

**PEW RESEARCH CENTER
2020 CENSUS SURVEY #3
FINAL TOPLINE
FEBRUARY 25-MARCH 9, 2020
TOTAL N=3,456**

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

U.S. adults	Sample size 3,456	Margin of error at 95% confidence level +/- 2.0 percentage points
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ASK ALL:

CENHEARD Have you ever heard of the United States census, or have you not heard of this?

Feb 25- Mar 9, <u>2020</u>	95	Yes, have heard
	5	No, have not heard
	*	No answer

TREND:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	<u>No answer</u>
Jan 3-13, 2020	93	6	1
Sep 16-29, 2019	95	5	*
Nov 7-16, 2018	90	9	*

QUESTION ASKED IN PREVIOUS YEARS¹:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	Don't know/ <u>Refused (VOL.)</u>
Mar 10-14, 2010	88	11	*
Jan 6-10, 2010	84	15	*

ASK IF HAVE NOT HEARD OR NO ANSWER (CENHEARD=2,99) [n=78]:

CENDEFHEARD The census is the count of all people who live in the United States. Have you ever heard of that before, or have you not heard of that?

TABLE NOT SHOWN DUE TO SMALL SAMPLE SIZE**TREND:**

	Yes, have <u>heard</u>	No, have <u>not heard</u>	<u>No answer</u>
Jan 3-13, 2020	31	58	12
Sep 16-29, 2019	53	47	*
Nov 7-16, 2018	45	54	1

¹ The March and January 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

QUESTION ASKED IN PREVIOUS YEARS²:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	Don't know/ <u>Refused (VOL.)</u>
Mar 10-14, 2010	48	50	3
Jan 6-10, 2010	49	51	0

COMBO TABLE BASED ON CENHEARD/CENDEFHEARD, BASED ON TOTAL:

Feb 25- Mar 9, <u>2020</u>	95	Have heard of census (CENHEARD=1)
5	Have not heard/No answer to CENHEARD	
2	Have heard of census when described	
3	Have still not heard of census when described	
*	No answer to CENDEFHEARD	

CENHEARD/CENDEFHEARD TREND, BASED ON TOTAL:

	Have heard of census (<u>CENHEARD=1</u>)	Have not heard/No answer to <u>CENHEARD</u>	Have heard of census when <u>described</u>	Have still not heard of census when <u>described</u>	No answer to <u>CENDEFHEARD</u>
Jan 3-13, 2020	93	7	2	4	1
Sep 16-29, 2019	95	5	3	2	*
Nov 7-16, 2018	90	10	4	5	0

ASK IF HAVE HEARD OF THE CENSUS (CENHEARD=1 OR CENDEFHEARD=1) [n=3,411]:

CENRECENT Have you seen or heard anything recently – within the last month or so – about the census, or have you not seen or heard anything recently?

BASED ON TOTAL:

Feb 25- Mar 9, <u>2020</u>	67	Yes, have seen or heard something recently
29	No, have not seen or heard anything recently	
*	No answer	
3	Have not heard of census (CENDEFHEARD=2)	

TREND BASED ON TOTAL:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	No answer	Have not heard of census (<u>CENDEFHEARD=2</u>)
Jan 3-13, 2020	50	44	*	1
Sep 16-29, 2019	54	44	*	2

² The 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

QUESTION ASKED IN PREVIOUS YEARS³:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	Don't know/ <u>Refused (VOL.)</u>	Have not heard of census (CENDEFHEARD=2)
Mar 10-14, 2010	79	14	*	6
Jan 6-10, 2010	44	48	*	8

ASK ALL:

CENPARTIC How likely are you to participate in the 2020 census? By participate, we mean fill out and submit a census form.

