

# CENSUS 2020 CAMPAIGN: FINAL MEASUREMENT REPORT

## CALIFORNIA'S 15 HARDEST-TO-COUNT POPULATIONS

Prepared for: California Complete Count Office  
By: SocialQuest, Inc.

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# BACKGROUND

The California Complete Count Office (CCCO) implemented the Census 2020 Communications Campaign to provide culturally sensitive and relevant information about Census 2020 to California's 15 hardest-to-count (HTC) populations, with the objective of motivating these populations to complete the 2020 Census form. The campaign combined multi-platform media at the state level with outreach strategies implemented at the region, county and city levels by community partner organizations.

## Hardest-to-Count Populations

- Asian-American/Pacific Islander
- Black/African-American
- Farmworkers
- Homeless
- Immigrants & Refugees
- Latinx (English-dominant/Bilingual)
- Limited English Proficiency
- Lesbian, Gay, Bisexual, Trans and Queer
- Low Broadband
- Middle Eastern & North African
- Native American
- Parents of Children 0-5 Years
- Persons with Disabilities
- Seniors (65+)
- Veterans





# STUDY OBJECTIVES

SocialQuest, Inc., was retained to measure the impact of the Census 2020 Communications Campaign on awareness and attitudes toward Census 2020 and completion of 2020 Census forms among California's hardest-to-count populations. Measures were taken pre-campaign (January 2020), mid-campaign (April-May 2020) and post-campaign (October-November 2020). A limited supplemental measure was taken in September 2020 to assist in developing strategy for the final month of the campaign. **This report presents findings for the campaign as a whole.**

## THE OBJECTIVE OF MEASURING THE CAMPAIGN IS TO QUANTIFY THE SOUNDNESS OF THE RESOURCES INVESTED, SPECIFICALLY:

- Did the campaign drive awareness of Census 2020 and motivate HTC populations to complete a 2020 Census form?
- Did the campaign inform and educate HTC populations, drive self-efficacy, and empower HTC populations?
- What elements of the campaign most influenced completion of 2020 Census forms and what learnings can we apply to future campaigns targeting HTC populations?





END-CAMPAIGN

# EXECUTIVE SUMMARY



STRENGTHS AND SUCCESSES OF THE CAMPAIGN



OPPORTUNITIES FOR THE FUTURE





# EXECUTIVE SUMMARY

## Strengths and Successes of the Campaign

**Most outstanding was the skill of CCCO staff in pivoting tactics and messaging to maintain effectiveness of the campaign when COVID-19 began to have a negative impact on drivers of Census form completion.**

- The tracking study described in this report was key in identifying that COVID-19 and social unrest were feeding a rise in mistrust of government. Identification of these external forces alerted CCCO that messaging needed to shift to compensate, and then provided direction on what messaging would be most effective.
- Also crucial were outreach partners' quick implementation of "guerilla-style" marketing in September to keep the campaign fresh and continue pushing up Census form completion rates.

**Evidence of the effectiveness of mid-campaign pivots came from the statistical model that identified drivers of Census form completion; at the end of the campaign, the model identified certain tactics as new key drivers.**

- Touchpoints related to workshops/trainings, phone calls and text messages, utility bills, and people on the street drove Census form completions late in the campaign.
- Messaging around "Census is secure and confidential" boosted confidence that Census workers are sworn to protect answers, which may explain why this notion and the touchpoint "someone coming to your door" became drivers.
- The message "Census is quick and easy to complete" went live only in September yet became a significant driver of completes.\*

\*See Appendix (p. 48) for a complete list of messages and when they were measured in the study.



END-CAMPAIGN

# EXECUTIVE SUMMARY

## Strengths and Successes of the Campaign

A successful component of the mid-campaign shift was implementation of messaging touching all three strategic pillars. Our analysis showed multiple pillars were needed to support most of the drivers of Census form completion, particularly the strongest driver: Knows “a lot” about how to participate in the Census.

Drivers of Census Form Completion		Educate	Motivate	Activate
Greater ↕	Know “a lot” about how to participate in the Census	a - d	e	n
	Know every household required to fill out a form		f	
	Know can take Census online, by phone or mail	c		
Driver of Form Completion ↕	Know Census form will not include citizenship question	b	i, m	
	Census form has 9 easy questions			n
	Know can fill out a paper form and mail to Census Bureau	a, c	e, g, i	
	Everyone counts in the census		g	
	The Census is quick and easy to complete			o
↕ Lesser	Know Census employees sworn to protect personal information	a, b		
	Know answers cannot be used to identify you or family	a, b	e, i	
	Know Census decides California’s share of dollars for community	c	e, h, k, l	
	Feel Census has med/high impact on life		e, j, l	n

### Campaign Messages\*

Campaign Messages*	Pillar
a. All census answers are protected and kept confidential b. The Census is secure and confidential c. You can take the census online, over the phone or by mail d. Children should be included on your 2020 Census form	Educate
e. Census benefits our families and communities f. Census is a voice for your state g. Everyone counts in the Census h. Help inform how money comes back to our communities i. It doesn't matter who you are...you deserve to be counted j. Census builds strong and healthier communities for our children k. Census ensures funding for healthcare and education l. Census helps secure a better future for our families m. Everyone counts regardless of background and immigration status	Motivate
n. Census form has 9 easy questions o. The Census is quick and easy to complete	Activate

\* See Appendix (p. 48) for complete list of messages and when they were measured in the study

Note: Drivers of Census form completion identified via binary logistic regression, and messages supporting the drivers via partial correlations



# EXECUTIVE SUMMARY

## Opportunities for the Future

### **Incorporate messaging that builds trust in all levels of government early in the campaign.**

- The mid-campaign measure detected signs of mistrust in the government. Building trust in both Census and government “early and often” could strengthen the resilience of a campaign.

### **Begin teaching citizens how to participate before the Census Bureau sends its first mailer.**

- The mid-campaign measure showed an overall increase in knowledge of laws protecting answers on the Census form.
- However, less than half of most populations said they knew ‘a lot’ about how to participate in Census 2020.
- Early messaging about “9 easy questions” and “look for your Census mailer” would allow space for more appeals to family and community later in the campaign.

### **Determine if different, or additional, resources are needed to reach the Farmworker and Homeless populations.**

- These populations had the strongest increases in form completion between mid-campaign and the close of the campaign (175% increase and 500% increase, respectively).
- However, feeling they knew ‘a lot’ about how to participate never reached above 16% of these populations, and overall knowledge regarding laws and protections for citizens fluctuated wildly throughout the campaign.
- Tactics used to reach these populations were highly successful in increasing completions, but an overall low participation rate suggests more resources may be needed to fully engage these citizens.



END-CAMPAIGN

# MOTIVATING CITIZENS IN AN UNUSUAL YEAR



DRIVERS OF CENSUS FORM COMPLETION



WHY THEY COMPLETED CENSUS FORMS



WHY THEY DID NOT PARTICIPATE IN CENSUS 2020



## END-CAMPAIGN

# CONSTANT DRIVERS OF CENSUS FORM COMPLETION\*

**Correct knowledge, feelings of empowerment, and selected messaging drove completion of 2020 Census forms throughout the campaign.**

## Correct information about the purpose of the Census and laws governing Census data collection.

- Determines California's share of federal dollars for community services that support families.
- Answers you give on the Census form cannot be used to personally identify you or your family.
- Every household in the U.S. is required to fill out a 2020 Census form.
- Census form will not include a question about your citizenship status.

## Feeling empowered to participate in Census 2020.

- Feel they know "a lot" about how to participate in the Census.
- Perceive Census as having a medium/high impact on their lives.

## Recalling specific campaign messages.

- Everyone counts in the Census.
- Census form has 9 easy questions.
- You can take the Census online, over the phone or by mail.



# CHANGING DRIVERS OF CENSUS FORM COMPLETION\*

CCCO responded to the challenges of COVID-19 and other unexpected events, ensuring form completion rates continued to increase through the conclusion of the campaign.



CCCO shifted tactics late in the campaign to counteract rising mistrust of government (hypothesized to stem from its management of COVID-19) and signs of insufficient knowledge of how to participate in Census 2020.

As a result of the shift in tactics, the factors below became drivers of Census form completions *for the first time in the campaign*—which means the changes implemented by CCCO effectively boosted completes.

- Knows Census employees are sworn for life to protect your answers.
- Knows you can fill out a paper form and mail it to the Census Bureau.
- Recall the message, “The Census is quick and easy to complete.”†
- Learned about Census 2020 from:
  - Phone call or text message.
  - Someone came to their door.
  - Someone who talked to them outside their home.
  - Utility bill (electric, gas, water, etc.).
  - Workshop or training (in-person or online).

†Message was new to the campaign as of September 2020.

