



# 2020 CENSUS SELF-RESPONSE WEEKLY HIGHLIGHTS

N E W S L E T T E R

*Featuring A Thank You Letter From  
Mr. George Grandy Jr. | Atlanta Regional Director*

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Mr. George Grandy Jr. - Atlanta's Regional Director

## ***A Special Thanks To North Carolina Counts!***

Hello, this is George Grandy Jr, Regional Director of the U.S. Census Bureau's Atlanta Region. I'm here today to thank Governor Roy Cooper, North Carolina Counts, Council of Governments, Governor's Liaison Bob Coats, municipal Complete Count Committees, tribal government Complete Count Committees, elected officials, municipalities, community organizations, and educators for your service as valued 2020 Census partners.

In reviewing the notes from my first meeting with Governor Cooper in June of 2017, it is noted that he committed the full weight of his office to raising awareness about the importance of the 2020 Census throughout the State of North Carolina. North Carolinian trusted voices heeded the call and went to work and brought us to this point.

Every decennial has its challenges, but we recognize that the 2020 Census had obstacles for which there were no precedents. Yet, during COVID-19 stay-at-home orders, you continued to work to urge your constituents to respond to the Census every day whether by phone, email, social media or through virtual meetings.

Words cannot express our gratitude for the ...

- Events you organized
- Speeches you made
- Messages you disseminated
- Flyers you distributed
- Press conferences you held
- Communities you engaged
- Myths you dispelled
- Texts you sent
- Op-eds you wrote
- Awareness you raised...and
- Staff hours you logged...just to name a few



Your understanding of the importance of local involvement to the success of the 2020 Census cannot be overstated. Each of you are the connector points that enable the Census Bureau to reach deep into every community and to carry the Census message to all households.

Thank you again for being an integral part of this remarkable, historic 2020 Census campaign. Your contributions have made a difference in the lives of so many North Carolinians. Those contributions will endure throughout the coming decade. You'll see it in your community's infrastructure renovation, healthcare services, emergency management, schools, senior centers, roadways, public transportation and in your public libraries. The significance that you gave to counting every person will mean every neighborhood in North Carolina will have the resources it needs to thrive. Thanks for choosing to be involved in the nation's largest civilian mobilization: the 2020 Census.

Sincerely,

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# NORTH CAROLINA

## 2020 Census Self-Response Weekly Highlights



U.S. Census Bureau Atlanta Region | Mr. George Grandy Jr. Regional Director

October 16, 2020



### CENSUS PUSH AT HOME BUYERS WORKSHOP

On Saturday, October 10th, the Census Bureau participated in a Home Buyers Workshop hosted by NC Works, Kingdom Community Development Corporation, and the City of Lumberton. During the event held at Robeson Community College, Census Bureau field and partnership staff hosted a Questionnaire Assistance table to engage with attendees, answer questions, and assist residents in completing their 2020 Census Questionnaire.

### WNC 2020 CENSUS PARTNERS IN THE NEWS

As Western North Carolina census staff and local community leaders continued their work to ensure a complete and accurate count, Buncombe County 2020 Census efforts were recently highlighted by WLOS Channel 13 News. As featured in the story, Transylvania County Manager Jamie Laughter stated "If our census is not accurate, then our tax dollars are not going to come back home. We want to make sure that those dollars are here to serve our citizens." Read the full article [here](#).

### CENSUS PUSH AT HOME BUYERS WORKSHOP

The Latin19 Coalition is a multidisciplinary group of healthcare providers, researchers, social workers, and community members who serve the Latinx and immigrant communities throughout Durham, Orange, and Chatham counties.

In addition to their work developing strategies to reduce the Latinx population's vulnerability to COVID-19, the coalition has sought ways to educate their clients on the importance of the 2020 Census and motivate these populations to be counted.

On October 7th, during their regional virtual meeting, the coalition discussed the upcoming census deadline and ways they could promote self-response and cooperation with census takers to their stakeholders and clients. Census Bureau Partnership Specialist Agustin Velasquez was on hand to aid in the discussion and answer questions.

