Knox Complete Count Committee Resources

KNOXVILLE, FARRAGUT, AND KNOX COUNTY CENSUS PLANNING SUPPORT

MAY 8, 2019

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KNOX COMPLETE COUNT
COMMITTEE RESOURCES

Why Count?

Purpose of Decennial Census

- **Apportioning** representation: “one person, one vote”
- **Drawing** legislative districts and voting precincts
- **Enforcing** voting rights

Purpose of Decennial Census

- **Distributing** federal dollars: $675 billion to state and local governments
- Federal funding: Approximately $2,000 per person

Cost of Non-Response: Funding at Risk

Cost of Non-Response	Farragut	Knoxville	Knox County (Unincor-porated Area)	Knox County Total
Population	21,909	184,411	245,001	451,321
Funding: $1,981/person	$43,401,729	$365,318,191	$485,346,981	$894,066,901
82% survey response rate	17,965	151,217	200,901	370,083
Estimated funding	$35,589,418	$299,560,917	$397,984,524	$733,134,859
Funding at risk	$7,812,311	$65,757,274	$87,362,457	$160,932,042

FY2015 per capita federal assistance program funds to Tennessee reported by George Washington University, Counting for Dollars 2020
2015 population data from U.S. Census Bureau, Population Estimates Program

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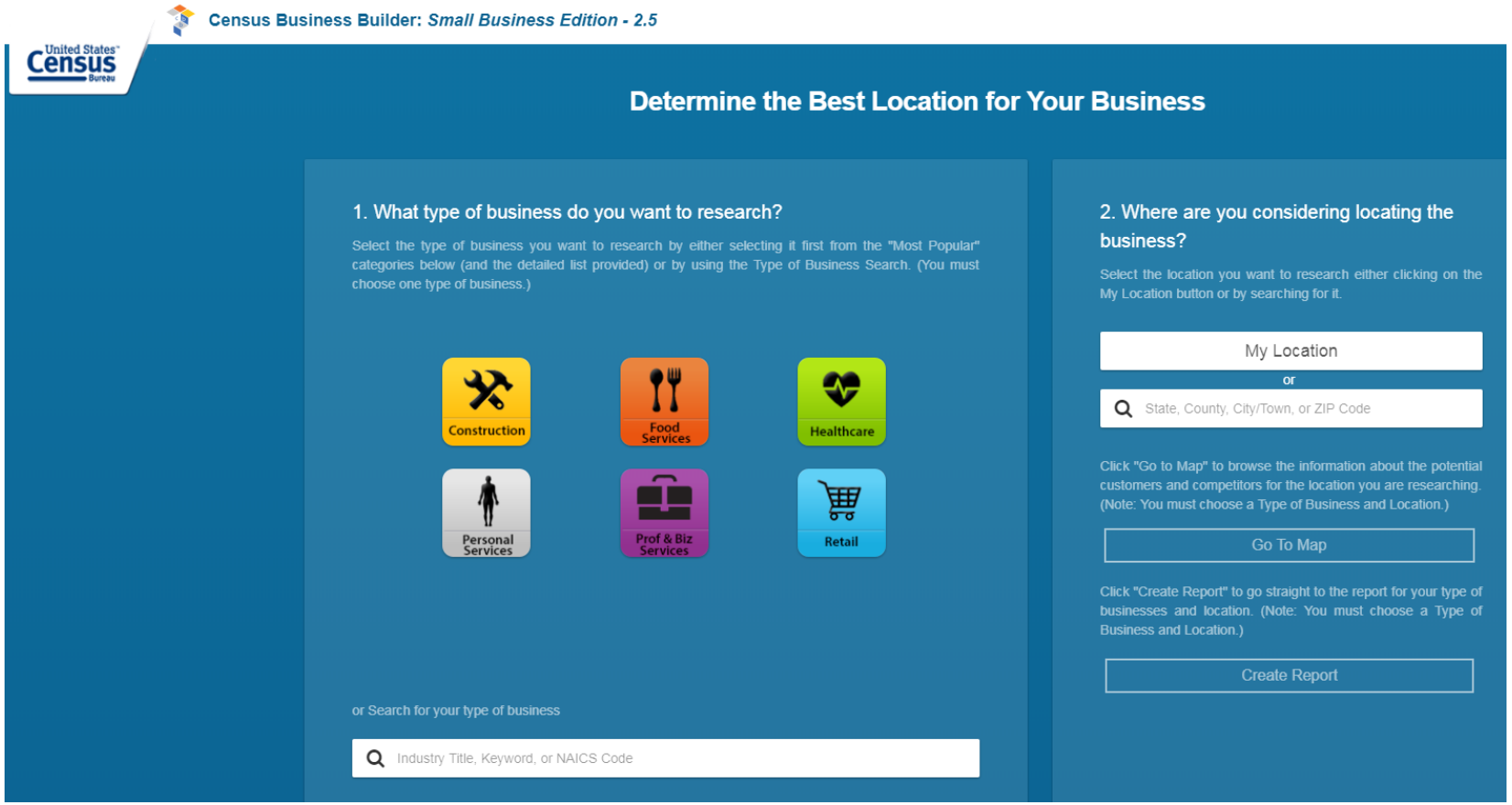
Purpose of Decennial Census

