

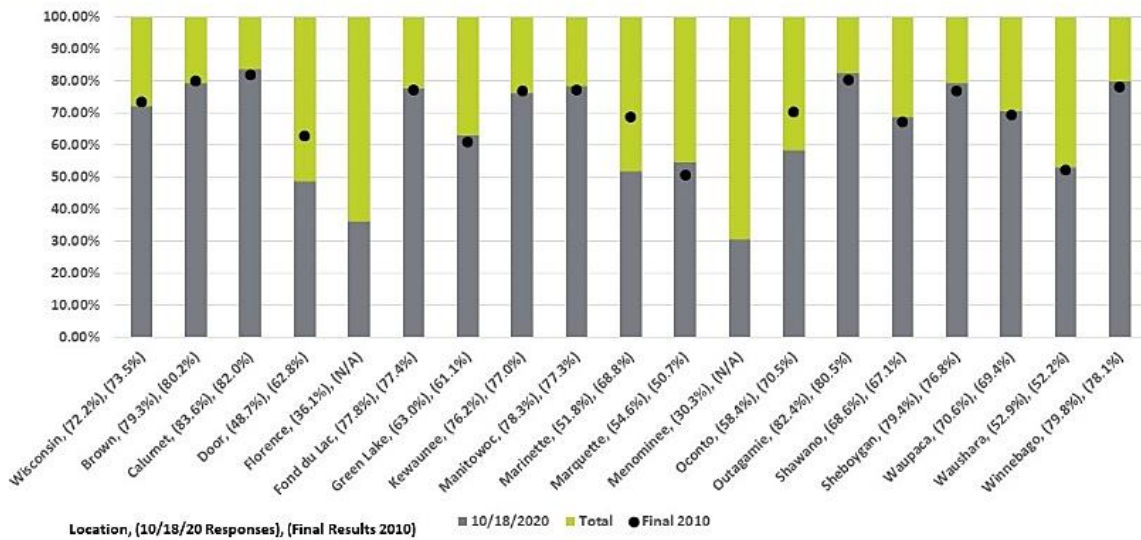
Starting in April the New North, Inc., actively encouraged residents of Northeast Wisconsin to participate in the 2020 Decennial Census. Promotion through the #CensusChallenge and collaboration with local partners encouraged a target response rate of 80%. April news and partner promotion included:

- Brown County (tinyurl.com/Brown-County-NN-Census)
- Fox 11 News (tinyurl.com/Fox11-NN-CensusChallenge)
- Insight Publications (tinyurl.com/InsightonBusiness-NN-Census)
- Kewaunee County Comet (tinyurl.com/KewauneeComet-NN-Census)
- WTAQ News Talk 97.5 FM & 1360 AM (tinyurl.com/WTAQ-NN-Census)

Distribution of census materials started in mid-March. New North initiated collection of data related to reporting by county on April 7th, at that time values ranged from 10.2 to 64.7 percent. The Census was originally scheduled to conclude on July 31st, with field collections scheduled for May. As of July 31st the response range had reached between 22.3 and 81.5%. Due to COVID delays, it was not possible for Census Bureau staff to initiate field data collection until August. This complication, in addition to contentious legal issues lead to the census collection period being extended until October 18th. At the close of the Census collection period New North counties indicated between 30.3 and 83.60%, these values represent a range of -17% lower and an improvement of 3.9% compared to 2010 results.

New North Region 2020 Census Challenge

Data Accurate as of 10/18/2020



To learn more about the U.S. Census, please investigate the following links:

- State of Wisconsin Department of Administration U.S. Census Bureau News and Products for Wisconsin (https://doa.wi.gov/Pages/LocalGovtsGrants/US_Census_Bureau_News_and_Products_for_Wisconsin.aspx)
- U.S. Census Home Page (<https://2020census.gov/en.html>)
- U.S. Census Bureau 2020 Operational Adjustments Due to COVID-19 (<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>)
- U.S. Census Bureau Self-Report Rates Map (<https://2020census.gov/en/response-rates/self-response.html>)

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*New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. The **New North Mission** is to be the catalyst for regional prosperity for all through collaborative action. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.*

This article and the [New North IntelTracker](#) offer data insights and trends to consider in your future strategy development, curated by the New North [Business Intelligence](#) Committee.