



# MAKE NC COUNT

C E N S U S 2 0 2 0

## Census 2020: What To Expect

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## North Carolina Population vs. Other States

### 9<sup>th</sup> Largest State at 10.4 Million

4<sup>th</sup> Largest Population Gain (848,000 people), April 2010 to July 2018

Geographic Area	Population Estimate		Change, 2010-2018	
	April 1, 2010	July 1, 2018	Numeric	Percent
<i>United States</i>	<i>308,758,105</i>	<i>327,167,434</i>	<i>18,409,329</i>	<i>6.0</i>
California	37,254,523	39,557,045	2,302,522	6.2
Texas	25,146,114	28,701,845	3,555,731	14.1
Florida	18,804,580	21,299,325	2,494,745	13.3
New York	19,378,124	19,542,209	164,085	0.8
Pennsylvania	12,702,873	12,807,060	104,187	0.8
Illinois	12,831,572	12,741,080	-90,492	-0.7
Ohio	11,536,757	11,689,442	152,685	1.3
Georgia	9,688,709	10,519,475	830,766	8.6
North Carolina	9,535,736	10,383,620	847,884	8.9
Michigan	9,884,117	9,995,915	111,798	1.1

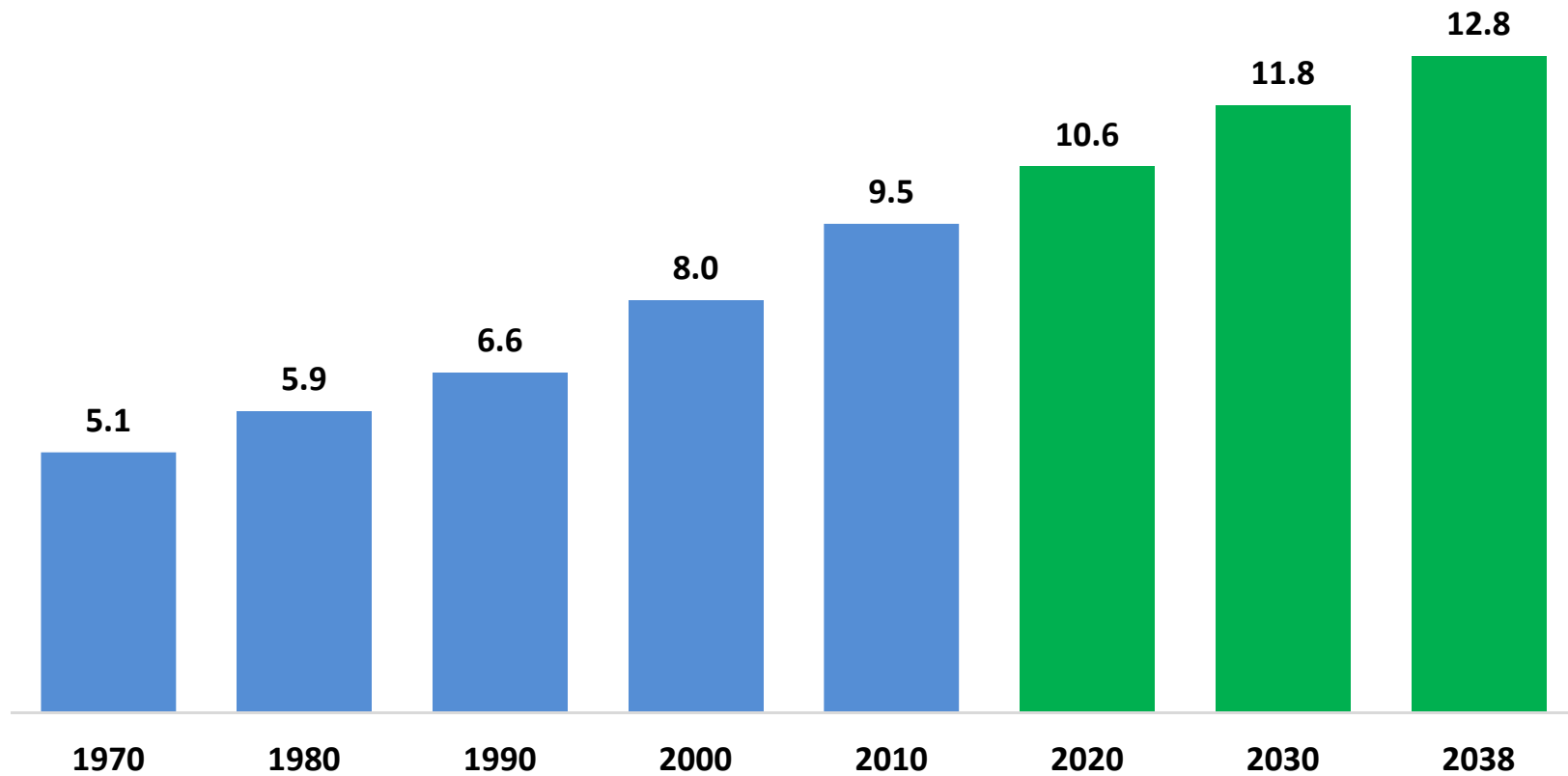
Source: U.S. Census Bureau, Population Estimates, Vintage 2018.



