

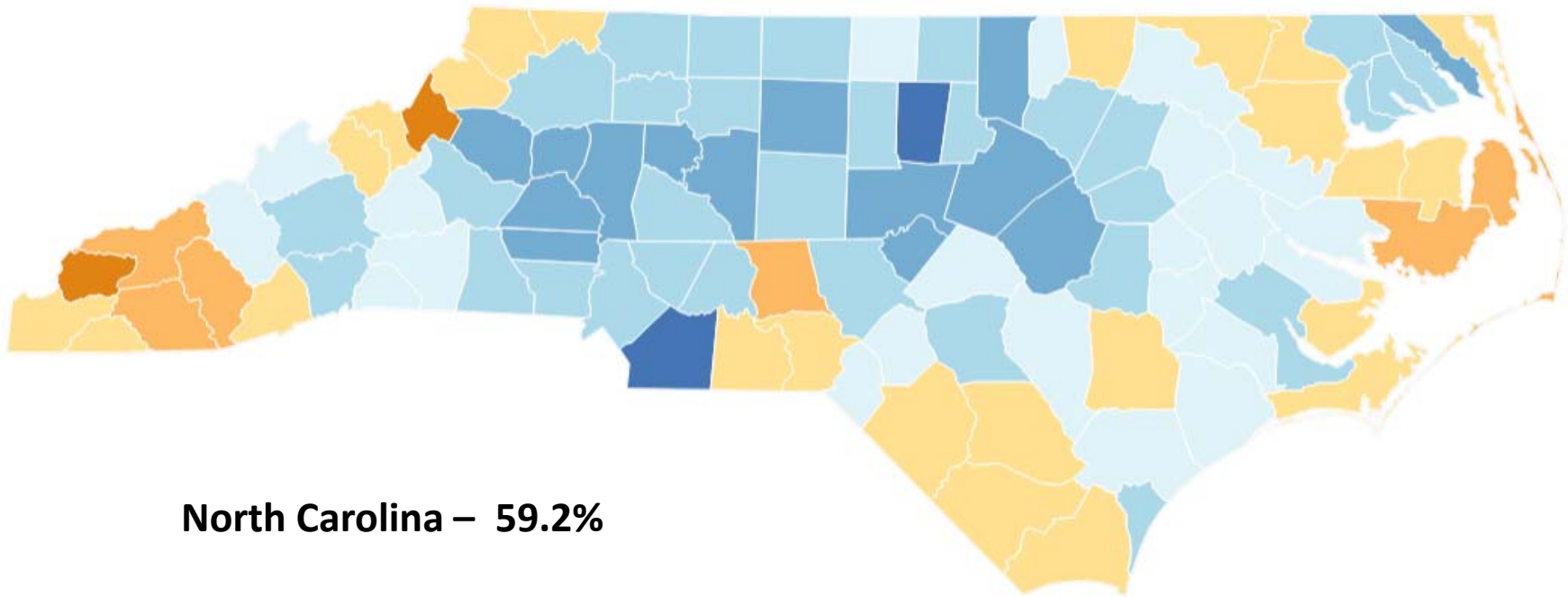
## Making NC Count GICC Census Update August 12, 2020

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## 2020 Census Self Response Rate – August 5, 2020



**North Carolina – 59.2%**

**United States – 63.1%**



2020 Census Response Rate Tracker - <https://2020census.gov/en/response-rates.html>



# Non-Response Risk Impact

**Based on August 5, 2020 Response Rates**

- **40.8% of NC Households have not responded to the 2020 Census**
- **1.6 million nonresponse households**
- **Over 4 million uncounted NC residents**
- **\$7.4 billion in annual funding are at risk**



# Presidential Memo

- “Memorandum to Exclude Illegal Aliens from the Apportionment Base Following the 2020 Census”  
July 21, 2020
- Injunction case filed in US District Court  
21 States including North Carolina  
July 24, 2020
- Hearing scheduled for August 13, 2020



