

New Jersey Counts 2020



Census Ambassador!

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 groups about the Census
- Ask to speak at a local meeting about the Census
- Set up a table at the YMCA with flyers and ask “Do you know about the Census?”

“I’m with ATNJ Education Fund, a Partner with the Census Bureau.”

Topics for Today:

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

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
<input type="text"/>	<input type="text"/>
Last Name(s)	
<input type="text"/>	

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	<i>Print numbers in boxes.</i>	Month	Day	Year of birth
<input type="text"/> years		<input type="text"/>	<input type="text"/>	<input type="text"/>

→ 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

- ☐ Filipino

- ☐ Asian Indian

- ☐ Other Asian –

Print, for example, Pakistani, Cambodian, Hmong, etc.

- ☐ Vietnamese

- ☐ Korean

- ☐ Japanese

- ☐ Native Hawaiian

- ☐ Samoan

- ☐ Chamorro

- ☐ 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.

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 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.

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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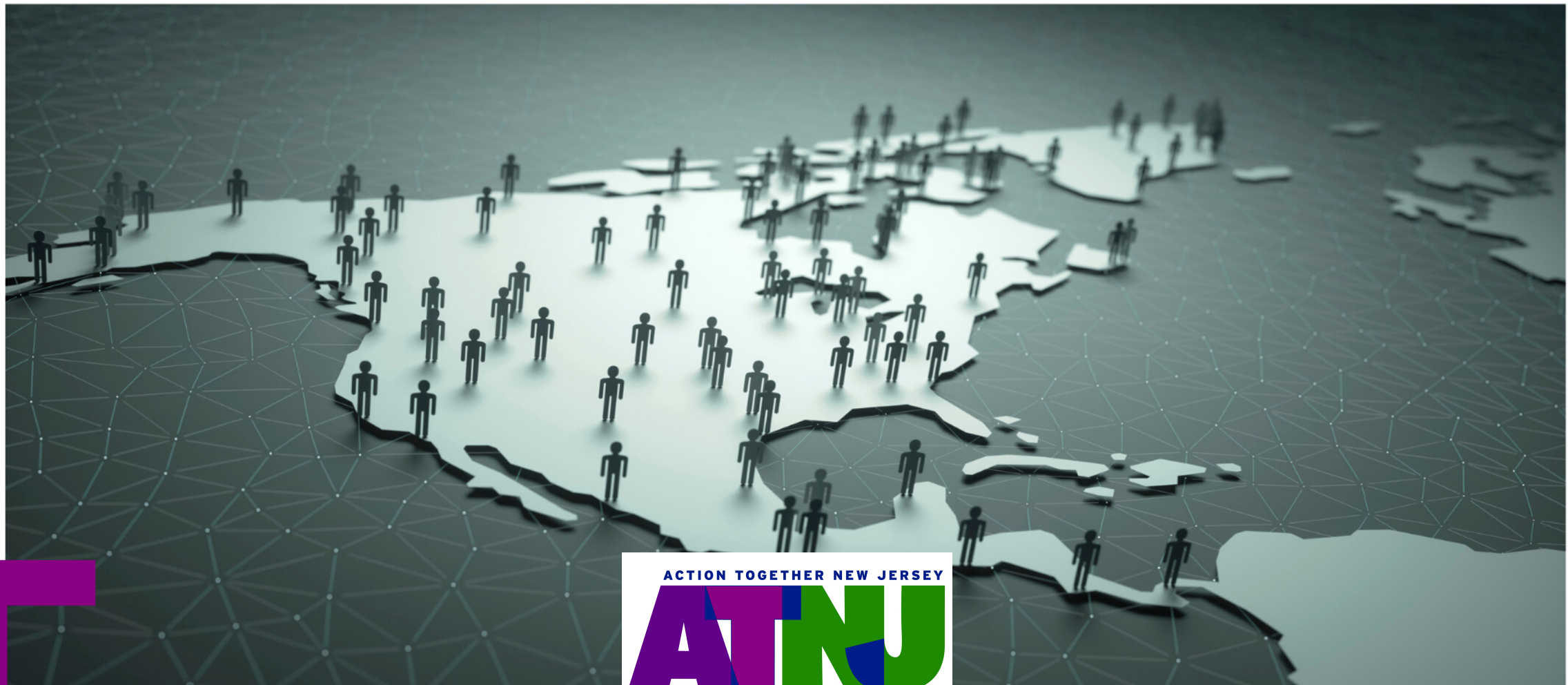
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Census 101

Safe



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What is the impact of Census statistics?

