

North Carolina's Changing Landscape

NC Rural Summit
March 15, 2021

Stacey Carless, Esq.
Executive Director
NC Counts Coalition
@nccounts

Rebecca Tippett, PhD
Director
Carolina Demography
@ncdemography

About Carolina Demography: What we do

We help leaders throughout our state answer the question: **Where is North Carolina heading?**

Located within the Carolina Population Center at UNC-Chapel Hill, we use population-level data and other available research to provide context and perspective to people working to shape North Carolina's future.

About Carolina Demography: What we do



Data Acquisition

We know where to find relevant data and can translate complex information based on the questions you need to answer. (We can also help you determine what questions to answer.)



Custom Population Estimates and Projections

Using Stata, SAS and R, we can project populations or school enrollments that give insight into how your community will shift in the coming years.



Data Analysis and Interpretation

We can identify potential policy responses to demographic change and analyze the impact of current or proposed policies on specific populations.



Workshops, Trainings and Presentations

We convene and engage your stakeholders and decision-makers to facilitate understanding and dialogue and strengthen the capacity of your organization to communicate data-driven ideas.

We find and interpret data to help you make better decisions.

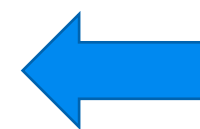
[Work with us](#)

Carolina Demography understands data

Located within the Carolina Population Center at UNC-Chapel Hill, we use population-level data and other available research to provide context and

North Carolina population growth 1990-2035





Welcome to our blog

Keep up with our latest demographic insights

North Carolina's Hispanic Community: 2020 Snapshot

By **Elizabeth Ordoñez** on 2.5.21 in **NC in Focus**

North Carolina's Hispanic population is now greater than one million people, with 1,026,000 residents in 2019. The state's Hispanic/Latino population grew from just over 75,000 in 1990 to 800,000 in 2010. Between 2010 and 2019, the U.S. Census Bureau estimates that North Carolina's Hispanic population grew by 226,000 new residents, an increase of 28.3%, faster than the growth of this population nationwide (19.6%). The Hispanic/Latinx communities in Mecklenburg County (153K) and Wake County (116K) comprise...

[Continue reading »](#)



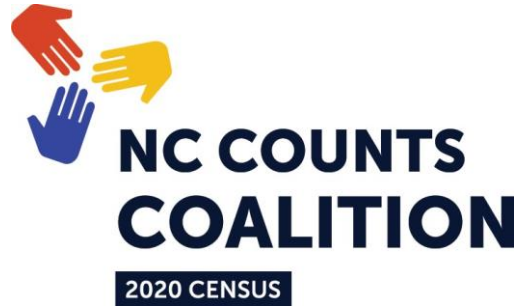
How to learn:

1) **Read our blog**
360+ blog posts

2) **Follow us on Twitter**
[@ncdemography](#)

3) **Ask us a question!**
"Contact us" or at
demography@unc.edu

4) **Subscribe to our newsletter**



2020 Census: NC Rural Center Assembly

Stacey L. Carless, Esq., Executive Director, NC Counts Coalition

Our Work

Umbrella Organization

- Connective Tissue
- Conveners, Connectors, Coordinators

Resource for Information and Best Practices

We will be the “go to” resource for 2020 Census information and planning in North Carolina, offering deep knowledge and solutions to address the root causes of undercounts in our communities. Our knowledge guides our work, strengthens our value, and supports our role in serving as a leader and resource to stakeholders, partners and the public. We will mobilize resources to ensure that every community is accurately counted.

Strategic Planners

We target our education and outreach to achieve the greatest amount of impact

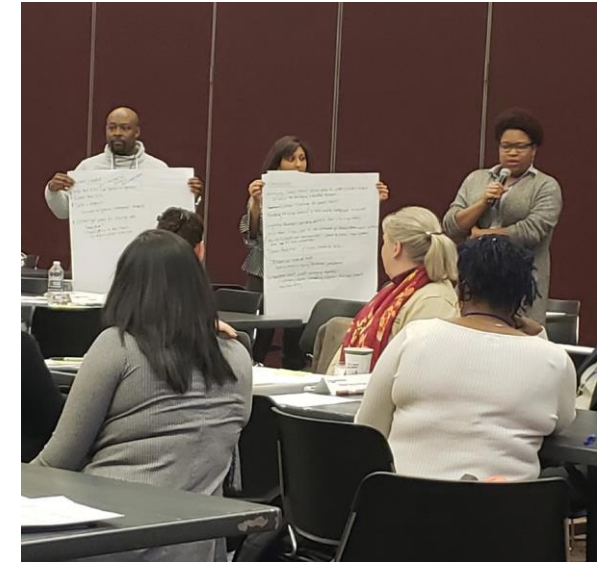
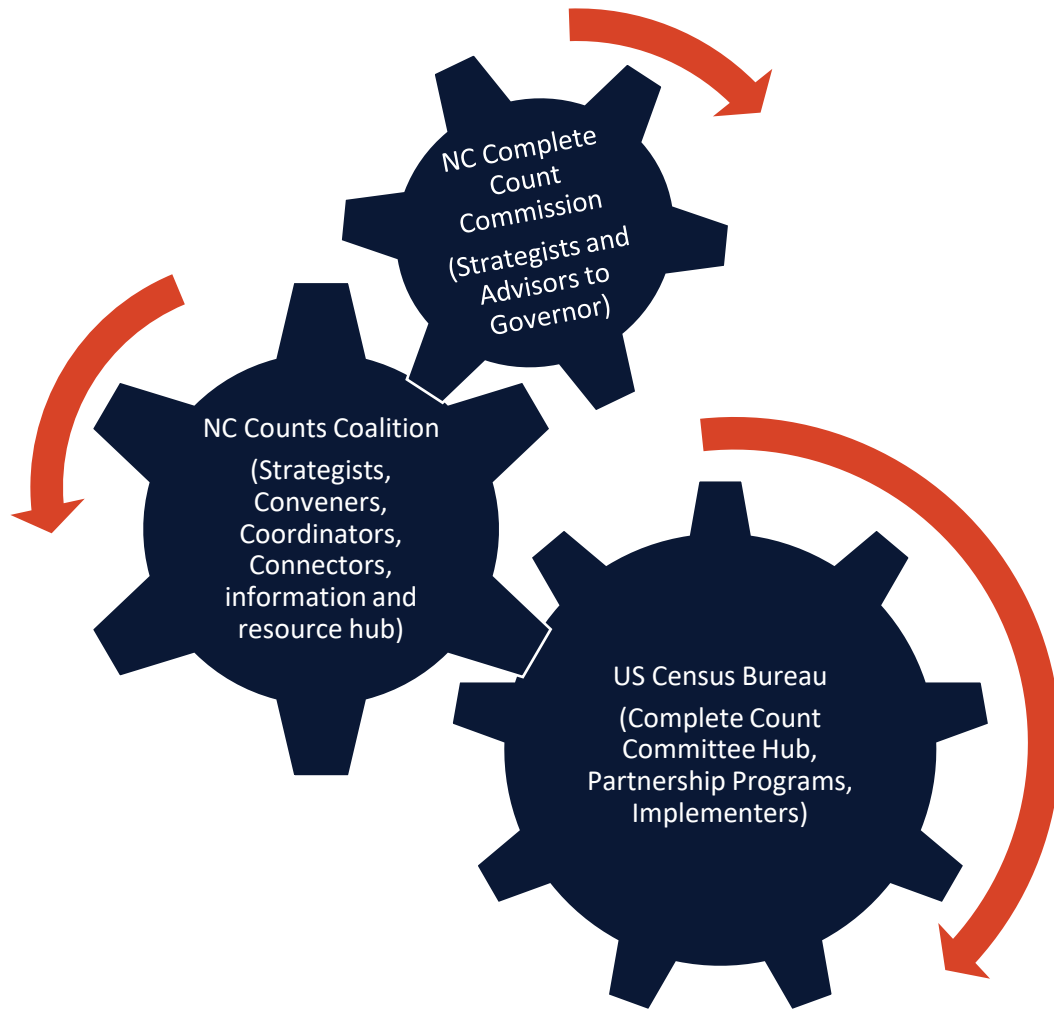
Our steps:

- 1) Identify HTCCs to see where we will be most effective
- 2) Identify stakeholders and partners (turn stakeholders into partners)
- 3) Ask our partners what they need to be effective
- 4) Provide partners with resources they need to be effective

Funding Hub

Create a community outreach grant program that expands the capacity of trusted messengers for Census mobilization that results in participation

Census Leadership Structure



Overview

1. What are the big demographic stories?
2. Census 2020
3. Redistricting
4. COVID-19 & demographic data

Getting to know you...

