

# Counting Young Children in the 2020 Census

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PARTNERSHIP  
FOR AMERICA'S  
**CHILDREN**

Connecting, strengthening, and inspiring  
state and local child advocates





## Why We Need To Count All Young Children in the 2020 Census

# 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, CCDBG mandatory share)—average in 37 states is \$1200 lost per year per uncounted person
- *More equitable distribution of funds:* When total funding is capped, Census data often determines who gets it (Title 1, Special Ed, CCDBG appropriations, Head Start expansion funds)
- *Better planning:* school size, health facilities, private enterprise
- *Better information on child well being:* Census data provides 10 of 16 indicators used in yearly KIDS COUNT report
- *Stronger advocacy*

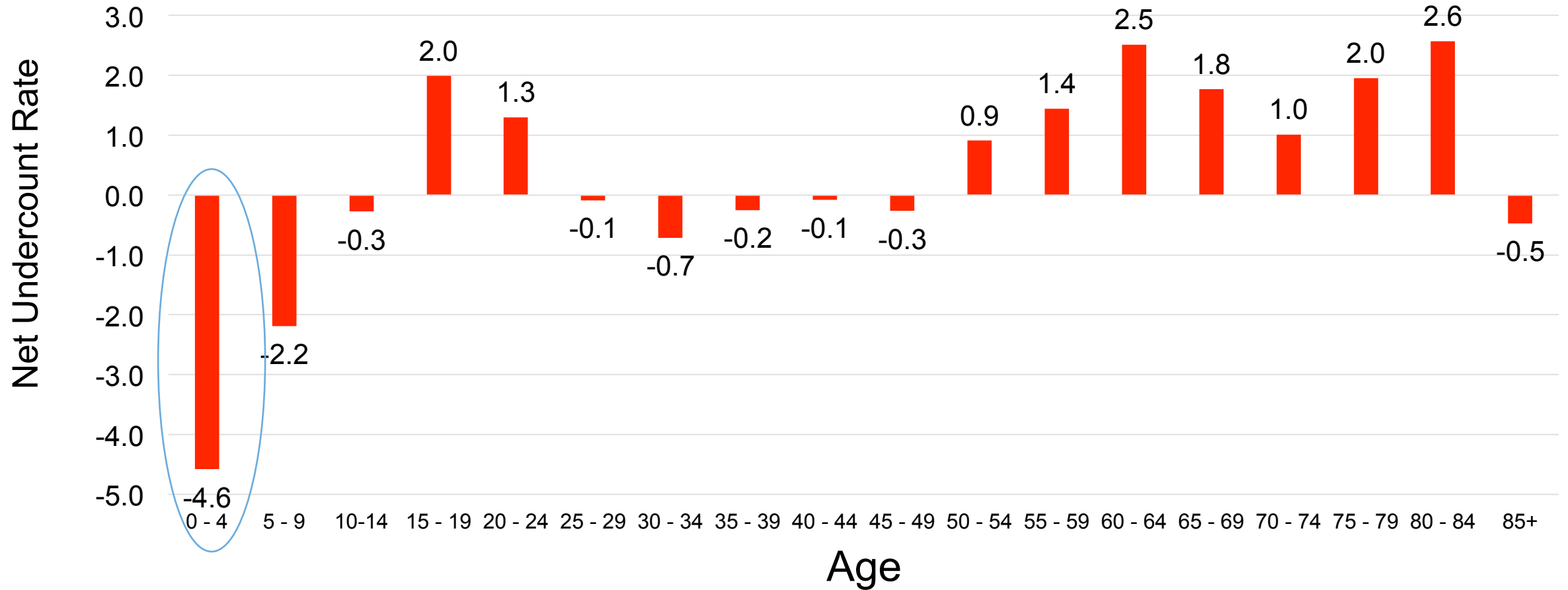
# Census Undercount of Young Children Is Large and Growing



