

Florida Census 2020 Undercount

Impacts & Opportunities

What Undercount?

- **The U.S. Census** is conducted every ten years to assess total population and demographics for each state.
- **Florida ranked 4th** in the nation in 2020 for highest population **undercount**, according to the U.S. Census Bureau.
- It is estimated that the state did not account for approximately **750,000 residents**.
- This represents **~3.5% of the state's population** of 21 million people.
- The 2020 Census was the first time households were invited to complete the survey **online**.
- **Only 67% of Floridians responded** to the survey without requiring additional prompting from the Census Bureau.

Why it Matters?



Loss of \$11 Billion

The undercount will cost Florida at least \$11 billion in federal funds by the end of the decade, according to Florida Tax Watch. This means Florida has the lowest dollars received relative to the federal taxes its residents pay.



Lack of Representation

The undercount also cost Florida the opportunity to add at least one additional congressional seat in the U.S. House of Representatives, reducing the state's influence in federal policymaking.



Data Gap

The lack of accurate population data impacts resource allocations for things such as housing, infrastructure, business expansion, market analysis, workforce planning, evacuations, environmental protections, needs assessments, etc.

Which Counties Had the Largest Undercount?

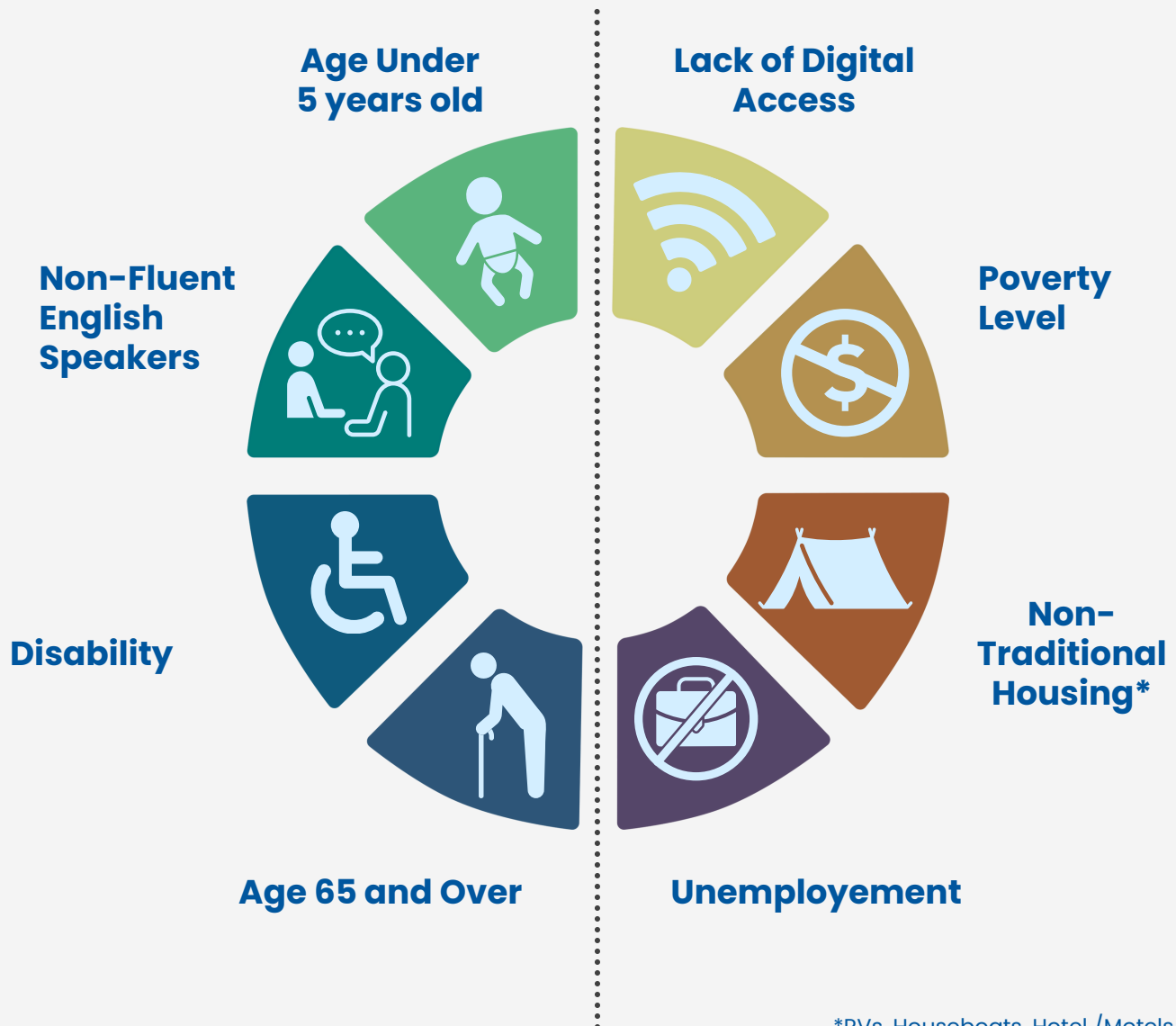
The Florida Philanthropic Network (FPN) partnered with Florida Data Science for Social Good (DSSG) at the University of North Florida to conduct an analysis of the 2020 Census undercounts by county. Below are the 16 counties with the highest undercount totals, along with the percent of the county population that this undercount represents. Rural counties tended to experience a greater percent undercount, while larger counties had higher total undercount values. Data for all 67 Florida counties can be found at this [LINK](#).

