

# Census 2020:

Perspectives

from Hard-to-Count Communities

in Miami-Dade



**The  
Miami  
Foundation**  
For A Greater Miami

**FIU**

Jorge M. Pérez  
Metropolitan Center

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This report is a product of the collaboration between  
Florida International University's Jorge M. Pérez Metropolitan Center and  
The Miami Foundation.

The **Florida International University Metropolitan Center** is Florida's leading urban policy think tank and solutions center. Established in 1997, the Center provides economic development, strategic planning, community revitalization, and performance improvement services to public, private and non-profit organizations in South Florida. Its staff and senior researchers are leaders in their respective fields, and bring extensive research, practical, and professional experience to each project. The Center's research has catalyzed major policy initiatives and projects in housing, economic redevelopment, transportation, social services, and health services throughout South Florida.

The logo for Florida International University (FIU) consists of the letters "FIU" in a bold, blue, sans-serif font. The letters are outlined in a thin yellow border. Below the letters is a horizontal yellow line.

**Jorge M. Pérez  
Metropolitan Center**

The logo for The Miami Foundation features the words "The Miami Foundation" in a large, bold, black, sans-serif font. Below this, the tagline "For A Greater Miami" is written in a smaller, all-caps, black, sans-serif font.

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## Executive Summary

Multiple initiatives exist in Miami-Dade to encourage census participation rates and prevent undercounting. The Miami Foundation, in collaboration with other funders, including the Health Foundation of South Florida, the John S. and James L. Knight Foundation, the Children's Trust and others, have created a pool of funding to be distributed as grants to nonprofit organizations throughout Miami-Dade for census outreach efforts.<sup>i</sup>

To support the outreach efforts, The Miami Foundation engaged the FIU Jorge M. Perez Metropolitan Center (MC) to design and conduct focus groups in three of Miami-Dade County's hardest-to-count areas. In addition, an online survey with 442 participants was administered in July 2019 to Miami-Dade County residents to evaluate and analyze participant's familiarity with the census and personal perspectives on the census. The three focus groups were organized in August 2019 and included 29 participants from three different areas:

- Downtown Miami/Overtown/Liberty City
- Homestead/Florida City
- Opa-Locka/Miami Gardens

Another area with a high concentration of hard-to-count populations was considered – North Miami – but the U.S. Census and local organizations are already engaged in similar research and outreach efforts.

### The major findings were the following:

- Finding 1: Increasing awareness of the census purpose will increase participation.
- Finding 2: Residents need to understand *how* the information collected by the census is used, especially in ways that impact *their* lives.
- Finding 3: Concerns for privacy and data sharing among government agencies may discourage participation.
- Finding 4: The online method for census completion will be challenging for large segments of the population.
- Finding 5: Miami's diverse population necessitates the design of targeted messages and the deployment of various communication channels.

A complete count in 2020 will be extremely significant in Miami-Dade as it is one of the top 10 most populous counties in the nation with an estimated count of 2,761,581<sup>ii</sup>. Miami-Dade is also in the top 10 for counties with the highest numeric growth from 2010-2018, with an estimated increase of 263,568 persons<sup>iii</sup>. The count in neighboring counties will have significant implications for Miami-Dade as 7% of Miami-Dade residents' work outside of the county, 22.6% of Broward residents work outside of Broward, and 10.1% of Palm Beach residents work outside of Palm Beach<sup>iv</sup>. Of note, the Miami-Fort Lauderdale-West Palm Beach, FL Metropolitan Area has an estimated population of 6,198,782<sup>v</sup>. An accurate count will have implications for the entire region. Moreover, in 2016, **Florida received approximately \$45 billion in annual federal funds** to supply 55 large federal assistance programs such as Medicaid, the Supplemental Nutrition Assistance Program, highway planning and construction, Section 8 housing choice vouchers, Head Start, and foster care<sup>vi</sup>. This large figure demonstrates further reason to advocate for a complete count as the federal dollars that are derived from census data largely impact the substantial population that exists in South Florida. In 2010, Miami-Dade County's census completion rate was 72% , compared to the national average of 74%. **The County's goal for 2020 is to meet or surpass an 82% completion rate.**

According to the census, there are many groups at risk of undercounting. Households including these individuals may be hard-to-locate, hard-to-contact, hard-to-persuade, and/or hard-to-interview.<sup>vii</sup> Some of these groups include:

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low-income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ+ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

The Census has acknowledged the occurrence of differential undercount – a disproportionate undercounting of some population subgroups, most notably people of color, young children, and renters (a proxy for lower-income households), compared to non-Hispanic Whites, older Americans, and homeowners.

Florida, California, Georgia, New York, Nevada, Texas, and New Mexico **have the highest risk for undercounting**, according to the Urban Institute<sup>viii</sup>. The Urban Institute reports that even if the 2020 census count has the same participation rate as the 2010 count, which was considered successful, communities across the country could still be undercounted because the United States has grown more diverse in the past decade and has more renters. For example, there was a net undercount of nearly 400,000 young Latino children ages 0 to 4 in the 2010 Census<sup>ix</sup>, a 12.2% net undercount for Black male renters ages 30-49, and an 8.6% net undercount for Hispanic Male renters ages 18-29<sup>x</sup>. Much of this undercount is concentrated in a few states, and within those states, particular counties. Five states—California, Texas, Florida, Arizona, and New York—account for almost three-quarters (72%) of the net undercount<sup>xi</sup>.

Federal programs use census-derived data to determine significant funding throughout the country. According to the U.S. Census, the 2020 Census figures will determine over \$675 billion in funding each year over the next decade to states and local communities<sup>xii</sup>. However, a recent report on the 2020 Census by George Washington University’s Institute of Public Policy estimates that census derived data from the 2020 Census will be responsible for at least **\$900 billion in federal funding across the United States**<sup>xiii</sup>. Some of the services impacted by the census figures include public safety, transportation, health, education, and economic development.

***We look forward to this report informing the Miami-Dade Counts collaborative's Census 2020 complete count initiatives and Resilient 305 strategic plan.***



