

# New Jersey Counts 2020

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# Census Ambassador!

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**Spread the word** on why the Census matters:

- Post flyers where people in the community can see
- Talk to your neighbors and friends about the Census
- Post to social media groups about the Census
- Drop off flyers at houses of worship, YMCA, and community centers for people to pick up and to take home!
- Introduce yourself with “I’m with ATNJ Education Fund, a Partner with the Census Bureau.”

# Topics for Today:

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- Census 101: what, how, why, when
- Challenges to a Complete Count in NJ
- How to Get Involved
- Q & A

# Here's what it looks like!

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**

*We will only contact you if needed for official Census Bureau business.*

Telephone Number

-    -

## Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark  ONE box.

Male  Female

7. What is Person 1's age and what is Person 1's date of birth? *For babies less than 1 year old, do not write the age in months. Write 0 as the age.*

Age on April 1, 2020 *Print numbers in boxes.*  
 years Month  Day  Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin  
 Yes, Mexican, Mexican Am., Chicano  
 Yes, Puerto Rican  
 Yes, Cuban  
 Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

9. What is Person 1's race?

Mark  one or more boxes AND print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- Chinese

- Vietnamese

- Native Hawaiian

- Filipino

- Korean

- Samoan

- Asian Indian

- Japanese

- Chamorro

- Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.*

- Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*

- Some other race – *Print race or origin.*

# Census 101

## What

## How

## Why

# The 2020 Census

SAFE. EASY. IMPORTANT

## What is the Census?



It is taking inventory and counting every person living in the United States once, only once, and in the right place.

## How is the information used?



By law, your responses can only be used to produce statistics - and no other purpose. Your responses cannot be shared and cannot be used against you by any government agency or court in any way - not by the FBI, ICE, or even local police. All Census workers take a lifetime Oath to protect your personal information. Any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

## Why do we need a count?

1. It's mandated by our Constitution.
2. People move and we reapportion and redraw our congressional and legislative districts based on an accurate count of people.
3. It's mandatory to complete and return the census.



## How do you respond to the Census?



To complete the census, you answer a handful of questions online, by phone, or by mail. Choose the option that works best for you.

## What is the impact of Census statistics?

- > Education programs and grants
- > Public transportation
- > Medicare and Medicaid
- > Libraries, community centers
- > SNAP and school meal programs
- > Parks, playgrounds, and recreational facilities



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United States  
Census  
2020

