



# Census 2020 Update

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# Very young children are most likely to be excluded from the Census count

Census 2010 missed **2.2 million** very young children, and double counted 1.2 million, for a net undercount of **1 million children, including 400,000 Latino children.**

The 2010 net undercount rate for very young Latino children was **7.1 percent**, and **6.3 percent** for African American children

Source: Child Trends Hispanic Institute and NALEO Educational Fund, *The Invisible Ones: How Latino Children are Left out of our Nation's Census Count.*



# Undercount of very young Latino children is concentrated in a few states

State	Net Undercount	Share of Net Undercount
California	-113,000	29%
Texas	-75,000	19%
Florida	-44,000	11%
Arizona	-32,000	8%
<b>New York</b>	<b>-21,000</b>	<b>5%</b>
Georgia	-21,000	5%
<b>Total for Six States</b>	<b>-306,000</b>	<b>78%*</b>
<b>United States</b>	<b>-391,000</b>	

*\*Total share is greater than sum of individual states because of rounding.*

# The President's Executive Order on Citizenship Data

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- On July 11, the President abandoned adding a citizenship question and issued an Executive Order directing federal departments to assist the Department of Commerce in determining the number of citizens and non-citizens.
- The Administration intends to release block-level data in 2021 on the citizen and non-citizen population based on information from federal and state administrative records. The Administration suggested that states could use these data to exclude non-citizens from redistricting maps.
  - This is not a decennial Census operation.
  - MALDEF and AAJC are challenging the Administration's Executive Order, on the grounds the order violates the U.S. Constitution and the Administrative Procedure Act.



# Census 2020 Question 9: Race

**Latinos continue to be directed to choose among the 1997 OMB race categories.**

**New options to indicate specific White or African American origins.**

**Afro-Latinos can use these spaces to indicate their specific identification.**

**No MENA category**

**“Some other race” remains as an option**

**What is this person's race?**

Mark  one or more boxes **AND** print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian  |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Korean     | <input type="checkbox"/> Samoan   |
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Chamorro   |
| <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴ |                                     | <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↴ |

- Some other race – Print race or origin. ↴

# Research Shows that Many Latinos Do Not Identify with the 1997 OMB Race Categories

There is a significant mismatch between Latino self-identification and the 1997 OMB race categories:

- Many Latinos do not “see themselves” in the 1997 OMB race categories, embrace their Latino or specific Hispanic national origin identity as their “race.”
- In Census 2010, 43% of Latinos chose “Some other race” or did not answer the race question.
- In 2010, 6% of all respondents – 19.1 million people – identified themselves as “Some other race”; 97% of these also indicated a Latino identification.



# NALEO MESSAGING RESEARCH 2018

- Focus group participants had a **generally positive view** of the Census; but when they saw version of actual questionnaire, hesitation, fear, lack of confidence arose.
- Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent).
- Messages about Census participation being **“Convenient, Safe and Required”** showed the most positive response in the survey.
- Messages about the role of Census data in **providing funding for local schools and community programs** were the most effective in the focus groups.



# NALEO MESSAGING RESEARCH 2018

- **“Family Members”** were the most trusted messengers.
- Nurses, doctors, health providers, Latino community organizations were also highly trusted as messengers.
- People who speak for “the children” or “the schools” – such as **teachers** -were especially trusted and convincing



# NALEO MESSAGING RESEARCH 2019

**National survey of 1,223 Latinos October 8-19** (MOE +/- 2.8%)

**Undocumented immigrant Latino oversample (N=200)**

**Great Lakes Latino oversample (N=300)**

- Significant differences between citizens and non-citizens on plans to participate, understanding uses of the Census, comfort with the questions, and messages that resonate most.
- While 89% of Latinos say they plan to participate, 50% of citizens are “extremely likely” (39% being “somewhat likely”), but only 35% of non-citizens are “extremely likely” (50% are “somewhat likely”).
- Half of all Latinos expect that there will be a citizenship question on the Census.



# NALEO MESSAGING RESEARCH 2019

## **Confidentiality and security are major concerns**

- 83% of undocumented and 74% of citizens worry the Trump administration will use Census information against immigrants
- 77% of non-citizens worry government officials or immigration enforcement could use the Census against them or their families; 55% of citizens said the same
- Among citizens 83% were fine reporting full names and dates of birth, but only 65% of non-citizens said the same.



# NALEO MESSAGING RESEARCH 2019

## **Mail and online are the preferred response options**

Among all Latinos 39% prefer mail, 33% online, 18% in person, and 10% by phone.

Among non-citizen Latinos, 42% favored mail, as do 46% of Latinos over 40. Latinos under 40 most likely to prefer online.

## **Trusted Messengers are consistent**

Latinos trust other Latinos and say are much more likely to participate if they receive information and/or encouragement from Latino community organizations (43%), followed by local teachers (34%), and local elected officials (30%).



# NALEO MESSAGING RESEARCH 2019

## Focus Groups in October and December in Atlanta, Portland, Orlando, Milwaukee, Raleigh and Phoenix

- More information needed on the Census among all groups
- Many think of the Census Bureau as “separate” from the Trump Administration
- Reminding Latinos that the Trump Administration wanted to include a citizenship question was not helpful
- English-speaking Latinos do not want a Census worker coming to their homes. **Some Spanish-dominant immigrants do want a person who can help them complete the form.**
- The race question was confusing for many, several left the question blank.



## The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

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The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” workshop opportunities
- State of the Census 2020 briefings
- Campaign material and promotional information
- Public awareness events and informational panels
- Digital and traditional media efforts
- National bilingual Census Information and Protection hotline – **877-EL-CENSO** (877-352-3676)
- Informational Website: **[hagasecontar.org](http://hagasecontar.org)**
- March 29 – Census Sunday



# Thank you.

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