## Top 3 Motivators for Completing the Census



1. Helps determine funding for community needs (schools and fire departments)



2. Provides information for local government to plan for changes in community



3. Contributes to a better future for community

## Bottom 3 Motivators for Completing the Census\*



1. Pride in ethnic heritage



2. Civic responsibility

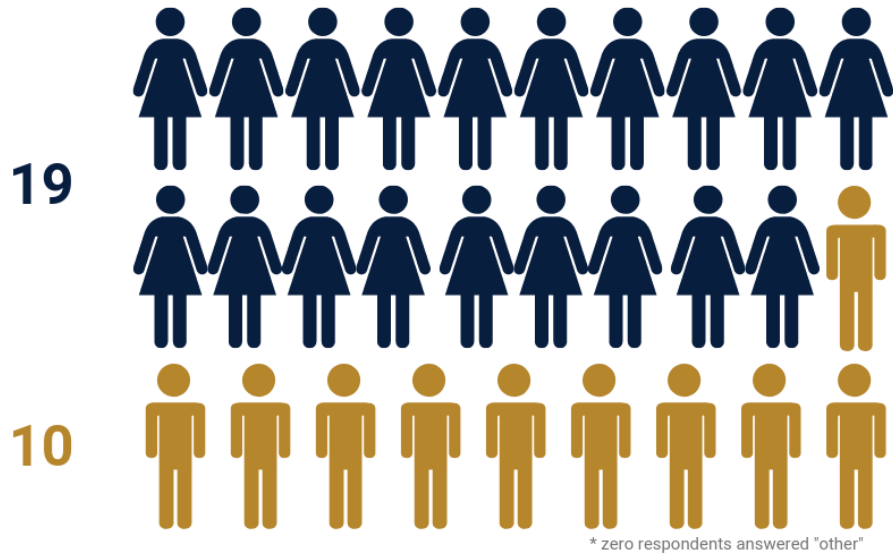


3. Makes voice heard

\*in order from least motivating reason for completing the census

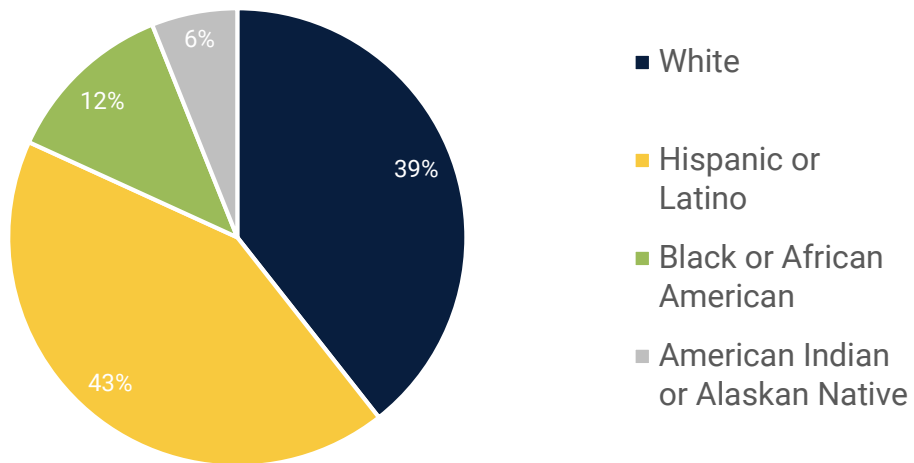
# Focus Group Participant Demographics

## Female or Male?\*

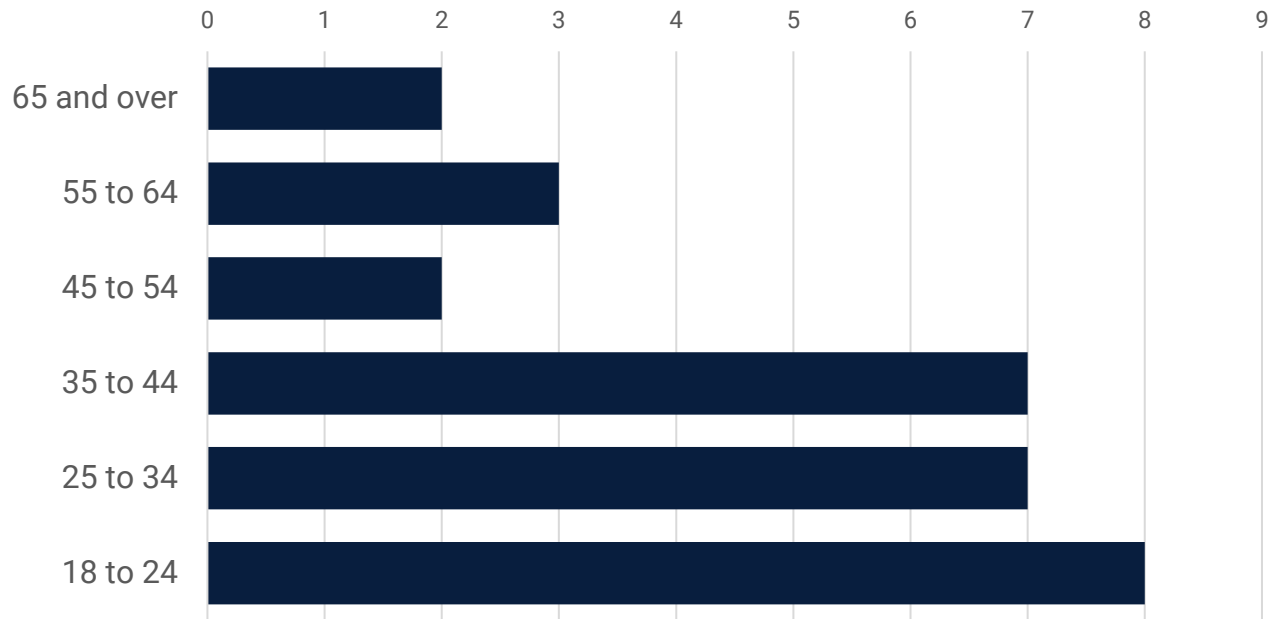


**65.5%** female and **27.6%** male

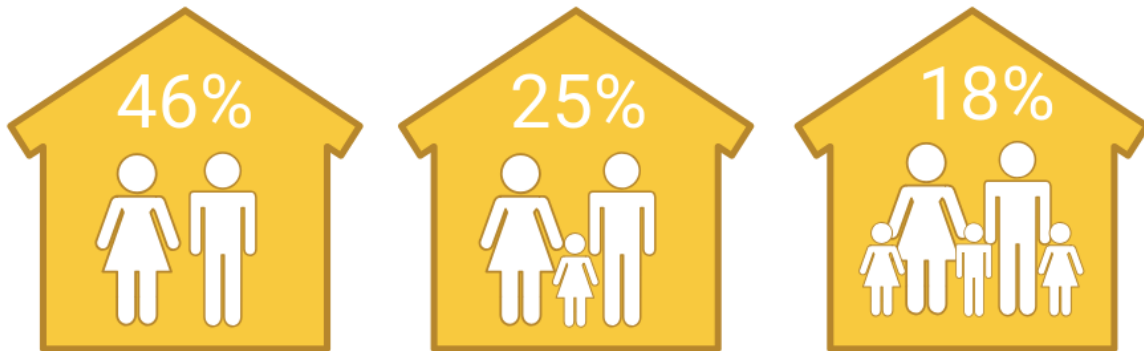
## Race/Ethnicity



## Age Group



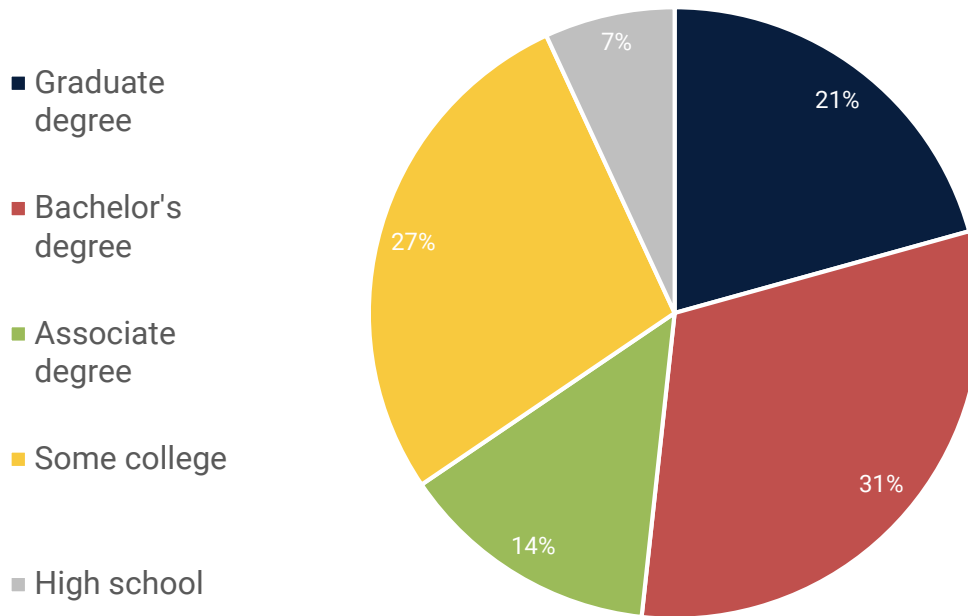
## Household Size



\*Roughly 3% of households were each of the following sizes: one, four, and fourteen.



## Highest level of school completed



**17** participants have an associate's degree or higher. **One** started college a week after the focus groups were conducted.

## Key Findings

Qualitative analysis revealed five overarching themes across the focus groups with related subthemes. Findings across all groups consistently underscored the importance of understanding the purpose of the Census but also reinforced the challenges of participation, including the mode of information collection, as well as the concern for how the data will be shared and used. The five key findings are related to:

- *Awareness:* Increasing awareness of the purpose of the census will increase participation.
- *Information use:* Residents need to understand how the data collected by the census is used, especially in ways that impact their lives.
- *Privacy:* Concerns for privacy and data sharing among government agencies may discourage participation.
- *Census process:* The online method for census completion will be challenging for large segments of the population.
- *Outreach channels:* Miami's diverse population necessitates the design of targeted messages and the deployment of various communication channels.

### Finding 1: Increasing awareness of the census purpose will increase participation.

Almost all but a few participants agreed that census responsiveness is directly linked to awareness. As one participant put it, "knowledge is power," meaning that the more people knew about the census, the more empowered they would be to make the right choice. Participants in the online survey distributed to Miami-Dade County residents were all asked how familiar they were with the U.S. Census. Of those participants, 14.7% stated that they were not very familiar or not at all familiar with the U.S. Census. While most of the focus group participants were aware of the census, there were two specific groups that lacked awareness. Participants in their late twenties and early thirties, even if they had heard about the census, were not aware of what information it collects and for what purposes. At the time of the 2010 Census, some younger participants were not living in households of their own, and the census was likely completed by other adult family members. Some of the focus group participants were also recent immigrants, for whom the census was completely unknown. These characteristics – age and length of residence in the country – are consistent predictors of census awareness.

For example, in the Overtown focus group, which included residents of the downtown area and Liberty City, 8/12 participants had filled out the census in the past. Those who had not, were either too young or not in the country during the last census.

"People who are not aware will not complete the census because there hasn't been a call to action." – Female, Homestead

One participant from Homestead noted that she would complete the census right away, as soon as she receives the invitation, but acknowledged that it is because she is already engaged with the community. She noted that others, which are not as aware as she is, are more likely to ignore the census.

"If people knew about its importance, they would fill it out." – Female college graduate, Homestead

Most participants shared their awareness of the census in most general terms, as related to counting the population or to determine voting power. However, this basic awareness is not a strong push factor in census completion. From the perspective of most participants, it is more important to know how the census will impact their community.

**Finding 2: Residents need to understand *how* the information collected by the census is used, especially in ways that impact *their* lives.**

Most participants were aware of how the census is used in general, but not specifics of different programs with local impact. Each focus group began with a discussion of how the participants understand what a community is. That discussion helped set the context within which participants could think of the census as it relates to voting, local planning, and distribution of funding to various programs. The discussions of what a community is revealed that people think in many different ways about their community. First, most agreed that a community is larger than their family circle. Secondly, most participants acknowledged that a community is a group that is linked in some ways. Most think of a community as a small geographic entity – a specific neighborhood, rather than a city or county. Others attributed more abstract meanings to the word. For example, one participant in Overtown mentioned the presence of "communities within communities" based on common goals, interests, or professional affiliations. Some seemed to think of a community as fluid - the place they call home currently. However, others think of the community as the place "where your roots are" or "where you come from." Some of the younger residents believe a community can be any place where people come together, not only physically, but also online, via social networks. Despite these differences of perception, geography was an important precondition for forming a community, therefore linking the importance of the census for their locality/neighborhood would be an important factor in encouraging census participation.

