New Mexico Census Outreach Survey Provides Insights for Messaging and Outreach

Latino Decisions

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PROJECT OVERVIEW AND METHODOLOGY

A new Latino Decisions survey provides valuable information regarding the information levels of New Mexicans about the US Census, potential obstacles that could lead to a significant undercount in the state, and messages and messengers that can help organizations tasked with outreach improve their performance. This data is important given how vital a successful count in New Mexico is to the state's ability to provide its population with resources. New Mexico is one of the most challenging states for the Census to provide an accurate count, defining 43% of its counties as hard to reach. In the 2010 Census, 74% of households mailed back the census questionnaire, and 26% required costly in-person follow up to complete the 2010 Census.¹

On behalf of the Census Funders Group/NM Counts 2020, and the NM Civic Engagement Table/Center for Civic Policy, Latino Decisions randomly interviewed 960 New Mexico residents. The survey captures information to target sub-groups across the state historically less likely to participate in the Census in New Mexico. We, therefore, have oversamples in the data of the following groups and break out results of each population when they are distinct from the overall numbers generated from the survey:

- Latino/Hispanic population across New Mexico.
- Parents of young children: the data allows for comparisons between households with children 0-5 years of age, and 6-10 years of age.
- New Mexicans who rent their homes or apartments.
- Although we were not able to oversample Native Americans in New Mexico, we prioritized ensuring that there enough completed interviews to provide meaningful analysis of this community.

Respondents completed surveys using a blended approach that included online surveys and live telephone interviews conducted via landlines and cell phones. The survey was available in English or Spanish and carries an overall +/- 3.7% margin of error with larger margins for sub-samples. Upon completion, the data were weighted to match the U.S. Census ACS for New Mexico. The survey was conducted from July 10 – July 20, 2019.

The survey focused on the following topics: projected participation in the 2020 Census, preferred mechanisms for information and outreach, trusted information sources, and views about the citizenship question on the 2020 Census. The survey also tests several messages and messaging themes intended to increase participation in the Census, and web-based respondents were asked to evaluate the effectiveness of several marketing advertisements.

¹ https://www.censushardtocountmaps2020.us/
SUMMARY OF KEY FINDINGS

While a majority (75%) of New Mexico residents indicate that they are very likely to submit a Census form this year, there is a smaller percentage of key historically undercounted sub-groups in the state:

- Hispanic respondents (71%)
- Native American respondents (65%)
- Parents of children aged 0-5 (65%)/ children aged 0-10 (71%)
- Renting Population (65%)

This percentage jumps to 95% with exposure to the information in the survey -- a strong indicator of how effective outreach can improve Census performance.

The most common response provided for not wanting to participate was lack of trust in the government and information security (33%). One in five (20%) Hispanics stated that a lack of trust in the current administration is a reason why they do not plan to participate.

40% of Hispanics in the sample indicated that they are more likely to participate in the 2020 Census now that the citizenship question was removed. However, roughly half of Hispanics in New Mexico either do not trust their information will be protected (28%) or are unsure about the security of their private information (25%).

The second most common response for non-participation is that the Census is either not important or that they are simply not interested (29%). Lack of interest or perceived importance is alarmingly high for Native American (67%) and low-income (78%) New Mexicans and high among parents with young children (0-5 years of age) (56%), and renters (38%).

The survey identifies the need to provide basic information across the state. Only 58% of New Mexicans are aware that the Census can be completed on-line at the Census website, and 20% of New Mexicans are unaware that they need to include their small children in their Census form, with a greater percentage unsure of how to do this accurately.

Outreach efforts should direct New Mexicans to the US Census Bureau webpage for information, as this is the most trusted information source. New Mexicans viewed educators, medical providers, and first-responders, very positively and can, therefore, be used to connect the community to the Census webpage.

