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From: Albert E. Fontenot, Jr. **(Signed June 12, 2019)**
Associate Director for Decennial Census Programs

Subject: Researching the Attitudes of Households Reporting Young Children – A Summary of Results from the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey

Contact: Gina Walejko
Decennial Statistical Studies Division
301-763-1643
gina.k.walejko@census.gov

This memorandum documents the release of a report analyzing response data from households reporting young children in the Census Bureau's 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) survey. The 2020 CBAMS provides an opportunity for the Census Bureau to determine if the attitudes, barriers, and motivators for households with young children differ in any important ways from those of households without young children. In this report, "young children" are defined as children age 5 and under.

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JUNE 10, 2019

Researching the Attitudes of Households Reporting Young Children – A Summary of Results from the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey

FINAL REPORT

Gina Walejko, Lydia Shia, Steven Scheid, and Deborah Griffin

United States Census Bureau

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EXECUTIVE SUMMARY

Demographic analysis estimated that the 2010 Census had a 4.6 percent net undercount of children under the age of 5 (Hogan et al. 2013). Young children had a higher net undercount than any other age group. The Census Bureau is looking at data from a variety of sources to better understand this coverage problem and reduce the undercount of young children in the 2020 Census. This report analyzes response data from the Census Bureau's 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) survey. The 2020 CBAMS provides an opportunity for the Census Bureau to determine if the attitudes, barriers, and motivators for households with young children differ in any important ways from those of households without young children. In this report, "young children" are defined as children age 5 and under.

There are several important limitations associated with this analysis. Response and nonresponse errors may distort some of the conclusions. The CBAMS survey had a response rate of about 39 percent, and it is possible that the barriers, attitudes, and motivators of nonresponding households differ from those of responding households. In addition, errors will exist if households with young children did not correctly report in the CBAMS survey as having young children. Finally, the report does not try to isolate the effect that young children in the household might have on attitudes, barriers, and motivators. Differences in the demographic, economic, and social characteristics of households with and without young children likely contribute to the differences summarized in this report. For additional discussion of limitations, refer to section 4.4 on page 7.

In general, the responses for people who have a young child in the household are very similar to those without a young child in the household. The report includes detailed information on both similarities and differences. We also highlight issues that we believe are likely to be important in informing an education and outreach campaign for households with young children.

The results based on all households with young children compared with all households without young children revealed the following:

- Only 60 percent of respondents with young children said they were extremely or very likely to respond to the 2020 Census compared with 68 percent of respondents without a young child in the household. The communications campaign needs to address the likelihood of lower self-response for respondents with young children to achieve success in reaching young children in these households.

- Most respondents (with and without young children) indicated that funding for public services was the most important reason to participate in the census. The specific public services identified by respondents with young children differed from those identified by respondents without a young child. Respondents with young children indicated that the most important services and programs were:
    - Day care for children.
    - Schools and the education system.
    - Job training programs.

  Given the connection between census counts and federal funding, making this connection could be a powerful way to motivate respondents with young children to complete the census. For details, see https://www2.census.gov/programs-surveys/decennial/2020/program-management/working-papers/Uses-of-Census-Bureau-Data-in-Federal-Funds-Distribution.pdf.

- Respondents with young children indicate they have very high internet access. (Only 2 percent say they never use the internet.) The very high use of smartphones to access the internet and a strong

preference for online reporting also set households with young children apart from those without young children. These trends are likely because of the younger ages of the respondents in households with young children. Having an internet response option in 2020 that will allow self-response by smartphone could help in gaining response from these households. Messaging should emphasize the ease of accessing and completing the census questionnaire online. Advertising through the internet is likely to successfully reach many of the respondents in households with young children.

It is worth noting, however, that the CBAMS survey found that internet use is lower for non-Hispanic Blacks, Hispanics, and low-income respondents with young children. This is important because Census Bureau research using demographic analysis methods estimates a higher net undercount for Black and Hispanic young children compared with non-Hispanic White young children (O'Hare 2014). Additional research using administrative records finds higher net undercoverage for racial and ethnic minority young children and young children living in low-income families (Fernandez et al. 2018).

- Households with young children are less familiar with the census and have lower levels of knowledge about the census and its uses. While all households share some misconceptions about the census, households with young children are, on average, younger and have less experience with a previous census. They may need clear education about what is true and what is not true about the census, its process, and its uses.

A more detailed look at the universe of households with young children highlighted the variation in responses by social, economic, and demographic characteristics. Survey responses varied greatly with respect to race and Hispanic origin, education, income, and language. For example,

- Looking at households with young children, respondents with the highest incomes and the highest levels of education differed markedly from those of respondents with lower incomes and less education. The highest levels of concern (about confidentiality, data sharing, and potential negative repercussions) and the lowest levels of trust in the federal government were found in households with young children with the lowest incomes and the least education. These lower income and lower educational attainment groups were also less likely to report an intention to respond to the census.

- The survey responses from non-Hispanic White respondents with young children in their household differed in many ways from those of respondents in households with young children of other race and Hispanic origin groups. Differences are seen in some barriers and motivators to response. For example, the enforcement of civil rights laws was far more important to non-Hispanic Black respondents compared with non-Hispanic White respondents. Hispanic respondents were more likely than non-Hispanic White respondents to rate each of the CBAMS-identified uses of census data as important.

- Within households with young children, respondents who spoke a language other than English at home and respondents who were not proficient at speaking English responded differently to many questions in the CBAMS survey than those only speaking English at home and speaking it very well. They were less likely to intend to respond to the census and more likely to identify barriers to their responses. They were more likely to prefer paper over online questionnaires. Non-English language materials (i.e. questionnaires and messaging) and language assistance are required for these populations.

Given these differences, the authors of this report urge that social, economic, and demographic characteristics be taken into account in any planning for messaging to households with young children.

1. INTRODUCTION

The Census Bureau acknowledges the long-standing undercount of young children in decennial censuses and in Census Bureau surveys. This undercount can bias survey estimates and impact the amount of government funding allocated for programs and services that benefit young children. In preparation for the 2020 Census, the Census Bureau is examining available data sources to help identify information that could be used to reduce the undercount of young children. Research using data from the 2010 Census Coverage Measurement Survey, Demographic Analysis, the 2010 Census Coverage Followup operation, and the American Community Survey has helped the Census Bureau to better understand the extent of this coverage problem in the 2010 Census and the characteristics of the households most at risk. Key findings from this research program are summarized in U.S. Census Bureau (2019a).

This report examines data collected in the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) survey and the CBAMS focus groups. The goal of this analysis was to supplement the two CBAMS final reports (U.S. Census Bureau 2019b and U.S. Census Bureau 2019c) by highlighting results relating to households with young children. This report and the CBAMS survey are not intended to shed light on the causes or extent of the undercount of young children. The purpose of this report is to provide a summary of the motivators, behaviors, attitudes, and barriers specific to the households where young children live and the respondents who provide data for these households. These results provide insights into the attitudes of households with young children that may be useful in planning outreach and messaging efforts for the 2020 Census. The report provides details on a wide spectrum of topics to address the interests noted by several external stakeholders.

2. BACKGROUND

2.1 2020 CBAMS Survey

The Census Bureau's Master Address File is the source of the national sample of 50,000 addresses selected for the 2020 CBAMS survey. The sample reflected oversampling for some population groups. Sample households received a mail invitation with a prepaid incentive. Respondents could complete the CBAMS survey by mail or online, and the survey questions were available in English and Spanish. For details of the sample design, selection, the survey implementation, and estimation and weighting methods, see U.S. Census Bureau (2019b). A total of 17,283 households responded to the survey, resulting in a weighted response rate of 39.4 percent.

The survey asked questions about the respondent's knowledge of the census, intended decennial census behaviors, and their attitudes about the census. The questions attempted to identify both barriers to enumeration in 2020 and motivators to respond. A detailed set of independent variables were collected during the survey including age, gender, marital status, sexual orientation, educational attainment, income, tenure, race and Hispanic origin, country of birth, English proficiency, presence of children in the household age 5 or younger, presence of children in the household age 6 to 17, and household size.

The major findings in the 2020 CBAMS final report (U.S. Census Bureau 2019b) included:

- About seven in ten householders said that they intended to complete the 2020 Census form.

- Most householders either preferred to complete their census form online or had no preference between an online or paper form.
- Many people were unfamiliar with the census, and there were many misconceptions noted about its purpose.

The survey identified potential barriers and motivators to census response and described how they varied by household characteristics.

2.2 2020 CBAMS Focus Groups

In addition to the 2020 CBAMS survey, the research team conducted 42 qualitative focus groups with participants from 11 audience categories. This included racial and ethnic minorities, non-English speakers, people with low-internet proficiency, young adults who recently moved, rural residents, and audiences at risk of low self-response. The native languages of the participants were used in each of these focus groups. The recruited audiences did not specifically include individuals who might have been at risk of undercounting young children, although the selection criteria gave participants in households with young children added selection weight. The Census Bureau produced a detailed report on the methodology used in these focus groups. Those methods and the focus group results are found in U.S. Census Bureau (2019c).

Of relevance to the study of the undercount of young children are a set of probes that involved the respondents' understandings of "household" and the concept of who lives and stays at their address.

3. RESEARCH QUESTIONS

This report answers the following research questions.

1. What proportion of respondents in households with young children expressed an intention to respond to the 2020 Census? Does this differ from respondents in households without young children?

2. How often do respondents in households with young children use the internet, and how do they access the internet? Does this differ by social, economic, or demographic characteristics? Do respondents in households with and without young children report different internet usage and access?

3. What preferences do respondents in households with young children have for the response modes (internet versus paper) offered by the Census Bureau to collect their data? Are these preferences similar to those expressed by respondents in households without young children? Are variations found in mode preference of households with young children by social, economic, or demographic characteristics?

4. How knowledgeable are respondents in households with young children about the census? Does this differ from respondents in households without young children? Do we see much variation in knowledge of the census across households with young children by social, economic, or demographic characteristics?

5. What concerns do respondents in households with young children have about completing the 2020 Census, and do these concerns differ from those reported in households without young children? Do we see differences in barriers to response across households with young children by their characteristics?

6. What differences exist in the perceived values of public services, and what messages are most effective with households with young children? Do these differ from households without young children? Are the possible motivators similar across households with young children by characteristics?

7. Are there important differences in civic engagement reported by respondents in households with and without young children?

8. Do any focus group findings provide insight into barriers, attitudes, or motivators of households with young children or reasons for undercoverage?

4. METHODOLOGY – 2020 CBAMS SURVEY

4.1 Sources of Data

The CBAMS Public Use Microdata Sample (PUMS) file produced from the 2020 CBAMS survey data is the primary data source for this report.[1] Many of the results are from tables released as appendices in the 2020 CBAMS survey final report (U.S. Census Bureau 2019b). Additional, more detailed, cross tabulations were produced by Census Bureau staff as a special tabulation of the CBAMS PUMS file.

4.2 Analysis

Many of the summaries included in this report compare 2020 CBAMS survey responses for two partitions of the CBAMS sample—households with and without young children. These two universes of responses distinguish between households that responded "yes" versus "no" to a question about the presence of children age 5 or younger in the household.[2] It is important to highlight that this definition of a household without young children includes households with no children and households with older children. The sample includes responses from 1,905 households with young children and 15,378 households without young children. About 13.3 percent of the weighted 2020 CBAMS sample households were households with young children. Sampling errors are presented in the tables in the form of standard errors for all survey estimates.

Based on specific stakeholder requests, Census Bureau staff produced an additional set of weighted cross tabulations from the 2020 CBAMS PUMS to allow for detailed analysis of households with young children. Sample size limitations could not support some very detailed cross tabulations. We produced distributions of responses to the 2020 CBAMS survey questions by the following characteristics:

- Gender of the respondent.
- Household income.
- Household size.
- Race and Hispanic origin of the respondent.
- Educational attainment of the respondent.
- If a language other than English is spoken in the household.
- English speaking proficiency of the respondent.

Note that some of these variables are for the household while most are for the respondent. For example, detailed tables with results by race and Hispanic origin refer to the race and Hispanic origin of the survey respondent, not necessarily of others living in the household. The same holds for gender, educational attainment, and English speaking proficiency.

The report includes two types of comparisons:

1) Differences between households with and without young children (e.g., do households with young children have a greater preference for online reporting than households without young children?).

