



Countdown to Census 2020: New Data on Latino Perceptions

February 10, 2020

Arturo Vargas

Chief Executive Officer

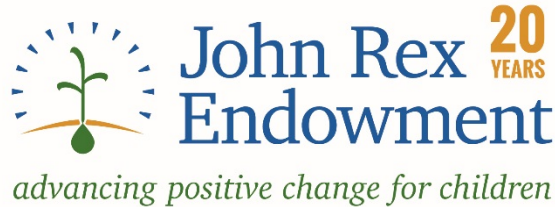
Lizette Escobedo

Director of National Census Program

**Thank you to the following philanthropic partners who
generously supported this work**

TheJoyceFoundation

the David &
Lucile Packard
FOUNDATION





Decennial Census

ARTICLE I, SECTION 2

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

XIV Amendment

“Representatives shall be apportioned among the several States according to their respective numbers, **counting the whole number of persons** in each State ...”





**Census Differential
Undercount**

Although the accuracy of the census has improved over time, it has never been fully accurate, disproportionately undercounting certain populations, including:

- African Americans, Latinos, and American Indians
- Households with low incomes
- Immigrants and individuals with low English-language proficiency
- Renters
- Residents who live in non-traditional housing
- Rural residents
- Highly mobile residents, such as farmworkers
- Very young children aged 0-4

Very young children are most likely to be excluded from the census count.

Census 2010 missed **2.2 million** very young children, and double-counted 1.2 million, for a net undercount of **1 million children, including 400,000 Latino children.**

The 2010 net undercount rate for very young Latino children was **7.1 percent** and **6.3 percent** for African American children.

Source: Child Trends Hispanic Institute and NALEO Educational Fund, *The Invisible Ones: How Latino Children are Left out of our Nation's Census Count.*



NALEO Educational Fund

2018 and 2019 Research Goals

- **Identify concerns** about census participation across response formats (online, in-person, paper, and phone)
- **Understand the impact** of the abandoned citizenship question
- **Identify trusted messengers**
- **Determine messages** that move people to action
- **Test behavioral outcomes**, not just attitudes
- **Increase understanding of the hard-to-count** Latino community
- **Complement research** conducted by the other organizations and groups, including the Census Bureau

NALEO Educational Fund

2018 Messaging Research

**With Latino Decisions,
NALEO Educational Fund
Conducted Additional
Census Research**

NATIONAL POLL

- Nationally representative sample of the **adult Latino population in the United States**
- Surveyed 1,600 Latinos, between April 11-20, 2018
- Margin of error: +/-2.5 percentage points

NALEO Educational Fund

2018 Messaging Research

12 FOCUS GROUPS (May 8-9, 2018)

Messages from the survey experiment were tested to evaluate what refinements are needed, given local and demographic nuances

40 participants in two locations:

- Each location had an English-language group and a Spanish-language group
- All scientifically-selected participants knew people who are not citizens; they described the mixed-status nature of their local communities
- 29 were U.S. citizens
- 11 were not U.S. citizens
- 31 had both parents born outside the United States
- Only five (all in the Rio Grande Valley) had both parents born in the United States and Rio Grande Valley, Texas

NALEO Educational Fund

2019 Messaging Research

**With Latino Decisions,
NALEO Educational Fund
Conducted Additional
Census Research**

NATIONAL POLL

- Nationally representative sample of the **adult Latino population in the United States**
 - Includes an **oversample of undocumented immigrant Latinos (N=292)** and an **oversample of Latinos in the Great Lakes region (N=360)**
- Surveyed 1,223 Latinos, between October 8-19, 2019
- Margin of error: +/-2.8 percentage points

NALEO Educational Fund

2019 Messaging Research

12 FOCUS GROUPS

(Late October – mid-December)

Tested messages, perceptions, and plans to participate in the census to evaluate refinements needed, given local and demographic nuances

96 participants in six locations:

- Atlanta, GA; Orlando, FL; Portland, OR; Raleigh, NC; Phoenix, AZ; and Milwaukee, WI
- English-language and Spanish-language group at each location
- 57 were U.S. citizens
- 39 were not U.S. citizens
- 67 had both parents born outside the United States

NALEO Educational Fund

Independent Assessment of the 2018 End-to-End (E-T-E) Test

SURVEY of representative sample of Providence County residents.

INTERVIEWS with elected officials and community leaders.

OUR PARTNERS were Dr. Kevin Escudero, Assistant Professor of American Studies and Ethnic Studies at Brown University, in collaboration with Gabriela Domenzain, President, Somos Humanos.

