INDIVIDUAL COUNTY PROFILES
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Afraid (of deportation, consequences, being found)
2. Doesn't change anything/Waste of time
3. Lazy

Autauga County Profile

Indifference Index: 11.64
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 12%
- Very Likely: 36%
- Somewhat Likely: 40%
- Unlikely: 12%

Somewhat-Likely Population: 6,672

County Type: Mostly Urban

Hard to Count Population:
- 0 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Don't understand importance/use
2. Privacy
3. Busy/Don't have time/Won't take time

Indifference Index: 10.14
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 4%
- Very Likely: 20%
- Somewhat Likely: 36%
- Unlikely: 40%

Somewhat-Likely Population: 43,604

County Type: Mostly Urban

Hard to Count Population: 2%
3,418 people live in hard-to-count neighborhoods
Indifference Index: 12.28

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use
3. Afraid (of deportation, consequences, being found)

Barbour County Profile

County Type: Mostly Rural

Hard to Count Population: 29%
7,656 people live in hard-to-count neighborhoods

Likelihood:
- Extremely Likely: 16%
- Very Likely: 46%
- Somewhat Likely: 34%
- Unlikely: 4%

Somewhat-Likely Population: 3,981
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
3. Don’t care/Apathy/Indifferent

Hard to Count Population:
- 39% Extremely Likely
- 61% Somewhat-Likely Population: 4,032
- 13,736 people live in hard-to-count neighborhoods
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

**Top Census Deterrents:**
1. Doesn’t change anything/Waste of time
2. Lazy
3. Privacy
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to two representatives in Washington, D.C.
3. Alabama would lose up to $13 billion in federal funding
4. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
3. Privacy
### Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

### Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Busy/Don't have time/Won't take time
2. Don't understand importance/use
3. Ignorant/Uneducated

Calhoun County Profile

Indifference Index: 8.8
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely

24% Extremely Likely
44% Very Likely
32% Somewhat Likely

Somewhat-Likely Population: 27,426

County Type:
- Mostly Urban

Hard to Count Population:
- 6%

6,901 people live in hard-to-count neighborhoods

County Type:
- Mostly Urban

Likeliness:
- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely

24% Extremely Likely
44% Very Likely
32% Somewhat Likely

Somewhat-Likely Population: 27,426

County Type:
- Mostly Urban

Hard to Count Population:
- 6%

6,901 people live in hard-to-count neighborhoods
Chambers County Profile

**Indifference Index:** 11.44

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood**
- Extremely Likely: 4%
- Very Likely: 32%
- Somewhat Likely: 48%
- Unlikely: 16%

**Somewhat-Likely Population:** 5,378

**County Type:** Mostly Urban

**Hard to Count Population:** 0 people live in hard-to-count neighborhoods

**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't care/Apathy/Indifferent
2. Busy/Don't have time/Won't take time
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Your community could be subject to partisan redistricting (gerrymandering)
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Privacy, Don't Understand Importance/use, Busy/Don't have time/Won't Take time, Don't care/Apathy/Indifferent
**Chilton County Profile**

**Indifference Index:** 10.28

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood**
- 8% Extremely Likely
- 28% Very Likely
- 36% Somewhat Likely
- 28% Unlikely

**Somewhat-Likely Population:** 15,895

**County Type:** Mostly Rural

**Hard to Count Population:**
- 0 people live in hard-to-count neighborhoods

**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't understand importance/use
2. Lazy, Illegal/Undocumented, Don't care/Apathy/Indifferent
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Inconvenient/Hassle / Difficult/Hard to understand
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
Clay County Profile

Indifference Index: 9.38

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. It is your civic duty

Top Census Deterrents:
1. Don't care/Apathy/Indifferent
2. Busy/Don't have time/Won't take time

Likelihood:
- 32% Extremely Likely
- 28% Very Likely
- 20% Somewhat Likely
- 20% Unlikely