\* Drivers of Census form completion identified using binary logistic regression



# WHY THEY COMPLETED CENSUS FORMS

**The campaign motivated HTC populations to participate with its messages of securing a better future for children, families, and everyone in California.**

## Why did you complete a 2020 Census form?

- The top motivator for almost all HTC populations was the desire to provide a better future for children, families or everyone in California.
- The exceptions were the Asian-American/Pacific Islander, Middle Eastern & North African, and Seniors populations who said “engaging in my civic duty” was the top motivator.
  - Civic duty was a strong secondary motivator for the Lesbian, Gay, Bisexual, Trans & Queer, Persons with Disabilities, and Veterans populations.



# WHY THEY DID NOT PARTICIPATE IN CENSUS 2020

## DID NOT COMPLETE CENSUS FORM

Asian-American/Pacific Islander	19%
Black/African-American	32%
Farmworkers	53%
Homeless	58%
Immigrants & Refugees	21%
Latinx (English/bilingual)	31%
Lesbian, Gay, Bisexual, Trans & Queer	22%
Limited English Proficiency	24%
Low Broadband	6%
Middle Eastern & North African	36%
Native American	28%
Parents of children 0-5 years	26%
Persons with Disabilities	21%
Seniors (65+)	6%
Veterans	15%

## WHY? COVID-19 PANDEMIC

Almost all HTC populations cited the COVID-19 pandemic or shelter-in-place among the top two reasons for not completing a 2020 Census form, anywhere from 30% - 60% of non-completers. Exceptions: Immigrants & Refugees, Limited English Proficiency, Low Broadband, and Seniors.

# WHY THEY DID NOT PARTICIPATE IN CENSUS 2020

**Mistrust of government, the economy, and an overall lack of knowledge of Census 2020 also were major inhibitors of completion for some populations.**

**Seniors said they didn't know where to get a Census form.**

**Immigrants & Refugees, Limited English Proficiency, and Low Broadband cited mistrust of government, uncertainty about immigration rules, job loss, and the decline in the economy.**

- Black/African-Americans and Homeless also cited the decline in the economy, but as a secondary reason.

**Although Farmworkers cited COVID-19 as a top reason, other reasons were mentioned at an equal rate; the reasons suggested a general lack of knowledge inhibited Census form completion.**

- Around 60% cited not knowing where to get a form or when was the deadline for completion. They also appeared to have a strong expectation of Census workers coming to where they lived to help them complete the forms.



END-CAMPAIGN

# KEEPING CENSUS 2020 ALIVE AND RELEVANT



MESSAGES WITH HIGH RECALL THROUGHOUT CAMPAIGN



WHERE THEY LEARNED ABOUT CENSUS 2020



HOW CCCO MANAGED THE UNEXPECTED

# HIGH RECALL THROUGHOUT CAMPAIGN

Selected messages had high recall among HTC populations throughout the campaign.

CENSUS BENEFITS  
OUR FAMILIES &  
COMMUNITIES

EVERYONE  
COUNTS IN THE  
CENSUS

These two messages resonated with all 15 populations for the entire campaign.

ALL CENSUS  
ANSWERS ARE  
PROTECTED AND  
KEPT CONFIDENTIAL

Message resonated for all populations the entire campaign EXCEPT\*

- Black/African-American
- Farmworkers
- Homeless
- Low Broadband
- Middle Eastern & North African

IT DOESN'T MATTER  
WHO YOU ARE OR  
WHERE YOU'RE  
FROM, YOU DESERVE  
TO BE COUNTED

Message resonated with these populations for the entire campaign

- Black/African-American
- Homeless
- Immigrants & Refugees
- Latinx (English/bilingual)
- Low Broadband
- Native American
- Seniors (65+)

\* None of the data from the study explains why the message didn't resonate among these populations. Their knowledge of protections of Census answers from use by law enforcement and from being used to identify individuals was not lower than levels for the other 10 populations.



# WHERE THEY LEARNED ABOUT CENSUS 2020

No single media, outreach, or trusted source was effective across all 15 populations, but certain methods worked consistently for each population throughout the campaign.

## ASIAN-AMERICAN/ PACIFIC ISLANDER

- English TV
- Social media
- Social media personality
- State of California

## BLACK/AFRICAN-AMERICAN

- English radio
- English TV
- Social media
- Social media personality
- State of California

## FARMWORKERS

- Non-English radio
- Non-English TV
- Someone talked to you outside your home

## HOMELESS

- Bus, metro, train, truck or car
- English radio
- English TV
- Outdoor billboard or poster

## IMMIGRANTS & REFUGEES

- Non-English TV
- Social media
- Social media personality
- Someone talked to you outside your home

## LATINX (ENGLISH/BILINGUAL)

- English radio
- English TV
- Social media
- Social media personality
- State of California

## LESBIAN, GAY, BISEXUAL, TRANS & QUEER

- Email
- English TV
- Social media
- Social media personality
- State of California

## LIMITED ENGLISH PROFICIENCY

- Non-English radio
- Non-English TV
- Social media personality
- Someone talked to you outside your home

## LOW BROADBAND

- English radio
- English TV
- Non-English radio
- Non-English TV
- Someone talked to you outside your home

## MIDDLE EASTERN & NORTH AFRICAN

- Email
- English TV
- Social media
- Social media personality
- State of California

## NATIVE AMERICAN

- Community or tribal center
- Email
- Social media
- Social media personality
- State of California

## PARENTS CHILDREN 0-5

- English TV
- Social media
- Social media personality
- State of California

## PERSON WITH DISABILITIES

- Email
- English TV
- Social media
- Social media personality
- State of California

## SENIORS (65+)

- Email
- English newspaper or magazine
- English TV
- Social media
- State of California

## VETERANS

- Email
- English radio
- English TV
- Social media
- State of California

Note: "Social media" is defined as Facebook, Instagram, Twitter or YouTube  
Note: See Appendix (p. 49) for complete list of media and outreach measured in the study



## END-CAMPAIGN

# HOW CCCO MANAGED THE UNEXPECTED

To counteract the effects of the COVID-19 shelter in place orders, CCCO successfully reached HTC populations with new messaging and more “guerilla-style” tactics implemented toward the end of the campaign.

## Messaging at food distribution centers and grocery stores reached Farmworkers and Homeless.

- Food distribution reached 31% of Farmworkers and 52% of Homeless; grocery stores reached 25% of both populations.

## Digital signs on streets and freeways reached the Limited English Proficiency and Low Broadband.

- Signs were seen by 32% of Low English Proficiency and 36% of Low Broadband.

## New messaging launched in September was vital.

- “The Census is quick and easy to complete” messaging increased the likelihood of form completion by 30%.

## Local tactics drove completes for the first time in the campaign when CCCO ramped them up in September.

- Workshops/trainings, phone calls and text messages, utility bills, and people on the street each increased the likelihood of form completion by 40% to 70%.



# DID THE CAMPAIGN MAKE A DIFFERENCE?

Information on Census 2020 made HTC populations ‘somewhat’ or ‘much more’ willing to participate.

Asian-American/Pacific Islander	63%
Black/African-American	62%
Farmworkers	67%
Homeless	78%
Immigrants & Refugees	71%
Latinx (English/bilingual)	66%
Lesbian, Gay, Bisexual, Trans & Queer	62%
Limited English Proficiency	74%
Low Broadband	94%
Middle Eastern & North African	67%
Native American	69%
Parents of children 0-5 years	77%
Persons with Disabilities	60%
Seniors (65+)	54%
Veterans	68%





END-CAMPAIGN

# INCREASING AWARENESS AND COMPLETES



AWARENESS OF CENSUS 2020



COMPLETION OF 2020 CENSUS FORMS



## END-CAMPAIGN

# AWARENESS OF CENSUS 2020

Most HTC populations experienced the greatest increases in awareness after the campaign had been live for five months, and then held steady through the end of the campaign.\*

\* Although awareness appears to have declined from mid- to end-campaign, the decline is not statistically significant; the phenomenon results solely from the small sample sizes for each population.

## Have heard of the Census and know it's happening in 2020

	Baseline	Mid	End
Asian-American/Pacific Islander	72%	82%↑	79%↑
Black/African-American	74%	79%↑	70%
Farmworkers	64%	68%	61%
Homeless	55%	65%↑	61%
Immigrants & Refugees	74%	80%↑	83%↑
Latinx (English/bilingual)	66%	71%↑	67%
Lesbian, Gay, Bisexual, Trans & Queer	69%	78%↑	76%↑
Limited English Proficiency	57%	95%↑	94%↑
Low Broadband	68%	78%	99%↑↑
Middle Eastern & North African	49%	67%↑	73%↑
Native American	68%	85%↑	93%↑↑
Parents of children 0-5 years	63%	81%↑	78%↑
Persons with Disabilities	70%	78%	79%↑
Seniors (65+)	86%	93%↑	89%
Veterans	75%	79%	87%↑↑

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign



END-CAMPAIGN

# COMPLETION OF 2020 CENSUS FORMS

All HTC populations showed dramatic changes in form completion rates, with Farmworkers experiencing a three-fold increase and Homeless a six-fold increase.



