
Counting in a Crisis

How the Economic Recession Endangers
North Carolina's 2010 Census Count



MARCH 2010



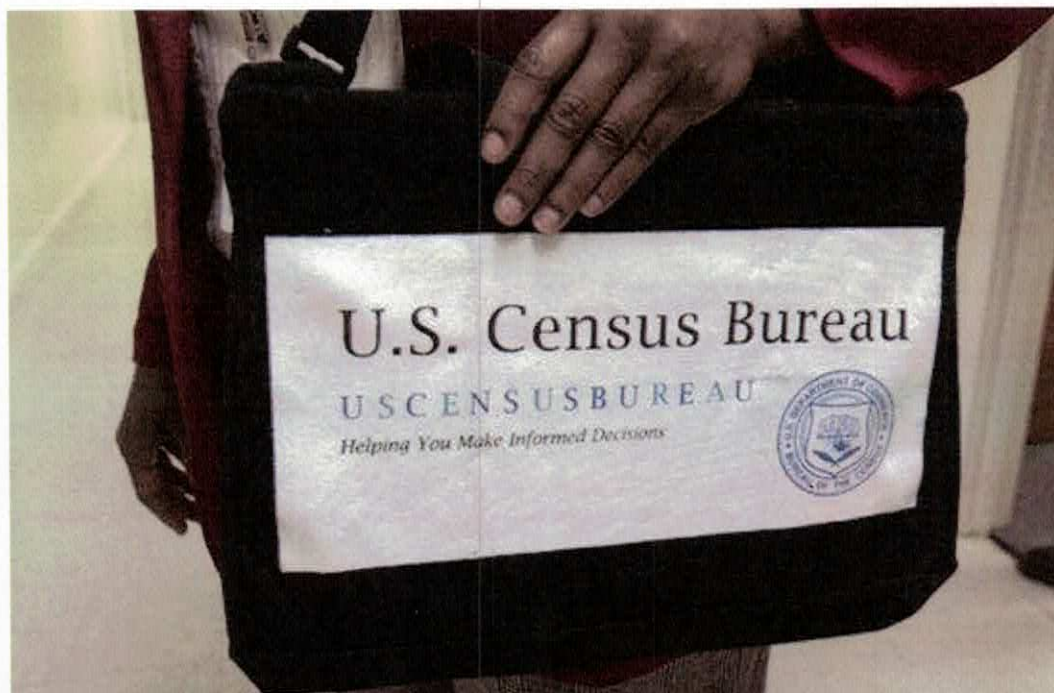


PHOTO: U.S. Census Bureau

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FOR MORE INFORMATION about this report or about the 2010 Census in North Carolina, visit www.southernstudies.org or www.nccensus.org.

TO VIEW A SORTABLE ONLINE DATABASE of the county rankings included in this report, please visit: www.southernstudies.org/census

THE INSTITUTE FOR SOUTHERN STUDIES is a non-profit and non-partisan research, media and education center based in Durham, N.C. The Institute publishes the online magazine Facing South and Southern Exposure, the award-winning journal of politics and culture. This report is part of the Institute's Census and Redistricting Project, which aims to provide the media, lawmakers and community leaders with timely and useful information about the Census and redistricting process. For more information, visit www.southernstudies.org.

COUNTING IN A CRISIS

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COUNTING NORTH CAROLINA: 2010 Census Index

Amount of federal funds given to U.S. states in 2008 (the latest data available) that were based on data collected by the U.S. Census: **\$446.7 billion**

Amount of federal funds that North Carolina received in 2008 based on U.S. Census data: **\$11.7 billion**

North Carolina's national rank among states receiving the most federal funds based on Census data: **13th**

Estimated amount of federal funding that North Carolina will lose in Medicaid funds alone for each person not counted in the 2010 Census: **\$987**

Year in which North Carolina's state legislative districts will begin to be redrawn based on data collected from the 2010 Census: **2011**

North Carolina's average unemployment rate in 2008: **6.2**

The state's unemployment rate in January 2010: **11.1**

Rank of North Carolina nationally among states with biggest increases in unemployment since 2008: **6th**

Number of North Carolina homes that began foreclosure proceedings between January 2005 and January 2010: **260,667**

Percent increase in number of N.C. foreclosures between January 2009 and January 2010: **136**

Out of 1,564 Census tracts in North Carolina, number in which 5% or more of the housing units are estimated to be vacant: **340**

Number in which 10% or more are vacant: **94**

Percent by which the African-American population nationally is estimated to have been undercounted in the 2000 Census: **2.7**

Number of people that represents: **628,000**

Rank of African Americans among racial/ethnic groups undercounted in the 2000 Census: **1**

Percent of North Carolina counties where the share of the population that is African-American is higher than the national average: **61**

Percent of houses nationally that returned Census forms in 2000: **67**

Percent of houses in North Carolina that returned Census forms in 2000: **64**

North Carolina's rank nationally among states and the District of Columbia for percent of 2000 Census forms returned: **42nd**

Percent of N.C. counties in which 2000 Census mail response rates were below the national average: **84**

Data compiled by Institute for Southern Studies, March 2010. For information on data and sources, see page 16.

COUNTING IN A CRISIS

Executive Summary

A Full and Accurate 2010 Census Count is Critical to North Carolina

- Each year, states receive over **\$400 billion dollars** in federal funds from 215 programs based on U.S. Census data.
- In the 2008 fiscal year — the latest data available — **North Carolina received \$11.7 billion** in funds for programs linked to Census information.
- **N.C. counties stand to lose millions of dollars** in funds if their residents aren't fully counted in the 2010 Census — an especially unwelcome prospect at a time of severe economic hardship and budget shortfalls.
- By one estimate, **North Carolina will lose an average of \$987 for each person who fails to be counted** in the 2010 Census, just from lost Medicaid funding alone.

The Recession Has Put North Carolina at High Risk of Being Undercounted in 2010

- **North Carolina has suffered some of the most severe economic dislocation in the country over the last decade.** The recession starting in 2007 intensified the state's economic hardship: Unemployment grew state-wide from 6.4 percent in 2008 to 11.1 percent in January 2011. Plant closings, home foreclosures, poverty and other indicators of economic stress have also increased.
- **North Carolina's economic hardship puts it at an higher risk of being undercounted in the 2010 Census.** Research by Census officials and scholars show that unemployment, home foreclosures, and other economic dislocations dampen Census response and put communities at greater risk of not being fully and accurately counted.

The Recession Has Put Areas of North Carolina at Special Risk of an Undercount

- **A high rate and growth in joblessness has made some counties especially vulnerable.** Twenty-eight counties have jobless rates of 13 percent or higher, and in 20 counties, the rate has increased three percentage points or more in the last year.
- **Mass layoffs and plant closings** have also devastated counties like Rowan and Scotland, where layoffs have affected nearly 10 percent of the workforce. That puts them at special risk of being undercounted.
- **The housing and foreclosure crisis poses an especially big risk** to an accurate Census count, making it less likely for residents to receive Census forms or be reached by Census field staff. Since 2005, 37 N.C. counties have seen 10 percent or more of residents' homes go into foreclosure. In 10 counties, the foreclosure rate has shot up 90 percent or more over the last year.

