free program in the U.S. and Puerto Rico and the Island Areas (Guam, American Samoa, the Northern Mariana Islands, and the U.S. Virgin Islands) for K-12 classrooms.

www.census.gov/schools

- Printed maps
- Kits and activities
- Family take-home pages
- Expanding to include Pre-K for 2020 Census



Communication & Partnership – Webpage

- Developed a page on census.gov that is devoted to the undercount of young children
- Includes research reports, the infographic, the Director's Blog, and previous presentations
- <https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html>

The screenshot shows the official website of the United States Census Bureau. At the top, there is a dark blue header with the 'United States Census Bureau' logo, a search bar, and navigation links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. Below the header, a breadcrumb trail indicates the page's location: // Census.gov / Decennial Census of Population and Housing / 2020 Census / Research and Testing / The Undercount of Young Children. The main content area has a light gray background. On the left, a sidebar menu includes links for 'About', 'Overview', 'Research and Testing' (which is highlighted in blue), 'Census Testing by Year', 'Library', 'News', 'Become a Partner', 'Complete Count Committees', 'Business Opportunities', and '2020 Census Jobs'. To the right of the sidebar, the title '2020 Census' is displayed above a section titled 'The Undercount of Young Children'. This section includes social media sharing icons for Facebook, Twitter, and LinkedIn, and a sub-section titled 'Overview'. The text discusses the long-standing undercount of young children in censuses and other surveys. Below this, a section titled 'Published Research Reports' lists three documents from July 2017: '2010 Undercount of Young Children – Characteristics of Children by Age', '2010 Undercount of Young Children – Analysis of Coverage Followup', and '2010 Undercount of Young Children – Geographic Distribution of Results'. Each report summary includes a brief description and a link to the full document.

Evaluation and Preparation



<https://mcargobe.files.wordpress.com/2014/08/under-construction.gif>

How can YOU Help?

- Continue interest and involvement!
- Use infographic and other tools
- Visit the webpages
- Sponsor, encourage, & promote events to increase participation

Thank you

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