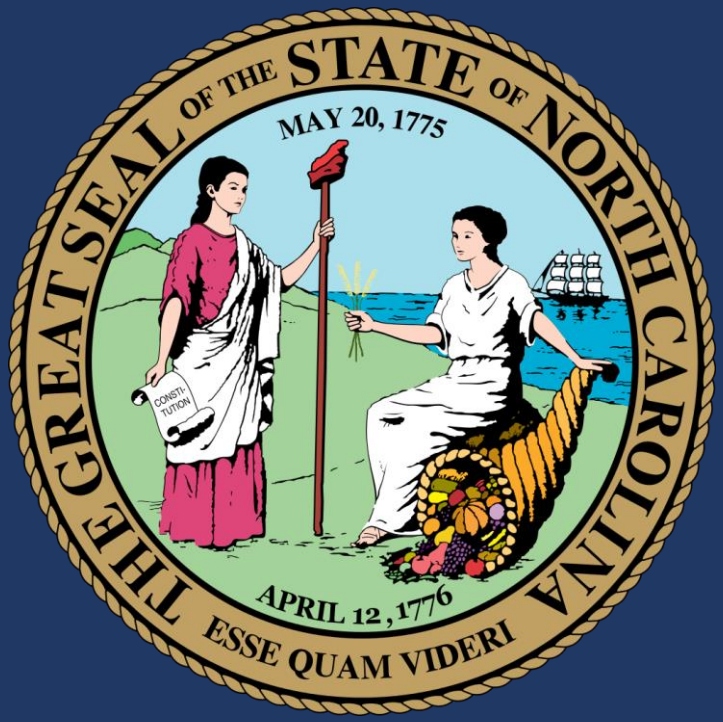
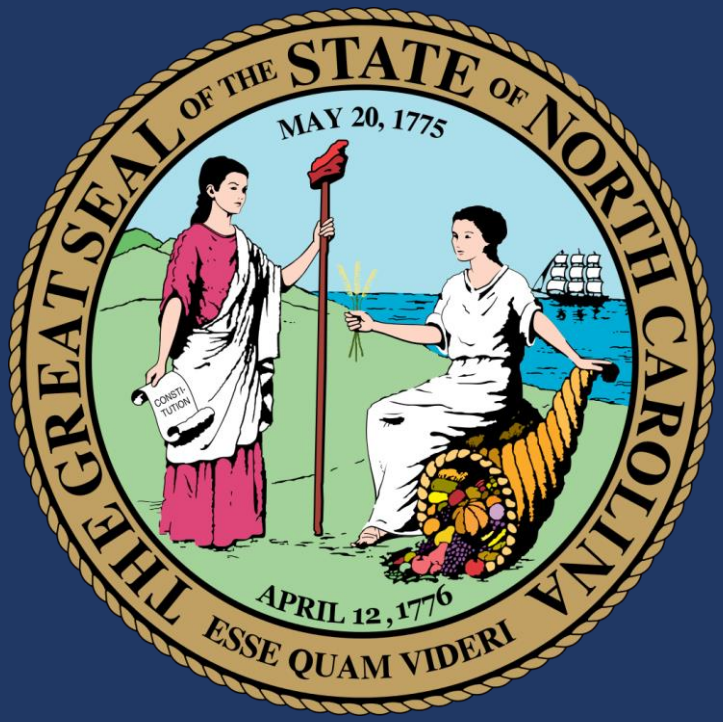


Making NC Count
THE FINAL PUSH!

