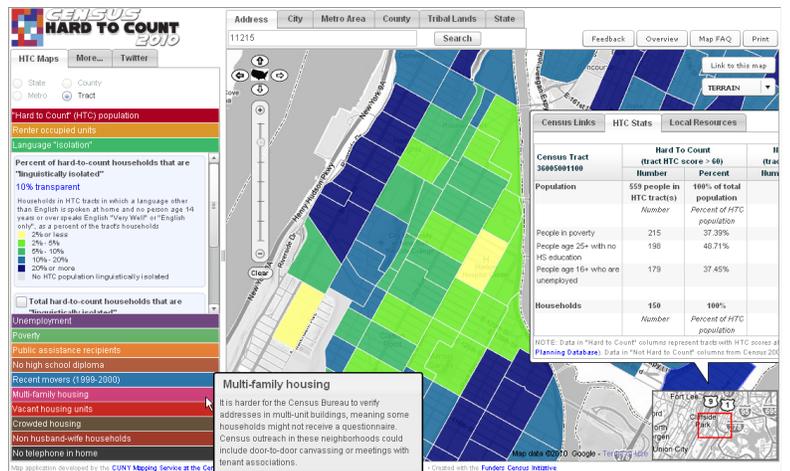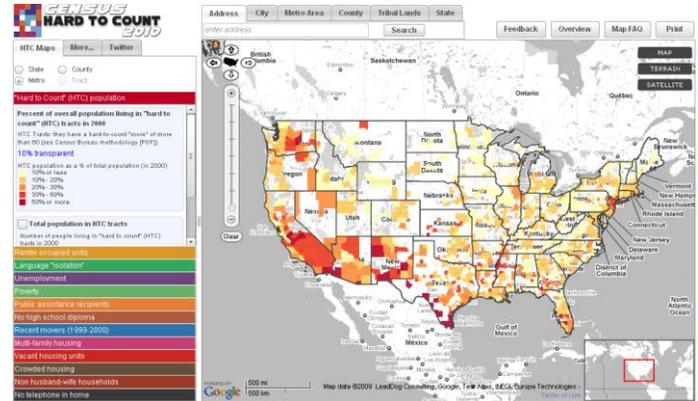## What the map shows

The **Census 2010 HTC map** helps census advocates and others zoom in on "hard to count" Census tracts anywhere in the country, visualize underlying population and housing characteristics that will likely pose enumeration difficulties, and access detailed statistics for each area on the map. The map also displays hard-to-count population patterns at the county, metro, and state levels. You can even see who's tweeting about the Census near you!

❖ At every geographic level, the map shows:
  o the percent of an area's population living in hard-to-count neighborhoods;
  o the characteristics of that hard-to-count population at the state, metro, county, and tract levels; and
  o important overlays such as 2000 Mail Return Rates and recent foreclosure risks by tract, as well as Congressional district & ZIP Code boundaries, to supplement the hard-to-count population patterns.

❖ When you're zoomed out to see **state, metro, or county-level maps**, this helps you tailor your regional media campaigns, ad buys, Public Service Announcements, and other outreach covering wide areas.

❖ When you're zoomed in close enough to see **tract-level maps**, this will give you a detailed view of where the hard-to-count (HTC) population lives.
  o The HTC patterns are often concentrated – even if an entire county is **shaded dark red** (high % of the population is hard-to-count), only one or two neighborhoods within the county may be hard to count.

  o The tract-level maps can help you plan your door-to-door efforts, phone banking, and other local outreach. **Remember to use the Transparency Tool** to reveal neighborhood names and streets.

❖ **Clicking on any spot on the map** displays a popup window with links to the Census Bureau's FactFinder website for that area, detailed hard-to-count statistics, and links to other organizations who are working on Census 2010 outreach.
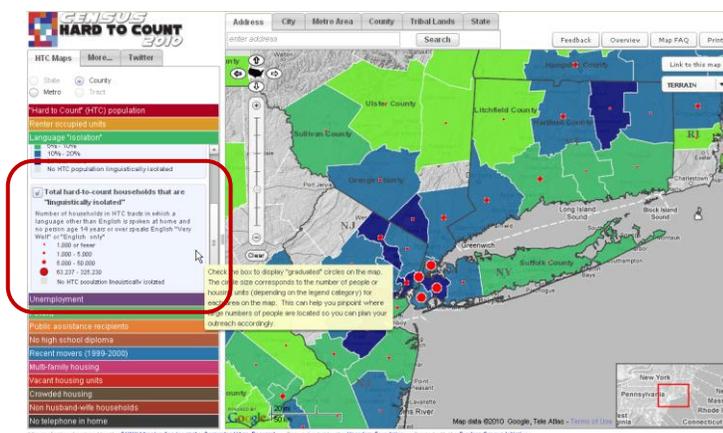
The "Hard to Count" population

The U.S. Census Bureau has identified 12 population and housing characteristics that were closely aligned with low mail return rates in the 2000 Census. The Bureau combined these data into a hard-to-count (HTC) score (from 0 – 130). In 2010, tracts with lower scores will likely be the easiest to enumerate, while tracts with higher scores should be harder to count. The www.CensusHardToCountMaps.org mapping site uses a **threshold score of 61 or higher** to identify hard-to-count census tracts.

more – more – more

Population indicators behind the Census Bureau's HTC scores are poverty, no high school completion, unemployed, non-traditional households (i.e. not husband and wife), recent movers (moved to the tract in 1999-00), language isolation, & households receiving public assistance. *Housing indicators* are percent renters, multi-family housing (includes trailers and mobile homes), crowded housing, lack of telephones, & vacancy rates.

The Census Bureau's hard-to-count scores are based solely on data from the 2000 Census. Therefore they won't reflect any major population changes since then. However, the Census Bureau believes its analysis provides a useful guidepost for 2010 census operations and outreach in most areas. The Census Bureau has relied heavily on these measures to develop enumeration strategies. More information about the Census Bureau's methodology is available at http://2010.census.gov/partners/pdf/TractLevelCensus2000Apr_2_09.pdf.

Other important information about the map

❖ **FAQ.** The Frequently Asked Questions page provides useful tips about using key features of the map: www.censushardtocountmaps.org/faq_QandA.html

❖ **Areas not shaded by color have no tracts that meet the HTC threshold score of 61 or more.** In other words, the tracts for these areas have hard-to-count scores of 60 or less, indicating that they are likely to be easier to count in 2010. *But even if a tract isn't shaded on the map, you can still click on it for detailed statistics.*

❖ **Compare population totals with percentages using the "graduated symbols" feature.** Check the box to display "graduated" circles on the map. The circle size corresponds to the number of people or housing units (depending on the legend category) for each area on the map. This can help you pinpoint where large numbers of people are located so you can plan your outreach accordingly.

❖ **The zoom-in feature produces more detailed maps.** Use the zoom slider, or double click on the map, or hold the Shift key on your keyboard and "draw" a box on the map with your mouse (the map will zoom to that area). The color shading will change from states to metro areas to counties and then to tracts as you zoom in; the legend will change accordingly.

❖ **Click on a specific point on the map to view and download data.** The pop-up window not only shows detailed hard-to-count statistics for the area you selected, but you can click the "Download this table" link to copy the info to your hard drive in Excel or Open Document format.