

AAPI Messaging Research on the 2020 Census

Research Objectives

Objective 1: Assess attitudes of and discover potential motivations for the target audience to participate in the 2020 Census.

Objective 2: Identify at least three key behavioral opportunities among the target audience to overcome barriers to participation in the 2020 Census.

Objective 3: Expose the target audience to conceptual media messaging to discover what will motivate the population to participate in the 2020 Census.



Research Phases

Ten focus groups in-language:

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

Nearly 1,600 AAPI adults nationwide (citizens and non-citizens)

- Oversample for Native Hawaiians and Pacific Islanders
- English, Mandarin, Vietnamese, Korean, and Tagalog
- Margin of error +/- 2.5%



Focus Group Findings

- **The Census**

- The awareness about the U.S. Census in these groups is low. While some participants know what it is in theory, most did not know that the census is coming up in 2020

- **Citizenship Question**

- All groups are concerned about the citizenship question and said they would be less likely to encourage other members of their community to fill out the census if the question was included

- **Advertising**

- Overall, the response to advertisements developed for Asian communities from the 2010 Census Bureau campaign was positive, but there were some concerns of people being targeted

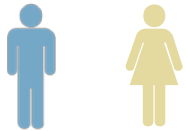
Messages Tested

- **Duty – participation in the Constitution**
- **Resources – jobs, housing, education, etc.**
- **Representation in elections**
- **Understanding our needs in the community**
- **Part of being American – appealing to tradition and democracy**
- **Privacy – info kept confidential**
- **Standing up against racism and discrimination to be counted**
- **Visibility as AAPI community**
- **Critical to family and children’s future**
- **Helped in the past to increase resources**
- **Protected by law**

Demographic Profile

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

GENDER



47% **53%**

AGE

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

EDUCATION

1-11 th 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%	Indian	19%
Korean	10%	Japanese	5%
Filipino	17%	Pacific Islander/ Native Hawaiian	4%
Vietnamese	10%	Other	14%

