

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

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	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

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	Heard of the Census			Heard when described			Heard recently			(N)
	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>	<u>Yes</u>	No/ <u>DK/Ref</u>	Not heard <u>of Census</u>	
	%	%	%	%	%	%	%	%	%	
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

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	(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

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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

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RELIGIOUS PREFERENCE						
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White NH evang. Prot.	68	22	5	2	3	313
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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						
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Not married	66	23	4	2	5	651
MARITAL STATUS BY SEX						
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EMPLOYMENT						
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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
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