



ASIAN AMERICANS
**ADVANCING
JUSTICE**

principal race

<input type="checkbox"/>	Asian Indian	<input type="checkbox"/>	Japanese
<input type="checkbox"/>	Chinese	<input type="checkbox"/>	Korean
<input type="checkbox"/>	Filipino	<input type="checkbox"/>	Vietnam
<input checked="" type="checkbox"/>	Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.		

PREPARED FOR:

Making N.C. Count

North Carolina Statewide Convening for 2020 Census

January 31, 2019

Asian Americans Advancing Justice | AAJC

Background and Census Campaign Components

Our mission is to advance the civil and human rights for Asian Americans and to build and promote a fair and equitable society for all.

Policy

- Research
- Census Bureau Advocacy
- Congressional Advocacy

Field

- Outreach and Education Campaign
- Grassroots Advocacy

Communications

- Community Education Materials
- Earned Media
- Social Media

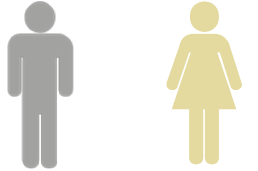
Ten Focus Groups

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

Survey Demographic Profile

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

GENDER



47% **53%**

AGE

18-30	—	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%	Vietnamese	10%
Indian	19%	Japanese	5%
Filipino	17%	Pacific Islander/ Native Hawaiian	4%
Korean	10%	Other	14%