43% of the full sample would be more likely to fill out the Census form if Governor Lujan Grisham as a messenger for an outreach campaign, and 39% if Congresswoman Haaland was a messenger for a campaign. Their mobilization potential is higher with New Mexicans who share their racial identity in both cases.
Mailing out the form to be returned is the most highly rated approach to submit the Census form (86%), with mailing out instructions to complete it online also rated highly (72%). New Mexicans view other approaches to submitting the form much less convenient or trusted, including home visits from a Census worker (50%).

Only 45% of respondents who lack regular access to the web indicated that they would be interested in using a computer at a local school, library, or mobile Census center to submit their information.

The survey identified several messages and message themes that performed well and could encourage more New Mexicans to submit their Census form if implemented using the right messengers and mediums for outreach. Below are some of the data-tested messages found to be persuasive to specific segments of the New Mexico population:

- **Hispanic New Mexicans**: “Federal law requires that the census is anonymous and the data secure. Your information cannot be given out or shared. Let’s make sure in 2020 that every single Latino family is counted as part of America. Our voice matters.”
- **Native American New Mexicans**: “The Census is critical to our community. By participating, we speak for the generations of native people before us and for those yet to come. Census data can help determine our native communities’ needs for schools, housing, health care facilities, and roads.”
- **Families With Young Children**: “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.”
- **Overall Message Theme**: “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.”

Finally, the marketing images below increase motivation to participate in the Census among Hispanic New Mexicans and households with young children respectively.
KNOWLEDGE LEVELS AND INTENT TO PARTICIPATE IN CENSUS 2020

The survey was designed to capture the overall knowledge levels of New Mexicans regarding the process of Census form submission, as well as early intent to complete a census form to identify potential weak areas for needed outreach across the state’s population. The results of the survey provide a helpful view of where things stand in New Mexico at this early stage in the outreach process. On one hand, 75% of New Mexicans across this diverse sample of New Mexicans report that they “definitely will” provide their household information. However, this early number is likely slightly over-estimated due to social desirability bias. More importantly, each of the groups we have strategically targeted for over-samples have lower percentages of “definitely will” participate than the overall average:

- Hispanic respondents (71%)
- Native American respondents (65%)
- Parents of children aged 0-5 (65%)/ children aged 0-10 (71%)
- Renting Population (65%)

Of the group of respondents who stated they did not plan on participating in the Census or were unsure, the most common response provided for not wanting to participate was lack of trust in the government / concerns with information security (33%) (see Figure below). While lack of trust is only slightly higher among Hispanics than the overall average (34%) for this question, 20% of Hispanics who are not likely to participate specifically stated that a lack of trust in the current administration is a reason why they do not plan to participate. Although this is a significant challenge for a sub-group of the state that represents roughly half of the overall population, the survey tested several messages for Hispanic respondents specifically focused on improving trust in the system that will provide some guidance for outreach efforts.
The second most referenced reason for non-participation is that the Census is either not important or that they are simply not interested (29%). However, lack of interest or perceived importance is much higher (56%) among parents with young children (0-5 years of age) and New Mexicans who are renting their housing (38%). The very high rate of Native American (67%) and the lowest income-earning (78%) New Mexicans indicating that they are not likely to fill out the Census this year because they are not interested or do not feel it is important is one of the most important findings of this research.

This data identifies the need for significant outreach specifically focused on building trust in the process and the importance of completing the Census. It also allows for strategic planning for who across the state needs outreach specific to these two obstacles to participation. The data discussed later in this report provides some direction on messaging to use for this effort as well as which messengers will be the most effective.

The next section of the surveys focused on several knowledge test questions to assess how familiar New Mexicans are with the process to fill out the Census form this year, including whether children must be included in the form for households with young children. When asked about how the Census can be completed this year, 89% of New Mexicans correctly stated the Census can be completed by mail and 79% correctly stated the census can be completed in-person with a Census official, (see figure below).