# North Carolina Population Change – Historic and Projected

## North Carolina Population 1970 – 2010 and Projected Through 2038

Millions of People

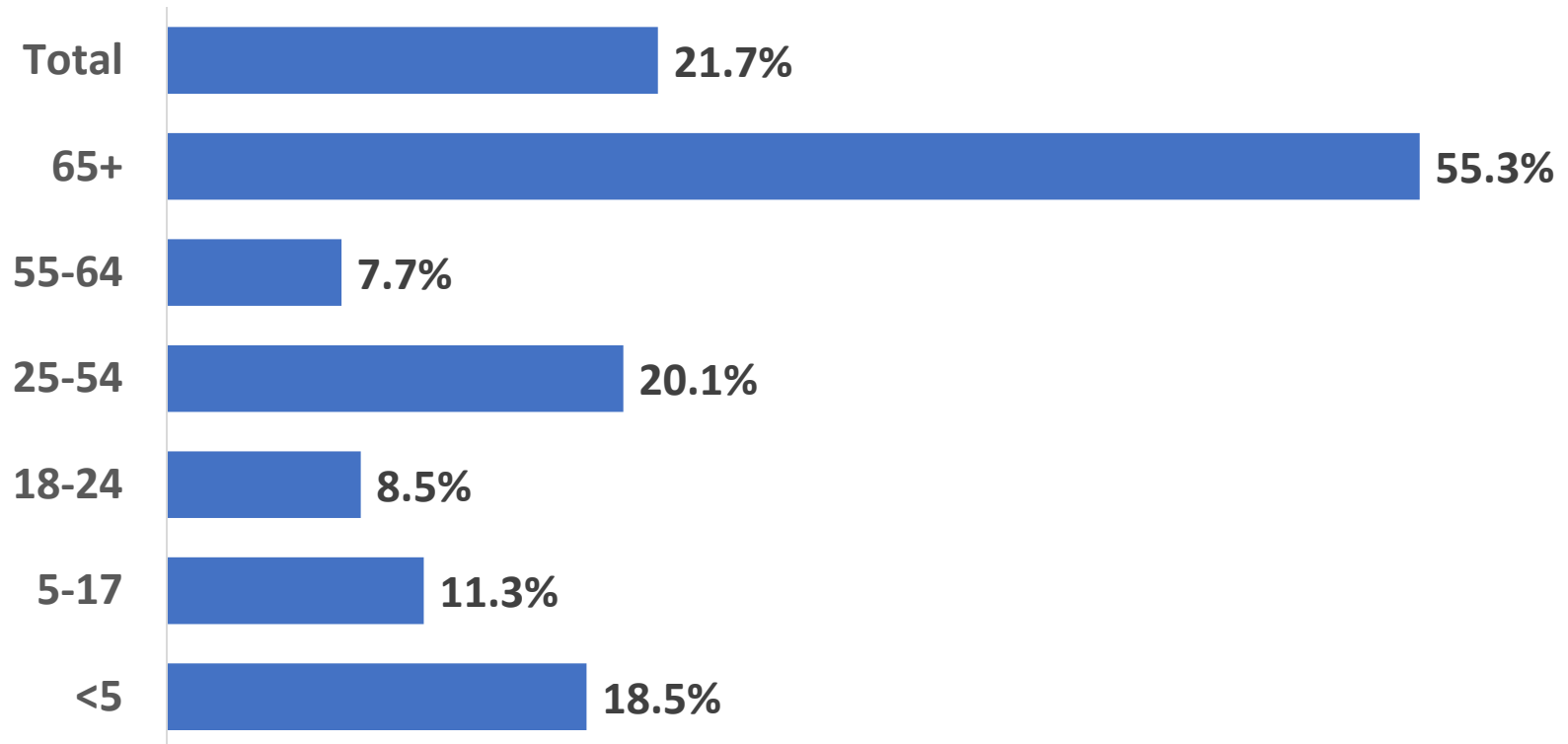


Source: US Census Bureau, Decennial Censuses; OSBM Population Projections, 2018 Vintage.