Feb 25-
Mar 9,
2020

59	Definitely will participate
21	Probably will participate
13	Might or might not participate
4	Probably will not participate
3	Definitely will not participate
*	No answer

TREND⁴:

	Definitely <u>will</u>	Probably <u>will</u>	Might or <u>might not</u>	Probably <u>will not</u>	Definitely <u>will not</u>	<u>No answer</u>
Jan 3-13, 2020	55	22	14	4	3	2
Sep 16-29, 2019	64	20	10	4	2	*

QUESTION ASKED IN PREVIOUS YEARS⁵:

	Definitely <u>will</u>	Probably <u>will</u>	Might or <u>might not</u>	Probably <u>will not</u>	Definitely <u>will not</u>	Already filled out and mailed in form (VOL.)	Other (VOL.)	DK/Ref (VOL.)
Mar 10-14, 2010	68	17	5	4	3	2	*	1
Jan 6-10, 2010	58	23	10	4	2	NA	NA	2

ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE (CENPARTIC=3-5) [n=432]:

CENPARTICWHYNOT Please indicate if each of the following is a reason why you may not participate in the census. [RANDOMIZE ITEMS]

	Major <u>reason</u>	Minor <u>reason</u>	Not a <u>reason</u>	No <u>answer</u>
a. I don't know enough about it				
Feb 25-Mar 9, 2020	26	32	40	1
Jan 3-13, 2020	28	31	39	2
b. It will take too much time				
Feb 25-Mar 9, 2020	13	33	52	2
Jan 3-13, 2020	16	30	51	4

³ The 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

⁴ The question wording in 2019 was "How likely are you to participate in the 2020 census? By participate, we mean fill out a census form."

⁵ The question wording in 2010 was, "How likely is it that someone else in your household will participate in the 2010 census? By participate, we mean fill out and mail in a census form." Additionally, the 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

CENPARTICWHYNOT CONTINUED ...

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
c. The census asks for too much personal information				
Feb 25-Mar 9, 2020	31	26	41	2
Jan 3-13, 2020	34	28	36	3
d. I don't trust the government to use the information properly				
Feb 25-Mar 9, 2020	34	27	37	1
Jan 3-13, 2020	33	27	36	3

ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE OR NO ANSWER (CENPARTIC=3-5,99) [n=442]:

CENHHPARTIC How likely is it that someone else in your household will participate in the 2020 census?

Feb 25- Mar 9, 2020	
3	Definitely will participate
10	Probably will participate
41	Might or might not participate
19	Probably will not participate
25	Definitely will not participate
2	No answer

TREND:

	<u>Definitely will</u>	<u>Probably will</u>	<u>Might or might not</u>	<u>Probably will not</u>	<u>Definitely will not</u>	<u>No answer</u>
Jan 3-13, 2020	5	9	36	21	22	6

QUESTION ASKED IN PREVIOUS YEARS⁶:

	<u>Definitely will</u>	<u>Probably will</u>	<u>Might or might not</u>	<u>Probably will not</u>	<u>Definitely will not</u>	<u>Already filled out and mailed in form (VOL.)</u>	<u>Other (VOL.)</u>	<u>DK/Ref (VOL.)</u>
Mar 10-14, 2010	8	17	20	28	20	0	3	3

ASK ALL:

CENBENYOU Do you believe that filling out and submitting the census form would...

Feb 25- Mar 9, 2020	
29	Benefit you personally
2	Harm you personally
69	Neither benefit nor harm you
1	No answer

⁶ The question wording in 2010 was, "How likely is it that someone else in your household will participate in the 2010 census? By participate, we mean fill out and mail in a census form. Would you say you ... [READ RESPONSE OPTIONS]" Additionally, the 2010 survey was conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

TREND⁷:

	<u>Benefit you personally</u>	<u>Harm you personally</u>	<u>Neither benefit nor harm you</u>	<u>No answer</u>
Jan 3-13, 2020	24	2	72	2
Sep 16-29, 2019	19	2	78	*
Nov 7-16, 2018	25	2	72	1

TREND FOR COMPARISON⁸:

	<u>Personally benefit</u>	<u>Personally harm</u>	<u>Neither benefit nor harm</u>	<u>Both benefit and harm</u>
Feb 20-Apr 27, 2018 (CBAMS 2020)	37	1	44	18

QUESTION ASKED IN PREVIOUS YEARS⁹:

	<u>Personally benefit</u>	<u>Personally harm</u>	<u>Neither benefit nor harm</u>	<u>Both benefit and harm (VOL.)</u>	<u>Don't know/ Refused (VOL.)</u>
Mar 10-14, 2010	33	5	57	1	5
Jan 6-10, 2010	27	3	66	NA	5

ASK ALL:

CENBENCOMM Do you believe that filling out and submitting the census form would...

