



**Latino Decisions New Mexico Census Outreach Survey (July, 2019)**  
 (Results of African American Sample N= 30)

The following results are based on the 30 respondents who self-identified as African American or Black. Although the sample size of 30 is not as large as we would recommend for analysis, the results of the survey can help inform outreach strategies. Below are the percentages for African American respondents for each question of the survey that included this sub-group of the sample.

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

Definitely will	69%
Probably will	18%
Not sure/Haven't decided yet	13%
Probably not	0%

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

	Total
Worried information will not be private /protected	100%
Not interested / not important	0%
Worried information will not be private /protected	100%
Too busy	0%
Don't know enough about it / need more information	0%
Don't like filling out government forms	0%
Don't trust Trump / government	0%
Worried about immigration / citizenship question	0%

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:



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Q3. Can it be completed: By mail

	Total
Yes	90%
No	10%

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

	Total
Yes	70%
No	25%
Don't Know	5%

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

	Total
Yes	81%
No	13%
Don't Know	6%

Q6. Can it be completed: By phone

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

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	84%
False	16%
Don't Know	0%



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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	30%
False	70%
Don't Know	0%

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	68%
False	32%
Don't Know	0%

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
True	27%
False	56%
Don't Know	17%

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	85%
Somewhat important	7%
Not too important	4%
Not important at all	4%
Don't understand what it means	2%
Don't know	*%

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	74%
Somewhat important	26%
Not too important	0%
Not important at all	0%
Don't understand what it means	0%
Don't know	0%

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	92%
Somewhat important	8%
Not too important	0%
Not important at all	0%
Don't understand what it means	0%
Don't know	0%

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	74%
Somewhat important	26%
Not too important	0%
Not important at all	0%
Don't understand what it means	0%

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	92%
Somewhat important	4%
Not too important	0%



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Not important at all	0%
Don't understand what it means	4%
Don't know	0%

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	70%
Somewhat important	26%
Not too important	4%
Not important at all	0%
Don't understand what it means	0%
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	42%
Somewhat trustworthy/reliable	58%
Somewhat untrustworthy/unreliable	0%
Very untrustworthy/unreliable	0%
Don't know	0%

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	34%
Somewhat trustworthy/reliable	33%
Somewhat untrustworthy/unreliable	23%
Very untrustworthy/unreliable	0%
Don't know	9%

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

Total



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Very trustworthy/reliable  
Somewhat trustworthy/reliable  
Somewhat untrustworthy/unreliable  
Very untrustworthy/unreliable  
Don't know

-----  
30%  
44%  
0%  
26%  
0%



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

	Total
Very trustworthy/reliable	16%
Somewhat trustworthy/reliable	47%
Somewhat untrustworthy/unreliable	37%
Very untrustworthy/unreliable	0%
Don't know	0%

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	45%
Somewhat trustworthy/reliable	29%
Somewhat untrustworthy/unreliable	0%
Very untrustworthy/unreliable	26%
Don't know	0%

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	59%
Somewhat trustworthy/reliable	21%
Somewhat untrustworthy/unreliable	5%
Very untrustworthy/unreliable	7%
Don't know	9%

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

	Total
Very trustworthy/reliable	36%
Somewhat trustworthy/reliable	38%



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Somewhat untrustworthy/unreliable	0%
Very untrustworthy/unreliable	0%
Don't know	26%

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

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Very trustworthy/reliable	21%
Somewhat trustworthy/reliable	30%
Somewhat untrustworthy/unreliable	28%
Very untrustworthy/unreliable	21%
Don't know	0%

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

-----	
Very trustworthy/reliable	84%
Somewhat trustworthy/reliable	16%
Somewhat untrustworthy/unreliable	0%
Very untrustworthy/unreliable	0%
Don't know	0%

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?

-----	
Very trustworthy/reliable	49%
Somewhat trustworthy/reliable	38%
Somewhat untrustworthy/unreliable	13%
Very untrustworthy/unreliable	0%
Don't know	0%

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?

