



May 3, 2010

Be Counted, America! The Challenge Ahead

An analysis of mail-in participation in the 2010 Census as door-to-door enumeration begins

On April 28, the U.S. Census Bureau announced that the nation's *final mail-in rate* for the 2010 Census was 72%, equaling the rate from a decade earlier. Now that the first phase of the census is largely over (Mail-out/Mail-back and Update/Leave operations) and the second phase has begun (Nonresponse Follow-up, or door-to-door enumeration), the Center for Urban Research (CUR) at the Graduate Center of the City University of New York (CUNY) has analyzed the final participation rates.

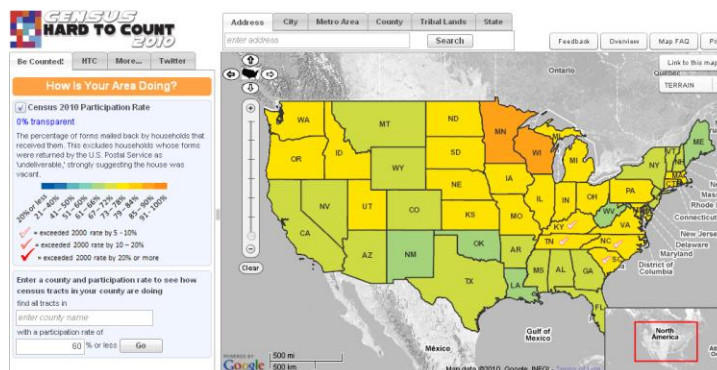
Our analysis focuses on two areas:

1. **Impact of the Census Bureau's replacement mailing strategy.** We examine the Census Bureau's determination that census tracts receiving replacement forms had higher mail-in rates. Our analysis supplements their information with more detailed findings.
2. **Characteristics of communities that will require the most door-to-door follow-up work.** We examine demographic characteristics of tracts with relatively low response rates, which will likely present the greatest challenges during the Nonresponse Follow-up (NRFU) operation that began May 1.

One new factor in 2010 compared with 2000 was the Bureau's strategy of sending replacement census forms to selected neighborhoods nationwide. In early April, a "blanketed" replacement mailing was sent to all households in tracts with historically low response rates. A week later, a "targeted" replacement mailing was sent to households in tracts with historically mid-range response rates that had not yet returned a census form. The Census Bureau notes that tracts that were in the replacement mailing "universe" improved substantially on their 2000 mail-in rates.

More than 600,000 census takers are now in the process of visiting homes that did not mail back their census questionnaires. This work will be far more difficult in communities with low participation rates in the first phase of the census. Therefore, our analysis updates our earlier findings for tracts that had relatively low participation rates. This does not capture the full "NRFU" universe – even tracts with high mail-in rates will have households that need to be enumerated in person – but it provides neighborhood-level context for areas that will experience a substantial level of door-to-door activity.

The Center for Urban Research will maintain its Census 2010 Hard to Count mapping site at www.CensusHardToCountMaps.org while the NRFU operation continues. The site also promises to be a platform for the display of American Community Survey data and the results of the 2010 Census.



Key Findings as of April 28

1. Replacement mailings had a strong impact in census tracts nationwide, across metropolitan/non-metropolitan regions, and across hard-to-count categories.

Our analysis concurs with the Census Bureau's finding that tracts that received a replacement mailing had a high likelihood of improving their mail-in rates over 2000. **Almost three-quarters of tracts nationwide that received a targeted or blanketed mailing improved their mail-in rates over 2000 (74 and 71%, respectively).**

- **Only 21% of tracts receiving a single questionnaire improved their participation rates.** More than 70% of these tracts had mail-in rates worse than 2000.

2. Stronger effects of replacement mailings in areas outside cities.

Replacement mailings were more extensive in cities than in other parts of the country. Just under half (47%) of census tracts in cities were in the replacement mailing "universe" (compared with 44% nationwide), while just over a third of tracts in metro suburbs and non-metro areas were in this universe.

