Overview of 2020 Census Non-English Language Support

Jennifer Kim
U.S. Census Bureau

The Decennial Census

Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers …
The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.
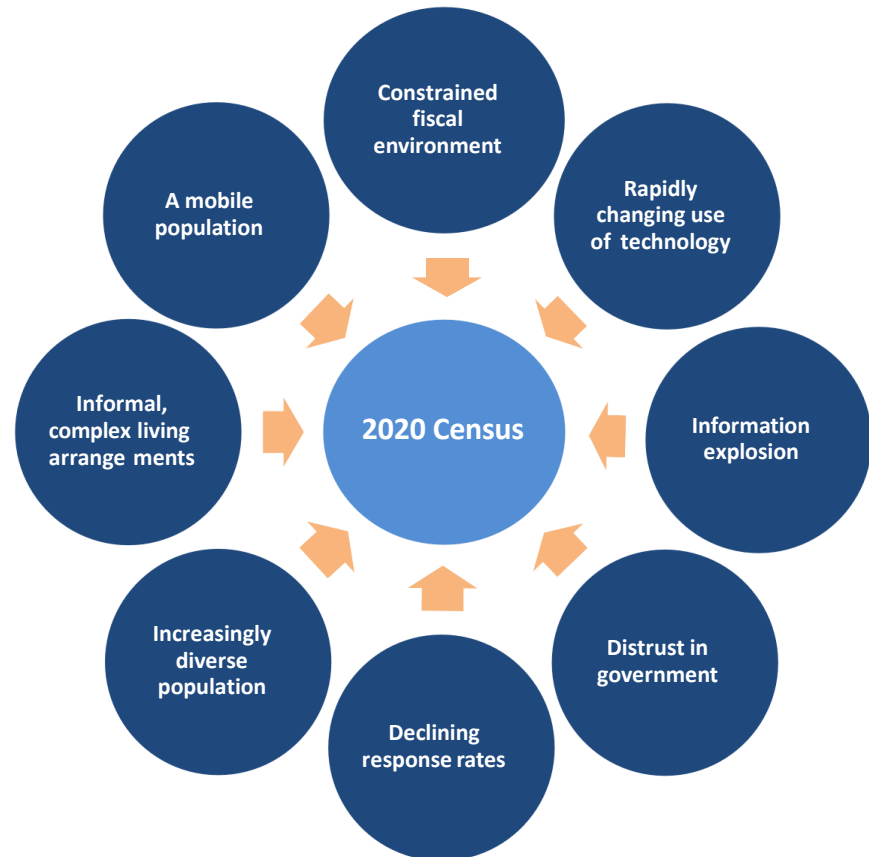
Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than $675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

The Decennial Census
The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
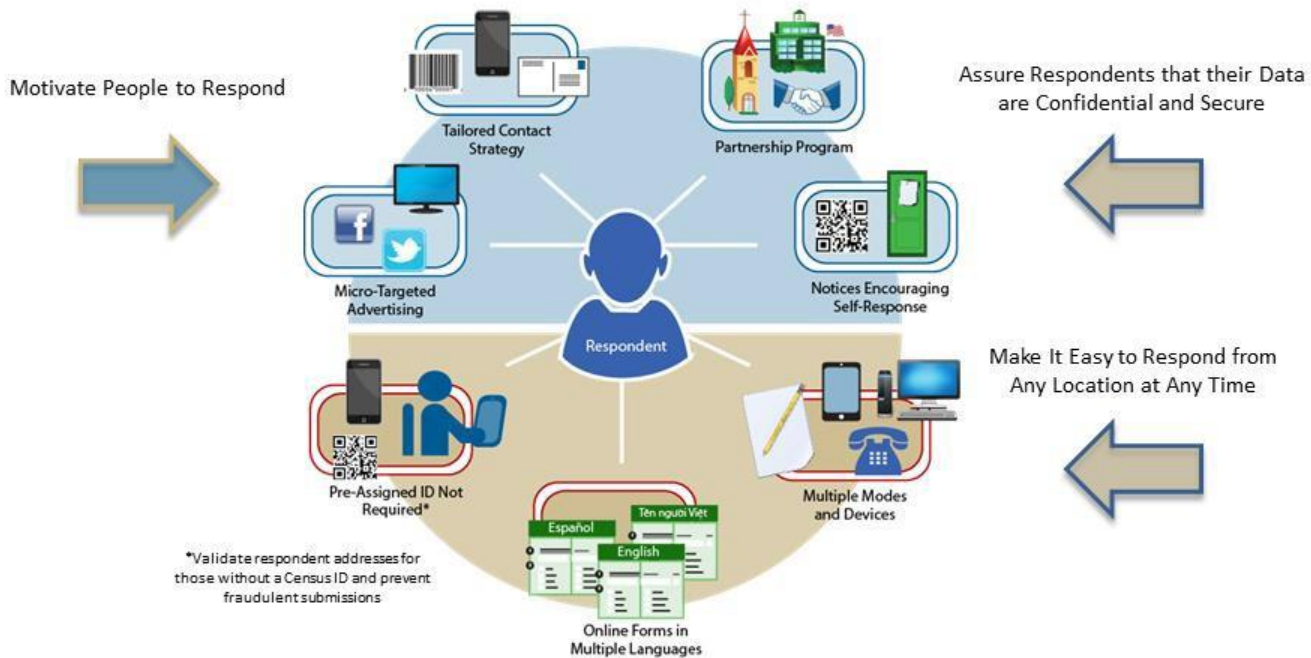
2020 Census
A Complete and Accurate Count of the Population and Housing

