



ASIAN AMERICANS  
ADVANCING  
JUSTICE

PREPARED FOR:

# Webinar on Census Response Rates & Historically Undercounted Communities

*Asian Americans Advancing Justice*

# Monthly Webinar Series

## Previous Webinars:

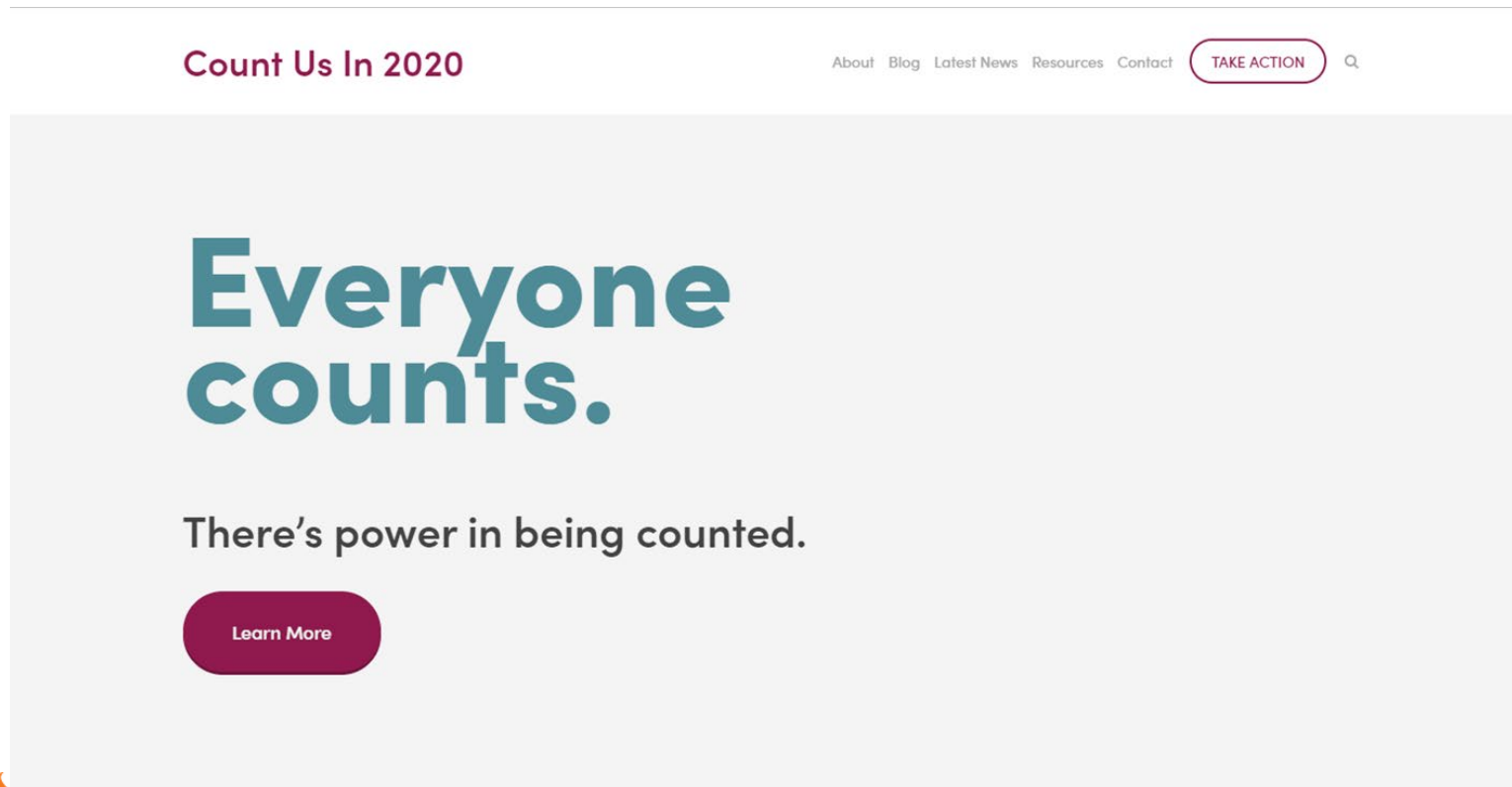
- April: **Non-Response Follow Up & Local Outreach:** <https://bit.ly/2KmMqV2>
- March: **Census Mailing Responses & Self Response:** <https://bit.ly/2QGoZcT>
- February: **Questionnaire Assistance Centers and Libraries:** <https://bit.ly/2PMFwf3>
- December: **Engaging K-12 Students/Teachers on the 2020 Census:** <https://bit.ly/2S4YCON>
- October: **Engaging College Students on the 2020 Census** <https://bit.ly/2QHSbkt>
- September: **Census & Data** <https://bit.ly/2ozGlwO>
- August: **Organizing, Engagement, and Census Bureau and Partnerships** <https://bit.ly/2zalbal>
- June: **Citizenship Question – Next Steps** <https://bit.ly/30lxaYz>
- May: **Digital Tools – Hard to Count Map** <http://bit.ly/2lcohyQ>
- April: **Engaging the LGBTQ AANHPI Community** <https://bit.ly/2Hy27bq>
- March: **Fundraising** <https://bit.ly/2DIGI8i>
- March: **Digital Tools – CommunityConnect Labs** <https://bit.ly/2HOvpD6>
- February: **Engaging the AANHPI Faith Community** <https://bit.ly/2HueDcX>
- November: **The Race Question** <https://bit.ly/2U1GXpN>
- October: **Communications – Messaging Deep Dive** <https://bit.ly/2Fq512S>
- 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

www.CountUsIn2020.org

**Visit our new *census website* for our resources, partner resources, press releases, latest news, social media, and more!**