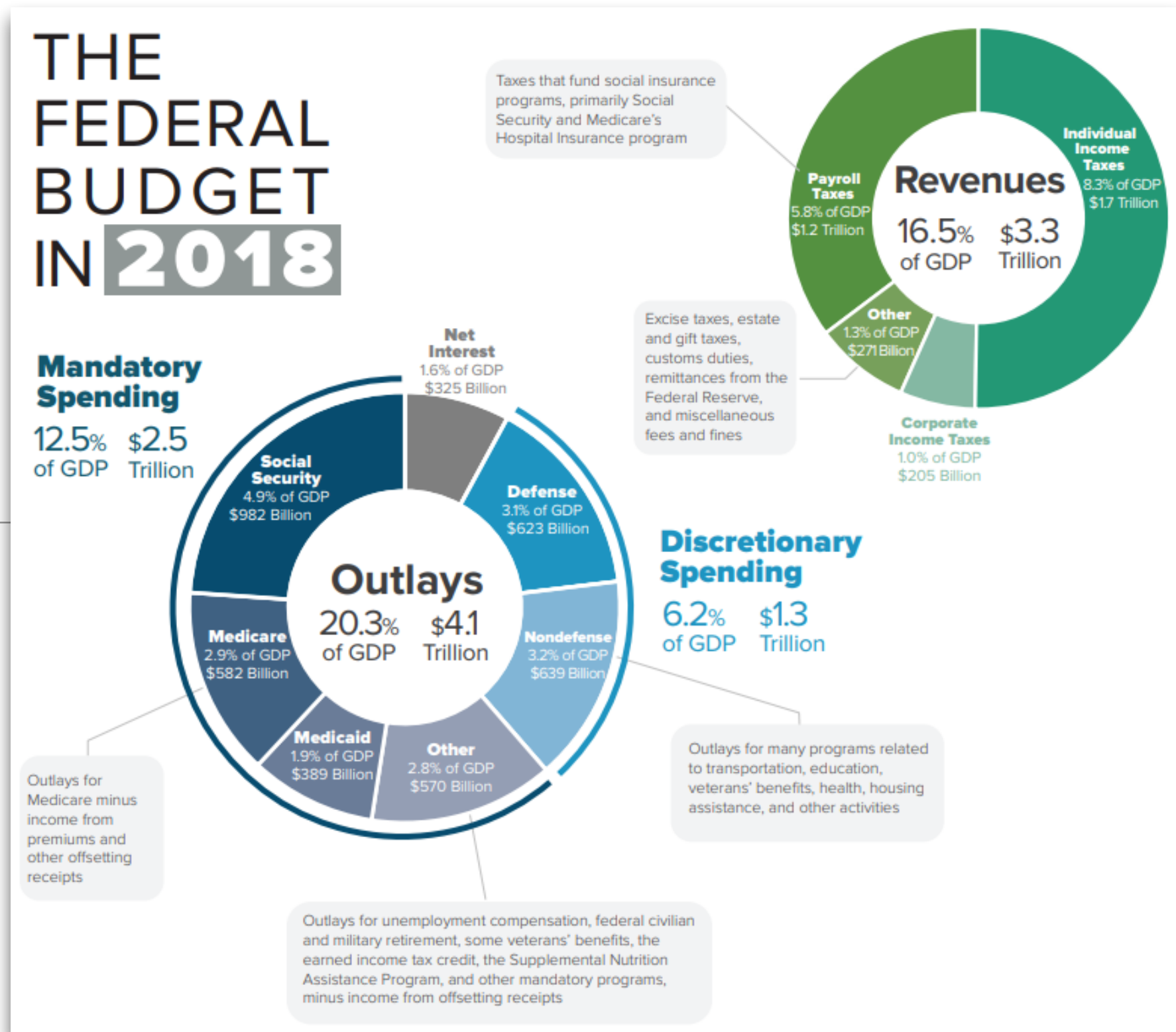
- Education programs and grants
- Public transportation
- Medicare and Medicaid
- Libraries, community centers
- SNAP and school meal programs
- Parks, playgrounds, and recreational facilities

