

---

# Immigrant barriers to Census completion

Meeta Anand  
manand@nyic.org



# What barriers do immigrant communities face in completing the Census?

- Language access
- Housing Situations
  - Homelessness
- Undocumented/Non-Citizen Status
- Identity Confusion
- Failure to understand that it applies to everyone
- Lack of trust in the government
- Potential for scams

# Overview of Non-English Language Support

## Overview of Non-English Language Support

1. Internet Self-Response (ISR): 12 Non-English Languages
2. Census Questionnaire Assistance: 12 Non-English Languages
3. Language Guides (Video and Print) Language Glossaries  
Language Identification Card: 59 Non-English Languages
4. Non-Census Bureau resources [include slide describing in-language video resources]

# Language Support – Online at 2020Census.gov

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

**12 languages  
(in addition to English):**

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

**99%**

English plus these 12 languages cover 99% of all U.S. households.



# Completing the Census with Language Support

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

To view the 2020Census.gov landing page in any of the non-English 59 languages click [here](#).

## Language Guides

<https://www.census.gov/programs-surveys/de-cennial-census/2020-census/planning-management/language-resources/language-guides.html>

# Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p><b>12 Non-English Languages</b></p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <ul style="list-style-type: none"> <li>Spanish</li> <li>Chinese</li> <li>Vietnamese</li> <li>Korean</li> <li>Russian</li> <li>Arabic</li> <li>Tagalog</li> <li>Polish</li> <li>French</li> <li>Haitian Creole</li> <li>Portuguese</li> <li>Japanese</li> </ul>	<p><b>12 Non-English Languages</b></p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <ul style="list-style-type: none"> <li>Spanish</li> <li>Chinese (Mandarin and Cantonese)</li> <li>Vietnamese</li> <li>Korean</li> <li>Russian</li> <li>Arabic</li> <li>Tagalog</li> <li>Polish</li> <li>French</li> <li>Haitian Creole</li> <li>Portuguese</li> <li>Japanese</li> </ul>	<p><b>59 Non-English Languages</b></p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0" style="width: 100%;"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American Sign Language</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td></td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American Sign Language	Japanese	Gujarati	Bosnian	Dutch		<p><b>Spanish</b></p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.</p> <p>Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <hr/> <p><b>During Nonresponse Followup enumerators use:</b></p> <ul style="list-style-type: none"> <li>•A bilingual handheld instrument (English/Spanish)</li> <li>•Bilingual materials (English/Spanish)</li> <li>•Instructions to respond online or by phone in 12 non-English languages</li> <li>•Language Identification Card</li> </ul>
Spanish	Italian	Khmer	Tamil	Croatian																																																											
Chinese	Farsi	Nepali	Navajo	Bulgarian																																																											
Vietnamese	German	Urdu	Hungarian	Twi																																																											
Korean	Armenian	Romanian	Hebrew	Lithuanian																																																											
Russian	Hindi	Telugu	Malayalam	Yoruba																																																											
Arabic	Ukrainian	Burmese	Swahili	Czech																																																											
Tagalog	Bengali	Punjabi	Yiddish	Igbo																																																											
Polish	Greek	Lao	Indonesian	Marathi																																																											
French	Amharic	Hmong	Serbian	Sinhala																																																											
Haitian Creole	Somali	Albanian	Tigrinya	Slovak																																																											
Portuguese	Thai	Turkish	Ilocano	American Sign Language																																																											
Japanese	Gujarati	Bosnian	Dutch																																																												

# Non-Census Bureau in-language resources

1. GOTC Factsheets in 15 Asian languages:  
[www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources)
2. [Census Videos in Indigenous Latin American Languages](#)
3. [GOTC Palm Cards](#) for All New Yorkers in 6 languages
4. [APIA Census Explainer Video](#) in 26 Asian and Pacific Islander languages

---

# Undocumented/Non-citizen status

- There is no citizenship question
  - There is no question related to immigration status
  - Census information is private and confidential and cannot be shared with local, state and federal agencies for the purposes of immigration or law enforcement.
  - The Census provides an opportunity to stand up for your community even if you can't vote.
-



---

# Identity Confusion

- The Census Questionnaire does not necessarily represent how we each view ourselves.
- It does not always capture our race, ethnic, gender or sexual orientation.

