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United States Census 2020
2020 Census: What You Need to Know and Do Now

NM Data Users

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U.S. Census Bureau-Dallas Denver Region
Census Overview

Why we do a census:

Video:
https://www.youtube.com/watch?v=7JXVY27hZUw

Article 1, Section 2 of the U.S. Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.
## APPORTIONMENT

### 2010 OFFICIAL RESULTS

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
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<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
Federal Funding for Our Community

$675 billion.

Census data determine how more than $675 billion are spent, supporting your state, county and community’s vital programs.
New Mexico receives Federal Funds for programs that impact every person living here.

According to this study, the per capita allocation is $2,972.

- When we undercount by even the smallest margin – we are at risk of missing out on the fair share of this distribution. Which often equals billions of dollars.

Confidentiality

Census Bureau reputation depends on keeping data confidential. We take it very seriously!

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or $250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.
Ways to Respond

2020 Census Offers More Choices
• Internet
• Phone
• Paper
• In-Person

Self Response Available Until July 24, 2020
Census Questionnaire

Start here or go online at [url removed] to complete your 2020 Census questionnaire.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines:

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave those people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people = 

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ‘X’ ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

For number removed
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs - NOW (Office positions, Field staff, apply NOW for all positions)
www.usajobs.gov – Partnership (one must apply to each position as they are posted within the time allotted)
Follow us on Social Media – spread the word

Hyperlinks here for you

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#) @uscensusbureau
- [Instagram](#)
- [#2020Census](#)
Response Outreach Area Mapper (ROAM)
census.gov/roam
2020 Census Complete Count Committees

NOVEMBER 05, 2019

This data visualization is best viewed on a laptop or desktop computer. For a mobile phone-friendly version, please click here.

*Select geography to zoom:
New Mexico

2020 Census Complete Count Committees

© 2019 Mapbox. © OpenStreetMap

Data as of: 11/09/2019

*Non-contiguous states, Alaska and Hawaii, are included in the drop-down options. Puerto Rico is also included.
“I don’t think the census has any impact on my life.”
This person isn’t sure what census does, how its data affects them, and why their participation matters.

“I don’t feel comfortable sharing my information.”
This person is concerned about data privacy or having their information used by other federal agencies.

“I have trouble completing census forms.”
This person may not be a native English speaker and find census forms confusing.

“I don’t have time to fill out the census.”
This person is very busy and assumes the census will be time-consuming and cumbersome.
How can YOU get involved?

Take a leadership position on the 2020 Census - help your community understand the importance and how their communities' future is impacted.

Take an active role in your Local Complete Count Program and make sure your community’s challenges are represented.

Support Census Recruiting Efforts for jobs.

Help us identify Trusted Voices: key leaders in education, health, philanthropy, corporations, faith based organizations and community based organizations.

Help Educate communities on self-response to include children.
Hard-To-Count Populations

- Hard to Locate: Participation hindered by language barriers, low literacy, lack of Internet access.
- Hard to Interview: Suspicious of the government, low levels of civic engagement.
- Hard to Contact: Housing units not in our frame and/or persons wanting to remain hidden.
- Hard to Persuade: Highly mobile, people experiencing homelessness, access barriers such as gated communities.

Hard To Persuade

- Suspicious of the Government.
- No civic engagement.
- Low levels of education.
WHO WILL BE COUNTED AND WHERE?

Homeowners, Renters and Household Members with One Residence

They will be counted at their regular home.

Temporary Residents, Vacationers, Multi-Home Owners and “Snowbirds”

Respond where they live, not where they vacation.
If you split your time between mom and dad, you count wherever you are on April 1, 2020.
WHO WILL BE COUNTED AND WHERE?

Non-Citizens
If they are living in the U.S.,
they will be counted at their
usual residence. Tourists, business
travelers or other temporary visitors
will not be counted.

Residents of Group Facilities
They will be counted at the
facility in which they are housed
or living on Census Day. For example, a
resident of a nursing home will be counted
at the facility where he or she lives.
WHO WILL BE COUNTED AND WHERE?

Non-Citizens
If they live in the U.S. they count. Everyone counts in the Census.

Residents of Group Facilities
They will be counted at the homeless shelter, soup kitchen, nursing home, prison, college dorms, etc.
WHO WILL BE COUNTED AND WHERE?

Persons in Shelters and Those Experiencing Homelessness

They will be counted where they live and sleep most of the time.

If they sleep outdoors, they will be counted outdoors by the Census Bureau.