



## **N.J. Census 2020 – Diversity in N.J. Week (April 27-May 3)**

### **Talking/Posting Points for Partners**

- We're highlighting **DIVERSITY IN N.J.**
- Our state's diverse ethnicities and faith-based organizations make New Jersey unique. To make sure **EVERYONE** in our great state is represented, it's important to complete the #2020Census.
- Census data helps determine where more than \$45 billion in annual federal funding goes in New Jersey. So having an accurate count of our diverse population can impact planning and funding for programs and services for specific groups.
- Census data informs everything from promoting equal employment opportunities to assessing racial disparities in health. Race data is critical for the basic research behind many policy decisions.
- New Jersey is one of the most diverse states in the country.
- We are a state that embraces our total diversity – whether in our diverse ethnic communities, our multiple religious communities, our disabilities community, our LGBTQ community – wherever it exists.
- Faith leaders play an integral role in our diverse community:
  - In some of the hardest to reach communities, they are the most trusted voices. Faith leaders can help encourage congregants to complete the Census, so N.J. can gain greater access to federal funding for health, education, food and transportation, to ensure N.J. is represented fairly in Congress and at the state level.
  - You can help make sure the most vulnerable are counted.
- Nationally, New Jersey is one of the top 5 states for the highest percentage of immigrants in the population.
  - More than 1 in 5 N.J. residents are immigrants, the majority of whom are naturalized U.S. citizens.
  - 1 in 6 native-born N.J. residents have at least one parent who is an immigrant.
  - The top 5 countries for immigrants living in New Jersey are: India, Dominican Republic, Mexico, the Philippines and South Korea.
- There are over 150 languages spoken in New Jersey, with the most common (besides English) being Spanish, Chinese languages, Tagalog, Korean, Portuguese, Gujarati and Hindi.
  - Almost 1/3 of N.J. residents are bilingual, and Spanish is the most common language other than English, with 1 in 6 people speaking it.

- There are 6 cities in New Jersey where 80% or more of the population speak another language at home – Union City, West New York, Palisades Park, Guttenberg, East Newark and Perth Amboy.
- New Jersey has 3 officially recognized tribes: the Nanticoke Lenni-Lenape Indians (Bridgeton), the Powhatan Renape Nation (Rancocas) and the Ramapough Lenape Indian Nation (Mahwah).
- We invite you to share our posts about the importance of accurately capturing New Jersey's diverse population. Share our video, share one of our posts, or share your own post about why residents should complete the Census.
- Complete the Census at [2020CENSUS.GOV](https://2020census.gov).