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**MEDIA CONTACT:**

Alli Huseman Mickey

M: (432) 413-8854

[alli@themonumentgroup.com](mailto:alli@themonumentgroup.com)

**The Permian Counts Campaign Makes Final Push to Drive Census Participation**

*Recent Numbers Reflect Low Response Rates Across the Region*

**(TEXAS and NEW MEXICO)** – The U.S. Census Bureau recently announced it would be adjusting the [response deadline](#) for the 2020 Census to September 30, 2020, a month sooner than previously announced. In response to this change in deadline, the [Permian Strategic Partnership](#) (PSP) is making a final push to maximize participation across the Permian Basin through its educational campaign, [The Permian Counts](#).

“The decennial census is a momentous effort under normal circumstances. With the added complications presented by the coronavirus crisis, providing less time for residents to respond and for census takers to reach hard-to-count communities will have a significant impact on more rural regions like the Permian Basin,” said Tracee Bentley, president and CEO of the PSP. “We want to remind and encourage our communities to turn out for the census and finish strong.”

Compared to larger metropolitan areas like Dallas, Austin, Houston, Albuquerque and Santa Fe, response rates across the Permian Basin region, in Texas and New Mexico, are concerningly low, with many counties [reporting](#) less than a 55 percent response rate. A table comparing response rates across the counties is available in the appendix.

In order to compete for federal funding, the Permian Basin must demonstrate how its population has grown over the last ten years, meaning residents, defined as those who spend 50 or more percent of their time in the region, must commit to being counted in this nationwide effort.

“An accurate count in the 2020 Census would make a significant impact in the Permian Basin, bringing vital federal funding for essential community services like healthcare, education, emergency response, transportation and infrastructure. As our cities continue to grow, so will our basic needs,” said Bentley. “An accurate census count would help prepare us for the future and build more sustainable societies in a time when unprecedented changes in the energy sector are creating opportunities and challenges for local communities.”



The 2020 Census can be completed in one of three ways: by mail, over the phone, or [online](#). More information can be found at [2020Census.gov](https://2020census.gov). For additional resources, including the full Perryman Group Economic Impact Report and information about The Permian Counts campaign, visit [www.thepermiancounts.com](http://www.thepermiancounts.com) or follow The Permian Counts on [Facebook](#).

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### About The Permian Counts

The Permian Counts campaign was created in response to results from an economic study by [The Perryman Group](#) in January 2020, commissioned by the PSP, which revealed the profound impact of a potential undercount in the region.

According to the [study](#), over the next ten years, a two percent undercount would result in regional losses of \$1.1 billion in gross product (\$112 million per year), as well as 13,135 job-years (1,314 jobs per year) of employment, and a loss of \$52.9 million in federal funding for local government entities. The downstream economic effects magnify the impact of an undercount, putting an additional \$1.9 billion in gross product and 21,450 job-years at risk over the next ten years.

### About The Permian Strategic Partnership

The Permian Strategic Partnership is a coalition of 20 leading Permian Basin energy companies who joined together to work in partnership with leaders across the region's communities to address current and future challenges to the responsible development of the vast oil and natural gas resources of the Permian Basin in the states of New Mexico and Texas. The PSP member companies are: Apache, BPX Energy, Chevron, Cimarex, Concho, ConocoPhillips, Devon, Diamondback, Endeavor, EOG Resources, Halliburton, Occidental, Orintiv, Parsley Energy, Pioneer, Plains All American, Schlumberger, Shell, WPX Energy and XTO Energy. For more information, visit [www.permianpartnership.org](http://www.permianpartnership.org).

### APPENDIX

The following 2020 Census response rate data is sourced from the [U.S. Census Bureau Response Rate map](#). \*Data as of 9/3/2020

#### New Mexico

56.1% State Self-Response Rate

County	Response Rate
Bernalillo	68.8%
Santa Fe	58.9%

County	Response Rate
Eddy	53.7%
Lea	52.3%



**Texas**

60.7% State Self-Response Rate

County	Response Rate
Tarrant	67.1%
Bexar	65.6%
Travis	65.5%
Dallas	61.4%
Harris	60.4%

County	Response Rate
Andrews	55.4%
Midland	55.4%
Crane	50.9%
Ector	50.8%
Howard	50.5%
Winkler	47.2%
Yoakum	46.7%
Gaines	44.6%
Ward	44.6%
Pecos	44.1%
Reagan	42.9%
Reeves	38.5%
Glasscock	34.8%
Martin	33.4%
Upton	31.9%
Crockett	29.6%
Terrell	29.0%
Culberson	23.8%
Loving	19.2%