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Stand Up and Be Counted: A Study of Arab Americans and the 2020 Census

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Background

The Arab-American community has long lacked visibility on Census surveys making this vulnerable population hard to count. Recent efforts to fix this decennial undercount have been stalled and the problem has only been exacerbated by recent anti-Arab rhetoric and policies from the Trump administration. The undercount of the Arab-American community can actually worsen in 2020. Compounding all of this has been preexisting concerns about the misuse of Census data about Arab-Americans at a time of heightened distrust of the government.

As the federal government and numerous constituency groups prepare for the promotion and implementation of the 2020 Census, the Arab American Institute Foundation and the American-Arab Anti-Discrimination Committee are partnering to implement an opinion research initiative to inform Arab-American communities to maximize engagement in the 2020 Census.

This multi-stage research project was implemented by John Zogby Strategies partnering with communications and policy staff from AAI and ADC.

Objectives:

1. Assess attitudes of and discover potential motivations for the target audience to participate in the 2020 Census.
2. Identify at least 3 behavioral opportunities among the target audience to overcome barriers to participation in the 2020 Census.
3. Expose the target audience to conceptual messaging to discover what will motivate the population to participate in the 2020 Census.



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Methodologies

John Zogby Strategies utilized the following methodologies:

1. An initial round of focus groups in Utica, NY, St. Louis, MO, Miami, FL and Jersey City, NJ probing participants on their familiarity with the Census and its purpose, as well testing messages that focused on advantages/benefits of filling out the Census as well as concerns. The results from the first round of focus groups shaped the advertisements as well as the survey instrument in the follow up online survey. Participants included 39 women and 30 men. The ethnicities included Egyptian, Iraqi, Lebanese, Moroccan, Palestinian, Sudanese, and Syrian. **For more details, see Appendix B.**
2. A nationwide online poll of 424 Arab American adults conducted between August 20th and August 24th, 2018. with a margin of error +/- 4.9 percentage points. Using our in-house list, email invitations were sent to a random sample of the total pool of email addresses in all 50 states, and were stratified to be representative by region. Efforts were made to target groups that are normally under-represented in typical samples. Each invitation was password coded and secured, and the IP addresses were tracked to ensure each respondent took the survey only once.
3. A second round of focus groups in the same cities in which many of the same participants were asked to discuss the effective and ineffective aspects of each advertisement generated from the first round of focus groups, as well as final tallies from each participant who were asked to choose their “top two ads”. Participants included 20 women and 23 men. The ethnicities included Egyptian, Iraqi, Lebanese, Palestinian, Sudanese, and Syrian. **For more details, see Appendix A.**



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Sample Characteristics of Nationwide Survey of 424 Arab American Adults

Gender

	Frequency	Valid Percent
Male	212	50.0
Female	212	50.0
Total	424	100.00

Age

	Frequency	Valid Percent
18-24	85	20.0
25-29	93	22.0
30-39	76	18.0
40-49	68	16.0
50-59	59	14.0
60+	42	10.0
Total	424	100.0



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Country of Origin

	Frequency	Valid Percent
Lebanon	127	30.0
Syria	42	10.0
Egypt	51	12.0
Palestine	42	10.0
Morocco	21	5.0
Jordan	17	4.0
Iraq	21	5.0
Yemen	15	3.5
Other MENA	87	20.5
Total	424	100.0

Born in US

	Frequency	Valid Percent
US	306	75.00
Another Country	102	25.00
Total	408	100.00
Missing	16	
Total	424	



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Religion

	Frequency	Valid Percent
Catholic	129	32.0
Orthodox	101	25.0
Muslim	121	30.0
Other/None	52	13.0
Total	403	100.0
Missing	21	
Total	424	

College Graduate

	Frequency	Valid Percent
Yes	188	45.0
No	229	55.0
Total	417	100.0
Missing	7	
Total	424	



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Region

	Frequency	Valid Percent
East	79	18.8
South	113	27.0
Central/Great Lakes	85	20.2
West	143	34.0
Total	420	100.0
Missing	4	
Total	424	



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Executive Analysis

The hypothesis going into this project was to expect a significant amount of alienation from and fear about the U.S. Census among Arab Americans. From previous similar studies conducted by Zogby, we thought we would find even higher levels of distrust among Arab Americans across the board, but particularly among newer immigrants, Muslims from nations seen as enemies of the US, and even from mainstream US-born Lebanese and Syrian Americans who have become increasingly apprehensive about the post-9/11 and Trump Administration milieu.

While there is no doubt that fear and loathing exists within the broad spectrum of Arab American community, our results from all three phases of this study indicate reasons to believe that other factors play an even larger role in preventing wider participation in the Census and that these factors can be overcome with good messaging, effective networking, and a comprehensive community effort.

Here are some key takeaways from the John Zogby Strategies study:

1. Strong Ethnic Self-Identity and Desire to Be Recognized

Over the course of four decades of activism, organizing, and survey research in the Arab American community, I have witnessed the development of an Arab American community and identity. In the August 2018 survey, two in three said they “considered themselves to be an Arab American” (66%) and that included similar percentages of men and women, huge percentages of Muslims (92%) and Orthodox (70%), and even 49% of Catholics (including the previously more reluctant Maronite Catholics). It also includes 65% of US-born and 75% of foreign-born. Thus, for marketing and communications purposes, appeals to “Arab Americans” should work.

Almost two thirds (64%) would be inclined to answer the MENA (Middle East North Africa) question on the Census and only 18% are not so inclined. While Muslims are more willing to answer this question than Catholics – 71% to 60% -- there is no real blowback on this questions. Only one in four (26%) of Catholics would not fill this out.



At the same time, very few indicated that they would be reluctant to count small children or extended family in their Census forms.

2. *Arab Americans Are Concerned About the Census But They Will Participate*

This growing confidence in their ethnic heritage, combined with a strong desire to be considered part of the fabric that composes the US as a whole should offset any concerns about sharing personal information. A little over two in three (68%) told us that they “plan to participate and provide information to the Census”. Only 10% did not plan to participate and 22% were not sure. (This breakdown pretty much reflected the focus group breakdowns). Plans to fill out the Census are uniform among most key demographics – as are the very few who will not participate. Women (27%), Muslims (26%), Catholics (23%), and foreign-born (24%) are more likely to be not sure and will require additional persuasion.

3. *Main Reasons for Non-Participation*

Both the focus group and survey phases of this project revealed that the principle reasons for not participating in the Census have more to do with “ignorance” (of the purpose) and “laziness”. The ignorance part was especially notable among young people who had never done a Census before, while the laziness was seen among all age and religious groups due to not knowing the “benefits” of the U.S. Census collection of information.

Among the specific concerns cited:

- 57% of those polled worried about “giving personal information about me and my family”. This sentiment was especially acute among Muslims (65%) and US-born (62%). Interestingly, less concern was expressed among those not born in the US (45% concerned, 44% not concerned). As we learned in the focus groups, refugees and newer immigrants were the least worried about sharing details because they had already been vetted extensively already. “What don’t they know about us?”, a Syrian refugee living in Utica told us.



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- Two thirds (66%) said they were “concerned about online security” – about the same percentage across the board by gender and religion, but more deeply felt among Muslims (73%) and those born in the US (74%). Again, only 46% of non-US-born cared about this while 40% did not.
- While 54% of the total sample were not “concerned about immigration enforcement or other government officials using my Census answers), 40% were – a not insignificant percentage! This included a majority of Muslims (51%).
- Nearly half (48%) expressed concern that “the government could use my information against me because I’m an Arab American – including 56% of women (41% of men), 66% of Muslims (yet still 46% of Catholics and 31% of Orthodox), and 50% of US-born (vs. 43% of foreign-born).
- A majority (54%) felt apprehension that “this data is being used to profile me as an Arab American” –60% of women, 70% of Muslims (50% of Catholics, 43% of Orthodox) and slight majorities of both US- and foreign-born.
- The concerns listed above no doubt stem from fear of the Trump Administration **but participants demonstrated an ability to separate their fears of the Trump Administration from the U.S. Census once educated on the purpose of its information collection and it’s benefits for the community.**

4. Nonetheless, There Was Clarity That the Census Should Be Put in a Positive Light to Induce More Participation

The data was clear from the outset and in all phases that any effort to be overly forceful or defiant or to portray the “long arm of the law”, would backfire. There are plenty of reasons why simply explaining the importance of the Census to individuals, to the Arab American community, and to the nation as a whole should improve participation.



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- 69% agreed that the “community will benefit if more from your community participate in the Census” – 78% of men, 60% of women, and two in three to three in five of the religions groups, 67% of foreign-born and 71% of US-born. This was indeed a key argument learned in all focus groups, as well. Many simply did not know that the Census provides a basis for funding levels for schools, social services, health care, and local and state government services. “Our participation is good for our community, not only Arab Americans but the community where we live.” “We are good Americans and we want everyone to know we do our part.”
- 71% are more likely to participate if they know that Census numbers “determine funding for state and local services.” This is strong across all key demographics. All focus group discussions agreed that this was a major argument that needed to be emphasized.
- While there were reservations about sharing any personal information online, 71% said they were more likely to participate if they knew that filling out the Census is “safe, easy, and just a few clicks online.” Another 10% said it would not affect their decision and 9% were not sure. That left only 9% overall who said it would make them less likely. Those numbers held up across all lines. In the focus groups, some participants noted that doing it online could discourage old people and those not familiar with the English language or in filling out forms. And there were some concerns about confidentiality and privacy – but this did not seem to represent any real stumbling block.
- Just under three in four (72%) are more likely to fill out the Census if assured that the “Census protects personal data and your identity is anonymous.”



5. *The Messages That Work Best*

Despite concerns expressed about the Census violating privacy and possibly opening the door to government abuse, participants in all focus groups **were clear that trusted community leaders should encourage all sub-groups to participate with positive messages and make every effort to avoid using fear and force as a hammer.** Here is what we heard in all of the discussions and which were unequivocally reinforced in the nationwide survey:

- *Stress the positive benefits to the Arab American community and to the broader community.* “Make the link to funding for schools, services, health care, police.” “The Census allows us to be a vital force in our community and the nation. We want to be seen as good Americans.”
- *Emphasize the importance to the future.* This was a recurring theme: “It (the Census) is about our children, our future.” “The Census is more than just collecting numbers, it is about making sure we get our fair share.”
- *Be inclusive.* There is a sense that America does not know the Arab American community and Arab Americans do not know enough about themselves. “We need to display our diversity – our story, the richness of our culture.” The Census can be a community-building exercise. We get to learn more about ourselves.” (There was a display we especially witnessed among younger participants in both St. Louis and Miami of “retro-ethnicity” – i.e. the notion that is very cool among Millennials to find their ancestral roots and enjoy their own individuality.
- *Show the diversity of the Arab American experience.* Along similar lines as above, don’t only show the religious diversity, but also both Levantine and African roots, Lebanese and Palestinians. Emphasize the common Arab



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culture of food, music, dance, language. This was a universal theme from all focus groups.

- *Convenience is an important tool.* Most survey respondents and focus group participants applauded the ease of the online option but noted that all other options needed to be addressed as well. As we have seen, some do not like filling out forms online and others actually prefer receiving the Census in the mail or having a Census taker come to the door. Flyers, banner ads, radio and television public service announcements, and YouTube videos by leaders should also include all option.
- *Special focus on the family.* Family is important to all Arab Americans and it personalizes the message to a common ground. While being a part of the nation's mosaic is important, as is being good citizens, use of family-friendly messaging and imaging also makes it clear that the "Census is good for me" – a note that emerged especially clearly in the Jersey City focus groups.

6. *The Slogans That Work Best*

Following ideas gleaned from the first round of focus groups, we developed concept pieces for print/online advertising. We then tested the following slogans in both the survey and second round of focus groups.

- In the survey the top five most popular in order were: Be Proud, Be Counted"; "Today I Looked At My Daughter and I Realized That I Count"; "Stand Up for Your Community"; and "The Census Benefits Our Family and Community for Generations".

7. *The Advertisements That Scored the Best*

- The draft advertisement that came in first place among survey respondents was the one depicting a grandfather and granddaughter sitting in front of the laptop. A total of 40% found this Very



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Persuasive and another 40% found it Somewhat Persuasive. Only 12% found it Not Persuasive. In addition to appeal across the board, the features that were most effective were that it is multi-generational, family-centered, showed a little girl assisting her “Giddoo”, is focused on the future, and emphasizes the positive impact of the Census on both a personal level and the future. A key theme that was noted in the focus groups is that the Census is more than just numbers.

- In second place was the ad showing a husband and wife (in hijab) and headlined “Stand Up for Your Community – 37% found it Very Persuasive and another 29% Somewhat Persuasive. It appeared to be especially appealing to men (45% Very, 27% Somewhat), Catholics (42%, 27%), Muslims (44%, 30%), and Orthodox (38%, 28%). The positive message fit well with the happy image, but there was criticism of the line “Help Them Help Us”.
- Very well liked in all of the focus groups but scoring a little further down in the survey was the same headline of “Stand Up for Our Community” and showing the crowd watching young people dancing the traditional dabke. (31% found it Very Persuasive and 45% Somewhat Persuasive). The focus groups loved the diversity of the Arab American audience, the emphasis on the shared culture, the positive message, and the very clear emphasis on “Fill Out the Census Today”. Some of the critiques included how the white lettering in Arabic got lost in the brighter background, the use of only kafiyah-wearing young men (i.e. only Palestinian), and the size of the audience. The use of the word “Yalla” (i.e. Hurry!) proved popular with most people.
- In third place overall, was the mother and daughter and the tagline, “Today I Looked At My Daughter and Realized That I Count” – with 34% saying it is Very Persuasive and 41% Somewhat Persuasive. Several focus group participants thought it would be very persuasive to women (thought men responded a little more favorably to it in our survey than women) and loved the happy, future-oriented message.



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There were significant criticisms as well: “too many hijabs; it is okay for the mother but the daughter is too young to be required to wear one anyway and it is too Muslim-focused. One single Muslim woman was actually offended – “Do you mean a woman only counts if she has a child? Why didn’t she feel she counted before?”

The consensus in all of the focus groups – and in particular St. Louis – is that **the Census must be humanized and personalized**. This is why the ad with the father, mother, little daughter and son, scored well enough to be fourth place – 32% Very Persuasive, 39% Somewhat Persuasive. It also showed similar appeal among both Catholics and Muslims. **Positive views included the emphasis on a happy family, the future, and that the key message should be that the Census is more about people and not just numbers.** The one negative was mainly the message about the Census being only online. As noted above, participants felt that all ads should promote all options.

When we asked all focus group participants during the 2nd round* to vote for the most effective and second most effective advertisements, these were the results:

First Place – (21 votes) Advertisement 3, “Stand Up for Your Community” with the young husband and wife.

Second Place - (20 votes) Advertisement 5, “Stand Up for Your Community” with the traditional dancers and the crowd watching.

Third Place – (19 votes) Advertisement 2, “The Census Is About People, Not Numbers” with the smiling family of four.

Fourth Place – (14 votes) Advertisement 4, “It Benefits Our Family and Community for Generations to Come” with the grandfather and little girl.

Additional Comments:

The ad featuring the mother and daughter was admired but scored lower (10 votes) mainly because of the over-emphasis on the traditional scarf. The theme



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would work better if at least the daughter did not wear a hijab.

The lowest scoring ads were the two that introduced the message “Don’t Let Fear Count You Out”. The one with the flag was deemed too scary, especially by nearly all participants in St. Louis, Miami, and Jersey City. “My first thought was Nazi”, one in St. Louis said to universal agreement. “If I wasn’t scared before, I am now – but it won’t make me or anyone fill out the Census”. The one with the pen was applauded for showing a real form on paper – so as not to be entirely an online option – but the “fear” message just did not work.

*For more details about the focus groups conducted – see below Appendix A (second round) and Appendix B (first round). For the individual advertisements, please see PDF doc titled *Advertisements with Arabic Translation*. The second round of focus groups which reviewed these same advertisements and followed the exact order in the PDF

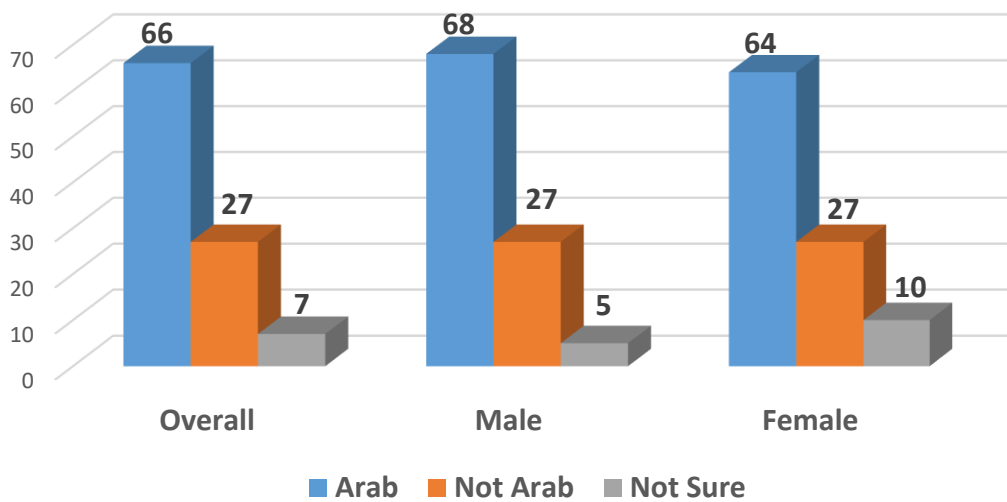


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Survey Results Tables - Key Findings from Nationwide Survey of Arab American Adults

Q3: Do you consider yourself an Arab American?

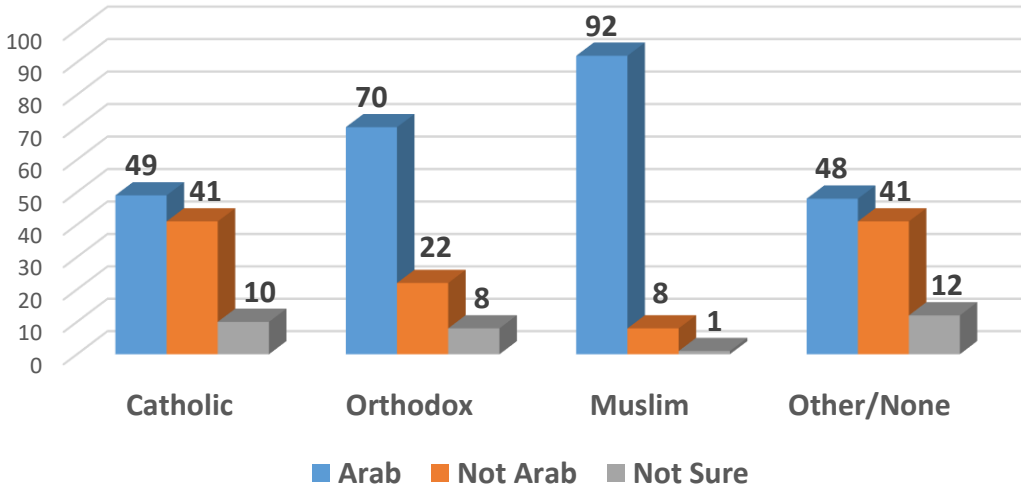




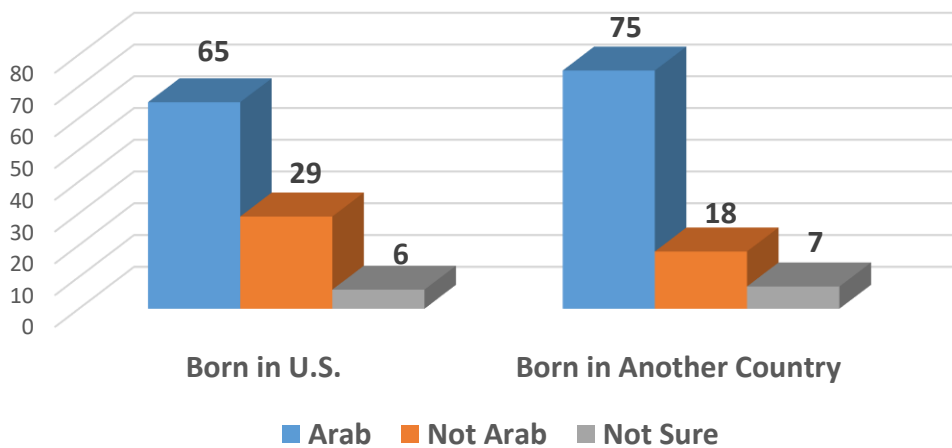
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Q3: Do you consider yourself an Arab American ? (By Religion)



Q3: Do you consider yourself an Arab American ? (By Nativity)

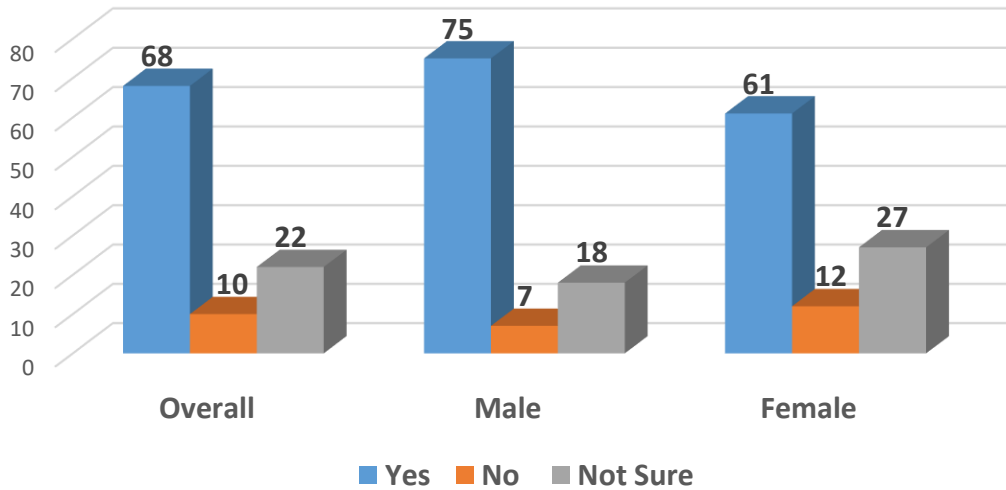




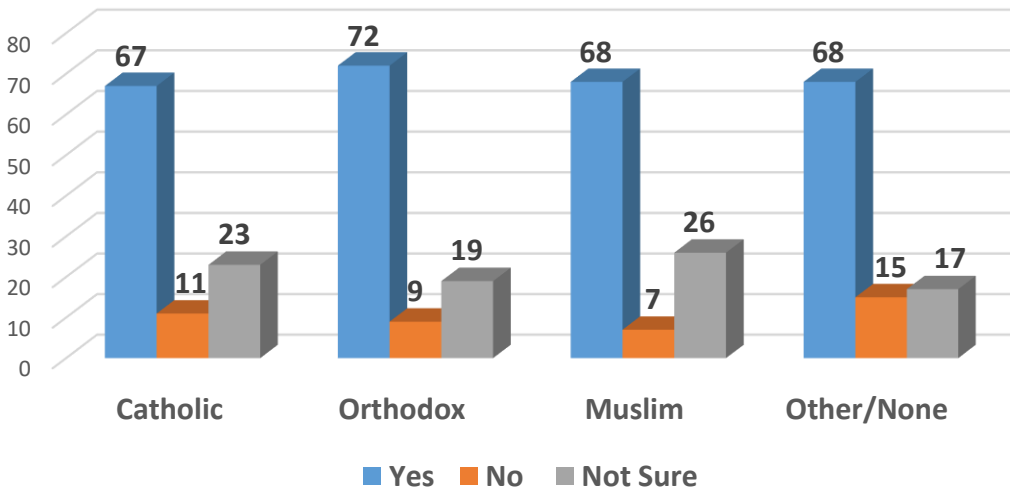
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Q6: Plan to participate and provide information to the Census?



