

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire (or to respond by phone).
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

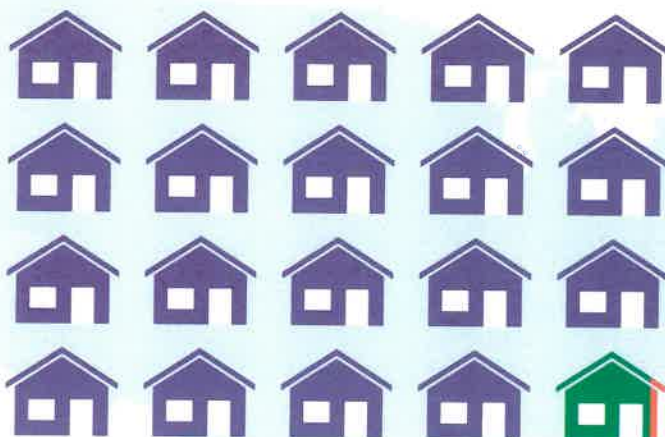
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Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

(This is separate from our follow-up efforts; census takers will visit all households that were invited to respond on their own and haven't.)

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

Ensuring Rural Counts:

THE 2020 CENSUS AND RURAL NC



ABOUT THE 2020 CENSUS

Every 10 years, the federal government counts every person living in the U.S. through the decennial census. The census is a short, nine question survey, asking basic information about your household and the people who live in it.

Census data is important for all communities, but especially for rural North Carolina. The census determines political representation as well as funding for vital services like schools, infrastructure, and public safety.

For rural North Carolina to thrive, everybody has to be counted!

#RuralCounts In
2020

WHAT THE CENSUS MEANS FOR RURAL NC



FEDERAL FUNDING

North Carolina receives **\$16.2 billion** annually from census-guided federal programs. That's equivalent to **\$1,600 per person** annually in funding—the more people counted, the more money your community receives.

POLITICAL REPRESENTATION

With a complete count, North Carolina stands to gain an additional seat in the U.S. House of Representatives, increasing its representation from **13 to 14**. Census data is also used to redraw district lines for everything from congressional elections to local school board races.

COMMUNITY PLANNING & ECONOMIC DEVELOPMENT

Census data is used by businesses, local governments, and economic developers to determine what types of services are needed and where to invest resources.

MAPPING NC'S HARD TO COUNT

Within North Carolina's hard to count counties, populations with the highest risk of an undercount include:

- Children under age 6
- Minority populations
- Migrant populations
- Renters
- Seniors
- Homeless individuals



Visit ncruralcenter.org/category/census-2020 to learn more



RURAL COUNTS

HOW TO GET COUNTED

The census is now easier than ever before to complete. Invites to complete the census questionnaire will be mailed out in **mid-March 2020**, with options to respond online, by phone, or by mail.



If you have not responded to the census by May 2020, a census taker will be sent to your house to collect your information in person. If you have questions about completing your census form, **call 1-800-923-8232** or visit **www.2020census.gov**.

LANGUAGE ASSISTANCE IS AVAILABLE

The census will be printed in English and Spanish. In addition, telephone and online responses are available in 13 languages. Guides and glossaries will be available in 59 non-English languages and braille, and can be found at **www.2020census.gov**.

CENSUS PARTICIPATION IS SAFE

Census responses are confidential and protected by law. The Census Bureau cannot share an individual's answers with anyone, including federal, state, and local government agencies or immigration officials. Census responses can only be used for statistical analysis!

THE CENSUS WILL ASK:

The 2020 census asks for information regarding how many people are in your household, their names, and a phone number in addition to demographic information including age, sex, and race.

THE CENSUS WILL NOT ASK:

The 2020 census will not include questions regarding citizenship, social security numbers, or financial information.

GET INVOLVED TO ENSURE #RURALS

VISIT nccensus.org to get additional information and resources regarding the state-wide census efforts.

ENGAGE with your family, friends, neighbors, and community networks around why the census matters to them.

CONNECT with hard to count populations in your community to let them know about local census resources including public library and interpretation services.

SHARE information and resources with other in your community.