

2020 Census: How is North Carolina doing?

Self-Response Analysis through April 21 (REVISED)

NC Counts Coalition

April 22, 2020

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CAROLINA
POPULATION CENTER

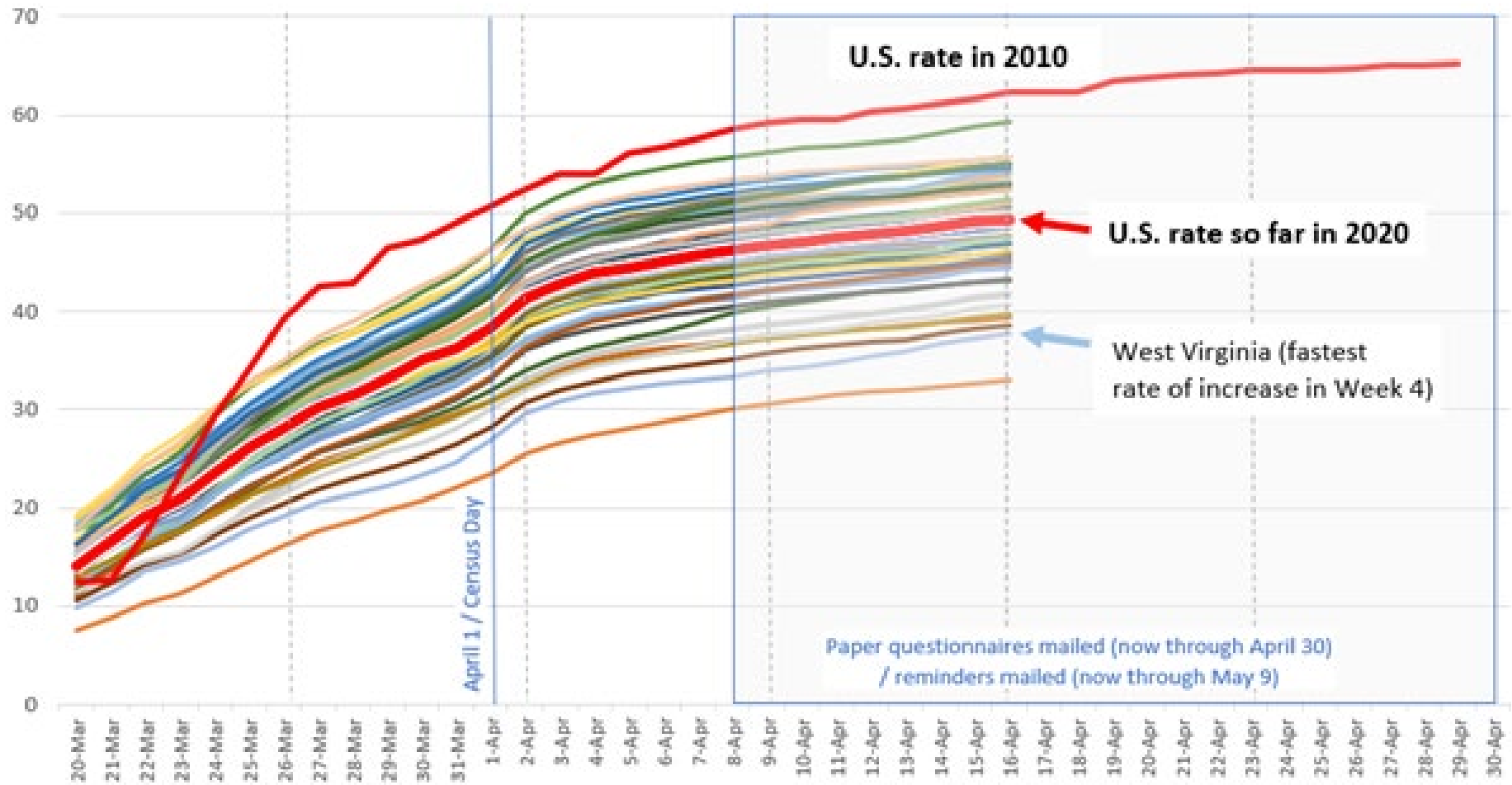
CAROLINA
DEMOGRAPHY

What is self-response rate?

- Percent of *known housing units* in the Census mailout and Update/Leave universe
 - Defined by addresses on the Master Address File
 - Could be occupied, vacant, or nonexistent
- Response includes online, by phone, or by mail
- Does NOT include:
 - Group quarters, such as college students in dorms, nursing homes.
 - Transitory locations, such as campgrounds or homeless population.
 - Military/maritime vessels.
- Is **not** the percent of the population that responded