Feb 25-
Mar 9,
2020

59	Benefit your community
2	Harm your community
39	Neither benefit nor harm your community
1	No answer

TREND¹⁰:

	<u>Benefit your community</u>	<u>Harm your community</u>	<u>Neither benefit nor harm your community</u>	<u>No answer</u>
Jan 3-13, 2020	61	2	35	2
Sep 16-29, 2019	48	3	48	1
Nov 7-16, 2018	50	2	46	1

⁷ The question wording in 2018 and 2019 was, "Do you believe that filling out the census form would..."

⁸ The question wording in 2018 was "Do you believe that answering your 2020 census form could personally benefit or harm YOU in any way?" Additionally, the 2018 survey was conducted online and via mail by the [Census Bureau](#) as part of their Census Barriers, Attitudes and Motivators Study (n=17,283).

⁹ The question wording in January and March 2010 was, "Do you believe that answering and sending back your census form would personally benefit you in any way, personally harm you, or neither benefit nor harm you?" Additionally, the 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

¹⁰ The question wording in 2018 and 2019 was, "Do you believe that filling out the census form would..."

TREND FOR COMPARISON¹¹:

	<u>Benefit your community</u>	<u>Harm your community</u>	<u>Neither benefit nor harm your community</u>	<u>Both benefit and harm your community</u>
Feb 20-Apr 27, 2018 (CBAMS 2020)	54	1	21	24

QUESTION ASKED IN PREVIOUS YEARS¹²:

	<u>Benefit your community</u>	<u>Harm your community</u>	<u>Neither benefit nor harm your community</u>	<u>Both benefit and harm your community (VOL.)</u>	<u>Don't know/ Refused (VOL.)</u>
Mar 10-14, 2010	62	3	29	1	5

ASK IF HEARD SOMETHING RECENTLY (CENRECENT=1) [n=2,514]:

CENWHERE Have you seen or heard anything recently – within the last month or so – about the 2020 census in each of the following places? **[RANDOMIZE ITEMS]**

	<u>Yes, have heard</u>	<u>No, have not heard</u>	<u>No answer</u>
a. Social media posts from people you follow Feb 25-Mar 9, 2020	26	73	2
b. Advertising on websites, TV or other sources Feb 25-Mar 9, 2020	70	28	1
c. News stories Feb 25-Mar 9, 2020	61	37	2

ASK IF HEARD SOMETHING RECENTLY (CENRECENT=1) [n=2,514]:

CENSOURCE Have you seen or heard anything recently – within the last month or so – about the 2020 census from each of the following sources? **[RANDOMIZE ITEMS]**

	<u>Yes, have heard</u>	<u>No, have not heard</u>	<u>No answer</u>
a. Friends or family members Feb 25-Mar 9, 2020	30	69	1
b. Community or religious groups Feb 25-Mar 9, 2020	16	82	1
c. Federal, state or local government Feb 25-Mar 9, 2020	42	57	1

¹¹ The question wording in 2018 was “Do you believe that answering your 2020 census form could benefit or harm YOUR COMMUNITY in any way?” Additionally, the 2018 survey was conducted online and via mail by the [Census Bureau](#) as part of their Census Barriers, Attitudes and Motivators Study (n=17,283).

¹² The 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

ASK IF HEARD SOMETHING RECENTLY (CENRECENT=1) [n=2,514]:

CENHEARDPOSNEG Overall, has what you've seen or heard recently about the 2020 census been...
[RANDOMIZE RESPONSE OPTIONS 1 AND 2; 3 AND 4 ALWAYS LAST, IN THAT ORDER]

Feb 25- Mar 9, <u>2020</u>	
53	Mostly positive
4	Mostly negative
16	Both
28	Neither
*	No answer

DEMOGRAPHIC VARIABLES NOT SHOWN**DISPLAY TO ALL:**

Now we have some questions about the 2020 census. We are interested in what people know off the top of their heads, and we understand you may not get all of them right.

ASK ALL:

CENREQUIRED As far as you know, does the law require you to fill out and submit the census form, or are you not required to fill it out and submit it?