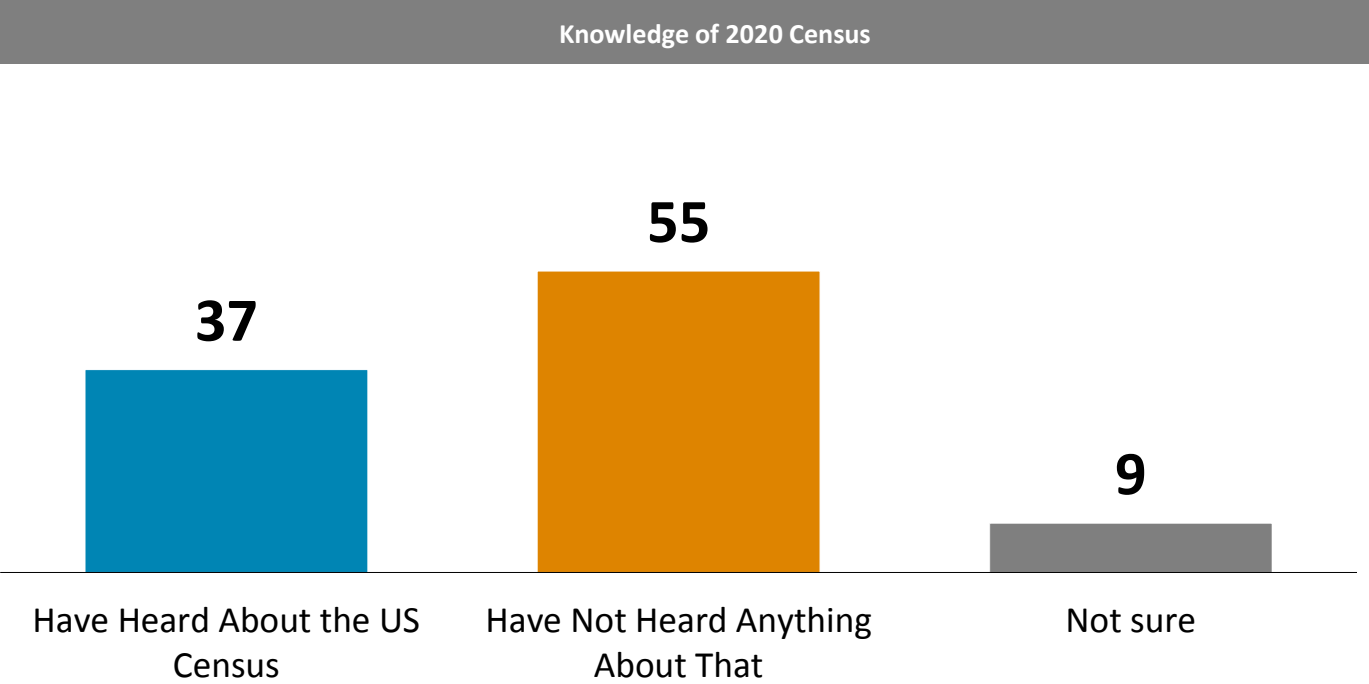
REGION



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

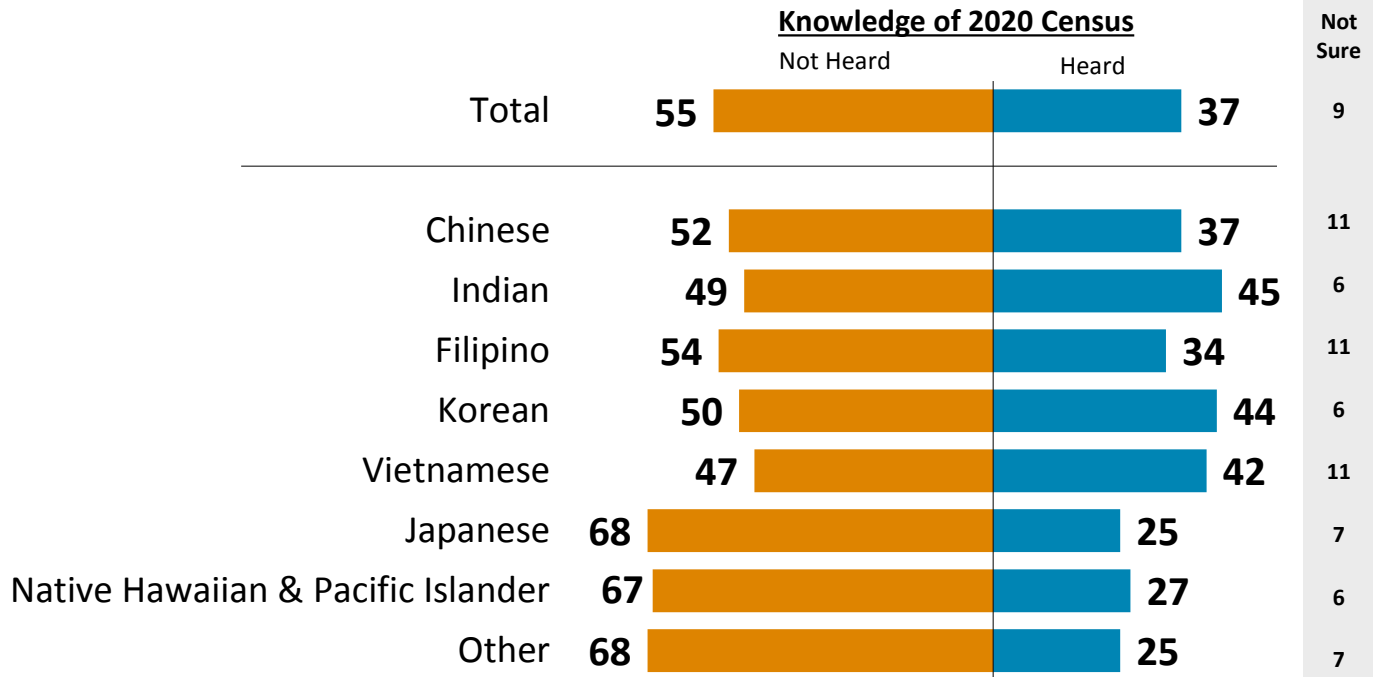


A majority (55%) of AAPIs have not heard anything about the 2020 Census.



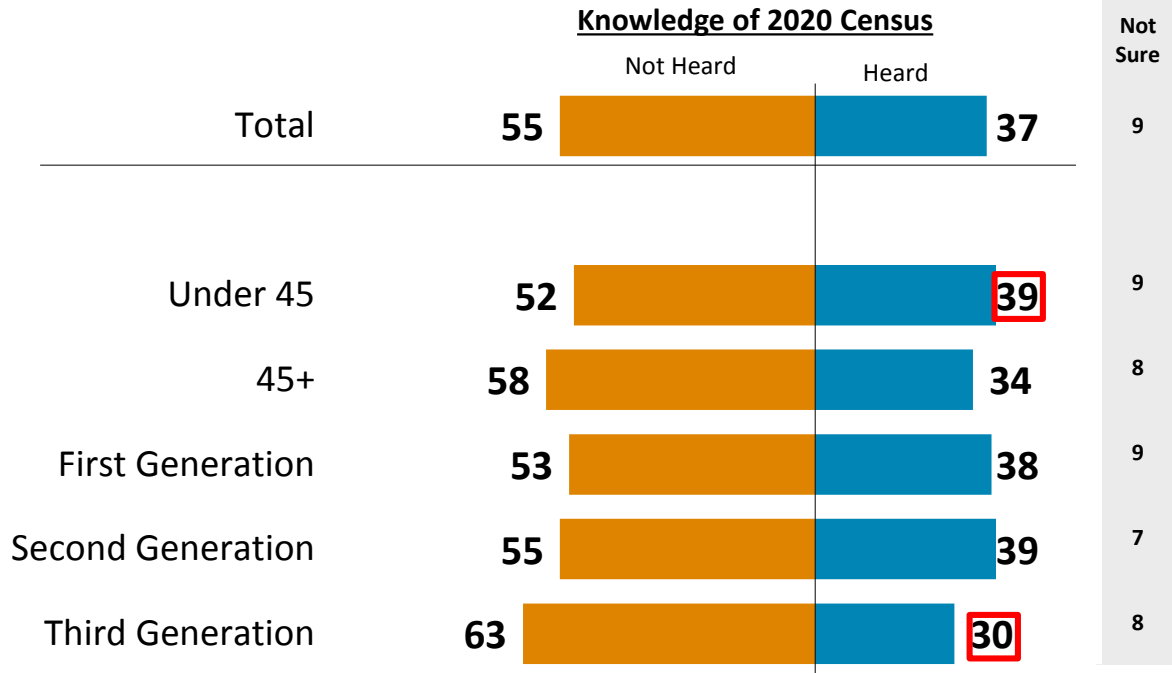
Q10. Have you heard anything about the next U.S. Census taking place in 2020 or, like many people, have you not heard anything about that?

Knowledge of the 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.



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?

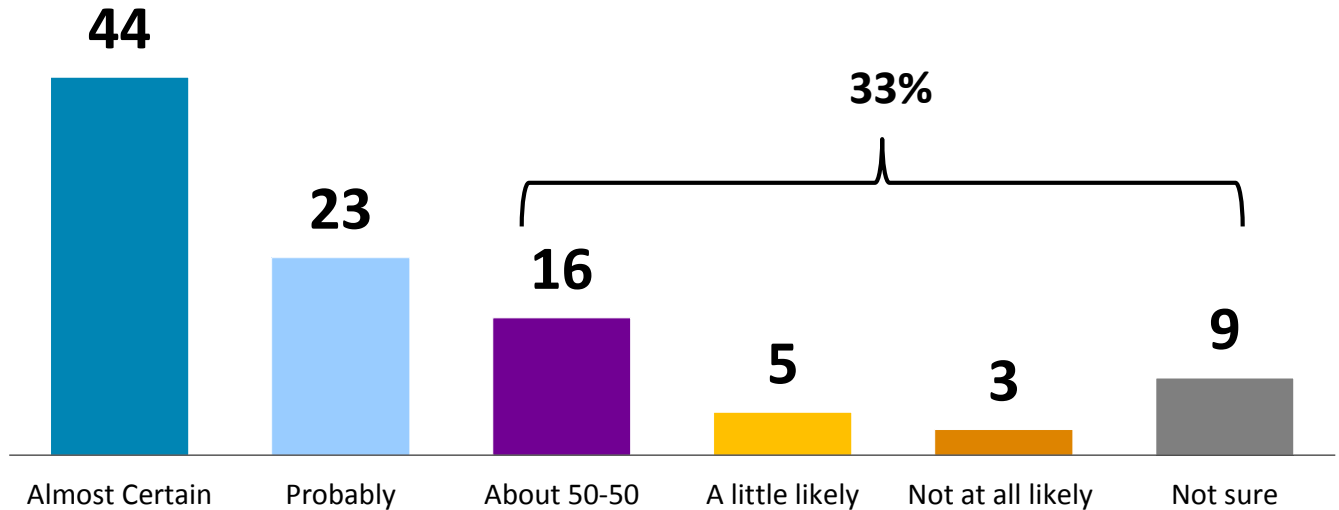
Knowledge of the upcoming census is highest among younger AAPIs and first or second generation immigrants.



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?

Two in three (67%) AAPIs say they will almost certainly or probably participate in the next census, leaving one-third who are uncertain if they will participate.

Likelihood of Participating in the Next Census



Indian Americans, Chinese Americans, and Japanese Americans are most likely to say they will participate in the U.S. Census, while Native Hawaiians and other groups are less sure.

