

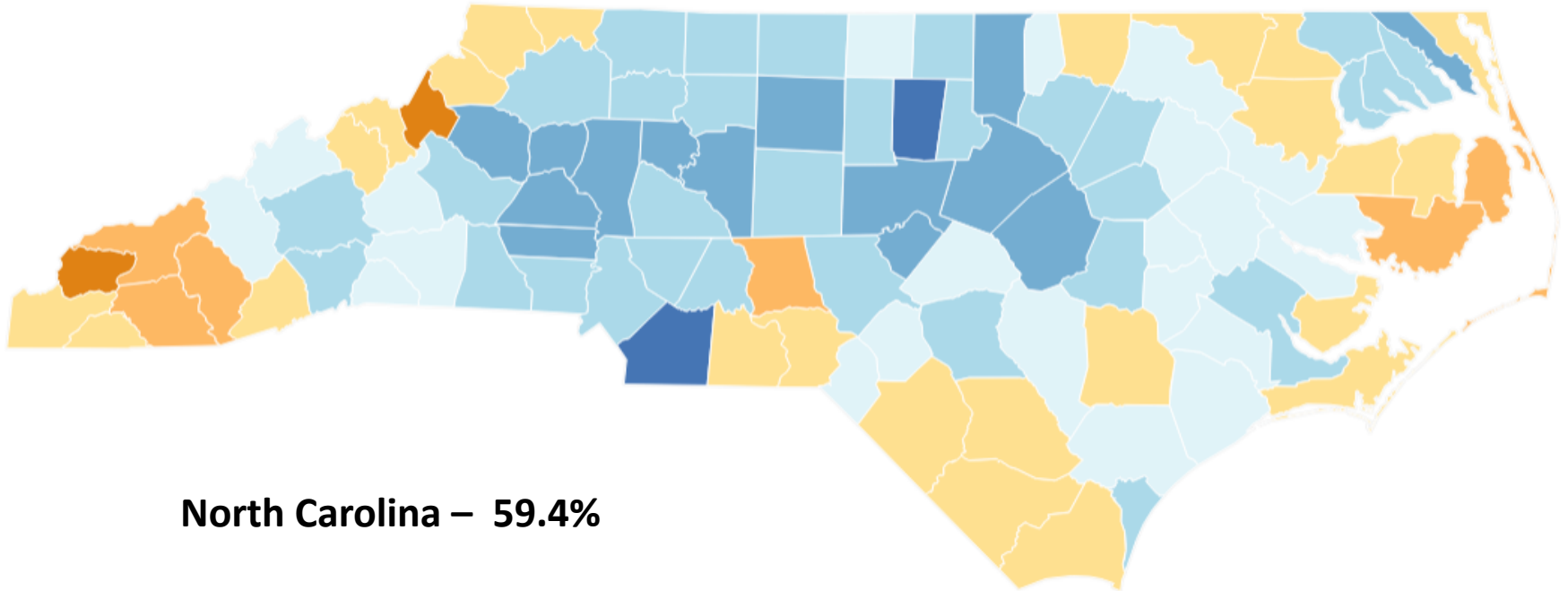
Making NC Count EVERYONE COUNTS!

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2020 Census Self Response Rate – August 11, 2020



North Carolina – 59.4%

United States – 63.3%





Non-Response Risk Impact

Based on August 5, 2020 Response Rates

- **Over 40% of NC Households have not responded to the 2020 Census**
- **1.6 million nonresponse households**
- **Over 4 million uncounted NC residents**
- **\$7.4 billion in annual funding are at risk**



Presidential Memo

- “Memorandum to Exclude Illegal Aliens from the Apportionment Base Following the 2020 Census”
July 21, 2020
- Injunction case filed in US District Court
21 States including North Carolina
July 24, 2020
- Hearing scheduled for August 13, 2020

CORONAVIRUS



Census and Corona Safety

- **Census is Happening**
Timelines have changed, but the importance and the process remain the same
- **Respond Safely from Home**
Internet, phone, and paper response options are available
- **Complete Your Form**
Reduces the chances of a Census worker visit and maintains social distance



Adjusted Timeline

- Self Response ... March 12 – **September 30**
- Mobile Questionnaire Assistance ... **Under Review**
- Update Leave (stateside) ... June 13 – July 9
- Non Response Follow Up (NRFU) ... August 11 –
September 30

Watch the US Census Bureau Newsroom for updates
<https://www.census.gov/newsroom.html>



Group Quarters Adjusted

Timeline

Group Quarters are long term residency situations where a person usually resides somewhere else – college dorms, military barracks, prisons, nursing homes, shelters, etc..

