Previous Webinars:

• April: Non-Response Follow Up & Local Outreach: https://bit.ly/2KmMqV2
• March: Census Mailing Responses & Self Response: https://bit.ly/2QGoZcT
• September: Census & Data https://bit.ly/2ozGlwO
• April: Engaging the LGBTQ AANHPI Community https://bit.ly/2Hy27bq
• September: How are People Counted in the Census? https://bit.ly/2Prvr81
• August: Census FAQs https://bit.ly/2zb6jsk
Agenda

• Overview of CountUsIn2020.org
• Census Language Hotline
• #AAPI2020 APAHM Social Media Toolkit
• CUNY Hard to Count Map Overview and Census Response Rates Analysis
• National Urban League & Reaching Historically Undercounted Communities
• State Voices & Reaching Historically Undercounted Communities
• Asian Americans Advancing Justice Messaging Refresher
• Q&A
Visit our new census website for our resources, partner resources, press releases, latest news, social media, and more!

Everyone counts.

There’s power in being counted.
Census Language Hotline

Questions About the Census?

Call our census language hotline for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)

844-2020-API or 844-202-0274
Staffed live 8:30 AM to 8:30 PM Eastern Time

www.CountUsIn2020.org/hotline
Asian Pacific American Heritage Month Social Media Toolkit

Sign-up for the Census APAHM toolkit: bit.ly/CensusAPAHMToolkit
Steve Romalewski

Director, City University of New York
Mapping Service
Reminder: What Self-Response Is, and Isn’t

• Households that have self-responded as a share (percent) of all known housing units (addresses on the Master Address File) for a geographic area – occupied, vacant, or nonexistent – in the mail-out and Update/Leave universes.

• Responses can be on-line, by telephone (Census Questionnaire Assistance), or using a paper questionnaire

• Self-response universe does NOT include:
  ➢ group quarters, transitory locations, military/maritime vessels

• Rates do not represent percent of people who responded!
Week 6: Self-Response Rates Through April 30

OVERALL TRENDS

• **54.6% nationwide rate** as of Thurs., April 30

• Rate is *increasing faster than week before*:
  - Two days w/ 0.6 point increase (Apr. 24 & Apr. 29)
  - Overall avg daily increase of 0.3 points this week

• At this rate, will reach 2010 rate (66.5%) by June 9
• April 30: “anniversary” of end of 2010 self-response operation

*(Reminder: this week’s analysis & earlier weeks is available at [www.gc.cuny.edu/CUR-research-initiatives](http://www.gc.cuny.edu/CUR-research-initiatives) )*
2020 State-By-State Response Trends Thru April 30
compared with U.S. rate of increase in 2010*

*NB: Keep in mind differences in census operations b/w 2010 & 2020 when viewing graph.
States ranked by April 30 response rates

Top 5
- Minnesota 65.2%
- Iowa 62.5%
- Wisconsin 62.1%
- Nebraska 61.9%
- Michigan 61%

Bottom 5
- Vermont 45.6%
- Maine 44.8%
- New Mexico 43.1%
- West Virginia 42.3%
- Alaska 36.3%
Key Areas of Concern

- Demographic trends
  - Rates in areas with concentrations of historically undercounted groups

- Areas receiving “Internet Choice” packets vs “Internet First”

- Update/Leave

Using the HTC/Response Rate map for outreach strategy
Response Rates and Historically Undercounted Populations
Historically Undercounted Populations

- People of color
  (based on single, non-Hispanic race categories; change from earlier analyses)

<table>
<thead>
<tr>
<th>Cities by population size</th>
<th>Asian (non-Hispanic)</th>
<th>Black (non-Hispanic)</th>
<th>Hispanic (of any race)</th>
<th>White (non-Hispanic)</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (&lt; 50k)</td>
<td>62.5</td>
<td>46.9</td>
<td>48.1</td>
<td>60.2</td>
<td>58.2</td>
</tr>
<tr>
<td>Medium (50k to 300k)</td>
<td>62.2</td>
<td>44.6</td>
<td>48.9</td>
<td>60.9</td>
<td>56.7</td>
</tr>
<tr>
<td>Large (300k to 1 million)</td>
<td>55.3</td>
<td>43.7</td>
<td>47.6</td>
<td>58.8</td>
<td>53.1</td>
</tr>
<tr>
<td>Large (over 1 million)</td>
<td>47.0</td>
<td>41.2</td>
<td>43.4</td>
<td>52.1</td>
<td>46.7</td>
</tr>
<tr>
<td>Tracts outside cities</td>
<td>60.2</td>
<td>49.6</td>
<td>48.8</td>
<td>58.9</td>
<td>57.7</td>
</tr>
<tr>
<td>Total</td>
<td>57.3</td>
<td>45.3</td>
<td>47.3</td>
<td>59.2</td>
<td>56.2</td>
</tr>
</tbody>
</table>