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

- **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?




Method	Percentage
In the mail	95%
Dropped off	5%
In person	<1%

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.

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.

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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Census
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When?

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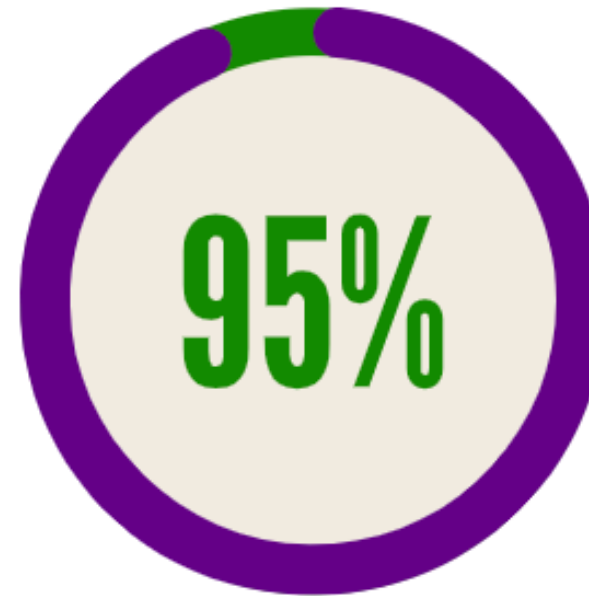


April 20-27

A final reminder postcard before an in-person follow up.

How?

How will the 2020 Census invite everyone to respond?



In the mail



Dropped off

<1%

In person

Review: How Do I Complete My Questionnaire?

There will be three ways to complete the Census:

1. Online
2. Phone
3. Mail

What WON'T the Census ask?