MAJOR FINDINGS:

- Survey respondents, elected officials, and community leaders agree that citizenship question will depress participation in Census 2020.
- Latinos generally preferred to participate in E-T-E by mail or in-person; particularly salient because December 2018 GAO report raised serious concerns about Bureau's in-person follow-up operations during the E-T-E.
- Spanish-language accessibility and outreach are imperative; personal networks and social media play an important role in reaching Latinos.

National Latino Commission on Census 2020



Co-Chair

Lubby Navarro,
School Board Member,
Miami-Dade Public Schools



Co-Chair

Alex Padilla,
Secretary of State, State of
California and
Chair of California Complete
Count Committee

- **Lilleana Cavanaugh,** Executive Director, Ohio Commission on Hispanic/Latino Affairs
- **James Diosa,** Mayor, Central Falls, Rhode Island
- **Pauline Medrano,** Treasurer, Dallas County, Texas, and NALEO Board President
- **Rosemary Rodriguez,** Executive Director, Together We Count, Colorado
- **David Santiago,** Florida State Representative
- **J. Walter Tejada,** Board Member, Metropolitan Washington Airports Authority, Virginia
- **John Vargas,** NALEO Board Vice President, Torrance, California

Guest Commissioner

- **Carlos Tobon,** Rhode Island State Representative

Commission Hearings

Los Angeles, CA

September 28, 2018

New York, NY

November 28, 2018

San Antonio, TX

January 29, 2019

Orlando, FL

February 15, 2019

Columbus, OH

March 20, 2019



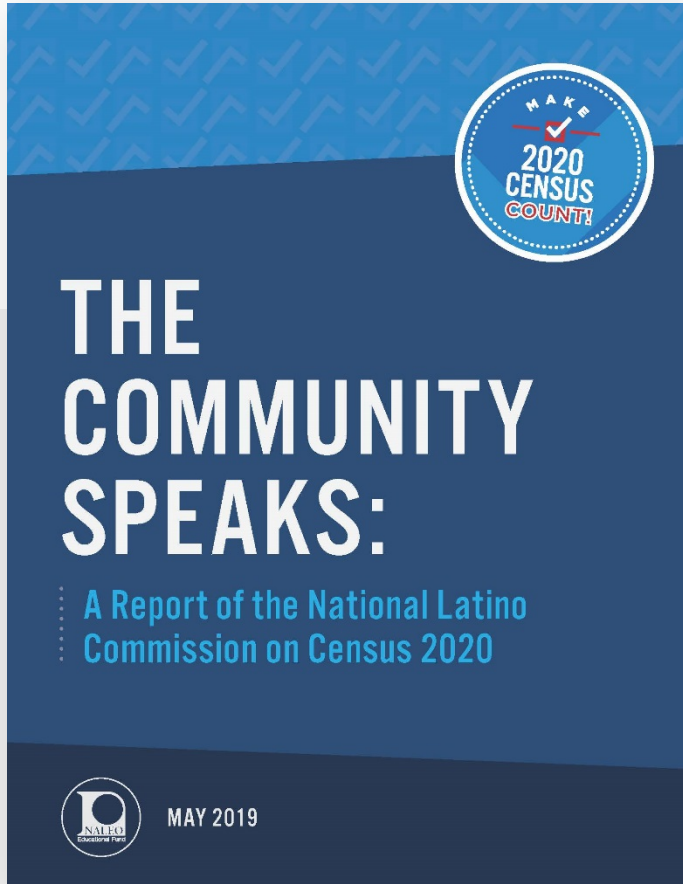
Presenters included broad range of experts from diverse population groups:

- Elected officials and government staff
- Civil rights and community leaders
- Academic researchers
- Representatives of the philanthropic and business sectors

Commission received testimony from more than 50 well-informed members of the public

Commission Findings from Witness Testimony

- The proposed addition of the citizenship question had created fear and mistrust in a broad range of communities, which would result in reluctance to participate and inaccurate census data.
- The proposed citizenship question had so undermined communities' trust that even if the question were not ultimately added, extensive outreach and education would be needed to undo the damage.
- Partnerships between the Census Bureau, state and local governments, and a wide array of trusted community organizations are essential for effective outreach.
- Further testing on the best messages to overcome community fears about census participation is critical.



