



California Self-Response Rates

August 21, 2020

Dorian Caal

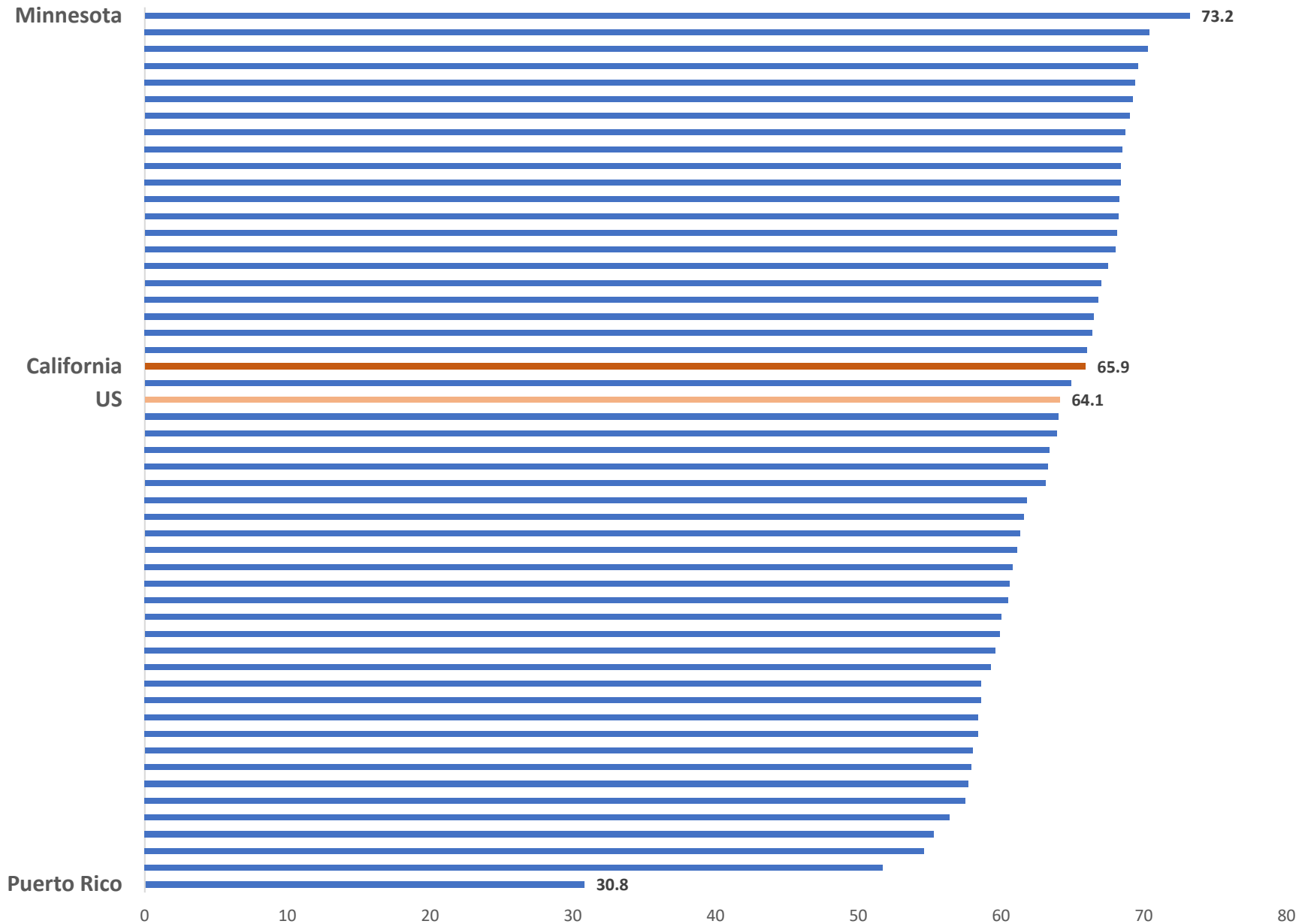
Director of Civic Engagement Research

NALEO Educational Fund

Self-Response Rate by State