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

Language Support

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>

Challenges to a Complete Count in NJ

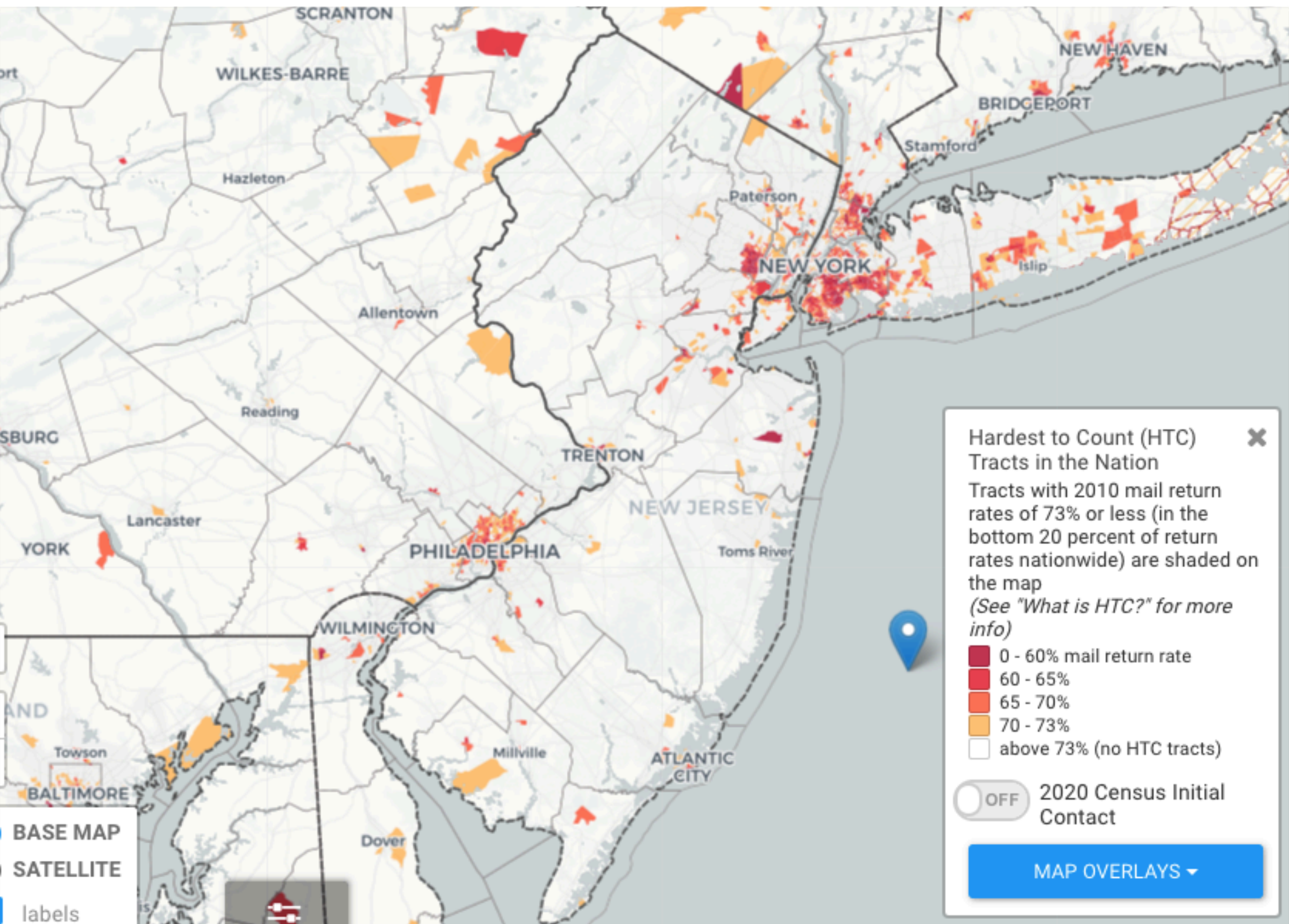
What is a hard-to-count (HTC) group?

