

ROAM TOOL

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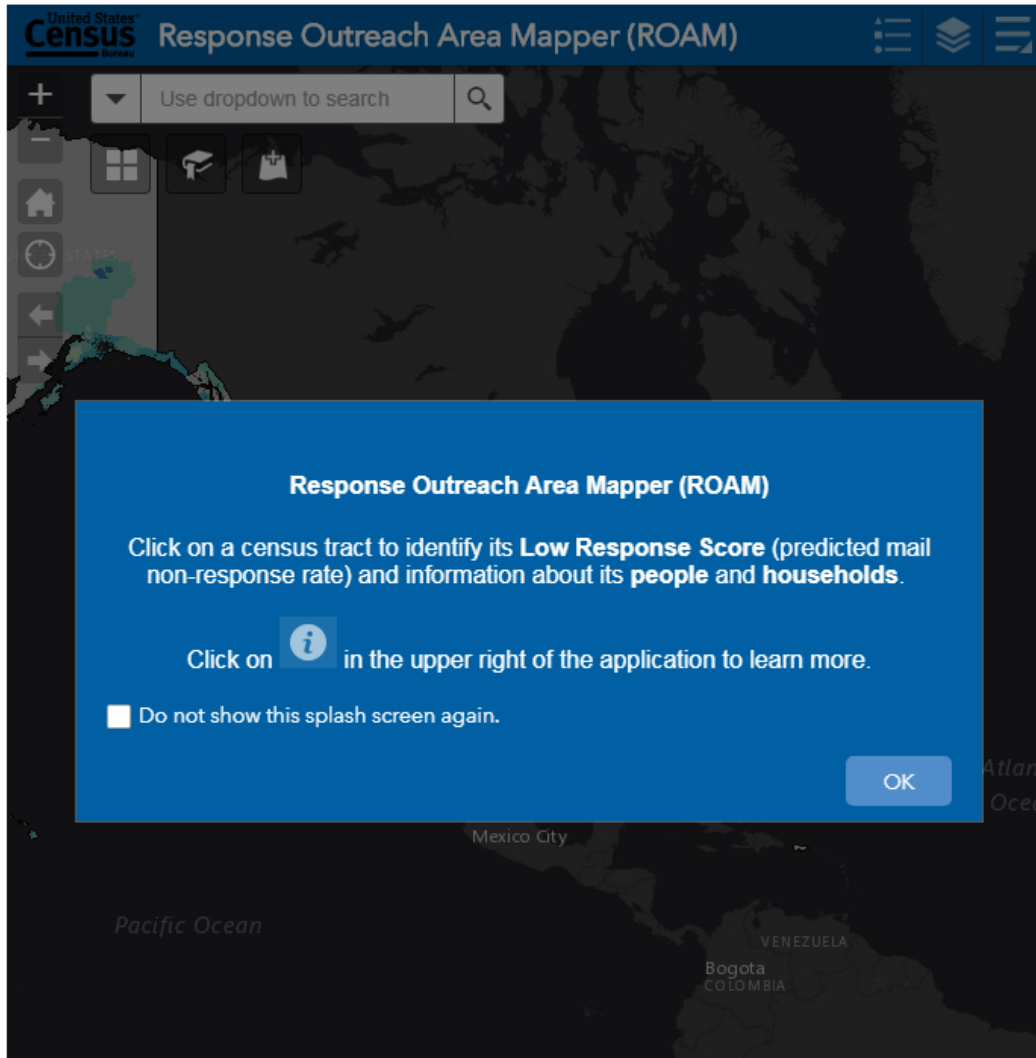
Response Outreach Area Mapper

- The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#).
- Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills.

Planning Database

- The 2016 Planning Database (PDB) is a database of U.S. housing, demographic, socioeconomic and operational statistics based on select 2010 Decennial Census and select 2010-2014 5-year American Community Survey (ACS) estimates.
- Data are provided at both the census block group and tract levels of geography. These data can be used for many purposes, including survey field operations planning.
- New to the 2016 PDB is the number of individuals with one or more disabilities.

- Potential uses include:
- Identifying geographic areas for special outreach and promotional efforts
- Examining expected completion rates at low levels of geography
- Linking with spatial map data to create thematic maps
- Generating reports, cross tabulations, and simple analyses
- Planning recruitment activities for interviewer-administered surveys and censuses




- To help you get started, please reference ROAM's additional resources:
- [User Guide](#)
- [Data Dictionary](#)
- [Frequently Asked Questions](#)

Map navigation controls: zoom in (+), zoom out (-), search (Use dropdown to search), home, refresh, pan (left, right), and a grid icon.

