State Level

Source: Gaston County Economic Development Commission
GASTON COUNTY

Gender

51.6%

48.4%

Source: U.S. Census Bureau
MARITAL STATUS

- **Married (except separated)**: 48.7%
- **Never Married (except separated)**: 27%
- **Divorced (except separated)**: 12%

Source: U.S. Census Bureau
AGE

15-34: 31.4%
35-44: 14.8%
45-54: 15.2%
55+: 25.8%

Source: U.S. Census Bureau
GASTON COUNTY

HOUSEHOLD SIZE

27.8%

35.7%

16.7%

19.8%

Source: U.S. Census Bureau
GASTON COUNTY

HOUSEHOLD INCOME

- $100,000 or more: 4.4%
- $35,000 to $50,000: 15.4%
- $50,000 to $100,000: 28.5%
- Less than $35,000: 42.0%

POPULATION GROWTH

+8.7% 2000-2010

Source: U.S. Census Bureau
Older People Living With Grandchildren: 2012–2016

Among older people, the foreign-born are more likely than the native-born to live with their grandchildren under the age of 18.

![Bar chart showing the percentage of older people living with grandchildren by age group and citizenship status.]

However, the native-born grandparents living with their grandchildren under 18 are more likely to be financially responsible for them.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Native-born</th>
<th>Foreign-born</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>3.6%</td>
<td>14.4%</td>
</tr>
<tr>
<td>65 to 69</td>
<td>4.9%</td>
<td>16.6%</td>
</tr>
<tr>
<td>70 to 74</td>
<td>4.1%</td>
<td>16.5%</td>
</tr>
<tr>
<td>75 to 79</td>
<td>3.2%</td>
<td>14.5%</td>
</tr>
<tr>
<td>80 to 84</td>
<td>2.3%</td>
<td>11.4%</td>
</tr>
<tr>
<td>85+</td>
<td>1.4%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

Source: 2012–2016 American Community Survey, [www.census.gov/acs/](http://www.census.gov/acs/). Connect with us @uscensusbureau
How Likely Would You Be to Fill Out the Census Form?

Survey average:
- Not at all likely: 2%
- Not too likely: 5%
- Somewhat likely: 25%
- Very likely: 38%
- Extremely likely: 30%

18-34:
- Not at all likely: 3%
- Not too likely: 10%
- Somewhat likely: 33%
- Very likely: 22%
- Extremely likely: 22%

35-44:
- Not at all likely: 2%
- Not too likely: 6%
- Somewhat likely: 30%
- Very likely: 27%
- Extremely likely: 32%

45-64:
- Not at all likely: 2%
- Not too likely: 4%
- Somewhat likely: 39%
- Very likely: 32%
- Extremely likely: 33%

65 and older:
- Not at all likely: 3%
- Not too likely: 4%
- Somewhat likely: 40%
- Very likely: 20%
- Extremely likely: 33%

Notes: All estimates were rounded so that the sum of estimates equals 100 percent.

Source: 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Public Use Microdata Sample
United States Census 2010

“It’s In Our Hands”
Partnership Approach for 2010

- Hiring & Training Partnership Staff (US Census Bureau)
- Reviewing of 2000 Return Rates
- Building Partnerships
  - Hard to Count Areas
  - Churches & Non-Profit Organizations
  - Local Government Agencies
  - Businesses
Hard to Reach Populations – 10 Special Initiatives

1. African Americans
2. Asians
3. Education K-12, College/Universities
4. Faith Based-SUMMIT
5. Persons with Functional Disabilities
6. Hispanic/Latinos
7. Native American – SUMMIT
8. Older Adults 65+
9. Rural Migrant Workers
10. Persons Experiencing Homelessness
2010 CENSUS: Proof of Performance in Gaston County

Strategies of the Partnership Program

Media Outreach

- Media Buys
- Op-ed Articles (Opinion editorial in local newspapers)
- Open house ceremonies
- News Releases/Media advisories
- Newsletters
- Reports

Complete Count Committee

- Establishing Local Groups
- Training Members
Strategies of the Partnership Program

