

COVID-19 Impact Survey Results by Demographic Subsections

United Way of North Carolina



Modern Metrics Barn
Authored by: Steven J. Dick, Ph.D



United Way of North Carolina

Contents of This Report

Executive Summary	2
Data Available.....	3
COVID-19 Impact by Race & Ethnicity.....	4
Black Respondents.....	5
Hispanic Respondents	6
Native American Respondents	7
White Respondents	8
COVID-19 Impact by Other Demographic Subgroups.....	9
Households Below Their County’s Self Sufficiency Standard (SSS)	10
Households Experiencing Job Loss.....	10
Households With Children	10
Single-Parent Households	11
Senior Respondents (>65)	11
Respondents Who Called 211 or Similar Service	11

Executive Summary

United Way of North Carolina, in partnership with local United Ways across the state, recruited volunteer respondents from July 27 to August 31, 2020 for COVID-19 impact survey completion. Responses were collected through an online survey with a total of 8,583 completed responses from across North Carolina. The statewide summary findings have already been completed and are available [here](#).

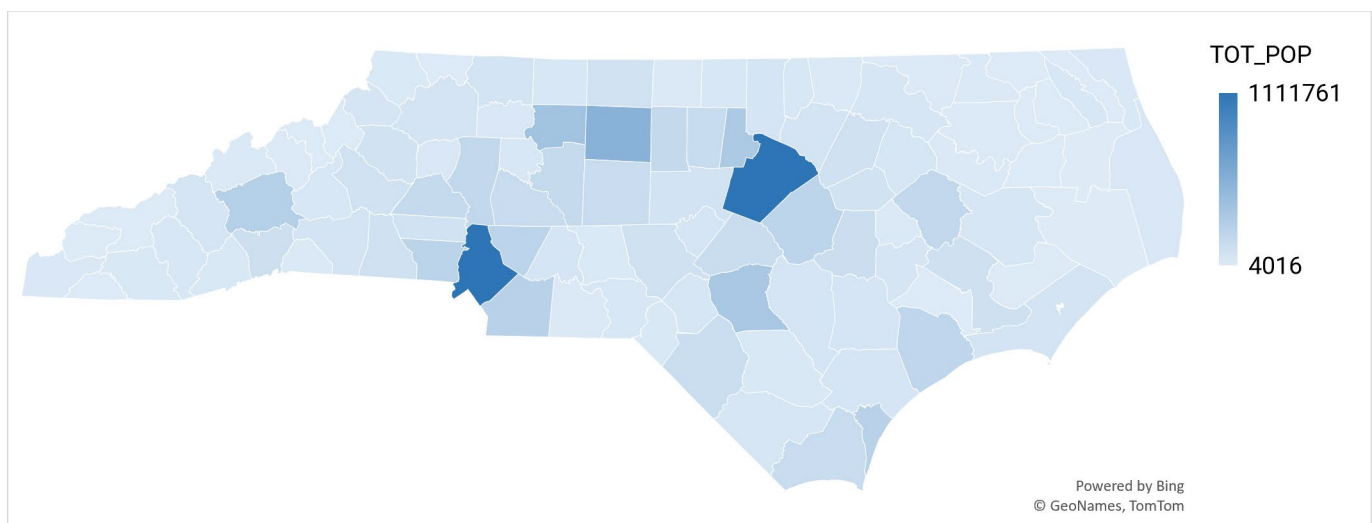
One notable discovery from the statewide survey report was the different levels of impact between various races and ethnicities, as well as income level and family type. United Way organizations are committed to fighting for equity and recognize that structural racism has created a barrier for marginalized communities, especially during the COVID-19 pandemic. These findings from the COVID-19 Impact Survey will provide insight for local United Way organizations and other community partners as they work to promote equity and provide necessary resources for their community members.

This report will look at demographic subsections among the COVID-19 Impact Survey respondents, starting by impact differences by ethnicity and then impact differences by other subgroups. These subgroups include respondents indicating income below the Self-Sufficiency Standard benchmark for financial stability, heads of household job loss, heads of household with children, single parents, senior heads of household, and those who called 211 for help. A subgroup must have at least 150 respondents to be included.

Each section of the racial subgroups will include maps to show their distribution across the state. Maps result from data¹ supplied by the US Census (07/01/2019 estimate). For comparison, Exhibit 1 summarizes the population distribution for all residents in the state.

EXHIBIT 1

Population by County



Note. Data from United States Census Bureau, American Community Survey. October 2019 estimates.