Response Outreach Area Mapper (ROAM)


Click on a census tract to identify its **Low Response Score** (predicted mail non-response rate) and information about its **people and households**.

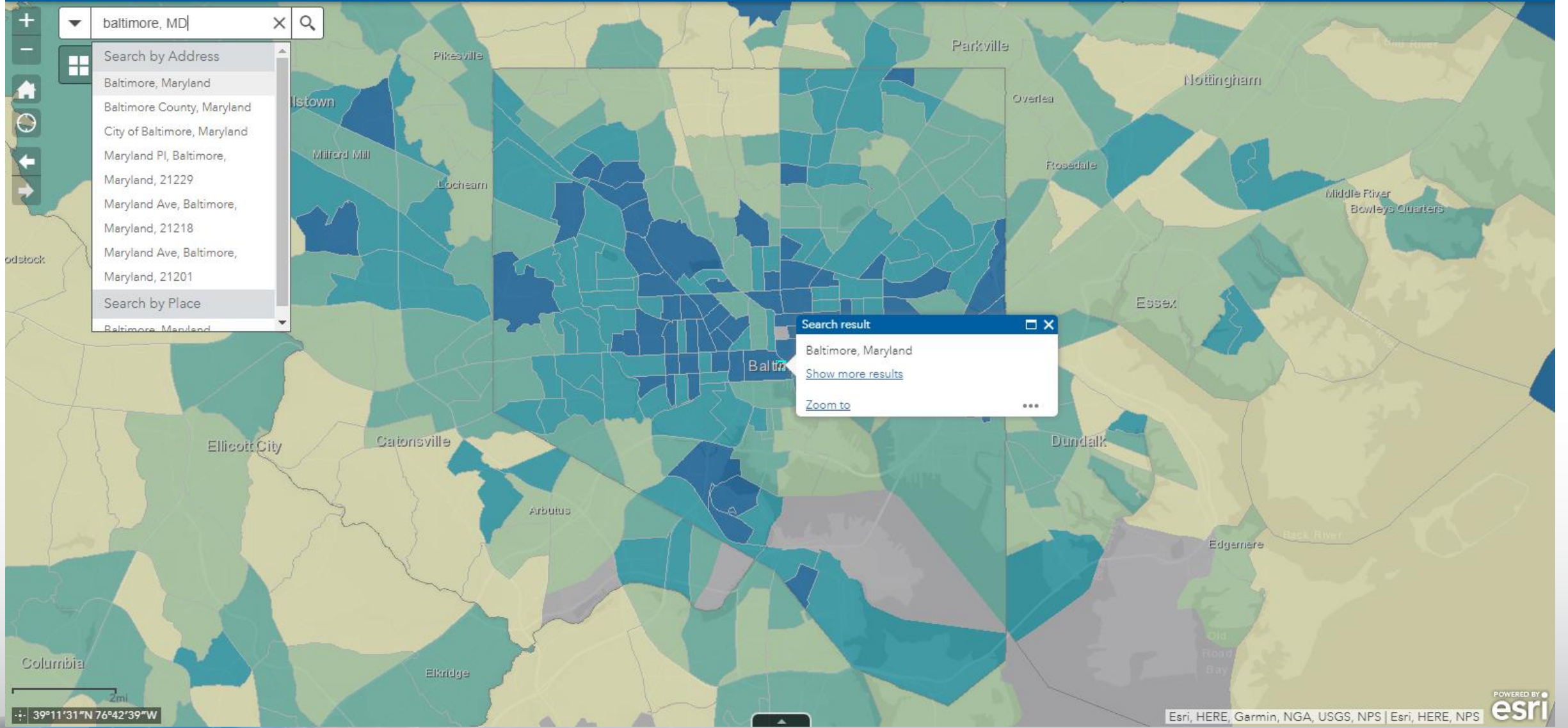
Click on  in the upper right of the application to learn more.

Do not show this splash screen again.