**Report and its
recommendations are
available at**

www.naleo.org/commissionbriefing



Views, Plans, and Concerns About Participation

CITIZENSHIP QUESTION

U.S. Census Bureau 2019 Census Test

- In 2019, Census Bureau tested operational implications of proposed question on citizenship for Census 2020
- Key finding: Questionnaire with citizenship question had statistically significant lower response rate than questionnaire without the question for some areas and subgroups:
 - Overall and for the mail response mode, those who identified as Hispanic and were listed as Person 1
 - Tracts designated to receive bilingual materials
 - Tracts with greater than 4.9 percent non-citizens
 - Tracts with greater than 49.1 percent Hispanic residents
 - Tracts with between 5.0-20.0 percent Asian residents
 - Housing units within the Los Angeles Regional Census Center and New York Regional Census Center boundaries
 - Mail responders

CITIZENSHIP QUESTION

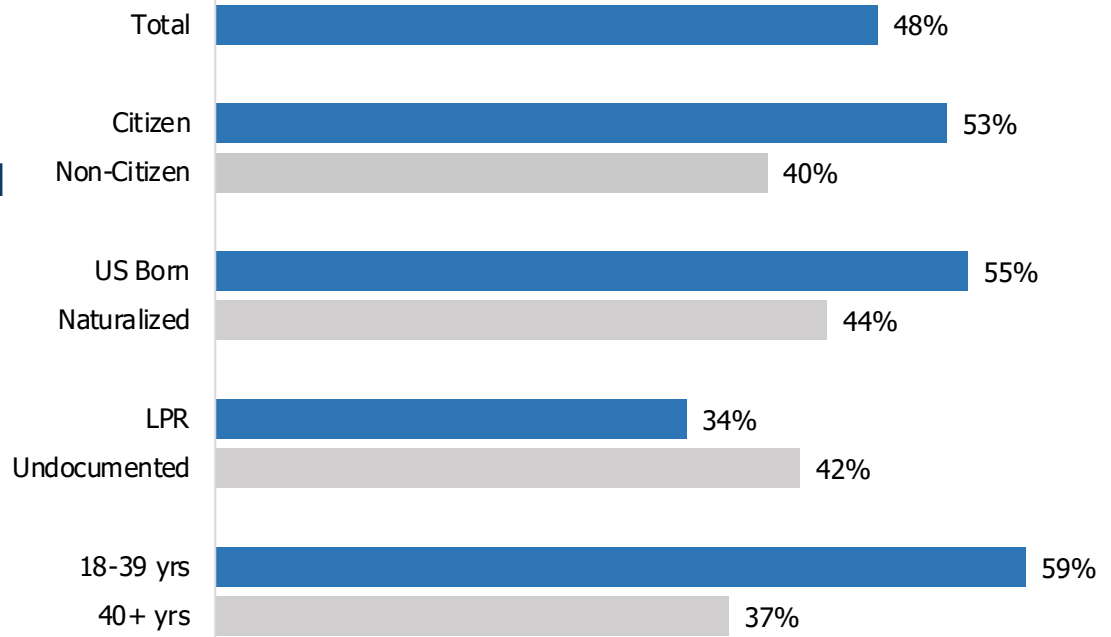
NALEO Educational Fund 2019 Survey

- Nearly half of respondents **expected to see a citizenship question on the census**
- Groups most likely to expect a citizenship question include
 - 53 percent of U.S. citizens (Naturalized and U.S. Born)
 - 40 percent of non-citizens

CITIZENSHIP QUESTION

NALEO Educational Fund 2019 Survey

Percentage that believe the 2020 Census will ask whether each person in the household is a citizen of the United States



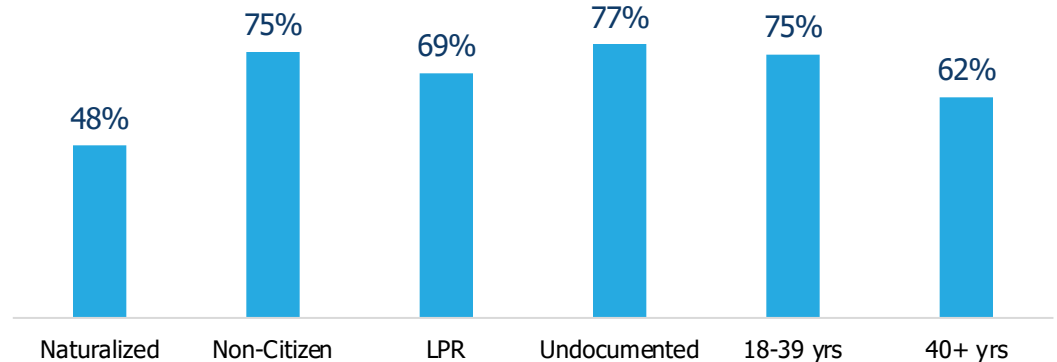
CITIZENSHIP QUESTION

NALEO Educational Fund 2019 Survey

Majority of immigrant respondents **concerned census would ask about citizenship** (67 percent)