2020 estimated response lags 2010

State-by-state response rate trends as of April 16



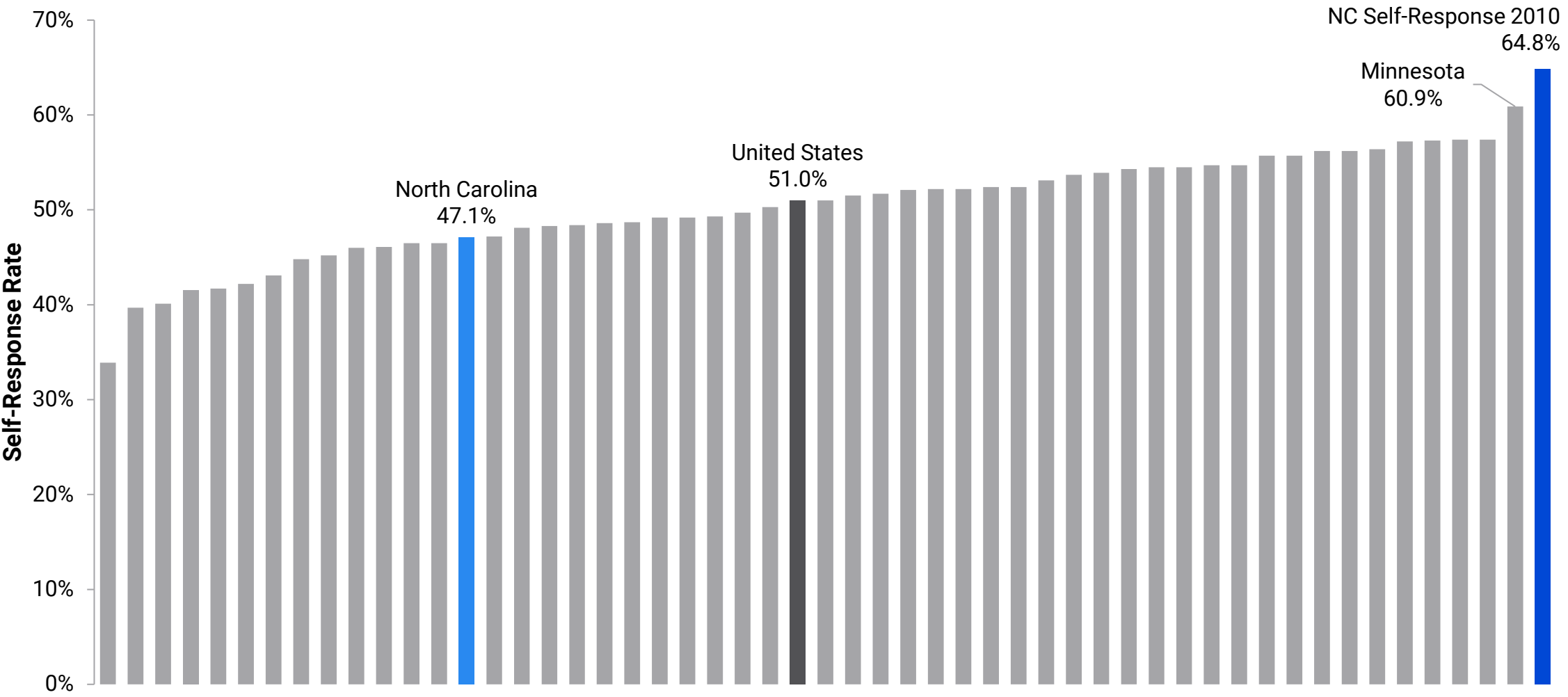
Source: CUNY HTC 2020

47.1%

NC self-response rate is **below** the national average of 51.0%

North Carolina ranked 38th out of 50 states and DC

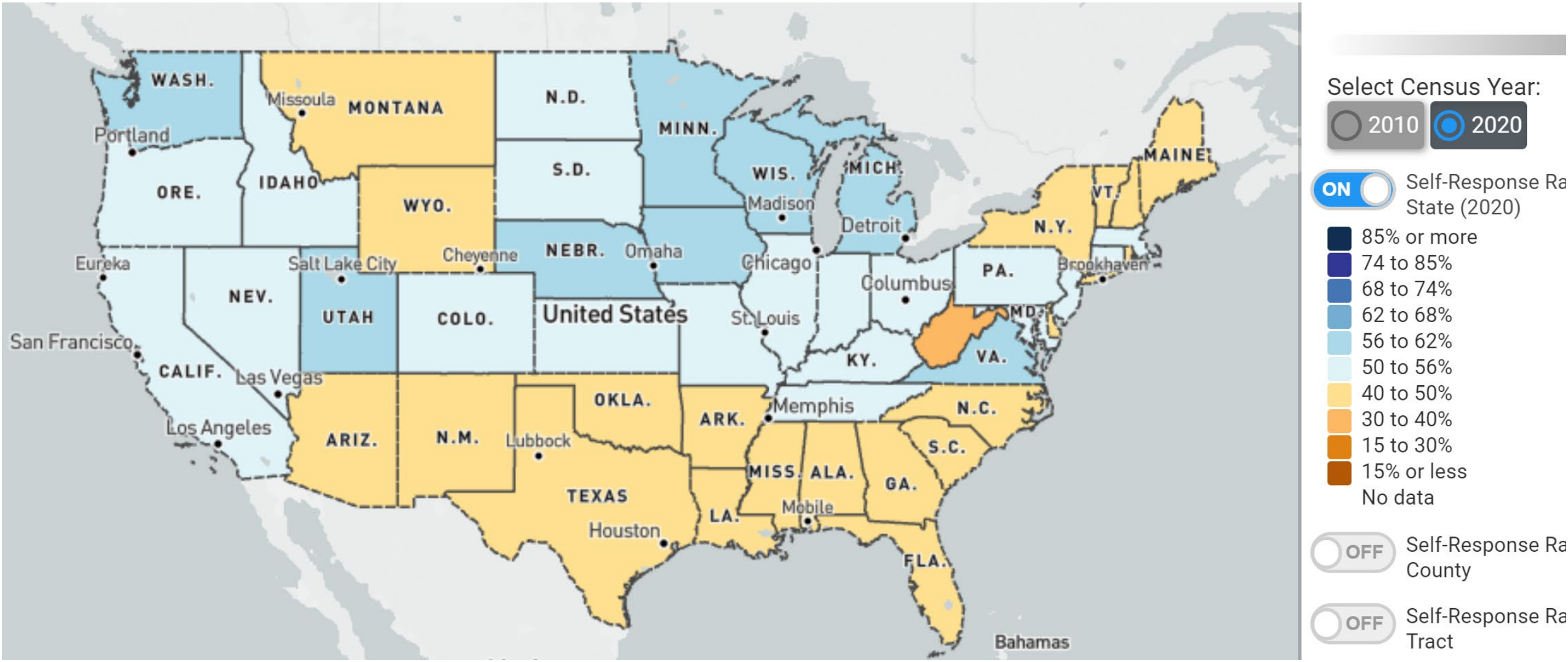
State-by-state response rates as of April 21