¹ Data methods: <http://www.census.gov/programs-surveys/popest/technical-documentation/methodology.html>.

Data Available

Four sources of data were culled to provide a broader picture for each SDOH region and illustrate insights into the needs of these communities.

United Way of North Carolina Self Sufficiency Standard

The *Self-Sufficiency Standard for North Carolina 2020* (SSS) tracks the true cost of living faced by North Carolina families today. It highlights the growing gap between sluggish wages and ever-increasing expenses, clearly illuminating the economic “crunch” experienced by many families. The SSS also allows for comparisons of family composition, geographic location, and historical trends documentation. More information on the SSS can be found [here](#).

United Way of North Carolina COVID-19 Survey

The [United Way of North Carolina](#) produced the [COVID-19 Impact Survey](#). This survey offers results on how North Carolina families, who responded to the survey, have been impacted by COVID-19 and provides data for comparison by location in the state, race and ethnicity, age groups, and other demographics. Survey respondents were recruited from across the state and results are reported based on individual respondents. Some categories were not reported with small sample size.

The **COVID-19 impact measure** was achieved by adding the 14 categories of concerns and 9 categories of needs reported by the respondents. Respondents reporting the most concerns and needs (27% statewide) were determined to have a “high impact” of the pandemic.

The initial list of **concerns** were consolidated for area and subgroup reports. First, “fear of self or loved-one” was so prevalent that it remained its own category. The remaining concerns were consolidated into four groups, including medical (mental health, other medical, & obtaining prescriptions), money/resources (other bills, food supplies, & rent/mortgage), child issues (my children, remote learning, child care, & summer camp) and community (reopening & economic health).

No home internet resulted from two questions. Respondents first indicated that they had no home broadband and second indicated that they did not buy new internet capacity to respond to the pandemic. Demographic subgroups were not measured against each other. The analysis compared each demographic subgroup against others in the state. For the reader's convenience, the following tables summarize key measures by subgroup and the statewide average. The comparison group may be a little different than statewide measures.

COVID-19 Impact by Race & Ethnicity

Demographic subgroups were not measured against each other. The analysis compared each demographic subgroup against other respondents in the state. For the reader's convenience, the following tables summarize key measures by subgroup and the statewide average. The comparison group may be a little different than statewide measures.

EXHIBIT 2

Key Indicators by Ethnicity

COVID-19 Impact/Concerns	Black	Hispanic	Native Am	White	Statewide
High impact of COVID-19	40%	36%	48%	25%	27%
Bill concerns	59%	63%	64%	41%	44%
Facing eviction/ foreclosure	10%	8%	9%	4%	4%
Job loss	44%	57%	49%	34%	36%
Medical concerns	63%	62%	73%	64%	63%
Child concerns	60%	67%	62%	54%	55%
Childcare impacted	51%	64%	58%	47%	49%
No Home internet	10%	12%	11%	8%	8%
Technology Purchased	48%	50%	41%	39%	41%
Computer/ tablet /cell purchased	31%	36%	30%	23%	25%
Count	1161	440	252	6632	8071

Color print highlights significant differences², with green indicating lower than others and red higher.

Respondents were concerned about many issues as they face the impacts of COVID. When asked their top concern, a vast majority of all groups were afraid of themselves or a loved one catching COVID-19, so it was excluded from these tables.³ Other medical issues are the top concern for all sub-groups. It is worth noting that people of color are significantly more likely to indicate money or resources as a top concern.

EXHIBIT 3

Most Important Concern by Ethnicity

Concern	Black	Hispanic	Native Am	White	Statewide
Medical	52%	44%	48%	55%	55%
Money/ resources	29%	33%	28%	17%	19%
Child	12%	17%	15%	16%	15%
Community	7%	5%	9%	12%	11%

² For most measures, Chi Square was used to determine significant. For job loss percent, ANOVA test was used. Comparison group levels were different in call cases but eliminated to make the table easier to read. A Cramer V was run on all significant Chi Square test. The level of importance was determined to be between mild and moderate on most measures (V= 0.04 to 0.11).