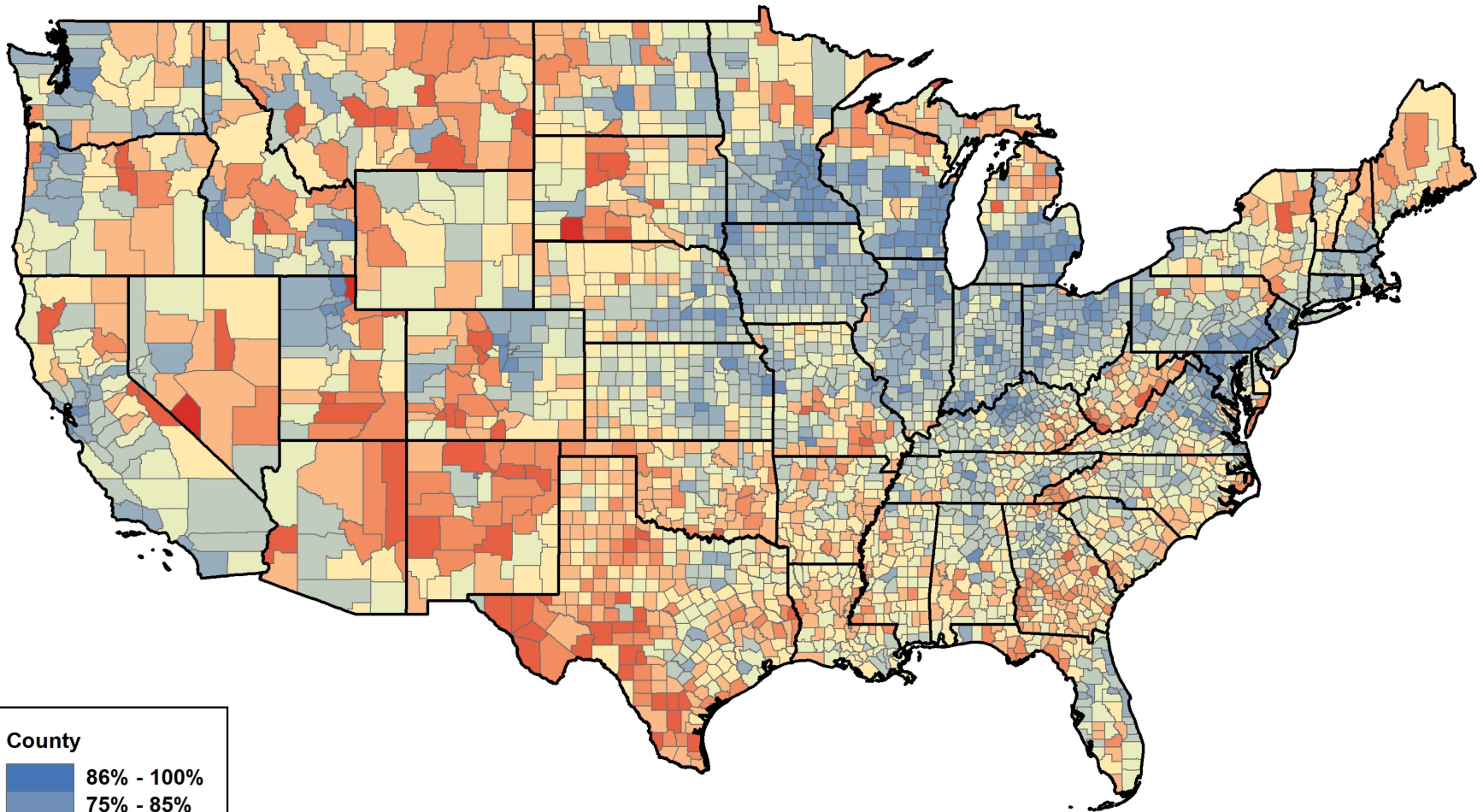
Updated 8/20

National Self-Response Rate 64.1

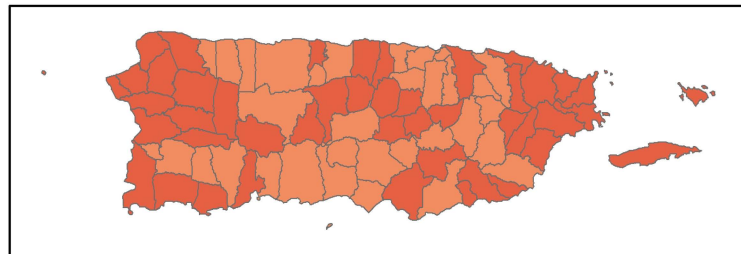
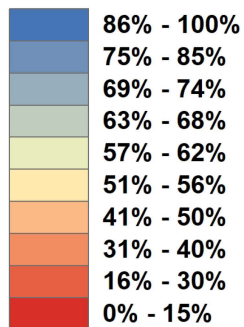