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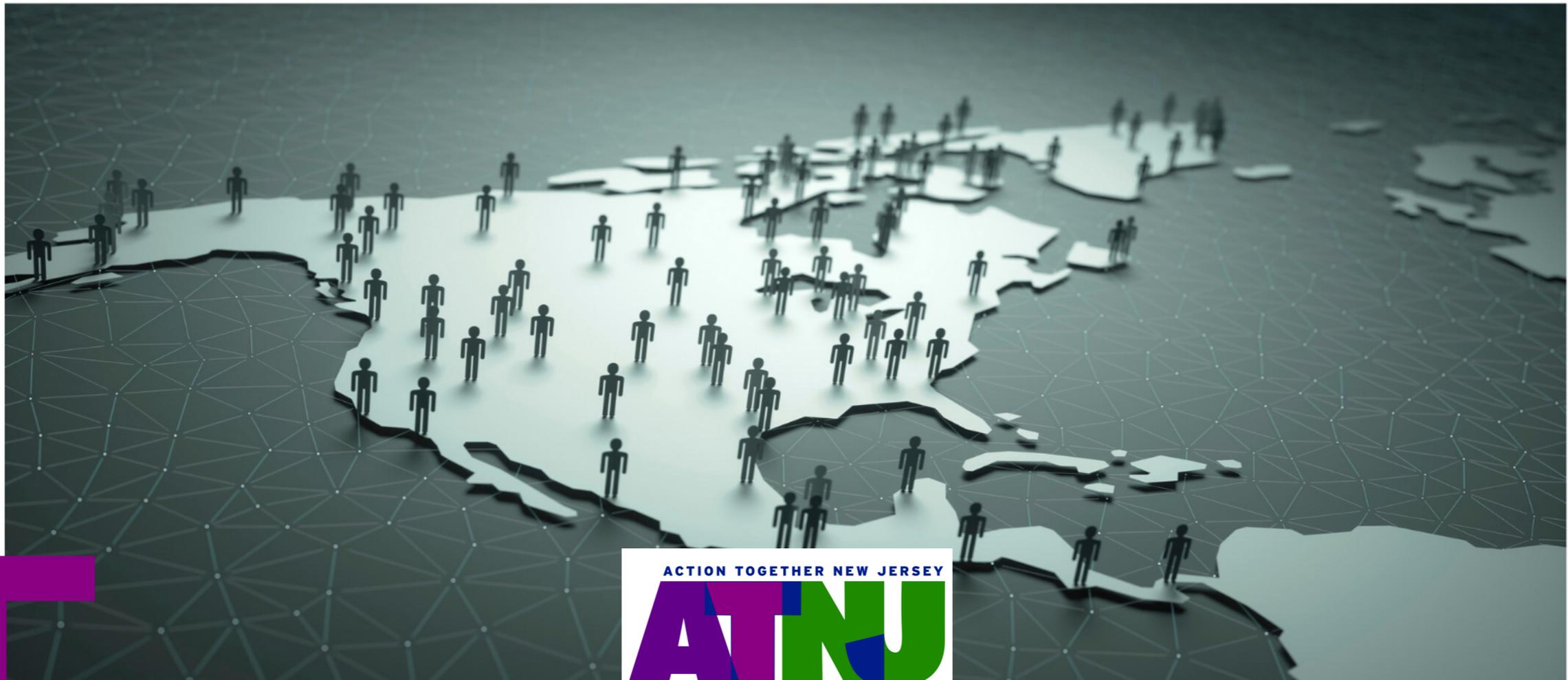
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## Census 101