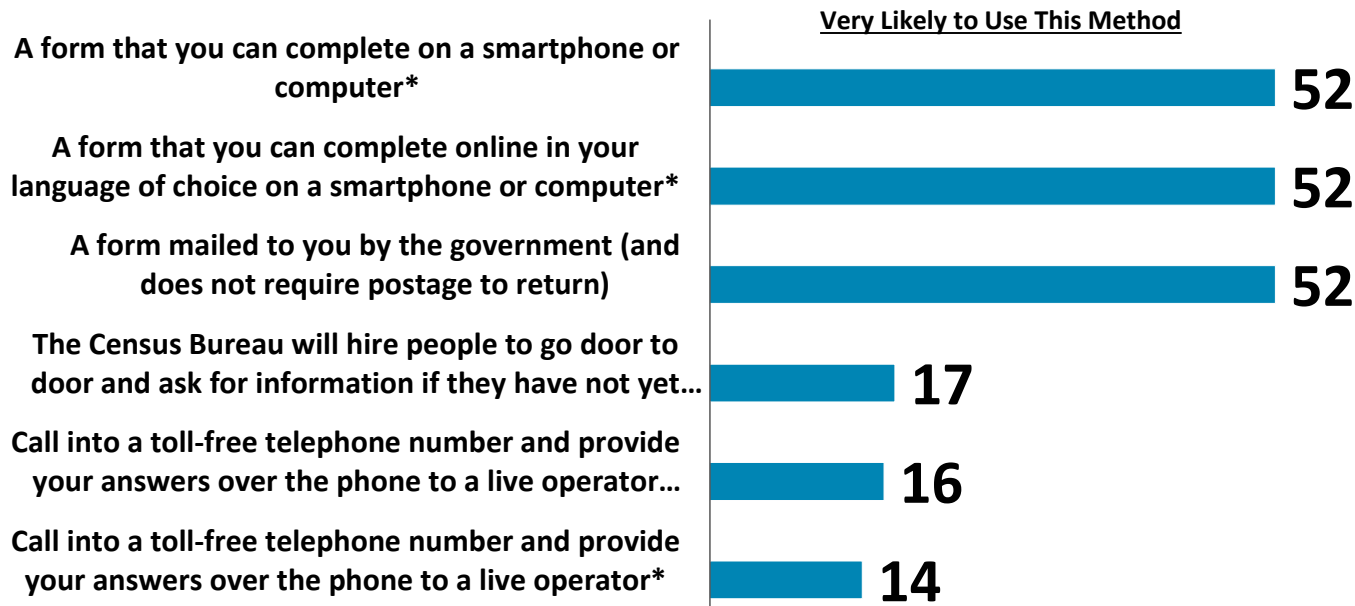
Initial Completion (%)	Total	Chinese	Indian	Filipino	Korean	Vietnamese	Japanese	Native Hawaiian & Pacific Islander	Other
Almost Certain	44	46	47	38	43	37	46	35	53
Probably	23	24	22	19	25	23	29	25	21
About 50-50	16	15	16	21	18	15	12	15	10
A Little Likely	5	2	7	7	2	9	1	7	4
Not at All Likely	3	1	2	4	5	6	3	8	4
Not Sure	9	11	5	11	7	10	9	10	8

Darker colors indicate intensity.

Q11. How likely would you say you are to participate in the next US Census?

AAPI Americans say they are most likely to complete the census using the online option or by returning the paper form. Very few see themselves using the door-to-door option or the call-in number.

Preferred Method of Response



* Indicates split sample.

Q13. Below are four ways to respond to the US Census. Please rate each item on a scale from 1 to 5, where FIVE means you are very likely you would be to use that method to complete the US Census, and 1 means you are not at all likely to use that method to complete the US

Vietnamese Americans are particularly responsive to the option of completing the census online in-language, while Native Hawaiians and Pacific Islander Americans, Indian Americans, and Korean Americans prefer the paper form.

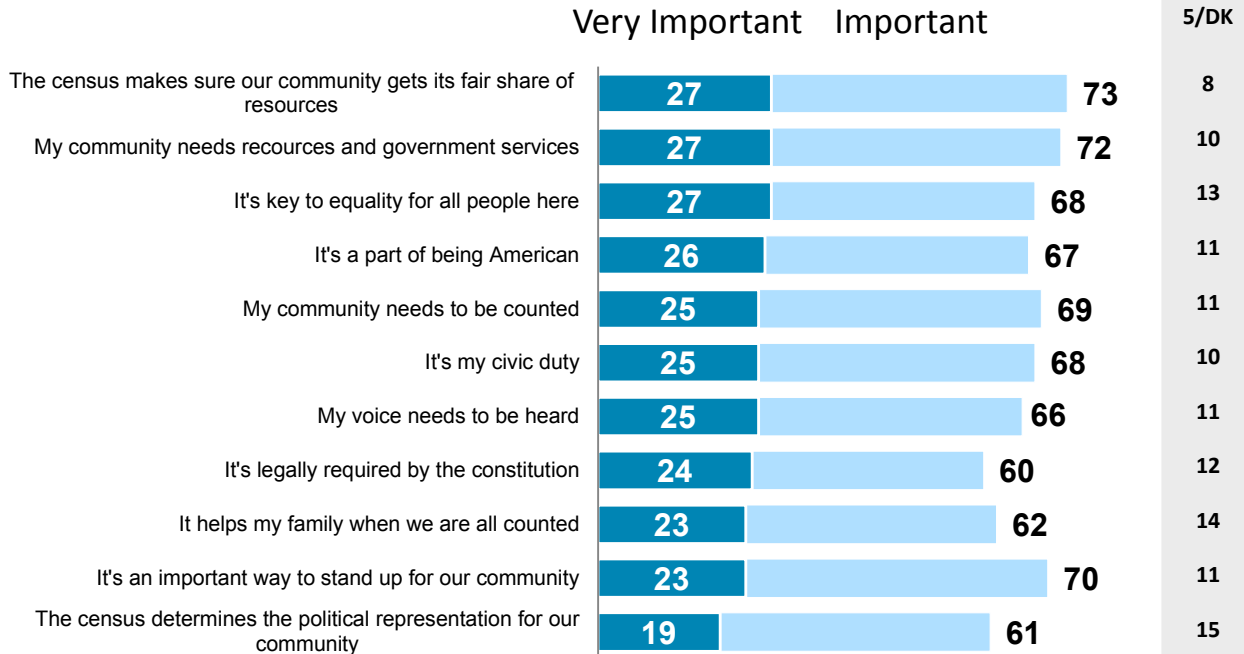
Preferred Method of Response % Very Likely To Use	Total	Chinese	Indian	Filipino	Korean	Vietnamese	Japanese	Native Hawaiian & Pacific Islander	Other
A form that you can complete online on a smart phone or computer*	52	57	46	53	48	46	68	47	56
A form that you can complete online in your language of choice on a smartphone or computer*	52	52	56	48	50	62	45	45	53
A form mailed to you by the government (and does not require postage to return)	52	46	58	51	53	40	49	62	58
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	17	12	26	16	25	19	9	17	12
Call into a toll-free telephone number and provide your answers over the phone to a live operator in your language of choice	16	14	19	15	16	15	8	12	19
Call into a toll-free telephone number and provide your answers over the phone to a liver operator	14	13	23	13	11	21	7	8	7

* Indicates split sample.