Somewhat-Likely Population: 2,655

County Type:
- Completely Rural

Hard to Count Population:
- 0 people live in hard-to-count neighborhoods

Clay County Profile Indifference Index: 9.38
*Ranking are from 1-15 & Median County value is 10.4
Cleburne County Profile

Indifference Index: 7.92
*Ranking are from 7-15 & Median County value is 10.4

Somewhat-Likely Population: 5,995

Likeliness

12% Extremely Likely
48% Very Likely
40% Somewhat Likely
12% Unlikely

County Type: Completely Rural

Hard to Count Population: 0 people live in hard-to-count neighborhoods

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Inconvenient/Hassle / Difficult/Hard to understand
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your community could be subject to partisan redistricting (gerrymandering)

**Top Census Deterrents:**
1. Lazy
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Privacy
5. Doesn't change anything/Waste of time
6. Don't understand importance/use

**Indifference Index:** 9.86

*Ranking are from 7-15 & Median County value is 10.4

**Somewhat-Likely Population:** 16,611

**County Type:** Mostly Urban

**Hard to Count Population:** 3,991 people live in hard-to-count neighborhoods
Top Messaging Driver:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent

Colbert County Profile

Indifference Index: 13.6

Likelihood:
- Extremely Likely: 8%
- Very Likely: 12%
- Somewhat Likely: 76%
- Unlikely: 4%

Somewhat-Likely Population: 2,190

County Type: Mostly Urban

Hard to Count Population: 6%
- Extremely Likely: 94%
- Very Likely: 6%

3,480 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Unaware/Don't know what it is
3. Privacy
4. Afraid (of deportation, consequences, being found)
Coosa County Profile

Indifference Index: 12.73
*Ranking are from 7-15 & Median County value is 10.4

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use

County Type: Completely Rural

Likelihood:
- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely

- 16%
- 34%
- 34%
- 16%

Somewhat-Likely Population: 1,714

Hard to Count Population: 100%
10,955 people live in hard-to-count neighborhoods
Covington County Profile

Indifference Index: **8.56**

*Ranking are from 7-15 & Median County value is 10.4

**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Information and statistics could be presented to your local government

**Top Census Deterrents:**
1. Don't understand importance/use
2. Paranoid, Privacy
3. Afraid (of deportation, consequences, being found)
4. Busy/Don't have time/Won't take time

**Likelihood:**
- Extremely Likely: 12%
- Very Likely: 48%
- Somewhat Likely: 20%
- Unlikely: 20%

*Somewhat-Likely Population: 7,397*

**County Type:**
- Mostly Rural

**Hard to Count Population:**
- **20%**

*7,649 people live in hard-to-count neighborhoods*
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Takes too long to complete
2. Busy/Don't have time/Won't take time
3. Don't trust government/Anti-government
4. Don't care/Apathy/Indifferent
5. Don't think it matters/Not important
6. Illegal/Undocumented
7. Privacy
Cullman County Profile

Indifference Index: 9.28
*Ranking are from 7-15 & Median County value is 10.4

Likelihood: 28%
- Extremely Likely: 12%
- Very Likely: 20%
- Somewhat Likely: 40%
- Unlikely: 20%

Somewhat-Likely Population: 23,364

County Type: Mostly Rural

Hard to Count Population: 0 people live in hard-to-count neighborhoods

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use
3. Busy/Don't have time/Won't take time
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

**Top Census Deterrents:**
1. Don't think it matters/Not important
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

---

**Indifference Index:**
12.4

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood**
- Extremely Likely: 6%
- Very Likely: 20%
- Somewhat Likely: 32%
- Unlikely: 42%

**Somewhat-Likely Population:** 9,791

**County Type:**
Mostly Rural

**Hard to Count Population:**
32,452 people live in hard-to-count neighborhoods

34% Extremely Likely
66% Very Likely
34% Somewhat Likely
66% Unlikely

---

Dale County Profile
Dallas County Profile

**Indifference Index:** 9.52

*Ranking are from 7-15 & Median County value is 10.4

- Somewhat-Likely Population: **3,831**
- County Type: Mostly Urban
- Hard to Count Population: **45%**
  - 55% of the population live in hard-to-count neighborhoods