- GQ Enumeration (eResponse and Paper) ... April 2 – September 3
- In-Person GQ Enumeration ... July 1 – September 3
- Service Based Enumeration ... September 22 - 24
- Enumeration of Transitory Locations ... September 3 – September 28 (**tentative**)



How To Recognize A Census Worker

- ID Badge that includes their photograph, the Department of Commerce watermark, and an expiration date.
- laptop and/ or bag with a Census Bureau logo, the field representative will provide the following:
- Supervisor's contact information and/or the regional office phone number for verification, if asked.
- A letter from the Director of the Census Bureau on U.S. Census Bureau letterhead.
- If in doubt, call the U.S. Census Bureau Atlanta Regional Office at **1-800-424-6974**.



**PARTICIPATION —
EVERYONE COUNTS!**



Avoiding Scams and Fraud

The 2020 Census will ask 9 questions about:

- Housing tenure (ie owning/renting)
- Name, age, race, sex, Hispanic Origin, and relationship of EACH person in the household

Census Bureau will never ask for:

- Social Security numbers
- Bank or credit card account numbers
- Money or donations
- Anything on behalf of a political party



Data Delivery Adjusted Timeline

Recognizing the COVID-19 impact on operations, the US Census Bureau extended data collection and requested a delay in delivering data products.

- 2020 Census Apportionment ... December 31, 2020
- 2020 Census Redistricting ... April 1, 2021

Risk of undercount

Disclosure Avoidance System (DAS)/Differential Privacy will be applied to Redistricting and following data products



Count Question Resolution

- Process allowing tribal and governmental entities to challenge Census count based on geocoding or procedural issues.
- Federal Register Notice posted August 4, 2020
<https://www.govinfo.gov/content/pkg/FR-2020-08-04/pdf/2020-16962.pdf>
- Challenge of housing unit count only due to application of DAS



Differential Privacy

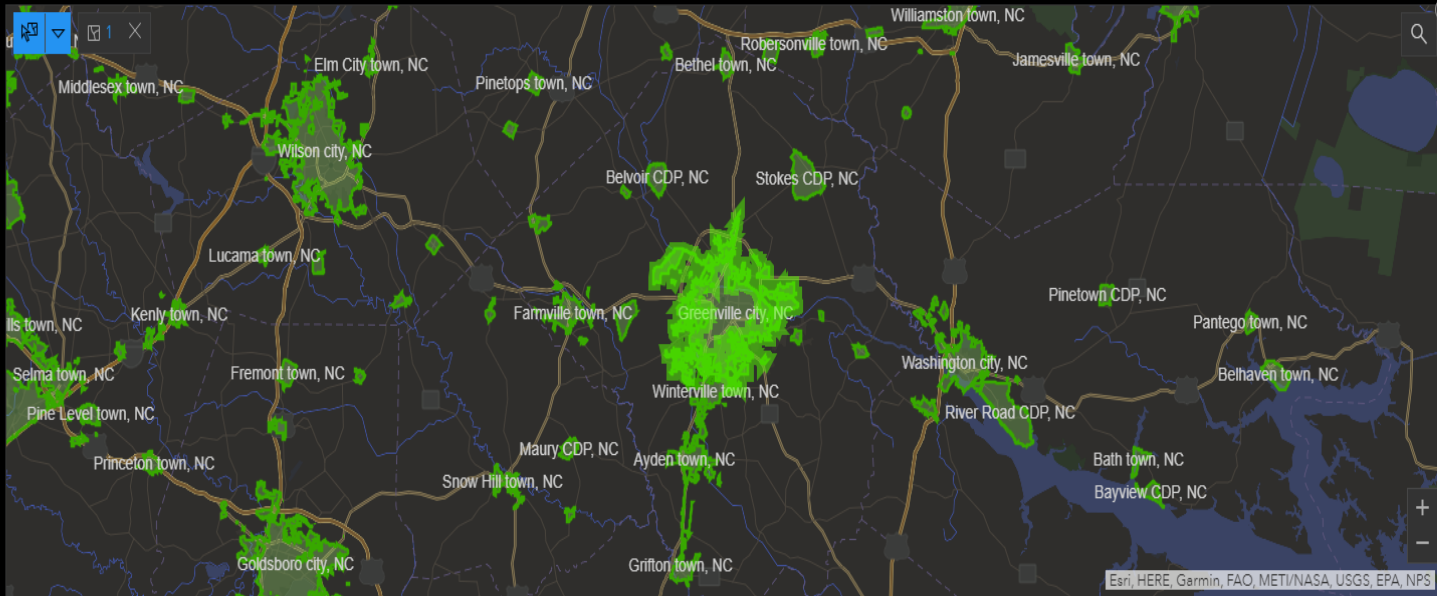
- New strategy that will better protect confidentiality
- Introduces privacy-loss budget (or epsilon) that will decrease data accuracy to protect confidentiality
- Data tables for small population groups or geographies may not be produced ... at least initially
- Differential Privacy will be used on the 2020 Census and on other Census surveys later
- Planned invariants – state total population, census block total housing unit and group quarters counts