1) What sector do you represent?

- Non-profit
- Corporate
- Small business
- State government
- Local government
- Philanthropy
- Other

2) On a scale of 1-5, how knowledgeable are you about the census and how it impacts your community? (1 = "I know nothing"; 5 = "I'm an expert")

What are the big demographic stories?



Growth



Growth



Urbanization



Growth



Urbanization



Aging



Growth



Urbanization



Aging



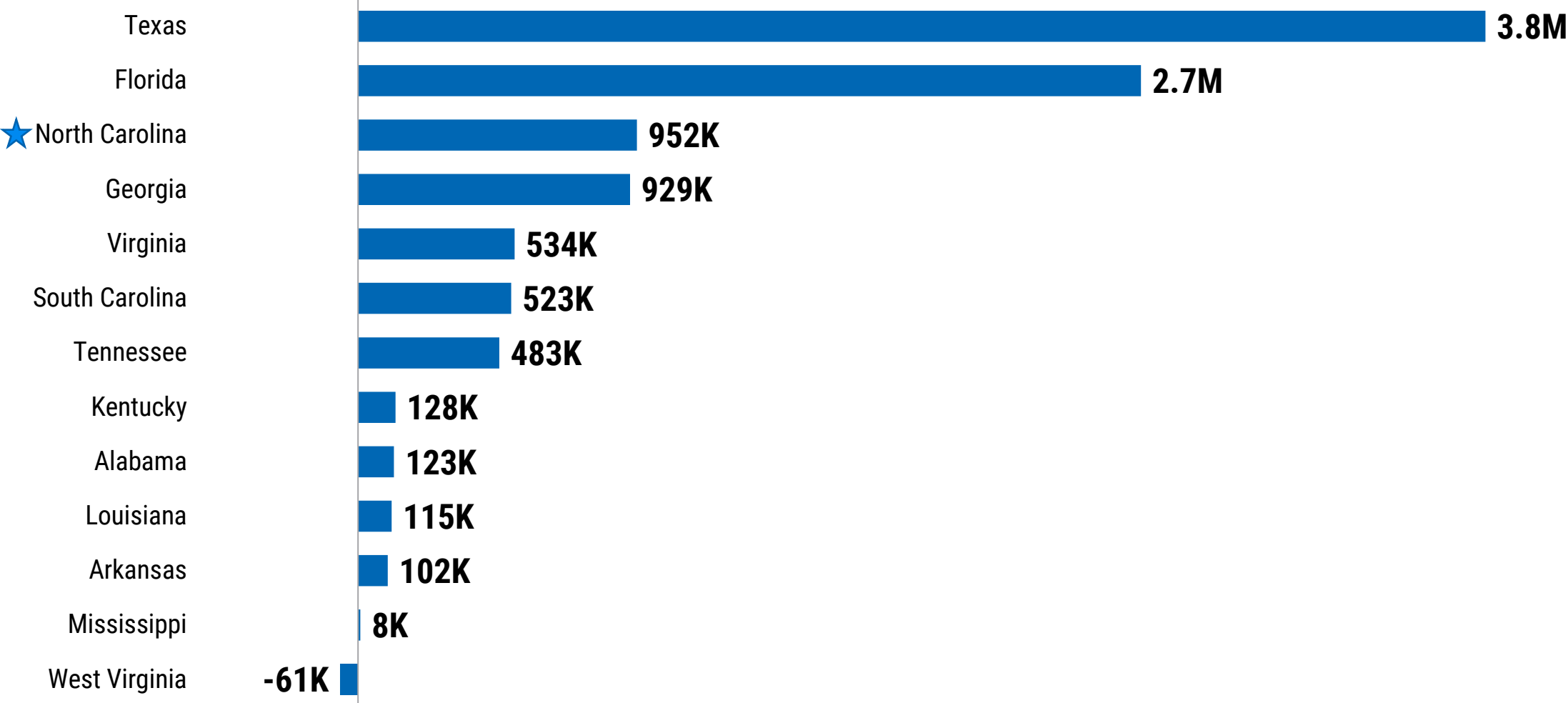
Diversity

+952K

new residents since 2010

NC growth 3rd largest among South, 4th nationwide

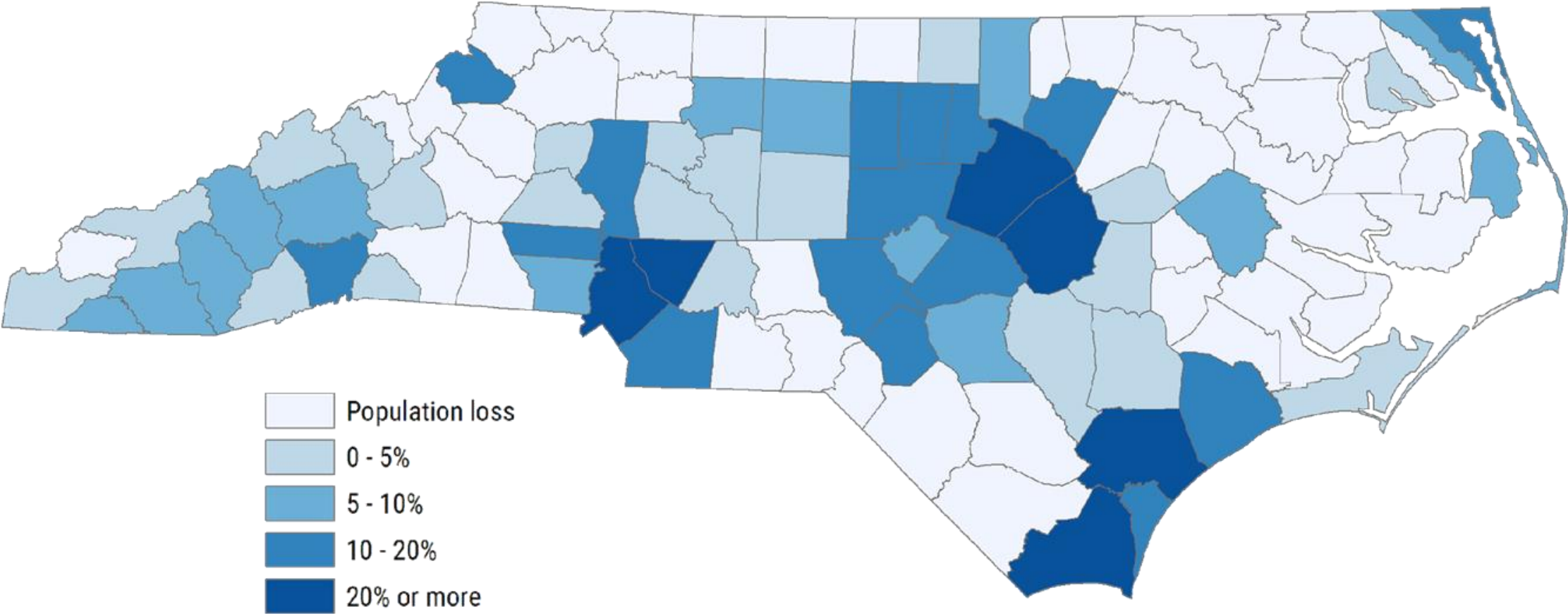
Numeric change in total population for Southern states, 2010-2019



