

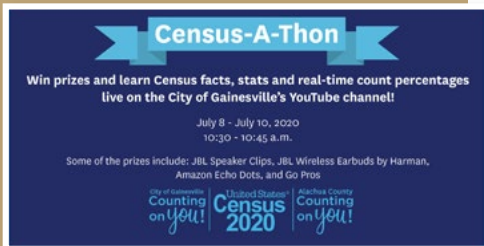
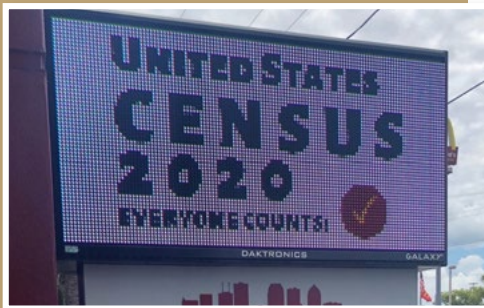
U.S. Census Bureau  
Atlanta Region

Mr. George Grandy, Jr.  
Regional Director

July 16, 2020

# FLORIDA

## 2020 Census Self-Response Weekly Highlights



### North Florida

#### The Children Count Too

The Panhandle Migrant Education afterschool programs along with the North Florida Migrant CCC conducted census outreach to children in migrant families residing in work communities from Gadsden through Walton County in North Florida. The kids learned about the impact of their family participating in the census. Spanish coloring books and pens were shared with migrant children along with census swag for parents. The message of Yo Cuento! (I Count!) was the theme of census essays and census art the children created.

The Panhandle Migrant Education afterschool programs of the Panhandle Area Educational Consortium covers the counties of Calhoun, Holmes, Taylor, Leon, Jackson, Wakulla, Franklin, Jefferson, Walton, Gadsden, Liberty, Washington, Gulf and Madison.

#### The City of Bushnell is Rising

To ensure City of Bushnell residents know to respond to the 2020 Census, the city implemented an awareness campaign in City Hall. The City Manager created areas in and outside the building that highlight the 2020 Census. Census promotional materials are handed out by city employees to residents that come to City Hall for services. Each city employee is encouraged to ask, "Have you been counted today?"

#### Complete Your Census, Win a Prize

The City of Gainesville recently completed a 3-day 2020 Census-A-Thon. Every morning residents were invited to live stream on social media that they completed their Census questionnaire. The residents then entered their Census competition confirmation number into a drawing for prizes. Prizes included JBL speaker clips, JBL wireless earbuds by Harman, Amazon Echo Dots, and Go Pro cameras.



#### Testing, Testing, Census

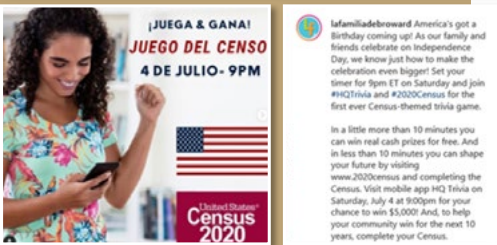
Desoto County public health care workers and volunteers shared 2020 Census flyers and information with over 300 individuals waiting in line for their COVID-19 test. Health care workers and volunteers also reminded test recipients that the census is important for their community and families.

Florida  
Self-Response

# 58.7%

National  
Self-Response

# 62.1%



## Central Florida

### Sign, Sign, Everywhere a Sign

The Corporation to Develop Communities (CDC) of Tampa, displays 2020 Census messages on their electronic signage to remind and encourage residents to complete their 2020 Census. The organization also offered meeting space for census non-response follow-up training.

### Knights of Columbus Hold 2020 Census Event

The Knights of Columbus Council 13116, a faith based nonprofit and charitable organization founded to meet the needs of immigrants, refugees, and families, recently held a 2020 Census event in Kissimmee. Roberto Martinez, community leader and Knights of Columbus member, coordinated the event. The primary audience for the event was the predominantly Hispanic/Latino residents of the community. The goal was to deliver the message about the importance of participating in the 2020 Census. The event drew over 100 people.

