

How the African American Community is Engaging Digitally

- **More than 3.7 million Black people were not counted in the 2010 Census.** Young Black and Hispanic children under the age of five were undercounted by 6.5% in 2010. That's nearly twice the undercount rate for young non-Hispanic white children
 - ◆ Highlighting the Black undercount has been concerning and motivating among Black audiences. Messages that mention the undercount of the Black population in 2010 and highlights what could be lost with low census participation also generates interest in participating in the census.
- **Tips for engaging Black communities:**
 - ◆ Be clear about how census data impacts our communities. Beyond knowing that it is a count of people living in the United States, very few can provide specifics on why the Census is conducted every 10 years.
 - ◆ “Ensuring funding for programs in my community and accurate representation of my community” are the most important reasons to participate in the 2020 Census. This has been the most persuasive message across generations.
 - Funding of specific government programs is an important element of messaging, in particular, mentioning funding of Medicaid and food stamps.
 - ◆ The greatest barriers to Census participation are thinking that it will not make a difference and concern that the government will not keep personal information confidential.
 - ◆ More than 2 in 3 Black adults say they are likely to participate in the 2020 Census, but just half of Black Millennials say they will.
 - ◆ Few think that the move to an online census form is a bad idea, and a majority think it will increase participation, but one-third expects to complete the form via paper.
 - ◆
- **Trusted Messengers:** Michelle Obama, Oprah, Black elected leaders in their community, Black organizations are seen as being able to do the most to encourage Black people to participate in the 2020 Census.
- **Platforms:**
 - ◆ According to the Pew Research Center, the vast majority of Black adults – 98% – now own a cellphone of some kind.
 - ◆ The Pew Research Center also found that 77 % of Black adults are on Youtube, and 70% of Black adults use Facebook. While the percentage of Black adults who use Instagram is much lower, it's also worth noting that 40% of Black adults use the platform.

- ◆ Cable TV and local TV are the top news sources that Black people generally use to stay informed, but social media is the top source for millennials.
- Most of those who do not regularly use the Internet say that the move to online completion could present major challenges for them. While some would get friends'/family's help to complete it online, most would stick to filling it out on paper.

For more useful information and resources OurCount is Color Of Change's campaign to increase participation in the 2020 census. Please check out [our partner toolkit](#), and visit www.ourcount.org for more information.



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