# COUNT ON M"E Lake County 2020 Census 

## AUGUST UPDATE

Lake County Government

## Participation in the 2020 Census is vital to ensure that Lake County gets adequate funding to support healthcare, schools, public transportation, roads and more.

## CARES ACT

For every person not counted, there is a loss of approximately $\$ 1400$ per person per year! Which amounts to a loss of approximately $\$ 14,000$ per person over 10 years

CARES Act Distribution =
$\$ 121,539,986.20 / 696535$ population $=$
$\$ 174.49$ per capita
$10 \%$ reduction in our count could equate to a loss of $\$ 12,150,000.00$ in Emergency Assistance

## CENSUS 2020 TIMELINE AND ACTIVITIES

## REVISED TIMELINE

## - SEPTEMBER 30 ${ }^{\text {th }}$ Deadline for reporting

- To accelerate the completion of data collection and apportionment counts to meet the statutory deadline of December 3I, 2020, as required by law and directed by the Secretary of Commerce.
- Census will:
- hire more employees
- provide enumerator awards in recognition of those who maximize hours worked.
- conduct additional training sessions
- For facilities that elected an inperson response:


## GROUP QUARTERS

*Facilities that have not responded by early August will be visited by a census taker.

COUNTING PEOPLE EXPERIENCING HOMELESSNESS

- Census Bureau workers will also count people experiencing homelessness
- Between September 22 and September 24.

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- Nonresponse Follow-up
- Soft-launch began in Illinois on July 28
- Nationwide begins on August II and concludes no later than September 30.
- All census takers will be trained on social distancing protocols. They will be issued personal protective equipment (PPE) and follow local guidelines for their use.


## CENSUS SELF REPORTINGAUGUST DATA

## THREE WAYS TO RESPOND

## Online:

my2020census.gov
By phone:
call 844-330-2020, or call the number associated with your preferred language (available on Census website)
By mail

Find out more about each of these methods: https://2020census.gov/en/ways-to-respond.htmi


How to Respond Online


How to Respond by Phone


How to Respond by Mail

## RESPONSE RATE PERCENTAGE

- "The response rate percentage is not based on the number of occupied units. It's the percentage "returned" (includes internet, phone, and paper responses) out of what we mailed out. We don't release the actual numbers of invitations mailed out, just the percentage."
- The tract data is compiled from two Census Bureau sources: the Bureau's Planning Database (which provides the 2010 mail return rates); and the 2014-2018 American Community Survey estimates (via data.census.gov).
- Source: US Census Bureau

| State | 2020 <br> Percent | $\begin{array}{r} 2010 \\ \text { Final } \\ \hline \end{array}$ |
| :---: | :---: | :---: |
| Minnesota | 72.4 | 74.1 |
| Wisconsin | 69.7 | 73.5 |
| lowa | 68.9 | 73 |
| Michigan | 68.9 | 67.7 |
| Nebraska | 68.9 | 71.1 |
| Washington | 68.8 | 67.2 |
| Illinois | 67.9 | 70.5 |
| Virginia | 67.8 | 69 |
| Idaho | 67.6 | 67.1 |
| Indiana | 67.4 | 69.6 |
| Ohio | 67.4 | 69 |
| Utah | 67.4 | 68.6 |
| Maryland | 67.2 | 69.5 |
| Kansas | 67 | 70 |
| Connecticut | 66.9 | 69.5 |
| Colorado | 66.4 | 67.2 |
| Pennsylvania | 66.2 | 70.2 |
| Kentucky | 66 | 65.7 |
| Oregon | 65.5 | 66.9 |
| Massachusetts | 65.2 | 68.8 |
| New Jersey | 65 | 67.6 |
| California | 64.5 | 68.2 |
| South Dakota | 64.3 | 67.1 |
| Missouri | 63.2 | 67.5 |


| New Hampshire | 63.1 | 64.4 |
| :--- | ---: | ---: |
| North Dakota | 62.6 | 68.8 |
| Tennessee | 62.4 | 67.1 |
| Nevada | 62.3 | 61.4 |
| Rhode Island | 60.9 | 65.7 |
| Alabama | 60.7 | 62.5 |
| Delaware | 60.7 | 64.1 |
| Florida | 60.1 | 63 |
| Arizona | 59.8 | 61.3 |
| Hawaii | 59.6 | 64.1 |
| North Carolina | 59.2 | 64.8 |
| Georgia | 58.9 | 62.5 |
| New York | 58.9 | 64.6 |
| Texas | 58.1 | 64.4 |
| Mississippi | 57.9 | 61.3 |
| Arkansas | 57.8 | 62.3 |
| Oklahoma | 57.7 | 62.3 |
| Wyoming | 57.4 | 67.9 |
| South Carolina | 57.3 | 64.7 |
| Louisiana | 57.2 | 61 |
| Montana | 56.7 | 64.6 |
| Vermont | 56.7 | 60.3 |
| Maine | 55.3 | 57.4 |
| West Virginia | 54.7 | 59.1 |
| New Mexico | 53.2 | 60 |
| Alaska | 49.7 | 55.6 |

Illinois's self-response rate is 2.6 points behind its final 2010 rate.

## About 3,838,060 Illinois

households have filled out the census form on their own.

That means about 1,814,460 homes need to visited by a census taker to count everyone else in-person (or determine if housing units are vacant).