### Knowledge Levels of Census Submission Process in 2020

<table>
<thead>
<tr>
<th>Method</th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>By mail</td>
<td>89%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Online at the Census website</td>
<td>58%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>In-person with a Census official</td>
<td>79%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>By phone</td>
<td>49%</td>
<td>46%</td>
<td>5%</td>
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</table>

However, only 58% of New Mexicans know that the Census can be completed on-line at the Census website, with 35% incorrectly believing that this is not an option and 7% being unsure. This is especially concerning given that the Census is strongly encouraging high participation on-line this year, with fewer resources dedicated to other modes of data submission. When asked if the Census could be filled out by phone, only 49% of respondents correctly identified that this is an option, with 46% of respondents being
incorrect in their assessment and 5% unsure at this point. This finding identifies the need for basic information outreach regarding the various approaches New Mexicans can take to submit their Census form, stressing the web-based submission option.

**KNOWLEDGE LEVELS AMONG HOUSEHOLDS WITH CHILDREN / MESSAGES THAT WILL HELP WITH TARGETED OUTREACH**

The survey also included a series of true or false items intended to gauge whether New Mexicans know that young children must be included in Census forms, as well as the nuances of submitting data for young children. This is especially important in New Mexico, given the state lost an estimated $32 million dollars in 2010 due to an undercount of children between the ages of 0-4 alone. There is some positive news from the survey, as 91% of New Mexicans correctly noted that we have to include our children in our Census forms to make sure they are counted.

However, when we probed deeper into the process of counting children, there was a lot less knowledge across the population. For example, when asked if the federal government uses children’s birth certificate information so parents/guardians do not need to worry about filling out their information on their Census form, 20% of respondents incorrectly thought that this was true. Furthermore, 32% of the sample did not know that children who live in different places throughout the year should be counted in the household where they live on “Census Day,” and 32% did not know that children who live with their grandparents or another relative must have their information submitted by those caregivers.

Across each item there was not a significant difference in the knowledge levels of respondents with children and those without children. The survey, therefore, makes clear that there must be outreach to families with children across these areas to ensure we do not repeat the undercount from 2010. The survey tested several messages among parents with children ten and younger that can help address this effort.
“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.”

- 75% of parents with children ten and under felt this was a really convincing statement which would encourage them to participate in the 2020 Census. There was only a slight difference between parents with children five years old and younger (75%) and parents with children between ten and six years old (73%).
- This message was strongest among respondents from Northern New Mexico (86%) compared to Southern New Mexico (70%) and the Albuquerque metro area (74%).

“Over two million children under the age of five 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.”

- 68% of parents with children ten and younger found this statement really convincing, and 25% found the statement “just okay.” There was very little variation across subgroups.

“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.”

- 61% of New Mexican parents with young children found this statement really convincing, and 31% found it “just okay.” This statement was stronger for parents with children five years old and younger (65%) compared to parents with children between ten and six years old (59%).
- This statement was stronger among females (65%) compared to males (54%).

“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.”

- 61% of parents with children ten and younger found this statement very convincing, and 29% found it “just okay.” This statement was stronger for parents with children five and younger (64%) compared to parents with children between ten and six years old (59%).
- When looking at variation across income brackets, parents who fell into the income bracket of $20k-40k (74%) and more than $80k (65%) found this
statement more convincing than respondents who made less than $20k (55%), $40k-$60k (54%), $60k-$80k (56%).

- Parents 44 years old and younger (64%) were more likely to find this statement very convincing than parents 45 years old and older (48%).

“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.”

- This statement was stronger among parents with children between six and ten years old (51%) compared to parents with children younger than six years old (48%).
- This statement was strongest among Whites (54%) compared to Hispanics (49%) and Native Americans (40%).

There was one consistent variation across subgroups for New Mexican parents with children ten years old and younger. Parents with young children living in Northern New Mexico were more convinced by the statements than parents living in the Albuquerque metro area and Southern New Mexico.