REGION

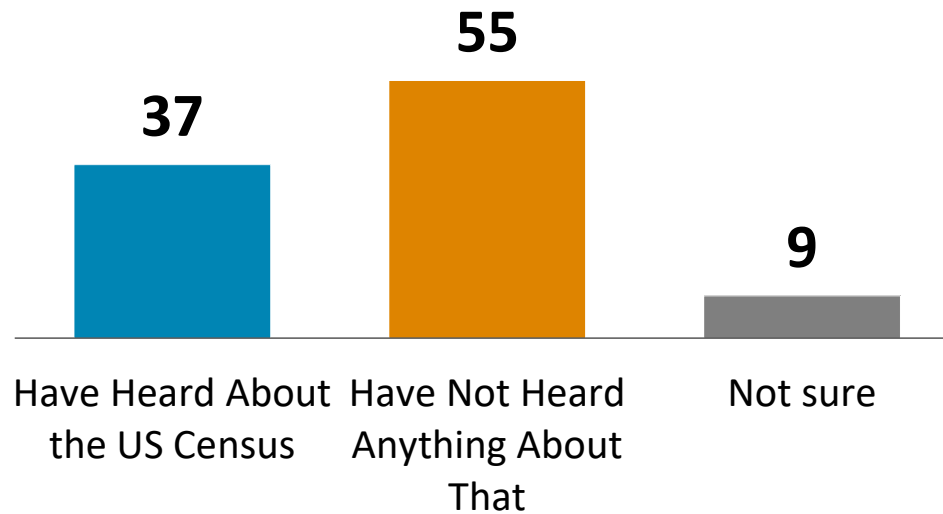


Northeast	—	20%
Midwest	—	12%
South	—	24%
West	—	44%



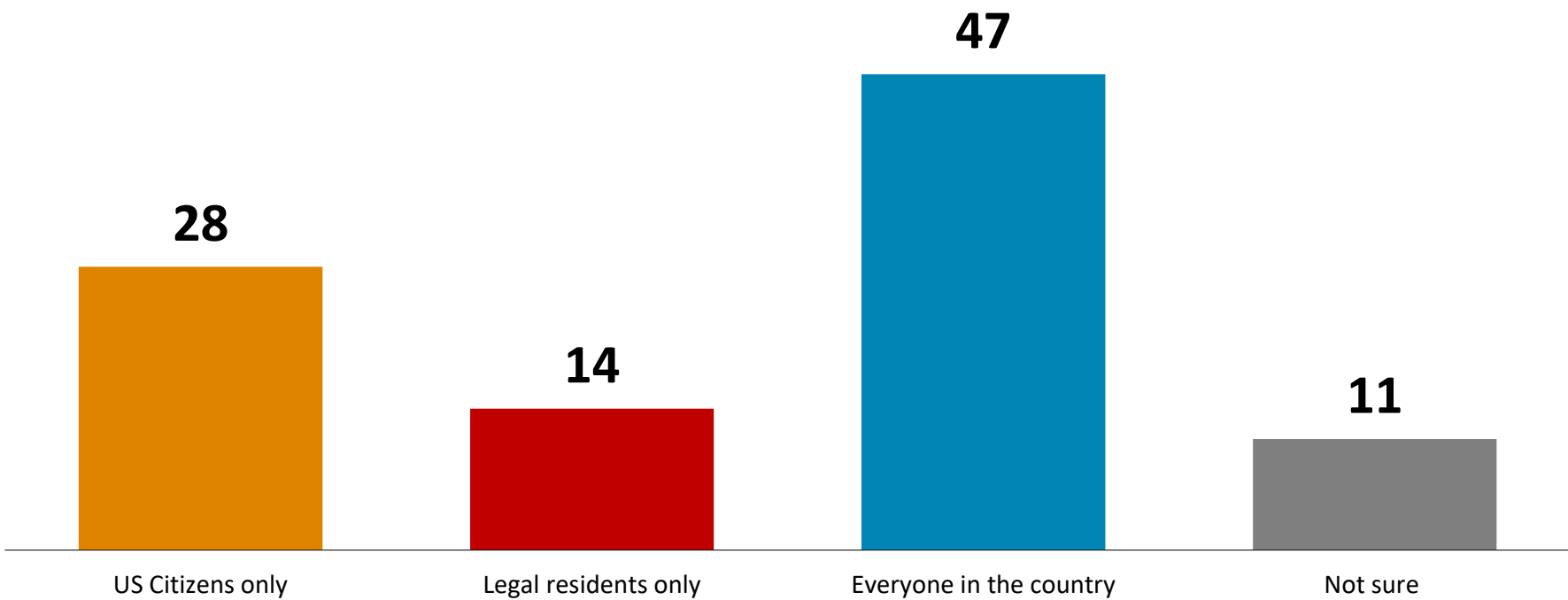
A majority (55%) have not heard anything about the upcoming 2020 Census.

Knowledge of 2020 Census



Less than half (47%) of AAPIs know that everyone in the country, regardless of immigration status, is required to participate in the US Census.

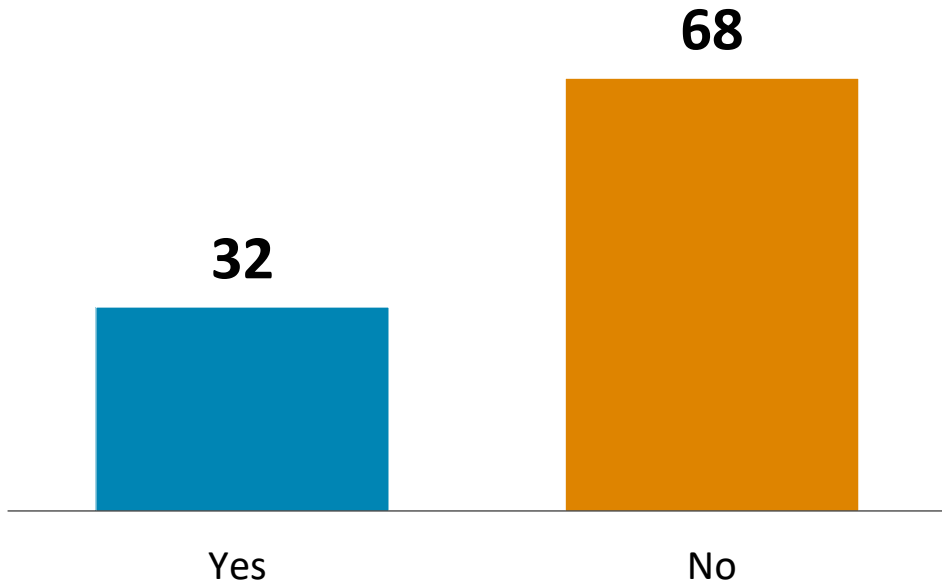
Perception of Who Is Required to Participate in the US Census



