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For The People & The Press

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Age and Education, Not Partisanship, Factors in Participation
WITH GROWING AWARENESS OF CENSUS, MOST READY TO FILL
OUT FORMS

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Age and Education, Not Partisanship, Factors in Participation **WITH GROWING AWARENESS OF CENSUS, MOST READY TO FILL OUT FORMS**

As forms for the 2010 U.S. Census arrive in households across the nation this week, a new Pew Research Center survey finds nearly universal awareness of the census, with 94% of Americans saying they have heard of the census and 79% having heard something recently about it. Nearly nine-in-ten Americans (87%) now say they definitely or probably will fill out and return their forms, or have already done so. This represents a six-point increase in likely participation since January.

But the likelihood of participation remains much higher for some groups than for others. In particular, young people and those with lower levels of income and education remain significantly less likely than others to say they will take part. Slightly higher numbers of Republicans (90%) than Democrats and independents (85% each) say they intend to participate, but more Democrats than Republicans or independents think the census is very important for the country (76% among Democrats, 61% among Republicans and independents).

The new national survey by the Pew Research Center for the People & the Press was conducted March 10-14 among 1,500 adults reached on cell phones and landlines. This is the second in a series of studies about the public's knowledge of and attitudes toward the 2010 U.S. Census.

Views of the Census		
	Jan 6-10 %	Mar 10-14 %
<i>Have you heard of the U.S. Census?</i>		
Yes	84	88
Yes, after description*	8	6
Never heard of it	8	6
	100	100
<i>Heard anything recently?</i>		
Yes	44	79
No	48	14
Have not heard of census	8	6
	100	100
<i>How likely are you to participate in the census?</i>		
Already completed (vol.)	--	2
Definitely will	58	68
Probably will	23	17
Might or might not	10	5
Probably will not	4	4
Definitely will not	2	3
Don't know	2	1
	100	100
<i>How important is the census for the U.S.?</i>		
Very important	60	66
Somewhat important	30	23
Not too important	5	4
Not at all important	3	3
Don't know	3	4
	100	100

Figures may not add to 100% because of rounding.
 * Respondents who had not heard of "the United States Census" are given a description: "the census is the count of all the people who live in the U.S." and asked if they have heard of that.

Most of those surveyed say they believe that their participation in the census will benefit their community; 62% say this, while about a third say filling out their form will either have no effect on (29%) or will harm (3%) their community. In contrast, fewer people see a personal benefit (33%) from filling out their census form, though that is up six percentage points since January. Very few think that participating in the census will personally harm them (5%); most (57%) say their participation will neither benefit nor harm them personally.

Democrats are significantly more likely than Republicans or independents to believe that the census will benefit them and their communities. Among Democrats, 41% say the census will personally benefit them; this compares with 28% of Republicans and 29% of independents. Similarly, 68% of Democrats think the census will benefit their community, compared with 59% of Republicans and 60% of independents. Among demographic groups, women are more likely than men to see benefits both to themselves and to their communities, and more African Americans than whites or Hispanics perceive likely benefits from the census.

Republicans are less convinced than Democrats that filling out the forms helps their community. In addition, nearly one-in-five Republicans (18%) believe that the census results benefit the Democratic Party more than the Republican Party. By comparison, just 5% of Democrats say the census will benefit the GOP more than the Democratic Party.

Yet there are no signs that Republicans are more resistant to taking part in the count. Republicans are at least as likely as Democrats to say they definitely or probably will mail in their forms. And when other demographic characteristics are taken into account, there is no partisan difference in intention to participate.

Growing Share Will “Definitely” Complete Forms

A large majority of Americans say they will participate in the census – 70% say they definitely will participate or have already completed and mailed in their census form and 17% say they probably will participate. Far fewer say they might or might not participate (5%) or that they definitely or probably will not participate (7%).

Modest Personal Impact, Positive Community Impact		
	Jan 6-10	March 10-14
<i>Will filling out your forms...</i>	%	%
<i>Affect you personally?</i>		
Personally benefit	27	33
Personally harm	3	5
Neither benefit nor harm	66	57
Both benefit and harm (Vol)	--	1
Don't know	5	5
	100	100
<i>Affect your community?</i>		
Benefit community	--	62
Harm community	--	3
Neither benefit nor harm	--	29
Both benefit nor harm (Vol)	--	1
Don't know	--	5
		100

QCEN6-7. Figures may not add to 100% because of rounding.

Moreover, a quarter of those who express at least some uncertainty about their own participation in the census say that someone else in their household definitely or probably will participate. Including these in the total would mean that 90% say they themselves or someone else in their household definitely or probably will participate in the census.