National  
Self-Response

67.0%

North Carolina  
Self-Response

63.4%

North Carolina  
Total Enumeration

99.9%



# STATE OF NORTH CAROLINA RANKING BY COUNTY



## Self-Response Rate as of 10.16.2020

1 Union, North Carolina	74.7%	38 Wayne, North Carolina	62.3%	74 Anson, North Carolina	52.5%
2 Wake, North Carolina	73.1%	38 Gaston, North Carolina 38	62.3%	76 Washington, North Carolina	52.4%
3 Orange, North Carolina	72.8%	Burke, North Carolina	62.3%	77 Transylvania, North Caroli..	52.2%
4 Davie, North Carolina	71.1%	41 Surry, North Carolina	62.2%	78 Ashe, North Carolina	51.5%
5 Chatham, North Carolina	70.7%	42 Moore, North Carolina	62.1%	79 Yancey, North Carolina	50.8%
6 Lincoln, North Carolina	70.3%	42 Franklin, North Carolina	62.1%	80 Currituck, North Carolina	50.6%
7 Camden, North Carolina	70.0%	44 Durham, North Carolina	61.8%	81 Robeson, North Carolina	50.0%
8 Johnston, North Carolina	69.5%	45 Chowan, North Carolina	61.5%	82 Pamlico, North Carolina	49.5%
9 Guilford, North Carolina	69.2%	46 Wilkes, North Carolina	60.8%	83 Clay, North Carolina	48.9%
10 Catawba, North Carolina	68.7%	46 Harnett, North Carolina	60.8%	84 Bladen, North Carolina	48.8%
11 Iredell, North Carolina	68.3%	48 Pitt, North Carolina	60.7%	85 Duplin, North Carolina	48.7%
12 Granville, North Carolina	67.9%	49 Perquimans, North Carolina	60.4%	86 Cherokee, North Carolina	48.6%
13 Mecklenburg, North Caroli..	67.5%	50 Lenoir, North Carolina	59.5%	87 Warren, North Carolina	47.4%
14 Caldwell, North Carolina	67.1%	51 Hoke, North Carolina	59.4%	87 Northampton, North Caroli..	47.4%
15 Davidson, North Carolina	67.0%	52 Caswell, North Carolina	58.9%	89 Watauga, North Carolina	45.5%
16 Lee, North Carolina	66.7%	53 Edgecombe, North Carolina	58.5%	89 Tyrrell, North Carolina	45.5%
17 Alexander, North Carolina	66.5%	54 Pender, North Carolina	58.2%	91 Carteret, North Carolina	45.0%
18 Alamance, North Carolina	66.4%	55 Martin, North Carolina	58.0%	92 Alleghany, North Carolina	44.1%
19 Person, North Carolina	66.3%	55 Beaufort, North Carolina	58.0%	93 Montgomery, North Caroli..	41.3%
20 Henderson, North Carolina	65.9%	57 Onslow, North Carolina	57.7%	94 Macon, North Carolina	40.7%
20 Forsyth, North Carolina	65.9%	58 McDowell, North Carolina	57.6%	95 Hyde, North Carolina	39.5%
22 Yadkin, North Carolina	65.6%	59 Vance, North Carolina	57.3%	96 Swain, North Carolina	36.9%
23 Nash, North Carolina	65.5%	59 Greene, North Carolina	57.3%	97 Jackson, North Carolina	36.7%
24 Rowan, North Carolina	65.4%	61 Polk, North Carolina	57.1%	97 Dare, North Carolina	36.7%
25 Pasquotank, North Carolina	65.2%	62 Haywood, North Carolina	57.0%	99 Graham, North Carolina	34.4%
25 Craven, North Carolina	65.2%	63 Scotland, North Carolina	56.6%	100 Avery, North Carolina	32.4%
27 Stokes, North Carolina	65.1%	64 Halifax, North Carolina	56.1%		
28 Rockingham, North Carolina	65.0%	65 Sampson, North Carolina	55.8%		
29 Stanly, North Carolina	64.5%	66 Madison, North Carolina	55.1%		
30 Cabarrus, North Carolina	64.4%	67 Rutherford, North Carolina	55.0%		
31 Randolph, North Carolina	64.1%	68 Mitchell, North Carolina	54.4%		
32 New Hanover, North Caroli..	63.9%	68 Jones, North Carolina	54.4%		
33 Buncombe, North Carolina	63.8%	70 Richmond, North Carolina	54.1%		
34 Cleveland, North Carolina	63.1%	71 Hertford, North Carolina	53.7%		
35 Wilson, North Carolina	62.7%	72 Brunswick, North Carolina	53.2%		
36 Gates, North Carolina	62.6%	73 Bertie, North Carolina	52.9%		
37 Cumberland, North Carolina	62.4%	74 Columbus, North Carolina	52.5%		