## What we say:

It is still important to complete the Census. Without including our numbers, we won't have the voice to advocate for inclusivity going forward.

---

---

# Hispanic Origin & Race

The collection of Hispanic origin and race data is important for the well-being of Latinos in the United States.

The information on the Hispanic origin of each person is aggregated in statistics that are used for:

- Voting districts
  - Promoting policies
  - Promoting community programming
-

---

## Question 8: The Hispanic Origin Question

The Census Bureau asks every person if he or she is Hispanic or Latino. If the person is not Latino, the NO box should be marked and then proceed to the race question.

If the person is Latino, there are four check boxes to mark:

1. Mexican/Mexican-American/Chicano;
  2. Puerto Rican;
  3. Cuban; or
  4. OTHER Hispanic.
-

---

# What if my origin is not listed?

If the person is Hispanic other than the three named origins, write-in the origin for that person (for example, Salvadoran, Guatemalan, Dominican, Argentinian, etc.). If the OTHER box is checked and nothing is written, the person will just be included in the statistics as “OTHER Hispanic.”

**Can I mark more than one Hispanic Origin?** Yes. It is possible to mark more than one Hispanic origin box and write in more than one Hispanic background. However, keep in mind that the Bureau will only pick one Hispanic background per person when reporting the statistics.

---

---

# Question 9: Race and Hispanic Origin

If I responded to Hispanic Origin, do I have to respond to the question on race? YES.

Official race categories are:

- White
  - Black
  - American Indian or Alaska Native
  - Asian or Pacific Islander
-

---

## Question 9: FAQs

- Can I check more than one race?
    - Yes
  - Can I be Latino and consider myself a particular race?
    - Yes - each of the race categories has the option to write-in more detail
  - Can I identify with many races?
    - Yes - some Latinos consider themselves of many races
  - Can I simply be “some other race”?
    - Yes - some Latinos do not consider themselves as part of any of the official race categories
-

---

## Question 9 Race FAQs, continued

- Should I leave these questions blank? No. All Latinos should complete the Hispanic origin question so as to be included in the statistics about Latinos.
  - Will these confusing questions change in the future? NALEO Educational Fund is working with the Census Bureau to improve how Hispanic origin and race are asked about in the Census.
-

---

## South Asian Communities and the Census

- The South Asian community in the United States includes individuals who trace their ancestry to Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan and Sri Lanka
  - Nearly 5.4 million South Asians live in the United States (This is up from 3.5 million counted in Census 2010)
-



---

# 2020 Census Updates

- Sikh will be included as a distinct detailed population group within the “Asian” racial category, and not classified as “Asian Indian” as it was in the 2010 Census when it was viewed as a religious response
  - According to February 2020 updates from the Census Bureau, anybody who writes “Punjabi” will be aggregated as part of the “Asian Indian” tabulation category. Both “Sikh” and “Punjabi” will ultimately be included in the “Asian” count.
-

---

# Messages Used in Focus Group and Online Survey Research

- Top Focus Group Messages by Ethnic Group
    - Indian Americans (Urdu-speaking): Duty, Resources, Stand Up for Community
    - Indian Americans (Hindi-speaking): Representation, Stand Up for Community, Helped in Past
  - Top Online Survey Messages by Ethnic Group
    - Indian Americans: Family/Children, Visible, Resources
-

---

# South Asian Census Resources

- Language Resources: বাংলা - Bengali | ગુજરાતી - Gujarati | हिंदी - Hindi | मराठी - Marathi | नेपाली - Nepali | ਪੰਜਾਬੀ - Punjabi | தமிழ் - Tamil | اردو - Urdu
  - Demographic snapshot of South Asians in the United States - [SAALT](#)
  - Sikh Coalition and the 2020 Census: [Frequently Asked Questions](#)
  - Asian Americans Advancing Justice [Census Toolkit](#)
-

---

# Failure to understand that it applies to everyone

- Everyone counts. The 2020 Census counts everyone living in the country, including non-citizens!
  - Whether or not you are registered to vote
  - Whether or not you have a green card/visa
  - Whether or not you receive public assistance
  - **Even if the government has your information from other places this is an independent operation.**
    - In other words: Even if you are “in the system” this is a separate counting effort.
-

---

# Lack of Trust in the Government

The law prevents the Census Bureau from sharing your individual information with law enforcement and immigration enforcement (or anyone)!