Feb 25- Mar 9, <u>2020</u>	
31	Yes, it is required (<i>Correct</i>)
37	No, it is not required
33	Not sure
*	No answer

TREND:

	Yes, it is <u>required</u>	No, it is not <u>required</u>	<u>Not sure</u>	<u>No answer</u>
Jan 3-13, 2020	29	37	33	1

TREND FOR COMPARISON¹³:

	Yes, required <u>by law</u>	No, not required <u>by law</u>	<u>Don't know</u>
Feb 20-Apr 27, 2018 (CBAMS 2020)	24	45	31

QUESTION ASKED IN PREVIOUS YEARS¹⁴:

	Yes, it is <u>required</u>	No, it is not <u>required</u>	Don't know/ Refused (VOL.)
Jan 6-10, 2010	31	46	23

¹³ Question wording in 2018 was "Does the law require you to answer the census questions or is this not required by law?" Additionally, the 2018 survey was conducted online and via mail by the [Census Bureau](#) as part of their Census Barriers, Attitudes and Motivators Study (n=17,283).

¹⁴ Question wording in 2010 was "As far as you know, does the law require you to answer the census form, or are you not required to answer it?" The 2010 survey was conducted via telephone (landline and cellphone) and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

RANDOMIZE ORDER OF CENREPS/CENIMMS**ASK ALL:**

CENREPS Is the census used to decide how many representatives each state will have in Congress, or is it not used for this?

Feb 25-
Mar 9,
2020

58	Yes, used for this (<i>Correct</i>)
11	No, not used for this
30	Not sure
2	No answer

TREND:

	Yes, used <u>for this</u>	No, not used <u>for this</u>	<u>Not sure</u>	Don't know/ <u>Refused (VOL.)</u>
Jan 3-13, 2020	59	8	30	3

TREND FOR COMPARISON¹⁵:

	Yes, used <u>for this</u>	No, not used <u>used</u>	<u>Don't know</u>
Feb 20-Apr 27, 2018 (CBAMS 2020)	57	12	31

QUESTION ASKED IN PREVIOUS YEARS¹⁶:

	Yes, used <u>for this</u>	No, not used <u>for this</u>	Don't know/ <u>Refused (VOL.)</u>
Mar 10-14, 2010	54	25	21
Jan 6-10, 2010	64	20	17

RANDOMIZE ORDER OF CENREPS/CENIMMS**ASK ALL:**

CENIMMS Is the census used to determine whether someone is in this country legally, or is it not used for this?

Feb 25-
Mar 9,
2020

11	Yes, used for this
58	No, not used for this (<i>Correct</i>)
30	Not sure
2	No answer

TREND:

	Yes, used <u>for this</u>	No, not used <u>for this</u>	<u>Not sure</u>	Don't know/ <u>Refused (VOL.)</u>
Jan 3-13, 2020	14	53	31	2

¹⁵ The 2018 survey was conducted online and via mail by the [Census Bureau](#) as part of their Census Barriers, Attitudes and Motivators Study (n=17,283).

¹⁶ The 2010 surveys were conducted via telephone (landline and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018, 2019 and 2020 surveys that were conducted online.

QUESTION ASKED IN PREVIOUS YEARS¹⁶:

	Yes, used <u>for this</u>	No, not used <u>for this</u>	Don't know/ Refused (VOL.)
Mar 10-14, 2010	21	61	19

ASK ALL:

CENCON Does the U.S. Constitution require that the census be conducted, or is this not something the Constitution requires?

Feb 25-
Mar 9,
2020

37	Yes, Constitution requires <i>(Correct)</i>
18	No, Constitution does not require
44	Not sure
*	No answer

TREND FOR COMPARISON¹⁷:

	Yes, Constitution <u>requires</u>	No, Constitution does not <u>require</u>	<u>Don't know</u>
Feb 20-Apr 27, 2018 (CBAMS 2020)	34	22	44

ASK ALL:

CENQS Will the 2020 census form ask each of the following questions about you? **[RANDOMIZE ITEMS]**

		Yes, will <u>be asked</u>	No, will not <u>be asked</u>	<u>Not sure</u>	No <u>answer</u>
a. Race		<i>(Correct)</i>			
	Feb 25-Mar 9, 2020	78	3	18	1
	Jan 3-13, 2020	80	2	16	1
b. Age		<i>(Correct)</i>			
	Feb 25-Mar 9, 2020	81	2	17	*
	Jan 3-13, 2020	80	2	17	2
c. Whether you are a U.S. citizen or not			<i>(Correct)</i>		
	Feb 25-Mar 9, 2020	53	19	27	*
	Jan 3-13, 2020	56	17	25	1
d. Religious affiliation			<i>(Correct)</i>		
	Feb 25-Mar 9, 2020	27	25	48	*
	Jan 3-13, 2020	26	25	47	2

¹⁷ The 2018 survey was conducted online and via mail by the [Census Bureau](#) as part of their Census Barriers, Attitudes and Motivators Study (n=17,283).