**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Your local government would be less equipped to address changes in your community

**Top Census Deterrents:**
1. Lazy
2. Afraid (of deportation, consequences, being found)
3. Don't understand importance/use
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Privacy
2. Don't trust government/Anti-government

Dekalb County Profile

Indifference Index: 9.92
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 8%
- Very Likely: 12%
- Somewhat Likely: 48%
- Unlikely: 32%

Somewhat-Likely Population: 8,566

County Type:
Mostly Rural

Hard to Count Population:
- Extremely Likely: 6%
- Very Likely: 94%

4,265 people live in hard-to-count neighborhoods
Elmore County Profile

Indifference Index: 10.38

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Lose out on an opportunity to enforce civil rights law

Top Census Deterrents:
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
3. Lazy
4. Doesn't change anything/Waste of time

Likelihood:
- Extremely Likely: 12%
- Very Likely: 20%
- Somewhat Likely: 16%
- Unlikely: 52%

Somewhat-Likely Population: 16,377

County Type: Mostly Rural

Hard to Count Population:
- 0 people live in hard-to-count neighborhoods

*Ranking are from 7-15 & Median County value is 10.4
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

**Top Census Deterrents:**
1. Don't understand importance/use
2. Lazy
3. Afraid (of deportation, consequences, being found)
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

**Top Census Deterrents:**
1. Lazy
2. Don't care/Apathy/Indifferent

**Etowah County Profile**

**Indifference Index:** 7.28

**Likelihood:**
- Extremely Likely: 20%
- Very Likely: 20%
- Somewhat Likely: 32%
- Unlikely: 28%

Somewhat-Likely Population: 32,800

**County Type:** Mostly Urban

**Hard to Count Population:** 7%

7,160 people live in hard-to-count neighborhoods

**County Type:**
- 93% Mostly Urban
- 7% Hard to Count

**Somewhat-Likely Population:** 32,800
Fayette County Profile

Indifference Index: 9.1

*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 16%
- Very Likely: 32%
- Somewhat Likely: 52%
- Unlikely: 0%

Somewhat-Likely Population: 2,629

County Type: Mostly Rural

Hard to Count Population: 0 people live in hard-to-count neighborhoods

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Lazy
2. Don't care/Apathy/Indifferent
3. Don't trust government/Anti-government
4. Don't understand importance/use
Top Messaging Drivers
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Doesn’t change anything/Waste of time
2. Don’t think it matters/Not important
3. Afraid (of deportation, consequences, being found)
Geneva County Profile

Indifference Index: **8.96**

*Ranking are from 7-15 & Median County value is 10.4

**Top Messaging Drivers:**
1. Lose out on an opportunity to enforce civil rights law
2. Alabama would lose up to $13 billion in federal funding
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't care/Apathy/Indifferent
2. Don't understand importance/use

**Somewhat-Likely Population:** 7,368

**Likeliness:**
- Extremely Likely: 4%
- Very Likely: 20%
- Somewhat Likely: 28%
- Unlikely: 48%

**County Type:** Mostly Rural

**Hard to Count Population:** 0 people live in hard-to-count neighborhoods

**Geneva County Profile**

- Indifference Index: **8.96**
- Somewhat-Likely Population: **7,368**
- County Type: Mostly Rural
- Hard to Count Population: 0 people

*Ranking are from 7-15 & Median County value is 10.4*
**Greene County Profile**

**Indifference Index:** 11.19

*Ranking are from 7-15 & Median County value is 10.4

**Top Messaging Driver:**
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't understand importance/use
2. Don't think it matters/Not important

**Likelihood:**
- Extremely Likely: 8%
- Very Likely: 36%
- Somewhat Likely: 24%
- Unlikely: 12%

**Somewhat-Likely Population:** 1,976

**County Type:**
- Completely Rural

**Hard to Count Population:**
- 8,533 people live in hard-to-count neighborhoods
- 100%
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Ignorant/Uneducated
2. Don't understand importance/use
3. Lazy
Henry County Profile