Although replacement mailings were more prevalent in cities, **it appears that the replacement mailings had a greater impact in boosting response in metropolitan suburbs and non-metro areas than in cities.**

- Almost 70% of tracts in cities that received a targeted or blanketed mailing improved their mail-in rates over 2000.
- In metropolitan areas outside cities, 85% of tracts receiving a targeted replacement mailing (and 81% of tracts receiving a blanketed replacement mailing) improved their participation rates over 2000.
- In non-metropolitan areas, more than four-fifths of census tracts that received a replacement mailing improved their participation rates over Census 2000.

3. Replacement mailings were extensive in several major cities.

For example, 89 of the 90 tracts in Newark, NJ received a blanketed replacement mailing, and the remaining tract was in the targeted mailing universe. In New York City and Baltimore, MD, more than 90% of those city's tracts received replacement mailings.

4. Stronger effects of replacement mailings in easier-to-count tracts.

Participation rates improved across hard-to-count categories, with some differences.

- In all of the HTC-score categories, fewer than 25% of census tracts that received a single census mailing (just over 30,000 tracts nationwide) improved their mail-in rates over 2000. As many as nine in ten of these tracts had lower mail-in rates than 2000.
- **Relatively easy to count tracts that received a targeted replacement mailing were highly likely to improve their participation rates over 2000 (as many as 85% of 14,000 tracts).** For harder to count tracts (HTC scores of 61 or higher) in this category, between 53% (for tracts with HTC scores 76 or more) and 59% (for tracts with HTC scores of 61 to 70) improved their mail-in rates.
- **Relatively easy to count tracts that received a blanketed replacement mailing were also highly likely to improve their participation rates over 2000 (as many as 80% of 15,000 tracts).**
- For the harder to count tracts that received blanketed replacement mailings, between 66 (for tracts with HTC scores of 61 to 70) and 68% (for tracts with HTC scores 76 or more) improved their mail-in rates. **Therefore, in harder to count tracts, it appears that the blanketed replacement mailing had a somewhat stronger positive effect than the targeted mailing.**

5. Census tracts with relatively low participation rates (<= 60%) generally were more racially and ethnically diverse, especially in cities.

As of April 28, almost 10,000 tracts (9,546) had mail-in rates of 60% or less. More than two-thirds (~6,500 or 69%) are in cities, while 14% are in metro suburbs and 17% are outside metro areas.

The race/ethnic characteristics of these tracts (based on 2000 census data) are strikingly different, however, in low participation tracts where census takers will visit a higher percentage of households during the Nonresponse Follow-up operation than in neighborhoods that will have a lower proportion of door-to-door visits.

- **In cities, the 60%-and-under tracts on average are diverse: 30% Black, 17% Hispanic, and 46% White.**
- **The higher mail-in rate tracts in cities are much less diverse: 73% White, 11% Black, and 11% Hispanic.**

Detailed Findings

Participation rate improvements in neighborhoods receiving replacement forms

1. Replacement mailings likely had a strong impact in census tracts nationwide, across metropolitan/non-metropolitan regions, and across hard-to-count categories.

The Census Bureau reported that neighborhoods receiving replacement questionnaires substantially improved their response rates over Census 2000. Our analysis concurs with this finding, and adds more detailed information about the patterns of mail-in rates in tracts receiving replacement forms.

The replacement mailing “universe” of census tracts was extensive, covering 44% of tracts in the nation (see summary below).

	Number of tracts	Percent of tracts
No replacement mailing	37,363	56%
Targeted Replacement Mailing	14,020	21%
Blanketed Replacement Mailing	14,944	23%
Total	66,327	100%

Tracts that received a replacement mailing had a high likelihood of improving their mail-in rates over 2000.

Almost three-quarters of tracts nationwide that received a targeted or blanketed mailing improved their mail-in rates over 2000 (74 and 71%, respectively).