**NB:** Cities in Hawaii are considered unincorporated places and operate under a City/County government structure, so they are not included as “Cities” in this analysis.

There are only 38 tracts nationwide in which the plurality population is American Indian/Alaska Native (single race, non-Hispanic). Most of these (34) are outside “incorporated places.” Only 4 tracts are in incorporated places, in the smallest city category.
### Historically Undercounted Populations

- **People of color**

(change in response rates from April 9 to April 30)

<table>
<thead>
<tr>
<th>Cities by population size</th>
<th>Average response rates across tracts with a plurality of each group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Asian (non-Hispanic)</td>
</tr>
<tr>
<td>Small (&lt; 50k)</td>
<td>9.5</td>
</tr>
<tr>
<td>Medium (50k to 300k)</td>
<td>9.5</td>
</tr>
<tr>
<td>Large (300k to 1 million)</td>
<td>9.6</td>
</tr>
<tr>
<td>Large (over 1 million)</td>
<td>8.2</td>
</tr>
<tr>
<td>Tracts outside cities</td>
<td>9.1</td>
</tr>
<tr>
<td>Total</td>
<td>9.1</td>
</tr>
</tbody>
</table>
Historically Undercounted Populations

Children under age 5

- Tracts with Very High Risk of undercounting young children continue to have average response rate below the national level, at **48.8%**. (Based on tracts analyzed by Population Reference Bureau.)

People with incomes below the poverty line

“High poverty tracts:” more than 30% of residents have incomes below poverty line.

- Average response rate across all high poverty tracts is **41.3%**, more than 13 points lower than national average. (Gap was 10 points as of April 9)

- Tracts with less than 30% of the population in poverty had an average response rate of **58%**, above the national average.
Response Rates Across Tracts That Received “Internet Choice” or “Internet First” Packets
Response Rates Across Internet Choice Tracts Still Lagging Behind Internet First

• On April 30, the average response rate across all Internet First tracts was 59.1%
  ➢ more than 4 points above U.S. rate (same as 4/23)

• Average response rate across all Internet Choice tracts was 46.3%
  ➢ 8 points below U.S. rate (last week it was 6 points below)
  ➢ response rate gap between Internet First & Choice tracts grew to almost 13 points (last week the gap was 10 points)

(This omits tracts with 10% or more Update/Leave units.)
Update/Leave Operation Suspended; Impact on Response Rates
Update/Leave – Suspended in March

Suspended shortly after start, after 5% of universe received census packets (95% haven’t received yet)

Relatively small universe of housing units covered by U/L nationwide, but in some states it’s substantial:

- **Alaska**: almost 30% of housing units in U/L; response rate is lowest nationwide (25.5%)
- **West Virginia**: 27% of housing units in U/L; response rate is 2nd lowest (29.6%)
- **New Mexico**: almost 18% of housing units in U/L; response rate is 3rd lowest (30.7%)

(Share of housing units is estimate based on 2014-18 ACS.)
Self-Response Rates as of 5/3
2020 Census “Contact Strategies”
Examples from the HTC/Response Rate map at www.censushardtocountmaps2020.us (time-permitting)
Jeri Green

Consultant, National Urban League
National Urban League: Empowering Historically Underserved Communities

- Founded in 1910
- Urban League Affiliates: Meeting People Where They Are
- 50 years of Census Advocacy
- Why the 2020 Census Matters
Seven Weeks In: The 2020 Census Black Count

What the HTC Map Tracker Reveals:

- Responses in foreign born populated Census tracts are lagging
- Black children under 5 years of age at greatest risk
- African American men at high risk*
- Online vs. paper response variances
- Within-state response disparities
COVID 19 Challenges for the Urban League

• Staying True to the Urban League Mission in the face of COVID-19:
  - Fighting for Social Justice and Equality
  - Building Pathways to Economic Empowerment
  - Serving the People

• Achieving An Accurate 2020 Census Black Count:
  - The House is on Fire! Who Cares About the Census?
  - 2020 Census Black Roundtable Unity
  - Syncing Outreach to Census Operations
  - Sounding the Alarm!
How GOTC Work Shifted Due to COVID-19

Mastering the Pivot!

