



A Complete and Accurate Census: Timeline Changes August 2020

Talking Points Roundup | Improving Census Response and Expressing Urgency

Status of North Carolina's Response:

- **The 2020 Census will now end on September 30th**, one month before the previously announced deadline. We are running out of time to get all North Carolinians counted.
- As of July 31, 41% of NC households have NOT completed the 2020 Census. **That's more than 4 million North Carolinians who have not completed the census.**
- These uncounted residents **put at risk \$7.4 billion per year** for health care, education, highways, community services, economic development, and more.
- Many of North Carolina's undercounted are in our rural counties; where our military families reside; eastern counties impacted by storms; communities with limited access to health care; where our elderly rely on services; and where many minority populations call home. These are people that rely most on programs and services funded with a complete census count.
- Undercounting North Carolina's residents represents real dollars lost, real community programs underfunded, and real people whose needs are going under- or un-served.
- NC is projected to gain a seat in the US House of Representatives and Census data brings \$1,823 per person, per year in federal and state funds back to NC counties and towns. **An incomplete count puts both the additional congressional seat and funding in jeopardy.**
- We need every person in every community to count for North Carolina. With many census promotional events cancelled due to the pandemic, and many people with poor or no internet access and lack of technology, the best methods of communication/promotion are:
 - print newspapers and TV news broadcasts
 - other TV programming or advertising
 - mailings and newsletters
 - phone or text banks
 - word-of-mouth during faith services or community meetings

Recent Changes to the 2020 Census:

- Despite recent and confusing headlines, **there is no citizenship question on the 2020 Census** and no individual data can be reported to any government agency or other organizations. Title 13 of US law protects your personal census information for 72 years.
- Due to COVID-19, the US Census Bureau extended the self-response period through October 31 and requested a delay from Congress until April 2021 to tabulate data for Apportionment and Redistricting. The US Senate and the President's Administration appear unlikely to approve

these measures – requiring the Census Bureau to SHORTEN the collection period to September 30th which will cause confusion and cause many North Carolinians to go uncounted.

- President Trump issued a memorandum directing the US Census Bureau to remove the undocumented population from Census data. This has been challenged in a federal lawsuit filed by many states, including North Carolina. **There is no citizenship question on the 2020 Census,** and these efforts represent repeated attempts to mislead and intimidate response.
- The sudden changes and unfounded calls for citizenship information represent repeated attempts to mislead, intimidate, and undermine trust in the US Census. An incomplete census undermines the foundation of our democracy.
- Shortening the Census deadline to September 30th puts the Census Bureau at risk of failing to meet the Constitutional mandate to count every person living in the United States, and will provide incomplete and inaccurate data used for redistricting and distribution of funding to every state, congressional district, and community.
- Planning and services to the American people for the next decade will suffer from a rushed and inaccurate 2020 Census.
- The credibility of the US Census Bureau as the gold standard of data in the United States will be undermined by rushing an incomplete Census count to meet release deadlines.

How to Respond:

- Complete the 2020 Census safely at home either online at my2020census.gov, by phone at 844-330-2020 (in English) and 844-468-2020 (in Spanish), or by paper form.
- Door-to-door counting began August 11. Self-response is still happening and will continue. All counting will end on September 30th. **People should respond as soon as possible to avoid any in-person contact.**
- When in doubt - count. Now that door-to-door has started and people are still able to self-respond, there can be a lag in the information being processed. If a Census taker comes to your door and you have already responded, it is okay to give them your information. The Census Bureau has a screening process to remove duplicates, so it is better to be sure you are counted.

Call to Action:

- Less than 10 minutes can help shape our state's future for the next 10 years.
- Now is the time for all community leaders and trusted voices to encourage everyone in North Carolina to be counted in the 2020 Census – **we are running out of time and our state needs your help.**
- We need every person living in North Carolina to count for our state. Every person must stand up and be sure they are counted to improve their futures for the next 10 years.

- The once-a-decade Census counts ALL residents in the nation and is the building block for our democracy. It should be our most inclusive and democratic act, but all communities must participate to be sure they are accurately reflected in our population.
- ALL people – regardless of color, race, age, sex, family, or citizenship status – must participate and have an EQUAL voice.
- **Leaders and Census Advocates must continue to build trust in the benefits and purpose of the 2020 Census.** Our communities are being bombarded with misleading and fearful information that serves to suppress response to the 2020 Census.
- We have a lot to overcome, and it has never been more apparent that we must be our own advocates. This is a duty to yourself, your family, your community, and your fellow North Carolinians.

General Talking Points:

- NC is the 9th largest state in population and the 4th fastest growing state.
- The 2020 Census impacts funding, planning, and services for the next 10 years. Inaccurate data today, sets an inaccurate baseline for tomorrow – and exponentially compounds the impact on our communities every year.
- Census-driven funding provides community support for new schools, after-school programs, school lunch assistance, child and elder care programs, road/highway improvements, expanded infrastructure, health care programs, hospitals, and more.
- Your personal information is safe. Census data is only ever reported at a summary level. For example, you may hear that 10% of a town’s population are renters, however the census bureau cannot say the resident of 123 Main Street is a renter. Title 13 of US law protects your personal census information for 72 years.
- The 2020 Census will never ask for your citizenship status, religious affiliation, social security number, financial information or donations.
- There are only 10 simple questions – your name, age, race, sex, Hispanic origin, household relationship, as well as housing questions.
- Support to complete the census is available in 14 languages by phone and 59 languages online.
- Information, resources, and promotional tools are available at census.nc.gov in our [Resource Library](#) and throughout the site.