Indifference Index: 7.95

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Don't understand importance/use
2. Don't think it matters/Not important

Likelihood:
- Extremely Likely: 12%
- Very Likely: 20%
- Somewhat Likely: 22%
- Unlikely: 46%

Somewhat-Likely Population: 3,786

County Type: Mostly Rural

Hard to Count Population:
- 35%

6,041 people live in hard-to-count neighborhoods

Median County value is 10.4
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Privacy
3. Lazy
4. Takes too long to complete
5. Busy/Don't have time/Won't take time
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Afraid (of deportation, consequences, being found)
3. Don't understand importance/use
4. Don't care/Apathy/Indifferent
5. Takes too long to complete
Jefferson County Profile

Indifference Index: 11.54
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 32%
- Very Likely: 28%
- Somewhat Likely: 36%
- Unlikely: 4%

Somewhat-Likely Population: 210,976

County Type: Mostly Urban

Hard to Count Population: 75,982 people live in hard-to-count neighborhoods

4% Extremely Likely
32% Very Likely
36% Somewhat Likely
4% Unlikely

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't care/Apathy/Indifferent
2. Inconvenient/Hassle / Difficult/Hard to understand
3. Lazy
4. Takes too long to complete
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to $13 billion in federal funding
3. Lose out on an opportunity to enforce civil rights law

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
3. Doesn't change anything/Waste of time
4. Don't care/Apathy/Indifferent
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Lazy
2. Illegal/Undocumented
Top Messaging Drivers:
1. Information and statistics could be presented to your local government
2. Alabama would lose up to $13 billion in federal funding
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use

Lee County Profile

Indifference Index: 8.3
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 14%
- Very Likely: 32%
- Somewhat Likely: 34%
- Unlikely: 20%

Somewhat-Likely Population: 55,740

County Type:
Mostly Urban

Hard to Count Population:
- 13%

12,473 people live in hard-to-count neighborhoods

County Type:
Mostly Urban

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Lazy
2. Privacy
3. Ignorant/Uneducated
4. Don't care/Apathy/Indifferent

Limestone County Profile

Indifference Index: 11.44

*Ranking are from 7-15 & Median County value is 10.4

Likeliness
- Extremely Likely: 12%
- Very Likely: 32%
- Somewhat Likely: 32%
- Unlikely: 24%

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
- 86%
- 12,473 people live in hard-to-count neighborhoods

Population:
- 12,473 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 23,082

County Type: Mostly Rural

Hard to Count Population: 14%
Lowndes County Profile

Indifference Index: 13.7

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local gov.
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Inconvenient/Hassle / Difficult/Hard to understand

Likelihood:
- Extremely Likely: 16%
- Very Likely: 12%
- Somewhat Likely: 20%
- Unlikely: 52%

Somewhat-Likely Population: 1,197

County Type: Completely Rural

Hard to Count Population: 100%
10,362 people live in hard-to-count neighborhoods

Indifference Index: 13.7
*Ranking are from 7-15 & Median County value is 10.4
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Lose out on an opportunity to enforce civil rights law
3. Information and statistics could be presented to your local government
4. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Don't understand importance/use
2. Unaware/Don't know what it is
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Your local government would be less equipped to address changes in your community

**Top Census Deterrents:**
1. Don't understand importance/use
2. Privacy
3. Don't Understand Importance/use
4. Busy/Don't have time/Won't Take time
5. Don't care/Apathy/Indifferent

**Indifference Index:** 9.42
*Ranking are from 7-15 & Median County value is 10.4

**Likelihood:**
- Externally Likely: 20%
- Very Likely: 44%
- Somewhat Likely: 36%
- Unlikely: 20%

**Somewhat-Likely Population:** 73,304

**County Type:** Mostly Urban

**Hard to Count Population:**
- 15%
- 85%

52,677 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Privacy
2. Don't understand importance/use
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Don't think it matters/Not important
2. Inconvenient/Hassle / Difficult/Hard to understand
3. Don't understand importance/use