## South Florida

### Florida Magazine Reaches South Florida Hispanic Population

In Broward County, La Familia de Broward Magazine's founder, journalist Adriana Carrera has been actively promoting participation in the 2020 Census since she became a 2020 partner. This July she is more committed to helping raise the response rate of Hispanics in South Florida through outreach on the digital magazine's website, Facebook, Instagram, and radio spots where she reports to the Hispanic community.

### More Census Contest Winners

The city of Port St. Lucie continues announcing winners of a weekly 2020 Census contest. The city launched the contest on Census Day, April 1. The weekly prize is a \$25 Visa gift card provided by the Neighborhood Improvement Community Engagement Program. The city sends a message to challenge residents to respond. One previous message touted the city's higher ranking over the national, state and St. Lucie County rates. The message added, "Let us continue trending by sharing this with a friend." A drawing will take place every week until October 1.

### Indiantown Draws Attention

To increase awareness and encourage self-response in the low response village of Indiantown, the Chamber of Commerce purchased and displayed Census banners and yard signs in English and Spanish. They placed them in prominent areas like at the intersection of the only stop light in the town. As of July 17, Indiantown had a response rate of 48.6 percent.

# STATE OF FLORIDA RANKING BY COUNTY

Self-Response Rate as of 7.16.2020

|                          |       |                        |       |                        |       |
|--------------------------|-------|------------------------|-------|------------------------|-------|
| 1 Sumter, Florida        | 69.3% | 25 Wakulla, Florida    | 59.8% | 49 Jefferson, Florida  | 48.4% |
| 2 St. Johns, Florida     | 67.8% | 26 Nassau, Florida     | 59.4% | 50 Holmes, Florida     | 48.3% |
| 2 Seminole, Florida      | 67.8% | 27 Leon, Florida       | 58.9% | 51 Okeechobee, Florida | 45.2% |
| 4 Hernando, Florida      | 67.4% | 28 Orange, Florida     | 58.7% | 52 DeSoto, Florida     | 44.5% |
| 5 Brevard, Florida       | 67.1% | 29 Broward, Florida    | 57.9% | 53 Madison, Florida    | 43.9% |
| 6 Flagler, Florida       | 66.9% | 30 Polk, Florida       | 57.7% | 54 Bay, Florida        | 43.6% |
| 7 Santa Rosa, Florida    | 66.8% | 31 Okaloosa, Florida   | 57.1% | 55 Calhoun, Florida    | 43.4% |
| 8 Indian River, Florida  | 65.0% | 31 Miami-Dade, Florida | 57.1% | 56 Lafayette, Florida  | 43.2% |
| 9 Clay, Florida          | 64.9% | 33 Gilchrist, Florida  | 57.0% | 57 Monroe, Florida     | 42.8% |
| 9 Citrus, Florida        | 64.9% | 34 Highlands, Florida  | 56.4% | 58 Hamilton, Florida   | 42.6% |
| 11 Martin, Florida       | 64.6% | 35 Manatee, Florida    | 56.0% | 59 Hardee, Florida     | 42.2% |
| 12 Marion, Florida       | 62.9% | 35 Lee, Florida        | 56.0% | 60 Hendry, Florida     | 39.9% |
| 13 Pasco, Florida        | 62.8% | 37 Suwannee, Florida   | 54.2% | 61 Taylor, Florida     | 37.6% |
| 14 Duval, Florida        | 62.7% | 38 Jackson, Florida    | 54.1% | 62 Gulf, Florida       | 34.8% |
| 15 Volusia, Florida      | 62.6% | 39 Columbia, Florida   | 53.8% | 63 Franklin, Florida   | 32.1% |
| 15 Pinellas, Florida     | 62.6% | 40 Baker, Florida      | 53.1% | 64 Walton, Florida     | 31.2% |
| 17 St. Lucie, Florida    | 62.3% | 41 Gadsden, Florida    | 53.0% | 65 Glades, Florida     | 31.1% |
| 17 Sarasota, Florida     | 62.3% | 42 Osceola, Florida    | 52.7% | 66 Liberty, Florida    | 29.8% |
| 19 Alachua, Florida      | 61.6% | 43 Bradford, Florida   | 52.5% | 67 Dixie, Florida      | 29.0% |
| 20 Charlotte, Florida    | 61.1% | 44 Washington, Florida | 51.9% |                        |       |
| 21 Hillsborough, Florida | 60.6% | 44 Collier, Florida    | 51.9% |                        |       |
| 22 Palm Beach, Florida   | 60.0% | 46 Levy, Florida       | 51.3% |                        |       |
| 22 Lake, Florida         | 60.0% | 47 Union, Florida      | 50.5% |                        |       |
| 22 Escambia, Florida     | 60.0% | 48 Putnam, Florida     | 49.3% |                        |       |