- **Informing** planning decisions of businesses, non-profits, and federal, state, local, and tribal governments

Informing Business Decisions



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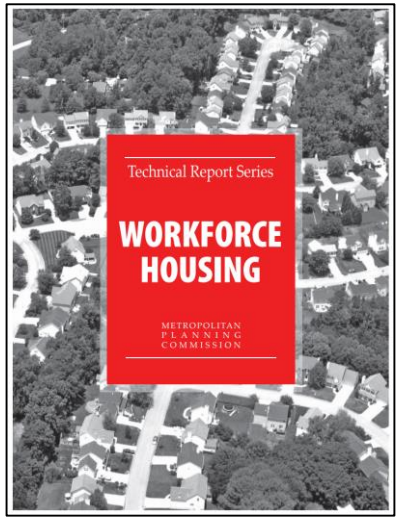
Informing Planning Decisions



Population Data

Download as PDF

Planning's Information Services Division has compiled data from the U.S. Census Bureau and other sources to make it easier to access some of the most commonly requested local information.

Population Estimates Program

1980-Present (Annual)

The U.S. Census Bureau's Population Estimates Program shows the NUMBER of people who live in an area. Use this source if you need yearly official estimates of total population.

Explore Data

American Community Survey

2006-Present (Annual)

The U.S. Census Bureau's American Community Survey shows HOW people live in an area. Use this source if you need yearly detailed information on demographic, social, economic, and housing characteristics.

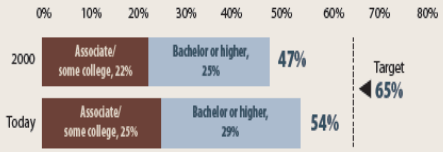
Explore Data

Educational Attainment

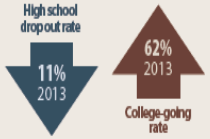
The education level of the region's workforce is increasing, but we're not there yet.

Percentage of workforce with postsecondary education

Source: US Census Bureau, Georgetown University



In the next five years, 65% of job openings will require more than a high school education.



Source: Tennessee Department of Education, Tennessee Department of Higher Education

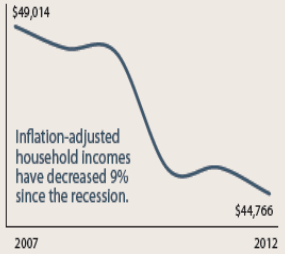
College Bound.
***Dropout rates** have **declined** considerably. More **high-schoolers** are choosing to **continue** their **education** after graduation.*

Household Income

Post-recession household incomes continue to fall.

Knoxville metropolitan area median household income 2007-2012

Source: US Census Bureau



Note: Data reported for 5-county metropolitan area (2012 OMB definition) including Anderson, Blount, Knox, Loudon, and Union.

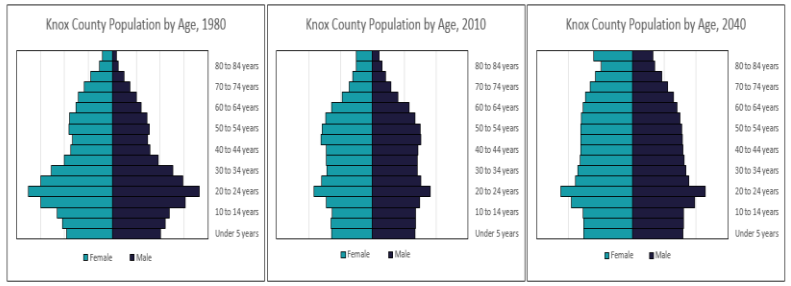
Today

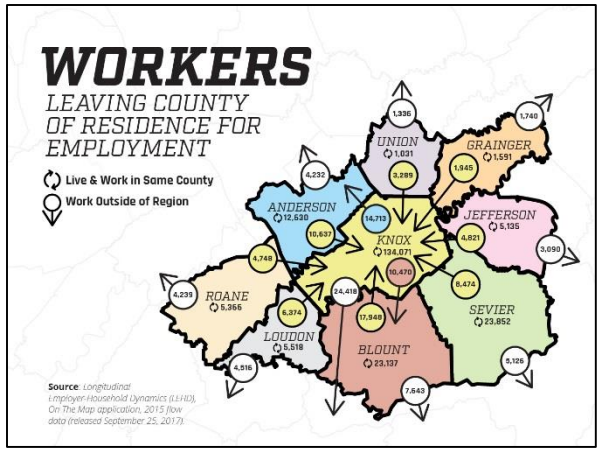
1 in 6 people in the region live in poverty

1 in 5 children in the region live in poverty

The poverty rate for a family of four is **$23,550.**

The challenge of our changing population...