When asked to express some words or feelings that come to mind when they hear "the census," without any other prompts, most participants used general words and phrases such as "population count," "trust/mistrust" and "lack of awareness." Some participants related the census to voting, district boundaries, services, and demographic/community data. A few people mentioned money, planning, resources, and funding. Some other notable phrases mentioned included "changing dynamics", "families hiding", "legal ramifications", "roadmap for communities", "food planning", and "slavery count (in the past)". The main takeaway from these unprompted connections to the census is that residents do not automatically connect the use of census information to their community, or think of it as creating value for their lives.

Participants were also presented with eight options for how the census data is used and asked to rank them in order of importance, with 1 being the most important to 8 or 9 (if the “other” option was selected) being of lowest importance (See [Appendix B](#) for worksheet and [Appendix C](#) for results). The results from these prompted answers suggest that when residents make the connection between the census, the information it collects, and their community, its value and importance is understood. Of the eight motivators, the one ranked as the first or second most important by 26 out of 29 focus group participants was *funding* (“Helps Determine funding for community needs (schools and fire departments”). Most participants related funding to more resources for schools, including the free/reduced lunch available to children from low-income families. One female participant from Homestead mentioned more school resources would be important for the younger generation to “make sure they don’t get in trouble.” Another female participant from the same area pointed out she was thinking of her grandkids. The second most popular motivator was the option “Provides information for local government to plan for changes in community,” marked as first or second in importance by ten residents. A male participant from Homestead thought of funding and resources in broader terms, referring to the use of census information by local governments to understand community needs and plan for them. A similar assessment was provided by a male participant in the Overtown group who pointed out that the census provides socioeconomic trends, and such information is useful for planning purposes. The use of the census for planning purposes was also related to the information contributing to a better future for their community – a motivator choice selected by eight participants.

“It starts with the government. They decide where the funding goes... [the census] helps them make the right choice.” –  
Hispanic male, Miami Gardens

The use of the census to determine how many selected officials the state has in congress was marked as first or second most important motivator by only six participants. One female participant in the Opa-Locka group expressed her dissatisfaction by stating that “elected officials do nothing.” Another female participant from Homestead had a similar sentiment saying she does not trust what elected officials say. However, a male Homestead resident disagreed and countered her assessment that “it is this administration,” with another female participant concurring that “it is only temporary.” One Homestead participant noted that local elected officials are more important for people’s lives, so the role of the census to influence voting power at the state level may not be a powerful motivator. While the focus group moderator never asked the participants to share if they are citizens or not, some volunteered this information. The lesser importance of apportioning as a motivator for the census completion may be the result of the presence of focus group participants who are not eligible to vote. In contrast, 91.2% of participants in the online Census 2020 Survey stated that 2020 Census results would be very or extremely important in determining how many elected representatives their state has in Congress. This could be due to the fact that most of the survey respondents are registered voters and may be inclined to participate and value the democratic process.

The least popular motivators for census completion were “civic responsibility” and “making their voices heard” – none of the participants marked either of these options as important. Informative discussions occurred in the Homestead and Overtown focus groups related to the importance of the census in allowing residents to express pride in their ethnic heritage. A male participant in the Homestead group stated that pride might lead to racism, and two female participants agreed with

that assessment. They concurred that the role of the census in defining people into groups might be detrimental to the community.

The Overtown group discussed the racial and ethnic categories in the census form, and there was some disagreement about their importance and relevance. Race seemed to be an uncomfortable topic for several participants; some mentioned that the census started as an exercise of counting the slaves at the time and that the words that the census used in the past to label African Americans were inappropriate. Others described how they are not happy about identifying as any ethnicity or race, and expressed frustration about being forced to choose from the race and ethnicity options on the form. A few participants acknowledged that in the past, their self-identification options were limited, but that in recent census forms, these options have increased. One African American female stated, "I only want to write "American" on my form – not race or ethnicity. That information is not helpful". A Hispanic male participant concurred, sharing the following: "It bothers me when people ask. I don't think race exists. I have an issue with it because race doesn't give us an idea of who people are. I am mixed race and could look like different groups of people. Doesn't mean anything if I do." Another Overtown area resident disagreed, arguing that "race exists" and that "it is necessary to count people from different places and people of different races." A female participant also explained, "the census funds education for programs for people from different backgrounds. It is important to capture their country of origin and background to fund language programs. It also useful to take a snapshot of what the county looks like." A Hispanic female participant also noted that "Hispanic origins are not race" and argued for the importance of counting different groups by arguing that "people from specific areas may be more susceptible to certain diseases based on geography and regional backgrounds."

A Hispanic male resident captured the difference of opinion and societal divisions with the statement, "When I moved to the U.S., there was a huge cultural difference between Colombia and the United States. My perception was this would be a melting pot of diversity and that people would not care about differences. But that is not the case." It should be noted that the Overtown group was very heterogeneous, reflective of the changes in the neighborhood in the last decade. The group included people of different races and ethnicities - Colombian, Taiwanese, African-Americans, Cuban, Dominican, White, non-Hispanic; different ages – from mid-20s to early 70s; different family status and sexual orientation – married, single, a gay couple, mother and daughter, grandmother; different length of residence – from recent immigrants (last five years) to long-time community residents (30+ years). The recent changes in the community were a source of frustration for some of the African American participants who referred to the loss of culture and character of their neighborhoods. In contrast, while the participants in the other two focus groups (Homestead and Opa-Locka) also noted that their community was in a flux, there were no negative opinions about the greater diversity. One African American Homestead resident saw it as a positive development that members of her community are "forced to develop relationships with others." Participants in the Opa-Locka group who were residents of Opa-Locka and Miami Gardens agreed that "a lot is going on" in their communities, with more resources, more people, more opportunities.

"Completion depends on how things are presented to them [residents]"  
(Hispanic male, Opa-Locka)

Towards the conclusion of the focus group sessions, most participants agreed that a greater understanding of the many valuable uses of the census

would be beneficial for participation and improving conditions in their community. One participant (female college student from Homestead) noted that she wanted “my community to be a good community.” After the discussions of the use of census data, most participants had a general understanding that the census will help their community by directing federal resources and funding.

**Finding 3: Concerns for privacy and data sharing among government agencies may discourage participation.**

The majority of participants had no concerns about their privacy or the use of data by the government. However, some made observations about their community’s concerns that may depress completion rates. Some African American participants shared their discomfort about people knocking on the door to ask questions; and indicated that it would feel like an invasion.

There were two reasons pointed out as to why some residents may "hide" or distrust the census. The first reason participants pointed out was the person's legal status. One Overtown Hispanic participant noted that “the Census is different for immigrants; they may be scared to fill it out.” However, another Hispanic participant offered a different perspective noting that "some immigrants may be proud to put what country they are from." Most participants seemed to share the notion that because the census is conducted by the government, the sharing of information by government agencies would naturally occur. Even when given the assurance that by law, their privacy will be preserved as the U.S. Census Bureau is not allowed to share their identifying information for 72 years, some residents remained distrustful. A few remained with the belief that there might be circumstances in which people's individual information might be disclosed. The use of census data by law enforcement came up in the discussion of the Homestead group. One participant thought that using census data to allocate resources for police in their community could be a positive outcome. However, another participant countered that it might also be used for "over-policing." One female Homestead resident expressed concern that, based on the information she provides, the government will "come to get me... to hurt me eventually." A couple of other participants agreed that this might happen because "politics may interfere" or because of current policies.

“Migrants will be scared, especially illegal ones.”  
(Hispanic female, Homestead)

Other participants noted that even for people who have their legal documents, there might be mistrust because of legal repercussions. One participant noted that people would be afraid of law enforcement encounters if they have a legal transgression. One participant in Opa-Locka expressed that “people hide because of legal issues... when there are government forms to fill out, it causes panic”. Another African American resident of Homestead stated that “there is a trust issue with the government, with the census not being anonymous.” One resident alluded to an undercount because of misreporting on the number of people residing in the home. She stated, "I know people who were not honest; they did not count a person."

“People will lie because there is a concern the government will track how many people live in the household.” (Female immigrant from Jamaica, Homestead)

One Homestead resident affirmed that “our information is not protected, but we still need to be counted.” She suggested that the “good” uses of census information would outweigh the potential negative use.

Even for participants who do not fear the government or law enforcement, there is a lack of clarity as to the use of census data. One such resident explained privacy concerns with the lack of awareness on the use of the data and questioned how the data would be used. “The information will be protected, but what will they use it for?” Another participant also questioned whether the “information will be used for *correct* resources.”

The participants who had concerns about privacy suggested several ways in which these concerns might be reduced. Some noted that keeping the census anonymous might be advisable. However, others noted that complete anonymity is difficult to achieve. “Once you use your computer, they know,” one female participant from Miami Gardens noted. A Hispanic Homestead participant noted that providing her date of birth would allow for tracking. Some residents also noted that being counted in person, by door-to-door enumerators, may also impact their anonymity.