Have completed a 2020 Census form

	Mid	End
Asian-American/Pacific Islander	48%	81%↑
Black/African-American	49%	68%↑
Farmworkers	17%	47%↑
Homeless	7%	42%↑
Immigrants & Refugees	47%	79%↑
Latinx (English/bilingual)	44%	69%↑
Lesbian, Gay, Bisexual, Trans & Queer	60%	78%↑
Limited English Proficiency	38%	76%↑
Low Broadband	25%	94%↑
Middle Eastern & North African	36%	64%↑
Native American	37%	72%↑
Parents of children 0-5 years	40%	74%↑
Persons with Disabilities	53%	79%↑
Seniors (65+)	82%	94%↑
Veterans	58%	85%↑

↑↓ Indicates significant increase/decrease compared to Mid-campaign



END-CAMPAIGN

# FUELING GAINS IN KNOWLEDGE OF THE CENSUS



HOW CENSUS IMPACTS FUNDING FOR THE COMMUNITY



NO CITIZENSHIP QUESTION ON 2020 CENSUS FORM



EVERY HOUSEHOLD REQUIRED TO COMPLETE A FORM



CANNOT BE USED TO IDENTIFY YOU OR YOUR FAMILY



ANSWERS NOT USED TO DECIDE BENEFITS ELIGIBILITY

## END-CAMPAIGN

# HOW CENSUS IMPACTS FUNDING FOR THE COMMUNITY\*

Six of the populations saw an increase in knowledge about how Census decides federal funding levels for community services. Decline for Latinx may reflect the disproportionately negative impact of COVID-19 on this population.

## Strongly agree the Census decides California's share of federal dollars

	Baseline	Mid	End
Asian-American/Pacific Islander	35%	35%	33%
Black/African-American	43%	41%	40%
Farmworkers	36%	42%	44%
Homeless	30%	26%	24%
Immigrants & Refugees	44%	56%↑	53%↑
Latinx (English/bilingual)	40%	35%	32%↓
Lesbian, Gay, Bisexual, Trans & Queer	35%	42%↑	41%↑
Limited English Proficiency	41%	64%↑	64%↑
Low Broadband	48%	61%↑	94%↑↑
Middle Eastern & North African	34%	41%	37%
Native American	38%	35%	34%
Parents of children 0-5 years	39%	43%	40%
Persons with Disabilities	40%	43%	42%
Seniors (65+)	40%	51%↑	56%↑
Veterans	37%	41%	47%↑

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign

\*Measure is a driver of Census form completion



END-CAMPAIGN

# NO CITIZENSHIP QUESTION ON 2020 CENSUS FORM\*

Tremendous success in dispelling the myth of a citizenship question with increases in knowledge for 11 of 15 populations. Decline for Homeless after an initial gain is hypothesized to result from mistrust in government.

\*Measure is a driver of Census form completion



Know the Census form will not include a question about citizenship status

	Baseline	Mid	End
Asian-American/Pacific Islander	34%	45%↑	51%↑
Black/African-American	35%	47%↑	46%↑
Farmworkers	24%	38%↑	43%↑
Homeless	35%	51%↑	39%↓
Immigrants & Refugees	35%	59%↑	61%↑
Latinx (English/bilingual)	35%	52%↑	56%↑
Lesbian, Gay, Bisexual, Trans & Queer	38%	52%↑	56%↑
Limited English Proficiency	45%	64%↑	79%↑↑
Low Broadband	33%	65%↑	97%↑↑
Middle Eastern & North African	37%	29%	30%
Native American	35%	40%	42%
Parents of children 0-5 years	36%	46%↑	44%↑
Persons with Disabilities	34%	45%↑	51%↑
Seniors (65+)	51%	66%↑	67%↑
Veterans	44%	51%	48%

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign



## END-CAMPAIGN

# EVERY HOUSEHOLD REQUIRED TO COMPLETE A FORM\*

Although the measure fell significantly compared to mid-campaign, all but Immigrant & Refugees and Limited English Proficiency populations recovered by the end of the campaign.

Know every household in the U.S. is required to fill out a Census form

	Baseline	Mid	End
Asian-American/Pacific Islander	61%	79%↑	76%↑
Black/African-American	66%	81%↑	71%↓
Farmworkers	68%	82%↑	72%
Homeless	70%	82%↑	61%↓
Immigrants & Refugees	70%	82%↑	61%↓↓
Latinx (English/bilingual)	67%	81%↑	73%↓
Lesbian, Gay, Bisexual, Trans & Queer	65%	82%↑	74%↑↓
Limited English Proficiency	59%	78%↑	39%↓↓
Low Broadband	66%	74%	93%↑↑
Middle Eastern & North African	57%	78%↑	71%↑
Native American	53%	72%↑	68%↑
Parents of children 0-5 years	65%	80%↑	67%↓
Persons with Disabilities	74%	82%↑	73%↓
Seniors (65+)	74%	93%↑	86%↑
Veterans	68%	81%↑	75%

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign

\*Measure is a driver of Census form completion



## END-CAMPAIGN

# CANNOT BE USED TO IDENTIFY YOU OR YOUR FAMILY\*

The decline in this measure mid-campaign for 4 populations probably signaled lowered trust in government, but recovery was observed at the end of the campaign for all except the Native American population.

Know answers on the Census form cannot be used to identify you or your family

	Baseline	Mid	End
Asian-American/Pacific Islander	64%	57%↓	67%↑
Black/African-American	58%	55%	55%
Farmworkers	39%	47%	49%
Homeless	53%	38%↓	53%↑
Immigrants & Refugees	65%	59%	68%↑
Latinx (English/bilingual)	65%	59%	70%↑
Lesbian, Gay, Bisexual, Trans & Queer	66%	62%	71%↑
Limited English Proficiency	65%	56%	82%↑↑
Low Broadband	64%	53%↓	91%↑↑
Middle Eastern & North African	55%	52%	54%
Native American	66%	57%↓	55%↓
Parents of children 0-5 years	57%	54%	56%
Persons with Disabilities	52%	60%↑	70%↑↑
Seniors (65+)	75%	75%	82%↑↑
Veterans	62%	58%	64%

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign

\*Measure is a driver of Census form completion



## END-CAMPAIGN

# ANSWERS NOT USED TO DECIDE BENEFITS ELIGIBILITY

Declines in this measure for 7 populations mid-campaign appeared to signal rising mistrust in government, mostly likely resulting from COVID-19. Thankfully 5 of the populations returned to baseline levels by the end of the campaign.

## Know answers cannot be used to decide government benefits eligibility

	Baseline	Mid	End
Asian-American/Pacific Islander	55%	49%	48%
Black/African-American	52%	48%	59%
Farmworkers	44%	49%	53%
Homeless	56%	54%	59%
Immigrants & Refugees	50%	35%↓	55%↑
Latinx (English/bilingual)	56%	49%	57%↑
Lesbian, Gay, Bisexual, Trans & Queer	62%	53%↓	57%
Limited English Proficiency	58%	19%↓	64%↑
Low Broadband	45%	17%↓	90%↑↑
Middle Eastern & North African	60%	46%↓	51%
Native American	50%	46%↓	47%
Parents of children 0-5 years	50%	42%↓	52%↑
Persons with Disabilities	57%	51%	64%↑↑
Seniors (65+)	70%	65%	70%
Veterans	59%	52%	53%

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign



END-CAMPAIGN

# BOOSTING SELF-EFFICACY & EMPOWERMENT



KNOW HOW TO PARTICIPATE IN CENSUS 2020



FEEL CENSUS HAS A MED/HIGH IMPACT ON LIVES





## END-CAMPAIGN

# KNOW HOW TO PARTICIPATE IN CENSUS 2020\*

Knowing how to participate improved among 13 of 15 populations during the campaign. The lack of improvement among Farmworkers and Homeless partially explains their low completion rates.

## Feel they know “a lot” about how to participate in Census 2020

	Baseline	Mid	End
Asian-American/Pacific Islander	18%	37% ↑	43% ↑
Black/African-American	23%	45% ↑	43% ↑
Farmworkers	17%	16%	12%
Homeless	12%	10%	13%
Immigrants & Refugees	17%	38% ↑	46% ↑ ↑
Latinx (English/bilingual)	19%	39% ↑	39% ↑
Lesbian, Gay, Bisexual, Trans & Queer	26%	55% ↑	45% ↑ ↓
Limited English Proficiency	29%	33%	51% ↑ ↑
Low Broadband	10%	32% ↑	88% ↑ ↑
Middle Eastern & North African	14%	26% ↑	29% ↑
Native American	18%	33% ↑	37% ↑
Parents of children 0-5 years	19%	38% ↑	43% ↑
Persons with Disabilities	29%	50% ↑	50% ↑
Seniors (65+)	33%	68% ↑	73% ↑
Veterans	32%	59% ↑	63% ↑

↑ ↓ Indicates significant increase/decrease compared to Baseline

↑ ↓ Indicates significant increase/decrease compared to Mid-campaign

\*Measure is a driver of Census form completion



## END-CAMPAIGN

# PERCEIVE CENSUS HAVING AN IMPACT ON LIVES\*

Campaign generated a solid increase in 11 of 15 populations. Decline among Farmworkers is not surprising given the disproportional impact of COVID-19 on this population reported in third-party studies.

