

THE 2020 CENSUS

HUDSON COUNTY

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INTRODUCTION



ucnj.com/2020-census/

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IMPORTANCE OF THE CENSUS

FUNDING

In New Jersey, \$22 Billion relies on the Census
In America \$675 Billion in federal funds depend on the Census

DATA

Programs rely on the Census for planning
Number of hospital beds, school classrooms, roads & highways

REPRESENTATION

Political districts are determined by the Census data
How many representatives states get in Congress



CHALLENGES

FUNDING

- Less Census staff than 2010 for in-person follow-up and coordination

TECHNOLOGY

- First Census to be primarily filled out online or on the phone
- 15% of NJ residents have no internet or dial-up only

POLITICAL CLIMATE

- Distrust of government and polls/surveys

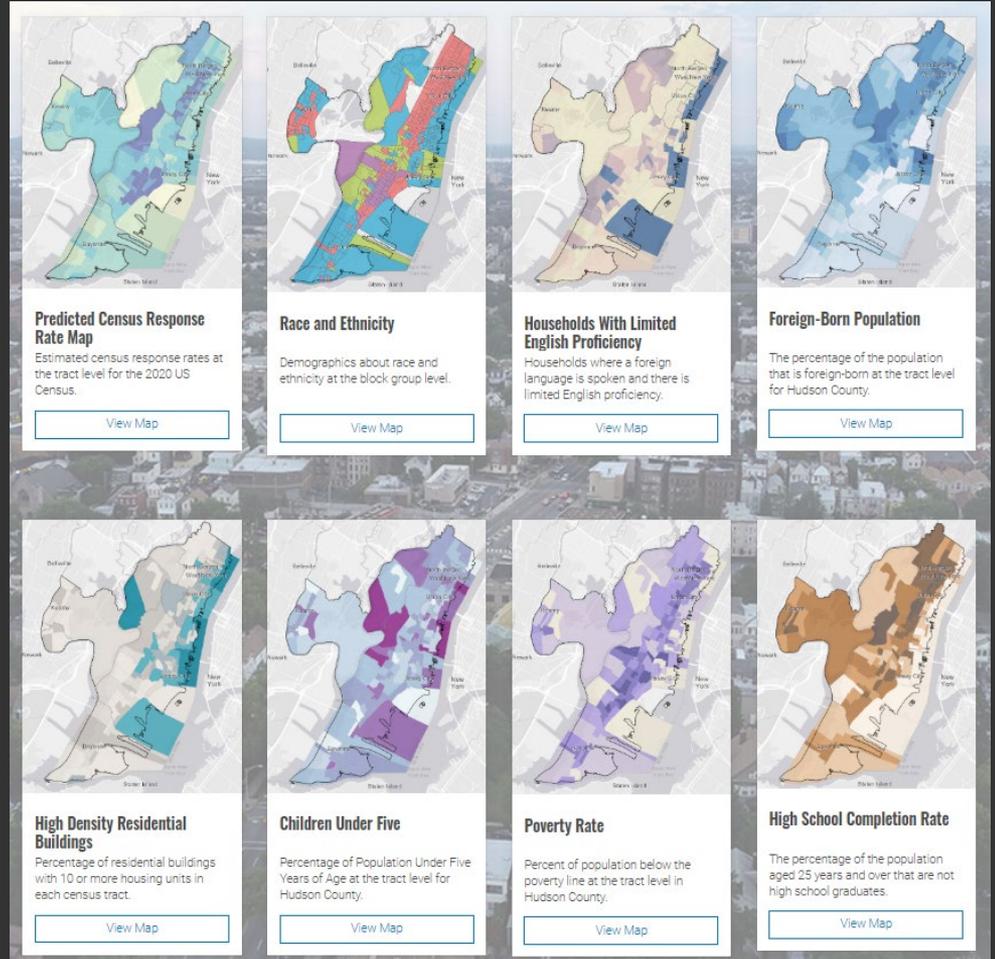
HARD-TO-COUNT POPULATIONS

HARD-TO-COUNT POPULATIONS

EXAMPLES:

- African Americans
- Latinos
- Asians
- Non-Native English speakers
- Immigrant populations
- Homeless Persons
- College students
- Children under five years of age
- The elderly
- Members of the LGBTQ+ community

Source: NJ Department of State (DOS)



OPPORTUNITIES

SAFE	IMPORTANT	EASY
NO CITIZENSHIP QUESTION	CENSUS COUNTS ARE USED TO DETERMINE CONGRESSIONAL REPRESENTATION	COMPLETE THE CENSUS BY PHONE, BY MAIL, OR ONLINE
ALL DATA IS ENCRYPTED IMMEDIATELY	CENSUS INFORMATION GUIDES LOCAL PLANNING	10 QUESTIONS
YOUR PERSONAL INFORMATION CANNOT BE SHARED—PUNISHABLE BY FEDERAL LAW	CENSUS RESPONSES = FUNDING FOR SCHOOLS, HEALTH CARE, SOCIAL PROGRAMS, INFRASTRUCTURE	CENSUS QUESTIONNAIRE AVAILABLE IN 13 LANGUAGES

HOW TO GET COUNTED

MARK YOUR CALENDARS

MARCH 12–20

THE CENSUS BUREAU WILL BEGIN SENDING INVITATIONS TO HOUSEHOLDS TO COMPLETE THE CENSUS QUESTIONNAIRE BY PHONE, BY MAIL, OR ONLINE.

MARCH 16–24

REMINDER LETTERS WILL BE SENT

APRIL 1

CENSUS DAY, OBSERVED NATIONWIDE BY WHICH TIME ALL HOUSEHOLDS WILL HAVE RECEIVED THEIR INVITATIONS TO COMPLETE THE CENSUS

MARCH 26–APRIL 3

A REMINDER POSTCARD WILL BE SENT

APRIL 8–16

A REMINDER LETTER AND PAPER QUESTIONNAIRE WILL BE SENT

APRIL 20–27

A FINAL REMINDER POSTCARD BEFORE CENSUS TAKERS START VISITING HOUSEHOLDS

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].



CAN MY ANSWERS BE SHARED WITH LAW ENFORCEMENT OR USED AGAINST ME?

NO. The law prevents the Census Bureau from sharing your information with law enforcement. Your answers cannot be used to impact your eligibility for government benefits. Your answers are only used to create statistics about our country. You personal information and keep it strictly confidential. That's every answer, to every question.

ARE NON-CITIZENS COUNTED IN THE CENSUS?

YES. Everyone counts. The 2020 Census counts everyone living in the country, including non-citizens. Learn more about who should be counted when you complete the 2020 Census.

WHEN DOES THE CENSUS BEGIN?

SOON! Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail around **March 12, 2020**.

CAN I ONLY TAKE THE CENSUS ONLINE?

NO. The 2020 Census will be available online, by phone, and by mail. Online and phone responses can be completed in 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese). A paper form will be mailed to every house that hasn't responded already when we send our fourth mail piece out.

THE CENSUS BUREAU WILL SEND:

MARCH 12 - 20

An invitation to
respond online to
the 2020 Census
with a unique ID.

MARCH 16 - 24

A reminder letter.

IF YOU HAVEN'T RESPONDED:

MARCH 26 - APRIL 3

A reminder postcard.

APRIL 8 - 16

A reminder letter and
paper questionnaire.

APRIL 20 - 27

A final reminder
postcard.

THE **2020** CENSUS

 **FAST. RÁPIDO.**

 **EASY. FÁCIL.**

 **SAFE. SEGURO.**

 **IMPORTANT.
IMPORTANTE.**



#HUDSONCOUNTYCOUNTS

Graphics created by Sam Schroder Hudson County Division of Planning

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