

# Census 2020

Perspectives from Hard-to-Enumerate  
Communities in Broward County



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The **Florida International University Jorge M. Pérez 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.



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## EXECUTIVE SUMMARY

Broward County formally launched its Census 2020 outreach efforts in January 2019, when over 100 community members representing various organizations and communities in Broward gathered for the first meeting of Broward’s Complete Count Committee. The purpose of a complete count committee is to “create awareness in communities across the country.”<sup>i</sup> These committees are responsible for applying local knowledge that informs and encourages Census outreach through targeted efforts. Through partnerships across tribal, state, and local governments, as well as the media, businesses, and other organizations, complete count committees are the crucial piece to ensuring a “complete count” for communities in the decennial Census.

In Broward, six complete count subcommittees were formed and have been meeting continuously since April of 2019. These subcommittees and their mission statements are as follows:

- **City-County Coordination** – *To improve the Census 2020 count by coordinating with municipal and other Complete Count Committees to exchange ideas and avoid duplication of effort within Broward County.*
- **Cultural and Ethnic** – *To improve the 2020 Census count by involving the members of the various cultural/ethnic groups and institutions in Broward County to enhance awareness and benefits of a complete count.*
- **Hard-to-Enumerate** – *To raise awareness and improve the Census 2020 count by coordinating with human service and not-for-profit agencies to identify, locate, and reach out to hard to enumerate populations to increase their participation in the Census.*
- **Interfaith** – *Involve members of faith-based groups and institutions in Broward County to enhance awareness and benefits of a complete count.*
- **Promotions** – *To improve the Census 2020 count and aid in recruitment by promoting awareness of the Census among all County residents, with a special focus on areas of undercount, including hard-to-enumerate populations and residents of the Broward Municipal Services District.*
- **Recruitment and Training** – *To improve the Census 2020 count by assisting the U.S. Bureau of the Census in hiring enumerators with appropriate ethnic/cultural sensitivity, language skills and local knowledge to effectively enumerate residents in Broward County’s diverse neighborhoods, and assist with identification and scheduling of training sites.*

To supplement local outreach to Broward’s populations most at risk of being undercounted, the Community Foundation of Broward and the Health Foundation of South Florida engaged FIU Jorge M. Perez Metropolitan Center (MC) to design and conduct focus groups in Broward. This series of focus groups follow a similar Census research project in Miami-Dade County, also conducted by the MC. While that report focused on three hard-to-enumerate locations in Miami-Dade County, this report focuses on four hard-to-enumerate groups in Broward County. There were similarities across the two research projects related to Census awareness, privacy, and the online data collection of the 2020 Census. The distinguishing features of this report are the motivators and barriers related explicitly to the hard-to-enumerate groups that were studied.

It is critical to understand that hard-to-enumerate groups are the focus of this research because their participation is crucial in decreasing a potential undercount in 2020. According to the Census, various groups are at risk of undercounting. Households that include these individuals may be hard-to-locate, hard-to-contact, hard-to-persuade, and/or hard-to-interview.<sup>ii</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 Broward County Hard-to-Enumerate Subcommittee considered several hard-to-enumerate groups but ultimately decided to focus on the following three for the focus groups:

- Households with Children Under 5
- Younger Adults, aged 18-34
- Older Adults, aged 65+

Four focus groups were organized between November and December 2019 and included 36 participants. To allow for easier access to potential participants in different geographic areas across Broward, the focus groups were organized in the following locations:

- North Broward | November 4, 2019, at Pompano Beach Branch Library
- South Broward | November 7, 2019, at Memorial Healthcare System
- Central Broward | November 13, 2019, at Mt. Nebo Baptist Church
- Southwest Broward | December 11, 2019, at FIU at I-75

**The major findings were the following:**

- Finding 1: Participation would increase if residents were more aware of when the Census takes place and its benefits to their communities
- Finding 2: While residents are willing to provide information for the Census, they are skeptical about the safety of their information, especially considering it is collected online
- Finding 3: Residents prefer to know how federal funding from the Census directly helps their communities
- Finding 4: Residents lack clear understanding of who gets counted in the Census which may lead to undercounting unique households

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## WHY DOES IT MATTER?

There is a disproportionate undercounting of some population groups—e.g., low-income households, communities of color, renters, and households with children under—in the decennial Census. According to the Urban Institute, because of the characteristics of their populations, California, Texas, New Mexico, Nevada, Georgia, New York, and Florida are states with **the highest risk for undercounting**<sup>iii</sup>. The Urban Institute reports that even if the 2020 Census has the same participation rate as the 2010 Census, 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 an estimated net undercount of nearly 400,000 young Latino children ages 0 to 4 in the 2010 Census<sup>iv</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>v</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>vi</sup>.

Federal programs use Census-derived data to determine significant funding throughout the country. A recent report on the 2020 Census by George Washington University’s Institute of Public Policy estimates that Census-derived data from the 2010 Census was responsible for at least \$1.5 trillion in federal funding **across the United States**. Over 300 federal spending programs relied on the \$1.5 trillion which accounted for 7.8 percent of Gross Domestic Product (GDP) in the United States in FY17. These funds were distributed nationwide, including to state and local governments, businesses, nonprofits, and households<sup>vii</sup>. Some of the services impacted by the Census figures include public safety, transportation, health, education, and economic development. 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>viii</sup>.

Moreover, a complete count in 2020 will have regional implications for Broward, which currently has an estimated population of 1,951,260. According to Broward County, an undercount in the 2010 Census cost the county “approximately \$21.1 million per year, [or] \$210,970,00 over the last decade.”<sup>ix</sup> Furthermore, in 2010, Broward County’s Census participation rate was 73%, compared to the national average of 74%. **The County’s goal for 2020 is to meet or surpass an 80% participation rate**<sup>x</sup>. To achieve or exceed this goal, proper messaging should reach to hard-to-enumerate groups.

## OVERALL MOTIVATORS FOR COMPLETING THE CENSUS

The next two figures show the top three and the bottom three motivators for completing the Census, according to the 36 participants in this study.



## MOTIVATORS FOR HARD-TO-ENUMERATE GROUPS

The following table describes the motivators for completing the Census based on participants from the three hard-to-enumerate groups. The checkmarks represent the top three motivators for each of the groups, and the X's represent the bottom three motivators. Across all age groups, "makes voice heard" and "pride in ethnic heritage" were in the bottom three list of motivators. While those who ranked these in the bottom three still felt pride for their heritage and believed making their voice heard in the community was important, participants thought they had no effect on the participation rate for the Census.