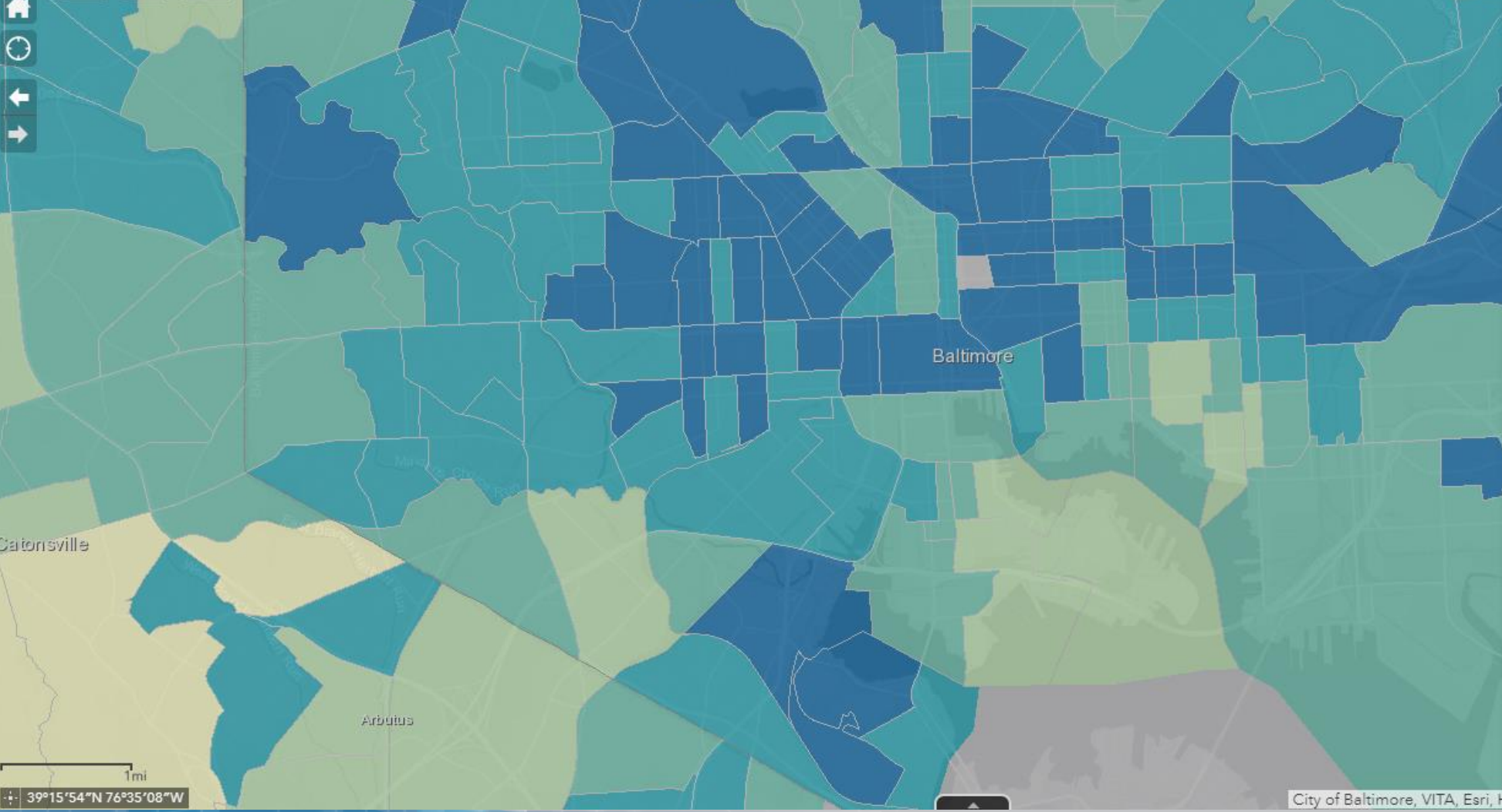
OK

600mi
Move mouse to get coordinates

POWERED BY
Esri, HERE, Garmin, NGA, USGS | Esri 



Search bar containing "baltimore, MD" and a search icon. Below it, a dropdown menu shows "Show search results for baltim..."



Legend

State (or state equivalent) Layer

State (or state equivalent) Boundary

County (or county equivalent) Layer

County (or county equivalent) Boundary

Predicted Mail Non-Response Rate (%)

Low Response Score by 2016 Census Tract (2018 Planning Database)