SELF-RESPONSE

GROUP QUARTERS

MOTIVATE PEOPLE TO RESPOND

NONRESPONSE FOLLOWUP

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Tailored Contact Strategy

Partnership Program

Assure Respondents that their Data are Confidential and Secure

Micro-Targeted Advertising

Notices Encouraging Self-Response

Respondent

Pre-Assigned ID Not Required*

Make It Easy to Respond from Any Location at Any Time

Multiple Modes and Devices

*Validate respondent addresses for those without a Census ID and prevent fraudulent submissions

Español   Tên người Việt   English

Online Forms in Multiple Languages

Background

2010 Census Non-English Support

Material	Non-English Language(s)
Paper Mailing & Bilingual Questionnaires	Spanish
Telephone Assistance Fulfillment & Be Counted Questionnaires	Spanish, Chinese, Korean, Vietnamese, Russian
Field Materials	Spanish
Language Guides and Videos	59 Non-English Languages
Language Identification Card	50 Non-English Languages

Background

Preparations for 2020 Census

	Key Recommendations from 2010	Implementation	Key Players for 2020
Translation	• Create a centralized translation area • Hire in-house translation experts • Better integrate with communications	• Establishment of Decennial Translation Branch • Adherence to industry standards for translation and terminology research	Census Bureau • Content, Language and Data Products Branch • Decennial Translations Branch • Language and Cross-Cultural Research Group • Survey Analytics and Measures Branch • Education and Social Stratification Branch Contractor • Prisma International (translation) • RTI International (pre-testing)
Research	• Conduct more extensive cognitive testing	• Usability and cognitive testing • Monitoring of language trends • Field testing: 2014—2018	
Input	• Engage the National Advisory Committee (NAC)	• NAC Language Working Group • Federal and industry experts	

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2020 Census Non-English Support Changes
Data Collection Instruments and Materials