Q6: Plan to participate and provide information to the Census ? (By Religion)

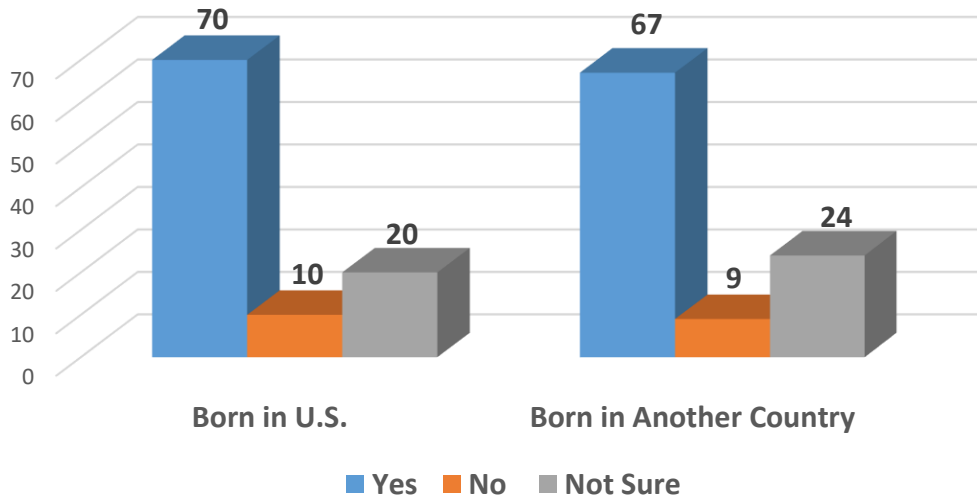




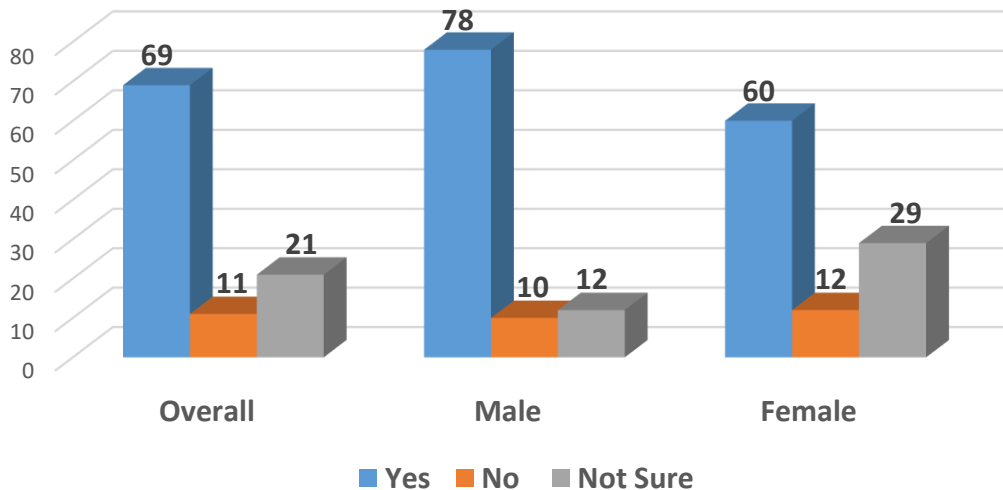
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Q6: Plan to participate and provide information to the Census ? (By Nativity)



Q7: Community will benefit if more from your community participate in the Census?

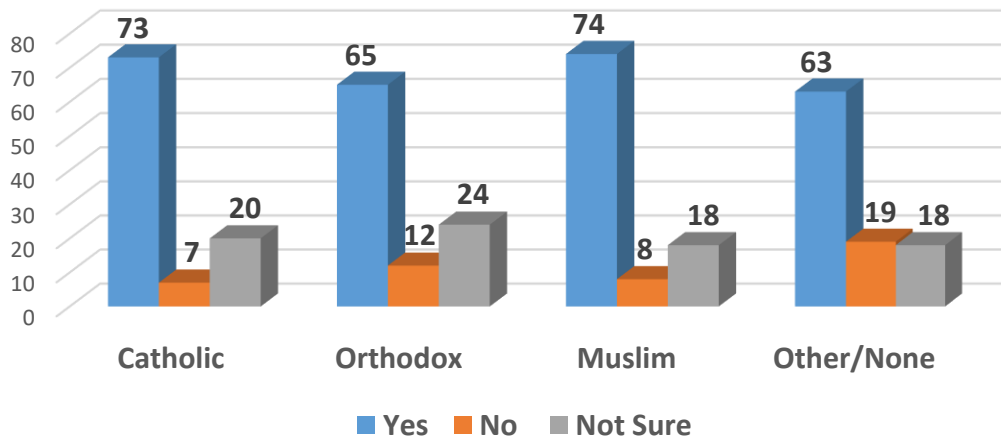




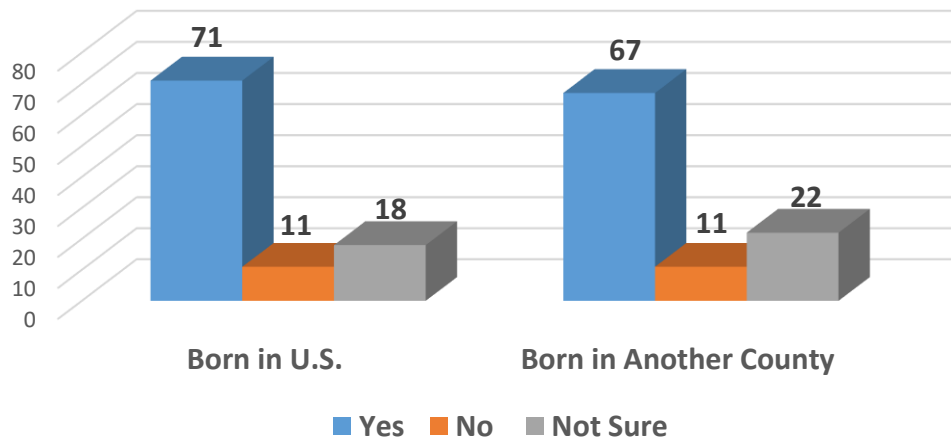
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Q7: Community will benefit if more from your community participate in the Census ? (By Religion)



Q7: Community will benefit if more from your community participate in the Census ? (By Nativity)

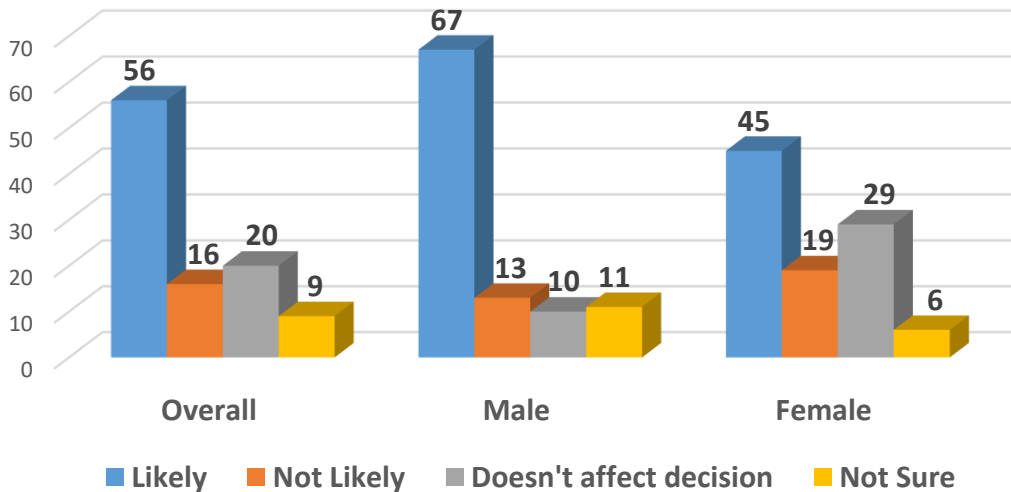




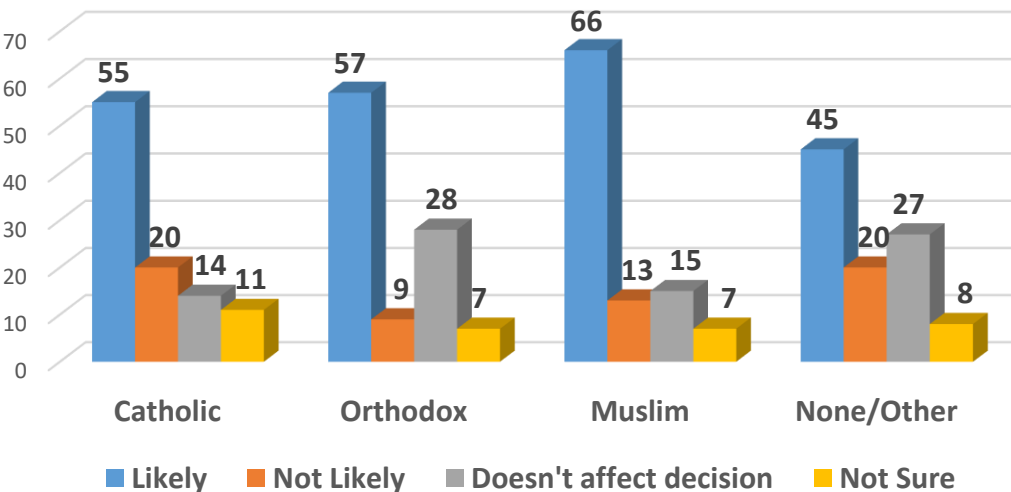
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Q9: Does knowing...make you more or less likely to participate in the 2020 Census?



Q9: Does knowing...make you more or less likely to participate in the 2020 Census ? (By Religion)

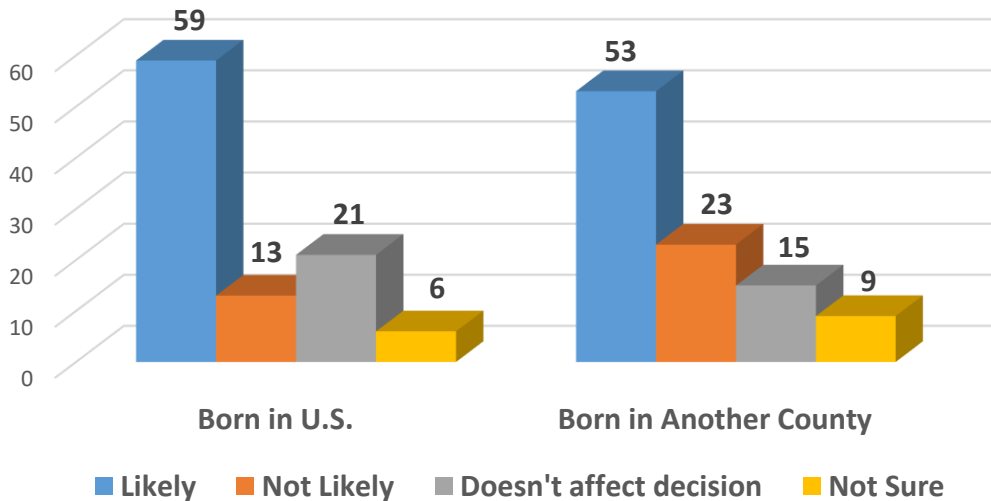




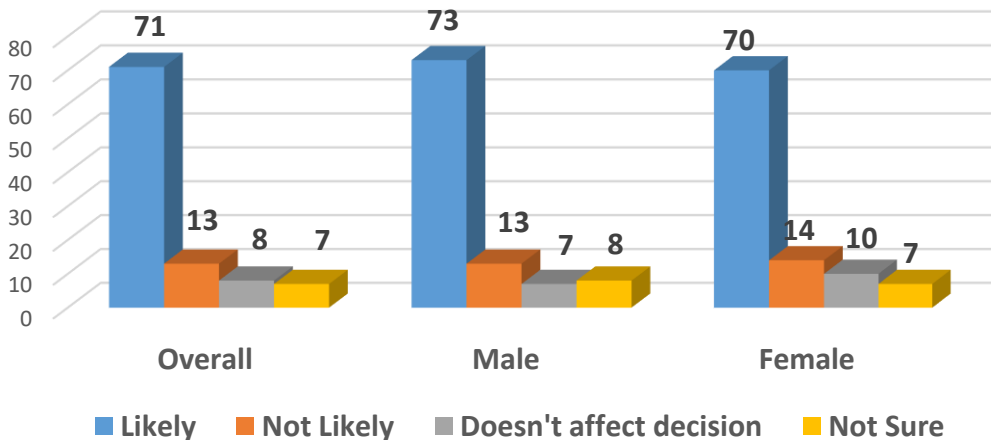
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Q9: Does knowing...make you more or less likely to participate in the 2020 Census ? (By Nativity)



Q10: Likelihood of participation if you knew...determines funding for state and local services?

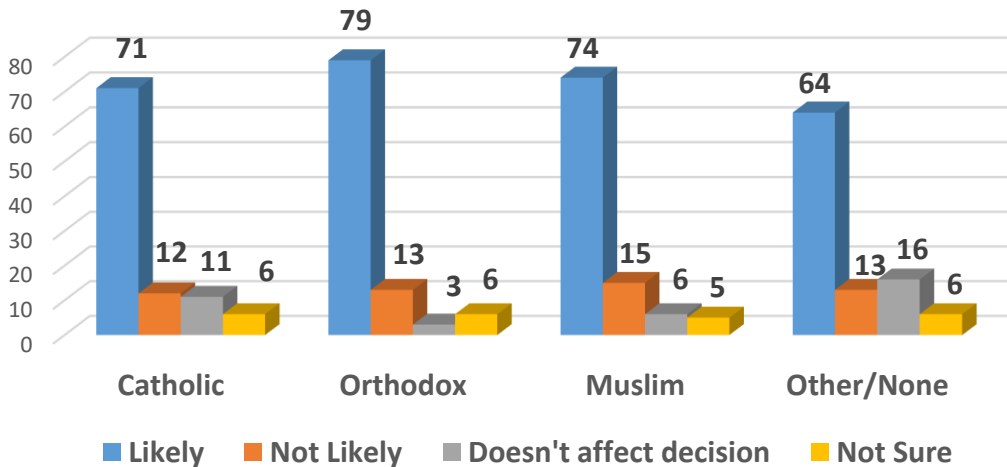




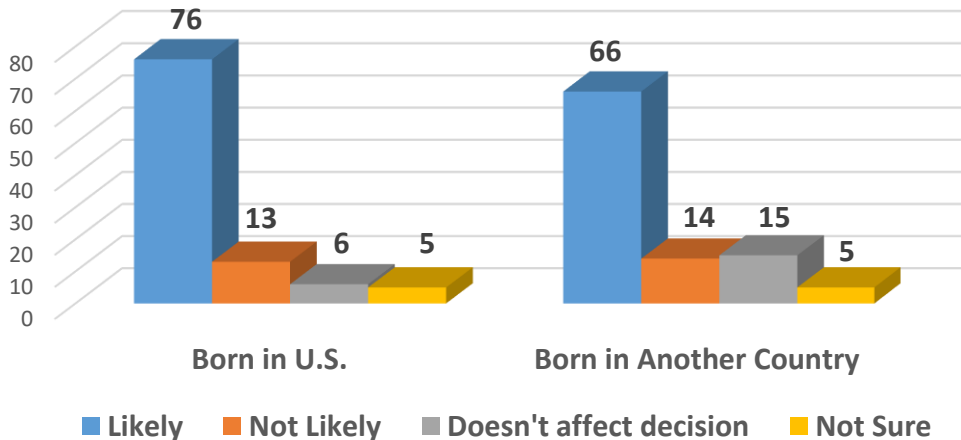
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Q10: Likelihood of participation if you knew...determines funding for state and local services ? (By Religion)



Q10: Likelihood of participation if you knew...determines funding for state and local services ? (By Nativity)

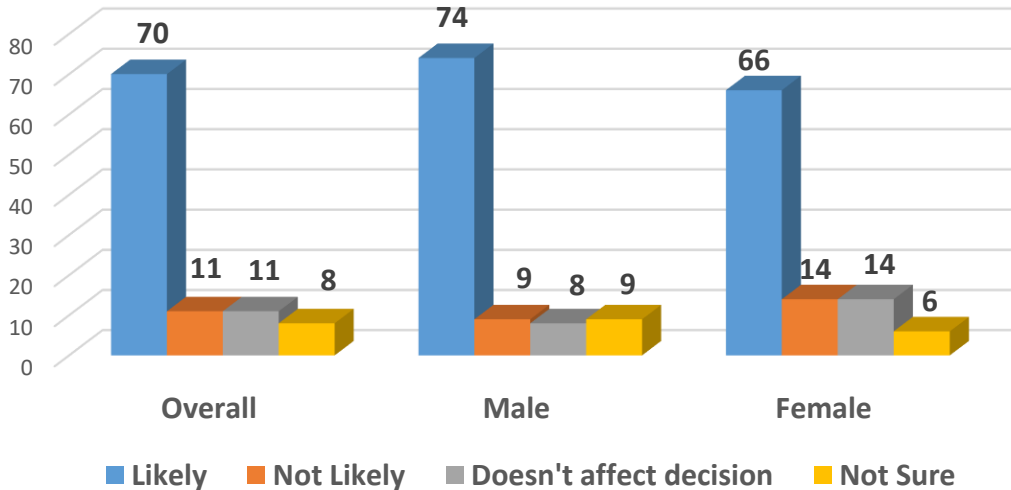




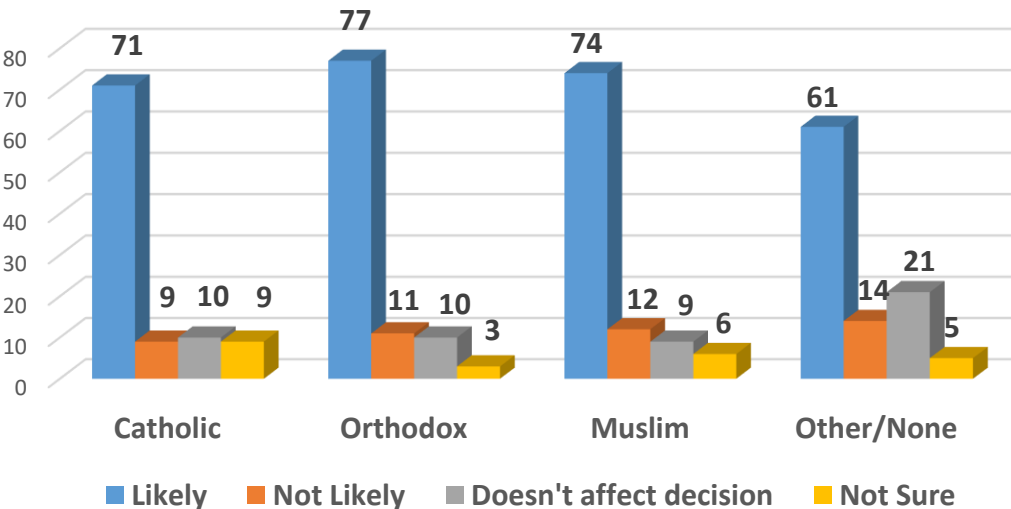
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***Q11: Likelihood of participation if you knew...safe,
easy, just a few clicks online?***



***Q11: Likelihood of participation if you knew...safe,
easy, just a few clicks online ? (By Religion)***

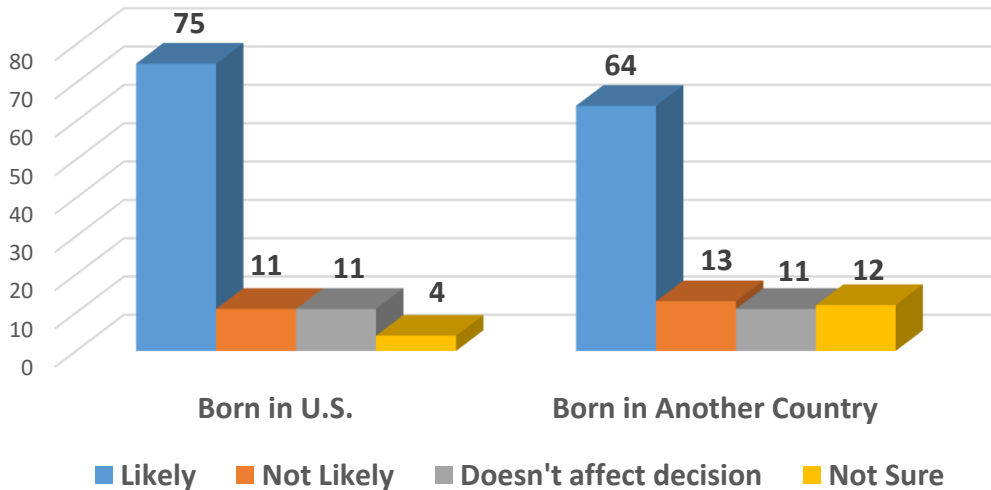




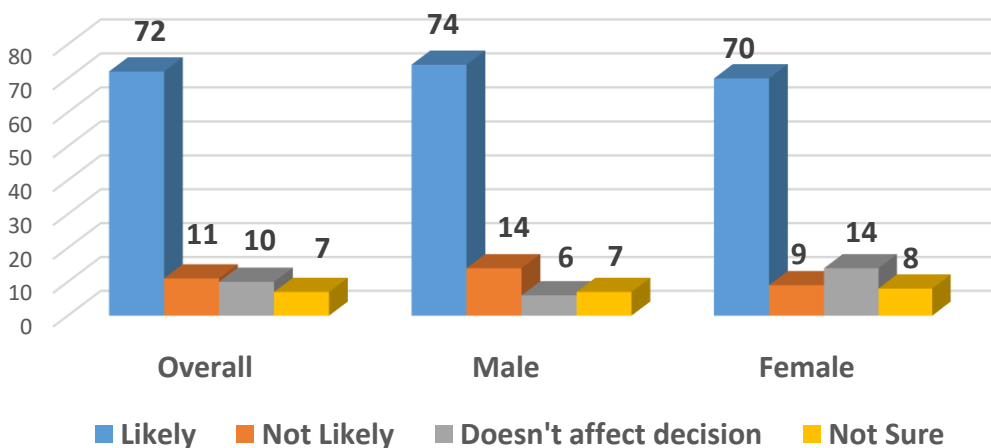
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Q11: Likelihood of participation if you knew...safe, easy, just a few clicks online ? (By Nativity)



Q12: Likelihood of participation if you knew...Census protects personal data and your identity anonymous?