[1] The 2020 CBAMS PUMS file was approved for public release on August 13, 2018 with approval number CBDRB-FY18-422.
[2] The 2020 CBAMS questionnaire asked about the presence of children age 5 or younger. This differs slightly from the usual definition of young children as children age 4 or younger.

2) For households with young children, differences between households and respondents based on their social, economic, and demographic characteristics (e.g., do Hispanic respondents in households with young children have greater concerns about confidentiality compared with non-Hispanic White respondents in households with young children?).

The Census Bureau produced estimates of sampling error and significance testing results. All comparisons were tested at the alpha = 0.10 level with a Bonferroni correction for multiple comparisons within each response. The charts in this report that include survey estimates by social, economic, and demographic characteristics include estimates of the 90 percent confidence intervals around those estimates. They are displayed as error bars. The appendix provides the sample sizes for each of these population groups. All of the differences discussed in the text were tested and determined to be statistically significant. We chose to highlight only those statistically significant differences of 2 percentage points or greater.

4.3 Definitions

As noted earlier, in the 2020 CBAMS survey, the household level question asked if children age 5 or younger currently lived in the household. It also asked about children age 6 to 17. In recent research, the Census Bureau has defined "young children" as children age 4 or younger. This is a minor difference but worth noting. For ease of discussion, we will refer to these as households with young children. Note that households without young children include households with no children and households with older children.

We collapsed detailed survey responses to define the following specific summary categories for this analysis. They are abbreviated in the charts and tables as shown in parentheses below. Race and Hispanic origin are two distinct characteristics. Hispanic is of any race or no race. All multiple race responses are shown in the small sample races (Other race) category. In addition to non-Hispanic White, non-Hispanic Black, and non-Hispanic Asian, there is a combined category of non-Hispanic small sample races that includes multiple race responses, responses of American Indian and Alaska Native, Native Hawaiian and Pacific Islander, and "some other race."

- Gender
  - Male
  - Female
- Household income
  - Less than $25,000 (< $25K)
  - $25,000 - $34,999 ($25K-$35K)
  - $35,000 - $49,999 ($35K - $50K)
  - $50,000 - $74,999 ($50K - $75K)
  - $75,000 or greater (> $75K)
- Educational attainment
  - No high school or some high school (< HS diploma)
  - High school graduate or equivalent, no college (HS graduate)
  - Some college but degree not received or in progress or associate degree (Some college)
  - Bachelor's degree or graduate degree (College degree)
- Race and Hispanic origin
  - Hispanic
  - Non-Hispanic White alone (NH White)
  - Non-Hispanic Black or African American alone (NH Black)
  - Non-Hispanic Asian alone (NH Asian)
  - Non-Hispanic small sample races and multiple races (NH other)

- Household size
    - 1-person household – only possible in households without young children
    - 2-person household (2)
    - 3-person, 4-person or 5-person household (3 to 5)
    - 6-person or larger household (6+)

- English speaking proficiency
    - Speaks English very well (English proficient)
    - Speaks English less than very well (not English proficient)
- Language spoken at home
    - Does not speak a language other than English at home (English only)
    - Speaks a language other than English at home (another language)

4.4 Limitations

These results summarize findings based on survey responses from households that reported having young children in their household. The results may differ from the households we are especially interested in, those that fail to report young children as part of their household. The distinction of households with and without young children in the CBAMS survey is based on self-response to a question about the presence of children age 5 or younger in the household. If households with young children erroneously respond "no" to this question they are included in the "households without young children" partition. These types of response errors can distort the conclusions drawn from the data.

Given the large number of statistical tests included in this analysis, some false positives and false negatives are likely. For this reason, we chose not to discuss differences of less than 2 percentage points, even when they were statistically significant.

This summary is based on survey results from a survey with a 39.4 percent weighted response rate. The results may not be generalizable to the full population if households that chose not to respond to the CBAMS survey have different behaviors, attitudes, and motivators from those that did respond. U.S. Census Bureau (2019b) also identifies broader limitations of the 2020 CBAMS survey results.

The presence of young children in a household is unlikely to be the only reason that an estimate reported here may differ between households with and without young children. Households with young children differ from households without young children in ways that might be the true drivers of differences. U.S. Census Bureau (2017) analyzed the 2010 Census characteristics of households and householders (usually the person completing the census form) with young children, comparing them to those with older children. This is not the same as comparisons to all households without young children, but it provides some background on the characteristics of householders in households with young children. Those results show that 29 percent of householders in households with young children (age 0 to 4) were between the ages of 18 and 29. The proportion of people age 18 to 29 in households with children age 5 to 9 was about 14 percent and the proportion in households with children age 10 to 17 was about 3 percent. Differences in the characteristics of households with and without young children such as these likely play a role in the differences described in this report.

5. RESULTS

The only differences that are discussed in this report are differences that were determined to be statistically significant. In addition, we do not discuss statistically significant differences of 2 percentage points or less.

5.1 Intent to Respond to the Census

What proportion of respondents in households with young children expressed an intention to respond to the 2020 Census? Does this differ from respondents in households without young children?

The survey question asked,

If the census were held today, how likely would you be to fill out the census form?

Responses were on a Likert-type scale ranging from *extremely likely* to *not at all likely*. In Table 1 we see that respondents in households with young children are less likely than respondents in households without young children to say that they intend to respond to the census. About 25 percent of respondents in households with young children indicated that they thought it was *extremely likely* that they would respond to the census, and about 60 percent indicated it was *extremely likely* or *very likely*. In contrast, about 31 percent of respondents in households without young children indicated it was *extremely likely* and about 68 percent indicated it was *extremely likely* or *very likely.*

This suggests that the 2020 Census may have a harder time gaining responses from households with young children, compared with all other households. U.S. Census Bureau (2019b) found that younger householders reported a lower likelihood of responding to the census compared with older householders. Letourneau (2012) found that in the 2010 Census, mail response rates were lower for younger adults (51 percent for householders age 18 to 24 and 66 percent for householders age 25 to 44) compared with those for older adults (80 percent for householders age 45 to 64 and 88 percent for householders age 65 and older).

Table 1. Intent to Respond to the Census

Intent to Respond – Percent of Total	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Extremely likely	29.7 (0.4)	30.5 (0.4)	24.5 (1.1)
Very likely	37.5 (0.4)	37.8 (0.5)	35.5 (1.2)
Somewhat likely	25.3 (0.4)	24.4 (0.4)	30.9 (1.3)
Not too likely	5.1 (0.2)	4.9 (0.2)	6.6 (0.7)
Not at all likely	2.4 (0.1)	2.4 (0.2)	2.4 (0.4)
Extremely or very likely	67.2 (0.4)	68.3 (0.5)	60.0 (1.3)
Somewhat likely	25.3 (0.4)	24.4 (0.4)	30.9 (1.3)
Not too or not at all	7.5 (0.3)	7.2 (0.3)	9.0 (0.8)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A2.
SE: Standard error

We chose to look more closely at responses to this question to identify the types of households with young children that are less likely to respond to the census. Respondents in households with young children with incomes in the four lowest income groups were less likely to indicate that they were *extremely or very likely* to respond to the census compared with respondents in households with young children and the highest incomes (51, 48, 55, and 59 percent compared with 70 percent). Respondents in the three lowest educational attainment groups were less likely to report that they were *extremely or very likely* to respond to the census when compared with respondents in households with young children who had college degrees (51, 53, and 54 percent compared with 73 percent).

The only statistically significant differences by race and Hispanic origin were between non-Hispanic White and non-Hispanic Asian respondents. At 46 percent, non-Hispanic Asian respondents in households with

young children were less likely than non-Hispanic White respondents in households with young children (62 percent) to report being *extremely or very likely* to respond. Respondents speaking another language at home and respondents who were not proficient in English were less likely to state that it was *extremely or very likely* they would respond to the census when compared with respondents speaking only English at home and respondents who were proficient in English (56 percent versus 62 percent, 50 percent versus 61 percent).

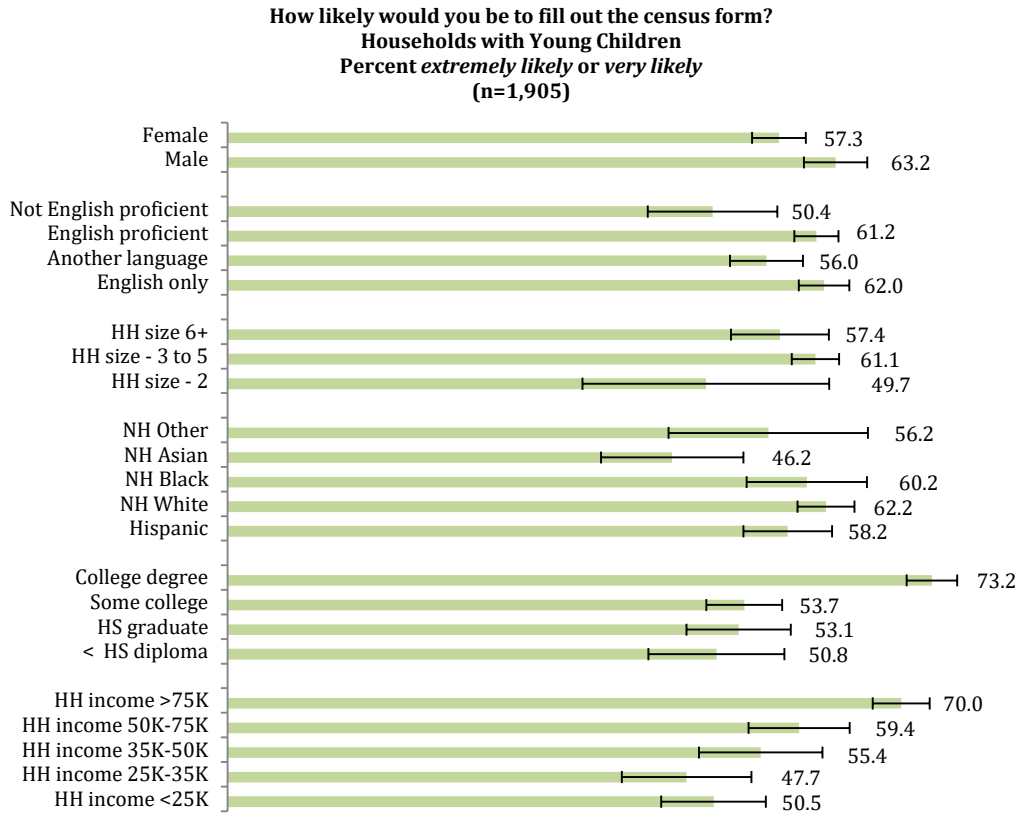

Figure 1. Most Likely to Respond - Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

5.2 Internet Access and Usage

How often do respondents in households with young children use the internet, and how do they access the internet? Does this differ by social, economic, or demographic characteristics? Do respondents in households with and without young children report different internet usage and access?

Tables 2 and 3 summarize information about how often respondents use the internet and how they access the internet. The first question asked,

About how often do you use the internet?

Response options included *almost constantly, several times a day, about once a day, several times a week, once a week, less than once a week,* and *never*. A greater proportion of respondents in households with young children reported that they use the internet *almost constantly* when compared with households without young children (40 percent versus 25 percent). A smaller proportion of respondents in households with

young children reported that they *never* use the internet (2 percent) compared with respondents in households without young children (11 percent).

Table 2. Internet Usage

Internet Use – Percent of Total	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
How often			
Almost constantly	27.0 (0.4)	25.1 (0.4)	39.8 (1.3)
Several times a day	41.6 (0.4)	41.5 (0.5)	42.9 (1.3)
About once a day	8.2 (0.2)	8.7 (0.3)	5.1 (0.6)
Several times a week	7.4 (0.2)	7.6 (0.2)	6.0 (0.7)
Once a week	2.6 (0.1)	2.7 (0.2)	2.3 (0.4)
Less than once a week	3.7 (0.2)	4.0 (0.2)	1.8 (0.4)
Never	9.5 (0.3)	10.6 (0.3)	2.2 (0.4)
Almost constantly or several times a day	68.7 (0.4)	66.5 (0.4)	82.7 (1.0)

Source: 2020 CBAMS Survey PUMS File – special tabulation
SE: Standard error

Figure 2 displays survey results about internet use by social, economic, and demographic characteristics for households with young children. Specifically, it summarizes the proportion of respondents reporting using the internet *almost constantly* or *several times a day*. Responses by characteristics ranged from about 56 percent to about 96 percent, which indicates that a majority of people across demographic, social, and economic characteristics use the internet quite frequently.