• **Social Media** – Twitter, Facebook, Video Contest

• **Partner Support Program** - Direct Support, Special Initiatives

• **Questionnaire Assistance/Be Counted Sites**

• **Specialized Public Events** - Road Tour Kick off, CIAA, Big Forum, World Cup, NASCAR

• **March to the Mailbox** - Adopt low participation tracts, Neighborhood events
2010 CENSUS:
Proof of Performance in Gaston County

Proof of Our Performance

Review of Tract Data

• Same or a lower Census Mail Participate Rate
• Lowest Mail Participation Rate
• Hard to Count Scores
• Return Rate after March to the Mailbox
• 2010 Gaston County Mail Return Rates
Gaston County – WORKED HARD!
In Gaston County, NC

It Counts To Be Counted

The census is a count of everyone residing in the United States. All U.S. residents must be counted, including people of all races and ethnic groups, both citizens and non-citizens. The U.S. Constitution requires a national census every 10 years.

Census day is April 1, 2010.

With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete. It’s simple, it’s important and it’s safe.

For more information about the 2010 Census, visit www.2010census.gov

10 Minutes, 10 Questions, 10 Years of Impact.

www.2010Census.gov CALL: 1-800-923-8282

Planning & Development Services
Census 2010 (U.S. Population Count)

What is the Census?
About 2010 Census
2010 Census Jobs
Census Practice Test
Timeline of Activities
Coloring and Activity Book
FAQs

Newsletters
The Countdown - March Issue

Local Governments Info
American Planning Association - Census 2010 Article
2010 Census Partnership Agreement Form
2010 Census Materials (What you need to know about the 2010 Census)
NC Counties 2005 Population Estimates Map
Census 2000 Info

Presentations
Gastonia Changing Demographic Environment: GCAM 2010 Census Presentation (Oct. 31, 2008)

Links of Interest
- http://www.census.gov
- http://www.census.gov/athlete/nmnp/
- http://mapfinder.census.gov
- http://www.esri.com/census/govac
- http://www.esri.com/govacs
- http://www.esri.com/nc
- http://www.nco.gov/
- http://www.cc.gaston.nc.us/planning/demographics.htm
Gaston County Census 2010
Questionnaire Assistance Centers & Be Counted Sites

Mt. Holly Library
245 W Catawba Ave.
Mount Holly, NC 28066
Phone: 704.827.3581

Beesmer City Library
207 N Twelfth St.
Beesmer City, NC 28016
Phone: 704.829.3321

Gaston Main Library
1555 E. Gareen Blvd.
Gastonia, NC 28054
Phone: 704.868.2164 ext. 100

Lowell Library
203 McAdenville Rd.
Lowell, NC 28098
Phone: 704.824.1266

Ferguson/Erwin Library
913 N. Poyer Rd.
Stanley, NC 28164
Phone: 704.283.4186

Boys & Girls Gaston County
326 S Boyd St.
Gastonia, NC 28054
Phone: 704.810.9524

YMCA - Stowe Family Branch
1807 YMCA Dr.
Belmont, NC 28012
Phone: 704.822.0622

Cherryville Community Center
106 S Jacob St.
Cherryville, NC 28021
Phone: 704.435.1700

Beesmer City Recreation Dept.
220 S 14th St.
Beesmer City, NC 28016
Phone: 704.829.5111

Gaston College (Belmont Campus)
7220 Wilkinson Blvd.
Belmont, NC 28012
Phone: 704.825.3737

Legend
● Be Counted Sites
 Streets
 Census Tracts
 Municipal Areas
 Rivers
 County Area