More than 2 in 3 (68%) AAPIs do not know about the addition of the citizenship question

Citizenship Question

Knowledge of the Addition of the Citizenship Question

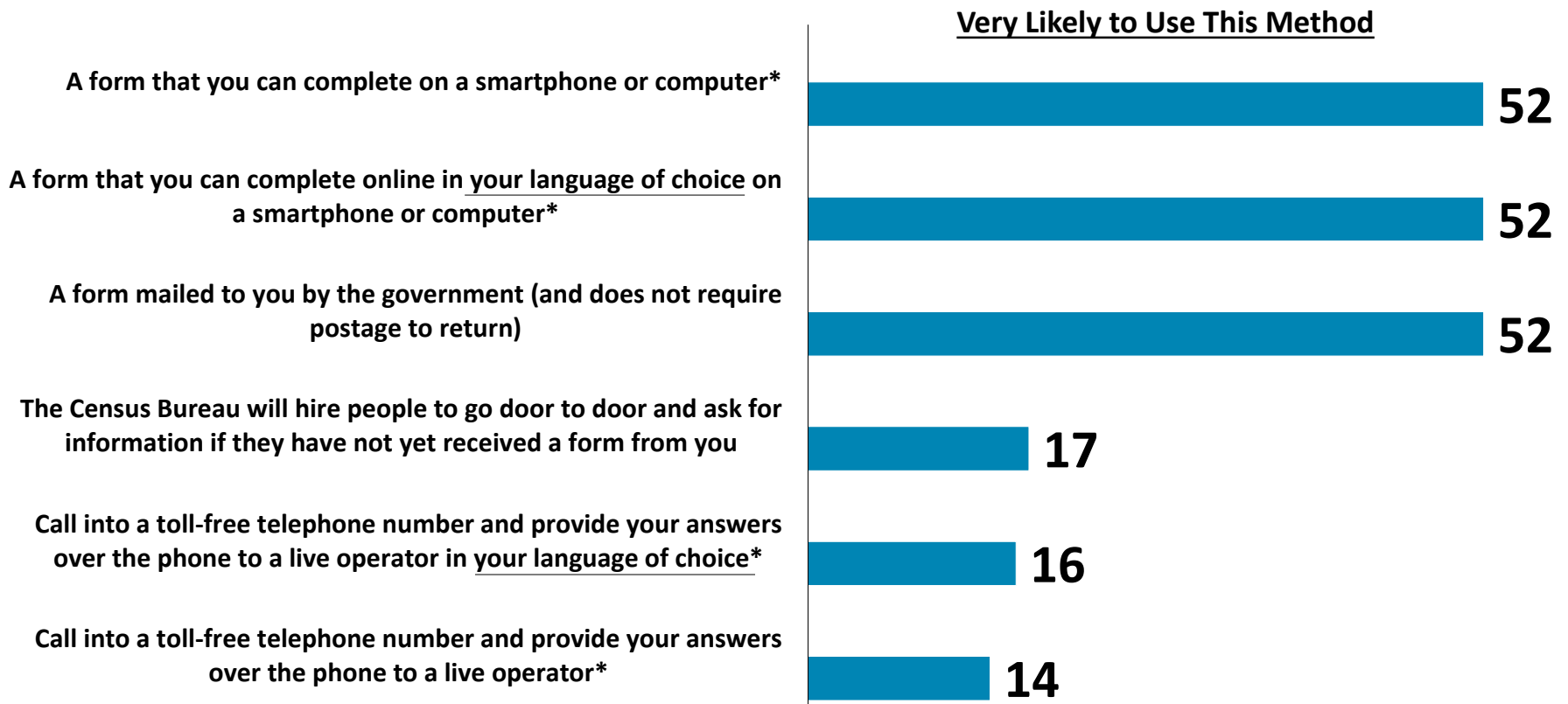


Top testing messages in favor of participating in the census focus on *Family (Note w/ Children)*

Top Tier Positive Message Language (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
[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
[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
[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.	37	76

AAPIs say they are most likely to complete the census using the online option or by returning the paper form.