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# Safe



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EDUCATION FUND

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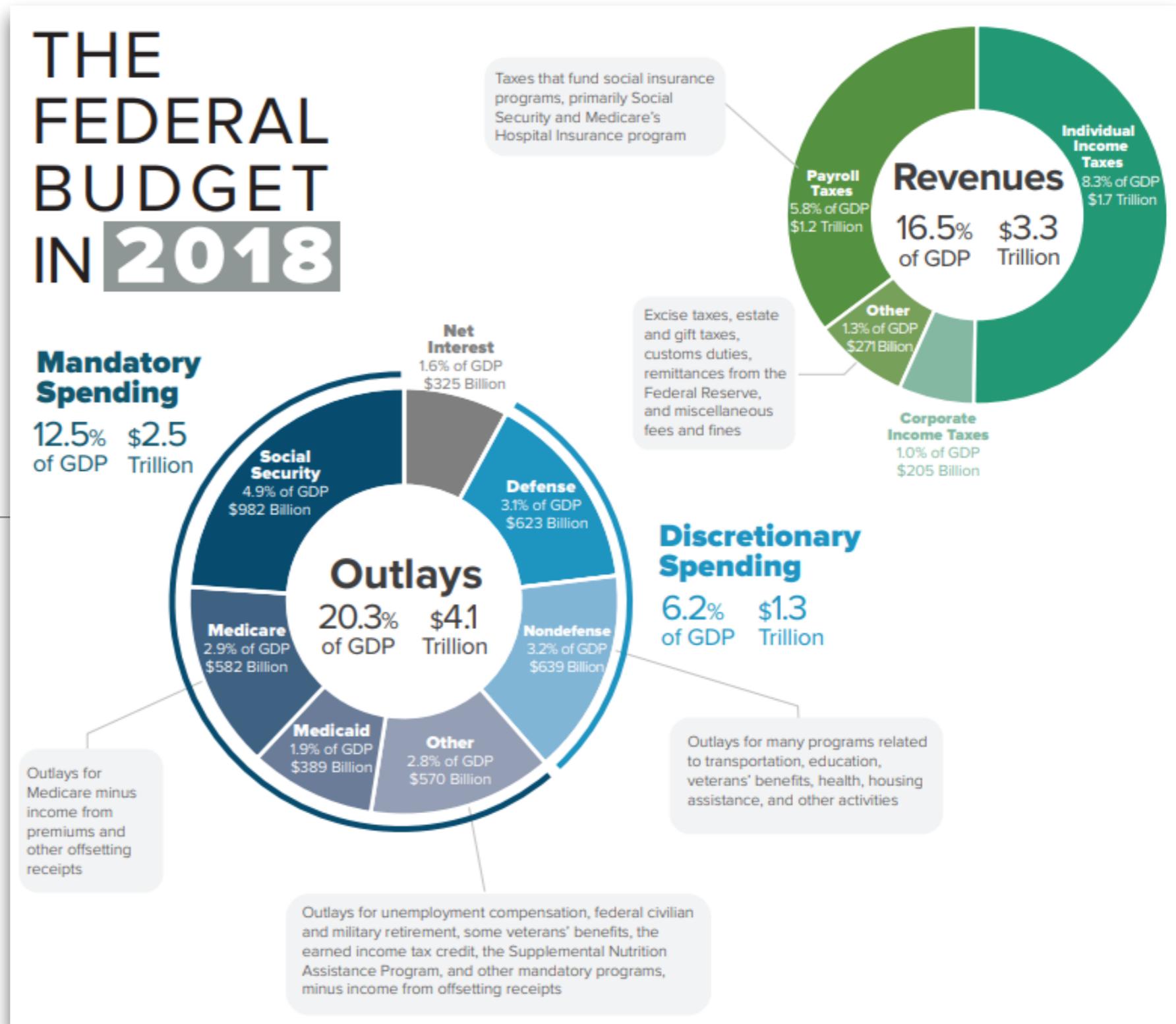
- › Education programs and grants
- › Public transportation
- › Medicare and Medicaid
- › Libraries, community centers
- › SNAP and school meal programs
- › Parks, playgrounds, and recreational facilities

New Jersey get almost \$23 billion each year in funding.

Our fair share of funding depends on an accurate Census count.

# Our Slice of the Pie

Funds not received in one state or area due to an undercount are distributed to all other states and areas.



# Examples of how the Census data is used

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- **Residents:** to support community initiatives involving legislation, quality-of-life, and consumer advocacy.
- **Businesses:** to decide where to build factories, offices, and stores which create jobs.
- **Local governments:** public safety and emergency preparedness
- **Real estate developers:** to build new homes and revitalize old neighborhoods.



# When?

- Crucial self-response time is March-April
- **Census Day** - April 1, 2020
- Apportionment counts sent to the President by Dec 31, 2020
- Redistricting courts sent to the states by March 31, 2021

## The 2020 Census Process and Timeline

**How will the 2020 Census invite everyone to respond?**

**95%** In the mail

**5%** Dropped off

**<1%** In person

**What can you expect?**



When it's time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by phone, or by mail.

**What you will get in the mail:**

- March 12-20**  
An invitation to respond online to the 2020 Census.
- March 16-24**  
A reminder letter.
- March 26-April 3**  
A reminder postcard.
- April 8-16**  
A reminder letter and paper questionnaire.
- April 20-27**  
A final reminder postcard before an in-person follow up.

**Letter Invitation and Paper Questionnaire:**

Most areas of the country are likely to respond online, so most households will receive a letter asking them to go online to complete the census questionnaire.

Areas that are less likely to respond online will receive a paper questionnaire along with their package. The package will also include information about how to respond online or by phone.

If you don't respond online, by phone, or by mail, we will follow up in person.

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United States  
**Census**  
2020

# When?

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# How?

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## How will the 2020 Census invite everyone to respond?