U.S. & Puerto Rico Cumulative Self-Response Rate - Updated 8/20

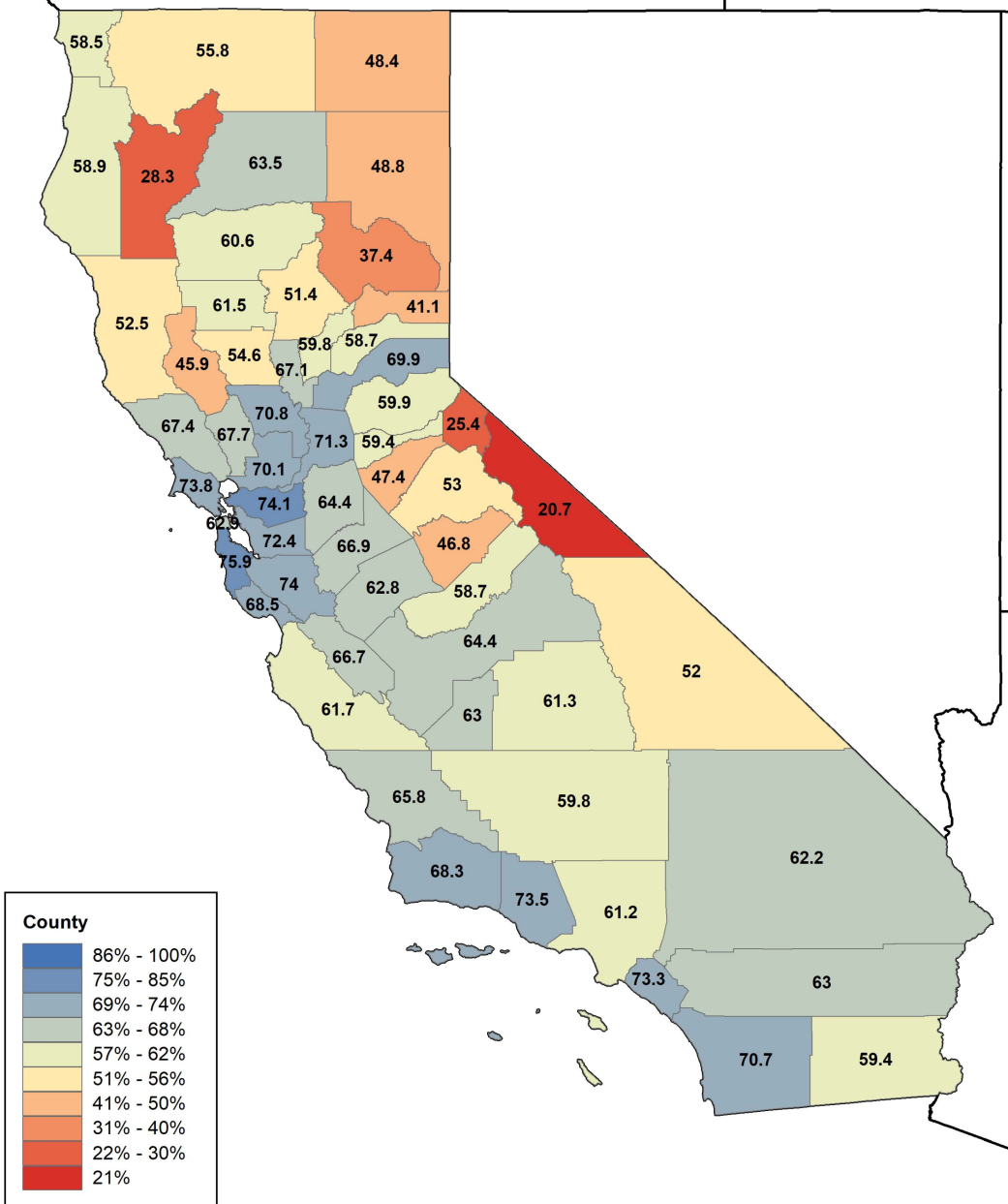
National Cumulative Self-Response Rate 64.1



