



Democracy at Risk: State of the Census

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NALEO Educational Fund

Promoting a complete and accurate Census is central to NALEO Educational Fund's mission.

**NALEO EDUCATIONAL FUND
SERVES AS**



**Census Bureau
National Partner**



**Census Bureau
Supporter**



**Census
Watchdog**

ARTICLE I, SECTION 2

"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct."



XIV Amendment

"Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State, excluding Indians not taxed."

What Census data are used for is what's most important:

POWER

and

MONEY

Census data are used for apportionment of Congressional seats, and redistricting at all levels of government.

Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies.

Census data guide the allocation of more than \$700 billion in federal government resources to states, localities, and families every year.

Census Data and the Fair Allocation of Federal Funds

More than \$700 billion in FY 2015 federal funding was distributed on the basis of Census-guided data. **In California, over \$73 BILLION each year for schools, crime prevention, healthcare and transportation**

Top 11 Census-Guided Federal Programs

Program	Amount (in billions)
Medicaid	\$312.0
Supplemental Nutritional Assistance Program	\$69.5
Medicare Part B – Physicians Fee Schedule Services	\$64.2
Highway Planning and Construction	\$38.3
Section 8 Housing Choice Vouchers	\$19.1
Title I Grants to Local Education Agencies	\$13.9
National School Lunch Program	\$11.6
Special Education Grants (IDEA)	\$11.2
State Children's Health Insurance Program	\$11.1
Section 8 Housing Assistance Payments Program	\$9.2
Head Start/Early Head Start	\$8.3

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, initial analysis, George Washington University, June 2017

The Census has never been accurate, while the count has improved over time, certain populations are “undercounted” including

- **African Americans, Latinos and American Indians**
- **Households with low incomes**
- **Immigrants and individuals with low English-language proficiency**
- **Renters**
- **Residents who live in non-traditional housing**
- **Rural residents**
- **Highly mobile residents, such as farmworkers**
- **Very young children aged 0-4**

Riverside County is Home to Many “Hard-to-Count” Residents

Based on the latest census estimates, approx. 38% of Riverside County's current population (or 894,007 people) lives in hard-to-count neighborhoods. These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010.

Populations at Risk of Being Undercounted

Population	Amount (in percentages)
Latino	48%
Black	8%
Asian	8%
American Indian or Alaskan Native	2%
Native Hawaiian or Pacific Islander	1%
Immigrants	520,760

Source: US Census Bureau, American Community Survey, 2013-2017, tables B03002, B02009-B02012.

San Bernardino County is Home to Many “Hard-to-Count” Residents

Based on the latest census estimates, approx. 34% of San Bernardino County's current population (or 717,591 people) lives in hard-to-count neighborhoods. These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010.

Populations at Risk of Being Undercounted

Population	Amount (in percentages)
Latino	52%
Black	10%
Asian	8%
American Indian or Alaskan Native	2%
Native Hawaiian or Pacific Islander	1%
Immigrants	451,716

Census 2010 missed **more than 400,000** very young Latino children.

This is a uniquely high “undercount” rate. In 2010, the net undercount rate for very young Latino children was **7.1 percent**, compared to **4.3 percent** for non-Latinos.

In Riverside County, **6,000** young Latino children (age 0-5) were undercounted. In San Bernardino County, **3,000** young Latino children were undercounted.

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



2020 Census

Proposed Changes and New Approaches

- Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short.
- Bureau is making final tests to changes and new approaches which all have important implications for the Latino community:



Internet response as primary response option (first ever digital census)



Reduction in number of local census offices, field staff, field "presence"

U.S. Citizen?

Yes ☐

No ☐

Last-minute addition of untested question on citizenship



Redesign of questions on Hispanic origin and race

THE CURRENT STATUS of the CITIZENSHIP QUESTION

As a result of the June 27 U.S. Supreme Court ruling, the Administration has abandoned its plans to add a question on U.S. citizenship to Census 2020.

Judges in all three lower court cases (New York, Maryland, California) issued orders to permanently block:

- Addition of the citizenship question or any effort to ask about citizenship on 2020 Census
- Any delay in the printing of Census questionnaires after June 30.





NALEO MESSAGING RESEARCH

- 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

- **"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

FUTURE RESEARCH

- "Refreshed" message and messenger testing starting summer 2019
- Nationally-representative poll of Latinos
- At least eight focus groups



Strong Confidentiality Protections Safeguard Disclosure and Misuse of Census Data

Under Title 13 of U.S. Code:

- Census data can only be used for statistical purposes; personal information cannot be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
 - Sworn staff are subject to a \$250,000 fine and/or up to five years in prison for wrongful disclosure of information.

Still have outstanding concerns or questions?

- NALEO Educational Fund's toll-free national census bilingual information and referral hotline – 877-EL-CENSO (877-352-3676) – is in operation from Monday-Friday from 8:30 a.m.–8:30 p.m. ET to answer questions from community members.

How will you be invited to participate in 2020:



Between **March 12 – 20**: you will receive an invitation to respond online to the 2020 Census (some households will receive paper questionnaires)

If you have not responded yet:



Between **March 16 – 24**: you will receive a reminder letter

If you have not responded yet:



Between **March 26 – April 3**: you will receive a reminder postcard

If you have not responded yet:



Between **April 8 – 16**: you will receive a reminder letter and paper questionnaire

If you have not responded yet:

Between **April 20 – 27**: you will receive a final reminder postcard before an enumerator visits your home.

What the 2020 Census Questionnaire will Ask

- Number of people living or staying in the house, apartment, or mobile home on April 1, 2020
- Whether the residence is a house, apartment, or mobile home
- Telephone number *(You will only be contacted if needed for official Census Bureau business).*
- Sex
- Age
- Date of Birth
- Hispanic Origin
- Race

What the 2020 Census Questionnaire will NOT Ask

- Citizenship Status
- Immigration Status
- Social Security Number
- Permits or licensing of any converted units on property
- Use of public benefits
- Criminal background or convictions
- Bank account or payment information

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



The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *¡Hágase 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 hotline – **877-EL-CENSO** (877-352-3676);
- Informational Website: hagasecontar.org



Thank you.

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