

The Road to the 2020 Census Focus on Florida

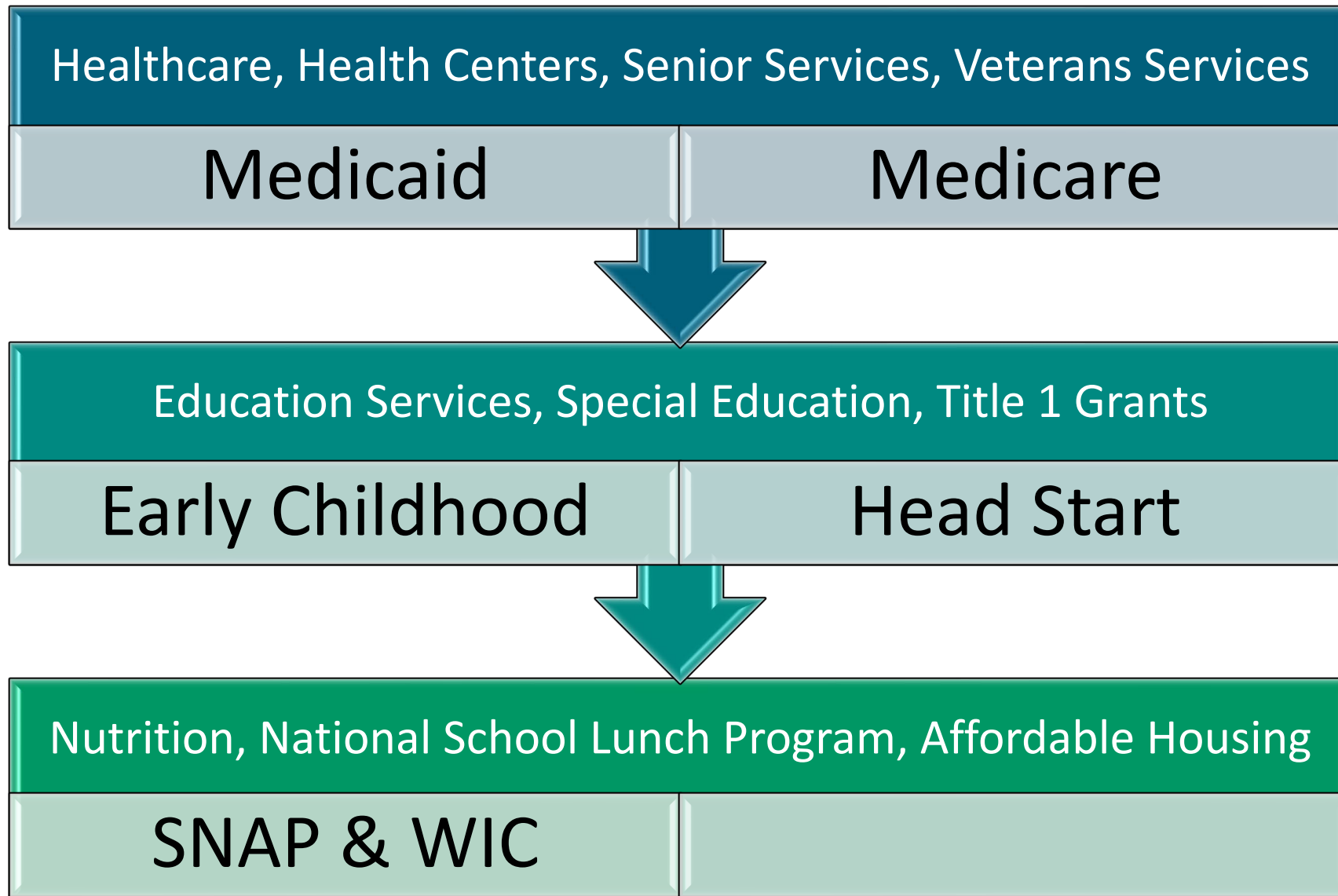


Marilyn Stephens
Assistant Regional Census Manager
US Census Bureau
Atlanta Region

**Shape
your future
START HERE >**

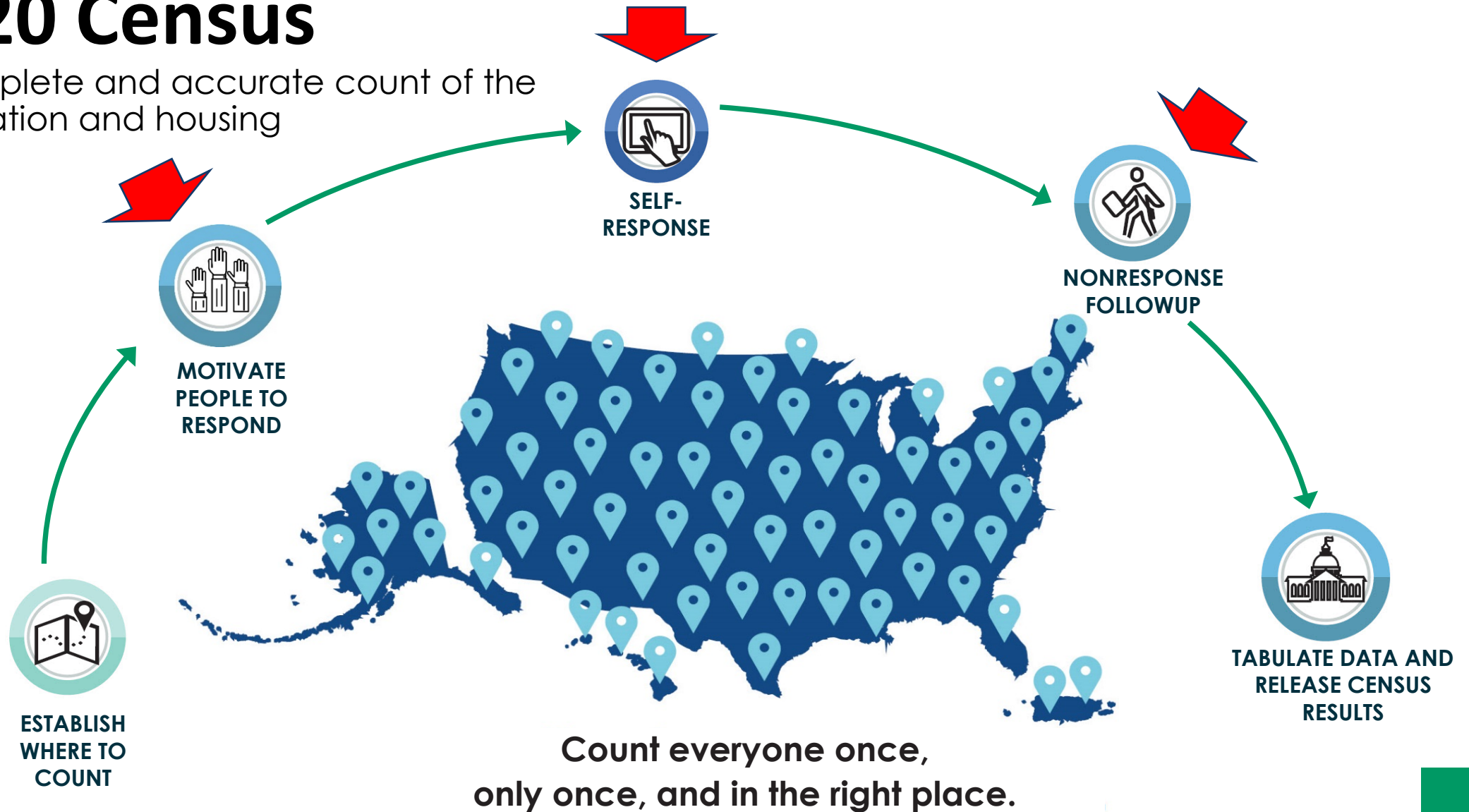
United States®
**Census
2020**

Some Uses of Census Data



2020 Census

A complete and accurate count of the population and housing



Count everyone once,
only once, and in the right place.

Optimizing Self-Response for 2020 Census

- In previous censuses, the **primary method** of responding to the census was to receive a questionnaire in the mail...complete it and mail it back



***The 2020 Census
is
DIFFERENT***

3 Ways to respond:

- Online***
- Telephone***
- Mail***



12 Non-English Languages Supported by Internet Response Tool & Call Centers

- Arabic
- Chinese
- Haitian Creole
- French
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Tagalog
- Vietnamese



WHAT WE WILL SEND IN THE MAIL

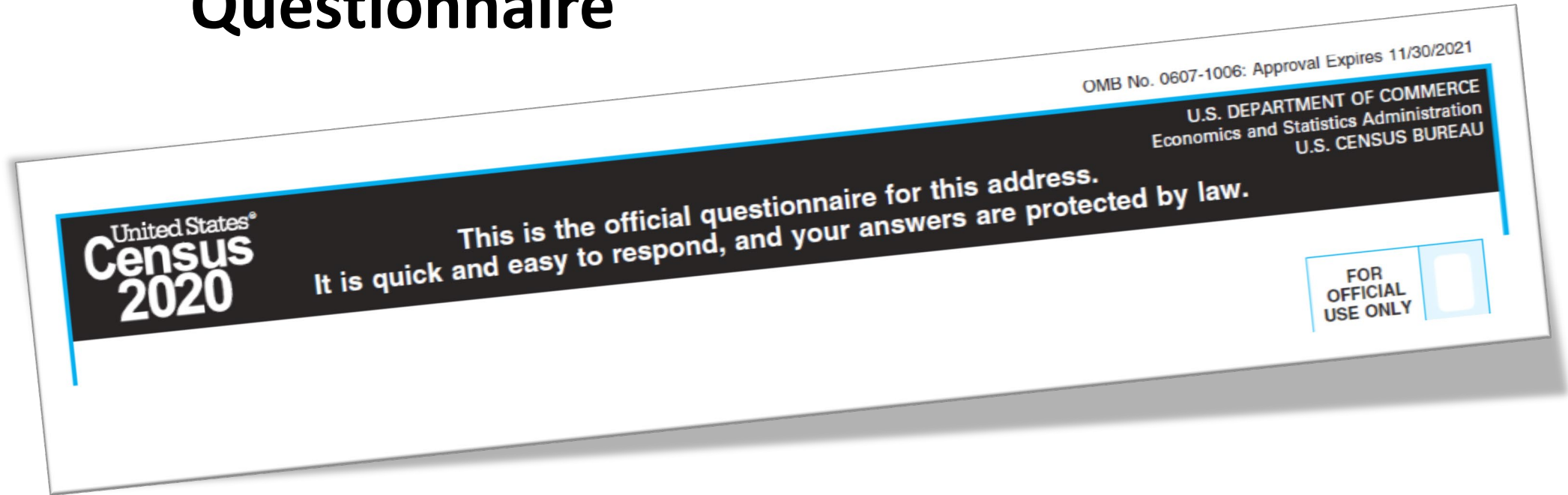
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Inviting Households to Participate in the 2020 Census

Dissecting the 2020 Questionnaire





Subjects on the 2020 Questionnaire

- Age
- Sex
- Hispanic origin
- Race
- Relationship to Person 1



Getting Started

The 2020 Census can be completed online, telephone, or by mail.

“Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.”

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

Hispanic Origin

(asked since 1970)

Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

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Why we ask it

Each answer provided by the respondent represents self-classification. The categories are arranged and worded to reduce respondent confusion and to lower the nonresponse rate. The category, “”No, not of Hispanic, Latino, or Spanish origin” is listed first so that the question more clearly will show that it pertains to all respondents and to convey that respondents, Hispanics as well as non-Hispanics should provide an answer.

Race

(asked since 1790)

Why we ask it

Each answer provided by the respondent represents self-classification, according to the race or races with which the individual most closely identifies. This question includes both racial and national origin or socio-cultural groups and attempts to reflect the increasing racial and ethnic diversity of the US population.

