

# Make Kids Count: Young Children and Census 2020

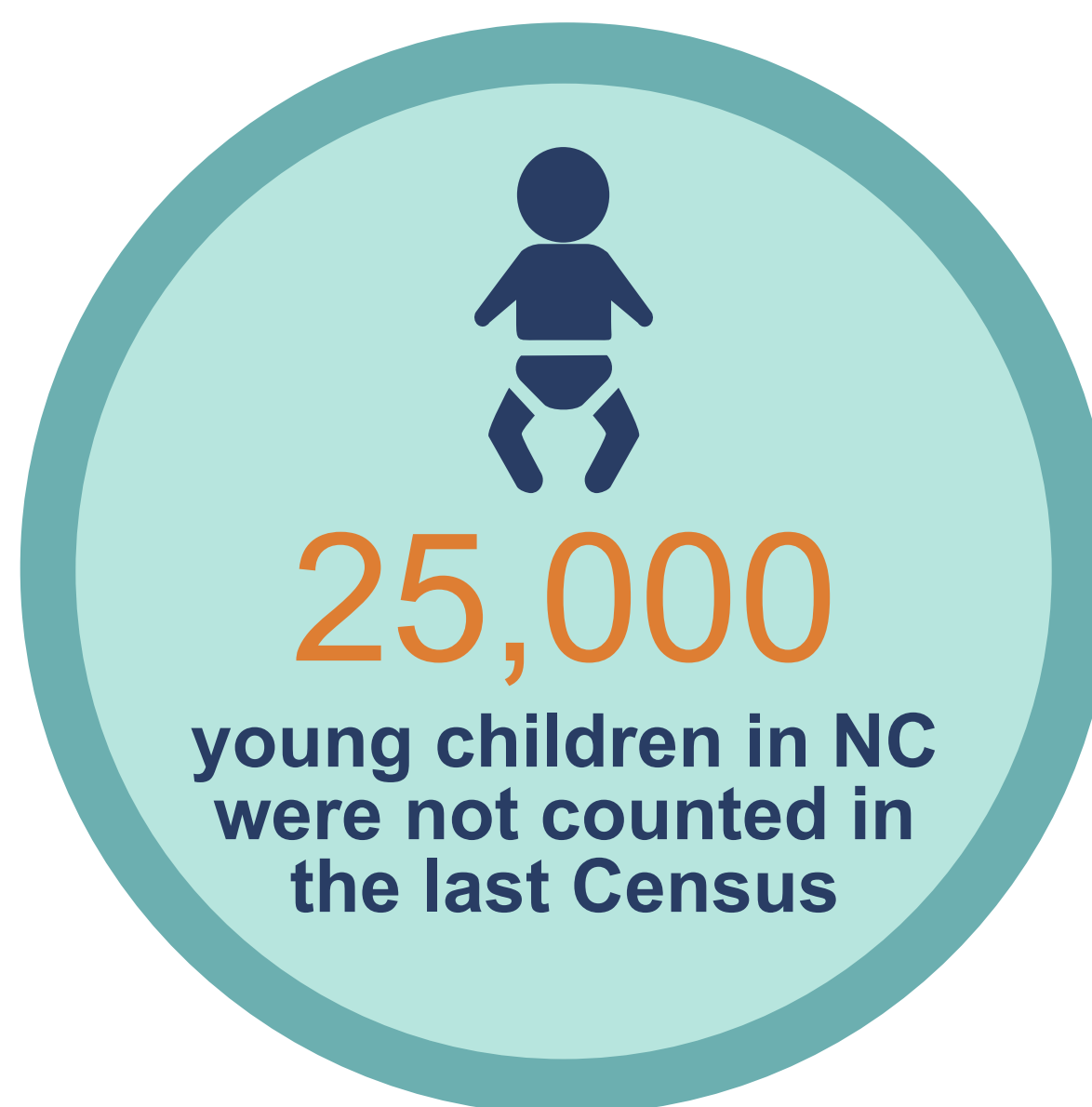
Think Babies™ NC Leadership Team



Census population estimates have a big impact on North Carolina's federal funding for family supports as well as the fairness of our local resource allocation. Young children have been largely undercounted in the past. It's critical that we reach all families to ensure an accurate Census in 2020.

## YOUNG CHILDREN HAVE BEEN CONSISTENTLY UNDERCOUNTED IN THE PAST

North Carolina's undercount in the 2010 Census resulted in the **8th highest** young child undercount in the nation.



The undercount of young children has steadily increased over the last 40 years.

## WE HAVE TO REACH THE HARD-TO-COUNT


Young children are overrepresented in populations considered "hard-to-count," including these populations:

- Low-income households
- Families who rent their homes
- Racial and ethnic minorities



young children are at risk of being missed in the 2020 Census

## A HIGH UNDERCOUNT MEANS LESS FEDERAL SUPPORT

 **5 billion**

North Carolina will jeopardize more than **\$5 billion** in funding for programs serving children and families if we undercount young children in the 2020 Census.

Every family missed in the census results in a loss for our state.