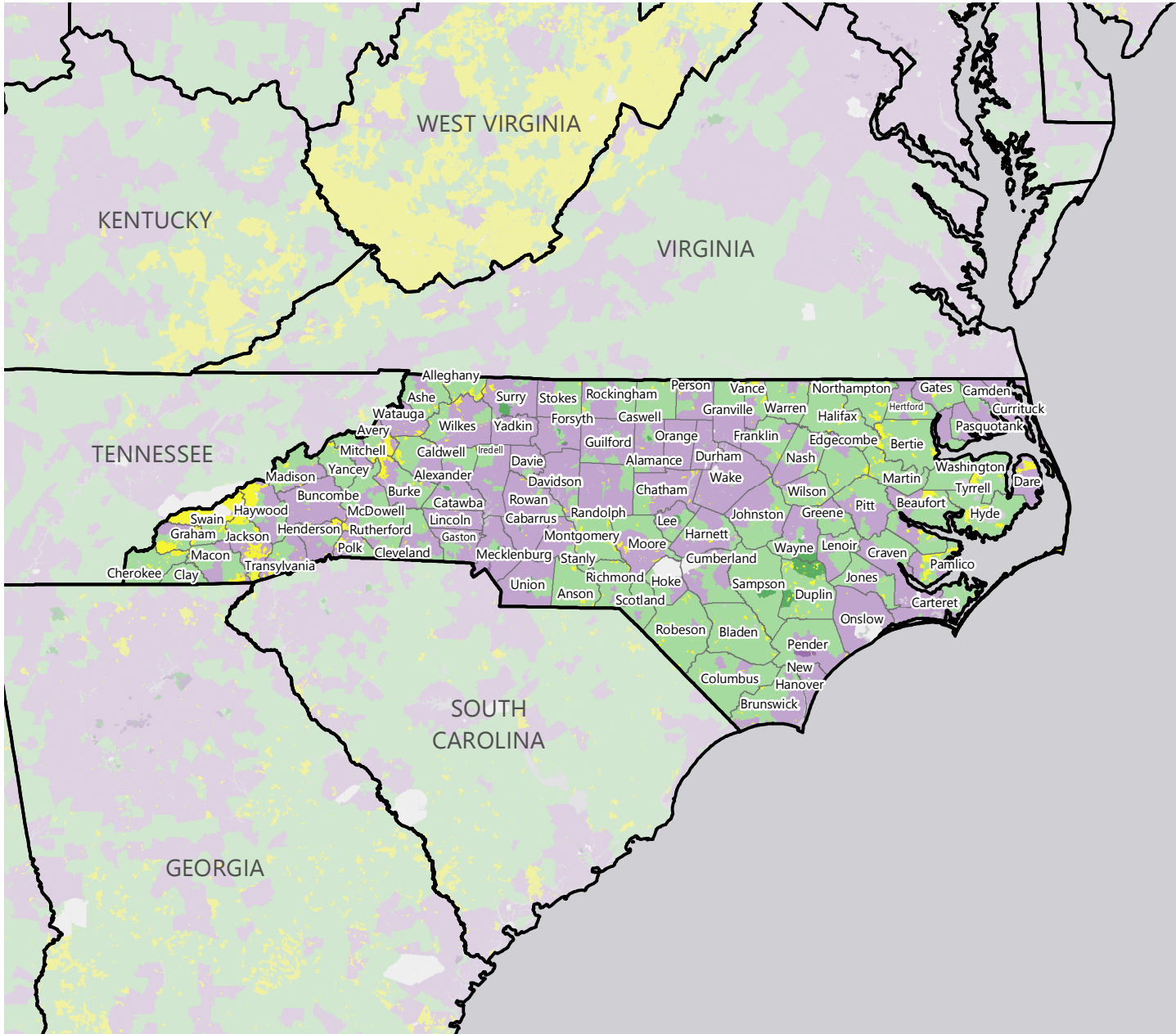


CENSUS 2020: CENSUS BUREAU'S INITIAL CONTACT STRATEGIES IN NORTH CAROLINA



Percentage of housing units in North Carolina by 2020 Census invitation strategy



The Census Bureau will invite households to participate in the 2020 Census in the following ways:

Internet First mailing (English)
Households in light purple areas will receive a mailing (in English) **explaining how to submit census responses online or by phone**. The letter will provide a unique ID for each household's address, asking the householder to go online to complete the census questionnaire (or call in their responses by phone).

Internet Choice mailing (English)
Households in light green areas will receive **a mailing that will include a paper version of the census questionnaire** (English-only), as well as online instructions and a unique ID for online/phone response. This will give the householder the choice of filling out and mailing back the paper questionnaire or by going online or calling in their census responses.

Internet First mailing (bilingual)
Internet Choice mailing (bilingual)
Households in the dark purple or dark green areas will receive a **bilingual mailing in Spanish and English** that will either provide information on filling out the census form online, or will provide the paper questionnaire plus online/phone instructions.

Hand-delivered packet (Update/Leave)
Census Bureau staff will visit households in areas highlighted in yellow in order to *update* the address and hand-deliver (i.e., *leave*) a census packet at the doorstep. The packets will include a paper version of the census questionnaire, as well as online instructions and a unique ID for online response. Householders can then submit their census information either online or by phone, or by mailing back the questionnaire.

Counted in-person (Update/Enumerate)
Counted in-person (Remote Alaska)
Households in these areas will be counted directly in-person. This primarily occurs in rural areas that are easier to contact in person rather than by mail (known as *Update/Enumerate*), as well as the rural parts of Alaska. In these areas a census taker visits each housing unit to *update* its address and *enumerate* its residents.

NOTE: All mailed invitations will include a Language Assistance insert with instructions in English plus 12 other languages for calling a phone assistance line with questions or to provide your responses right over the phone.