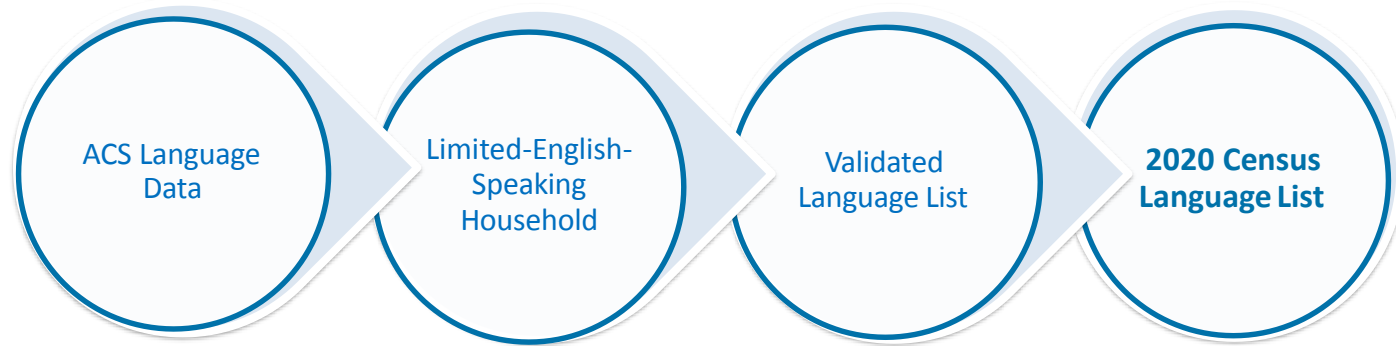| Instrument	2020 Non-English Support	2010 Non-English Support
Internet Self-Response	• 12 Non-English Languages Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese • Selection Criteria: 60,000 or more housing units	• Not in Scope Questionnaires in 5 non-English languages, available via phone request or pickup Selection Criteria: 100,000 or more housing units
Census Questionnaire Assistance	• 12 Non-English Languages Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese • Selection Criteria: 60,000 or more housing units	• 5 Non-English Languages • Selection Criteria: 100,000 or more housing units
Enumerator Instrument	• Spanish	• Not in scope

2020 Census Non-English Support Changes

Data Collection Instruments and Materials (cont'd)

Material	2020 Non-English Support	2010 Non-English Support
Language Glossary	• 59 Non-English Languages	• Not in scope
Language Identification Card	• 59 Non-English Languages	• 50 Non-English Languages
Language Guides (Video and Print)	• 59 Non-English Languages • Video shells and print templates for additional languages	• 59 Non-English Languages • Shells/templates not in scope
Bilingual Paper Questionnaire Bilingual Mailing Field Enumeration Materials	• Spanish	• Spanish

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2020 Census Non-English Support

Language Determination

ACS Language Data → Limited-English-Speaking Household → Validated Language List → **2020 Census Language List**

ACS Language Data (2016 5-year estimates)

- Languages spoken for all households

Limited-English-Speaking Household Language Data

- Languages spoken among households where there is **no one 14 years or older who speaks English only or speaks English "very well"**
- Cutoff at 2,000+ and 60,000+ limited-English-speaking households

Validate Languages

- Verified with regional and state level data
- Assessed translation feasibility
- Added American Sign Language

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2020 Census Non-English Support

Non-English Languages for Internet Self-Response, Census Questionnaire Assistance

	Limited-English-Speaking Households (MOE)	Cumulative Percent of Total Limited-English-Speaking Households	
Spanish	3,186,101 (12,273)	60.3	
Chinese	447, 785 (3,571)	68.8	
Vietnamese	174,439 (2,844)	72.1	
Korean	166,917 (2,619)	75.2	
Russian	145,174 (2,497)	78.0	*2010 (100,000 or more)*
Arabic	89,739 (2,255)	79.7	
Tagalog	69,772 (1,664)	81.0	
Polish	65,603 (1,665)	82.3	
French	64,108 (1,620)	83.5	
Haitian Creole	63,220 (1,918)	84.7	
Portuguese	62,881 (2,063)	85.9	**2020 (60,000 or more)**
Japanese	59,586 (1,682)	87.0	

