



2020 Census & Haitians

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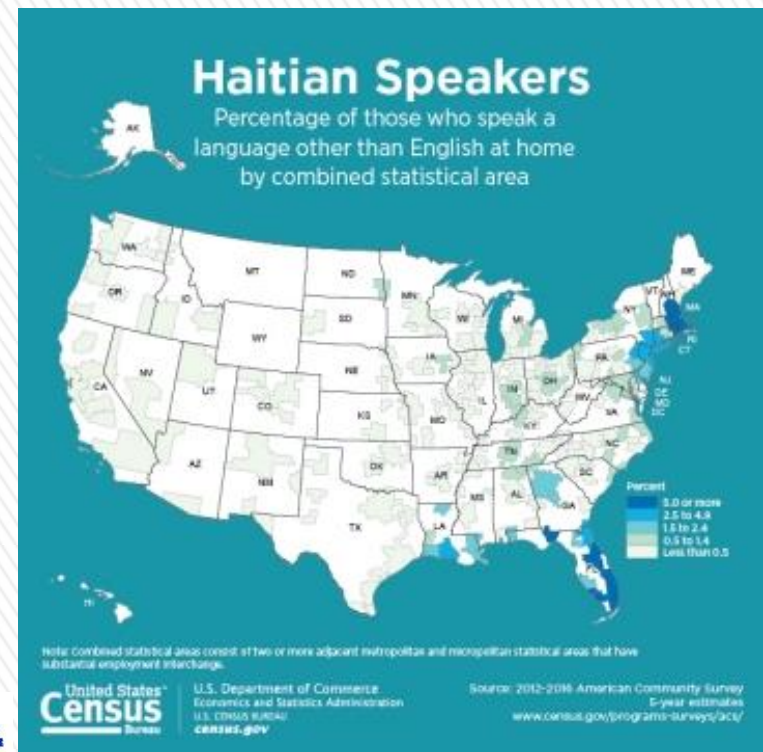
Haitian American Research Company - HARC

2020 Census

In 2020, how will we count hard to reach population of Haiti ancestry in Florida?

Census	People of Haiti Ancestry in USA (000)
1990	290
2000	548
2010	929
2020	????

Source: Census Bureau



Education was/is the issue

People of Haitian ancestry display most of the characteristics of hard to count communities such as:

- Multi-family housing units and hidden housing
- Adults that are not high school graduates
- People below poverty - Households with public assistance income
- Households with English as a second Language ...

Then Census added the online dimension

Address

- Census is a political tool. It ensures that each community is represented in government (apportionment)
- Census is a planning tool - Where will we need new schools, roads, hospitals, senior citizens centers...
- Census is an economic tool. Where should the federal, state, county, municipal dollars be spent to stimulate local economic development

Dade, Broward and Palm Beach are the top 3 counties where people of Haiti ancestry live in Florida?

	County	Estimated Population Distribution	Municipalities
1	Miami-Dade	21%	NMiami, NMiami Beach, Miami, Miami Gardens, Homestead, FlaCity
2	Broward	17%	Miramar, Pompano, Lauderhill, LLakes, FLauderdale, PPines, Sunrise
3	Palm-Beach	10%	WPalm Beach, Boynton, Delray, LakeWorth, RivieraB, Belle Glade
4	Orange	8%	Orlando, Apopka, Ocoe, Winter Park, Winter Gardens
5	Hillsborough	5%	Tampa, Riverview, Brandon, Valrico, Plant City
6	Duval	4%	Jacksonville, Atlantic Beach
7	Pinellas	3%	St Pete, Clearwater, Largo, Pinellas Park, Seminole
8	Lee	3%	LeHigh Acres, Fort Myers, Cape Coral, Bonita Springs, Estero
9	Polk	3%	Lakeland, Winter Haven, Davenport
10	Brevard	2%	Palm Bay, Melbourne, Cocoa, Titusville, Rockledge
	All Other Counties	24%	CI (Naples, Immokalee), MAN (Bradenton), STL (Fort Pierce, Port St Lucie)



In Miami-Dade County

In the 13 commissions, less than 15% of the **voting** population is of Haitian ancestry. (Top density areas are Miami, North Miami, North Miami Beach, Miami Gardens, Kendall, Florida City, Homestead).

County Commission District	Registered Voters (000)	Estimated Percentage of Haiti Origin
1	116	15%
2	103	42%
3	103	28%
4	108	5%
5	102	2%
6	97	1%
7	135	2%
8	133	5%
9	116	11%
10	118	2%
11	122	2%
12	104	2%
13	94	3%
Total	1,452	<i>Research in Progress</i>

Research based on voter Population data from Supervisor of Elections records

Communication

- ❑ Radio is still the most preferred channel of communication in the Haitian community (overall)
- ❑ Social media is a strong contender – **thus Online Opportunity**

Why target the 18-34 age group in the Haitian American community in online campaign?

1. They represent one of the most trusted voice for **their parents, friends, neighbors, and families**
2. They are most technology savvy
3. They access the internet daily through their phones, laptops, tablets
4. They use social networking sites such as Facebook, Whatsapp, Twitter (online social media gurus)
5. English and Creole are their dominant languages

The 18-34 age group are the perfect element (often overlooked) for a complete count in the Haitian community. *The database is progressing*

Continue the coordination

- Municipalities/Districts/County to engage the 18-34 age group
 - ✓ Census jobs
 - ✓ Volunteers/Coordinators
- The church is still a main rallying point in the Haitian community. Continue to enlist pastors, church members within faith based organizations
- Social service organizations still represent a great contact point for information dissemination

**Looking forward to working
together to achieve a 90+%
penetration in the Haitian
communities**