

How the Asian American, Native Hawaiian and Pacific Islander Community is Engaging Digitally

- The 2010 Census showed us that Asian Americans are the fastest-growing racial group in America, and the Native Hawaiian and Pacific Islander in California grew 29 percent between 2000 and 2010, yet 1 in 5 Asian Americans and 1 in 3 NHPs live in hard-to-count census tracts.
- According to Pew Research Center, more than 90 percent of English-speaking Asian Americans use the internet and also own a smartphone. While we need more disaggregated data showing us the digital divide in diverse Asian American communities, we know that digital will be absolutely vital in engaging these communities as more than half of Asian Americans have never heard of the census, according to Asian Americans Advancing Justice | AAJC's messaging research in 2018.
- Our messaging research also shows us that different communities within AANHPI need unique messaging. For instance, while most of the community responds well to knowing that the census will benefit their families and their future, but these vary by ethnicity and by region. In the Northeast, resources, and filling out the census is being part of being American messaging does well; in the Midwest, being visible messaging does well, in the South, messaging around the census being protected by law does well, and in the West, messaging that the census has helped in the past does well.
- AANHPIs will most likely complete their census form online or by paper form.
- Asian Americans and Pacific Islanders likely trust English-news media, their friends and family, schools and school officials, and to an extent, social media, for learning about the census.
- www.CountUsIn2020.org has resources available for AANHPI communities, including a Get Out the Count Community Engagement and Communications Toolkit, which includes a social media sub-toolkit.
- <https://www.countusin2020.org/resources> has Get out the Count factsheets translated in 15 Asian languages, including Chinese, Gujarati, Hindi, Hmong, Korean, Khmer, Nepali, Tagalog, and Vietnamese. Pacific Islander languages are also coming.
- Asian Americans Advancing Justice | AAJC has a limited-series podcast, [Count On Your Census](#), aimed at getting out the count.



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