- Non-citizens (75 percent) and undocumented immigrants (77 percent) were most concerned
- 48 percent of naturalized citizens and 69 percent of lawful permanent residents were also concerned

Among immigrants, percent concerned census will ask citizenship status



VIEWS ON CENSUS

NALEO Educational Fund 2019 Survey

- Generally, participation in the census is personally important
- **57 percent of respondents** indicated **“very important”**
- Age gap exists, with 47 percent of under 40 indicating “very important,” compared to 69 percent of 40 and older
- 61 percent of undocumented immigrants and 70 percent of lawful permanent residents indicated participation in the census as very important compared to 51 percent of U.S. born citizens

VIEWS ON CENSUS

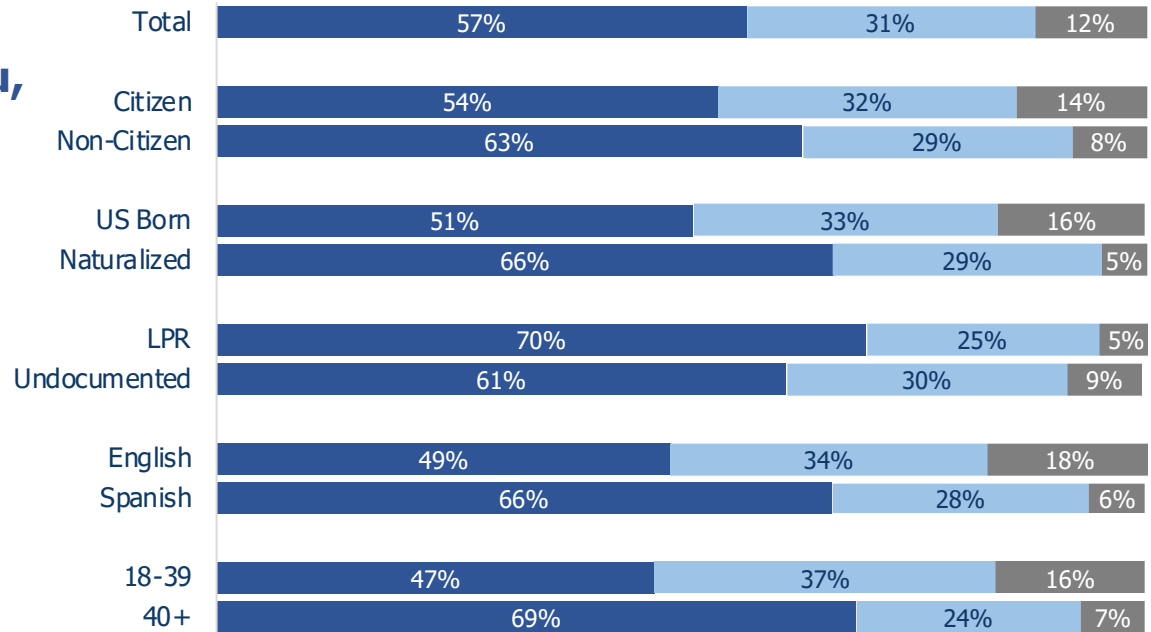
NALEO Educational Fund 2019 Survey

How important do you think it is for you, personally, to participate in the upcoming census?

