



Latino Decisions New Mexico Census Outreach Survey (July, 2019)
(Results of Native American Sample N= 100)

The following results are based on the 100 respondents who self-identified as Native American or American Indian to the statewide Census Outreach Survey conducted in July of 2019. The survey was intended to identify potential obstacles to a high participation rate for NM Census 2020, and strategies to help ensure we have high participation. Below are the percentages for Native American/American Indian respondents for each question of the survey that included this sub-group of the sample. A full methodology statement is provided at the bottom of this document. The Native American Budget and Policy Institute pulled out the Native American specific numbers included here on behalf of the Indian Affairs Department of the State of New Mexico.

Q1. Do you plan to participate and provide your household information?

	Total

Definitely will	65%
Probably will	31%
Not sure/Haven't decided yet	3%
Probably not	1%

Q2. What is the MAIN reason you are not sure, or might not participate?

	Total

Worried information will not be private /protected	19%
Not interested / not important	67%
Too busy	0%
Don't know enough about it / need more information	7%
Don't like filling out government forms	0%
Don't trust Trump / government	0%
Worried about immigration / citizenship question	0%
Other	7%



As far as you know or have heard, which of these options can you use to fill out the 2020 Census? Can it be completed:

Q3. Can it be completed: By mail

	Total

Yes	85%
No	14%
Don't Know	2%

Q4. Can it be completed: Online at the Census website

	Total

Yes	65%
No	23%
Don't Know	11%

Q5. Can it be completed: In-person with a Census official

	Total

Yes	82%
No	17%
Don't Know	2%

Q6. Can it be completed: By phone

	Total

Yes	55%
No	38%
Don't Know	7%





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Q7. True or false: We have to include our young children in our Census form to make sure that they are counted just like adults in our household are counted.

	Total
True	88%
False	12%
Don't Know	1%

Q8. True or false: The federal government uses our children's birth certificate information, so we do not need to worry about filling out their information on our Census form.

	Total
True	17%
False	81%
Don't Know	2%

Q9. True or false: If a child lives in different places during the year, only the household where they lived on 'Census Day', April 1st, needs to count the child on the form.

	Total
True	47%
False	47%
Don't Know	6%

Q10. True or false: Children who live with their grandparents or another relative do not need to include the child on their census form because the parents must do so.

	Total



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True	36%
False	60%
Don't Know	4%

Q11. For each reason, tell me whether you think it is important or unimportant: Participating in the Census will help make sure our families and New Mexico communities get their fair share.

	Total
Very important	77%
Somewhat important	14%
Not too important	0%
Not important at all	3%
Don't understand what it means	4%
Don't know	2%

Q12. For each reason, tell me whether you think it is important or unimportant: Participating in the Census it is an important way to stand up for our families and our communities here in New Mexico.

	Total
Very important	83%
Somewhat important	15%
Not too important	0%
Not important at all	0%
Don't understand what it means	1%
Don't know	1%

Q13. For each reason, tell me whether you think it is important or unimportant: Information gathered from the 2020 Census will determine where more than \$800 billion a year in federal funding goes, including medical services, WIC, child care, funding for public schools, low-income housing, and special and adult education.

	Total
Very important	81%
Somewhat important	11%





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Not too important	0%
Not important at all	1%
Don't understand what it means	5%
Don't know	2%

Q14. For each reason, tell me whether you think it is important or unimportant: Community leaders will use Census information to plan for the future, and decide where to build new schools, recreational areas, hospitals, and fire departments.

	Total

Very important	79%
Somewhat important	14%
Not too important	5%
Not important at all	0%
Don't understand what it means	1%

Q15. For each reason, tell me whether you think it is important or unimportant: New Mexico needs everyone to participate in the 2020 Census to make sure we are getting our fair share of representation in local, statewide, and national government.

	Total

Very important	89%
Somewhat important	4%
Not too important	2%
Not important at all	0%
Don't understand what it means	3%
Don't know	2%

Q16. For each reason, tell me whether you think it is important or unimportant: Due to undercounting of young children between the ages of 0-4 in 2010 New Mexico lost an estimated 32 million dollars. Counting your children in the 2020 Census means New Mexico's public schools will get more funding.