Q&A Centers and ‘Be Counted Sites’ are in the same place. If you have any questions about your Census Form, please contact one of these Q&A Centers. Most of these locations will be open on March 10, 2010. If you don’t receive the Census Questionnaire, you can go to one of these locations and fill one up. Questionnaire assistance centers are staffed by census employees and have available the language assistance guides (in 59 languages) and the full questionnaires in 8 different languages (English, Spanish, Chinese, Vietnamese, Korean, and Russian). We hope these centers will reduce the burden for some people to participate in the census.
Gaston County Complete Count Committee Chairman
David Williams
Testified in front of the U.S. House Committee on Oversight and Government Reform
Washington, DC – December 2, 2009
U.S. Census Bureau National Director
Mr. Robert M. Groves
It Counts to be Counted! 10 Questions, 10 Minutes, 10 Years of Impact...
The Results:

<table>
<thead>
<tr>
<th># of Tracts</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>Had a higher Participation percentage than Census 2000</td>
</tr>
<tr>
<td>7</td>
<td>Had same or lower Participation rate than the 72% National average</td>
</tr>
<tr>
<td>2</td>
<td>Had lower Participation percentage than Census 2000</td>
</tr>
<tr>
<td>0</td>
<td>Had no change in participation from 2000</td>
</tr>
</tbody>
</table>
## Final Mail Return Rates

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>GASTON COUNTY</td>
<td>68%</td>
<td>78%</td>
<td>10%</td>
</tr>
</tbody>
</table>
In Gaston County...

“IT COUNTS TO BE COUNTED”
Challenges

- Fear of Government
- Concerns regarding Confidentiality
- Hyper-Charged Immigration Debate
- Language Barriers
- Greater Diversity in Our Nation’s Population
- Measuring Up to the Census 2010 Results
Is this person a citizen of the United States?

- Yes, born in the United States
- Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- Yes, born abroad of U.S. citizen parent or parents
- Yes, U.S. citizen by naturalization – *Print year of naturalization*
- No, not a U.S. citizen
Strategies

- Complete Count Committee
- Targeted Outreach to Hard to Count Populations
- Language Support Programs
- Census in School Programs
- Telephone Questionnaire Assistance
- Questionnaire Assistance Centers
- Develop Promotional Materials
Gaston County Complete Count Committee

**The mission** of the Gaston CCC is to reach all segments of the community by creating the awareness about the upcoming 2020 Census.

**The goal** of the CCC is to increase the mail-back response rate through a focused, structured, and detailed neighbor-to-neighbor program.

**The role** of the Steering Committee is to work with the CCC Chairperson and the Subcommittees in developing a plan to get all Citizens of Gaston County counted.
Members are encouraged to contact the institutions to develop a census awareness campaign (services, masses, meetings, etc...)  

Identify locations that can be used as Questionnaire Assistance Centers (QAC)  

Collaborates with community organizations to inform residents about the importance of participating in the 2020 Census  

Host a meeting with the Health Care Professionals to discuss many ways to participate with the Census  

Use available resources: local newspapers, newsletters, fliers, local festivals, billboards, radio and television  

Encourage school administrators, teachers, and students to use Census in school materials  

Contact all business associations, such as the local Chamber of Commerce, Business Councils, or other business groups  

Complete Count Committee  

Faith-Based Action Team  

Government Action Team  

Business Action Team  

Community Based Action Team  

Media Action Team  

Education Action Team  

Health Care Action Team  

DEPARTMENT OF PLANNING & DEVELOPMENT SERVICES  

DEPARTMENT OF PLANNING & DEVELOPMENT SERVICES  

United States  

Census 2020
What you can do...

- **Talk:** Promote discussion about the 2020 Census and emphasize the benefits of participation.

- **Publicize:** Highlight key dates in online and offline employee communications; utilize marketing materials developed by the Census Bureau and the County to help spread the word.

- **Remind:** By law, the Census Bureau cannot share respondents’ answers with anyone, including other federal agencies and law enforcement entities.

- **Encourage:** Participation in the census is easy, important and safe, and participation is vital.

Census Day is April 1, 2020
2020 Census Jobs Available!

- Excellent Pay
- Flexible Hours
- Paid Training
- Temporary Positions

Apply Online Today!

2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)
Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

The U.S. Census Bureau is an Equal Opportunity Employer.

Form D-457
September 2018
Thank you!

“Count everyone once, only once, and in the right place.”