GUIDANCE FOR NC CENSUS 2020 RESPONSE TRACKER (DETAILED)

Data source: 2020 Decennial Self-Response Rates, U.S. Census Bureau
Update schedule: Mondays, March 23, 2020 through June 1, 2020
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This spreadsheet created by Carolina Demography for the NC Counts Coalition provides updates on real-time response rates to the 2020 Census within North Carolina. It will be updated each Monday starting on March 23, 2020 through June 1, 2020. This document provides additional context for the detailed North Carolina-specific reporting tool (**NC_Census_2020_Response_Detail**).

There are three data tabs in this spreadsheet: **State**, **County**, and **Tract.**

STATE
The **State** tab provides information for the overall 2020 Response Rate (**Col D**) for the time frame March 12, 2020 to the most recent update (**Col J**) for the United States overall and for each state. The 2020 Response Rate is broken down further into the percentage of households that have responded online (**Col E**) and the percentage of households that have responded by mail or phone self-response (**Col F**). We also provide historic self-response from the 1990 (**Col I**), 2000 (**Col H**), and 2010 (**Col G**) census and show how each state ranks in terms of 2020 self-response for the time period March 12 to the most recent update.

COUNTY
The **County** tab provides information for the overall 2020 Response Rate (**Col F**) for the time frame March 12, 2020 to the most recent update (**Col L**) for North Carolina (overall) and for each specific county. The 2020 Response Rate is broken down further into the percentage of households that have responded online (**Col G**) and the percentage of households that have responded by mail or phone self-response (**Col H**). We also provide historic self-response from the 1990 (**Col K**), 2000 (**Col J**) and 2010 census (**Col I**) and show how each county ranks in terms of self-response for the time period March 12 to the most recent update.

TRACT
The **Tract** tab provides information for the overall 2020 Response Rate (**Col G**) for the time frame March 12, 2020 to the most recent update (**Col K**) for each tract in North Carolina. The 2020 Response Rate is broken down further into the percentage of households that have responded online (**Col H**) and the percentage of households that have responded by mail or phone self-response (**Col I**). We also provide historic self-response from the 2010 Census (**Col J**) and show how each tract ranks *within its county* in terms of self-response (**Col F**) for the time period March 12 to the most recent update.

We also provide detailed data at the census tract level. **Columns L-Q** detail how households in that particular tract were invited to participate in the Census (e.g. whether they received bilingual invitations, Internet-first invitations, or paper questionnaires along with an invitation to responds online).

Each census tract in the country is classified by an audience segment (**column R**). The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond. In-depth descriptions of each segment are available below.

2020 Census Audience Segments

Segment	Where are they?	Who are they?	Predicted Response Rate	Predicted Online Response
Responsive Suburbia	Suburban neighborhoods with single family homes	High median HH incomes, high % married, high % college-educated	High	High
Main Street Middle	Small towns and less dense neighborhoods around urban centers	Less diverse, higher % 65+ than US average	High	Average
Country Roads	Rural areas surrounding small towns and outside suburbs of major cities	High % owner-occupied housing, lower median HH income, lower % college-educated	Slightly below-average	Below-average
Downtown Dynamic	Densely populated metro centers	High median HH incomes, high % college-educated, high % 25-44, average % foreign-born	Slightly below-average	High
Student and Military Communities	Near college campuses or military bases	Majority population ages 18-24, high % college-educated, high % renter, above average % group quarters	Below-average	High
Sparse Spaces	Rural areas	High % owner-occupied, low % internet, high % 45+	Below-average	Below-Average
Multicultural Mosaic	California, Texas, New Mexico, Florida, and some urban areas	High % foreign-born, low % college-educated, majority Hispanic	Low	Below-Average
Rural Delta and Urban Enclaves	Rural parts of southeastern US and some urban areas	Low median HH income, low internet access, majority black	Low	Low

Household Data

Columns S-AB draw from the 2014-2018 American Community Survey and detail the total households within the Census tract (Col S), the percentage of renters within that tract (T), and the percentage of households classified as having limited English proficiency (U-Y). The overall share of households with limited English proficiency (Col U) is followed by households speaking primarily Spanish (V), other Indo-European languages (W), Asian and Pacific Island languages (X), and other languages (Y). Specific information about the classification of languages spoken at home is available on the Census Bureau Language Use page.

Information on household internet status is provided in columns Z-AB. The percentage of households that have access to broadband, dialup, or satellite internet with a home-based (not mobile-only) plan (Col Z), the percentage of households with cellular-only internet (AA), and the percentage of households with either no internet subscription or access (AB).

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Population Data

Information about the population within a tract is provided in **columns AB-AP**. The percentage of the population in households vs. group quarters ([definition](#)) is available in columns AD and AE. The percentage of undergraduate and graduate students in that tract is provided in column AF.

Columns AG-AP contain additional demographic details, including the percentage of the population under age 5 (AF), the racial/ethnic distribution (AH-AM), the percentage of the total population that is foreign-born (AN), the percentage of the total population that is foreign-born and a non-citizen (AO), and the poverty rate (AP).

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