	Total

Very important	82%
Somewhat important	12%





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Not too important	0%
Not important at all	0%
Don't understand what it means	6%
Don't know	0%

Q17. How trustworthy and reliable are **Teachers and educators** in the community for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	30%
Somewhat trustworthy/reliable	52%
Somewhat untrustworthy/unreliable	7%
Very untrustworthy/unreliable	7%
Don't know	5%

Q18. How trustworthy and reliable are **Nurses, doctors, or other health care providers** for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	22%
Somewhat trustworthy/reliable	55%
Somewhat untrustworthy/unreliable	15%
Very untrustworthy/unreliable	0%
Don't know	8%

Q19. How trustworthy and reliable are **Local television news and their websites** for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	37%
Somewhat trustworthy/reliable	36%
Somewhat untrustworthy/unreliable	13%
Very untrustworthy/unreliable	13%
Don't know	1%



Q20. How trustworthy and reliable are Local newspapers and their websites for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	15%
Somewhat trustworthy/reliable	47%
Somewhat untrustworthy/unreliable	19%
Very untrustworthy/unreliable	14%
Don't know	5%

Q21. How trustworthy and reliable are Advertising on signs, posters and billboards for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	27%
Somewhat trustworthy/reliable	47%
Somewhat untrustworthy/unreliable	16%
Very untrustworthy/unreliable	9%
Don't know	1%

Q22. How trustworthy and reliable are Religious leaders or people you know through church or religious organizations for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	25%
Somewhat trustworthy/reliable	43%
Somewhat untrustworthy/unreliable	16%
Very untrustworthy/unreliable	8%
Don't know	8%





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Q23. How trustworthy and reliable are Family, friends, and co-workers for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	18%
Somewhat trustworthy/reliable	66%
Somewhat untrustworthy/unreliable	7%
Very untrustworthy/unreliable	7%
Don't know	1%

Q24. How trustworthy and reliable are Friends on social media for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	8%
Somewhat trustworthy/reliable	38%
Somewhat untrustworthy/unreliable	21%
Very untrustworthy/unreliable	28%
Don't know	5%

Q25. How trustworthy and reliable are The Census Bureau website for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	30%
Somewhat trustworthy/reliable	59%
Somewhat untrustworthy/unreliable	5%
Very untrustworthy/unreliable	2%
Don't know	4%





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Q26. How trustworthy and reliable are Local [IF S6=1 Hispanic/Latino] [IF S6=5 American Indian/Native American] [IF S6=4 NO GROUP PROMPTS] community organizations for accurate and useful information about the 2020 Census?

	Total
Very trustworthy/reliable	32%
Somewhat trustworthy/reliable	46%
Somewhat untrustworthy/unreliable	13%
Very untrustworthy/unreliable	6%
Don't know	2%

Q27. If you knew that [Hispanic/Latino/Native American OR New Mexicans if not Hispanic or Native American respondent] teachers from your community had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	73%
Less likely	7%
No impact	19%
Don't know	1%

Q28. If you knew that [Hispanic/Latino/Native American OR New Mexicans if not Hispanic or Native American respondent] nurses and doctors had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	65%
Less likely	5%
No impact	29%
Don't know	1%



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Q29. If you knew that First responders, firefighters and police officers had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	64%
Less likely	14%
No impact	18%
Don't know	4%

Q30. If you knew that A community organization that works on behalf of [Hispanic/Latino/Native American OR New Mexicans if not Hispanic or Native American respondent] had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	57%
Less likely	15%
No impact	28%
Don't know	0%

Q31. If you knew that Governor Michelle Lujan Grisham had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	36%
Less likely	19%
No impact	42%
Don't know	3%



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Q32. If you knew that Congresswoman Debra Haaland had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	51%
Less likely	12%
No impact	34%
Don't know	2%

Q33. If you knew that A family member or someone from your neighborhood had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	69%
Less likely	10%
No impact	20%
Don't know	1%

Q34. If you knew that Childcare centers/head start/PRE-K/Childcare Provider had supported a US Census outreach campaign encouraging New Mexicans to participate, would you be more or less likely to take part in the 2020 Census?

	Total
More likely	59%
Less likely	16%
No impact	25%
Don't know	0%





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Q35. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Mail the form to me, and I will fill it out and send it back in the mail.