What is this person's race?
Mark one or more boxes **AND** print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. <input type="checkbox"/>		<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. <input type="checkbox"/>

Relationship

(asked since 1880)

Why we ask it

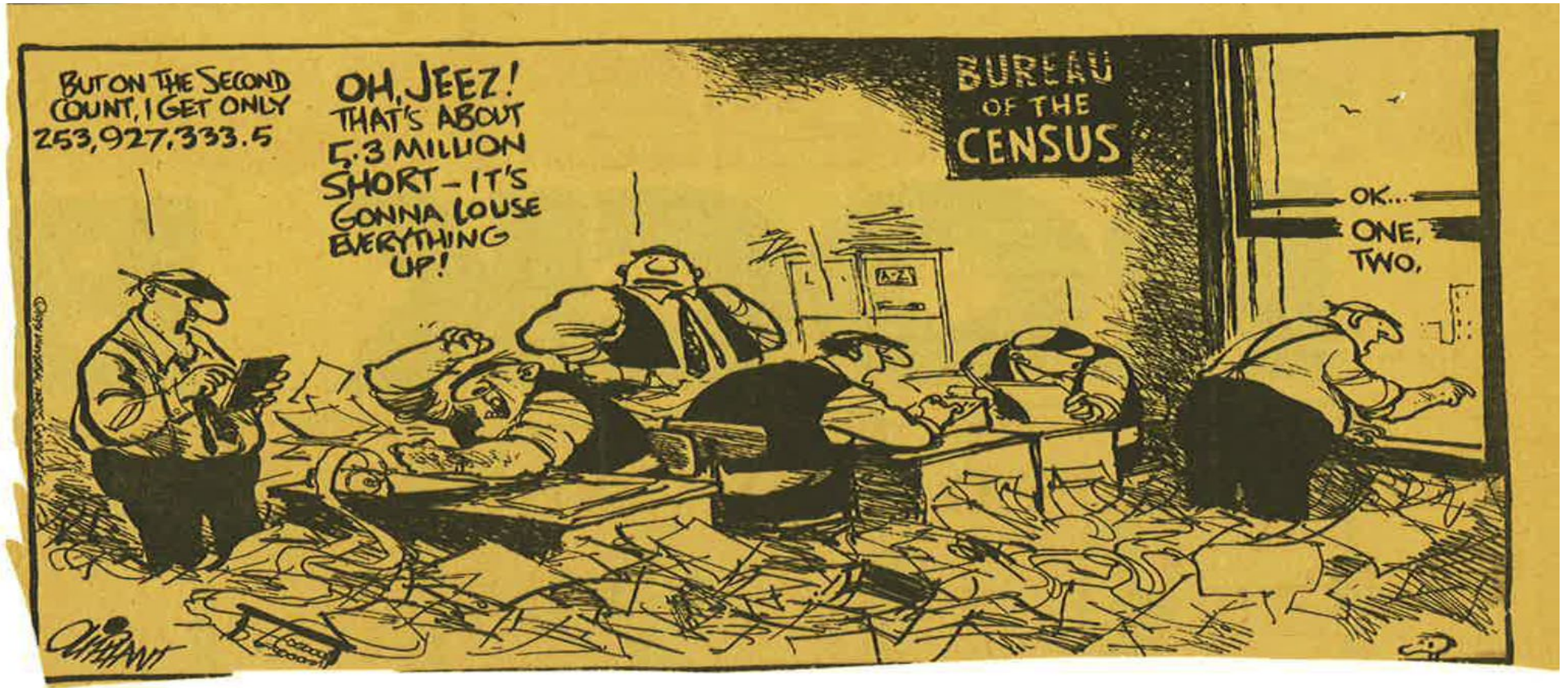
Relationship is essential for classifying the population into families and household types. Categories showing biological, step, and adoptive children are necessary to reflect the increasingly complex family structures created as a result of marital disruption, remarriage, cohabitation, and other factors. Data collected about relationships involving in-laws are used to measure multi-generational living arrangements.

How is this person related to Person 1? Mark ONE box.

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> Other nonrelative |

If a household does not choose to self-respond...

For up to six days (with the possibility of more than one contact attempt per day), an enumerator will attempt to gather census information from someone in the household. After each contact attempt, the enumerator will leave a “Notice of Visit” form encouraging households to respond via mail, phone, or online. After three days of attempting to contact someone at the address, an enumerator may begin contacting neighbors to request a proxy response for the nonresponding household.



Demographic Overview & Population Trends

Florida Complete Count Committee

January 28, 2020

Presented by:



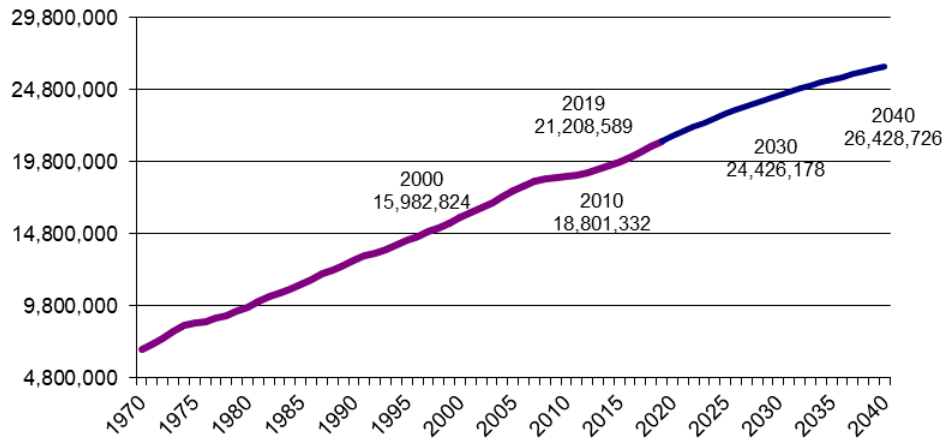
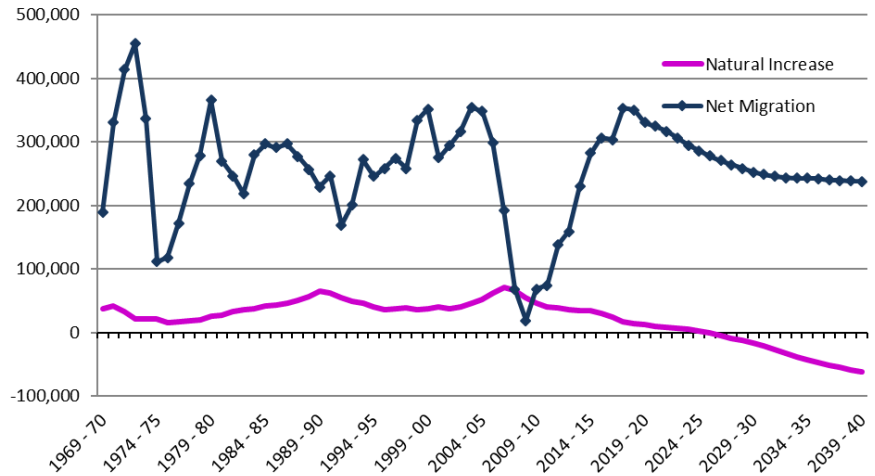
The Florida Legislature
Office of Economic and
Demographic Research
850.487.1402
<http://edr.state.fl.us>

Population Growth Slowing Slightly...

- Population growth is the state's primary engine of economic growth, fueling both employment and income growth.
- Florida's population grew by 1.77% between April 1, 2018 and April 1, 2019 to 21,208,589, adding 368,021 residents. Over the next five years, Florida's population growth is expected to persistently slow to 1.3%, but still average 1.5% per year for the entire period (2019 through 2024).
- Nationally, average annual growth was forecast to be about 0.66% between 2019 and 2030.
- The future will be different than the past; Florida's long-term growth rate between 1970 and 1995 was over 3% per year.
- Florida is currently the third most populous state, behind California and Texas.

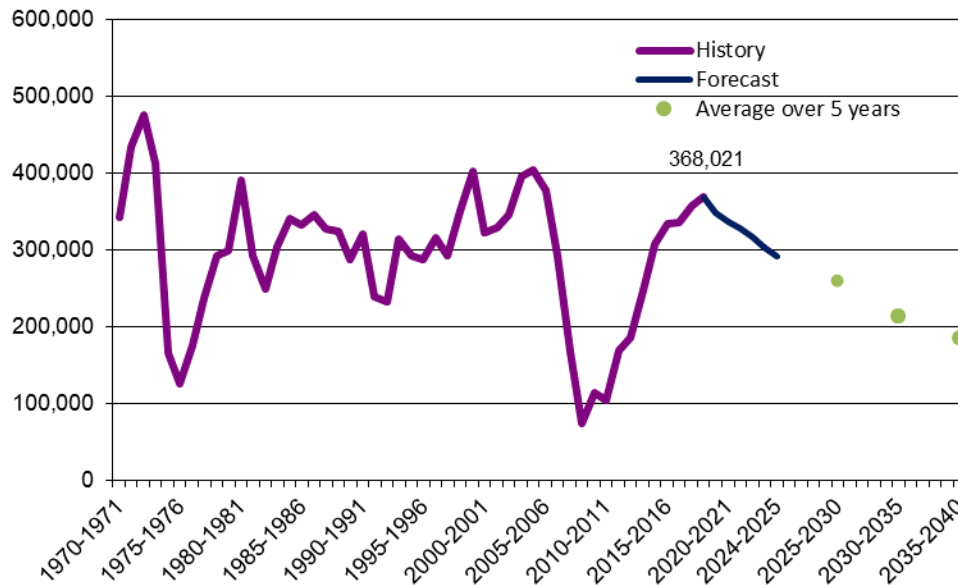
Florida's Population Growth...

Typically, most of Florida's population growth is from net migration. Starting in FY 2025-26, net migration is forecast to represent all of Florida's population growth.



Florida's population growth of 368,021 between April 1, 2018 and April 1, 2019 was the strongest annual increase since 2006, immediately prior to the collapse of the housing boom and the beginning of the Great Recession.

Florida's Population Growth...



Population:

- Average annual increase between 2000 and 2006 was: 361,942
- Average annual increase between 2006 and 2014 was: 169,112
- Average annual increase between 2014 and 2019 was: 340,244

Population is forecast to increase on average annually by:

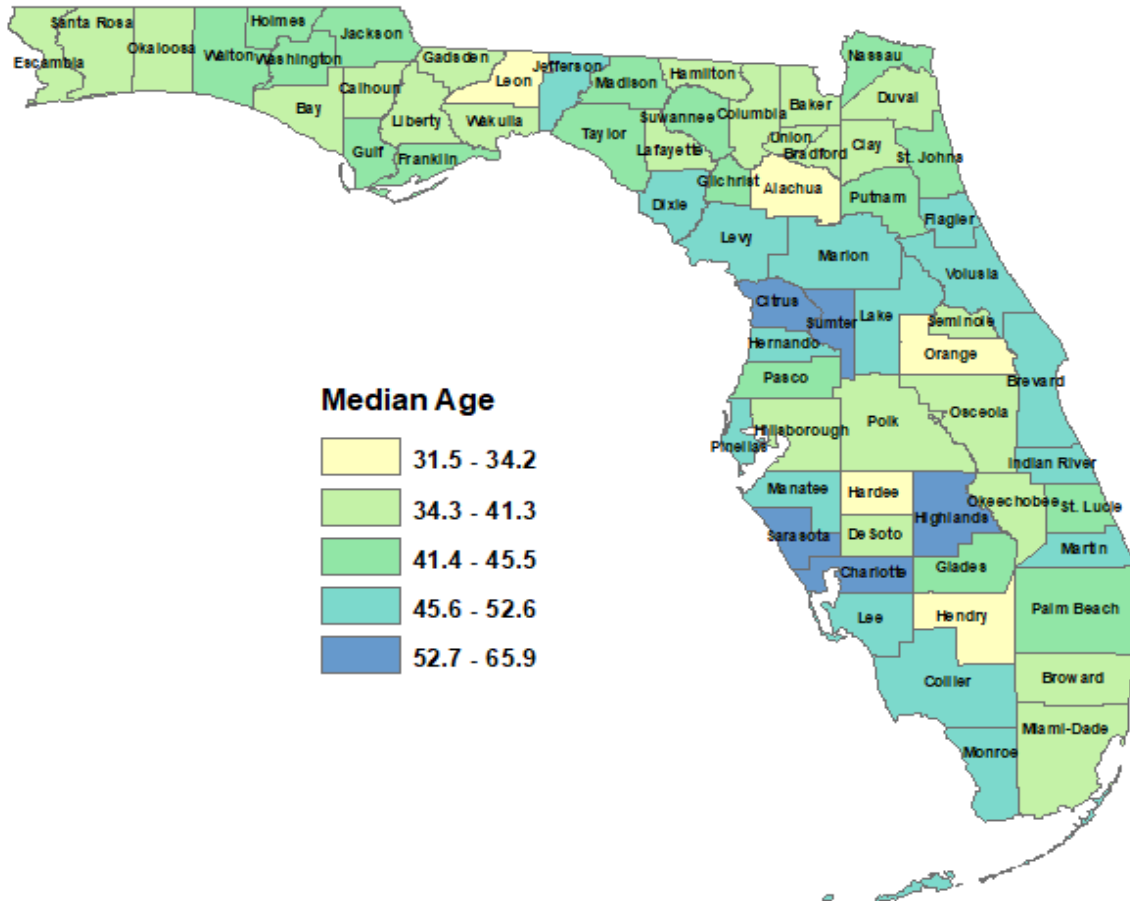
- 347,397 between 2019 and 2020
- 314,977 between 2020 and 2025
- 259,062 between 2025 and 2030

2019 Population

Orlando	291,800
St. Petersburg	269,357

Median Age of Floridians...