Motivators/Barriers	18-35 years old	Adults with Children under 5	Adults 65+
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	✗	✗	✗

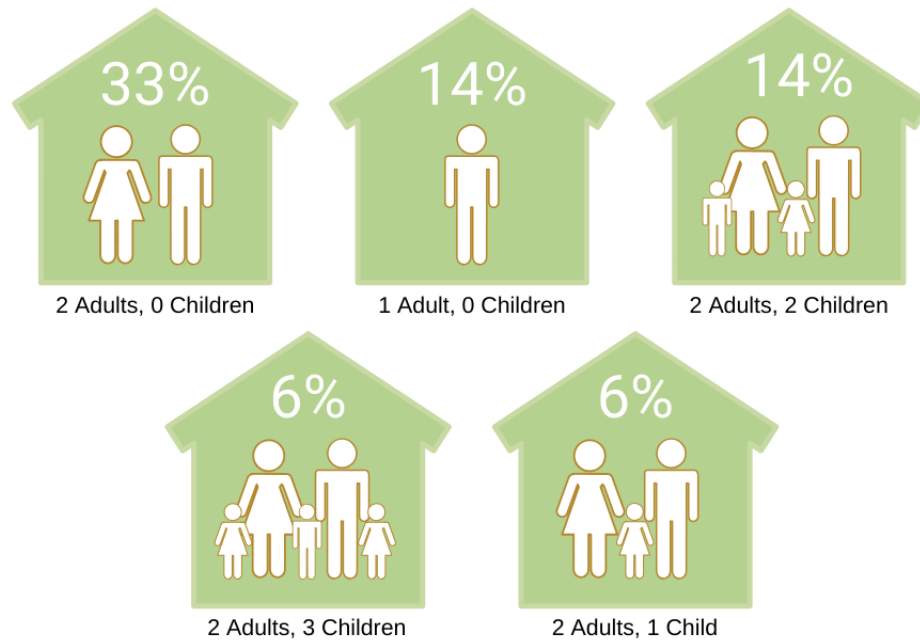
## MOTIVATORS BY ETHNICITY/RACE

The following table describes the motivators for completing the Census based on the ethnic/racial groups present in the study. The checkmarks represent the top three motivators for each of the groups, and the X's represent the bottom three motivators. These findings are generally consistent with the aggregate findings listed on page 3. However, according to this study, Hispanic/Latino's are more likely to be motivated by the notion that the Census is used to enforce civil rights laws while white, non-Hispanics are motivated by the notion that the Census determines how many elected officials a state has in congress. Across all groups, "civic responsibility" and "pride in ethnic heritage" were in the bottom three list of motivators.

Motivators/Barriers	Black/African-American	Hispanic/Latino	White, non-Hispanic
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	✗	✗	✗



## Household Size



\*25% of households had the following sizes: five, six and seven.

Households per Size	Percentage
<b>2 Adults, 0 Children</b>	33%
<b>1 Adult, 0 Children</b>	14%
<b>2 Adults, 2 Children</b>	14%
<b>3 Adults, 3 Children</b>	6%
<b>2 Adults, 3 Children</b>	6%
<b>3 Adults, 0 Children</b>	6%
<b>2 Adults, 1 Child</b>	6%
<b>3 Adults, 4 Children</b>	3%
<b>5 Adults, 0 Children</b>	3%
<b>3 Adults, 2 Children</b>	3%
<b>2 Adults, 4 Children</b>	3%
<b>3 Adults, 1 Child</b>	3%
<b>4 Adults, 1 Child</b>	3%

## Female or Male?\*

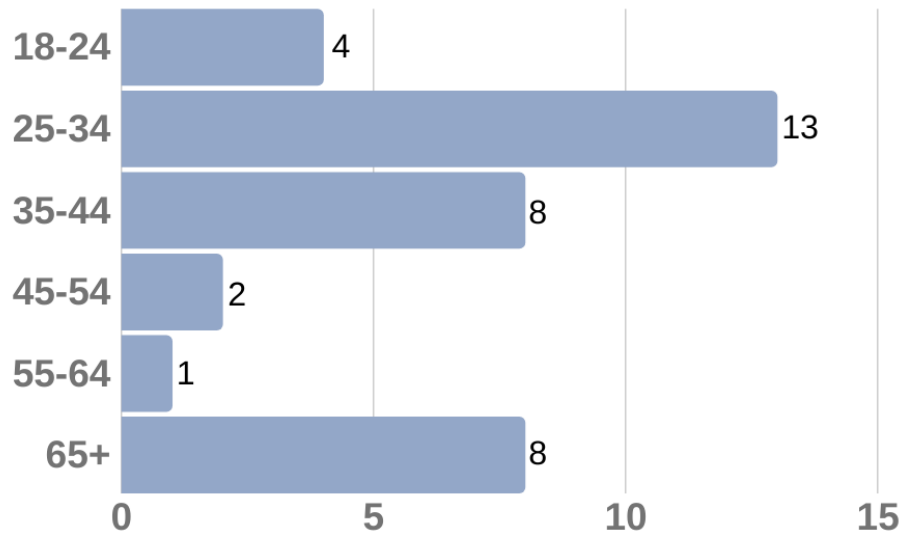


\* zero respondents answered "other"

63.9% female and 36.1% male

## Age Group

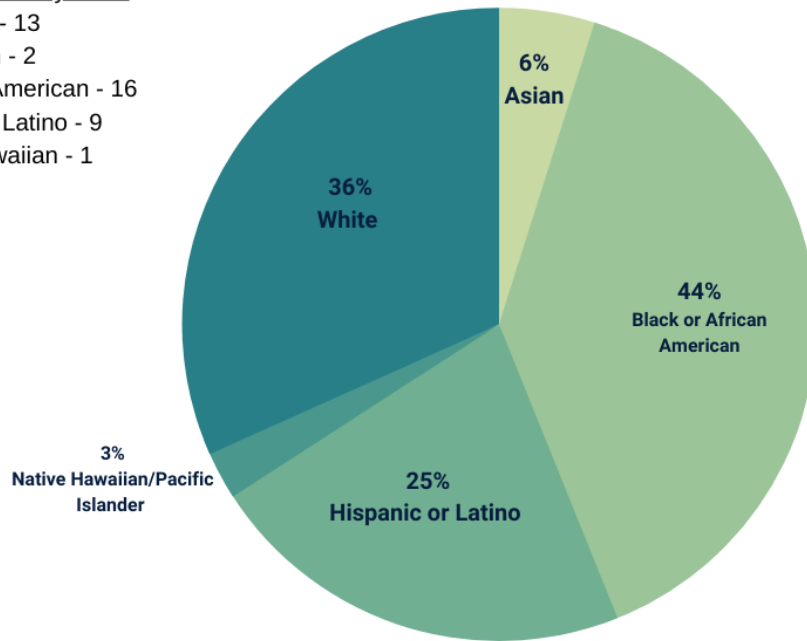
There were 25 participants within the top three age groups