Source: U.S. Census Bureau

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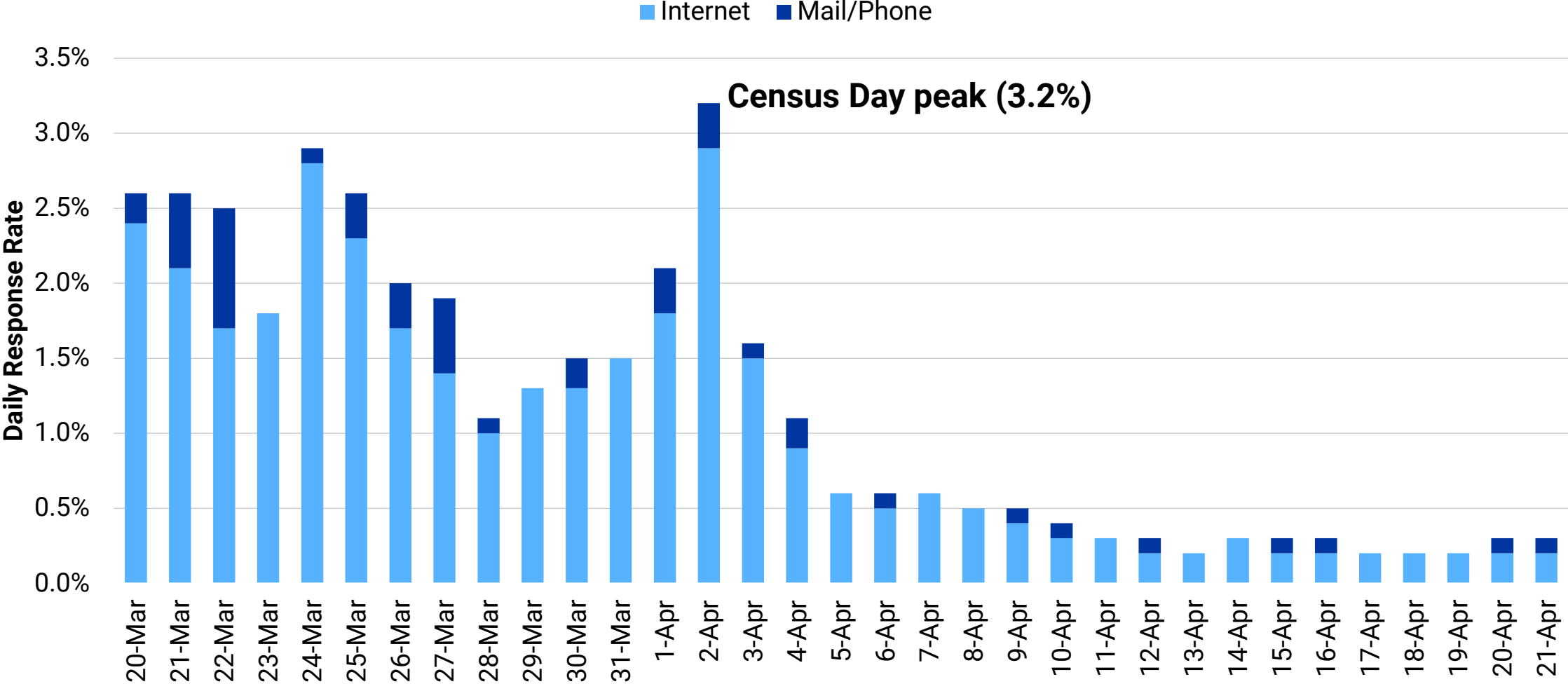
State-by-state response rates as of April 21



Source: CUNY HTC

Steady decline in daily response rates

NC Census 2020 daily response rates, by internet or mail/phone, March 20-April 21, 2020



Source: U.S. Census Bureau

Triangle leads response rates, Western counties lag

Top 5/Bottom 5 NC counties for 2020 Census self-response, 4/21/2020

Where are people responding? (Top 5 Counties)

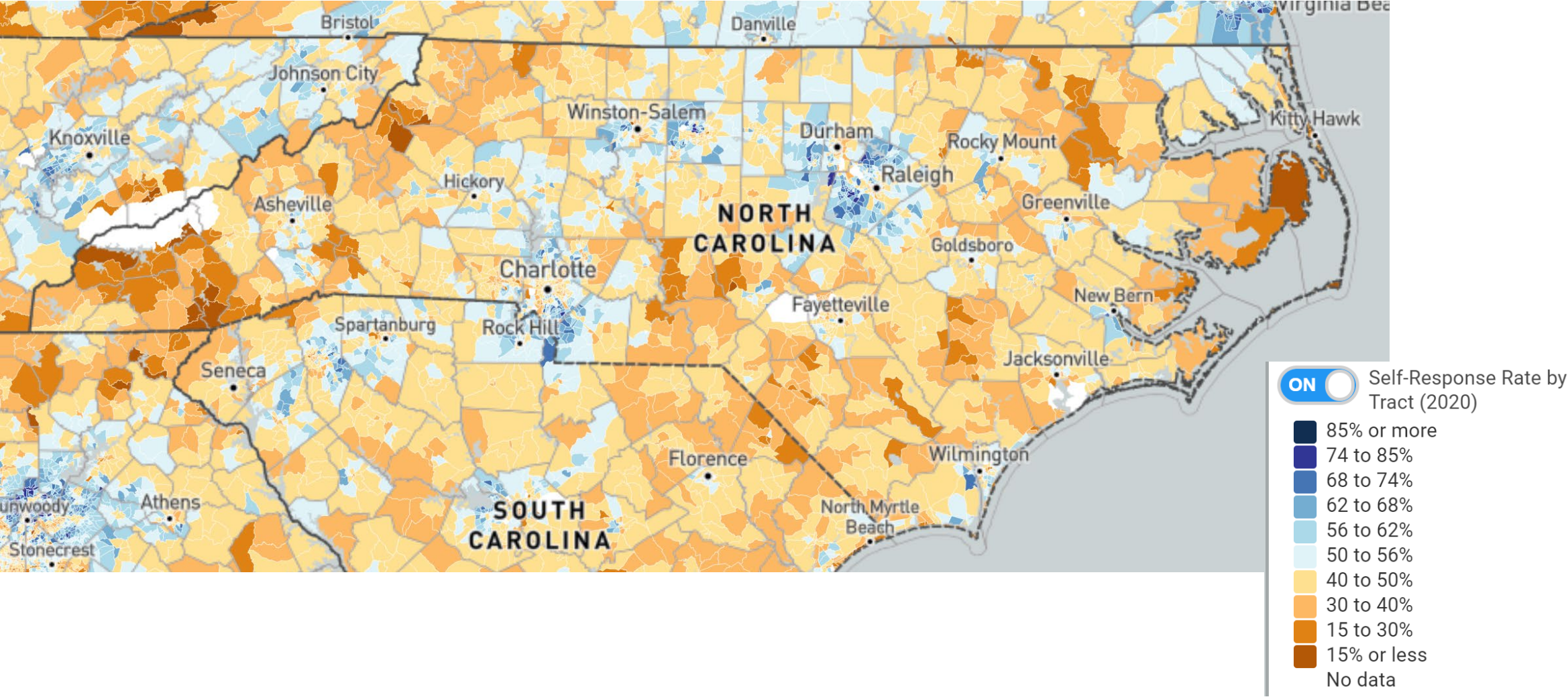
Rank	County Name	2020 Self-Response Rate
1	Orange County	57.7%
2	Union County	57.2%
3	Wake County	56.6%
4	Chatham County	54.7%
5	Davie County	52.5%