Indifference Index: 13.3

County Type: Mostly Rural

Hard to Count Population: 0 people live in hard-to-count neighborhoods

Somewhat-Likely Population: 5,953
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Afraid (of deportation, consequences, being found)
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to $13 billion in federal funding
3. Information and statistics could be presented to your local government
4. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Don't trust government/Anti-government
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Your community would have less representation on the state level

Top Census Deterrents:
1. Lazy
2. Don't understand importance/use

Monroe County Profile

Indifference Index: 11.46
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 6%
- Very Likely: 22%
- Somewhat Likely: 26%
- Unlikely: 46%

Somewhat-Likely Population: 5,477

County Type: Mostly Rural

Hard to Count Population: 34%

7,333 people live in hard-to-count neighborhoods
Montgomery County Profile

Indifference Index: 9.93

*Ranking are from 7-15 & Median County value is 10.4

Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't understand importance/use
2. Don't think it matters/Not important

Somewhat-Likely Population: 36,122

Extremely Likely
Very Likely
Somewhat Likely
Unlikely
8%
16%
54%
22%

Likeliness

Mostly Urban

County Type:

Hard to Count Population: 19%

43,964 people live in hard-to-count neighborhoods

81%
19%
**Morgan County Profile**

**Indifference Index:** 10.12

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood**
- Extremely Likely: 4%
- Very Likely: 16%
- Somewhat Likely: 20%
- Unlikely: 60%

*Somewhat-Likely Population: 23,818*

**County Type:** Mostly Urban

**Hard to Count Population:** 19,611 people live in hard-to-count neighborhoods

84% 16%

**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't understand importance/use
2. Lazy
3. Don't care/Apathy/Indifferent
4. Don't think it matters/Not important
5. Privacy
6. Paranoid
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy

Indifference Index: 12.74
*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- Extremely Likely: 10%
- Very Likely: 16%
- Somewhat Likely: 36%
- Unlikely: 38%

Somewhat-Likely Population: 1,462

County Type: Completely Rural

Hard to Count Population: 100%
9,680 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Information and statistics could be presented to your local government
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Don't understand importance/use
2. Privacy

Indifference Index: 9.88

Likelihood:
- Extremely Likely: 12%
- Very Likely: 18%
- Somewhat Likely: 32%
- Unlikely: 38%

Somewhat-Likely Population: 6,380

County Type: Completely Rural

Hard to Count Population: 90%

18,189 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Don't think it matters/Not important
2. Lazy
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:
1. Don't think it matters/Not important
2. Lazy
3. Don't understand importance/use

Randolph County Profile

Indifference Index: **10.02**

*Ranking are from 7-15 & Median County value is 10.4

Likelihood:
- 36% Extremely Likely
- 28% Very Likely
- 28% Somewhat Likely
- 4% Unlikely

Somewhat-Likely Population: **6,363**

County Type: Mostly Rural

Hard to Count Population: **10%**
2,190 people live in hard-to-count neighborhoods

Population:
- 90% Somewhat Likely
- 10% Extremely Likely

County Type: Mostly Rural

Randolph County Profile
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to two representatives in Washington, D.C.
3. Alabama would lose up to $13 billion in federal funding

Top Census Deterrents:
1. Don't understand importance/use
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Privacy
5. Doesn't change anything/Waste of time
6. Don't think it matters/Not important
7. Lazy
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Illegal/Undocumented
2. Lazy
3. Don't trust government/Anti-government
4. Don't understand importance/use

Shelby County Profile

Indifference Index: 9.92
*Ranking are from 7-15 & Median County value is 10.4

Likelihood
- Extremely Likely: 4%
- Very Likely: 16%
- Somewhat Likely: 8%
- Unlikely: 72%