Source: 2019 Population Estimates, U.S. Census Bureau

Charlotte, Triangle, and Wilmington drive NC growth

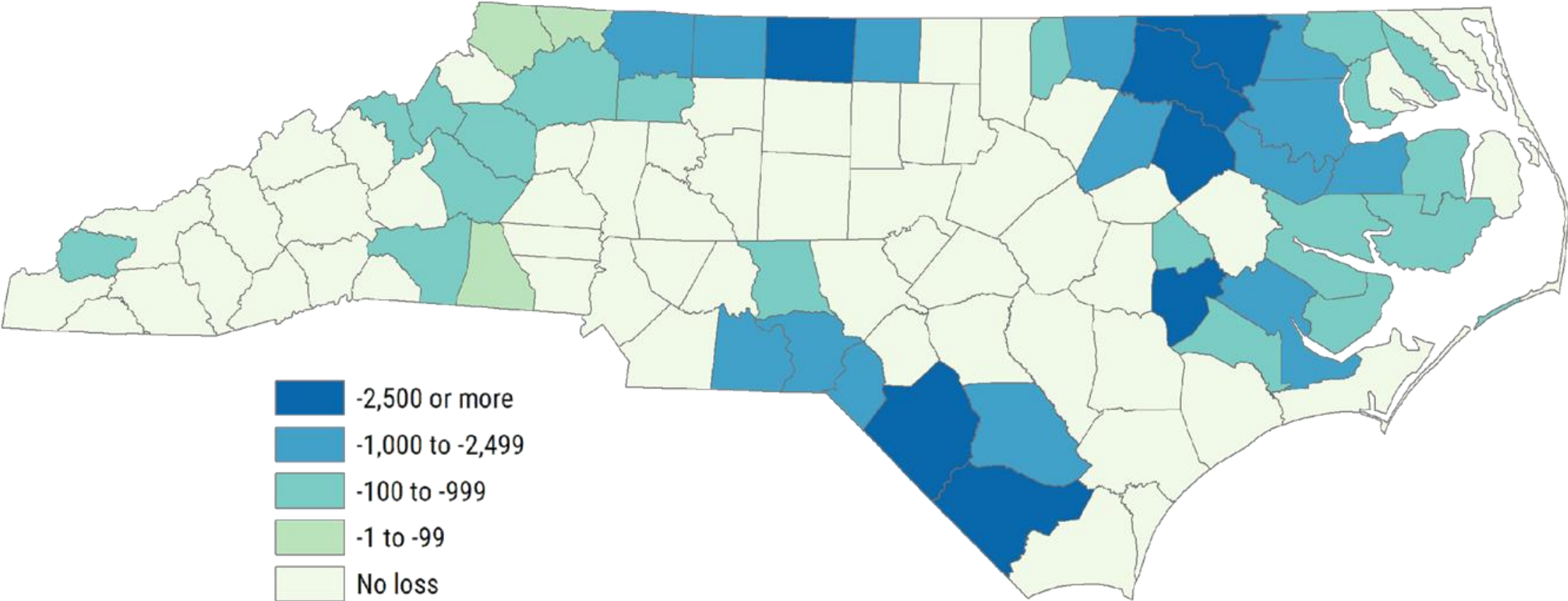
Percent change in population for NC counties, 2010-2019



Source: 2019 Population Estimates, U.S. Census Bureau

Largest population losses in Northeast, Sandhills

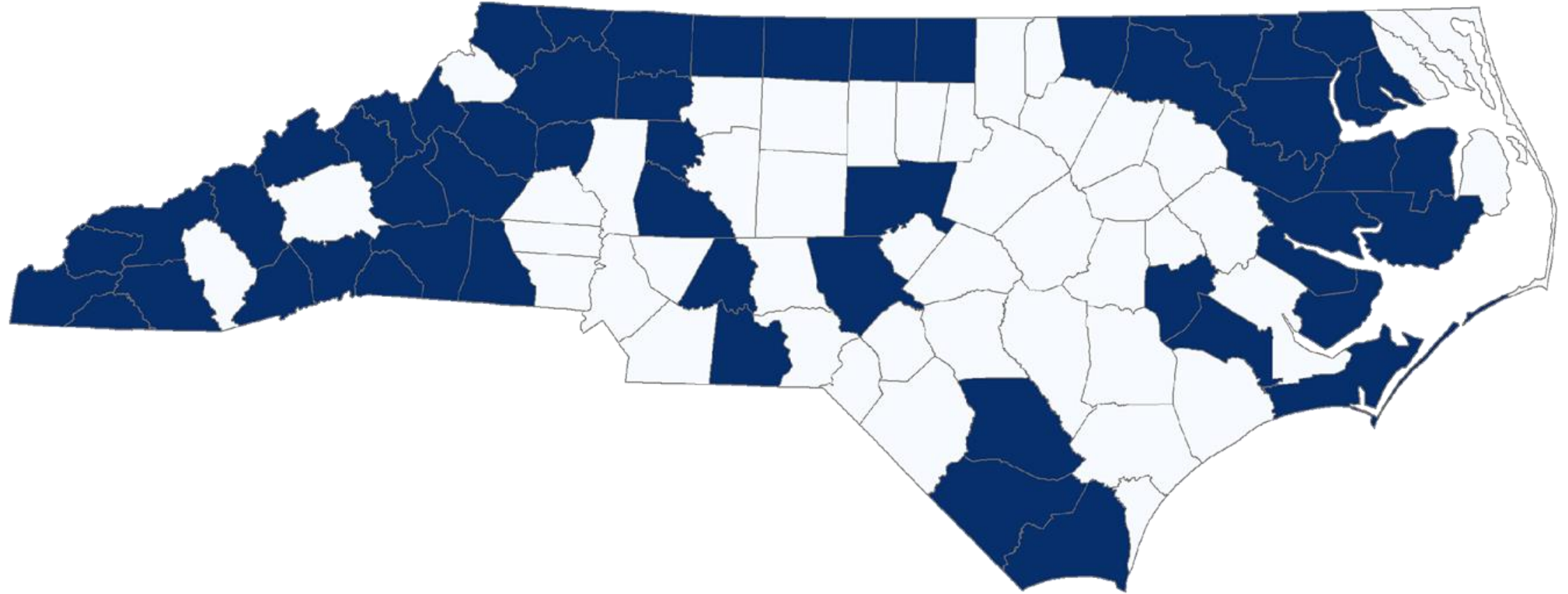
Numeric change in population for NC counties, 2010-2019