MAKE NC COUNT
CENSUS 2020
census.nc.gov



Status of the 2020 Census

MAKE NC COUNT
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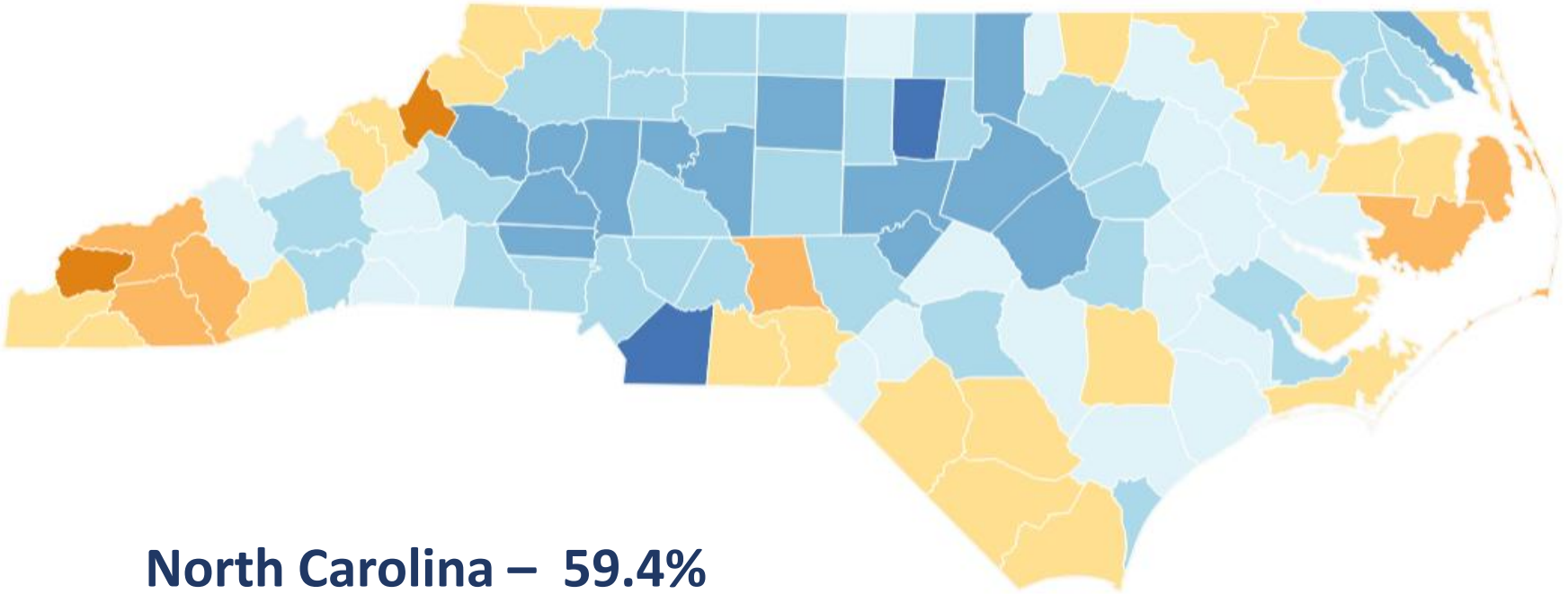
2020 Census Self Response Rate



North Carolina – 59.4%

United States – 63.3%

As of August 11, 2020

2020 Census Response Rate Tracker - https://2020census.gov/en/response-rates.html

What's At Stake For North Carolina

40% (1.6 Million)
NC Households who have not completed the 2020 Census

4 Million
The estimated number of North Carolinians still to count

Over $7.4 Billion
Amount of annual census-driven funding at risk

14th Congressional seat
With the current response, NC's expect gain of a 14th seat is at risk and won't reflect NC's actual growth and changing demographics

Our People
NC's low-responding areas disproportionately represent low-income, rural, minority, agricultural, & coastal areas.

What's At Stake For North Carolina

Even a Small Undercount has a Big Impact

The cost of a 3% undercount to NC communities*:

$1.8 Billion in North Carolina's rural communities

$400 Million for North Carolina's veterans

$333 Million for children under the age of 5

$930 Million in our African American communities

$545 Million for our state's Hispanic/Latino population

$50 Million for North Carolina's Native Americans

$932 Million for North Carolinians over the age of 65

*10-year impact based on population estimates from the NC Office of State Budget & Management and estimated per capita funding from The George Washington University "Counting for Dollars 2020" study and the NC Office of State Budget & Management.

Recent Challenges to a Complete Count

Response Deadline Shortened to September 30th

- US Senate and the President will not approve the previously endorsed extension of reporting final census data in April 2021
- With census data now due on Dec. 31, 2020, shortening the collection period is necessary but will leave more people uncounted

COVID-19

- Delays and adjustments continue for all field and data collection operations
- In-person operations impacted by public anxiety – hiring and retention of census workers, cooperation with door-to-door interviews, outreach efforts
- Despite self-response being safe and easy, response rates lag 2010

Confusion and Fear

- US Government communication has created new confusion around citizenship and the 2020 Census. There is no citizenship question on the 2020 Census.
- This has renewed fear about how census data is used and if people will be at risk for completing the census.
- By law, individual census data cannot be shared by anyone with anyone, including government agencies, service providers or law enforcement, for 72 years.