Somewhat-Likely Population: 17,257

County Type: Mostly Rural

Hard to Count Population: 3%
5,591 people live in hard-to-count neighborhoods

Population: 5,591 people live in hard-to-count neighborhoods

County Type: Mostly Rural
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

**Top Census Deterrents:**
1. Lazy
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

**St. Clair County Profile**

**Indifference Index:** 10.14

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood Distribution:**
- Extremely Likely: 8%
- Very Likely: 52%
- Somewhat Likely: 28%
- Unlikely: 12%

**Somewhat-Likely Population:** 24,833

**County Type:** Mostly Urban

**Hard to Count Population:** 11,005 people live in hard-to-count neighborhoods

87%
13%
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

**Top Census Deterrents:**
1. Don't understand importance/use
2. Lazy

**Indifference Index:** 13.71

*Ranking are from 7-15 & Median County value is 10.4

**Likelihoods:**
- Extremely Likely: 10%
- Very Likely: 52%
- Somewhat Likely: 22%
- Unlikely: 16%

**Somewhat-Likely Population:** 2,792

**County Type:** Completely Rural

**Hard to Count Population:** 11,917 people live in hard-to-count neighborhoods

91%
Top Messaging Drivers:
1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to $13 billion in federal funding
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
3. Don't care/Apathy/Indifferent

Talladega County Profile

Indifference Index: 9.66

Likelihood:
- Extremely Likely: 4%
- Very Likely: 24%
- Somewhat Likely: 56%
- Unlikely: 16%

Somewhat-Likely Population: 19,159

County Type:
- Mostly Rural

Hard to Count Population:
- 7%
- 5,639 people live in hard-to-count neighborhoods

93%
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:
1. Lazy
2. Don't care/Apathy/Indifferent
**Top Messaging Drivers:**
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

**Top Census Deterrents:**
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
3. Don't think it matters/Not important

**Tuscaloosa County Profile**

**Indifference Index:** 9.54

*Ranking are from 7-15 & Median County value is 10.4

**Likelihood:**
- Somewhat-Likely Population: 66,852
- 32%
- Very Likely: 36%
- Extremely Likely: 28%
- Unlikely: 4%

**County Type:**
- Mostly Urban

**Hard to Count Population:**
- 15%
- 30,328 people live in hard-to-count neighborhoods
- 85%
- 15%
Top Messaging Driver:
1. Alabama would lose up to $13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
3. Don't think it matters/Not important
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:
1. Lazy
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

Indifference Index: 10.87

Likeliness:
- Extremely Likely: 4%
- Very Likely: 32%
- Somewhat Likely: 42%
- Unlikely: 22%

Somewhat-Likely Population: 3,603

County Type: Completely Rural

Hard to Count Population:
- 36%
- 64%

10,709 people live in hard-to-count neighborhoods
Top Messaging Drivers:
1. Alabama would lose up to $13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government
4. Your local government would be less equipped to address changes in your community

Top Census Deterrents:
1. Don't understand importance/use
2. Lazy
### Winston County Profile

#### Indifference Index:

- **Indifference Index:** 11.6

  *Ranking are from 7-15 & Median County value is 10.4

#### Likelihood

- **Extremely Likely:** 4%
- **Very Likely:** 12%
- **Somewhat Likely:** 35%
- **Unlikely:** 50%

**Somewhat-Likely Population:** 2,839

#### Hard to Count

- **Hard to Count Population:** 9%

2,193 people live in hard-to-count neighborhoods

#### County Type:

- **County Type:** Mostly Rural

#### Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Information and statistics could be presented to your local government
3. Alabama would lose up to $13 billion in federal funding

#### Top Census Deterrents:

1. Don't understand importance/use
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Lazy
5. Privacy
6. Doesn't change anything/Waste of time
**Hard to Count (HTC):**
HTC populations are those for whom a real or perceived barrier stunts count or reach for inclusion in the data collection process.

**Indifference Index:**
The indifference index measures the level of indifference to the 2020 Census. Those most likely to not be encouraged, no matter the loss or gain, rank a lower Indifference Index. While the more conscientious and concerned counties have a higher index.

**Somewhat-Likely Population:**
This audience represents the population from New South research that listed they are somewhat likely to fulfill the census.