Source: 2019 Population Estimates, U.S. Census Bureau

54 counties with natural decrease

NC counties with more deaths than births, 2010-2019



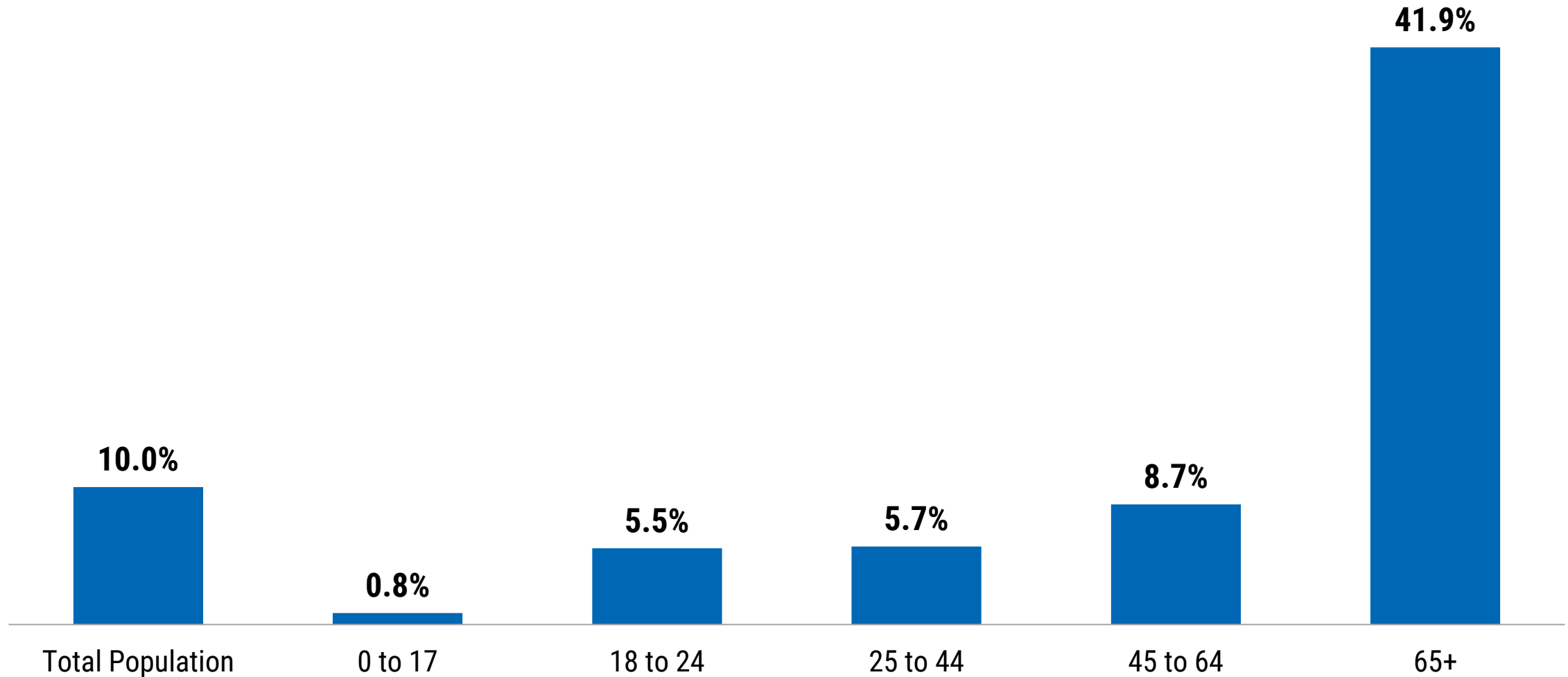


66%

of NC residents lived in an urban area
in 2010

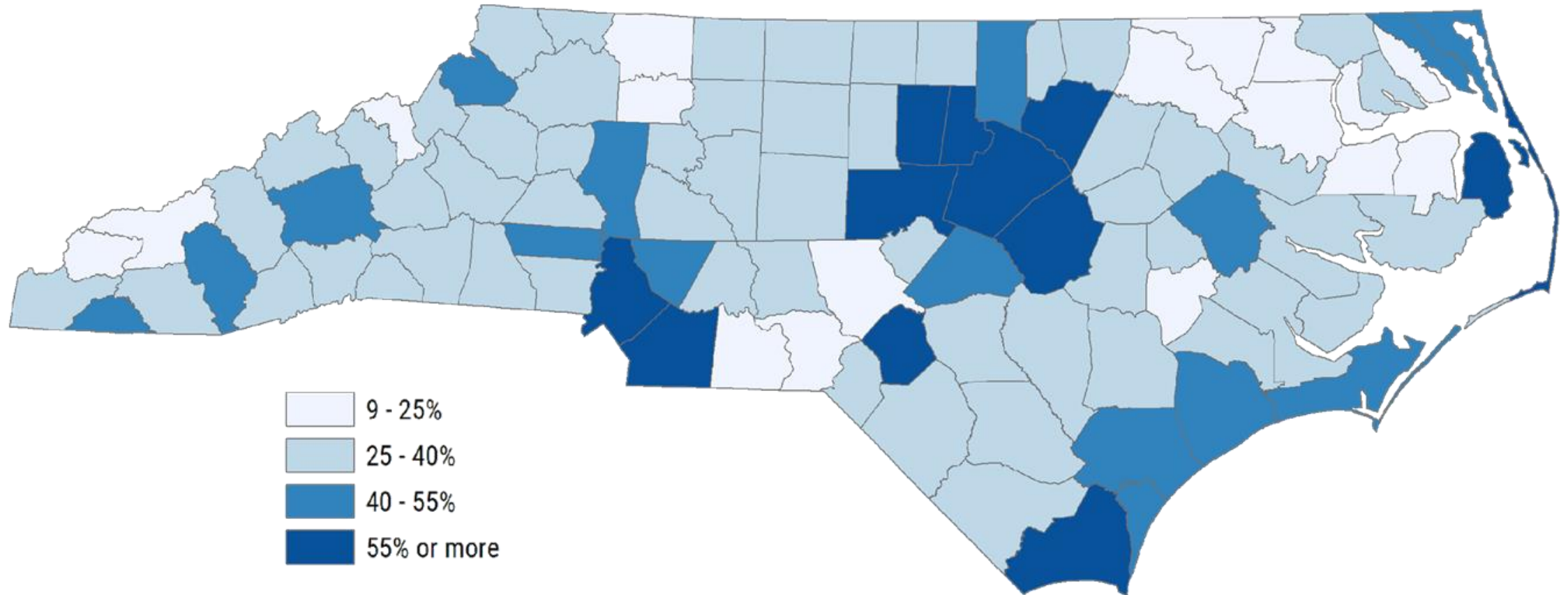
Population aging, retiree migration fuels 65+ growth