Greenville, NC

Census 2010 Summary File 1 vs. Differential Privacy: Compare Places

Place Name:



To select a place by clicking on the map please activate the selection tool in the upper left corner of the map. Additionally you can select places within the map extent using the 'Place Name:' dropdown list in the upper right corner of the dashboard. A third way to select places is by searching using the magnifying glass icon in the upper right portion of the map.

[Learn more about differential privacy in the 2020 Census](#)

Household Population Difference

-978

SF1: 78,696 vs. DP: 77,718

Household Difference

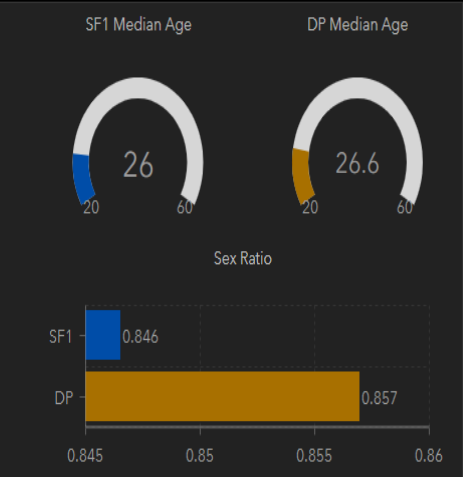
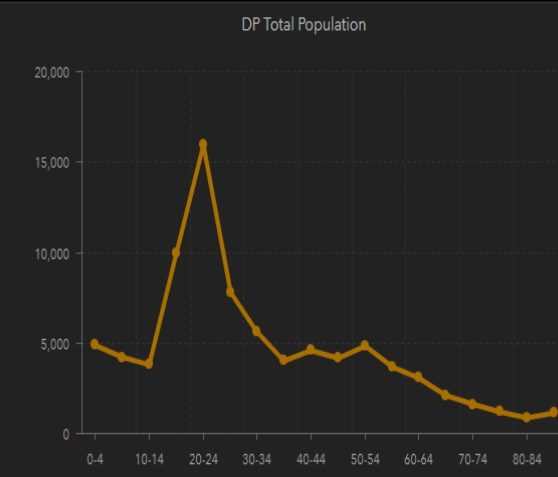
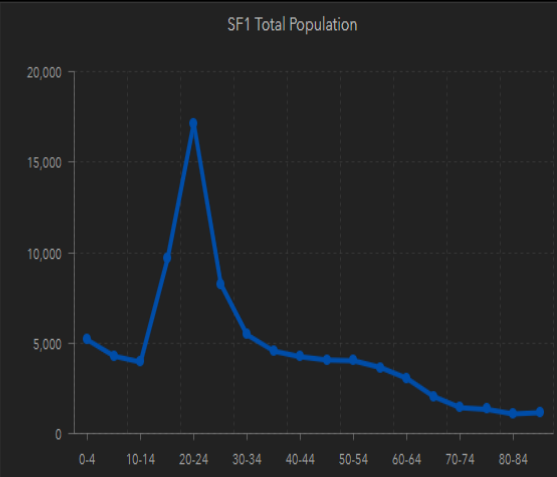
-730