Where are people not responding? (Bottom 5 counties)

Rank	County Name	2020 Self-Response Rate
100	Graham County	17.8%
99	Avery County	19.2%
98	Jackson County	22.2%
97	Swain County	23.2%
96	Dare County	23.8%

Lowest rates in west, coast, Sandhills, Northeast

2020 Census self-response rate by census tract, 4/21/2020



Source: CUNY HTC

Factors associated with low response

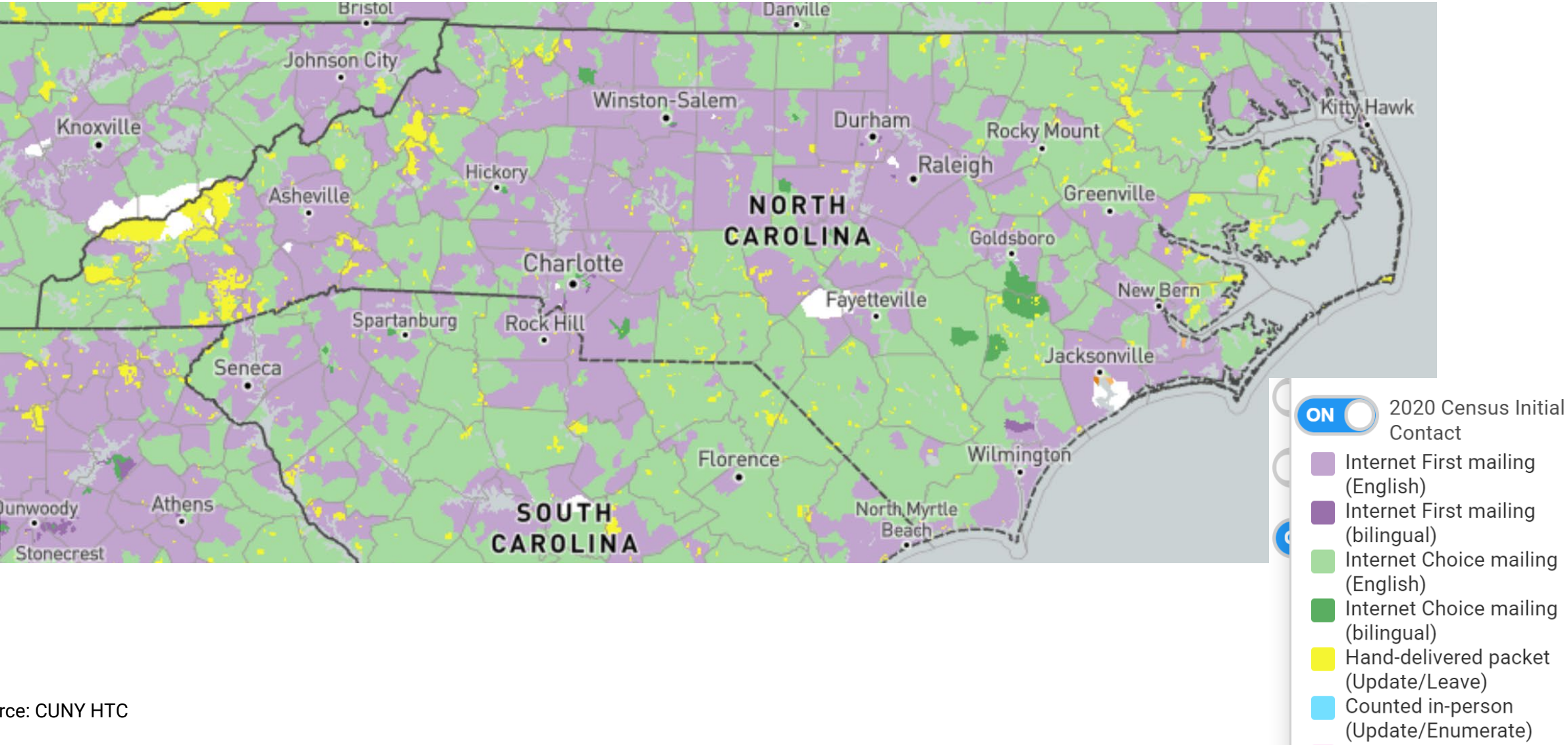
- **Low internet access:** 30% no internet in lowest responding (bottom 20%) vs. 11% no internet in highest responding (top 20%)
- **Update/Leave:** 10.2% in lowest 20% | 0.3% in top 20%
- **Bilingual tracts:** 5.4% in lowest 20% | 0% in highest 20%
- **Vacant housing** (in 2010): 23% in lowest 20% | 7% in top 20%
- **College communities:** 9.0% in lowest 20% | 5.4% in top 20%

These represent *averages* of tracts in bottom 20% and top 20%.

Many of these factors are complicated by COVID-19.