Florida County	Estimated Total Undercount	Estimated Percent Undercount
Miami-Dade	189,425	7.00
Broward	94,660	4.87
Orange	68,202	4.96
Hillsborough	68,161	4.70
Palm Beach	57,714	3.89
Duval	35,641	3.76
Polk	29,608	4.20
Pinellas	26,422	2.72
Lee	23,184	3.06
Osceola	18,782	5.16
Seminole	18,130	3.88
Pasco	17,316	3.21
Volusia	12,873	2.36
Brevard	12,302	2.07
Lake	11,539	3.24
Sarasota	10,398	2.43

What Factors Likely Influenced the Undercount?

DSSG also analyzed demographic, geographic and other socioeconomic factors that possibly impacted the 2020 census undercount. Below are the variables they deemed most probable in affecting participation statewide. Data regarding undercount variables by zip code, within four key regions comprised of 12 counties, can be found at this [LINK](#). Such a local-level analysis can inform targeted interventions to address barriers.

Undercount Factors



*RVs, Houseboats, Hotel /Motels, Campgrounds, Vans, etc.

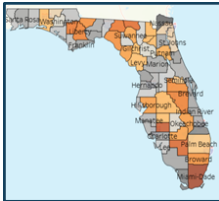
How Can the Databases Be Used?

The two Tableau data visualization tools developed by DSSG are hotlinked below.

- [Florida Census Undercount Estimates Dashboard](#)
- [Zip Code-Level Analysis of Florida Undercount](#)

Nonprofits, foundations, and other community partners can use these databases to prepare for the 2030 Census in the following ways:

1



Dig Deeper

Use the Tableau links to further explore the variables that may impact census completion rates across the state. Given limited resources, this analysis can help communities to prioritize where to focus their efforts.

2



Explore Collaborations

The database also offers the opportunity for organizations across the state to collaborate on issue-based strategies, such as addressing the digital divide in communities with low internet and/or device access.

3



Develop Outreach Plans

The data offer organizations the ability to tailor their Census outreach strategies and communication plans to target historically undercounted populations through media campaigns that build trust and social cohesion.

4



Support Census 2030

The undercount analysis also serves to rally Florida partners around the need to support the planning and implementation of the 2030 census through financial investments, policy advocacy, and/or direct participation.

Why is FPN Involved in the Census?



About Florida Philanthropic Network

Florida Philanthropic Network (FPN) is a statewide association of grantmakers working to strengthen philanthropy through research, education and public policy. FPN's members are private independent, corporate and family foundations, community foundations, public charity grantmakers and corporate giving programs. FPN connects Florida grantmakers to one another through educational programs, networking, regional convenings, and online opportunities. It conducts regular research on philanthropy and grantmaking in Florida, as well as periodic research on the state's nonprofit sector.



Our Census Work

FPN was a partner and the fiscal agent for the *Florida Counts* Census 2020 philanthropic initiative to improve the census count in the state. The eight 501(c)(3) non-partisan organizations who spearheaded the initiative included: FPN, Wallace H. Coulter Foundation, Florida Nonprofit Alliance, Community Foundation for Palm Beach and Martin Counties, Florida C3 Civic Engagement Table, Urban League of Broward County, The New Florida Majority, and Ventus Charitable Foundation.

FPN is looking ahead to the 2030 Census and currently administering the *Florida Counts* 2025 Mini-Grant opportunity, providing general operating funds to nonprofits in order to support their participation in a learning community focused on the 2030 Census, American Community Survey, and civic engagement in Florida. The goal is to support the development of an infrastructure with strong partnerships to mitigate challenges in 2030 and to ensure an accurate count for the state.



To learn more:

Email: info@fpnetwork.org

Phone: 813-983-7399