The proportion of Americans who say they definitely will participate has increased 12 points since early January, from 58% to 70%, with the increase occurring among nearly all demographic groups. Still, young people remain far less likely than older Americans to say they definitely will take part in the census. Fewer than half (45%) of those younger than 30 say they definitely will participate, compared with 70% of those 30 to 49 and 84% of those 50 and older.

Since January, there has been a sharp rise in the proportion of women who say they will definitely participate in the census (from 60% to 76%). The increase among men has been more modest (from 56% to 65%).

In addition, while Hispanics lagged far behind white non-Hispanics and black non-Hispanics in their commitment to take part in the census, that gap has narrowed since January. Currently, 65% of Hispanics say they will definitely participate, up from 47% in January. That compares with 73% of whites (up from 61%) and 67% of blacks (up slightly from 57%).

Education and income continue to be related to likely participation. More than eight-in-ten (82%) college graduates say they definitely will send in their forms, compared with 61% of those who have not attended college. Similarly, 81% of people in households with incomes of \$75,000 or more say they definitely will participate compared with 65% with incomes below \$30,000.

The partisan gap in commitment to participate in the census, evident in January, has disappeared in the new survey. Currently, 74% of Republicans, 72% of Democrats and 67% of independents say they definitely will participate in the census. In January, 67% of Democrats and

“Definitely Will” Participate in the Census			
	Jan	Mar	
	<u>6-10</u>	<u>10-14*</u>	<u>Change</u>
Total	58	70	+12
Men	56	65	+9
Women	60	76	+16
18-29	36	45	+9
30-49	57	70	+13
50-64	72	85	+13
65+	68	81	+13
White, non-Hispanic	61	73	+12
Black, non-Hispanic	57	67	+10
Hispanic	47	65	+18
College grad+	73	82	+9
Some college	60	77	+17
HS or less	49	61	+12
<i>Family income</i>			
\$75,000 or more	75	81	+6
\$30k-\$74,999	59	73	+14
Less than \$30,000	50	65	+15
Republican	54	74	+20
Democrat	67	72	+5
Independent	54	67	+13
QCEN3. Figures may not add to 100 because of rounding.			
* Includes those who said they have already completed and returned the form.			

smaller majorities of Republicans and independents (54% each) said they would definitely take part in the census.

Views of the Process and the Census' Impact

The survey gauged a wide range of attitudes and perceptions about the census and finds that the public holds generally favorable views about the decennial process. About two-thirds (66%) say that the census is very important for the United States, and another 23% say it's somewhat important. Just 7% say it is not too important or not important at all. A majority of people in every demographic group say the census is very important for the country (see detailed table in the appendix).

An even larger majority of the public (79%) believes that participation in the census is a civic duty, and similar numbers do not expect that completing the forms will take too much time (83%). A smaller majority of 55% do not think that the census is costing the government too much money, while 30% say it is costing too much.

Most people say they think the Census Bureau will keep personal information confidential (61%), though somewhat fewer (45%) say the government is asking only the personal information it really needs. Just over a quarter (27%) say the government is asking for too much personal information, and a roughly equal share says they do not know whether the forms ask for too much personal information (28%).

Attitudes about the Census				
	Total	Rep	Dem	Ind
	%	%	%	%
<i>How important is the census for the U.S.?</i>				
Very important	66	61	76	61
Somewhat important	23	29	16	27
Not too/not important	7	10	4	8
Don't know	<u>4</u>	<u>1</u>	<u>5</u>	<u>3</u>
	100	100	100	100
<i>Is participating in the census a civic responsibility?</i>				
Yes	79	82	79	78
No	17	16	17	18
Don't know	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>
	100	100	100	100
<i>Will filling out the census take too much time?</i>				
Yes	8	8	8	8
No	83	85	85	82
Don't know	<u>9</u>	<u>7</u>	<u>6</u>	<u>10</u>
	100	100	100	100
<i>Will the census cost the gov't too much money?</i>				
Yes	30	37	23	32
No	55	48	65	53
Don't know	<u>15</u>	<u>14</u>	<u>12</u>	<u>15</u>
	100	100	100	100
<i>Will the Census Bureau keep personal info confidential?</i>				
Yes	61	56	64	64
No	29	32	27	28
Don't know	<u>10</u>	<u>12</u>	<u>9</u>	<u>8</u>
	100	100	100	100
<i>Does the census ask for more info than the gov't really needs?</i>				
Yes	27	29	26	28
No	45	39	53	42
Don't know	<u>28</u>	<u>32</u>	<u>21</u>	<u>30</u>
	100	100	100	100
<i>Do the results of the census help one party more than the other?</i>				
Yes, helps Democrats	10	18	7	10
Yes, helps Republicans	4	3	5	3
Yes/Other/None/Don't know	4	2	4	4
No	71	66	73	74
Don't know	<u>11</u>	<u>11</u>	<u>10</u>	<u>10</u>
	100	100	100	100

QCEN5, QCEN8-QCEN13a. Figures may not add to 100% because of rounding.