Q13. Below are four ways to respond to the US Census. Please rate each item on a scale from 1 to 5, where FIVE means you are very likely you would be to use that method to complete the US Census, and 1 means you are not at all likely to use that method to complete the US

Two of the top three reasons for participating in the census include making sure that our communities get resources.

Reasons to Participate in the US Census



Darker colors indicate intensity.

Q14. Below is a list of reasons to participate in the US Census. Please rate each reason on a scale from ZERO to TEN, where ZERO means it is not at all important reason for you, and TEN means it is a very important reason for you.

All three of the top reasons to participate in the census test well among different AAPI communities, particularly Filipinos and Native Hawaiian/Pacific Islanders.

Top Three Reasons to Participate in the US Census (% very important)	Total	Chinese	Indian	Filipino	Korean	Vietnamese	Japanese	Native Hawaiian & Pacific Islander	Other
The census makes sure our community gets its fair share of resources	27	27	24	31	23	22	29	35	33
My community needs resources and government services	27	25	18	31	22	21	30	36	41
It's key to equality for all people here	27	28	20	31	23	20	22	32	37

Q14. Below is a list of reasons to participate in the US Census. Please rate each reason on a scale from ZERO to TEN, where ZERO means it is not at all important reason for you, and TEN means it is a very important reason for you.

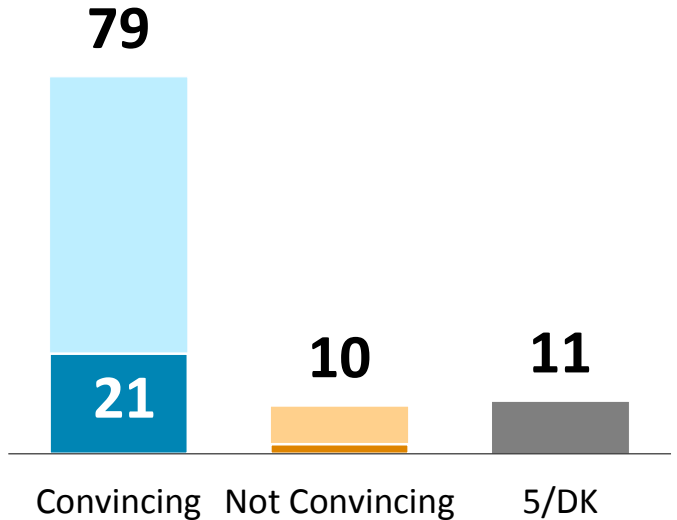
Among those who shift towards becoming more likely to complete the census after messaging, “my community needs resources and government services” rates highest.

Top Three Reasons to Participate in the US Census (% very important/10)	Total	Under 45	45+	First Gen	Second Gen	Third+ Gen	Concerned About Citizenship Question	Not Concerned about Citizenship Question	Shift Towards Likely to Complete Census
The census makes sure our community gets its fair share of resources	27	25	30	28	26	30	28	28	20
My community needs resources and government services	27	24	31	26	27	32	28	26	22
It's key to equality for all people here	27	23	31	29	23	25	25	28	19

Q14. Below is a list of reasons to participate in the US Census. Please rate each reason on a scale from ZERO to TEN, where ZERO means it is not at all important reason for you, and TEN means it is a very important reason for you.

Responses to the tested advertisement were positive, with nearly 8 in 10 (79%) rating the advertisement as a convincing reason to participate in the census.

2010 US Census Advertisement

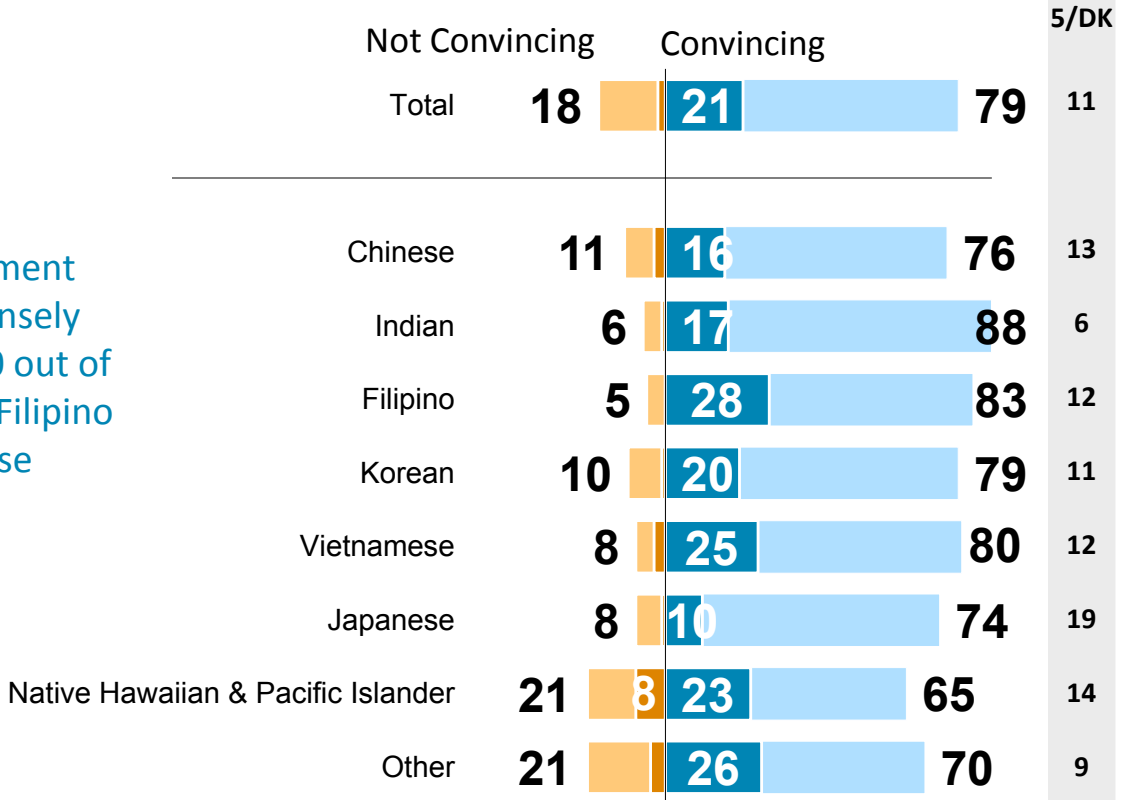


Darker colors indicate intensity.

Q15. Below is an image of an advertisement used in 2010 designed to encourage participation in the census. Please rate how convincing this advertisement would be for you to participate in the US Census on a scale from 0 to 10, where ZERO means it is a not at all convincing advertisement to participate in the US Census and TEN means it is a very convincing advertisement. [USE ADVERTISEMENT THAT MATCHES LANGUAGE OF SURVEY]

2010 US Census Advertisement

The advertisement was most intensely convincing (10 out of 10) to Indian, Filipino and Vietnamese Americans.