# The 2020 Decennial Census Is In Trouble

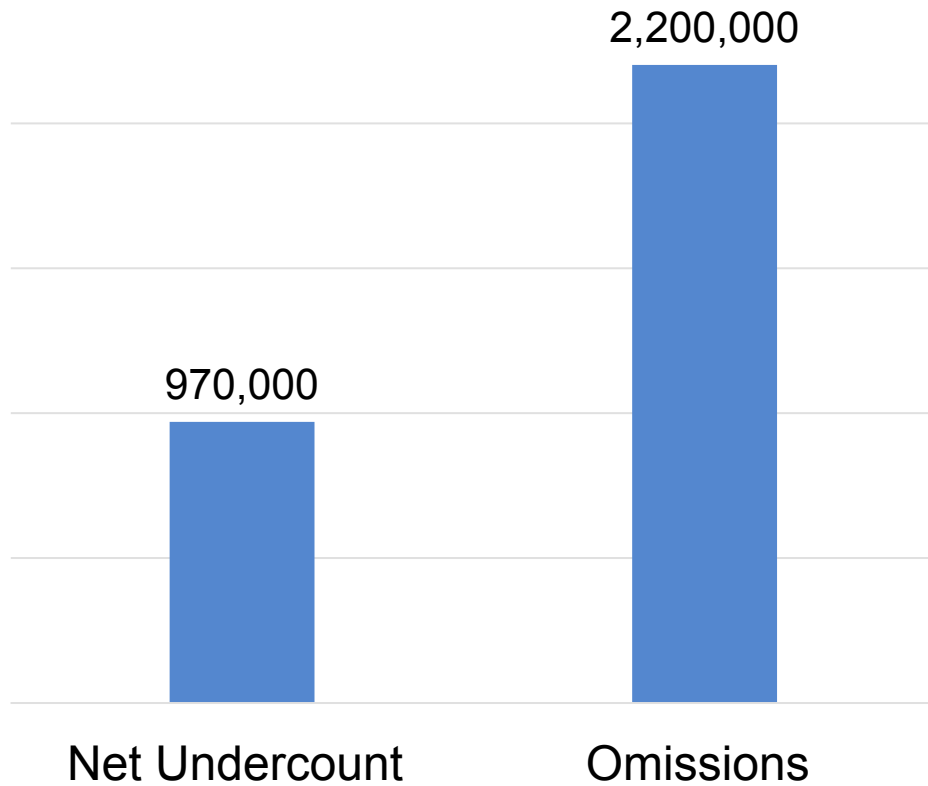
- The first Internet Census (only 20% of households will get paper form)
- Severely underfinanced
  - Had to cancel four out of five major 2018 tests,
  - Planning fewer offices and fewer visits to homes by enumerators
  - Limited print budget
- Tight labor market makes it hard to hire enumerators
- Lack of leadership
- General fear in immigrant community (1 in 4 young children lives in an immigrant household) and distrust of government
- Citizenship question