Although there have been partisan controversies about the census in the past, most of public (73%) does not perceive the census as benefiting one political party more than the other. One-in-ten Americans (10%) say the census benefits the Democratic Party more, while 4% say it benefits the Republican Party more. Nearly one-fifth of Republicans (18%) think the census will help the Democratic Party more than the Republican Party, but only 5% of Democrats think it will disproportionately benefit the Republicans.

Republicans are also much more likely than Democrats to say that conducting the census will cost too much (37% vs. 23% of Democrats). And Republicans are slightly less persuaded that personal information will be kept confidential (56% vs. 64% of both Democrats and independents).

Nearly equal numbers of Republicans, Democrats and independents expect that completing the census form will not take too much time, and about eight-in-ten among each group believes that participating in the census is a civic responsibility.

Most Americans (61%) know that the census is not used to determine whether someone is in this country legally; 21% erroneously believe that it is used for this purpose, while a similar number (19%) do not know. Hispanic respondents in the survey are not more likely than others to believe that the census is used to locate undocumented immigrants; 21% say that it is used for this, while 69% say it is not.

On another knowledge question, 54% correctly said that the census is used to decide how many representatives each state will have in Congress. This represents a decline of 10 points from the number able to answer this question in January.

Census and Civic Responsibility

Young people, who are far less likely than older Americans to say they will definitely participate in the census, also are less likely to say that participating in the census is a civic responsibility.

Nearly two-thirds (66%) of those younger than 30 say that participating in the census is a civic responsibility. That compares with 79% of those 30 to 49 and even higher percentages of older age groups. Blacks, Hispanics and less educated people also are somewhat less likely than other groups to see participation in the census as a civic responsibility.

Do You Think Participating in the Census is a Civic Responsibility?			
	<u>Yes</u>	<u>No</u>	<u>DK</u>
Total	79	17	4=100
18-29	66	29	5=100
30-49	79	18	3=100
50-64	86	11	3=100
65+	84	10	6=100
White, non-Hispanic	82	15	3=100
Black, non-Hispanic	73	21	6=100
Hispanic	71	23	6=100
College grad+	89	9	2=100
Some college	86	13	1=100
HS or less	70	23	7=100
Registered voter	82	14	3=100
Not a registered voter	68	25	7=100

QCEN12. Figures may not add to 100 because of rounding.

ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of ABT/SRBI Inc. among a national sample of 1,500 adults living in the continental United States, 18 years of age or older, from March 10-14, 2010 (1,000 respondents were interviewed on a landline telephone, and 500 were interviewed on a cell phone, including 198 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2009 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	1,500	3.0 percentage points
Republican	356	6.5 percentage points
Democrat	464	5.5 percentage points
Independent	543	5.5 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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AWARENESS OF CENSUS

QCEN.1 Have you every heard of the United States Census, or have not heard of this? QCEN1a. (IF NO) 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?

QCEN2 (IF HEARD OF THE CENSUS) 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?

	Heard of the Census			Heard when described			Heard recently			(N)
	Yes	No	(VOL.) DK/Ref	Yes	No	(VOL.) DK/Ref	Yes	No/ DK/Ref	Not heard of Census	
	%	%	%	%	%	%	%	%	%	
TOTAL	88	11	0	94	6	0	79	15	6	1500
SEX										
Men	89	10	1	94	6	0	76	18	6	727
Women	88	12	0	94	6	0	82	12	6	773
AGE										
18-49	84	16	0	91	9	0	75	17	9	668
50+	95	5	0	98	2	0	86	11	2	798
DETAILED AGE										
18-29	76	24	0	88	12	0	64	24	12	234
30-49	89	11	0	93	7	0	80	13	7	434
50-64	96	3	1	99	1	0	89	10	1	461
65+	93	7	0	97	3	0	83	14	3	337
SEX BY AGE										
Men 18-49	87	13	1	92	8	0	71	20	8	357
Men 50+	93	6	1	98	2	0	84	14	2	356
Women 18-49	82	18	0	91	9	0	78	13	9	311
Women 50+	96	3	0	98	2	0	88	10	2	442
RACE										
White NH	91	9	0	96	4	0	83	13	4	1106
Black NH	84	16	0	87	13	0	72	15	13	149
Hispanic	83	16	1	90	10	0	71	19	10	120
EDUCATION										
College grad	96	4	0	99	1	0	91	8	1	527
Some college	93	7	0	98	2	0	87	11	2	377
HS or less	83	17	1	90	10	0	70	20	10	576
INCOME										
\$75,000+	94	6	0	97	3	0	88	9	3	386
\$30,000-\$74,999	90	9	0	97	3	0	82	15	3	458
<\$30,000	83	17	1	89	11	0	70	19	11	394
DETAILED INCOME										
\$100,000+	94	6	0	97	3	0	89	8	3	237
\$75,000-\$99,999	96	4	0	98	2	0	88	11	2	149
\$50,000-\$74,999	91	9	0	100	0	0	86	14	0	207
\$30,000-\$49,999	90	9	0	96	4	0	80	16	4	251
<\$30,000	83	17	1	89	11	0	70	19	11	394
REGISTERED VOTER	92	8	0	96	4	0	84	12	4	1202
PARTY ID										
Republican	94	6	0	97	3	0	85	11	3	356
Democrat	86	14	0	93	7	0	78	15	7	464
Independent	88	11	1	95	5	0	80	15	5	543