2020 Census Non-English Support

Development of Non-English Internet Instrument

Translate
- Translation
- Review
- Quality Assurance

Develop
- Programming
- Formatting
- Functionality

Pretest
- Pre-Testing: Cognitive and Usability Testing with Focus Groups

Update
- Adjudication
- Final Translation Updates
- Quality Assurance

Finalize
- Instrument Updates
- Usability and User Acceptance Testing
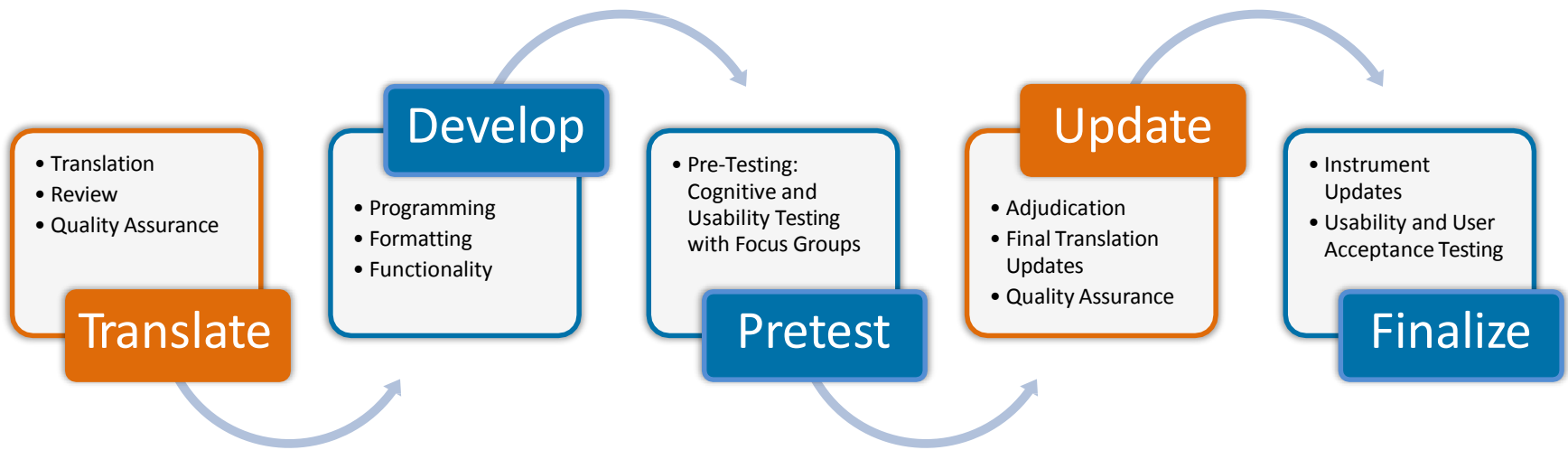
2020 Census Non-English Support

All Non-English Languages (order: top to bottom, left to right)

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	

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2020 Census Non-English Support
Summary of Support

Language Guides (Video and Print) Language Glossaries Language Identification Card	Internet Self Response Census Questionnaire Assistance	Bilingual Mailing Field Enumeration

Spanish

12 Non-English Languages

59 Non-English Languages
Templates of guides and glossaries for additional languages

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More information on the 2020 Census Memorandum Series:
http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

More information on the 2020 Census:
http://www.census.gov/2020Census

American Community Survey

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/

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State of California Census 2020

California Complete Count Office

Clarissa Laguardia

Language and Communication Access Manager

Informational Webinar: Overview of 2020 Census Non-English Language Support

The Separation of Roles

U.S. Census Bureau

The Census Bureau administers the Census questionnaire.

California Complete Count – Census 2020

The Census Office will oversee outreach activities to educate, motivate, and activate the hardest to count Californians.

U.S. Census Bureau Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Challenges and Barriers

- Recent arrivals

- Low educational attainment

- Languages of lesser diffusion

- Mixed status households

- Distrust in government

- Lack of understanding of the census

Hard to Count Under Language and Communication Access

Limited English Proficient (LEP)