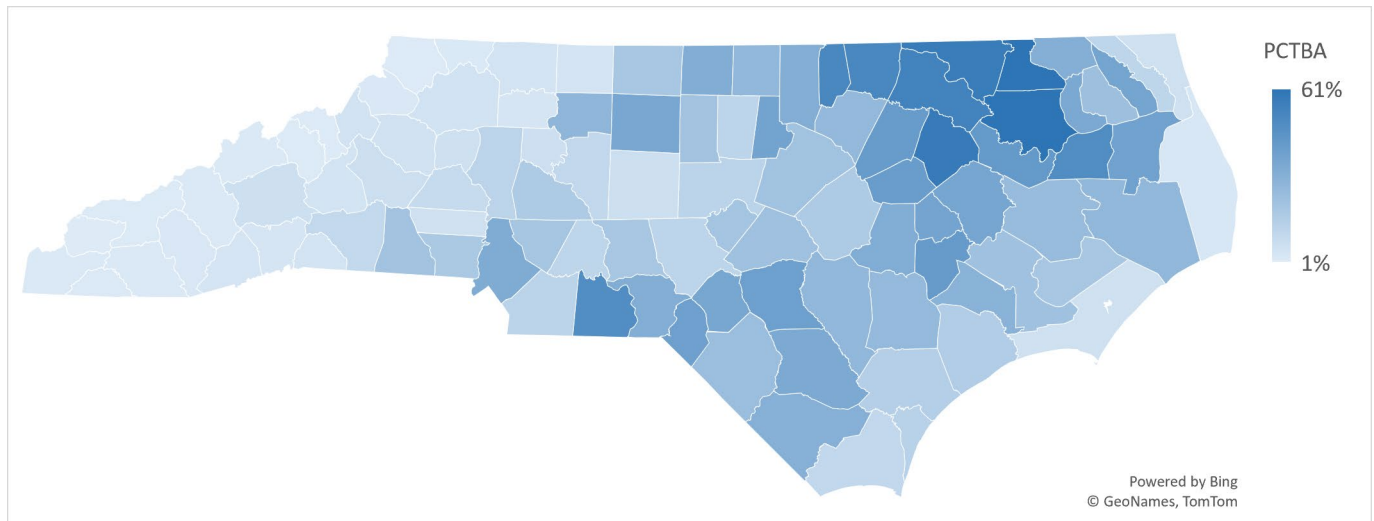
³ It is possible that Hawthorn effect exists. More people report being afraid of catching COVID-19 because the survey is about COVID-19.

Black Respondents

North Carolina counties with the highest percentage of African American residents are mainly in the northeast non-coastal counties.

EXHIBIT 4

Population of Black Residents by County

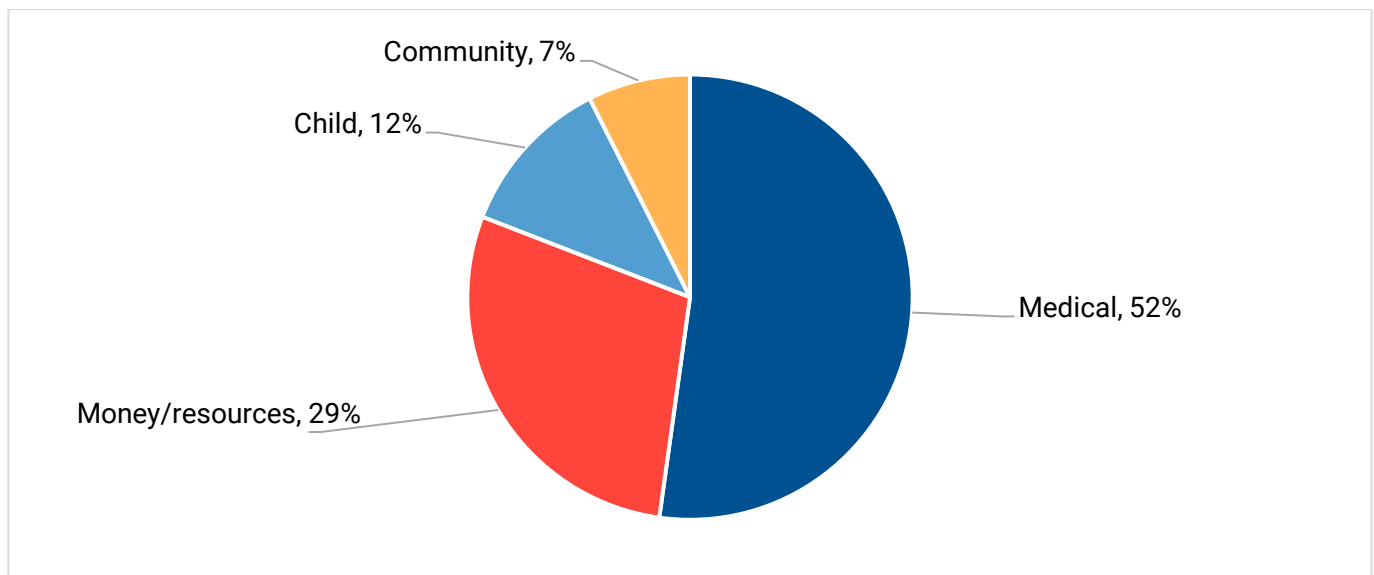


Note. Data from United States Census Bureau, American Community Survey. October 2019 estimates.