AWARENESS OF CENSUS

QCEN.1 Have you every heard of the United States Census, or have not heard of this? QCEN1a. (IF NO) 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?

QCEN2 (IF HEARD OF THE CENSUS) 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?

	Heard of the Census			Heard when described			Heard recently			(N)
	Yes	No	(VOL.) DK/Ref	Yes	No	(VOL.) DK/Ref	Yes	No/ DK/Ref	Not heard of Census	
	%	%	%	%	%	%	%	%	%	
PARTY AND IDEOLOGY										
Conservative Republican	96	4	0	98	2	0	89	9	2	253
Mod/Lib Republican	91	9	0	95	5	0	77	18	5	95
Mod/Cons Democrat	88	12	0	94	6	0	79	15	6	294
Liberal Democrat	84	16	0	92	8	0	78	13	8	146
RELIGIOUS PREFERENCE										
Total White NH Prot.	93	7	0	98	2	0	86	12	2	611
White NH evang. Prot.	95	5	0	100	0	0	88	12	0	313
White NH mainline Prot.	90	9	0	95	5	0	84	12	5	297
Total Catholic	88	12	0	94	6	0	80	14	6	306
White NH Cath.	86	14	0	95	5	0	79	16	5	227
Unaffiliated	84	15	0	91	9	0	72	18	9	255
REGION										
Northeast	84	15	1	90	10	0	74	16	10	284
Midwest	88	11	0	94	6	0	83	11	6	329
South	89	11	0	94	5	0	81	14	6	541
West	92	8	0	97	3	0	78	18	3	346
MARITAL STATUS										
Married	93	7	0	97	3	0	86	11	3	824
Not married	83	16	0	91	9	0	72	19	9	651
MARITAL STATUS BY SEX										
Married men	92	7	1	96	4	0	84	12	4	416
Married women	94	6	0	97	3	0	88	9	3	408
Unmarried men	86	14	1	93	7	0	68	24	7	302
Unmarried women	81	19	0	90	10	0	75	14	10	349
EMPLOYMENT										
Employed	91	9	0	96	4	0	83	14	4	810
Not employed	85	14	1	91	9	0	75	16	9	681
AMONG REPUBLICANS										
Men	93	7	1	94	5	1	80	14	6	181
Women	96	4	0	99	1	0	91	8	1	175
18-49	94	6	0	96	4	0	87	10	4	138
50+	95	5	1	97	2	1	84	13	3	215
AMONG DEMOCRATS										
Men	85	15	0	92	8	0	74	18	8	188
Women	87	13	0	93	7	0	81	13	7	276
18-49	81	19	0	90	10	0	74	16	10	212
50+	94	6	0	97	3	0	83	14	3	247
AMONG INDEPENDENTS										
Men	91	8	1	96	4	0	77	19	4	299
Women	85	15	0	93	7	0	84	10	7	244
18-49	83	16	1	92	8	0	72	20	8	264
50+	96	3	1	99	1	0	92	7	1	272

AWARENESS OF CENSUS

QCEN.1 Have you every heard of the United States Census, or have not heard of this? QCEN1a. (IF NO) 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?

QCEN2 (IF HEARD OF THE CENSUS) 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?

