



MISSOURIANS 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 Missourians to receive their fair share, the Census Bureau must master the difficult task of accurately counting the state's dynamic, diverse population.

Historically, certain hard-to-reach populations are more difficult to count than others. Missouri 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 30 percent, the percentage of Missouri's population that lives in rural area significantly exceeds the national average.



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

Highway Planning and Construction

Missouri economic growth is dependent on industrial produce and farming. Road maintenance is essential for the growth of its economy. Thanks to Census data, Missouri received more than \$967 million in funding in FY16.

Medicare Part B

Missouri is home to a significant number of older Americans, especially those who are enrolled in a Medicare Part B supplemental insurance plan. As a result of Census data, over \$1.1 billion was distributed to providers within the state during FY16 to ensure that this population maintained continued access to healthcare and other vital services.

Head Start

Missouri is home to many children who face educational challenges, (EHS) program provides an early, continuous, intensive, and comprehensive child program to children under the age of 3 and whose family's incomes are at or below the federal poverty line. Thanks to Census data, the state received more than \$162 million from the federal government to support this effort in FY16.

When it is adequately funded, the Census Bureau produces highly accurate, detailed data that enable us to direct a total of over \$16.4 billion to Missourians 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 Missourians 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.