

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



Disaster Recovery Assistance



Housing & Section 8 Vouchers



Transportation & Roads



Education Funding



Local Infrastructure & Utilities



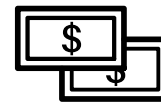
Public Safety



Economic Development



Community Development



And Much More!

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.

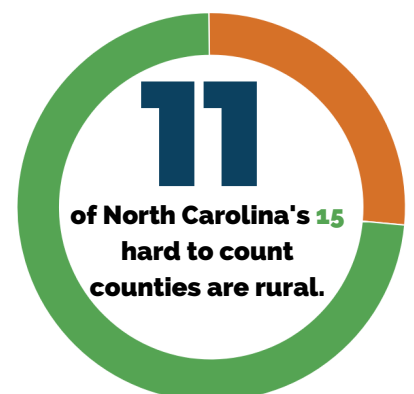
COMMUNITY PLANNING & ECONOMIC DEVELOPMENT

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:

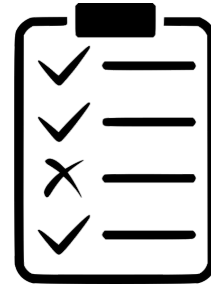
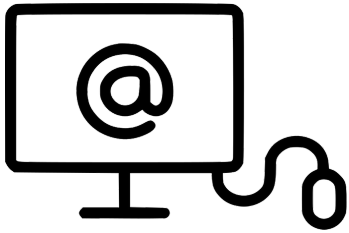
- Children under age 6
- Minority populations
- Migrant populations
- Renters
- Seniors
- Homeless individuals





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.