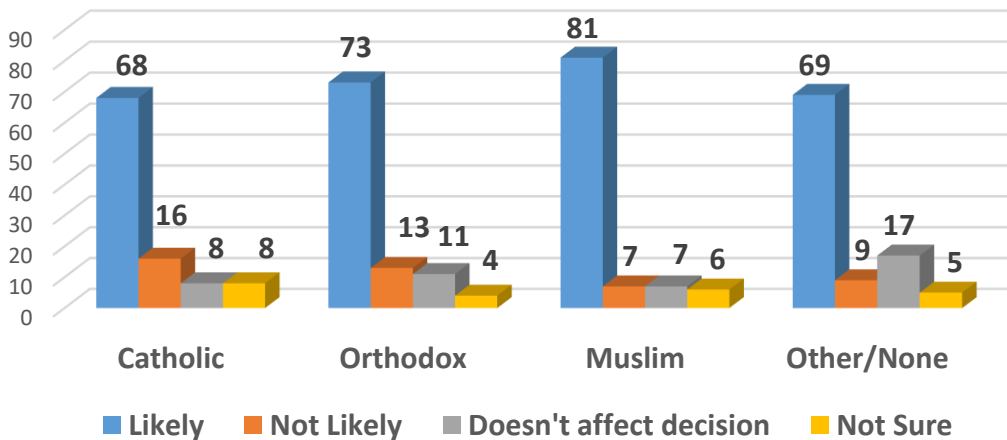




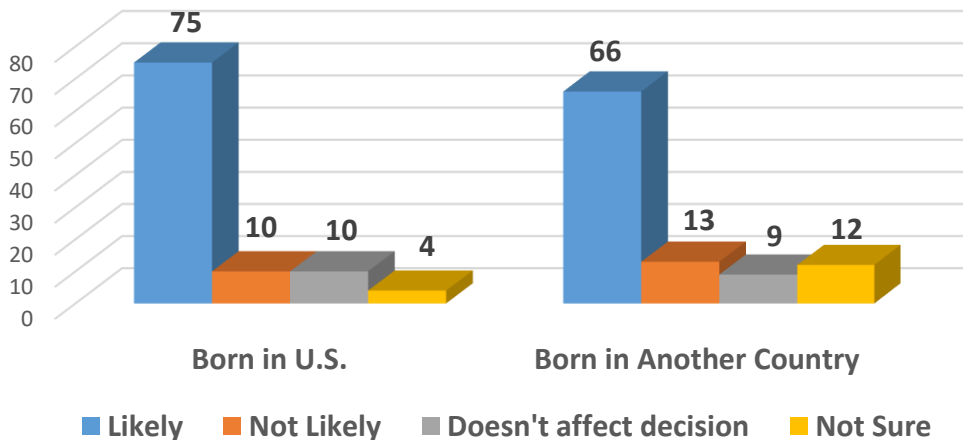
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Q12: Likelihood of participation if you knew...Census protects personal data and your identity anonymous? (By Religion)



Q12: Likelihood of participation if you knew...Census protects personal data and your identity anonymous? (By Nativity)

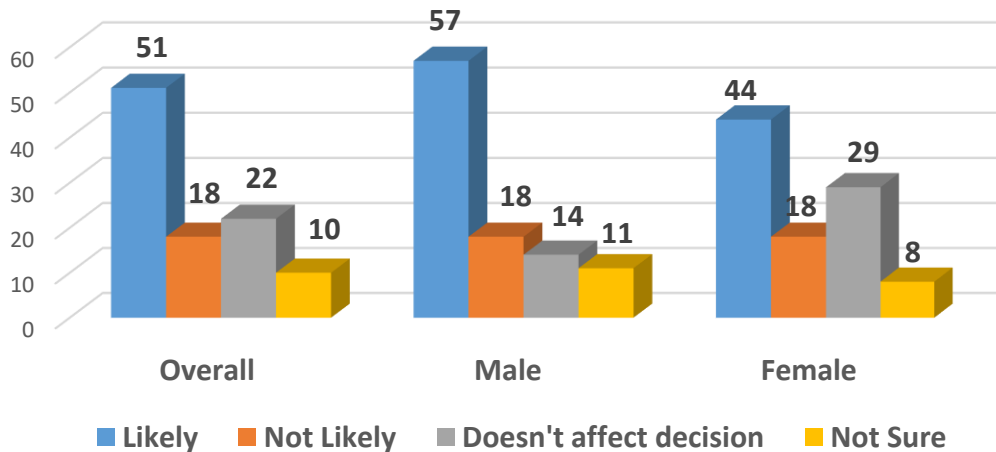




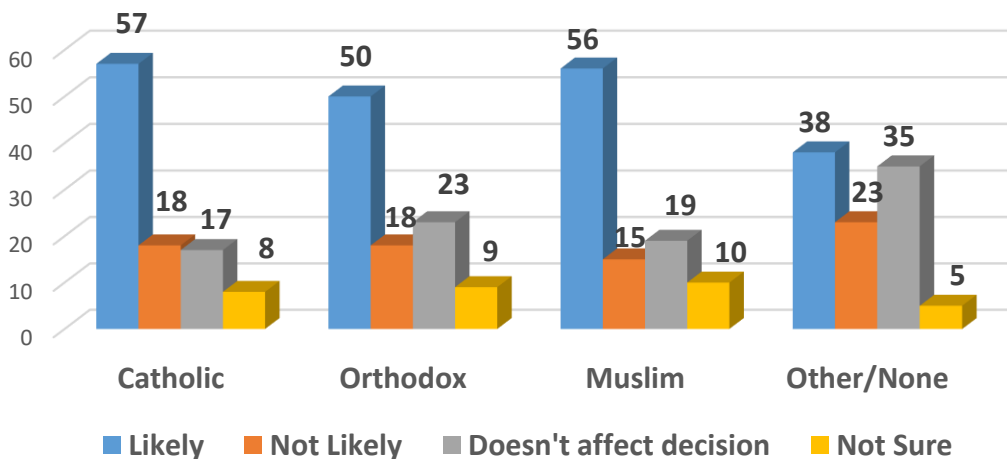
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Q13: Likelihood of participation if you knew...have to report whether you and all others living in home are U.S. citizens?



Q13: Likelihood of participation if you knew...have to report whether you and all others living in home are U.S. citizens? (By Religion)

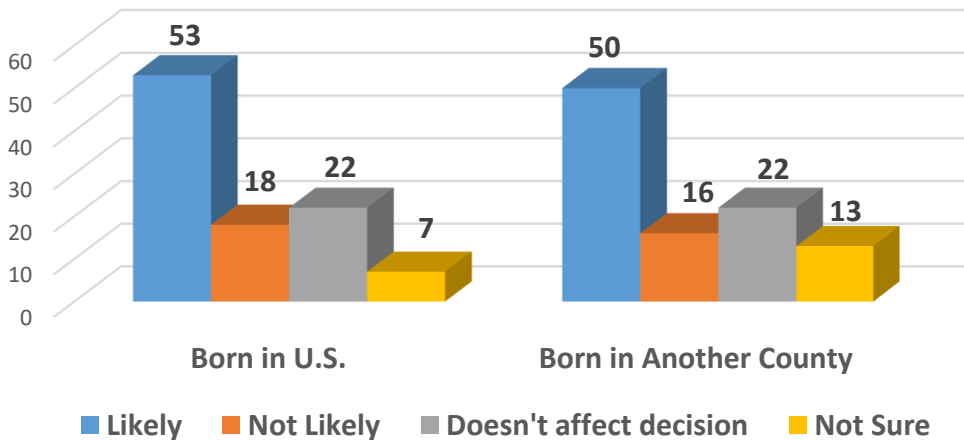




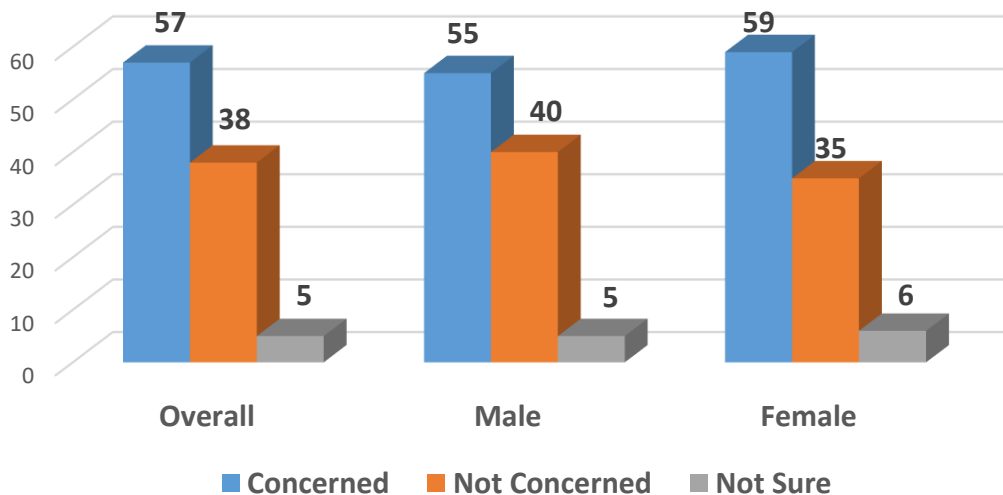
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q13: Likelihood of participation if you knew...have to report whether you and all others living in home are U.S. citizens? (By Nativity)



Q17: I am concerned about giving the government personal information about me and my family?

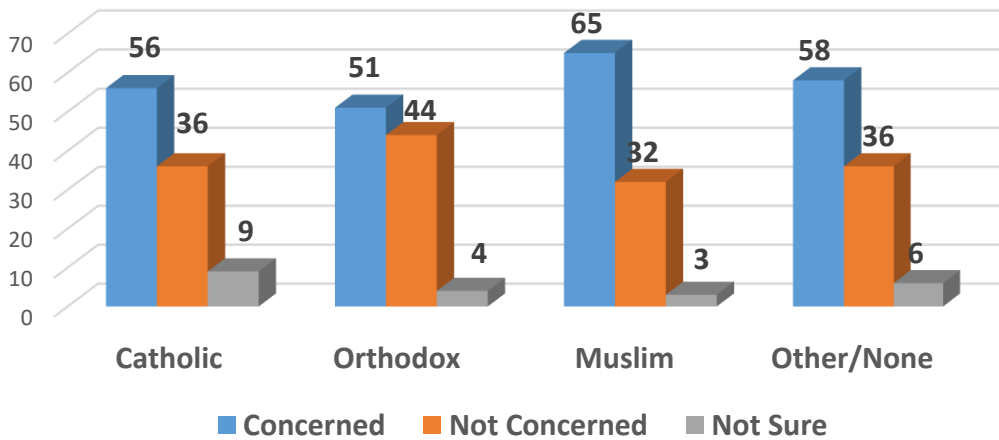




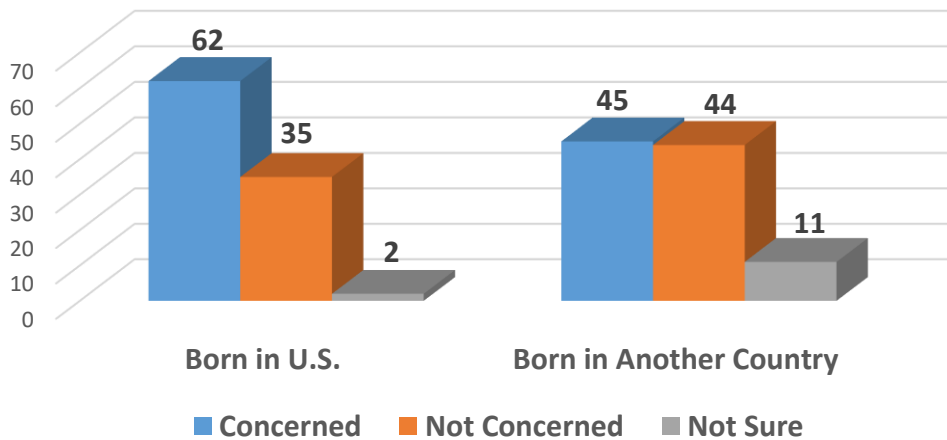
**JOHN ZOGBY
STRATEGIES**

DATA > ANALYZE > REPORT > STRATEGIZE

***Q17: I am concerned about giving the government
personal information about me and my family?
(By Religion)***



***Q17: I am concerned about giving the government
personal information about me and my family?
(By Nativity)***

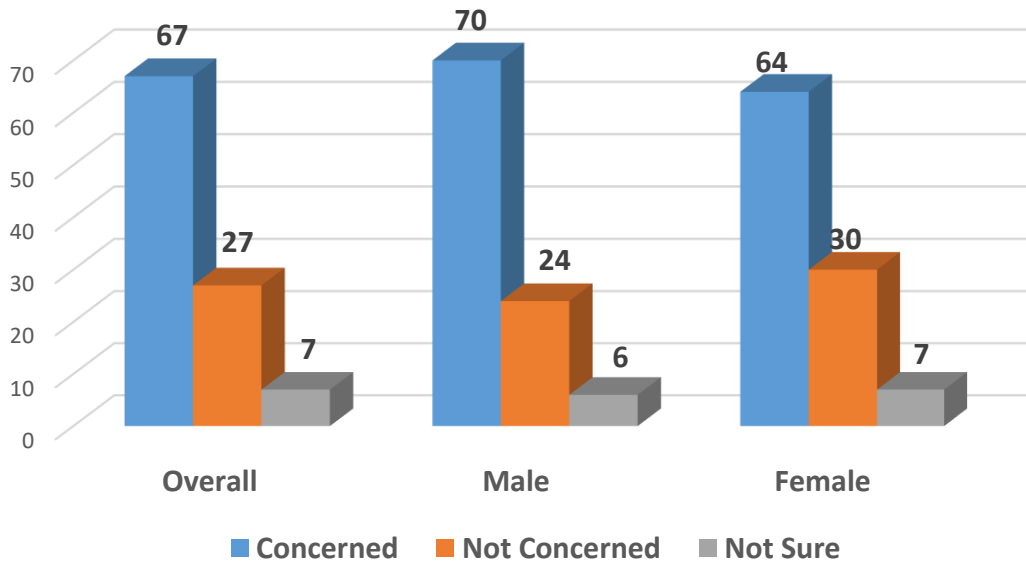




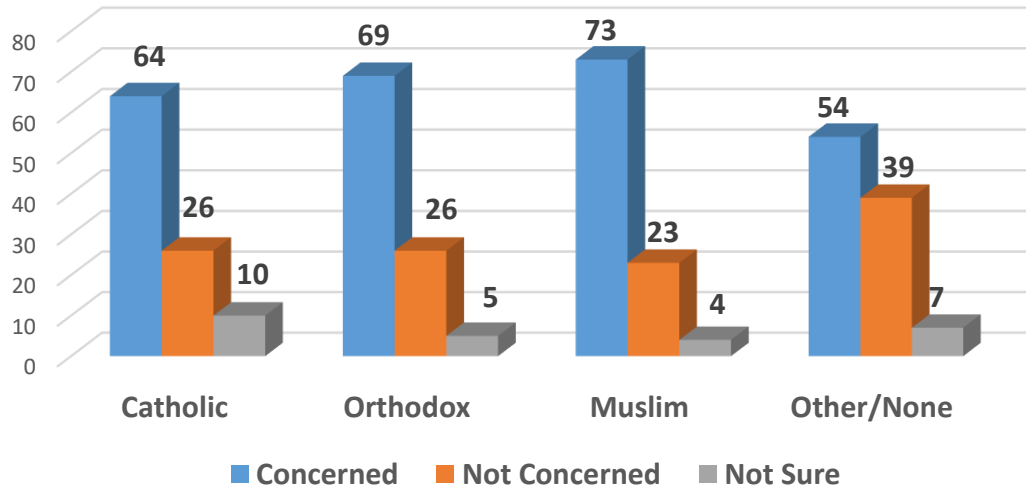
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q18: I am concerned about online security...?



Q18: I am concerned about online security...? (By Religion)

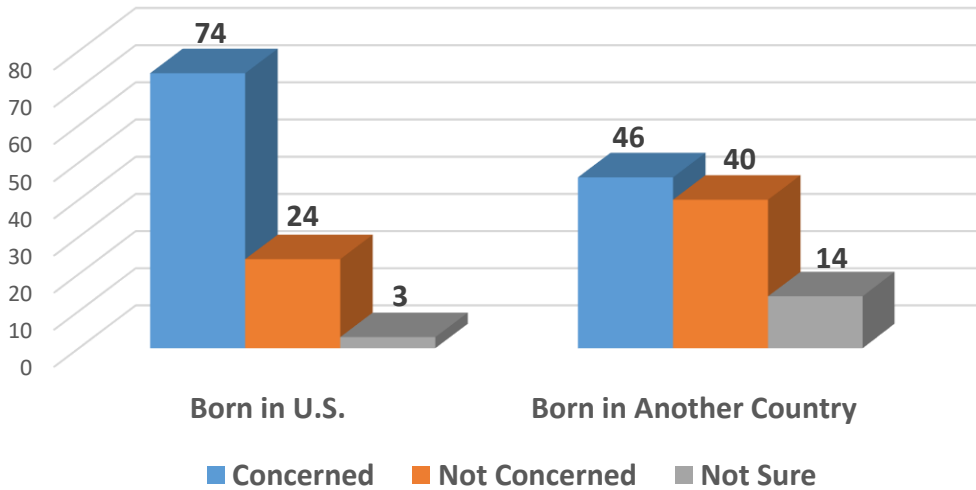




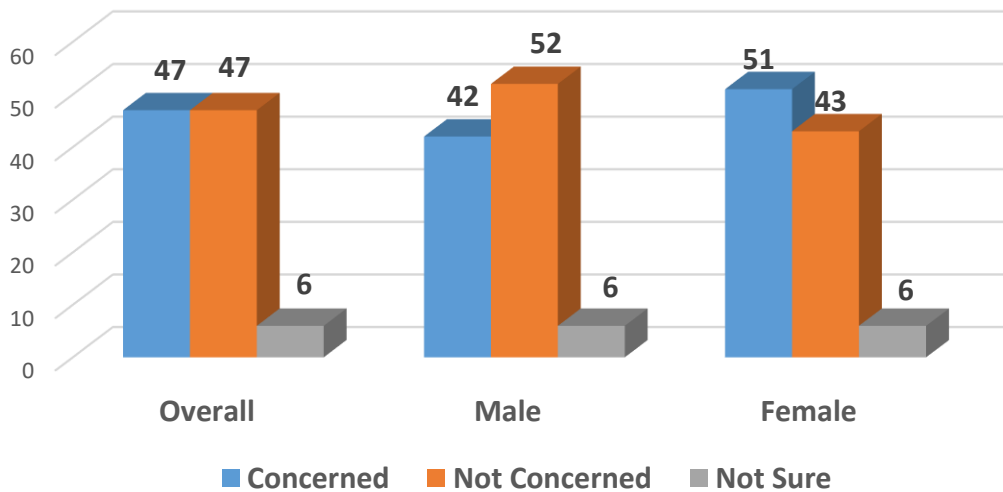
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q18: I am concerned about online security...? (By Nativity)



Q19: I am concerned about Census workers coming to my home?

