ABA Webinar:
Census 2020: What Lawyers With Inquiring Clients Should Know About Confidentiality and Other Issues
Census Messaging Research

• Fewer than seven in ten householders said they intend to fill out the census form
  o Younger, less educated, Asian Americans, AIAN, NHPI least likely
• Many people were unfamiliar with the census, and there were misconceptions about its purpose and process.
  o Younger, less educated, and Asian Americans tended to be less familiar with the census
  o More than 50% of Asian Americans think only citizens are supposed to fill out census
Barriers to Participation

- Concerns about data privacy and confidentiality (particularly for communities of color)
- Fear of repercussions (particularly for Asian Americans, LEP households and the foreign-born)
- Distrust in all levels of government (high for everyone)
- A lack of efficacy (Young people least likely to believe participating matters)
- Belief that completing the census could not benefit them personally (believe was that participating in census could benefit community but not them individually)
Motivators to Participation

- Funding for public services was the most popular motivator
  - Public safety services – such as hospitals, fire departments, and police departments – and roads and highways
  - Civil Rights Enforcement 2nd most important
- Community-oriented motivators were most popular with younger people, communities of color, LEP persons, and the less educated.
Census Messaging – Key Takeaways

• Need to raise awareness of 2020 Census
  o And how it works

• Concern about confidentiality, distrust in government
  o Messaging about legal protections AND benefits

• Preference for paper form and online options

• Top messages evoke use of family and resources – focuses on benefits, not negatives

• Other messages that work for some segments:
  o Resistance as a message
  o Visibility as a message

• Preference for diversity in advertising
Census Resources – National Hubs

• **Asian American:** [https://countusin2020.org/](https://countusin2020.org/)

• **African American:**
  - Color of Change Census Hub: [https://ourcount.org/](https://ourcount.org/)
  - National Urban League Census Hub: [https://nul.org/make-black-count](https://nul.org/make-black-count)
  - NAACP Census Hub: [https://www.naacp.org/2020-census/](https://www.naacp.org/2020-census/)

• **Arab American:** [https://yallacountmein.org/](https://yallacountmein.org/)

• **Latino:** [https://hagasecontar.org/](https://hagasecontar.org/)

• **Native American:**
  - “Native Count” Campaign: [https://census.narf.org/](https://census.narf.org/)
  - National Urban Indian Coalition: [https://www.nuifc.org/about-census2020](https://www.nuifc.org/about-census2020)

• **Native Hawaiian and Pacific Islanders:** [https://countusin2020.org/nhpi](https://countusin2020.org/nhpi)
Census Resources

- Census Counts: [www.censuscounts.org](http://www.censuscounts.org)
  - Business
  - Disability
  - Immigrants
  - Faith
  - Families with Young Kids
  - LGBTQ+
  - And more!
### CountUsIn2020.org Translations

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Census Hotlines

- **Arab American Institute**: (833) 333-6864; (833) 3DD-OUNI ("Count me" in Arabic)

- **Asian Americans Advancing Justice – AAJC**: (844) 2020-API or (844) 202-0274 (English, Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, and Bengali/Bangla).

- **Lawyers’ Committee for Civil Rights**: 888-Count20

- **NALEO Educational Fund**: 877-EL-CENSO (877-352-3676) (Spanish)
Census Hotline Info

• Logistics
  o Hotlines will run through July 2020 (end of NRFU)
  o Mixture of live operators responding in real-time and voicemail messages returned
  o Coordinating across the hotlines re: FAQs, training, rapid response, etc.

• Scope
  o Broad areas related to the Census, from basic information requests to legal questions to incidents requiring significant follow-up

• Legal questions are also expected to range broadly from basic obligations regarding Census to serious threats of Census disruption
  o Attorney networks
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
Figure 3

Trust in government over time

Figure 23

Concern about confidentiality of answers to the 2020 Census.

How concerned are you, if at all, that the Census Bureau will __________?

- Not keep answers to the 2020 Census confidential (n=17,283)
  - Extremely concerned: 18%
  - Very concerned: 29%
  - Somewhat concerned: 25%
  - Not too concerned: 15%
  - Not at all concerned: 13%

- Share answers to the 2020 Census with other government agencies (n=17,283)
  - Extremely concerned: 19%
  - Very concerned: 32%
  - Somewhat concerned: 25%
  - Not too concerned: 13%
  - Not at all concerned: 11%

Source: 2020 CBAMS Public Use Microdata Sample
Notes: (1) Unweighted sample sizes are in parentheses.
(2) Appendix A reports the standard errors for all point estimates.
(3) All estimates reported in the bar were rounded to whole numbers so that the sum of estimates equals 100%.

The largest gaps in concern about the confidentiality of answers were across race and Hispanic origin, education level, age, and level of English proficiency.
Confidentiality Protection Pledge

• MALDEF and the Leadership Conference developed a census confidentiality protection pledge to boost confidence among hard-to-count populations that Census data will remain confidential because there are strong federal laws that keep individual responses confidential. However, many people are likely still reluctant to trust the government will follow the law.

• The pledge would unite a coalition of prominent and respected individuals and organizations who commit to use their power and influence to monitor for and address, deter, and end any breaches of Census data confidentiality, as well as emphasize publicly the critical importance of continued Census safety and security.

• The pledge is currently being circulated to recruit individual and organizational sign-ons, with a media and public rollout in March.