Census data determines the allocation of federal and other funds to vital social programs, guides redistricting, and informs research. Therefore, an accurate census that captures historically undercounted populations\(^1\) is crucial for our democracy. Since 2016, a collaborative of philanthropic funders has worked to align and pool funding to build and strengthen the infrastructure needed to support a fair and accurate count.

The Democracy Funders Collaborative Census Subgroup, which is the steering committee for the census funder collaborative, engaged ORS Impact as a partner to develop state-level reports that provide an overview of philanthropic efforts to promote the 2020 Census within and across the 50 states, as well as the District of Columbia and Puerto Rico. This report provides a summary of quantitative data related to the 2020 Census for the state of Iowa.

\(^1\)We have opted to use the term “historically undercounted populations” in our narrative, but the term is interchangeable with “hard to count,” which we use when our informants opted to do so.
OVERVIEW GOING INTO 2020 CENSUS

3,132,499
TOTAL POPULATION

94,890
TOTAL POPULATION LIVING IN HISTORICALLY UNDERCOUNTED CENSUS TRACTS

Population

Past analyses of Census data have consistently shown differences in self-response rates based on household or individual characteristics, indicating that certain populations are at higher risk of being undercounted. The following graphs show the distribution of selected populations within the state that have historically been more likely to be undercounted. Data for all maps and graphs provided by CUNY Graduate Center via the Census 2020 Hard to Count/Response Rate map at www.CensusHardToCountMaps2020.us.

HOUSEHOLDS
Percent of total number of households in the state that have the following characteristics:

- Limited English Proficiency (LEP): 2%
- No Internet Access: 17%
- Renters (vs. Homeowners): 29%

INDIVIDUALS
Percent of total number of individuals in the state that have characteristics of historically undercounted populations:

- American Indian: 1%
- Asian: 3%
- Black: 5%
- Hispanic: 6%
- Native Hawaiian: <1%
- < 5 years old: 6%
- Born Outside of the US: 5%
- Low-Income Populations: 11%
OVERVIEW OF CENSUS SELF-RESPONSE RATES

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SELF RESPONSE</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>71.5%</td>
<td>-1.5</td>
</tr>
<tr>
<td>2010</td>
<td>73.0%</td>
<td></td>
</tr>
</tbody>
</table>

CENSUS TRACTS WHERE 2020 CENSUS RETURN RATE WAS LOWER THAN 2010

- No comparable 2010 rate
- 2020 rate < 2010 rate by 10+ points
- 5-10 points below
- Up to 5 points below
- 2020 rate at or above 2010