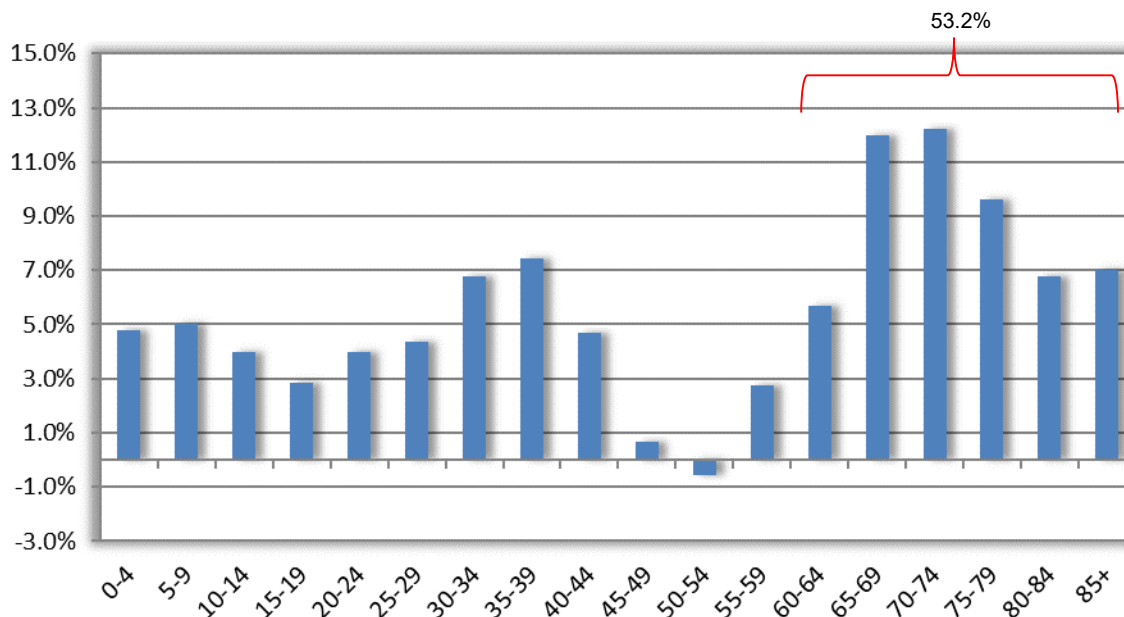
(April 1, 2018)



- The median age of Florida residents was estimated to be **41.7** years as of April 1, 2018.
- The counties with the lowest median age were Alachua and Leon counties at 31.5.
- There were 7 counties with a median age of 50 and older: Sumter (65.9), Charlotte (57.9), Citrus (56.3), Sarasota (55.1), Highlands (54.0), Martin (52.6), and Indian River (51.6).

Population Growth by Age Group...

Distribution of Growth by Age Group
between April 1, 2010 to April 1, 2030

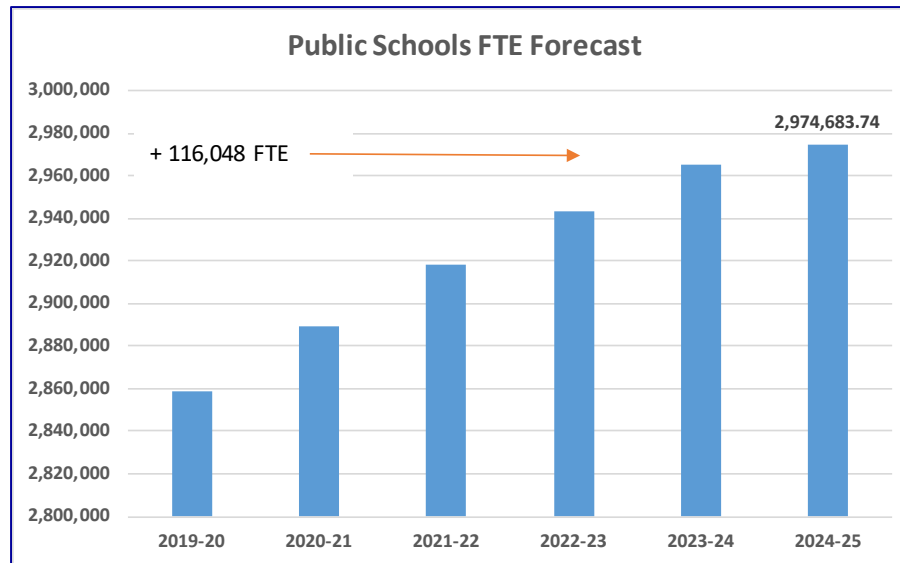


- Between 2010 and 2030, as a result of net migration and natural increase, Florida is forecast to grow by 5.6 million persons.
- Growth by age group depends upon this overall growth and the aging of resident population, resulting in 53.2 percent of those gains in the older population (age 60 and older).
- Florida's younger population (age 0-17) will account for 15.5 percent of the gains, while the younger working age group (25-39) will account for 18.6 percent of the growth.

School Age Population...

FY 2014-15	Public School	Private School	Home Education	Total
Number of Students K-12	2,697,691	288,084	84,096	3,069,871
Percent of Total Students	87.9%	9.4%	2.7%	

FY 2018-19	Public School	Private School	Home Education	Total
Number of Students K-12	2,782,712	335,494	97,261	3,215,467
Percent of Total Students	86.5%	10.4%	3.0%	



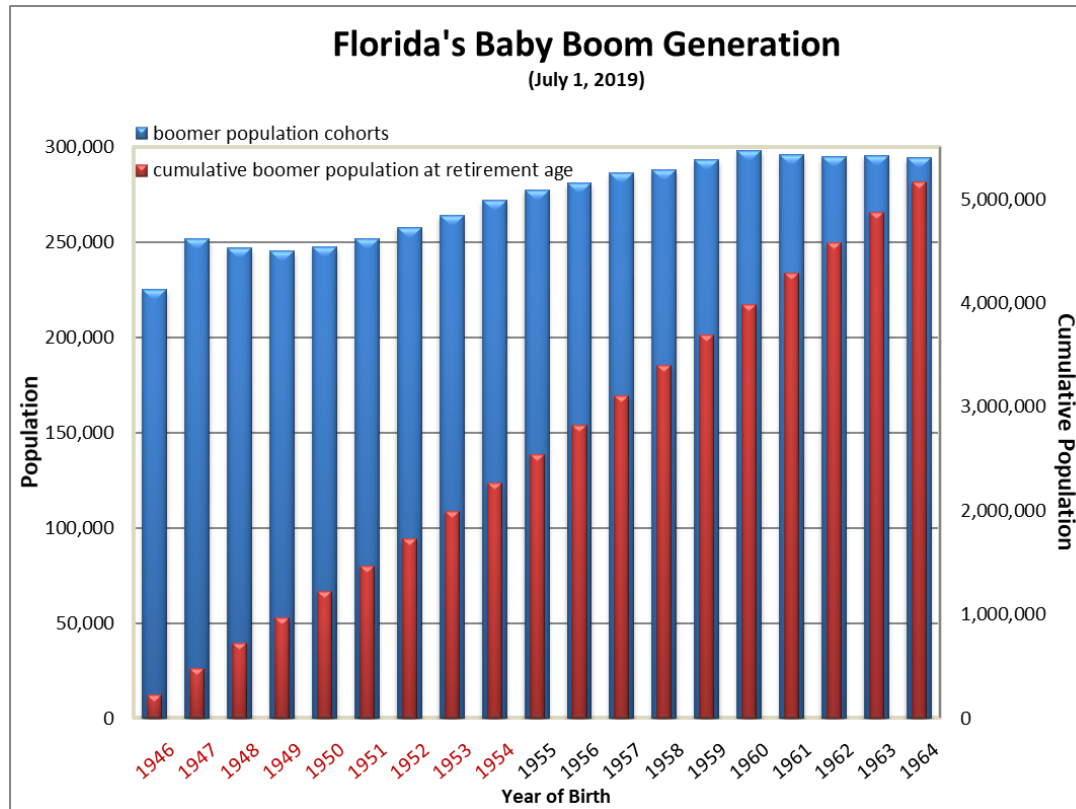
Baby Boomers...

- Birth Cycle: 1946-1964
- 2010 Census count of 46-64 year olds:
 - US: 77.0 million
 - FL: 4.8 million
- Entry into Workforce: 1967-1985
- Entry into Retirement: 2011-2029
- Turning 85: 2031-2049

**2011 to
2050**

A Long-Term Demographic Shift

Baby Boomers in Florida Today...



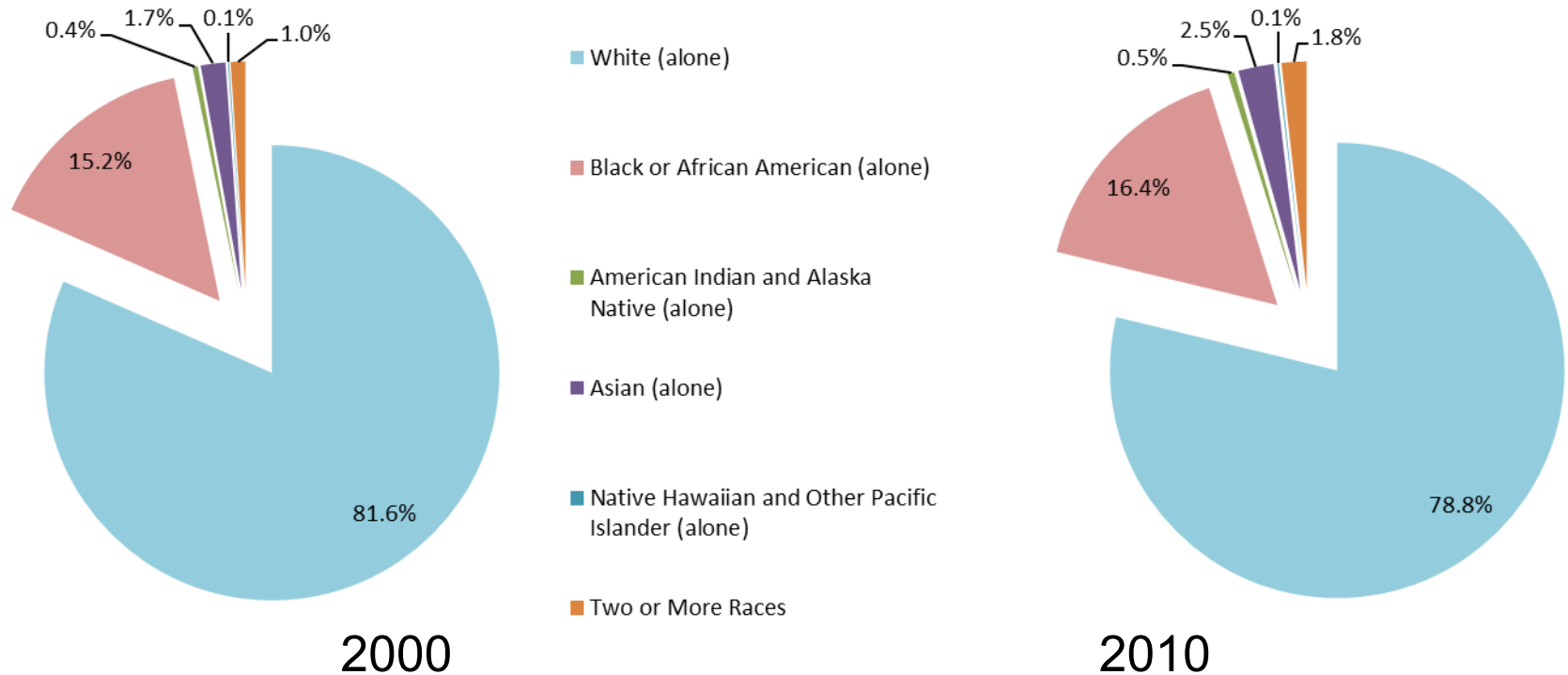
- The first cohort of Baby Boomers became eligible for retirement (turned age 65) in 2011. Nine cohorts have entered the retirement phase: 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, and 2019. This represents almost 44 percent of all Baby Boomers.
- In 2000, Florida's prime working age population (ages 25-54) represented 41.5 percent of the total population. With the aging Baby Boom generation, this population now represents 37.2 percent of Florida's total population and is expected to represent only 35.9 percent by 2030.

