

2-6-2020

## **"Don't Count Us Out!" Who is Likely to be Missed in the 2020 Census?**

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### **Repository Citation**

Salling, Mark J. PhD, GISP, ""Don't Count Us Out!" Who is Likely to be Missed in the 2020 Census?" (2020).  
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# "Don't Count Us Out!" Who is Likely to be Missed in the 2020 Census?

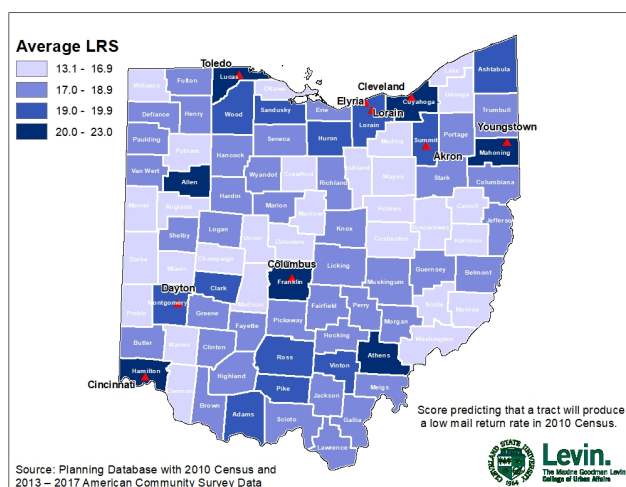
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- Targeted for April, the 2020 Census is around the corner. The Census Bureau, news media, state and local governments, and national & local non-profit organizations are all working hard to convince the public that responding to the Census is safe, confidential, and very important.
- Yet we know some people will be missed. "Omissions" represent people who should have been counted but were not.<sup>1</sup> In the 2010 Census the national rate of Omissions was 5.3 percent of total population, versus 3.5 in Ohio. Other national rates were: 9.3 percent for African-Americans; 7.7 percent for Hispanics; 3.8 percent for non-Hispanic whites; 8.5 percent among renters; and 3.7 percent among homeowners. Larger cities had higher Omissions rates.<sup>2</sup>
- The Census Bureau calculates a composite measure for each area to indicate whether that area will likely experience an undercount of residents. The Low Response Score (LRS) ranges between 0 to 100. A high LRS score indicates that it is harder to achieve a full count of residents.<sup>3</sup>
- The 2010 Census LRS scores for all census tracts in Ohio ranged between 0 and 42.2, with an average of 19.4. Map 1 shows the average census tract LRS scores in Ohio by County.

**Map 1: Average 2010 Low Response Scores (LRS) by Ohio County**



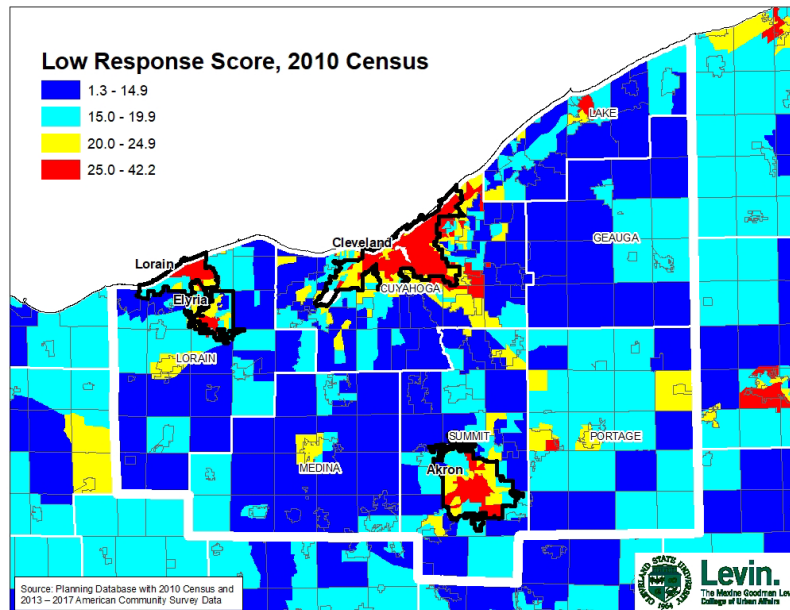
<sup>1</sup> "Understanding Who Was Missed in the 2010 Census", by William P. O'Hare, Population Reference Bureau, April 10, 2019, at <https://www.prb.org/wp-content/uploads/2019/08/understanding-who-was-missed-in-the-2010-census.pdf>

<sup>2</sup> "The Low Response Score (LRS): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations", by Erdman, Chandra and Nancy Bates, *Public Opinion Quarterly*, Vol. 81, No. 1, Spring 2017, pp. 144-156.

<sup>3</sup> "Response Outreach Area Mapper (ROAM) Frequently Asked Questions (FAQs)" at [https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM\\_FAQ.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM_FAQ.pdf).

- Map 2 shows the LRS score by census tract for the Cleveland-Akron-Lorain metro area.

**Map 2: Average 2010 Low Response Score by Census Tract  
Cleveland - Akron - Lorain Metro Area**



- For the first time the Census Bureau is deploying the Internet in addition to the traditional use of mail and house-to-house canvassing to limit the cost of the 2020 Census. This strategy targets communities and neighborhoods where Internet access is more available and used. Yet comparing Map 2 to Map 3 shows that this strategy may not help lower Omissions rates in inner city, minority, and renter neighborhoods where it is most critical to obtain better counts of the population.

**Map 3: Percent Households with No Internet by Census Tract  
Cleveland - Akron - Lorain Metro Area**