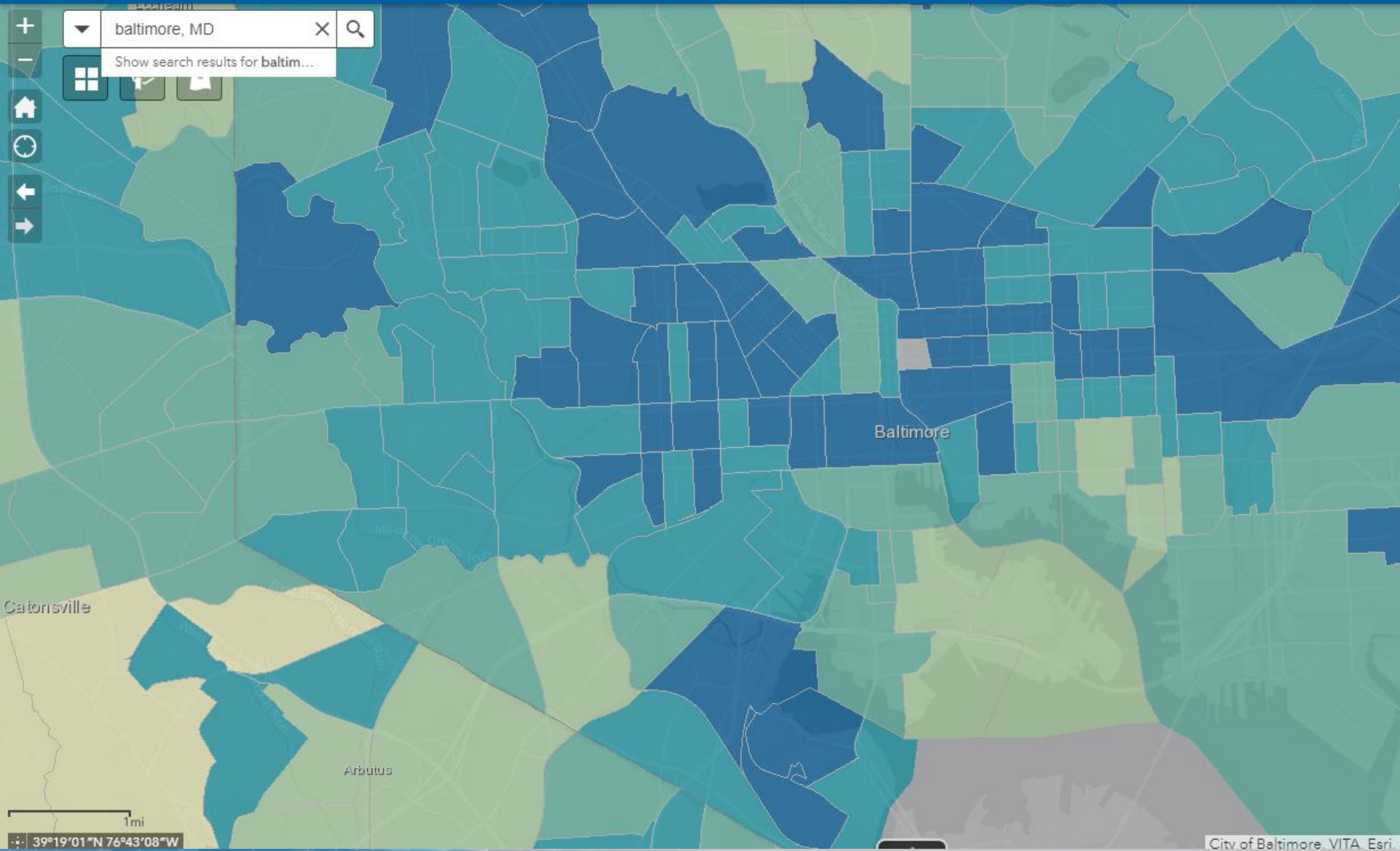
- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated

Low Response Score (LRS)

- ROAM is a national map of census tracts shaded by predicted mail non-response rate, otherwise known as LRS.
- You should interpret the LRS as a **percentage** of households predicted to **NOT** self-respond to the Decennial Census. The higher the LRS is in a census tract, the harder that area may be to survey.