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More likely	67%
Less likely	0%
No impact	37%
Don't know	0%





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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	76%
Less likely	10%
No impact	14%
Don't know	0%

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	61%
Less likely	18%
No impact	15%
Don't know	6%

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	71%
Less likely	10%
No impact	19%
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	58%
Less likely	19%
No impact	24%
Don't know	0%



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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	49%
Less likely	8%
No impact	31%
Don't know	12%

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	79%
Less likely	0%
No impact	21%
Don't know	0%

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	74%
Less likely	12%
No impact	13%
Don't know	0%

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	83%
No	17%
Don't know	0%

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	67%
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No	33%
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	64%
No	36%
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	34%
No	61%
Don't know	5%

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	48%
No	52%
Don't know	0%

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	48%
No	52%
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
	-----



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Yes  
No

89%  
11%



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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	77%
No	23%

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	50%
Tablet	0%
Paper	47%
Don't know	3%

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	70%
Yes, tablet	2%
Yes, smartphone	26%
Don't know	3%

[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	54%
Somewhat important	37%
Somewhat unimportant	3%
Not at all important	2%
Don't know	7%

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



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## Total

Very important	46%
Somewhat important	23%
Somewhat unimportant	10%
Not at all important	21%
Don't know	0%

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

## Total

Very important	86%
Somewhat important	14%
Somewhat unimportant	0%
Not at all important	0%
Don't know	0%

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

## Total

Very important	65%
Somewhat important	35%
Somewhat unimportant	0%
Not at all important	0%
Don't know	0%

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	65%
Somewhat important	23%
Somewhat unimportant	3%
Not at all important	0%
Don't know	9%

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	72%
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Somewhat important	23%
Somewhat unimportant	0%
Not at all important	5%
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	87%
Somewhat important	13%
Somewhat unimportant	0%
Not at all important	0%
Don't know	0%

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	97%
Somewhat important	13%
Somewhat unimportant	0%
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	65%
No	35%
Refused	0%

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	63%
No	37%
Refused	0%



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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	72%
No	28%
Refused	0%

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	59%
No	41%
Refused	0%

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	98%
No	2%

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	62%
No	38%

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	73%
No	27%
Refused	0%

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





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Total

-----	
	69%
	25%
	6%

Yes  
No  
Refused



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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	38%
No	62%
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	74%
No	26%
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	68%
No	32%
Refused	0%

[Q65 only asked of a specific sub-sample]

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	63%
Just okay	34%
Not that convincing	3%
Not at all convincing	0%



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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	41%
Just okay	50%
Not that convincing	0%
Not at all convincing	8%
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	70%
Just okay	24%
Not that convincing	4%
Not at all convincing	2%
Don't Know	0%

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	50%
Just okay	37%
Not that convincing	4%
Not at all convincing	8%
Don't Know	0%

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	64%
Just okay	33%



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Not that convincing	3%
Not at all convincing	0%
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	76%	
Just okay	15%	
Not that convincing	0%	
Not at all convincing	8%	
Don't Know	0%	

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	83%	
Just okay	17%	
Not that convincing	0%	
Not at all convincing	0%	
Don't Know	0%	

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	71%	
Just okay	29%	
Not that convincing	0%	
Not at all convincing	0%	
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	56%
Just okay	44%
Not that convincing	0%
Not at all convincing	2%

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	83%
Just okay	15%
Not that convincing	0%
Not at all convincing	2%
Don't Know	0%

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	61%
Just okay	37%
Not that convincing	3%
Not at all convincing	0%
Don't Know	0%

[Q-77-81 Asked only of specific sub-groups of sample]

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	46%



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No more likely to fill out form	20%
No difference	34%
Refused	0%

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	77%
Don't Trust them/Will ask for citizenship	14%
Don't know / It depends	5%

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	45%
Child with computer	46%
Cartoon Child	33%



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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**



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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]

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	93%
No, will NOT participate	7%
Not sure yet / I don't know	0%

**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.