An APIA Advocate’s Guide to the 2020 Census
AMNA | DRIVING SCHOOL
OWNER, JACKSON HEIGHTS

This citizenship question needs to be defeated. I don’t want to answer this question because it opens up the possibility of deportation for me, my family, and my neighbors--many of whom are undocumented. This question will severely impact me, and other small business owners in my neighborhood.

#WhatsAtStake
GUEST SPEAKERS

Christine Chen
Executive Director

Terry Ao Minnis
Asian Americans Advancing Justice

With support from

COMCAST
CENSUS 101

CENSUS DAY: April 1, 2020
The census is a constitutionally required, once-a-decade count of every person living in the U.S.

<table>
<thead>
<tr>
<th>IMPACT</th>
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</thead>
<tbody>
<tr>
<td><strong>Reapportionment</strong></td>
</tr>
<tr>
<td>✓ Assignment of</td>
</tr>
<tr>
<td>Congressional seats</td>
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<tr>
<td>to states</td>
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<td></td>
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<tr>
<td><strong>Redistricting</strong></td>
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<tr>
<td>✓ Redrawing of</td>
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<tr>
<td>legislative boundaries</td>
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<tr>
<td>in response to</td>
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<tr>
<td>population change</td>
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<td></td>
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<tr>
<td><strong>Funding</strong></td>
</tr>
<tr>
<td>✓ $800 billion in federal funding</td>
</tr>
</tbody>
</table>
Data from Census Impacts Our Daily Lives

School Funding

Infrastructure

Hospital & Health Services

Emergency & Disaster Programs

Business Investments

Political Representation
In the 2010 Census, San Jose missed about 70,000 residents costing the city about $20 million/year. That’s more than seven in every hundred residents.
Hidalgo, TX  
2010 Census, Hidalgo Tx

- Approx. 8.3% of Hidalgo’s population was undercounted in 2010.
- This translates to a potential loss of about $210 million dollars, or a loss of $3000 per undercounted person.
Political Representation

Through organizing in the last 2010 census, Queens was able to redistrict itself such that it sent the New York state's first Asian American to Washington DC representing the 6th district.
City Planning

Public Resources At Risk

After-school programs

Libraries

Senior Centers

Distribution of Asian Population in New York City 2011
## FEDERAL FUNDING TO NEW YORK

<table>
<thead>
<tr>
<th>Program</th>
<th>Funding</th>
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<tbody>
<tr>
<td>Medicaid</td>
<td>$32 billion</td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program</td>
<td>$5 billion</td>
</tr>
<tr>
<td>Medicare Part B</td>
<td>$5 billion</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$2 billion</td>
</tr>
<tr>
<td>Section 8 Housing Choice Voucher</td>
<td>$2 billion</td>
</tr>
<tr>
<td>Title 1 Grants to Local Education Agencies</td>
<td>$1 billion</td>
</tr>
<tr>
<td>National School Lunch Program</td>
<td>$674 million</td>
</tr>
<tr>
<td>Special Education Grants</td>
<td>$751 million</td>
</tr>
<tr>
<td>State Children's Health Insurance Program</td>
<td>$973 million</td>
</tr>
<tr>
<td>Head Start</td>
<td>$592 million</td>
</tr>
<tr>
<td>Supplemental Nutrition Program for Women, Infants, and Children</td>
<td>$477 million</td>
</tr>
<tr>
<td>Foster Care</td>
<td>$405 million</td>
</tr>
<tr>
<td>Health Center Programs</td>
<td>$236 million</td>
</tr>
<tr>
<td>Low Income Home Energy Assistance</td>
<td>$382 million</td>
</tr>
<tr>
<td>Child Care and Development Fund</td>
<td>$198 million</td>
</tr>
<tr>
<td>Section 8 Housing Assistance</td>
<td>$1 billion</td>
</tr>
</tbody>
</table>
What is in store for 2020?
CENSUS TIMELINE – YEAR 2020

January
- Enumeration of remote communities takes place

March 12-20
- An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)

March 16-24
- A reminder letter mailed

Mar 26 to Apr 3
- If you haven't responded yet: A reminder postcard mailed
CENSUS TIMELINE – YEAR 2020

If you haven’t responded yet: A reminder letter and paper questionnaire

A final reminder postcard before we follow up in person.