Respondents in households with young children with the highest incomes were more likely to report using the internet *almost constantly* or *several times a day* when compared to respondents with all lower income levels in households with young children (94 percent versus 85, 78, 69, and 68 percent). Only about 56 percent of respondents with less than a high school diploma in households with young children reported these high internet usage levels, a rate significantly lower than all higher education levels (71, 86, and 96 percent).

Non-Hispanic Asian respondents in households with young children were more likely than Hispanic, non-Hispanic White, and non-Hispanic Black respondents in young child households to report using the internet *almost constantly* or *several times a day* (94 percent versus 74, 87, and 73 percent). Non-Hispanic White respondents in young child households were also more likely to report high internet usage when compared with Hispanic and non-Hispanic Black respondents with young children (87 percent versus 74 and 73 percent). Respondents in households with young children who were not English proficient were less likely to report using the internet *almost constantly* or *several times a day* when compared with respondents who were English proficient (64 percent versus 85 percent). Also, respondents in households with young children speaking another language were less likely to report using the internet *almost constantly* or *several times a day* when compared with those speaking English only (77 percent versus 85 percent).

Respondents in households with young children living in a household with three to five people were more likely to report high internet usage compared with respondents in households with young children with two people or more than six people (86 percent versus 68 and 71 percent, respectively).

We can conclude that certain population groups (e.g., non-Hispanic Asians, persons with the highest educational attainments and highest incomes) had some of the greatest proportions of respondents reporting

very high usage of the internet. These results also show that Hispanic and non-Hispanic Black respondents, respondents with the lowest incomes and education levels, and respondents with potential language barriers in households with young children are less likely to have very high levels of internet usage.

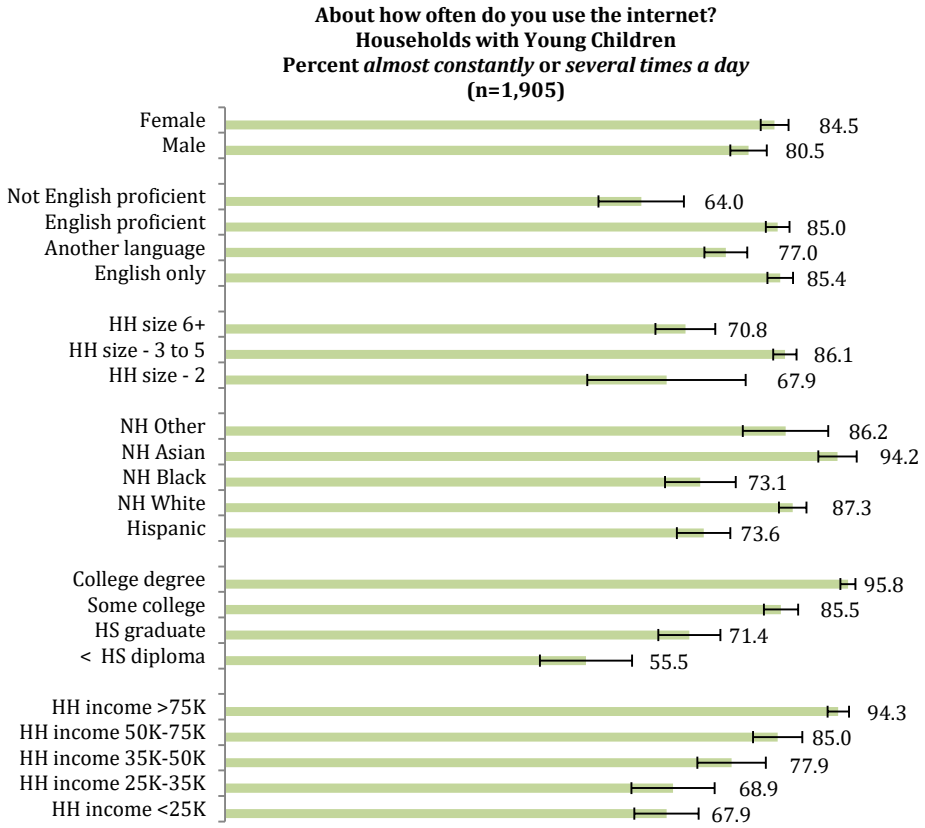

Figure 2. Internet Usage for Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

A second question asked,

Which devices do you often use to access the internet?

Response options were *desktop or laptop computer*, *smartphone (e.g., an iPhone, Android, Blackberry), tablet computer (e.g., an iPad, Samsung Galaxy Tab, Kindle Fire),* and *I don't use the internet*. As shown in Table 3, respondents in households with young children, compared with those without young children, were more likely to access the internet using a smartphone (86 percent versus 62 percent) or a tablet computer (32 percent versus 29 percent) and only use a smartphone for access (29 percent versus 17 percent). The use of multiple devices to access the internet was greatest for respondents in households with young children (57 percent versus 47 percent). Households with young children are less likely than households without young children to have no internet access (2 percent versus 11 percent) and to access the internet using a desktop or laptop computer (61 percent versus 65 percent).

Table 3. Internet Access

Internet Access – Percent of Total	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Desktop or laptop computer	64.6 (0.4)	65.1 (0.4)	61.3 (1.3)
Smartphone	65.3 (0.4)	62.1 (0.4)	86.2 (0.9)
Tablet computer	29.6 (0.4)	29.2 (0.4)	32.3 (1.2)
I don't use the internet	9.5 (0.3)	10.6 (0.3)	2.2 (0.4)
Desktop or laptop only	19.6 (0.3)	21.2 (0.4)	9.1 (0.7)
Smartphone only	18.5 (0.4)	16.9 (0.4)	29.2 (1.3)
Tablet only	4.3 (0.2)	4.6 (0.2)	1.9 (0.3)
Multiple devices	48.2 (0.4)	46.7 (0.5)	57.5 (1.3)
No internet access	9.5 (0.3)	10.6 (0.3)	2.2 (0.4)

Source: 2020 CBAMS Survey PUMS File – special tabulation
SE: Standard error

The 2020 Census will utilize the internet for self-response as well as information campaign efforts. The 2020 Census communications campaign will use digital advertising and other internet-based methods to reach households such as these. Understanding the ways that respondents access the internet can help inform messaging options. For example, if considerable efforts are made to advertise primarily through messaging on laptop and desktop computers, households relying exclusively on smartphones to access the internet may be missed. Conversely, if messaging is targeted at smartphones, those accessing the internet using only their smartphone will benefit. For this reason, we chose to compare the proportions of respondents indicating that they access the internet by *smartphone only*.

We find in Table 3 that overall, 29 percent of respondents in households with young children access the internet by *smartphone only*. Looking across social, economic, and demographic characteristics of the respondents in households with young children in Figure 3, we find that between 12 percent and 51 percent of respondents reported accessing the internet by *smartphones only.*

Respondents in households with young children with the highest incomes were less likely to report using *smartphones only* to access the internet when compared to all other households with young children (17 percent versus 26, 33, 44 and 47 percent). Similarly, respondents in households with young children and the highest educational attainment were also less likely to rely solely on a smartphone when compared with respondents with all other education levels (12 percent versus 28, 49 and 51 percent). This may be an indication that respondents with higher incomes and higher educational attainment have alternative access options available to use while those in lower income and education groups rely on their smartphone as their only means of accessing the internet. About 47 percent of respondents with young children in low-income households rely solely on smartphones to access the internet. The Census Bureau could use this information to help shape an outreach plan for this population group.

Respondents who were not English proficient and those speaking another language were more likely to report accessing the internet using a *smartphone only* compared with English proficient and English only respondents (49 and 37 percent versus 27 and 26 percent). In households with young children, female respondents were more likely than male respondents (32 percent versus 26 percent) and Hispanic respondents were more likely than non-Hispanic White, non-Hispanic Black, and non-Hispanic Asian respondents to report using *smartphones only* to access the internet (46 percent versus 22, 32, and 29 percent).

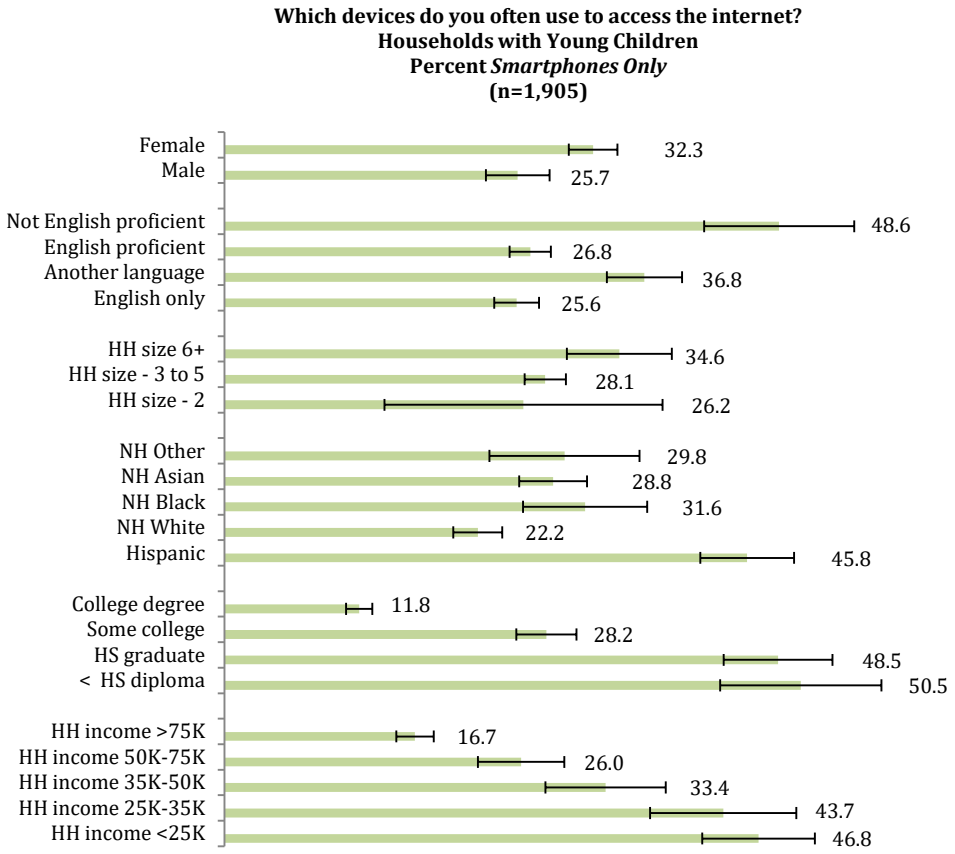

Figure 3. Access Preference for Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

5.3 Data Collection Mode Preferences

What preferences do respondents in households with young children have for the response modes (internet versus paper) offered by the Census Bureau to collect their data? Are these preferences similar to those expressed by respondents in households without young children? Are variations found in mode preference of households with young children by social, economic, or demographic characteristics?

The survey asked,

Which of the following comes closest to your view?

The three response options included: *I prefer to fill out paper forms instead of online forms, I prefer to fill out online forms instead of paper forms*, and *I have no preference between completing online or paper f*orms. Mode preferences differ markedly between households with and without young children. About 50 percent of all respondents in households with young children reported a preference to report online. This rate was about 38 percent for respondents in households without young children. This is very likely driven by the younger ages of respondents in households with young children when compared with the ages of respondents in households without young children. U.S. Census Bureau (2019b) found that older householders preferred to fill out a paper forms (56 percent of age 65 and older, 32 percent of age 45 to 64) compared with 14 percent for ages 18 to 34.

Table 4. Mode Preference

Mode Preference – Percent of Total	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Prefer paper over online	32.2 (0.4)	34.2 (0.4)	19.1 (1.0)
Prefer online over paper	39.7 (0.4)	38.1 (0.5)	50.3 (1.3)
No preference	28.1 (0.4)	27.7 (0.4)	30.6 (1.2)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A3.
SE: Standard error

Figure 4 provides additional detail about how mode preferences differ across households with young children. We note variation across characteristic groups with estimates of those preferring *online instead of paper* ranging from 32 percent to 69 percent. Male respondents in households with young children were more likely to prefer online reporting compared with female respondents in households with young children (56 percent and 45 percent, respectively). Respondents in households with the highest incomes (i.e., incomes greater than $75,000) that have young children were more likely to state a preference of online reporting when compared with respondents in young child households with all lower income groups (64 percent versus 50, 44, 41, and 32 percent). Similarly, respondents in households with young children with college degrees state a greater preference for online reporting when compared with respondents in the other three educational attainment levels (66 percent versus 49, 35, and 33 percent).

