Webinar Hosted by
Asian Americans/Pacific Islanders in Philanthropy
(AAPIP)
Moderator

Patricia Eng
President & CEO
AAPIP
Speakers

• Karen Narasaki, Consultant to Bauman Foundation
• Christine Chen, Founder & Director, APIA Vote
• Karthick Ramakrishnan, Founder & Director, AAPI Data
• Sunny Shao, Researcher, AAPI Data

Moderated by Patricia Eng, President & CEO, AAPIP
Karen Narasaki

Consultant to Bauman Foundation and Fair Representation through Redistricting
Karen K. Narasaki
Consultant to Bauman Foundation and Fair Representation through Redistricting

AAPIs: Census 2020 and Redistricting 2021
Why Does the Census Matter?

• Congressional apportionment—how many seats a state has in the U.S. House of Representatives – also affects Electoral College

• Civil Rights and voting rights enforcement – bilingual ballots

• Redistricting: growth and expansion of AAPI community

• Federal funds given to states for the next 10 years ($1.5 trillion per year)

• Basis for most federal and other data surveys and reports, including ACS
What are the challenges?

• This is the first census where the internet is the primary option; concern about the digital divide and about hacking

• The Census Bureau has fewer local offices and is behind in its hiring and training which can only be done on-line

• The Census Bureau was severely underfunded early on so it was not able to do a sufficient dress rehearsals and testing

• Distrust of government has sky rocketed. Trusted messengers are key but they need resources and info. Confusion lingers from successful fight over citizenship question.

• The Census Bureau is doing outreach and advertising in fewer languages (5 Asian instead of 13).
Why is the Census Important for AANHPIs?

- Census Bureau estimates that 16 million were not counted in the 2010 Census.
- AANHPIs have been undercounted for decades, putting families, neighborhoods and communities at a disadvantage.
- Today, roughly 1 in 5 Asian Americans and one third of NHPIS live in hard to count census tracts. 1 in 6 have never participated in the U.S. census.
- Communities that are especially in risk of being undercounted include those that have limited English speaking skills and/or are low income.
- Geographic Diversity: Largest populations continue to be in the traditional places but fastest growing are emerging populations in other areas of the country, such as the South.
300+ Federal Spending Programs
$1.5 trillion per year

- Medicaid Reimbursement and Medicare
- Title I Education for Local Education Agencies
- Highway/Transportation
- Community Development Block Grants
- TANF
- Special Aging Programs
- Rural programs
- Workforce Innovation and Opportunity Act
- Food Stamps
- Housing Programs
Top Ten Areas by Asian American Pacific Islanders Population Sizes

- Los Angeles Metropolitan Area
- New York City Metropolitan Area
- San Francisco/Oakland Metropolitan Area
- Honolulu Metropolitan Area
- San Jose/Sunnyvale/Santa Clara
- Chicago Metropolitan Area
- Washington DC Metropolitan Area
- Seattle Metropolitan Area
- Houston Metropolitan Area
- Dallas-Fort Worth Metropolitan Area
States Complete Count Committees/Commissions (CCC)

LEGEND
- Executive Actions
- Legislative Actions
- No Action
States providing government funding

- CA: $187 million
- IL: $30.5 million
- NY: $20 million
- WA: $16 million
- NJ: $9 million
- OR: $7.5 million
- CO, MD and NV: $5 - 6 million
- GA, NM: and MN $3 - 4 million
- AL, ND, UT, VA, WI, WV: $1-1.5 million
- HI: $750,000
- AK: $600,000
- RI and MI: $500,000
- MT: $100,000
Government actions for GOTC

- State and local complete count committees/commissions
- State, county and city census funding
- Using 3-1-1 hotline to educate residents about the census
- Directly or working in partnerships with foundations, providing funding to service and outreach organizations who are trusted voices
- Setting up kiosks with tablets for public libraries and state agency clients to use to answer the census
- Distributing posters to public facing agencies and directing them to create outreach plans; paid ethnic media campaigns
- Engaging corporations, schools, libraries, hospitals and tribes
- Working with schools for outreach to parents and students
Census Bureau: HTC Asian Audiences

Modes: Focus on print, radio, digital, shopping centers etc.