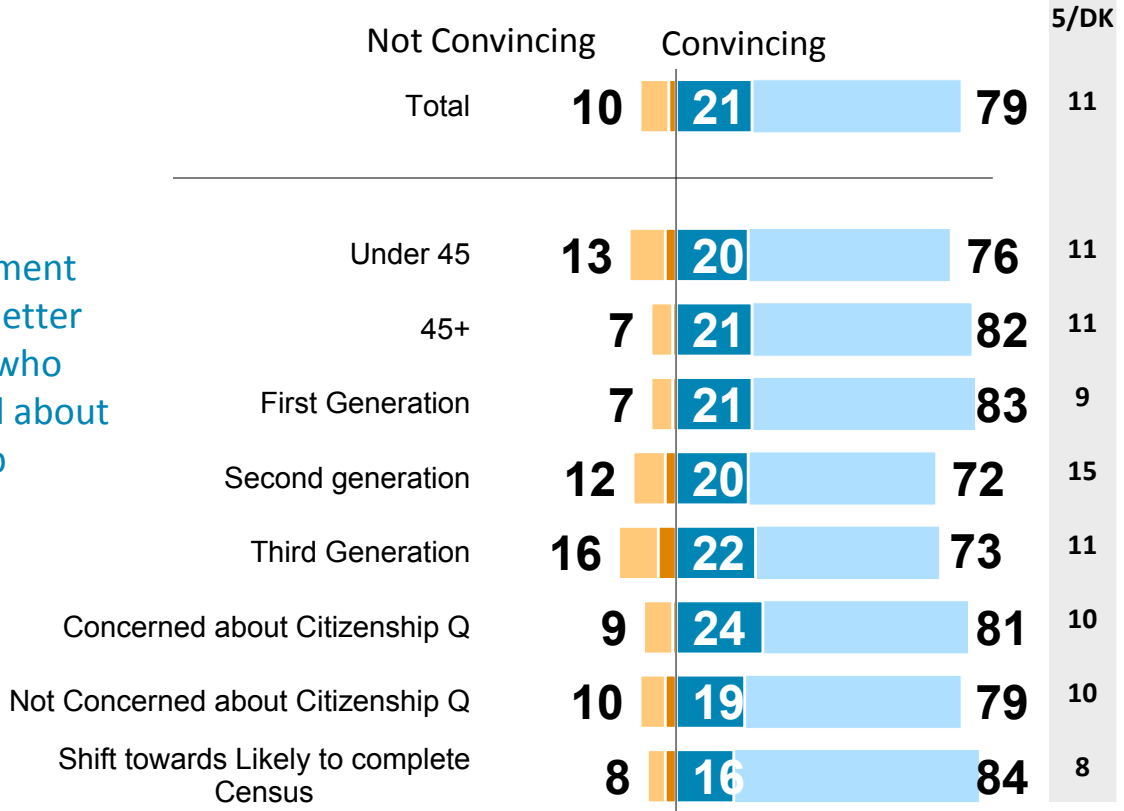


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2010 US Census Advertisement

The advertisement does slightly better among those who are concerned about the citizenship question.



Darker colors indicate intensity.

Q15. Below is an image of an advertisement used in 2010 designed to encourage participation in the census. Please rate how convincing this advertisement would be for you to participate in the US Census on a scale from 0 to 10, where ZERO means it is a not at all convincing advertisement to participate in the US Census and TEN means it is a very convincing advertisement. [USE ADVERTISEMENT THAT MATCHES LANGUAGE OF SURVEY]

The *Family* message is particularly strong among Filipino Americans and ranks as one of the top two messages for all AAPIs.

% Very Convincing	Total	Chinese	Indian	Filipino	Korean	Vietnamese	Japanese	Native Hawaiian & Pacific Islander	Other
Family*	42	43	42	48	33	34	41	42	44
Family – Children Focus*	41	42	46	43	47	29	31	38	40
Resources*	38	35	37	43	45	33	32	37	38
Helped in Past*	38	35	41	38	37	35	35	42	41

*Messages split-sampled.

Q20. Below are some statements to encourage people to participate in the census. Please give each a rating on how convincing a reason to participate in the Census it is to you - very convincing, somewhat convincing, not too convincing, or not at all convincing {RANDOMIZE LIST}

Among those who move towards participation after messaging, the *Children Focus* message is the most effective, with nearly half (48%) saying it is a very convincing reason to participate in the U.S. Census.

% Very Convincing	Total	Under 45	45+	First Gen	Second Gen	Third+ Gen	Concerned About Citizenship Question	Not Concerned about Citizenship Question	Shift Towards Likely to Complete Census
Family*	42	38	45	44	36	40	46	39	38
Family – Children Focus*	41	42	41	44	40	30	40	45	48
Resources*	38	36	40	40	35	36	40	38	35
Helped in Past*	38	37	39	38	38	42	43	36	36

*Messages split-sampled.

Q20. Below are some statements to encourage people to participate in the census. Please give each a rating on how convincing a reason to participate in the Census it is to you - very convincing, somewhat convincing, not too convincing, or not at all convincing {RANDOMIZE LIST}

The top message for communicating the importance of the census is *Family*, which is very convincing for 42% of AAPIs, followed by the version which has a *Children Focus*.

Top Tier Messages (Ranked by Very Convincing)	Very Convincing	Total Convincing
[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.	42	79
[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.	41	81
[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.	38	78
[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.	38	76

*Messages split-sampled.

Q20. Below are some statements to encourage people to participate in the census. Please give each a rating on how convincing a reason to participate in the Census it is to you - very convincing, somewhat convincing, not too convincing, or not at all convincing {RANDOMIZE LIST}

Across the board, the best way to deliver this advertisement for AAPIs is to mail it to their homes. Online ads are helpful to reach those who become more likely to participate after messages.

Means or Placement of Advertising (% Rate 5)	Total	Under 45	45+	First Gen	Second Gen	Third+ Gen	Concerned About Citizenship Question	Not Concerned about Citizenship Question	Shift Towards Likely to Complete Census
Mailed to your house	45	38	53	46	41	47	43	49	37
Television advertisement	36	30	42	39	29	38	42	31	31
Online advertisement	28	31	25	30	24	29	35	23	33
Placed in a community center	27	28	26	29	24	25	33	22	26
Advertisement in a major metropolitan area	26	24	29	28	23	27	32	22	19
Billboard	25	25	26	27	23	25	31	22	28
Advertisement in an ethnic newspaper	24	23	25	24	24	21	29	19	20
Placed in a local business shop	24	26	22	24	23	29	28	21	24
Placed in a house of worship	20	20	19	19	19	25	24	16	15

Q18. Below are places where an advertisement could be displayed that would encourage your participation in your census. Please rate each item, on a scale from 1 to 5, where FIVE means it is very likely to encourage your participation in the US Census, and ONE means that it is not at all likely to encourage participation in the US Census.

