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 $1,972 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.

For Jicarilla and Mescalero, a mere undercount of 69 people would result in 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.

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.