## Projected Percent Population Change by Age Group, 2019-2038

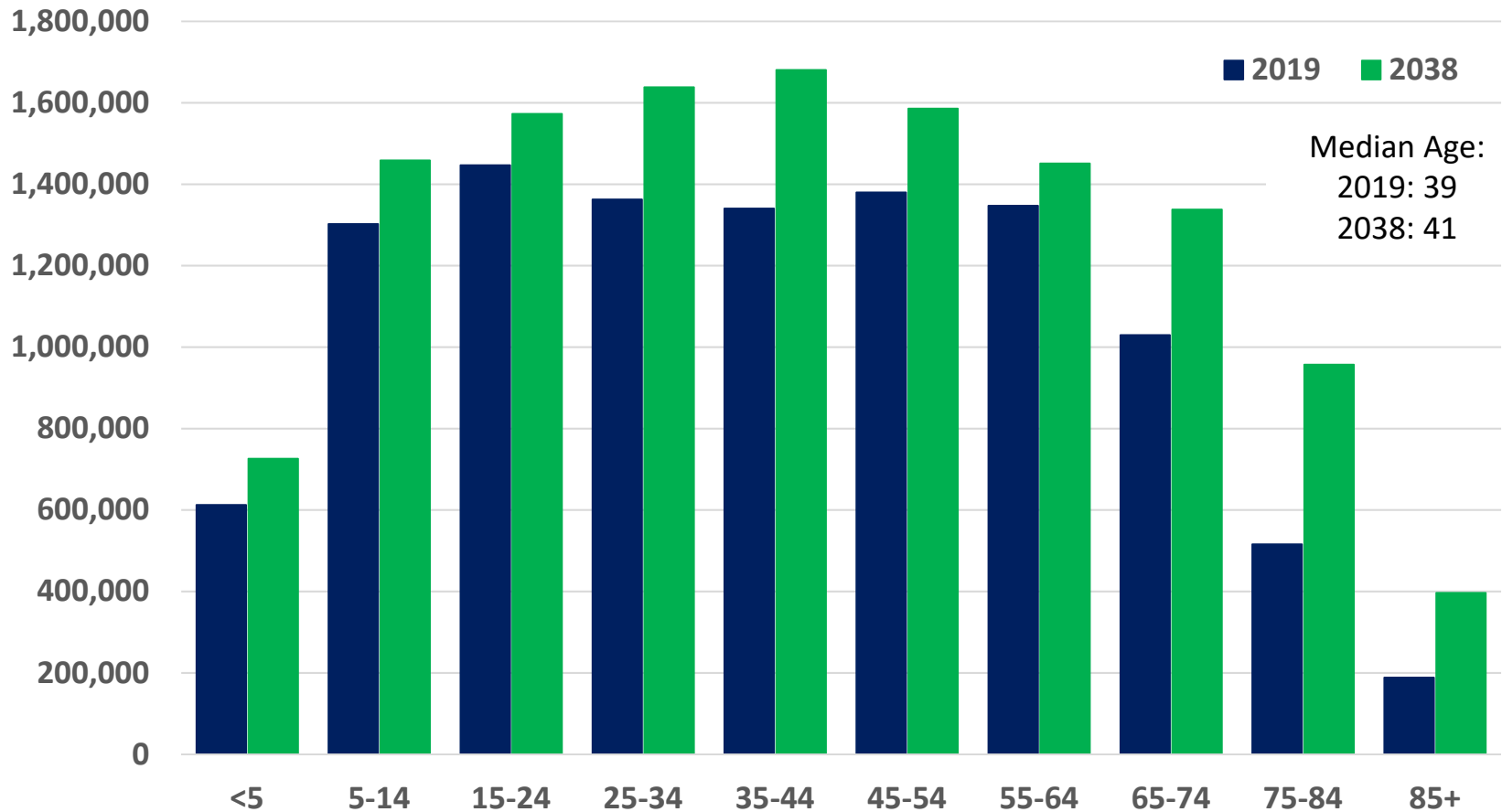
Population 65 and Over is Projected to Grow More Than 2 1/2 Times Faster Than Total Population in the Next 19 years