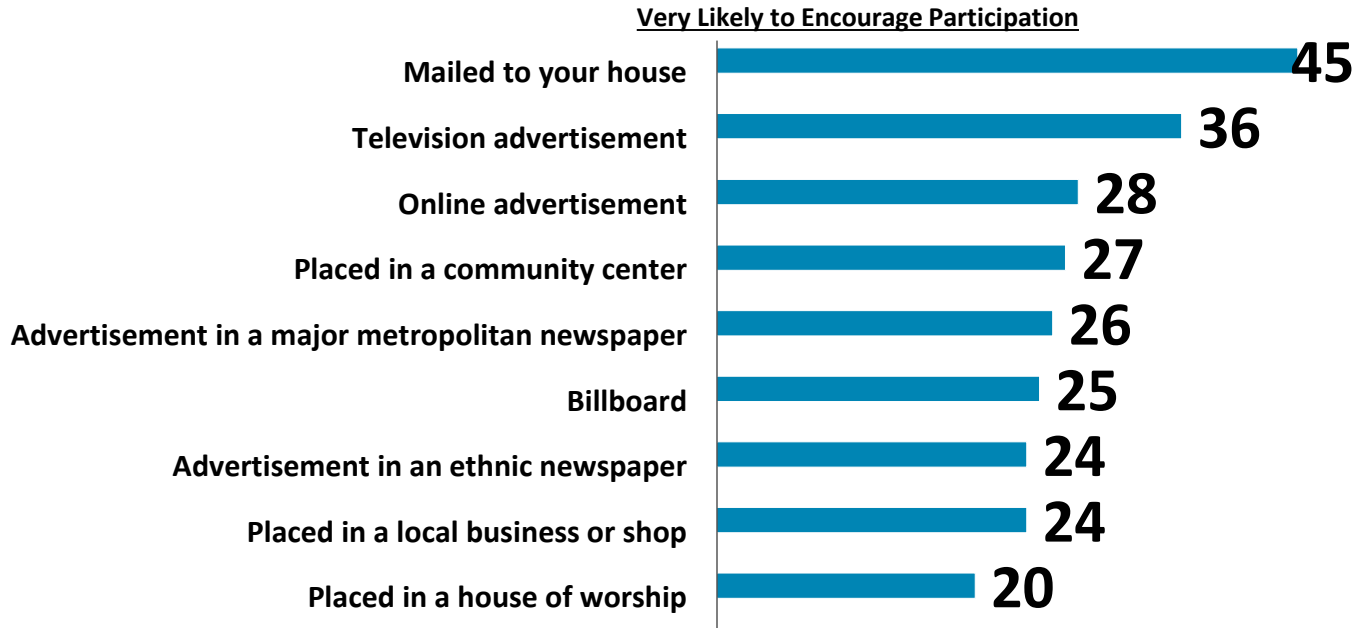
Mail advertising is the most likely to encourage participation in the census across most AAPI communities. Indian Americans rate television advertisements slightly higher.

Means or Placement of Advertising (% Rate 5)	Total	Chinese	Indian	Filipino	Korean	Vietnamese	Japanese	Native Hawaiian & Pacific Islander	Other
Mailed to your house	45	41	43	47	40	41	45	43	56
Television advertisement	36	24	45	38	33	33	27	39	44
Online advertisement	28	13	40	32	27	34	15	31	29
Placed in a community center	27	18	34	32	20	34	14	29	29
Advertisement in a major metropolitan area	26	20	31	28	27	27	21	31	27
Billboard	25	19	33	28	20	30	14	30	26
Advertisement in an ethnic newspaper	24	20	31	23	24	21	14	26	23
Placed in a local business shop	24	18	28	31	21	25	13	29	23
Placed in a house of worship	20	12	21	24	17	19	10	19	30

Q18. Below are places where an advertisement could be displayed that would encourage your participation in your census. Please rate each item, on a scale from 1 to 5, where FIVE means it is very likely to encourage your participation in the US Census, and ONE means that it is not at all likely to encourage participation in the US Census.

The top medium through which to encourage census participation among AAPI Americans is by mailing information to people's homes, followed by television advertisements.

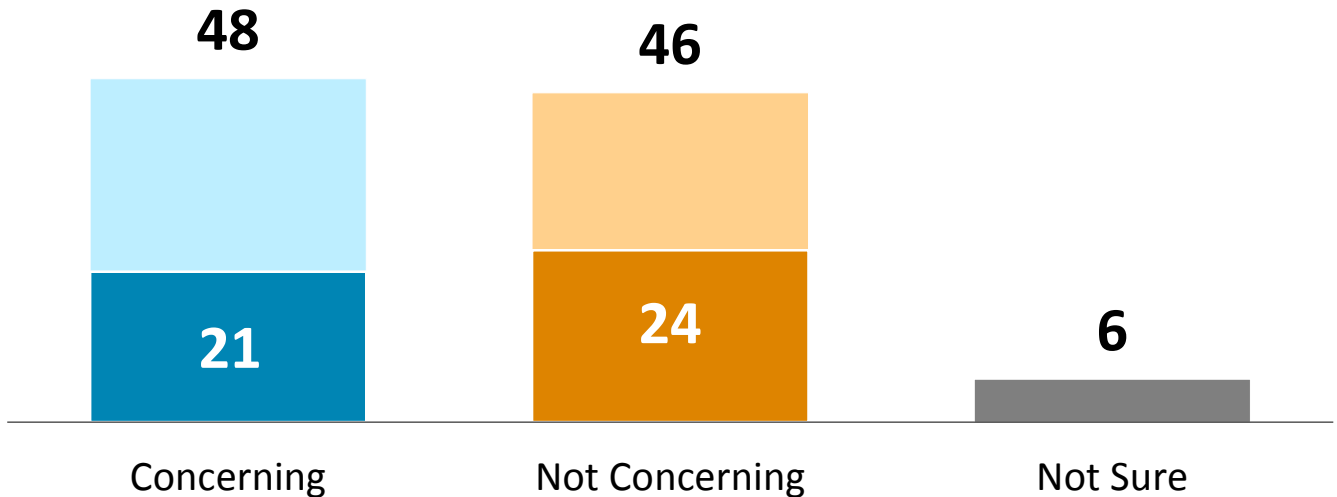
Means or Placement of Advertising



Q18. Below are places where an advertisement could be displayed that would encourage your participation in your census. Please rate each item, on a scale from 1 to 5, where FIVE means it is very likely to encourage your participation in the US Census, and ONE means that it is not at all likely to encourage participation in the US Census.

Nearly half (48%) of AAPI Americans are concerned about the addition of the citizenship question, indicating a potentially serious impact on participation.

