

**PEW RESEARCH CENTER  
2020 CENSUS SURVEY #2  
TOPLINE  
JANUARY 3-JANUARY 13, 2020  
TOTAL N=3,535**

**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.**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY. THE OTHER QUESTIONS ON THIS SURVEY ARE HELD FOR FUTURE RELEASE.**

U.S. adults	<b>Sample size</b> 3,535	<b>Margin of error at 95% confidence level</b> +/- 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?

Jan 3- <u>13, 2020</u>	93	Yes, have heard
	6	No, have not heard
	1	No answer

**TREND:**

	Yes, have <u>heard</u>	No, have <u>not heard</u>	<u>No answer</u>
Sep 16-29, 2019	95	5	*
Nov 7-16, 2018	90	9	*

**QUESTION ASKED IN PREVIOUS YEARS<sup>1</sup>:**

	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=147]:**

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?

Jan 3- <u>13, 2020</u>	31	Yes, have heard
	58	No, have not heard
	12	No answer

<sup>1</sup> 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.

**TREND:**

	Yes, have <u>heard</u>	No, have <u>not heard</u>	<u>No answer</u>
Sep 16-29, 2019	53	47	*
Nov 7-16, 2018	45	54	1

**QUESTION ASKED IN PREVIOUS YEARS<sup>2</sup>:**

	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 CENHEARD/CENDEFHEARD, BASED ON TOTAL:**Jan 3-  
13, 2020

93	Have heard of census (CENHEARD=1)
7	Have not heard/No answer to CENHEARD
2	Have heard of census when described
4	Have still not heard of census when described
1	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>	<u>No answer to CENDEFHEARD</u>
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=3,447]:**

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:**Jan 3-  
13, 2020

50	Yes, have seen or heard something recently
44	No, have not seen or heard anything recently
*	No answer
1	Have not heard of census (CENDEFHEARD=2)

**TREND BASED ON TOTAL:**

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

<sup>2</sup> 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 YEARS<sup>3</sup>:**

	Yes, have <u>heard</u>	No, have <u>not heard</u>	Don't know/ <u>Refused (VOL.)</u>	Have not heard of Census <u>(CENDEFHEARD=2)</u>
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.

Jan 3-  
13, 2020

55	Definitely will participate
22	Probably will participate
14	Might or might not participate
4	Probably will not participate
3	Definitely will not participate
2	No answer

**TREND<sup>4</sup>:**

	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>
Sep 16-29, 2019	64	20	10	4	2	*

**QUESTION ASKED IN PREVIOUS YEARS<sup>5</sup>:**

	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 <u>in form (VOL.)</u>	Other <u>(VOL.)</u>	DK/Ref <u>(VOL.)</u>
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 DEFINITELY OR PROBABLY WILL PARTICIPATE (CENPARTIC=1,2) [n=2,990]:**

CENPARTICWHY Please indicate if each of the following is a reason why you are likely to participate in the census. **[RANDOMIZE ITEMS]**

	Major <u>reason</u>	Minor <u>reason</u>	Not a <u>reason</u>	No <u>answer</u>
a. It is a civic responsibility Jan 3-13, 2020	72	22	5	1
b. Accurate census results are important for the country or local communities Jan 3-13, 2020	87	11	2	*

<sup>3</sup> 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.

<sup>4</sup> 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."

<sup>5</sup> The question wording in 2010 was, "How likely are you to 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.

**CENPARTIC CONTINUED ...**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
c. I want to be counted Jan 3-13, 2020	70	22	8	1
d. I think it will be easy to participate Jan 3-13, 2020	46	31	22	1

**ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE (CENPARTIC=3-5) [n=523]:**

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

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. I don't know enough about it Jan 3-13, 2020	28	31	39	2
b. It will take too much time Jan 3-13, 2020	16	30	51	4
c. The census asks for too much personal information Jan 3-13, 2020	34	28	36	3
d. I don't trust the government to use the information properly 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=545]:**

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

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

**QUESTION ASKED IN PREVIOUS YEARS<sup>6</sup>:**

	<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

<sup>6</sup> 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.

**ASK ALL:**

CENIMPORT How important do you think the census is for the United States?

Jan 3-  
13, 2020

66	Very important
25	Somewhat important
5	Not too important
3	Not at all important
2	No answer

**TREND:**

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
Sep 16-29, 2019	63	31	5	1	*
Nov 7-16, 2018	58	33	6	2	*

**QUESTION ASKED IN PREVIOUS YEARS<sup>7</sup>:**

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

**ASK ALL:**

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

Jan 3-  
13, 2020

24	Benefit you personally
2	Harm you personally
72	Neither benefit nor harm you
2	No answer

**TREND<sup>8</sup>:**

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

**TREND FOR COMPARISON<sup>9</sup>:**

	<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

<sup>7</sup> 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.

<sup>8</sup> The question wording in 2018 and 2019 was, "Do you believe that filling out the census form would..."

<sup>9</sup> 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).

**QUESTION ASKED IN PREVIOUS YEARS<sup>10</sup>:**

	Personally <u>benefit</u>	Personally <u>harm</u>	Neither benefit nor <u>harm</u>	Both benefit and harm <b>(VOL.)</b>	Don't know/ Refused <b>(VOL.)</b>
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...