	Heard of the Census			Heard when described			Heard recently			(N)
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>DK/Ref</u>	No/ Not heard of Census	
	%	%	%	%	%	%	%	%	%	
AMONG WHITES										
Men	92	7	0	97	3	0	81	15	3	529
Women	90	10	0	96	4	0	85	12	4	577
18-49	87	13	0	94	6	0	77	17	6	433
50+	96	4	0	99	1	0	89	9	1	661
College grad	98	2	0	100	0	0	93	6	0	424
Some college or less	88	12	0	95	5	0	78	17	5	681
\$75,000+	96	4	0	99	1	0	90	9	1	319
\$30,000-\$74,999	91	9	0	97	3	0	82	15	3	350
<\$30,000	85	15	0	93	7	0	78	15	7	256
Republican	95	5	0	97	3	0	86	10	3	320
Democrat	89	11	0	96	4	0	83	13	4	272
Independent	90	10	0	97	3	0	83	14	3	432
East	90	10	0	96	4	0	77	19	4	213
Midwest	88	12	0	94	6	0	83	11	6	270
South	93	7	0	97	3	0	86	12	3	381
West	92	7	1	98	2	1	84	14	2	242

PARTICIPATE IN CENSUS

QCEN.3 How likely are you to participate in the 2010 Census? By participate, we mean fill out and mail in a Census form. Would you say you ...

	(VOL.) Already completed %	Definitely will %	Probably will %	Might/ might not %	Probably will not %	Definitely will not %	(VOL.) Other/ DK/Ref %	(N)
TOTAL	2	68	17	5	4	3	1	1500
SEX								
Men	2	63	20	6	5	2	1	727
Women	2	74	14	5	3	3	1	773
AGE								
18-49	2	59	21	8	5	4	1	668
50+	3	81	10	2	2	1	1	798
DETAILED AGE								
18-29	3	42	29	13	6	6	1	234
30-49	1	69	17	4	4	3	1	434
50-64	2	83	9	2	2	1	1	461
65+	3	78	11	3	2	1	2	337
SEX BY AGE								
Men 18-49	2	54	24	9	6	4	2	357
Men 50+	3	78	13	2	3	1	1	356
Women 18-49	2	65	18	6	4	4	0	311
Women 50+	2	84	7	2	1	1	2	442
RACE								
White NH	3	70	16	5	4	2	1	1106
Black NH	1	66	19	6	1	4	2	149
Hispanic	0	64	18	7	7	3	0	120
EDUCATION								
College grad	2	80	11	4	2	1	1	527
Some college	3	74	15	4	2	1	1	377
HS or less	2	59	21	7	5	4	1	576
INCOME								
\$75,000+	1	80	12	3	2	2	0	386
\$30,000-\$74,999	3	70	18	4	2	2	0	458
<\$30,000	3	62	18	7	6	2	2	394
DETAILED INCOME								
\$100,000+	1	79	12	3	2	2	0	237
\$75,000-\$99,999	2	80	12	3	2	2	0	149
\$50,000-\$74,999	2	73	18	5	1	1	0	207
\$30,000-\$49,999	3	69	18	3	4	3	0	251
<\$30,000	3	62	18	7	6	2	2	394
REGISTERED VOTER	2	74	14	5	2	2	1	1202
PARTY ID								
Republican	2	71	17	6	1	1	1	356
Democrat	1	70	14	6	3	4	1	464
Independent	3	64	18	6	5	3	1	543
PARTY AND IDEOLOGY								
Conservative Republican	2	73	16	6	1	0	1	253
Mod/Lib Republican	1	69	22	7	0	2	0	95
Mod/Cons Democrat	2	69	15	7	4	2	1	294
Liberal Democrat	0	79	12	3	3	3	0	146

PARTICIPATE IN CENSUS

QCEN.3 How likely are you to participate in the 2010 Census? By participate, we mean fill out and mail in a Census form. Would you say you ...

	(VOL.) Already completed %	Definitely will %	Probably will %	Might/ might not %	Probably will not %	Definitely will not %	(VOL.) Other/ DK/Ref %	(N)
RELIGIOUS PREFERENCE								
Total White NH Prot.	3	73	15	6	2	1	1	611
White NH evang. Prot.	3	72	16	7	1	0	1	313
White NH mainline Prot.	3	74	14	4	2	2	1	297
Total Catholic	1	70	16	4	5	3	1	306
White NH Cath.	1	72	16	2	5	3	0	227
Unaffiliated	4	58	18	5	9	5	1	255
REGION								
Northeast	1	63	23	6	4	2	1	284
Midwest	4	70	13	4	4	5	0	329
South	2	70	15	7	4	2	1	541
West	2	69	17	4	4	2	2	346
MARITAL STATUS								
Married	2	76	13	5	2	1	1	824
Not married	3	59	21	6	5	4	1	651
MARITAL STATUS BY SEX								
Married men	2	72	15	5	3	1	2	416
Married women	2	79	11	4	1	1	1	408
Unmarried men	3	52	26	8	7	4	1	302
Unmarried women	3	66	16	5	4	4	1	349
EMPLOYMENT								
Employed	2	70	17	5	3	2	0	810
Not employed	3	65	16	6	4	3	2	681
AMONG REPUBLICANS								
Men	3	66	20	7	1	1	2	181
Women	2	77	15	5	0	1	1	175
18-49	0	66	22	9	1	2	0	138
50+	4	78	13	4	0	0	2	215
AMONG DEMOCRATS								
Men	2	65	16	7	6	2	2	188
Women	1	74	13	5	2	5	1	276
18-49	1	61	20	7	4	5	1	212
50+	1	83	7	3	2	1	1	247
AMONG INDEPENDENTS								
Men	2	59	23	6	6	3	1	299
Women	4	72	13	5	4	2	1	244
18-49	3	53	24	9	6	4	1	264
50+	3	81	11	1	3	0	1	272