Census workers visit addresses that did not complete a Census questionnaire to collect information at the door

Census Director delivers apportionment counts to the President
2020 CENSUS CHALLENGES
2010 vs 2020 CENSUS

FORMAT OF FORM & RESPONSE

In 2010:

“Mail-out/mail-back” with translated questionnaires available in five languages: Spanish, Chinese, Korean, Vietnamese, Russian.
2010 vs 2020 CENSUS

FORMAT OF FORM & RESPONSE

In 2020:

- Internet response, with form translated in 12 non-English languages (Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese);
- Paper questionnaire mail-back is still available, but will only be available in English and Spanish.
2010 vs 2020 CENSUS

FORMAT OF FORM & RESPONSE

In 2020:

Only 20 percent of housing units will receive paper forms, primarily targeting areas with low internet connectivity or other hard-to-count characteristics. The Census Bureau will send a paper questionnaire to all housing units that have not yet responded in the fourth mailing.
2010 vs 2020 CENSUS

FORMAT OF FORM & RESPONSE

2000: There was a long form and a short form.

2020: There is only a short form.
2010 vs 2020 CENSUS

LANGUAGE PROGRAM

(Telephone Questionnaire Assistance)

2010: English + five primary non-English languages (Spanish, Chinese, Korean, Vietnamese, Russian) to only request forms and guides in language

2020: English + 12 non-English languages (Spanish, Chinese [Mandarin/Cantonese], Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese) where you can complete the Census over the phone in language
2020 CENSUS

59 LANGUAGE ASSISTANCE GUIDES

(Language guides, Language glossaries & a language identification card)

Spanish Haitian Creole Bengali Romanian Tamil Tigrinya Igbo Chinese Portuguese Greek Telugu Navajo Ilocano Marathi Vietnamese Japanese Amharic Burmese Hungarian Dutch Sinhala Korean Italian Somali Punjabi Hebrew Croatian Slovak Russian Farsi Thai Lao Malayalam Bulgarian American Sign Language Arabic German Gujarati Hmong Swahili Twi Tagalog Armenian Khmer Albanian Yiddish Lithuanian Polish Hindi Nepali Turkish Indonesian Yoruba French Ukrainian Urdu Bosnian Serbian Czech
## 2010 vs 2020 CENSUS

### REDUCED FIELD PRESENCE

<table>
<thead>
<tr>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Census Bureau Regional Census Centers</td>
<td>Six Census Bureau Regional Census Centers</td>
</tr>
<tr>
<td>500 Local Census Offices</td>
<td>248 Local Census Offices and reduced number of enumerators</td>
</tr>
</tbody>
</table>
## 2010 vs 2020 CENSUS

### CHANGE IN CENSUS ASSISTANCE CENTERS

<table>
<thead>
<tr>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>38,827 Be Counted/ Questionnaire Assistance Centers to assist LEP individuals with completing questionnaire or receive assistance in native languages (five primary non-English languages: Spanish, Chinese, Vietnamese, Korean, Russian)</td>
<td>Congress provided funding but it unclear how it will be implemented</td>
</tr>
<tr>
<td></td>
<td>2010</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Advertising in 13 Asian languages include: Chinese, Vietnamese, Korean, Hindi, Tagalog, Japanese, Khmer, Hmong, Laotian, Thai, Pakistani (Urdu), Bangladeshi (Bengali).</td>
</tr>
<tr>
<td>State</td>
<td>Proposed</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
</tr>
<tr>
<td>California</td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td>84.5</td>
</tr>
<tr>
<td>New York</td>
<td>20.0</td>
</tr>
<tr>
<td>Washington</td>
<td>15.5</td>
</tr>
<tr>
<td>Indiana</td>
<td>13.0</td>
</tr>
<tr>
<td>New Jersey</td>
<td>9.0</td>
</tr>
<tr>
<td>Colorado</td>
<td>6.0</td>
</tr>
<tr>
<td>Arizona</td>
<td>5.5</td>
</tr>
<tr>
<td>Maryland</td>
<td>5.0</td>
</tr>
<tr>
<td>Georgia</td>
<td>3.8</td>
</tr>
<tr>
<td>New Mexico</td>
<td>3.5</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1.5</td>
</tr>
<tr>
<td>North Dakota</td>
<td>1.0</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1.0</td>
</tr>
<tr>
<td>Michigan</td>
<td>0.5</td>
</tr>
<tr>
<td>Minnesota</td>
<td>0.4</td>
</tr>
<tr>
<td>Alaska</td>
<td>0.3</td>
</tr>
<tr>
<td>Alabama</td>
<td>0.3</td>
</tr>
<tr>
<td>Oregon</td>
<td>0.2</td>
</tr>
<tr>
<td>Virginia</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**States to spend big on census prep**

Anticipating a drop in federal funding, states have proposed and enacted millions of dollars to prepare for the 2020 census.