Jan 3- <u>13, 2020</u>	61	Benefit your community
	2	Harm your community
	35	Neither benefit nor harm your community
	2	No answer

**TREND<sup>11</sup>:**

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

**TREND FOR COMPARISON<sup>12</sup>:**

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

**QUESTION ASKED IN PREVIOUS YEARS<sup>13</sup>:**

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

**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.

<sup>10</sup> 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.

<sup>11</sup> The question wording in 2018 and 2019 was, "Do you believe that filling out the census form would..."

<sup>12</sup> 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).

<sup>13</sup> 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 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?

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

**TREND FOR COMPARISON<sup>14</sup>:**

	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 YEARS<sup>15</sup>:**

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

**RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS****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?

Jan 3- <u>13, 2020</u>	
59	Yes, used for this ( <i>Correct</i> )
8	No, not used for this
30	Not sure
3	No answer

**TREND FOR COMPARISON<sup>16</sup>:**

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

<sup>14</sup> 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).

<sup>15</sup> 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.

<sup>16</sup> 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).

**QUESTION ASKED IN PREVIOUS YEARS<sup>17</sup>:**

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

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

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

Jan 3-  
13, 2020

14	Yes, used for this
53	No, not used for this ( <i>Correct</i> )
31	Not sure
2	No answer

**QUESTION ASKED IN PREVIOUS YEARS<sup>17</sup>:**

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

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

CENFUNDS Is the census used to decide how much money communities will get from the government, or is it not used for this?

Jan 3-  
13, 2020

56	Yes, used for this ( <i>Correct</i> )
9	No, not used for this
32	Not sure
3	No answer

**TREND FOR COMPARISON<sup>18</sup>:**

	Yes, used for this	No, not used for this	Don't know
Feb 20-Apr 27, 2018 (CBAMS 2020)	45	16	39

**QUESTION ASKED IN PREVIOUS YEARS<sup>17</sup>:**

	Yes, used for this	No, not used for this	Don't know/ Refused ( <b>VOL.</b> )
Jan 6-10, 2010	59	21	20

<sup>17</sup> 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.

<sup>18</sup> 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:**

CENQS

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

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

**ASK ALL:**

CENONLINE

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

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

**ASK ALL:**

CENMODE

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

	Jan 3- <u>13, 2020</u>	
2	By telephone	
7	In-person	
60	Online	
30	By mail	
2	No answer	

**ASK IF CHOSE NON-ONLINE MODE (CENMODE=1,2,4) [n=1,345]:**

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 Jan 3-13, 2020	45	24	29	1
b.	I don't have reliable access to the internet Jan 3-13, 2020	12	10	76	1

**CENMODEWHY CONTINUED ...**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
c. Answering the census online is less convenient for me Jan 3-13, 2020	17	24	58	1
d. I just prefer a different way Jan 3-13, 2020	41	28	30	1

**ASK ALL:**

CENORGSAFE Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users? **[RANDOMIZE ITEMS]**

	<u>Very confident</u>	<u>Somewhat confident</u>	<u>Not too confident</u>	<u>Not at all confident</u>	<u>Does not use</u>	<u>No answer</u>
a. The social media sites you use Jan 3-13, 2020	3	17	34	32	11	3
b. The Census Bureau Jan 3-13, 2020	18	48	21	10	NA	3
c. Your credit card company Jan 3-13, 2020	16	45	19	10	8	3
d. The companies or retailers you do business with Jan 3-13, 2020	6	43	34	14	NA	3

**QUESTION ASKED IN PREVIOUS YEARS<sup>19</sup>:**

	<u>Very confident</u>	<u>Somewhat confident</u>	<u>Not too confident</u>	<u>Not at all confident</u>	<u>Does not apply (VOL.)</u>	<u>Don't know/Refused (VOL.)</u>
a. The social media sites you use Mar 30-May 30, 2016	9	38	27	24	1	1
b. Your credit card company Mar 30-May 30, 2016	23	36	13	13	15	1
c. The companies or retailers you do business with Mar 30-May 30, 2016	14	46	21	15	2	2

<sup>19</sup> In the 2016 survey, "Does not apply" was included as a volunteered response option. Additionally, the 2016 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.

**ASK ALL:**

CENBREACH If all of your personal information included in the 2020 census form were made public, how concerned would you be, if at all?

Jan 3-  
13, 2020  
 37 Very concerned  
 29 Somewhat concerned  
 20 Not too concerned  
 12 Not at all concerned  
 2 No answer

**ASK ALL:**

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

Jan 3-  
13, 2020  
 27 Republican  
 30 Democrat  
 26 Independent  
 13 Something else  
 3 No answer

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

**[n=1,298]:**

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

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

Jan 3-  
13, 2020  
 39 The Republican Party  
 50 The Democratic Party  
 10 Neither/Other/Don't know/Refused

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

Jan 3-  
13, 2020  
 27 Republican  
 30 Democrat  
 26 Independent  
 13 Something else  
 3 No answer  
 44 Rep/Lean Rep  
 52 Dem/Lean Dem