Language: Chinese, Vietnamese, Korean, Filipino, and Japanese (NOTE: No targeting of AAPI media that is in English. In 2010 did 13 Asian languages)

Little to no focus on South Asian and Southeast Asian (except Vietnamese) communities.
Native Hawaiian/Pacific Islander

Modes: Strong focus on radio, events in Hawaii, and digital

Language: English (except beautiful music video)

Spotlight: Audience segmented by geography (in Hawaii vs. continental US)

Little outreach to NHPI communities in continental US
No Pacific Islander languages used
Advertisements and outreach materials will include materials in:

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese [on-line forms as well]

Language guides (translated unofficial form with instructions + video guide to form) and glossaries will be available in:

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, Gjurati, Hmong, Swahili, Twi, Tagalog, Armenian, Khmer, Albanian, Yiddish, Lithuanian, Polish, Hindi, Nepali, Turkish, Indonesian, Yoruba, French, Ukrainian, Urdu, Bosnian, Serbian, Czech
Philanthropy has made counting the traditionally undercounted a top priority

- National funding collaborative raised over $80 mm from 86 foundations with grants to over 190 grantees to support policy work, litigation, research briefs, messaging development, get out the count national infrastructure and local efforts in half of the states;
- State and local funders are active in 45 states
- Groups worked on government funding, operations targeting HTC, challenging citizenship question, promoting census jobs, deep canvassing, events, social media, ethnic media, supporting technical assistance and coordination, translated materials, printing, psas, social media content, digital organizing, pledge to be counted campaigns, events, organizing, texting, communications campaigns
- Civil rights groups are setting up census hotlines and attorney networks and a coalition pledging to ensure government does not violate laws safeguarding confidentiality to reassure nervous households concerned about misuse of information.
Key National Hubs
Census Equity Fund

• Raised $9.5M for Grantmaking

• Four+ Rounds of Grants to Date:
  ➢ Grants to 60+ groups
  ➢ In 25 states: AL, AK, AR, AZ, FL, GA, HI, KY, LA, MS, MT, NC, NM, ND, NV, NY, OH, OK, PA, SC, SD, TN, TX, NY, VA & Puerto Rico

• Considering Spring 2020 Approach
Census Bureau Contact Strategies

When the toggle below is On, the map shows how each community will be contacted by the Census Bureau in 2020. When it's Off, the map shows HTC tracts across the country.

- **2020 Census Initial Contact**
  - Internet First mailing (English)
  - Internet First mailing (bilingual)
  - Internet Choice mailing (English)
  - Internet Choice mailing (bilingual)
  - Hand-delivered packet (Update/Leave)
  - Counted in-person (Update/Enumerate)
  - Counted in-person (Remote Alaska)

Hand-delivered census packets in North Carolina:

Census staff will drop-off an invitation to participate to 3.3% (or 151,358) housing units in North Carolina. This packet will include a paper version of the census questionnaire, as well as online instructions and a unique ID for online response. Householders can then submit their census information either online or by phone, or by mailing back the questionnaire.

If householders do not respond, the Census Bureau will send reminder mailings to fill out the questionnaire. (Note: you can't obtain a paper form simply by calling the Census Bureau. All forms are coded to a specific address.)

Mailings will be distributed across North Carolina as follows:

69.6% (or 3,183,181) of the state's housing units will receive mailings in English (only) explaining how to submit census responses online or by phone. This Internet First letter will provide a unique ID for each household's address, asking the household to respond online. If the household does not respond, the Census Bureau will send another mailing explaining how to respond by phone.
What census resources exist?