# 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](http://www.CountUsIn2020.org/hotline)

# Asian Pacific American Heritage Month Social Media Toolkit



***Sign-up for the Census APAHM toolkit:***  
***[bit.ly/CensusAPAHMTToolkit](https://bit.ly/CensusAPAHMTToolkit)***

# **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

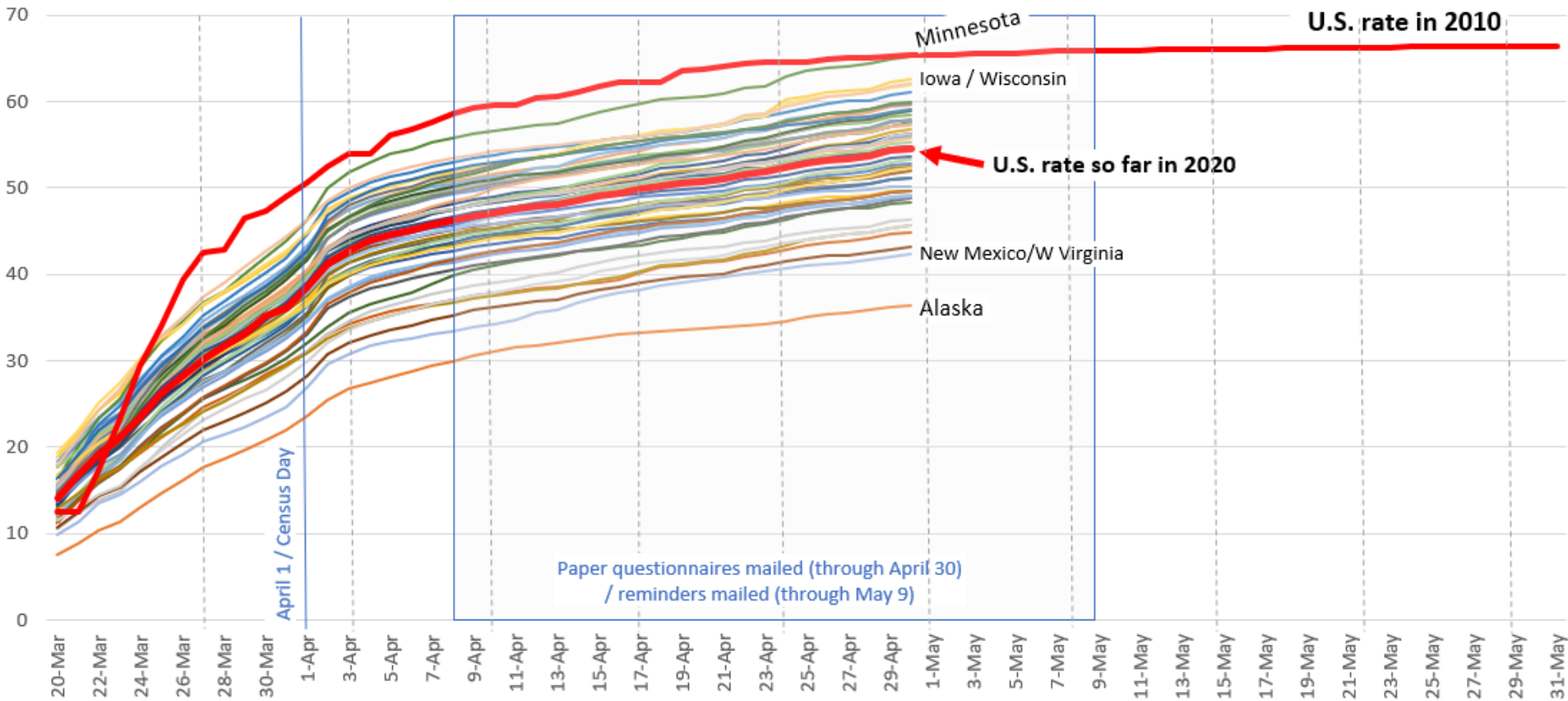
## OVERALL TRENDS

- **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 %

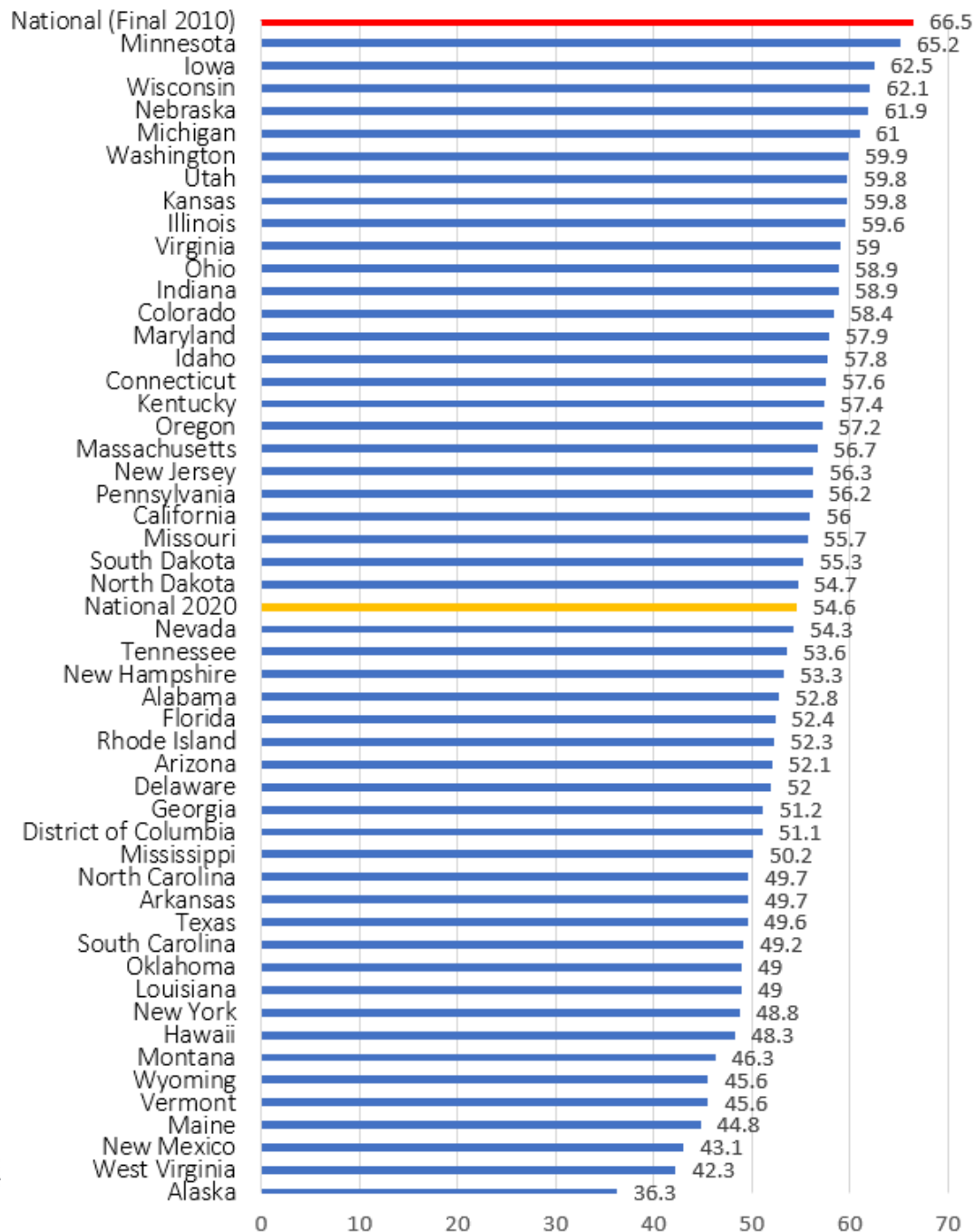
Maine 44.8 %

New Mexico 43.1 %

West Virginia 42.3 %

Alaska 36.3 %

State-by-state response rates (%) as of April 30



# 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)

<i>Cities by population size</i>	<i>Average response rates across tracts with a plurality of each group</i>				<b>Overall</b>
	<b>Asian (non-Hispanic)</b>	<b>Black (non-Hispanic)</b>	<b>Hispanic (of any race)</b>	<b>White (non-Hispanic)</b>	