**Finding 4: The online method for census completion will be challenging for large segments of the population.**

Most participants were surprised that the census would collect responses online. None of the participants were familiar with the census process, which includes an invitation to provide their household information online, but also opportunities to participate via phone or mail. Many participants were familiar with the door-to-door method, and one participant in the Overtown group even served as an enumerator in the 2000 census effort.

There were some differences of opinion related to the online method of data collection among the participants depending on age and background. Our survey results showed a large percentage of respondents who exhibited easy access to a smart device or computer (see [Online Survey](#) section). The younger residents, those in their 20s, seemed confident that this method would be successful. One female participant in Homestead argued that “everyone has access to technology and Wi-Fi.” This view is typical of young residents who are “digital natives,” a term used to describe those who have grown in the age of widely accessible digital technology. However, most participants acknowledged that large portions of Miami-Dade residents overall and of their own communities/neighborhoods, probably do not have access to digital devices. One female Homestead resident recalled that her mom found completing the paper form in the previous census challenging, so completing it online would be even more difficult. A male Opa-Locka resident expressed concerns for the online method because of data safety challenges, arguing that answers can be manipulated more easily.

“The people we serve do not have access or knowledge [of computers].”  
(Female participant, Homestead)

Another Homestead participant noted that once she receives the initial census card inviting her to provide her household information online, she may put it aside, planning to “get to it later,” but

may not actually do so. Another female Homestead resident concurred. It should be noted that both of these participants were college-educated, and long-time residents of their community.

One large group that would be unresponsive to the census, according to most of the focus group participants, includes all residents who are not aware of what the census is, i.e., an official count of the population, and what it does, i.e., help distribute funds. Awareness, as already discussed above, will play a crucial role in ensuring participation. However, most of the participants also acknowledged that it might not be sufficient because of a lack of technologic skills or understanding of the census forms. Senior residents and recent immigrants were the two demographic groups that were most frequently mentioned as ones for whom the census completion might be challenging. Participants pointed out that senior residents may not be technologically savvy. Others noted that recent immigrants, especially migrant workers or undocumented immigrants, might not have the knowledge as well as the resources to connect digitally.

In 2017, 227,009 households in Miami-Dade County, representing 36% of all households, had no Internet subscription.

(U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)

A male Homestead resident had a preference for providing the information in person. According to him, "I want the census to remain traditional for a while, like voting." In addition to his preference for "the human touch," he also suggested that the door-to-door method would achieve higher accuracy. However, that method of information collection was the least desirable overall. Despite

"Now that I know they will knock [if I don't complete it online], I would fill it out [online]." (Female participant, Homestead)

their concerns for the online method of data collection, including privacy and non-responsiveness from some residents, some participants noted that it is still better to respond online rather than get a door-to-door canvasser. A female college student in Opa-Locka ventured, "It is crazy to get a door knock... it makes you think twice about why they need the information." A female participant in Homestead noted that "now that I know they will knock [if I don't complete online], I would fill it out [online]." One female participant residing in Miami Gardens also indicated her concern for safety when opening the door to unknown visitors. Another female resident, from Homestead, stated that she never opens the door in the evening.

**Finding 5: Miami's diverse population necessitates the design of targeted messages and the deployment of various communication channels.**

Focus group participants offered various methods for outreach and strategies to boost census participation. Their main focus was on the medium used for the messages and the messengers.

First, participants had suggestions related to the ways in which census awareness could be achieved through a greater online presence from the Census. A few participants expressed concern that there is little knowledge of the census within their community and suggested that the Census begin outreach quickly. A few participants noted that the census should focus on targeted messaging explaining how the information is used in their community. Social media, and Facebook, specifically, were mentioned by many participants. One participant suggested



organizing a Facebook live challenge for people to complete the census online. Others noted that an overall greater online presence should be established. None of the participants had seen any of the census messages that have been put so far on social media.

Other participants acknowledged that not everyone in the community is online and proposed that information be shared at places which people visit frequently. Some examples included libraries, fast food places, schools, coffee shops, and grocery stores. One suggested that there should be census sites, similar to voting sites, where residents can complete the form.

Secondly, most participants focused on actors who are important in raising awareness. The most important group, on which the majority agreed, includes local nonprofits and community organizations. For example, in Homestead, one participant suggested that FarmShare and the blood donations bus are involved. Opa-Locka participants recommended that local organizations organize "fill-out census parties." Overall, all participants agreed that local *non-governmental* organizations are a good and trusted source of information. Older residents, immigrants, and other hard-to-count groups may not fill out the census on their own, but their children or supporting agencies can help them. One male Homestead participant suggested that a community person is assigned to every block in a neighborhood to lead the census completion efforts.

Two Opa-Locka participants agreed that involving the *AARP* would help with the response rate among seniors. One Miami Gardens resident suggested that health insurance providers are involved in distributing information.

A few participants noted that it might be important to involve "influencers," especially for younger residents. One Homestead participant mentioned P.Diddy, Kanye West, and other celebrities being involved in a campaign similar to "Rock the Vote." A resident from Opa-Locka also mentioned Get out the Vote efforts.

One participant noted that census day should be a special day, receiving the same publicity as elections day. However, a few participants acknowledged the challenge of making it special if it happens once every ten years.

The third important takeaway related to messaging is the role of government. The residents who expressed doubts about the privacy of their information and concerns about how the census uses and shares their data also do not feel that government agencies and elected officials would be successful in alleviating fears. One Opa-Locka participant suggested that "government should ask nonprofit organizations to be involved, to spread information." Another participant in the same group added, "some governments may not want immigrants to be counted." Without a moderator prompt, two of the Opa-Locka participants noted that funding should be allocated to nonprofits for census-related efforts.

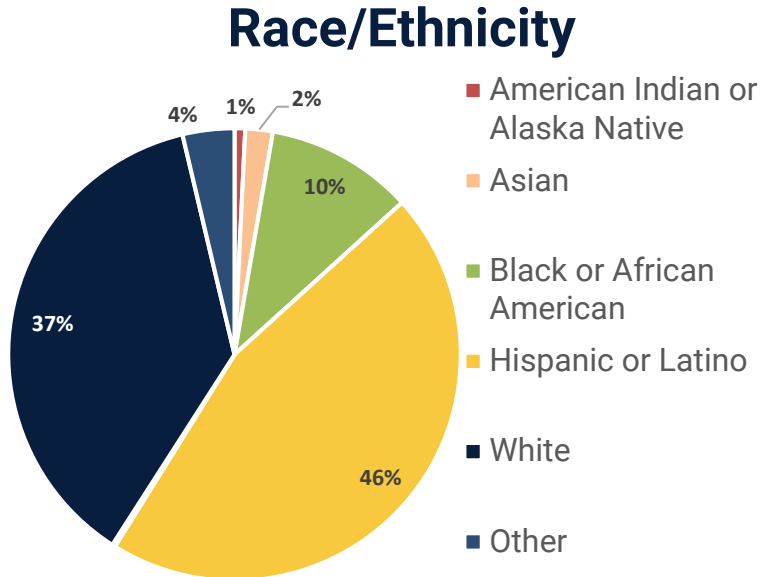
## Online Survey

The Miami Foundation and FIU Jorge M. Perez Metropolitan Center collaborated to survey Miami-Dade County residents on areas related to the census. We had 442 participants and captured their demographic information, familiarity with the census, and their views on the importance of the census. As the 2020 Census is being conducted online, we also asked questions about their internet access and the devices they use with the internet.

In order to receive the most diverse sample possible, the Census 2020 Survey was sent to as many Miami-Dade County residents as possible. The Miami Foundation distributed a link to the survey through their community channels. The Metropolitan Center also distributed a link to local non-profits, community partners, local newsletter subscribers, and registered voters in Miami-Dade County who opted to receive emails during their registration process. The list of these voters was extracted through a public records request from the Florida Division of Elections.

### Demographic Information

This survey sought to collect data from a diverse group of respondents to represent Miami Dade County. Of those, 58.6% of respondents were female, while the remaining 41.4% of respondents were male. The largest age group of respondents was from the 55 years and over population, making up almost half (49.9%) of respondents. The 35 to 54-year-olds made up 32.8% of respondents, while only 17.4% of respondents belonged to the 18 to 34 year age range.



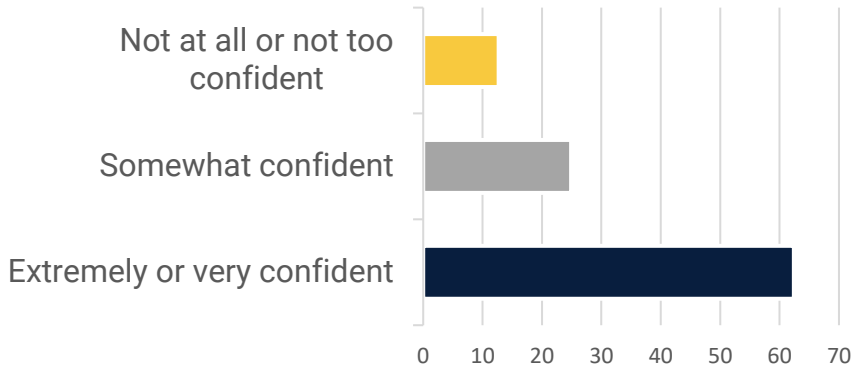
The largest group of respondents, 46%, identified themselves as Hispanic or Latino, while the second-largest group, 37%, identified themselves as white. 10% of respondents were Black or African American, 4% classify themselves as other, 2% as Asian, and 1% classify themselves as American Indian or Alaskan Native. These numbers are typically representative of the racial and ethnic makeup of Miami Dade County as a whole.