## Race/Ethnicity

### Total Participants by Race

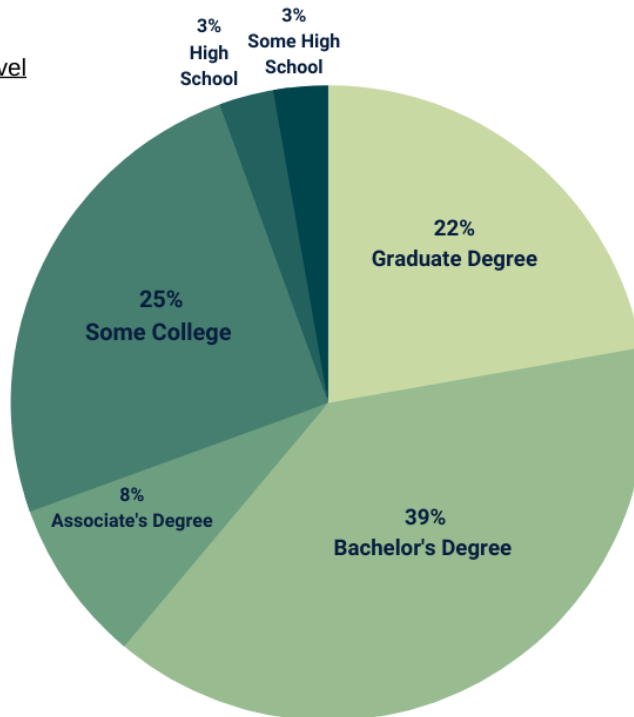
White - 13  
Asian - 2  
Black/African American - 16  
Hispanic or Latino - 9  
Native Hawaiian - 1



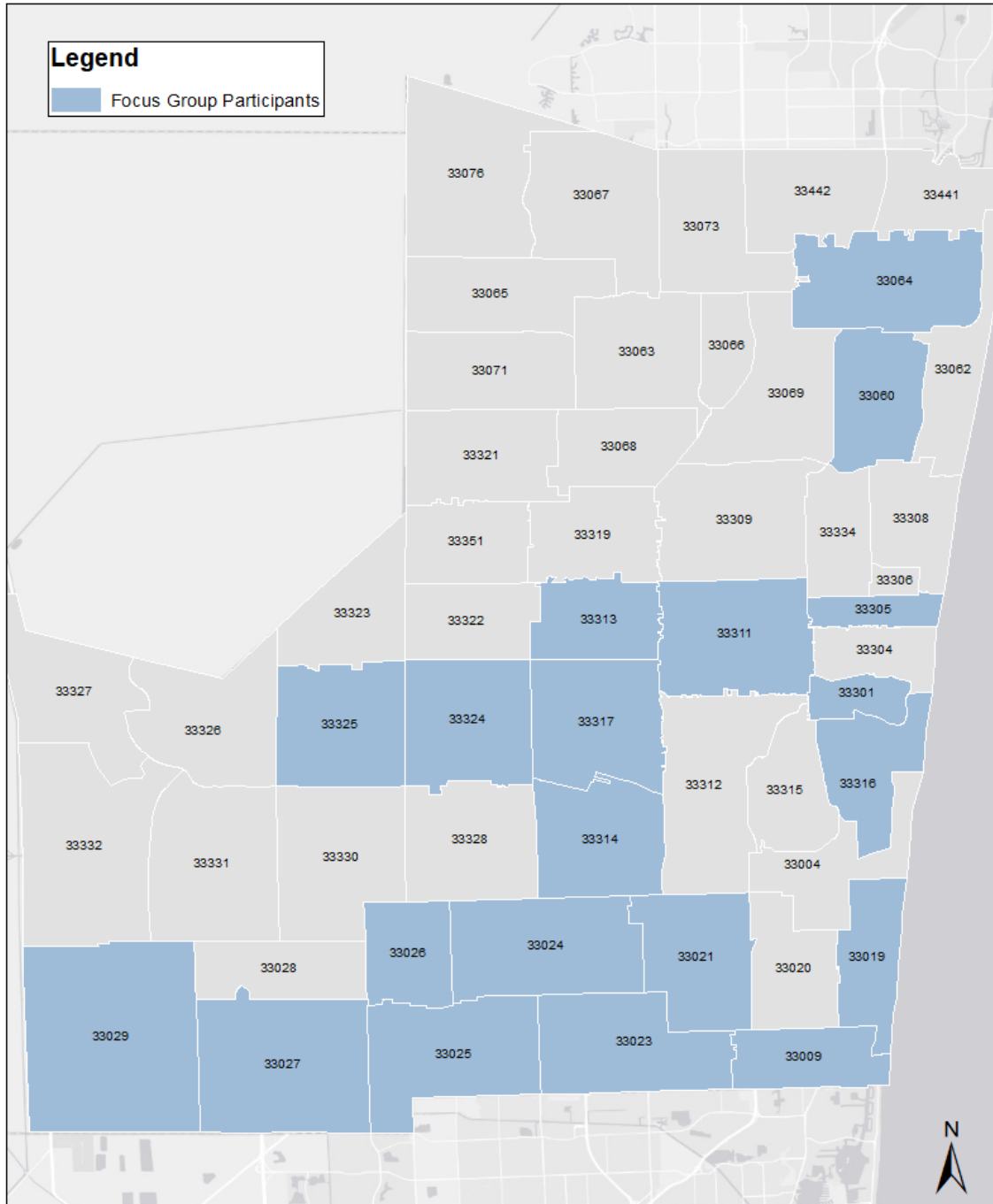
## Highest Level of School Completed

### Total Participants by School Level

Graduate Degree - 8  
Bachelor's Degree - 14  
Associate's Degree - 3  
Some College - 9  
High School - 1  
Some High School - 1



## Focus Group Participants by Zip Codes



## KEY FINDINGS

Qualitative analysis revealed four 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 would be shared and used. The four key findings are related to:

- *Awareness:* Participation would increase if residents were more aware of when the Census takes place and its benefits to their communities
- *Internet Use/Safety:* While residents are willing to submit their Census information, they are skeptical about the safety of online information collection
- *Funding on a local level:* Residents prefer to know how federal funding from the Census directly helps their communities
- *Census Process:* Residents lack clarity about who gets counted in the Census which may lead to undercounting

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### FINDING 1: AWARENESS AND PARTICIPATION

To understand the public's perceptions of the Census, we had to first identify participants' level of prior exposure to the Census and assess how it has shaped their point of view. Unless through work or a university (not frequent) setting, participants neither knew when the Census was taking place or knew the purpose of gathering such information. Most participants in all Broward focus groups had very limited Census exposure. In the North Broward focus group, only four out of ten participants have ever completed the Census. The remaining six participants were too young to remember the Census, or their parents filled it out. Many participants asserted that there's not enough outreach in communities referencing the Census and how the Census-derived data is used to create positive changes for residents. Most participants noted the Census was not being discussed either in their community or household.

Overall, participants across all age groups felt there were a mixture of positives and negatives to the Census. Participants acknowledged that there are benefits to completing the decennial Census, including its ability to provide resources and jobs to communities in need. Participants stated Census data helps to determine local and federal funding for community needs such as schools, fire departments, roads, highways, and public transportation. All four Broward Census focus groups discussed their concerns over the potential for miscounts in the Census—particularly from individual's purposely falsifying information, or individuals not being counted. The consensus was groups like the elderly, homeless, and children, were more likely to be undercounted. Many participants also attributed undercounts to undocumented immigrants failing to report their information for fear of being deported by Immigrations and Customs Enforcement (ICE) and the 2020 Census being available online—which could cause technological barriers to those without internet access or sufficient computer skills. As a result, communities may face not receiving the proper amount of monetary allocations to much-needed services.