**DATA-TESTED MESSAGING THEMES TO ADDRESS LOW PERCEPTIONS OF IMPORTANCE**

The survey also tested a series of messaging themes that can be translated into messages used in marketing across the state. This section of the survey asked respondents to indicate how important they felt various outcomes associated with the US Census were to them. We gleaned the tested message themes from our review of national research in this area, including the work Latino Decisions has done with Latinos across the country.

All themes were received well in New Mexico, providing confidence in utilizing these general frames in marketing materials. Tailoring these themes for each specific subgroup the data identified requires importance-focused information outreach to convince them that Census participation is worth their time. The figure below summarizes all messages tested with some additional analysis for the higher-performing message themes.
“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.”

- 84% of the overall sample viewed this theme as very important, as well as 90% among those who are 65 or older.
- There was also significant variation based on educational attainment, with the political representation theme viewed as more important among those with college experience (91%) compared to 76% among those with a high school education or less.

“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.”

- 82% of the overall sample viewed this theme as very important and also very popular across most sub-groups tested in the survey with little variation.

“Participating in the Census will help make sure our families and New Mexico communities get their fair share.”

- 80% of the sample viewed this theme as very important, however, there was a significant gender difference, with very important reported among 87% of males compared to 74% among females.
- There is also significant variation by age, with younger New Mexicans being less likely to view this theme as important – 71% among respondents between 19 and 29 years old compared to 88% among those 65 and older.
• This theme was also more popular in the northern region of the state, 89% compared to 79% in the Albuquerque metro area and 76% south of Albuquerque.2

“Community leaders will use Census information to plan for the future and decide where to build new schools, recreational areas, hospitals, and fire departments.”

• 79% of the overall sample viewed this theme as very important and is the most consistent messaging theme across sub-groups.

• The most notable variation is based on region, with a greater percentage of respondents in the northern region of the state viewing this messaging theme as important (85%) than in the southern region (75%). Albuquerque respondents had the same percentage as the overall sample.

“Participating in the Census it is an important way to stand up for our families and our communities here in New Mexico.”

• 74% of the overall sample viewed this theme as very important, with stable performance across sub-groups of the state’s population. However, a significantly lower percentage of 18-29 year old (59%) and single respondents viewed this message as very important compared to older and married New Mexicans.

TRUSTED INFORMATION SOURCES AND MESSENGERS IN NEW MEXICO

The next segment of the survey tested several potential messengers and sources of information specific to the US Census to identify voices that resonate with the communities across New Mexico. This information is critical, as pairing the right messaging with the appropriate messengers can be highly effective. The survey provided respondents with several categories of messengers and asked whether they felt each was a trustworthy and reliable source of accurate and useful information about the 2020 Census. The figure below provides the responses of the full sample across each response category.

One of the more important findings from the survey was the perceived value of the Census Bureau’s website as a source of accurate and useful information, as this was the highest performing source of information. For a point of comparison, the Census Bureau’s webpage outperformed local television news and their webpages by nearly 20% and local newspapers and their websites by nearly 30%. Collective outreach efforts should, therefore, work toward connecting New Mexicans with the Census Bureau website through other messengers and marketing materials. Hispanics (55%) and

2 For the purposes of this research brief, we will use the term “Northern New Mexico” to refer to all counties north of the Albuquerque metro area and Southern New Mexico as all counties south of the Albuquerque metro area.
Whites (51%) viewed the Census Bureau’s website as the most trustworthy to a great extent when compared to Native Americans (30%).