Low rates overlap with lower internet, Update/Leave

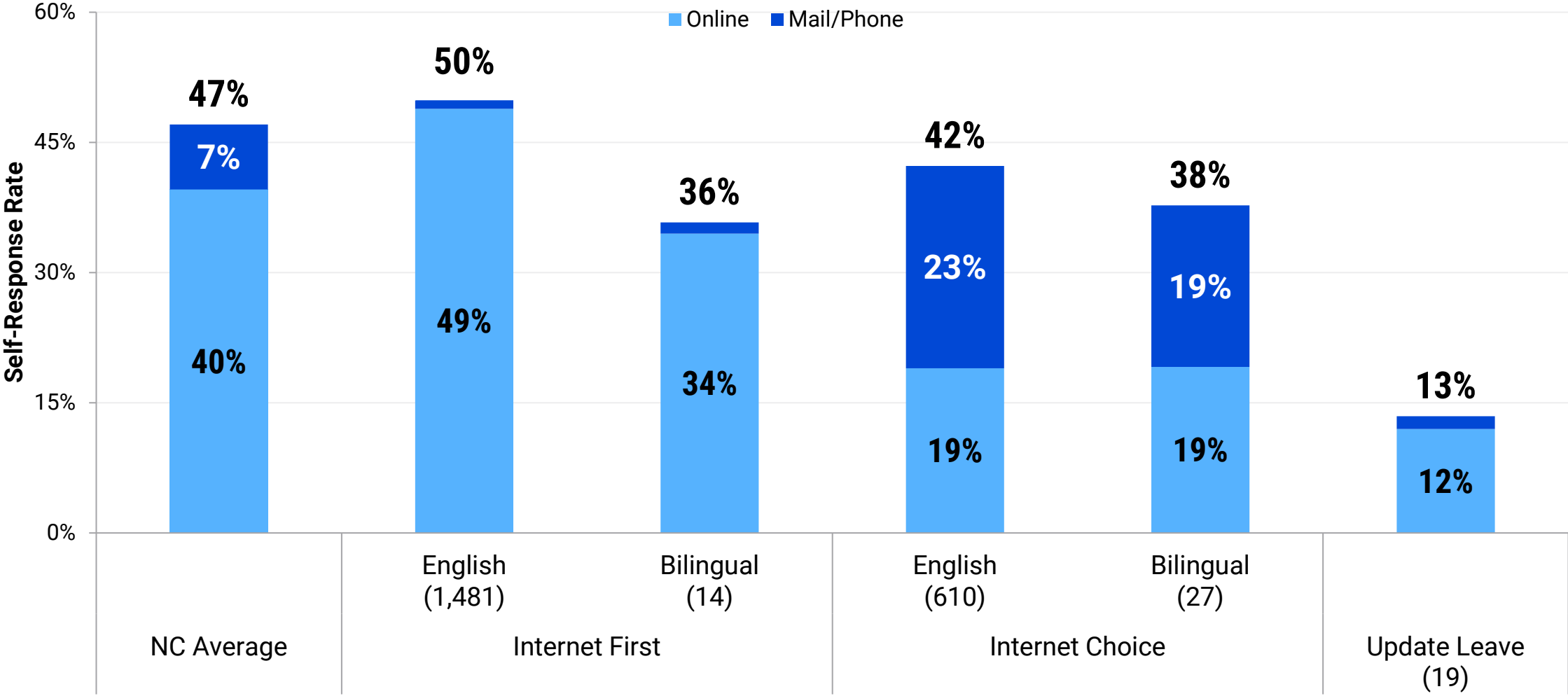
2020 Census self-response rate by census tract, 4/21/2020



Source: CUNY HTC

Internet First (English) tracts have highest response

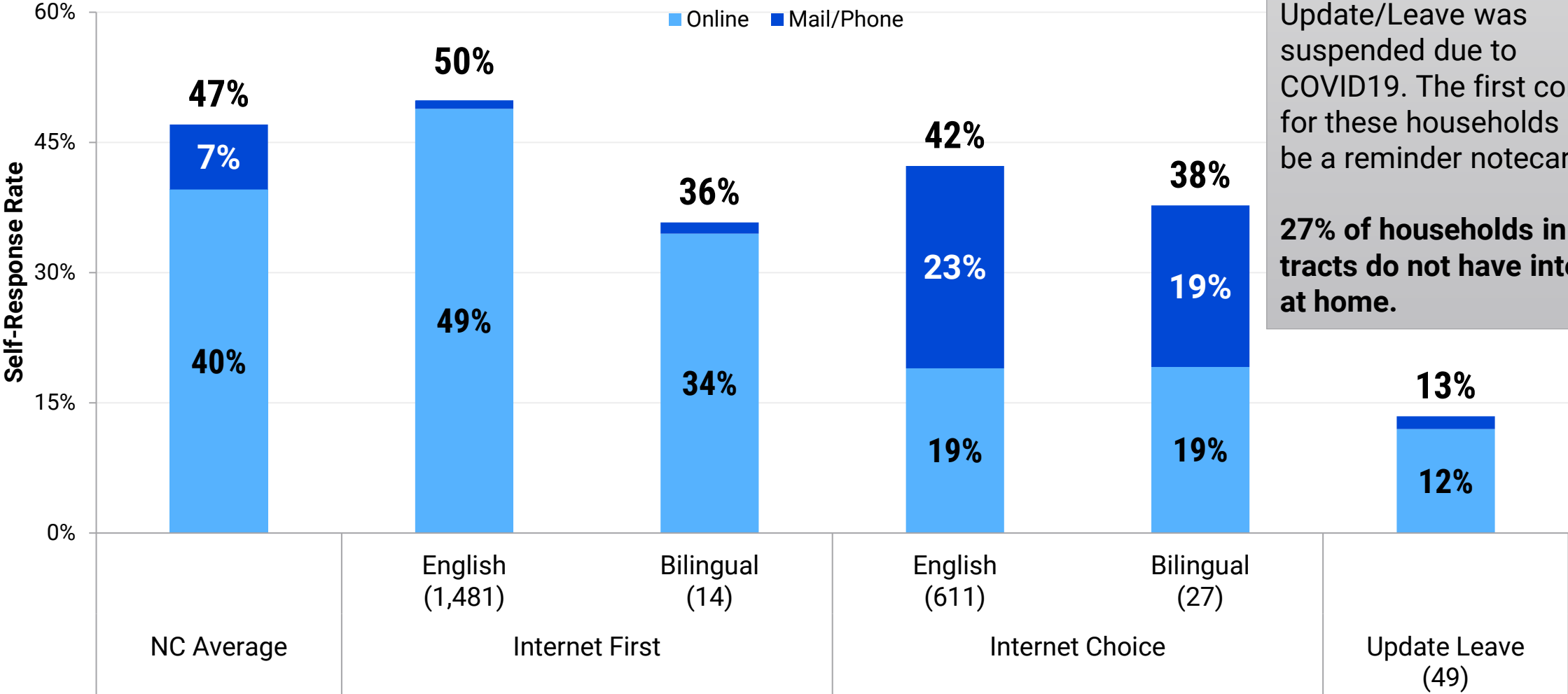
Average Census 2020 self-response by type of enumeration strategy, 4/21/2020