# Review: How Do I Complete My Questionnaire?

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There will be three ways to complete the Census:

1. Online
2. Phone
3. Mail

# What WON'T the Census ask?

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- U.S. Census Bureau will **NEVER** ask for your:
  - Social security number
  - Money
  - Donations
  - Bank and credit card information

# Language Support

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In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

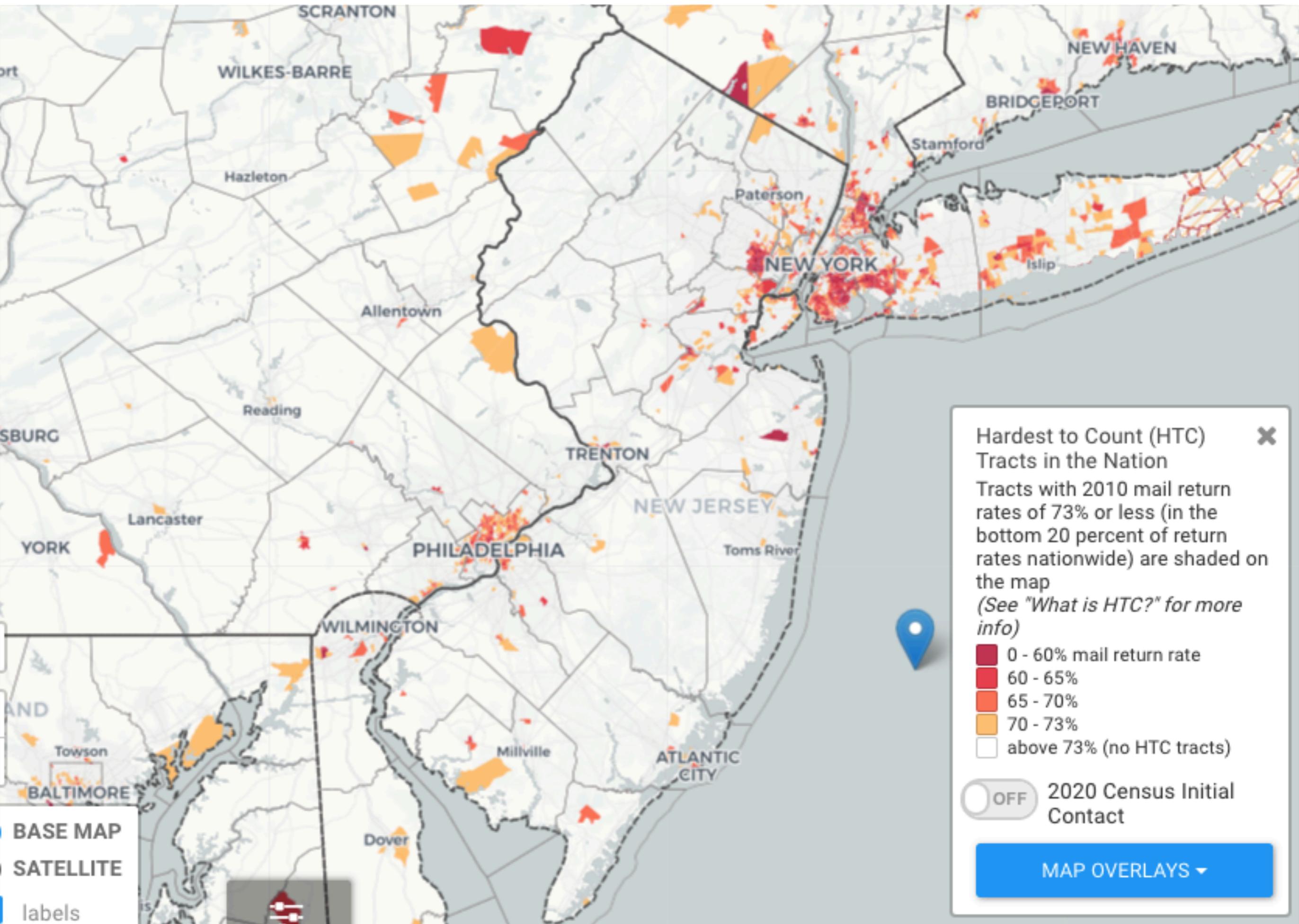
Do not fear!



