

The Future Counts Now: Native American Outreach for the 2020 Census in New Mexico

A 1% Undercount of Native Americans in NM Will Have Significant Financial Implications Statewide

Every New Mexican **NOT** counted in the Census will result in approximately **\$2,972** in **LOST** federal funding **EVERY YEAR** for the **NEXT 10 YEARS.**

In Tribal communities, this could mean **HUGE** financial **losses** in **federal funding** for key programs like: Medicaid, Indian Housing Block Grants, Urban Indian Health Services, SNAP, Head Start, etc.

Impact of a 1% Undercount in New Mexico Tribal Communities

For New Mexico's **19 PUEBLOS**, a total 1% undercount equals **721 people** resulting in an **Annual Financial Impact** of **OVER \$2.14 MILLION** and **NEARLY \$21.5 MILLION OVER THE NEXT TEN YEARS.** A **loss of almost \$11,300 per Pueblo per YEAR.**

A **1% undercount for the Navajo Nation of 668 people** would result in an **Annual Financial Impact over \$1.98 million** and have a **10 Year Impact UPWARDS of \$19.85 million.**

For **Jicarilla and Mescalero**, a mere undercount of **69 people** would have an **Annual Financial Impact close to \$206K** equaling **OVER \$2 Million across 10 years.**

Deep Lack of Trust in Federal Government Could Lead to Undercount

According to the National Congress of American Indians (NCAI), **the lack of trust** from Native Americans in **ANYTHING** related to the **FEDERAL GOVERNMENT** is **one of the biggest barriers** for participation in the 2020 Census.



In Partnership with the **NM Indian Affairs Department**

Sources: Latino Decisions New Mexico Census Outreach Survey (July, 2019), [NCAI Every Vote Counts: Fast Facts](#), [New Mexico Census Outreach Survey](#), The George Washington University Institute of Public Policy

Local Statewide Survey Provides Insight to Bolster Outreach & Participation

The percentage of Native Americans who say that they **“definitely will”** provide household information to the 2020 Census is **10% LOWER** than the **75% NM statewide average.** When **informed about the importance** of the Census, **Native American participation jumps to 91%.**



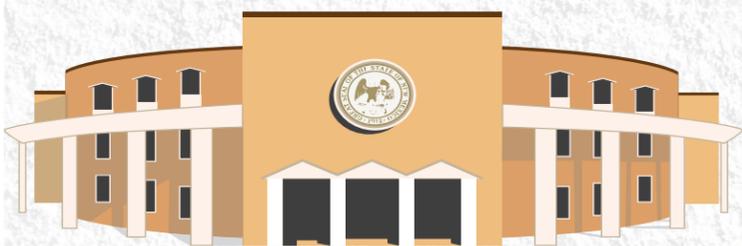
67% of those surveyed **believed** that the Census **is not important, not interested, or are too busy** to fill out. This was a similar finding by NCAI.

Only 65% know that the **2020 Census can be filled out online.** With fewer federal resources for in-person outreach, this **could** have serious implications for tribes.



Providing Information about the 2020 Census is Key

When informed about the importance of the Census, survey results found that:



83% of Native Americans believe that **“Participating in the Census is an important way to stand up for our families and communities in NM.”**

83% also believes that it is **important for EVERYONE** in NM to participate in the Census to ensure we get our **fair share of representation** across all levels of government.

82% agree that **participating in the 2020 Census** is **important for OUR CHILDREN and EDUCATION.** In the 2010 Census, NM **LOST an estimated \$32 Million due to the undercount of children between the ages of 0-4.** Proper counting ensures more funding for New Mexico schools.



The future counts **now.** Speak for those **before us** and **those to come.**
Participate in the 2020 Census.