# Young Children Had a Higher Net Undercount (by far) Than Any Other Age Group in the 2010 Census

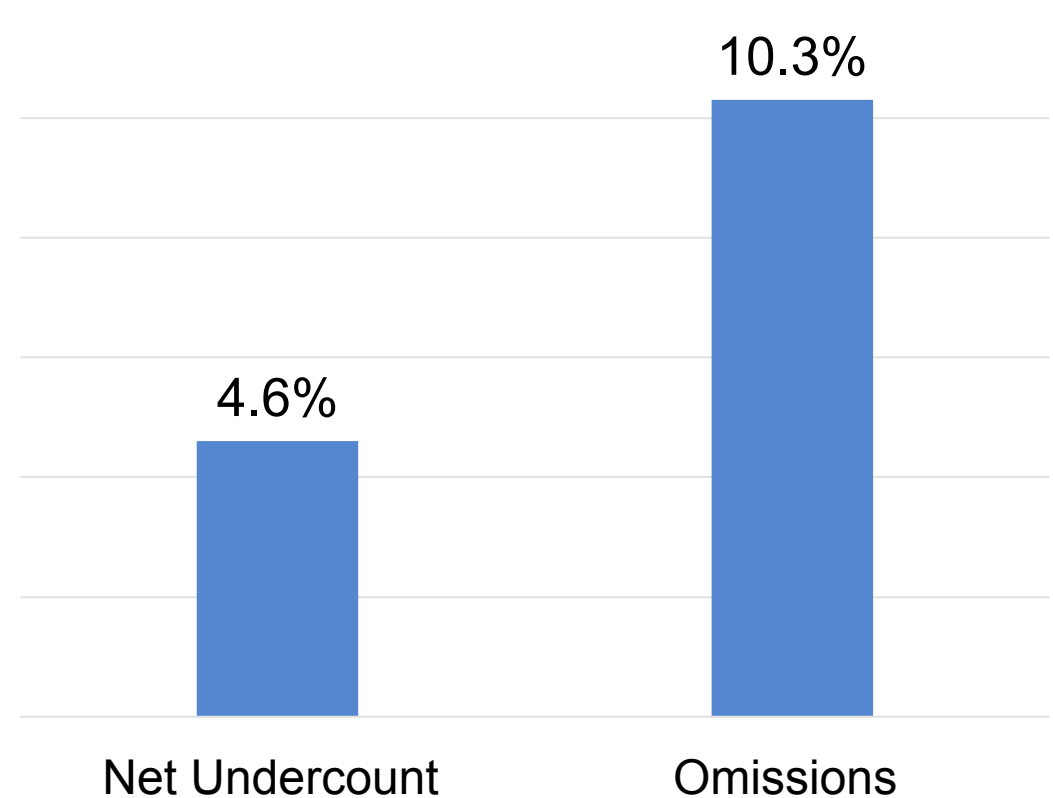


# Net Undercount and Omissions

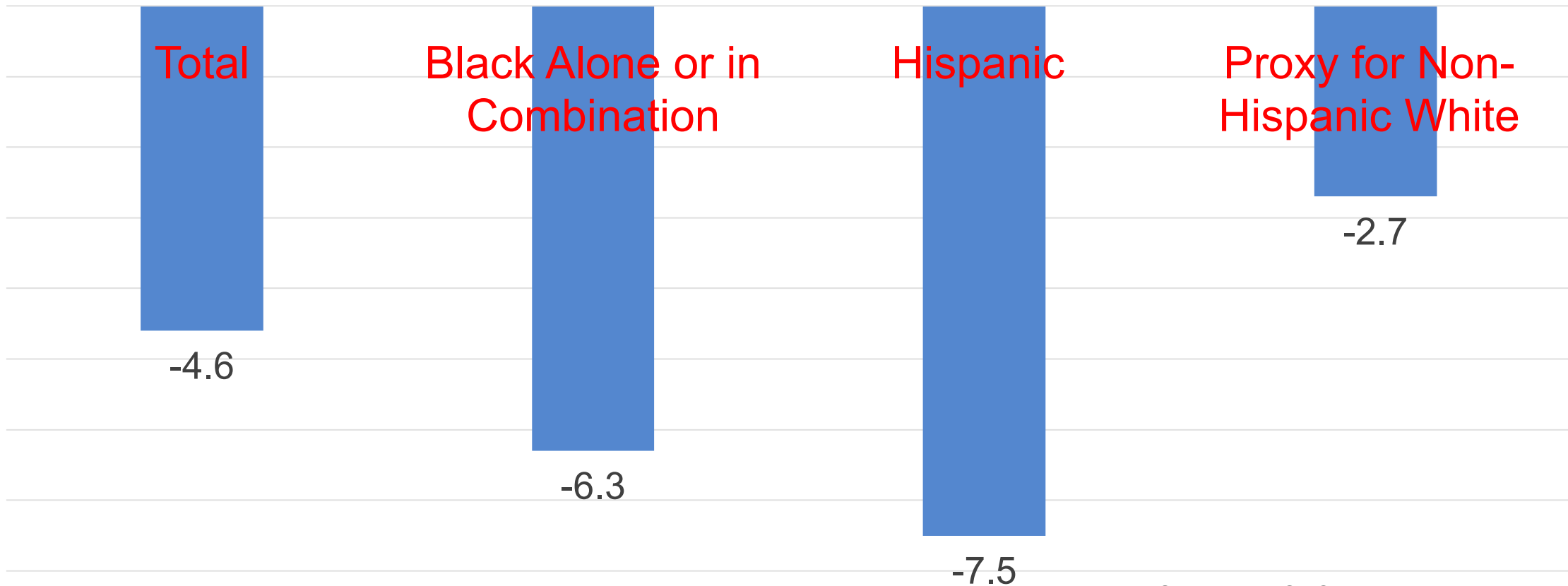
Net Undercounts and Omissions  
Population Numbers for Age 0 to 4



