



## Targeting the Hard to Count (HTC) in the 2010 Census Governor's 2010 Census Outreach Initiatives



United States  
**Census  
2010**

### Who are the Hard to Count?

Residents who are Hard to Count (HTC) include:

- Persons isolated by language or geographical barriers
- Persons living in non-traditional households or residences (sub-families in existing households, living in illegal units or units above garages and stores)
- Persons distrustful of government or fearful of having their information shared with enforcement agencies
- Persons unaware of the value of the census to them
- Person who simply do NOT want to be counted

### Where are Hard to Count areas?

- Areas where questionnaires cannot be easily delivered to, or returned from, households in that area.
- Areas where Census Bureau staff members cannot make contact with, or get direct access to, households for follow up on unreturned questionnaires.
- Census Tracts that the Census Bureau has determined to have one or more of the following characteristics; a disproportionately high percent of: persons below poverty; receiving public assistance, on disability or SSI; who speak a language other than English at home; with female headed households; rental housing; and a low census questionnaire mail response rate in the 2000 Census.

### Why are these populations and areas Hard to Count?

- Among the reasons these populations may not respond is due to distrust of census confidentiality, language barriers, government suspicion or fear, absence during the day/evening, concealment of income and existence of subfamilies.
- Among the areas that can be Hard to Count are security buildings or gated communities, campgrounds and areas used for migratory or seasonal residence, scattered mobile homes, high crime areas and neighborhoods with hidden units.
- Other examples of Hard to Count areas are those populated by illegal or new immigrants who are afraid of participation; areas with legal and illegal housing conversions; highly transient populations; areas with barriers to mail delivery or where people think their cooperation is not necessary or important; and, populations that believe that their name, address and census answers will be shared with enforcement agencies.

### Can you identify the Hard to Count areas and populations in your jurisdiction?

Go to the Interactive 2010 Census Outreach Map: <http://sustain.mdp.state.md.us/census/censusinfo.aspx>

### Governor's Census 2010 Outreach Initiatives:

Go to: <http://www.mdp.state.md.us/msdc/Census2010.htm>



## Factors Making Counting Marylanders in the 2010 Census a Challenge



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### **Maryland's population is increasingly diverse.**

- Minorities made up 41.9 percent of Maryland's population in 2007, seventh highest in the U.S.
- All of Maryland's population growth between 2000 and 2007 were minorities (359,850). White non-Hispanics *decreased* by 38,000.
- Among Maryland's population in 2007, African American's made up 28.9 percent (ranked fifth in the U.S.), Asian & Pacific Islanders comprised 5.0 percent (ranked seventh), and Hispanics were 6.3 percent of the total population (ranked 28<sup>th</sup>).

### **The foreign born make up an increasing share of Maryland's Population**

- The foreign born represent 12.4 percent of the State's population in 2007, the 13<sup>th</sup> highest in the U.S.
- Just under 227,450 foreign immigrants entered Maryland between 2000 and 2007, nearly as much as came to Maryland throughout the 1990s.
- Of those foreign immigrants who settled in Maryland this decade, 90 percent are not naturalized citizens, nearly one-half speak English less than very well, nearly one-fifth lack a high school education and seven out of 10 live in rental housing.

### **Poverty is Concentrated**

- Poverty is a major contributor to the differential undercount in the Census. Although Maryland is a low poverty state, its population in poverty is disproportionately concentrated.
- Baltimore City's 2007 population comprised 11.4 percent of the State's population, yet its population in poverty accounted for more than one out of four (26.5%) of all of the State's poor. It also had the State's highest share of its citizens (19.9%) in poverty in 2007.
- Eight rural counties in Maryland had poverty rates in excess of 10 percent in 2007 – Somerset (23.0%), Allegany (14.2%), Dorchester (13.7%), Wicomico (13.2%), Garrett (1.9%), Kent (12.7%), Caroline (11.7%) and Washington (10.5%).