Perceive Census 2020 as having a medium or high impact on their lives

	Baseline	Mid	End
Asian-American/Pacific Islander	41%	47%	56%↑↑
Black/African-American	45%	53%↑	60%↑
Farmworkers	72%	57%↓	39%↓↓
Homeless	39%	47%	75%↑↑
Immigrants & Refugees	48%	54%	65%↑↑
Latinx (English/bilingual)	56%	48%↓	59%↑
Lesbian, Gay, Bisexual, Trans & Queer	41%	53%↑	57%↑
Limited English Proficiency	51%	64%↑	74%↑↑
Low Broadband	50%	67%↑	94%↑↑
Middle Eastern & North African	50%	57%	54%
Native American	50%	61%↑	62%↑
Parents of children 0-5 years	47%	59%↑	63%↑
Persons with Disabilities	48%	48%	52%
Seniors (65+)	31%	37%	49%↑↑
Veterans	46%	51%	53%

↑↓ Indicates significant increase/decrease compared to Baseline

↑↓ Indicates significant increase/decrease compared to Mid-campaign

\*Measure is a driver of Census form completion



END-CAMPAIGN

# RESULTS BY POPULATION



ALL QUESTIONS & DEMOGRAPHICS  
BY SURVEY WAVE



NOTE: THE "SUPPLEMENT" MEASUREMENT WAS TAKEN IN AUGUST FOR 9 POPULATIONS THAT COULD BE REACHED AT LEAST PARTIALLY USING AN ONLINE DATA COLLECTION METHOD. ITS PURPOSE WAS TO CONFIRM THE NEED TO SHIFT TACTICS AND MESSAGES FOR THE FINAL MONTH OF THE CAMPAIGN. THE SUPPLEMENT IS LESS ROBUST AND SHOULD BE COMPARED CAUTIOUSLY TO THE 3 MAIN MEASUREMENT PERIODS.



# ASIAN-AMERICAN / PACIFIC ISLANDER

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	72%	82%	83%	79%
Completed a 2020 Census form	--	48%	77%	81%
Knows a lot about how to participate	18%	37%	46%	43%
Knows every household must complete a Census form	61%	79%	78%	76%
Knows Census form can be completed:				
Online	45%	79%	77%	76%
On the phone	18%	26%	28%	27%
Perceives Census has medium/high impact on their lives	41%	47%	55%	56%
Has correct facts about the Census:				
Determines Federal funding levels for California	35%	35%	38%	33%
Cannot be used for immigration or law enforcement	72%	76%	78%	76%
Cannot be used to determine government benefits	55%	49%	51%	48%
Cannot be used to personally identify you or family	64%	57%	69%	67%
Will <u>not</u> include a citizenship question	34%	45%	49%	51%
Census employees are sworn for life to protect personal information	81%	81%	80%	79%
Recalls receiving Census form in the mail		61%	68%	69%
Top sources for hearing about Census 2020:				
English-language TV		44%	44%	42%
Letter or postcard in the mail		37%	45%	35%
State of California		32%	43%	34%
Facebook, Instagram, Twitter or YouTube		32%	35%	38%
Email		20%	32%	29%
Social media / YouTube personality		29%	32%	32%
Top messages seen/heard about Census 2020:				
Census benefits our families and communities		52%	56%	46%
You can take the census online, over the phone or by mail		47%	59%	51%
Census is a voice for your state		47%	49%	43%
Everyone counts in the census		58%	65%	61%
You can take the census online, over the phone or by mail		47%	59%	51%

Among those who have heard of Census 2020

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	18%	19%	28%	21%
25 – 34	26%	25%	28%	29%
35 – 44	22%	20%	21%	20%
45 – 54	18%	18%	11%	14%
55 – 64	11%	10%	6%	8%
65+	6%	8%	6%	8%
Gender				
Woman	52%	53%	62%	56%
Man	47%	46%	37%	43%
Non-Binary	1%	1%	0%	1%
Ethnicity				
Hispanic / Latino	2%	4%	2%	1%
Race				
Asian / Asian-American	74%	87%	91%	92%
Asian Indian	0%	0%	0%	0%
Black / African-American	0%	0%	0%	0%
Native American / Alaskan / Hawaiian	0%	0%	0%	0%
Pacific Islander	26%	13%	10%	8%
White	0%	0%	0%	0%
Other	0%	0%	0%	0%
Veteran	6%	6%	6%	7%
Parent of child 0 -5 years old	17%	17%	12%	13%
Number of completes	464	409	558	417

Note: Includes only characteristics asked of all populations; data are unweighted..



# BLACK / AFRICAN-AMERICAN

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	73%	79%	74%	70%
Completed a 2020 Census form	--	49%	68%	68%
Knows a lot about how to participate	23%	45%	44%	3%
Knows every household must complete a Census form	66%	81%	72%	71%
Knows Census form can be completed:				
Online	46%	75%	72%	69%
On the phone	30%	31%	30%	36%
Perceives Census has medium/high impact on their lives	45%	53%	56%	60%
Has correct facts about the Census:				
Determines Federal funding levels for California	43%	41%	35%	40%
Cannot be used for immigration or law enforcement	66%	76%	77%	78%
Cannot be used to determine government benefits	52%	48%	48%	59%
Cannot be used to personally identify you or family	58%	55%	58%	55%
Will <u>not</u> include a citizenship question	35%	47%	41%	46%
Census employees are sworn for life to protect personal information	74%	78%	73%	74%
Recalls receiving Census form in the mail		60%	64%	63%
Top sources for hearing about Census 2020:				
English-language TV		50%	42%	44%
Letter or postcard in the mail		36%	39%	29%
State of California		35%	42%	29%
Facebook, Instagram, Twitter or YouTube		33%	35%	27%
Email		23%	29%	21%
Social media / YouTube personality		26%	29%	22%
Top messages seen/heard about Census 2020:				
Everyone counts in the census		68%	63%	53%
Census benefits our families and communities		55%	55%	51%
You can take the census online, over the phone or by mail		49%	49%	42%
Census is a voice for your state		49%	49%	46%
All census answers are protected and kept confidential		47%	48%	43%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	10%	22%	30%	22%
25 – 34	28%	26%	28%	27%
35 – 44	22%	17%	16%	19%
45 – 54	14%	16%	11%	15%
55 – 64	17%	12%	9%	11%
65+	9%	7%	6%	5%
Gender				
Woman	41%	57%	65%	48%
Man	58%	41%	34%	50%
Non-Binary	1%	2%	1%	1%
Ethnicity				
Hispanic / Latino	5%	9%	8%	5%
Race				
Asian / Asian-American	0%	0%	0%	0%
Asian Indian	0%	0%	0%	0%
Black / African-American	100%	100%	100%	100%
Native American / Alaskan / Hawaiian	0%	0%	0%	0%
Pacific Islander	0%	0%	0%	0%
White	0%	0%	0%	0%
Other	0%	0%	0%	0%
Veteran	11%	11%	8%	13%
Parent of child 0 -5 years old	14%	19%	18%	21%
Number of completes	453	550	358	321

Note: Includes only characteristics asked of all populations; data are unweighted..



# FARMWORKERS

y		Baseline	Mid	End
<i>Heard of Census count and knows it's in 2020*</i>		64%	68%	61%
Among those who have heard of Census 2020	Completed a 2020 Census form	--	17%	47%
	Knows a lot about how to participate	17%	16%	12%
	Knows every household must complete a Census form	64%	82%	72%
	Knows Census form can be completed:			
	Online	31%	58%	52%
	On the phone	33%	60%	47%
	Perceives Census has medium/high impact on their lives	72%	57%	39%
	Has correct facts about the Census:			
	Determines Federal funding levels for California	36%	42%	44%
	Cannot be used for immigration or law enforcement	64%	78%	69%
	Cannot be used to determine government benefits	44%	49%	53%
	Cannot be used to personally identify you or family	39%	47%	49%
	Will <u>not</u> include a citizenship question	24%	38%	43%
	Census employees are sworn for life to protect personal information	76%	79%	75%
	Recalls receiving Census form in the mail		60%	34%
	Top sources for hearing about Census 2020:			
	Non-English TV		49%	42%
	Non-English radio		35%	37%
	Outdoor billboard or poster		23%	26%
	Someone talked to you outside your home		35%	25%
	Facebook, Instagram, Twitter or YouTube		20%	28%
	Food distribution		--	31%
	Top messages seen/heard about Census 2020:			
	All census answers are protected and kept confidential		66%	40%
	Census benefits our families and communities		68%	45%
	Help inform how money comes back to our community		65%	47%
	You can take the census online, over the phone or by mail		66%	41%
	Everyone counts in the census		60%	54%

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	12%	9%	7%
25 – 34	28%	16%	18%
35 – 44	28%	26%	31%
45 – 54	19%	28%	26%
55 – 64	11%	18%	15%
65+	1%	2%	4%
Gender			
Woman	30%	45%	49%
Man	70%	55%	51%
Non-Binary	0%	0%	0%
Ethnicity			
Hispanic / Latino	83%	92%	99%
Race			
Asian / Asian-American	10%	3%	0%
Asian Indian	2%	0%	0%
Black / African-American	0%	0%	0%
Native American / Alaskan / Hawaiian	2%	0%	0%
Pacific Islander	0%	0%	0%
White	86%	97%	98%
Other	0%	0%	2%
Veteran	3%	0%	%
Parent of child 0 -5 years old	28%	26%	%
Number of completes	251	259	254

Note: Includes only characteristics asked of all populations; data are unweighted..