Long-Term Workforce Trends

- The ratio of working-age adults (expanded to 25-64 year-olds) to retirees will continue to fall as baby boomers age:
 - US today... 3.2:1
 - FL today... 2.5:1
 - FL in 2030... 2.0:1
- Pool of workers will shrink: new retirees will not be fully replaced by younger workers.
 - Worker shortages (especially highly educated and skilled) will become the norm.
 - Labor-intensive jobs (firefighters, police, construction) will be harder to fill.
 - Wages will face upward pressure to attract skilled-workers from other areas.

Population by Race...

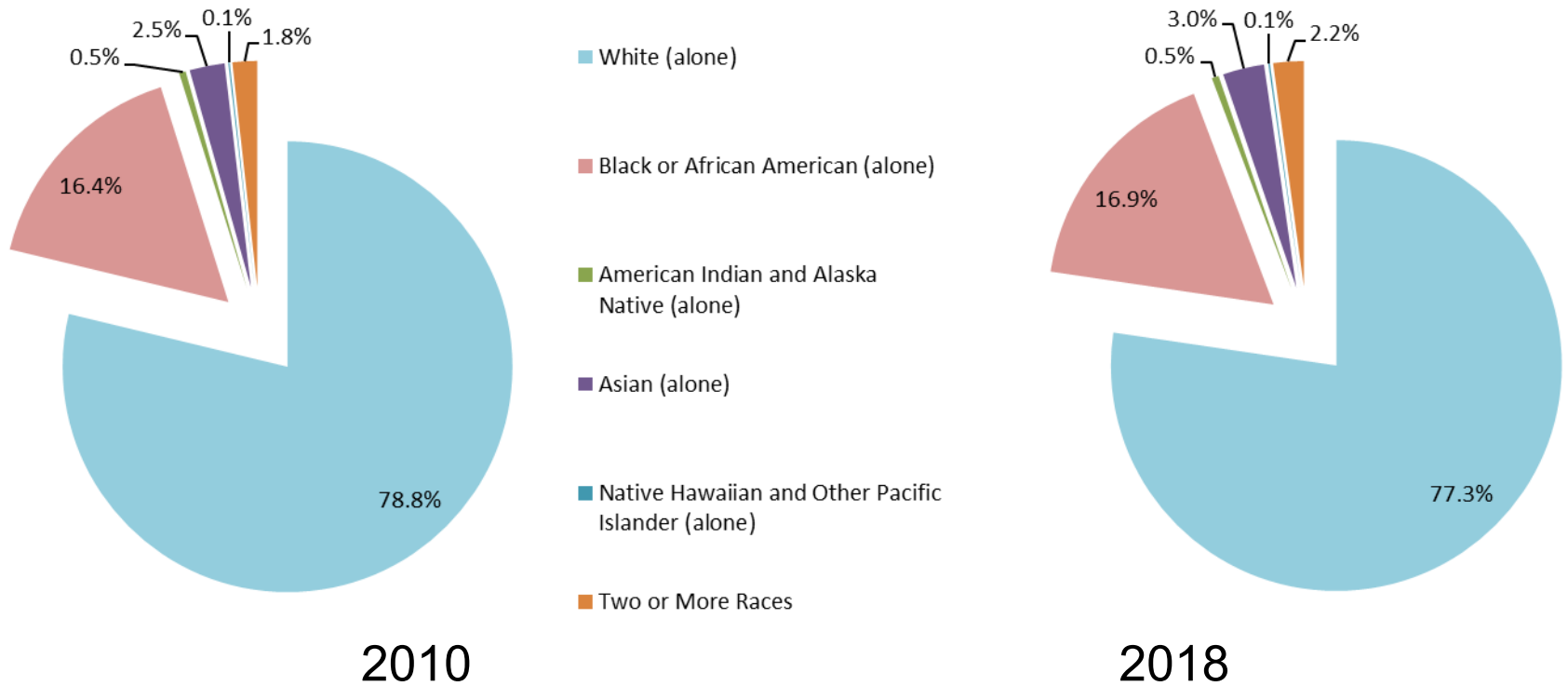
2000 to 2010



Between 2000 and 2010, Florida's population became more diversified, as both percentages of Black or African American (alone) and Asian (alone) increased from 15.2% to 16.4% and 1.7% to 2.5%, respectively.

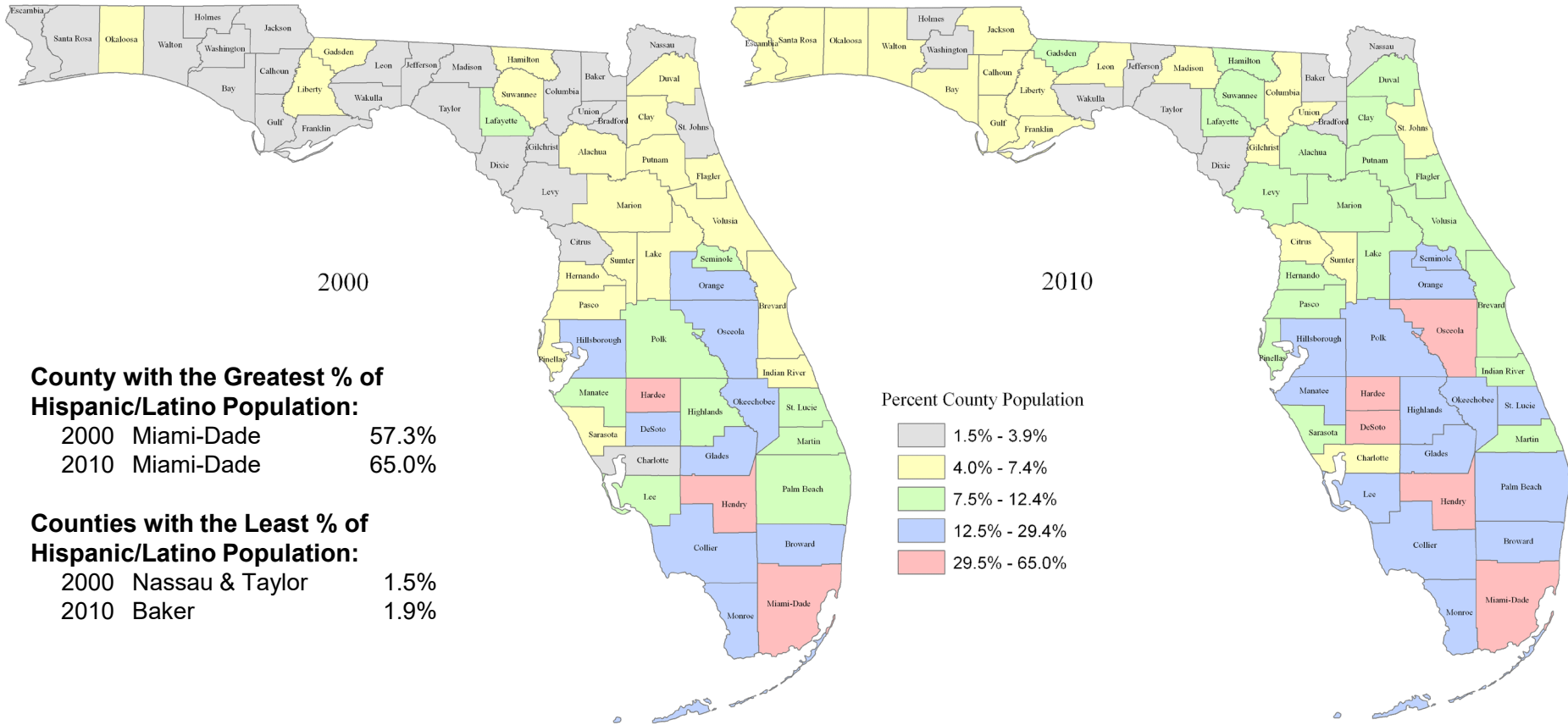
Population by Race...

2010 to 2018



Over the course of this decade, Florida's population has become even more diversified.

Hispanic/Latino Population by County...

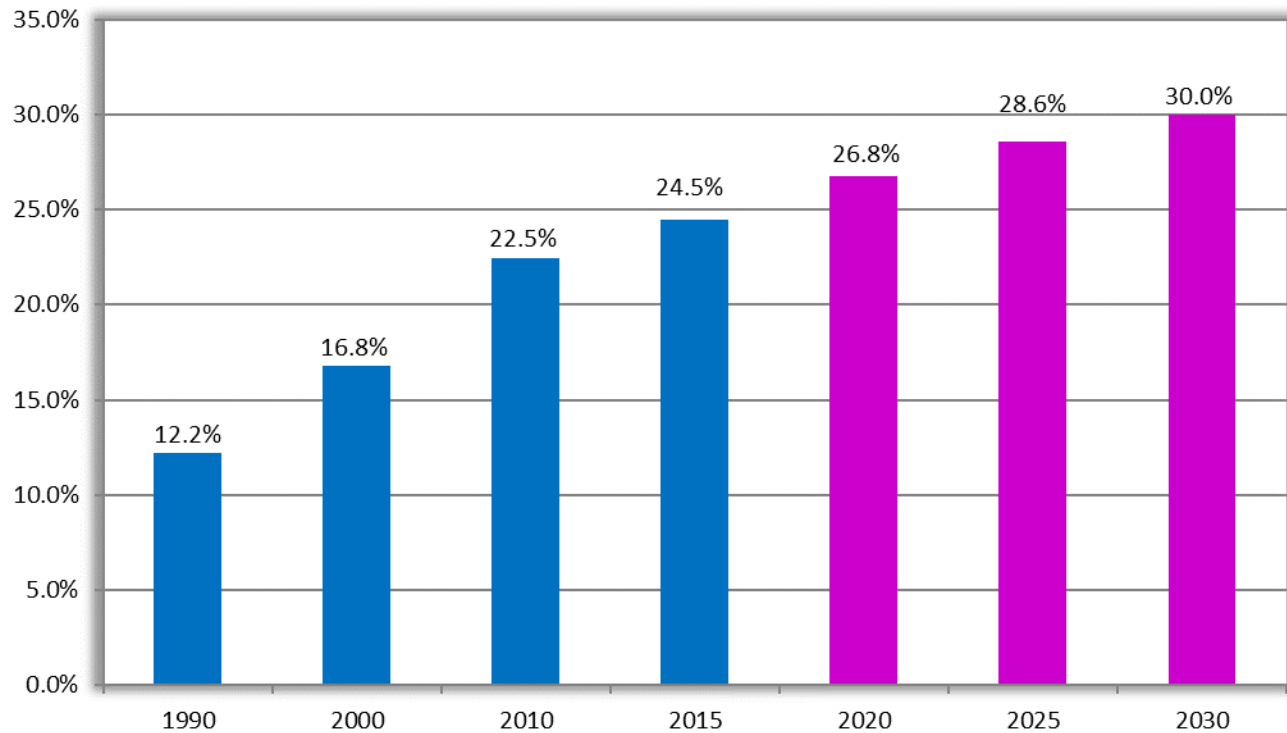


Statewide Percentages:

2000 = 16.8%

2010 = 22.5%

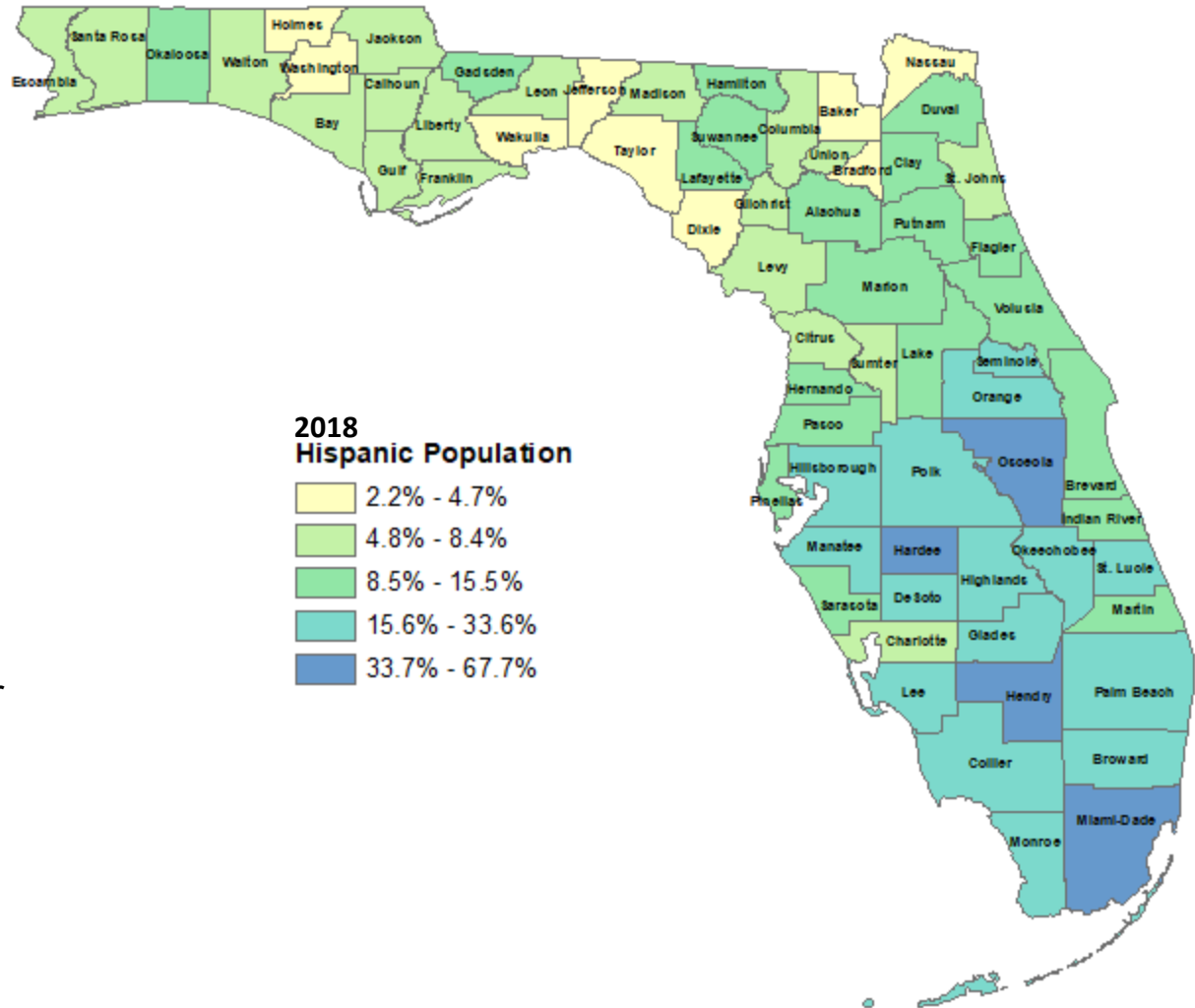
Florida's Hispanic Population...



- Based on the 2010 Census, Hispanics represented about 22.5 percent of Florida's population.
- By 2030, Hispanics are forecast to represent 30.0 percent of Florida's population.

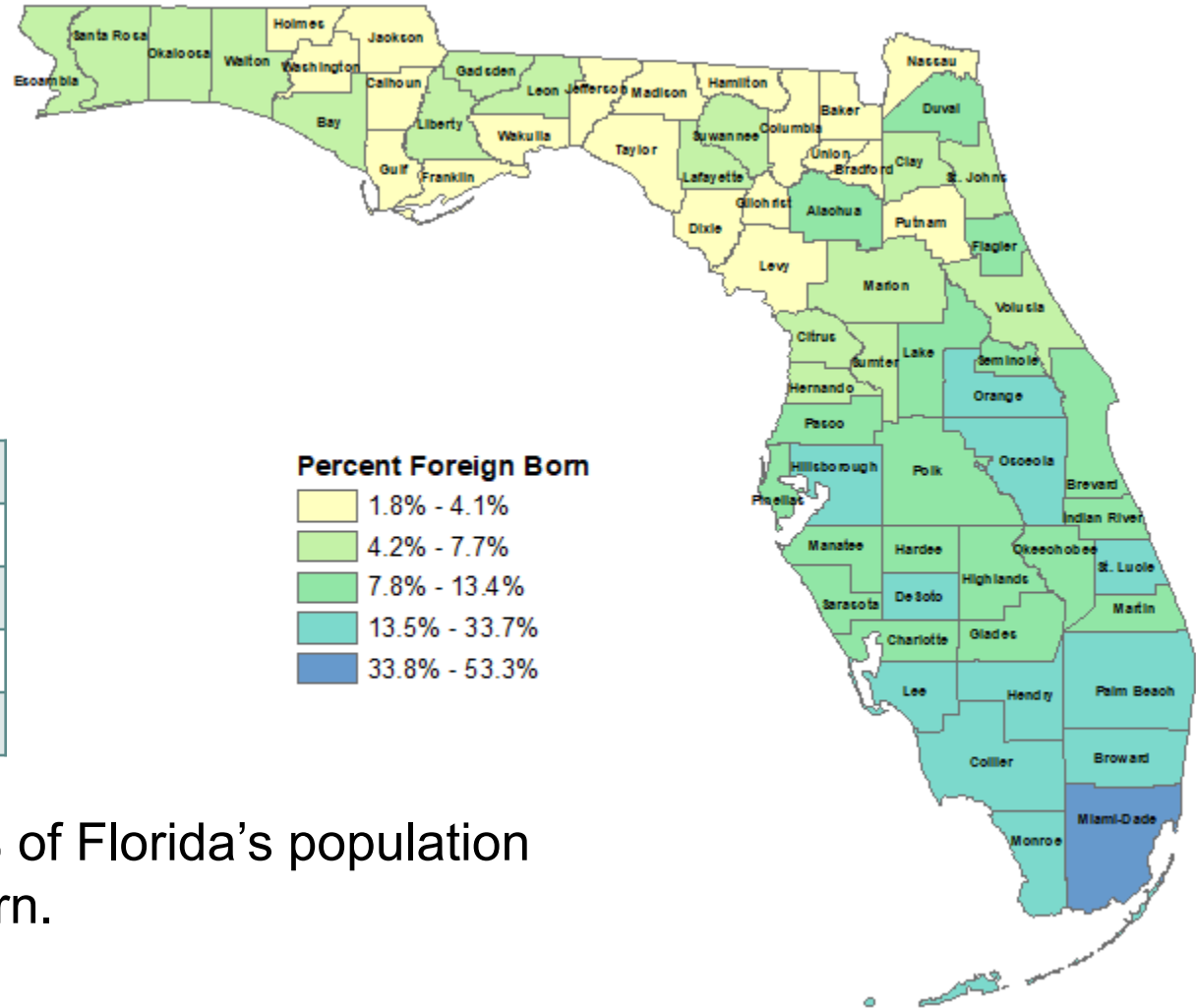
Florida's Hispanic Population by County...

- The percentage of Hispanic population by county varies greatly throughout the state.
- It is estimated that in 2018, Miami-Dade County had the greatest percentage of Hispanic population, consistent with 2010.
- The counties where over half of their population is Hispanic are:



Miami-Dade	67.7%
Hendry	55.6%
Osceola	53.1%

Foreign Born by County...



Florida's counties with the largest percent of foreign born are:

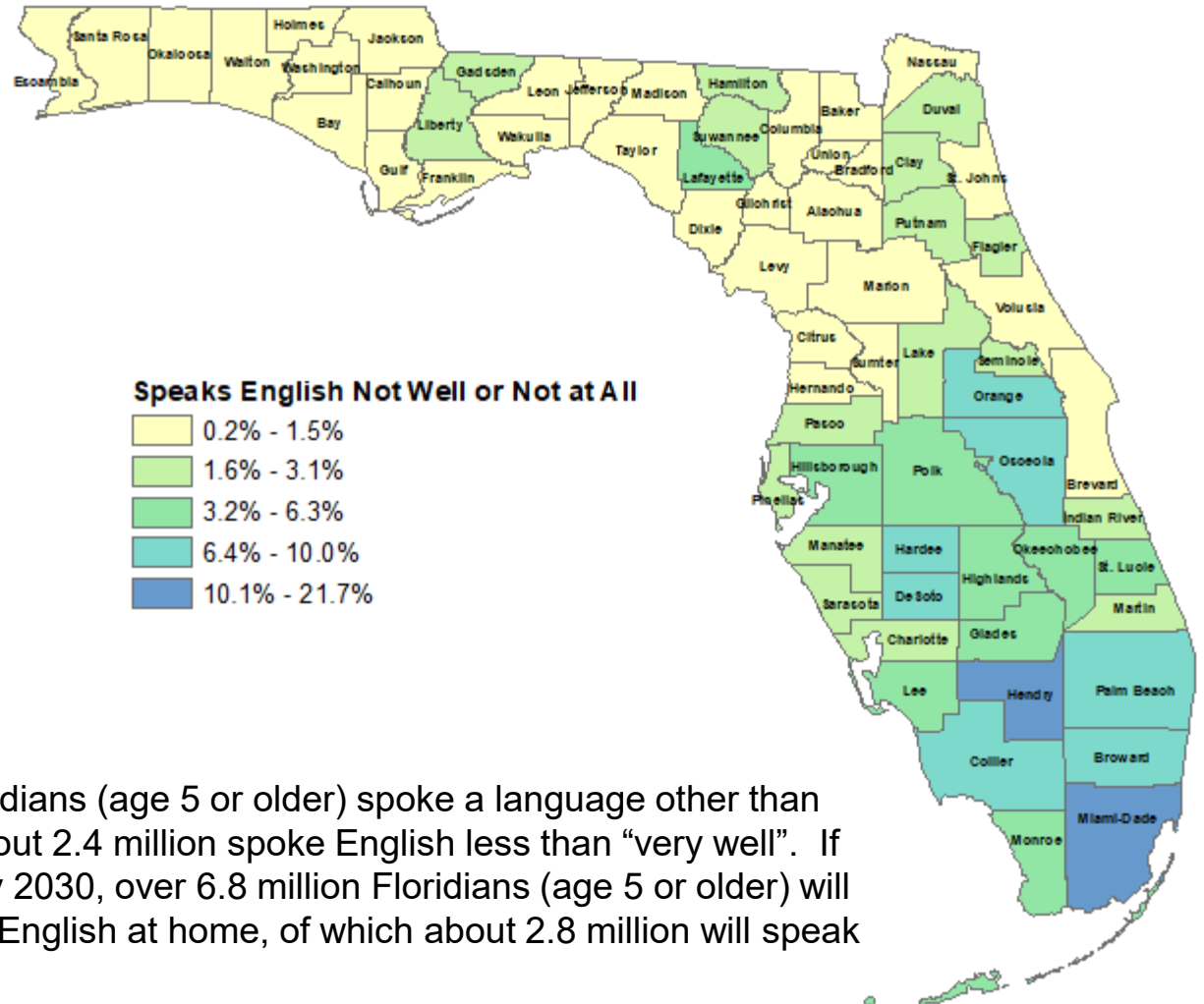
Miami-Dade	53.3%
Collier	33.7%
Hendry	28.0%
Palm Beach	25.0%
Collier	25.0%

In 2018, 21.0% of Florida's population was foreign born.