Census Outreach Must Target Hard-Hit Areas for a Successful Census Count

- **The recession has created new "Hard to Count" counties.** To date, much Census outreach has focused on so-called "Hard to Count" areas based on 2000 Census data. But the recession and housing crisis have created new and different "Hard to Count" areas. For example, the Census Bureau's list of 25 N.C. counties with the largest "Hard to Count" populations using 2000 data doesn't include 15 counties that have lost the most jobs and homes since 2005.
- **Effective Census outreach will depend on using new information to target at-risk areas.** Census officials and civic groups will be most successful in increasing Census participation if they combine new economic data with historical demographic and past Census data to target outreach in areas of N.C. at highest risk of being undercounted.

Executive Summary

(continued)

Measuring the Undercount Risk

To gauge how vulnerable North Carolina counties are to being undercounted in the 2010 Census, the Institute ranked each county by a set of 10 risk indicators.

The first five indicators measure how counties have been affected by the economy — an “Economic Dislocation Index.” This looks at both the extent and growth of unemployment, layoffs and home foreclosures in a given North Carolina county.

Second, we combined the Economic Dislocation Index with five other indicators: demographic data, such as poverty rates and the racial/ethnic composition of the area, and statistics on Census participation in 2000.

These 10 indicators, by taking into account the dramatic economic and demographic changes that North Carolina counties have experienced in recent years, give us a much better sense of which parts of the state are at risk of an undercount than could be gained by relying on 2000 Census estimates of “Hard to Count” populations and previous Census participation rates.

The conclusion of this report is clear: North Carolina as a whole — and certain areas in particular — have endured dramatic changes since the last Census. Government officials and civic groups must be especially vigilant in reaching out to hard-hit areas of the state to ensure all communities in North Carolina are fully and accurately counted in 2010.

25 N.C. Counties with Highest Risk of Being Undercounted in 2010 Census

N.C. COUNTY	Economy Risk Ranking	Overall Risk Ranking
Lee	6	1
McDowell	12	2
Edgecombe	19	3
Vance	25	4
Wilson	22	5
Lenoir	32	6
Scotland	20	7
Cherokee	3	8
Cleveland	11	9
Richmond	52	10
Brunswick	16	11
Alamance	18	12
Iredell	8	13
Caldwell	4	14
Mecklenburg	9	15
Rutherford	1	16
Halifax	68	17
Graham	15	18
Guilford	24	19
Pitt	61	20
Rowan	7	21
Dare	10	22
Warren	75	23
Washington	64	24
Durham	41	25

NORTH CAROLINA COUNTS

The Importance of the 2010 Census to NC

Every 10 years, the U.S. Census aims to count every person living in the United States, as mandated by Article I, Section 2 of the U.S. Constitution. Ensuring a full and accurate count in the Census is important to North Carolina for many reasons, including the health of the state's economy and government.

Getting Counted: An Economic Boost

States like North Carolina need an accurate Census count to get their fair share of federal funds. Nationally, 215 federal programs draw on Census data in determining where government money is distributed. In 2008, the last year for which data is available, more than \$440 billion dollars were distributed to states based on Census formulas.¹

In 2008, North Carolina received over \$11.7 billion from programs based on Census information. Counties and local governments stand to lose millions of dollars if they aren't fully counted, an especially unwelcome prospect in a time of economic hardship.²

Given the large scale of federal funding tied to the Census, every person counted can have a big economic impact. According to one estimate, North Carolina stands to lose an average of \$987 for every person who isn't counted, just from the Medicaid program alone.³

The Census Is Critical to Fair Political Representation

An accurate Census count is also important for state politics. After the 2010 Census data is released, states including North Carolina will begin to use the information to draw new political boundaries in a process known as redistricting. In North Carolina, where political districts are drawn by the state legislature (as opposed to independent commissions), having accurate Census data will be important to ensure all state residents are fully and fairly represented — especially in a state with over two decades of litigation over redistricting.⁴

North Carolina's Census History and New "Hard to Count" Areas

Despite the economic and political importance of the Census, North Carolina has a less than stellar record for Census participation. In 2000, only 64 percent of North Carolina households returned the Census survey, while the national average was 67 percent. That put N.C. in the bottom 10 states nationally (42nd) for Census mail response rates. Out of 100 counties, 84 had mail response rates below the national average.⁵

As a result, Census officials believe at least 20 N.C. counties were undercounted in 2000. Across the state, a high risk of undercount was correlated with poverty, housing instability, language isolation and other factors that cause the Census to classify the area as "Hard to Count."⁶

Census officials and civic groups continue to use the 2000 "Hard to Count" data in devising their strategies for Census outreach in 2010. But since 2000, the economic recession, housing crisis and demographic change have created new "Hard to Count" areas that are at risk of being undercounted in 2010.

REELING FROM THE RECESSION

The Economic Crisis and the 2010 Census Count

Census officials and scholars know that communities suffering high unemployment, home foreclosures and other forms of economic dislocation run a greater risk of being undercounted by the Census. Over the last decade, North Carolina has experienced some of the most severe dislocations of any state in the country, a trend exacerbated by the deep recession beginning in December 2007.

No part of North Carolina has been immune from the economic downturn, which puts every county at risk of not having their population fully and accurately counted in the 2010 Census. However, certain counties have clearly been hit harder than others, making them especially vulnerable to an undercount.

Measuring the Hardest-Hit Counties

NO PART OF NORTH CAROLINA has been immune from the economic downturn, which puts every county at risk of not having their population fully counted in the 2010 Census. But certain counties have clearly been hit harder than others, making them especially vulnerable to an undercount.

To measure how different parts of North Carolina have been impacted by the economy — and how this might have an effect on the 2010 Census count — we created an Economic Dislocation Index. This Index uses five indicators to capture the (1) severity (how much) and (2) rapidity (how fast) different counties in the state have been impacted by economic dislocation.