Participants in some of the older age groups such as 45-54, 55-64, and 65 years and older have had more experience and exposure with the Census compared to participants who fall within the 18-24 and 25-34 age groups; however, not all of it has been positive. Multiple participants described the Census as "hard to get through," "confusing," and "intrusive." While completing the form, some participants had to repeatedly come back to it because they either didn't have enough time or were confused by the questions being asked. These negative experiences have prevented other participants from completing the Census entirely in prior years. Furthermore, participants who had personal experience with Census workers either over the phone or face-to-face felt pressured to complete the Census and were left with an unfavorable impression. Participants suggested that Census workers should be less forceful and should alert them of when they will be in the neighborhood prior to their enumerating phase for safety reasons.

"It was very long, and there was too much reading involved."

– Female participant, Central Broward, older adult age 65+

In order to raise awareness of the Census, participants want to be told ahead of time when the Census is taking place and be given information on the purposes and use of the data that derives from it. Most, if not all participants, agreed that one of the main reasons people don't complete the Census is because they are unaware of the public benefits the data brings and how it would personally affect them not to complete it. The participants across all focus groups have suggested that local governments should produce figures on how allocations from the 2010 Census were used for roadways, schools, etc. to raise participation rates. The consensus of participants across all four focus groups showed that the more the Census is promoted, the likelier they are to complete it. The use of social media, flyers, and events were discussed as possible avenues to raise awareness, especially if done by local elected officials and leaders in the community (e.g., church officials).

“The lack of constant reminders in the media and ads makes people forget about the Census.”

– Female participant, North Broward, household with child under 5

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## FINDING 2: INTERNET ACCESS, SAFETY, AND HACKING

In all focus groups, participants were asked if they had any concerns about reporting their information online and whether they are less or more likely to complete it based on the process. With the 2020 Census being completed largely online, participants questioned the safety of information and the possible risks people face when they complete the form compared to the 2010 or 2000 Census. The safety of participants' information and potential hacking of information came up in each conversation. This concern was heightened when participants understood that the Census would be completed online in 2020.

The change towards an online Census for 2020 was concerning to some participants, not only because of the low response rates in certain communities, but also due to the potential technological barriers for people without internet access. Even though all of the participants that took part in the focus groups had internet access, some of them work with the elderly or have elderly parents who they believe would struggle with completing the Census online. Additionally, participants were generally concerned about how the homeless population gets counted in the Census. The conversation turned towards whether the Census would be available in libraries or other public locations with free computer use for those without internet access.

According to 2018 American Community Survey estimates provided by the U.S. Census Bureau, approximately 92,000 households in Broward County, or 13.2% of all households, do not have Internet subscription.

After the moderator explained that the Census form is linked to home addresses, the conversation shifted to whether the participants would be more likely to complete the Census because it's online. According to the participants in the Southwest Broward focus group, nine out of nine participants would fill out the Census online; however, they too were mixed on whether having an online Census would encourage more people to complete it. This was very similar to the South and Central Broward focus groups where participants said they would complete the Census but agreed that there might be a lower participation rate compared to other years. They attributed this to the fact that some people are less technologically literate or just illiterate in general and unable to complete the form. A general finding was that parents are more likely to have their adult children fill out the Census because they are more likely to know how to use a computer and/or phone.

Among the questions asked of participants, we aimed to differentiate the reasons why people would complete the Census by handing out a motivational worksheet that gave them nine options to order, from 1 (most important) to 9 (least important). (See [Appendix B: Focus Group Script](#) for worksheet). Across all four focus groups, “Helps determine funding for community needs (schools and fire departments)” was the most important reason for completing the Census while “Pride in ethnic heritage” was the least important (See [Appendix C: Top 3 Motivators and Bottom 3 Motivators Per Area](#) for more detail on motivations). Most, if not all participants, would be willing to complete the Census based on the funds it would bring to their individual communities in the form of improving roads, highways, schools, etc. Even though participants placed importance on their ethnic heritage in their daily lives, they didn't see it as a relevant motivation to complete the Census.

On the matter of privacy, participants had mixed feelings about whether the information reported to the Census is protected. After looking at a sample of the 2020 Census, participants found a couple of questions to be unnecessary, including name, telephone number, and date of birth. Participants were generally worried about having their telephone numbers added to a list of scam calls and felt like it was the same as writing their name because of how easy it is to pull information online with a phone number. Interestingly, most participants with children were fearful of adding any information for their children, including their birth date. They found they were more comfortable putting an age than an actual birth date for fear of identity theft. A few participants had prior experiences with identity theft, either personally or from a family member. The majority of participants who are parents were more fearful of having someone steal their children's identity using the Census information than their own—this is in spite of knowing they are not reporting their social security numbers.

“I’m not comfortable with putting my children’s information on the census at all.”

– Female participant, Central Broward, household with child under 5

Participants were asked whether they believe data collected by the Census is shared with government agencies such as the Federal Bureau of Investigations (FBI), Internal Revenue Service (IRS), or Immigration and Customs Enforcement (ICE). Prior to the moderator discussing federal protection laws for Census information, participants believed that their information is not protected. However, there were mixed feelings as to whether the government already has the information participants provide to the Census. After discussing privacy in detail, most participants felt they would not be sharing any new information with the Census. Even after the moderator explained federal privacy protection laws specifically for the Census, participants held on to their beliefs that those laws don’t make much of a difference in the way of protection from hackers. Some even explained that no one’s information is safe anymore. Despite this, each participant expressed that it would not prevent them from filling out the form (though, as mentioned, it *would* prevent parents from including their child as a member of their household).

0 out of 9 participants believe their information from the census is protected

– Central Broward Focus Group

One of the main questions discussed in each of the focus groups included participants asking whether the 2020 Census would include questions on citizenship. Participants were worried undocumented immigrants would not report their information on the Census for fear of safety. This goes hand-in-hand with the problem of undercounts mentioned in Finding 1. After learning that the citizenship question would not be included in the 2020 Census, participants seemed relieved; however, they believed that many people are unaware of what kind of questions are included in the Census, which might reduce participation rates. There was a resounding agreement that the citizenship question increased concerns about safety and deportation which is tied directly to educating the public about the Census in order to improve participation rates.

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### FINDING 3: FUNDING ON A LOCAL LEVEL

This finding ties in directly with the motivations briefly discussed in Finding 2, in which the number one motivation was "Helping determine funding for community needs." Most participants agreed that seeing the effects of data collected by the Census would allow residents to understand why it's important to complete the Census and thus encourage a higher participation rate. One female participant in the North Broward focus group said: "My community has a lot of needs and funding is really important to us." Participants within the hard-to-enumerate groups placed importance on funding from Census-derived data, however, were unaware of the exact programs that funding is awarded to.

"Telling people the exact benefits to their communities as a result of filling out the census would increase participation."

–South Broward, young adult between the age of 18-34

At the beginning of each focus group, participants had some knowledge about general benefits the Census brings, though most had very little knowledge about the specific programs the Census helps to fund. When asked how the Census data was used, one participant in the 18-34 age group stated it determines "federal allocations for transportation", along with education, and allocating resources to fund services for the elderly. After going over the purposes of the Census, participants were able to compare the costs and benefits of reporting their information to the U.S Census Bureau. By the end of every focus group, participants agreed that if the public were aware of the realities that failing to complete the Census reduces funds

"Communities are not receiving enough funding."

