

Encouraging LGBT populations to participate in the 2020 Census

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Public Seminar on Amplifying Visibility and Increase Capacity for Sexual and Gender Diverse Populations

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*Disclaimer: Any views expressed are those of the author and not those of the U.S. Census Bureau

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2018 Census Barriers Attitudes and Motivators Survey (CBAMS) 50+ questions reduced to 6 “Mindsets”

- Social marketing/Ad campaigns *segment audiences* according to beliefs, opinions, attitudes, behaviors
- *8 different constructs emerged*, e.g. privacy & confidentiality; trust in government; civic participation
- From these constructs, developed *6 different “mindsets”*
- Used to *develop messages*
- Used to *target and deliver messages*
- Focusing on *mindsets for sexual minorities*

Mindsets identified by 2020 CBAMS Survey



Eager Engagers

19% of U.S. Population



- Highest intent to respond.
- Highest levels of civic engagement.
- Highest knowledge about the census.



Fence Sitters

32% of U.S. Population

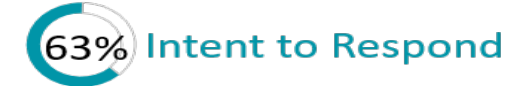


- Above-average intent to respond.
- Highest percentage White.
- Highest percentage male.



Confidentiality Minded

15% of U.S. Population

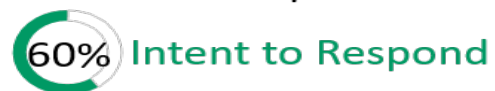


- Most concerned answers will be used against them.
- Highest percentage foreign-born.
- Slightly below average intent to respond.



Head Nodders

9% of U.S. Population

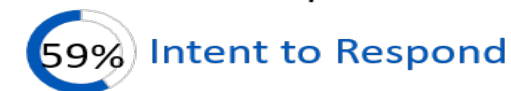


- Most likely to respond "Yes" to all knowledge questions.
- Above-average percentage of foreign-born people.
- Highest percentage ages 18 to 34.



Wary Skeptics

14% of U.S. Population

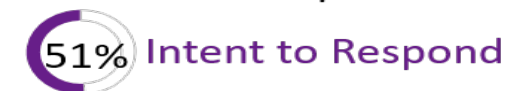


- Lowest trust in government.
- Highest apathy about the census.
- High percentage of Black/African-Americans.



Disconnected Doubters

10% of U.S. Population



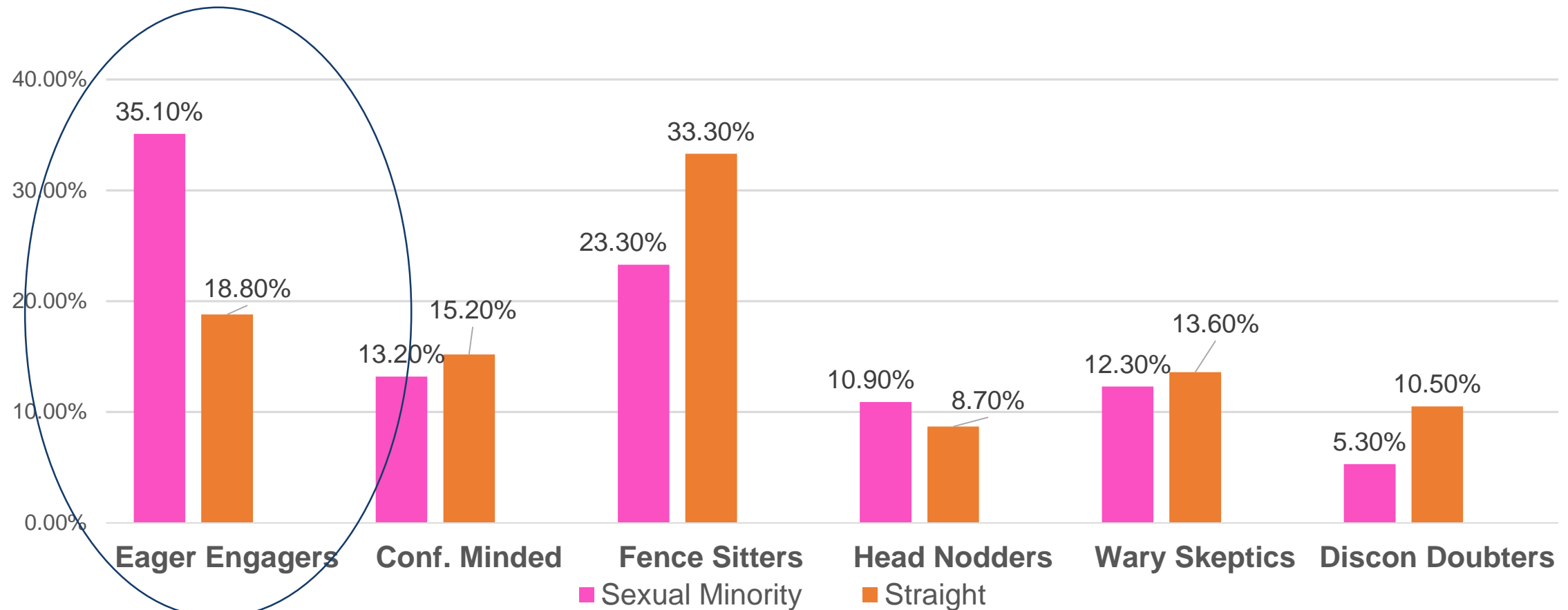
- Lowest intent to respond.
- Lowest frequency of internet use.
- Highest percentage age 65 or older.

