



ASIAN AMERICANS
ADVANCING
JUSTICE
AAJC

2020 Census

Asian American Messaging Research

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 - First Phase

Ten focus groups in-language:

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



Key Findings

- **The Census**

- The awareness about the U.S. Census in these groups is very low. While some participants know what it is in theory, almost no one, across all 10 groups, knew that the census is coming up in 2020

- **Citizenship Question**

- All groups are highly 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



**Help your community.
Make sure everyone in your house
gets counted.**

PLEASE SEND YOUR CENSUS FORM BACK

United States
Census 2010
U.S. Department of Commerce
Economic and Statistics Administration

আপনার কমিউনিটিকে সাহায্য করুন।
আপনার পরিবারের প্রত্যেককে গণনা করা
হয়েছে কি না নিশ্চিত হয়ে নিন।

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Census 2010
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Economic and Statistics Administration

ช่วยชุมชนของคุณ
ตรวจสอบให้มั่นใจว่าทุกคนใน
บ้านได้ถูกนับรวม

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United States
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Economic and Statistics Administration

**Help your community.
Make sure everyone in your house
gets counted.**

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ຊ່ວຍຊຸມຊົນຂອງທ່ານ. ຈົ່ງໃຫ້ພໍ້ໃຈວ່າ
ທຸກຄົນໃນຕົວເຮືອນຂອງທ່ານຖືກນັບ.

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United States
Census 2010
U.S. Department of Commerce
Economic and Statistics Administration

Pab koj lub zej zos. Yuav tsum ua tib zoo
pab kom txhua tus neeg hauv koj tsev yuav
raug suav thiab.

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Census 2010
U.S. Department of Commerce
Economic and Statistics Administration

សូមជួយសហគមន៍របស់អ្នក
សម្រេចបាននូវលទ្ធផលដ៏ល្អបំផុត
ដោយធានាថា មនុស្សគ្រប់គ្នា
ត្រូវបានគិតបញ្ចូល

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家族全員で国勢調査に参加。
私たちコミュニティの向上に
役立ちましょう。

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Economic and Statistics Administration

Tulongan ang inyong komunidad.
Siguraduhing mabilang nang lahat
ng kasambahay.

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Census 2010
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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**



Key Findings

- **“Feeling American”**
 - Nearly all participants agree that they are very happy to be in America but when it comes to “being American,” many feel that it is tied to citizenship and knowing the language
- **“Standing up against racism and discrimination to be counted”**
 - This idea and message was perceived as too aggressive
 - Exception in California



Key Findings

- **Confusion**

- Groups had confusion as to whether only citizens should participate
 - Note: Confusion occurred before citizenship question surfaced

- **Concerns and Barriers**

- All groups had major concerns about security, especially about the potential for the government to misuse data

- **Geography Matters**

- California and New York groups were less concerned about representation and visibility because their AAPI communities have a large geographic presence



Differences Among Ethnic Groups

- **The mixed-Asian group, conducted in English, is very different from the rest.**
 - They identify more strongly as American than any other group
 - They respond to tangible benefits the census provides
- **The Korean group has a strong sense of community** but has serious security concerns about hacking and is scared of being singled out
- **The Urdu-speaking group has major security concerns**, not just relating to ICE, but also from Homeland Security and tracking of their communities by the government



Differences Among Ethnic Groups

- **The Chinese and Hindi-speaking group are focused on tangible benefits** and the Hindi group liked the idea of their community gaining political power as a result of the census
- **The Cambodian group liked the idea of being visible** and counted likely due to their immigration pattern and having a small community in the U.S., which is often not acknowledged
- **The Hmong group has concerns about being isolated**, but one important finding is that the concept of visibility did not translate very well for this group. This group was fairly pro-America, perhaps due to their refugee pattern of immigration to the country



Research - Second Phase

Online survey

- 1,500 AAPI adults nationwide (citizens and non-citizens)
 - Oversample for Native Hawaiians and Pacific Islanders
 - In-language:
 - English
 - Chinese
 - Vietnamese
 - Korean
- Expected completion in August 2018





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Questions?



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