



Making New Mexico Count in Census 2020



An inaccurate 2020 Census could negatively impact New Mexico's democratic representation, economy, and the health, education, and economic security of our kids and families.

Young children are uniquely at risk of being under-counted.



The Problem

There is a real possibility of New Mexico experiencing an inaccurate count or a population under-count during the 2020 Census – meaning our state could lose out on hundreds of millions in federal funds annually for the next 10 years and our democratic representation could be jeopardized.

Why Census 2020 is Different

- New Mexico is already harder to count than nearly any other state.
- The suggestion of a citizenship question could lower response rates.
- It's the first year that the Census will be conducted partially online.
- Census 2020 has been underfunded compared to past censuses.

Challenges for New Mexico's Census Count

The Biggest Challenges

- New Mexico has always been a hard-to-count state. Many residents live in hard-to-reach rural areas, speak languages other than English, move frequently, and worry about privacy or distrust the government.
- New Mexico is home to many populations that are often under-counted, including: Hispanics, Native Americans, immigrants, and people living in poverty, in rural areas, or without internet access.
- 53 percent of our Hispanic population lives in areas that are considered hard to count (meaning they have very low response rates).

Other Challenges

- Limited broadband infrastructure and major problems related to internet connectivity.
- Extremely high rates of poverty.
- High rates of Native Americans living on tribal lands, which presents unique geographic challenges, internet and phone connectivity issues, language barriers, differences in cultural norms, sovereignty issues, and historical basis for cultural mistrust.
- High rates of persons who are undocumented.
- Geographically large state, which presents practical transportation constraints of reaching many hard-to-count populations.

The Unique Challenge of Counting Young Children

- Young children are often missed in the decennial Census and the financial consequences are serious.
- 45 percent of young children in New Mexico live in areas that are considered hard to count.
- Young children are missed for different reasons than adults; we need to count young children differently than we count adults.

- Some respondents think the Census Bureau does not want children included in the Census.
- Nationally, of children not counted in the 2010 Census:
 - 16 percent lived in an address that wasn't included in the Census address file.
 - 16 percent were the only person missing in a housing unit that was "enumerated" (counted).

Family Structure and Complex Households

- Children are more likely to be missed when the person filling out the form isn't their biological or adopted parent.
- Two out of every three children not counted in 2010 lived in complex households. Complex households can be:
 - Multi-generation households
 - Households with extended families
 - Multi-family households

Distrust of Government

- Some respondents may not want to report their child to the government.
- 1.8 million U.S. children ages 0 to 4 (6.4 million children younger than 18) are living with at least one undocumented parent.
- Some young children are living with grandparents in housing that does not allow child residents.
- 15 percent of Latinos in a NALEO study said they would not include their young child or didn't know if they would.

The Consequences of the Young Child Under-count in the 2010 Census¹

Funding Lost to New Mexico in FY 2015:

- Amount lost per year for each child not counted: **\$1,121**
- Net under-count of young children in New Mexico in the 2010 Census: **4,159²**
- Census federal funds lost each year in five programs: **\$4,662,239³**

1. All calculations by Partnership for America's Children/Count All Kids

2. "States Ranked on Number Undercount Age 0 to 4 in 2010 Census," King, et al, 2018; <https://countallkids.org/wp-content/uploads/2018/10/Table3-2010Census-states-Undercount-ranks.pdf>

3. "Counting for Dollars 2020," George Washington University Institute of Public Policy, 2018; <https://bit.ly/2pJmgkr> (the five programs funded under the Federal Medicaid Assistance Percentage [FMAP]: Medicaid, CHIP, Foster Care, Adoption, and Child Care).

Note: These are conservative estimates of the impact of the young child net under-count, because: a significant number of children ages 5 to 9 were also missed in many states; and this includes only five of the more than 300 programs that use Census data to help allocate funds to states.

The High Cost of Inaction

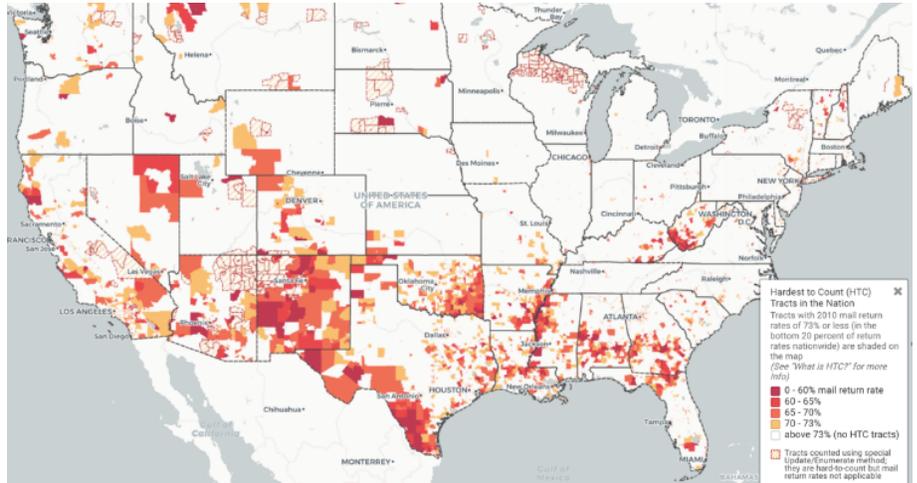
REALITY: New Mexico is the State Most Vulnerable to Under-count

Hard-to-Count (HTC) Populations¹

Certain population groups – referred to as “hard to count” – are at a higher risk of not being fully counted in Census 2020.