County

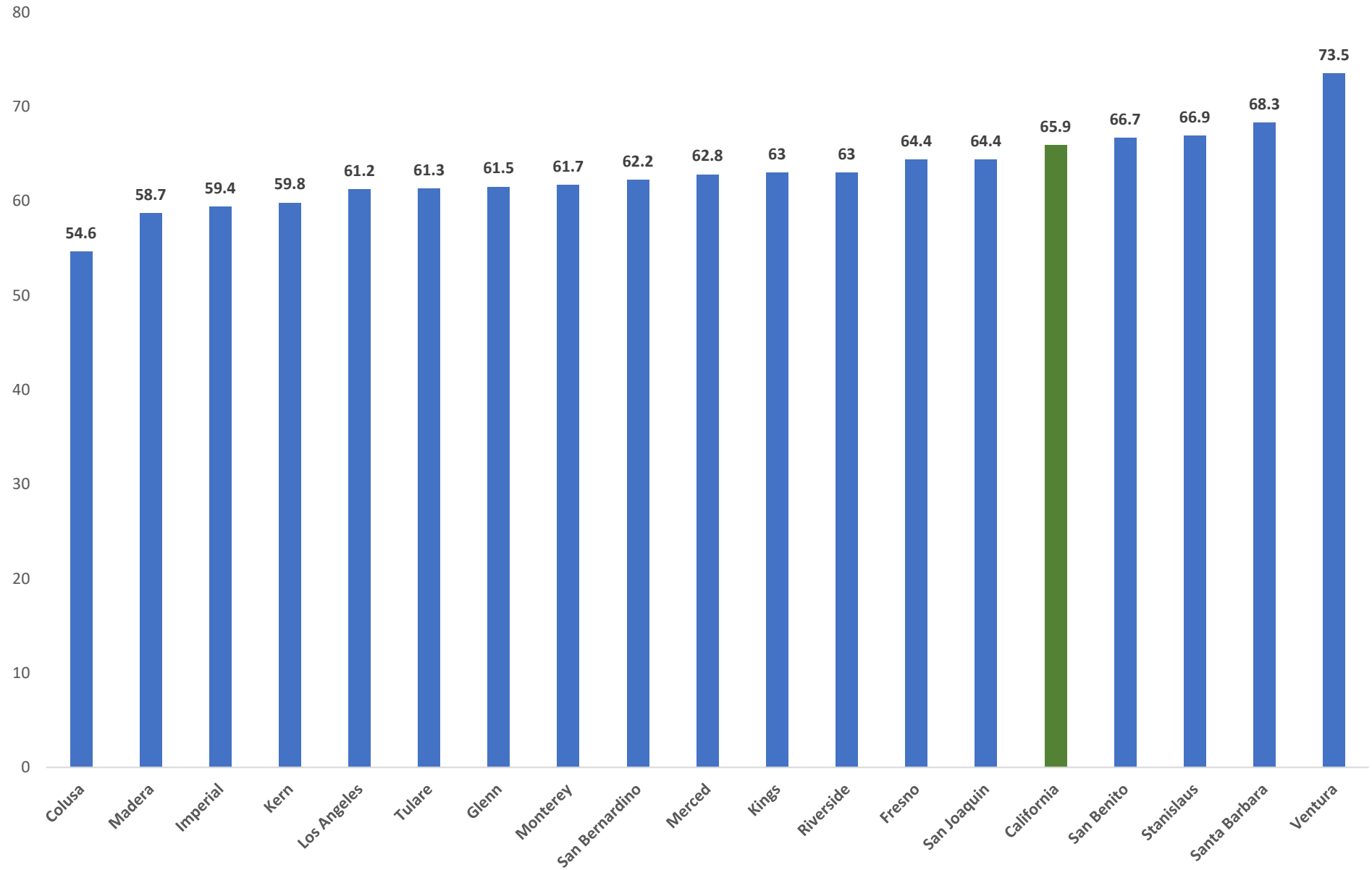


California Cumulative Self-Response Rate - Updated 8/20
California Cumulative Self-Response Rate 65.9

