

EVERYONE WINS WHEN **EVERYONE IS COUNTED**



LATINOS COUNT!



California cannot achieve a full count of its population in Census 2020 without a fair and accurate count of its Latinos.

Latinos are the state's largest population group and comprise 39% of all Californians.

However, the Census Bureau's proposed changes for 2020, together with evolving political and policy developments, create unprecedented challenges for the 2020 Census.

For instance, funding will be lower than 2010, yet many Latinos are considered "hard-to-count" (HTC). These include immigrants, young children, residents with low English-language proficiency, rural residents, and highly mobile people like farmworkers. About a third of Latinos (34%) live in HTC tracts.

The Bureau's emphasis on the internet as the main response mode also disfavors Latinos. Many lack broadband access at home, especially compared to Whites.

Latinos are very concerned about the confidentiality of information they give the Census Bureau, fearing that the current administration may use it to harm their families and communities. The federal government has intensified these worries by seeking to add a question on U.S. citizenship.

There are other sources of distrust. More than a third (35%) of California's Latinos are foreign-born, and far more live in mixed-status families who may not believe their information will remain confidential. Concerns of about cyber-security may make some avoid online forms.

BARRIERS TO PARTICIPATION

Fears about confidentiality have already negatively affected census operations. In a memo, the Bureau called them “troubling,” noting their “implications for data quality and nonresponse.”

California also needs to improve the undercount of very young Latino children (under age 5). In 2010 the net undercount rate of Latino children was 7.1%, compared to 4.3% for non-Latinos. California had the most such uncounted Latino children: 113,000, or 29% of the total.

RECOMMENDATIONS

California must work with community and faith-based organizations, local governments, and the private sector to conduct robust outreach throughout its Latino community. The state should:

Identify effective promotion. It should fund and help coordinate research to find the messages and trusted messengers that will engage Latinos in the 2020 Census.

Consider increasing funds for community-based outreach and for establishing Questionnaire Assistance Centers.

Make online access more available. It should set up sites where people can complete census forms online, such as libraries and school computer labs.

Energetically encourage participation. The state should work closely with local organizations. Approaches should reach both English and Spanish-dominant Latinos, and use traditional media (print, broadcast and radio) as well as social and digital.



For more information about the
Census Policy Advocacy Network,
please contact
CPAN@AdvanceProj.org or visit
AdvancementProjectCA.org/CPAN