# STATE OF NORTH CAROLINA CONGRESSIONAL DISTRICTS



**George G.K. Butterfield Jr.**  
*District 1*  
58.8%



**George Holding**  
*District 2*  
71.1%



**Gregory Murphy**  
*District 3*  
56.2%



**David Price**  
*District 4*  
71.0%



**Virginia Foxx**  
*District 5*  
61.2%



**Mark Walker**  
*District 6*  
67.4%



**David Rouzer**  
*District 7*  
58.6%



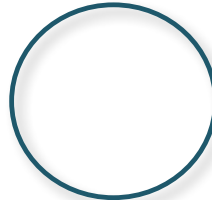
**Richard Hudson**  
*District 8*  
62.5%



**Dan Bishop**  
*District 9*  
65.7%



**Patrick McHenry**  
*District 10*  
63.8%



**Vacant**  
*District 11*  
56.6%

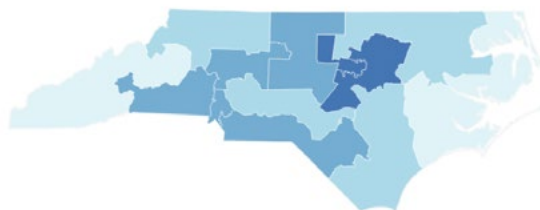


**Alma Adams**  
*District 12*  
65.8%

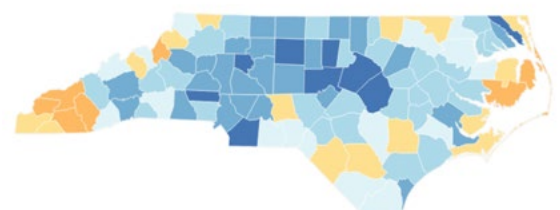


**Ted Budd**  
*District 13*  
67.9%

**Congressional**



**County**



A banner for World Statistics Day 2020. It features a dark blue background with a blurred image of a crowd of people. Overlaid on the left are several thick, diagonal blue and light blue bars. On the right, the text "WORLD STATISTICS DAY 2020" is displayed in white, with "STATISTICS" highlighted in a blue pill-shaped box.

## WORLD STATISTICS DAY 2020

### **Celebrating World Statistics Day 2020**

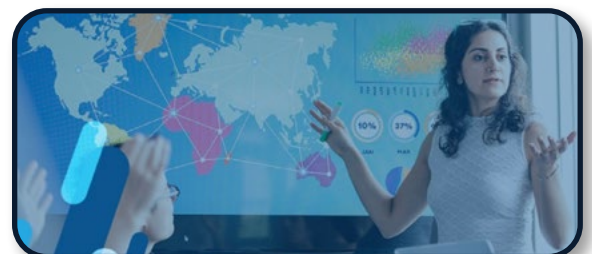
Every five years since 2010, World Statistics Day is celebrated around the world by the global statistical community. This World Statistics Day, we're joining the United Nations in honoring the importance of trust, authoritative data, innovation and the public good in national statistical systems. Tapping into this year's theme of "Connecting the world with data we can trust," we're highlighting ways the U.S. Census Bureau continually innovates and evolves to meet the needs of our complex world.

### **A Message from Director Dillingham**

Watch a special video message from Steven Dillingham, Director of the U.S. Census Bureau, celebrating World Statistics Day. The Director discusses critical data products, such as the Pulse Surveys, that help inform policy that advances and improves our world. Download our partnership toolkit to celebrate World Statistics Day on your social media channels.