Source: OSBM, Demographic & Economic Analysis Section, Population Projections, Vintage 2018.



## Population in North Carolina by Age, 2019 and 2038



Source: North Carolina Office of State Budget & Management, Population Projections, Vintage 2018.



# What is the Census?

## **Constitutionally mandated headcount**

- **Article I, Section 2 & 14<sup>th</sup> Amendment**
- **All 50 states, District of Columbia, Puerto Rico, and the Island Areas.**
- **All ages, races, ethnic groups, citizens and noncitizens**

## **Used for Apportionment**

- **determination of state representation (House, Electors)**

## **Used in redistricting**

- **re-drawing of boundary lines for federal, state, and local political boundaries**

## **Affects federal and state funding**

## **Used for decision making (business, nonprofit, government)**



# What is the Census?

## Apportionment

- Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states.
- The *apportionment population* consists of the resident population of the 50 states plus overseas federal employees (military and civilian) and their dependents living with them – and only requires state population counts.

## Redistricting

- Redistricting is the process of revising the geographic boundaries of congressional, state legislative, or other district boundaries so that residents have a fair and equal share in the way they are governed.
- Public Law 94-171 requires the Census Bureau to provide redistricting data to the 50 states.
- Redistricting data files are based on the resident population which has not included any component of the overseas federal employee population.



## Participation Is The Goal

Census data is the foundation of *apportionment* in the US House of Representatives, drives over ***\$1,600 per person per year in federal funding*** to North Carolina, and informs local planning, economic development, and services.

**Preparation – LUCA, BAS, PSAP, New Construction – is very important**

**Preparation without Participation is wasted effort**

**Local preparation partnerships – Complete Count Committees involve trusted local faces in promoting Census participation**





# What is the Census?

***Census Day is April 1, 2020***

*Most households will receive postcard at the end of March 2020, asking for their participation*

**Three Ways to Respond:**

- **Online**
- **Phone**
- **By Mail**

The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.

More Information:

<https://2020census.gov/>



## What is the Census?

# Earn extra income while helping your community.

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

<https://Recruitment.2020census.gov>

1-855-JOB-2020 (1-855-562-2020)



# Complete Count Committees - CCCs

## Complete Count Committees:

- Provide a local face to encourage people to respond to census. Provide strategies for counting people who are either hard to locate, hard to contact, hard to persuade, or hard to interview.

## Anyone can form a CCC

- Churches, schools/campuses, non-profits, neighborhood, Businesses, clubs/organizations, ... **anyone!**

## CCCs are NOT identical!

- CCCs will vary in organization and operation because the communities they serve vary

## All CCCs should – *Assess, Plan, Budget, and Communicate*

- *The NC Complete Count Commission and [census.nc.gov](https://census.nc.gov) are resources*

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MAKE NC  
COUNT  
CENSUS 2020



# North Carolina 2020 Census

## Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.





# Residence Criteria

## Purpose

The goal of the Decennial Census is to count everyone once, only once, and in the right place.

The Residence Criteria and Situations support the Decennial Census by providing guidance on:

- Who should be counted
- Where they should be counted

## Census Act of 1790

The Decennial Census Residence Criteria and Situations are rooted in the **Census Act of 1790**, which established the concept of “usual residence” to determine where people were to be counted.

“Usual Residence” is defined as where a person lives and sleeps most of the time.

The Act included a provision for counting people who are temporarily absent, which allows for the count of federally affiliated personnel overseas.

Title 13 gives the Census Bureau director the authority to apply the residence criteria for the Decennial Census.