Adjusted Timelines for Counting

Households

- Self Response: Mar 12 – Sep 30
- Non-Response Follow-Up (Door-to-Door): Aug 11 – Sep 30
- Mobile Questionnaire Assistance: under review
- Update Leave (48 states): Jun 13 – Jul 9 (completed)

Group Quarters (GC)

Long term residency situations where a person may usually reside somewhere else, ie. college dorms, military barracks, prisons, nursing homes, shelters, etc.

- eResponse and Paper: Apr 2 – Sep 3
- In-Person: Jul 1 – Sep 3
- Service Based Enumeration: Sep 22 - 24
- Enumeration of Transitory Locations: Sep 3 – 28 (tentative)

Watch US Census Newsroom for updates www.census.gov/newsroom

EVERYONE COUNTS!

Door-to-Door Census Began Aug 11th

Census Interviews are Safe and Quick

- Workers will have PPE and are trained in health and safety guidelines
- Interviews will be conducted outside and maintain social distancing
- Many workers are bilingual, but other language assistance can be requested
- It takes about 10 minutes to answer the 10 basic questions

How to Identify a Census Worker

- Photo ID Badge from the Dept of Commerce with expiration date
- Laptop, handheld device, and/or bag with a Census Bureau logo
- Census workers will provide a Supervisor's and/or the regional office phone number
- Workers carry a letter from the Director of the Census Bureau on official letterhead
- If in doubt, call the U.S. Census Atlanta Regional Office at **1-800-424-6974**

Challenges of Door-to-Door Enumeration

- Self-response has historically been more accurate and reliable
- COVID-19 presents new obstacles and reluctance for in-person interviews
- With a shortened timeline, there will be far fewer repeat attempts

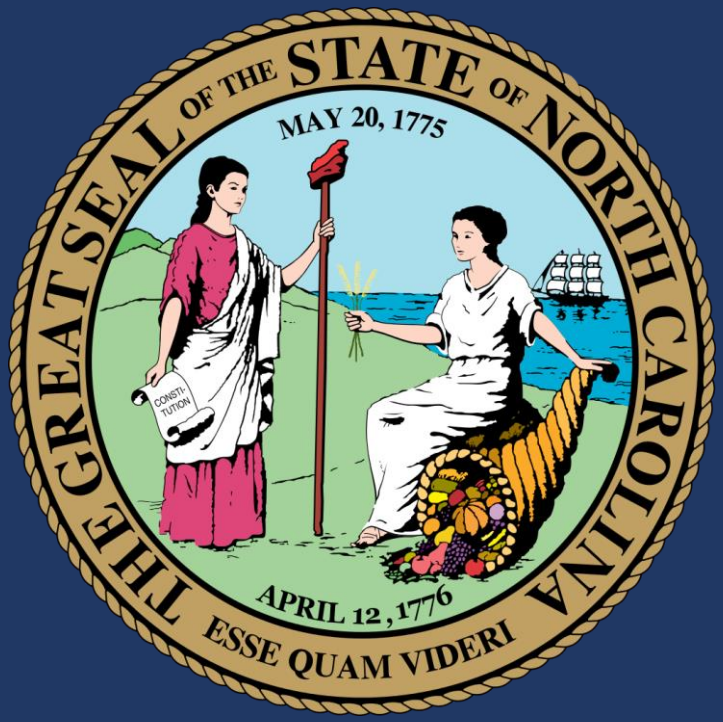
Census Questionnaire

The 2020 Census only asks 10 questions about:

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

The US Census Bureau or Census Workers will <u>NEVER</u> ask for:

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



CALL TO ACTION:

Our State Needs Your Help and We're Running Out of Time.