We observe differences by race and Hispanic origin with more non-Hispanic Asian respondents in households with young children preferring online reporting when compared with Hispanic, non-Hispanic White, and non-Hispanic Black respondents in households with young children (69 percent compared with 39, 55, and 44 percent). Respondents speaking another language in households with young children and those who were not English proficient were less likely to prefer reporting online compared with respondents speaking English only and those who are English proficient (45 and 42 percent versus 53 and 51 percent).

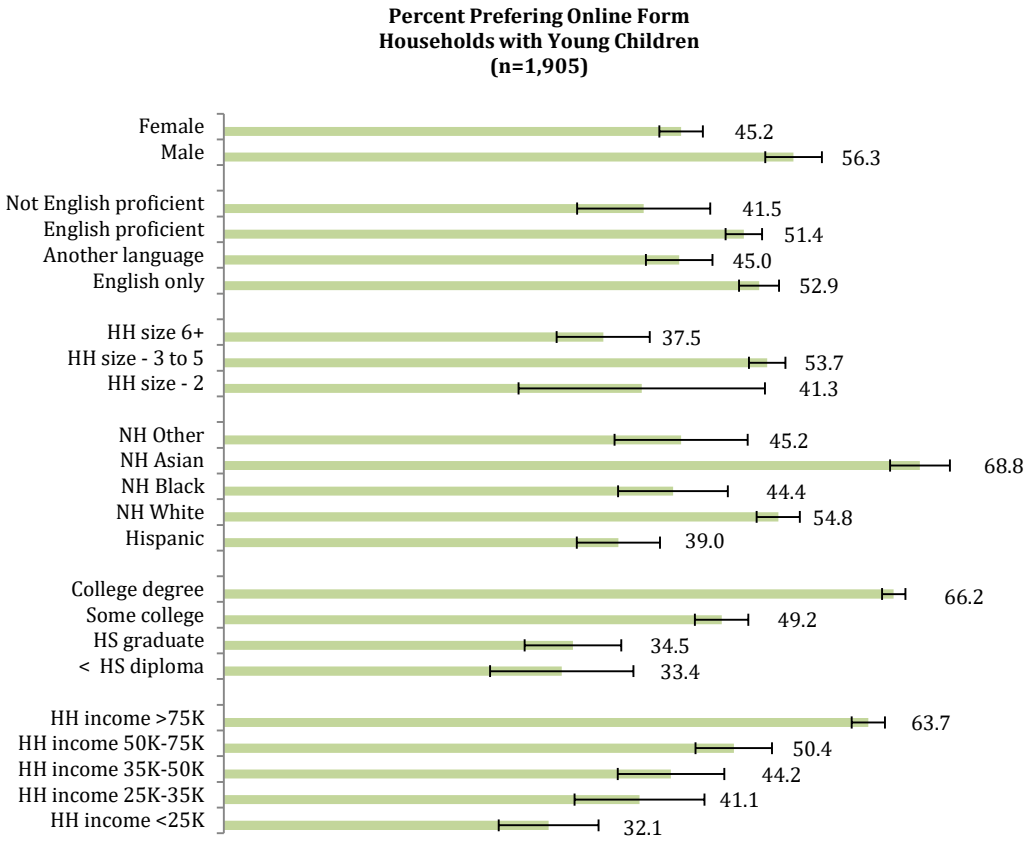

Figure 4. Mode Preference for Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

5.4 Knowledge

How knowledgeable are respondents in households with young children about the census? Does this differ from respondents in households without young children? Do we see much variation in knowledge of the census across households with young children by social, economic, or demographic characteristics?

There were several CBAMS survey questions that allowed us to gauge respondents' knowledge of the census. One question asked how familiar the respondent was with the census. Table 5 summarizes responses to the question,

How familiar are you with the U.S. census?

A Likert-type response scale ranged from *extremely familiar* to *not at all familiar*. Only about 28 percent of respondents in households with young children reported being *extremely familiar* or *very familiar* with the census. This is slightly lower than the respondents in households without young children (34 percent). A larger percentage of respondents in households with young children reported being *not too familiar* or *not at all familiar* with the census compared with those in households without young children (29 versus 20 percent). The younger ages of respondents in households with young children may explain this finding. Many of those young respondents may have never completed a census form. Older respondents may, on the other hand, have completed multiple census forms over the decades. This finding indicates that educating this population (and younger people in general) about the census may be important.

Table 5. Familiarity with the Census

How Familiar – Percent of Total	Total Households Estimate (SE)	Households Without Young Children Estimate (SE)	Households With Young Children Estimate (SE)
Extremely familiar	9.1 (0.2)	9.2 (0.3)	8.7 (0.7)
Very familiar	23.8 (0.4)	24.6 (0.4)	18.8 (1.0)
Somewhat familiar	45.6 (0.4)	46.0 (0.5)	43.1 (1.3)
Not too familiar	13.6 (0.3)	12.8 (0.3)	18.6 (1.1)
Not at all familiar	7.9 (0.3)	7.5 (0.3)	10.7 (0.9)
Extremely or very familiar	32.9 (0.4)	33.8 (0.4)	27.5 (1.1)
Somewhat familiar	45.6 (0.4)	46.0 (0.5)	43.1 (1.3)
Not too or not at all familiar	21.5 (0.4)	20.3 (0.4)	29.4 (1.2)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A5.
SE: Standard error

The 2020 CBAMS final report includes a summary measure of knowledge. A series of questions asked the respondent if statements about the census were true or false. This summary measure is based on the number of correct responses the respondent had to these 11 questions about the census. This included questions such as, "*The law requires you to answer the census questions,*" and "*The census is used to locate people living in the country without documentation*." Knowledge was considered high when the respondent answered eight or more of these questions correctly, medium if four to seven questions were answered correctly, and low if three or fewer questions were answered correctly.

Table 6 summarizes the results based on this knowledge metric. The results are fairly similar for these two groups. We see knowledge issues in households with and without young children. Fewer respondents in households with young children had high levels of knowledge about the census compared with those in households without young children. Only about 24 percent of households with young children received a high mark compared with about 30 percent of households without young children. As noted earlier, less experience and knowledge of the census is very likely because of the younger ages of the householders with young children. Again, this points to the need for educating households with young children (and younger households in general) about the census to dispel census misconceptions and clarify the importance of participating in the 2020 Census.

Table 6. Differences in Knowledge

Knowledge – Percent of Total	Total Households Estimate (SE)	Households Without Young Children Estimate (SE)	Households With Young Children Estimate (SE)
Unweighted sample	**17,283**	**15,378**	**1,905**
High Knowledge	29.5 (0.4)	30.4 (0.4)	23.5 (1.1)
Medium Knowledge	47.3 (0.4)	46.7 (0.5)	51.3 (1.3)
Low Knowledge	23.2 (0.4)	22.9 (0.4)	25.2 (1.2)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A7.
SE: Standard error

5.5 Barriers

What concerns do respondents in households with young children have about completing the 2020 Census, and do these concerns differ from those reported in households without young children? Do we see differences in barriers to response across households with young children by their characteristics?

The 2020 CBAMS survey posed several questions to identify potential concerns that households might have about the privacy and confidentiality of the 2020 Census. Figure 5 below summarizes responses for households with and without young children to the following questions.

- ***How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential?*** (Confidentiality)
- ***How concerned are you, if at all, that the Census Bureau will share answers to the 2020 Census with other government agencies?*** (Data Sharing)
- ***How concerned are you, if at all, that the answers you provide to the 2020 Census will be used against you?*** (Repercussions)

We see minor differences in these three concerns between households with and without young children. About 25 percent of respondents in households with young children reported being *extremely concerned* or *very concerned* about confidentiality compared with 28 percent of respondents in households without young children. With respect to data sharing and repercussions, the proportion of respondents reporting being *extremely concerned* or *very concerned* were similar. A majority of respondents reported being *not too* or *not at all* concerned about these three potential barriers with little variation across these two groups. Respondents in households with young children were slightly more likely (51 percent) to be *not too* or *not at all* concerned about confidentiality when compared with respondents in households without young children (47 percent).

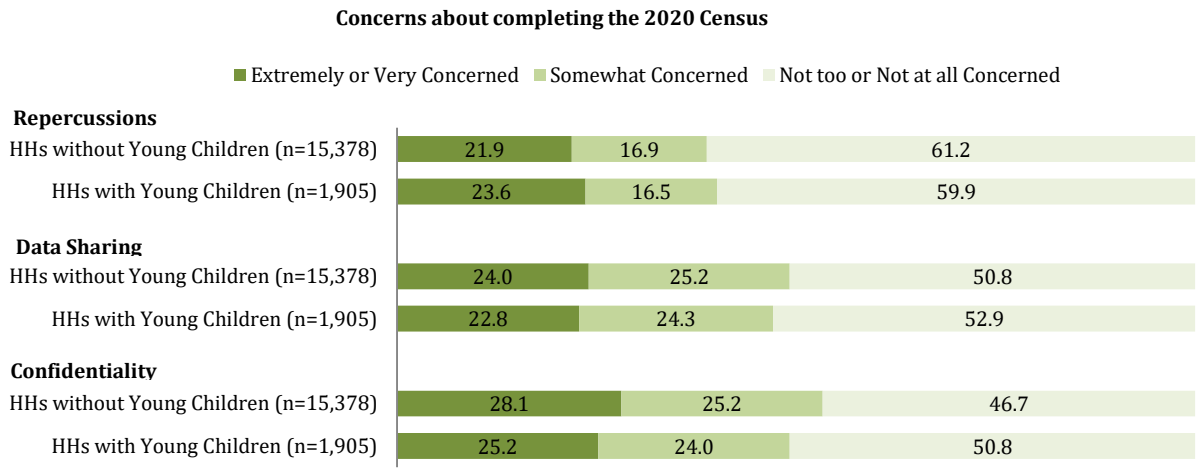

Figure 5. Potential Barriers for Households with and without Young Children
Source: 2020 CBAMS Survey Final Report – Appendix, Tables A8, A9, and A10.
HHs: Households

From Figure 5 we note that about 25 percent of all households with young children were *extremely concerned* or *very concerned* about the confidentiality of their responses to the 2020 Census. Figure 6 looks in greater detail at how this varies based on social, economic, and demographic characteristics. Estimates of the percent *extremely concerned* or *very concerned* about confidentiality range from about 17 percent to about 42 percent. There are no statistical differences by household size or gender. When we look at this potential barrier by income level we see that only about 18 percent of respondents in households with young children with incomes of $75,000 or more were *extremely concerned* or *very concerned* about the confidentiality of answers they provide to the census. This rate was significantly lower than the rates for households with young children with incomes below $50,000 (31, 30 and 35 percent). A greater proportion of respondents with less

than a high school diploma in households with young children were *extremely concerned* or *very concerned* about confidentiality when compared with respondents in households with young children with all other levels of educational attainment (41 percent compared with 29, 25 and 18 percent).

The results by race and Hispanic origin show fairly similar proportions of respondents in households with young children expressing concern about the confidentiality of their responses to the census with the exception of non-Hispanic White respondents. The rate for non-Hispanic White respondents in households with young children (17 percent) is lower than the rate for respondents in households with young children who are Hispanic (35 percent), non-Hispanic Black (36 percent), non-Hispanic Asian (35 percent), and non-Hispanic other (30 percent). A greater proportion of households speaking another language expressed this concern when compared with households that speak English only at home (36 percent versus 20 percent). Also, respondents who were not English proficient expressed greater concerns than those who were English proficient (42 percent versus 23 percent).