Only 21% of tracts receiving a single questionnaire improved their participation rates. More than 70% of these tracts had mail-in rates worse than 2000. (Table 1 displays these findings by percentages; Table 2 displays the finding by number of census tracts.¹)

TABLE 1

	Percent of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	72%	7%	21%	100%
Targeted Replacement Mailing	20%	6%	74%	100%
Blanketed Replacement Mailing	23%	5%	71%	100%
% tracts in each category of change from 2000	49%	6%	44%	100%

TABLE 2

	Number of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	24,984	2,449	7,407	34,840
Targeted Replacement Mailing	2,841	826	10,331	13,998
Blanketed Replacement Mailing	3,458	801	10,589	14,848
Total tracts in each category of change from 2000	31,283	4,076	28,327	63,686

¹ The tables in this analysis that cross-tabulate tracts by the difference in rates from 2000 exclude approximately 2,600 tracts (4% of the nationwide total). The mail-in rate in 2000 for these tracts was not provided by the Census Bureau.

2. Stronger effects of replacement mailings outside cities.

Replacement mailings were more extensive in cities than in other parts of the country. The following table shows the number and percent of tracts in cities, metropolitan suburbs, and non-metro areas according to whether they received a replacement mailing or not. Just under half (47%) of census tracts in cities were in the replacement mailing "universe" (compared with 44% nationwide), while just over a third of tracts in metro suburbs and non-metro areas were in this universe. *(Note: In many large cities, the replacement mailing universe was far broader than the nationwide average for cities, as the table in the Appendix demonstrates.)*

	Cities		In metro area, outside city		Outside metro area		Total	
	# of tracts	% of tracts	# of tracts	% of tracts	# of tracts	% of tracts	# of tracts	% of tracts
No replacement mailing	23,807	53%	9,251	63%	4,305	65%	37,363	56%
Targeted Replacement Mailing	9,653	22%	3,196	22%	1,171	18%	14,020	21%
Blanketed Replacement Mailing	11,424	25%	2,347	16%	1,173	18%	14,944	23%
Total within each metro category	44,884	100%	14,794	100%	6,649	100%	66,327	100%

While there was a higher likelihood of improved participation rates over Census 2000 in census tracts that received replacement questionnaires (of either type) in cities, metropolitan suburbs, and non-metropolitan areas, **it appears that the replacement mailings had a greater impact in boosting response in metropolitan suburbs and non-metro areas than in cities.**

Cities: Almost 70% of tracts in cities that received a targeted or blanketed mailing improved their mail-in rates over 2000. By contrast, only 15% of city tracts that received a single census form improved their mail-in rates over 2000 (Tables 3 and 3a).

TABLE 3: REPLACEMENT MAILING IMPACT IN CITIES

	Percent of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	79%	7%	15%	100%
Targeted Replacement Mailing	24%	7%	69%	100%
Blanketed Replacement Mailing	26%	6%	68%	100%
% tracts in each category of change from 2000	53%	7%	40%	100%

TABLE 3a: NUMBER OF TRACTS IN CITIES BY REPLACEMENT MAILING CATEGORY

	Number of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	18,074	1,511	3,397	22,982
Targeted Replacement Mailing	2,309	671	6,657	9,637
Blanketed Replacement Mailing	2,922	700	7,740	11,362
Total tracts in each category of change from 2000	23,305	2,882	17,794	43,981

Suburbs: In metropolitan areas outside cities (generally suburbs), 85% of tracts receiving a targeted replacement mailing (and 81% of tracts receiving a blanketed replacement mailing) improved their participation rates over Census 2000. Thirty-five percent of tracts in metropolitan suburbs that received only a single form improved their mail-in rates over 2000 (Tables 4 and 4a).

TABLE 4: REPLACEMENT MAILING IMPACT IN METROPOLITAN SUBURBS

	Percent of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	56%	9%	35%	100%
Targeted Replacement Mailing	11%	4%	85%	100%
Blanketed Replacement Mailing	16%	3%	81%	100%
% tracts in each category of change from 2000	40%	7%	54%	100%

TABLE 4a: NUMBER OF TRACTS IN METROPOLITAN SUBURBS BY REPLACEMENT MAILING CATEGORY

	Number of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	5,055	774	3,182	9,011
Targeted Replacement Mailing	364	115	2,716	3,195
Blanketed Replacement Mailing	369	74	1,892	2,335
Total tracts in each category of change from 2000	5,788	963	7,790	14,541

Non-metro areas: In non-metropolitan areas, more than four-fifths of census tracts that received a replacement mailing improved their participation rates over Census 2000. Just under 30% of tracts in these non-metropolitan areas that received only a single form improved their mail-in rates over 2000 (Tables 5 and 5a).