MAKE NC COUNT
CENSUS 2020
census.nc.gov

Easy Steps to Improve Response

Include a call to action within your networks and existing outreach:

- Social Media - Use **#MakeNCCount** and **@NCCensus**
- Websites, Blogs, Listservs and Newsletters
- Phone or Text Banks
- Customer/Member/Constituent Mailings
- Local Media and Community Leaders
- Emails and other Documents

Sample Messages:

Respond Before September 30th
my2020census.gov or 844-330-2020

Responding is Safe, Easy and Important
my2020census.gov or 844-330-2020

10 Minutes Will Shape Your Future For 10 Years
my2020census.gov or 844-330-2020

Help Low Response Areas

- **Fund local mailings:**

  Counties have seen good response rate increases, more than covering the cost through ensuring $1823 per person per year who responds.

- **Promote statewide free wi-fi locations, organize drive-up response events:**

  Multiple responses can be logged on the same device.

- **Food distribution, back-to-school events, healthcare support:**

  Some in-person events are happening with COVID precautions, add census information to event materials.

- **Phone and text banks:**

  Effective ways to reach people even in low internet areas.

Respond and Help others!

All response options are available through Sep 30th – online, by phone, or by mail.

When in doubt – count!
If discrepancies arise, go ahead and respond by phone or online. Duplicates will be resolved.

Support is offered in 15 languages by phone and 59 languages online.

NC Census Resources

NC Census Website – census.nc.gov

- Link to Respond & Link to Response Rate Tracker
- Outreach & Engagement Toolkit
- Census Q&A and Census 101
- Press Kit
- Let's Talk 2020 Census Webinars

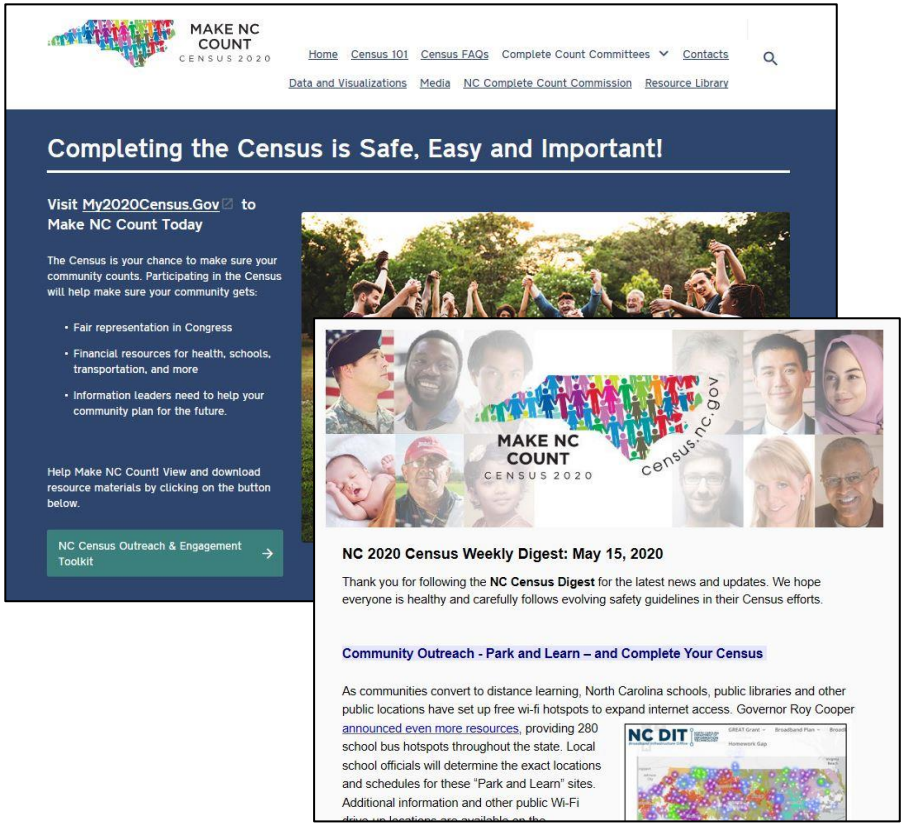
Final Push NC Census Toolkit:
(available now by email, soon at census.nc.gov)

- Talking Points
- Social Media Posts
- Speech Drops
- Census Graphics/Images
- Response Rate Data & Impact Visualizations

Stay Connected with NC Census

#MakeNCCount

Website www.census.nc.gov



Listserv – NC Census Weekly Digest

Facebook @nccensus

Twitter @nccensus

MAKE NC COUNT

CENSUS 2020

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NC Complete Count Commission Census Outreach
NC Department of Administration