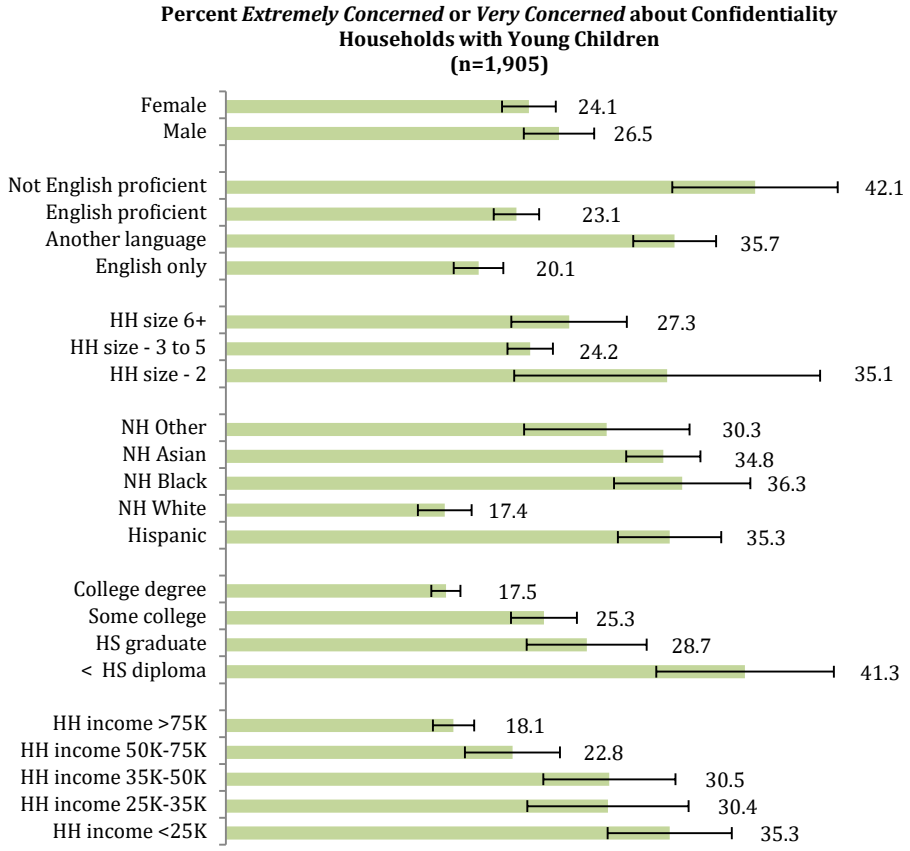

Figure 6. Confidentiality Concerns in Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

We analyzed the same characteristics for concerns that respondents in households with young children have about the Census Bureau sharing answers to the 2020 Census with other government agencies. Overall about 23 percent of households with young children reported that they were *extremely concerned* or *very concerned* about data sharing. We see variation across these characteristics with rates ranging from 15 percent to 41

percent. Households with young children with the lowest incomes had significantly higher reports of concerns about data sharing when compared with the two highest income groups (34 percent compared with 22 and 16 percent). A greater proportion of respondents with less than a high school diploma in households with young children reported these concerns when compared with respondents in all other educational attainment groups (41 percent compared with 28, 21, and 16 percent).

At about 15 percent, a significantly lower percent of non-Hispanic White respondents in households with young children reported concerns about data sharing when compared with respondents in households with young children who reported as Hispanic (34 percent), non-Hispanic Black (33 percent), non-Hispanic Asian (30 percent) and non-Hispanic other (31 percent). Respondents who speak another language and those who were not English proficient reported higher levels of concern about data sharing when compared to respondents who spoke only English and those who were English proficient (33 and 41 percent compared with 18 and 21 percent).

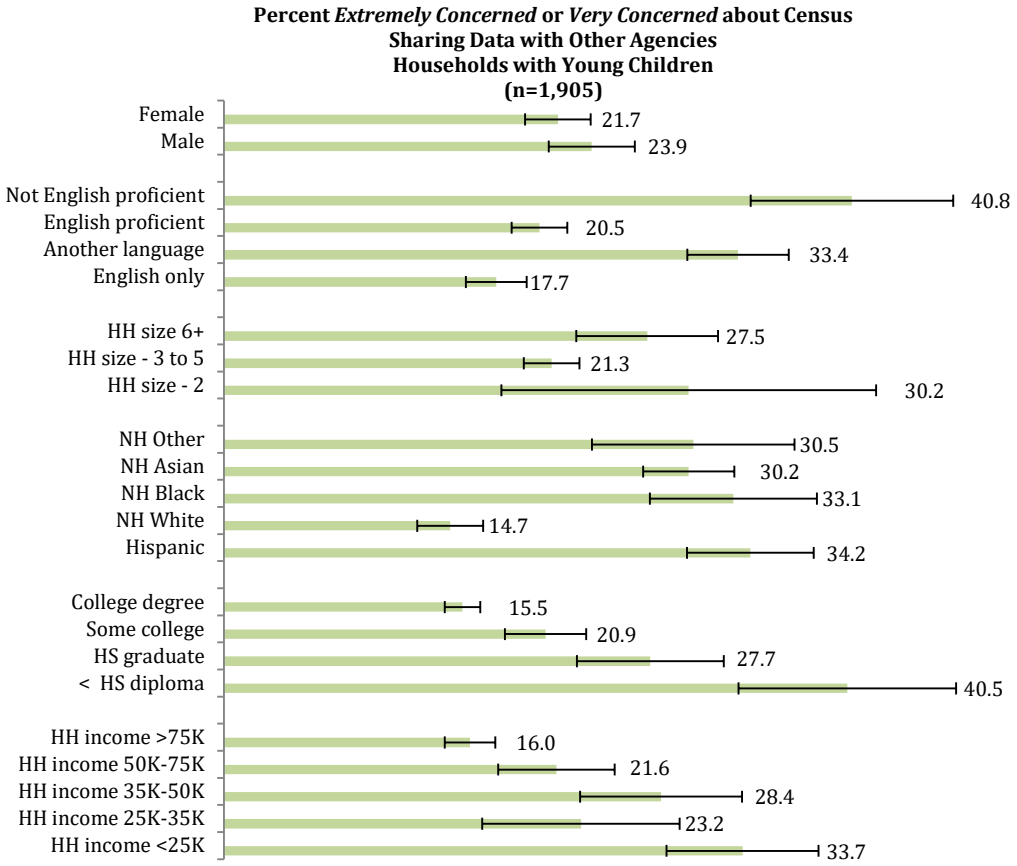

Figure 7. Data Sharing Concerns in Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

Figure 8 provides estimates for the questions about fear of repercussions (i.e., fear that answers they provide will be used against them) for households with young children by respondent characteristics. We do not find any differences by gender or household size. The respondents in households with the lowest incomes had significantly higher levels of concern compared with households in the highest income group (34 percent versus 16 percent). Respondents with the lowest levels of educational attainment had higher levels of concern compared with respondents with a college degree or higher (37, 27, and 26 percent versus 14 percent).

About 34 percent of respondents in households with young children who speak another language reported being *extremely concerned* or *very concerned* about possible repercussions from completing the 2020 Census. This differs from respondents in households speaking only English (19 percent). Similarly, about 42 percent of respondents in households with young children who are not English proficient reported being *extremely concerned* or *very concerned* about potential repercussions compared with about 21 percent for respondents who were English proficient. Levels of concern about repercussions are lower for non-Hispanic White respondents (15 percent) when compared to all other race and Hispanic origin groups (35 percent for Hispanic, 34 percent for non-Hispanic Black, 37 percent for non-Hispanic Asian, and 29 percent for non-Hispanic other).

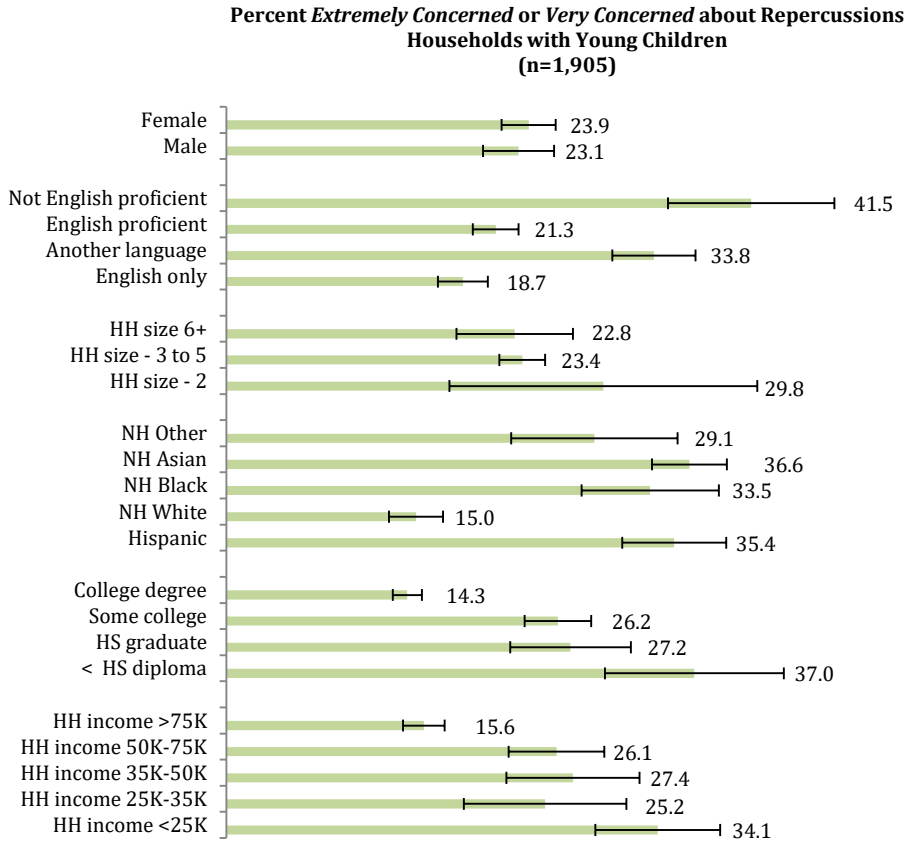

Figure 8. Repercussion Concerns in Households with Young Children by Characteristics
Source: 2020 CBAMS Survey PUMS File - special tabulation
HH: Household, NH: Non-Hispanic, HS: High school, <: Less than, >: Greater than
Error bars reflect margins of error

Figure 9 summarizes responses to three questions about distrust of government at federal, state and local levels. The questions read,

How much of the time do you think you can trust the federal (state, local) government to do what is right?

The response options were: *just about always, most of the time, some of the time*, and *none of the time*. We see minor differences in levels of trust of government at federal, state, and local levels from households with and without young children. A slightly higher proportion of respondents in households with young children (compared with those in households without young children) indicated that they trusted the federal government *just about always* or *most of the time* (43 percent versus 41 percent). This higher level of trust held for state (49 percent versus 45 percent) and local (57 percent versus 53 percent) governments. Between 9 and 10 percent of all respondents indicated that they trusted the federal government *none of the time.* This lowest level of trust was about 8 percent for state government and about 6 percent for local government.

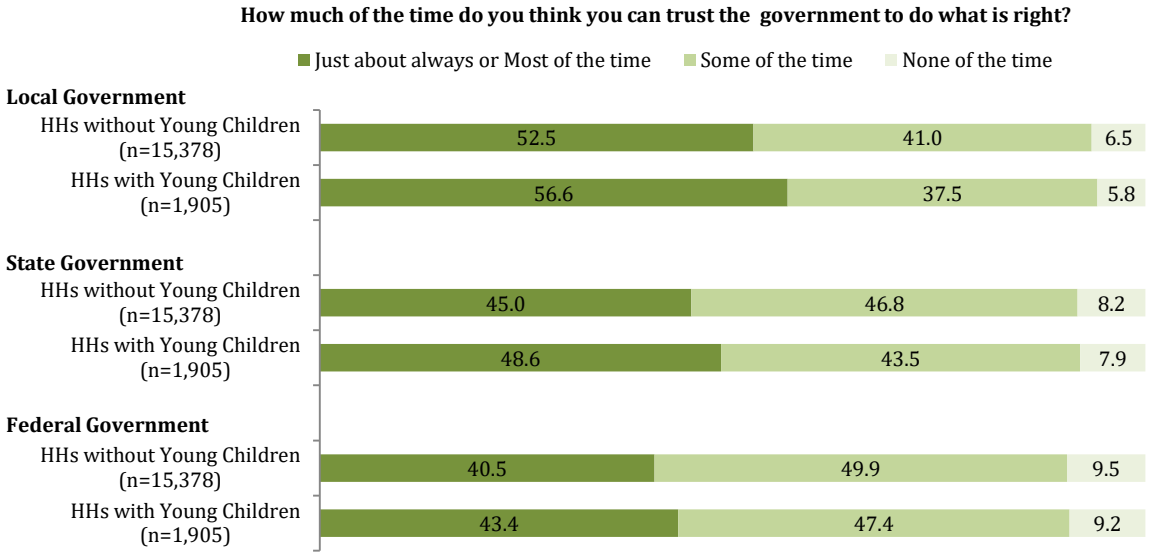

Figure 9. Distrust of Government for Households with and without Young Children
Source: 2020 CBAMS Survey Final Report – Appendix, Tables A11, A12, and A13.
HHs: Households

Two questions inquired about perceived potential benefit or harm to the respondent and to their community. The questions asked,

Do you believe that answering your 2020 Census form could benefit or harm YOUR COMMUNITY in any way?

