

Fear of repercussion is a common reason for **NON-RESPONSE** across several historically-undercounted populations. However, the specifics are nuanced.

Tailor messages reflective of your specific audiences.

“Like if you get food stamps, you’re allowed to have three different households in one household and just declare it like that, but some people don’t understand that and they will be afraid that it’s going to affect their food stamp if they report somebody else is there.”

“Every single scrap of information that the government gets goes to every single intelligence agency, that’s how it works...”

“...if you find [undocumented people to fill out the census], they won’t tell you either, that they have no documents.”



“I’m afraid that the City of Detroit will find out that my car is registered in the suburbs at my parent’s house.”