Very Important

Somewhat Important

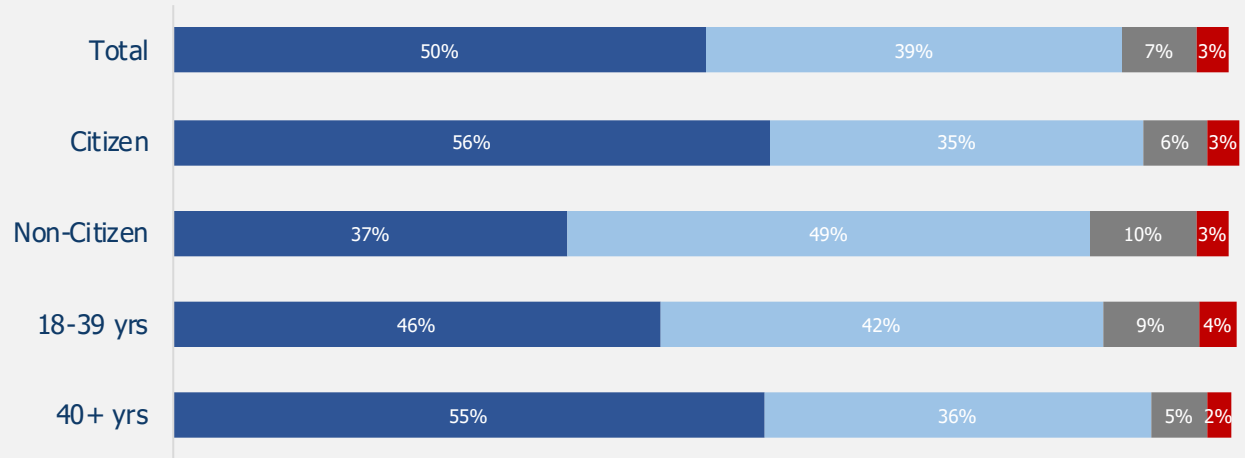
Not Important



PLANS TO PARTICIPATE NALEO Educational Fund 2019 Survey

- Most Latinos likely to fill out the census (50 percent “extremely likely”)
- More than half of U.S. citizens “extremely likely” (56 percent), compared to only 37 percent of non-citizens

How likely are you to fill out the census form?



Specific Concerns about Census Participation

Overall enthusiasm to participate accompanied by specific concerns:

- Sharing personal information
- Online privacy
- Concerns about Trump Administration's use of census against Latinos and immigrants

Consistent findings in our 2018 and 2019 research:

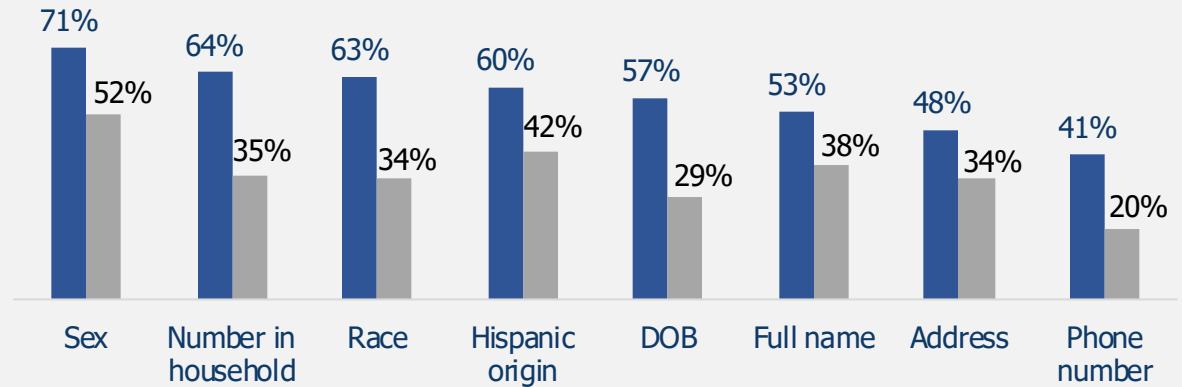
- In 2018 focus groups, participants had generally positive view of census
- However, when shown actual version questionnaire with citizenship question, participants expressed hesitation, fear, and lack of confidence

CENSUS QUESTIONS Comfort with Providing Specific Information: NALEO Educational Fund 2019 Survey

- Non-citizens are less comfortable providing information about themselves to the census
- 57 percent of citizens feel comfortable providing their date of birth to the census compared to 29 percent of non-citizens

How comfortable are you giving the census this information about yourself?

(percent "very comfortable" reported)

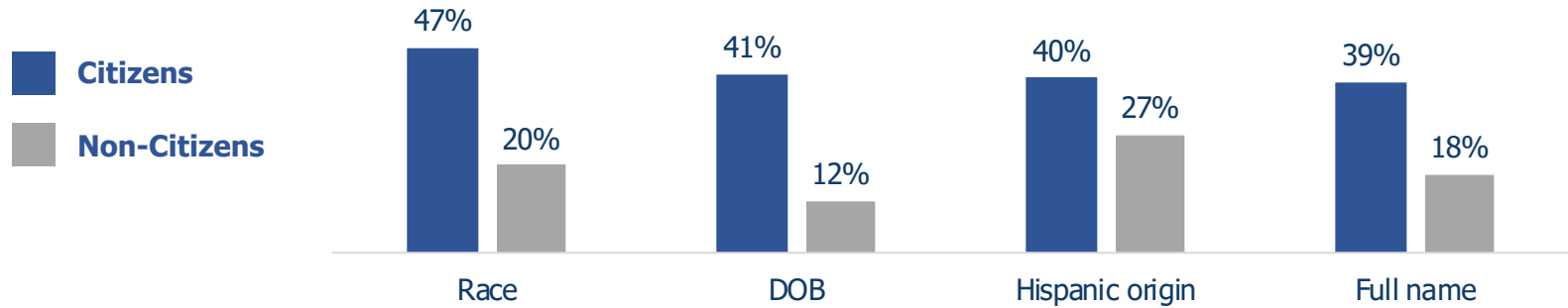


CENSUS QUESTIONS

Comfort with Providing Specific Information about Other Household Members: NALEO Educational Fund 2019 Survey

How comfortable are you giving the census this information about all others in your household?