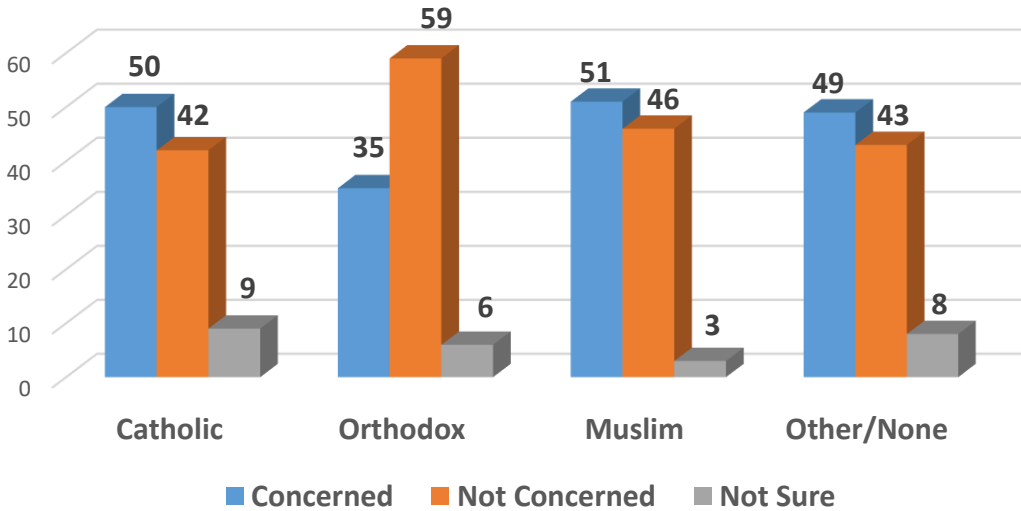




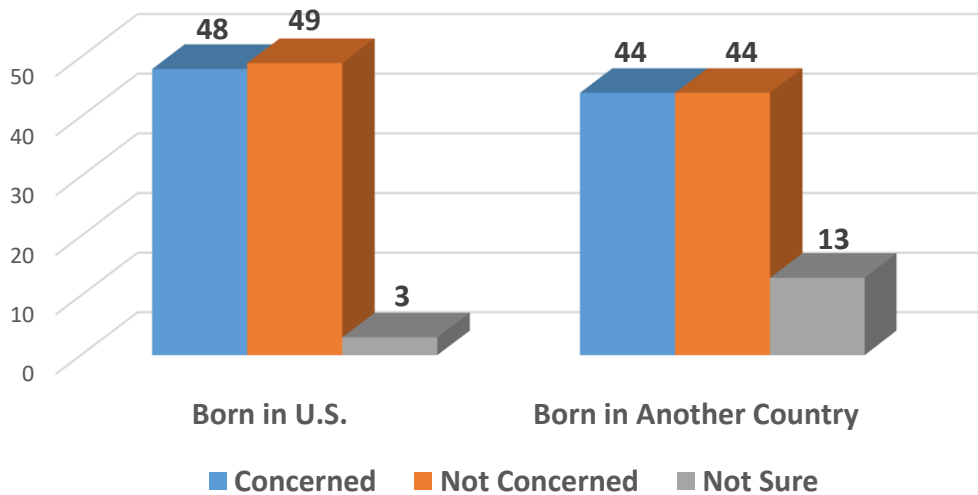
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q19: I am concerned about Census workers coming to my home? (By Religion)



Q19: I am concerned about Census workers coming to my home? (By Nativity)

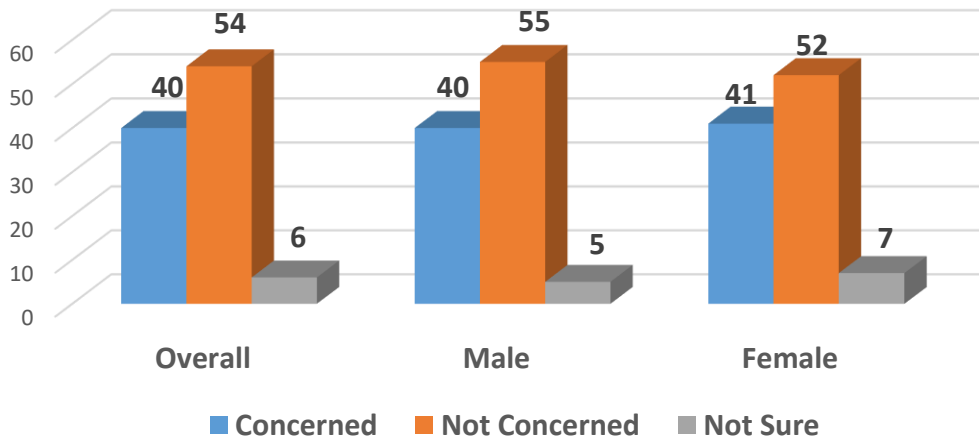




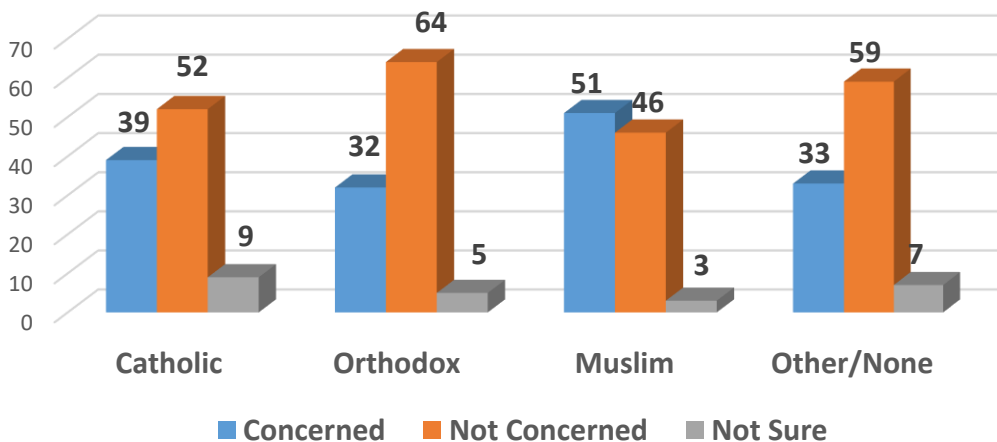
**JOHN ZOGBY
STRATEGIES**

DATA > ANALYZE > REPORT > STRATEGIZE

Q20: I am concerned about immigration enforcement or other government officials using my Census answers...?



Q20: I am concerned about immigration enforcement or other government officials using my Census answers...? (By Religion)

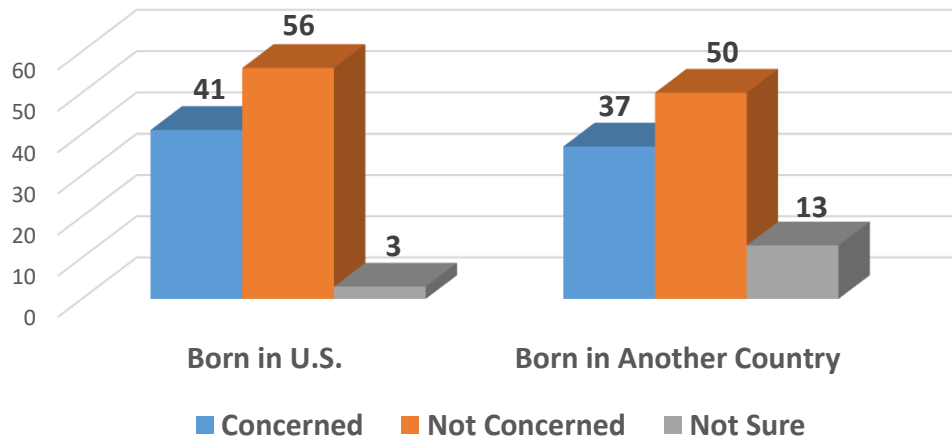




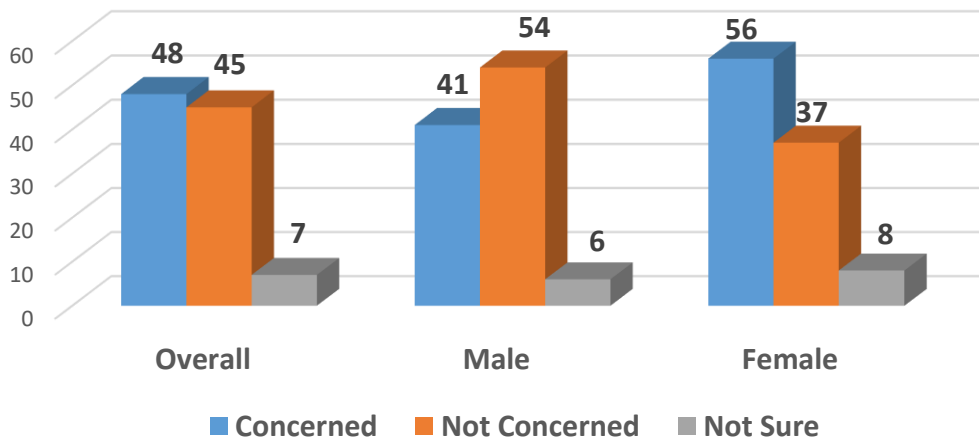
**JOHN ZOGBY
STRATEGIES**

DATA > ANALYZE > REPORT > STRATEGIZE

Q20: I am concerned about immigration enforcement or other government officials using my Census answers...? (By Nativity)



Q21: I am concerned that the government could use my info to discriminate against me because I'm Arab American?

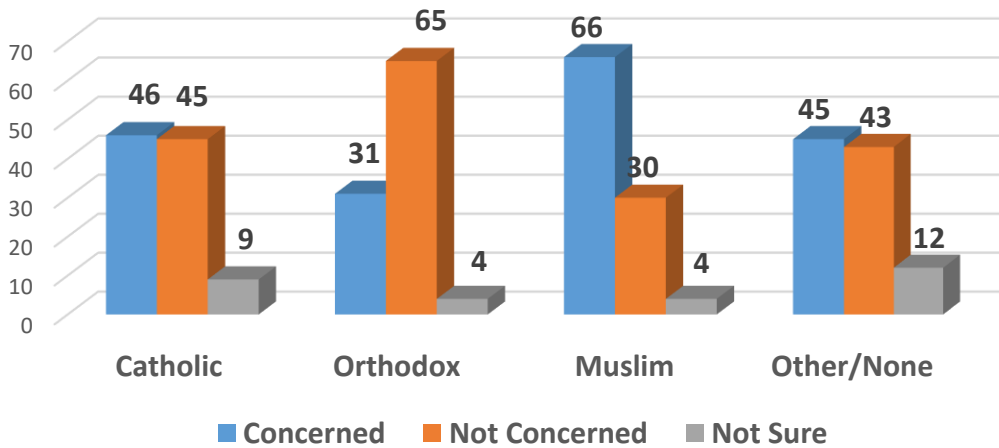




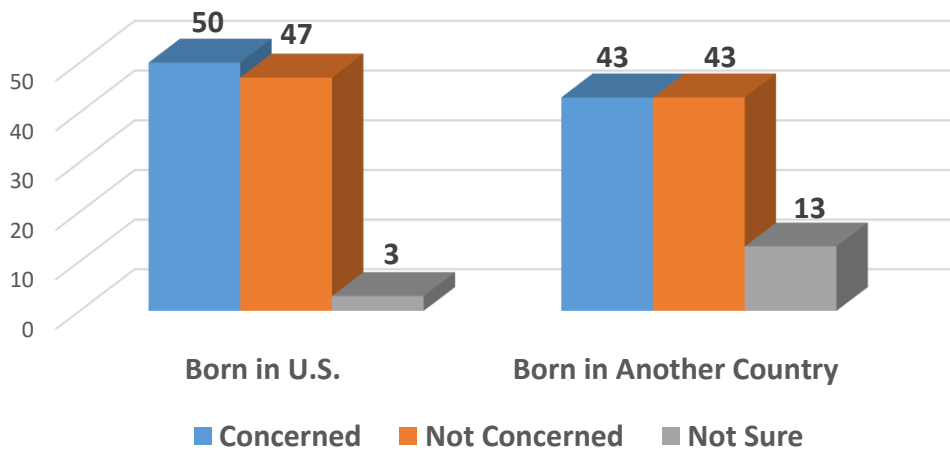
**JOHN ZOGBY
STRATEGIES**

DATA > ANALYZE > REPORT > STRATEGIZE

Q21: I am concerned that the government could use my info to discriminate against me because I'm Arab American? (By Religion)



Q21: I am concerned that the government could use my info to discriminate against me because I'm Arab American? (By Nativity)

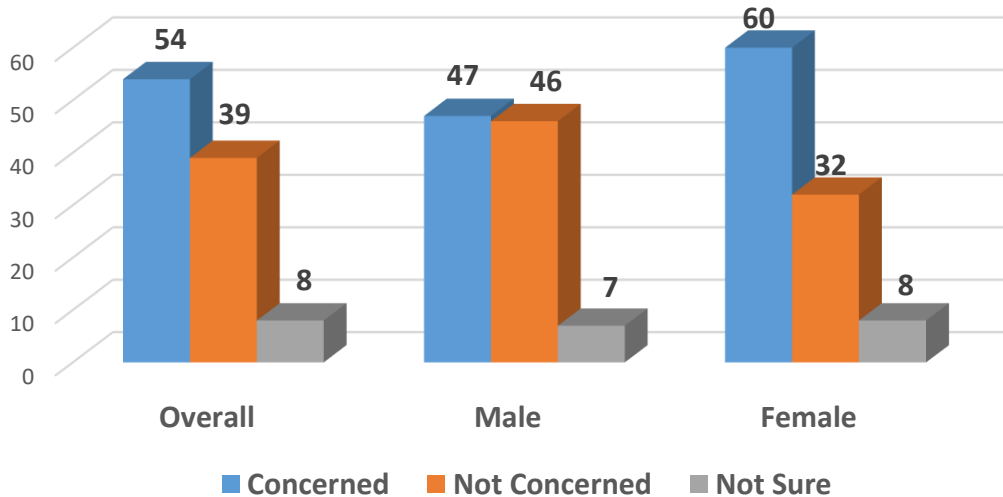




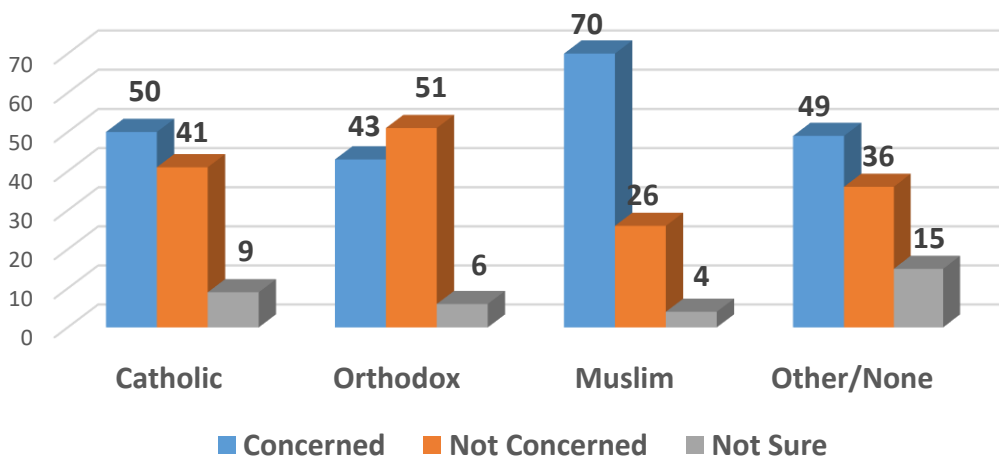
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q22: I am concerned that this data is being used to profile me as an Arab American?



***Q22: I am concerned that this data is being used to profile me as an Arab American?
(By Religion)***

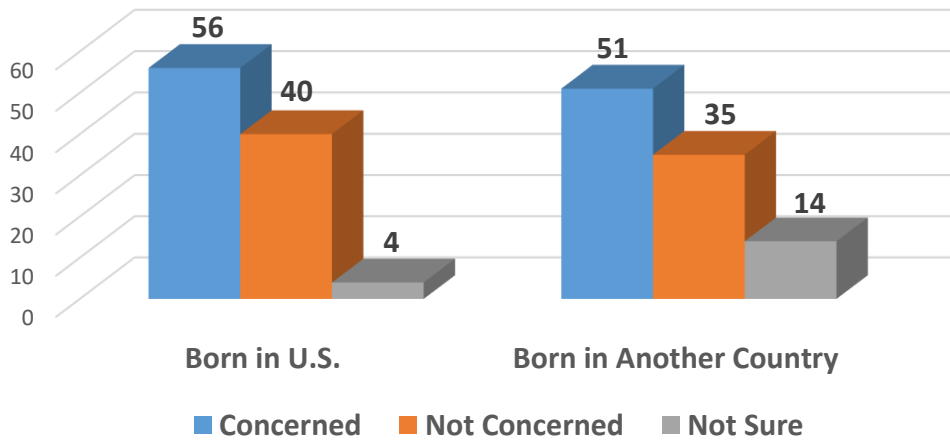




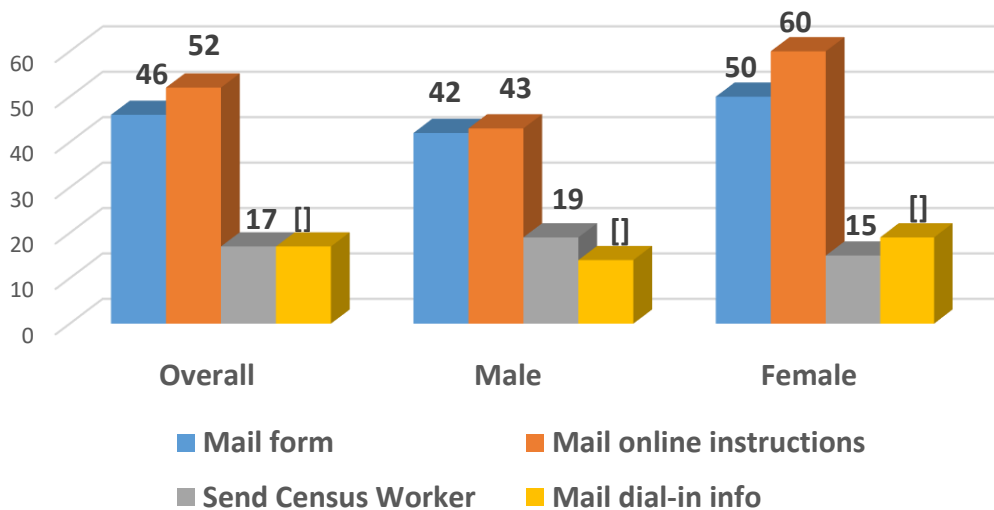
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

**Q22: I am concerned that this data is being used to profile me as an Arab American?
(By Nativity)**



Q23: Which ways would be most convenient to fill out your Census? Choose all that apply.

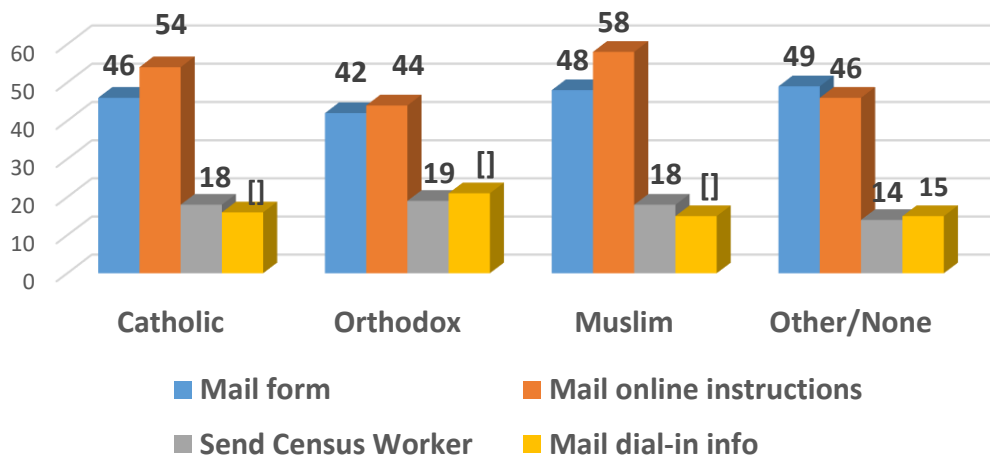




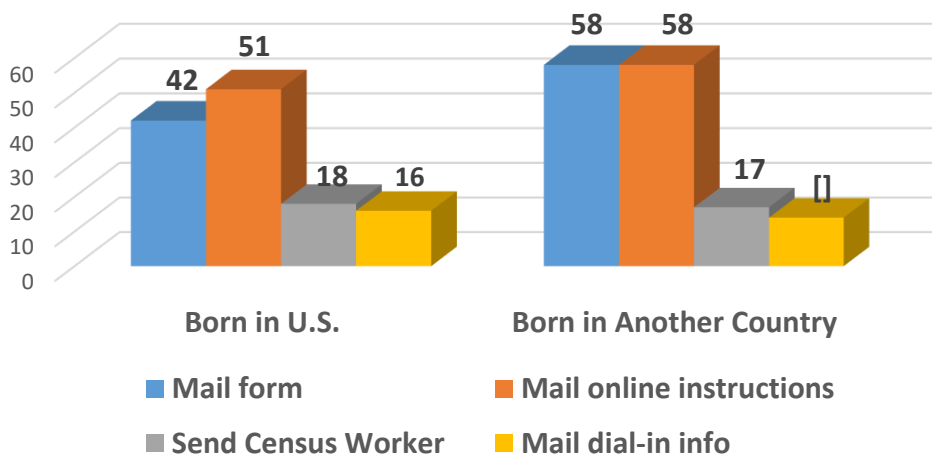
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q23: Which ways would be most convenient to fill out your Census? Choose all that apply (By Religion)



Q23: Which ways would be most convenient to fill out your Census? Choose all that apply (By Nativity)