- Ethnic and Linguistic Diversity

- Over 200 languages

- 27% are foreign born

- 44% of Californians speak a language other than English at home

People with Disabilities

- 22.3% of individuals 18 and older have a disability

California's Statewide Hard-to-Count

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
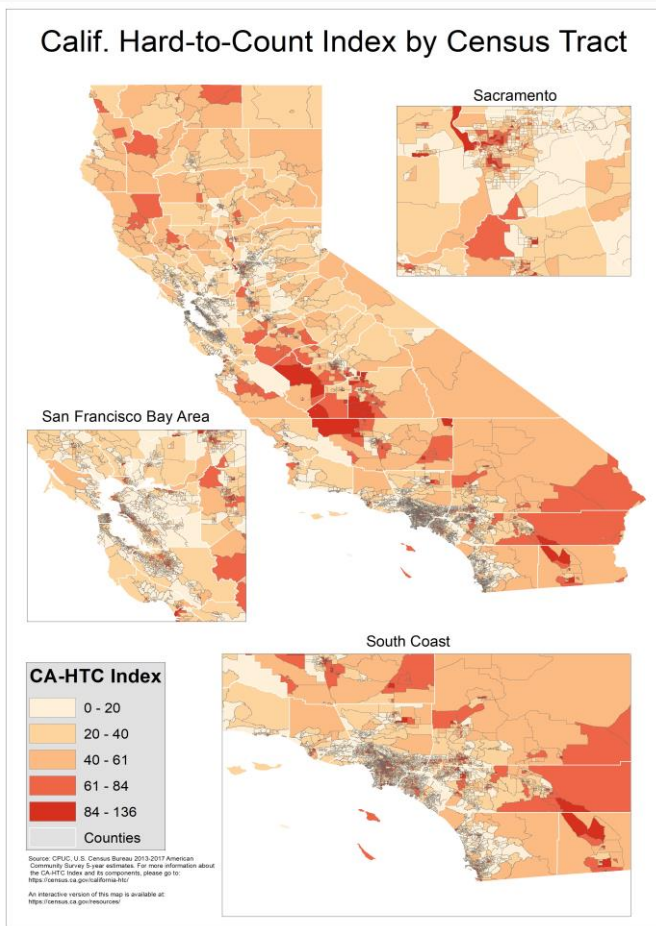- Households with Limited English Proficiency

Identifying California's Hard-to-Count

Below are descriptions of the 14 variables that comprise the CA-HTC Index (with data source).

- Percent of households without broadband subscriptions

- Percent of households that are non-family

- Percent of occupied housing units that are renter-occupied

- Percent of total housing units that are vacant

- Percent crowded

- Percent of population that is foreign-born

- Percent of adults (25 or older) who are not high-school graduates

- Percent of population with income below 150 percent of poverty level

- Percent of households receiving public assistance income

- Percent of persons (ages 16 or older) unemployed

- Percent limited-English households

- Percent of persons who moved from outside county in past year

- Percent of population under 5

- Percent of total housing units with 3 or more units in a multi-unit structure

Researching the Hard-to-Count
California's Interactive HTC Map

Calif. Hard-to-Count Index by Census Tract

Sacramento

San Francisco Bay Area

South Coast

CA-HTC Index
	0 - 20
	20 - 40
	40 - 61
	61 - 84
	84 - 136
	Counties

Source: CPUC, U.S. Census Bureau 2013-2017 American Community Survey 5-year estimates. For more information about the CA-HTC Index and its components, please go to: https://census.ca.gov/california-htc/

An interactive version of this map is available at: https://census.ca.gov/resources/

The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/resources

Statewide Outreach and Rapid Deployment Mapping Portal (SwORD)

- SwORD will help foster data sharing, coordination, and collaboration among partners.

