

**2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 54 SEPTEMBER
FINAL TOPLINE
SEPTEMBER 16-SEPTEMBER 29, 2019
TOTAL N=6,878**

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 CONDUCTED ON THE AMERICAN TRENDS PANEL. THE OTHER QUESTIONS ON THIS SURVEY ARE HELD FOR FUTURE RELEASE.

	Sample size	Margin of error at 95% confidence level
U.S. adults	6,878	+/- 1.6 percentage points

ASK ALL:

QCEN1 Have you ever heard of the United States census, or have you not heard of this?

<u>Total</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>
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 (QCEN1=2,99) [n=219]:

QCEN1a 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?

<u>Total</u>	
53	Yes, have heard
47	No, have not heard
*	No answer

¹ 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 and 2019 surveys that were conducted online.

TREND:

	Yes, have <u>heard</u>	No, have <u>not heard</u>	<u>No answer</u>
Nov 7-16, 2018	45	54	1

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 QCEN1/QCEN1a, BASED ON TOTAL:

<u>Total</u>	
95	Have heard of census (QCEN1=1)
5	Have not heard/No answer to QCEN1
3	Have heard of census when described
2	Have still not heard of census when described
*	No answer to QCEN1a

QCEN1/QCEN1a TREND BASED ON TOTAL:

	Have not heard/No answer to <u>QCEN1</u>	Have heard of census when <u>described</u>	Have still not heard of census when <u>described</u>	No answer to <u>QCEN1a</u>	Have heard of census (QCEN1=1)
Nov 7-16, 2018	10	4	5	-	90

NO QUESTION QCEN2**ASK IF HAVE HEARD OF THE CENSUS (QCEN1=1 OR QCEN1a=1) [n=6,781]:**

QCEN3 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:

<u>Total</u>	
54	Yes, have seen or heard something recently
44	No, have not seen or heard anything recently
*	No answer
2	Have not heard of census (QCEN1a=2)

QUESTION ASKED IN PREVIOUS YEARS (BASED ON TOTAL)²:

	Yes, have seen or heard something recently	No, have not seen or heard anything recently	Don't know/ Refused (VOL.)	<i>Have not heard of census (QCEN1a=2)</i>
Mar 10-14, 2010	79	14	*	6
Jan 6-10, 2010	44	48	*	8

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 and 2019 surveys that were conducted online.

ASK ALL:

QCEN4 How likely are you to participate in the 2020 census? By participate, we mean fill out a census form.

<u>Total</u>	
64	Definitely will participate
20	Probably will participate
10	Might or might not participate
4	Probably will not participate
2	Definitely will not participate
*	No answer

QUESTION ASKED IN PREVIOUS YEARS³:

	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>	Don't know/ Refused <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 ALL:

QCEN5 How important do you think the census is for the United States?

<u>Total</u>	
63	Very important
31	Somewhat important
5	Not too important
1	Not at all important
*	No answer

TREND:

	Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	No <u>answer</u>
Nov 7-16, 2018	58	33	6	2	*

QUESTION ASKED IN PREVIOUS YEARS⁴:

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

³ 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. Would you say you ... **[READ RESPONSE OPTIONS]**" 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 and 2019 surveys that were conducted online.

⁴ 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 and 2019 surveys that were conducted online.

ASK ALL:

QCEN6 Do you believe that filling out the census form would...

<u>Total</u>	
19	Benefit you personally
2	Harm you personally
78	Neither benefit nor harm you
*	No answer

TREND:

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

QUESTION ASKED IN PREVIOUS YEARS⁵:

	<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:

QCEN7 Do you believe that filling out the census form would...

<u>Total</u>	
48	Benefit your community
3	Harm your community
48	Neither benefit nor harm your community
1	No answer

TREND:

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

QUESTION ASKED IN PREVIOUS YEARS⁶:

	<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

⁵ The question wording in 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 (land line and cellphone), and due to the [difference in modes](#), results may not be directly comparable to those of the 2018 and 2019 surveys that were conducted online.

⁶ 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 and 2019 surveys that were conducted online.