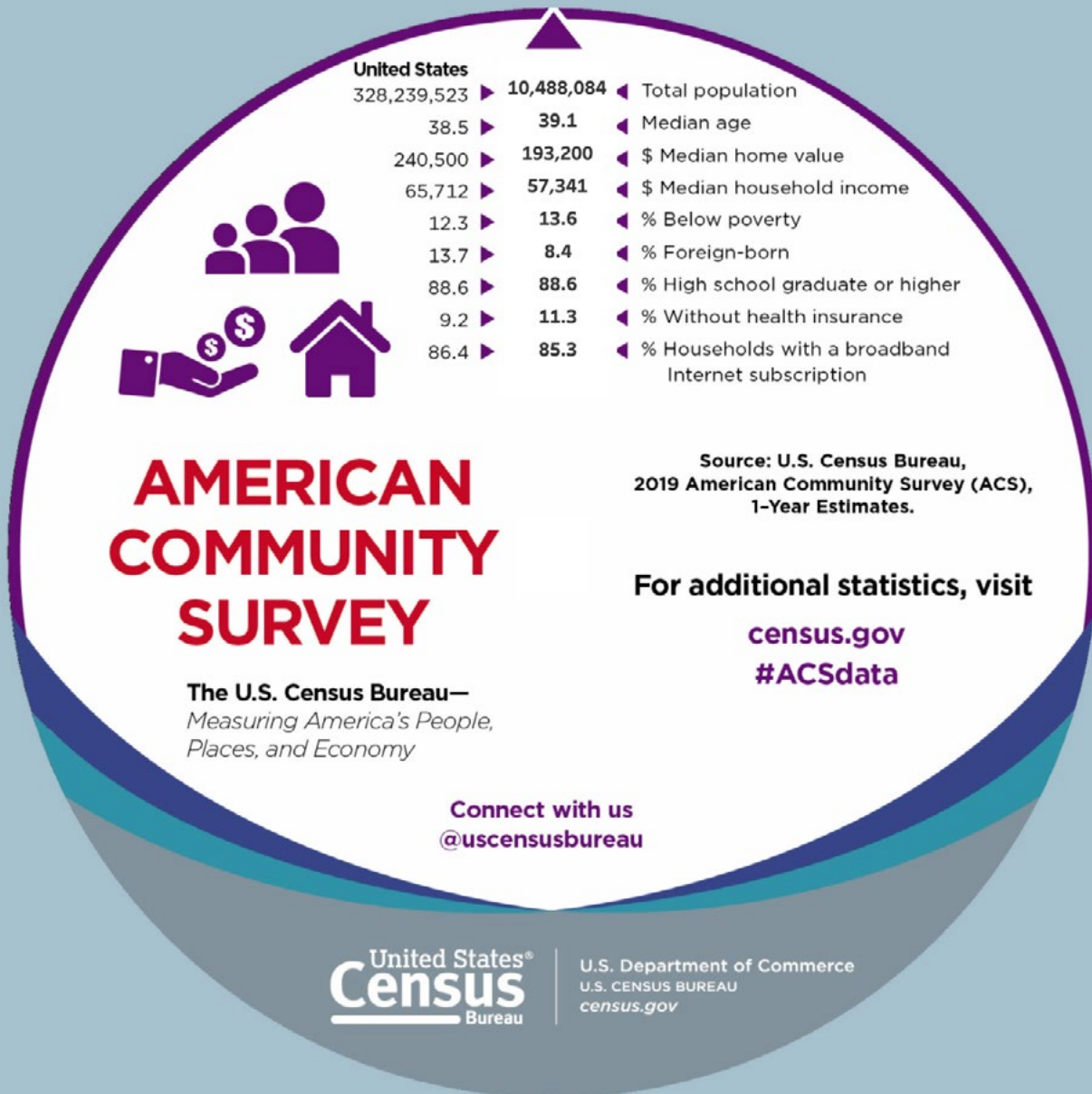
### **America Counts**

America Counts tells the stories behind the data. Weaving together relevant and timely statistics, the series offers compelling narratives about American families, housing, business, education, the economy, emergency preparedness, and the population. Read the recent America Counts story about World Statistics Day.





# North Carolina Population Estimates from the 2019 American Community Survey, 1-Year Estimates



## Related Information

### American Community Survey (ACS)

The American Community Survey is the premier source for information about America's changing population, housing and workforce.

VISUALIZATION | SEPTEMBER 26, 2019

### 2018 American Community Survey Data Wheel

Explore the popular ACS data wheel, updated with 2018 ACS 1-year estimates for states, congressional districts, and metropolitan statistical areas.

### Population

Our population statistics cover age, sex, race, Hispanic origin, migration, ancestry, language use, veterans, as well as population estimates and projections.

# 2020 Census Completion Rates: Frequently Asked Questions

## What makes up the 99.9 percent total response rate?

**As of October 16,<sup>1</sup> well over 99.9 percent of addresses nationwide have been accounted for in the 2020 Census,** with 67.0 percent accounted for through self-response online, by phone or by mail, and 32.9 percent accounted for through our Nonresponse Followup (NRFU) operation. The self-response rate is higher than the final self-response rate for the 2010 Census. Over 99.9 percent of addresses have been resolved in 49 states, plus the District of Columbia and Puerto Rico. The remaining state, Louisiana, was 99.0 percent complete as of October 16.

**The majority of occupied housing units in the NRFU operation were completed by a census taker interviewing a member of the household.** The balance were completed by interviews with proxy respondents or using high-quality administrative records.

**As of October 16, approximately 24.1 percent of occupied housing units in the NRFU workload have been enumerated by proxy response, which is similar to the 2010 rate.** As we continue to resolve cases and remove duplicate responses during data processing, we expect the 2020 final proxy rate to stay about the same or potentially decrease. (See below for more on the use of enumeration by proxy.)