ASK ALL:

CENONLINE Will people be able to fill out their census form online in 2020?

Feb 25- Mar 9, <u>2020</u>	
24	Yes (<i>Correct</i>)
8	No
68	Not sure
*	No answer

TREND:

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>	<u>No answer</u>
Jan 3-13, 2020	22	6	71	1

ASK ALL:CENMODE If you had a choice, would you prefer to answer the 2020 census... **[RANDOMIZE RESPONSE OPTIONS]**

Feb 25- Mar 9, <u>2020</u>	
1	By telephone
7	In-person
61	Online
29	By mail
1	No answer

TREND:

	<u>Telephone</u>	<u>In-person</u>	<u>Online</u>	<u>Mail</u>	<u>No answer</u>
Jan 3-13, 2020	2	7	60	30	2

ASK IF CHOSE NON-ONLINE MODE (CENMODE=1,2,4) [n=1,352]:CENMODEWHY Please indicate if each of the following is a reason why answering the 2020 census online is not your preference. **[RANDOMIZE ITEMS]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	Data submitted online may not be secure				
	Feb 25-Mar 9, 2020	42	24	33	*
	Jan 3-13, 2020	45	24	29	1
b.	I don't have reliable access to the internet				
	Feb 25-Mar 9, 2020	9	11	78	1
	Jan 3-13, 2020	12	10	76	1
c.	Answering the census online is less convenient for me				
	Feb 25-Mar 9, 2020	11	25	63	1
	Jan 3-13, 2020	17	24	58	1
d.	I just prefer a different way				
	Feb 25-Mar 9, 2020	42	26	32	1
	Jan 3-13, 2020	41	28	30	1

ASK ALL:

CENCOUNT

How successful, if at all, do you think the 2020 census will be in accurately counting the number of people living in the United States?

Feb 25-

Mar 9,

2020

10	Very successful
65	Somewhat successful
19	Not too successful
5	Not at all successful
1	No answer

ASK ALL:

CENSAFE

How much confidence, if any, do you have that the government will keep your personal data from the 2020 census safe?

Feb 25-

Mar 9,

2020

12	A great deal of confidence
45	A fair amount of confidence
30	Not too much confidence
11	No confidence at all
1	No answer

RANDOMIZE ORDER OF CENCOST/CENPERSONAL/CENPARTY**ASK ALL:**

CENCOST

Do you think conducting the 2020 census will... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2; 3 ALWAYS LAST]**

Feb 25-

Mar 9,

2020

20	Cost too much money
27	NOT cost too much money
51	Not sure
1	No answer

RANDOMIZE ORDER OF CENCOST/CENPERSONAL/CENPARTY**ASK ALL:**

CENPERSONAL

Do you think the census... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2; 3 ALWAYS LAST]**

Feb 25-

Mar 9,

2020

28	Asks for more personal information than the government really needs
30	Does NOT ask for more personal information than the government really needs
40	Not sure
2	No answer

RANDOMIZE ORDER OF CENCOST/CENPERSONAL/CENPARTY**ASK ALL:**

CENPARTY Do you think the results of the 2020 census will... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2; 3 AND 4 ALWAYS LAST, IN THAT ORDER]**

Feb 25-
Mar 9,
2020

6	Help Republicans more than Democrats
8	Help Democrats more than Republicans
58	Neither in particular
27	Not sure
1	No answer

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**ASK ALL:**

PARTY In politics today, do you consider yourself a...

ASK IF INDEPENDENT, SOMETHING ELSE OR NO ANSWER TO PARTY (PARTY=3,4,99)

[n=1,290]:

PARTYLN As of today do you lean more to...

Soft prompt if refused: We would like to have your answer to this question.

COMBO TABLE BASED ON PARTY/PARTYLN, BASED ON TOTAL:

Feb 25-
Mar 9,
2020

27	Republican
30	Democrat
28	Independent
13	Something else
2	No answer
44	Rep/Lean Rep
52	Dem/Lean Dem

DEMOGRAPHIC VARIABLES NOT SHOWN