



**MAKE NC
COUNT**
CENSUS 2020

North Carolina 2020 Census Talking Points

The [North Carolina Complete Count Commission](#) (NC CCC) and its many partners across the state are committed to making the 2020 Census a success for our state. Visit census.nc.gov for more information and resources.

General Points – Why the Census Matters

The Census is required by the US Constitution to apportion seats in the House of Representatives.

- North Carolina is estimated to gain a seat in Congress
- Apportionment is based on Census counts – not estimates
- Participation matters!

Federal and State funding formulas rely on Census data to distribute funds.

- More than \$16 billion in federal funds were obligated in NC in FY2015 based on Census numbers
- That's \$1,623 per person, per year in federal funds and about \$200 per person in state funds
- Participating in the Census brings your tax dollars *back* to your community

Local planners, businesses and service providers use Census data to plan for the future.

Timeline Points – What We Can Expect

- National Census advertising will begin in Fall 2019 and run through Census Day, April 1, 2020.
- Census Day is April 1, 2020.
- Census postcards will be mailed to residents in mid-March 2020.
- This is the first Census in history to allow internet responses using a computer or mobile device.
- People also can respond by phone or request a paper form.
- Census Enumerators will knock on doors during Non-Response Follow-Up in mid-April 2020.

Operational Points – How the Census Works

- **EVERYONE counts!**
 - Children, seniors, military, old, young, homeless—if **you're in NC, you count for NC!**
- Census responses are **SELF-reported information**.
 - You report your race, gender, ethnicity, etc. as you identify.
- Census **participation is mandatory**.
- You can leave questions blank, but it increases the likelihood of being visited by a Census Enumerator, knocking on your door to complete the questionnaire.
- Census support will be **available in more than 60 languages and American Sign Language**.

Confidentiality Points – Participating is Safe

- Your Census answers cannot be shared with anyone for 72 years.
 - Your personal information cannot be shared with law enforcement, immigration, IRS, service providers, etc.
 - Title 13 of the US Code protects your information.
- The Census does not ask for your social security number, bank account information, or request donations.
- Census forms and workers will be clearly identified.

Jobs Points – Working for the Census

- The Census is hiring.
- Hourly rate is no lower than \$13.50 per hour plus mileage and expenses. Find your pay rate [here](#).
- Apply online as soon as possible. Review and processing take time.
 - Visit census.nc.gov for more information.
 - Visit 2020Census.gov/jobs to apply.

Engagement Points – How to I Get Involved

- Start/join your local Complete Count Committee
 - Visit census.nc.gov for information.
 - [Find a Complete Count Committee](#) near you.
 - Be a trusted voice for Census participation in your neighborhood, office, congregation, etc.
- Share the importance of Census participation
 - Visit census.nc.gov to learn how you can help and for helpful promotional items and resources.
- Sign up to the NC Census listserv to receive weekly updates and resources [here](#).
- Contact the North Carolina Complete Count Commission
 - Visit census.nc.gov for information.
 - Email census2020@nc.gov with inquiries, to request a census representative to speak at an event or with a group, etc.