

MADERA COUNTY

FACT SHEET



What is the Census?

- ▶ The U.S. Constitution requires an accurate count of every person living in the United States every 10 years. The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.
- ▶ The following communities are the hardest-to-count (HTC) by the Census:
 - Latinos, African Americans, Native Americans and Tribal Communities, Asian American and Pacific Islanders (AAPI), Middle-Eastern North Africans (MENA), immigrants and refugees, farm-workers, people with disabilities, LGBTQ, senior/older adults, homeless individuals and families, children under 5 years, veterans, areas with low broadband subscription rates and limited or no access, households with limited English proficiency.¹

Why is my community undercounted?

- ▶ Madera County has particularly high shares of groups that are the hardest-to-count (HTC) in the census—African Americans (4.2%), Latinos (58%), Native Americans (4.4%), as well as noncitizens.²
- ▶ Noncitizens may be less likely to respond in 2020 due to the planned addition of a citizenship question.
 - Immigrant communities are often wary of the government and fear that census information could be used against them, thus discouraging participation.

¹ <https://census.ca.gov/wp-content/uploads/sites/4/2019/01/K-HTC-Demographic-Populations.pdf>

² <https://www.ppic.org/blog/2020-census-counting-the-san-joaquin-valley/>
<https://www.census.gov/quickfacts/fact/table/maderacountycalifornia,ca/PST045218>



- ▶ Approximately 18% of Madera County residents live in areas that did not receive a Census questionnaire by mail in 2010.
 - This is due to the fact that they did not have traditional addresses, or because these areas were sparsely populated.³
- ▶ The high proportion of young children in Madera County is part of the hardest-to-count (HTC) group. Madera County has some of the highest populations of children under 5 years old in the state at 7.4%, who are the most vulnerable to being undercounted.⁴
 - Language access can contribute to an undercount. According to data from the U.S. Census Bureau, 45.5% of the population in Madera County speaks a language other than English at home.
- ▶ Internet connectivity is yet another barrier:
 - While the 2020 Census will be the first in history to be completed largely online, Madera communities and residents still face barriers to connectivity, particularly the 30% of Madera County residents with no broadband internet subscription.⁵ This can pose a challenge to rural areas with low internet connectivity and people with lower incomes who are less likely to have a smart phone or internet service at home.

What does an undercount mean for my community?

- ▶ When you fill out the census, you help:
 - Determine how many seats your state gets in Congress.
 - Guide how more than \$675 billion in federal funding is distributed to states and communities each year.

³ <https://www.censushardtocomountmaps2020.us/?latlng=36.01134%2C120.34286&z=9&query=coordinates%3A%3A35.41815%2C-119.13849&promotedfeaturetype=counties&arp=arpRaceEthnicity&layers=libraries>

⁴ <https://www.census.gov/quickfacts/fact/table/maderacountycalifornia/HSG445217>

⁵ <https://www.census.gov/quickfacts/fact/table/maderacountycalifornia,ca/PST045218>



- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.
- ▶ Madera County receives federal funding for resources such as CalWORKS (AFDC), Social Services, and foster care.⁶
 - This funding could be reduced with an incomplete count.
- ▶ In 2018, 45% of Madera County residents were enrolled in Medi-Cal, which is funded by both the state and federal government. The census lays the foundation for federal programs like, MediCal, to deliver resources to residents. With undercounting, Medi-Cal will receive less funding.⁷
- ▶ Madera County received over \$12 million from the \$15.4 billion dollar federal budget for Title I Every Child Succeeds Act, which provides financial assistance to local educational agencies (LEAs) and schools with high numbers or high percentages of children from low-income families.⁸
- If your community is undercounted, low-income areas would lose federal funding for textbooks, reference materials, school supplies and food for students, which aid children in meeting academic standards.

⁶ <https://www.maderacounty.com/Home/ShowDocument?id=8867>
⁷ <https://www.ppic.org/publication/the-medi-cal-program/>
⁸ <http://www.ed-data.org/county/Madera>





How Can I Help?

- ▶ There are 3 easy ways you can help make sure your community completes the census. You can help your community receive funding for important services.
 - (1) Fill out the census form online or on paper.
 - (2) Make sure your family, friends, and coworkers fill out the census.
 - (3) Educate your community about the census and why it is important to complete the census.