- Demo Video

Determining Language Support in California

- Various Data Sources

- State and Federal Law

- CA HTC Index

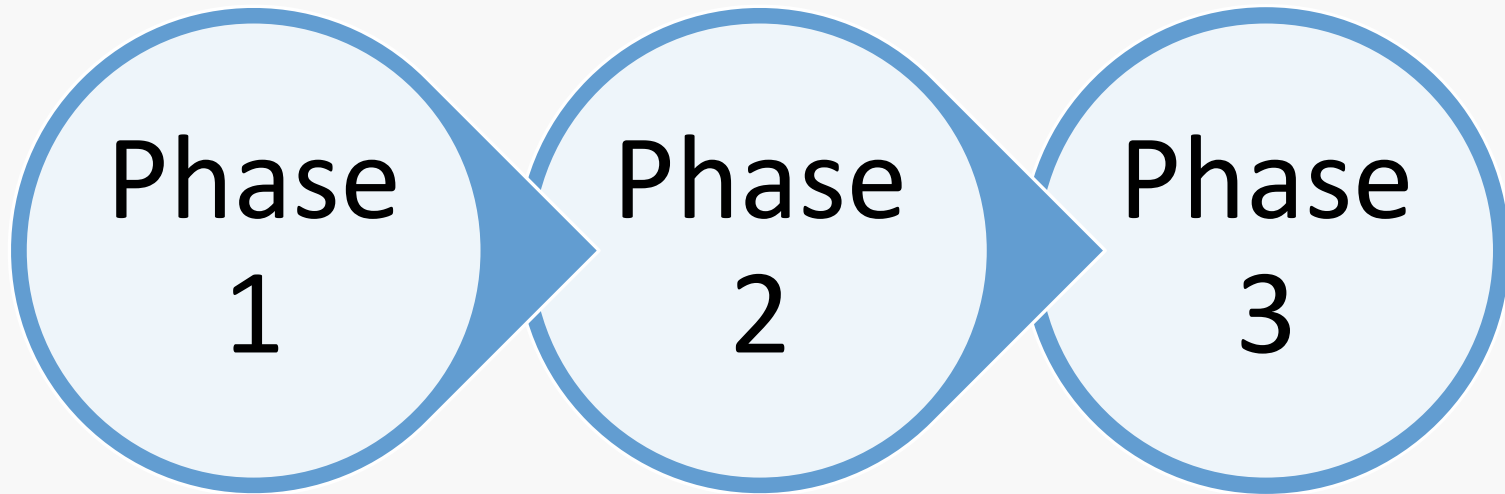- National Advisory Committee Recommendations
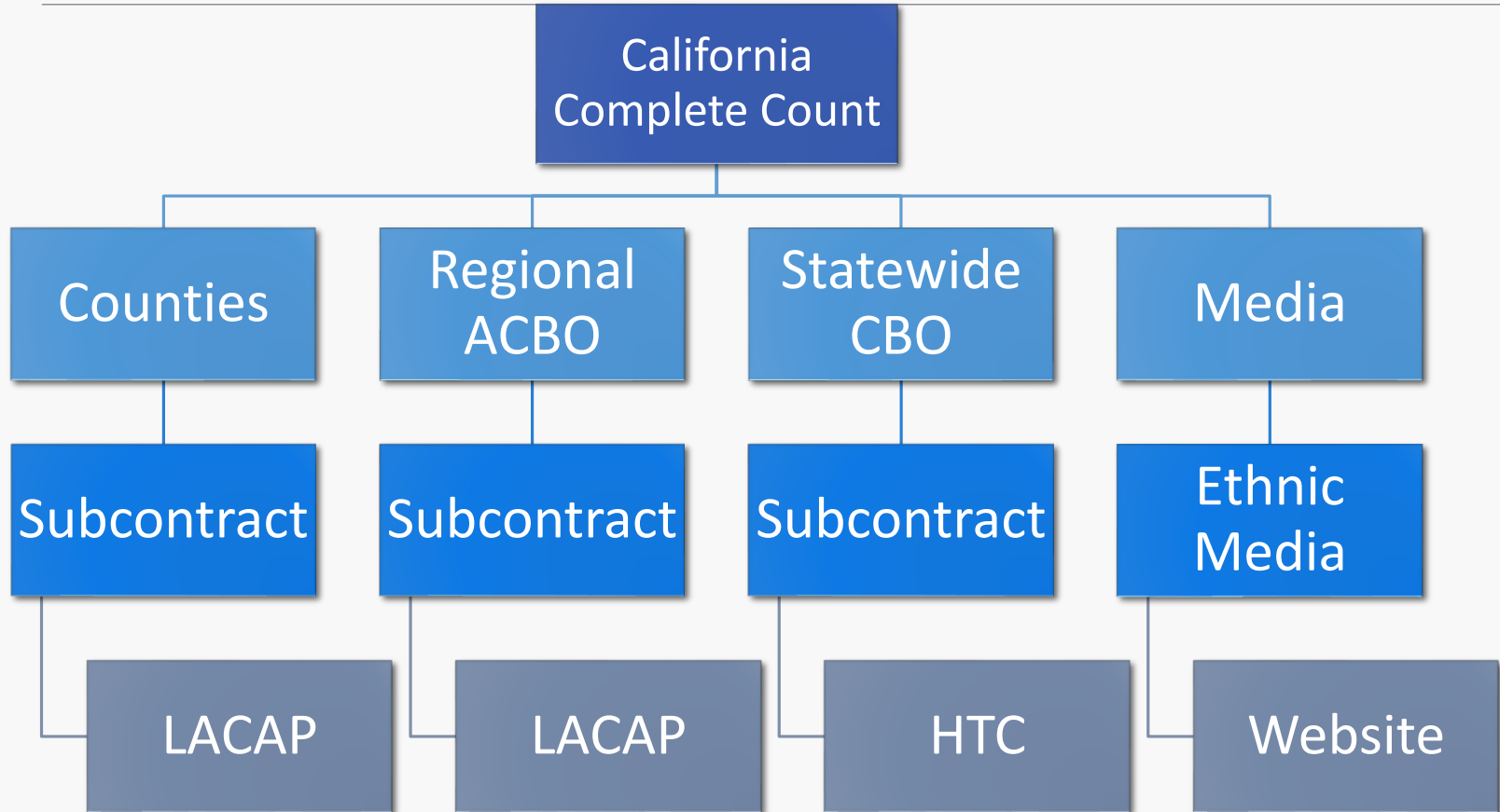
- Stakeholder Feedback