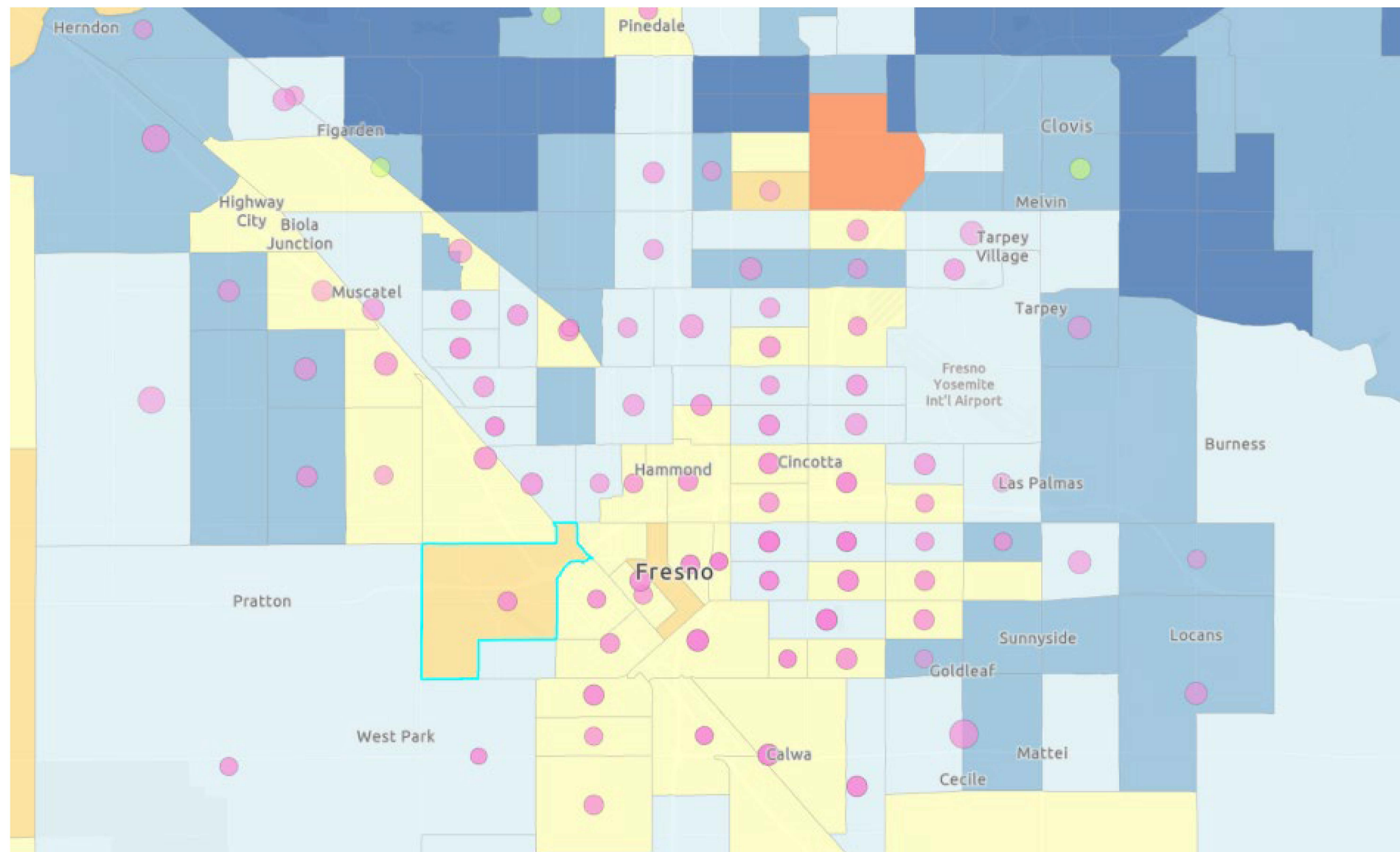


Self-Response Select Counties with 40+ Latino Share of Population
Updated 8-20

California Self-Response 65.9



Geography	Cumulative Self-Response	Enumerated in Nonresponse Followup (NRFU)	Enumerated
California	65.9	10	72.8
<i>Los Angeles</i>	61.2	-	-
<i>Long Beach</i>	64.6	-	-
<i>Los Angeles</i>	54.5	-	-
<i>Orange</i>	73.3	-	-
<i>Santa Ana</i>	66.7	-	-
<i>Riverside</i>	63	-	-
<i>Riverside</i>	67.4	-	-
<i>Moreno Valley</i>	65.9	-	-
<i>Corona</i>	70.6	-	-
<i>San Bernardino</i>	62.2	-	-
<i>San Bernardino</i>	59.7	-	-
<i>Ontario</i>	66.4	-	-
<i>Fontana</i>	68.5	-	-
<i>San Diego</i>	70.7	-	-
<i>San Diego</i>	70.9	-	-
<i>Ventura</i>	73.5	-	-
<i>Oxnard</i>	65.6	-	-
<i>Fresno</i>	64.4	-	-
<i>Fresno</i>	64.7	-	-
Tract 7.02	47.5	-	-



