

**PREVENTING AN UNDERCOUNT IN
THE SOUTH IN THE 2010 CENSUS**

*Successful Implementation of
a Small Grants Outreach Program*



Stories from 2010: Models of Successful Census Outreach

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Communities Targeted

Table 2: Communities Targeted by State

Number of Grantees ¹						
	Georgia	Florida	Louisiana	North Carolina	Virginia	Total
Survey Respondents	9	7	4	17	4	40
Tenants/renters	4	4	2	8	2	20
People of Color	7	7	3	16	2	34
Low-income people	7	6	3	13	3	31
Homeless people	2	0	1	4	1	8
Migrant workers	3	1	2	2	0	8
Immigrants	7	6	3	9	2	27
Elderly people	5	1	1	7	1	15
Residents of group housing	4	1	0	1	1	7
Other ²	5	1	2	6	0	14

¹ Grantees providing survey response as of Oct 11, 2010.

² Responses to the "Other" category included specific refugee, immigrant or minority communities, populations served by nonprofit organizations, young people, at risk populations, victims of church arson and bombing, faith based institutions, and rural.

SCSJ Focus Counties: Results

**Table 7: SCSJ Census Outreach
Coordinator Counties**

County	Mail Participation Rates (%)		Point Change
	2000	2010	
New Hanover	66	77	10
Cumberland	69	73	4
Lenoir	67	75	8
Pitt	65	74	9
Edgecombe	62	75	13
Vance	62	73	11
Durham	74	75	1
Guilford	75	77	2
Forsyth	76	77	1
Mecklenburg	75	75	0

Urban v. Rural – Small Grant Effects

Table 8: Participation rates in Four Top 20 HTC Cities¹ in North Carolina

City	Mail Participation Rates (%)		Point Change
	2000	2010	
Charlotte	74	74	0
Durham	72	75	3
Raleigh	74	76	2
Winston-Salem	74	76	2

Table 9: Mail Participation Rates for a Sample of Eastern Counties

City (County)	Mail Participation Rates (%)		Point Change
	2000	2010	
Wilmington (New Hanover)	69 (66)	75 (77)	6 (10)
Elizabeth City (Pasquotank)	70 (75)	72 (76)	2 (1)
Wilson (Wilson)	72 (69)	75 (75)	3 (6)

Any Further Questions?

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