SF1: 36,071 vs. DP: 35,341

Occupancy Difference

-1.8%

SF1: 88.92% vs. DP: 87.12%





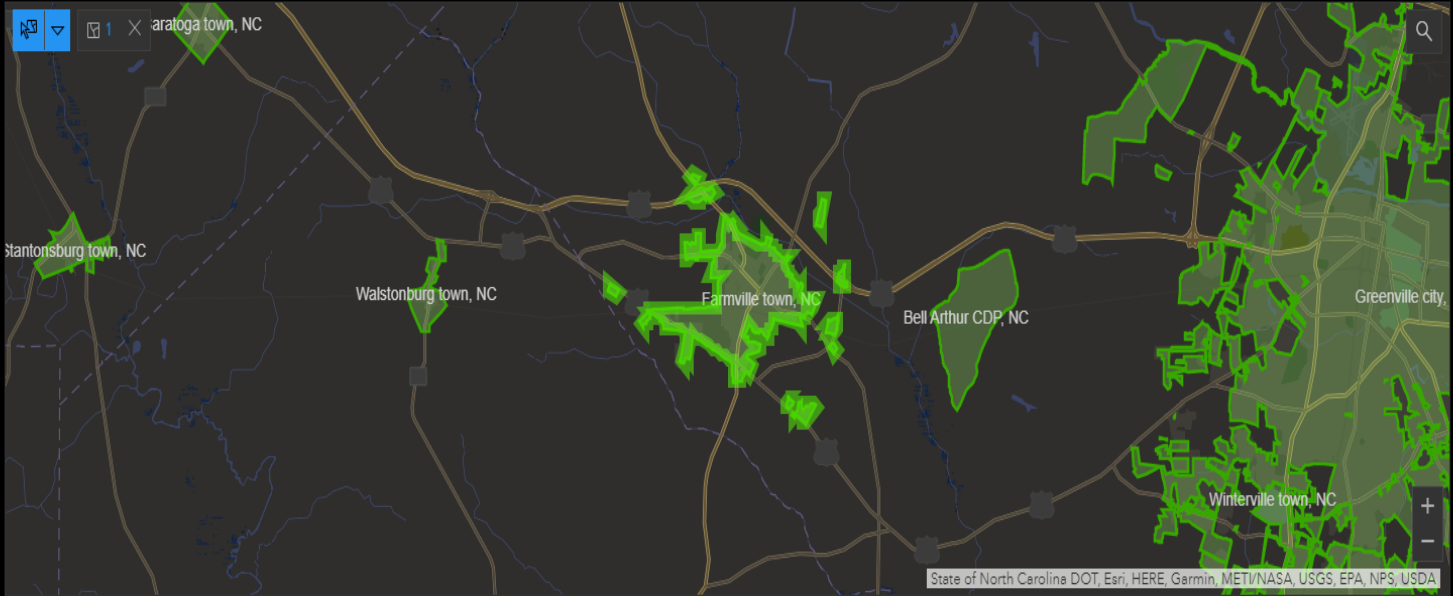
Farmville, NC

Census 2010 Summary File 1 vs. Differential Privacy: Compare Places

Place Name:

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Household Population Difference