(percent "very comfortable" reported)



Specific Concerns about Census Participation

What concerns, if any, do you have about participating in the 2020 Census?

I am concerned that.... (% agree they are concerned about statement)

78%

The census website will be not be secure from online hackers

75%

The Trump Administration will use census information against immigrants or Latinos

67%

[Among immigrants] The census will ask whether or not I am a U.S. citizen

Specific Concerns about Census Participation

What concerns, if any, do you have about participating in the 2020 Census?

I am concerned that.... (% agree they are concerned about statement)

63%

I do not want to give the Trump Administration personal information about me or my household

61%

Immigration enforcement using census against me/family

RESPONSE OPTIONS: 2018 and 2019 Research

2018 survey:

- Overwhelming preference to complete census by mail on a paper form

2019 survey and focus groups:

- 39 percent of respondents preferred mail, followed by online (33 percent); in person (18 percent); and phone (10 percent)
- Non-citizen respondents and those over 40 favored mail while respondents under 40 preferred online
- However, most focus group participants did not know how the online process would work
- Learning more about the how the online process would work led some participants to think that using the mail option would be faster and easier

Race Question: 2019 NALEO Educational Fund Focus Groups

The race question was confusing for many

- 35 did not provide any origin information
- 19 left the race question blank.

Focus Group participants thought that Latinos did not fit into the given categories

- Participants wanted to give “correct” answers
- Participants did not know how to categorize their race
- Some participants thought they already reported their race on the prior question on Hispanic origin

The Hispanic origin question was clear and posed no problems

- Participants understood what they were being asked
- Participants understood which categories applied



Messages and Messengers

MESSAGES

2018 & 2019 Research

- **2018 Survey:**
“**Convenient, Safe, and Required**” message received most positive response
- **2019 survey and focus groups:**
Messages focused on community empowerment and public funding for local programs performed best

Most Convincing Messages 2019 Survey

- More than 50 percent of Latinos found the messages focused on community solidarity and community empowerment themes to be “very convincing”
- Non-citizens of all statuses were especially motivated by these themes

Percent “**very convincing**” reported

	Stand up for each other, be counted	Power in numbers	We're here, this is our home, we count
Total	54%	53%	52%
Citizen	51%	50%	47%
Non-Citizen	61%	61%	63%
US Born	47%	46%	44%
Naturalized	66%	63%	58%
LPR	70%	63%	68%
Undocumented	57%	61%	61%
18-39	49%	48%	46%
40+	61%	60%	59%

Most Convincing Messages

2019 Survey

- Messages focused on public funding for local programs also performed best across the different tests
- Naturalized citizens and those over 40 were especially motivated by a public funding message

Percent “**very convincing**” reported

	Public funding, 10 year impact
Total	46%
Citizen	48%
Non-Citizen	43%
US Born	47%
Naturalized	54%
LPR	43%
Undocumented	43%
18-39	41%
40+	53%

MESSAGES

Providing Facts About the Census

- Messages emphasizing data security or required participation did not alone convince respondents to participate
- However, providing specific facts about the census did make respondents more secure about participating

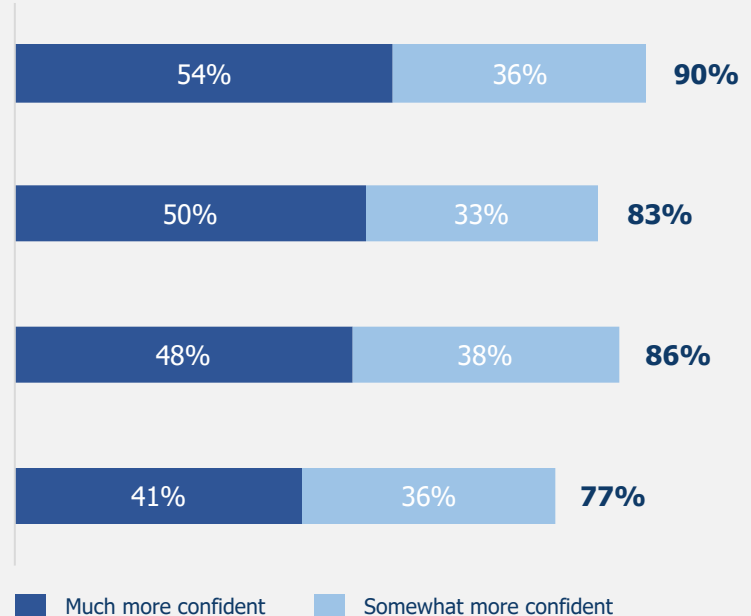
Does [fact] make you feel more/less confident about participating in the census?