TABLE 5: REPLACEMENT MAILING IMPACT IN NON-METROPOLITAN AREAS

	Percent of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	65%	6%	29%	100%
Targeted Replacement Mailing	14%	3%	82%	100%
Blanketed Replacement Mailing	15%	2%	83%	100%
% tracts in each category of change from 2000	42%	4%	53%	100%

TABLE 5a: NUMBER OF TRACTS IN NON-METROPOLITAN AREAS BY REPLACEMENT MAILING CATEGORY

	Number of tracts that fell short of, met, or exceeded their 2000 mail-in rate			Total
	Less than 2000	Equal to 2000	Above 2000	
No replacement mailing	1,855	164	828	2,847
Targeted Replacement Mailing	168	40	958	1,166
Blanketed Replacement Mailing	167	27	957	1,151
Total tracts in each category of change from 2000	2,190	231	2,743	5,164

3. Replacement mailings were extensive in several major cities.

In many of the nation's 67 major cities (populations greater than 250,000), replacement mailings were sent to almost every tract.

For example, 89 of the 90 tracts in Newark, NJ received a blanketed replacement mailing, and the remaining tract was in the targeted mailing universe. In New York City and Baltimore, MD, more than 90% of tracts received replacement mailings.

The table in the Appendix below lists the 67 cities ranked by the proportion of each city's tracts in the replacement mailing universe.

4. Stronger effects of replacement mailings in easier-to-count tracts.

Participation rates improved across hard-to-count categories. The following tables show the percent of tracts that received (1) only a single census form or (2) a targeted or blanketed replacement mailing, by hard-to-count (HTC) scores. The HTC scores – ranging from 0 to 130 nationwide – are grouped by 'easier to count' (1 to 30 and 31 to 60) and 'harder to count' (61 to 70, 71 to 75, and 76 and higher) categories. Tracts with an HTC score of zero are excluded.

No replacement questionnaire: In all of the HTC-score categories, fewer than 25% of census tracts that received a single census mailing (just over 30,000 tracts nationwide) improved their mail-in rates over 2000. As many as nine in ten of these tracts had lower mail-in rates than 2000 (Table 6; see, for example, those with HTC scores of 61 – 70). However, most of the census tracts receiving only one questionnaire had HTC scores of 60 or less, indicating they are relatively easy to count (Table 6a).

TABLE 6: PERCENT OF TRACTS RECEIVING ONLY SINGLE CENSUS MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	69%	7%	24%	100%
31 to 60	84%	4%	11%	100%
61 to 70	89%	2%	8%	100%
71 to 75	85%	4%	11%	100%
76 and above	82%	2%	16%	100%
% of tracts across all HTC categories	73%	7%	21%	100%

TABLE 6a: NUMBER OF TRACTS RECEIVING ONLY SINGLE CENSUS MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	16,077	1,729	5,519	23,325
31 to 60	5,326	269	724	6,319
61 to 70	481	12	45	538
71 to 75	150	7	20	177
76 and above	262	7	51	320
Total tracts across all HTC categories	22,296	2,024	6,359	30,679

Targeted replacement mailing: Census tracts that received a targeted replacement mailing that are relatively easy to count (HTC scores of 60 or less) were highly likely to improve their participation rates over 2000 (as many as 85% of 14,000 tracts). For harder to count tracts (HTC scores of 61 or higher) in this category, between 53% and 59% improved their mail-in rates (Table 7).

- Although we did not analyze other factors that may have contributed to these results, it appears from this cross-tabulation that **targeted replacement mailings had a greater impact in easier to count tracts**. Numerically, most of the census tracts in the targeted replacement questionnaire universe had HTC scores of 60 or less, indicating they are relatively easy to count (Table 7a).