- From Toolkits to Tele-Town Halls
- Sanitize and Self Respond vs. Be Counted and Vote
- From Shoe Leather Strategies to Shelter-in Place
- Comforting the Undercounted
- See this - Change this!

National Urban League
How the Urban League Uses HTC Map in GOTC Work

A Valuable Resource—Just In Time!

- Target PSAs
- Hone Discussions with Elected Officials
- Place FB Ads
- Reaching Black Immigrants
- Ad Placement
- Target Wifi Hot Spots
Reaching HTC Populations in Urban Areas

GOTC Opportunities In Urban Areas

- Monitor Census field updates
- Don’t reinvent the wheel: Plagiarize!
- Check in with locally appointed Census Coordinators
- Start at the neighborhood level
- Respect the Virus!
THANK YOU!

Jeri Green
2020 Census Senior Advisor
National Urban League (consultant)

www.makeblackcount.org
Elena Langworthy
Census Program Manager, State Voices
About State Voices

- We are a national network of 23 permanent state-based coalitions
- We are focused on creating a more accessible and inclusive democracy at the local level
- We provide organizations with variety of support: tools, training, strategic planning
Our network uses the CUNY HTC map in tandem with VAN.

- CUNY map helps to identify tracts with low self-response rates.
- VAN allows organizations to find household addresses, phone numbers, and email.
- State Voices has a guide for how to use VAN for GOTC work!
Challenges & Shifts

- In-person events → digital organizing
- Capacity needs → digital trainings
- Health and economic concerns → mutual aid support
- Digital divide → rural outreach
- Shifting state redistricting timelines
- Additional field guidance
Examples from the States

- Massachusetts: Hosting multiple phone banks a week
- Pennsylvania: Using Zoom to host virtual phone and text banks
- Louisiana: Created a state digital organizing toolkit
- Florida: Hosting town halls to discuss public health and economic issues
- Wisconsin: Mutual aid work tied with campaigns
- Virginia: Created a tracker to share with partners
Reaching Rural Households

Organizing Efforts
● Continuing phone calls
● Postcards and mailers
● Direct consultation with tribes
● Socially distant hotspot pop-ups
● Local radio stations and media

Advocacy Opportunities
● Expanding broadband access
● Exploring plus codes for non-traditional addresses
Raima Roy
Program Associate for Census and Civic Engagement,
Asian Americans Advancing Justice | AAJC
The 2010 Census showed that Asian Americans are the fastest growing racial group in the U.S.

The Native Hawaiian and Pacific Islander population in California grew 29% between 2000 and 2010.

The 2010 Census gave us valuable data about our communities.

**What can we learn from the 2020 Census?**

Nevada, Arizona, North Carolina, and North Dakota had the highest growth of Asian Americans from 2000 to 2010.
Ten Focus Groups

- Chinese (Mandarin)
- South Asian (Urdu-speaking and Hindi-speaking)
- Korean
- Southeast Asian (Cambodian, Vietnamese, Hmong)
- Mixed Asian Group (English – Chinese, Filipino, Korean, and Vietnamese)
Survey Demographic Profile

The survey reflects the diverse Asian American, Native Hawaiian, and Pacific Islander population in the country.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>EDUCATION</th>
<th>EMPLOYMENT STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-30</td>
<td>23%</td>
<td>Employed-</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>21%</td>
<td>Full Time</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>20%</td>
<td>Employed-</td>
</tr>
<tr>
<td></td>
<td>50-64</td>
<td>21%</td>
<td>Part Time</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>15%</td>
<td>Unemployed</td>
</tr>
</tbody>
</table>

| Gender | 47% | 53% |

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>21%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>10%</td>
</tr>
<tr>
<td>Indian</td>
<td>19%</td>
</tr>
<tr>
<td>Japanese</td>
<td>5%</td>
</tr>
<tr>
<td>Filipino</td>
<td>17%</td>
</tr>
<tr>
<td>Pacific Islander/Native Hawaiian</td>
<td>4%</td>
</tr>
<tr>
<td>Korean</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>20%</td>
</tr>
<tr>
<td>Midwest</td>
<td>12%</td>
</tr>
<tr>
<td>South</td>
<td>24%</td>
</tr>
<tr>
<td>West</td>
<td>44%</td>
</tr>
</tbody>
</table>

