



N.J. Census 2020 – Seniors Week (May 11-17)

Talking/Posting Points for Partners

- We're highlighting **SENIORS IN N.J.** and the programs that serve them!
- The senior population is defined as Americans age 65 and older – and that section of our population grows in number every year as our residents age.
- Census data helps determine where more than \$45 billion in annual federal funding goes in New Jersey. So having an accurate count of our aging population and where their needs are is important.
- In 2010, there were more than 40 million people 65+ in the United States (13% of the population). The U.S. Census Bureau projects that number to grow to 55 million (16% of the population) with the 2020 Census. By 2050, it is projected that people 65+ will make up 20% of the population.
- By completing the Census, we help accurately count that growing senior population, and ensure federal funding for seniors and the programs and services they rely on for the next decade.
- Programs that rely on federal funding determined by Census data include:
 - Medicaid and Medicare
 - Supplemental Nutrition Assistance Program (SNAP - food stamps) and Senior Farmers Market Nutrition Program (SFMNP)
 - Older Americans Act
 - Enhanced Mobility of Seniors & People with Disabilities
 - Supportive Housing for the Elderly
 - Workforce Innovation and Opportunity Act (WIOA) Adult Activities
 - Senior Community Service Employment Program (SCSEP) – job-training and employment program
 - Senior Corps volunteer program
- Census data also informs community planning – including funds for new hospitals, long-term care facilities and senior centers, as well as funding to maintain and update them to better serve the senior population.
- The 2020 Census will provide the most up-to-date count of the Baby Boomer generation, now estimated at about 73 million. Born after World War II (1946-1964), the oldest Baby Boomers will turn 74 next year. When the last Census was taken in 2010, the oldest had not even turned 65.
- The month of May is also #OlderAmericansMonth – please use the hashtag to promote the Census and join the conversation.

- This week, make sure to call a senior you love and check in on them. Remind them of the importance of filling out the Census!
- We invite you to share our posts about seniors in New Jersey. Share Sec. Way's 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) or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at [CENSUS.NJ.GOV](https://census.nj.gov).