Source: National Conference of State Legislatures
 Jacob Fischler and Randy Leonard/CQ Roll Call
2020 Census Planned Questions

1. Person’s age and date of birth
2. Is this person Hispanic, Latino or Spanish origin?
3. What is this person’s race?
   ○ Checkboxes for Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, Native Hawaiian, Samoan, Chamorro
   ○ Write In Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc
   ○ Write In Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc
4. How is this person related to Person 1
5. Sex
6. Owner/Renter
7. # of people living in this house, apartment or mobile home
8. Phone number
Census Scenarios
1. Not a citizen, unsure about safety of answer.
#1 What is your response?

a. “Your information is private, except for the citizenship aspect of the Census form. Be sure to proceed with caution when filling out the form.”

b. “Your information is not private, but you should still try to fill out the form as much as possible. Your response to the census is key for us and our community to receive the funding and resources that we need.”

c. “Your information is private and it is against the law for anyone with access to your information to share it. Your response to the census is key for us and our community to receive the funding and resources that we need.”

d. “Your information is open to the public due to the necessity involved in creating Census statistics. However, we recommend you fill out the form as much as possible.”
Historically people have skipped questions and still been counted.

Federal law protects your information. The Census Bureau is bound by Title 13 of the U.S. Code. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law apply for life. If anyone violates this law, it is a federal crime; penalties are severe, including a federal prison sentence of up to five years, a fine of up to $250,000, or both. Additionally, responses collected by the Census Bureau are used for statistical purposes only. The Census Bureau publishes only aggregated statistics and may not publish information that would identify an individual, business, or organization. Federal, state, and local government agencies are prohibited from using statistical datasets produced by the Census Bureau to the detriment of any individual who responded to a census.
3. They don’t have access to a computer
#3 What is your response?

a. “You can call. The 2020 Census has officially omitted paper forms. For computer access, you can also check with a local community-based organization, community center, or library to see if they can offer assistance or access to a computer.”

b. “There is no online form available. This is to ensure that there are no duplicate entries. The two main options are calling or paper form. All households will receive the paper form April 8-16.

c. “The only other option is the paper form. Households that have not responded will receive the paper form April 8-16. You can also check with a local community-based organization, community center, or library to see if they can offer assistance or access to a computer.”

d. “You can call or fill out the paper form. Households that have not responded will receive the paper form April 8-16. You can also check with a local community-based organization, community center, or library to see if they can offer assistance or access to a computer.”
7. They don’t speak one of the languages that you can respond to the census in.
“The Census Bureau has translated the form into Spanish, Chinese, Vietnamese, Japanese, Korean, and French. If your language is not available, you are welcome to make a phone call to the Census hotline to complete the form.”

“There are 30 languages available on the Census Bureau form. If your language is not available, you are welcome to make a phone call to the Census hotline to complete the form.”

“Languages are only translated through the online form. The paper form will only be available in Spanish and English. Phone calls will strictly be in Spanish and English as well.”

You can ask a friend or family member to translate for you, but you must complete the form yourself or go to Census Assistance Center.
10. How is race captured on the Census form?
#10 What is your response?