	Total
Yes	77%
No	23%
Don't know	1%

Q36. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Mail the online instructions to me, and I will fill it out online.

	Total
Yes	66%
No	34%
Don't know	0%

Q37. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Send Census worker to my home, and I will fill out the form with them

	Total
Yes	60%
No	40%
Don't know	0%

Q38. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Mail a phone number to me, and I will call in my information to the Census.

	Total
Yes	30%
No	70%
Don't know	0%





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Q39. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Have a Census worker call me, and I will fill it out over the phone.

	Total
Yes	36%
No	62%
Don't know	1%

Q40. Please tell me whether it would be a convenient and trusted way for you to complete and submit your Census information: Text the online instructions to me, and I will fill it out online.

	Total
Yes	50%
No	50%
Don't know	0%

Q41. Do you have access to the web at home or at work that would allow you to submit the Census form online?

	Total
Yes	71%
No	29%

Q42. Would you be interested in filling out the 2020 Census at a local school, library, or mobile Census center where computers would be made available for online Census participation?

	Total
Yes	61%
No	39%



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Q43. When providing your information in-person, with a Census worker, how would you prefer to fill out the form with their assistance?

	Total
Computer	21%
Tablet	14%
Paper	51%
Don't know	14%

Q44. When you complete the Census, what kind of device do you plan to use, is it a computer or laptop, or a tablet such as an iPad, or a smartphone?

	Total
Yes, computer /laptop	39%
Yes, tablet	11%
Yes, smartphone	44%
Don't know	6%

[Q45 only asked of a specific sub-sample]

Q46. Is Census participation is required by law an important or unimportant reason for you?

	Total
Very important	57%
Somewhat important	32%
Somewhat unimportant	1%
Not at all important	10%
Don't know	0%



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Q47. Is If I fill it out they will stop contacting me an important or unimportant reason for you?

Total

Very important	34%
Somewhat important	25%
Somewhat unimportant	6%
Not at all important	31%
Don't know	3%

Very important
Somewhat important
Somewhat unimportant
Not at all important
Don't know

Q48. Is It is my responsibility to my community to participate an important or unimportant reason for you?

Total

Very important	75%
Somewhat important	16%
Somewhat unimportant	0%
Not at all important	7%
Don't know	1%

Very important
Somewhat important
Somewhat unimportant
Not at all important
Don't know

Q49. Is It will help my community, here in New Mexico an important or unimportant reason for you?

Total

Very important	79%
Somewhat important	17%
Somewhat unimportant	4%
Not at all important	0%
Don't know	0%

Very important
Somewhat important
Somewhat unimportant
Not at all important
Don't know





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Q50. Is It is easy, I can fill it out however I want and whenever I want an important or unimportant reason for you?

	Total
Very important	36%
Somewhat important	36%
Somewhat unimportant	12%
Not at all important	10%
Don't know	6%

Q51. Is It is a way for me to stand up the [IF S6=1 Hispanic/Latino] [IF S6=3 Native American/American Indian] [IF S6=4 "stand up for New Mexico", not "the community"], and make sure we are counted. an important or unimportant reason for you?

	Total
Very important	66%
Somewhat important	26%
Somewhat unimportant	4%
Not at all important	3%
Don't know	0%

Q52. Is Filling out the Census helps my community get the resources it has earned and deserves. an important or unimportant reason for you?

	Total
Very important	79%
Somewhat important	10%
Somewhat unimportant	0%
Not at all important	5%
Don't know	6%



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Q53. Is Filling out the Census helps New Mexico get the resources it has earned and deserves. an important or unimportant reason for you?