<b>Small (&lt; 50k)</b>	62.5	46.9	48.1	60.2	58.2
<b>Medium (50k to 300k)</b>	62.2	44.6	48.9	60.9	56.7
<b>Large (300k to 1 million)</b>	55.3	43.7	47.6	58.8	53.1
<b>Large (over 1 million)</b>	47.0	41.2	43.4	52.1	46.7
<b>Tracts outside cities</b>	60.2	49.6	48.8	58.9	57.7
<b>Total</b>	57.3	45.3	47.3	59.2	56.2

**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)

<i>Cities by population size</i>	<i>Average response rates across tracts with a plurality of each group</i>				<b>Overall</b>
	<b>Asian (non-Hispanic)</b>	<b>Black (non-Hispanic)</b>	<b>Hispanic (of any race)</b>	<b>White (non-Hispanic)</b>	
<b>Small (&lt; 50k)</b>	9.5	5.0	8.0	8.8	8.5
<b>Medium (50k to 300k)</b>	9.5	4.9	8.5	8.9	8.4
<b>Large (300k to 1 million)</b>	9.6	4.9	8.1	8.7	7.7
<b>Large (over 1 million)</b>	8.2	5.9	7.8	8.5	7.8
<b>Tracts outside cities</b>	9.1	5.8	8.1	8.0	7.9
<b>Total</b>	9.1	5.3	8.1	8.4	8.1