TABLE 7: PERCENT OF TRACTS RECEIVING TARGETED REPLACEMENT MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	11%	4%	85%	100%
31 to 60	21%	6%	73%	100%
61 to 70	31%	10%	59%	100%
71 to 75	38%	8%	55%	100%
76 and above	38%	8%	53%	100%
% of tracts across all HTC categories	20%	6%	74%	100%

TABLE 7a: NUMBER OF TRACTS RECEIVING TARGETED REPLACEMENT MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	548	203	4,141	4,892
31 to 60	1,337	377	4,613	6,327
61 to 70	371	119	692	1,182
71 to 75	170	34	245	449
76 and above	398	85	551	1,034
Total tracts across all HTC categories	2,824	818	10,242	13,884

Blanketed replacement questionnaire: The patterns for census tracts that received a blanketed replacement questionnaire (nearly 15,000 tracts) are similar to those that received targeted mailings. Tracts in this category that are relatively easy to count (HTC scores of 60 or less) were highly likely to improve their participation rates over 2000 (as many as 80%). For the harder to count tracts (HTC scores of 61 or higher) in this category, between 66 and 68% improved their mail-in rates (Table 8 and Table 8a).

- Although we did not analyze other factors that may have contributed to this pattern, **it appears that blanketed replacement mailings had a greater impact in easier to count tracts**.
- **In harder to count tracts, it appears that the blanketed replacement mailing had a somewhat stronger positive effect than the targeted mailing.**²

² It is not possible without more detailed information to evaluate the impact of replacement mailings compared with local outreach efforts, or the combination of these approaches compared with areas that received only single mailings and had no local advocacy campaigns. To the extent that additional information can be obtained along these lines, we hope to analyze these impacts further.

TABLE 8: PERCENT OF TRACTS RECEIVING BLANKETED REPLACEMENT MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	17%	3%	80%	100%
31 to 60	21%	5%	74%	100%
61 to 70	27%	7%	66%	100%
71 to 75	27%	6%	67%	100%
76 and above	25%	6%	68%	100%
% of tracts across all HTC categories	23%	5%	71%	100%

TABLE 8a: NUMBER OF TRACTS RECEIVING BLANKETED REPLACEMENT MAILING, BY HTC SCORE

HTC score category	Less than 2000	Equal to 2000	Above 2000	Total
1 to 30	363	72	1,706	2,141
31 to 60	968	206	3,397	4,571
61 to 70	552	134	1,332	2,018
71 to 75	297	66	725	1,088
76 and above	1,272	323	3,400	4,995
Total tracts across all HTC categories	3,452	801	10,560	14,813

Demographic characteristics of low-participation census tracts

More than 600,000 census takers are in the process of visiting homes that did not mail back their census questionnaires. This *Nonresponse Follow-up* (NRFU) work will be far more difficult in communities with low participation rates in the first phase of the census.

In this section, we focus on tracts that only had a final participation rate (as of April 28) of 60% or less, as these are the areas where a higher proportion of households will need to be counted through personal interviews with census takers. While our analysis does not capture the full “NRFU” universe – even tracts with high mail-in rates will have households that need to be enumerated in person – it provides neighborhood-level context for areas that will experience a substantial level of door-to-door activity.

As of April 28, almost 10,000 tracts (9,546, or 14% of the nationwide total) had mail-in rates of 60% or less.

Census tracts in this relatively low participation rate category generally were more racially and ethnically diverse, especially in cities.

The race/ethnicity characteristics (based on 2000 census data) are strikingly different, however, where census takers will visit a higher percentage of households during the Nonresponse Follow-up operation than in neighborhoods that will have a lower proportion of door-to-door visits.

- **In cities, the 60%-and-under tracts on average are diverse: 30% Black, 17% Hispanic, and 46% White.**
- **The higher mail-in rate tracts in cities are much less so: 73% White, 11% Black, and 11% Hispanic.**

AVERAGE TRACT RACE/ETHNICITY COMPOSTION

	Percent White	Percent Black	Percent Asian	Percent Hispanic	Percent other race categories
Mail-in rate 60% or less (9,531 tracts)	46%	30%	3%	17%	4%
Mail-in rate above 60% (54,936 tracts)	73%	11%	3%	11%	2%
Overall	69%	14%	3%	12%	3%

Note:

1. Race/ethnicity data based on 2000 Census.
2. Some tracts not included in groupings due to missing data. Therefore number of tracts may not match nationwide total.