Do you believe that answering your 2020 Census form could personally benefit or harm YOU in any way?

There are no statistical differences in perceptions of benefit and harm from completing the 2020 Census form for households with and without young children. A greater proportion of households with young children believed that answering the 2020 Census could benefit their community compared with benefitting them personally (53 percent versus 38 percent). This was also true for households without young children (54 percent versus 37 percent).

Table 7. Perceived Benefit or Harm

Perceived Potential Benefit or Harm – Percent of Total	Total Households Estimate (SE)	Households Without Young Children Estimate (SE)	Households With Young Children Estimate (SE)
To your community			
Benefit	54.1 (0.4)	54.3 (0.5)	52.7 (1.3)
Neither benefit nor harm	21.2 (0.4)	21.0 (0.4)	22.1 (1.1)
Both benefit and harm	23.8 (0.4)	23.7 (0.4)	24.1 (1.1)
Harm	0.9 (0.1)	0.9 (0.1)	1.1 (0.3)
To you			
Benefit	36.7 (0.4)	36.5 (0.4)	38.0 (1.3)
Neither benefit nor harm	44.1 (0.4)	44.3 (0.5)	43.2 (1.3)
Both benefit and harm	18.0 (0.3)	18.0 (0.4)	17.6 (1.0)
Harm	1.2 (0.1)	1.2 (0.1)	1.2 (0.3)

Source: 2020 CBAMS Survey Final Report – Appendix, Tables A15 and A16.
SE: Standard error

5.6 Motivation

What differences exist in the perceived values of public services, and what messages are most effective with households with young children? Do these differ from households without young children? Are the possible motivators similar across households with young children by characteristics?

The survey included numerous questions to try to determine potential motivations for responding to the 2020 Census. Table 8 summarizes responses to the question,
How much, if at all, do you think it matters if you personally are counted in the 2020 Census?
Scaled responses ranged from a *great deal* to *not at all*. Although respondents in households with young children have a significantly lower assessment of the value of responding to the 2020 Census when compared with those in households without young children (57 versus 60 percent reported it mattered *a great deal* or *a lot)*, this difference is small and may not be important. Most of the estimates in Table 8 are similar across these two groups.

Table 8. Does it matter?

How much does it matter – Percent of Total	Total Households Estimate (SE)	Households Without Young Children Estimate (SE)	Households With Young Children Estimate (SE)
A great deal	33.2 (0.4)	33.5 (0.4)	31.2 (1.2)
A lot	26.0 (0.4)	26.1 (0.4)	25.6 (1.1)
A moderate amount	23.3 (0.4)	23.2 (0.4)	24.1 (1.1)
A little	9.7 (0.3)	9.4 (0.3)	11.9 (0.9)
Not at all	7.8 (0.2)	7.8 (0.3)	7.2 (0.7)
A great deal or a lot	59.2 (0.4)	59.6 (0.5)	56.8 (1.3)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A14.
SE: Standard error

One forced-choice question requested that the respondent choose one reason, from a list of seven reasons, as most important for them, personally, to fill out the census form. Table 9 summarizes those results. The response option "determine funding for public services in community" was the highest motivator for households with young children. About 37 percent of the respondents in households with young children selected this as the most important reason. While it was also the highest motivator for households without young children, only about 29 percent of respondents in households without young children identified it as most important. "Contributing to a better future for community" was the top choice for about 20 percent of

respondents in households with young children. This was higher than the proportion of respondents in households without young children selecting this reason (16 percent).

Civic duty is less of a motivator for respondents in households with young children, compared with those in households without young children. About 18 percent of respondents in households with young children selected this as the most important reason while about 26 percent of those in households without young children chose "civic duty" as most important. Similarly, respondents in households without young children were more likely to select "determining the number of elected representatives" as the most important reason to complete the census form (10 percent compared with 6 percent for respondents in young child households).

A relatively small number of respondents in both households with and without young children identified cultural heritage (1 percent) and enforcement of civil rights (2 percent) as the most important reason to fill out the census form.

Table 9. Motivation to Respond

Motivators – Most Important Reason **Percent of Total**	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Civic Duty	25.2 (0.4)	26.3 (0.4)	18.1 (1.0)
Enforce civil rights	2.0 (0.1)	2.0 (0.1)	1.8 (0.4)
Cultural heritage	1.4 (0.1)	1.4 (0.1)	1.0 (0.3)
Determine funding for public services in community	29.9 (0.4)	28.8 (0.4)	37.4 (1.3)
Provide information for local government to plan in community	15.2 (0.3)	15.1 (0.3)	16.4 (1.0)
Contributes to better future for community	16.8 (0.3)	16.3 (0.4)	19.8 (1.1)
Determine number of elected representatives	9.5 (0.2)	10.1 (0.3)	5.6 (0.6)

Source: 2020 CBAMS Survey Final Report – Appendix, Table A17.
SE: Standard error

Table 10 summarizes the results of a series of questions asking about the importance of various programs and services. The five response options for each program or service were *extremely important, very important, somewhat important, not too important,* and *not at all important*. For Table 10 we produced estimates of the proportion of households with and without young children that reported each program or service as *extremely important* or *very important*.

It's not surprising to see a greater proportion of respondents in households with young children identifying "day care for children" and "schools and the education system" as *extremely important* or *very important* when compared with respondents in households without young children (74 and 95 percent versus 46 and 83 percent). Respondents identify similar high levels of importance in households with and without young children for "police departments" (92 and 91 percent), "fire departments" (95 and 94 percent), and "roads and highways" (92 and 92 percent). Respondents in households with young children were more likely than those in households without young children to identify "job training programs," "hospitals and health care," and "public transportation" as *extremely important* or *very important* (68 percent versus 60 percent, 97 percent versus 94 percent, and 60 percent versus 57 percent, respectively).

Table 10. Importance of Programs and Services

Motivators - Percent reporting ***extremely important* or *very important***	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Hospitals and health care	94.2 (0.2)	93.8 (0.2)	96.6 (0.5)
Police departments	91.5 (0.3)	91.4 (0.3)	92.3 (0.7)
Fire departments	93.9 (0.2)	93.7 (0.2)	94.7 (0.6)
Roads and highways	91.9 (0.2)	91.9 (0.3)	91.9 (0.7)
Day care for children	50.0 (0.4)	46.3 (0.5)	74.1 (1.2)
Schools and the education system	84.9 (0.3)	83.3 (0.3)	95.1 (0.6)
Public transportation	56.9 (0.4)	56.5 (0.5)	59.5 (1.3)
Job training programs	61.0 (0.4)	59.9 (0.5)	68.4 (1.2)

Source: 2020 CBAMS Survey Final Report – Appendix, Tables A19 – A26.
SE: Standard error

The results in Table 11 are based on the question,
The following are some ways in which the 2020 Census will be used. How important, if at all, is each of these uses to you personally?
The estimates identify the proportion of households with and without young children that found each of the listed reasons as *extremely important* or *very important* reasons for participating in the 2020 Census. Most of the differences are within a few percentage points.

A greater proportion of respondents in households with young children, compared with those in households without young children, identified "enforcement of civil rights," "showing pride in their cultural heritage," and "contributing to a better future for their community" as *extremely important* or *very important* (89 percent versus 85 percent, 61 percent versus 55 percent, 85 percent versus 81 percent, respectively). Respondents in households with young children were less likely than those in households without young children to report "congressional representation" as *extremely important* or *very important* (67 percent versus 73 percent).

Table 11. Importance to you personally

Motivators - Percent reporting ***extremely important* or *very important***	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Civil rights laws are enforced	85.6 (0.3)	85.1 (0.3)	88.6 (0.9)
Showing you are proud of your cultural heritage	56.0 (0.4)	55.3 (0.5)	60.8 (1.3)
Fulfilling your civic duty	81.6 (0.4)	81.8 (0.4)	80.4 (1.1)
Determining how many elected representatives your state has in Congress	72.1 (0.4)	73.0 (0.4)	66.5 (1.3)
Providing information for your local government to plan for changes in your community	75.6 (0.4)	75.4 (0.4)	76.7 (1.1)
Contributing to a better future for your community	81.4 (0.3)	80.8 (0.4)	85.2 (1.0)

Source: 2020 CBAMS Survey Final Report – Appendix, Tables A27-A32.
SE: Standard error

Figures 10, 11, and 12 summarize results from this question for households with young children by household income, educational attainment, and race and Hispanic origin. Each of these figures include assessments of the importance of the three political or legal motivators--enforcement of civil rights laws, fulfilling your civic duty (e.g., voting, jury duty, paying taxes), and determining congressional representation and assessments of the importance of pride in your cultural heritage, providing information for your local government to plan for changes to your community, and contributing to a better future for your community.

The figures show that, within the universe of households with young children, there are noteworthy differences in the importance of each of these potential motivators.

Figure 10 reveals that responses about motivators were fairly similar across income groups. We find a consistently high rating for the enforcement of civil rights laws across income groups (point estimates of the percent of respondents identifying this as *extremely important* or *very important* range from 87 to 91 percent). We also see consistently high ratings for the motivator, "contributing to a better future for your community" (ranging from 82 to 86 percent). Between 77 and 82 percent of respondents in households with young children across these income groupings reported "fulfilling your civic duty" as *extremely important* or *very important.* Of the three legal or political motivators, congressional representation had generally smaller proportions reporting it to be *extremely important* or *very important* (58 to 70 percent). "Showing pride in cultural heritage" also had generally lower levels of importance for each of these groups. This motivator was of lesser importance to respondents in households with the highest incomes (49 percent versus 63, 63, 68, and 78 percent)

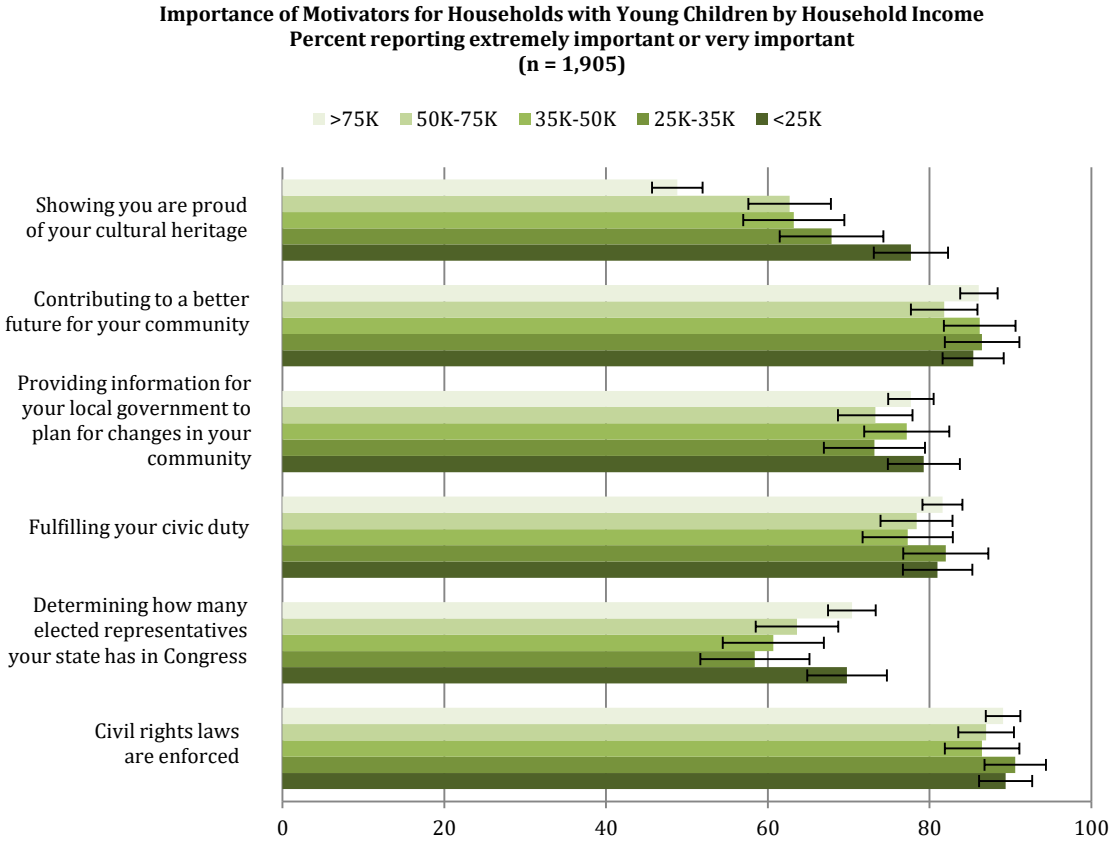

Figure 10. Potential Motivators in Households with Young Children by Household Income
Source: 2020 CBAMS Survey PUMS File - special tabulation
Error bars reflect margins of error

Figure 11 summarizes detailed results by educational attainment. We see consistently high ratings for the motivator, "contributing to a better future for your community" across all educational attainment groups with point estimates ranging from 81 to 87 percent. Similar high importance across groups is seen for the enforcement of civil rights laws and fulfilling your civic duty (86 to 90 percent and 80 to 81 percent, respectively report these two motivators to be *extremely* or *very important*.) Showing pride in cultural heritage was of lesser importance to respondents in households with the highest educational attainment (49 percent versus 64, 68, and 75 percent).

