Census 2020: Young Children and the Census Undercount
A Conversation with Funders about Contributing Factors and Actionable Solutions

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Today’s Presenters

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In A Nutshell...

• The number of young children missed in the Decennial census is large, growing, and the consequences are serious
• Young children are missed for different reasons than adults; we need to count young children differently than we count adults
• Advocates are working nationally, and in states and localities, to improve the count
• Funders can play several roles in improving the count of young children and protecting their investments

Being Counted Helps Young Children Thrive

• Stronger political representation: federal, state, county and School Board districts
• More funding for key kids programs: more complete Census data can increase funding for some programs (Medicaid, CHIP, foster care, adoption, child care)
  • average in 37 states is $1200 lost per year per uncounted person
  • States lost over a half billion a year from the young child undercount from just five programs
• More equitable distribution of funds: When total federal funding is capped, Census data often determines who gets it (Title 1, Special Ed, CCDBG, Head Start expansion funds)
• Better planning: school size, health facilities, private enterprise
• Better information for 10 years on child well being: Census data provides 10 of 16 indicators used in yearly KIDS COUNT report
Census Undercount of Young Children Is Large and Growing

One in 10 Young Children were Missed in the 2010 Census

Population Numbers for Age 0 to 4

Net Undercounts and Omissions

<table>
<thead>
<tr>
<th>Net Undercount</th>
<th>Omissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>970,000</td>
<td>2,200,000</td>
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Rates for Age 0 to 4

<table>
<thead>
<tr>
<th>Net Undercount</th>
<th>Omissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6%</td>
<td>10.3%</td>
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</tbody>
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Source: Hogan and Griffin 2016
Young Children Had a Higher Net Undercount (by far) Than Any Other Age Group in the 2010 Census

Source: U.S. Census Bureau, May 2012 DA release.

Since 1980, the Net Undercount of Young Children in the Census has Worsened While the Coverage of Adults has Improved

Source: O’Hare 2015, Chapter 4
Why Are Young Children Missed In The Census?

When Children are Missed: What We Know So Far

• Four out of five children are missed because they are left off the roster
• More likely to be missed if they live in complex households, particularly when the person filling out the form is not their parent
• Fear and confusion about including young children
• Children have hard to count characteristics such as living in a rental
• Areas where kids are at high risk of being missed:
  • Many children of color,
  • Many linguistically isolated households,
  • Many grandparent householders, or
  • Many children not related to the householder
Efforts to Count All Kids

Count All Kids Committee
Count All Kids Campaign

Counting Young Children: What Works

• Adults are usually missed because they don’t return the form
  • Census Bureau targets low response areas
  • Messaging around returning the form
• Young children are usually missed when they are left off the form
  • Developing maps showing where kids are often left off
  • Conducting message research
  • Developing outreach tools to persuade families to count children
  • Working with Census Bureau to get them to conduct outreach around young children
Count All Kids Committee: National Complete Count Committee For Young Children

- Working with the Census Bureau to improve their strategies and connect them with key partners
- Coordinating national awareness efforts
- Engaging national networks that work with families of young children

Count All Kids Campaign

Supports state and local efforts to
- Form Complete Count Committees, including priority on counting young children
- Work with Complete Count Committees to build plans prioritizing young children, and use message tested outreach materials
- Encourage providers to use our outreach materials with families with young children
Complete Count Committees Promote Census Participation

What Can Funders Do?

- Florencia Gutierrez, Senior Associate, Annie E. Casey Foundation
- Kiki Jamieson, President, The Fund for New Jersey
Children Under Age 5 At Greatest Risk for Undercount in New Jersey

Count All Kids Video
Resources

A full list of the resources discussed during the webinar can be found here:

- Funders’ Census Initiative
- Democracy Funder Sub-Group
- United Philanthropy Forum
- Leadership Conference on Civil & Human Rights
- Count All Kids, www.countallkids.org (sign up for the campaign), on Facebook at Count All Kids, Twitter @CountAllKids
- Fund for New Jersey, https://fundfornj.org/census
- National Census advocacy campaign, www.censuscounts.org
- Census Bureau resources on Complete Count Committees: https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

More Detailed Information about the Young Child Undercount can be found on the following slides.
2010 Census Net Undercount Rates for Children Age 0 to 4 by Race and Hispanic Origin

- Total: -4.6
- Black Alone or in Combination: -6.3
- Hispanic: -7.5
- Proxy for Non-Hispanic White: -2.7

Source: U.S. Census Bureau, May 2012 DA Release

Net Undercount Rates* for Children Age 0 to 4 In the 2010 Census Were Higher in Larger Counties

- Less Than 5,000: 5.0
- 5,000-9,999: 1.3
- 10,000-19,999: 0.3
- 20,000-49,999: -1.3
- 50,000-99,999: -1.1
- 100,000-249,999: -2.3
- 250,000-499,999: -4.0
- 500,000+: -7.8

Source: O'Hare 2017, International Journal of Social Science Studies

* Rate = Census counts minus Vintage 2010 population estimates
Family Structure: Two out of Three Children Missed Lived in Complex Households

- **Missed kids:**
  - 16% lived in an address that wasn’t included in the census
  - 16% the only person missing in a housing unit that was “enumerated” (counted)
  - 68% missed along with some other members of a household
- Much more likely to be missed when the person filling out the form isn’t their biological or adopted parent (but 73% of those missed were the child of the householder)
- Complex households can be
  - Multi-generation households
  - Extended families
  - Multi-family households

Fear and Confusion

- **Some respondents may not want to report their child to the government**
  - General distrust of government
  - 1.8 million children age 0-4 (6.4 million age 0 to 17) are living with at least one undocumented parent and the addition of citizenship question may be a problem
  - Some young children are living with a grandparent in restricted housing unit
- **Some respondents think the Census Bureau does not want children included in the Census**
  - 15 percent of people in a NALEO study said they would not include their young child or didn’t know if they would
Other Factors: Many Have Hard-To-Count Characteristics

| Young Children Are More Concentrated in Hard-to-Count Situations Than Older Children |
|---------------------------------|--------|--------|----------------|
|                                  | Age 0-4 | Age 10-17 | Difference (0 to 4 minus 10 to 17) |
| Age of householder is 18-29     | 29      | 3       | 26               |
| Living in rental housing unit   | 44      | 32      | 12               |
| Living in a multi-unit structure | 38      | 26      | 12               |
| Different address one year ago  | 15      | 8       | 7                |
| Living in a complex household   | 40      | 33      | 7                |
| Below poverty                   | 25      | 19      | 6                |
| Enumerator completed response   | 31      | 27      | 4                |
| Grandparent responsible for grandchild | 5      | 3       | 2                |
| Living with one parent or two unmarried parents | 36 | 34 | 2 |

Source: U. S. Census Bureau

Who Should be Engaged in Direct Outreach to Families

- Schools
- Child care centers
- Faith communities
- Medical providers (including hospitals)
- Government agencies
- Services such as WIC
- Libraries
- Businesses
- ?