**As of October 16, approximately 5.6 percent of addresses nationwide have been completed using high-quality administrative records, which is 13.9 percent of the NRFU**

**workload.** We use administrative records when census taker efforts to contact the housing unit are unsuccessful and our analysis shows very high confidence the administrative records are complete and correct. Completing 13.9 percent of the NRFU workload using administrative records is much lower than our expected 22.5 percent of cases with high-quality administrative records that would have been used if the first visit was not a successful enumeration or a self-response was not received. The use of administrative records to enumerate nonresponding households and resolve addresses is one of the Four Key Innovation Areas in the 2020 Census, and part of our 2020 Census Operations Plan.<sup>2</sup> (See below for more on the use of high-quality administrative records.)

## How many enumerations were completed by proxy?

Each decade, the census uses “proxy responses” to account for some addresses that do not respond to the census. If census takers can’t get a response directly from a household after three visits (except where high-quality administrative records are available), they try to get information about the address from a proxy such as a neighbor, landlord, or building manager. Because COVID-19 delayed the start of census taker visits, we anticipated that we might need significantly more proxies this decade. However, we are pleased to report that the proxy rate is actually similar to the 2010 proxy rate. The 2010 Census Nonresponse Followup Operations

<sup>1</sup> Data collection ended on October 15. The October 16 data reflects additional responses that have been processed, particularly the resolution of online responses submitted without a Census ID.

<sup>2</sup> 2020 Census Operational Plan, Version 4.0, Issued December 2018 at <<https://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020-oper-plan4.pdf>>.

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For more information:  
**2020CENSUS.GOV**

D-FS-GP-EN-043  
Updated 10/19/2020

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Assessment Report<sup>3</sup> notes that 23.8 percent of the Nonresponse Followup interviews for occupied housing units were conducted using proxy respondents. As of October 16, approximately 24.1 percent of occupied housing units in the NRFU workload have been enumerated by proxy response, which is similar to the 2010 rate. We will provide a final proxy rate for the 2020 Census once we finish collecting and processing the data, as the U.S. Census Bureau has done for prior censuses. As we continue to resolve cases and remove duplicate responses during data processing, we expect the 2020 final proxy rate may even decrease.

### **How many enumerations were completed by use of administrative records?**

This decade, a new and advanced feature of the 2020 Census design is the use of high-quality administrative records, when available, to count people who do not self-respond to the census. These include Internal Revenue Service (IRS) records, Medicare and Medicaid records, Social Security Administration information, and 2010 Census data. If a household doesn't respond after one or more census taker visits, we check to see if these data sources can provide the same information for that address. We use these existing data sources only if we are confident of their quality and accuracy for that household. Otherwise, we continue to visit the household and, if necessary, try to get information about the address from a neighbor.

**As of October 16, approximately 5.6 percent of addresses nationwide have been resolved using high-quality administrative records, which is 13.9 percent of the NRFU workload.**

### **What was the enumeration rate on American Indian and Alaska Native (AIAN) lands?**

As of October 16, we have completed 99.77 percent of the NRFU workload on AIAN lands.

We made progress even in areas closed due to COVID-19 by working with tribal leaders and coordinating permission for census takers to work on their lands or to do follow-up phone enumeration.

### **What quality measures do you provide to assess the accuracy of a decennial census?**

Each census, we produce coverage estimates<sup>4</sup> and conduct extensive assessments that we share with the public. We plan to do the same again following the 2020 Census; the completion rates are just early indicators.

There are two main ways of evaluating the quality of a census: comparing the results to other population totals and evaluating how well the process of conducting the census worked. As we do after every recent decennial census, the Census Bureau will share information from each method as it becomes available over the coming months and years. In terms of comparing the results to other population totals, the Census Bureau will produce estimates from Demographic Analysis in December 2020.

The Census Bureau is also currently conducting a Post-Enumeration Survey, which will give estimates of the undercount by demographic group and geography. The first results from this survey are expected in November 2021. Additional results are set to be released in February 2022. In terms of evaluating the process, the Census Bureau does extensive evaluations of how the census was conducted. These evaluations include data, such as the final proxy rate, that in many cases can be compared to previous decades.

We will release these evaluations as they become available; many won't be available until after the census response data has been processed.

<sup>3</sup> 2010 Census Nonresponse Followup Operations Assessment Report at <<https://www2.census.gov/programs-surveys/decennial/2010/program-management/5-review/cpex/2010-memo-190.pdf>>.

<sup>4</sup> More information about coverage estimates is available at <[www.census.gov/programs-surveys/decennial-census/about/coverage-measurement.html](http://www.census.gov/programs-surveys/decennial-census/about/coverage-measurement.html)>.



# THANK YOU!

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