The survey reflects the diverse Asian American, Native Hawaiian, and Pacific Islander population in the country.
A majority (55%) have not heard anything about the upcoming 2020 Census.

Knowledge of 2020 Census

- Have Heard About the US Census: 37
- Have Not Heard Anything About That: 55
- Not sure: 9
Knowledge of the upcoming 2020 Census is highest among Indian Americans and Korean Americans but still less than a majority, while it is lowest among Japanese Americans and Native Hawaiian and Pacific Islanders.

<table>
<thead>
<tr>
<th>Language/Group</th>
<th>Not Heard</th>
<th>Heard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>55</td>
<td>37</td>
</tr>
<tr>
<td>Chinese</td>
<td>52</td>
<td>37</td>
</tr>
<tr>
<td>Indian</td>
<td>49</td>
<td>45</td>
</tr>
<tr>
<td>Filipino</td>
<td>54</td>
<td>34</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>47</td>
<td>42</td>
</tr>
<tr>
<td>Korean</td>
<td>50</td>
<td>44</td>
</tr>
<tr>
<td>Japanese</td>
<td>68</td>
<td>25</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Pacific Islander</td>
<td>67</td>
<td>27</td>
</tr>
<tr>
<td>Other</td>
<td>68</td>
<td>25</td>
</tr>
</tbody>
</table>

Q10. Have you heard anything about the next U.S. Census taking place in 2020 or, like many people, have you not heard anything about that?
Less than half (47%) of AANHPIs know that everyone in the country, regardless of immigration status, is required to participate in the US Census.

Q12. Who do you think is required to participate in the US Census?
Top Testing messages 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>79</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>41</td>
<td>81</td>
</tr>
<tr>
<td><strong>[HELPED IN PAST]</strong> 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>38</td>
<td>76</td>
</tr>
<tr>
<td><strong>[RESOURCES]</strong> Census data is used to determine not only federal government funding for programs and services, but businesses also use it to decide where to invest and create jobs. Filling out the census makes sure that you, your family, and your community get a fair shot at those resources.</td>
<td>38</td>
<td>78</td>
</tr>
<tr>
<td><em><em>[VISIBLE</em>]</em>* 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>37</td>
<td>76</td>
</tr>
</tbody>
</table>
AANHPIs say they are most likely to complete the census using the online option or by returning the paper form.

**Preferred Method of Response**

<table>
<thead>
<tr>
<th>Method</th>
<th>Very Likely to Use This Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>A form that you can complete on a smartphone or computer*</td>
<td>52</td>
</tr>
<tr>
<td>A form that you can complete online in your language of choice on a smartphone or computer*</td>
<td>52</td>
</tr>
<tr>
<td>A form mailed to you by the government (and does not require postage to return)</td>
<td>52</td>
</tr>
<tr>
<td>The Census Bureau will hire people to go door to door and ask for information if they have not yet received a form from you</td>
<td>17</td>
</tr>
<tr>
<td>Call into a toll-free telephone number and provide your answers over the phone to a live operator in your language of choice*</td>
<td>16</td>
</tr>
<tr>
<td>Call into a toll-free telephone number and provide your answers over the phone to a live operator*</td>
<td>14</td>
</tr>
</tbody>
</table>
More than one in three (34%) AANHPIs give a great deal of attention to friends and family as a source of information about the U.S. Census.