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Census 2020 Prep Work

Census 2020 Prep Work

- Block Boundary Suggestion Program
- Local Update of Census Addresses (LUCA)
- Count Review Operation
- Participant Statistical Areas Program (PSAP)
- New Construction Program

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Complete Count Tools

Lessons Learned from 2010 Census

- 2010 Census mail response rate was 79% nationwide
- Post-census research was conducted to determine reasons for low responses
- From that work, researchers identified selected characteristics that were good indicators of hard-to-survey areas

Predictors of Low Response

- Renter households
- Population 18 to 24 years of age
- Families with unmarried female heads of household

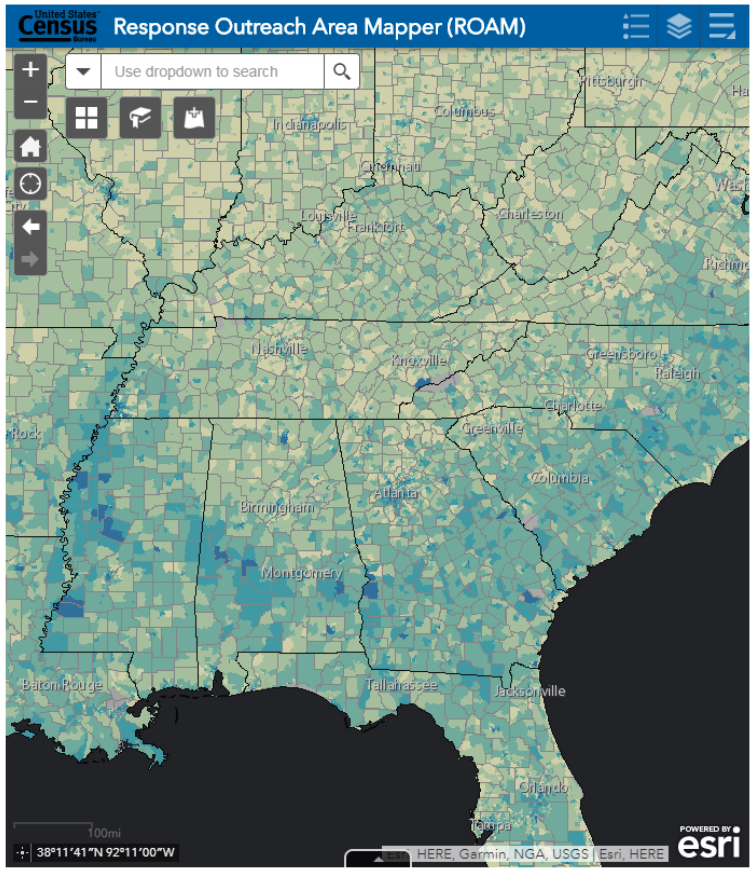
Predictors of Low Response

Indicator	Farragut	Knoxville	Knox County (Unincor-porated Area)	Knox County Total
Renter-occupied housing units	1,034	43,442	20,946	65,422
Share (%)	12.9	54.7	22.1	35.9
Population 18 to 24 years of age	1,274	33,634	20,157	55,065
Share (%)	5.8	18.2	8.2	12.2
Female householder, no husband	346	11,395	8,227	19,968
Share (%)	4.3	14.3	8.7	11.0

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Response Outreach Area Mapper (ROAM)

- Helps us learn about hard-to-survey areas
- Can be used to create a tailored communication and partnership campaign
- Click on the map:



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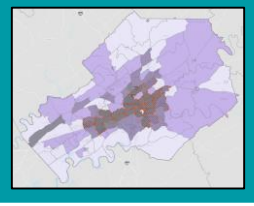
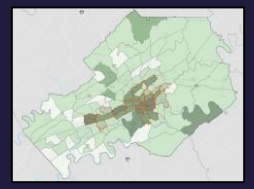
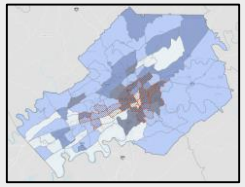
Knoxville-Knox County Planning Maps

Click on each map.

	**Renter households**
	**Population 18-24 years of age**
	**Female householders**

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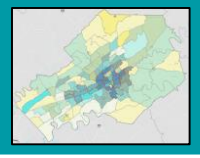
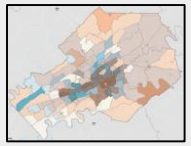
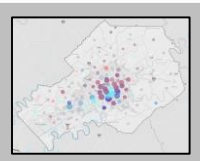
	Female Householders and Renters
	Female Householders and Young People
	Renters and Young People
	Female Householders, Young People, Renters

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