Concern in Regards to the Addition of the Citizenship Question

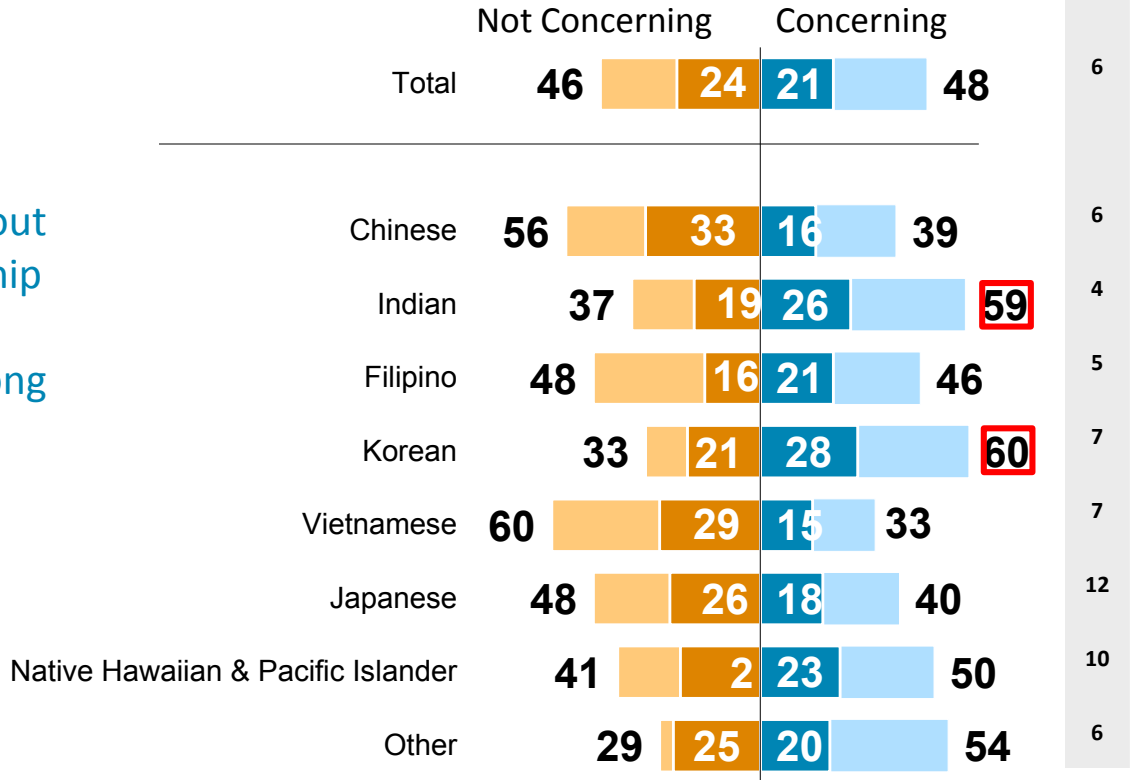


Darker colors indicate intensity.

Q25. Regardless of whether you have heard of it or not, how concerning would a question on the US Census asking if you are a citizen or not be?

Concern About Citizenship Question

Concern about the citizenship question is highest among Korean and Indian Americans.

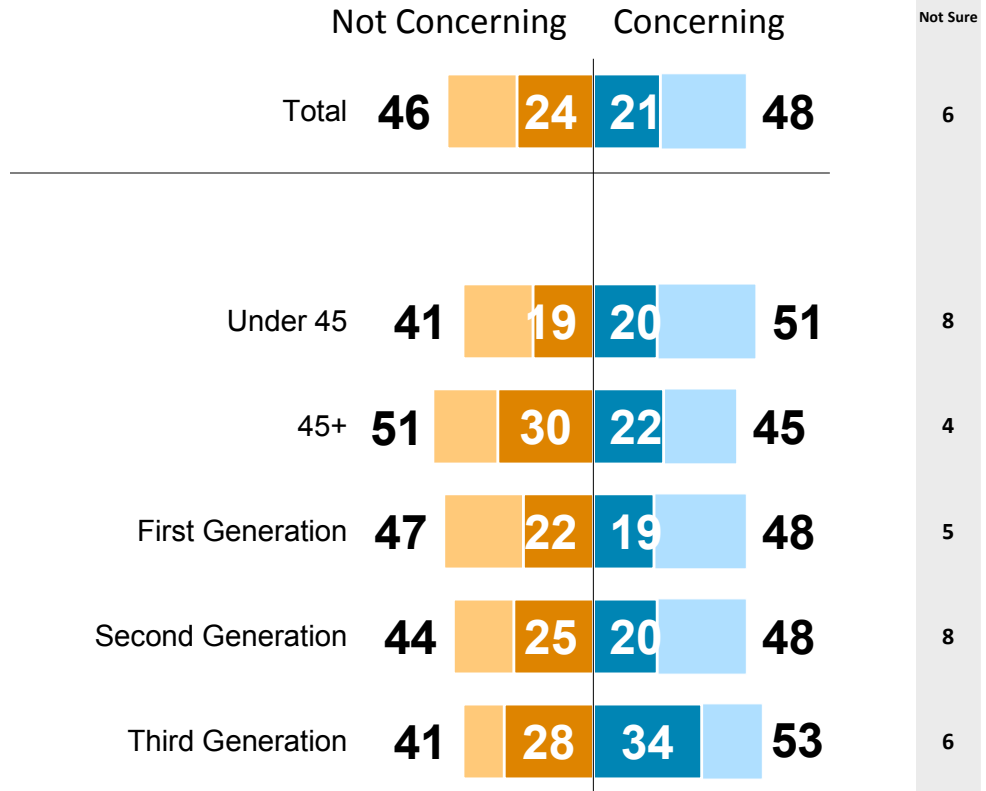


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Q25. Regardless of whether you have heard of it or not, how concerning would a question on the US Census asking if you are a citizen or not be?

Concern About Citizenship Question

Interestingly, concern about the citizenship question is higher among third generation and beyond AAPIs.



Darker colors indicate intensity.

Q25. Regardless of whether you have heard of it or not, how concerning would a question on the US Census asking if you are a citizen or not be?

Those who are concerned about the citizenship question and those who become more likely to complete the census after messaging are more likely to use the mail-in option to complete the census.

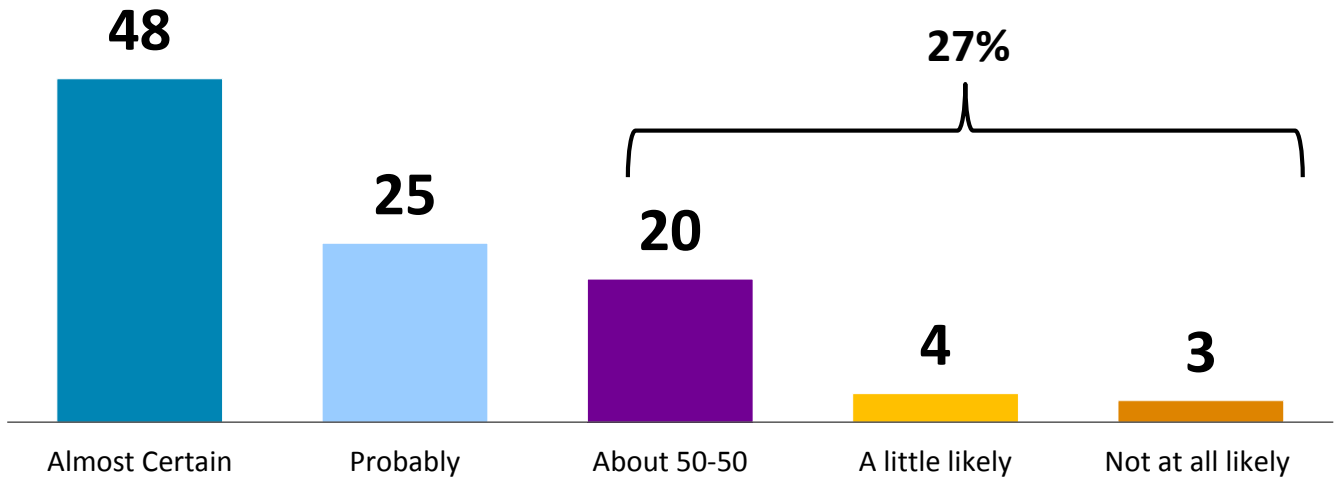
Preferred Method of Response	Total	Under 45	45+	First Gen	Second Gen	Third+ Gen	Concerned About Citizenship Question	Not Concerned about Citizenship Question	Shift Towards Likely to Complete Census
A form that you can complete online on a smart phone or computer*	52	41	66	54	47	60	52	55	42
A form that you can complete online in your language of choice on a smartphone or computer*	52	59	44	53	54	48	51	55	50
A form mailed to you by the government (and does not require postage to return)	52	51	52	52	51	55	55	52	57
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	17	17	18	19	14	18	22	15	17
Call into a toll-free telephone number and provide your answers over the phone to a live operator in your language of choice	16	15	16	17	13	20	23	10	19
Call into a toll-free telephone number and provide your answers over the phone to a live operator	14	15	13	15	13	14	19	10	14