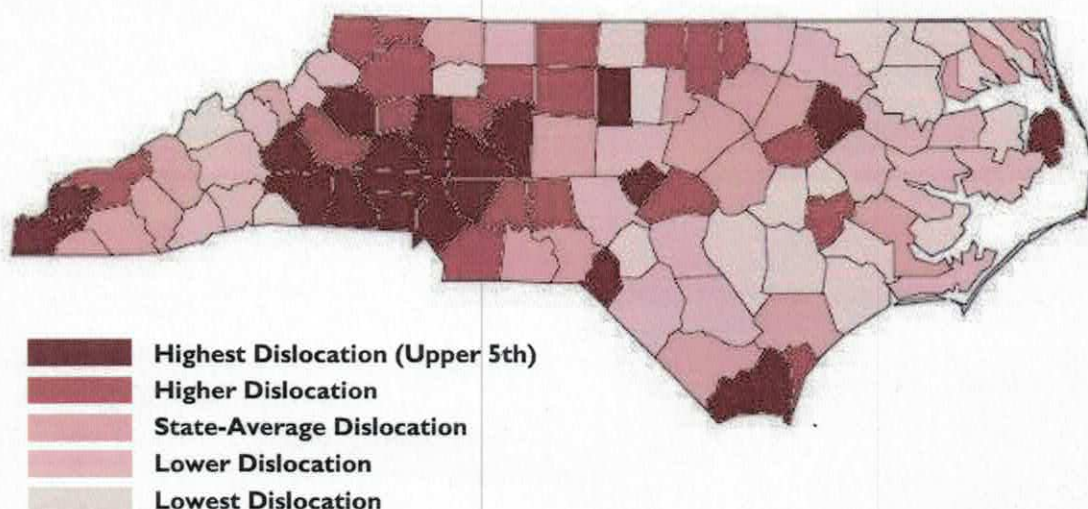
The five indicators in the Economic Dislocation Index are:

- **Unemployment Rate:** Joblessness correlates with poverty, changes in housing status and other factors that can dampen Census participation. This statistic is the most recent monthly unemployment rate by county, in this case December 2009.
- **Growth in Unemployment:** Rapid increases in an area's jobless rate can put residents at an especially high risk of being forced into poverty or home foreclosure; sudden changes in economic status also make Census outreach efforts more difficult. This indicator measures the one-year change in unemployment between December 2008 and December 2009.
- **Layoffs:** This measures announced permanent layoffs and plant closings in North Carolina between 2006 and 2010. The total figure of jobs lost to layoffs and closings is scaled to a rate per 1,000 workers, using the 2008 total workforce as a baseline. This is another measure of the scale and growth of economic dislocation. Note that this statistic includes only *announced* layoffs and closures; state officials acknowledge it is not comprehensive and typically understates the scale of layoffs.
- **Home Foreclosures:** The home foreclosure crisis poses an especially big challenge to the 2010 Census. It not only decreases the chances of residents receiving and returning Census forms, but also can make outreach by Census officials and civic groups more difficult. This indicator measures the estimated number of homes starting foreclosure proceedings between 2005 and 2010.

MAP 1

HARD-HIT NORTH CAROLINA COUNTIES

Counties Ranked by Economic Dislocation Index



The Economic Dislocation Index is a measure created by the Institute for Southern Studies to gauge the severity and recent growth of economic hardship in a county. The index includes five indicators: (1) most recent monthly unemployment rate (December 2009); (2) one-year growth in unemployment rate; (3) announced plant closing and permanent layoffs from 2006-2010 per 1,000 workers; (4) percent of homes going into foreclosure from 2005-2010; and (5) percent growth in home foreclosures on a rolling 12-month basis. See page 16 for data sources.

- **Rise in Foreclosures:** As with job losses, the challenge of foreclosures isn't just the *number* of residents losing their homes, but *how fast* new foreclosures are happening, which can make targeting for Census outreach more difficult.

It's important to note that the economic recession has had a broad reach in North Carolina, affecting counties across the state. Even counties that rank in the lowest fifth for economic dislocation (see Map 1) may have pockets of communities — especially those with large African-American and Hispanic/Latino populations, and other groups historically undercounted in the Census — that are at higher risk of not being fully and accurately counted.

However, the Economic Dislocation Index offers a helpful tool for understanding which areas of the state may be at higher risk for undercounting. That can help Census employees, local officials and civic groups better target their outreach efforts to make the 2010 Census count a success in North Carolina.

For a full listing of all 100 counties ranked by their Economic Dislocation Index, see Appendix I.

TABLE I

Top 25 N.C. Counties Ranked by Economic Dislocation Index

COUNTY	UNEMPLOYMENT RATE		UNEMPLOYMENT GROWTH		LAYOFFS 2006-2010		FORECLOSURE RATE		FORECLOSURE GROWTH		ECONOMIC RISK RANKING
	%	RANK	AMOUNT	RANK	NUMBER	RANK	%	RANK	%	RANK	
Rutherford	16.9	3	4.1	2	42	21	9.8	37	51	24	1
Lincoln	14.1	15	3.5	8	42	20	13.2	16	29	39	2
Cherokee	15.5	6	2.5	29	43	19	8.8	43	126	3	3
Caldwell	16.7	4	6.1	1	66	5	11.0	27	14	64	4
Cabarrus	12.1	44	3.9	4	44	18	15.7	7	32	35	5
Lee	14.6	11	3.2	13	47	10	9.5	39	22	48	6
Rowan	13.2	25	3.7	6	100	1	10.7	32	19	57	7
Iredell	13.0	26	3.5	7	26	38	13.7	14	29	38	8
Mecklenburg	11.2	55	3.2	14	27	37	25.5	2	67	15	9
Dare	15.5	7	3.1	15	5	79	30.6	1	48	25	10
Cleveland	15.1	8	3.0	19	45	17	10.9	28	16	61	11
McDowell	15.1	9	2.5	33	46	14	6.6	71	95	6	12
Catawba	14.4	13	4.0	3	41	23	10.6	33	14	65	13
Gaston	13.9	18	2.6	26	39	26	14.8	11	17	58	14
Graham	17.6	1	3.0	17	46	13	3.0	100	82	12	15
Brunswick	12.4	36	2.7	23	11	69	15.3	9	93	8	16
Davidson	13.4	22	3.4	10	38	27	9.5	38	19	56	17
Alamance	12.1	43	2.9	21	39	25	11.5	23	21	49	18
Edgecombe	16.7	5	3.2	12	17	54	13.9	12	0	83	19
Scotland	17.1	2	3.0	18	99	2	8.3	47	-21	100	20
Burke	14.2	14	2.6	25	53	7	8.3	46	0	82	21
Wilson	12.5	35	2.8	22	41	22	11.2	26	9	72	22
Alexander	13.5	21	3.4	9	22	46	7.7	54	20	52	23
Guilford	11.2	54	3.0	20	33	29	16.3	6	7	75	24
Vance	14.1	16	2.6	28	23	45	11.9	22	8	73	25

Institute for Southern Studies, March 2010. For information on data and sources, see page 16. A complete list of rankings for all North Carolina counties can be found in Appendix I. A sortable table of all 10 economic and Census undercount indicators for North Carolina can be found at www.southernstudies.org/census.

WILL THE COUNTIES COUNT?

Ranking the Overall Undercount Risk

Given its potential to impact the 2010 Census, the most recent data on unemployment, layoffs and home foreclosures is essential to understand what areas of North Carolina are at risk of being undercounted due to economic dislocation.

But there are other factors that the Census correlates with an area being “Hard to Count” and that put it higher risk of being undercounted. Two other key factors include: (1) demographic characteristics of the population, including income, poverty, race and housing status, and (2) how well an area has been counted by the Census in the past.