Data Sources

- American Community Survey (ACS), 5-Year Estimates, including Public Use Microdata Sample

- California Secretary of State

- California Department of Education

- California Department of Health Care Services
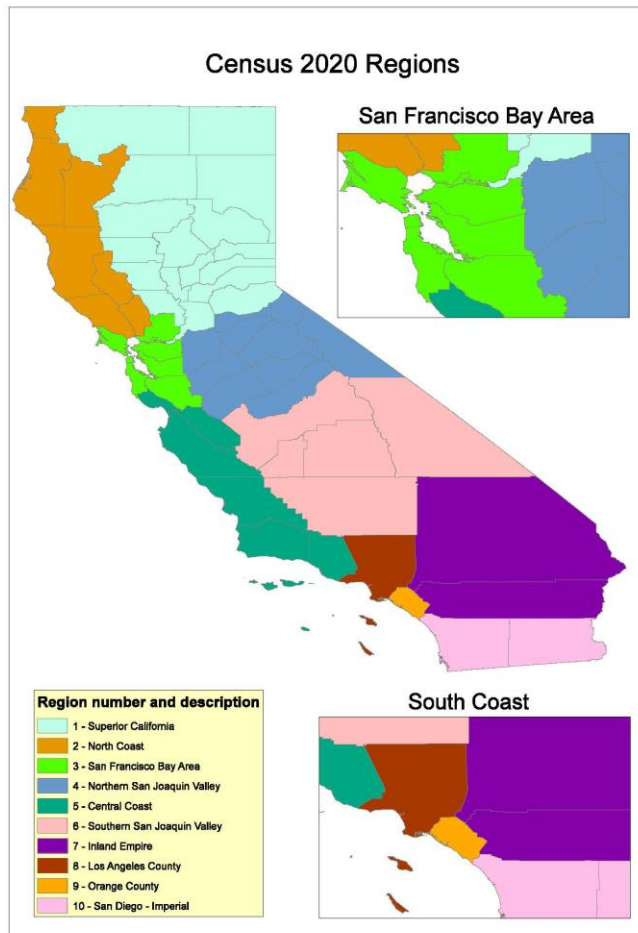
California Complete Count

California Complete Count

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California's Outreach and Public Relations Campaign

- Website

- Translations

- Toolkits

- Resource materials

- Branding

Regions

Census 2020 Regions

San Francisco Bay Area

Region number and description
1 - Superior California
2 - North Coast
3 - San Francisco Bay Area
4 - Northern San Joaquin Valley
5 - Central Coast
6 - Southern San Joaquin Valley
7 - Inland Empire
8 - Los Angeles County
9 - Orange County
10 - San Diego - Imperial

South Coast

- Counties
- ACBOs
- Regional Program Manager (RPM)
- Statewide CBOs
- Media Contract

Outreach Activities

Regional and Statewide Community Based Organizations

- ✓ Linguistic and communication capacity

- ✓ Experience in serving the HTC

- ✓ Partnerships and infrastructure

- ✓ Trusted messengers

Developing Print and Digital Materials

- Use U.S. Census Bureau's vetted terminology for developing materials

  ✓ LAGs and Glossaries

- Contractors are required to create materials that are easy to digest and shareable:

  ✓ Infographics, gifs, social media graphics, fact sheets, and videos.

Language and Communication Access Standards (LACAS)

- Contractors are required to abide by standards and guidelines as specified in our LACAS.

- Targeted languages will be identified at the county level.

- A revised version of LACAS is expected to be released in **mid to late April.**

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Contact Information

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