# 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

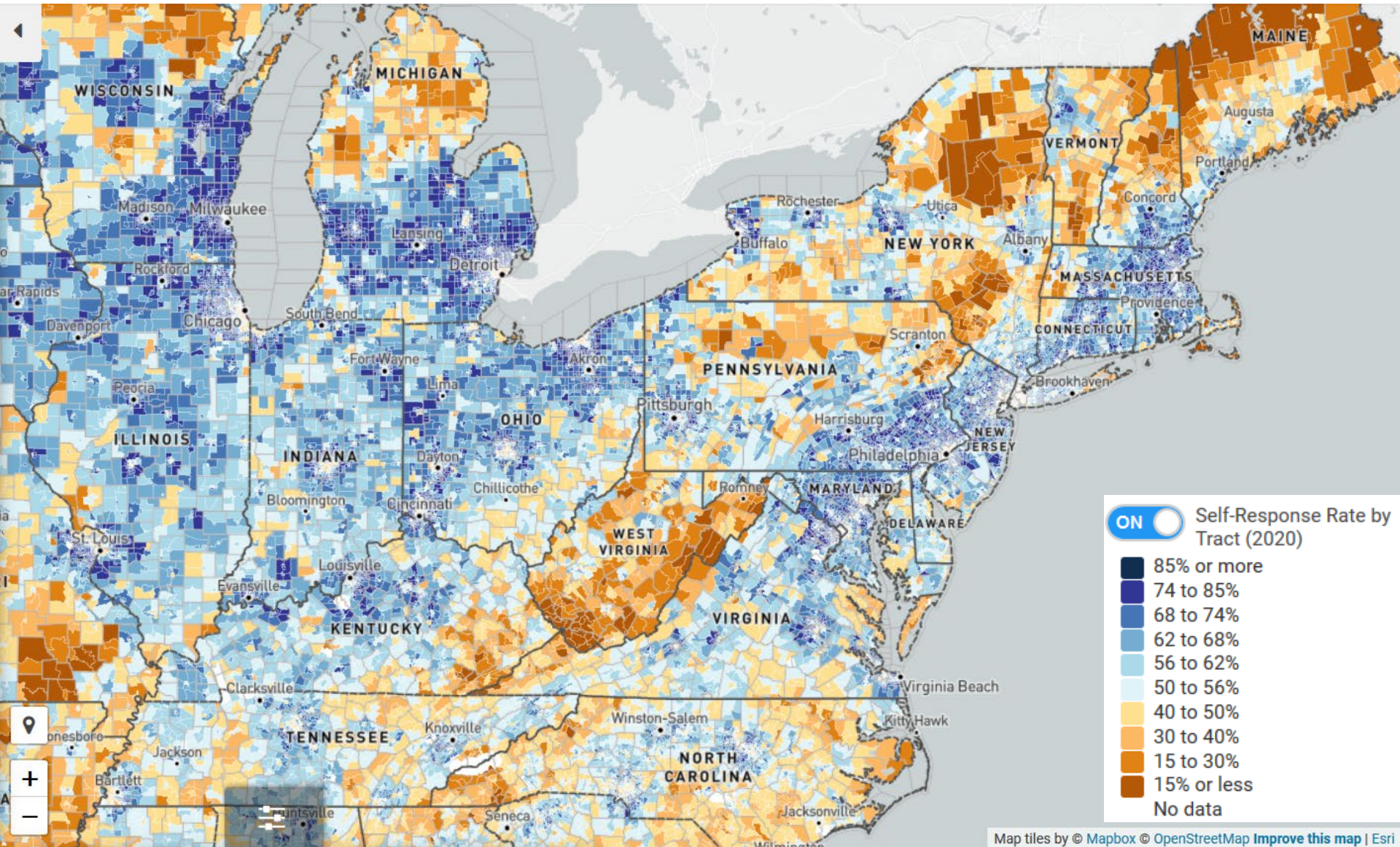
Suspended shortly after start, after 5% of universe received census packets (95% haven't received yet)

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 2<sup>nd</sup> lowest (29.6%)
- **New Mexico**: almost 18% of housing units in U/L; response rate is 3<sup>rd</sup> lowest (30.7%)

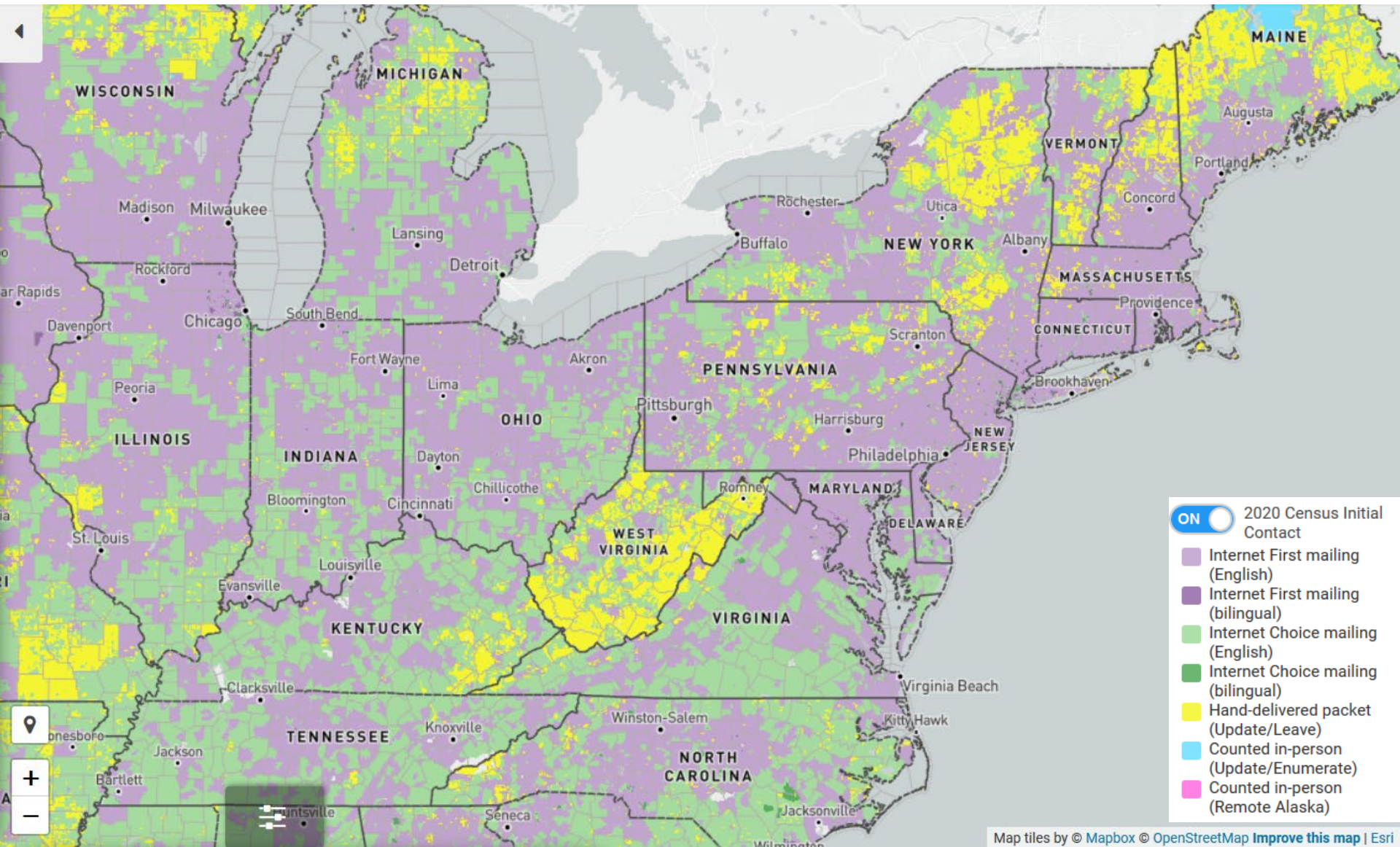
(Share of housing units is estimate based on 2014-18 ACS.)