### Information Sources / Messengers Ranked by Level of Trust

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Very Trustworthy/Reliable</th>
<th>Somewhat Trustworthy/Reliable</th>
<th>Somewhat Untrustworthy/Unreliable</th>
<th>Very Untrustworthy/Unreliable</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Census Bureau website</td>
<td>51%</td>
<td>36%</td>
<td>8%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Teachers and educators</td>
<td>37%</td>
<td>44%</td>
<td>12%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Nurses, doctors, or other health care providers</td>
<td>35%</td>
<td>42%</td>
<td>15%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Local television news and their websites</td>
<td>32%</td>
<td>41%</td>
<td>15%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Family, friends, and co-workers</td>
<td>27%</td>
<td>50%</td>
<td>16%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Local community organizations</td>
<td>27%</td>
<td>49%</td>
<td>15%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Religious leaders or people you know through church or religious organizations</td>
<td>27%</td>
<td>39%</td>
<td>20%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Advertising on signs, posters and billboards</td>
<td>25%</td>
<td>49%</td>
<td>15%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Local newspapers and their websites</td>
<td>18%</td>
<td>53%</td>
<td>16%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Friends on social media</td>
<td>9%</td>
<td>32%</td>
<td>31%</td>
<td>25%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Teachers and educators are highly trusted messengers, with 37% of the overall sample reporting that they are very trustworthy or reliable, and another 44% report they are somewhat trustworthy or reliable. The medical community is also a useful source of information specific to the Census, with 35% and 42% ratings across both response categories. The performance of these two groups of professionals was slightly higher than religious leaders, community organizations or personal networks, whom 27% of the sample reported were very trustworthy. Advertising on signs, posters and billboards were less likely to be viewed as very trustworthy as the others already discussed, but nearly half of the sample (49%) reported this source of information somewhat trustworthy or reliable. Finally, friends on social media were the source of information viewed least trustworthy among those tested in the survey.

The survey also asked respondents to evaluate several direct messengers’ ability to make them more likely to participate in the 2020 Census. Consistent with national research, elected officials have relatively limited influence on the community’s desire to participate in the Census. Specific to New Mexico, we found that 43% of the full sample would be more likely to fill out the Census form if Governor Lujan Grisham supported an outreach campaign, with 18% being less likely. However, her traction with Hispanic New Mexicans is ten points higher at 53%.

The survey also included Congresswoman Haaland as a potential messenger. The Congresswoman had similar traction with New Mexicans, with 39% of the full sample indicating they would be more likely to participate in the Census if she supported an outreach campaign. The Congresswoman has a much stronger impact on the Native American community, with 51% of this community in the state reporting that they would be more likely to take part in the 2020 Census as a result of her involvement in an outreach campaign.
Additionally, respondents were asked to consider a family member or someone from their neighborhood who supported a US Census outreach campaign which encouraged New Mexicans to participate in the 2020 Census. Fifty-two percent of the full sample indicated they would be more likely to participate if they knew them. The impact of knowing a family member or neighbor helping with engagement in the Census was strongest for Hispanics (64%) and Native Americans (59%).

Parents with children under ten were asked if they knew childcare centers/head start/Pre-K/childcare supporting a US Census outreach campaign encouraging New Mexicans to participate in the Census. The majority of primary caregivers, 62% with children under five and 59% with children between six and ten, said this would make them more likely to participate in the Census. Only 11.5% of parents with children under ten said this would make them less likely to participate. This mirrors the previous finding of trusting teachers and educators as messengers for the Census.

### Trusted Messengers in New Mexico

<table>
<thead>
<tr>
<th>Message Source</th>
<th>More Likely</th>
<th>Less likely</th>
<th>No impact</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Responder, Fire Fighters, and Police</td>
<td>61%</td>
<td>6%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Nurses and Doctors (Hispanic/Native American)</td>
<td>61%</td>
<td>4%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Community Organizations (Hispanic/Native American/ NM)</td>
<td>59%</td>
<td>7%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Teachers (Hispanic/Native American)</td>
<td>55%</td>
<td>8%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Childcare Center/ Pre-K</td>
<td>54%</td>
<td>9%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Family Member</td>
<td>52%</td>
<td>12%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>

### PREFERRED METHOD OF DATA SUBMISSION/ APPROACH TO RECEIVE INFORMATION

The 2020 Census is intended to be the most user-friendly Census with the ability to complete it through several formats, including on-line. The survey tested each of these approaches to determine which ones were the most convenient and trusted to inform marketing efforts and strategies to assist New Mexicans with the submission process.