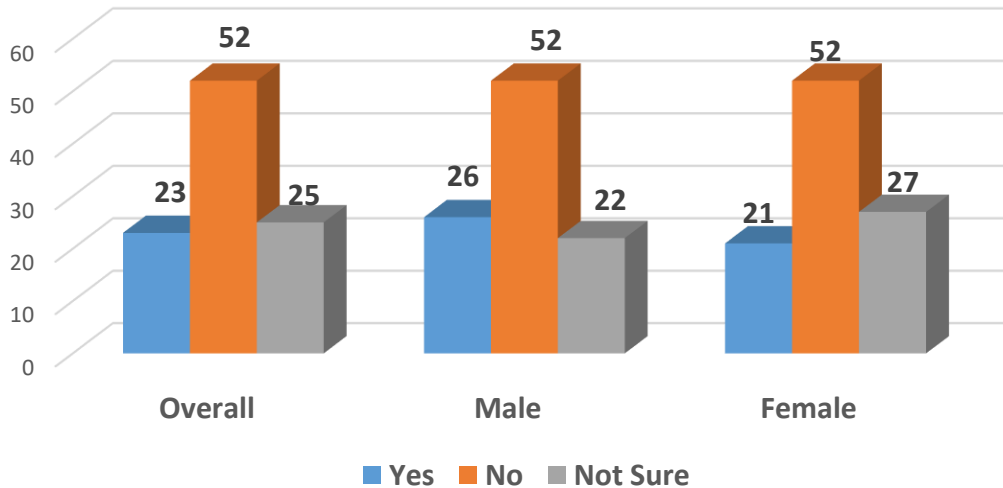




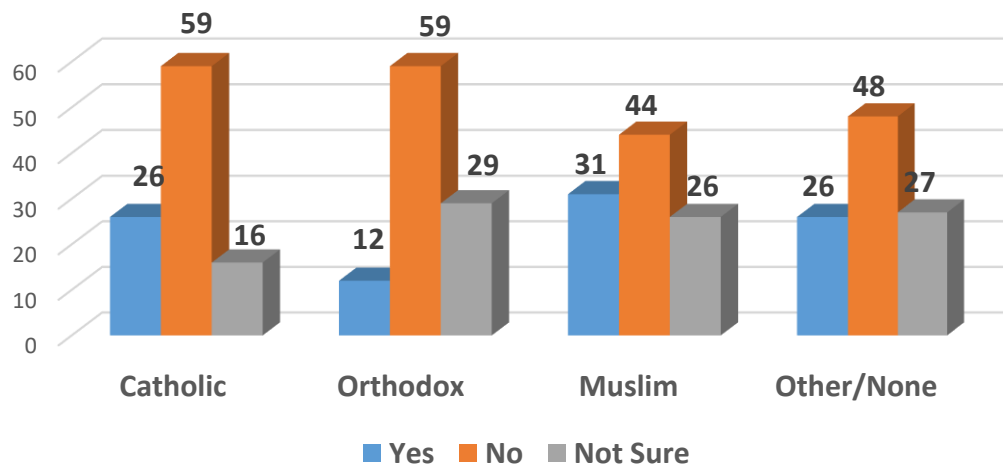
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

***Q26: Since becoming adult/head of household,
have you ever missed filling out a Census?***



***Q26: Since becoming adult/head of household,
have you ever missed filling out a Census? (By
Religion)***

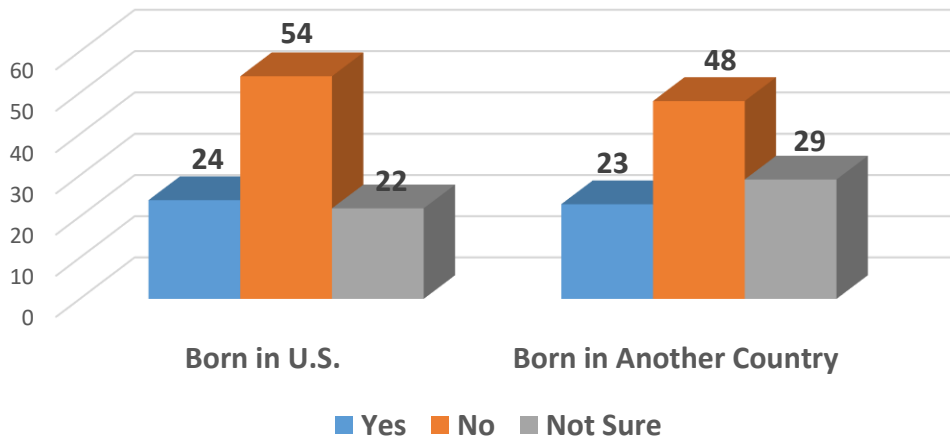




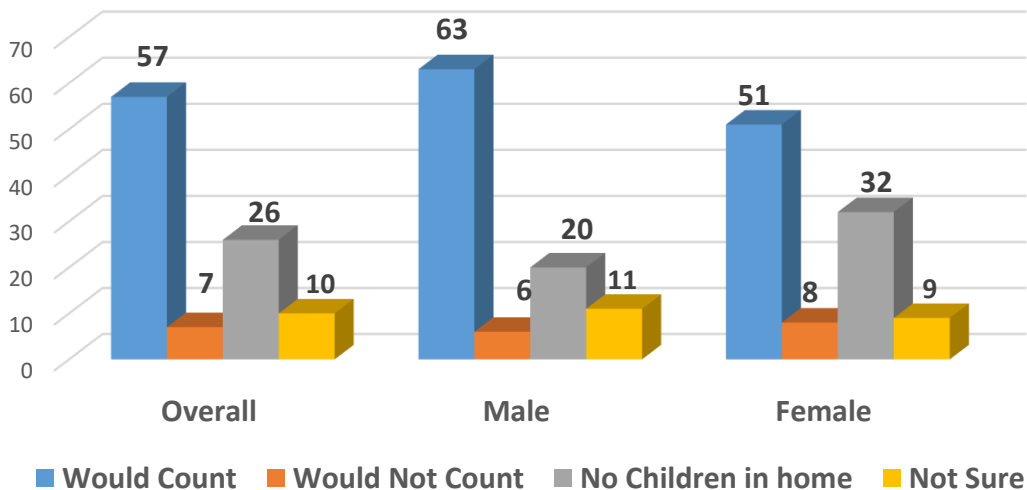
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q26: Since becoming adult/head of household, have you ever missed filling out a Census? (By Nativity)



Q28: ...Would you count children who live in your home?

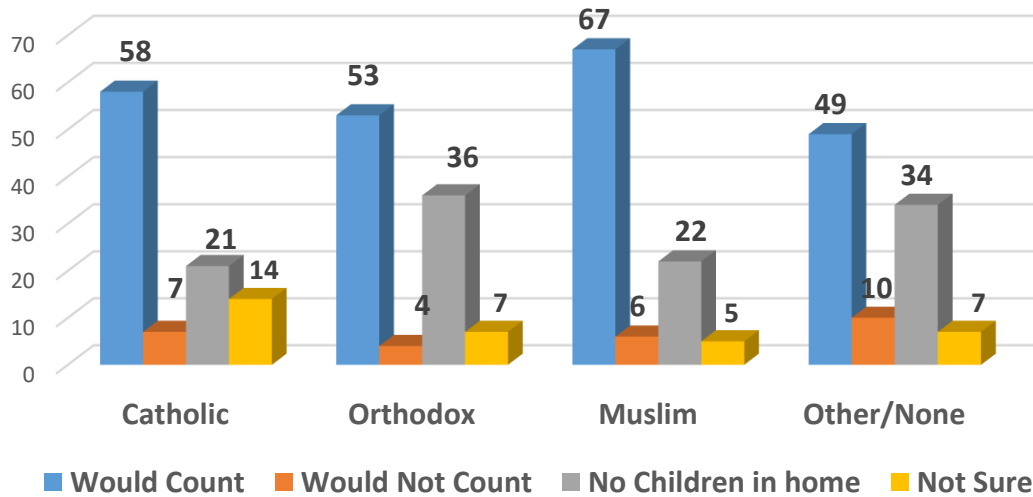




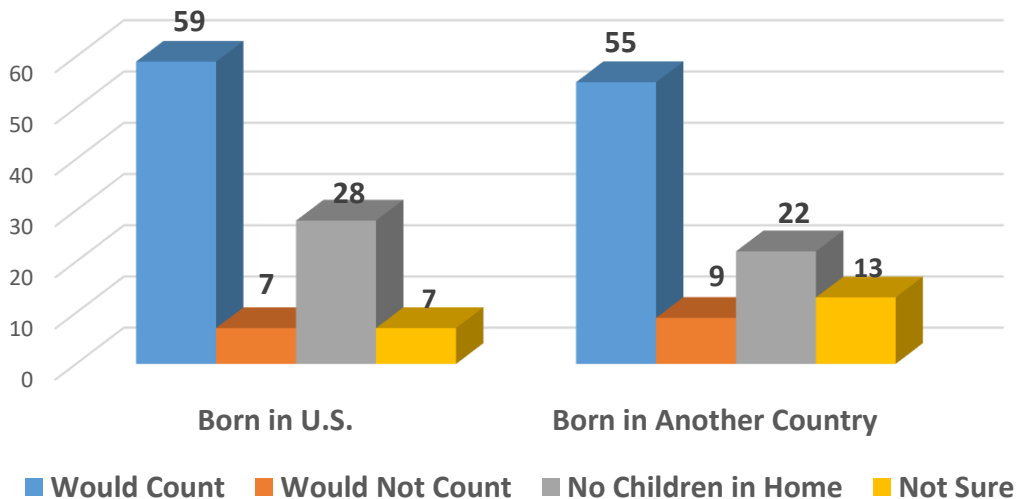
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q28: ...Would you count children who live in your home? (By Religion)



Q28: ...Would you count children who live in your home? (By Nativity)

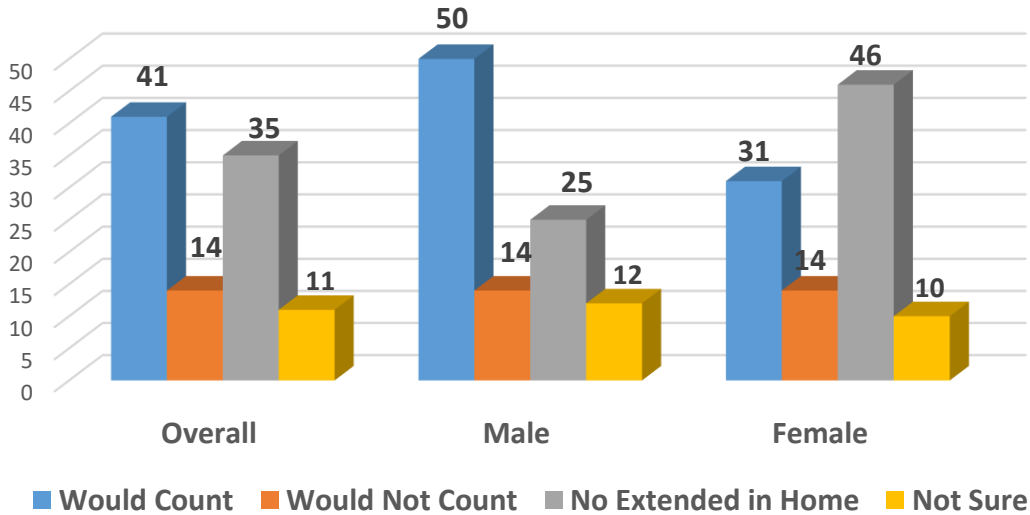




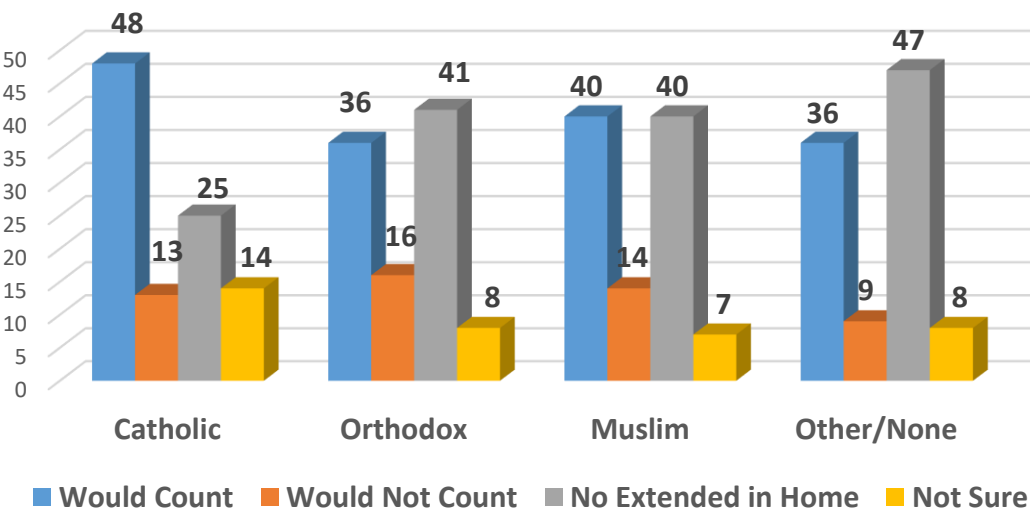
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q29: ...Would you count extended family who live in your home?



Q29: ...Would you count extended family who live in your home? (By Religion)

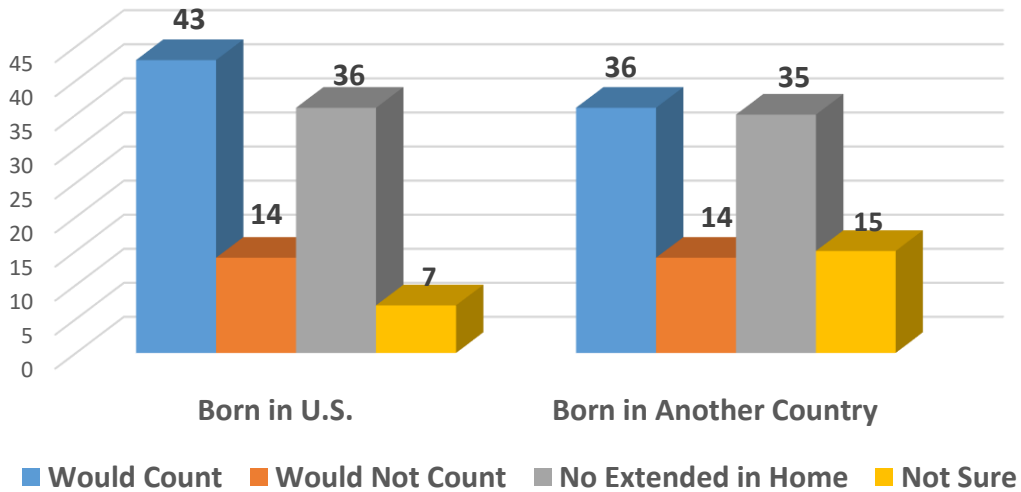




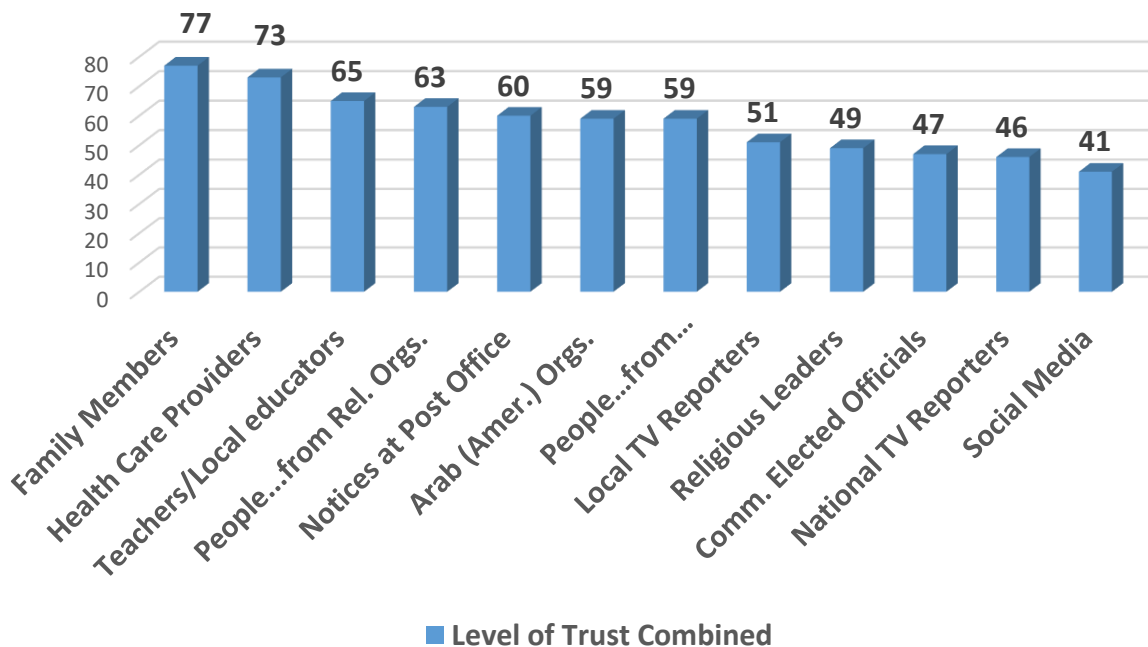
JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q29: ...Would you count extended family who live in your home? (By Nativity)



Q30: Level of trust/Rely on...various institutions (Ranked Overall)

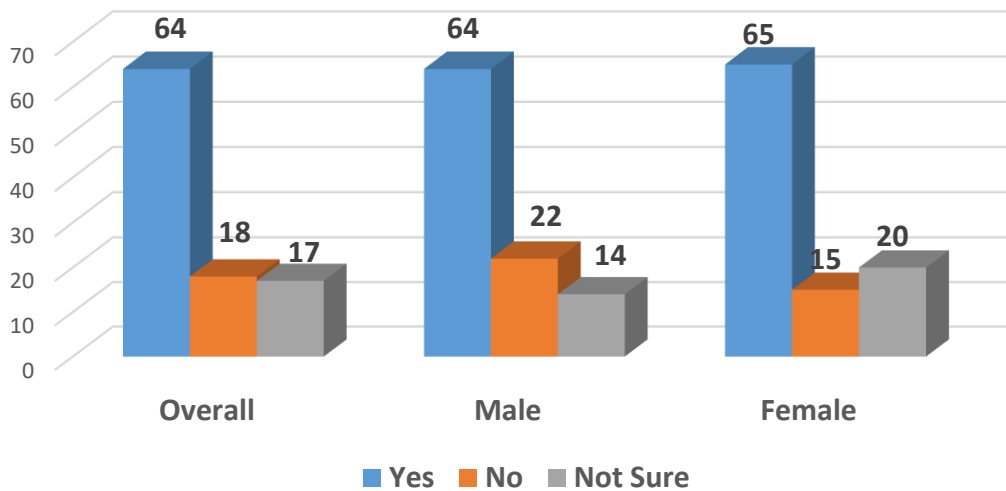




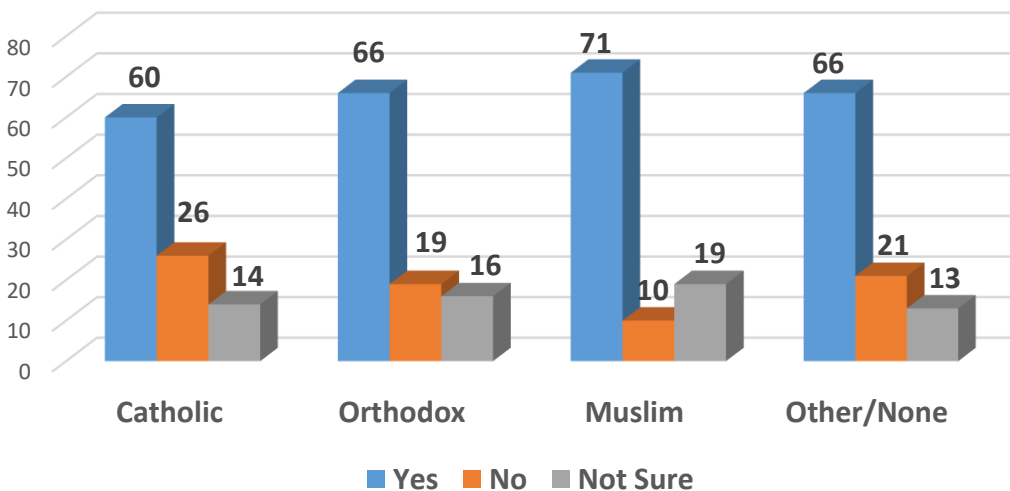
**JOHN ZOGBY
STRATEGIES**

DATA > ANALYZE > REPORT > STRATEGIZE

Q45: If the Census added MENA category...Would you check off?