- There are over a dozen national groups with materials in many languages using tested messages. [https://censuscounts.org/](https://censuscounts.org/)
- There are a plethora of toolkits—for cities/counties, for libraries, for faith based, for LGBTQ, for community service agencies, People of Color; immigrants
- There is a national complete count committee to address the undercount of young kids [https://countallkids.org/](https://countallkids.org/)
- There are census coalitions and Asian American organizations in a majority of the states that you can work with

- Funders Census Initiative has toolkits and listserv and learning community [https://funderscommittee.org/working-group/4/](https://funderscommittee.org/working-group/4/)
- There is an interactive map by CUNY of hard to count [https://www.censushardtocountmaps2020.us/](https://www.censushardtocountmaps2020.us/)
- There is federal program $$ data by GWU “counting for dollars” by state, with some information by metro/county by POGO [https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds](https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds) [https://www.pogo.org/census-project/](https://www.pogo.org/census-project/)
Redistricting: A Reminder

• Census Every 10 years
• Congressional Apportionment – Based on Census Population Totals
• Redistricting Draw New Districts – Congressional, State, Local
• Drawing the Lines – Process Different in States
• It’s a big deal – Determines Representation & Resources
• Gerrymandering Skews Process
PROBLEMS:

- Racial Gerrymandering
- Partisan Gerrymandering
- Bi-Partisan Incumbent Protection
- Dividing Communities of Interest
- Only Citizens as Population
OPPORTUNITIES:

• Build Community Power: Strengthen Voices
• Map Communities of Interest
• Maintain and Build on Organizing Capacity Created by Census Investment
• Facilitate Coalition Building and Power Sharing
Fair Representation Through Redistricting

For More Information on Redistricting:

• Gary Bass, Bauman Foundation (Co-Chair), gbass@baumanfoundation.org
• Sanjiv Rao, Ford Foundation (Co-Chair), s.rao@fordfoundation.org
• Cathy Duvall (Initiative Manager), ckduvall@gmail.com
• Amy Dominguez-Arms (Consultant), amydarms@gmail.com
Thank you

Contact:
Karen K. Narasaki
Karen@NarasakiJustice.com
Speaker

Christine Chen
Founder & President
APIA Vote
Best Practices of Census Outreach

Christine Chen
Executive Director, APIAVote
cchen@apiavote.org
February 12, 2020
Norman Y. Mineta Leadership Institute Trainings
Schedule of Trainings & To RSVP:
http://www.apiavote.org/events

| Jun 1: New York     | Sep 19: Maui     |
| Jun 8: Seattle     | Sep 20: Molokai & Kauai |
| Jun 15: Las Vegas  | Sep 21: Philadelphia |
| Jun 22: Novi, MI   | Sep 21: St. Louis  |
| Jun 29: Houston    | Sep 22- 25: Oahu  |
| Jul 13: Austin     | Sep 28: Albuquerque, NM |
| Jul 14: Dallas     | Sep 28: Des Moines, IA |
| Jul 27: Atlanta    | Sep 28: San Diego |
| Aug 3: Salt Lake City | Oct 5: Orange County, CA |
| Aug 5: Nashville   | Oct 5: Madison, WI |
| Aug 11: Las Vegas  | Oct 26: San Jose  |
| Aug 17: Carson, CA | Oct 28: Oakland   |
| Aug 24: Columbus   | Nov 9: Aurora, CO |
| Aug 24: Phoenix    | Nov 16: Portland, OR |
| Sep 14: Miami      | Dec 7: Los Angeles |
| Sep 15: Orlando    | Dec 22: Camden, NJ |
| Sep 18: Hilo and Kailua-Kona | Jan 2020: Fairfax, VA & Chicago |
|                     | Jan 18: Jersey City, NJ |
EXAMPLES OF SUCCESSFUL MODELS

Washington Census Alliance

• Over 70 POC-led and serving organizations across Washington state, representing African American and immigrant, Latinx, Indigenous, AAPI, and other communities

• Successively pushed state legislature to allocate $15M for 2020 census outreach and education through sustained lobbying effort

• Success demonstrates value of early and proactive cross-racial/cross-community organizing with intentional focus on funding most underrepresented groups
WA AAPI Complete Count Network

• 22 partner organizations across Washington State
• 54+ languages and 15 counties supported
• Funded with $500k from the $15M set aside by state government, managed by ACRS
• Working collectively to ensure AAPI organizations and communities across the state can:
  • Receive funding needed to conduct outreach with trusted messengers
  • Access existing resources
  • Give feedback to census bureau
  • Address gaps in outreach coverage (geography, language, etc.)