As reflected in the figure below, mailing out the form to be returned was the most highly rated approach at 86%, with mailing the instructions and using them to submit the form online also rated highly at 72%.
Roughly half of the sample believed having a Census worker visit their home or call them to be convenient and trustworthy. This is comparable to the 52% of respondents who report that receiving a text with instructions for submitting the Census on-line would be effective. Being able to fill out the form over the phone with the help of a Census staff-member was viewed as convenient and trusted by 41% of the sample, and 39% of the sample reported that using a mailer-provided phone number to call and provide information was convenient and trusted.

Given the importance of the Web to the 2020 Census submission process, the survey asked respondents who did not answer “yes” to any of the questions referencing online submission a follow-up set of items to gauge their access to the Web. The survey identifies that 14% of respondents who did not report feeling comfortable providing their information on-line do not have access to the web at home or at work that would allow them to submit their Census form on-line. Only 45% of this same sub-sample indicated interest in using a computer at a local school, library, or mobile Census center to submit their information.

We asked respondents who indicated that they would feel comfortable having a Census worker come to their home to help them submit their form which option for submission they preferred to complete the form. The survey revealed that 42% of this group of respondents reported that filling out a paper form would be their preferred option; 31% preferred a computer option; and 18% preferred a tablet. We asked respondents who indicated that they would like to be contacted over the phone or through mail with information about how to submit the census how they plan to submit their form. The majority (58%) of these respondents reported that they would submit their form on a computer or laptop, 11% on a tablet, and 26% on a smartphone. This information can help Census outreach workers identify what resources to have available across the state.
The survey also asked all respondents to indicate where they would like to see information made available regarding the 2020 Census. The most highly rated venue for information was information mailed to respondent’s home or office (86%); emailed information also rated highly (64%). The utilization of the mass media is also projected to be effective for information dissemination: local television stations (65%), newspapers (64%), and the radio (57%). There is a noticeable drop in the percentage of New Mexicans who would like information available to them through social media (42%), flyers or pamphlets (49%). New Mexicans also do not appear to want information from the Census directly, either in-person (47%), through text messages (45%), or over the phone (36%) in particular.

**Where New Mexicans Would Like to See Census Information**

![Chart showing preferences for Census information](image)

**TARGETED OUTREACH FOR HISPANIC AND NATIVE AMERICAN COMMUNITIES**

One of the most basic but most important questions to address in outreach to diverse communities is what terminology to use in messaging. The survey, therefore, asks Hispanic and Native American respondents directly how they refer to themselves. Not only is this question critical for the effectiveness of marketing toward these communities but is an example of our overall culturally authentic methodology. We ask this question early in the survey so that we can use the preferred identification term throughout the survey to make respondents feel comfortable and respected.

As reflected in the Figure 1 below, the vast majority (68%) of the Hispanic community prefers that term to “Latino” when asked which of the two that they prefer, compared to 17% who prefer “Latino” and 17% who do not have a major preference. This result is consistent with our national surveys of this population, as New Mexicans have a stronger affinity with the term “Hispanic” relative to “Latino” than Hispanic Americans from other states. Native Americans in New Mexico also have a stronger preference for...
that terminology than “American Indian,” as 66% of respondents who self-identified being of this racial group indicated that they prefer “Native American” compared to 16% who prefer “American Indian.” A quarter of the sample reported either term is acceptable. The survey strongly suggests that the Census should utilize “Hispanic” and “Native American” when referencing these communities in New Mexico.

The Native American population is vital to Census outreach efforts, given that this community represents over 10% of the state’s population but is over-represented in the hard-to-reach areas of the state. The disproportionately high percentage of Native American respondents in this survey who are not definitely sure that they will participate in the Census this year motivates the need for Native American specific outreach.