HOMELESS



		Baseline	Mid	End
Heard of Census count and knows it's in 2020*		55%	65%	61%
Among those who have heard of Census 2020	Completed a 2020 Census form	--	7%	42%
	Knows a lot about how to participate	12%	10%	13%
	Knows every household must complete a Census form	48%	63%	63%
	Knows Census form can be completed:			
	Online	53%	70%	66%
	On the phone	30%	42%	48%
	Perceives Census has medium/high impact on their lives	39%	47%	75%
	Has correct facts about the Census:			
	Determines Federal funding levels for California	30%	26%	24%
	Cannot be used for immigration or law enforcement	54%	77%	85%
	Cannot be used to determine government benefits	56%	54%	59%
	Cannot be used to personally identify you or family	53%	38%	53%
	Will <u>not</u> include a citizenship question	35%	51%	39%
	Census employees are sworn for life to protect personal information	55%	75%	78%
	Recalls receiving Census form in the mail		16%	32%
	Top sources for hearing about Census 2020:			
	Bus, metro, train, truck or car		68%	47%
	English-language radio		58%	34%
	English-language TV		53%	51%
	Outdoor billboard or poster		45%	36%
	Facebook, Instagram, Twitter or YouTube		36%	27%
	English-language newspaper or magazine		41%	20%
	Top messages seen/heard about Census 2020:			
	Census is a voice for your state		51%	50%
	Children should be included on your 2020 Census form		49%	30%
	Everyone counts in the census		52%	39%
	It doesn't matter who you are...you deserve to be counted		50%	48%
	Census benefits our families and communities		48%	48%

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	6%	4%	3%
25 – 34	24%	26%	24%
35 – 44	23%	29%	25%
45 – 54	21%	22%	28%
55 – 64	18%	13%	17%
65+	8%	4%	3%
Gender			
Woman	33%	50%	38%
Man	67%	50%	62%
Non-Binary	0%	0%	1%
Ethnicity			
Hispanic / Latino	24%	43%	44%
Race			
Asian / Asian-American	2%	1%	3%
Asian Indian	2%	1%	0%
Black / African-American	31%	24%	31%
Native American / Alaskan / Hawaiian	0%	0%	0%
Pacific Islander	1%	2%	0%
White	64%	72%	66%
Other	0%	0%	0%
Veteran	8%	7%	%
Parent of child 0 -5 years old	8%	22%	%
Number of completes	261	251	250

Note: Includes only characteristics asked of all populations; data are unweighted..



# IMMIGRANTS & REFUGEES

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	74%	80%	84%	83%
Completed a 2020 Census form	--	47%	79%	79%
Knows a lot about how to participate	17%	38%	53%	46%
Knows every household must complete a Census form	70%	82%	86%	61%
Knows Census form can be completed:				
Online	45%	79%	85%	68%
On the phone	27%	36%	31%	40%
Perceives Census has medium/high impact on their lives	48%	54%	49%	65%
Has correct facts about the Census:				
Determines Federal funding levels for California	44%	56%	40%	53%
Cannot be used for immigration or law enforcement	72%	78%	81%	74%
Cannot be used to determine government benefits	50%	35%	54%	55%
Cannot be used to personally identify you or family	65%	59%	68%	68%
Will <u>not</u> include a citizenship question	35%	59%	59%	61%
Census employees are sworn for life to protect personal information	83%	84%	78%	80%
Recalls receiving Census form in the mail		69%	73%	75%
Top sources for hearing about Census 2020:				
Facebook, Instagram, Twitter or YouTube		44%	34%	28%
Non-English TV		35%	23%	33%
Letter or postcard in the mail		33%	49%	28%
Someone talked to you outside your home		28%	17%	27%
Email		28%	30%	20%
Social media / YouTube personality		37%	31%	32%
Top messages seen/heard about Census 2020:				
All census answers are protected and kept confidential		64%	57%	52%
Census benefits our families and communities		68%	64%	55%
Everyone counts in the census		73%	72%	62%
It doesn't matter who you are...you deserve to be counted		62%	57%	47%
You can take the census online, over the phone or by mail		59%	65%	51%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	13%	8%	14%	14%
25 – 34	23%	22%	24%	27%
35 – 44	26%	29%	26%	26%
45 – 54	18%	21%	16%	17%
55 – 64	11%	12%	9%	9%
65+	8%	8%	11%	6%
Gender				
Woman	48%	50%	63%	52%
Man	52%	49%	37%	47%
Non-Binary	1%	1%	0%	1%
Ethnicity				
Hispanic / Latino	40%	39%	28%	32%
Race				
Asian / Asian-American	25%	23%	48%	30%
Asian Indian	8%	0%	6%	1%
Black / African-American	10%	4%	4%	1%
Native American / Alaskan / Hawaiian	1%	0%	1%	0%
Pacific Islander	4%	1%	2%	1%
White	51%	72%	40%	65%
Other	1%	0%	0%	1%
Veteran	4%	3%	7%	4%
Parent of child 0 -5 years old	17%	22%	21%	16%
Number of completes	531	641	345	682

Note: Includes only characteristics asked of all populations; data are unweighted..



# LATINX (ENGLISH/BILINGUAL)

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	66%	71%	81%	67%
Completed a 2020 Census form	--	44%	75%	69%
Knows a lot about how to participate	19%	39%	49%	39%
Knows every household must complete a Census form	67%	81%	77%	73%
Knows Census form can be completed:				
Online	43%	72%	77%	67%
On the phone	29%	34%	32%	32%
Perceives Census has medium/high impact on their lives	56%	48%	50%	59%
Has correct facts about the Census:				
Determines Federal funding levels for California	40%	35%	34%	32%
Cannot be used for immigration or law enforcement	72%	77%	82%	82%
Cannot be used to determine government benefits	56%	49%	56%	57%
Cannot be used to personally identify you or family	65%	59%	71%	70%
Will <u>not</u> include a citizenship question	35%	52%	57%	56%
Census employees are sworn for life to protect personal information	75%	76%	79%	77%
Recalls receiving Census form in the mail		65%	70%	66%
Top sources for hearing about Census 2020:				
English-language TV		51%	48%	51%
Letter or postcard in the mail		34%	35%	31%
State of California		31%	38%	35%
Facebook, Instagram, Twitter or YouTube		29%	36%	35%
Email		19%	27%	22%
Social media / YouTube personality		28%	34%	27%
Top messages seen/heard about Census 2020:				
All census answers are protected and kept confidential		50%	47%	46%
You can take the census online, over the phone or by mail		45%	60%	46%
Census benefits our families and communities		55%	52%	49%
Everyone counts in the census		59%	68%	55%
Census is a voice for your state		46%	44%	49%

Among those who have heard of Census 2020

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	13%	24%	37%	29%
25 – 34	32%	32%	32%	30%
35 – 44	22%	22%	16%	18%
45 – 54	15%	12%	9%	15%
55 – 64	12%	7%	3%	5%
65+	6%	3%	3%	3%
Gender				
Woman	40%	58%	62%	53%
Man	60%	41%	37%	45%
Non-Binary	0%	1%	1%	2%
Ethnicity				
Hispanic / Latino	100%	100%	100%	100%
Race				
Asian / Asian-American	0%	1%	2%	1%
Asian Indian	0%	0%	0%	0%
Black / African-American	4%	5%	9%	3%
Native American / Alaskan / Hawaiian	4%	2%	1%	1%
Pacific Islander	0%	1%	0%	0%
White	92%	91%	90%	94%
Other	0%	0%	0%	2%
Veteran	11%	7%	13%	12%
Parent of child 0 -5 years old	25%	25%	33%	26%
Number of completes	540	895	444	592

Note: Includes only characteristics asked of all populations; data are unweighted..