A. The Census does not capture specific ethnic data.

B. If you identify more with your religion, you can list that as your race.

C. You can only choose one race, so choose which race is more prevalent in your genetic background.

D. There are multiple ways to indicate your racial background depending on which races you identify as.
Hispanic Origin

Is this person of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.
What is the person’s race?
11. If I am multiracial, how do I note that on the census?
#11 What is your response?

a. “You can only choose one race, so choose which race represents you best.”

b. “You can only choose one race, so choose which race is more prevalent in your genetic background.”

c. “There is a separate section for multiracial individuals to indicate their ethnicities.”

d. “You can indicate what your racial background is by checking multiple boxes and writing in responses.”
There are multiple ways to indicate your racial background depending on which races you identify as. Note the pictures on the right as exemplars.
16. I don’t have a permanent address
#16 What is your response?

a. “Your permanent address validates your Census count. If you do not have a valid permanent address, the Census will not count you.”

b. “You can fill out the form with your current address of residence on Census Day (April 1).

c. “You can fill out the address wherever you are on Census Day (April 1). You can even list an address like a library or other location.”

d. None of the above
20. I have a student who is in college. Should my child be counted at home or at school?
#20 What is your response?

a. “Complete the form on Census Day (April 1) with your permanent address. For example, your current home address that you normally put for your general information.”

b. “Fill out the address wherever you are on Census Day (April 1). For example, if you are living on campus in a dorm on Census Day, that is where you should be counted.”

c. “You fill out the form at any location.”

d. All of the above
25. There are a few restaurant workers who live in the back room of a restaurant. How would they be counted?
They should be counted as part of the owner’s household.

a. “Census forms are sent to households and not places of business. They would be considered homeless and the Area Census Office would take steps to count them.”

b. “They should be counted at the address where they reside.”

c. “They should be counted as part of the owner’s household.”

d. “They should not be counted.”
29. I want to provide my tablet or laptop to assist individuals in completing the census. Will they accept multiple completed census forms online if it is coming from the same IP address?
#29 What is your response?

a. “They will accept multiple census form submissions but only from public used devices such as a library computer.”

b. “Only one census form can be completed online per computer.”

c. “Only 20 census forms can be completed online per computer.”

d. “Multiple census forms can be completed online from one computer. For example many individuals will rely on computers provided by the libraries to complete the census form for their household.”
### Schedule of Trainings & To RSVP:
[http://www.apiavote.org/events](http://www.apiavote.org/events)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 1</td>
<td>New York City</td>
<td>Sep 14</td>
<td>Miami</td>
</tr>
<tr>
<td>Jun 8</td>
<td>Seattle</td>
<td>Sep 21</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>Jun 15</td>
<td>Las Vegas</td>
<td>Sep 23-25</td>
<td>Honolulu</td>
</tr>
<tr>
<td>Jun 22</td>
<td>Novi, MI</td>
<td>Sep 28</td>
<td>Albuquerque, NM</td>
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<tr>
<td>Jun 29</td>
<td>Houston</td>
<td>Sep 28</td>
<td>Des Moines, IA</td>
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<tr>
<td>Jul 13</td>
<td>Austin</td>
<td>Sep 28</td>
<td>San Diego</td>
</tr>
<tr>
<td>Jul 14</td>
<td>Dallas</td>
<td>Sep</td>
<td>Chicago</td>
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<tr>
<td>Jul 27</td>
<td>Atlanta</td>
<td>Oct 5</td>
<td>Orange County, CA</td>
</tr>
<tr>
<td>Aug 3</td>
<td>Salt Lake City</td>
<td>Oct 5</td>
<td>Milwaukee</td>
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<tr>
<td>Aug 5</td>
<td>Nashville</td>
<td>Oct 19</td>
<td>San Diego</td>
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<tr>
<td>Aug 10</td>
<td>Twin Cities</td>
<td>Oct 19</td>
<td>Edison, NJ</td>
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<tr>
<td>Aug 24</td>
<td>Cleveland</td>
<td>Oct 26</td>
<td>San Jose</td>
</tr>
<tr>
<td>Aug 24</td>
<td>Phoenix</td>
<td>Nov 16</td>
<td>Portland, OR</td>
</tr>
</tbody>
</table>
Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
• December 2017- DOJ request to the Census Bureau, requesting a new citizenship question on the 2020 Census
• March 26, 2018 - Secretary of Commerce Wilbur Ross announced decision to add an untested and unnecessary question on citizenship to the 2020 Census form
  • American Community Survey citizenship question
  • Decision to place citizenship question last on questionnaire
    • No documentation how this would minimize any impact
    • Did not result from actual scientifically-valid deliberative process
• The question was submitted to Congress on March 29, 2018 along with the other planned questions for the 2020 Census
• **6 Cases, 3 District Courts**
  
  ○ **Maryland**
    - National Redistricting Foundation on behalf of a group of Maryland and Arizona residents
    - MALDEF and Advancing Justice – AAJC
  