# Self-Response Rates as of 5/3





# 2020 Census “Contact Strategies”



**Examples from the HTC/Response Rate map at**  
**[www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)**  
**(time-permitting)**

# **Jeri Green**

*Consultant, National Urban League*





# 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



National  
Urban League

# 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!

# 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](http://www.makeblackcount.org)



# **Elena Langworthy**

*Census Program Manager, State Voices*

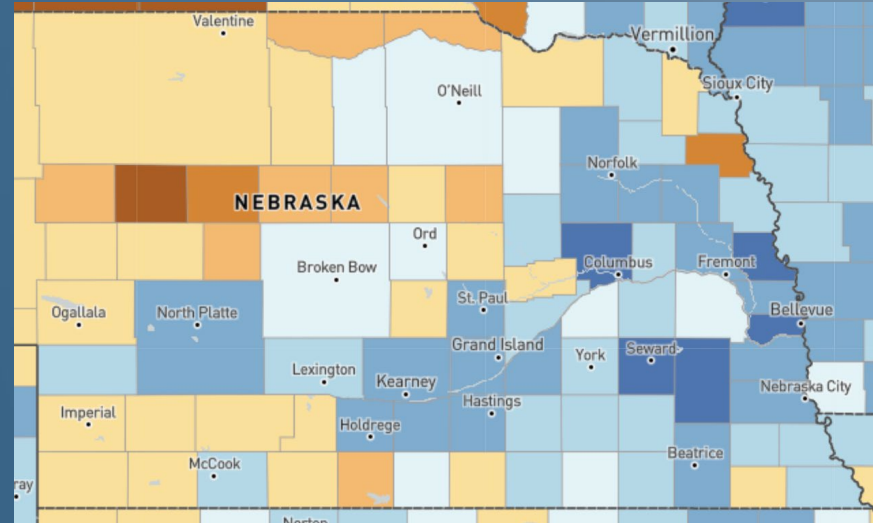


# About State Voices

- 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

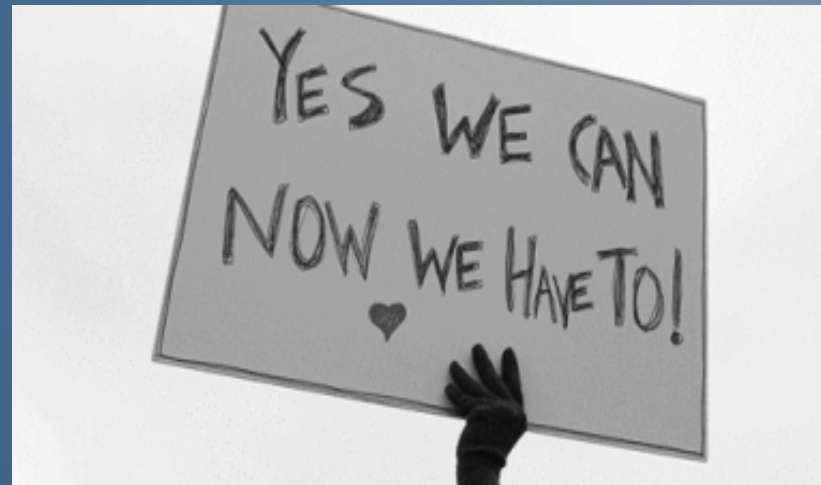
# Using the CUNY HTC Map

- 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 2010 Census gave us valuable data about our communities.**

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

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

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



# Ten Focus Groups

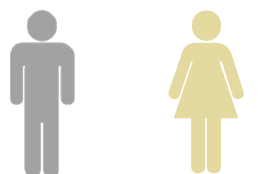
- ❖ Chinese (Mandarin)
- ❖ South Asian (Urdu-speaking and Hindi-speaking)
- ❖ Korean
- ❖ Southeast Asian (Cambodian, Vietnamese, Hmong)
- ❖ Mixed Asian Group (English – Chinese, Filipino, Korean, and Vietnamese)



# Survey Demographic Profile

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

## GENDER



**47%** **53%**

## AGE

18-30	—	23%
30-39	—	21%
40-49	—	20%
50-64	—	21%
65+	—	15%

## EDUCATION

1-11 <sup>th</sup> Grade	—	1%
HS Graduate	—	14%
Some College	—	19%
Associate	—	11%
College Grad	—	35%
Post-Grad	—	19%

## EMPLOYMENT STATUS

Employed-Full Time	—	42%
Employed-Part Time	—	13%
Unemployed	—	8%
Homemaker	—	12%
Student	—	8%
Retired	—	16%

## Ethnicity

Chinese	21%	Vietnamese	10%
Indian	19%	Japanese	5%
Filipino	17%	Pacific Islander/ Native Hawaiian	4%
Korean	10%	Other	14%