Among African American Respondents, 40% felt a high impact of COVID-19 compared to 25% for others. Eviction and foreclosure threatened 10% of the Black respondents – 6% more than others. Black respondents were 18% more likely to be concerned about bills and 9% more likely to experience job loss. They were significantly more likely to have concerns about their children (60%) and 9% more likely to purchase technology for stay-at-home orders. When looking at the most important concern, it is notable that Black respondents were 11% more likely to cite money and resources.

EXHIBIT 5

Most Important Concerns of Black Respondents

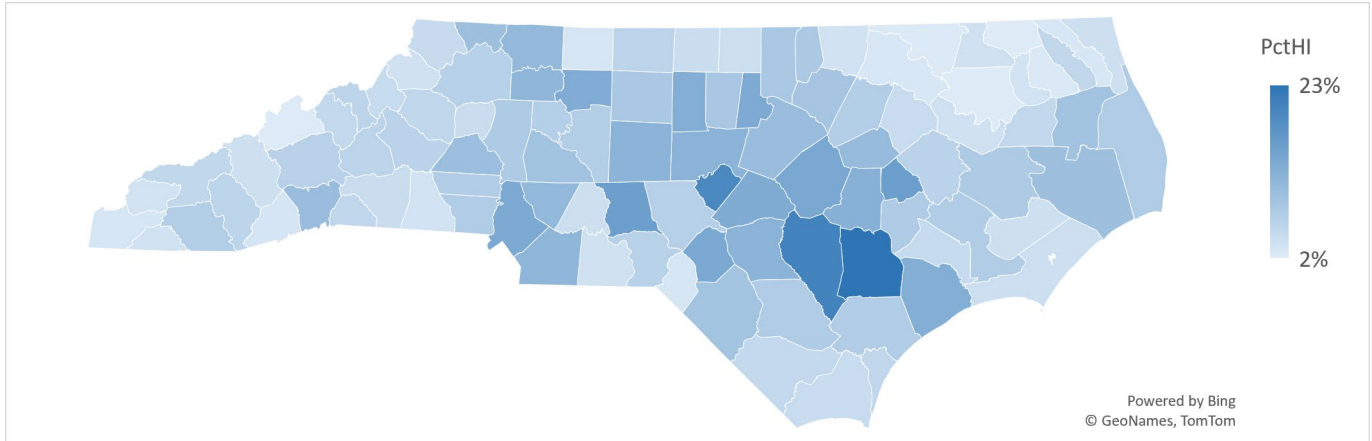


Hispanic Respondents

There are several counties in the east-central part of the state with the highest percentage of Hispanic residents.

EXHIBIT 6

Population of Hispanic Residents by County



Note. Data from United States Census Bureau, American Community Survey. October 2019 estimates.

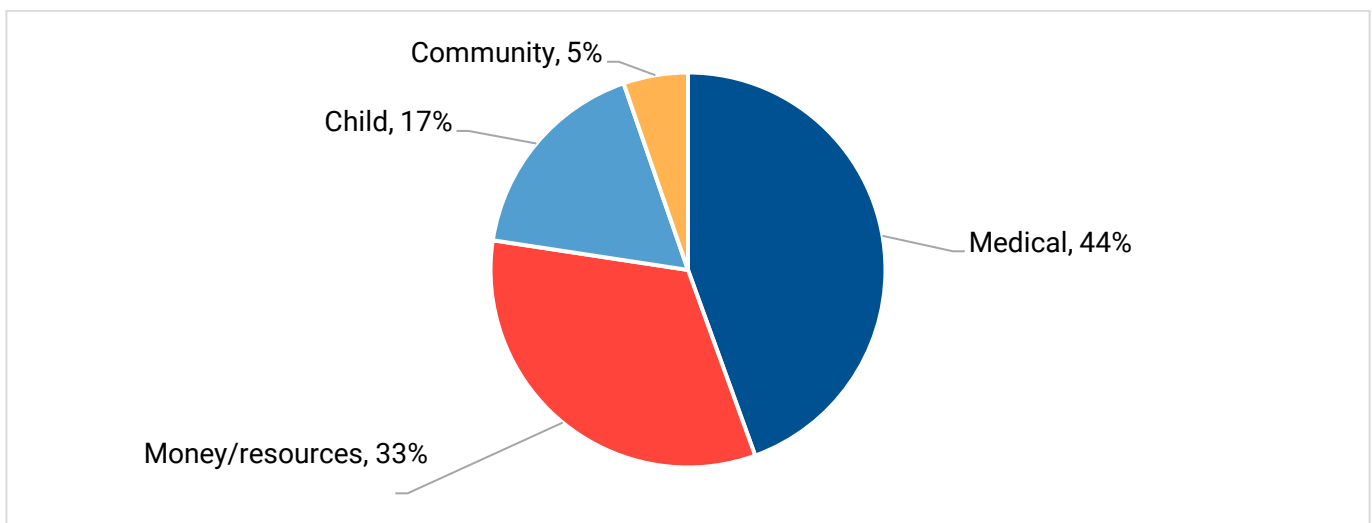
Hispanic respondents were 10% more likely to report a high impact of COVID-19 (36%) than others in the state. The percentage of jobs lost among Hispanics (57%) was significantly higher, with a much higher rate reporting concerns about bills (63%). Hispanic respondents were twice as likely to face eviction/foreclosure (8%).

