The Landscape in Illinois for Census Resources

- Governmental Bodies / Resources
- Nonprofit Coalitions / Resources
- Online Tools / Resource Libraries
It’s Complicated… It’s Manageable

**Funders**

- Illinois
  - IDHS
    - Illinois Census Office
    - 31 Regional Intermediaries
  - Sec. of State
    - 18 Funded Organizations
- Forefront
  - IL Count Me In 2020
    - 42 Grantees
  - City of Chicago RFP
- Cook County
  - 69 Grantees
Useful Tools

CUNY Map (censushardtocountmaps2020.us)
Useful Tools

ROAM Map (www.census.gov/roam)
Useful Tools

UIC Map the Count (mapthecount.uic.edu/maps)
Critical Topics

- Misinformation & Enumerator Identification
- Targeted Messaging & Digital Comms Strategies
Combatting Misinformation

- Report the mailer to Census Office
- Elevate the mailer to your congressional representative
- Educate your community that this isn’t coming from the US Census Bureau
- censusdisinfo@spitfirestrategies.com
Identify Census Workers

- First, ask to see their ID badge.
  - All census workers carry official government badges that include their name, photograph, a Department of Commerce watermark, and an expiration date.

- Upon request, the census taker will provide you with their supervisor’s contact information and/or the phone number for your Regional Census Center which supervises the activities of all field representatives in your area.

- A census taker will not:
  - Enter your home
  - Ask to see for your citizenship status; driver’s license; Social Security Number; credit card, bank, or other financial information; money or a donation; or PIN codes or passwords.
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### Swing audience: people who were not sure they would participate in the Census at the start of the survey, but were convinced after the messages.

Looking at this audience shows us what messages are moving the needle.

<table>
<thead>
<tr>
<th>Message</th>
<th>Swing N = 350</th>
<th>Muslim Americans N = 481</th>
<th>Black or African Americans N = 273</th>
<th>Asian Americans N = 224</th>
<th>Latinos (English) N = 350</th>
<th>Latinos (Spanish) N = 327</th>
<th>Young Adults N = 540</th>
<th>Gen Pop N = 1499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation Is Power</td>
<td>219</td>
<td>185</td>
<td>163</td>
<td>140</td>
<td>160</td>
<td>205</td>
<td>133</td>
<td>150</td>
</tr>
<tr>
<td>True Picture</td>
<td>213</td>
<td>189</td>
<td>157</td>
<td>151</td>
<td>183</td>
<td>203</td>
<td>132</td>
<td>149</td>
</tr>
<tr>
<td>Easy And Fast</td>
<td>211</td>
<td>187</td>
<td>164</td>
<td>141</td>
<td>151</td>
<td>194</td>
<td>136</td>
<td>153</td>
</tr>
<tr>
<td>Now More Than Ever</td>
<td>211</td>
<td>187</td>
<td>163</td>
<td>138</td>
<td>145</td>
<td>199</td>
<td>133</td>
<td>145</td>
</tr>
<tr>
<td>2020 Year Of Civic Participation</td>
<td>209</td>
<td>183</td>
<td>156</td>
<td>144</td>
<td>150</td>
<td>188</td>
<td>141</td>
<td>152</td>
</tr>
<tr>
<td>Part Of Change</td>
<td>206</td>
<td>182</td>
<td>165</td>
<td>138</td>
<td>148</td>
<td>200</td>
<td>132</td>
<td>146</td>
</tr>
<tr>
<td>Community Needs</td>
<td>204</td>
<td>182</td>
<td>162</td>
<td>140</td>
<td>154</td>
<td>194</td>
<td>132</td>
<td>149</td>
</tr>
<tr>
<td>Our Census</td>
<td>203</td>
<td>181</td>
<td>161</td>
<td>120</td>
<td>149</td>
<td>181</td>
<td>129</td>
<td>148</td>
</tr>
<tr>
<td>They Don’t Want Us To Participate</td>
<td>198</td>
<td>186</td>
<td>174</td>
<td>139</td>
<td>155</td>
<td>176</td>
<td>148</td>
<td>150</td>
</tr>
<tr>
<td>Data Protection And Security</td>
<td>185</td>
<td>166</td>
<td>142</td>
<td>106</td>
<td>112</td>
<td>179</td>
<td>113</td>
<td>126</td>
</tr>
</tbody>
</table>
Community role models and non-profit organizations working with the Census Bureau are the most effective messengers.