Q45: If the Census added MENA category...Would you check off? (By Religion)

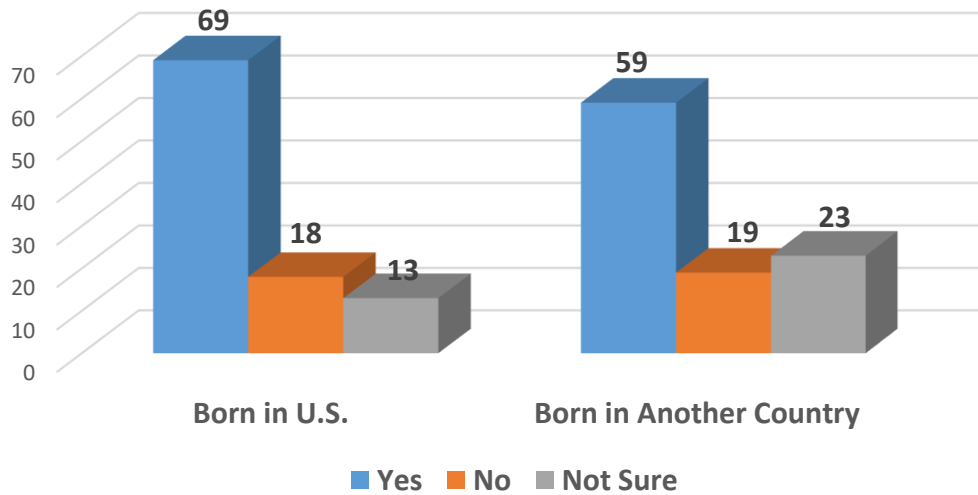




JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q45: If the Census added MENA category...Would you check off? (By Nativity)

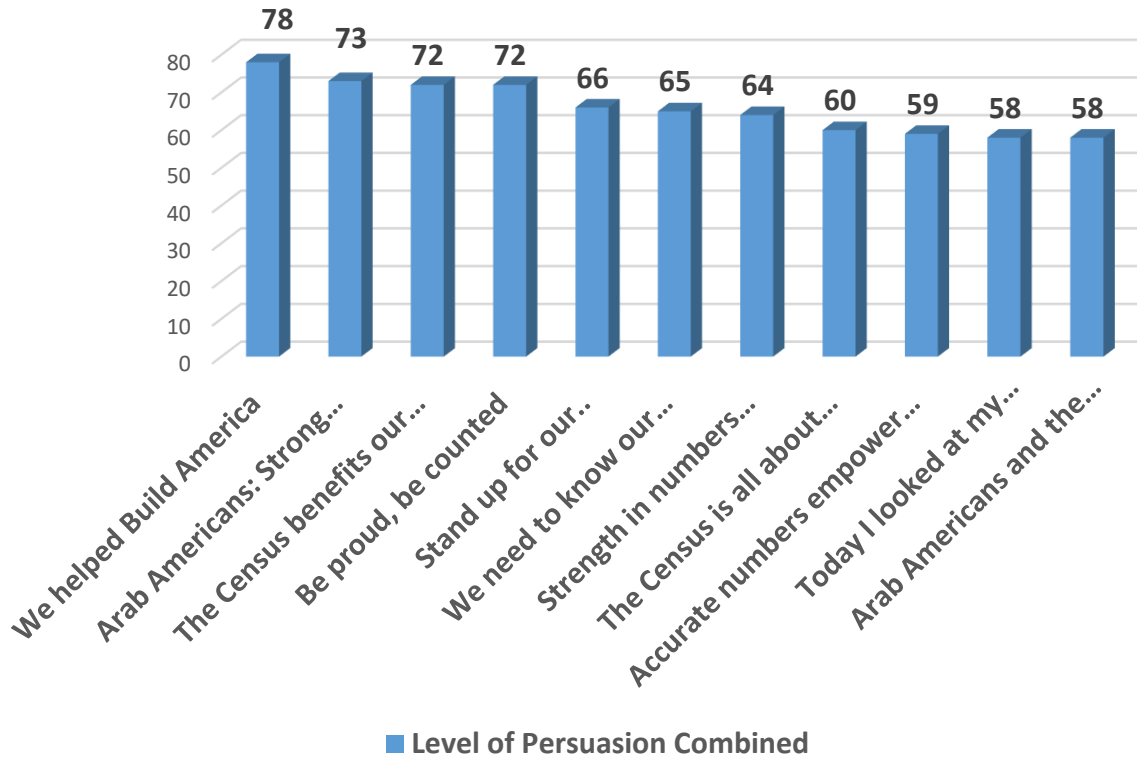




JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q46 - 56: Slogans (Ranked Overall)

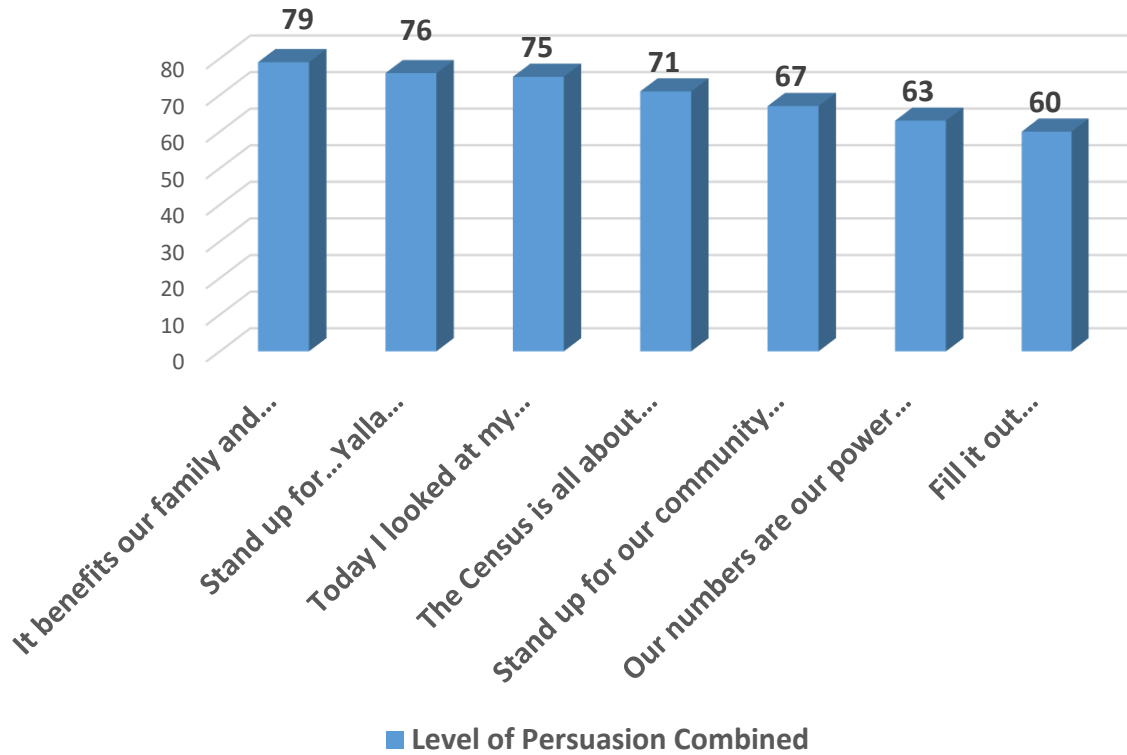




JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Q57 - 63: Advertisements (Ranked Overall)





JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

APPENDIX A – Focus Groups Summaries of Second Round

2nd Utica Focus Group

The focus group on behalf of the Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. Jeremy Zogby, partner and analyst, personally facilitated the group discussion which was attended by 10 men and 8 women, all refugees and a few high school/college aged sons, and all but one recently arrived in the United States. Countries of origin included Sudan, Iraq, and Syria. The group convened on August 25th at Hummus and Tabouleh Restaurant in Utica, NY. Interpretation and translation were provided by Ali Al-Hashimi – Restaurant manager and interpreter/translator for the Refugee Center in Utica, NY.

Advertisement 1 – Today I looked at my daughter....

Effective:

- *The way the mother looks at the daughter, how she takes the responsibility for her daughter, wanted her to count.*
- *Same thing. Now that she has a child she sees more her own responsibility than when she did not have kids.*
- *The picture is active and has a lot of meaning, one of which is showing both mother and daughter have hijab – that means we are part of the larger community.*
- *She is feeling proud that she is helping her daughter. She is proud for both her family and her community.*
- *Shows a strong relationship within the family.*
- *We are part of the community – there is no difference between wearing hijab and not wearing the hijab. We are all one. No one would be offended by this.*
- *The picture says it all – for all of us. I like the fact that it represents all generations, immigrants and non-immigrants. The bridging of generations.*
- *The mother really cares for the daughter. There is no difference between my*



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

mother and all other children.

- *I am comfortable for my child's future. It gives her a sense of comfort and that is good.*
- *Everyone is equal and needs to be counted. The look of pride really stands out.*
- *I believe that our count will go up with this kind of message. She is showing that she and her daughter are part of the country. The picture is very powerful. So is the message.*
- *When you first look the mother and daughter are happy – but the mother is happier because she sees the future is good for her child.*
- *Very positive. The Arab community is mixed and this picture captures it. Can be improved with mother in hijab, daughter is without it.*

Not Effective:

- *Put the daughter without hijab to emphasize diversity within our community.*
- *It is a perfect picture. It is all positive.*
- *I think the picture is fine as it is – both in hijab is fine.*
- *The only thing I see is advertising online option. People should know there are the mail and person to person options too.*
- *Maybe it is too rural and traditional – not from the city and modern. Maybe the mother should carry the Census form.*
- *Some of us do not understand the online option or do not like it because of hacking. Should present other options.*
- *In Islamic tradition, girl does not need to wear hijab until age 12.*
- *Maybe a couple or few kids, one covered, other(s) not covered.*
- *Maybe looks too much like a single mom. Should be whole family.*

Score 1 to 5

1 (0) 2 (2) 3 (6) 4 (5) 5 (4)

Should daughter not wear hijab? Agree – 3 Disagree -- 14



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 2 – The Census is all about people....

Effective:

- *Shows that this is very strong family, stick together, and happy with their lives.*
- *Shows that father and mother are taking responsibility for their kids' future by filling out the Census.*
- *I just see a happy family, nothing more.*
- *Picture shows the community helps us and we help the community.*
- *I like the whole family, the generations, pride in being both Arab and American.*
- *Picture shows the family is part of the community, we are part of the broader community.*
- *Picture is beautiful, and I love it.*

Not Effective:

- *Picture shows a happy family, message is fill out the Census. Need to make a stronger connection between picture and message. Talks about “benefits” of Census but we don't see any benefits in the picture. Need to show school or community services.*
- *Need to be clearer about the benefits. Needs to show schools, buses, etc.*
- *I want more details about families in the future. What does the future look like?*
- *Show how the US government protects us. Lots of immigrants and refugees have never really been citizens of any country. What are the benefits to me?*
- *What would show benefits? Happiness, schools, community services, culture pride, health insurance, anything that shows Arabic culture is protected, Arabic food.*
- *Would be a 5 if benefits are put in. Right now a 4.*

Score 1 to 5

1 (0) 2 (1) 3 (5) 4 (6) 5 (4)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 3 – Stand up for your community, Fill out the Census online...

Effective:

- *If people use the internet it will be easier for the people and the government.*
- *This is the best picture I have seen.*
- *I really like the tagline, “Help Them Help Us”.*

Not Effective:

- *Once again, the message is only about online option. (Multiple opinions).*
- *The message does not mix with the picture.*
- *Best picture I have seen, but why only the internet option?*
- *Take out the tagline – “Help Them Help Us”. We can do this for ourselves.*
- *I like the picture, but it needs more diversity within our community. (Almost all agreed).*
- *Keep the tagline but take out the computer, show the printed form instead of a computer.*

Score 1 to 5

1 (0) 2 (0) 3 (3) 4 (9) 5 (5)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 4 – It benefits our family and community for generations....

Effective:

- *It shows the two generations together. We are all on the same page. I like that.*
- *I see the grandfather showing the granddaughter how to do the Census online. To me this is the best picture so far. (Best picture but not the best message – 12 agree).*
- *This ad addresses the issue of diversity. Cannot tell whether Muslim or not. That is why we like it. (All agree).*

Not Effective:

- *I don't see any difference between this picture and any of the other pictures.*
- *Only thing missing in this picture is diversity.*
- *Show more diversity with multiple skin colors.*
- *Show Muslims and Christians together; multiple races together.*
- *Little girl is showing grandfather how to do internet. Should also show her pointing to printed form.*

Score 1 to 5

1 (0) 2 (1) 3 (0) 4 (7) 5 (9)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 5 – Stand up for our community YALLA....

Effective:

- *This is best message so far. I like the happiness, the diversity, and the unity. Multiple Arab countries and religions.*
- *This is the best. I like the word “Yalla”. It is Arabic and that is respectful to us as Arabs.*
- *I like it because it shows a fair, a happy community, and the whole community respecting each other.*
- *I agree but I like the freedom it shows within our culture. We enjoy our culture and have the freedom to show it.*
- *It shows specific Arabic setting and sends a nice message.*
- *Demonstrates that the more we count, the more we can enjoy things like this.*
- *I see diversity here and I really like it.*
- *This picture reflects my experience in this country – no discrimination, happy and free.*
- *I agree with this. It is the Arab American experience.*
- *This is the best picture. I agree with everything said so far. It is about freedom.*
- *Definitely keep the dabki in. (11 agree, 4 say take it out).*
- *Keep the debki but take out the scarf because that is only Palestinian. (6 agree).*

Not Effective:

- *The sentence does not match with the picture. Picture shows dancing, message is fill out the Census. I do not see the connection. Better message would be to “Stand Up for Our Community” – make it bigger. Change it to “Support Our Community”.*
- *Add people in the picture who show signs “Fill Out the Census”.*

Score 1 to 5

1 (1) 2 (0) 3 (0) 4 (3) 5 (12)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 6 – Our numbers are our power

Effective:

- *This is the best message. Says it all.*
- *I agree. I especially like the part that says , “Don’t Let Fear Count It Out”. Arabs in this country have real fears.*
- *We will be stronger with more numbers.*
- *I agree with all of this.*
- *This is the best one.*
- *It is very good.*
- *Great message.*
- *The message is bold and really speaks to me.*
- *This is a message for all people, not just Arabs.*
- *This shows how much power we really have.*
- *The very best message.*

Not Effective:

- *Great message but picture is blurry.*
- *The picture is very good but there is not one single hijab. Some should show the hijab.*
- *But the picture itself makes me afraid. When I see the other pictures they make me comfortable and free – but this one is most uncomfortable. (Not comfortable with the picture – 4). Best explanation for discomfort – It is not clear. It is blurry unfocused. The people are too small, powerless. I don’t like the color. “Black” bold letters is bad luck is in our culture. Bad resolution.*
- *This picture is tricky. I see a cowboy in this picture, not our picture.*

Score 1 to 5

1 (0) 2 (2) 3 (1) 4 (3) 5 (9)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 7 – Fill it out. Don’t let fear count you out.

Effective:

- *Message is very clear to fill out the form.*

Not Effective:

- *We need one picture that includes all messages – freedom, power, diversity, generations, happiness. Etc. Combine multiple picture and needs to show all 3 options to fill out Census.*
- *Picture is very good but message should offer the 3 options.*
- *I agree. (Multiple)*
- *Add the website option.*
- *Add sentence that says “Count Yourself Any Way You Like” (all three options).*
- *How about one big poster that shows all of the pictures?*

Score 1 to 5

1 0 2 2 3 0 4 8 5 4



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Utica, NY: Final Vote – Determining the Best Advertisement – *Each participant (not including teenage children) was asked to choose their favorite and 2nd favorite advertisement.*

	Number 1	Number 2	Total Votes
Adv. 1	1	1	2
Adv. 2	1	0	1
Adv. 3	1	0	1
Adv. 4	1	3	4
Adv. 5	6	2	8
Adv. 6	0	1	1
Adv. 7	1	4	5



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

2nd St. Louis Focus Group

The focus group on behalf of the Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. Jeremy Zogby, partner and analyst, personally facilitated the group discussion which was attended by 3 men and 6 women, all 3rd and 4th generation Lebanese American. The group convened on August 27th at the St. Raymond's Maronite Church dining hall in St. Louis, MO.

Advertisement 1 – Today I looked at my daughter....

Effective:

- *Definitely the photo. Like the enlargement of the words – especially about “my daughter”. A good start.*
- *I feel like it really brings in the Arabic sense of family. A lot of women would identify with this. It is factual and notes confidentiality which is important. And it is consistent with the message we noted last time – the family.*
- *I agree with everything. I like the family focus. And let's all be counted is important.*
- *I like that there is Arabic is in there. It is very inclusive for Arabic speakers.*
- *I like the emotional connection here.*
- *When I first looked, the picture drew me in.*
- *I think it would be better if the text went across the whole top.*

Not Effective:

- *Meh. I don't look at my kids and think Census.*
- *A little text heavy, too many words. Doesn't make me want to read. Nobody is going to read that.*
- *I really don't like the picture – too much blue.*
- *Something about the word “count” doesn't feel right. I think I might the word “matter”. I don't like the notion of counting people, like herding sheep.*
- *I don't like the font.*
- *I agree that it is a little word heavy. I think the picture grabs you but I do think you lose people with too many words.*



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

- *8 of 9 said it is too wordy.*
- *Too much blue. Kid is not looking at her Mom.*
- *Overly staged. I don't; like the fact that the word "count" is used back to back.*
- *I read it this way: I don't matter. I only matter because I now I have a daughter. Do people not matter if they do not have children? That is how my mind works.*
- *Too wordy for a billboard.*
- *My mother doesn't like the notion of a headdress. It is seen as an oppressive about our Arab community.*
- *It waits until the bottom to get to the sentence about the Census. That should be closer to the top.*
- *"Count" suggests numbers, not people.*
- *I don't like the font "sans serif". Serif is a better font.*

Score 1 to 5

1 (0) 2 (1) 3 (8) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 2 – The Census is all about people....

Effective:

- *This is a lot better than the first one. I see the photo and immediately I see Census. It is straight and to the point. Interestingly it focuses on people, not numbers – which is what we criticized about the first one.*
- *It is all about family and shows both multiple generations, males and females.*
- *This is really good – right to the point. I especially like the focus on the family and about people. It is more inclusive.*
- *I also like the family is happy and engaged with each other.*
- *I like it. Easier to look at than the previous one. Easier to follow.*
- *Not as wordy as the first one. A good photo. More variety of colors and variety.*
- *I like the positive wording. I really like the picture. More relatable than the first one.*
- *I like the balance in the words – more spread across the page. Not a limited block like the first one.*
- *Census is more prominent.*
- *The layout is better, the wording, the photo.*
- *I like the idea that it benefits “our family”.*
- *It is okay to have the one headdress. The first ad included the daughter covered and that was perhaps too much.*

Not Effective:

- *It repeats the message about filling the Census twice. Remove one of them.*
- *What does “our family” mean? Should say “it benefits all families”. (No one agreed with that).*

Score 1 to 5

1 (0) 2 (0) 3 (0) 4 (9) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 3 – Stand up for your community, Fill out the Census online...

Effective:

- *I like the colors. I love the red scarf.*
- *It is okay but take out the “help them help us”.*
- *I like the colors and the call to action.*
- *6 of 9 really like “stand up for our community”.*
- *I like the border at the bottom.*

Not Effective:

- *Not sure about the “help them help us”. Who is “them” and why do “they” need help?*
- *Confusing message.*
- *It is about the government helping us.*
- *I don’t like the “our” as in our community. Detracts from the message.*
- *This is the USA. Why a “Moroccan temple”.*
- *The message is a real turnoff. I hate the backdrop. I hate “help them help us”.*
- *Do not buy this picture.*
- *I don’t feel a part of the Muslim community. I feel you are discriminating against me.*
- *Do not like “help them help us”.*
- *Would it bother anyone to add Arabic at the bottom?*

Score 1 to 5

1 (1) 2 (5) 3 (2) 4 (1) 5 (0)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 4 – It benefits our family and community for generations....

Effective:

- *I like the age difference. I love the grandfather and little girl.*
- *I like the balanced wording, the little girl showing the technology to her grandfather.*
- *I like it but combine the top messages across the top.*
- *I like the way it is currently grouped.*
- *I don't mind the two sections. I do like the message.*
- *I like the two generations.*

Not Effective:

- *Not thrilled with this one. Seems a little strange. Where are they? I can't tell where they are. They should be in a house not outside.*
- *I like one sentence across. (Others agree). My eyes are jumping all around. Not organized together.*
- *This child is not of reading age, I don't think.*
- *I like it but could be more effective.*
- *I don't think they look Lebanese or Arabic at all. But I like it. The picture does not speak to Arabic people.*
- *The words on the right blend in too much.*
- *This one may not appeal to newer groups like refugees.*
- *The Arabic lettering is too small.*

Score 1 to 5

1 (0) 2 (1) 3 (6) 4 (2) 5 (0)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 5 – Stand up for our community YALLA....

Effective:

- *I really like the basic wording. Not wordy. It is right to the point.*
- *I like that it talks about community and shows the community as it really is. Shows our diversity. (8 agree with this).*
- *It shows our Arabic community. I love that they are smiling. A nice positive message.*

Not Effective:

- *Picture is too busy.*
- *Too many people.*
- *Don't know to focus my eyes. (7 of 9 agree with all these points).*
- *Arabic is blending too much into the white.*
- *Too many people.*
- *Picture should focus on the dancers and not the crowd.*
- *Too busy.*

Score 1 to 5

1 (1) 2 (0) 3 (7) 4 (1) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 6 – Our numbers are our power

Effective:

- *I like all the little photos – a nice mosaic of multiple generations. I like the message “all numbers are powerful”.*
- *I like all the generations, immigrants and non-immigrants. I like the message “numbers are our power”.*
- *I like the diversity. We all make up the great USA.*
- *Numbers are power. Don’t be counted out.*
- *I like the flag design. It is patriotic.*
- *I like the mosaic – all the diversity of age, status, ethnicities in our community.*
- *I like our “numbers are our power”.*
- *I really like it a lot. Speaks to different audiences better than the other pictures.*
- *Flag can be okay, but use it more with the mosaic and diversity – not power and fear. The picture is inclusive but the message is wrong.*

Not Effective:

- *The American flag image may scare off newer immigrants.*
- *I don’t like the flag.*
- *Pictures are small and too blurry. I don’t think it really happens.*
- *It makes the US too dominant. I don’t like “power” and “fear”.*
- *I don’t see how this addresses the Arab community. I like the line “our numbers are our power”, but why ruin it with “fear”. (8 agree they do not like “fear” in this).*
- *Doesn’t say anything about the Census. It is too scary. I hate the word “power” and “fear”.*
- *I understand the messages but newer immigrants might be scared off.*
- *It conjures up patriotism then uses Arabic language. Confusing.*
- *Big Brother is watching you.*
- *This can be an ad for the NRA.*
- *It is too activist message. (6 of 9 agree).*
- *Instead of using “power”, use “strength”. (Everyone agreed).*
- *I don’t like the word “fear”. Some people don’t fill out Census out of laziness or because they don’t understand it, not because they are scared.*



JOHN ZOGBY STRATEGIES

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- *There is really nothing about the collection of numbers.*
- *Pictures are too blurry. Use other flags from Arab nations. Would show we are a melting pot, our diverse heritage. (All agreed).*
- *The red box is a problem at the bottom.*

Score 1 to 5

1 (5) **2** (3) **3** (1) **4** (0) **5** (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 7 – Fill it out. Don’t let fear count you out.

Effective:

- *Nothing.*
- *Starting it with “fill it out” is not bad.*
- *Not horrible.*
- *Nice pen.*
- *Nothing.*
- *Concise message and clear. First time we have seen something out that resembles the Census.*
- *You actually see the Census.*
- *I like the simplicity. I like “fill it out”.*
- *This probably reaches an older demographic.*

Not Effective:

- *I don’t like the word fear.*
- *It is too cold. (6 agree).*
- *I don’t like the “fear”.*
- *I don’t like being told to do it.*
- *If we are trying to get people to fill it out online why does this guy have a pen?*
- *I hate the word “fear”.*
- *It is outdated and antiquated. Pen and paper? Are we in the Stone Age?*
- *Need to emphasize Census.*
- *I don’t like it at all. Nothing here that entices an Arab American. It is scary, especially the notion of fear.*
- *Not enough detail here to know what it really is about.*
- *Nothing enticing here.*
- *What is really about?*
- *Encourage being included. More positive – don’t be left out. Don’t use fear.*
- *Dark blue hand is the logo for suicide prevention. Wrong message.*

Score 1 to 5

1 (5) 2 (3) 3 (1) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

St. Louis, MO: Final Vote – Determining the Best Advertisement – *Each participant was asked to choose their favorite and 2nd favorite advertisement.*

	Number 1	Number 2	Total Votes
Ad 1	0	1	1
Ad 2	9	0	9
Ad 3	0	1	1
Ad 4	0	4	4
Ad 5	0	2	2
Ad 6	0	1	1
Ad 7	0	0	0



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

2nd Miami Focus Group

The focus group on behalf of the Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. Jeremy Zogby, partner and analyst, personally facilitated the group discussion which was attended by 6 men (4 of Lebanese descent, with only two being born in the U.S., 1 of Syrian descent, and 1 Palestinian American). The group convened on August 29th at Zen Motel's conference room in Miami, FL.