	Total
Very important	81%
Somewhat important	18%
Somewhat unimportant	1%
Not at all important	0%
Don't know	0%

Q54. Please let me know if this is a place you want Census information made available to you and/or your family: My local newspaper

	Total
Yes	73%
No	26%
Refused	1%

Q55. Please let me know if this is a place you want Census information made available to you and/or your family: My local TV station

	Total
Yes	69%
No	31%
Refused	1%

Q56. Please let me know if this is a place you want Census information made available to you and/or your family: Through the radio

	Total
Yes	63%
No	37%
Refused	1%





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Q57. Please let me know if this is a place you want Census information made available to you and/or your family: Through social media/Facebook/Twitter/Instagram

	Total

Yes	47%
No	53%
Refused	1%

Q58. Please let me know if this is a place you want Census information made available to you and/or your family: Information mailed to my home or office

	Total

Yes	81%
No	19%

Q59. Please let me know if this is a place you want Census information made available to you and/or your family: Someone from the Census visiting my home

	Total

Yes	60%
No	40%

Q60. Please let me know if this is a place you want Census information made available to you and/or your family: Information emailed to me

	Total

Yes	69%
No	31%



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Q61. Please let me know if this is a place you want Census information made available to you and/or your family: Information texted to me

	Total
Yes	55%
No	44%
Refused	1%

Q62. Please let me know if this is a place you want Census information made available to you and/or your family: Someone calling me with information

	Total
Yes	35%
No	65%
Refused	0%

Q63. Please let me know if this is a place you want Census information made available to you and/or your family: Flyers or pamphlets posted around town

	Total
Yes	63%
No	37%
Refused	0%

Q64. Please let me know if this is a place you want Census information made available to you and/or your family: Billboards

	Total
Yes	61%
No	39%
Refused	0%



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Q65. Which of the following two statements do you agree with more:

	Total
If [Native Americans] here in New Mexico participate in the Census at high rates, we can influence the way decisions are made and what policies are considered through the power of our numbers.	73%
It doesn't really matter how many Native Americans participate in the Census, nothing is ever going to really change	26%
Don't know	1%

Q66. How convincing is: The Census helps New Mexicans in your local community get benefits such as health care, school programs, child care and job training. The Census is used to determine federal funding for state and local services, including education, police, fire, and health care. New Mexico's schools, hospitals, and first responders are depending on us to do our part and participate in the Census.

	Total
Really convincing	56%
Just okay	31%
Not that convincing	6%
Not at all convincing	7%





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Q67. How convincing is: Participating in the Census in 2020 is really easy, we can fill it out with just a few clicks online, or complete the form over the phone, through the mail, or with assistance from the Census staff who will visit my home.

	Total
Really convincing	63%
Just okay	27%
Not that convincing	8%
Not at all convincing	2%
Don't Know	0%

Q68. How convincing is: It is important for us to participate in the Census. We need to stand up and make sure our community still counts, in 2020 and beyond.

	Total
Really convincing	48%
Just okay	45%
Not that convincing	1%
Not at all convincing	5%
Don't Know	1%

Q69. How convincing is: The Director of the US Census and all of the Census staff take an oath to protect the public's privacy, and by federal law, our information is safe and secure.

	Total
Really convincing	23%
Just okay	58%
Not that convincing	15%
Not at all convincing	5%
Don't Know	0%



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Q70. How convincing is: New Mexico faces many challenges in providing our population with basic services including health care, education, police and fire departments. The Census helps the federal government decide each community's share of \$800 billion in federal funds for program. If you participate in the Census it will generate more federal funding to improve the services available to New Mexicans.

	Total
Really convincing	63%
Just okay	23%
Not that convincing	8%
Not at all convincing	6%
Don't Know	0%

Q71. How convincing is: This year you can fill out the Census at anytime from anywhere. For the first time ever, the Census can be completed either online, by phone, or in person.

	Total
Really convincing	43%
Just okay	48%
Not that convincing	4%
Not at all convincing	5%
Don't Know	1%

Q72. Over 2 million children under the age of 5 were left out of the 2010 Census. In fact, young kids are the most likely age group to be missed. The 2020 Census is critical to the future of our New Mexican children. Counting every child during will make sure our kids get a fair shot at the resources they need to thrive and succeed in life, such as schools, childcare, and healthcare.

	Total
Really convincing	72%
Just okay	24%
Not that convincing	1%
Not at all convincing	2%
Don't Know	0%





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Q73. Due to the young child undercount in the 2010 Census, New Mexico is losing nearly \$32 million dollars in federal funds. We need to make sure all of New Mexico's children are counted in 2020 to ensure our children get a fair shot at the resources they need to succeed and thrive in life, such as schools, childcare, and healthcare.