Your answers cannot be used to impact your eligibility for government benefits. Your answers are only used to create statistics about our country.

The Census Bureau is bound by **Title 13 of the U.S. Code** to protect your personal information and keep it strictly confidential. That's every answer, to every question.

## **What you say:**

Information collected by the Census Bureau is federally protected and will NOT be shared with any forms of law or immigration enforcement.

---

---

# The MALDEF Pledge and Confidentiality

MALDEF and The Leadership Conference Education Fund have developed a census confidentiality protection pledge in an effort to boost confidence among hard-to-count populations that Census data will remain confidential even if the current administration cannot be trusted to follow strong existing law on confidentiality.

## What you say:

Your community also has your back by pledging to be watchdogs!

---

---

# Potential for Scams

The Census will NEVER ask for:

- Your Social Security number
  - Your bank account or credit card numbers
  - Money or donations.
    - In addition, the Census Bureau will not contact you on behalf of a political party.
  - If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.
-

---

# Questions about the Census? Call these Hotlines!



**888-COUNT20 (888-268-6820)**  
English

---



**877-ELCENSO (877-352-3676)**  
English / Español

---



**844-2020-API (844-202-0274)**  
English / Asian languages (Mandarin,  
Cantonese, Korean, Vietnamese, Tagalog,  
Urdu, Hindi, Bengali/Bangla)

---



**833-3DDOUNI (833-333-6864)**  
English / Arabic

---



---

# Where can I find more information about the Census?

- Join the [NYCounts 2020 coalition](#)
  - Sign up for the [NYC census e-mail list](#)
  - [www.census.gov](http://www.census.gov)
-

---

---

# Messaging



**NYIC**



**NEW YORK  
COUNTS 2020**

*Working together for a fair  
and accurate Census*

---

---

# What are the key messages to push during Census outreach work?

1. You should participate in the Census because it's easy, protected, and important
  2. There are several ways to participate, and each person is free to choose the one they are most comfortable with
    - a. You do NOT have to open the door - if you complete the census on your own, no one will come to your door
    - b. You do NOT have to leave your residence
  3. There is no citizenship question
  4. The U.S. Census Bureau and federal law keep your individual responses private
  5. The U.S. Census Bureau maintains its cybersecurity systems
  6. Helps obtain federal funding for critical community resources
-

---

# Census Messaging Components

1. Reach out to the communities that are at risk of an undercount in particular.
2. Give the Census a credible stamp of approval by communicating through trusted community spokespeople.
3. Motivate these audiences through emotion: The Census is about claiming power for your community by showing what America truly looks like.

→ **Truth to Power**

---

# Messaging in the Time of COVID-19

- It's times like these that Census data is essential for the funding of hospitals & health services, planning for emergency response, and emergency services at the local and federal level.
- By now, many households have received an invitation in the mail to complete the census. This was planned and continued uninterrupted by the coronavirus.
- Public health and safety is absolutely critical at this moment of uncertainty. That is the case for the public as well as Census Counts organizations, staff, and volunteers.
- The good news is that the 2020 Census is prepared for social distancing! Because it has never been easier to respond, whether online, over the phone, or by mail—all without having to meet a census taker.

# Messaging in the Time of COVID-19

- At this time when it can seem hard to find ways to help our city, there is one very important thing we can do for our future together – and it can be easily done from the comfort of one’s home.
- The Census is how we get the foundational data that public health experts use to plan for and manage situations like COVID-19.
- Now More Than Ever, 10 Minutes, 10 Years. Complete Census 2020
- The census website [my2020Census.gov](https://my2020census.gov) is also live and can accept your response (in English and 12 non English languages by calling phone questionnaire assistance)
- Right now, our priority is clear: Making sure that as many people as possible complete the census online, by phone, or by mail. It has never been easier to self-report.