Advertisement 1 – Today I looked at my daughter....

Effective:

- *It should hit your demographic, especially the Muslims.*
- *The imagery, the simplicity, it is not too busy. Gets right to the point. I think it is effective.*
- *I get it but I don't particularly feel moved.*
- *It does hit the demographic and it is obvious. I can see the message of what they are trying to day.*
- *I know what the Census is especially since the first focus group. Maybe it should talk more about the Census.*

Not Effective:

- *Needs better choice of wording. I don't like the words "I count". That seems forced.*
- *It checks the boxes on paper, seems very practical, but it doesn't move me or accomplish the mission.*
- *Needs better design. The contrasts of the colors don't catch my eye. It is jarring aesthetically.*
- *The hijab catches the eye – but the message is not good. It would stop me at first, but I wouldn't read the whole things.*
- *It is okay but needs to be sharpened. Just what does "the enhanced future of our families" mean?*
- *I don't like the otherness it produces. It is too patronizing. We want people to feel included. It says "I didn't count in the past, now that I am a mother I do count." I*



JOHN ZOGBY STRATEGIES

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don't like that.

- *It does address people who are struggling to fit in – but does not address those who are comfortable.*
- *I caught only the picture and missed the message in bottom left corner – the website and tagline. Lacks a visual hierarchy.*

Score 1 to 5

1 (0) 2 (2) 3 (3) 4 (0) 5 (1)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 2 – The Census is all about people....

Effective:

- *I think it is good. There is an Arab fear of sharing knowledge and this at least says why the Census can work.*
- *The picture is better – not just the mother and daughter but the whole family.*
- *This one at least says to fill out the Census.*

Not Effective:

- *No visual hierarchy. It is not easy to read.*
- *The first sentence is “dah”. But after that it gets lost.*
- *I like it better than the first but needs to spell out better how it matters to us.*
- *The tag line needs to spell out more clearly what the Census does and how it helps.*
- *Too much use of black and white.*
- *Does not give enough information. What would really work is to use community leaders explaining the Census and why it is really important to people. I wasn't knowledgeable about the Census before the first focus group but this doesn't really explain why it matters.*
- *This doesn't motivate you to read the message.*

Score 1 to 5

1 (0) 2 (0) 3 (6) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 3 – Stand up for your community, Fill out the Census online...

Effective:

- *The best yet. It tells what you are doing, that it helps, and where to go.*
- *It really helps.*
- *It is clear.*
- *The font is clear and the background doesn't blend in. Easier to read. Enough contrast between words and background.*
- *I like "help them help us".*
- *Definitely beats the first two. I agree that I can see it better. Bigger font, better contrast. Grabs my attention.*
- *It has a very positive feeling to it.*
- *Font is bigger and that is good – both English and Arabic*

Not Effective:

- *The Arabic is hard to read.*
- *The Arabic seems to wash into the background in all three ads.*

Score 1 to 5

1 (0) 2 (0) 3 (0) 4 (4) 5 (2)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 4 – It benefits our family and community for generations....

Effective:

- *I like the picture. All 6 do. (But do not like the ad copy).*
- *I like the child, the notion the Census is so easy that a child can do it.*

Not Effective:

- *Too all over the place.*
- *You seem to care about the English readers more than the Arabic.*
- *Arabic is too small – especially on the right side. And it fades into the wood.*
- *It is too jumbled.*
- *The secondary message catches you first.*
- *I don't like copy.*
- *Too much information and it doesn't flow to the website.*
- *Not obvious where your eyes should focus.*

Score 1 to 5

1 (2) 2 (3) 3 (1) 4 (0) 5 (0)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 5 – Stand up for our community YALLA....

Effective:

- *I love the picture. Captures the whole community.*
- *The “yalla” captures me.*
- *It knows what I am about.*
- *Love the inclusiveness.*
- *Good font size.*
- *The word “community” works with the picture.*
- *I like the real call to action.*
- *It captures the community.*
- *I like it the way it is.*
- *I think the head scarf is fine. Most agree.*

Not Effective:

- *The first line of Arabic should be centered.*
- *Too busy. I would find a photo without so much going on that it takes away from the Census message. Takes away from the message.*
- *Photo grabs me but I miss the content. Looks too much like you are advertising a party.*
- *Too much going on.*
- *I don’t have a problem with the head scarf but it could alienate Christians. Not sure but it could. Are we emphasizing Muslims too much?*

Score 1 to 5

1 (0) 2 (0) 3 (2) 4 (3) 5 (1)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 6 – Our numbers are our power

Effective:

- *Nothing.*

Not Effective:

- *Oh boy! I see Nazi and I hate it.*
- *The black stripe hurts.*
- *Nothing about the Census. This is awful.*
- *It scares Americans more than Arabs, I think.*
- *Too over the top.*
- *Nothing about the Census.*
- *It plays too much on fears. Everyone agrees with that.*
- *Too much Big Brother.*
- *Scary. Period.*
- *Discouraging action. Use a positive message.*

Score 1 to 5

1 (6) 2 (0) 3 (0) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 7 – Fill it out. Don’t let fear count you out.

Effective:

- *I do like the picture. It at least hints that you will be filling out something.*
- *I like the “fill it out”.*

Not Effective:

- *I immediately grimaced. We are back to fear. I do not like negative messaging.*
- *Black and white looks too authoritarian, too Soviet.*
- *It looks like an anti-cheating ad.*
- *It is too much like a warning.*
- *No mention about the Census.*
- *None like the tagline.*
- *The negative discourages a positive reaction.*
- *This is too much like an IRS 1040 form.*
- *Why don’t we just say straight up something like “we want to give your community money, just tell us how much”.*
- *Just tell us what is in it for me and the broader community.*
- *Educate us, don’t beat us up!*

Score 1 to 5

1 (5) 2 (1) 3 (0) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Miami, FL: Final Vote – Determining the Best Advertisement – *Each participant was asked to choose their favorite and 2nd favorite advertisement*

	Number 1	Number 2	Total Votes
Ad 1	0	3	3
Ad 2	0	0	0
Ad 3	5	1	6
Ad 4	0	0	0
Ad 5	1	2	3
Ad 6	0	0	0
Ad 7	0	0	0



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

2nd Jersey City Focus Group

The focus group on behalf of the Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. Jeremy Zogby, partner and analyst, personally facilitated the group discussion which was attended by 4 men and 6 women with varying backgrounds including Sudanese, Palestinian, and Egyptian). The group convened on September 4th at 35 Journal Square in Jersey City, NJ.

Advertisement 1 – Today I looked at my daughter....

Effective:

- *I think there is a bridge between old generation and new generation and it points to the future.*
- *A mother and a daughter gives the powerful sense of family.*
- *I like the message “I count.”*
- *The imagery is good – the fact that it’s a woman. I appreciate the fact it mentions it’s quick and easy, online.*
- *I like just the picture – just the hijab.*
- *The image of the hijab and notion of the future.*

Not Effective:

- *A lot of verbiage so won’t sit there for a minute and read it.*
- *It should say ‘we count’. It’s all over the place with wording. Should be with a line going across the top. Too much going on. Make it more simple.*
- *I agree it should say ‘we count’. Don’t keep it with English then Arabic, English then Arabic – the meaning can get lost for those who read Arabic. I love the photo (8 people love the photo while 2 don’t like it – one said there isn’t a proper hijab).*
- *Is this going to be on a billboard – because if it is I don’t think it would work.*
- *Too wordy.*
- *Don’t keep English and Arabic together – keep them for separate ads.*



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

- *Tell me UPFRONT this is about Census – when I first look I have no idea what it is about.*
- *The mom has the hijab on a little wrong while daughter has it perfect – that's not realistic.*
- *I had to read 3 or 4 times to know what was going on (9 agree with this)*
- *Think about this on a wall – is anyone going to stop at a mosque or church to look at this?*

Score 1 to 5

1 (2) 2 (1) 3 (7) 4 5



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 2 – The Census is all about people....

Effective:

- *The second word is Census whereas previous didn't mention it till the bottom. Hits all generations, the messaging is good with the right words.*

Not Effective:

- *The picture is blurry, too wordy, and the kid is cross eyed. The mix of Arabic and English could be confusing.*
- *Picture is blurry.*
- *Bold not underline 'people'*
- *The photo is good.*
- *Too crowded and the Arabic translation is not the direct message. The wrong translation for 'people' and does not give the right context what this is about – should be 'community' in Arabic.*
- *Use community or family, not people. Be more specific how it benefits.*
- *The picture is too big for any words to go on it. It takes up space. When you use big imagery and too many words – or just cut out one of the languages.*
- *Background color is not good and change the wording for example the word 'people'.*
- *I think they made this really quick. Wording covers face and that's not good for graphic design. Make the message spread across – 'the census is about our community, our numbers' and this is the banner on the bottom. Make tag line for Census more inclusive.*
- *Arabic mixed in throws it off. Last ad mixed languages could work – not with this one.*
- *Can Amo really understand this with both languages?*

Score 1 to 5

1 (3) 2 (1) 3 (0) 4 (6) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 3 – Stand up for your community, Fill out the Census online...

Effective:

- *It's effective.*
- *Straight forward to the point – I know what it's about. Help them help us tells us why we need to do it.*
- *Love the help them help us, flows better. The general message is there.*
- *I like the prop of the ipad – it connects the idea.*

Not Effective:

- *Use burgundy color from hijab as the color for banner on the bottom – not the brown color.*
- *My only concern is that the image doesn't reach the whole community but rather looks like the couple is filling out a wedding invitation online.*
- *'Help them help us' would confuse Amo so the ad needs a context.*
- *We need to see a photo of older folks who just came here.*
- *Who is 'them' in 'help them help us'?*
- *Does 'help them help us' cause confusion to older folks? 6 agreed*
- *Say 'help your community'. Don't say 'our' it causes confusion. Saying 'your community' allows a wider net to be cast and those who read interpret 'our' for themselves.*

Score 1 to 5

1 (0) 2 (0) 3 (0) 4 (10) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 4 – It benefits our family and community for generations....

Effective:

- *The picture is good.*
- *I like it in the sense that it connects an older generation with a very young. I have to be honest, I haven't even read the words yet because I like the picture.*
- *It makes me think of my grandfather. I like how it shows the two very different generations and states how filling out the Census helps the future generations – this is a good connection made in the ad.*
- *It displays how the older generations are always trying to figure out how they can help those who they will leave behind.*
- *I like how they are participating together – the grandfather and granddaughter – highlighting the point of why he or she should fill out the Census.*
- *Honestly, I see myself with my granddaughter.*
- *This picture addresses the issue with how the Census benefits (8 agree with this 2 don't).*

Not Effective:

- *I have no idea what that mean when it says 'census is much more than numbers'. And this means nothing to Amo.*
- *Need to have a stamp of census.gov – ratio to wording is not consistent for all of these.*
- *Participants were split as to whether the girl in this picture needs to be older or not.*
- *The background is too blurry. Need to fix that.*
- *A trademark banner on the bottom, in every ad. Maybe some should have a blue, red, and white so it gives the sense of patriotism.*
- *Should say 'benefits OUR community for generations to come'.*
- *The Arabic is too small in a lot of these.*
- *Bottom needs more focus.*
- *Can you provide factual statements HOW it benefits? Remember, Amo won't know anything about the Census.*



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DATA > ANALYZE > REPORT > STRATEGIZE

- *Provide a tangible benefit – show a daughter at school and state how the Census impacts her...want more funding for her school FILL OUT THE CENSUS!*

Score 1 to 5

1 (1) 2 (2) 3 (1) 4 (6) 5 (0)



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 5 – Stand up for our community YALLA....

Effective:

- *I really like Yalla count me in, that is nice! (5 like this.)*

Not Effective:

- *It looks like a Palestinian festival.*
- *I think there should be a mixed community in the background.*
- *Too much empty space.*
- *Need a mixed Arab crowd, some different flags in the background showing the diversity.*
- *It looks like a festival flyer.*
- *The font needs to be changed on this.*
- *Too much emphasis on the Palestinian head dress – with the many Arab flags in the background that will fix it.*

Score 1 to 5

1 (2) 2 (3) 3 (4) 4 (1) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 6 – Our numbers are our power

Effective:

- *I don't hate the message* (everyone started with negative comments then one dissented)
- Continuing with the above – *I like the word power just not the word fear.*
- The one dissenting voice pointed out to everybody that the use of the flag and the word power could make it effective.
- *Just change the message to THERE IS POWER IN NUMBERS*

Not Effective:

- *Can I give it a Zero?*
- *It feels like the FBI.*
- *I just figured out that this is a flag, I was distracted by the bad image.*
- *It looks like a call to war.*
- *I think there is a way to use the flag powerfully, but not her.*
- *If you want to target folks who are immigrants and have had issues this is not the way.*
- *I see all these blurry pictures.*
- *This is like a Trump ad about how to deport all the people he wants deported.*
- *It invokes fear by mentioning fear* (8 people agree with this).

Score 1 to 5

1 (10) 2 (0) 3 (0) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Advertisement 7 – Fill it out. Don’t let fear count you out.

Effective:

- *I like the image.*
- *I like the picture showing they are filling it out but I thought they want people do it online.*
- *Try ‘FILL IT OUT AND YOU COUNT IN THE USA’*
- *I like the use of the form to highlight the action.*

Not Effective:

- *Where’s the Census tag?*
- *Psychologically when you say ‘fear’ you are invoking fear.*
- *I have no idea what this about.*
- *The image is very generic.*
- *Too much blue – it bothers me.*
- *Better off using photos with people and faces. Gives a sense of coldness.*
- *‘IF YOU WANT TO BE COUNTED FILL OUT THE CENSUS’*
- *Again, mentioning ‘fear’ coupled with a vague image makes me fearful (7 agree using word fear is not effective)*
- *The color gives a sad sense like someone died*
- *I don’t like the ‘fill it out’ because I don’t know what I’m filling out.*

Score 1 to 5

1 (7) 2 (3) 3 (0) 4 (0) 5 (0)



JOHN ZOGBY STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Jersey City, NJ: Final Vote – Determining the Best Advertisement – *Each participant was asked to choose their favorite and 2nd favorite advertisement.*

	Number 1	Number 2	Total Votes
Ad 1	0	1	1
Ad 2	1	1	2
Ad 3	3	3	6
Ad 4	5	0	5
Ad 5	0	4	4
Ad 6	0	0	0
Ad 7	0	0	0



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

Final Vote Determining the Best Advertisement (All Four Cities During 2nd Round of Focus Groups)

	Number 1	Number 2	Total Votes
Ad 1	0	6	6
Ad 2	11	1	12
Ad 3	9	5	14
Ad 4	6	7	13
Ad 5	7	10	17
Ad 6	0	2	2
Ad 7	1	4	5



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

APPENDIX B- Focus Groups Summaries of First Round

Focus Group Transcript for Muslim Newcomer Men in Utica, NY- July 22nd

Confidential

The focus group on behalf of the Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. John Zogby, senior partner and analyst, personally facilitated the group discussion which was attended by 10 men, all refugees and a few high school/college aged sons, and all but one recently arrived in the United States. Countries of origin included Sudan, Iraq, and Syria. The group convened on July 22nd at Hummus and Tabouleh Restaurant in Utica, NY. Interpretation and translation were provided by Ali Al-Hashimi – Restaurant manager and interpreter/translator for the Refugee Center in Utica, NY.

BRIEF ANALYSIS

A more detailed analysis will be provided once the public opinion poll of 400 Arab-American adults is also completed, but here are some preliminary takeaways from the focus group:

- The translator made us aware both prior to and at the beginning of the focus group that participants were still a little concerned who John Zogby Strategies represented. This was even after senior level management from the Refugee Center in Utica, NY assured focus group participants that the Zogby team were not working directly for the government.
- Right before the focus group convened, participants asked for the name of the organization that hired us to conduct the study as well as for the website. They were put at ease following our explanation and slight ability to speak some Arabic.
- A few had actually filled out a census while residing in their country of birth. When asked what it was about one said *to count refugees in the country for the*



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United Nations, another said for *food rationing*. However, most stated that they hadn't filled it out in their country of birth.

- Only a few were familiar with the US Census. One participant stated he was *concerned especially about the question asking whether or not you are a citizen* and worried that the *government would know who is and isn't illegal, and this could be used against our right of privacy* – when asked if others agreed with this sentiment - half agreed.
- After clearing misconceptions about JZS, the US Census, and after testing the various messages - both positive and negative – most respondents ultimately agreed with one who stated that “*We have already been vetted by the U.S. Government - they already know everything there is to know about us.*”

SUMMARY

Have you ever filled out a form about you and your family before in your country of birth?

- **Yes** – 3 (*Egypt, Syria, Iraq*)
 - *Syria – just for allocating food in regions, every year.*
 - *Iraq – Through UN, a Census form*
 - *For Egyptian Government – wanting to know how many refugees*
- **No** – 7

Now that you are in the US how many would do it?

- **Yes** – 7
- **No** - 3

How familiar are you with the U.S. Census?

- *Very Familiar* – 1



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- *Somewhat Familiar – 3*
- *Not familiar at all – 5*

In your own words - what are ways that the Census is used?

- *Education, health, and benefits were most common answers.*
- *One from Iraq said – I have some information about it through my job which provides immigration services for citizenship. I think I do have problems with the Census. Main problem is the question about whether or not you are a citizen. Main concern is that the government is going to know who is legal and illegal, and could be used against the rights of privacy*

From two of the teenagers adding more to concerns–

- *We have people who came from war zones and the government is going to know about them, maybe send them back, or decline citizenship.*
- *For me, when they ask if I'm citizen, I'm a little bit worried about the answer I give whether I'm an American or not.*

One From Sudan

- *I don't think it's a problem to answer the same for social services.*

From Iraq

- *I disagree with the above statement. Social Service information collection is a different thing.*

POSITIVE ARGUMENTS THAT COULD INFLUENCE DECISION TO FILL OUT CENSUS

That the government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our part and participate in the Census.



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- When testing the above message all 10 agreed that it would make people like them much more likely to fill it out.

Participating in the Census is safe and easy, just a few clicks online. The Census protects your personal data and keeps your identity anonymous and by federal law, your response is required and your information cannot be given out or shared.

- All agreed that is a strong message. However, a few participants said they preferred paper form and felt that there was more privacy in that.

Safe and protect personal info, and keep identity anonymous (electronic or mail)

- After a lively discussion on filling out the Census in paper or electronic form with regards to there being more security, a consensus was reached that the U.S. Government already has their information after a 2-3 year vetting process prior to their arrival in the U.S.

MESSAGES PERTAINING TO CONCERNS ABOUT FILLING OUT CENSUS

I am concerned about giving the government personal information about me and my family.

- Despite having agreed that the US Government already knows a lot about them and their families – in the context of the current administration and news stories about families being detained and separated at the border, this concern did still resonate with participants.



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I am concerned about online security if I complete the form online.

- Most were not concerned about the online security dealing with filling out the form as many regularly pay bills and do banking online.

I am concerned about Census workers coming to my home.

- Again, in the context of the current administration and the stories of people being detained and or sent back to country of origin, the mere fact of officials from the government coming to the door to get information was discomfoting for half. The other half did think it to be a concern.

I am concerned about immigration enforcement or other government officials using my Census answers or personal information against me or my family.

- Same as above.

I am concerned that I will not be able to understand the questions and will need some help.

- As many are very limited with their English and typically find government documents to have dense language, this was by and large a concern.

If the Census asks you to list your ethnic heritage(s), what are you likely to mark down?

- Half were concerned specifically about their Muslim background because of the political climate while the other half stuck to the notion that they have nothing to hide and a great deal is already known and/or could easily be found out about them by the government.

If the Census added a category called “Middle East and North Africa” MENA that included the country of your ancestry (i.e. Egyptian, Lebanese, etc.), would you check off that category or would you not?



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- Since the Trump administration, several participants worried about the talk of a Muslim travel ban. However, after consideration about the thorough vetting process they all underwent, all stated they would select this category because *they are proud of their heritage*.
- Some asked if the Census asked about religion. They were put at ease after one participant explained it was not legal for the government to ask that on the Census.

What Do You Think You and Other Immigrants Need to Hear to Persuade you to Fill Out the U.S. Census?

- *Need to persuade people it's a good thing to fill out the Census.*
- *It's important to be part of the Census because the government depends on the Census to provide services to communities.*
- *We work to help each other.*
- *Get right to the point about what you need from us.*
- *Your personal information will not be shared.*
- *Don't be afraid, no worries.*
- *Hand in hand for America.*
- *We're together*
- *Soon we're going to all be citizens*
- *We are the same, there's nothing different between us.*
- *The Census is the guarantee for your future life*



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- *My opinion – as we came to the US, I'm sure they make a lot of study about us and me. I think we must give all the information. The US government know us already. They got all the information when we got here.*



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Focus Group Transcript for Muslim Newcomer Women in Utica, NY- July 22nd

Confidential

The focus group on behalf of Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. John Zogby, senior partner and analyst, personally facilitated the group discussion which was attended by 10 refugee women (including four daughters), nine Muslim and one Christian, -- from Iraq, Syria, and Sudan. The group convened on July 22nd at Hummus and Tabouleh Restaurant in Utica, NY. Interpretation and translation were provided by Ali Al-Hashimi – Restaurant manager and interpreter/translator for the Refugee Center in Utica, NY.

BRIEF ANALYSIS

- Most agreed that filling out the U.S. Census is very important due to reasons of population count, demographics, and how much funding should go to services for communities.
- Several were vocal about the fact that every 10 years to wait for a new Census is too long as a lot changes take place in a community like Utica.
- When asked during the focus group if they would fill out the Census in 2020, all participants stated that they were likely to fill out the U.S. Census when they received it.
- Regarding filling out the Census online there was considerable concern about being hacked and having identities stolen.
- When discussing the possibility of a MENA category, all respondents stated they *were proud of their ancestry* and had no issue selecting it.
- Participants stated that they *had already been vetted before coming here* and that the *U.S. Government already knows a lot about us*.