Ability to Speak English

Florida's counties with the largest percent of the population aged 5 or older that speaks English not well or not at all are:

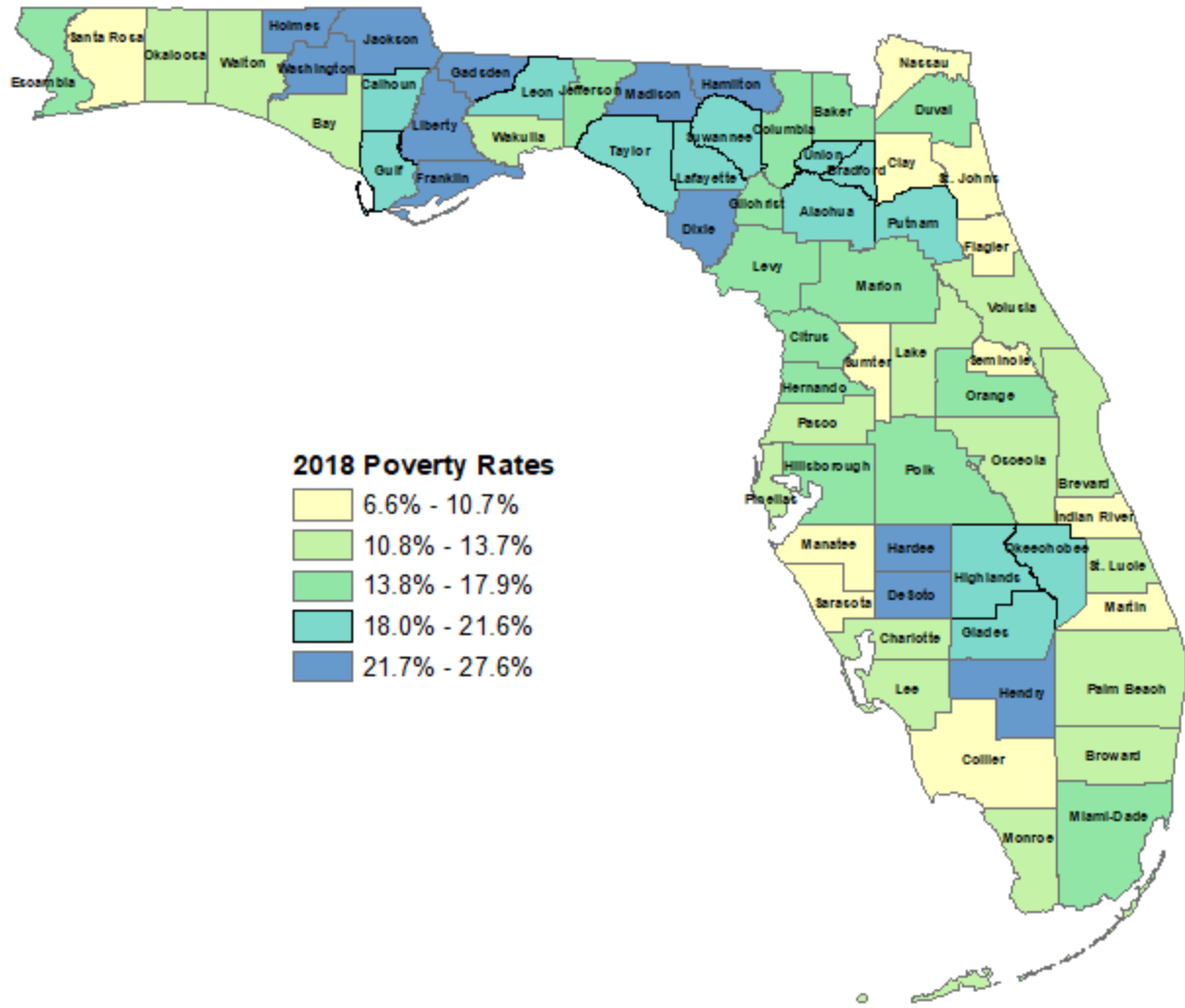
Miami-Dade	21.7%
Hendry	16.0%
DeSoto	10.0%
Collier	9.9%
Osceola	9.8%



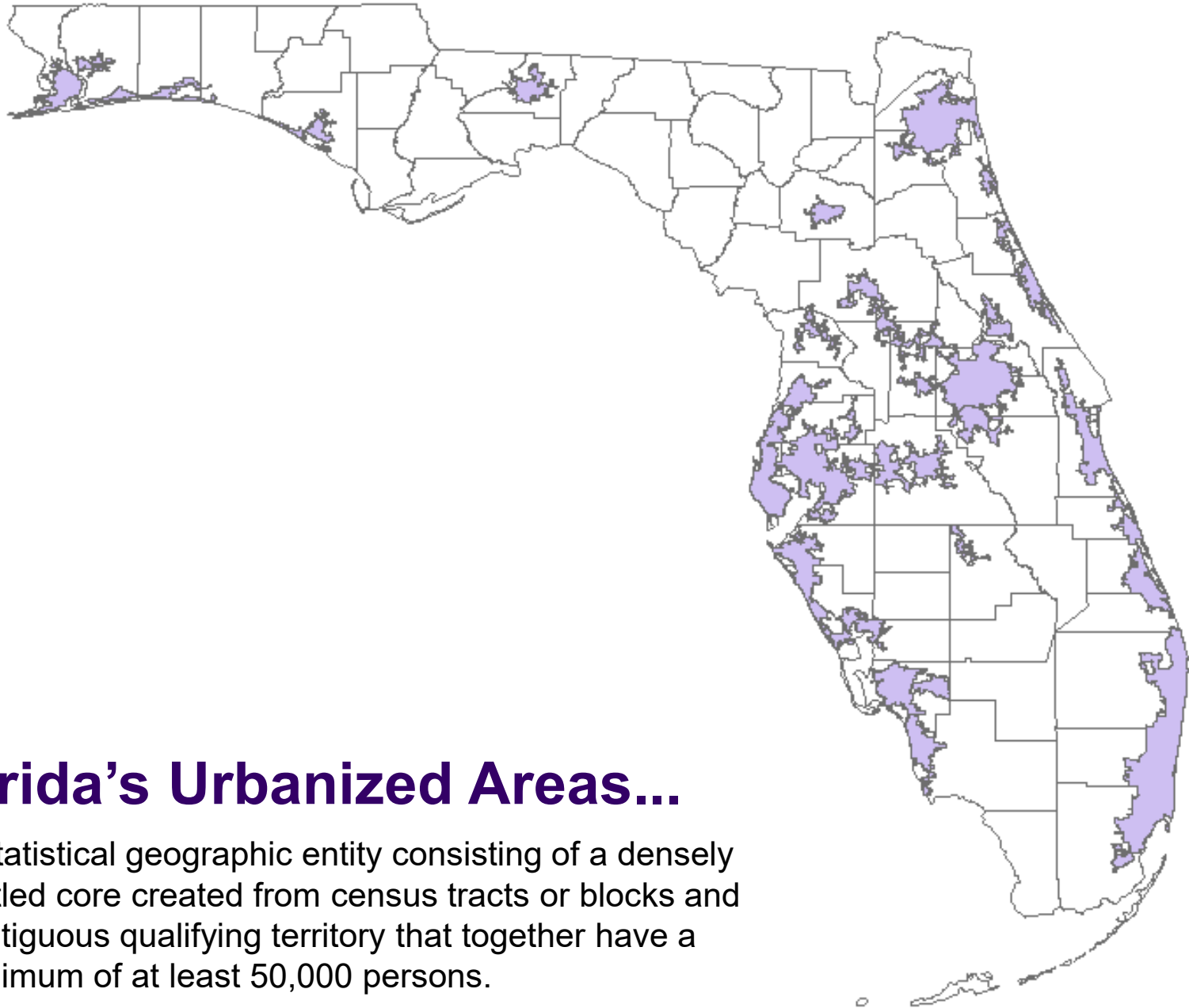
In 2018, almost 6 million Floridians (age 5 or older) spoke a language other than English at home, of which about 2.4 million spoke English less than “very well”. If this relationship continues, by 2030, over 6.8 million Floridians (age 5 or older) will speak a language other than English at home, of which about 2.8 million will speak English less than “very well”.

Florida's Poverty Rates by County...

- Poverty rates vary by county.
- 39 of Florida's counties have a poverty rate above the state's rate of 13.7%
- Most of these areas are in the Heartland and Northern part of the state.
- Many of these counties would be considered rural.
- However, half of Florida's 10 most populated counties also have rates above the state average.



Miami-Dade	16.0%
Polk	15.7%
Orange	15.6%
Hillsborough	14.7%
Duval	14.5%

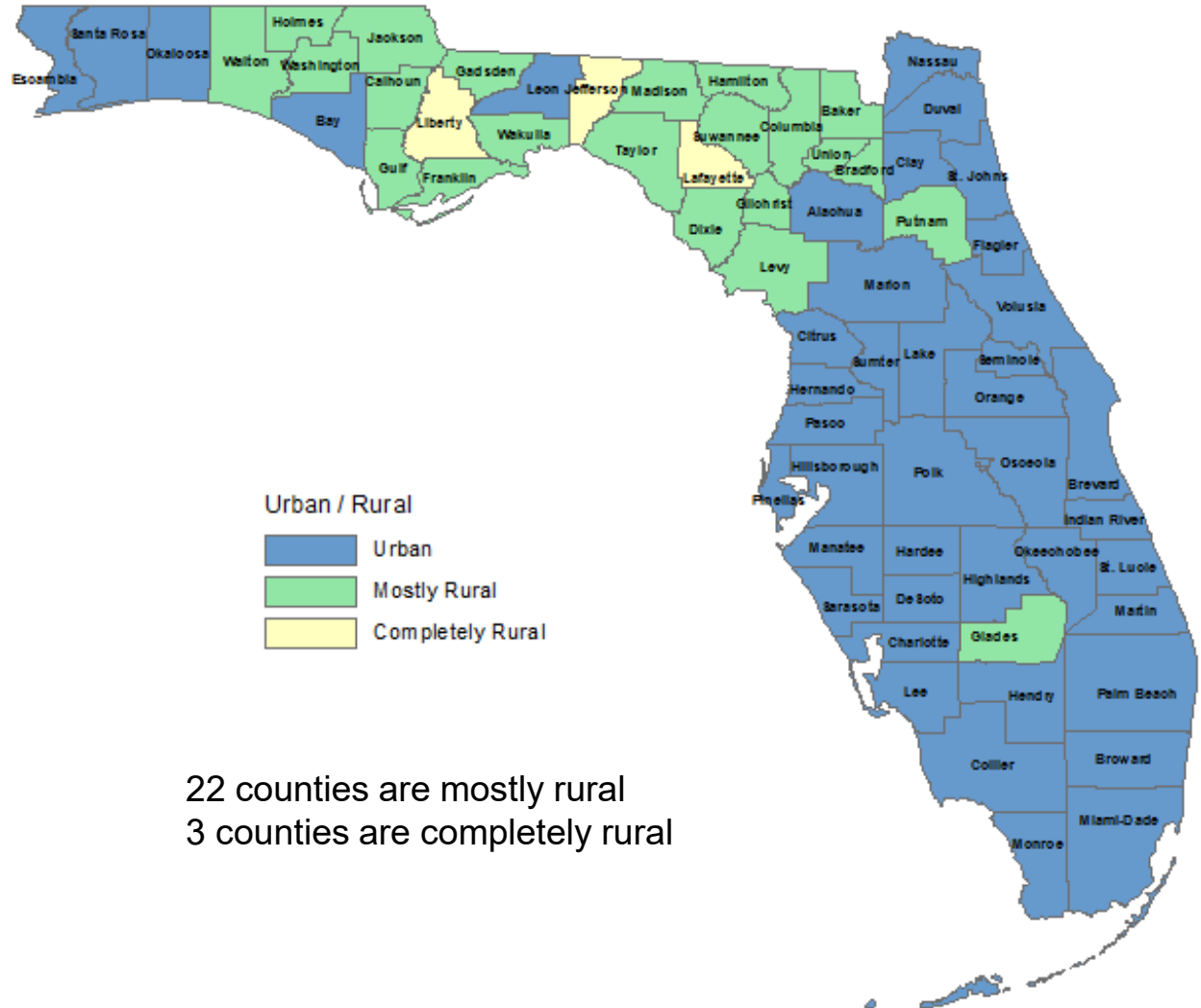


Florida's Urbanized Areas...

A statistical geographic entity consisting of a densely settled core created from census tracts or blocks and contiguous qualifying territory that together have a minimum of at least 50,000 persons.

