



Complete your 2020 Census today!

What's the census?

The census is a decennial count of every person living in the United States. It determines critical things like redistricting, how many congressional seats each state gets, and the amount of federal funding that each state receives. New Mexico receives over \$7 billion *every year based on 2010 Census data*.

This money supports our communities schools, roads, health care, and helps businesses expand and generate revenue.

In fact, because of 2010 Census data New Mexico gets about **\$14 million** in small business loans over **\$8 million** for career and technical education each year..

This year we have a chance to increase that. The 2020 Census is expected to bring over **\$115 million** in small business development over the next 10 years.

We need your help.

The census has direct impacts on the film industry. It provides a comprehensive and unique profile about the population which organizations use to hire, expand and establish new projects.

So when you count your household on your census form, you ensure that New Mexico receives the funding that we need and deserve to support the creative economy, our social well-being, and overall health.

The census questionnaire is just 10 simple questions that are easy for everyone to answer. Your response is confidential, protected by law, and will not be shared with any other government agency.

Count everyone in your household today and shape the future of New Mexico for the next 10 years!

You can complete the form in three ways:

- Online at [2020Census.gov](https://2020census.gov)
- By phone (844) 330-2020
- Or mail it back in.

Will you help us make sure New Mexico's creative economy is heard?