Source: U.S. Census Bureau

Update/Leave tracts have lowest response

Average Census 2020 self-response by type of enumeration strategy, 4/21/2020



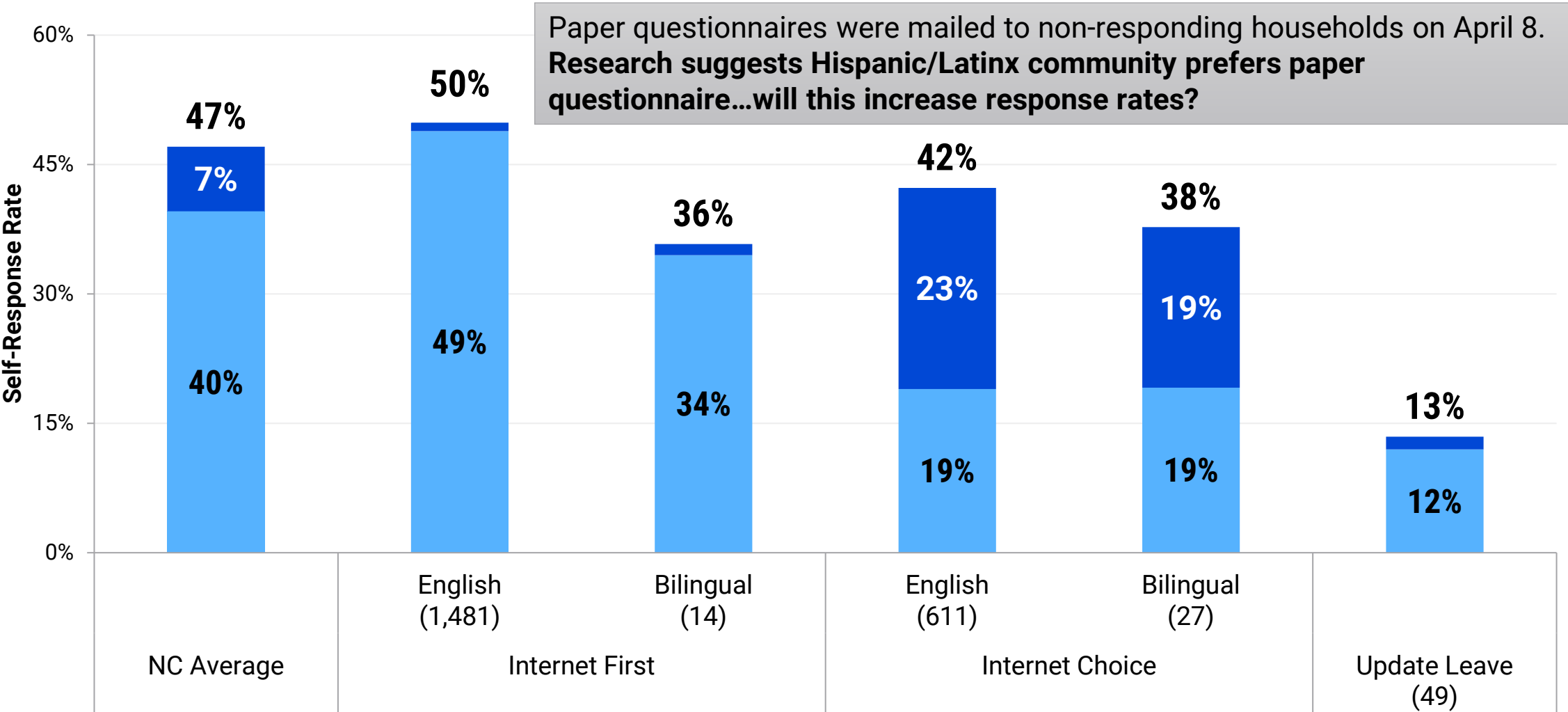
Update/Leave was suspended due to COVID19. The first contact for these households will be a reminder notecard.

27% of households in U/L tracts do not have internet at home.

Source: U.S. Census Bureau

How will paper questionnaires impact response?

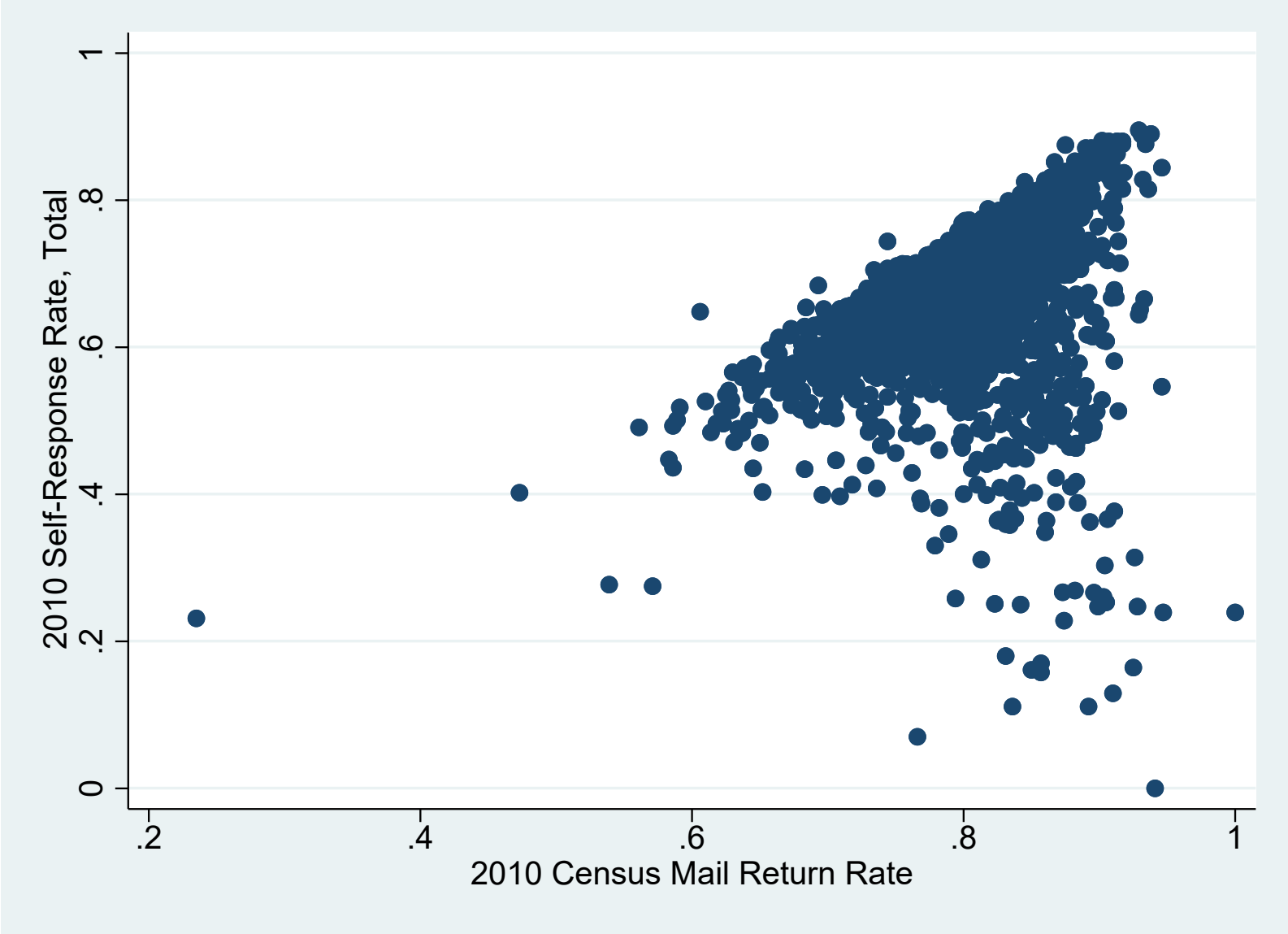
Average Census 2020 self-response by type of enumeration strategy, 4/21/2020