The survey tested the following messages among Native American respondents to provide some insights on the language to use for this outreach effort. We gleaned these messages from the National Conference of American Indians (NCAI) national focus group research. Both messages tested among Native American respondents here in New Mexico performed very well (see the figure below)\(^3\). The strong performance in the survey suggests that the findings from the NCAI national research can be applied more broadly to New Mexico.

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\(^3\) The Native American sample size is large enough for overall analysis (n=100), but not large enough to explore internal variation within this population across all demographic factors.
Sixty-five percent of Native Americans found the first message, which emphasized historical and contemporary ties to the Native American community, very convincing, with another 29% reporting this statement to be somewhat convincing, and only 6% reporting it not that convincing/not convincing at all. This message was especially strong among Native American women, as 73% found this statement really convincing compared to 44% of Native American men. The statement was also generally stronger among younger Native Americans than older Native Americans.

The second message emphasized the ability of the Census to promote the visibility of the Native American community. This statement did not perform as strongly as the first theme emphasizing inter-generational ties, as 60% of Native Americans found this very convincing, 31% said it was “just okay,” and 9% found this statement not that convincing/not convincing at all. This statement was only slightly stronger among Native American women (61%) than Native American men (54%). Native Americans with lower levels of formal education viewed this statement to be more convincing than Native Americans with more educational attainment.

The Supreme Court of the United States recently resolved a controversy regarding whether this year’s Census form would include a question gauging citizenship, however, many experts and pundits believe that the uncertainty about the connection of the Census to deportation policies of this administration could impact Hispanic engagement in the Census. We, therefore, included a section of the survey to directly test how salient this issue is in New Mexico and to identify some potential strategies to overcome trust challenges.

Almost half of Hispanics in New Mexico either do not trust their information will be protected (28%) or are unsure about the security of their private information (25%). There is a clear distinction in trust based on nativity, with Hispanics who are foreign born being less likely (31%) to trust their information will be protected than Hispanics
Hispanic’s Trust in the Census to Protect Their Information

Census Bureau workers are sworn to a lifetime oath to keep your personal information private and are often native New Mexicans recruited by the Census to help our community submit their form.

Hispanic Census Participation With Removal of Citizenship Question

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?

born in the US (49%). Hispanics who attained a high school degree or less education (31%) were less likely to trust their information will be protected than Hispanics with some college (27%) or a college degree and more (20%).

The follow-up questions asked Hispanics whether they were more or less likely to participate in the 2020 Census knowing that the citizenship question was removed. The survey revealed that 40% of Hispanics are more likely to participate in the Census, with the other 60% of Hispanics reporting they were no more or less likely to participate/made no difference.
The impact of removing the citizenship question was stronger for foreign-born Hispanics (57%) compared to Hispanics born in the US (40%). When looking at variation across educational bracket, Hispanics who have a high school degree or less (51%) were more likely to fill out the Census than Hispanics with some college or more education (34%).

MESSAGES THAT CAN HELP ADDRESS LACK OF TRUST AMONG HISPANICS

Almost half of New Mexico residents identify as Hispanic/Latino, making a successful Census for this population vital to the state. The survey identified that lack of trust in both the Census’ information security and in the Trump administration are obstacles that could impact Hispanic participation. The survey tests the following two messages intended to engage Hispanics New Mexicans with the 2020 Census:

“Federal law requires that the census is anonymous and the data secure. Your information cannot be given out or shared. Let’s make sure in 2020 that every single Latino family is counted as part of America. Our voice matters.”