Childcare interruptions (64%) impacted the Hispanic community with a 17% difference between Hispanic and other respondents. Hispanic families were significantly more likely to purchase technology (50%) and high-priced technology (36%). At the same time, Hispanic families were less likely to have home internet service (12% without).

The most important concerns among Hispanic households were significantly different from others, with an increased concern about money/resources (14% more).

EXHIBIT 7

Most Important Concerns of Hispanic Respondents

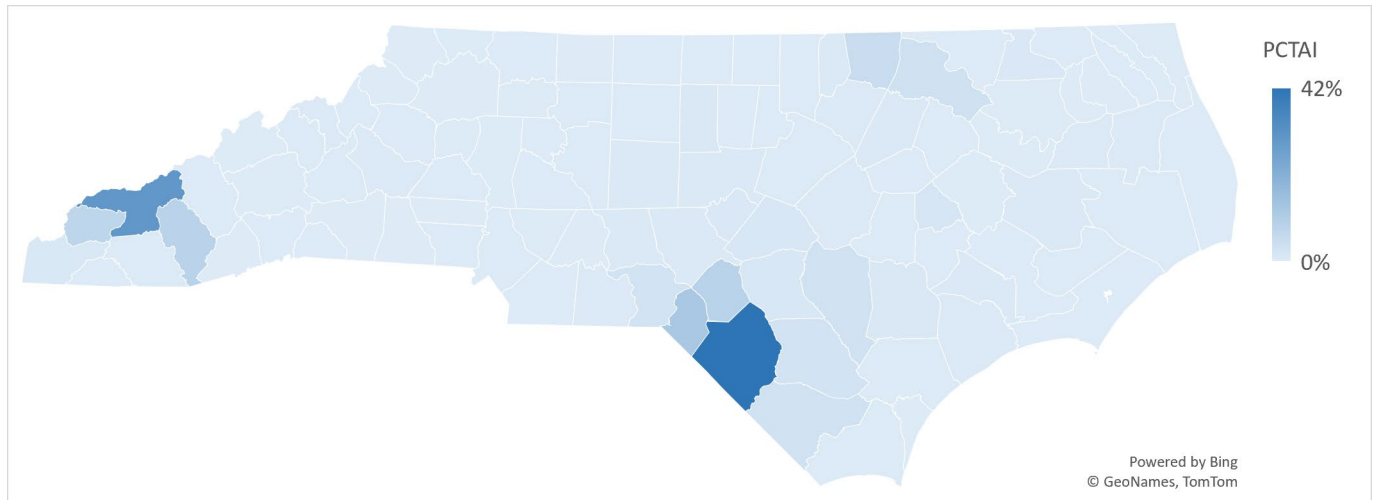


Native American Respondents

Two North Carolina counties are home to the highest percentage of Native American residents.

EXHIBIT 8

Population of Native American Residents by County



Note. Data from United States Census Bureau, American Community Survey. October 2019 estimates.