2018 Population Estimates from U.S. Census Bureau’s American FactFinder (Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties – April 1, 2010 to July 1, 2018)

Light yellow = at least 1,000 AAPIs | Orange = at least 3,000 AAPIs | Pink = at least 10,000 AAPIs
Blue stars = counties where Network partner organizations will focus their census outreach, education, and support efforts
Organizing Travis County API Community Partners, Leaders, and sponsors to be part of the Asian American CCC

We have over 70 API organizations and business joined our AACCC
AACCC Steering Committee member serves as leader to support each org/business event, and provide resources and training.
We don’t miss any opportunities to speak out and to reach out to our communities.

Travis County is allowing the AAPI CCC to spend $50,000 for printing needs & ad buys. This coalition also received $35,000 from United Way & Faith in Public Life.
GEORGIA AAPI CCC

- Statewide hub for ethnic-specific CCCs and less formal groups
- Education about Census
- Marketing (outreach, events, media, social media, speakers bureau)
- Assisting to complete the Census form
- Connection to Census Bureau staff and state/county/local CCCs
- Create opportunities for community members to get hired

CONTINUITY IN LEADERSHIP: Led by Asian American Advancing Justice – Atlanta and Center for Pan Asian Community Services who led efforts in 2010 as well
OUTREACH INCLUDES:
• Autumn Festivals
• School Events
• Elections
• Lunar New Year
• Commemorations
• Religious Festivals
• Grand Openings
• Events that reach the masses

ENGAGING W/ GOVT BASED CCCs
Georgia’s Governor’s CCCs
Counties (Examples)
• DeKalb County
• Gwinnett County
• Cobb County
Cities (Examples)
• Norcross, Duluth, Clarkston, Atlanta
• Doraville, Chamblee, Brookhaven

Ethnic Specific CCCs:
EXAMPLES OF POSSIBLE GAPS

DALLAS
● Lack of cohesive AAPI coalition and leadership leading census outreach efforts
● No funding provided to AAPI organizations
● City of Dallas awarded outreach to AAPI community to contractor but no one knows what they are doing
● The little interest is mostly coming from volunteer based organizations

VIRGINIA
● Lack of cohesive AAPI coalition and leadership leading census outreach efforts
● The little funding from state is being used to create PSAs possibly and use via social media
● Some small grants were provided to 5-6 AAPI groups but targeting a very specific population
● Overall lack of outreach being planned for overall AAPI population
OPPORTUNITIES TO ASSIST IN SCALING UP

- General awareness in the broader AAPI community vs hard to count populations within AAPI community
- Role of volunteer based organizations
- Building out a broader and more diverse AAPI coalition
- Building a sense of responsibility of all AAPI organizations and community leaders and not only those who received funding
- Organizations that were not prepared to apply for census funding
- Need for resources to simply print outreach materials
## Demographic Profile

### AANHPI Adults

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>45</td>
</tr>
<tr>
<td>South</td>
<td>23</td>
</tr>
<tr>
<td>Midwest</td>
<td>20</td>
</tr>
<tr>
<td>West</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS or less</td>
<td>28</td>
</tr>
<tr>
<td>Vo-Tech/Some Coll/Assoc</td>
<td>25</td>
</tr>
<tr>
<td>College</td>
<td>47</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>35</td>
</tr>
<tr>
<td>35 to 54</td>
<td>37</td>
</tr>
<tr>
<td>55+</td>
<td>27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>63</td>
</tr>
<tr>
<td>Not Married</td>
<td>36</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kids &lt;18</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31</td>
</tr>
</tbody>
</table>
## Demographic Profile