  ○ **New York**
    - Attorneys Generals in 17 states and Washington, D.C. (led by NY AG)
    - ACLU
  
  ○ **California**
    - California Attorney General
    - Lawyers’ Committee for Civil Rights Under Law on behalf of the City of San Jose and the Black Alliance for Just Immigration
SCOTUS Decision

- **April 23, 2019:** Oral Arguments in NY case before SCOTUS
- **May 30, 2019:** The New York Times publishes a story revealing that now-deceased Republican redistricting strategist Thomas B. Hofeller’s computer hard drives show that he worked with the Trump administration, the Trump transition team, and former Kansas Secretary of State Kris Kobach to include a citizenship question as a way to unlawfully benefit some groups.
- **June 27, 2019:** The U.S. Supreme Court issues its opinion in *Department of Commerce, et al v. New York*, affirming the district court’s ruling in part, holding that Secretary Ross’s stated reason for adding the question was pretext. The Court further held that Secretary Ross was required by the Administrative Procedures Act to provide the actual rationale for adding the question. The Supreme Court sent the case back to the New York district court to further proceedings consistent with its holding.
Decision Aftermath & Executive Order

- **July 2, 2019:** The Trump administration announces it will send the 2020 Census forms to the printer without the citizenship question.

- **July 3, 2019:** The Trump administration backtracks and DOJ states that they have been ordered to try to “examine whether there is a path forward, consistent with the Supreme Court’s decision, that would allow the government to include the citizenship question.

- **July 11, 2019:** Trump capitulates in his fight for a citizenship question on the 2020 Census and announces the issuance of the “Executive Order on Collecting Information about Citizenship Status in Connection with the Decennial Census.”
  - Census Bureau’s original recommendation re administrative records for citizenship data
  - Orders federal agencies, to provide in accordance with existing laws, citizenship data to the Census Bureau (e.g. DHS, State, SSA, and HHS)
  - Reiterates that this data is subject to the strict confidentiality protections of Title 13.
Partisan Gerrymandering & SCOTUS

• **Partisan Gerrymandering Cases @ SCOTUS This Term**
  ○ Offered the Court an opportunity to finally place some meaningful limits by establishing a rule against extreme partisan gerrymandering
  ○ 43 Amicus Briefs from a diverse array of political scientists, historians, law professors, civil rights organizations, good government groups, states, and elected officials

• **Disappointing Decision**
  ○ On June 27th the U.S. Supreme Court issued a 5-4 decision holding that partisan gerrymandering claims present political questions beyond the reach of the federal courts
Post-Rucho Landscape: What Next?

• **What we can expect to see**
  ○ Extensive Partisan Gerrymandering
  ○ More racially-discriminatory redistricting disguised as being based on partisanship, not race

• **What can still be done to address issue**
  ○ State-level reforms that reduce the role of partisan lawmakers in the redistricting process (e.g. independent redistricting commissions, reforms to mapmaking criteria, promoting transparency and public participation)
  ○ Challenges in state courts, based on state constitutions
  ○ Congressional legislation that bans partisan gerrymandering nationwide
• **Ten Focus Groups**
  ○ Chinese (Mandarin)
  ○ South Asian (Urdu-speaking and Hindi-speaking)
  ○ Korean
  ○ Southeast Asian (Cambodian, Vietnamese, Hmong)
  ○ Mixed Asian Groups (English – Chinese, Filipino, Korean, and Vietnamese)

• **Online Survey**
  ○ 1,590 Asian Americans, Native Hawaiians, and Pacific Islanders
  ○ 19% of those surveyed were South Asian
Key Findings from Focus Groups

- **The Census** – Awareness about the U.S. Census is very low. While some participants know what it is in theory, almost no one, across all 10 groups, knew that the census is coming up in 2020.
- **Advertising** – Overall, the response to advertisements developed for Asian communities from the 2010 Census Bureau campaign was positive, but there were some concerns of people being targeted.
- **“Feeling American”** – Nearly all participants agree that they are very happy to be in America but when it comes to “being American,” many feel that it is tied to citizenship and knowing English.
- **“Standing up against racism and discrimination to be counted”** – This idea and message was perceived as too aggressive, except for in California.
- **Confusion** – Groups had confusion as to whether only citizens should participate.
- **Concerns and Barriers** – All groups had major concerns about security, especially about the potential for the government to misuse data.
- **Geography Matters** – California and New York groups were less concerned about representation and visibility because their AAPI communities have a large geographic presence.
Differences Among Ethnic Groups from Focus Group Research

