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Importance in Partaking in the 2010 Census;
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Shared***



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Hispanics as Likely as the General Population to Recognize the Importance in Partaking in the 2010 Census; 9 in 10 See Participation as a Duty

Hispanics More Likely to Trust their Personal Information Will Not Be Shared

New York, NY – As the Census Bureau prepares to send Census takers knocking on doors in communities across the country, a new Ipsos-Telemundo telephone poll shows that Hispanics share similar attitudes toward participating in the Census as the general population. At least nine in ten from both populations agree that it is important not only for their community that everyone takes part (92% of Hispanics, 94% of the general public), but also for everyone across the nation to be counted (94% of Hispanics, 93% of the general public).

Similarly, 95% of Hispanics and 94% of the general public agree that they their families intend to be counted in the 2010 Census, and many have likely done so already. Perhaps this intention to partake is driven by their sense of obligation, as 93% of both Hispanics and the general population feel that it is their duty to participate.

However, differences between these two groups do emerge when it comes to trusting that their personal information collected during the 2010 Census will not be shared with other government organizations. Three quarters of Hispanics polled (76%) are confident that their information will remain confidential compared with just two thirds of the general population (67%). This gap is even more pronounced when compared with Spanish-dominant Hispanics, who are even more likely to believe that their information will not be shared (83%).

Few Unaware of 2010 Census

Nearly nine in ten Hispanics (89%) have heard of the Census, including 70% who say that they know at least a little about it and 8% who volunteered that they had already received their Census forms. This level of familiarity is consistent with the March findings, when 74% said that they knew at least a little bit about the Census.

This most recent poll shows that 33% report knowing *a lot* about the Census, up three points from March (30%) and up 14 points since February (19%). However, 10% of Hispanics still report that they have never heard of the Census, much like in March when 9% said the same.

Compared to the general public, Hispanics' familiarity levels are a bit lower, as 76% of the public at large report that they know at least a little about the Census, including 35% who know *a lot* about it. Additionally, 11% noted that they had already received their Census questionnaire. Just 5% report that they have never heard of the Census, half that of the Hispanic population.

These are some of the findings of two parallel Ipsos polls. The findings among Hispanics are based on an Ipsos-Telemundo poll conducted from April 1 – May 3, 2010 with a nationally representative sample of 504 Hispanics aged 18 and older, interviewed by telephone via Ipsos' U.S. Hispanic Omnibus. With a sample of this size, the results are considered accurate within 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Hispanics in the U.S. been polled. The findings among the U.S. population at large are based on an Ipsos poll conducted April 12-17, 2010 with a nationally representative,



randomly selected sample of exactly 1,002 adults aged 18 and older across the United States interviewed via Ipsos' U.S. Express Telephone Omnibus. With a sample of that size, the results are considered accurate within 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. In both polls, respondents had the option to be interviewed in English or Spanish.

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