<table>
<thead>
<tr>
<th>Role or Group</th>
<th>Muslims</th>
<th>American Indians</th>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Latinos (English)</th>
<th>Latinos (Spanish)</th>
<th>Young Adults (%)</th>
<th>Gen Pop (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Census Bureau</td>
<td>123</td>
<td>98</td>
<td>103</td>
<td>84</td>
<td>90</td>
<td>116</td>
<td>88</td>
<td>88</td>
</tr>
<tr>
<td>A local first responder</td>
<td>95</td>
<td>84</td>
<td>79</td>
<td>56</td>
<td>74</td>
<td>87</td>
<td>70</td>
<td>75</td>
</tr>
<tr>
<td>Non-profit organization working with the Census Bureau</td>
<td>103</td>
<td>96</td>
<td>88</td>
<td>67</td>
<td>82</td>
<td>100</td>
<td>70</td>
<td>74</td>
</tr>
<tr>
<td>Community or local organization</td>
<td>96</td>
<td>88</td>
<td>86</td>
<td>52</td>
<td>72</td>
<td>99</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Member of Congress from your state</td>
<td>85</td>
<td>84</td>
<td>84</td>
<td>62</td>
<td>68</td>
<td>89</td>
<td>66</td>
<td>69</td>
</tr>
<tr>
<td>Your clergy/clerical minister</td>
<td>88</td>
<td>80</td>
<td>76</td>
<td>41</td>
<td>66</td>
<td>01</td>
<td>68</td>
<td>66</td>
</tr>
<tr>
<td>Your local mayor or elected official</td>
<td>88</td>
<td>80</td>
<td>82</td>
<td>62</td>
<td>69</td>
<td>00</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>The President</td>
<td>85</td>
<td>77</td>
<td>62</td>
<td>55</td>
<td>60</td>
<td>82</td>
<td>66</td>
<td>64</td>
</tr>
<tr>
<td>Your school board rep.</td>
<td>82</td>
<td>83</td>
<td>60</td>
<td>48</td>
<td>60</td>
<td>02</td>
<td>56</td>
<td>62</td>
</tr>
<tr>
<td>Your employer</td>
<td>75</td>
<td>82</td>
<td>70</td>
<td>46</td>
<td>62</td>
<td>84</td>
<td>64</td>
<td>60</td>
</tr>
<tr>
<td>Your child’s school teacher</td>
<td>83</td>
<td>84</td>
<td>69</td>
<td>52</td>
<td>68</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>A local TV news personality</td>
<td>72</td>
<td>75</td>
<td>74</td>
<td>45</td>
<td>51</td>
<td>78</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Your favorite entertainment celebrity</td>
<td>58</td>
<td>75</td>
<td>53</td>
<td>26</td>
<td>41</td>
<td>73</td>
<td>54</td>
<td>43</td>
</tr>
<tr>
<td>Your favorite professional athlete</td>
<td>54</td>
<td>72</td>
<td>59</td>
<td>23</td>
<td>37</td>
<td>70</td>
<td>48</td>
<td>40</td>
</tr>
</tbody>
</table>

- Muslims are also likely to listen to their clerics
- Spanish-Speaking Latinos are also very likely to listen to school teachers

= Most effective messenger
= Top 3 messengers
= Least effective messenger
Census Barriers – All Audiences

TOP BARRIERS TO PARTICIPATING IN CENSUS - AUDIENCES

Please read through each concern and select the option that best applies to you.