## REGION

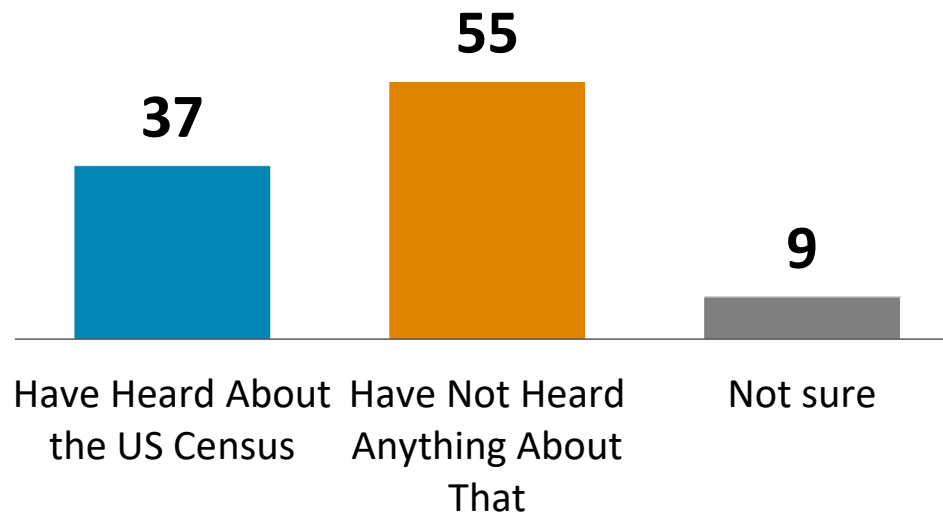


Northeast	—	20%
Midwest	—	12%
South	—	24%
West	—	44%

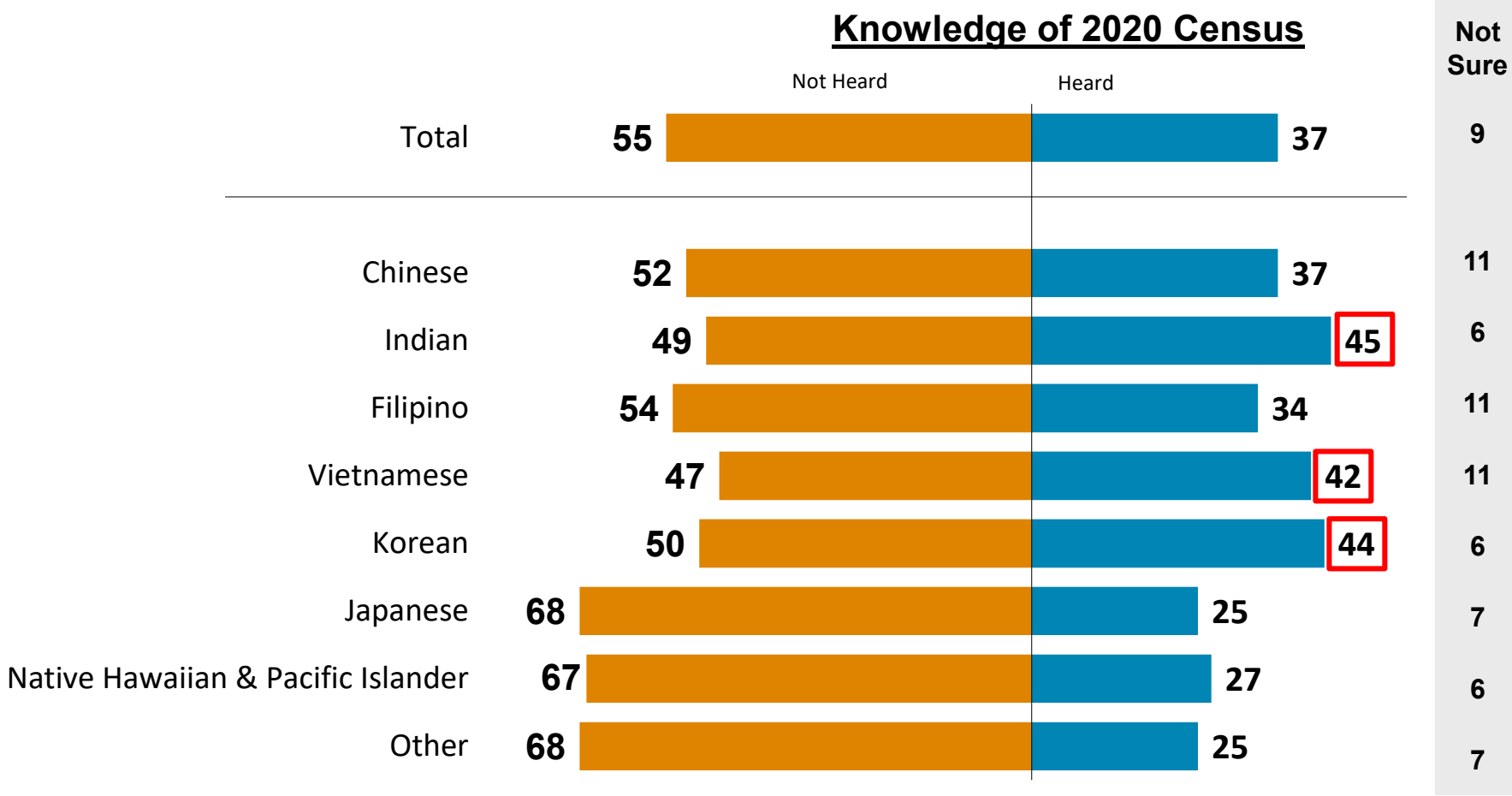


# A majority (55%) have not heard anything about the upcoming 2020 Census.

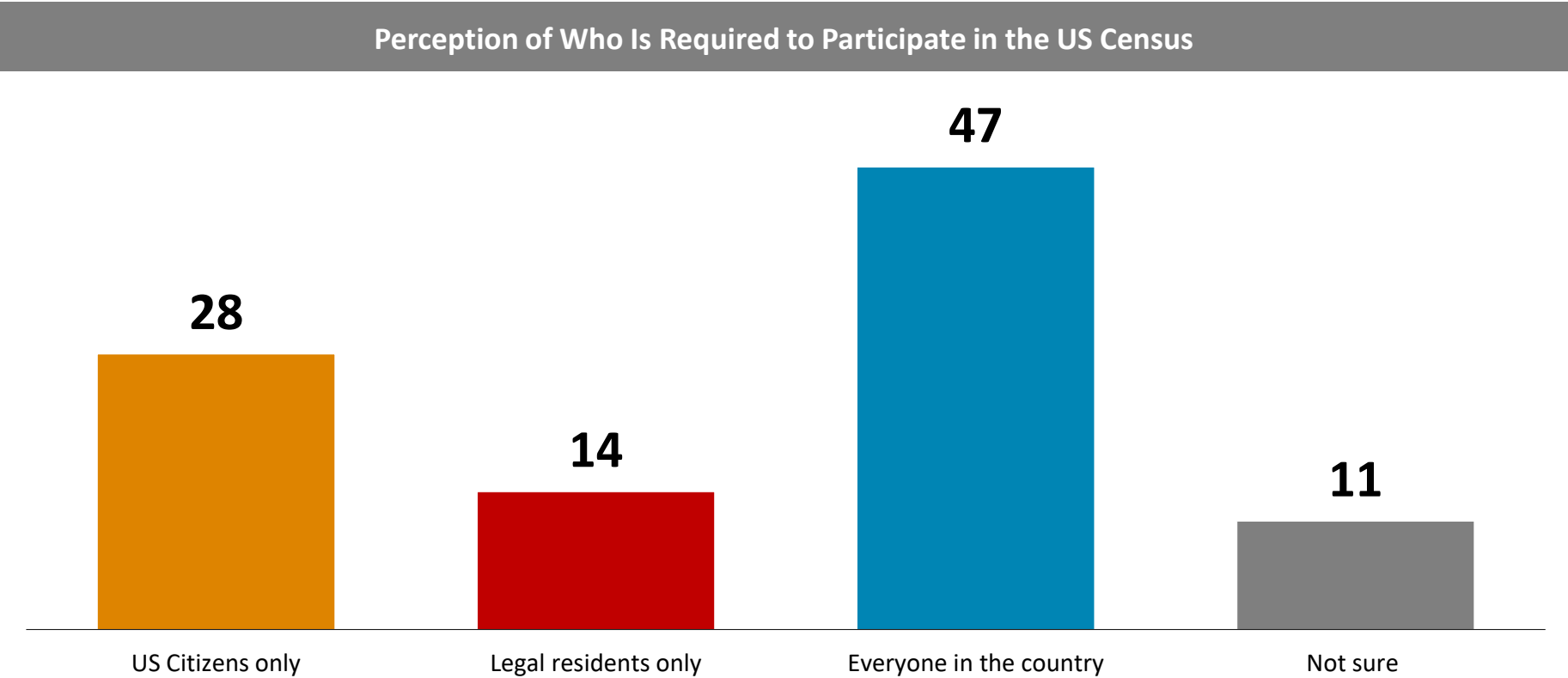
## Knowledge of 2020 Census



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.



Less than half (47%) of AANHPIs know that everyone in the country, regardless of immigration status, is required to participate in the US Census.