# CORONAVIRUS

## Census and Corona Safety

- **Census is Happening**  
Timelines have changed, but the importance and the process remain the same
- **Respond Safely from Home**  
Internet, phone, and paper response options are available
- **Complete Your Form**  
Reduces the chances of a Census worker visit and maintains social distance



## Adjusted Timeline

- Self Response ... March 12 – **September 30**
- Mobile Questionnaire Assistance ... **Under Review**
- Update Leave (stateside) ... June 13 – July 9
- Non Response Follow Up (NRFU) ... August 11 –  
**September 30**

Watch the US Census Bureau Newsroom for updates  
<https://www.census.gov/newsroom.html>



# Group Quarters Adjusted Timeline

Group Quarters are long term residency situations where a person usually resides somewhere else – college dorms, military barracks, prisons, nursing homes, shelters, etc..

- GQ Enumeration (eResponse and Paper) ... April 2 – September 3
- In-Person GQ Enumeration ... July 1 – September 3
- Service Based Enumeration ... September 22 - 24
- Enumeration of Transitory Locations ... September 3 – September 28 (**tentative**)



# Data Delivery Adjusted Timeline

Recognizing the COVID-19 impact on operations, the US Census Bureau extended data collection and requested a delay in delivering data products.

- 2020 Census Apportionment ... December 31, 2020
- 2020 Census Redistricting ... April 1, 2021

## **Risk of undercount**

Disclosure Avoidance System (DAS)/Differential Privacy will be applied to Redistricting and following data products





# Count Question Resolution

- Process allowing tribal and governmental entities to challenge Census count based on geocoding or procedural issues.
- Federal Register Notice posted August 4, 2020  
<https://www.govinfo.gov/content/pkg/FR-2020-08-04/pdf/2020-16962.pdf>
- Challenge of housing unit count only due to application of DAS



# Differential Privacy

- 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
- Differential Privacy will be used on the 2020 Census and on other Census surveys later
- Planned invariants – state total population, census block total housing unit and group quarters counts



# Greenville, NC

Census 2010 Summary File 1 vs. Differential Privacy: Compare Places

Place Name:

Household Population Difference

**-978**

SF1: 78,696 vs. DP: 77,718

Household Difference

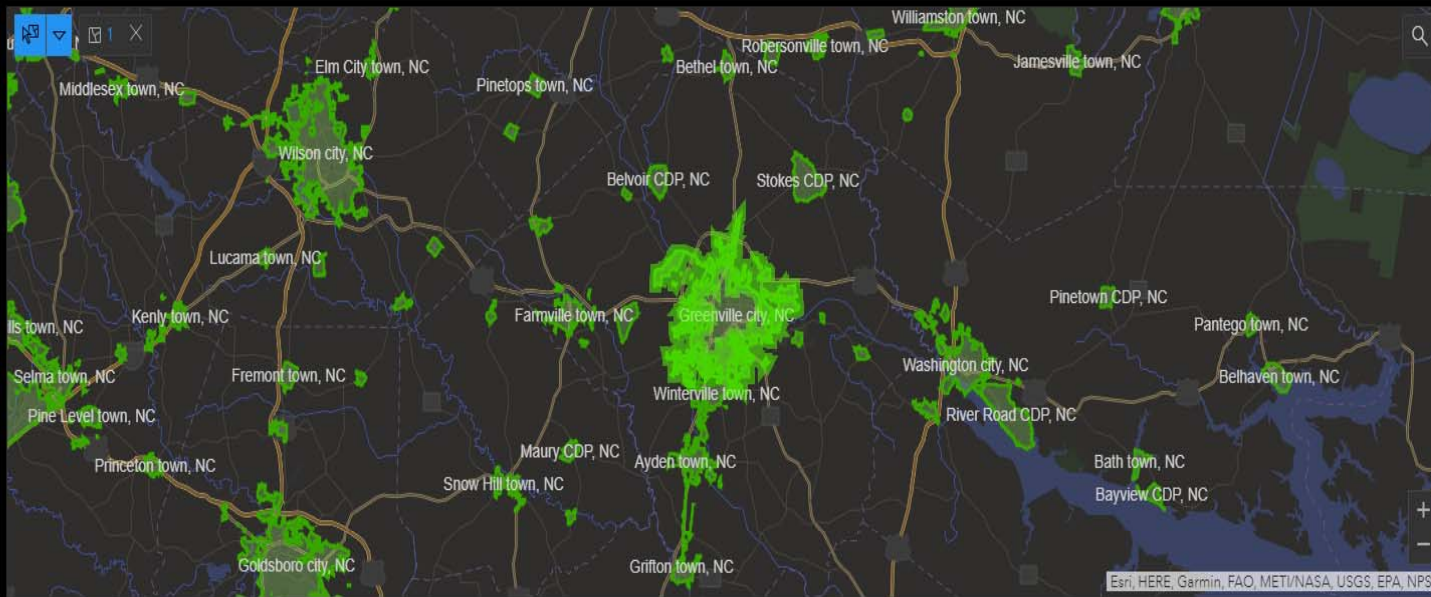
**-730**

SF1: 36,071 vs. DP: 35,341

Occupancy Difference

**-1.8%**

SF1: 88.92% vs. DP: 87.12%



To select a place by clicking on the map please activate the selection tool in the upper left corner of the map. Additionally you can select places within the map extent using the 'Place Name:' dropdown list in the upper right corner of the dashboard. A third way to select places is by searching using the magnifying glass icon in the upper right portion of the map.

[Learn more about differential privacy in the 2020 Census](#)

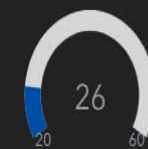
SF1 Total Population



DP Total Population



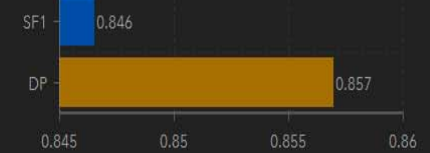
SF1 Median Age



DP Median Age



Sex Ratio



Age & Sex | Race & Ethnicity



# Farmville, NC

Census 2010 Summary File 1 vs. Differential Privacy: Compare Places

Place Name:

Household Population Difference

**182**

SF1: 4,592 vs. DP: 4,774

Household Difference

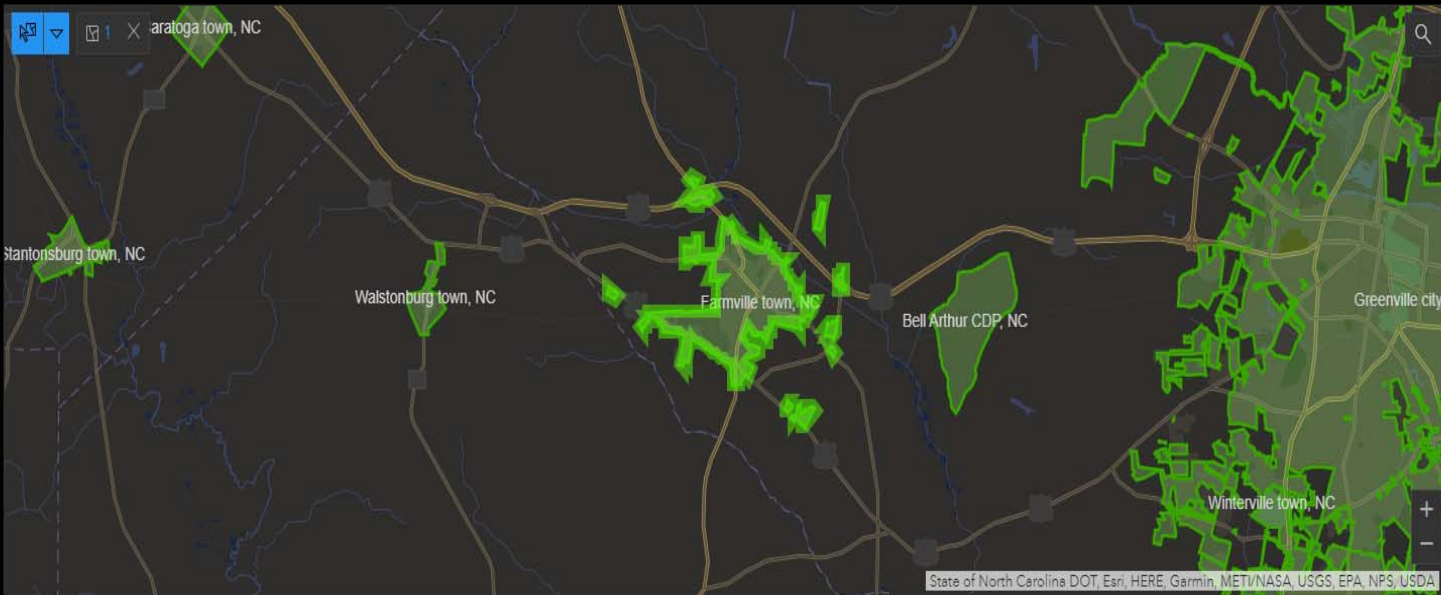
**30**

SF1: 1,981 vs. DP: 2,011

Occupancy Difference

**1.34%**

SF1: 88.48% vs. DP: 89.82%



To select a place by clicking on the map please activate the selection tool in the upper left corner of the map. Additionally you can select places within the map extent using the 'Place Name' dropdown list in the upper right corner of the dashboard. A third way to select places is by searching using the magnifying glass icon in the upper right portion of the map.

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SF1 Total Population



DP Total Population



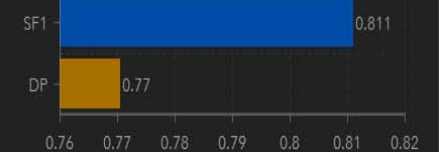
SF1 Median Age



DP Median Age



Sex Ratio



Age & Sex | Race & Ethnicity



# You Can Help!





# Complete Your Census Form!

- Complete your Census form safely in your home.
- Challenge friends, family, neighbors, and complete strangers to do the same
- Join the social media Census party at #MakeNCCount and @NCCensus

An official website of the United States government [Here's how you know](#)

United States Census 2020

FAQ INSTRUCTIONS ENGLISH ▾

Address Verification Household Questions People Questions Final Questions

Please Log In

Use the materials we mailed to you or left at your door.  
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

-  -

Login

[If you do not have a Census ID, click here.](#)

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS

KREYÒL AYISYEN PORTUGUÊS 日本語

Build: 277abd4 | OMB No.: 0607-1006 | Approval Expires: 11/30/2021



# Complete Your Census Form By Phone!

## Language Support

The 2020 Census can be completed by phone in the below languages.

**English and Spanish Language Hours of Operation:** Customer Service Representatives are available every day from 7am to 2am Eastern Time on the following phone lines:

- English (for 50 states and Washington, D.C.): [844-330-2020](tel:844-330-2020)
- Spanish (for 50 states and Washington, D.C.): [844-468-2020](tel:844-468-2020)
- English (for Puerto Rico residents): [844-418-2020](tel:844-418-2020)
- Spanish (for Puerto Rico residents): [844-426-2020](tel:844-426-2020)
- TDD (Telephone Display Device): [844-467-2020](tel:844-467-2020)

**Non-English and Non-Spanish Language Hours of Operation:** Customer Service Representatives are available Monday through Friday from 8am to 10 pm Eastern Time on the following phone lines:

- Chinese (Mandarin): [844-391-2020](tel:844-391-2020)
- Chinese (Cantonese): [844-398-2020](tel:844-398-2020)
- Vietnamese: [844-461-2020](tel:844-461-2020)
- Korean: [844-392-2020](tel:844-392-2020)

<https://2020census.gov/ways-to-respond/responding-by-phone.html>



# MAKE NC COUNT

C E N S U S 2 0 2 0

## Contact

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