- 58% of Hispanics in New Mexico found this statement very convincing, 29% found it “just okay,” and 13% found this statement “not that convincing/not convincing at all.”
- Foreign-born Hispanics (74%) were more convinced by this statement than Hispanics who were born in the US (58%).
- Hispanics 65 years old and older (77%) were more convinced by this statement than younger Hispanics (56%).
- When looking at variation across the state, Hispanics in Northern New Mexico (75%) were more convinced by this statement than Hispanics in the Albuquerque metro area (57%) and Southern New Mexico (52%).

“This is our country too- we belong- we are part of democracy-being counted on the Census is our right our voice.”

- 49% of Hispanics found this statement very convincing, 32% found this statement “just okay,” and 19% found this statement “not that convincing/not convincing at all.”
- Foreign-born Hispanics (62%) found this statement more convincing than US-born Hispanics (48%).
- Hispanics in Northern New Mexico (63%) were more convinced by this statement than Hispanics in Southern New Mexico (58%) and the Albuquerque metro area (39%).
MARKETING OUTREACH ADVERTISEMENTS EFFECTIVENESS

One of the overall goals of this research is to inform the marketing materials used to promote Census participation across the state with the information from the survey. In partnership with Media Desk, who designed the images tested, we were able to test several marketing images that utilize the themes tested in the survey through web surveys. The image tests targeted households with young children and Hispanic New Mexicans, two of the largest historically undercounted communities in the state.

Respondents viewed each image and chose the advertisement that they felt was most effective in persuading them to fill out the form, in the case of Hispanics, and include their children in their Census form, in the case of families with young children.

The first set of images, shown exclusively to parents and primary caregivers of young children, features children and utilizes the same messaging theme: “they can’t do it on their own”. Children rely on you to ensure they are counted.” As reflected in the figure below, the most positively viewed advertisement featured a mother who appears to be filling out the Census form on her computer with her young child.

Parents’ Preferences for Advertisements Tested Among Web Participants

This image was particularly popular among women and respondents who live south of Albuquerque but was a strong performer across all sub-groups. Respondents also viewed the advertisement featuring a child staring into a computer screen positively, with 39% of the sample indicating that they felt this was the most persuasive. Both images combine the goals of promoting inclusion of young children in the Census form with filling out the Census form on-line -- two important areas of needed outreach the survey data identifies.

We tested the second set of images among the Hispanic oversample, the largest sub-group in the state projected to be undercounted. Almost half of Hispanic New Mexicans preferred the advertisement featuring a Hispanic family (49%). This image was particularly popular among Latinas (60%) and respondents who live in the southern
region of the state (59%). The image featuring a young woman using her cellular phone to complete the Census was viewed as the most persuasive among 36% of the sample, with higher support among higher-income New Mexicans (46%), and Hispanic males (47%). Only 14% of the Hispanic sample viewed the image with a Hispanic male utilizing his computer to complete the Census as the most persuasive.

**Hispanic Preferences for Advertisements Tested Among Web Participants**

![Image of advertisements]

<table>
<thead>
<tr>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic Female with phone</td>
<td>49%</td>
</tr>
<tr>
<td>Hispanic Male with computer</td>
<td>36%</td>
</tr>
<tr>
<td>Hispanic Male with phone</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Methodology Statement:** Latino Decisions randomly interviewed 960 New Mexico residents on behalf of the Census Funders Group/NM Counts 2020 and NM Civic Engagement Table/Center for Civic Policy. The large sample size includes including oversamples of Hispanic New Mexicans, renters, and parents of young children, making it possible to identify significant differences across groups, and common trends that hold throughout the state. Surveys were completed using a blended approach that included online surveys, and live telephone interviews conducted via landlines and cell phones. The survey was available in English or Spanish and carries an overall +/- 3.7% margin of error, with larger margins for sub-samples. Upon completion, the data were weighted to match the U.S. Census ACS for New Mexico. The survey was conducted from July 10 – July 20, 2019.
Appendix A: Full Size Web Advertisements

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

They can’t do it on their own. Children rely on you to ensure they are counted.
Participation in the Census: Confidential. Quick. Convenient.