## STATES

DATA FROM 8.6.2020

|  |  |  | Lake Barrington | 77.4 | 79.8 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Census - Lake County City ${ }^{-}$ | 2020 (\%) - $\uparrow$ | 2010 | Highland Park | 77.8 | 78.4 |
| Old Mill Creek | 50.6 | 57 | Lincolnshire | 78 | 77.3 |
| North Chicago | 51.3 | 60.8 | Island Lake | 78.1 | 78.3 |
| Long Grove | 53.6 | 81.2 | Volo | 78.9 | 71.9 |
| Waukegan | 60 | 67.8 | Barrington | 79.1 | 79.2 |
| Zion | 60.1 | 64.2 | Gurnee | 79.6 | 79.2 |
| Bannockburn | 61 | 76.3 | Winthrop Harbor | 79.6 | 79.7 |
| Park City | 61 | 65.9 | Port Barrington | 79.9 | 79.8 |
| Mettawa | 62.9 | 60.6 | Hainesville | 80.3 | 81.1 |
| Fox Lake | 66.1 | 68.7 | Lake Villa | 80.4 | 80.3 |
| Lakemoor | 66.4 | 73.3 | Wadsworth | 80.4 | 84.1 |
| Highwood | 66.8 | 71.3 | Riverwoods | 80.6 | 79.9 |
| Barrington Hills | 68.5 | 72.8 | Libertyville | 81.6 | 79.9 |
| Wheeling | 69.7 | 78.4 | Buffalo Grove | 81.7 | 79.9 |
| Round Lake Beach | 73.1 | 77.5 | Hawthorn Woods | 81.7 | 86.3 |
| Beach Park | 73.5 | 76.2 | Fox River Grove | 81.8 | 81 |
| Deer Park | 73.8 | 83.9 | Grayslake | 82 | 80.4 |
| Round Lake Heights | 74.2 | 75 | Lindenhurst | 82.5 | 83.5 |
| Antioch | 74.3 | 72.3 | Green Oaks | 82.7 | 85.9 |
| Round Lake | 75.3 | 77.2 | Kildeer | 82.9 | 84.1 |
| Lake Forest | 75.6 | 76.7 | Lake Bluff | 83.4 | 83 |
| Wauconda | 76.8 | 76.5 | Deerfield | 83.9 | 84.5 |
| Mundelein | 76.9 | 80.7 | Lake Zurich | 84.2 | 83.8 |
| Round Lake Park | 77.1 | 80.6 | Indian Creek | 84.9 | 75.8 |
| Vernon Hills | 77.1 | 79.3 | Tower Lakes | 85.3 | 85 |
| North Barrington | 77.3 | 78.5 | Third Lake | 86.8 | 85.1 |

## LAKE COUNTY CITIES <br> DATA FROM 8.6.2020

Self-Response by County Census online, by mail, or by phone. Rates can be viewed in rankings here.

$$
\begin{gathered}
\text { Illinois } \\
\text { Self-Response }
\end{gathered}
$$

$$
67.9 \%
$$



Self-Response


Census Tract

## Lake County response rate:

- $73.5 \%$ (as of $8 / 6 / 2020$ )
- 75.5\% (2010 final self-response)

Lake County's self-response rate is 2.0 points behind its final 2010 rate About 204,090 Lake County households have filled out the census form on their own.
Approximately 73,580 homes need to visited by a census taker to count everyone else in-person (or determine if housing units are vacant).

## Lake County HTC

## Data from 8.6.2020

2020 Tracts by \% Complete


2020 Tracts that are less than 2010


## City of North Chicago 8/6/2020

## Self Response Rate

2020: 51.3\% 2010: 60.8\%


## City of Waukegan 8/6/2020

Self Response Rate
2020: 57.4\% 2010: 67.8\%


## Fox Lake 8/6/2020

## Self Response Rates

2020: 66.1\% 2010: 68.7\%


## Bannockburn 8/6/2020

2020: 61.0\% 2010: 76.3\%



INCREASING THE COUNT?

## LAKE COUNTY SOCIAL MEDIA \& CAMPAIGN

## - 26 unique posts created for Facebook from March

 $\|^{\text {st }}-$ April $\mathbf{2 7}^{\text {th }}$- Importance of Census for Federal Funding
- Census Questions
- Representation
- Avoiding Scams
- How Census Data is Used
- Counting Children
- Privacy

- May \& June posts
- Reminding residents importance of completing census
- Notification that follow-up calls are being made
- July - September 30
- Final push on Facebook, Twitter \& NextDoor
- Create posts once a week
- Work with municipal partners
- August
- Created display at Administrative Tower


## - Additional Promotions

- Census promoted in Board Newsletters (twice a month)
- Created digital billboard for Channel I8
- Count on Me buttons distributed throughout County departments
- Newsletters

PARTNER ACTIVITIES

- Events
- Social Media
- Other?


## US CENSUS ACTIVITIES

- Mobile Questionnaire Assistance (MQA) program:
- Direct (street) outreach to lowest response areas
- Assistance Requested in :
- North Chicago
- Waukegan


## US Census Bureau Efforts

- Nonresponse Follow-up: August II - September 30
- Soft launch started here on July 28
- Group Quarters: July I - September 3
- Homelessness Count: Between September 22 and September 24.


## SUMMARY

- Mobile Questionnaire Assistance (MQA) program: direct (street) outreach (North Chicago and Waukegan areas only)
- Communications campaign through September 2020
- December: apportionment counts delivered to the President and Congress as required by law.
- March 3 I, 202 I: By this date, the Census Bureau will send redistricting counts to the states.


## INTERESTED IN HELPING

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[^0]:    *Census takers visit shelters, soup kitchens, mobile food vans and outdoor locations, such as under bridges and overpasses.