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SUMMARY

Have you ever filled out a form about you and your family before in your country of birth?

- All of the mothers had filled out forms about themselves and their family when living in their native country.

How familiar are you with the U.S. Census?

- As newcomers, most were not familiar with the content and purpose of the U.S. Census. A couple were more familiar due to having lived here longer than a year or two.

On a scale of 1-5 with 1 being not important and 5 being very important, how important is filling out the Census to you and why or why not?

- Upon receiving a brief description most said it was very important and proceeded to give reasons that communities like Utica *are constantly changing with a steady influx of immigrants – and that local leadership needs to know those changes.* Another said *it would make more sense to do it sooner than 10 years.*
- Others stated it was important for the government to *know how much money should go to which resources* as well as *the value for citizens to use the information to better understand their community.*

When you get a Census form for 2020, how likely are you to fill it out? *Definitely will, probably will, Not Sure/Haven't decided yet, Probably not*

- Most stated definitely with half saying they'd prefer to do it online vs. a few who stated they'd prefer paper as they felt there *was more anonymity.* However, there are few that were *concerned about being hacked.*



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POSITIVE ARGUMENTS THAT COULD INFLUENCE DECISION TO FILL OUT CENSUS

That the government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our part and participate in the Census.

- All agreed this was an effective message and many expressed the importance of the information being used to *remodel the city*.

Participating in the Census is safe and easy, just a few clicks online. The Census protects your personal data and keeps your identity anonymous and by federal law, your response is required and your information cannot be given out or shared.

- Most agreed this was an effective message.
- One stated that *online there really is no privacy* and as a result would *feel safer to fill it out through mail*. Most did not agree with the preference for completing the Census by mail.
- Another was concerned and stated “*I’m not 100% my information is secure due to fraud. They may say they are from government and not really are.*” When following up by asking the group if they shared this sentiment, half agreed and in the end it was evenly split over paper vs. electronic.

MESSAGES PERTAINING TO CONCERNS ABOUT FILLING OUT CENSUS

I am concerned about giving the government personal information about me and my family.

- All agreed it was not a concern and many restated their strong belief that the government already has a lot of information through the 2 year vetting process they went through to come to the U.S.



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I am concerned about online security if I complete the form online.

- Participants were evenly split about the security online when filling out the Census.

I am concerned about Census workers coming to my home.

- When framed this way, due to the current administration and the news that they hear about immigrants at the southern border, this struck a chord as a concern for most participants.

I am concerned about immigration enforcement or other government officials using my Census answers or personal information against me or my family.

- When specifically talking about Immigration enforcement, all were not concerned as they already *dealt with this part of the government* when they came here as newcomers.

I am concerned that I will not be able to understand the questions and will need some help.

- Almost everyone agreed to this concern as they are all recent newcomers with the exception of one who has been here several years.

If the Census asks you to list if you are MENA, will you mark that down?

- All participants said it was not a concern and agreed with one who stated that she is *proud of her ethnic heritage*.

What Do You Think You and Other Immigrants Need to Hear to Persuade you to Fill Out the U.S. Census?



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- *You have to tell them the benefit about it. That they matter.*
- *To find more opportunities for jobs.*
- *State the purpose of it. State that everything is confidential.*
- *For a better life do the Census*
- *Because we can help others as humans, we share humanity.*
- *To find more opportunities, job opportunities.*
- *Stress confidentiality*
- *The right way to get the right information – if we hide our ethnicity we will give the wrong information. It is important to give the right information.*



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Focus Group Transcript for Americans with Arab Ancestry – St. Louis, MO- July 24th

Confidential

The focus group on behalf of Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. John Zogby, senior partner and analyst, personally facilitated the group discussion which was attended by 17 St. Louis residents who have Lebanese ancestry ranging in ages 18 - 40. These were all American-born, none whose parents were born overseas, and some who were even fourth generation. They are all of Lebanese heritage and Maronite. The group convened on July 24th at St. Raymond Maronite Church in St. Louis, MO.

BRIEF ANALYSIS

- About two-thirds of participants had never completed the U.S. Census before while most had a general sense of what the information collected is used for as evidenced by the frequent answers including *demographics* and *allocation of resources*. To be fair, most of the participants were early 30s or younger.
- Most agreed it was important to them personally as well as their community due to the many benefits such as receiving funding for important services—although only a few could actually name the many services that are impacted by the Census.
- All participants stated they would mark down their Arab ancestry as one of the choices if allowed two, and several said *I am proud of my heritage*.
- Upon completing in depth discussion on the positive messages and messages about concerns, all participants said that they would fill out the 2020 Census.

SUMMARY



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Have you ever filled out a Census form before?

- Most participants were too young to have had the opportunity to fill out the Census before. Only a handful had filled it out.

In your own words - what are ways that the Census is used?

- A wide range of examples of demographics were listed such as race, ethnicity, income, household size as well as other data that pertains to the household.

How important is the Census to you on a scale of 1 – 5 (1 lowest, 5 highest)? Why or why not?

- Most were neutral simply because of their age and having not had the chance to fill it out. Popular answers either included *I don't know* or *it doesn't really impact me*, while a handful recognized the importance of the Census in determining funding for the community.

How important is the Census for your community (1- 5)? Why or why not?

- All respondents recognized the importance of the Census for the community at large however, many said that *it personally doesn't impact me at this stage in my life*. But still acknowledged the impact it has in their communities and cited utilities as something impacted by Census data.

When you get a Census form for 2020, how likely are you to fill it out? *Definitely will, probably will, Not Sure/Haven't decided yet, Probably not*

- A majority stated that they *definitely will*
- The rest said they *probably will*.

POSITIVE ARGUMENTS THAT COULD INFLUENCE DECISION TO FILL OUT CENSUS



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That the government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our part and participate in the Census.

- The above message was highly effective while only a couple who thought it was ineffective. When followed up with the question as to what words would work to help reflect more of a positive message regarding the Census, popular answers included *community, children, schools*, and *representation*.

Participating in the Census is easy to fill out and just a few clicks online.

- Almost unanimously participants felt this message made no difference at all despite the fact that most of the participants were under 35.

The Census protects your personal data and keeps your identity anonymous and by federal law, your response is required and your information cannot be given out or shared.

- About one-third said *much more likely*-
- About another one-third said *less likely*.
- About another one-third said *makes no difference*.
- One participant emphatically stated “*With all these breaches today I don’t think anyone would believe it, if you are an illegal immigrant or refugee they’re not filling it out, My mother said don’t give the folks at the focus group your personal information, anytime the government guarantees something look out.*”

That it is important for Arab-Americans to participate in the Census. We need to stand up and make sure our community still counts, in 2020 and beyond. Let’s make sure that every Arab American family is counted.

- The above message turned out to be a popular one except for one who said it would make them *much less likely*.



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MESSAGES PERTAINING TO CONCERNS ABOUT FILLING OUT CENSUS

I am concerned about giving the government personal information about me and my family.

- By far most agreed to having concern with this message. Only a few said they weren't because *filling out things online is something we do every day and the government already knows everything.*

I am concerned about online security if I complete the form online.

- By far most agreed to having concern with the above message. The same few who didn't have concerns as from the above concern, repeated the same sentiment about the *government already knows everything.*

I am concerned about Census workers coming to my home.

- By far, most shared concern while only 2 said they weren't concerned, suggesting the use of the words "coming to my home" elicits the feelings of intrusion.
- **(Editor's note:** It appears the mere mentioning of "Census works coming to my home" automatically elicits a sense of intrusion).

If the Census asks you to list 2 ethnic heritages, what are you likely to mark down?

- American and Lebanese – 3
- Middle Eastern and European- 4
- Norther Europe and Middle Eastern- 1
- Middle Eastern and Cherokee- 1
- Lebanese and German- 2
- Lebanese and Irish- 1
- Lebanese and European - 5

One young man expressed concern that he was being lumped together with "Arabs". *Arabs are Muslims not Christians like me.* The other participants



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strongly disagreed with him and tried to correct him – even those with non-Arab surnames.

Knowing what you know now, how likely is it that you will fill out the 2020 Census? Definitely will, probably will, Not Sure/Haven't decided yet, Probably not

- Despite the strong sense of concern expressed during the part of the discussion that tested the messages that have elicited concern in the past, **all stated that they would fill out the 2020 Census.**

Please come up with slogans and advertisement language that would encourage other people of this background.

- *Needs to be a differentiation, a targeting among varying groups. Messaging cannot be one size fits all.*
- *Keep it a positive thing to associate with being Arab*
- *be part of a broader community but recognize the diversity.*
- *Know your Arab audience (Christian vs. Muslim)*
- *Food, culture, heritage, multi-cultural*
- *We're part of the fabric, we're part of the family*
- *The Census is about the people, count us in*
- *Make it personal*
- *Don't use just words*
- *Family and community*
- *Your community needs you*
- *Think of age groups – make it more towards the younger*
- *Put all the generations together*
- *Census are analytics- tell us more about the people not just numbers*
- *Associate it with the food*

What is the most effective Media to reach you and people like you?

- **Facebook**



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- *TV ads*
- *YouTube*
- **(How to advertise on social media)**
 - *5 seconds or less*
 - *Show different people – refugee immigrants and then 4th generation, and all the diversity*
 - *We each have a story but we're all part of something*
 - *Get some emotion*
 - *We're proud.*
 - *Part of being Lebanese is about telling your story*
 - *The Census equals telling your story*
 - *We're all American, help us tell our piece of the story.*



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Focus Group Transcript for Arabs and Americans of Arab Descent – Miami, FL- July 27th

Confidential

The focus group on behalf of Arab American Foundation Institute and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. John Zogby, senior partner and analyst, personally facilitated the group discussion which included 10 Miami-Dade County residents with Palestinian and Lebanese ancestry, ranging in ages 18 - 65. Four were born in the US, six outside of the US. The group convened on July 26th at One Flagler Building in Miami, FL.

BRIEF ANALYSIS

- There are several external forces which make it difficult for the Census to reach more people, let alone hard to reach groups like Arabs and Arab Americans. The current political climate was chief among these factors, as were numerous stories about data breaches and abuse of privacy, and a growing sense of distrust towards the government.
- Most stated that they would fill out the Census in the near term future if they received it due to the fact of understanding its impact on the community. However, all agreed that the Census needs to be advertised better in order to get more to fill it out as well as having values attached to it if people are to be persuaded.
- It came up numerous times during the discussion that the most effective way to influence hard to reach groups like Arabs and Arab Americans is communicate the impact the Census has on society.

SUMMARY

In your own words - what are ways that the Census is used?



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- Most were familiar with the use in terms of collecting demographics but only a handful were able to explain specifics such as the *appropriation of funds, advancing social and economic information, use of information for trending the future*, as well as political implications for *apportionment of legislative seats*.

How important is the Census to you on a scale of 1 – 5 (1 lowest, 5 highest)? Why or why not?

- The answers were all over the place including a couple college aged participants who *don't think it's important* and admitted this was *due to age and lack of experience*; to young professionals who understood the necessity; to a few middle age and near seniors who had strong feelings about the impact it has on *appropriation of funding services in the community*.

How important is the Census for your community (1- 5)? Why or why not?

- When asked with the changing of one key word from “you” to “community” - more were moved by this. One participant made a powerful statement, *One of the biggest issues when researching Middle East was there was no data. So I saw firsthand how much of a negative impact that has. With the US Census we are able to advance social science and economics*.

When you get a Census form for 2020, how likely are you to fill it out? Definitely will, probably will, Not Sure/Haven't decided yet, Probably not

- JZS took the liberty to change the question from 2020 to near term future and most said they would fill out the US Census form in the near term future upon receiving. Even among those who agreed to fill it out a few still had concerns regarding their Arab ancestry. Those who said would not



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fill it out included one that stated *It's none of the government's goddamned business!*

POSITIVE ARGUMENTS THAT COULD INFLUENCE DECISION TO FILL OUT CENSUS

That the government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our part and participate in the Census.

- All but two participants said the above message would make them much more likely. Those who didn't noted their college age and therefore lack of experience with the Census.

Participating in the Census is easy to fill out and just a few clicks online.

- Slightly more than half said this would make them more likely while the rest said it made no difference. But what was made loud and clear from the group was that messages focusing on impact took priority over convenience.

The Census protects your personal data and keeps your identity anonymous and by federal law, your response is required and your information cannot be given out or shared.

- While most agreed the message would make them more likely, the reality was that hardly anyone among the participants believed the above statement and questioned whether anyone else would either.

That it is important for Arab-Americans to participate in the Census. We need to stand up and make sure our community still counts, in 2020 and beyond. Let's make sure that every Arab American family is counted.



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- All but one participant said the above message would make them more likely to fill out the Census in 2020. The one participant who said it would make them less likely stated *it sounds sketchy coming from the government that they need to count more Arabs*.

MESSAGES PERTAINING TO CONCERNS ABOUT FILLING OUT CENSUS

I am concerned about giving the government personal information about me and my family.

- Slightly more than half agreed with the above concern. One from this camp echoed that he was *naturally a skeptic* while another *grew up hearing from her parents that Arabs in America were wiretapped*. While slightly less than half did not share this concern because they felt had been established in the community for a longer time.

I am concerned about online security if I complete the form online.

- Half agreed that the above statement was a concern to them and referenced the lack of security online as evidenced by several stories about hacking, identity theft (which one participant had been a victim of), and the misuse of data by tech companies. Those who were not concerned, slightly less than half, echoed that the government already knew everything about them. One participant was in between.

I am concerned about Census workers coming to my home.

- Most participants did not express concern with regards to this statement. Only a couple did.



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If the Census asks you to list 2 ethnic heritages, what are you likely to mark down?

- All but two said they were inclined to include their Arabic heritage in the US Census. This was due to *strong pride in my heritage* and *we have the desire to also belong more to the larger cultural fabric*. One of the two who were not inclined said they were worried that *there would be a negative connotation*.

MENA

If the Census added a category called “Middle East and North Africa” MENA that included the country of your ancestry (i.e. Egyptian, Lebanese, etc.), would you check off that category or would you not? Why or why not?

- Again, all but two said they would check off the MENA category if it were to be included in the US Census. One of the two who said they would not answer this question stated that the category *is too broad* and pointed to the example of Israelis. He continued *this would open a can of worms*.
- During this part of the discussion a follow up question asked if they'd prefer that the MENA category fall under the status of minority. All but two wanted to see this.

What are the most effective arguments to persuade Arab Americans?

- *Be counted*
- *Persuade them to feel included – we support you to join, we'd like this information not need it, to serve your community.*
- *Attach it to values*
- *It benefits the minorities*
- *Be proud, stand up for who you are.*
- *Be counted- this is for your own benefit not to track you.*
- *There isn't an accurate count of you folks*
- *Say how it benefits the Arab community – what are we going to tell the legislator xyz.*



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- *An accurate count will show you there is a lot more of us than you think.*
- *Think about the Hispanic and Gay and Lesbian community where they were and where they are today. The aim should be to work towards that for Arab Americans. Maybe your count in the Census will get you where you need to be in the future.*
- *Can influence the foreign policy of the US, can get better Lobbying, not only for just us here, but helping folks back home.*
- *If I saw MENA on the Census I would feel validated. We're talked about a lot but on paper we don't exist (think college applications)*



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Focus Group Transcript for Arabs and Americans of Arab Descent – Jersey City, NJ- August 9th

Confidential

The focus group on behalf of the Arab American Institute Foundation and the American Arab Anti-Discrimination Committee was organized and conducted by John Zogby Strategies. John Zogby, senior partner and analyst, personally facilitated the group discussion which was attended by 15 Patterson and Jersey City area residents who have varying Arab ancestries ranging in ages 18 - 50. Half were US-born and the ancestries included Palestinians, Egyptians, Moroccans, Sudanese, and Yemeni. The group convened on August 9th at 35 Journal Square, Jersey City NJ.

BRIEF ANALYSIS

- This was a lively group who mainly did not know much about the Census. Three participants were knowledgeable about why the Census is done and what is used for.
- Almost all present became convinced in the value of the Census but had a few reservations that are worth noting.
- It is vital that Arab American organizations explain that the Census is important for empowering the Arab community in the US. Getting an accurate count not only helps community organizations, social services, schools, and first responders, it is way to show that the Arab community has both a unique identity as well as being an important part of the community at large.
- Participants were proud that they are recognized for their numbers and voting power by elected officials in Paterson and Jersey City.

SUMMARY

Have you ever filled out a Census form before?

- About two-thirds of participants said they had filled out a Census form before.



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- Again, as in other focus groups, there were those present who were too young in 2010 and not the head of any household.
- Among those were at least in mid-thirties, they recalled the Census and having filled it out.

What is Census information used for?

- Many had some familiarity with what the Census is used for with answers ranging from *population count, information for redistricting of Congressional Districts and general information for municipalities, the information is used so your community is counted, counting ethnicities, and information for many federal funding for programs like SNAP get allocated to communities that need it.*
- All together this group seemed to be more aware of the Census, although there were some who genuinely had no idea, nothing new to add, or some skepticism about the Census collecting information.

When you get a Census form for 2020, how likely are you to fill it out? *Definitely will, probably will, Not Sure/Haven't decided yet, Probably not*

- About two-thirds of participants said they would definitely fill out the Census form in 2020.
- One said prior to the meeting they were *not inclined to, but after spending some time at the focus group would now fill out the Census.*
- Another voiced his opinion that *I'm always frustrated with applications or forms in general – I cross out "other" and write Arab because that's what I am, I'm not Caucasian or Other.*

POSITIVE ARGUMENTS THAT COULD INFLUENCE DECISION TO FILL OUT CENSUS

That the government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our



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part and participate in the Census.

- While a couple said the above message made no difference, the remaining participants were split as to whether it made them more likely vs. less likely.
- One stated loud and clear that *my dad would see this message and would throw out the form. This message is too long* (a long discussion ensued about the length of this message).
- One disagreed with the above statement by saying *I'm first generation and feel a part of the whole US, I feel that this would benefit me as a whole in the population. It wouldn't impact me as an Arab. I'm in agreement with the message.*
- Others said *Keep the message as simple as possible or give me a convincing argument like it's good for my kids*, while another stated *it's good for the community*
- Another stated *This is how you send your message to the government – like electing an official. So the Census is a similar process in sending a message as to how many of us there are. Grants are handed out based on the count of the area. So this does impact grants. And if folks are afraid to fill out the Census for being ratted out – the more people think like this the less likely there are grant opportunities.*

Participating in the Census is safe and easy, just a few clicks online.

- This was an effective message and the vast majority said they agreed as their lives are busy and benefit from knowing it's simple and safe.
- While this group tended to be younger, they did feel that an online Census might be difficult for those who are older.

MESSAGES PERTAINING TO CONCERNS ABOUT FILLING OUT CENSUS

I am concerned about giving the government personal information about me and my family.



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- All were unanimous in their concern for the government using their personal information. The current political environment and current administration were cited numerous times as the main reason for this concern.

I am concerned about online security if I complete the form online.

- Mostly everyone shared this concern and a few pointed out that the information could easily be hacked.
- However, as in the case of at least one other focus group, many present felt that their information and identity was already out there. As one young woman pointed out, *what is it that they don't know about us already?*

I am concerned about Census workers coming to my home.

- Not one had any concern about a Census worker coming to their home with the exception of one comment from a woman who stated *they need to be considerate of the Muslim population – if a Muslim woman is home alone, a man from the Census should not knock on the door.*

I am concerned about immigration enforcement or other government officials using my Census answers or personal information against me or my family.

- All were unanimous in their concern about the immigration enforcement using Census information against people in their community, but not concerned about themselves.

I am concerned that I will not be able to understand the questions and will need some help.

- Only a couple were not concerned about their ability to understand the questions asked on the Census form. Most stated they could foresee issues within their family, including themselves (note: everyone spoke English) in understanding some of the questions.



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MENA

If the Census added a category called “Middle East and North Africa” MENA that included the country of your ancestry (i.e. Egyptian, Lebanese, etc.), would you check off that category or would you not? Why or why not?

- Initially mostly everyone stated that they would select “MENA” on the Census form when asked about their ethnic background. Only a couple stated they would not.
- One who said he wouldn’t select “MENA” stated *I’m not Middle Eastern – that is a term constructed by Europeans – I’m an Arab*. The other who said he wouldn’t select “MENA” stated *my parents wouldn’t even know what Middle Eastern North African means!*
- Another stated *being from Israel is Middle Eastern and I want the Census to reflect we are as Arabs*.
- After these two powerful sentiments, we did a recount and those who would select MENA went down to two-thirds of participants.

Advertising question – Need to persuade people it’s a good thing to fill out the Census, what needs to be said?

- *Adults – stick with Arabic, keep it simple and to the point. At the very least will get their support for kids to do it.*
- *Youth- social media is their best friend and use very powerful leaders (all the big shots, singers, leaders,) make them connect Arabs and Census together.*
ArabCensus#
- *Linda Sarsour – these kind of people with platforms and followers GET HER TO DROP HER WORD.*
- *You’re not being represented.*
- *We are here.*



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- *Put it in Arabic*
- *Community Centered*
- *Emphasize the fact that everybody wins from this*
- *Send the papers with translation and have it distributed from schools*
- *Represent your ethnicity, represent your heritage, represent that you are an Arab*
- *Be counted be empowered*
- *More funding – if you fill this out you get more funding in your area for schools, etc.*
- *More diagrams, more visuals, more graphs (referring to the inaccurate Arab population count) – this is what THEY think you are, this is what we ARE.*
- *If the men who lead our community and are more visual by nature, they have to see the visual of discrepancy in population count.*
- *They think we're 1 million with x amount of funding but we're really 4.5 million.*
- *Visual presentations on YOUTUBE with Arabic music – in 30 seconds tell them why it's important – funding for public schools, Medicaid, etc.*
- *In our community we are in the lower class so show these stats above.*
- *Older members of the community can't relate to being American – they relate to being Arab. TELL THEM THEY ARE ARAB-AMERICAN. And even if they decide to return home, tell them your kids will stay so HELP THEM.*