"When the Census Bureau receives the records, they are stripped of all personal identifiable information and are used for statistical purposes only while remaining strictly protected under Title 13. By law, the Census Bureau does not share any data protected under Title 13 with the states or share personally identifiable information with any government or law enforcement agencies."

U.S. Census Bureau Statement on State Data Sharing Agreements, October 15, 2019

<https://www.census.gov/newsroom/press-releases/2019/state-data-sharing-agreements.html>



### Hardest to Count (HTC) Tracts in the Nation ✕

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map  
*(See "What is HTC?" for more info)*

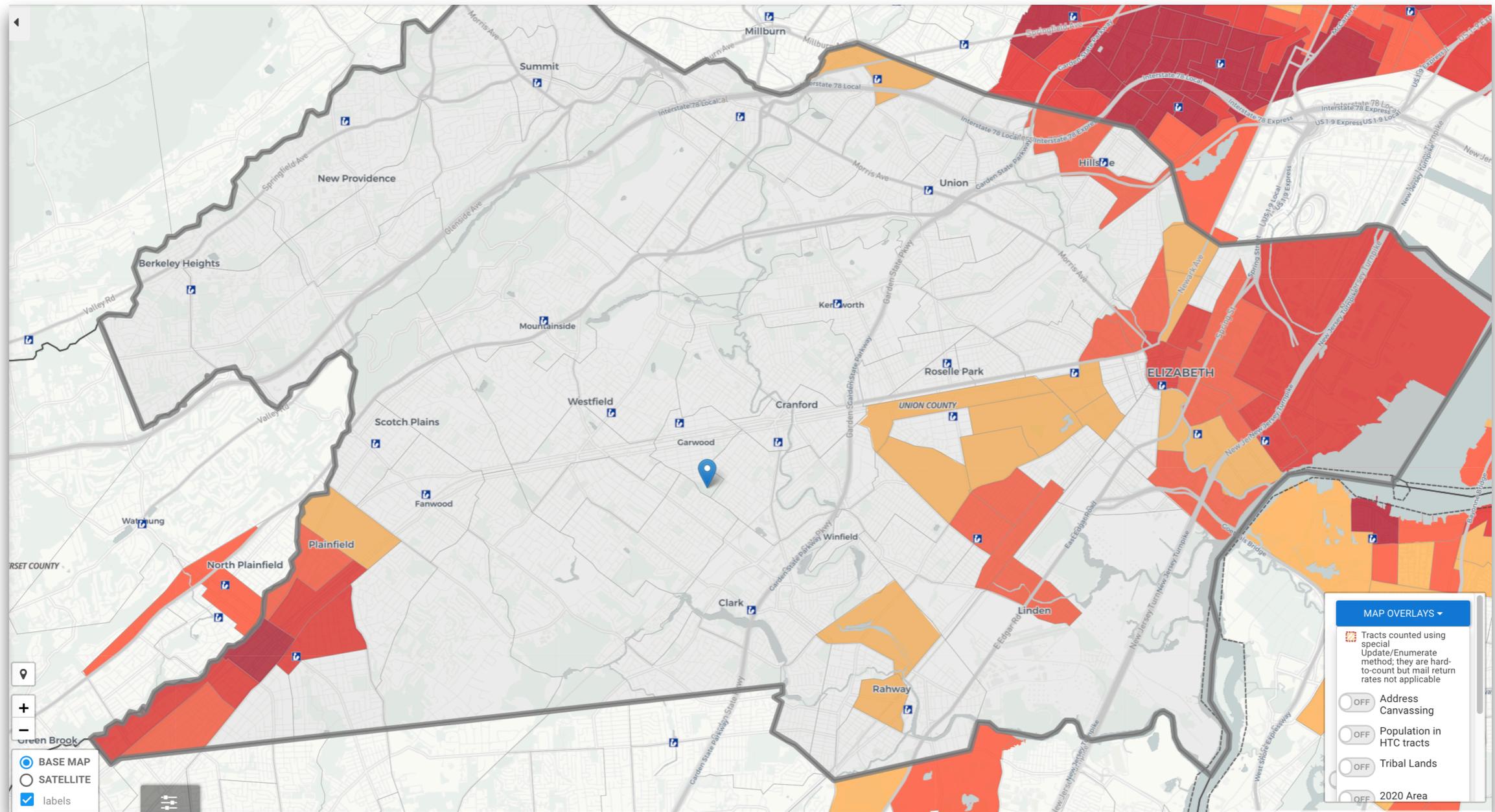
- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