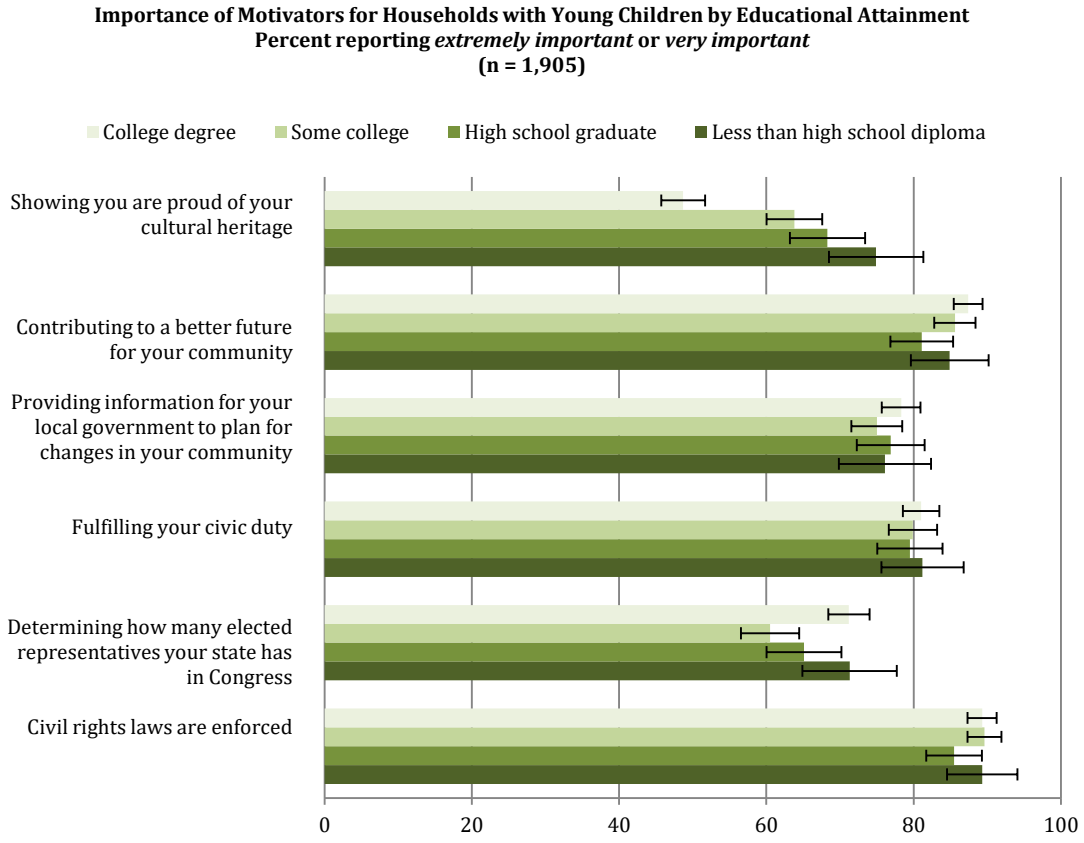

Figure 11. Potential Motivators in Households with Young Children by Educational Attainment
Source: 2020 CBAMS Survey PUMS File - special tabulation
Error bars reflect margins of error

Responses to the two questions about motivators related to community (i.e., "providing information for your local government to plan for changes to your community" and "contributing to a better future for your community") vary by race and Hispanic origin. A lower proportion of non-Hispanic White respondents identified these two reasons as *extremely important* or *very important* when compared with respondents who were Hispanic and non-Hispanic Black. A greater proportion of Hispanic respondents identified civic duty as *extremely important* or *very important* compared with non-Hispanic White respondents (86 versus 78 percent). Although still high at 86 percent, the percent of respondents giving high importance to the enforcement of civil rights laws was lower for non-Hispanic White respondents than Hispanic respondents (91 percent) and non-Hispanic Black respondents (97 percent). Determining congressional representation was, more important to respondents reporting as Hispanic (72 percent) and non-Hispanic Black (73 percent) than it was for non-Hispanic White respondents (63 percent). Showing you are proud of your cultural heritage was less important for respondents in households reporting as non-Hispanic White (47 percent) when compared with Hispanic respondents (80 percent), non-Hispanic Black respondents (85 percent), non-Hispanic Asian respondents (69 percent) and non-Hispanic other (64 percent).

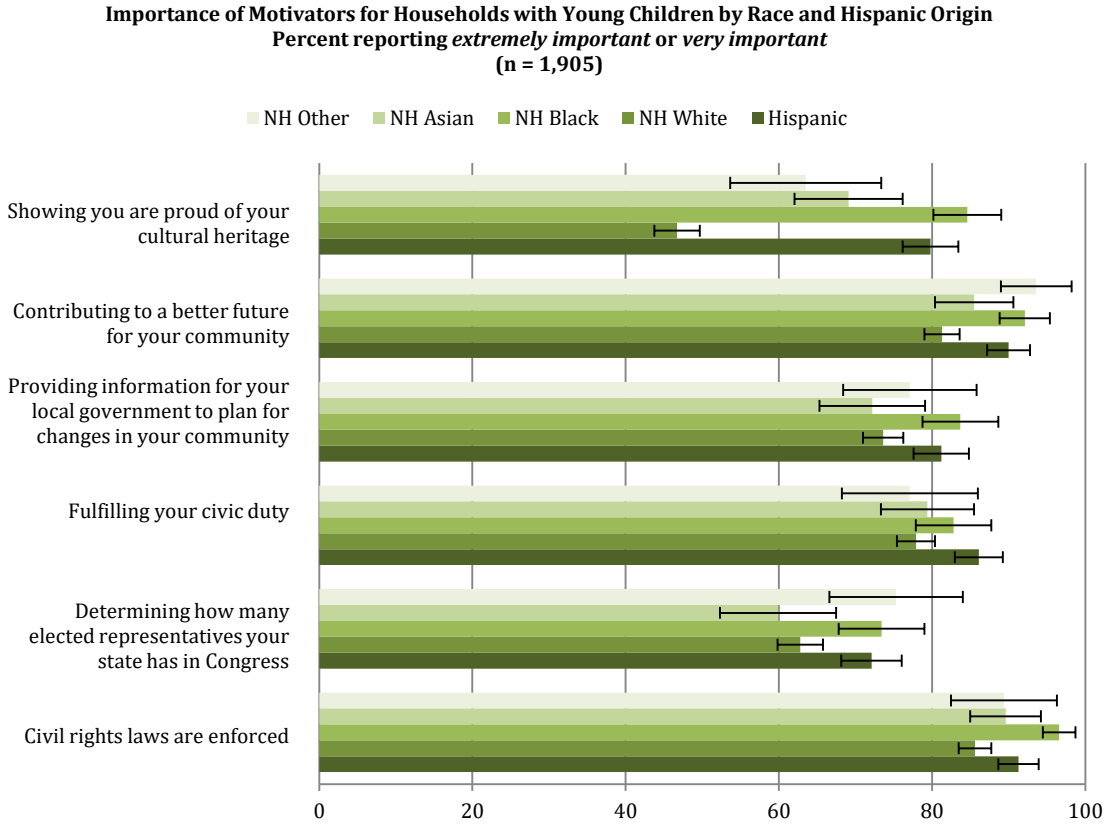

Figure 12. Potential Motivators in Households with Young Children by Race and Hispanic Origin
Source: 2020 CBAMS Survey PUMS File - special tabulation
NH: Non-Hispanic
Error bars reflect margins of error

5.7 Civic Engagement

Are there important differences in civic engagement reported by respondents in households with and without young children?

Participating in the decennial census is an example of civic engagement. Respondents with a history of past civic engagement (e.g., voting in an election) may be more likely than those without that history to participate in other civic engagements such as responding to the 2020 Census. Responses to the 2020 CBAMS question about participation in a series of activities, such as voting or volunteering, may represent another measure of likelihood to respond to the census. Table 12 summarizes responses to the question,

Which of the following have you done, if any?

The question included a series of examples of civic engagement activities (e.g., voted in an election, attended a neighborhood or community meeting). We observe several differences in civic engagement between respondents in households with and without young children, specifically for activities that have a political dimension. Only about 73 percent of respondents in households with young children indicated they had voted in an election. This is lower than the rate for respondents in households without young children (83 percent). Fewer respondents in households with young children, compared with those in households without young children had contacted a politician or civil servant (23 percent versus 33 percent), attended a neighborhood or community meeting (35 percent versus 42 percent), participated in an organized protest (12 percent versus 15 percent) and donated money or raised funds for a social or political activity (38 percent versus 40 percent). More respondents in households with young children, compared to those without young children, posted thoughts or comments online (29 percent versus 25 percent).

Table 12. Civic Engagement

Which of the following have you done, if any? **Percent of Total with positive response**	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
Voted in an election	81.7 (0.4)	83.0 (0.4)	72.6 (1.2)
Signed a petition	54.9 (0.4)	55.2 (0.5)	53.0 (1.3)
Posted your own thoughts or comments on political or social issues online	25.6 (0.4)	25.0 (0.4)	29.3 (1.2)
Volunteered at an organization	53.9 (0.4)	53.9 (0.5)	54.0 (1.3)
Worn a button, bracelet, or pin for an issue or cause	36.0 (0.4)	36.2 (0.4)	35.1 (1.2)
Contacted, or attempted to contact, a politician or civil servant to express your views	31.8 (0.4)	33.1 (0.4)	23.3 (1.1)
Attended a neighborhood or community meeting	41.3 (0.4)	42.2 (0.5)	34.9 (1.2)
Participated in an organized protest or rally of any kind	14.6 (0.3)	15.0 (0.3)	12.0 (0.8)
Donated money or raised funds for social or political activity	40.0 (0.4)	40.3 (0.5)	37.8 (1.3)
None of the above	8.3 (0.3)	8.0 (0.3)	10.8 (0.9)

Source: 2020 CBAMS Survey PUMS File – special tabulation.
SE: Standard error

We also created an index to study the involvement of respondents in civic activities based on the nine activities in Table 12 plus an additional question about voting in the 2016 election. We classified civic engagement as high if a respondent had a positive response to seven, eight, nine or all of these ten activities; medium if they marked four, five, or six; and low if they marked none, one, two, or three. Table 13 summarizes those results. Respondents in households with young children were less likely to have a high level of civic engagement when compared with respondents in households without young children (23 percent versus 27 percent). About 45 percent of respondents in young child households had a low index compared to 39 percent of respondents in households without young children. The lower proportion of respondents in households with young children with high levels of civic engagement compared with

respondents in households without young children (23 percent versus 27 percent) are similar to the results summarized in Table 1. In that table we found a lower proportion of respondents in households with young children expressed a strong intention (of being extremely or very likely) to respond to the census compared with respondents in households without young children (60 percent versus 68 percent).