The median race/ethnicity compositions are also telling: in cities, while the average low-participation tract is 30% Black, half of those tracts have a Black population of less than 12%. Similarly, in the high rate tracts, half have a Black population of less than 2% and half have a Hispanic population of less than 3%.

MEDIAN TRACT RACE/ETHNICITY COMPOSTION

	Percent White	Percent Black	Percent Asian	Percent Hispanic	Percent other race categories
Mail-in rate 60% or less (9,531 tracts)	44%	12%	1%	6%	2%
Mail-in rate above 60% (54,936 tracts)	84%	2%	1%	3%	2%
Overall	81%	3%	1%	3%	2%

Other *key findings regarding low-participation* (60% or lower participation rate) tracts include:

- More than two-thirds (~6,500 or 69%) are in cities, while 14% are in metro suburbs and 17% are outside metro areas.

Tracts with mail-in rates <= 60%	Cities	In metro outside city	Outside metro	Total tracts
Total tracts	6,542	1,363	1,641	9,546
% of tracts	69%	14%	17%	100%

- For low-participation tracts in cities, the median HTC score was high (75), but in suburbs and non-metro areas it was lower (37 in each). Just over half (4,989 or 52%) were hard to count (HTC score >= 61).³

Tracts with HTC scores of

Tracts with mail-in rates <= 60%	Tracts with HTC scores of					76 and above	Total
	1 to 30	31 to 60	61 to 70	71 to 75			
Total tracts	1,463	3,071	1,089	590	3,310	9,523	
% of tracts	15%	32%	11%	6%	35%	100%	

- More than two-thirds (6,434, or 67%) received a second questionnaire.

³ The total number of tracts cross-tabulated with HTC scores is slightly lower than not cross-tabulated because of tracts with HTC=0 are not included in the analysis.

APPENDIX

EXTENT OF REPLACEMENT MAILINGS FOR MAJOR CITIES

City, State	No replacement mailing		Targeted Replacement Mailing		Blanketed Replacement Mailing		Either mailing		Total	
	# of tracts	% of tracts	# of tracts	% of tracts	# of tracts	% of tracts	# of tracts	% of tracts	# of tracts	% of tracts
Newark, NJ		0%	1	1%	89	99%	90	100%	90	100%
Baltimore, MD	15	8%	42	21%	142	71%	184	92%	199	100%
New York, NY	197	9%	463	21%	1,513	70%	1,976	91%	2,173	100%
Boston, MA	19	12%	39	25%	98	63%	137	88%	156	100%
Atlanta, GA	20	17%	21	18%	75	65%	96	83%	116	100%
Houston, TX	73	19%	139	36%	175	45%	314	81%	387	100%
Memphis, TN	30	19%	34	21%	95	60%	129	81%	159	100%
St. Louis, MO	22	20%	15	13%	75	67%	90	80%	112	100%
Philadelphia, PA	77	21%	70	19%	221	60%	291	79%	368	100%
Washington, DC	39	21%	39	21%	107	58%	146	79%	185	100%
Oakland, CA	25	24%	39	37%	42	40%	81	76%	106	100%
Chicago, IL	206	24%	110	13%	534	63%	644	76%	850	100%
Cleveland, OH	53	24%	22	10%	143	66%	165	76%	218	100%
Dallas, TX	68	25%	81	30%	121	45%	202	75%	270	100%
Sacramento, CA	24	25%	15	16%	56	59%	71	75%	95	100%
San Antonio, TX	62	28%	124	55%	38	17%	162	72%	224	100%
Corpus Christi, TX	15	28%	15	28%	23	43%	38	72%	53	100%
Cincinnati, OH	33	29%	24	21%	58	50%	82	71%	115	100%
Fort Worth, TX	39	30%	44	34%	48	37%	92	70%	131	100%
Los Angeles, CA	249	30%	365	44%	222	27%	587	70%	836	100%
Pittsburgh, PA	42	30%	36	26%	62	44%	98	70%	140	100%
El Paso, TX	33	30%	69	63%	7	6%	76	70%	109	100%
Buffalo, NY	27	30%	16	18%	46	52%	62	70%	89	100%
Detroit, MI	95	31%	69	22%	147	47%	216	69%	311	100%
Tampa, FL	24	31%	21	27%	33	42%	54	69%	78	100%
Miami, FL	22	31%	12	17%	36	51%	48	69%	70	100%
Oklahoma City, OK	59	33%	53	30%	66	37%	119	67%	178	100%
Nashville-Davidson, TN	48	36%	48	36%	39	29%	87	64%	135	100%
Kansas City, MO	61	36%	26	15%	81	48%	107	64%	168	100%
Anchorage, AK	20	36%	10	18%	25	45%	35	64%	55	100%
Minneapolis, MN	44	36%	30	25%	47	39%	77	64%	121	100%
Austin, TX	55	38%	55	38%	36	25%	91	62%	146	100%
Jacksonville, FL	58	41%	46	32%	39	27%	85	59%	143	100%
Mesa, AZ	34	41%	18	22%	31	37%	49	59%	83	100%
Wichita, KS	38	41%	33	36%	21	23%	54	59%	92	100%
Indianapolis city, IN	81	41%	45	23%	70	36%	115	59%	196	100%