By **federal law** the Census Bureau is required to keep information confidential, all census staff take an oath to protect the public.

The **2020 Census will not ask any questions about citizenship.**

The **Census Bureau is working with top data security experts and tech companies** to make sure that no matter how you complete the census, your information is secure

The **law requires that every household participates** in the census.



MESSENGERS

2018 Research

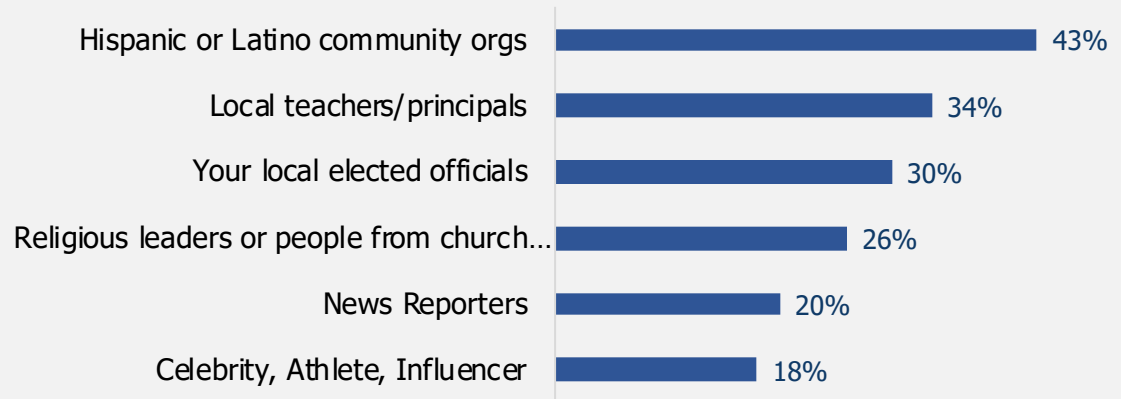
- “Family Members” were among the most trusted messengers
- Nurses, doctors, health providers, and Latino community organizations were also highly trusted
- People who speak for “the children” or “the schools” – such as teachers – were especially trusted and convincing

MESSENGERS

2019 Research

- Trusted messengers in 2018 and 2019 research were generally consistent
- Census Bureau is seen as a trusted source of information and messenger
- Latinos are looking for cues from trusted institutions and leadership to give their endorsement; an “all clear” indicating it is safe – even beneficial – to participate

Percent more likely to participate in census if [source] encourages participation
(% *much* more likely)



MESSAGES & MESSENGERS

2019 Focus Groups

- More information needed on the census among all groups of Latinos
- Many think of the Census Bureau as “separate” from the Trump Administration
- Reminding Latinos that the Trump Administration wanted to include a citizenship question was not helpful
- English-speaking Latinos do not want a census worker coming to their homes
- Generally, some Spanish-dominant immigrants do want a trusted person who can help them complete the form
- The race question was confusing for many, several left the question blank

Other Relevant Research Had Similar Findings

Article I – Nonprofit organization led by census experts

SURVEY:

- Representative sample of the general population and an oversample of different audiences, including
 - English-speaking Latinos
 - Spanish-speaking Latinos

OBJECTIVES:

- Understand perceptions of and reactions to the 2020 Census among key audiences
- Identify best messages and credible messengers

Article I Research

MAJOR FINDINGS:

- While interest to participate is high, more than 1 in 3 of Spanish-speaking (37 percent) and almost half of English-speaking (42 percent) Latinos are not certain they will participate in the 2020 Census
- Almost half of English-speaking (41 percent) and Spanish-speaking (42 percent) Latinos had major concerns their personal information would be used against them by the government
- Nonprofit organizations and school teachers were the most effective messengers for Spanish- and English-speaking respondents
- Empowerment message would strongly resonate with hard-to-count populations