–Female participant, Southwest Broward, household with child under 5

directly to their local programs and services such as fire departments and critical infrastructure, more people would make an effort to fill out their form. Most participants agreed that the benefits outweigh the costs (with the general exception of reporting children). Participants overall believed that funding from the Census could help improve their local communities. Multiple participants across the focus groups currently work in a position with the elderly and come face-to-face with the struggles of offering proper services. Those with personal

experiences within the hard-to-enumerate groups such as the elderly and children had stronger opinions that current programs are being underfunded and should be the primary focus of funding from the Census.

The consensus was that those who had never filled out a Census were either unaware of the full benefits and/or lacked the motivation to complete the form. However, after participants were made aware of the full scope of programs funded by the Census, they were more than willing to do everything they could to not only speak about the Census in their households but to their family and friends as well. One of the main themes of these findings is to make the purpose and process of the Census more accessible to the public. While the ways in which people want reminders or alerts differ across focus groups, the idea remains the same - promote the purpose of the Census by explaining how the benefits outweigh the costs (e.g., community-level funding), and not only will people become more educated, but their willingness to complete the Census will increase.

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### FINDING 4: CENSUS PROCESS—WHO IS COUNTED?

Since most participants did not have prior experience with the Census, many were not aware that for the first time, the 2020 Census data will be primarily collected online. Nonetheless, participants with prior experience with filling out the Census, were also not aware that it would be held online this time around. It was important to go over the process of how each household would receive a notice in the mail with a code to enter online and complete the Census. When participants were made aware that if they did not respond to the Census online, a Census worker would visit their household, most said they would be unlikely to open the door. A female participant in the Central Broward focus group described a hypothetical situation that somebody could pose as a Census worker to break into people's homes. Being able to properly identify a Census worker was important to participants who were concerned about their safety and those of their family members. When asked about whether participants would feel more comfortable if the Census worker were their neighbor, there was a mixed reaction. About half of the total participants found no problem with a Census worker coming to their

"I wouldn't be comfortable with having someone come to my door. How can we tell who's a real service worker?"

-Male participant, Central Broward, household with child under 5



door only if it was someone they were familiar with, such as a neighbor. However, the other half of the participants still wouldn't feel comfortable because they are not very familiar with their neighbors.

During the Census process section of each focus group, participants reviewed a copy of the 2020 Census form and were asked who they would consider as part of their household. Among all focus groups, this was one of the most debated questions. All participants agreed that immediate family members who live in the household year-round should be included in the Census. However, they weren't very sure for cousins or extended family members who may not live with them permanently but lived with them part of the year. Furthermore, some participants wouldn't complete the information for their extended family members, leaving them potentially uncounted. This goes to show that while households may respond to the form, their responses may not be accurate. In addition to the potential undercount of non-direct family

“Renters should have their own form.”

-Female participant, North Broward, young adult with child under 5

members, there is also a possible undercount of renters and those who live in efficiencies. In fact, when questioned, most participants believed that renters should not be counted in their Census form—*especially* if they live in an efficiency that is not part of their home, even if it shares the same address. In fact, in the North Broward focus group, one

participant said that renters should get their own Census form to fill out because they are technically a separate household. However, renters who live in an efficiency have the same registered address, so only one Census form is sent to each household. This is a prime example of how an undercount could occur at the local level.

Additionally, even though most parents believe children are considered part of a household, they are wary of including any of their child's information on the form. With the exception of a few participants (more on this in the next section), there was a resounding agreement that the information submitted to the Census is not protected and therefore would be risky to include information on children residing in a household. Interestingly, when asked whether children who are less than a year old should be included in the Census, most participants said no. However, it is unclear whether they were trying to protect their children's information or whether they believe the child is too young to be counted. Furthermore, participants with children who are in college were unsure about whether they should count them as part of the household if they live in a college dorm during the school year. At the end of each discussion, participants seemed to be more understanding of who should be counted; however, there were still conflicting accounts on whether the participants would properly report their households on the form. An inaccurate reporting on the Census form is perhaps one of the bigger challenges in Broward that may greatly affect the funding for local services.

## HARD-TO-ENUMERATE GROUP FINDINGS

### ADULTS AGED 18-34: PRIVACY AND FAMILIARITY OF THE CENSUS

Adults in this age group were not as concerned with privacy as other groups, and they understood that their information would be protected. However, of all the age groups, they tended to place less importance on protecting the information they report. One participant in the South Broward focus group believed that "nothing would stop people from stealing Census information" but that the information was still not intrusive. Compared to the other hard-to-enumerate groups, adults aged 18-34 had fewer concerns with the types of questions on the Census ranging from name, telephone number, and date of birth. In fact, most of these participants were less concerned solely on the basis that their information has already been reported to the government prior to the Census, or is out there from various sources.

"There are so many other ways people can steal your identity."

-24-year-old female participant, North Broward

While this age group was less concerned with privacy, they were also much less familiar with the Census. As mentioned previously, many in this age group had not filled out the Census before because they were either too young or had someone else fill it out for them. This group should have more targeted messaging as it relates to what the Census is, how it affects communities, and how to fill it out.

### HOUSEHOLDS WITH CHILDREN UNDER 5: CHILDREN'S PRIVACY

Children's privacy was one of the most discussed topics in all focus groups and was very important for households with children under the age of 5. Parents were much more concerned about their children's safety and privacy compared to their own information. Moreover, a concern over a child's information tended to be gendered. Mothers were much more likely to be concerned than fathers. It was not until several mothers voiced a concern that fathers started to see their point of view. Even though the Census requests everyone's date of birth and age, participants with children under 5 were less comfortable with putting their child's birth date. The overall preference across all focus groups was that they wanted to only include the child's age instead of birth date for fear of having their children's identity stolen. One participant also considered including their child's name on the Census as intrusive. While most participants understood the benefits of reporting an accurate count, participants would rather just report they have children but not include any other information. One participant mentioned their child under 5 already had their identity stolen. Out of all the parental participants, there were participants with older children (teenagers) and those with children under 5. The participants with children under 5 were labeled as millennials while the participants with teenagers belonged to Generation X. Gen X parents, compared to millennial parents, had more experience with their identities being stolen and try to limit the risks of this occurring with their children. Moreover, there were several participants who were not parents but stated that they've witnessed children getting their identities stolen at their place of work (in insurance companies for instance).

"I'm hesitant to include information about my children for the census. I call it 'mom fear.'"