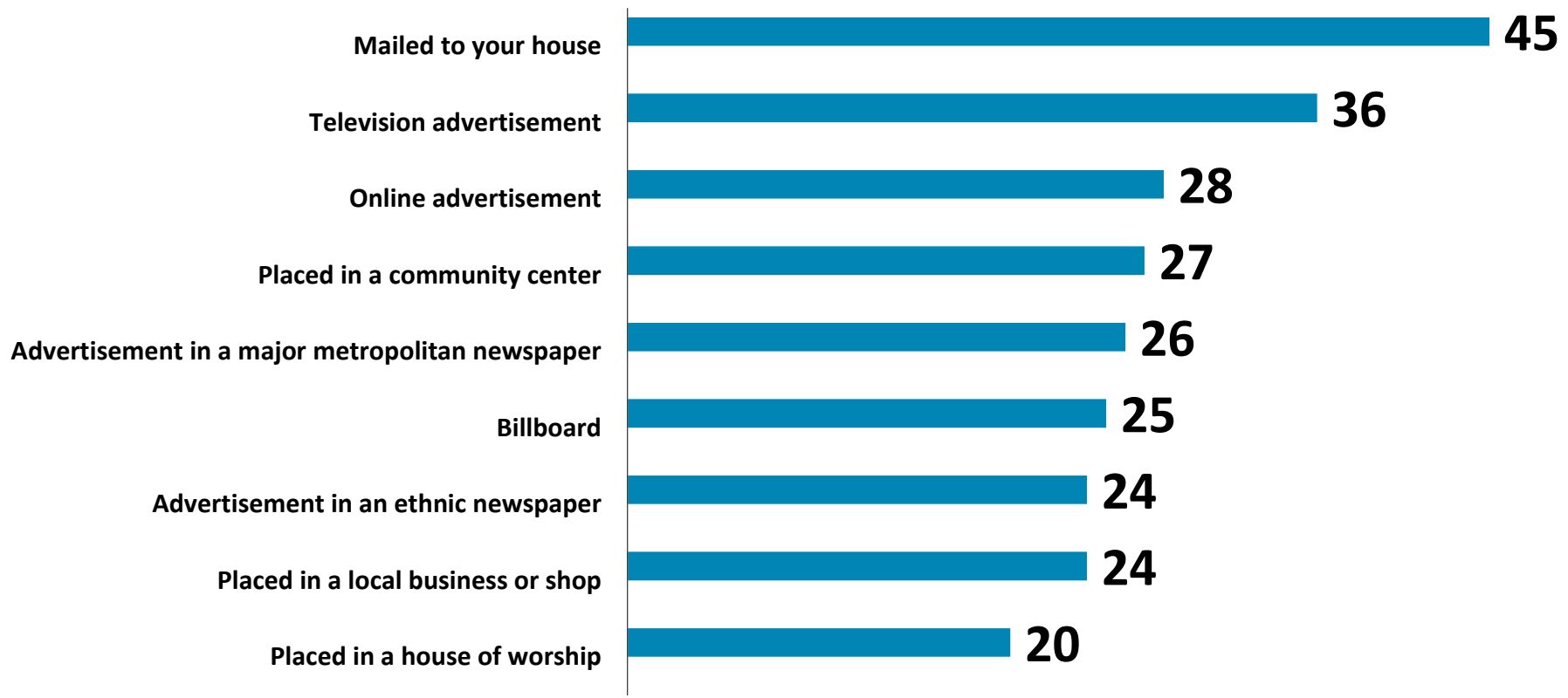
Preferred Method of Response



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

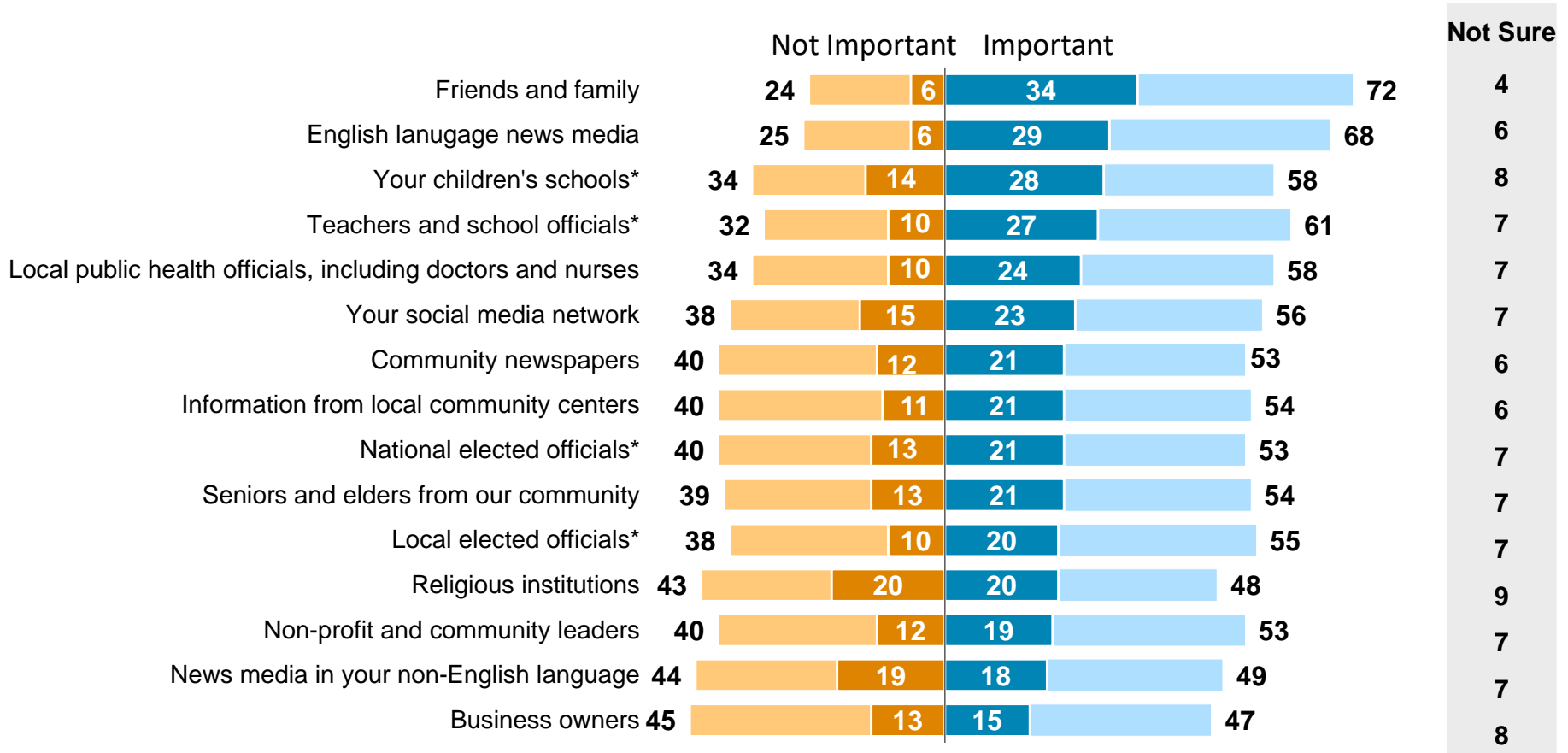
Means or Placement of Advertising

Very Likely to Encourage Participation



More than one in three (34%) AAPIs give a great deal of attention to friends and family as a source of information about the U.S. Census.

Information Sources



Key Takeaways

What we know . . .

- Need to raise awareness of 2020 Census
 - Less than half know who should participate
- Concern about citizenship
- Preference for paper form and online options
- Top messages evoke use of family and resources
 - Use of children or community is ethnic group dependent
- Preference for diversity in advertising

Top two messages by region

- **Northeast**
 - Resources and Community
- **Midwest**
 - Equality and Resources
- **South**
 - Standing Up for Community and Resources
- **West**
 - Equality and Resources

Thank you

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