Source: U.S. Census Bureau

Low self-response could be due to vacant housing

In 2010, some communities had much higher **mail return rates** (% of occupied households who responded) than **self-return rates** (% of all addresses that responded).

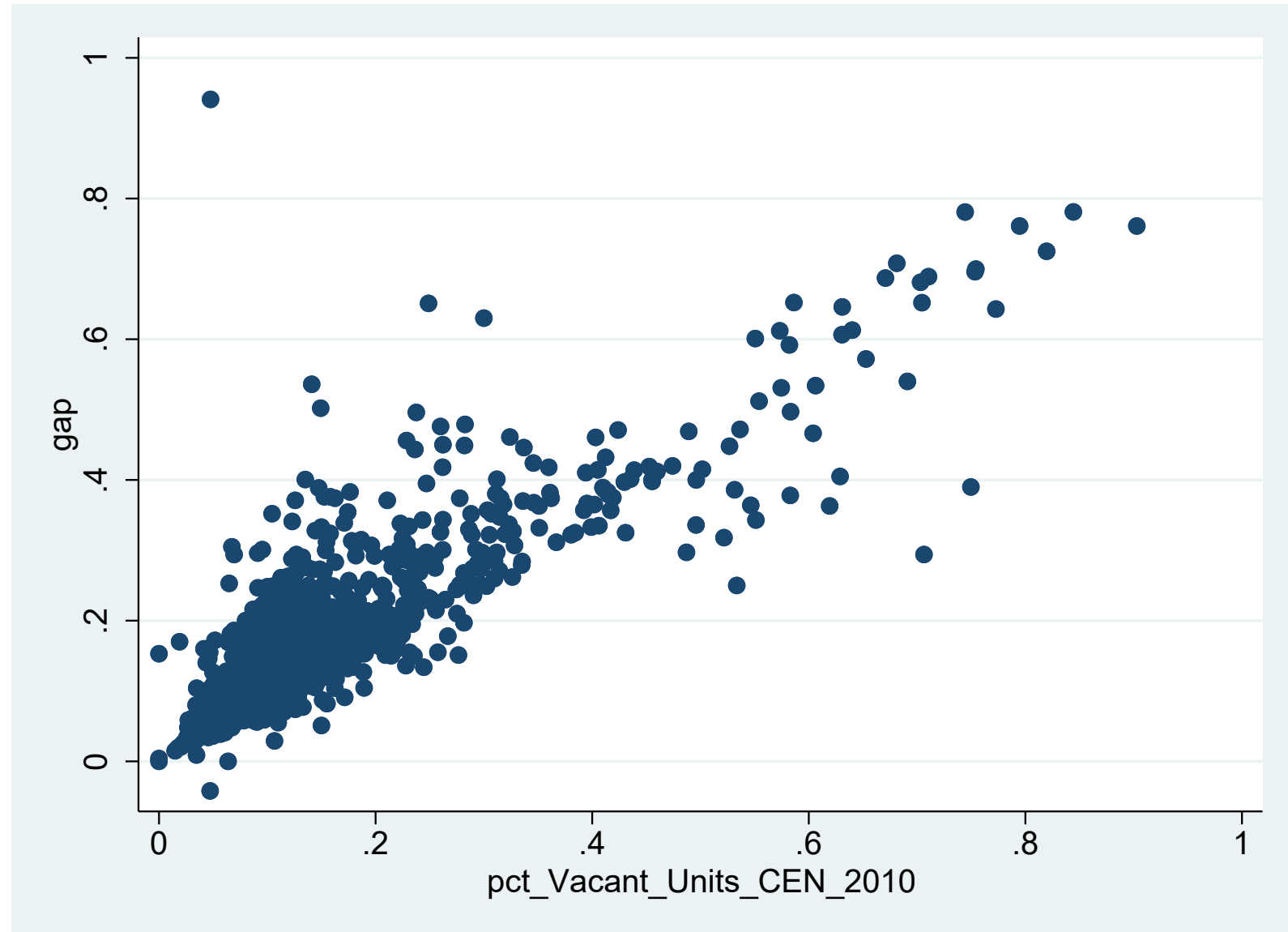


Source: U.S. Census Bureau

Low self-response could be due to vacant housing

The gap between mail return rates and self-response rates was highest in communities with high shares of vacant housing units.

This has greatest impact on second home communities (e.g., Dare).



COVID-19 & Colleges

Students may have gone home due to COVID-19 but students who live **off-campus** should respond for their college address.