Please respond online or by phone:

[MY2020CENSUS.GOV](https://my2020census.gov)

1.844.330.2020

# SELF-RESPONSE RATES FOR CONGRESSIONAL DISTRICTS

S T A T E O F F L O R I D A



**Matt Gaetz**  
*District 1*  
55.5%



**Neal Dunn**  
*District 2*  
51.0%



**Ted Yoho**  
*District 3*  
59.5%



**John Rutherford**  
*District 4*  
66.0%



**Al Lawson**  
*District 5*  
55.6%



**Michael Waltz**  
*District 6*  
62.6%



**Stephanie Murphy**  
*District 7*  
64.4%



**Bill Posey**  
*District 8*  
66.5%



**Darren Soto**  
*District 9*  
56.1%



**Val Demings**  
*District 10*  
57.1%



**Daniel Webster**  
*District 11*  
65.7%



**Gus Bilirakis**  
*District 12*  
64.9%



**Charlie Crist**  
*District 13*  
60.7%



**Kathy Castor**  
*District 14*  
59.7%



**Ross Spano**  
*District 15*  
60.1%



**Vern Buchanan**  
*District 16*  
58.4%

Please respond online or by phone:

**MY2020CENSUS.GOV**

**1.844.330.2020**

# SELF-RESPONSE RATES FOR CONGRESSIONAL DISTRICTS

STATE OF FLORIDA



**Greg Steube**  
District 17  
59.1%



**Brian Mast**  
District 18  
63.6%



**Francis Rooney**  
District 19  
53.9%



**Alcee Hastings**  
District 20  
56.5%



**Lois Frankel**  
District 21  
60.6%



**Ted Deutch**  
District 22  
54.5%



**Debbie Wasserman Schultz**  
District 23  
58.8%



**Frederica Wilson**  
District 24  
53.9%



**Mario Diaz-Balart**  
District 25  
59.6%



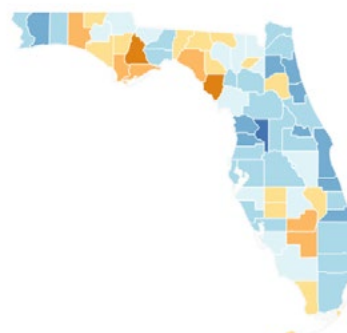
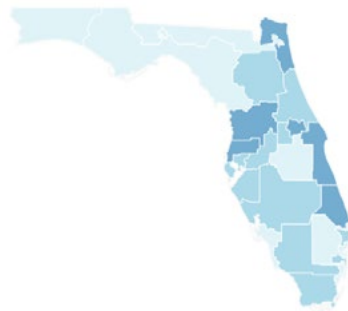
**Debbie Mucarsel-Powell**  
District 26  
60.5%



**Donna Shalala**  
District 27  
54.3%

Congressional

County



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