

## ***Guidance for Citizenship Communications with the Korean Community***

The New Americans Campaign conducted a nationally representative poll to study lawful permanent residents (LPRs) and measure their attitudes toward citizenship, identify what motivates them to naturalize, and determine the most effective messaging strategies. Here's what we found:

### **Korean Lawful Permanent Residents**

93% of Korean LPRs have had their green cards for five or more years, and 78% want to become U.S. citizens. An overwhelming number (90%) of Korean LPRs have a positive perception of the United States, yet the majority of them (78%) experience a feeling of not being fully integrated in the U.S.

Important demographic and socio-economic considerations include:

- Over one third (34%) of Korean LPRs are over the age of 70, and 26% are between the ages of 51 and 69.
- 43% of Korean LPRs have been in the U.S. for 25 years or more.
- Korean LPRs have varying levels of educational backgrounds. While 58% are college graduates or possess a post-graduate degree, 31% have a high school degree, or less.
- Korean LPRs have low household incomes. 39% earn less than \$25,000 per year before taxes. Only 20% earn between \$50,000 and \$100,000 per year.

### **How to Talk About the Naturalization Process**

The most effective framing focuses on the following messaging points:

1. Naturalizing is easy.
2. Fee and language waivers are available.
3. There are many benefits to naturalizing.

There has not been a concerted effort to inform eligible LPRs about how to become U.S. citizens. In fact, 60% of Korean LPRs say they have never received information about how to become a citizen. Those who have received information said the information was in Korean. While Korean LPRs demonstrate an openness and willingness to become U.S. citizens, the lack of outreach has resulted in an information gap surrounding the naturalization process — one that would be easy to overcome. When talking about the naturalization process, it's important to consider the following:

- 40% cite that they haven't had the time to start the naturalization process.
- 35% are concerned that their English language skills are a barrier.

### **Best Vehicles to Reach the Korean LPR Community**

The wide variety of vehicles to reach people include TV, radio, print and digital media. The majority of Koreans surveyed said that television was their preferred medium to receive information, and 61% said they would use a secure online system to apply for citizenship.

## Topline Message:

“Becoming a U.S. citizen is easy and opens the door to many new opportunities. Start the process to naturalize today so you can have access to all the privileges, protections and opportunities that come with being an American citizen ... ”

## Motivators for Naturalization

When conveying the topline message, keep in mind the following key motivators for naturalization:

1. Travel/living outside of the U.S./traveling with a U.S. passport.
2. Voting and running for office.
3. Access to benefits.
4. Protection from deportation.
5. Increased job opportunities.
6. Bringing additional family to live in the U.S.

These are the top six motivators for naturalization. For internal reference, 58% of citizenship-eligible Korean LPRs indicated travel/living outside of the U.S./traveling with a U.S. passport as the most important benefit; 42% cited voting and running for office; 27% cited access to benefits; 20% cited protection from deportation; 15% cited increased job opportunities; 14% cited protection from deportation; and 6% cited bringing additional family to live in the U.S. Note: Respondents were allowed to choose more than one benefit as “most important.”

## Sample Messages and Talking Points

*These sample messages should be adapted for various uses, such as text-messaging campaigns, social media posts, flier language and public service announcements. Consider adapting the messaging for the different media you use to reach out to LPRs. Remember that your messages should always include a “call to action” that directs people to a workshop, information session, hotline/telephone number or website.*

- “Did you know that you could be eligible to receive a fee waiver to help cover the cost of the citizenship application? Call [NAME OF ORGANIZATION] at [PHONE NUMBER] for more information.” [You could also link to a page on your website, if applicable.]
- “Don’t let the English language hold you back from becoming a citizen. We offer free courses to help you learn what you need to know for your citizenship application and exam.”
- “You live here, work here and pay taxes here, yet you still don’t have a say in who represents you or in the laws of this country. If you want the government to respect your values you must vote, and to vote you must be a citizen.”
- “U.S. citizens have access to more job opportunities and higher income. Become a citizen today so you can have more employment and financial opportunities.”
- “As a U.S. citizen you can petition the government to bring your family to live legally in the United States. Find out how by [INSERT A CALL TO ACTION].”
- “Once you become a U.S. citizen, you have something that no one can ever take away from you. You can travel freely, bring your family to the United States and live without any fear of being deported.”