# LESBIAN, GAY, BISEXUAL, TRANS AND QUEER

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	69%	78%	70%	76%
Completed a 2020 Census form	--	60%	70%	78%
Knows a lot about how to participate	26%	55%	43%	45%
Knows every household must complete a Census form	65%	82%	72%	74%
Knows Census form can be completed:				
Online	39%	80%	74%	74%
On the phone	22%	32%	34%	36%
Perceives Census has medium/high impact on their lives	41%	53%	47%	57%
Has correct facts about the Census:				
Determines Federal funding levels for California	35%	42%	37%	41%
Cannot be used for immigration or law enforcement	69%	76%	71%	77%
Cannot be used to determine government benefits	62%	53%	50%	57%
Cannot be used to personally identify you or family	66%	62%	62%	71%
Will <u>not</u> include a citizenship question	38%	52%	46%	56%
Census employees are sworn for life to protect personal information	81%	78%	77%	78%
Recalls receiving Census form in the mail		71%	62%	68%
Top sources for hearing about Census 2020:				
English-language TV		48%	42%	49%
Letter or postcard in the mail		44%	34%	38%
Facebook, Instagram, Twitter or YouTube		38%	46%	44%
State of California		38%	40%	43%
Email		27%	29%	30%
Social media / YouTube personality		29%	40%	38%
Top messages seen/heard about Census 2020:				
You can take the census online, over the phone or by mail		44%	58%	55%
All census answers are protected and kept confidential		53%	48%	52%
Census benefits our families and communities		57%	54%	53%
Everyone counts in the census		63%	65%	67%
It doesn't matter who you are...you deserve to be counted		52%	48%	51%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	24%	32%	40%	31%
25 – 34	30%	26%	34%	32%
35 – 44	19%	17%	13%	17%
45 – 54	9%	9%	6%	9%
55 – 64	10%	8%	2%	4%
65+	8%	8%	5%	7%
Gender				
Woman	53%	59%	64%	60%
Man	44%	38%	33%	34%
Non-Binary	3%	3%	3%	6%
Ethnicity				
Hispanic / Latino	20%	33%	25%	28%
Race				
Asian / Asian-American	9%	12%	21%	12%
Asian Indian	1%	0%	2%	0%
Black / African-American	13%	16%	19%	9%
Native American / Alaskan / Hawaiian	3%	1%	2%	2%
Pacific Islander	5%	2%	4%	1%
White	67%	69%	52%	72%
Other	2%	0%	0%	4%
Veteran	15%	13%	17%	12%
Parent of child 0 -5 years old	18%	19%	20%	20%
Number of completes	349	468	339	531

Note: Includes only characteristics asked of all populations; data are unweighted..



# LIMITED ENGLISH PROFICIENCY

	Baseline	Mid	End
<i>Heard of Census count and knows it's in 2020*</i>	57%	94%	94%
Completed a 2020 Census form	--	38%	76%
Knows a lot about how to participate	29%	33%	51%
Knows every household must complete a Census form	59%	78%	39%
Knows Census form can be completed:			
Online	40%	83%	62%
On the phone	14%	48%	53%
Perceives Census has medium/high impact on their lives	51%	64%	74%
Has correct facts about the Census:			
Determines Federal funding levels for California	41%	64%	64%
Cannot be used for immigration or law enforcement	74%	72%	80%
Cannot be used to determine government benefits	58%	19%	64%
Cannot be used to personally identify you or family	65%	56%	82%
Will <u>not</u> include a citizenship question	45%	64%	79%
Census employees are sworn for life to protect personal information	71%	82%	79%
Recalls receiving Census form in the mail		78%	75%
Top sources for hearing about Census 2020:			
Non-English TV		62%	70%
Non-English radio		44%	45%
Social media / YouTube personality		43%	29%
Someone talked to you outside your home		38%	42%
Non-English newspaper or magazine		24%	34%
Outdoor billboard or poster		25%	23%
Top messages seen/heard about Census 2020:			
All census answers are protected and kept confidential		70%	59%
Census benefits our families and communities		73%	59%
Everyone counts in the census		69%	62%
You can take the census online or over the phone		64%	44%
It doesn't matter who you are...you deserve to be counted		69%	47%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	20%	5%	4%
25 – 34	25%	18%	32%
35 – 44	28%	31%	38%
45 – 54	13%	23%	14%
55 – 64	10%	16%	11%
65+	4%	7%	2%
Gender			
Woman	49%	47%	48%
Man	51%	52%	52%
Non-Binary	0%	1%	0%
Ethnicity			
Hispanic / Latino	68%	72%	66%
Race			
Asian / Asian-American	32%	28%	34%
Asian Indian	0%	0%	0%
Black / African-American	1%	0%	0%
Native American / Alaskan / Hawaiian	1%	0%	0%
Pacific Islander	0%	0%	0%
White	66%	72%	66%
Other	0%	0%	0%
Veteran	4%	2%	%
Parent of child 0 -5 years old	24%	22%	%
Number of completes	272	276	250

Note: Includes only characteristics asked of all populations; data are unweighted..



# LOW BROADBAND

	Baseline	Mid	End
<i>Heard of Census count and knows it's in 2020*</i>	68%	75%	99%
Completed a 2020 Census form	--	25%	94%
Knows a lot about how to participate	10%	32%	88%
Knows every household must complete a Census form	66%	74%	93%
Knows Census form can be completed:			
Online	28%	58%	48%
On the phone	32%	76%	89%
Perceives Census has medium/high impact on their lives	50%	67%	94%
Has correct facts about the Census:			
Determines Federal funding levels for California	48%	61%	94%
Cannot be used for immigration or law enforcement	71%	82%	90%
Cannot be used to determine government benefits	45%	17%	90%
Cannot be used to personally identify you or family	64%	53%	91%
Will <u>not</u> include a citizenship question	33%	65%	97%
Census employees are sworn for life to protect personal information	75%	92%	96%
Recalls receiving Census form in the mail		61%	94%
Top sources for hearing about Census 2020:			
English-language TV		42%	53%
English-language radio		42%	57%
Non-English radio		36%	47%
Non-English TV		35%	36%
Someone talked to you outside your home		58%	62%
Outdoor billboard or poster		24%	29%
Top messages seen/heard about Census 2020:			
All census answers are protected and kept confidential		60%	50%
Census benefits our families and communities		68%	63%
Everyone counts in the census		57%	58%
You can take the census online or over the phone		61%	50%
It doesn't matter who you are...you deserve to be counted		53%	53%

Among those who have heard of Census 2020

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	8%	7%	4%
25 – 34	22%	32%	38%
35 – 44	24%	37%	37%
45 – 54	24%	13%	12%
55 – 64	14%	10%	4%
65+	8%	2%	5%
Gender			
Woman	44%	46%	35%
Man	54%	54%	65%
Non-Binary	1%	0%	0%
Ethnicity			
Hispanic / Latino	49%	46%	82%
Race			
Asian / Asian-American	1%	1%	0%
Asian Indian	1%	0%	0%
Black / African-American	9%	8%	0%
Native American / Alaskan / Hawaiian	31%	7%	5%
Pacific Islander	3%	0%	0%
White	54%	84%	95%
Other	1%	0%	0%
Veteran	8%	3%	%
Parent of child 0 -5 years old	30%	23%	%
Number of completes	263	252	254

Note: Includes only characteristics asked of all populations; data are unweighted..



# MIDDLE EASTERN & NORTH AFRICAN

	Baseline	Mid	End
<b>Heard of Census count and knows it's in 2020*</b>	<b>49%</b>	<b>67%</b>	<b>73%</b>
Completed a 2020 Census form	--	36%	64%
Knows a lot about how to participate	14%	26%	29%
Knows every household must complete a Census form	57%	78%	71%
Knows Census form can be completed:			
Online	47%	78%	67%
On the phone	20%	32%	20%
Perceives Census has medium/high impact on their lives	50%	57%	54%
Has correct facts about the Census:			
Determines Federal funding levels for California	33%	41%	37%
Cannot be used for immigration or law enforcement	69%	64%	63%
Cannot be used to determine government benefits	54%	45%	51%
Cannot be used to personally identify you or family	55%	52%	54%
Will <u>not</u> include a citizenship question	30%	29%	30%
Census employees are sworn for life to protect personal information	77%	81%	81%
Recalls receiving Census form in the mail		60%	63%
Top sources for hearing about Census 2020:			
Facebook, Instagram, Twitter or YouTube		42%	42%
Letter or postcard in the mail		36%	20%
State of California		32%	31%
Email		29%	25%
Social media / YouTube personality		46%	37%
English-language TV		27%	27%
Top messages seen/heard about Census 2020:			
Census benefits our families and communities		60%	46%
All census answers are protected and kept confidential		52%	41%
Everyone counts in the census		64%	51%
It doesn't matter who you are...you deserve to be counted		54%	38%
You can take the census online, over the phone or by mail		47%	42%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	22%	17%	29%
25 – 34	25%	22%	27%
35 – 44	27%	27%	23%
45 – 54	13%	20%	14%
55 – 64	9%	12%	4%
65+	3%	2%	3%
Gender			
Woman	48%	43%	45%
Man	52%	56%	54%
Non-Binary	0%	1%	0%
Ethnicity			
Hispanic / Latino	0%	0%	0%
Race			
Asian / Asian-American	0%	0%	0%
Asian Indian	0%	0%	0%
Black / African-American	0%	0%	0%
Native American / Alaskan / Hawaiian	0%	0%	0%
Pacific Islander	0%	0%	0%
White	100%	100%	100%
Other	0%	0%	0%
Veteran	3%	2%	%
Parent of child 0 -5 years old	18%	15%	%
Number of completes	285	259	221

Note: Includes only characteristics asked of all populations; data are unweighted..