• The mixed-Asian group, conducted in English, is very different from the rest.
  • They identify more strongly as American than any other group
  • They respond to tangible benefits the census provides

• The Korean group has a strong sense of community but has serious security concerns about hacking and is scared of being singled out

• The Urdu-speaking group has major security concerns, not just relating to ICE, but also from Homeland Security and tracking of their communities by the government

• The Chinese and Hindi-speaking group are focused on tangible benefits and the Hindi group liked the idea of their community gaining political power as a result of the census

• The Cambodian group liked the idea of being visible and counted likely due to their immigration pattern and having a small community in the U.S., which is often not acknowledged

• The Hmong group has concerns about being isolated, but one important finding is that the concept of visibility did not translate very well for this group. This group was fairly pro-America, perhaps due to their refugee pattern of immigration to the country
South Asian Responses to Online Survey

• **Knowledge About the Census**
  ○ Generally 81% have heard about the Census
  ○ Only 45% had heard about the 2020 Census
  ○ Only 40% had participated before
  ○ 56% either did not know who was supposed to participate or were wrong about who was supposed to participate

• **Likelihood of Participating**
  ○ While 69% started the survey saying they would likely participate, by the time the survey was completed, 76% said they were likely to participate
Reasons to Participate for South Asians

• **Civic Duty** (26%)
  o It's my civic duty

• **Fair share of resources** (24%)
  o The census makes sure our community gets its fair share of resources

• **Stand Up** (24%)
  o It's an important way to stand up for our community
Top testing messages for South Asians in favor of participating in the census focus on Family (Note w/ Children)

<table>
<thead>
<tr>
<th>Top Tier Positive Message Language (Ranked by Very Convincing)</th>
<th>Very Convincing</th>
<th>Total Convincing</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>[FAMILY</em>]</em>* Census data is critical to our families' future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our families need to get a good start and be successful.</td>
<td>42</td>
<td>81</td>
</tr>
<tr>
<td><em><em>[FAMILY - CHILDREN FOCUS</em>]</em>* Census data is critical to our children’s future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our children need to get a good start and be successful.</td>
<td>46</td>
<td>86</td>
</tr>
</tbody>
</table>
Top testing messages for South Asians in favor of participating in the census focus on Family (Note w/ Children) (cont.)

<table>
<thead>
<tr>
<th>Top Tier Positive Message Language (Ranked by Very Convincing)</th>
<th>Very Convincing</th>
<th>Total Convincing</th>
</tr>
</thead>
<tbody>
<tr>
<td>[HELPED IN PAST] The 2010 census showed that in one major city, the Asian American community had doubled in the previous ten years. This led to a 50 million dollar increase in federal dollars for schools, hospitals, and services for our kids. Filling out the census can have real benefits for our community.</td>
<td>41</td>
<td>79</td>
</tr>
<tr>
<td>[VISIBLE*] We want to make sure that Asian American communities, which are growing every day, are not invisible. Filling out the census will ensure our community is counted, heard, and visible.</td>
<td>41</td>
<td>79</td>
</tr>
</tbody>
</table>
South Asian Preferences re: Response Options to Census 2020

- Mail: 46%
- Online: 56%
- Online (in-language): 58%
- Census Takers: 20%
- Phone: 23%
- Phone (in-language): 19%
South Asian Preferences re: Information

- Advertisement about the 2020 Census
  - 79% preferred diverse images in ads (as compared to ads focused on just the community)
  - The ads most likely to persuade South Asians to participate are:
    - Ads Mailed to House
    - Television Ads
    - Online Ads
  - 55% said In-language ads were more likely encourage them to participate

- Most Trusted Messengers
  - Friends and Family (38%)
  - Children’s Schools (37%)
  - Teachers and School Officials (36%)
  - English-language media (35%)
Visit our new census website for our resources, partner resources, press releases, latest news, social media, and more!
Completed National/State Factsheets