- 42-year-old female participant, South Broward, household with child under 5

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## ADULTS AGED 65 AND OVER: ONLINE FORM IS A BARRIER

For participants aged 65 and over, information privacy was one of the top concerning barriers to completing the Census online. Participants aged 65 and over in the Central Broward focus group had no issues with completing the Census; however, it's the switch to an online form that concerned them. Even though all participants stated they had internet access and use it regularly, they found the online form of the Census concerning for others. Zero out of nine participants in the Central focus group believed their Census information is protected online. At the beginning of the South Broward group, participants thought there would be no difference for those who complete the Census online. However, once they considered those who struggle with computers, negative effects were discussed. Participants who work with older adults were more concerned with certain groups of the population being restricted from the Census or unable to complete the form. Apart from internet access, they stated that older adults have a difficult time with browsing the internet and may struggle with entering their information properly with the online version of the form. There was concern for individuals with disabilities as well. Participants suggested that the Census should offer assistance to those who have more challenges, whether it be physical or cognitive challenges. Additionally, these participants were more reluctant to trust that their information is protected from the online form. When asked about information privacy, most participants brought up "breaches," "hackers," and our "weak technological structure." When questioned whether completing the Census over the phone would be better, most participants in this age group agreed that it was a better option. However, there was still the matter of ensuring their information be safe over the phone and the problem of Census workers properly identifying themselves. While participants were concerned for those without internet access or for those who would struggle with the technological aspect of the Census, there still remained an overall positive view of the online data collection.

“Adults will more likely have their kids complete the census for those who don’t know how to use computers.”

- 42-year-old female participant, South Broward, household with child under 5

## IMPLICATIONS

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### AWARENESS AND RESPONSE

A clear takeaway from all four focus groups in Broward County is that residents are willing to participate in the Census and complete the form. All 36 participants agreed they would complete the Census if it was sent to their household. However, the challenge to participation is awareness - there is not much conversation about the Census in their individual households or in their communities. This could impact the number of households that respond to the Census. Additionally, residents are not fully educated on the benefits of completing the Census and instead are focused on the safety of their information. The “current political climate,” cited by some participants, created a negative view on how the Census data will be used. Between the length of the form and current misconceptions about Census data use, some residents believed the risks of providing information to the Census may outweigh the benefits to filling out the form, which could result in a low participation rate or inaccurate count.

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### FUNDING ON A LOCAL LEVEL

“What is the purpose of the Census?” was the most asked question throughout the focus groups. Participants wanted to know the exact benefits of the Census to their specific communities and what programs are funded as a result of this data. In fact, most participants were unaware of the funding Census data brings to local communities or knew about it in an abstract and general sense. For participants who work with older adults or for organizations providing children services, understanding the full benefits of the Census is a main motivator. There was a collective agreement that if people truly knew the funding the Census could bring, they would be more likely to complete it. Participants suggested elected officials and/or leaders of their communities use social media to promote how their communities can benefit if they participate in the Census. Creating promotional materials across different platforms for the Census for specific communities could raise the participation rate.

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### INTERNET USE/SAFETY

Main concerns among participants was the safety of information after they report to the Census. A common theme of unease was among participants with children. For the most part, participants were not comfortable with reporting their children's information to the Census and said they would not fill out every question or would not report their children altogether. Additionally, multiple questions on the Census were criticized for the general population, including name, telephone number, and race. While most participants liked the availability of multiple options for race, some were concerned about being targeted by government agencies and questioned the necessity of this question. Furthermore, participants were worried about the citizenship question that was discussed in the media. Undercounting undocumented immigrants is a potential problem for communities that require more funding to meet local needs. In terms of safety—most, if not all, participants didn’t believe their information was protected; however, this would not necessarily prevent them from completing the form. Nonetheless, participants believed that this would affect the participation rates in their communities and deter people from completing the Census altogether.

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### CENSUS PROCESS—WHO IS COUNTED?

Broward County residents lacked understanding of the questions included in the Census as well as who gets counted in each household. Participants with extended family members living in the household and households with renters were confused as to who should be counted. Some participants believed renters should not be counted in their household Census and should be given an individual copy of the form. Multiple participants had children in college who live in a secondary location during the school year and questioned whether they should still be counted in their household Census or if they end up being reported twice. Secondly, participants were questioning how the homeless population gets counted and whether the Census is able to determine how much funding is needed for certain areas accurately. When asked what they would do if they came across a difficult question, most participants said they would skip it. All three of these concerns can lead to undercounting in the Census.

## METHODOLOGY

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

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### PARTICIPANTS AND PROCEDURES

With the support of organizations across Broward County, and especially those involved with the County Complete Count Committee, MC solicited the participation of residents of the three hard-to-enumerate subgroups the project focused on. Flyers were created in collaboration with the Hard-to-Enumerate subcommittee to recruit focus group participants (See [Appendix A](#)). They were available in English, Spanish, Haitian Creole, and Portuguese 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 also reached out to non-profit organizations, schools, and local partners to spread the word. Some of the organizations that helped include Adept Strategy & PR, Broward College, Broward Metropolitan Planning Organization, the Health Foundation of South Florida, Hispanic Unity Meals on Wheels, and Pompano Beach Branch Library.

The locations of the four focus groups were spread throughout the Broward region in order to best accommodate residents from various neighborhoods. Focus groups took place in north, central, south, and southwest Broward County during the months of November and December 2019. The specific locations were also based on areas that had low response rates in the 2010 Census. They were held in Pompano Beach Branch Library (located at 50 W Atlantic Boulevard, Pompano Beach, FL 33060), Mt. Nebo Baptist Church (2251 NW 22nd St, Fort Lauderdale, FL 33311), Memorial Healthcare System (3111 Stirling Road, Fort Lauderdale, FL 33312), and FIU at I-75 (1930 SW 145<sup>th</sup> Ave, Miramar, FL 33027).

To allow for participants of diverse professional backgrounds to participate, the focus groups occurred outside regular business hours, between 6:30 pm – 8:00 pm. The final focus group took place in the afternoon, from 12:30-2:00 pm, to better accommodate adults aged 65 and over and households with children under 5. Some of the parents with children under 5 also brought their children to the focus groups.

Each group was heterogeneous in terms of background, gender, occupation, and other demographic characteristics. Participants were only pre-screened to ensure they were in one of the three hard-to-enumerate groups and lived in Broward County. To incentivize participation and as compensation for their time, each participant received a \$50 Amazon gift card. Refreshments and snacks were provided during the focus groups.

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, and presented in this report.

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### FACILITATION

MC staff moderated the discussions and solicited responses from each participant using open-ended interview protocol. Based on the understanding for the language needs of participants, the MC staff was fluent in English and Spanish. The staff also had interpreters on standby who spoke Haitian Creole and Portuguese. However, 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>xi</sup> Similar to the Census study, the script covered a range of Census-related issues but grounded the results within the specific communities in Broward County.

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### ANALYSIS

#### Focus Groups Statistics

Four locations: North, Central, South, and Southwest Broward.

Participants: 36

North: 8

Central: 9

South: 10

Southwest: 9

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.

## LIMITATIONS

The research described in this report relies on qualitative data from focus groups, and as such, has certain limitations pertaining to this method of data collection. First and foremost, the results may not be representative of the larger Broward County population, or of specific groups, as a result of the limited participation in the discussions. Participants were self-selected and study results are therefore harder to generalize to the larger population. Secondly, despite the assurances of the moderator that any information shared would remain anonymous, some people may not wish to publicly share their views on sensitive topics. While the focus group questions did not ask any particularly sensitive information, complete disclosure of all participants' knowledge and views cannot be ascertained from their answers. However, a major advantage of the focus group method is that it yields rich qualitative information about perceptions, attitudes and beliefs, and allows participants to share ideas and "piggyback" off each other's points. Some of the specific limitations discussed in this section relate to language, internet access, and the zip codes from the participants involved.