	Total
Really convincing	82%
Just okay	15%
Not that convincing	0%
Not at all convincing	2%
Don't Know	0%

Q74. The ability of New Mexican children to thrive depends on them having strong public schools, childcare and healthcare. The best way to make sure they get their fair shot at success is making sure every child in New Mexico gets counted in the 2020 Census.

	Total
Really convincing	59%
Just okay	31%
Not that convincing	5%
Not at all convincing	5%

Q75. Census participation is critical for our children's future and wellbeing. By making sure every child gets counted, we bring visibility to our communities. As caregivers it is our duty to ensure every child is counted.

	Total
Really convincing	61%
Just okay	31%
Not that convincing	3%
Not at all convincing	5%
Don't Know	0%





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Q76. Including children in your household on your census form is easy and the only way they'll be counted in the 2020 census. In the amount of time it takes you to read them a bedtime story, you can fill out the census for your entire household.

	Total
Really convincing	40%
Just okay	49%
Not that convincing	5%
Not at all convincing	6%
Don't Know	0%

Q77. We want to make sure that the [Native American/American Indian] community which is growing every day, is not invisible. Filling out the census will ensure our community is counted, heard, and visible.

	Total
Really convincing	60%
Just okay	31%
Not that convincing	6%
Not at all convincing	3%

Q78. The Census is critical to our community. By participating, we speak for the generations of native people before us and for those yet to come. Census data can help determine our native communities' needs for schools, housing, health care facilities and roads.

	Total
Really convincing	65%
Just okay	29%
Not that convincing	4%
Not at all convincing	1%
Don't Know	1%

[Q-79-81 were items only asked of Hispanic New Mexicans]



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Q82. As you may have heard, the recent US Supreme Court decision has officially removed the citizenship question from the 2020 census form. Does knowing that citizenship will not be asked on the 2020 census makes me more likely to fill out the form this year to ensure that your household is counted?

	Total
Yes, more likely to fill out form	41%
No more likely to fill out form	15%
No difference	43%
Refused	1%

Q83. Although the 2020 Census will NOT have a question about citizenship following a recent Supreme Court Decision, we have learned that many New Mexicans are skeptical about the census not complying with the decision and will attempt to collect information about citizenship anyway. What about you, are you concerned that you will be asked to include the citizenship status of yourself or others living in your household?

	Total
Trust them to comply with court decision	39%
Don't Trust them/Will ask for citizenship	23%
Don't know / It depends	39%

Q84. You are likely to see a lot of advertisements about the census encouraging you to fill out the form. Which one of the following advertisements do you feel would most persuade you to include your children on your census form?

	Total
Mom with her child	34%
Child with computer	25%
Cartoon Child	40%



United States
**Census
2020**

They can't do it on their own. Children rely on you to ensure they are counted.

They can't do it on their own. Children rely on you to ensure they are counted.



United States
**Census
2020**

United States
**Census
2020**



They can't do it on their own. Children rely on you to ensure they are counted.

[Q85 only asked of specific sub-sample]



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Q86. After learning a bit more about the Census during our conversation today, how likely is it that you will participate in the 2020 Census?

	Total
Yes, will participate	91%
No, will NOT participate	8%
Not sure yet / I don't know	1%

Methodology:

On behalf of the Census Funders Group/NM Counts 2020 (who do we list as the funders/organizers), Latino Decisions completed 960 interviews from July 3, 2019 to July 21, 2019. Interviews were collected via landline phones, cell phones, and the web. The phone portion was conducted by live interviewers who were bilingual and administered the survey in the language of preference of respondents, and web-based interviews were also able to be conducted in English or Spanish. Of the full sample 37% of respondents were Hispanic, 44% non-Hispanic White, and 10% Native American, and the remaining percentage comprised of African American and Asian American resident of New Mexico. The full data are weighted to match the population in New Mexico across the following key demographic indicators of gender, education, nativity, ancestry, and race/ethnicity. A post stratification raking algorithm was used to balance each category according to the 2017 ACS 1-year data. The survey carries a margin of errors of +/- 3.16 points for questions asked of the full sample and had median completion time of 20 minutes. More information about the survey is available here:

<https://nmcounts2020.org/news-item/statewide-census-2020-gathering-held-at-isleta-resort-and-casino/>