Lastly, respondents were asked to include information regarding the number of people per household with 50.1% of respondents residing in a two-adult person household and 70.2% of respondents living in households with no children under the age of 18. The high number of respondents living in households with no children could be because almost half of the respondents were over the age of 55.

**Familiarity**

About half of the respondents (51.9%) are extremely or very familiar with the census. Just 14.7% are not familiar with the census. If the census were held today, 92.3% of respondents stated they would fill it out. In comparison, the census completion rate in Miami-Dade County was 72% in 2010 (U.S. Census Bureau).

**How confident are you that the Census Bureau will share answers to the census with other government agencies**



Motivators and barriers in completing the census are essential to ascertain as the Miami Foundation works to improve the 2020 Census messaging in Miami-Dade County.

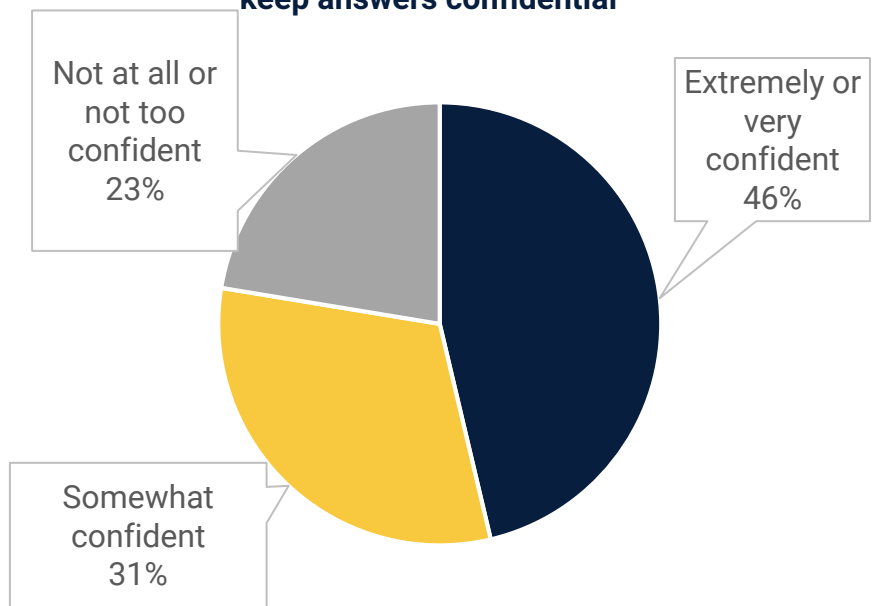
When asked if they believe the Census Bureau will share their answers with other government agencies, 62% are confident that their responses will be shared and 13% are not confident.

When asked if respondents believe the Census Bureau will keep answers confidential, 46% are confident that they will be and 23% are not confident.

When asked if respondents believe the Census Bureau will keep answers confidential, 46% are confident that they will be and 23% are not confident.

We then asked respondents to select their top three reasons for filling out the census form. A little over half of the participants (55%) believe it is essential that the census determines funding for public services in the community. 43% of respondents believe it is

**How confident are you that the Census Bureau will keep answers confidential**



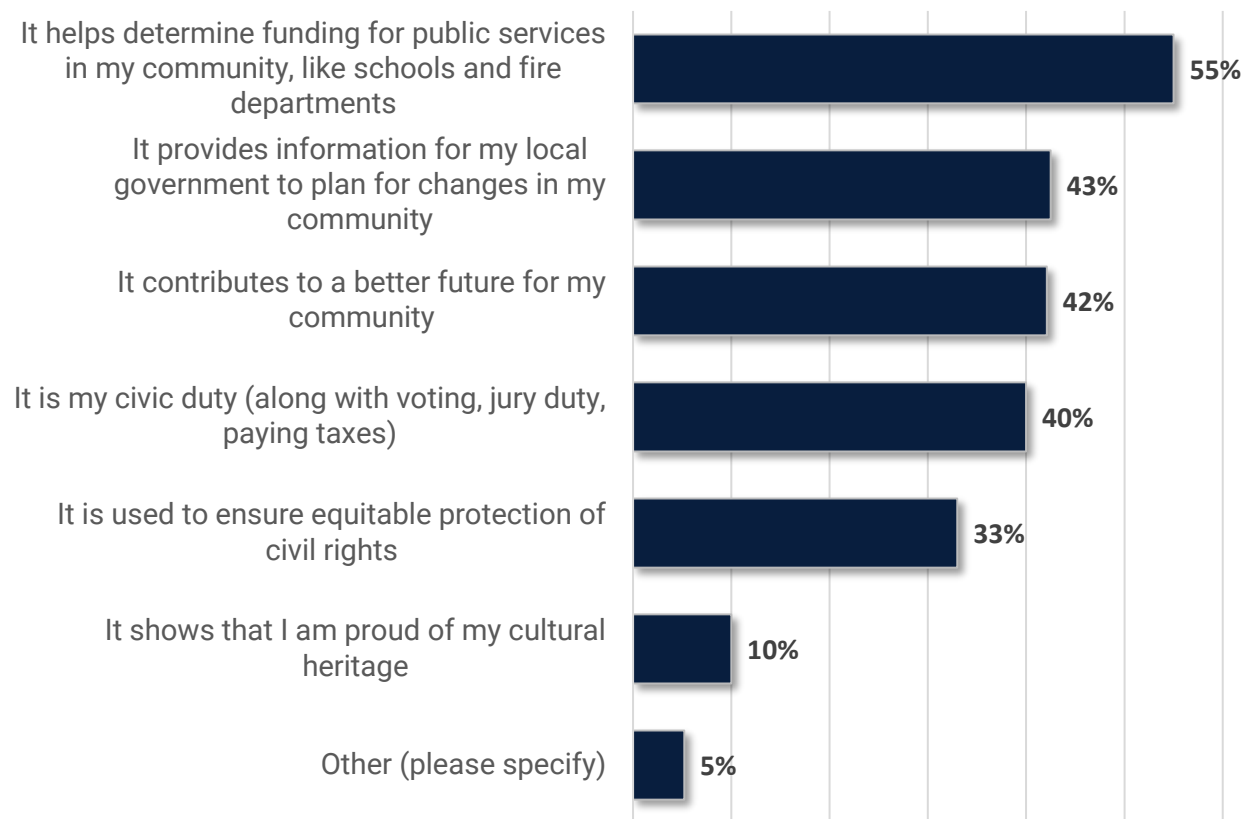
We then asked respondents to select their top three reasons for filling out the census form.

A little over half of the participants (55%) believe it is essential that the census determines funding for public services in the community. 43% of respondents believe it is

important that the census provides information for their local government to plan for changes in their community, and 42% believe the census contributes to a better future for their community.

Ten percent expressed that filling out the census shows they are proud of their cultural heritage. Only 13 (1.6%) participants stated they were not certain that they would fill out the census form. Those 13 respondents elaborated on the question and shared their reasoning. Responses varied,

### Which of the following is/are the most important reason(s), to you personally, that you should fill out the census form?



but they expressed hesitation to fill out the form due to privacy issues and general confusion on the process. An individual noted, "will my input even make a difference?" emphasizing the need to stress in messaging that every person counts. Interestingly, one person declared they would be more likely to fill out the census if it is online. These were their responses:

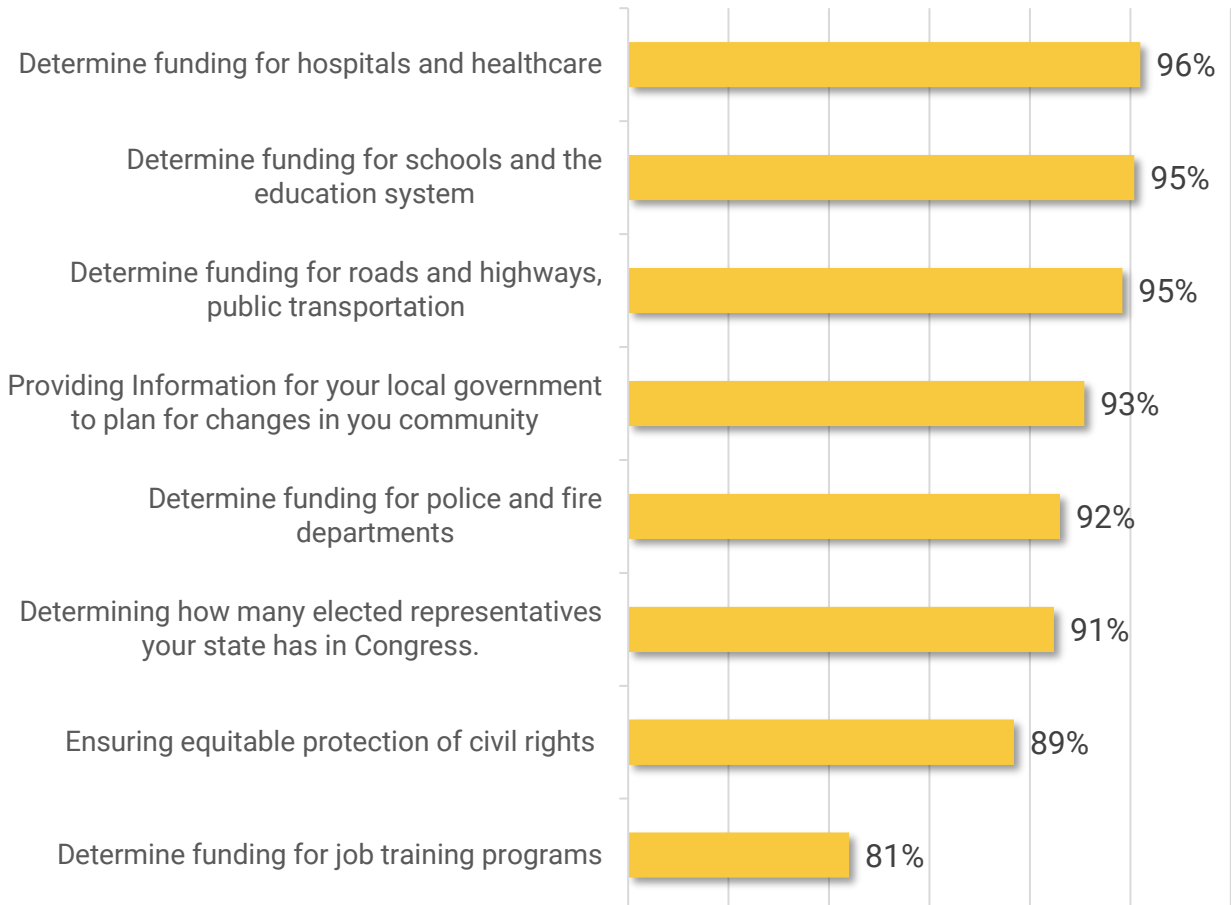
- Data may be misused
- Don't want to answer citizenship question if on census
- I don't know how the census data is collected. Is it electronic? If so, then I would be more sure that it would be filled out.
- I've never done it. Don't know how long it takes.
- If a question is added in regards to citizenship, I am not certain what the government will use that information for.
- Im not sure where or when I would get the form.

- Just getting around to it.
- Never did it before
- Not sure if I would receive
- Not sure if it applies to me as someone with a work visa.
- Not sure if truly anonymous
- Time consuming.
- Will my input even make a difference?

**Importance**

The following are some ways in which the 2020 Census will be Used. How important if at all, is each of these to you personally?

■ Extremely or Very Important



This survey captured the importance of taking the census. Mostly, 96% of respondents deemed funding for hospitals and healthcare as important. When it came to education, 95.2% believe it is important that the census will determine funding for schools and the education system. 92.7% also believe that it is important that the census will provide information for the local government

to plan changes in the community. Only 81% of respondents believe it is important for determining funding for job training programs. This response may show that some individuals do not understand the contextual importance of job training programs in Miami-Dade County.

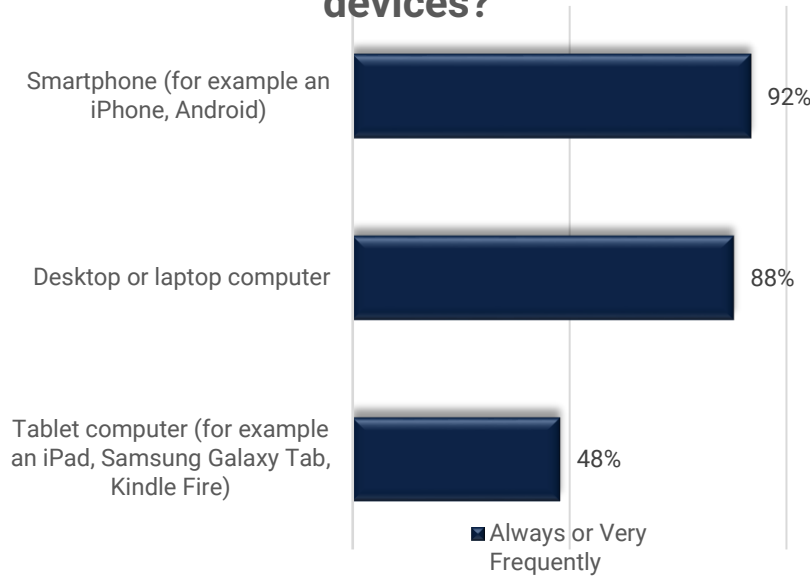
Lastly, we had 20 individuals submit other answers as to why they believe it is important to fill out the census:

- Accuracy of how many people in the country, how many citizens and non-citizens.
- All of the above!!
- All of the points noted here are valid. Hopefully, none are used for exclusion.
- Atencion a personas de la tercera edad [*attention to elderly individuals*]
- congressional representation
- Determines equal representation in Congress
- How many are we...
- I hope it also determines funding for the arts as a necessity
- It is a tool for determining the number of Congressional Representatives
- It provides important statistical information on the changing demographic composition of the US
- It's a privilege to be a citizen
- its archaic and importance may not benefit all communities equally
- Political representation in DC
- Provides genealogical information
- Reapportionment & funding
- Representation in Congress
- Saber cuantos Ciudadanos Norteamericanos, cuantos Latinoamericanos, Asiáticos, etc, etc, aparte de cuantos Congresistas de acuerdo a la población que tenga el estado debe representarnos en el Congreso y el Senado, así como otras cosas que NO están ventiladas en el presente. [*Know how many North American Citizens, how many Latin Americans, Asians, etc, etc, besides how many Congressmembers there are according to the population that the state has to represent us in Congress and the Senate, as well as other things that are NOT exposed in the present.*]
- The US Census has evolved to the point that the impact extends far beyond government to business. The US Census is the benchmark for measuring media. If the US Census were distorted by POLITICIANS then businesses would not be able to make informed business decisions. Allowing POLITICIANS to game the US Census is an election issue in my mind.
- To provide health care for the elderly.
- To show that I am here. To be counted.

## **Internet Access**

When determining possible Census response rates, it is crucial to examine average computer and internet access and usage.

### How often do you use the internet on the following devices?



Respondents demonstrated heavy and frequent internet access, with 92% of respondents using their smartphones to access the internet frequently, 88% using a desktop or laptop computer, and 48% using a tablet computer.

## Implications

### Community Discussions with Trusted Voices

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The overarching takeaway from the three focus groups with diverse participants in Overtown, Homestead, and Opa-Locka is that a discussion on what the census is and how the information is used is extremely helpful to alleviate some of the fears certain population groups share. Upon the completion of the focus group sessions, all but one participant felt more comfortable about the census and indicated they would respond to it. The only participant who remained resolved not to participate indicated that her main concern remained whether and how her information would be used eventually.

### Achieving an Accurate Count

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The awareness of what the census is should be supplemented with a more specific educational effort as to how to complete the form. Most respondents understood that everyone who resides in the home at the time of the census should be counted. However, some participants noted that the accuracy of the census count will be impeded by “snowbirds” or part-time residents who reside in Miami most of the time but still count themselves at their second residence. A few participants also questioned how college students would be counted. One Homestead participant noted that there are multigenerational families living in motels in their area, and they may not be counted accurately. One Miami Gardens resident noted that in some neighborhoods in her city, residents rent their backyards for trailers and those living in the trailers will not be counted. One participant noted that her grandson lives with her half of the year only, and she wasn't sure whether to count him. All of these are examples of potential problems with counting, especially if households choose to complete the census online. The census process relies on accurate self-reporting. The Census Bureau does not engage in information verification, so if the information is not reported accurately, it becomes official.

### Multimedia Outreach

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The impactful dissemination of census-related messaging is dependent on the communication preferences of the target groups. Given the diversity of the Miami community and the hard-to-enumerate groups, in particular, organizations have to consider a combination of tools and media. Of all participants of the MC Census 2020 Survey, 88.2% stated they have access to a desktop or laptop computer, 91.8% have access to a smartphone, and 48.1% had access to a tablet computer very frequently or always (see [Online Survey](#) section). Most of the focus group participants rely on their phones for information and communication, so mobile-ready multimedia messaging or simple text messages, email, and video, could be effective. However, since a third of Miami-Dade households do not have internet access<sup>xiv</sup>, these efforts should be supplemented with more traditional outreach, including distribution of point-of-sale materials, printed media ads, public service announcements, and face-to-face outreach at community events. The combination of these various methods will achieve message saturation of the community, which in turn can make the census a topic of discussion and can induce "word of mouth" dissemination.



## Messaging

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While raising overall awareness of the multiple uses of census data is important, the most impactful messages will be designed around community-specific information. Local nonprofits and community-based organizations who are considering census-related outreach to their stakeholders should design targeted messages with hyperlocal content. For example, at the national level, it is widely discussed that the Census information is used for the allocation of approximately \$900 billion to various programs<sup>xv</sup> as previously discussed in the study introduction. This message can be adapted to local contexts by focusing on the amount of local funding that Miami-Dade County, or a specific population segment, e.g., families with children under five, for example, have received as a result of the census information.

Some focus group participants also mentioned that their local governments use census information for planning purposes. Using city-specific examples of such uses of the census is another way to think about hyperlocal messaging.

## Methodology

This section explains our approach used to recruit participants and solicit information from them on the census.