182

SF1: 4,592 vs. DP: 4,774

Household Difference

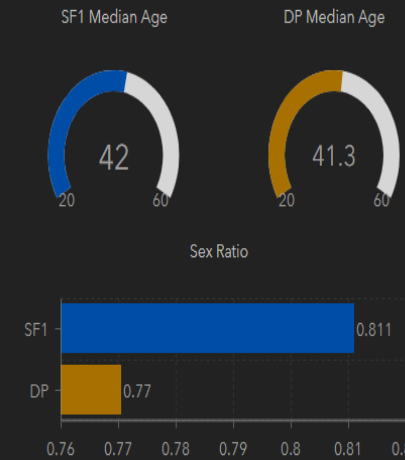
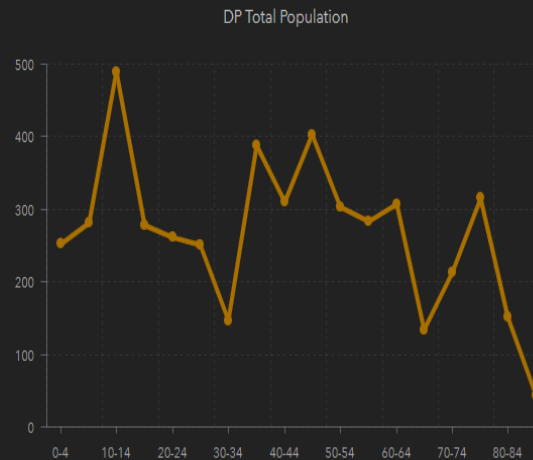
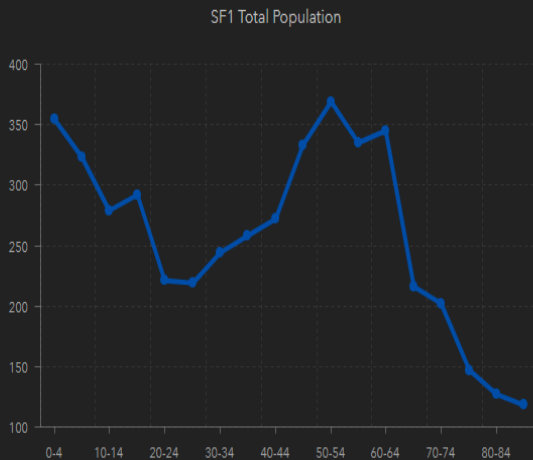
30

SF1: 1,981 vs. DP: 2,011

Occupancy Difference

1.34%

SF1: 88.48% vs. DP: 89.82%



Age & Sex | Race & Ethnicity



You Can Help!





Complete Your Census Form!

- Complete your Census form safely in your home.
- Challenge friends, family, neighbors, and complete strangers to do the same
- Join the social media Census party at #MakeNCCount and @NCCensus

An official website of the United States government [Here's how you know](#)

United States Census 2020 [FAQ](#) [INSTRUCTIONS](#) [ENGLISH](#)

Address Verification Household Questions People Questions Final Questions

Please Log In

Use the materials we mailed to you or left at your door.
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

- -

[Login](#)

[If you do not have a Census ID, click here.](#)

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Build: 277abd4 | OMB No.: 0607-1006 | Approval Expires: 11/30/2021



Complete Your Census Form By Phone!

Language Support

The 2020 Census can be completed by phone in the below languages.

English and Spanish Language Hours of Operation: Customer Service Representatives are available every day from 7am to 2am Eastern Time on the following phone lines:

- English (for 50 states and Washington, D.C.): [844-330-2020](tel:844-330-2020)
- Spanish (for 50 states and Washington, D.C.): [844-468-2020](tel:844-468-2020)
- English (for Puerto Rico residents): [844-418-2020](tel:844-418-2020)
- Spanish (for Puerto Rico residents): [844-426-2020](tel:844-426-2020)
- TDD (Telephone Display Device): [844-467-2020](tel:844-467-2020)

Non-English and Non-Spanish Language Hours of Operation: Customer Service Representatives are available Monday through Friday from 8am to 10 pm Eastern Time on the following phone lines:

- Chinese (Mandarin): [844-391-2020](tel:844-391-2020)
- Chinese (Cantonese): [844-398-2020](tel:844-398-2020)
- Vietnamese: [844-461-2020](tel:844-461-2020)
- Korean: [844-392-2020](tel:844-392-2020)

<https://2020census.gov/ways-to-respond/responding-by-phone.html>



MAKE NC COUNT

C E N S U S 2 0 2 0

Contact

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