Table 13. Differences in Civic Engagement

Civic Engagement – Percent of Total	**Total Households** Estimate (SE)	**Households Without Young Children** Estimate (SE)	**Households With Young Children** Estimate (SE)
High	26.6 (0.4)	27.2 (0.4)	22.9 (1.1)
Medium	34.1 (0.4)	34.3 (0.4)	32.6 (1.2)
Low	39.3 (0.4)	38.5 (0.5)	44.5 (1.3)

Source: 2020 CBAMS Survey PUMS File – special tabulation.
SE: Standard error

5.8 Focus Groups

Do any focus group findings provide insight into barriers, attitudes, or motivators of households with young children or reasons for undercoverage?

As noted earlier, the research team conducted 42 qualitative focus groups to supplement the CBAMS survey analysis. These focus groups were not designed to elicit information about households with young children but researchers in the Census Bureau's Center for Behavioral Science Methods re-analyzed the CBAMS focus group materials to determine if the data might shed any light on the barriers that might result in young children being excluded from the 2020 Census. One of the focus group probes specifically asked, ***Would you think to include young children and babies who live and stay with you at your address?*** Moderators discussed the topic of children in 38 of the 42 focus groups. Of these groups, 33 specifically touched on the topic of young children. From these discussions, the researchers found that all groups stated that respondents would include young children and babies in their 2020 Census reports. While the focus groups did address the topic of young children, the re-analysis of results did not yield anything helpful.

6. DISCUSSION

This report partitions the 2020 CBAMS survey data into two universes – households with and without young children. We compared the survey responses from all households with young children to those from all households without young children. The analysis identified some similarities and some differences with respect to internet use and access, mode preference, knowledge, attitudes, barriers, and potential motivators relating to the 2020 Census.

6.1 Intended Behavior, Civic Engagement, Knowledge, and Barriers

Respondents in households with young children were **less likely** than those in households without young children to report that they:

- Would likely complete a census form.
- Were extremely or very familiar with the census.
- Had participated in civic engagement activities such as voting in an election.
- Thought it matters for them to be counted in the 2020 Census.

Based on a series of questions about the census and its purposes, we found that respondents in households with young children also had fewer accurate responses, suggesting lower levels of knowledge about the census. This may also be driven by age. For many young respondents, the 2020 Census will be their first

decennial census and first exposure to outreach, partnerships, and promotions about the census. In combination with the above findings, this suggests the need to educate these households on the importance of participating in the 2020 Census. Respondents in households with young children will need encouragement to participate.

The results showed that households with and without young children shared similar concerns about completing the 2020 Census with respect to confidentiality, data sharing, and repercussions. They had consistent perceptions of the potential harm or benefit to them personally or to their communities by participating in the 2020 Census and similar levels of trust in the government. These results concerning attitudes about the census indicate that approaches are needed to address concerns about confidentiality, data sharing, repercussions, and trust in the government. Communication on these issues is needed for households with and without young children.

6.2 Internet Use and Access and Mode Preference

Respondents in households with young children were **more likely** than respondents in households without young children to:

- Use the internet almost constantly or several times a day.
- Access the internet by smartphone and access the internet by smartphone only.
- Use multiple devices to access the internet.
- Prefer online reporting instead of paper forms.

Respondents in households with young children were **less likely** than respondents in households without young children to:

- Have no internet access.
- Never use the internet.

These results reflect the preferences of younger respondents who are more likely to be the respondents in households with young children. U.S. Census Bureau (2018) summarizes data from the 2016 American Community Survey about computer and internet use in the United States. The report found age to be an important factor for understanding computer ownership and having a broadband internet subscription. Households headed by a person age 65 and over lagged behind households with younger householders on both of these indicators. The research found that 93 percent of households with householders age 15 to 34, had a smartphone. The rate was 49 percent for householders age 65 and older. Information on internet use can help to identify the best ways to reach respondents in households with young children and to understand the ways that they are most likely to access information about the 2020 Census or respond to the 2020 Census.

6.3 Potential Motivators

Respondents in households with young children were **more likely** than those in households without young children to report that:

- Day care for children, schools and the educational system, and job training programs were extremely or very important programs and services.
- The most important reason for responding to the 2020 Census was to determine funding for public services in their community.
- Civil rights enforcement, showing pride in their heritage, and contributing to a better future for their community were extremely or very important uses of census data.

In contrast, respondents in households with young children were **less likely** than those in households without young children to report that:

- The most important reason for responding to the 2020 Census was civic responsibility.
- That determining congressional representation was an extremely or very important use of census data.

Respondents in households with and without young children were just as likely to rate hospitals and health care, police and fire departments, and roads and highways as extremely or very important programs and services. These results reflect the fact that certain message frames--including those that highlight the importance of the census in providing day care and schools--may resonate more for households with young children.

6.4 Comparisons by Demographic, Social, and Economic Characteristics

An additional series of comparisons analyzed how responses from households with young children vary by the demographic, social, and economic characteristics of the respondent. This analysis is useful as it highlights the heterogeneity of responses within households with young children and indicates that many of the observations about households with young children may be driven by the social, economic, and demographic characteristics of those households. The most striking differences were found by income, education, language, and race and Hispanic origin. We found that respondents with the highest and lowest household incomes provided similar responses to those with the highest and lowest educational attainments.

6.4.1 Income

The behaviors, attitudes, and motivators for respondents in households with young children with incomes of $75,000 or more differed in many ways from respondents in households with young children with lower levels of income. A greater proportion of respondents with higher incomes reported almost constant internet usage, access by desktop or laptop computers, use of multiple devices, and a preference for online reporting compared with respondents of all other income levels. Respondents with the highest incomes were less likely to be concerned about confidentiality, data sharing, and repercussions from participating in the census. The survey results were fairly consistent across income groups with respect to motivators, however, respondents with the highest household incomes were less likely than respondents with all other income levels to report showing pride in your cultural heritage as extremely or very important.

6.4.2 Education

Responses from households with young children with the highest educational attainment level, a college degree or greater, were similar to the responses from the households with the highest incomes. Respondents with a college degree were more likely to report almost constant use of the internet; prefer online reporting; access the internet by multiple devices; and access the internet by smartphone, tablet, and desktop or laptop computer when compared with respondents with all other education levels. Respondents with less than a high school diploma or who were high school graduates only were more likely than those with higher levels of education to rely solely on a smartphone for internet access. Lower educational attainment equated to more concerns about confidentiality, data sharing, and repercussions. Few differences were noted in potential motivators although respondents with a college degree were less likely than other respondents to identify showing pride in your cultural heritage as extremely or very important.

6.4.3 Language

Respondents in households with young children who spoke a language other than English at home and respondents who were not proficient in English shared many of the same attitudes and barriers. They differed from those of respondents speaking only English and respondents who were proficient in English. Respondents with limited English proficiency and respondents speaking a language other than English at home were less likely to have high internet usage, access the internet by desktop or laptop computer and

smartphone, have multiple devices, and prefer online reporting compared with respondents speaking only English and respondents who were proficient in English. Respondents with limited English proficiency and respondents speaking a language other than English at home were more likely to rely solely on a smartphone for internet access. Respondents speaking another language and respondents with limited English proficiency were more likely to have strong concerns about confidentiality, data sharing, and potential repercussions.

6.4.4 Race and Hispanic Origin

In households with young children, we observed numerous differences in survey responses based on the race and Hispanic origin of the respondent. Non-Hispanic Black respondents in households with young children shared some of the same behaviors, attitudes, and motivators as Hispanic respondents.

Hispanic and non-Hispanic Black respondents were less likely than non-Hispanic White and non-Hispanic Asian respondents to report the highest usage of the internet. They were less likely than non-Hispanic White and non-Hispanic Asian respondents to access the internet by a desktop or laptop computer and to use multiple devices to access the internet. A greater proportion of Hispanic and non-Hispanic Black respondents (compared with non-Hispanic White and non-Hispanic Asian respondents) reported a preference of paper over online reporting and were more likely to access the internet by smartphone only. Non-Hispanic Black respondents, like Hispanic respondents, had higher levels of concern about confidentiality, data sharing, and repercussions compared with non-Hispanic White respondents. Hispanic respondents were more likely than non-Hispanic White respondents to rate each of the uses of census data as extremely important or very important. About 97 percent of non-Hispanic Black respondents in households with young children identified the enforcement of civil rights laws as an extremely or very important use of census data. Contributing to a better future was also identified as extremely or very important.

Non-Hispanic Asian households with young children had the highest proportion of respondents reporting very high usage of the internet and were more likely than all other race and Hispanic origin groups to prefer online reporting. They were more likely to access the internet through multiple devices. Compared with non-Hispanic White respondents, non-Hispanic Asian respondents reported greater concern about confidentiality, data sharing and repercussions from participating in the census.

7. CONCLUSIONS

Only about 60 percent of respondents in households with young children indicated a strong likelihood of responding to the census. This was lower than households without young children (68 percent). It is also concerning since these are responses from households that chose to participate in the CBAMS survey.

The behaviors, attitudes, barriers, and potential motivators of respondents in households with young children are similar to those of respondents in households without young children in many ways. Both groups identified concerns about data sharing, confidentiality, and possible repercussions from participating in the census with about 25 percent of all respondents reporting being extremely concerned or very concerned. Perceptions of benefit and harm were also similar with more than 50 percent of respondents in each group expecting the census to have a potential benefit on their community. Trust in government was also consistent across these two groups with about 9 percent of households with and without young children indicating that they did not trust the federal government at all. Assessments of whether or not the census mattered were also fairly similar with about 56 percent of respondents in households with young children reporting that it mattered a great deal or a lot compared to 60 percent for households without young children.

We found important differences between households with and without young children in their usage and access of the internet, their mode preferences, and their census knowledge. A greater proportion of

respondents in households with young children reported using the internet almost constantly (40 percent versus 25 percent) and only about 2 percent reported that they do not use the internet. A very high proportion reported accessing the internet by smartphone (86 percent) and accessing via multiple devices (58 percent). A strong preference was found for online reporting (50 percent compared with 38 percent). Potential motivators involving children (e.g., day care, schools, and education) and job training were valued by respondents in households with young children. Highlighting these services in 2020 Census messaging may resonate with households with young children.

A closer look at the 2020 CBAMS survey responses for households with young children by their social, economic, and demographic characteristics revealed that the barriers, attitudes, and motivators are far from homogeneous. We found differences within the universe of respondents in households with young children by these characteristics, especially income, education, language, and race and Hispanic origin. It is, therefore, very important to take these characteristics into account in the development of communication materials for 2020. The economic, social, and demographic characteristics of households with young children may be the true drivers of their survey responses.

This report finds opportunities for both common and unique messaging to reach households with young children. Education may help dispel misconceptions and address potential concerns that many households have about the census. Clear communication on the value of census participation and the potential gains to their communities might benefit households with and without young children. The greater use of the internet by respondents in households with young children may provide avenues of communication that can be exploited. The inclusion of an online self-response option in the 2020 Census could make reporting easier for households with young children.

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9. APPENDIX

Table 14. Sample Sizes

Population group – Unweighted Sample	Households with Young Children	Households without Young Children
Total	**1,905**	**15,378**
Gender		
Male	813	6,935
Female	1,092	8,443
English-speaking Ability		
English proficient	1,701	14,293
Not English proficient	204	1,085
Language Spoken at Home		
English only	1,233	12,517
Another language	672	2,861
Household Size		
HH size - 1	0	4,341
HH size – 2	56	6,512
HH size – 3 to 5	1,499	4,209
HH size – 6 or greater	350	316
Race and Hispanic Origin		
Hispanic	424	1,848
NH White	1,002	10,451
NH Black	225	1,620
NH Asian	172	851
NH Other	82	608
Educational Attainment		
Less than HS diploma	160	1,092
HS graduate	299	3,161
Some college	544	4,751
College degree	902	6,374
Household Income		
HH income < $25,000	295	3,130
HH income $25,000 - $34,999	188	1,813
HH income $35,000 - $49,999	219	2,025
HH income $50,000 - $74,999	316	2,617
HH income > $75,000	887	5,793

Source: 2020 CBAMS Survey PUMS File – special tabulation

NH: Non-Hispanic, HH: Household, HS: High school

Note: Some characteristic breakouts do not sum to the total due to rounding error.