Showing % “major concern” across audiences

- Gen Pop
- Muslim Americans
- English-Speaking Latinos
- Spanish-Speaking Latinos
- Black or African Americans
- Young Adults (18-34)
- Asian Americans

1. The government will do whatever it wants regardless of the data
   - Gen Pop: 49%
   - Muslim Americans: 53%
   - English-Speaking Latinos: 52%
   - Spanish-Speaking Latinos: 51%
   - Black or African Americans: 50%
   - Young Adults (18-34): 50%
   - Asian Americans: 46%

2. My personal information won’t be kept securely
   - Gen Pop: 50%
   - Muslim Americans: 52%
   - English-Speaking Latinos: 53%
   - Spanish-Speaking Latinos: 51%
   - Black or African Americans: 50%
   - Young Adults (18-34): 45%
   - Asian Americans: 52%

3. My personal information will be used for commercial purposes (private companies using my data to make money)
   - Gen Pop: 44%
   - Muslim Americans: 42%
   - English-Speaking Latinos: 44%
   - Spanish-Speaking Latinos: 44%
   - Black or African Americans: 46%
   - Young Adults (18-34): 46%
   - Asian Americans: 44%

4. My personal information will be used against me by the government
   - Gen Pop: 41%
   - Muslim Americans: 42%
   - English-Speaking Latinos: 43%
   - Spanish-Speaking Latinos: 44%
   - Black or African Americans: 44%
   - Young Adults (18-34): 42%
   - Asian Americans: 42%
Census Barriers – HTC Audiences

TOP BARRIERS TO PARTICIPATING IN CENSUS - AUDIENCES
Please read through each concern and select the option that best applies to you
Showing % “major concern” across audiences

The government will do whatever it wants regardless of the data

My personal information won't be kept securely

My personal information will be used for commercial purposes (private companies using my data to make money)

My personal information will be used against me by the government

Gen Pop | Muslim Americans | English-Speaking Latinos | Spanish-Speaking Latinos | Black or African Americans | Young Adults (18-34) | Asian Americans
Forced-choice motivators.

Which ONE of the following is the most important reason, to you personally, that you should fill out the census form? (Forced Choice)

- It shows that I am proud of my cultural heritage: 30%
- It is used to enforce civil rights laws: 25%
- It determines how many elected representatives my state has in Congress: 17%
- It is my civic duty (along with voting, jury duty, paying taxes): 15%
- It helps determine funding for public services in my community like schools and fire departments: 10%
- It contributes to a better future for my community: 10%
- It provides information for my local government to plan for changes in my community: 2%
- It is a requirement for my job: 1%
- It is required by law: 1%
- It is required by my landlord: 1%

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 pie chart were rounded to whole numbers so that the sum of estimates equals 100%.
Trust in public institutions over time

Source: Confidence in Institutions, Gallup, 2018: https://news.gallup.com/poll/1597/confidence-institutions.aspx
<table>
<thead>
<tr>
<th>For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You’ll still be able to respond by mail. To learn more about what to expect, visit <a href="https://2020census.gov">2020census.gov</a>. #2020Census</th>
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</tr>
<tr>
<td>Did you know that the next census will take place in 2020? Responding to the #2020Census is our civic duty and affects the allocation of funding for our community’s public resources, how we plan for the future, and our voice in government. To learn more, visit <a href="https://2020census.gov">2020census.gov</a>.</td>
</tr>
<tr>
<td>Every 10 years, the @uscensusbureau undertakes a mammoth task: counting all the people residing in the United States. This count affects the allocation of funding for our community’s public resources (e.g., roads, hospitals, schools), how we plan for the future, and our voice in government. Learn more about the importance of the #2020Census and how to participate: <a href="https://2020census.gov">2020census.gov</a>.</td>
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</tbody>
</table>
Let’s Learn from One Another

- Table Discussions
- Report Back
Discussion Prompts

- What constitutes “good” census outreach? What works and what doesn’t work?
- What are some strategies for responding to people who maintain concerns over ICE etc. even after receiving messaging on confidentiality?
- The Census Bureau has determined that the top three issues that predict a low self response score are home ownership, young adult status (18-24 yo), and female-headed households. What are best in class strategies for reaching these groups?
- Given that the Bureau doesn’t want advocates on the doors during NRFU & we will have some data on where self-response rates are low, what are some strategies for continuing outreach?