Net Undercounts and Omissions  
Rates for Age 0 to 4



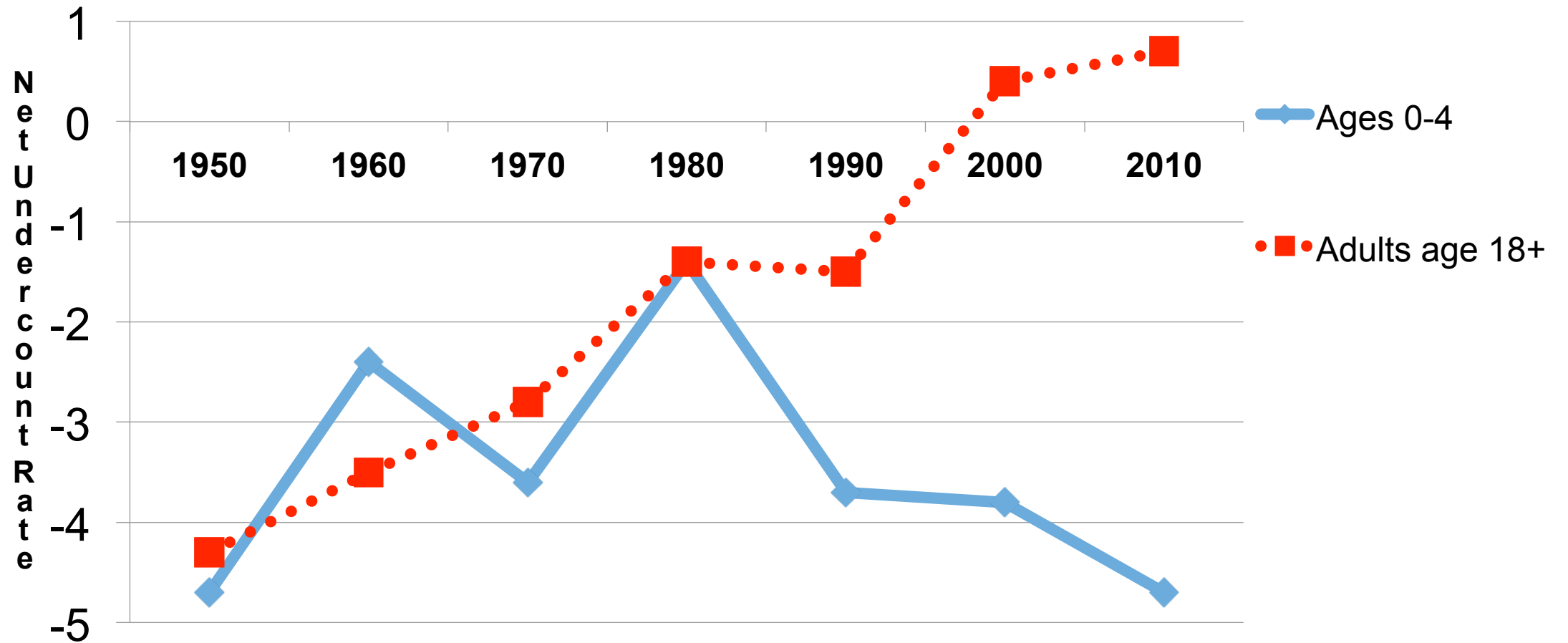
# 2010 Census Net Undercount Rates for Population Age 0 to 4 by Race and Hispanic Origin