<https://www.census.gov/newsroom/press-releases/2018/residence-criteria.html>



# Residence Criteria for Older Populations

## **Group Quarters Facilities:**

- Nursing Homes
- Skilled Nursing
- Hospitals with patients who have no usual home elsewhere
- In-patient hospice facilities
- Residential treatment centers (non-correctional)
- Psychiatric hospitals and psychiatric units in other hospitals that provide long-term, non-acute care
- Group homes (non-correctional)

## **Housing Units:**

- Assisted Living Facilities (Individual Rooms/Apartments)
- Condos/Townhomes/Apartment Units in Continual Care Communities
- Apartments
- Single-Family Homes
- Townhomes/Condos



## Group Quarters Enumeration – Advance Contact

**Phase 1:** The Census Bureau will mail a letter to most group quarters on **January 14, 2020**, informing them of the 2020 Census, explaining the steps in the Group Quarters Enumeration process, and notifying them that Census Bureau representatives will be calling or visiting their facility.

**Phase 2:** Census Bureau representatives from area census offices will call each group facility to explain the enumeration process and collect certain identifying information about the facility. This phase will take place **February 3 through March 6, 2020** (and January 13 through February 25, 2020, for remote areas of Alaska).

**Phase 3:** Census Bureau representatives will conduct personal visits to select group quarters across the United States and Puerto Rico that could not be contacted by phone or were unable to complete the phone interview. The personal visit phase of the operation will be conducted **February 21 through March 6, 2020**.



## Group Quarters Enumeration – Advance Contact

### **What To Expect During Group Quarters Advance Contact**

During 2020 Group Quarters Advance Contact, Census Bureau representatives from area census offices will call or visit each group facility to:

- Verify the group quarters name, address, contact name, phone number, maximum population, and group quarters type code.
- Collect an expected Census Day population count.
- Inform the group quarters staff about the various methods of enumeration available. Ascertain the preferred enumeration method and set an appointment date and time to conduct the enumeration.
- Address concerns related to privacy, confidentiality, and security access to the facility.
- Each group quarters advance contact interview will take approximately fifteen minutes.





## Group Quarters Enumeration Options

- **[Electronic Response Data Transfer \(eResponse\)](#)** – The group quarters administrator fills in a template with group quarters data and respondent level data for each person who is staying at the facility on Census Day (April 1, 2020). The group quarters administrator electronically sends the census response data to the Census Bureau. Please note: The eResponse option is not available for service-based administrators.
- **In-Person Interview** – A census worker conducts a face-to-face in-person interview with each person who is served or staying at the facility on April 1, 2020.
- **Drop-Off/Pickup of Questionnaire** – A census worker leaves census questionnaires to be completed by or for each person who is staying at the facility on April 1, 2020. The census worker then picks up the completed questionnaires at an agreed-upon time.



## Group Quarters Enumeration Options

- **Paper Response Data Collection** – A census worker meets with the administrator of the facility to obtain a paper listing of census response data for each person who is served or staying at the facility on April 1, 2020.
- **Facility Self-Enumeration** – A census worker swears in and trains the group quarters facility administrator and then leaves behind census materials so that the administrator can conduct the enumeration for each person who is living or staying at the facility on April 1, 2020. A census worker then returns to pick up the completed questionnaires at an agreed-upon time. Only military installation group quarters, correctional facilities, and health care facilities can select this option.



## Group Quarters Enumeration

### **What Questions Are Asked at Group Quarters?**

The census response data that is collected for each person at your facility includes the following:

- Name
- Sex
- Date of birth
- Age on April 1, 2020
- Race (White, Black, American Indian, Asian, Hawaiian, Pacific Islander, Other)
- Hispanic origin
- An alternate address where they live or stay when not at a group quarters facility.



## Avoiding Fraud

- The Census Bureau ***will not send unsolicited emails*** to request your participation in the 2020 Census.
- The Census Bureau will never ask for:
  - Your Social Security number.
  - Your bank account or credit card numbers.
  - Money or donations.
- In addition, the Census Bureau will not contact you on behalf of a political party.

If you suspect fraud, call [800-923-8282](tel:800-923-8282) to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.

Updates on Frauds/Rumors/Scams:

<https://www.aarp.org/money/scams-fraud/info-2019/census.html>

<https://2020census.gov/en/avoiding-fraud.html>



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**Census Day is April 1, 2020!**

See the North Carolina Complete Count Commission Website for more information and resources to promote a complete count in 2020:

<https://census.nc.gov/>



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