### *Participants and Procedures*

With the support of organizations across Miami-Dade, MC solicited the participation of residents of the target areas. Flyers were created in collaboration with The Miami Foundation to recruit focus group participants (See [Appendix A](#)). They were available in both English and Spanish in order to be inclusive and elicit wide-ranging participation. The flyers were shared via the Metropolitan Center newsletter, social media, emails, and in person. We reached out to non-profit organizations, schools, and local partners to spread the word. Some of the organizations that helped include Branches, Bridge to Hope, the City of Homestead, City of Opa-Locka, Miami Foundation, Miami Dade College Homestead Campus, Miami Dade College North Campus, Miami Dade College Wolfson Campus, Opa-Locka CDC, Space Called Tribe, TALK Schools, The United Way, and YMCA Homestead.

Three focus groups were organized, one in each of the target areas—Downtown Miami /Overtown and Liberty City, Homestead, and Opa-Locka/Miami Gardens. Space Called Tribe (located at 937 NW 3rd Ave, Miami, FL) hosted the focus group for Downtown Miami /Overtown and Liberty City residents on August 20, 2019. The Homestead/Florida City focus group was held at YMCA Homestead (1034 NE 8<sup>th</sup> St, Homestead, FL) on August 21, 2019. The Opa-Locka/Miami Gardens focus group took place on August 27, 2019, at the Opa-Locka Tech Hire Center (780 Fisherman St, Opa-Locka, FL). To allow for participants of diverse professional backgrounds to participate, the focus groups occurred outside regular business hours, from 6:30 pm – 8:00 pm.

#### Focus Groups Statistics

Three Locations: South, Central and North Miami-Dade

Participants: 29

Overtown: 11

Homestead: 10

Opa-Locka: 8

Each group was heterogeneous in terms of background, gender, occupation, and other demographic characteristics. Participants were only pre-screened to ensure residence within the targeted areas. To incentivize participation and as compensation for their time, each participant received \$50 gift cards. Refreshments and snacks were provided during the focus groups as well.

Participation in the focus groups was voluntary and participants were advised at the beginning of each session that their responses would remain anonymous. Deception was not used at any point and the moderators disclosed the purpose of the focus group and how the information the participants provided would be used. The sessions were not recorded to ensure participants spoke freely. Instead, the MC staff took detailed notes which were later compiled and transcribed for analysis.

### *Facilitation*

MC staff moderated the discussions and solicited responses from each participant using open-ended interview protocol. The MC staff was fluent in English and Spanish, but there was no request to interpret any of the questions as all participants were fluent English speakers. Interview questions (see [Appendix B](#)) were informed by focus group research conducted by the U.S. Census as part of the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS).<sup>xvi</sup> Similar to the

Census study, the script covered a range of census-related issues but grounded the results within the specific communities in Miami-Dade County.

### ***Analysis***

To begin the data analysis process, facilitators transcribed the notes from all note-takers, tallied responses on yes/no, and ranking questions and conducted a preliminary review of the overall discussions. A preliminary analysis provided a general understanding of the data, and the facilitators then reflected on its meaning. An individual summary was drafted for each focus group that analyzed major themes. Once individual reports for each group were reviewed, the data was further analyzed across all focus groups and organized into themes. These themes or key findings helped determine the interconnectedness of issues and explain the differences in responses to some items. The themes were then turned into key findings, which were then developed into implications/recommendations.

## Appendix A: Focus Group Flyers

JOIN US AUGUST 20, 2019

# CENSUS COMMUNITY DISCUSSION



**AUGUST 20, 2019**  
**SPACE CALLED TRIBE**  
**937 NW 3RD AVE, MIAMI, FL**  
**6:30-8:00 PM**

Join us as we discuss the upcoming census, how it impacts your community, and what would help you complete the form. Participants will receive a \$50 gift card. Space is limited to 12 participants.

Snacks and refreshments provided.

**Register before August 16** at [FIUMiami.Eventbrite.com](http://FIUMiami.Eventbrite.com) or by calling (954) 438-8656 or emailing [hroldan@fiu.edu](mailto:hroldan@fiu.edu)

## DID YOU KNOW?

The Census is used to distribute \$800 billion in federal and state funds each year for:

- schools
- hospitals
- roads
- & more

Census data is used to draw federal, state, and local legislative districts.

Census data provides planning for hospitals, nursing homes, clinics, and the location of other health services.

Businesses use Census data to determine where to build factories, offices, and stores.

The Census determines the # of representatives for each state.



ÚNETE A NOSOTROS 21 DE AGOSTO

# EL CENSO DISCUSIÓN COMUNITARIA



**21 AGOSTO 2019**

**YMCA**

**1034 NE 8TH ST, HOMESTEAD, FL 33030**

**6:30-8:00 PM**

Únase a nosotros mientras discutimos el próximo censo, cómo afecta a su comunidad y qué lo motivaría a completar el formulario. Los participantes recibirán una tarjeta de regalo de \$50. **El límite es de 12 participantes.**

Ofreceremos aperitivos y refrescos.

**Regístrese antes del 16 de agosto** en [FIUMiami.Eventbrite.com](https://www.eventbrite.com) o llamando al (954) 438-8656 o enviando un correo electrónico a [hroldan@fiu.edu](mailto:hroldan@fiu.edu).

## ¿SABÍAS?

El Censo se usa para distribuir \$ 800 mil millones en fondos federales y estatales cada año para:

- escuelas
- hospitales
- carreteras
- y Más

Los datos del censo se utilizan para determinar distritos legislativos federales, estatales y locales.

Los datos del censo proporcionan planificación para hospitales, hogares de ancianos, clínicas y la ubicación de otros servicios de salud.

Las empresas utilizan los datos del censo para determinar dónde construir fábricas, oficinas y tiendas.

El censo determina el número de representantes para cada estado.



## Appendix B: Focus Group Script

### A. Introduction

Hello and thank you all for taking the time to be with us today to share your thoughts and opinions. Before we get started, I want to first mention a few things about our discussion.

I am an independent researcher here to listen to you and encourage conversation. I have no stake in the opinions you share. Please feel free to be open with your answers.

Your thoughts and opinions are very important to us, there are no right or wrong answers, and your individual responses won't be shared outside of the research team.

We have 90 minutes together today. Before we jump in, let's go over some important things.

Your participation is voluntary, and you don't have to answer every question.

That said, you are here because your opinions are very important, and I do hope to hear from everyone at some point this evening. Please know that anything you share will be kept among the research team, and you will not be personally identified in any reports we prepare based on our conversation. We also ask that we all respect the privacy of everyone in the room, and that you don't share what is discussed with others.

We will be taking notes on the things you share today, but they will be anonymous and will only serve as a reference as we write our report on the needs of the community.

I want to be sure you all know that the goal of our conversation is not to agree with one another. If you disagree with something that is shared, it's important for us to hear your perspective, because you may represent a lot of people. Similarly, if you agree with something that is said, I'd like to hear that too.

Before we get started, please turn off your cell phone or switch it to silent mode.

Any questions?

Okay, let's get started by introducing ourselves to each other. Please tell us: (1) your first name, (2) how long you have lived in this area.

I'll go first. Moderator will introduce self and then facilitate introductions of others.

Very glad to meet all of you. Let's start our discussion.

### B. Community (10 minutes)

I'd like to start by talking a bit about community. There are a lot of different things we may mean when we say "community," and I'd like to explore that with you.

- Who do you think of as your community?
  - *Is it a mix of family and friends?*
  - *Is it location-specific, more based on who lives near you?*
  - *Does race, ethnicity, national origin, or language play a role in how you define community?*
- How has your community changed in the past 10 years?

Great. Thank you. That was really helpful. Throughout our conversation, I may ask you to specify

who you're thinking of when you talk about your community to be sure I understand. I may also ask you to think about community in a specific way for some questions. But we'll get to that!

### C. Familiarity and Experiences (20 minutes)

Now, I'd like to switch topics and learn a little from you about the U.S. census that happens every ten years. Remember that I'm not looking for any particular answers to my questions. And if you don't think you know much about the U.S. census, don't worry, that will help us a lot too.

First, let's brainstorm together. Moderator uses flip pad to facilitate brainstorming.

- What are some words or feelings that come to mind when I say "the census?" Just call them out.
  - Would you say most of these words are good, bad, or neither?
  - What about the U.S. Census Bureau? What, if anything, is different about what comes to mind?

**To be sure we're all thinking about the same thing for the rest of our conversation, I'd like to share some information about what the U.S. decennial census is. The U.S. census is the count of all the people who live in the United States. It happens every 10 years – which is why it is called the decennial census. The Census plans to ask questions such as how many people live at your address and their age, gender, race, ethnicity, and relationships. The next census is in 2020. This census is different from others because the information will be collected online. For the rest of our conversation, please think about this when we say "the census."**

- By a show of hands, how many of you have you ever filled out a U.S. census form? **NOTE THE RESPONSES**

Okay, this is a helpful starting point. Let's talk a little more about personal experience. I'm interested in hearing about all kinds of experiences and will be asking questions for those who have filled out a census form before as well as for those who haven't.

- For those who have filled out the census before, please tell me about that experience. What do you remember about filling out the form?
  - *When was that?*
  - *How did you hear about the census? (ads, letters, someone showed up at door)*
  - *What motivated you to take the census? What would not motivate you to take it?*
  - *How long did it take you?*
  - *Do you recall any questions that you thought were difficult or intrusive to answer?*
  - *Did anyone help you fill it out?*
  - *If non-English:*
    - Does anyone speak a language other than [LANGUAGE OF GROUP DISCUSSION]?
    - What language did you fill out the census form in? Was that your preferred language?