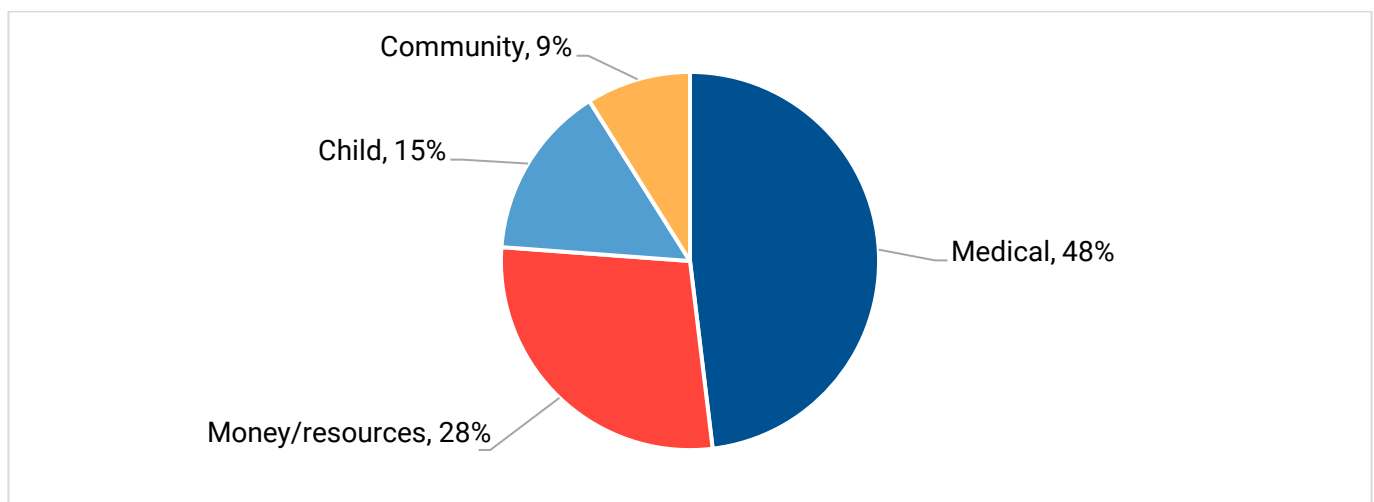
The Native American population is arguably the most impacted by COVID-19, with nearly half reporting a high pandemic impact (48%). Almost half of the jobs were lost or reduced in this community (49%). As a result, Native Americans were 21% more likely to report concerns paying necessary bills (64%) and more than twice as likely to be facing eviction/foreclosure (9%). A significantly higher percentage reported medical concerns (73%).

Concerns for children (62%) were significantly higher in this group. Child care was impacted in 58% of the families, while 30% purchased new computers, tablets, or cell phones to deal with stay-at-home orders. Finally, 11% of Native American households lacked home internet service.

Among the most important concerns, Native Americans were significantly more likely to identify a concern for paying bills and obtaining needed resources like food and supplies (9% more likely).

EXHIBIT 9

Most Important Concerns of Native American Respondents

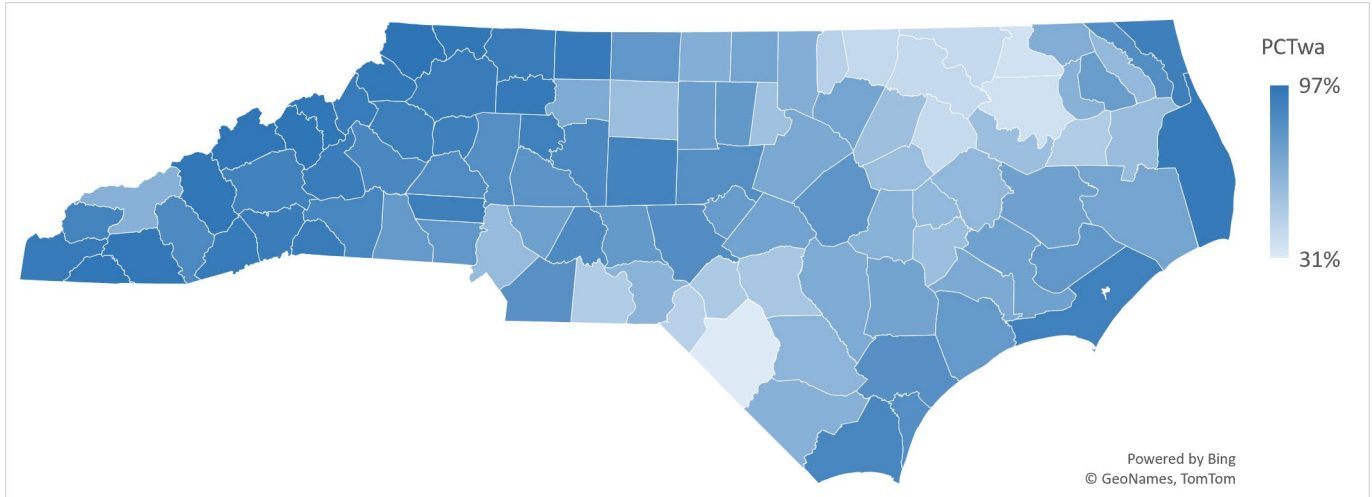


White Respondents

Counties with the highest percentage of white residents are mainly on the coastal and west sides of the State.