Percent increase in NC population, by age group, 2010-2019



All NC counties have more 65+ than a decade ago

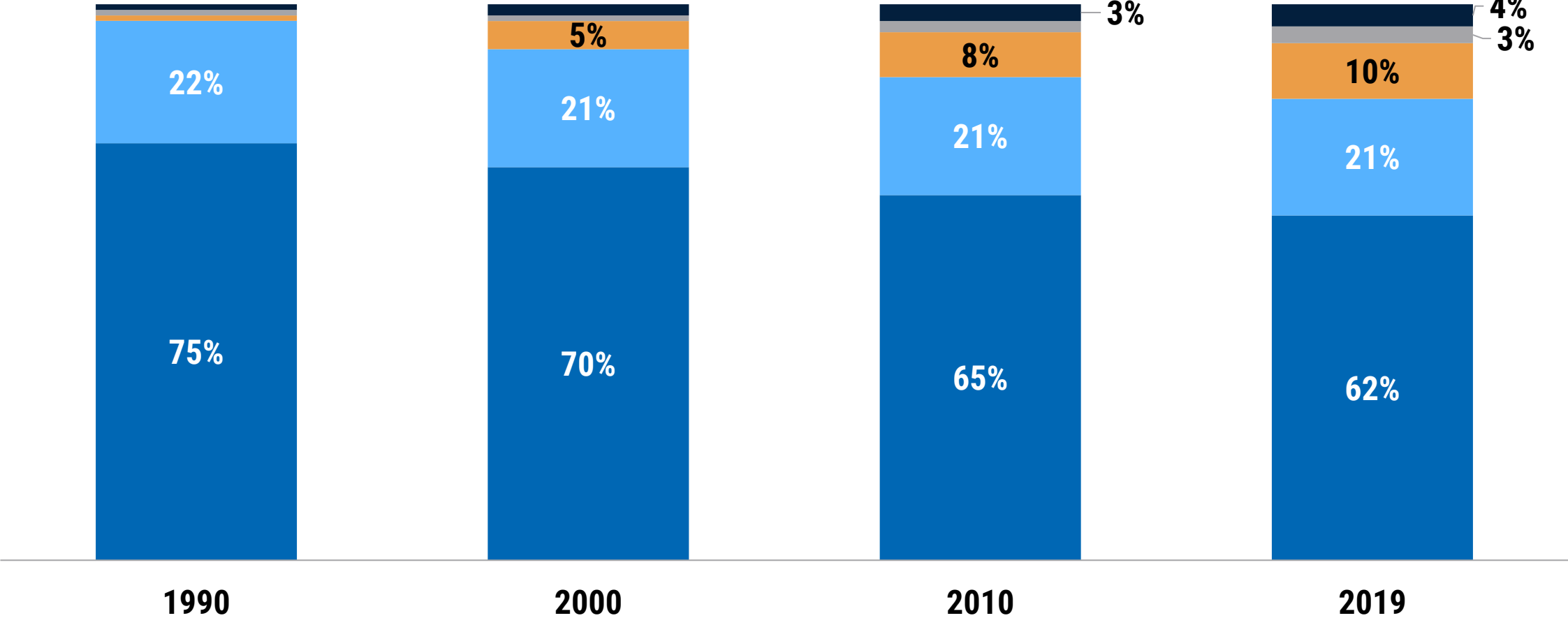
Percent increase in population age 65 and older, 2010-2019