Other Risk Factors for Being Undercounted

In addition to economic dislocation, the U.S. Census Bureau has identified factors that make an area “Hard to Count” and that in past Census counts have correlated with an area not receiving a full and fair count. For this report, the Institute looked at how North Carolina counties ranked on three of the demographic indicators that the Census has correlated with undercounts:

- **Poverty Rate:** High rates of poverty are associated with lower Census mail response and higher difficulty in reaching residents through Census outreach. For this report, the Institute used the 2008 official county poverty rate.
- **African-American Population:** The Census estimates that African-Americans were the most undercounted ethnic or racial group in the 2000 Census with an undercount rate of 2.7 percent. Nationally, that represents 628,000 people. For this report, we took the 2008 estimates of percent of each N.C. county that is African-American.
- **Hispanic/Latino Population:** The state’s fast-growing Hispanic/Latino population faces multiple risks of being undercounted — not only because of high rates of poverty, mobility and multi-person housing, but because of the added challenge of “linguistic isolation,” which Census officials say leads to dampened response rates. Others believe that myths about Census information being used for legal reprisals against immigrants without legal status could cause some to not respond. This report uses the 2008 estimates of percent in each N.C. county that identify as “non-white Hispanic.”

In addition to this demographic data, another useful indicator of how likely a county is to be fully counted is its participation in the past Census. While the data is 10 years old and doesn’t reflect how counties have dramatically changed over the last decade, this historical evidence does offer a fuller picture of which counties may be at risk.

For this report, the Institute looked at two measures of the 2000 Census count in North Carolina:

- **2000 Census Response Rate:** This is the percentage of households that were mailed a Census questionnaire in 2000 and mailed it back. North Carolina had an overall mail response rate of 64 percent, which ranked 42nd in the nation. The national average was 67 percent.

- **Estimated 2000 Census Undercount:** This is the amount by which the Census estimates that an area was undercounted in the 2000 Census. After 2000, the Census made two estimates of the undercount: The first, the Accuracy and Coverage Evaluation I (called "ACE I"), estimated a high undercount. This was later revised by "ACE II" in 2003, which found a lower rate of undercount. For this report, the Institute uses the ACE II estimates of the undercount in each county. Note that only 20 North Carolina counties were estimated to be undercounted in 2000; a negative number indicates an estimated net overcount, although groups within that county may still have been undercounted.

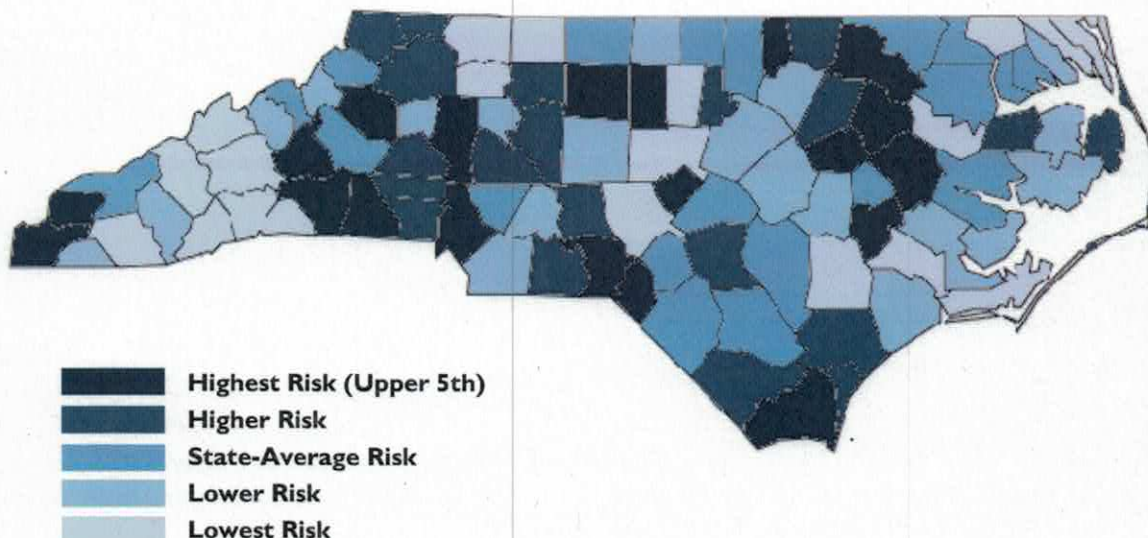
Putting it All Together: Overall Undercount Risk

By combining new data about economic dislocation with other indicators, like demography and past Census participation, we can gain an overall sense of how much risk a county faces of being undercounted in the 2010 Census.

For this report, the Institute combined the five Economic Dislocation Index indicators with demographic data and 2000 Census participation statistics to create an Overall Undercount Risk ranking for each North Carolina county.

MAP 2

COUNTIES WITH OVERALL GREATEST RISK OF BEING UNDERCOUNTED IN 2010 CENSUS



Based on 10 risk indicators, including economic dislocation indicators, demographic data and 2000 Census participation statistics. Institute for Southern Studies, March 2010. See page 16 for sources.

TABLE 2

Top 25 N.C. Counties Ranked by Overall Census Undercount Risk

COUNTY	ECONOMIC RISK RANKING	OTHER UNDERCOUNT RISK FACTORS					OVERALL UNDER-COUNT RISK RANK
		POVERTY RATE	% AFRICAN-AMERICAN	% HISPANIC/LATINO	2000 CENSUS RESPONSE RATE	2000 CENSUS UNDERCOUNT	
Lee	6	13.9	19.9	11.2	63	1.18	1
McDowell	12	23.4	43.9	4.0	66	-0.14	2
Edgecombe	19	22.6	56.8	1.4	57	-0.09	3
Vance	25	25.7	49.5	1.5	58	0.12	4
Wilson	22	21.0	39.4	4.2	63	0.17	5
Lenoir	32	23.5	40.9	5.4	62	0.04	6
Scotland	20	27.6	38.2	2.5	56	-0.85	7
Cherokee	3	17.9	2.0	10.1	52	-2.16	8
Cleveland	11	17.5	20.8	8.7	64	-0.7	9
Richmond	52	23.7	31.1	21.4	55	-0.74	10
Brunswick	16	11.9	11.8	4.7	47	-0.19	11
Alamance	18	15.8	18.7	11.4	67	-0.31	12
Iredell	8	11.6	12.3	16.0	65	-0.34	13
Caldwell	4	15.4	5.4	8.6	64	-1.08	14
Mecklenburg	9	10.9	29.6	4.0	68	0.39	15
Rutherford	1	16.8	11.0	1.2	63	-0.65	16
Halifax	68	23.7	53.9	3.9	56	0.01	17
Graham	15	17.7	0.6	5.4	48	-1.28	18
Guilford	24	13.6	31.6	6.3	67	0.62	19
Pitt	61	22.0	33.5	6.7	62	0.23	20
Rowan	7	15.6	15.7	4.8	64	-1.09	21
Dare	10	9.3	3.3	2.9	36	-0.33	22
Warren	75	24.4	54.0	3.7	52	-0.12	23
Washington	64	23.2	50.2	4.4	61	-0.07	24
Durham	41	13.8	37.2	9.1	68	1.37	25

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INFORMATION AND RESOURCES

Research by the U.S. Census Bureau and others show that the most effective strategies for increasing Census participation are those that draw on a wide range of community stakeholders, including the media, community-based organizations, civic and faith leaders and government officials. The following is a list of organizations and resources for improving Census participation in your community.

