



GUIDE TO THE 2020 CENSUS

“Our families count, and our voices matter!”



The purpose of the Census is to count every person in the country, regardless of where you live, how old you are or your citizenship or immigration status. The results will decide New Mexico’s share of billions of federal tax dollars for schools, hospitals, roads and more. Census data are also used to draw lines for state and federal legislative districts for the next 10 years, which impacts the political power of people and families.

“The Census is very important in my community because we all need to be counted in McKinley County. An accurate count is essential for funding of healthcare, education and economic development. We need our voices to be heard. This is for the state’s future and for the younger generation.”



LEROY TSO
Strong Families New Mexico leader from Tohlokia, New Mexico

WHAT WE COULD LOSE



If our families don’t get counted in the Census, New Mexico loses out on dollars to support our communities. More than 300 federal programs will use data from the 2020 Census to distribute funding. In New Mexico, \$7.8 billion dollars in resources are on the line.

- Every person who gets counted brings \$3,700+ to the state for programs like Medicaid, National School Lunch and Head Start, as well as funds for water systems in rural communities, student loans, highway construction, housing, and employment training.¹

- An undercount of just 1% in New Mexico means losing more than \$700 million over the next 10 years.²
- In New Mexico, an undercount of 1% in tribal communities alone could mean over \$67 million lost over 10 years.³
- An undercount of New Mexico’s young children in the last Census caused our state to lose over \$4 million dollars per year.⁴

The more accurate the Census count is in our communities, the more likely we are to get the resources we need and deserve.

1. Counting for Dollars 2020 Report. The George Washington University. https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_NM.pdf

2. Why is an accurate Census count important? NM Counts! 2020. <https://nmcounts2020.org/>

3. Ten-Year Revenue Loss from a 2020 Census Undercount. The University of New Mexico. https://gps-unm.shinyapps.io/Census_Undercount_Cost/

4. Making New Mexico Count in Census 2020. New Mexico Voices for Children. <https://www.nmvoices.org/archives/13215>

WHAT TO EXPECT

2020



In January, ads for the Census will start to air.



In March, you will receive an invitation in the mail to complete the 2020 Census through an online form. Most New Mexico households will also receive paper questionnaires.



From March through July, households will respond to the Census online and by mail. You can also respond via phone.



If you haven't responded, you will receive reminders in the mail.



If you haven't responded, someone supporting the Census Bureau to get an accurate count may come to your home between May and July to offer in-person help with filling out your Census form.



"Census participation is critical for Southern New Mexico because numbers get attention. Our community needs to come forward to be counted so that leaders from the south can advocate for the support that we need to improve our way of life."



JULIANA HERNANDEZ
Staff member of La Casa, Inc.
from Anthony, New Mexico

"I plan to participate in the 2020 census because it will help make sure our families and New Mexico communities get their fair share."

ALBUQUERQUE COMMUNITY MEMBER
New Mexico Asian Family Center

WHAT HAPPENS NEXT



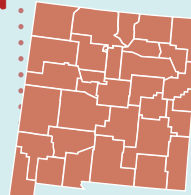
Data for each household are sent back to the U.S. Census Bureau. All Census data are protected by federal law and are confidential.

2020



New counts on population by state are delivered to the president on December 31, 2020. These counts are used to update the number of seats in Congress per state. Your personal responses to the Census are not shown in these counts, just the overall numbers.

2021



By March 2021, population data are sent to each state for use in redrawing state and federal legislative districts. In New Mexico, the state legislature draws new districts that can be accepted or vetoed by the Governor. Redistricting should keep communities together and ensure their political representation, but that is not possible without a count that accurately tells where people are.



In 2021, the Census Bureau begins releasing 2020 Census data online. These data tell a story about what our communities look like and what they need. Governments, businesses and other groups use these data to make decisions like where to build roads and businesses and how to prepare for emergencies.

By participating in the Census, we can help New Mexico get the **healthcare, housing, schools** and other **services that our families need to thrive.**

For more information on the Census visit **www.icountnm.gov**.