NC population rapidly diversifying

Race/ethnic composition of North Carolina population, 1990-2019

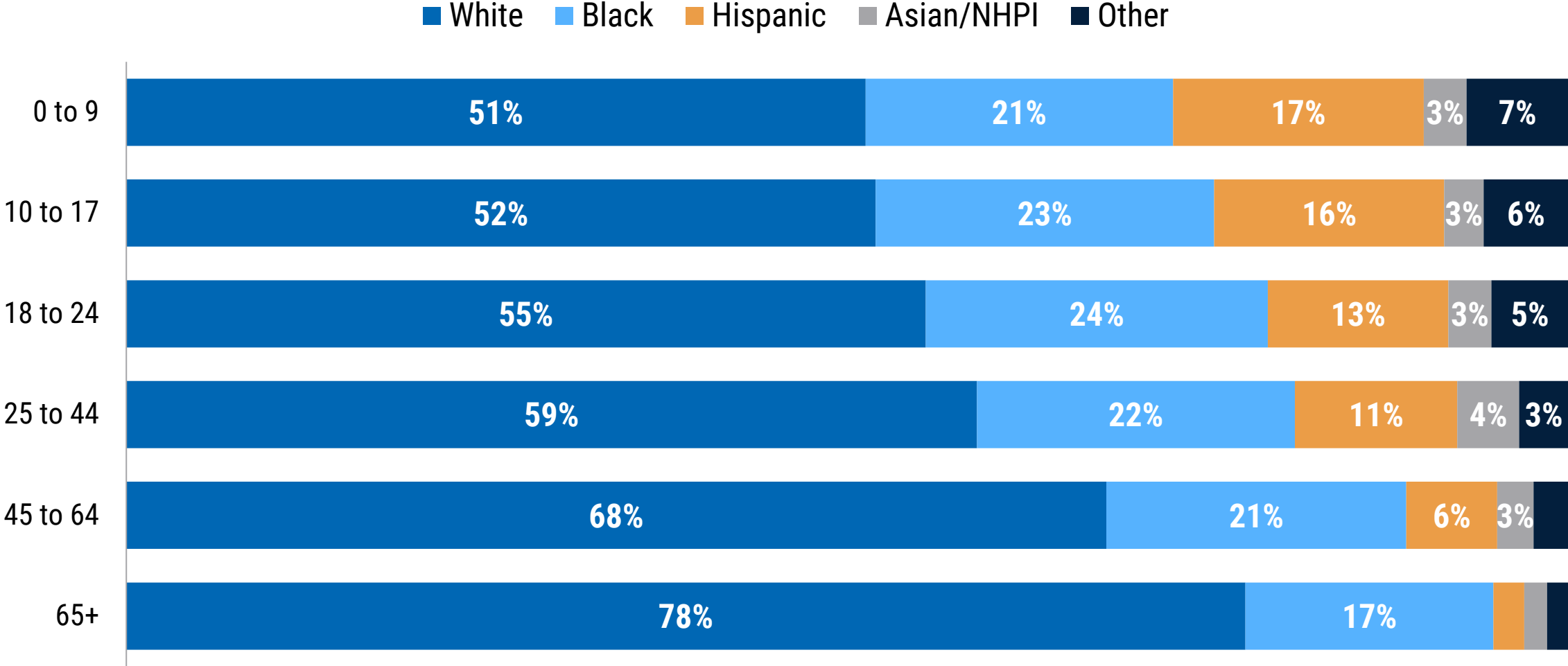
White Black Hispanic Asian/NHPI Other



Source: IPUMS-USA
Notes: Values of 2% or less are not labeled

Diversity highest among children, young adults

Race/ethnic composition of NC population, by age, 2019

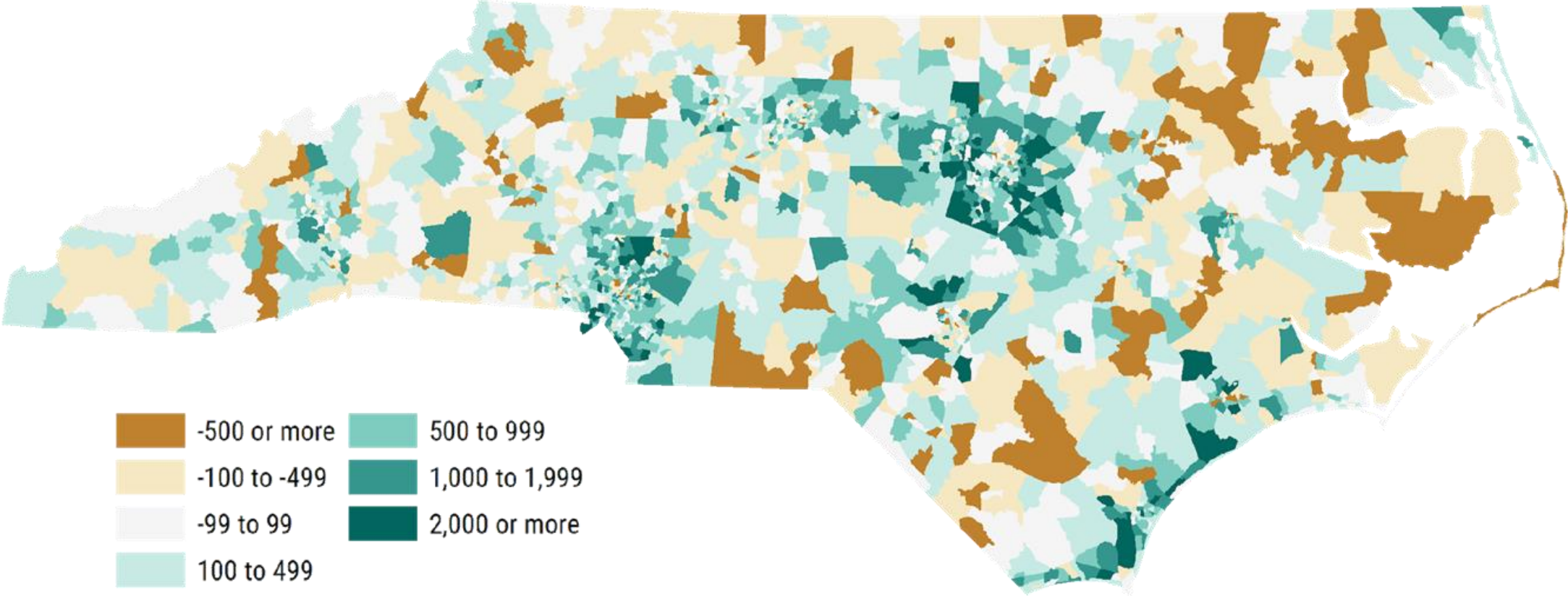


Source: IPUMS-USA

Notes: Values of 2% or less are not labeled

Largest losses in rural areas, urban cores

Numeric population change for NC census tracts, 2010 vs. 2019



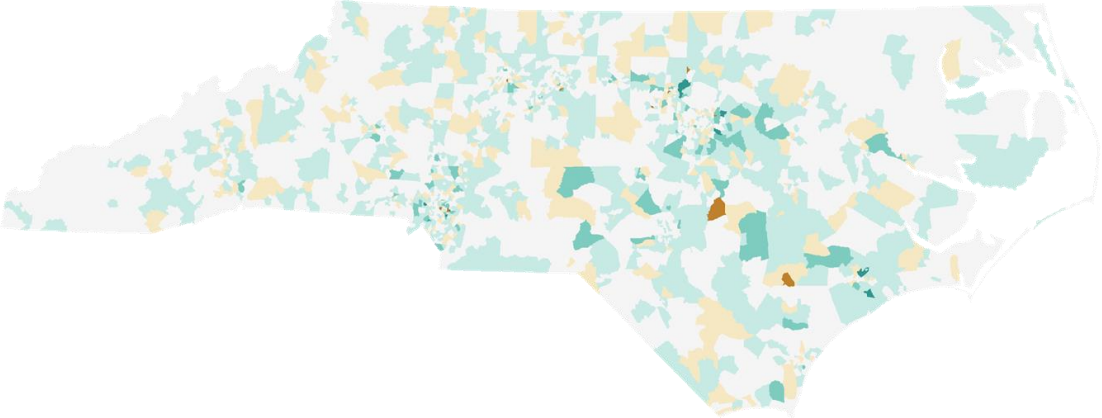
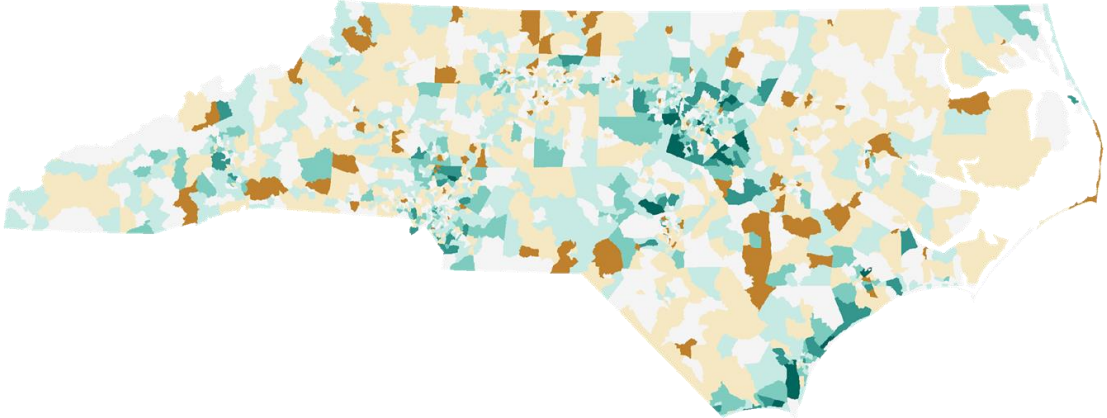
Source: 2010 Census and 2019 5-Year American Community Survey

Growth in Hispanic population buoys Eastern NC

Numeric population change by race/ethnicity for NC census tracts, 2010 vs. 2019

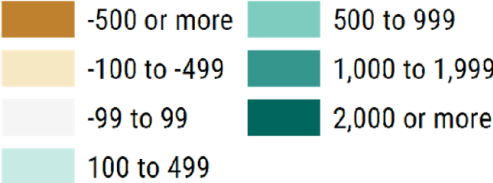
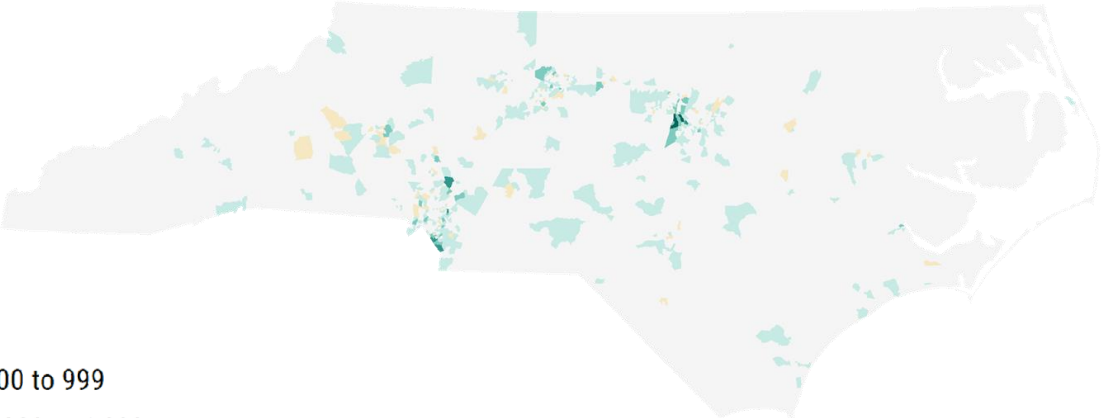
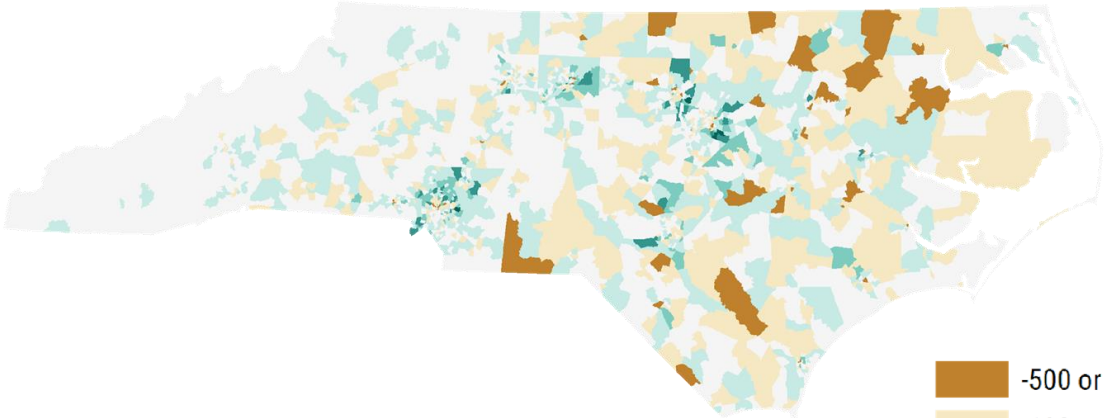
White