- What reasons did you have for choosing to complete the form in the language you used?
  - How did that affect your experience?
- *Would you describe the experience as positive or negative? Neither? What makes you say that?*
- For those who have not filled out a U.S. census form, please tell me a little more about that. Have you had the opportunity but chose not to complete it? Did someone else in at your address fill out the census? What did not motivate you to take it?
- When you complete the form, you provide some information about yourself and people who live in your house, apartment, or mobile home. What type of questions do you think it asks? What do you think about providing **information** about yourself and others that live at your address?
- We've been talking about people who live in your household. What does that mean to you? Who comes to mind when you think about people who live in your household?
- Given the **housing** challenges of South Florida, there is some concern that people will be residing unofficially in "efficiencies" or rented rooms and will not be counted. Do you see that as a challenge in your neighborhood or community?
- Do you consider **extended family** who live with you as part of your household?
- Would you think to include **young children and babies** who live and stay with you at your address?
- What about other people who might live with you who aren't related to you, like **roommates, housemates, or renters**? Do you think of them when you hear the word household?
- We've talked a bit about what the census is. What do you think the **census is used for**?

#### D. Motivators and Barriers (30 minutes)

Thank you for sharing your experiences. I've already learned a lot from you. Next, I'd like to try to understand a little more about how people decide whether they'll fill out the census form. A little background: In 2020 the census will be held online instead of on a printed form. Keep that in mind when answering the following questions.

- By a show of hands, if the census were held today, do you think you would fill out the census form?

Thank you. Let's talk a little about why you might not fill out the form. **Moderator will use flip pad to facilitate discussion and create a list of reasons why and why not.**

- What reasons can you think of that you might fill out the form?
  - *Helps determine funding for community needs (e.g., schools and fire departments).*
  - *Determines the number of elected officials that each state has in Congress (House of Representatives).*



- *Is used to enforce voting rights laws.*
- *Provides information for local governments to plan for changes in the community.*
- *Shows pride in ethnic heritage.*
- *It's a civic responsibility.*
- *Makes our voices heard.*
- *Contributes to a better future for the community.*
  - *Do you think filling out the census form affects you, your family, and your community? If yes, how so? If no, why not?*
  
- What reasons can you think of that might make you decide NOT to fill out the form?
  - Privacy
    - *Do you trust that your information will be safe and protected?*
      - *What does that mean to you, when I say, "information is safe and protected?"*
      - *How is it safe? Protected from what?*
    - *Census Bureau employees are required by law to keep information confidential.*
      - *What does this mean to you?*
      - *Does knowing this make you more likely to take the census?*
      - *Were you aware of this before today?*
      - *How does this requirement make you feel about filling out the census form?*
    - *It might single out certain racial or ethnic groups.*
    - *It might be used to find people who have not paid their taxes.*
    - *It might be used to find undocumented immigrants.*
    - *It might help the police and FBI keep track of people who break the law.*
    - *Answers may be shared with other federal agencies like the IRS, ICE, or the Department of Homeland Security.*
  - Natural disasters
    - *Are there unexpected things such as natural disasters that may make it harder to fill out the census form? Can you tell me more about this situation?*
    - *If you have experienced a natural disaster, were you displaced? Where did you go? [If needed] please tell me more.*
    - *If you were displaced, where do you think you should be counted? Please tell me more about [where you were displaced/where you should be counted]?*
- Tell me more about what or who could reduce any concerns you have with completing the census? How would these reduce your concerns? **LISTEN FOR/PROBE on trusted voices in the community and how they could reduce concerns.**
- What do you think would happen if you did NOT fill out the census form? **LISTEN FOR/PROBE on getting in trouble.**
- Let's talk about a specific scenario. If you don't fill out the census form, a census worker will come to your door to ask the census questions. What do

you think about a census worker coming to your door?

Now I'd like to get a sense of how important these different ideas are to each of you as you think about why you would fill out the census form. You have a paper (Focus Group Motivator Worksheet) in front of you. Please flip over the paper now. You'll see that many of the ideas we've discussed are represented. **Moderator will read and explain each reason on the paper.** I'd like you to please rank these reasons that would be most likely to motivate you to fill out the census form. For example, if [REASON] is really important to you, circle it. If not, just leave it blank. You can also write in something we forgot, or just circle the "other" square in the middle and we'll talk about it.

Moderator will provide time for individual completion.

**Probe on particularly popular as well as particularly unpopular topics.** We're seeing some overlap and some different perspectives. That's fantastic. I'd like to understand this a little better.

- I see a lot of people choose [REASON]. Anyone want to share what made that one stand out?
- [REASON] wasn't circled by many/any of you. Tell me more about that. Who wants to share their thoughts?
- Did anyone circle the "other" box? Please tell us about that.
- Now let's go over what these areas mean. **[Moderator will explain what the Census means for the examples listed on the motivator worksheet].** Does anyone feel differently about these motivators now that we understand what the census meant by them?

#### E. 2020 Census Process (15 minutes)

Next, I'd like to talk a little bit about the census process. As I mentioned before, the census will be online this year. Please keep that in mind as you answer questions.

- By a show of hands, how many of you have internet access? What devices do you access the internet on? *Desktop, laptop, smartphone, tablet, kindle, etc.*
- Is there a specific place you access the internet at? *Such as work, home, or the library?*
- What, if anything, could someone tell you that might make you more likely to fill out the form?
- Who might persuade you to fill out the form? (Clergy, for instance)
- Who might you talk to about filling out the census? Who might you ask for guidance to fill out the form?
- We talked about extended family earlier. Would those of you with extended family talk to family members about filling out the census?
- What about ads you might see on TV or in a magazine, or at a bus shelter? Could you learn any of the things you mentioned wanting to know about the census from an ad? Tell me more about that.

OK, let's say you received a letter from the Census Bureau asking you to complete the census form.

- What would you be thinking?

- What questions would you have?
- What do you think you would do?
- What would your reaction be if the letter explained you would need to go online to fill it out?
- If you didn't fill out the form right away, what sort of reminders would be most helpful?
  - *Reminder by mail? Reminder from a community leader in your area? An advertisement on TV or on your mobile phone?*

**F. Conclusion (5 minutes)**

Thank you for sharing your thoughts today! As we conclude our discussion, I have a few final wrap-up questions.

- After our discussion, by a show of hands, tell me, if the census were held today, do you think you would fill out the census form?
  - Did anything we discussed today make you feel differently about filling out the census form? Tell me about that.

Okay, thank you so much. I've enjoyed meeting you all. Is there anything else that you would like to share that we haven't touched on yet? Are there any final questions? If not, please leave all your materials on the table and have a lovely evening.

On your way out, make sure we have your correct address information so we can send you the gift cards in our appreciation of your participation.

UID: \_\_\_\_\_

Form Approved  
OMB No. 0607-0978  
Exp. Date 08/31/2020

**Helps determine funding for community needs** (e.g., schools and fire departments)



**Determines how many elected officials state has in Congress** (House of Representatives)



**Used to enforce civil rights laws**



**Provides information for local government to plan for changes in community**



**Other**

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**Civic responsibility**



**Makes voice heard**

**Contributes to a better future for community**

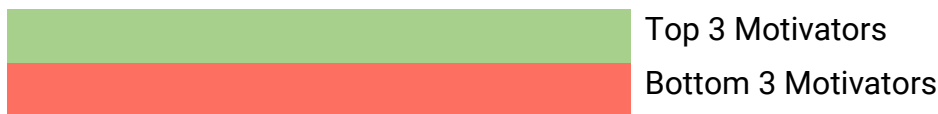


**Pride in ethnic heritage**



## Appendix C: Top 3 Motivators and Bottom 3 Motivators Per Area

Motivators/Barriers	Homestead	Miami Gardens/Opa-Locka	Downtown Miami/Overtown/Liberty City
Helps determine funding for community needs (schools and fire departments)			
Determines how many elected officials state has in congress			
Used to enforce civil rights laws			
Provides information for local government to plan for changes in community			
Civic Responsibility			
Makes voice heard			
Contributes to a better future for community			
Pride in ethnic heritage			



## Sources

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- <sup>iv</sup> American Community Survey 5-year Estimates (2013-2017).  
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- <sup>v</sup> U.S. Census Bureau. <https://www.census.gov/newsroom/press-releases/2019/estimates-county-metro.html>
- <sup>vi</sup> The George Washington University.  
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- <sup>viii</sup> Urban Institute. <https://www.urban.org/research/publication/assessing-miscounts-2020-census>
- <sup>ix</sup> U.S. Census Bureau. <https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-summary-recent-research.pdf>
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- <sup>xii</sup> U.S. Census Bureau. <https://www.census.gov/library/fact-sheets/2019/dec/2020-at-a-glance.html>
- <sup>xiii</sup> Counting for Dollars 2020.  
<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Counting%20Dollars%20Brief%20%235%20May%202019.pdf>
- <sup>xiv</sup> U.S. Census Bureau 2013-2017 American Community Survey.  
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- <sup>xvi</sup> 2020 Census Barriers, Attitudes, and Motivators Study. [https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/communications-research/2020\\_cbams.html](https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/communications-research/2020_cbams.html)