

# Hard-To-Count Populations

Participation hindered by language barriers, low literacy, lack of Internet access

**Hard to Interview**

**Hard to Locate**

Housing units not in our frame and/or persons wanting to remain hidden

**Hard to Contact**

Suspicious of the government, low levels of civic engagement

**Hard to Persuade**

Highly mobile, people experiencing homelessness, access barriers such as gated communities

The Hard-to-Count include those who are hard to locate, households that may not appear on the census address list or people who may want to remain hidden. Some populations are hard to contact because they are highly mobile, experiencing homelessness or living in gated communities. Hard-to-count populations can be those that are hard to persuade because they lack trust in the government or the way their data will be used. They can also be hard to interview because of language barriers or low Internet access. Many people fall under more than one of these designations, which is why we are implementing the most robust outreach effort in the history of the Census Bureau.

## Hard-to-count populations can fall into many categories.

- Young children under the age of 5.
- Highly mobile people.
- Racial and ethnic minorities.
- Non-English speakers.
- Low income people.
- People experiencing homelessness.
- Undocumented immigrants.
- People who distrust the government.
- LGBTQ persons.
- People with mental or physical disabilities.
- People who do not live in traditional housing.



## The 2020 Census will take the following steps to find and count the Hard-to-Count populations.

- **We will make sure to identify where people live when we build our address list.**

The training for our staff includes clues for identifying hidden housing units, as well as instructions on inquiring about hidden housing units. Our Local Update of Census Addresses Operation provides the opportunity for tribal, state and local governments to review and provide input on the Census Bureau's address list.

- **We will start the 2020 Census count early in January 2020, with a special operation designed for Northern Alaska.** We know we can only reach the population living there when the tundra is frozen and people are reachable in their villages. We also will work in partnership with village elders to identify enumerators who speak the local language and can translate and facilitate the collection of census response data.

- **We will make it as easy as possible for people to be counted.** When the 2020 Census begins in March 2020, for the first time we will offer three response options: Internet, telephone and paper. People can respond in 12 non-English languages over the phone or via the Internet.

- **We will hand deliver the 2020 Census to areas without standard mailing addresses** because we know we cannot use our standard procedures in these areas. We will also do this in areas hit by natural disasters like hurricanes or ravaged by forest fires.

- **Census takers will knock on the door of those who do not respond.** They will be hired from the communities they work in so that they are familiar with and speak the language of, the neighborhoods where they are working.

- **We have a special operation for people who live in prisons, nursing homes, college/university housing and other group homes, known as the "Group Quarters Operation."** We will work with the administrators of these facilities so that they can assist us in making an accurate count.

- **We will go to great lengths to count those who are experiencing homelessness.** We will work with our partners to identify service-based locations like emergency and transitional shelters, soup kitchens, mobile food vans and targeted non-sheltered outdoor locations.

Understanding the communities who have traditionally had low response rates is critical for the success of the 2020 Census. Reaching the hard-to-count is woven into the entire design of the 2020 Census. Our partners and local leaders are key and by working with them, we will do everything we can to count everyone once, only once and in the right place.



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