Florida's Urban and Rural Counties (Based on Census Population Size and Density)...

- The Census Bureau defines rural as all population, housing, and territory not included within an urbanized area (50,000 or more people) or urban cluster (at least 2,500 and less than 50,000 people).
- It defines "rural" at the census tract level, so a county may have a mixture of rural and urban areas as building blocks.
- As a result, the rural portion of Florida encompasses a wide variety of settlements, from densely settled small towns and "large-lot" housing subdivisions on the fringes of urban areas, to more sparsely populated and remote areas.
- In addition to lower overall population, rural areas have a population density of fewer than 500 people per square mile.

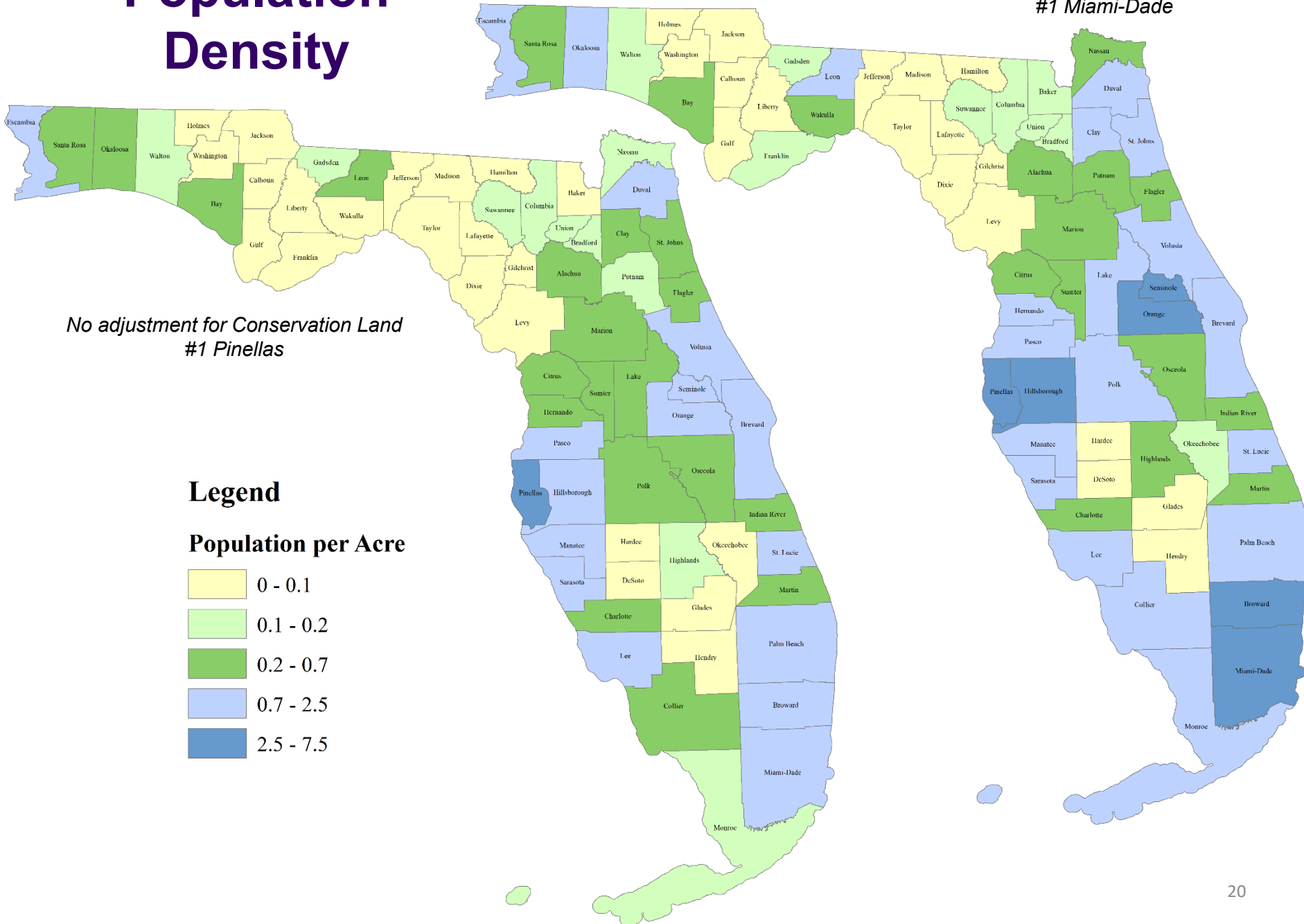


22 counties are mostly rural
3 counties are completely rural

Source: US Department of Commerce,
Census Bureau, 2010 Census

Population Density

*With adjustment for Conservation Land
#1 Miami-Dade*



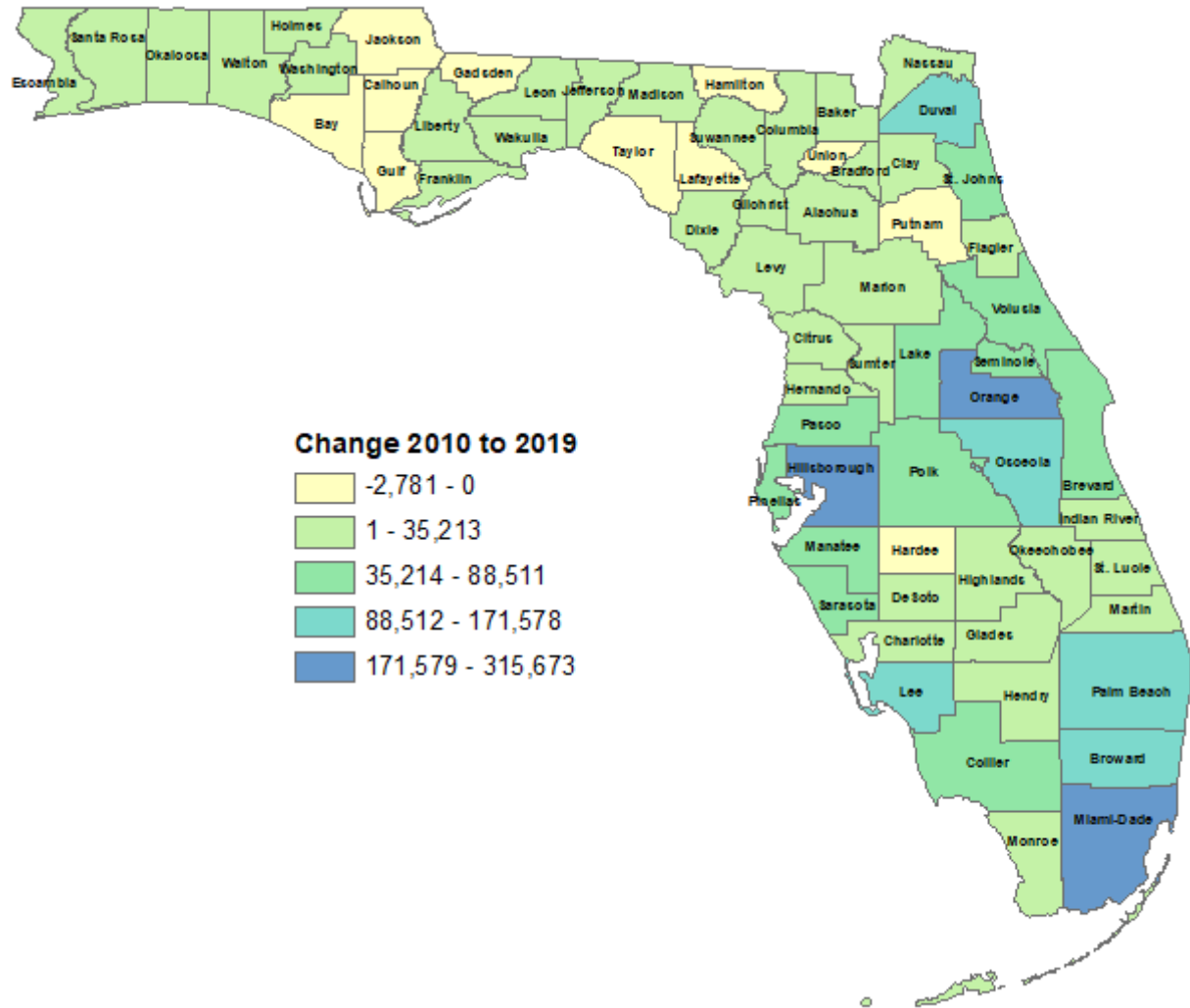
Florida's County Population...

- 31 of Florida's 67 counties have a population under 100,000.
- The top 7 counties make up 51.7% of Florida's total population.

April 1, 2019 Population	Number of Florida Counties
One million or more	5
500,000 to 999,999	7
250,000 to 499,999	12
100,000 to 249,999	12
50,000 to 99,999	5
Under 50,000	26

Population Growth...

(April 1, 2010 – April 1, 2019)

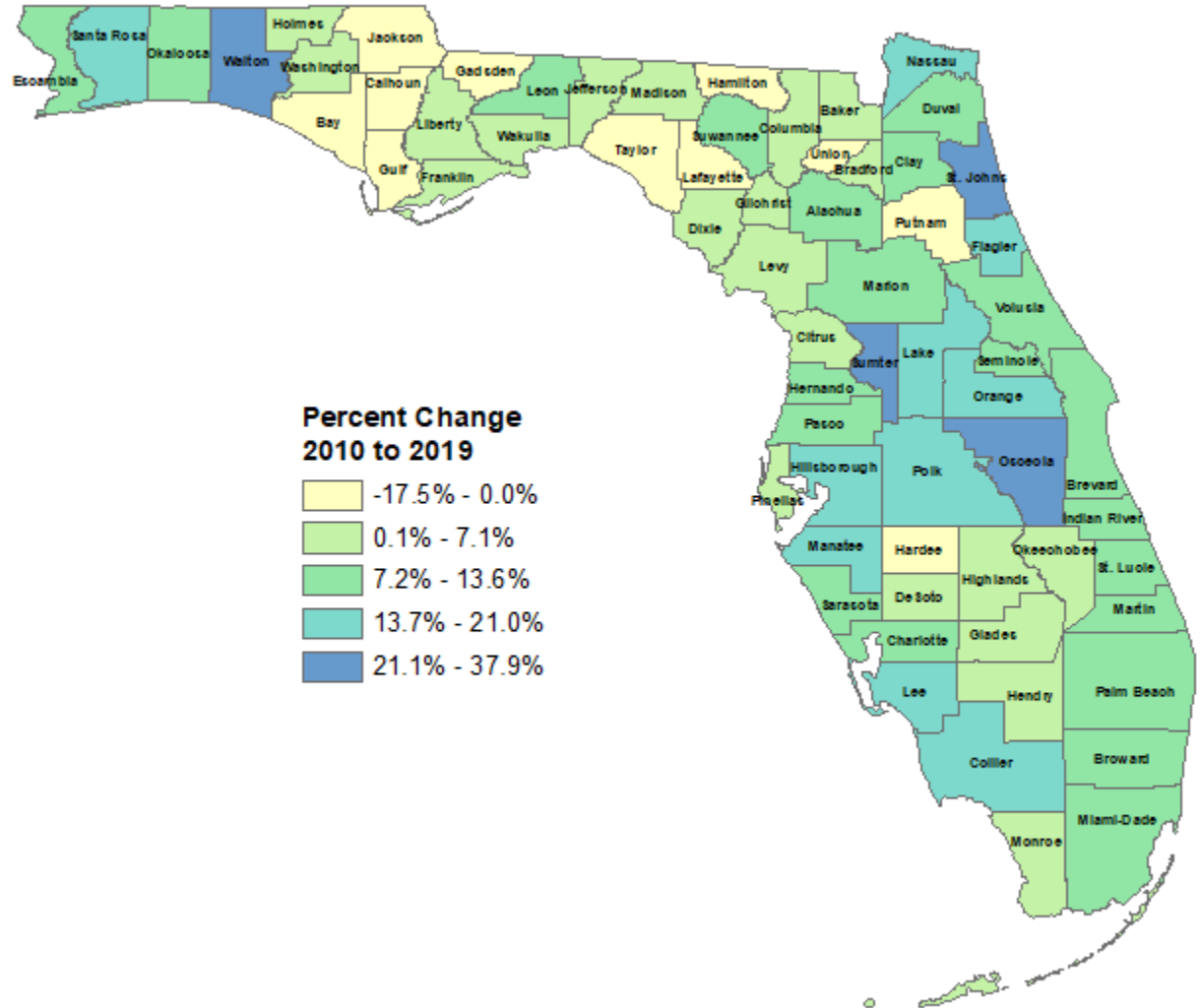


Counties Gaining the Most Population:

Miami-Dade	315,673
Orange	240,124
Hillsborough	215,644
Broward	171,578
Palm Beach	127,723

Population Growth Rate...