### AANHPI Adults

<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>23</td>
</tr>
<tr>
<td>India</td>
<td>18</td>
</tr>
<tr>
<td>Philippines</td>
<td>16</td>
</tr>
<tr>
<td>Vietnam</td>
<td>9</td>
</tr>
<tr>
<td>Korea</td>
<td>6</td>
</tr>
<tr>
<td>Japan</td>
<td>6</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>5</td>
</tr>
<tr>
<td>Thailand</td>
<td>3</td>
</tr>
<tr>
<td>Pakistan</td>
<td>3</td>
</tr>
<tr>
<td>Laos</td>
<td>3</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>2</td>
</tr>
<tr>
<td>Cambodia</td>
<td>2</td>
</tr>
</tbody>
</table>

- **US Born**: 65
- **Foreign Born**: 34
A Quarter Are Unfamiliar With The Census, AANHPI Adults Most So

Census Familiarity

How familiar are you with the U.S. Census?

<table>
<thead>
<tr>
<th>Group</th>
<th>Extremely</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not too</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>15</td>
<td>24</td>
<td>38</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>African American</td>
<td>18</td>
<td>28</td>
<td>38</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Latinx</td>
<td>15</td>
<td>24</td>
<td>36</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>AIAN</td>
<td>14</td>
<td>24</td>
<td>39</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>AANHPI</td>
<td>14</td>
<td>19</td>
<td>37</td>
<td>20</td>
<td>10</td>
</tr>
</tbody>
</table>
Even More Are Incorrect Or Unsure About Who Should Participate

Census Knowledge

To the best of your knowledge, who participates in the 2020 U.S. census?

- Only adults
- Only US Citizens
- All individuals
- Don’t know

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>African American</th>
<th>Latinx</th>
<th>AIAN</th>
<th>AANHPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only adults</td>
<td>9</td>
<td>11</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Only US Citizens</td>
<td>23</td>
<td>25</td>
<td>22</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>All individuals</td>
<td>58</td>
<td>54</td>
<td>63</td>
<td>56</td>
<td>60</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>
Many Prefer Answering The Census Through Non-Online Means, Especially AIAN Adults

Census Methods

If you had to participate in the 2020 U.S. Census, how would you prefer to answer the questions asked of you and your household?

- Online
- By mail
- In person
- By phone

<table>
<thead>
<tr>
<th>Group</th>
<th>Online</th>
<th>By mail</th>
<th>In person</th>
<th>By phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>43</td>
<td>31</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>African American</td>
<td>45</td>
<td>25</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Latinx</td>
<td>46</td>
<td>28</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>AIAN</td>
<td>46</td>
<td>35</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>AANHPI</td>
<td>46</td>
<td>35</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>
Few Feel Census Will Harm Their Community, But Benefit Mixed

Impact Of Census

Do you believe the 2020 U.S. Census will benefit your community, harm your community, or have no impact on your community?

- Benefit
- No impact
- Harm
- Don’t know

<table>
<thead>
<tr>
<th></th>
<th>Benefit</th>
<th>No impact</th>
<th>Harm</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>46</td>
<td>33</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>African American</td>
<td>42</td>
<td>38</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Latinx</td>
<td>46</td>
<td>28</td>
<td>5</td>
<td>21</td>
</tr>
<tr>
<td>AIAN</td>
<td>40</td>
<td>42</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>AANHPI</td>
<td>55</td>
<td>24</td>
<td>3</td>
<td>18</td>
</tr>
</tbody>
</table>
# The Census Bureau & Family Are Credible Sources

**Trusted Messengers**

Who would you trust the most to give you correct information about the Census? Select up to two.