Government Resources

U.S. Census Bureau

Regional Center: 704-936-5330 (Charlotte)

National Call Center: 1-800-923-8282

Web: 2010.census.gov

Telephone Questionnaire Assistance

- English: 1-866-872-6868
- Chinese: 1-866-935-2010
- Korean: 1-866-955-2010
- Russian: 1-866-965-2010
- Spanish: 1-866-928-2010
- Vietnamese: 1-866-945-2010
- TDD (Telephone Display Device for the hearing impaired): 1-866-783-2010

North Carolina Census 2010

2010census.nc.gov

Civic Organizations

Blueprint North Carolina

PO Box 28068

Raleigh, NC 27611

Phone: 919-861-2061

Web: blueprintnc.org

Email: hbayard@gmail.com

Common Cause

19 West Hargett Street

Raleigh, NC 27601-1391

Phone: 919-833-0092

Web: www.commoncause.org

Email: jglasser@commoncause.org

Democracy North Carolina

1821 Green Street

Durham, NC 27705-4185

Phone: 919-286-6000

Web: www.democracy-nc.org/

Email: adamsotak@democracy-nc.org

Institute for Southern Studies

PO Box 531

Durham, NC 27702

Phone: 919-419-8311

Web: www.southernstudies.org and
www.nccensus.org

Email: census@southernstudies.org

N.C. Council of Churches — “Count All Souls” Campaign

1307 Glenwood Avenue

Raleigh, NC 27605-3256

Phone: 919-828-6501

Web: www.nccouncilofchurches.org

Regional Economic Justice Network

P.O. Box 240

Durham, NC 27702-0240

Phone: 919-403-4310

Web: www.rejn.org

Email: leah.wise@rejn.org

Southern Coalition for Social Justice

115 Market Street, Suite 470

Durham, NC 27701

Phone: 919-323-3380

Web: www.southerncoalition.org

Email: avery@southerncoalition.org

LOCAL CENSUS OFFICES IN NORTH CAROLINA

The U.S. Census Bureau has 15 regional offices, called Local Census Offices, across the state. That's where you can find out more about outreach efforts and Census activities in your community.

LOCATION	PHONE	ADDRESS	COUNTIES COVERED
Asheboro	336-308-3450	1001 South Fayetteville Street, Asheboro, NC 27203	Chatham, Davidson, Davie, Lee, Randolph
Asheville	828-239-1130	128 Bingham Road Suite 600, Asheville, NC 28806	Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Swain, Transylvania
Boone	828-832-5900	148 Highway 105 Extension, Ste. 105, Boone, NC 28607	Ashe, Avery, Burke, Caldwell, McDowell, Mitchell, Watauga, Yancey
Charlotte	704-644-6200	8702 Red Oak Blvd. Suite G, Charlotte, NC	Mecklenburg
Concord	704-886-5820	280 Executive Park Drive, Ste. 160, Concord, NC 28025	Anson, Cabarrus, Montgomery, Rowan, Stanly, Union
Durham	919-328-1310	201 West Main Street, Ste. 201, Durham, NC 27701-3228	Durham, Franklin, Granville, Orange, Person, Vance, Warren
Fayetteville	910-221-6270	3611 Ramsey Street Suite B, Fayetteville, NC 28311	Cumberland, Duplin, Harnett, Hoke, Johnston, Moore, Richmond, Sampson, Scotland
Gastonia	704-691-6000	2420 North Chester Street, Gastonia, NC 28052	Cleveland, Gaston, Lincoln, Polk, Rutherford
Greensboro	336-517-3130	415 N. Edgeworth St Suite 175, Greensboro, NC 27401	Alamance, Caswell, Guilford
Greenville	252-493-7020	617 Red Banks Road, Greenville, NC 27858	Beaufort, Carteret, Craven, Dare, Greene, Hyde, Jones, Lenoir, Onslow, Pamlico, Pitt
Hickory	828-270-3782	1273 16th Street NE, Hickory, NC 28601	Alexander, Alleghany, Catawba, Iredell, Surry, Wilkes, Yadkin
Raleigh	919-866-3700	2605 Atlantic Avenue, Raleigh, NC 27604	Wake
Rocky Mount	252-544-9060	130 S. Fairview Road, Rocky Mount, 27801	Bertie, Camden, Chowan, Currituck, Edgecombe, Gates, Halifax, Hertford, Martin, Nash, Northampton, Pasquotank, Perquimans, Tyrrell, Washington, Wayne, Wilson
Wilmington	910-442-4600	3147 S. 17th Street, Ste. 101, Wilmington, NC 28412	Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson
Winston-Salem	336-499-2210	450 West Hanes Mill Road, Ste. 105, Winston-Salem, NC 27105-9667	Forsyth, Rockingham, Stokes

DATA SOURCES

North Carolina Census Index

1. Andrew Reamer and Rachel Blanchard Carpenter, "Counting for Dollars: The Role of the Decennial Census in the Distribution of Federal Funds," The Brookings Institution, March 9, 2010. http://www.brookings.edu/reports/2010/0309_census_dollars.aspx
2. Ibid.
3. Ibid.
4. Ibid.
5. General Assembly of North Carolina. <http://www.ncga.state.nc.us/GIS/RandR07/Overview.html>
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7. "N.C.'s Unemployment Rate At 11.1 Percent In January," N.C. Employment Security Commission, March 10, 2010. <http://www.ncesc.com/pmi/rates/ratesmain.asp>
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9. N.C. Administrative Office of the Courts, February 2010. Data compiled by The Center for Community Capital at the University of North Carolina-Chapel Hill. <http://www.ncforeclosurehelp.org/Research.aspx>
10. Ibid.
11. "NSP Foreclosure Need," U.S. Department of Housing and Urban Development, accessed March 2010. http://www.huduser.org/nspgis/nsp_map_by_state.html
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13. NAACP Legal Defense and Educational Fund, accessed March 2010. <http://www.countonchange2010.org/datastatistics>
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15. Ibid.
16. "State and County QuickFacts," U.S. Census Bureau, 2008. <http://quickfacts.census.gov/qfd/states/37000.html>
17. "Census 2000 Final Response Rates," U.S. Census Bureau. <http://www.census.gov/dmd/www/response/2000response.html>
18. Ibid.
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North Carolina Counts: The Importance of the Census

1. Andrew Reamer and Rachel Blanchard Carpenter, "Counting for Dollars: The Role of the Decennial Census in the Distribution of Federal Funds," The Brookings Institution, March 9, 2010. http://www.brookings.edu/reports/2010/0309_census_dollars.aspx
2. Ibid.
3. Ibid.
4. "Redistricting Overview," General Assembly of North Carolina. <http://www.ncga.state.nc.us/GIS/RandR07/Overview.html>
5. "Census 2000 Final Response Rates," U.S. Census Bureau. <http://www.census.gov/dmd/www/response/2000response.html>
6. Ibid.