* Indicates split sample.

Q13. Below are four ways to respond to the US Census. Please rate each item on a scale from 1 to 5, where FIVE means you are very likely you would be to use that method to complete the US Census, and 1 means you are not at all likely to use that method to complete the US Census.

After hearing messages encouraging participation in the census, by the end of the survey, nearly 3 in 4 (73%) of Asian Americans say they probably or certainly will participate in the next U.S. Census.

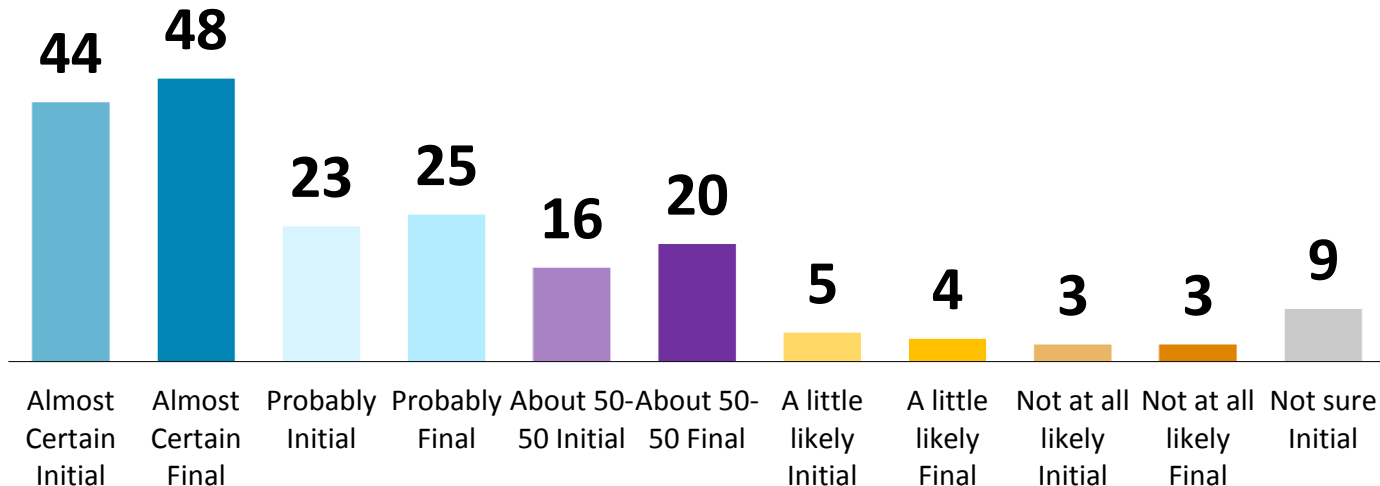
Final Likelihood of Participation in Next Census



Q26. Sometimes in a survey like this, people change their minds. Once more, how likely would you say you are to participate in the next US Census if the citizenship question is on the census form?

Messaging helps us make modest gains across the board in participation, with more AAPIs likely to say they are almost certain or probably certain they will participate in the next census.

Initial to Final Likelihood of Participating in Next Census



Q11. How likely would you say you are to participate in the next US Census?

Q26. Sometimes in a survey like this, people change their minds. Once more, how likely would you say you are to participate in the next US Census if the citizenship question is on the census form?

Shift Towards Likely to Participate – 13% of AAPIs

After messaging, those who shift towards participation are more likely to be women, under 45, and Filipino Americans or Vietnamese Americans.

Profile of Those Who Shift Towards Likely To Participate in US Census

	% of Shifters	% of All
Men	28	47
Women	72	53
Under 45	66	54
45 and Over	34	46
Northeast	12	20
Midwest	11	12
South	29	24
West	48	44

Profile of Those Who Shift Towards Likely To Participate in US Census

	% of Shifters	% of All
Chinese	17	21
Indian	21	19
Filipino	22	17
Vietnamese	14	10
Korean	10	10
Japanese	4	5
Native Hawaiian/ Pacific Islander	5	4
Other Asians	7	14

Shift Towards Not Likely to Participate– 12% of AAPIs

Underscoring the importance of communicating with women and AAPIs under 45, those are the groups who also shift towards not participating in the Census. Chinese Americans are also more likely to move towards being less likely to participate in the census.

Profile of Those Who Shift Towards Not Likely To Participate in US Census

	% Of Shifters	% of All
Men	35	47
Women	65	53
Under 45	67	54
45 and Over	33	46
Northeast	27	20
Midwest	8	12
South	16	24
West	49	44

Profile of Those Who Shift Towards Not Likely To Participate in US Census

	% of Shifters	% of All
Chinese	28	21
Indian	14	19
Filipino	17	17
Vietnamese	12	10
Korean	9	10
Japanese	3	5
Native Hawaiian/ Pacific Islander	4	4
Other Asians	12	14

The Takeaways

- A majority of AAPIs have not heard anything about the upcoming census, and only 2/3 say they would be likely to participate.
- AAPIs strongly prefer the paper form and online options to the phone or in-person options, with those concerned about the citizenship question more likely to use the paper option.
- Our messaging should highlight that the census helps your community get its fair share of resources and government services, that it is key to equality, and that completing the census will help your family.

The Takeaways

- AAPIs rate the advertisements as a convincing reason to participate and would like to see the advertisement mailed to their houses.
- More than one in three (34%) AAPIs give a great deal of attention to friends and family as a source of information about the US Census.
 - While Friends and Family rates highest among those under 45 years old (40% great deal of attention), those 45 and over narrowly rate English language news media (32%) higher than friends and family (28%).
 - For women particularly, communicating through children’s schools (30%) may be an effective avenue, the second best testing item for that group after Friends and family (36%).
- Communicating with AAPIs, particularly women and those under 45, is important to ensuring fair and accurate representation in 2020.

QUESTIONS?

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