EXHIBIT 10

Population of White Residents by County



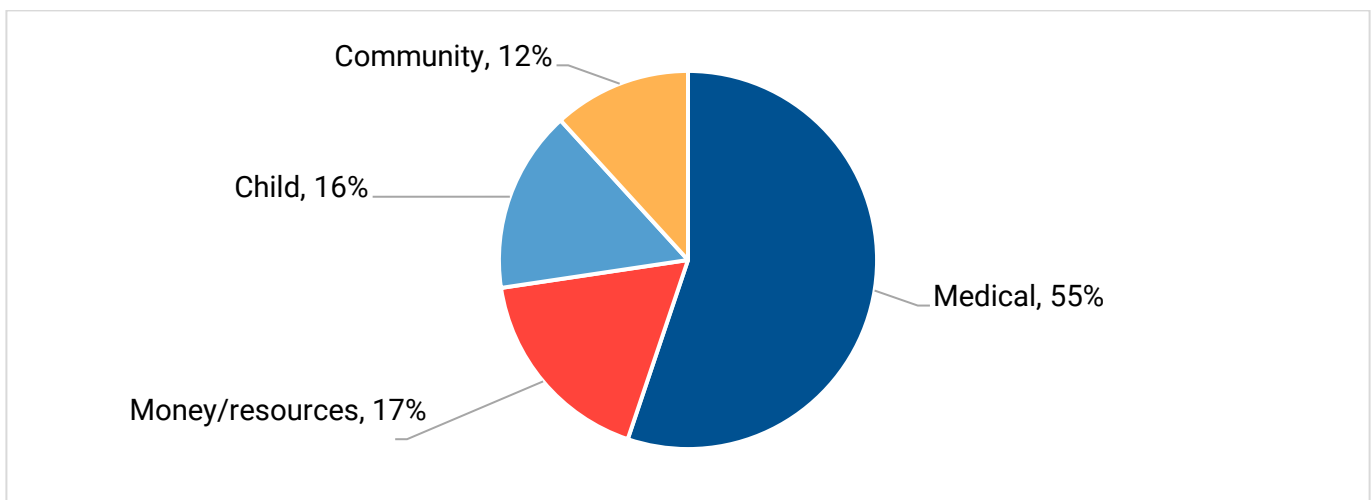
Note. Data from United States Census Bureau, American Community Survey. October 2019 estimates.

A significantly lower percentage of White respondents experienced a High Impact of COVID-19 (25%) than others in the state. White respondents were just as likely as others to be concerned about non-COVID-19 medical issues. However, all other measures were significantly lower than others in the state, indicating a lower effect of COVID-19. White respondents were 18% less likely to be concerned about bills and 8% less likely to buy expensive computers, tablets, and cell phones for the lockdown than non-white respondents

The most important concerns of white respondents were significantly different from the rest of the population. The white population was 11% less likely to choose money/resources issues as their most important concern.

EXHIBIT 11

Most Important Concerns of White Respondents



COVID-19 Impact by Other Demographic Subgroups

This section looks at the impact of COVID-19 on traditionally disadvantaged households. It is useful to understand the impact on select demographic groups. The selected demographic groups for this section include:

- Households with income below their county's Self Sufficiency Standard (SSS)
- Households experiencing job loss
- Households with children
- Single-parent households
- Senior respondents (>65)
- Respondents who called 211 or similar service

For simplicity, only the studied group's values and statewide measures are included in the tables below. The comparison group is often different from the statewide measures and discussed in the text when relevant.