Hispanic



Black

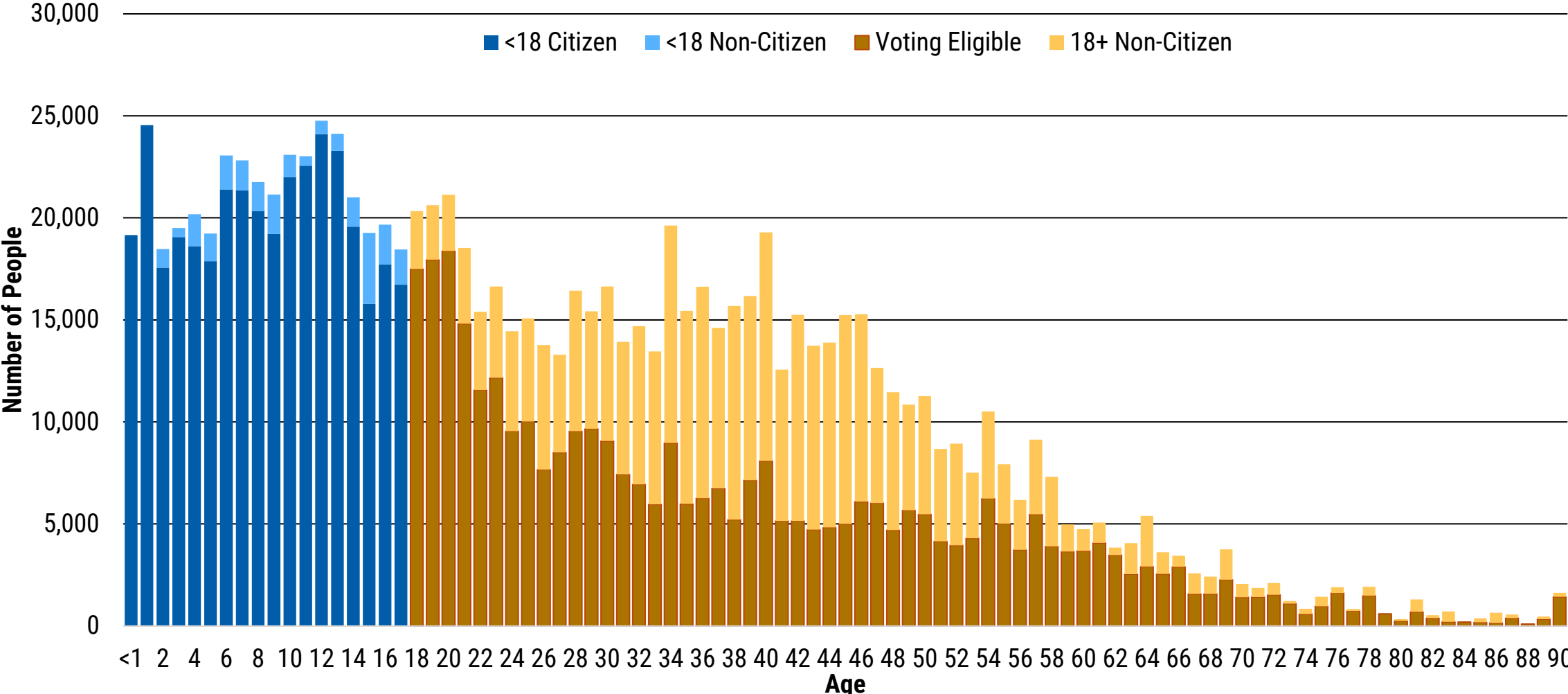
Asian



Source: 2010 Census and 2019 5-Year American Community Survey

Hispanic electorate will surpass 500K by 2030

NC Hispanic population by age and citizenship status, 2019



Source: 2019 American Community Survey, IPUMS-USA

When you hear the word
census, what comes
to mind?

2020 Census

WHAT IS THE DECENNIAL CENSUS?

The Census is a count of EVERYONE living in the United State, regardless of age, ethnicity or immigration status.
It takes place every 10 years.

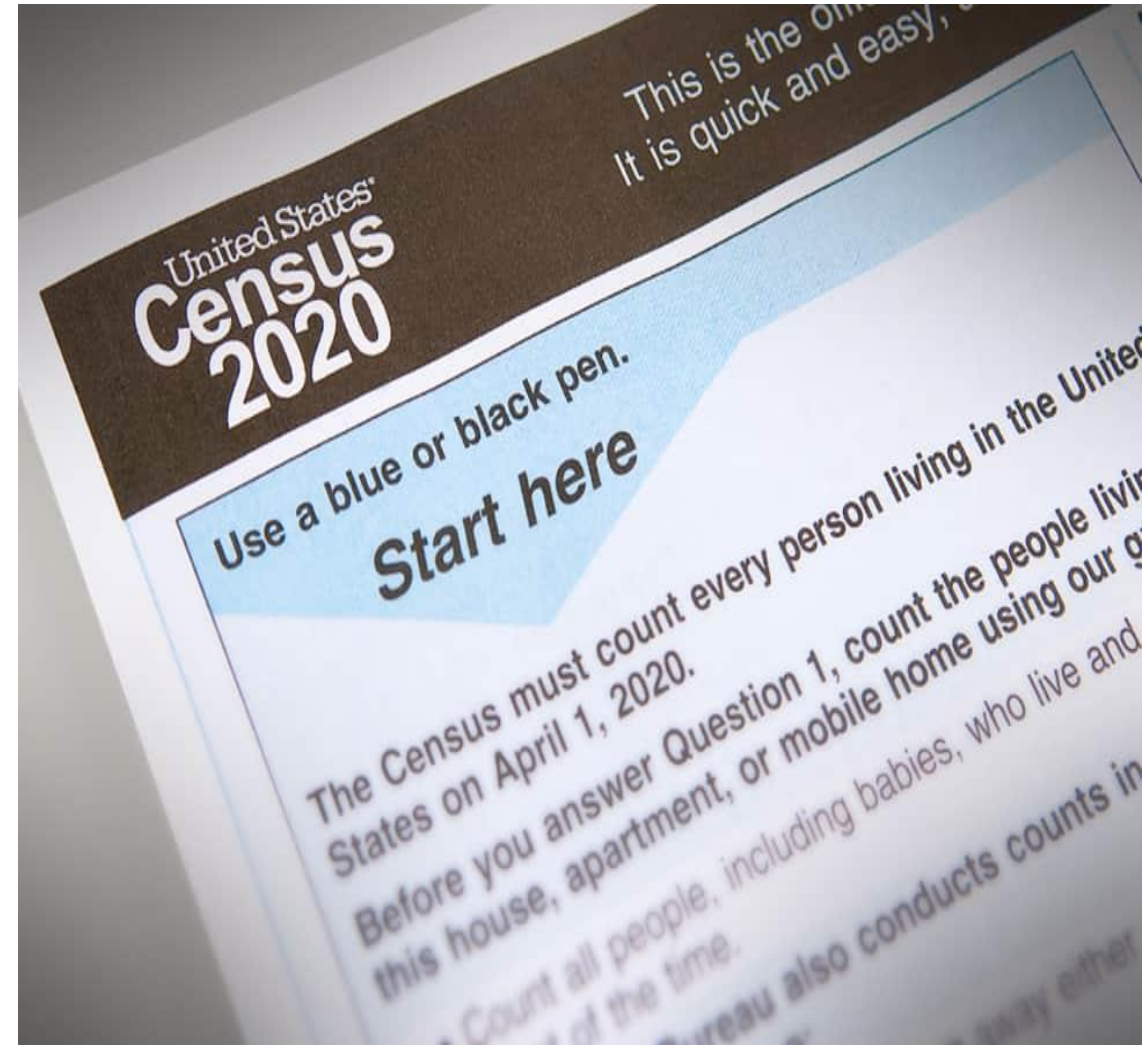


**Article I, Section II
US Constitution**

WHAT IS THE DECENNIAL CENSUS?