### *Language*

The focus groups were advertised in the following languages: English, Spanish, Portuguese, and Haitian Creole. However, 25 participants (69%) spoke only English and 9 participants (25%) were bilingual and spoke English and Spanish. Additionally, 2 participants spoke Creole as well as English. Of all 36 participants, not one participant spoke Portuguese. Moreover, all participants were able to communicate in English. These linguistic characteristics suggest a limitation in terms of generalizability. We were unable to hear from participants who solely spoke a language other than English. The most common foreign languages spoken in Broward County, FL are Spanish (498,658 speakers), Haitian Creole (110,890 speakers), and Portuguese (33,735 speakers).<sup>xii</sup>

### *Internet Access*

Section E in the Focus Group Script (for more detail: [Appendix B: Focus Group Script](#)) discusses the effects of internet access for the 2020 Census. 100% of participants for these focus groups had internet access either through their cell phones, laptop, or desktop at home. In spite of this, many participants informed us that there was a sizable population in Broward without internet access. The U.S. Census Bureau estimates that in 2018, 13.2% of Broward households did not have an internet subscription. The percentage is higher (27.6%) for Broward households with an income of \$20,000 or less (approximately 44,852 households). Our study predominantly advertised the focus groups via social media, newsletters, and emails. It was also distributed to local organizations and agencies that are part of the Broward Complete Count Committee. While there were flyers that were handed out in person, all of the study's participants found out through an internet source. This limits the study's feedback on effects on Census participation rates from those who do not have internet access.

### *Zip codes*

The focus groups were conducted in the North, South, Central, and Southwest regions of Broward County in order to allow for individuals from various regions to participate. There was no control over the distribution of participants from these regions, i.e., participants self-selected. The only requirement as it pertained to location was that participants reside in Broward County. After a brief analysis of the zip codes for each participant, there was a lack of participants who resided in the Northwest region of Broward. For a diagram of participants by zip code, see [Appendix D: Map of Participants](#).

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**Note:** Despite these limitations, the focus groups and the report provide valuable information about the challenges of obtaining an accurate count. Especially significant are the two findings related to children and the lack of concrete understanding about how the census and other agencies use this information. Even though the results are not representative of all linguistic groups of the county, these groups may be even more at risk of undercount as a result of language barriers and a lack of awareness.

JOIN US NOVEMBER 4, 2019

# CENSUS COMMUNITY DISCUSSION



**NOVEMBER 4, 2019**  
**POMPANO BEACH BRANCH LIBRARY**  
**CONFERENCE ROOM**  
**50 W ATLANTIC BLVD, POMPANO BEACH FL**  
**6:15-8:00 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 Amazon gift card. Space is limited to 12 participants. Snacks and refreshments provided.

**Requirements:** Must live in Broward **AND** meet at least **ONE** of the following requirements:

- Be aged 18-34, or
- Live in a household with children under 5, or
- Be aged 65+

**Register** at [FIUNorthBroward.Eventbrite.com](http://FIUNorthBroward.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 4 DE NOVIEMBRE

# EL CENSO DISCUSIÓN COMUNITARIA



**4 NOVIEMBRE 2019**  
**POMPANO BEACH BRANCH LIBRARY**  
**CONFERENCE ROOM**  
**50 W ATLANTIC BLVD, POMPANO BEACH FL**  
**6:15-8:00 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.

**Requisitos:** Debe vivir en Broward Y cumplir al menos **UNO** de los siguientes requisitos:

- Tener entre 18 y 34 años, o
- Vivir en un hogar con niños menores de 5 años, o
- Ser mayor de 65 años.

**Regístrese** en [FIUNorthBroward.Eventbrite.com](http://FIUNorthBroward.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.

RANKONTRE NOU 4 NOVANM 2019

# DISKISYON RESANSMAN KOMINOTE



**4 NOVANM 2019**

**POMPANO BEACH BRANCH LIBRARY  
CONFERENCE ROOM**

**50 W ATLANTIC BLVD, POMPANO  
BEACH FL**

**6:15-8:00 PM**

Vin jwen nou pou nou ka diskite resansman kap vini yo. Koman lap enpake kominote ou, e koman yo ka ede ou ranpli form nan. Moun ki patisipe yo ap resevwa on kat pou 50 dola pouw achte nan Amazon. Espace la limité pou selman 12 moun. E pi ap gen manje.

**Patisipan yo dwe satisfè youn nan kondisyon sa yo:**

- rete nan kay avek yon timoun ki gen moins ke 5 ans,
- oubien gen 18 a 34 ans,
- oubien geyen 65 ans ou plis.

**Enregistre** nan [FIUNorthBroward.eventbrite.com](https://www.fiu.edu/northbroward/eventbrite)

oubien rele nan (954) 438-8656 oubien email [hroldan@fiu.edu](mailto:hroldan@fiu.edu)



## ESKEW TE KONEN?

Yo itilize Resansman pou ditribiye 675 billion dolla nan lajan federal e eta pou

- Lekol
- Lopital
- Route
- E anpil lot bagay

Yo itilize rapo resansman an nan distri federal, eta e local yo.

Yo itilize rapo resansman yo pou planifie pou lopital, nursing home, klinik, avek locasyon lot sevis sante yo.

Biznis yo itilize rapo resansman an pou yo decide kibo pou yo bati factori, office ak magazen yo.

Resansman detèmine kobien represantan ki pou chak eta.

JUNTE-SE A NÓS 4 DE NOVEMBRO 2019

# DISCUSSÃO DA COMUNIDADE SOBRE O CENSO



**4 DE NOVEMBRO DE 2019  
POMPANO BEACH BRANCH LIBRARY  
CONFERENCE ROOM  
50 W ATLANTIC BLVD, POMPANO BEACH FL  
6:15-8:00 PM**

Junte-se a nós e vamos conversar sobre o próximo censo, como ele pode afetar a sua comunidade e o que poderia facilitar o preenchimento do formulário. Os participantes receberão um giftcard de US \$50 da Amazon. **A participação será limitada a 12 pessoas.** Serão fornecidos lanches e bebidas.

**O participante deverá residir no condado de Broward e atender a um dos seguintes requisitos:**

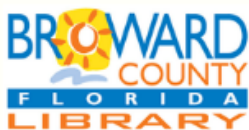
- Viver em uma casa com crianças menores de 5 anos; ou,
- ter idade entre 18 e 34 anos; ou,
- Ter 65 anos ou mais.

**Os registros podem ser feitos das seguintes maneiras:**

em [FIUNorthBroward.Eventbrite.com](https://www.fiu.edu/northbroward/eventbrite.com)

(954) 438-8656

[hroldan@fiu.edu](mailto:hroldan@fiu.edu).