# NATIVE AMERICAN

	Baseline	Mid	End
<i>Heard of Census count and knows it's in 2020*</i>	67%	85%	93%
Completed a 2020 Census form	--	37%	72%
Knows a lot about how to participate	18%	33%	37%
Knows every household must complete a Census form	53%	72%	68%
Knows Census form can be completed:			
Online	40%	79%	60%
On the phone	21%	36%	33%
Perceives Census has medium/high impact on their lives	50%	61%	62%
Has correct facts about the Census:			
Determines Federal funding levels for California	34%	35%	34%
Cannot be used for immigration or law enforcement	77%	74%	69%
Cannot be used to determine government benefits	60%	46%	47%
Cannot be used to personally identify you or family	66%	57%	55%
Will <u>not</u> include a citizenship question	37%	40%	42%
Census employees are sworn for life to protect personal information	77%	83%	78%
Recalls receiving Census form in the mail		49%	64%
Top sources for hearing about Census 2020:			
Facebook, Instagram, Twitter or YouTube		54%	39%
English-language TV		46%	26%
Community or tribal center		41%	39%
State of California		36%	32%
Social media / YouTube personality		48%	36%
Letter or postcard in the mail		37%	30%
Top messages seen/heard about Census 2020:			
All census answers are protected and kept confidential		55%	44%
Census benefits our families and communities		61%	47%
Everyone counts in the census		66%	55%
It doesn't matter who you are...you deserve to be counted		60%	45%
You can take the census online, over the phone or by mail		51%	47%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	End
Age			
18 – 24	15%	10%	15%
25 – 34	21%	3%	38%
35 – 44	23%	35%	28%
45 – 54	20%	10%	12%
55 – 64	14%	10%	5%
65+	7%	5%	2%
Gender			
Woman	59%	67%	57%
Man	41%	32%	42%
Non-Binary	1%	1%	1%
Ethnicity			
Hispanic / Latino	7%	5%	2%
Race			
Asian / Asian-American	0%	0%	0%
Asian Indian	0%	0%	0%
Black / African-American	0%	0%	0%
Native American / Alaskan / Hawaiian	100%	100%	100%
Pacific Islander	0%	0%	0%
White	0%	0%	0%
Other	0%	0%	0%
Veteran	7%	7%	%
Parent of child 0 -5 years old	27%	36%	%
Number of completes	397	307	274

Note: Includes only characteristics asked of all populations; data are unweighted..



# PARENTS OF CHILDREN 0-5

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	63%	81%	79%	78%
Completed a 2020 Census form	--	40%	77%	74%
Knows a lot about how to participate	19%	38%	50%	43%
Knows every household must complete a Census form	65%	80%	84%	67%
Knows Census form can be completed:				
Online	45%	75%	78%	62%
On the phone	26%	40%	34%	41%
Perceives Census has medium/high impact on their lives	47%	59%	47%	63%
Has correct facts about the Census:				
Determines Federal funding levels for California	38%	42%	37%	40%
Cannot be used for immigration or law enforcement	66%	73%	72%	67%
Cannot be used to determine government benefits	50%	42%	52%	52%
Cannot be used to personally identify you or family	57%	54%	63%	56%
Will <u>not</u> include a citizenship question	36%	46%	50%	44%
Census employees are sworn for life to protect personal information	79%	82%	80%	82%
Recalls receiving Census form in the mail		66%	73%	71%
Top sources for hearing about Census 2020:				
English-language TV		41%	45%	35%
Facebook, Instagram, Twitter or YouTube		39%	44%	33%
Letter or postcard in the mail		31%	42%	27%
State of California		28%	43%	28%
Social media / YouTube personality		36%	31%	32%
Top messages seen/heard about Census 2020:				
You can take the census online, over the phone or by mail		50%	58%	42%
All census answers are protected and kept confidential		56%	49%	44%
Census benefits our families and communities		58%	55%	47%
Children should be included on your 2020 Census form		54%	51%	38%
Everyone counts in the census		62%	63%	49%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	8%	9%	13%	11%
25 – 34	44%	49%	45%	48%
35 – 44	38%	34%	35%	33%
45 – 54	8%	6%	5%	7%
55 – 64	2%	1%	1%	0%
65+	0%	1%	1%	1%
Gender				
Woman	52%	61%	64%	53%
Man	47%	39%	35%	46%
Non-Binary	0%	0%	1%	1%
Ethnicity				
Hispanic / Latino	38%	38%	32%	35%
Race				
Asian / Asian-American	11%	9%	11%	8%
Asian Indian	2%	0%	2%	1%
Black / African-American	9%	13%	13%	8%
Native American / Alaskan / Hawaiian	15%	14%	2%	14%
Pacific Islander	2%	1%	1%	1%
White	60%	63%	71%	67%
Other	1%	0%	0%	2%
Veteran	10%	9%	13%	%
Parent of child 0 -5 years old	100%	100%	100%	100%
Number of completes	725	854	522	864

Note: Includes only characteristics asked of all populations; data are unweighted..



# PERSONS WITH DISABILITIES

		Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>		73%	78%	76%	79%
Among those who have heard of Census 2020	Completed a 2020 Census form	--	53%	73%	79%
	Knows a lot about how to participate	29%	50%	50%	50%
	Knows every household must complete a Census form	74%	82%	77%	73%
	Knows Census form can be completed:				
	Online	41%	76%	72%	67%
	On the phone	21%	35%	32%	35%
	Perceives Census has medium/high impact on their lives	48%	48%	51%	52%
	Has correct facts about the Census:				
	Determines Federal funding levels for California	39%	43%	38%	42%
	Cannot be used for immigration or law enforcement	70%	73%	75%	78%
	Cannot be used to determine government benefits	57%	51%	55%	64%
	Cannot be used to personally identify you or family	52%	60%	67%	70%
	Will <u>not</u> include a citizenship question	34%	45%	51%	51%
	Census employees are sworn for life to protect personal information	78%	78%	77%	79%
	Recalls receiving Census form in the mail		63%	70%	69%
	Top sources for hearing about Census 2020:				
	English-language TV		49%	47%	50%
	Letter or postcard in the mail		39%	44%	35%
	State of California		37%	39%	35%
	Facebook, Instagram, Twitter or YouTube		34%	35%	32%
	Social media / YouTube personality		28%	29%	26%
	Top messages seen/heard about Census 2020:				
	You can take the census online, over the phone or by mail		51%	54%	52%
	All census answers are protected and kept confidential		57%	49%	55%
	Census benefits our families and communities		59%	55%	59%
	Everyone counts in the census		64%	63%	62%
	Census is a voice for your state		48%	48%	52%

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	12%	17%	27%	19%
25 – 34	19%	20%	23%	24%
35 – 44	18%	19%	16%	22%
45 – 54	14%	12%	9%	16%
55 – 64	20%	14%	5%	9%
65+	17%	18%	20%	10%
Gender				
Woman	47%	56%	61%	51%
Man	51%	42%	38%	46%
Non-Binary	2%	2%	1%	3%
Ethnicity				
Hispanic / Latino	25%	30%	23%	25%
Race				
Asian / Asian-American	9%	11%	18%	9%
Asian Indian	1%	0%	2%	1%
Black / African-American	16%	20%	19%	10%
Native American / Alaskan / Hawaiian	4%	8%	1%	5%
Pacific Islander	4%	3%	3%	1%
White	64%	58%	57%	72%
Other	2%	0%	0%	2%
Veteran	22%	19%	21%	21%
Parent of child 0 -5 years old	14%	23%	23%	26%
Number of completes	438	561	433	602

Note: Includes only characteristics asked of all populations; data are unweighted..



# SENIORS (65+)

	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	86%	93%	97%	89%
Completed a 2020 Census form	--	82%	88%	94%
Knows a lot about how to participate	33%	68%	70%	73%
Knows every household must complete a Census form	74%	93%	89%	86%
Knows Census form can be completed:				
Online	32%	86%	83%	78%
On the phone	12%	27%	29%	38%
Perceives Census has medium/high impact on their lives	31%	37%	48%	49%
Has correct facts about the Census:				
Determines Federal funding levels for California	40%	51%	46%	56%
Cannot be used for immigration or law enforcement	84%	88%	92%	91%
Cannot be used to determine government benefits	70%	65%	69%	70%
Cannot be used to personally identify you or family	75%	75%	83%	82%
Will <u>not</u> include a citizenship question	51%	66%	64%	67%
Census employees are sworn for life to protect personal information	80%	84%	83%	85%
Recalls receiving Census form in the mail		71%	77%	81%
Top sources for hearing about Census 2020:				
English-language TV		64%	64%	64%
Letter or postcard in the mail		58%	57%	49%
State of California		33%	39%	34%
Email		23%	24%	27%
Facebook, Instagram, Twitter or YouTube		22%	23%	24%
English-language newspaper or magazine		26%	28%	28%
Top messages seen/heard about Census 2020:				
All census answers are protected and kept confidential		71%	72%	75%
Census benefits our families and communities		73%	72%	67%
Everyone counts in the census		83%	82%	77%
It doesn't matter who you are...you deserve to be counted		75%	71%	64%
You can take the census online, over the phone or by mail		63%	64%	64%

Among those who have heard of Census 2020

\*Base for this measure is total completes.

Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	0%	0%	0%	0%
25 – 34	0%	0%	0%	0%
35 – 44	0%	0%	0%	0%
45 – 54	0%	0%	0%	0%
55 – 64	0%	0%	0%	0%
65+	100%	100%	100%	100%
Gender				
Woman	46%	55%	62%	52%
Man	54%	45%	38%	48%
Non-Binary	0%	0%	0%	0%
Ethnicity				
Hispanic / Latino	12%	6%	3%	11%
Race				
Asian / Asian-American	6%	8%	7%	12%
Asian Indian	0%	0%	0%	0%
Black / African-American	9%	9%	5%	6%
Native American / Alaskan / Hawaiian	6%	4%	0%	2%
Pacific Islander	0%	0%	0%	0%
White	77%	79%	86%	79%
Other	1%	0%	2%	2%
Veteran	23%	17%	18%	21%
Parent of child 0 -5 years old	1%	1%	1%	2%
Number of completes	457	474	424	305

Note: Includes only characteristics asked of all populations; data are unweighted..



# VETERANS



	Baseline	Mid	Supplement	End
<i>Heard of Census count and knows it's in 2020*</i>	<b>75%</b>	<b>79%</b>	<b>80%</b>	<b>87%</b>
Completed a 2020 Census form	--	58%	77%	85%
Knows a lot about how to participate	32%	59%	59%	63%
Knows every household must complete a Census form	67%	81%	81%	75%
Knows Census form can be completed:				
Online	42%	74%	72%	69%
On the phone	19%	33%	30%	34%
Perceives Census has medium/high impact on their lives	46%	51%	55%	53%
Has correct facts about the Census:				
Determines Federal funding levels for California	37%	41%	47%	47%
Cannot be used for immigration or law enforcement	73%	73%	69%	72%
Cannot be used to determine government benefits	59%	52%	55%	53%
Cannot be used to personally identify you or family	62%	58%	58%	64%
Will <u>not</u> include a citizenship question	44%	51%	52%	48%
Census employees are sworn for life to protect personal information	76%	79%	81%	81%
Recalls receiving Census form in the mail		72%	72%	75%
Top sources for hearing about Census 2020:				
English-language TV		53%	51%	54%
Letter or postcard in the mail		45%	41%	36%
State of California		40%	45%	37%
Facebook, Instagram, Twitter or YouTube		25%	30%	24%
Email		29%	28%	29%
English-language radio		27%	25%	31%
Top messages seen/heard about Census 2020:				
All census answers are protected and kept confidential		56%	48%	57%
Census is a voice for your state		46%	54%	51%
Everyone counts in the census		64%	62%	57%
You can take the census online, over the phone or by mail		51%	52%	52%
Census benefits our families and communities		58%	50%	53%

Among those who have heard of Census 2020

\*Base for this measure is total completes.  
Note: Measures may be weighted by age, gender and/or race/ethnicity to match those of the Baseline wave.

	Baseline	Mid	Supplement	End
Age				
18 – 24	6%	11%	13%	12%
25 – 34	15%	15%	23%	25%
35 – 44	15%	20%	19%	27%
45 – 54	16%	15%	8%	14%
55 – 64	20%	13%	8%	7%
65+	27%	26%	29%	15%
Gender				
Woman	27%	32%	29%	27%
Man	73%	67%	71%	71%
Non-Binary	0%	1%	0%	2%
Ethnicity				
Hispanic / Latino	19%	21%	13%	17%
Race				
Asian / Asian-American	5%	9%	10%	8%
Asian Indian	1%	0%	0%	0%
Black / African-American	12%	19%	11%	11%
Native American / Alaskan / Hawaiian	7%	8%	1%	3%
Pacific Islander	3%	0%	3%	1%
White	72%	63%	75%	74%
Other	2%	1%	0%	3%
Veteran	100%	100%	100%	100%
Parent of child 0 -5 years old	18%	24%	26%	%
Number of completes	394	309	268	381

Note: Includes only characteristics asked of all populations; data are unweighted..

END-CAMPAIGN

# APPENDIX



CAMPAIGN MESSAGES MEASURED IN THE STUDY



MEDIA AND OUTREACH MEASURED IN THE STUDY



METHODOLOGY



VENDOR CONTACT INFORMATION



# CAMPAIGN MESSAGES MEASURED

## Baseline

- Being counted ensures your communities are recognized and building power
- It's your obligation to participate in the Census for our families and communities
- Responding to the 2020 Census is safe and secure
- The Census affects how much money your community gets for the next 10 years
- The Census can be completed online or by phone in 13 languages
- The Census count helps decide how much money California gets for health care programs
- The Census helps improve your child's school
- The Census is for our children's future

## Mid-, Supplemental & End-Campaign

- All Census answers are protected and kept confidential
- Census benefits our families and communities
- Census form has 9 easy questions
- Census is a voice for your state
- Children should be included on your 2020 Census form
- Everyone counts in the Census
- Help inform how money comes back to our communities over the next ten years
- It doesn't matter who you are or where you're from, you deserve to be counted
- You can take the Census online or over the phone

## End-Campaign

- Census builds strong and healthier communities for our children
- Census ensures funding for healthcare and education programs
- Census workers are coming to your doorstep to help you get counted
- Completing the Census helps secure a better future for our families
- Don't let an undercount take funding away from your community
- Everyone counts, regardless of background and immigration status
- Take the Census online, over the phone or open your door to an official Census worker
- The Census helps provide a better future for all
- The Census is quick and easy to complete
- The Census is secure and confidential

# MEDIA AND OUTREACH MEASURED

## Baseline

- Community or tribal center, church, school, etc.
- Email or text message
- Facebook, Instagram, Twitter, etc.
- Government office (e.g. social security, WIC)
- Letter/postcard in the mail
- Local business (e.g. barber, cafe)
- Newspaper or magazine
- Billboard, bus stop, metro station
- Television or radio
- Online, website or YouTube

## Mid-, Supplemental & End-Campaign

- Bus, metro, train, truck or car
- Community or tribal center, church, school
- English-language newspaper or magazine
- English-language radio
- English-language TV
- English-language website
- Facebook, Instagram, Twitter or YouTube
- Federal government agency
- Letter or postcard in the mail
- Gas station, convenience store, bodega
- Non-English newspaper or magazine
- Non-English radio
- Non-English TV
- Non-English website
- Outdoor billboard or poster
- State of California
- Email
- Event such as job fair or festival (in-person or online)
- Faith-based service (in-person or online)
- Meeting of parents, city council, etc. (in-person or online)
- Online call (e.g. Facetime, Zoom)
- Phone call or text message
- Presentation or speech (in-person or online)
- Social media / YouTube personality
- Someone came to your door
- Someone talked to you outside your home
- Utility bill (electric, gas, water, etc.)
- Workshop or training (in-person or online)

## End-Campaign

- Car concert / Virtual concert
- Celebrity / Entertainment star
- Digital sign on street/freeway
- Drive-in movie
- Food distribution
- Friends / Family
- Grocery store
- Message pulled by airplane



# Methodology

## STUDY DESIGN

Data were collected via a combination of online surveys and in-person interviews, with a minimum of 250 completes per population collected for all 15 hardest-to-count populations.

The limited number of completes per population means the measures are valid only at the state level, and cannot be used to describe the populations at the Census region, county, or city level. The measures also cannot be used to describe specific media buys or outreach efforts conducted at the Census region, county, or city level.

The number of completes per population was not in proportion to their actual population distributions in California. This design is statistically acceptable because each population was analyzed individually and not combined into a single measure representing all 15 hardest-to-count populations. This design also eliminated the need to know how the 15 populations may overlap (e.g. a Veteran who identifies as African-American would belong to two populations)—which would have required an overall number of survey completes that exceeded the scope of resources available for the research study.





# Methodology

## SAMPLE SIZE

Baseline completes were collected January 3 – February 3, 2020. The total number of completes for the baseline measure was 3,715 (1,871 online and 1,844 in-person)

Mid-campaign completes were collected April 16 – May 31, 2020. The total number of completes for the mid-campaign measure was 3,798 (2,252 online and 1,546 in-person).

Supplemental completes for 9 populations that could be reached online were collected August 7 – 25, 2020 for a total of 2,250.

End-campaign completes were collected October 9 – November 30, 2020. The total number of completes for the end-campaign measure was 3,848 (2,424 online and 1,424 in-person).

Sample error for each wave at the 95% confidence level ranges from  $\pm 7$  to 11 percentage points depending on the HTC population.

Significant testing was applied at the 95% confidence level to determine if attitudes and behaviors changed with each wave.





# THANK YOU



## SocialQuest, Inc.

A Multicultural Market Research Company  
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