Making NC Count
Differential Privacy
GICC
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Bob Coats
Governor’s Census Liaison
North Carolina State Data Center
Office of State Budget & Management,
Demographic & Economic Analysis Section

Bob.Coats@osbm.nc.gov
You May Have Heard …

MAKE NC COUNT
CENSUS 2020
Our Voice (Representation)
- Census is required by the US Constitution
- Count every resident, once, and in the right place
- Apportionment and Redistricting

Our Tax Dollars (Funding)
- $1,623 per person, per year in Federal Funding to NC based on Census data in FY2015
- About $200 per person, per year in state funding based on Census data

Our Future (Planning)
- Largest survey in the US providing reliable, comparable data
- Vital for business and local government service
What Can We Expect?

- **Census Mailings in March 2020**
  Internet, phone, and paper response options will be available

- **April 1, 2020 is Census Day**
  Non-response Follow Up will begin in April

- **State Populations must be reported by December 31, 2020**
  These numbers determine apportionment of seats in Congress

- **Redistricting Files will be delivered in Spring 2021**

- **Census Count Challenges can be submitted through 2023**
  Challenges can only be submitted by local/tribal governments

- **Metropolitan Statistical Areas will be redefined in 2023**
Here’s Where to Start

• Start/join a Complete Count Committee
  Stay connected with the NC CCC
• Involve agency partners - staff and customers
• Leverage your existing resources

Add the NC Census Logo to your website and email taglines

Link to census.nc.gov

Use #MakeNCCount and @NCCensus on social media

Include Census logo, reference, or content on standard work processes (mailings, documents, listservs, blogs, etc.)

Add Census message at conferences
New strategy that will better protect confidentiality

Introduces privacy-loss budget (or epsilon) that will decrease data accuracy to protect confidentiality

Data tables for small population groups or geographies may not be produced ... at least initially

Generally, large population areas lose population while small population gain

Differential Privacy will be used on the 2020 Census and on other Census surveys later
## Summary of Proposed 2020 Data Products

<table>
<thead>
<tr>
<th>Proposed 2020 Data Product</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apportionment Product</td>
<td>The current disclosure avoidance system either supports or is being</td>
</tr>
<tr>
<td></td>
<td>expanded to support these 2020 Census data products</td>
</tr>
<tr>
<td>Redistricting File</td>
<td></td>
</tr>
<tr>
<td>Demographic Profiles</td>
<td></td>
</tr>
<tr>
<td>Demographic and Housing Characteristics File (DHC)</td>
<td></td>
</tr>
<tr>
<td>Tables that require complex person/household joins</td>
<td>We continue to research ways to create public data products that</td>
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<tr>
<td></td>
<td>include these tables that will meet user needs yet maintain data</td>
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<tr>
<td></td>
<td>confidentiality.</td>
</tr>
<tr>
<td>Tables that include detailed race and Hispanic Origin groups</td>
<td></td>
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<tr>
<td>Tables that include data for American Indian and Alaska Native</td>
<td></td>
</tr>
<tr>
<td>groups</td>
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<tr>
<td>Congressional District Demographic and Housing Characteristics</td>
<td>Data in these files are primarily dependent on the production of the</td>
</tr>
<tr>
<td>File</td>
<td>files listed above.</td>
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<tr>
<td>Census Briefs</td>
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<tr>
<td>Population and Housing Tables (CPH-Ts)</td>
<td></td>
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<tr>
<td>Special Reports</td>
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</tr>
<tr>
<td>Public Use Microdata Sample (PUMS) File</td>
<td>We continue to discuss the release of a PUMS file for the 2020 Census.</td>
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<tr>
<td>Summary of Population and Housing Characteristics (CPH-1)</td>
<td>We are proposing not to publish these files in 2020.</td>
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<tr>
<td>Population and Housing Unit Counts Report Series (CPH-2)</td>
<td>Data from these products will be available in other files.</td>
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<tr>
<td>2010 Census Table Number</td>
<td>2020 Census Table Number</td>
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<td>P1.</td>
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<td>P7.</td>
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</table>
The US Census Bureau released 2010 Census demonstration tables using Differential Privacy


ESRI developed a dashboard using the 2010 Census demonstration data to highlight potential impact

https://arcgis-content.maps.arcgis.com/apps/opsdashboard/index.html#/04451f90e7b049f39aa6647a41b986ac
Feedback

• Feedback on Differential Privacy is encouraged. Many national organizations have responded.

• GICC response is appropriate.

• State and local agencies should document their Census data needs and any legislation/requirements for the 2020 Census data products team.

• Individual email feedback should be directed to: dcmd.2010.demonstration.data.products@census.gov
Contacts

Bob Coats
(984) 236-0687
Bob.Coats@osbm.nc.gov

Governor’s Census Liaison,
North Carolina State Data Center
Demographic and Economic Analysis Section
NC Office of State Budget and Management

Dr. Mike Cline
(984) 236-0686
Michael.Cline@osbm.nc.gov

State Demographer of North Carolina
Demographic and Economic Analysis Section
NC Office of State Budget and Management