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





# **Why Are Young Children Missed In The Census?**

# 2/3 of Uncounted Young Children Probably Live in Complex Households

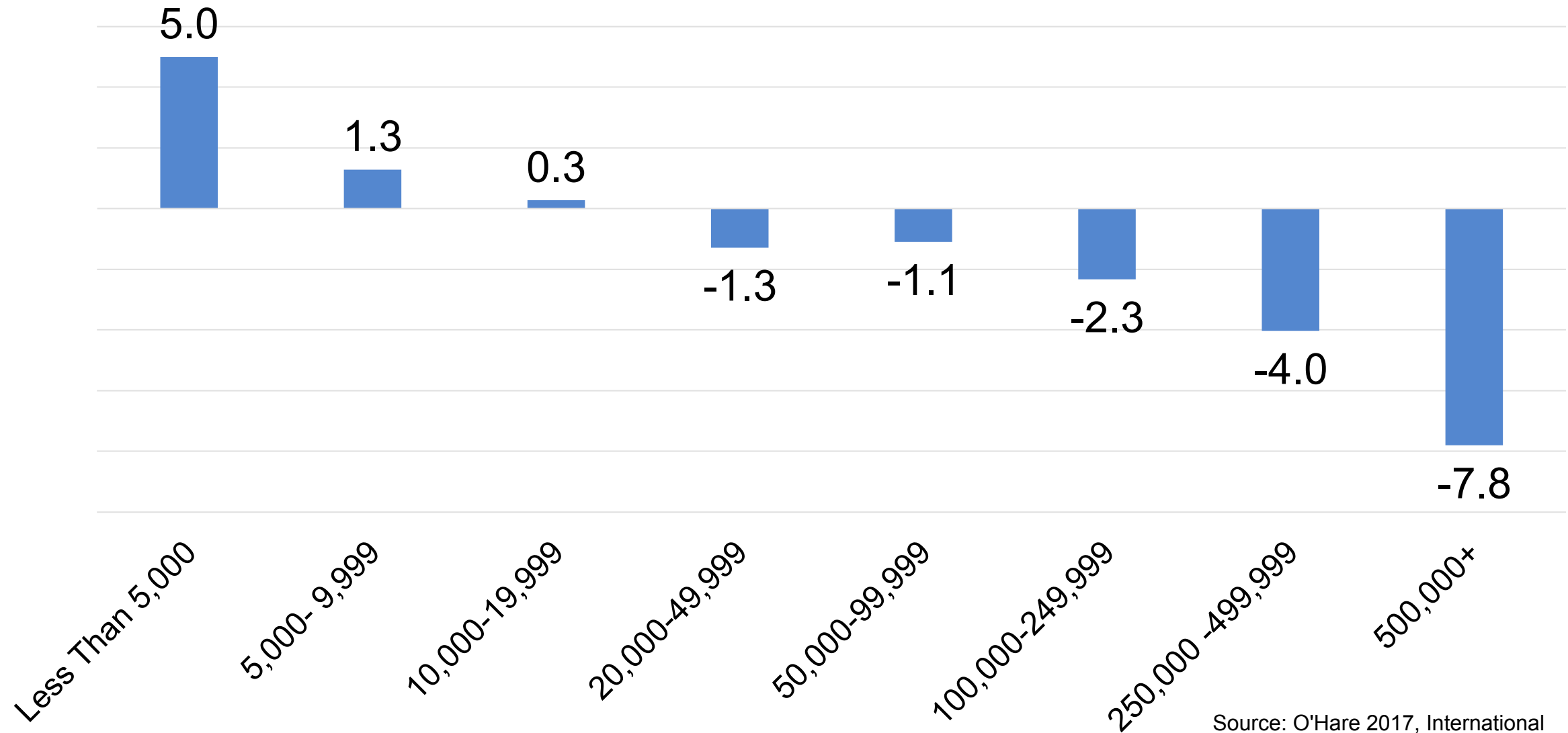
- Missed kids:
  - 16% living in an address that wasn't included in the census
  - 16% the only person missing in a housing unit that was "enumerated" (counted)
  - 68% missed along with some other members of a household
- Much more likely to be missed when the person filling out the form isn't their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

