Beginning in March and through the end of April, people living in our state will be asked to participate in the 2020 Census.

Why is this important? Nevada could receive more than $67 billion over the next ten years in federal funding based on data collected from the Census: approximately $2,000 per person counted, each year, for ten years. The more Nevadans who complete the Census, the more federal funding is available for programs that:

- Maintain local public education
- Support affordable housing
- Maintain and repair our roads
- Support local businesses
- Support local hospitals and other important health care facilities

To ensure we get our fair share, we must “prove” our population, so it’s critical that every person is counted.

Nevada is one of the few states that is at risk of an undercount, which essentially means that fewer than the actual number of people living in each state is accurately recorded. The risk is even greater in the Black and African American community, which has historically been undercounted in the Census. In particular, men and children, specifically children under the age of 5. There is too much at stake for this trend to continue.

For example, in addition to the programs mentioned above, Head Start, Children’s Health Insurance Program (CHIP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), child-care assistance services, and free and reduced school lunches are dependent on funding from Census data. An undercount will threaten the stability of these programs, we must do our part by filling out our Census forms.

Census data is used to determine which neighborhoods these dollars are directed to. This can be achieved by simply filling out our Census forms. In addition, business owners use this data to help them decide where to relocate or expand, which will create more jobs for community members. These are needed to maintain healthy, safe, and economically successful neighborhoods for us and for future generations.

Undercounting can also lead to unequal representation. Results from the 2020 Census will be used to draw boundaries for districts in both the House of Representatives in Washington, D.C. and in the State Legislature in Carson City. A fair and accurate Census is important to ensure that Black and African Americans have equitable representation, that our voices will be heard on issues that matter to us.
Understandably, privacy and protection of personal information is a concern. The 2020 Census is confidential and will not collect personal information such as credit card and bank account numbers, political preferences, Social Security Number, or ask for money. It will not include a citizenship question. What it will ask for is basic information about everyone who lives in your home – whether it be parents, grandparents, siblings, aunts, uncles, and children. Census Bureau employees are required by federal law to protect your personal information and are not allowed to disclose or publish any Census information that identifies an individual to anyone.

Filling out the 2020 Census is fast and easy. It takes only about ten minutes to complete, and you can participate via phone, online, or mail in a paper questionnaire. Your local library will have computers available to fill out the Census forms online.

We matter. We count. To learn more about the 2020 Census process and how to ensure we are all counted, please visit www.census.nv.gov.