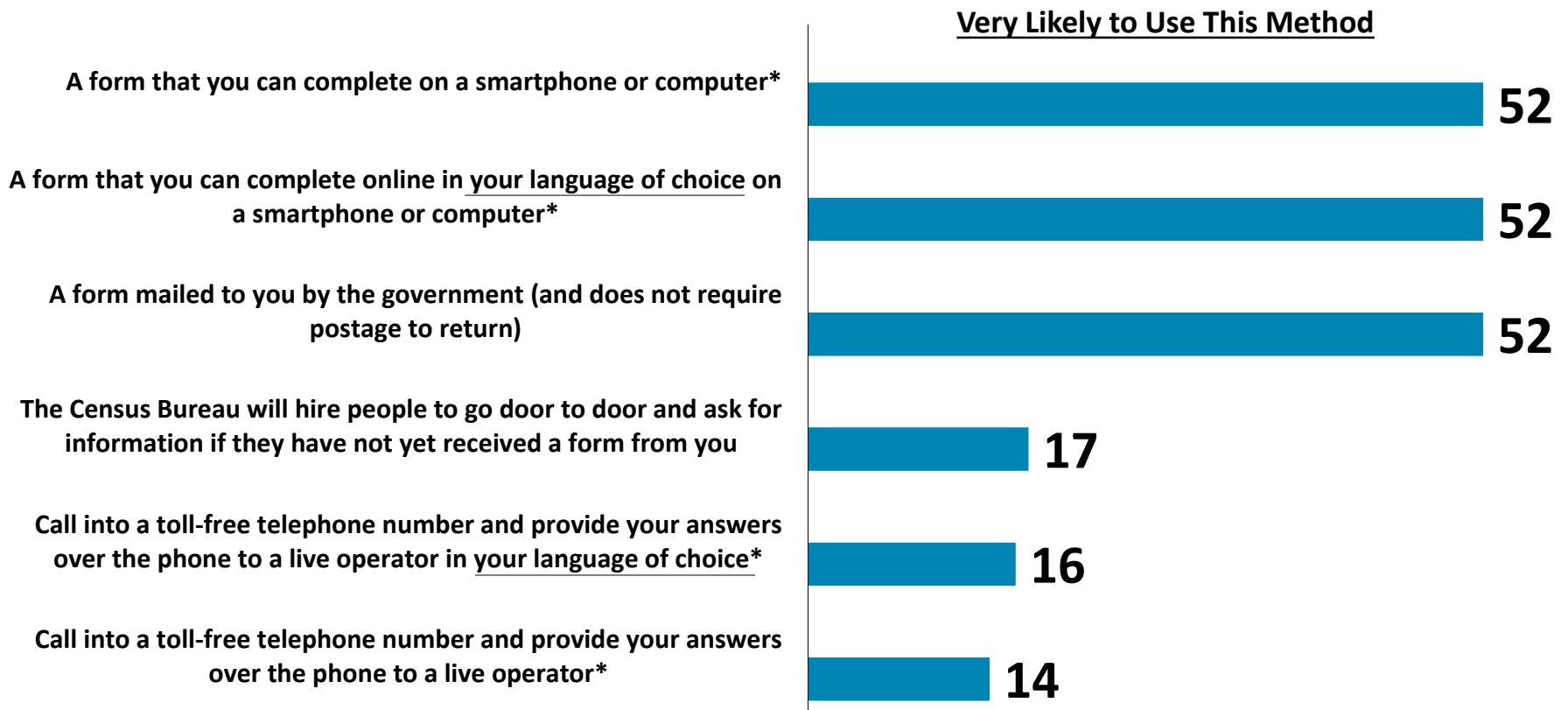


## Top Testing messages in favor of participating in the census focus on *Family (Note w/ Children)*

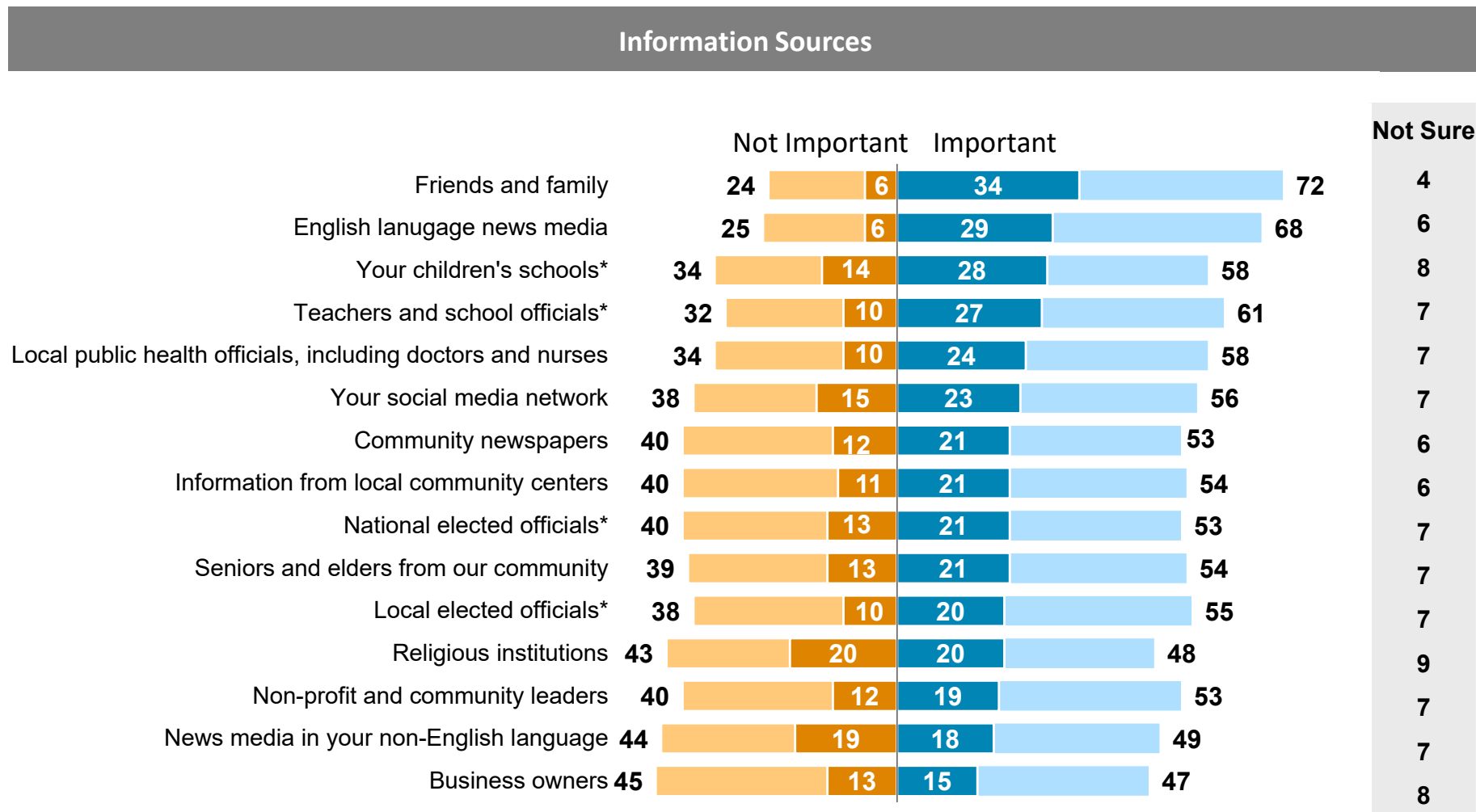
Top Tier Positive Message Language (Ranked by Very Convincing)	Very Convincing	Total Convincing
<b>[FAMILY*]</b> Census data is critical to our families' future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our families need to get a good start and be successful.	<b>42</b>	<b>79</b>
<b>[FAMILY - CHILDREN FOCUS*]</b> 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.	<b>41</b>	<b>81</b>
<b>[HELPED IN PAST]</b> 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.	<b>38</b>	<b>76</b>
<b>[RESOURCES]</b> 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.	<b>38</b>	<b>78</b>
<b>[VISIBLE*]</b> 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.	<b>37</b>	<b>76</b>

# AANHPIs say they are most likely to complete the census using the online option or by returning the paper form.

## Preferred Method of Response



## 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.



# 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](https://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](https://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.

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: \*\*\*

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](https://my2020census.gov)! and visit [CountUsIn2020.org](https://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](https://COUNTUSIN2020.ORG)



# QUESTIONS?

# Contact Information

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