PARTICIPATE IN CENSUS

QCEN.3 How likely are you to participate in the 2010 Census? By participate, we mean fill out and mail in a Census form. Would you say you ...

	(VOL.) Already <u>completed</u> %	Definitely <u>will</u> %	Probably <u>will</u> %	Might/ <u>might not</u> %	Probably <u>will not</u> %	Definitely <u>will not</u> %	(VOL.) Other/ <u>DK/Ref</u> %	(N)
AMONG WHITES								
Men	3	65	19	6	5	2	1	529
Women	3	75	13	4	3	2	1	577
18-49	3	59	22	8	5	4	0	433
50+	3	82	9	2	3	0	1	661
College grad	2	83	9	3	2	0	0	424
Some college or less	3	64	19	5	5	3	1	681
\$75,000+	2	81	10	3	2	2	0	319
\$30,000-\$74,999	3	69	17	5	3	2	0	350
<\$30,000	5	64	19	4	5	2	1	256
Republican	2	71	17	6	1	1	1	320
Democrat	2	76	11	3	2	4	1	272
Independent	4	65	17	5	7	2	0	432
East	1	66	21	3	5	2	2	213
Midwest	5	70	13	4	4	4	0	270
South	2	71	15	7	3	1	0	381
West	3	72	15	5	4	1	1	242

IMPORTANCE OF CENSUS

QCEN.5 How important do you think the Census is for the United States? Would you say it is ...

	Very <u>important</u> %	Somewhat <u>important</u> %	Not too <u>important</u> %	Not at all <u>important</u> %	(VOL.) <u>DK/Ref</u> %	(N)
TOTAL	66	23	4	3	4	1500
SEX						
Men	61	27	5	5	4	727
Women	71	20	3	1	4	773
AGE						
18-49	64	24	4	3	4	668
50+	69	22	3	2	3	798
DETAILED AGE						
18-29	59	28	4	3	6	234
30-49	67	22	5	3	3	434
50-64	70	22	4	3	1	461
65+	67	23	2	1	6	337
SEX BY AGE						
Men 18-49	60	26	5	5	4	357
Men 50+	62	27	4	4	3	356
Women 18-49	68	22	4	1	5	311
Women 50+	74	18	2	1	4	442
RACE						
White NH	64	27	4	2	3	1106
Black NH	78	12	0	3	6	149
Hispanic	70	12	7	4	7	120
EDUCATION						
College grad	69	22	6	2	1	527
Some college	72	21	3	2	2	377
HS or less	61	25	3	4	6	576
INCOME						
\$75,000+	66	22	5	5	2	386
\$30,000-\$74,999	69	23	3	2	2	458
<\$30,000	67	22	4	1	6	394
DETAILED INCOME						
\$100,000+	66	23	6	5	1	237
\$75,000-\$99,999	66	21	5	4	4	149
\$50,000-\$74,999	70	22	4	1	2	207
\$30,000-\$49,999	68	24	2	3	2	251
<\$30,000	67	22	4	1	6	394
REGISTERED VOTER	68	23	4	2	3	1202
PARTY ID						
Republican	61	29	7	3	1	356
Democrat	76	16	2	2	5	464
Independent	61	27	4	4	3	543
PARTY AND IDEOLOGY						
Conservative Republican	60	29	6	3	1	253
Mod/Lib Republican	66	26	8	1	0	95
Mod/Cons Democrat	75	17	3	1	4	294
Liberal Democrat	81	12	2	2	3	146

IMPORTANCE OF CENSUS

QCEN.5 How important do you think the Census is for the United States? Would you say it is ...