Notes: (1) Intent to respond is based on the 2020 CBAMS Survey question, "If the census were held today, how likely would you be to fill out the census form? (a) Extremely likely, (b) Very likely, (c) Somewhat likely, (d) Not too likely, (e) Not at all likely." The percentages reported above in "Intent to Respond" reflect answers of "Extremely likely" or "Very likely" to respond.

(2) Percentage of U.S. Population reflects the weighted percentage of 2020 CBAMS Survey respondents in each mindset group.

(3) Due to rounding, population percentages do not add to 100%.

Census mindsets by sexual orientation



Eager Engagers

The **Eager Engagers** are the most civically engaged, have the highest knowledge about the census, and have the highest intent to respond. This mindset group also has the highest percentage of college-educated people and the population with the highest household incomes.

Members of this group may need only a little motivation to respond, but they should not be ignored or taken for granted. The Diverse Mass awareness and response campaigns will need to remind them to participate and encourage them to become “citizen advocates” for the 2020 Census.



19% of U.S. Population

Key Facts

- Highest intent to respond.
- Highest levels of civic engagement.
- Highest knowledge about the census.

Barriers

- Below-average trust in government.
- Above-average percentage of people who incorrectly believe census response is not required by law.

Motivators

- Value hospitals/health care, fire departments, and schools/education system above other public goods and services.
- Most likely to believe it matters if they are personally counted in the 2020 Census.

Comparison Points



Intent to Respond: **Highest** (82%)



Knowledge of Census: **Highest** (45%¹)



Top Motivator: **Community Funding** (29%)



Percentage who know census is used to determine community funding: **Above average** (55%)



Frequency of Internet Use: **Highest** (86%)



Racial/Ethnicity Diversity: **Below Average**
• **Above Average % White** (77%)

¹Indicates percentage with high knowledge about the census (i.e., correctly answering 8-11 out of 11 knowledge questions).