<table>
<thead>
<tr>
<th>Trusted Messengers</th>
<th>Af Am</th>
<th>Latinx</th>
<th>AIAN</th>
<th>AANHPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Census Bureau</td>
<td>50</td>
<td>47</td>
<td>47</td>
<td>57</td>
</tr>
<tr>
<td>Family members</td>
<td>26</td>
<td>28</td>
<td>22</td>
<td>30</td>
</tr>
<tr>
<td>Local community org</td>
<td>15</td>
<td>16</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Your local library</td>
<td>13</td>
<td>11</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Your elected leaders</td>
<td>13</td>
<td>16</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>11</td>
<td>10</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Teachers</td>
<td>8</td>
<td>8</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Religious leaders</td>
<td>8</td>
<td>9</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Health care providers</td>
<td>7</td>
<td>9</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Your neighbors</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Co-workers</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
### Top Messages

- **Affects $675 billion, including for Medicaid, Head Start, & SNAP**
  - % makes me much more likely to participate: 63

- **Critical to the well-being of our kids / money for CHIP and Head Start**
  - % makes me much more likely to participate: 60

- **Affects $675 billion, including for public schools, roads, & hospitals**
  - % makes me much more likely to participate: 59

- **A powerful way to show our unity is to participate in the Census**
  - % makes me much more likely to participate: 57

### Bottom Messages

- **Makes sure election officials provide language assistance to voters**
  - % makes me much more likely to participate: 52

- **Communities of color get left behind / less of a voice in our political system**
  - % makes me much more likely to participate: 52

- **Used to determine seats per state in the U.S. House of Representatives**
  - % makes me much more likely to participate: 50

- **Communities of color get left behind / fewer dollars for public services**
  - % makes me much more likely to participate: 38
<table>
<thead>
<tr>
<th>Top Slogans</th>
<th>Af Am</th>
<th>Latinx</th>
<th>AIAN</th>
<th>AANHPI</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Movers</th>
</tr>
</thead>
<tbody>
<tr>
<td>My family matters, my family counts.</td>
<td>60</td>
<td>69</td>
<td>57</td>
<td>68</td>
<td>74</td>
<td>60</td>
<td>52</td>
<td>64</td>
</tr>
<tr>
<td>Whether black, white, Latino, Asian, or American Indian - we all count. Be</td>
<td>62</td>
<td>66</td>
<td>54</td>
<td>64</td>
<td>72</td>
<td>63</td>
<td>47</td>
<td>58</td>
</tr>
<tr>
<td>counted.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No matter who you are, you count. Be counted.</td>
<td>59</td>
<td>57</td>
<td>50</td>
<td>63</td>
<td>68</td>
<td>61</td>
<td>38</td>
<td>56</td>
</tr>
<tr>
<td>My family counts on me. I'll make my family count.</td>
<td>56</td>
<td>62</td>
<td>51</td>
<td>53</td>
<td>66</td>
<td>54</td>
<td>44</td>
<td>54</td>
</tr>
</tbody>
</table>
# Messaging Moves More To Participate, Particularly Latinx & AANHPI Audiences

## Census Participation

**How likely are you to participate in the 2020 U.S. Census?**

<table>
<thead>
<tr>
<th></th>
<th>Almost Certain</th>
<th>Probably</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>20</td>
</tr>
<tr>
<td>African American</td>
<td>56</td>
<td>18</td>
</tr>
<tr>
<td>Latinx</td>
<td>58</td>
<td>20</td>
</tr>
<tr>
<td>AIAN</td>
<td>54</td>
<td>19</td>
</tr>
<tr>
<td>AANHPI</td>
<td>53</td>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Almost Certain</th>
<th>Probably</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Post-Messaging</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td>African American</td>
<td>58</td>
<td>20</td>
</tr>
<tr>
<td>Latinx</td>
<td>65</td>
<td>17</td>
</tr>
<tr>
<td>AIAN</td>
<td>59</td>
<td>18</td>
</tr>
<tr>
<td>AANHPI</td>
<td>65</td>
<td>18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in Almost Certain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>African American</td>
</tr>
<tr>
<td>Latinx</td>
</tr>
<tr>
<td>AIAN</td>
</tr>
<tr>
<td>AANHPI</td>
</tr>
</tbody>
</table>
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>[FAMILY*] 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>[FAMILY - CHILDREN FOCUS*] 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>
</tbody>
</table>
Top testing messages in favor of participating in the census focus on *Family (Note w/ Children)* (Cont.)