EXHIBIT 12

Key Indicators by Demographic Subgroup

COVID-19 Impact/Concerns	Below SSS	HH Job Loss	HH with Children	Single parents	Senior HH	211 Callers	Statewide
High Impact of COVID-19	48%	44%	37%	48%	18%	57%	27%
Bill Concerns	73%	70%	52%	65%	34%	74%	44%
Facing Eviction/ foreclosure	11%	9%	7%	10%	2%	17%	4%
Job loss	57%		44%	49%	27%	59%	36%
Medical Concerns	68%	69%	64%	68%	61%	78%	63%
Child Concerns	65%	60%	88%	72%	40%	62%	55%
Childcare impacted	56%	58%	49%	54%	48%	64%	49%
No Home internet	13%	10%	9%	11%	9%	11%	8%
Technology Purchased	44%	47%	54%	48%	28%	53%	41%
Computer/tablet/ cell purchased	32%	32%	38%	33%	16%	37%	25%
Count	2387	3642	3608	1383	1864	976	8071

Color print highlights significant differences, with green indicating lower than others and red higher.

When asked to name their most important concern, the majority of respondents named non-COVID medical issues. Understandably, on a survey about medical issues, non-COVID-19 medical issues remain important. Senior households are more likely to choose medical issues as a top concern. Most of the people in the studied groups have concerns about money and resources greater than the comparison. Families with children and single parents are more likely to choose children's issues as a top concern.

Most Important Concern by Subgroup

Concern	Below SSS	HH Job Loss	HH with Children	Single parents	Senior HH	211 Callers	Statewide
Child	16%	14%	30%	19%	5%	9%	15%
Community	5%	7%	6%	5%	14%	5%	11%
Medical	39%	42%	39%	42%	69%	43%	54%
Money/resources	40%	37%	25%	34%	11%	43%	20%

Households Below Their County’s Self Sufficiency Standard (SSS)

Household SSS threshold is determined by self-report, county of residence, income level, and household size. Those below the SSS are more than twice as likely to experience a high impact of COVID-19 (48% versus 19%). For households below SSS, 57% of the jobs were lost or reduced. Concerns over paying basic bills (73%) were significantly higher than those above the SSS (33%). People below SSS are five times more likely to be facing eviction or foreclosure (11%) than those above (2%). Medical concerns were mentioned by 68% of those below SSS compared to 62% for those above.

Children’s issues proved a concern for this group as well. Childcare was impacted in significantly more households (56%). Families below the SSS were 10% more likely to buy computers, tablets, and cell phones to endure the pandemic (32%) while also more than twice as likely not to have home internet (13%).

Households Experiencing Job Loss

Job loss includes jobs completely lost, furloughed, or hours reduced. Households that experienced job loss were 30% more likely to report a high impact of COVID-19 than other households (44% versus 14%). These families were nine times more likely to face eviction or foreclosure (9% versus 1%) and significantly more likely to be concerned about non-COVID-19 medical issues.

In these families, 58% had childcare impacted, and 10% were without home internet services. At the same time, nearly half (47%) purchased technology to deal with the stay-at-home orders, including 32% (12% more than the comparison group) purchased computers, tablets, or cell phones.

Households With Children

Naturally, families with children were significantly more likely to express concern for children's issues (88%) than other households (30%). Child care was impacted in nearly half of families with children (49%). Technology spending was significantly different as well. Among families with children, 54% purchased some technology, and 38% purchased computers, tablets, or cell phones (compared to 30% and 15%, respectively).

Families with children were significantly more likely to express concerns about paying bills (52% versus 38%), and 44% of the jobs before the pandemic lost among families with children. Finally, 7% of these families were facing eviction or foreclosure.

Single-Parent Households

The primary impact on single-parent households was financial stability. Nearly half of the pre-pandemic jobs were lost or reduced in these homes (49%), contributing to a high COVID impact of 48%. Single parents were more likely to worry about bills (65% versus 39%) and more than three times more likely to face eviction or foreclosure (10% versus 3%). Child care was impacted in 54% of households run by a single parent, and 11% had no home internet service.

Senior Respondents (>65)

Senior households experienced a relatively low impact of COVID-19 compared to other groups, with only 18% reporting a high impact. Naturally, there were lower job losses, child care impacts, and a lower rate of potential evictions and foreclosures. Medical issues and concerns (61%) were high but consistent with other respondents.

Respondents Who Called 211 or Similar Service

People who called 211 or a similar service experienced a much higher impact of COVID-19 (57% versus 23%). A significant difference was the percent of people facing eviction or foreclosure (17% versus 3%) – the highest of any subgroup and nearly six times higher than comparison. Within this group, 59% of the pre-pandemic jobs were lost. Bills were a concern to 74% of these respondents. Significantly more 211 callers were concerned about medical issues (78% versus 61%). Child care impacted 64% of 211 callers. The biggest educational effect was the need to purchase computers, tablets, or cell phones (37% versus 23%).