	<u>Very important</u> %	<u>Somewhat important</u> %	<u>Not too important</u> %	<u>Not at all important</u> %	<u>(VOL.) DK/Ref</u> %	(N)
RELIGIOUS PREFERENCE						
Total White NH Prot.	68	24	4	2	3	611
White NH evang. Prot.	68	22	5	2	3	313
White NH mainline Prot.	67	26	3	2	2	297
Total Catholic	68	23	3	2	4	306
White NH Cath.	66	27	3	1	3	227
Unaffiliated	58	29	4	5	4	255
REGION						
Northeast	59	27	4	5	5	284
Midwest	67	24	2	3	4	329
South	70	22	4	1	3	541
West	63	23	5	4	4	346
MARITAL STATUS						
Married	66	24	4	3	3	824
Not married	66	23	4	2	5	651
MARITAL STATUS BY SEX						
Married men	62	28	3	5	2	416
Married women	69	21	5	2	3	408
Unmarried men	59	25	6	4	5	302
Unmarried women	73	20	1	1	5	349
EMPLOYMENT						
Employed	67	23	5	3	2	810
Not employed	64	24	3	3	6	681
AMONG REPUBLICANS						
Men	57	32	7	3	1	181
Women	65	25	6	2	2	175
18-49	57	30	8	4	1	138
50+	64	28	5	1	2	215
AMONG DEMOCRATS						
Men	72	18	3	3	4	188
Women	79	14	2	1	5	276
18-49	75	14	4	2	5	212
50+	77	17	1	1	5	247
AMONG INDEPENDENTS						
Men	58	29	4	7	2	299
Women	66	24	4	2	4	244
18-49	58	30	4	5	4	264
50+	66	23	5	4	2	272

IMPORTANCE OF CENSUS

QCEN.5 How important do you think the Census is for the United States? Would you say it is ...

	<u>Very</u> <u>important</u> %	<u>Somewhat</u> <u>important</u> %	<u>Not too</u> <u>important</u> %	<u>Not at all</u> <u>important</u> %	(VOL.) <u>DK/Ref</u> %	(N)
AMONG WHITES						
Men	58	32	4	4	3	529
Women	69	23	4	1	3	577
18-49	62	29	4	2	3	433
50+	66	25	3	3	3	661
College grad	69	23	6	2	1	424
Some college or less	62	29	3	3	4	681
\$75,000+	67	24	5	2	2	319
\$30,000-\$74,999	64	27	3	2	3	350
<\$30,000	66	27	3	2	2	256
Republican	62	28	5	3	2	320
Democrat	76	20	1	2	1	272
Independent	60	30	5	2	3	432
East	59	31	6	2	2	213
Midwest	65	26	2	3	4	270
South	66	27	3	2	2	381
West	64	26	4	3	3	242

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MARCH 2010 POLITICAL SURVEY
FINAL TOPLINE
March 10-14, 2010
N=1,500

QUESTIONS 1-5, 9-11, 14-16, 19-20, 22-27, 31-32, 36-39, 44-46, 49-50 HELD FOR FUTURE RELEASE

NO QUESTIONS 6-8, 12-13, 17-18, 21, 28-30, 33-35, 40-43, 47-48

ASK ALL:

On a different subject ...

QCEN.1 Have you ever heard of the United States Census, or have you not heard of this?

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

ASK IF HAVE NOT HEARD OF THE CENSUS (QCEN.1=2,9) [N=131]:

QCEN.1a 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?

BASED ON TOTAL:

Mar 10-14		Jan 6-10
<u>2010</u>		<u>2010</u>
6	Yes, have heard	8
6	No, have not heard	8
*	Don't know/Refused (VOL.)	0
88	<i>Have heard of Census (QCEN.1=1)</i>	84

ASK IF HAVE HEARD OF THE CENSUS (QCEN.1=1 OR QCEN.1a=1) [N=1,437]:

On a different subject ...

QCEN.2 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:

Mar 10-14		Jan 6-10
<u>2010</u>		<u>2010</u>
79	Yes, have seen or heard recently	44
14	No, have not seen or heard recently	48
*	Don't know/Refused (VOL.)	*
6	<i>Have not heard of Census (QCEN.1a=2)</i>	8

ASK ALL:

QCEN.3 How likely are you to participate in the 2010 Census? By participate, we mean fill out and mail in a Census form. Would you say you **[READ]**? **[IF RESPONDENT SAYS THEY ALREADY RECEIVED AND FILLED OUT OR MAILED IN THE FORM, PLEASE CODE AS PUNCH 6]**

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

ASK IF MIGHT OR MIGHT NOT OR WILL NOT PARTICIPATE (QCEN.3=3,4,5) [N=133]:

QCEN.4 How likely is it that someone else in your household will participate in the 2010 Census? Would you say someone else in your household **[READ]**? **[IF NECESSARY: By participate, we mean fill out and mail in a Census form.] [IF RESPONDENT SAYS SOMEBODY IN THEIR HOUSEHOLD ALREADY RECEIVED AND FILLED OUT OR MAILED IN THE FORM, PLEASE CODE AS PUNCH 6]**

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

ASK ALL:

QCEN.5 How important do you think the Census is for the United States? Would you say it is **[READ]**?