## VOCÊ SABIA?

O Censo é usado para distribuir anualmente US \$ 675 bilhões em fundos federais e estaduais para:

- escolas
- hospitais
- estradas
- & Mais

Os dados do censo serão utilizados para delimitar distritos legislativos, federais, estaduais e locais.

Os dados do censo fornecem planejamento para hospitais, asilos, clínicas e a localização de outros serviços de saúde.

As empresas usam os dados do Censo para determinar onde construir fábricas, escritórios e lojas.

O Censo determina o 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 from FIU Jorge M. Perez Metropolitan Center here to listen to you and encourage conversation. We are partnered with the Broward Complete Count Committee to hold this focus group to understand how the community feels about the 2020 Census. 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.

- When I say the word community, what comes to mind? **Moderator uses flip pad to facilitate brainstorming.**
  - *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 April 2020 and invitations to participate in the 2020 Census will go out in March. This Census is different from others because you will be asked to respond online, or by phone or, if you want a hard copy to complete, you will be asked to request one to be mailed to you. 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 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 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 motivated you to not take it?
- For those who have filled out the Census before, please tell me about that experience. What do you remember about filling out the form?
  - *Would you describe the experience as positive or negative? Neither? What makes you say that?*
  - *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?
- 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? **Distribute Census Form**
- Given the information you see on this form, do you have any concerns about providing it?
  - 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?*
  - *Some common fears and misperceptions are:*
    - *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?
- 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 you will be encouraged to respond to the Census online. 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 accurate 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?*

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, mark 1. 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 primarily online this year. Please keep that in mind as you answer questions.

- Do you think the online data collection will affect your response? How about the response of your community?
- 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?*
- *If you are not able to or do not want to respond online, you will be able to request a paper form or respond by phone. Do you think you would be more likely to follow through with requesting a paper form and then completing it?*
- 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?*

How would you feel if a Census worker/enumerator knocked at your door asking you to complete the Census form?

- What would you be thinking?
- What questions would you have?
- What do you think you would do?

**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.

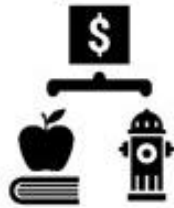
Okay, thank you so much. I've enjoyed meeting you all. Is there anything else that you would like to share that we haven't touched on yet? Are there any final questions? If not, please leave all your materials on the table and have a lovely evening.

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**



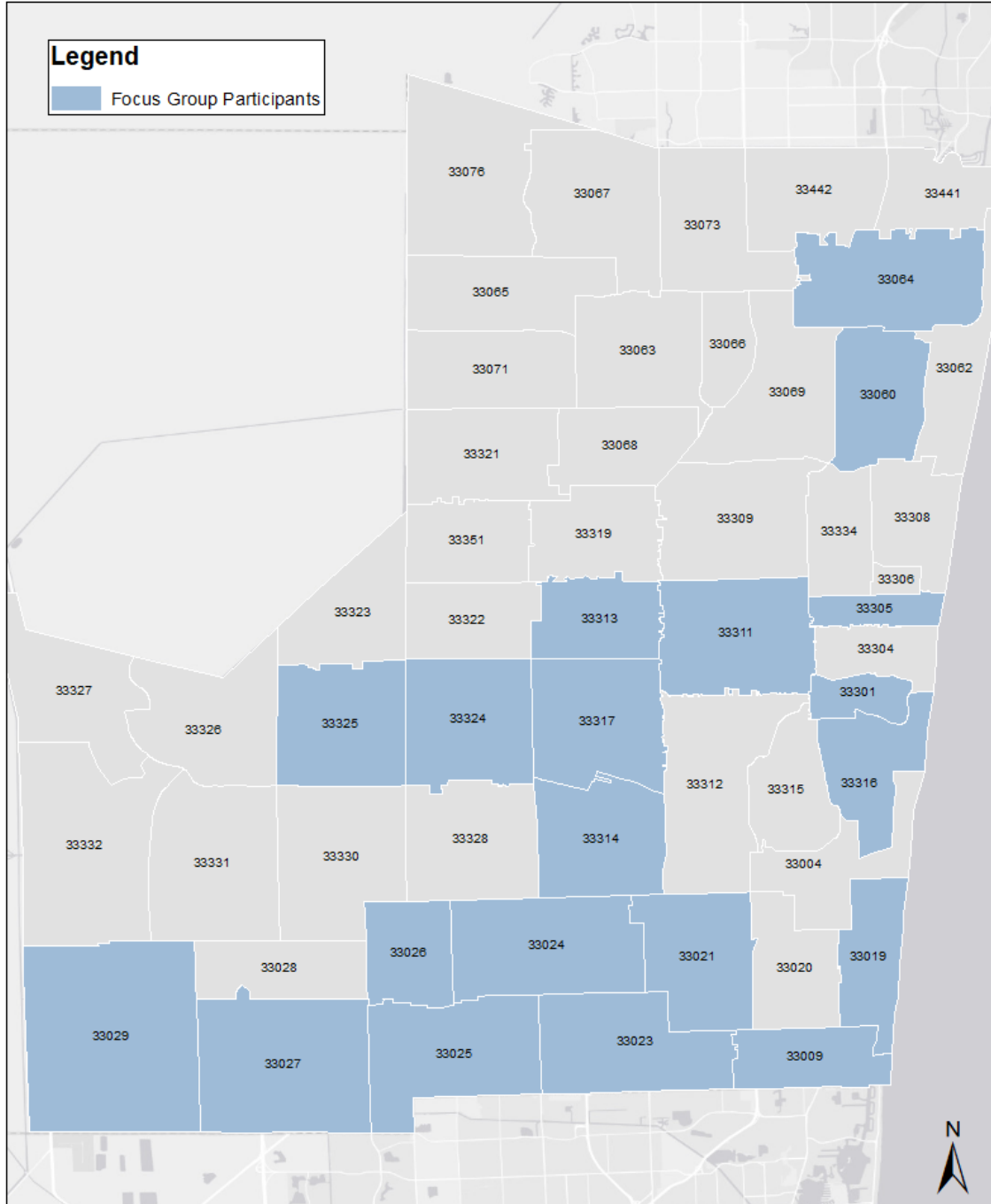
APPENDIX C: TOP 3 MOTIVATORS AND BOTTOM 3 MOTIVATORS PER AREA

Motivators/Barriers	North Broward Pompano	South Broward Fort Lauderdale	Central Broward Fort Lauderdale	Southwest Broward Miramar
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	✗	✗	✗	✗

✗ = Bottom 3 Motivators

✓ = Top 3 Motivators

### Focus Group Participants by Zip Codes



## SOURCES

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- <sup>ii</sup> U.S. Census Bureau. <https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?>
- <sup>iii</sup> Urban Institute. <https://www.urban.org/research/publication/assessing-miscounts-2020-census>
- <sup>iv</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>vi</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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<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Counting%20for%20Dollars%202020%20Brief%207A%20-%20Comprehensive%20Accounting.pdf>
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- <sup>x</sup> Broward Census Promotions Subcommittee Work Plan
- <sup>xi</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)
- <sup>xii</sup> DataUSA, <https://datausa.io/profile/geo/broward-county-fl#demographics>