OFF 2020 Census Initial Contact

MAP OVERLAYS ▾

BASE MAP  
SATELLITE

labels



# Challenges to a Complete Count in NJ

**Where are HTC groups concentrated?**

# Challenges to a Complete Count in NJ

What is a hard-to-count (HTC) group?

- Municipalities with at Least One Hard-to-Count Area (Total Population ≥ 5,000)**



Municipality	HTC Population	% Total Population Living in HTC Areas	% Black or African American Living in HTC Areas*	% Hispanic or Latinx Living in HTC Areas*	% Asian Living in HTC Areas*	% Children Under Age 5 Living in HTC Areas*
Elizabeth	96,108	75%	86%	76%	71%	79%
Roselle	17,725	82%	82%	83%	82%	93%
Union Township	4,661	8%	22%	4%	2%	8%
Hillside	2,352	11%	14%	9%	13%	15%
Plainfield	38,112	75%	67%	87%	62%	85%
Linden	17,734	43%	63%	36%	32%	47%
Rahway	10,928	38%	32%	42%	38%	46%
North Plainfield	9,644	44%	29%	55%	41%	54%

\*Hard-to-count demographic sub-group populations out of total sub-group populations.

## Young Child Undercount

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In New Jersey, **27,000 children** (5.2%) under the age of 5 were undercounted in 2010

# Why is There an Undercount of Young Children?

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- **4 out of 5** young children are missed because the person filling out the form does not include them on it.
- Other reasons young children may be missed:
  - They are more likely to live in a complex household
  - They live in more racially diverse households
  - They live in a non-English speaking household

# What is a Complex Household?

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This is a fancy way of referring to any household that isn't solely comprised of parent(s) and related children.

- Multi-generational households
- Households with multiple unrelated families.
- Children living in foster care placements.

Don't forget the baby!



# Important Messages for Parents

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1. Infants and young children must be counted **no matter** their age or living arrangement
1. Count children if they live and sleep at your home **most of the time**, even if the living arrangement is temporary (children in placement) or the child is unrelated to you (multi-family dwellings).
1. A **newborn baby should be included** on your questionnaire, even if they are still in the hospital on April 1.

# Next Steps

## How can you spread the word about the Census safely?

- Communicate by phone, email, text, or Facetime, about the importance of the 2020 Census
- Let people know that you can complete the Census by phone or online or paper questionnaire from the comfort and safety of their home!
- Residents will be able to self-respond by telephone or online in English and 12 non-English languages.
- When residents receive the U.S. Census Bureau's letter invitation from March 12-20 to respond to the 2020 Census, they can immediately respond by telephone or online.
- Residents don't need the unique Census ID included in the letter invitation to respond. They can respond to the Census without it.



# Resources Available

<https://www.atnjef.org/2020census>

[winn@atnj.org](mailto:winn@atnj.org)

<https://www.facebook.com/pg/ATNJEF/events/>

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### 2020 Census

ATNJ Education Fund, A NJ Non-Profit Corporation is an official partner with the Census Bureau. Learn more about how you can get involved and take advantage of the opportunity to do some good. Download our PDF and learn why the Census is important. Download our flyers. You can print them out and put them up in your community!

# New Jersey Counts 2020