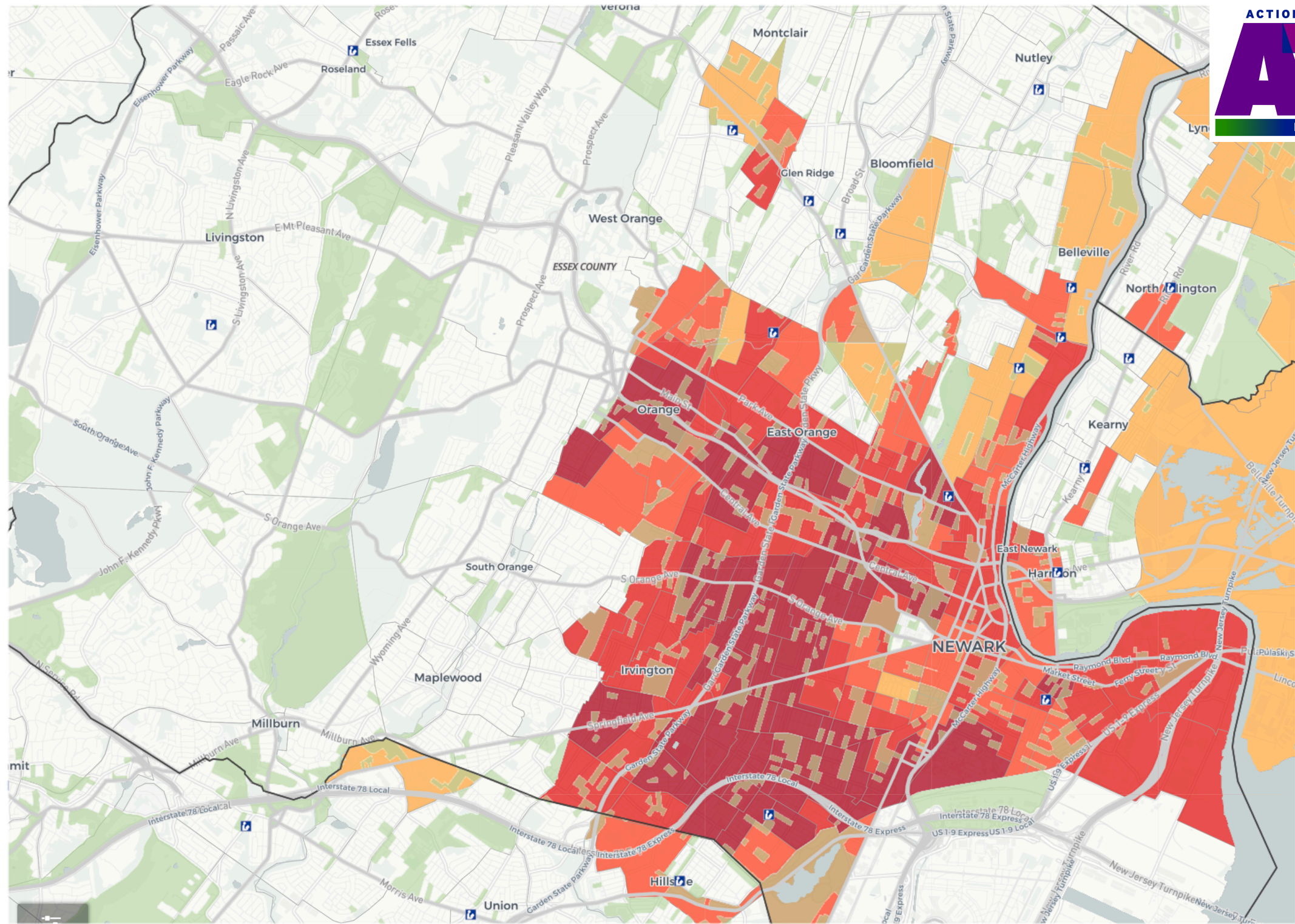
Some parts of New Jersey have a greater proportion of hard-to-count census areas than others. The chart below shows the municipalities in District 12 with at least one hard-to-count census tract.

- Municipalities with at Least One Hard-to-Count Area (Total Population \geq 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*
Old Bridge	9,411	14%	31%	19%	24%	15%
Jackson	4,831	9%	21%	15%	12%	8%
North Hanover	4,114	49%	52%	53%	79%	80%

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





Challenges to a Complete Count in NJ

Where are HTC groups concentrated?

Young Child Undercount



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?

- **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?

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

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.

How to Get Involved

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 groups about the Census
-
- Ask to speak at a local meeting about the Census
 - Set up a table at the YMCA with flyers and ask “Do you know about the Census?”

Next Steps

Sign up to drop off flyers

- Places of worship
 - Grocery stores, food markets
 - Community centers, YMCA/YWCA
-
- Restaurants and coffee shops

Hold your own information session

Staff a table to inform others

Ask to speak at other organization's meetings



Resources Available

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

winn@atnj.org

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

To volunteer to post flyers in a hard-to-count community, please email request for flyers to Winn@atnj.org



[ATNJEF.org](https://atnjef.org) website

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2020 Census

You Can Make a Difference

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.

New Jersey Counts 2020



Download and Learn!

This easy and straightforward slideset is yours to download and learn about the 2020 Census.

[Download](#)



Census Flyers

We need folks to drop off flyers at many Hard-to-Count communities. Download and print as you need.

[All 3 Flyers](#)



Donate and help us do this work

Our organization always appreciates the generosity and involvement of people like you, with every contribution going towards making ATNJ Education Fund, A NJ Non-Profit Corporation an even better Volunteer Organization than it already is. Your donations are tax-deductible.

[Donate](#)