Reeling from the Recession: Economic Dislocation Rankings

1. UNEMPLOYMENT RATE: Percent of county workforce that is unemployed, December 2009. A higher risk ranking (1 being highest) indicates a greater percentage of the county workforce is unemployed. N.C. Employment Security Commission, January 2010. <http://www.ncesc.com>
2. UNEMPLOYMENT GROWTH: Increase in percentage of workforce unemployed from November 2008 to December 2009. A higher risk ranking indicates that unemployment has risen faster in that county. Bureau of Labor Statistics, January 2010. <http://www.bls.gov/lau/>

3. LAYOFFS: Number of jobs lost per 1,000 workers from announced business closings and permanent layoffs, 2006-2010, scaled to 2008 total county workforce. Note that these are just reported closings and layoffs; the N.C. Employment Security Commission warns that "the data are not comprehensive" and understates the number of dislocated workers. A higher risk ranking indicates that a greater number of workers per 1,000 in the county workforce have suffered from closings and layoffs. N.C. Employment Security Commission, February 2010. <http://eslmi23.esc.state.nc.us/masslayoff>
4. FORECLOSURE RATE: Percent of homes that started foreclosure proceedings, January 2005 - January 2010. A higher risk ranking indicates that a greater percentage of homes have started foreclosure proceedings. Center for Community Capital at UNC-Chapel Hill, March 2010. <http://www.ncforeclosurehelp.org>
5. FORECLOSURE GROWTH: 12-month rolling change in home foreclosures, 2008-2009. A higher risk ranking indicates a greater percentage increase in home foreclosures. Center for Community Capital at UNC-Chapel Hill, March 2010. <http://www.ncforeclosurehelp.org>

Will the Counties Count? Overall Undercount Risk Ratings

1. POVERTY RATE: Percent of county residents living below the federal poverty line. A higher risk ranking indicates a greater percentage of residents living in poverty. Economic Research Service, U.S. Department of Agriculture. <http://www.ers.usda.gov>
2. PERCENT AFRICAN-AMERICAN: Estimated percent of county population that identifies as African-American, 2008. A higher risk ranking indicates a greater percentage of the population identifies as African-American. U.S. Census Bureau. <http://quickfacts.census.gov>
3. PERCENT HISPANIC/LATINO: Estimated percent of county population that identifies as non-white Hispanic, 2008. A higher risk ranking indicates a greater percentage of the population identifies as non-white Hispanic. U.S. Census Bureau. <http://quickfacts.census.gov>
4. 2000 CENSUS RESPONSE: Percent of county population that returned 2000 Census forms by mail. A higher risk ranking indicates a lower percentage of county residents returning their 2000 Census forms by mail. U.S. Census Bureau. <http://www.census.gov>
5. 2000 CENSUS UNDERCOUNT: Estimated percent undercount of North Carolina counties according to the U.S. Census Bureau's Accuracy and Coverage Estimate II, released in 2003. A negative number indicates an estimated overcount for the county, although individual populations within the county may still have been undercounted. A higher risk ranking indicates a greater estimated undercount in the 2000 Census. <http://dmd/www/ace2.html>
6. OVERALL UNDERCOUNT RISK RANKING: Overall risk of a county being undercounted in the 2010 Census, based on average rankings across 10 undercount risk indicators; five economic dislocation indicators (current unemployment rate; one-year unemployment growth; 2006-2010 layoffs; 2005-2010 foreclosures; one-year rolling foreclosure increase); and five other risk indicators (current poverty rate; percent African-American; percent Hispanic/Latino; 2000 Census mail response rate; estimated 2000 Census undercount).

VIEW THE DATA ONLINE

To view all of the North Carolina county data in this report in an easy-to-use, sortable online chart, visit www.southernstudies.org/census

APPENDIX I: Complete 100-County Economy Risk Rankings

For full discussion of methodology and sources, see pages 8-10

COUNTY	UNEMPLOYMENT RATE		UNEMPLOYMENT GROWTH		LAYOFFS 2005-2010		FORECLOSURE RATE		FORECLOSURE GROWTH		ECONOMY RISK RANKING
	%	RANK	%	RANK	NUMBER	RANK	%	RANK	%	RANK	
Rutherford	16.9	3	4.1	2	42	21	9.8	37	51	24	1
Lincoln	14.1	15	3.5	8	42	20	13.2	16	29	39	2
Cherokee	15.5	6	2.5	29	43	19	8.8	43	126	3	3
Caldwell	16.7	4	6.1	1	66	5	11.0	27	14	64	4
Cabarrus	12.1	44	3.9	4	44	18	15.7	7	32	35	5
Lee	14.6	11	3.2	13	47	10	9.5	39	22	48	6
Rowan	13.2	25	3.7	6	100	1	10.7	32	19	57	7
Iredell	13.0	26	3.5	7	26	38	13.7	14	29	38	8
Mecklenburg	11.2	55	3.2	14	27	37	25.5	2	67	15	9
Dare	15.5	7	3.1	15	5	79	30.6	1	48	25	10
Cleveland	15.1	8	3.0	19	45	17	10.9	28	16	61	11
McDowell	15.1	9	2.5	33	46	14	6.6	71	95	6	12
Catawba	14.4	13	4.0	3	41	23	10.6	33	14	65	13
Gaston	13.9	18	2.6	26	39	26	14.8	11	17	58	14
Graham	17.6	1	3.0	17	46	13	3.0	100	82	12	15
Brunswick	12.4	36	2.7	23	11	69	15.3	9	93	8	16
Davidson	13.4	22	3.4	10	38	27	9.5	38	19	56	17
Alamance	12.1	43	2.9	21	39	25	11.5	23	21	49	18
Edgecombe	16.7	5	3.2	12	17	54	13.9	12	0	83	19
Scotland	17.1	2	3.0	18	99	2	8.3	47	-21	100	20
Burke	14.2	14	2.6	25	53	7	8.3	46	0	82	21
Wilson	12.5	35	2.8	22	41	22	11.2	26	9	72	22
Alexander	13.5	21	3.4	9	22	46	7.7	54	20	52	23
Guilford	11.2	54	3.0	20	33	29	16.3	6	7	75	24
Vance	14.1	16	2.6	28	23	45	11.9	22	8	73	25
Wilkes	13.4	23	3.8	5	29	33	6.0	81	28	44	26
Davie	10.8	58	2.5	30	40	24	8.0	49	48	26	27
Union	10.5	65	2.6	27	5	81	17.8	4	56	21	28
Forsyth	9.9	74	2.5	31	47	12	12.7	19	12	67	29
Swain	14.5	12	2.5	36	25	40	4.9	97	59	19	30
Stanly	12.9	29	3.2	11	21	48	7.0	64	20	53	31
Lenoir	11.9	47	2.2	51	60	6	6.7	70	32	36	32
Rockingham	12.6	32	2.3	48	47	11	10.2	36	-5	92	33
Harnett	11.4	50	2.5	32	23	44	12.0	20	4	77	34
Person	10.8	60	1.5	82	51	8	10.8	30	28	43	35