<table>
<thead>
<tr>
<th>Information Sources</th>
<th>Not Important</th>
<th>Important</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and family</td>
<td>24</td>
<td>34</td>
<td>72</td>
</tr>
<tr>
<td>English language news media</td>
<td>25</td>
<td>29</td>
<td>68</td>
</tr>
<tr>
<td>Your children's schools*</td>
<td>34</td>
<td>28</td>
<td>58</td>
</tr>
<tr>
<td>Teachers and school officials*</td>
<td>32</td>
<td>27</td>
<td>61</td>
</tr>
<tr>
<td>Local public health officials, including doctors and nurses</td>
<td>34</td>
<td>24</td>
<td>58</td>
</tr>
<tr>
<td>Your social media network</td>
<td>38</td>
<td>23</td>
<td>56</td>
</tr>
<tr>
<td>Community newspapers</td>
<td>40</td>
<td>21</td>
<td>53</td>
</tr>
<tr>
<td>Information from local community centers</td>
<td>40</td>
<td>21</td>
<td>54</td>
</tr>
<tr>
<td>National elected officials*</td>
<td>40</td>
<td>21</td>
<td>53</td>
</tr>
<tr>
<td>Seniors and elders from our community</td>
<td>39</td>
<td>21</td>
<td>54</td>
</tr>
<tr>
<td>Local elected officials*</td>
<td>38</td>
<td>20</td>
<td>55</td>
</tr>
<tr>
<td>Religious institutions</td>
<td>43</td>
<td>20</td>
<td>48</td>
</tr>
<tr>
<td>Non-profit and community leaders</td>
<td>40</td>
<td>19</td>
<td>53</td>
</tr>
<tr>
<td>News media in your non-English language</td>
<td>44</td>
<td>18</td>
<td>49</td>
</tr>
<tr>
<td>Business owners</td>
<td>45</td>
<td>15</td>
<td>47</td>
</tr>
</tbody>
</table>
Key Takeaways

What we know . . .

- Need to raise awareness of 2020 Census
  - Less than half know who should participate
- Preference for paper form and online options
- Top messages evoke use of family and resources
  - Use of children or community is ethnic group dependent
- Preference for diversity in advertising

Top three messages by region

- **Northeast**
  - Family, Resources, and Being American
- **Midwest**
  - Visible, Protected by Law, and Family
- **South**
  - Family/Children, Resources, and Protected by Law
- **West**
  - Family/Children, Helped in Past, and Resources
Census and COVID-19 Messaging

**CENSUS DATA AFFECTS DISASTER PLANNING**

Census data are critical for emergency planning for events such as natural disasters and pandemics like COVID-19! Make sure your community is counted so it gets the funding it needs for future emergencies! Fill out the census through the mail, over the phone or at my2020census.gov today!

**CENSUS DATA AFFECTS DISASTER PLANNING**

Food stamps, hospital funding, disability services, unemployment insurance are more important than ever during COVID-19. Funding for these resources is directed by census data. Make sure your community receives the support it needs for the future and fill out the census through the mail, over the phone or at my2020census.gov today!
Census and Response Rates Messaging

THIS JUST IN!

These states have the highest census response rates to date:
1. Minnesota - 58.8%
2. Wisconsin - 55.4%
3. Michigan - 55.4%
4. Iowa - 55.4%
5. Nebraska - 55.3%
6. **Washington - 54.7%**
7. **Utah - 54.7%**
8. *Virginia - 54.4%
9. Kansas - 53.9%
10. *Illinois - 53.4%
11. *

Is your state one of them?
If not, help your state reach a complete count and fill out the 2020 Census today at my2020census.gov! and visit CountUsIn2020.org for more census resources!

You can fill out the form online, by mail or over the phone!

If you have questions in filling out the form, call our census language hotline at 844-2020-API for assistance in English, Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Hindi, Urdu or Bangla!

COUNT US IN 2020
COUNTUSIN2020.ORG

* One of the top ten states with the highest Asian American population in the United States
** One of the top ten states with the highest Pacific Islander population in the United States
*** One of the top ten states with both
QUESTIONS?
Contact Information

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Jeri Green
Consultant, National Urban League
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Elena Langworthy
Census Program Manager, State Voices
elena@statevoices.org

Terry Ao Minnis
Director of Census and Voting Programs, Asian Americans Advancing Justice | AAJC

Bessie Chan-Smitham
Assistant Director of Community Engagement, Asian Americans Advancing Justice | AAJC

Raima Roy
Program Associate, Census and Civic Engagement, Asian Americans Advancing Justice | AAJC
Census@advancingjustice-aajc.org