

Sample
Social Media
Challenge

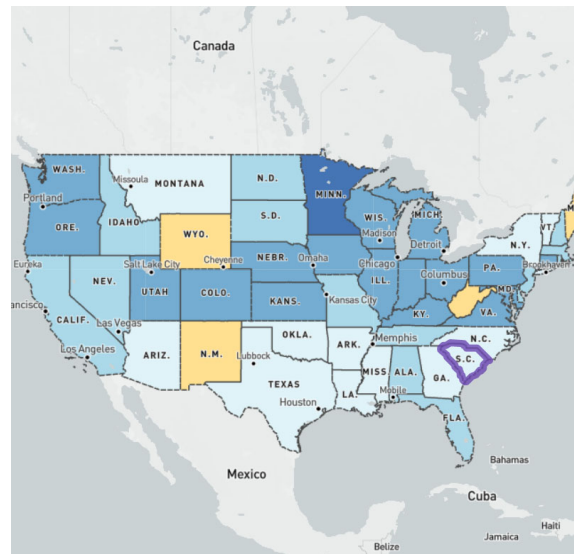
Census Basics

- All households should have received at least one invitation to participate in the census at this point.
- If the census was not completed by April 5, remaining households should have received a paper form by now.
- Households will receive up to 4 reminders to participate by mail.
- The US Census Bureau will not email you ever.
- Questions about a completed form may trigger a call from the US Census Bureau.
- Nonresponse follow up will be in person and will take place starting in June and through August 14 (may change).



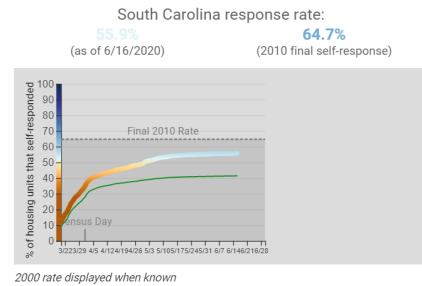
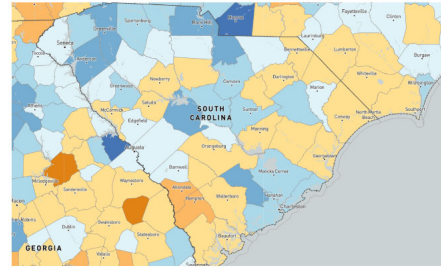
US Response Rates

- Self-response is the best way to participate
- In person outreach supports a complete count
- Self-response rates reflect estimated level of household participation, but not individual counts.
- Undercount is a concern across the country.



SC Response Rate

- SC is 42nd in response
- Similar trends to 2010 census
- Lowest response rate in the southeastern US
- Best understanding comes from drilling into county and tract level data



Response Rate By County

Highest Response Areas – 59% or higher

- York
- Lancaster
- Dorchester
- Lexington
- Anderson
- Greenville
- Kershaw
- Berkeley
- Spartanburg
- Greenwood

Lowest Response Areas – 46% or lower

- Hampton
- Allendale
- Dillon
- Clarendon
- Georgetown
- Jasper
- Williamsburg
- Horry
- Bamberg
- Saluda



It's On ALL of Us To Ensure a Complete Count

- Check out your community on the hard to count map. What is typical participation?
- Remember, the goal is COMPLETION.
- Thinking about the people in your community...
 - Who might not participate?
 - Why would they not complete the census?
 - What activities, events, or messages would increase their odds of completion?



To Do List

- Be certain to complete the census *yourself*.
- Ensure that each of your direct reports, co-workers, employees and contractors complete the census accurately.
- Ensure that your public-facing programs engage constituents in completing the census:
 - Educate the people you serve on the importance of census completion
 - Create space and incentive for completion
 - Remind them that someone will come to their residence if they don't self-respond



Take Aways

- Study the Hard To Count Map:
<https://www.censushardtocountmaps2020.us/>
- Don't wait to take action!
- Self-response is the key to a complete count.
- We are here to help! Email, text, or call.

Mary Dell Hayes, marydell.hayes@uwasc.org

