

The 2030 Census Needs Your Attention

Florida missed about 750,000 residents during the last decennial census.

- Florida is **one of only six states with a definite undercount** in the 2020 decennial census, missing 3.48 percent of its population, and it is not the first time the state experienced an undercount.
- Large undercounts correlate with low participation in the Census Bureau surveys. In 2020, **only 67 percent of Floridians responded to their census survey** without requiring additional prompting from the Census Bureau.
- When residents do not respond to their census survey or enumerators, the Census Bureau relies upon interviews with neighbors, administrative records, and count imputations.
- Census population counts are applied to the American Community Survey (ACS) to estimate the social, economic, and demographic characteristics of counties, states, and regions. The American Community Survey has also suffered from low response rates.

Why it matters—

- The Census undercount will cost Florida at least \$11 billion of federal funds by the end of the decade. Under unusual circumstances, such as natural disasters or pandemics, **Florida could lose up to \$21 billion in federal funds.**
- Florida gained one additional congressional seat in the United States House of Representatives, but with a complete Census count, Florida may have gained a second.
- As the state and local governments try to prioritize their use of limited resources, population data collected from the Census and ACS create tools that help identify the needs of residents. Population data can be used to model future needs, influencing the development of housing, transportation, environmental protection, and the economy.
- In the context of emergencies, such as natural disasters, population data give insight to necessary evacuation coordination, damage assessments, and recovery plans.
- Census and ACS data enable businesses to make well informed decisions that better the livelihoods of communities, such as identifying what areas hold high demand for a product or service or where a business venture can find a capable workforce.

How you, as a legislator, can help—

- Allocate funding for Complete Count Committees (CCCs). Started by states, cities, or nonprofits, CCCs serve as awareness campaigns for census participation. Often, CCCs empower “trusted messengers,” such as church or school leaders, to use their positive relationships with the community to encourage greater participation in the census.
 - In 2027, support county and state participation in the Local Update of Census Addresses.
 - Encourage your constituents to complete their census survey and spread awareness.
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How Can My Constituents Support the Census?

As a Floridian, how can I prepare for the 2030 Census?

- Spread awareness about the census in-person or through social media.
- Share your story or lend your expertise to outreach campaigns. Tell organizations that are supporting better collections of ACS and Census data, such as Florida TaxWatch, how the data benefits you.
- When serving on community boards or as a member of associations, recommend a focus upon ACS and Census issues.
- Engage with the media, such as doing an interview for a radio station or writing a guest column for a newspaper, to promote participation in population surveys.
- Partake in advocacy. For example, if government officials are making choices regarding the ACS or Census, consider signing a letter or offering a testimony regarding how the data is important to you.
- Join or start a Complete Count Committee.

As a business, how can I encourage my employees to complete the 2030 Census?

- Discuss the ACS or Census at staff meetings or within newsletters.
- Post informational flyers within the workplace.
- Host Census workers or Complete Count Committee members to company spaces to provide onsite educational materials, help people read through forms, or to sign people up for civic engagement opportunities.
- Appoint an employee to oversee the company's census planning.

As a business, how can I encourage my customers to complete the 2030 Census?

- Promote the ACS or Census on social media.
- Combine ACS or Census messaging with commercials.
- Print facts about the ACS or Census on store receipts.
- Post Census materials as an advertisement on customer registration forms.
- Provide giveaway items or coupons to reward completion of surveys.
- Invite Complete Count Committee members to talk with customers.
- If able, fund Census outreach. For larger companies, plan ahead and include Census initiatives in your community outreach budget.

Most importantly... all constituents should complete their individual census survey in 2030!
