



UNIVERSITY OF  
SOUTH DAKOTA  
BEACOM SCHOOL OF BUSINESS

# Facts on Kids in South Dakota

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# Census Background

The first official US Census was taken in 1790 by a group of federal marshals who rode on horseback through the original 13 states to count a population of about 3.9 million inhabitants. The US Constitution requires a census every 10 years to count everyone living in the United States in order to determine representation in Congress as well as the amount of federal dollars dispersed in any given location for health care, housing, education, transportation and more.



Census population data are used by both local and state agencies and is vital to understanding the population of an area. With an understanding of how its population is changing, community leaders can prepare for present and future needs. Much of the federal tax money that is sent to Washington comes back to South Dakota in accordance with Census calculations, and supports housing, transportation and other services.

Census data are extremely important when considering issues affecting children. The US Census is the source of information for the population of children on a national and state level, as well as population projections and estimates. The census also provides important data regarding specific characteristics about children including child care, child support, children's health insurance, living arrangements of children and children's well-being issues.

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## Undercount Concerns

In 2010, 82.7% of South Dakota's households mailed back their 2010 census questionnaire. The remaining 17.3% required more costly and difficult in-person follow up to enumerate.

Based on the latest census estimates, 23,924 people in South Dakota live in hard-to-count neighborhoods. Without higher self-response, more households in these and other neighborhoods in the state are at risk of being missed in the 2020 census. Another 43,869 people live in tracts that did not receive a census questionnaire by mail in 2010 because these areas did not have traditional addresses, had large numbers of seasonally vacant housing or were otherwise rural or sparsely populated. In the 2010 Census, the net undercount in these tracts was nearly 8%, according to the Census Bureau. Therefore, these areas also may be hard to count in 2020.



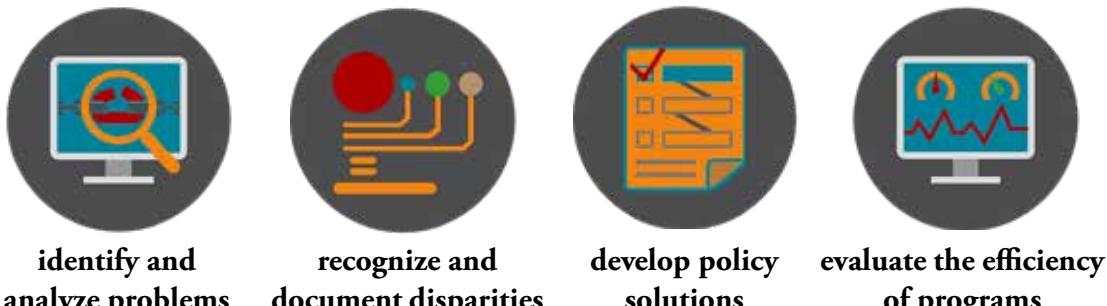
**In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the Internet.**



**According to the 2017 American Community Survey estimates, 19.4% of South Dakota's households had either no Internet subscriptions or dial up-only access.**

When kids aren't counted, state and local infrastructures face losing billions of federal dollars for supports – like education, school lunches, Head Start, Medicaid, SNAP and CHIP – that give kids the opportunity for a healthy start at life. Low-income children, children of color and kids living in immigrant families stand to be disproportionately undercounted, while also having the most to lose as vital programs face reductions in funding.

An inaccurate 2020 census will adversely affect research and advocacy efforts that use data to



Source: U.S. Census Bureau HTC 2020. <https://www.censushardtountmaps2020.us/> Accessed January 16, 2019

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## South Dakota's Federal Assistance Distribution Based on the Largest Programs impacted by the Census

Amount	Program
\$ 6,333,000.....	Foster Care (Title IV-E)
\$ 6,472,000.....	Child Care and Development Fund- Entitlement
\$ 17,872,939.....	Supplemental Nutrition Program for Women, Infants, & Children (WIC)
\$ 18,868,000.....	State Children's Health Insurance Program (S-CHIP)
\$ 28,784,140.....	National School Lunch Program
\$ 42,579,523.....	Head Start/Early Head Start
\$148,866,948.....	Supplemental Nutrition Assistance Program (SNAP)
\$478,386,395.....	Medical Assistance Program (Medicaid)