Mar 10-14 <u>2010</u>		Jan 6-10 <u>2010</u>
66	Very important	60
23	Somewhat important	30
4	Not too important	5
3	Not at all important	3
4	Don't know/Refused (VOL.)	3

ASK ALL:

QCEN.6 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?

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

ASK ALL:

QCEN.7 Do you believe that filling out your Census form would benefit your community, harm your community, or neither benefit nor harm your community?

Mar 10-14

2010

62	Benefit
3	Harm
29	Neither benefit nor harm
1	Both benefit and harm (VOL.)
5	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.8 Do you think filling out the Census form will take too much time, or don't you think so?

Mar 10-14

2010

8	Yes, will take too much time
83	No, don't think so
9	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.9 Do you think conducting the 2010 Census will cost too much money, or don't you think so?

Mar 10-14

2010

30	Yes, will cost too much money
55	No, don't think so
15	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.10 Do you think the Census Bureau will keep personal information confidential, or don't you think so?

Mar 10-14

2010

61	Yes, will keep personal information confidential
29	No, don't think so
10	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.11 Do you think the Census asks for more personal information than the government really needs, or don't you think so?

Mar 10-14

2010

27	Yes, asks for more personal information than the government really needs
45	No, don't think so
28	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.12 Do you think participating in the Census is a civic responsibility, or don't you think so?

Mar 10-14

2010

79	Yes, participating in the Census is a civic responsibility
17	No, don't think so
4	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.13 Do you think the results of the Census help one political party more than the other, or don't you think so?

ASK IF YES (QCEN.13=1) [N=234]:

QCEN.13a Which political party do you think the Census helps more? [OPEN END. SINGLE RESPONSE. USE PRECODES AS APPROPRIATE. ACCEPT ONLY ONE RESPONSE.]

BASED ON TOTAL:

Mar 10-14

2010

18	Yes, helps one political party more than the other
10	Democratic Party
4	Republican Party
1	Other
1	None
2	Don't know/Refused (VOL.)
71	No, don't think so
11	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.14 As far as you know, is the Census used to decide how many representatives each state will have in Congress, or is it not used for this?

Mar 10-14

2010

54	Yes, used for this
25	No, not used for this
21	Don't know/Refused (VOL.)

Jan 6-10

2010

64
20
17

RANDOMIZE ORDER OF QCEN.8 THROUGH QCEN.15:

ASK ALL:

QCEN.15 As far as you know, is the Census used to determine whether someone is in this country legally, or is it not used for this?

Mar 10-14

2010

21	Yes, used for this
61	No, not used for this
19	Don't know/Refused (VOL.)

QUESTIONS 52-57 HELD FOR FUTURE RELEASE

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No <u>preference</u>	(VOL.) Other <u>party</u>	(VOL.) DK/Ref	<i>Lean</i> <u>Rep</u>	<i>Lean</i> <u>Dem</u>
Mar 10-14, 2010	22	33	37	6	*	3	14	13
Feb 3-9, 2010	26	31	37	3	*	3	14	17
Jan 6-10, 2010	22	33	42	2	1	2	17	16
Dec 9-13, 2009	25	32	38	2	*	2	14	15
Oct 28-Nov 8, 2009	27	35	32	3	*	2	13	13
Sep 30-Oct 4, 2009	23	34	37	3	1	3	16	14
Sep 10-15, 2009	23	34	34	4	*	5	13	17
Aug 20-27, 2009	26	32	36	3	*	3	14	16
Aug 11-17, 2009	23	33	38	3	*	3	16	15
Jul 22-26, 2009	22	34	37	5	*	2	15	14
Jun 10-14, 2009	25	34	34	3	*	3	11	16
Apr 28-May 12, 2009	23	39	29	4	*	4	9	14
Mar 31-Apr 21, 2009	22	33	39	3	*	3	13	18
Mar 9-12, 2009	24	34	35	5	*	2	12	17
Yearly Totals								
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.3	35.8	31.7	3.8	.3	3.1	10.5	15.4
2007	25.4	32.9	33.7	4.6	.4	3.1	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8	10.2	14.9
2004	29.7	33.4	29.8	3.9	.4	2.9	11.7	13.4
2003	29.8	31.4	31.2	4.7	.5	2.5	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3	12.3	13.8
1996	29.2	32.7	33.0	5.2	--	--	12.7	15.6
1995	31.4	29.7	33.4	5.4	--	--	14.4	12.9
1994	29.8	31.8	33.8	4.6	--	--	14.3	12.6
1993	27.4	33.8	34.0	4.8	--	--	11.8	14.7
1992	27.7	32.7	35.7	3.9	--	--	13.8	15.8
1991	30.9	31.4	33.2	4.5	--	--	14.6	10.8
1990	31.0	33.1	29.1	6.8	--	--	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--