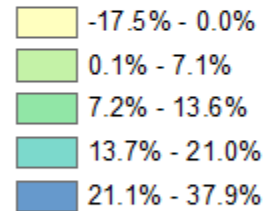
(April 1, 2010 – April 1, 2019)



Counties Growing the Fastest:

Osceola	37.9%
Sumter	37.7%
St. Johns	33.9%
Walton	27.3%
Orange	21.0%

Percent Change 2010 to 2019



Florida Faces Dual Challenges While Becoming More Diversified and Urbanized...

- **Aging State** – More intense in Florida than elsewhere due to the population share garnered the population aged 65 and over (over 24 percent in 2030).
- **Growing State** – All of the same problems as we've had in the past, only more so:
 - Greater need for services, including education.
 - Allocation of increasingly scarce natural resources (especially water).
 - Provision of needed infrastructure (new and replacement).

Importance of a Complete Count in Disaster Impacted Areas



Director Jared Moskowitz
Florida Complete Count Committee
January 28, 2020



Hurricane Michael

FLORIDA RECOVERY

AS OF JAN. 22, 2020

\$2 BILLION

In Federal Funds For Hurricane Michael



- More than \$462 million awarded by FDEM for Hurricane Michael
- Includes \$10 million in state cost-share
- 33 million cubic yards of debris in total
- 18 million cubic yards of debris in Bay County
- FDOT incurred a cost of at least \$435 million
- State granted 45 days at 100% Federal funding
- Received 90% Federal cost-share



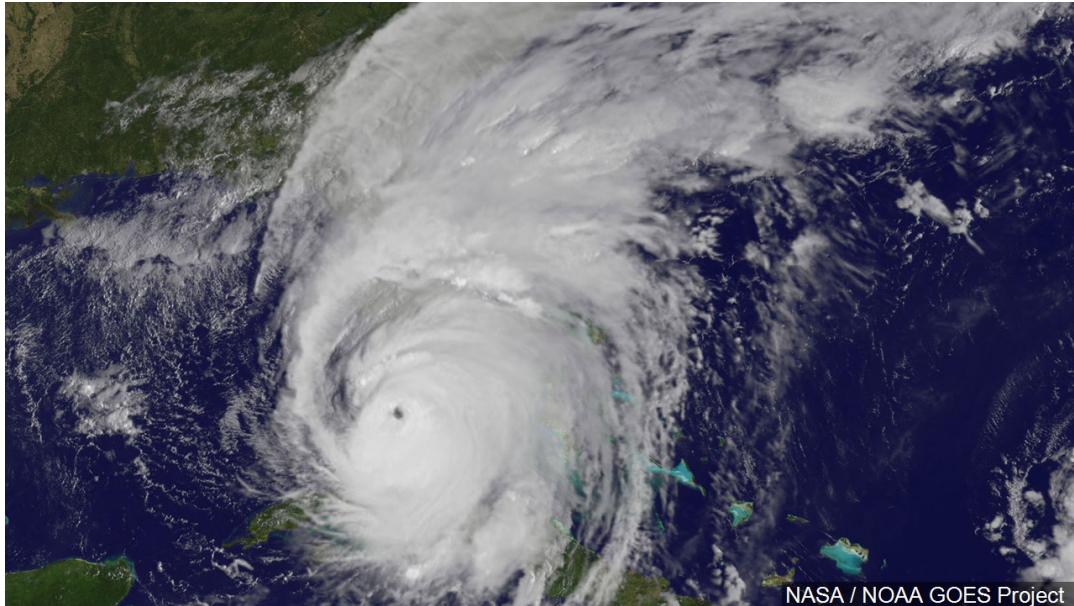
Hurricane Michael



- Displaced families may not receive mailed Census or may be counted in a different county.
- Difficult to determine exactly how many were displaced and continue to be displaced.
- 27,000 households received some form of FEMA Housing Assistance.
- More than 500 households are still using FEMA Travel Trailers or Mobile Homes.
- 11,000 military and family at Tyndall AFB pre-storm
- 14 Major Correctional Institutions
- Gulf Correctional Institution: 38% repopulated



Hurricane Irma and Monroe County



- 6.8 million evacuated statewide
- In Monroe County the biggest challenge for housing was finding affordable housing solutions
- More than 27,000 households relied on FEMA assistance to stay in hotels
- Case management focused on finding employment in nearby jurisdictions with affordable housing – i.e. Miami-Dade



Hurricane Katrina

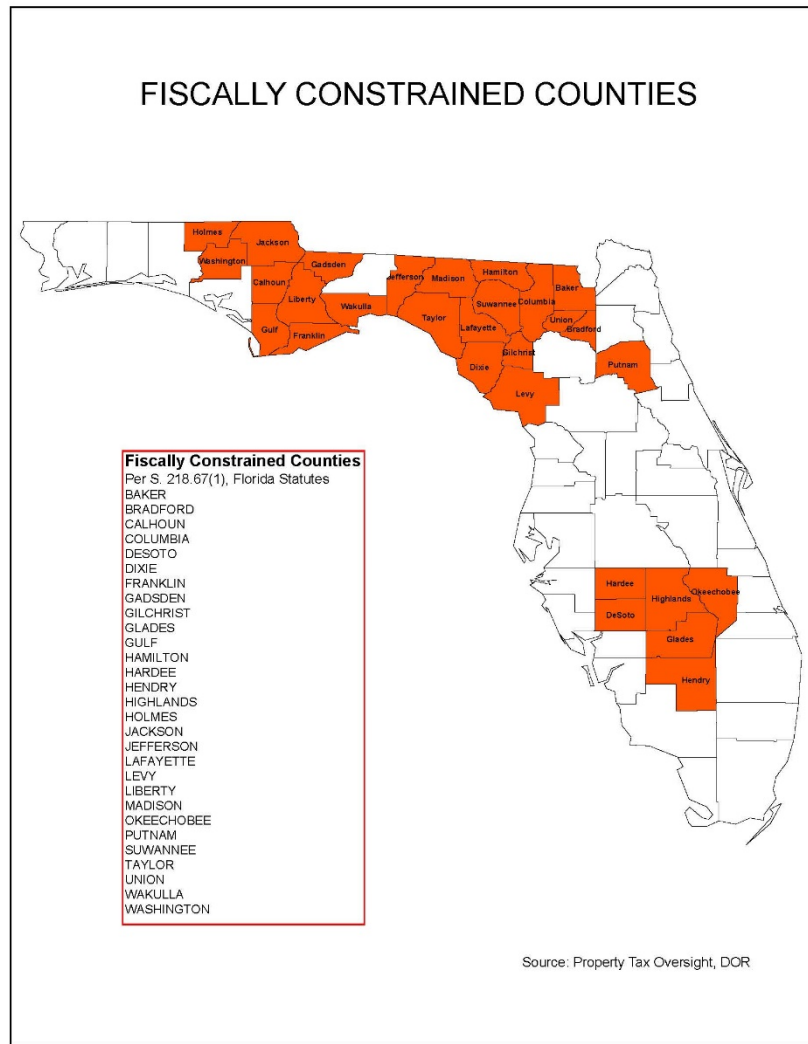
- 2010 Census found more than 140,000 fewer people (29%) in New Orleans 5 years post-Katrina:
 - 56,000 fewer children
 - The African-American population dropped by more than 100,000
- 29% of Bay County = 49,000 people
- Resilience in Survivors of Katrina (RISK) found some moved as far as California, Idaho and New York.
- Impacts linked to lack of affordable housing – also found in Bay County and Monroe County after Irma.

Hurricane Andrew

- Andrew impacted large county, allowing displaced to stay within the county
- Availability of private industry to boost housing
- US Army Corps of Engineers led the cleanup
- Local funding focused on rebuilding
- 8 years between Andrew and the 2000 Census



Fiscally Constrained



- Of counties impacted by Michael, only Bay and Leon are not fiscally constrained.
- Fiscally constrained cities exist within Bay County.
- Mexico Beach faced \$60 million debris bill with \$3 million budget.
- 29 Fiscally Constrained Counties statewide
- 14 of those approved for FEMA assistance from Hurricane Michael



Census Impacts

- 10 years of federal funding at stake
- FEMA Disaster Declaration thresholds
- Congressional and Florida Legislative Districts
- According to NOAA, 76.5% of Florida's Population lives in coastal areas – important that these areas receive appropriate funding to boost resiliency.



Supporting Impacted Areas

- More Census outreach in the Panhandle requested.
- Census can be administered by mail, phone or online. An increased presence across all options could reach displaced families.
- Maintain focus on preventing scams. Fact sheets, hotlines, etc.
- Request that temporarily relocated military personnel be counted toward Tyndall AFB.
- Increase Census outreach in Hurricane Irma impacted areas as well.
- Evaluate opportunities for a Special Census in disaster areas.
- Questions?



2020 Florida Complete Count Committee

Executive Office of the Governor

Alexandra La Torre, Census 2020 Governor's Liaison

Clyde Diao, PhD

2020 Census Summary

- The US Census Bureau will conduct a count of Florida's population in the 2020 Census. This is done every 10 years.
- Data collected in the 2020 Census will be used by federal, state, and local governments for funding allocation, resource planning, and services through the next decade.
- The 2020 Census will also be used for redistricting and determining congressional apportionment.
- Based on the most recent forecast, Florida's population is expected to reach 21,546,885 in 2020; a 2,754,553 or 14.6 percent increase over the last 10 years.

State Complete Count Committee Objective

- The US Census Bureau conducts a national promotion of the 2020 Census, but it is not Florida-specific.
- The Census Bureau has partnered with organizations, states, and local governments to form “Complete Count Committees.”
- The committee works hand-in-hand with the Census Bureau and local government, community-based, and non-governmental organizations to promote and encourage participation in the census.
- The Committee also serves as trusted voices in Florida communities for the Census to reach all Floridians and ensure a complete and accurate count.

Importance of the State Complete Count Committee

- To provide the best opportunity for everyone to be counted.
- Complement many local complete count committees organized by cities, counties, and communities in Florida.
- Bring together community leaders across the state who can galvanize the shared vision of a successful Census across cultural, ethnic, and professional cross-sections.

Importance of Accurate Counting

- Affects the planning of Florida's infrastructure such as, schools, highways and roads, and senior centers
- Affects the amount of federal funding received by the states, counties and cities
- It provides an opportunity to ensure Floridians receive their fair share of representation in Washington, D.C. during the next decade

Representation

- Two important results in the 2010 Census:
 - Florida gained two additional seats in Congress .
 - Participation rate increased from 64% in 2000 Census to 74% in 2010 Census. High participation rate is very important as it increases accuracy.
- Since 2010, Florida's population is estimated to have grown by an additional 2.75 million people.
- An accurate count of every person during the 2020 Census could possibly result in Florida's gain of additional representation in Congress.

Funding

- Because the complete population count is only done every ten years, federal funds distributed to various states and communities depend on annual population estimates.
- Approximately 85 percent of federal government grants to state and local governments were distributed based on state population and personal income .
- Every year, about \$400 billion in federal funds are distributed to local, state, and tribal governments based on census data.
- Inaccurate counting of Florida population may result in loss of Federal grants money.

Hard-to-Count Populations

- A major challenge is getting an accurate count of the Hard-to-Count population.
- African Americans, Caribbean Americans, Hispanic Americans, Asian Americans and Native Americans
- Children, young adult males, and renters experience the largest undercount

Other challenges in 2020:

- Greater number of multiple family households
- A more transient population
- Increased homeless populations
- Distrust of government
- Fear of Immigration services or law enforcement

Why you are Important

- You know your respective groups and communities. As leaders, they know you and trust you.
- You are a direct pipeline to communities across the state of Florida.
- We are asking you to help us promote the 2020 Census ensure that everyone has an opportunity to be counted, and help “shape our future.”