1. Address (Rent/Own home?)
2. Phone Number
3. Count of each person at that address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish origin?
9. Whether someone lives somewhere else
10. Relationship to others in household

There was no citizenship question on the 2020 Census





WHY ARE WE TALKING ABOUT THE

WHY DO WE CARE ABOUT

THE 2020 CENSUS?

\$1.5 trillion

A year

* George Washington Institute of Public Policy



- Redistricting
- Electoral College
- Congressional Representation



The Constitution calls for a head count of every person living in the U.S. once a decade.

The more residents included in your state's count, the more power it gets in the House of Representatives and the more of a say it has in who is in the White House. That's because:

 state population totals 
are used to reassign

the 435
House seats



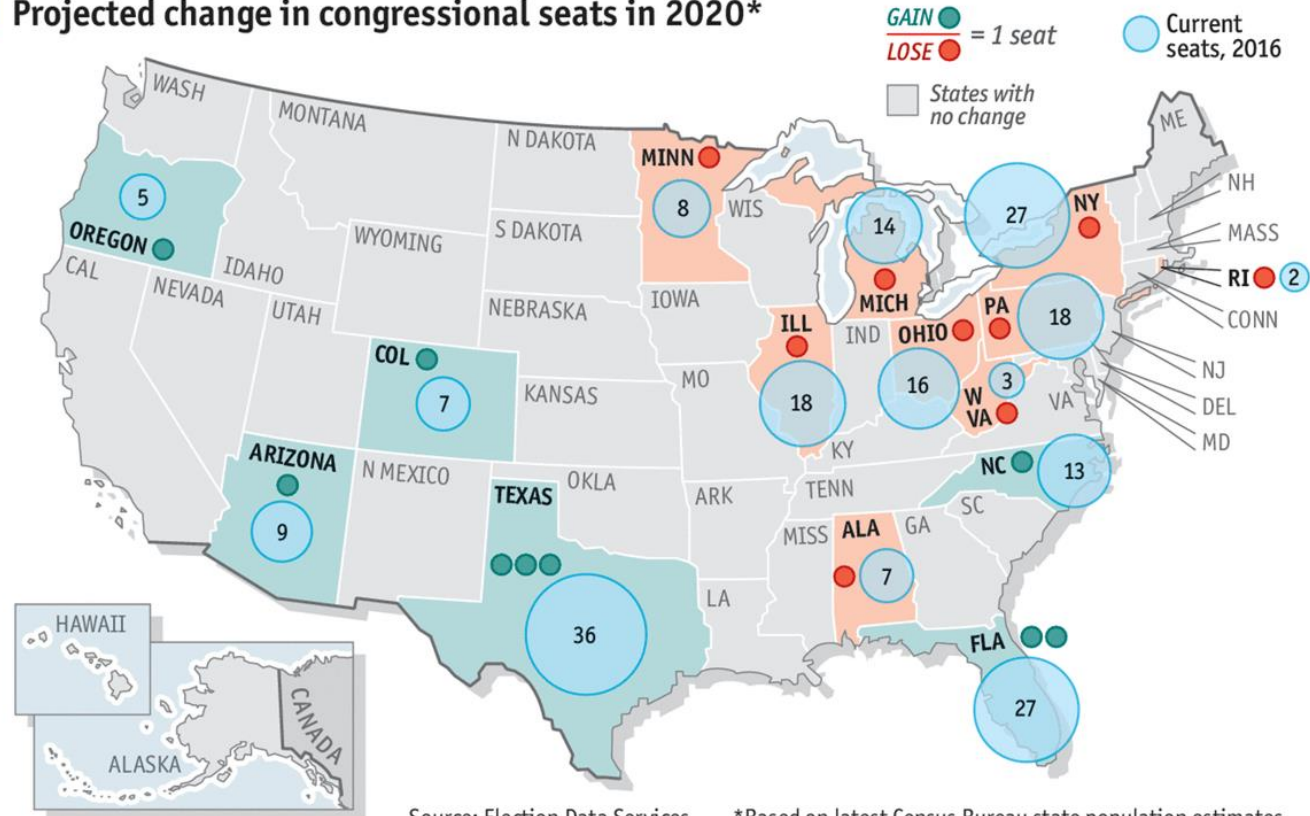
435 of the 538
Electoral College
votes



This process is called
congressional apportionment!

POLITICAL REPRESENTATION

Projected change in congressional seats in 2020*





Hansi Lo Wang
@hansilowang



Replying to @hansilowang

3. And here's my updated write-up on what Biden's census executive order means:



Biden Ends Trump Census Policy, Ensuring All Persons Living In U.S. Are Counted
President Biden has revoked Trump's policy of excluding unauthorized immigrants from a key count that the Constitution says must include the "whole number of ..."
[npr.org](https://www.npr.org)

11:00 PM · Jan 20, 2021 · TweetDeck

15 Retweets 25 Likes



Biden Ends Trump Census Policy, Ensuring All Persons Living In U.S. Are Counted

January 20, 2021 · 10:31 AM ET



HANSI LO WANG



Updated at 9:44 p.m. ET

Census advocates have been urging Biden to support extensions to the reporting deadlines that the bureau requested back in April after COVID-19 forced the agency to postpone in-person counting efforts. Sen. Brian Schatz, a Democrat from Hawaii who has been serving on the Senate appropriations subcommittee for the bureau, is expected to reintroduce legislation that would formally give the bureau more time.

"President Biden will ensure that the Census Bureau has time to complete an accurate population count for each state," Rice told reporters Tuesday.

Formal privacy?

Providing
accurate data



Safeguarding
individual privacy

Data	Quality		Bnae	Kegouqe
Dada	Qualitg		Vrkk	Jzcfkdy
Data	Qaality		Dncb	PrhvBln
Dzte	Qvality		Dncb	Prtnavy
Dfha	Quapyti		Tgta	Ppijacy
Tgta	Qucjity		Dfha	Pnjvico
Dncb	Qhulitn		Dzhe	Njivaci
Ntue	Quevdto		Dzte	Privacy
Vrkk	Zuhnvry		Dada	Privacg
Bnaq	Denorbe		Data	Privacy

What is the first word
that comes to mind
when you hear the word
redistricting?

Redistricting

Legislative Priorities

Election schedule changes due to census delay (eta September) and redistricting:

- Municipal Elections
- 2022 Primary
- 2-month process for geocode changes for filing and ballot styles
- Municipal filing currently set for July
 - Census data needed to address municipal district & ward elections (62 municipalities)
 - Other municipalities may require districts or wards
- Recommendations:
 - Move all 2021 municipal elections to 2022
 - Address redistricting
 - Reduce voter confusion
 - Reduce municipal expenses
 - Move 2022 elections to May 3 primary, July 12 second primary, and November 8 general



COVID-19 & demographic data

Work With Us

What questions do you have
about your community?

What data do you need to make
better decisions?



Email: demography@unc.edu



Twitter: [@ncdemography](https://twitter.com/ncdemography)



Web: demography.cpc.unc.edu



Thank You!

Stacey Carless, Esq.
Executive Director
NC Counts Coalition

Stacey@nccensus.org



@nccounts