Some of these groups have been historically underrepresented in the Census for decades; some may experience new or increased vulnerability due to major changes in methodology, such as relying on the internet as the primary way for households to respond to the 2020 Census; and some may be reluctant to respond due to concerns about data confidentiality.

Being hard-to-count can lead to unequal political representation and unequal access to vital public and private resources for these groups and their communities.



NEW MEXICO HTC: Based on the latest Census estimates, approximately **43%** of NM's current population – **888,604** people – live in hard-to-count areas.²

AT STAKE - Billions of Federal Dollars

State Funding



Currently, New Mexico receives **\$7.8 BILLION** annually in federal assistance on a per capita basis. **\$4 BILLION PER YEAR** is used for Medicaid alone.

Essential Services



If people are missed on Census 2020 there will be cuts to: **Medicaid, CHIP, SNAP, housing, school lunches, early ed, transportation, etc.**³

Cost of Under-counting



$$= -\$3,000 \\ \times 10 \text{ years} \\ \hline -\$30,000$$

NM loses \$3,000 per year, per uncounted person. **A 1% under-count of New Mexicans could result in a \$600 million loss of funds over a 10-year period.**

BOTTOM LINE: In order to receive the appropriate federal funding for essential services over the next 10 years, **New Mexico must have an accurate Census count.**

1. "Will You Count? Latinos in the 2020 Census," Leadership Conference Education Fund, Georgetown Center on Poverty and Inequality, April 2018
 2. U.S. Census Bureau, American Community Survey, 2012-2016, Tables B03002, B02009-B02012
 3. "Counting for Dollars 2020 New Mexico," George Washington University Institute of Public Policy, 2018

The Risk of a New Mexico Under-count is Real

2000:



Net* NM Under-count
1.94%¹

2010:



NM response rate
49th place in U.S.²

Today:



NM internet access
Only 73%³

The U.S. Census Bureau's introduction of cost-cutting measures, new technology, and the reliance on the internet to count every resident in the nation **is problematic for New Mexico.**

Citizenship Data Collection

The Trump administration's proposal to collect citizenship data through administrative records and Census 2020 raised major concerns that it will negatively impact the response rate, particularly with Hispanic and immigrant populations. Though a citizenship question will not be included on the 2020 Census, there is still reason to believe the proposal to include it and general wariness on the part of immigrant communities of administration policies could negatively impact participation rates. A 2018 poll found that more than two-thirds – 68 percent – of Latinos said they think the Trump administration might share personal information collected by the Census.⁴

***INTERESTING FACT:** In 2010 the under-count in New Mexico was reduced to less than 0.3% due a collaborative effort between the state Department of Finance and Administration, Geospatial and Population Studies, Bureau of Business and Economic Research, the Earth Data Analysis Center, and local governments, all of which identified 130,000 housing units missing from the Census Bureau Master Address File.

RECOMMENDATION - The State of New Mexico Must Fill the Gap



\$8+ Million

GOOD RETURN ON INVESTMENT:

An **initial investment** of \$10 million to support Census efforts will help **ensure an accurate count in 2020**, saving the state **\$600 million in lost funding.**



Support a robust outreach effort to New Mexico community members through direct, in-person outreach in multiple languages.



Support the efforts of the state demographer to identify hard-to-count communities in New Mexico and develop a system to prioritize efforts to ensure all New Mexicans are counted.



Provide funds for grants to tribal governments, city and county governments, and nonprofit groups to support their own outreach efforts in their communities.



Provide funds for computers and navigators to assist community members in filling out the Census, improving access to computers in public spaces.



Provide outreach to those who are: experiencing homelessness, living in poverty, living in rural areas, without internet access, not fluent in English, immigrant families, and people of color.



Develop a strategic communications and engagement campaign to raise awareness about and promote participation in Census 2020 including: public forums, PSAs, etc.

1. "Effect of Census 2000 Undercount on Federal Funding to States and Selected Counties, 2002-2012," Price Waterhouse Coopers; http://govinfo.library.unt.edu/cmb/cmbp/reports/final_report/fin_sec5_effect.pdf
2. 2010 Census Coverage Measurement Results, US Census Bureau; <http://www.census.gov/dmd/www/pdf/ACETechAssess.pdf>
3. U.S. Census Bureau, 2013-2017 American Community Survey Five-year Estimates; <https://www.census.gov/content/dam/Census/library/publications/2018/acs/ACS-39.pdf>
4. NALEO/Latino Decisions Tracking Poll, Sept. 19–Oct. 1, 2018; www.latinodecisions.com/blog/2018/10/05/the-2020-census-risks-under-counting-the-latino-population/

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