### Top Tier Positive Message Language

(Ranked by Very Convincing)

<table>
<thead>
<tr>
<th>Message</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>38</td>
<td>76</td>
</tr>
<tr>
<td>[RESOURCES] 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>[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>37</td>
<td>76</td>
</tr>
</tbody>
</table>
Count Us In
2020 Resources
Translations (23 Languages)

● Chamorro
● Chinese - Simplified
● Chinese - Traditional
● Chuukese
● Gujarati
● Hawaiian
● Hindi
● Hmong
● Japanese
● Khmer
● Korean
● Lao
● Marshallese
● Nepali
● Palauan
● Punjabi
● Samoan
● Tagalog
● Thai
● Tongan
● Urdu
● Vakaviti
● Vietnamese
Visit Asian Americans Advancing Justice’s new census website for our resources, partner resources, press releases, latest news, social media, and more!
Webinars

- Census FAQs
- How are People Counted in the Census?
- Communications –Messaging Deep Dive
- The Race Question
- Engaging the AANHPI Faith Community
- Digital Tools –CommunityConnectLabs
- Fundraising
- Engaging the LGBTQ AANHPI Community

- 9. Digital Tools –Hard to Count Map
- Citizenship Question –Next Steps
- Organizing, Engagement, and Census Bureau and Partnerships
- Census & Data
- Engaging College Students
GOTC Factsheets

1. 2020 Census: Timeline
2. What Does the 2020 Census Ask Me
3. How Do I Respond to the 2020 Census and What Does it Ask Me?
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
7. Counting Your Family and Young Children
8. Engaging Your Friends and Family in the 2020 Census
9. Language Resources and How to Get Assistance
10. Census Confidentiality and the Citizenship Question
11. The Internet Response Option in the 2020 Census
12. How to Identify a Census Taker
PUBLIC SERVICE ANNOUNCEMENTS and VIDEOS: (23 LANGUAGES)
Produced by APIAVote

- Census 101
- How to Fill Out the Census Tutorial
What do you know about the census?
ETHNIC PRESS
AD BUYS FOR CENSUS

Going beyond what the U.S Census will provide

• Chinese
• Korean
• Vietnamese
• Filipino
• Japanese
WeChat Census Campaign
Fact vs Myth
EPIC was established in 2009 by a group of young Pacific Islander (PI) leaders who recognized the urgency to address the growing needs of PI families. With experiences ranging from grassroots organizing to higher education administration, these young leaders prioritized building a strong and unified advocacy voice for PIs; collecting disaggregated data that illustrated the needs of PI families; and establishing a pipeline of strong leaders who can be advocates and influencers in, and on behalf of, the community.
EPIC will produce:

- Factsheets on Census 101, Why It’s Important, How To Get Involved, etc.
- NHPI-specific social media toolkit
- Videos and factsheets in Chamorro, Chuukese, Marshallese, Native Hawaiian, Palauan, Samoan, Tongan, and Vakaviti
Language Assistance: NHPI Materials Production

https://www.countusin2020.org/nhpi
SEARAC Census Fact Sheets—Translations Now Available!

https://www.searac.org/census/

Factsheets tailored for Southeast Asian American immigrants, elders, children, and young adults.

Factsheets in Khmer, Laotian, Hmong, Vietnamese, and Mien available.

*A Frequently Asked Questions section is included!
2020 Census and Beyond

The Geography and Diversity of Asian Americans and Pacific Islanders
Karthick Ramakrishnan
Founder & President
AAPI Data
Speaker

Sunny Shao
Researcher
AAPI Data
2020 Census and Beyond

The Geography and Diversity of Asian Americans and Pacific Islanders
Questions?
Thank you for joining us!

Asian Americans/Pacific Islanders in Philanthropy