Recommendations

Recommendations

- The Census Bureau's communications plan must include messages explicitly emphasizing that the citizenship question will not be on the questionnaire
- The Census Bureau should closely collaborate with local Latino partners to adapt messaging and outreach. When it comes to the 2020 Census, these organizations are especially influential messengers and trusted validators of the process
- Messaging should educate on the new options for completing the questionnaire, and who counts
 - Residents who have participated in past censuses are expecting that Census 2020 will have the same response options, and there is some confusion about how to complete the form online
 - Messaging should emphasize that everyone in the household counts

Recommendations

- There must be special communications strategies to target and reach non-citizens, as well as younger Latinos, because they are least likely to participate in Census 2020
 - Their apprehension about answering specific questions and lack of census experience suggests they may need more information and encouragement to participate
- Messaging to promote participation should include themes around community empowerment and the benefits of local funding
- Avoid politicizing the census; most Latinos do not associate it with politics. Reminding people of Trump's effort to put citizenship on the census diminishes interest and trust in the process
- The Bureau must also establish its brand as an agency unswayed by political considerations – an agency of data professionals committed to protecting the confidentiality of information provided in Census 2020

Recommendations

- Census Bureau should utilize Census 2020 to conduct further tests on the designs of the Hispanic origin and race questions
- Census Bureau and OMB must clearly communicate with stakeholders about future plans
- Census Bureau must conduct outreach during Census 2020 to ensure Latinos and all residents understand the importance of responding to the Hispanic origin and race questions
- This must include education on how to respond to each question in the Census 2020 design

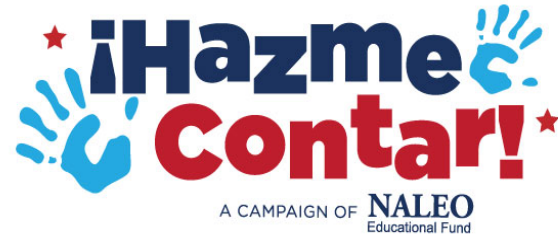
The ***iHágase Contar!*** Census 2020 campaign is a national effort led and developed by NALEO Educational Fund.



The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the ***iHágase Contar!*** Census 2020 campaign is providing partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities
- State of the Census 2020 briefings
- Campaign material, stakeholder toolkits, and promotional information
- Public awareness events and informational panels
- Digital and traditional media efforts;
- Questionnaire Information & Assistance Centers
- National bilingual hotline – **877-EL-CENSO** (877-352-3676)
- Informational Website: hagasecontar.org

The ***iHázme Contar!*** campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).



The ***iHázme Contar!*** campaign is working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their communities on the importance of counting all children in the household – including young children.

The *iHázme Contar!* campaign will feature a number of resources, including:

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents
- Template resolutions for school boards
- Earned media opportunities and digital media efforts

We look forward to working with you and local and national media partners to ensure a full count of our kids!

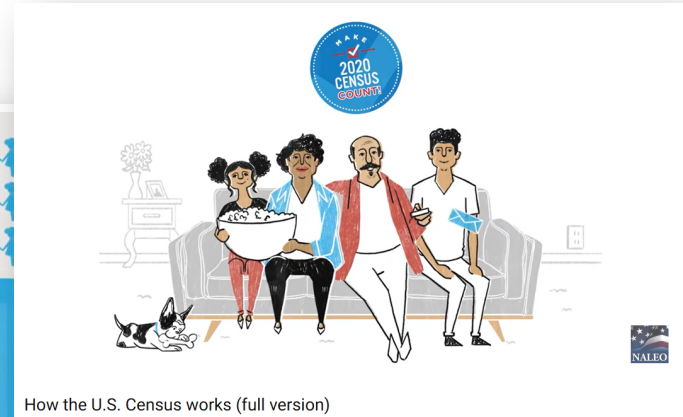
Digital Assets and Resources



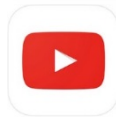
Watch Leo's story! | New video from ¡Hágase Contar! Census 2020 Campaign (full version)



Vea la historia de Leo! | Nuevo video para la campaña ¡Hágase Contar! (versión completa)



How the U.S. Census works (full version)



Posters

- Focus Group participants in Raleigh, Phoenix, and Milwaukee reviewed outreach posters using empowerment themes that performed well in our survey and first phase of focus groups
- Emphasis on “we” and sentiment that “we are here” were especially well-received
- Messages about “standing up for our community” and that “everyone” counts were also well-received
- Participants noted that they wanted clearly presented contact information in the poster
- Used the feedback to create a final version of outreach posters



Thank you

Arturo Vargas

Chief Executive Officer
avargas@naleo.org

Lizette Escobedo

Director of National Census Program
lescobedo@naleo.org

Twitter: @NALEO

naleo.org | hagasecontar.org | hazmecontar.org