Source: The George Washington University, George Washington Institute of Public Policy. Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds. August 18, 2017. Accessed January 16, 2019, <https://gwipp.gwu.edu/counting-dollars-2020-initial-analysis>

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## Solution

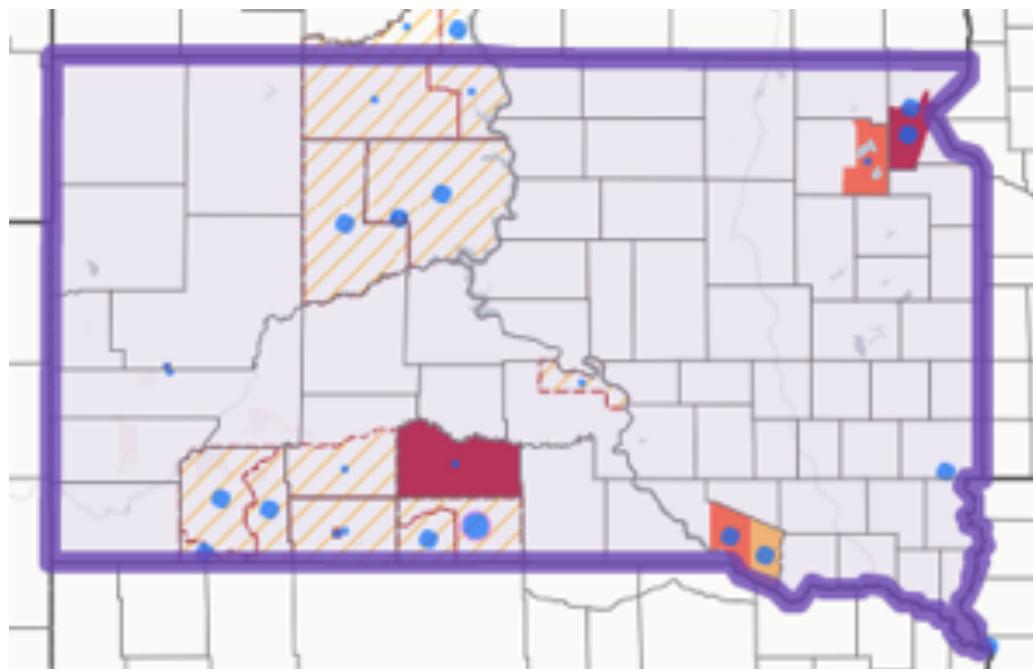
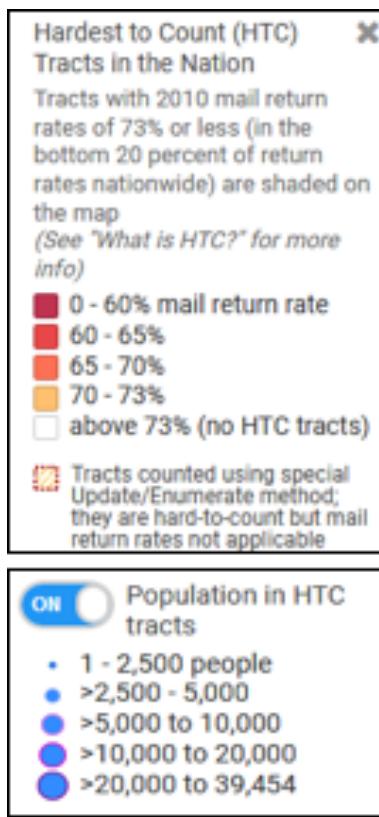
It is up to every South Dakota community to make sure that children, are counted and considered priorities. State and local governments should play a central role in the decennial census by conducting outreach and ensuring the survey is carried out as effectively as possible to provide a wide reach in order to improve participation. It is important for state and local leaders and community stakeholders to establish and strengthen strategic partnerships with various public agencies, early childhood programs, health care professionals, religious and civic organizations, business and other community stakeholders in order to reach hard-to-count households and bridge the digital divide to increase participation in the first electronic census.



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## Hardest to Count Tracts in South Dakota



Source: [www.censushardtountmaps2020.us](http://www.censushardtountmaps2020.us)