



Research on Census Messaging

- With Latino Decisions, NALEO Educational Fund conducted **a national poll and four focus groups** focused on the census.
- The poll surveyed a nationally **representative sample** of the Latino adult population (1,600 Latinos) from April 11 - 20, 2018.
- Latino survey participants were assigned to **four treatment groups and a control group** to test messaging.
- The four focus groups, held May 8 and 9, were conducted in Charlotte, North Carolina and the Rio Grande Valley, Texas. Each location had an English and Spanish group.
- The 40 scientifically-selected focus group Latino participants were comprised of individuals with **mixed citizenship statuses** (29 citizens and 11 non-citizens). Each participant knew people who were non-citizens, with a majority having both parents born outside of the United States.

Concerns Raised About Immigration Enforcement and Citizenship Question

- Latino participants in all four focus groups discussed **increased immigration enforcement**, and traffic stops for minor infractions that have made people **fearful** about interactions with law enforcement and government.
- **Hesitation, fear and cynicism** arose among Latino focus group participants when they saw a version of the actual census questionnaire.
- The **citizenship question** raised the most concerns, with anxiety increasing as Latino participants considered the reality of providing their information to the current administration.
- There was a lack of confidence among Latino participants that the data provided would be kept **confidential**, especially among the Charlotte focus group participants who mentioned a recent countywide data hack.

Effectiveness of Messaging Can Vary by Group and Location

- **Four messages were tested** - convenient, safe required; civic/community duty; funding; and resistance/defend community.
- 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.
- All four messages tested **better** than the control group which received no message. Effectiveness did vary between locations and subgroups, making local context an important tool in developing successful messaging campaigns targeting Latinos.
- Latino **immigrants** were especially responsive to the “convenience, safe and required” message with 75 percent saying they would participate in response to this type of messaging.
- **Latinos under age 40** were most responsive to the “resistance” message, with 53 percent saying this messaging would make them definitely participate.
- The “civic and community duty” message was most effective among **Latinas**, with 57 percent saying they would definitely participate in response to that particular message.

Trusted Messengers and Sources of Information

- Consistent with previous NALEO Educational Fund voter engagement research, **“family members”** (especially female household members) were the most trusted messengers among Latinos.
- People who speak for **“the children”** or **“the schools”** were especially respected as messengers, with nurses, doctors, health providers and Latino community organizations also highly trusted.
- For Spanish-speakers, **Spanish-language media** were a trusted source of information. Younger Latino participants had more favorable views of social media as a source of information
- Latino survey participants frequently **search online** to get more information or verify what they have heard on social media or the news, with **email and Facebook** the most frequently used and Twitter the least frequently used.