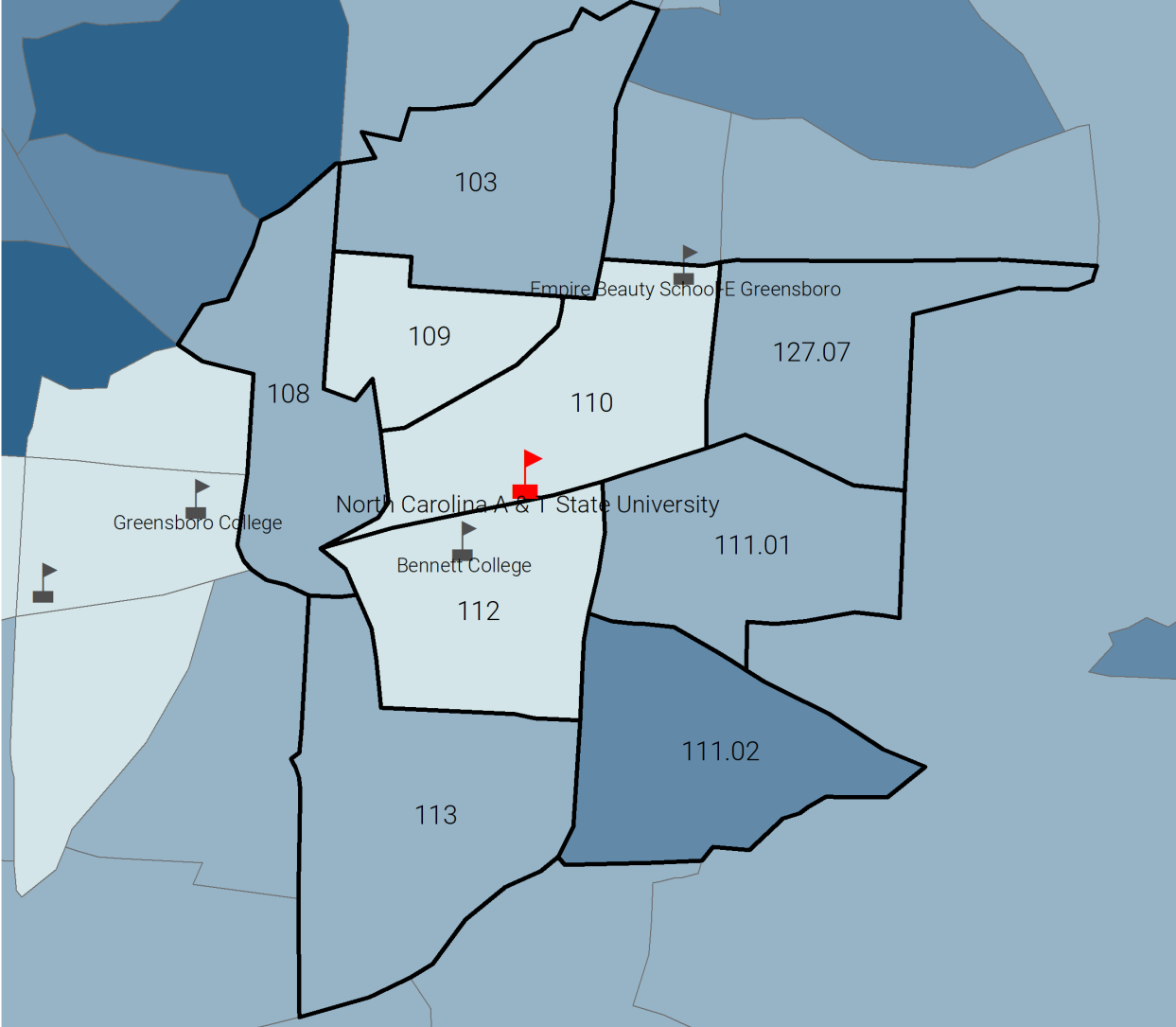
Census Self-Response Rate as of April 19

- Less than 40%
- 40 - 50%
- 50 - 60%
- Greater than 60%

Guilford County Average: 51%

Response Rates Lowest in Vicinity of North Carolina A&T University

Census response rates of tracts within one mile of NC A&T University, as of April 19, 2020



Source: U.S. Census Bureau

Who will be in NRFU universe in August?

NRFU = non-response follow-up

...and how will this have changed since March 20?

Taking inspiration from CUNY:

- Focus on tracts with lowest self-response (**bottom 20%**)
 - **Reminder: this is a fluid group. Bottom 20% can change from week to week as certain communities increase their response rates.**
- Who lives there? (2014-18 American Community Survey data)
- Are historically undercounted groups becoming more **concentrated** in these tracts?

Example: people of color

Population shifts in lowest responding tracts (bottom 20%)				
Group	20-Mar	21-Apr	Numeric Change	Percent Change
Total Population	1,843,651	1,656,607	-187,044	-10.1%
White	1,248,966	908,209	-340,757	-27.3%
Black	321,684	430,251	108,567	33.7%
American Indian	25,152	60,800	35,648	141.7%
Asian/Pacific Islander	42,642	28,862	-13,780	-32.3%
Other/Multiracial	43,425	39,215	-4,210	-9.7%
Hispanic/Latinx	161,782	189,270	27,488	17.0%

Example: people of color

Percentage of population in lowest responding tracts (bottom 20%)			
Group	20-Mar	21-Apr	Percentage Point Change
Total Population	100%	100%	-
White	68%	55%	-12.9
Black	17%	26%	8.5
American Indian	1%	4%	2.3
Asian/Pacific Islander	2%	2%	-0.6
Other/Multiracial	2%	2%	0.0
Hispanic/Latinx	9%	11%	2.7

Example: people of color

Between March 20 and April 21, total population in *bottom 20% of tracts* decreased by 187,000 to 1.7 million (-10.1%) while:

- Black population increased 109,000 to 430,000 **(+34%)**
- Hispanic population increased 27,500 to 189,000 **(+17%)**
- American Indian population increased to 35,600 to 60,800 **(+142%)**

Share of population in *bottom 20% of tracts* that is...

- Black **grew by 8.5 percentage points** since March 20
- Hispanic **grew by 2.7 percentage points** since March 20
- American Indian **grew by 2.3 percentage points** since March 20

See how NC and your county is doing each week:

<https://www.ncdemography.org/2020-census-tracker/>



Email: demography@unc.edu



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