COUNTY	UNEMPLOYMENT RATE		UNEMPLOYMENT		LAYOFFS 2005-2010		FORECLOSURE RATE		FORECLOSURE GROWTH		ECONOMY RISK RANKING
	%	RANK	%	RANK	NUMBER	RANK	%	RANK	%	RANK	
Ashe	12.3	40	2.1	55	29	32	5.4	90	86	10	36
Alleghany	12.3	39	2.0	59	6	76	7.8	52	131	2	37
Granville	10.6	63	2.4	38	18	52	13.2	15	16	62	38
Montgomery	13.2	24	2.7	24	28	36	6.9	66	1	81	39
New Hanover	9.7	81	2.4	42	15	57	10.3	34	65	17	40
Durham	7.9	97	1.9	67	45	15	17.3	5	21	50	41
Nash	12.4	37	2.3	46	29	34	10.7	31	-2	89	42
Wake	8.4	92	2.4	40	26	39	13.8	13	20	54	43
Mitchell	13.0	27	3.1	16	80	3	4.7	98	-7	95	44
Randolph	11.4	52	2.4	39	23	42	8.6	45	16	63	45
Jackson	9.4	83	1.7	77	14	60	11.9	21	106	5	46
Haywood	10.3	67	2.3	45	15	58	7.5	57	57	20	47
Franklin	10.3	66	2.1	56	37	28	19.4	3	-12	97	48
Surry	12.3	41	2.2	52	76	4	5.9	84	11	70	49
Pender	11.1	56	1.9	70	2	87	11.4	25	66	16	50
Craven	10.7	61	2.4	43	32	30	7.8	53	11	68	51
Richmond	14.0	17	1.8	75	48	9	6.1	78	2	79	52
Johnston	9.8	76	1.9	68	13	62	15.7	8	26	45	53
Chowan	11.5	49	0.0	98	45	16	6.5	72	45	27	54
Macon	11.4	51	2.5	34	0	98	6.4	74	95	7	55
Clay	11.6	48	1.9	65	0	94	7.3	59	160	1	56
Anson	14.8	10	2.1	54	7	75	7.9	50	1	80	57
Columbus	13.8	19	2.2	49	24	41	6.5	73	-2	88	58
Currituck	8.9	88	1.4	83	3	82	15.3	10	82	11	59
Pasquotank	10.1	69	1.3	86	14	61	11.4	24	32	37	60
Pitt	10.1	70	1.9	71	23	43	10.9	29	11	69	61
Yancey	12.4	38	2.0	63	16	55	4.7	99	43	29	62
Martin	10.8	59	1.8	74	28	35	5.8	85	36	32	63
Washington	12.8	30	2.0	61	30	31	6.1	79	0	85	64
Bladen	12.7	31	2.3	47	10	71	5.9	83	19	55	65
Buncombe	8.3	93	2.1	57	21	47	6.8	67	53	23	66
Henderson	8.8	90	2.2	50	14	59	6.1	77	61	18	67
Halifax	13.8	20	1.2	87	9	72	6.0	80	28	42	68
Beaufort	11.9	46	2.3	44	6	77	4.9	96	28	41	69
Carteret	9.7	79	1.7	79	13	66	6.7	68	70	14	70
Cumberland	9.4	82	1.9	66	19	51	12.8	18	-3	90	71
Watauga	7.8	98	1.9	72	17	53	8.8	44	29	40	72
Chatham	7.9	96	1.8	73	13	64	7.5	56	54	22	73
Stokes	10.5	64	2.5	35	0	99	7.6	55	17	59	74
Warren	13.0	28	1.6	80	12	68	7.2	60	7	76	75

COUNTY	UNEMPLOYMENT RATE		UNEMPLOYMENT		LAYOFFS 2005-2010		FORECLOSURE RATE		FORECLOSURE GROWTH		ECONOMY RISK RANKING
	%	RANK	%	RANK	NUMBER	RANK	%	RANK	%	RANK	
Avery	9.7	78	2.0	64	0	91	6.3	76	114	4	76
Hyde	12.2	42	0.2	97	0	96	6.9	65	73	13	77
Robeson	12.0	45	2.0	60	21	49	7.1	63	-9	96	78
Moore	10.0	71	1.9	69	13	63	5.3	91	39	31	79
Transylvania	10.0	72	2.5	37	1	88	5.1	95	35	34	80
Onslow	8.2	95	1.4	84	5	80	10.2	35	36	33	81
Greene	10.1	68	2.4	41	0	95	7.4	58	10	71	82
Madison	9.7	80	2.2	53	3	83	6.4	75	24	47	83
Caswell	12.5	34	1.2	89	0	90	9.3	40	-1	86	84
Hoke	8.4	91	1.1	91	2	85	13.1	17	13	66	85
Perquimans	9.9	75	0.0	100	2	86	5.8	86	93	9	86
Polk	8.9	89	1.7	78	5	78	5.8	87	45	28	87
Camden	8.2	94	0.3	96	0	93	8.2	48	40	30	88
Pamlico	9.8	77	2.1	58	3	84	5.2	93	21	51	89
Wayne	9.2	86	1.4	85	13	65	9.3	41	-1	87	90
Jones	10.7	62	1.8	76	0	97	7.1	62	2	78	91
Northampton	11.3	53	0.7	94	15	56	5.6	88	0	84	92
Orange	6.2	100	1.5	81	12	67	5.5	89	25	46	93
Bertie	10.8	57	0.7	93	0	92	5.9	82	16	60	94
Gates	6.7	99	0.0	99	19	50	9.1	42	-20	99	95
Sampson	9.0	87	1.2	88	10	70	7.9	51	-5	93	96
Yadkin	10.0	73	2.0	62	7	73	5.3	92	-15	98	97
Duplin	9.3	84	0.9	92	0	89	7.1	61	7	74	98
Tyrrell	12.6	33	1.2	90	0	100	5.2	94	-6	94	99
Hertford	9.3	85	0.6	95	7	74	6.7	69	-4	91	100

Institute for Southern Studies, March 2010. For sources see page 16.

APPENDIX II: Complete 100-County Undercount Risk Rankings

For full discussion of methodology and sources, see pages 11-13.

