



IOWANS RELY UPON ACCURATE CENSUS DATA

A NALEO CAMPAIGN

ACCURATE CENSUS DATA ARE KEY for federal funding allocations to state and localities. Federal resources are divided up between jurisdictions according to what Census data tell us about various communities' demographic characteristics, needs, and assets. In order for Iowa to receive its fair share, the Census Bureau must master the difficult task of accurately counting the state's population.

Historically, certain hard-to-reach populations are more difficult to count than others. Iowa is home to disproportionate shares of populations that are most frequently undercounted, such as lower-income individuals and those living in rural areas. Currently, at around 35 percent, the percentage of Iowa's population that lives in rural areas significantly exceeds the national average.



Federal Census-directed programs that are particularly important to Iowans include:

Low Income Home Energy Assistance

The Low Income Home Energy Assistance Program provides vital support to families struggling to pay for heating and cooling throughout the year. Thanks to Census data, since FY2010 Iowa has received over \$463 million in federal funding for this program, and served over 80,000 households in FY16 alone.

Community Development Block Grants

Over the course of recent decades, Iowa's population has shifted from rural towards urban areas: by 2010, 64% of Iowans lived in cities and small towns. Such changes in residential patterns and preferences place extra burden on housing and infrastructure. Because of Census data that document the density and needs of urban populations, Iowa received more than \$33 million in Community Development Block Grants in FY16. This funding helps ensure the availability of decent affordable housing, and creates jobs through the expansion and retention of businesses.

Medicare Part B

Iowa has a growing elderly population that depends on Medicare, a program into which seniors have paid throughout their lives. Census data ensure that elderly residents receive the support they have earned through their hard work by allocating federal funding for senior health services to states in accordance with the size and needs of their populations. As a result of Census data, Iowa received over \$531 million in FY16 to distribute to medical providers to ensure seniors' continued access to healthcare and other vital services.

When it is adequately funded, the Census Bureau produces highly accurate, detailed data that enable us to direct a total of nearly \$8.8 billion to the Iowa communities where those resources are most needed.

But if the Census Bureau's hands are tied by declining appropriations or limitations that prevent it from conducting a sound decennial enumeration and accurate surveys, the quality of Census data similarly will decline, and many fewer Iowans will benefit from these and many other Census-directed federal programs.

Congress must adequately fund the Census Bureau by providing it with no less than \$8 billion for the decennial Census in FY20. It is critical that Congress secure this funding by the start of the fiscal year, when address canvassing, advertising, and other key activities will already be underway. Any funding delay or uncertainty would disrupt the conduct of the survey and imperil the accuracy of Census data for a decade to come.