## 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

# Net Undercount Rates\* for Age 0 to 4 are Higher in Larger Counties



\* Rate = Census counts minus Vintage 2010 population estimates

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

# Other Reasons Young Children are Missed in the Census

## **1. Some respondents may not want to report their child to the government**

- Don't trust 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

## **2. Some respondents think the Census Bureau does not want children included in the Census**

## **3. 15 percent of people in a NALEO study said they would not include their young child or didn't know if they would**

# National Efforts to Count All Kids

# National Hub on the Undercount of Young Children

- Co-leading the Count All Kids Coalition in national advocacy
- Running the Count All Kids Campaign supporting state and local efforts
  - to secure state and local Complete Count Committees
  - to participate in or provide technical support to such committees around outreach to families with young children
  - to educate providers on the need to encourage families to include their young children when they fill out the Census
- Undertaking messaging research and developing outreach tools targeting both families with young children and service providers



# Count All Kids Committee

- Working with the Census Bureau to make counting young children a priority and improve their strategies
- Coordinating national awareness efforts such as Hill briefings
- Engaging national networks that work with families of young children, educating their members on the importance of persuading families with young children to fill out the Census, and disseminating the outreach tools being developed by the national hub.
- Co-led by Children's Leadership Council and Partnership for America's Children

# Why Do We Need A Group Outside the Census Bureau to Focus on Young Children?

- Until advocates got involved, no effort by Census Bureau in message development
  - CBAMS Focus Groups
  - CBAMS survey
  - Team Y and R-- no subcontractor with specialization on households with young children
- Census Bureau is focused on getting people to respond—not on getting them to include everyone when they do
- Census Bureau targeting Hard-to-Count areas that may not be where young kids are missed

# Congressional Advocacy

- The Decennial Census needs adequate funding
  - Underfunded for past several years
    - Eliminated most end-to-end testing, reduced numbers of offices and Census takers
  - FY2018 funding significantly better
  - FY2019 funding level is being negotiated
    - probably won't be final until after elections
  - FY2020 funding level also critical, and may be a harder and drawn-out fight
  - The lead organization on Census funding:  
[www.thecensusproject.org](http://www.thecensusproject.org)
- Now through fall 2019



# The Citizenship Question

- Congress can ban the citizenship question; highly political decision
  - Best opportunity is including a ban in the FY2019 appropriations bill (need 60 votes in the Senate to pass this bill)
  - This bill currently has no such ban
- Six lawsuits: advocates can sign amicus briefs
- Over 75,000 comments and hundreds of thousands of signatures; second opportunity this fall
- Now through spring 2019, possibly later



# Advocacy to the Census Bureau

- Two advisory committees meet twice a year
  - Public can submit comments
  - Good opportunity to provide specific technical advice and keep pressure on
- New program to coordinate all young child efforts; Partnership is the liaison for input
- Informal discussions and meetings
- Now through June 2020



# What State Advocates Can Do

- Federal advocacy: Join Count All Kids Committee
- State and local advocacy
  - Advocate for Complete Count Committees,
    - including priority on young children
  - Work with Complete Count Committees
- Spread the word
  - To providers
  - To families
- Be creative





# Direct Outreach to Families

- Child care centers
  - Faith communities
  - Medical providers (and hospitals)
  - Schools
  - Government agencies
  - Libraries
  - Businesses
  - Sesame Street
  - ?
- 
- Prepare for 2020 now; start outreach January 2020 through June 2020



# Resources

- [www.countallkids.org](http://www.countallkids.org) , on Facebook at Count All Kids, Twitter @CountAllKids
- [www.censuscounts.org](http://www.censuscounts.org)
- <https://www.aecf.org/resources/2018-kids-count-data-book/>
- <https://civilrights.org/census/>
- <http://civilrightsdocs.info/pdf/census/Fact-Sheet-Undercount-of-Young-Children.pdf>
- <https://www.census.gov/library/visualizations/2018/comm/counting-children-2020.html>
- <https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html>
- <http://www.naleo.org/census>
- <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>
- <https://www.censushardtocountmaps2020.us/>
- <https://www.census.gov/roam>