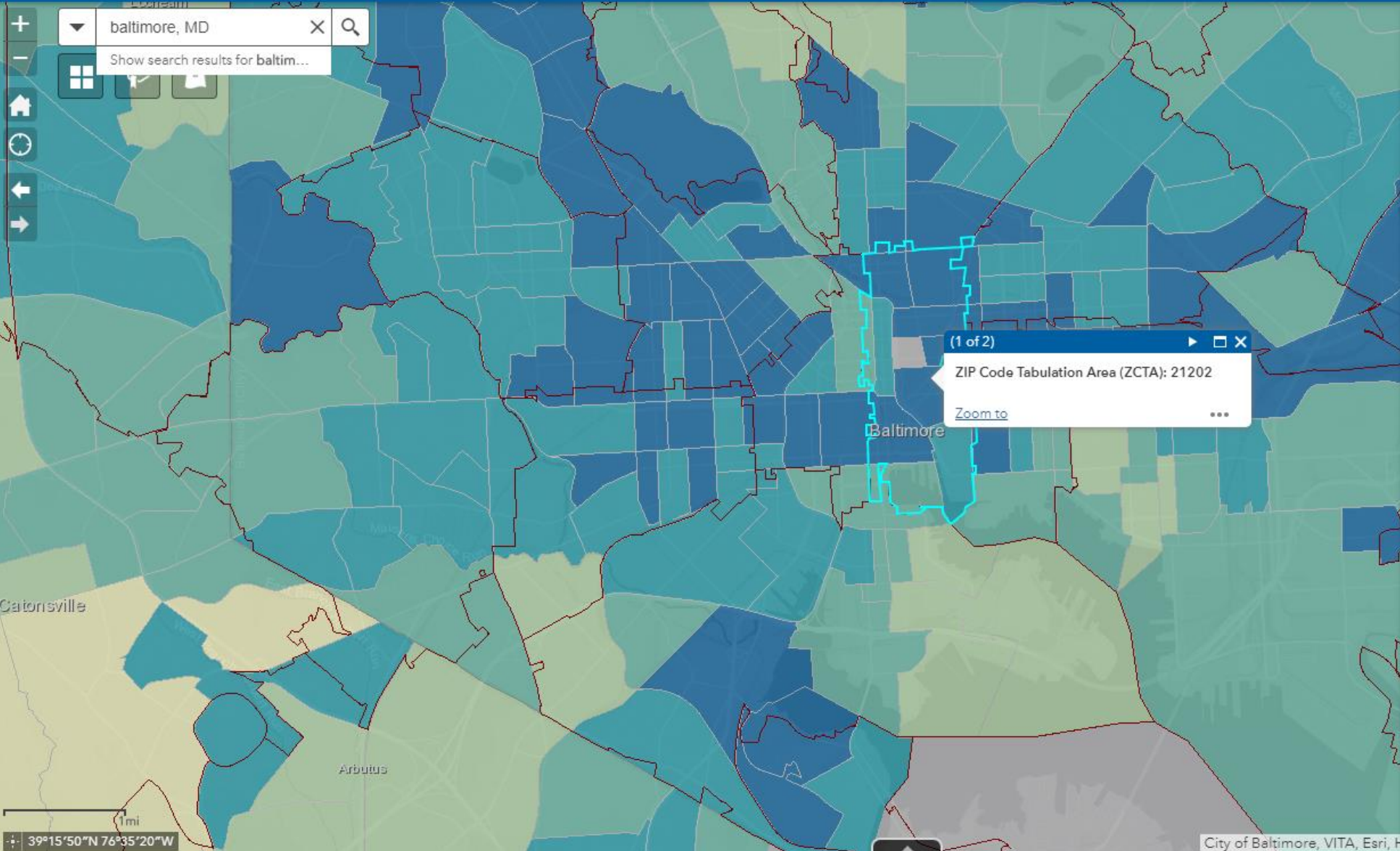
An LRS is not calculated when a census tract:

- contains zero housing units.
- falls below a minimum threshold for qualifying addresses in the 2010 Census mailback areas.
- has its 2012-2016 ACS 5-year estimates suppressed to avoid data disclosure.
- experiences a geographic boundary change between its 2010 Census geography and 2016 geography for which the 2012-2016 ACS 5-year estimates are based, making it non-comparable.