2 National Factsheets + 51 State Factsheets

• National Census Factsheet
  – Chinese translation available
• State Census Factsheets (50 states + DC)
• National Simplified Factsheet
  – Chinese translation available
• Resources and Opportunities from National and Local Partners
Upcoming Factsheets

Available Now:
1. Factsheet on Citizenship Question Decision and Talking Points in English (16 Translations)
2. Why the Census Matters for Asian American, Native Hawaiian, and Pacific Islander Communities - National & By State Factsheet
3. Census, Confidentiality and Japanese American Incarceration
4. FAQ: Data Disaggregation and Asian Americans in the U.S. Census

To Be Released in Summer 2019 (English currently available, translated to come):
1. 2020 Census: Timeline
2. What Does the 2020 Census Ask Me (Simplified)
3. How Do I Respond to the 2020 Census and What Does it Ask Me? (Comprehensive)
4. Census 101 (Community Member Focus)
5. Census Outreach 101 and What Community-Based Organizations Can Do
6. How the 2020 Census Affects Your Community
Additional Factsheets Planned:
1. How are Children Counted
2. How to Engage Your Community / Talking to Family & Friends / Youth Organizing
3. How to Get Assistance / Where to Locate Language Resources
4. Addition of the Citizenship Question—Next Steps (HOLD)
5. What is Different About the 2020 Census? / Internet Response (HOLD)
6. How to Spot an Official Census Taker (HOLD)
7. I Turned in My Form—Why is the Census Bureau Contacting Me? (TBD)
Translations

1. Chamorro
2. Chinese - Simplified
3. Chinese - Traditional
4. Gujarati
5. Hawaiian
6. Hindi
7. Hmong
8. Japanese
9. Khmer
10. Korean
11. Lao
12. Marshallese
13. Nepali
14. Punjabi
15. Samoan
16. Tagalog
17. Thai
18. Tongan
19. Urdu
20. Vietnamese
Community Engagement and Communications Toolkit

• Asian Americans Advancing Justice’s 2020 Census Campaign
• What You Need to Know About the 2020 Census
• Facts and Figures from the 2010 Census
• Get Out the Count in Your Community
• Census Bureau Partnerships and Resources
• Making Your Voice Heard

BLOGS
SOCIAL MEDIA CAMPAIGN
Webinars

**Census FAQs** - August 13, 2018
*Speakers:* Terry Ao Minnis, Director of Census and Voting Programs at Asian Americans Advancing Justice | AAJC

**How Are People Counted in the Census?** - September 24, 2018
*Speakers:* Terri Ann Lowenthal, Consultant to the Leadership Conference on Civil and Human Rights; Bill O’Hare, Consultant to the Leadership Conference on Civil and Human Rights

**Communications: Messaging Deep Dive** - October 29, 2018
*Speakers:* Michelle Boykins, Director of Strategic Communications at Asian Americans Advancing Justice | AAJC; Meghan Maury, Policy Director at the National LBGTQ Task Force

Webinars

The Race Question - November 15, 2018
Speakers: Dan Ichinose, Director of Demographic Research Project at Asian Americans Advancing Justice | LA

Engaging the AANHPI Faith Community - February 25, 2019
Speakers: Terry Ao Minnis, Director of Census and Voting Programs at Asian Americans Advancing Justice | AAJC; Dan Nejfelt, Training Director at Faith in Public Life; Raul Cisneros, Director of Partnerships at the U.S. Census Bureau; James Hong, Deputy Director of State Capacity Building at State Voices; Elena Langworthy, Census Manager at State Voices; and State Table Directors from State Voices

Digital Tools: CommunityConnect Labs - March 20, 2019
Speakers: Stephanie Kim, Director of Government & Nonprofit Programs at CommunityConnect Labs
Census 2020 and Fundraising - March 25, 2019
Speakers: Karen Narasaki, Consultant to the Bauman Foundation; Jocelyn Bissonnette, Director of Funders’ Census Initiative at Funders’ Committee for Civic Participation; Christine Chen, Executive Director at APIAVote

Engaging the AANHPI LGBTQ Community - April 24, 2019
Speakers: Meghan Maury, Policy Director at National LGBTQ Taskforce; Glenn D. Magpantay, Executive Director at National Queer Asian Pacific Islander Alliance

Videos and Recap Blogs on www.CountUsIn2020.org

census@advancingjustice-aajc.org
Thank you for joining us!