COUNTY	ECONOMIC RISK RANKING	OTHER UNDERCOUNT RISK FACTORS					UNDERCOUNT RISK RANK
		POVERTY RATE	% AFRICAN-AMERICAN	% HISPANIC/LATINO	2000 CENSUS RESPONSE RATE	2000 CENSUS UNDERCOUNT	
Lee	6	13.9	19.9	11.2	63	1.18	1
McDowell	12	23.4	43.9	4.0	66	-0.14	2
Edgecombe	19	22.6	56.8	1.4	57	-0.09	3
Vance	25	25.7	49.5	1.5	58	0.12	4
Wilson	22	21.0	39.4	4.2	63	0.17	5
Lenoir	32	23.5	40.9	5.4	62	0.04	6
Scotland	20	27.6	38.2	2.5	56	-0.85	7
Cherokee	3	17.9	2.0	10.1	52	-2.16	8
Cleveland	11	17.5	20.8	8.7	64	-0.7	9
Richmond	52	23.7	31.1	21.4	55	-0.74	10
Brunswick	16	11.9	11.8	4.7	47	-0.19	11
Alamance	18	15.8	18.7	11.4	67	-0.31	12
Iredell	8	11.6	12.3	16.0	65	-0.34	13
Caldwell	4	15.4	5.4	8.6	64	-1.08	14
Mecklenburg	9	10.9	29.6	4.0	68	0.39	15
Rutherford	1	16.8	11.0	1.2	63	-0.65	16
Halifax	68	23.7	53.9	3.9	56	0.01	17
Graham	15	17.7	0.6	5.4	48	-1.28	18
Guilford	24	13.6	31.6	6.3	67	0.62	19
Pitt	61	22.0	33.5	6.7	62	0.23	20
Rowan	7	15.6	15.7	4.8	64	-1.09	21
Dare	10	9.3	3.3	2.9	36	-0.33	22
Warren	75	24.4	54.0	3.7	52	-0.12	23
Washington	64	23.2	50.2	4.4	61	-0.07	24
Durham	41	13.8	37.2	9.1	68	1.37	25
Columbus	58	21.9	30.5	12.3	56	-1.17	26
Cumberland	71	15.8	37.0	12.5	62	0.91	27
Wilkes	26	20.9	4.2	16.5	63	-1.11	28
Alleghany	37	18.5	1.7	8.8	57	-0.41	29
Montgomery	39	19.6	19.8	2.7	47	-0.78	30
Forsyth	29	14.9	26.0	6.4	69	0.14	31
Anson	57	23.4	48.3	5.9	61	-1.04	32
Lincoln	2	12.4	6.7	4.8	66	-0.84	33
Pender	50	14.8	19.2	5.8	53	-0.22	34
Davidson	17	14.5	9.4	7.1	64	-1.08	35

COUNTY	ECONOMIC RISK RANKING	OTHER UNDERCOUNT RISK FACTORS					OVERALL UNDER-COUNT RISK RANK
		POVERTY RATE	% AFRICAN-AMERICAN	% HISPANIC/LATINO	2000 CENSUS RESPONSE RATE	2000 CENSUS UNDERCOUNT	
New Hanover	40	14.0	15.6	4.6	61	0.56	36
Gaston	14	15.1	15.2	3.1	65	-0.88	37
Ashe	36	15.8	0.9	8.9	58	-0.42	38
Catawba	13	13.8	8.5	6.3	66	-1.01	39
Nash	42	15.5	37.2	2.6	63	-0.31	40
Northampton	92	26.6	58.0	8.9	58	-0.69	41
Harnett	34	15.2	22.2	2.1	61	-0.21	42
Watauga	72	18.9	2.1	6.4	54	0.35	43
Chowan	54	18.5	35.9	1.4	65	0.36	44
Rockingham	33	16.2	19.1	2.4	64	-0.23	45
Swain	30	16.1	1.5	2.5	48	-0.86	46
Greene	82	21.7	40.6	8.9	62	-0.79	47
Person	35	13.7	27.8	7.5	68	-0.42	48
Beaufort	69	19.1	27.2	5.7	60	-0.7	49
Bladen	65	24	35.8	2.0	45	-2.05	50
Robeson	78	30.4	24.1	6.4	56	-1.34	51
Hoke	85	19.6	34.0	3.3	59	0.73	52
Sampson	96	22.1	28.2	10.9	58	-0.08	53
Bertie	94	23.3	60.4	3.4	57	-0.04	54
Burke	21	15.5	6.7	3.1	61	-1.49	55
Granville	38	13.7	33.1	3.6	64	-0.53	56
Cabarrus	5	9.9	15.1	1.9	69	-0.92	57
Perquimans	86	18.1	25.3	12.2	58	-0.52	58
Hertford	100	22.7	61.6	11.3	61	-0.28	59
Mitchell	44	17.2	0.7	9.2	60	-1.13	60
Franklin	48	14.1	26.6	1.1	62	0.14	61
Randolph	45	14.1	5.9	10.6	65	-0.54	62
Wayne	90	18.3	32.6	6.0	62	0.36	63
Pasquotank	60	17.3	38.5	1.7	65	-0.29	64
Hyde	77	22.4	35.5	1.9	51	-1.13	65
Onslow	81	14.8	17.4	4.0	59	1.47	66
Jackson	46	16.9	2.4	1.5	48	-0.89	67
Craven	51	14.9	23.8	1.3	65	-0.05	68
Johnston	53	12.7	15.7	8.5	60	-1.18	69
Caswell	84	18.9	34.0	3.9	61	-0.66	70
Alexander	23	12.7	6.1	4.2	69	-0.96	71
Union	28	8.6	12.2	5.8	68	-0.87	72
Clay	56	15.2	1.3	7.1	54	-1.89	73
Tyrrell	99	26.9	41.6	4.5	56	-0.89	74
Wake	43	9.2	20.5	2.1	71	0.66	75

COUNTY	ECONOMIC RISK RANKING	OTHER UNDERCOUNT RISK FACTORS					OVERALL UNDER-COUNT RISK RANK
		POVERTY RATE	% AFRICAN-AMERICAN	% HISPANIC/LATINO	2000 CENSUS RESPONSE RATE	2000 CENSUS UNDERCOUNT	
Avery	76	17.6	5.2	5.3	46	-2.13	76
Pamlico	89	16.3	22.9	8.6	58	-1.01	77
Stanly	31	12.7	11.7	3.5	65	-1.12	78
Yancey	62	18.4	1.0	5.6	60	-1.16	79
Davie	27	10.8	6.9	1.2	71	-0.24	80
Jones	91	18.0	33.3	2.2	61	-0.08	81
Haywood	47	14.5	1.5	3.3	60	-1.1	82
Carteret	70	11.8	7.4	2.4	51	-0.64	83
Currituck	59	9.7	7.5	1.6	46	-1.03	84
Duplin	98	20.5	26.0	1.5	59	-0.06	85
Henderson	67	12.7	3.3	9.5	66	-0.64	86
Buncombe	66	13.9	7.2	5.1	66	-0.84	87
Orange	93	13.9	13.3	10.8	68	0.07	88
Martin	63	17.7	1.4	2.1	60	-1.8	89
Surry	49	15.9	4.1	1.4	64	-1.22	90
Macon	55	14.6	4.0	3.4	64	-1.46	91
Madison	83	13.8	1.8	6.6	49	-1.55	92
Gates	95	15.7	34.5	2.3	63	-0.46	93
Chatham	73	10.3	13.3	3.6	69	-0.14	94
Stokes	74	14.9	4.8	6.6	70	-0.92	95
Camden	88	8.7	15.8	16.7	71	-0.32	96
Moore	79	11.6	14.4	3.4	65	-0.3	97
Transylvania	80	12.4	4.8	2.4	60	-0.66	98
Polk	87	12.3	5.5	4.4	66	-0.86	99
Yadkin	97	13.8	3.6	2.3	67	-0.94	100

Institute for Southern Studies, March 2010. For sources see page 16.