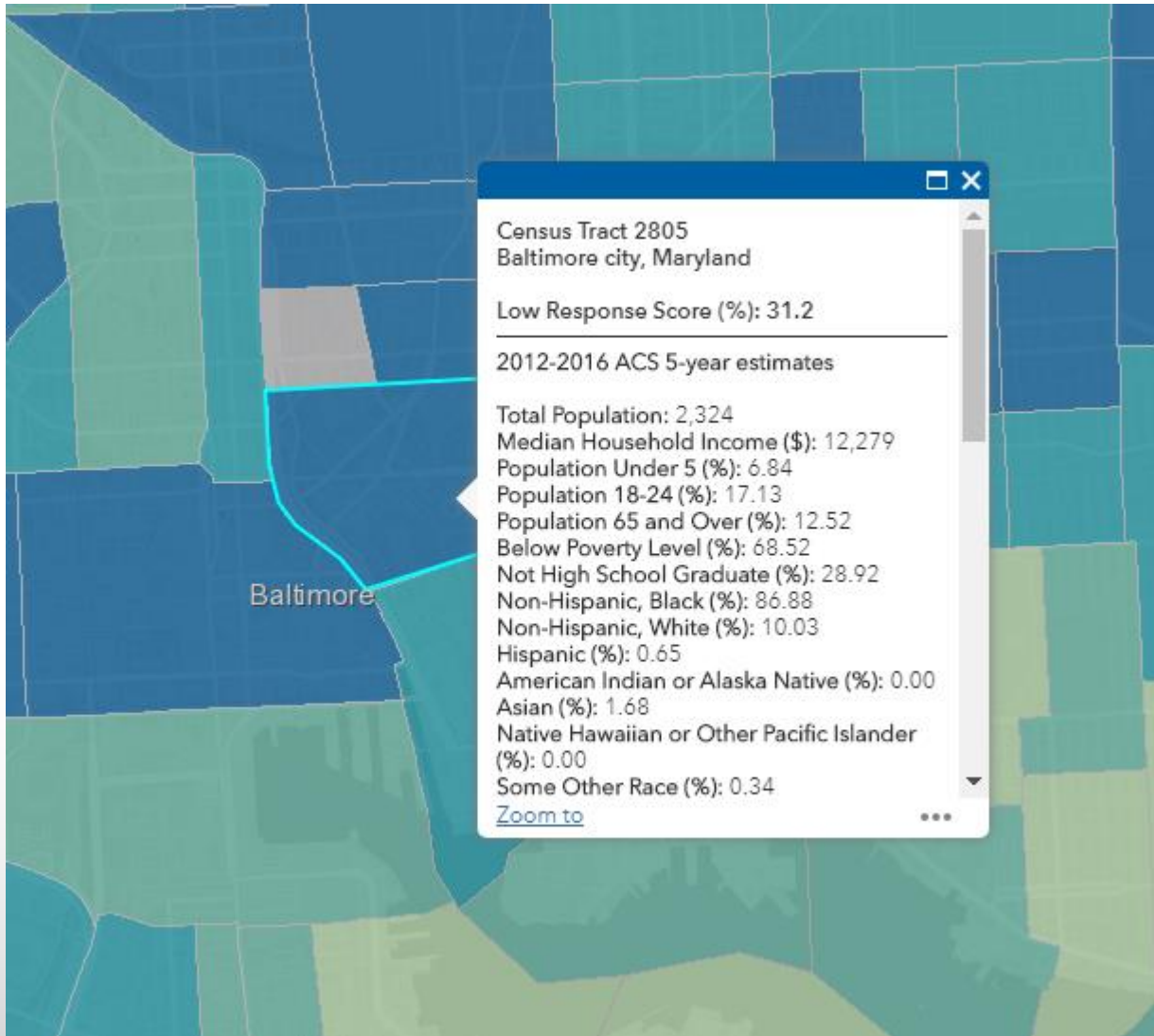
Layer List

- Operational Layers**
- Additional Layers
 - Regional Census Center (RCC) Layer
 - Area Census Office (ACO) Layer
 - American Indian, Alaska Native, and Native Hawaiian Areas Layer
 - School District Layers
 - Legislative Area Layers
 - ZIP Code Tabulation Area (ZCTA) Layer
 - Place Layer
 - Low Response Score by 2016 Census Tract



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Census Tract 2805
Baltimore city, Maryland

Low Response Score (%): 31.2

2012-2016 ACS 5-year estimates

Total Population: 2,324
Median Household Income (\$): 12,279
Population Under 5 (%): 6.84
Population 18-24 (%): 17.13
Population 65 and Over (%): 12.52
Below Poverty Level (%): 68.52
Not High School Graduate (%): 28.92
Non-Hispanic, Black (%): 86.88
Non-Hispanic, White (%): 10.03
Hispanic (%): 0.65
American Indian or Alaska Native (%): 0.00
Asian (%): 1.68
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.34
Foreign Born (%): 1.68
No One in Household Age 14+ Speaks English "Very Well" (%): 1.83
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.83
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.37
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00
Total Housing Units: 1,053
Total Occupied Housing Units: 983
Renter Occupied Housing Units (%): 93.59
Family Occupied Housing Units with Related Children Under 6 (%): 41.23
Population 1+ Who Moved From Another Residence Within the Last Year (%): 14.39
Vacant Housing Units (%): 6.65
Multi-Unit (10+) Housing (%): 34.95

Questions ROAM?

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Communications Directorate

U.S. Census Bureau

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