Self-Response Rate - Latino Share of Total Population

Geography	75+	40+	20+	below 20
CA Places/Cities	60.1	63.4	65.7	70.6
CA Counties	59.4	63.0	63.5	52.5



Messages & Messengers

Most Convincing Messages 2019 Survey

- More than 50 percent of Latinos found the messages focused on community solidarity and community empowerment themes to be “very convincing”
- Non-citizens of all statuses were especially motivated by these themes

Percent “**very convincing**”
reported

	Stand up for each other, be counted	Power in numbers	We're here, this is our home, we count
Total	54%	53%	52%
Citizen	51%	50%	47%
Non-Citizen	61%	61%	63%
US Born	47%	46%	44%
Naturalized	66%	63%	58%
LPR	70%	63%	68%
Undocumented	57%	61%	61%
18-39	49%	48%	46%
40+	61%	60%	59%

Most Convincing Messages 2019 Survey

- Messages focused on public funding for local programs also performed best across the different tests
- Naturalized citizens and those over 40 were especially motivated by a public funding message

Percent **“very convincing”**
reported

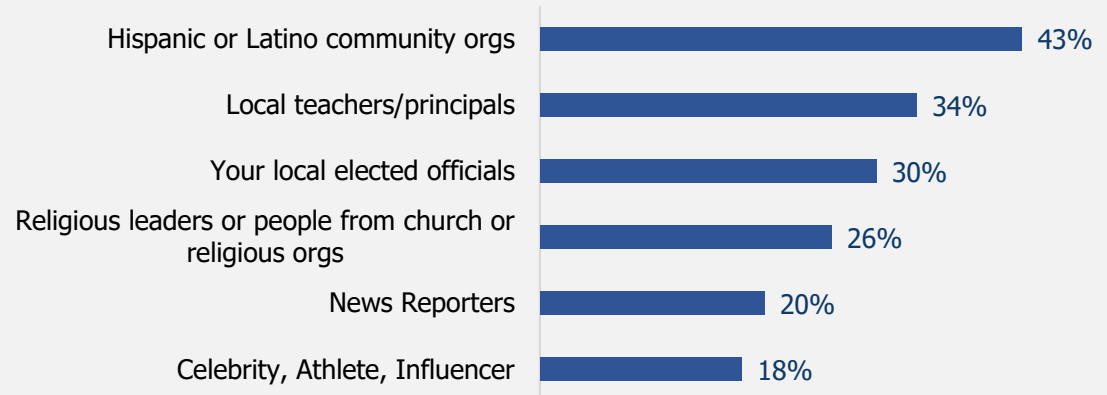
	Public funding, 10 year impact
Total	46%
Citizen	48%
Non-Citizen	43%
US Born	47%
Naturalized	54%
LPR	43%
Undocumented	43%
18-39	41%
40+	53%

MESSENGERS 2019 Research

- Trusted messengers in 2018 and 2019 research were generally consistent
- Census Bureau is seen as a trusted source of information and messenger
- Latinos are looking for cues from trusted institutions and leadership to give their endorsement; an “all clear” indicating it is safe – even beneficial – to participate

Percent more likely to participate in census if [source] encourages participation.

(% *much* more likely)



Recommendations

- Messaging should continue to educate on the new options for completing the questionnaire, and who counts
 - Residents who have participated in past censuses are expecting that Census 2020 will have the same response options, and there is some confusion about how to complete the form online
 - Messaging should continue to emphasize that everyone in the household counts
- Messaging to promote participation should continue to include themes around community empowerment and the benefits of local funding

Recommendations

- Avoid politicizing the census; most Latinos do not associate it with politics. Reminding people of Trump's effort to put citizenship on the census diminishes interest and trust in the process
- When including COVID-19 language, it must be measured and include an empowerment message or other effective message

Thank you.

Dorian Caal

Director of Civic Engagement Research
dcaal@naleo.org

naleo.org | hagasecontar.org | hazmecontar.org