Phoenix, AZ	128	44%	68	24%	93	32%	161	56%	289	100%
Milwaukee, WI	101	45%	32	14%	90	40%	122	55%	223	100%
St. Paul, MN	37	46%	31	38%	13	16%	44	54%	81	100%
Raleigh, NC	25	47%	11	21%	17	32%	28	53%	53	100%
Tucson, AZ	47	47%	28	28%	24	24%	52	53%	99	100%
Fresno, CA	38	48%	22	28%	20	25%	42	53%	80	100%
Tulsa, OK	57	48%	35	29%	28	23%	63	53%	120	100%
Charlotte, NC	51	48%	23	21%	33	31%	56	52%	107	100%
Columbus, OH	85	48%	36	20%	56	32%	92	52%	177	100%
San Francisco, CA	85	49%	56	32%	34	19%	90	51%	175	100%
Toledo, OH	48	49%	14	14%	35	36%	49	51%	97	100%
Arlington, TX	30	50%	18	30%	12	20%	30	50%	60	100%
Long Beach, CA	50	50%	32	32%	18	18%	50	50%	100	100%
Las Vegas, NV	48	51%	26	27%	21	22%	47	49%	95	100%
Honolulu, HI	54	51%	27	26%	24	23%	51	49%	105	100%
Lexington-Fayette, KY	31	52%	14	23%	15	25%	29	48%	60	100%
Stockton, CA	25	54%	12	26%	9	20%	21	46%	46	100%
Denver, CO	74	54%	34	25%	28	21%	62	46%	136	100%
Albuquerque, NM	60	56%	20	19%	28	26%	48	44%	108	100%
Bakersfield, CA	29	57%	12	24%	10	20%	22	43%	51	100%
Seattle, WA	77	62%	27	22%	20	16%	47	38%	124	100%
Colorado Springs, CO	54	67%	19	23%	8	10%	27	33%	81	100%
Omaha, NE	79	67%	11	9%	28	24%	39	33%	118	100%
Portland, OR	98	69%	30	21%	15	10%	45	31%	143	100%
San Diego, CA	184	70%	51	19%	29	11%	80	30%	264	100%
Riverside, CA	40	73%	13	24%	2	4%	15	27%	55	100%
Santa Ana, CA	41	77%	11	21%	1	2%	12	23%	53	100%
Virginia Beach, VA	68	78%	14	16%	5	6%	19	22%	87	100%
San Jose, CA	131	79%	26	16%	8	5%	34	21%	165	100%
Anaheim, CA	46	87%	7	13%		0%	7	13%	53	100%
New Orleans, LA	175	98%		0%	4	2%	4	2%	179	100%
Across all major cities	4,103	33%	3,049	24%	5,389	43%	8,438	67%	12,541	100%

For more information, contact:

Center for Urban Research
at the Graduate Center, City University of New York

www.urbanresearch.org

www.CensusHardToCountMaps.org

cunymapping@gc.cuny.edu

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