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Which of the following have you ever done, if any? *Mark (X) all that apply.*

- ☐ Voted in an election
- ☐ Signed a petition (including online petitions)
- ☐ Posted your own thoughts or comments on political or social issues online
- ☐ Volunteered at any organization
- ☐ Worn a button/bracelet/pin for an issue or cause
- ☐ Contacted, or attempted to contact, a politician or civil servant to express your views
- ☐ Attended a neighborhood or community meeting
- ☐ Participated in an organized protest or rally of any kind
- ☐ Donated money or raised funds for social or political activity
- ☐ None of the above

Gay/Bisexual	Straight
84%	82%
72%	55%
47%	25%
65%	54%
53%	36%
43%	32%
43%	42%
38%	14%
55%	40%
5%	8%

Dependent Variable

Variable	Question Wording	Scale
Intent to Respond to 2020 Census	If the census were held today, how likely would you be to fill out the census form?	1 – Extremely likely 2 – Very likely 3 – Somewhat likely 4 – Not too likely 5 – Not at all likely

Multivariate models of: Intent to Respond

(1) Demo only model:

PREDICTOR: SEXUAL ORIENTATION (GAY/BISEXUAL VS. STRAIGHT)

CONTROLS: AGE, SEX, RACE/HISPANIC ORIGIN, EDUCATION,
INCOME, RENT/OWN, NATIVITY, CENSUS REGION

(II) Demo model + mindset variable

SAME AS ABOVE + MINDSET VARIABLE

Regression on Intent to Respond to 2020 Census	Demo-only model
	Coefficient
Sexual Orientation (straight comparison category) Sexual Minority	+ ***
AGE	+***
RACE (White comparison category)	
Hispanic	+***
Non-Hispanic, Black	ns
Non-Hispanic, Asian	—***
Non-Hispanic, Other races	ns
Female	ns
Income	+***
Renter	ns
Foreign Born	—**
Education	+***
Observations	16,595

Note: *=<0.05; **=<0.01; ***=<0.001 R-sq=.10

Demographics model + mindset variable

- Sexual orientation *remains a significant and POSITIVE predictor* of INTENT TO RESPOND
- R-square improves from .10 to .14

- Over one-third of sexual minorities classified into the Eager Engager “Mindset”
- Multivariate models suggest that *sexual orientation is a significant predictor of intent* to participate in 2020 Census
- Counter to our hypothesis, members of sexual minority populations were significantly *more likely to indicate intent to participate* in the Census (even after controlling for demographics and Mindset membership).
- Why? Social Environment (Groves and Couper, 1998)

But, in fact, *missing SOGI data* from some of the best sources....

Sexual orientation and gender identity is NOT collected in:

- Civic Engagement and Volunteerism Supplement to the Current Population Survey
- American Time Use Survey

What Does LGBTQ Stand For

ACCORDING TO A 2017 GALLUP SURVEY,
4.5 PERCENT OF AMERICANS
— ROUGHLY 10 MILLION PEOPLE —
IDENTIFY AS LGBTQ.

LGBTQ is a current acronym for people who are lesbian, gay, bisexual, transgender and queer or questioning. Language used to label the LGBTQ community has changed through the years. This glossary defines terms used in the exhibit.

BISEXUAL

A person who is attracted to more than one gender.

CLOSETED

A person who has not disclosed their sexual orientation or gender identity.

CROSS-DRESSER

Anyone who wears clothes associated with a different gender as a form of expression but not for entertainment performances.

DRAG QUEEN

A man who performs exaggerated femininity as a form of entertainment. He can be gay, straight or transgender. Women who perform drag are called drag kings.

GAY

A person who is attracted to the same sex.

GENDER EXPRESSION

How a person expresses gender through clothing, hair and speech.

GENDER IDENTITY

A person's inner sense of gender as male or female, a blend of both, or neither.

HETEROSEXUAL

A person who is attracted to people of the opposite sex.

HOMOSEXUAL

A clinical term used to describe people who are attracted to the same sex. The term is now considered derogatory by many.

LESBIAN

A woman who is attracted to other women.

OUTING

Exposing someone's sexual orientation without their permission.

QUEER

A now derogatory term that has been reclaimed by people whose sexual orientation, gender identity or gender expression is not exclusively gay or straight, or male or female.

SEXUAL ORIENTATION

The characteristic of a person's physical, emotional or romantic attraction.

TRANSGENDER

A person whose gender identity or gender expression does not match their sex assigned at birth.

TRANSITIONING

The process, method or steps someone is taking to change their sex assigned at birth to match their gender identity.